

Technology Marketing

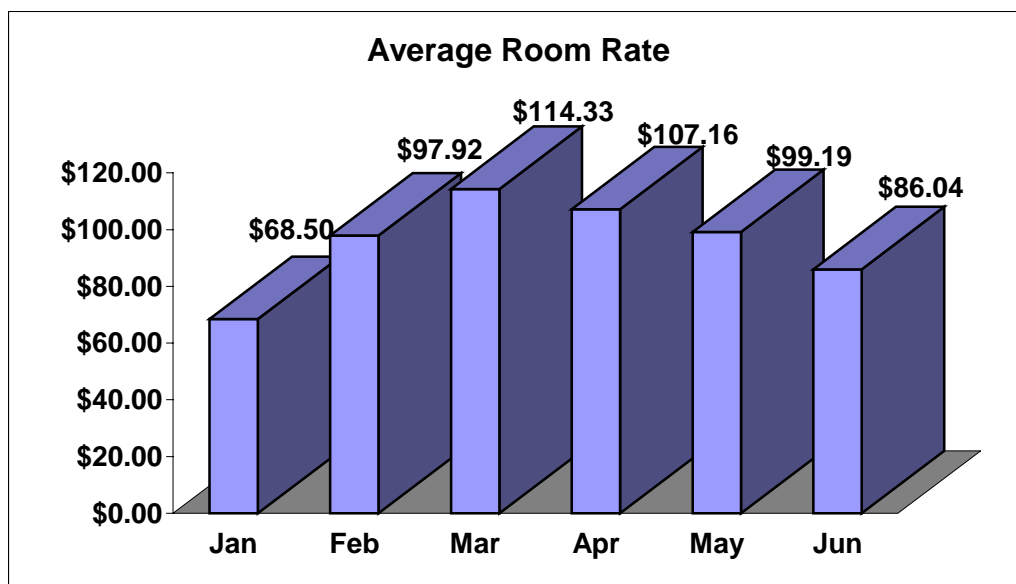
June 2000 Report

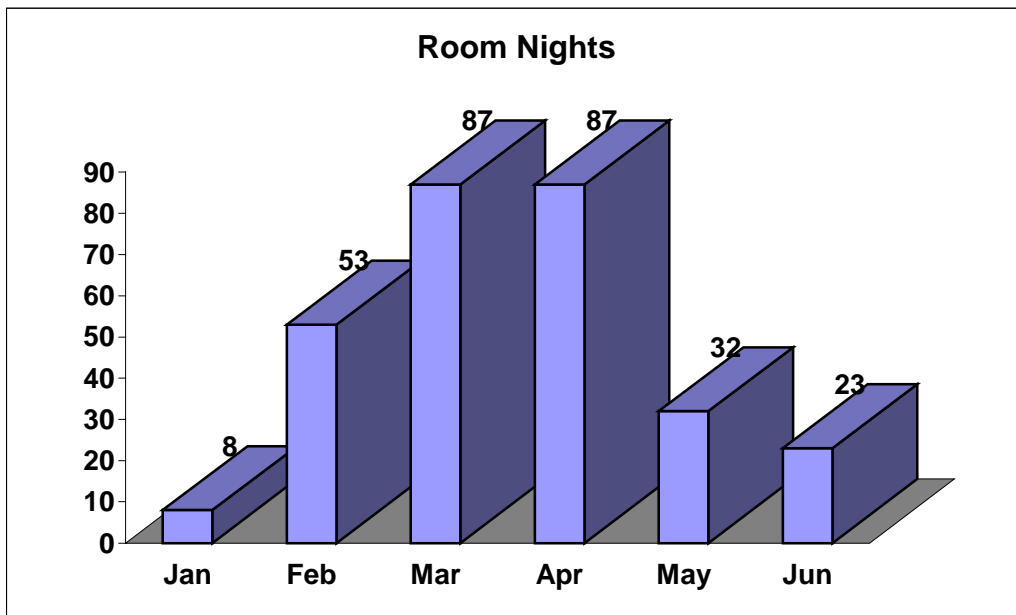
Prepared by: Scott Schult
Director of Technology Marketing

