Participation in DMAI Beta Test, USA Today and Destination video Continue to work with Encounter Continue to work with Shauney Wilson Vision Sciences NAJ review HSMAI meeting Meetings with Paradise Bag stuffing for Encounter	Business & Leisure Travel Prome	0	ongoing to Nov 10/6/2006
TSAE request to sponsor Sent Group Tour Magazine leads email and fulfilled w/ VG Order all promo items for 2007	Group Tour Mag leads		11/2/2006 11/1/2006
Sent Restaurant leads for Opus Corporation meetign in Jan 07	planner		11/14/2006
Attended and hosted Florida Encounter	planner		11/4/06-11/11/06
Hosted Post Encounter Fam			
Sent golf guides to 142 golf leads received from Play FL Golf	Golf		11/14/2006
Prepared for Post Florida Huddle FAM	Wholesale Tour operators	FAM	11/15/2006
Communication and plans for hosting destination day Certified Vacations	Wholesale Tour operators	day	11/14/2006
Follow up to all Encounter sponsors	sponsorship		11/13/-15
Follow up to Encounter Meetings	Meeting planners		11/13/11/15
Follow up to all Encounter post Fam attendees	Meeting planners		11/13/-11/15
Prepare and discussions for next advisory roundtable	Partners & TDC		11/14/2006
Ordered all promo items for 2007	promotional		month ongoing
Ordered all staff uniforms	uniforms		month ongoing
Registered Pow Wow			
Registered NY Travel Show			2-Oct
Naples Bay Roy young meeting	Dianners and Agents		Nov
ASAE Sponsorship offerd	Planners and Agents		ongoing month
Meetings with Paradise agency for photo shoot, list, co-op etc	time share		15-Nov
Meeting with Michael Marzano Interval International	unie share		11/16/
Expedia Breakfast meeting with hotels and Expedia			20-Nov
Judge in concierge Association Star awards Farm City BBQ			20 1404
Meeting with Laquinta Regional Sales			11/16/2006
RFP for transportation for Marsh group, Jan 07 Naples gRand			
Tit i for transportation for marsh group, but or trapics givend			

working with to sponsor a reception in Everglades city 75 room nights confirm FAM

Worked floor and appointments attended and hosted events stayed with FAM group to host and transport

Requested fam on Huddle website, solicited partners for participation Requested partner participation, set date, plan to go to Lauderdale w/ presentations Sent thanks to all sponsors and recap - sent all leads, sent 4 RFP's Sent thanks for meeting with me and follow up info requested Sent notes and follow up to planners who attended FaM Goal to get TDC to participate - set agenda - save the date ordered pedometers, candles, calculators, jotters, for trade show giveaways apparell for staff to wear to trade shows and meetings

6-May

Feb o0
PREVEW OF NEW HOTEL OPENING
Januaray hosting at Marriott Marco Island sponsor reception
coordinate and approve shots for future campaign
he is selecting hotels with condo ownership to sell in program weekly rentals
brainstorming on markets
Concierge of the year for Collier County Judge
Attended for networking and social with county
Name change and local contact info
sent out to transportation for bids.

DMAI CEO forum	10/26/2006	187 pgriffin@destinationmarketing.e	Paul Griffin	Spring 2008 OI 25
DIVIAI CEO IOI dini	11/1/2006	60 evancom@bellsouth.net	Pastor Claudia Rivera	Feb-07
CASE Conference - Winter Institute	11/3/2006	300 ramirez@case.org	Lisa Ramirez	March 3-5, 2008
CASE Conference - Annual Conference	11/3/2006	230 ramirez@case.org	Lisa Ramirez	April 16-18, 2008
EHDOC Board Meeting	11/6/2006	60 ncosta@ehdoc.com	Norma Costa	Jan-07
Church Benefits Association - Board Meeting	11/13/2006	43 sfagan@ahint.com	Shannon Fagan	October 9-10, 2007
Church Benefits Association - Annual Meeting	11/13/2006	555 sfagan@ahint.com	Shannon Fagan	December 2-4, 2008
NACM Heartland	11/7/2006	36 <u>mbeck@selectmeetings.com</u>	Maureen Beck	October 17-19, 2007
VTRG	11/3/2006	48 stacy.kincaid@ge.com	Stacy Kincaid	Feb 7-9, 2007
NISSCO RDG	11/7/2006	15 Crichardson@nisscorest.com	Christine Richardson	January 11-13, 2007
American Institute of Timber	11/12/2006	186 svs@aitc-glulam.org	Shirl Sieli	Apr-08
ASPPB - Board Of Directors Meeting January	11/14/2006	75 ascott@asppb.org	Anita Scott	Jan-08
ASPPB - Board Of Directors Meeting June	11/14/2006	75 ascott@asppb.org	Anita Scott	Jun-08
ASPPB - Annual Membership Meeting	11/14/2006	520 ascott@asppb.org	Anita Scott	Oct-09
ASPPB - Midyear Membership Meeting	11/14/2006	520 ascott@asppb.org	Anita Scott	Apr-09
ASPPB - Examination Committee Meeting - January	11/14/2006	48 ascott@asppb.org	Anita Scott	Jan-08
ASPPB - Examination Committee Meeting - June	11/14/2006	48 ascott@asppb.org	Anita Scott	Jun-08
ASPPB - Committee Meetings	11/14/2006	30 ascott@asppb.org	Anita Scott	various

11/20/2006

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News

CVB Public Relations & Communications November 2006

During November the CVB hosted 5 press FAMs, two major groups and three individuals

FLORIDA ENCOUNTER – CVB PR planned and hosted 8 members of the meetings industry trade press during this show.

We spent one afternoon and most of another day touring what's new at meetings resorts and off site locations of interest to group meeting planners. The trip was very well received and we have received extremely positive feedback from the participating journalists.

Canadian Outdoor Writers – VISIT FLORIDA's Canadian PR office worked with us to bring 4 writers to the area as part of a larger Florida tour focusing on nature. With very limited time in our destination, they visited Corkscrew Swamp Sanctuary and were very impressed.

Individual FAMs – CVB PR planned itineraries for visiting journalists including a Swedish freelance writer, a Danish travel editor for a major newspaper and for the editors of a major German Web travel portal

Department activities included:

Hosting and arrangements for FAMs
Follow up with FAM attendees
Editorial work on the 2007 visitors guide
Edits and photography for article in the VF International Travel Planner
Work on upcoming photo shoot
Presentation to Naples Chamber Leadership Commerce Day class
Press materials for WTM
Many media inquiries fulfilled!

Publicity

Three great stories have just hit in meetings publications, including Meetings South, Successful Meetings and Corporate & Incentive Travel. A huge features story appeared in at least 30 editions of the Daily Herald in the Chicago area. This was the result of a FAM from two years ago – the writer worked with us to freshen the copy.

Some fantastic stories are in the works and will hit soon, providing a good editorial jump start for season. Publications with stories coming up include the Toronto Star newspaper, the Washington Post newspaper, Woman's World magazine and Southern Accents magazine.

Please Contact: JoNell Modys 3050 N. Horseshoe Drive Suite 218 Naples, FL 34104

Phone: 239-403-2425 Fax: 239-403-2404 JoNellModys@colliergov.net www.ParadiseCoast.com

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FILM COMMISSION ACTIVITIES November 27, 2006 TDC Meeting

PRODUCTION NOTES

- G R Marketing industrial video
- National Geographic/Granada Media, U.K.
- Bedford Fair retail catalogue print
- SteinMart- TV commercial
- Graft Productions travel video
- Merrill Lynch PGA Shoot Out various eng crews

WORKING LEADS

- Talbots -retail catalogue print
- Majestic/RoomsToGo TV commercial
- Untitled TV pilot/series in development
- Kimi Takesue independent feature [IFP]
- City Mattress TV commercial
- GEICO TV commercial
- SEAT auto TV commercial
- ALL CURRENT PRODUCTION

SCOUTS

Kimi Takasue – independent feature [IFP]

(production synopsis follows)

OPERATIONS

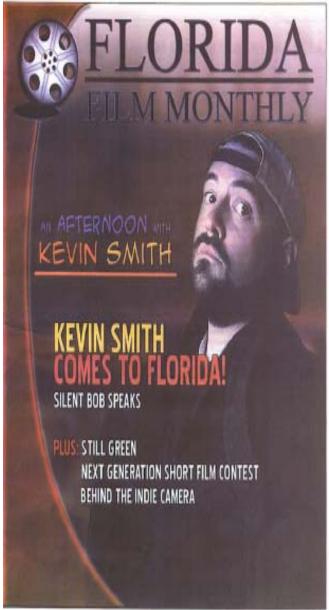
- Lead/inquiry response
- Monthly Revenue Tracking
- Polled participants for production activity
- -Followed-up with activity worksheets to clients
- Recorded data
- Client Management
- Issued film permits
- Opened a production file for each inquiry
- Participating in Film Florida Trade Show Committee
- Participating with Film FL/OFE Hurricane Task Force
- Scanning/Up-loading photo library to REEL-SCOUT
- Prep for upcoming Film FL Board meeting (Nov. 29)
- Conference calls (state film offices) re: incentive legislation

MEETINGS

- SW Florida Film Society
- Paradise Marketing/CVB Marketing workshop

MEDIA

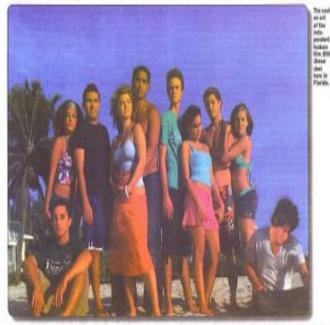
Florida Film Monthly (see attached)



STILL GREEN



Talented filmmakers use Florida to help them reach the next level, or John House



a 2001, Freedom Flori, or India for To cornelly directed by Jun Artigo, was chingenceptionally until its north numero. Bits festivals, envertee the production team fastantic publicity. area coverage, and becoming a binal bit Among the pel house theaters. The too badget flim that at Rard unknown actors and a hard working fecil over actioned a great deal of soccess to a

The film became a smach hit within the British closuls, electing the "Independent Spirit August of at the World Cooping Staples film Replyal. as well as an award from the Marco bland line Replyal here is Florida, In fast, it was at the film fertigal in Object folded whose the Montabers get legisation for their ngst project. "Initially no wave got up to film our next monte in South Carelina," sięs Praducer Georgia Menides, "Bul after being here for a couple of syeeks, we realand that Florida would be a better carrier for

That east project would have out to be

Still Green, Still Green, which was written by 10 entities, depicts the fast senseer recation of a butch of graduates who rest a brack house lagether before sexing all for codege. Things take a dark took when one of the friends trapp cally drawn, in the course. The death becomes the altimate sext of Mandalip amongst the beest as many confront dear toner domain. "The marks has such a dark time in it, and we leved the contarget of Electro In in each a officiant applyonessor. says. Artica who mould you less the director's efeat once again.

