



## SALES DEPARTMENT- Debi DeBenedetto and Jennifer Leslie

### Industry Relations

- FSAE Annual Meeting Planning Committee
- HSMAI bi-monthly meeting
- Dec 16<sup>th</sup> Advisory Roundtable
- Philadelphia Sales Blitz planning committee started
- iDSS preparation to go live with partner Rfp retrieval Feb 1
- 8 hotel partners to attend Florida Huddle with CVB for Jan. 24<sup>th</sup>
- Negotiations for new website booking engine
- Tourism Week awards preparations have begun

### New Product Development

- Theme promotion packages request
- Industry newsletters – proof and concept
- Updates to Meeting planner section for website
- Partner contact to update Planner specials on website
- Alan Maltz project negotiations

### Promotions

- Started and completed VIP participation sign up for 2010.
- Proof and web design approval and coordination for VIP.



## **FAMS**

- JTA Fam UK – 10 Top agents planned for Dec. 1-4 hosted
- Bon Voyage Fam UK – planned for 10 top agents Dec 4-6 hosted
- DERTOUR Fam itinerary planned for an April Fam
- Planned post Florida Huddle tour operator Fam – cancelled due to lack of participation – Many are coming on own with special arrangements
- Escorted site for December for American Holistic Nurses Assn
- Assisted several planners in group tour and offsite activity planning
- Rotary group assistance booked for Sept. 2010

## **Trade Shows -Debi**

- Florida Encounter Trade show Nov. 14-17
- Luxury Travel Show Las Vegas attended
- Preparation and attendance for HelmsBriscoe Annual Meeting Jan. 20-23, 2010
- 33 Rfp Leads sent out November 15- Jan. 14 – 7,359 potential room nights –
- 9 Groups booked since last report for 2,311 rooms nights booked
  - \$552,00 estimated room revenue
  - estimated economic impact 2.3 million

## **Visitor Services**

- New 2010 Visitor guides distributed to all Visit Florida Welcome centers and all local Visitor centers



## **PUBLIC RELATIONS & COMMUNICATIONS- JoNell Modys & Angela Bryant**

### **Call Performance**

One third of the inbound calls to our call center in December were generated by our toll free editorial line, that is used in travel stories about our destination.

**Recent Publicity Highlights-** *Click on highlighted text to view online version of story.*

### **CAroundTheWorld.com**

#### **[5 Reasons to Visit Naples – Right Now](#)**

Former USA Today travel editor Chris Gray Foust was vacationing on Sanibel over the Christmas holiday. She contacted CVB to inquire about what's new, interesting, of value, etc. We supplied information, contacts at various properties and arranged a visit to Naples Tomato to sample the mozzarella bar. She has published her 5 Reasons to Visit Naples – Right Now blog, and is working on a story about Naples Values for a major newspaper.

### **Atlanta Journal Constitution**

#### **[Weekend in Marco Island, Fla.](#)**

December 30, 2009

Story on where to stay, eat, play and how to get to Marco Island, Fla. Result of ongoing pitches to AJC travel staff and submission of information on request. Story includes CVB Web site and uses CVB photography.

### **Die Ziet**

#### **[Der Duft der Sümpfe: In Floridas Süden blühen legendäre wilde Orchideen, begehrt von Naturfreunden und Dieben](#)**

December 23, 2009

Story on native orchids in Southwest Florida, focused around the ghost orchid at Fakahatchee Strand. VISIT FLORIDA's German PR office referred the request for assistance to the CVB on an extensive itinerary for the writer.

### **Toronto Star**

#### **[Where gators rule the Sunshine State: Nature, not the Mouse, rules in the Sunshine State's Everglades](#)**

October 9, 2009-Story on natural wonders of the Everglades, includes detailed account of Airboats & Alligators trip on Lake Trafford, details of visiting Everglades City and Chokoloskee and stories about the wondrous occurrences that take place during excursions with Everglades Area Tours. This is the 2<sup>nd</sup> story by Jim Byers the Toronto Star resulting in a press trip arranged by BCF/CVB last Feb.



