



DIRECTOR'S REPORT- Jack Wert

TDC Sub Committee Meeting- June 3

Naples Airport Authority Planning meeting for Florida Airports Council Annual Meeting

VISIT FLORIDA Board of Directors Meeting & Florida Commission on Tourism- Palm Beach

Rookery Bay Presentation on Ecotourism Impact

EDC Meeting on Jobs Creation for our community

Destination Marketing Accreditation Board Meeting

EVP Beach Volleyball Event- Vanderbilt Beach

DMAI Education Committee Meeting

Conservancy Staff meeting on ecotourism packaging



SALES DEPARTMENT- Debi DeBenedetto and Jennifer Leslie

Industry Relations – Sales

- May 21-26 Attended **Pow Wow San Francisco**– follow up complete – 3 days of tour operator appointments with UK, German, & PR, CVB team and partner Inn on Fifth
- June 1 – **Destination Showcase** Chicago Trade show and luncheon with partners Bellasera and Marco Island Hilton Beach Resort – follow up complete
- June 4-7 –Hosted Beverage cart for “The Golfe Reunion” Lake Tahoe, Nevada – follow up complete
- June 15 – **Marriott Travel Partners Conference** sponsor breakfast and trade show Marco Island Marriott Beach Resort
- June 16 – **Virgin Holidays/Atlantic 25 year anniversary** Travel Industry celebration event, several local and industry peers in attendance in Miami
- Conducted **two Meeting planner destination sites** Ms. Hensen and Ms. Shaver
- **I did not attend but hosted first Kenny Chesney sales mission concert with 5 hotels and 22 clients in Chicago, the next mission is June 25 in Columbus**
- **Florida Official Welcome Center Managers attended a CVB organized Fam and hosted events May 17&18 – six managers attended**

New Product Development

- Registered for Florida Encounter CVB sponsored Island with 5 hotel partners
- Discussions with Agency about new Meeting Planner Website & Collateral piece

Promotions

- Promotion of October Music in Paradise Fam
- USTOA conference support and local attractions offers collected to promote local conference in December

RFP's and Booked Business

- **19 RFP leads have been sent out from May 13- June 20th**
- **8 groups booked business in that same period**
- **\$216,600 in estimated room revenue as a result of that group business booked with \$781,598 in economic impact.** The majority of RFP leads generated this year are a result of trade shows attended and repeat planner relationships with the CVB.



PUBLIC RELATIONS & COMMUNICATIONS- JoNell Modys & Angela Aline

Press Visits and Media Events:

The **Paradise for Pooch FAM** took place June 15 – 18 and focused on pet-friendly hotels, restaurants, parks and more in the greater Naples area.

Results from this trip are already in progress and include:

>BringFido.com is a well-established pet travel information site and also an online booking service and pet travel agency with live operators available for call-in advice. Melissa added many pet friendly locations for our area during the trip and we will continue to follow up and also begin to upload pet friendly events for our destination to the site.

>Nancy Pistorius is writing a Pet-Friendly Naples feature for the September issue of *Springfield's Own*, a full color glossy magazine published in the Springfield, Illinois region. Alyssa Buecker's photos will accompany the story.

>Karen Feld is working on a story bylined by Campari, her toy poodle companion about what life is like for dogs in Naples. Campari writes feature articles and blogs about pet travel.

>Chelle Koster Walton took advantage of the trip to investigate several restaurants to be reviewed for Naples Daily News. She is working on a pet-friendly Naples piece, also for NDN.

>A new video episode of *Adventures in Paradise* was shot during the pet-friendly trip and will launch on www.paradisecoast.com.

Feedback from the participating journalists has been excellent.

From Nancy Pistorius: "Thanks so much for giving me so much great information and for giving Alyssa such fabulous photo opportunities! It was definitely one of the best press trips EVER."