Originally, the ladges for Still divers was a nather pedicaries \$55,000. After the success of Annalose Park, though, the stem wested to try and take SIAT Error to the next land. "We wanted to see what my could do with a larger budget," says Arties, "We named to purk oursolver and have that pressure that others alone

with busing multiple investors experty scaling in a pint product."

With a new phincips in place, the town estauted every resource, including using unwest connections they made here in Francis white iving the festival secret. White at Marco Trines, they evel actor Boug Spale whose venime tres so fay its include a role in Bland of Excelory. Spain was so Impressed with the passion of the discrees and produces that surring draw a rate was not an option is his mind. With his attachmust, more impray come in allowing for the cast isp of impother finituseed actors.

Author sun who became a great contribufor was Bill Scholer. "He was instrumental in helping us make the movin," says Sherides. "He bet us now his house which read needed for the trissee their, and he need his pull in the commonly to set as product docations, live locations and press." The posses led in another apportunity that primed alterest ten qualitie for true.

STILL GREEN



An article in the local paper led an independently wealthy businessman realight to their set. Businessman Douglies Peterson happened to live just from the street from where the Rinting was taking place, and after reading the article, he west down to look at he filternaking propers. He was we knowed by the directors and producers to stay and watch, which he did, sacing for himself that these people went above and beyond in the ir work of his and positive artifacts. Peterson, sensing that the whole bunch revolut a break, decided be would break all them to disner. The trave as well as cast and over enjoyed the food and good time, but were at complete shock of what Peterson offered as desert- additional funds for their film.

To Performer, it was about more than the gifty and planear of the film business or the executive producer title for was given." I just like to help people who are every duckcased and bandworking, they deserve it," says Péerson. "It is name that you use that from one person consultays, but they had an entire crew of people with that drive." With the manay Peterson coninitiates, along with incorporate tren several other people in Florida, SAV Seventual a looker of \$250,000 is work with.

Additional againtance would come from film commissioner Mapple Mo-Carty, who would quide the team through those recessary legal leagu in-solved in filmmaking. Florids does not offer any tax incentives to films with a budget of less than 850,000 dollars, but McCarty was able to secure vital location permits that cost the producers much less than anticipated, as we'll obtaining the audition space for the lifes talent, "Mrs. McCorty was great. The nest set of her may for a little independent film, which she olde's need in do," says Mentiles. "That's what needs to happen for these films to be set. cessful and we get a lot of it on till project from great people all around the

All of the crow, and the majority of the tailest year from the state of Florida. Although many of them worked for free, the cast was more than exorgitional in their attitudes and breating on with moved ble pase at which the movie was filed. Even though it was tough at upme points, mendury of the cast have nothing but the highest respect and opinions about their director and producers. Local actor Paul Centar says about his director and producers, "These people sever sleps, and yet every marring they were ready to an with a livesh surprising new attitude." Brandon Meyer also remembers the experience of shearing his first heavie, "It was an acrucking experience. I made a lot of great friends in the process as well and I got to use the prosess at a feature film being made. I never to an how mosk hard work and preparation goes into making a movie."

As observed by everyone who met them, this team has become known for theirs work eiths and "never gut no matter what" persona. With . The new interactions that their out own of increments and the invocational than were able to kins more than introduce as well as a professional Greenstoperation, but Producer Andrea Riserian committees, all the other loss they were dains in addition to analytics duties.

broughte comming on less than four hours of steep, then being to realise som overpune is led, mintage the schedule, manage the orts, helping in ens-

"Was it hard? Of course, But it was all worth it."

turning, acting as the first ALD as well as trying to make save the film stays: within its budget. But all that was done with onless as their faces, Ejerman says, "If at any time you get, a charse to stop to third about off your dising, it feets great. Was it have?" Of course but it was all worth it! A fantacity

The greatest obstacle of making this film anded up becoming Mother

Hasare besself. Filming task place during the summer, and Floridism are only too limitian with few brutal the summers can be. Artigo laught at the memory of the usal error and bisself working to sweat absorbed clother, "Till testantly make another film in Fibrida" (sught Artigo "but seine eiter again fluring the summer." The movie couldn't catch a timesk as the most food harricang segons commerced, carring a few days to be sained out.

The team glub had in work arroand a few location changes due to the baseling of bally but let as a searby beach. So produces had so not up to

"I'd instantly make another film in Florida...but never in the summer."

tionly with the most disdicated group of activitie boove to mak, the environmontalities, who insisted that production be halled or mused to a way location. In the each everything worked Itself out, and Aprelian wanted to siress stat to buby turties we harmed during the making of the film. Despitedelays and harddrigs, the team breathed a sigh of relief as they supposed en sciedate. The Friency of Stall Governous Booked.

The film has since been through the past production stage and hos been submitted to the Sondarce film leptical. Mexides and the other producers are extremely confident in how they had Grean will do, as she hade more of for a from post stild havery. So with this files in the tase, the estim team has already moved on to their next projects, which beep survivallies as they so

Artigo wanted to leave resides with advice that he first has benefited tion the most, he stresses, "No this Euclidest pass cannot wait for things for happen, you need to make your own opportunities, always. And pick who you such with eary carefully, and over you led them keep them with you; you'll accomplish a fat that way." And he can back that up with its awa experience from \$10 Great, a small group of greate who accomplished where most fall, all due to their persistent hand work, and person rance.



CRAWLING AT NIGHT

FEATURE FILM PROJECT INFORMATION

SYNOPSIS

CRAWLING AT NIGHT explores an unusual and conflicted love affair between two lonely people, each of whom has experienced devastating loss. Koji, a Japanese master ice sculptor, and Mariane, a waitress and aspiring singer, meet in the shadows of New York City where they struggle to connect and also move forward with their individual lives.

WRITER/ DIRECTOR

Kimi Takesue is an award-winning filmmaker and the recipient of a 2005 John Simon Guggenheim Fellowship in filmmaking. Her films E=nyc2 (2005), Summer of the Serpent (2004), Heaven's Crossroad (2002), Rosewater (1999), and Bound (1995) have screened at over 200 film festivals and museums internationally, including the Locarno International Film Festival, Rotterdam International, Vancouver International, London's Institute of Contemporary Art, and the Walker Art Center. Takesue's films have aired on PBS, Sundance Channel and IFC.

Takesue's directorial work has received support through filmmaking fellowships and grants from the Rockefeller Foundation, New York State Foundation for the Arts, Pennsylvania Council on the Arts, New York State Council on the Arts, The Arts Council of England, the National Asian American Telecommunications Association, Yaddo and the MacDowell Colony, among many others. Her films have received numerous honors including the SPIRIT OF SLAMDANCE AWARD, Slamdance Film Festival; BEST DOCUMENTARY, Philadelphia Festival of World Cinema; GRAND JURY PRIZE, Brooklyn International Film Festival; JURORS' CHOICE AWARD, Black Maria Film & Video Festival; GOLD MEDAL & GRAND JURY PRIZE, Brno International Film Festival-Czech Republic; BEST NARRATIVE SHORT, San Diego Asian Film Festival; and the GOLDEN REEL: NEW VISIONS AWARD, Los Angeles Asian International, among others.

Recently Takesue was commissioned by PBS/WNET-Thirteen to direct and produce a piece on New York City, as part of its ten year anniversary series for Reel New York. She has been a visiting filmmaker at Yale University, University of Massachusetts-Amherst, University of Minnesota, University of California-Irvine, Clark University, University of the Arts, University of Texas-San Antonio, and Amherst College. Raised in Hawai'i and Massachusetts, Takesue receive her B.A. from Oberlin College and her M.F.A. from Temple University. Her films are distributed by Women Make Movies.

CAST

Maria Bello (2 time Golden Globe nominee: History of Violence, The Cooler, World Trade Center)

Etsushi Toyokawa (No Way Back, Love Letter, Face, The Great Yo Kai War)

Mark Webber (Broken Flowers, The Laramie Project, Storytelling, Hollywood Ending)

PRODUCERS

Andrew Fierberg has produced 18 feature films, including the upcoming Fur (starring Nicole Kidman and Robert Downey Jr.) and Feel, as well as Keane, Secretary, and Hamlet. In 2001, he acted as supervising producer for the film series that accompanied The Concert for New York City, collaborating with directors Woody Allen, Spike Lee and Martin Scorsese. Fierberg also serves on the Board of Directors of The Film Forum.

