

For Six Month Period Ending 01/31/2010
(Insert date)

I - REGISTRANT

1. (a) Name of Registrant (b) Registration No.
M. Silver Associates, Inc. 3131

(c) Business Address(es) of Registrant
747 Third Avenue, 23rd Floor
New York, NY 10017

2. Has there been a change in the information previously furnished in connection with the following:

- (a) If an individual:
 - (1) Residence address(es) Yes No
 - (2) Citizenship Yes No
 - (3) Occupation Yes No
- (b) If an organization:
 - (1) Name Yes No
 - (2) Ownership or control Yes No
 - (3) Branch offices Yes No
- (c) Explain fully all changes, if any, indicated in items (a) and (b) above.

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IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4 AND 5(a).

3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.

Yes No

If yes, have you filed an amendment to the Exhibit C? Yes No

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Position	Date connection ended
Jennifer Maguire	Senior Vice President	11/11/2009

- (b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
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5. (a) Has any person named in item 4(b) rendered services directly in furtherance of the interests of any foreign principal? Yes No

If yes, identify each such person and describe his service.

- (b) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Position or connection	Date terminated
Jennifer Maguire	Senior Vice President	11/11/2009

- (c) During this 6 month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes No

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(c) of the supplemental statement? Yes No

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period?
Yes No

If yes, furnish the following information:

Name of foreign principal Date of termination

8. Have you acquired any new foreign principal² during this 6 month reporting period?
Yes No

If yes, furnish the following information:

Name and address of foreign principal Date acquired
Turkish Culture & Tourist Office 3/1/2009
821 United Nations Plaza, 4th Floor
New York, NY 10017

9. In addition to those named in Items 7 and 8, if any, list foreign principals² whom you continued to represent during the 6 month reporting period.

VIA RAIL
OFICINA DE VISITANTES Y CONVENCIONES DE LA RIVIERA NAYARIT
Singapore Tourism Board
Aruba Tourism Authority

10. EXHIBITS A AND B

(a) Have you filed for each of the newly acquired foreign principals in Item 8 the following:

Exhibit A³ Yes No
Exhibit B⁴ Yes No

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during the 6 month period? Yes No

If yes, have you filed an amendment to these exhibits? Yes No

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9).) A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157), sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155), sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, and 9 of this statement? Yes No

If yes, identify each such foreign principal and describe in full detail your activities and services:

Please see Attachment II for more details.

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes No

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates and places of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes No

If yes, describe fully.

⁵ The term "political activities" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS - MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes No

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies⁶.

Date	From whom	Purpose	Amount
Please see Attachment I - spreadsheet with the account of money receipts			

Total

(b) RECEIPTS - FUND RAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fund raising campaign⁷, any money on behalf of any foreign principal named in items 7, 8, or 9 of this statement? Yes No

If yes, have you filed an Exhibit D⁸ to your registration? Yes No

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS - THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes No

If yes, furnish the following information:

Name of foreign principal	Date received	Description of thing of value	Purpose
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⁶ 7 A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. (See Rule 201(e).)

⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fund raising campaign and transmitted for a foreign principal.

⁹ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS – MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

(2) transmitted monies to any such foreign principal? Yes No

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To whom	Purpose	Amount
8/25/2009	Eileen Knapp	Aruba - Airfare for the Winners of CBS Radio Promotions	\$1033.4
9/16/2009	Darlene B. & Wayne B.	Aruba - Airfare for the Winners of CBS Radio Promotions	\$853.4
9/5/2009	Jennifer R. ; Taylor R.	Aruba - Airfare for the Winner s of CBS Radio Promotions	\$893.4
8/19/2009	David Handschuh (Journalist from New York Daily News)	Aruba - Airfare for DIVE press trip	\$716.7
12/7/2009	GG Direct	Aruba - Postcards printing for Guerrilla marketing events	\$2684.00
12/2/2009	Michael Alan Group, Inc.	Aruba - Equipments and Services for Guerrilla marketing events	\$4695.00
7/29/2009	Journalists	RNCVB - Airfares for Body & Soul press trip	\$2775.75
7/28/2009	Journalists	RNCVB - Airfares for Fishing press trip	\$1472.73
10/31/2009	Efren Meza	RNCVB - Airfare for Peter Greenberg press trip	\$530.16
8/17/2009	Journalists	Singapore - Airfares for Grand Prix press trip	\$4221.66

\$19,876.20

Total

(b) DISBURSEMENTS – THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes No

If yes, furnish the following information:

Date disposed	Name of person to whom given	On behalf of what foreign principal	Description of thing of value	Purpose
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(c) DISBURSEMENTS – POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes No

If yes, furnish the following information:

Date	Amount or thing of value	Name of political organization	Name of candidate
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^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials¹²?
Yes No

IF YES, RESPOND TO THE REMAINING ITEMS IN SECTION V.

17. Identify each such foreign principal.

- VIA RAIL
- OFICINA DE VISITANTES Y CONVENCIONES DE LA RIVIERA NAYARIT
- Singapore Tourism Board
- Aruba Tourism Authority

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes No

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- | | | | |
|--|--|--|---|
| <input checked="" type="checkbox"/> Radio or TV broadcasts | <input checked="" type="checkbox"/> Magazine or newspaper articles | <input type="checkbox"/> Motion picture films | <input type="checkbox"/> Letters or telegrams |
| <input type="checkbox"/> Advertising campaigns | <input checked="" type="checkbox"/> Press releases | <input type="checkbox"/> Pamphlets or other publications | <input type="checkbox"/> Lectures or speeches |
| <input type="checkbox"/> Internet | <input type="checkbox"/> Other (specify) _____ | | |

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- | | | |
|--|---|---|
| <input type="checkbox"/> Public officials | <input checked="" type="checkbox"/> Newspapers | <input type="checkbox"/> Libraries |
| <input type="checkbox"/> Legislators | <input checked="" type="checkbox"/> Editors | <input type="checkbox"/> Educational institutions |
| <input type="checkbox"/> Government agencies | <input type="checkbox"/> Civic groups or associations | <input type="checkbox"/> Nationality groups |
| <input type="checkbox"/> Other (specify) _____ | | |

21. What language was used in the informational materials:

- English Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes No

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act? Yes No

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

In accordance with 28 U.S.C. §1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

3/11/2010

(Type or print name under each signature¹³)



MORRIS SILVER

NSD/CES/REGISTRATION
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¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

UNITED STATES DEPARTMENT OF JUSTICE
FARA REGISTRATION UNIT
NATIONAL SECURITY DIVISION
WASHINGTON, D.C. 20530

NOTICE

Please answer the following questions and return this sheet in triplicate with your Supplemental Statement:

1. Is your answer to Item 16 of Section V (Informational Materials – page 8 of Form CRM-154, formerly Form OBD-64-Supplemental Statement):

YES _____ ✓ _____ or NO _____

(If your answer to question 1 is “yes” do not answer question 2 of this form.)

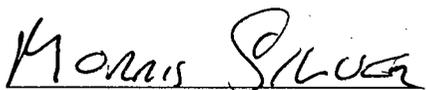
2. Do you disseminate any material in connection with your registration:

YES _____ or NO _____

(If your answer to question 2 is “yes” please forward for our review copies of all material including: films, film catalogs, posters, brochures, press releases, etc. which you have disseminated during the past six months.)


Signature

3/1/2010
Date


Please type or print name of
Signatory on the line above

CEO
Title

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U.S. Department of Justice

National Security Division

Washington, DC 20530

SECTION B

In addition to those persons listed in Section A, list below all current employees rendering services directly on behalf of the foreign principals(s) who have not filed short-form registration statements. (Do not list clerks, secretaries, typists or employees in a similar or related capacity). If there is some question as to whether an employee has an obligation to file a short-form, please address a letter to the Registration Unit describing the activities and connection with the foreign principal.

Name	Function	Date Hired
NONE		
Dawn Weissman	Vice President	Sept. 2005
Lori Traczyk	Vice President	3/11/2010

Signature:  Date: 3/11/2010
Title: CEO

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M. Silver Associates, Inc.
Customer Balance Detail
 Period 08/01/09 - 01/31/10

	Date	PR Fees	Reimbursed Expenses	Amount
360 Riviera Nayarit				
	08/31/2009	9,008.00	3,301.13	12,309.13
	09/30/2009	9,008.00	0.00	9,008.00
	10/31/2009	9,008.00	880.16	9,888.16
	11/23/2009	9,008.00	11,604.63	20,612.63
	12/14/2009	9,008.00	9,106.88	18,114.88
	01/01/2010	9,008.00	865.02	9,873.02
Total 360 Riviera Nayarit		54,048.00	25,757.82	79,805.82
844 Singapore Tourism Board				
	08/01/2009	15,000.00	6,721.36	21,721.36
	09/01/2009	15,000.00	10,116.60	25,116.60
	10/01/2009	15,000.00	6,933.15	21,933.15
	11/01/2009	15,000.00	2,203.00	17,203.00
	12/01/2009	15,000.00	5,204.69	20,204.69
	01/01/2010	15,000.00	3,302.94	18,302.94
Total 554 Singapore Tourism Board		90,000.00	34,481.74	124,481.74
399 VIA Rail Canada Inc.				
	08/01/2009	10,000.00	885.49	10,885.49
	09/01/2009	10,000.00	790.37	10,790.37
	10/01/2009	10,000.00	605.98	10,605.98
	11/01/2009	10,000.00	681.73	10,681.73
	12/01/2009	10,000.00	508.19	10,508.19
	01/01/2010	10,000.00	1,465.79	11,465.79
Total 560 VIA Rail Canada Inc.		60,000.00	4,937.55	64,937.55
270 Aruba Tourism Authority				
	08/01/2009	18,000.00	2,998.23	20,998.23
	09/01/2009	18,000.00	2,009.33	20,009.33
	10/01/2009	18,000.00	1,323.68	19,323.68
	11/01/2009	18,000.00	1,505.29	19,505.29
	12/01/2009	18,000.00	2,746.48	20,746.48
	01/01/2010	18,000.00	2,948.85	20,948.85
Total 850 Aruba Tourism Authority		108,000.00	13,531.86	121,531.86
372 Turkish Culture & Tourism				
	08/01/2009	22,000.00	1,188.91	23,188.91
	09/01/2009	22,000.00	501.80	22,501.80
	10/01/2009	22,000.00	337.70	22,337.70
	11/01/2009	22,000.00	366.23	22,366.23
	12/01/2009	22,000.00	2,994.44	24,994.44
	01/01/2010	22,500.00	0.00	22,500.00
Total 372 Turkish Culture & Tourism		132,500.00	5,389.08	137,889.08
TOTAL		444,548.00	84,098.05	528,646.05

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Attachment II

M.Silver Associates, Inc.

Item 11

Period 08/01/2009 - 01/31/2010

Account	Date	Press Trip/Event	Location	Sponsor
Aruba Tourism Authority	Aug. - Sept. 2009	CBS Radio Promotions	New York City	Aruba Tourism Authority
Aruba Tourism Authority	Aug. 30 - Sept 30, 2009	DIVE FAM Press Trip	Aruba	Aruba Tourism Authority
Aruba Tourism Authority	Nov. - Dec. 2009	Aruba Guerilla Marketing Events	New York City	Aruba Tourism Authority
Riviera Nayarit	Aug. 2009	Body & Soul Press Trip	Mexico	Riviera Nayarit
Riviera Nayarit	Aug. 2009 & Nov. 2009	Fishing Press Trip	Mexico	Riviera Nayarit
Riviera Nayarit	Nov. 2009	The Ellen DeGeneres Show	New York City	Riviera Nayarit
Riviera Nayarit	Oct. & Dec. 2009	Peter Greenberg Press Trip	Mexico	Riviera Nayarit
VIA Rail	Sept. 21 - 27, 2009	Maritime Press Trip	Canada	VIA Rail
Singapore Tourism Board	Sept. 2009	Singapore Grand Prix Press Trip	Singapore	Singapore Tourism Board
Singapore Tourism Board	Oct. 2009	Marina Bay Sands and Singapore Tourism Board Media Luncheon	New York City	Singapore Tourism Board

Activity Report

**ARUBA TOURISM AUTHORITY
MONTHLY PR ACTIVITY REPORT – AUGUST 2009**

TO: MINISTER BRIESEN, MYRNA JANSEN, GINA LOPEZ-GNECCO, THERESITA CHAI, FRITS ISRAEL, GERALDINE COUTINHO, NATHALIE MADURO, MANDY LOPEZ

FROM: VIRGINIA SHERIDAN, JENNIFER MAGUIRE, DAWN WEISSMAN, COLLEEN MCCORMICK, ROBERT EINHORN, JESSICA DELGUERCIO, MIRUNA SEITAN

PUBLIC RELATIONS

I. Press Coverage

Outlet	Title	Date	Circ.	Ad Value
MSA Generated Clips				
<i>About.com</i>	Eco-Friendly Caribbean Resorts	8/03/2009	32,944,372	\$130,603
<i>About.com</i>	Aruba for Two	8/14/2009	32,944,372	N/A
<i>Travel Pulse</i>	Aruba Unveils Line-up For Music Festival	8/19/2009	70,000	N/A
<i>Brides</i>	Honeymoon registry 101	8/1/2009	360,801	N/A
<i>Canadian Traveller</i>	Aah, The Caribbean	8/01/2009	15,000	\$992
<i>Caribbean Travel + Life</i>	Early Bird Savings in Aruba	8/27/2009	154,811	\$7,401
<i>Caribbean Travel and Life</i>	Last Minute Family Fun	8/18/2009	154,811	\$63,760
<i>Destination Weddings and Honeymoons</i>	Easy Caribbean Weddings	08/2009	125,000	\$3,658
<i>Examiner.com</i>	Aruba Opens Revamped Archaeological Museum and National Park	8/03/2009	1,766,717	N/A
<i>Family Travel Network</i>	Aruba Offers Fall and Winter Promotions	8//21/2009	74,523	N/A
<i>ISLANDS</i>	Sound of Change	8/1/2009	211,171	\$6,040
<i>Jetsettersblog</i>	Aruba Hotels for Family, Romance Travel	8/24/2009	N/A	N/A
<i>Miami Herald</i>	Travel Briefs – Aruba Beyond	8/09/2009	342,423	\$1,218

	the Beach			
<i>MiamiHerald.com</i>	Travel Briefs – Aruba Beyond the Beach	8/09/2009	1,776,164	N/A
<i>Miami Herald</i>	Season Deals	8/16/2009	342,423	\$406
<i>MiamiHerald.com</i>	Season Deals	8/16/2009	1,776,164	\$4,428
<i>Modern Bride</i>	The World’s 50 Best Honeymoons	09/01/2009	313,360	\$8,198
<i>Peter Greenberg Online</i>	Ask the Locals Island Guide: Aruba	8/27/2009	1,490,651	N/A
<i>Sherman’s Travel</i>	Where to Go for Value	08/01/2009	200,000	\$536
<i>Smarter Travel</i>	Aruba Getaways with Airfare from \$691	7/27/2009	1,052,002	\$705
<i>Travel Agent Central</i>	Fall, Winter Savings in Aruba	8/14/2009	85907	N/A
<i>Travel Pulse</i>	Aruba Hotels Offer Deals for Family, Romance Travel	8/14/2009	70,000	N/A
<i>Travel Pulse</i>	Aruba Readies for Eighth Annual Music Fest Festival	8/26/2009	70,000	N/A
<i>TravelBite.co.uk</i>	Earth, Wind and Fire Set for Aruba	8/26/2009	N/A	N/A
<i>Caribbean Travel + Life</i>	Early Bird Savings in Aruba	8/27/2009	154,811	\$7,401
<i>PCMA Convene</i>	Aruba- the Ideal Venue for Your Next Meeting	8/01/2009	30,000	\$7,209
Additional Clips				
<i>Boston Globe</i>	Finding Travel Deals Could Take some Hunting This Fall	8/09/2009	3,972,635	\$15,948
<i>Tennessean</i>	Travel Deals: Aruba, Not the Caribbean as Usual	8/07/2009	147,381	N/A
<i>Tennessean Online</i>	Travel Deals: Aruba, Not the Caribbean as Usual	8/07/2009	419,283	\$7,297
<i>New York Post</i>	30% off at the Renaissance	8/18/2009	667,116	\$848
<i>Travel Pulse</i>	Hyatt Regency Aruba Completes Special Suites	8/12/2009	70,000	N/A
<i>Buzzle.com</i>	Top 10 Vacation Spots	8/24/2009	1,873,116	N/A
<i>We Just Got Back</i>	3 rd Night Free at Radisson Aruba	8/24/2009	N/A	N/A
<i>SmarterTravel.com</i>	Cheap Destinations Right Now: Aruba, Mexico, Vegas	8/19/2009	1,052,002	\$2,349
<i>Miami Herald</i>	Gamblers Will Find Plenty of Good Bets on Island	8/16/2009	342,423	\$406

****Note: For websites circulation according Visitors per Month via Quantcast.com**

Outlet	Title	Date	Circ./Av value
<i>ABC Money Matters</i>	Jim Sherman – “Sweet Spots”	8/17/2009	N/A
<i>101.1 Radio Remote</i>	Live Remote from Aruba Marriott; interview with Fritz Israel	8/10-8/11	N/A/\$232,500
<i>Deco Drive-7:30pm</i>	Aruba Segment	8/27/2009	40,000/ \$7980
<i>Deco Drive-11:30pm</i>	Aruba Segment	8/27/2009	40,000/ \$7980
Total (print and broadcast)			85,149,439 \$524,112

II. Press Releases

Distribution Date	Title/Subject
8/13/09	Aruba Invites Travelers to "Fall" Into Savings with Autumn/Winter Travel Packages
8/18/09	Eighth Annual Aruba Music Festival Features International Icons
8/19/09	Extend Summer Weather Through the Fall with Delta Vacations Packages To Aruba
8/31/09	Escape to Aruba and Save with US Airways Vacations On Air and Hotel Packages

III. Media Communications (Print, Broadcast and Online)

Outlet/Journalist	Topic and Next Steps
<i>Freelancer,</i> Bel Kambach	Visiting Aruba in August; provided information on destination and newest attractions
<i>Islands Magazine,</i> Karen Berliner	Offered information about shopping in Aruba
<i>E Turbo News,</i> Elinor Garely	Interested in active vacation release issued by MSA; sent journalist more information
<i>Orbitz,</i> Lena Katz	Interested in all-inclusive hotels offering perks; sent information on Westin, Amsterdam Manor, Divi Aruba
<i>For the Bride,</i> Ivette Manners	Offered information on specials and incentives for weddings and newlyweds and “One Cool Honeymoon”
<i>Freelancer,</i> Gale Clapper	Evaluated journalist credentials; did not recommend to ATA
<i>Freelancer,</i> Bel Kambach	Inquired about visiting Aruba for various publications, dates did not work with ATA; request will be revisited later in the year
<i>Meetings & Conventions,</i> Hunter Slaton	Offered information and images
<i>New York Daily News,</i> David Handschuh	Journalist expressed interest in attending the Dive press trip; MSA working with him on itinerary and logistics of trip
<i>Diver Magazine,</i> Stephen Weir	Interested in attending the Dive press trip, MSA coordinating with journalist; dates ultimately didn’t work and will visit another time

<i>Freelancer</i> , David Swanson	Fact checked article to appear in Miami Herald 8/16
<i>FamilyVacationcritic.com</i> , Candyce Stapen	Journalist being hosted by two hotels, and looking for assistance with activities and airfare; MSA worked with ATA to secure
<i>NewsProNet</i> , Mario Pascual	MSA sent b-roll for TV segment to air on August 31
<i>Caribbean Living</i> , Ruthanne Terrero	Offered information on hotel packages for families, "One Cool Family" promo and deals from Summer travel release; sent information and details on events from September through November
<i>Travelweek</i> , Kathryn Folliot	Interested in destination updates on Aruba for Caribbean roundup story; MSA provided various press releases on new developments, new ad campaign
<i>Frommers.com</i> , Carrie Havranek	Sent information on prices of common goods in Aruba
<i>Caribbean Living Magazine</i> , Rayna Handelman	Provided information on AMF and photos to be used in upcoming story
<i>Travel Pulse</i> , Jim Ruggia	Interested in adult resorts; MSA provided information on Renaissance Marina Hotel and Bucuti Beach Resort
<i>JEZEBEL Magazine and Tuxedo Road Magazine</i> , Steve Yu	Arranging details of trip to Aruba
<i>Toronto Star</i> , Jim Byers	Pitched various story angles and journalist interested in visiting Aruba
<i>Outside</i> , Abraham Strep	Island coverage will be included in a winter issue.;journalist expressed interest in October press trip
<i>Men's Health</i> , Adam Borstein	Pitched summer sports activities release

IV. Press Visits

- **Group Press Visits**

- MSA secured the following journalists who are certified divers for Dive Fam taking place August 30 - September 3, 2009
 - David Handschuh (*New York Daily News*)
 - Eric Michael (*Sports Diver Magazine*)

- **Individual Press Visits** – Arranged for the following writers to visit Aruba:

- *Jezebel* and *Tuxedo Road*, Steve Yu– MSA working with writer to secure dates for trip in October with coverage to appear in Spring 2010
- *FamilyVacationcritic.com*, Candyce Stapen – MSA secured airfare and activities for journalist; updating content on Aruba for her website
- *Freelancer*, Jimmy Im- MSA working with ATA to arrange journalist's visit to Aruba in October
- *Edge Publication*, David Andrusia- MSA evaluating media visit request
- *Deco Drive*, *Aubrey Aquino*- MSA arranged for visit for a taped segment

VII. Media Leads for ATA Partners:

- *Caribbean Travel + Life* – high season deals and packages for December issue

VIII. New Media Initiatives

- Continuous monitoring of blogs, online travel communities and Twitter for coverage and opportunities for Aruba
- Regularly refining and updating target blogger list and sending pitches, releases and news about the destination
- Posted Aruba press releases on PitchEngine.com for increased online exposure and pick up
- **Tweets sent from MSA Twitter account on behalf of Aruba:**
 - Peter Greenberg recently hosted his radio show at Aruba's Radisson Resort, Casino & Spa. Listen to the segment here: <http://bit.ly/3WIwd> (8-26-09)
 - 8th Annual Aruba Music Festival Announces performances by Earth, Wind & Fire, Paulina Rubio and More! <http://pitch.pe/22339> (8-18-09)
 - Travelers to Aruba can "Fall" into savings with autumn & winter packages: <http://pitch.pe/21707> (8-13-09)
 - Jim Sherman of Sherman's Travel highlights Aruba as a summer "Sweet Spot" on ABC News "Money Matters" - <http://tinyurl.com/lqemfr> (8-11-09)
 - Aruba, the island of 90,000 friends, now has 3,000 Facebook fans. Join our network & share ur travel experiences: <http://tinyurl.com/npk6hz> (8-10-09)
 - Vacationing in Aruba this month? Free admission into the National Archaeological Museum through the end of August! <http://tinyurl.com/lv9lm5> (8-6-09)
 - Golf? Kayaking? Horseback riding? Scuba? Aruba's year-round sunshine and steady winds are perfect for all activities: <http://pitch.pe/20450> (8-3-09)

IX. Miscellaneous

- **Aruba Marketing Retreat (August 24-26, 2009)**
 - Report on all PR activities and results to date was prepared and forwarded to ATA prior to retreat
 - Jennifer and Colleen attended the Aruba Marketing Retreat on island
 - MSA presented PR tactics from the past year and plans for moving forward, and included a highlight reel to show results from the year in review
 - Virginia, Jennifer and Colleen to attend the Global Branding Meetings in Seacaucus, NJ in September
- **Airline Partner Packages**
 - Communicated with Aruba's airline partners to request information on special Aruba packages which MSA can promote in local markets
 - Created, distributed and pitched press releases announcing fall/winter travel deals for US Airways Vacations and Delta Vacations
- **Media Feedback**
 - Researched background on Mr. Jones-Bey, guest at Westin Hotel
 - Reviewed commentary regarding Non Urban Dictate; determined to be a hoax/spam e-mail; advised ATA of next steps

- **ORM Report**
 - Reviewed ATA comments and provided feedback
- **Fashion Week in NYC**
 - Provided research and recommendations on added-value activity in New York
 - Agency to provide models and training for event

X. Special Contingency Projects

- **Satellite Media Tour**
 - MSA researched opportunities for a Fall Travel SMT
 - MSA to send along recommendations if an appropriate opportunity appears
- **Television Outreach**
 - *Deco Drive*, Aubrey Aquino, Produce and talent – visited island in August and filmed a travel segment which aired August 27th, 2009. MSA arranged activities, flights, accommodations and speaking points
 - *TBS Movie & a Makeover*, Julie Bitton, Lifestyle producer – Interested in bringing the Show to Aruba, but doesn't have an island location at this time
 - *Good Company (NBC Cleveland)*, Clare Donovan, producer – Obtaining information about the show and what's involved for a segment in Aruba. MSA will work with Nicole Nichols to work out details
 - *Hot Topics (ABC Atlanta)* – reached out to Autumn Sims, producer
 - *Chronicle (ABC Boston)* – Ted Reinstein, producer interested in bringing the show to Aruba
 - *The Dish (CBS Cincinnati)* – pitched island news/information to Katrena Callahan, producer
 - *Better Connecticut (CBS Hartford)* – sent island news to Melissa Dethlefsen, producer
 - *Better Philly (MyNetwork, Philly)* – Wendy Keiser, producer, interested in visiting Aruba
 - *Your Carolina with Jack and Kimberly (CBS, Greenville, SC – Asheville, NC)* – reached out to Megan Heidelberg, producer: expressed interest in filming from Aruba; MSA to find out details about Aruba's involvement
 - *Scene on 7 (CBS, Greenville, SC- Asheville, NC)* – pitched island news to Heather Husson, producer
 - *Island Hoppers TV/ Sun Network* – Passed on producer's interest in covering Aruba. The network the show airs on is not a media interest for Aruba
 - *Life & Leisure/Bravo* – Passed on the producer's interest in covering Aruba. It's a Paid Sponsorship program on Bravo and not a real show
 - *Twin Cities Live (ABC, Minneapolis – St Paul, MN)* – reached out to Mandy Grosser, executive producer
 - *Jennifer (ABC Pittsburgh)* – reached out to producers, but show is on hiatus and may be canceled

Partnerships/Promotions

- 101.1FM (WCBS Radio) – MSA worked with Diamond PR and the producers of WCBS 101.1FM radio station in New York City to

coordinate a two day live remote from the Aruba Marriott as well as trip give-a-way for the listeners.

