AGENDA REVISED
December 9, 2011

I. Call to Order

II. Roll Call

III. Approval of November 10, TDC Meeting Minutes

IV. Public to be Heard

V. Municipalities to be Heard

VI. Report of the Executive Director, Tamara Pigott
   a. Tourist Tax Report
   b. Smith Travel Report (STR Report)
   c. RSW Passenger Activity Report
   d. Administration Activity Report
   e. Administrative Update, Woody Peek
   f. Sales Report, Pamela Johnson
   g. Communications Report, Nancy Hamilton
   h. Visitor Services Report
   i. New Product Development Report, Nancy MacPhee
   j. Advertising Report, Clayton Reid, MMG
   k. Research Report, Kevin Knight, DPA

VII. Report of the Sports Authority Executive Director, Jeff Mielke

VIII. Old Business
   a. Events Marketing Subcommittee Recommendations, Nancy MacPhee
   b. Final FY 2010-11 Budget Report
   c. Resolution on Offshore Drilling, Tamara Pigott
   d. Swim Center Update, Karen Hawes

IX. New Business
   a. Proposed FY2011-2012 Budget Increase, Tamara Pigott
   b. Acceptance of FY2011-2012 Sales & Marketing Plan, Tamara Pigott
   c. Proposed 2012 TDC Meeting Calendar, Fran Belasco

X. For Council’s Information

XI. TDC Member Items

XII. Adjourn

The next TDC Meeting will be held 9:00 a.m. on Friday, January 13, 2012 at the Visitor & Convention Bureau, 2201 Second Street, Suite 118.

Denotes Action Item   Watch the TDC Meeting live link.
## SOUTHWEST FLORIDA INTERNATIONAL AIRPORT
### TRAFFIC REPORT

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Note: For further information regarding airport statistics: vbmoreland@flylcpa.com
LEE COUNTY VISITOR & CONVENTION BUREAU
Administrative Activity Report
NOVEMBER 2011

NOVEMBER 1, 2011
- Meeting with Nancy MacPhee
- Meeting with Warren Wright and Woody Peek
- Interview with WGCU’s Gulf Coast Live
- Meeting with Commissioner Tammy Hall; Carol Obermeier & Brian Solis (Lee County Port Authority); Woody Peek, Pamela Johnson, & Nancy Hamilton

NOVEMBER 2, 2011
- County Manager Staff Meeting
- Speaking Engagement: FGCU Cela Tega Conference
- Meeting with Laura Chmielewski & Woody Peek
- Conference call with Katherine Han, MMG Worldwide
- Celebration of Quality Excellence Award 2011

NOVEMBER 3, 2011
- VCB Staff Meeting
- MPO Technical Advisory Committee Meeting
- Meeting with Bill Obreiter, Joanna Citarella & Robyn Rice (Orbitz) and Woody Peek
- Meeting with Pamela Cronin & Woody Peek

NOVEMBER 4, 2011
- Meeting with Commissioner Frank Mann
- Meeting with Kimberly Powers, Insight

NOVEMBER 7, 2011
- Meeting with Commissioner John Manning, Karen Hawes, and Steve Boutelle (Lee County Natural Resources)
- Meeting with Laura Chmielewski

NOVEMBER 8, 2011
- BoCC Meeting
- Conference call with Kevin Knight, DPA & Nancy Hamilton
- Meeting with Laura Chmielewski

NOVEMBER 9, 2011
- County Manager Staff Meeting
- Captiva Erosion Prevention District Board Meeting
NOVEMBER 10, 2011
- TDC Meeting
- Meeting with Karen Hawes; Clayton Reid, Kim Lenox & Katherine Han (MMG Worldwide); Joe Bouch (Chisano Marketing Group); Jennifer Berg (Lee County Economic Development); Jeff Mielke (Lee County Sports Authority); Pamela Johnson & Laura Chmielewski

NOVEMBER 14, 2011
- Meeting with Karen Hawes

NOVEMBER 15, 2011
- BoCC Meeting

NOVEMBER 16, 2011
- Team Tourism Workshop: Making the Most of TripAdvisor, Crowne Plaza
- Meeting with Betsy Allen, Gaining Results
- Conference call with Marcia Wood & Kevin Knight, DPA

NOVEMBER 17, 2011
- Meeting with Michael Horn & John Aldrich (The Forum) and Karen Hawes
- VCB Staff Meeting
- Meeting with Sue Noe (Lee County Economic Development); Christine Brady (Lee County Human Resources); and Fran Belasco
- Meeting with Jeff Mielke (Lee County Sports Authority); Kaye Sheldon (Lee County Library); Sue Noe (Lee County Economic Development); Mike Figueroa (Lee County Risk Management); and Fran Belasco
- Meeting with Tim Parks, Lee County Clerk of Courts
- Meeting with Brad Lear (Sanibel Accommodations) and Pamela Johnson
- Conference call with Marcia Wood & Kevin Knight, DPA
- Pine Island Chamber of Commerce After-Hours
- Meeting with Susan Webb (VOX), Woody Peek & Pamela Johnson

NOVEMBER 18, 2011
- Meeting with Dr. Gary Jackson, FGCU
- Meeting with Laura Chmielewski & Woody Peek

NOVEMBER 21, 2011
- Meeting with Nancy Hamilton
- Meeting with Andrea Fraser (Lee County Attorney’s Office); Mike Figueroa (Lee County Risk Management) & Fran Belasco
- Welcome Reception for Spies/Ving
NOVEMBER 22, 2011
- Meeting with Michael Jensen, Jens Juliussen & Jarno Holmström (Spies/Ving), Woody Peek, Pamela Johnson, Erick Garnica and Peter Hannaford
- Lee County Hotel Association Meeting
- Florida Association of CVB’s Board of Directors
- VCB Directors’ Meeting

NOVEMBER 28, 2011
- Conference call with Tim Parks, Lee County Clerk of Courts, and Frank Maderal, Colson Hicks Eidson

NOVEMBER 29, 2011
- Meeting with Emily Austin, Meghan Sullivan, JT Tenjack & Justin Watkins (MMG), Laura Chmielewski and Woody Peek

NOVEMBER 30, 2011
- County Manager Staff Meeting
- Meeting with Emily Austin and Meghan Sullivan (MMG) and Laura Chmielewski
- The Chamber of Southwest Florida Meeting

For additional information: Fran Belasco at 239-338-3500 or fbelasco@leegov.com
Name of Event: National Women’s Show
Dates of Event: November 11-13, 2011
Event Location (City & State): Toronto, Ontario, Canada
VCB Representative at Event: Linda White, Florida Travel Marketing, Inc
Show Attendance Estimate: 40,000
Amount of Travel Guides Distributed: 456
Would You Recommend Next Year: Yes
Additional Lee County Properties Attending: N/A

Objective
• To promote the Beaches of Fort Myers & Sanibel by distributing visitor guides and related collateral and answering questions about the area to the predominately female attendees in the greater Toronto market.

Leads / Prospects
• N/A

Comments
• All three days of this show were excellent. Friday was Remembrance Day and therefore a holiday for all government, banking, etc. personnel. There were at least 300 people in line 2 hours before the show opened at noon on Friday and even more than that on Saturday AM.
• A lot of the people I spoke with were not familiar with Fort Myers/Sanibel area at all; some had heard of it but did not know which coast it was on or where on the Gulf coast it was.
• I talked with a number of women who usually go to the St. Petersburg beaches but were looking for something different and in an area that was “family-friendly”.
• There were a lot of questions about the best time to go, what activities available for children to enjoy and what the temperature would be in December, January or February.
• Several people had a date in mind for their trip but did not have accommodations yet. I showed them the listings in the visitor guide and referred them to the website. Some were interested in multi-room accommodations and others specifically wanted beach locations.
• Some of the dates people were interested in going and needing accommodations was: a couple going in February wanted a condo for 3 weeks, a family vacation in May with 19 and 21 year sons, a group of ladies going in March and interested in golfing for a week, a family of five going during Christmas break.
• I spoke with a couple that had taken the Key West Express and had a great time on it. Another couple mentioned they were undecided between Key West and Fort Myers; I told them about the Key West Express and they loved the convenience of going to both places.
• There were some questions about places for deep sea fishing charters, boat cruises to see dolphins and places to rent canoes (they were fascinated with the Calusa Blueway maps). I showed them all the sections in the VG to answer their needs and referred them to the website.
• A few people said they drive down (about 26 hours), but there were a number of people who asked about where to fly in and who flies from Toronto. I showed them the airport location on the map and told them Air Canada and Westjet flew direct from Toronto.
March and the week after Christmas were the most frequently mentioned times for possible visits. Several mentioned they were avoiding the summer because of the risk of hurricanes. I told them it had been 7 years since the last major hurricanes hit this part of Florida.

Some of the places people mentioned having stayed before or had reservations coming up were Residence Inn Fort Myers Sanibel, Mango Street Inn B&B (they raved about this place and the staff there), LaQuinta near Sanibel, South Seas Resort and West Wind Inn.

Trends

The economy (or not being able to afford a vacation) did not seem to be an issue this year as it has in the past. These women were ready to start planning a trip or get more information for a trip already scheduled. A few with larger families mentioned driving as opposed to the cost of airfare, but they were definitely ready to travel.
Name of Event: BFMS Destination Days @ The Villages
Event Location (City & State): The Villages, FL
VCB Representative at Event: Jovina Huber, Charm Evans

Show Attendance Estimate: 500
Amount of Travel Guides Distributed: 320
Would You Recommend Next Year: Yes
Additional Lee County Properties Attending: Barbara B Mann Performing Arts Hall, Broadway Palm, Captiva Holiday Village & Captiva Cruises, Edison & Ford, Everglades Day Safari, Homewood Suites-Bonita, Hyatt Place- Forum, Paradise Advertising (Several area resorts & restaurants) Pink Shell, SunStream, Tanger Outlets, Outrigger Beach Resort, Captiva Holiday Village, Florida Repertory Theatre, Fairfield Inn, Best Western Waterfront, Bert’s Bar & Grill & Pine Island Accommodations, San-Cap Chamber, Hotel Indigo

Objective
- Destination Days is an opportunity to promote our area co-operatively. We had great overall county representation for our area at this show. The Villages is a very affluent, retirement community, within our drive market whose demographics fit perfectly with our visitor profile. The residents of this community are extremely active. There are also many clubs, and the club leaders visit the tradeshows for ideas for group trips.

Leads / Prospects
- The following Lee County partners have already reported bookings:
  - Homewood Suites
  - Broadway Palm Dinner Theater
  - Best Western Waterfront
  - The Homewood Suites (booked at the show)

Comments
- Unlike traditional travel shows where we compete with other areas. Attendees expressed a preference to attending Destination Days as opposed to the multi-destination Travel Shows also held at The Villages.
- Attendees were not overwhelmed with information and were able to grasp a better understanding of what our area represents.
- The Villages is still a growing area. With new retirees moving in all of the time.
- A couple from the UK won one of the give-aways; they were visiting friends and decided to attend the show and are considering a trip to our area.
- The Village Sun sent a photographer and took photos of the event and of one of the prize winners; we will receive added exposure as a result.
- Many of the attendees were interested in gathering information for visiting friends and relatives.
- There was a request for more information on opportunities for golf.

Trends
- The residents of The Villages are still traveling.
Objective

- PTANA allowed us the opportunity to inform and update the travel agents in the Washington DC, Baltimore, Philadelphia and Boston markets about the Fort Myers/Sanibel area including places for their clients to stay and things for them to see and do while in the area.

Leads / Prospects

- Each chapter will provide a complete contact list of attendees: Washington DC - 38, Baltimore - 45, Philadelphia - 58, Boston - 40.

Comments

- Most of the agents were familiar with our area and send clients regularly. Several mentioned that they have not had the opportunity to visit and reminded all to contact the Travel Agent Help Desk for a VIP pass and site inspection assistance when they can plan a trip to the area.
- Encouraged agents to keep us in mind for destination weddings and honeymoons as well as family reunions and groups.
- One agent said she had just booked a family to Sundial for a visit in December and she was happy to get the collateral material to share.
- Agents mentioned using the following properties for their clients: South Seas, West Wind Inn, Casa Ybel, Pink Shell, Holiday Inn Fort Myers Beach, Sanibel Harbour Marriott and Holiday Inn Historic District.
- Another agent mentioned that she had a client in the area recently when his wife suddenly passed away and he ended up at the Best Western while handling this and she said they treated him like gold and she was very pleased and grateful and wanted to make sure we shared the kudos with the property.
- Maureen Weron (on Boston chapter board) has a house in Punta Gorda and will be down again this winter. She had meant to get a VIP pass and do site inspections last year to explore but ran out of time. Intends to contact us for assistance when she gets down this winter.
- One of the DC agents has a client who is a frequent guest of Marco Island Marriott and she was unaware of the Sanibel Harbour Marriott option – and thinks her client might enjoy the change of scenery.

