

**Naples Marco Island Everglades CVB**  
**Task Report**  
**Created - Between 4/16/2015 - 5/15/2015**

**Task Assigned User: Debi DeBenedetto**

<b>Create Date</b>	<b>Account Name Contact Name</b>	<b>Task Type</b>	<b>Status</b>	<b>Due Date</b>	<b>Closed Date</b>	<b>Closed by User</b>
5/13/2015	ASME Andrea Cunningham cunninghama@asme.org <i>From: Andrea Cunningham</i>	Assisted Mtg Planner	Closed	5/13/2015	5/13/2015	Debi DeBenedetto
5/12/2015	Business Golf Association of America, Inc. David Pitkin 919.906.2076 dpitkin@bizgolf.org <i>From: David Pitkin</i>	Assisted Mtg Planner	Closed	5/12/2015	5/15/2015	Debi DeBenedetto
5/12/2015	ConferenceDirect / N. Marr Norah Marr 972-317-1228 norah.marr@conferencedirect.com <i>From: Norah Marr</i>	Assisted Mtg Planner	Open	6/12/2015		
4/16/2015	Debi's Activity Tracking Account Debi DeBenedetto	Attend Meeting / Show / Conference	Closed	4/13/2015	4/13/2015	Debi DeBenedetto
4/16/2015	Debi's Activity Tracking Account Debi DeBenedetto	Attend Meeting / Show / Conference	Closed	4/16/2015	4/14/2015	Debi DeBenedetto
4/16/2015	Debi's Activity Tracking Account Debi DeBenedetto	Attend Meeting / Show / Conference	Closed	4/16/2015	4/15/2015	Debi DeBenedetto
4/16/2015	Debi's Activity Tracking Account Debi DeBenedetto	CVB event	Closed	4/16/2015	4/16/2015	Debi DeBenedetto
4/16/2015	Debi's Activity Tracking Account Debi DeBenedetto	TDC Meeting / reports	Closed	4/16/2015	4/16/2015	Debi DeBenedetto
5/14/2015	Globaux Source  <i>Hello Partners:</i>	Followup Call	Open	5/27/2015		
5/14/2015	Globaux Source  <i>From: Pat McCain</i>	CVB event	Open	5/14/2015		
5/14/2015	Globaux Source  <i>An update note was created today.</i>	Event Note	Closed	5/14/2015	5/14/2015	Debi DeBenedetto
5/13/2015	Golbon Sarah Donaldson 208-287-0135 sarah-donaldson@golbon.com <i>From: Sarah Donaldson</i>	Assisted Mtg Planner	Closed	5/13/2015	5/13/2015	Debi DeBenedetto
4/24/2015	Hospitality Performance Network Paul Miller pmiller@hpnglobal.com <i>From: Paul Miller</i>	Site itinerary planning	Closed	4/24/2015	5/15/2015	Debi DeBenedetto
4/16/2015	John Hopkins Medicine	General Note	Closed	4/16/2015	4/16/2015	Debi DeBenedetto

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
<i>The status changed on this event today.</i>						
5/15/2015	Marco Island Marriott Beach Resort, Golf Club & Spa	Event Note	Closed	5/15/2015	5/15/2015	Debi DeBenedetto
<i>An update note was created today.</i>						
4/24/2015	McCormick & Company, Inc.	Event Note	Closed	4/24/2015	4/24/2015	Debi DeBenedetto
<i>An update note was created today.</i>						
4/24/2015	McCormick & Company, Inc. Judy Crumbling 410-771-7507 judy_crumbling@mccormick.com <i>From: Judy Crumblina@mccormick.com</i>	Assisted Mtg Planner	Closed	4/24/2015	5/15/2015	Debi DeBenedetto
4/16/2015	Meetings & Conventions Magazine	Event Note	Closed	4/16/2015	4/16/2015	Debi DeBenedetto
<i>An update note was created today.</i>						
5/14/2015	Naples CVB Debi DeBenedetto 239-252-2379 debidebenedetto@colliergov.net <i>From: DeBenedettoDebi</i>	Communicate-Partner	Open	5/27/2015		
4/16/2015	Naples Grande Beach Resort	General Note	Closed	4/16/2015	4/16/2015	Debi DeBenedetto
<i>The status changed on this event today.</i>						
5/15/2015	Naples Grande Beach Resort	Event Note	Closed	5/15/2015	5/15/2015	Debi DeBenedetto
<i>An update note was created today.</i>						
5/12/2015	Naples Marco Island Everglades CVB Debi DeBenedetto 239-252-2379 or 239-734-0295 debide@colliergov.net <i>From: Jamie Pepper</i>	Assisted Mtg Planner	Open	5/12/2015		
5/12/2015	Naples Marco Island Everglades CVB Debi DeBenedetto 239-252-2379 or 239-734-0295 debide@colliergov.net <i>From: admin@www.paradisecoast.com</i>	Assisted Mtg Planner	Open	5/22/2015		
5/13/2015	Naples Marco Island Everglades CVB Debi DeBenedetto 239-252-2379 or 239-734-0295 debide@colliergov.net <i>From: Shaun Zivich</i>	Assisted Mtg Planner	Open	6/5/2015		
4/16/2015	Naples Marco Island Everglades CVB Debi DeBenedetto 239-252-2379 or 239-734-0295 debide@colliergov.net <i>From: Armbruster, Bettv</i>	Assist Meeting planner -sales kit email photos or video	Open	6/16/2015		
4/24/2015	Naples Marco Island Everglades	Sales Event	Closed	4/24/2015	4/24/2015	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
	CVB Debi DeBenedetto 239-252-2379 or 239-734-0295 debide@colliergov.net <i>From: Kate Parker</i>					
5/13/2015	Naples Marco Island Everglades CVB Debi DeBenedetto 239-252-2379 or 239-734-0295 debide@colliergov.net <i>From: Nancv Beach</i>	Assisted Mtg Planner	Closed	5/13/2015	5/13/2015	Debi DeBenedetto
5/14/2015	Naples Marco Island Everglades CVB Debi DeBenedetto 239-252-2379 or 239-734-0295 debide@colliergov.net <i>From: Kate Parker</i>	Assisted Mtg Planner	Closed	5/14/2015	5/14/2015	Debi DeBenedetto
4/24/2015	Naples Marco Island Everglades CVB Debi DeBenedetto 239-252-2379 or 239-734-0295 debide@colliergov.net <i>From: Amanda Reece</i>	Assisted Mtg Planner	Closed	4/24/2015	5/15/2015	Debi DeBenedetto
5/13/2015	Naples Marco Island Everglades CVB Debi DeBenedetto 239-252-2379 or 239-734-0295 debide@colliergov.net <i>From: erin@associationallies.com</i>	Assisted Mtg Planner	Closed	5/13/2015	5/15/2015	Debi DeBenedetto
4/28/2015	National Association of Long Term Care Boards  <i>The status changed on this event today.</i>	General Note	Closed	4/28/2015	4/28/2015	Debi DeBenedetto
5/15/2015	Opal Financial Group  <i>An update note was created today.</i>	Event Note	Closed	5/15/2015	5/15/2015	Debi DeBenedetto
5/15/2015	Planning Source Limited  <i>An update note was created today.</i>	Event Note	Closed	5/15/2015	5/15/2015	Debi DeBenedetto
5/15/2015	Planning Source Limited  <i>An update note was created today.</i>	Event Note	Closed	5/15/2015	5/15/2015	Debi DeBenedetto
4/27/2015	Quality Conferences  <i>An update note was created today.</i>	Event Note	Closed	4/27/2015	4/27/2015	Debi DeBenedetto
5/15/2015	Site Search & Select, Inc.  <i>An update note was created today.</i>	Event Note	Closed	5/15/2015	5/15/2015	Debi DeBenedetto
4/27/2015	The Ritz-Carlton Golf Resort, Naples  <i>The status changed on this event today.</i>	General Note	Closed	4/27/2015	4/27/2015	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
4/27/2015	VISIT FLORIDA	Event Note	Closed	4/27/2015	4/27/2015	Debi DeBenedetto

