



DIRECTOR'S REPORT

RECENT ACTIVITY

- VISIT FLORIDA Board of Directors Meeting
- TDC Sub Committee Meetings- April 1 & 22
- Wanderlust Event benefiting FGCU Resort & Hospitality School
- Naples Airport Authority Planning meeting for Florida Airports Council Annual Meeting
- Destination Marketing Association Intl. CEO Forum
- Naples Works Website Planning meeting
- Florida CVB Association Marketing Summit
- Collier County Sports Council Executive Committee Meeting
- VISIT FLORIDA International Marketing Committee Meeting
- European American Network Event
- Charlotte County VCB Meeting on Regional Marketing efforts
- Leadership Collier 2011 Class Graduation
- Pelican Bay Rotary Presentation



SALES DEPARTMENT- Debi DeBenedetto and Jennifer Leslie

Industry Relations/Sales

- Committees formed for Sales Missions & Fams
- October Fam “Music In Paradise” Completed and online
- Golf leads sent out for 2 cities and 2 months of online leads
- Fam for Visit Florida Welcome centers managers itinerary set

New Product Development

- Brazil Sales Mission
- South American Sales missions Orlando/Miami
- Hotelbeds Workshop

Promotions

- Tourism Week Nominations in and out to Judges
- Tourism week announcement invitation May 11, 2011 Marriott Marco Island Beach Resort Award luncheon

RFP's and Booked Business

- Four RFP's were sent out the hotel partners with 943 potential room nights.
- Two groups were logged as booked business since last month with a total of 1,100 room nights under contract with a potential of more than \$400,000 in direct revenue and over \$911,000 in economic impact

Report on Sales Mission to Brazil-

- Brazil is currently the second largest International contributor of visitors to the state of Florida. Brazilians are also the highest spending visitor to our state. Brazilians enter Florida through either Miami or Orlando, and tend to spend their first visit in those areas. However, those traveling to Florida for the second or more time are eager to explore new areas, and are willing to drive a rental car to experience these new areas. Brazilian travel agents are anxious to get information about “new Florida destinations” and our area of Southwest Florida is very appealing to them. Brazilians fit our destination very well and tend to travel here during their winter season, which is our summertime.

- This was our first visit to Brazil, so we partnered with VISIT FLORIDA and their Latin American representatives. In addition to our area, the sales mission included 16 other Florida tourism partners including CVB's from Miami, Ft. Lauderdale, Tampa Bay, Florida Keys, Orlando, Dollar rent a car, American Airlines, Wet 'n Wild and several hotels.
- Each Florida tourism partner presented a 10 minute PowerPoint presentation each morning in the 3 Brazilian cities of Brasilia, Bello Horizonte and Sao Paulo. In each city we hosted a reception of Travel Trade representatives including receptive tour operators, travel agents, outbound tour operators and travel journalists. In total we presented to 252 of the top travel industry professionals in Brazil. In addition to the breakfast presentations, we hosted these Brazilians for lunch and one dinner with over 30 attendees.
- The CVB representatives spent one day making media calls in Sao Paulo, while the other industry partners called on travel agents on behalf of the entire delegation. This was an important working sales mission visiting three cities in five days. I distributed 250 of our English Visitor guides with my business card, and 100 of our new Portuguese brochure. A number of the agents and tour operators showed interest in our Preferred Pass value promotion.
- We had one on one interviews with Brazil TV and were featured in news media and travel trade pubs during our visit. These included Panrotas, Brasil Travel News, Brasilturis Journal Travel trade newspaper, Mercado & eventos International trade news publishers of 25 publications, Turismo Grupo Folha Dirigida, and Viagens Gerais News. We met with five media contacts in Bello Horizonte, five in Brasilia and six in Sao Paulo. Some of the media requested B-roll footage of our destination, which our PR team will follow up on. We also provided media flash drives which contained our "What's New" press release and other destination media information. The media contacts showed a very big interest in our destination.
- Our follow up activities will include sending each a contact our new Portuguese brochure, our new Spanish brochure, and a poster of the destination. I will also share the data base of Brazil so they can follow up with rates and information. We are requesting that our area hotels report back to the CVB any new contracts and room night that result from this Brazilian sales mission.



PUBLIC RELATIONS & COMMUNICATIONS- JoNell Modys & Angela Aline

Press Visits and Media Events:

Paul Schultz, *New York Daily News*: Press visit scheduled April 19-24 and will cover history and culture of the Everglades, following in the steps of Ed Watson, along with a counterpoint visit to Naples.

Amy Rosenberg, *Social Miami*: Press visit scheduled for May 13 – 15; Accommodations have been secured at Naples Bay Resort. BCF currently developing itinerary to include Naples Museum of Art and von Liebig Art Center, among others.

Paradise for Pooch FAM (June 15 – 18): Ginger Warder, SATW and Carolyn O’Neil, *Atlanta Journal-Constitution* have confirmed. BCF preparing formal email invite to be distributed mid-April; itinerary is in development. Naples Hilton will provide accommodations.

