

Naples, Marco Island, Everglades CVB Sales Report
11/12/2009 - 1/14/2010

January 25, 2010
 Detailed Staff Reports IX
 1 of 51

Event Type: RFP Rcvd

Sales Rep: Debi DeBenedetto

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	Attend	Peak Rooms	Requested Rooms	Contracted Rooms
Status: CURRENT TENTATIVE											
American Academy of Otolaryngic Allergy & Foundation	2010 Basic Course in Otolaryngic Allergy	RFP Rcvd	0	Tradeshow Attended	7/7/2010 7/10/2010		\$0.00	0	175	540	0
American Copper Council	2012 Copper College	RFP Rcvd	0	RFP's received - Out of Florida	4/10/2012 4/14/2012		\$0.00	0	175	600	0
American Holistic Nurses Association	2011 American Holistic Nurses Assoc	RFP Rcvd	0	RFP's received - Out of Florida	6/3/2011 6/8/2011		\$0.00	0	250	1,050	0
Aravindhan Dental Hospital	Mar 2010 Oral Radiology Convention	RFP Rcvd	0	RFP's received in 2010	2/13/2010 2/16/2010		\$0.00	0	400	1,200	0
Business and Professional Women/FL	Nov 2010 fall conference	RFP Rcvd	0	RFP's received - Florida	11/6/2010 11/7/2010		\$0.00	0	50	100	0
Certified Financial Planner Board	Feb 2010 breakfast meeting	RFP Rcvd	0	RFP's received - Out of Florida	2/12/2010 2/12/2010		\$0.00	0	0	0	0
Chuck Cook & Associates, Incorporated	2010 FL Dairy Products Assoc	RFP Rcvd	0	RFP's received in 2010	7/28/2010 8/1/2010		\$0.00	0	75	228	0
Chuck Cook & Associates, Incorporated	2010 Florida Dairy Farmers	RFP Rcvd	0	RFP's received - Out of Florida	6/23/2010 6/24/2010		\$0.00	0	32	52	0
Church of Christ Written in Heaven	2013 National Youth Convention	RFP Rcvd	Association-Religious	RFP's received - Florida	7/16/2013 7/21/2013		\$0.00	0	139	490	0
CMC & Associates	2010 Salvation Army-FL Division	RFP Rcvd	0	RFP's received in 2010	1/30/2010 2/3/2010		\$0.00	0	72	234	0
CMC & Associates	2010-Jan, annual mtg	RFP Rcvd	0	RFP's received in 2010	1/28/2010 1/30/2010		\$0.00	0	13	39	0
College of Technology	Feb 2010 brunch for Purdue Univ	RFP Rcvd	0		2/14/2010 2/14/2010		\$0.00	0	0	0	0
Conference Direct	2011 PARC annual meeting	RFP Rcvd	0	RFP's received in 2010	11/8/2011 11/10/2011		\$0.00	0	40	120	0
Contemporary Communications	April 2010 annual sales incentive	RFP Rcvd	0	RFP's received - Florida	4/8/2010 4/10/2010		\$0.00	0	50	150	0
Denison University	2011 Board of Trustees retreat	RFP Rcvd	0	RFP's received in 2010	1/27/2011 1/30/2011		\$0.00	0	60	240	0
Diversified Consultants	2010 Pharmacy User	RFP Rcvd	0	Tradeshow Attended	3/26/2010 3/31/2010		\$0.00	0	60	360	0
Diversified Consultants	2010 Pharmacy User	RFP Rcvd	0	Tradeshow Attended	7/21/2010 7/24/2010		\$0.00	0	160	640	0

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	2010 Attend	Peak Rooms	Requested Rooms	Contracted Rooms
Status: CURRENT TENTATIVE											
Florida Airports Council	2012 FAC conference	RFP Rcvd	0	RFP's received - Florida	7/25/2012 8/1/2012		\$0.00	0	417	1,507	0
Florida Chess Association	2011 FL State Chess Championship	RFP Rcvd	0	RFP's received - Florida	9/2/2011 9/3/2011		\$0.00	0	75	150	0
Florida Chess Association	2012 FL State Chess Championship	RFP Rcvd	0	RFP's received - Florida	8/31/2012 9/1/2012		\$0.00	0	75	150	0
Frischerman	2009 Passover Group	RFP Rcvd	0		4/8/2009 4/17/2009		\$0.00	0	200	2,000	0
Guardian Life Insurance Company of America	2011 PCA Workshop	RFP Rcvd	0	RFP's received in 2010	7/31/2011 8/2/2011		\$0.00	0	55	165	0
HR Policy Association	2011 CHRO Summit	RFP Rcvd	Association-Educational	Tradeshaw Attended	3/22/2011 3/26/2011		\$0.00	0	150	340	0
Just Between Friends	2010 Franchisees Mtg	RFP Rcvd	0	RFP's received in 2010	11/7/2010 11/13/2010		\$0.00	0	45	164	0
Keller Group	2010 Feb/Mar meeting	RFP Rcvd	0	RFP's received in 2010	2/7/2010 2/11/2010		\$0.00	0	275	1,070	0
MOTIF Sites, Meetings & Events	2011 Incentive Program - Mercury Insur.	RFP Rcvd	0	RFP's received - Out of Florida	9/26/2011 9/29/2011		\$0.00	0	30	120	0
MOTIF Sites, Meetings & Events	2011 Managers Retreat - Mercury Insur	RFP Rcvd	0	RFP's received in 2010	7/25/2011 7/28/2011		\$0.00	0	10	40	0
MOTIF Sites, Meetings & Events	2011 Management Mtg - Mercury Insur	RFP Rcvd	0	RFP's received in 2010	6/6/2011 6/9/2011		\$0.00	0	65	260	0
MOTIF Sites, Meetings & Events	2011 Sales program - Mercury Ins	RFP Rcvd	0	RFP's received in 2010	8/29/2011 9/1/2011		\$0.00	0	120	420	0
MOTIF Sites, Meetings & Events	2011 Regional Mtg - Mercury Insur	RFP Rcvd	0	RFP's received in 2010	1/24/2011 1/27/2011		\$0.00	0	275	1,100	0
MOTIF Sites, Meetings & Events	2011 Annual Mtg - Mercury Insur	RFP Rcvd	0	RFP's received in 2010	11/7/2011 11/10/2011		\$0.00	0	0	3,300	0
Multi-Expo International, Inc	2010 Singles Expo	RFP Rcvd	0	RFP's received - Florida	4/3/2010 4/4/2010		\$0.00	0	3	6	0
National Association of Independent Lighting Distributors	2012 Annual conference	RFP Rcvd	0	RFP's received in 2010	4/20/2012 4/26/2012		\$0.00	0	140	455	0
National League of Postmasters	2011 Annual Convention	RFP Rcvd	0	Tradeshaw Attended	7/17/2011 7/21/2011		\$0.00	0	375	1,875	0
Site Search, Inc.	2013/2014 Fla. Federation of Fairs & Livestock	RFP Rcvd	0	RFP's received - Out of Florida	5/15/2013 5/18/2013		\$0.00	0	350	1,400	0
Site Search, Incorporated	2011 Retail Environments	RFP Rcvd	0	RFP's received in 2010	11/2/2010 11/7/2010		\$0.00	0	125	396	0
Site Search, Incorporated	Jan 10, FSAE/FSAE foundation	RFP Rcvd	0	RFP's received in 2010	1/14/2010 1/15/2010		\$0.00	0	15	30	0

