

# **Economic Impacts of the Netflix Original Series *Bloodline***

**Prepared for the Monroe County Tourist Development Council**

**December 2015**

## TABLE OF CONTENTS

Summary of Results.....	2
Introduction .....	4
Study Purpose .....	4
Season 1 Production Spending in Florida .....	4
Season 1 Production Spending in Monroe County .....	5
Economic Impacts of Production Spending .....	5
Film Induced Tourism Impacts .....	6
Additional Impacts .....	7
Appendix A – Economic Impact Methodology .....	8
Appendix B – Share of Production Spending in Monroe County.....	9
Appendix C – Comparison of Economic Impacts from Visitor Spending .....	10

## SUMMARY OF RESULTS

The Season 1 production of *Bloodline* generated significant economic impacts for the economies of Florida and Monroe County. The following tables highlight the total estimated economic impacts generated by production-related expenditures and incremental visitor spending associated with, or resulting from, the production. In addition, the series has generated other economic impacts that have not been captured in this study, including personal spending by non-resident labor while employed by the production.

Displayed in Table A are the total state-level economic impacts of production spending and incremental visitor spending in Florida.

**Table A. STATE IMPACTS**

**State-Level Economic Impacts of Production Spending and Incremental Visitor Spending in Florida**

	<b>Production Impacts</b>	<b>Film Induced Tourism Impacts</b>	<b>Total Impacts</b>
In-State Spending (millions)	\$30.3	\$65.1 <sup>1</sup>	\$95.4
Output (millions)	\$53.2	\$105.5	\$158.7
Gross State Product (millions)	\$38.1	\$61.6	\$99.7
Employment (jobs)	670	1,068	1,738
Labor Income (millions)	\$27.4	\$36.6	\$64.0
Total State and Local Taxes (millions)	\$2.3	\$7.1	\$9.4

The combined production spending and incremental visitor spending generated the following economic impacts within Florida:

- Incremental spending of \$95.4 million.
- Total economic output of \$158.7 million.
- Total GSP impact of \$99.7 million.
- Total additional jobs created of 1,738.
- Total state and local tax revenues of \$9.4 million.

<sup>1</sup> The state-level results are based on the total incremental visitor spending reported for the Florida Keys, and therefore may be viewed as a conservative estimate of the tourism impact of the *Bloodline* production within the state.

Displayed in Table B are the total county-level economic impacts of production spending and incremental visitor spending in Monroe County.

**Table B. COUNTY IMPACTS**

**County-Level Economic Impacts of Production Spending and Incremental Visitor Spending in Monroe County**

	<b>Production Impacts</b>	<b>Film Induced Tourism Impacts</b>	<b>Total Impacts</b>
Local Spending (millions)	\$5.8	\$65.1	\$70.9
Output (millions)	\$8.6	\$82.6	\$91.2
Gross State Product (millions)	\$6.6	\$48.5	\$55.1
Employment (jobs)	157	903	1,060
Labor Income (millions)	\$5.5	\$28.9	\$34.4
Total State and Local Taxes (millions)	\$0.4	\$6.0	\$6.4

The combined production spending and incremental visitor spending generated the following economic impacts within Monroe County:

- Incremental spending of \$70.9 million.
- Total additional economic output of \$91.2 million.
- Total GSP impact of \$55.1 million.
- Total additional jobs created of 1,060.
- Total state and local tax revenues of \$6.4 million.

## INTRODUCTION

Season 1 of the television series *Bloodline* was produced by Sony Pictures Television (“Sony”) and released in 13-episodes on Netflix on March 20, 2015. The series, which centers around the tight-knit Rayburn family, was filmed on location in the Florida Keys and is also set in the Keys, primarily in Islamorada. The second season of the series is currently in filming and is expected to return to Netflix in 2016.

Throughout the production of the series, significant spending took place in the state of Florida and in Monroe County, generating economic impacts for Florida residents and businesses and significant tax revenues for state and local governments. In addition, the series has had an impact on visitation to the Keys resulting in additional tourism spending in the local economy.

## STUDY PURPOSE

MNP LLP (MNP) was engaged by the Monroe County Tourist Development Council to conduct a study of the economic impacts arising from the *Bloodline* series on the economy of Florida and, more specifically, on the economy of Monroe County. The scope of the study included an assessment of the economic impacts arising from production spending, as well as incremental visitor spending. To estimate the economic impacts MNP relied on Season 1 production expenditures obtained from Sony and on incremental visitation estimates obtained from the *2015 Bloodline Film Impact Study* that was conducted by H2R Market Research for the Monroe County Tourist Development Council.<sup>2</sup>

## SEASON 1 PRODUCTION SPENDING IN FLORIDA

During the filming of Season 1, the *Bloodline* production engaged over 600 vendors from within the state of Florida to provide various goods and services. The vendors engaged by the production represented a wide range of industries and sectors, including studios and production facilities, property owners for filming locations, catering companies, hotels, vehicle and equipment rental agencies, retailers (furniture, building supplies and clothing), marine and boat rental companies, landscapers, audio and video companies, infrastructure companies (waste management, electrical supplies), and transportation companies.<sup>3</sup> A summary of vendors is displayed in Table 1 below.

**Table 1. Season 1 Vendor Expenditure Data**

	<b>Number</b>
Florida Businesses	360
Florida Individuals	275
<b>Total</b>	<b>635</b>

Based on production expenditure data provided to MNP by Sony, it is estimated that the Season 1 production of *Bloodline* resulted in total spending in Florida of over \$30 million (Table 2). Of total Florida expenditures, the majority (57 percent) were payments made to production crew and other labor, while the remaining 43 percent was spent on purchases of goods and services.

<sup>2</sup> H2R Market Research. *2015 Bloodline Film Impact Study*, 2015.

<sup>3</sup> Vendor list provided by Sony Pictures Television.

**Table 2. Season 1 Production Expenditures in Florida**

	<b>Expenditures (millions)</b>	<b>Share of Expenditures</b>
Florida Production Crew and Other Labor	\$17.3	57.1%
Florida Purchases (Spending on Businesses)	\$13.0	42.9%
<b>Total Florida Spending</b>	<b>\$30.3</b>	

### SEASON 1 PRODUCTION SPENDING IN MONROE COUNTY

Although the *Bloodline* series was filmed in the Florida Keys, a number of large production expenditures occurred outside of Monroe County. For example, the series' production office was based in nearby Homestead, Florida, and the majority of crew members and technical equipment (e.g. lighting, camera and sound) were sourced from outside the Keys. There were, however, a number of local individuals and businesses engaged by the production, including extras, owners of set locations, as well as local restaurants and accommodations.

Based on information provided by Sony, and a review of the pattern of expenditures in each expenditure category, it is estimated that approximately 19 percent of total production spending occurred in Monroe County<sup>4</sup>, for a total of \$5.8 million.

### ECONOMIC IMPACTS OF PRODUCTION SPENDING

The economic impacts of *Bloodline* Season 1's production spending in Florida and Monroe County are summarized in Tables 3 and 4, respectively. The methodology for calculating the economic impact of production spending is described in detail in Appendix A. However, in brief, the economic impacts were calculated using the production spending data together with the 2014 IMPLAN<sup>5</sup> model for Florida and Monroe County.

**Table 3. Total<sup>6</sup> State-Level Economic Impacts of Season 1 Production Spending in Florida**

	<b>Production Impacts</b>
Production Expenditure (millions)	\$30.3
Output (millions)	\$53.2
Gross State Product (millions)	\$38.1
Employment (jobs)	670
Labor Income (millions)	\$27.4
Total State and Local Taxes (millions)	\$2.3

<sup>4</sup> For the estimated allocation of spending in Monroe County by expenditure category, please see Appendix B.

<sup>5</sup> IMPLAN is an economic model that is widely used by government, university and public and private sector organizations for assessing economic impacts.

<sup>6</sup> Total economic impacts include direct, indirect and induced impacts. Please see Appendix A for a description of the different types of impacts.

**Table 4. Total County-Level Economic Impacts of Season 1 Production Spending in Monroe County**

	<b>Production Impacts</b>
Local Spending (millions)	\$5.8
Output (millions)	\$8.6
Gross State Product (millions)	\$6.6
Employment (jobs)	157
Labor Income (millions)	\$5.5
Total State and Local Taxes (millions)	\$0.4

## FILM INDUCED TOURISM IMPACTS

Film induced tourism (FIT) is the phenomenon of films and television programs encouraging viewers to visit the country or region where filming occurred<sup>7</sup>. FIT and its related tourism concepts, which include the effects of TV, films, movies and media culture, has increasingly been viewed as an important component of tourism marketing.

A recent study conducted by H2R Market Research for the Monroe County Tourist Development Council found that the incremental visitation to the Florida Keys from *Bloodline* was equivalent to 39,400 visits, or 0.5 percent more visits than would have occurred otherwise.<sup>8</sup> As a result, the study reported an incremental increase in visitor spending in the Keys of \$65.1 million.

Tables 5 and 6 present the economic impacts generated by the incremental visitor spending attributable to *Bloodline* that occurred in the Florida Keys accruing to Florida and Monroe County.<sup>9</sup>

**Table 5. Total State-Level Economic Impacts of Incremental Visitor Spending in Monroe County<sup>10</sup>**

	<b>Film Induced Tourism Impacts</b>
Visitor Spending (millions)	\$65.1
Output (millions)	\$105.5
Gross State Product (millions)	\$61.6
Employment (jobs)	1,068
Labor Income (millions)	\$36.6
Total State and Local Taxes (millions)	\$7.1

<sup>7</sup> Oxford Economics, *The Economic Impact of the UK Film Industry*, 2007.

<sup>8</sup> H2R Market Research. *2015 Bloodline Film Impact Study*, 2015.

<sup>9</sup> The economic impacts of visitor spending were again calculated using the 2014 IMPLAN model. A comparison of these calculated impacts with those reported in other studies is contained in Appendix C.

<sup>10</sup> Please note that the Florida Keys Insights Visitor Profile was used to allocate the total increase in visitor spending to specific industries or tourism sectors (i.e. hotels, vehicle rentals, gas purchases, restaurants, water and land-based activities and gifts).

**Table 6. Total County-Level Economic Impacts of Incremental Visitor Spending in Monroe County<sup>11</sup>**

	<b>Film Induced Tourism Impacts</b>
Visitor Spending (millions)	\$65.1
Output (millions)	\$82.6
Gross State Product (millions)	\$48.5
Employment (jobs)	903
Labor Income (millions)	\$28.9
Total State and Local Taxes (millions)	\$6.0

### **ADDITIONAL IMPACTS**

Series such as *Bloodline* can produce additional economic impacts, as well as broader social and community benefits. In addition to economic impacts that arise through production spending, impacts can result from infrastructure spending and personal spending by non-residents:

- **Infrastructure Spending.** Infrastructure spending includes expenditures associated with production facilities and equipment. While the economic impacts of infrastructure spending have not been assessed in this report, it is important to note that the economic impacts that arise from infrastructure spending can be significant.
- **Personal Spending by Non-resident Labor while in Florida or the Florida Keys.** Non-residents working in Florida or the Florida Keys may spend a portion of their salaries and wages while filming in the area. This may include spending on vacations, recreational activities or other personal purchases.

It is worth noting that television series can also generate additional economic, community and social benefits. These may include the creation of opportunities for trainees or interns, the development of business partnerships, the creation of spin-off companies and contributions to community and culture.

---

<sup>11</sup> Please note that the Florida Keys Insights Visitor Profile was used to allocate the total increase in visitor spending to specific industries or tourism sectors (i.e. hotels, vehicle rentals, gas purchases, restaurants, water and land-based activities and gifts).

## APPENDIX A – ECONOMIC IMPACT METHODOLOGY

The main goal of an economic impact study is to quantify the economic contributions that an organization, industry, or project makes to a region.

MNP estimated the state-level and county-level economic impacts of the production of *Bloodline* using the 2014 IMPLAN model for Florida and Monroe County. The IMPLAN model provides a measure of the interdependence between an industry and the rest of the economy using an input-output modelling approach, which is a widely used and accepted approach for conducting economic impact analysis. The model can be used to measure the quantitative impact of a change in the production or expenditure of a particular industry and can provide estimates of the direct, indirect and induced effects arising from these changes at the regional and state levels.

In general, economic impacts are viewed as being restricted to quantitative, well-established measures of economic activity. The most commonly used of these measures are output, GSP, employment and government tax revenues:

- **Output** is the total gross value of goods and services produced by a given company or industry measured by the price paid to the producer (versus the price paid by the consumer, which can include transportation and retail mark-ups). This is the broadest measure of economic activity.
- **Gross State Product (GSP)**, or value added refers to the additional value of a good or service over the cost of inputs used to produce it from the previous stage of production. Thus GSP is equal to net output, or the difference between revenues and expenses on intermediate inputs. It is the incremental value created through labor or mechanical processing.
- **Employment** is the number of additional jobs created.
- **State and Local Government Tax Revenues** are estimates comprised of dividend tax, social insurance tax, sales tax, property tax, motor vehicle license fees, corporate income tax, severance tax, fishing and hunting licenses and other fines and fees.

Economic impacts may be estimated at the direct, indirect and induced levels:

- **Direct impacts** are changes that occur in “front-end” businesses that would initially receive expenditures and operating revenue as a direct consequence of the operations and activities of a facility, project or industry.
- **Indirect impacts** arise from changes in activity for suppliers of the “front-end” businesses.
- **Induced impacts** arise from shifts in spending on goods and services as a consequence of changes to the payroll of the directly and indirectly affected businesses.

Film and television productions have an amount of direct expenditure, which in turn stimulates indirect impacts across the supply chain of the directly affected industries. These expenditures also create or support jobs, as firms add or retain labor to meet rising demand. This, in turn, raises incomes and stimulates what are known as induced impacts as higher incomes flow through to consumption. The total economic impact of the production spending is the sum of each of these direct, indirect and induced impacts.

## APPENDIX B – SHARE OF PRODUCTION SPENDING IN MONROE COUNTY

The following table indicates the estimated share of *Bloodline* production spending that took place in Monroe County for each category of production expenditures.

**Table B-1: Share of Production Spending in Monroe County**

	Share of Total Production Spending occurring in Monroe County
<b>Non-Labor Costs</b>	
Accommodation	75%
Car/vehicle rental	0%
Catering	25%
Equipment rentals	0%
Lighting rentals	0%
Camera rentals	0%
Location fees	90%
Materials and supplies (e.g. hardware, supplies)	10%
Offices, Facilities and Stage Rentals	0%
Transportation	15%
Wardrobe	10%
Administrative expenses	0%
<b>Labor Costs</b>	
Labor and fringe benefits	8%
Per diem payments of residents and non-residents	75%
<b>Total</b>	<b>19%</b>

## APPENDIX C – COMPARISON OF ECONOMIC IMPACTS FROM VISITOR SPENDING

In addition to calculating the economic impact of incremental visitor spending using the 2014 IMPLAN model, MNP carried out a comparison of the calculated impacts with those that could be expected using information from other published tourism studies. To provide this comparison, MNP undertook a two-step process.