Trends
- Quality of the agents at the shows remains strong but the numbers were a bit lower than last year (bad traffic in DC and bad weather/traffic in Boston did not help). Agents were very upbeat and positive about business and looking to have a good 2012.
Name of Event: US Airways Product Launches  
Dates of Event: November 7 & 8, 2011  
Event Location (City & State): Charlotte, NC & Philadelphia, PA  
VCB Representative at Event: Chris White, Florida Travel Marketing, Inc  

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<td>Additional Lee County Properties Attending:</td>
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**Objective**

- To promote the Beaches of Fort Myers & Sanibel by distributing visitor guides and related collateral and answering questions about the area to the agents in attendance.

**Leads / Prospects**

- N/A

**Comments**

- These two shows were the 2011/2012 product launches for US Airways Vacations in two of their hub cities Charlotte and Philadelphia. Approximately 150 agents attended each event and came from the surrounding area in some cases up to 2 hours drive away.
- Business cards were collected from as many agents as possible and will be forwarded to the Travel Agent Help Desk for input into the database.
- Most of the agents were familiar with our area and sell the Beaches of Fort Myers & Sanibel on a regular basis. They were all pleased to receive the latest material and several said that they would order more.
- A number of the agents had visited the area recently and had the usual comments such as “My favorite place” “Paradise” and “my favorite Florida destination.”
- Properties mentioned included Pink Shell, Sanibel Inn, Sanibel Harbour Marriott, South Seas Resort, Hyatt Coconut Pointe, and Diamondhead.
- Because of the limited time during the trade show, conversations with the agents were brief.

**Trends**

- Most of the agents said that their business had been good this year - one agency owner saying it had been the best year in ten years. Some also reported that they were seeing some clients come back that they had not seen for 2 to 3 years.
- The agents also reported that they were seeing a much longer booking window with reservations through 2012.
- Some were also concerned with lift into some airports including RSW and rising airfares.
Objective

- To inform and update the travel agents in eastern Pennsylvania about what is new on the Beaches of Fort Myers & Sanibel by distributing visitor guides and related collateral and answering questions about the area.

Leads / Prospects

- The association will provide a list of attendees from each show.
- One of the other vendors in attendance is a receptive tour operator I had previously met with during NTA in Montreal last fall and we are now in the process of arranging a site visit for him to assess the area for his student groups – coming in from South Africa, Australia and New Zealand. Currently brings about 20 tours a year to the Florida market but the tours have been concentrated in Orlando and Miami. He feels our area would be a good fit as there needs to be a good educational component in each of the tours and we have multiple activities that would qualify.

Comments

- Made some excellent agent contacts during the shows (with a notable showing of AAA agents). Lots of interest in our area with numerous agents indicating that they have sent clients to our area and/or have booked clients for the coming months. See notes below.
- A group travel consultant for AAA is looking to bring 4-5 couples (she will be traveling with them) over the New Year holiday and asked about availability. She will be contacting us for assistance.
- One agent mentioned she has a couple attending a wedding in Naples in three weeks and then they are booked for a stay at Casa Ybel.
- Another agent who had the opportunity to visit this last summer, said how much she loved it and that she knew the area was really good "when I saw how many Floridians vacation there."
- One agent just booked a honeymoon to Pink Shell. And another mentions that she sends clients to the resort regularly as she gets such good rates through Travel Impressions.
- Another agent just booked a honeymoon to Seaside Inn for February.
- One agent had recently stayed at the Outrigger and said how much she enjoyed the property (especially the great expanse of beach and the tiki bar).
- Another agent just booked an extended family group of 8 for the week for Christmas - home rental.
- One owner/agent mentioned she had just booked a couple to Sanibel Harbour Marriott for a January stay and she had also had a group of approximately 50 at the property this past May. Said her clients "loved" the property.
- Paid a visit to the AAA office in Bethlehem, PA and left them a supply of 25 visitor guides.
• Reminded the agents that they can receive assistance from the Travel Agent Help Desk and to keep our area in mind if they have clients looking for a terrific location for a destination wedding or honeymoon.
• One agent said she had clients that just called that day who were looking for an alternative destination to the Caribbean and she was very interested in our area as a good possibility for them.

**Trends**

• Agents indicated that business has been good and they are anticipating a good 2012. More flights and lower fares to our area would be welcomed.
Name of Event: **AAA Carolinas Superbowl of Knowledge**
Dates of Event: **November 19 – 20, 2011**
Event Location (City & State): **Greensboro, NC**
VCB Representative at Event: **Chris White, Florida Travel Marketing, Inc**

**Show Attendance Estimate:** 600
**Amount of Travel Guides Distributed:** 228
**Would You Recommend Next Year:** yes
**Additional Lee County Properties Attending:** N/a

**Objective**
- To promote the Beaches of Fort Myers & Sanibel by distributing visitor guides and related collateral and answering questions about the area to all the travel counselors of AAA Carolinas

**Leads / Prospects**
- Phillip Vanover – Manager of call center suggested that training can be done at the call center where hotel reservations and trip planning is handled.

**Comments**
- The Superbowl of Knowledge is an event where AAA Carolinas brings all their staff together for a two-day training session. About half the staff in attendance are travel counselors, the others are from the insurance and car care departments.
- The staff come from all their offices including Raleigh, Durham, Charlotte, Winston – Salem, Ashville and Wilmington NC along with Greenville, Columbia, Mount Pleasant, Aiken and Myrtle Beach, SC.
- We exhibited in the trade show portion of the event and distributed our materials and answered questions from the counselors. Several were very familiar with our area and have visited. Others said that they book the area but needed more information.
- Other Florida exhibitors included St Pete/Clearwater, Visit Orlando, Space Coast, Universal, Disney and Legoland.
- Some of the counselors were confused about our visitor guide, as all AAA Carolinas offices have large displays of Lonely Planet guides which they sell and they thought that they would get our guide from the distributor and sell it. Had to explain to them that they order from us and it is free to them and their clients.
- AAA Carolinas remains one of the most progressive clubs in the country and other exhibitors indicated they produce/sell a lot of business.

**Trends**
- Many of the counselors mentioned that business this year had been good in all areas including domestic travel, cruises and Europe.
Objective
- To meet and mingle with as many meeting planners as possible.
- Continue to build relationships with Chicago area planners.

Leads / Prospects
- Meetings & Incentives (Milwaukee, WI) Blake McKinney & Paulette Heney. Will set up a time in 2012 to do presentations to the office for future leads
- National Funeral Directors Assn – Looking at FL as a possible destination for 2013
- American Society of Cosmologists – Future possible women’s program
- Conference Planning Resources – Susan Berger, she wants me to contact Kristy in their office as she plans different programs for FL

Comments
- The PCMA Bowl A Thon for the Greater Midwest Chapter. It is a social networking and charity fundraising function.
- This is a good function to mingle and meet new clients for a very low cost. I recommend that we attend again next year.
- This is an evening function and is always held at Lucky Strike lanes in Chicago.

Trends
- N/A
**Objective**
- Increase awareness for our destination while on sales calls & networking at our event.
- Generate new leads that will result in booked business for the area

**Leads / Prospects**
- **CMC & Associates**, ITS Florida, Transpo 2012, Oct. 2012. Brought lunch to Karen & Fred, because they were unable to come to lunch. Met with them to discuss the wants & needs of this meeting and what it would take to get it to our destination.
- **Florida Trial Lawyers**, met with Sheldon Gusky to see what it will take to get this meeting here, since it has been a long time that he has even considered our destination. This lead is in SV and he has his standards of hotels/resorts.
- **Florida Society of Ambulatory Surgical Centers**, Risk Mgmt Conf, April 2013/4 and annual, July 2013/4. Unable to come to tailgate; have invited her to TSAE Power Luncheon in Dec.
- **Florida Retail Federation**, after Darin (Hyatt Coconut Point) & I met with Sherry & Scott, and I explained the 5% and the Go Zero, and Darin answered all the questions, he asked for a contract!!! This began during sales calls in January 2011, and is now coming full circle!

**Comments**
- South Florida Tallahassee Tailgate started out as an idea of some of us who have been in Tallahassee for many years. This idea came to fruition in November with destinations, resorts, attractions, etc., all from the lower half of Florida, excluding Miami and not any further north than Palm Beach County (east) & Lee County (west). We had 22 representatives from the four counties, and Tallahassee meeting planners were thrilled with the entire event.
- We had the FSU cheerleader come and do a few cheers to get the people in the festive mood. Thank goodness, FSU won. We had our promo materials in a garnet/gold recycled bag (with the Tallahassee Tailgate date) and a garnet/gold tee shirt with the same Tailgate info., which was handed out as the planners departed.
- We are in discussions about 2012 and if we want to possibly get a suite at Doak Campbell (Bobby Bowden Stadium) or do the same as we did this year.

**Trends**
- CRM
- Shorter meeting notices time
Name of Event: Florida Encounter 2011
Dates of Event: Nov. 12-16, 2011
Event Location (City & State): Daytona Beach, FL
VCB Representative at Event: Kimball Mathews

Show Attendance Estimate: 75
Amount of Travel Guides Distributed: 75
Would You Recommend Next Year: Yes
Additional Lee County Properties Attending: Hyatt Coconut Point Resort & Spa, Sanibel
Harbour Marriott Resort & Spa, DiamondHead Beach Resort & Spa, Resort at Marina Village,
South Seas Island Resort & Sundial Beach Resort

Objective
• Increase awareness for our destination
• Generate new leads that will result in booked business for the area

Leads / Prospects
• Conference Solutions USA, Incentive, Sept. 2012, 50plp peak, 200 rm nights
• Council on Occupational Education, January 2012 staff retreat (call after Jan. 5th); Educational meetings: June, July, Aug 2013
• Conference Direct, FL Association of Pupil Transportation, June/July 2013 200 attendees/300 room nights
• Arch Chemicals, NSM meeting on beach Aug. Sept 2012, 5 days/125 attendees/600 rm nts

Comments
• Encounter’s Opening Breakfast, which has been sponsored by our destination for 10 years, continues to put us in the spotlight and eases the networking/getting-to-know-you experience, because the planners already feel they have interacted with us. We showed the Top Ten Experiences (Lonely Planet, on our website) this year, and had rave reviews because we didn’t show photos of the resorts that were present with us (because that can be found at the booths). Leoma Lovegrove blew them away with her “Painting Out Loud” and got the entire audience involved. When she did her magic, everyone in the audience went…wow….ahhh Truly one of the highlights of the morning.
• Ninety-five per cent of the meeting planners had never been to Encounter before and offered up new meetings and new contacts for us.
• Have invited planners down for a Destination Educational Experience and have made notes about their times, etc.
• There was a LOT of complaining about the lack of planners prior to Encounter; however, during and after the event, I did not hear one negative comment about Encounter. Very refreshing.
• Had the privilege to hear NASA astronaut Jon McBride give an account of his time pre, during and now of being an astronaut and the challenges and triumphs of the space program. This was one of the most fascinating events I, and almost everyone else in the room, have ever experienced first-hand with an astronaut.
• Met with Laura Whitten, who has worked for HelmsBriscoe for a few years and she told me of the future of the electronic transmissions that have already been in place for some time. It’s the ability to work without having to have a server (i.e.) your work is stored in a cloud in the internet
world. Also, she talked of reverse bidding where the planners would give their requests to the hoteliers and a bidding war would go on among the hoteliers and the planner would pick the one he/she felt best suits the meeting. This is the next big wave…

Trends

• CSR, which has replace “green” and is more prevalent than ever and will NOT go away
• Still rate conscious, not sure when this will change
Name of Event: St. Louis MPI - EduCon
Dates of Event: November 16, 2011
Event Location (City & State): St. Louis, MO
VCB Representative at Event: Jerry Terp

Show Attendance Estimate: 150
Amount of Travel Guides Distributed: N/A
Would You Recommend Next Year: Yes
Additional Lee County Properties Attending: N/A

Objective
- To meet and mingle with as many meeting planners as possible.
- Continue to build relationships with St Louis area planners.
- To continue branding Lee County as a viable meeting destination.

Leads / Prospects
- FamilyFarms – 2013 Annual Mtg – Abbey Sabo, Event & Travel Planner (100 pk/500ttl rm nts) RFP out in early 2012.

Comments
- This is St Louis MPI Chapter Education Day meeting. It is pretty well attended. This year had more planners than suppliers which was good.
- This is a good function to mingle and meet new clients for a very low cost. I recommend that we attend again next year.
- I also did a client dinner for 7 clients the evening before (11/15). I partnered with Travel Alberta and American Golf Club and we split the cost of the dinner. The planners were very open.

Trends
- Short Term Bookings
- Customer relationships (Build for trust and respect)
- Economical uncertainty
Objective

- To promote the Beaches of Fort Myers and Sanibel to meeting planners who organize meetings and conferences for the faith-based organizations.
- Assist in getting leads in order to assist Lee County accommodations in booking business with these organizations.

