

ADA ASSISTANCE: If you are a person with a disability who needs special accommodations in order to participate in this proceeding, please contact the County Administrator's Office, by phoning (305) 292-4441, between the hours of 8:30 a.m. - 5:00 p.m., no later than five (5) calendar days prior to the scheduled meeting; if you are hearing or voice impaired, call "711".

AGENDA

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL DISTRICT II ADVISORY COMMITTEE

REGULAR SESSION, TUESDAY, MAY 12, 2020 6:00 p.m.

<https://us04web.zoom.us/j/667490668> Meeting ID: 667 490 668

It is recommended that TDC/DAC members, Staff and Agencies sign into their Zoom account and access the meeting with the above link

The meeting may also be accessed:

One tap mobile

+13126266799,,667490668# US (Chicago)

+19292056099,,667490668# US (New York)

Dial by your location

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

+1 253 215 8782 US

+1 301 715 8592 US

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

Meeting ID: 667 490 668

*Any person that wishes to be heard on any agenda item shall notify administrative staff prior to the start of the meeting.

A. CALL TO ORDER

B. ROLL CALL

C. AGENDA:

1. Additions to and Approval of the Agenda/Bulk Items

D. APPROVAL OF THE MINUTES:

1. February 25, 2020 Regular Meeting Minutes
2. February 4, 2020 TDC Meeting Minutes – FYI

E. Budget:

1. FY 2020 Budget
2. Four Penny Revenue Report
3. Consideration and Action re: FY 2021 Budget

F. District II Public Relations

1. Monthly Report from NewmanPR – FYI

G. ADVERTISING:

1. Advertising Recap – FYI
2. Consideration and Action re: Media Recommendation

H. MARKET RESEARCH:

1. Smith Travel Research Report – FYI
2. Vacation Rental Occupancy & Rate Report – FYI
3. Presentation: COVID-19 Research Data

I. VIS REPORTS:

1. Visitor Information Services Report – FYI

J. WEBSITE:

- 1.** Two Oceans Digital Report – FYI
- 2.** District Google Analytics

K. OLD BUSINESS:

L. NEW BUSINESS:

- 1.** Operational Manual Update – FYI
- 2.** Consideration and Action re: Extension to Agreement with MCBOCC for the Lower Keys Scenic Highway Viewing Area Project
- 3.** Consideration and Action re: Extension to Agreement with Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Lower Keys 2nd Round Project
- 4.** Update Re: April 28, 2020 TDC Meeting

M. GENERAL DISCUSSION

N. PUBLIC/INDUSTRY INPUT

O. ADJOURNMENT

PLEASE ADVISE THE ADMINISTRATIVE OFFICE IF YOU ARE UNABLE TO ATTEND THE MEETING AT 305-296-1552 OR 1-800-648-5510

District II Advisory Committee Meeting

The February 25, 2020 District II Advisory Committee of the Monroe County Tourist Development Council was called to order by Chairperson Henry Hamilton at 6:00 p.m. at the Mote Marine Facility, Summerland Key.

DAC Members Present Were: Mr. Bobby Mongelli, Ms. Charlotte Palmer, Mr. John Pozzi, Mr. Troy Talpas, and Ms. Penny Underwood

DAC Members Absent Were: Mr. Steve Estes (1st absence in Fiscal Year), Ms. Andrea Paulson (1st absence in Fiscal Year), and Ms. Colleen Quirk (1st absence in Fiscal Year)

Agencies Present Were: Mr. John Underwood, Mr. Eric Gitlin and Mr. Dorn Martel – Tinsley Advertising, Ms. Julie Botteri - Newman PR, Mr. Clinton Barras – Two Oceans Digital

Administrative Staff Present Were: Ms. Stacey Mitchell, Ms. Maxine Pacini and Ms. Ammie Machan

Additions to and Approval of the Agenda: Mr. Pozzi moved approval of the agenda with the following bulk agenda items:

- D.1. January 7, 2020 Regular Meeting Minutes
- D.2. December 18, 2019 TDC Meeting Minutes – FYI
- E.1. FY 2020 Budget
- E.2. Four Penny Revenue Report
- F.1. Monthly Report from NewmanPR – FYI
- G.1. Advertising Recap – FYI
- H.1. Smith Travel Research Report – FYI
- H.2. Vacation Rental Occupancy & Rate Report – FYI
- I.1. Visitor Information Services Report – FYI
- J.1. Two Oceans Digital – FYI
- J.2. District Google Analytics
- L.1. Government in the Sunshine/Ethics and Public Records Information – FYI
- L.2. Annual Report – FYI

Ms. Palmer seconded. Motion passed unanimously.

Capital Project Funding Workshop: TDC staff were present to conduct a workshop for persons interested in applying for Capital Project Funding.

Presentation: Winter Media and Still Photography Shoot: Mr. Eric Gitlin presented an overview of the Winter Media Campaign in an amount of \$9,545,802 to run January – March with a focus on sustainability. Mr. Gitlin stated that television accounted for just over 50% of the campaign and included spots on National cable television networks such as CNN, HGTV, MSNBC, TLC, and National Geographic channels. Addressable TV was utilized in the New York market to target households between the ages of 35-64 with a \$150K+ household income.

Digital marketing accounted for 34% of the campaign and efforts included :15 second pre roll videos, banner and interactive banners, e-newsletters, custom native content, and social media sponsored posts. Mr. Gitlin stated that :15 second pre-roll ads were utilized to re-target “cord cutters” or those who view programming on smart TV’s. Samples of interactive mobile banners, custom video banners

and sponsored social media posts on both Facebook and Instagram were shown. Mr. Gitlin showed several samples of Native Content which focused on sustainability.

Mr. Gitlin stated that print advertisements are a way to reach niche markets such as travel enthusiasts, divers, fishermen, and the epicurean traveler. Samples of print ads were shown. Out of Home efforts included a campaign in the Newark airport and the Dallas market to promote direct flights to Key West airport. International markets include Canada, Germany, France, the UK and Scandinavia and included both digital and print efforts. Mr. Gitlin stated that added value for the winter campaign was estimated to be \$635,000 and included negotiated rates on all media, sponsorship mentions, free e-newsletters and video/banner impressions and upgraded ads at no additional cost.

Mr. Dorn Martel showed images from the recent destination wide photo shoot.

Consideration and Action re: New TV Spot: Mr. Martell presented a story board for a new District II :30 second video spot at a cost of \$12,590.

Mr. Talpas moved approval of the production of the new District II TV Spot in an amount not to exceed \$12,590 District II Advertising Resources, Mr. Mongelli seconded. Motion passed unanimously.

Consideration and Action re: Date Change for Stock Island Seafood Festival: The District II Advisory Committee at their meeting of August 6, 2019 moved approval to fund I Love Stock Island, Inc. in an amount not to exceed \$15,000 DAC II Event Resources for the Stock Island Seafood Celebration to be held in April 2020. The event is requesting to change the event date to May 20-23, 2020.

Mr. Pozzi moved approval to change the event date for Stock Island Seafood Festival to May 20-23, 2020, Ms. Palmer seconded.

A roll call vote was taken with the following results:

| | |
|----------------------|--------------------|
| Mr. Bobby Mongelli | Abstain* |
| Ms. Charlotte Palmer | Yes |
| Mr. John Pozzi | Yes |
| Mr. Troy Talpas | Abstain* |
| Ms. Penny Underwood | Yes |
| Mr. Henry Hamilton | Yes Motion passed. |

*Mr. Mongelli and Mr. Talpas abstained due to sitting on the board for I Love Stock Island, Inc.

Update re: February 4, 2020 TDC Meeting: Ms. Mitchell provided an update on the business that took place at the February 4, 2020 TDC Meeting.

There being no further business the meeting was adjourned at 6:55 p.m.

Monroe County Tourist Development Council Meeting

The February 4, 2020 meeting of the Monroe County Tourist Development Council was called to order by Ms. Rita Irwin at 10:00 a.m., at the Courtyard Marriott in Marathon.

TDC Members Present Were: Mr. James Bernardin, Mr. George Fernandez, Ms. Diane Schmidt Mr. Michael Shipley, Ms. Gayle Tippett

TDC Members Absent Were: Mayor Heather Carruthers (1st absence in Fiscal Year), Mayor Teri Johnston (1st absence in Fiscal Year), Mr. Timothy Root (2nd absence in a row)

District Advisory Committee Chairpersons/Representatives Present Were: Ms. Piper Smith (DAC I), Mr. Henry Hamilton (DAC II), Mr. John Harrison (DAC IV) and Ms. Peg Laron (DAC V)

District Advisory Committee Chairpersons Absent Were: Ms. Vicki Tashjian (DAC III)

Agencies Present Were: Mr. John Underwood and Mr. Eric Gitlin - Tinsley Advertising, Mr. Clinton Barras - Floridakeys.com, Ms. Julie Botteri and Ms. Carol Shaughnessy - NewmanPR

Staff Present Were: Ms. Christine Limbert-Barrows – Assistant County Attorney, Ms. Stacey Mitchell – TDC Marketing Director, Ms. Kelli Fountain – TDC Director of Market Research, Ms. Maxine Pacini and Ms. Ammie Machan

Approval of the Agenda: **Mr. Bernardin moved approval of the agenda as presented, Ms. Schmidt seconded. Motion passed unanimously.**

Approval of the Minutes: **Mr. Bernardin moved approval of the December 18, 2019 TDC meeting minutes as presented, Ms. Tippett seconded. Motion passed unanimously.**

Approval of the Agenda Bulk Items: **Ms. Schmidt moved approval of the following bulk items:**

- F. **Budget**
 - 1. Four Penny Revenue Report
- G. **Advertising**
 - 1. Review of monthly accounting breakdown & FY 2020 Generic Destination & Umbrella campaign recap
 - 2. Response Report – FYI
 - 3. Advertising Recap – FYI
 - 4. Search Engine Marking Report – FYI
- I. **Public Relations**
 - 1. Status Report
 - 2. Ameurop Report
- J. **Sales and Marketing**
 - 1. Status Report
 - 2. Consideration and Action re: Sales Resolution
- K. **Research**
 - 1. Status Report
 - 2. Review of VIS Call Reports
 - 3. Monitoring Economic Status Update
- L. **Administrative**
 - 1. Status Report
 - 2. Director's Report
 - 3. Government in the Sunshine/Ethics and Public Relations Information – FYI
 - 4. Annual Report - FYI
- M. **Website**
 - 1. Website Status Report

- N. **TDC Items**
1. Consideration and Action re: Permission to Advertise FY 2021 Destination/Turnkey Event Funding Application
 2. Consideration and Action re: Permission to Advertise FY 2021 Capital Project Funding Application
 3. Consideration and Action re: Permission to Advertise Website and Digital Services Provider RFP
- O. **District Advisory Committee Items**
1. **District I**
 - a). DAC I Regular Meeting Minutes – FYI
 2. **District II**
 - a). DAC II December 3, 2019 Regular Meeting Minutes – FYI
 - b). Consideration and Action re: Funding Monroe County for the Lower Keys Scenic Highway Viewing Area Nature Center
 3. **District III**
 - a). DAC III Regular Meeting Minutes – FYI
 4. **District IV**
 - a). DAC IV Regular Meeting Minutes – FYI
 5. **District V**
 - a). DAC V Regular Meeting Minutes – FYI
- P. **Cultural Umbrella**
1. Minutes of Cultural Umbrella Meeting – FYI
- Q. **Fishing Umbrella**
1. Minutes of Fishing Umbrella Meeting – FYI
- R. **Dive Umbrella**
1. Minutes of Dive Umbrella Meeting – FYI

Ms. Tippett seconded. Motion passed unanimously.

Presentation: Winter Media: Mr. Eric Gitlin presented an overview of the Winter Media Campaign in an amount of \$9,545,802 to run January – March with a focus on sustainability. Markets for the Winter Campaign included both the National and International markets and key feeder markets such as New York, Chicago, Boston, Philadelphia, Washington DC as well as other top markets such as Detroit, Dallas-Ft. Worth, Atlanta, Minneapolis-St. Paul and Charlotte.

Mr. Gitlin stated that television accounted for just over 50% of the campaign and included spots on National cable television networks such as CNN, HGTV, MSNBC, TLC, and National Geographic channels. Addressable TV was utilized in the New York market to target households between the ages of 35-64 with a \$150K+ household income. He stated that spot market television ads will run in all of the destination's top markets in the early news and prime access time spots. Mr. Gitlin showed the spot "Twisted" which will run in the New York market to promote direct flights into Key West airport.

Digital marketing accounted for 34% of the campaign and in addition to the destinations regular target market this effort will target travel intenders and niche markets. Digital efforts included :15 second pre roll videos, banner and interactive banners, e-newsletters, custom native content, and social media sponsored posts. Mr. Gitlin stated that :15 second pre-roll ads were utilized to retarget "cord cutters" or those who view programming on smart TV's. Mr. Gitlin showed samples of e-newsletters from Lonely Planet, The Knot/Wedding Wire, Travel Spike, Saltwater Sportsman, Chicago Tribune and Boston.com. Mr. Gitlin stated that using a service called Adara, visitors with confirmed hotel and air reservations to Miami during the week leading up to the Superbowl were retargeted with advertisements to promote a pre or post Super Bowl trip to the Keys. Samples of interactive mobile banners, custom video banners and sponsored social media posts on both Facebook and Instagram were shown. Mr. Gitlin showed several samples of Native Content which focused on sustainability.

Mr. Gitlin stated that print advertisements are a way to reach niche markets such as travel enthusiasts, divers, fishermen, and the epicurean traveler. Samples of print ads were shown. Out of Home efforts included a campaign in the Newark airport and the Dallas market to promote direct flights to Key West airport. International markets include Canada, Germany, France, the UK and Scandinavia and included both digital and print efforts. Mr. Gitlin stated that added value for the winter campaign was estimated to be \$635,000 and included negotiated rates on all media, sponsorship mentions, free e-newsletters and video/banner impressions and upgraded ads at no additional cost.

Consideration and Action re: 5 Year Strategic Plan: Ms. Stacey Mitchell provided a comprehensive overview of the 5 Year Strategic Plan, outlining the objectives and goals and the strategies that will be used to achieve them. She stated that reporting on the status of the objective and goals will be provided within the TDC meeting packets at various times throughout the year.

Ms. Rita Irwin commented that the objectives and goals listed within the plan are items that are often talked about and applauded the efforts to organize and formalize these points into a strategic plan.

Mr. Fernandez moved approval of the 5 Year Strategic Plan as submitted, Mr. Bernardin seconded. Motion passed unanimously.

Public/Industry Input: Ms. Irwin stated that she had been attending the County's Transportation Working Group representing the TDC and provided a brief update.

General Discussion: Ms. Mitchell provided an update on coronavirus, stating that after discussion with NewmanPR, our marketing efforts/social media campaign to the Chinese market had been suspended at this time. She stated that the situation would be monitored, and updates provided to the Board when necessary.

There being no further business, the meeting was adjourned at 11:05 a.m.

Visit Florida Keys Meeting

The February 4, 2020, meeting of the Visit Florida Keys was called to order by President Rita Irwin at 11:05 a.m. at the Courtyard Marriott, Marathon.

TDC Members Present Were: Mr. James Bernardin, Mr. George Fernandez, Ms. Diane Schmidt Mr. Michael Shipley, Ms. Gayle Tippet

TDC Members Absent Were: Mayor Heather Carruthers, Mayor Teri Johnston, Mr. Timothy Root,

Approval of Agenda Bulk Items: Ms. Tippet moved approval of the following bulk items:

U. Visit Florida Keys

- 1.** Consideration and Action re: Visit Florida Keys portion of the December 18, 2019 meeting minutes
- 2.** Consideration and Action re: TDC 401(k) Hardship Amendment and Adopting of Resolution

Ms. Schmidt seconded, motion passed unanimously.

There being no further business of the corporation, the meeting was adjourned at 11:06 p.m.

DAC II

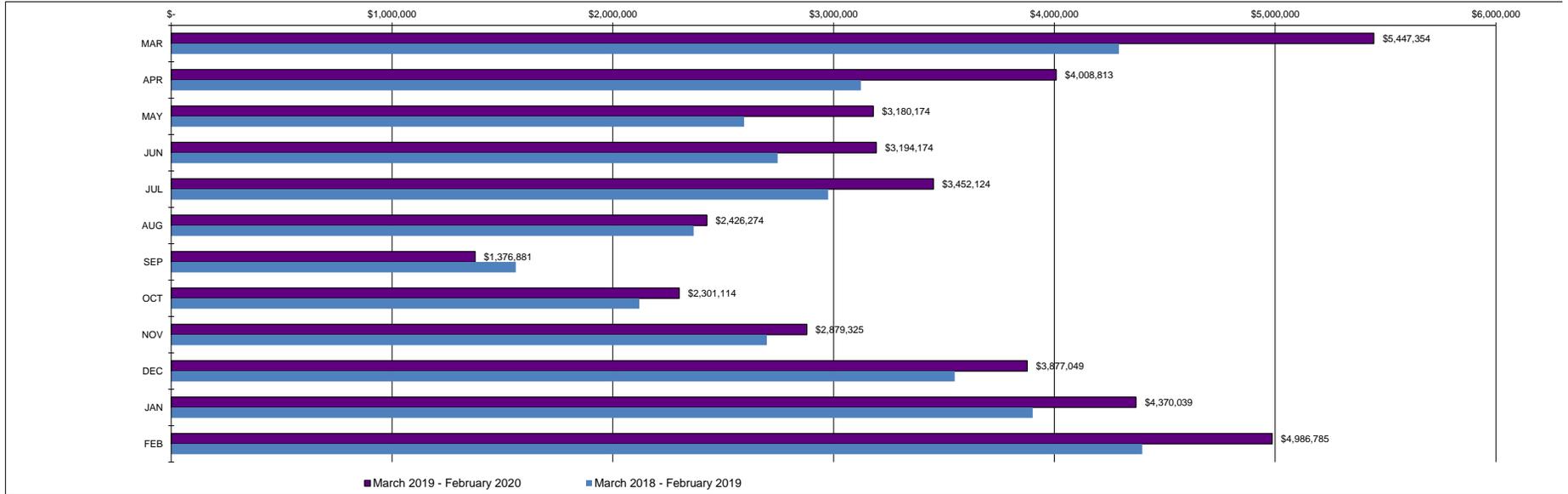
**MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
FISCAL YEAR 2020
April 24, 2020**

| | |
|--|-----------------|
| Revenue | 1,205,399 |
| 5% Reserve State Statute 129.01 | <u>(60,270)</u> |
| | 1,145,129 |
| Fund Balance Forward Revenue Variance | 41,338 |
| Fund Balance Forward - Contracted Commitments (Events/Capital) | 416,954 |
| Fund Balance Forward Expense Variance | 227,767 |
| Fund Balance Forward - Promotional Resources | 21,905 |
| Fund Balance Forward - Capital Economic Disaster | <u>50,000</u> |
| | 1,903,093 |

| | Appropriations | Expenses | Encumbrances | Balance |
|--|------------------|------------------|------------------|----------------|
| T208M34X COMMISSIONS & FEES (FINANCE) | 2,296 | (1,617) | 0 | 679 |
| T208A73X UTILITIES | 3,000 | (184) | 0 | 2,816 |
| T208A23X ADMINISTRATION RESOURCES | 1,652 | 0 | 0 | 1,652 |
| T208A63X ADMINISTRATIVE SERVICES | 35,169 | 0 | 0 | 35,169 |
| T208M01X COUNTY ALLOCATION | <u>14,975</u> | <u>0</u> | <u>0</u> | <u>14,975</u> |
| (ADMIN) SUBTOTAL | 57,092 | (1,801) | 0 | 55,291 |
| T208V14X DISTRICT TELEMARKETING (VIS) | <u>100,548</u> | <u>(50,274)</u> | <u>0</u> | <u>50,274</u> |
| (VIS) SUBTOTAL | 100,548 | (50,274) | 0 | 50,274 |
| T208B04X DAC II CAPITAL PROJECTS RESOURCES | 60,000 | 0 | 0 | 60,000 |
| T208M10X SALARIES & WAGES - LITTLE DUCK KEY BCH (CARLTON HOWARD) | 67,689 | (18,278) | 0 | 49,411 |
| T208M10X RESERVE | 2,500 | (418) | 0 | 2,082 |
| T208M10X FICA | 5,222 | (1,405) | 0 | 3,817 |
| T208M10X RETIREMENT | 5,839 | (1,584) | 0 | 4,255 |
| T208M10X GROUP INSURANCE | 13,228 | 0 | 0 | 13,228 |
| T208M10X WORKERS COMPENSATION | 2,992 | 0 | 0 | 2,992 |
| T208M04X LITTLE DUCK KEY UTILITIES / REPAIRS AND MAINTENANCE | 10,000 | (5,066) | 0 | 4,934 |
| T208M14X LITTLE DUCK BEACH | 17,930 | 0 | 0 | 17,930 |
| T208B97X ECONOMIC NATURAL DISASTER RESOURCE | 70,000 | 0 | 0 | 70,000 |
| TM98367Y COUNTY LOWER KEYS SCENIC HIGHWAY FY 19 | 326,954 | 0 | 0 | 326,954 |
| T208M36X LOWER KEYS SCENIC HWY VIEWING AREA FY 20 | 170,031 | 0 | 0 | 170,031 |
| TB98989Y MOTE CORAL RESTORATION - LOWER KEYS | 90,000 | 0 | 0 | 90,000 |
| T208B89X CORAL RESTORATION FY 20 | <u>22,425</u> | <u>0</u> | <u>0</u> | <u>22,425</u> |
| (CAPITAL) SUBTOTAL | 864,810 | (26,751) | 0 | 838,059 |
| T208S23X DAC II EVENTS RESOURCES | 0 | 0 | 0 | 0 |
| T208S03X STOCK ISLAND SEAFOOD CELEBRATION 20 | <u>10,960</u> | <u>0</u> | <u>0</u> | <u>10,960</u> |
| (EVENTS) SUBTOTAL | 10,960 | 0 | 0 | 10,960 |
| T208P65X DAC II WEBCAM | 21,000 | (10,400) | 0 | 10,600 |
| T208P93X DISTRICT #2 AD CAMPAIGN | 796,778 | (242,695) | (554,083) | 0 |
| T208P26X PROMOTIONAL/STORM ADVERTISING RESOURCES | <u>51,905</u> | <u>0</u> | <u>0</u> | <u>51,905</u> |
| (PROMOTIONAL) SUBTOTAL | 869,683 | (253,095) | (554,083) | 10,600 |
| FUND TOTAL | 1,903,093 | (331,921) | (554,083) | 965,184 |
| TWO PENNY | | | | |
| TM95711Y FANTASY FEST FY19 | 15,000 | (15,000) | 0 | 0 |
| T205M05X FANTASY FEST FY20 | 10,000 | 0 | 0 | 10,000 |
| T205S13X KEY WEST HALF MARATHON FY20 | 7,500 | (7,500) | 0 | 0 |
| T205M75X NAUTICAL FLEA MARKET FY20 | 7,500 | 0 | 0 | 7,500 |
| T205M25X PHIL PETERSONS FY20 | 10,000 | 0 | 0 | 10,000 |
| T205S03X STOCK ISLAND SEAFOOD CELEBRATION FY20 | 4,040 | 0 | 0 | 4,040 |
| T205M22X UNDERWATER MUSIC FESTIVAL FY20 | 10,000 | 0 | 0 | 10,000 |

FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020



| MARKET SHARE | FY 2001 | FY 2002 | FY 2003 | FY 2004 | FY 2005 | FY 2006 | FY 2007 | FY 2008 | FY 2009 | FY 2010 | FY 2011 | FY 2012 | FY 2013 | FY 2014 | FY 2015 | FY 2016 | FY 2017 | FY 2018 | FY 2019 | FY 2020 Year to Date |
|--------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-------------------------|
| DISTRICT I | 53.37% | 53.68% | 53.73% | 53.96% | 53.41% | 52.19% | 51.59% | 54.78% | 57.33% | 57.93% | 58.03% | 58.31% | 57.88% | 56.67% | 55.90% | 55.93% | 54.23% | 59.17% | 54.11% | 55.03% |
| DISTRICT II | 5.03% | 5.53% | 5.33% | 5.67% | 5.65% | 5.94% | 5.97% | 5.65% | 5.41% | 5.28% | 5.05% | 4.85% | 5.02% | 5.91% | 6.03% | 5.44% | 6.57% | 6.15% | 6.32% | 6.38% |
| DISTRICT III | 13.30% | 13.58% | 13.99% | 13.59% | 13.58% | 14.69% | 14.64% | 12.76% | 14.34% | 14.05% | 14.37% | 14.16% | 14.01% | 14.35% | 15.00% | 15.83% | 15.60% | 13.00% | 15.89% | 15.08% |
| DISTRICT IV | 12.74% | 12.91% | 12.86% | 12.85% | 13.15% | 13.58% | 13.59% | 12.75% | 9.51% | 10.42% | 10.81% | 11.00% | 11.29% | 11.02% | 10.71% | 10.61% | 10.48% | 7.39% | 9.83% | 9.45% |
| DISTRICT V | 15.56% | 14.30% | 14.08% | 13.93% | 14.20% | 13.60% | 14.22% | 14.05% | 13.40% | 12.32% | 11.75% | 11.68% | 12.05% | 12.36% | 12.19% | 13.12% | 14.31% | 13.85% | 13.85% | 14.06% |
| TOTAL | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% |

This is a management report to reflect tourist tax revenues collected and remitted in Monroe County. Revenue is shown in the month collected in Monroe County. FY2018 is from October 1, 2017 to September 30, 2018.

DISCLAIMER: The figures are provided by DOR/Finance Department/Tax Collector's Office. Beginning October 1991, the figures are unaudited from the Finance Department.

NOTE: One Cent added to Bed Tax By Monroe County June 2009

NOTE: As the result of an audit, Dist II was credited \$10,843.57 in tax revenues, interest and penalties in the 12/14 tax report for collection period 01/11-12/13. The amount was distributed over the 36 month period.

NOTE: As the result of an audit, Dist III was credited \$20,533.78 in tax revenues, interest and penalties in the 12/14 tax report for collection period 07/10-06/13. The amount was distributed over the 36 month period.

NOTE: As the result of an audit, Dist II was credited \$1,549.08 in tax revenues, interest and penalties in the 01/15 tax report for collection period 01/11-12/13. The amount was distributed over the 36 month period.

NOTE: As the result of an audit, Dist III was credited \$2,843.14 in tax revenues, interest and penalties in the 01/15 tax report for collection period 07/10-06/13. The amount was distributed over 13 misc. months of the 36 month period.

NOTE: As the result of an audit, Dist II was credited \$1,549.14 in tax revenues, interest and penalties in the 02/15 tax report for collection period 01/11-12/13. The amount was distributed over the 36 month period.

NOTE: As the result of an audit, Dist III was credited \$2,843.14 in tax revenues, interest and penalties in the 02/15 tax report for collection period 06/10-12/13. The amount was distributed into misc. months over the 36 month period.

NOTE: As the result of an audit, Dist III was credited \$2,843.14 in tax revenues, interest and penalties in the 03/15 tax report for collection period 07/10-6/13. The amount was distributed into misc. months over the 27 month period.

NOTE: As the result of an audit, Dist III was credited \$5,686.24 in tax revenues, interest and penalties in the 05/15 tax report for collection period 07/10-6/13. The amount was distributed into misc. months over the 27 month period.

Priceline settlement revenues have been added to the January figures for years 2004 through 2010, with an additional amount added to July 2010 (to reflect the addition of 1 cent to bed tax collections.)

NOTE: As the result of a Priceline.Com settlement, Dist I was credited \$581,701.00 in tax revenues in the 02/11 tax report for collection period 01/04-01/10. The amount was distributed over the 7 year period.

NOTE: As the result of a Priceline.Com settlement, Dist II was credited \$61,377.50 in tax revenues in the 02/11 tax report for collection period 01/04-01/10. The amount was distributed over the 7 year period.

NOTE: As the result of a Priceline.Com settlement, Dist III was credited \$149,734.93 in tax revenues in the 02/11 tax report for collection period 01/04-01/10. The amount was distributed over the 7 year period.

NOTE: As the result of a Priceline.Com settlement, Dist IV was credited \$134,490.20 in tax revenues in the 02/11 tax report for collection period 01/04-01/10. The amount was distributed over the 7 year period.

NOTE: As the result of a Priceline.Com settlement, Dist V was credited \$148,942.69 in tax revenues in the 02/11 tax report for collection period 01/04-01/10. The amount was distributed over the 7 year period.

FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020

| DISTRICT I | FY 2020 VS FY 2019 | | | | | | | | DISTRICT I |
|--------------------------------|--------------------|------------------|------------------|------------------|------------------|------------------|----------------|-----------|-----------------|
| | FY 2015 | FY 2016 | FY 2017 | FY 2018 | FY 2019 | FY 2020 | \$ INC/DEC | % INC/DEC | |
| OCTOBER | \$ 1,276,637.24 | \$ 1,395,162.32 | \$ 1,391,695.72 | \$ 1,109,774.39 | \$ 1,362,895.67 | \$ 1,422,453.71 | \$ 59,558.04 | 4.4% | OCTOBER |
| NOVEMBER | \$ 1,332,535.55 | \$ 1,540,238.53 | \$ 1,552,520.72 | \$ 1,320,155.25 | \$ 1,672,808.29 | \$ 1,652,628.65 | \$ (20,179.64) | -1.2% | NOVEMBER |
| DECEMBER | \$ 1,648,530.05 | \$ 1,809,413.78 | \$ 1,852,943.28 | \$ 1,634,555.15 | \$ 2,000,736.24 | \$ 2,045,964.30 | \$ 45,228.06 | 2.3% | DECEMBER |
| JANUARY | \$ 1,934,556.17 | \$ 2,009,799.33 | \$ 2,030,157.36 | \$ 1,822,136.57 | \$ 2,194,891.17 | \$ 2,371,307.72 | \$ 176,416.55 | 8.0% | JANUARY |
| FEBRUARY | \$ 2,132,824.42 | \$ 2,289,132.38 | \$ 2,207,078.75 | \$ 2,186,795.70 | \$ 2,426,362.94 | \$ 2,640,518.35 | \$ 214,155.41 | 8.8% | FEBRUARY |
| MARCH | \$ 2,355,158.65 | \$ 2,568,973.42 | \$ 2,455,842.08 | \$ 2,446,969.56 | \$ 2,781,251.80 | | | 0.0% | MARCH |
| APRIL | \$ 1,838,222.78 | \$ 1,896,718.76 | \$ 2,033,684.14 | \$ 1,892,592.14 | \$ 2,132,219.02 | | | 0.0% | APRIL |
| MAY | \$ 1,571,948.28 | \$ 1,680,112.35 | \$ 1,663,926.89 | \$ 1,577,875.31 | \$ 1,775,493.46 | | | 0.0% | MAY |
| JUNE | \$ 1,319,486.96 | \$ 1,388,079.98 | \$ 1,400,684.56 | \$ 1,484,561.30 | \$ 1,529,031.57 | | | 0.0% | JUNE |
| JULY | \$ 1,519,807.37 | \$ 1,634,608.58 | \$ 1,643,684.06 | \$ 1,576,916.96 | \$ 1,654,248.65 | | | 0.0% | JULY |
| AUGUST | \$ 1,244,740.91 | \$ 1,251,135.82 | \$ 1,279,695.82 | \$ 1,301,594.78 | \$ 1,210,807.02 | | | 0.0% | AUGUST |
| SEPTEMBER | \$ 998,879.46 | \$ 1,045,254.06 | \$ 386,596.83 | \$ 891,269.57 | \$ 768,578.53 | | | 0.0% | SEPTEMBER |
| TOTAL | \$ 19,173,327.84 | \$ 20,508,629.31 | \$ 19,898,510.21 | \$ 19,245,196.68 | \$ 21,509,324.36 | \$ 10,132,872.73 | \$ 475,178.42 | 4.9% | |
| % INC/DEC PREVIOUS YEAR | 10.4% | 7.0% | -3.0% | -3.3% | 11.8% | | | | |
| Priceline settlement reflected | | | | | | | | | |

| DISTRICT II | FY 2020 VS FY 2019 | | | | | | | | DISTRICT II |
|--------------------------------|--------------------|-----------------|-----------------|-----------------|-----------------|-----------------|--------------|-----------|-----------------|
| | FY 2015 | FY 2016 | FY 2017 | FY 2018 | FY 2019 | FY 2020 | \$ INC/DEC | % INC/DEC | |
| OCTOBER | \$ 95,755.27 | \$ 87,363.54 | \$ 102,443.59 | \$ 83,505.24 | \$ 127,325.25 | \$ 133,125.60 | \$ 5,800.35 | 4.6% | OCTOBER |
| NOVEMBER | \$ 102,166.56 | \$ 121,133.47 | \$ 115,770.44 | \$ 113,547.67 | \$ 164,354.26 | \$ 163,365.77 | \$ (988.49) | -0.6% | NOVEMBER |
| DECEMBER | \$ 187,880.96 | \$ 178,170.79 | \$ 181,103.72 | \$ 172,487.68 | \$ 233,325.78 | \$ 246,805.42 | \$ 13,479.64 | 5.8% | DECEMBER |
| JANUARY | \$ 258,954.74 | \$ 248,367.92 | \$ 257,241.56 | \$ 194,164.42 | \$ 289,041.48 | \$ 314,533.46 | \$ 25,491.98 | 8.8% | JANUARY |
| FEBRUARY | \$ 239,333.58 | \$ 239,504.19 | \$ 285,033.82 | \$ 222,550.98 | \$ 278,086.91 | \$ 317,686.44 | \$ 39,599.53 | 14.2% | FEBRUARY |
| MARCH | \$ 280,479.47 | \$ 274,339.90 | \$ 328,202.89 | \$ 263,591.01 | \$ 338,379.15 | | | 0.0% | MARCH |
| APRIL | \$ 180,265.69 | \$ 170,955.49 | \$ 240,571.33 | \$ 178,768.24 | \$ 228,666.37 | | | 0.0% | APRIL |
| MAY | \$ 150,539.07 | \$ 137,569.54 | \$ 217,562.22 | \$ 154,409.13 | \$ 187,840.76 | | | 0.0% | MAY |
| JUNE | \$ 156,044.62 | \$ 144,969.15 | \$ 199,752.82 | \$ 158,777.26 | \$ 184,445.07 | | | 0.0% | JUNE |
| JULY | \$ 185,300.25 | \$ 174,371.36 | \$ 257,768.79 | \$ 196,248.81 | \$ 221,114.84 | | | 0.0% | JULY |
| AUGUST | \$ 151,199.62 | \$ 126,619.47 | \$ 181,858.64 | \$ 154,041.28 | \$ 167,576.52 | | | 0.0% | AUGUST |
| SEPTEMBER | \$ 80,289.59 | \$ 90,076.73 | \$ 42,514.69 | \$ 107,007.71 | \$ 91,090.52 | | | 0.0% | SEPTEMBER |
| TOTAL | \$ 2,068,209.42 | \$ 1,993,441.55 | \$ 2,409,824.51 | \$ 1,999,099.43 | \$ 2,511,246.91 | \$ 1,175,516.69 | \$ 83,383.01 | 7.6% | |
| % INC/DEC PREVIOUS YEAR | 14.2% | -3.6% | 20.9% | -17.0% | 25.6% | | | | |
| Priceline settlement reflected | | | | | | | | | |

