

STAFF REPORTS

TOURIST DEVELOPMENT COUNCIL MEETING

January 26, 2009



Director Report

Jack Wert, FCDME
Executive Director



Director Activities

- **Research Meetings in UK & Germany**
- **World Travel Market**
- **Partner Meetings and Roundtables**
- **FGCU Resort & Hospitality School Presentation to Freshman Class**
- **Vakantiebeurs Trade Show- Netherlands**
- **Children's Museum Groundbreaking**

Tourist Tax Collections

- Fiscal Year

- Month of December **-\$1,934 (-.24%)**
- Actual vs. Projection **-\$11,342 (-1.4%)**
- YTD (3 Months) **-\$197,746 (-9.81%)**

- Calendar Year

- YTD (12 Months '08) **+\$254,908 (+1.78%)**

Tourist Tax History & Projection

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Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year Total
1999	640,480	1,267,608	1,317,499	1,371,476	784,833	488,066	364,773	433,180	345,039	308,092	429,610	512,719	8,263,375
2000	700,014	1,238,022	1,410,142	1,465,756	855,005	521,455	451,648	414,920	364,720	340,269	402,161	567,687	8,731,799
2001	729,455	1,392,218	1,484,889	1,560,447	889,288	553,759	410,521	484,722	361,650	217,367	318,386	453,326	8,856,028
2002	583,811	1,227,724	1,413,825	1,533,979	821,961	494,400	364,389	370,036	395,650	271,002	375,384	491,145	8,343,306
2003	597,396	1,138,004	1,356,372	1,480,581	873,340	553,456	398,901	426,851	408,007	340,101	377,056	585,332	8,535,397
2004	689,388	1,204,591	1,674,850	1,688,035	1,018,887	588,052	452,253	521,027	580,653	374,394	534,965	567,158	9,894,253
2005	839,654	1,400,804	1,657,258	2,015,875	997,580	661,153	507,831	542,394	385,377	338,173	523,284	836,793	10,706,176
2006	1,058,211	1,735,579	2,241,964	2,441,129	1,500,894	954,244	734,243	725,247	544,998	436,452	605,668	859,051	13,837,680
2007	1,056,702	1,835,999	2,338,801	2,608,708	1,501,529	907,302	746,001	710,183	622,286	525,638	689,286	800,592	14,343,027
2008	1,240,865	1,923,205	2,310,172	2,713,577	1,577,193	866,202	805,292	757,042	586,617	399,869	619,243	798,658	14,597,935
Proj 09	1,122,300	1,867,600	2,363,500	2,644,800	1,513,800	870,000	741,000	752,400	586,000	400,000	620,000	810,000	14,291,400

Web Activity

Miles Media Group



Measurement Dashboard

December 2008

LM = vs. last month | IB= vs. Industry Benchmarks | B = vs. baseline



Good



Not Significant



Needs Attention

ENGAGEMENT

Time on Site: **5.33**

Minutes

LM	IB	B
	5.16	5.38

Bounce Rate: **34.8%**

of Home Page

	33%	28.5%
	45.3%	39.4%

Bounce Rate: **47.8%**

ACTIVITY

23,084 visits

LM	
	16%

110,701 pg views

	15%
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SIGNALS OF INTENT TO TRAVEL (SITs)

Total conversions

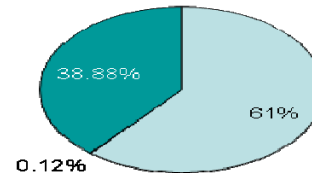
0.9%

of total pg views

989

Signals of Intent to Travel

SOURCES OF TRAFFIC



Legend:
 Search Engines
 Campaigns
 Other Sources

Baseline average percentages for 2007*:

Search Engines:
14%

Other:
86%

* Baseline data per Urchin5

MOST REQUESTED PAGES

- Home Page
- Events Calendar
- Attractions
- Accommodations Listings
- Beaches & Parks