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	3 of 31 Attended	Peak Rooms	Requested Rooms	Contracted Rooms
Status: CURRENT TENTATIVE											
Site Search, Incorporated	Feb 10, central FL meet & greet	RFP Rcvd	0	RFP's received in 2010	2/5/2010 2/5/2010		\$0.00	0	2	2	0
Site Search, Incorporated	Feb 10, COO council	RFP Rcvd	0	RFP's received in 2010	2/26/2010 2/27/2010		\$0.00	0	20	40	0
Site Search, Incorporated	Mar 10, Mtg planner forum	RFP Rcvd	0	RFP's received in 2010	3/12/2010 3/13/2010		\$0.00	0	20	40	0
Site Search, Incorporated	May 10, Central FL meet & greet	RFP Rcvd	0	RFP's received in 2010	5/13/2010 5/13/2010		\$0.00	0	2	2	0
Site Search, Incorporated	May 10, Fsae/Fsae foundation	RFP Rcvd	0	RFP's received in 2010	5/16/2010 5/16/2010		\$0.00	0	46	46	0
Site Search, Incorporated	Sept 10, think tank	RFP Rcvd	0	RFP's received in 2010	9/12/2010 9/13/2010		\$0.00	0	37	74	0
Site Search, Incorporated	Sept 2010, CEO council	RFP Rcvd	0	RFP's received in 2010	9/24/2010 9/25/2010		\$0.00	0	20	40	0
Site Search, Incorporated	Oct 2010, Central FL meet & greet	RFP Rcvd	0	RFP's received - Florida	10/14/2010 10/14/2010		\$0.00	0	2	2	0
Site Search, Incorporated	Oct 2010, COO council	RFP Rcvd	0	RFP's received in 2010	10/22/2010 10/23/2010		\$0.00	0	20	40	0
Site Search, Incorporated	Nov 10, mtg planner forum	RFP Rcvd	0	RFP's received in 2010	11/5/2010 11/6/2010		\$0.00	0	20	40	0
Site Search, Incorporated	Nov 10, CEO council	RFP Rcvd	0	RFP's received in 2010	11/5/2010 11/6/2010		\$0.00	0	20	40	0
Site Search, Incorporated	Nov 10, FSAE foundation & winter conf	RFP Rcvd	0	RFP's received in 2010	11/14/2010 11/15/2010		\$0.00	0	55	101	0
Site Selection & Meeting Consultants, Inc	2012 FL. Assoc. of Criminal Defense Lawyers	RFP Rcvd	0	RFP's received in 2010	6/6/2012 6/9/2012		\$0.00	0	190	530	0
Skadden	2011 Womens' Retreat	RFP Rcvd	Association-Fraternal	Tradeshaw Attended	2/3/2011 2/6/2011		\$0.00	0	200	440	0
Small Business Institute	2011 SBI Annual meeting	RFP Rcvd	0	RFP's received - Out of Florida	2/16/2011 2/19/2011		\$0.00	0	60	200	0
SofTechnics, Inc	2011 users conference	RFP Rcvd	0	RFP's received - Out of Florida	3/25/2011 3/31/2011		\$0.00	0	90	330	0
Southeastern Section of the American Urological Association, Incorporated	2013 SES 77th annual meeting	RFP Rcvd	Association-Health & Medical	RFP's received - Out of Florida	3/12/2013 3/17/2013		\$0.00	0	316	1,286	0
Successful Meetings Magazine	2010 Successful Meetings University	RFP Rcvd	0	RFP's received in 2010	8/8/2010 8/11/2010		\$0.00	0	103	289	0
Suncoast Meetings & Events	2011 Southern Ice Exchange	RFP Rcvd	0	RFP's received in 2010	3/2/2011 3/5/2011		\$0.00	0	50	155	0
Timothy Hogan Foundation	2009/2010 Ewing NY Eve Safari NGALA	RFP Rcvd	0	RFP's received in 2010	12/29/2009 1/4/2010		\$0.00	0	275	1,125	0

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	4 Q ABR	Peak Rooms	Requested Rooms	Contracted Rooms	
Status: CURRENT TENTATIVE												
Travel & Tourism Research Association	June 2012 TTRA conference request	RFP Rcvd	0		6/14/2012 6/20/2012	National	\$0.00	0	185	665	0	
Truth Attack	2009 tea party motor march	RFP Rcvd	0	RFP's received - Out of Florida	10/30/2009 10/31/2009		\$0.00	0	25	25	0	
Event Count:								59	0	6,309	26,503	0

Status: LEADS SENT											
American Copper Council	2012 Copper College	RFP Rcvd	0	RFP's received - Out of Florida	4/10/2012 4/14/2012		\$0.00	0	175	600	0
Aravindhan Dental Hospital	Mar 2010 Oral Radiology Convention	RFP Rcvd	0	RFP's received in 2010	2/13/2010 2/16/2010		\$0.00	0	400	1,200	0
Assoc. of Pediatric Program Directors	2010 APPD Strategic Planning Mtg	RFP Rcvd	0	RFP's received in 2010	2/23/2010 2/25/2010		\$0.00	0	20	60	0
Certified Financial Planner Board	Feb 2010 breakfast meeting	RFP Rcvd	0	RFP's received - Out of Florida	2/12/2010 2/12/2010		\$0.00	0	0	0	0
Church of Christ Written in Heaven	2013 National Youth Convention	RFP Rcvd	Association-Religious	RFP's received - Florida	7/16/2013 7/21/2013		\$0.00	0	139	490	0
College of Technology	Feb 2010 brunch for Purdue Univ	RFP Rcvd	0		2/14/2010 2/14/2010		\$0.00	0	0	0	0
ConferenceDirect	2010 Pathology Coding Caucus	RFP Rcvd	0	RFP's received in 2010	1/14/2010 1/16/2010		\$0.00	0	20	0	0
ConferenceDirect	2010 Beldin Presidents club	RFP Rcvd	0	RFP's received in 2010	2/23/2010 2/28/2010		\$0.00	0	25	83	0
Dionex Corporation	Jan 2010 Dionex Sales Training south	RFP Rcvd	0	RFP's received in 2010	1/28/2010 1/29/2010		\$0.00	0	20	40	0
Florida Airports Council	2012 FAC conference	RFP Rcvd	0	RFP's received - Florida	7/25/2012 8/1/2012		\$0.00	0	417	1,507	0
Guardian Life Insurance Company of America	2011 PCA Workshop	RFP Rcvd	0	RFP's received in 2010	7/31/2011 8/2/2011		\$0.00	0	55	165	0
HelmsBriscoe / C. Koch	2009 Physician Leadership Council	RFP Rcvd	0	RFP's received in 2010	12/1/2009 12/2/2009		\$0.00	0	57	120	0
LPGA Tournament Owners Association	2010 LPGA Tournament Owners	RFP Rcvd	0	RFP's received in 2010	10/25/2010 10/28/2010		\$0.00	0	300	300	0
Meetings & Incentives	2010 Whirlpool NARS division	RFP Rcvd	0	RFP's received in 2010	2/8/2010 2/11/2010		\$0.00	0	22	88	0
National Association of Independent Lighting Distributors	2012 Annual conference	RFP Rcvd	0	RFP's received in 2010	4/20/2012 4/26/2012		\$0.00	0	140	455	0
Site Search, Incorporated	2011 Retail Environments	RFP Rcvd	0	RFP's received in 2010	11/2/2010 11/7/2010		\$0.00	0	125	396	0

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	5 or 6 ABQ	Peak Rooms	Requested Rooms	Contracted Rooms	
Status: LEADS SENT												
Site Search, Incorporated	Jan 10, FSAE/FSAE foundation	RFP Rcvd	0	RFP's received in 2010	1/14/2010 1/15/2010		\$0.00	0	15	30	0	
Site Search, Incorporated	Feb 10, central FL meet & greet	RFP Rcvd	0	RFP's received in 2010	2/5/2010 2/5/2010		\$0.00	0	2	2	0	
Site Search, Incorporated	Feb 10, COO council	RFP Rcvd	0	RFP's received in 2010	2/26/2010 2/27/2010		\$0.00	0	20	40	0	
Site Search, Incorporated	Mar 10, Mtg planner forum	RFP Rcvd	0	RFP's received in 2010	3/12/2010 3/13/2010		\$0.00	0	20	40	0	
Site Search, Incorporated	May 10, Central FL meet & greet	RFP Rcvd	0	RFP's received in 2010	5/13/2010 5/13/2010		\$0.00	0	2	2	0	
Site Search, Incorporated	May 10, Fsae/Fsae foundation	RFP Rcvd	0	RFP's received in 2010	5/16/2010 5/16/2010		\$0.00	0	46	46	0	
Site Search, Incorporated	Sept 10, think tank	RFP Rcvd	0	RFP's received in 2010	9/12/2010 9/13/2010		\$0.00	0	37	74	0	
Site Search, Incorporated	Sept 2010, CEO council	RFP Rcvd	0	RFP's received in 2010	9/24/2010 9/25/2010		\$0.00	0	20	40	0	
Site Search, Incorporated	Oct 2010, Central FL meet & greet	RFP Rcvd	0	RFP's received - Florida	10/14/2010 10/14/2010		\$0.00	0	2	2	0	
Site Search, Incorporated	Oct 2010, COO council	RFP Rcvd	0	RFP's received in 2010	10/22/2010 10/23/2010		\$0.00	0	20	40	0	
Site Search, Incorporated	Nov 10, mtg planner forum	RFP Rcvd	0	RFP's received in 2010	11/5/2010 11/6/2010		\$0.00	0	20	40	0	
Site Search, Incorporated	Nov 10, CEO council	RFP Rcvd	0	RFP's received in 2010	11/5/2010 11/6/2010		\$0.00	0	20	40	0	
Site Search, Incorporated	Nov 10, FSAE foundation & winter conf	RFP Rcvd	0	RFP's received in 2010	11/14/2010 11/15/2010		\$0.00	0	55	101	0	
Site Selection & Meeting Consultants, Inc	2012 FL. Assoc. of Criminal Defense Lawyers	RFP Rcvd	0	RFP's received in 2010	6/6/2012 6/9/2012		\$0.00	0	190	530	0	
Site Selection & Meeting Consultants, Inc	2009 MCM International	RFP Rcvd	0	RFP's received in 2010	12/4/2009 12/5/2009		\$0.00	0	4	8	0	
Suncoast Meetings & Events	2011 Southern Ice Exchange	RFP Rcvd	0	RFP's received in 2010	3/2/2011 3/5/2011		\$0.00	0	50	155	0	
Travel & Tourism Research Association	June 2012 TTRA conference request	RFP Rcvd	0		6/14/2012 6/20/2012	National	\$0.00	0	185	665	0	
Event Count:								33	0	2,623	7,359	0