New York City Deskside Briefings: April 26 – 28 BCF accompanied JoNell Modys to conduct on-site media visits in conjunction with VISIT FLORIDA media reception events. Targeted key publications include About.com, *Brides* magazine, *Condé Nast Traveler*, *Family Travel Times*, *Parents*, and *Travel + Leisure*, top freelancers and others.

Wedding FAM: rescheduled for November, 2011; will be held in conjunction with Naples Botanical Garden “Garden Wedding Giveaway” on 11/11/11

News Releases

Paradise Priced Perfectly and Preferred Pass, 4/25/11, to coincide with the launch of the Spring/Summer marketing campaign

Dolphin that Leaped into Marco Island Boat Identified by Researchers, 4/5/11

Southwest Florida’s Paradise Coast: A Year-Round Lover’s Paradise, 4/4/11

In progress:

Summer Story Ideas

University of Wisconsin County Health Rankings – Collier healthiest county in Florida

Media Pitches

Lisa Rogak, TargetVacations.ca: Paradise Priced Perfectly, new and upcoming attractions, destination overview

Emily Kaufman, KTLA-TV, Los Angeles: Best Romantic Escapes

Molly Fergus, ShermansTravel.com: Gulf Coast beaches

Bing Travel: Rooftop Pools (routed pitch opportunity to K. Lane, Inn on Fifth)

CondéNast Traveler – submitted destination overview copy for spring 2011 Florida issue



Media Coverage:

Year to Date Value:

Total Media Value - \$987,133

Print Circulation – 11,522,297

The Living Gulf Coast, by Charles Sobczak. Attached in the backup material you'll find an acknowledgement statement thanking us for our editorial recommendations and contributed photos.

Budget Travel, [Ten Natural Wonders to See Before They Disappear](#), 4/15/11. This feature includes the Everglades.

National Geographic Traveler, Intelligent Travel Blog 4/8/11, [Out of Office: On the Prowl for Panthers in South Florida](#) JoNell's relationship with NGT resulted in her ability to help this top staffer with a research visit to the FL Nat'l Panther Wildlife Refuge, resulting in this blog post. The blog was posted to the National Geographic Traveler Facebook page and shared by other users.

Associated Press, April 5, 2011, [Dolphin that jumped into boat in Marco Island identified](#)

The CVB contacted local dolphin researchers, they provided info and a news release was issued, resulting in pick up from the AP and then hundreds of news organizations.

Bass2Billfish, April 16, 2011, Rebroadcast of the Marco Island episode.

Frau Im Spiegel, February 16, 2011 (Germany) circulation 800.000. Entspannen im Sonnenstaat

This feature article on Naples and a stay at LaPlaya resulted from a CVB-assisted FAM late last year. The article is provided as a back-up attachment.

SOUTH AMERICAN NEWS RELEASE PICKUP:

STN SunnyTravelNews.com - "Costa Paraíso" de Florida anuncia propuestas para verano

This leading Argentinean travel site featured information from our news release, issued during a recent VISIT FLORIDA media and travel trade mission.

Local:

Fort Myers News-Press, April 17, 2011. [Guest Commentary by Jack Wert: Collier beaches untouched by oil, but tourism suffered](#)

Fort Myers News-Press, April 6, 2011: [Thousands Hooked on Naples Pier](#)

Fox-4 Morning Blend, March 25: [Paradise Coast Kayak Festival](#)

Naples Daily News – Journey Through Paradise: <http://www.naplesnews.com/news/2011/mar/01/fine-art-photographer-alan-s-maltz-teams-with-napl/>



Newsletters:

Paradise Press (industry newsletter)

The newsletter had a 75.50% open rate, and a 16.58% click through rate.

The links that saw the most traction were (in order from highest to lowest):

- 1) Stand up Paddling destination video
- 2) Oscar the dolphin's press release
- 3) Rising Star Nomination Form
- 4) Journey Through Paradise online article from Naples News

Paradise Connection (media newsletter)

The newsletter had a 70.82% open rate, and a 11.62% click through rate.

The links that saw the most traction were (in order from highest to lowest):

- 1) The Florida Panther Updates
- 2) The Calendar of Events page on ParadiseCoast.com
- 3) Naples Dog Park website
- 4) Texas Tony's BBQ Shack & Catering link on ParadiseCoast.com

Social Media:

@ParadiseCoast saw significant increases in the number of followers and follower interactions in March.

Examples of follower tweets: one user shared for the past six years he visits Naples as the last stop of his annual American tour. Another user shared about the spring break plans for their time in the Paradise Coast.

Facebook gained over 100 likes in March. Additionally, there was a significant increase in wall posts and comments, with an almost 90 percent raise from February. Information regarding the Marco Island Seafood Festival drew the most "likes" of any story posted in first part of the month, with nine likes. Additionally, the promotional video for the Ave Maria University's Annunciation Ceremony of the largest marble bas-reliefs of The Virgin Mary in the world drew much interest including one user saying, "Looking forward to this so very much." The Peeps in Paradise series of fun photos generated huge likes and participatory interest during the week before Easter.



Other:

BCF

Worked with Quinn & Co. to develop “Best Of” pitch lists for print and broadcast outlets, to include Top 10 lists, Reader’s Choice awards, etc. This will be an ongoing pitch effort to place the Paradise Coast in many of these publications.

