

# MARKETING PARTNER REPORTS

## June 27, 2016



# Klages Research & Research Data Services, Inc.

## **RESEARCH REPORT**

# Economic Indicators

# Employment Data

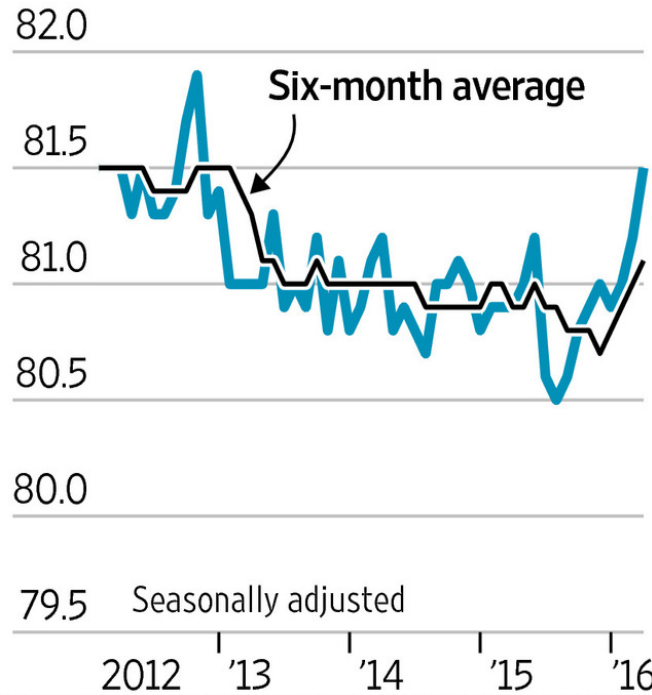
### Average hourly earnings, annual change

3.0%



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

82.5%



Source: Labor Department

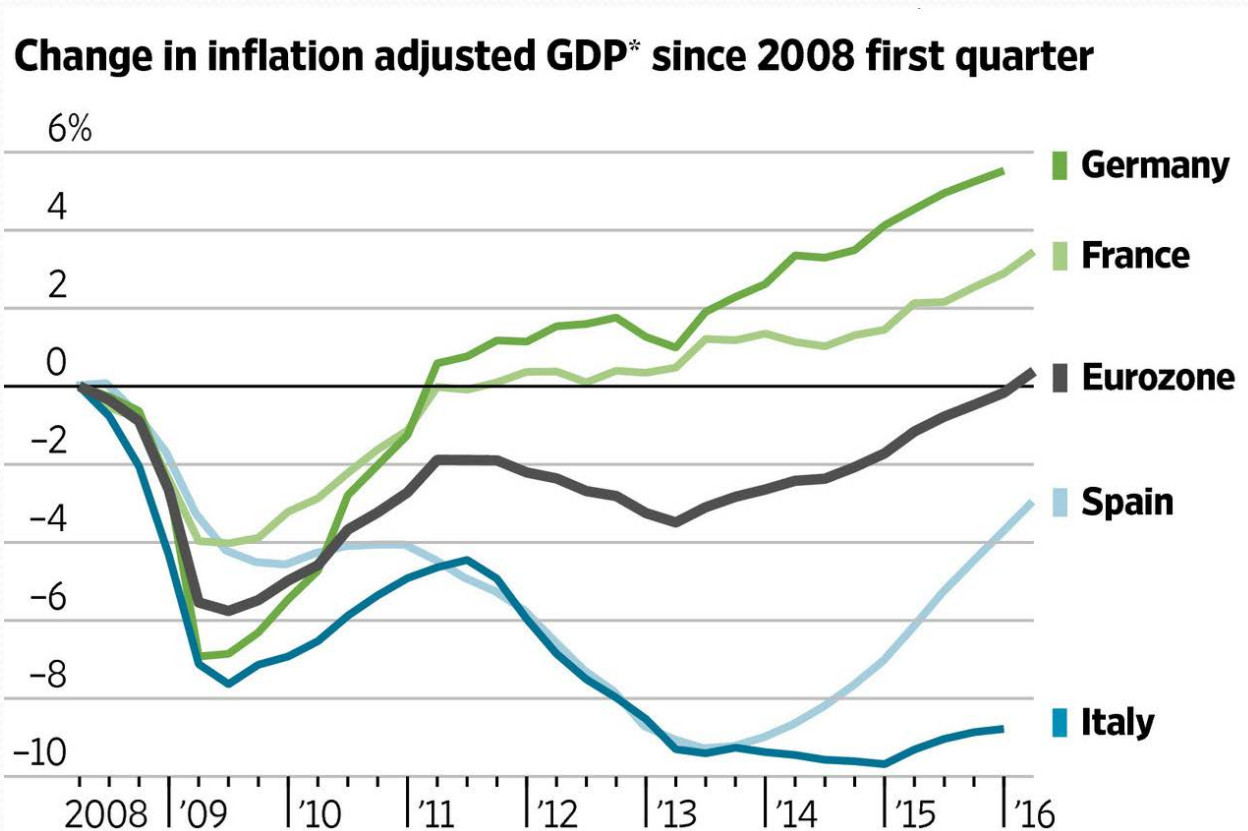


# US Value of Dollar



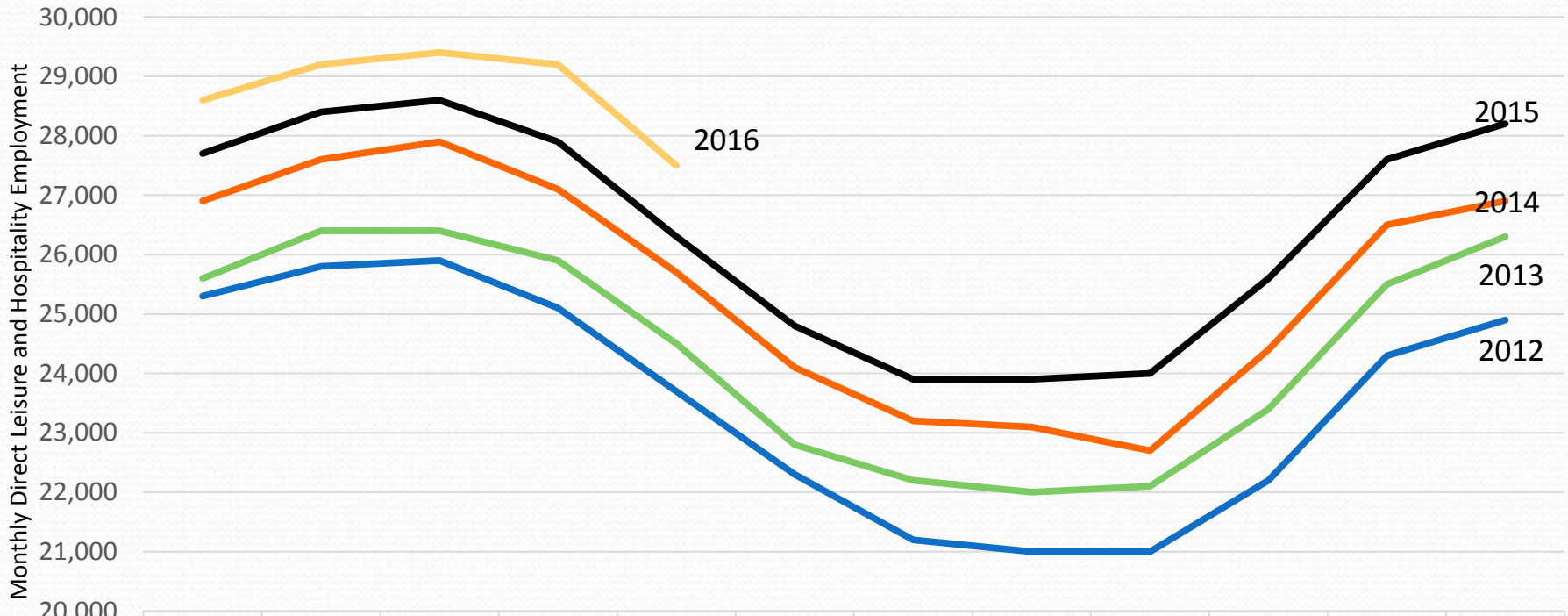
Source: WSJ Market Data Group

# Eurozone Regains Output



Source: Eurostat

# 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	29,200	27,500							

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



# Year-to-Date 2016

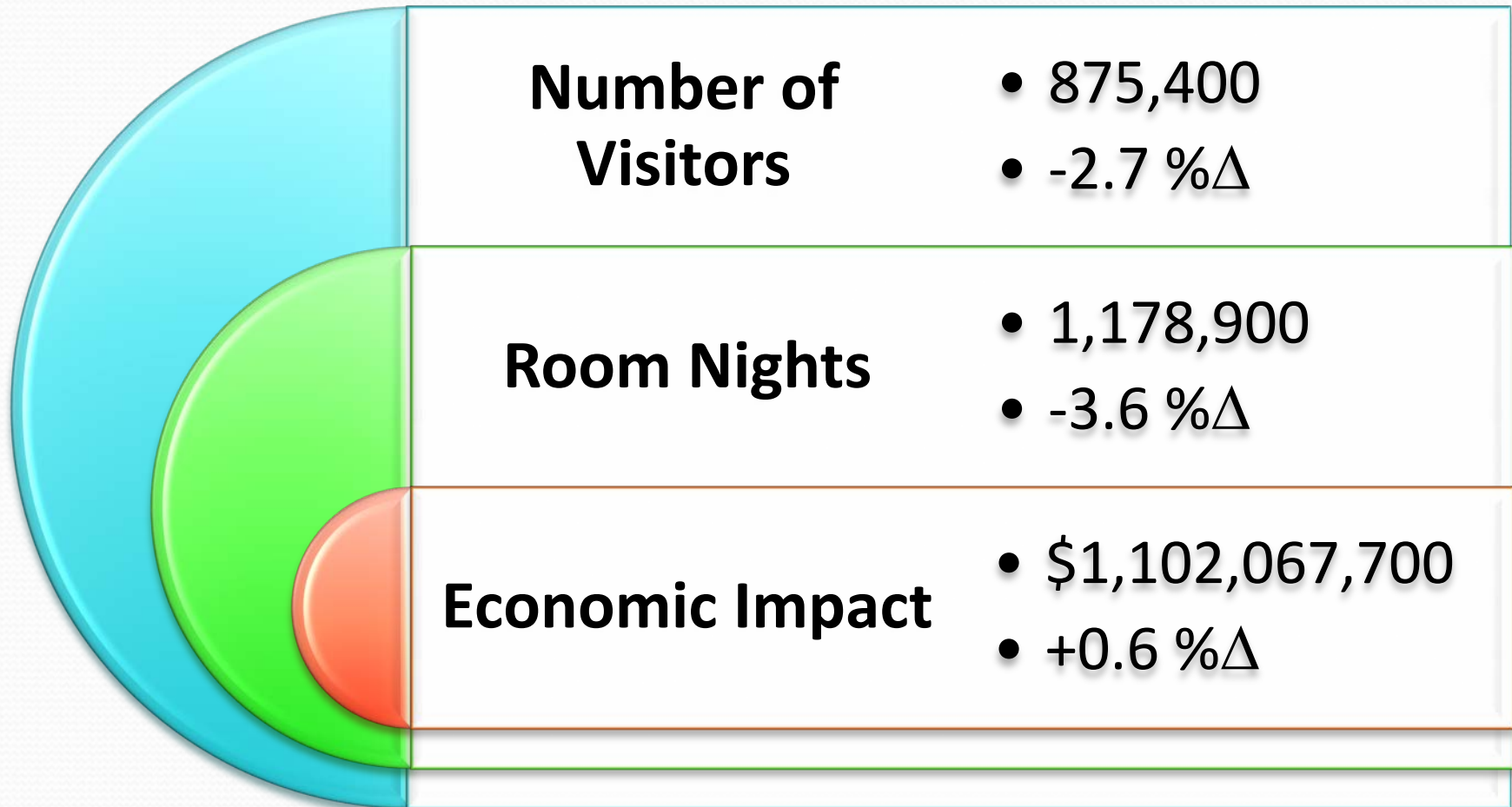
January – May

Collier Visitor Profile



# Collier Tourism Metrics

YTD 2016 (Jan. – May)



# RDS Occupancy/ADR

YTD 2016 (Jan. – May)

	Occupancy			ADR		
	2015	2016	% Δ	2015	2016	% Δ
<b>Q1</b>	<b>89.7%</b>	<b>86.1%</b>	<b>-4.0%</b>	<b>\$299.1</b>	<b>\$313.7</b>	<b>+4.9%</b>
<b>April</b>	84.5%	83.4%	-1.3%	\$274.4	\$259.1	-5.6%
<b>May</b>	73.9%	70.1%	-5.1%	\$190.8	\$197.6	+3.6%

# Collier Comp Set

## YTD 2016 (Jan. – May)

	Occupancy		ADR		RevPAR	
	2016	% Δ	2016	% Δ	2016	% Δ
<b>Naples MSA</b>	72.1%	-7.5	\$273.08	+1.8	\$197.01	-5.8
<b>Naples Upscale</b>	78.5%	-8.7	\$340.92	-0.2	\$267.49	-8.8
<b>Miami-Hialeah</b>	81.3%	-1.5	\$223.45	-2.6	\$181.62	-4.1
<b>Florida Keys</b>	80.8%	-4.3	\$307.19	+0.9	\$248.20	-3.4
<b>Ft. Myers</b>	78.4%	-2.1	\$180.08	+3.2	\$141.10	+1.1
<b>Sarasota-Bradenton</b>	76.4%	-2.1	\$160.81	+2.5	\$122.93	+0.4
<b>Clearwater</b>	80.1%	-2.8	\$147.59	+3.2	\$118.18	+0.3
<b>St. Petersburg</b>	76.5%	-1.8	\$164.49	+6.1	\$125.81	+4.2
<b>Palm Beach County</b>	78.7%	-2.7	\$205.82	+0.6	\$161.90	-2.1
<b>Ft. Lauderdale</b>	82.3%	-2.7	\$164.66	+3.9	\$135.54	+1.2

SOURCE: SMITH TRAVEL RESEARCH, INC.



# Collier Comp Set – Occupancy (%)

YTD 2016 (Jan. – May)

	Trans	% Δ 15-16	Grp	% Δ 15-16	Total
<b>Naples MSA</b>	45.5%	0.0	25.9%	-16.3	<b>72.1%</b>
<b>Miami-Hialeah</b>	57.0%	+0.2	19.9%	-7.7	<b>81.3%</b>
<b>Florida Keys</b>	71.2%	-2.2	8.6%	-17.3	<b>80.8%</b>
<b>Ft. Myers</b>	56.5%	-3.8	19.8%	+3.1	<b>78.4%</b>
<b>Sarasota-Bradenton</b>	56.5%	+3.7	18.5%	-20.7	<b>76.4%</b>
<b>Clearwater</b>	57.1%	-2.2	22.9%	-4.4	<b>80.1%</b>
<b>St. Petersburg</b>	51.2%	-3.7	22.9%	-1.7	<b>76.5%</b>
<b>Palm Beach County</b>	51.2%	-4.9	25.5%	+1.0	<b>78.7%</b>
<b>Ft. Lauderdale</b>	57.0%	-2.8	21.1%	-0.6	<b>82.3%</b>

SOURCE: SMITH TRAVEL RESEARCH, INC.

# Collier Comp Set – ADR (\$)

YTD 2016 (Jan. – May)

	Trans	% Δ 15-16	Grp	% Δ 15-16	Total
Naples MSA	\$292.81	-2.9	\$241.93	+6.4	\$273.08
Miami-Hialeah	\$230.23	-5.0	\$229.05	+4.3	\$223.45
Florida Keys	\$310.26	-0.4	\$291.76	+9.7	\$307.19
Ft. Myers	\$194.08	+2.9	\$148.17	+6.5	\$180.08
Sarasota-Bradenton	\$171.34	-0.2	\$134.26	+9.0	\$160.81
Clearwater	\$156.27	+2.7	\$125.99	+4.4	\$147.59
St. Petersburg	\$171.47	+7.0	\$156.84	+6.1	\$164.49
Palm Beach County	\$215.42	+0.1	\$196.30	+2.7	\$205.82
Ft. Lauderdale	\$164.98	+2.4	\$177.66	+6.0	\$164.66

SOURCE: SMITH TRAVEL RESEARCH, INC.