Steven Shainberg garnered critical acclaim in 2002 for his film Secretary, starring Maggie Gyllenhaal. The film won the Special Jury Prize at the Sundance Film Festival that year and was nominated for three Independent Spirit Awards including Best Feature. Shainberg 's recent film Fur. An Imaginary Portrait of Diane Arbus starring Nicole Kidman and Robert Downey Jr. will be released in Nov. 2006. This film re-teams Shainberg with his Secretary collaborators, screenwriter Erin Cressida Wilson and producer Andrew Fierberg.

Christina Weiss Lurie has produced independent feature films Feel, America Brown and Game 6. Involved in many philanthropic ventures, Weiss Lurie is President of the Eagles Youth Partnership and currently serves on the boards of The Curtis Institute of Music in Philadelphia, the ICA, Starlight/Starbright and the Nancy Lurie Marks Family Foundation.

Collier County - Call Summary by TypeNovember 27, 2006 For the Month of October, 2006 and 2005 tailed Staff Reports IX 9 of 25

	Current Year		Previous Year		
Call-Live	239		1,394		
Accomodation Updates	0		417		
Data Entry	3473		1,787		
Data Import - Regular	2	2745		1,153	
Data Entry- Manual		728		634	
Colllier County		0			15
RDR Response		726			582
RR-Fulfilled		0			33
Website		2			4
Total Calls	3,712		3,598		

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Collier County CVB Call Summary by Purpose

PURPOSE	REQUESTS	MINUTES
ACCOMMODATIONS INFORMATION	6	18.52
Collier County CVB Office	2	8.30
Help Desk	46	131.53
MEETING PLANNER	3	8.63
Partner Pack CD	1	2.40
VISITORS GUIDE	3,530	1,029.48
Grand Total:	3,588	1,198.87

Collier County CVB Requests by Source

November 27, 2006 Detailed Staff Reports IX 11 of 25

For the Month of October 2005 & 2006

<u>Source</u>	Current Year		Previous Year	
Collier County CVB Office	1	0.03%	3	0.16%
Friend/Relative	9	0.25%	10	0.53%
Magazine	2981	84.45%	1489	79.08%
Newspaper	76	2.15%	5	0.27%
Other/Unknown	18	0.51%	10	0.53%
Travel Agent	4	0.11%	1	0.05%
TV	0	0.00%	44	2.34%
Website	441	12.49%	321	17.05%
<u>Total Calls:</u>	3530		1883	

Collier County CVBRequests by Magazine

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CALL TYP	<u>MAGAZINE</u>	<u>REQUESTS</u>
CALL-LIVE	2005 Official FL Vac Guide	2
	2006 Official FL Vac Guide	4
	Audubon/Corkscrew Mar/Apr 06	1
	FL Official Trvl Ind Guide 06	1
	Florida Experience Jun 05	1
	Other/Unknown	3
	Southern Living TVL Jun/Jul 06	1
	Unknown	3
CALL-LIVE	<u> </u>	16
DATA IMP	ORT 2006 Family Summer Getaways	746
	AAA Going Places Sept/Oct 06	89
	AARP September 05	1,103
	FL Wedding&Honeymoon Jan/Feb06	32
	FL Wedding&Honeymoon Jul/Aug06	706
	FL Wedding&Honeymoon Mar/Apr06	15
DATA IMP	ORT	2,691

Collier County CVBRequests by Magazine

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CALL TYPE	<u>MAGAZINE</u>	REQUESTS
RDR RESPO		
:	2005 Official FL Vac Guide	65
:	2006 Family Summer Getaways	33
	AAA Going Places May/Jun 06	1
	AAA Going Places Sept/Oct 06	72
	AARP Sep 05	3
	Conde Nast Traveler May 06	1
	Family Summer Getaways	1
	FL Wedding&Honeymoon Jul/Aug06	1
:	Southern Living July 06	60
:	Southern Living June 06	37
RDR RESPO	DNSE	274
Grand Total	<u>: </u>	2,981

Collier County CVB Requests by Newspaper

November 27, 2006 Detailed Staff Reports IX 14 of 25

CALL TYPE	<u>NEWSPAPER</u>	REQUESTS
CALL-LIVE		
	Boston Globe 05	1
	Naples Daily News 05	1
	Other/Unknown	3
	Unknown	1
CALL-LIVE		6
DATA IMPOR	RT	
	Preprint In State Jun 06	54
DATA IMPOR	RT	54
RDR RESPO	NSE	
	Preprint In State Jun 06	16
RDR RESPO	NSE	16
Grand Total:		76

Collier County CVB Requests by TV

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For the month of October 2006

REQUESTS

Grand	Total:	
Ciuila	i Otai.	

Collier County CVB Requests by Website

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CALL TYPE	<u>WEBSITE</u>	REQUESTS
CALL-LIVE		
	www.ParadiseCoast.com	4
	Other/Unknown	2
CALL-LIVE		6
RDR RESPO	NSE	
	www.ParadiseCoast.com	306
	24-7Vacations.com	115
	www.24-7Vacations.com	9
	www.DestinationBrochures.com	3
RDR RESPO	NSE	433
WEBSITE		
	www.ParadiseCoast.com	2
WEBSITE		2
Grand Total:		441

Collier County CVB Deta

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Requests by State

For the Month of October 2005 & 2006

STATE	CurrentYear		<u>PreviousYear</u>	
FL	506	14.74%	327	18.49%
NY	229	6.67%	140	7.91%
PA	208	6.06%	110	6.22%
ОН	174	5.07%	59	3.34%
IL	169	4.92%	66	3.73%
TX	133	3.87%	59	3.34%
MI	128	3.73%	60	3.39%
CA	125	3.64%	62	3.50%
IN	120	3.49%	43	2.43%
NJ	120	3.49%	74	4.18%
GA	109	3.17%	90	5.09%
MO	99	2.88%	24	1.36%
WI	98	2.85%	40	2.26%
TN	92	2.68%	40	2.26%
MD	91	2.65%	44	2.49%
NC	82	2.39%	38	2.15%
MA	71	2.07%	36	2.04%
MN	69	2.01%	29	1.64%
VA	69	2.01%	29	1.64%
AL	55	1.60%	43	2.43%
KY	52	1.51%	27	1.53%
LA	43	1.25%	21	1.19%
SC	39	1.14%	30	1.70%
MS	38	1.11%	11	0.62%
СТ	37	1.08%	44	2.49%
PR	37	1.08%	25	1.41%
AZ	36	1.05%	14	0.79%
IA	32	0.93%	19	1.07%
KS	30	0.87%	18	1.02%
CO	29	0.84%	18	1.02%
OK	29	0.84%	12	0.68%
WA	29	0.84%	18	1.02%
DE	28	0.82%	10	0.57%
AR	25	0.73%	16	0.90%
OR	25	0.73%	4	0.23%
NV	21	0.61%	5	0.28%
NE	20	0.58%	8	0.45%
WV	19	0.55%	8	0.45%
NM	15	0.44%	3	0.17%
ME	12	0.35%	4	0.23%
SD	12	0.35%	3	0.17%
ID	11	0.32%	1	0.06%

