



Tourist Development Council

October 23, 2006

PARADISE COAST

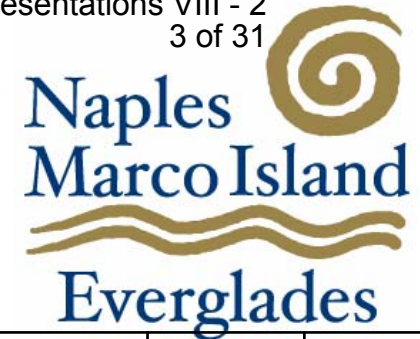
**Naples, Marco Island, Everglades
Convention and Visitors Bureau**



Director's Report

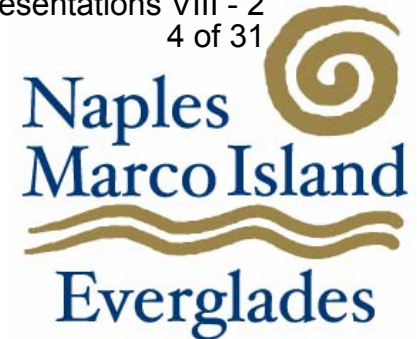
TOURIST TAX COLLECTIONS

- **September (August Stays)**
 - **3% vs. 3% +6.6%**
 - **Projected Sept. (4%) +2.2%**
 - **4% YTD (Fiscal 11 mos.) vs. Projected +1.5%**
 - **\$2,400 Still Collected at 3% in September**



TOURIST TAX COLLECTIONS

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
1999	\$640,480	\$1,267,608	\$1,306,337	\$1,371,476	\$784,828	\$488,060	\$364,769	\$433,174	\$345,034
2000	\$700,014	\$1,238,022	\$1,410,142	\$1,465,756	\$855,005	\$521,455	\$451,648	\$414,920	\$364,720
2001	\$729,455	\$1,392,218	\$1,484,889	\$1,560,447	\$889,288	\$553,759	\$410,521	\$484,722	\$361,650
2002	\$583,811	\$1,227,724	\$1,413,825	\$1,533,979	\$821,961	\$494,400	\$364,389	\$370,036	\$395,650
2003	\$597,396	\$1,138,004	\$1,356,372	\$1,480,581	\$873,340	\$553,456	\$398,901	\$426,851	\$408,007
2004	\$689,388	\$1,204,591	\$1,674,850	\$1,688,035	\$1,018,887	\$588,052	\$452,253	\$521,027	\$580,653
2005	\$839,654	\$1,400,804	\$1,657,258	\$2,015,875	\$997,580	\$661,153	\$507,831	\$542,394	\$385,377
2006	\$1,058,211	\$1,735,579	\$2,241,964	\$2,441,129	\$1,500,894	\$954,244	\$734,243	\$725,247	\$544,998
Projected 2006	\$1,014,897	\$1,890,523	\$2,248,226	\$2,448,846	\$1,364,167	\$884,188	\$630,574	\$691,737	\$532,993



Recent Activities

- **TDC Sub Committee on Year-Round Promotion**
- **TIA Outlook Forum- Boca Raton**
- **DMAI Education Institute- Columbus, OH**
- **Visit Florida Board & Committee Meetings**



Smith Travel Research

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**Naples, Marco Island, Everglades
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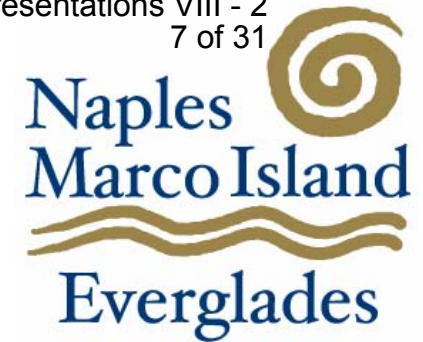


Sales & Marketing

Debi DeBenedetto

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Trade Shows Attended

- **Affordable Meetings DC**
- **IT&ME Chicago**



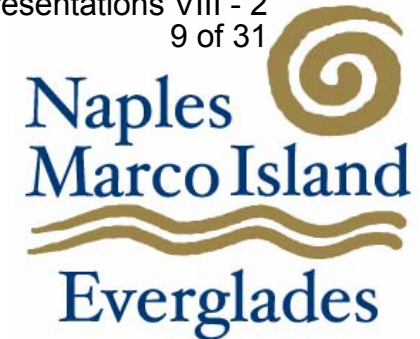
Sales Activity

- **Stay 3/4th night free reports 315 room nights with \$47,777. in sales**
- **AMEX promo reports 81 room nights with \$9225. in sales**
- **2900 room nights booked from RFP's +**
- **16 Requests for Proposals out to hotels plus**

