

Naples Marco Island Everglades CVB Sales Report
7/20/2011 - 8/24/2011

Event Type: All

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											
Affinity Resource Group LLC	2013 9th annual scientific meeting	RFP Rcvd	0	Music Oct. 2011 FAM	2/13/2013 2/17/2013		\$668,680.00	0	250	620	0
Aircraft Rescue & Fire Fighting Working Group	2013 annual conference	RFP Rcvd	0		9/7/2013 9/13/2013		\$82,000.00	0	175	729	0
Allied Solutions	National Sales Meeting 2014	RFP Rcvd	Corporate-Other		2/17/2014 2/19/2014		\$35,000.00	0	125	335	0
Allied Solutions	Incentive Trips	RFP Rcvd	Corporate-Other		5/1/2014 5/3/2014		\$5,000.00	0	25	75	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 Express Business Travel	Johnson Controls UPG dealer Incentive	RFP Rcvd	Corporate-Incentive		2/1/2012 2/5/2012		\$11,000.00	0	75	375	0
Association of NORA Responsible Recyclers	2012 NORA annual recycle conference	RFP Rcvd	0	Website	11/6/2012 11/9/2012		\$82,280.00	0	215	680	0
Center For Disease Control and Prevention	2012 ERPO NCIPC conference	RFP Rcvd	0		12/14/2011 12/16/2011		\$87,000.00	0	175	525	0
Center For Disease Control and Prevention	2012 NCIPC ERPO	RFP Rcvd	0	Repeat Planner contact	1/11/2012 1/13/2012		\$88,000.00	0	175	525	0
Center For Disease Control and Prevention	April 2012 Review NCIPC	RFP Rcvd	0	Repeat Planner contact	4/25/2012 4/27/2012		\$88,000.00	0	175	525	0
CERDEC Flight Activity	AMC Aviation Training Symposium 2012	RFP Rcvd	Government	Visit Florida	3/5/2012 3/9/2012		\$35,250.00	0	75	304	0
CFA Institute	Chartered Financial Analyst Examination	RFP Rcvd	0	Destination Showcase - DC	6/1/2012 6/2/2012		\$6,450.00	0	50	100	0
CFA Institute	Chartered Financial Exam 2013	RFP Rcvd	0	Destination Showcase - DC	5/30/2013 6/1/2013		\$6,450.00	0	50	125	0
Conference Direct / C. Vanway	Gambro 2012 President's Club	RFP Rcvd	SMERF	ConferenceDirect	4/21/2012 4/25/2012		\$17,015.00	0	20	83	0
Conference Direct /Trish Ryter	Best Buy/Future Shop GM conference 2012	RFP Rcvd	Corporate-Other	CVENT	3/5/2012 3/7/2012		\$155,100.00	0	190	570	0
ConferenceDirect / J. Roberts	Stock Symposium 2012	RFP Rcvd	0	ConferenceDirect	1/5/2012 1/9/2012		\$80,000.00	0	100	500	0
ConferenceDirect / J. Roberts	2012 AP Summit	RFP Rcvd	0	ConferenceDirect	1/8/2012 1/10/2012		\$32,000.00	0	150	450	0
Debi's Itineraries	October 2011 Music Fam	CVB Sponsored	0	ASTA Nov. 2011 FAM	10/27/2011 10/30/2011		\$0.00	0	25	76	0

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											
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
Florida State Button Society	Florida State Button Society	RFP Rcvd	SMERF	Planning Connection	1/8/2014 1/12/2014		\$203,000.00	0	275	1,030	0
HelmsBriscoe (Naples)	AAFA ISC/SCPI 2012	RFP Rcvd	0	CVENT	4/16/2012 4/18/2012		\$25,625.00	0	45	135	0
HelmsBriscoe / C. Pierson	2012 Sunny Delight Sales Meeting	RFP Rcvd	0	HelmsBriscoe	4/15/2012 4/19/2012		\$61,500.00	0	105	285	0
HelmsBriscoe / D. Renken	AVCA 2012 annual conference	RFP Rcvd	0	CVENT	11/7/2012 11/11/2012		\$39,930.00	0	95	260	0
HelmsBriscoe / J. Adams	FPCA 2013 Summer meeting	RFP Rcvd	0	CVENT	6/22/2013 6/27/2013		\$85,140.00	0	175	660	0
HelmsBriscoe / J. Gachui Lowenthal	2011 CABOT performance segment	RFP Rcvd	0	CVENT	11/7/2011 11/10/2011		\$33,880.00	0	70	280	0
HelmsBriscoe / J. Travers	IBM CGOC Summitt 2012	RFP Rcvd	0	Networking	1/14/2012 1/17/2012		\$66,420.00	0	200	410	0
HelmsBriscoe / V.Corder	National Shooting Sports Foundation 2012	RFP Rcvd	0	HelmsBriscoe	2/21/2012 2/24/2012		\$41,220.00	0	50	180	0
International Centre for Diffraction Data	PPXRD May 2012	RFP Rcvd	Corporate-Medical/Pharmaceutical	Repeat Planner contact	5/13/2012 5/16/2012		\$50,000.00	0	50	170	0
LavaCon	10th annual LavaCon conf on digital media	RFP Rcvd	0	Successful Meetings	10/28/2012 10/30/2012		\$25,410.00	0	70	210	0
Managed Meetings, LLC	2012 annual convention	RFP Rcvd	0	RFP's received - from repeat planner	2/6/2012 2/10/2012		\$179,000.00	0	400	1,245	0
Max vantage Meetings	JJ Cordis Elite 2012	RFP Rcvd	Corporate-Medical/Pharmaceutical		3/14/2012 3/18/2012	National	\$50,000.00	173	42	173	0
Meeting Expectations, Incorporated	2013 Int'l SalonSpa Business Network-ISBN	RFP Rcvd	0	Networking	5/3/2013 5/8/2013		\$62,640.00	0	130	432	0
Meeting Resources, Inc	2011 Sakura Finetek Sales mtg	RFP Rcvd	Corporate-Medical/Pharmaceutical	Website	12/2/2011 12/7/2011		\$33,810.00	0	40	210	0
National Association of Guardsman	NAG Social Club 2013	RFP Rcvd	SMERF	Phone	7/9/2013 7/14/2013	National	\$100,000.00	0	250	830	0
Panamerican Surety Association	2013 APPFASA	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	South America Sales Mission	4/21/2013 4/24/2013	International	\$150,000.00	0	250	850	0
Polaris Meetings Group, LLC	2012 advisory board meeting for Titan	RFP Rcvd	0	Networking	2/7/2012 2/10/2012		\$5,496.00	0	8	24	0
Pro Imaging Golf Championship	2012 Golf Championship	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	Website	3/22/2012 3/27/2012		\$106,000.00	0	115	0	0
RockSolid Granite USA	2013 Franchise Convention	RFP Rcvd	0	Music Oct. 2011 FAM	7/16/2013 7/21/2013		\$58,636.00	0	175	548	0