# Visitor Origins

YTD 2016 (Jan. – May)

	# of Visitors 2016	Δ %
Florida	238,823	+4.1
Southeast	58,001	+1.6
Northeast	223,606	-6.8
Midwest	164,467	-7.6
Canada	26,542	-9.8
Europe	127,495	+1.6
US Opp Mkts	36,466	-10.0
<b>YTD 2016</b>	<b>875,400</b>	<b>-2.7</b>



# May 2016

## Collier Visitor Profile

# Visitation/Economic Impacts of Tourism

Collier May 2016

## May

### Visitors

2016  
**135,300**

%Δ  
**-2.7**

2015  
**139,000**

### Room Nights

2016  
**186,000**

%Δ  
**-2.4**

2015  
**190,500**

### Economic Impact

2016  
**\$155,818,000**

%Δ  
**+0.7**

2015  
**\$154,711,400**

# RDS Occupancy/Room Rates

Collier May 2016

	2015	2016	% Δ
<b>Occupancy</b>	73.9%	70.1%	-5.1%
<b>ADR</b>	\$190.8	\$197.6	+3.6%
<b>RevPAR</b>	\$141.0	\$138.5	-1.8%



# Collier Comp Set

## May 2016

	Occupancy		ADR		RevPAR	
	2016	% Δ	2016	% Δ	2016	% Δ
Naples MSA	60.7%	-11.2	\$184.47	+4.0	\$111.94	-7.6
Naples Upscale	64.6%	-15.6	\$234.79	+4.0	\$151.74	-12.2
Miami-Hialeah	76.6%	+0.3	\$174.01	-1.8	\$133.34	-1.5
Florida Keys	77.1%	-1.8	\$254.56	+0.6	\$196.31	-1.2
Ft. Myers	64.9%	+0.8	\$125.94	-3.7	\$81.68	-2.9
Sarasota-Bradenton	69.3%	+1.9	\$124.69	+0.7	\$86.43	+2.6
Clearwater	76.9%	+1.7	\$129.30	+1.8	\$99.36	+3.5
St. Petersburg	72.4%	+0.5	\$146.46	+3.7	\$106.01	+4.2
Palm Beach County	68.9%	-0.2	\$140.28	+0.4	\$96.59	+0.1
Ft. Lauderdale	75.6%	+1.5	\$123.88	+4.2	\$93.68	+5.7

SPURLOCK CONSULTING RESEARCH, INC.

# Collier Comp Set – Occupancy (%)

May 2016

	Trans	% Δ 15-16	Grp	% Δ 15-16	Total
Naples MSA	39.6%	-4.4	20.3%	-18.6	60.7%
Miami-Hialeah	56.5%	+3.0	16.1%	-10.2	76.6%
Florida Keys	67.5%	+1.2	8.7%	-19.8	77.1%
Ft. Myers	47.6%	+0.4	15.2%	+0.8	64.9%
Sarasota-Bradenton	52.2%	+14.0	15.8%	-27.6	69.3%
Clearwater	55.5%	-0.4	21.3%	+7.7	76.9%
St. Petersburg	53.4%	+3.5	17.5%	-7.9	72.4%
Palm Beach County	45.6%	+0.7	21.7%	-2.8	68.9%
Ft. Lauderdale	53.6%	+2.5	18.3%	+1.3	75.6%

SOURCE: SMITH TRAVEL RESEARCH, INC.



# Collier Comp Set – ADR (\$)

May 2016

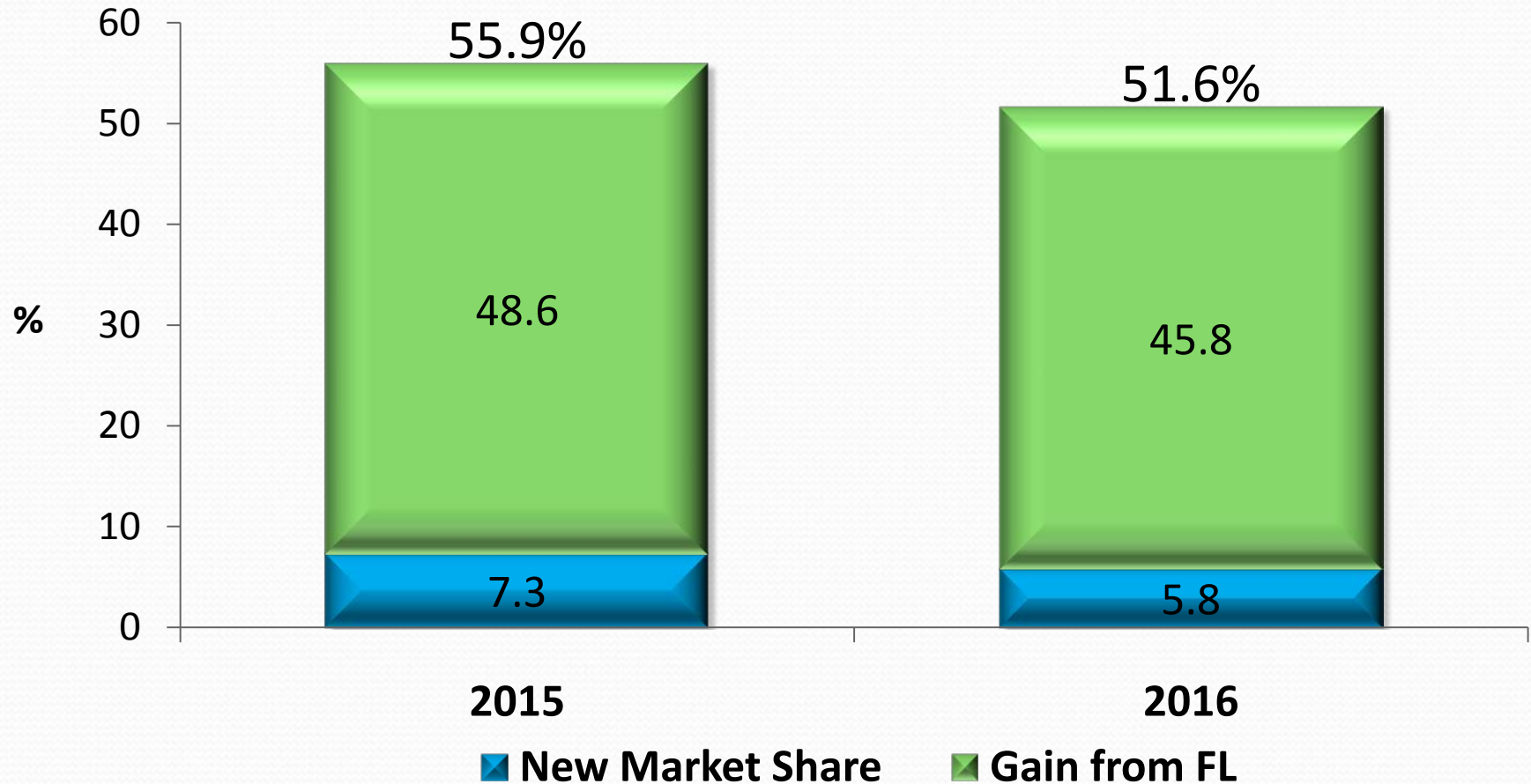
	Trans	% Δ 15-16	Grp	% Δ 15-16	Total
Naples MSA	\$187.90	-0.3	\$181.19	+8.1	\$184.47
Miami-Hialeah	\$175.07	-3.7	\$189.81	+5.1	\$174.01
Florida Keys	\$255.91	-0.7	\$252.81	+8.8	\$254.56
Ft. Myers	\$132.87	-3.5	\$110.62	-4.1	\$125.94
Sarasota-Bradenton	\$129.01	-2.1	\$115.62	+6.6	\$124.69
Clearwater	\$133.35	+1.1	\$118.75	+4.8	\$129.30
St. Petersburg	\$150.06	+2.2	\$140.13	+7.2	\$146.46
Palm Beach County	\$134.78	+0.6	\$157.71	+0.5	\$140.28
Ft. Lauderdale	\$123.44	+4.5	\$134.50	+1.7	\$123.88

SOURCE: SMITH TRAVEL RESEARCH, INC.



# First Time Visitors (% Yes)

Collier May 2016



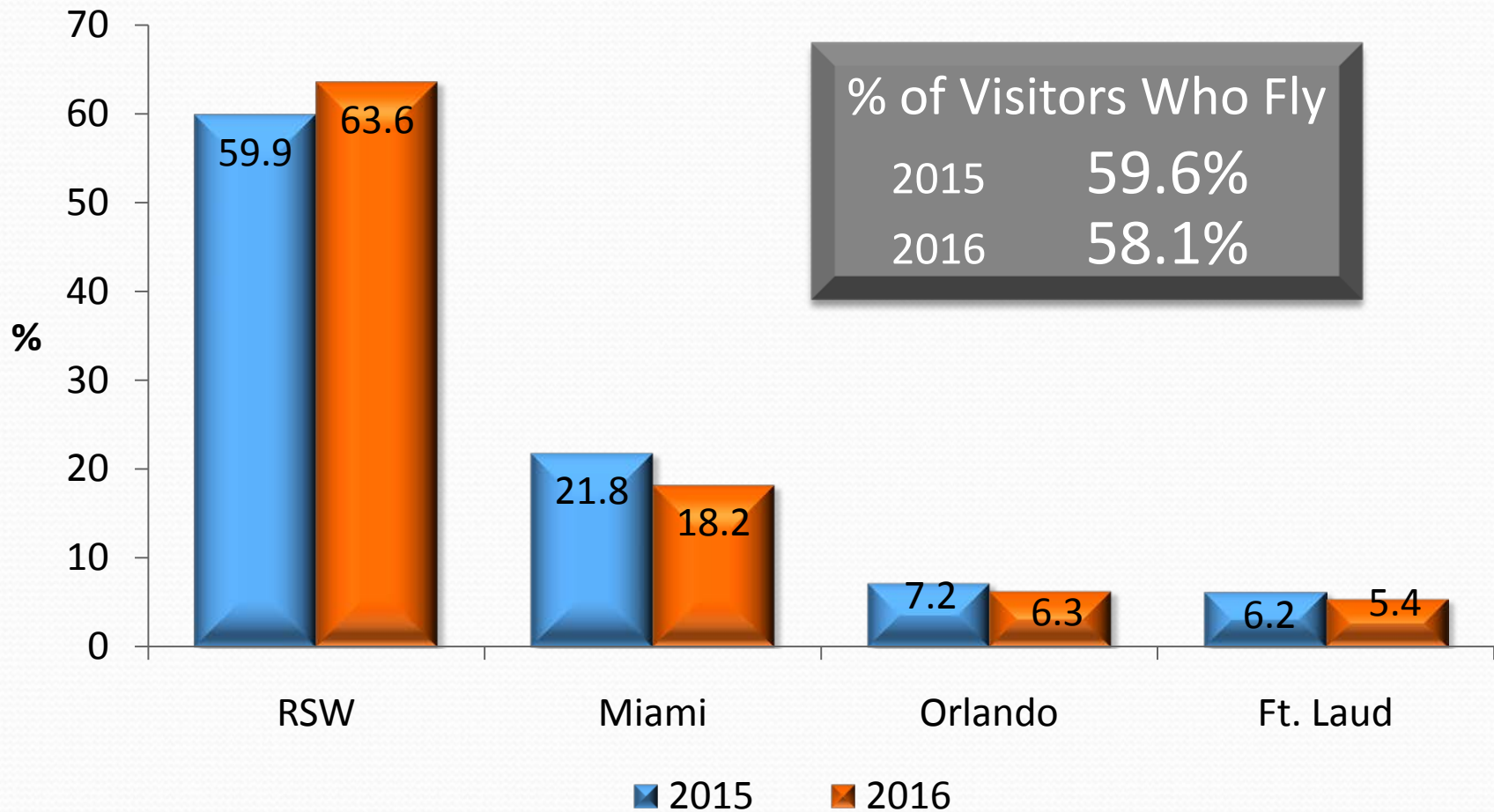
# Visitor Origins

Collier May 2016

	# of Visitors 2016	Δ %
Florida	55,879	+0.5
Southeast	10,824	-8.4
Northeast	20,566	+2.7
Midwest	17,183	-6.3
Canada	3,788	+13.5
Europe	21,648	-5.6
US Opp Mkts	5,412	-22.1
<b>Total</b>	<b>135,300</b>	<b>-2.7</b>

# Airports of Deplanement (Top Four)

Collier May 2016





# Visitor Perceptions

Collier May 2016

**2015**

**2016**

• 96.2%

Satisfaction

97.1%

• 90.5%

Would Recommend

92.1%

• 12.4%

More Expensive

17.2%

• 91.6%

Plan to Return

89.9%

# Average Age/Median Income

Collier May 2016

2015

2016

- 46.6

Average Age (years)

47.6

- \$137,785

Median HH Income \$140,917

# Executive Summary

## Collier May 2016



# Visitor Metrics

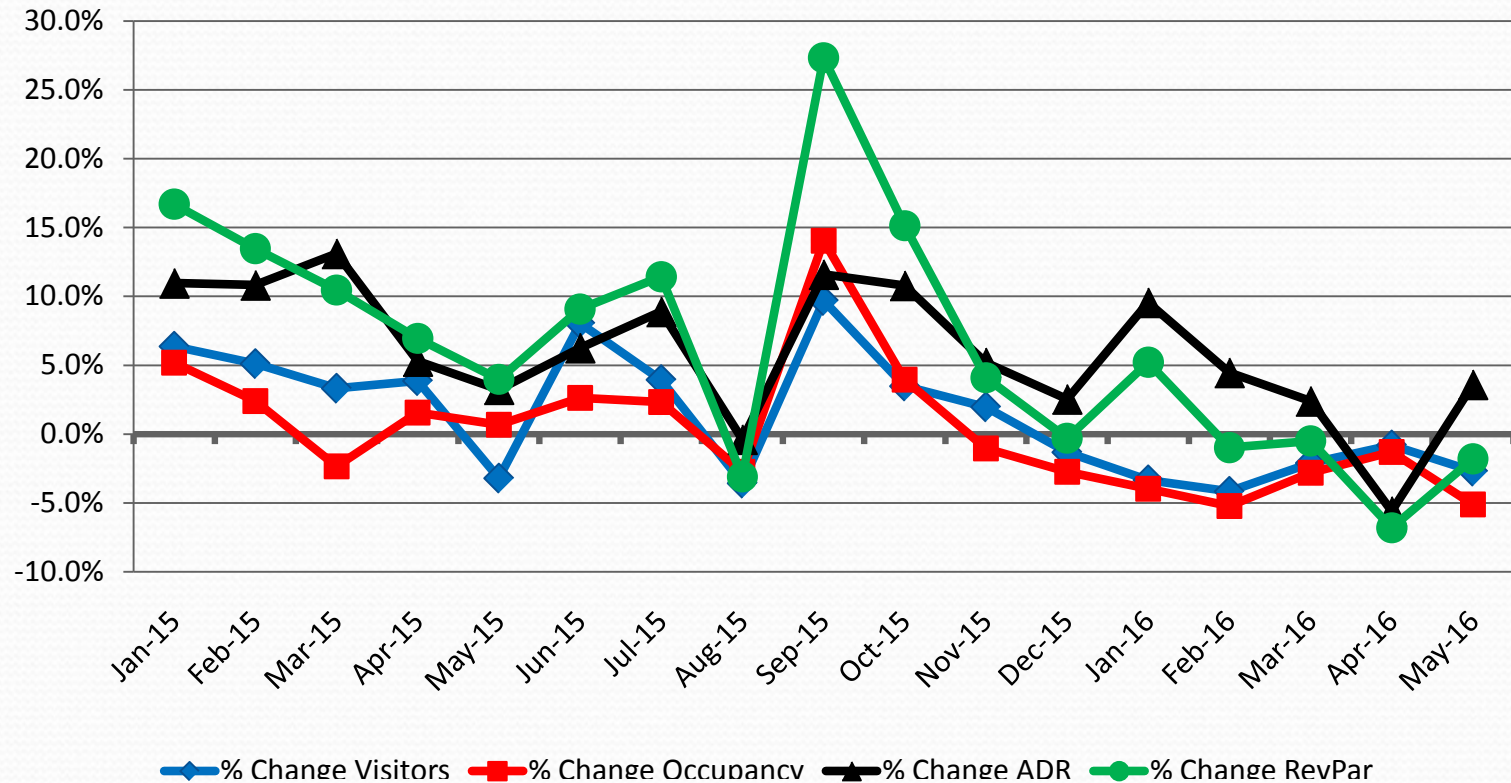
*Collier May 2016*

- This May, **135,300** visitors stayed in Collier's commercial lodgings **(-2.7%)**. Their visits contributed an estimated **\$155,818,000** of economic impact to the County **(+0.7%)**. Key performance metrics are as follows:

May	2015	2016	% Δ
Occupancy	73.9%	70.1%	-5.1
ADR	\$190.8	\$197.6	+3.6
RevPAR	\$141.0	\$138.5	-1.8

# Visitation Metrics

## Key Collier Visitation Metrics (%Δ)





# Visitor Metrics

*Collier May 2016*

- Only one in three (**33.5%**) lodging managers reports their properties' "three month forward reservations" as better than this time last year.