CAMPAIGN RESPONSE

28
Total Responses

0.12%
Percent of total visits

CONVERSION BREAKDOWN

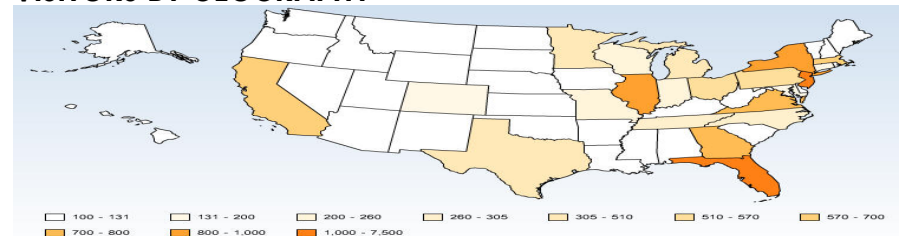
Guide Orders **173**

LM	
	N/C

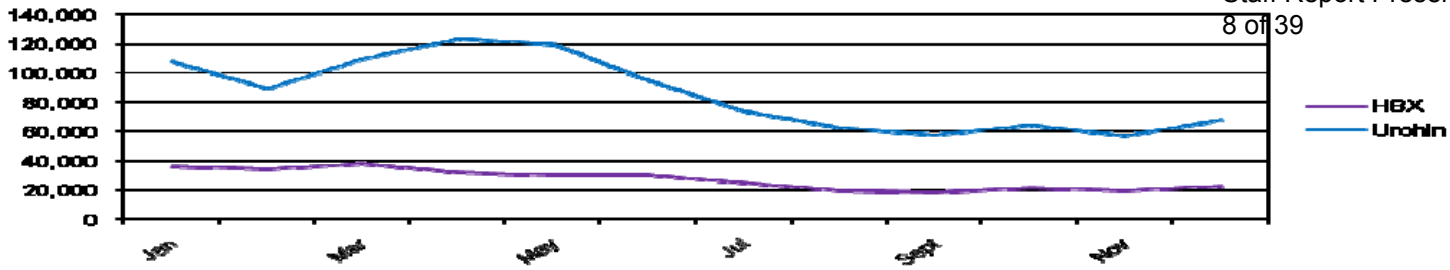
Book Hotel **816**

	30%
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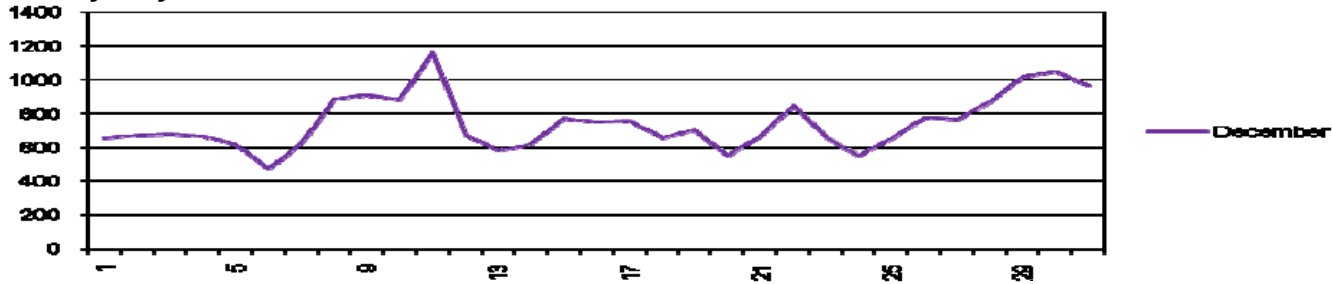
VISITORS BY GEOGRAPHY