Leads / Prospects

- **Carolyn Hassell** - A Servants Heart, Memphis, Tennessee. Women’s Meeting, Fall 2012, 2 nights, all doubles, meeting space for 150 people theater style.
- **Daphne Jordan** - CME Church Fifth Episcopal District, Birmingham, Alabama., Regional Bishops Conference Meeting July 2013, 300 people, 125 rooms. Airport property.
- **Denise Adams** - Faith Chapel Pentecostal Church, Tallahassee, Florida, Couples Retreat Spring 2012, interested in Sanibel only, 50 rooms 2-3 nights.
- **Coylitia O’Neal** - Global Impact Christian Ministries, Stockbridge, Georgia, Global Impact Women’s Retreat Fall 2012 beach area properties.
- **Jim Meredith** - Living Church of God, Charlotte, North Carolina, Feast of Tabernacles 2013 Date TBA, 400 peak nights’ rooms.
- **Adine DeMond** - AME Church-AMD Meeting Solutions, Rochester, New York, Anderson & Grace Family Reunion Group 250 people, 30 sleeping rooms mid July after the 4th.
- **Scott Diffenderfer** - Messianic Israel Alliance, Carthage Tennessee, International Conference, August 2012, 3 nights 250 rooms, theater style 2000, plus 10 breakouts for 75 people. Regional Conference 4-6 of these conferences per year, 2 nights, 100 rooms’ peak, theater style 500 plus 4 breakouts for 75 people. Workshops 4-6 per year, 2 night stays 10-50 rooms, 1-2 meeting space with various configurations, prefer lodge type setting.
Prospects

- Mark Lloyd - Momentum Europe, a Ministry of Campus Crusade for Christ, Orlando, Florida.
- Ida Gice Smith – Rising Star MBC Church, Denver, Colorado.
- Scott Diffenderfer - Messianic Israel Alliance, Carthage Tennessee
- Amina McIntyre- SEED, Spiritual Enrichment-Elegant Designs, Atlanta, Georgia.
- Hayden Harbuck - Campus Outreach Florida, Ormond Beach, Florida.
- Frank Byers- Fellowship of Christian Cheerleaders, Suwanee, Georgia.
- Carrie Dahm – National Association of Congregational Christian Churches, Oak Creek, Wisconsin.
- Jihan Tucker- Mt. Zion Baptist Church, Essence Events, Inc., Whites Creek, Tennessee.
- Christine Bennett- Catholic Campus Ministry Association, Cincinnati, Ohio.
- Carol Rose- Gateway Church, Southlake, Texas.
- Erica Gill- 5th Episcopal District CME Church, Athens, Georgia.
- Kenika Smith- Student Leadership University, Orlando, Florida.
- Richard Hassell- CME Church, Auburn, Alabama.
- Keith Francis- American Society of Church History, Santa Rosa, California.
- Paula Kay- 5th Episcopal District –CME Church, Tampa, Florida.
- Linda Kelley- WHW Ministries, Los Angeles, California.
- Kelly Zimmerman- Ohio Youth Convention, Blacklick, Ohio.
- Diane Miller- Church of the Nazarene Global Ministry Center, Lenexa, Kansas.

Comments

- The Rejuvenate Marketplace is a high-quality type of conference that offers us the opportunity to sell Lee County as destination with an abundance of meeting space to faith based religious meeting planners.
- Faith based groups are more valuable now than ever, they’re still holding meetings, and they can fill rooms in shoulder and off peak times.

Trends

- Lodging chains and management companies with empty meeting space and guestrooms are trying a variety of techniques to get business on the books and to keep current clients happy.
- It’s more common to see hotels throw in freebies such as bumped-up frequent guest program rewards, coffee breaks, or a manager’s reception to sweeten the deal.
- At the corporate level, some hotel companies are looking at the big picture, and they are more inclined to give planners a break when they sign contracts for multiple meetings or locations in the future.
- Some companies are offering a menu of incentives, including complimentary room ratio of 1 per 35 group room nights, 25 percent allowable attrition, double base points for attendees, complimentary staff meals for up to four staff members, a 2 percent rebate on guestroom revenue.
- One area of special concern to faith-based groups, other than room rates, is food and beverage, and food costs have risen faster than inflation in the last year or so. Despite that increase, hotels that typically host at least some non-corporate groups understand budget-conscious groups and try to work with them.
- Hotels have been a lot more flexible in 2011 and will need to be again going into 2012 relative to attrition; it is a buyer’s market for meeting planners in many markets, with a lot of competition for faith –based meetings.
- A number of the planners we meet with were interested in finding out about retreats and board meetings in Lee County.
Name of Event: World Travel Market
Dates of Event: November 7 – 10, 2011
Event Location (City & State): London, England
VCB Representative at Event: Jo Piani, Woody Peek, Katie Meckley

Show Attendance Estimate: 23,000
Number of Appointments Held: Yes
Would You Recommend Next Year: Yes
Additional Partners Participating: Gary Young & Keith Watson, Universal Vacations; Jennifer Friede, SunStream Hotels & Resorts

Objective
- World Travel Market (WTM) is a four-day B2B event that presents a diverse range of destinations and industry sectors to UK and international travel professionals. It is a unique opportunity for the travel trade to meet, network, negotiate, and conduct business. By attending World Travel Market we stay abreast of the latest developments in the travel industry.
- Establish, maintain relationships with new tour operators, other buyers, airlines, and travel writers to update them on the destination.
- Gain booking trends for the future; see how numbers/bookings for the 2011-12 year are comparing to previous year.
- Understand market share/shift and reevaluate hotel product featured in tour operator programs.

Leads / Prospects
- All WTM appointments will be entered into Simpleview.
- Possible partnering opportunities for social media with Canadian Traveller, Bridal Guide, and Orbitz.
- Travel + Leisure will have a mention of Sanibel in the December issue.

Comments
- Very busy & productive show with excellent back to back meetings with key UK operators.
- Received several new leads for new product (see Simpleview) including one contract with NATs that is just waiting signature from Casa Ybel and another with USAirtours, contracting Diamondhead, Resort at Marina village and Universal.
- The team presented the benefits of introducing a new direct service into RSW and discussed new product with Cosmos. Neil Garner, Head of Product & Commercial will visit FMS before or after Huddle.
- Attended all major events including the Virgin Awards party, BA and James Villas and entertained top producing operators.
- Discussed marketing, promotional, and advertising plans with operators.
• Made 30 new media contacts with travel bloggers and traditional media.
• Conducted one-on-one appointments with select publications including, but not limited to, Thomas Cook magazine, The Independent (Circ: 167,247), Canadian Traveller, Bridal Guide (Circ.: 165,898), Executive Travel Magazine (Circ: 134,664), British Airways media, Food & Wine magazine (Circ.: 954,592), and Travel + Leisure magazine (Circ.: 970,733).

**Trends**

• Many operators are experiencing a tough year and it looks to get even more challenging next year with the introduction of APD, high oil prices and recession.
• Many operators are stating that bookings to Florida are on the decline; however, Lee County in comparison to most other Florida destinations is holding its own and a lot of the operators are seeing an increase in numbers to the destination.
• Social media was the hot topic of conversation in the media world. Visit Florida hosted a blogger Tweet Up and many reputable travel bloggers were in attendance. Also, several publications were interested in talking with us about partnering on social media promotions.
• Digital media seems to be the way things are going; even the new Discover America logo was designed with a strong digital application in mind.
Name of Event: Spies/Ving
Dates of Event: November 20-22, 2011
Event Location (City & State): Fort Myers Beach/ Sanibel-Captiva/ Bonita Springs
VCB Representative at Event: Erick Garnica, Peter Hannaford
Lee County Hotel Partners who provided accommodations/ sites/ meals/ etc: Pink Shell Beach Resort & Spa, Diamondhead Beach Resort & Spa, Outrigger Beach Resort, 'Tween Waters Inn, Universal Vacations, Miromar Outlets, Casa Ybel, Holiday Inn Sanibel Island, Holiday Inn Fort Myers Beach.
Number of participants: 3 Product Managers

Objective
- Create awareness of The Beaches of Fort Myers & Sanibel as destination for Product Managers of Spies, Ving and Thomas Cook Northern Europe who are interested in making our area the feature destination in their program for 2012.

Leads / Prospects
- Contact details were provided to those properties that sponsored our VIP’s during this FAM.

Comments
- Over the last six months we had been in discussion with Product Managers from Spies, Ving and Thomas Cook Northern Europe about making our destination a feature travel destination in their program for 2012.
- These three companies represent the strongest tour operators in Scandinavia.
- In the past they had only focused on the northern part of Florida, Orlando and also on the East coast of Florida, Miami.
- All of the VIP Product Managers had been to our destination previously but it had been several years ago, therefore we thought that it would be a good idea to organize a well rounded itinerary for the two days that we had the pleasure of hosting them.
- We had the opportunity to showcase properties that they are currently selling through receptive tour operator channels and also included some suggested properties that we believe would work for the Scandinavian market.
- In addition we included a boat ride back from Captiva to Fort Myers Beach, so that they could see the differences in our destination and also see the abundance of wildlife that we have.
- We arranged for a cocktail reception so that they could meet with hotel partners, attractions for future collaboration.
- They were very happy with the program and feel strongly on working together with the VCB in 2012 on different efforts to drive business to our destination.

Trends
- Scandinavian travelers typically vacation in Thailand because there are great package deals and also because the exchange rate between with the Thai Baht have been very good.
- Scandinavians are now starting to look at other destinations; somewhere they can feel safe with their families while on holiday.
- The Scandinavian economies continue to be strong and this will certainly continue to impact future bookings into the US and our destination.
November 2011

Leads/Prospects
- Drug Enforcement Administration-DEA Pharmacy Diversion Awareness Conference- 13 rooms on peak/750pp class room. 1/22-1/3-/2012. Sent to Hyatt and Sanibel Harbour due to meeting request. Client indicated that the 12 rooms were only for their staff. Possible 600 rooms on peak...
- Pearl Meyer/Plan Net- March 2012- 100 rooms on peak /300 room nights- sent to Sanibel Harbour and Hyatt. Client requested hotels no farther then 30 minutes from the airport.
- CarMax- June 2012- Assisted client with finding temporary hiring location in conjunction with the Lee County Economic Development office.
- Site Search & Select/Catholic Health East -3/13-3/15/12- 210 room nights 70 rooms on peak- lead went out to beach locations only per the request of the client.

Definite Business
- Association of Responsible Recycling- 11/7-9/11- Hyatt Regency Coconut Point- 690 Room Nights/215 rooms on peak.-Chose due to proximity to airport and golf.

Lost Business
- Drug Enforcement Administration-DEA Pharmacy Diversion Awareness Conference- 13 rooms on peak/750pp class room. 1/22-1/3-/2012.

Sales Calls
- 11/16/11- Madiana Smith- Akin Gump Law Firm - Dinner w/ Lorie Keegan- Sanibel Harbour Marriott
- 11/17/11- Javier Castro – MAPI-

Monthly Meetings & Events
- 11/10/11– CVB Reps quarterly meeting- Carmines
- 11/9/11- PCMA Annual Chapter Meeting and Awards- Washington Hilton
- 11/16/11- Participated in PCMA Service in Synch event – Ft Belvoir, VA
- 11/17/11- Attended PMPI Monthly Meeting- Breakfast- Carmines
- 11/18/11- Attended all day Board Retreat- PCMA – Hilton Rockville

Upcoming Events
- 12/1/11- Meet NJ – Conference- Princeton, NJ
- 12/5/11- Client Holiday Cooking Class- Sur La Table- Pentagon City
- 12/6/11- Sales Calls w/ Kelly Laird- South Seas
- 12/14/11- Lunch w/ National Confectioners Association
- 12/13/11-Annual CVB Reps Client Holiday Networking Event- Mayflower Hotel
- 12/16/11- DMAI Holiday Luncheon

Administrative
- Set appointments for Lorie Keegan- Sanibel Harbour Marriott
- Invited clients to December 5 Holiday Cooking Class
November 2011
Midwest Office

Leads
- Ohio Alliance for Public Charter Schools – 2012 Best Cooperative Practices Conf (350 peak/800 total room nights) Needs larger property
- Altour – 2012 Sales Meeting – (60 total room nights) Requesting resort feel & meeting space (This is a lead generated due to recent FAM)
- Praxair, Inc. – 2013 Global Leadership Conference (306 peak/712 total room nights) Needs 4 star
- Aflac – 2012 Managers Incentive Trip (18 peak/126 total) Looking for exclusive resort
- Confidential Group – 2012 Properties Exchange Meeting (80 peak/360 total room nights) Client requested specific resorts with meeting space.
- Mosaic – 2012 East Regional Meeting (25 peak/100 total room nights) Client is looking for 3 or 4 star resorts.