% of Properties (May) Reporting Reservations	2015	2016
Up	53.2%	33.5%
The Same	24.1	37.9
Down	18.9	19.8



# Visitor Metrics

*Collier May 2016*

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

May Visitation	2015 Visitor #	2016 Visitor #	% Δ
Florida	55,600	55,879	+0.5
Southeast	11,815	10,824	-8.4
Northeast	20,016	20,566	+2.7
Midwest	18,348	17,183	-6.3
Canada	3,336	3,788	+13.5
Europe	22,935	21,648	-5.6
Mkts. of Opp.	6,950	5,412	-22.1
<b>Total</b>	<b>139,000</b>	<b>135,300</b>	<b>-2.7</b>

# Transportation

*Collier May 2016*

- Fully **58.1%** of May patrons fly to reach the destination (**2015: 59.6**). A majority of these (**63.6%**) deplane at RSW, while Miami captures some **18.2%** of deplanements.



# Party Size/LOS

*Collier May 2016*

- The typical visitor party includes an average of **2.4** travelers who stay for **2.9 nights** in the Naples, Marco Island, Everglades area.
- Some **51.6%** of Collier's May visitors are in the destination for the first time (**2015: 55.9%**).



# Information

*Collier May 2016*

- Fully **97.2%** consult the web for trip information, and some **81.3%** make bookings for their trip online.

# Satisfaction/Demographics

*Collier May 2016*

- The vast majority (**97.1%**) are satisfied with their Collier stay, with **89.9%** planning a future trip to the area (**2015: 91.6%**).
- This month, the typical visitor is slightly older (**2015: 46.6 years of age; 2016: 47.6 years of age**), and commands a median household income of **\$140,917 (2015: \$137,785)**.

# Paradise Advertising & Marketing, Inc.

## **ADVERTISING REPORT**



# Instagram Overview

- 400M + monthly active users.
- 55% are between the ages 18 – 29 ([Pew](#)).
- Instagram consistently ranks in the top 3 platforms that travelers look to for travel inspiration ([Chute](#)).



# Instameet Overview

**Instameet:** Opportunity where Instagrammers gather together to take photos / videos of an area or event.

Event	Number of Attendees	Event Reach	Photos Shared	Total Photo Engagements
Naples Botanical	12	6,505	26	955
Naples Zoo	19	29,241	45	2,707
Marco Island Marriott	13	31,332	42	5,322
<b>Total:</b>	<b>44</b>	<b>67,078</b>	<b>113</b>	<b>8,984</b>

**Purpose:**

- Create and foster a community of Instagrammers who are helping to spread positive awareness of Paradise Coast.
- Encourage Instagrammers to create and share authentic content with their social following.



**samthemaam**  
Naples Botanical ...

Following

69 likes

21w

**samthemaam** 🌺 🌿 🙌 A big thank you to @paradisecoast and @naplesbotanical for having us last night!! [ 📷 now brace yourselves for Lego picture overload ] #igersparadisecoast #naplesbotanicalgarden #naplesfl #lego #legoart #natureconnects #goprooftheday #lovefl #goprouniverse

**megan\_misener** What! That's awesome!

**amg\_nick** 🙌 🙌 🙌

**paradisecoast** Stunning shot!

**samthemaam** 😊 gratzie @amg\_nick @paradisecoast !!

**samthemaam** @megan\_misener - you should go, they're running the exhibit now through April 10th, soooo many amazing ones!!

**iamlittlechin** @pappasparlor

♡ Add a comment...







joey\_waves  
Naples Zoo at Ca...

Following

119 likes

3w

joey\_waves #napleszoo #cheetah #zoo  
#naplesfl #tired #yawn #swfl #wild #nature  
#sonyimages #sonyalpha6000 #sony  
#lovefl #pureflorida

once.upon.my.life Love this!

its\_louiev Nice Post



Add a comment...





**larielka24**  
Naples Zoo

Follow

30 likes

3w

**larielka24** Reticulated [#Giraffe](#) taking a selfie at the [@Naples\\_Zoo](#). Not quite but he stood and posed in between lettuce leaves! Even stopped chewing for a second. Giraffes are [#herbivores](#) that eat leaves, shoots, branches and bark. Although stable, the status of the giraffe is decreasing-let's keep them safe and away from habitat degradation & poaching :) They live up to 25 years and are the world's tallest animals. [#NaplesZoo](#) [#DiscoverParadise](#) [#igersparadisecoast](#) [#Naples](#) [#zoo](#) [#SWFL](#) [#LoveFl](#) [#familyfun](#) [#thingstodo](#) [#discoverFlorida](#) [#vacation](#) [#travel](#) [#animals](#) [#learn](#) [#holidays](#) [#attractions](#) [#explorida](#) [#ig\\_florida](#) [#ig\\_animals](#)  
[uniteduniforms\\_usa](#) very beautiful



Add a comment..







once.upon.my.life  
Naples Zoo at Ca...

Following

85 likes

1w

once.upon.my.life An apple a day may keep the doctor away but it won't keep Instagrammers away 😊  
Instameet this morning with @paradisecoast at Naples Zoo (my first 🙌)  
Met some pretty cool people & had a great time!

once.upon.my.life @naples\_zoo  
#NaplesZoo #instameet #DiscoverParadise #IgersParadiseCoast

once.upon.my.life #roamflorida  
#instagram\_florida #lovefl #pureflorida #fun\_in\_florida

lifeinthesouthlane Cute picture, glad you had a good time

igpostaholic 🥰🥰🥰🥰

lauren\_couturier Amazing shot! ✕

friedakolk\_ Amazing! ❤️❤️❤️👍👍👍

once.upon.my.life @k\_mallory\_h Thank you

❤️ Add a comment...

⋮





sabbypal  
Marco Island Mar...

Following

166 likes

1w

sabbypal Apparently I didn't have to travel very far to #DiscoverParadise #LoveFL #48hrsofsunshine at #MarcoMarriott last night's calm before the storm...

#TeamCanon #Canon\_photos  
#Canon\_camera #justgoshoot  
#waycoolshots #natgeotravel  
#natgeolandscape #special\_shots  
#discovertheroad #bestvacations  
#wonderfulplaces #bestdestinations



Add a comment...





travlinmad  
Marco Island Mar...

Following

202 likes

1w

travlinmad Who could say no!! 🍹

There were tropical drinks flowing, yummy tapas served, cigars being rolled, and amazing rums and bourbons being tasted last night at the @sharealittlesunshine #48hrsofsunshine instameet at the #marcomarriott! But I was equally impressed with the amazing and happy hospitality staff who served it all up. Lots of good information shared about their fresh cuisine as well as rum and bourbon distillation. Genuine service with a smile never goes unnoticed by me! 😊

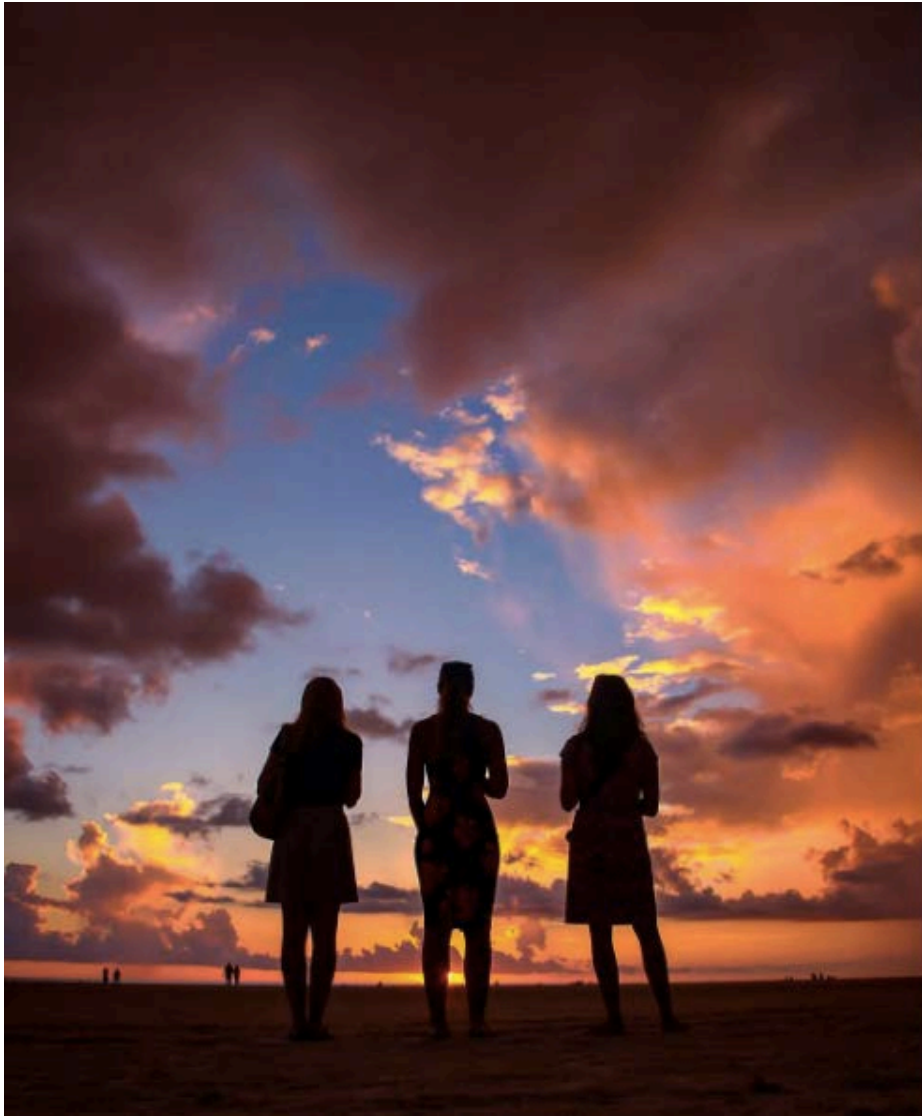
#loveFL #cocktails #umbrelladrinks #tapas



Add a comment...







**sabbypal**  
Marco Island Mar...

Following

234 likes

1w

sabbypal Standing strong to brace the storm... also known as Monday mornings, trying not to get swallowed up!! 😡😡😡  
Thank you to these lovely ladies for indulging me to take this shot.  
#48hrsofsunshine #marcomarriott  
#DiscoverParadise #LoveFL

#TeamCanon #Canon\_photos  
#Canon\_camera #justgoshoot  
#waycoolshots #divinafotografia  
#natgeotravel #special\_shots  
#bestvacations #bestdestinations  
#dream\_spots #wonderfulplaces  
#exploringtheglobe #passionpassport  
#livetravelchannel #wanderout  
#hotelsandresorts #travelbrilliantly  
#colors\_of\_day #ig\_mood #moodygrams  
#infinity\_shotz #igrecommend  
#instagoodmyphoto #whpoverunder  
@naples\_fl #naplesfl

sabbypal #sunset stream #taif sunset



Add a comment...







**ianwilsonn**  
Marco Island Mar...

Following

126 likes

1w

ianwilsonn A big thanks to @sharealittlesunshine and @marcomarriott for hosting such an amazing event last night. It was a pleasure to be apart of it and I had a blast meeting everyone 🙌 #48hoursofsunshine #lovefl #discoverparadise #marcomarriott

travlinmad Great pic Ian, and it was nice to meet you last night. And how did you manage to cue the birds to fly in at just the right moment? 😊

chismosa Stunning



Add a comment...





sharealittlesunshine  
Marco Island Marriott...

Follow

1,407 likes

1w

sharealittlesunshine And that's a wrap, #Florida! Big, big thanks to all of our event leaders & hosts this weekend - you guys rocked it! We had a blast meeting new people & putting a face to an IG handle. We leave you with this beauty from @semkow116 taken at the @paradisecoast @marcomarriott meet yesterday, where we watched a fire dance performance & sunset celebration, as well as a rum mixology demo. Until next time, #LoveFL!



Add a comment...



Lou Hammond & Associates

&

CVB PR Team

# **PUBLIC RELATIONS REPORT**





# National Public Relations Update

## TDC Meeting

Services conducted from  
May 12 – June 15

June XX, 2016



**Lou Hammond & Associates**

# Media Highlights

## TRAVEL + LEISURE

UMV: 1,871,520

Media Value: \$37,430

*America's Favorite Towns*

TRAVEL+  
LEISURE

May 13, 2016  
UMV: 1,871,520  
Media Value: \$37,430



### No. 27 Naples, FL



This southwest Florida town struck readers as pretty serene: it ranked for being quiet, safe and relaxing. Plus, it scored perfectly for two non-stressful activities—boutique shopping (like the galleries and shops along Fifth Avenue South and Third Street South) and spas. A great choice for head-to-toe indulgence: the Ritz-Carlton Naples, where treatments include the bliss-inducing Organic Warmed Spiced Mud Wrap. If you come with the kids—the town ranked highly for families—stay at the La Playa Golf & Beach Resort, which is set on a nicely secluded stretch of sand, and has a kids' club to keep the little ones well occupied. Adding to the placid vibes, the city ranked well for seeming pristine.