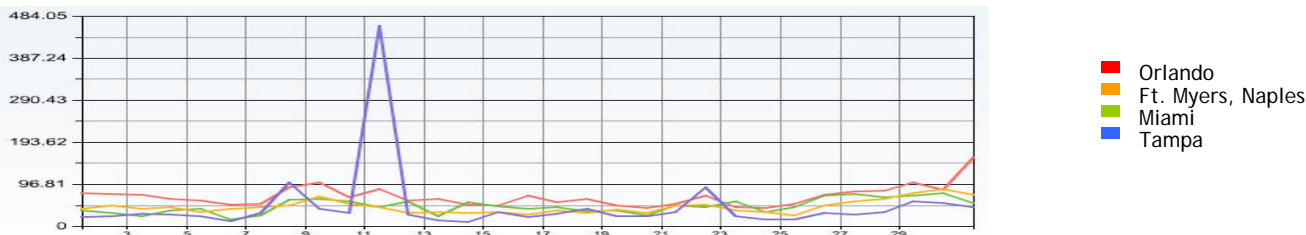
Visits – Urchin vs. HBX



Visits by Day for This Month

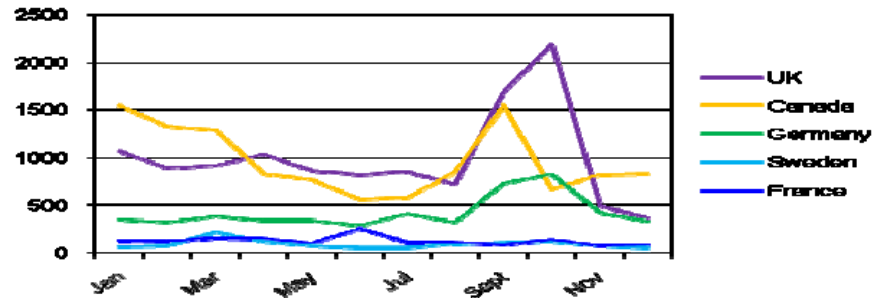


Trended Top 4 Markets for Month



International

Country	Unique visits for Month	LM	% Change
USA (% of all traffic)	88%	5%	↑
International:	12%	25%	↓
Canada	835	0.9%	↑
Germany	331	21%	↓
UK	368	25%	↓



Search Engine Management

Sales & Marketing Technologies



Web Site Trends

	September	October	November
Page Views	247,279	300,185	403,294
S.E. Referrals	13,031	15,340	16,437
Sessions	58,285	64721	57661
Sign-ups	16	10	17
PPC Contacts	35	23	28

Last Month's Top Search Engine Referrals

1) Google

2) MSN

3) Yahoo

4) AOL

5) Ask Jeeves

Google Pay Per Click Review

	Spending	Clicks	CP Click	CP Lead	Convs
November	\$571.48	1,853	\$0.31	\$31.75	18
October	\$588.83	1,844	\$0.32	\$30.99	19
September	\$569.64	1,755	\$0.32	\$17.80	32

Yahoo! Search Marketing Pay Per Click Review

	Spending	Clicks	CP Click	CP Lead	Convs
November	\$446.96	1,153	\$0.39	\$44.70	10
October	\$477.64	1,223	\$0.39	\$119.41	4
September	\$461.25	990	\$0.47	\$153.75	3

Sales & Marketing

Debi DeBenedetto, CHA
Sales & Marketing Manager

December 2008/January 2009

Sales Report Debi DeBenedetto

24 Rfp's sent out Dec 2008

6132 potential room nights

10 opportunities from FSAE

2 groups booked 142 room nights

\$56,339 Sales generated

\$128,500 economic impact

Sales Projects

- **Volunteer FAM and Appreciation week**
January 1-11 with Jan. 7th FAM 37 attendees RSW
- **Florida Huddle Planning** - Tour Operator
- **Atlanta Show Planning** – Consumer
- **Encounter Follow up** – 31 personal letters and leads out
- **VIP – Values In Paradise solicitation**
- **TTG – Sweepstakes** – UK Tour & Travel Guide
- **Wedding Pages on website**