Definite Business
- Healthcare Information and Management Systems Society – 2012 HIMSS HA Board Meeting (17 total room nights)
- Burke, Inc. – 2012 Sales Meeting (49 peak/171 total room nights)
- Confidential Group – 2012 Annual Sales Meeting (288 total room nights)
- Land O Lakes - 2012 Land O'Lakes Dairy Foods Industrial National Sales Meeting (120 peak/370 total room nights)

Lost Business
- Praxair Inc, - 2012 Praxair-Global Conference ( 320 peak/990 total) We have 2013 RFP and is a TENT now opportunity for 2013.

Monthly Meetings
- 11/2: PCMA Chicago Chapter Monthly Meeting (Chicago)
- 11/14: SITE MN Event
- 11/17: MPI St. Louis – EduCon
- 11/22: Midwest Rep Working Group Mtg (Mpls)

Monthly Activities
- 11/2: PCMA Chicago Bowl A Thon
- 11/16: Client Event (Dinner) St. Louis

Administrative
- Ongoing: Setting up Sales Calls in Minneapolis
- Ongoing: Monthly reports
Ongoing: Contacting previous clients to let them know of my new position
Ongoing: Working on Simpleview daily traces
Ongoing - Updating and adding accounts/clients to Simpleview
Continue follow up to CME Prospects
Follow up on Chicago Trip (11/2-4) prospects from Bowl A thon
Follow up on Midwest Meeting Planner FAM
Ongoing: Continue following up on GreenField Prospects
Ongoing: Continue following up on FL Encounter Prospects
Note: Several emails that are not sent via Simple View done monthly
Ongoing: Follow up on leads that are Tentative
Setting up site inspections
Preparing for MPI EduCon in St Louis
Preparing for Client Event in St. Louis
Sent out invites for Client Event in St Louis
Follow up from MPI St Louis Educon and client dinner event

Upcoming Events
- 12/15: Holiday Showcase – (Chicago, IL)
- January: HelmsBriscoe Annual Partner Meeting (Reno, NV)

Summary of Traces in Simpleview
- Traces completed: 50+
- Emails completed: 16 in SimpleView + Several others from Outlook not counted
- Notes added in SV: 7
- Site Inspections:
Monthly Report for
Germany, Austria & Switzerland
November 2011
Marketing

Explorer Fernreisen
- Presentation of a full page advertisement within the Explorer Fernreisen special brochure “Romantic Holidays” 2011.
- A full-page presentation of our area in the “romantic holidays” brochure. This is the third edition of the Romantic brochure in cooperation with Lohrengel, designers for wedding gowns.
- The brochure is distributed through the vast sales system of Lohrengel shops and partners, consumer shows (brides & wedding), the Explorer Fernreisen branches and at travel shows.

Meier’s Welitreisen VIP Magazine and E-mail newsletter
- Worked with this tour operator to develop advertorial in “Meier’s Welitreisen VIP Magazine”, published in November 2011 and again February 2012 including pictures.
- Created content for an e-mail newsletter released in November 2011 and May 2012, each sent to 4,000 travel agents.

TUI “Welcome” Magazine
- Created an advertisement for the November 17 edition of TUI’s Welcome Magazine. The magazine will be distributed to 500,000 TUI customers who have a TUI credit card. These customers typically book at least 1-2 trips annually with TUI.

Knecht Reisen
- Participated in Knecht Reisen’s travel day, November 19, 2011. This was the celebration of their 50th anniversary event. We disseminated 200 German brochures, Lonely Planet guides, Miromar and Tanger Outlet coupon books and shell necklaces.

Trade Shows & Events

VIP Event with Hyatt Hotels & Resorts and American Airlines
- On November 3, 2011, we invited 30 exclusive VIP guests to the Tigerpalast in Frankfurt. After a great dinner we watched the awesome show of the Tigerpalast show.

Viva Touristika Frankfurt, November 11 – 13, 2011
- This is a consumer show 14.300 visitors attended the consumer show “Viva Touristika” in Frankfurt. We distributed 250 German brochures and Lonely Planet guides.

Touristik & Caravaning Leipzig, November 16-20, 2011
- We have been exhibiting at this consumer show for more than 15 years. Leipzig has become a very international city in the eastern part of Germany.
- Attendance estimated at 69,000 visitors. Brochure distribution at this 5-day show was 200 bags, including a German brochure, a lonely planet guide, Tanger and Miromar Outlets as well as shell necklaces.

Public Relations
Beyond five stars – PR agency; published articles attached on Florida with a section about Lee County. Lee County portion translation and value also attached. All images used in this article are from the VCB image library.

Advertising Value
Telemonat: € 2,400,00 = $ 3,250,01
Rundy: € 3,300,00 = $ 4,462,33
Die Woch: € 34,876,00 = $ 48,233,16
Meinjournal: € 1,450,00 = $ 1,963,66

Upcoming Events
- Detour Fam Trip
- FVW e-learning “Fit for USA”
the beaches of FORT MYERS SANIBEL

...das sind 80 km Puderzuckerstrände und ca. 100 vorgelagerte Inseln. Naturschutz wird hier großgeschrieben. Auf Sanibel Island - der Insel mit einem der schönsten Muschelstrände der Welt - umfasst die Gesamtfläche der Naturschutzgebiete mehr als die Hälfte der Insel. Aber auch die Fans des Golfsports finden rund um Fort Myers ihre Träume erfüllt: Über 80 Golfplätze - mit einigen der schönsten der USA - gehören noch zu den Geheimtipps!

Country Inn & Suites ★★★

Sundial Beach Resort ★★★★
Sanibel Island ist eine bezaubernde naturbelassene Insel. Hier herrscht noch absolute Ruhe und man ist fern vom Massentourismus. Es gibt wunderschöne Strände und die Stadt Sanibel hat festgelegt, dass kein Haus höher gebaut werden darf als die höchste Palme der Insel. Von Fort Myers aus erreicht man Sanibel Island über eine gebührenpflichtige Mautstraße und ca. 30 Min. Fahrtzeit. Die weitläufige Hotelanlage des Sundial Resort liegt direkt am Strand und bietet fünf Swimmingpools, Whirlpool, Fitnessraum, Poolbar, Restaurant, Minimarkt sowie 270 komfortable Studios und Suiten. Bonus-Specials verfügbar! Preis pro Person/Nacht im DZ ab 72,-

Pink Shell Beach Resort ★★★★
Das familienorientierte Hotel ist eine Erlebniswelt für Groß und Klein und zeichnet sich durch seine angenehme Atmosphäre und zukunftsorientierten Service aus. Weiße Sandstrände und herrliche Ausblicke auf den Golf von Mexico erwarten Sie hier an der nördlichen Spitze der Estero Island. Das Hotel verfügt über Restaurants, Bars, Poollandschaft, Spa-Bereich, Fitnesscenter, Wassersport, Angelsteg, Marina, umfangreiches Aktivitätenprogramm für Kinder sowie kleine Geschäfte. 215 einladende, gemütlich eingerichtete Nichtraucher-Zimmer mit voll ausgestatteter Küche, Balkon mit Meerblick. Preis pro Person/Nacht im DZ ab 63,-

Weitere Informationen und viele zusätzliche Hotelangebote finden Sie auf www.explorer.de/florida
St. Petersburg
Rock `n` Roll mit dem Zaren

Weltweit: Leser für Leser
Post aus dem Urlaub

Weltweit: Entdeckt
Taiwan - Asien im Kleinformat

Weltweit: Aufgeschnappt/Impressum
Gehört - gelesen - gesehen

† Titelthemen sind mit einem Pfennig gekennzeichnet

„Welcome!“-Leser als Reporter


† Welcome, Stichwort „Leser für Leser“, Karl-Wiedehoff-Allee 23, 30625 Hannover, E-Mail: welcome@wvd.de

Leben ist, die weißen Strände
von Fort Myers & Sanibel einmal
mit eigenen Augen zu bestaunen.

Sie haben es sich verdient.

The Outrigger Beach Resort © © ©
1 Nacht im Standard Guest Room pro Person ab € 35

Pink Shell Beach Resort & Spa © © ©
1 Nacht im Deluxe Gulf Front Studio pro Person ab € 57
Die Region an der Südwestküste Floridas hat viel mehr zu bieten als Sonne, Meer und Strand. Die Region ist der Geheimtipp für Ökotourismus, unberührte Tier- und Naturschutzgebiete sowie die schönsten Muschelstrände in Florida. 80 km Puderzuckerstrände und ca. 100 vorgelagerte Inseln machen sie zu einem idealen Ziel für Soft Adventure-Erlebnisse, Golfsport, Shopping in extravaganten Outlet Malls und Speisen in erstklassigen Restaurants. Darüber hinaus finden Sie eine kreative Künstlerenklave in Matlache sowie Kultur und Geschichte in Downtown Fort Myers.

Sanibel Island

**Sanibel Arms West**

5 Nächte
Die weitläufige familienfreundliche Appartmentanlage liegt am wunderschönen Muschelstrand. Sie wohnen in einem Appartment mit zwei Schlafzimmern und Gartenblick.

Pro Person im Appartment (bei Belegung mit 6 Personen) ab **€ 86**

Bonita Springs

**Hyatt Regency Coconut Point Resort & Spa**

5 Nächte/Frühstück
Das traumhafte Resort liegt inmitten einer tropischen Gartenanlage und besitzt mehrere Swimmingpools, die in eine große, mit Palmen gesäumte Poollandschaft eingebettet sind.

Pro Person im Doppelzimmer ab **€ 260**

Muscheln und Manatees

Floridas Urlaubsregion „Beaches of Fort Myers & Sanibel“ begeistert durch ihren natürlichen Charme

Unberührte Natur, exotische Tiere, menschenleere Inseln: Die Region „Beaches of Fort Myers & Sanibel“ an der Südwestküste Floridas hat viel mehr zu bieten als Sonne, Meer und Strand.


Im Muschelparadies

Von der Insel in die Stadt
CONTENTS

• VIRGIN FAMILIARISATION TRIP
• WTM
• VISIT THE USA BROCHURE
• BRAND USA
• THOMAS COOK
• WEBINAR
• VISIT USA ROADSHOW

• SCANDINAVIA & IRELAND

• PUBLIC RELATIONS
Virgin Holidays – Familiarisation Trip

- The group of 12 staff from Virgin Holidays retail stores, stayed at Pink Shell Resort.
- Itinerary included the following: Hosted breakfast & site at Pink Shell with Barbara Wilson, Eric Garnica joined them and escorted to Universal.
- Site of Universal Vacations homes with Gary Young.
- Hosted lunch followed by site at Diamond Head with Jen Friede & Pam Brown.
- Site visit and the chance for the agents to enjoy Fort Myers beach – Outrigger with Jeanne Bigos.
- Awaiting feedback & images from Virgin Holidays.

World Travel Market – London

- A successful and productive show with back to back meetings with key UK operators.
- Received several new leads for new product (see Simpleview) one contract with NATs has already been signed another with US Airtours awaiting contracts with Diamond Head, Resort at Marina Village and Universal Vacation Homes.
- Presented to Cosmos the benefits of a new direct service into RSW and discussed new product.
- Neil Garner to visit FMS before or after Huddle.
- Attended all major events including the Virgin Holidays awards party, Florida dinner, British Airways and James Villa’s events.
- Entertained Gary Orr, Head of Purchasing from Virgin Holidays and Commissioner Hall at The Ivy with hotel partners.
- Organised branded “beach inspired” cup cakes and cookies for the stand which proved very popular.
- Attended the WTM Briefing which was held on the Tuesday because of the clash with the Brand USA Reveal, the meeting was very successful and totally full to the extent that VUSA had to operate a waitlist. Excellent speeches were given by Angus Bond, Head of USA, Virgin Holidays and Ruby Briggs, Managing Director, North American Travel Services (both top producers for FMS).
- Discussed marketing, promotional, and advertising plans with both new and existing operators for 2012.
- Followed up with all operators and details loaded into Simpleview

WTM Trends

- Many operators are experiencing a tough year and it looks set to get even more challenging next year with the introduction of APD, high oil prices and the double dip recession.
- Operators stating that bookings to Fia are on the decline however FMS is holding its own and a lot of the smaller operators are seeing a significant increase to the destination.

WTM - Visit the USA Travel Brochure

- Provided copy and image for the 2012 edition of Visit the USA. It was delivered on schedule by WTM and trade distribution has been completed.
- Consumer distribution follows at end December along with the Visit USA Brochure Request Direct Mail.
- Feedback on the new layout and presentation has been very positive.

