



Tourist Development Council
November 27, 2006

PARADISE COAST

Naples, Marco Island, Everglades
Convention and Visitors Bureau



Director's Report



TOURIST TAX COLLECTIONS

- **October (September Stays)**
 - **3% vs. 3% - 3%**
 - **Projected Oct. (4%) +4%**
 - **4% YTD (Fiscal 12 mos.) vs. Projected +1.5%**

TOURIST TAX COLLECTIONS

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
1999	\$640,480	\$1,267,608	\$1,306,337	\$1,371,476	\$784,828	\$488,060	\$364,769	\$433,174	\$345,034	\$308,085
2000	\$700,014	\$1,238,022	\$1,410,142	\$1,465,756	\$855,005	\$521,455	\$451,648	\$414,920	\$364,720	\$340,269
2001	\$729,455	\$1,392,218	\$1,484,889	\$1,560,447	\$889,288	\$553,759	\$410,521	\$484,722	\$361,650	\$217,367
2002	\$583,811	\$1,227,724	\$1,413,825	\$1,533,979	\$821,961	\$494,400	\$364,389	\$370,036	\$395,650	\$271,002
2003	\$597,396	\$1,138,004	\$1,356,372	\$1,480,581	\$873,340	\$553,456	\$398,901	\$426,851	\$408,007	\$340,101
2004	\$689,388	\$1,204,591	\$1,674,850	\$1,688,035	\$1,018,887	\$588,052	\$452,253	\$521,027	\$580,653	\$374,394
2005	\$839,654	\$1,400,804	\$1,657,258	\$2,015,875	\$997,580	\$661,153	\$507,831	\$542,394	\$385,377	\$338,173
2006	\$1,058,211	\$1,735,579	\$2,241,964	\$2,441,129	\$1,500,894	\$954,244	\$734,243	\$725,247	\$544,998	\$436,452
Projected 2006	\$1,014,897	\$1,890,523	\$2,248,226	\$2,448,846	\$1,364,167	\$884,188	\$630,574	\$691,737	\$532,993	\$355,000

Recent Activities

- **World Travel Market – London**
 - 4 Hotel Partners
 - 10 Appointments with Tour Operators and Journalists
- **Writer’s Cup**
 - 5 Golf Writers- Regional FAM
- **Submitted Application to DMAI**
- **Swingtime Golf & Tennis Event**
 - ESPN Coverage State-wide

Quarterly Budget Report

Under Old Business





Smith Travel Research Report

Under Old Business



Sales & Marketing

Debi DeBenedetto

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Trade Shows Activity

- **Florida Encounter- Naples Grande**
 - 242 registered attendees**
 - 95 Meeting planners**
 - CVB full set of appointments**
 - Dine around**
 - Opening receptions by Naples Grand, Naples Beach Hotel & Inn on Fifth**
 - Closing event at NGALA**
 - Post Fam**

Sales Activity

- **Immediate RFP's from Encounter and site scheduled in several hotels**
- **1,317 room nights booked from RFP's**
- **16 Requests for Proposals to hotels**
- **RFP's to restaurants, DMC's and transportation companies**
- **3,139 room night requests**

Debi DeBenedetto, CHA
Tourism Sales & Marketing Manager



Sales Activities



- **Expedia**
- **Advisory Roundtable Planning**
- **Florida Huddle Fam (January)**
- **Destination Day - Certified Vacations**

Debi DeBenedetto, CHA
Tourism Sales & Marketing Manager



Public Relations

JoNell Modys

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PR Activities: September 06



COMMUNICATIONS

Journalists In Our Market

Pierre Eriksson - Sweden

Florida Encounter – 8 Meetings Industry Publication
Writers

Canadian Writer's Group – 4 journalists focusing on
outdoors/nature

www.usa-reise.de German online travel portal

Soeren Thorup – Denmark newspaper travel editor

Writer's Cup – annual regional golf writer group



PR Activities: September 06



Department Projects & Activities

- **Copy edits FL International Travel Planner**
- **Attended Grand Opening of Bass Pro Shop**
- **Tourism presentation to Naples Leadership Commerce Day group**
- **Press materials for World Travel Market**
- **Florida Encounter Press & Fam**



TOP NEWS CLIPS



Meetings South

Southwest Florida Profile

*Full Area Review Plus Fantastic Meeting Planner Testimonial
About Marco Island Marriott!*

Daily Herald (Illinois) Story in 30 Editions

**Elegance and eco-adventure: Enjoy the wildlife and the
good life in Naples, Marco Island and the Everglades**

2 ½ page full feature with photos profiling the destination.