- Contest ran early-August and has a promotional value of \$232,500
- The Nest.com Promotion
 - Secured a promotion with TheNest.com for Aruba to participate in their “Escape to the Tropics” sweepstakes
 - Secured a five-night trip giveaway with the Radisson Aruba
 - Sweepstakes to run on TheNest.com in October, and has a promotional value of \$75,000
- Tourneau Watch Retailer
 - Secured a promotional opportunity with luxury watch retailer Tourneau to participate in the “Fall Escape” sweepstakes being promoted in their 36 stores nationwide, along with their nine WatchGear stores
 - Secured a five-night stay with the Marriott
 - The promotion is to run from September to December 2009 and has a promotional value of \$100,000
- Modern Bride/Elegant Bride Magazines
 - Secured opportunity for Aruba resort to be part of magazines’ 2010 Marketing Sweeps, providing a promotional value of \$100,000
 - Promotion involves exposure for Aruba in both magazines (8 million+ combined circulation), and at bridal shows nationwide
 - Opportunity secured with The Hyatt Aruba; MSA approved creative to appear on website
- **New Aruba B-roll**
 - Reviewed first draft and provided a detailed list of suggested edits for ATA’s review
 - Will incorporate ATA’s edits when received and work with production company on the final version

###

Activity Report

**ARUBA TOURISM AUTHORITY
MONTHLY PR ACTIVITY REPORT – SEPTEMBER 2009**

TO: MYRNA JANSEN, GINA LOPEZ-GNECCO, THERESITA CHAI, FRITS ISRAEL, GERALDINE COUTINHO, NATHALIE MADURO, MANDY LOPEZ

FROM: VIRGINIA SHERIDAN, JENNIFER MAGUIRE, DAWN WEISSMAN, COLLEEN MCCORMICK, ROBERT EINHORN, MIRUNA SEITAN

PUBLIC RELATIONS

I. Press Coverage

Outlet	Title	Date	Circ.	Ad Value
MSA Generated Clips				
<i>Examiner.com</i>	Caribbean Festivals Feature Music, Pirates, Culture and Cuisine	9/08/2009	50,900	\$1,815
<i>Brooklyn Family</i>	Think Aruba	9/01/2009	67,000	\$37
<i>Poker News</i>	PokerNews Jet Set: Aruba	9/21/2009	21,129	N/A
<i>Canadian Travel Press</i>	Save at Aruba Hotels	9/18/2009	18,500	N/A
<i>Islands Magazine</i>	Caribbean Festivals on Aruba, Trinidad Dominica and Montserrat	9/03/2009	211,171	\$6,040
<i>Islands Online</i>	Caribbean Festivals on Aruba, Trinidad Dominica and Montserrat	9/3/2009	66,305	N/A
<i>Queens Family</i>	Think Aruba	9/01/2009	N/A	\$227
<i>Skylights Magazine</i>	Taking Off – Poker Face Palm Beach Aruba, Sept 25-Oct 30	9-10/2009	40,000	N/A
<i>St. Cloud Times</i>	Music- Aruba Music Festival	9/27/2009	35,518	\$92
<i>Sctimes.com</i>	Music- Aruba Music Festival	9/27/2009	39,414	N/A
<i>JaxFax</i>	Getting to Know Your New Friends in Aruba	9/01/2009	20,800	\$5,306
<i>About.com</i>	Caribbean Freebies	9/30/2009	32,365,744	\$164,338
<i>Examiner.com</i>	AirTran to Offer New Service to Aruba	9/25/2009	75,000	N/A

Additional Clips				
<i>Dreamscapes</i>	Choose Your Adventure	9/01/2009	115,000	\$192
<i>Wall Street Journal</i>	Holiday Travel – Occidental Resorts Aruba	9/25/2009	302,393	\$573
<i>About.com</i>	Aruba Beach Tennis Package	9/25/2009	32,365,744	N/A
<i>Travel Pulse</i>	Aruba Cruise Tourism Posts New Video on Website	9/25/2009	70,000	N/A
<i>Caribbean Travel + Life (editor's blog)</i>	Last Minute Sale at the Radisson Aruba	9/24/2009	45,000	N/A
<i>Travel Pulse</i>	Aruba's Hyatt Regency Unveils New Suites	9/24/2009	70,000	N/A
<i>TravelMusings Blog</i>	Hurricane Season Deals and Guarantees for Florida, Mexico, and Caribbean Getaways	9/18/2009	N/A	N/A
<i>Travel Pulse</i>	Renaissance Offers Packages in Online Auction	9/18/2009	70,000	N/A
<i>Pittsburgh Post Gazette</i>	Spawning in Aruba	9/17/2009	331,839	\$1,499
<i>WeJustGotBack.com</i>	Radisson Aruba: Half Price in High Season	9/16/2009	12,500	
<i>KFDA-TV Channel 10</i>	If You Could Visit, Why Would You Pick Aruba for Your Caribbean Vacation?	9/11/2009	39,341	N/A
<i>Travel Weekly</i>	Bucuti Beach Resort Offers \$167 Nightly Rate	9/07/2009	40,700	\$1,973
<i>Sunday Evansville Courier and Press</i>	Where in the World Can You Go For...	9/06/2009	87,771	\$177
<i>Carib News</i>	Affordable Aruba	9/1/2009	67,000	\$810
Totals			66,628,769	\$183,079

****Note:** Website circulation is noted as visitors per month according to Quantcast.com

II. Press Releases

Distribution Date	Title/Subject
9/22/2009	Aruba's \$90 Million Renewable Energy Program is Underway
9/30/2009	"Tax-Free" Status Offers Yet One More Reason for Business Travel to Aruba

III. Media Communications (Print, Broadcast and Online)

Outlet/Journalist	Topic and Next Steps
<i>Island Life</i> , K. Berliner	Provided images for story on shopping in Aruba
<i>Travel + Leisure</i> , E. Florio	Provided information and fact checked story on Aruba to run as part of Caribbean round up in the November issue
<i>New York Times</i> , A. Busacca	Pitched information on Aruba Music Festival

<i>New York Times</i> , D. Lee	Pitched the Aruba Music Festival to reporter for coverage
Freelancer-Travel Column, J. Groene	Offered information on family-friendly Aruba offerings
<i>Gourmet's Diary of a Foodie</i> and <i>Ming Tsai</i> , L. Donnelly	Sent information on dining in Aruba
<i>Inside Orlando</i> , L. Sagers	Sent information and pitched new AirTran service out of Orlando to Aruba
<i>Edge Publications</i> , D. Andrusia	Arranged journalist's visit to Aruba and provided information on GLBT and eco-friendly offerings
<i>Poker News</i> , M. Parvis	Forwarded press kit prior to press visit
Performance Media Group, J. Ruggia	Sent information on adult hotels and activities in Aruba
<i>Departures (freelancer)</i> , B. Cramer	Pitched journalist on covering Aruba for a feature story and reached out to see if he can accept press trips
<i>New York Post</i> , D. Landsel	Pitched Aruba for consideration in any upcoming winter/holiday travel stories
<i>Newsday</i> , K. Granville	Pitched Aruba for inclusion in Caribbean round-up story
<i>Metro NY</i> , A. Campbell	Pitched writer on covering Aruba as part of any stories pertaining to winter/holiday travel
<i>AM New York</i> , K. George	Pitched writer on covering Aruba's Fall/Winter deals
<i>Central Florida Lifestyle</i> , T. Beach	Sent information and pitched new AirTran service out of Orlando to Aruba
<i>Orlando Sentinel</i> , J. Veselka	Pitched new AirTran service out of Orlando
Freelancer, B. Love	Working with journalist to set up FAM trip; writer is on assignment for <i>Skylights</i> , <i>INSite</i> and <i>Atlantic Social Magazine</i>
<i>Skylights</i> , L. Simundson	Sent photo editor Aruba image and caption for November/December issue
<i>GO Magazine</i> , B. Porter	Pitched editor on Aruba's new AirTran service
<i>Newsday</i> , S. Vanness	Responded to media lead on direct flights to Caribbean from NYC
<i>Away.com</i> (anonymous lead)	Sent information in response to a media lead on National Parks
<i>Budget Travel</i> , A. Chen	Offered information on Aruba's exclusive hotel packages for the December/January issue
<i>New York Daily News</i> , D. Handschuh	Followed up with writer after visit; story to run in Caribbean section coming out this fall
<i>Orlando Magazine</i> , S. Preston	Pitched new AirTran service out of Orlando to Aruba and sent latest destination news
<i>Sherman's Travel</i> , S. Johnnidis	Sent hotel deals for November/December issue

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<i>The Detroit News</i> , S. Pollack	Sent information on new developments in Aruba for consideration for upcoming travel story or blog posting
<i>The Boston Globe</i> , A. Fitzgerald	Pitched editor on new developments in Aruba for any upcoming Caribbean travel stories
<i>Boston Weddings</i> , J. Sinclair	Pitched destination wedding and honeymoon options in Aruba
<i>The Boston Globe</i> , J. Hatfield	Followed up with writer following trip to Aruba this past spring to secure date of publication for Aruba coverage
<i>The Detroit Free Press</i> , E. Creager	Sent information on new developments in Aruba for consideration for any Caribbean stories planned for the winter

IV. Press Visits

- **Group Press Visits**

- MSA secured the following journalists who are certified divers for Dive Fam which took place August 30 - September 3, 2009
 - David Handschuh (*New York Daily News*)
 - Eric Michael (*Sports Diver Magazine*)
- MSA following up with the journalists to secure dates of publication for their stories

- **Individual Press Visits** – MSA arranged for the following writers to visit Aruba:

- *Caribbean Travel & Life*, S. Greer – Arranged for editor to visit Aruba September 30 - October 7 and take photos for January 2010 issue
- Freelancer (*Adventura, Skylights, Go Magazine*), J. Im – Arranged media visit for October 2 - 5
- *Jezebel* and *Tuxedo Road*, S. Yu – Arranged journalist’s visit for October 16-22

VII. Media Leads for ATA Partners:

- *Budget Travel* – Exclusive hotel packages for December/January issue
- *New York Daily News* – Where to go in the Caribbean based on criteria such as family fun, singles, isolated beaches, heritage sights, etc.
- *Sherman’s Travel* – Luxury late fall/early winter deals for the upcoming “Luxe List.”
- *American Way* and *Private Clubs* – New hotel/resort, restaurant, attraction, and tour updates

VIII. New Media Initiatives

- Continuous monitoring of blogs, online travel communities and Twitter for coverage and opportunities for Aruba
- Regularly refining and updating target blogger list and sending pitches, releases and news about the destination
- Posted Aruba press releases on PitchEngine.com for increased online exposure and pick up

- **Tweets sent from MSA Twitter account on behalf of Aruba:**
 - Plan your next group meeting or business event in Aruba – new incentives available with the tax-free status: [http://pitch.pe/27561\(9-30-09\)](http://pitch.pe/27561(9-30-09))
 - AirTran Airways launching nonstop flights to Aruba from Atlanta (Dec 19, 2009) and Orlando (Feb 13, 2010). Book your tix @ www.airtran.com (9-30-09)
 - RT @ArubaNews: The Best Restaurants for #wine Lovers on Aruba <http://bit.ly/SCUau - Aruba.com> (9-23-09)
 - The temperature in the NE is dropping fast, but not in Aruba! Check out these hot deals and book a vacation now! <http://tinyurl.com/lbpoz6> (9-09-09)
 - In Aruba this weekend? Make sure to check out the Caribbean Sea Jazz Festival! <http://tinyurl.com/kur6bt> (9-4-09)

IX. Miscellaneous

- **Bon Appétit Events**
 - MSA team members attended the Bon Appétit Supper Club lunch and dinner events on behalf of ATA on September 25, 2009
- **Fashion Week in NYC**
 - MSA sourced a model to work the Aruba booth during fashion week
 - MSA trained the model and provided talking points on the destination
 - MSA set-up booth and attended event
- **Global Branding Meeting (September 1 - 2)**
 - Virginia, Jennifer and Colleen attended on behalf of MSA
 - Presentation highlighted top media trends in the U.S. and provided information on MSA's PR plans for 2010
 - Met and brainstormed with PR representatives from Aruba's regional offices around the world

X. Special Contingency Projects

- **Satellite Media Tour: Fall Travel Deals (taking place October 9, 2009)**
 - Researched and recommended ATA's participation in Fall Travel SMT
 - Negotiated a lower price for the SMT and drafted Aruba message points for spokesperson
 - Participated in conference calls with producer and spokesperson in preparation for SMT
- **Television Outreach**
 - *What Not to Wear* (TLC) – Pitched show producers who would like to send crew to shoot season premiere episode in Aruba this fall; show to air in early-January
 - *Twin Cities Live* (ABC, St Paul-Minneapolis) – Reached out to show's producers who would like to conduct a live broadcast from Aruba; awaiting satellite costs from ATA for further evaluation of this opportunity

- *Tough Love* (VH1) – Show would like to bring the finale episode to Aruba in 2010; MSA following up to find out proposed shooting dates, production needs, etc.
- *Bridget's Sexiest Beaches* (Travel Channel) – The show did not get picked up for a new season
- *Food Network Challenge* – Producer will keep Aruba in mind for future challenge episodes
- True Entertainment - Reached out to production company to see if there are opportunities to shoot in Aruba as they produce *Real Housewives of Atlanta* (Bravo) and *Whose Wedding Is It Anyway* (Style Network)
- *Real Housewives of New Jersey* (Bravo) – Reached out to producer who will keep Aruba in mind if the show gets picked up for another season
- *More to Love* (FOX) – Show is finishing up Season One and not sure if it will be picked up for a second season yet
- *LX New York* – Pitched Aruba to be featured in the show
- *America's Next Top Model* – Pitched shooting in Aruba to show's producer
- *The Bachelor* (ABC) – Pitched Aruba as an on-location shoot for upcoming season
- *The Biggest Loser* (NBC) – Pitched Aruba to show's contacts
- *Victoria's Secret Model Search* – Pitched filming in Aruba to show's producer
- *Rachel Zoe Project* - Pitched Aruba as part of an upcoming story line in the show

- **Partnerships/Promotions**

- MORE Magazine
 - Secured opportunity for Aruba and Tierra del Sol to participate in a promotion through *MORE* magazine at the ANA Annual Conference taking place November 5-8, 2009 and be featured in the January issue of *MORE* magazine and on the magazine's website
- 101.1FM (WCBS Radio)
 - MSA continues to work with Diamond PR to fulfill the trip give-aways to the prize winners
- Tourneau Watch Retailer
 - Finalized creative with the Marriott, as promotion is scheduled to run in-store from October - December
- Modern Bride Magazine
 - Finalized creative with the Hyatt as the promotion is set to run in the December/January issue, which will be *Modern Bride*'s final issue
 - Promotion now confirmed to also run in *Bride*'s magazine in 2010 (exact issue TBD)

- **New Aruba B-roll**

- Incorporated ATA's edits with MSA's edits and communicated changes to production company regarding first draft

###

Activity Report

ARUBA TOURISM AUTHORITY MONTHLY PR ACTIVITY REPORT – OCTOBER 2009

TO: MYRNA JANSEN, GINA LOPEZ-GNECCO, THERESITA CHAI, FRITS ISRAEL, GERALDINE COUTINHO, NATHALIE MADURO, MANDY LOPEZ

FROM: VIRGINIA SHERIDAN, DAWN WEISSMAN, COLLEEN MCCORMICK, ROBERT EINHORN, MIRUNA SEITAN

PUBLIC RELATIONS

I. Press Coverage

Outlet	Title	Date	Circ.	Ad Value
MSA Generated Clips				
<i>About.com</i>	Tourneau Contest	10/25/2009	32,365,744	\$181,184
<i>Washington Post Online</i>	Coming & Going: Aruba, Passenger Rights, Cruise Pollution	10/25/2009	6,400,000	\$57,606
<i>Travel + Leisure</i>	Affordable Caribbean	11/01/2009	957,987	\$201,996
<i>Washington Post</i>	Coming & Going: Aruba	10/25/2009	582,244	\$4,792
<i>Newsday.com</i>	Travel Deals to Aruba	9/25/2009	368,194	\$920
<i>Newsday.com</i>	Tours & Deals	9/27/2009	368,194	N/A
<i>Atlanta Journal Constitution</i>	Do you have a favorite Caribbean getaway?	10/28/2009	261,828	N/A
<i>Islands.com</i>	Book Now: Caribbean for Cheap	10/10/2009	202,411	\$51
<i>The Columbus Dispatch</i>	Caribbean on the Cheap	10/11/2009	195,510	\$1,289
<i>Caribbean Travel + Life</i>	Trip Savvy	10/01/2009	153,156	N/A
<i>Caribbean Travel + Life</i>	Beach Tennis in Aruba	10/28/2009	153,156	N/A
<i>Caribbean Travel + Life</i>	Affordable Aruba	10/28/2009	153,156	N/A
<i>Travel + Leisure Online</i>	Aruba gears up for Fall and Winter with family & romance packages	10/08/2009	95,000	N/A
<i>Travel Pulse</i>	Aruba to Host SITE 2009 International Conference	10/26/2009	75,000	N/A

<i>Travel Pulse</i>	Aruba Makes White List and Can Now Offer Tax Incentives	10/01/2009	75,000	N/A
<i>Travel Pulse</i>	Westin Aruba Adds a la Carte Dining to All-Inclusive Options	10/12/2009	75,000	N/A
<i>Corporate Meetings & Incentives</i>	The Caribbean: Focused on the Business of Meetings	9/01/2009	37,000	N/A
<i>New York Daily News Online</i>	Choose your Caribbean Destination for romance, the outdoors, luxury, or just to get away from it all	10/24/2009	6,994,079	\$18,989
<i>eTurboNews.com</i>	Aruba Invests \$500 Million in Tourism Industry	10/25/2009	11,700	N/A
<i>eTurboNews.com</i>	Aruba's US \$90 Million Renewable Energy Project Underway	10/02/2009	11,700	N/A
<i>Caribbean News Digital</i>	Aruba Cruise Tourism Posts New Video on Website	10/05/2009	N/A	N/A
<i>Caribbean News Digital</i>	Aruba's Muse-See Destinations	10/28/2009	N/A	N/A
<i>Family Vacation Critic</i>	Aruba Family Vacations	10/01/2009	N/A	N/A
CIPORE.org	90 Million Renewable Energy Project Underway in Aruba	10/14/2009	N/A	N/A
<i>Content Corral</i>	Great Tips in Choosing a Hotel in Aruba	10/11/2009	N/A	N/A
<i>eHotelier.com</i>	Hotel News in Brief	10/28/2009	N/A	N/A
Additional Coverage				
<i>Examiner.com</i>	Aruba: Offbeat Excursions for a 5 Day Trip	10/05/2009	50,900	\$16,484
<i>New York Daily News</i>	Big Things Come in Small Packages with an Aruba Vacation	10/05/2009	544,167	\$18,989
<i>Black Meetings & Tourism</i>	Guide to Meeting, Incentives and Traveling in the Caribbean	9/01/2009	28,800	\$990
<i>Calgary Herald</i>	Travel Notes	10/28/2009	133,787	\$357
<i>eTurbonews.com</i>	Aruba Family Vacations	10/01/2009	11,700	N/A
<i>Inside Magazine</i>	The Cool Shoulder	10/01/2009	51,500	N/A
<i>Jax Fax</i>	Getting to Know Your New Friends in Aruba	9/01/2009	21,650	N/A
<i>Meetings and Conventions</i>	On-Site	10/30/2009	70,082	\$41,690
<i>Ohio Lawyer</i>	Soak up the sun and CLE in Aruba	10/01/2009	70,000	N/A
<i>Recommend.com</i>	A White Sand Christmas in the Caribbean	10/27/2009	368,194	\$8,000
<i>San Francisco Chronicle</i>	Pirating the Caribbean	10/11/2009	312,118	\$7,179
<i>NYDailynews.com</i>	Around the World	9/27/2009	6,200,000	N/A
<i>Ohio Lawyer</i>	Affordable Caribbean	11/01/2009	30,050	N/A

<i>Travel Agent Central</i>	Holiday Inn Resort Aruba Joins IGLTA	10/28/2009	85,000	N/A
<i>Travel Agent Central</i>	Aruba: Your Best Choice	10/05/2009	85,000	N/A
<i>Vacation Agent</i>	Aruba's Holiday Inn Commits to Gay and Lesbian Travelers	10/26/2009	75,000	N/A
<i>Vacation Agent</i>	Adult Appropriate	10/14/2009	75,000	N/A
<i>Vacation Agent</i>	Economic Stimulus "The Marriott Vacation Club Way" at Aruba Surf Club	10/10/2009	31,519	N/A
<i>Yahoo News</i>	Economic Stimulus "The Marriott Club Way" at Aruba Surf Club	10/10/2009	42,777,455	\$112,099
<i>YourNewsCafe.com</i>	Top Five Money Saving Travel Secrets in Any Economy	10/01/2009	N/A	N/A
Totals			94,064,719	\$672,615

***Note: Website circulation is noted as visitors per month according to Quantcast.com*

II. Press Releases

Distribution Date	Title/Subject
10/22/2009	Aruba to Host Society of Incentive and Travel Executives (SITE) 2009 International Conference

III. Fall Travel Deals SMT (October 9, 2009)

Market	Show	Airdate	Audience	Ad Value
Tampa- St Pete	WSRQ-AM	10/9/2009	21,400	\$1,700
Miami- Fort Lauderdale	WFTL-AM	10/9/2009	28,700	\$2,300
St Louis	KFUO-AM	10/9/2009	21,200	\$1,700
Yakima	KBBO-AM	10/9/2009	9,400	\$800
Raleigh- Durham	WFNC – AM	10/9/2009	19,600	\$1,600
Cable Radio Network	National	10/07/2009	550,000	\$27,500
USA Radio Network	National	10/26/2009	2,097,777	\$46,380
Cable Programs				

Independent News Network		10/13/2009	2,110,000	\$21,100
Local Television				
Lubbock	KJTV	10/09/2009	21,122	\$100
Yuma- El Centro	KYMA	10/09/2009	18,000	\$200
Shreveport	KSLA	10/20/2009	52,293	\$3,100
Columbus	WCMH	10/27/2009	89,017	\$5,300
Wichita- Hutchinson	KCTU	10/22/2009	12,373	\$700
Lincoln & Hastings	KHGI	10/12/2009	36,000	\$2,200
Savannah	WSAV	11/04/2009	36,751	\$2,200

Fall Travel Deals SMT Online Coverage

Outlet	Title	Date	Circ.
Youtube.com	How to Travel on a Budget This Fall	10/09/2009	71,300,000
Yahoo.com	How to Travel on a Budget This Fall	10/09/2009	119,300,000
MySpace.com	How to Travel on a Budget This Fall	10/09/2009	63,000,000
MetaCafe.com	How to Travel on a Budget This Fall	10/09/2009	12,500,000
DailyMotion.com	How to Travel on a Budget This Fall	10/09/2009	7,800,000
Blip.tv	How to Travel on a Budget This Fall	10/09/2009	N/A
Veoh.com	How to Travel on a Budget This Fall	10/09/2009	3,100,000
ClipSyndicate.com	How to Travel on a Budget This Fall	10/09/2009	85,000
Viddler.com	How to Travel on a Budget This Fall	10/09/2009	769,000
Break.com	How to Travel on a Budget This Fall	10/09/2009	6,600,000

Total SMT Values	289,577,633	\$116,880
Grand Total Values	383,642,352	\$789,495

IV. Media Communications (Print, Broadcast and Online)

Outlet/Journalist	Topic and Next Steps
<i>Caribbean Travel + Life,</i> R. Johnson	Provided information on holiday packages
<i>Freelancer,</i> E. Potter	Sent information on holiday packages
<i>Destination Weddings &</i>	Provided details on Aruba weddings & honeymoons;

<i>Honeymoons</i> , R. Gindin	Story will be running in Jan/Feb issue as part of Aruba co-op
<i>Association News</i> , R. Carr	Sent information on Aruba meetings spaces
<i>Freelancer</i> , E. Glusac	Provided information on national Aruban food and special dishes
<i>Caribbean Travel + Life</i> , R. Strauss	Sent packages for 'hot deals' section slated for Jan/Feb
<i>Let's Talk Travel</i> , R. Ulfik	Working with ATA and hotel on request to offer hotel assistance for the day while in Aruba on a cruise
<i>New York Times</i> , M. Higgins	Fact checked information on what's new in Aruba
<i>Go Magazine</i> , B. Porter	Sent images and fact checked information for story to appear in AirTran's in-flight magazine
<i>Philadelphia Sun</i> , R. Gordon	Provided with information on daily flight, island news
<i>Baxter Media</i> , M. Nguyen	Pitched latest destination news
<i>Examiner.com</i> , R. Qubein	Sent updates on new developments in Aruba
<i>Destination Weddings & Honeymoons</i> , K. McElveen	Arranged for an interview with Nashette Wouters and sent honeymoon information
<i>Travel + Leisure Mexico</i> , J. Estavillo	Evaluated lead and request for ATA, but ultimately passed on to the ATA to handle
<i>Travel Weekly</i> , G. Myers	Sent information on the new AHATA president – statement from AHATA
<i>Skylights</i> , M. Rousseau	MSA sent information and images on Carnival to be included in the January calendar
<i>Travel Weekly</i> , G. Myers	Provided information on Aruba's H1N1 response
<i>Fodor's Caribbean guide</i> , S. Whitcomb	Fact checked information for upcoming story
<i>New York Daily News</i> , D. Handschuh	Followed up on information requested
<i>Philadelphia Inquirer</i> , B. Reed	Pitched Aruba as winter getaway with daily non-stop service
<i>The Morning Call</i> , D. Stoneback	Sent information on daily non-stop service
<i>Philadelphia Magazine</i> , Amy Korman	Offered information on destination news and daily non-stop service
<i>Philadelphia Style</i> , Sarah Schaffer	Pitched Aruba as winter getaway and daily non-stop service
<i>Washington Post</i> , Z. Smardz	Sent information for Caribbean story slated to run the weekend of October 31
<i>Go Magazine (AAA Carolinas)</i> , T. Crosby	Offered information about Aruba; might include in story that will run in Jan/Feb issue

<i>Chicago Tribune</i> , J. Noel	Followed up with journalist on information sent about destination
<i>Wall Street Journal</i> , A. Peterson	Sent latest updates and information on Aruba
<i>Houston Chronicle</i> , P. Badgley	Followed up with journalist who passed on a story on Aruba; will keep destination in mind for upcoming stories
<i>Houston Chronicle</i> , B. Luman	Pitched destination updates and highlighted airlift
<i>Wall Street Journal</i> , S. Nasseur	Sent information on news in Aruba
<i>Miami Herald</i> , M. Lambert	Provided destination update
<i>Skylights</i> , A. Delgado	Pitched latest news in Aruba
<i>Latitudes</i> , R. Rojas	Pitched information about destination
<i>Modern Luxury</i> , R. Martin	Sent information and updates about Aruba
<i>USA Today</i> , J. Clark	Reached out with news about destination
<i>Chicago Tribune</i> , J. Noel	Pitched destination news
<i>New York Times Online</i> , A. Busacca	Sent information about Aruba
<i>New York Times</i> , S. MacNeille	Sent destination updates
<i>Go Magazine (AAA, Carolinas)</i> , T. Crosby	Editor will keep Aruba in mind for upcoming stories

V. Press Visits

- **Individual Press Visits** – MSA arranged for the following writers to visit Aruba:
 - Freelancer (*Aventura, Go Magazine*), J. Im – Arranged media visit for October 2 - 5
 - MSA followed up with writer from trip and is working with him for articles
 - *Jezebel* and *Tuxedo Road*, S. Yu – Arranged visit for October 16-22
 - MSA followed up with writer from trip and is working with him for articles
 - Freelancer (*InSite, Atlanta Social, and Skylights*), B. Love – Worked with journalist to arrange a media visit November 20-24

VII. Media Leads for ATA Partners:

- *Hotelier International* – Anything unusual, innovative or noteworthy regarding art featured on property

- *Travel + Leisure online* – “Forgotten Strange Items;” hotels that can provide an anecdote about strange or funny things that guests have forgotten or left behind at a hotel
- Agency Request – Holiday Packages valid during peak travel times
- Agency Request – New Developments in Aruba, i.e. attraction and accommodations updates

VIII. New Media Initiatives

- Continuous monitoring of blogs, online travel communities and Twitter for coverage and opportunities for Aruba
- Pitched bloggers destination updates
- Tweets sent from MSA Twitter account on behalf of Aruba:
 - #TravelTuesday Fly to #Aruba with JetBlue for Only \$139 from NYC and Boston with the Island Joy Sale: <http://bit.ly/3rdJut> (Oct 27)
 - #travelTuesdays: AOL Travel just featured Bucuti as a Top Ten North American Adult-Only Getaway. (Oct 20)
 - Surf into Luxury with windsurfing/kiteboarding adventures in #Aruba! Packages offered @ Marriott’s Tradewinds Club <http://tinyurl.com/yz4df5w> (Oct 19)
 - RT @ArubaTourism Site International Conference 2009 to be held in Aruba 30 October - 2 November (Oct 13)
 - #Aruba's @Bucuti was included in Modern Bride's top 50 honeymoon destinations around the world. Ready to #travel? <http://bit.ly/ECibe> (Oct 8)
 - 2 days left 2 #Aruba Music Festival! Rock the wknd away with gr8 music-Sat performance from Earth Wind&Fire. Tix @ <http://tinyurl.com/l8raho> (10-7)
 - Aruba celebrates 10th anniversary of the island’s Balashi Beer all month long. Main event is an Open House at the Balashi Brewery on Oct 25 (10-5-09)

IX. Planning

- MSA developed the 2010 PR Plan Presentation for Aruba
 - 2010 Plan includes initiatives for both core PR and special contingency projects should the extra budget become available
 - MSA team members to present the plan to ATA via conference call in November

X. Miscellaneous

- MSA updated H1N1 statements and communications with new procedural information for ATA and Aruba Department of Health
- MSA researched Coca-Cola’s social media tour and had a call with Coca-Cola’s corporation communications contact to learn more details; found out that the bloggers will be visiting Aruba in November 2010 and we will touch base again 90 days prior when they will be planning that leg of the tour

XI. Special Contingency Projects

- **Online Pressroom**

- MSA participated in multiple calls to discuss the format and information that the online pressroom will hold
- MSA produced backgrounder, fact sheet, story ideas, and press release documents for online pressroom
- MSA updated destination materials for online pressroom
- **Satellite Media Tour: Fall Travel Deals (taking place October 9, 2009)**
 - Finalized talking points with producer and talent for SMT
 - Participated in a run-through of SMT with talent and producer
 - Results from SMT listed above
- **Television Outreach**
 - *What Not to Wear* – Communication with ATA and the Radisson Aruba regarding potential shoot in November; production now being considered for spring 2010
 - *Rachel Ray* – Sending aloe kit to new producer for consideration as a “Snack of the Day” in next season
 - *Martha Stewart* – Made contact with the show’s new producer
 - *Rachel Zoe Project (Bravo)* – Programming director advised that the planning for Season 3 hasn’t started yet, but will keep Aruba in mind
 - *Tough Love (VH1)* – Continuing communications about possibly bringing the season 3 finale to Aruba
- **Partnerships/Promotions**
 - 101.1FM (WCBS Radio)
 - MSA continues to work with Diamond PR to fulfill the trip give-aways to the prize winners
 - Tourneau Watch Retailer
 - Promotion is running in-store at Tourneau Watch Retailers from October – December, offering a prize package from The Marriott
 - MSA took photos of the promotional materials in-store and sent to the ATA and Marriott PR representatives