## **Press in Destination**

CVB Meetings FAM, coordinated by BCF and staff by CVB, Jan 6-8, included representatives from **Prevue** and **M&C** magazines.

**Southern Living** followed up with its research visit in November by sending a photographer to shoot Naples Bay Resort & Marina and Keewaydin Island Jan 13-15. Keewaydin is included in the upcoming "Secret Southern Beaches" feature, tentatively scheduled for April 2010.

The CVB/BCF received a last minute request which was fulfilled for a research visit by writer Andy Schrader to visit Jan. 8-9 to research a story on Big Cypress National Preserve for **WestJet Up** magazine and possibly **Southern Living**.

BCF coordinated a FAM for the editor of **Modern Babies & Children** Dec. 23-29.

CVB assisted freelance writer Chris Gray Foust with information and contacts as well as a press dinner during her visit to the region over Christmas. She has written a story for her heavily followed blog, **CAroundTheWorld.com**.

BCF coordinated a visit by freelance meetings and travel writer Stephen Winston Dec. 10-13. He is pitching various publications.

The CVB arranged an itinerary including Marco Island Marriott, Greenlinks Golf Resort & other locations for UK golf writer Andy Griffin for a destination feature in **Going For Golf** Dec. 4-11. BCF is coordinating four upcoming press visits and CVB is working with International team on several others.

## **News Releases**

What's New – Issued to Paradise Connection Travel Media E-News list

Romance on the Paradise Coast – Issued to Paradise Connection Media E-News list.

2010 Events – Release issued and pitched by BCF to calendar editors.

Pro Bowl TweepStakes – Agency released along with announcement of Football Fan specials on Web site.

Paradise Priced Perfectly + Affordable Romance – Agency released to coincide with winter campaign launch

Cougar town Promo – Agency drafted with input from CVB and ABC for release in advance of campaign.



## **Media Relations**

CVB registered as a partner with International Travel Writer's Alliance – notice appeared in January 2010 bulletin to media.

Ongoing contacts with multiple media outlets by CVB and BCF in response to leads and direct inquiries.

## **International PR**

Numerous leads for press visits forwarded to CVB.

## **Social Media**

Twitter and Facebook postings detailing destination news, area events, discussion on stone crab dining, etc.

Gathering info and prize for TweepStakes promo.

## **Future Projects**

New York City CVB media event date selected, February 11, 2010. Location secured at Ramscale Loft. Several key partner commitments in process to highlight new and newsworthy destination stories. BCF working to secure press RSVP's.

Late January possible German Spa writer FAM.

February FAM for top Canadian writer to cover Marco Island.

Consumer FAM tentative for March.

Outdoor FAM tentative for April.

Establish contract procedures with purchasing to begin relationships with video vendors for Adventures in Paradise video series production.



**BCF Activity Report**

Staff	Job #/DESCRIPTION	STATUS
<b>MEDIA EVENTS PROMOTIONS</b>		
MS/JK/KM	NYC Media Event (Feb 11, 2010)	Agency distributed media event rich email invite on 1/12 and conducting ongoing pitching to more than 230 national media outlets based in NYC. As of 1/13, secured RSVPs from publications such as <i>AirTran's Go Magazine</i> , <i>American Spa Magazine</i> , <i>Journal Press Syndicate</i> , <i>Beauty News NYC</i> , <i>African American Golfer's Digest</i> and more. Agency continues to pitch and coordinate event details with participating tourism partners and third-party vendors.
MS/JK/KM	ProBowl Tweepstakes	Agency presented and spearheaded Tweepstakes promotion to reach visitors in advance of the ProBowl.
MS	Wedding Website Templates	Agency presented idea to bolster both media and consumer attention to Collier County as a wedding destination. Agency drafted scope of project.
<b>SOCIAL MEDIA</b>		
MS	Twitter and Facebook pages	Agency continually posting tourism partner news and destination updates to Twitter and Facebook updates daily.
LW	Paradise Press / Paradise Connections	Agency distributed Paradise Connection 1/5. Drafting next issue of Paradise Press.
<b>MEDIA RELATIONS</b>		
KJ	2010 Events release	Agency drafted and pitched to more than 100 calendar editors.
MS	Pro Bowl Tweepstakes/Football Fans Deals release	Agency drafting and awaiting live site link to football fans deals website.
MS	Affordable Romance release	Agency drafting release to include Paradise Priced Perfectly deals and romantic activities.