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											
Shannon Dennison	Poultry Assoc. of Georgia	RFP Rcvd	0	Website	10/23/2011 10/26/2011		\$43,320.00	0	95	380	0
SHPS	SHPS Client Forum	RFP Rcvd	Corporate-Other		3/7/2012 3/9/2012		\$10,000.00	0	35	105	0
SHPS	Symposium SHPS 2012	RFP Rcvd	Corporate-Other		11/7/2012 11/9/2012		\$15,000.00	0	75	220	0
Site Search, Inc.	2013 Annual FACC	RFP Rcvd	0		7/16/2013 7/19/2013		\$63,000.00	0	0	376	0
Site Selection Plus, Incorporated	PCA 2012 Annual	RFP Rcvd	0		5/1/2012 5/4/2012		\$14,000.00	0	40	95	0
Solutions+ of New York	WBASNY 2013	RFP Rcvd	0	Successful Meetings	5/16/2013 5/19/2013		\$36,250.00	0	80	260	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
Specialty Graphic Imaging Association	2012 SGIA SPIRE meeting	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	Networking	2/18/2012 2/22/2012		\$0.00	0	35	98	0
State Farm / Jack Wallace	Tracker 2 study group	RFP Rcvd	Corporate-Other		10/29/2012 11/2/2012		\$156,000.00	0	32	128	0
Strategic Events	2012 Distinguished Advisor Conference	RFP Rcvd	0	Website	11/11/2012 11/14/2012		\$36,300.00	0	100	310	0
The Florida Bar	Meeting 1 2012	RFP Rcvd	0	Repeat Planner contact	11/14/2012 11/17/2012		\$50,000.00	0	100	302	0
The Florida Bar	Meeting 2 April 2013	RFP Rcvd	0	Repeat Planner contact	4/24/2013 4/27/2013		\$60,000.00	0	15	50	0
The Main Event by Melody	Abbey Museum	RFP Rcvd	Association-Trade, Commercial or Business		8/12/2013 8/17/2013		\$12,000.00	0	20	120	0
Travel and Transport Vacations	Bank Executive Conference 2013	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	Website	2/20/2013 2/24/2013		\$81,000.00	0	70	300	0
TW Metals	2012 Global Sales Meeting	RFP Rcvd	0	Website	1/9/2012 1/11/2012		\$54,720.00	0	120	360	0
United Fresh Produce Association	2012 winter leadership mtg	RFP Rcvd	0	Repeat Planner contact	1/21/2012 1/28/2012		\$72,414.00	0	150	447	0
United Hardware Distributing Company	2014 Incentive	RFP Rcvd	0	Collaborate	3/8/2014 3/13/2014		\$200,000.00	0	105	610	0
United States Travel Association	ESTO 2013	RFP Rcvd	Tourism	Visit Florida	8/16/2013 8/21/2013		\$125,500.00	0	350	1,245	0
					Event Count:	56	\$3,886,436.00	173	6,583	21,971	0

Status: LEADS SENT

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: LEADS SENT											
CERDEC Flight Activity	AMC Aviation Training Symposium 2012	RFP Rcvd	Government	Visit Florida	3/5/2012 3/9/2012		\$35,250.00	0	75	304	0
Conference Direct / C. Vanway	Gambro 2012 President's Club	RFP Rcvd	SMERF	ConferenceDir ect	4/21/2012 4/25/2012		\$17,015.00	0	20	83	0
Conference Direct /Trish Ryter	Best Buy/Future Shop GM conference 2012	RFP Rcvd	Corporate-Other	CVENT	3/5/2012 3/7/2012		\$155,100.00	0	190	570	0
GROWMARK, Incorporated	Winter Sales mtg 2012	RFP Rcvd	0	Website	1/29/2012 2/2/2012		\$20,250.00	0	125	510	0
HelmsBriscoe (Naples)	AAFA ISC/SCPI 2012	RFP Rcvd	0	CVENT	4/16/2012 4/18/2012		\$25,625.00	0	45	135	0
HelmsBriscoe / J. Adams	FPCA 2013 Summer meeting	RFP Rcvd	0	CVENT	6/22/2013 6/27/2013		\$85,140.00	0	175	660	0
HelmsBriscoe / J. Travers	IBM CGOC Summitt 2012	RFP Rcvd	0	Networking	1/14/2012 1/17/2012		\$66,420.00	0	200	410	0
LavaCon	10th annual LavaCon conf on digital media	RFP Rcvd	0	Successful Meetings	10/28/2012 10/30/2012		\$25,410.00	0	70	210	0
National Association of Guardsman	NAG Social Club 2013	RFP Rcvd	SMERF	Phone	7/9/2013 7/14/2013	National	\$100,000.00	0	250	830	0
Panamerican Surety Association	2013 APFPASA	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	South America Sales Mission	4/21/2013 4/24/2013	International	\$150,000.00	0	250	850	0
Polaris Meetings Group, LLC	2012 advisory board meeting for Titan	RFP Rcvd	0	Networking	2/7/2012 2/10/2012		\$5,496.00	0	8	24	0
Pro Imaging Golf Championship	2012 Golf Championship	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	Website	3/22/2012 3/27/2012		\$106,000.00	0	115	0	0
RockSolid Granite USA	2013 Franchise Convention	RFP Rcvd	0	Music Oct. 2011 FAM	7/16/2013 7/21/2013		\$58,636.00	0	175	548	0
Solutions+ of New York	WBASNY 2013	RFP Rcvd	0	Successful Meetings	5/16/2013 5/19/2013		\$36,250.00	0	80	260	0
Strategic Events	2012 Distinguished Advisor Conference	RFP Rcvd	0	Website	11/11/2012 11/14/2012		\$36,300.00	0	100	310	0
Travel and Transport Vacations	Bank Executive Conference 2013	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	Website	2/20/2013 2/24/2013		\$81,000.00	0	70	300	0
Event Count:						16	\$1,003,892.00	0	1,948	6,004	0

Status: TURNED DEFINITE											
United Way of Greater Chattanooga	2012 National Presidents Roundtable Conference	RFP Rcvd	SMERF		3/2/2012 3/7/2012		\$15,000.00	0	20	86	0
University Of Florida - IFAS Office of Conferences & Inst	24 Int Pepper Con	RFP Rcvd	0	Repeat Planner contact	11/3/2012 11/8/2012		\$53,000.00	0	125	0	0

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Status: TURNED DEFINITE

University Of Florida - IFAS Office of Conferences & Inst	24th Int Pepper conference	RFP Rcvd	0	Repeat Planner contact	11/3/2012 11/8/2012		\$53,000.00	0	125	368	0
Western CPE	Nov. 2012 conference	RFP Rcvd	0	Repeat Planner contact	11/3/2012 11/10/2012		\$33,880.00	0	45	280	0
					Event Count:	4	\$154,880.00	0	315	734	0

Status: TURNED LOST

Capario	2011 Fall sales meeting	RFP Rcvd	0	Website	9/20/2011 9/22/2011		\$4,747.00	0	23	47	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
Conference Direct /Trish Ryter	Best Buy/Future Shop Round 1	RFP Rcvd	Corporate-Other		4/22/2012 4/25/2012		\$200,000.00	0	142	568	0
Conference Direct /Trish Ryter	Best Buy/Future Shop round 2	RFP Rcvd	Corporate-Other		4/29/2012 5/1/2012		\$200,000.00	0	266	798	0
Experient / T. Sparks	2012 Global Senior leadership meeting	RFP Rcvd	0	StarCite	2/20/2012 2/25/2012		\$24,503.00	0	23	107	0
feats powerful experiences	2012 Client Summit	RFP Rcvd	Incentive	Website	4/23/2012 4/25/2012		\$50,000.00	0	75	225	0
GROWMARK, Incorporated	Winter Sales mtg 2012	RFP Rcvd	0	Website	1/29/2012 2/2/2012		\$20,250.00	0	125	510	0
HelmsBriscoe / K. Kossl	2012 International Transport packaging forum	RFP Rcvd	0	CVENT	3/24/2012 3/31/2012		\$192,800.00	0	215	800	0
Mettler Toledo	Mettler Toledo 2012 Retail Sales Meeting & Customer Council	RFP Rcvd	Corporate-Other	Chesney Columbus 2011	3/11/2012 3/15/2012		\$81,000.00	0	100	335	0
National Exchange Carrier Association	NECA2013 BOD	RFP Rcvd	Association-Government, Public Administration	2010 received by mtg/networking Items	1/14/2013 1/16/2013		\$0.00	0	20	50	0
					Event Count:	10	\$773,300.00	0	1,128	3,930	0