Debi DeBenedetto, CHA
Tourism Sales & Marketing Manager



Sales Activities



- **New Visitor Guide**
- **Marketing Plan**
- **Florida Encounter**
- **Florida Humanities Council**
- **ASAE sponsor commitment**
- **Promo items for 2007**
- **Month by Month 2007 Plan**

Debi DeBenedetto, CHA
Tourism Sales & Marketing Manager



Niccole's Activity

- **IDSS Conversion**
- **Presentation @ DMAI on Site Inspections**
- **Conducted 3 site Visits**



Public Relations

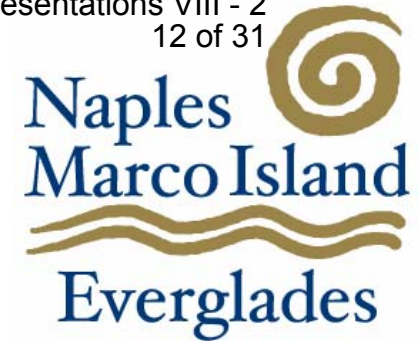
JoNell Modys

PARADISE COAST

**Naples, Marco Island, Everglades
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PR Activities: September 06



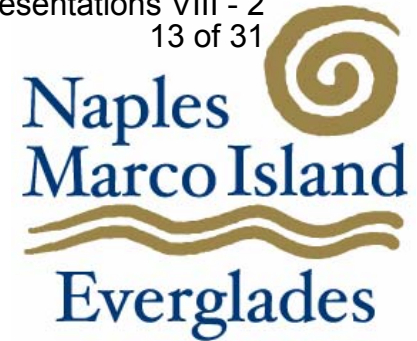
COMMUNICATIONS

Journalists In Our Market

- FLORIDA magazine (UK)
- The Scotsman newspaper (Scotland)
- West Essex Life (London)
- Merian Magazine (Germany)



PR Activities: September 06



Department Projects & Activities

- Strategy session on enhancing brand message
- Scope of work for PR consultant contract
- TDC Workshop
- Paradise Coast Blueway
- FL Fishing Weekly
- Florida Encounter – Meetings Trade Media FAM
- Canadian Outdoor Writers FAM
- Possible joint Ft. Lauderdale/Naples FAM
- American Israelite Magazine
- January pre-season CVB FAM



TOP NEWS CLIPS



Living Southern Style

Travel Tours: Coastal (Naples, Fla.)

Ad Value \$25,740 Publicity Value \$77,220

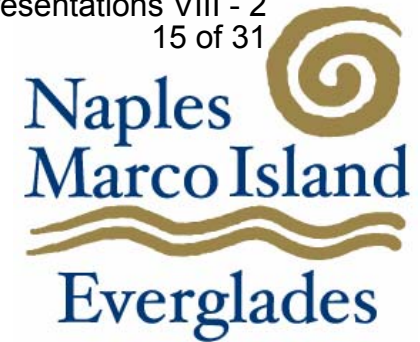
NWA World Traveler

Ad Value \$ 229,494 Publicity Value \$688,483



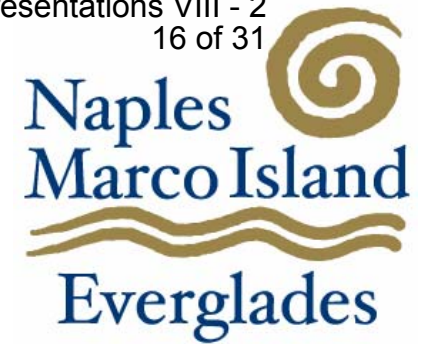


Sept/Oct YTD News Coverage



- Ad value - \$474,000 million
- Publicity value - \$1.4 million

JoNell Modys
Public Relations Manager



FILM OFFICE



Maggie McCarty
Film Liaison



Film Activity

PRODUCTIONS

- Steve Kovich Photography – still photography
- Charming Shoppes - retail catalogue

SCOUTS

- Kimi Takasue – independent feature [IFP]



LANE BRYANT

WORKING LEADS

- Over 7 files opened

Including Disney, National Geographic & HGTV





Film Activity

OPERATIONS

Hurricane Task Force

Film Florida Trade Show Committee

TRADE SHOWS/EVENTS

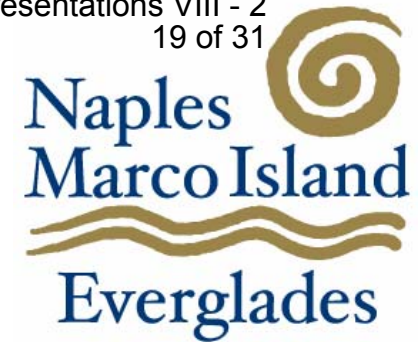
IFP New York

What we didn't get ...