From Karen Feld: "Campari and I both enjoyed the trip to Naples and getting to know you. Thanx for making it so much fun and for making my kid a "star." Can't wait to see the video. We especially enjoyed the boat trip to the island and the delicious food at Sea Salt and the other restaurants. Campari thought he was "king" at the Ritz. And this was the first press trip where I ever visited an animal shelter and it was a worthwhile experience to see that one. I was really impressed by Naples and all the changes/growth in the years since I was there last."

CVB FAM arrangements:

Angela Aline worked on three international FAMs this past month.

- JoNell Modys worked on two Florida-based press FAMs and the Paradise for Pooch destination FAM.
- Both CVB staff and BCF have numerous future individual journalist FAMs in the works from now through fall, and another destination FAM for November themed around weddings and honeymoons.

Media Conferences:

PRSA-SATW: This year's annual travel and tourism PR and travel media joint conference was worthwhile and jam packed with information and opportunities to meet with a variety of travel media. A highlight was a conversation JoNell Modys had with *National Geographic Traveler* Editor in Chief Keith Bellows. He has included Marco Island's Dolphin Explore dolphin research cruise in his much anticipated book *100 Places That Will Change Your Child's Life*,



scheduled to be released in February 2012. This is the result of a visit to the Dolphin Explorer that she arranged when Bellows was a speaker last year at the Imagine Solutions conference in Naples.

USTA International Pow Wow: This year's international media marketplace was quite busy and resulted in numerous productive meetings with both international and domestic journalists. Follow up is continuing.

Meetings:

BCF developed email invitation for "Music in Paradise" Meeting Planner and Media Tour October 27-30. Invite has been distributed and BCF is currently pitching media to secure meeting media FAM attendees. Targeted publications include *Association Meetings*, *Convention South*, *Corporate & Incentive Travel*, *M&C*, *Meetings Focus*, *Small Market Meetings*, *Successful Meetings*, among others. They have also been pitching meetings media for attendance at the ongoing out-of-market meeting planner events.

Media Coverage:

YTD (through May 31): \$2,179,301 23,026,806 circulation (includes local, regional and national coverage)

Recent stories:

[Take a trolley around Naples, the Palm Beach of Florida's West Coast](#), *Palm Beach Post*, June 16, 2011

[Swamp Vacation](#), *Chicago Tribune*, May 17, 2011

[Enjoying the Everglades Wet Season](#), *McLatchy Newspapers*, June 2011

American Style magazine lists Naples in the list of [2011 Top 25 Arts Destinations](#) in the small cities category. Added to our growing list of "Best Of's."

Newsletters:

The **Paradise Press** (industry e-newsletter) was distributed to industry partners 5/26/11. The newsletter had a 63.71% open rate, and a 26% click through rate.

Paradise Connection (media newsletter) May/June issue currently in progress.

Social Media:

May brought in big numbers for the @ParadiseCoast [Twitter page](#). The number of followers increased by nearly 50 percent, with more retweets and direct messages than in previous months.

The Naples, Marco Island, Everglades [CVB Facebook page](#) www.Facebook.com/TheParadiseCoast increased by nearly 150 new fans in May. With that increase, the page is inching closer to the 2,000 fan mark.



FILM OFFICE – Maggie McCarty

PRODUCTION

- Authentic Entertainment – tv series
- Southwest Airlines - print

WORKING LEADS

- Corazón Films – indie film
- Disney Co. – feature film
- ALL CURRENT PRODUCTION

OPERATIONS

- Issued film permits
- VisionNet upload (on-line library)
- Lead/inquiry response
- Client Management
- Opened a production file for each inquiry
- Prep Film Florida quarterly board/committee meeting
- FL Dept. of State, Cultural Arts Affairs, Media Arts Projects committee

TRADESHOW/CONFERENCES

- 2011 Locations [Association of Film Commissions International/Producers Guild of America] Walt Disney Studios/ABC Entertainment Group
- Film Florida Native Producers Reception-Hollywood, CA