WTM - Brand USA

- Following the Brand USA presentations at WTM, it is now clear that they are moving forward very quickly with a great deal of planning now under way.
- The arrival of Brand USA, and their funds, is potentially an exceptional and unique opportunity of very significant overall benefit for all VUSA members. Clearly the benefits of Visit USA links into their campaign, especially for a cross-linked website, could have an enormous payback both for Visit USA members and the Association as a whole.
- If a position can be achieved whereby Visit USA members effectively provide the Brand USA campaign fulfilment then all UK-USA market participants would benefit from membership - and all Visit USA activities would have a lot more impact under a Brand USA banner.
Thomas Cook UK

- Ongoing communication with Mark Smith and David Robertson and hotel partners regarding the recent payment issues which have now been resolved.
- Thomas Cook has recently been in the news concerning their financial difficulties which saw their shares plummet. An agreement with the bank has been finalised which will resolve their problems for the foreseeable future.

Visit USA Road Show

- Organised arrangements for the roadshow as part of role as Chair of Events for Visit USA. The Roadshow which takes in three key cities a year and in its 5th year (over a thousand agents trained so far!) educates both multiple and independent agents from around the UK and Scotland.
- Sourced prizes for all three shows including a prize for a holiday to Fort Myers at the Marriott Sanibel Harbour plus attractions.
- FMS branding went out on all invitations sent out to hundreds of companies and will also be featured in travel press.
- Arranged MC of the event and speeches.
- Sourced sponsorships for table decorations, wine, Champagne and American themed entertainment from Britain’s Got Talent which was received extremely well.
- Fort Myers & Sanibel sponsored the goody bags.
- This year the road show was held in London, Manchester and Bristol with excellent turnout and feedback.
- Details and images in next report.

SCANDINAVIA & IRELAND

SPIES Fam

- The final details of the itinerary for the upcoming product trip were run through with slight changes made to meet the needs of the Scandinavian market. Also introduced Michael to the partners attending WTM who will also be featuring in the trip.
- Following several meeting in Copenhagen and at POW WOW we secured agreement from Thomas Cook Scandinavia (trading as Spies in Demark and Ving in Sweden and Norway) to visit Lee County with a view to selecting the area as a key Florida destination for 2012 and ‘featured’ promotional destination. The trip was set up to showcase the area and then meet to discuss their thoughts on the area and if positive discuss joint promotional and marketing activity. The individuals attending were:

  - Michael Jensen – Spies Product Manager, Scandinavia
  - Jarno Holstroem – Ving Product Manager, Sweden
  - Jens Juliussen – Contracts Manager, Nordics
- The group arrived late evening on Sunday 20th November and on Monday morning were taken to various hotel properties on Fort Myers Beach and homes in the vicinity. Following lunch on Sanibel further property inspections were undertaken. We then took the group back from Captiva to their host hotel by private boat which included a guide to outline the various island and wildlife along the route. In the evening a beach reception at the Pink Shell had to be moved inside due to inclement weather but was very well received. This included around 30 property, attraction and other partners as well as senior officials from the VCB and County all of who had a chance to interact with the Scandinavian guests. Tamara Pigott officially welcomed the group and thanked them for considering Lee County and ‘looked forward to welcoming many future Scandinavian guest to the area.
- The following morning we held a meeting with the delegation together with senior VCB officials. The objective of the meeting was to exchange information on the current status of the Scandinavian market, especially as it relates to the US and to give an update on the latest information from the area.
- Spies outlined a move for customers away from South East Asia (mainly Thailand) to the USA and indicated that for them Florida was up 40% YOY in 2010. Historically their markets in Florida (outside of Orlando) have been Miami and Fort Lauderdale but they are now keen to hold product on the West coast.
• They are very impressed with the area and think it will suit and sell well in their respective markets.
• Tamara Pigott gave an overview and status update on the beach renourishment program which was well received.
• We also discussed flight options, possible fly drive itineraries, marketing opportunities (including promotions/competitions), a possible sales mission and product training. Michael said the group would return home and then pull together a marketing proposal for us.
• He advised he wanted to undertake a ‘soft’ launch for the summer of 2012 and hard launch for Winter 2012/13. In order that we can get this up and running we will look to in market training seminars in all markets as soon as possible, maybe even in December.
• Peter Hannaford to produce full meeting notes and share with the participants. The group were then taken to several other properties on Fort Myers Beach before a drive through at Coconut Pointe Mall and lunch/shopping at Miromar outlets before departing for their next stop at Indian Shores.

**Comefly**

• Steen provided an update on proposed Comefly operations to RSW. Steen is currently in discussions with potential investors that also have existing distribution infrastructure. This will enable Comefly to control its own reservations, build product and maximise space across it whole operation, not just peak periods. Steen will update in the coming weeks.

**Monarch Airlines**

• Following a successful meeting at WTM, Lee County VCB and RSW Airport hosted key executives from Monarch Airlines at a dinner during WTM. Discussions were held on potential operations from the UK, the possibility of ‘tagged’ operations from Scandinavia and an update on Comefly.
• The growing relationship with Monarch is a fundamental lever to delivering capacity to the Lee County area and all the economic benefit that comes with this.

**Tour America (Ireland)**

• Primarily discussed the TV promotion slated for February 2012. Brian will have his product department contact us to ensure that we have the correct and sufficient properties for sale ready for the selling season. The B-roll disk drive has been handed to Tour America and they will edit and create the slot for the programme. We also need to agree activity around the promotion and discuss a competition and Socia Media campaign.
• We will liaise with Delta to see if they are willing to support a competition to our area. They also have access to the Irish Mail on Sunday.
• Brian also indicated that Tour America has a separate Villa and Private home site – this may be useful for partners in our area.

**Platinum Travel**

• Platinum Travel is a small tailor made operator that is working hard to build its North America presence in the Irish Market. They primarily use the internet to attract customers but provide unique itineraries/products combined with high levels of customer service.
• They are particularly interested in Sanibel but are looking to use Fort Myers Beach to attract customers to call. We held discussions around hotel and home properties and receptive operators that hold this product.

**Public Relations**

• Met with several new journalists at WTM, including publications The Telegraph and Independent who expressed interest in visiting the area for research visits.
• Ongoing arrangements for the travel editor of The Mail on Sunday, Frank Barrett’s visit in May.
• Royal Shell has agreed to host, awaiting confirmation on Shell Seekers, 26 May-2Jun.
From November 1 - 30, 2011, the Communications Department assisted 104 journalists who are developing editorial coverage by providing press kits, information, photography, and/or videotapes. These journalists are talking and writing about the Lee County product, which will benefit the many businesses involved in the tourism industry.


Staff provided 101 submissions and hosted one journalist to Lee County. In addition, the staff provided information for two film/photo shoot inquiries.

**WRITTEN WORK**
Release: Lee County VCB helps businesses maximize TripAdvisor presence
Release: Southwest Florida’s Beaches of Fort Myers & Sanibel reports highest bed tax collection year on Record
Release: What’s new (Special to WTM and SATW)
TDC Report to Industry
VCB Email News Network
Tourism Update (industry newsletter)
Hotlist

**SUBMISSIONS**
Images to Rebecca Cooney, NEWSDAY
Images to Donna Vieira, editor, DREAMSCAPES TRAVEL & LIFESTYLE MAGAZINE (Canada)
Images to Arnaud Pasquet, production manager, FISHING ADVENTURER TV PROGRAM
Images to Christy Bauhs, LAKELAND BOATING MAGAZINE
Information to Phil Borchmann, editor, GULFSHORE BUSINESS MAGAZINE
Information and b-roll to Kristal Williams, production coordinator, SF UNTERWEGS (Swiss TV program)
Information and images to Elissa Richard, YAHOO! TRAVEL
Information and images to VISIT USA FRANCE (newsletter)
Information to Kelly Creswell, reporter, NBC-2
Information and images to Roberta Sandler, author, A BRIEF GUIDE TO FLORIDA’S MONUMENTS AND MEMORIALS
Information to Yvonne McClellan, reporter, THE NEWS-PRESS
Information to Kevin Lollar, reporter, THE NEWS-PRESS
Information to Kim Foley MacKinnon, freelance travel writer
Information to Sarah Hollenbeck, reporter, NBC-2
Information to Joelle Parker, reporter, NBC-2
Images to Chris Caswell, writer, LAKELAND BOATING
Information to Stefan Kendzia, freelance travel writer (BAVARIA)
Information to Jason Ferguson, travel writer, MOON TRAVEL GUIDES
Information to Steve Jermanok, travel writer, WWW.FARANDAWAY.COM
Information to Paul Kelley, CBS SPORTS RADIO
Information to Kathy Neff, editor, HOME & AWAY MAGAZINE
Information to David Plazas, community conversation editor, NEWS-PRESS
SUBMISSIONS (Continued)
Information to Heidi Sander, travel writer
Information to Eileen Ogintz, syndicated travel columnist
Information to Jamie Moore, writer, SMARTERTRAVEL.COM
Information to Kimberly Button, producer, WFLA-TV
Information to Athena Romanelli, AMERICAN EXPRESS PUBLISHING
Information to Christina Cepero, writer, NEWS-PRESS
Information to Laura Ruane, tourism reporter, NEWS-PRESS
Information to Lorin Arendel, writer, ISLAND SUN
Information to Matthew Rosenberger, publisher, ABC CITY GUIDES FOR KIDS

SOCIAL MEDIA
48,696 fans/ 30 posts to Facebook (www.Facebook.com/FtMyersSanibel)
1,187 followers/ 100 posts to Twitter (@FtMyersSanibel)

VISIT FLORIDA LEADS
Fact checked articles
Images for Meredith Lamb, VISIT FLORIDA TRAVEL GUIDE 2012
Information for Holiday Events and Festivals

FILM/PHOTO SHOOT REQUESTS
Gia Gilliard, NORTH6
Andi McCaffrey, production manager, BBC AMERICA

LOCAL PUBLIC RELATIONS/MEETINGS
Susan Webb, president, Vox International
Tim Parks, Lee County Circuit Clerk of Courts; Katherine Han,
     MMG Mardiks
Florida Public Relations Association board meeting
Robert Singer, inCommunication

JOURNALIST HOSTED
Bill Hilts, Jr., outdoor writer

In November, communications staff attended World Travel Marketing in London, England and
met with the following journalists: Claudia Beatriz Saleh, travel blogger; James Ellis, freelance travel
writer; Isabelle Kenis, travel blogger, ISABELLE’S TRAVEL GUIDE; Katy Stewart, freelance writer,
STARRY-EYED TRAVELS; Jools Stone, travel blogger; Cathrene Rowell, travel blogger, CD-
TRAVELLER; Oliver Gradwell, travel blogger, TRAVEL BLOGGERS UNITE; Amy Howard, freelance
travel writer; Kieron Turner, freelance travel writer; Anna Streatfeild, travel blogger,
TRAVELBAG.CO.UK; Kash Bhattacharya, travel blogger, BUDGET TRAVELLER; Alex de Silva,
THOMAS COOK MAGAZINE – TRAVEL; Trisha Harbord, freelance travel journalist; Harriet Cooper,
editor, HIGH LIFE & FIRST LIFE; Tracey Davies, freelance travel journalist; Brooke Laffan, associate
publisher, BRIDAL GUIDE; Mark Edwards, head of press, MEZE; Stephen Fountaine, destination guide
specialist, CANADIAN TRAVELLER; Beverley Eldridge, THE INDEPENDENT; Shaun Whitley, travel
director, SAVEUR; Sally Parker, publisher, BMI PUBLISHING; Daisy Davidson, print development
director, BRITISH AIRWAYS MEDIA; Jeff Hendlin, publisher, BRIDAL GUIDE; Brad Liski, associate
publisher, CANADIAN TRAVELLER; Giancarlo Gambardella, travel manager, THE INDEPENDENT;
Gina Hamad, travel editor, and Christina Grdovic, publisher, FOOD & WINE; Janet Libert, editor in chief, EXECUTIVE TRAVEL; Laura Begley Bloom, deputy editor, TRAVEL + LEISURE

In November, communications staff attended the Society of American Travel Writers convention in Wellington, New Zealand and met with the following journalists: Chelle Koster Walton, travel writer; Debbie Williams, travel writer; Ed Wetschler, travel writer; Phil Marty, travel writer; Jane Wooldridge, editor, The Miami Herald; Lynn Rosen, travel writer; Carol Timblin, travel writer; Jack Handley, travel writer; Janet Podalak, travel/food editor, WILLOUGHBY NEWS-HERALD; Millie Alexander, travel editor, SOUTH BAY ACCENT MAGAZINE; Lynne Sullivan, travel writer; Tom Griffith, travel writer; Judy Wells, travel writer; Cindy Boals Janssens, travel writer; Julie Agnone, executive editor, NATIONAL GEOGRAPHIC KIDS MAGAZINE; David Lang, travel writer; Ellen Albanese, travel writer/editor; Lynn Seldon, travel writer; Lillian Averiano, travel writer; Anne Chalfant, travel writer; Jayne Clark, USA TODAY; Beth D’Addono, travel writer; Dennis Cox, travel photographer; Linda DuVal, travel writer; Julie Hatfield, travel writer; Bob Jenkins, travel writer; Arline Inge, travel writer; Wendy and Rob Lindsay, travel writers; SATW President Betsa Marsh, travel writer; Susan Tepperberg, travel writer; Annette Thompson, travel writer; Jane Stokes, travel writer; Chris Ryall, travel writer/columnist; Stan Wawer, travel writer; and Ann Witmer, travel writer.