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	0.04	ober	New	ember	Decer	mhar	Janu	am.	Fahr	ruary	March	April	Ma		June	July	August	September	Total
	2005		2005		2005	2006	2006	2007	2006	2007	2006 2007	2006 2007		2007	2006 2007		2006 2007	2006 2007	YTD 2006 YTD 2007
Magazine	2003	2000	2003	2000	2003	2000	2000	2007	2000	2007	2000 2007	2000 2007	2000	2007	2000 2007	2000 2007	2000 2007	2000 2007	110 2000 110 2001
2005 Official FL Vac Guide	52	67	58	3 0	51	0	110	0	119	0	159 0	76 0	66	0	114 0	92 0	71 0	69 (1,037 67
2006 Official FL Vac Guide	0	4	. 0) 0	0.	0		0	7	0	0 0	1 0	2	0	3 0	4 0	28 0	3 (48 4
2005 Official FL Vac Guide Website	0	0	0) 0	0	0	0	0	0	0	0 0	0 0	0	0	0 0	0 0	0 0	0 (0 (
AAA Going Places May/Jun 05	0	0	0) 0	0	0	1	0	0	0	0 0	4 0	0	0	0 0	0 0	0 0	0 (5 (
AAA Going Places Jul/Aug 05	0	0	0) 0	0	0		0	0	0	0 0	0 0	0	0	0 0	0 0	1 0	0 (1 (
AAA Going Places May/Jun 06	0	1	0) 0	0	0	0	0	0	0	0 0	0 0	184	0	387 0	25 0	171 0	2 (769
AAA Going Places Jul/Aug 06	0		0) 0	0	0	0	0	0	0	0 0	0 0	0	0	0 0	229 0	187 0	23 (439 (
AAA Going Places Sept/Oct 06	0	161	0) 0	0	0	0	0	0	0	0 0	0 0	0	0	0 0	0 0	0 0	197	
AARP Jul 05	2		0) 0	0	0	0	0	0	0	0 0	0 0	0	0	0 0	0 0	1 0	0 (3 (
AARP Mar/Apr 06	0	0	0) 0	0	0	0	0	3	0	3,782 0	1,390 0	286	0	120 0	0 0	1 0	1 (5,583
AARP Sep 05	703	1,106	191	, ,	75	0	0	0	1	0	0,702	0 0	0	0	0 0	0 0	0 0	2,188	
Amex Card Member Program	100	1,100	101) 0	0	0	0	0		0	0 0	0 0	0	0	0 0	0 0	0 0	0 (0 0
Audubon Mar 05	1	0	0) 0	0	0	0	0	0	0	0 0	0 0	0	0	0 0	0 0	0 0	0 (1 (
Audubon May 05	14	0	11	0	0	0	0	0	0	0	0 0	0 0	1	0	0 0	0 0	0 0	0 (26
Audubon/Corkscrew Jun 05	0		1	0	0	0	1	0	0	0	0 0	0 0	,	0	0 0	0 0	0 0	0 (
Audubon/Corkscrew Mar 05	0	0	,) 0	1	0		0	0	0	0 0	0 0	0	0	0 0	0 0	0 0	0 (1 (
Audubon/Corkscrew Mar/Apr 06	0	1	0) 0	0	0	0	0	0	0	178 0	142 0	55	0	58 0	15 0	14 0	9 (471
Audubon/Corkscrew Nov/Dec 05	0	0	157	, 0	91	0	235	0	178	0	108 0	65 0	26	0	13 0) 13 0	1 0	9 (876
Better Homes and Gardens June 06	0	0	107) 0	0	0	200	0	170	0	0 0	0 0	0	0	0 0	0 0	51 0	0 (51 (
Better Homes and Gardens Web	0	0	0) 0	0	0	0	0	0	0	0 0	0 0	0	0	0 0	0 0	31 0	0 (2 (
Conde Nast Traveler	0	1	0) 0	0	0	0	0	0	0	0 0	0 0	0	0	654 0	56 0	21 0	0 (731
Country Home MNI Jul 05	0		0) 0	0	0	0	0	0	0	0 0	0 0	0	0	0 0	0 0	0 0	0 (0 (
Country Living	0	0	0) 0	0	0	0	0	0	0	0 0	0 0	0	0	0 0		0 0	0 (0 0
Country Living Aug 05	1	0	0) 0	0	0	0	0	0	0	0 0	0 0	0	0	0 0	0 0	0 0	0 (4 (
Country Living Sep 05	42	0	94	. 0	240	0	139	0	102	0	106 0	0 0	0	0	0 0	0 0	0 0	0 (723 (
Family Summer Getaways Jun/Jul 05	454		382		135	0	28	0	0	0	0 0	0 0	0	0	293 0		0 0	0 (
Family Summer Getaways Jun/Jul 06	0	780) 0	0	0	0	0	0	0	0 0	0 0	0	0	0 0	0 0	0 0	0 (0 780
FL Meeting Planners Guide 05	0	700	0) 0	0	0	0	0	0	0	0 0	0 0	0	0	0 0	0 0	0 0	0 (0 0
FL Official Travel Industry Guide 05	0	0	0) 0	1	0	0	0	2	0	0 0	0 0	0	0	0 0	0 0	0 0	0 (3 (
FL Official Travel Industry Guide 06	0	1	0) 0	0	0	0	0	1	0	1 0	0 0	0	0	1 0	0 0	0 0	1 (4
FL Wedding & Honeymoon Jan/Feb 06	0	32	79	9 0	441	0	874	0	807	0	587 0	734 0	510	0	222 0	90 0	48 0	39 (4,431 32
FL Wedding & Honeymoon Mar/Apr 06	0	15) 0	0	0	0. 1	0	007	0	0 0	0 0	18	0	47 0		19 0	28 (142 15
FL Wedding & Honeymoon Jul/Aug 06	0	707) 0	0	0	0	0	0	0	0 0	0 0	3	0	547 0	+	486 0	763	
FLAUSA Calendar 05	0	0	0) 0	0	0	0	0	0	0	0 0	0 0	0	0	0 0	0 0	0 0	0 (0 0
FLAUSA Calendar 06	0	0	0) 0	0	0	0	0	0	0	0 0	0 0	0	0	0 0	1 0	0	0 (1 (
FLAUSA International Travel Planner 05	0	0	1	0	1	0	0	0	0	0	0 0	0 0	0	0	0 0	· · · ·	0 0	0 (2 (
FLAUSA International Travel Planner 06	1	0	0) 0	1	0	0	0	0	0	0 0	1 0	0	0	0 0	0 0	0 0	0 (3 (
Florida Experience Jun 05	0	1	0) 0	0	0	0	0	0	0	0 0	0 0	0	0	0 0	0 0	0 0	0 (0 1
Florida Sun	46	. 0	11	0	22	0	13	0	0	0	24 0	20 0	26	0	20 0	18 0	0 0	17 (217 (
Food & Wine MNI Jul 05	0	0	0) 0	0	0	1	0	0	0	0 0	0 0	0	0	0 0	1 1	0 0	0 (
Frommers Budget TvI Feb 05	0	0	0) 0	0	0	2	0	0	0	0 0	0 0	0	0	0 0	0 0	0 0	0 (2 (
Frommers Budget TvI Feb 06	0	0	0) 0	0	0	2	0	206	0	496 0	50 0	4	0	0 0	0 0	0 0	0 (758
Frommers Budget Travel June 05	0	0	1	0	1	0	1	0	0	0	0 0	0 0	0	0	0 0	0 0	0 0	0 (
FSAE Assn Source Jan/Feb 06	0	n) 0	0	0	0	0	0	0	0 0	0 0	0	n	0 0	1 0	0 0	0 (1 (
Golf Pac 05	0	n	0) 0	n	0	0	n	n	0	0 0	0 0	n	n	0 0	0 0	0 0	0 (0 (
Good Housekeeping Apr 06	n	n	0) 0	n	n	n	n	n	0	0 0	0 0	0	n	1 0	0 0	0	j i	1 (
Great Florida Getaways Jun 05	0	n	0) 0	0	0	0	0	0	0	0 0	0 0	0	n	0 0		0 0	0 (0 (
Great Florida Getaways Jul 05	0	0	1 0) 0	0	0	2	n	0	0	0 0	0 0	0	n	0 0	0 0	0 0	0 (2 (
Group Tour Magazine 06	0	0	0	1 0	0	0	0	0	0	0	1 0	0 0	0	0	0 0		0 0	0 (1 (
Group Travel Planet	0	0	0) 0	53	0	0	0	158	0	0 0	0 0	59	0	0 0	82 0	0 0	0 (352
Ladies Home Journal Jun 06	0	0	0) 0	00	0	0	0	100	0	0 0		0.0	0		0 0	55 0	0 7	55 (
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																						<u>19 ot 2</u>
Meetings South 05	0	0	0)	0 0	C	0	0	0	0	0 (0 0	0 (0 0	0	0 0	0	0	0 0	0	0	0
Modern Bride FL Jan-Jun 06	0	0	0)	0 0	C	0	0	0	0	1 (0 0	0 (0 0	0	0 0	0	0	0 0	0	1	0
National Geographic Traveler	0	0	0)	0 0	C	0	0	0	0	0 (0 0	0 (0 0	0	0 0	0	0	0 0	0	0	0
National Geographic Traveler Jul/Aug 06	0	0	0)	0 0	C	0	0	0	0	0 (0 0	0 (0 0	0	0 0	0	42	0 0	0	42	0
National Geographic Traveler May/June 05	1	0	0)	0 0	C	0	0	0	0	0 (0 0	0 (0	0	0 1	0	0	0 0	0	2	0
National Geographic Traveler May 06	0	0	0)	0 0	C	0	0	0	0	0 (0 0	0 483	3 0	293	0 105	0	60	0 2	0	943	0
Other	10	6	3	3	0 7	C	23	0	20	0	9 (0 16	0 9	9 0	2	0 4	0	5	0 3	0	111	6
Paddler Magazine July/Aug 06	0	0	0)	0 0	C	0	0	0	0	0 (0 0	0 (0 0	0	0 0	0	12	0 0	0	12	0
Paddler Magazine May/June 06	0	0	0)	0 0	C	0	0	0	0	0 (0 0	0 (0 0	0	0 0	0	5	0 0	0	5	0
Reader's Digest Apr 06	0	0	0)	0 0	C) (0	0	0	0 (0 0	0 (0 0	0	0 0	0	1	0 0	0	1	0
Reader's Digest June 06	0	0	0)	0 0	C) (0	0	0	0 (0 0	0 15	5 0	541	0 95	0	37	0 13	0	701	0
See America	0	0	14	ı	0 8	C) (0	0	0	0 (0 27	0 (0 0	0	0 0	0	0	0 0	0	49	0
Southern Living TVL FL Apr 05	0	0	0)	0 0	C) (0	0	0	0 (0 0	0 (0 0	0	0 0	0	0	0 0	0	0	0
Southern Living TVL FL Feb 05	0	0	0)	0 0	0) 1	0	0	0	2 (0 0	0 (0 0	0	0 0	0	1	0 0	0	4	0
Southern Living TVL FL July 05	0	0	0)	0 0	C) 1	0	1	0	12 (0 0	0 (0 0	1	0 0	0	0	0 0	0	15	0
Southern Living TVL FL June 05	0	0	2	,	0 0) 1	0	0	0		0 0	0 -	1 0	1	0 1	0	0	0 0	0	24	0
Southern Living TVL FL May 05	1	0	1		0 0	0) 1	0	0	0		0 1	0 2	2 0	0	0 0	0	0	0 1	0	18	0
Southern Living TVL FL Jun/Jul 06	0	1	0)	0 0) (0	0	0	0 (0 1	0 (0 0)	0 2	0	2	0 1	0	6	1
Southern Living July 05	35	0	16	3	0 17) 8	0	22	0	0 (0 9	0 8	B 0	14	0 5	0	2	0 0	0	136	0
Southern Living June 05	43	0	15		0 16) 18	0	q	0	1	0 19	0 10	0	1	0 1	0	0	0 0	0	144	0
Southern Living May 05	42	0	26		0 18) 20		25	0	0 (0 24	0 12		10	0 1	0	0	0 1	0	179	0
Southern Living June 06	0	37)	0 0	-) 20		0	0	0 (0 24	0 12	1 0		0 274	0	122	0 70	0	995	37
Southern Living July 06	0	60	0	1	0 0	- 0		0	0	0	1	0 0	0 0) 0		0 624	0	245	0 139	0	1,008	60
Successful Meetings	1	00	0)	0 0) (0	0	0	0 (0 0	0 (0 0	0	0 024	0	0	0 139	0	1,000	0
Southwest Airlines Spirit Magazine Oct 05	35	0	62	,	0 0	-		0	0	0	0 (0 0	0 0) 0	0	0 0	0	0	0 0	0	101	0
Southwest Airlines Spirit Magazine Oct 05 Southwest Airlines Spirit Magazine Nov 05	1	0	28		0 72) 2	0	0	0	0 (0	0 0	0	0	0 0	0	0	0 0	0		0
Spirit Air Skylights May/Jun 06	0	0	20))	0 72			0	0	0	1	0 1	0 (0	1 1	0 0	0	- 0	0 0	0	2	0
Summer Family Getaway Jun/Jul 05	0	0	0	,	0 0			0	0	0	0 (0 0	0 (0) 1	0 0	0	0	0 0	0	3	0
Summer Family Getaway Jul 06	0	0	0	,	0 0			0	0	0	0 (0 0	0 0	0	2	0 606	0	377	0 886	0	1,871	0
Traditional Home Jun 05	0	0	0	,	0 0			0	0	0		0 0	0 (0	<u> </u>	0 00	0	0	0 000	0	1,071	0
Vertical & Trade Apr-Jun 06	0	0	0	,	0 0		, ,	0	0	0	0 (0 0	0 0	0	0	0 0	0	0	0 0	0	1	0
Undiscovered Florida May 05	0	0	0	,	0 0			0	0	0	0 (0 0	0 (0	0	0 0	0	0	0 0	0	0	0
Undiscovered Florida May 06	0	0	0	,	0 0			0	0	0	-	0 0	0 0	4 0	0	0 0	0	4	0 0	0	9	0
Unknown	0	0	0	,	0 0) (0	1		1	0 0	0	0	0	0 0	0	1	0 0	0	3	
Visit FL SIP - Beach	1	0	0	,	0 0) 1	0	1	0	0 0	0 1	0 0	1 0	0	0 0	0	0	0 0	0	4	0
Visit FL SIP - Beach	0	0	0	,	0 0			0	0	0	0 0	0 0	0	0	0	0 0	0	0	0 0	0	0	0
Visit FL SIP - Boating Visit FL SIP - Family	U	0	U	,	0 0			·	0	0		<u> </u>	0 0	0		0	0	U	0 0	0	0	
Visit FL SIP - Family Visit FL SIP - Luxury		0			0 0) (0	0		0 (0 1	0 0	0		0	0	_	0	0	1	
	0	0	0	,	0 0) (0	0	0	1 (0 0	0 0	0	0	0 0	0	0	0 0	0	1	0
Visit FL SIP - Outdoors	0	0	0	,	0 0) (0	0	0	-	0 0	0 (1 0	0	0 0	0	0	0 0	0	0	0
Women's World	0	0	0	<u> </u>	0 0) (0	0	0		0	0	1 0		0 0	0	0	0 0	0	1	0
Subtotal Magazines:	1,489	2,981	1,153	3	0 1,255		1,485	0	1,663	0	5,496	0 2,583	0 1,783	3 0	3,890	0 2,876	0	2,069	0 4,457	0	30,199	2,981
Newspaper						1 -																
Birmingham News	0	0	0)	0 0		0	·	0	0		0 0	0 0	0	0	0 0	0	0	0 0	0	0	0
Boston Globe 05	0	1	0)	0 0) (0	0	0	0 (0 0	0 (0 0	0	0 0	0	0	0 0	0	0	1
Chicago Sun Times	0	0	4	l .	0 0	C	0	0	0	0	0 (0 0	0 (0 0	1	0 0	0	0	0 0	0	5	0
Cleveland Plain Dealer	0	0	0)	0 0	C	0	0	0	0	0 (0 0	0 (0 0	0	0 0	0	0	0 0	0	0	0
Dallas Morning News	0	0	0)	0 0	C	0	0	0	0		0 0	0 -	1 0	`	0 0	0	0	0 0	0	1	0
Ft. Lauderdale Sun Sentinel	0	0	0)	0 0	C) (0	0	0	0 (0 0	0 .	1 0	3	0 0	0	1	0 0	0	5	0
Ft. Myers News Press	0	0	0)	0 0	C	0	0	0	0	0 (0 0	0 (0 0	1	0 0	0	0	0 0	0	1	0
Jaxville Times Union 05	0	0	0)	0 0	C) 1	0	0	0		0 0	0 (0 0	0	0 0	0	0	0 0	0	1	0
Macon Telegraph 05	0	0	0)	0 0	C) (0	0	0	0 (0 0	0 (0 0	0	0 1	0	0	0 0	0	1	0
Memphis Commercial	0	0	0)	0 0	0	0	0	0	0	0 (0 0	0 -	1 0	0	0 0	0	0	0 0	0	1	0
Miami Herald Sun Travel	0	0	0)	0 0	0	0	0	0	0	0 (0 0	0 (0 0	0	0 0	0	0	0 0	0	0	0
Miami Herald TVL May 06	0	0	0)	0 0	C	0	0	0	0	0 (0 0	0 4	4 0		0 0	0		0	0	4	