MEDIA

- E bella magazine
- Naples Daily News



OMMAC- UK REPRESENTATIVES

HIGHLIGHTS OF THE MONTH:

IAGTO, International Association of Golf Tour Operators – North American Convention – Monterey 18-20 May 2011

Attend this event for the first time – representing the CVB for all the international market including USA & Canada. Industry partner Naples Beach & Golf Club participated with us & shared our table top, while Greenlinks participated individually & were located opposite us – allowing for cross reference with leads. This was a very successful event attended by 96 owners & directors of companies from 76 golf tour operating organizations. As this is a non appointment show – we emailed all the participants x 76 with a pre show email blast – encouraging them to visit our booth with the incentive of winning the latest Cleveland wedge golf club. This promotion proved a huge success with all our allocated time taken up with appointments & at several points we were holding three appointments at the same time. We held individual appointments with approximately 18 companies – full lead & recap report to follow. We are already following up with one request from Elegant Golf for site visits mid June.

Pow Wow, 22 – 25 May 2011, San Francisco

Attended this trade show as part of the overall CVB participation.. The overall feeling from the market is mixed with some of the small of the operators stating 2011 is looking strong & 2012 looking better. The UK & Ireland operators are very much commenting on how successful our co-op campaigns & promotions with extremely beneficial & are very keen to work with us moving forward. Assisting with the leads & recap to follow.

Market Update

U.S. travel and tourism-related exports rebounded in 2010, following the precipitous drop in 2009 that resulted in a record-setting year-over-year decline of \$21.0 billion (15%).

- International visitors spent \$134.4 billion experiencing the United States in 2010, averaging nearly \$1.2 billion more a month than was spent in 2009.
- In fact every single country and region reported gains in total travel and tourism-related spending in the United States in 2010, except France and Belgium/Luxembourg. U.S. travel and tourism-related exports to visitors from France declined 1 percent in 2010, while exports to travelers from Belgium/Luxembourg declined 5 percent last year. **The UK remains the biggest European market for visitor spending \$11.6 billion – double that of Germany \$5.8 billion.**