Trade Shows & Events

- **Wedding & Golf Leads sent out**
- **Advisory Roundtable – Dec. 12th**
- **Miami ASTA Show – Jan. 14th**
- **FSAE lunch Orlando – Dec. 4th**
- **Idss – 4 hours of continuing Education**

Sports Marketing

Ralph Pryor
Sports Coordinator

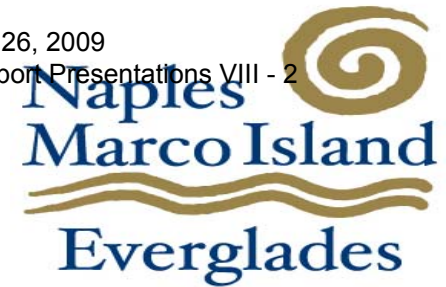




Sports Marketing

First & Second Quarter Economic Impact Report

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FY '09 First Quarter Total Direct Economic Impact:	\$529,160.00
FY '09 Second Quarter to Date: Total Direct Economic Impact:	\$186,050.00
FY '09 Total Direct Economic Impact (YTD):	\$715,210.00
FY '08 Total Direct Economic Impact (YTD):	\$499,161.00

Ralph Pryor



Sports Marketing



FY '09 First Quarter Hotel Revenue Report YTD

October '08 - December '08

Time Period	Average Room Rate	Total Rooms Blocked	Total Rooms Booked	Average Length of Stay	Actual Room Nights	Approximate Hotel Room Revenue	Tourist Tax Revenue	Expected SCCC Rebate
Naples Shark Shootout Soccer Tournament October 11-12, 2008	\$74.61	425	171	1.48	253	\$18,876.33	\$755.05	\$1,145.00
2008 SSUSA Winter Nationals November 13-16, 2008	\$84.42	402	166	3.02	502	\$42,378.84	\$1,695.15	\$2,180.00
Kelme Florida Cup January 10-11, 2009	\$114.80	446	494	2	765	\$87,822.00	\$1,488.40	\$3,825.00
FY '09 First & Second Quarter Report YTD	\$91.28	1273	831	2.2	1520	\$149,077.17	\$3,938.60	\$7,150.00

Ralph Pryor

Sports Marketing

Comparative FY '08 – '09



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	First Quarter		Second Quarter		3rd Quarter	4th Quarter	YTD Report		
	FY '08	FY '09 YTD	FY '08	FY '09	FY '08	FY '08	FY '07	FY '08	FY '09
Average Room Rate	\$94.72	\$74.61	\$143.47	\$114.80	\$91.58	\$78.51	\$141.80	\$102.07	\$91.27
Total Rooms Blocked	370	425	485	446	800	1,345	175	3,000	1,273
Total Rooms Booked	284	171	1,186	494	440	254	984	2,164	831
Average Length of Stay	2.10	1.48	1.83	2.00	1.67	1.67	1.72	1.81	1.80
Actual Room Nights	598	253	2,167	765	735	425	1,696	3,925	1,520
Approximate Hotel Revenue	\$53,466.15	\$18,876.33	\$310,899.49	\$87,822.00	\$67,309.74	\$33,366.75	\$304,171.76	\$465,042.13	\$149,077.17
Tourist Tax Revenue	\$2,138.64	\$755.05	\$12,435.98	\$1,488.40	\$2,692.39	\$1,334.67	\$12,166.87	\$18,601.69	\$3,938.60
Expected SCCC Rebate	\$2,285.00	\$1,145.00	\$5,480.00	\$3,825.00	\$2,855.00	\$1,730.00	\$5,335.00	\$12,350.00	\$7,150.00

Ralph Pryor



Sports Marketing



Upcoming Area Events:

- 2009 Olde Naples Surf Shop Pro/Am Skim Jam, Naples, Florida, January 24, 2009
 - Pedaling for Pathways, Naples, Florida, January 25, 2009
- 2009 Collier County/Sweetbay Senior Games, Naples, Florida, February 6-27, 2009
- The ACE Group Classic Hosted by Peter Jacobsen, Naples, Florida, February 16-22
 - 2009 NSA Winter World Series, Naples, Florida, February 20-22, 2009
- East Coast vs. West Coast Girls HS Lacrosse, Naples, Florida, March 28, 2009

Ralph Pryor

Public Relations

JoNell Modys

P.R. & Communications Manager



PR & Communications

Dec 08- Jan 09



- **Toronto Media Reception Jan. 23**
- **HSMAI Awards Jan. 26**
- **Travel media e-News**
- **Industry e-News**
- **Green lodging release**
- **Holiday events & shopping release**
- **2009 Events release**



PR & Communications

November 08

Journalists in the region:

Spa magazine

Kevin Rollason – Winnipeg Free Press (Canada)

Ron Kapon – freelance wine/travel/food writer

Grant Fraser – Tee to Green Magazine (Canada)

Lynn Langway – Diversion Magazine

Frommer's Guide – Marco Island update

Phillipe Medioni – City Life Magazine (France)



In the News...

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- *Woman's World* – Paradise Coast feature.
- *Popular Photography & Imaging* – Photo trip from Miami to Everglades City. CVB provided location and photo taking suggestions.
- *Miami Herald* – Get a fresh look at the Everglades by Kayak. Also picked up by other McLatchey papers.
- *Florida Travel + Life* – 52 Great Weekend Getaways includes Everglades City and Ritz-Carlton Golf Resort. CVB contributed news, suggestions and photos.
- *Sophisticated Living* – Naples feature and overview of wine festival. From Oct. 08 CVB FAM.

Film Office

Maggie McCarty
Film Commissioner





OPERATIONS

- VISION NET Uploads
- Berlinale/European Film Market Prep
- Regional Film Offices & Commissioners
(Tampa, St. Petersburg/Clearwater, Charlotte
County, Lee County and Sarasota)
- Scout-National Geographic Channel
- Screening- “Big Cypress: The Western
Everglades”



Dan Leavitt from VeriScope
Pictures/Boston for National
Geographical Channel

Elam Stoltsfus and Clyde Butcher
being interviewed following the
press screening at Rookery Bay





Film Activity

PRODUCTIONS

- 1 documentary films
- 1 print commercial
- 2 TV commercials
- 2 TV series



HGTV's "My House Is Worth What?"