OTHER
Images to Bonita Springs Chamber of Commerce
Proofed article “Romance Comes Naturally”
Managed advertorial project for CANADIAN TRAVELLER MAGAZINE
Worked on publicity project for Food & Wine Weekend
Images for LeeTran
Attended JetBlue Park grand opening planning committee meetings
Developed PowerPoint presentations for airline pitches
Worked on VCB Editorial Calendar
Sparkloft Media weekly status calls
Attended International Travel & Tourism Markets UK Update webinar
Attended Team Tourism Trip Advisor Workshop
Visit Florida Communications Committee Retreat

For further information: Please contact Nancy Hamilton, director of communications,
Telephone: (239)338-3500 E-mail: Nhamilton@leegov.com
Visitor Services: November 1 - November 29, 2011

**Visitors assisted: 13,819**

<table>
<thead>
<tr>
<th></th>
<th>November 10</th>
<th>YTD</th>
<th>November 11</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>AIRPORT VISITOR INFORMATION BOOTHs</td>
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<tr>
<td>Visitors Assisted</td>
<td>19,883</td>
<td>231,566</td>
<td>13,819</td>
<td>248,432</td>
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<tr>
<td>Travel Guide</td>
<td>2,000</td>
<td>37,760</td>
<td>5,168</td>
<td>50,616</td>
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<td>FLORIDA WELCOME CENTERS</td>
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<tr>
<td>Consumer Rack Brochure</td>
<td>-</td>
<td>19,600</td>
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<td>17,100</td>
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<td>VOLUNTEER IN-KIND SUPPORT</td>
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<td></td>
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<tr>
<td>Volunteer Hours donated</td>
<td>1,694</td>
<td>18,551</td>
<td>1,729</td>
<td>18,091</td>
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<tr>
<td>Value of volunteer hours donated *</td>
<td>35,319</td>
<td>386,788</td>
<td>36,049</td>
<td>377,197</td>
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<td>CONFERENCE SERVICES</td>
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<tr>
<td># Conferences/Events</td>
<td>4</td>
<td>13</td>
<td>1</td>
<td>11</td>
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<tr>
<td># Volunteers</td>
<td>27</td>
<td>91</td>
<td>16</td>
<td>149</td>
</tr>
<tr>
<td>Volunteer Hours donated</td>
<td>139</td>
<td>523</td>
<td>76</td>
<td>808</td>
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</table>

*based on $20.85 per hour value, courtesy of [www.independentsector.org](http://www.independentsector.org)

**Top Information Requests**

<table>
<thead>
<tr>
<th>Attraction</th>
<th>November</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beaches</td>
<td></td>
</tr>
<tr>
<td>Hyatt Regency Coconut Point Resort &amp; Spa</td>
<td></td>
</tr>
<tr>
<td>Shopping</td>
<td></td>
</tr>
</tbody>
</table>

**Top Visitor Origin: Domestic**

1. Massachusetts
2. Pennsylvania
3. New York
4. Minnesota
5. Illinois

**Top Visitor Origin: International**

1. Canada
2. Germany
3. England
4. Switzerland
5. Australia and Korea
Visitor Services team: November

Community & Partner Outreach:
- 11/1: Web site review with Laura Chmiewlewski.
- 11/1: Meeting with Colleen DePasquale, Greater Fort Myers Chamber of Commerce, and Tessa LeSage, Office of Lee County Sustainability.
- 11/3: Product Education trip to the Mound House on Fort Myers Beach with 23 volunteers.
- 11/3: Meeting with Sharee Theilman, Floridian Inn.
- 11/4: MCI Planning Meeting, LCPA.
- 11/5: Four Volunteers assisted at the Roy Hobbs Senior World Championship at Hammond Stadium.
- 11/9: Twelve Volunteers attended the South West Florida Attraction Association’s trade show.
- 11/9: Visitor Services presentation to the Leadership Class of the Greater Fort Myers Chamber of Commerce, as part of the chamber’s Tourism Day.
- 11/9: Meeting with June Depew, Comfort Inn & Suites Airport.
- 11/10: TDC meeting.
- 11/10: Airline Manager’s Council meeting.
- 11/12: Four Volunteers assisted at the Roy Hobbs Senior World Championship at Hammond Stadium.
- 11/16: Product Education trip with 40 volunteers aboard Lee Tran to experience the new LinC connection with Collier County.
- 11/16: TripAdvisor Team Tourism Workshop at the Crowne Plaza Fort Myers.
- 11/17: Volunteers participated in the Family Assistance Training exercise at RSW with LCPA employees.
- 11/17: Project Cookie assistance to Air Berlin and Air Canada afternoon flights.
- 11/18: National Travel & Tourism Week Rally conference call.
- 11/22: Miromar Outlet treated volunteers to a boxed lunch, courtesy of Waterside Seafood and Grille Co.
- 11/22: BPCC meeting.
- 11/22: VCB Director’s meeting.

Training & Tourism Education:
- 11/2: Board meeting for ASTD (local chapter of American Society for Training & Development).
- 11/2: Attended Holiday Inn Towne Center award celebration.
- 11/4: Facilitated Guests First sessions (2) at Pink Shell Beach Resort & Spa.
- 11/7: Facilitated Guests First sessions (2) at Sundial Beach & Golf Resort.
- 11/9: Co-facilitated “Tourism Day” for the Greater Fort Myers Chamber of Commerce Leadership class.
- 11/9: Attended the Southwest Florida Attractions Annual Trade Show.
- 11/14: Meeting with Rose Rundle to discuss Guests First training for a variety of employees/businesses who are part of, or participate in Downtown Fort Myers events.
- 11/15: Facilitated Guests First session (1) at Bonita Bay Country Club.
- 11/16: Attended ASTD’s monthly meeting.
- 11/17: Facilitated Guests First sessions (2) at Resort at Marina Village.
- 11/29: Facilitated Guests First sessions (2) at DiamondHead Beach Resort.
- 11/30: Meeting with Jennifer Jordan McGurk, FGCU Hospitality Program Intern Coordinator, and Fran Belasco, VCB, to discuss interns.

For further information, please contact Judi Durant at 239.590.4855 or jdurant@leegov.com.
<table>
<thead>
<tr>
<th>Date(s)</th>
<th>Meeting/Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>NOVEMBER</td>
<td>Conference Call – Florida Society for Ethical Ecotourism Board of Directors</td>
</tr>
<tr>
<td>1</td>
<td>Presentation – Cela Tega @ FGCU</td>
</tr>
<tr>
<td>3-6</td>
<td>Event assist – Calusa Blueway Festival</td>
</tr>
<tr>
<td>9</td>
<td>Presentation – Greater Ft Myers Chamber Leadership Class</td>
</tr>
<tr>
<td></td>
<td>Conference Call – Superior Small Lodging Board of Directors</td>
</tr>
<tr>
<td>10</td>
<td>Meeting – TDC</td>
</tr>
<tr>
<td></td>
<td>Event assist – Edison Ford Winter Estates</td>
</tr>
<tr>
<td>11</td>
<td>Meeting - Lee Rose</td>
</tr>
<tr>
<td>15</td>
<td>Final edits – Sustainability committee reports</td>
</tr>
<tr>
<td>16</td>
<td>Event – Authors evening @ SWFL Museum of History</td>
</tr>
<tr>
<td>17</td>
<td>Beach &amp; Shoreline funding cycle planning for fy2012-13</td>
</tr>
<tr>
<td>20</td>
<td>Ding Kids Fishing Tournament on Sanibel Causeway</td>
</tr>
<tr>
<td>23</td>
<td>Site Visit- Bunche Beach, Rock creek paddle</td>
</tr>
</tbody>
</table>

**Attachments:**

A- FY 2012-13 - Beach & Shoreline Request cycle timeline

B- Estero Island Beach Restoration update

*For additional information contact Nancy MacPhee at 239.338.3500 or nmacphee@leegov.com*
<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 19, 2012</td>
<td>Request form workshop — 3:00 p.m.</td>
</tr>
<tr>
<td>February 24, 2012</td>
<td>All request forms due at the Lee County Visitor &amp; Convention Bureau office by 5:00 p.m.**&lt;br&gt;Provide thirty (30) double-sided copies of each request with back-up, three-hole punched, on 8.5&quot; x 11&quot; paper. Please do not bind as all requests will be placed in a three-ring binder.</td>
</tr>
<tr>
<td>February 27-29, 2012</td>
<td>Requests reviewed by VCB</td>
</tr>
<tr>
<td>March 2-8, 2012</td>
<td>Requests reviewed by County Attorney</td>
</tr>
<tr>
<td>March 19, 2012</td>
<td>Coastal Advisory Council review of TDC Beach &amp; Shoreline Requests — 9:00 a.m. @ Lee County Public Works, 1st floor conference room 1B.*</td>
</tr>
<tr>
<td>May 2, 2012</td>
<td>TDC Beach &amp; Shoreline Funding Requests Workshop — 1:30 p.m. @ Lee County Visitor &amp; Convention Bureau, 1st floor conference room**</td>
</tr>
<tr>
<td>May 11 or June 8 TDC</td>
<td>TDC formalizes recommendations for BoCC during regular TDC meeting</td>
</tr>
<tr>
<td>September, 2012</td>
<td>BOCC approves TDC Beach &amp; Shoreline Projects as part of the annual budget process</td>
</tr>
</tbody>
</table>

*Lee County Public Works is located at 1500 Monroe Street, Fort Myers, FL 33901

**Lee County Visitor & Convention Bureau is located at 2201 Second Street, Fort Myers, FL 33901
The following tasks were completed between November 27 and December 03, 2011:

- The Contractor placed approximately 12,330 cubic yards during the week of December 03rd with an efficiency rating of 23%. Efficiency is the percentage of time worked from the total available time. Weather delays accounted for 99 hours of the 168 hours available. Mechanical delays accounted for an additional 5 hours.

The following tasks are anticipated between December 04 and December 10, 2011:

- Weather forecasts for the week of December 10th are favorable with winds predicted from the north after Wednesday. Winds are predicted form the south west on Wednesday but should change to the north by Thursday morning. Southwest to west winds generally create higher wave energy for the project area. Winds from the east or north have not impacted operations substantially.
- Tilling operations of the beach will begin on Monday, December 12th and may extend thru the month of December. Operations will begin on the north end of Estero and work south. The beach will be tilled to a depth of 24 inches and re-graded in an attempt to mitigate water ponding issues on the beach.

Outstanding and other Items to Note:

- A Monthly production meeting will be held at the Pink Shell Beach Resort and Spa on Monday, December 19th at 6:30 to 8:00. This will be the last meeting in an expected 5 part series.
- A sheriff’s deputy has been requested by the County to assist with site security around the work area for multiple timeframes through the end of construction. This is due to the remaining beach having to be closed between Lynn Hall Park and Crescent Beach Park. A seawall prohibits the Contractor from allowing a walkway around the work area as has generally been done up to this point.
Nov 22 – Completed Beach fill near the Best Western Plus Beach Resort
(Photo provided by Best Western Plus Beach Resort)
**Estero Island**  
**Production Tracking**

Project Volume = 420,572 cyds

**Earliest Potential Completion Date**  
(16-Dec-11)

**Anticipated Completion Date**  
31-Dec-2011

**Completion Date at Average Rate**  
05-Jan-2012

Required Rate  
(2,774 cyd/dy)

Maximum Est. Rate  
(5,805 cyd/dy)

Avg Rate to Date  
(2,294 cyd/dy)

*Average rate calculated from Aug 28 forward, after installation of new cutterhead design.*
TDC Meeting

December 9, 2011
Economic Trends

1. Unemployment now 8.6 percent – 32 month low
2. Pending home sales on the rise
3. Gas prices down significantly on lower demand
4. The Fed has revised up Real GDP growth and manufacturing output index for 2012
Travel trends

1. The last legacy carrier bankruptcy means what?
2. American Express now expects 80% of meeting planners to book more business in 2012
3. Luxury on the rise in all markets
4. Travel agents are growing their influence and yields
5. Hotel compression is lifting rates
6. Fall travel exceeded expectations in all segments
7. Higher airfares are re-shaping leisure demand
Consumer trends - 2012

1. Americans are moving increasingly to cashless transactions – Google Wallet
2. Retailers are rolling out more perks for loyal patrons
3. Healthcare oriented apps will lead growth in mobile
4. The “hunt” and “pride” will drive deals online
5. People will continue to be transparent in their online behaviors
6. “Point and know” will become more prevalent in mobile landscape
7. The Cloud
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6. “Point and know” will become more prevalent in mobile landscape
7. The Cloud
Cloud Computing
everything and the kitchen sink
Marketing Goals

1. Build brand and awareness
2. Grow new markets through niche development
3. Locate our destination and convey accessibility
4. Improve web and digital channel presence
5. Elevate our eco and sustainability message
6. Capitalize on our sports product
Overarching Marketing Strategies

1. Understand what converts our travelers and measure these outcomes
2. Extend the brand campaign into multiple channels
3. Implement an integrated communications strategy
4. Build a website that better portrays the destination and moves travelers to act
5. Deploy our industry’s content in a cogent way
“Today’s progressive marketers understand that the traveler sees a brand through many steps of their travel experience.”