Rank	Country	2010 Spending
1	 Canada (+29%) Canadian visitors opened their wallets wider than ever before in 2010, spending nearly \$21 billion on travel and tourism-related goods and services in the United States. In fact, since the implementation of the Western Hemisphere Travel Initiative (WHIT) in 2007, the United States has enjoyed record levels of tourism spending from our neighbors to the north in three of the last four years.	\$20.8 Billion
2	 Japan (+12%) Declining in six of the last ten years, Japanese visitor spending in the United States increased 12% to \$14.6 billion in 2010, following a decrease of more than 10% in 2009 and a far cry from the record set in 1995 when Japanese visitors spent nearly \$18 billion experiencing the United States. Travel and tourism exports account for 31% of all U.S. services exports to Japan.	\$14.6 Billion
3	 United Kingdom (+1%) Total U.S. travel and tourism-related exports to the United Kingdom have dropped by nearly a third (31%) since 2008. Indeed, U.K. visitors spent nearly \$12 billion traveling in to the United States in 2010, nearly \$5.2 billion less than was spent in 2008. U.S. travel and tourism exports account for 23% of all U.S. services exports to the United Kingdom.	\$11.6 Billion
4	 Mexico (+9%) Record-setting passenger fare exports to Mexico helped the United States export \$8.7 billion of travel and tourism-related goods and services to Mexico in 2010, an increase of nearly 9% and a much-welcomed improvement over 2009, when international visitor spending from Mexico fell 17%. U.S. travel and tourism exports account for 38% of all U.S. services exports to Mexico.	\$8.7 Billion
5	 Brazil (+30%) Seven consecutive years of increased visitor spending in the United States has propelled Brazil up the rankings to become the fifth largest international market for U.S. travel and tourism-related exports. In 2010 visitors from Brazil spent a record-setting \$5.9 billion on U.S. travel and tourism-related goods and services, an increase on nearly 30% when compared to 2009.	\$5.9 Billion
6	 Germany (+4%) Displaced by the growth of U.S. travel and tourism exports to Brazil, Germany dropped to sixth in terms of total international spending in the United States. Following a 17% decline in 2009, exports to Germany increased nearly 4% to \$5.8 billion in 2010. U.S. travel and tourism exports account for 23% of all U.S. services exports to Germany.	\$5.8 Billion
7	 China (+39%) U.S. travel and tourism exports to China have increased by at least 30% in six of the last seven years! Following an ever-so-slight decline (.33%) in 2009, international visitors from China spent slightly more than \$5 billion in the United States last year, an increase of 39%, moving China up one place in the rankings. U.S. travel and tourism exports account for 25% of all U.S. services exports to China.	\$5.0 Billion
8	 France (-1%) For the second consecutive year, U.S. travel and tourism exports to France have declined (decreasing 14% and 1% in 2009 and 2010, respectively). As a result, France loses its grip on seventh place to China and drops down to eighth in terms of total travel and tourism exports. <i>C'est la vie.</i> U.S. travel and tourism-related exports account for 24% of all U.S. services exports to France.	\$4.1 Billion
9	 India (+12%) Reversing the downturn in 2009, international visitor spending from India increased 12% in 2010 to \$4.0 billion, allowing India to maintain its ninth place ranking overall. India finished the year about \$300 million shy of its previous record set in 2008. U.S. travel and tourism exports account for 38% of all U.S. services exports to India.	\$4.0 Billion
10	 Australia (+16%) Record-setting international visitor spending in the United States secured Australia's tenth place position, a mere \$17 million short of moving up in the rankings. In 2010 visitors from Australia spent nearly \$4.0 billion on U.S. travel and tourism-related goods and services, an increase of more than 16% when compared to 2009. U.S. travel and tourism exports account for 30% of all U.S. services exports to Australia.	\$4.0 Billion



UK PROJECTS/MARKETING ACTIVITIES		
UK Marketing Campaign & Advertising / Consumer Promotions / General Marketing		
Ongoing Activity – all co-op with tour operator partners:		
PARTNER/PROJECT	ACTIVITY	RESULT
<p>Virgin Holidays</p> <p>Crabtree & Evelyn Consumer Promotion</p> <p>Feb-April 2011</p> <p>Virgin Holiday co- op with V FI – as part of UK Marketing campaign</p>	<p>Promotion came to a close on 27 April 2011.</p> <p>Co-op advertising with Visit Florida was launched in stores on 1 April 2011. Preferred Pass was also included and a premium location was also confirmed.</p>	<p>OMMAC is collating information to provide a full re-cap report.</p> <p>OMMAC to liaise with tour operator to discuss follow up offer.</p> <p>OMMAC received positive feedback from the tour operator and will maintain contact.</p>
<p>Bon Voyage</p> <p>Second consumer promotion with Karen Millen – May 2011</p> <p>Facebook Competition</p>	<p>Promotion launched on 6 May 2011 and will run for one month.</p> <p>Activity launched in April 2011 and ran for six weeks. OMMAC to receive data capture.</p>	<p>OMMAC has sent all competition screen grabs to CVB and tour operator.</p> <p>OMMAC to receive recap on competition and to request data capture from tour operator.</p>
<p>North America Travel Services</p> <p>As part of the UK Marketing Campaign</p>	<p>OMMAC in discussion to obtain the correct third party partner for opportunity with consumer promotion also following up on booking incentive</p>	<p>OMMAC following up on additional activity</p>



<p>THG Holidays</p> <p>As part of UK marketing campaign</p>	<p>Negotiated to feature as special destination with booking incentive.</p> <p>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>General</p>	<p>On-going - reviewing & updating data base</p>	