Upcoming Articles



Toronto Star – Full feature on family fun

Washington Post – Thanksgiving weekend feature is planned on greater Naples

Woman's World – Full page on The Paradise Coast

Southern Accents – Naples feature

JoNell Modys

Public Relations Manager

FILM OFFICE



Maggie McCarty
Film Liaison

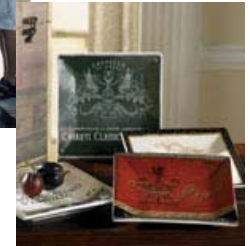


Film Activity



PRODUCTIONS

- G R Marketing – industrial video
- National Geographic/Granada Media, U.K.
- Bedford Fair – retail catalogue print
- SteinMart- TV commercial
- Graft Productions – travel video
- Merrill Lynch PGA Shoot Out – various eng crews



SCOUTS

- *Crawling at Night* – independent feature film [with director and producer]

WORKING LEADS

- Over 7 files opened



Award-winning
director

Kimi Takesue



Film Activity



OPERATIONS

- Lead/inquiry response
- Participating in Film Florida Trade Show Committee
- Participating with Film FL/OFE Hurricane Task Force
- Scanning/Up-loading photo library to REEL-SCOUT
demo





Sports Marketing

Ralph Pryor

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Sports Marketing



Event Status Report

- **NSA Fall State “B” Championship December 9 & 10, 2006**
- **FYSA/Kohl's American Cup February 16 – 18, 2007**
- **FSF Adult Flag Football State Qualifier March 3 & 4 '07**
- **Pro Wakeboard Tour Event, 2007**
- **FLW Outdoor Fishing Tournament, Fall 2007**
- **USA Shooting Junior Olympic Championship, May 2008**

Ralph Pryor



Sports Marketing Activities



- **Staff Retreat/Paradise Advertising**
- **NCRP Athletic Complex Ribbon Cutting**
- **Senior Softball Winter Nationals at NCRP**
- **Swing Time Golf & Tennis**
- **ITG Challenger Series Tennis Tourn. Meetings**
- **Sports Council of Collier County**
- **Hotel and Lodging Association**
- **Florida Youth Soccer Association**
- **International Softball Association**

Ralph Pryor



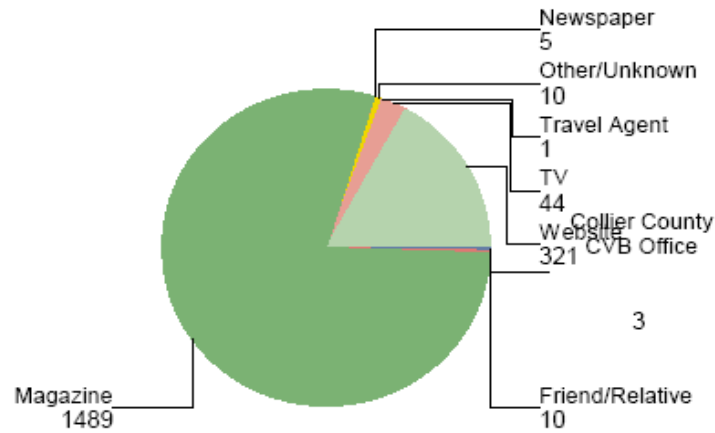
Inquiry Reports

Ginny DeMas, Phase V

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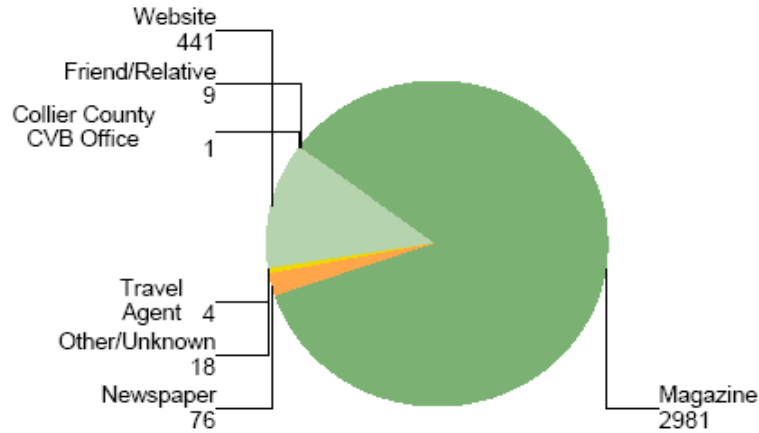
**Naples, Marco Island, Everglades
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**Collier County CVB
Requests by Source**
For the Month of October 2005