Monroe County Tourist Development Council
 Administrative Office
 Bed Tax Revenue Through February 29, 2020
 04/22/2020

FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020

| DISTRICT III | | | | | | | | | | DISTRICT III | | | | | | | | | | | |
|-------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|----|------------|--|--------------------|--|--|--|--|--|--|--|--|--|--|-----------|
| | | | | | | | | | | FY 2020 VS FY 2019 | | | | | | | | | | | |
| | | | | | | | | | | \$ INC/DEC | | | | | | | | | | | |
| | | | | | | | | | | % INC/DEC | | | | | | | | | | | |
| | FY 2015 | FY 2016 | FY 2017 | FY 2018 | FY 2019 | FY 2020 | | | | | | | | | | | | | | | |
| OCTOBER | \$ 196,717.24 | \$ 234,800.48 | \$ 239,587.26 | \$ 195,869.07 | \$ 214,533.54 | \$ 270,344.31 | \$ | 55,810.77 | | | | | | | | | | | | | OCTOBER |
| NOVEMBER | \$ 243,103.28 | \$ 293,276.57 | \$ 302,122.70 | \$ 210,145.63 | \$ 315,096.11 | \$ 399,797.74 | \$ | 84,701.63 | | | | | | | | | | | | | NOVEMBER |
| DECEMBER | \$ 437,829.39 | \$ 500,556.19 | \$ 491,045.96 | \$ 313,260.73 | \$ 519,870.19 | \$ 642,273.14 | \$ | 122,402.95 | | | | | | | | | | | | | DECEMBER |
| JANUARY | \$ 514,898.57 | \$ 577,463.89 | \$ 536,441.18 | \$ 378,877.82 | \$ 571,544.54 | \$ 672,946.36 | \$ | 101,401.82 | | | | | | | | | | | | | JANUARY |
| FEBRUARY | \$ 552,209.37 | \$ 616,201.24 | \$ 612,164.74 | \$ 433,176.24 | \$ 649,571.60 | \$ 791,740.79 | \$ | 142,169.19 | | | | | | | | | | | | | FEBRUARY |
| MARCH | \$ 709,114.15 | \$ 821,986.57 | \$ 761,396.01 | \$ 574,107.50 | \$ 875,996.55 | | | 0.0% | | | | | | | | | | | | | MARCH |
| APRIL | \$ 490,810.39 | \$ 493,491.53 | \$ 616,987.80 | \$ 354,103.94 | \$ 647,498.60 | | | 0.0% | | | | | | | | | | | | | APRIL |
| MAY | \$ 379,017.06 | \$ 410,244.76 | \$ 411,590.80 | \$ 288,980.65 | \$ 462,015.42 | | | 0.0% | | | | | | | | | | | | | MAY |
| JUNE | \$ 458,055.21 | \$ 521,540.61 | \$ 531,017.78 | \$ 429,783.62 | \$ 661,771.68 | | | 0.0% | | | | | | | | | | | | | JUNE |
| JULY | \$ 514,967.14 | \$ 655,572.62 | \$ 674,407.90 | \$ 475,877.05 | \$ 728,385.52 | | | 0.0% | | | | | | | | | | | | | JULY |
| AUGUST | \$ 424,874.40 | \$ 431,148.60 | \$ 424,862.74 | \$ 354,160.10 | \$ 483,174.85 | | | 0.0% | | | | | | | | | | | | | AUGUST |
| SEPTEMBER | \$ 223,120.29 | \$ 249,246.50 | \$ 121,156.50 | \$ 211,836.95 | \$ 189,197.53 | | | 0.0% | | | | | | | | | | | | | SEPTEMBER |
| TOTAL | \$ 5,144,716.49 | \$ 5,805,529.56 | \$ 5,722,781.37 | \$ 4,220,179.30 | \$ 6,318,656.13 | \$ 2,777,102.34 | \$ | 506,486.36 | | | | | | | | | | | | | |
| % INC/DEC PREVIOUS YEAR | 17.0% | 12.8% | -1.4% | -26.3% | 49.7% | | | | | | | | | | | | | | | | |

Priceline settlement reflected

| DISTRICT IV | | | | | | | | | | DISTRICT IV | | | | | | | | | | | |
|-------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|----|------------|--|--------------------|--|--|--|--|--|--|--|--|--|--|-----------|
| | | | | | | | | | | FY 2020 VS FY 2019 | | | | | | | | | | | |
| | | | | | | | | | | \$ INC/DEC | | | | | | | | | | | |
| | | | | | | | | | | % INC/DEC | | | | | | | | | | | |
| | FY 2015 | FY 2016 | FY 2017 | FY 2018 | FY 2019 | FY 2020 | | | | | | | | | | | | | | | |
| OCTOBER | \$ 189,322.64 | \$ 203,454.21 | \$ 187,483.79 | \$ 48,429.45 | \$ 177,136.72 | \$ 198,399.64 | \$ | 21,262.92 | | | | | | | | | | | | | OCTOBER |
| NOVEMBER | \$ 215,240.80 | \$ 238,203.29 | \$ 255,420.09 | \$ 78,972.73 | \$ 219,856.52 | \$ 270,143.10 | \$ | 50,286.58 | | | | | | | | | | | | | NOVEMBER |
| DECEMBER | \$ 306,732.33 | \$ 332,254.49 | \$ 325,665.79 | \$ 129,291.76 | \$ 321,993.05 | \$ 368,658.47 | \$ | 46,665.42 | | | | | | | | | | | | | DECEMBER |
| JANUARY | \$ 326,450.78 | \$ 342,320.70 | \$ 335,344.27 | \$ 167,829.51 | \$ 332,207.98 | \$ 397,968.62 | \$ | 65,760.64 | | | | | | | | | | | | | JANUARY |
| FEBRUARY | \$ 384,856.46 | \$ 411,236.34 | \$ 402,238.17 | \$ 214,323.08 | \$ 425,075.39 | \$ 504,815.26 | \$ | 79,739.87 | | | | | | | | | | | | | FEBRUARY |
| MARCH | \$ 491,475.35 | \$ 529,337.20 | \$ 513,626.62 | \$ 307,710.87 | \$ 570,052.86 | | | 0.0% | | | | | | | | | | | | | MARCH |
| APRIL | \$ 365,373.93 | \$ 360,061.46 | \$ 422,724.47 | \$ 257,728.38 | \$ 401,388.19 | | | 0.0% | | | | | | | | | | | | | APRIL |
| MAY | \$ 307,553.44 | \$ 312,691.40 | \$ 320,270.73 | \$ 239,012.54 | \$ 334,170.50 | | | 0.0% | | | | | | | | | | | | | MAY |
| JUNE | \$ 297,069.21 | \$ 324,493.52 | \$ 343,415.53 | \$ 286,181.29 | \$ 343,848.01 | | | 0.0% | | | | | | | | | | | | | JUNE |
| JULY | \$ 335,017.87 | \$ 377,076.05 | \$ 388,791.70 | \$ 297,183.05 | \$ 375,537.41 | | | 0.0% | | | | | | | | | | | | | JULY |
| AUGUST | \$ 266,759.20 | \$ 263,885.05 | \$ 287,262.51 | \$ 231,661.53 | \$ 260,471.75 | | | 0.0% | | | | | | | | | | | | | AUGUST |
| SEPTEMBER | \$ 185,637.20 | \$ 193,535.62 | \$ 64,406.78 | \$ 146,731.33 | \$ 145,427.52 | | | 0.0% | | | | | | | | | | | | | SEPTEMBER |
| TOTAL | \$ 3,671,489.21 | \$ 3,888,549.33 | \$ 3,846,650.45 | \$ 2,405,055.52 | \$ 3,907,165.90 | \$ 1,739,985.09 | \$ | 263,715.43 | | | | | | | | | | | | | |
| % INC/DEC PREVIOUS YEAR | 8.7% | 5.9% | -1.1% | -37.5% | 62.5% | | | | | | | | | | | | | | | | |

Priceline settlement reflected

DATE: May 1st, 2020
TO: District II Advisory Committee
FROM: Maxine Pacini, TDC Office Manager
RE: FY 2021 Budget

At this time each year the staff brings forward the FY 2021 annual revenue projections, balance brought forward (BBF), capital projects, promotional and event resources calculated according to the current percentages agreed upon by DAC II. The DAC may adjust those percentages in events and advertising. The BBF includes projected revenue and expense variances, contracts and resource funds not expended in FY 2020.

| | |
|---|---------------------|
| Projected Annual Two Penny Revenue FY 2021 | \$ 962,275 |
| Less state reserves (FS 129.01) | <u>\$ (48,114)</u> |
| | \$ 914,161 |

| | |
|---|--------------------|
| Balance Brought Forward based on FY 2020 | |
| Revenue/Expenditure Variances | \$ 249,409 |
| Estimated unexpended event/capital contracts | \$ 519,410 |
| Estimated unexpended capital resources | \$ 60,000 |
| PLUS Capital Economic Disaster Fund | \$ 70,000 |
| PLUS Promotional Resources | <u>\$ 51,905</u> |
| | \$1,864,885 |

The FY 2021 budget is allocated as follows:

| | |
|---|---------------------|
| Advertising Campaign Resources | \$ 687,496 |
| VIS; Webcam | <u>\$(121,548)</u> |
| Available | \$ 565,948 |
| Promotional/Storm Resources | |
| (Based on the current 94% after capital & administrative) | \$51,905 |
| (FY20 = \$845,818 after moving funds around) | |

| | |
|---------------------------------|-----------------|
| FROZEN Capital Resources | \$60,000 |
|---------------------------------|-----------------|

| | |
|--|--------------------|
| New Capital Resources | \$ 376,245 |
| Less County Ongoing Beach Commitments | <u>\$(122,865)</u> |
| FY 21 Available Capital Resources | \$ 253,380 |

| | | |
|--|-----------------|----------------------|
| Economic/Natural Disaster Capital Resource BBF | \$70,000 | |
| Event Resources | \$97,518 | FY 20 spent \$60,000 |
| (Based on the current 6% after capital & administrative) | | |

*F.S. 129.01 mandates that budgeted receipts must include 95% of all receipts reasonable anticipated. Therefore, a 5% reserve is reflected within the TDC budget.



2140 S. Dixie Hwy., Suite 203
Miami FL 33133
305-461-3300
FloridaKeys@newmanpr.com

F1
April 28, 2020

TO: District II Advisory Committee
FROM: NewmanPR
RE: Report of ongoing activities March 30, 2020, through April 28, 2020

The following report highlights ongoing public relations activities on behalf of District II from March 30, 2020, through April 28, 2020.

- Agency representatives attended the TDC meeting via Zoom.
- DAC II meeting was canceled.
- In the U.K., no physical media meetings were held due to the impact of COVID-19. However, U.K. affiliate KBC took part in multiple webinar events with leading travel editors including representatives of the Sun, Daily Telegraph, Wanderlust, Travel Trade Gazette, National Geographic Traveller and Food & Travel; food and luxury travel media and media medical associates. Webinars provided an opportunity to closely monitor media, industry and consumer sentiment in light of the coronavirus crisis.
- KBC's French associate Anne Zobenbuhler attended TravMedia's International Media Marketplace, held March 11 in Paris, to represent the Florida Keys & Key West. In a full schedule of 29 appointments she met with representatives of outlets including France 5, Voyage de Luxe, L'Echo Touristique, Le Monde, L'Obs and Forbes.
- Anne Zobenbuhler liaised with representatives of Maisons Côté Ouest, France Télévisions and National Geographic Traveler to keep the Florida Keys front-of-mind in the French market.
- KBC oversaw distribution of the first of two paid e-newsletters by U.K. travel trade digital outlet TravelMole, designed to raise awareness of the Keys and their "Connect & Protect" initiative among the U.K. travel trade (agents, tour operators, homeworkers, etc.). The first e-newsletter, focusing on "10 Reasons to Discover the Florida Keys in 2020," was distributed March 3. Distribution of the second newsletter, on "10 Ways Your Clients Can 'Connect and Protect' the Florida Keys," has been postponed by mutual agreement until the COVID-19 crisis has abated.

Facebook: 467,410 followers increased from 465,702
 Twitter: 50,271 followers increased from 49,993
 Instagram: 234,132 followers increased from 230,992

30 Mar 2020 - 25 Apr 2020

Social Media Report April 2020

@floridakeysandkeywest @thefloridakeys @thefloridakeys

Facebook Activity Overview



IMPRESSIONS
4,521,166



TOTAL REACH
1,020,042



POST ENGAGEMENTS
133,881

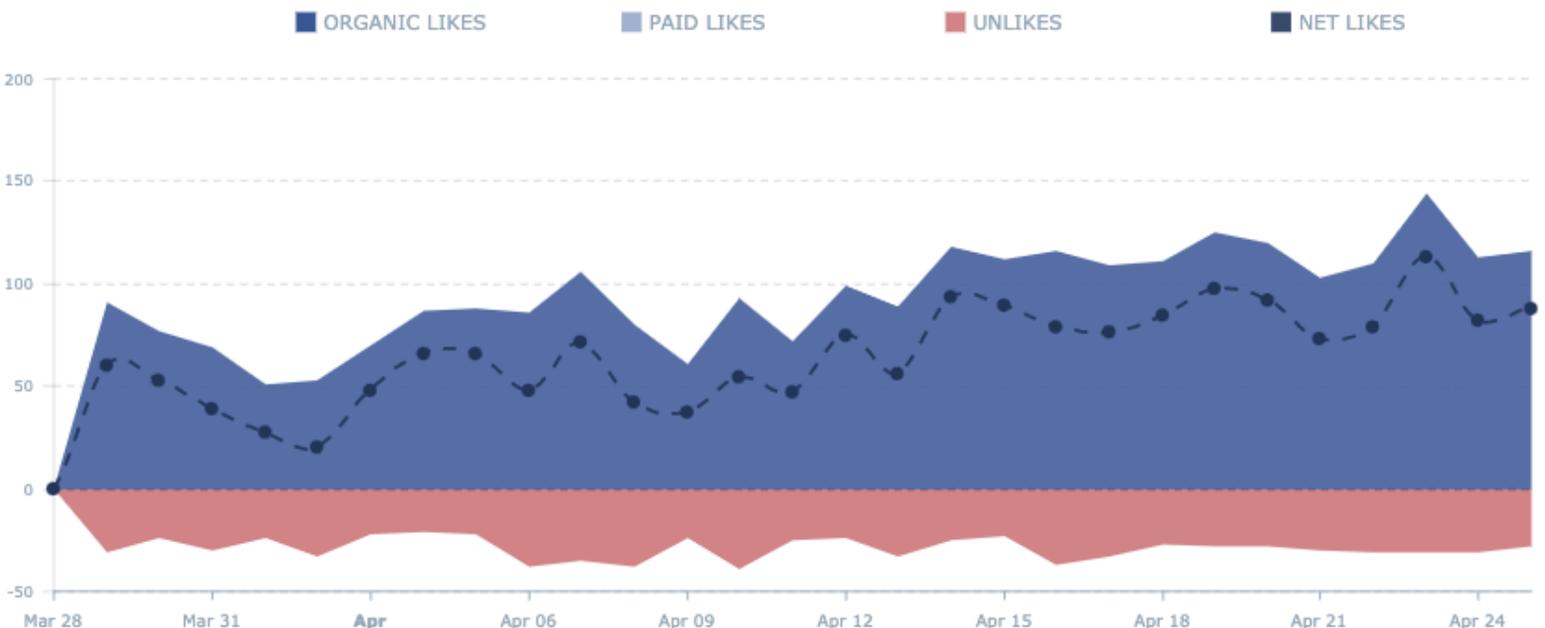


PAGE CONSUMPTIONS
109,446



Audience Growth

LIKES BREAKDOWN BY DAY



AUDIENCE GROWTH METRICS

Total Fans 467,410

Organic Likes 2,669

Net likes 1,854

NUMBER OF NET
LIKES INCREASED BY

↑ 0.4%



Audience Engagement



IMPRESSION METRICS

Organic Impressions 2,194,745

Paid Impressions 1,847,683

Viral Impressions 478,738

Total Impressions 4,521,166

Users Reached 3,388,364

ACTION METRICS

Reactions 55,588

Comments 3,792

Shares 5,435

Other Engagements 69,066

Total Engagements 133,881

Top Performing Posts

These posts are sorted by reactions and comments and then by date

POST

REACTIONS

COMMENTS

SHARES

CLICKS

VIRALITY

REACH



The Florida Keys & Key West

22 APR 9:00 PM



In honor of Earth Day's 50th anniversary Wednesday, the The Turtle Hospital released "Aldo Leopold," a 100-pound juvenile green sea turtle back to the ocean. #ConnectAndProtect

3624

161

483

3403

4.95%

129,033



The Florida Keys & Key West

08 APR 12:21 PM



For a little natural beauty this morning, we wanted to share the moonrise from Tuesday evening. Wishing all of you a peace-filled day, as we remain closed to our visitors because of coronavirus circumstances.

2120

76

103

798

6.36%

45,666



The Florida Keys & Key West

06 APR 10:28 PM



Florida Keys resident Gary Marion, who you may know best as "Sushi," the star of Key West's New Year's Eve "drag queen drop" in a giant red high-heel shoe, has made more than 2,000 colorful cloth masks for facial protection during the coronavirus crisis, and has another 2,000 on back order to be shipped around the U.S. and the globe. 🌍 Rob O'Neal

4540

333

210

13699

15.42%

99,711

Twitter Activity Overview



DAILY EXPOSURE

66,750



POST ENGAGEMENTS

2,189

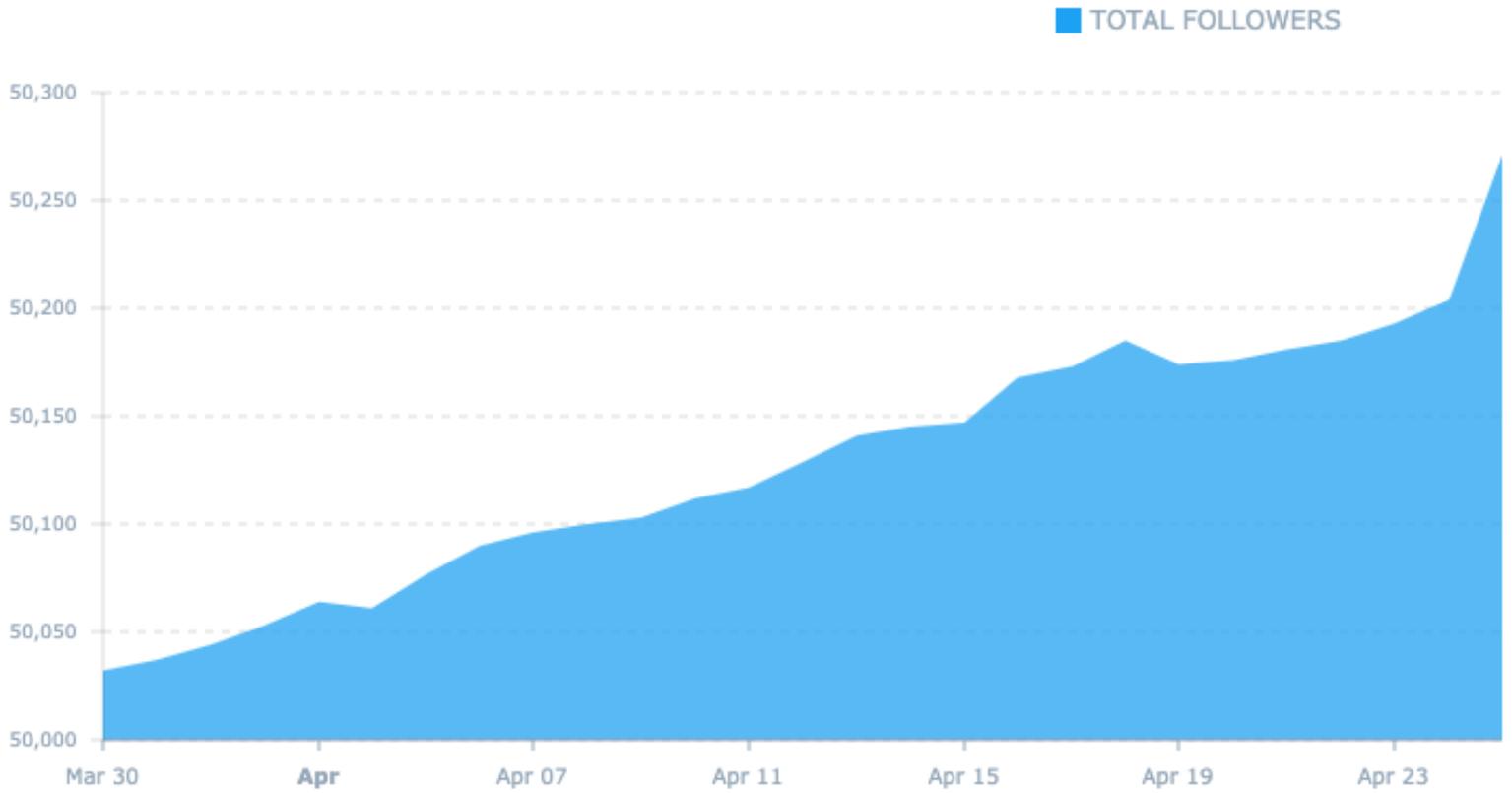


REACH

1,366,400



Audience Growth



FOLLOWER METRICS

| | |
|------------------------|---------------|
| Total Followers | 50,271 |
| Followers Gained | 239 |
| Total You Follow | 3,200 |

YOUR FOLLOWERS INCREASED BY

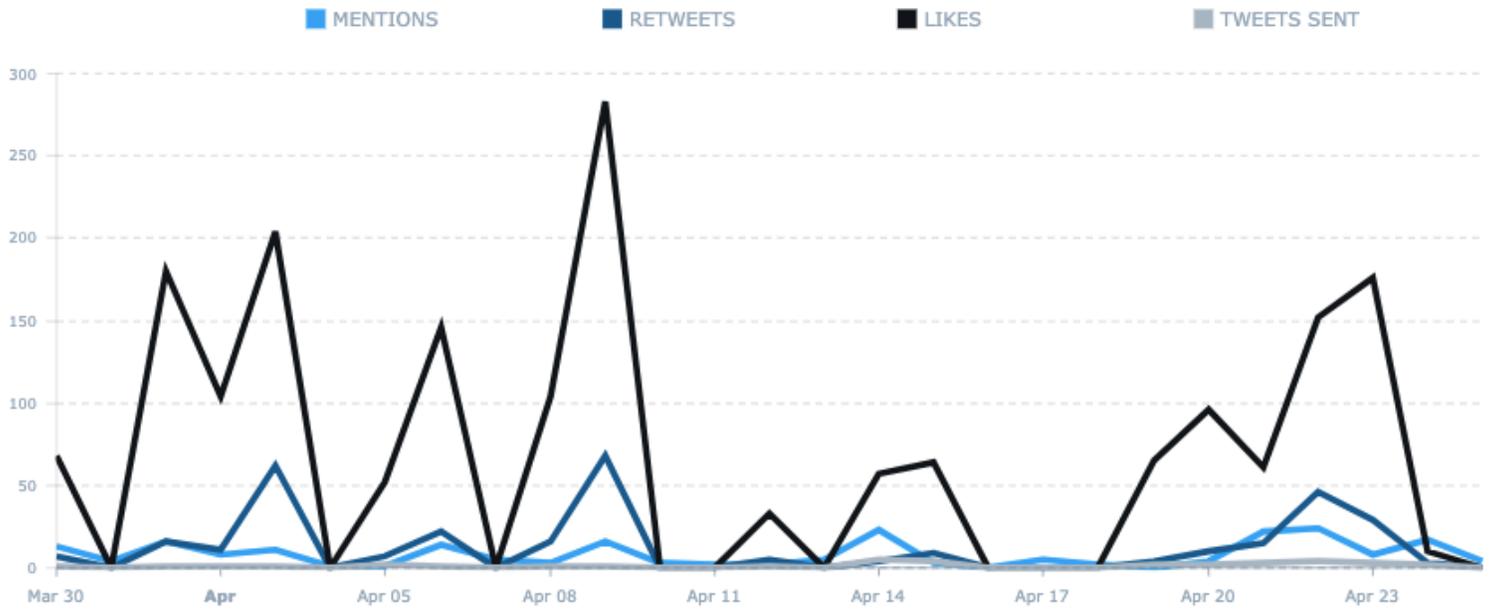
↑ **0.48%**

SINCE PREVIOUS PERIOD



Audience Engagement

AUDIENCE ENGAGEMENT BY DAY



ENGAGEMENT METRICS

| | |
|-------------|-------|
| Mentions | 216 |
| Retweets | 334 |
| Likes | 1,855 |
| Tweets Sent | 34 |

Total Engagements 2,405

CONTENT HABITS METRICS

| | |
|------------|----|
| Plain Text | 10 |
| Photos | 1 |
| Videos | 0 |

Total Sent Tweets 11

TOP TWEETS



The Florida Keys @thefloridakeys 22 Apr 3:43 PM

Happy #EarthDay from the natural world of the Florida Keys National Marine Sanctuary (@FloridaKeysNMS)! Paddle shallow backcountry waters and become inspired to protect them for future generations. #ConnectAndProtect <https://t.co/QZ1CHj7RZ3> <https://t.co/8YnlHQnDlj>

Retweets 41 Likes 134 Reach 51,204



The Florida Keys @thefloridakeys 09 Apr 8:48 PM

Just keep swimming... we'll get through this together! <https://t.co/941YI32tyB>

Retweets 67 Likes 283 Reach 51,877



The Florida Keys @thefloridakeys 03 Apr 2:01 PM

RT if you've been to No Name Pub in the Lower Keys! In the 1960s, two cooks from Italy came to work at the restaurant and brought a pizza recipe with them. They wrote the recipe on the kitchen wall when they left and the same recipe is still used today. <https://t.co/QIEg0nK9Zc>

Retweets 63 Likes 204 Reach 50,102

Instagram Activity Overview



FOLLOWERS
234,132



FOLLOWING
474

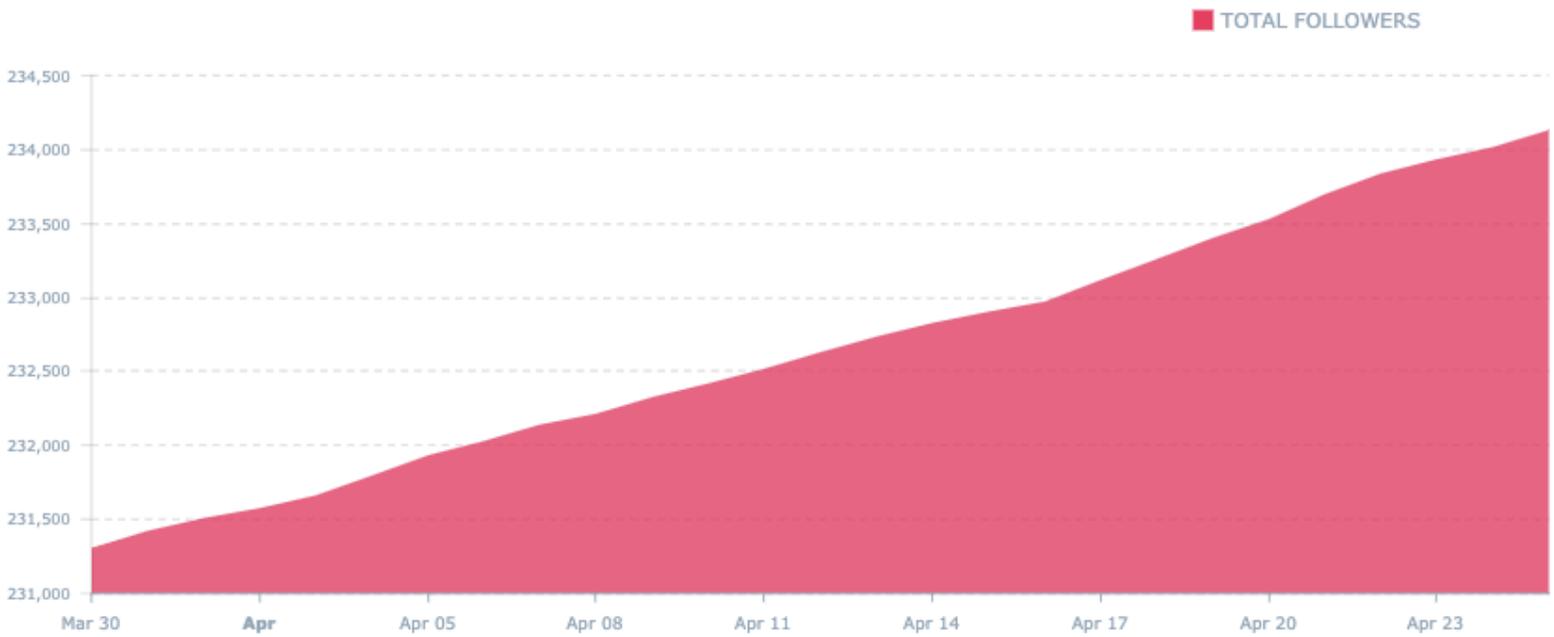


POSTS
1,519



Audience Growth

AUDIENCE GROWTH BY DAY



FOLLOWER METRICS

| | |
|------------------------|----------------|
| Total Followers | 234,132 |
| Followers Gained | 2,825 |
| Total You Follow | 474 |

YOUR FOLLOWERS
INCREASED BY

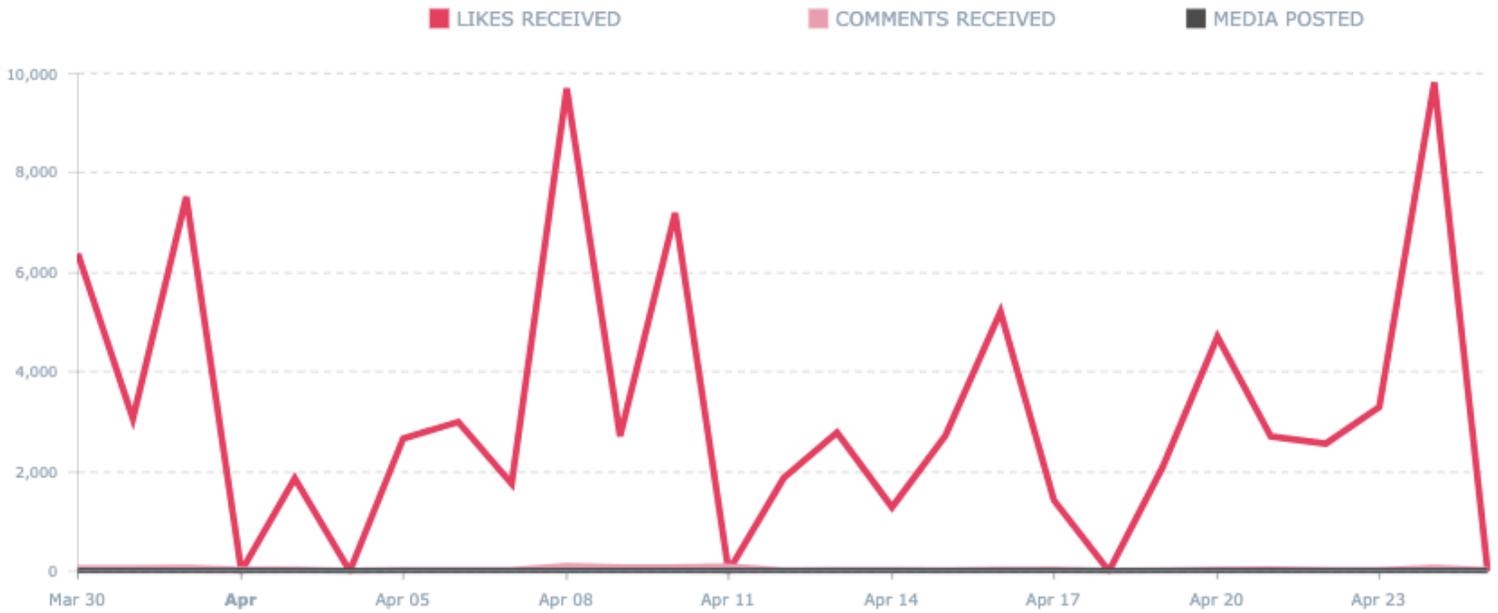
↑ **1.22%**

SINCE PREVIOUS PERIOD



Audience Engagement

AUDIENCE ENGAGEMENT BY DAY



ENGAGEMENT METRICS

| | |
|---------------------------------------|---------|
| Likes Received | 86,317 |
| Comments Received (All Posts) | 961 |
| Comments Received (Posts This Period) | 1,110.0 |
| Posts Sent | 21 |

PUBLISHING METRICS

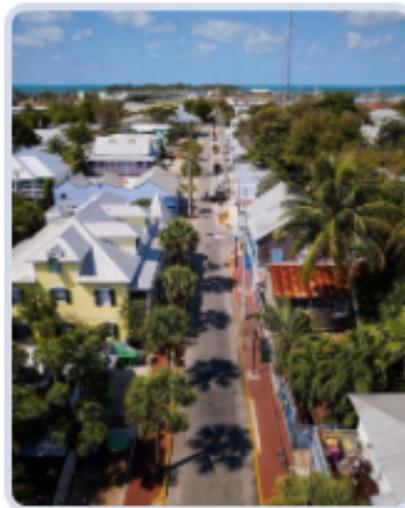
| | |
|-------------------------------------|-----|
| Total Media Sent | 21 |
| Total Comments Received | 961 |
| Total Comments Received Last Period | 412 |

TOP INSTAGRAM POSTS



Likes 9,822

Comments 112



Likes 9,702

Comments 191



Likes 7,521

Comments 94

TravelMole also will publish editorial on the Keys at that time. TravelMole is one of the premier providers of online information, news and features to the world's travel trade professionals and has 123,704 daily newswire subscribers within the U.K. and Ireland.