MS	Secret Treasures release	Agency drafting.
MS	MSNBC.com media lead	Pitched Harriett Baskas regarding unique holiday boat parades in Naples and Marco Island.
MS	<i>iVillage</i> media lead	Nancy Schretter regarding best destinations for babies and toddlers.
MS	<i>Miami Herald and Orlando sentinel</i>	Pitched 2010 events to freelancer Joice Veselka.
MS	<i>Freelancer</i>	Pitched Julie Harrison on Best Hotels for a Girlfriends Getaway.
MS	<i>Freelancer</i>	Pitched John Tee on Why Collier County is the Most Fascinating Place to Travel in 2010.
MS	<i>About.com</i>	Pitched Alison Wellner on culinary events for calendar listing.
MS	<i>Camping Life Magazine</i>	Pitched Kathy Cabrera on county's state parks to visit/camp during springtime.
MS	<i>LuxurySpot.com</i>	Pitched Bryce Gruber on Long Weekend Getaway ideas
MS	<i>Sheknows.com</i>	Pitched Corie Russell on 10 January festivals.
MS	<i>Dallas Morning News and GoodHousekeeping.com</i>	Pitched Lynn Hayes on unusual family travel ideas for clans that include children under six.
MS	<i>Freelancer</i>	Pitched Colleen Oakley on hiking adventures in the Southeast for Women.
MS	<i>The Good Stuff Guide</i>	Pitched Heidi Farmer on Best Family Vacation Getaways.
MS	<i>TOY TIPS and Parenting Hints Magazine</i>	Pitched Marianne Szymanski on spring break getaway ideas.
	<b>PRESS TOURS</b>	
MS	<i>Modern Babies and Children Magazine</i> press visit (Dec 23-29)	Agency coordinated press trip for Travel Writer Diane Macklin. Agency secured host hotel and drafting press itinerary. Editor's family travel article on the Paradise Coast would then be featured in the Spring or Summer edition of <i>Modern Babies and Children Magazine</i> .
MS	Stephen Winston press visit (Dec. 10-13)	Agency coordinated press trip for travel writer who is on a research trip of the area.
MS	Winter M&C FAM ( <i>Prevue Magazine, M&amp;C Magazine</i> )	Agency coordinated FAM trip with participating journalists Interested journalists include Kaylee Hultgren of M&C Magazine and Karen Kuzsel of Prevue Magazine Jan. 6-8.

MS	Terry Zinn, freelancer	Agency corresponded with journalist regarding FAM trip and scheduling for late 2010.
MS	Andy Schrader, <i>West Jet Up Magazine</i>	Agency drafted and secured itinerary appointments for journalist's press visit on Jan. 8-9.
MS	<i>Washington Flyer</i> press visit	Corresponding with journalist to secure dates.
MS	<i>Delta Sky</i> press visit	Corresponding with journalist to secure dates.
MS	<i>St. Petersburg Times</i> and Fox Tampa press visit	Corresponding with journalist to secure dates.





## FILM OFFICE

### PRODUCTION NOTES

- Condé Nast Traveler – video/web
- Orvis – catalog
- Willow Ridge - catalog

### WORKING LEADS

- Johnson & Johnson – TV commercial
- Crews, Inc. – print catalog
- “American Pickers” – History Channel
- Kurtz Prods./NY – indie film project
- Johnson-Rauhoff, Inc. – still photography

### OPERATIONS

- VisionNet upload
- Coordination of European Film Mkt./Film FL
- Create slide show/new photos
- Lead/inquiry response
- Monthly Revenue Tracking
- Followed-up with activity worksheets to clients
- Recorded data
- Client Management
- Coordinating annual “Rally in Tally”
- Issued film permits & opened a production file for each inquiry