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Activity Report

**ARUBA TOURISM AUTHORITY
MONTHLY PR ACTIVITY REPORT – NOVEMBER 2009**

TO: MINISTER ODUBER, MYRNA JANSEN, GINA LOPEZ-GNECCO, THERESITA CHAI, FRITS ISRAEL, GERALDINE COUTINHO, NATHALIE MADURO, MANDY LOPEZ

FROM: VIRGINIA SHERIDAN, DAWN WEISSMAN, COLLEEN MCCORMICK, ROBERT EINHORN, MIRUNA SEITAN

PUBLIC RELATIONS

I. Press Coverage

Outlet	Title	Date	Circ.	Ad Value
MSA Generated Clips				
<i>NYTimes.com</i>	In the Caribbean, Good Deals but Not a Fire Sale	11/15/2009	3,550,000	N/A
<i>USA Today</i>	Awash in Deals in the Caribbean	11/27/2009	2,635,412	\$1,870
<i>Newsday.com</i>	Aruba- New Developments	11/1/2009	2,301,250	N/A
<i>Atlanta Journal Constitution Online</i>	Weekend in Aruba, Netherlands Antilles	11/5/2009	2,144,804	\$47,206
<i>New York Times</i>	In the Caribbean, Good Deals but not a Fire Sale	11/15/2009	1,457,490	\$1,340
<i>New York Times</i>	Something New in the Caribbean Sun	11/15/2009	1,457,490	\$9,380
<i>Travel + Leisure</i>	Aruba: Beachfront holiday rates from \$166	11/11/2009	957,987	\$45,071
<i>New York Daily News</i>	On the Beach	11/8/2009	704,157	\$24,986
<i>Dallas Morning News</i>	Tips that Can Help Keep a Caribbean Holiday within your Budget	11/8/2009	521,761	\$1,700
<i>Atlanta Journal Constitution</i>	Weekend in Aruba, Netherlands Antilles	11/8/2009	480,978	N/A
<i>Bride Magazine</i>	Is a Destination Wedding Right for You?	12/1/2009	360,801	N/A
<i>Newsday</i>	Aruba – New Developments	11/1/2009	357,124	\$1,840
<i>Modern Bride –</i>	Hyatt Regency Aruba	Dec 2009	313,360	\$5,318

<i>promotion</i>				
<i>Trans World News</i>	Top Caribbean Travel Deals	11/11/2009	306,010	\$496
<i>Islands</i>	Caribbean for Less	Oct 2009	202,421	\$1,510
<i>Pittsburgh Post Gazette Online</i>	Something New Under the Caribbean Sun	11/14/2009	184,234	\$4,453
<i>Orlando Sentinel</i>	Florida Travel Tips & Deals	11/16/2009	181,090	N/A
<i>Caribbean Travel & Life</i>	Top 25 Holiday Deals	11/5/2009	153,251	N/A
<i>Staten Island Sunday Advance</i>	Aruba Makes a Push for Tourist Dollars	11/1/2009	73,203	\$258
<i>Travel Pulse</i>	Aruba CVB Names Kothoff Sales Director for Northeast, Mid-Atlantic	11/6/2009	70,000	N/A
<i>Travel Pulse</i>	Aruba Promotes Special Holiday Packages	11/11/2009	70,000	N/A
<i>Travel Pulse</i>	Aruba Creates Online Community with Facebook Connect	11/17/2009	70,000	N/A
<i>Skylights</i>	Taking Off – What’s Doing in Spirit Destinations: Sail Away	Nov-Dec	40,000	N/A
<i>Vacation Agent Magazine</i>	Aruba Creates Online Community with Facebook Connect	11/18/2009	31,990	N/A
<i>Vacation Agent Magazine</i>	Aruba Promotes Special Holiday Packages	11/10/2009	31,990	N/A
<i>Family Vacation Critic</i>	Aruba Destination Profile	Dec 09	30,000	N/A
<i>The Leaf- Chronicle</i>	Awash in Caribbean Deals	11/29/2009	27,454	\$70
<i>Family Travel Forum</i>	Aruba is Taking 30% Off – Family Beach Vacation on a Budget	11/11/2009	25,000	N/A
<i>Examiner.com</i>	Find Low Fares and Great Deals this Holiday Season	11/6/2009	5,909	\$4,697
<i>Jetsettersblog.com</i>	Aruba’s Holiday Inn HoliDeals Discounts	11/2/2009	5,000	N/A
<i>Caribbean News Digital</i>	Aruba Promotes Special Holiday Packages	11/23/2009	N/A	N/A
<i>Caribbean News Digital</i>	Aruba is First Caribbean Destination to Create Facebook Connect Application	11/23/2009	N/A	N/A
<i>Caribbean News Digital</i>	Aruba to Pony Up Half a Billion Dollars in Travel Industry	11/29/2009	N/A	N/A
<i>Travel to Aruba</i>	Aruba is First Caribbean Destination to Create New Facebook Connect Application	11/13/2009	N/A	N/A
Additional Coverage				
<i>MSNBC.com</i>	Top 10 Great Value Caribbean Islands	11/11/2009	1,800,000	N/A

<i>Smarter Travel.com</i>	Aruba Eight Night Vacation Packages	11/1/2009	805,080	\$4,540
<i>Los Angeles Times</i>	Daily Travel & Deal Blog	11/2/2009	657,456	N/A
<i>Dallas Morning News</i>	Step Away from the Hotel and into the Flow of Local Life	11/8/2009	521,761	\$1,700
<i>Toronto Star</i>	Savings to Savour	11/12/2009	418,966	N/A
<i>The Times</i>	Programs Arrange Meetings with People of Caribbean	11/8/2009	78,176	\$182
<i>Travel Pulse</i>	Occidental Grand Aruba Offers Savings on Holiday Rates	11/12/2009	70,000	N/A
<i>Travel Pulse</i>	Aruba Marriot's Tradewinds Club Debuts Surfing Deal	11/4/2009	70,000	N/A
<i>Vacation Agent Magazine</i>	Hyatt Celebrates Annual Travel Agent Awards	11/30/2009	31,990	N/A
<i>Vacation Agent Magazine</i>	Holiday Inn Aruba Runs Sale Through Cyber Monday	11/30/2009	31,990	N/A
<i>Evening Telegram</i>	Destination Weddings Gaining in Popularity	11/13/2009	7,094	N/A
<i>WCities Destination Guide Online</i>	Island Tour of Aruba	11/13/2009	N/A	N/A
<i>WCities Destination Guide Online</i>	Aruba Jeep Safari Day Trip	11/13/2009	N/A	N/A
<i>Everyone Loves to Travel</i>	Aruba: The Best Southern Caribbean Cruise Destination	11/19/2009	N/A	N/A
Totals			24,831,445	\$156,617

***Note: Website circulation is noted as visitors per month according to Quantcast.com*

II. Press Releases

Distribution Date	Title/Subject
11/05/2009	Aruba Convention Bureau Names Ishmael Kolthoff as Northeast Sales Director
11/10/2009	'Tis the Season to Stay Warm in Aruba with Special Holiday Travel Packages
11/12/2009	Facebook Update: Aruba is First Caribbean Destination to use Facebook Connect

III. Media Communications (Print, Broadcast and Online)

Outlet/Journalist	Topic and Next Steps
<i>AAA Horizon,</i> K. Edgar	Reached out journalist to see if she was he was working any Caribbean features, journalists mentioned he finished a piece on Caribbean, MSA will keep in touch for the future
<i>ABC News,</i> <i>S. Mayerowitz</i>	MSA sent holidays deals information to be included in a round-up. The Aruba deals were not included due to lack of savings
<i>AOL Travel,</i>	Pitching journalist holiday travel deals

S. Vora	
<i>AOL Travel</i> , B. Caulfield	Sent information on destination news and new developments
<i>Asphalt Green</i> , C. Trevor	Sent information on green hotels in Aruba for a green hotel article
<i>Atlanta Journal</i> , R. Hudson	MSA is working with journalist on an upcoming trip to Aruba
<i>Atlanta Life</i> , T. Papproth	Interested in doing an Aruba story; editorial team discussing dates to send a journalist to the island
<i>Away.com</i> , D. Swanson	MSA sent information about natural attractions in Aruba as well as romantic places
<i>Baltimore Style</i> , S. Fox	Sent information about destination and new developments
<i>Baltimore Sun</i> , M. Zimmerman	Sent destination updates and information about upcoming events on island
<i>Bestfares.com</i> , Tom Parsons	Provided information on holiday deals
<i>Booking Buddy Blog</i> , K. Hamman	Sent information on destination news
<i>Budget Travel</i> , K. Appleton	Pitched holiday/winter travel deals
<i>Canadian Traveller</i> , M. Reffes	Sent information about honeymoons, and vacations in Aruba from Canada. Articles to appear in JaxFax and Canadian Traveler
<i>Caribbean Travel + Life</i> , R. Strauss	Sent information for calendar of events for 2010
<i>Chicago Tribune</i> , J. Noel	Sent destination news and new developments
<i>Cigar Aficionado</i> , D. Savona	Pitched information on Aruba and Aruhiba Cigars
<i>Conde Nast Traveler</i> , K. Maxwell	Sent information on deals and packages
<i>Cruising World</i> , B. Bernon	Pitched Aruba and destination news
<i>Cruising World</i> , Bernadette Bernon	Pitched news about destination and new developments
<i>Detroit Free Press</i> , E. Creager	Pitched Aruba and destination news, MSA will follow up
<i>Detroit News</i> , S. Pollack	Pitched Aruba for feature, but journalist passed since the paper is focusing more on regional coverage
<i>Dr Oz Show</i> , D. Durkin	MSA worked with show to try to get Aruba prize give-a-way for guests ATA and MSA were able to arrange a giveaway, but TV show backed out last minute. The show would like work with the ATA at a future time
<i>Examiner.com</i> , L. Baldwin	Pitched winter escape to journalist
<i>FamilyVacationcritic.com</i> , C. Stapen	Fact checked information for article
<i>Freelancer</i> ,	Sent information about small hotels in Aruba

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J. Hontz	
<i>Freelancer, L. Seldon</i>	MSA arranged diving expedition while journalist was on island, he and his wife were on island as a port stop during a cruise
<i>Global American Broadcasting Radio Network, R. Quebin</i>	Sent updated deals to Aruba for winter travel. Journalist mentioned Aruba and deals on travel radio show Saturday, November 14 th .
<i>GO Magazine (AirTran), Photo Editor</i>	Providing images and information for feature article slated to run in January issue
<i>GO Magazine (AirTran), J. Detwiler</i>	Working with journalist on a feature for February issue; sending images and fact checking for story
<i>Good Day Atlanta, J. Crump</i>	Sent information on holiday packages
<i>Good Day New York, K. Chiusano</i>	Reached out and introduced Aruba's holiday deals and packages
<i>Good Day XTRA (Atlanta, FOX), E. Leport</i>	The show cannot do giveaways or contests unless it's their own created by the network. Producer expressed interest in doing something in-studio
<i>Good Morning Cleveland, C. McDermott</i>	Offered information on winter deals and packages
<i>Good Morning Maryland, D. McHugh</i>	Sent information on holiday packages
<i>GQ, D. Friedman</i>	Sent information on destination and new developments
<i>Hot Topics (Atlanta) H. Caitlin</i>	Producer interested in doing a giveaway; sent information on winter deals
<i>Luxury Travel Magazine, S. Campbell</i>	Working with journalist on a media visit
<i>LX New York, T. Sherman</i>	Show producer expressed interest in doing a giveaway during the holidays
<i>Men's Journal, C. Cox</i>	Sent news about Aruba and new developments
<i>Modern Luxury/Atlantan, F. Feaster</i>	Editor will pitch Aruba and its new accommodations as a "Weekender" to her editors
<i>New York Times, M. Higgins</i>	Sent information on winter deals and new information about Aruba for Travel Section - Worked with journalist on two articles that appeared in the Travel section for Sunday, Nov 15
<i>NY 1, V. D'Elia</i>	Pitched producer on holiday deals and packages
<i>OutTraveler.com, E. Salvado</i>	Pitched holiday deals and packages
<i>Oyster.com, R. Paladino</i>	Sent information on holiday deals
<i>Philadelphia Inquirer, B. Reed</i>	Pitched destination news and new developments
<i>Pittsburgh Magazine, J. Evans</i>	Sent island updates
<i>Pittsburgh Post Gazette,</i>	Sent island updates at editors request

R. Colluci	
<i>PIX Morning News</i> , M. Parris	Sent producer information on holiday packages
<i>Private Clubs Magazine</i> , E. Glusac	Sent information on National Park and provided images; fact checked information for story. Run date TBD
<i>Providence Journal</i> , D.Riggs	Sent information about destination and new developments
<i>Skylights</i> , M. Acebal	Sent information and images of Aruba Marathon for calendar listing to appear in the March issue of magazine
<i>South Florida Sun Sentinel</i> , G. Bryant	Pitched holiday deals and packages
<i>Southern Living</i> , W. McKinney	Provided editor with destination updates and new developments
<i>Successful Meetings</i> , W. Ng	Providing information on SITE Conference
<i>That's Life (Cleveland)</i> , K. Wunderle	Sent information on holiday packages
<i>The Martha Stewart Show</i> , M. Vanderventer	Provided information on Aruba. Pitched ideas on how Aruba can be featured on the show
<i>Town & Country</i> , H. Mitchell	Offered information about destination pertaining to upscale travel
<i>Travel + Leisure</i> , B. Sposato	Pitched upcoming spring events going on in Aruba and destination news
<i>Travel + Leisure</i> , M. Orwoll	Sent information on holiday deals and packages
<i>Travel + Leisure</i> , N. Moutamed	Offered information on holiday deals and packages
<i>Travel + Leisure</i> , L. Marsh	Pitched holiday deals and packages
<i>Travel + Leisure.com</i> , J. Brunner	Submitted information on high-end winter getaways to Aruba
<i>TravelingMamas.com</i> , S. Lane	Pitched holiday deals and packages
<i>Travelocity</i> , A. Borichevsky	Offered information on holiday deals
<i>Wake Up with Al</i>	Reached out to producer with environment-related stories from Aruba
<i>WBAL Weekend</i> , E. Bulle	Reached out with information on holiday deals

IV. Press Visits

- **Individual Press Visits** – MSA arranged for the following writers to visit Aruba:
 - Freelancer (*InSite*, *Atlanta Social*, and *Skylights*), B. Love – Worked with journalist to arrange a media visit November 20-24
 - *Luxury Travel Magazine*, S. Campbell- Working with journalist for media visit in December

VII. Media Leads for ATA Partners:

- *ABC News* – looking for images that have over-the-top holiday/Christmas displays in their lobbies or on the grounds of resorts/hotels for a round-up article on winter travel

VIII. New Media Initiatives

- Continuous monitoring of blogs, online travel communities and Twitter for coverage and opportunities for Aruba
- Pitched bloggers new Facebook Connect, winter holiday deals
- Tweets sent from MSA Twitter account on behalf of Aruba:
 - Time 4 your next winter escape! *#Aruba* & AirTran introduce new sale fares: flights starting w/ \$109 from Atlanta, Orlando & more! *#travelTuesday*
 - Status update: Aruba is first Caribbean destination with Facebook Connect app <http://pitch.pe/33620>
 - Think *#Aruba* for the holidays! 'Tis the season to stay warm with special deals & packages *#travelTuesday* <http://pitch.pe/3321>
 - *#Bucuti* in *#Aruba* introduces the White Xmas Package—enjoy white sands of Eagle Beach, candlelight dinner, xmas tree on the beach! Rates start@ \$250

IX. Planning

- MSA updated the 2010 PR Plan Presentation for Aruba
 - MSA team members presented 2010 PR plan to ATA executives via conference call
- AirTran Launch of New Service from Atlanta and Orlando
 - MSA drafted and submitted a plan of action for promoting new air service from Atlanta and Orlando on AirTran
 - MSA organized and facilitated a call with AirTran PR representatives to discuss launch events at the airports and ways Aruba can get involved

X. Special Contingency Projects

- **Online Pressroom**
 - MSA provided additional updates on destination materials for online pressroom
 - MSA participated in conference calls to discuss the online pressroom and what it will include
- **Television Outreach**
 - *The Early Show/Peter Greenberg* – Sent information on holiday deals
 - *Bonnie Hunt Show, F. Tehrani* – Pitched holiday deals and packages
 - *Rachael Ray Show, L. Zagoreos* – Producer not really thinking of vacation giveaways, but will share the idea with her supervising producer
 - *Martha Stewart Show, C. Deio* – Offered information on holiday deals and discounts
 - *Travel Channel/ S. Brown* – Sent information on Aruba to new contact, director of Content and Partnerships
 - *Globe Trekker* – Sent information on Aruba
 - *National Geographic Traveler, N. Quintos* – Pitched news about destination; journalist expressed interest in Cunucu Arubiano, but will think about a story

- **Partnerships/Promotions**

- Modern Bride Magazine

- Promotion ran in the December/January issue, which is be *Modern Bride's* final issue
 - MSA sent the clip of the promotion along to the ATA and the Hyatt Aruba

- Good Housekeeping Magazine

- Secured opportunity for Aruba and Bucuti to be featured in a sweepstakes promotion for the magazine
 - Promotion running in the January issue and on the magazine's website; MSA sent the online clip of promotion to the ATA and will send hard copy of the magazine as it becomes available

- The Boston Globe Travel Show

- MSA send a proposal for a promotion with The Boston Globe in conjunction with The Boston Globe Travel Show, including a sweepstakes to win a trip at the show, along with through the newspaper and its website
 - ATA declined the opportunity

- **Special Events**

- Aruba Guerilla Marketing Events

- Worked with the Michael Alan Group to plan a Guerilla Marketing Event for Aruba in New York City on December 10, 2009
 - Locations will include Times Square and Rockefeller Center, with teams located outside of *The Today Show* and *Good Morning America* plazas
 - Worked with GG Direct to design and print a custom postcard for street teams to distribute to commuters during the event; worked with Zena and the Miami office to order Aruba-branded lip balms for distribution as well
 - Submitted Aruba talking points for training for the street teams, along with Aruba t-shirts, hats, gloves and scarves for the street teams to wear during the events

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Activity Report

ARUBA TOURISM AUTHORITY MONTHLY PR ACTIVITY REPORT – DECEMBER 2009

TO: MINISTER ODUBER, ASTRID MULLER, GINA LOPEZ-GNECCO, THERESITA CHAI, FRITS ISRAEL, GERALDINE COUTINHO, NATHALIE MADURO, MANDY LOPEZ

FROM: VIRGINIA SHERIDAN, DAWN WEISSMAN, COLLEEN MCCORMICK, ROBERT EINHORN, MIRUNA SEITAN

PUBLIC RELATIONS

I. Press Coverage

Outlet	Title	Date	Circ.	Ad Value
MSA Generated Clips				
<i>Yahoo Buzz</i>	Big City Sounds With A Caribbean Twist At The Aruba Music Festival	12/09/09	9,735,481	N/A
<i>Peter Greenberg Online</i>	Aruba: Save Now. Escape Later - Up to 40% off!	12/04/09	1,490,651	N/A
<i>Cleveland Plain Dealer Online</i>	AirTran adds flights to Aruba	12/22/09	1,303,228	N/A
<i>Travel + Leisure</i>	What's New in Aruba, Bonaire, and Curaçao	12/09	969,452	\$45,071
<i>Daily Herald Online</i>	AirTran Airways adds weekly flights to Aruba	12/19/09	402,240	N/A
<i>Winnipeg Free Press</i>	BFFs! (Beach Friends Forever) In Aruba you could find 90,000	12/05/09	118,958	N/A
<i>Florida International</i>	Living it up in Latin America & The Caribbean	12/01/09	90,160	\$3,735
<i>Adventura Magazine</i>	Island Hopping	12/19/09	60,000	N/A
<i>Skylights</i>	Lively Up Yourself - The Music and Dance of the Caribbean	Nov./Dec. 2009	40,000	N/A
<i>Jetsettersblog</i>	Occidental Grand Aruba Holiday Deal	12/09/09	3,006	N/A
Additional Coverage				
<i>Washington Post</i>	Going Our Way: Exploring upscale, adults only resorts in the Caribbean	12/31/09	9,576,075	N/A

<i>AJC.com</i>	AirTran Flying from Atlanta to Aruba	12/27/09	2,144,804	\$19,985
<i>Street.com</i>	AirTran Adds Flights To Aruba	12/19/09	1,758,368	\$11,587
<i>ABC 7 Online</i>	AirTran Airways Continues to Expand Service to Vacation Hotspots to Key West, Fla.	12/17/09	567,151	N/A
<i>ABC 7 Online</i>	Shake Off the Winter Chill at Renaissance Curacao and Aruba Resorts	12/22/09	567,151	N/A
<i>Patriot News</i>	AirTran adds flights to Aruba	12/19/09	524,165	N/A
<i>Atlanta Journal Constitution</i>	AirTran offers deals to Nassau, Aruba	12/22/09	480,978	\$1526
<i>Canoe.ca</i>	Top 10 Caribbean Islands	12/02/09	366,571	N/A
<i>Union News</i>	AirTran adds flights to Aruba	12/19/09	270,221	N/A
<i>El Nuevo Dia</i>	Invierno de mar y sol	12/06/09	250,000	\$1,280
<i>Maine Sunday Telegram</i>	AirTran Adds Weekly Flights Between Atlanta and Aruba	12/27/09	111,347	\$249
<i>Deseret News</i>	Atlanta to Aruba Service Added	12/27/09	73,156	\$478
<i>Carib News</i>	Aruba Fun and Adventure	12/08/09	67,000	N/A
<i>Savannah Morning News</i>	AirTran adds Service Between Atlanta, Aruba	12/27/09	60,417	N/A
<i>Travel Pulse</i>	Caribbean Tourism Organization Rounds Up Winter Deals	12/21/09	60,189	\$1,424
<i>Travel Weekly</i>	Atlantis Submarines gets Green Globe certification	12/22/09	59,999	\$250
<i>Vacation Agent Magazine</i>	AirTran Launches Weekly Atlanta-Aruba Service	12/09	31,519	N/A
<i>Vacation Agent Magazine</i>	Aruba Boasts Upgraded Port Facilities and Enticing Excursions	12/01/09	31,519	N/A
<i>Carroll County Times</i>	People and Places	12/01/09	23,991	\$130
<i>Victoria Advocate</i>	AirTran adds flights to Aruba	12/19/09	14,628	\$950
<i>ManageSmarter.com</i>	Give Back, Get Back: Aruba Has Plenty of CSR Opportunities	12/09/09	12,470	N/A
<i>National Hotel Executive</i>	Kevin Schwab Named VP and GM of Aruba Marriott Resort and Stellaris Casino	12/02/09	6,663	N/A
<i>Agent at Home</i>	Aruba's Marriott Resort Names Schwab as General Manager	12/03/09	N/A	N/A
<i>Agent at Home</i>	Occidental Grand Aruba Offers Holiday Deal	12/06/09	N/A	N/A
<i>Agent at Home</i>	AirTran Launches Weekly Atlanta-Aruba Service	12/22/09	N/A	N/A
<i>Agent at Home</i>	Occidental Grand Aruba Offers Holiday Deal	12/04/09	N/A	N/A
<i>Agent at Home</i>	Caribbean Tourism Organization Rounds Up Winter Deals	12/21/09	N/A	N/A
<i>Easier.com</i>	A Day in Aruba: Top 10 Things to Do	12/09/09	N/A	N/A

<i>Travel Agent Central</i>	First Attraction in Aruba with Green Globe Accreditation	12/22/09	N/A	N/A
<i>W Cities</i>	Island Tour of Aruba	12/11/09	N/A	N/A
Totals			31,271,558	\$86,665

***Note: Website circulation is noted as visitors per month according to Quantcast.com*

II. Press Releases

Distribution Date	Title/Subject
12/07/2009	Aruba Finishes Phase One In a Six Million Dollar Project for Ecological Management of its Beaches
Pending Approval	From the First Archaeological Museum of its Kind to the Second Starbucks in the Caribbean: Aruba Offers New Attractions, Flights and Hotels to Cacationers
Pending Approval	Aruba Hosts Events, Competitions and Island-wide Celebrations in 2010 that Visitors of all Ages can Enjoy
Pending Approval	Aruba's New Minister of Tourism Announces Vision with Focus on Tourism Product

V. Media Communications (Print, Broadcast and Online)

Outlet/Journalist	Topic and Next Steps
<i>AAA Guidebooks,</i> S. Lemon	Journalist inquired about upcoming press trip to destination. MSA sent updated information on new developments
<i>ABC News-Travel Producer</i> S.A. Mayerowitz	Sent information about adventure family vacations
<i>Canadian Freelancers</i> J. and S. Nolan	Journalists inquired about a press trip. Provided with information about flights from Canada to Aruba
<i>Cigar Aficionado,</i> D. Savona	Sent information about Aruba cigars to editor as well as overall destination messages
<i>Ellen DeGeneres Show,</i> D. Bleier	Expressed interest in an Aruba giveaway during this season. MSA sent two Aruba vacations to keep in mind for last minute giveaways
<i>Family Travel Forum,</i> K. McCarthy	Provided information about family vacations to Aruba for the winter season, children's' programs at the hotels and island activities
<i>Food and Wine Access,</i> D. Sukiennik & M. Reiss	MSA evaluated media request of journalist visiting Aruba for a day via a cruise. Information was sent, a visit was secured and a tour was set up via the ATA
<i>Freelancer,</i> E. Glusac	Offered information about One Cool Honeymoon and individual hotel deals
<i>GO (AirTran's In-Flight Magazine),</i> J. Detwiler	Working with editor on February article and providing information, images, etc.
<i>GO (AirTran's In-Flight Magazine),</i> T. Vienckowski	Sent journalist images and maps to correspond with article that is being produced for the February issue
<i>Golfweek Magazine,</i> M. Kaufmann	MSA provided information about golfing and general destination. Secured a golfing trip for January

<i>LX New York</i>	Following up with the integration programming producer about the Aruba giveaway
<i>Men's Journal</i> , C. Seymour	Pitched new editor on Aruba news and updates
<i>Peter Greenberg for Extra TV!</i> S. Chawla	Offered information on last minute holiday travel deals to be considered for TV segment, but packages didn't make the show
<i>Skylights</i> , M.A. Rousseau	Provided journalist with images and information about the Aruba Half Marathon for a calendar listing
<i>SmarterTravel.com</i> , C. Sarkis	MSA sent a destination report to journalist to update records on Aruba
<i>SmarterTravel.com</i> , S. Steinert	Provided further information about new developments on island
<i>Southern Living</i> , W. McKinney	Offered destination's latest holiday deals and packages
<i>The Rachael Ray Show</i>	Confirmed Aruba's interest in participating with giveaways for 2010 season
<i>Toronto Star</i> , H. Davis	Columnist expressed interest in Aruba for 2010. Looking into travel dates, either for the press trip or an individual trip
<i>Town and Country</i> , H. Mitchell	Followed up with journalist on information sent
<i>Westchester Herald & Yonkers Tribune</i> , B.B. Sloane	Journalist inquired about upcoming press trips. Supplied updated information about Aruba and told journalist MSA would keep in touch about upcoming trips

VI. Press Visits

- **Individual Press Visits** – MSA arranged for the following writer to visit Aruba:
 - *Golf Week Magazine*, M. Kaufmann- Working with journalist for media visit in January
- **Group Press Visits** – MSA proposed coordinating logistics of group press trip with culinary theme for February 4-7
 - MSA developed media target list of top national and regional publications with culinary focus

VII. Media Leads for ATA Partners

- *Caribbean Travel & Life*: deals to be featured in their Hot Deals section for the March 2010 issue
- *AM New York*: deals for warm weather packages for last minute warm getaways for New Yorkers

VIII. New Media Initiatives

- Continuous monitoring of blogs, online travel communities and Twitter for coverage and opportunities for Aruba
- Tweets sent from MSA Twitter account on behalf of Aruba:

- AirTran starts its nonstop Saturday service to Aruba from Atlanta. Atlanta and Aruba Airport events celebrating the inaugural service taking place this Saturday! (Dec 16)
- #Aruba ranks #3 in top countries 4 friendly locals in Tourism-Review's Country Brand Index-It truly is one happy island! <http://bit.ly/4YLNcI> (Dec 15)
- Calling all Boston travelers! JetBlue is increasing service to Aruba from Boston in spring 2010. Plan your next getaway to Aruba! (Dec 14)
- Aruba comes to NYC! Lookout for Aruba ambassadors handing out giveaways in Times Square and Rockefeller Center, <http://twitpic.com/sx75z> (Dec 10)
- Don't forget! This Thu in Times Sq (7-10am) & Rockefeller Ctr (11-2pm) #Aruba ambassadors will be handing out info and fun giveaway items! (Dec 9)
- Be on the lookout this Thursday in Times Sq & Rockefeller Ctr for #Aruba ambassadors handing out info and fun giveaway items! (Dec 8)
- Aruba keeps beach ecology top of mind <http://pitch.pe/36513> (Dec 4)