Journey Through Paradise: Website currently in production, BCF team to conduct video shoot in mid-April Site launch slated for May 2011.

Atlanta Radio Promotions: PR team is currently pitching radio promotions in Atlanta for spring 2011

TripAdvisor.com Top 25 Travelers’ Choice US Beaches: The Paradise Coast is listed #13 out of 25 selected destinations.

CVB

Attended the Ft. Myers News-Press Future Vision seminar.

Spoke about Working With the CVB at the Hospitality Sales & Marketing Association International’s (HSMIAI) meeting.

Participated in the Journey Through Paradise video and still photo shoot

Assisted in preparations for a Journey Through Paradise preview event on Third St. South

Attended two VISIT FLORIDA media receptions in New York, and help desk side editor briefings along with BCF.



The Paradise Coast Twitter profile saw significant increases in every area of measurement in March.

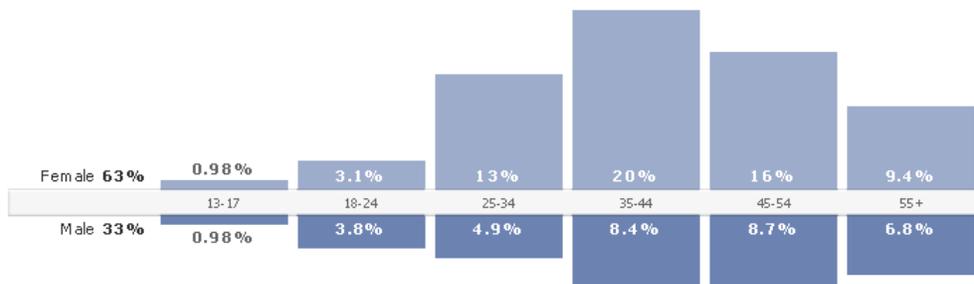
- User interaction saw major increases meaning more @ParadiseCoast Twitter followers are engaging in conversation or directly posting to the Paradise Coast profile.
- Twitter users across the board were mentioning Naples, Marco Island and Everglades in their tweets. After agency initiated the conversation, one user shared for the past six years he visits Naples as the last stop of his annual American tour. Another user shared about the spring break plans for their time in the Paradise Coast.

Facebook Demographics

Facebook also performed consistently, and saw increases in user interaction fields. Facebook gained almost another 100 likes in one month. Additionally, there was a significant increase in wall posts and comments, with an almost 90 percent raise from last month. Promotional videos for the Ave Maria University’s Annunciation Ceremony of the largest marble bas-reliefs of The Virgin Mary in the world drew much interest including one user saying, “Looking forward to this so very much.”

Demographics

Gender and Age?



Countries?

1,391	United States
51	Germany
23	Canada
19	United Kingdom
10	Italy
7	Switzerland
6	Austria
6	France
6	Greece
5	Brazil
5	Norway
4	Turkey
4	Venezuela
4	Vietnam
3	Cyprus
3	Colombia
3	Indonesia
3	Hong Kong
3	Argentina
	Less

Cities?

86	Atlanta
85	Naples
60	Miami
48	Bonita Springs
48	Ocala
48	Tampa
43	Livingston
37	Marco Island
32	New York
26	Dallas
23	Orlando
21	Chicago
16	Nashville
15	Columbus
14	Philadelphia
12	Lehigh Acres
11	Elmhurst
11	Overland Park
11	Cleveland
	Less

Language?

1,428	English (US)
60	German
43	English (UK)
15	Spanish
12	Italian
10	French (France)
6	Greek
6	Turkish
5	Spanish (Spain)
5	Portuguese (Brazil)
3	Czech
3	Danish
3	Norwegian (bokmal)
2	Hungarian
2	English (Pirate)
2	Simplified Chinese (China)
2	Swedish
1	Bosnian
1	Croatian
	Less



FILM OFFICE – Maggie McCarty

PRODUCTION

- Proper Television/Canada – TV series
- CBS News – TV special
- Hero/UK – print

WORKING LEADS

- Duo Creative –TV series (Japan)
- A & E – TV series
- “The Last Race” – indie film
- Corazón Films – indie film
- Scandia Productions – commercial