<p>Out-of-Office Sales Calls/Contacts:</p>	
1	1 – 31 Ongoing discussion with Touchdown regarding new promotions for 2011.
2	1 – 31 Liaising with Travelmole regarding the 2011 “Race To Paradise” and video footage
3	1 – 31 Liaising with British Airways Holidays regarding the coop ad campaign
4	12 - 20 Liaising with Virgin Holidays regarding the solus ad campaign
5	12 – 31 Ongoing discussions with BA Holidays and Visit Florida regarding the BA Florida campaign.
6	13/5 Liaising with Bushbaby Travel regarding their new family section on the website and a trip to the destination
7	13/5 mail out to all IAGTO attendees to invite them to visit our stall
8	17 /5 Contacted a California Tourism representative to confirm events for Pow Wow
9	18 – 20 Attended IAGTO.
10	20 – 23 Liaison with VUSA to confirm upcoming events and budgets for 2012
11	22 – 25 Attended Pow Wow
12	23/5 meeting with Touchdown to receive recap on consumer promotion and to discuss future promotions.
13	10/5 – 16/5 Following up with request from new tour operator Bush Baby – exclusive travel – high end resorts – lead sent to Ritz Carlton / LaPlaya/ MOBR / Marco Island Marriott
17	Assisted with travel agent in Marco Island for week at end of May – coordinated for gift bag to be left at the Visitor centre. Will follow up on return from his visit.
18	Much planning for the IAGTO / coordinating with Michele, Naples Beach Hotel. Also discussing with Cleveland regarding support with incentive prize for the tour operators – to



	encourage them to stop at our booth.
19	Co coordinating with Virgin Holiday re training day & support with their charity golf day.

Public Relations & Media Correspondence		
<ul style="list-style-type: none"> • Collating information for Summer 2011 Newsletter • Collating information for Travelmole destination special • Updating media database • General media liaison to promote Paradise Coast 		
CONTACT	ACTIVITY	RESULT
Adrian Philips, Freelance, contributes to the Independent	OMMAC provided journalist with lead in prices for the Inn on Fifth and the Hilton Marco Island.	Feature due out before August. Journalist to update OMMAC.
Graham McKenzie, Managing Director, Travelmole	OMMAC has been liaising with journalist to run a special on the destination.	OMMAC provided information on deals including the Preferred Pass. OMMAC to follow up with journalist.
Karl Cushing, Features Editor, Travel Weekly	OMMAC provided journalist with information on weddings and honeymoons to the destination.	Feature is due for publication on 24 June 2011. OMMAC to monitor coverage for use.
Rosamund Wicher, Entertainment Editor, Red	OMMAC contacted journalist to congratulate her on her new role and provided an update on the destination.	OMMAC to maintain contact.
Ben Cooper, Travel Editor, ELLEUK online	OMMAC contacted journalist to congratulate him on his new role as Travel Editor and provided an update on the destination.	OMMAC to maintain contact.
Elisa Bray, Freelance, contributes to new RBS/Natwest lifestyle magazine	OMMAC contacted journalist to request an update on the new publication and to discuss the opportunity of working together.	OMMAC to maintain contact.
Katherine Lawrey, Deputy Features Editor, Travel Trade Gazette	OMMAC provided information on the best bridal beauty treatments in the destination for an upcoming feature.	Feature is due for publication on 17 June 2011. OMMAC to monitor coverage for use.