VIII. CHTA Caribbean Marketplace (Jan. 11, 2010)

- Secured one-on-one meetings for the Minister on January 11 with *Travel Agent, Caribbean Travel & Life, Travel Weekly, Vacation Agent, and Islands*
- Minister to discuss his plans for tourism's success and Aruba's new developments

IX. Planning

- **AirTran Launch of New Service from Atlanta and Orlando**
 - MSA drafted and submitted a plan of action for promoting new air service from Atlanta and Orlando on AirTran
 - MSA organized and facilitated calls with AirTran PR representatives to discuss launch events at the airports and with the goal of maximizing exposure for Aruba
 - Drafted and submitted quote from Minister for AirTran's press release\
 - Provided Aruba-branded items to be handed out at Atlanta and Orlando airport events
 - Sent out Tweets prior to inaugural flight from Atlanta
 - MSA drafted and distributed a photo caption from the Ribbon Cutting Event in Aruba following the inaugural flight

X. Special Contingency Projects

- **Online Pressroom**
 - MSA provided additional updates on destination materials for online pressroom
- **Television Outreach**
 - *Travel Channel/S. Brown* – Production coordinator mentioning Aruba as a destination for next season's show

- *The Early Show/ P. Greenberg* – MSA sent Aruba holiday deals and packages for producer’s consideration
- *Forbes Luxe 11/Travel Channel, E. Wasden* – Sent information about the destination
- *Globe Trekker* – Followed up on information sent about Aruba
- *Weather Channel/Wake up with Al* – Followed up on information sent about Aruba
- **Partnerships/Promotions**
 - *102.7 Lite FM Radio Promotion*
 - MSA evaluated and provided recommendations on an opportunity for ATA to participate in a promotion with the Aruba Marriott Resort & Stellaris Casino
 - MSA awaiting feedback from ATA
 - *Good Housekeeping Magazine*
 - Secured opportunity for Aruba and Bucuti to be featured in a sweepstakes promotion for the magazine
 - Promotion running in the January issue and on the magazine’s website; MSA sent the online clip of promotion to the ATA and will send hard copy of the magazine as it becomes available
- **Special Events**
 - **Aruba Guerilla Marketing Events**
 - Worked with the Michael Alan Group to plan a Guerilla Marketing Event for Aruba in New York City on December 10, 2009
 - Locations included Times Square and Rockefeller Center, with teams located outside of *The Today Show* and *Good Morning America* plaza studios
 - Leading up to the event, MSA secured shipments of Aruba-branded postcards from GG Direct and lip balms from Zena Neme for the street teams to hand out during the event
 - Drafted and submitted Aruba talking points for training for the street teams, along with Aruba t-shirts, hats, gloves and scarves for the street teams to wear during the events
 - Sent an RFI to Aruba partners to upload deals and packages onto the “Specials” page of Aruba.com
 - Attended the training for the street teams to give them more information about Aruba and answer destination-related questions
 - Team members attended the Guerilla marketing events in both locations to ensure teams were actively distributing Aruba items and using proper messaging
 - Posted information of the times and locations of the street teams through MSA’s Twitter and Facebook accounts; drafted a statement for Aruba to post on the Aruba Facebook page
 - Drafted and distributed a media alert on the events to local New York City media the day before the event
 - Drafted a photo caption to send to trades and local media following the event, using photos from the street teams

Activity Report

ARUBA TOURISM AUTHORITY MONTHLY PR ACTIVITY REPORT – JANUARY 2010

TO: MINISTER ODUBER, ASTRID MULLER, GINA LOPEZ-GNECCO, THERESITA CHAI, FRITS ISRAEL, GERALDINE COUTINHO, NATHALIE MADURO, MANDY LOPEZ

FROM: VIRGINIA SHERIDAN, DAWN WEISSMAN, COLLEEN MCCORMICK, ROBERT EINHORN, MIRUNA SEITAN, MEREDITH KLINGER

PUBLIC RELATIONS

I. Press Coverage

Outlet	Title	Date	Circ.	Ad Value
MSA Generated Clips				
<i>About.com</i>	Valentine Getaway Islands	1/11/2010	32,365,744	N/A
<i>Orbitz.com</i>	Spice up Valentine's Day With a Caribbean Vacation	1/19/2010	30,000,000	N/A
<i>Good Housekeeping</i>	Bucuti Beach Resort Promotion	1/2010	4,630,397	N/A
<i>AJC.com</i>	Fly to Aruba for \$119 each way	1/5/2010	2,144,804	N/A
<i>Dallas Morning News Online</i>	Fine Food Adds a Little Spice to Caribbean Paradise	1/3/2010	2,114,990	\$35,051
<i>Variety.com</i>	Aruba Launches Film Festival	1/21/2010	951,558	N/A
<i>Brides</i>	Honeymoons	2/2010	360,801	\$6,118
<i>Odyssey Couleur</i>	Where to Go: Aruba	Fall 2009	325,000	N/A
<i>Islands</i>	Romantic Escapes	2/2010	211,171	\$1,510
<i>Private Clubs Magazine</i>	19 New Hotels, Restaurants, Golf Courses, and Other Attractions in the Caribbean	1/2010	191,490	\$1,317
<i>Caribbean Travel + Life</i>	Aruba: The Beach and Beyond	2/2010	154,811	\$95,182
<i>Go Magazine</i>	Wind Power	1/2010	101,750	\$32,575
<i>El Nuevo Herald</i>	Vacaciones en las playas del Caribe	1/17/2010	90,024	\$552
<i>Travel Pulse</i>	Aruba Names Oduber Minister of Tourism	1/12/2010	70,189	\$1,355
<i>Carib News</i>	Honeymoon Heaven in Aruba	1/12/2010	67,000	\$900
<i>Adventura Magazine</i>	Island Hopping	1/2010	60,000	N/A
<i>Travel Agent Central</i>	New Aruba Minister Wastes No	1/11/2010	57,800	\$0

	Time			
<i>Travel Agent Central</i>	Aruba Helps Bring Aid to Haiti	1/18/2010	57,800	\$0
<i>Travel Agent Central</i>	Aruba Names New Minister of Tourism	1/11/2010	57,800	\$0
<i>Travel Agent Central</i>	Aruba Helps Bring Aid to Haiti	1/18/2010	57,800	\$0
<i>Travel Weekly</i>	Aruba's New Tourism Chief Shows Ambition, Political Savvy	1/12/2010	40,900	\$311
<i>JAXFAX</i>	Selling Passion in Paradise	1/1/2010	20,813	\$295
<i>Examiner.com</i>	Valentine's Day Caribbean Romance Specials	1/19/2010	8,300	N/A
<i>Travel Courier</i>	Aruba Connected on Facebook	1/14/2010	7,000	\$71
<i>WhereToGoNext.com</i>	Bucuti Beach Resort Invites Travelers for a Winter Getaway	1/21/2010	75,000	N/A
<i>WhereToGoNext.com</i>	Romance And Eco-Friendly Meet At Bucuti Beach Resort	1/27/2010	75,000	N/A
<i>Travel2Aruba.com</i>	Aruba Launches First International Film Festival June 4-10, 2010	1/27/2010	N/A	N/A
<i>RepeatingIslands.com</i>	Aruba Launches Film Festival	1/28/2010	N/A	\$0
<i>Agent at Home</i>	Aruba Names Oduber Minister Of Tourism	1/12/2010	25,000	\$0
<i>Batibleki.visitaruba.com</i>	Aruba's first annual International Film Festival announced	1/20/2010	N/A	N/A
<i>Caribbean News Digital</i>	Aruba Names New Minister of Tourism	1/11/2010	N/A	\$0
<i>Travel2Aruba.com</i>	Aruba Helps Bring Aid To Haiti In Wake Of Earthquake Disaster	1/20/2010	N/A	N/A
<i>Travel2Aruba.com</i>	Aruba Welcomed AirTran's Inaugural Flight from Orlando on January 9th	1/14/2010	N/A	N/A
<i>Caribbean Travel + Life</i>	Our Caribbean	2/2010	154,811	\$12,524
<i>Golfweek Magazine</i>	The Golf Life	1/2010	163,747	N/A
<i>Canadian Traveller</i>	Making New Friends	1/2010	15,000	\$7,704
<i>Luxury Report Magazine</i>	Alluring Aruba	1/2010	150,000	N/A
Additional Coverage				
<i>About.com</i>	Divi Village Golf and Beach Resort Aruba Pictures	1/6/2010	32,365,744	\$298,949
<i>About.com</i>	Romantic Travel Deals	Jan-10	32,365,744	N/A
<i>Wall Street Journal Online</i>	Book The Warmer Climate of Your Choice with AirTran Airways' Caribbean Sale	1/13/2010	6,724,152	\$45,480
<i>Gadling.com</i>	5 Things To Do in Aruba Other Than Working on Your Tan	1/9/2010	1,034,938	\$3,593
<i>Washington Post</i>	The Elusive All-Inclusive Resort	1/3/2010	878,100	\$4,792
<i>ABC7.com</i>	Aruba	1/4/2010	567,151	N/A

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<i>Denton Record Chronicle</i>	Fine Food Adds a Little Spice to Caribbean Paradise	1/3/2010	94,992	\$1,703
<i>TravelPulse</i>	AirTran Launches Service from Orlando to Aruba	1/14/2010	60,189	\$798
<i>Travel Weekly</i>	Airlift, meetings business among priorities for Carib markets	1/25/2010	40,900	\$329
<i>Vacation Agent Magazine</i>	Developing Divi	1/1/2010	30,535	\$30,934
<i>Santa Fe New Mexican</i>	Get Your Hands on an All-Inclusive Vacation Package	1/11/2010	23,637	\$172
<i>Sunday Chronicle</i>	Cancun or Bust	1/17/2010	18,068	\$18
<i>Hotel Interactive.com</i>	Radisson Hotels Resorts Names Arianne Valentino-Welsch as Dosm Aruba	1/18/2010	10,900	N/A
<i>Abc22.com</i>	Aruba	1/2010	868	N/A
<i>Everything Green, Weddings, and More</i>	Romance And Eco-Friendly Meet At Bucuti Beach Resort	1/27/2010	N/A	\$0
Totals			117,214,529	\$606,586

****Note:** Website circulation is noted as visitors per month according to Quantcast.com

II. Press Releases

Distribution Date	Title/Subject
1/11/2010	Aruba's New Minister of Tourism Announces Vision with Focus on Tourism Product
1/15/2010	Aruba Helps Bring Aid to Haiti in Wake of Earthquake Disaster
1/19/2010	Photo Caption: Aruba Welcomed AirTran's Inaugural Flight from Orlando on January 9th
1/28/2010	Aruba Offers Double the Fun This Valentine's Day With Hotel Packages and The Grand Carnival Parade Celebration
Pending Approval	Aruba To Host First International Film Festival

V. Media Communications (Print, Broadcast and Online)

Outlet/Journalist	Topic and Next Steps
<i>AAA Guide Books,</i> S. Lemon	Sent journalist updated information about island for the Aruba section of the guidebook
<i>ABC News-Travel,</i> S.A. Mayerowitz	Pitched and provided information about Valentine's Day activities in Aruba
<i>About.com,</i> R. Curley	Journalist requested information about deals and packages for Valentine's day. MSA sent information on packages from hotel partners. Coverage included in this report
<i>Atlanta Journal Constitution,</i> C. Maerz	Pitched information on Carnival deals and Valentine's Day packages
<i>CandianTraveller,</i> M. Reffes	Supplied journalist with images for article on romantic traveling in Aruba

<i>Chicago Tribune</i> , M. Backenheimer	Offered information about Carnival and Valentine's Day deals
<i>Destination Weddings & Honeymoons</i> , E. Hueneke	Fact checked information in article for March/April issue
<i>Elle DeGeneres Show</i>	Re-submitted Aruba's giveaway packages for two and a family
<i>Freelancer</i> , S. Campbell	Journalist fact checked information based on article she is writing from press visit in December 2009. MSA sent images and background information
<i>Frommers Caribbean Guidebook</i> , J. Cunningham	Provided journalist with updated information about island for the Aruba section in the guidebook
<i>Good Morning America Weekend</i> , M. Chan	Producer expressed interest in what's new in Aruba. She said she will consider it for a Weekend Window for February sweeps
<i>Golfweek</i> , M. Kaufmann	Finalized press trip for journalist and sent golfing information on Aruba. Images were sent after he returned for article
<i>GO Magazine</i> , J. Im	Journalist fact checked article for February issue. MSA sent information and clarified story
<i>Islands</i> , J. Whittle	Provided journalist with a press kit and information about Aruba for his individual visit
<i>La Presse</i> , A. Leblés	Pitched Carnival and Valentine's Day deals and supplied information about the deals
<i>New York Daily News</i> , M. Nassar	Sent information on Carnival and Valentine's Day deals
<i>Orbitz.com</i> , L. Katz	Journalist requested images from various hotels for Valentine's Day Article. MSA provided images sent by hotels. Coverage included in this report
<i>Peter Greenberg Show</i> , S. Chawla	Sent information on Valentine's Day packages and deals
<i>Sherman's Travel Blog</i> , A. Skwarek	Pitched Valentine's Day deals. Journalist will keep Hyatt in mind for later use
<i>Skylights Magazine</i> , M. Rousseau	Sent information on event going on in Aruba in May/June for article. Images will be provided in the future
<i>Toronto Star</i> , J. Byers	Pitched Carnival and Valentine's Day deals and supplied information about the deals
<i>Washington Post</i> , C. Sotilli	Pitched Valentine's Day deals for "What's the Deal" section. Sent information on Carnival and Valentine's Day packages
<i>Zink, Globe & Mail</i> , S. Rabin	MSA pitched Carnival and Valentine's Day deals and supplied information about the deals

VI. Press Visits

- **Individual Press Visits** – MSA arranged for the following writer to visit Aruba:
 - *Golfweek*, M. Kaufman- MSA arranged a trip to Aruba for writer to go golfing and experience the destination. Coverage included in this report.

- **Group Press Visits** – Press trip with culinary theme, February 4-7
 - MSA reached out to target list of top national and regional publications with culinary focus and followed up to secure attendance with the following media:
 - *Sun Media*- L. Sardi
 - *Metro Papers*- H. Patalano
 - *2 The Magazine for Couple/Toronto Star*- R. Stevenson

VII. Partner Leads

- **Freelancer**, *S. Campbell* - Looking for resorts with ‘Babymoon’ packages for a family travel.
- **ABC Travel**, *S. Mayerowitz* - Looking for over the top ways to celebrate Valentines Day.

VIII. New Media Initiatives

- Continuous monitoring of blogs, online travel communities and Twitter for coverage and opportunities for Aruba
- Tweets sent from MSA Twitter account on behalf of Aruba:
 - This just in! Upstairs Restaurant opens this Sunday in Aruba! Check it out @ <http://www.aruba.com/OurPeoplePlaces/restaurants.aspx> (Jan 29)
 - Aruba Doubles the Fun this Valentine's Day with Hotel Packages During Carnival Celebration <http://pitch.pe/43706> <http://pitch.pe/43706> (Jan 28)
 - Aruba helps bring aid to #Haiti in wake of earthquake disaster <http://tinyurl.com/yzz4eat>
 - #Aruba invites you 2 indulge in an adults-oriented getaway at #Bucuti; fly direct on AirTran from Orlando starting @ \$99 & Atlanta from \$119 (Jan 19)
 - #Aruba's new minister of tourism announces vision with focus on tourism product <http://pitch.pe/40722> (Jan 11)
 - @ArubaTourism AirTran launches fare sale! Special fares must be purchased by Jan. 14, and are good mostly for travel between Jan.... <http://bit.ly/6Holy9> (Jan 6)

VIII. CHTA Caribbean Marketplace (Jan. 11, 2010)

- Colleen McCormick attended the CHTA Caribbean Marketplace on behalf of MSA and escorted Minister Oduber to the one-on-one meetings on January 11 with *Travel Agent, Caribbean Travel & Life, Travel Weekly, Vacation Agent, and Islands*
- MSA sent ATA a comprehensive recap of the appointments

IX. Planning

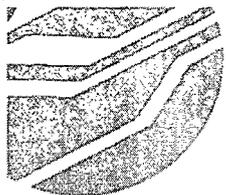
- **Partnerships/Promotions**
 - *The Martha Stewart Show*
 - Secured promotional giveaway with Divi Phoenix Beach Resort. ATA agreed on providing the 5-night hotel accommodations, spa treatments and dinner
 - The show was taped January 20th, to air February 19

- *The Rachel Ray Show*
 - MSA pitched an opportunity for a honeymoon giveaway with the Westin; MSA following up to secure a date for the taping
 - MSA also discussed the possibility of having an entire audience giveaway with a free air-inclusive 3-night trip to Aruba, possibly in conjunction with airline partner, but unfortunately the ATA had to decline the opportunity

- **New York City Events**
 - MSA began planning for a media luncheon in New York City to announce the new Minister of Tourism and have him present his vision for Aruba
 - In addition to the media event, MSA is planning for an event in Times Square for Carnival Dancers and an appearance for Aruba on the plaza of the CBS Early Show

- **Miscellaneous**
 - Breaking Travel News
 - MSA drafted responses on behalf of the Minister to be featured on the BTN website and Aruba.com

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RIVIERA NAYARIT JULY/AUGUST 2009 PUBLIC RELATIONS ACTIVITIES REPORT

TO: RIVIERA NAYARIT
FROM: M. SILVER ASSOCIATES, INC.

Press Coverage

Media Coverage			
Outlet	Subject	Date	Circulation
Orbitz.com	Mexico vacation spot an upscale, family-friendly destination	7/29/2009	4,600,000
Air Canada	Feature on Riviera Nayarit cuisine	8/1/2009	2,200,000
Prlog.org	The World's Only Natural Island Green in Puerto Vallarta, Mexico	8/05/2009	1,000,000
Wickedlocal.com	Mexico's Low Key Hotspot	8/10/2009	758,700
The Globe and Mail	Save turtles, watch whales, and swim with dolphins in Mexico	7/29/2009	368,857
PR-Inside.com	The World's Only Natural Island Green in Puerto Vallarta, Mexico	8/08/2009	210,200
The Hartford Courant	Article on family vacation destination including Riviera Nayarit	8/13/2009	155,540
Sunday Patriot-News	Let Company Pick Hotel for Great Deal on Resorts	7/19/2009	154,691
Elite Traveler	Top Hotel Suites	8/01/2009	131,458
Desert-Sun Online	Want a luxury vacation? Enjoy the high life for less on	8/09/2009	120,946

	Mexico's Riviera		
Mydesert.com	Want a luxury vacation? Enjoy the high life for less on Mexico's Riviera	8/09/2009	92,600
Travel Pulse	Palace Resorts Unveils Romance, Anniversary Getaways	7/28/2009	86,540
Yahoo! Deportes	Chávez Jr. lesionado, no actuará en Furia Latina 10	7/19/2009	77,500
Where To Go Next!	Destinations	8/05/2009	75,000
TangoDiva.com	Article on Riviera Nayarit as a great family vacation destination	8/11/2009	71,364
Recommend	On the Rebound	8/01/2009	48,195
Smart Meetings	The Intelligent Way to Plan in the Western Region	7/22/2009	31,933
Vacation Agent Magazine	Mexico on Sale	7/01/2009	30,535
Travel Weekly	Apple's Mullen: Nayarit, Huatulco are emerging hot spots	7/29/2009	30,302
Travel Weekly	Grand Velas goes upscale with its all-inclusive	7/29/2009	30,302
Porthole Cruise Magazine	Joan Rivers' Mexico	8/01/2009	25,000
Travel World News	Single Parent Rate Promotion This Summer at All-Inclusive Velas Resorts in Mexico	8/01/2009	22,173
Travel World News	Mexico's Velas Resorts Launch Travel Agent Incentive Program Dedicated Website	8/01/2009	22,173
BloodyDecks.com	Coverage on the International Marlin and Tuna Fishing Tournament	8/01/2009	N/A
ChimeraTravel.com	Article on Mexico's great family inclusive offerings, including Riviera Nayarit	8/11/2009	N/A
MichiganVacation.com	Coverage of Turtle Release MSA Press Release	8/11/2009	N/A
TravelVideoNews.com	Coverage of Turtle Release MSA Press Release	8/11/2009	N/A
Daily Travel & Deal Blog	Coverage on Pueblo Bonito property in Riviera Nayarit	8/1/2009	N/A
Florida Travel Tips & Deals	Round-up including Riviera Nayarit	8/1/2009	N/A
BunkerShot.com	Coverage on the Canadian Golf Tour	8/17/2009	N/A
Total number of MSA generated coverage:			29
Audience/Circulation generated by MSA:			10,344,009

Press Releases

Date	Title
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7/23	RIVIERA NAYARIT JOINS THE TWITTER REVOLUTION AND UNVEILS NEW ONLINE PROMOTIONS FOR CLIENTS AND AGENTS
8/4	TURTLE TIME: PARTICIPATE IN RARE TURTLE HATCHING IN RIVIERA NAYARIT THIS FALL
8/5	FIRST NAUTICAL EXPO IN RIVIERA NAYARIT TO BE HELD AUGUST 13-16, 2009
8/13	RIVIERA NAYARIT HOSTS THE "RIVIERA NAYARIT CLASSIC"
8/20	Photo Caption: 2009 International Marlin and Tuna Fishing Tournament

Highlights of Public Relations Activities in July 2009

Press Visits:

- **Body & Soul, August 26-30:** confirmed media include: Tanvi Cheda, *Freelancer*; John Newton, *Freelancer*; Robert Ellsworth, *Detour*; Thomas Lavandowski, *Detour*; and, Nina Hemphill, *Upscale Living*.
- **Dara Bramson, *Peter Greenberg Show*:** We confirmed that he will visit Riviera Nayarit in autumn 2009 and will coordinate arrangements with his producer
- **Stephanie Abrams, *Travel with Stephanie Abrams*** - Followed up after interview to discuss autumn press visit. She advised that she is amidst negotiations with Riviera Nayarit about a 17 week promotion including two visits to the destination for interviews. We will coordinate arrangements with her once the negotiations are completed.
- **Nelson Tome, *OutTV*:** followed up with Nelson regarding confirmed media list and updates for November group press trip.
- **Yvonne Yeh, *NTDTV*:** MSA sent information on Riviera Nayarit and she interested in visiting the region in November/December; for whale watching season. Awaiting approval from CVB to move forward with opportunity.

Media Relations Highlights:

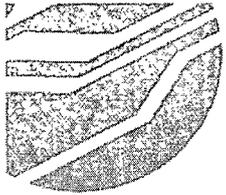
- **Monica Willis, *CountryLiving*:** Sent Four Seasons Punta Mita promotional offering for consideration
- **Adam Graham, *Freelancer*:** Pitched Riviera Nayarit as upcoming destination for consideration; MSA to follow-up
- **John DiScala, *JohnnyJet*:** Pitched Riviera Nayarit for a possible press trip visit; will be in the area so MSA to follow-up at a later time
- **Kirsten Lee, *Freelancer*:** Pitched Riviera Nayarit; MSA to follow-up
- **Patricia Alisau, *Successful Meetings*:** provided writer with new and up-to-date info for upcoming Meetings Destination supplement (on Mexico), which will be delivered as an insert in *Successful Meetings* and other sister publications at the Motivation Show in Chicago in September.
- **Jeff Wallach, *Alaska Airlines*:** Fact checked story set to appear in the September issue.
- **Kent Danjanovich, *Sportsman's News*:** Fact checked upcoming story on Riviera Nayarit.

Promotions:

- **GSN Live!**: Vallarta Palace confirm participation, waiting for materials from property to move forward
- **Regis & Kelly**: Four Seasons renewed contract for another run; MSA to secure coverage and send to client and hotel partner
- **Wheel of Fortune**; MSA working with producer to coordinate and confirm this opportunity

Miscellaneous:

- MSA provided CVB with updated activities and media opportunities to submit to budget committee
- Discussed sending Richard Zarkin to New York City for a media tour in September; need to confirm dates.
- MSA created YouTube page; to send to RNCVB for review
- MSA followed up with Spring O'Brien team regarding Jack Nicklaus' visit in November and press trip opportunities; Spring O'Brien team advised that nothing is confirmed to date.
- Multiple phone calls with Four Seasons team about upcoming promotional and press trip opportunities
 - Collaboration to host A list celebrities at The Four Seasons Punta Mita. Celebrities to consider inviting:
 - **Cristina Applegate**: Four Seasons is currently speaking with her publicist to host Cristina and her two siblings this Fall.
 - **Salma Hayek**
 - **Justin Timberlake & Jessica Biel**
 - **Ben Affleck & Jennifer Garner**
 - Host an "Ultimate Luxury" Fam trip this October or November



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RIVIERA NAYARIT
SEPTEMBER 2009 PUBLIC RELATIONS ACTIVITIES REPORT

TO: RIVIERA NAYARIT
FROM: M. SILVER ASSOCIATES, INC.

Press Coverage

Media Coverage			
Outlet	Subject	Date	Circulation
New York Times Online	Taheima Wellness Resort	4-Sep	15,086,201
New York Times	Taheima Wellness Resort	4-Sep	1,039,031
Men's Journal	Mexico Honeymoon: Water spear and deep-sea fishing in Nayarit.	1-Oct	710,424
VancouverSun.com	Mexico: From A to Z (Information on RN included)	12-Sep	593,634
TravelAgentCentral.com	Mexico's Velas Resorts Extends Double Upgrade Promotion	17-Sep	85,907
WhereToGoNext.com	Nuevo Vallarta Half-Marathon	16-Sep	75,000
Travel Video TV News	Nuevo Vallarta Half-Marathon	16-Sep	65,755
eMediaWire.com	Mexico's Velas Resorts Extends Double Upgrade Promotion Through December 24th	17-Sep	64,228
Examiner.com	International Gourmet Festival	17-Sep	63,100
Alaska Airlines	Golfing in Riviera Nayarit	1-Sep	62,548
TravelPulse.com	Mexico's Velas Resorts Extends Double Upgrade Promotion	17-Sep	60,189
Fifty-Five Plus	Travel news and adventure for expanding your	1-Sep	45,000

	horizons		
Novedades News	Not quite sure what this is about. It's in Spanish	8-Sep	32,000
MontrealGazette.com	Mexico from A to Z	18-Sep	26,600
Golfweek.com	Golfing in Riviera Nayarit	8-Sep	24,625
TRAVELWEEK	Turtle Hatching, Green Travel in Riviera Nayarit	20-Aug	13,500
KVOS.com	Riviera Nayarit Classic	22-Sep	3,500
TravelAgeWest.com	Golfing in Riviera Nayarit	12-Sep	1,358
Armchair Golf Blog	Riviera Nayarit Classic	16-Sep	N/A
Armchair Golf Blog	Riviera Nayarit Classic	17-Sep	N/A
SPA.me	Mexico's Velas Resorts Extends Double Upgrade Promotion Through December 24	17-Sep	N/A
Fitness-Holidays.com	With Flying Colors, Participate In The First Half Marathon And Run Through Nuevo Vallarta In Riviera Nayarit, October 25th, 2009	17-Sep	N/A
MichiganVacationsite.com	With Flying Colors, Participate In The First Half Marathon And Run Through Nuevo Vallarta In Riviera Nayarit, October 25th, 2009	17-Sep	N/A
TimesTranscript.com	Riviera Nayarit Classic	22-Sep	N/A
Total number of MSA generated coverage:			24
Audience/Circulation generated by MSA:			17,975,126

Press Releases

Date	Title
09/15/2009	EXPERIENCE NUEVO VALLARTA IN RIVIERA NAYARIT AT FIRST-HALF MARATHON ON OCTOBER 25
N/A	THE XV FESTIVAL GOURMET INTERNATIONAL RETURNS NOVEMBER 12 TH – 22 ND , 2009 – pending approval

Highlights of Public Relations Activities in September 2009

Press Visits:

- **Andrew McCredie, CanWest Media Works:** contacted to invite to CanTour but dates did not work for him. Working on a press trip later this year

- **Yvonne Yeh, *NTDTV***: Approved for December; MSA to confirm travel dates and itinerary
- **Nelson Tome, *OutTV***: Conference call to discuss travel arrangements and participants. MSA contacted all confirmed journalists and reached out to selected resorts for room accommodations.
- **Shelli Gonshorowski, *Producer, Peter Greenberg Show***: Confirmed travel dates of October 10-13; MSA working to coordinate press trip
- **Stephanie Abrams, *Travel with Stephanie Abrams*** – Conference call regarding itinerary and interviews. Arranged hotel accommodations and conducting outreach regarding interviews.
- **St. Regis Canadian Press Group**: sent RN press kits to all participants

Media Relations Highlights:

- **Logan Orlando, *Endless Vacation***: fact checked Michael Steven's story on Riviera Nayarit
- **Carrie Buckle, *Harper's Bazaar Dubai***: Pitched Riviera Nayarit to writer; MSA to follow-up to determine interest
- **Michelle Higgins, *New York Times***: Pitched current deals in Riviera Nayarit for Michelle Higgins upcoming deals story
- **Stephanie Johnnidis, *Sherman's Travel***: Pitched packages to publication; will include Grand Velas in publication. MSA to follow-up with coverage
- **Melissa Malinowsky, *Sherman's Travel***: sent photo editor images of Nayarit for upcoming story in the October Issue
- **Laura del Rosso, *Travel Weekly***: Pitched desk side for Laura, but she will be traveling to Riviera Nayarit in October. MSA to coordinate itinerary for her during her stay
- **Laura MacNeil, *freelancer***: Pitched Riviera Nayarit; MSA to follow-up

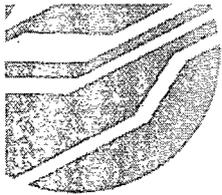
Promotions:

- **GSN Live!**, MSA coordinated promotion with Villa del Palmar Flamingos and Vallarta Palace
- MSA reached out to several celebrity publicists and wranglers for upcoming promotional opportunities at the Four Seasons Punta Mita, Nayarit.
- MSA sent all promotional materials i.e. photos, b-roll, read copy etc. to Wheel of Fortune for upcoming segment

Miscellaneous:

- MSA sent Mexico Tourism Board b-roll footage of Rivera Nayarit for October 2nd segment on the *NBC Today Show*
- MSA held several conference calls with Tara MacIntyre at Four Seasons Punta Mita regarding Tori Spelling's stay and other upcoming celebrity visits and opportunities in 2009.