OPERATIONS

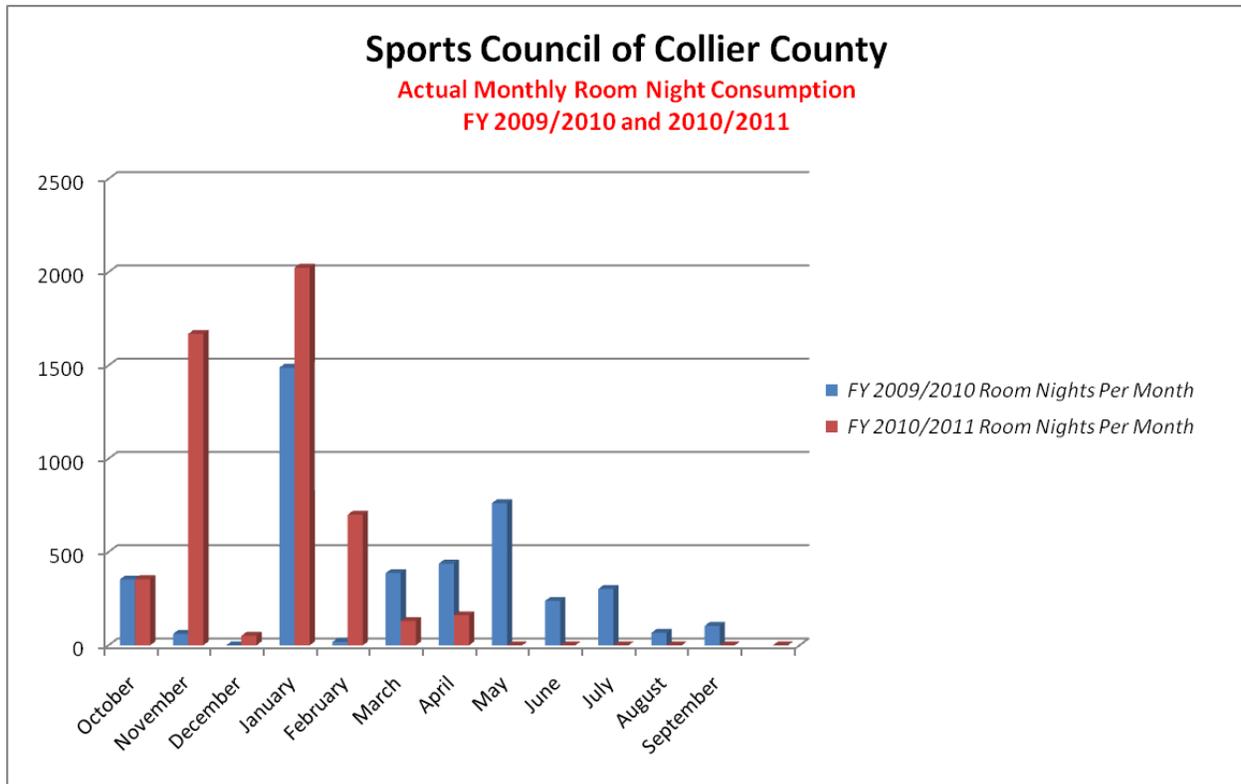
- Issued film permits
- VisionNet upload (on-line library)
- Client Management
- Legislative advocacy through Film FL/OFE HB 7203 (industry incentives)
- Prep Locations 2011/Produced By FL Native Producers Event
- FL Film Commission Handbook development in conjunction with Film FL

SCOUTS

- Andrea Noa, filmmaker
- Corazón Films



SPORTS COUNCIL – Ralph Pryor & Nicole Curran



<u>Month</u>	<u>Year</u>	<u>FY 09-10</u>		<u>FY 10-11</u>	<u>Cause</u>
<u>October</u>	<u>2009</u>	<u>353</u>		<u>355</u>	
<u>November</u>	<u>2009</u>	<u>61</u>		<u>1669</u>	<u>Addition of IWLCA (Lacrosse) event</u>
<u>December</u>	<u>2009</u>	<u>0</u>		<u>58</u>	<u>Hosted USSSA Youth Baseball Event</u>
<u>January</u>	<u>2010</u>	<u>1488</u>		<u>2024</u>	<u>Kelme Soccer Cup Boys & Girls Wknd Increased</u>
<u>February</u>	<u>2010</u>	<u>18</u>		<u>Approx 700</u>	<u>FYSA State Cup (waiting on exact figures)</u>
<u>March</u>	<u>2010</u>	<u>387</u>		<u>130</u>	<u>USSSA Baseball Event, waiting on FYSA figures from third party travel agency</u>



			<u>161</u>	<u>Waiting on additional figures from third party travel agency for 3v3, FYSA State Cup event</u>
<u>April</u>	<u>2010</u>	<u>438</u>		
<u>May</u>	<u>2010</u>	<u>762</u>	=	
<u>June</u>	<u>2010</u>	<u>238</u>	=	
<u>July</u>	<u>2010</u>	<u>302</u>	=	
<u>August</u>	<u>2010</u>	<u>67</u>	=	
<u>September</u>	<u>2010</u>	<u>104</u>	=	
<u>TOTALS</u>		<u>-</u>	<u>YTD</u>	
≡	-	<u>4,218</u>	<u>Approx</u>	
			<u>4,992</u>	

April 2011

- 4/2-3, 2011 Naples 3v3 Challenge (soccer)
 - 45 booked through Sports Council, approx. 75 booked through Avanti (not accounted for in figures/graph above)
- 4/9-10, 2011 FYSA State Cup
 - 116 through Sports Council, waiting on figures from Avanti travel agency
- 4/9-10, 2011 USSSA Springs Break Global Qualifier (baseball)
 - Tournament Cancelled
- 4/16-17, 2011 NYSC Spring Classic
 - Total room nights to date = 57
- 4/30-5/1, 2011 Freedom Sports Adult Softball
 - Room nights to be announced

Upcoming in May 2011

- 5/7-8, 2011 Club Appreciation Cup (soccer)
- 5/7-8, 2011 Triple Crown Sports Baseball Tournament