Status: TURNED TENTATIVE

CERDEC Flight Activity	AMC Aviation Training Symposium 2012	RFP Rcvd	Government	Visit Florida	3/5/2012 3/9/2012		\$35,250.00	0	75	304	0
Conference Direct / C. Vanway	Gambro 2012 President's Club	RFP Rcvd	SMERF	ConferenceDirect	4/21/2012 4/25/2012		\$17,015.00	0	20	83	0
Conference Direct /Trish Ryter	Best Buy/Future Shop GM conference 2012	RFP Rcvd	Corporate-Other	CVENT	3/5/2012 3/7/2012		\$155,100.00	0	190	570	0
GROWMARK, Incorporated	Winter Sales mtg 2012	RFP Rcvd	0	Website	1/29/2012 2/2/2012		\$20,250.00	0	125	510	0
HelmsBriscoe (Naples)	AAFA ISC/SCPI 2012	RFP Rcvd	0	CVENT	4/16/2012 4/18/2012		\$25,625.00	0	45	135	0

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: TURNED TENTATIVE											
HelmsBriscoe / J. Adams	FPCA 2013 Summer meeting	RFP Rcvd	0	CVENT	6/22/2013 6/27/2013		\$85,140.00	0	175	660	0
HelmsBriscoe / J. Travers	IBM CGOC Summitt 2012	RFP Rcvd	0	Networking	1/14/2012 1/17/2012		\$66,420.00	0	200	410	0
LavaCon	10th annual LavaCon conf on digital media	RFP Rcvd	0	Successful Meetings	10/28/2012 10/30/2012		\$25,410.00	0	70	210	0
National Association of Guardsman	NAG Social Club 2013	RFP Rcvd	SMERF	Phone	7/9/2013 7/14/2013	National	\$100,000.00	0	250	830	0
Panamerican Surety Association	2013 APFPASA	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	South America Sales Mission	4/21/2013 4/24/2013	International	\$150,000.00	0	250	850	0
Polaris Meetings Group, LLC	2012 advisory board meeting for Titan	RFP Rcvd	0	Networking	2/7/2012 2/10/2012		\$5,496.00	0	8	24	0
Pro Imaging Golf Championship	2012 Golf Championship	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	Website	3/22/2012 3/27/2012		\$106,000.00	0	115	0	0
RockSolid Granite USA	2013 Franchise Convention	RFP Rcvd	0	Music Oct. 2011 FAM	7/16/2013 7/21/2013		\$58,636.00	0	175	548	0
Solutions+ of New York	WBASNY 2013	RFP Rcvd	0	Successful Meetings	5/16/2013 5/19/2013		\$36,250.00	0	80	260	0
Strategic Events	2012 Distinguished Advisor Conference	RFP Rcvd	0	Website	11/11/2012 11/14/2012		\$36,300.00	0	100	310	0
Travel and Transport Vacations	Bank Executive Conference 2013	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	Website	2/20/2013 2/24/2013		\$81,000.00	0	70	300	0
					Event Count:	16	\$1,003,892.00	0	1,948	6,004	0
					Event Count:	102	\$6,822,400.00	173	11,922	38,643	0

Naples Marco Island Everglades CVB
 Task Report
 Created - Between 7/20/2011 - 8/25/2011

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
7/20/2011	Polaris Meetings Group, LLC	Event Sales Task	Open	12/19/2011		
	<i>No. 1</i>					
7/20/2011	Polaris Meetings Group, LLC	Event Sales Task	Open	1/28/2012		
	<i>No. 2</i>					
7/20/2011	HelmsBriscoe / J. Travers	Event Sales Task	Open	1/4/2012		
	<i>No. 2</i>					
7/22/2011	HelmsBriscoe / J. Adams	Event Sales Task	Open	6/12/2013		
	<i>No. 2</i>					
7/22/2011	GROWMARK, Incorporated	Event Sales Task	Open	1/19/2012		
	<i>No. 2</i>					
7/27/2011	National Association of Guardsman	Event Sales Task	Open	6/29/2013		
	<i>No. 2</i>					
7/27/2011	National Association of Guardsman	Event Sales Task	Open	5/20/2013		
	<i>No. 1</i>					
8/2/2011	Meeting Resources, Inc Andre' Kelly	Sales - sent rfp to partner	Open	8/2/2011		
	<i>sent rfp contacted planner</i>					
8/2/2011	PRACC Mollie Page	Sales - Partner Contact	Closed	8/2/2011	8/2/2011	Debi DeBenedetto
	<i>made connection and sent info on ppp and idss</i>					
8/2/2011	Pro Imaging Golf Championship Toren Prawdzik	Sales - sent rfp to partner	Closed	8/2/2011	8/2/2011	Debi DeBenedetto
	<i>sent rfp, contacted client and partners. sent info.</i>					
8/2/2011	HelmsBriscoe (Naples)	Event Sales Task	Open	4/6/2012		
	<i>No. 2</i>					
8/2/2011	Pro Imaging Golf Championship	Event Sales Task	Open	3/12/2013		
	<i>No. 2</i>					
8/2/2011	Pro Imaging Golf Championship	Event Sales Task	Open	1/31/2013		
	<i>No. 1</i>					
8/3/2011	Debi's Activity Tracking Account	Sales - sent rfp to partner	Closed	8/3/2011	6/21/2011	Debi DeBenedetto

* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
<i>sent Rfp Doosan Dist to hotels</i>						
8/3/2011	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	8/3/2011	6/21/2011	Debi DeBenedetto
<i>TPC Marriott report and updates to 500 K file and idss for this lead</i>						
8/3/2011	Debi's Activity Tracking Account	General - Proofing Marketing materials	Closed	8/3/2011	6/23/2011	Debi DeBenedetto
<i>strategic planning power point complete and trade show sheets done in prep for retreat</i>						
8/3/2011	Debi's Activity Tracking Account	Sales - sent rfp to partner	Closed	8/3/2011	8/3/2011	Debi DeBenedetto
<i>Debi DeBenedetto Sent Motorcoach lead to hotels, sent holiday eating group lead to restaurants and shopping centers.</i>						
8/3/2011	Debi's Activity Tracking Account	Sales - Fam Itinerary	Closed	8/3/2011	6/22/2011	Debi DeBenedetto
<i>Travel agent fams itineraries and communicatin complete - wait to hear from Stuart and Orlando on rooming lists.</i>						
8/3/2011	Debi's Activity Tracking Account	Sales - Fam Itinerary	Closed	8/3/2011	6/22/2011	Debi DeBenedetto
<i>Marketing Fam to HelmsBriscoe assoc. email blast</i>						
8/3/2011	Debi's Activity Tracking Account	Sales - sent rfp to partner	Closed	8/3/2011	6/23/2011	Debi DeBenedetto
<i>sent ESTO Rfp to Marriott -</i>						
8/3/2011	Debi's Activity Tracking Account	Sales - Prospecting	Closed	8/3/2011	6/21/2011	Debi DeBenedetto
<i>review of Visit Florida International marketing plan - decide shows. Worked on Trade show list for 2012</i>						
8/3/2011	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	8/3/2011	6/21/2011	Debi DeBenedetto
<i>TPC Marriott report and updates to 500 K file and idss for this lead</i>						
8/3/2011	Debi's Activity Tracking Account	General - CVB event	Closed	8/3/2011	6/22/2011	Debi DeBenedetto
<i>completed evaluation self and also Jennifer for Jack approval</i>						
8/3/2011	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	8/3/2011	6/23/2011	Debi DeBenedetto
<i>partner contact on available trade shows</i>						
8/3/2011	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	8/3/2011	6/21/2011	Debi DeBenedetto
<i>Booked Chicago arrangements for Connect show. Flight, rooms etc.</i>						
8/3/2011	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	8/3/2011	6/21/2011	Debi DeBenedetto
<i>TPC Marriott report and updates to 500 K file and idss for this lead</i>						
8/3/2011	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	8/3/2011	6/22/2011	Debi DeBenedetto
<i>SMU sign up for show. Offered to sponsor breakfast for planners at this event from the 500 K \$ fund. \$2500</i>						
8/3/2011	Debi's Activity Tracking Account	General - Website update	Closed	8/3/2011	6/22/2011	Debi DeBenedetto

* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
	<i>proof review of Green meetings section of website</i>					
8/3/2011	Travel and Transport Vacations Peg Gullikson	Sales - sent rfp to partner	Closed	8/3/2011	8/3/2011	Debi DeBenedetto
	<i>Sent rfp to hotels on Marco, sent planner sales kit and contact made</i>					
8/3/2011	Travel and Transport Vacations	Sales - RFP follow up	Open	9/3/2011		
	<i>check to see if booked Marco Island only</i>					
8/3/2011	Pro Imaging Golf Championship	Event Sales Task	Open	2/1/2012		
	<i>No. 1</i>					
8/3/2011	Pro Imaging Golf Championship	Event Sales Task	Open	3/12/2012		
	<i>No. 2</i>					
8/3/2011	Travel and Transport Vacations	Event Sales Task	Open	1/1/2013		
	<i>No. 1</i>					
8/3/2011	Travel and Transport Vacations	Event Sales Task	Open	2/10/2013		
	<i>No. 2</i>					
8/4/2011	Conference Direct /Trish Ryter	Event Sales Task	Open	2/24/2012		
	<i>No. 2</i>					
8/11/2011	American Airboat Tours Jerome Brownlee		Closed	8/11/2011	8/11/2011	Note
	<i>Subject: Itinerary for Focus Live group and post Fam from Naples Marco Island Everglades CVB</i>					
	<i>Body: Please find the attached Itinerary for Focus Live group and post Fam from Debi DeBenedetto .

 Please do not reply to this email, reply directly to Debi DeBenedetto at debide@colliergov.net&nbsp; with any questions.

Thank you.

Naples Marco Island Everglades CVB</i>					
8/11/2011	Everglades Excursions Randy Smith		Closed	8/11/2011	8/11/2011	Note
	<i>Subject: Itinerary for Focus Live group and post Fam from Naples Marco Island Everglades CVB</i>					
	<i>Body: Please find the attached Itinerary for Focus Live group and post Fam from Debi DeBenedetto .

 Please do not reply to this email, reply directly to Debi DeBenedetto at debide@colliergov.net&nbsp; with any questions.

Thank you.

Naples Marco Island Everglades CVB</i>					
8/15/2011	Conference Direct / C. Vanway	Event Sales Task	Open	4/11/2012		
	<i>No. 2</i>					
8/16/2011	CERDEC Flight Activity	Event Sales Task	Open	2/24/2012		
	<i>No. 2</i>					
8/17/2011	Strategic Events	Event Sales Task	Open	11/1/2012		
	<i>No. 2</i>					

* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
8/18/2011	LavaCon	Event Sales Task	Open	10/18/2012		
<i>No. 2</i>						
8/18/2011	Solutions+ of New York	Event Sales Task	Open	5/6/2013		
<i>No. 2</i>						
8/18/2011	Naples Grande Beach Resort - The Waldorf Astoria Collection Jennifer Bullock		Closed	8/18/2011	8/18/2011	Note
<i>Subject: Itinerary for ASTA Orlando September Fam from Naples Marco Island Everglades CVB</i>						
<i>Body: Please find the attached Itinerary for ASTA Orlando September Fam from Debi DeBenedetto .

 Please do not reply to this email, reply directly to Debi DeBenedetto at debide@colliergov.net&nbsp; with any questions.

Thank you.

Naples Marco Island Everglades CVB</i>						
8/18/2011	Dhru's Travel Ann Rupan		Closed	8/18/2011	8/18/2011	Note
<i>Subject: Itinerary for ASTA Orlando September Fam from Naples Marco Island Everglades CVB</i>						
<i>Body: Please find the attached Itinerary for ASTA Orlando September Fam from Debi DeBenedetto .

 Please do not reply to this email, reply directly to Debi DeBenedetto at debide@colliergov.net&nbsp; with any questions.

Thank you.

Naples Marco Island Everglades CVB</i>						
8/18/2011	Bayfront Inn 5th Ave Deepe Deswal		Closed	8/18/2011	8/18/2011	Note
<i>Subject: Itinerary for ASTA Orlando September Fam from Naples Marco Island Everglades CVB</i>						
<i>Body: Please find the attached Itinerary for ASTA Orlando September Fam from Debi DeBenedetto .

 Please do not reply to this email, reply directly to Debi DeBenedetto at debide@colliergov.net&nbsp; with any questions.

Thank you.

Naples Marco Island Everglades CVB</i>						
8/18/2011	Naples Grande Beach Resort - The Waldorf Astoria Collection Jennifer Bullock		Closed	8/18/2011	8/18/2011	Note
<i>Subject: Itinerary for ASTA Orlando September Fam from Naples Marco Island Everglades CVB</i>						
<i>Body: Please find the attached Itinerary for ASTA Orlando September Fam from Debi DeBenedetto .

 Please do not reply to this email, reply directly to Debi DeBenedetto at debide@colliergov.net&nbsp; with any questions.

Thank you.

Naples Marco Island Everglades CVB</i>						
8/18/2011	Bellasera Hotel Margie McGlynn		Closed	8/18/2011	8/18/2011	Note
<i>Subject: Itinerary for ASTA Orlando September Fam from Naples Marco Island Everglades CVB</i>						
<i>Body: Please find the attached Itinerary for ASTA Orlando September Fam from Debi DeBenedetto .

 Please do not reply to this email, reply directly to Debi DeBenedetto at debide@colliergov.net&nbsp; with any questions.

Thank you.

Naples Marco Island Everglades CVB</i>						
8/18/2011	Naples Zoo at Caribbean Gardens Courtney Herrell		Closed	8/18/2011	8/18/2011	Note
<i>Subject: Itinerary for ASTA Orlando September Fam from Naples Marco Island Everglades CVB</i>						
<i>Body: Please find the attached Itinerary for ASTA Orlando September Fam from Debi DeBenedetto .

 Please do not reply to this email, reply directly to Debi DeBenedetto at debide@colliergov.net&nbsp; with any questions.

Thank you.

Naples Marco Island Everglades CVB</i>						
8/18/2011	Naples Bay Resort		Closed	8/18/2011	8/18/2011	Note

* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
	Suya Davenport					

Subject: Itinerary for ASTA Orlando September Fam from Naples Marco Island Everglades CVB

*Body: Please find the attached Itinerary for ASTA Orlando September Fam from Debi DeBenedetto .

 Please do not reply to this email, reply directly to Debi DeBenedetto at debide@colliergov.net with any questions.

Thank you.

Naples Marco Island Everglades CVB*

8/18/2011	Naples Princess Jenny Foegen		Closed	8/18/2011	8/18/2011	Note
<i>Subject: Itinerary for ASTA Orlando September Fam from Naples Marco Island Everglades CVB</i>						
<i>Body: Please find the attached Itinerary for ASTA Orlando September Fam from Debi DeBenedetto .

 Please do not reply to this email, reply directly to Debi DeBenedetto at debide@colliergov.net&nbsp; with any questions.

Thank you.

Naples Marco Island Everglades CVB</i>						

8/18/2011	Naples Beach Hotel & Golf Club Michele Marsee		Closed	8/18/2011	8/18/2011	Note
<i>Subject: Itinerary for ASTA Orlando September Fam from Naples Marco Island Everglades CVB</i>						
<i>Body: Please find the attached Itinerary for ASTA Orlando September Fam from Debi DeBenedetto .