# Media Highlights

## THE WHIG

UMV: 181,363

Media Value: \$1,210

*Inn on Fifth package*



May 13, 2016  
UMV: 181,363  
Media Value: \$1,210

### Spring savings on Florida vacations - 2016

*Planning a last minute spring fling in Florida? There are a number of hotels in the Sunshine State offering savings and getaway packages for a sunny getaway before summer officially arrives. Find the top 10 Florida deals and packages in our gallery. By Nicole Feenstra, Postmedia Network*



10 / 10

**Inn on Fifth and Club Level Suites, Naples:** Wine, Dine & Recline on your springtime Florida vacation with this package from Inn on Fifth and Club Level Suites on the Gulf of Mexico. Dine at two of downtown Naples' top restaurants - Avenue5 and Truluck's - and also enjoy club level accommodations, a bottle of champagne, continental breakfast and more with your package. Rates start under \$500 per night. Available now through Dec. 22, 2016. For more details, see [innonfifth.com](http://innonfifth.com). (Courtesy Inn on Fifth)





# Media Highlights

## OTTAWA SUN

UMV: 256,680

Media Value: \$1,711

*Inn on Fifth package*



May 13, 2016  
UMV: 256,680  
Media Value: \$1,711

Spring savings on Florida vacations - 2016

*Planning a last minute spring fling in Florida? There are a number of hotels in the Sunshine State offering savings and getaway packages for a sunny getaway before summer officially arrives. Find the top 10 Florida deals and packages in our gallery. By Nicole Feenstra, Postmedia Network*



10 / 10

**Inn on Fifth and Club Level Suites, Naples:** Wine, Dine & Recline on your springtime Florida vacation with this package from Inn on Fifth and Club Level Suites on the Gulf of Mexico. Dine at two of downtown Naples' top restaurants - Avenue5 and Truluck's - and also enjoy club level accommodations, a bottle of champagne, continental breakfast and more with your package. Rates start under \$500 per night. Available now through Dec. 22, 2016. For more details, see [innonfifth.com](http://innonfifth.com). (Courtesy Inn on Fifth)



# Media Highlights

## EDMONTON SUN

UMV: 452,687

Media Value: \$3,018

*Inn on Fifth package*



May 13, 2016  
UMV: 452,687  
Media Value: \$3,018

### Spring savings on Florida vacations - 2016

*Planning a last minute spring fling in Florida? There are a number of hotels in the Sunshine State offering savings and getaway packages for a sunny getaway before summer officially arrives. Find the top 10 Florida deals and packages in our gallery. By Nicole Feenstra, Postmedia Network*



10 / 10

**Inn on Fifth and Club Level Suites, Naples:** Wine, Dine & Recline on your springtime Florida vacation with this package from Inn on Fifth and Club Level Suites on the Gulf of Mexico. Dine at two of downtown Naples' top restaurants - Avenue5 and Truluck's - and also enjoy club level accommodations, a bottle of champagne, continental breakfast and more with your package. Rates start under \$500 per night. Available now through Dec. 22, 2016. For more details, see [innonfifth.com](http://innonfifth.com). (Courtesy Inn on Fifth)



# Media Highlights

## TORONTO SUN

CIRC: 186,904

Media Value: \$127

*Inn on Fifth package*



May 15, 2016  
Circ: 186,904  
Media Value: \$127.25



**NICOLE FEENSTRA**  
Postmedia Network

Planning a last minute spring fling in Florida? Many hotels in the Sunshine State offer savings for a sunny getaway before summer officially arrives. Here are 10 Florida deals:

**10** Inn on Fifth and Club Level Suites, Naples: Wine, Dine & Recline with this package from Inn on Fifth and Club Level Suites on the Gulf of Mexico. Dine at top downtown restos (Avenue5 and Truluck's) and also enjoy club level lodging, a bottle of champagne, continental breakfast. From under \$500 per night now through Dec. 22. See [innonfifth.com](http://innonfifth.com).





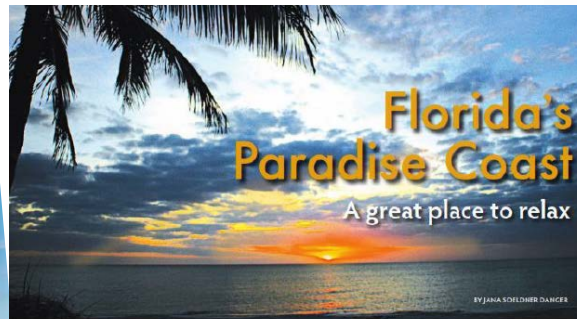
# Media Highlights

## WEEKEND GETAWAYS – MIAMI HERALD

CIRC: 1,500,000

Media Value: \$1,400,000

### Destination Overview



Street from the beach at Delnor-Wiggins Park State Park in Naples.

**N**aples and the southwest coast of Florida offer a variety of getaway adventures. The Paradise Coast on the Gulf of Mexico has a quieter, more laid-back ambience than the Atlantic side, so it's a great place to relax. The area offers many beaches that range from long, wide stretches of white sand to small secluded coves, more than 80 challenging golf courses, tennis facilities, great fishing, delicious dining at sidewalk cafes and elegant restaurants, and shopping in open-air centers and large enclosed malls. It also has beautiful parks with recreational facilities and green spaces, and it is close to the Everglades and other wilderness areas.

#### BEACHES

Beaches in southwest Florida are terrific for shell collectors because the offshore currents bring in all kinds of specimens, and visitors can find starfish, sand dollars, lightning cowfish and many others. Shelling excursions are available for those who want some guidance, but it can also be fun to go out alone. Try Vanderbilt Beach and Wiggins Park, both about a mile west of U.S. 41 in Naples. Samsel Island, which lies across a toll bridge from Fort Myers, or Caso Costa State Park in Lee County. Remember, however, that it is illegal to remove live sea creatures.

#### FISHING

Anglers can cast their lines from many of the area's beaches or head out to the backwaters in search of flunkers. Those who want to head offshore can strike out on their own or hire an experienced guide to help with the hunt.

#### NAPLES

Naples, which has a population of about 322,000, is one of the wealthiest cities in the U.S. and has the second highest proportion of millionaires per capita in the country. Real estate is some of the most expensive in the U.S., and it can be fun to view the luxurious mansions in the Fort Royal area. To get an overview of the city, take a trolley tour — or just set out for a walk.

The pier in the downtown area is a popular destination for both locals and tourists. This community landmark, originally

a freight and passenger dock, was built in 1917. It was destroyed by fire and hurricanes, and today it is a historic museum in the clear blue park and the sea.

Shopping on Third Street in Naples. **Shopping on Third Street in Naples.**

**ENTERTAINMENT**  
Naples and the light houses.

**MARCO ISLAND**  
Marco Island has a population of about 12,000. It is a beautiful island with a clear blue sea and a white sandy beach.

**WILDERNESS ADVENTURES**  
Wilderness adventures in the Everglades.

**SANIBEL ISLAND**  
Sanibel Island is a beautiful island with a clear blue sea and a white sandy beach.

**PARADISE COAST**  
A great place to relax.

**ORLANDO**  
A magical experience for vacationers of every age.

**PARADISE COAST**  
A great place to relax.

**PARADISE COAST**  
A great place to relax.



Shopping on Third Street in Naples.

to get out of the ocean, because the unique coastline and palm trees and dunes are one of the island's main attractions.

The island's history goes back to 1682, when it was founded by the Spaniards, and named the island La Florida-San Marco after St. Mark, the group's patron saint. William Thomas Collier founded the village in 1878.

Known for its shell beaches, Sanibel Island has good restaurants, golfing courses, and a variety of shops and services. It is a beautiful island with a clear blue sea and a white sandy beach.

The village also incorporates several historic buildings that were once the core of the village and

There's much to see and do on the island, but it is also a place to relax, enjoy the view, and enjoy the sun.

There's much to see and do on the island, but it is also a place to relax, enjoy the view, and enjoy the sun.

There's much to see and do on the island, but it is also a place to relax, enjoy the view, and enjoy the sun.

There's much to see and do on the island, but it is also a place to relax, enjoy the view, and enjoy the sun.

restored reflects their original appearance. The island is also a place to relax, enjoy the view, and enjoy the sun.

**WILDERNESS ADVENTURES**  
Wilderness adventures in the Everglades.

The island's history goes back to 1682, when it was founded by the Spaniards, and named the island La Florida-San Marco after St. Mark, the group's patron saint. William Thomas Collier founded the village in 1878.

Known for its shell beaches, Sanibel Island has good restaurants, golfing courses, and a variety of shops and services. It is a beautiful island with a clear blue sea and a white sandy beach.

The village also incorporates several historic buildings that were once the core of the village and

There's much to see and do on the island, but it is also a place to relax, enjoy the view, and enjoy the sun.

There's much to see and do on the island, but it is also a place to relax, enjoy the view, and enjoy the sun.

There's much to see and do on the island, but it is also a place to relax, enjoy the view, and enjoy the sun.

There's much to see and do on the island, but it is also a place to relax, enjoy the view, and enjoy the sun.

There's much to see and do on the island, but it is also a place to relax, enjoy the view, and enjoy the sun.

There's much to see and do on the island, but it is also a place to relax, enjoy the view, and enjoy the sun.

There's much to see and do on the island, but it is also a place to relax, enjoy the view, and enjoy the sun.



# Media Highlights

## U.S. NEWS & WORLD REPORT

UMV: 17,292,886

Media Value: \$115,286

*LaPlaya Beach & Golf Resort*



June 11, 2016  
UMV: 17,292,886  
Media Value: \$115,286

### 10 Top Underrated Golf Courses

Just in time for Father's Day, consider one of these off-the-grid courses as the perfect gift for dad.

Treat dad to an unforgettable trip at one of these 10 under-the-radar courses.

With Father's Day just around the corner, now is the time to pick up an original and thoughtful gift. But if you're stumped on what to present dad this year, fear not: We've got a great gift idea. Instead of getting the typical shaving kit or tie, consider taking dad on the trip of a lifetime to a far-flung destination around the world to hit the links. After all, less time at these off-the-grid courses are sure to create long-lasting memories. So, if you're ready to take dad on a golf getaway to remember, head to these 10 underrated courses across the globe.



**LaPlaya Beach & Golf Resort**

Naples, Florida

LaPlaya Golf Club is centrally located in Naples, about 3 miles from the LaPlaya Beach Club. As the second-oldest golf course in Naples, The LaPlaya Golf Club was established in 1956, and it was originally coined as the Palm River Golf Club. Upon becoming the LaPlaya Golf Club in 2001, the property underwent a major refreshment. Today, the 18-hole, par-72 Robert Cupp-designed course features challenging holes. Fourteen holes feature picturesque water hazards, and more than 3,000 stately palm trees grace the course. What's more, the clubhouse features an old-world Florida charm, with an elegant wraparound veranda, a grill room, a golf shop and state-of-the-art facilities.



# Activities

---

## NEW YORK CITY – Event and Deskside Meetings

- June 1-2, 2016
- 11 Media Attended Event including O! The Oprah Magazine, Meetings & Conventions, TravelZoo
- 6 editorial meetings including *Travel + Leisure*, *Conde Nast Traveler*, *Worth Magazine*

Condé Nast  
**Traveler**

**Worth**<sup>®</sup>

**TRAVEL+**  
**LEISURE**





# Activities

## Past Individual Visits:

- Lake Norman Magazine, Katie Coleman
  - Visited May 20-22
  - Hosted by Inn on Fifth
  - CVB provided Everglades experience, meals
  - LH&A provided background information and recommendations
  - Coverage appearing in summer issue



# Activities

## Past Media Visits:

- The Rebel Chick, Jennifer Quillen
  - Visited June 13-15
  - LH&A secured accommodations at Marco Island Marriott, meals
  - Posted throughout social media, over 86k followers

The Rebel Chick 🇺🇸 @TheRebelChick · 23h  
Hello, sunshine 🌞 #ParadiseCoast



The Rebel Chick 🇺🇸 @TheRebelChick · 19h  
Dinner is served. #ParadiseCoast  
#OsteriaTrulia



# Activities

---

## Upcoming Media Visits:

- FORBES, DEMARCO WILLIAMS
  - Visiting in August
  - Accommodations secured at Inn on Fifth
  - LH&A building itinerary





# Activities

## Upcoming Individual Visits:

- Rita Cook
  - Visiting July 18-21
  - Based in Dallas
  - Writing for Huffington Post, Insider Mag
  - LH&A coordinating accommodations, itinerary
  - Focusing on destination overview, in addition to outdoors, fishing



# Activities

## Upcoming Visits:

### ➤ IN-STATE MEDIA PUSH

- Continuing to focus on in-state efforts
- Journalist to provide transportation; Client to assist with hotel, meals, activities
- Interested media include:
  - My Boys and Their Toys, Jennifer Hay
  - Boomer Times & Senior Life, Anita Finley
  - Life With Lisa, Lisa Samples
  - Hedonist Shedonist, Ari Kane



# Activities

---

## MEDIA OUTREACH SAMPLING:

- *AFAR Magazine*
- *Conde Nast Traveler*
- *Departures*
- *Endless Vacation*
- *Fathom*
- *Forbes Travel Guide*
- *Healthy Travel Blog*
- *Johnny Jet*
- *Luxury Travel Advisor*
- *National Post*
- *National Geographic Traveler*
- *New York Times*
- *Travel + Leisure*
- *Travel Weekly*
- *USA Today*





# Looking Forward

---

## Upcoming media outreach

- Labor Day
- Holiday Happenings
- Marco Island Marriott Renovations
- Stone Crab Season





**Thank you!**  
Proud to be your Partner in Paradise!



**Lou Hammond & Associates**

# Collier County Tax Collector

## **TOURIST TAX COLLECTIONS**



BED330RD		06/01/2016		COLLIER COUNTY TOURIST TAX - YTD REPORT BY ACCOUNT TYPE								PAGE 1	
** APARTMENT **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
	32	582	1003	1100	1714	1380	774					6585	
** CONDOMINIUM **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
60432	36867	68114	157270	162164	444282	887877	124587					1941593	
** CAMPGROUND/RV/PARK **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
2724	4412	8772	20618	37682	31554	30013	8095					143870	
** HOTEL/MOTEL **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
587337	828572	1055353	1284152	1686637	2079266	2455547	1467836					11444700	
** INTERVAL **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
6528	8747	8746	11803	17912	18711	23039	16287					111773	
** MOBILE HOME PARK **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
	37	159	585	657	2431	3617	534					8020	
** SINGLE FAMILY **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
67673	28733	31540	113112	59552	131755	361396	56053					849814	
** REALTOR **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
69988	96322	147370	451832	1218684	613623	532594	195205					3325618	
** OTHER **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
** TOTALS **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
794682	1003722	1320636	2040375	3184388	3323336	4295463	1869371					17831973	

BED320RD		06/01/2016		COLLIER COUNTY TOURIST TAX - YTD REPORT BY CITY								PAGE	1
** NAPLES **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
231517	309006	366933	481596	788052	830360	975436	467674					4450574	
** MARCO ISLAND **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
158002	202726	248085	492348	620091	739787	1116549	477351					4054939	
** IMMOKALEE **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
438	944	1187	688	739	2657	2811	1957					11421	
** EVERGLADES CITY **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
5320	7818	9653	12146	23046	19371	21441	10336					109131	
** COLLIER COUNTY **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
399405	483228	694778	1053597	1752460	1731161	2179226	912053					9205908	
** OTHER **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
** TOTALS **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
794682	1003722	1320636	2040375	3184388	3323336	4295463	1869371					17831973	

**Fiscal Year (October thru September) Totals**  
**May 2016**  
**(Month of April 2016 Vendor Tax Collection)**

<b>Breakdown</b>	<b>Fiscal 2014-2015</b>	<b>Fiscal 2015-2016</b>	<b>Difference</b>	<b>%</b>
<b>Overall Collections</b>				
<b>Month to Month</b>	2,049,784	1,869,371	- 180,413	- 8.80 %
<b>Year to Date</b>	17,261,765	17,831,973	+ 570,208	+ 3.30 %
<b>Hotel/Motel</b>				
<b>Month to Month</b>	1,640,157	1,467,836	- 172,321	- 10.51%
<b>Year To Date</b>	11,392,948	11,444,700	+ 51,752	+ 0.45 %
<b>Realtors</b>				
<b>Month to Month</b>	203,715	195,205	- 8510	- 4.18 %
<b>Year to Date</b>	3,102,737	3,327,788	+ 225,051	+ 7.25 %
<b>Individuals (Apts/Condos S F Homes)</b>				
<b>Month to Month</b>	171,701	181,414	+ 9,713	+ 5.66%
<b>Year to Date</b>	2,463,376	2,795,822	+ 332,446	+ 13.50 %



FY 16 TDC Revenue Report						
31-May-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	767,582	798,159	30,577
TDC Promotion	184	6,881,900	7,592,151	6,019,414	6,259,201	239,787
Non-County Museums	193	467,000	515,213	408,485	424,758	16,272
TDC Admin	194	2,277,800	2,512,909	1,992,352	2,071,719	79,366
Beach Renourishment	195	7,218,100	7,963,096	6,313,517	6,565,019	251,503
Disaster Recovery	196	-	-	0	-	-
County Museums	198	1,883,500	2,077,941	1,647,489	1,713,118	65,629
<b>Gross Budget</b>		<b>\$19,605,900</b>	<b>\$21,629,445</b>	<b>\$17,148,839</b>	<b>\$17,831,973</b>	<b>\$683,134</b>
Less 5% Rev Res		(993,200)				
<b>Net Budget</b>		<b>18,612,700</b>				
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	4,295,463	15,962,602	81.42%	0.37%	15.42%	30.05%
May	1,869,371	17,831,973	90.95%	-8.80%	-1.39%	27.73%
June	0	17,831,973	90.95%	n/a	n/a	n/a
July	0	17,831,973	90.95%	n/a	n/a	n/a
Aug	0	17,831,973	90.95%	n/a	n/a	n/a
Sept	0	17,831,973	90.95%	n/a	n/a	n/a
<b>Total</b>	<b>17,831,973</b>	<b>17,831,973</b>	<b>YTD</b>	<b>3.30%</b>	<b>19.04%</b>	<b>39.11%</b>
	<b>Current Forecast</b>	<b>21,629,445</b>				
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	4,295,463	451,044	4,267,305
May	79.28%	9.69%	1,900,317	1,869,371	(30,946)	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
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>19,605,900</b>	<b>17,831,973</b>	<b>2,287,495</b>	<b>21,629,445</b>
Tourist Development Tax Collection Curve						

# Miles Partners, Inc.

## **WEB SITE ANALYTICS**



## Report Summary: May 2016

NOTE: Last year at this time, there was a lot of bot traffic coming through the campaigns. Our reporting then (and now) reflects that bot traffic filtered out. So if you look at year-over-year data in GA, that data won't be filtered out and will look higher. We filter out bot traffic to get the most accurate read on real human traffic.