- 5/13-15, 2011 Spring Fling Girls Basketball
- 5/14-15, 2011 3v3 Live (soccer)
- 5/14-15, 2011 Bowland Centers Tournament (using out SCCC hotels)
- 5/14-15, 2011 NSA Adult Softball
- 5/20-22, 2011 48 Hours of Tennis
- 5/21-22, 2011 Triple Crown Sports Baseball Tournament
- 5/28, 2011 EVP Island Event

Sports Council Newest members include Bowland Centers, Walmart, Costco, Purely You Spa



OMMAC- UK REPRESENTATIVES

HIGHLIGHTS OF THE MONTH:

Visit USA General Meeting, Grosvenor Square, London, 24 March 2011

OMMAC attended the first general VUSA meeting for 2011 - Key note speakers in attendance were: **Dr David Perl**, Chief Executive Officer of Docleaf, **Mike Fletcher & Ian Porter** from Conference & Incentive Travel Magazine & **Rob Stross** of Direct Flights.

Virgin Holidays adding additional property

Virgin Holidays confirmed they are adding an additional hotel property to their programme – the Marco Beach Ocean Resort. This is excellent news and vindicates the efforts we have undertaken over the past few years to expand the Virgin Holidays offerings to our Dynamic region. We will work on obtaining additional activity to highlight the new property as we move forward while of course targeting further expansion.

British holidaymakers still rank eating & drinking as their top priorities on holiday. The first ever Kuoni Holiday Report 2011 also claims the Brits are amongst those least likely to seek spiritual enlightenment while taking their annual break. The independent report, carried out on Kuoni's behalf by Opinion Matters between November and December 2010, surveyed holidaymakers aged 25-65 from 12 markets - the UK, Benelux, Denmark, Finland, France, Hong Kong, India, Italy, Norway, Spain, Sweden and Switzerland.

Drinking and eating is also top priority for British holidaymakers - 18% eat more food when holidaying and 43% consume more alcohol, second only to the Norwegians (43%). When it comes to the top five things all holidaymakers hope for in their annual break, rest and relaxation is priority (74%). Other holiday goals include releasing pressure (47%), expanding horizons (46%), wellbeing (45%) and escaping everyday problems (44%).



PROJECTS/MARKETING ACTIVITIES		
UK Marketing Campaign & Advertising / Consumer Promotions / General Marketing Activity – all co-op with tour operator partners:		
PARTNER/PROJECT	ACTIVITY	RESULT
Virgin Holidays Crabtree & Evelyn Consumer Promotion Feb-April 2011	OMMAC received an update on the promotion from Crabtree & Evelyn. The competition has received 10,500 entrants to date. The in-store promotion was launched on 7 February 2011. OMMAC has drafted a full release to be sent out to the UK trade and consumer media after approval from PR Dep.	The competition will close on 27 April 2011.
Virgin Holiday co- op with V Fl – as part of UK Marketing campaign	Processed proposal for approval OMMAC coordinated with the Paradise Coast advertising to produce artwork for Virgin Holidays & for the new 2011 brochure which will be available from April 2011.	OMMAC will track results of this campaign & any additional follow up
Bon Voyage BuyaGift.com Consumer Promotion 2010 follow up	OMMAC has requested information on bookings generated from the Buyagift promotion. OMMAC has discussed further Partner activity regarding a	Bon Voyage will look into this and provide OMMAC with an update. OMMAC following up &



<p>Second consumer promotion with Karen Millen – May 2011</p>	<p>promotion with Karen Millen (up market woman’s clothing store) for May 2011. Travel partner is keen to support project.</p>	<p>requesting that the host hotel partner can receive a mention for additional coverage to our industry partner.</p>
<p>North America Travel Services As part of the UK Marketing Campaign</p>	<p>Discuss opportunity for consumer promotion partner also following up on booking incentive</p>	<p>OMMAC follow up on additional activity</p>
<p>Travel Mole The “Race to Paradise Coast” As part of the UK Marketing Campaign</p>	<p>Reviewing the filming – for distribution via Travel Mole during the launch & push for the 2011 Race to Paradise Coast promotion. Once confirmed will be forwarded for approval.</p>	<p>OMMAC following up on the coverage – all to be approved prior to distribution.</p>
<p>Destination Golf As part of the UK Marketing Campaign</p>	<p>Destination Golf has processed the booking for the prizewinner.</p>	<p>Assisting with copy for the follow up offer email to be sent via Destination Golf –to all competition entrants.</p>



<p>BA & BA Holidays co-op with V Fl As part of UK marketing campaign</p>	<p>Received proposal from V FL – all approved by Naples office & Paradise adv. We are confirmed as a partner. Other Fl Partners are Beaches of Ft Myers, Sarasota, St Petes, Tampa, Orlando CVB, SeaWorld Parks and Avis</p>	<p>OMMAC request premium location. Assisted with images & have requested the CVB credit on any images used.</p>
<p>US Airtours – “Destination of the Month” for April As part of UK marketing campaign</p>	<p>We discussed various opportunities & on the operators suggestion for the most cost effective option we are co-op with other Fl regions to be part of “Destination of the Month” for April. Additionally – Inn on Fifth will feature as the prize promotion incentive. The operator has combined a stay in Paradise Coast Naples with Miami</p>	<p>We will feature as a highlighted location with special offers directly selling our destination – see attached flyers & direct mailers – distributed to trade & consumers direct</p>
<p>THG Holidays As part of UK marketing campaign</p>	<p>Negotiated to feature as special destination with booking incentive. We will also receive premium location within the Florida brochure – listed as the first Destination after Orlando.</p>	<p>OMMAC will follow up on this activity</p>