WORKING LEADS

- 9 pending projects

Fulfillment Report

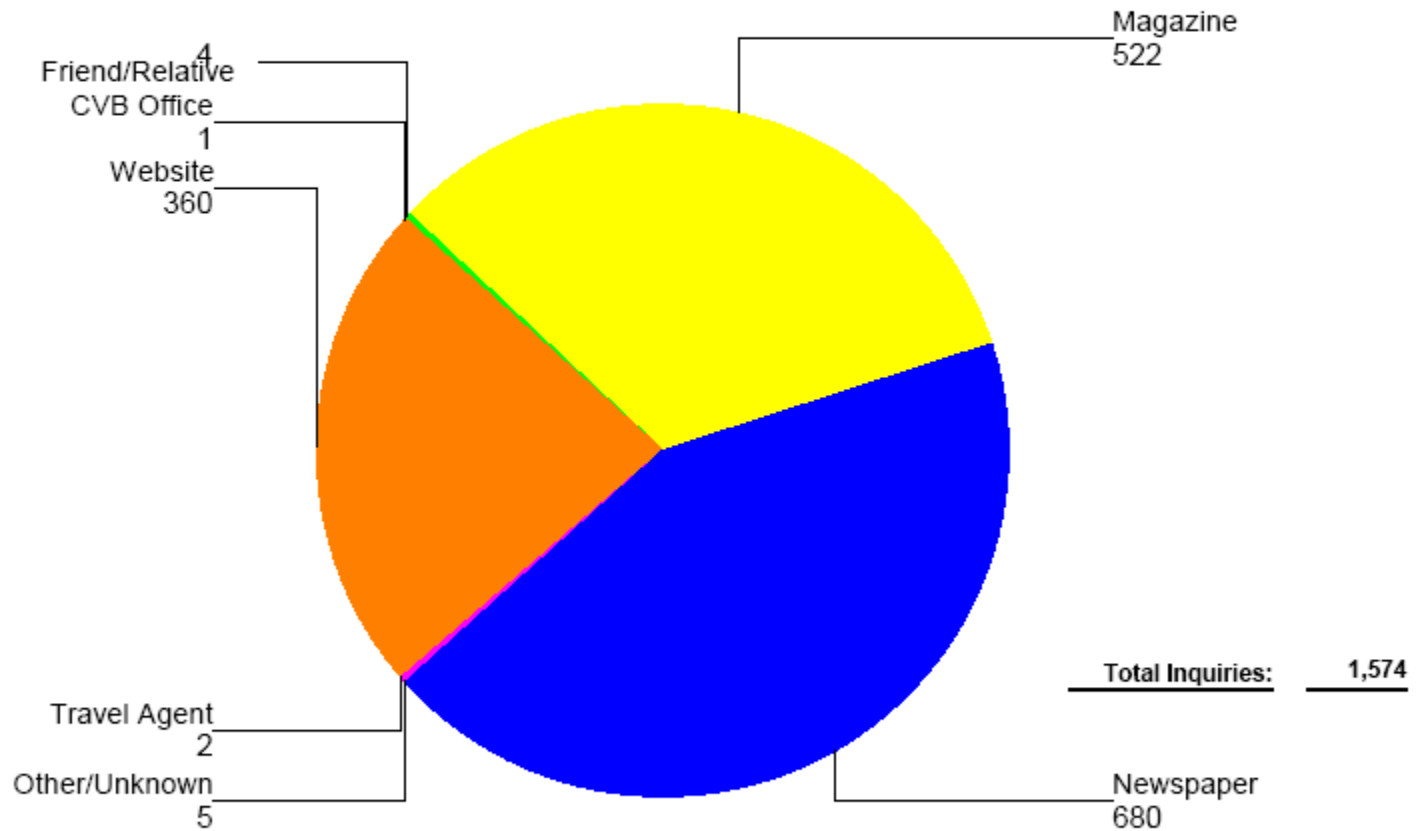
Ginny DeMas
Phase V



Naples, Marco Island, Everglades CVB

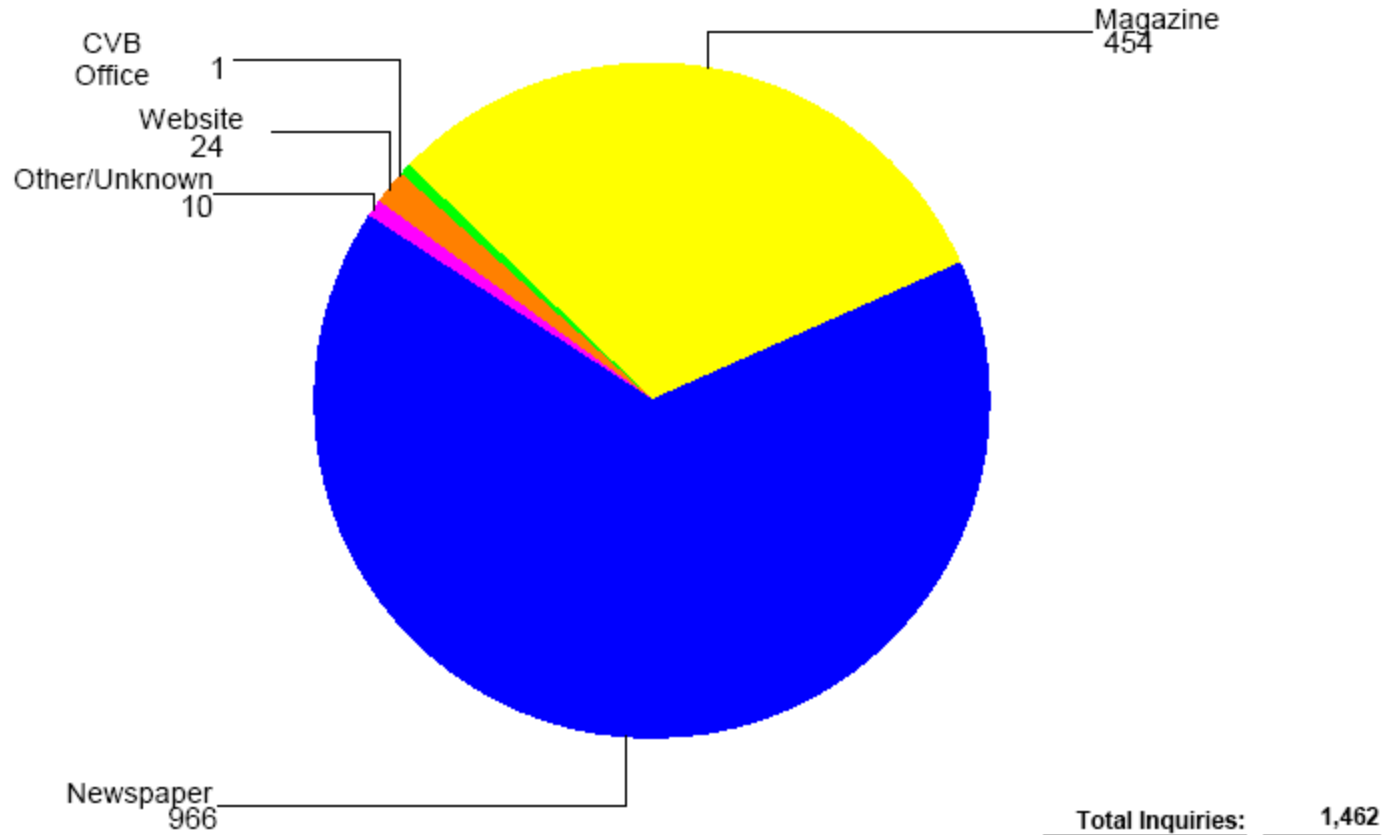
Request Summary by Source

For the month of December 2007

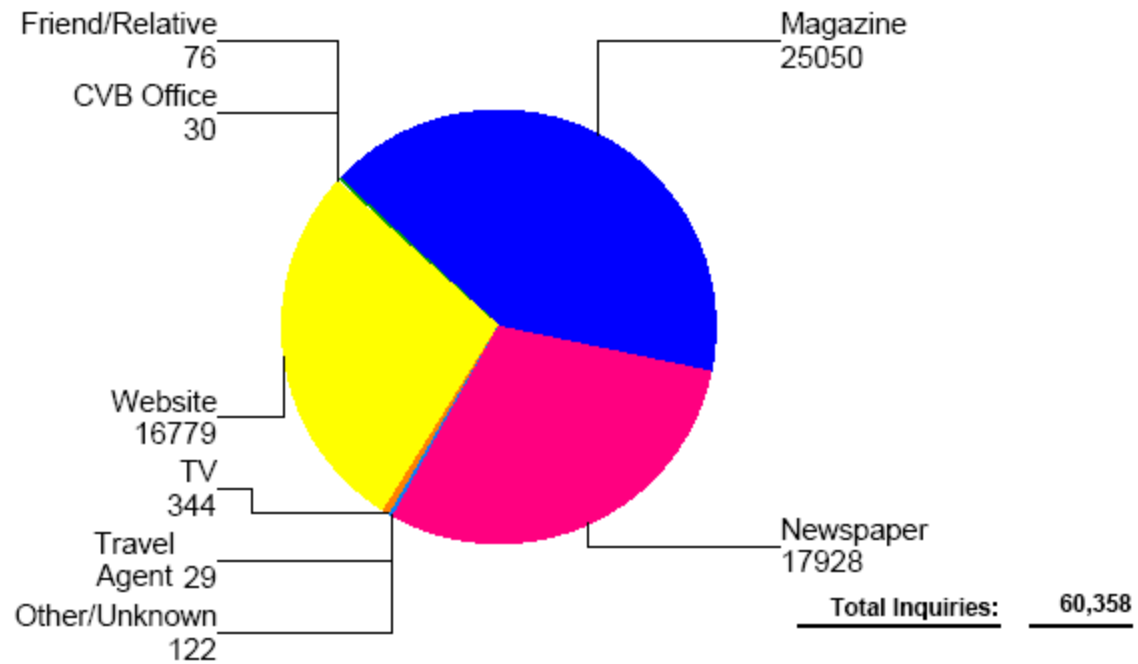


Naples, Marco Island, Everglades CVB Request Summary by Source

For the month of December 2008



Naples, Marco Island, Everglades CVB Request Summary by Source Calendar Year 2008



Inquiries – Leading 4 Countries Dec 2008

2007

USA

UK

Canada

Germany

2008

USA

UK

England

Canada

Inquiries - Leading 6 States

Dec 2008

2007

Florida

New York

Texas

Pennsylvania

Ohio

Illinois

2008

Florida

New York

Texas

Pennsylvania

Illinois

Ohio

Collier County CVB Inquiries by Type Calendar Year