- KBC adapted the U.S. version of the “Safer@Home” press release into two versions: one for the U.K./Irish travel trade and one for a consumer media audience, with the story individually pitched to more than 40 target media. Same-day coverage was secured on Irish Travel Trade News’ website and social media channels, and the release also appeared in Selling Travel’s e-newsletter and website. The initiative was specifically pitched to outlets currently running their own social media campaigns for possible inclusion: Wanderlust’s “#WishIWasHere,” National Geographic Traveller’s “#StayInspired” and OutThere’s “#KeepYourMindTravelling” campaigns. In addition, GIA and Zobenbuhler are translating the release for distribution in their respective markets. The story also was shared with Visit Florida, Brand USA and Visit USA’s U.K. PR and content teams.
- KBC continued to proactively but sensitively pitch the Florida Keys & Key West to leading U.K. and Irish media outlets, with topics including “sofa escapes” and films and television programs that transport viewers around the world. KBC crafted 12 bespoke Keys pitches for leading U.K. media outlets to keep the destination front-of-mind for both consumers and the U.K. travel trade. Media pitched included the Sun, Daily Mail, National Geographic Traveller, PA Media, Breathe and Independent.co.uk.
- As part of the sustainable tourism initiatives conducted by the Florida Keys, French media representative Anne Zobenbuhler worked with the KBC team to submit a nomination for the Keys’ “Connect & Protect” campaign to “Trophées de l’Innovation” (Innovation Trophies) organized by major French travel trade magazine L’Echo Touristique. The award honors the best new and original projects in the tourism sector by category, and the Keys’ initiative was submitted in the Responsible Tourism category.
- Though participants had been confirmed for a planned German group fam scheduled May 25-30, German affiliate GIA canceled the trip when the coronavirus crisis and consequent travel bans made that action necessary. GIA is liaising with all confirmed media representatives to confirm future individual visits or participation in a future group trip.
- GIA launched a virtual campaign on the German Florida Keys Facebook page that will feature twice-weekly videos that virtually transport fans to the Keys. The content will be positioned to help reinforce the message that, while fans cannot visit the destination currently, they can safely enjoy it from home and dream of future travel. The videos will primarily be sourced from the Keys’ YouTube channel with postings also including the Safer@Home messaging. GIA also continues to share the beauty and diversity of the Florida Keys with German Facebook fans through organic posts, and has encouraged members of the Facebook group to share their photos and positive memories of the Keys. Hashtags used include #dreamnowtravellater and #wishyouwerehere.

- GIA liaised with Dirk Baumgartl, chief editor of LGBTQ publisher Blu Media and gay travel magazine Spartacus Traveler, to glean insight into the impact of the coronavirus on LGBTQ-sector media outlets.
- Canadian affiliate LMA registered earlier this year for the 2020 Travel Media Association of Canada (TMAC) Annual Media Marketplace in Sudbury, Ontario. Originally scheduled June 9-12, the conference is now planned for early September 2020. LMA is awaiting the confirmed date and will continue preparations when appropriate.
- LMA representatives promoted the Keys at an early March media event hosted by the Travel Media Association of Canada. Additional association events are on hold until September 2020.
- LMA held phone conferences about Florida Keys subjects with representatives of various media outlets, social media influencers and freelancers. They included the Globe and Mail daily newspaper.
- LMA arranged a radio interview for Andy Newman with Greg Hetherington of CKXS-FM's travel radio show to provide an update on the Keys and keep the destination top-of-mind with listeners. In addition, LMA arranged a 25-minute interview segment for Newman with Jim Bamboulis, host of Face Up Travel Podcast, to discuss news from the Keys and the COVID-19 effect on travel. LMA is working to arrange interviews with other influential Canadian outlets as well.
- During the reporting period, press releases were distributed in the U.K. and France on topics including the reopening of Little Palm Island, the opening of the Sunshine Key Tiny House Village and the revamped Key Lime Academy program paired with an overview of the Safer@Home campaign. In the German-speaking markets, a release on the Tiny House Village and a roundup of Keys news were distributed. Release content was uploaded to the Keys website and Mediadress portal, and releases were shared with key industry partners to ensure synergy of messaging.

Before the coronavirus situation forced travel bans and the Keys' closure to visitors, LMA distributed media advisories and releases to targeted Canadian media on topics that included the Northernmost-Southernmost fishing giveaway and the opening of the Sunshine Key Tiny House Village. To maintain Keys awareness after that, LMA distributed releases and media advisories on the Safer@Home initiative and Keys updates in light of the coronavirus crisis. In addition, LMA distributed a March eBlast highlighting a selection of events and hotel developments to a Canadian database of over 1,004 media contacts. The next eBlast has been postponed until later in the year when conditions are appropriate.

- KBC shared social media posts on Facebook and Twitter on topics and stories including the reopening of Little Palm Island. GIA reported that the Keys' German Facebook page has grown to 16,536 fans, while the Florida Keys & Key West "group" sits at 2,512 members.
- As COVID-19 created increasingly severe travel impacts and the Keys closed to visitors, KBC, GIA, LMA and NewmanPR continued to work with media and

influencers from around the U.K., Europe and Canada to postpone or reschedule planned visits to create story, photo, video and/or social media content on the Keys.

- As China, the U.K. and Europe, and Canada were impacted by COVID-19 and its resultant effects on travel, NewmanPR's Andy Newman re-evaluated and re-negotiated the role and compensation of the agency's contracted public relations affiliate agencies that promote the Keys in those areas, in an effort to reduce TDC PR expenses. Until further notice, U.K. and European affiliate KBC and Canadian affiliate LMA will be retained at 50 percent of their previous compensation. Chinese contracted entity DragonTrail will limit its duties to maintaining the Keys' Chinese website and the Florida Keys' presence on the WeChat platform for a minimal compensation. NewmanPR has received signed amended agreements from all three entities.
- To support the destination during the coronavirus crisis, NewmanPR is proactively communicating accurate information to Keys tourism interests and to visitors and prospective visitors. Agency's Andy Newman and Julie Botteri participate in regular Monroe County situation status conferences that involve municipalities and infrastructure organizations. In addition, Newman monitors county executive board decision-making conferences and Botteri participates in regular PIO conferences. Newman regularly confers with various county officials including health director Bob Eadie, Emergency Management Director Shannon Weiner and County Administrator Roman Gastesi. The agency continues to work diligently with Emergency Management, the Florida Department of Health and its Monroe County administrator to assist with coordinating and communicating appropriate and unified messaging as the coronavirus situation and Keys status relating to tourism evolve.
- Agency's Julie Botteri updated the dedicated coronavirus information page on the TDC website at least once daily. The page features information on the temporary closure of the Keys to visitors; restrictions on road access to prohibit non-residents' entry; protective actions taken throughout the Keys including airport screenings; and other coronavirus facts, resources and information about state and local directives. This resource remains linked to a red banner on the website's homepage.
- On behalf of the TDC, agency conceived and launched a "Safer@Home" social media-based initiative to promote "stay-at-home" directives to combat COVID-19, while also maintaining awareness of the Florida Keys & Key West as a destination. The program encourages Facebook, Instagram and Twitter fans and followers to tune in for live-stream Keys content while at home, fostering increased attention for the Keys and positioning the destination as a provider of unique and engaging virtual experiences to brighten a very difficult time. The "Safer@Home" posts are branded and identified with a colorful agency-created logo incorporating a "conch shell house" painted by Keys artist Abigail White. Each Friday beginning April 24, a social media post will pose destination questions including one about a recent livestream. The weekly winner, chosen at random from respondents, will receive one or more Keys-related or locally crafted items. A Facebook announcement of the Safer@Home initiative reached nearly 50,000 people and drew more than 2,600 engagements. The first week's contest, posted on Friday, April 24, drew more than 700 entries.

- Agency wrote and distributed two media releases about the “Safer@Home” program, accompanied by the “conch shell house” artwork, to widespread media including travel trade and international. A release was also posted on the Keys tourism website. In addition, agency produced and distributed an advisory to tourism interests on the promotion. Coverage appeared in outlets including TravelWeekly.com and the Miami Herald. Agency also produced a video package featuring a Zoom interview with TDC chairperson Rita Irwin that was distributed to network news affiliate feeds.
- Agency conceived a second part of the promotion — a consumer video challenge on social media — that is to be hashtagged #KeysAtHomeChallenge. Fans entering the challenge will be requested to post a video, up to one minute long, recreating their favorite moments or activities in the Keys. The contest is to begin in early May and run for two weeks. A winner chosen at random is to receive a complimentary trip to the Keys, with travel to be scheduled after the destination reopens to visitors.
- Agency created and posted a Florida Keys Ultimate Bingo card for Keys Instagram fans seeking entertaining challenges while practicing social distancing. Instead of letters and numbers like conventional Bingo, the card lists Keys attractions, restaurants and activities. Fans are encouraged to mark off activities they have experienced, allowing them to “brag” to their Instagram followers about their Keys adventures while partaking in a communal activity. They are also encouraged to tag other people to do the same and also tag @thefloridakeys for a chance to be featured in the destination’s Instagram Stories.
- As well as “Safer@Home” content, agency posted information and destination status updates as appropriate on Keys social media outlets, in addition to limited environmental and cultural messaging including Sustainable Sunday and Connections Project posts, and videos and photographs of tranquil Keys nature scenes. Notable posts included a waterfront Easter message that reached more than 72,000 people and drew 7,900 engagements, a Facebook Live video of a sunset over the ocean that reached nearly 89,000 people and drew more than 8,700 engagements and a live oceanfront segment that reached nearly 75,000 people and drew more than 5,800 engagements. NewmanPR continues to manage regular contributions to social media content on the TDC’s Facebook, Twitter, Instagram and YouTube sites, during both business hours and evening and weekend hours as needed. A detailed social media report follows this document.
- Agency began compilation of a resource list of Keys “armchair” virtual offerings, currently with 75 examples, for use by media, with various promotions and for social media posts.
- During the reporting period, agency issued tourism advisories to the industry on topics including the Florida governor’s stay-at-home order, unemployment compensation information, requirements for proof of local residence besides reentry stickers at the roadway checkpoints, official county directives requiring employees and customers of essential businesses to wear masks and essential businesses to limit customer capacity, screening procedures and quarantines for arriving airline passengers at the Key West and Marathon airports, the Florida Department of Business and

Professional Regulation's resource for reporting vacation rental compliance concerns, county officials beginning to plan a phased reopening of the Keys, and officials continuing to develop a five-phase plan for relaxing protective measures while not expecting the Keys to reopen to visitors in May.

- In accordance with its contract with South Florida PBS' "Art Loft," agency continued providing logistical support, B-roll, Video of the Week footage and other assistance as required for the public television program's segments. "Art Loft" segments cover different aspects of the art and cultural scene throughout the Keys. As well as reaching a South Florida audience, some segments appear on PBS stations in other major markets. In addition, the Keys have a dedicated page on the "Art Loft" website.
- Agency pitched "Florida Keys: Protecting Paradise" to WPBT/WXEL (South Florida PBS) as a half-hour show, resulting in the program airing April 22 as an Earth Day special. Agency wrote, distributed to the media and posted on the website a release on the broadcast. Furthermore, South Florida PBS is set to offer the show to PBS for national broadcast in late 2020 or early 2021.
- Samantha Brown's half-hour "Places to Love" program focused on the Florida Keys, in addition to primary PBS stations, has begun airing on secondary PBS stations through the Create network. Agency participated in a Facebook Live session organized by Brown in conjunction with the premiere on Create.
- As a result of agency's media research tour "Brand New Keys" targeting travel trade, meeting and incentive and top consumer media in late January, during the reporting period the Keys received coverage in Luxury Travel Advisor's online and print feature, "Luxury Blooms in the Florida Keys," spotlighting offerings throughout the Keys. Travel Pulse also published "The Florida Keys: A Hub for Ecotourism." More stories are anticipated.
- Working with TwoOceansDigital.com, agency's Julie Botteri redesigned and updated the LGBTQ section of the fla-keys.com website, incorporating content on Key West's longstanding heritage as an LGBTQ destination, attractions and activities for contemporary LGBTQ visitors and the recently produced LGBTQ video.
- Working with TwoOceansDigital.com, agency produced, distributed and posted an abbreviated April issue of the "Keys Traveler" e-newsletter and finalized a similarly abbreviated May issue. Given the coronavirus situation and its travel and social distancing ramifications, the abbreviated issues do not feature stories on special events or other elements encouraging destination visits; instead they contain content about the Keys' status, the "Safer@Home" initiative, environmental and sustainability aspects and the local culture and heritage. The goal of the issues is to be sensitive to current conditions while continuing the ongoing connection between opt-in subscribers and the Keys.
- Agency wrote and posted weekly insider columns for the "Keys Voices" online feature blog and promoted them via social media outlets. Regular "Keys Voices" feature-style columns offer insights into attractions, events and attributes that might encourage destination visits. However, as the coronavirus crisis escalated, blogs evolved to

feature nature-based, heritage/memory, cultural or relaxation-inducing subjects related to the island chain that could provide a momentary “mental break” for readers. Specific recent topics included the “Safer@Home” program and the value of Keys creativity to brighten uncertain times.

- Agency wrote and posted twice-monthly entries to the LGBTQ-focused blog, with subjects evolving appropriately as coronavirus concerns deepened. Working with TwoOceansDigital.com, agency facilitated distribution of copy and live links to the LGBTQ blog directly to consumers via an opt-in email address list.
- Agency evaluated all remaining domestic and international projects and initiatives for the fiscal year, and their costs, to prioritize their value to the destination in light of the coronavirus crisis.
- Agency compiled weekly reports of public relations activities, primarily related to the coronavirus situation, and submitted them to the TDC office each Friday until they were no longer requested.
- Agency evaluated the public relations content of all applications for upcoming Cultural Umbrella funding and compiled a listing of approved applicants to submit to the board.
- Agency finalized production of and posted a mini-video shot by Andy Newman on “The Connections Project: A Mosaic of the Keys,” the large-scale annual mural spearheaded by the Florida Keys Council of the Arts. The video features commentary by Arts Council executive director Liz Young.
- Agency continued gathering information from event coordinators throughout the Keys on the status of their upcoming offerings in light of the coronavirus crisis, including event postponements, and updated the calendar on the TDC website accordingly.
- Each Thursday, Andy Newman provides a live report on aspects of the Keys on U.S. 1 Radio’s Morning Magazine.
- Agency representatives participated in numerous webinars on the changing state of travel and media trends resulting from the coronavirus crisis, gathering information to help in crafting appropriate messaging when travel resumes.
- Agency’s Laura Myers created a May submission for Destination Florida, the monthly newsletter for the Florida Association of Destination Marketing Organizations (FADMO), and responded to a media request seeking information about top U.S. gardens.
- Agency continued enhancing and updating media resources in its online pressroom, focusing particularly on the photo library of high-resolution images and the district overview releases, for media use when the Keys are able to reopen to visitors.
- Agency provided updated information on meetings and incentives for Northstar Meetings Group’s Incentives & Destinations magazine, planning a destination report for May.

- Agency wrote, posted on the website and featured in the e-newsletter an overview of the “Safer@Home” initiative.
- Agency wrote, posted on the website and featured in the e-newsletter a story on fiction and nonfiction books that provide “virtual visits” to the Keys.
- Agency wrote, posted on the website and featured in the e-newsletter a story on the Florida Keys Shipwreck Trail established by the Florida Keys National Marine Sanctuary, as well as the Keys’ best known artificial reefs.
- Agency wrote, posted on the website and featured in the e-newsletter a story on tarpon fishing in the Keys.
- As a result of agency-arranged media visits, assistance to journalists and/or release distribution, during the report period the Keys received coverage including “King of the Keys” in Trail Blazer Magazine, a Virtual Vacation to the Florida Keys story on StyleBlueprint.com; and inclusion in roundup articles on Forbes relating to “Top Travel Experts Share Their Top Picks for the Ultimate Wanderlust Soundtrack” and “10 Caribbean Cocktails to Make at Home (and Bring the Vacation to You).”
- Agency issued water-quality advisories as needed to resorts and other tourism industry entities, and routinely interfaces with the Monroe County Health Department on beach advisory status.
- Event information and photography are regularly posted on the Keys website.

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2000 South Dixie Highway, Suite 201 • Miami FL 33133 • (305) 856-6060 • FAX (305) 856-9236

TO: DAC 2 Members
FROM: Danielle Salmán-Villasuso
DATE: May 1, 2020
RE: May 12, 2020 DAC 2 Meeting
CC: John Underwood

G.1

G.1 Advertising Re-cap:

Media

The Agency has planned the following media for the months of **June & July** (Please note, all media dates are subject to change. The Agency is closely monitoring Monroe County's COVID-19 Re-Opening Plan to determine date shifts):

In-State Spot Television – 6/15-7/31:

- Miami-Ft. Lauderdale DMA
- Tampa-St. Pete DMA
- Orlando-Melbourne DMA
- West Palm Beach DMA
- Ft. Myers-Naples DMA
- Jacksonville DMA

Digital:

- Good Sam Digital Blog Posts – 6/15, 7/1 & 7/3
- Good Sam Digital E-Newsletter Editorial – June & July
- Good Sam Digital Facebook Post Promotion – June & July
- Good Sam Digital Follow Me Ad – June & July
- Good Sam Explore & Travel Package – June & July
- Facebook/Instagram – 6/15-7/31
- SportDiver/ScubaDiving/Islands.com Facebook Posts & Banners – June & July
- OutsideOnline.com – 6/15-7/31
- Adara – 6/15-7/31
- Tremor Video – 6/15-7/31

Search Engine Marketing: June & July

- Google AdWords

Print:

- Outside Magazine – June

- Saltwater Sportsman – July

The following is a list of current and on-going projects:

Specific Projects:

- Planning weekly content to share with industry partners to stay connected with visitors during this difficult time such as social media photographs, social media copy, videos, digital postcards, marketing tips, etc.
- Monitoring FL Keys Co-Op Website for site traffic and industry partner content downloads
- Upcoming outreach to industry partners for week of 5/4 to provide Florida Keys Zoom Backgrounds
- Created digital postcard to share with industry partners on the week of 4/20, downloaded 49 times
- Outreach to industry partners for the week of 4/13 to provide positive message photographs, downloaded 58 times so far
- Outreach to industry partners week of 4/6 to provide thirty-second “See You Soon” video for social posting, downloaded 56 times so far
- Outreach to industry partners week of 3/30 to provide social media assets and direction for posting
- Development of asset library for industry partners to access new COVID-19 digital and social marketing materials
- Updating and sharing a digital photo library for co-op partners to access anytime and use for digital and social media marketing
- Provided new LGBT images to Web Editor to update fla-keys.com/gaykeywest
- Monitoring industry partner social media accounts to note the FL Keys assets they have shared
- Content Development
 - Coordinated native article with Recommend Magazine to provide content and images
 - Coordinated direction for NYTimes Family Travel Advertorial
 - Gathering copy points for June issues of The Advocate and Out Magazine advertorials
- Collateral
 - Designing four 2021 Culture Magazine front cover options to be presented at the 5/19 Cultural Umbrella meeting
 - Coordinated direction for NYTimes Family Travel Advertorial
 - Re-designed and produced the Florida Keys Tourism infographic
 - Gathered photography for sales presentations
 - Designed Marketing Plan 2020/2021 Cover, Dividers and Header/Footer
 - Packaged Generic & District logos with map & pin for the TDC Sales team
- March Media Pause
 - Paused and revised contracted insertion orders for all March/April media
 - Outreach to impacted spring and summer co-op program participants to share revised insertion dates as they are finalized
 - Revised FY 2019/2020 media plan flowcharts to reflect all media weeks paused
 - Reconciling all TV/Broadcast/Digital invoices
 - Completing media authorizations with updated run dates as they are finalized
 - Re-targeting remainder of FY 2019/2020 markets to geo-target drive down markets such as Atlanta, Dallas, Charlotte and Florida
- Phase 1, Positive Outlook Campaign

- Developed media plan to run during Phase 1, promoting positive outlook creative
- Launched Facebook and Instagram image ad, promoting “Keeping our distance. remaining connected.” on 3/30
- Launched new Facebook and Instagram video ad, running :30 See You Soon video on FL Keys channels, 4/6
- Launched new Facebook and Instagram photograph ad “Better days ahead” running on FL Keys channels, 4/15
- Monitoring Facebook and Instagram “Positive Outlook” social media campaign
- Created e-blast based on approved “Positive Outlook” social concept
- Trafficked “Positive Outlook” e-blasts to AJC.com, DallasNews.com and CharlotteObserver.com for dates 4/1-4/2, and 5/6-5/7
- Revising thirty-second “See you soon” video for social media, pre-roll and broadcast to have more direct “we’re closed message”
- Phase 2 “Opening Soon” - The Florida Keys announce an opening date
 - Developing media plan with social, banners, print, out of home, video and radio
 - Development of concepts for each of the channels listed above
- Phase 3 “Now Open” - The Florida Keys are open for visitors
 - Developing media plan with social, banners, print, out of home, video and radio
 - Development of concepts for each of the channels listed above
- Phase 4 “The New Normal” - The Florida Keys resume business, targeting drive down markets
 - Concepting “drive down” and “the new normal” to run across all channels once all paused
- Spring and Summer media resumes
- Planning:
 - Development of strategic outline for phases of re-opening messaging
 - Strategic planning for FY 2020/2021
 - Script development for new generic, district and umbrella fifteen-second, thirty-second and sixty-second videos
- Co-op Programs
 - Updated co-op information for a property re-brand across all digital spring and summer programs
 - Created landing pages for Summer co-op programs including: floridakeysearlysummer.com, floridakeyslatesummer.com, keywestinstatesummer.com, marathonsummer.com, islamoradasummer.com, keylargosummer.com
- Native Content - The Agency supplied input and coordinated native content stories with the following online and print publications:
 - Travel + Leisure
 - Food & Wine
 - NationalGeographic.com
 - Afar.com
 - LonelyPlanet.com
 - Momtastic.com
 - CondeNastTraveller.co.uk
 - WeddingWire.com
 - TheKnot.com
 - BrideClick
 - Nativo

- CNTraveler.com
- OutsideOnline.com
- GayCities/ Queerty.com
- PassportMagazine.com
- Towleroad
- GoodSam Digital
- Trailer Life Magazine / MotorHome Magazine
- SportFishing.com/SaltwaterSportsman.com
- SportDiver.com/ScubaDiving.com
- World's Best Diving & Resorts
- Dreamscapes (Canada)
- Travel Guide to Florida
- TheStar.com
- NYTimes Family Travel Advertorial
- Recommend Magazine
- The Advocate
- Out Magazine
- Sponsored Social Posts - The Agency coordinated sponsored social posts with the following publications:
 - NationalGeographic.com
 - Afar.com
 - BridalGuide.com
 - Pinterest.com
 - Facebook.com/Instagram
 - WeddingWire.com/TheKnot.com
 - BrideClick
 - CNTraveler.com
 - SportFishing.com/SaltwaterSportsman.com
 - OutsideOnline.com
 - Pride Media
 - Towleroad.com
 - Passport.com
 - CurveMag.com
 - GoodSam Digital
 - TrailerLife.com/Motorhome.com
 - SportDiver.com/ScubaDiving.com
- Ad Creation - The Agency is creating new ads for the following:
 - Generic: Meetings Market, Luxury Travel, Travel Trade, UK Market, Canadian Market, German Market, Scandinavian Market, Camping, Meetings, Orange Bowl, Spring Concept, COVID-19 Phase One, Two, Three, and Four
 - Key West: Dining, LGBT, Luxury Travel, Spring Concept, COVID-19 Phase Two, COVID-19 Phase Three, COVID-19 Phase Four
 - Lower Keys: Fishing, Diving, Camping, COVID-19 Phase Four Drive Down
 - Marathon: Weddings/Honeymoons, Adventure Traveler, Fishing, Spring Concept, COVID-19 Phase Four Drive Down

- Islamorada: Fishing, Culture, Weddings/Honeymoons, Spring Concept, COVID-19 Phase Four Drive Down
- Key Largo: Luxury Travel, Soft Adventure, Weddings/Honeymoons, Spring Concept, COVID-19 Phase Four Drive Down
- Culture: Visual Arts, Music
- Dive: Reefs, Wrecks

Ongoing:

- Reviewing creative from local partners for appropriate logo usage
- Coordinating submissions and collections for final FY 19/20 co-op opportunities
- Informing co-op participants of any media changes as they arise
- Proofing all campaigns (Print, Digital, Native Content, Out-of-Home, Collateral) before they're released to the pubs and/or vendors
- Updating co-op collections report as needed
- Placing and producing all Generic, District and Umbrella advertising efforts
- Brochure fulfillment & inventory coordination for all domestic & international trade shows
- Gathering statistics for Internet/E-marketing response reports
- Preparing TDC packets
- Preparing DAC packets

Industry Partner Support:

- Planning weekly content to share with industry partners to stay connected with visitors during this difficult time such as social media photographs, social media copy, videos, digital postcards, marketing tips, etc.
- Monitoring FL Keys Co-Op Website for site traffic and industry partner content downloads
- Upcoming outreach to industry partners for week of 5/4 to provide Florida Keys Zoom Backgrounds
- Created digital postcard to share with industry partners on the week of 4/20, downloaded 49 times
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- Development of asset library for industry partners to access new COVID-19 digital and social marketing materials
- Updating and sharing a digital photo library for co-op partners to access anytime and use for digital and social media marketing
- Provided new LGBT images to Web Editor to update fla-keys.com/gaykeywest
- Monitoring industry partner social media accounts to note the FL Keys assets they have shared

The DAC 2 FY 19/20 media plans and response report are attached.

G.2 Consideration & Action: Media Recommendation

Please refer to the attached memo for a recommendation regarding the use of resources to address tourism to the destination in the wake of COVID-19.

Industry Partner Support:

- Marketing materials were created by the agency to help industry partners stay in touch with visitors and communicate that we are all in this together. Content is sent to our email database once a week until The Keys opening, and all materials are available for download on our co-op site (keysco-op.tinsley.com). Elements provided to partners included the following:
 - Social Images - Sent 3/30
 - :30 Second Video - Sent 4/6
 - Photographs - Sent 4/14
 - Digital Postcards - Sent 4/21
 - Image Gallery - Sent 4/28
 - Zoom Backgrounds - 5/5

Letter Sent to Industry Partners with Downloadable Files

Keys Coop <keys@tinsley.com> @ Important April 2, 2020 at 3:55 PM [Details](#) 

FREE Florida Keys Social Media Posts to help you stay in contact with your guests!
To: undisclosed-recipients; Bcc: danielle@tinsley.com



Dear Partner,

We hope you are all safe and healthy during this challenging time.

Although The Florida Keys & Key West are closed to visitors, we are working to help you stay in touch with your guests and communicate that we're all in this together.

On behalf of the Monroe County Tourist Development Council, we have created **FREE** social media assets for you to utilize on your organization's Facebook and Instagram accounts to connect with your followers- so you continue to have a presence with them during this time and to let them know that you're thinking of them.

Attached, please find the JPGs and suggested text that are available for you to use on your social accounts.

Please reach out to us with ANY questions regarding posting instructions. Feel free to contact Emily Godoy (emhgo@tinsley.com), Danielle Salman (danielle@tinsley.com), Emily Maier (emhy@tinsley.com), or John Underwood (john@tinsley.com).

Sincerely,
The Tinsley Advertising Team

 Islamorada.zip

All Files Available for Download at KeysCo-Op.Tinsley.com/Support



INDUSTRY PARTNER SUPPORT

Please see **NEW** digital assets below. These were created to help you stay in touch with visitors and communicate that we're all in this together.

We will send email notifications as assets become available.

| | |
|----------------------------------|-----------------------------------|
| Social Images | Click to download |
| Social Video -- :30 See You Soon | Click to download |
| Social Photographs | Click to download |
| Digital Postcard | Click to download |
| Key West Digital Postcards | Click to download |
| Florida Keys Images | Click to download |

Social Images



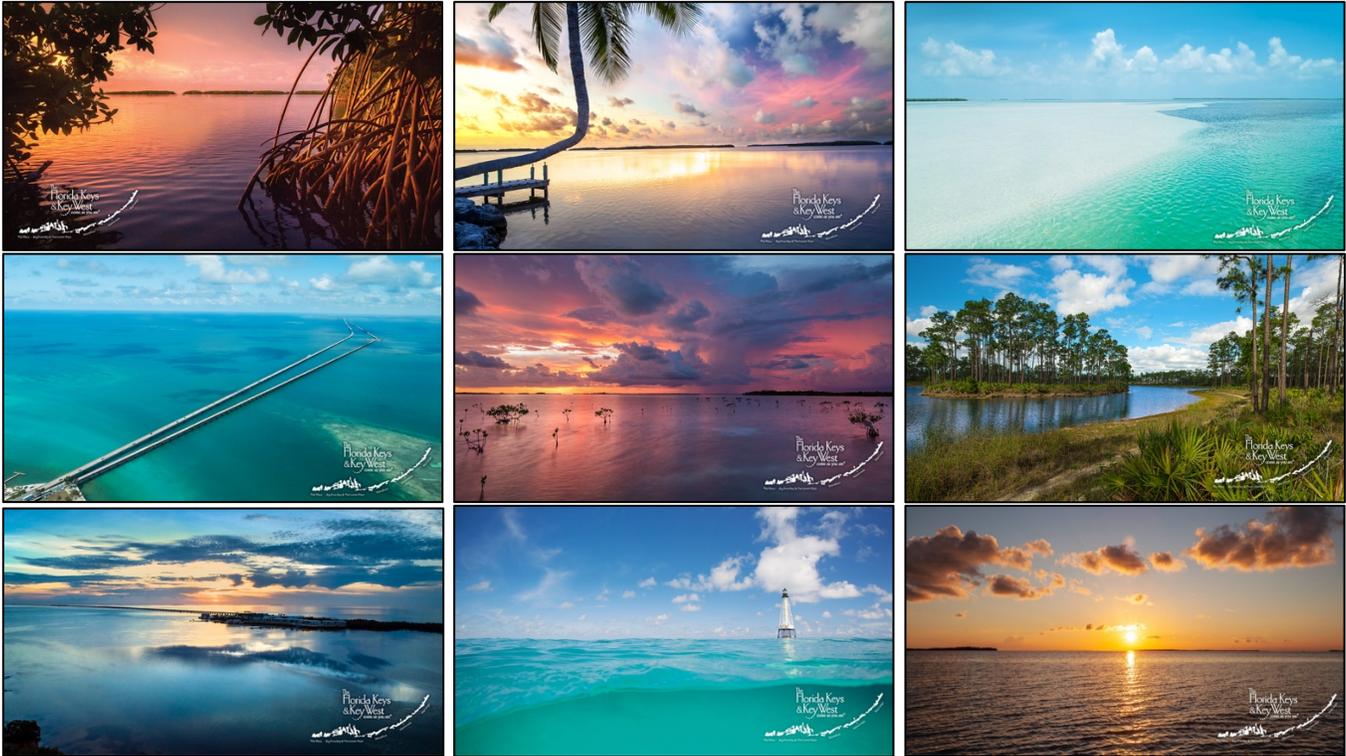
Social Video



Photographs



Zoom Backgrounds



Examples of Industry Partner Support



To download files, please visit KeysCo-Op.Tinsley.com/Support



| LOWER KEYS | | | | | |
|---------------|--|-------------|--------------------|-----------------|-----|
| OCTOBER 2019 | | | | | |
| DATE | WEBSITE | Impressions | Clicks/Engagements | Click-through % | VCR |
| 10/21-10/31 | CN.Traveler.com (Native Content via Social Media) | 244,022 | 178 | 0.07% | N/A |
| 10/21-10/31 | Adara Re-Targeting (Mobile/Tablet/Desktop/Cross-Device) | 140,313 | 140 | 0.10% | N/A |
| DATE | MOBILE | Impressions | Clicks/Engagements | Click-through % | VCR |
| 10/1-10/31 | Facebook/Instagram (Paid Social Media Targeting Outdoor Enthusiasts) | 441,381 | 14,902 | 3.38% | N/A |
| DATE | MOBILE | Impressions | Clicks/Engagements | Click-through % | VCR |
| 10/14-10/31 | Google Ad Words | | | | |
| | "florida campgrounds" | 836 | 97 | 11.60% | N/A |
| | florida camping | 681 | 45 | 6.61% | N/A |
| | campground in florida | 321 | 34 | 10.59% | N/A |
| | best campgrounds in florida | 210 | 24 | 15.04% | N/A |
| | florida campgrounds on beach | 133 | 20 | 11.76% | N/A |
| | rv parks in fl | 194 | 16 | 8.25% | N/A |
| | campgrounds in southern florida | 135 | 15 | 3.24% | N/A |
| | adventure kayaking | 309 | 10 | 11.43% | N/A |
| | kayaking in florida | 134 | 10 | 7.46% | N/A |
| | tent camping in florida | 68 | 8 | 2.20% | N/A |
| | kayak in florida | 83 | 6 | 7.23% | N/A |
| | best places to kayak in florida | 45 | 6 | 5.06% | N/A |
| | florida rv resorts | 182 | 4 | 11.11% | N/A |
| | florida rv parks and campgrounds | 79 | 4 | 13.33% | N/A |
| NOVEMBER 2019 | | | | | |
| DATE | WEBSITE | Impressions | Clicks/Engagements | Click-through % | VCR |
| 11/1-11/30 | Adara Re-Targeting (Mobile/Tablet/Desktop/Cross-Device) | 883,841 | 7,758 | 0.88% | N/A |
| 11/1-11/30 | CNTraveler.com (Native Content via Social Media) | 790,602 | 4,051 | 0.51% | N/A |
| 11/1-11/30 | SportDiver.com/ScubaDiving.com | 100,109 | 891 | 0.89% | N/A |
| DATE | MOBILE | Impressions | Clicks/Engagements | Click-through % | VCR |
| 11/1-11/30 | Facebook/Instagram (Paid Social Media Video) | 421,238 | 5,658 | 1.34% | N/A |
| 11/1-11/30 | TrailerLife Facebook & Instagram | 22,910 | 815 | 3.56% | N/A |
| 11/1-11/30 | MotorHome Facebook & Instagram | 17,558 | 190 | 1.08% | N/A |
| DATE | MOBILE | Impressions | Clicks/Engagements | Click-through % | VCR |
| 11/1-11/31 | Google Ad Words | | | | |
| | florida camping | 369 | 40 | 10.84% | N/A |
| | campground in florida | 328 | 39 | 11.89% | N/A |
| | tent camping in florida | 88 | 11 | 12.50% | N/A |
| | campgrounds in southern florida | 83 | 9 | 10.84% | N/A |
| | rv parks in fl | 59 | 8 | 13.56% | N/A |
| | best campgrounds in florida | 87 | 7 | 8.05% | N/A |
| | florida rv resorts | 45 | 6 | 13.33% | N/A |
| | florida campgrounds | 105 | 6 | 5.71% | N/A |
| | florida campgrounds on beach | 49 | 6 | 12.24% | N/A |
| | adventure kayaking | 220 | 4 | 1.82% | N/A |
| | kayaking in florida | 21 | 4 | 19.05% | N/A |
| | rv campgrounds florida beaches | 12 | 2 | 16.67% | N/A |
| | rv parks south florida | 12 | 2 | 16.67% | N/A |
| | florida rv parks and campgrounds | 30 | 2 | 6.67% | N/A |
| DECEMBER 2019 | | | | | |
| DATE | WEBSITE | Impressions | Clicks/Engagements | Click-through % | VCR |
| 12/1-12/31 | CNTraveler.com (Native Content via Social Media) | 332,651 | 7,567 | 2.27% | N/A |
| 12/1-12/31 | Adara Re-Targeting (Mobile/Tablet/Desktop/Cross-Device) | 222,247 | 950 | 0.43% | N/A |
| 12/1-12/31 | TrailerLife.com Add-On Content Package (Written Content via E-Mail) | 782,686 | 531 | 0.07% | N/A |
| 12/1-12/31 | Motorhome.com Content Add-On Package (Written Content via E-Mail) | 127,476 | 182 | 0.14% | N/A |
| DATE | MOBILE | Impressions | Clicks/Engagements | Click-through % | VCR |
| 12/1-12/31 | Facebook/Instagram (Paid Social Media) | 437,870 | 12,630 | 2.88% | N/A |
| DATE | MOBILE | Impressions | Clicks/Engagements | Click-through % | VCR |
| 12/1-12/31 | Google Ad Words | | | | |
| | florida camping | 2,243 | 233 | 10.39% | N/A |
| | campground in florida | 1,922 | 232 | 12.07% | N/A |
| | tent camping in florida | 556 | 81 | 14.57% | N/A |
| | campgrounds in southern florida | 506 | 59 | 11.66% | N/A |
| | "florida campgrounds" | 658 | 58 | 8.81% | N/A |
| | best campgrounds in florida | 525 | 51 | 9.71% | N/A |
| | rv parks in fl | 539 | 39 | 7.24% | N/A |
| | adventure kayaking | 837 | 28 | 3.35% | N/A |
| | florida rv resorts | 402 | 22 | 5.47% | N/A |
| | florida rv parks and campgrounds | 265 | 19 | 7.17% | N/A |
| | florida campgrounds on beach | 209 | 14 | 6.70% | N/A |
| | kayaking in florida | 141 | 14 | 9.93% | N/A |
| | best rv campground in florida | 189 | 13 | 6.88% | N/A |
| | best places to kayak in florida | 144 | 10 | 6.94% | N/A |
| | rv campgrounds florida beaches | 128 | 10 | 7.81% | N/A |
| | places to kayak in florida | 116 | 9 | 7.76% | N/A |
| | kayak in florida | 159 | 8 | 5.03% | N/A |
| | rv resorts in south florida | 97 | 7 | 7.22% | N/A |
| | rv parks south florida | 81 | 5 | 6.17% | N/A |