Status: TURNED CANCELLED

Rey Royal Excursions	2010 spring Motorcoach tour	RFP Rcvd	0	RFP's received in 2010	4/8/2010 4/9/2010		\$0.00	0	25	25	0	
Event Count:								1	0	25	25	0

Status: TURNED DEFINITE

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	6 or 5 ASB	Peak Rooms	Requested Rooms	Contracted Rooms	
Status: TURNED DEFINITE												
American Academy of Podiatric Practice Mgmt	2012 AAPP Mgmt workshop	RFP Rcvd	0	RFP's received - Out of Florida	8/19/2012 8/22/2012		\$0.00	0	120	375	0	
Assoc. of Pediatric Program Directors	2010 APPD Strategic Planning Mtg	RFP Rcvd	0	RFP's received in 2010	2/23/2010 2/25/2010		\$0.00	0	20	60	0	
ConferenceDirect	2010 Beldin Presidents club	RFP Rcvd	0	RFP's received in 2010	2/23/2010 2/28/2010		\$0.00	0	25	83	0	
ConferenceDirect	2010 Pathology Coding Caucus	RFP Rcvd	0	RFP's received in 2010	1/14/2010 1/16/2010		\$0.00	0	20	0	0	
Data Trace Management Services	2009 EOA annual mtg	RFP Rcvd	0	RFP's received - Out of Florida	10/14/2009 10/15/2009		\$0.00	0	10	20	0	
Film Florida/Collier County Film	2010 Film Florida Board Mtg	RFP Rcvd	0	RFP's received in 2010	8/16/2010 8/17/2010		\$0.00	0	25	50	0	
GROWMARK, Incorporated	2011 Cooperative Leadership Conf	RFP Rcvd	0	RFP's received in 2010	1/15/2011 1/21/2011	National	\$0.00	0	135	590	0	
Meetings & Incentives	2010 Whirlpool NARS division	RFP Rcvd	0	RFP's received in 2010	2/8/2010 2/11/2010		\$0.00	0	22	88	0	
University Of Florida - IFAS Office of Conferences & Inst	2011 National Agriculture in the Classroom	RFP Rcvd	0	RFP's received - Florida	6/13/2011 6/18/2011		\$0.00	0	280	1,045	0	
Event Count:								9	0	657	2,311	0

Status: TURNED LOST

American Academy of Actuaries	2010 ASB Planning Meeting	RFP Rcvd	0	RFP's received in 2010	2/3/2010 2/5/2010		\$0.00	0	12	36	0
Dionex Corporation	Jan 2010 Dionex Sales Training south	RFP Rcvd	0	RFP's received in 2010	1/28/2010 1/29/2010		\$0.00	0	20	40	0
HelmsBriscoe / C. Koch	2009 Physician Leadership Council	RFP Rcvd	0	RFP's received in 2010	12/1/2009 12/2/2009		\$0.00	0	57	120	0
LPGA Tournament Owners Association	2010 LPGA Tournament Owners	RFP Rcvd	0	RFP's received in 2010	10/25/2010 10/28/2010		\$0.00	0	300	300	0
Meetings Unlimited, Inc	2010 Outpatient Surgery Magazine	RFP Rcvd	0		11/2/2010 11/6/2010		\$0.00	0	300	1,050	0
NACCC	2013 NACCC annual mtg	RFP Rcvd	0	RFP's received in 2010	6/19/2013 6/25/2013		\$0.00	0	175	900	0
National Tour Association	2010 summer board meeting	RFP Rcvd	0	RFP's received in 2010	8/12/2010 8/14/2010		\$0.00	0	31	77	0
National Tour Association	2010 spring board meeting	RFP Rcvd	0	RFP's received in 2010	5/5/2010 5/7/2010		\$0.00	0	31	77	0
National Tour Association	2010 winter leadership meeting	RFP Rcvd	0	RFP's received in 2010	3/4/2010 3/6/2010		\$0.00	0	81	177	0
Running USA, Inc	2011 annual conference	RFP Rcvd	0	RFP's received in 2010	1/28/2011 2/1/2011		\$0.00	0	225	604	0

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Status: TURNED LOST												
Site Selection & Meeting Consultants, Inc	2009 MCM International	RFP Rcvd	0	RFP's received in 2010	12/4/2009 12/5/2009		\$0.00	0	4	8	0	
Southeastern Fisheries Association	2010 annual meeting	RFP Rcvd	0	RFP's received in 2010	6/2/2010 6/5/2010		\$0.00	0	36	94	0	
Southeastern Fisheries Association	2011 annual meeting	RFP Rcvd	0	RFP's received in 2010	6/1/2011 6/5/2011		\$0.00	0	36	95	0	
Symbiotix Management Strategies, LLC	2011 ADA (Acad. of Drs. Audiology) Annual Convention	RFP Rcvd	0	RFP's received in 2010	10/31/2011 11/6/2011		\$0.00	0	415	1,505	0	
Symbiotix Management Strategies, LLC	2013 ADA (Acad. of Drs. Audiology) Annual Convention	RFP Rcvd	0	RFP's received in 2010	11/4/2013 11/10/2013		\$0.00	0	415	1,505	0	
Technology Forums	March 2010 Defense Intelligence	RFP Rcvd	0	RFP's received - Out of Florida	4/3/2010 4/8/2010		\$0.00	0	350	1,230	0	
Workplace Alliance	2010 workplace alliance winter mtg	RFP Rcvd	0	RFP's received in 2010	3/6/2010 3/9/2010		\$0.00	0	25	65	0	
Event Count:								17	0	2,513	7,883	0

Status: TURNED TENTATIVE											
American Copper Council	2012 Copper College	RFP Rcvd	0	RFP's received - Out of Florida	4/10/2012 4/14/2012		\$0.00	0	175	600	0
Aravindhan Dental Hospital	Mar 2010 Oral Radiology Convention	RFP Rcvd	0	RFP's received in 2010	2/13/2010 2/16/2010		\$0.00	0	400	1,200	0
Assoc. of Pediatric Program Directors	2010 APPD Strategic Planning Mtg	RFP Rcvd	0	RFP's received in 2010	2/23/2010 2/25/2010		\$0.00	0	20	60	0
Certified Financial Planner Board	Feb 2010 breakfast meeting	RFP Rcvd	0	RFP's received - Out of Florida	2/12/2010 2/12/2010		\$0.00	0	0	0	0
Church of Christ Written in Heaven	2013 National Youth Convention	RFP Rcvd	Association-Religious	RFP's received - Florida	7/16/2013 7/21/2013		\$0.00	0	139	490	0
College of Technology	Feb 2010 brunch for Purdue Univ	RFP Rcvd	0		2/14/2010 2/14/2010		\$0.00	0	0	0	0
ConferenceDirect	2010 Pathology Coding Caucus	RFP Rcvd	0	RFP's received in 2010	1/14/2010 1/16/2010		\$0.00	0	20	0	0
ConferenceDirect	2010 Beldin Presidents club	RFP Rcvd	0	RFP's received in 2010	2/23/2010 2/28/2010		\$0.00	0	25	83	0
Dionex Corporation	Jan 2010 Dionex Sales Training south	RFP Rcvd	0	RFP's received in 2010	1/28/2010 1/29/2010		\$0.00	0	20	40	0
Florida Airports Council	2012 FAC conference	RFP Rcvd	0	RFP's received - Florida	7/25/2012 8/1/2012		\$0.00	0	417	1,507	0
Guardian Life Insurance Company of America	2011 PCA Workshop	RFP Rcvd	0	RFP's received in 2010	7/31/2011 8/2/2011		\$0.00	0	55	165	0