*An update note was created today.*

**Total Tasks: 38**

<b>CVB - LOCAL TOURISM INDUSTRY COVERAGE</b>			
<b>Media Outlet</b>	<b>Story Title &amp; Link to Online Version</b>	<b>Publication Date</b>	<b>Details</b>
<b>Collier County Bi-Monthly Tourism Column</b>			
The News-Press	<a href="#">YMCA, Big Cypress connect kids to nature</a>	4/1/15	New partnership brings kids close to nature
The News-Press	<a href="#">Explore what's new around Naples this off-season</a>	4/16/2015	Explore new restaurants, upcoming conservancy events.
The News-Press	<a href="#">Colier Tourism: Time for turtles, tourism, Trafford</a>	4/29/15	article about the sea turtles, tourism rally and restoration of Lake Trafford
The News-Press	<a href="#">Collier Tourism: Put fun into summer learning</a>	5/13/15	article about the dolphin explorer and opportunities for kids to learn.
<b>Business of Tourism, CVB Coverage</b>			
Naples Daily News	<a href="#">Collier a natural to host pickleball championships</a>	4/13/15	Pickleball and Pro Watercross events coming to area.
ESPN 99.3 FM	<a href="#">Reel Talk Radio</a>	4/4/15	Coverage of outdoors, fishing, events, dining
ESPN 99.3 FM	<a href="#">Reel Talk Radio</a>	4/11/15	Coverage of outdoors, fishing, events, dining
The News-Press	<a href="#">Five years after BP, local claims continue</a>	4/20/15	Jack Wert quoted in story revisiting the BP spill
ESPN 99.3 FM	<a href="#">Reel Talk Radio</a>	4/18/15	Coverage of outdoors, fishing, events, dining
Naples Daily News	<a href="#">Tourists - and their dollars - still flocking to Collier</a>	4/28/15	Recap of 1st quarter
ESPN 99.3 FM	<a href="#">Reel Talk Radio</a>	4/25/15	Coverage of outdoors, fishing, events, dining
The News-Press	<a href="#">Collier's Paradise Coast has divine season</a>	4/28/15	Story about 1st quarter results; CVB press release

WINK TV	<a href="#">Travel Rally story on Wink News</a>	5/2-5/3	Weekend edition story run multiple days featuring quote from Jack Wert
The News-Press	<a href="#">SWFL Rally celebrates</a>	5/6/15	Travel Rally Recap
The News-Press	<a href="#">Collier tourism promoters report sizzling first quarter</a>	5/6/15	First Quarter reports; CVB press release
NBC-2	<a href="#">Travel Rally Celebrates Tourism</a>	5/7/15	Regional Travel Rally
Naples Daily News	<a href="#">Fishing Hooks the Spotlight at Tourism Event</a>	5/7/15	Story about State of Collier Tourism Press Conference
Naples Herald	<a href="#">Paradise Coast breaks tourism records, brings millions to local economy</a>	5/8/15	Long feature about Collier Tourism industry from Press Conference
Business Observer	<a href="#">Naples daily hotel rates close in on \$300</a>	5/8/15	Strong first quarter tourism - CVB press release
Naples Daily News	<a href="#">Editorial: Regional tourism and travel numbers terrific</a>	5/11/15	Editorial of Tourism Season
Naples Daily News	<a href="#">Newsmakers Interview</a>	5/11/15	Interview with Jack Wert
Florida Weekly	<a href="#">Summer Slowdown Not Slow For Businesses</a>	5/14/15	Interview with JoNell Modys
Food Network Promo	<a href="#">Retweet of Campaign of Floribbean Cuisine</a>	5/8/15	Food Network retweet
Chamber Currents	<a href="#">May feature on Sports Tourism</a>	May	Chamber story about CVB marketing
ABC-7	<a href="#">Naples Daily NewsMakers</a>	5/10/15	Jack Wert, Clark Hill report on record winter season, upturn in overall tourism
Sunshine Matters	<a href="#">Gov. Scott: Florida smashes all-time record for 1st quarter tourism</a>	5/15/15	Summary of Gov. Scott press conference to announce record first quarter state tourism numbers at Naples Zoo. CVB's photo of tourism officials used.
Visit Florida public affairs account @FloridaTourism	<a href="#">Tweet about Gov Scott press conference, CVB's photo of tourism leaders</a>	5/15/15	CVB's photo used, Naples Zoo mentioned
Paradise Coast UK Facebook	<a href="#">Post of UK Fam group in Naples</a>	5/17/15	CVB photo used