- **ACTIVITY:** Continuing to follow seasonal trends, month-over-month traffic increased in May – visits were up 5% and unique visitors up 4% over April. The year-over-year increases were more significant: visits and unique visitors were up 42% and pageviews were up 14% compared to May 2015. Year-to-date numbers were the most impressive – we're continuing to see vast increases over last year, with visits up 55%, unique visitors up 50% and pageviews up 30% compared to January-May 2015.
- **ENGAGEMENT:** Month over month, average time on site decreased 12% and the overall bounce rate remained nearly static at 2%, but the homepage bounce rate improved significantly, dropping 45%. (This decrease appears related to the overall decrease in homepage traffic. Homepage pageviews dropped 35% month over month, from 14,000 to 9,147. Conversely, there was a 55% increase in pageviews for the Discover Your Paradise campaign page and an 18% rise in the pageviews for the Events page.) Year over year, the homepage bounce rate was down 27%, but the overall bounce rate rose 15% and average time on site fell 18%.
- **TRAFFIC SOURCES:** Campaign traffic was the driving force behind the increase in visits (and some of the engagement issues). Campaign traffic made up 52% of all traffic (38,188 visits) in May and also had the highest bounce rate (79%) of the traffic mediums. Organic traffic made up 26% of all traffic (26,256 visits) – visits were up 77% compared to May 2015, which saw only 14,804 visits. YTD organic traffic was up 43% compared to January-May 2015.
- **MOBILE:** In May, 53% of traffic came from mobile phones and 15% came from tablets, meaning that 68% (over 2/3) of all site traffic came from mobile devices. Last month, 66% of traffic came from mobile devices; in May of last year, only 38% of traffic came from mobile devices (the rise in mobile traffic is also a factor in declining engagement).
- **SIGNALS OF INTENT TO TRAVEL:** Total SITs increased 22% month over month but decreased 20% year over year. MoM gains included newsletter signups (up 95%), deals page views (up 42%) and hotel & rental views (up 25%). YoY gains included hotel & rental views (up 24%), eBook views (up 35%) and BookDirect click-throughs (up 31%).
- **MOST VIEWED PAGES:** The top five pages were: (1) Discover Your Paradise campaign page, (2) Events grid landing page, (3) Homepage, (4) Attractions landing page, and (5) "Crunch Time: Naples Hosts U.S. Open Pickleball" article
- **TOP MARKETS:** Florida, the dominant state market, saw visits rise 31% month over month, which is in line with summer seasonality. The next few top state markets (New York, Illinois and Texas) all saw declines in month-over-month visits – although year-over-year visits were positive and strong. For metro area markets, the top three markets were: Miami-Ft. Lauderdale (up 62% MoM), Naples-Ft. Myers (down 15% MoM) and Tampa-St. Pete (up 57% MoM).
- **INTERNATIONAL SITES:** Activity on the German site is up significantly while activity on the Brazilian site is down significantly.
  - UK site visits fell 8% month over month; time on site increased slightly (7%) while the bounce rate improved significantly (-14%). All was positive YoY: visits rose 11%, pageviews rose 37%, time on site was up 97% and the bounce rate improved by 20%.
  - German site visits rose 24% while engagement mostly held steady MoM. Year over year, activity was strong (visits rose 129%, pageviews rose 59%) while engagement lost traction (time on site fell 29%, bounce rate climbed 44%).
  - Brazil site visits were down 84% MoM, but engagement improved with time on site jumping 83% and the bounce rate going down 5%. Year over year, traffic was also down but not as drastically (-41%). Time on site jumped 112%, signaling deeper engagement.

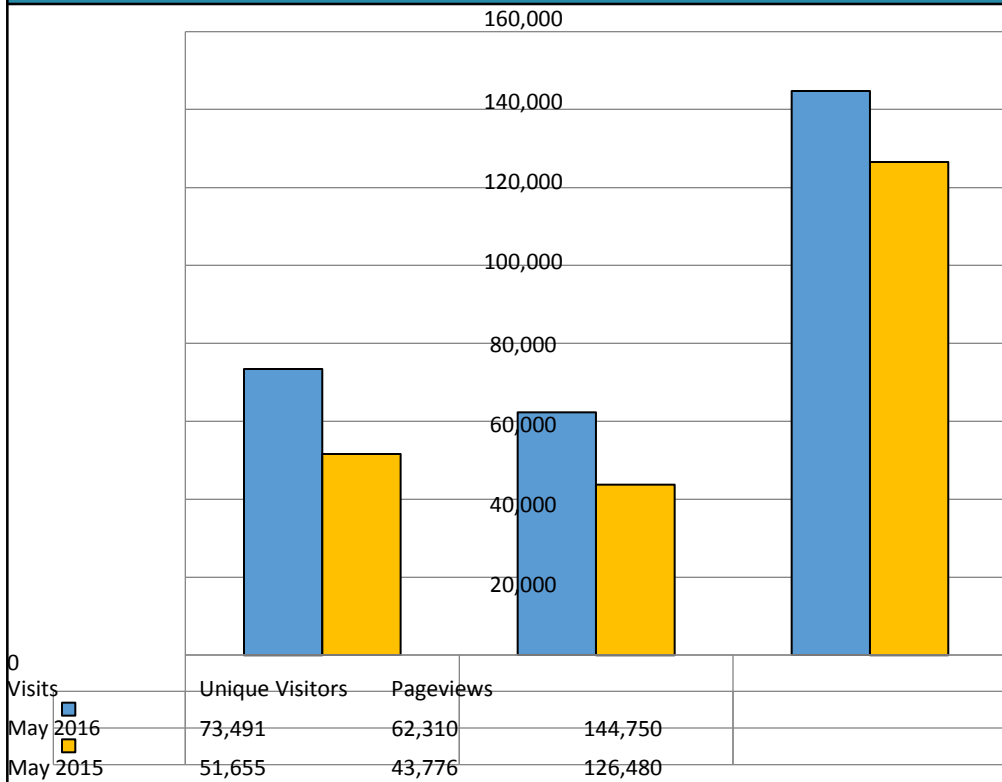


# Website Measurement Dashboard

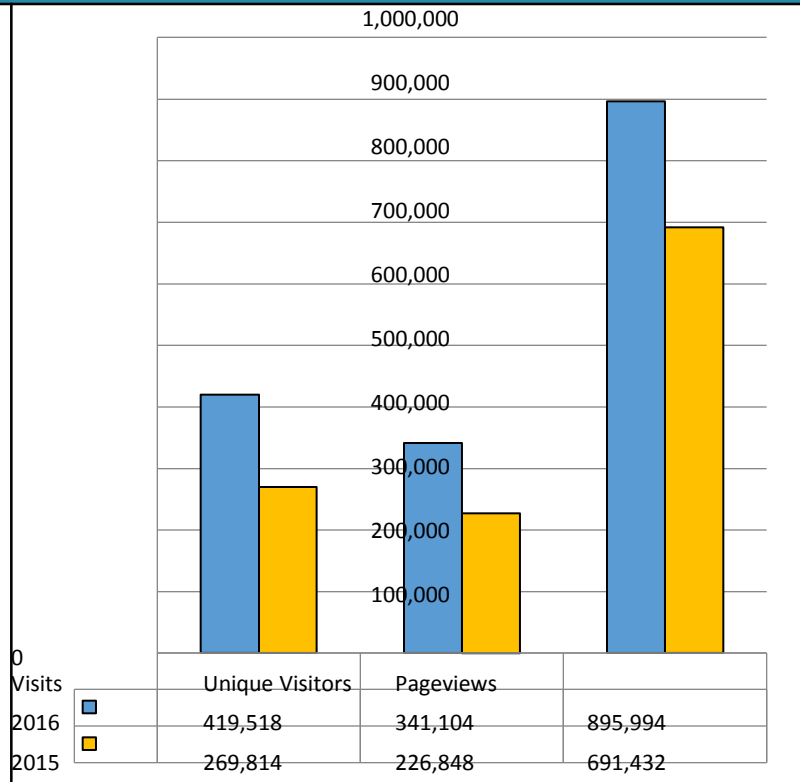


Activity	Current	LM	%ch	LY	%ch	YTD	%ch	Engagement	Current	LM	%ch	LY	%ch
Visits	73,491	70,072	5%	51,655	42%	419,518	55%	Avg. Time on Site	01:16	01:26	-12%	01:32	-18%
Page Views	144,750	145,766	-1%	126,480	14%	895,994	30%	Bounce Rate (Total)	64.2%	63.1%	2%	55.7%	15%
Unique Visitors	62,310	59,935	4%	43,776	42%	341,104	50%	Bounce Rate (Homepage)	33.8%	62.0%	-45%	46.6%	-27%

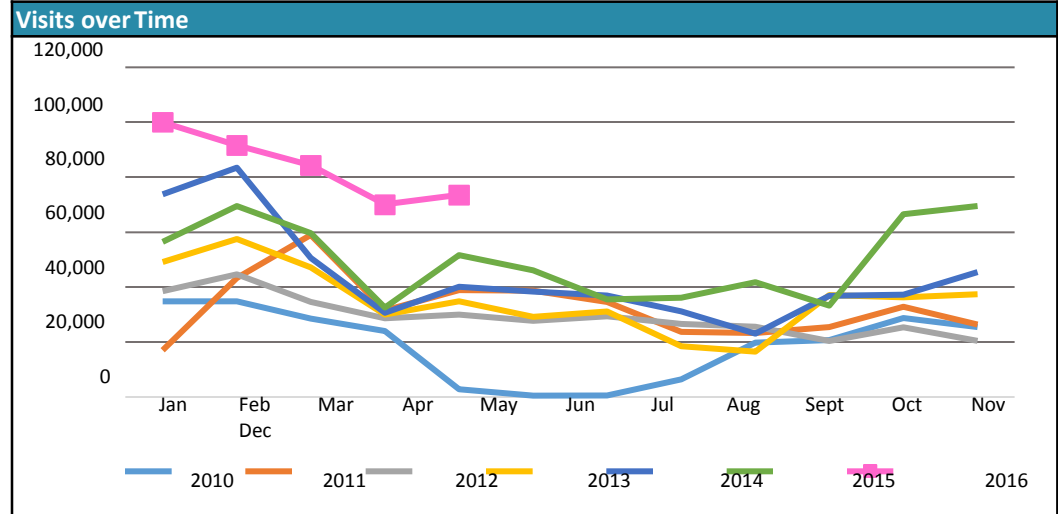
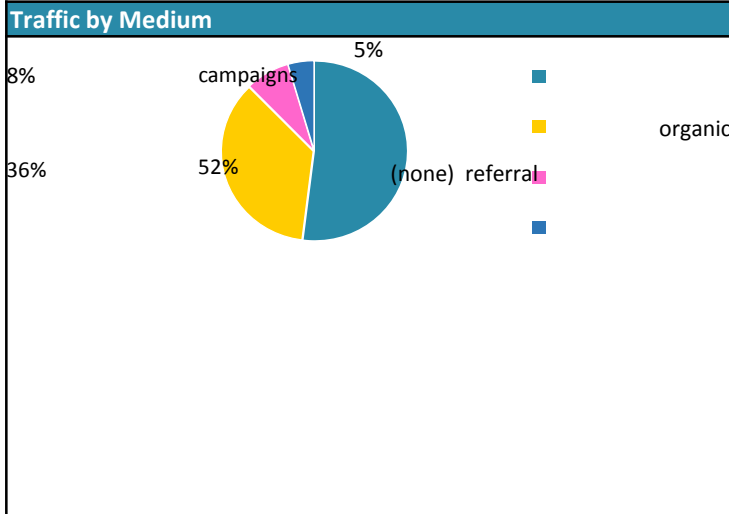
## Activity Visualization



## YTD Activity

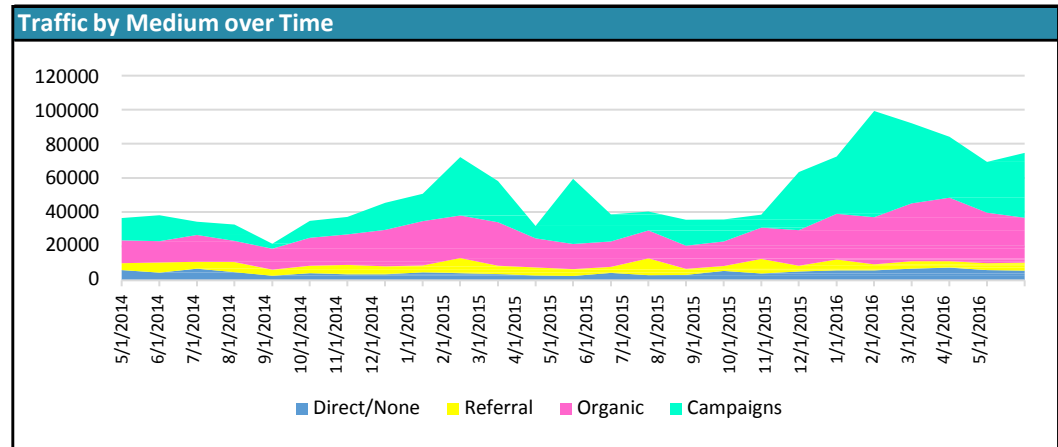


# Website Measurement Dashboard



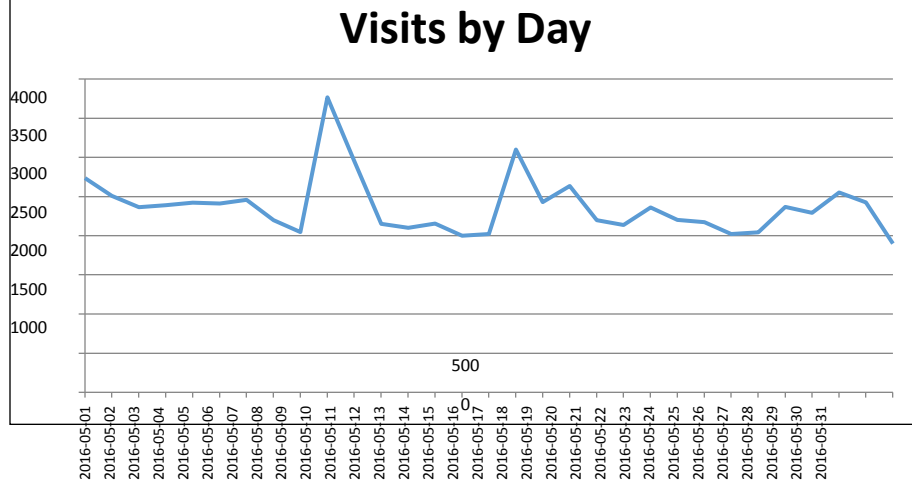
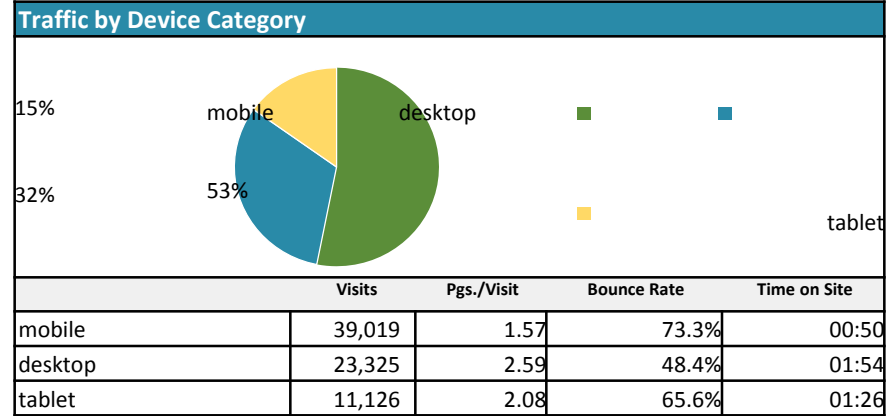
### Sources of Traffic