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	8 of 9 ABCD	Peak Rooms	Requested Rooms	Contracted Rooms
Status: TURNED TENTATIVE											
HelmsBriscoe / C. Koch	2009 Physician Leadership Council	RFP Rcvd	0	RFP's received in 2010	12/1/2009 12/2/2009		\$0.00	0	57	120	0
LPGA Tournament Owners Association	2010 LPGA Tournament Owners	RFP Rcvd	0	RFP's received in 2010	10/25/2010 10/28/2010		\$0.00	0	300	300	0
National Association of Independent Lighting Distributors	2012 Annual conference	RFP Rcvd	0	RFP's received in 2010	4/20/2012 4/26/2012		\$0.00	0	140	455	0
Site Search, Incorporated	2011 Retail Environments	RFP Rcvd	0	RFP's received in 2010	11/2/2010 11/7/2010		\$0.00	0	125	396	0
Site Search, Incorporated	Jan 10, FSAE/FSAE foundation	RFP Rcvd	0	RFP's received in 2010	1/14/2010 1/15/2010		\$0.00	0	15	30	0
Site Search, Incorporated	Feb 10, central FL meet & greet	RFP Rcvd	0	RFP's received in 2010	2/5/2010 2/5/2010		\$0.00	0	2	2	0
Site Search, Incorporated	Feb 10, COO council	RFP Rcvd	0	RFP's received in 2010	2/26/2010 2/27/2010		\$0.00	0	20	40	0
Site Search, Incorporated	Mar 10, Mtg planner forum	RFP Rcvd	0	RFP's received in 2010	3/12/2010 3/13/2010		\$0.00	0	20	40	0
Site Search, Incorporated	May 10, Central FL meet & greet	RFP Rcvd	0	RFP's received in 2010	5/13/2010 5/13/2010		\$0.00	0	2	2	0
Site Search, Incorporated	May 10, FSAE/FSAE foundation	RFP Rcvd	0	RFP's received in 2010	5/16/2010 5/16/2010		\$0.00	0	46	46	0
Site Search, Incorporated	Sept 10, think tank	RFP Rcvd	0	RFP's received in 2010	9/12/2010 9/13/2010		\$0.00	0	37	74	0
Site Search, Incorporated	Sept 2010, CEO council	RFP Rcvd	0	RFP's received in 2010	9/24/2010 9/25/2010		\$0.00	0	20	40	0
Site Search, Incorporated	Oct 2010, Central FL meet & greet	RFP Rcvd	0	RFP's received - Florida	10/14/2010 10/14/2010		\$0.00	0	2	2	0
Site Search, Incorporated	Oct 2010, COO council	RFP Rcvd	0	RFP's received in 2010	10/22/2010 10/23/2010		\$0.00	0	20	40	0
Site Search, Incorporated	Nov 10, mtg planner forum	RFP Rcvd	0	RFP's received in 2010	11/5/2010 11/6/2010		\$0.00	0	20	40	0
Site Search, Incorporated	Nov 10, CEO council	RFP Rcvd	0	RFP's received in 2010	11/5/2010 11/6/2010		\$0.00	0	20	40	0
Site Search, Incorporated	Nov 10, FSAE foundation & winter conf	RFP Rcvd	0	RFP's received in 2010	11/14/2010 11/15/2010		\$0.00	0	55	101	0
Site Selection & Meeting Consultants, Inc	2009 MCM International	RFP Rcvd	0	RFP's received in 2010	12/4/2009 12/5/2009		\$0.00	0	4	8	0
Site Selection & Meeting Consultants, Inc	2012 FL. Assoc. of Criminal Defense Lawyers	RFP Rcvd	0	RFP's received in 2010	6/6/2012 6/9/2012		\$0.00	0	190	530	0
Suncoast Meetings & Events	2011 Southern Ice Exchange	RFP Rcvd	0	RFP's received in 2010	3/2/2011 3/5/2011		\$0.00	0	50	155	0
Travel & Tourism Research Association	June 2012 TTRA conference request	RFP Rcvd	0		6/14/2012 6/20/2012	National	\$0.00	0	185	665	0

Event Count:	32	January 25, 2010	7,271	0
Event Count:	151	Detailed Staff Reports IX	0	0
		9 of 51	14,728	51,352

EVENT FACTORS	Quantity	Multiplier	Event days	Total
				\$ -
Room nights booked	2311	\$ 239.00	1	\$ 552,329.00
Meeting Room Revenue	9	\$ 1,000.00	3	\$ 27,000.00
F&B spending based on 1.5 persons in room	3466	\$ 125.00	1	\$ 433,250.00
	0	\$ -		\$ -
	0		0	\$ -
offsite expenditures				\$ -
What other expenditures, if any, are anticipated?				\$ -
Total direct impact =				\$ 1,012,579.00
	Output multiplier	1.73	Total output impact	\$ 1,751,761.67
		Employment impact		35.440265
		Total earnings impact		546792.66
Transient lodging tax				\$ 8,100.63
Local option gasoline tax				\$ 2,775.06
Occupational license tax rev.				
Payment for use of public facility				\$ -
Total gross revenue				\$ 2,309,465.46
Funds expended by local government CVB to attract the event				
Cost of additional public services required by the event or team				\$ -
Additional items				\$ -
Total expenditures				\$ -
Gross revenue				\$ 2,309,465.46
Net revenue				\$ 2,309,465.46

Nov. 14 - Jan. 14, 2010

Debi DeBenedetto CVB Sales

Task Report

Due - Between 11/14/2009 - 1/14/2010

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
11/13/2009	Debi's Activity Tracking Account	Fam Itinerary - Planning	Closed	11/19/2009	12/15/2009	Debi DeBenedetto
	<i>Planning Bon Voyage 2 group site Fam - hours</i>					
11/19/2009	American Copper Council Mary Boland	sent rfp to partner	Closed	11/19/2009	11/19/2009	Jennifer Leslie
	<i>sent partners RFP for 2012 Copper College</i>					
11/19/2009	Church of Christ Written in Heaven Evangelist Annie Grady	sent rfp to partner	Closed	11/19/2009	11/19/2009	Jennifer Leslie
	<i>sent 2013 National Youth Convention RFP to partners</i>					
11/19/2009	LPGA Tournament Owners Association Sharon Hopkins	sent rfp to partner	Closed	11/19/2009	11/19/2009	Jennifer Leslie
	<i>sent 2010 LPGA Tournament Owners Assoc. RFP to partners</i>					
11/23/2009	Guardian Life Insurance Company of America Tracy Horwitz	sent rfp to partner	Closed	11/23/2009	11/23/2009	Jennifer Leslie
	<i>sent 2011 PCA workshop RFP to partners</i>					
11/23/2009	Meetings & Incentives Laura Scott	sent rfp to partner	Closed	11/23/2009	11/23/2009	Jennifer Leslie
	<i>RFP from MP FAM sent to partners. 2010 Whirlpool NARS division mtg. - Naples Grande</i>					
11/23/2009	Site Selection & Meeting Consultants, Inc Regina Day	sent rfp to partner	Closed	11/23/2009	11/23/2009	Jennifer Leslie
	<i>sent 2012 FL Assoc. of Criminal Defense Lawyers RFP to partners</i>					
11/24/2009	College of Technology Vanessa Buntin	sent rfp to partner	Closed	11/24/2009	11/24/2009	Jennifer Leslie
	<i>sent Feb 2010 Purdue Univ. brunch event RFP to partners</i>					
11/24/2009	ConferenceDirect Peggy Fritz	sent rfp to partner	Closed	11/24/2009	11/24/2009	Jennifer Leslie
	<i>sent 2010 Pathology Coding Caucus RFP to partners</i>					
11/24/2009	Dionex Corporation Angie Jinks	sent rfp to partner	Closed	11/24/2009	11/24/2009	Jennifer Leslie
	<i>sent Jan 2010 Dionex Sales Training RFP to partners</i>					
12/4/2009	Site Search, Incorporated Richard Miseyko, CMP, CMM	sent rfp to partner	Closed	12/4/2009	12/4/2009	Jennifer Leslie
	<i>sent 2011 Retail Environments RFP to partners</i>					
12/4/2009	Suncoast Meetings & Events Karen Farrington	sent rfp to partner	Closed	12/4/2009	12/4/2009	Jennifer Leslie
	<i>sent 2011 Southern Ice RFP to partners</i>					
11/19/2009	LPGA Tournament Owners Association	Sales - Assisted Mtg Planner	Closed	12/8/2009	12/23/2009	Debi DeBenedetto

* Task is assigned to multiple people

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Page: 1 of 5

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
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Call Sharon and get dates for LPGA and send out lead again

11/13/2009	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	12/9/2009	12/15/2009	Debi DeBenedetto
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Spent several days and time assisting Meeting planner for site in Dec Miriam Am. Holistic Nurses assn NG, Marriott and Ritz - set