- First, MNP used total visitor spending of \$65.1 million as reported by H2R Market Research.<sup>12</sup> This figure represents the film-induced spending by visitors to Monroe County as a result of *Bloodline*.
- Second, MNP used previously published tourism economic impact studies to estimate the economic impacts arising from the reported visitor spending. The published studies were used to estimate the specific multipliers to be applied to visitor spending. Please note that these earlier studies spanned a different time period of analysis. The studies used by MNP were:
  - The Economic Impact of Travel & Tourism in Palm Beach County, Florida<sup>13</sup>; and
  - Economic Contribution of Recreating Visitors to the Florida Keys/Key West<sup>14</sup>.

Based on the visitor spending of \$65.1 million and the multipliers obtained from the above-noted studies, the film-induced visitor spending generated by *Bloodline* could be expected to have generated the following impacts:

- Between \$59.8 million and \$69.5 million in total gross state product (GSP).
- Between 1,144 FTEs and 1,232 FTEs in total employment.

**Table C-1: GSP Impacts of the Film Induced Tourism of *Bloodline***

	Economic Impact of Travel & Tourism	Economic Contribution of Recreating Visitors
Direct GSP (in millions)	\$37.7	\$39.1
Indirect GSP (in millions)	\$9.1	\$14.2
Induced GSP (in millions)	\$13.0	\$16.2
<b>Total GSP (in millions)</b>	<b>\$59.8</b>	<b>\$69.5</b>

**Table C-2: Employment Impacts of the Film Induced Tourism of *Bloodline* Season 1**

	Economic Impact of Travel & Tourism	Economic Contribution of Recreating Visitors
Direct Employment (in FTEs)	910	741
Indirect (in FTEs)	120	182
Induced (in FTEs)	202	221
<b>Total (in FTEs)</b>	<b>1,232</b>	<b>1,144</b>

These estimates for GSP and employment are similar to those produced from the 2014 IMPLAN model.

<sup>12</sup> H2R Market Research. *2015 Bloodline Film Impact Study*, August, 2015.

<sup>13</sup> Global Insight. *City Tourism Impact: The Economic Impact of Travel & Tourism in Palm Beach County, Florida*, September 2005.

<sup>14</sup> National Oceanic and Atmospheric Administration. *Economic Contribution on Recreating Visitors to the Florida Keys/Key West 2007-08*, July 2010.

In addition, the studies would suggest that the film-induced visitor spending spurred by *Bloodline* could be expected to have resulted in approximately \$3 million to \$4 million in total State Government tax revenues, and approximately \$2 million to \$3 million in total Local Government tax revenues. These tax estimates are again similar to those produced by the 2014 IMPLAN model.



## 2015 *Bloodline* Film Impact Study

---

Prepared by



# Project Overview

## **PURPOSE**

The purpose of conducting a Film Impact Study for the TV Series, *Bloodline*, was to measure the impact the series has had on inducing travel to the Florida Keys and/or raising awareness of its brand—focusing particularly on Islamorada. This study was conducted in August of 2015.

---

## **TARGET AUDIENCE**

The *Bloodline* Film Impact Study was conducted among U.S. travelers nationwide in August of 2015 allowing travelers time to complete their visits and enabling the study to capture all relevant travel and spending that was generated during Florida Keys' peak travel season as well as provide an accurate measurement of the marketing ROI.

---

## **SAMPLE**

A total of 1,203 respondents were interviewed for this study. This sample size provides for a maximum margin of error of +/-2.8% at a 95% confidence interval overall.

---

# Contents

## EXECUTIVE SUMMARY

Pages 4-11

## TAKEAWAYS & RECOMMENDATIONS

Pages 12-15

### 01

#### Marketing Efficiency & Impact

Pages 16-18

- + KPI Summary
- + Impact by District

### 02

#### Bloodline Marketing & Series Evaluation

Pages 19-28

- + Marketing & Media Awareness
- + Promotional Recall
- + Series Familiarity
- + Consumption of the Series
- + Awareness of Florida Keys
- + Cast Q-Scores
- + Impact on Appeal
- + Post Exposure Intentions

### 03

#### Travel Landscape

Pages 29-38

- + Top of Mind Awareness
- + Competitive travel landscape
- + Viewers vs. Non-Viewers

### 04

#### Florida Keys Visitor & Brand Assessment

Pages 39-46

- + Overnight Visitation
- + NPS & WoMI
- + Brand Attribute Scores
- + Brand Strengths and Unmet Needs

### 05

#### Categorization

Pages 47-49

- + Florida Keys Traveler Profile
- + Viewers vs. Non-Viewers

# Executive Summary

---

## Closer Yields Higher Incidence

- The Florida Keys has respectable visitation levels among residents across the United States. Florida residents (84%) and other travelers from states east of the Mississippi River (56%) are slightly more likely to have visited the Florida Keys in the past than travelers living west of the Mississippi (52%). The ratio of those who have visited in the last three years, however, is about half these levels (28%).
- Looking forward to future potential trips, a similar pattern emerges. Florida residents (75%) exhibit the highest intent to visit the Florida Keys followed by travelers from states east of the Mississippi River (58%) and then those west of the Mississippi (51%).
- Among target states outside of Florida, travelers from New York (71%), Michigan (58%), Massachusetts (58%) and Illinois (57%) exhibited the strongest desire to visit the Florida Keys.



## Future Visitation

- As one might expect, recent visitors (86%) and those who saw the promotion for *Bloodline* (76%) are among the segments that say they are most likely to visit the Florida Keys in the next few years. Interestingly, however, men (62%) are slightly more interested in visiting than women (51%) and Millennials 18-34 years (68%) are more interested in visiting than any other age group.
- Overall, the travel districts in the Florida Keys that visitors are most interested in visiting include the Florida Keys in General/No Specific Area (56%), Key West (54%), Key Largo (47%) and Big Pine Key and the Lower Keys (40%).
- Islamorada (38%) ties for fourth of the five areas evaluated with Marathon.



## Bloodline Viewership

- Potential travelers recall seeing or hearing ads about the Florida Keys and Key West from numerous channels that were led by recommendations from friends (35%), mass media ads (31%), magazine or newspaper travel articles (30%) and TV shows featuring the Florida Keys (30%). Awareness of the *Bloodline* promotion was comparatively strong at 36% nationwide. Those 18-34 years old (52%), men (42%), those earning \$100k or more (39%) and from states west of the Mississippi (38%) were the consumer segments most likely to recall seeing a *Bloodline* promotion.
- Even more impressively, however, nearly half (48%) of travelers say they are familiar with the show whether they saw the promotion or not. Of those, 14% say they have only heard of the series and have never considered watching it; 18% had heard of it and considered watching *Bloodline*, but never have; 9% watched a few episodes of *Bloodline* but not all of them (6% intend to finish watching) and 7% say they have watched every episode of *Bloodline*. Altogether, 16% of travelers nationwide say they have watched one or more episodes of *Bloodline* since it debuted on Netflix in March of 2015.



## Bloodline Viewership Skews Young

- Men (21%) are much more likely to have watched *Bloodline* than women (13%) and, likewise, those earning less than \$100k (18%) are more likely to have watched this series than those earning \$100k or more (13%). But, the biggest difference in viewership is by age group where 24% of 18-34 year olds have watched one or more episodes of *Bloodline* compared to 18% of those 35-54 years old and only 5% of those age 55 or older. Hence, viewership of the series skews younger than the Florida Keys' typical target market and, therefore, the series is indeed helping to reach a new market audience. Additionally, viewership is highest among those living in states west of the Mississippi (19%).
- Interestingly, most viewers either watched the entire series over a 2-3 week time period (41%) or binge-watched the entire series in just a few days (39%). Overall, more than half (55%) of those who have watched one or more episodes of *Bloodline* were aware the series was filmed in the Florida Keys.



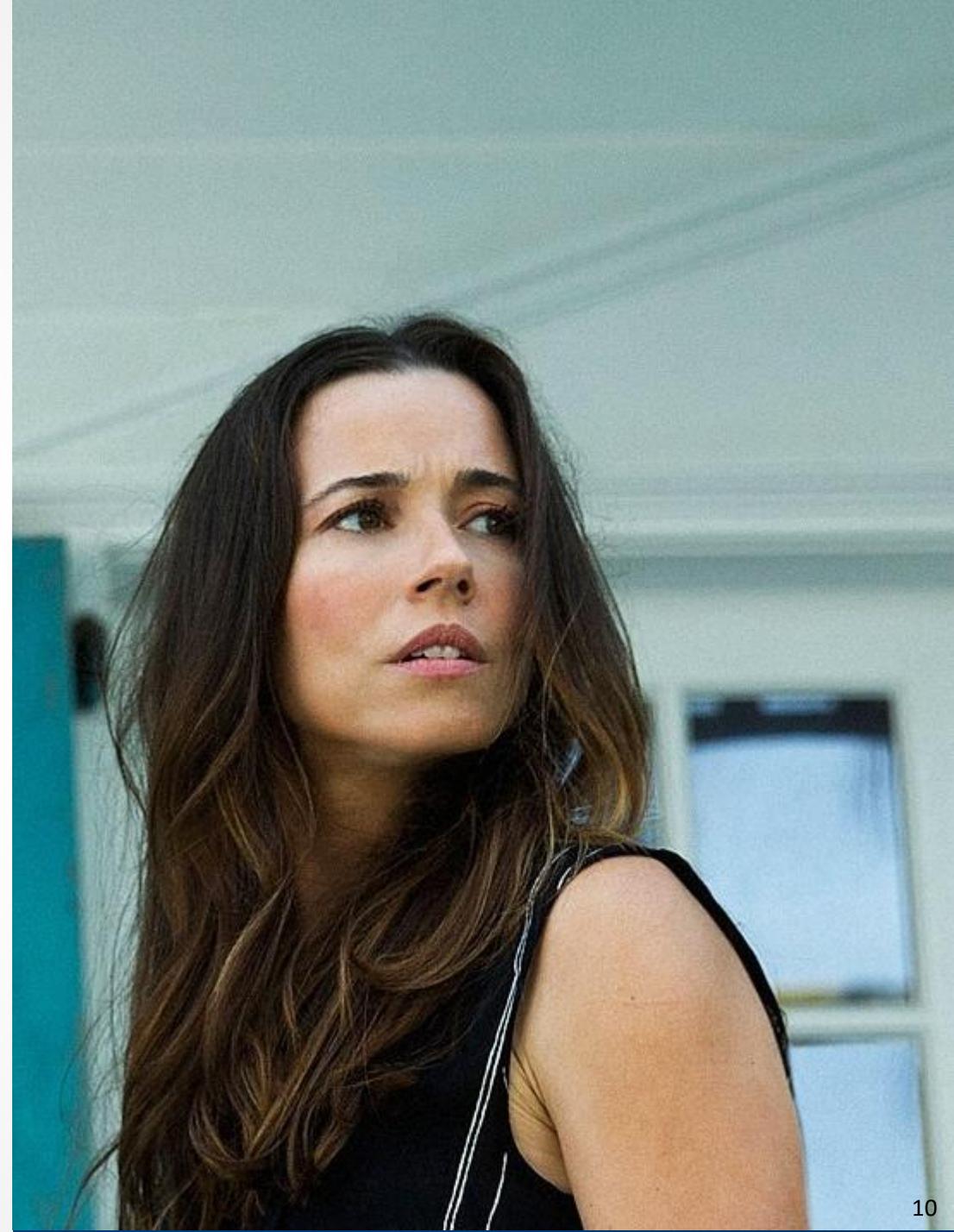
## Bloodline Generated Incremental Spending

- Watching *Bloodline* had a positive impact on visitation to the Florida Keys and Islamorada this year and it had a positive impact on intent to visit in the future. Extrapolated across the travel population it is estimated that the show is responsible for generating more than 39k incremental overnight household trips to the Florida Keys this year. However, only 83% of these viewers (31k of the 36k incremental overnight trips) accurately associated the show with the Florida Keys. As a result, incremental visits produced more than \$65 million in travel spending over the seven months the show has aired that would not have otherwise occurred.
- The raw impact, however, has been greater for the Florida Keys overall than it has for Islamorada in particular. That is, only 11% (4.4k of those 39k incremental overnight trips) spent any real time in Islamorada. This equates to incremental travel spending in Islamorada of just over \$9 million.
- There is, however, reason to believe that impact may continue to build over the next few years as awareness of even just the promotion for *Bloodline* appears to have a positive impact on intent to visit.



## Bloodline Viewers Have Similarities

- There are a variety of similarities between visitors to the Florida Keys and viewers of the *Bloodline* series. Both are likely to seek out destinations that offer a safe environment, provide good value for the dollar and create life-long memories. Likewise, both visitors and *Bloodline* viewers are active users of social media, watch cable/satellite television, watch Netflix, listen to traditional radio and visit travel review websites.
- But, there are also a few interesting differences between the two audiences. For instance, Florida Keys visitors tend to be slightly older (41.4 years) than the average *Bloodline* viewer (36.7 years), earn a little higher annual income (\$98k vs. \$92k) and are less likely to visit with children (55% vs. 71%). Florida Keys visitors in general spend slightly more money (+11%) in the area than *Bloodline* viewers who visit. And, comparatively few *Bloodline* viewers watch *Good Morning America* but more watch *CBS This Morning* and/or *Fox News* compared to their Florida Keys visitor counterparts.



## *Bloodline* Has Had a Positive Impact

- The promotion, awareness and viewership of *Bloodline* has had a positive impact on the Florida Keys this year. Viewers are more likely to visit the Florida Keys and they exhibit a greater level of interest in vacationing in the Keys in the future.
- However, as would likely be expected, the impact has been more robust for the Florida Keys overall than it has for Islamorada. The Florida Keys have much higher awareness than Islamorada; therefore, it is understandable that gross interest would be higher for the area than for any one district of the Florida Keys.
- Interestingly, after viewing the promotions and video clips for the *Bloodline* TV series, more than eight in ten travelers indicated they wanted to visit Islamorada in the next 12 months—very similar to the ratio who want to visit the Florida Keys in general (87%).



# Takeaways & Recommendations

---

## Leveraging the *Bloodline* Series for the Florida Keys

- The Florida Keys should perhaps consider targeting Netflix users with targeted digital advertisements.
- Advertise in the same places and on the same media channels where Netflix advertises and leverage the celebrities from the show who have the highest Q-Scores.
- It may be worth considering key product placements in the specific episodes of *Bloodline* if possible, or any proactive attempt to get the brand, logo, etc. noticed on the show or promotion.
- It may also be worth investing a little time to become more familiar with the director, writers and actors of *Bloodline*, and actively work those relationships. If successful, the show may become intertwined with the brand like the drama *Nashville* has in Tennessee. It would be wise to stay abreast of what may be coming up in future episodes.
- Finally, decision makers may wish to consider leveraging the *Bloodline* connection in strategic public relation's press releases and events.

## Leveraging the *Bloodline* Series for Islamorada

- Because of its limited awareness relative to the Florida Keys as a whole, Islamorada's strategic actions should focus greater attention on intercept efforts in South Florida. That is, target travelers to South Florida after they have already arrived in the market.
- Consider intercepting South Florida visitors with ads or promotions that are strategically placed at area airports, on billboards, in brochures and all popular thoroughfares throughout the region. Call attention to Islamorada being featured in *Bloodline* and consider staging/creating area photo ops where great selfies could be taken and posted online.
- Consider actively leveraging social media sites like Twitter, Instagram and Periscope to reach out to young viewers in an attempt leverage interest and make a positive association.
- Feature *Bloodline* and its connection to Islamorada prominently on the Florida Keys website and any pages dedicated to Islamorada (and encourage key anchor tenants/assets in the area to do the same).
- Assertively manage online travel review website comments and address any issues promptly.