Total Calls: 1883

**Collier County CVB
Requests by Source**
For the Month of October 2006



Total Calls: 3530

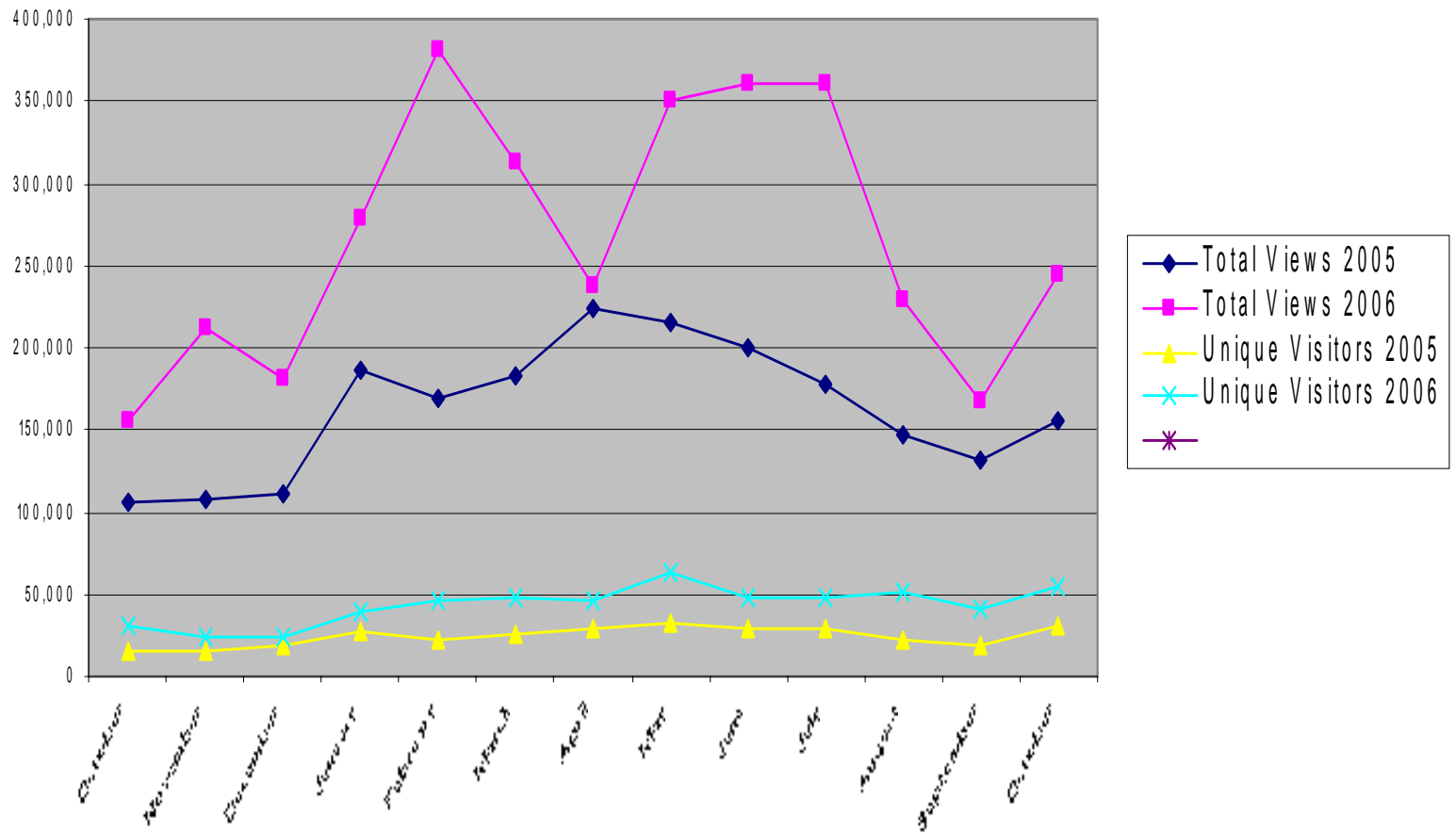


Inquiries - Leading 6 States

- Florida
- New York
- Pennsylvania
- Ohio
- Illinois
- Texas

Inquiries - Leading 4 Countries

- USA
- Canada
- England
- Germany



April 2006 CVB Statistics

- Special Mailings 843
- Hotel Accommodations 6



Search Engine Optimization Sales & Marketing Technologies

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Top search query clicks	Average top position
naples florida	5
fishing	39
naples fl	8
marco island	10
marco island cvb	2
marco island florida	10
naples florida cvb	2
naples in america	2
eagle lakes community park	3
marco island tourism	3
naples cvb	3
everglades adventure airboat tours	4
marco island rv parks	4
everglades visit florida	6
naples city dock	6
marco island limousines	8
everglades city fl swamp tour	9
florida cvb	11
immokalee pet friendly motels	12
everglades wildlife	47



Web Site Trends

	August	September	October
Page Views	234,604	167,634	243,783
Sessions	53,233	41,175	54,529
Contacts	28	30	17

Marketing Services Performed

- * Tracked and analyzed site traffic statistics to determine course of action
- * Tracked and adjusted Overture and Google Adwords PPC accounts
- * Resubmitted site to search engines and directories listed below
- * Created Squidoo page
- * Added links to multiple Wikipedia pages
- * Researched robots.txt file potential issues
- * Generated report to summarize data and actions



Google Pay Per Click Review

	Spending	Clicks	CP Click	CP Lead	Convs
October	\$105.17	669	\$0.16	\$5.77	18
September	\$77.02	508	\$0.15	\$3.61	21
August	\$89.35	650	\$0.14	\$6.28	14

Yahoo! Search Marketing Pay Per Click Review

	Spending	Clicks	CP Click	CP Lead	Convs
October	\$118.66	727	\$0.16	\$11.87	10
September	\$88.17	494	\$0.18	\$9.80	9
August	\$115.63	652	\$0.18	\$8.26	14



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