11/13/2009	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	12/9/2009	12/15/2009	Debi DeBenedetto
------------	----------------------------------	-------------------------------------	--------	-----------	------------	------------------

Conference calls and committee meeting for 2010 FSAE hosting. Trying to pul off a Taste of Naples Event

12/18/2009	National Association of Independent Lighting Distributors Cathy Heldt	sent rfp to partner	Closed	12/18/2009	12/18/2009	Jennifer Leslie
------------	--	---------------------	--------	------------	------------	-----------------

sent RFP to partners for 2012 NAILD annual conference

12/23/2009	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	12/23/2009	11/18/2009	Debi DeBenedetto
------------	----------------------------------	-------------------------------------	--------	------------	------------	------------------

Attended Florida Encounter Meeting show met with 27 planners and 3 days of events

12/23/2009	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	12/23/2009	11/20/2009	Debi DeBenedetto
------------	----------------------------------	-------------------------------------	--------	------------	------------	------------------

Several hours over 2 days to follow up on Florida Encounter meeting. Sent leads to hotels and sent planners each personal email requesting business and remind of conversations

12/23/2009	Debi's Activity Tracking Account	Register Trade show	Closed	12/23/2009	11/23/2009	Debi DeBenedetto
------------	----------------------------------	---------------------	--------	------------	------------	------------------

Register Pow Wow International trade show Clearwater May 2010

12/23/2009	Debi's Activity Tracking Account	Fam Itinerary - Planning	Closed	12/23/2009	11/24/2009	Debi DeBenedetto
------------	----------------------------------	--------------------------	--------	------------	------------	------------------

Lunch with tour operators from Bon Voyage - discuss upcoming fam itinerary I planned for their group and courted partnership with Theresa

12/23/2009	Debi's Activity Tracking Account	General - Meeting	Closed	12/23/2009	11/24/2009	Debi DeBenedetto
------------	----------------------------------	-------------------	--------	------------	------------	------------------

Meeting with Paradise Agency 2 hours - TV spots proof

12/23/2009	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	12/23/2009	11/30/2009	Debi DeBenedetto
------------	----------------------------------	-------------------------------------	--------	------------	------------	------------------

Fly to Vegas for Luxury show Dec 1-3

12/23/2009	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	12/23/2009	11/23/2009	Debi DeBenedetto
------------	----------------------------------	-------------------------------------	--------	------------	------------	------------------

Take care of details for ABC HelmsBriscoe show

12/23/2009	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	12/23/2009	11/24/2009	Debi DeBenedetto
------------	----------------------------------	-------------------------------------	--------	------------	------------	------------------

Follow up on TSAE show to planners

12/23/2009	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	12/23/2009	11/20/2009	Debi DeBenedetto
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Finsihed details for WCNY promotion radio NY with partners and agency

* Task is assigned to multiple people

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Printed: 1/14/2010

Page: 2 of 5

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
1/6/2010	Flacks planning Gloria Flacks <i>delivered pp maps to NG for 150 pp event Alpha Zeta Omega</i>	Sales - Assisted Mtg Planner	Closed	1/6/2010	1/6/2010	Debi DeBenedetto
1/6/2010	Debi's Activity Tracking Account	Sales - Partner Contact	Open	1/7/2010		
	<i>Meeting with partners on Philadelphia sales mission - type up message and request hotel cooperation 3 hours</i>					
1/7/2010	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	1/7/2010	1/7/2010	Debi DeBenedetto
	<i>VIP communication out with follow up - Jennifer to assist gather offers</i>					
1/7/2010	Debi's Activity Tracking Account	Free listing register	Closed	1/7/2010	1/7/2010	Debi DeBenedetto
	<i>updates memberships, MPI and ASAE</i>					
1/7/2010	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	1/7/2010	1/7/2010	Debi DeBenedetto
	<i>Prep for HelmsBriscoe ABC Vegas show includes sending notice to meet and lunch with Judy, communication with local HB assc.</i>					
1/7/2010	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	1/7/2010	1/7/2010	Debi DeBenedetto
	<i>Made Huddle appointments, Huddle trade show show arrangements 3 hours</i>					
12/17/2010	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	1/7/2010	1/7/2010	Debi DeBenedetto
	<i>attend HSMAI event in Sanibel</i>					
12/18/2010	Debi's Activity Tracking Account	General - Meeting	Closed	1/7/2010	1/7/2010	Debi DeBenedetto
	<i>Meeting with chambers and Everglades re pubs and coordinator for brochure dist 1.5 hours</i>					
12/20/2010	Debi's Activity Tracking Account	General - Followup Call	Closed	1/7/2010	1/7/2010	Debi DeBenedetto
	<i>Sent Christmas card to planner data base</i>					
12/22/2010	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	1/7/2010	1/7/2010	Debi DeBenedetto
	<i>Requested new meeting specials from hotel partners and updates to website, PPP and other promo requests</i>					
12/22/2010	Debi's Activity Tracking Account	Free listing register	Closed	1/7/2010	1/7/2010	Debi DeBenedetto
	<i>updated cvent account information for Rfp referrals</i>					
12/23/2010	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	1/7/2010	1/7/2010	Debi DeBenedetto
	<i>created distribution list for HB associates for blasts to planners</i>					
1/8/2010	Aravindhan Dental Hospital K. Aravindhan	sent rfp to partner	Closed	1/8/2010	1/8/2010	Jennifer Leslie
	<i>sent RFP to partners for Mar 2010 Oral Radiology Convention</i>					
1/8/2010	Certified Financial Planner Board Stefanie Garcia	sent rfp to partner	Closed	1/8/2010	1/8/2010	Jennifer Leslie

* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Close Date	Closed by User
	<i>sent RFP to partners for Feb 2010 meeting for Certified Financial Planner Board</i>					
1/8/2010	Debi's Activity Tracking Account	General - Email	Closed	1/8/2010	1/8/2010	Jennifer Leslie
	<i>assisted Globus Medical with information on temp services for their event at Marriott Marco Island</i>					
1/4/2010	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	1/12/2010	1/4/2010	Debi DeBenedetto
	<i>Assisted Stefanie Garcia DC with Feb meeting breakfast 50-75 pp no rooms</i>					
1/8/2010	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	1/12/2010	1/8/2010	Debi DeBenedetto
	<i>Called on Naples Bay Resort - met new GM and talked with concierge</i>					
1/8/2010	Debi's Activity Tracking Account	General - Meeting	Open	1/12/2010		
	<i>Meeting with Teri Wainscot re: Jack Rabbit booking engine for website - makes sense if we can budget it is the right thing to do for partners to help increase adr bottom line ROI and bookings increase on Paradise Coast website</i>					
1/8/2010	Debi's Activity Tracking Account	Fam Escort	Closed	1/12/2010	1/8/2010	Debi DeBenedetto
	<i>Meet with 2 Media writers during JoNells fam for M& C and Preview - building relationship with writers for Meetings news -</i>					
1/12/2010	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	1/12/2010	1/12/2010	Debi DeBenedetto
	<i>worked on VIP promotion all week as did Jennifer</i>					
1/12/2010	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	1/12/2010	1/12/2010	Debi DeBenedetto
	<i>lunch with Erin Greenlinks and Trish sip n sail to go over co-op and trade shows ideas and golf promotions/sponsorships</i>					
1/12/2010	Debi's Activity Tracking Account	General - Meeting	Closed	1/12/2010	1/5/2010	Debi DeBenedetto
	<i>Staff meeting</i>					
1/12/2010	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	1/12/2010	1/12/2010	Debi DeBenedetto
	<i>lunch with planner and client at NBH Regina Day Kathryn Bradley</i>					
1/12/2010	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	1/14/2010	1/12/2010	Debi DeBenedetto
	<i>Lunch with planner and 3rd party NBH assisted sales</i>					
1/14/2010	Debi's Activity Tracking Account	General - Email	Closed	1/14/2010	1/14/2010	Jennifer Leslie
	<i>1/10 - in contact with Gaynell with AAA in Ohio and sent 50 visitor guides.</i>					
1/14/2010	Debi's Activity Tracking Account	General - Email	Closed	1/14/2010	1/14/2010	Jennifer Leslie
	<i>1/10 - received communication from AAA in Kentucky and sent them 1 case of visitor guides</i>					
1/14/2010	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	1/14/2010	1/14/2010	Debi DeBenedetto
	<i>Debi DeBenedetto</i>					
	<i>Working with new planner for NY state Auto Dealers - sent DVD and info, phone and will add to Idss with follow up and site and other assistance. JEnnifer Davis</i>					