“NOTHING TROPICAL!” “No palms!” “Mountain of salt?”



Film Commissioners: Miami, Miami Beach, Key West, St. Pete/Clearwater, Palm Beach, Space Coast, Emerald Coast, Tampa and the Governor's Los Angeles Liaison



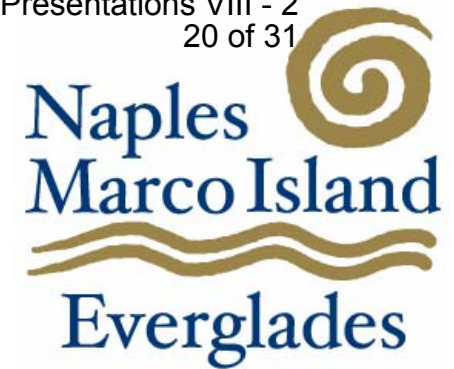
Upcoming

- ▶ **LOCATIONS 2007** (Los Angeles)
- ▶ South By Southwest Film & Music Fest
Austin, TX

Incentives

\$10 million - \$5.6 utilized

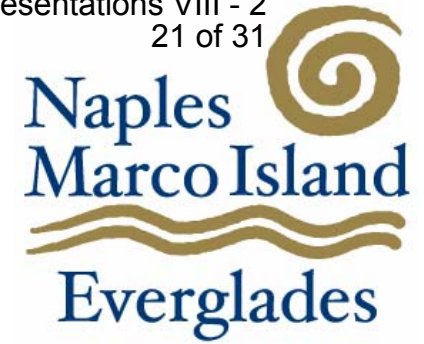
ROI 7:1 [Vendors & Wages = almost \$40M]



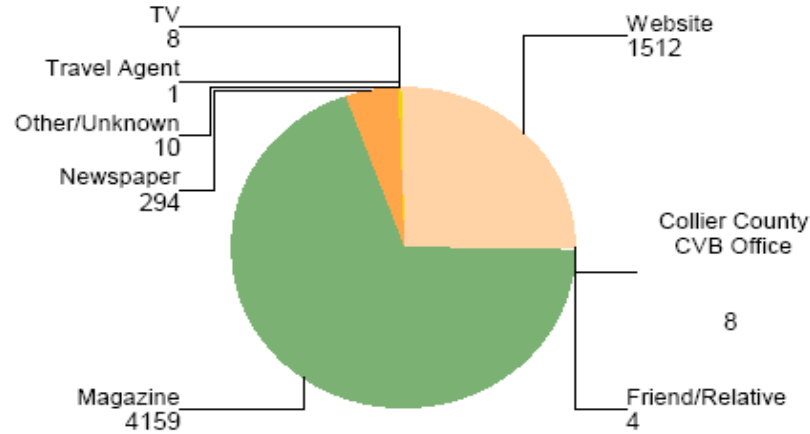
Inquiry Reports

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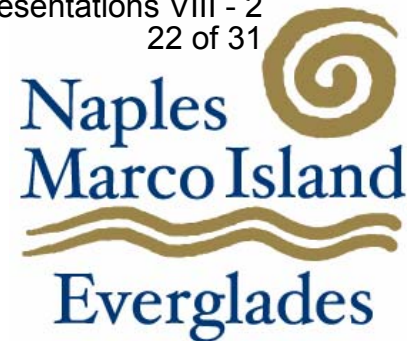
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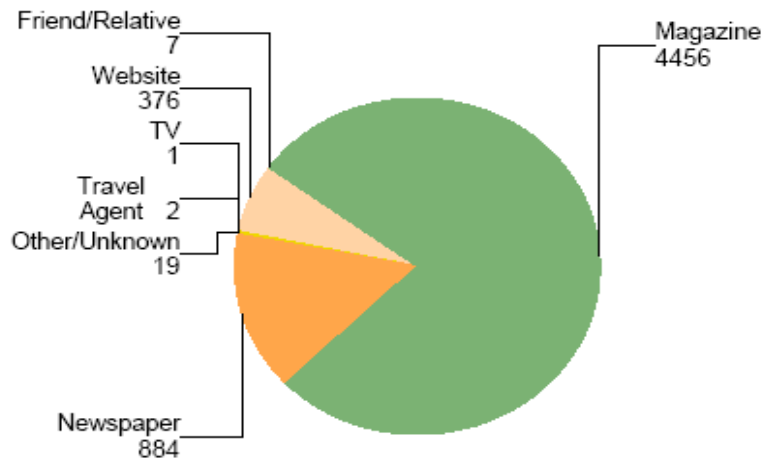
**Collier County CVB
Requests by Source**
For the Month of September 2005