## *Bloodline's* Impact on the Area's Value Proposition

- *Bloodline* has increased the value proposition of both the Florida Keys and Islamorada in a few different ways. It has increased brand awareness and created new market buzz nationwide in an efficient manner among some audiences paid media channels have not reached.
- The show is helping to elevate the Florida Keys into daily conversations, and it has increased intent to visit both the Florida Keys and Islamorada in particular.
- *Bloodline* is organically helping to position the region as a “hip” and interesting place by the very nature of the series and the fact that it is Netflix original programming.

# Marketing Efficiency & Impact

---

+ *KPI Summary*

+ *Impact by District*

01

# Netflix *Bloodline* Television Series Key Performance Indicators (KPI) Summary

The *Bloodline* television series was watched by more than 16% of U.S. households, which translates to 8.7 million aware households.

The incremental visitation to the Florida Keys generated from *Bloodline* was 39.4k, or 0.5% more visits than would have occurred otherwise. Additionally, more than 9 in 10 visitors spent the night on their most recent visit. With an average spending per party of more than \$2,100 the incremental revenue generated by overnight visitors topped \$78M.

After adjusting for viewers who were aware the series was filmed in the Florida Keys (83%), the net incremental spending was estimated at \$65.1M overall and \$60.6M among overnight visitors.

<b><i>Bloodline</i> Series Impact</b>	<b>Overall</b>	<b>Overnight</b>
% Who Watched Show	16.2%	16.2%
Aware Households	8.7M	8.7M
Incremental Visitation	+0.5%	+0.5%
Incremental Trips	+39.4k	+36.7k
Spending per Party*	\$2,130	\$2,130
Incremental Revenue	\$83.9M	\$78.1M
<i>% Aware Filmed in Keys/ % Spent the Night</i>	<i>83%</i>	<i>93%</i>
<i>Adjusted Incremental Trips</i>	<i>30.6k</i>	<i>28.5k</i>
<i>Adjusted Incremental Revenue</i>	<i>\$65.1M</i>	<i>\$60.6M</i>

\*Spending per party is derived from the Florida Keys Insights Visitor Profile

## Incremental Impact by District

More than half of Florida Keys visitors spent the majority of their time on their last visit in Key West which is also where the incremental impact of *Bloodline* was centered. Although, all of the districts have benefited from the series.

District	Spent Last Visit	Incremental Visitation	Incremental Spending	Aware Filmed in FL Keys	Aware Incremental Spending
Big Pine Key & the Lower Keys	15%	5.8k	\$12.4M	4.5k	\$9.6M
Islamorada	11%	4.4k	\$9.3M	3.4k	\$7.2M
Key Largo	18%	7.0k	\$14.9M	5.4k	\$11.5M
Key West	54%	21.4k	\$45.7M	16.6k	\$35.4M
Marathon	2%	0.8k	\$1.8M	0.6k	\$1.4M

# *Bloodline* Marketing & Series Evaluation

---

+ *Marketing & Media Awareness*

+ *Promotional Recall*

+ *Series Familiarity*

+ *Consumption of the Series*

+ *Awareness of Florida Keys*

+ *Cast Q-Scores*

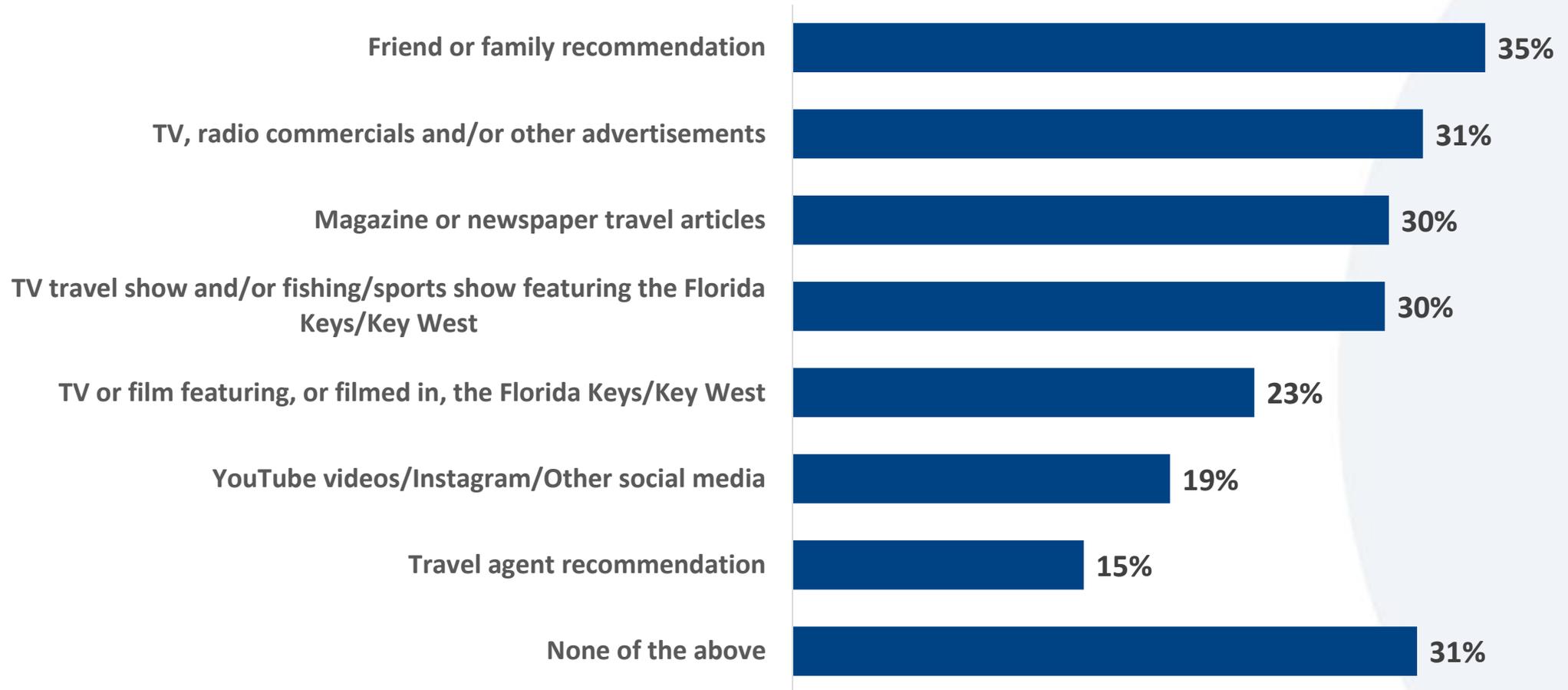
+ *Impact on Appeal*

+ *Post Exposure Intentions*

02

# Marketing & Media Awareness

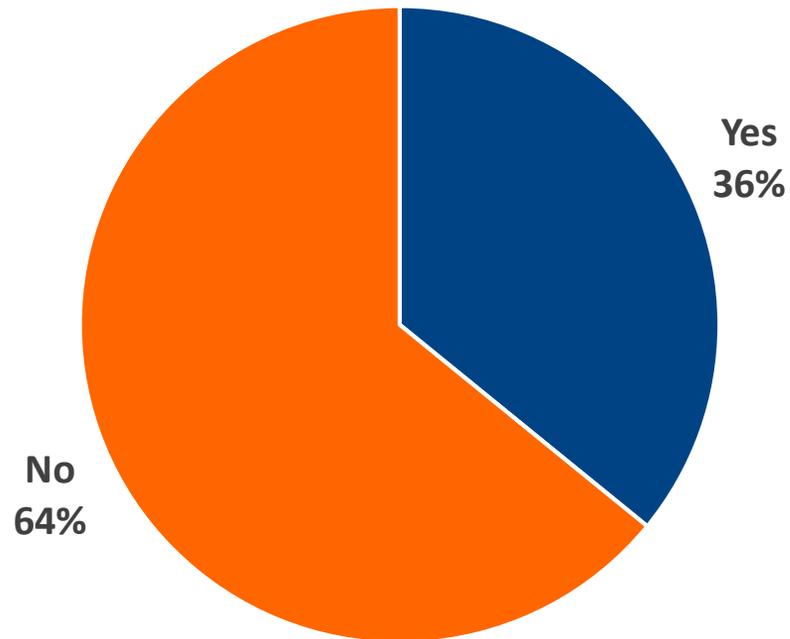
The most common way travelers have recently heard about the Florida Keys/Key West is through family or friends and mass market advertising—yet nearly one-quarter recall seeing a TV or Film series featuring the Florida Keys.



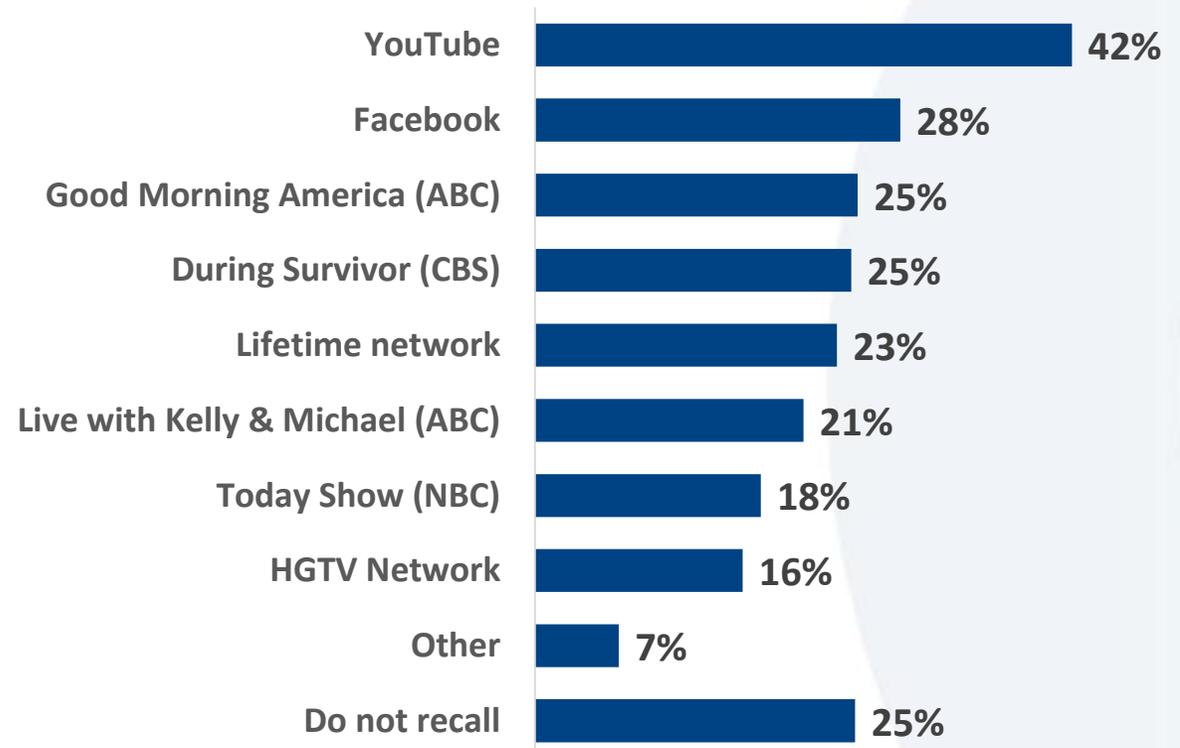
# Bloodline Series Promotion Recall

More than one-third (36%) of travelers recall seeing a promotion for the *Bloodline* TV series—with YouTube being the most popular channel where they recalled seeing it.