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Miami Herald Apr - Sept 06	() () (0 (0 0) (0	0	0	0 0	0 0	0	3	0	0	0	0		C		0	3	
Naples Daily News - Editorial	() 1	(0 (0 0) (0	0	0	0 0	0 1	0	0	0 0	0	1	0	C	0	0	0	2	1
New York Newsday	() () (0 (0 0) (0	0	0	0 0	0 0	0	0	0 0	0	0	0	C	0	0	0	0	0
New York Times FL Feb 06	() () (0 (0 0) (0	0	1	0 0	0 0	0	0	0 0	0	0	0	C	0	0	0	1	0
Orlando Sentinel Sun Travel	() () (0 (0 0) (0	0	0	0 0	0 0	0	0	0 0	0	0	0	C	0	0	0	0	0
Orlando Sentinel 06	() () (0 (0 0) (0	0	0	0 0	0 0	0	5	0 1	0	1	0	1	1 0		0	8	
Other	3	3 4	1 2	2 (0 0) (3	0	2	0 0	0 6	0	19	0 10	0	4	0	3	3 0	1	0	53	4
Palm Beach Post	2	2 () (0 (0 0) (1	0	0	0 0	0 0	0	0	0 0	0	0	0	C) (0	0	3	0
Pittsburgh Post Gazette	() () (0 (0 0) (0	0	0	0 0	0 0	0	0	0 0	0	0	0	C) (0	0	0	0
Preprint In-State Apr 05	() () (0 (0 0) (0	0	0	0 0	0 0	0	0	0 0	0	0	0	C) (0	0	0	0
Preprint In-State Spring 05	() () (0 (0 0) (0	0	0	0 0	0 0	0	0	0 0	0	0	0	C) (0	0	0	0
Preprint In-State Nov 05	() () (0 (0 1,120) (651	0 1,3	66	0 138	0 0	0	0	0 233	0	0	0	C) (0	0 3.	508	0
Preprint In-State Jun 06	() 70) (0 (0 0) (0	0	0	0 0	0 0	0	0	0 3	0	137	0	164	1 0	120	0	424	70
Preprint Out-State Apr 05	() () (0 (0 0) (32	0	0	0 0	0 0	0	0	0 0	0	0	0) (0	0	32	0
Preprint Out-State Spring 06) () (0 (0 0) (0	0	0 0	0 1	0	2,333	0 2,467	0	516	0	671	1 0	762	0 6	750	0
Sarasota Herald 05	() () (0 (0 0) (0 0	0	0	0 0	0 0	0	0	0 0	0	0	0) (1	0	1	0
St. Petersburgh Times				0 0	0 0		0 0	0	0	-	0 0	0	1	0 0	0	1	0			0	0	2	0
Stuart/St. Lucie Times				0 (0 0		0 0	0	0	0 0	0 0	0	0	0 0	0	0	0) (0	0	0	0
Sun Sentinel Sun Travel) (0 0	0 0) (0 0	0	0	0	0 0	0	n	0 0	0	0	0) (<u> </u>	0	0	0
Tampa Tribune) () (0 (0 0) (0 0	0	0	1 1	0 0	0	2	0 1	0	0	n	,) (0	0	3	0
Unknown	- `) () 1	1 (0 0) () 0	0	0	-, -,	0 0	0	0	0 1	0	0	0) (0	0	1	0
USA Weekend Insert Jun 05) () (0 (0 0) (0 0	0	0	0	0 0	0	0	0 0	0	0	0) (<u> </u>	0	0	0
USA Weekend Insert May 05) (0 (0 0) (4	0		·	0 0	0	1	0 0	0	0	0) (0	1	0
Vacation Values Sunbelt (Valassis)) () (0 (0 1,941	<u> </u>	0 0	0	0	0 0	0 0	0	0	0 0	0	0	0) (0	0 1	941	0
Valassis) () (0 (0 1,341			0	0	0 0	0 0	0	0	0 3,795	0	45	0) (0		840	0
Washington Post) () (0 (0 0) (0 0	0	0	0 0	0 0	0	0	0 3,793	0	0	0) (0 3,	040	0
Subtotal Newspapers:		76	,	`	0 3,061	,		0 1,3			0 8	0	2,371	0 6,515	-	706	0		,		0 16,	502	76
E-Newsletter (No Fulfillment)		, ,	<u>'l</u>	<u> </u>	0 3,001		J 0001	0 1,3	03	0 130	<u> </u>	ı v	2,571	0 0,515	, v	700		040	<u>, </u>	004	0 10,	332	
Visit Florida Lead Generation - Luxury	1 (1 (0 (0 0) (ol ol	٥	0		ol o		٥	0 0	0	0	0		1 0	0	0	0	0
Visit Florida Lead Generation - Boating) () (0 (0 10.029	,	, ,	0	0	0	0 0	0	0	0 0	0	0	0) (0	0 10,	029	0
Visit Florida Lead Generation - Culture) () (0 (0 10,028			0	0	<u> </u>	0 0	0	0	0 0	0	0	0) (0	0 10,		0
Visit Florida Lead Generation - Romance) (0 (0 10,021		0 0	0	0	<u> </u>	0 0	0	0	0 0	0	0	0) (0	0 10,	021	0
Subtotal E-Newsletters:					0 20,050		·	0	0	-	0 0	0	0	0 0	·	0	0			0	0 20,0	050	
TV		'1 (ή (<u> </u>	20,030	' '	<u> </u>	V _I	VI	<u> </u>	<u> </u>	u u	U	<u> </u>	ı v	V	- 0		<u>'</u>	, vj	0 20,	030	
Adalahia Cahla	<u> </u>	J	J			J																	
Adelphia Cable) () (0 (0 0) (0	0	1	0 0	0 1	0	4	0 1	0	0	0	1	1 0	0	0	8	- 0
AMC-1 Satellite) (0 (0 0) (, ,	0	0	-, -,	0 0	0	0		0	0	0) (·	0	1	- 0
Cable TV - Fishing Apr-Jun 06	- () () (0 (0 0) (0	0	0	<u> </u>	0 0	0	1	0 1	0		0		C		0	2	- 0
Chicago TV/Cable Apr-Jun 06		()	(0 0) (0	0	0	<u> </u>	0 3	0	10	0 12	0		0	1	0	1	0	25	0
CNN Headline News - Chicago		()	(0 0) (0	0	0	о о	0 1	0	1	0 1	0		0	1	1 C	\	0	4	0
Everglades Angler	() () (0 (0 0) (0	0	0	-	0 0	0	0	0 0	0	0	0) (0	0	0	0
Florida Cable Prog. Apr-Sep 06	() () (0 (0 0) (0	0	0	<u> </u>	0 0	0	5	0	0		0		C	\	0	5	0
German TV/Swamp	() () (0 (0 0) (0	0	0	<u> </u>	0 0	0	0	0 0	0	0	0	C	0	0	0	0	0
Miami/Ft Laud WFOR		()	(0 0) (0	0	0	0	0 1	0	20	0 3	0	5	0	3	3 0		0	32	0
Miami/Ft Laud WPLG		()	(0 0) (0	0	0	-	0 1	0	8	0 3	0	5	0	1	1 0		0	18	0
Miami/Ft Laud WBFS	() () (0 (0 0) (0	0	0	<u> </u>	0 0	0	3	0 3	0	2	0	1	1 0		0	9	0
Miami - WBZL WB	() (19	9 (0 0) (0	0	0	0	0 4	0	2	0 2	0	1	0	1	1 C	0	0	29	0
Miami - WSVN FOX	23	3 () (0 (0 0) (,	0	0		0 1	0	12	0 6	0	1	0	4	4 C	` -	0	47	0
Miami - WTVJ NBC	() () (0 (0 0) (0	0	0	-, -,	0 2	0	4	0 5	0	5	0	2	2 0	0	0	18	0
Miami/Palm Beach Apr-Jun 06		()	(0 0) (0	0	0	0 0	0 8	0	3	0 1	0		0		C		0	12	0
New York WABC Apr-Jun 06		()	(0 0) (0	0	0	0 0	0 20	0	67	0 20		1	0		0			108	0
New York WNBC Apr-Jun 06		()	(0 0) (0	0	0	0 0	0 17	0	110	0 27	0		0		C		0	154	0
Orlando - Brighthouse																				1 1 -		4.0	
	() () (0 (0 0	0	0	0	0	0 0	0 0	0	5	0 4	0	3	0		C	1	0	13	0
Orlando - WFTV	(() (0 (0 0	0 0	0 0	0	0	<u> </u>	0 0	0 0	5 0	0 4	0	1	0	3	3 0	1	0	15	0
	(() (0 (0 C 0 C	0 0	0 0	0	0 0	0 0	0	0 0	5 0 1		Ŭ	3 1 1	0	3	3 C	1	0 0		0