## **SCOUTS**

- Picture Perfect/Miami

## **MEETINGS**

- Blue Sky Media – facilities tour
- Conference Call – Berlinale FL Marketing
- Maltz book project – CVB staff
- Naples International Film Festival



## SPORTS COUNCIL – Ralph Pryor & Nicole Curran

### December 2009/January 2010 Sports Events:

- No Snow Lacrosse Classic – December 12, 2009 @ NCRP
- Holiday in Paradise Lacrosse Classic – December 19 & 20, 2009 @ NCRP
- IBC/Nations Baseball Christmas Slam – December 19 & 20, 2009 @ NCRP

### Upcoming Area Events:

- 2010 NFL Combine Training, Naples, Florida, January 4, 2010 to February 24, 2010
- Pedaling for Pathways: Bicycle Brunch 2010, Naples, Florida, January 24, 2010
- Senior Games 2010, Naples, Florida, February 5-27, 2010
- Baby Basics Walking and Biking Challenge, Naples, Florida, February 6, 2010
- 2010 ACE Group Classic, Naples, Florida, February 8-14, 2010
- CAN/NPC 6th Annual Bike Ride and Walk, Naples, Florida, February 28, 2010
- Stay 'N' Play Everglades Ride 2010, Naples, Florida, March 20, 2010
- Formula One PROP Tour 2010, Naples, Florida, March 27-28, 2010
  
- Kelme Cup Soccer – January 9 & 10, 2010 @ NCRP
  
- Soccer Skills Unlimited/Kelme Florida



**Website Report for [www.AthletesInParadise.com](http://www.AthletesInParadise.com) from Google Analytics:**

- 853 Visits
- 2,729 Page Views
- 3.20 Pages/Visit
- 52.17 Bounce Rate
- 2:32 Average time on site
- 70.22% New Visitors

Comparing November to December:

- +182 on visits
- +582 on page views
- Same pages/visit @ 3.20
- + 2.54 bounce rate
- + 20 seconds average time on site
- -6.53 down on new visitors from Nov.

**October Event Report In Full:**

<u>Event Name</u>	<u>Date</u>
Naples Shark Shootout	October 9-12, 2009
IBC Fall Classic	October 16-18, 2009
Pee Wee Football	October 23-25, 2009

Naples Shark Shootout		October 9-12, 2009	Room Nights	%
1	Courtyard		32	20.40%
2	Doubletree		32	7.96%
3	Fairfield Inn		48	11.94%
4	Greenlinks		18	4.48%
5	Hampton Inn		39	9.70%
6	Hawthorn		47	11.69%
7	Inn at Pelican Bay		21	5.22%
8	Quality Inn		3	0.75%
9	Ritz Carlton		25	6.22%
10	Springhill Suites		51	12.69%
11	Staybridge Suites		36	8.96%
<b>Total Room Nights Booked</b>			<b>402</b>	

IBC Fall Classic		October 16-18, 2009	Room Nights	%
1	Hampton Inn		9	100%
<b>Total Room Nights Booked</b>			<b>9</b>	

Pee Wee Football		October 23-25, 2009	Room Nights	%
1	Staybridge Suites		6	100%
<b>Total Room Nights Booked</b>			<b>6</b>	





## DIRECTOR'S REPORT

### ACTIVITIES

- Destination Marketing Accreditation Board
- Sports Council Meeting
- Gulfshore Business Interview
- Naples, Bay Boat Parade Judge
- Visit Florida Marketing Retreat- Tampa
- Vakantiebeurs Trade Show- Utrecht, Netherlands



- Met with 30 top tour operators in Netherlands at Luncheon and face to face appointments at our stand on the show floor.
  - 117,335 consumers attended show over 5 days
  - Distributed 2,500 Visitor Guides and maps
- Bob Harden Radio Interview- WGUF

### US Arrivals Report from Visit USA- UK- Thru Oct. 09

There has been a slowly improving trend in the UK since end March when the full impact of the recession really was hitting, up to which point the UK was down -26.6%. There has been an improvement by just under 12% to reach -14.8% for the year to date, with an improving trend still likely for the balance of 09, then this demonstrates a substantial return to normality and hopefully we will start to see positive growth again in 2010. This has been happening

across Europe which, generally speaking, has been hit rather less the UK - but the UK is still by far the largest European market and still the biggest overseas market to the US!