<p>Public Relations & Media Correspondence</p>
<ul style="list-style-type: none"> • Collating information for The Daily Telegraph’s piece on the Oil Spill
<ul style="list-style-type: none"> • Press release to promote the recent Crabtree & Evelyn promotion
<ul style="list-style-type: none"> • Updating information for Spring 2011 newsletter
<ul style="list-style-type: none"> • General media liaison to promote Paradise Coast



CONTACT	ACTIVITY	RESULT
Paul Wade, Freelance, contributes to The Daily Telegraph	Journalist is writing a piece on the oil spill, one year on and requested an update on our destination and to see if it had been affected in any way.	OMMAC followed up & provided a statement from the Naples office and forwarded information on our destinations current deals.
Karl Cushing, Features and Supplements Editor, Travel Weekly	OMMAC provided journalist with information on the destination for an upcoming cruise feature.	Feature is due out 29 April 2011. OMMAC to monitor coverage for use.
Chris Peacock, Supplements Editor, ABTA Magazine	OMMAC provided journalist with information on the destination for an upcoming cruise feature.	Feature is due out June 2011. OMMAC to monitor coverage for use.
Steve Hartridge, Editor, Selling Long Haul	OMMAC provided journalist with information on holidays with teens to the destination, including accommodation, activities and events.	Feature is due out May 2011. OMMAC to monitor coverage for use.
Jill Sayles, Assistant Editor, Travel Bulletin	OMMAC provided journalist with an update on the destination for an upcoming feature on luxury.	Feature is due out 29 April 2011. OMMAC to monitor coverage for use.
Villi Ras, Editor, Standby	OMMAC contacted journalist to provide him with current press releases and an update on the destination after meeting at the discover America event in Denmark.	OMMAC to maintain contact.
Katie Wood, Travel Editor, Sunday Post	OMMAC contacted journalist to provide an update on the destination and to congratulate her on her new role.	OMMAC to maintain contact with journalist.



<p>Jane Duru, Commissioning Editor, World Travel guides</p>	<p>OMMAC contacted journalist to provide an update on the destination and to congratulate her on her new role.</p>	<p>OMMAC to maintain contact with journalist.</p>
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Estimated Value Summary of Leads/ Activity

Lead / Activity	Value \$	Potential Room Nights	Economic Impact \$
Virgin Holidays additional hotel		3,600.00	144,000.00
All Co-op adv – we have requested estimates - once received we will update.	TBC		



DIAMONDE- EUROPEAN REPRESENTATIVES

Tour Operators

Placed advertorial in America Journal in cooperation with **FTI** as part of the marketing package for 2011.

Launched text about Naples in an information brochure **Neckermann/Thomas Cook** will provide every guest upon arrival in the States/Canada after having booked a packaged trip; they call the brochure "Reiseinformationen USA & Canada"; this is a free marketing opportunity. Provided text and images; brochure will be finished in April.

Small German specialist **Fairflight Touristik** produces a flyer with a special offer for ITB just for Naples; they included our logo and pictures from our library; this activity was free of charge for us.

Secured and held training session with **Neckermann/Thomas Cook** for March 30, 2011 to a total of 10 agents.

Secured sales trainings **with Kuoni Switzerland, Hotelplan/Skytours and Flextravel** for April 2011.

Secured newsletter online promotion with **TUI**.

Secured participation in 2 "travel talks" (agent education events) with **Meier's Weltreisen**

Extended hotel product for 2010/11 with the following Tour Operators:

- America Unlimited
- DERTOUR
- Explorer Fernreisen
- Thomas Cook
- TUI



Travel Agents

Sales calls: total of **121** personal visits to travel agents in Germany, Switzerland, Austria, Netherlands

EVENTS

Exhibitions

- Attendance at Vakantiebeurs, trade fair, in Utrecht from January 11-15, 2011.
- Attendance at CMT, consumer show, in Stuttgart from January 15-23, 2011.
- Participation at Reisen Hamburg, consumer show, in Hamburg from February 9-13, 2011 with brochure distribution through Visit USA Germany.
- Attendance at f.re.e Munich, consumer show, in Munich from February 23-27, 2011.
- Attendance at ITB, trade fair, in Berlin from March 09-13, 2011.

Travel Agent Functions

- Participation in Visit USA Switzerland workshop in Zurich on February 2, 2011.
- Attendance at Visit USA Austria seminar in Vienna on February 3, 2011 .
- Participated at the Visit USA Belgium workshop in Brussels on March 7, 2011.
- Participation at dedicated USA destination TUI Travel Talk in Berlin on March 1, 2011.