JoNell Facebook	<a href="#">Post from Gov Scott press conference</a>	5/15/15	CVB photo used. Photo grabbed and used for official use by VISIT FLORIDA. This post shared by Bill Talbert (Miami CVB), 78 Likes
Visit Florida Sunshine Matters Blog	<a href="#">Visit Florida and partners promote Sunshine State's luxury assets</a>	4/24/15	VF blog about luxury media event we participated in
The News-Press	<a href="#">Lake Trafford coming back strong after restoration</a>	5/13/15	Video featuring Ski Olenski
The News-Press	<a href="#">At Lake Trafford, muck is gone, and big bass are back</a>	5/13/15	Front Page feature about restoration of Lake Trafford; CVB press release
<b>DESTINATION FEATURE COVERAGE</b>			
<b>Media Outlet</b>	<b>Story Title</b>	<b>Date</b>	<b>Details</b>
Naples Daily News	<a href="#">Sky's the limit at Immokalee event</a>	4/13/15	Multiple stories about Balloons over Paradise.
CondeNast Traveler	<a href="#">America's Best Food Cities: Reader' Choice Awards 2014</a>	4/13/15	Accolades when it comes to Florida's hottest food cities.
Brazen Woman	<a href="#">Stress Free spa Treatment destination</a>	4/13/15	Collier county spa roundup
WINK TV	<a href="#">Story on CondeNast Traveler America's Best Food Cities</a>	4/14/15	Accolades when it comes to Florida's hottest food cities.
Naples Daily News	<a href="#">Story on CondeNast Traveler America's Best Food Cities</a>	4/14/15	Accolades when it comes to Florida's hottest food cities.
Forbes	<a href="#">Tax day freebies</a>	4/14/15	Tax day freebies
The News-Press	<a href="#">Top 5 perks of summer dining in Naples</a>	4/14/15	Article about off season dining
Naples Daily News	<a href="#">Restaurant returns to Park Shore Resort in Naples</a>	4/15/15	Magoos Island Grill reopens
Naples Daily News	<a href="#">In the Know - Restaurant updates</a>	4/15/15	Article about Magoos and Purvian restaurant openings
American Spa Magazine	<a href="#">Tax day deals</a>	4/15/15	Highlight Naples Bay Resort and Spa

The News-Press	<a href="#">Naples luxury travel adviser meets Duchess of Cambridge</a>	4/15/15	Gordon of Travel Advisors meets royalty
Naples Daily News	<a href="#">REVs Institute showcase 2 classic Grand Prix cars</a>	4/17/15	Story about REVs new installment
Collier Citizen	<a href="#">Southern Tropics hosting pickleball tournaments, sharing game with others</a>	4/18/15	Pickelball story
Naples Daily News	<a href="#">Hotel Honored With Award</a>	4/18/15	Hawthorne Suites of Naples has been proclaimed "Hotel of the Year"
Naples Daily News	<a href="#">Birds of Paradise</a>	4/19/15	wetlands rich in birds
Naples Daily News	<a href="#">Earth Day One of Wonder</a>	4/19/15	Conservancy Earth Day
Parade Magazine	<a href="#">Discover Vacation Serenity in Naples and Marco Island Florida</a>	4/21/15	Dedicated feature about the Paradise Coast; result of CVB FAM
Boston Herald	<a href="#">Drop anchor in Florida's Naples, Marco Island, Everglades</a>	4/23/15	Regional feature
Naples Daily News	<a href="#">Making a mecca</a>	4/22/15	Osteria Tulia hosts dream meal for James Beard event
NBC-2	<a href="#">Changes in the Everglades</a>	4/22/15	Story talking to Everglades City folks about nature wellbeing
Outside magazine	<a href="#">National Park Secrets</a>	4/23/15	Story and photo about Everglades and Big Cypress National Parks
Naples Daily News	<a href="#">Medley joins Convention &amp; Visitors Burea</a>	4/28/15	Parker Medley staff announcement; CVB press release
Naples Daily News	<a href="#">About 300 gather in Everglades City to celebrate a slice of Old Florida</a>	4/27/15	Museum of the Everglades celebrate old florida
Naples Daily News	<a href="#">Where's the Beef? At Bayfront</a>	4/27/15	Thousands come to 32nd annual Taste of Collier
Examiner.com	<a href="#">Everglades Ride features bike rides through renowned natural wonders</a>	4/27/15	Everglades Ride bike experience, stay in Everglades City. Result of CVB FAM.
TripAdvisor	<a href="#">TripAdvisor Favorite US Islands</a>	4/28/15	TripAdvisor Traveler's Choice Names Best US Islands featuring MI