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In		-				_	_												<u> </u>
Other/Unknown	18	0	18	0	4	0 1	4 (5	0	4	0 8	0 42	0 25	0 10	0	6	0 0	0 154	0
PITV	0	0	0	0	0	0	0 () (0	0	0 1	0 0	0 0	0 0	0	0	0 0	0 1	0
Tampa/St Pete - Brighthouse		0	0	0	0	0	0 () (0	0	U 2	0 11	0 3	0 1	0	2	0	0 19	0
Tampa/St Pete - WTOG	0	0	0	0	0	0	0 () (0	0	0 0	0 3	0 2	0 1	0	1	0	0 7	0
Tampa/St Pete - WTVT		0	1	0	0	0	0 () (0	0	0 2	0 7	0 3	0 3	0	1	0	0 16	0
Travel Channel	1	0		0	0	0	0 () 1	0	1	0 4	0 4	0 2	0 0	0	0	0 0	0 14	0
UA Air/Continental	0	0	0	0	0	0	0 () (0	0	0 0	0 0	0 0	0 0	0	0	0 0	0 0	0
West Palm Beach - WFLX	0	0	0	0	0	0	0 () (0	0	0 1	0	0 2	0	0		0	0 3	0
West Palm Beach - WPBF	1	0	1	0	0	0	2 () 1	0	0	0 0	0 0	0 0	0 0	0	0	0 0	0 5	0
West Palm Beach - WPEC	0	0	0	0	0	0	0 0) (0	0	0 1	0 0	0 1	0 2	0	0	0 0	0 4	0
West Palm Beach - WPTV NBC	0	0	0	0	0	0	0 () (0	0	0 3	0 3	0 1	0 3	0	2	0 0	0 12	0
Subtotal TV:	44	0	39	0	4	0 10	6 () 8	0	5	0 87	0 326	0 135	0 45	0	30	0 1	0 740	0
Radio																			
Radio - Atlanta, GA & Birmingham, AL	0	0	0	0	0	0	0 () (0	0	0 0	0 0	0 0	0 0	0	0	0 0	0 0	0
Radio - Miami/Ft. Lauderdale/Palm Beach	0	0	0	0	0	0	0 () (0	0	0 0	0 0	0 0	0 0	0	0	0 0	0 0	0
Other	0	0	0	0	0	0	0 () (0	0	0 0	0 0	0 0	0 1	0	0	0 0	0 1	0
Unknown	0	0	1	0	0	0	0 () (0	0	0 0	0 0	0 0	0 0	0	0	0 0	0 1	0
Subtotal Radio:	0	0	1	0	0	0	0 () (0	0	0 0	0 0	0 0	0 1	0	0	0 0	0 2	0
Websites									- 1		-	-				- 1			
24-7Vacations.com	55	124	. 37	0	38	0 5	4 (63	s o ·	56	0 119	0 82	0 58	0 61	0	119	0 191	0 1,033	124
aaa.ParadiseCoast.com	260			0	0	0	0 (0		0 02	0 0	0 0	0	0	0 0	0 849	0
AXIUM E-Blasts	0		0	0	0	0	0 () (0	0	0 0	0 0	0 0	0 0	0	0	0 0	0 0	0
Classicfla.com	0	0	0	0	0	0	0 0) (0	0 0	0 0	0 0	0 0	0	0	0 0	0 0	0
ClassicFlorida.com	0	0	0	0	0	0	0 0		0	0	0 0	0 0	0 0	0 0	0	0	0 0	0 0	0
Color of Florida	0	0	0	0	0	0	0 0) (0	0	0 0	0 0	0 0	0 0	0	0	0 0	0 0	0
DestinationBrochures.com	2	2	2	0	2	0	0 0	, ,		4	0 0	0 0	0 6	0 6	0	3	0 5	0 55	3
FLAUSA.com	2	0	1	0	0	0	3 (, ,	0	0	0 0	0 3	0 0	0 0	0	0	0 0	0 5	0
Florida Dept. of Tourism	0	0	0	0	0	0	0 0	, ,	0	0	0 0	0 0	0 0	0 0	0	0	0 0	0 0	0
Golf.paradisecoast.com	0	Ŭ		0	0	0	0 0) (0	0	<u> </u>	0 0	0 0	-	0	0	0 0	0 0	0
ip.paradisecoast.com	0		0	0	0	0	0 (, ,	0	0	0 0	0 0	0 0	0 0	0	0	0 0	0 0	0
			0	0	0	0	0 () (0	0	0 0	0 0	0 0	0 0	0	0	0 0	0 0	0
NaplesNews.com Other/Unknown	0	·	0	0	0	0	0 () (0	5	0 0	0	0 0	0 0	- 0	0	0 0	0 0	0
	5			0		0 10) /	0	J	0	0 5	0 5	0 4	0	1	0 7	0 58	2
ParadiseCoast.com	0	312	. 0	0	190	0 418	8 () (0 4	147	0 281	0 420	0 433	0 301	0	291	0 173	0 2,954	312
Small Towns & Downtowns - Sweepstakes	0	0	0	0	0	0	0 () (0	0	0 0	0 0	0 0	0 0	0	0	0 0	0 0	0
USA.de	0	, i		0	0	0	0 () (0	0	<u> </u>	0 0	0 0	0 0	0	0	0 0	0 0	0
Vacationfun.com	0		0	0	0	0	0 () (0	0	0 0	0 0	0 0	0 0	0	0	0 0	0 0	0
VF/AAA Going Places Contest 06	0	·	0	0	0	0	0 () (0	0	0 0	0 0	0 0	0 7,024	0	8,471	0 0	0 15,495	0
VF Lead Generation - Boating	0	·	0	0	0	0	0 () (0	0	0 0	0 0	0 0	0 0	0	5	0 0	0 5	0
VF Lead Generation - Luxury	0		0	0	0	0	0 () (0	0	<u> </u>	0 0	0 0	0 1	0	0	0 0	0 1	0
VF Lead Generation - Program	0	0	0	0	0	0	0 () (0	0	0 0	0 0	0 0	0 1	0	0	0 0	0 1	0
Visit FL Internet Dialogue	0	0	0	0	0	0 10,896	6 () (0	0	0 0	0 1	0 0	0 0	0	1	0 0	0 10,898	0
Visitnaples.com	0	0	0	0	0	0	0 () (0	0	0 0	0 0	0 0	0 0	0	0	0 0	0 0	0
Weather Bug	0	0	0	0	0	0	0 () (0	0	0 0	0 0	0 0	0 0	0	0	0 0	0 0	0
Subtotal Websites:	322	441	269	0	232	0 11,39	0 (444	0 (612	0 406	0 512	0 502	0 7,398	0	8,891	0 376	0 31,354	441
Trade Shows																			
Trade Show - Miscellaneous	0	0	0	0	0	0	0 () (0	0	0 0	0 0	0 0	0 0	0	0	0 0	0 0	0
World Trade Show	0	0	0	0	0	0	0 () (0	0	0 0	0 0	0 0	0 0	0	0	0 0	0 0	0
Subtotal Trade Shows:	0	0	0	0	0	0	0 () (0	0	0 0	0 0	0 0	0 0	0	0	0 0	0 0	0
Misc. Source																			
Collier County CVB Office	3	0	6	0	16	0	1 () 1	0	4	0 0	0 0	0 0	0 0	0	0	0 0	0 31	0
Friend/Relative	10	0	5	0	2	0 !	9 () 7	0	8	0 0	0 0	0 0	0 0	0	0	0 0	0 41	0
Storm Information	0	0	0	0	0	0	0 0) (0	0	0 0	0 0	0 0	0 0	0	0	0 0	0 0	0
Trade Show/Misc.	0	0	0	0	0	0	0 () (0	0	0 0	0 0	0 0	0 0	0	0	0 0	0 0	0
Travel Agent	1	0	_	0	0	0 1	1 () 5	, ,	5	0 0	0 0	0 0	0 0		0	0 0	0 25	0
			. J	U	U U	ا ا	' '	<u>′</u> 1	/I U	J	ν ₁	υ ₁ 0	0	V	U		٠	20	U