DIAMONDE- EUROPEAN REPRESENTATIVES

✧ **Tour Operator Activities**

- **FTI:** Held sales training in two sessions for a total of 14 agents in their head office in Munich on May 3, 2011.
- **Meiers Weltreisen:** Secured inclusion of Preferred Pass into traveler's documentation. Shipped 800 copies through PhaseV.
- Provided **Canusa** with PDF of the German version on the Preferred Pass to be included in their Bonuscard program (will replace the old VIP Pass).
- Followed up on product planning with Mrs. Topf from **Global Golf Tours**; since ITB she had some requests for Florida but right now, her clients hesitate again because of the uncertainty about reactions on the Bin Laden attack.
- Received results from **TUI newsletter campaign**:
 - Newsletter was sent to 214.964 subscribers
 - **83.621 users opened the mail (opening rate of 38.9%)**; in past newsletters the opening rate has only been in average 22%!
 - 35.741 opened the link to the TUI.com page
 - **2.374 visited the Naples site**
 - **3 bookings resulted directly in this promotion**
 - overall TUI registered an increase in bookings for Florida of 18% during the period of the campaign
- Provided Mr. Raible from German online golf tour operator **golfurlaub.com** with the sales & marketing contact from the Naples Beach Hotel; he wants to package a special golf trip for the winter season; this cooperation results in the cross promotion with German golf outfitter "**Golf House**". Mr. Dubick is keen on including a special for their clients in their next (winter) retail catalog.
- Joint promotion with **America Unlimited**: newsletter with Fly Drive to Fort Lauderdale, the Keys and Naples and extra hotel specials was sent out May 12 through "ab-in-den-urlaub.de"; Timo also included a raffle; after 3 hours the newsletter created already 2.500 clicks on the page, 50 requests for an offer and 1.000 sign ins for the raffle!
- Marketing activity with **Explorer Fernreisen**: Naples was included in their weekly newsletter to 35.000 registered clients from May 24 with a special offer for the "Olde Marco Island Inn"; further information have been placed on a special landing page; this page will be online for several months from now on.
- **TUI Netherlands**: Secured the opportunity of being part of their fam trip to Orlando and South Florida mid of June. A group of approximately 35 agents will be visiting the Everglades and participate either in a hosted airboat or kayak tour.



✧ **Travel Agent Activity**

- Total number of sales calls: 33 travel agencies in Germany, Switzerland & Austria (Netherlands)

✧ **EVENTS**

- Roadshows
 - Attendance at the Berlin Airports/airberlin roashow in 5 different cities (Berlin and Eastern Germany) from May 22-26, 2011 with an audience of 850 travel agents in total.
- Exhibitions
 - Pow Wow, May 22 to 25, 2011 in SFO
 - Requested appointments for the German speaking market as well as the Dutch
 - Preparation for the appointments
 - Personal attendance at the show
- Travel Agent Functions
 - Attendance at the FTI Camper & Bike Days in FTI's head office in Munich on May 7- 8, 2011. Participated with a booth at the travel mart. Total number of travel agents who attended the event: 104

✧ **MEDIA**

- Finalized 6-week exposure of NAP on new German microsite of airberlin "airlebe-südwestflorida.com" in cooperation with Lee County. The project included following working steps:
 - ✧ Provided text and pictures for the site
 - ✧ Organized prizes for the raffle; secured stays with the Naples Bay and the Inn on Fifth
 - ✧ Secured Naples pictures to be included for the layout of the online ads promoting the new site
 - ✧ secured extension of hotel product offers through online booking tool on regular airberlin homepage
 - ✧ secured inclusion of our contact on the new microsite
 - ✧ coordinated input with German office of Fort Myers
- Radio Group: Secured opportunity of the following barter deal: 8 broadcasts 60 seconds each about the area including interviews with hoteliers and other companies in exchange of a 11 nights stay, BB, 2 pax in Naples. (Media Value: about 7,300 US\$). This request resulted from our ITB meeting in March but as the radio stations are located in areas in Germany that are not very strong, economically and in terms of booking potential and we furthermore do not see a big benefit for the area compared to the value of a 11 nights stay, we declined this opportunity in accordance with JW's approval.



Worldtravelpromotion.com: Secured visit of journalist Angela Schulz (with photographer) to the area end of June 2011. The story of her trip will be featured on her website (www.worldtravelpromotion.com) and be part of her focus on the opening event of her luxury travel agency "ReiseKontor" beginning of July. Angela Schulz works for "Trips by Tips" (German online travel guide), too, where the story will be published as well. Idea: host an airboat tour and assist with site inspections – pending CVB.