Rob Torres - Google
Media Spotlight - December

• Consumer print placements:
  – Audubon
  – Canadian Geographic Travel
  – CMG Florida Reflections
  – CMG America GoGuide UK
  – Destination Weddings & Honeymoons
  – Dreamscapes
  – Preservation
  – Travel + Leisure
  – Southern Living

• Meetings print placements:
  – Meetings & Conventions
  – Plan Your Meetings
Welcome to Florida’s unspoiled island sanctuary where family traditions are still treasured. Start planning a vacation now. Visit FortMyers-Sanibel.com or call 888-231-6815. And get your free Lonely Planet guidebook.

Siblings as best friends.
Togetherness.
Everything that matters most.

Sanibel Moorings Condominium Resort
Gold coast resort complex with private two-deck tropical country club, dockage, tennis court & two pools. Home to Sanibel's only botanical Gardens. 1 & 3 bedroom condo suites
800-231-3048 • www.sanibelmoorings.com

West Wind Inn
Find true Sanibel at our quaint Gulf Beach resort with our beautiful, sun-filled, heated pool, beachfront, secluded beach, and lush tropical gardens. Choose from our spacious 2 & 3 bedroom suites
800-231-3048 • www.westwindinn.com

Casa Ybel Resort
An island sanctuary, Casa Ybel is Sanibel’s only all-suite, all-beachfront resort. Miles of shell-laden beaches, Olympic pool, tennis, and shuffleboard courts. Choose from our 2 & 3 bedroom suites
800-251-6064 • www.casaybelresort.com

Tween Waters Inn Island Resort
Enjoy 3 or more nights with rates as low as $79/night at historic, relaxing, value-added, beachfront, Tween Waters Inn on Captiva Island.
800-231-3048 • www.tweenwaters.com/midwestliving

Sandalfoot Condominium
Sandalfoot Condominium in Sanibel Island, beachfront vacation paradise with Gulf views from every unit. Fun in the sun, pool, tennis, BBQ & fully-equipped 1 and 1 bedroom condos.
800-795-2345 • www.sandalfootcondos.com

Pine Island Beach Resort & Marina
23 beachfront condos & cottages in a waterfront resort setting overlooking a mile of sugar-white sands. Enjoy steps from your 1st floor 30’ dock for your boat.
866-675-6996 • PineIsland.com / MWliving
Media Spotlight - December

• Digital placements:
  – Audience & Video Networks
  – Weather Channel
  – TripAdvisor/VirtualTourist
  – Weatherbug
  – Lead Generation: ValueClick

• TV on air Nov 14 – Dec 11: Cleveland, Cincinnati, Columbus, Indianapolis, St. Louis

• Radio on air Dec-Jan TBD: Boston, Minneapolis

• Ongoing paid search campaign
paid search results – Oct 1-Nov 30

- 2.7M impressions/month
- 27K visitors/month
- $0.48 cost per click (vs. $.90 industry average)
- 1.06% click-thru rate
- 450+ guidebook requests/month
recent updates

- 8,000+ keyphrases under management
- 429 unique ads
- launched holiday terms
- added 130 “negative” keyphrases to poor-performing broad match terms
- updated text to 40 poor performing ads; continuously adjusting bids based on performance
- launched geo-campaign targeting Florida residents
eNewsletter

• November eNewsletter
  – 12.8% unique open rate
  – 2.2% unique click rate
  – Partner ads in body of email
    – 1,970 partner referrals
    – Top partner → 431 referrals
    – Bottom partner → 215 referrals

• December Testing
  – Partner ads on featured landing page
  – Winning ad placement to be employed for all co-op
  – Move to testing ad imagery, text and offer

• Co-op opportunities remain available
New Leads = Uber-engagement

- **Welcome email (Oct 10 thru Nov 30)**
  - 52.3% unique open rate
  - 23.0% unique click rate
  - 507 partner referrals from 1,775 emails sent

- **Welcome co-op opportunities remain available**

- **New leads – November eNewsletter**
  - 27% unique open rate (111% higher than database)
  - 10% unique click rate (345% higher than database)

- **On-going focus**
  - Additional early life-cycle emails to be developed
  - Lead acquisition
Website Update

• Focus on two main ideas:
  – Simplicity – ease of use, relaxing not hectic, like a vacation should be
  – Mapping – to show diversity of destination and all that is available

• In progress:
  – Creative concepting: main site and mobile
  – Developing final sitemap development
  – Scoping industry admin
Thank you!
Department Activity Summary
November 2011

October 22 - November 19, 2011
• Roy Hobbs World Series – Various Lee County baseball fields

November 1, 2011
• Meeting with JP Terrasi (Terrasi Media) regarding Cape Coral Hurricane Soccer

November 2, 2011
• Attended United Way
• Attended county managers staff meeting
• Attended monthly sports meeting
• Guest Speaker at Edison State Business College (accounting & business administrative program)

November 3, 2011
• Attended Lee Green Team meeting

November 3 - 6, 2011
• Calusa Blueway Paddling Festival – various locations

November 4, 2011
• Guest Speaker at the GFMCC Executive Roundtable meeting

November 5, 2011
• FHSAA Region 2A-4 swim meet – Lee County/FGCU Aquatic Center
• Sun Conference Cross Country – Ave Maria, Naples, FL
• Calusa Classic – Sanibel Causeway

November 6, 2011
• Calusa Dash – Sanibel Causeway

November 6 - 9, 2011
• Attended Amateur Softball Association Annual Convention – Myrtle Beach, SC

November 8 - 13, 2011
• Senior Softball Winter Nationals – various Lee County softball fields

November 9, 2011
• Speaker at GFMCC Leadership Class
• Meeting with Gregg Cross (GCST), Alise Flanjack (LCP&R) and Jessica LaCroix (Miromar Development Corp.)
November 10, 2011
- Attended TDC meeting
- Attended VCB/EDO Joint Strategy meeting
- Attended meeting with Bill Hammond (Lee County Admin) and John Gordon (MN Twins) regarding spring training
- Attended Senior Softball Winter Nationals reception
- Meeting with Bob Peltram (Strikers Soccer) regarding events

November 11, 2011
- Attended Boston Red Sox conference call regarding spring training schedule
- Meeting with Terry Hennessy (SSWC) and Ralph Pryor (Collier County Parks & Rec) regarding hosting 2013 ISA convention
- Meeting with Shelly Proa (AAU Gymnastics) regarding potential events

November 12 - 13, 2011
- Volley Frog Grass Tournament USAV – Estero Community Park

November 13 - 19 2011
- 2011 USSSA Convention – Orlando, FL

November 14, 2011
- Meeting with Ayoub Al-Bahou (Lee County C&D) and Dave Harner (Lee County P&R) regarding North Fort Myers Rec Center
- Attended JetBlue Park planning meeting

November 15, 2011
- Attended BoCC meeting
- Attended Twins/Populous meeting regarding Lee County Sports Complex improvements
- Meeting with Duane Proell (Isaac Sports Group) regarding aquatic center business plan
- Guest Speaker at EDO President’s Roundtable

November 16, 2011
- Attended VCB Team Tourism meeting
- Meeting with Duane Proell (Isaac Sports Group) regarding aquatic center business plan

November 17, 2011
- Attended SWFAA board meeting
- Attended meeting with Tam Pigott (VCB), Sheldon Kaye (Library), Sue Noe (EDO) and Mike Figueroa (Lee County Risk) regarding changes to Administrative Code
November 18, 2011
- Meeting with Rich Galvano (Galvano & Associates) regarding golf learning center
- Attended conference call with Judi Durant (Lee County VCB) regarding Tourism Day at JetBlue Park

November 22, 2011
- Attended Lee County Hotel Association luncheon
- Meeting with Tom Kane (Three Point Hoops Basketball) regarding potential new programs

November 25 - 27, 2011
- Lee County Turkey Bash – Pin Street Bowling Lanes

November 29, 2011
- Meeting with Bill Hammond (Lee County Admin) and Commissioner Manning (Lee County BoCC) regarding Germain Arena
- Meeting with Andrew Haines and Mike Taylor (Florida Tarpons) regarding arena football team
- Meeting with Jim Sixlet regarding horseshoe tournament

November 30 – December 3, 2011
- 2011 NFCA Convention – Las Vegas, NV
## Estimated Economic Impact*

### Hotel Room Nights Sold

<table>
<thead>
<tr>
<th>Event</th>
<th>Nights Sold</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Florida Baseball Pro-Select</td>
<td>125</td>
</tr>
<tr>
<td>Xavier Golf Classic</td>
<td>156</td>
</tr>
<tr>
<td>Perfect Game WWBA Underclass Champ.</td>
<td>6,370</td>
</tr>
<tr>
<td>Edison Sailing Center River Romp Regatta</td>
<td>460</td>
</tr>
<tr>
<td><strong>Month Total</strong></td>
<td><strong>7,111</strong></td>
</tr>
</tbody>
</table>

### Event Participants

<table>
<thead>
<tr>
<th>Event</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Florida Baseball Pro-Select</td>
<td>68</td>
</tr>
<tr>
<td>Xavier Golf Classic</td>
<td>84</td>
</tr>
<tr>
<td>Perfect Game WWBA Underclass Champ.</td>
<td>2,295</td>
</tr>
<tr>
<td>Edison Sailing Center River Romp Regatta</td>
<td>230</td>
</tr>
<tr>
<td><strong>Month Total</strong></td>
<td><strong>2,677</strong></td>
</tr>
</tbody>
</table>

### Event Spectators

<table>
<thead>
<tr>
<th>Event</th>
<th>Spectators</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Florida Baseball Pro-Select</td>
<td>120</td>
</tr>
<tr>
<td>Xavier Golf Classic</td>
<td>72</td>
</tr>
<tr>
<td>Perfect Game WWBA Underclass Champ.</td>
<td>4,075</td>
</tr>
<tr>
<td>Edison Sailing Center River Romp Regatta</td>
<td>460</td>
</tr>
<tr>
<td><strong>Month Total</strong></td>
<td><strong>4,727</strong></td>
</tr>
</tbody>
</table>

### Direct Impact

<table>
<thead>
<tr>
<th>Event</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Florida Baseball Pro-Select</td>
<td>$40,480</td>
</tr>
<tr>
<td>Xavier Golf Classic</td>
<td>$78,424</td>
</tr>
<tr>
<td>Perfect Game WWBA Underclass Champ.</td>
<td>$2,965,762</td>
</tr>
<tr>
<td>Edison Sailing Center River Romp Regatta</td>
<td>$153,820</td>
</tr>
<tr>
<td><strong>Month Total</strong></td>
<td><strong>$3,238,486</strong></td>
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</tbody>
</table>

### Total Direct and Indirect Economic Impact

<table>
<thead>
<tr>
<th>Event</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Florida Baseball Pro-Select</td>
<td>$67,602</td>
</tr>
<tr>
<td>Xavier Golf Classic</td>
<td>$130,968</td>
</tr>
<tr>
<td>Perfect Game WWBA Underclass Champ.</td>
<td>$4,952,823</td>
</tr>
<tr>
<td>Edison Sailing Center River Romp Regatta</td>
<td>$256,879</td>
</tr>
<tr>
<td><strong>Month Total</strong></td>
<td><strong>$5,408,272</strong></td>
</tr>
</tbody>
</table>

*Estimates are based on data collected from event organizers, the Lee County Sports Authority and the SOC. Economic impact figures are derived using a model supported by the Florida Sports Foundation. All estimations are based on historical trends.
TDC Events Marketing Subcommittee Workshop
October 4, 2011

Attendance:
TDC Pamela Cronin (chair), Warren Wright, and René Affourtit
Staff Tamara Pigott, Woody Peek, Laura Chmielewski, Fran Belasco, and Nancy MacPhee
Public Sharon McAllister, Betsy Clayton, John Albion, Robert Mehler, and Earl Quenzel

Summary of discussion:

• There is a need to separate events that require marketing to pre-established groups (sporting events) from events that target individual consumers, thus eliminating the use of the term ‘signature’ events.

• Interest expressed in the development of a marquee event and continued industry education (i.e., how to increase sponsorship). VCB staff presented ideas for potential marquee events.