The News-Press	<a href="#">Turtle Nesting Season starts early in SWFL</a>	4/27/15	Story about turtle nesting and first nests on marco Island
USA Today	<a href="#">TripAdvisor Favorite US Islands</a>	4/28/15	TripAdvisor Traveler's Choice Names Best US Islands featuring MI
Yahoo.com	<a href="#">TripAdvisor Favorite US Islands</a>	4/28/15	TripAdvisor Traveler's Choice Names Best US Islands featuring MI
CNN.com	<a href="#">TripAdvisor Favorite US Islands</a>	4/28/15	TripAdvisor Traveler's Choice Names Best US Islands featuring MI
Newsday.com	<a href="#">TripAdvisor Favorite US Islands</a>	4/28/15	TripAdvisor Traveler's Choice Names Best US Islands featuring MI
Fox News 13	<a href="#">Wildlife Corridor would stretch from Everglades to Gulf</a>	4/28/15	Story about initiative to preserve the Gulf Coast
WINK TV	<a href="#">Marco Island mariott Unveils details of 250 Million Expansion</a>	5/1/15	details of renovations at MIM
Naples Daily News	<a href="#">Hungry for Fun</a>	5/8/15	Great Dock Canoe Race
Naples Daily News	<a href="#">Naples City Fest - Blues, Brews and BBQ a sunny mix</a>	5/10/15	Two day festival at Tin City
The News-Press	<a href="#">Newsmaker Q&amp;A with Aahish Patel</a>	5/9/15	Wootens
Naples Daily News	<a href="#">SWFL Native on quest to document the Swamp Buggy Culture</a>	5/11/15	Photographer documents sb
Examiner.com	<a href="#">Welcome to Summer best beaches Florida</a>	5/12/15	Marco Island mentioned in round-up story
Fodor's	<a href="#">10-recently-renovated-destination-spas-in-the-us#!6-naples-grande-beach-resort</a>	5/14/15	photo and story about renovated Naples Grande
The News-Press	<a href="#">Lake Trafford coming back strong after restoration</a>	5/13/15	Video featuring Ski Olenski
The News-Press	<a href="#">At Lake Trafford, muck is gone, and big bass are back</a>	5/13/15	Front Page feature about restoration of Lake Trafford; CVB press release
Cooking Channel	<a href="#">Emeril's Florida episode on Naples, Paradise Coast</a>	5/17/15	Repeat airing
Cooking Channel	<a href="#">Emeril's Florida episode on Naples, Paradise Coast</a>	5/18/15	Repeat airing
Cooking Channel	<a href="#">Emeril's Florida episode on Naples, Paradise Coast</a>	5/21/15	Repeat airing




# GROUP REPORT

from April 1, 2015 - April 30, 2015

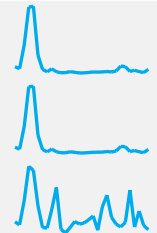
-  @ParadiseCoast
-  @athleteparadise
-  @filmingparadise
-  Naples, Marco Isla...
-  @ParadiseDeals
-  Athletes in Paradise
-  @ParadiseMeeting
-  www.paradisecoast.com

## GROUP STATS

across all Twitter and Facebook accounts

Incoming Messages	23,427	
Sent Messages	274	
New Twitter Followers	307	
New Facebook Fans	644	