Average Industry Standards:
 - Display ads: 0.08% CTR
 - Mobile ads: 0.25 - 0.30% CTR
 - Video: 65% VCR



The Florida Keys and Key West
Internet Response Report
2019/2020

| | | | | | |
|--------------------------------------|--|--------------------|---------------------------|------------------------|------------|
| kayaking florida | | 96 | 3 | 3.13% | N/A |
| florida kayaking | | 48 | 2 | 4.17% | N/A |
| beachfront rv parks florida | | 45 | 2 | 4.44% | N/A |
| florida kayak tours | | 40 | 2 | 5.00% | N/A |
| where to kayak in florida | | 20 | 2 | 10.00% | N/A |
| best kayaking in florida | | 17 | 2 | 11.76% | N/A |
| canoe trips florida | | 6 | 2 | 33.33% | N/A |
| kayak tours florida | | 65 | 1 | 1.54% | N/A |
| florida family campgrounds | | 40 | 1 | 2.50% | N/A |
| canoeing in florida | | 30 | 1 | 3.33% | N/A |
| cabin rentals in florida state parks | | 26 | 1 | 3.85% | N/A |
| oceanfront campgrounds florida | | 24 | 1 | 4.17% | N/A |
| canoe in florida | | 21 | 1 | 4.76% | N/A |
| canoe trips in florida | | 11 | 1 | 9.09% | N/A |
| canoe florida | | 10 | 1 | 10.00% | N/A |
| florida campgrounds near beach | | 7 | 1 | 14.29% | N/A |
| JANUARY 2020 | | | | | |
| | | | | | |
| DATE | WEBSITE | Impressions | Clicks/Engagements | Click-through % | VCR |
| 1/1-1/31 | Nativo (Native Content Article Promo) | 607,612 | 4,833 | 0.80% | N/A |
| 1/1-1/31 | Good Sam Digital Blog Post (10x Posts) | N/A | 2,493 | N/A | N/A |
| 1/1-1/31 | Adara Re-Targeting (Mobile/Tablet/Desktop/Cross-Device) | 714,611 | 562 | 0.08% | N/A |
| 1/6-1/31 | Tremor Video (Mobile/Tablet/Desktop) | 288,385 | 275 | 0.09% | 78.31% |
| | MOBILE | Impressions | Clicks/Engagements | Click-through % | VCR |
| 1/1-1/31 | Facebook/Instagram Sponsored Ad | 351,653 | 3,342 | 0.95% | N/A |
| 1/1-1/31 | Motorhome.com (Digital Content Facebook) | 14,007 | 574 | 4.10% | N/A |
| 1/1-1/31 | TrailerLife.com (Digital Content Facebook) | 18,403 | 463 | 2.52% | N/A |
| | Google Ad Words | Impressions | Clicks/Engagements | Click-through % | VCR |
| 1/1-1/31 | florida camping | 2,206 | 203 | 9.20% | N/A |
| | campground in florida | 1,850 | 170 | 9.19% | N/A |
| | "florida campgrounds" | 639 | 59 | 9.23% | N/A |
| | tent camping in florida | 423 | 49 | 11.58% | N/A |
| | florida campgrounds on beach | 493 | 48 | 9.74% | N/A |
| | campgrounds in southern florida | 558 | 46 | 8.24% | N/A |
| | best campgrounds in florida | 518 | 37 | 7.14% | N/A |
| | adventure kayaking | 644 | 25 | 3.88% | N/A |
| | kayak in florida | 189 | 13 | 6.88% | N/A |
| | kayaking in florida | 262 | 9 | 3.44% | N/A |
| | kayaking florida | 176 | 9 | 5.11% | N/A |
| | florida campgrounds near beach | 70 | 8 | 11.43% | N/A |
| | rv parks in fl | 110 | 6 | 5.45% | N/A |
| | florida rv resorts | 143 | 5 | 3.50% | N/A |
| | florida kayaking | 126 | 5 | 3.97% | N/A |
| | rv parks south florida | 37 | 5 | 13.51% | N/A |
| | best places to kayak in florida | 91 | 4 | 4.40% | N/A |
| | canoeing in florida | 49 | 4 | 8.16% | N/A |
| | rv campgrounds florida beaches | 42 | 4 | 9.52% | N/A |
| | florida rv parks and campgrounds | 70 | 3 | 4.29% | N/A |
| | places to kayak in florida | 70 | 2 | 2.86% | N/A |
| | best rv campground in florida | 58 | 2 | 3.45% | N/A |
| | cabin rentals in florida state parks | 38 | 2 | 5.26% | N/A |
| | rv resorts in south florida | 24 | 2 | 8.33% | N/A |
| | oceanfront campgrounds florida | 30 | 1 | 3.33% | N/A |
| | places to go kayaking in florida | 21 | 1 | 4.76% | N/A |
| | best canoeing in florida | 6 | 1 | 16.67% | N/A |
| | st petersburg florida campgrounds | 3 | 1 | 33.33% | N/A |
| FEBRUARY 2020 | | | | | |
| | | | | | |
| DATE | WEBSITE | Impressions | Clicks/Engagements | Click-through % | VCR |
| 2/1-2/29 | RV Navigator Newsletter | 137,218 | 23,159 | 3.61% | N/A |
| 2/3-2/29 | SportFishing.com/SaltwaterSportsman.com | 102,467 | 500 | 0.49% | N/A |
| 2/1-2/29 | Adara Re-Targeting (Mobile/Tablet/Desktop/Cross-Device) | 695,967 | 424 | 0.06% | N/A |
| 2/1-2/29 | Tremor Video (Mobile/Tablet/Desktop) | 271,584 | 239 | 0.09% | 79.29% |
| 2/3-2/29 | OutsideOnline.com (Native Content Story) | 120,534 | 238 | 0.20% | N/A |
| 2/1-2/29 | NationalGeographic.com | 70,991 | 32 | 0.05% | 99.62% |
| | MOBILE | Impressions | Clicks/Engagements | Click-through % | VCR |
| 2/1-2/29 | Facebook/Instagram Video | 272,768 | 5,039 | 1.85% | N/A |
| 2/1-2/29 | Good Sam Digital Facebook Post Promotion (6x) | 32,113 | 2,135 | 6.65% | N/A |
| 2/3-2/29 | SportFishing.com/SaltwaterSportsman.com (Custom FB Post) | 373,310 | 1,410 | 0.38% | N/A |
| | Google Ad Words | Impressions | Clicks/Engagements | Click-through % | VCR |
| 2/1-2/29 | florida camping | 2,206 | 203 | 9.20% | N/A |
| | campground in florida | 1,850 | 170 | 9.19% | N/A |
| | adventure kayaking | 644 | 25 | 3.88% | N/A |
| | "florida campgrounds" | 639 | 59 | 9.23% | N/A |
| | campgrounds in southern florida | 558 | 46 | 8.24% | N/A |
| | best campgrounds in florida | 518 | 37 | 7.14% | N/A |
| | florida campgrounds on beach | 493 | 48 | 9.74% | N/A |
| | tent camping in florida | 423 | 49 | 11.58% | N/A |

Average Industry Standards:
- Display ads: 0.08% CTR
- Mobile ads: 0.25 - 0.30% CTR
- Video: 65% VCR



The Florida Keys and Key West
Internet Response Report
2019/2020

| | | | | | |
|--------------------------------------|---|--------------------|---------------------------|------------------------|------------|
| kayaking in florida | 262 | 9 | 3.44% | N/A | |
| kayak in florida | 189 | 13 | 6.88% | N/A | |
| kayaking florida | 176 | 9 | 5.11% | N/A | |
| florida rv resorts | 143 | 5 | 3.50% | N/A | |
| florida kayaking | 126 | 5 | 3.97% | N/A | |
| rv parks in fl | 110 | 6 | 5.45% | N/A | |
| best places to kayak in florida | 91 | 4 | 4.40% | N/A | |
| places to kayak in florida | 70 | 2 | 2.86% | N/A | |
| florida rv parks and campgrounds | 70 | 3 | 4.29% | N/A | |
| florida campgrounds near beach | 70 | 8 | 11.43% | N/A | |
| best rv campground in florida | 58 | 2 | 3.45% | N/A | |
| canoeing in florida | 49 | 4 | 8.16% | N/A | |
| rv campgrounds florida beaches | 42 | 4 | 9.52% | N/A | |
| cabin rentals in florida state parks | 38 | 2 | 5.26% | N/A | |
| rv parks south florida | 37 | 5 | 13.51% | N/A | |
| oceanfront campgrounds florida | 30 | 1 | 3.33% | N/A | |
| rv resorts in south florida | 24 | 2 | 8.33% | N/A | |
| places to go kayaking in florida | 21 | 1 | 4.76% | N/A | |
| best canoeing in florida | 6 | 1 | 16.67% | N/A | |
| st petersburg florida campgrounds | 3 | 1 | 33.33% | N/A | |
| MARCH 2020 | | | | | |
| DATE | WEBSITE | Impressions | Clicks/Engagements | Click-through % | VCR |
| 3/1-3/16 | GumGum (In-Screen Video) | 229,585 | 1,221 | 0.53%% | 72.77% |
| 3/1-3/16 | SportFishing.com/SaltwaterSportsman.com | 138,023 | 787 | 0.57% | N/A |
| 3/1-3/16 | Tremor Video (Mobile/Tablet/Desktop) | 82,739 | 619 | 0.75% | 80.15% |
| 3/1-3/16 | Adara Re-Targeting (Mobile/Tablet/Desktop/Cross-Device) | 287,778 | 305 | 0.11% | N/A |
| 3/1-3/16 | RV.net | 40,002 | 24 | 0.06% | N/A |
| 3/1-3/16 | OutsideOnline.com | 7,112 | 12 | 0.17% | N/A |
| | MOBILE | Impressions | Clicks/Engagements | Click-through % | VCR |
| 3/1-3/16 | SportDiver/ScubaDiver/Islands.com Facebook Posts | 242,895 | 2,572 | 1.06% | N/A |
| 3/1-3/16 | Facebook/Instagram Sponsored Ad | 210,485 | 2,535 | 1.20% | N/A |

Average Industry Standards:
 - Display ads: 0.08% CTR
 - Mobile ads: 0.25 - 0.30% CTR
 - Video: 65% VCR

Source: 2019 IAB (Internet Advertising Bureau)

Updated by Tinsley Advertising on 4/30/20

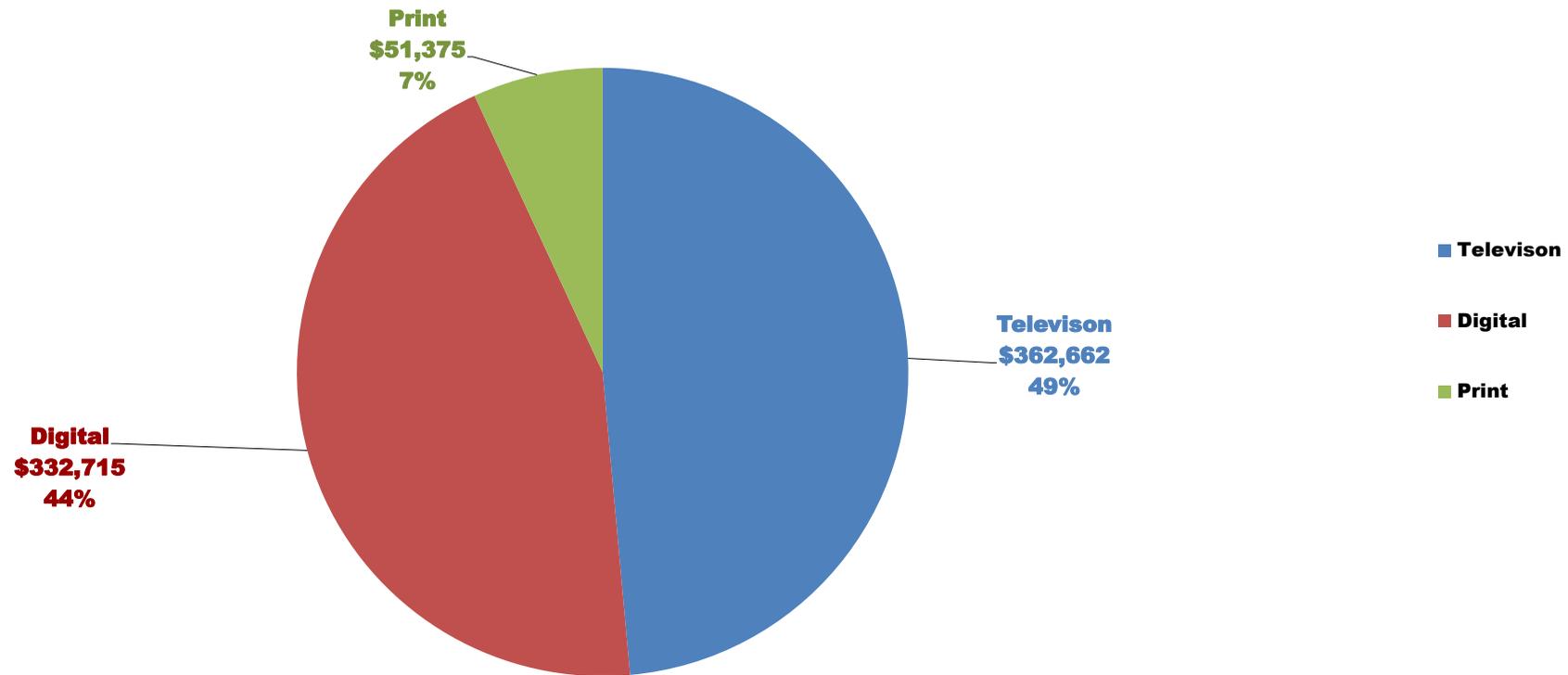
Big Pine Key
and Florida's Lower Keys

FY 2020 MEDIA PLAN

Tinsley
FULL SERVICE
ADVERTISING

| Holidays/ Events | 4th Quarter | | | 1st Quarter | | | 2nd Quarter | | | 3rd Quarter | | | GROSS TOTAL | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------------------|---|---------|---------|-------------------------|---------|---------|------------------------|---------|---------|-------------|---------|---------|-------------|--------|-------|--------|--------|--------|-------|--------|--------|--------|-------|-------|--------|--------|--------|-------|--------|--------|--------|-------|--------|--------|--------|-------|-------|--------|--------|--------|-------|--------|--------|--------|-------|--------|--------|--------|--------|-------|--------|--------|--|
| | OCT '19 | NOV '19 | DEC '19 | JAN '20 | FEB '20 | MAR '20 | APR '20 | MAY '20 | JUN '20 | JUL '20 | AUG '20 | SEP '20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| *Halloween (10/31) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| *Columbus Day (10/14) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| *X-Mas (12/25) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| *New Year's Day (1/1) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| *Art Basel (12/5-12/8) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| *Thanksgiving Day (11/28) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| *MLK Day (1/20) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| *Pres Day (2/17) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| *Easter (4/12) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| *Memorial Day (5/25) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| *Ind Day (7/4) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| *Mini-Lobster Season (7/29-7/30) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| *Lobster Season (8/6-3/31) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| *Labor Day (9/7) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Public Schools | Miami-Dade County Public Schools: Winter Break: 12/23-1/5 | | | Spring Break: 3/23-3/29 | | | Summer Break: 6/4-8/16 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Public Schools | Broward County Public Schools: 12/23-1/6 | | | 3/20-3/29 | | | 6/3-8/12 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Public Schools | Palm Beach County Public Schools: 12/23-1/6 | | | 3/23-3/30 | | | 6/1-8/11 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Public Schools | Martin County Public Schools: 12/23-1/5 | | | 3/14-3/22 | | | 5/29-8/11 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Public Schools | Hillsborough County Public Schools: 12/23-1/6 | | | 3/14-3/22 | | | 5/30-8/11 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Public Schools | Pinellas County Public Schools: 12/23-1/6 | | | 3/14-3/22 | | | 6/2-8/12 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Public Schools | Orange County Public Schools: 12/23-1/6 | | | 3/13-3/22 | | | 5/28-8/11 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Public Schools | Osceola County Public Schools: 12/23-1/6 | | | 3/14-3/22 | | | 5/29-8/11 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Public Schools | Seminole County Public Schools: 12/23-1/5 | | | 3/14-3/22 | | | 5/28-8/11 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Public Schools | Duval County Public Schools: 12/23-1/6 | | | 3/14-3/22 | | | 5/30-8/11 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Weeks Begin on Mondays: | 30-Sep | 7-Oct | 14-Oct | 21-Oct | 28-Oct | 4-Nov | 11-Nov | 18-Nov | 25-Nov | 2-Dec | 9-Dec | 16-Dec | 23-Dec | 30-Dec | 6-Jan | 13-Jan | 20-Jan | 27-Jan | 3-Feb | 10-Feb | 17-Feb | 24-Feb | 2-Mar | 9-Mar | 16-Mar | 23-Mar | 30-Mar | 6-Apr | 13-Apr | 20-Apr | 27-Apr | 4-May | 11-May | 18-May | 25-May | 1-Jun | 8-Jun | 15-Jun | 22-Jun | 29-Jun | 6-Jul | 13-Jul | 20-Jul | 27-Jul | 3-Aug | 10-Aug | 17-Aug | 24-Aug | 31-Aug | 7-Sep | 14-Sep | 21-Sep | |

**DAC II BIG PINE KEY & THE FLORIDA LOWER KEYS
FY 2020 PLAN DISTRIBUTION BY MEDIA**



TOTAL MEDIA EXPENDITURE TO DATE: \$746,753



MEDIA MEMORANDUM

To: John Underwood
From: Scott Sussman
Subject: Big Pine Key (DAC II) - Reopening
Date: April 29, 2020
CC: Eric Gitlin, Danielle Salman, Emily Maier, Emily Godoy

The following provides you with a recommendation for DAC 2 regarding the use of resources to address tourism to the destination in the wake of Covid-19.

A four-phase plan has been developed to support the destination in driving business as soon as conditions warrant. This plan is based on a July 1, 2020 (working date) opening to visitors (this is a working date). If that date changes, the plan is flexible and can be adjusted. It should also be noted that this advertising activity is in addition to buys that were scheduled prior to The Lower Keys will have a strong presence. The four phases are detailed below:

Phase I - The Florida Keys are closed to visitors. No district advertising.

Phase II - Based on a July 1 (working date) opening to visitors, communication to consumers will begin on June 15 (working date) letting them know the destination will be open for visitation soon. This will be done out of Generic funds only.

Phase III – The Lower Keys open and messaging will alert potential visitors that “We are open”. This portion of the plan will begin on July 1 (working date) and will run for two-weeks.

Phase IV - On-going campaign

It is recommended that a total of \$50,000 from resources be used to support this plan. A multimedia approach is recommended. The markets selected for use are all drive markets, as fewer people will be willing to fly. Also, it is unknown how many flights will be available to South Florida.

Phase I – The Lower Keys are closed and all media is paused.

Phase II - GENERIC Media starts on June 15 (working date) to alert potential visitors that the Keys will be opening in two weeks on July 1. The plan would utilize television and digital/social media.

Phase III - The Lower Keys will be open and an advertising campaign will alert the public that it is time to visit the destination. There should be pent-up demand for travel, so it is important that the Lower Keys have a louder voice than other

destinations as there will be a tremendous amount of competition vying for their share of the business

Television

During Phase III television will continue to be used to tell the public it's time to visit the Keys. Television activity will air in the following markets:

| | | | |
|-----------------------------------|--------------------------------|---------|-----------------|
| Miami/Ft. Lauderdale Ft. Myers | Tampa/St. Pete Jacksonville | Orlando | West Palm Beach |
|-----------------------------------|--------------------------------|---------|-----------------|

A total of \$15,000 will be allocated to television during this period. This will yield more than 20 spots.

Digital/Social

A digital program will be implemented for the pre-opening. This will include advertising on a wide range of well viewed sites. Also, Facebook and Instagram will be used. Advertising again will be directed to a broader than normal audience to include those aged 25-64 with a Household Income of \$100,000+. Digital advertising will appear in the following markets:

| | | | |
|--|---|--------------------|---------------------------|
| Miami/Ft. Lauderdale Ft. Myers Charlotte | Tampa/St. Pete Jacksonville Nashville | Orlando Atlanta | West Palm Beach Dallas |
|--|---|--------------------|---------------------------|

A total of \$5,000 is recommended for this phase of the digital campaign. This campaign will deliver 300,000 impressions.

A total of \$20,000 will be budgeted for in Phase III.

Phase IV-The Keys have been open for several weeks. A sustained campaign is needed to continue to attract visitors. This phase will focus on television and digital advertising.

Television

Television advertising will be used for the remainder of the campaign to maintain the Keys voice among consumers. At this point more and more people will be willing to travel and it will be necessary to consistently persuade them to choose The Lower Keys. Television in this phase is budgeted for \$20,000. It is estimated that this will buy 20 spots.

Digital/Social Media

Digital advertising along with Social media will be placed to continue messaging the target audience and drive business through the end of the fiscal year. The budget for digital/Social is \$10,000, which will yield 300,000 impressions.

The budget for Phase IV is \$30,000.

Budget Summary

| | |
|-----------|-----------|
| Phase I | \$0 |
| Phase II | \$0 |
| Phase III | \$ 20,000 |
| Phase IV | \$ 30,000 |
| Total | \$ 50,000 |

| | |
|----------|-----------|
| Phase IV | \$ 30,000 |
| Total | \$ 50,000 |



H.1

Monthly District & Tier Overview Report

For the month of: March 2020

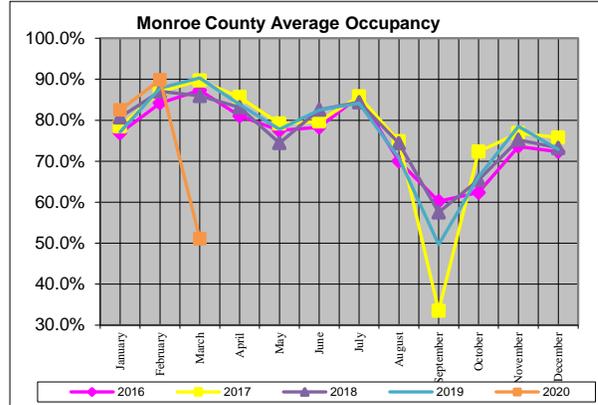
| | Current Month - March 2020 vs March 2019 | | | | | | | | | Year to Date - March 2020 vs March 2019 | | | | | | | | |
|------------------------------------|--|-------|--------|--------|--------|--------|--------------------------------|-------|--------|---|-------|--------|--------|--------|--------|------------------------------|------|--------|
| | Occ % | | ADR | | RevPAR | | Percent Change from March 2019 | | | Occ % | | ADR | | RevPAR | | Percent Change from YTD 2019 | | |
| | 2020 | 2019 | 2020 | 2019 | 2020 | 2019 | Occ | ADR | RevPAR | 2020 | 2019 | 2020 | 2019 | 2020 | 2019 | Occ | ADR | RevPAR |
| Florida Keys | 51.1 | 90.3 | 350.76 | 367.44 | 179.22 | 331.86 | -43.4 | -4.5 | -46.0 | 73.7 | 85.0 | 341.74 | 335.05 | 252.00 | 284.94 | -13.3 | 2.0 | -11.6 |
| Florida Keys Luxury | 48.4 | 87.7 | 541.46 | 555.99 | 262.17 | 487.67 | -44.8 | -2.6 | -46.2 | 69.7 | 81.6 | 512.37 | 504.83 | 356.89 | 411.90 | -14.6 | 1.5 | -13.4 |
| Florida Keys Upscale | 48.5 | 91.5 | 442.96 | 474.25 | 214.66 | 433.84 | -47.0 | -6.6 | -50.5 | 74.1 | 87.3 | 443.59 | 436.03 | 328.74 | 380.75 | -15.1 | 1.7 | -13.7 |
| Florida Keys Midprice | 50.7 | 84.1 | 341.41 | 355.98 | 173.20 | 299.34 | -39.7 | -4.1 | -42.1 | 71.4 | 75.5 | 333.60 | 327.42 | 238.35 | 247.20 | -5.4 | 1.9 | -3.6 |
| Florida Keys Economy | 53.2 | 95.7 | 287.70 | 298.70 | 152.95 | 285.97 | -44.5 | -3.7 | -46.5 | 78.1 | 93.1 | 284.00 | 272.13 | 221.89 | 253.29 | -16.1 | 4.4 | -12.4 |
| Florida Keys Budget | 52.5 | 92.3 | 284.36 | 296.56 | 149.42 | 273.67 | -43.1 | -4.1 | -45.4 | 74.6 | 87.5 | 273.36 | 268.93 | 204.04 | 235.21 | -14.7 | 1.6 | -13.3 |
| Key West | 51.9 | 95.0 | 374.02 | 385.73 | 194.30 | 366.63 | -45.3 | -3.0 | -47.0 | 77.9 | 92.9 | 374.31 | 356.20 | 291.43 | 330.96 | -16.2 | 5.1 | -11.9 |
| Key West Luxury | 50.6 | 94.4 | 554.08 | 551.25 | 280.63 | 520.42 | -46.4 | 0.5 | -46.1 | 78.3 | 92.4 | 546.70 | 513.55 | 428.06 | 474.52 | -15.3 | 6.5 | -9.8 |
| Key West Upscale | 50.0 | 93.6 | 454.31 | 475.25 | 226.96 | 445.05 | -46.7 | -4.4 | -49.0 | 76.7 | 90.3 | 455.61 | 443.55 | 349.29 | 400.53 | -15.1 | 2.7 | -12.8 |
| Key West Midprice | 53.4 | 94.1 | 337.96 | 351.84 | 180.31 | 331.10 | -43.3 | -3.9 | -45.5 | 79.5 | 91.2 | 340.58 | 323.90 | 270.66 | 295.49 | -12.9 | 5.1 | -8.4 |
| Key West Economy | 54.0 | 97.0 | 284.98 | 297.68 | 153.92 | 288.83 | -44.3 | -4.3 | -46.7 | 79.4 | 95.7 | 286.31 | 271.74 | 227.34 | 260.02 | -17.0 | 5.4 | -12.6 |
| Key West Small Properties | 49% | 95% | 349.01 | 346.13 | 172.11 | 328.54 | -48.5 | 0.8 | -47.6 | 74.2% | 93.6% | 345.13 | 322.43 | 256.25 | 301.65 | -20.7 | 7.0 | -15.1 |
| Middle-Upper Florida Keys | 50.2 | 85.2 | 325.06 | 345.49 | 163.12 | 294.44 | -41.1 | -5.9 | -44.6 | 69.3 | 76.3 | 302.48 | 306.53 | 209.69 | 233.97 | -9.2 | -1.3 | -10.4 |
| Middle-Upper Florida Keys Luxury | 46.2 | 80.4 | 527.36 | 562.03 | 243.39 | 452.08 | -42.6 | -6.2 | -46.2 | 60.5 | 69.9 | 465.19 | 492.29 | 281.35 | 343.88 | -13.4 | -5.5 | -18.2 |
| Middle-Upper Florida Keys Upscale | | | | | | | | | | | | | | | | | | |
| Middle-Upper Florida Keys Midprice | 48.6 | 76.1 | 344.43 | 360.09 | 167.52 | 273.87 | -36.1 | -4.3 | -38.8 | 65.0 | 61.3 | 326.79 | 332.12 | 212.56 | 203.75 | 6.0 | -1.6 | 4.3 |
| Middle-Upper Florida Keys Economy | | | | | | | | | | | | | | | | | | |
| Middle-Upper Florida Keys Budget | 53.1 | 90.2 | 257.96 | 273.31 | 137.03 | 246.51 | -41.1 | -5.6 | -44.4 | 73.6 | 83.2 | 241.62 | 243.15 | 177.72 | 202.25 | -11.6 | -0.6 | -12.1 |
| Key Largo | 49.2% | 84.7% | 309.59 | 330.13 | 152.37 | 279.65 | -41.9 | -6.2 | -45.5 | 70.1% | 74.9% | 300.05 | 296.67 | 210.45 | 241.56 | -6.4 | 1.1 | -12.9 |
| Marathon | 49.5% | 86.0% | 316.56 | 353.47 | 156.85 | 303.93 | -42.4 | -10.4 | -48.4 | 68.5% | 78.8% | 293.90 | 306.55 | 201.31 | 204.32 | -13.1 | -4.1 | -1.5 |
| Islamorada | 52.5% | 83.8% | 350.57 | 369.60 | 184.03 | 309.82 | -37.4 | -5.1 | -40.6 | 69.5% | 73.2% | 326.15 | 335.77 | 226.66 | 245.7 | -5.1 | -2.9 | -7.8 |

Source 2020 Smith Travel Research, Inc./STR Global, Ltd.

The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This industry standard and is intended solely for the internal purposes of your company and should not be published in any manner unless authorized by Smith Travel Research.