To a		1		7	_	1			1			7						-	 -			<u> </u>
Unknown	12	0	25	C	9	0	29	0 27	0	19	0 0	0	0	0 0	0 0	0	0	0	0	0	121	0
US Airways/Continental Video	0	0	0	C	0	0	0	0 0	0	0	0 0	0	0	0 0	0 0	0	0	0	0	0	0	0
Subtotal Misc. Source:	26		39		27		50	0 40	_	36	0 0	0	0	0 0	0 0	0	0	0	0	0	218	0
Sub Total:	1,886	3,498	1,508	0	24,629	0	13,629	0 3,524	_	•	0 3,084		4,992	0 11,042	0 11,026	0	11,830	0	5,718	0	79,105	3,498
								Previou	s Fiscal	Year Publica	ations - 20	005										
Magazine																						
2004 Official FL Vac Guide	0	0	0	C	0	0	0	0 0	0	0	0 0	0	0	0 0	0 0	0	0	0	0	0	0	0
FL Official Travel Guide 04	0	0	0	C	0	0	0	0 0	0	0	0 0	0	0	0 0	0 0	0	0	0	0	0	0	0
FLAUSA International Travel Planner 04	0	0	0	C	0	0	0	0 0	0	0	0 0	0	0	0 0	0 0	0	0	0	0	0	0	0
Fortune Jul 04	0	0	0	C	0	0	0	0 0	0	0	0 0	0	0	0 0	0 0	0	0	0	0	0	0	0
Frommers Budget Travel Feb 04	0	0	0	C	0	0	0	0 0	0	0	0 0	0	0	0 0	0 0	0	0	0	0	0	0	0
Great Florida Getaways Dec 04	0	0	0	C	0	0	0	0 0	0	0	0 0	0	0	0 0	0 0	0	0	0	0	0	0	0
Great Florida Getaways May 04	0	0	0	C	0	0	0	0 0	0	0	0 0	0	0	0 0	0 0	0	0	0	0	0	0	0
House & Garden Jun 04	0	0	0	C	0	0	0	0 0	0	0	0 0	0	0	0 0	0 0	0	0	0	0	0	0	0
Money Jun 04	0	0	0	C	0	0	0	0 0	0	0	0 0	0	0	0 0	0 0	0	0	0	0	0	0	0
Play Florida Golf Jan 04	0	0	0	C	0	0	0	0 0	0	0	0 0	0	0	0 0	0 0	0	0	0	0	0	0	0
Play Florida Golf Jul 04	0	0	0	C	0	0	0	0 0	0	0	0 0	0	0	0 0	0 0	0	0	0	0	0	0	0
Southern Living May 04	0	0	0	C	0	0	0	0 0	0	0	0 0	0	0	0 0	0 0	0	0	0	0	0	0	0
Southern Living TVL FL June 04	0	0	0	C	0	0	0	0 0	0	0	0 0	0	0	0 0	0 0	0	0	0	0	0	0	0
Southern Living TVL FL May 04	0	0	0	C	0	0	0	0 0	0	0	0 0	0	0	0 0	0 0	0	0	0	0	0	0	0
Subtotal Previous Magazines:	0	0	0	0	0	0	0	0 0	0	0	0 0	0	0	0 0	0 0	0	0	0	0	0	0	0
								Previou	s Fiscal	Year Newsp	aners - 20	005	•							•		
Newspaper								1101100	0 1 100ai	rour Homop	<u>арого де</u>	,,,,,										
Boston Globe Feb 04 - Editorial	0	١ ،	0		ıl o	0	0	0 0	0	٥	0 0	1 0	٥	0 0	ol ol	0	ا ما	٥	0	0	n	0
Boston Globe Nov 04	0	0	0		0	0	0	0 0	0	0	0 0	0	0	0 0	0 0	0	0	0	0	0	0	0
NY Times	0	0	0		, 0	0	0	0 0	0	0	0 0	0	0	0 0	0 0	0	0	0	0	0	0	0
Orlando Sentinel	0	0	0		, 0	0	0	0 0	0	0	0 0	0	0	0 0	0 0	0	0	0	0	0	0	0
Preprint In-State	0	0	0		0	0	0	0 0	0	0	0 0	0	0	0 0	0 0	0	0	0	0	0	0	0
Preprint-Newspaper Insert	0	0	0		0	0	0	0 0	0	0	0 0	0	0	0 0	0 0	0	0	0	0	0	0	0
USA Weekend Insert May 04	0	0	0		0	0	0	0 0	0	0	0 0	0	0	0 0	0 0	0	0	0	0	0	0	0
Subtotal Previous Newspapers:	0	0	0		0	0	0	0 0	0		0 0	0	0	0 0	0 0			0	0	0	0	
	4 000	0 400	4 500		0 1 000	0	, ,	0 0 504	·		0 000	, 0	4 000	ų į	ů ů	- 0	44.000	0		0	00 455	0 100
GRAND TOTAL:	1,886	3,498	1,508	0	24,629	0	13,629	0 3,524	0	6,287	0 3,084	0	4,992	0 11,042	0 11,026	0	11,830	0	5,718	0	99,155	3,498
Web Site Access												_										
Total Views	155,790	243,783	211,611	C	181,328	0	278,871	0 380,408	0	312,032	0 237,676	0	350,758	0 359,867	0 358,612		229,811	0	167,634	0	3,224,398	243,783
Unique Monthly Visitors	30,215	54,529	24,317	C	23,869	0	40,137	0 46,674	0	48,081	0 45,983	0	62,428	0 47,567	0 48,572	0	51,949	0	41,175	0	510,967	54,529
Web URLS (www.xx.paradisecoast.com)		,				1			•													
aaa - AAA Going Places	6	0	0	C	0	0	36	0 0	0	1	0 52	2 0	67	0 8	0 12	0	140	0	0	0	322	0
af - Arthur Frommers	0	0	1	C	0	0	68	0 38	0	1	0 2	2 0	0	0 0	0 0	0	1	0	0	0	111	0
ar - AARP	0	0	0	C	0	0	0	0 0	0	0	0 0	0	0	0 0	0 0	0	0	0	0	0	0	0
au - Audobon	0	0	4	C	2	0	8	0 1	0	34	0 3	0	0	0 2	0 0	0	0	0	0	0	54	0
ca - TSAE Capital Executive	0	0	0	C	0	0	0	0 0	0	0	0 0	0	0	0 0	0 0	0	0	0	0	0	0	0
cl - Country Living	0	0	0	C	0	0	0	0 0	0	0	0 0	0	0	0 0	0 0	0	0	0	0	0	0	0
cnt - Conde Nast Traveler	0	0	0	C	0	0	0	0 0	0	0	0 0	0	0	0 0	0 0	0	0	0	0	0	0	0
cp - paradisecoast.com	0	0	0	C	0	0	0	0 0	0	0	0 0	0	1	0	0	0		0		0		
cs - Convention South	0	0	0	C	0	0	0	0 0	0	0	0 1	0	0	0 0	0 0	0	1	0	0	0	2	0
ct - Chicago Sun Tribune	0	0	0	C	0	0	0	0 0	0	0	0 0	0	0	0 0	0 0	0	0	0	0	0	0	0
df - paradisecoast.com	1	0	0	C	0	0	0	0 0	0	1	0 5	0	1	0 0	0 0	0	0	0	0	0	8	0
ek - Every Kiss Magazine	0	0	0	C	0	0	0	0 1	0	0	0 0	0	0	0 0	0 0	0	0	0	0	0	1	0
fg - Summer Family Getaway	0	0	0	C	0	0	0	0 1	0	0	0 0	0	0	0 0	0 0	0	1	0	0	0	2	0
fly - Southwest Airlines Inflight magazine Spirit	53		78		5	0	2	0 3	0	0	0 0	0	0	0 1	0 1	0	0	0	0	0	143	0
free - 4th Night Free ads	23	0	21		0	0	21	0 0	0	1	0 20	0	2	0 4	0 2	0	0	0	0	0	94	0
fv - FLAUSA Official Vacation Guide (2005)	0	0	50	C	0	0	2	0 54	0	28	0 56	0	32	0 5	0 22	0	61	0	0	0	310	0
gg - Great Florida Getaways	0	0	0	C	0	0	0	0 0	0	0	0 0	0	0	0 0	0 0	0	0	0	0	0	0	0
golf - Play FL Golf	0	0	0	C	0	0	0	0 0	0	1	0 0	0	0	0 0	0 0	0	0	0	0	0	1	0