Source / Medium	Visits	Bounce Rate
google / organic	23,584	49.8%
facebook / social	5,738	82.1%
(direct) / (none)	5,699	47.3%
maxpoint / Display	5,150	87.6%
Choozle / Display	4,873	80.9%
weather.com / Display	4,564	89.0%
interfuse / email	3,483	53.5%
directlists / email	1,895	49.2%
weather.com / display	1,741	81.5%
MNI / Display	1,459	89.3%
advertising.com / Display	1,280	65.4%
Medium	Visits	Bounce Rate
Choozle / video	1,333	74.3%
campaigns	38,188	78.7%
organic	26,256	49.5%
referrals	5,699	47.3%
direct/none	3,343	43.2%



# Website Measurement Dashboard

Signals of Intent to Travel					
Goal Completion Rate (Total SITs/Pageviews)					
	LM		LY		
	8.73%	7.09%	12.52%		
	Instances	LM	%ch	LY	%ch
Guide Orders	356	382	-7%	988	-64%
Newsletter Signup	249	128	95%	381	-35%
Deals Page Views	2,404	1,692	42%	2,449	-2%
Hotels & Rentals Listings Views	5,455	4,380	25%	4,417	24%
eBook Views	172	203	-15%	127	35%
BookDirect Widget Searches	2,310	2,165	7%	6,186	-63%
BookDirect Click-Throughs	1,694	1,392	22%	1,293	31%
<b>Total</b>	<b>12,640</b>	<b>10,342</b>	<b>22%</b>	<b>15,841</b>	<b>-20%</b>



	Pageviews	Bounce Rate
/discoveryourparadise	30,969	82%
/listings/events	10,783	28%
/	9,147	34%
/attractions	3,773	41%
/articles/crunch_time_naples_hosts_u_s_open_pic	2,911	88%
/major_annual_events	2,273	33%
/listings/hotels_and_rentals	2,215	50%
/listings/events?datefilter=weekend	2,144	77%
/guide	1,840	36%
/lodgings	1,781	2%
/listings/events?view=results	1,769	51%
/articles/celebrities_find_their_own_paradise_in_	1,600	88%
/listings/attractions_and_tours	1,476	61%



# Website Measurement Dashboard

June 27, 2016  
Marketing Partner Reports 9 a-g



Referring Domains		
	Visits	Bounce Rate
m.facebook.com / referral	574	77.2%
floridatravellife.com / referral	321	20.9%
colliergov.net / referral	181	16.0%
naplesgov.com / referral	167	10.8%
cityofmarcoisland.com / referral	148	19.6%
facebook.com / referral	134	53.7%
nhgcc.com / referral	115	33.0%
search.xfinity.com / referral	94	52.1%
l.facebook.com / referral	85	78.8%
track.etrack-online.com / referral	82	48.8%
airlebe-suedwestflorida.de / referral	75	49.3%
honeymoons.com / referral	69	33.3%
visitflorida.com / referral	45	24.4%

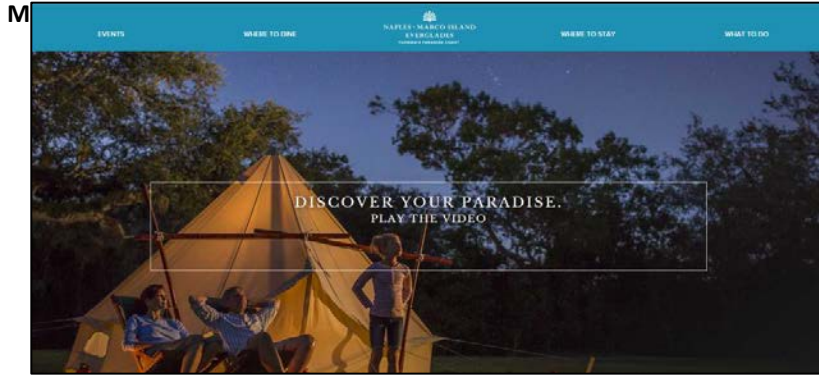
Visits By Geography					
Metro Area	Visits	LM	%ch	LY	%ch
Miami-Ft. Lauderdale FL	12,692	7,856	62%	12,233	4%
Ft. Myers-Naples FL	9,718	11,484	-15%	5,434	79%
Tampa-St. Petersburg (Sarasota) FL	9,255	5,879	57%	7,189	29%
Orlando-Daytona Beach-Melbourne FL	7,626	4,355	75%	6,486	18%
New York NY	3,155	4,619	-32%	1,973	60%
West Palm Beach-Ft. Pierce FL	3,070	2,104	46%	1,371	124%
Chicago IL	1,552	1,705	-9%	966	61%
Philadelphia PA	1,231	1,092	13%	397	210%
Atlanta GA	1,227	1,226	0%	1,185	4%
Washington DC (Hagerstown MD)	1,197	1,643	-27%	836	43%
Boston MA-Manchester NH	1,028	1,344	-24%	614	67%
Dallas-Ft. Worth TX	608	426	43%	380	60%
Cleveland-Akron (Canton) OH	578	526	10%	253	128%

Visits By Geography					
State	Visits	LM	%ch	LY	%ch
Florida	43,166	33,056	31%	34,325	26%
New York	2,283	3,927	-42%	1,587	44%
Illinois	1,752	1,901	-8%	1,071	64%
Texas	1,579	2,230	-29%	1,153	37%
New Jersey	1,547	1,424	9%	671	131%
Georgia	1,448	1,593	-9%	1,570	-8%
Ohio	1,442	1,398	3%	671	115%
Pennsylvania	1,316	1,221	8%	671	96%
Massachusetts	975	1,294	-25%	586	66%
California	959	823	17%	965	-1%
Virginia	791	1,111	-29%	548	44%

Visits By Geography (Visits to U.S. Site)					
Country	Visits	LM	%ch	LY	%ch
United States	66,094	59,836	10%	53,921	23%
Germany	1,598	1,380	16%	604	165%
United Kingdom	1,387	1,390	0%	1,039	33%
Brazil	932	4,805	-81%	1,344	-31%
Canada	850	859	-1%	603	41%
Argentina	150	100	50%	88	70%
Russia	150	58	159%	97	55%
India	139	142	-2%	1,458	-90%
Australia	95	34	179%	44	116%
Mexico	95	55	73%	69	38%
Italy	94	90	4%	53	77%



# Website Measurement Dashboard



<b>CAMPAIGN</b>	<b>ONSE</b>
<b>RESP</b>	52%
38,188	<b>OF TOTAL VISITS</b>
<b>TOTAL RESPONSES</b>	
29,746	26,466
<b>LAST MONTH</b>	<b>LAST YEAR</b>
42%	59%
<b>OF TOTAL VISITS</b>	<b>OF TOTAL VISITS</b>

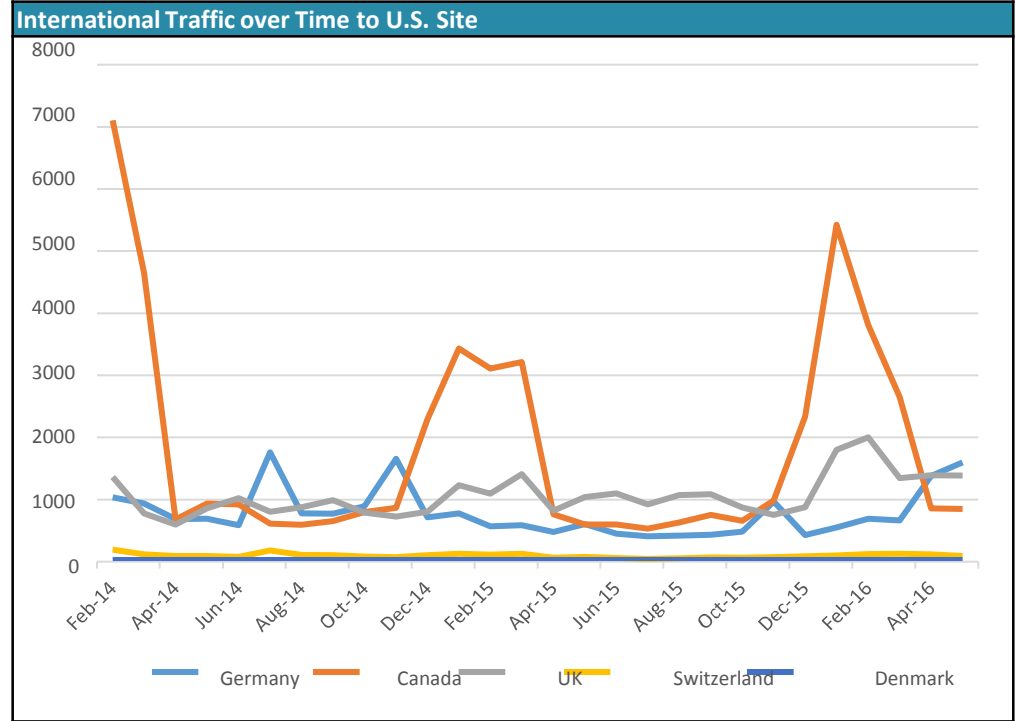
Campaigns						
Name	Visits	LM	%chg	Pgs/Visit	Bounce Rate	Time on Site
springsummer2016	27,696	16,980	63%	1.24	83.6%	00:29
discoveryourparadise	3,535	3,211	10%	2.26	53.0%	01:50
storytelling	2,107	2,813	-25%	1.11	89.6%	00:13
meetinparadise	1,848	449	312%	2	49.9%	01:45
winter2016	661	292	126%	1.69	62.5%	01:17
brand-usa_in-market_germany_2016	590	813	-27%	1.09	92.9%	00:26
brand-usa_in-market_brazil_2016	457	3,937	-88%	1.18	86.4%	01:07
mc-spring_naples_germany	281	0	100%	1.16	88.6%	00:09
discover your paradise - spring 2015	229	287	-20%	1.91	79.0%	01:16
brand-usa_in-market_brazil_spring2016	148	516	-71%	1.36	76.4%	00:53
discover your paradise	144	190	-24%	2.3	50.7%	02:10
things to do - general	94	0	100%	3.56	38.3%	02:46
visit naples (general)	74	0	100%	3.32	33.8%	02:32
things to do - shopping	71	0	100%	2.24	47.9%	01:21

# Website Measurement Dashboard



International Microsite Activity					
UK	LM	%ch	LY	%ch	
Visits	1,009	1,101	-8%	912	11%
Pageviews	2,148	2,163	-1%	1,570	37%
Time on Site	01:39	01:32	7%	00:50	97%
Bounce Rate	48.2%	56.3%	-14%	60.4%	-20%
German	LM	%ch	LY	%ch	
Visits	1,711	1378	24%	746	129%
Pageviews	3,173	2,479	28%	1,990	59%
Time on Site	01:12	01:19	-9%	01:41	-29%
Bounce Rate	76.9%	75.3%	2%	53.2%	44%
Brazil	LM	%ch	LY	%ch	
Visits	787	4,870	-84%	1340	-41%
Pageviews	1,237	6,140	-80%	1884	-34%
Time on Site	01:23	00:45	83%	00:39	112%
Bounce Rate	80.2%	84.6%	-5%	76.8%	4%

Visitation to U.S. Site - Domestic vs. International					
	LM	%ch	LY	%ch	
Domestic	66,094	59,863	10%	53,921	23%
International	7,397	10,209	-28%	6,837	8%





# Paradise Advertising & Marketing, Inc.

## **DIGITAL/SOCIAL MEDIA MARKETING**

# EARNED CONSUMER EMAILS

## Monthly Performance

Two consumer emails were sent out during the month of May. The video gif remains the most clicked link on both emails with the “Play”, “Dine” and “Stay” buttons and header images performing well on both emails. Open and Click-through rates remained steady going into the spring months.

Highlighted stats represent the average of both earned consumer emails.

**24.08%** **12.85%**  
 OPEN RATE CTR

## RESULTS DELIVERED

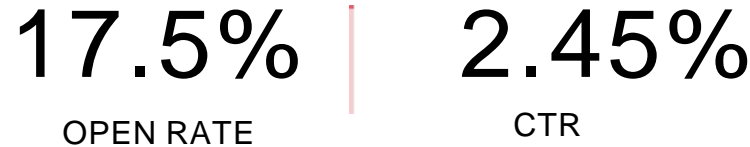
GOAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	TOTAL
Quantity Distributed	14,213	29,241	29,789	30,819	32,718								136,780
Open Rate	26.07%	23.65%	24.6%	24.08%	22.38%								24.16%
Click-Thru-Rate	14.35%	16.49%	13.36%	12.85%	12.72%								13.95%

# PAID CONSUMER EMAILS

## Monthly Performance

For the paid consumer email, open rate has increased over the past several months. Consistent engagement shows that the emails are reaching the targeted demographic and resonating with potential visitors.

Highlighted stats represent the paid consumer email.



## RESULTS DELIVERED

GOAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Quantity Distributed	75,000	75,000	75,000	150,000	150,000								525,000
Open Rate	15.68%	16.30%	16.9%	17.2%	17.5%								16.72%
Click-Thru-Rate	1.78%	1.45%	2.2%	2.2%	2.45%								2.02%

## PAID GOLF EMAIL

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

# SOCIAL MEDIA: TWITTER



The following tweet was a 7 second video showcasing the turquoise Gulf from an aerial view. This tweet earned 1,568 impressions, 106 media views, and 37 engagements. The video was also the top performing social video on Facebook with about 2,600 views.



The following tweet was shared during a Visit Florida chat about Family Travel. This tweet earned 3,418 impressions and 42 engagements.



# SOCIAL MEDIA: PINTEREST

## Monthly Performance

In the month of May, we continued to grow the Paradise Coast Pinterest page at a steady pace. We pinned almost 100 pieces of content that showcase Paradise Coast as a dream vacation destination. Many of the pins were sunset user photos, local restaurant pages, wedding inspiration, and Paradise Coast inspired fashions.

**441**

DAILY IMPRESSIONS

**29,932**

MONTHLY VIEWERS

**810**

TOTAL PINS

**358**

TOTAL FOLLOWERS

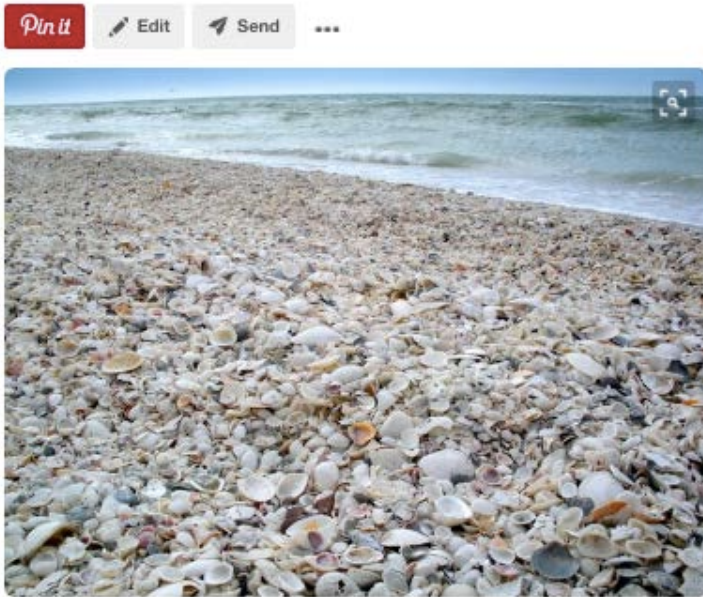
## RESULTS DELIVERED

KPI	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Impressions (daily avg)	188	302	514	591	441								441
Viewers (monthly avg)	3,325	4,592	5,698	8,157	8,160								29,932
Engaged (monthly)	92	143	179	195	146								755
Total Pins	250	349	599	717	810								810
Followers	251	270	319	331	358								358

\*January is a benchmark month before we started engaging.