	Dec 08	Y-T-D
Phone	157	2,814
Publications	3,234	46,922
Web site	34	5,644
Info@ParadiseCoast	4	101

Misc. CVB Services Calendar Year

	<u>Dec 08</u>	<u>Y-T-D</u>
Hotel Bookings	4	58
Info Center Shipments	1,319	19,744
Editorial Gen Calls	53	561
Mtg Planner Calls	1	17
Storm Info Calls	0	11
Storm Accommodations	0	502
Sports Council	2	7

Website Live Chat Statistics - Dec 2008

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Topic	# of chats
Accommodations	9
Airport	3
Arts & Culture	0
Attractions	3
Beaches	1
Charters and Tours	1
Contact	0
CVB Department	0
Dining & Nightlife	1
Directions	0
Discover	0
Events & Festivals	3
Family	0
Golf	1
Island Information	0
Media	1
Misc.	4
Outdoor Activites	0
Relocation	1
Salons & Spas	0
Shopping	0
Sports	0
Temperature	0
Transportation	3
Visitor's Guide	0
Wedding	0
Totals	31

Misc. CVB Services Dec 2008

Publication	MONTH	YTD	% OF TOTAL						
Golf Guide									
Play FL Golf	184	337							
Golf Guide Total:	184	337	20.98%						
Magazine									
Florida Sun	18	18							
Magazine Total:	18	18	1.12%						
Media									
Montreal Addison	6	6							
Toronto Addison	8	8							
Media Total:	14	14	0.87%						
Meeting Planners									
Meeting Planner Kit	6	17							
MP Non-Kit Fulfillment	1	2							
Meeting Planners Total:	7	49	3.05%						
Trade Show Total:	0	0	0.00%						
Travel Agents									
London Addison	171	171							
Montreal Addison	467	467							
Other/Unknown	1	2							
Ottawa-Gatineau Addison	104	104							
Toronto Addison	442	442							
Travel Agents Total:	1,185	1,186	73.85%						
Total Fulfilled via Mail from Phase V:	1,408	1,606							



Thank You