**23,508 INTERACTIONS**  
 BY **21,821 UNIQUE USERS**  
**1,357,590 IMPRESSIONS**

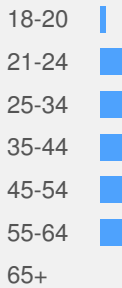


## TWITTER STATS


across all Twitter accounts




### FOLLOWER DEMOGRAPHICS

 **54%** MALE FOLLOWERS  
 **46%** FEMALE FOLLOWERS

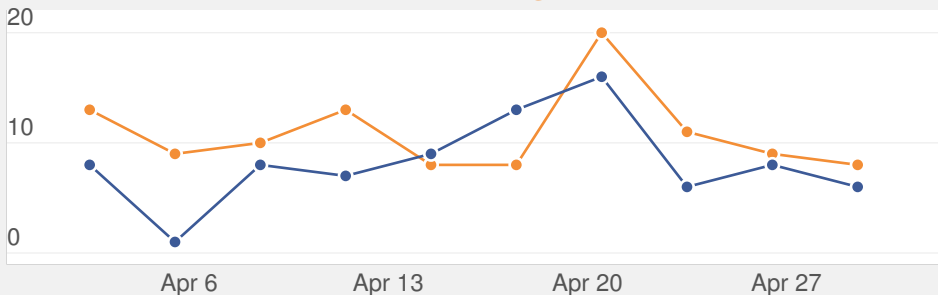


### TWITTER STATS


 **307**  
 New Twitter Followers in this time period


 **225** Link Clicks  
 **109** Mentions  
 **82** Retweets


### DAILY INTERACTIONS



### OUTBOUND TWEET CONTENT

 **68** Plain Text

 **87** Links to Pages

 **59** Photo Links

# FACEBOOK STATS across all Facebook pages

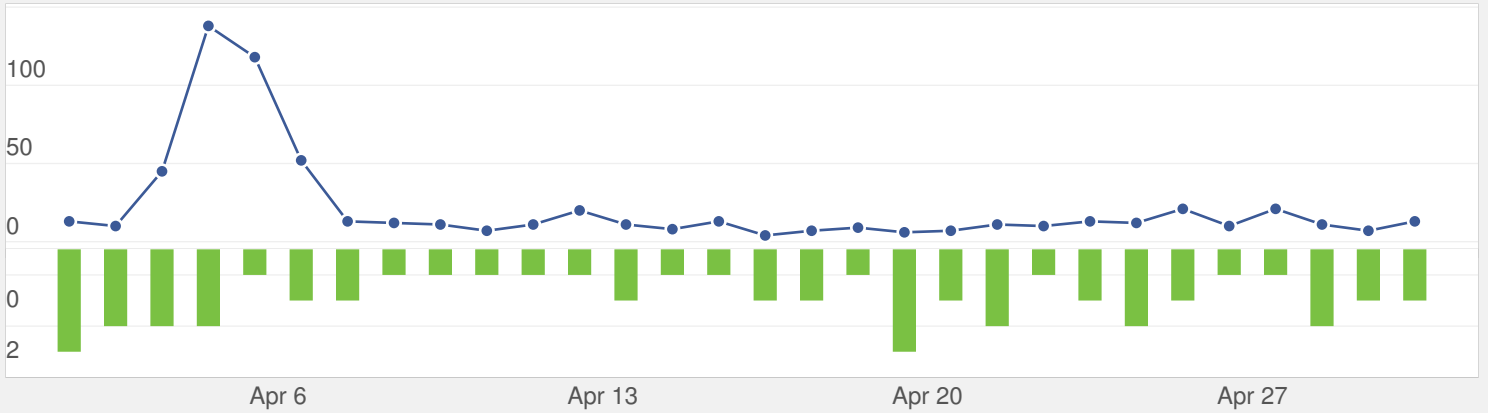


## My Facebook Pages

19.76k Total Likes, and 507 people talking about this

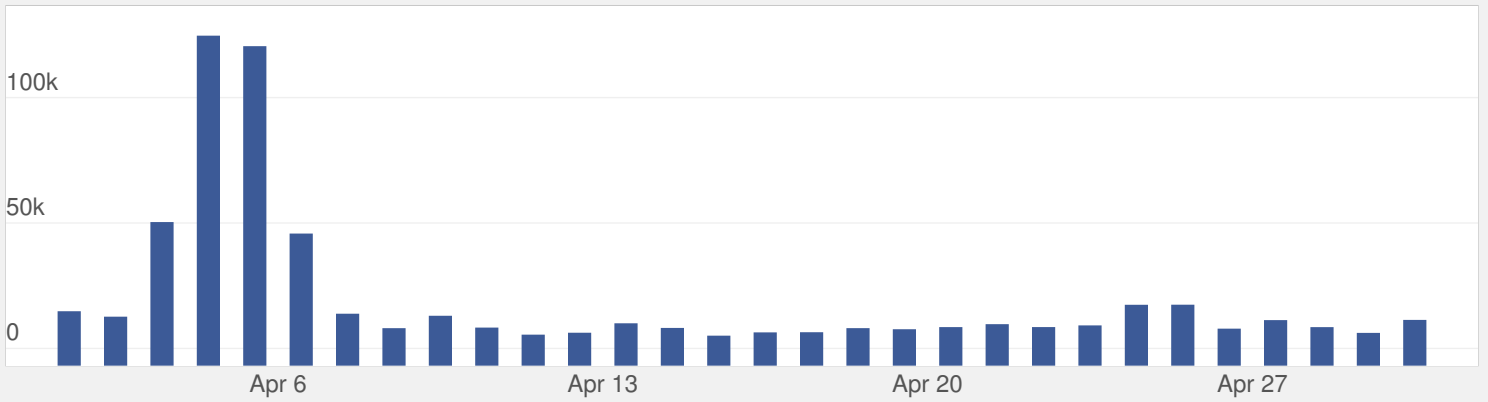
### FAN GROWTH

New Fans **644** Unliked your Page **28**

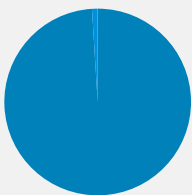


### PAGE IMPRESSIONS

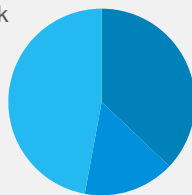
Impressions **591,749** by **404,112** users



### IMPRESSIONS



- Page Post 275.5k
- Fan 2.7k
- User Post 21
- Other 11
- Mention 10
- Checkin 0
- Question 0
- Coupon 0



- Paid 218.9k
- Organic 93.5k
- Viral 278.2k

### BY DAY OF WEEK

Day	Avg	Total
Sun	35.6k	142.3k
Mon	18.9k	75.6k
Tue	10.0k	40.2k
Wed	8.5k	42.7k
Thu	10.5k	52.6k
Fri	20.6k	82.6k
Sat	38.9k	155.7k

### IMPRESSION DEMOGRAPHICS

Here's a quick breakdown of people engaging with your Facebook Page

#### AGE & GENDER

Age Group	Male	Female
13-17	2.1k	6.6k
18-24	15.2k	23.2k
25-34	22.5k	37.4k
35-44	23.7k	50.0k
45-54	28.5k	65.2k
55+	32.9k	83.7k

#### TOP COUNTRIES

Country	Impressions
United States	357.4k
Germany	4.0k
Canada	3.7k
United Kingdom	2.4k
Philippines	1.6k

#### TOP CITIES

City	Impressions
Naples, FL	17.6k
Orlando, FL	10.7k
Miami, FL	10.5k
Tampa, FL	8.9k
Fort Myers, FL	4.1k



Web Traffic	0	
Social Traffic	0	
Twitter Posts	147	
Web Mentions	7	

Leading Social Traffic Source  
**views**

TOP SOCIAL REFERRERS

- #1 RT @ParadiseCoast: Looking to experience #adventure surrounded by natural beauty? Try an #Everglades Airboat ride <http://t.co/c2ycS7IFjB> ht... <http://www.paradisecoast.com>
- #2 RT @ParadiseCoast: Try samples from over 40 local restaurants today at Taste of Collier <http://t.co/6uVC1vk53e> #foodie #DiscoverParadise ht... <http://www.paradisecoast.com>
- #3 RT @ParadiseCoast: Taste all the flavors of #Paradise on April 26th at the Taste of Collier Festival. <http://t.co/6uVC1vk53e> <http://t.co/5u...>

**Naples, Marco Island, Everglades - Paradise Coast**  
Posted by Paradise Coast [?] · April 9 · 🌐

Naples area among top 10 in the nation for growth.



**Naples area among top 10 in the nation for growth**  
This year, Southwest Florida's seasonal swell may not be going away — new statistics from the U.S. Census Bureau show that the Cape Coral-Fort Myers and Naples-Marco-Immokalee metro areas are among the fastest growing in the...  
NAPLESNEWS.COM | BY JUNE FLETCHER

4,438 people reached Boost Post

**Naples, Marco Island, Everglades - Paradise Coast**  
Posted by Sprout Social [?] · April 1 · 🌐

Balance your mind and body (literally) with WellFit Naples Paddle Board Yoga. <http://bit.ly/1AF0o8e>



1,855 people reached Boost Post

Like · Comment · Share

# Naples, Marco Island, Everglades CVB

## ParadiseCoast.com Guide Request Summary by Source

For the month of April 2015

<u>Source</u>	<u># of Requests</u>
No Response	89
Banner Ad	9
Direct Mail	2
Friend	70
IACVB	1
Magazine	10
Newspaper	2
Other	73
Radio	1
Search Engine	133
TV	2
<b><u>Grand Total:</u></b>	<b><u>392</u></b>