	Jan		Feb		Mar		Apr		May		Jun		Jul		Aug		Sep
<b>UK</b>	<b>199.7</b>	-19.5	<b>244.9</b>	-23.7	<b>278.4</b>	-30.7	<b>379.0</b>	-13.3	<b>340.0</b>	-10.6	<b>339.3</b>	-7.4	<b>367.7</b>	-14.9	<b>384.8</b>	-13.1	<b>372.0</b>
<b>Germany</b>	<b>82.8</b>	-9.6	<b>92.6</b>	-14.3	<b>134.1</b>	-17.9	<b>151.4</b>	13.2	<b>173.3</b>	-8.2	<b>129.9</b>	-12.6	<b>157.7</b>	-2.7	<b>175.5</b>	0.6	<b>166.0</b>
<b>France</b>	<b>56.4</b>	-3.3	<b>81.6</b>	4.3	<b>73.3</b>	1.3	<b>134.1</b>	2.5	<b>101.9</b>	-1.0	<b>93.6</b>	-1.0	<b>153.6</b>	-7.0	<b>147.5</b>	-5.3	<b>88.5</b>
<b>Italy</b>	<b>41.9</b>	5.9	<b>34.9</b>	-6.2	<b>44.2</b>	-11.6	<b>61.4</b>	4.0	<b>52.5</b>	-1.4	<b>62.5</b>	-8.3	<b>82.1</b>	-7.5	<b>124.3</b>	-15.0	<b>54.6</b>
<b>Holland</b>	<b>27.4</b>	-13.7	<b>32.2</b>	-6.8	<b>33.9</b>	-10.2	<b>59.1</b>	-14.5	<b>48.6</b>	-14.0	<b>41.8</b>	-21.8	<b>77.6</b>	-5.2	<b>48.2</b>	-4.0	<b>48.0</b>
<b>Spain</b>	<b>27.0</b>	-5.3	<b>27.4</b>	-9.8	<b>38.8</b>	-32.0	<b>53.8</b>	28.5	<b>41.2</b>	12.2	<b>57.5</b>	-3.5	<b>68.7</b>	16.7	<b>83.6</b>	-20.0	<b>53.5</b>
<b>Sweden</b>	<b>22.1</b>	-11.0	<b>23.9</b>	-17.9	<b>26.0</b>	-31.2	<b>32.0</b>	-5.8	<b>24.9</b>	-21.6	<b>33.9</b>	-21.5	<b>24.0</b>	-24.7	<b>19.2</b>	-14.5	<b>23.9</b>

## VISITOR CENTER STATISTICS

### Downtown Naples Visitor Center

2438 in December

Naples Chamber, Marco Island Chamber, Everglades City & Immokalee Visitor Centers did not report



**OMMAC- UK REPRESENTATIVES**

**HIGHLIGHT OF THE MONTH of DECEMBER:**



**Visit USA Roadshow, 1<sup>st</sup>-3<sup>rd</sup> December, Ashford, Liverpool, Belfast:**

The Naples, Marco Island and Everglades CVB participated with the Visit USA Roadshow, a training event attracting high quality travel agents selling directly to the consumer. The roadshow is set up in a workshop format so that participating agents are encouraged to spend time talking to each exhibitor's table to answer specific questions about their destination. We shared a booth with Ft Myers area in order to reduce cost. The workshop was followed by dinner and networking. Each event attracted almost 300 agents. A list of attendees is attached, as are images at the end of the report. This was a successful event & we would recommend participating again next year.