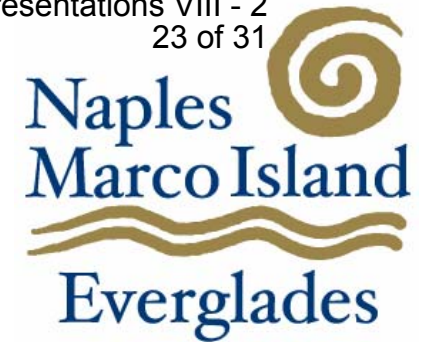
Total Calls: 5996



Collier County CVB Requests by Source For the Month of September 2006

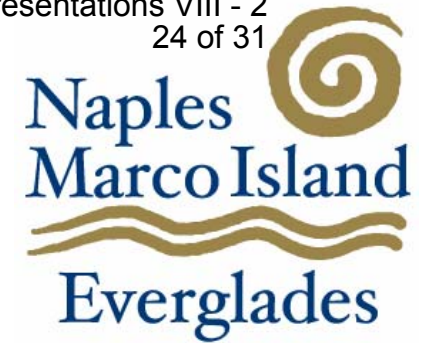


Total Calls: 5745



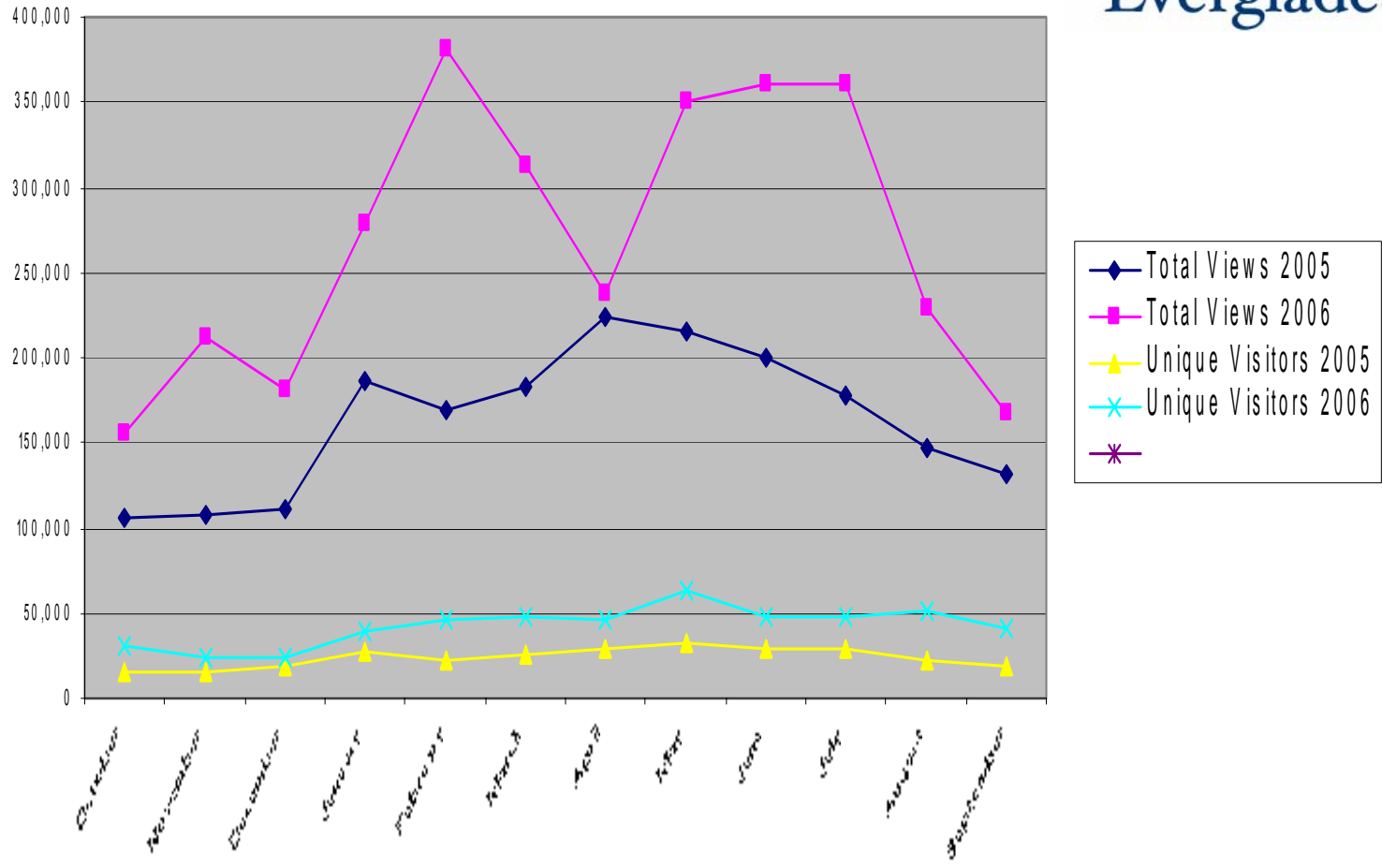
Inquiries - Leading 6 States

- **Florida**
- **New York**
- **Pennsylvania**
- **Texas**
- **Ohio**
- **Minnesota**



Inquiries - Leading 4 Countries

- **USA**
- **Canada**
- **Germany**
- **England**





April 2006 CVB Statistics

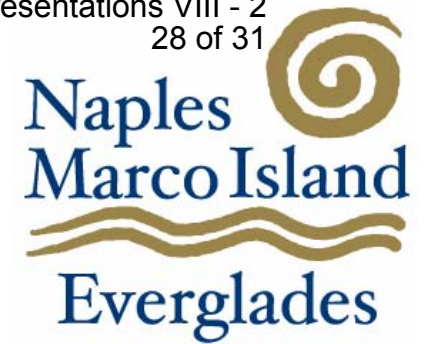
- | | |
|-------------------------------|--------------|
| • Special Mailings | 2,012 |
| • Press Kits | 1 |
| • Hotel Accommodations | 6 |



Search Engine Marketing

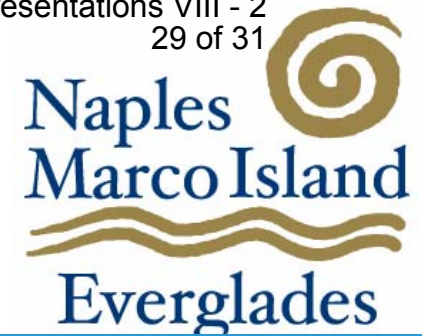
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Web Site Trends

	July	August	September
Page Views	358,612	234,604	167,634
Sessions	48,572	53,233	41,175
Contacts	39	28	30