- MSA reached out to several editors in Miami for deskside interviews with Richard Zarkin. Since it was Labor Day week, date was not good for the media.
- MSA coordinated NY Media Tour for Marc and Richard. MSA efforts include drafting invitation, media outreach, speaking points and press kit preparation
- MSA partnering with Four Seasons to arrange a media lunch for journalists who have visited Riviera Nayarit in the last two years. Created invitation and following up to secure participants.
- Updated all materials in press kit to finalize a press trip for the media tour
- Provided ideas to promote Truth or Dare travel agent seminars to Robert Kaufman



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RIVIERA NAYARIT
OCTOBER 2009 PUBLIC RELATIONS ACTIVITIES REPORT

TO: RIVIERA NAYARIT
FROM: M. SILVER ASSOCIATES, INC.

Press Coverage

Media Coverage			
Outlet	Subject	Date	Circulation
New York Times Online	Heading South for Hot Deals	18-Oct	15,086,201
Sun-Sentinel	Deals for Baby Boomers	10-Oct	1,071,368
New York Times	Heading South for Hot Deals	18-Oct	1,039,031
Travel + Leisure	Why Go Now? Hotels – Restaurants – Festivals	Oct 09	957,987
SmarterTravel	Thanksgiving Travel Deals	16-Oct	805,058
New York Daily News	Punta Mita	11-Oct	644,766
Regina Leader-Post Online	Mexico A-Z – Riviera Nayarit	9-Oct	593,634
Canada.comm	Mexico A-Z – Riviera Nayarit	9-Oct	593,600
Edmonton Journal	Mexico A-Z – Riviera Nayarit	9-Oct	593,000
Honolulu Advertiser	Top Golf Events	2-Oct	317,368
Sherman's Travel	Deal Bulletin – Punta Mita	Fall 09	200,000
Successful Meetings	Riviera Nayarit Meeting Venues	Oct 09	70,500
Travel Video News	Growth Continues with New Developments in 2009/2010	12-Oct	65,755
Latitudes & Attitudes Seafaring	Cruising in Riviera Nayarit	10-Oct	63,100

UNIT
REGISTRATION/CES/NSD

Examiner.com	Festival Gourmet International	24-Sept	63,100
Travel Pulse	Riviera Nayarit Adding 6,308 Rooms by 2013	13-Oct	60,189
Travel Pulse	Gourmet International Festival	1-Oct	60,189
Travel Agent Central	Accommodations to Increase by 2013	12-Oct	59,999
Travel Weekly	Food Festival Set for Riviera Nayarit	6-Oct	59,999
Times-Colonist	Mexico A-Z – Riviera Nayarit	9-Oct	24,938
WTAG News Talk Radio 580AM	Golf Championship – Canadian Tour	21-Sept	24,000
MexConnect	Chacala	12-Oct	21,000
Agent @ Home Magazine	Launch of Online Travel Agent Program	24-Sept	18,214
Canadian Travel Press	Grand Velas New Resort	31-Aug	14,000
Canadian Traveller	Riviera Nayarit Shows Growth	13-Oct	11,797
Where to Go Next	Real Estate Developments in 2009/2010	13-Oct	11,000
Stephanie Abrams	Media Blitz in Mexico	22-Oct	N/A
Newswiretoday.com	La Posada de Bucerias – New Luxury Boutique Hotel	21-Oct	N/A
Total number of MSA generated coverage:			25
Audience/Circulation generated by MSA:			22,517,996

Broadcast Coverage

Outlet	Subject	Date	Audience
Live with Regis and Kelly	Riviera Nayarit and Punta Mita Promotion	16-Oct	N/A

Riviera Nayarit Classic Coverage

Outlet	Subject	Date	Circulation
Sportsnetwork.com	Hahn Shoots 65 for Mexico Lead	3-Oct	2,159,205
Sportsnetwork.com	Hererra Leads by One in Mexico	3-Oct	2,159,205
Canadian Press	James Hahn shoots 65 to grab two-stroke lead at Riviera Nayarit Classic	3-Oct	12,000

TSN.ca	Hahn Takes Two Stroke Lead at Riviera Nayarit Classic	3-Oct	N/A
Vancouver Sun.com	Canadian Golf Tour	28-Sept	163,471
Seattle Post Intelligencer	Canadian Golf Tour	25-Sept	N/A
KASI 1430 Radio AM	Hahn Gets Second Canadian Tour Win	4-Oct	2,574
WHTZ 100.3 FM	Hahn Gets Second Canadian Tour Win	4-Oct	180,067
WALK 97.5	Herrera Leads by One in Mexico	2-Oct	N/A
WALK 97.5	Hahn Shoots 65 for Mexico Lead	2-Oct	N/A
KTKR 760 AM	Herrera Leads by One in Mexico	2-Oct	2,900
CN8 Comcast	Hahn Gets Second Canadian Tour Win	4-Oct	31,687
WSYR	Hahn Gets Second Canadian Tour Win	4-Oct	7,254
WTKS AM	Hahn Gets Second Canadian Tour Win	4-Oct	6,999
Official World Golf Ranking	James Hahn at the Riviera Nayarit Classic	5-Oct	15,900
WTAM Radio	Hahn Gets Second Canadian Tour Win	6-Oct	72,025
WSNX 104.5	Hahn Gets Second Canadian Tour Win	6-Oct	13,233
WVRK-FM	Hahn Gets Second Canadian Tour Win	6-Oct	28,200
WGIR Radio	Hahn Gets Second Canadian Tour Win	4-Oct	N/A
WALK 97.5	Hahn Gets Second Canadian Tour Win	4-Oct	34,299
WSFA TV	Canadian Professional Golf Tour	4-Oct	78,571
KTBZ Radio 1430	This Week in Golf – October 1 Through October 4	28-Sept	N/A
WTAM Radio	This Week in Golf – October 1 Through October 4	28-Sept	N/A
WILM 1450	This Week in Golf – October 1 Through October 4	28-Sept	N/A
WSNX 104.5	This Week in Golf – October 1 Through October 4	28-Sept	13,232
WOAI 1200	This Week in Golf – October 1 Through October 4	28-Sept	N/A
WXMI TV	This Week in Golf – October 1 Through October 4	28-Sept	N/A

B. 95 Radio	This Week in Golf – October 1 Through October 4	28-Sept	N/A
WGIR Radio	This Week in Golf – October 1 Through October 4	28-Sept	N/A
KTKR	This Week in Golf – October 1 Through October 4	28-Sept	4,700
KAJA - FM	This Week in Golf – October 1 Through October 4	28-Sept	N/A
WALK 97.5	This Week in Golf – October 1 Through October 4	28-Sept	34,299
WETM	This Week in Golf – October 1 Through October 4	28-Sept	19,906
KGET TV	This Week in Golf – October 1 Through October 4	28-Sept	N/A
WPTY TV	This Week in Golf – October 1 Through October 4	28-Sept	N/A
KSAS TV	This Week in Golf – October 1 Through October 4	28-Sept	N/A
KTVF TV	This Week in Golf – October 1 Through October 4	28-Sept	24,705
WPMI TV	This Week in Golf – October 1 Through October 4	28-Sept	N/A
WHAM TV	This Week in Golf – October 1 Through October 4	28-Sept	165,115
CN8 Comcast Network	This Week in Golf – October 1 Through October 4	28-Sept	31,687
KITV TV	This Week in Golf – October 1 Through October 4	28-Sept	N/A
WLYH TV	This Week in Golf – October 1 Through October 4	28-Sept	N/A
XETV TV	This Week in Golf – October 1 Through October 4	29-Sept	N/A
KVVU TV	This Week in Golf – October 1 Through October 4	29-Sept	N/A
KSNT TV	This Week in Golf – October 1 Through October 4	29-Sept	8,105
KTVX TV	This Week in Golf – October 1 Through October 4	29-Sept	128,401
KGPE TV	This Week in Golf – October 1 Through October 4	29-Sept	N/A
KHON TV	This Week in Golf – October 1 Through October 4	29-Sept	N/A
WFAN AM	This Week in Golf – October 1 Through October 4	29-Sept	N/A
KJRH TV	This Week in Golf – October 1 Through October 4	29-Sept	4,500
KMTR TV	This Week in Golf – October 1 Through October 4	29-Sept	N/A

WXXA TV	This Week in Golf – October 1 Through October 4	29-Sept	N/A
WOAI TV	This Week in Golf – October 1 Through October 4	29-Sept	124,993
KNXV TV	This Week in Golf – October 1 Through October 4	29-Sept	474,833
Kansas City Star	This Week in Golf – October 1 Through October 4	29-Sept	1,639,260
KSBH TV	This Week in Golf – October 1 Through October 4	29-Sept	240,135
WWTI TV NewsWatch	This Week in Golf – October 1 Through October 4	29-Sept	804
Miami Herald	This Week in Golf – October 1 Through October 4	29-Sept	1,776,164
WKRC TV	This Week in Golf – October 1 Through October 4	29-Sept	182,804
Myrtle Beach Sun News	This Week in Golf – October 1 Through October 4	29-Sept	126,139
WFSB TV	This Week in Golf – October 1 Through October 4	29-Sept	386,612
WEWS TV	This Week in Golf – October 1 Through October 4	29-Sept	219,676
State	This Week in Golf – October 1 Through October 4	29-Sept	1,403,156
ABC Action News WFTS TV	This Week in Golf – October 1 Through October 4	29-Sept	242,441
Sacramento Bee	This Week in Golf – October 1 Through October 4	29-Sept	1,182,893
News Channel 34	This Week in Golf – October 1 Through October 4	29-Sept	28,190
KNBR TV	This Week in Golf – October 1 Through October 4	29-Sept	45,877
WYFF	This Week in Golf – October 1 Through October 4	29-Sept	456,626
Olympian	This Week in Golf – October 1 Through October 4	29-Sept	129,407
Fresno Bee	This Week in Golf – October 1 Through October 4	29-Sept	206,111
The Macon Telegraph	This Week in Golf – October 1 Through October 4	29-Sept	159,865
WPXI TV	This Week in Golf – October 1 Through October 4	29-Sept	472,268
Modesto Bee	This Week in Golf – October 1 Through October 4	29-Sept	571,712
Charlotte Observer	This Week in Golf – October 1 Through October 4	29-Sept	665,616
KRGV TV	This Week in Golf – October 1 Through October 4	29-Sept	51,816

KFTY TV	This Week in Golf – October 1 Through October 4	29-Sept	N/A
WLMT TV	This Week in Golf – October 1 Through October 4	29-Sept	N/A
KIMT TV	This Week in Golf – October 1 Through October 4	29-Sept	33,736
WFRV TV	This Week in Golf – October 1 Through October 4	29-Sept	73,412
UPN Kansas	This Week in Golf – October 1 Through October 4	29-Sept	N/A
WHTZ TV	This Week in Golf - September 23rd through September 27th	29-Sept	N/A
KXLY TV	Canadian Professional Golf Tour	29-Sept	49,299
WVRK TV	This Week in Golf - September 23rd through September 27th	21-Sept	N/A
WSYR TV	This Week in Golf - September 23rd through September 27th	21-Sept	N/A
WTKS TV	This Week in Golf - September 23rd through September 27th	21-Sept	N/A
KTBZ TV	This Week in Golf - September 23rd through September 27th	21-Sept	N/A
WGIR TV	This Week in Golf - September 23rd through September 27th	21-Sept	N/A
KTKR TV	This Week in Golf - September 23rd through September 27th	21-Sept	N/A
KAJA FM	This Week in Golf - September 23rd through September 27th	21-Sept	N/A
WALK 97.5	This Week in Golf - September 23rd through September 27th	21-Sept	34,299
WETM TV	This Week in Golf - September 23rd through September 27th	21-Sept	19,906
KSAS TV	This Week in Golf - September 23rd through September 27th	21-Sept	N/A
WPMI TV	This Week in Golf - September 23rd through September 27th	21-Sept	N/A
KGET TV	This Week in Golf - September 23rd through September 27th	21-Sept	3,514,070
XETV TV	This Week in Golf - September 23rd through September 27th	21-Sept	N/A

KVOS TV	This Week in Golf - September 23rd through September 27th	21-Sept	N/A
Modesto Bee	This Week in Golf - September 23rd through September 27th	21-Sept	571,712
WOAI TV	This Week in Golf - September 23rd through September 27th	21-Sept	N/A
WFAN AM	This Week in Golf - September 23rd through September 27th	21-Sept	218,241
WAWS TV	This Week in Golf - September 23rd through September 27th	21-Sept	N/A
Miami Herald	This Week in Golf - September 23rd through September 27th	21-Sept	1,776,164
Charlotte Observer	This Week in Golf - September 23rd through September 27th	21-Sept	665,616
State	This Week in Golf - September 23rd through September 27th	21-Sept	1,403,156
Sacramento Bee	This Week in Golf - September 23rd through September 27th	21-Sept	1,182,893
WPXI TV	This Week in Golf - September 23rd through September 27th	21-Sept	472,268
KLFY TV	This Week in Golf - September 23rd through September 27th	21-Sept	19,691
ABC Action News	This Week in Golf - September 23 rd through September 27 th	21-Sept	242,441
Kansas City Star	This Week in Golf - September 23 rd through September 27 th	21-Sept	1,639,260

Press Releases

Date	Title
9/21/09	RIVIERA NAYARIT LAUNCHES ENTERTAINING "TRAVEL TRUTH OR DARE" VIDEO TO EDUCATE TRAVEL AGENTS ON MEXICO'S NEWEST REGIONS
09/30/09	THE XV FESTIVAL GOURMET INTERNATIONAL RETURNS NOVEMBER 12-22, 2009
10/12/09	RIVIERA NAYARIT: GROWTH CONTINUES WITH NEW RESORTS/VACATION REAL ESTATE DEVELOPMENT IN 2009 AND 2010

Highlights of Public Relations Activities in October 2009

Press Visits:

- **Laura Del Rosso, *Travel Weekly*:** Laura visited the destination and MSA coordinated an itinerary for her to view sites and interview Richard
- **Yvonne Yeh, *NTDTV*:** Approved for December; MSA drafted itinerary
- **Nelson Tome, *OutTV*:** reached out to various hotel partners but was unable to secure any rooms for G&L press group; MSA cancelled fam trip and invited producer and his partner to visit during the Gourmet Festival. MSA to create new press trip itinerary
- **Shelli Gonshorowski, Producer, *Peter Greenberg Show*:** Show took place at the Four Seasons Punta Mita, but due to technical problems, the show was not able to go live. Peter will return in December; MSA to follow-up with producer and coordinate dates of travel
- **Stephanie Abrams, *Travel with Stephanie Abrams*:** finalized press trip itinerary and arranging interview appointments for show.
- **Dara Beard, *Chris Robinson Travel Show*:** MSA coordinating flights and itinerary for Chris traveling November 3 – 8
- **Doug Olander, *Sport Fishing*:** purchased airfare and finalized itinerary for upcoming trip on November, 29

Media Relations Highlights:

- **David Pye, *M&IT Magazine*:** MSA sent further information to David regarding meeting space to supplement his article; MSA to follow-up with David to secure coverage
- **Eimear Lynch, *Conde Nast Traveler*:** MSA sent information on hotel properties for possible inclusion in the publication
- **Jayne Clarke, *USA Today*:** MSA sent fall/winter package deals for inclusion in her round-up of Mexico for the outlet; MSA to secure coverage
- **Caryne Haynes, *Sherman's Travel*:** Sent information on package deals for Grand Velas and will be included in the winter issue
- **Sarah Munoz, *Recommend*:** MSA assisted with story regarding Riviera Nayarit set to appear in Recommend Magazine in November
- **Michelle Higgins, *New York Times*:** MSA sent information on Nayarit's best deals for upcoming story about where travelers can go this Fall/Winter.
- **Monica Reid Olson, *Home & Away Magazine*:** fact checked story on Sayulita for November issue.
- **Anne Sternheim, *Travel + Leisure*:** MSA sent information on destination, upcoming events and high-resolution images for upcoming story on Riviera Nayarit in December issue.
- **Jeff Wallach, *Alaska Airlines*:** Sent journalist images for upcoming online story; MSA to secure coverage

Riviera Nayarit Convention and Visitors Bureau NYC Desk side Tour:

From September 23rd – 25th, Richard Zarkin and Marc Murphy met with NYC based media for desk side interviews, the media that participated include:

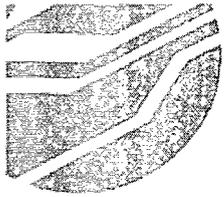
1. Brides, Sherri Eisenberg
2. Concierge.com, Colleen Clark
3. Continental, Randy Hecht
4. Cookie Magazine, Rebecca Etter
5. Elegant Bride, Brooke Showell
6. Family Travel Forum, Kyle McCarthy
7. Sherman's Travel, Becca Bergman
8. Travel + Leisure, Mario Mercado & Catesby Holmes
9. TravelPulse.com, Kerry Medina

Promotions:

- o *Live With Regis & Kelly*: MSA obtained the first clip of the promotion (air date: 10-16)
- o MSA met with celebrity wrangler, Keith Gelman at Burns Entertainment regarding upcoming celebrity visits to the Four Seasons Punta Mita, Nayarit.

Miscellaneous:

- o MSA sent Mexico Tourism Board high-resolution photos of Riviera Nayarit for upcoming segment on the *NBC Today Show*
- o Contacted Cristina Alvaradejo at MTB regarding co-sponsorship for a media luncheon in Toronto this Fall. MTB advised they will cover the entire luncheon; date and place TBD
- o MSA spoke to Cristina Alvaradejo at MTB about covering the flights for Gourmet Festival press trip attendees
- o MSA spoke with Hugh Gaffney owner of Twisted Rose (restaurant in Bucerias) to include venue in all press materials. He is willing to accommodate press visits too
- o MSA sent the Spring O'Brien team a list of suggested journalists to invite for the Punta Mita/Jack Nicklaus, November 15 press trip



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RIVIERA NAYARIT
NOVEMBER 2009 PUBLIC RELATIONS ACTIVITIES REPORT

TO: RIVIERA NAYARIT
FROM: M. SILVER ASSOCIATES, INC.

Press Coverage

Broadcast			
Outlet	Subject	Date	Audience
NBC Today Show	Top vacation spots to visit now	10-29-09	4,836,480
Stephanie Abrams	Travelers 411	11-14-09	4,000,000
Stephanie Abrams	Travel WITH Stephanie Abrams	11-15-09	6,000,000
Chris Robinson	The Chris Robinson Travel Show	11-13-09	747,600
Online and Print Media Coverage			
Outlet	Subject	Date	Circulation
AAA Going Places	Riviera Nayarit – Mexico's Next Best Thing	Nov-Dec	2,521,974
USA Today	Great Deals at Mexican Resorts- Grand Velas	30-Oct	1,900,116
Endless Vacations	Newest Riviera – Laid Back, but Luxe	Nov	1,845,297
Baltimore Sun Online	Friendly Hot Spots – Mexico	11-Nov	1,511,313
Conde Nast Traveler	Where to Find Travel Deals This Winter	Nov	820,660
Hartford Courant Online	Friendly Hot Spots- Mexico	8-Nov	749,212
Men's Journal	Mexico 30% Off – Sayulita	4-Nov	710,484

Los Angeles Times	Mexico's Family Friendly Hotels	8-Nov	657,467
Modern Bride	Muy Caliente – St Regis, Seaside Serenity	Dec	313,360
CLTV Online	Friendly Hot Spots – Mexico	8-Nov	178,320
The Log (San Diego Edition)	Guide to West Coast Marinas – Riviera Nayarit included	29- Oct	160,000
The Log (Southern California Edition)	Guide to West Coast Marinas – Riviera Nayarit included	29-Oct	160,000
Salt Lake Tribune	Guidebook for Puerto Vallarta	15-Nov	139,628
Sportsman's News	Riviera Nayarit- Mexico's Newest Destination	Nov	130,000
Robb Report	Mexico's Hot Spots – Riviera Nayarit, "Next Big Travel Destination"	1-Nov	106,005
The Morning Call	Mexico's Family Friendly Hot Spots	11-Nov	100,617
Sunday Telegram	Festival Gourmet	11-Oct	99,755
Epoch Times	'Fintastic' Riviera Nayarit	10-Sept	90,000
Travel Weekly Online	Little Improvement Seen in Incentive Meetings Travel – Grand Velas	28-Oct	59,999
Travel Weekly Online	Last Minute Bookings	18-Nov	59,999
Recommend Magazine	Riviera Nayarit – Mexico's New Playground	Nov	50,523
Travel Weekly	Wildlife	9-Nov	40,900
Travel Weekly	Riviera Nayarit Forging Own Identity on Pacific Coast	16-Nov	40,900
Marin Magazine	Venture to Riviera Nayarit	1-Nov	40,000
Vacation Agent Magazine	New Appointments at Velas Resorts	8-Nov	31,519
TravelAge West	Destination is Broadening its Messages to Attract Families and Nature Lovers	26-Oct	26,006
TravelAge West	Easy Does it in Sayulita	9-Nov	26,006
TravelAge West	Golf and Spa Packages	5-Nov	26,006
KIAH TV Online	Mexico's Family Friendly Hotels	8-Nov	13,017
Travel with Chris Blog	Dreams Villamagna Nuevo Vallarta	10-Nov	N/A
Travel with Chris Blog	Activities in Riviera Nayarit	10-Nov	N/A
Travel with Chris Blog	Beaches in Riviera Nayarit		
Caribbean News Digital	Nayarit to Add 6, 308 Rooms by 2013	29-Oct	N/A
Hospitality Net	Velas Resorts Group Announces Executive Appointments	26-Oct	N/A
KFSM TV Online	Mexico's Family Friendly Hot Spots	8-Nov	N/A
KSTU Online	Mexico's Family Friendly Hot Spots	8-Nov	N/A
WGHP Online	Mexico's Family Friendly Hot Spots	8-Nov	N/A
WREG Online	Mexico's Family Friendly Hot Spots	8-Nov	N/A

WTVR Online	Mexico's Family Friendly Hot Spots	8-Nov	N/A
SDNN San Diego News Network	The Real Deal – Grand Velas	8-Nov	N/A
Stephanie Abrams Blog	Five Star Pampering at Four Seasons Punta Mita	11-Nov	N/A
Stephanie Abrams Blog	Have it Your Way in Nuevo Vallarta and Punta Mita		N/A
Total number of MSA generated coverage:			44
Audience/Circulation generated by MSA:			28,193,163

Press Releases

Date	Title
10/23/09	RIVIERA NAYARIT SETS SAIL: NAUTICAL EVENTS SHOWCASE THE DESTINATION IN 2010 (Pending approval)

Highlights of Public Relations Activities in November 2009

Press Visits:

- **Stephanie Abrams Show:** finalized all details for trip and secured over 15 interview subjects for live radio shows in Nuevo Vallarta and Punta Mita
- **Jane Onstott, Fodor's:** MSA coordinated journalist to meet with Richard Zarkin and arranged site inspections at selected hotels; also confirmed that the 2011 Guidebook will include Riviera Nayarit in the title
- **Gourmet Festival:** MSA invited select media to attend; unable to secure any journalists because of the press trip dates
- **The Peter Greenberg Show:** MSA coordinating Peter's December re-visit to the region
- **Chris Robinson Show:** MSA coordinated Chris Robinson and crew to travel to Riviera Nayarit for radio broadcast
- **Nelson Tome, OutTV:** Journalist postponed press trip for next Spring 2010
- **Doug Olander, Sport Fishing Magazine -** postponed press trip based on shortage of fish reported by Captain Temple

Media Relations Highlights:

- **Greg Midland, Metropolitan Golf Association:** MSA sent images for golf coverage to journalist
- **Dawna Robertson, Prevue Magazine:** MSA sent detailed information and images of Nayarit for upcoming story
- **Erika Hueneke, Destination Weddings & Honeymoons Magazine:** MSA assisted in fact-checking copy for magazine coverage

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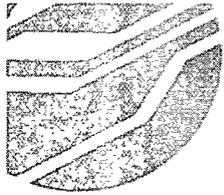
- **Annie Scott, *Gadling*:** MSA pitched blogger press trip opportunity
- **Araceli Cruz, *freelancer*:** MSA sent journalist the information for Tepic CVB for upcoming stories on the Day of the Dead festivities and "Things to Do" and "Where to Stay" in Tepic and San Blas
- **Jeryl Brunner, *Travel + Leisure*:** Writer is working on story about winter destinations that have welcomed celebrities: MSA sent a list of A-list celebrities that have vacationed at top resorts in Riviera Nayarit
- **Amy Chen, *Budget Travel*:** MSA pitched her on top hotel deals in Nayarit for the February 2010 issue
- ***Deal Flow Show*** - Coordinated interview with Andrea Cohen, Richard Zarkin and producer for November 21, 2009. The premise of the show will be focused on building a case for why Punta Mita is a good place to invest in real estate, and part of that is talking about the growth of Riviera Nayarit as a tourism destination
- **Jayne Clark, *USA Today*** – provided information on winter packages including Grand Velas

Promotions:

- ***The Ellen DeGeneres Show*:** MSA tried to secure last minute sweepstakes opportunity but due to time constraints, we will provide the prize for use at a later time

Miscellaneous:

- Communicated with Spring O'Brien team about Jack Nicklaus event in Punta Mita, November 16, 2009.
- Contacted all Hotel CVB partners for upcoming seasonal packages
- Contacted producers at *NBC Today Show* for DVD copy of October 29, segment that featured Nayarit
- Prepared 2010 Public Relations Plan and proposal



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RIVIERA NAYARIT

DECEMBER 2009 PUBLIC RELATIONS ACTIVITIES REPORT

TO: RIVIERA NAYARIT

FROM: M. SILVER ASSOCIATES, INC.