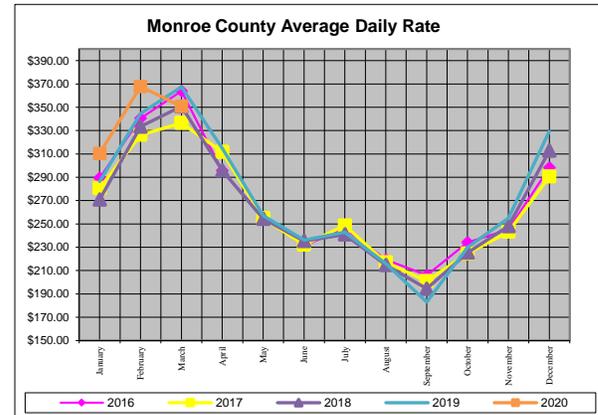
OCCUPANCY RATE

| | 2016 | 2017 | 2018 | 2019 | 2020 | % Chg |
|--------------|--------------|--------------|--------------|--------------|--------------|---------------|
| January | 76.9% | 78.4% | 80.7% | 77.1% | 82.5% | 7.0% |
| February | 84.2% | 87.0% | 87.0% | 87.9% | 89.9% | 2.3% |
| March | 87.3% | 89.7% | 86.0% | 90.3% | 51.1% | -43.4% |
| April | 81.0% | 85.6% | 83.1% | 83.8% | | |
| May | 77.5% | 79.2% | 74.4% | 77.8% | | |
| June | 78.3% | 79.7% | 82.6% | 82.5% | | |
| July | 85.8% | 85.8% | 84.4% | 84.1% | | |
| August | 70.0% | 74.8% | 74.4% | 70.7% | | |
| September | 60.2% | 33.5% | 57.5% | 49.7% | | |
| October | 62.4% | 72.3% | 65.4% | 66.2% | | |
| November | 73.6% | 76.9% | 75.2% | 78.5% | | |
| December | 72.3% | 75.8% | 73.3% | 72.9% | | |
| Total | 75.5% | 76.8% | 76.7% | 76.6% | 73.7% | -13.3% |



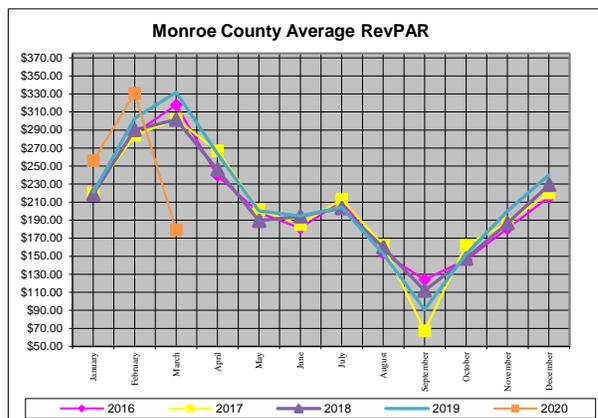
AVERAGE DAILY RATE

| | 2016 | 2017 | 2018 | 2019 | 2020 | % Chg |
|--------------|-----------------|-----------------|-----------------|-----------------|-----------------|--------------|
| January | \$289.29 | \$280.50 | \$270.83 | \$286.32 | \$310.28 | 8.4% |
| February | \$340.39 | \$326.26 | \$333.36 | \$344.65 | \$367.86 | 6.7% |
| March | \$363.86 | \$336.44 | \$350.78 | \$367.44 | \$350.76 | -4.5% |
| April | \$295.63 | \$311.70 | \$295.89 | \$314.82 | | |
| May | \$255.89 | \$254.83 | \$254.42 | \$257.29 | | |
| June | \$231.36 | \$232.15 | \$235.27 | \$236.04 | | |
| July | \$246.13 | \$248.53 | \$240.92 | \$242.98 | | |
| August | \$219.35 | \$216.99 | \$214.80 | \$215.90 | | |
| September | \$206.01 | \$200.92 | \$194.44 | \$182.99 | | |
| October | \$234.19 | \$224.47 | \$225.35 | \$229.83 | | |
| November | \$245.24 | \$243.19 | \$248.05 | \$254.89 | | |
| December | \$298.12 | \$290.52 | \$312.66 | \$329.45 | | |
| Total | \$270.46 | \$269.75 | \$266.93 | \$277.32 | \$341.74 | 2.0% |



RevPAR

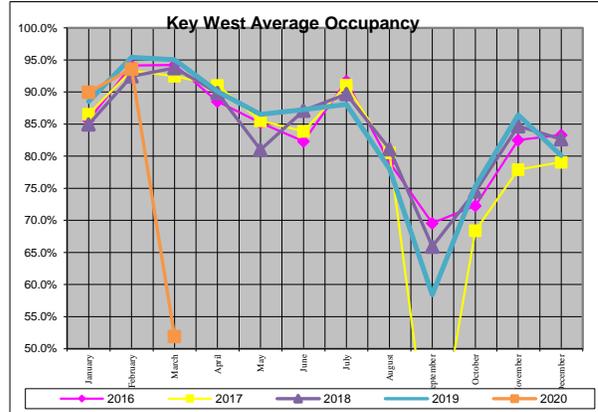
| | 2016 | 2017 | 2018 | 2019 | 2020 | % Chg |
|--------------|-----------------|-----------------|-----------------|-----------------|-----------------|---------------|
| January | \$222.29 | \$220.03 | \$218.63 | \$220.77 | \$256.00 | 16.0% |
| February | \$286.50 | \$283.91 | \$290.16 | \$302.80 | \$330.62 | 9.2% |
| March | \$317.67 | \$301.77 | \$301.51 | \$331.86 | \$179.22 | -46.0% |
| April | \$239.57 | \$266.96 | \$245.98 | \$263.95 | | |
| May | \$198.30 | \$201.72 | \$189.36 | \$200.15 | | |
| June | \$181.12 | \$185.04 | \$194.26 | \$194.71 | | |
| July | \$211.29 | \$213.24 | \$203.36 | \$204.44 | | |
| August | \$153.51 | \$162.38 | \$159.74 | \$152.71 | | |
| September | \$124.07 | \$67.33 | \$111.87 | \$90.87 | | |
| October | \$146.04 | \$162.35 | \$147.46 | \$152.08 | | |
| November | \$180.50 | \$186.95 | \$186.56 | \$200.08 | | |
| December | \$215.62 | \$220.15 | \$229.07 | \$240.08 | | |
| Total | \$207.28 | \$204.73 | \$212.53 | \$212.53 | \$252.00 | -11.6% |



Prior year performance numbers may be updated with current data due to new participants providing their historic information and/or past participants providing updated prior year performance numbers.

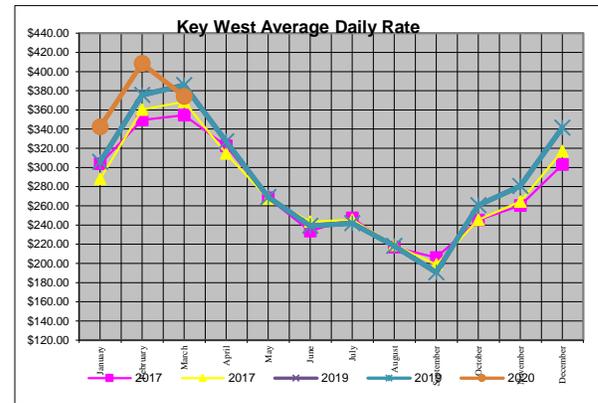
OCCUPANCY RATE

| | 2016 | 2017 | 2018 | 2019 | 2020 | % Chg |
|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| January | 85.6% | 86.6% | 85.0% | 88.5% | 90.0% | 1.7% |
| February | 94.1% | 93.3% | 92.5% | 95.4% | 93.6% | -1.9% |
| March | 94.2% | 92.5% | 93.8% | 95.0% | 51.9% | -45.3% |
| April | 88.5% | 91.0% | 89.9% | 90.1% | | |
| May | 85.2% | 85.5% | 81.0% | 86.5% | | |
| June | 82.3% | 83.9% | 87.1% | 87.3% | | |
| July | 91.7% | 91.1% | 89.7% | 88.1% | | |
| August | 79.0% | 80.6% | 81.1% | 78.0% | | |
| September | 69.6% | 29.8% | 65.9% | 58.4% | | |
| October | 72.3% | 68.4% | 74.5% | 75.3% | | |
| November | 82.5% | 77.9% | 84.7% | 86.4% | | |
| December | 83.3% | 79.1% | 82.7% | 80.1% | | |
| Total | 83.6% | 79.9% | 83.9% | 84.2% | 91.7% | -0.1% |



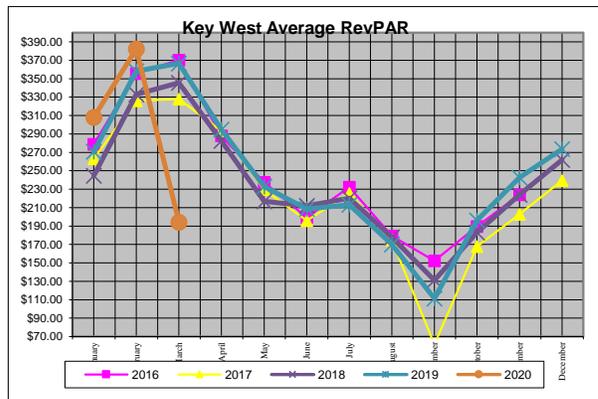
AVERAGE DAILY RATE

| | 2017 | 2018 | 2019 | 2019 | 2020 | % Chg |
|--------------|-----------------|-----------------|-----------------|-----------------|-----------------|-------------|
| January | \$303.93 | \$288.05 | \$305.62 | \$305.87 | \$342.23 | 11.9% |
| February | \$349.38 | \$360.11 | \$375.63 | \$375.33 | \$408.44 | 8.8% |
| March | \$354.54 | \$368.54 | \$385.96 | \$385.73 | \$374.02 | -3.0% |
| April | \$322.40 | \$314.41 | \$327.16 | \$327.16 | | |
| May | \$268.25 | \$267.51 | \$268.99 | \$268.99 | | |
| June | \$233.48 | \$243.38 | \$238.99 | \$238.99 | | |
| July | \$247.41 | \$245.56 | \$241.88 | \$241.88 | | |
| August | \$216.76 | \$219.18 | \$218.13 | \$218.13 | | |
| September | \$206.08 | \$198.82 | \$190.67 | \$190.67 | | |
| October | \$245.22 | \$245.37 | \$260.44 | \$260.44 | | |
| November | \$260.20 | \$264.41 | \$280.78 | \$280.78 | | |
| December | \$303.02 | \$316.94 | \$341.38 | \$341.38 | | |
| Total | \$291.03 | \$281.38 | \$280.23 | \$291.52 | \$374.31 | 5.1% |



RevPAR

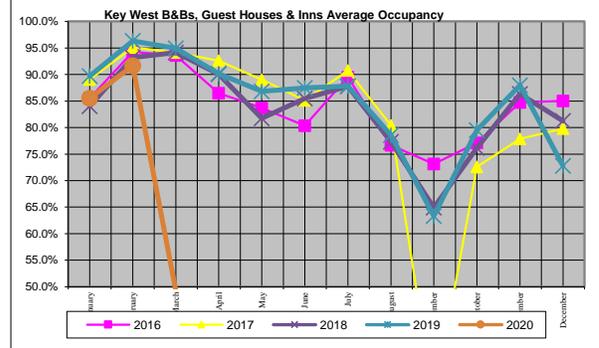
| | 2016 | 2017 | 2018 | 2019 | 2020 | % Chg |
|--------------|-----------------|-----------------|-----------------|-----------------|-----------------|---------------|
| January | \$278.65 | \$263.06 | \$244.72 | \$270.78 | \$307.99 | 13.7% |
| February | \$355.57 | \$326.08 | \$332.94 | \$358.09 | \$382.40 | 6.8% |
| March | \$370.39 | \$327.89 | \$345.53 | \$366.63 | \$194.30 | -47.0% |
| April | \$287.84 | \$293.52 | \$282.59 | \$294.80 | | |
| May | \$237.58 | \$229.47 | \$216.71 | \$232.76 | | |
| June | \$199.32 | \$195.87 | \$212.01 | \$208.53 | | |
| July | \$232.40 | \$225.31 | \$220.28 | \$213.02 | | |
| August | \$179.31 | \$174.64 | \$177.77 | \$170.19 | | |
| September | \$152.20 | \$61.42 | \$131.09 | \$111.36 | | |
| October | \$189.60 | \$167.81 | \$182.85 | \$196.20 | | |
| November | \$224.08 | \$202.72 | \$223.97 | \$242.72 | | |
| December | \$263.18 | \$239.63 | \$261.96 | \$273.50 | | |
| Total | \$243.32 | \$224.85 | \$234.99 | \$245.40 | \$291.43 | -11.9% |



Prior year performance numbers may be updated with current data due to new participants providing their historic information and/or past participants providing updated prior year performance numbers.

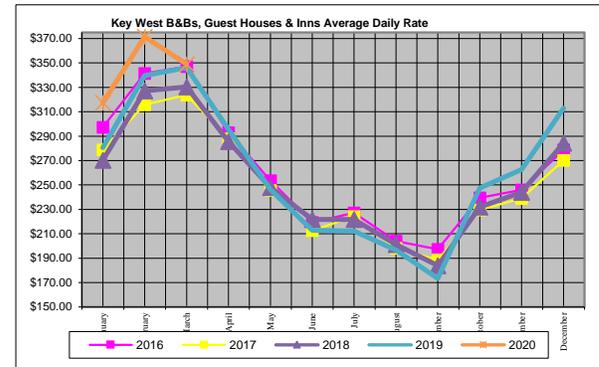
OCCUPANCY RATE

| | 2016 | 2017 | 2018 | 2019 | 2020 | % Chg |
|--------------|--------------|--------------|--------------|--------------|--------------|---------------|
| January | 85.5% | 89.1% | 84.1% | 89.7% | 85.5% | -4.6% |
| February | 94.3% | 95.1% | 93.2% | 96.3% | 91.6% | -4.8% |
| March | 93.6% | 94.1% | 94.1% | 94.9% | 49.3% | -48.0% |
| April | 86.5% | 92.6% | 90.0% | 90.1% | | |
| May | 83.7% | 89.0% | 81.7% | 86.8% | | |
| June | 80.3% | 85.1% | 85.5% | 87.4% | | |
| July | 89.5% | 90.7% | 87.8% | 87.8% | | |
| August | 76.7% | 80.4% | 77.3% | 78.6% | | |
| September | 73.1% | 28.3% | 64.9% | 63.4% | | |
| October | 77.1% | 72.6% | 76.2% | 79.5% | | |
| November | 84.7% | 77.9% | 86.3% | 88.0% | | |
| December | 85.0% | 79.8% | 81.2% | 72.8% | | |
| Total | 83.1% | 80.8% | 83.4% | 84.7% | 74.2% | -20.6% |



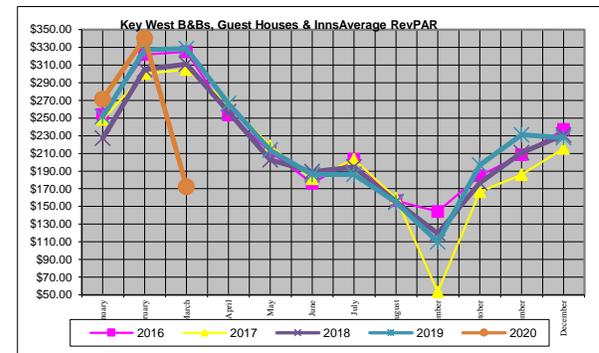
AVERAGE DAILY RATE

| | 2016 | 2017 | 2018 | 2019 | 2020 | % Chg |
|--------------|-----------------|-----------------|-----------------|-----------------|-----------------|-------------|
| January | \$297.28 | \$278.88 | \$270.12 | \$280.63 | \$317.33 | 13.1% |
| February | \$341.53 | \$315.91 | \$327.13 | \$339.68 | \$371.47 | 9.4% |
| March | \$347.07 | \$323.75 | \$330.36 | \$346.13 | \$349.01 | 0.8% |
| April | \$292.90 | \$287.87 | \$285.56 | \$295.51 | | |
| May | \$253.47 | \$245.47 | \$247.89 | \$246.27 | | |
| June | \$219.34 | \$212.64 | \$221.63 | \$212.76 | | |
| July | \$227.22 | \$224.00 | \$221.73 | \$212.22 | | |
| August | \$204.02 | \$198.17 | \$201.15 | \$196.69 | | |
| September | \$197.27 | \$188.62 | \$183.87 | \$173.37 | | |
| October | \$239.49 | \$229.49 | \$231.88 | \$247.54 | | |
| November | \$246.00 | \$239.00 | \$244.07 | \$262.65 | | |
| December | \$278.82 | \$270.22 | \$284.28 | \$312.85 | | |
| Total | \$256.13 | \$256.74 | \$257.15 | \$264.79 | \$345.13 | 7.0% |



RevPAR

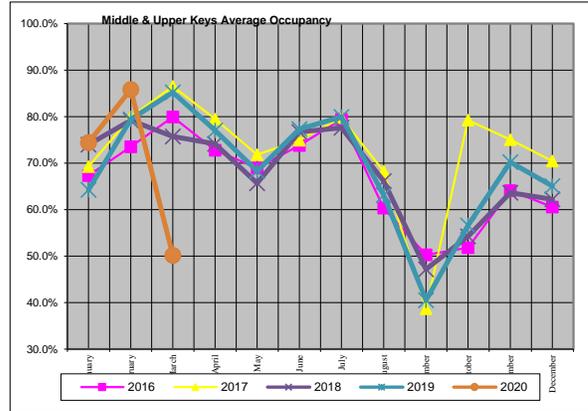
| | 2016 | 2017 | 2018 | 2019 | 2020 | % Chg |
|--------------|-----------------|-----------------|-----------------|-----------------|-----------------|---------------|
| January | \$254.06 | \$248.39 | \$227.04 | \$251.70 | \$271.47 | 7.9% |
| February | \$321.92 | \$300.41 | \$304.91 | \$327.17 | \$340.45 | 4.1% |
| March | \$324.84 | \$304.72 | \$310.99 | \$328.54 | \$172.11 | -47.6% |
| April | \$253.32 | \$266.51 | \$257.08 | \$266.34 | | |
| May | \$212.12 | \$218.44 | \$202.64 | \$213.82 | | |
| June | \$176.20 | \$181.05 | \$189.40 | \$186.06 | | |
| July | \$203.32 | \$203.26 | \$194.60 | \$186.32 | | |
| August | \$156.41 | \$159.32 | \$155.51 | \$154.55 | | |
| September | \$144.27 | \$53.40 | \$119.34 | \$109.84 | | |
| October | \$184.64 | \$166.53 | \$176.68 | \$196.81 | | |
| November | \$208.48 | \$186.07 | \$210.67 | \$231.08 | | |
| December | \$237.13 | \$215.62 | \$230.91 | \$227.72 | | |
| Total | \$212.85 | \$207.48 | \$214.48 | \$224.41 | \$256.25 | -15.0% |



Prior year performance numbers may be updated with current data due to new participants providing their historic information and/or past participants providing updated prior year performance numbers.

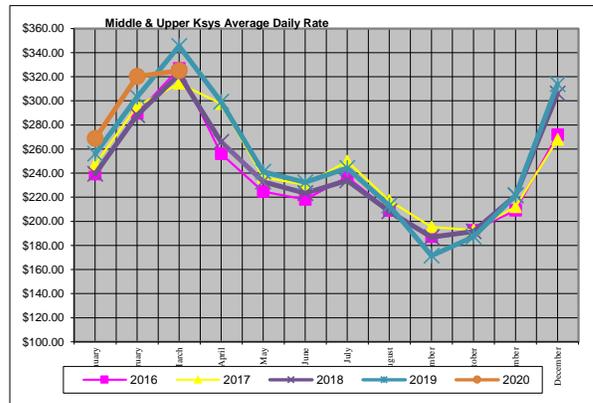
OCCUPANCY RATE

| | 2016 | 2017 | 2018 | 2019 | 2020 | % Chg |
|--------------|--------------|--------------|--------------|--------------|--------------|---------------|
| January | 67.3% | 69.3% | 74.0% | 64.2% | 74.4% | 15.9% |
| February | 73.5% | 79.9% | 79.2% | 79.4% | 85.8% | 8.1% |
| March | 79.9% | 86.5% | 75.7% | 85.2% | 50.2% | -41.1% |
| April | 72.8% | 79.4% | 74.1% | 77.0% | | |
| May | 69.0% | 71.8% | 65.7% | 68.3% | | |
| June | 73.8% | 74.9% | 76.7% | 77.3% | | |
| July | 79.4% | 79.8% | 77.6% | 79.9% | | |
| August | 60.3% | 68.2% | 66.1% | 63.1% | | |
| September | 50.3% | 38.7% | 47.2% | 40.5% | | |
| October | 51.8% | 79.2% | 54.3% | 56.6% | | |
| November | 64.1% | 75.0% | 63.6% | 70.2% | | |
| December | 60.6% | 70.4% | 62.2% | 65.1% | | |
| Total | 66.8% | 72.9% | 67.5% | 68.6% | 69.3% | -9.2% |



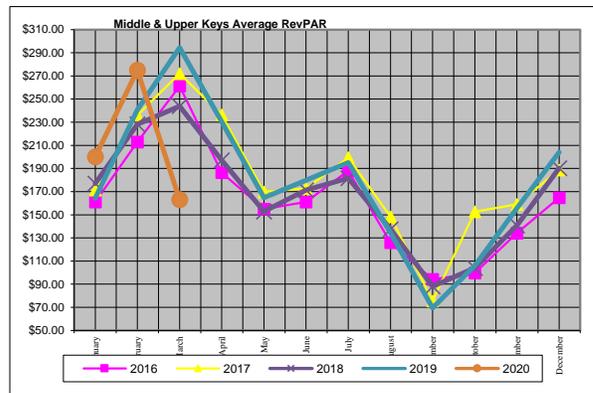
AVERAGE DAILY RATE

| | 2016 | 2017 | 2018 | 2019 | 2020 | % Chg |
|--------------|-----------------|-----------------|-----------------|-----------------|-----------------|--------------|
| January | \$239.24 | \$247.38 | \$239.31 | \$255.93 | \$268.70 | 5.0% |
| February | \$289.51 | \$295.56 | \$288.12 | \$303.28 | \$320.23 | 5.6% |
| March | \$326.93 | \$314.46 | \$321.98 | \$345.49 | \$325.06 | -5.9% |
| April | \$256.12 | \$297.65 | \$265.96 | \$299.13 | | |
| May | \$224.70 | \$236.49 | \$232.88 | \$241.17 | | |
| June | \$218.19 | \$230.44 | \$223.33 | \$232.46 | | |
| July | \$236.78 | \$249.98 | \$233.99 | \$244.29 | | |
| August | \$208.86 | \$217.31 | \$208.22 | \$213.03 | | |
| September | \$187.25 | \$195.33 | \$186.87 | \$171.44 | | |
| October | \$192.40 | \$192.73 | \$191.61 | \$187.30 | | |
| November | \$209.17 | \$211.93 | \$221.44 | \$221.61 | | |
| December | \$271.88 | \$267.86 | \$305.94 | \$313.65 | | |
| Total | \$242.65 | \$253.52 | \$245.61 | \$258.70 | \$302.48 | -1.3% |



RevPAR

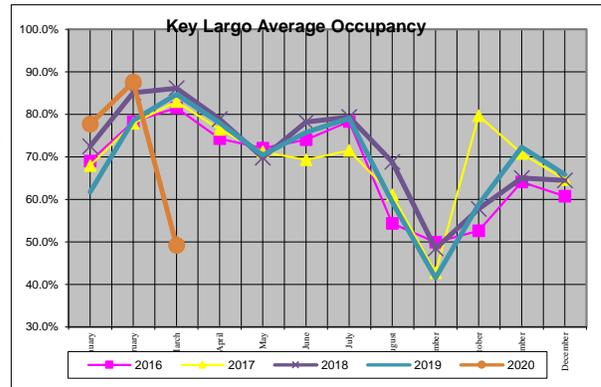
| | 2016 | 2017 | 2018 | 2019 | 2020 | % Chg |
|--------------|-----------------|-----------------|-----------------|-----------------|-----------------|---------------|
| January | \$161.12 | \$171.35 | \$177.05 | \$164.39 | \$200.04 | 21.7% |
| February | \$212.90 | \$236.01 | \$228.18 | \$240.77 | \$274.90 | 14.2% |
| March | \$261.25 | \$272.09 | \$243.85 | \$294.44 | \$163.12 | -44.6% |
| April | \$186.38 | \$236.47 | \$197.19 | \$230.39 | | |
| May | \$154.99 | \$169.87 | \$152.90 | \$164.70 | | |
| June | \$161.05 | \$172.62 | \$171.26 | \$179.79 | | |
| July | \$188.01 | \$199.39 | \$181.52 | \$195.20 | | |
| August | \$126.04 | \$148.29 | \$137.70 | \$134.42 | | |
| September | \$94.10 | \$75.61 | \$88.14 | \$69.48 | | |
| October | \$99.65 | \$152.69 | \$104.00 | \$106.02 | | |
| November | \$134.07 | \$159.03 | \$140.89 | \$155.57 | | |
| December | \$164.73 | \$188.69 | \$190.25 | \$204.11 | | |
| Total | \$162.08 | \$184.90 | \$165.71 | \$177.42 | \$209.69 | -10.4% |



Prior year performance numbers may be updated with current data due to new participants providing their historic information and/or past participants providing updated prior year performance numbers.

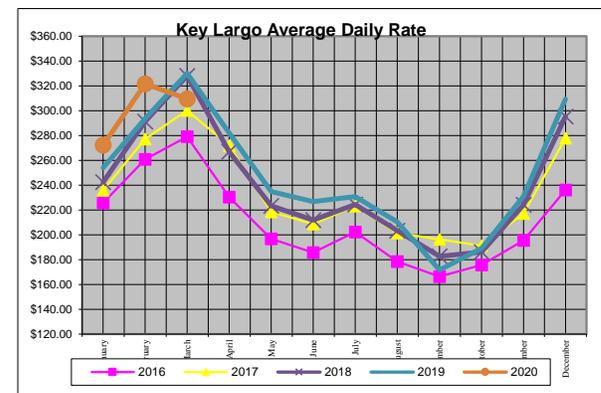
OCCUPANCY RATE

| | 2016 | 2017 | 2018 | 2019 | 2020 | % Chg |
|--------------|--------------|--------------|--------------|--------------|--------------|---------------|
| January | 69.0% | 67.9% | 72.5% | 61.7% | 77.7% | 25.9% |
| February | 78.3% | 77.9% | 85.1% | 78.5% | 87.6% | 11.5% |
| March | 81.5% | 83.0% | 86.1% | 84.7% | 49.2% | -41.9% |
| April | 74.3% | 76.5% | 78.9% | 78.0% | | |
| May | 72.0% | 71.2% | 69.8% | 70.4% | | |
| June | 74.0% | 69.3% | 78.2% | 75.8% | | |
| July | 78.3% | 71.5% | 79.4% | 79.1% | | |
| August | 54.4% | 61.1% | 68.8% | 59.4% | | |
| September | 49.9% | 42.7% | 48.4% | 41.5% | | |
| October | 52.6% | 79.7% | 57.8% | 58.8% | | |
| November | 64.1% | 70.8% | 65.0% | 72.3% | | |
| December | 60.8% | 64.7% | 64.5% | 65.8% | | |
| Total | 66.9% | 69.7% | 71.1% | 68.4% | 70.1% | -6.3% |



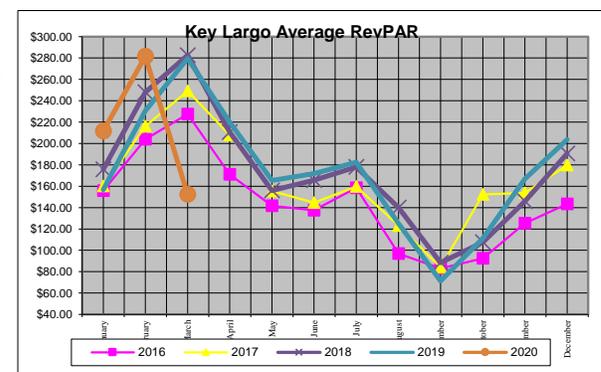
AVERAGE DAILY RATE

| | 2016 | 2017 | 2018 | 2019 | 2020 | % Chg |
|--------------|-----------------|-----------------|-----------------|-----------------|-----------------|--------------|
| January | \$225.72 | \$235.82 | \$242.60 | \$253.93 | \$272.23 | 7.2% |
| February | \$260.72 | \$277.30 | \$291.23 | \$293.69 | \$321.63 | 9.5% |
| March | \$279.05 | \$300.28 | \$328.16 | \$330.13 | \$309.59 | -6.2% |
| April | \$230.49 | \$271.81 | \$267.06 | \$282.12 | | |
| May | \$196.73 | \$218.39 | \$223.40 | \$234.78 | | |
| June | \$185.61 | \$208.73 | \$211.83 | \$226.76 | | |
| July | \$202.34 | \$223.18 | \$224.37 | \$230.81 | | |
| August | \$178.38 | \$201.50 | \$203.40 | \$210.48 | | |
| September | \$166.37 | \$196.39 | \$182.63 | \$171.64 | | |
| October | \$175.61 | \$191.16 | \$186.05 | \$189.19 | | |
| November | \$195.52 | \$217.28 | \$224.16 | \$231.01 | | |
| December | \$236.07 | \$277.94 | \$295.40 | \$309.40 | | |
| Total | \$215.77 | \$238.51 | \$244.19 | \$252.18 | \$300.05 | 1.1% |



RevPAR

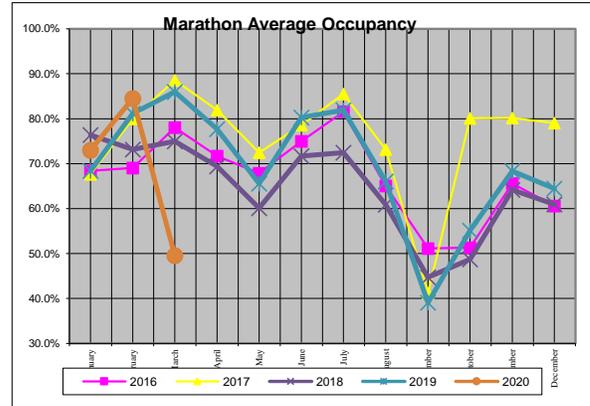
| | 2016 | 2017 | 2018 | 2019 | 2020 | % Chg |
|--------------|-----------------|-----------------|-----------------|-----------------|-----------------|---------------|
| January | \$155.82 | \$160.20 | \$175.80 | \$156.71 | \$211.55 | 35.0% |
| February | \$204.03 | \$216.00 | \$247.85 | \$230.69 | \$281.67 | 22.1% |
| March | \$227.49 | \$249.19 | \$282.64 | \$279.65 | \$152.37 | -45.5% |
| April | \$171.14 | \$207.85 | \$210.64 | \$220.03 | | |
| May | \$141.67 | \$155.47 | \$155.90 | \$165.38 | | |
| June | \$137.38 | \$144.69 | \$165.69 | \$171.81 | | |
| July | \$158.48 | \$159.57 | \$178.04 | \$182.53 | | |
| August | \$96.97 | \$123.07 | \$139.98 | \$124.99 | | |
| September | \$83.04 | \$83.93 | \$88.42 | \$71.29 | | |
| October | \$92.34 | \$152.35 | \$107.45 | \$111.32 | | |
| November | \$125.27 | \$153.87 | \$145.74 | \$166.94 | | |
| December | \$143.43 | \$179.72 | \$190.51 | \$203.66 | | |
| Total | \$144.30 | \$166.28 | \$173.68 | \$172.45 | \$210.45 | -5.3% |



Prior year performance numbers may be updated with current data due to new participants providing their historic information and/or past participants providing updated prior year performance numbers.

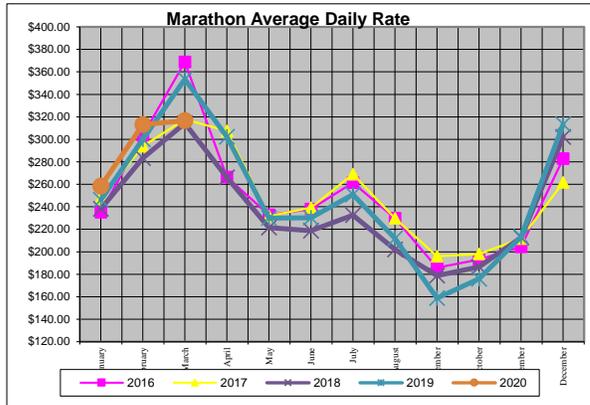
OCCUPANCY RATE

| | 2016 | 2017 | 2018 | 2019 | 2020 | % Chg |
|--------------|--------------|--------------|--------------|--------------|--------------|---------------|
| January | 68.4% | 67.6% | 76.4% | 68.4% | 73.0% | 6.7% |
| February | 69.1% | 80.0% | 73.2% | 81.2% | 84.5% | 4.1% |
| March | 78.0% | 88.6% | 75.0% | 86.0% | 49.5% | -42.4% |
| April | 71.7% | 81.9% | 69.4% | 77.7% | | |
| May | 67.9% | 72.4% | 60.1% | 65.6% | | |
| June | 75.0% | 78.6% | 71.7% | 80.2% | | |
| July | 81.5% | 85.5% | 72.5% | 81.9% | | |
| August | 65.0% | 73.2% | 60.9% | 66.1% | | |
| September | 51.2% | 41.2% | 44.7% | 39.1% | | |
| October | 51.3% | 80.1% | 48.7% | 55.1% | | |
| November | 65.6% | 80.1% | 64.1% | 68.4% | | |
| December | 60.6% | 79.1% | 60.9% | 64.5% | | |
| Total | 67.2% | 75.9% | 64.0% | 69.0% | 68.5% | -13.1% |



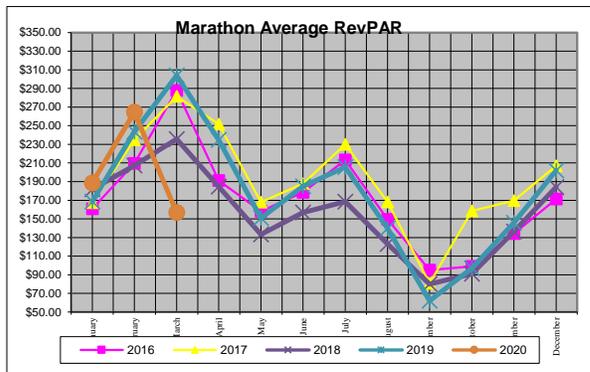
AVERAGE DAILY RATE

| | 2016 | 2017 | 2018 | 2019 | 2020 | % Chg |
|--------------|-----------------|-----------------|-----------------|-----------------|-----------------|---------------|
| January | \$235.18 | \$247.56 | \$238.12 | \$246.16 | \$258.47 | 5.0% |
| February | \$303.47 | \$293.82 | \$283.27 | \$300.02 | \$313.05 | 4.3% |
| March | \$368.82 | \$317.78 | \$314.23 | \$353.47 | \$316.56 | -10.4% |
| April | \$266.39 | \$307.53 | \$266.02 | \$302.34 | | |
| May | \$232.89 | \$231.91 | \$221.42 | \$230.02 | | |
| June | \$237.94 | \$239.05 | \$218.67 | \$230.24 | | |
| July | \$261.54 | \$268.91 | \$232.43 | \$250.93 | | |
| August | \$229.69 | \$229.76 | \$201.89 | \$211.77 | | |
| September | \$185.80 | \$196.01 | \$178.74 | \$158.73 | | |
| October | \$193.13 | \$197.99 | \$186.52 | \$175.83 | | |
| November | \$204.47 | \$211.68 | \$212.50 | \$213.20 | | |
| December | \$282.79 | \$261.71 | \$302.12 | \$313.30 | | |
| Total | \$254.19 | \$258.75 | \$240.55 | \$257.02 | \$293.90 | -4.1% |



RevPAR

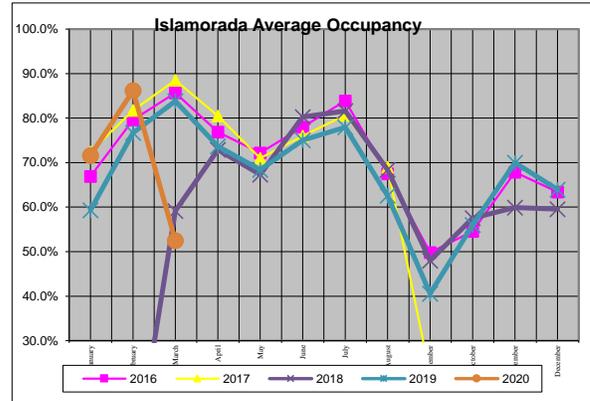
| | 2016 | 2017 | 2018 | 2019 | 2020 | % Chg |
|--------------|-----------------|-----------------|-----------------|-----------------|-----------------|---------------|
| January | \$160.85 | \$167.40 | \$181.87 | \$168.38 | \$188.60 | 12.0% |
| February | \$209.61 | \$234.92 | \$207.21 | \$243.52 | \$264.62 | 8.7% |
| March | \$287.86 | \$281.49 | \$235.69 | \$303.93 | \$156.85 | -48.4% |
| April | \$191.02 | \$251.84 | \$184.66 | \$234.79 | | |
| May | \$158.10 | \$167.98 | \$133.18 | \$150.86 | | |
| June | \$178.47 | \$187.78 | \$156.84 | \$184.76 | | |
| July | \$213.25 | \$229.94 | \$168.45 | \$205.52 | | |
| August | \$149.41 | \$168.09 | \$122.95 | \$139.94 | | |
| September | \$95.04 | \$80.81 | \$79.93 | \$62.02 | | |
| October | \$99.05 | \$158.53 | \$90.90 | \$96.95 | | |
| November | \$134.14 | \$169.63 | \$136.31 | \$145.74 | | |
| December | \$171.36 | \$206.91 | \$184.03 | \$201.92 | | |
| Total | \$179.34 | \$170.90 | \$153.94 | \$177.40 | \$201.31 | -16.7% |



Prior year performance numbers may be updated with current data due to new participants providing their historic information and/or past participants providing updated prior year performance numbers.