News Flash from PowWow San Francisco Source: Newsticker Süddeutsche Zeitung, May 29, 2011

Higher rates does not affect travel to the US

The wanderlust of the Germans to travel to the United States is still unbroken and also the Americans undertake more trips in their own country. Increasing rates for travel, especially for luxury hotels are a result of the increased demand. Besides all the additional costs i.e. online registration, the air traffic tax and the exploding fuel prices the German travelers remain loyal USA fans.

Approx. 1,7 billion Germans traveled to the USA in 2010 which was an increase of 2% compared to 2009 but the time of the big special deals seems to be over. Per Illian, Product Director North America of DERTOUR and ADAC Reisen, stated that for the upcoming winter season less special offers like stay 5 nights, pay 4 nights will be offered. One reason for this is the fact that the Americans are traveling more than last year. The main issue of his colleague Antje Perret of TUI was to get more room contingents in the hotels. Also the business travelers are back, so a rate increase in the 5 or 6 star hotels can be seen compared to the 3 to 4 star segment. Tilo Krause-Duenow, Managing Director of Canusa and board member of the Visit USA Committee Germany stated that the rate increases will frighten off the Germans to travel to the USA. They have realized that their clients became more demanding in the last years. As one "goddie" to keep the clients for the US TUI for example offer a refund of the new ESTA fee with booking a round trip with TUI.

Air Berlin with disprofit

Germany's second largest airline, Air Berlin started the first quarter of 2011 with an economical loss of 120,6 billion Euro but CEO Joachim Hunold still hopes to realize a positive result for 2011. One of the main reasons for the current status are the political disturbances in North Africa. Hunold stated that they plan to extend their services to long-haul destinations in the future as this is more profitable than services within Europe.

Source: fww, May 27, 2011



VISITOR CENTER COORDINATOR ACTIVITY AND CENTER VISITATION

Attended **breakfast meeting in Immokalee** followed by a meeting at their Chamber of Commerce. Daniel Rosario, Executive Director for the Immokalee Chamber of Commerce and Fred Thomas, the President of the Chamber are regulars. I have now gone to two of these and they are a terrific way to meet more community leaders. I then make my rounds around Immokalee and Ave Maria.

Ground breaking ceremony for a 20,000 square foot manufacturing building that Pete Salazar is building.

Hosted six ladies from the Visit Florida Welcome Centers. They had not been to Collier County for over ten years. They welcome over 2 million visitors between the three welcome centers. I met them at The Naples Beach Club Hotel. Over the next two days I was their guide for Cruise Naples, The Zoo, lunch at Stilts in Marco, airboat ride and tour of Wootens' preserve, and lunch at The Oyster House. They loved Collier County and will promote it. They invited me up to their Summer Festival.

Attended Collier County Presidents' Council meeting where David Tetzlaff spoke and learned about Zoo's future plans.

Attended Key4Women breakfast meeting. Cindy Soloman spoke, excellent.

Attended **concierge meeting at Tommy Bahamas.** They really rolled out the red carpet. Everything was delicious.

Organized two FAM trips for volunteers. One to Residence Inn for a cookout. The second to the SWFL Trade Show at The Hilton. Forty volunteers are going.

Continue to **distribute Preferred Passes to visitor centers and area hotels.**



Monthly Visitor Center Stats

	2011					TOTAL
	January	February	March	April	May	
Big Cypress Center	5,034	6,986	5,984	3,297	1,778	23,079
Oasis	12,055	15,564	15,101	8,810	5,492	57,022
Everglades	2,220	2,881	3,100	2,575	1,600	12,376
Immokalee	125	194	195	189	186	889
Marco	1,007	1,546	1,376	520	448	4,897
Naples VIC	2,765	3,505	3,536	2,114	1,491	13,411
TOTAL	23,206	30,676	29,292	17,505	10,995	111,674