Press Coverage

Online and Print Media Coverage			
Outlet	Subject	Date	Circulation
Yahoo News	Mexico's Grand Velas Resorts Offers Travelers Eco-Tours and Wildlife Packages in 2010	30-Nov	37,902,000
USA Today (online)	Mexican Riviera Migrates North	11-Dec	9,469,776
Chicago Tribune	Mexico's Family-Friendly Hot Spots	8-Nov	4,019,956
New York Magazine	Surf on the Cheap in Nayarit	7-Dec	2,002,454
USA Today	Mexican Riviera Migrates North	11-Dec	1,900,116
Endless Vacations	6-page feature on Riviera Nayarit	1-Dec	1,845,297
Fort Worth Star-Telegram (online)	Resort Packages let Visitors See a More Natural Side of Mexico	7-Dec	716,228
Continental	Article from Randy Hecht on a "Green Riviera Nayarit"	1-Dec	332,501
Fort Worth Star-Telegram	Go "Green" in Mexico	6-Dec	289,498

WDAF online	Mexico's Family-Friendly Hot Spots	25-Nov	239,279
Sherman's Travel	Sweet Spot – Where to go for Value	1-Dec	200,000
Upscale Magazine	Article from Nina Hemphill, visiting journalist that participated on the Body & Soul press trip	1-Jan	181,399
Destination Weddings	Riviera Nayarit is included in “Where to Wed in 2010”	1-Jan	175,000
Bridal Guide	Article on Mexico includes Sayulita and Punta Mita	1-Dec	173,177
Elite Traveler	Article featuring Riviera Nayarit to host the Mexico Cup Regatta	19-Dec	127,786
MET Golfer	Stellar Golf and Superb Food Await Travelers to Mexico's Central Pacific Coast	6-Dec	100,000
Fifty-Five Plus	Mexico's International Festival	1-Sept	100,000
Travel Pulse	Grand Velas Offers Eco – Tours, Wildlife Packages	25-Dec	70,000
Travel Weekly Online	Grand Velas Shifting Focus to Luxury Leisure	25-Nov	59,999
Recommend	Feature on Mexico revival and as fresh as ever	1-Dec	50,523
Recommend	Round-up of sexy, flirty beaches includes Riviera Nayarit	1-Dec	50,523
Travel Weekly	Reader's Choice Awards	14-Dec	40,900
Travel Weekly	Resort Developments in Riviera Nayarit and Los Cabos – Mexico Continues its Quest to Develop new Tourist Meccas	7-Dec	40,900
Meetings Focus	Meetings Mexico	1-Dec	31,554
Meetings West	Pacific Coast- Café des Artistes mention	1-Dec	28,695
Travel World News	Brand new Wedding Chapel at the Grand Paladium in the Mayan Riviera	1-Dec	22,174
Meetings Mexico	Article on Mexico rebounding after 2009 including Riviera Nayarit	1-Dec	15,000
Travel Week Canada	Development Continues to Boom in Riviera Nayarit	3-Dec	13,500
Golf.com	Bahia Golf Course Named Top New International Course in 2009	7-Dec	9,000
Jetsettersblog	Mexico's Grand Velas Resorts Eco –Tours, Wildlife Packages	2-Dec	5,000
GSA Travel Magazine	Adventure and Eco-Tourism in Islas Marietas	11-Dec	N/A
Hospitality 1st	Mention of Stephanie Abrams broadcast in Riviera	9-Dec	N/A

	Nayarit		
Delta.com (blog)	Reader comments included Riviera Nayarit as best beach destination	1-Dec	N/A
Total number of MSA generated coverage:			33
Audience/Circulation generated by MSA:			60,212,235

Press Releases

Date	Title
1/5/2010	RIVIERA NAYARIT SETS SAIL: NAUTICAL EXTRAVAGANZA WILL SHOWCASE THE DESTINATION IN 2010

Highlights of Public Relations Activities in December 2009

Press Visits:

- **Peter Greenberg (December 13, 14):** MSA coordinated press trip for Peter and B-roll film crew; MSA received coverage of the radio broadcast
- **Kimball Livingston, *Sailing Magazine* (December 10-13):** MSA assisted the Mexico Tourism Board with this trip. Arranged all land and room accommodations and created the itinerary for journalist
- ***Festival of Migratory Birds, January 21 - 25, 2010:*** MSA drafted invitation and sent out invitation
- **Andrew McCredie, *Freelancer*:** Will be visiting Nayarit for two weeks and will be focusing on a more family oriented angle given that he is traveling with his children. He hopes to place 10 stories out of this trip. MSA will request media rates at Nuevo Vallarta all-inclusive resorts for him and his family

Media Highlights:

- **Stephanie Johnnidis, *Sherman's Travel*:** Featuring Riviera Nayarit in their Top 10 Places to go in 2010 article. MSA provided editor with new information on the destination and will secure a copy of story for next report.
- **Becca Bergman, *Sherman's Travel*:** MSA followed up with journalist to see if she is still planning to vacation in Sayulita in 2010. Editor advised that trip may be delayed but will like our assistance when she knows her confirmed travel dates.

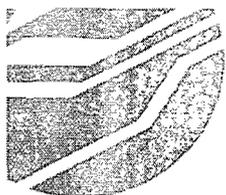
- **Sarah Lacamoire, *Freelance*:** MSA pitched journalist with destination culinary highlights
- **Greg Oates, *Prevue*:** MSA fact-checked piece for Greg for article appearing January/December

Promotions:

- ***The Ellen DeGeneres Show*:** MSA coordinated prize giveaway for use at a later time
- ***ESPN 1050 Radio*:** This January, show is doing a month-long Winter promotional program and would like to feature Riviera Nayarit as their destination giveaway (4 to 8 prizes). RN had to decline because we could not find support from our airline partners to cover the flight tickets.
- **Let's make a Deal** on CBS hosted by Wayne Brady: MSA suggested CVB offer 1-3 vacation prizes for show. CVB cannot participate in 2009 but will revisit opportunity next year.
- **Martha Stewart** Producers from The Martha Stewart Show expressed interest in filming a remote segment of the show at the destination. Martha and her film crew would travel to Riviera Nayarit and film for 4-5 days exploring the highlights of the destination, emphasizing the affordable luxury, nature, lifestyle and beach towns. To have the show filmed in Riviera Nayarit will coast around \$70K USD++. CVB had to decline opportunity, as it was too expensive to support at this time.

Miscellaneous:

- Coordinating trips for the promotional prize winners
- Conference call with Tara MacIntyre, Four Seasons, to discuss upcoming fam trips in 2009 and 2010.
- CVB with the media coverage report from January - November 2009.
- MSA wrote a 300 word piece for the Mexico Tourism Board's December newsletter. Focused on new developments, winter deals, etc.
- Researched upcoming nautical events in Nayarit for press release
- Sent 20 copies of *Endless Vacation* magazine (which included a 6 page feature on destination) to Nayarit
- Updated 2010 plan of action calendar



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RIVIERA NAYARIT

JANUARY 2010 PUBLIC RELATIONS ACTIVITIES REPORT

TO: RIVIERA NAYARIT

FROM: M. SILVER ASSOCIATES, INC.

Press Coverage

Broadcast			
Outlet	Subject	Date	Audience
Peter Greenberg Live	Peter Greenberg Worldwide	12 - 2009	N/A
Online and Print Media Coverage			
Outlet	Subject	Date	Circulation
Agent @ Home Magazine	Story about New Developments in Riviera Nayarit in 2010	11-Jan	18,200
Elite Traveler	Mexico Cup Regatta	12-Dec	127,786
Houston Chronicle	Getaways for the New Year	27-Dec	684,779
Meetings and Incentive Travel	Riviera Nayarit – CVB Promoting Meetings Business	1-Dec	10,720
Private Clubs Magazine	Riviera Maya vs. Riviera Nayarit	Winter 2010	191,490
San Antonio Express News	Getaways for the New Year	27-Dec	325,286

TravelAge West	Welcoming the Whales – Grand Velas Pairs Whale-Watching with All-Inclusive Luxury	21-Dec	26,006
Trans World News	Mexico All Inclusive Deals, 2009	18-Dec	N/A
Travel Pulse	Riviera Nayarit Sees More Growth in 2010	12-Jan	70,000
Travel Video News	Riviera Nayarit Ranked Among World's Top Destinations	13-Jan	65,556
Travel Weekly	Reader's Choice Awards	14-Dec	40,900
Travel Weekly Online	Mexico Cup Regatta	23-Dec	59,999
USA Today Online	A Look at 3 Riviera Nayarit Neighborhoods	9-Dec	9,469,776
Vacation Agent Magazine	Riviera Nayarit Sees More Hotel Growth for 2010	Dec '09	15,000
Where to Go Next	Riviera Nayarit Welcomes Growth and Development in the New Year	12-Jan	10,000
Total number of MSA generated coverage:			16
Audience/Circulation generated by MSA:			684,779

Press Releases

Date	Title
1/5/2010	Riviera Nayarit Sets Sail: Nautical Extravaganza will Showcase the Destination in 2010
1/11/2010	Riviera Nayarit Welcomes Growth and Developments in the New Year
1/13/2010	U.S. Magazines Rank Riviera Nayarit Among The World's Top Destinations

Highlights of Public Relations Activities in January 2010

Press Visits:

- **Festival of Migratory Birds, January 21 - 25, 2010:** MSA followed up on invitation sent in December.
 - **Media interested:** Edward Glazarev, *NY Daily News*; Mary Ellen Botter, *Dallas Morning News*; Adam Graham, *New York Magazine* freelancer;

- **Jack Hanna *Into the Wild*** – MSA reconnected with producer to determine if sending the crew to Riviera Nayarit may be viable for October/November
- **Yvonne Yeh, *NTDTV*** – MSA coordinating with media for press trip in March/April
- **Blogger Group Press Trip** – Preliminary outreach and set tentative dates for April 20 through the 24th
- **Anita Draycott, *Golf Style Magazine*** – arranged golf accommodations and tee times for journalist at top courses in Riviera Nayarit

Media Highlights:

- **Stella Katsipoutis, *Bridal Guide***: MSA sent images of Villa Bella per request of the journalist
- ***Wall Street Journal***: pitched Riviera Nayarit's new developments
- **Ellie Byrd, *El Heraldo News***: MSA sent journalist updated press kit, releases and new development information. Journalist is interested in visiting Nayarit again since her last trip in 2007
- **Heather Haaby, *Chicago Bride Magazine***: Sent images of St. Regis and Four Seasons Punta Mita; article to appear in February and March issues

Promotions:

- Presented opportunity to promote Chef Alex Stratta's visit to Riviera Nayarit and the Four Seasons in order to showcase the destination as having a growing culinary niche
- Presented opportunity of sponsorship and campaign with KNBR Radio Station and the San Francisco Giants Baseball team
- MSA coordinating SELF promotion winner visit to Riviera Nayarit
- MSA coordinating "Live with Regis and Kelly" promotion winner visit to Riviera Nayarit

Miscellaneous:

- Completed 2009 impact report
- Update 2010 Public Relations Plan of Action Calendar
- MSA created a PR Plan of Action Calendar specifically for the Nautical Extravaganza events
- Updated CVB and partner contact list for 2010
- Obtained new tour operator packages from FunJet Vacations representative
- Daily monitoring of local Nayarit media coverage sent from Rafael Torres
- Sent weekly Tweets about latest news in Nayarit

H & S Public Relations

SINGAPORE

MONTHLY PR ACTIVITY REPORT – JULY - AUGUST 2009

TO: SINGAPORE TOURISM BOARD

FROM: H&S PUBLIC RELATIONS

OVERVIEW/SUMMARY

Leisure

-
-

BTMICE

-

Singapore Education

-

Singapore Medicine

-

Other Activities

-

SUMMARY OF ACTIVITIES

	Media Educational (Actual & Perspective)	Media Conferences/ Appointments	Promotions	Media Releases	Stories Pitched
A Publications					
B Publications					
Other Publications					
Total					

PUBLIC RELATIONS

I. Press Releases

July - August 2009 Public Relations Singapore Report/ Page 2

Date	Release Title
7/2/09	Singapore's Changi Airport is giving away special SGD\$5.00 vouchers to all departing passengers during July: http://tinyurl.com/nzzgig
7/8/09	Singapore Grand Prix special hotel packages & Best Rate Guarantee Program unveiled, race fans get greater value; http://tinyurl.com/lb9rxt
7/14/09	Acclaimed Les Amis Restaurant Group opens Bistro du Vin! http://tiny.cc/xiJnR
7/16/09	Annual Singapore Food Festival HAPPENING NOW celebrates the country's status as Asia's food mecca: http://tiny.cc/FBRpn
7/17/09	Baba Bling Exhibit in Singapore: 300+ pieces of 19th century Peranakan jewelry w/ precious family heirlooms on display http://tiny.cc/XHyXf
7/22/09	The Great Singapore Sale is shifting shopping into overdrive until July 26! Look for discount up to 70% http://tinyurl.com/q8p315
7/23/09	Singapore Changi Airport, the numero uno for snoozing as ranked by Travel Agent magazine! http://tiny.cc/LVSpU
7/27/09	Suite Specials at Singapore's Fullerton Hotel - now up to 50% Off. http://tiny.cc/nQUok
7/29/09	Singapore's Legendary Raffles Hotel speeds up the fun with the Singapore Grand Prix Package http://tiny.cc/PcUjF
7/30/09	St. Regis Singapore's guided art tour features masterpieces from Picasso and Singaporean artist Georgette Chen http://tiny.cc/eLT4Y
8/3/09	Curious of bone soup? It's one of Anthony Bourdain's favorite street foods in S'pore! Be sure to watch tonight, 10PM EST on the Travel Channel
8/4/09	Global Traveler highlights S'pore as a "must visit destination" + COO of Las Vegas Sands Corp re Marina Bay Sands: http://tinyurl.com/l4uyf6
8/5/09	Sentosa Island began construction on the highly-anticipated 620 meter boardwalk connecting to the Singapore mainland http://tiny.cc/gWVfs
8/6/09	Sentosa paves the way with a lavish boardwalk featuring retailers, food venues and garden areas-completed by Nov. 2010 http://tiny.cc/gWVfs
8/7/09	The Fullerton Hotel Singapore revs it up with the Formula One Experience package offering race views and VIP treatment http://tiny.cc/GGGZ2
8/7/09	Beyonce, Black Eyed Peas & more take the stage in S'pore @ the F1 Rocks concert during the world's only F1 night race! http://tiny.cc/4NSaa
8/10/09	Sentosa Boardwalk will connect the mainland with Resorts World, the 2nd integrated resort featuring a Universal Studios http://tiny.cc/E4LFr
8/11/09	Lonely Planet's "Travel With Children" guide lists Singapore as one of the top 10 cities to visit with children http://tiny.cc/iMPIO
8/11/09	New 17-room boutique #hotel, Klapsons opens in Singapore. No two rooms are the same! http://tiny.cc/66sIz
8/12/09	Medical tourism appeals to 60% of Americans. Singapore is noted as one of the top medical tourism hot spots http://tiny.cc/X8VtH
8/13/09	The 1st full butler dining experience in the sky- only on the Singapore Flyer, the world's largest observation wheel http://tiny.cc/cTGqO
8/13/09	Try a cocktail or tasty delicious Gryphon teas and read a cookbook or two at the same time at 25 Degree Celsius http://ow.ly/jXq1
8/14/09	S'pore's 1st local microbrewery, the RedDot Brewhouse, includes a Monster Green Lager that even the Hulk would appreciate http://ow.ly/jXqH
8/14/09	Try the cupcakes at Oni Cupcakes in Singapore with butter-cream icing flavors like mandarin orange or durian http://ow.ly/jXvM

July - August 2009 Public Relations Singapore Report/ Page 3

8/18/09	Sept 5: See the first-ever jetliner vs car race in Asia, with a race between a Porsche and Boeing 747! http://tiny.cc/7D02B #TravelTuesday
8/18/09	S'pore Changi Airport offers a pick me up with "Java Mondays with Changi"- now serving free Starbucks coffee every Mon AM http://ow.ly/ktp1
8/19/09	No time better than the nighttime at Singapore's Night Safari with over 900 animals and 135 exotic species http://ow.ly/kCLF #Singapore
8/20/09	Diane von Furstenberg takes the catwalk overseas with the opening of a new store at Singapore's Ion Orchard http://tiny.cc/wuQ37 #Singapore
8/20/09	Experience S'pore like a local with unique walking tours ranging from culinary delight to ghostly excursions http://ow.ly/kKM2 #travel
8/21/09	Follow these #Singapore attractions on #FollowFriday @supperclubsg @grandhyattspore #Travel #Hotels
8/21/09	RT @latimetravel Five nights in #Singapore and Bangkok, from \$1,145, with flights: http://bit.ly/aiK4u #Travel
8/24/09	Anthony #Bourdain names #Singapore 's Sin Huat Eating House one of the world's top late-night restaurants! http://ow.ly/l7Re #travel
8/25/09	#Singapore continues incentives for #meetings during a down economy through enhanced "Be in Singapore" campaign: http://ow.ly/l9xP #travel
8/26/09	Brussels Sprouts- not what you think. The S'pore restuarant offers the best in Belgium cuisine and over 120 types of #beer http://ow.ly/kTQP
8/27/09	Sign up now for #FREE walking tours compliments of the #Singapore #Tourism Board. Part of our cultural #festival #deals! http://ow.ly/kTVD
8/28/09	The #FinancialTimes raves about #Singapore 's culinary expertise and Singaporean chef Sam Leong http://ow.ly/liRc #travel #followfriday
8/31/09	Orchard Central is a 12-story shoppers paradise with rooftop garden, great views and 6 unique #shopping clusters http://ow.ly/ljyA #travel

II. Press Coverage (including any new clips since last report)

Leisure				
Outlet	Title	Date	Circ.	Ad. Value
<i>ChicagoTribune.com</i>	Casino Operators with Macau Properties Mixed on Disappointing June Gaming Revenue Results	7/1/09	625,000	N/A
<i>Conde Nast Traveler</i>	The Credit-Crunched	7/1/09	808,419	\$5,752
<i>Jax Fax</i>	Singapore	7/1/09	20,813	\$3,538
<i>Private Clubs Magazine</i>	The Price is Right	7/1/09	206,737	\$16,449
<i>Miami Herald.com</i>	Flight Delays? Just Let Them Play the Slots	7/2/09	800,000	N/A
<i>ChocolateAtlas.com</i>	Auspiciously Delicious in Singapore	7/3/09	500	N/A
<i>Reuters</i>	Returning Asians to Fill Talent Gap, Boost Innovation	7/4/09	2,225,000	N/A
<i>Bloomberg.com</i>	Savor Sunset Cocktails, Thai Flavors at Kha: Singapore Dining	7/7/09	1,225,000	N/A
<i>Examiner.com</i>	Culturally Correct: Top Terms of Protocol in 10 Asian Countries	7/7/09	2,175,000	N/A
<i>Wisconsin State Journal</i>	My Top 10 Favorite Bars and	7/7/09	86,456	\$213

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	Taverns			
<i>Associated Press</i>	Adelson says Sands Considering Macau IPO	7/8/09	775,000	N/A
<i>ChicagoTribune.com</i>	Adelson says Sands Considering Macau IPO	7/8/09	625,000	N/A
<i>Examiner.com</i>	The Marina Bay Sands Casino Opening Delayed	7/8/09	2,175,000	N/A
<i>Forbes.com</i>	Adelson Says Singapore Casino Opening Delayed	7/8/09	650,000	N/A
<i>New York Times.com</i>	Adelson Eyes I.P.O. for Sands' Macao Assets	7/8/09	3,450,000	N/A
<i>Newsday.com</i>	Adelson Says Sands Considering Macau IPO	7/8/09	457,600	N/A
<i>San Francisco Chronicle.com</i>	Adelson Says Sands Considering Macau IPO	7/8/09	1,675,000	N/A
<i>Wall Street Journal.com</i>	Adelson Says Sands Considering Macau IPO	7/8/09	1,125,000	N/A
<i>Wall Street Journal.com</i>	Oper Environment in Las Vegas Improving	7/8/09	1,125,000	N/A
<i>Associated Press</i>	Text of Obama's Speech in Ghana	7/9/09	775,000	N/A
<i>CNBC.com</i>	Las Vegas Sands Eyes up to \$4 Billion in Fund Raising	7/9/09	975,000	N/A
<i>TheStreet.com</i>	Multiplex Index	7/9/09	2,499,999	N/A
<i>Wall Street Journal.com</i>	Casino Firm Weights Macau Deals	7/9/09	1,125,000	N/A
<i>ChicagoTribune.com</i>	Travel Deals	7/12/09	625,000	N/A
<i>Chicago Tribune</i>	Trips, Tips & Deals	7/12/09	940,620	\$2,270
<i>Daily Press</i>	Trips, Tips & Deals	7/12/09	107,701	\$1,385
<i>Los Angeles Times</i>	Tours & Cruises	7/12/09	1,173,096	\$4,868
<i>San Francisco Chronicle.com</i>	San Francisco Bartender Pairs Cocktail with Cocktail Dress	7/12/09	1,675,000	N/A
<i>Forbes.com</i>	Singapore Raises Hopes in Asia	7/14/09	650,000	N/A
<i>New YorkTimes.com</i>	Singapore Economy Stages Comeback in Quarter	7/14/09	3,450,000	N/A
<i>USA Today.com</i>	Singapore Says Economy Jumps 20 Percent in Second Quarter	7/14/09	1,350,000	N/A
<i>Wall Street Journal.com</i>	Singapore Economy Shows Signs of Recovery	7/14/09	1,125,000	N/A
<i>The Insider.com</i>	Kobe Bryant in Singapore- Woot Woot!!	7/22/09	475,000	N/A
<i>New York Times.com</i>	Perks Trimmed for Expatriate Financiers in Hong Kong	7/24/09	3,450,000	N/A
<i>Reuters</i>	Singapore's Liverpool Fans Dig Deep to See Team in Action	7/24/09	2,225,000	N/A
<i>Luxury Travel Magazine.com</i>	Luxury Travel to Singapore Made Suite-er this Summer	7/25/09	2,089	N/A
<i>USA Today</i>	Airport Check-in	7/27/09	2,278,022	\$935
<i>USA Today.com</i>	Airport Check-in	7/27/09	1,350,000	N/A
<i>Forbes.com</i>	Singapore Bets Recession Won't	7/28/09	650,000	N/A

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	Dim Love for Malls			
<i>Dallas Morning News.com</i>	What Women Really Want	7/29/09	636,420	N/A
<i>Las Vegas Review Journal.com</i>	What Women Really Want	7/29/09	464,392	N/A
<i>Los Angeles Times.com</i>	What Women Really Want	7/29/09	1,624,041	N/A
<i>Forbes.com</i>	Singapore Tourist Arrivals Fall 12 Pct in 1H	7/30/09	650,000	N/A
<i>Gadling.com</i>	High-Tech Bridge to Connect Singapore's Sentosa Island	7/31/09	1,034,938	N/A
<i>New York Times.com</i>	Amassing Treasures in Southeast Asia	7/31/09	3,450,000	N/A
<i>Wall Street Journal.com</i>	Roti Canai	7/31/09	1,125,000	N/A
<i>Conde Nast Traveler</i>	The Tipping Guide	8/1/09	808,419	\$5,048
<i>Protocolo.com</i>	Revista Interactiva	8/1/09	25,000	N/A
<i>Robb Report</i>	Grand Openings	8/1/09	106,005	\$31,936
<i>The Tasting Panel Magazine</i>	Singapore Fling	8/1/09	25,000	\$13,543
<i>CVN Travel.com</i>	Anthony Bourdain- Street Food in Singapore	8/4/09	N/A	N/A
<i>Edmunds Inside Line.com</i>	Singapore: 'F1 Rocks' Inaugural Event will Feature Beyonce and Black Eyed Peas	8/5/09	1,375,000	N/A
<i>Newsday.com</i>	2009 Formula One Schedule and Standings	8/5/09	457,600	N/A
<i>Epoch Times</i>	Beyonce, ZZ Top, Others to Perform for Formula One	8/6/09	90,000	\$58
<i>Montreal Gazette.com</i>	Beyonce, Peas to Rock the Race at Singapore's Grand Prix	8/6/09	58,500	N/A
<i>My Hotels Review.com</i>	Little India Hotels in Singapore are Popular and Affordable	8/7/09	N/A	N/A
<i>Calgary Herald</i>	Top 10 Cities to Visit with Children	8/8/09	114,161	\$82
<i>My Several Worlds.com</i>	Travel Singapore: The Singapore Zoo	8/9/09	N/A	N/A
<i>The Beaufort Gazette</i>	Before Travel, Get to Know these Chopsticks Rules	8/9/09	11,710	\$64
<i>Reuters</i>	Formula One, Universal Eye Global TV Concerts	8/10/09	2,225,000	N/A
<i>Reuters</i>	Singapore's Busting Buddhist Green Building	8/10/09	2,225,000	N/A
<i>Where to go Next.com</i>	Tips & Bits	8/10/09	75,000	N/A
<i>USA Today.com</i>	Why these are Road Warriors' Favorite Cities for Business Trips	8/11/09	1,350,000	N/A
<i>Wall Street Journal.com</i>	Singapore's GDP Grows	8/12/09	1,125,000	N/A
<i>USA Today</i>	Obama to Attend Asia-Pacific Forum	8/14/09	2,635,412	\$1,870
<i>Los Angeles Times</i>	Best Airport Nap? Singapore	8/16/09	1,173,096	\$4,868
<i>Los Angeles Times.com</i>	Best Airport for Napping between Flights? Singapore's Changi	8/16/09	1,624,041	N/A

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<i>Pollstar</i>	F1 Rocks Singapore	8/17/09	9,925	\$522
<i>Times-Colonist.com</i>	Top 10 Cities to Visit with Children	8/17/09	24,938	N/A
<i>Los Angeles Times.com</i>	Five Nights in Singapore and Bangkok	8/21/09	1,624,041	N/A
<i>Wall Street Journal.com</i>	Casino Nears Hong Kong Listing	8/21/09	1,125,000	N/A
<i>Fashion Newspaper.com</i>	CHANEL to Open at Marina Bay Sands	8/22/09	N/A	N/A
<i>Financial Times.com</i>	A New Cuisine Style is Transforming Singapore	8/22/09	625,000	N/A
<i>ChicagoTribune.com</i>	All about Ferris Wheels	8/23/09	625,000	N/A
<i>Monsters and Critics.com</i>	Fall in Tourist Arrivals Eases off in Singapore	8/25/09	1,700,000	N/A
<i>Fashion Runway.com</i>	Miu Miu: Second Flagship Store in Singapore	8/26/09	N/A	N/A
<i>Examiner.com</i>	Travel 101: How to Dress for Success when you Travel	8/27/09	2,175,000	N/A
<i>Monsters and Critics.com</i>	Beyonce Knowles' Singapore Getaway	8/27/09	1,700,000	N/A
<i>DailyFill.com</i>	Beyonce to Rent \$8 Million Singapore Apartment	8/28/09	1,000	N/A
<i>LuxuryWeb.com</i>	Destination Singapore	8/29/09	N/A	N/A
<i>Chicago Tribune</i>	Trips, Trips & Deals	8/30/09	465,892	\$6,810
<i>Daily Press</i>	Trips, Tips & Deals	8/30/09	107,701	\$593
<i>Hartford Courant</i>	Trips, Tips & Deals	8/30/09	255,419	\$2,580
<i>Orlando Sentinel.com</i>	Best Airport for Napping? . Singapore	8/30/09	318,394	N/A
<i>Sun-Sentinel</i>	Trips, Tips & Deals	8/30/09	319,103	\$2,705
<i>Washington Post.com</i>	What's the Deal?	8/30/09	1,850,00	N/A
<i>Monkey Dish.com</i>	Emerging Cuisines: Singapore/ Malaysia	8/31/09	6,900	N/A
<i>Pollstar</i>	Prix Sales Strong	8/31/09	9,925	\$208

BTMICE				
Outlet	Title	Date	Circ.	Ad. Value
<i>Air Transport World</i>	Asia/Pacific	7/1/09	38,054	\$5,048
<i>ETurboNews.com</i>	Developing Singapore as a Leading Air Hub	7/1/09	12,731	N/A
<i>Meetings Professionals International.org</i>	Tiger Ready to Leap Again	7/1/09	3,200	N/A
<i>Bloomberg.com</i>	Las Vegas Sands may Get \$Billion in Macau Asset IPO	7/8/09	1,225,000	N/A
<i>BusinessWeek.com</i>	Las Vegas Sands may Raise \$2 Billion in Hong Kong	7/8/09	N/A	N/A
<i>Financial Times.com</i>	Singapore Lifts Economic Forecast	7/14/09	625,000	N/A
<i>Bloomberg.com</i>	Singapore Retail Sales Declined in May as Wages, Tourism Fell	7/15/09	1,225,000	N/A
<i>Site Selection.com</i>	Evolving Biotech	7/16/09	4,700	N/A
<i>TravelAgentCentral.com</i>	Top 10 Best and Worst Airports for	7/20/09	43,900	N/A

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	Sleeping			
<i>Commercial Investment Real Estate</i>	Stay in Singapore's All-Inclusive City Hotel	8/1/09	17,287	\$995
<i>Fun World</i>	This Show's Got Seoul	8/1/09	8,129	\$954
<i>Global Traveler.com</i>	Singapore Zings	8/1/09	1,000	N/A
<i>Hospitality Design</i>	Luxury Report	8/1/09	30,143	
<i>Successful Meetings</i>	See you in Singapore	8/1/09	70,050	
<i>Successful Meetings.com</i>	Speaking about Success	8/4/09	N/A	N/A
<i>BusinessWeek.com</i>	Singapore Says Economy Still Shaky Despite Growth	8/6/09	N/A	N/A
<i>ETurboNews.com</i>	India Inks Joint Tourism Action Plan with Singapore	8/6/09	12,731	N/A
<i>Bloomberg.com</i>	Singapore Economy Grows More than Earlier Estimated	8/11/09	1,225,000	N/A
<i>ETurboNews.com</i>	AirAsia Turns Singapore into a Virtual Hub	8/11/09	12,731	N/A
<i>ETurboNews.com</i>	Boutique Hotels in Singapore Attract More Niche Travelers	8/11/09	12,731	N/A
<i>Bloomberg.com</i>	Billionaire Tan and Star Cruises Open Manila Casino	8/28/09	1,225,000	N/A
<i>Global Traveler.com</i>	Singapore City Advantage	8/29/09	1,000	N/A

Medicine				
Outlet	Title	Date	Circ.	Ad. Value
<i>Business Journal Sacramento.com</i>	Insurers Putting Medical Tourism Plans to the Test	7/1/09	38,869	N/A
<i>The Chronicle.com</i>	Singapore Med School Still Growing	7/1/09	2,700	N/A
<i>MSN Travel Guide.com</i>	How to be a Medical Tourist	7/9/09	300,000	N/A
<i>Forbes.com</i>	...And Undermining Health Care	7/16/09	650,000	N/A
<i>Time.com</i>	Preventing Premies	7/22/09	3,372,240	N/A
<i>Philadelphia Inquirer.com</i>	A Piece of Health-care Puzzle	7/28/09	N/A	N/A
<i>ETurboNews.com</i>	International Hospital Accreditation Skyrockets 1,000%	8/17/09	12,731	N/A
<i>Newsweek.com</i>	Medical Tourism Appeals to 60 Percent of Americans	8/7/09	1,625,000	N/A
<i>Associated Press</i>	Health Insurers Test Medical Tourism Waters	8/23/09	775,000	N/A
<i>Citrus County Chronicle</i>	Insurers Explore Savings in Overseas Care	8/23/09	30,455	\$48
<i>Star Tribune</i>	The Overseas Doctor is in	8/23/09	574,406	\$500

Education				
Outlet	Title	Date	Circ.	Ad. Value
<i>Orlando Business Journal.com</i>	University of Hawaii Plan for TIM Campus in Singapore Stalled	7/1/09	23,765	N/A
<i>New York Times.com</i>	The Philippines Face Classroom	8/25/09	3,450,000	N/A

	Shortage			
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Total Number of Clips:	123
Total Circulation:	99,372,578
Total Ad Value:	\$113,842

III. Secured PR Opportunities (media conferences/executive press meetings/media appointments pitch updates and media activities/outreach)

Outlet/Journalist	Topic
JD Rinne, Budget Travel	Secured coverage for Singapore Zoo for online website
Freelance: (BusinessWeek.com), Marty Bernstein	Secured journalist attendance on Singapore Grand Prix press trip.
Freelance: (New York Times), Nick Kurzewski	Secured journalist attendance on Singapore Grand Prix press trip.
Gadling.com, Annie Scott	Secured journalist attendance on Singapore Grand Prix press trip.
Houston Chronicle, Kristin Finan	Secured journalist attendance on Singapore Grand Prix press trip.
RACER magazine, David Malsher	Secured journalist attendance on Singapore Grand Prix press trip.