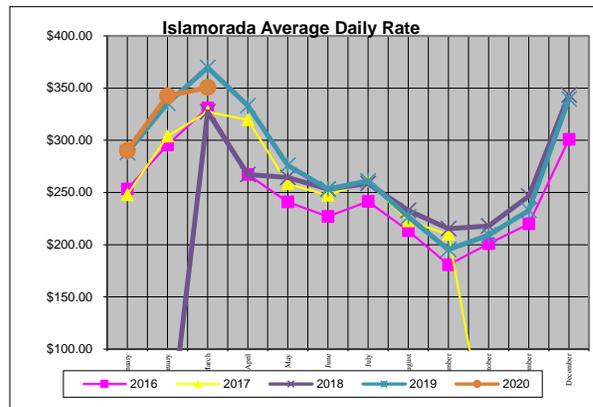
OCCUPANCY RATE

| | 2016 | 2017 | 2018 | 2019 | 2020 | % Chg |
|--------------|--------------|--------------|----------|--------------|--------------|---------------|
| January | 66.9% | 72.4% | * | 59.3% | 71.6% | 20.6% |
| February | 79.6% | 81.8% | * | 76.7% | 86.2% | 12.3% |
| March | 85.7% | 88.5% | 59.2% | 83.8% | 52.5% | -37.4% |
| April | 76.9% | 80.5% | 72.9% | 73.7% | | |
| May | 72.2% | 71.0% | 67.3% | 68.4% | | |
| June | 78.0% | 76.0% | 80.2% | 75.0% | | |
| July | 83.9% | 80.7% | 81.6% | 77.9% | | |
| August | 67.5% | 69.0% | 68.4% | 62.6% | | |
| September | 49.8% | 22.3% | 48.0% | 40.6% | | |
| October | 54.6% | * | 57.5% | 56.0% | | |
| November | 67.8% | * | 59.9% | 70.0% | | |
| December | 63.4% | * | 59.6% | 64.0% | | |
| Total | 70.9% | 71.4% | * | 67.3% | 69.5% | -5.0% |



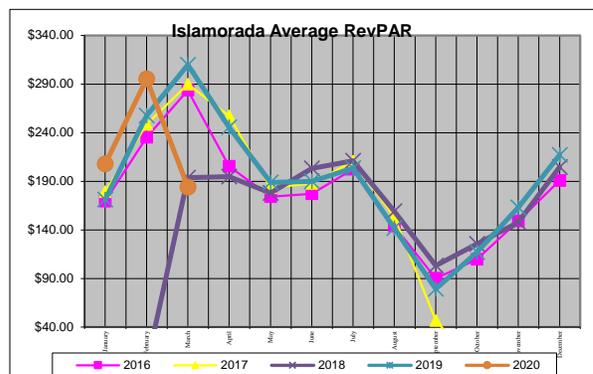
AVERAGE DAILY RATE

| | 2016 | 2017 | 2018 | 2019 | 2020 | % Chg |
|--------------|-----------------|-----------------|----------|-----------------|-----------------|--------------|
| January | \$253.33 | \$247.61 | * | \$288.22 | \$290.17 | 0.7% |
| February | \$295.59 | \$303.97 | * | \$335.56 | \$342.62 | 2.1% |
| March | \$330.99 | \$327.35 | \$327.22 | \$369.60 | \$350.57 | -5.1% |
| April | \$267.15 | \$319.59 | \$267.33 | \$333.25 | | |
| May | \$241.00 | \$258.39 | \$264.50 | \$275.94 | | |
| June | \$226.98 | \$247.13 | \$253.21 | \$253.20 | | |
| July | \$241.29 | \$260.97 | \$258.59 | \$261.23 | | |
| August | \$213.29 | \$222.59 | \$232.75 | \$226.71 | | |
| September | \$180.73 | \$209.89 | \$215.27 | \$195.27 | | |
| October | \$200.99 | * | \$217.89 | \$209.17 | | |
| November | \$219.84 | * | \$246.57 | \$232.72 | | |
| December | \$300.93 | * | \$343.39 | \$339.51 | | |
| Total | \$252.83 | \$241.78 | | \$281.92 | \$326.15 | -2.9% |



RevPAR

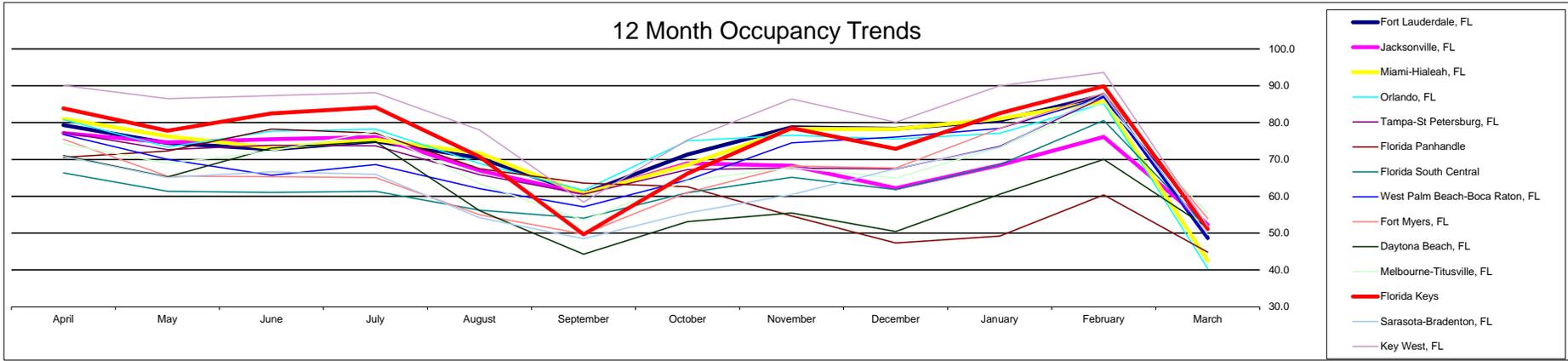
| | 2016 | 2017 | 2018 | 2019 | 2020 | % Chg |
|--------------|-----------------|-----------------|----------|-----------------|-----------------|---------------|
| January | \$169.55 | \$179.25 | * | \$171.04 | \$207.70 | 21.4% |
| February | \$235.29 | \$248.55 | * | \$257.41 | \$295.23 | 14.7% |
| March | \$283.57 | \$289.76 | \$193.57 | \$309.82 | \$184.03 | -40.6% |
| April | \$205.40 | \$257.18 | \$194.81 | \$245.54 | | |
| May | \$173.99 | \$183.44 | \$178.02 | \$188.69 | | |
| June | \$177.01 | \$187.76 | \$203.19 | \$189.94 | | |
| July | \$202.42 | \$210.55 | \$211.05 | \$203.58 | | |
| August | \$143.99 | \$153.56 | \$159.24 | \$141.82 | | |
| September | \$90.02 | \$46.75 | \$103.27 | \$79.25 | | |
| October | \$109.72 | * | \$125.36 | \$117.18 | | |
| November | \$149.13 | * | \$147.66 | \$162.85 | | |
| December | \$190.69 | * | \$204.54 | \$217.13 | | |
| Total | \$179.22 | \$172.56 | | \$189.73 | \$226.66 | -7.8% |



* Islamorada did not have enough properties submit for STR to have sufficient data to report on

Prior year performance numbers may be updated with current data due to new participants providing their historic information and/or past participants providing updated prior year performance numbers.

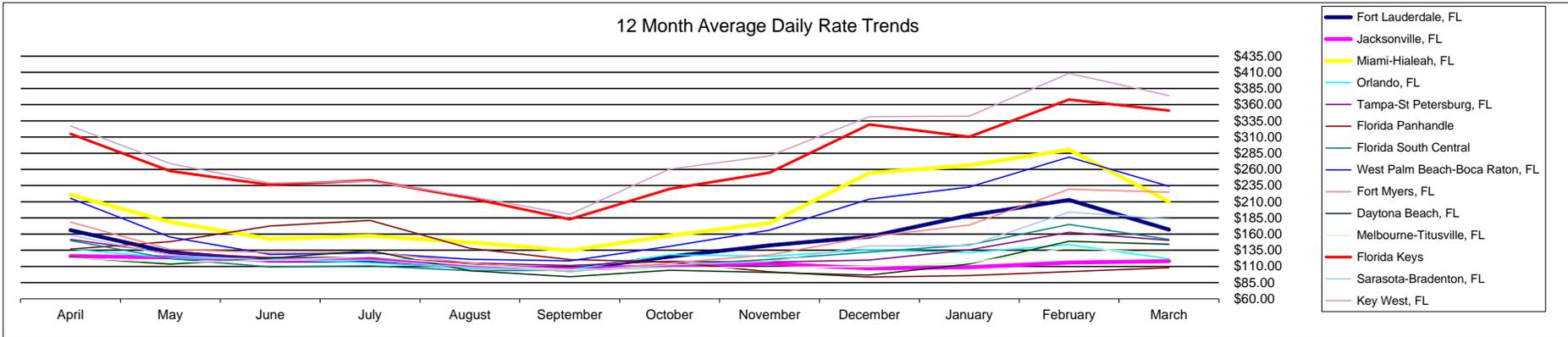
Florida Markets Comparison



| Occupancy | | | | | | | | | | | | |
|--------------------------------|-------|----------|---------|----------|----------|---------|-----------|--------|------|------|------|-------|
| | March | February | January | December | November | October | September | August | July | June | May | April |
| Fort Lauderdale, FL | 48.7 | 87.4 | 80.6 | 78.3 | 78.7 | 71.3 | 60.8 | 70.4 | 75.0 | 72.7 | 74.4 | 79.3 |
| Jacksonville, FL | 52.3 | 76.1 | 68.4 | 62.2 | 68.3 | 68.9 | 60.7 | 67.0 | 76.1 | 75.5 | 74.6 | 77.1 |
| Miami-Hialeah, FL | 42.5 | 85.8 | 81.1 | 78.2 | 78.3 | 68.6 | 60.7 | 71.7 | 75.4 | 73.1 | 76.3 | 81.0 |
| Orlando, FL | 40.4 | 85.2 | 77.1 | 75.5 | 76.5 | 75.1 | 61.6 | 68.9 | 78.2 | 77.7 | 73.3 | 80.8 |
| Tampa-St Petersburg, FL | 51.9 | 86.9 | 73.6 | 67.4 | 67.7 | 67.3 | 60.6 | 65.9 | 73.7 | 73.9 | 72.7 | 77.3 |
| Florida Panhandle | 44.8 | 60.4 | 49.2 | 47.3 | 54.7 | 62.6 | 63.6 | 67.5 | 77.1 | 78.2 | 72.3 | 70.6 |
| Florida South Central | 51.2 | 80.6 | 68.6 | 61.8 | 65.2 | 61.0 | 54.1 | 56.2 | 61.4 | 61.1 | 61.3 | 66.4 |
| West Palm Beach-Boca Raton, FL | 48.3 | 86.9 | 78.4 | 76.1 | 74.5 | 64.4 | 57.1 | 62.1 | 68.6 | 65.7 | 70.0 | 76.8 |
| Fort Myers, FL | 53.9 | 88.0 | 78.4 | 67.7 | 68.2 | 61.1 | 49.7 | 55.0 | 65.1 | 65.3 | 65.5 | 75.5 |
| Daytona Beach, FL | 51.4 | 70.0 | 60.5 | 50.4 | 55.5 | 53.1 | 44.3 | 56.1 | 74.9 | 73.1 | 65.3 | 71.0 |
| Melbourne-Titusville, FL | 55.4 | 85.4 | 73.3 | 65.0 | 67.8 | 64.2 | 53.5 | 63.5 | 77.6 | 72.3 | 68.9 | 74.3 |
| Florida Keys | 51.1 | 89.9 | 82.5 | 72.9 | 78.5 | 66.2 | 49.7 | 70.7 | 84.1 | 82.5 | 77.8 | 83.8 |
| Sarasota-Bradenton, FL | 49.6 | 87.6 | 73.4 | 67.5 | 60.5 | 55.5 | 48.5 | 54.2 | 66.0 | 66.6 | 65.1 | 70.8 |
| Key West, FL | 51.9 | 93.6 | 90.0 | 80.1 | 86.4 | 75.3 | 58.4 | 78.0 | 88.1 | 87.3 | 86.5 | 90.1 |

| Year to Date Occupancy | | | | | | | | | | | | |
|--------------------------------|-------|----------|---------|----------|----------|---------|-----------|--------|------|------|------|-------|
| | March | February | January | December | November | October | September | August | July | June | May | April |
| Fort Lauderdale, FL | 71.6 | 83.8 | 80.6 | 76.0 | 75.8 | 75.5 | 75.9 | 77.8 | 78.8 | 79.5 | 80.8 | 82.5 |
| Jacksonville, FL | 65.1 | 71.9 | 68.4 | 71.3 | 72.2 | 72.5 | 73.0 | 74.5 | 75.6 | 75.4 | 75.4 | 75.7 |
| Miami-Hialeah, FL | 69.1 | 83.0 | 81.1 | 75.9 | 75.7 | 75.4 | 76.2 | 78.2 | 79.2 | 79.8 | 81.2 | 82.4 |
| Orlando, FL | 66.9 | 81.0 | 77.1 | 76.1 | 76.1 | 76.1 | 76.2 | 78.1 | 79.4 | 79.6 | 80.0 | 81.7 |
| Tampa-St Petersburg, FL | 70.2 | 79.9 | 73.6 | 72.3 | 72.8 | 73.3 | 74.0 | 75.7 | 77.2 | 77.9 | 78.7 | 80.2 |
| Florida Panhandle | 51.1 | 54.5 | 49.2 | 66.0 | 67.8 | 69.2 | 70.0 | 70.8 | 71.3 | 70.3 | 68.7 | 67.9 |
| Florida South Central | 66.3 | 74.3 | 68.6 | 64.1 | 64.4 | 64.4 | 64.7 | 66.1 | 67.5 | 68.6 | 70.1 | 72.3 |
| West Palm Beach-Boca Raton, FL | 71.0 | 83.0 | 78.4 | 72.0 | 71.6 | 71.3 | 72.1 | 74.0 | 75.7 | 76.5 | 79.0 | 81.3 |
| Fort Myers, FL | 73.0 | 83.0 | 78.4 | 68.5 | 68.6 | 68.6 | 69.5 | 71.9 | 74.3 | 75.9 | 78.0 | 81.3 |
| Daytona Beach, FL | 60.3 | 65.0 | 60.5 | 62.3 | 63.4 | 64.2 | 65.5 | 68.2 | 70.0 | 69.1 | 68.3 | 69.1 |
| Melbourne-Titusville, FL | 70.9 | 79.0 | 73.3 | 69.3 | 69.7 | 69.9 | 70.5 | 72.6 | 73.9 | 73.3 | 73.5 | 74.7 |
| Florida Keys | 73.7 | 85.9 | 82.5 | 76.6 | 77.0 | 76.9 | 78.1 | 81.6 | 83.3 | 83.2 | 83.3 | 84.8 |
| Sarasota-Bradenton, FL | 69.6 | 80.1 | 73.4 | 65.4 | 65.2 | 65.7 | 67.1 | 69.5 | 71.7 | 72.7 | 73.9 | 76.2 |
| Key West, FL | 77.9 | 91.7 | 90.0 | 84.2 | 84.5 | 84.3 | 85.3 | 88.6 | 90.1 | 90.4 | 91.1 | 92.2 |

Florida Markets Comparison



Average Daily Rate

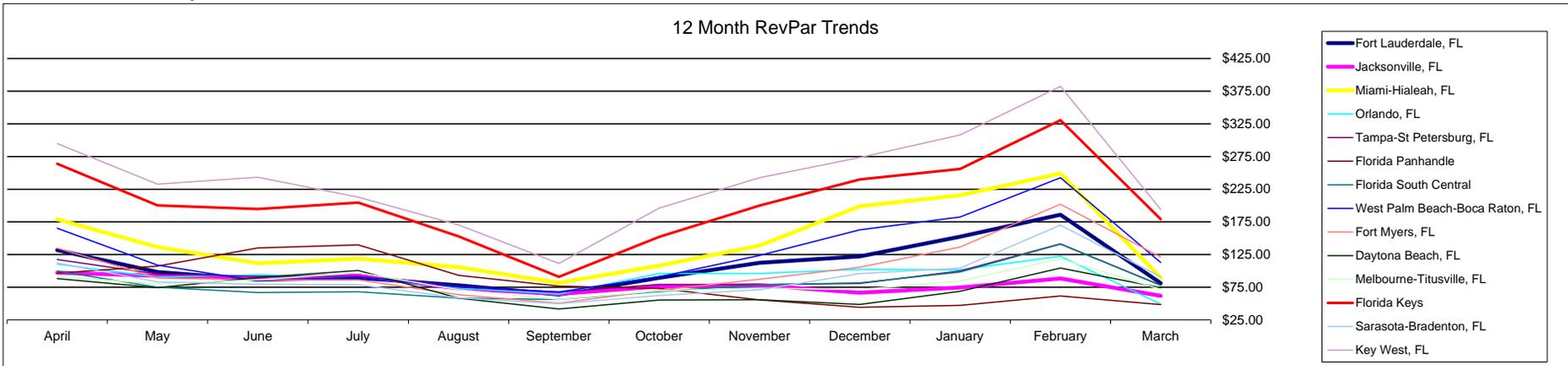
| | March | February | January | December | November | October | September | August | July | June | May | April |
|--------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Fort Lauderdale, FL | \$ 166.89 | \$ 212.82 | \$ 189.08 | \$ 156.12 | \$ 142.69 | \$ 125.08 | \$ 104.89 | \$ 110.72 | \$ 119.07 | \$ 119.21 | \$ 131.93 | \$ 166.02 |
| Jacksonville, FL | \$ 118.07 | \$ 115.96 | \$ 108.70 | \$ 106.96 | \$ 114.38 | \$ 110.46 | \$ 106.38 | \$ 108.99 | \$ 121.98 | \$ 119.40 | \$ 123.97 | \$ 125.97 |
| Miami-Hialeah, FL | \$ 210.13 | \$ 290.41 | \$ 266.32 | \$ 254.45 | \$ 177.06 | \$ 157.52 | \$ 134.59 | \$ 147.25 | \$ 157.32 | \$ 152.48 | \$ 178.84 | \$ 220.90 |
| Orlando, FL | \$ 121.76 | \$ 143.75 | \$ 131.53 | \$ 135.54 | \$ 125.55 | \$ 128.08 | \$ 104.78 | \$ 107.04 | \$ 115.82 | \$ 121.25 | \$ 123.14 | \$ 136.71 |
| Tampa-St Petersburg, FL | \$ 150.28 | \$ 162.71 | \$ 135.63 | \$ 119.82 | \$ 116.61 | \$ 117.94 | \$ 111.46 | \$ 115.38 | \$ 124.07 | \$ 123.72 | \$ 130.67 | \$ 151.78 |
| Florida Panhandle | \$ 108.07 | \$ 101.89 | \$ 95.86 | \$ 93.55 | \$ 101.65 | \$ 116.88 | \$ 120.63 | \$ 138.07 | \$ 181.18 | \$ 172.53 | \$ 148.40 | \$ 136.78 |
| Florida South Central | \$ 151.86 | \$ 174.90 | \$ 143.32 | \$ 132.08 | \$ 120.76 | \$ 112.05 | \$ 103.98 | \$ 103.48 | \$ 111.03 | \$ 109.27 | \$ 122.08 | \$ 150.02 |
| West Palm Beach-Boca Raton, FL | \$ 233.79 | \$ 279.00 | \$ 232.81 | \$ 214.15 | \$ 165.98 | \$ 141.04 | \$ 118.63 | \$ 120.99 | \$ 131.09 | \$ 128.51 | \$ 155.32 | \$ 215.24 |
| Fort Myers, FL | \$ 224.61 | \$ 229.45 | \$ 174.03 | \$ 155.95 | \$ 127.79 | \$ 115.19 | \$ 101.72 | \$ 115.45 | \$ 132.65 | \$ 131.54 | \$ 136.18 | \$ 178.68 |
| Daytona Beach, FL | \$ 144.30 | \$ 148.94 | \$ 113.74 | \$ 96.56 | \$ 100.67 | \$ 104.16 | \$ 94.10 | \$ 103.52 | \$ 134.41 | \$ 122.75 | \$ 113.68 | \$ 124.07 |
| Melbourne-Titusville, FL | \$ 129.91 | \$ 138.77 | \$ 115.45 | \$ 109.73 | \$ 108.56 | \$ 108.29 | \$ 105.07 | \$ 112.01 | \$ 125.17 | \$ 119.33 | \$ 116.37 | \$ 122.92 |
| Florida Keys | \$ 350.76 | \$ 367.86 | \$ 310.28 | \$ 329.45 | \$ 254.89 | \$ 229.83 | \$ 182.99 | \$ 215.90 | \$ 242.98 | \$ 236.04 | \$ 257.29 | \$ 314.82 |
| Sarasota-Bradenton, FL | \$ 183.41 | \$ 194.01 | \$ 142.01 | \$ 141.94 | \$ 117.59 | \$ 112.42 | \$ 102.68 | \$ 108.52 | \$ 119.50 | \$ 119.33 | \$ 127.45 | \$ 158.29 |
| Key West, FL | \$ 374.02 | \$ 408.44 | \$ 342.23 | \$ 341.38 | \$ 280.78 | \$ 260.44 | \$ 190.67 | \$ 218.13 | \$ 241.88 | \$ 238.99 | \$ 268.99 | \$ 327.16 |

Year to Date Average Daily Rate

| | March | February | January | December | November | October | September | August | July | June | May | April |
|--------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Fort Lauderdale, FL | \$ 192.89 | \$ 200.85 | \$ 189.08 | \$ 146.83 | \$ 145.93 | \$ 146.25 | \$ 148.74 | \$ 152.91 | \$ 158.37 | \$ 164.61 | \$ 172.64 | \$ 182.02 |
| Jacksonville, FL | \$ 114.21 | \$ 112.40 | \$ 108.70 | \$ 116.93 | \$ 117.78 | \$ 118.10 | \$ 118.92 | \$ 120.18 | \$ 121.63 | \$ 121.58 | \$ 121.97 | \$ 121.45 |
| Miami-Hialeah, FL | \$ 262.73 | \$ 276.97 | \$ 266.32 | \$ 196.52 | \$ 190.89 | \$ 192.31 | \$ 196.01 | \$ 202.34 | \$ 209.76 | \$ 218.26 | \$ 230.18 | \$ 242.63 |
| Orlando, FL | \$ 134.39 | \$ 137.64 | \$ 131.53 | \$ 126.95 | \$ 126.16 | \$ 126.23 | \$ 126.01 | \$ 128.13 | \$ 130.81 | \$ 133.41 | \$ 135.87 | \$ 138.86 |
| Tampa-St Petersburg, FL | \$ 149.80 | \$ 149.54 | \$ 135.63 | \$ 132.27 | \$ 133.37 | \$ 134.92 | \$ 136.71 | \$ 139.24 | \$ 142.30 | \$ 145.28 | \$ 149.34 | \$ 153.73 |
| Florida Panhandle | \$ 101.80 | \$ 99.04 | \$ 95.86 | \$ 132.34 | \$ 134.86 | \$ 137.50 | \$ 139.69 | \$ 141.86 | \$ 142.39 | \$ 135.00 | \$ 126.20 | \$ 120.03 |
| Florida South Central | \$ 157.63 | \$ 159.61 | \$ 143.32 | \$ 131.70 | \$ 131.90 | \$ 133.06 | \$ 135.31 | \$ 138.50 | \$ 142.78 | \$ 147.67 | \$ 154.38 | \$ 161.36 |
| West Palm Beach-Boca Raton, FL | \$ 252.12 | \$ 257.37 | \$ 232.81 | \$ 185.24 | \$ 182.32 | \$ 184.08 | \$ 188.56 | \$ 195.22 | \$ 204.13 | \$ 214.61 | \$ 229.53 | \$ 246.03 |
| Fort Myers, FL | \$ 208.15 | \$ 201.91 | \$ 174.03 | \$ 157.24 | \$ 157.42 | \$ 160.35 | \$ 164.82 | \$ 170.14 | \$ 175.85 | \$ 182.12 | \$ 190.53 | \$ 201.46 |
| Daytona Beach, FL | \$ 135.44 | \$ 131.74 | \$ 113.74 | \$ 119.03 | \$ 120.72 | \$ 122.43 | \$ 124.12 | \$ 126.53 | \$ 129.25 | \$ 128.28 | \$ 129.46 | \$ 133.34 |
| Melbourne-Titusville, FL | \$ 128.09 | \$ 127.43 | \$ 115.45 | \$ 118.06 | \$ 118.96 | \$ 119.95 | \$ 121.16 | \$ 122.63 | \$ 123.96 | \$ 123.74 | \$ 124.60 | \$ 126.57 |
| Florida Keys | \$ 341.74 | \$ 338.85 | \$ 310.28 | \$ 277.32 | \$ 272.55 | \$ 274.27 | \$ 278.50 | \$ 285.42 | \$ 293.93 | \$ 302.65 | \$ 316.01 | \$ 329.89 |
| Sarasota-Bradenton, FL | \$ 172.63 | \$ 169.01 | \$ 142.01 | \$ 139.28 | \$ 138.83 | \$ 140.75 | \$ 143.49 | \$ 147.00 | \$ 151.24 | \$ 156.22 | \$ 162.98 | \$ 171.23 |
| Key West, FL | \$ 374.31 | \$ 374.31 | \$ 342.23 | \$ 291.52 | \$ 286.69 | \$ 287.25 | \$ 289.88 | \$ 297.75 | \$ 307.54 | \$ 318.49 | \$ 333.49 | \$ 349.09 |

Source 2019 Smith Travel Research, Inc./STR Global, Ltd.

Florida Markets Comparison



| RevPAR | March | February | January | December | November | October | September | August | July | June | May | April |
|--------------------------------|----------|----------|----------|----------|----------|----------|-----------|----------|----------|----------|----------|----------|
| Fort Lauderdale, FL | \$81.25 | \$185.99 | \$152.33 | \$122.25 | \$112.31 | \$89.24 | \$63.72 | \$77.95 | \$89.28 | \$86.70 | \$98.22 | \$131.69 |
| Jacksonville, FL | \$61.76 | \$88.28 | \$74.38 | \$66.55 | \$78.13 | \$76.16 | \$64.60 | \$73.03 | \$92.79 | \$90.15 | \$92.52 | \$97.17 |
| Miami-Hialeah, FL | \$89.37 | \$249.15 | \$215.89 | \$199.01 | \$138.61 | \$108.00 | \$81.73 | \$105.54 | \$118.56 | \$111.54 | \$136.43 | \$178.95 |
| Orlando, FL | \$49.15 | \$122.45 | \$101.44 | \$102.36 | \$96.10 | \$96.12 | \$64.55 | \$73.78 | \$90.60 | \$94.18 | \$90.31 | \$110.52 |
| Tampa-St Petersburg, FL | \$78.04 | \$141.33 | \$99.79 | \$80.78 | \$78.94 | \$79.33 | \$67.55 | \$76.02 | \$91.43 | \$91.39 | \$94.97 | \$117.39 |
| Florida Panhandle | \$48.44 | \$61.50 | \$47.18 | \$44.27 | \$55.56 | \$73.15 | \$76.72 | \$93.19 | \$139.76 | \$134.98 | \$107.27 | \$96.55 |
| Florida South Central | \$77.74 | \$140.94 | \$98.28 | \$81.67 | \$78.68 | \$68.33 | \$56.21 | \$58.18 | \$68.12 | \$66.74 | \$74.89 | \$99.57 |
| West Palm Beach-Boca Raton, FL | \$112.88 | \$242.56 | \$182.56 | \$162.95 | \$123.67 | \$90.87 | \$67.76 | \$75.12 | \$89.97 | \$84.43 | \$108.77 | \$165.26 |
| Fort Myers, FL | \$121.10 | \$201.99 | \$136.50 | \$105.56 | \$87.17 | \$70.34 | \$50.60 | \$63.49 | \$86.32 | \$85.91 | \$89.14 | \$134.86 |
| Daytona Beach, FL | \$74.23 | \$104.32 | \$68.86 | \$48.71 | \$55.84 | \$55.35 | \$41.67 | \$58.10 | \$100.62 | \$89.71 | \$74.18 | \$88.15 |
| Melbourne-Titusville, FL | \$71.96 | \$118.54 | \$84.60 | \$71.29 | \$73.63 | \$69.57 | \$56.24 | \$71.07 | \$97.19 | \$86.32 | \$80.19 | \$91.39 |
| Florida Keys | \$179.22 | \$330.62 | \$256.00 | \$240.08 | \$200.08 | \$152.08 | \$90.87 | \$152.71 | \$204.44 | \$194.71 | \$200.15 | \$263.95 |
| Sarasota-Bradenton, FL | \$90.94 | \$170.03 | \$104.18 | \$95.82 | \$71.09 | \$62.34 | \$49.78 | \$58.80 | \$78.84 | \$79.52 | \$83.01 | \$112.12 |
| Key West, FL | \$194.30 | \$382.40 | \$307.99 | \$273.50 | \$242.72 | \$196.20 | \$111.36 | \$170.19 | \$213.02 | \$243.38 | \$232.76 | \$294.80 |

| Year to date RevPAR | March | February | January | December | November | October | September | August | July | June | May | April |
|--------------------------------|----------|----------|----------|----------|----------|----------|-----------|----------|----------|----------|----------|----------|
| Fort Lauderdale, FL | \$138.06 | \$168.34 | \$152.33 | \$111.56 | \$110.54 | \$110.37 | \$112.90 | \$118.92 | \$124.87 | \$130.87 | \$139.55 | \$150.11 |
| Jacksonville, FL | \$74.33 | \$80.82 | \$74.38 | \$83.41 | \$84.99 | \$85.67 | \$86.76 | \$89.49 | \$91.89 | \$91.73 | \$92.02 | \$91.91 |
| Miami-Hialeah, FL | \$181.45 | \$229.99 | \$215.89 | \$149.19 | \$144.51 | \$145.09 | \$149.29 | \$158.32 | \$166.16 | \$174.27 | \$186.86 | \$199.95 |
| Orlando, FL | \$89.93 | \$111.43 | \$101.44 | \$96.60 | \$96.07 | \$96.07 | \$96.06 | \$100.03 | \$103.91 | \$106.24 | \$108.67 | \$113.45 |
| Tampa-St Petersburg, FL | \$105.13 | \$119.44 | \$99.79 | \$95.65 | \$97.10 | \$98.94 | \$101.20 | \$105.43 | \$109.92 | \$113.14 | \$117.49 | \$123.36 |
| Florida Panhandle | \$52.03 | \$54.00 | \$47.18 | \$87.37 | \$91.47 | \$95.10 | \$97.77 | \$100.44 | \$101.53 | \$94.90 | \$86.71 | \$81.45 |
| Florida South Central | \$104.44 | \$118.54 | \$98.28 | \$84.48 | \$84.94 | \$85.64 | \$87.59 | \$91.50 | \$96.40 | \$101.27 | \$108.18 | \$116.69 |
| West Palm Beach-Boca Raton, FL | \$179.07 | \$213.68 | \$182.56 | \$133.36 | \$130.56 | \$131.26 | \$135.97 | \$144.39 | \$154.53 | \$164.25 | \$181.34 | \$200.13 |
| Fort Myers, FL | \$151.99 | \$167.66 | \$136.50 | \$107.75 | \$107.96 | \$110.04 | \$114.51 | \$122.35 | \$130.74 | \$138.26 | \$148.66 | \$163.74 |
| Daytona Beach, FL | \$81.74 | \$85.68 | \$68.86 | \$74.21 | \$76.59 | \$78.65 | \$81.35 | \$86.27 | \$90.41 | \$88.65 | \$88.44 | \$92.15 |
| Melbourne-Titusville, FL | \$90.82 | \$100.71 | \$84.60 | \$81.81 | \$82.88 | \$83.79 | \$85.41 | \$89.01 | \$91.64 | \$90.68 | \$91.55 | \$94.50 |
| Florida Keys | \$252.00 | \$290.91 | \$256.00 | \$212.53 | \$209.85 | \$210.81 | \$217.44 | \$232.93 | \$244.72 | \$251.68 | \$263.25 | \$279.75 |
| Sarasota-Bradenton, FL | \$120.16 | \$135.43 | \$104.18 | \$91.08 | \$90.52 | \$92.47 | \$96.34 | \$102.09 | \$108.42 | \$113.53 | \$120.40 | \$130.53 |
| Key West, FL | \$291.43 | \$343.30 | \$307.99 | \$245.40 | \$242.31 | \$242.26 | \$247.38 | \$263.75 | \$277.07 | \$288.04 | \$303.71 | \$322.01 |



Memorandum

TO: Tourist Development Council
FROM: Kelli Fountain, TDC Research Dept.
DATE: 4/30/2020
RE: **H.2** AirBNB Reporting

Due to mass cancellations of Vacation Rentals, AirDNA has discovered reporting limitations. As such, reported Occupancy, ADR, and RevPAR is skewed dramatically. Due to these reporting limitations, this months' vacation rental report is not included in the packet.