• The four-year rule needs to be measurement-specific -- after the 4th year, funding may continue in a ‘sustainable’ category if the following are proven:
  o A growth in room nights
  o Demonstrated success in luring financial sponsors or national media attention (i.e., ESPN coverage of Classic Basketball)

• Current budget for this program is $200,000. Should the allocation increase next year?

Recommendations for TDC Consideration/Formalization:

1. Sporting events that require marketing to teams will make requests for funding assistance to the Lee County Sports Authority beginning with the next cycle (fiscal year 2012-13); $50,000, or 25% of allocation for this program, will be available for marketing of sporting events.

2. Up to 25% ($50,000) will be designated as ‘seed’ funding for nurturing of new events (funding within the first 4 years).

3. Remaining 'unds ($100,000) will be dedicated to funding ‘sustainable’ events with criteria requiring a growth in room nights/sponsorships or national media attention. Does the TDC want to establish minimum growth criteria?

4. Any funding not allocated to a specific project will be utilized by the VCB to explore the development of a marquee event.
## Lee County Visitor and Convention Bureau
### FY 2010-11 FINAL BUDGET REPORT

<table>
<thead>
<tr>
<th>Personnel Services</th>
<th>Budget*</th>
<th>1st Quarter Expenditures</th>
<th>2nd Quarter Expenditures</th>
<th>3rd Quarter Expenditures</th>
<th>4th Quarter Expenditures</th>
<th>Total</th>
<th>% of Budget Expended</th>
<th>Unspent (Overspent)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries</td>
<td>$1,173,393</td>
<td>$267,944</td>
<td>$252,194</td>
<td>$314,630</td>
<td>$300,888</td>
<td>$1,135,655</td>
<td>97%</td>
<td>$37,738</td>
</tr>
<tr>
<td>FICA Taxes</td>
<td>89,408</td>
<td>19,666</td>
<td>18,877</td>
<td>23,104</td>
<td>22,241</td>
<td>83,887</td>
<td>94%</td>
<td>5,521</td>
</tr>
<tr>
<td>Retirement</td>
<td>129,634</td>
<td>29,664</td>
<td>27,937</td>
<td>31,648</td>
<td>14,969</td>
<td>104,215</td>
<td>80%</td>
<td>25,415</td>
</tr>
<tr>
<td>Health Insurance</td>
<td>275,838</td>
<td>76,100</td>
<td>38,375</td>
<td>31,310</td>
<td>41,470</td>
<td>239,615</td>
<td>87%</td>
<td>36,224</td>
</tr>
<tr>
<td>Life Insurance</td>
<td>3,501</td>
<td>1,176</td>
<td>548</td>
<td>1,178</td>
<td>603</td>
<td>3,506</td>
<td>100%</td>
<td>(5)</td>
</tr>
<tr>
<td>Dental Insurance</td>
<td>10,101</td>
<td>3,034</td>
<td>1,462</td>
<td>3,062</td>
<td>1,554</td>
<td>9,111</td>
<td>90%</td>
<td>990</td>
</tr>
<tr>
<td>Disability Insurance</td>
<td>3,757</td>
<td>1,276</td>
<td>798</td>
<td>1,700</td>
<td>867</td>
<td>4,642</td>
<td>124%</td>
<td>(885)</td>
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<tr>
<td>Worker's Comp.</td>
<td>12,802</td>
<td>3,200</td>
<td>3,200</td>
<td>3,200</td>
<td>3,200</td>
<td>12,802</td>
<td>100%</td>
<td>0</td>
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<tr>
<td><strong>Total Personnel</strong></td>
<td>$1,698,434</td>
<td>$402,060</td>
<td>$343,752</td>
<td>$461,833</td>
<td>$385,792</td>
<td>$1,593,433</td>
<td>94%</td>
<td>$104,998</td>
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</table>

<table>
<thead>
<tr>
<th>Operating Expenses</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Services</td>
<td>$107,500</td>
<td>$19,022</td>
<td>$37,540</td>
<td>$24,729</td>
<td>$76,364</td>
<td>$157,656</td>
<td>14%</td>
<td>$50,156</td>
</tr>
<tr>
<td>County Data &amp; Networking</td>
<td>132,113</td>
<td>33,028</td>
<td>33,028</td>
<td>33,028</td>
<td>33,028</td>
<td>132,113</td>
<td>100%</td>
<td>(0)</td>
</tr>
<tr>
<td>Data Processing</td>
<td>32,000</td>
<td>320</td>
<td>16,730</td>
<td>4,557</td>
<td>1,424</td>
<td>23,030</td>
<td>72%</td>
<td>8,970</td>
</tr>
<tr>
<td>Contracted Services</td>
<td>1,575,000</td>
<td>272,621</td>
<td>373,793</td>
<td>377,759</td>
<td>344,714</td>
<td>1,368,886</td>
<td>87%</td>
<td>205,114</td>
</tr>
<tr>
<td>Local Mileage</td>
<td>9,775</td>
<td>1,151</td>
<td>2,082</td>
<td>1,698</td>
<td>3,077</td>
<td>8,000</td>
<td>82%</td>
<td>1,766</td>
</tr>
<tr>
<td>Travel</td>
<td>158,000</td>
<td>35,857</td>
<td>40,069</td>
<td>47,297</td>
<td>39,285</td>
<td>162,500</td>
<td>103%</td>
<td>(4,508)</td>
</tr>
<tr>
<td>Interview Expenses</td>
<td>1,000</td>
<td>1,156</td>
<td>2,062</td>
<td>-</td>
<td>-</td>
<td>4,218</td>
<td>NA</td>
<td>(4,218)</td>
</tr>
<tr>
<td>Motor Pool Charges</td>
<td>2,427</td>
<td>435</td>
<td>443</td>
<td>481</td>
<td>1,157</td>
<td>2,517</td>
<td>104%</td>
<td>(90)</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>49,426</td>
<td>10,013</td>
<td>11,653</td>
<td>10,150</td>
<td>14,476</td>
<td>46,292</td>
<td>94%</td>
<td>3,134</td>
</tr>
<tr>
<td>Freight and Postage</td>
<td>55,000</td>
<td>4,149</td>
<td>8,887</td>
<td>12,603</td>
<td>13,444</td>
<td>38,886</td>
<td>71%</td>
<td>16,117</td>
</tr>
<tr>
<td>Building Lease</td>
<td>283,000</td>
<td>74,752</td>
<td>89,966</td>
<td>85,077</td>
<td>9,648</td>
<td>258,443</td>
<td>91%</td>
<td>24,557</td>
</tr>
<tr>
<td>Office Equipment Rental</td>
<td>10,050</td>
<td>2,101</td>
<td>2,102</td>
<td>2,101</td>
<td>2,105</td>
<td>8,406</td>
<td>84%</td>
<td>1,642</td>
</tr>
<tr>
<td>Self-Insurance Assessment</td>
<td>5,060</td>
<td>1,265</td>
<td>1,265</td>
<td>1,265</td>
<td>1,265</td>
<td>5,060</td>
<td>100%</td>
<td>(0)</td>
</tr>
<tr>
<td>Printing/Binding/Copying</td>
<td>44,000</td>
<td>7,678</td>
<td>17,871</td>
<td>7,295</td>
<td>24,950</td>
<td>57,834</td>
<td>131%</td>
<td>(13,834)</td>
</tr>
<tr>
<td>Advertising</td>
<td>6,609,066</td>
<td>905,460</td>
<td>1,451,726</td>
<td>1,734,894</td>
<td>2,211,680</td>
<td>6,303,760</td>
<td>95%</td>
<td>305,326</td>
</tr>
<tr>
<td>Promotions</td>
<td>899,000</td>
<td>239,087</td>
<td>160,935</td>
<td>283,104</td>
<td>239,810</td>
<td>922,937</td>
<td>103%</td>
<td>(23,937)</td>
</tr>
<tr>
<td>Indirect Cost</td>
<td>197,162</td>
<td>89,331</td>
<td>44,666</td>
<td>44,666</td>
<td>178,662</td>
<td>18,500</td>
<td>91%</td>
<td>18,500</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>300</td>
<td>-</td>
<td>-</td>
<td>3,182</td>
<td>3,182</td>
<td>3,182</td>
<td>1061%</td>
<td>(2,882)</td>
</tr>
<tr>
<td>Office Supplies</td>
<td>14,100</td>
<td>2,214</td>
<td>2,206</td>
<td>2,230</td>
<td>3,591</td>
<td>10,640</td>
<td>75%</td>
<td>3,460</td>
</tr>
<tr>
<td>Reference Materials</td>
<td>17,100</td>
<td>5,730</td>
<td>108</td>
<td>65</td>
<td>10,624</td>
<td>16,528</td>
<td>97%</td>
<td>572</td>
</tr>
<tr>
<td>Memberships</td>
<td>40,000</td>
<td>12,773</td>
<td>5,981</td>
<td>14,984</td>
<td>14,350</td>
<td>48,086</td>
<td>120%</td>
<td>(8,088)</td>
</tr>
<tr>
<td>Training &amp; Seminars</td>
<td>17,500</td>
<td>691</td>
<td>2,470</td>
<td>3,150</td>
<td>11,888</td>
<td>18,195</td>
<td>104%</td>
<td>(699)</td>
</tr>
<tr>
<td>Furniture and Equipmen:</td>
<td>6,500</td>
<td>1,003</td>
<td>1,060</td>
<td>20,733</td>
<td>4,484</td>
<td>27,280</td>
<td>420%</td>
<td>(20,780)</td>
</tr>
<tr>
<td><strong>Total Operating</strong></td>
<td>$10,264,099</td>
<td>$1,630,349</td>
<td>$2,349,603</td>
<td>$2,713,928</td>
<td>$3,109,253</td>
<td>$9,803,132</td>
<td>96%</td>
<td>$460,967</td>
</tr>
</tbody>
</table>

| Total                            | $11,962,533 | $2,032,409 | $2,693,354 | $3,175,761 | $3,495,045 | $11,396,566 | 95% | $565,964          |

* Includes FY10 carryover of $302,686.
Resolution
Opposition to the Expansion of Offshore Drilling in the Gulf of Mexico

Whereas: Tourism brought in more than $400 million in tax revenue to state and local government during 2010; and,

Whereas: Tourism is the economic engine of Lee County generating over $2.4 billion in economic impact during 2010; and,

Whereas: More than 48,850 jobs are a result of Lee County’s tourism industry; and,

Whereas: The 2010 Deepwater Horizon oil rig explosion resulted in three months of unabated oil flowing into the Gulf of Mexico, resulting in billions of dollars of lost revenue for both businesses and citizens along the Gulf coast and yet to be determined environmental impacts; and,

Whereas: The U.S. Department of Interior recently unveiled a proposed five-year offshore drilling lease program for 2012-2017 that would open up more areas in the Gulf of Mexico for oil and gas drilling, including a location within 150 miles of the coastline of Florida.

Whereas: The Council is opposed to efforts that result in offshore drilling that could potential impact the Florida coastline; and,

Now, Therefore, be it resolved that the Lee County Tourist Development Council strongly opposes any new oil and gas leases in the Outer Continental Shelf and supports a permanent moratorium on drilling off the coast of Florida.

Duly passed and adopted this 9th day of December, 2011.

____________________________________
Commissioner John E. Manning
Chairman, Lee County Tourist Development Council
Proposed Budget Increase

FY2011 - 2012
Proposed FY 2011-2012
Budget Increase

• Media Buys $700,000
  – Emphasis on digital, but also includes print and social

• In-market PR for UK and Germany $100,000

• Personnel $150,000
  – Add two new support positions
  – Make one current part-time position full-time

• Total increase $950,000
# 2012 Meeting Schedule

Please watch for monthly meeting notices via email as dates or location may change occasionally.

<table>
<thead>
<tr>
<th>January 13</th>
<th>July</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 9</td>
<td>August</td>
</tr>
<tr>
<td>March 16</td>
<td>September</td>
</tr>
<tr>
<td>April 13</td>
<td>October</td>
</tr>
<tr>
<td>May 11</td>
<td>November</td>
</tr>
<tr>
<td>June 8</td>
<td>December</td>
</tr>
</tbody>
</table>

The Tourist Development Council generally meets on the second Friday of every month. Meetings are held at 9:00 a.m. on the 1st Floor of the Tourist Development Council Conference Room, at 2201 Second Street, Fort Myers, FL 33901.

Additional dates that you may want to add to your calendar:
- January 18, 2012 – Florida Tourism Day, Tallahassee
- February 25, 2012 – JetBlue Park Grand Opening
- April 4, 2012 – Tourism Ambassador Appreciation Luncheon, Harborside
- May 7, 2012 – National Travel & Tourism Week Rally, Jet Blue Park
- May 9, 2012 – Chrysalis Awards, Harborside
- September 12, 2012 – Elaine McLaughlin Outstanding Hospitality Awards, Harborside
- October 4, 2012 – Team Tourism Annual Marketing Meeting, Harborside