**Completed Inquires: via phone /email: 98**

<b>Projects/Market Activities:</b>	
(To including interaction with other CVB departments and brief description)	
1	Compiled <b>WTM</b> show report, analysing and reviewing attendance 2009 with recommendations for 2010 attendance.
2	<b>Going for Golf promotion feature:</b> assisting with sourcing images – pitching for front cover – copy and fact checking. Putting together reader offer package with tour operator Destination Golf. Circulation: 30.000, Readership: 200.000, Published: quarterly – see below under PR
3	Literature ordered for <b>Virgin Holidays Florida Breakfast</b> , a sponsored breakfast for Virgin Holidays staff to promote our region, hosted and organized by Visit Florida.
4	Assisting <b>Funway Holidays and Telegraph</b> with sourcing images for advertorial, publication date: Sunday 10 January – as part of the joint marketing campaign.
5	Following up from <b>JTA fam</b> trip in December 30Nov – 4 December 2009
6	Dealing with severe bad weather of snow & ice in the UK – many roads / airports & trains effected – hence offices closed –or low staff levels – estimated the worst weather in UK for over 30years



 	
<b>Out-of-Office Sales Calls/Contacts:</b>	
1	1-4 /12 on Visit USA Road Show.
	4/12 Discussed with Thomas Cook re participation with Selling Long Haul – but they are currently unable to sell DoubleTree property
2	4/12- discussing with JTA travel re-participating with Selling Long Haul feature – confirmed their participation & follow up with Paradise accordingly
3	7/12 Offered opportunity for Bon Voyage Director, Alan Wilson to play golf with Going For Golf journalist during the journalists press trip to the area – unfortunately Alan was unable but appreciated the offer.
4	8/12 meeting with Matthew Hampton, UK travel journalist, to discuss media coverage following press trip in September. Selling Long Haul confirmed, other media like newspaper The Sun at pitching stage
5	8/12 meeting with marketing agency TouchDown, following meeting at WTM with Jack Wert, to discuss consumer promotions for 2010
6	
7	14/12 Discussion with Virgin Holidays regarding their payment for the 09 joint campaign – following up with Paradise advertising
8	15/ 12 Following up with Virgin Holidays re co-hosted breakfast for res staff in Jan.
9	15/12 Discussion with V Florida re Co-hosted Dinner for Virgin Holidays management & Directors in the new year
10	14/12 – received positive feedback from the JTA fam – see below
11	17/12 Followed up with TouchDown regarding issue with image request by intern – received apology & forwarded to Naples office – misunderstanding by Touchdown junior staff member
12	17/12 following up with Destination Golf Mike Robinson re reader offer for the Going for Golf publication – publication in Jan.
13	18/12 Participated with the Visit Florida meeting & luncheon co-hosted America As You Like It – specialist tour operator – Cath Pusey & Magi Smit

<b>Public Relations</b>	
1	Working with Chris West, freelance travel writer for Sunday Times and Independent, the top UK national broadsheets, on Dolphin Explorer pitch. <b>Chris has secured a double page commission for a Naples, Marco Island, Everglades exclusive story with the Sunday Times.</b> Coordinating travel arrangements.
2	Requesting assistance with car, flights & accommodation for Going for Golf journalist – Andy Griffin. Obtained assistance with Dollar car rental / Virgin Atlantic – discounted rate / Marco Island Marriott & Greenlinks
3	Working closely with PR dep on the itinerary for Going for Golf journalist trip 4-12 Dec 09 – then following up on the copy & offers for the reader offer.
4	Assisting Paul & Kathy Wade for the Telegraph – confirmed & received additional information from the PR Dep.
5	Developing PR plan including appropriate target media for upcoming 12 months.
6	Ongoing: updating and maintaining UK and Ireland media database to ensure strong contact list for communications with consumer and trade press.