# SOCIAL MEDIA: PINTEREST

The following pins had the highest impressions during the month of May. The bottom pin is about shelling on Marco Island. This pin has been a top performing pin for numerous consecutive months. This shows there is a strong lifetime for good content on Pinterest. The pin to the right is about dining in Venetian Village, specifically at Café Chic. The pin brings users to the Venetian Village listings page and was also a top performing pin for May.



Saved from  
hiltonmomvoyage.com

Visit

Looking for a restful and unique Florida vacation? Our family had a wonderful time shelling on Marco Island, Florida.

Monthly Impressions: 2,458  
Monthly Engagements: 37



Saved from  
venetianvillage.com

Visit

Comments



You saved to Dining in Paradise

9w

Cafe Chic at The Village on Venetian Bay. This French cafe and bakery offers coffee beverages, pastries, tarts, crepes, macarons, breakfast, and lunch.

Monthly Impressions: 585  
Monthly Engagements: 4

# INSTAMEET: NAPLES ZOO

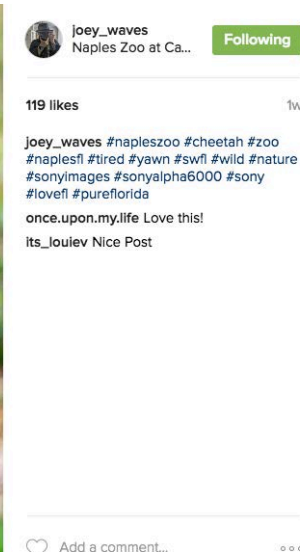
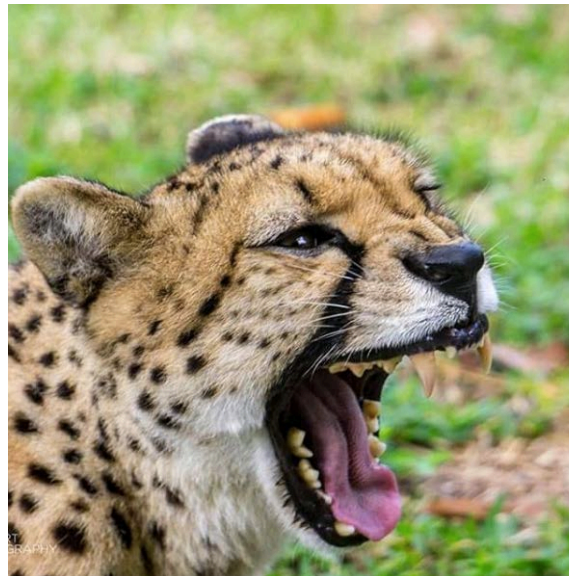
The Naples Zoo Instameet was held on May 21, 2016 and was the second Instameet organized by Paradise Coast.

The Paradise Coast CVB and Paradise Advertising invited local Instagrammers to experience the Naples Zoo through a one-of-a-kind experience. These Instagrammers were selected because they take incredible photos of Florida's Paradise Coast and have an admirable social following. 8 Instagrammers attended the Instameet and were encouraged to bring a guest. We had a total of 19 participants.

Instagrammers were treated with a VIP experience that included a private tour of Naples Zoo, private animal encounter with Molly the sloth, and a private Primate Expedition Cruise.

At the end of the event, two Instagrammers were selected for prizes which included 4 tickets to Naples Zoo and a restaurant gift card to The Turtle Club Restaurant.

#IgersParadiseCoast has been used 269 times, a strong indicator that the Instagram community is uniting and using this specific hashtag when sharing their photos of Paradise Coast.



Total Photos: 45

Reach: 29,241\*

Total Engagements: 2,707

\*Total followers from Instagram attendees

# CAMPAIGN TRAFFIC

Monthly Performance

Spring Summer 2016 was the number one source of campaign traffic for the month of May.

\*Starting in October numbers reflect total campaign traffic to [ParadiseCoast.com](http://ParadiseCoast.com), which includes all three landing pages as well as event promotions.

38K

VISITS

30,579

UNIQUE VISITORS

78.67%

BOUNCE RATE

0:42

AVERAGE SESSION DURATION

## RESULTS DELIVERED

GOAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT*	NOV*	DEC*	TOTAL
Visits	62,296	47,097	35,711	33,770	38,188								217,062
Users	49,431	36,627	28,963	27,427	30,579								173,027
Bounce Rate	73.01%	73.51%	72.09%	78.64%	78.67%								75.18%
Average Page Views	1.37	1.52	1.56	1.42	1.4								1.45



# CAMPAIGN SUMMARY

## ANALYSIS

Across all media, campaigns generated more than 13 million impressions and resulted in more than 36,000 clicks. An additional 2,800 visits came from people who were exposed to our advertising and visited the site without clicking the ads.

## RESULTS DELIVERED

Row Labels	Impressions	Clicks	CTR	View-Throughs	VTR
<b>springsummer2016</b>	<b>13,219,334</b>	<b>35,465</b>	<b>0.27%</b>	<b>2,799</b>	<b>0.02%</b>
Display	10,128,469	30,053	0.30%	2,144	0.02%
Video	2,153,515	5,254	0.24%	238	0.01%
Rich Media	937,350	158	0.02%	417	0.0%
<b>Storytelling</b>	<b>662,441</b>	<b>824</b>	<b>0.12%</b>	<b>85</b>	<b>0.01%</b>
Display	662,441	824	0.12%	85	0.01%
<b>Grand Total</b>	<b>13,881,775</b>	<b>36,289</b>	<b>0.26%</b>	<b>2884</b>	<b>0.02%</b>

Campaign	Reach	Frequency
springsummer2016	7,913,238	1.67
Storytelling	400,459	1.65

\* CTR benchmark according to Google's measurement of US Tourist Destination campaigns.

# CAMPAIGN DELIVERY – DISPLAY

## ANALYSIS

All display campaigns performed at or above the industry benchmark of .06% - .10% click-through rate. Display campaigns delivered over 10.7 million impressions and generated more than 30,000 clicks.

## RESULTS DELIVERED

Row Labels	Impressions	Clicks	CTR
<b>Display</b>			
<b>Storytelling</b>	<b>662,441</b>	<b>824</b>	<b>0.12%</b>
Choozle	662,441	824	0.12%
<b>springsummer2016</b>	<b>10,128,469</b>	<b>30,053</b>	<b>0.30%</b>
Choozle	3,747,529	6,278	0.17%
orlandosentinel.com	1,196,768	1,231	0.10%
travelspike.com	302,338	765	0.25%
sojern.com	932,971	1,869	0.20%
MNI	1,518,436	2,195	0.14%
foodandwine.com	249,884	494	0.20%
travelandleisure.com	245,848	296	0.12%
weather.com	763,036	4,885	0.64%
visitflorida.org	92,224	285	0.31%
maxpoint	1,079,420	11,754	1.09%
Expedia	15	1	6.67%
<b>Grand Total</b>	<b>10,790,910</b>	<b>30,877</b>	<b>0.29%</b>

\* CTR benchmark according to Google's measurement of US Tourist Destination campaigns.

# CAMPAIGN DELIVERY – VIDEO

## ANALYSIS

Video ads achieved a completion rate of nearly 68%, with almost 1.5 million completed views. Additionally, video advertising drove more than 5,000 clicks to campaign landing pages.

## RESULTS DELIVERED

Row Labels	Impressions	Clicks	Completions	Completion Rate
<b>Video</b>				
<b>springsummer2016</b>	<b>2,153,515</b>	<b>5,254</b>	<b>1,456,807</b>	<b>67.65%</b>
Choozle	1,251,393	2,335	794,173	63.46%
orlandosentinel.com	125,600	876	102,848	81.89%
sojern.com	195,086	250	152,001	77.91%
travelspike.com	80,411	25	45,696	56.83%
foodandwine.com	45,660	847	26,052	57.06%
travelandleisure.com	57,152	351	16,503	28.88%
interfuse	119,092	95	89,186	74.89%
<b>Grand Total</b>	<b>2,153,515</b>	<b>5,254</b>	<b>1,456,807</b>	<b>67.65%</b>

Atilus, Inc.

# SEARCH ENGINE SERVICES



# Traffic

## Overview:

- Visits: 73,491 (+4.88%)
- New Visitors: 59,097 (+4.60%)
- Returning Visitors: 14,394 (+6.03%)
- Bounce Rate: 80.37% (-1.67%)
- Average Time on Site: 01:16 (in minutes) (-12.32%)
- Device Use:
  - Mobile: 39,019
    - iPhone and iPad top devices
  - Desktop: 23,346
  - Tablet: 11,126

# Traffic Cont'd.

- Locations
  - United States
    - Florida
    - New York
    - Illinois
    - Texas
    - New Jersey
    - Georgia
    - Ohio
    - Pennsylvania
    - Massachusetts
    - California
  - Germany
  - United Kingdom
  - Brazil
  - Canada
  - Argentina
  - Russia
  - India
  - Australia
  - Mexico

## Acquisition Continued.

- Organic search: 26,256 (-11.43%)
- Campaigns (other): 22,917 (+57.28%)
- Social: 6,754 (-8.72%)
- Display: 2,824 (-54.93%)
- Direct: 5,699 (-5.88%)
- Email: 5,903 (+66.05%)
- Referrals: 2,462 (-4.65%)
- Paid: 676

# Acquisition: Organic Search

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



# Results

- Goal completions: 1,868
  - Listings/deals: 796
  - Guide: 367
  - Meetings/deals\_and\_spcial\_offers: 161
  - Newsletter: 117
  - Guide/thank: 75
  - Newsletter/thank: 58
  - Newsletter: 51
  - Listings/deals/profile/Marco-island-Marriott-honeymoon-on-us: 49
  - Listings/deals/profile/kids-eat-free-at-pinchers-crab-shack: 36
  - Listings/deals/profile/v2-u-champagne-happy-hour-at-naples-grande: 21

# Technical Website Review

- High-priority issues (3,000+)
  - Duplicate page content
  - Crawl attempt error
  - 4XX Client Error
  - Invalid Sitemap: Upload Current Sitemap
- Medium-priority issues
  - Duplicate page titles
  - Title element too long
  - Missing description tag
  - Temporary redirects

# Tasks Completed

- AdWords maintenance/management
- Continued assessment of website (addressing errors on previous slide)
- SEO assessment
- Monthly report for May