* Task is assigned to multiple people

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Printed: 1/14/2010

Page: 4 of 5

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
1/14/2010	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	1/14/2010	1/14/2010	Debi DeBenedetto
<i>Helped planner Kerry Kurowski with 40 person offsite excursions, recommendations, web help and sent lead</i>						
1/14/2010	Debi's Activity Tracking Account	Fam Escort	Closed	1/14/2010	1/14/2010	Debi DeBenedetto
<i>Cancel huddle fam only one sign up will personal escort</i>						
1/14/2010	Debi's Activity Tracking Account	Proof copy	Closed	1/14/2010	1/14/2010	Debi DeBenedetto
<i>proof copy for e news - other paradise communication include web problems</i>						
1/14/2010	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	1/14/2010	1/14/2010	Debi DeBenedetto
<i>Attended HSMAI event in Ft. Lauderdale / networking.</i>						

Total Tasks: 56

Naples, Marco Island, Everglades CVB

Call Summary by Toll Free Number

For the month of November 2009

<u>TOLL FREE NUMBER</u>	<u># OF CALLS</u>	<u>MINUTES</u>
800-2ESCAPE	39	128.68
PR-Editorial	59	166.62
Expedia Reservations	3	22.37
International	5	12.65
Storm Information	0	0.00
Meeting Planner	0	0.00
Collier County Sports Council	15	13.97
Spare #1	11	6.80
Spare #2	1	0.58
<u>Grand Total:</u>	<u>133</u>	<u>351.67</u>

Naples, Marco Island, Everglades CVB

Call Summary by Purpose

For the month of November 2009

<u>PURPOSE</u>	<u>REQUESTS</u>	<u>MINUTES</u>	<u>RESERVATIONS</u>
Expedia Reservations	1	9.03	1
Live Information	30	95.82	-
Meeting Planner	0	0.00	-
Special Fulfillment	436	7.92	-
Sports Council of Collier County Information	2	9.22	-
Visitors Guide	2023	277.28	-
Arts Culture & Heritage Guide	0	0.00	-
CVB Office Referral	2	6.02	-
Hang up	14	4.92	-
Storm Accommodations Info	0	0.00	-
Update Accommodations Info	0	0.00	-
Wrong Number	28	14.58	-
Grand Total:	2536	424.78	1

Naples, Marco Island, Everglades CVB

Request Summary by Source

For the month of November 2009

<u>SOURCE</u>	<u>CURRENT YEAR</u>			<u>LAST YEAR</u>		
	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>	<u>MONTH</u>	<u>YTD*</u>	<u>%</u>
Consumer Directories - Domestic US	169	401	13%	15	39	0%
Consumer E-Marketing - Domestic US	190	386	12%	164	364	4%
Consumer Magazines - Domestic US	52	262	8%	19	49	0%
Consumer Newspaper - Domestic US	876	945	30%	2041	2054	50%
Geographic Campaign	2	2	0%	1	1	0%
International Markets	13	26	1%	1076	1103	26%
Niche Markets	693	1071	34%	760	1839	19%
Travel Agent Directories	0	0	0%	0	0	0%
Friend/Relative	4	12	0%	2	3	0%
Naples, Marco Island, Everglades CVB	2	3	0%	4	4	0%
Other/Unknown	18	25	1%	3	18	0%
Travel Agent	4	6	0%	1	1	0%
Grand Total:	2,023	3,139		4,086	5,475	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Consumer Directories

For the month of November 2009

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
2009 Official Florida Vacation Guide - Quick Check	135	304	76%
2009 Official Florida Vacation Guide - Specific Target	33	90	22%
Florida Getaways Floridians 2-2008 - Quick Check	1	3	1%
2009 Naples, Marco Island & the Everglades Visitors Guide	0	2	0%
2009 Official Florida Vacation Guide - Telephone Call	0	0	0%
2009 Visit Florida SIP - Beach Getaway	0	2	0%
<u>Grand Total:</u>	<u>169</u>	<u>401</u>	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Consumer E-Marketing

For the month of November 2009

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
ParadiseCoast.com	185	375	97%
Miles Media Imports	169	345	
Phone	9	17	
info@paradisecoast.com	2	5	
Interactive Text Chat	5	8	
DestinationBrochures.com	3	7	2%
Other/Unknown	1	2	1%
Visit USA - UK	1	1	0%
ParadiseCoast.de	0	1	0%
VisitFlorida.com	0	0	0%
Grand Total:	190	386	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Consumer Magazines

For the month of November 2009

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
Cooking Light September 2009	27	191	73%
Southern Living Travel Florida February 2009	12	23	9%
Coastal Living June 2009	6	30	11%
AAA Florida TourBook 2009 Edition	3	11	4%
Other/Unknown	2	3	1%
Southern Living Travel June 2008	1	1	0%
Women's World Magazine Story January 26 2009	1	2	1%
Midwest Living March/April 2009	0	1	0%
<u>Grand Total:</u>	<u>52</u>	<u>262</u>	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Consumer Newspaper

For the month of November 2009

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
America's Best Vacations In-State Insert October 2009	873	940	99%
Visit Florida In-State Insert Spring 2009	2	2	0%
Other/Unknown	1	3	0%
Grand Total:	876	945	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Geographic Campaign

For the month of November 2009

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
Geographic Campaign - In-State			
Other/Unknown	1	1	50%
<hr/>			
Geographic Campaign - In-State	1	1	
Geo-Targeted In-State Online			
PalmBeachPost.com	1	1	50%
<hr/>			
Geo-Targeted In-State Online	1	1	
<u>Grand Total:</u>	<u>2</u>	<u>2</u>	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Group Business

For the month of November 2009

Media

Month

YTD

Grand Total:

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by International Market

For the month of November 2009

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
International - Germany			
Florida Sun Magazine	13	26	100%
International - Germany	13	26	
Grand Total:	13	26	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Niche Markets

For the month of November 2009

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
Niche Markets (Bridal/Honeymoon)			
Brides Florida March - September 2009	403	461	43%
Bridal Guide January/February 2008	45	58	5%
Destination Weddings & Honeymoons October - December 2009	22	30	3%
Bridal Guide May/June 2009	4	13	1%
Bridal Guide January/February 2009	0	2	0%
<hr/>			
Niche Markets (Bridal/Honeymoon)	474	564	
Niche Markets (ECO)			
Audubon (Great Florida Birding Trail) November/December 2009	210	211	20%
Audubon (Eco-Tourism Guide) May/June 2009	0	1	0%
Audubon (Great Florida Birding Trail) November/December 2008	0	1	0%
<hr/>			
Niche Markets (ECO)	210	213	
Niche Markets (Senior)			
AAA Going Places South May/June 2009	9	294	27%
<hr/>			
Niche Markets (Senior)	9	294	
<hr/>			
Grand Total:	693	1071	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Travel Agent Directories

For the month of November 2009

Media

Month

YTD

Grand Total:

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by State

For the month of November 2009

<u>STATE</u>	<u>CURRENT YEAR</u>			<u>LAST YEAR</u>		
	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>	<u>MONTH</u>	<u>YTD*</u>	<u>%</u>
FL	1321	1495	51%	2036	2157	68%
IL	50	87	3%	71	162	2%
NY	50	283	10%	69	150	2%
OH	43	136	5%	51	119	2%
CA	36	58	2%	40	87	1%
PA	36	92	3%	61	121	2%
MI	27	59	2%	46	118	2%
MN	27	44	2%	23	66	1%
TX	25	45	2%	66	134	2%
NJ	23	45	2%	36	68	1%
WI	21	38	1%	30	78	1%
NC	18	41	1%	23	53	1%
GA	17	39	1%	27	56	1%
MD	17	27	1%	17	37	1%
MO	16	36	1%	23	68	1%
VA	16	33	1%	18	46	1%
IN	13	33	1%	32	87	1%
MA	13	22	1%	28	56	1%
KY	12	23	1%	26	44	1%
SC	12	15	1%	15	31	1%
CO	11	17	1%	10	29	0%
AL	10	20	1%	15	39	1%
WA	10	16	1%	13	26	0%
LA	9	15	1%	11	31	0%
ME	9	13	0%	10	14	0%
IA	8	18	1%	21	36	1%
NM	8	9	0%	5	9	0%
TN	7	44	2%	25	50	1%
MS	6	8	0%	13	25	0%
WV	6	10	0%	10	24	0%
CT	5	15	1%	14	27	0%
OR	5	9	0%	5	15	0%
AR	4	7	0%	12	24	0%
DE	4	7	0%	6	10	0%
VT	4	5	0%	3	10	0%
MT	3	3	0%	2	3	0%

PHASE V OF SOUTHWEST FLORIDA, INC.