IV. Proactive and Reactive Media Communications (pitch updates and media activities/outreach)

Outlet/Journalist	Leisure and Business
ABRIL, Paulo Vieira	Pitched Singapore Grand Prix hotel packages and offers.
amNew York, Daisy Carrington	Pitched Singapore Grand Prix hotel packages and offers.
Arizona Daily Star, Maria Parham	Pitched Singapore Grand Prix hotel packages and offers.
Associates Press,	Pitched Singapore Grand Prix hotel packages and offers.

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Beth Harpaz	
<i>Atlanta Journal-Constitution,</i> Helen Anders	Pitched Singapore Grand Prix hotel packages and offers.
<i>Baltimore Sun,</i> Michelle Deal-Zimmerman	Pitched Singapore Grand Prix hotel packages and offers.
<i>Bloomberg News,</i> Adam Majendie	Pitched Singapore Grand Prix hotel packages and offers.
<i>Bon Appetit,</i> Victoria von Biel	Pitched the opening of the new Bistro du Vin in Singapore
<i>Boston Globe,</i> Diane Daniel	Pitched Singapore Grand Prix hotel packages and offers.
<i>Budget Travel,</i> Amy Chen	Pitched Singapore Grand Prix hotel packages and offers.
<i>Business Travel,</i> Rubem Tavares	Pitched Singapore Grand Prix hotel packages and offers.
<i>Calgary Herald,</i> Martin Hudson	Pitched Singapore Grand Prix hotel packages and offers.
<i>Chicago Tribune,</i> Rosee Werland	Pitched Singapore Grand Prix hotel packages and offers.
<i>Chile Pepper Magazine,</i> Gretchen VanEsselstyn	Pitched Singapore Grand Prix hotel packages and offers.
<i>Concierge.com,</i> Colleen Clark	Pitched the opening of the new Bistro du Vin in Singapore
<i>Conde Nast Traveler,</i> Dorinda Elliott	Pitched Singapore Grand Prix hotel packages and offers.
<i>Conde Nast Traveler,</i> Mollie Chen	Pitched the opening of the new Bistro du Vin in Singapore
<i>Conde Nast Traveler,</i> Eimear Lynch	Pitched the opening of the new Bistro du Vin in Singapore
<i>Cooking Light,</i> Cindy Hatcher	Pitched the opening of the new Bistro du Vin in Singapore
<i>Daily Candy,</i> Pavia Rosati	Pitched the opening of the new Bistro du Vin in Singapore
<i>Daily News,</i> Robert Dominguez	Pitched Singapore Grand Prix hotel packages and offers.
<i>Daily Travel & Deal Blog,</i> Jen Leo	Pitched Singapore Grand Prix hotel packages and offers.
<i>Dallas Morning News,</i> Mary Ellen Botter	Pitched Singapore Grand Prix hotel packages and offers.
<i>Departures,</i> Richard Story	Pitched Singapore Grand Prix hotel packages and offers.
<i>Der Feinschmecker,</i> Stefan Elfenbein	Pitched Singapore Grand Prix hotel packages and offers.
<i>Details,</i> J.J. Goode	Pitched Singapore Grand Prix hotel packages and offers.

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<i>Easting Asia,</i> Robyn Eckhardt	Pitched the opening of the new Bistro du Vin in Singapore
<i>Elite Traveler,</i> Laura Hughes	Pitched Singapore Grand Prix hotel packages and offers.
<i>ESPN The Magazine,</i> Ryan McGee	Pitched Singapore Grand Prix hotel packages and offers.
<i>ForbesLife,</i> Ann Abel	Pitched Singapore Grand Prix hotel packages and offers.
<i>Fort Worth Star-Telegram,</i> Alyson Ward	Pitched Singapore Grand Prix hotel packages and offers.
<i>Freelance,</i> Padma Ramachandran	Pitched Singapore Grand Prix hotel packages and offers.
<i>Freelance,</i> Christina Valhouli	Pitched Singapore Grand Prix hotel packages and offers.
<i>Freelance,</i> Kay Harwell	Pitched Singapore Grand Prix hotel packages and offers.
<i>Gadling.com,</i> Annie Scott	Pitched Singapore Grand Prix hotel packages and offers.
<i>Gadling.com,</i> Grant Martin	Pitched the opening of the new Bistro du Vin in Singapore
<i>Global Traveler.com,</i> Lisa Matte	Pitched the opening of the new Bistro du Vin in Singapore
<i>Globe and Mail,</i> Kira Vermond	Pitched Singapore Grand Prix hotel packages and offers.
<i>Globe and Mail,</i> Alex Bozikovic	Pitched Singapore Grand Prix hotel packages and offers.
<i>Globorati,</i> Mark Jolly	Pitched the opening of the new Bistro du Vin in Singapore
<i>Gourmet,</i> William Sertl	Pitched the opening of the new Bistro du Vin in Singapore
<i>Houston Chronicle,</i> Melissa Aguilar	Pitched Singapore Grand Prix hotel packages and offers.
<i>Jaunted.com,</i> Paul Brady	Pitched Singapore Grand Prix hotel packages and offers.
<i>Men's Journal,</i> Charles Coxe	Pitched Singapore Grand Prix hotel packages and offers.
<i>Newsday,</i> Shawna Van Ness	Pitched Singapore Grand Prix hotel packages and offers.
<i>O Estado,</i> Camila Anauate	Pitched Singapore Grand Prix hotel packages and offers.
<i>Panrotas,</i> Fatima Gatoerio	Pitched Singapore Grand Prix hotel packages and offers.
<i>RACER magazine,</i> David Malsher	Pitched Singapore Grand Prix hotel packages and offers.
<i>Saveur,</i> James Oseland	Pitched the opening of the new Bistro du Vin in Singapore
<i>Sherman's Travel.com,</i>	Pitched Singapore Grand Prix hotel packages and offers.

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Ellisa Richard	
<i>SmaterTravel.com</i> , Sarah Pascarella	Pitched Singapore Grand Prix hotel packages and offers.
<i>SPJ Magazine</i> , Adriana Calabro	Pitched Singapore Grand Prix hotel packages and offers.
<i>The New York Times</i> , Jane Levere	Sent journalist information on the Tiger Beer factory
<i>TIME.com</i> , Deirdre Van Dyk	Pitched Singapore Grand Prix hotel packages and offers.
<i>Toronto Star</i> , Robin Robinson	Pitched Singapore Grand Prix hotel packages and offers.
<i>Town & Country</i> , Gillian Hearst-Simmons	Pitched the opening of the new Bistro du Vin in Singapore
<i>Travel + Leisure</i> , Lisa Cheng	Pitched Singapore's interesting and unconventional restrooms to journalist
<i>Travel + Leisure</i> , Jennifer Flowers	Pitched the opening of the new Bistro du Vin in Singapore
<i>TravelandLeisure.com</i> , Rich Beattie	Pitched the opening of the new Bistro du Vin in Singapore
<i>Unwrapped Travel</i> , Stuart McDonald	Pitched the opening of the new Bistro du Vin in Singapore
<i>UrbanDaddy.com</i> , Lance Broumand	Pitched the opening of the new Bistro du Vin in Singapore
<i>USA Today.com</i> , Bill McGee	Pitched Singapore Grand Prix hotel packages and offers.
<i>VOGUE Brasil</i> , Antonella Salem	Pitched Singapore Grand Prix hotel packages and offers.
<i>Washington Post</i> , Andrea Sachs	Pitched Singapore Grand Prix hotel packages and offers.

Outlet/Journalist	BTMICE Trades
<i>Agent@Home</i> , Kerry Medina	Pitched Singapore Grand Prix hotel packages and offers.
<i>Corporate & Incentive Travel</i> , Susan Fell	Pitched Singapore Grand Prix hotel packages and offers.
<i>M & C</i> , Lisa Grimaldi	Pitched Singapore Grand Prix hotel packages and offers.
<i>Recommend</i> , Ciara LaVelle	Pitched Singapore Grand Prix hotel packages and offers.
<i>Successful Meetings</i> , Kristen Payson	Pitched Singapore Grand Prix hotel packages and offers.
<i>Travel Agent Magazine</i> , Michael Browne	Pitched Singapore Grand Prix hotel packages and offers.
<i>Travel Trade News</i> , Bonnie Walling	Pitched Singapore Grand Prix hotel packages and offers.
<i>Travel Weekly</i> ,	Pitched Singapore Grand Prix hotel packages and offers.

Jeri Clausing <i>Travel Age West,</i> Kenneth Shapiro	Pitched Singapore Grand Prix hotel packages and offers.

Outlet/Journalist	Medicine
<i>AARP The Magazine,</i> Michele Wolf	Pitched Snow Summit Resort and its first-ever employee being sent to Singapore for medical care. Offered interviews with Snow Summit, patient and doctors.
<i>Austin American-Statesman,</i> Mary Ann Roser	Pitched Snow Summit Resort and its first-ever employee being sent to Singapore for medical care. Offered interviews with Snow Summit, patient and doctors.
<i>Boston Globe,</i> Gideon Gil	Pitched Snow Summit Resort and its first-ever employee being sent to Singapore for medical care. Offered interviews with Snow Summit, patient and doctors.
<i>Chicago Tribune,</i> Bruce Japsen	Pitched Snow Summit Resort and its first-ever employee being sent to Singapore for medical care. Offered interviews with Snow Summit, patient and doctors.
<i>Cosmopolitan,</i> Esther Crain	Pitched Snow Summit Resort and its first-ever employee being sent to Singapore for medical care. Offered interviews with Snow Summit, patient and doctors.
<i>Dallas Morning News,</i> Nancy Churnin	Pitched Snow Summit Resort and its first-ever employee being sent to Singapore for medical care. Offered interviews with Snow Summit, patient and doctors.
<i>Houston Chronicle,</i> Todd Ackerman	Pitched Snow Summit Resort and its first-ever employee being sent to Singapore for medical care. Offered interviews with Snow Summit, patient and doctors.
<i>Men's Health,</i> Heidi Skolnik	Pitched Snow Summit Resort and its first-ever employee being sent to Singapore for medical care. Offered interviews with Snow Summit, patient and doctors.
<i>Men's Journal,</i> Gordy Megroz	Pitched Snow Summit Resort and its first-ever employee being sent to Singapore for medical care. Offered interviews with Snow Summit, patient and doctors.
<i>O, The Oprah Magazine,</i> Liz Brody	Pitched Snow Summit Resort and its first-ever employee being sent to Singapore for medical care. Offered interviews with Snow Summit, patient and doctors.
<i>National Geographic Traveler,</i> Amy Alipio	Pitched Snow Summit Resort and its first-ever employee being sent to Singapore for medical care. Offered interviews with Snow Summit, patient and doctors.
<i>New Yorker,</i> Daniel Zalewski	Pitched Snow Summit Resort and its first-ever employee being sent to Singapore for medical care. Offered interviews with Snow Summit, patient and doctors.
<i>Travel+Leisure,</i> Ann Shields	Pitched Snow Summit Resort and its first-ever employee being sent to Singapore for medical care. Offered interviews with Snow Summit, patient and doctors.
<i>More,</i> Patti Greco	Pitched Snow Summit Resort and its first-ever employee being sent to Singapore for medical care. Offered interviews with Snow Summit, patient and doctors.
<i>Sherman's Travel,</i> Jennifer Bernstein	Pitched Snow Summit Resort and its first-ever employee being sent to Singapore for medical care. Offered interviews with Snow Summit, patient and doctors.
<i>Financial Times,</i> Chrystia Freeland	Pitched Snow Summit Resort and its first-ever employee being sent to Singapore for medical care. Offered interviews with Snow Summit, patient and doctors.

H & S Public Relations

SINGAPORE

MONTHLY PR ACTIVITY REPORT – SEPTEMBER 2009

TO: SINGAPORE TOURISM BOARD

FROM: H&S PUBLIC RELATIONS

OVERVIEW/SUMMARY

Leisure

- Singapore Grand Prix Press Trip: H&S invited and coordinated press trip revolving around the Singapore Grand Prix for journalists
- October Culture and Sun Festival Press Trip: H&S invited and coordinated press trip for media

Top Chef Season 7

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BTMICE

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Singapore Medicine

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Other Activities

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SUMMARY OF ACTIVITIES

	Media Educationals (Actual & Perspective)	Media Conferences/ Appointments	Promotions	Media Releases	Stories Pitched
A Publications					
B Publications					
Other Publications					
Total					

PUBLIC RELATIONS**I. SingaporeUpdate Twitter**

Date	Tweet
9/1/09	Check out some of S'pore's stunning rooftop bars including Orgo, set atop the Esplanade with a 360 degree view of Marina Bay #traveltuesday
9/2/09	High Tea in #Singapore: The Island's Gryphon Tea Company wins four awards at this year's Great Taste Awards held in the UK http://ow.ly/nBoB
9/3/09	Celeb chef Jamie Oliver further expands the #Singapore culinary scene with the opening of Italian family-style restaurants http://ow.ly/nBsv
9/3/09	Royal Flush: S'pore's World Toilet Summit & Expo made @TravlandLeisure's list of "World's Strangest Conventions" http://ow.ly/nP5j #travel
9/4/09	Never been to Singapore? Check out what all the fuss is about with these #twitsnaps http://ow.ly/nBtl #Singapore #Travel #followfriday
9/8/09	Catch the view atop the #Singapore Flyer- the world's largest observation wheel at 42 stories high! http://ow.ly/owUy #travel #traveltuesday
9/9/09	"Not only will it be the 1st time I've ever performed in Singapore, but it will be the 1st FIROCKS event, so it's going to be big"- #Beyonce
9/10/09	#Singapore leads overall world rankings for the fourth straight year as the easiest place to do business http://ow.ly/oO0I #travel #meetings
9/11/09	#Reuters : #Singapore defys a global recession by becoming a mecca for #luxury lifestyle http://ow.ly/oXE9 #travel #followfriday #asia
9/14/09	#VMA "Video of the Year" winner #Beyonce set to perform at the first-ever F1 Rocks in #Singapore- check out the lineup: http://ow.ly/piBU
9/15/09	Join the #Singapore Shop & Eat Tour and nosh on the local cuisine of the city's most ethnic districts http://ow.ly/puQW #TravelTuesday #tt
9/16/09	Locals know best: Fellow Singaporeans give their top #restaurant picks & #deals for the month of September http://ow.ly/pEvR #travel #food
9/17/09	@travelagentmag raves about the #Singapore culinary, #hotel, shopping and #travel scenes in this great #destination piece: http://ow.ly/pHHC
9/18/09	St. James Power Station offers the best in #nightlife with over TEN unique clubs all under one roof! http://ow.ly/pS4O #followfriday
9/21/09	#Singapore Grand Prix buzz in the air with a whole host of celebrations & events; big race on September 27th http://ow.ly/qkFT #travel
9/21/09	RT @AnnieScott Climbed the world's highest indoor rock wall today in Singapore! Then I had okonamiyaki. Tonight? French bistro Les Amis!
9/22/09	RT @AnnieScott Into nightmares? Check out the Island of Misfit Toys I found in Singapore http://is.gd/3x8wo #TravelTuesday #Travel
9/22/09	Writer Annie Scott recounts her visit to Singapore's Chinatown and the Tale of Buddha's Tooth http://is.gd/3xIC1 #traveltuesday #travel
9/24/09	Lindsay #Lohan will host the F1 Rocks 3 day concert series in Singapore featuring #Beyonce and the Black Eyed Peas http://ow.ly/qR9i #travel
9/24/09	"It's a bunch of amazing performers whom I'm a really big fan of" -Lindsay #Lohan on hosting the all-star F1 Rocks concert http://ow.ly/qRbk
9/25/09	RT @sevinnyne6126 http://twitpic.com/iwxnh - F1 Rocks Press Event-i heart Singapore! Worlds First 180 countries!!* #Travel #FollowFriday

September 2009 Public Relations Singapore Report/ Page 3

9/25/09	RT @samantharonson Just went to the night safari in Singapore http://ow.ly/qXes #Travel #FollowFriday Catch Ronson during the F1 festivities!
9/28/09	Beyonce, No Doubt, the Black Eyed Peas and more got the engines revving at F1 Rocks http://ow.ly/rpWg #travel
9/28/09	Missed the #Singapore Grand Prix? Writer Mike Floyd has the scoop from the sidelines: http://ow.ly/rq0b #travel
9/29/09	Check out twitpics of No Doubt and N.E.R.D as they take the stage at Singapore's F1 Rocks this past weekend http://ow.ly/rr3r #traveltuesday
9/30/09	All new #twitpics of #Beyonce, #BlackEyedPeas and #Lindsay at the F1 Rocks concert in #Singapore: http://ow.ly/rTii #travel

II. Press Coverage (including any new clips since last report)

Leisure				
Outlet	Title	Date	Circ.	Ad. Value
CNN.com	FIA Probes 'Incidents' at F1 Race Last Season	9/1/09	4,650,000	N/A
Creators.com	Be Impressed: Explore the Malay Peninsula	9/1/09	143,100	N/A
Reuters	Singaporean Chef Makes Asian Classics his Own	9/1/09	2,225,000	N/A
Travel + Leisure	Must Eat Now	9/1/09	957,987	\$69,563
Daily Herald	Photo of the Day	9/6/09	7,180	\$186
TMC.net	'F1 Rocks TM' Singapore Confirms Final Mega Star Line-Up	9/6/09	341,616	N/A
Miami Herald.com	Singapore's Obsession Holds Lessons for Us All	9/8/09	800,000	N/A
Reuters	Affluent Singapore Attracts Luxury Retailers in Force	9/11/09	2,225,000	N/A
Chicago Sun-Times.com	Singapore, Wild and Tamed	9/13/09	638,428	N/A
Sunday Sun-Times	Wild and Tamed	9/13/09	281,129	\$42,976
New York Times.com	Eyeing China, Singapore Sees Mandarin as Its Future	9/15/09	3,450,000	N/A
Asian Pacific Post.com	Sparkling Attractions in Singapore Attracts World Tourists	9/16/09	2,500	N/A
Miami Herald.com	Briatore Out at Renault, Team not Disputing Charge	9/16/09	800,000	N/A
Reuters	Motor Racing-Renault Scandal will not Impact Singapore-Official	9/17/09	2,225,000	N/A
4Hoteliers.com	Singapore's First All-Inclusive Hotel	9/18/09	5,900	N/A
Auto Racing Daily.com	Singapore Grand Prix	9/18/09	47,100	N/A
Reuters	Jet Sellers, Party Hosts Try to Rev Up Singapore F1	9/18/09	2,225,000	N/A
New York Times.com	A Romance Writer Jabs at Singapore's Patriarchs	9/19/09	3,450,000	N/A
AnnieScottExperience.	Singapostcard	9/20/09	N/A	N/A

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<i>Blogspot.com</i>				
<i>Los Angeles Times.com</i>	Mario Batali Loves the Adrenaline Rush of Kitchen Work	9/20/09	1,900,000	N/A
<i>Gadling.com</i>	Welcome to the Island of Misfit Toys- Chinatown, Singapore	9/21/09	1,034,938	N/A
<i>RacerMagazine.com</i>	Singapore Preview Quotes: Toyota	9/21/09	11,200	N/A
<i>Time.com</i>	Singapore's All Wet	9/21/09	2,075,000	N/A
<i>Tonic.com</i>	Singapore's Chinatown and the Tale of Buddha's Tooth	9/21/09	21,600	N/A
<i>Gadling.com</i>	Manse Away from Home- The Capella Hotel, Singapore	9/22/09	1,034,938	N/A
<i>Reuters</i>	Witness- Backseat Driving with a Twist in Singapore	9/22/09	2,225,000	N/A
<i>Wall Street Journal</i>	Making the Most of Airport Downtimes	9/22/09	2,024,269	N/A
<i>Wall Street Journal.com</i>	Making the Most of Airport Downtime	9/22/09	1,125,000	N/A
<i>Wall Street Journal.com</i>	Renault Penalty Tests Car Race's Credibility	9/22/09	1,125,000	N/A
<i>Forbes.com</i>	Singapore's Steady Recover	9/23/09	650,000	N/A
<i>Gadling.com</i>	Best Hotel for Traveling Alone in Singapore- Quincy	9/23/09	1,034,938	N/A
<i>Hollywood Reporter.com</i>	'Madagscar' Rides to Uni Studios Singapore	9/23/09	N/A	N/A
<i>National Speed Sport News</i>	Hamilton King of Singapore	9/23/09	28,951	\$1,006
<i>Monsters and Critics.com</i>	In Singapore, Novelty of F1 Race Begins to Wear Off	9/23/09	1,700,000	N/A
<i>Reuters</i>	Wynn Sees no Threat to Asia Casinos from Singapore	9/23/09	2,225,000	N/A
<i>The Canadian Press</i>	Renault Returns to Singapore in Shame	9/23/09	N/A	N/A
<i>Tuscaloosa News</i>	Chefs Join New Era of Street Food: Pungent Comfort	9/23/09	32,215	\$121
<i>Advocate</i>	Formula One	9/24/09	90,802	\$191
<i>Associated Press</i>	Lindsay Lohan to Host F1 Concerts in Singapore	9/24/09	775,000	N/A
<i>Bartlesville Examiner-Enterprise</i>	Lindsay Lohan to Host F1 Concerts in Singapore	9/24/09	12,300	\$113
<i>New York Times.com</i>	The F1 Return to Singapore-First Impressions	9/24/09	3,450,000	N/A
<i>Independence Daily Reporter</i>	Lohan to Host F1 Concerts in Singapore	9/24/09	6,995	\$39
<i>Aiken Standard</i>	Lohan to Host F1 Singapore Shows	9/25/09	16,669	\$230
<i>Appeal-Democrat</i>	Lohan to Host Singapore Concerts	9/25/09	20,521	\$216
<i>Cherokee Tribune</i>	Lohan Leads Concert in Singapore	9/25/09	27,000	\$74
<i>Daily Herald</i>	Off the Wires	9/25/09	7,920	\$148

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<i>Daily Journal</i>	Actress Lohan to Host Concerts in Singapore	9/25/09	15,680	\$131
<i>Decatur Daily</i>	Lohan to Host F1 Concerts	9/25/09	20,750	\$171
<i>Express-Times</i>	Lindsay Lohan to Host Concerts	9/25/09	44,650	\$112
<i>Gainesville Sun</i>	People	9/25/09	43,900	\$842
<i>Great Bend Tribune</i>	Lohan to Host F1 Concerts	9/25/09	6,000	\$96
<i>Independent</i>	Lohan to Host F1 Concerts in Singapore	9/25/09	14,488	\$126
<i>Journal Star</i>	Lindsay Lohan to Host F1 Concerts in Singapore	9/25/09	70,003	\$355
<i>Las Cruces Sun-News</i>	Lohan Revved Up for Singapore Grand Prix	9/25/09	21,488	\$104
<i>Miami Herald</i>	Life Imitates 'Art' for Actress, Race Fan Lohan	9/25/09	272,291	\$1,415
<i>Norman Transcript</i>	Lohan Hosts Concerts	9/25/09	12,755	\$67
<i>Ocala Star Banner</i>	Lindsay Lohan to Host F1 Concerts	9/25/09	51,67	\$749
<i>Record</i>	Lohan to Host F1 Concerts in Singapore	9/25/09	51,672	\$428
<i>Register-Guard</i>	It's a Good Gig if you Like Music and Fast Cars	9/25/09	68,966	\$463
<i>Sacramento Bee</i>	Singapore F-1 Weekend is Rockin' Good Time	9/25/09	279,032	\$1,665
<i>St. Joseph News-Press</i>	Lindsay Lohan to Host F1 Concerts in Singapore	9/25/09	38,671	\$159
<i>Sun Journal</i>	Lohan to Host F1 Concerts in Singapore	9/25/09	16,382	\$200
<i>Tonic.com</i>	Peek Inside a Malaysian Home	9/25/09	21,600	N/A
<i>Tonic.com</i>	'Race Cars' Brings Introspection to Singapore's F1 Race	9/25/09	21,600	N/A
<i>CelebrityGossip.net</i>	Lindsay Lohan Finishes Up F1 Rocks Duties	9/26/09	635,500	N/A
<i>Examiner.com</i>	Beyonce is in Singapore at the McLaren Formula One Team Garage	9/26/09	2,175,000	N/A
<i>MoterTrend.com</i>	Singapore Slings: Under the Lights at the 2009 Singapore GP	9/26/09	612,252	N/A
<i>National Post</i>	Ghosts Haunt Renault, Singapore	9/26/09	243,965	\$4,630
<i>New York Times.com</i>	F1 Rocks to a Beyonce Beat	9/26/09	3,450,000	
<i>Olympian</i>	Concert, Then Cars	9/26/09	32,344	\$518
<i>RacerMagazine.com</i>	Jeff Olson's Singapore Adventure Continues	9/26/09	11,200	N/A
<i>Stuart News</i>	Singapore Rocks	9/26/09	35,062	\$443
<i>Tonic.com</i>	The Singapore Flyer Tops the London Eye	9/26/09	21,600	N/A
<i>Anderson Independent-Mail</i>	Hamilton Takes Singapore Pole	9/27/09	37,683	\$551
<i>Arizona Daily Star</i>	Formula One	9/27/09	168,861	\$438