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go - Goo Selson			-		-		7		_					, ,					7		7				23 OT	۷,
gill - Green per per le Leaster 0	gs - Geo Saison	0	0	0	0	0	0	0	0	0	0	0 (0	0	0	0	0	0 (0	0	0	0	0	0	0	1
BB- Clark Personal Card Guide	0 1	0	0	0	0	0	0	0	0	1	0	5 (0	0	0	0	0	0 1	0	0	0	0	0	7	0	ı
Ex-Propert in Exemptors Tower Planers Towe		0	0	0	0	1	0	2	0	0	0	2 (0	0	0	0	0	0 (0	3	0	0	0	8	0	i
The Property in Scales	gsb - Gulfshore Business Golf Guide	0	0	0	0	0	0	0	0	0	0	0 (0	0	0	0	0	0 (0	0	0	0	0	0	0	ı
The Modern Broke The Modern B	ip - Florida International Travel Planner	0	0	1	0	2	0	4	0	1	0	0 () 3	0	3	0	0	0 1	0	26	0	0	0	* * 1	0	ı
19- MR Crope	is - Preprint In-State	7	1,769	3	0	1	0	1	0	0	0	0 (5	0	13	0	5	0 5	0	13	0	491	0	544	1,769	ı
In - Many Herwind	mb - Modern Bride	0	0	0	0	0	0	0	0	0	0	2 (26	0	6	0	4	0 2	2 0	4	0	0	0	44	0	ı
mit - NNI Stream Relevork 0 0 0 0 0 0 196 0 25 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	mg - MNI Group	0	0	0	0	0	0	0	0	0	0	0 (0	0	0	0	0	0 (0	0	0	0	0	0	0	ı
nn - MR Esecutive	mh - Miami Herald	1	1,895	28	0	23	0	1	0	2	0	1 (0	0	5	0	2	0 1	0	87	0	727	0	878	1,895	ı
no- The Meeting Planner Guide 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	ml - MNI Home Network	0	0	0	0	0	0	19	0	25	0	0 (0	0	0	0	0	0 (0	0	0	0	0	44	0	ı
Inst. Meriting South Substituting South Substi	mn - MNI Executive	0	0	0	0	0	0	0	0	0	0	0 (0	0	0	0	0	0 (0	0	0	0	0	0	0	ı
nsx - American Express Direct Mal 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	mp - The Meeting Planner Guide	0	0	0	0	0	0	0	0	0	0	0 (0	0	0	0	0	0 (0	0	0	0	0	0	0	ı
Path Reserved No. Path	mss - Meetings South	0	0	0	0	0	0	0	0	0	0	0 0	0	0	0	0	0	0 (0	0	0	0	0	0	0	ı
na - NTA Courier 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	mx - American Express Direct Mail	0	0	0	0	0	0	0	0	0	0	0 (0	0	0	0	0	0 (0	0	0	0	0	0	0	ı
0	nature - Audobon	0	0	0	0	0	0	0	0	0	0	0 (0	0	0	0	0	0 (0	0	0	0	0	0	0	ı
10 - Pain Beach Post 21 30 0 0 0 0 22 0 0 0 0	nta - NTA Courier	0	0	0	0	0	0	0	0	0	0	1 (0	0	0	0	0	0 (0	0	0	0	0	1	0	ı
Pym - Pim Your Meetings	os - Orlando Sentinal	0	0	1	0	0	0	0	0	0	0	0 (0	0	0	0	0	0 1	0	0	0	0	0	2	0	ı
rd - Readers Dipest 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	pb - Palm Beach Post	21	30	0	0	0	0	22	0	0	0	0 (0	0	21	0	0	0 (0	0	0	135	0	199	30	l
Say	pym - Plan Your Meetings	0	0	0	0	1	0	0	0	0	0	39 () 1	0	0	0	0	0 (0	0	0	0	0	41	0	l
Be - Sports Events South	rd - Readers Digest	0	0	0	0	0	0	0	0	1	0	0 (0	0	0	0	0	0 (0	0	0	0	0	1	0	l
al - Southern Living 1 0 1 0 1 0	sa - Skylights	0	0	0	0	0	0	0	0	1	0	1 () 3	0	1	0	0	0 1	0	2	. 0	0	0	9	0	1
sin Successful Meetings	se - Sports Events South	0	0	0	0	0	0	0	0	0	0	0 (0	0	0	0	0	0 (0	0	0	0	0	0	0	1
ss - Sun Sentinel 0	sl - Southern Living	1	0	1	0	0	0	4	0	2	0	1 (19	0	0	0	0	0 (0	0	0	0	0	28	0	ı
Ta - FL Official Industry Guide	sm - Successful Meetings	1	0	0	0	0	0	0	0	0	0	0 (0	0	0	0	1	0 (0	0	0	0	0	2	0	1
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Collier County CVB

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Requests by State

For the Month of October 2005 & 2006

STATE	<u>CurrentYear</u>		PreviousYear	
ND	10	0.29%	1	0.06%
VT	10	0.29%	2	0.11%
DC	8	0.23%	3	0.17%
NH	8	0.23%	8	0.45%
MT	6	0.17%	1	0.06%
AK	5	0.15%	2	0.11%
RI	5	0.15%	8	0.45%
UT	5	0.15%	6	0.34%
AP	4	0.12%	1	0.06%
н	3	0.09%	1	0.06%
WY	3	0.09%	2	0.11%
VI	1	0.03%	0	0.00%
AE	0	0.00%	2	0.11%
Grand Total:	3434		1769	

Collier County CVB Requests by Country

For the Month of October 2005 & 2006

COUNTRY	Current Year		Previous Year	
USA	3,434	97.28%	1,769	93.95%
Canada	45	1.27%	34	1.81%
England (Great Britian)	23	0.65%	11	0.58%
Germany	5	0.14%	48	2.55%
Pakistan	3	0.08%	2	0.11%
Belgium	2	0.06%	2	0.11%
Italy	2	0.06%	1	0.05%
Argentina	1	0.03%	1	0.05%
Australia	1	0.03%	0	0.00%
Brazil	1	0.03%	0	0.00%
China	1	0.03%	1	0.05%
France	1	0.03%	4	0.21%
Ghana	1	0.03%	1	0.05%
Hungary	1	0.03%	0	0.00%
India	1	0.03%	0	0.00%
Iran	1	0.03%	0	0.00%
Iraq	1	0.03%	0	0.00%
Ireland	1	0.03%	0	0.00%
Nigeria	1	0.03%	0	0.00%
Norway	1	0.03%	0	0.00%
Poland	1	0.03%	1	0.05%
Sweden	1	0.03%	0	0.00%
Switzerland	1	0.03%	0	0.00%
Austria	0	0.00%	3	0.16%
Cyprus	0	0.00%	1	0.05%
Netherlands	0	0.00%	4	0.21%
Grand Total:	3,530	_	1,883	_