 Please do not reply to this email, reply directly to Debi DeBenedetto at debide@colliergov.net&nbsp; with any questions.

Thank you.

Naples Marco Island Everglades CVB</i>						

8/19/2011	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	8/19/2011	8/19/2011	Jennifer Leslie
<i>sent brochures/collateral to ABA International in Argentina - Travel company</i>						

8/19/2011	Panamerican Surety Association Mercedes Salona	Sales - sent rfp to partner	Closed	8/19/2011	8/19/2011	Debi DeBenedetto
<i>sent Rfp in Spanish to partner hotels</i>						

8/24/2011	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Meeting / Show / Conference	Closed	8/24/2011	7/19/2011	Debi DeBenedetto
<i>attended FAC conference hollywood FL 7/19-7/20 promotion of Naples for 2012</i>						

8/24/2011	Debi's Activity Tracking Account Debi DeBenedetto	General - Meeting	Closed	8/24/2011	8/24/2011	Debi DeBenedetto
<i>week of catch up from beng gone, follow up on all events past week 3 pm Chamber office meet with Russian Art council on 2012 May Art event to coordinate hotel packages</i>						

8/24/2011	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Meeting / Show / Conference	Closed	8/24/2011	8/13/2011	Debi DeBenedetto
<i>8/13/2011 - 8/17/2011 Attended SMU Daytona Successful Meetings with 26 planners and events over 3 days drive to from Daytona</i>						

8/24/2011	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Meeting / Show / Conference	Closed	8/24/2011	8/25/2011	Debi DeBenedetto
<i>Fly to Chicago Connect show attend Meeting 44 Planner one on one appts Fly home prepare for Sunday MF and Fam</i>						

8/24/2011	Debi's Activity Tracking Account	Sales - Fam Itinerary	Open	8/24/2011		
<i>TUI Fam for November complete</i>						

* Task is assigned to multiple people

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Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
8/24/2011	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Assisted Travel Agent	Closed	8/24/2011	8/17/2011	Debi DeBenedetto
<i>assisted Travel agent local site visit with info and things to do- Action Travel Alejandro South American market Assisted Bernie New World Travel Uk - with zoo tickets and recommendations for upcoming visit A</i>						
8/24/2011	Debi's Activity Tracking Account Debi DeBenedetto	General - Meeting	Closed	8/24/2011	7/7/2011	Debi DeBenedetto
<i>Attended all day strategic retreat with staff for slaes plan development and brainstorming</i>						
8/24/2011	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Meeting / Show / Conference	Closed	8/24/2011	7/8/2011	Debi DeBenedetto
<i>July 7-9 fly and attend Chesney goin coastal sales mission Denver - meet and greet planners, host event and fly home</i>						
8/24/2011	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Meeting / Show / Conference	Closed	8/24/2011	8/24/2011	Debi DeBenedetto
<i>Attended FSAE conf 4 days Miami Seminars, CIP reception events day night follow up FSAE following week</i>						
8/24/2011	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Register Trade show / event	Closed	8/24/2011	8/2/2011	Debi DeBenedetto
<i>week 8/2-8/5 General emails ad fair co-op partner event, organize fam committee meeting prepare for SMU</i>						
8/24/2011	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Meeting / Show / Conference	Closed	8/24/2011	8/24/2011	Debi DeBenedetto
<i>8/18-8/19 prep for connect show register encounter partners Trade show 2012 coordination w/ partners Site at Extreme attraction partner venue Meeting at Marriott with Lee county and support for USTOA 3 hours</i>						
8/24/2011	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Meeting / Show / Conference	Closed	8/24/2011	7/27/2011	Debi DeBenedetto
<i>Alan Maltz meeting final photo shot list and choose round 3 photos</i>						
8/24/2011	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Partner Contact	Closed	8/24/2011	8/2/2011	Debi DeBenedetto
<i>conference call Marriott Bob on Brazillian market Fams USTOA Worked on info for Tallahassee sales mission Nov prep Spin planner webinar on social media -still over my head Argentina Group lead sent to hotles via email all spanish - 300 pp convention lesd South America</i>						
8/24/2011	Debi's Activity Tracking Account Debi DeBenedetto	General - Visitor Guide edits	Closed	8/24/2011	8/22/2011	Debi DeBenedetto
<i>8/22/2011 Website home page meeting Visitor guide notes and review ongoing for 2012 guide</i>						
8/24/2011	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Register Trade show / event	Closed	8/24/2011	6/30/2011	Debi DeBenedetto

* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
<i>Registered for partner to attend US airways Charlotte travel show - Fran Smith</i>						
8/24/2011	Debi's Activity Tracking Account Debi DeBenedetto	General - Proofing Marketing materials	Closed	8/24/2011	7/5/2011	Debi DeBenedetto
<i>3 hour staff meeting - also this day prep for Strategic meeting sales plan ideas - research lasr year plan, confirm goals.</i>						
8/24/2011	Debi's Activity Tracking Account Debi DeBenedetto	General - Meeting	Closed	8/24/2011	8/8/2011	Debi DeBenedetto
<i>week 8/8-8/12 Staff meeting 3 hours meetin Inn on fifth for Idss and future events Meeting focus group meeting /call Dr. appts Evaluations meeting with Jack and Jennifer 2 hours Detail spreadshets for 500 K tracking and sponsor sales missions allocation ect prepare budget and sales plan worked on TA fams Sept and Oct. ASTA</i>						
8/24/2011	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Send Promotional Item / Collateral	Closed	8/24/2011	8/22/2011	Debi DeBenedetto
<i>8/22 - 8/26 prepare for MF fam prepare for Connect Follow up SMU Bags for Fam deliver Meet Heidi for Alan Maltz project TDC report and update Idss send out rfp</i>						
8/24/2011	Debi's Activity Tracking Account Debi DeBenedetto	General - Drafted / Sent Letter	Closed	8/24/2011	7/19/2011	Debi DeBenedetto
<i>Newsletter out to parnters and client list to promote Fam</i>						
8/24/2011	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Send Promotional Item / Collateral	Closed	8/24/2011	7/22/2011	Debi DeBenedetto
<i>sent brochures ro Argentina client upon request also golf info</i>						
8/24/2011	Debi's Activity Tracking Account Debi DeBenedetto	General - Expense Reports	Closed	8/24/2011	7/29/2011	Debi DeBenedetto
<i>expense reports booked business report sent out connect appts idss updates July golf leads out to partners</i>						
8/24/2011	Debi's Activity Tracking Account Debi DeBenedetto	Sales - site with client	Closed	8/24/2011	6/29/2011	Debi DeBenedetto
<i>Meeting with Amy Larson Trave newsletter project - Inn on fifth</i>						
8/24/2011	Debi's Activity Tracking Account Debi DeBenedetto	General - Meeting	Closed	8/24/2011	7/6/2011	Debi DeBenedetto
<i>Meetings include Meeting Focus group meet, meeting staff and Miles via Vissitor guide for 2012</i>						
8/24/2011	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Meeting / Show / Conference	Closed	8/24/2011	7/11/2011	Debi DeBenedetto
<i>Week of July 11-16</i>						

* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
	<i>Fac airport meeting 10 am Mark travel meet webinar VF Chesney concert conference call 10 am VIF call Evaluations self and jennifer due and done Kent Cvent upgrade various emails and follow up concert follow up</i>					
8/24/2011	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Meeting / Show / Conference	Closed	8/24/2011	7/25/2011	Debi DeBenedetto
	<i>Drive to Orlando Attend WEC chapter events with Visit Florida as co host 7/26/2011 drive home orlando</i>					
8/24/2011	Debi's Activity Tracking Account Debi DeBenedetto	Print Media Interview	Closed	8/24/2011	7/11/2011	Debi DeBenedetto
	<i>Interview wirh Karen Bartlette Gulfshore on Planner article for CVB destination</i>					
8/24/2011	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Partner Contact	Closed	8/24/2011	7/15/2011	Debi DeBenedetto
	<i>Gather and get out Boston Chesney info out committee coordination apreadsheets on concert tracking</i>					
8/24/2011	Debi's Activity Tracking Account	Sales - Register Trade show / event	Closed	8/24/2011	7/28/2011	Debi DeBenedetto
	<i>registered Destination Showcase Chicago and DC for 2012</i>					
8/24/2011	Debi's Activity Tracking Account	Sales - site with client	Closed	8/24/2011	8/14/2011	Debi DeBenedetto
	<i>asisted HB Vicki Corder site info and bag - Jennifer met while I was out of town</i>					

Total Tasks: 82

Naples, Marco Island, Everglades CVB

Call Summary by Toll Free Number

For the month of July 2011

<u>Toll Free Number</u>	<u># of Calls</u>	<u>Minutes</u>
800-2ESCAPE (800-237-2273)	82	273.80
PR-Editorial (800-688-3600)	48	200.68
Film Commission (800-349-5770)	0	0.00
International (239-225-1013)	10	39.47
Storm Information (800-785-8252)	3	0.47
Meeting Planner (800-830-1760)	0	0.00
Naples #1 (800-455-2604)	0	0.00
Travel Agent (888-409-1403)	2	0.63
<u>Grand Total:</u>	<u>145</u>	<u>515.05</u>

Naples, Marco Island, Everglades CVB

Inquiry Summary by Purpose

For the month of July 2011

<u>Purpose</u>	<u>Calls/Request</u>	<u>Minutes</u>
Expedia Reservations	0	0.00
Live Information	44	161.85
Special Fulfillment	17	23.10
Sports Council of Collier County Information	0	0.00
Visitors Guide	7,853	363.95
Arts Culture & Heritage Guide	0	0.00
CVB Office Referral	1	4.35
Hang up	16	9.12
Wrong Number	19	14.72
Meeting Planner	0	0.00
Storm Accommodations Info	1	0.22
Update Accommodations Info	0	0.00
<u>Grand Total:</u>	<u>7,951</u>	<u>577.30</u>

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Source

For the month of July 2011

<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>% YTD</u>
Leisure Markets	6,859	24,313	52.42%	1,512	17,518	31.14%
Fall In-State Campaign	0	0	0.00%	0	5	0.01%
Winter Northern Campaign	0	175	0.38%	0	74	0.13%
Spring/Summer In-State Campaign	27	212	0.46%	296	2,238	3.98%
Niche Markets	942	20,826	44.90%	1,071	25,227	44.84%
Group Markets	0	1	0.00%	0	1	0.00%
International Markets	0	4	0.01%	3,019	10,932	19.43%
Miscellaneous	25	854	1.84%	26	260	0.46%
<u>Grand Total:</u>	<u>7,853</u>	<u>46,385</u>		<u>5,924</u>	<u>56,255</u>	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Leisure Markets

For the month of July 2011

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Consumer Magazines			
AAA Florida TourBook 2009 Edition	0	5	0%
Arthur Frommer's Budget Travel February 2009	0	2	0%
Arthur Frommer's Budget Travel June 2011	297	713	3%
Coastal Living May 2010	0	3	0%
Conde Nast Traveler February 2011	0	900	4%
Florida Travel & Life May/June 2011	36	229	1%
Midwest Living January/February 2010	0	1	0%
Other/Unknown	3	54	0%
Sherman's Travel April/May 2011	38	38	0%
Southern Living Travel Florida March 2010	0	71	0%
Woman's World November 15 2010	0	2	0%
Consumer Magazines	374	2,018	
Consumer Directories			
2009 Official Florida Vacation Guide	0	6	0%
2010 Florida Insider Guide - Quick Check	33	348	1%
2010 Florida Insider Guide - Specific Target	12	153	1%
2010 Naples, Marco Island & the Everglades Visitors Guide	0	4	0%
2010 Visit Florida Magazine	2	14	0%
2010 Visit Florida Magazine - Quick Check	25	1,382	6%
2010 Visit Florida Magazine - Specific Target	15	507	2%
2011 Naples, Marco Island & the Everglades Visitors Guide	0	1	0%
2011 Visit Florida Magazine - Quick Check	191	481	2%
2011 Visit Florida Magazine - Specific Target	115	269	1%
Visit Florida Magazine January - September 2011	0	5	0%
Consumer Directories	393	3,170	

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Leisure Markets

For the month of July 2011

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Consumer E-Marketing			
DestinationBrochures.com	5	75	0%
Other/Unknown	2	37	0%
ParadiseCoast.com	337	3,635	15%
Miles Media Imports	333	3,550	
Phone	4	58	
info@paradisecoast.com	0	4	
Interactive Text Chat	0	23	
ParadiseCoast.com/Getaway Summer TAF	659	2,107	9%
ParadiseCoast.de	0	1	0%
Visit USA - UK	4	26	0%
VisitFlorida.com	0	5	0%
Consumer E-Marketing	1,007	5,886	
Consumer Newspaper			
America's Best Vacations In-State Insert October 2009	0	2	0%
Fall In-State Insert Collinson October 17 2010	0	2,331	10%
Fall Out-of-State Insert (ABV) Collinson October 10 2010	0	2,150	9%
Other/Unknown	0	14	0%
Visit Florida In-State Insert June 2011	1,996	3,055	13%
Visit Florida In-State Insert May 2011	3,089	3,089	13%
Winter Out-of-State Insert February 27 2011	0	2,598	11%
Consumer Newspaper	5,085	13,239	
Grand Total:	6,859	24,313	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Fall In-State Campaign

For the month of July 2011

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
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Grand Total: _____

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Winter Northern Campaign

For the month of July 2011

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Chicago			
Chicago Television Campaign January - March 2011	0	35	20%
Chicago	0	35	
National			
National Weather Channel December 2010 - March 2011	0	96	55%
National	0	96	
New York			
New York Television Campaign January - March 2011	0	44	25%
New York	0	44	
Grand Total:	0	175	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB**Visitor Guide Request Summary by Spring/Summer In-State Campaign**

For the month of July 2011

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
All Florida Markets			
FCTA Florida Cable April - August 2011	0	5	2%
Florida Cable Partnership (Florida) Spring/Summer 2010	1	3	1%
Florida PBS (Florida) Spring/Summer 2010	1	3	1%
All Florida Markets	2	11	
Geo-Targeted In-State Online			
FCTA Florida Cable April - August 2011	1	6	3%
TripAdvisor.com (Geo-Targeted In-State) Spring/Summer 2010	0	2	1%
TripAdvisor.com (Online Geo-Targeted) April - August 2011	1	1	0%
Geo-Targeted In-State Online	2	9	
Miami/Ft. Lauderdale & West Palm Beach			
Miami/Ft. Lauderdale Television Campaign April - August 2011	3	13	6%
West Palm Beach Television Campaign April - August 2011	0	2	1%
West Palm Beach Television Campaign Spring/Summer 2010	1	1	0%
Miami/Ft. Lauderdale & West Palm Beach	4	16	
Orlando			
Orlando Television Campaign April - August 2011	8	14	7%
Orlando	8	14	
Other/Unknown TV Campaign			
Other/Unknown	10	155	73%
Other/Unknown TV Campaign	10	155	
Tampa/St. Petersburg			
Tampa/St. Petersburg Television Campaign April - August 2011	1	7	3%
Tampa/St. Petersburg	1	7	
Grand Total:	27	212	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Niche Markets