Covid – 19 Special Report



Destination Analysts

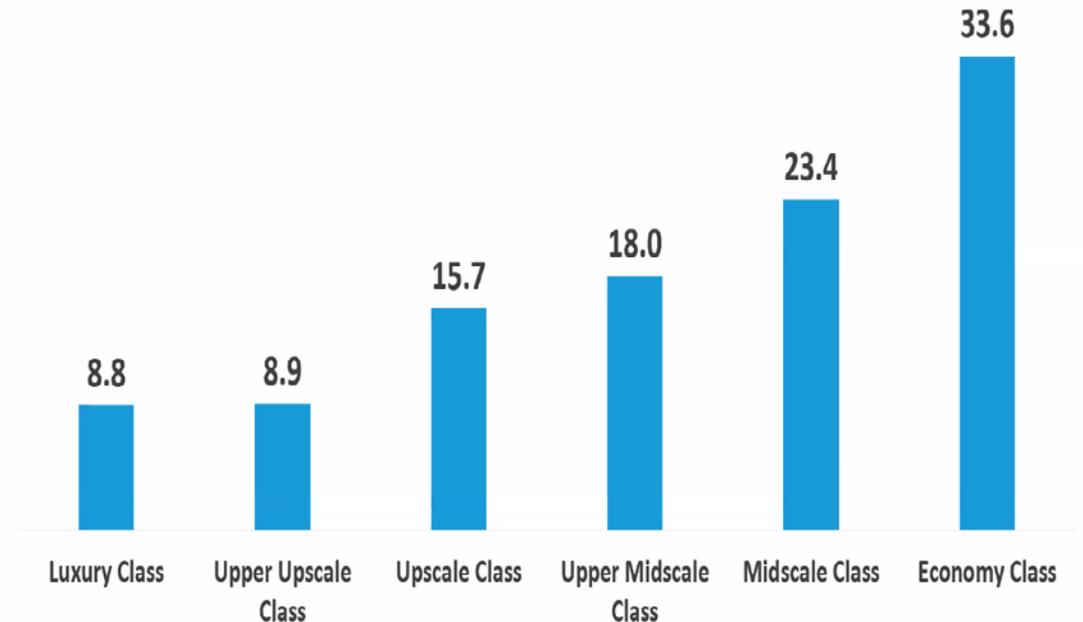
Coronavirus' Impact on American Travel

- Nearly 40% of American travelers increasingly say they will be avoiding crowds—including conferences/conventions—destinations hardest hit by coronavirus
- On a continual rise: The number agreeing they will take a staycation this summer and the number of younger travelers who say they will take more road trips to avoid airline travel (49.4% from 43.4% one month ago)
- When asked the place they will visit on their first post-pandemic trip, beach/resort destinations top the list, followed by small towns/rural areas, then cities
- Half of American travelers (49.8%) say they will avoid crowded destinations after the pandemic
- Road trips address both the fear (proximity to others) and financial (cost of airfare) concerns

STR Weekly Hotel Performance Highlights

- The only occupancy that is recorded at the present time is likely responders
- There will be pent up demand and overnight/one tank trips are expected to be the first to rebound
- Expected first to rebound is the leisure traveler followed by corporate and lastly corporate group
- Upper class performance is expected to be the weakest with economy and midscale properties recovering first

Class Performance: Economy Holds On
Total U.S., Occupancy %, week ending April 11



Harris Poll Covid-19 Tracker

- This week's Harris Poll, which is tracking how Americans are dealing with the coronavirus outbreak on a weekly basis, has found that demand is continuing to build
- BOGO pricing incentives or similar will be needed to drive consumption as latest research shows 79% of Americans say, even when the pandemic ends, they are going to save more and spend less
 - Bond-like systems where \$100 hotel bond matures to \$150 for a future stay
 - Bonus gift card structure for future stays
- 34 percent said that they expect travel to be mostly the same
- Americans are still concerned about air and cruise travel and survey results show that those categories will take longer to bounce back
- 20 percent say it will take a year or longer for them to fly on a plane once the curve of the pandemic flattens
- Americans won't return to flying for four to six months and 57 percent of people said that it will take a year or more before they will take a cruise

MMGY Global Travel Insight Report

- 65% of consumers feel safe in their cars – more than any other location asked about in the study, which could suggest an early resurgence in drive market travel when a rebound occurs
- While surveys show younger consumers will be the first to adopt travel again, 56% of travelers that are 50 to 64 years of age show the least concern for their safety than any other age group
- Intent to stay in a hotel or resort in the upcoming 6 months fell from 41% to just 33% in Wave II of the survey
- 19% of those surveyed said they would feel safe staying in a vacation rental house or condo whereas only 13% felt safe staying in a hotel or resort (down from 25% and 20% respectively two weeks ago)
- Travel Agents will be increasingly important for travelers both as a source of calm and information but also as an important guide on rates and bookings in what will be an increasingly competitive market

Travel Pulse Study with Luggage Hero

- More than 75% of American respondents say they will keep traveling in 2020
- 77% are sticking to their travel plans schedule between June and December 2020 as long as their hometowns or travel destinations were not under quarantine
- 44% will change their international destination to a domestic one in 2020

U.S. Travel Sentiment Survey

STAYING IN TOUCH

During lockdowns and little to no travel, destinations and tourism businesses can stay in touch with content that is engaging, immersive and inspirational. The research highlights this content needs to be multimedia. Print (magazines and guidebooks) and television/ OnDemand were three of the top four content types sought by consumers (25%-30%). Short online video was the highest ranked form of digital content sought (26%), followed by a wide range of other content types from influencer videos to virtual tours (17% and 7% respectively).

IMPACT ON TRAVEL PLANS

Travel Content Viewed or Interacted with in Last Two Months



What are the **FIRST THINGS YOU ARE GOING TO DO** when shelter-in-place restrictions are lifted?



1
DINE OUT with
friends (40.9%)



2
HANG OUT with
friends (39.6%)



3
GROOMING services
(37.2%)



4
Go SHOPPING
(35.6%)



5
Go ON A TRIP
(22.5%)



6
Go to a MOVIE, PLAY
or THEATER (21.5%)



7
Go to THE GYM
(20.1%)



8
Go on A DATE
(15.6%)



9
HIKE
(14.5%)



10
Go to a BAR/NIGHTCLUB
(12.4%)

Traditional Feeder Markets 2019 Q3 Visa Vue and nSight

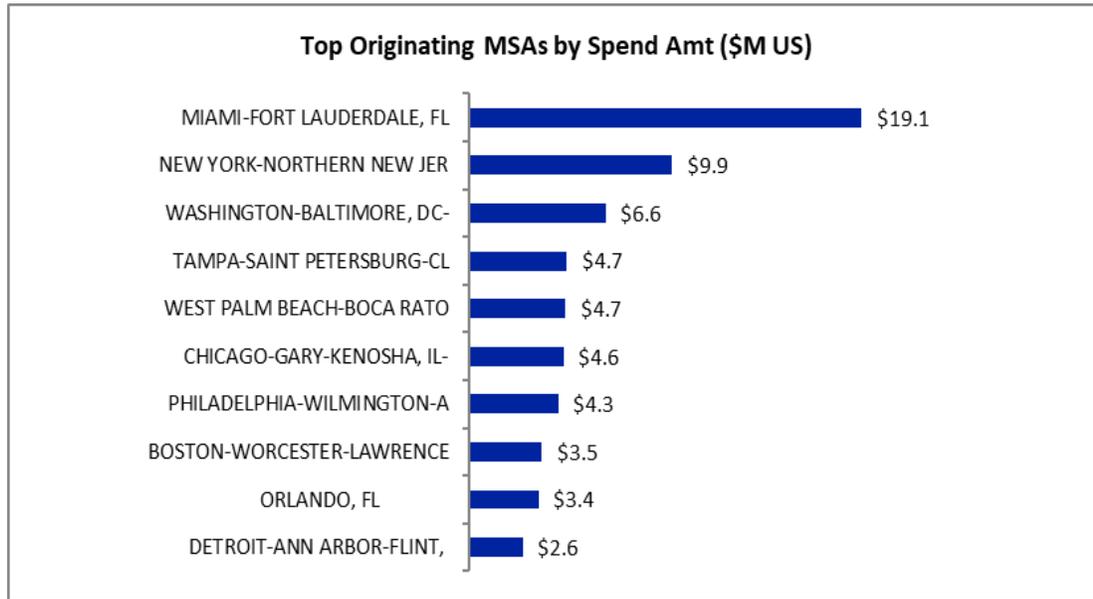
Top Originating MSAs by Spend Amt (\$M US)



2019 KEY WEST FL Top Booking Source Locations nSight

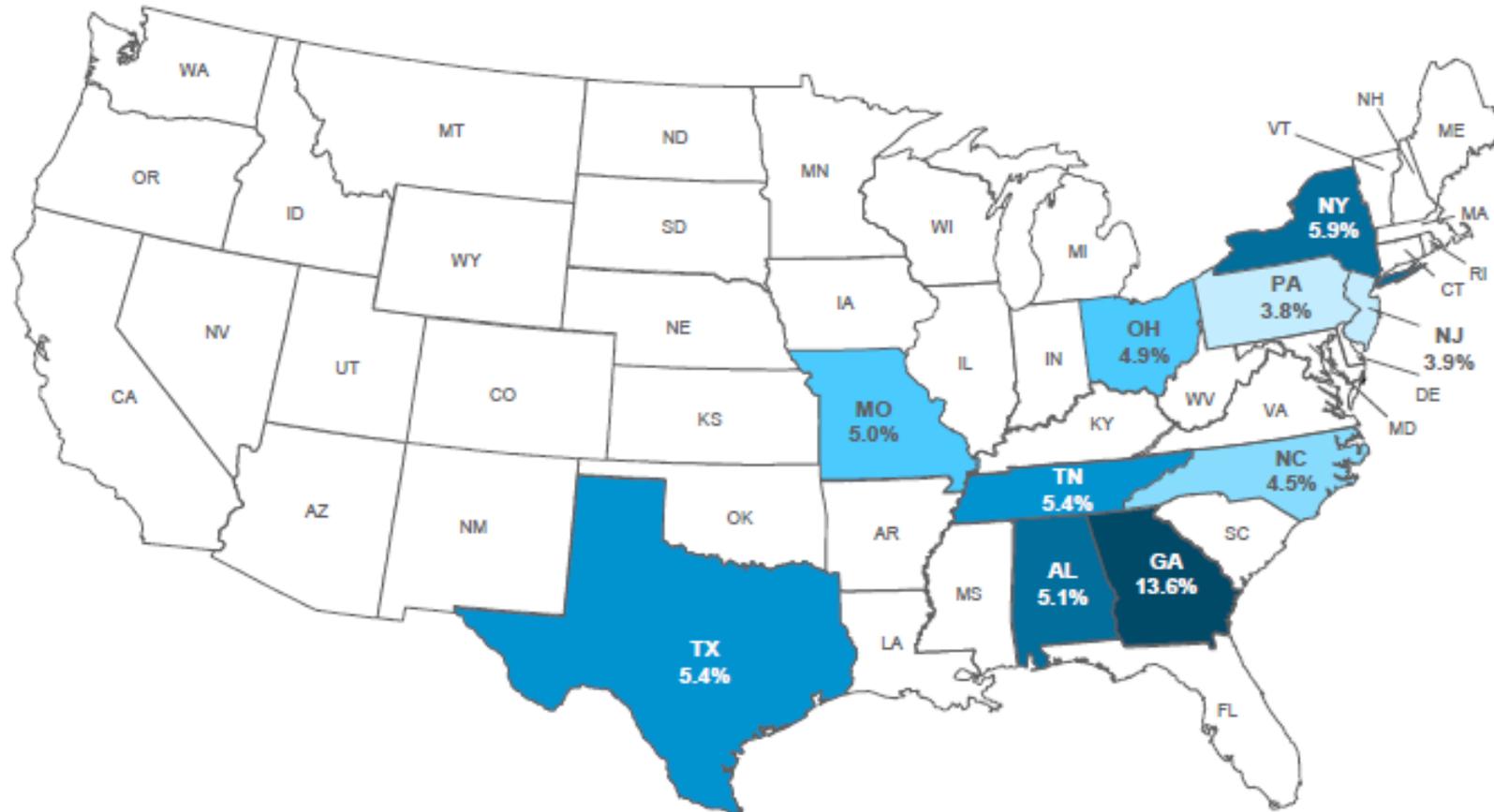
| Q3 | Rank | Persona |
|----|------|---|
| | 1 | NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA |
| | 2 | MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL |
| | 3 | TAMPA-ST. PETERSBURG-CLEARWATER FL |
| | 4 | PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD |
| | 5 | ORLANDO-KISSIMMEE-SANFORD FL |
| | 6 | ATLANTA-SANDY SPRINGS-ROSWELL GA |
| | 7 | WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV |
| | 8 | CHICAGO-NAPERVILLE-ELGIN IL-IN-WI |
| | 9 | BOSTON-CAMBRIDGE-NEWTON MA-NH |
| | 10 | DALLAS-FORT WORTH-ARLINGTON TX |

Traditional Feeder Markets 2019 Q4 Visa Vue and nSight



| 2019 KEY WEST FL Top Booking Source Locations nSight | | |
|--|------|---|
| Q4 | Rank | Persona |
| | 1 | NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA |
| | 2 | MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL |
| | 3 | PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD |
| | 4 | CHICAGO-NAPERVILLE-ELGIN IL-IN-WI |
| | 5 | ATLANTA-SANDY SPRINGS-ROSWELL GA |
| | 6 | TAMPA-ST. PETERSBURG-CLEARWATER FL |
| | 7 | DETROIT-WARREN-DEARBORN MI |
| | 8 | WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV |
| | 9 | VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC |
| | 10 | BOSTON-CAMBRIDGE-NEWTON MA-NH |

Top Domestic Auto Visitors to Florida



Source: D.K. Shifflet and Associates

Domestic Auto Visitors to Florida

Florida Visitor Study/2017

**Monroe County
Mar 19-Apr 18, 2020**

**AT&T Call Report*
1-800-FLA-KEYS and District 1-800 Numbers**

| Chamber | 1-800 FLA-KEYS | District 800 | Completed Calls Count |
|----------------|---------------------------|-------------------------|----------------------------------|
| Key West | 45 | 8 | 53 |
| Lower Keys | 13 | 99 | 112 |
| Marathon | 12 | 15 | 27 |
| Islamorada | 7 | 18 | 25 |
| Key Largo | 21 | 30 | 51 |
| | | | |

*Does not include Chamber phone lines that are not funded by the TDC; such as the Chambers' local 30 5 business numbers

CALLS RECORDED & OTHER INQUIRIES

LOWER KEYS
March 2020

| CHAMBER | 305DIST | 800DIST | FLA KEYS | EMAIL | OTHER | TOTAL | PERCENT | FYTD TOTAL | FYTD PERCENT |
|------------|--------------|--------------|-------------|--------------|-------------|------------|---------|---------------|-----------------|
| KEY WEST | 31 | 0 | 10 | 312 | 2 | 355 | 51.2% | 3,537 | 71.2% |
| MARATHON | 34 | 121 | 0 | 49 | 9 | 213 | 30.7% | 765 | 15.4% |
| ISLAMORADA | 68 | 0 | 4 | 0 | 11 | 83 | 12.0% | 392 | 7.9% |
| KEY LARGO | 10 | 15 | 1 | 3 | 2 | 31 | 4.5% | 198 | 4.0% |
| LOWER KEYS | 0 | 0 | 0 | 2 | 9 | 11 | 1.6% | 75 | 1.5% |
| | 143 | 136 | 15 | 366 | 33 | 693 | | 4,967 | |
| | 20.6% | 19.6% | 2.2% | 52.8% | 4.8% | | | | |

Note: The "305DIST", "800DIST", and "FLAKEYS" column headings indicate the phone line the call came in on, as entered by staff. If this field is left blank, the call is classified into "OTHER", which also includes Postal, Live Chat, and Voice Mail contacts.

ACCOMMODATIONS**LOWER KEYS
March 2020**

| ACCOMMODATIONS | 305DIST | 800DIST | FLA KEYS | OTHER | TOTAL | PERCENT | FYTD TOTAL | FYTD PERCENT |
|--------------------|-------------|-------------|-------------|---------------|-----------|---------|---------------|-----------------|
| Hotel/Motel | 0 | 0 | 0 | 11 | 11 | 42.3% | 69 | 60.0% |
| Campground/RV | 0 | 0 | 0 | 6 | 6 | 23.1% | 21 | 18.3% |
| Vacation Rental | 0 | 0 | 0 | 5 | 5 | 19.2% | 13 | 11.3% |
| B&B/Guest House | 0 | 0 | 0 | 4 | 4 | 15.4% | 10 | 8.7% |
| None | 0 | 0 | 0 | 0 | 0 | 0.0% | 2 | 1.7% |
| | 0 | 0 | 0 | 26 | 26 | | 115 | |
| | 0.0% | 0.0% | 0.0% | 100.0% | | | | |

Note: More than one accommodations option can be indicated in the Visitor Accommodations field. Therefore, the total number of accommodations is typically greater than the total number of callers.

ADVERTISING SOURCE**LOWER KEYS
March 2020**

| SOURCE NAME | 305DIST | 800DIST | FLA KEYS | OTHER | TOTAL | PERCENT | FYTD TOTAL | FYTD PERCENT |
|----------------------------|-------------|-------------|-------------|--------------|-----------|---------|------------|--------------|
| TDC Website | 0 | 0 | 0 | 2 | 2 | 18.2% | 14 | 18.7% |
| TV Ad | 0 | 0 | 0 | 0 | 0 | 0.0% | 0 | 0.0% |
| TV Show/Story | 0 | 0 | 0 | 0 | 0 | 0.0% | 0 | 0.0% |
| Magazine Ad | 0 | 0 | 0 | 0 | 0 | 0.0% | 1 | 1.3% |
| Magazine Article | 0 | 0 | 0 | 0 | 0 | 0.0% | 0 | 0.0% |
| Newspaper Ad | 0 | 0 | 0 | 0 | 0 | 0.0% | 0 | 0.0% |
| Newspaper Article | 0 | 0 | 0 | 0 | 0 | 0.0% | 0 | 0.0% |
| Radio Ad | 0 | 0 | 0 | 0 | 0 | 0.0% | 0 | 0.0% |
| Internet | 0 | 0 | 0 | 0 | 0 | 0.0% | 2 | 2.7% |
| Tourist Directory or Guide | 0 | 0 | 0 | 0 | 0 | 0.0% | 1 | 1.3% |
| Keys Business | 0 | 0 | 0 | 0 | 0 | 0.0% | 0 | 0.0% |
| Keys Chamber of Commerce | 0 | 0 | 0 | 0 | 0 | 0.0% | 13 | 17.3% |
| Travel Agent | 0 | 0 | 0 | 0 | 0 | 0.0% | 1 | 1.3% |
| Directory Assistance | 0 | 0 | 0 | 0 | 0 | 0.0% | 0 | 0.0% |
| Billboard | 0 | 0 | 0 | 0 | 0 | 0.0% | 0 | 0.0% |
| Friends/Return Visitor | 0 | 0 | 0 | 0 | 0 | 0.0% | 0 | 0.0% |
| Do Not Know | 0 | 0 | 0 | 0 | 0 | 0.0% | 1 | 1.3% |
| Other | 0 | 0 | 0 | 0 | 0 | 0.0% | 0 | 0.0% |
| | 0 | 0 | 0 | 2 | 11 | | 75 | |
| | 0.0% | 0.0% | 0.0% | 18.2% | | | | |

INTERESTS**LOWER KEYS
March 2020**

| INTERESTS | 305DIST | 800DIST | FLA KEYS | OTHER | TOTAL | PERCENT | FYTD TOTAL | FYTD PERCENT |
|-------------------------------|-------------|-------------|-------------|--------------|-----------|---------|------------|--------------|
| Attractions | 0 | 0 | 0 | 8 | 8 | 9.8% | 37 | 13.1% |
| Fishing Deep Sea | 0 | 0 | 0 | 6 | 6 | 7.3% | 18 | 6.4% |
| Fishing Backcountry | 0 | 0 | 0 | 6 | 6 | 7.3% | 14 | 4.9% |
| Snorkeling | 0 | 0 | 0 | 6 | 6 | 7.3% | 17 | 6.0% |
| Water Sports | 0 | 0 | 0 | 6 | 6 | 7.3% | 16 | 5.7% |
| Coupon Book | 0 | 0 | 0 | 6 | 6 | 7.3% | 20 | 7.1% |
| Cultural Events/Theatre/Music | 0 | 0 | 0 | 6 | 6 | 7.3% | 18 | 6.4% |
| Dining/Entertainment | 0 | 0 | 0 | 6 | 6 | 7.3% | 17 | 6.0% |
| Boat Rentals | 0 | 0 | 0 | 5 | 5 | 6.1% | 16 | 5.7% |
| Kids/Family Vacations | 0 | 0 | 0 | 5 | 5 | 6.1% | 15 | 5.3% |
| Guided Nature Tour | 0 | 0 | 0 | 5 | 5 | 6.1% | 14 | 4.9% |
| Diving | 0 | 0 | 0 | 4 | 4 | 4.9% | 12 | 4.2% |
| Fishing Tournament | 0 | 0 | 0 | 3 | 3 | 3.7% | 4 | 1.4% |
| Marinas | 0 | 0 | 0 | 3 | 3 | 3.7% | 10 | 3.5% |
| Sailing | 0 | 0 | 0 | 1 | 1 | 1.2% | 6 | 2.1% |
| Wedding | 0 | 0 | 0 | 0 | 0 | 0.0% | 1 | 0.4% |
| Honeymoon | 0 | 0 | 0 | 0 | 0 | 0.0% | 3 | 1.1% |
| Relocation/Real Estate | 0 | 0 | 0 | 0 | 0 | 0.0% | 0 | 0.0% |
| Weather | 0 | 0 | 0 | 0 | 0 | 0.0% | 1 | 0.4% |
| None | 0 | 0 | 0 | 0 | 0 | 0.0% | 0 | 0.0% |
| | 0 | 0 | 0 | 76 | 82 | | 283 | |
| | 0.0% | 0.0% | 0.0% | 92.7% | | | | |

Note: More than one interest can be indicated in the Visitor Interests field. Therefore, the total number of interests is typically greater than the total number of callers.

Length of Stay, Number in Party

LOWER KEYS
March 2020

MONTH

FISCAL YEAR-TO-DATE

LENGTH OF STAY:

LENGTH OF STAY:

Minimum:

Minimum: 7

Maximum:

Maximum: 11

Average:

Average: 7

NUMBER OF ADULTS:

NUMBER OF ADULTS:

Minimum:

Minimum: 1

Maximum:

Maximum: 4

Average:

Average: 2

NUMBER OF CHILDREN:

NUMBER OF CHILDREN:

Minimum:

Minimum: 0

Maximum:

Maximum: 1

Average:

Average: 0

STATE**LOWER KEYS
March 2020**

| STATE | 305DIST | 800DIST | FLA KEYS | OTHER | TOTAL | PERCENT | FYTD TOTAL | FYTD PERCENT |
|-------|-------------|-------------|-------------|---------------|-----------|---------|---------------|-----------------|
| FL | 0 | 0 | 0 | 2 | 2 | 18.2% | 11 | 15.5% |
| PA | 0 | 0 | 0 | 2 | 2 | 18.2% | 7 | 9.9% |
| WI | 0 | 0 | 0 | 2 | 2 | 18.2% | 5 | 7.0% |
| CO | 0 | 0 | 0 | 1 | 1 | 9.1% | 2 | 2.8% |
| DE | 0 | 0 | 0 | 1 | 1 | 9.1% | 1 | 1.4% |
| MN | 0 | 0 | 0 | 1 | 1 | 9.1% | 5 | 7.0% |
| NV | 0 | 0 | 0 | 1 | 1 | 9.1% | 1 | 1.4% |
| NY | 0 | 0 | 0 | 1 | 1 | 9.1% | 6 | 8.5% |
| | 0 | 0 | 0 | 11 | 11 | | 71 | |
| | 0.0% | 0.0% | 0.0% | 100.0% | | | | |

What month do you plan to travel?

LOWER KEYS March 2020

| MONTH TRAVELING | 305DIST | 800DIST | FLA KEYS | OTHER | TOTAL | PERCENT | FYTD TOTAL | FYTD PERCENT |
|-----------------|-------------|-------------|-------------|---------------|-----------|---------|------------|--------------|
| Unknown | 0 | 0 | 0 | 11 | 11 | 100.0% | 50 | 66.7% |
| January | 0 | 0 | 0 | 0 | 0 | 0.0% | 4 | 5.3% |
| February | 0 | 0 | 0 | 0 | 0 | 0.0% | 6 | 8.0% |
| March | 0 | 0 | 0 | 0 | 0 | 0.0% | 7 | 9.3% |
| April | 0 | 0 | 0 | 0 | 0 | 0.0% | 3 | 4.0% |
| May | 0 | 0 | 0 | 0 | 0 | 0.0% | 2 | 2.7% |
| June | 0 | 0 | 0 | 0 | 0 | 0.0% | 0 | 0.0% |
| July | 0 | 0 | 0 | 0 | 0 | 0.0% | 0 | 0.0% |
| August | 0 | 0 | 0 | 0 | 0 | 0.0% | 0 | 0.0% |
| September | 0 | 0 | 0 | 0 | 0 | 0.0% | 0 | 0.0% |
| October | 0 | 0 | 0 | 0 | 0 | 0.0% | 0 | 0.0% |
| November | 0 | 0 | 0 | 0 | 0 | 0.0% | 1 | 1.3% |
| December | 0 | 0 | 0 | 0 | 0 | 0.0% | 2 | 2.7% |
| | 0 | 0 | 0 | 11 | 11 | | 75 | |
| | 0.0% | 0.0% | 0.0% | 100.0% | | | | |

How do you plan to travel to the Keys?

LOWER KEYS
March 2020

| TRANSPORTATION | 305DIST | 800DIST | FLA KEYS | OTHER | TOTAL | PERCENT | FYTD TOTAL | FYTD PERCENT |
|--------------------|-------------|-------------|-------------|-------------|-----------|---------|------------|--------------|
| Fly/Drive | 0 | 0 | 0 | 0 | 0 | 0.0% | 18 | 24.0% |
| Commercial Airline | 0 | 0 | 0 | 0 | 0 | 0.0% | 0 | 0.0% |
| Private Plane | 0 | 0 | 0 | 0 | 0 | 0.0% | 0 | 0.0% |
| Automobile | 0 | 0 | 0 | 0 | 0 | 0.0% | 1 | 1.3% |
| Tour Bus | 0 | 0 | 0 | 0 | 0 | 0.0% | 0 | 0.0% |
| RV | 0 | 0 | 0 | 0 | 0 | 0.0% | 0 | 0.0% |
| Motorcycle | 0 | 0 | 0 | 0 | 0 | 0.0% | 0 | 0.0% |
| Cruise Ship | 0 | 0 | 0 | 0 | 0 | 0.0% | 0 | 0.0% |
| Ferry | 0 | 0 | 0 | 0 | 0 | 0.0% | 0 | 0.0% |
| Private Boat | 0 | 0 | 0 | 0 | 0 | 0.0% | 0 | 0.0% |
| Bus/Shuttle | 0 | 0 | 0 | 0 | 0 | 0.0% | 0 | 0.0% |
| Train | 0 | 0 | 0 | 0 | 0 | 0.0% | 0 | 0.0% |
| Undecided | 0 | 0 | 0 | 0 | 0 | 0.0% | 1 | 1.3% |
| | 0 | 0 | 0 | 0 | 11 | | 75 | |
| | 0.0% | 0.0% | 0.0% | 0.0% | | | | |

TYPE OF CALLER**LOWER KEYS
March 2020**

| TYPE OF CALLER | 305DIST | 800DIST | FLA KEYS | OTHER | TOTAL | PERCENT | FYTD TOTAL | FYTD PERCENT |
|----------------|-------------|-------------|-------------|---------------|-----------|---------|------------|--------------|
| Unknown | 0 | 0 | 0 | 8 | 8 | 72.7% | 28 | 37.3% |
| Email | 0 | 0 | 0 | 2 | 2 | 18.2% | 20 | 26.7% |
| Consumer | 0 | 0 | 0 | 1 | 1 | 9.1% | 25 | 33.3% |
| Travel Agent | 0 | 0 | 0 | 0 | 0 | 0.0% | 0 | 0.0% |
| Voice Mail | 0 | 0 | 0 | 0 | 0 | 0.0% | 2 | 2.7% |
| Postal Inquiry | 0 | 0 | 0 | 0 | 0 | 0.0% | 0 | 0.0% |
| Other | 0 | 0 | 0 | 0 | 0 | 0.0% | 0 | 0.0% |
| | 0 | 0 | 0 | 11 | 11 | | 75 | |
| | 0.0% | 0.0% | 0.0% | 100.0% | | | | |

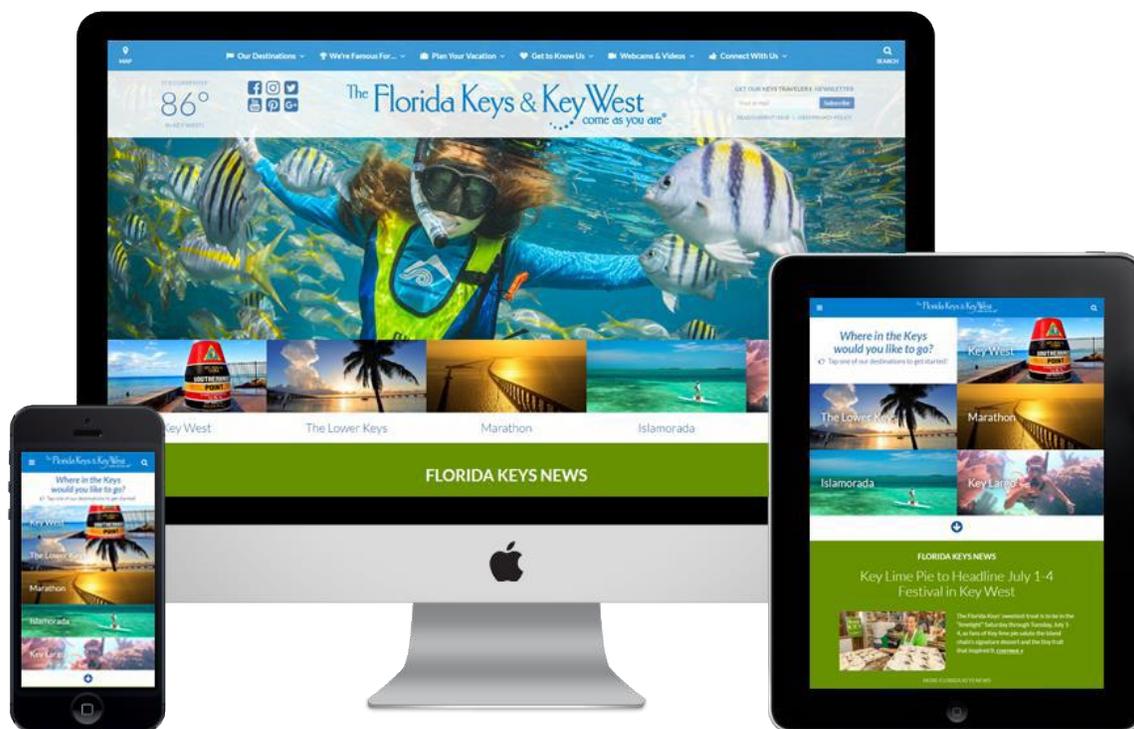
Note: If type of caller is "Consumer" and phone line is "Unknown", either staff did not collect this information or caller did not provide it. If type of caller is "Unknown", the type of caller field was not completed by staff.