Update

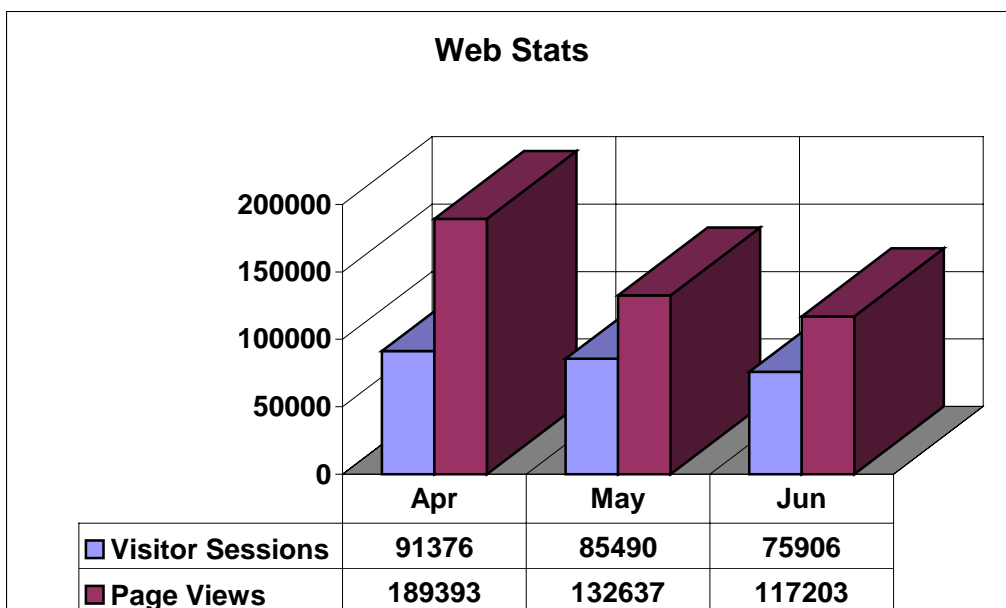
- Meetings were held to discuss Unirez's online reservation system. Attendance was minimal. CVB will provide assistance on an individual basis for any other interested properties.
- Discussions are continuing in conjunction with Tour & Travel to promote packaged offerings from tour operators to visitors of FloridasBeach.com; giving users direct links to book our destination.
- Researching community-wide content publishing and management system to improve the depth and breadth of area marketing information on FloridasBeach.com.

Floridasbeach.com Reservation Stats

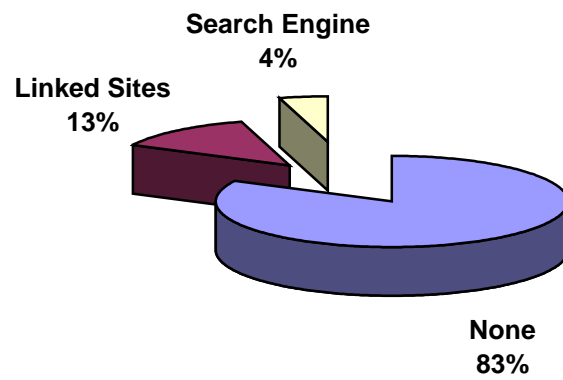




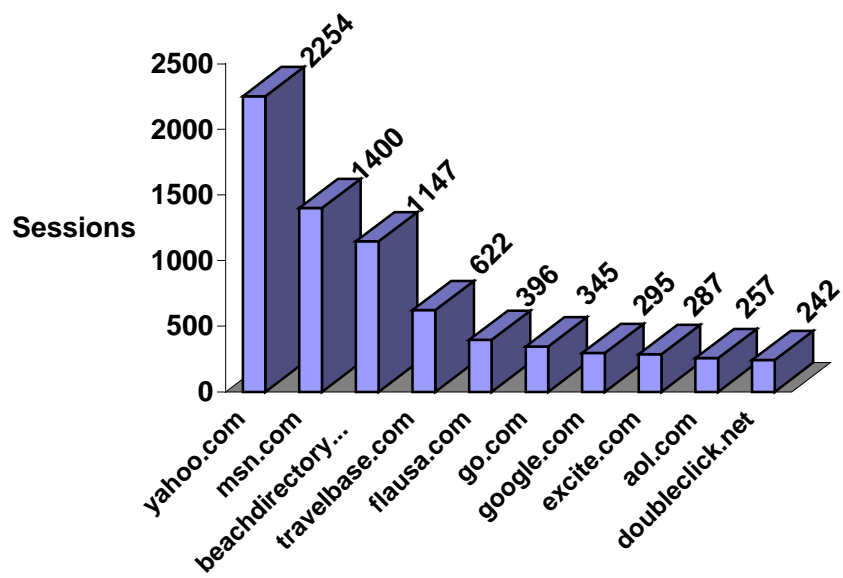
Floridasbeach.com Site Stats



June - Referrer Activity



Top 10 Domain Referrers



Call Center Statistics: 877-FL-BEACH