Recall Seeing *Bloodline* Promotion

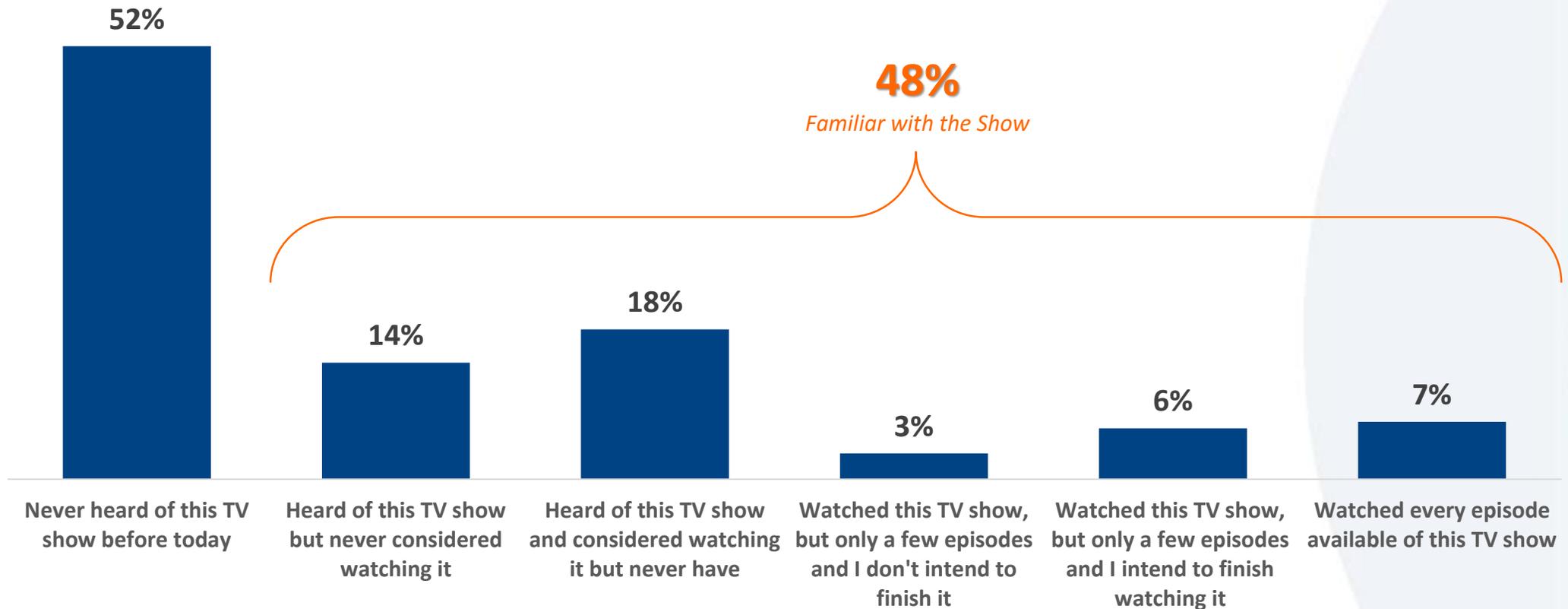


Where Recall Seeing Promotion



## Familiarity with *Bloodline* TV Series

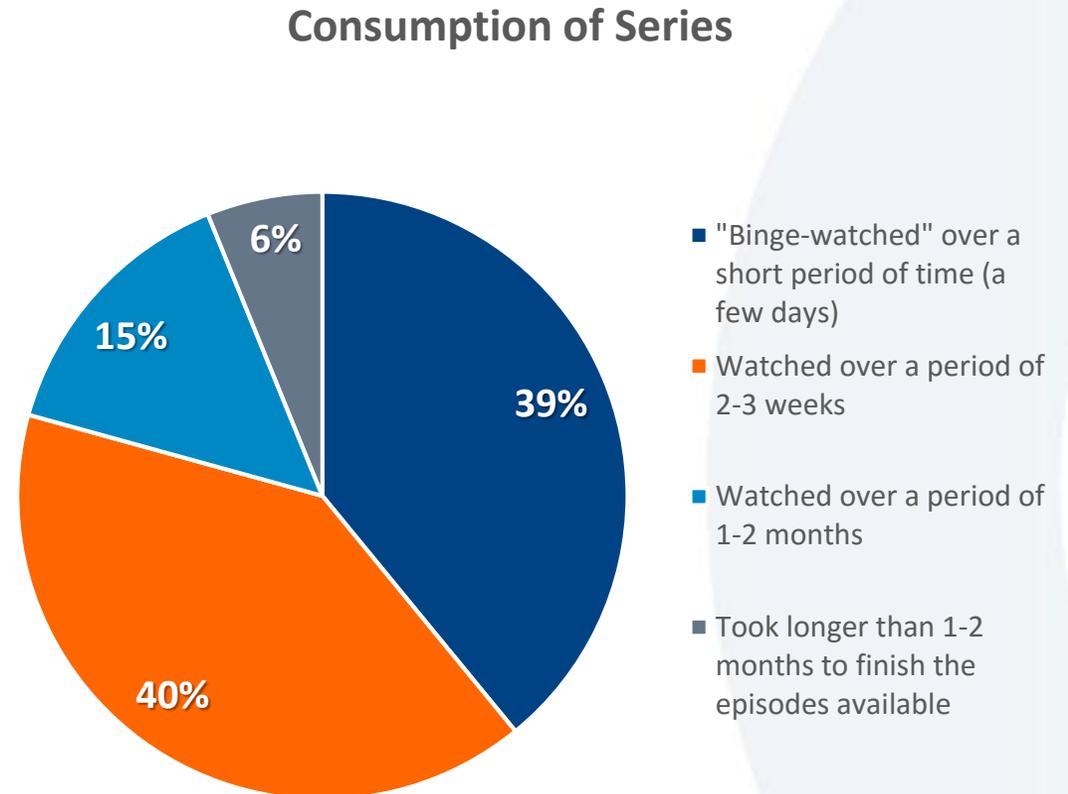
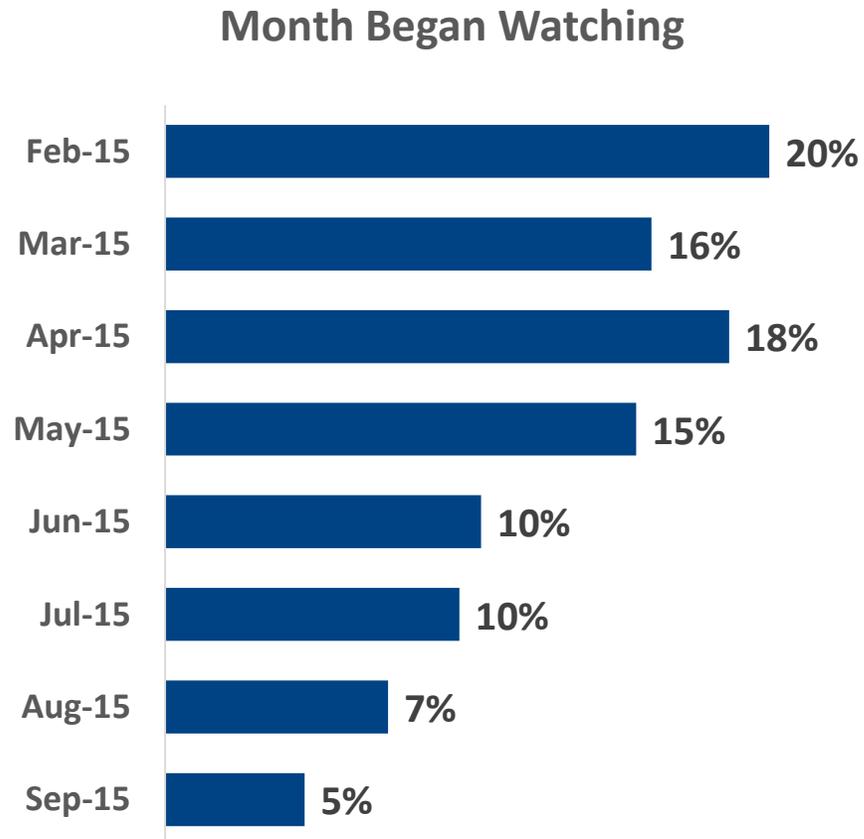
Nearly half of travelers in the United States are familiar with the *Bloodline* TV Series and just over 16% have watched at least one episode of the show. This translates into 8.7 million households in the U.S. being exposed to the TV series.



Q30: Using the scale provided, please rate how familiar you are with the *Bloodline* TV series previewed previously.

# Watching *Bloodline* TV Series

More than half of those who have watched *Bloodline* began watching it within 3 months of its release. Additionally, nearly eight in ten viewers finished watching the episodes available within a 2-3 week period.



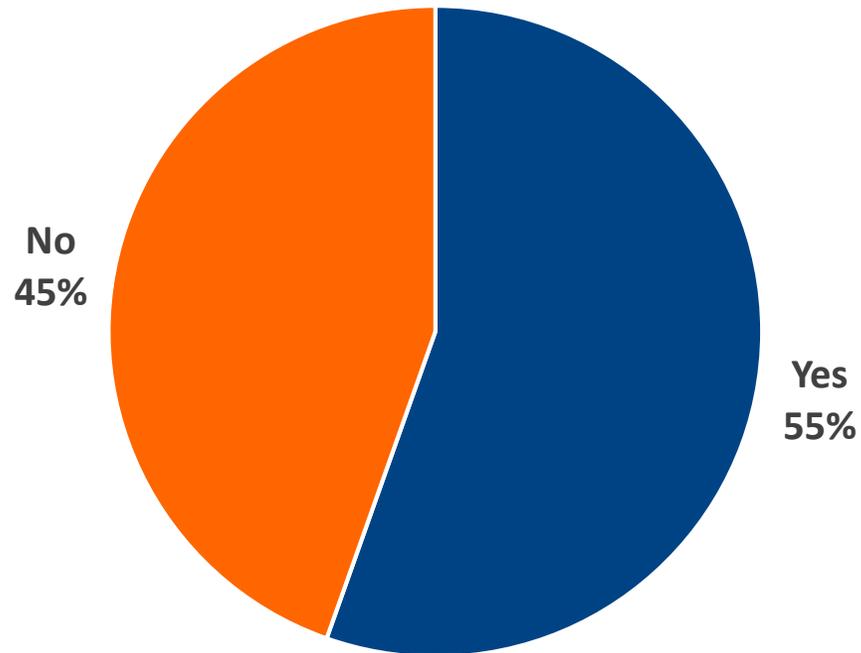
Q31: When did you begin watching the *Bloodline* TV Series?

Q32: Which of the following best describes how you watched the *Bloodline* TV Series?

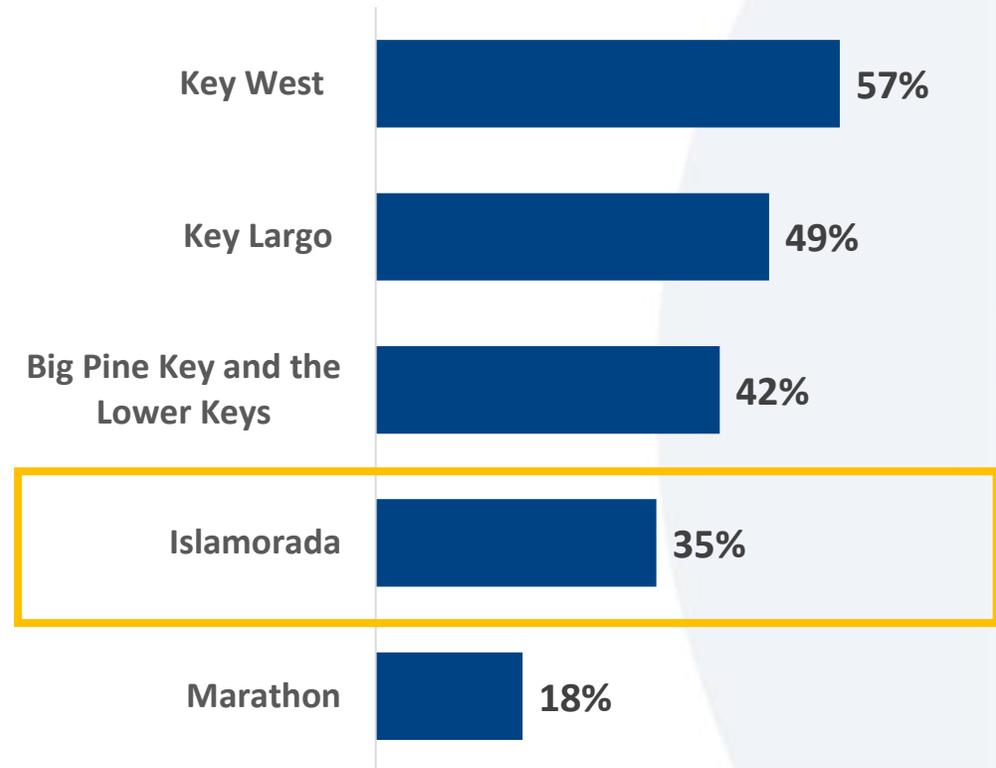
# Districts Featured in Florida Keys

More than half of travel viewers were aware that the show was set in the Florida Keys; and, many recall Key West, Big Pine and Key Largo being featured in the show.

### Aware Show is Set in Florida Keys



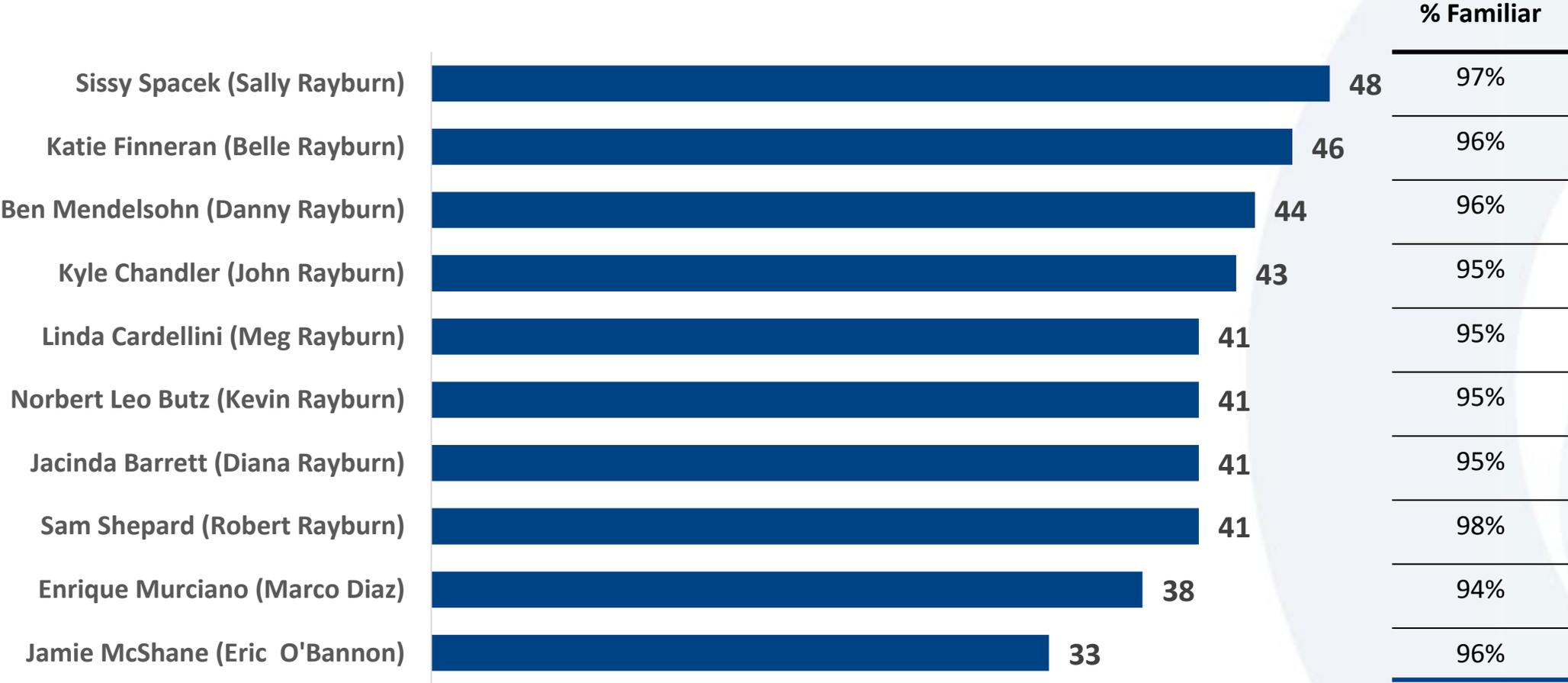
### Districts Recall Being Featured



Q33: Were you aware that this TV Show is filmed/set in the Florida Keys?  
Q34: Which area(s) of the Florida Keys do you remember being featured in the series?

# Bloodline Cast Q-Scores

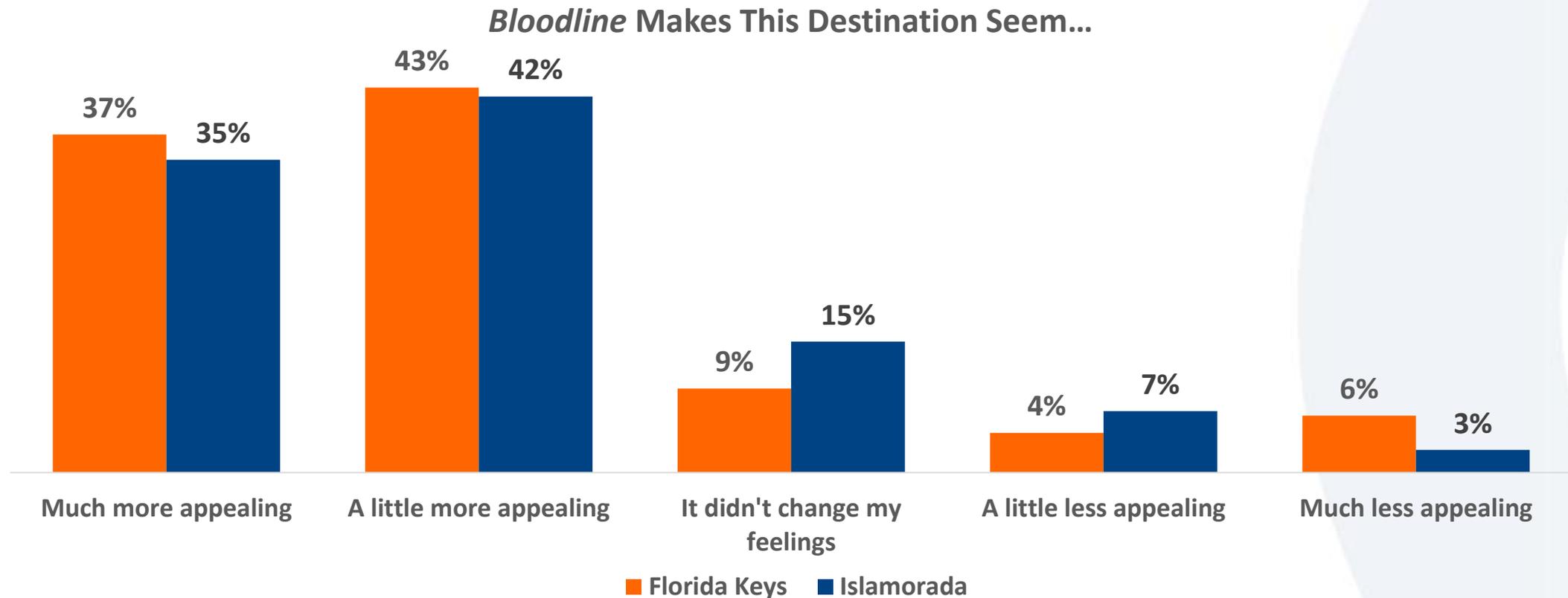
The higher a Q-Score is for a brand, company or celebrity; the more highly regarded that brand/company/celebrity is among the group familiar with them. For *Bloodline*, the actors with the highest Q-Scores are Sissy Spacek and Katie Finneran.