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<i>Augusta Chronicle</i>	Formula One	9/27/09	85,870	\$230
<i>Boston Sunday Herald</i>	Bowyer Takes 2 nd Win in Nationwide	9/27/09	110,834	\$387
<i>Commercial Appeal</i>	Martin Defies Convention	9/27/09	190,828	\$374
<i>Free Lance-Star</i>	Hamilton on Pole for Singapore	9/27/09	49,502	\$63
<i>Herald Star</i>	Hamilton Takes Pole at Singapore	9/27/09	19,245	\$913
<i>High Point Enterprise</i>	Hamilton Takes Singapore Formula One Pole	9/27/09	23,411	\$97
<i>Kansas City Star</i>	Hamilton Takes Singapore Pole	9/27/09	344,250	\$1,749
<i>Kileen Daily Herald</i>	Hamilton Takes Singapore Pole	9/27/09	23,882	\$78
<i>Lima News</i>	Hamilton Takes Singapore Pole, Button 12 th on Grid	9/27/09	39,776	\$490
<i>Los Angeles Times</i>	Bowyer Wins, 2 Drivers Quarrel	9/27/09	1,107,074	\$2,434
<i>Mail Tribune</i>	Hamilton Takes Singapore Pole	9/27/09	33,257	\$632
<i>Metro New York</i>	A Slice of the Big Apple Finds an Asian Home	9/27/09	300,000	\$5,734
<i>New York Post</i>	No Keeping up with their \$\$	9/27/09	393,711	\$399
<i>New York Post</i>	Hamilton Wins Pole in Singapore	9/27/09	393,711	\$1,697
<i>New York Times.com</i>	Bits 'n Pieces from Singapore Race	9/27/09	3,450,000	N/A
<i>New York Times.com</i>	Hamilton Wins a Wild Singapore Grand Prix	9/27/09	3,450,000	N/A
<i>News & Observer</i>	Hamilton Gets F1 Pole in Singapore	9/27/09	211,724	\$523
<i>News-Press</i>	Singapore	9/27/09	99,889	\$303
<i>PerezHilton.com</i>	Beyonce Crosses the Sea	9/27/09		
<i>Sunday Independent Record</i>	Hamilton Takes Pole for Formula One Race	9/27/09	13,940	\$131
<i>Sunday Patriot-News</i>	Auto Racing	9/27/09	154,691	\$200
<i>Sunday Voice</i>	Hamilton Earns Pole for Singapore GP	9/27/09	29,608	\$70
<i>The Republic</i>	Hamilton Takes Singapore Pole	9/27/09	21,750	\$313
<i>Sunday Star</i>	Hamilton Earns Pole for McLaren in Singapore	9/27/09	508,030	\$277
<i>Times Reporter</i>	Hamilton Earns Singapore GP Pole	9/27/09	22,192	\$105
<i>Times-Mail</i>	Hamilton Slams Singapore Circuit	9/27/09	11,710	\$186
<i>Traverse City Record Eagle</i>	Hamilton Takes Singapore Pole	9/27/09	35,234	\$78
<i>Tribune Star</i>	Hamilton Takes F1 Pole at Singapore	9/27/09	27,707	\$874
<i>Washington Post</i>	Eating Well on Singapore's Seedy Side	9/27/09	878,110	\$91,656
<i>Washington Post.com</i>	Eating Well on Singapore's Seedy Side	9/27/09	1,850,000	N/A
<i>Arizona Republic</i>	Hamilton Captures Singapore Grand Prix	9/28/09	382,414	\$3,411
<i>Augusta Chronicle</i>	Hamilton Prevails in Formula One Race	9/28/09	71,828	\$358
<i>Florida Today</i>	Hamilton Tops Field in Singapore Grand Prix	9/28/09	85,860	\$348

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<i>Fort Worth Star-Telegram</i>	Motorsports	9/28/09	210,990	\$4,719
<i>FOX News.com</i>	Exclusive: New MTV Animated Show 'Popzilla'	9/28/09	500,000	N/A
<i>Indianapolis Star</i>	Hamilton Wings in Singapore	9/28/09	261,405	\$1,292
<i>Luxist.com</i>	The Most Expensive Tea in the World	9/28/09	127,745	N/A
<i>Miami Herald</i>	Autos	9/28/09	272,291	\$849
<i>Monsters and Critics.com</i>	Tourists Coming Back to Singapore, but Hotels Still Suffering	9/28/09	1,700,000	N/A
<i>MoterTrend.com</i>	Singapore Slings: A Race Weekend to Remember	9/28/09	612,252	N/A
<i>National Post</i>	Hamilton Takes Singapore Grand Prix	9/28/09	243,965	\$17,033
<i>News & Record</i>	Singapore Grand Prix	9/28/09	84,000	\$455
<i>Philadelphia Inquirer</i>	Sports in Brief	9/28/09	353,593	\$2,145
<i>Plain Dealer</i>	Auto Racing Roundup	9/28/09	344,705	\$1,419
<i>Reuters</i>	Singapore Visitor Arrivals Fall 0.7 Pct in August	9/28/09	2,225,000	N/A
<i>Richmond Times-Dispatch</i>	Hamilton Triumphant in Singapore	9/28/09	186,441	\$1,899
<i>San Francisco Chronicle</i>	Johnson Rediscovered Victory Lane	9/28/09	365,234	\$1,226
<i>Star Tribune</i>	Hamilton Wins, Button Extends F1 Points Lead	9/28/09	345,252	\$1,272
<i>Tonic.com</i>	Red Tea and Homeopathy	9/28/09	21,600	N/A
<i>Trentonian</i>	Hamilton Wins Race	9/28/09	40,635	\$685
<i>USA Today.com</i>	Lindsay Lohan Hosts Singapore Concerts	9/28/09	1,350,000	N/A
<i>Go Backpacking.com</i>	The Singapore Food Scene	9/30/09	6,269	N/A
<i>National Speed Sport News</i>	Hamilton King of Singapore	9/30/09	33,882	N/A

BTMICE				
Outlet	Title	Date	Circ.	Ad. Value
<i>Business Travel Executive</i>	Focus on Singapore	9/1/09	N/A	\$6,650
<i>M & C</i>	Crossing the Border Towards Business Incentive Travel	9/1/09	70,023	N/A
<i>eTurboNews.com</i>	Agoda Offers Hotel Deals for Singapore's Unique Formula 1 Night Race	9/10/09	12,731	N/A
<i>TradeShowWeek.com</i>	Asia's Growing Market	9/14/09	3,700	N/A
<i>Travel Agent</i>	Singapore	9/14/09	50,000	\$33,949
<i>Travel Agent Central.com</i>	Singapore	9/14/09	52,500	N/A
<i>Bloomberg.com</i>	Singapore Retail Sales May Improve After July Decline	9/15/09	1,225,000	N/A
<i>Travel Agent</i>	Asia	9/28/09	50,000	\$1,257

Medicine				
Outlet	Title	Date	Circ.	Ad. Value
<i>Esquire.com</i>	The Other Public Option: In Search of Better Health Care Abroad	9/22/09	160,312	N/A

Education				
Outlet	Title	Date	Circ.	Ad. Value
<i>Wall Street Journal.com</i>	The Top M.B.A. Programs if You're in a Hurry	9/16/09	1,125,000	N/A
<i>New York Times.com</i>	More Asian Universities Cast a Net for Foreign Students	9/19/09	3,450,000	N/A

Total Number of Clips:	139
Total Circulation:	\$85,478,414
Total Ad Value:	\$317,486

I. Secured PR Opportunities (media conferences/executive press meetings/media appointments pitch updates and media activities/outreach)

Outlet/Journalist	Topic
<i>Harper's Bazaar</i> , Carrie Buckle	Pitched journalist on F1 Singapore hotels; coverage secured and sent to STB

II. Proactive and Reactive Media Communications (pitch updates and media activities/outreach)

Outlet/Journalist	Leisure and Business
<i>About.com</i> , Diana Mimon	Pitched all-star celebrity line-up for F1 Rocks concert, Beyonce quote on first-performance in Singapore and first-ever F1 Rocks concert. Sent follow-up with images from F1 Rocks concert.
<i>Allure</i> , Jeffrey Slonim	Pitched all-star celebrity line-up for F1 Rocks concert, Beyonce quote on first-performance in Singapore and first-ever F1 Rocks concert. Sent follow-up with images from F1 Rocks concert.

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<i>Celebrity Gossip.com</i> Tim Henley	Pitched all-star celebrity line-up for F1 Rocks concert, Beyonce quote on first-performance in Singapore and first-ever F1 Rocks concert. Sent follow-up with images from F1 Rocks concert.
<i>Celebrity News.com</i> Lindsay Powers	Pitched all-star celebrity line-up for F1 Rocks concert, Beyonce quote on first-performance in Singapore and first-ever F1 Rocks concert. Sent follow-up with images from F1 Rocks concert.
<i>Daily Traveler.com,</i> Beata Loyfman	Pitched all-star celebrity line-up for F1 Rocks concert, Beyonce quote on first-performance in Singapore and first-ever F1 Rocks concert. Sent follow-up with images from F1 Rocks concert.
<i>Details,</i> Andrea Oliveri	Pitched all-star celebrity line-up for F1 Rocks concert, Beyonce quote on first-performance in Singapore and first-ever F1 Rocks concert. Sent follow-up with images from F1 Rocks concert.
<i>E! Online,</i> Leslie Gornstein	Pitched all-star celebrity line-up for F1 Rocks concert, Beyonce quote on first-performance in Singapore and first-ever F1 Rocks concert. Sent follow-up with images from F1 Rocks concert.
<i>Elle,</i> Sarah Bernard	Pitched all-star celebrity line-up for F1 Rocks concert, Beyonce quote on first-performance in Singapore and first-ever F1 Rocks concert. Sent follow-up with images from F1 Rocks concert.
<i>Entertainment Today.com,</i> Frank Barron	Pitched all-star celebrity line-up for F1 Rocks concert, Beyonce quote on first-performance in Singapore and first-ever F1 Rocks concert. Sent follow-up with images from F1 Rocks concert.
<i>Entertainment Weekly,</i> Mandi Bierly	Pitched all-star celebrity line-up for F1 Rocks concert, Beyonce quote on first-performance in Singapore and first-ever F1 Rocks concert. Sent follow-up with images from F1 Rocks concert.
<i>Glamour,</i> Lauren Bradshaw	Pitched all-star celebrity line-up for F1 Rocks concert, Beyonce quote on first-performance in Singapore and first-ever F1 Rocks concert. Sent follow-up with images from F1 Rocks concert.
<i>Gossip Cop.com,</i> Michael Lewittes	Pitched all-star celebrity line-up for F1 Rocks concert, Beyonce quote on first-performance in Singapore and first-ever F1 Rocks concert. Sent follow-up with images from F1 Rocks concert.
<i>In Style,</i> Amy Goodman	Pitched all-star celebrity line-up for F1 Rocks concert, Beyonce quote on first-performance in Singapore and first-ever F1 Rocks concert. Sent follow-up with images from F1 Rocks concert.
<i>In Touch Weekly,</i> Kathryn Walsh	Pitched all-star celebrity line-up for F1 Rocks concert, Beyonce quote on first-performance in Singapore and first-ever F1 Rocks concert. Sent follow-up with images from F1 Rocks concert.
<i>In Touch Weekly.com,</i> Kathryn Walsh	Pitched all-star celebrity line-up for F1 Rocks concert, Beyonce quote on first-performance in Singapore and first-ever F1 Rocks concert. Sent follow-up with images from F1 Rocks concert.
<i>Late Night with Jimmy Fallon Blog,</i> Sara Schaefer	Pitched all-star celebrity line-up for F1 Rocks concert, Beyonce quote on first-performance in Singapore and first-ever F1 Rocks concert. Sent follow-up with images from F1 Rocks concert.
<i>National Enquirer.com,</i> Logan Perel	Pitched all-star celebrity line-up for F1 Rocks concert, Beyonce quote on first-performance in Singapore and first-ever F1 Rocks concert. Sent follow-up with images from F1 Rocks concert.
<i>Ocean Drive,</i> Suzy Buckley	Pitched all-star celebrity line-up for F1 Rocks concert, Beyonce quote on first-performance in Singapore and first-ever F1 Rocks concert. Sent follow-up with images from F1 Rocks concert.
<i>People,</i>	Pitched all-star celebrity line-up for F1 Rocks concert, Beyonce quote on first-

Outlet/Journalist	Medicine

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H & S Public Relations

SINGAPORE

MONTHLY PR ACTIVITY REPORT – OCTOBER 2009

TO: SINGAPORE TOURISM BOARD

FROM: H&S PUBLIC RELATIONS

OVERVIEW/SUMMARY

Leisure

- Marina Bay Sands and Singapore Tourism Board Media Luncheon: H&S drafted media invitation, coordinated and executed media luncheon to introduce Marina Bay Sands at Daniel Restaurant.

Top Chef Season 7

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BTMICE

•

Singapore Medicine

•

Other Activities

•

SUMMARY OF ACTIVITIES

	Media Educationals (Actual & Perspective)	Media Conferences/ Appointments	Promotions	Media Releases	Stories Pitched
A Publications					
B Publications					
Other Publications					
Total					

PUBLIC RELATIONS

I. SingaporeUpdate Twitter

Date	Tweet
10/1/09	Singapore's top 10 food favorites from the locals: http://ow.ly/s0PJ #travel #food #Singapore
10/2/09	#Luxury on a #budget: Check out Singapore's year round #hotel #deals http://ow.ly/sksi #travel #Singapore #FollowFriday
10/2/09	Hot News: Groundbreaking as #Singapore Internat'l #Cruise Terminal builds foundation for Spore cruise industry http://ow.ly/smeO #travel
10/2/09	Check out these #twitpics of the #Singapore International #Cruise Terminal set to open in 2010 http://ow.ly/smkN #travel
10/3/09	S'pore's Mid-Autumn Festival begins today with a celebration that includes delicious mooncakes http://ow.ly/skvu #travel
10/5/09	#Luxury retailer Hermes opens its first store in #Singapore next year at the ultra luxe Marina Bay Sands Shoppes http://ow.ly/sJPX #travel
10/6/09	While in #Singapore #Beyonce takes time away from F1 Rocks to serenade children at a local cancer ward http://ow.ly/sZL1 #TravelTuesday
10/8/09	Looking for a late-night bargain? S'pore's Mustafa is a 24-hr shoppers' paradise selling everything from diamonds to cars! http://ow.ly/tq3k
10/9/09	#Singapore Airlines Singapore Stopover Holiday package includes 1 night #hotel stay, free admission to attractions & more! http://ow.ly/tyVc
10/12/09	#Twitpics: Hoisting of the Marina Bay Sands' Sky Park. One of the world's largest hoisting operations at over 200 meters! http://ow.ly/tXsW
10/13/09	#Food connoisseur Anthony #Bourdain rates #Singapore as one of the most underrepresented #cuisines in #NYC http://ow.ly/u9aW #traveltuesday
10/14/09	RT @hbaskas Cheap and Offbeat in Singapore: my slide show feature on MSNBC.com. http://bit.ly/G5DMh #travel #Singapore
10/14/09	Harriet Baskas on USA Today.com about Singapore Changi Airport http://ow.ly/umqb #travel #airport #Singapore #USAToday
10/15/09	#Luxury for less: Exclusive #hotel #deals that include Fairmont Singapore and Ritz Carlton, part of the City Advantage Tag http://ow.ly/uyU1
10/15/09	#GIVEAWAY ALERT: Stay tuned for the question of the day; 1st person to answer gets a #free Mankansutra Guide sent to them! #prize #travel
10/15/09	First to DM the right answer will #win a #FREE Mankansutra Guide: Name 1 iconic Singapore hawker dish #travel #contest #giveaway #prize
10/19/09	New York Times' Gisela Williams on Singapore's dynamic culinary scene and top restaurants like FiftyThree http://ow.ly/veF3 #NYT #travel
10/20/09	The Wall Street Journal: "What Singapore can teach The White House"; http://ow.ly/vqmM #travel #traveltuesday #WSJ #Singapore
10/22/09	Marina Bay Sands announces Daniel Boulud will be one of six world renowned chefs featured at the integrated resort complex http://ow.ly/w1aJ
10/23/09	Mario Batali, Wolfgang Puck, Guy Savoy, Santi Santamaria, Tetsuya Wakuda and Daniel Boulud to open restaurants at Marina Bay Sands #travel
10/23/09	RT @donnamairoldi From TravelMusings, more details on the new chefs and Marina Bay Sands project in #Singapore. http://bit.ly/ccd1N #travel
10/27/09	Disney's The Lion King makes it way to the Lion City next yr with its debut at the Marina

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	Bay Sands Theatre http://ow.ly/wOnt #traveltuesday
10/28/09	Indulge in a spooky dining experience atop the Singapore Flyer, the world's largest observation wheel. http://ow.ly/x6mx #travel #Singapore
10/29/09	Haunted rainforest and more at Singapore's Night Safari, the world's first safari park for nocturnal animals. http://ow.ly/xkoh #travel
10/30/09	New York City gobbles up Daniel Boulud's well-received announcement at Daniel Restaurant http://bit.ly/2eQby8
10/30/09	Sentosa Spooktacular at Sentosa is the ultimate spine-chilling experience with a Singaporean twist http://ow.ly/xGcp #travel #Halloween

II. Press Coverage (including any new clips since last report)

Leisure				
Outlet	Title	Date	Circ.	Ad. Value
<i>Conde Nast Traveler</i>	Eat, Pray, Love	10/1/09	808,419	\$124,734
<i>Harpers Bazaar Arabia</i>	Glamorous Grand Prix Getaways	10/1/09	10,936	N/A
<i>Mobility</i>	Singapore	10/1/09	12,958	\$17,005
<i>New York Times.com</i>	A Modern Spin on Spirituality	10/2/09	3,450,000	N/A
<i>New York Times.com</i>	It's on to the Next Big Thing	10/3/09	3,450,000	N/A
<i>Pursuitist</i>	Hermes Opens First Singapore Store	10/3/09	2,000	N/A
<i>Examiner.com</i>	Beyonce Takes Time Out to Sing to Sick Patients	10/4/09	2,175,000	N/A
<i>DanceNova.com</i>	Clubbers Seek Out Singapore	10/5/09	N/A	N/A
<i>Gadling.com</i>	The Fullerton Hotel- Historic Singapore at its Finest	10/5/09	1,034,938	N/A
<i>New York Times.com</i>	Luxury Goes Local in Asia	10/5/09	3,450,000	N/A
<i>Financial Times.com</i>	New Family Resorts Add Casino Lure	10/6/09	625,000	N/A
<i>Focus on Travel News.com</i>	New Quarterly and Annual Tourism Lifestyle Guides on Singapore to be Published	10/6/09	2,000	N/A
<i>Gadling.com</i>	The Great Wall of Singapore	10/6/09	1,034,938	N/A
<i>Daily News</i>	Taking it from the Street	10/7/09	12,605	\$77
<i>Gadling.com</i>	Night Safari for all you Nocturnal Animals	10/7/09	1,034,938	N/A
<i>Reuters</i>	Obama to Visit Japan, Singapore, China and South Korea	10/7/09	2,225,000	N/A
<i>Gadling.com</i>	10 Things to Eat in Singapore	10/8/09	1,034,938	N/A
<i>Wall Street Journal.com</i>	A Way to Pay Baggage Fees	10/8/09	1,125,000	N/A
<i>Gadling.com</i>	The Peranakan Museum- Singapore's Culture Unveiled	10/9/09	1,034,938	N/A
<i>New York Times.com</i>	Travel Deals: Stay in Singapore for \$1	10/9/09	3,450,000	N/A
<i>Wall Street Journal.com</i>	One Hour Out: Singapore	10/9/09	1,125,000	N/A
<i>Luxist.com</i>	Dining in Style in Singapore	10/10/09	309,000	N/A
<i>New York Post.com</i>	Bourdain on Foie Gras, Obesity and Rachel Ray	10/11/09	1,115,000	N/A

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<i>MonstersandCritics.com</i>	Singapore Raises Growth Forecast as Economy Emerges from Recession	10/12/09	1,700,000	N/A
<i>New York Times.com</i>	Singapore Economy Surges for 2 nd Straight Quarter	10/12/09	3,450,000	N/A
<i>Newsday.com</i>	Singapore Economy Surges for 2 nd Straight Quarter	10/12/09	457,000	N/A
<i>Pollstar</i>	Scenes from F1 Rocks	10/12/09	9,925	\$2,579
<i>Gadling.com</i>	Singapore- Taking on the Lion City	10/13/09	1,034,938	N/A
<i>USA Today.com</i>	What Makes Singapore's Changi Airport so Charming?	10/14/09	1,350,000	N/A
<i>MSNBC.com</i>	Cheap and Offbeat Singapore	10/15/09	775,000	N/A
<i>New York Times.com</i>	Innovative Asia Fights a Downturn	10/15/09	3,450,000	N/A
<i>USA Today.com</i>	How Much Should you Tip when Traveling Abroad?	10/15/09	1,350,000	N/A
<i>Oswego County Palladium Times</i>	Travel with Sandra: A Taste of Singapore	10/17/09	34,567	N/A
<i>New York Times</i>	Singapore's Culinary Melting Pot	10/18/09	1,457,490	\$94,140
<i>New York Times</i>	Travel Deal: Stay in Singapore for \$1	10/18/09	1,457,490	\$9,380
<i>New York Times.com</i>	Singapore's Culinary Melting Pot	10/18/09	3,450,000	N/A
<i>Frommers.com</i>	Smart Deal of the Week: Stay in Singapore for \$1 a Night	10/19/09	266,000	N/A
<i>CMT.com</i>	Carrie Underwood Promotes New Album, Play On, in Singapore	10/21/09	N/A	N/A
<i>TheaterMania.com</i>	Disney's The Lion King to Play in Singapore in 2010	10/21/09	181,000	N/A
<i>NY Daily News.com</i>	Famed Chef Daniel Boulud to Open Outpost at New \$5 Billion Singapore Resort	10/22/09	1,800,000	N/A
<i>Los Angeles Times.com</i>	Monster Mash: 'Lion King' Heads to Singapore	10/22/09	1,900,000	N/A
<i>New York Times.com</i>	Latest Boulud Outpost- Singapore	10/22/09	3,450,000	N/A
<i>Reuters</i>	Chef Daniel Boulud to Open Restaurant in Singapore	10/22/09	2,225,000	N/A
<i>CNNGo.com</i>	Chef Daniel Boulud Dumps Wynn/ Vegas for Singapore	10/23/09	26,100	N/A
<i>Eater.com</i>	Batali, Wolfgang and Three Others Joining DB in Singapore	10/23/09	210,000	N/A
<i>VillageVoice.com</i>	Daniel Boulud to Open Moderne Singapore Outpost	10/23/09	239,000	N/A
<i>Wall Street Journal.com</i>	Progress at Genting's Singapore Casino Puts Pressure on Sands	10/23/09	1,125,000	N/A
<i>Associated Press</i>	Singapore Tourist Arrivals Rise 7.1 Percent in September	10/27/09	775,000	N/A
<i>Reuters</i>	Singapore Arrivals up in Sept on	10/27/09	2,225,000	N/A

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	Year			
<i>Street.com</i>	Singapore Tourism Rises for First Time in 2009	10/27/09	N/A	N/A
<i>Tonic.com</i>	Seeing Singapore Through the Smoke	10/27/09	21,600	N/A
<i>Associated Press</i>	Europeans Eye Race to Dubai at Singapore Open	10/28/09	775,000	N/A
<i>Reuters</i>	China, Singapore May Beat Sydney in Carbon-hub Race	10/28/09	2,225,000	N/A
<i>Wall Street Journal.com</i>	Art Wars	10/29/09	1,125,000	N/A
<i>Jaunted.com</i>	Confirmed: Singapore's Changi Airport is Absurdly, Famously Decadent	10/30/09	213,976	N/A
<i>New York Times.com</i>	Poll: New York Tops London as Financial Center	10/30/09	3,450,000	N/A

BTMICE				
Outlet	Title	Date	Circ.	Ad. Value
<i>Civil Engineering</i>	High Flyer	10/1/09	89,928	\$133,641
<i>Global Traveler</i>	Singapore by Air, Land and Sea	10/1/09	60,238	\$2,034
<i>Recommend</i>	Singapore	10/1/09	48,195	\$51,170
<i>Cruise Industry News.com</i>	Singapore Starts Construction on New Terminal	10/2/09	N/A	N/A
<i>e-TurboNews.com</i>	Singapore Hopes to Ride the Wave of Growth in the Cruise Industry	10/2/09	12,731	N/A
<i>Cruise Business Review.com</i>	Singapore Starts the Construction of New Cruise Terminal	10/5/09	N/A	N/A
<i>e-TurboNews.com</i>	Singapore Developing Plan to Boost Tourism	10/12/09	12,731	N/A
<i>Travel Agent Central.com</i>	Chef Daniel Boulud Joins Marina Bay Sands Roster	10/22/09	43,900	N/A
<i>Agent @ Home.com</i>	Singapore's Marina Bay Sands to Feature Chef Daniel Boulud	10/23/09	18,214	N/A
<i>Bloomberg.com</i>	Las Vegas Sands Seeks Funding to Revive Macau Work	10/23/09	1,325,000	N/A
<i>BusinessWeek.com</i>	Singapore Bets on Casino Gambling	10/23/09	1,075,000	N/A
<i>Nation's Restaurant News.com</i>	Celebrity Chefs Sign on for Singapore Resort	10/23/09	11,000	N/A
<i>e-TurboNews.com</i>	Singapore Sees First Hike in Tourist Arrivals	10/27/09	12,731	N/A
<i>TravelPulse.com</i>	Singapore's Marina Bay Sands to Feature Chef Daniel Boulud	10/27/09	39,235	N/A
<i>IncentiveMag.com</i>	Singapore's Marina Bay Sands Project Add Top Chefs, Starts Accepting Bookings	10/28/09	34,298	N/A
<i>TravelPulse.com</i>	Singapore's Marina Bay Sands Unveils Six Celebrity Chefs	10/28/09	39,235	N/A

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<i>Bloomberg.com</i>	New York Eclipses London as Financial Center in Bloomberg Poll	10/30/09	1,325,000	N/A
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Medicine				
Outlet	Title	Date	Circ.	Ad. Value
<i>Christian Science Monitor.com</i>	In Singapore, Shopping for a Hospital	10/14/09	800,000	N/A
<i>Christian Science Monitor.com</i>	US Healthcare Overhaul; Five Lessons from Abroad	10/14/09	800,000	N/A
<i>Wall Street Journal</i>	What Singapore can Teach the White House	10/20/09	302,393	\$34,683
<i>Wall Street Journal.com</i>	What Singapore can Teach the White House	10/20/09	1,125,000	N/A
<i>Keene Sentinel</i>	Companies Talk Fix for Health Care	10/24/09	12,494	\$42
<i>Telegraph</i>	Companies Talk Fix for Health Care	10/24/09	24,151	\$106
<i>MoneyShow.com</i>	Paging Doctor Feelgood	10/29/09	34,600	N/A

Education				
Outlet	Title	Date	Circ.	Ad. Value

Total Number of Clips:	80
Total Circulation:	77,977,768
Total Ad Value:	\$469,591

I. Secured PR Opportunities (media conferences/executive press meetings/media appointments pitch updates and media activities/outreach)

Outlet/Journalist	Topic
<i>Bloomberg, Beth Jinks</i>	Sent Marina Bay Sands and chef announcement to journalist; coverage secured.
<i>Details, Adam Laukhuf</i>	Sent Marina Bay Sands and chef announcement to journalist.
<i>Diversion.com, Cathy Cavender</i>	Sent Marina Bay Sands and chef announcement to journalist.
<i>Gadling.com, Annie Scott</i>	Provided journalist on further information as a result of her recent visit to Singapore
<i>Nation's Restaurant News, Pamela Parseghian</i>	Sent Marina Bay Sands and chef announcement to journalist.
<i>Newsweek International,</i>	Provided journalist images and information on the Capella Singapore as well as

Sameer Reddy	general destination information for upcoming coverage.
<i>Newsweek International</i> , Sana Butler	Sent Marina Bay Sands and chef announcement to journalist.
<i>Portfolio.com</i> , Josh Moss	Sent Marina Bay Sands and chef announcement to journalist.
<i>The Daily Beast</i> , Kara Cutruzzula	Sent Marina Bay Sands and chef announcement to journalist.
<i>TIME</i> , Michael Elliott	Sent Marina Bay Sands and chef announcement to journalist.

II. Proactive and Reactive Media Communications (pitch updates and media activities/outreach)

Outlet/Journalist	Leisure and Business
<i>Cruise Business Review</i> , Teijo Niemela	Pitched journalist on Singapore embarking on new international cruise line terminal
<i>Cruise Industry News</i> , Oivind Mathiesen	Pitched journalist on Singapore embarking on new international cruise line terminal
<i>Cruise Industry News</i> , Wayne Schneiderman	Pitched journalist on Singapore embarking on new international cruise line terminal
<i>Cruise Week</i> , Art Sbarsky	Pitched journalist on Singapore embarking on new international cruise line terminal
<i>Cruise Week</i> , Michael Driscoll	Pitched journalist on Singapore embarking on new international cruise line terminal
<i>CruiseNewsDaily.com</i> , Alan Wilson	Pitched journalist on Singapore embarking on new international cruise line terminal
<i>CruiseNewsFirst</i> , Lorol Neilsen	Pitched journalist on Singapore embarking on new international cruise line terminal
<i>CyberCruises.com</i> , Stefano Fermi	Pitched journalist on Singapore embarking on new international cruise line terminal
<i>Fairplay</i> , Greg Miller	Pitched journalist on Singapore embarking on new international cruise line terminal
<i>GSA Travel Magazine</i> , Lynda Cumming	Pitched journalist on Singapore embarking on new international cruise line terminal
<i>JAXFAX</i> , Maria Lisella	Pitched journalist on Singapore embarking on new international cruise line terminal
<i>Lloyd's Cruise International</i> , Sue Parker	Pitched journalist on Singapore embarking on new international cruise line terminal
<i>Lloyd's List</i> , Rajesh Joshi	Pitched journalist on Singapore embarking on new international cruise line terminal
<i>Maritime Reporter</i> , Jennifer Rabulan	Pitched journalist on Singapore embarking on new international cruise line terminal
<i>Recommend Magazine</i> , Millie Rousseau	Pitched journalist on Singapore embarking on new international cruise line terminal
<i>Seatrade Insider Digest</i> , Anne Kalosh	Pitched journalist on Singapore embarking on new international cruise line terminal
<i>Travel Weekly</i> ,	Pitched journalist on Singapore embarking on new international cruise line