MEDIA

ITB Media Function, Leibnitz Klaus, March 09, 2011

- Jack Wert and Frauke Groth participated in joint media event (Visit Florida, Motel One and Business Traveller), organized by MikullaGoldmannPR during **ITB**. A total of **106 journalists** joined the event during this evening; compared to last year our impression has been, that contacts have been better, although the mixture of sponsors still leads to a very mixed clientele, not all focusing on travel to the US. For next year we would recommend to carefully evaluate participation, especially in comparison with the VUSA Germany Media event.

Press inquiries

- Secured individual press trip to Naples: 2 journalists of **GolfWeek** visit Naples from January 29 – February 6, 2011. Their visit will result in a full page feature of the area, golf courses and hotels they are staying at in the March 2011 issue.

Marketing

- Secured exclusive B2C marketing opportunity with **Golfhouse**, one of Germany's largest golf outfitters for their direct-sell brochure as well as website: full page dedicated advertorial with raffle for a 7-night stay to include air lift from Germany. Additionally the raffle will be included in their direct consumer newsletter to 32,000 addresses and on their website www.golfhouse.de.

Social Media

- Prepared social media analysis and compared presence and activities of the CVBs on the German market.
- Attended social media seminar “effective Facebook strategies in tourism marketing”



Mailings

- Sent out a golf mailing on Naples/Marco Island to 47 golf tour operators in Germany, Austria and Switzerland.

ADMINISTRATIVE/OTHER

- Brochure fulfillment: 52
- Provided room night production report for 2010/11
- Prepared new presentation book in form of a high quality picture book
- Prepared tour operator inventory for 2010/11 for the DACH market and Benelux

TRADE SHOW & EVENTS RECAP

CMT

- Dates: January 15-23, 2011
- City: Stuttgart, Germany
- Visit USA booth members: Fort Myers & Beaches, Universal Studios, Colorado Tourism Office, CRD International, Deep South USA, Wiechmann Tourism Service, Discover New England, Kansas / Oklahoma, Canusa

Profile of attendees: Consumer show. In total 220,000 consumers visited the show. The visitors were from all ages and social classes. During the weekdays, more senior citizens visited the fair while during the weekend there was a majority in families. 44% of visitors travelled a distance of more than 50 kilometers and 19% more than 100 kilometers. Among the visitors of our booth there were a lot of Naples repeaters on the one side; on the other side there were a lot of visitors who travel to Florida for the first time, preferably in a round trip. The gateways are mainly Miami and Orlando. The interest in renting apartments and vacation homes increases, especially with families.

Feedback: All in all the participation in this consumer show again was very successful. The show was very well visited; with this number of visitors Europe's largest consumer exhibition for leisure activities and tourism boasts record figures (number of visitors in the previous year: 206,000). 600 copies of the German Visitor Guide and 550 copies of the Visitor Map were distributed. Furthermore we distributed a dedicated NAP Neckermann flyer and a Canusa flyer including special offers.



F.re.e

- Dates: February 23-27, 2011
- City: Munich, Germany
- Visit USA booth members: Fort Myers & Beaches, Universal Studios, Simon Properties, Colorado Tourism Office, CRD International, Deep South USA, Wiechmann Tourism Service, Discover New England, Kansas / Oklahoma

Profile of attendees: Consumer show. In total 95,000 consumers visited the show all of different ages and social classes. This year the exhibition was not taking place during the school holidays, therefore there were a plenty of visitors on the weekends with many families. The weekdays were slower but registered numerous visitors who visited the show for more specific purposes, as i.e. golf. In Munich there is always a moderate portion of golfers among the visitors.

Feedback: At the Visit USA booth a presentation was held each day by Klaus Boog (Rep for Kansas/Oklahoma) in which each booth member was presented shortly. NAP offered one little goody bag per day for the raffle part of the presentation.

In total we distributed 300 copies of the German Visitor Guide and 200 copies of the Visitor Map. Furthermore we distributed again the dedicated NAP Neckermann Flyer as well as the Canusa flyer which we secured.

Overall the participation at this show was positive, especially for the weekend. After the CMT in Stuttgart and besides the Reisen in Hamburg, the f.re.e in Munich is the best consumer show to attend. Nevertheless, in case we will attend a second consumer show next year, we would recommend to participate at the Reisen in Hamburg again next year in order to rotate strengthen our recognition in being present in Munch and Hamburg every other year.

ITB

Dates: March 09-13, 2011

City: Berlin, Germany

Visit Florida booth members: Visit Florida, Palm Beach, Fort Myers & Beaches, Panama City Beach, Fort Lauderdale, Florida Keys& Key West, Orlando, Universal Studios, SeaWorld Parks & Entertainment, St. Petersburg / Clearwater, Anna Maria Island, Miami.

Profile of attendees: In total 170,000 visitors. During the first three trade days, worldwide trade visitors and during the weekend consumers.



Feedback: NAP participated with an own stand within the Visit Florida main stand. In total met with 15 of our tour operator partners in the DACH market and with 2 press contacts personally. For detailed information about the meetings, please see detailed ITB trip report.