Q35: Using the scale provided, please indicate how much you like each of the following actors from *Bloodline* with whom you are familiar. The character they play on the *Bloodline* TV Series is in parentheses. If you are not familiar with a performer below, please check "Not familiar."

# Impact *Bloodline* Had on Appeal of Florida Keys

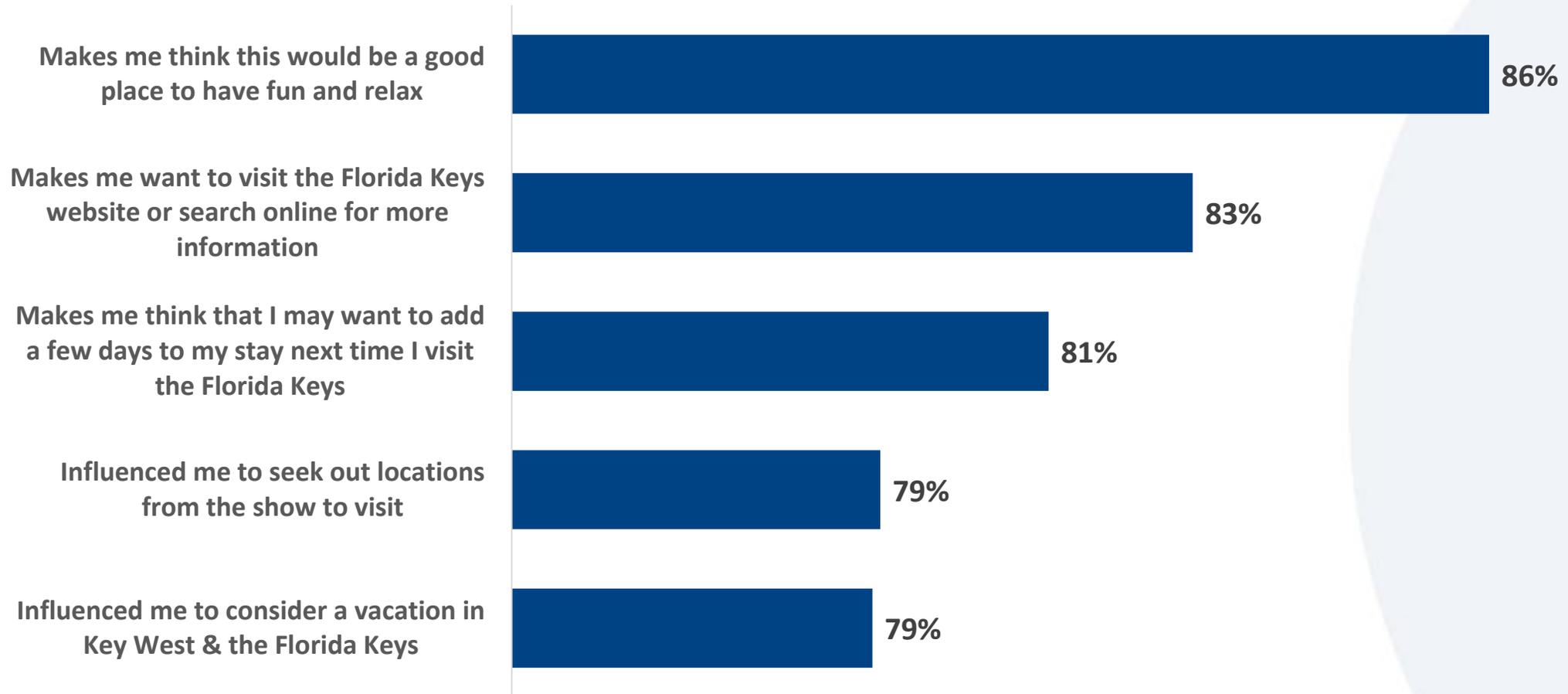
*Bloodline* has had a positive impact on the appeal of the Florida Keys and the district of Islamorada. Eight in ten viewers said the Florida Keys seemed more appealing as a result of watching the show, and more than three-fourths said the same about Islamorada. The H2R Industry Norm for Advertising Impact stands at 63%.



Q36: Using the scale provided, please indicate the degree to which this TV show makes Islamorada and the Florida Keys seem more appealing to you:

# Post-Ad Exposure Traveler Intentions

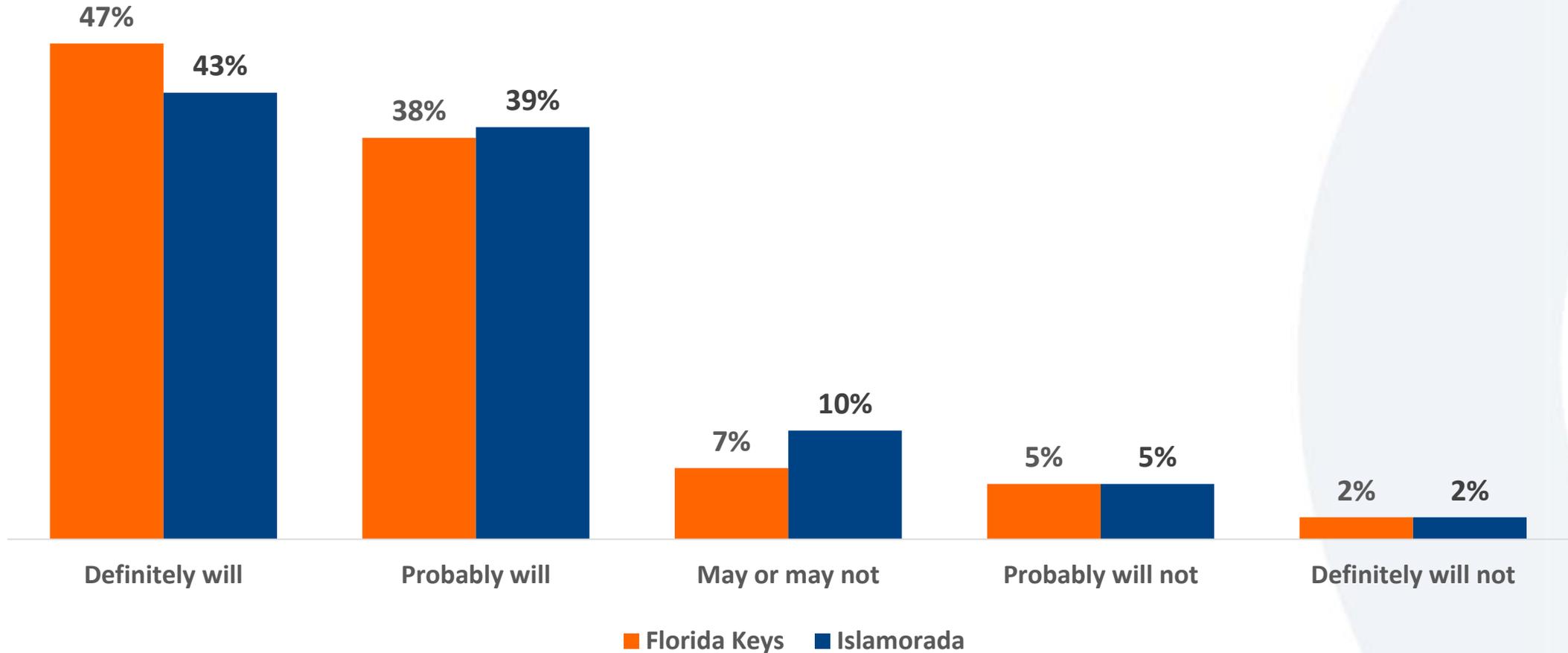
Nearly eight in ten viewers indicated that *Bloodline* influenced them to think about the Florida Keys and take actions to visit or extend a trip to the area.



Q37: Using the scale provided, please indicate how much you agree or disagree with each of the following statements about this TV show:

# Post Exposure Intent to Visit

After seeing information about *Bloodline*, viewers' intent to visit the area increased, with more than 80% of viewers indicating they intend to visit both the Florida Keys and specifically Islamorada in the next 12 months.



Q38: Using the scale provided, please indicate how likely you are to visit the following destinations in the next 12 months:

# Travel Landscape

---

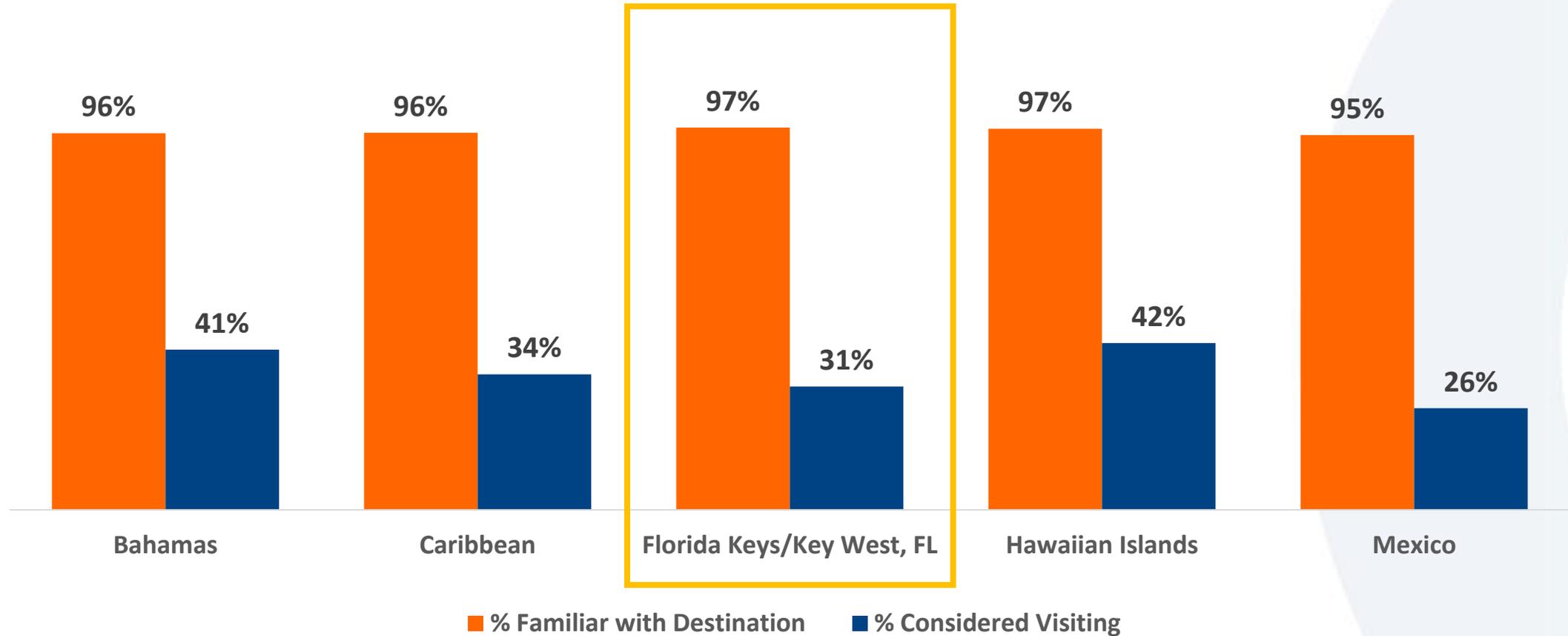
- + *Top of Mind Awareness*
- + *Competitive Travel Landscape*
- + *Viewers vs. Non-Viewers*

03



# Destination Familiarity & Consideration

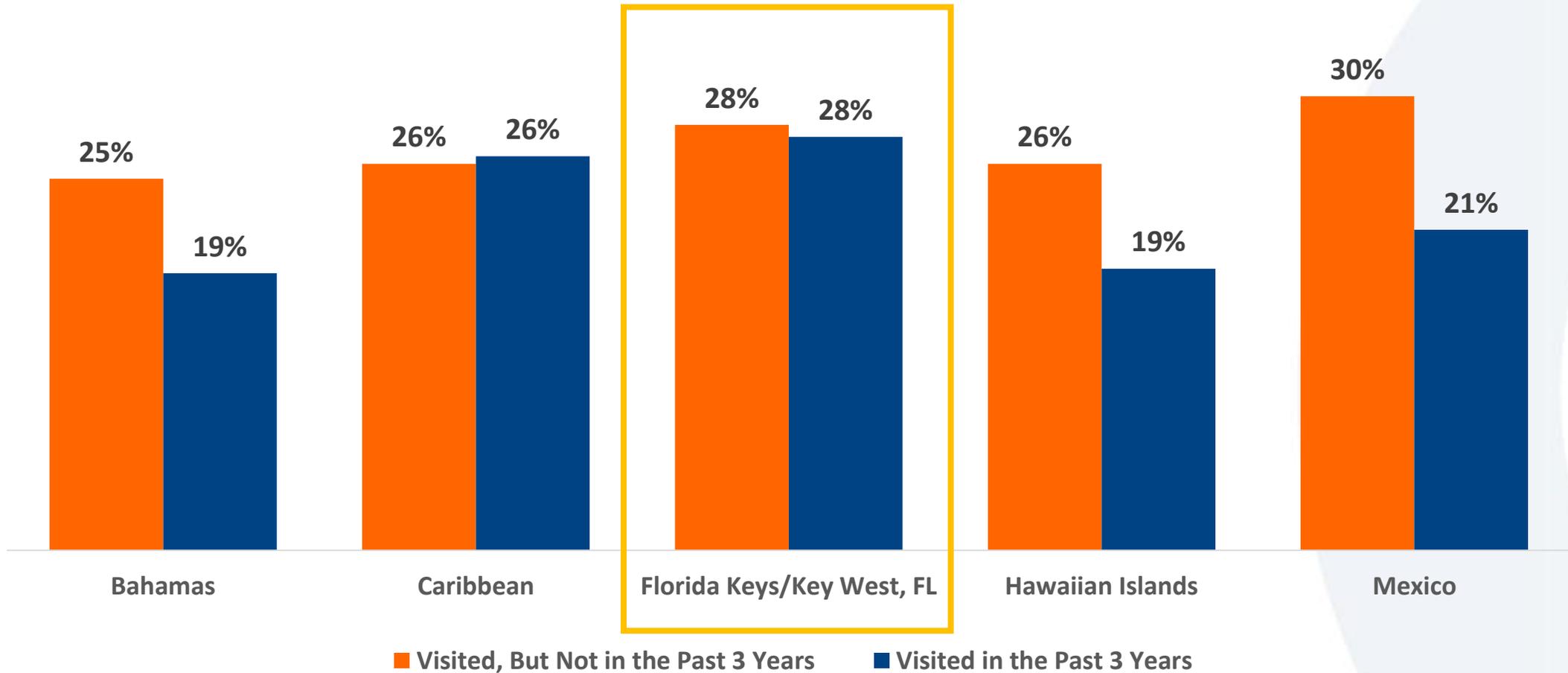
The Florida Keys has some of the highest levels of familiarity among the competitive set, along with the Hawaiian Islands. Nearly one-third have also considered visiting, but have not done so yet—similar to consideration for the Caribbean and Mexico.