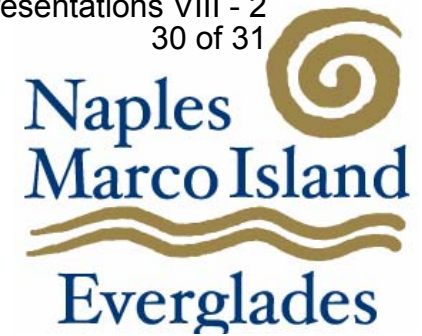


Google Pay Per Click Review

	Spending	Clicks	CP Click	CP Lead	Convs
September	\$77.02	508	\$0.15	\$3.61	21
August	\$89.35	650	\$0.14	\$6.28	14
July	\$94.68	782	\$0.12	\$4.64	20

Yahoo! Search Marketing Pay Per Click Review

	Spending	Clicks	CP Click	CP Lead	Convs
September	\$88.17	494	\$0.18	\$9.80	9
August	\$115.63	652	\$0.18	\$8.26	14
July	\$119.97	712	\$0.17	\$6.31	19



Keywords	Google	MSN	Yahoo
collier county visitors bureau	1	1	1
everglades	-	-	-
everglades fl	16	12	-
everglades tourist info	41	18	7
marco island	10	-	-
marco island fl	9	31	-
marco island golf	44	31	39
marco island restaurants	-	40	-
marco island vacation	17	-	-
naples	18	-	-



naples cvb	1	1	1
naples fl tourist information	3	10	2
naples florida	5	31	8
naples florida vacation	8	-	-
naples visitor bureau	1	1	1
paradise coast	2	1	1
restaurants naples florida	-	-	-
visit naples	1	1	1
visit naples florida	1	2	1