For the month of July 2011

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Niche Markets (Bridal/Honeymoon)			
Bridal Guide Added Value RSL July/August 2010	1	193	1%
Bridal Guide Added Value RSL October/November 2010	1	617	3%
Bridal Guide Added Value RSL September 2010	0	119	1%
Bridal Guide January/February 2010	0	52	0%
Bridal Guide January/February 2011	302	1,776	9%
Bridal Guide July/August 2011	55	55	0%
Bridal Guide March 2011	18	1,241	6%
Bridal Guide May/June 2010	0	39	0%
Brides Florida April - September 2011	56	646	3%
Destination Weddings & Honeymoons January/February 2011	0	23	0%
Wedding Guide #38	0	1	0%
Niche Markets (Bridal/Honeymoon)	433	4,762	
Niche Markets (ECO)			
Audubon (Great Florida Birding Trail) November/December 2010	0	263	1%
Audubon (Natural Wonders of Florida) March/April 2010	0	150	1%
Audubon (Natural Wonders of Florida) March/April 2011	230	812	4%
Audubon Added Value RSL January/February 2011	1	338	2%
National Geographic Traveler January/February 2011	0	622	3%
Undiscovered Florida VF Insert (NGT) May - September 2011	118	1,084	5%
Niche Markets (ECO)	349	3,269	
Niche Markets (Golf)			
Naples Shark Shootout December 2010	0	10	0%
Play Florida Golf 2010	0	6,644	32%
Play Florida Golf 2011	0	112	1%
Niche Markets (Golf)	0	6,766	

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Niche Markets

For the month of July 2011

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Niche Markets (Senior)			
AAA Going Places South May/June 2010	1	7	0%
AAA Going Places South May/June 2011	159	583	3%
AARP - Southeast Region March/April 2011	0	5,439	26%
Niche Markets (Senior)	160	6,029	
Grand Total:	942	20,826	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Group Markets

For the month of July 2011

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Group Business (Association)			
FSAE Association January/February 2011	0	1	100%
Group Business (Association)	0	1	
<u>Grand Total:</u>	<u>0</u>	<u>1</u>	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by International Markets

For the month of July 2011

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
United Kingdom			
Travel Trade Gazette February 2011	0	1	25%
United Kingdom	0	1	
Germany			
FVW February 2011	0	1	25%
Germany	0	1	
International Markets - Additional Market Penetration			
USA Travel Guide January - September 2010	0	2	50%
International Markets - Additional Market Penetration	0	2	
Grand Total:	0	4	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Miscellaneous

For the month of July 2011

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Boston Globe Travel Show March 2011	0	558	65%
CVB Office	1	22	3%
Friend/Relative	8	88	10%
Other/Unknown	15	162	19%
Travel Agent	1	24	3%
<u>Grand Total:</u>	<u>25</u>	<u>854</u>	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB**Visitor Guide Request Summary by State**

For the month of July 2011

<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>% YTD</u>
Florida	4,068	9,431	22.06%	964	12,535	29.23%
Georgia	1,485	3,857	9.02%	93	1,070	2.50%
New York	147	2,653	6.21%	156	2,769	6.46%
Illinois	110	2,263	5.29%	82	1,990	4.64%
Pennsylvania	103	2,227	5.21%	112	1,996	4.66%
Michigan	77	1,920	4.49%	94	1,793	4.18%
New Jersey	60	1,692	3.96%	76	1,433	3.34%
Ohio	109	1,687	3.95%	125	1,944	4.53%
Texas	62	1,647	3.85%	128	1,554	3.62%
Massachusetts	35	1,601	3.75%	39	878	2.05%
Missouri	43	1,216	2.84%	48	796	1.86%
California	71	1,085	2.54%	91	1,436	3.35%
Indiana	51	948	2.22%	49	970	2.26%
Minnesota	35	936	2.19%	37	815	1.90%
Wisconsin	55	820	1.92%	54	864	2.02%
Virginia	50	733	1.71%	53	787	1.84%
North Carolina	44	723	1.69%	60	890	2.08%
Maryland	33	704	1.65%	23	610	1.42%
Tennessee	54	614	1.44%	55	715	1.67%
Kentucky	40	445	1.04%	38	565	1.32%
Connecticut	20	426	1.00%	35	413	0.96%
South Carolina	23	415	0.97%	33	476	1.11%
Alabama	29	409	0.96%	42	492	1.15%
Iowa	32	352	0.82%	17	333	0.78%
Louisiana	31	348	0.81%	30	437	1.02%
Colorado	19	314	0.73%	23	357	0.83%
Washington	12	294	0.69%	32	330	0.77%
Arizona	25	275	0.64%	31	347	0.81%
Oklahoma	20	253	0.59%	21	296	0.69%
Arkansas	15	217	0.51%	16	293	0.68%

Naples, Marco Island, Everglades CVB**Visitor Guide Request Summary by State**

For the month of July 2011

<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>% YTD</u>
West Virginia	11	208	0.49%	13	217	0.51%
Kansas	16	204	0.48%	16	269	0.63%
New Hampshire	8	204	0.48%	9	179	0.42%
Mississippi	12	196	0.46%	22	280	0.65%
Oregon	13	183	0.43%	12	209	0.49%
Maine	6	144	0.34%	11	176	0.41%
Nebraska	8	138	0.32%	10	198	0.46%
Rhode Island	10	111	0.26%	10	105	0.24%
Nevada	6	104	0.24%	13	162	0.38%
Delaware	5	103	0.24%	5	148	0.35%
New Mexico	8	85	0.20%	9	114	0.27%
Utah	3	78	0.18%	9	95	0.22%
Idaho	4	64	0.15%	7	89	0.21%
Vermont	2	64	0.15%	4	81	0.19%
Puerto Rico	4	56	0.13%	1	64	0.15%
Montana	0	53	0.12%	1	50	0.12%
North Dakota	2	52	0.12%	3	43	0.10%
District of Columbia	1	51	0.12%	3	37	0.09%
South Dakota	3	44	0.10%	5	53	0.12%
Wyoming	4	37	0.09%	2	40	0.09%
Hawaii	5	31	0.07%	3	46	0.11%
Alaska	2	27	0.06%	1	30	0.07%
Armed Forces	0	4	0.01%	0	3	0.01%
Virgin Island	0	2	0.00%	0	5	0.01%
Guam	0	0	0.00%	0	1	0.00%
Grand Total:	7,091	42,748		2,826	42,878	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Country

For the month of July 2011

<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>% YTD</u>
USA	7,091	42,748	92.16%	2,826	42,878	76.22%
No Address Given	672	2,753	5.94%	29	4,063	7.22%
Canada	27	348	0.75%	24	967	1.72%
United Kingdom	17	142	0.31%	3,007	7,499	13.33%
Brazil	22	139	0.30%	21	369	0.66%
Portugal	3	26	0.06%	0	22	0.04%
Netherlands	2	23	0.05%	0	51	0.09%
Germany	2	18	0.04%	2	111	0.20%
Russia	3	18	0.04%	2	13	0.02%
France	2	16	0.03%	0	20	0.04%
India	0	15	0.03%	1	22	0.04%
Italy	1	15	0.03%	4	13	0.02%
Argentina	0	8	0.02%	1	12	0.02%
Australia	2	8	0.02%	1	16	0.03%
Mexico	1	8	0.02%	0	5	0.01%
Ukraine	0	8	0.02%	0	12	0.02%
Belgium	0	7	0.02%	0	14	0.02%
Denmark	1	7	0.02%	0	15	0.03%
Norway	1	6	0.01%	0	3	0.01%
Iran	1	5	0.01%	1	12	0.02%
Pakistan	1	5	0.01%	1	2	0.00%
Spain	1	5	0.01%	1	12	0.02%
Sweden	0	5	0.01%	1	6	0.01%
Poland	0	4	0.01%	0	0	0.00%
Turkey	0	4	0.01%	0	1	0.00%
Indonesia	1	3	0.01%	0	0	0.00%
Philippines	0	3	0.01%	0	3	0.01%
Switzerland	0	3	0.01%	0	7	0.01%
Austria	0	2	0.00%	0	8	0.01%
China	0	2	0.00%	0	0	0.00%
Finland	0	2	0.00%	0	4	0.01%