Page 13 of 17

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by State

For the month of November 2009

<u>STATE</u>	<u>CURRENT YEAR</u>			<u>LAST YEAR</u>		
	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>	<u>MONTH</u>	<u>YTD*</u>	<u>%</u>
NH	3	4	0%	7	18	0%
OK	3	9	0%	14	24	0%
UT	3	4	0%	2	6	0%
AZ	2	4	0%	12	23	0%
NE	2	7	0%	8	16	0%
DC	1	2	0%	0	0	0%
HI	1	2	0%	1	7	0%
ND	1	2	0%	1	3	0%
NV	1	2	0%	4	9	0%
RI	1	4	0%	1	2	0%
WY	1	1	0%	5	6	0%
AK	0	0	0%	1	3	0%
ID	0	1	0%	3	11	0%
KS	0	2	0%	13	34	0%
PR	0	0	0%	7	29	0%
SD	0	0	0%	1	2	0%
VI	0	1	0%	0	2	0%
Grand Total:	1,921	2,912		2,993	4,305	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Country

For the month of November 2009

<u>COUNTRY</u>	<u>CURRENT YEAR</u>			<u>LAST YEAR</u>		
	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>	<u>MONTH</u>	<u>YTD*</u>	<u>%</u>
USA	1921	2912	93%	2993	4305	73%
CANADA	30	52	2%	17	44	0%
BRAZIL	27	88	3%	2	3	0%
UNITED KINGDOM	11	16	1%	1046	1060	26%
GERMANY	11	23	1%	17	36	0%
NO ADDRESS	10	12	0%	0	0	0%
NETHERLANDS	4	7	0%	0	0	0%
ARGENTINA	1	2	0%	0	0	0%
AUSTRIA	1	2	0%	1	2	0%
FRANCE	1	2	0%	1	5	0%
INDIA	1	1	0%	0	1	0%
IRAN	1	2	0%	0	1	0%
ITALY	1	2	0%	0	0	0%
PORTUGAL	1	8	0%	0	1	0%
RUSSIA	1	1	0%	0	0	0%
SWITZERLAND	1	2	0%	1	4	0%
BANGLADESH	0	2	0%	2	3	0%
CROATIA	0	1	0%	0	0	0%
DENMARK	0	2	0%	0	0	0%
GHANA	0	0	0%	1	1	0%
INDONESIA	0	0	0%	1	1	0%
IRAQ	0	0	0%	0	1	0%
IRELAND	0	1	0%	0	0	0%
JAPAN	0	1	0%	0	0	0%
MEXICO	0	0	0%	1	1	0%
NORWAY	0	0	0%	1	1	0%
PHILIPPINES	0	0	0%	1	1	0%
POLAND	0	0	0%	1	2	0%
SAUDI ARABIA	0	0	0%	0	1	0%
YUGOSLAVIA	0	0	0%	0	1	0%
Grand Total:	2,023	3,139		4,086	5,475	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Special Fulfillment Requests by Category

For the month of November 2009

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
Golf Guide			
Golf Guide			
Play FL Golf	245	245	39%
Golf Guide	245	245	39%
Meeting Planners			
Market Group Fulfillment			
Market Group Fulfillment	0	89	14%
Market Group Fulfillment	0	89	14%
Meeting Planner Kit			
Meeting Planner Kit	3	58	9%
Meeting Planner Kit	3	58	9%
Post Show Followup			
Successful Meetings	185	237	37%
Post Show Followup	185	237	37%
Promotions			
Promotions			
Summer VIP	2	2	0%
Promotions	2	2	0%
SMERF Group Leaders	1	1	0%
Tour Operators			
Tour Operators			
Other/Unknown	0	1	0%
Tour Operators	0	1	0%
Travel Agents			
Travel Agents			
Other/Unknown	0	3	0%
Travel Agents	0	3	0%
Grand Total:	436	636	

Naples, Marco Island, Everglades CVB

Arts Culture & Heritage Request Summary by Source

For the month of November 2009

<u>SOURCE</u>	<u>REQUESTS</u>	<u>QTY</u>
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<u>Grand Total:</u>		
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Naples, Marco Island, Everglades CVB Call Summary by Toll Free Number

For the month of December 2009

<u>TOLL FREE NUMBER</u>	<u># OF CALLS</u>	<u>MINUTES</u>
800-2ESCAPE	39	59.55
PR-Editorial	45	143.07
Expedia Reservations	2	7.28
International	7	22.35
Storm Information	1	1.87
Meeting Planner	0	0.00
Collier County Sports Council	4	1.33
Naples #1	16	15.53
Naples #2	0	0.00
<u>Grand Total:</u>	<u>114</u>	<u>250.98</u>

Naples, Marco Island, Everglades CVB

Call Summary by Purpose

For the month of December 2009

<u>PURPOSE</u>	<u>REQUESTS</u>	<u>MINUTES</u>	<u>RESERVATIONS</u>
Expedia Reservations	0	0.00	0
Live Information	24	82.32	-
Special Fulfillment	128	6.00	-
Sports Council of Collier County Information	0	0.00	-
Visitors Guide	2095	227.20	-
Arts Culture & Heritage Guide	0	0.00	-
CVB Office Referral	0	0.00	-
Hang up	14	10.05	-
Wrong Number	41	17.75	-
<u>Grand Total:</u>	<u>2302</u>	<u>343.32</u>	<u>0</u>

Naples, Marco Island, Everglades CVB

Request Summary by Source

For the month of December 2009

<u>SOURCE</u>	<u>CURRENT YEAR</u>			<u>LAST YEAR</u>		
	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>	<u>MONTH</u>	<u>YTD*</u>	<u>%</u>
Consumer Directories - Domestic US	200	601	11%	50	89	3%
Consumer E-Marketing - Domestic US	392	778	15%	180	544	11%
Consumer Magazines - Domestic US	30	292	6%	15	64	1%
Consumer Newspaper - Domestic US	263	1208	23%	676	2730	41%
Geographic Campaign	0	2	0%	0	1	0%
International Markets	37	63	1%	308	1411	19%
Niche Markets	1159	2230	43%	389	2228	24%
Travel Agent Directories	0	0	0%	0	0	0%
Friend/Relative	3	15	0%	7	10	0%
Naples, Marco Island, Everglades CVB	4	7	0%	1	5	0%
Other/Unknown	7	32	1%	10	28	1%
Travel Agent	0	6	0%	0	1	0%
Grand Total:	2,095	5,234		1,636	7,111	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Consumer Directories

For the month of December 2009

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
2009 Official Florida Vacation Guide - Quick Check	142	446	74%
2009 Official Florida Vacation Guide - Specific Target	54	144	24%
2009 Official Florida Vacation Guide - Telephone Call	3	3	0%
2009 Visit Florida SIP - Beach Getaway	1	3	0%
2009 Naples, Marco Island & the Everglades Visitors Guide	0	2	0%
Florida Getaways Floridians 2-2008 - Quick Check	0	3	0%
<u>Grand Total:</u>	<u>200</u>	<u>601</u>	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Consumer E-Marketing

For the month of December 2009

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
ParadiseCoast.com	382	757	97%
Miles Media Imports	376	721	
Phone	6	23	
info@paradisecoast.com	0	5	
Interactive Text Chat	0	8	
DestinationBrochures.com	5	12	2%
Other/Unknown	3	5	1%
ParadiseCoast.de	1	2	0%
VisitFlorida.com	1	1	0%
Visit USA - UK	0	1	0%
Grand Total:	392	778	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Consumer Magazines

For the month of December 2009

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
Cooking Light September 2009	18	209	72%
Southern Living Travel Florida February 2009	8	31	11%
Other/Unknown	4	7	2%
AAA Florida TourBook 2009 Edition	0	11	4%
Coastal Living June 2009	0	30	10%
Midwest Living March/April 2009	0	1	0%
Southern Living Travel June 2008	0	1	0%
Women's World Magazine Story January 26 2009	0	2	1%
<u>Grand Total:</u>	<u>30</u>	<u>292</u>	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Consumer Newspaper

For the month of December 2009

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
America's Best Vacations In-State Insert October 2009	260	1200	99%
Other/Unknown	3	6	0%
Visit Florida In-State Insert Spring 2009	0	2	0%
Grand Total:	263	1208	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Geographic Campaign

For the month of December 2009

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
Geographic Campaign - In-State			
Other/Unknown	0	1	50%
<hr/>			
Geographic Campaign - In-State	0	1	
Geo-Targeted In-State Online			
PalmBeachPost.com	0	1	50%
<hr/>			
Geo-Targeted In-State Online	0	1	
Grand Total:	0	2	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Group Business

For the month of December 2009

Media

Month

YTD

Grand Total:

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by International Market

For the month of December 2009

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
International - Germany			
Florida Sun Magazine	0	26	41%
<hr/>			
International - Germany	0	26	
International - United Kingdom			
UK Go America WinaTriptoAmerica.com Sweepstakes Fall 2009	21	21	33%
UK Go America Fall 2009	16	16	25%
<hr/>			
International - United Kingdom	37	37	
<u>Grand Total:</u>	<u>37</u>	<u>63</u>	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Niche Markets

For the month of December 2009

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
Niche Markets (Bridal/Honeymoon)			
Bridal Guide January/February 2010	222	222	10%
Brides Florida March - September 2009	20	481	22%
Bridal Guide January/February 2008	14	72	3%
Destination Weddings & Honeymoons October - December 2009	11	41	2%
Bridal Guide May/June 2009	8	21	1%
Bridal Guide January/February 2009	0	2	0%
<hr/>			
Niche Markets (Bridal/Honeymoon)	275	839	
Niche Markets (ECO)			
National Geographic Traveler January/February 2010	446	446	20%
Audubon (Great Florida Birding Trail) November/December 2009	110	321	14%
Audubon (Eco-Tourism Guide) May/June 2009	0	1	0%
Audubon (Great Florida Birding Trail) November/December 2008	0	1	0%
<hr/>			
Niche Markets (ECO)	556	769	
Niche Markets (Senior)			
AAA Going Places South May/June 2009	328	622	28%
<hr/>			
Niche Markets (Senior)	328	622	
<hr/>			
Grand Total:	1159	2230	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Travel Agent Directories

For the month of December 2009

Media

Month

YTD

Grand Total:

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by State

For the month of December 2009

<u>STATE</u>	<u>CURRENT YEAR</u>			<u>LAST YEAR</u>		
	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>	<u>MONTH</u>	<u>YTD*</u>	<u>%</u>
FL	376	1871	39%	710	2867	55%
NY	294	577	12%	52	202	4%
OH	121	257	5%	31	150	2%
CA	100	158	3%	24	111	2%
PA	87	179	4%	37	158	3%
IL	73	160	3%	35	197	3%
MI	63	122	3%	27	145	2%
NJ	58	103	2%	23	91	2%
VA	55	88	2%	18	64	1%
TX	52	97	2%	37	171	3%
WI	47	85	2%	27	105	2%
MN	44	88	2%	11	77	1%
IN	40	73	2%	14	101	1%
TN	38	82	2%	11	61	1%
NC	35	76	2%	24	77	2%
MD	34	61	1%	12	49	1%
MA	33	55	1%	16	72	1%
GA	30	69	1%	14	70	1%
CO	27	44	1%	5	34	0%
MO	26	62	1%	17	85	1%
SC	22	37	1%	8	39	1%
CT	18	33	1%	6	33	0%
KY	17	40	1%	16	60	1%
LA	17	32	1%	14	45	1%
WA	17	33	1%	11	37	1%
AZ	13	17	0%	6	29	0%
NE	11	18	0%	4	20	0%
AL	10	30	1%	14	53	1%
IA	9	27	1%	6	42	0%
KS	9	11	0%	3	37	0%
OK	9	18	0%	7	31	1%
OR	9	18	0%	1	16	0%
AR	8	15	0%	3	27	0%
MS	8	16	0%	6	31	0%
WV	7	17	0%	3	27	0%

PHASE V OF SOUTHWEST FLORIDA, INC.

Page 13 of 19

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by State

For the month of December 2009

<u>STATE</u>	<u>CURRENT YEAR</u>			<u>LAST YEAR</u>		
	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>	<u>MONTH</u>	<u>YTD*</u>	<u>%</u>
ME	6	19	0%	2	16	0%
NM	6	15	0%	3	12	0%
VT	6	11	0%	2	12	0%
DC	5	7	0%	2	2	0%
MT	4	7	0%	2	5	0%
ND	4	6	0%	1	4	0%
NV	4	6	0%	0	9	0%
UT	4	8	0%	3	9	0%
RI	3	7	0%	1	3	0%
SD	3	3	0%	0	2	0%
NH	2	6	0%	5	23	0%
DE	1	8	0%	4	14	0%
ID	1	2	0%	3	14	0%
PR	1	1	0%	2	31	0%
AK	0	0	0%	0	3	0%
HI	0	2	0%	3	10	0%
VI	0	1	0%	0	2	0%
WY	0	1	0%	0	6	0%
Grand Total:	1,867	4,779		1,286	5,591	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Country

For the month of December 2009

<u>COUNTRY</u>	<u>CURRENT YEAR</u>			<u>LAST YEAR</u>		
	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>	<u>MONTH</u>	<u>YTD*</u>	<u>%</u>
USA	1867	4779	91%	1286	5591	79%
BRAZIL	102	190	4%	4	7	0%
UNITED KINGDOM	47	63	1%	287	1347	18%
CANADA	23	75	1%	21	65	1%
NO ADDRESS GIVEN	10	22	0%	0	0	0%
INDIA	8	9	0%	1	2	0%
PORTUGAL	6	14	0%	0	1	0%
LITHUANIA	5	5	0%	0	0	0%
NETHERLANDS	5	12	0%	2	2	0%
GERMANY	3	26	0%	16	52	1%
UKRAINE	3	3	0%	0	0	0%
AUSTRIA	2	4	0%	0	2	0%
BELGIUM	2	2	0%	1	1	0%
DENMARK	2	4	0%	0	0	0%
MEXICO	2	2	0%	0	1	0%
RUSSIA	2	3	0%	1	1	0%
ARGENTINA	1	3	0%	0	0	0%
AUSTRALIA	1	1	0%	1	1	0%
BELARUS	1	1	0%	0	0	0%
BULGARIA	1	1	0%	0	0	0%
CZECH REPUBLIC	1	1	0%	1	1	0%
FRANCE	1	3	0%	2	7	0%
BANGLADESH	0	2	0%	0	3	0%
CHILE	0	0	0%	1	1	0%
CROATIA	0	1	0%	0	0	0%
GHANA	0	0	0%	0	1	0%
INDONESIA	0	0	0%	1	2	0%
IRAN	0	2	0%	0	1	0%
IRAQ	0	0	0%	0	1	0%
IRELAND	0	1	0%	1	1	0%
ITALY	0	2	0%	0	0	0%
JAPAN	0	1	0%	0	0	0%

PHASE V OF SOUTHWEST FLORIDA, INC.

Page 15 of 19

Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Country

For the month of December 2009

<u>COUNTRY</u>	<u>CURRENT YEAR</u>			<u>LAST YEAR</u>		
	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>	<u>MONTH</u>	<u>YTD*</u>	<u>%</u>
NIGERIA	0	0	0%	1	1	0%
NORWAY	0	0	0%	0	1	0%
PHILIPPINES	0	0	0%	0	1	0%
POLAND	0	0	0%	3	5	0%
SAUDI ARABIA	0	0	0%	0	1	0%
SCOTLAND	0	0	0%	2	2	0%
SPAIN	0	0	0%	1	1	0%
SWEDEN	0	0	0%	1	1	0%
SWITZERLAND	0	2	0%	1	5	0%
UNITED ARAB EMIRATES	0	0	0%	1	1	0%
YUGOSLAVIA	0	0	0%	0	1	0%
Grand Total:	2,095	5,234		1,636	7,111	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Special Fulfillment Requests by Category

For the month of December 2009

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
Golf Guide			
Golf Guide			
Play FL Golf	0	245	32%
Golf Guide	0	245	32%
Meeting Planners			
Market Group Fulfillment			
Market Group Fulfillment	0	89	12%
Market Group Fulfillment	0	89	12%
Meeting Planner Kit			
Meeting Planner Kit	1	59	8%
Meeting Planner Kit	1	59	8%
Meeting Planner Non-Kit Fulfillment			
MP Non-Kit Fulfillment	1	1	0%
Meeting Planner Non-Kit Fulfillment	1	1	0%
Post Show Followup			
Successful Meetings	0	237	31%
Post Show Followup	0	237	31%
Promotions			
Promotions			
Summer VIP	0	2	0%
Promotions	0	2	0%
SMERF Group Leaders	0	1	0%
Tour Operators			
Tour Operators			
Other/Unknown	1	2	0%
Tour Operators	1	2	0%

Naples, Marco Island, Everglades CVB

Special Fulfillment Requests by Category

For the month of December 2009

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
Travel Agents			
Travel Agents			
Luxury Travel Agents	125	125	16%
Other/Unknown	0	3	0%
Travel Agents	125	128	17%
Grand Total:	128	764	

Naples, Marco Island, Everglades CVB

Arts Culture & Heritage Request Summary by Source

For the month of December 2009

<u>SOURCE</u>	<u>REQUESTS</u>	<u>QTY</u>
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<u>Grand Total:</u>		
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