Evaluation consumer days: All in all the consumer days were successful and we recommend participation for next year as well, even though our feeling was, that our booth was less visited than last year. One reason could be the good weather conditions and also the location of the NAP stand which faced a less occupied corridor in general.

In general the feedback on Florida was very good and we felt that especially many families already made the decision to travel to Florida this year, mainly as a combination of a round trip and a week at the beach. Again, vacation homes and apartments become more and more interesting for consumers.

We secured a flyer with Fairflight Touristik including a NAP offer. We distributed this flyer during the consumer days.

Fam Trips

Contacted **Air Berlin** regarding a possible joint fam tour in 2011. Forwarded a list with possible joint marketing/media activities where we could include them with logo/text/image as kind of barter deal for the sponsored tickets. Due to the crises in Egypt, Air Berlin has been very busy in February and we have not been able to get a final feedback on our request. Due to this we will try to set up an appointment with air Berlin for ITB to discuss a possible joint fam in detail.

Contacted DERTOUR in regards to postponed fam trip from 2010 and learned that they definitely rescheduled it for this year; exact dates tbd; will not take place before autumn due to employee changes within Dertour.

Workshops

Visit USA Switzerland seminar

- Dates: February 2, 2011
- City: Zurich, Switzerland
- Location: Mövenpick Regensdorf (close to Zurich)
- Visit USA booth members: 44 partners (US states, regions, cities and airlines, TOs, hotels and other service providers).



- Profile of attendees: A total of 415 travel agents from all over Switzerland. All in all they cover some 70% of the total travel volume to the U.S. The visitors included a high number of seasoned travel professionals with excellent knowledge of the destination.
- Feedback: The event is set up in a workshop and travel mart style. NAP participated as a travel mart partner. Between the workshops, the agents visit the travel mart. A product related questionnaire supports the circulation.

All in all the feedback on this event is very positive and we would definitely recommend participating next year again.

Visit USA Austria seminar

- Dates: February 3, 2011
- City: Vienna, Austria
- Location: Courtyard by Marriott, Vienna (fair)
- Profile of attendees: 100 travel agents in total from greater Vienna.
- Feedback: The event set up is: destination training sessions in the afternoon (30 minutes each) and a travel mart in the evening, followed by a dinner event with partner interviews between the courses. This year was the first time that NAP participated in the destination training sessions in the afternoon. In total 65 travel agents visited the workshops that were a good opportunity to train the agents. The dinner event registered more agents due to its timing and the interviews during the dinner event were a refreshing way to point out NAP USPs.

We would recommend participating next year again but only in combination with the destination trainings in the afternoon.

Visit USA Belgium workshop

- Dates: March 7, 2011
- City: Brussels, Belgium
- Location: Metropole Hotel, Brussels
- Attended: Greater Miami CVB, Fort Lauderdale, Orlando, St. Petersburg/Clearwater, SeaWorld Parks & Entertainment.



- Profile of attendees: 57 travel agents from all over Belgium attended the workshop in the evening plus 15 journalists.
- Feedback: The set up of the event was a travel mart and the agents could individually inform themselves about the different areas, airlines, tour operators and other partners. It was the first time that DiaMonde attended the workshop in Brussels. All in all, the event was less successful than expected in the number of visitor's point of view.

We would suggest reconsidering participation for the next year.

TUI travel talks

- Dates: March 1, 2011
- City: Berlin, Germany
- Location: 40 seconds, event location with spectacular views over Berlin
- Other partners: Hawaii Tourist Board
- Cost: DiaMonde shared participation cost between Naples and Fontainebleau and secured special discounted rate of \$1500 per partner.
- Profile of attendees: Travel agents invited by travel talk, leading German trade newspaper for agents. A total of 50 agents attended, very selected audience.
- Feedback: The event was entirely geared at promoting the destination to a selected audience and the investment by TUI and travel talk was very high, and was quite up market. Being the only destination apart from Hawaii (which is considered very exotic and not easy to travel to) we were able to reach out to the agents very easily and some of the agents even knew our area personally. Due to data laws, TUI was unable to share the contact details of the agents.



VISITOR CENTER VISITATION

March has been an extremely busy month distributing materials to all the visitor centers and airports and educating volunteers on the Preferred Pass program. I have also visited the 25 main area hotels and merchants on Fifth Avenue twice to follow up on the Preferred Pass program and remind staff that our new VIC is open.

Thirty volunteers enjoyed a FAM trip to the Naples Depot. They were able to see the museum, mini train set up and take a train ride! The museum is receiving the Paradise Coast magazine.

Materials from Miccosukee are on display at the Naples visitor center and they have Paradise Coast and Naples on the Gulf magazine. Scheduled a FAM trip to Marco and one to Bellasera Hotel. Assisted Debi with three day May FAM trip for Visit Florida Welcome Center Managers.

	2011			YTD STATISTICS
	January	February	March	TOTAL
Big Cypress	5,034	6,986	5,984	18,004
Oasis	12,055	15,564	15,101	42,720
Everglades	2,220	2,881	3,100	8,201
Immokalee	125	194	195	514
Marco	1,007	1,546	1,376	3,929
Naples VIC	2,765	3,505	3,536	9,806
TOTAL	23,206	30,676	29,292	83,174