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Country

For the month of July 2011

<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>% YTD</u>
Ireland	0	2	0.00%	0	9	0.02%
Macedonia	0	2	0.00%	0	0	0.00%
Saudi Arabia	0	2	0.00%	0	2	0.00%
Uzbekistan	0	2	0.00%	0	0	0.00%
Africa	0	1	0.00%	0	0	0.00%
Antiqua	0	1	0.00%	0	0	0.00%
Belarus	1	1	0.00%	0	1	0.00%
Chile	0	1	0.00%	0	0	0.00%
Costa Rica	0	1	0.00%	0	0	0.00%
Cuba	0	1	0.00%	0	1	0.00%
Czech Republic	0	1	0.00%	0	2	0.00%
Ghana	0	1	0.00%	0	0	0.00%
Greece	1	1	0.00%	0	5	0.01%
Hungary	0	1	0.00%	0	2	0.00%
Lithuania	0	1	0.00%	0	9	0.02%
Luxembourg	0	1	0.00%	0	2	0.00%
Malaysia	0	1	0.00%	0	0	0.00%
Malta	0	1	0.00%	0	0	0.00%
Moldova	0	1	0.00%	0	0	0.00%
Peru	0	1	0.00%	0	2	0.00%
Saudia Arabia	0	1	0.00%	0	0	0.00%
Singapore	0	1	0.00%	0	0	0.00%
Sri Lanka	0	1	0.00%	0	2	0.00%
Switerland	0	1	0.00%	0	0	0.00%
Vietnam	0	1	0.00%	0	0	0.00%
Andorra	0	0	0.00%	0	2	0.00%
Bangladesh	0	0	0.00%	0	21	0.04%
Bermuda	0	0	0.00%	0	1	0.00%
Bosnia And Herzegovina	0	0	0.00%	0	1	0.00%
Bulgaria	0	0	0.00%	0	1	0.00%
Croatia	0	0	0.00%	1	2	0.00%

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Country

For the month of July 2011

<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>% YTD</u>
Egypt	0	0	0.00%	0	2	0.00%
Estonia	0	0	0.00%	0	1	0.00%
Guernsey	0	0	0.00%	0	2	0.00%
Isle Of Man	0	0	0.00%	0	1	0.00%
Israel	0	0	0.00%	0	3	0.01%
Jamaica	0	0	0.00%	0	1	0.00%
Japan	0	0	0.00%	1	2	0.00%
Kazakstan	0	0	0.00%	0	1	0.00%
Latvia	0	0	0.00%	0	2	0.00%
Morocco	0	0	0.00%	0	1	0.00%
Nepal	0	0	0.00%	0	1	0.00%
New Zealand	0	0	0.00%	0	2	0.00%
Qatar	0	0	0.00%	0	2	0.00%
Serbia	0	0	0.00%	0	2	0.00%
South Africa	0	0	0.00%	0	2	0.00%
Thailand	0	0	0.00%	0	1	0.00%
Uruguay	0	0	0.00%	0	3	0.01%
Venezuela	0	0	0.00%	0	1	0.00%
Grand Total:	7,853	46,385		5,924	56,255	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Special Fulfillment Requests by Category

For the month of July 2011

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Film Commission			
PPD 2011	0	1	0%
Film Commission	0	1	0%
Mailings to Partners	2	2	0%
Meeting Planners			
Market Group Fulfillment	1	5	0%
Boston Sales Calls 2010	0	16	1%
Destination Showcase Chicago June 2011	0	5	0%
GAP	1	6	0%
Meeting Planner Kit Fulfillment	7	51	3%
Meeting Planner Non-Kit Fulfillment	0	3	0%
Other/Unknown	0	30	2%
Post Show Followup			
Destination Showcase Chicago June 2011	0	423	26%
Destination Showcase Washington DC 2011	0	36	2%
Houston (Music in Paradise) May 2011	0	186	12%
Houston May 2011	0	38	2%
Planning Connection Expo 2011	0	114	7%
SW Florida Bridal Show 2011	0	167	10%
TSAE Power Luncheon 2011	0	29	2%
Pre-Show Post Card			
Destination Showcase Chicago June 2011	0	93	6%
Meeting Planners	9	1,202	74%

Naples, Marco Island, Everglades CVB

Special Fulfillment Requests by Category

For the month of July 2011

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Promotions			
PPD 2011	1	29	2%
PPG 2011	1	7	0%
PPP 2011	1	25	2%
Summer VIP 2010	0	13	1%
Promotions	3	74	5%
Tour Operators			
Other/Unknown	1	2	0%
South America 2011	0	223	14%
Tour Operators	1	225	14%
Travel Agents			
Boston Sales Calls 2010	0	16	1%
Other/Unknown	2	20	1%
Peninsula Travel Attendance 2010	0	75	5%
Travel Agents	2	111	7%
Grand Total:	17	1,615	

* YTD = Fiscal Year to Date

Publication	October		November		December		January		February		March		April		May		June		July		August		September		Total			
	2009	2010	2009	2010	2009	2010	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2009/2010	2010/2011		
Special Fulfillment																												
Film Commission																												
PPD 2011																												
Film Commission																												
Consumer Shows																												
NY Times Travel Show March 2010																												
Consumer Shows																												
Mailings to Partners																												
Meeting Planners																												
Market Group Fulfillment																												
Boston Sales Calls 2010																												
FAM 2010																												
Destination Showcase Chicago June 2011																												
OSP																												
HSMIA 2010																												
HSMIA Meeting Planners 2010																												
Meeting Planner Kit Fulfillment																												
Meeting Planner Non-Kit Fulfillment																												
MPI SEC 2010																												
Other/Unknown																												
Visit Florida Meeting Planners 2009																												
MPI SEC 2010																												
2010 Destination Showcase																												
2010 Helmsbriscoe																												
Boston Appreciation Luncheon 2010																												
Destination Showcase Chicago 2010																												
Destination Showcase Chicago June 2011																												
Destination Showcase Washington DC 2011																												
FSAE Executives 2010																												
Houston (Music in Paradise) May 2011																												
Houston May 2011																												
Philly 2010																												
Planning Connection 2010																												
Planning Connection Expo 2011																												
Pow Wow 2010																												
Successful Meetings																												
Successful Meetings University (Attendees) 2010																												
Successful Meetings University (Non-Attendees) 2010																												
SW Florida Bridal Show 2011																												
TSAE Planners 2010																												
TSAE Power Luncheon 2011																												
Destination Showcase Chicago June 2010																												
Destination Showcase Chicago June 2011																												
Meeting Planners																												
Promotions																												
PPD 2011																												
PPG 2011																												
PPP 2011																												
Summer VIP 2009																												
Summer VIP 2010																												
Promotions																												
SMERF Group Leaders																												
SMERF Group Leaders																												
Tour Operators																												
Huddle 2010																												
Other/Unknown																												
South America 2011																												
Tour Operators																												
Travel Agents																												
Boston Sales Calls 2010																												
JetBlue Airways 2010																												
Luxury Travel Agents																												
MLT 2009																												
MLT 2010																												
Other/Unknown																												
Peninsula Travel Attendance 2010																												
Virtuoso Membership 2010																												
Virtuoso Top Travel Agents 2010																												
Travel Agents																												
Total Special Fulfillment Requests:																												
Grand Total:																												
Internet Text Chat																												