<b>Value Summary of Leads/ Activity:</b>				
	<b>Lead / Activity</b>	<b>Value \$</b>	<b>Potential Room Nights</b>	<b>Economic Impact \$</b>
1	<b>Going for Golf</b> 5-page article plus reader offer	\$18,000		
2	<b>Visit USA Roadshow</b>		50,000	\$2,400,000



## DIAMONDE- EUROPEAN REPRESENTATIVES

### SUMMARY OF ACHIEVEMENTS

- ◇ TO
  - CANUSA:
    - Training for 11 res/group travel agents in the head office, Oct 13 in Hamburg
    - Training for the entire sales team (4 people including office manager) at branch office in Stuttgart, Dec 9
  - DERTOUR: Secured **FAM trip** of 10 agents to the Naples area end of April/beginning of May 2010
  - TUI Germany: Secured **training** for res team agents in head office in Hannover on Feb 25
  - 2 days **sales trip** tour through the **Netherlands** and **Belgium** for training purposes:
    - Visited **4** tour operators (mainstream plus specialists) + **4** travel agencies
      - Kuoni Netherlands
      - EurAm
      - Jet Air (TUI Belgium)
      - Odysseus
    - Trained in total **29 travel agents** from reservation teams
    - Follow up to each of the operators visited
  - Contacted all **main stream TOs** to receive feedback on **cooperation for German website**
- ◇ TA
  - VUSA travel agent event in Hamburg, Oct 13: **111** attendees
  - VUSA travel agent event in Munich, Oct 20: **152** attendees
  - **See America Workshop** by Visit USA Netherlands, Amsterdam, Oct 6:
    - **90** attendees: reached all agents through 4 individual presentations (length: 15minutes)
  - **1 Dinner Event** held in Hamburg, Germany: total of **16 agents attended**
  - In total **95** sales calls to travel agencies in Germany and Belgium/Netherlands
    - **24** sales calls in the cities of Hamburg and Bremen, Oct 14-16
    - **4** sales calls in the Netherlands and Belgium, Oct 7-8
    - **9** sales calls in Munich
  - **16** sales calls in Munich, Augsburg, Cologne, Bonn, Nov 26-28
  - **19** sales calls in Saarbrücken & Luxembourg, Dec 1-3
  - **23** sales calls in Dresden and Leipzig, Dec 7-9
  - **Mailing** to **39.100** travel agencies in Germany, Austria and Switzerland through Supercomm
    - **Theme:** Nature: Distribution of nature activities
    - Received **enormous feedback** by travel agents who requested the German VG (in total: **134** inquiries – all sent by DiaMonde including individual covering letter)
- ◇ PRESS
  - VUSA Press Event in Hamburg, Oct 13: **23** journalists attended
  - VUSA Press Event in Munich, Oct 20: **29** journalists attended
  - Created **German November press release** - sent to the following media contacts:
    - **380** contacts through Iris Schöner
    - **93** own press contacts (Netherlands, Belgium & Germany)
    - Used newsletter distribution through **Visit USA**
      - ✓ reached **2000** media contacts
      - ✓ Supercomm Mailing to **39.100** travel agents as well through them
- ◇ EVENT (FAM trips, roadshows, exhibitions)
  - Attended ADAC ReiseMesse (fair) in Stuttgart, Nov 29

Tour Operator	Winter 2007/08	Winter 2008/09	Winter 2009/10	Summer 2010
DERTOUR	10	10	12	13
Meier's Weltreisen	10	10	11	11
FTI	6	12	14	14
TUI	2	3	4	6
Thomas Cook	4	5	6	6
Neckermann	3	5	11	12
Skytours	4	4	8	Not available yet (yearly brochure April-March)
Hotelplan	2	2	3	Not available yet (yearly brochure April-March)
Kuoni Switzerland	6	7	8	Not available yet (yearly brochure April-March)
Kuoni Netherlands	1	4	4	Not available yet (yearly brochure April-March)
TUI Netherlands	2	4	6	Not available yet (yearly brochure April-March)