Q10: Please indicate your level of awareness and prior visitation of the following destinations:

# Competitive Destination Visitation

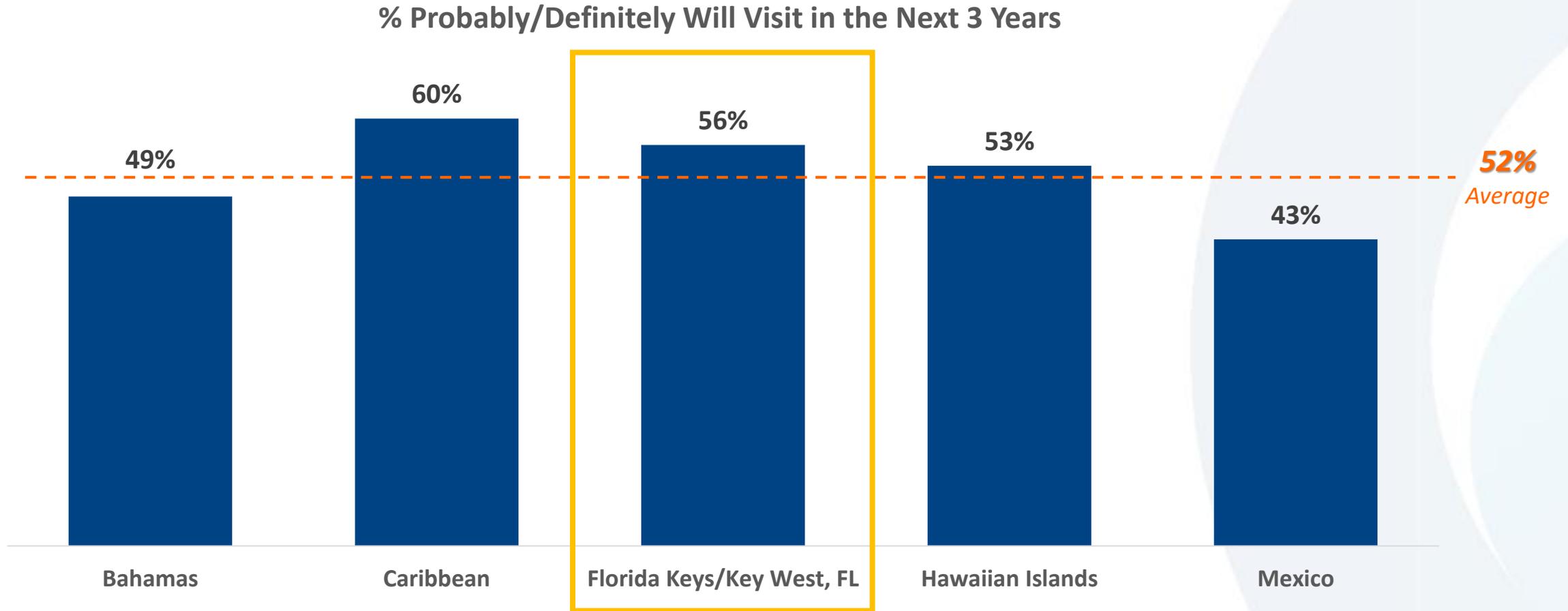
Visitation to the Florida Keys is the highest in the competitive set overall and the highest for visitation in the past three years.



Q10: Please indicate your level of awareness and prior visitation of the following destinations:

# Intent to Visit Destinations

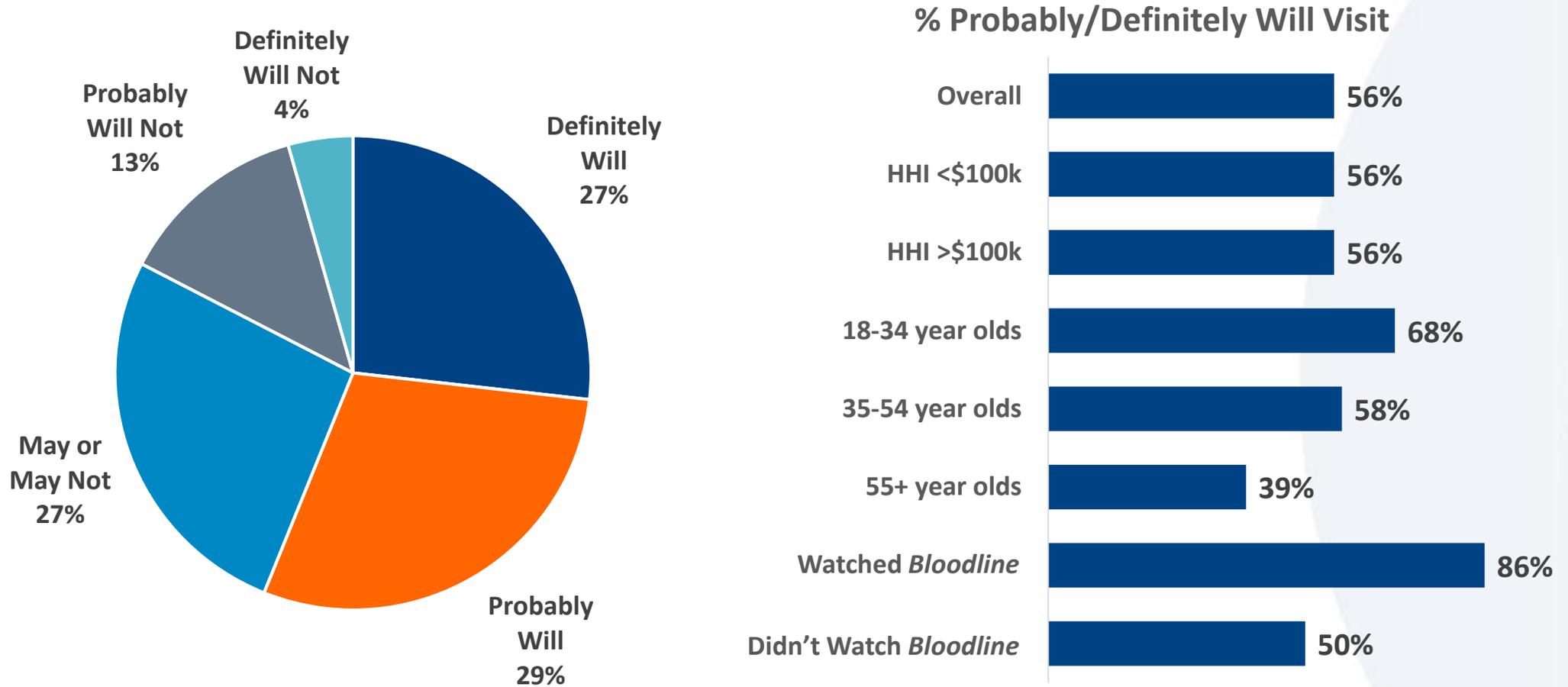
Intent to visit the Florida Keys is also higher than the average for the competitive set and second only to the Caribbean.



Q11: Using the scale provided, please indicate how likely you are to visit each of the following destinations in the next 3 years.

# Intent to Visit Florida Keys/Key West

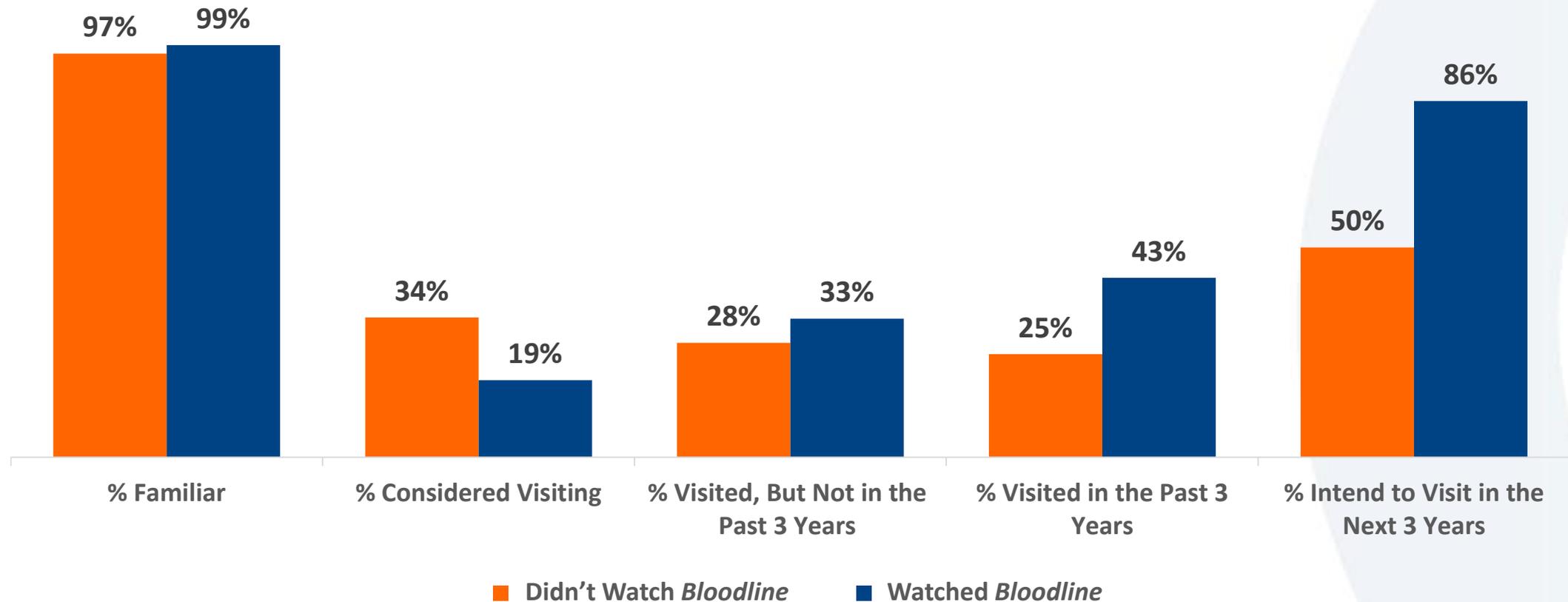
Those most likely to visit the Florida Keys in the next three years included *Bloodline* viewers, another indication of the positive impact the series has had on the perception of the area.



Q11: Using the scale provided, please indicate how likely you are to visit each of the following destinations in the next 3 years.

## Viewers vs. Non-Viewers

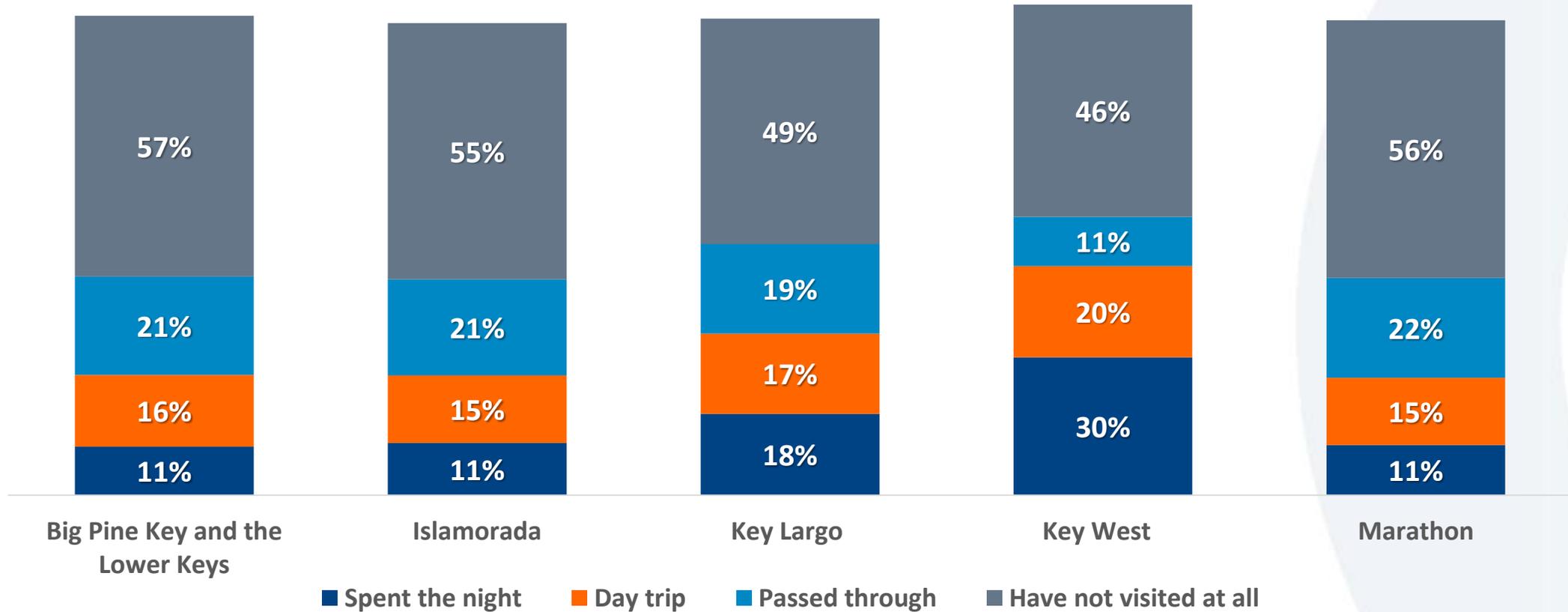
Travelers who have watched *Bloodline* tend to be more familiar with the Florida Keys, more likely to have visited and more likely to visit the area in the next three years.



Q10: Please indicate your level of awareness and prior visitation of the following destinations:  
Q11: Using the scale provided, please indicate how likely you are to visit each of the following destinations in the next 3 years.