**Naples, Marco Island, Everglades CVB****Call Summary by Toll Free Number**

For the month of April 2015

<u>Toll Free Number</u>	<u># of Calls</u>	<u>Minutes</u>
800-2ESCAPE (800-237-2273)	7	26.45
PR-Editorial (800-688-3600)	26	78.97
Film Commission (800-349-5770)	0	0.00
International (239-225-1013)	9	39.60
Storm Information (800-785-8252)	0	0.00
Meeting Planner (800-830-1760)	0	0.00
Naples #1 (800-455-2604)	0	0.00
Travel Agent (888-409-1403)	0	0.00
Sports Council (800-342-3110)	0	0.00
<b><u>Grand Total:</u></b>	<b><u>42</u></b>	<b><u>145.02</u></b>



# Naples, Marco Island, Everglades CVB

## Inquiry Summary by Purpose

For the month of April 2015

<u>Purpose</u>	<u>Calls/Request</u>	<u>Minutes</u>
Live Information	17	49.35
Special Fulfillment	0	0.00
Guide Request	1,758	1,625.92
CVB Office Referral	4	14.08
Hang up	0	0.00
Wrong Number	0	0.00
eNewsletter Signup	2,637	275.98
Golf E-blast	0	0.00
Meeting Planner	0	0.00
vuide Request	0	0.00
<b><u>Grand Total:</u></b>	<b><u>4,416</u></b>	<b><u>1,965.33</u></b>

# Naples, Marco Island, Everglades CVB

## Guide Request Summary by Guide

For the month of April 2015

<u>Guide</u>	<u># of Requests</u>	<u>Quantity</u>
Area Map	11	111
Rack Brochure (Portuguese)	7	7
Rack Brochure (Spanish)	7	7
Visitor's Guide (English)	1742	3799
Visitor's Guide (German)	8	8
<b>Grand Total:</b>	<b>1775</b>	<b>3932</b>
Unigue requests for guides:	1758	

**Naples, Marco Island, Everglades CVB****Guide Request Summary by Source**

For the month of April 2015

<b>Source</b>	<b>Current Year</b>			<b>Last Year</b>		
	<b>Month</b>	<b>YTD</b>	<b>% YTD</b>	<b>Month</b>	<b>YTD</b>	<b>% YTD</b>
Consumer Shows	682	1,149	17.17%	0	0	0.00%
Group Markets	0	10	0.15%	30	40	0.44%
Leisure Markets	850	4,498	67.23%	1,747	6,704	74.16%
Meeting Planners	0	6	0.09%	2	8	0.09%
Meetings	83	303	4.53%	0	0	0.00%
Miscellaneous	36	133	1.99%	19	54	0.60%
Newspaper	1	2	0.03%	0	0	0.00%
Niche Markets	106	589	8.80%	209	2,232	24.69%
Spring/Summer In-State Campaign	0	0	0.00%	0	0	0.00%
Travel Agents	0	0	0.00%	2	2	0.02%
<b>Grand Total:</b>	<b>1,758</b>	<b>6,690</b>		<b>2,009</b>	<b>9,040</b>	

\* YTD = Fiscal Year to Date

**Naples, Marco Island, Everglades CVB****Request Summary by Consumer Shows**

For the month of April 2015

<u>Media</u>	<u># of Requests</u>	<u>YTD</u>	<u>% YTD</u>
<b>Post Show Follow Up</b>			
Boston Globe Travel Show February 2015	1	441	38.38%
New York Times Travel Show February 2015	681	708	61.62%
<b>Post Show Follow Up</b>	<b>682</b>	<b>1149</b>	<b>100.00%</b>
<b>Grand Total:</b>	<b>682</b>	<b>1149</b>	

\*YTD = Fiscal Year to Date

**Naples, Marco Island, Everglades CVB****Request Summary by Group Markets**

For the month of April 2015

<u>Media</u>	<u># of Requests</u>	<u>YTD</u>	<u>% YTD</u>
<b>Group Business - Corporate Meetings Professional</b>			
Collaborate Meetings Magazine August 2014	0	10	100.00%
<b>Group Business - Corporate Meetings Professional</b>	<b>0</b>	<b>10</b>	<b>100.00%</b>
<b>Grand Total:</b>	<b>0</b>	<b>10</b>	

\*YTD = Fiscal Year to Date

**Naples, Marco Island, Everglades CVB****Request Summary by Leisure Markets**

For the month of April 2015

<u>Media</u>	<u># of Requests</u>	<u>YTD</u>	<u>% YTD</u>
<b>Consumer Directories</b>			
2010 Naples, Marco Island & the Everglades Visitors Guide	0	3	0.17%
2013 Florida Insider Guide - Quick Check	0	5	0.28%
2013 Visit Florida Magazine - Quick Check	13	91	5.10%
2013 Visit Florida Magazine - Specific Target	6	19	1.07%
2014 Visit Florida Magazine - Quick Check	40	586	32.85%
2014 Visit Florida Magazine - Specific Target	18	291	16.31%
2015 Visit Florida Magazine - Quick Check	237	496	27.80%
2015 Visit Florida Magazine - Specific Target	140	293	16.42%
<b>Consumer Directories</b>	<b>454</b>	<b>1784</b>	<b>39.66%</b>
<b>Consumer E-Marketing</b>			
DestinationBrochures.com	0	10	0.37%
Other/Unknown	0	6	0.22%
ParadiseCoast.co.uk	0	1	0.04%
ParadiseCoast.com	392	2681	99.19%
Miles Media Imports	389	2669	98.74%
Phone	0	8	0.30%
Interactive Text Chat	3	3	0.11%
WEBSITE	0	1	0.04%
Visit USA - UK	1	1	0.04%
VisitFlorida.com	2	4	0.15%
<b>Consumer E-Marketing</b>	<b>395</b>	<b>2703</b>	<b>60.09%</b>
<b>Consumer Magazines</b>			
AAA Florida TourBook 2009 Edition	0	3	30.00%
Other/Unknown	1	7	70.00%
<b>Consumer Magazines</b>	<b>1</b>	<b>10</b>	<b>0.22%</b>
<b>Consumer Newspaper</b>			
Other/Unknown	0	1	100.00%
<b>Consumer Newspaper</b>	<b>0</b>	<b>1</b>	<b>0.02%</b>
<b>Grand Total:</b>	<b>850</b>	<b>4498</b>	