# Phase V

## **FULFILLMENT SERVICES**

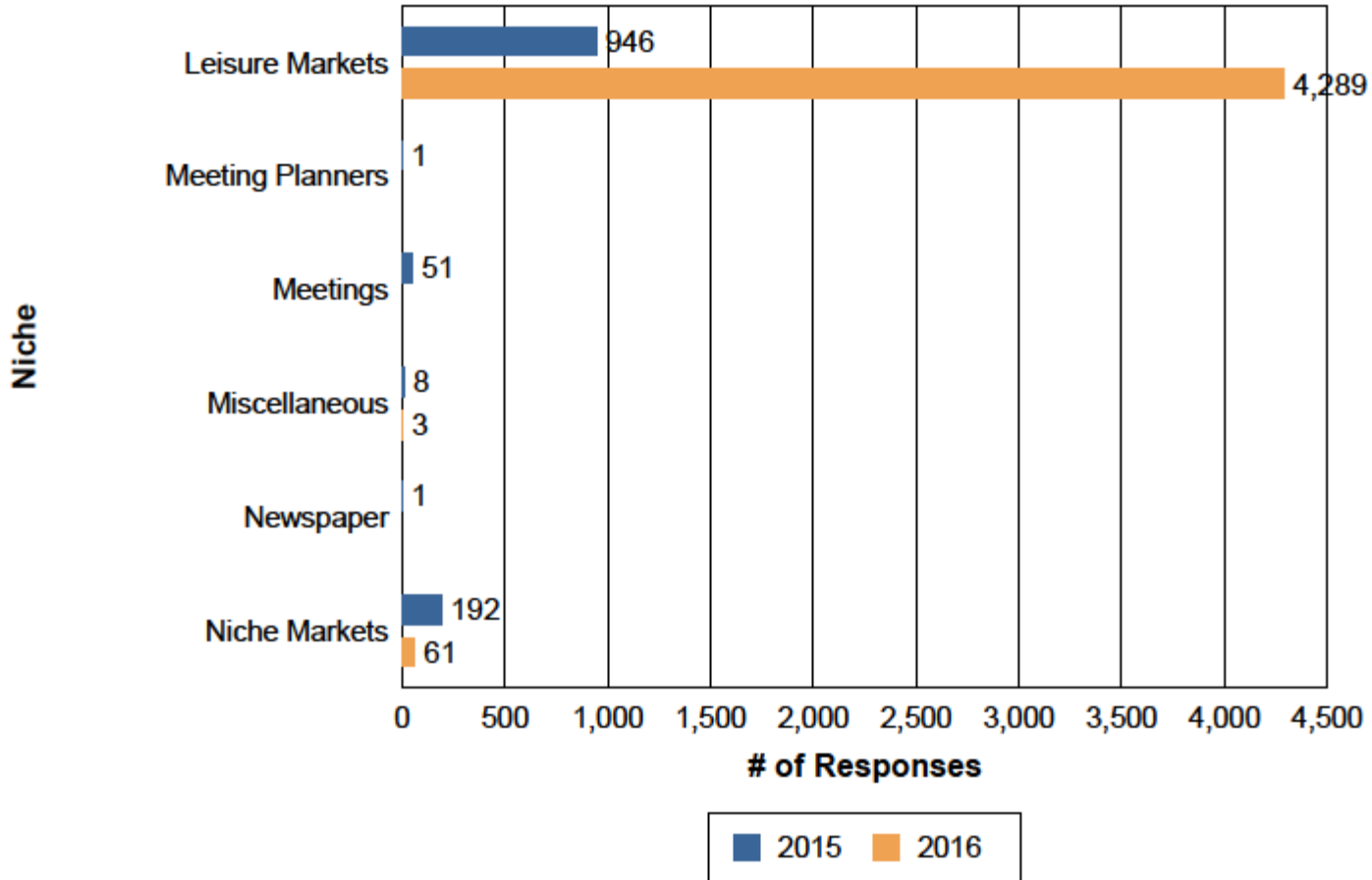


6/1/2016

### Naples, Marco Island, Everglades CVB

#### Year Over Year Inquires by Niche

For the months of May 2015 & 2016

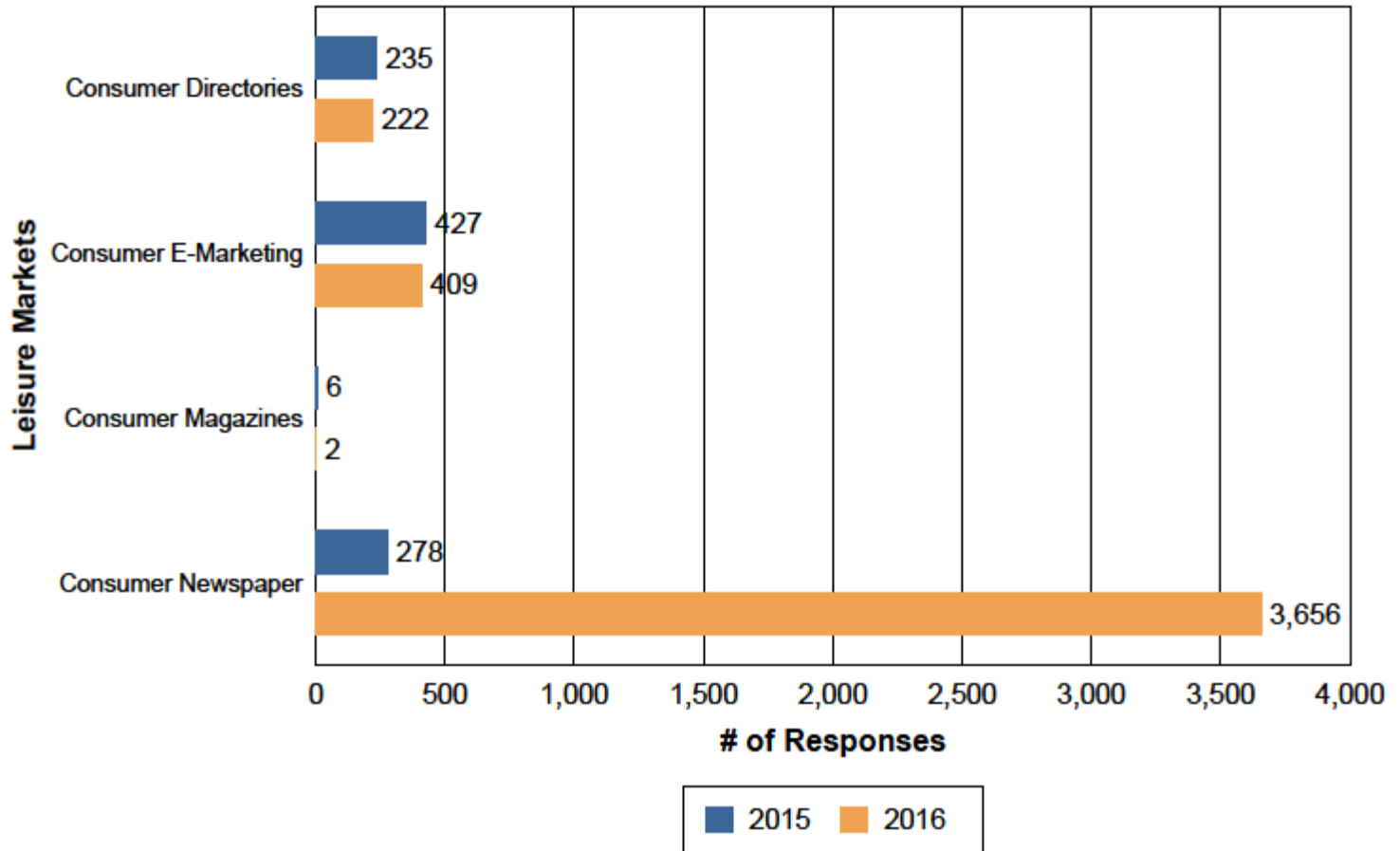


6/1/2016

### Naples, Marco Island, Everglades CVB

#### Year Over Year Inquires by Leisure Markets

For the months of May 2015 & 2016

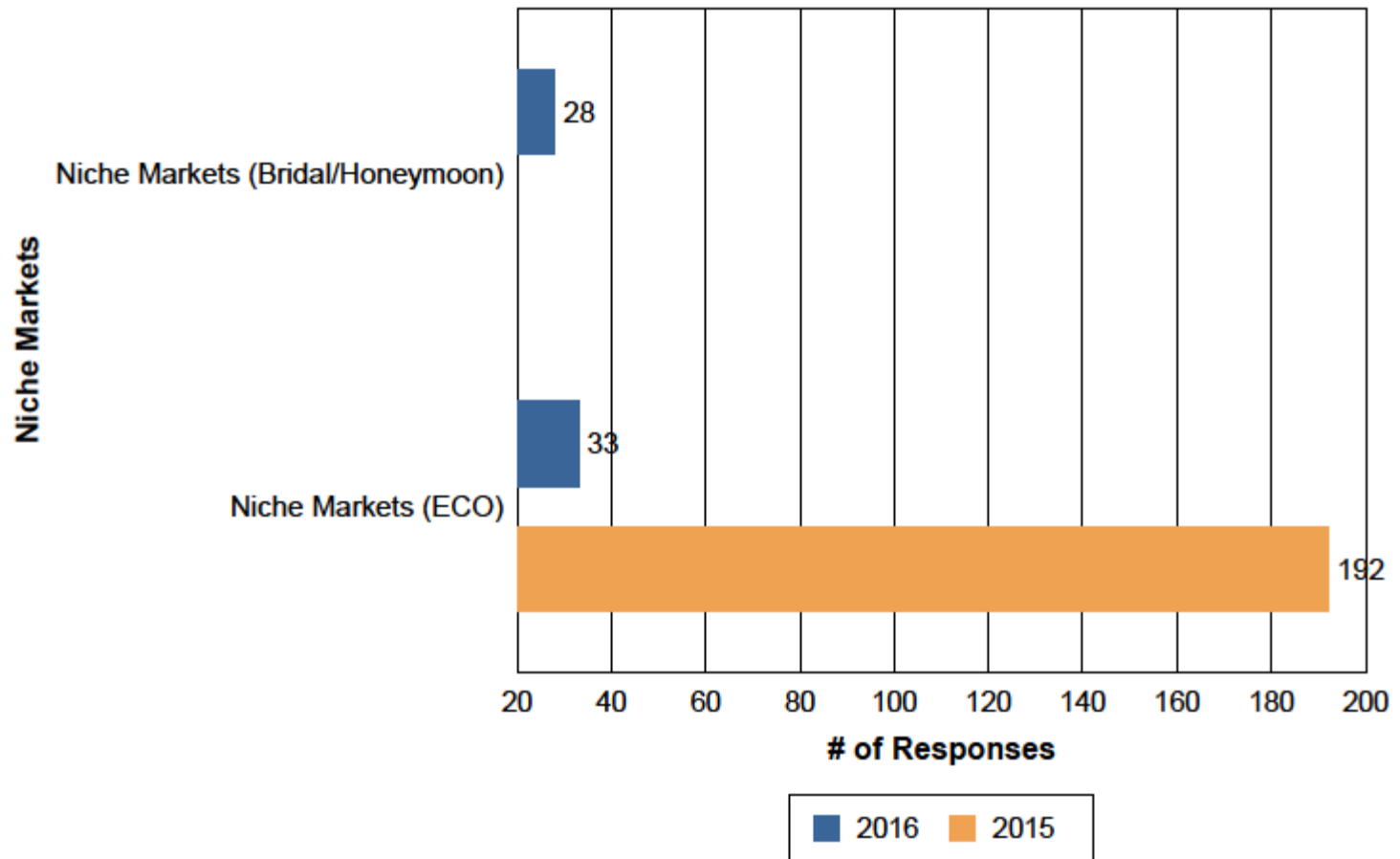


6/1/2016

### Naples, Marco Island, Everglades CVB

#### Year Over Year Inquiries by Niche Markets

For the months of May 2015 & 2016

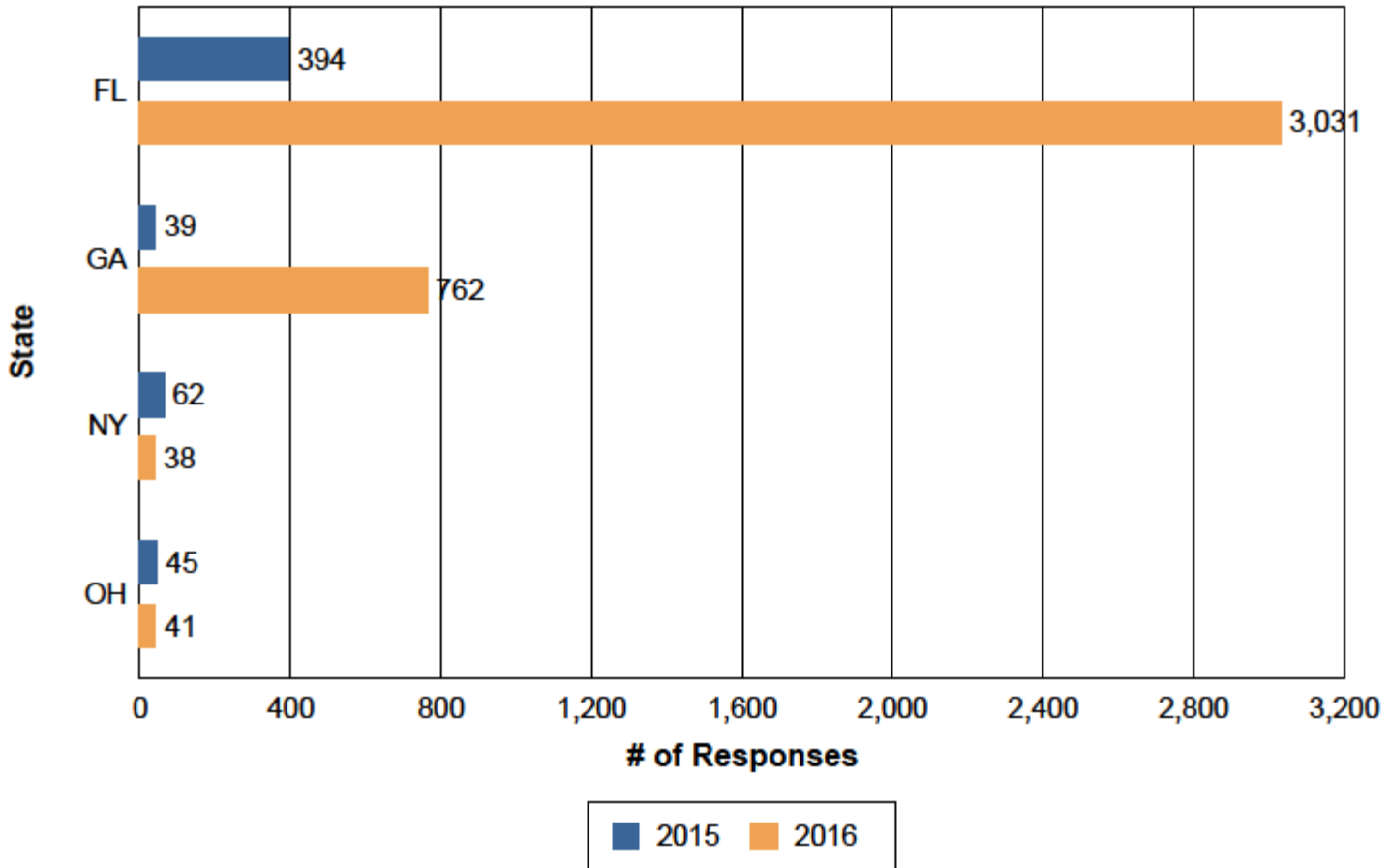


6/1/2016

### Naples, Marco Island, Everglades CVB

#### Year Over Year Inquires by State

For the months of May 2015 & 2016



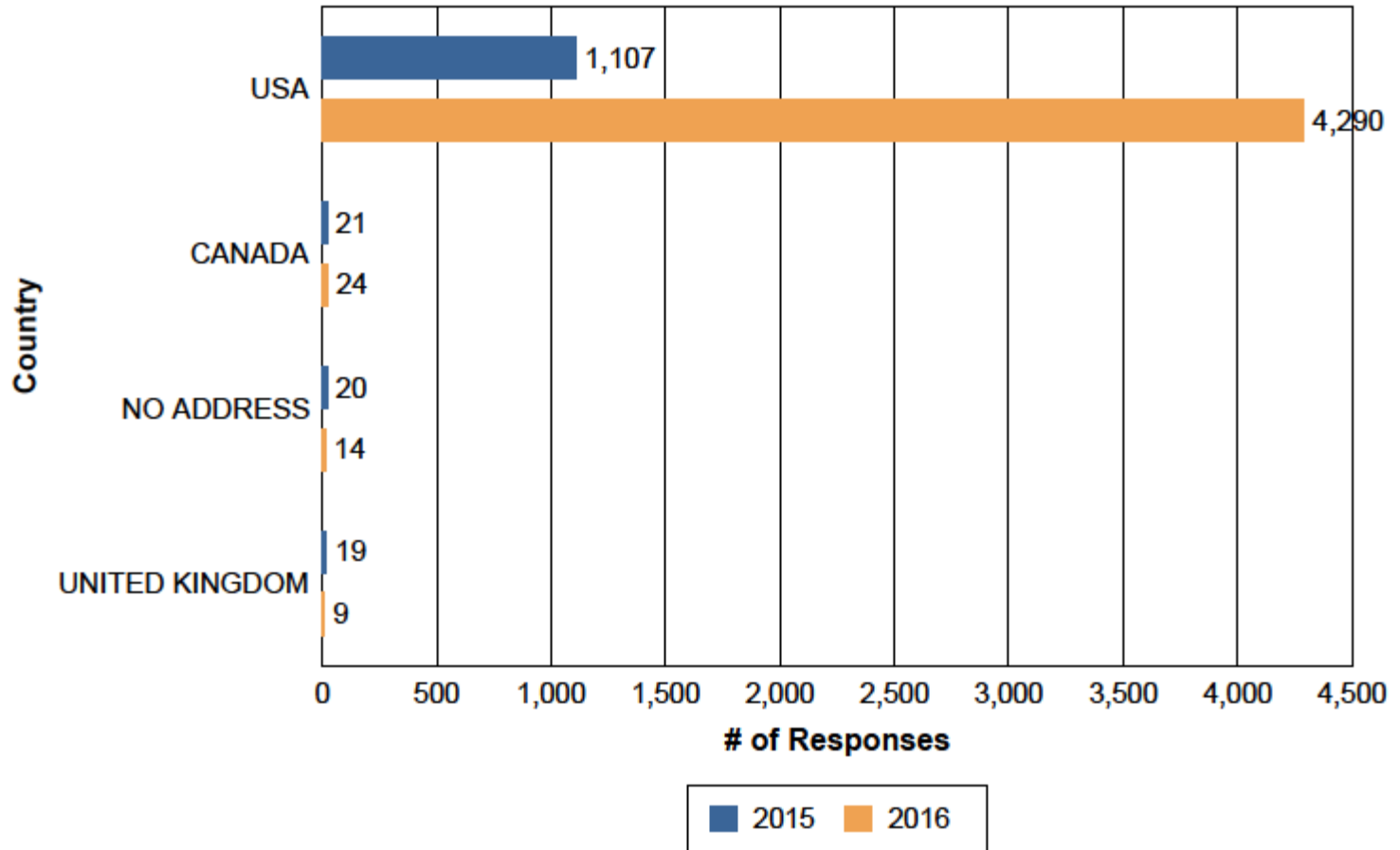


6/1/2016

### Naples, Marco Island, Everglades CVB

#### Year Over Year Inquires by Country

For the months of May 2015 & 2016



05/31/2016

## Naples, Marco Island, Everglades CVB

### Guide Request Summary by Guide

For the month of May 2016

<u>Guide</u>	<u># of Requests</u>	<u>Quantity</u>
Area Map	3	3
Rack Brochure (Portuguese)	1	1
Rack Brochure (Spanish)	7	7
Visitor's Guide (English)	4345	4432
Visitor's Guide (German)	4	4
<b>Grand Total:</b>	<b>4360</b>	<b>4447</b>
Unique requests for guides:	4353	

# Live Chat by Topic May 2016

By Topic				
Topic	# of chats	Minutes	Min/Chat	Year to Date Cumulative
Accommodations	1	4.3	4.3	7
Airport	0	0.0	0.0	0
Arts & Culture	1	39.5	39.5	3
Attractions	3	27.1	9.0	10
Beaches	1	6.3	6.3	4
Charters and Tours	1	9.2	9.2	2
Contact	0	0.0	0.0	0
CVB Department	0	0.0	0.0	4
Dining & Nightlife	1	4.5	4.5	3
Directions	0	0.0	0.0	1
Discover	0	0.0	0.0	0
Events & Festivals	1	28.3	28.3	17
Family	0	0.0	0.0	0
Golf	0	0.0	0.0	0
Island Information	0	0.0	0.0	1
Media	0	0.0	0.0	1
Misc.	13	103.6	8.0	31
Outdoor Activities	2	16.0	8.0	6
Relocation	0	0.0	0.0	1
Salons & Spas	0	0.0	0.0	1
Shopping	0	0.0	0.0	0
Sports	1	4.5	4.5	1
Temperature	0	0.0	0.0	1
Transportation	3	17.1	5.7	3
Visitor's Guide	0	0.0	0.0	3
Wedding	0	0.0	0.0	3
<b>Totals</b>	<b>28</b>	<b>260.3</b>	<b>9.3</b>	<b>103</b>

# THANK YOU

Questions?



NAPLES · MARCO ISLAND  
EVERGLADES



FLORIDA'S PARADISE COAST