# District Visitation

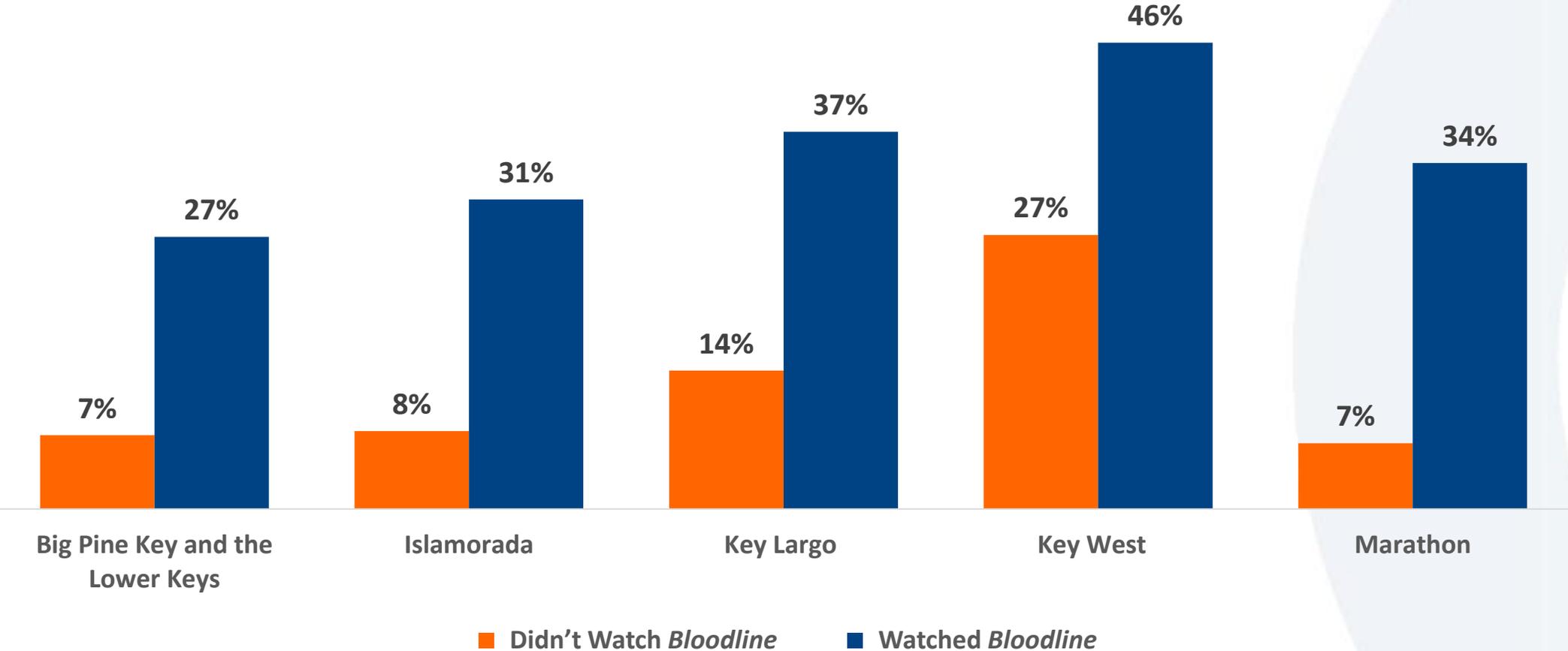
Key West and Key Largo have the highest reported levels of visitation at the district level with Key West dominating overnight visitation. Marathon has the largest number of pass through trips, followed by Big Pine and Islamorada.



Q14: Which of these travel areas in and around the Florida Keys, if any, have you ever visited?

# Overnight Visitation—Viewers vs. Non-Viewers

Travelers who watched *Bloodline* are more likely to have taken an overnight trip to the Florida Keys—especially those who take an overnight trip to Marathon, Big Pine and Islamorada.

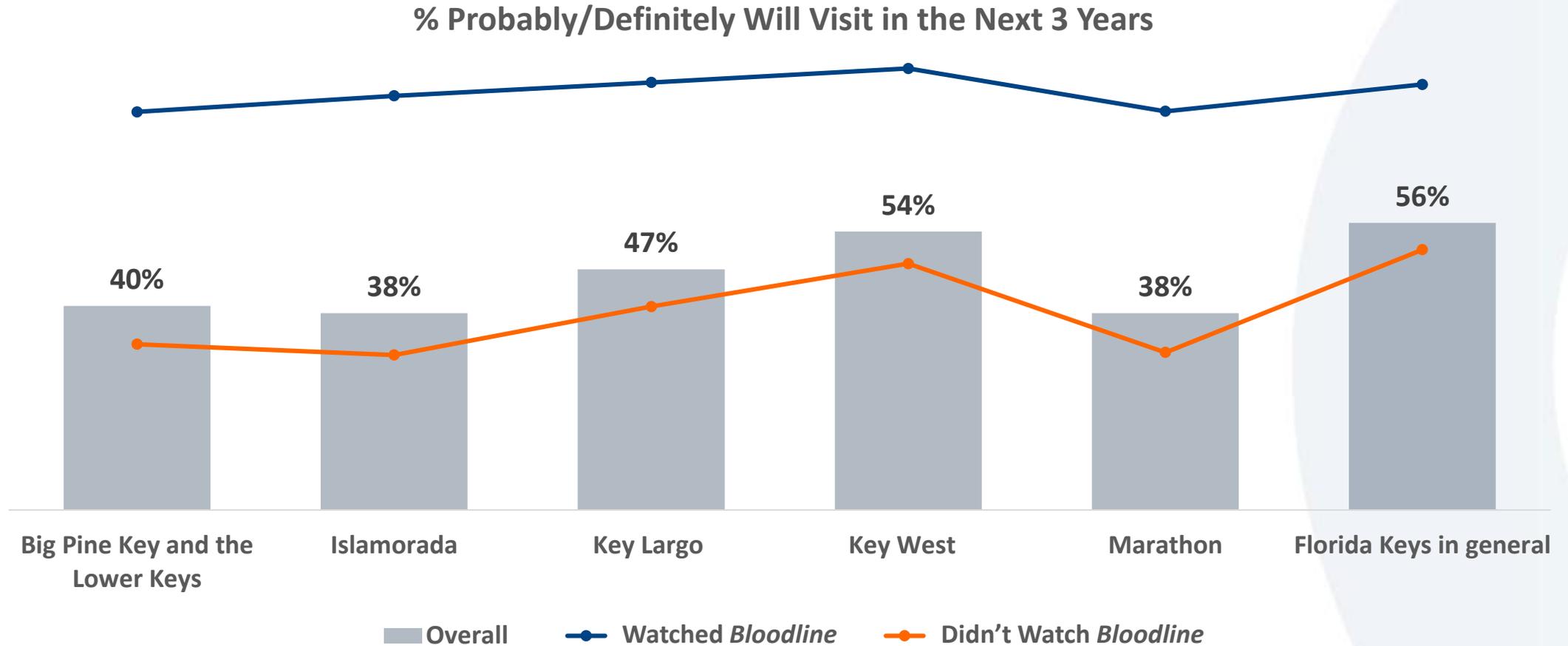


Q14: Which of these travel areas in and around the Florida Keys, if any, have you ever visited?

RESPONDENT BASE: FAMILIAR WITH FLORIDA KEYS & WATCHED *BLOODLINE* | N=193 37  
FAMILIAR WITH FLORIDA KEYS & DIDN'T WATCH *BLOODLINE* | N=972

# Future Intent to Visit by District

Future intent to visit the Florida Keys is strong among *Bloodline* viewers—especially for Key West, Key Largo and Islamorada.



Q16: Using the scale provided, please indicate how likely you are to visit each of the following travel areas in and around the Florida Keys at some point in the next 3 years.

# Florida Keys Visitor & Brand Assessment

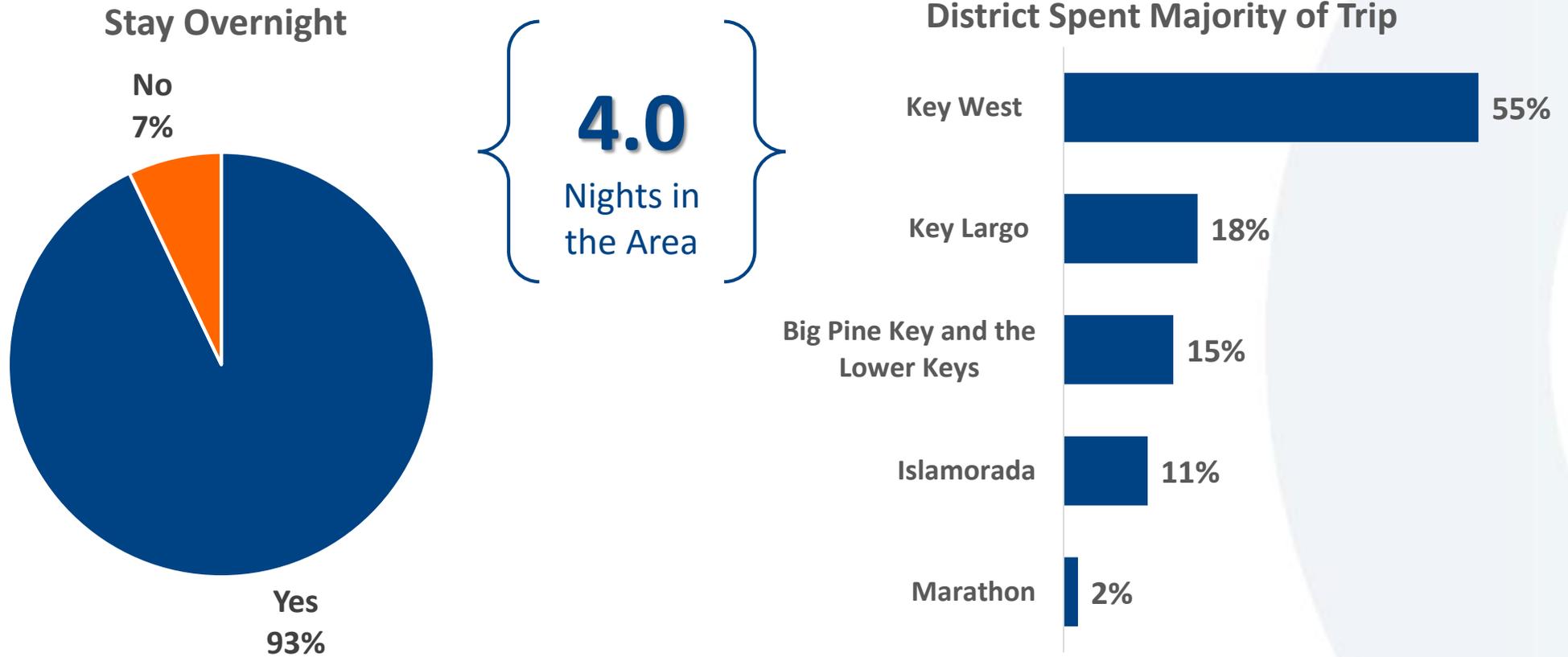
---

- + *Overnight Visitation*
- + *NPS & WoMI*
- + *Brand Attribute Scores*
- + *Brand Strengths and Unmet Needs*

04

# Overnight Visitors

The majority of Florida Keys' domestic visitors reported spending the night on their most recent visit to the area, and stayed an average of 4 nights. More than half of these visitors indicated they spent the majority of their time on Key West, followed by Key Largo and Big Pine.

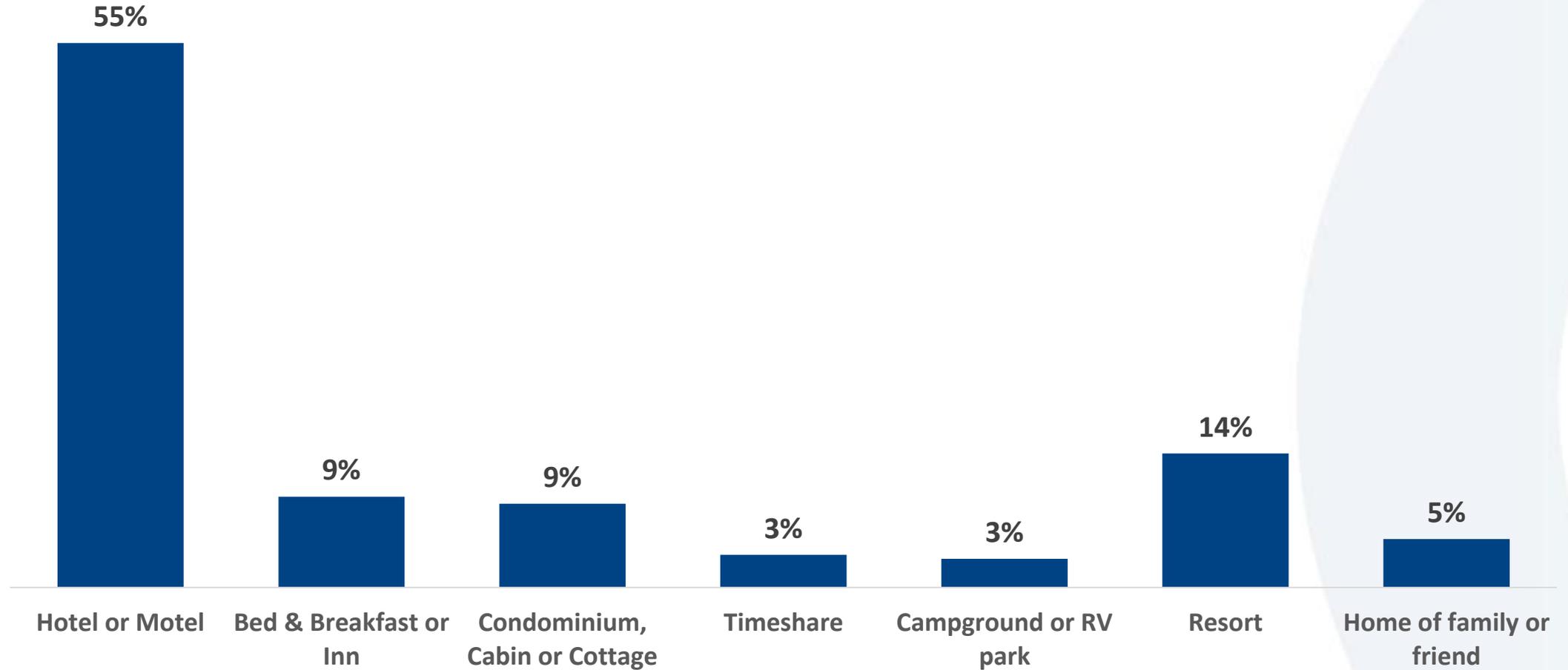


Q19: How many nights did you spend in the area on this trip?

Q20: In which of the following islands did you spend the majority of your most recent visit to the Florida Keys?

# Accommodations Used

The majority of those who stayed overnight in the Florida Keys spent the night in a hotel/motel or resort.



Q21: Which of the following best describes the type of accommodations you used on your most recent trip to [PIPE ANSWER FROM Q20]?

# Word of Mouth Index (WoMI)

The Word of Mouth Index takes the Net Promoter Score a step further by augmenting the “how likely are you to recommend?” approach with a second question: “How likely are you to discourage others from doing business with this company?” The WoMI then subtracts the percentage of 9 and 10 ratings from “likelihood to discourage” from the percentage of 9 and 10 ratings from “likelihood to recommend” to arrive at the balanced and accurate WoMI score.

“How likely are you to recommend the Florida Keys to a friend or family member?”