## MAILINGS

### ❖ Supercomm Mailing:

- Distribution date: **Nov 17, 2009**
  - Distribution: **39.100** travel agent contacts in Germany, Switzerland & Austria
  - Layout and content of the newsletter: <http://nlhost.de/bus1x1/paradisecoast/131109/index.htm>
  - Theme of the newsletter: Nature
  - Text written and images chosen by Juliana
  - Included German Visitor Guide brochure order opportunity in newsletter
- ⇒ **FEEDBACK:** Figures (as listed below):
- ✓ **6.045** agents out of **39.148** opened the mailing: success ratio of **15,44%** (this is excellent!!)
  - ✓ **134** agents requested the German Visitor Guide after the mailing which has been sent by DiaMonde including an individual covering letter
  - ✓ Received **15 phone calls** after the mailing with individual questions
- ⇒ Our plan: Due to the high success ratio the next Supercomm mailing is planning before the long summer break to distribute PEP rates to the travel industry for individual visits to the area.

## SUMMARY OF PRESS ACTIVITIES

### ↳ Visit USA Media Event in Hamburg, Oct 13

Juliana & Stefanie attended the Visit USA media event in Hamburg organized by Visit USA. In total, 40 media contacts signed up for the morning event taking place in a renowned hotel in Hamburg from 9am-1pm, however, **23 attended**. Following a list of all **16 exhibitors** during this event:

Alaska Travel Industry Association, California Tourism, CANUSA, Capital Region USA, CRD International, Deep South USA, Delta Air Lines, Hilton Sales Worldwide, Massachusetts Office of Travel and Tourism, Naples, Marco Island, Everglades CVB, Orlando CVB, Palm Springs Bureau of Tourism, South Carolina Tourism, The Beaches of Ft. Myers & Sanibel, TUI Deutschland und Weichmann Tourism Service.

Unfortunately the interest in general for areas in Florida was very low, as stated by all FL participating partners as well. We only had the opportunity to talk to one interested journalist. However, that contact was of great potential. Mrs Kerstin Hellberg from Geo Saison is planning an extensive article about FL early 2011 and therefore informed herself in depth about the different destinations. Pre-trip is planned for August/September 2010. F/u email sent to offer assistance for research trip.

Recommendation: Due to the low interest of journalists to this event, I would recommend to attend the Munich event only in 2010 which showed 2 years in a row great interests and lots of interesting conversations with journalists.

### ↳ Visit USA Media Event in Munich, Oct 20

Stefanie attended the Visit USA media event in Munich, also organized by Visit USA. The morning event took place in the Vierjahreszeiten Hotel Kempinski in Munich. The time schedule was the same as in Hamburg. For this event a total of 43 media contacts signed up and in the end 29 journalists attended.

In Munich were the following exhibitors:

Alaska Travel Industry Association, California Tourism, CANUSA, CRD International, Deep South USA, Massachusetts Office of Travel and Tourism, North Carolina Division of Tourism, Orlando CVB, Palm Springs Bureau of Tourism, South Carolina Tourism, The Beaches of Ft. Myers & Sanibel, US Airways und Weichmann Tourism Service.

Media name:	Contact person:	Information
Isarmedien	Dietmar Beyer Managing Director	He is also working with the Web-Portal "ganz-muenchen.de" which is an event and guide portal mainly for Munich locals and which also includes a small travel section with information to different travel subjects; provided him with general information about the Naples area.
ipm magazine-verlag GmbH	Richard Kerler CEO	Short conversation concerning his visit to Naples in August. Sent press releases and fact sheets again via post in December after telephone conversation.
Geo Saison	Karl Teuschl correspondent	Always interested in news of the Naples area. We added him to our distribution list for further press releases.
Abenteuer und Reisen	Markus Stein Journalist	Always interested in news; they have an own section "news" on their website. We added him to our distribution list for further press releases.
	Gabriela Beck Freelancer	Is mainly interested in the nature aspect as the Everglades, manatees and economical dedicated organizations; is thinking about a trip to the Everglades in fall 2010. Provided her with the information accordingly.
Tours	Walther Bruckschen Publishing Manager	Focus in Issue April 2010 will be on America. The Everglades could be of interest because their general focus is on outdoor, adventure, activity trips and camping; Provided him with all necessary information and added him to our distribution list for further news and press releases; next f/u in January.