\*YTD = Fiscal Year to Date

**Naples, Marco Island, Everglades CVB****Request Summary by Meeting Planners**

For the month of April 2015

<u>Media</u>	<u># of Requests</u>	<u>YTD</u>	<u>% YTD</u>
ParadiseCoast.com/Meetings	0	6	100.00%
<b>Grand Total:</b>	<b>0</b>	<b>6</b>	

\*YTD = Fiscal Year to Date

**Naples, Marco Island, Everglades CVB****Request Summary by Meetings**

For the month of April 2015

<u>Media</u>	<u># of Requests</u>	<u>YTD</u>	<u>% YTD</u>
<b>Group Markets - Bridal/Sports</b>			
Bridal Guide March/April 2015	66	283	93.40%
Bridal Guide May/June 2015	17	20	6.60%
<b>Group Markets - Bridal/Sports</b>	<b>83</b>	<b>303</b>	<b>100.00%</b>
<b>Grand Total:</b>	<b>83</b>	<b>303</b>	

\*YTD = Fiscal Year to Date



**Naples, Marco Island, Everglades CVB****Request Summary by Miscellaneous**

For the month of April 2015

<b><u>Media</u></b>	<b><u># of Requests</u></b>	<b><u>YTD</u></b>	<b><u>% YTD</u></b>
CVB Bulk Mail Request	1	46	36.22%
CVB Office	20	23	18.11%
Friend/Relative	5	25	19.69%
Other/Unknown	7	33	25.98%
<b>Travel Agent</b>			
TCTIA FAM October 2011	3	6	100.00%
<b>Travel Agent</b>	<b>3</b>	<b>6</b>	<b>4.51%</b>
<b><u>Grand Total:</u></b>	<b><u>36</u></b>	<b><u>133</u></b>	

\*YTD = Fiscal Year to Date

**Naples, Marco Island, Everglades CVB****Request Summary by Newspaper**

For the month of April 2015

<u>Media</u>	<u># of Requests</u>	<u>YTD</u>	<u>% YTD</u>
Newsday Travel Section February 2, 2015	1	2	100.00%
	<u>1</u>	<u>2</u>	<u>100.00%</u>
<b><u>Grand Total:</u></b>	<b><u>1</u></b>	<b><u>2</u></b>	

\*YTD = Fiscal Year to Date

**Naples, Marco Island, Everglades CVB****Request Summary by Niche Markets**

For the month of April 2015

<u>Media</u>	<u># of Requests</u>	<u>YTD</u>	<u>% YTD</u>
<b>Niche Markets (Bridal/Honeymoon)</b>			
Bridal Guide January/February 2014	0	4	20.00%
Bridal Guide March/April 2014	0	15	75.00%
Bridal Guide November/December 2013	0	1	5.00%
<b>Niche Markets (Bridal/Honeymoon)</b>	<b>0</b>	<b>20</b>	<b>3.40%</b>
<b>Niche Markets (ECO)</b>			
Audubon (Added Value) May/June 2014	0	10	1.79%
Audubon (Added Value) September/October 2014	0	249	44.62%
Audubon July/August 2014	0	41	7.35%
Audubon March/April 2015	105	258	46.24%
<b>Niche Markets (ECO)</b>	<b>105</b>	<b>558</b>	<b>94.74%</b>
<b>Niche Markets (Golf)</b>			
Play Florida Golf 2015	0	8	100.00%
<b>Niche Markets (Golf)</b>	<b>0</b>	<b>8</b>	<b>1.36%</b>
<b>Niche Markets (Senior)</b>			
AAA Going Places South May/June 2011	1	3	100.00%
<b>Niche Markets (Senior)</b>	<b>1</b>	<b>3</b>	<b>0.51%</b>
<b>Grand Total:</b>	<b>106</b>	<b>589</b>	

\*YTD = Fiscal Year to Date

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

For the month of April 2015

<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>
New York	560	879	14.40%	62	431	4.25%
Florida	132	712	11.66%	1,183	4,855	47.87%
Massachusetts	31	505	8.27%	27	172	1.70%
New Jersey	170	331	5.42%	35	238	2.35%
Pennsylvania	73	310	5.08%	53	355	3.50%
Ohio	64	303	4.96%	53	362	3.57%
Illinois	63	298	4.88%	60	364	3.59%
Michigan	41	237	3.88%	31	269	2.65%
Wisconsin	25	203	3.33%	30	232	2.29%
Texas	45	177	2.90%	26	168	1.66%
Indiana	38	169	2.77%	15	195	1.92%
Minnesota	25	138	2.26%	15	207	2.04%
North Carolina	32	135	2.21%	23	160	1.58%
California	28	134	2.20%	34	188	1.85%
Virginia	27	128	2.10%	25	130	1.28%
Georgia	35	115	1.88%	25	173	1.71%
Connecticut	42	111	1.82%	13	96	0.95%
Maryland	21	109	1.79%	21	144	1.42%
Missouri	24	107	1.75%	16	148	1.46%
Tennessee	14	94	1.54%	14	108	1.06%
Iowa	6	79	1.29%	15	94	0.93%
Colorado	15	71	1.16%	14	70	0.69%
Kentucky	19	65	1.06%	19	84	0.83%
South Carolina	10	64	1.05%	3	83	0.82%
New Hampshire	4	63	1.03%	6	39	0.38%
Alabama	11	49	0.80%	11	96	0.95%
Washington	12	44	0.72%	11	61	0.60%
Kansas	7	37	0.61%	6	57	0.56%
Maine	9	37	0.61%	6	34	0.34%
Oregon	5	35	0.57%	6	27	0.27%