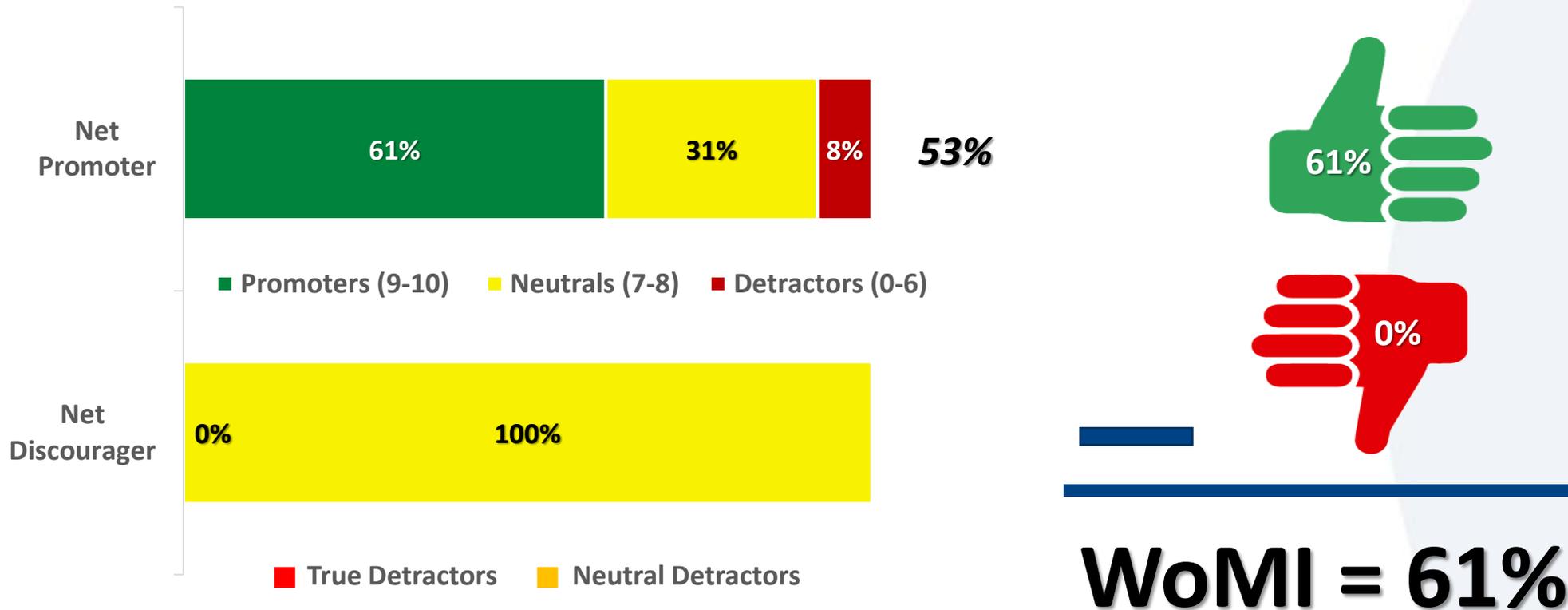


“How likely are you to discourage friends and family from visiting the Florida Keys?”



# Net Promoter Score & WoMI

Florida Keys has an excellent Net Promoter Score (53%) among recent visitors, significantly higher than the H2R Industry Norm of 38% for resort destinations. More importantly, no Detractors would consider actively discouraging others from visiting, providing for a WoMI of 61%.



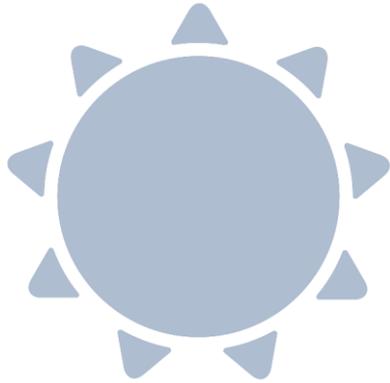
Q24: How likely are you to recommend the [PIPE ANSWER FROM Q20] to a friend or family member?  
Q25: Using the scale provided, please indicate how likely you would be to discourage others from visiting [PIPE ANSWER FROM Q20]:

# Brand Attribute Scores

---

The brand attributes that visitors most associate with the Florida Keys include the warm, sunny weather, relaxing atmosphere, variety of water recreation activities and the natural scenic beauty.

---



**78%**

*Warm, Sunny Weather*



**73%**

*Relaxing/Can Escape*



**73%**

*Variety of Water Recreation*



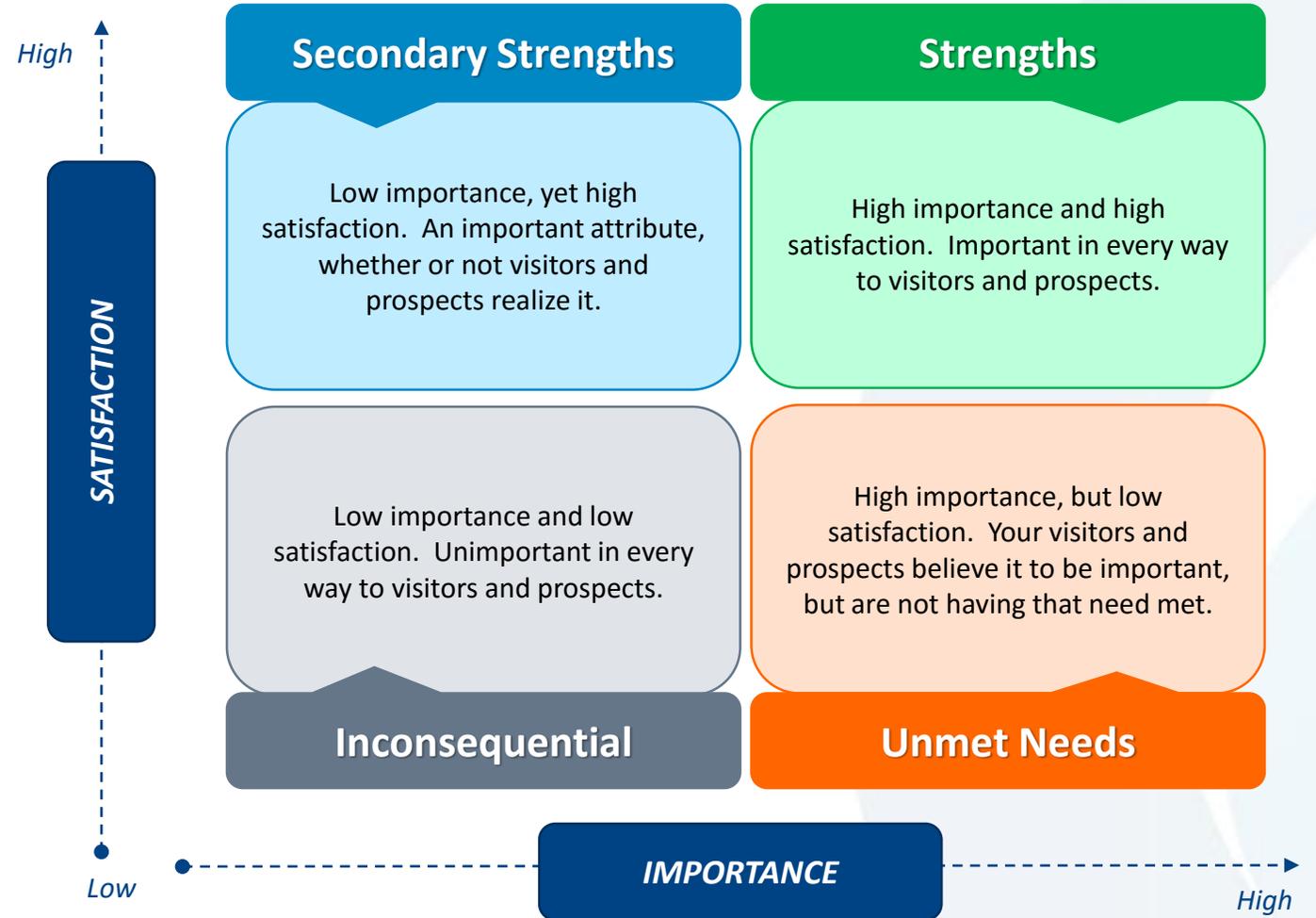
**73%**

*Natural Scenic Beauty*

# Identifying Brand Strengths & Unmet Needs

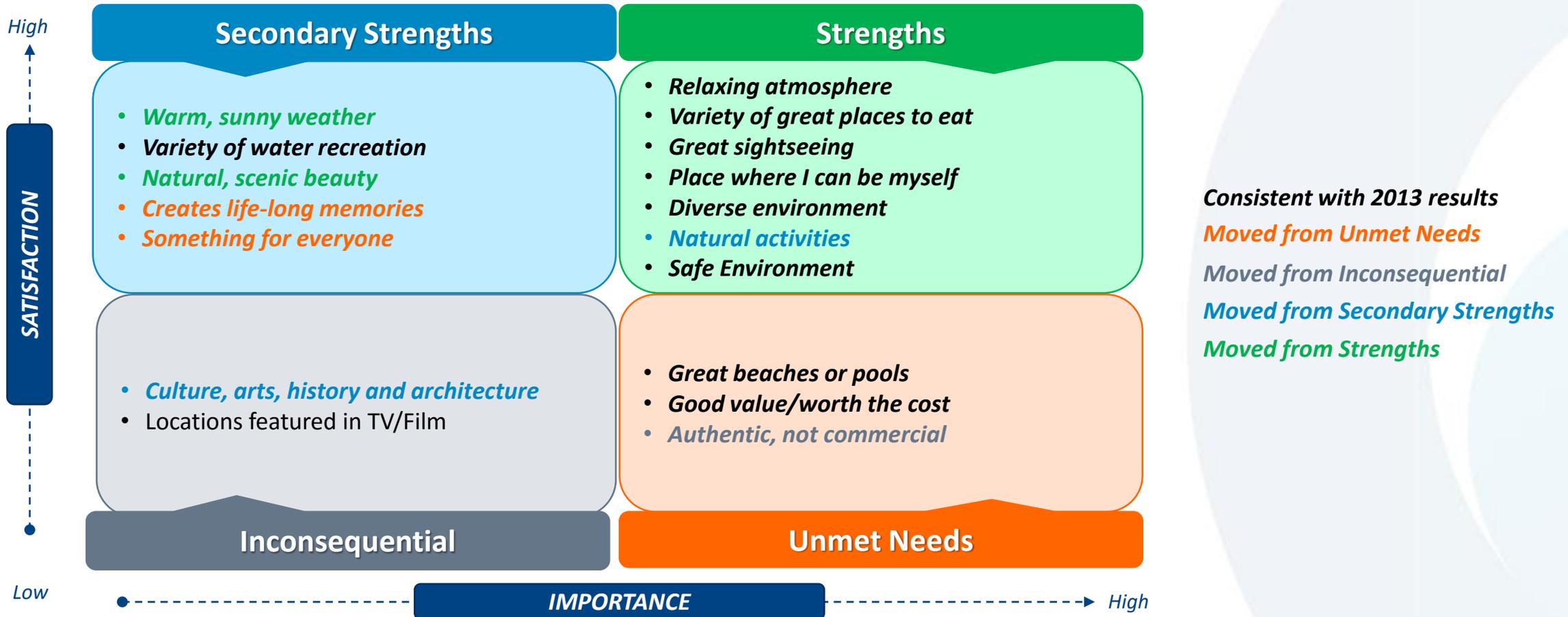
Each attribute of Florida Keys has been analyzed and segmented into four buckets in the chart to the right. This analysis evaluates the relative importance of each element of the brand alongside visitors' satisfaction with each attribute as it relates to the Florida Keys.

The resulting analysis illustrates which elements of satisfaction are most important by plotting each characteristic into one of four quadrants.



# Brand Strengths & Unmet Needs

Florida Keys has many strengths that are important to travelers as well as many secondary strengths that increase satisfaction with the area. However, a few areas of unmet needs include the need for great beaches or pools, good value and authenticity.



Q9: Please indicate which of the following characteristics, if any, is particularly desirable to you. These may be attributes or features that you have enjoyed previously or those that you wish were available.  
 Q15: How well do the following statements describe your experience based upon your trip to the Florida Keys and Key West.

# Categorization

---

+ *Demographic Categorization*

+ *Viewers vs. Non-Viewers*

05

# 2015 Florida Keys Traveler Profile

The biggest difference between recent visitors to the Florida Keys *Bloodline* viewers who are likely to visit the Florida Keys and Non-Visitors is the presence of children in the household—with *Bloodline* viewers and visitors much more likely to have children.

	Overall	Visitors in the Past 3 Years	Intend to Visit* Florida Keys	Intend to Visit* Islamorada	Non-Visitors**	
Watched <i>Bloodline</i>	16%	25%	100%	100%	13%	
Intent to Visit in Next 3 Years (Pre-Promotion exposure)	56%	86%	94%	95%	46%	
% Overnight Visits	93%	93%	100%	100%	n/a	
Length of Stay	4.0	3.9	4.7	4.6	n/a	
Spending per Party^	\$2,130	\$2,130	n/a	n/a	n/a	
Number of Visits	1.6	1.6	2.7	2.8	n/a	
% Hotel/Motel	55%	55%	51%	51%	n/a	
Net Promoter Score	53%	54%	73%	72%	n/a	
Average Respondent Age	44 years	41 years	36 years	36 years	45 years	
% Families	50%	62%	89%	89%	46%	
Household Income	\$95.5k	\$98.5k	\$92.2k	\$93.2k	\$94.1k	
Have Watched <i>Bloodline</i> – Intent to Visit in the Next 12 Months (Post-Promotion exposure)	Florida Keys	86%	94%	100%	98%	80%
	Islamorada	82%	91%	93%	100%	75%

\*Respondents who watch the *Bloodline* series and definitely/probably will visit in the next 12 months after being exposed to the *Bloodline* promotions

\*\*Have not visited the Florida Keys in the past 3 years, but are familiar with the Florida Keys

^Spending per party is derived from the Florida Keys Insights Visitor Profile

## Viewers vs. Non-Viewers

Visitors who watched *Bloodline* are also much more likely to have children at home, are considerably younger, earn less income and a higher intent to visit the Florida Keys than those who didn't watch the show.

	Overall	Watched <i>Bloodline</i>	Didn't Watch <i>Bloodline</i>	Variance
Watched <i>Bloodline</i>	16%	100%	0%	+100%
Intent to Visit in Next 3 Years (Pre-Promotion exposure)	56%	86%	50%	+36%
% Overnight Visits	93%	100%	91%	+9%
Length of Stay	4.0	4.6	3.7	+0.9
Spending per Party^	\$2,130	n/a	n/a	n/a
Number of Visits	1.6	2.6	1.3	+1.3
% Hotel/Motel	55%	49%	57%	-8%
Net Promoter Score	53%	69%	49%	+20%
Average Respondent Age	44 years	37 years	45 years	-8 years
% Families	50%	81%	44%	+37%
Household Income	\$95.5k	\$92.1k	\$95.9k	-\$3.8k
Have Watched <i>Bloodline</i> – Intent to Visit in the Next 12 Months (Post-Promotion exposure)	Florida Keys	86%	n/a	n/a
	Islamorada	82%	n/a	n/a

^Spending per party is derived from the Florida Keys Insights Visitor Profile

# Thank You!



[agaroutte@h2rmarketresearch.com](mailto:agaroutte@h2rmarketresearch.com)  
[jmowris@h2rmarketresearch.com](mailto:jmowris@h2rmarketresearch.com)



417.877.7808



1717 E. Republic Road, Suite C  
Springfield, MO 65804



@H2RMktResearch



## H2R MARKET RESEARCH

*Know Your Customer*