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

For the month of April 2015

<b>State</b>	<b>Current Year</b>			<b>Last Year</b>		
	<b>Month</b>	<b>YTD</b>	<b>% YTD</b>	<b>Month</b>	<b>YTD</b>	<b>% YTD</b>
Arkansas	6	34	0.56%	7	40	0.39%
Oklahoma	10	33	0.54%	6	44	0.43%
Louisiana	5	32	0.52%	6	54	0.53%
Delaware	6	27	0.44%	2	23	0.23%
West Virginia	5	26	0.43%	3	29	0.29%
Mississippi	6	25	0.41%	3	41	0.40%
Nebraska	3	23	0.38%	4	37	0.36%
Rhode Island	5	23	0.38%	4	43	0.42%
Arizona	8	20	0.33%	9	52	0.51%
Nevada	4	16	0.26%	1	13	0.13%
Montana	5	14	0.23%	0	5	0.05%
New Mexico	1	13	0.21%	2	18	0.18%
North Dakota	1	13	0.21%	1	17	0.17%
Puerto Rico	4	12	0.20%	0	14	0.14%
South Dakota	2	11	0.18%	0	14	0.14%
Alaska	1	9	0.15%	3	6	0.06%
Vermont	2	9	0.15%	1	9	0.09%
Utah	1	7	0.11%	2	10	0.10%
Idaho	1	6	0.10%	1	8	0.08%
Hawaii	1	5	0.08%	5	8	0.08%
District of Columbia	1	3	0.05%	2	9	0.09%
Wyoming	1	3	0.05%	1	5	0.05%
Virgin Island	0	1	0.02%	0	0	0.00%
Armed Forces	0	0	0.00%	1	2	0.02%
<b>Grand Total:</b>	<b>1,667</b>	<b>6,104</b>		<b>1,922</b>	<b>10,141</b>	

\* YTD = Fiscal Year to Date

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

For the month of April 2015

<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	1,667	6,104	91.24%	1,922	10,141	94.18%
Canada	25	195	2.91%	23	295	2.74%
United Kingdom	22	108	1.61%	16	106	0.98%
No Address Given	7	92	1.38%	2	16	0.15%
Germany	4	57	0.85%	12	42	0.39%
Brazil	6	18	0.27%	3	20	0.19%
Netherlands	3	14	0.21%	4	9	0.08%
France	4	12	0.18%	2	15	0.14%
Belgium	3	11	0.16%	3	13	0.12%
Argentina	1	9	0.13%	1	4	0.04%
Italy	1	7	0.10%	1	5	0.05%
Serbia And Montenegro	2	5	0.07%	0	0	0.00%
Spain	0	5	0.07%	2	6	0.06%
Sweden	0	5	0.07%	1	13	0.12%
Austria	0	4	0.06%	0	0	0.00%
Australia	1	3	0.04%	0	3	0.03%
India	2	3	0.04%	1	4	0.04%
Morocco	1	3	0.04%	3	3	0.03%
Switzerland	0	3	0.04%	2	5	0.05%
Ukraine	2	3	0.04%	0	1	0.01%
Czech Republic	0	2	0.03%	1	1	0.01%
Denmark	1	2	0.03%	2	9	0.08%
Ireland	1	2	0.03%	0	4	0.04%
Japan	1	2	0.03%	0	1	0.01%
Norway	0	2	0.03%	1	4	0.04%
South Africa	1	2	0.03%	0	1	0.01%
Afghanistan	0	1	0.01%	0	0	0.00%
American Samoa	0	1	0.01%	0	0	0.00%
Belize	0	1	0.01%	0	0	0.00%
Chile	1	1	0.01%	0	0	0.00%
Dermuda	0	1	0.01%	0	0	0.00%

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

For the month of April 2015

<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>
Finland	0	1	0.01%	0	0	0.00%
French Guiana	1	1	0.01%	0	0	0.00%
Greece	0	1	0.01%	0	0	0.00%
Israel	0	1	0.01%	0	0	0.00%
Luxembourg	0	1	0.01%	0	1	0.01%
Malaysia	0	1	0.01%	0	1	0.01%
Martinique	0	1	0.01%	0	1	0.01%
Other	0	1	0.01%	0	0	0.00%
Poland	0	1	0.01%	0	3	0.03%
Portugal	0	1	0.01%	0	1	0.01%
Turkey	0	1	0.01%	1	3	0.03%
Zambia	1	1	0.01%	0	0	0.00%
Algeria	0	0	0.00%	1	4	0.04%
Cayman Islands	0	0	0.00%	0	1	0.01%
Estonia	0	0	0.00%	0	1	0.01%
French Polynesia	0	0	0.00%	0	1	0.01%
Hungary	0	0	0.00%	0	1	0.01%
Indonesia	0	0	0.00%	0	3	0.03%
Iran	0	0	0.00%	0	1	0.01%
Lithuania	0	0	0.00%	1	1	0.01%
Mexico	0	0	0.00%	0	2	0.02%
New Zealand	0	0	0.00%	0	2	0.02%
Pakistan	0	0	0.00%	1	6	0.06%
Philippines	0	0	0.00%	0	1	0.01%
Russia	0	0	0.00%	0	3	0.03%
Russian Federation	0	0	0.00%	1	1	0.01%
Saudi Arabia	0	0	0.00%	1	1	0.01%
Slovenia	0	0	0.00%	0	1	0.01%
Sri Lanka	0	0	0.00%	0	1	0.01%
Taiwan	0	0	0.00%	0	3	0.03%
Thailand	0	0	0.00%	0	1	0.01%

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

For the month of April 2015

<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>
Uruguay	0	0	0.00%	1	2	0.02%
<b>Grand Total:</b>	<b>1,758</b>	<b>6,690</b>		<b>2,009</b>	<b>10,768</b>	

\* YTD = Fiscal Year to Date



## Naples, Marco Island, Everglades CVB

### Special Fulfillment Requests by Category

For the month of April 2015

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
<b>Meeting Planners</b>			
IMEX America October 2014	0	152	97%
Meeting Planner Kit Fulfillment	0	1	1%
Other/Unknown	0	2	1%
<b>Meeting Planners</b>	<b>0</b>	<b>155</b>	<b>99%</b>
<b>Travel Agents</b>			
Other/Unknown	0	1	1%
<b>Travel Agents</b>	<b>0</b>	<b>1</b>	<b>1%</b>
 <b>Grand Total:</b>	 <b>0</b>	 <b>156</b>	

\* YTD = Fiscal Year to Date