The Florida Keys & Key West

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Website Status Report Fla-Keys.com

March 2020 Data for the
May 12 & 13th, 2020 DAC Meetings



Section 1: Website Traffic Report
Section 2: Geographic Data on Website Visitors

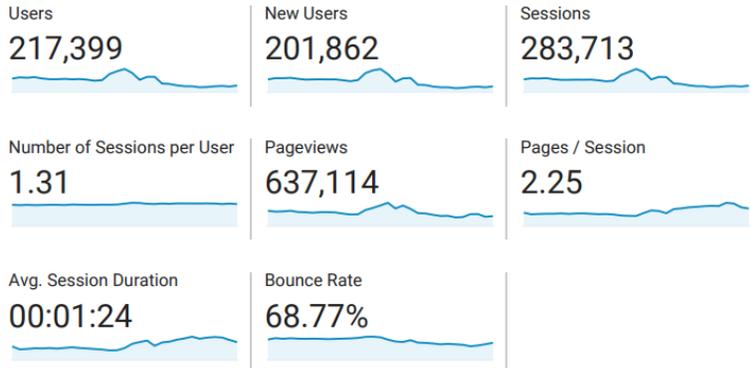
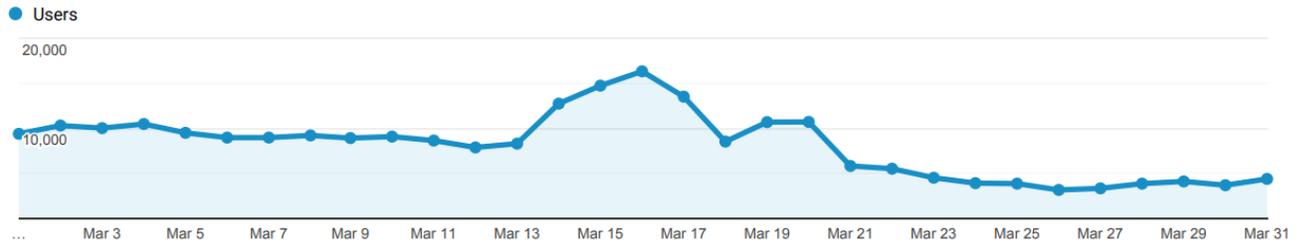
Section 1: Website Traffic Report Website Traffic Overview

Audience Overview

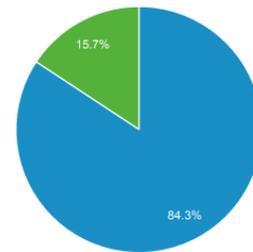
All Users
100.00% Users

Mar 1, 2020 - Mar 31, 2020

Overview



■ New Visitor ■ Returning Visitor



| Language | Users | % Users |
|----------|---------|---------|
| 1. en-us | 199,405 | 91.54% |
| 2. en-gb | 2,800 | 1.29% |
| 3. es-us | 2,768 | 1.27% |
| 4. en-ca | 2,110 | 0.97% |
| 5. es-xl | 2,014 | 0.92% |
| 6. de-de | 1,382 | 0.63% |
| 7. fr-fr | 784 | 0.36% |
| 8. en | 721 | 0.33% |
| 9. es-es | 520 | 0.24% |
| 10. de | 451 | 0.21% |

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Website Traffic Sources

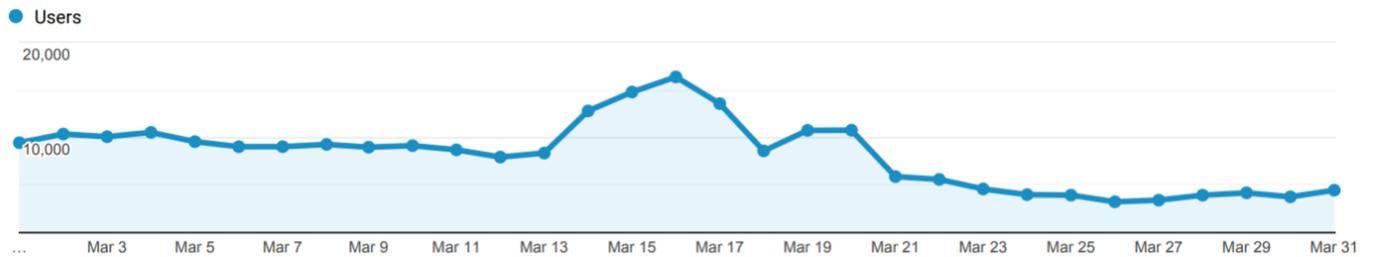
All Traffic

All Users
100.00% Users

Mar 1, 2020 - Mar 31, 2020

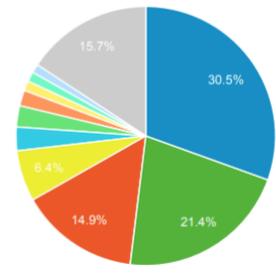
Explorer

Summary



| Source / Medium | Users | Users |
|---|---|---|
| | 217,399 % of Total: 100.00% (217,399) | 217,399 % of Total: 100.00% (217,399) |
| 1. google / organic | 67,498 | 30.51% |
| 2. (direct) / (none) | 47,396 | 21.42% |
| 3. m.facebook.com / referral | 32,901 | 14.87% |
| 4. Fishing Umbrella Campaign / Facebook_Mobile_Feed | 14,101 | 6.37% |
| 5. google / cpc | 6,508 | 2.94% |
| 6. Facebook / (not set) | 5,856 | 2.65% |
| 7. bing / organic | 4,337 | 1.96% |
| 8. Facebook Instagram / 6161804505357 | 2,726 | 1.23% |
| 9. yahoo / organic | 2,686 | 1.21% |
| 10. visitflorida.com / referral | 2,407 | 1.09% |

Contribution to total:
Users



Most Visited Sections of Website

Content Drilldown

All Users
100.00% Pageviews

Mar 1, 2020 - Mar 31, 2020

Explorer



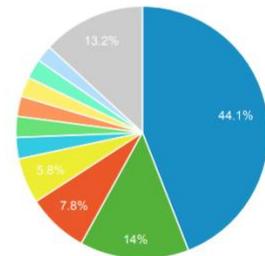
Page path level 1

Pageviews

Pageviews

Contribution to total: Pageviews

| | 637,114 % of Total: 100.00% (637,114) | 637,114 % of Total: 100.00% (637,114) |
|---|--|--|
| 1. /webcams/ | 280,724 | 44.06% |
| 2. /news/ | 88,897 | 13.95% |
| 3. / | 49,853 | 7.82% |
| 4. /key-west/ | 37,064 | 5.82% |
| 5. /visitor-safety/ | 17,443 | 2.74% |
| 6. /islamorada/ | 17,046 | 2.68% |
| 7. /marathon/ | 16,396 | 2.57% |
| 8. /fishing/ | 16,142 | 2.53% |
| 9. /key-largo/ | 15,972 | 2.51% |
| 10. /how-to-get-here/ | 13,603 | 2.14% |



Device Usage

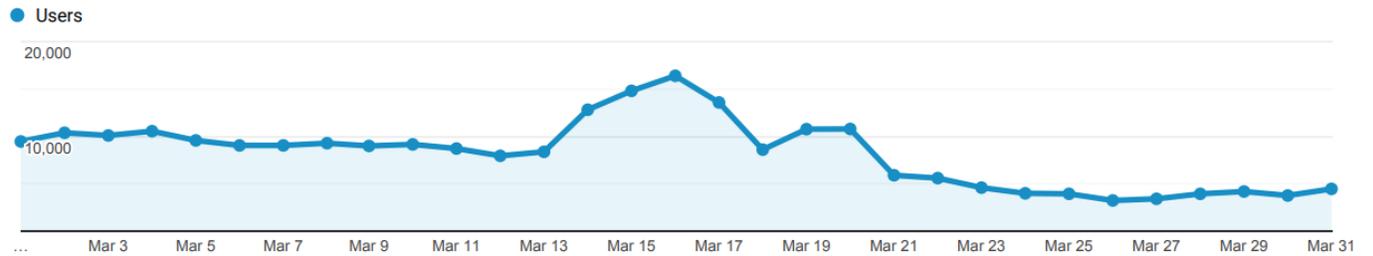
Overview

All Users
100.00% Users

Mar 1, 2020 - Mar 31, 2020

Explorer

Summary



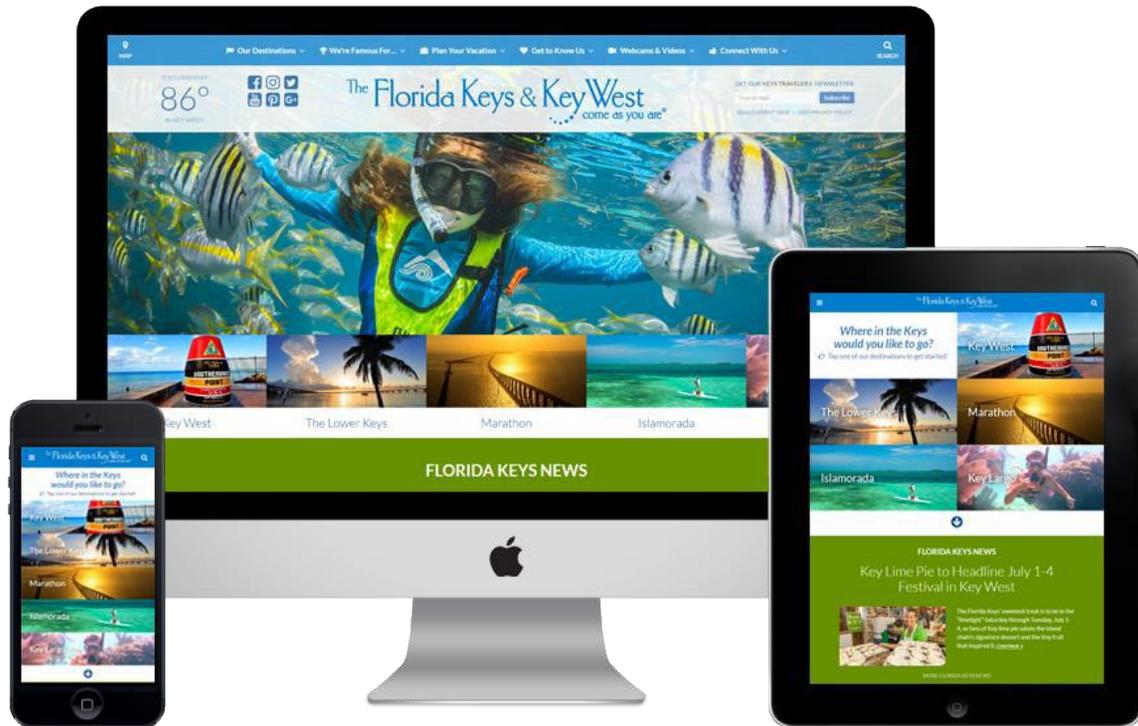
| Device Category | Users | Users | Contribution to total: |
|---|---|--|------------------------|
| | 217,399 % of Total: 100.00% (217,399) | 217,399 % of Total: 100.00% (217,399) | |
| 1. ■ mobile | 148,429 | 68.05% | |
| 2. ■ desktop | 56,784 | 26.04% | |
| 3. ■ tablet | 12,890 | 5.91% | |

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Website Status Report Fla-Keys.com

February 2020 Data for the April 7th & 8th, 2020 DAC Meetings



Section 1: Website Traffic Report Section 2: Geographic Data on Website Visitors

Section 1: Website Traffic Report Website Traffic Overview

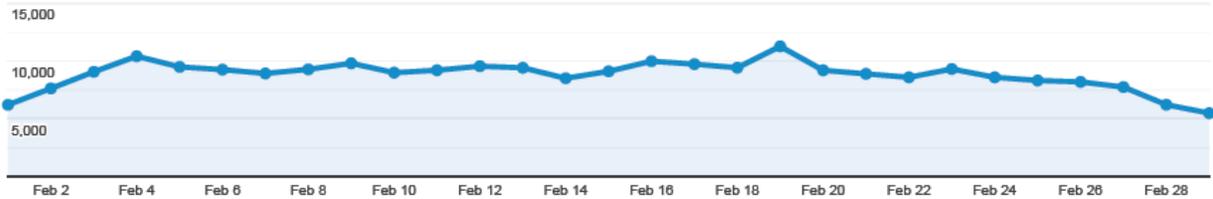
Audience Overview

○ All Users
100.00% Users

Feb 1, 2020 - Feb 29, 2020

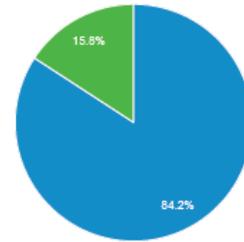
Overview

● Users



| | | |
|--|------------------------------|--------------------------------|
| Users 219,015 | New Users 205,575 | Sessions 281,905 |
| Number of Sessions per User 1.29 | Pageviews 687,725 | Pages / Session 2.44 |
| Avg. Session Duration 00:01:35 | Bounce Rate 63.17% | |

■ New Visitor ■ Returning Visitor



| Language | Users | % Users |
|-----------|---------|---------|
| 1. en-us | 199,452 | 90.74% |
| 2. en-gb | 3,539 | 1.61% |
| 3. en-ca | 3,417 | 1.55% |
| 4. es-us | 2,110 | 0.96% |
| 5. fr-fr | 1,493 | 0.68% |
| 6. da-dk | 1,447 | 0.66% |
| 7. es-xl | 1,329 | 0.60% |
| 8. de-de | 1,265 | 0.58% |
| 9. es-es | 461 | 0.21% |
| 10. pt-br | 318 | 0.14% |

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Website Traffic Sources

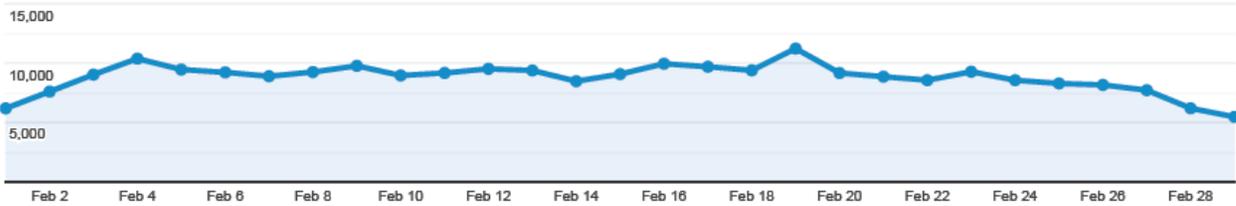
All Traffic

All Users
100.00% Users

Feb 1, 2020 - Feb 29, 2020

Explorer
Summary

● Users



Source / Medium

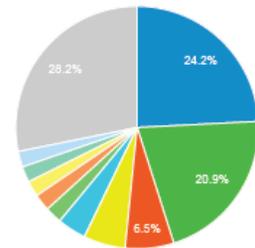
Users

Users

Contribution to total:

Users

| Source / Medium | Users | Users |
|---|---|---|
| | 219,015 % of Total: 100.00% (219,015) | 219,015 % of Total: 100.00% (219,015) |
| 1. google / organic | 55,007 | 24.19% |
| 2. (direct) / (none) | 47,593 | 20.93% |
| 3. Facebook_Mobile_Feed / Generic Branding February 2020 | 14,708 | 6.47% |
| 4. m.facebook.com / referral | 12,667 | 5.57% |
| 5. google / cpc | 8,770 | 3.86% |
| 6. bing / organic | 5,111 | 2.25% |
| 7. track.celtra.com / referral | 5,108 | 2.25% |
| 8. visitflorida.com / referral | 4,807 | 2.11% |
| 9. Facebook_Mobile_Feed / Key West NY Twisted February 2020 | 4,790 | 2.11% |
| 10. Facebook_Mobile_Feed / Key Largo Branding February 2020 | 4,783 | 2.10% |



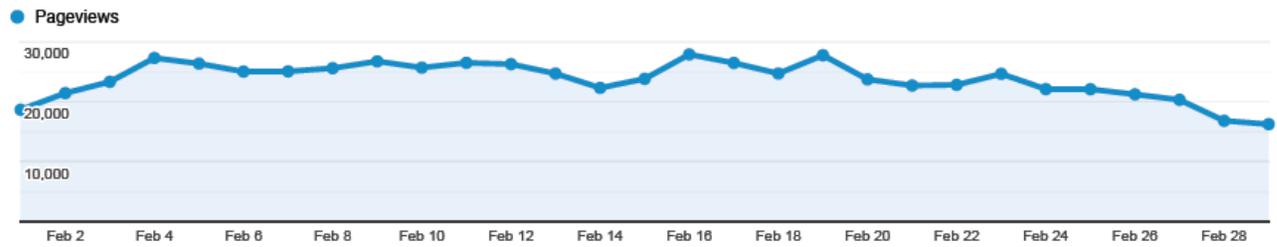
Most Visited Sections of Website

Content Drilldown

All Users
100.00% Pageviews

Feb 1, 2020 - Feb 29, 2020

Explorer



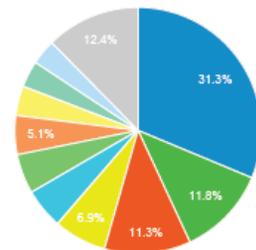
Page path level 1

Pageviews

Pageviews

Contribution to total: Pageviews

| | 687,725 % of Total: 100.00% (887,725) | 687,725 % of Total: 100.00% (887,725) |
|--------------------------------------|--|--|
| 1. /webcams/ | 215,155 | 31.29% |
| 2. /key-west/ | 81,122 | 11.80% |
| 3. / | 77,786 | 11.31% |
| 4. /key-largo/ | 47,689 | 6.93% |
| 5. /how-to-get-here/ | 36,532 | 5.31% |
| 6. /islamorada/ | 35,739 | 5.20% |
| 7. /marathon/ | 35,142 | 5.11% |
| 8. /calendar/ | 26,763 | 3.89% |
| 9. /lower-keys/ | 23,897 | 3.47% |
| 10. /news/ | 22,743 | 3.31% |



Device Usage

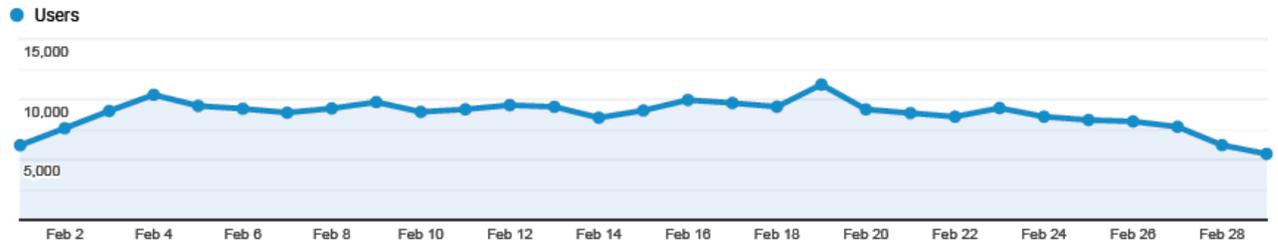
Overview

All Users
100.00% Users

Feb 1, 2020 - Feb 29, 2020

Explorer

Summary

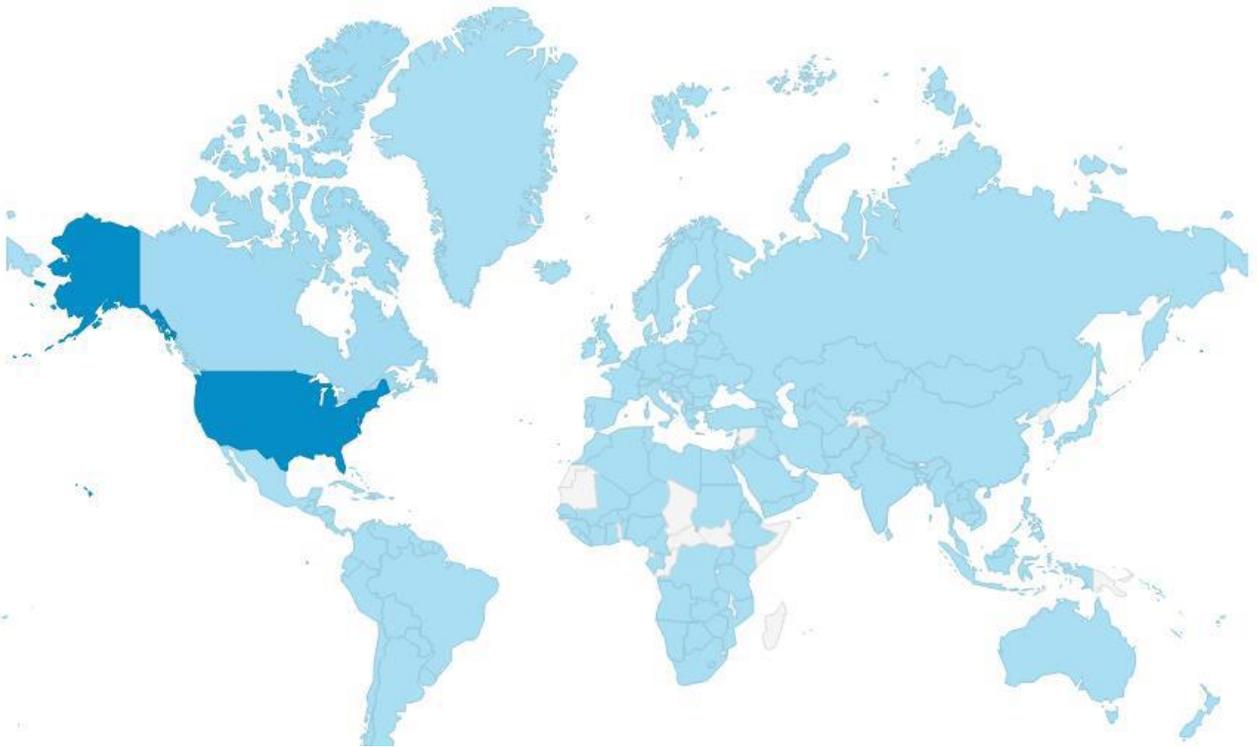


| Device Category | Users | Users | Contribution to total: |
|---|--|--|------------------------|
| | 219,015 % of Total: 100.00% (219,015) | 219,015 % of Total: 100.00% (219,015) | |
| 1. ■ mobile | 141,993 | 64.56% | |
| 2. ■ desktop | 62,347 | 28.35% | |
| 3. ■ tablet | 15,599 | 7.09% | |

Section 2: Geographic Data on Website Visitors



Google Analytics



03_DAC2-LK_01_World

All Users
100.00% Users

Mar 1, 2020 - Mar 31, 2020

Map Overlay

Site Usage



| Country | Users | Sessions | Pages / Session | Avg. Session Duration | % New Sessions | Bounce Rate |
|--|---|---|---|---|---|---|
| | 6,688 % of Total: 100.00% (6,688) | 7,319 % of Total: 100.00% (7,319) | 1.63 Avg for View: 1.63 (0.00%) | 00:00:50 Avg for View: 00:00:50 (0.00%) | 77.24% Avg for View: 77.18% (0.07%) | 71.21% Avg for View: 71.21% (0.00%) |
| 1. United States | 6,400 (95.31%) | 6,986 (95.45%) | 1.63 | 00:00:51 | 76.94% | 71.51% |
| 2. Canada | 85 (1.27%) | 93 (1.27%) | 1.72 | 00:00:51 | 80.65% | 61.29% |
| 3. United Kingdom | 49 (0.73%) | 51 (0.70%) | 1.55 | 00:00:54 | 84.31% | 60.78% |
| 4. France | 26 (0.39%) | 26 (0.36%) | 2.08 | 00:00:46 | 88.46% | 42.31% |
| 5. Germany | 22 (0.33%) | 23 (0.31%) | 1.61 | 00:00:24 | 78.26% | 52.17% |
| 6. Australia | 9 (0.13%) | 9 (0.12%) | 1.00 | 00:00:00 | 100.00% | 100.00% |
| 7. India | 9 (0.13%) | 10 (0.14%) | 1.50 | 00:00:08 | 90.00% | 80.00% |
| 8. Iraq | 9 (0.13%) | 9 (0.12%) | 1.11 | 00:00:01 | 88.89% | 88.89% |
| 9. Belgium | 8 (0.12%) | 9 (0.12%) | 1.22 | 00:01:20 | 77.78% | 77.78% |
| 10. Estonia | 7 (0.10%) | 7 (0.10%) | 1.14 | <00:00:01 | 100.00% | 85.71% |
| 11. Ireland | 7 (0.10%) | 7 (0.10%) | 1.43 | 00:00:07 | 100.00% | 85.71% |
| 12. Netherlands | 6 (0.09%) | 7 (0.10%) | 2.71 | 00:01:02 | 85.71% | 28.57% |
| 13. (not set) | 6 (0.09%) | 6 (0.08%) | 1.00 | 00:00:02 | 100.00% | 83.33% |
| 14. Mexico | 5 (0.07%) | 5 (0.07%) | 1.20 | 00:00:07 | 100.00% | 80.00% |
| 15. Austria | 3 (0.04%) | 3 (0.04%) | 1.67 | 00:00:34 | 100.00% | 66.67% |
| 16. Brazil | 3 (0.04%) | 4 (0.05%) | 2.25 | 00:04:30 | 75.00% | 50.00% |
| 17. Dominican Republic | 3 (0.04%) | 3 (0.04%) | 1.67 | 00:00:10 | 66.67% | 66.67% |
| 18. New Zealand | 3 (0.04%) | 3 (0.04%) | 1.00 | 00:00:00 | 100.00% | 100.00% |
| 19. Philippines | 3 (0.04%) | 3 (0.04%) | 1.00 | 00:00:00 | 100.00% | 100.00% |
| 20. Russia | 3 (0.04%) | 3 (0.04%) | 1.33 | 00:00:51 | 100.00% | 66.67% |
| 21. Argentina | 2 (0.03%) | 2 (0.03%) | 1.00 | 00:00:00 | 50.00% | 100.00% |
| 22. Aruba | 2 (0.03%) | 3 (0.04%) | 1.00 | 00:00:00 | 66.67% | 100.00% |
| 23. Switzerland | 2 (0.03%) | 2 (0.03%) | 1.50 | 00:00:02 | 50.00% | 50.00% |
| 24. Colombia | 2 (0.03%) | 2 (0.03%) | 1.50 | 00:00:03 | 100.00% | 50.00% |

| | | | | | | | |
|-----|-------|--------------|--------------|------|----------|-------|---------|
| 25. | Italy | 2 (0.03%) | 3 (0.04%) | 1.00 | 00:00:00 | 0.00% | 100.00% |
|-----|-------|--------------|--------------|------|----------|-------|---------|

03_DAC2-LK_02_USA

ALL » COUNTRY: United States

Mar 1, 2020 - Mar 31, 2020

All Users
95.69% Users

Map Overlay

Site Usage



| Region | Users | Sessions | Pages / Session | Avg. Session Duration | % New Sessions | Bounce Rate |
|--------------------|--|--|---|---|--|---|
| | 6,400 % of Total: 95.69% (6,688) | 6,986 % of Total: 95.45% (7,319) | 1.63 Avg for View: 1.63 (0.12%) | 00:00:51 Avg for View: 00:00:50 (0.64%) | 76.94% Avg for View: 77.18% (-0.31%) | 71.51% Avg for View: 71.21% (0.42%) |
| 1. Florida | 1,138 (17.77%) | 1,282 (18.35%) | 1.67 | 00:01:00 | 75.04% | 68.64% |
| 2. California | 461 (7.20%) | 480 (6.87%) | 1.20 | 00:00:14 | 88.75% | 88.12% |
| 3. New York | 433 (6.76%) | 494 (7.07%) | 1.51 | 00:00:53 | 70.85% | 75.10% |
| 4. Texas | 430 (6.71%) | 452 (6.47%) | 1.48 | 00:00:29 | 79.65% | 77.43% |
| 5. Illinois | 360 (5.62%) | 382 (5.47%) | 1.53 | 00:00:44 | 76.18% | 73.30% |
| 6. Pennsylvania | 322 (5.03%) | 401 (5.74%) | 1.77 | 00:01:05 | 62.09% | 66.83% |
| 7. Michigan | 251 (3.92%) | 265 (3.79%) | 1.92 | 00:01:28 | 75.85% | 64.15% |
| 8. Georgia | 246 (3.84%) | 267 (3.82%) | 1.75 | 00:01:08 | 78.65% | 71.91% |
| 9. Ohio | 246 (3.84%) | 265 (3.79%) | 1.68 | 00:00:56 | 72.83% | 66.42% |
| 10. North Carolina | 237 (3.70%) | 246 (3.52%) | 1.65 | 00:00:41 | 79.67% | 72.36% |
| 11. Massachusetts | 189 (2.95%) | 205 (2.93%) | 2.09 | 00:00:52 | 73.66% | 77.07% |
| 12. New Jersey | 182 (2.84%) | 200 (2.86%) | 1.50 | 00:00:34 | 77.00% | 69.00% |
| 13. Virginia | 176 (2.75%) | 184 (2.63%) | 1.64 | 00:01:01 | 85.33% | 71.20% |
| 14. Minnesota | 160 (2.50%) | 183 (2.62%) | 1.79 | 00:01:11 | 69.40% | 66.12% |
| 15. Tennessee | 144 (2.25%) | 151 (2.16%) | 1.74 | 00:00:36 | 79.47% | 68.21% |
| 16. Maryland | 112 (1.75%) | 119 (1.70%) | 1.87 | 00:01:23 | 77.31% | 68.07% |
| 17. Wisconsin | 93 (1.45%) | 100 (1.43%) | 1.72 | 00:00:53 | 72.00% | 58.00% |
| 18. Indiana | 86 (1.34%) | 90 (1.29%) | 1.67 | 00:00:28 | 78.89% | 64.44% |
| 19. South Carolina | 85 (1.33%) | 91 (1.30%) | 1.63 | 00:00:59 | 81.32% | 64.84% |
| 20. Colorado | 81 (1.26%) | 81 (1.16%) | 1.47 | 00:00:24 | 85.19% | 74.07% |
| 21. Missouri | 79 (1.23%) | 81 (1.16%) | 1.42 | 00:00:29 | 86.42% | 74.07% |
| 22. Washington | 73 (1.14%) | 80 (1.15%) | 1.48 | 00:00:41 | 80.00% | 76.25% |
| 23. Oregon | 69 (1.08%) | 71 (1.02%) | 1.18 | 00:00:12 | 91.55% | 88.73% |

| | | | | | | | |
|-----|----------------------|----------------------|---------------|------|----------|---------|--------|
| 24. | Louisiana | 68 (1.06%) | 72 (1.03%) | 1.78 | 00:01:04 | 81.94% | 68.06% |
| 25. | Connecticut | 64 (1.00%) | 83 (1.19%) | 1.61 | 00:01:15 | 60.24% | 68.67% |
| 26. | District of Columbia | 64 (1.00%) | 65 (0.93%) | 2.22 | 00:01:05 | 75.38% | 67.69% |
| 27. | Alabama | 59 (0.92%) | 63 (0.90%) | 1.46 | 00:00:41 | 77.78% | 65.08% |
| 28. | Arizona | 55 (0.86%) | 60 (0.86%) | 1.73 | 00:00:31 | 80.00% | 76.67% |
| 29. | Kentucky | 48 (0.75%) | 54 (0.77%) | 1.78 | 00:01:08 | 75.93% | 68.52% |
| 30. | Iowa | 38 (0.59%) | 42 (0.60%) | 2.45 | 00:01:01 | 78.57% | 54.76% |
| 31. | New Hampshire | 31 (0.48%) | 33 (0.47%) | 1.70 | 00:02:02 | 84.85% | 63.64% |
| 32. | Oklahoma | 27 (0.42%) | 29 (0.42%) | 1.38 | 00:00:19 | 75.86% | 75.86% |
| 33. | Maine | 24 (0.37%) | 24 (0.34%) | 1.88 | 00:01:53 | 91.67% | 45.83% |
| 34. | Nebraska | 24 (0.37%) | 24 (0.34%) | 1.38 | 00:00:14 | 95.83% | 75.00% |
| 35. | Utah | 24 (0.37%) | 30 (0.43%) | 1.47 | 00:00:20 | 66.67% | 73.33% |
| 36. | Delaware | 22 (0.34%) | 23 (0.33%) | 2.48 | 00:00:58 | 82.61% | 65.22% |
| 37. | Rhode Island | 22 (0.34%) | 23 (0.33%) | 2.17 | 00:00:47 | 82.61% | 60.87% |
| 38. | Kansas | 21 (0.33%) | 21 (0.30%) | 1.81 | 00:01:40 | 85.71% | 57.14% |
| 39. | (not set) | 19 (0.30%) | 19 (0.27%) | 1.21 | 00:00:06 | 100.00% | 89.47% |
| 40. | Nevada | 19 (0.30%) | 19 (0.27%) | 1.21 | 00:00:12 | 100.00% | 89.47% |
| 41. | West Virginia | 19 (0.30%) | 22 (0.31%) | 1.55 | 00:00:25 | 59.09% | 68.18% |
| 42. | Mississippi | 18 (0.28%) | 20 (0.29%) | 1.30 | 00:00:19 | 90.00% | 75.00% |
| 43. | Arkansas | 16 (0.25%) | 17 (0.24%) | 1.76 | 00:00:54 | 88.24% | 58.82% |
| 44. | New Mexico | 14 (0.22%) | 15 (0.21%) | 1.33 | 00:00:06 | 93.33% | 66.67% |
| 45. | Hawaii | 12 (0.19%) | 13 (0.19%) | 1.31 | 00:00:17 | 84.62% | 76.92% |
| 46. | Idaho | 9 (0.14%) | 9 (0.13%) | 1.56 | 00:00:42 | 100.00% | 55.56% |
| 47. | Montana | 8 (0.12%) | 9 (0.13%) | 1.22 | 00:00:08 | 88.89% | 77.78% |
| 48. | North Dakota | 7 (0.11%) | 8 (0.11%) | 1.25 | 00:00:24 | 87.50% | 75.00% |
| 49. | South Dakota | 7 (0.11%) | 7 (0.10%) | 1.57 | 00:02:50 | 100.00% | 57.14% |
| 50. | Wyoming | 6 (0.09%) | 6 (0.09%) | 1.33 | 00:00:05 | 83.33% | 83.33% |

03_DAC2-LK_03_FLA

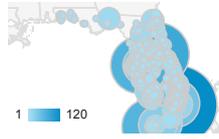
ALL » COUNTRY: United States » REGION: Florida

Mar 1, 2020 - Mar 31, 2020



Map Overlay

Site Usage



| City | Users | Sessions | Pages / Session | Avg. Session Duration | % New Sessions | Bounce Rate |
|------------------------|--|--|---|--|--|--|
| | 1,138 % of Total: 17.02% (6,688) | 1,282 % of Total: 17.52% (7,319) | 1.67 Avg for View: 1.63 (2.27%) | 00:01:00 Avg for View: 00:00:50 (18.84%) | 75.04% Avg for View: 77.18% (-2.78%) | 68.64% Avg for View: 71.21% (-3.61%) |
| 1. Miami | 120 (10.34%) | 122 (9.52%) | 1.57 | 00:00:52 | 85.25% | 71.31% |
| 2. Orlando | 79 (6.81%) | 85 (6.63%) | 1.56 | 00:00:37 | 77.65% | 68.24% |
| 3. Tampa | 65 (5.60%) | 71 (5.54%) | 2.18 | 00:01:21 | 73.24% | 63.38% |
| 4. Key West | 62 (5.34%) | 68 (5.30%) | 1.76 | 00:00:54 | 57.35% | 67.65% |
| 5. Hialeah | 41 (3.53%) | 59 (4.60%) | 1.49 | 00:00:58 | 57.63% | 71.19% |
| 6. Brandon | 30 (2.59%) | 31 (2.42%) | 1.71 | 00:01:01 | 83.87% | 70.97% |
| 7. Big Pine Key | 26 (2.24%) | 32 (2.50%) | 1.44 | 00:00:30 | 56.25% | 78.12% |
| 8. Marathon | 26 (2.24%) | 35 (2.73%) | 1.71 | 00:08:53 | 48.57% | 68.57% |
| 9. (not set) | 25 (2.16%) | 25 (1.95%) | 1.56 | 00:00:34 | 80.00% | 80.00% |
| 10. Bay Lake | 17 (1.47%) | 30 (2.34%) | 1.60 | 00:00:49 | 43.33% | 66.67% |
| 11. Miami Beach | 15 (1.29%) | 15 (1.17%) | 1.20 | 00:01:32 | 80.00% | 86.67% |
| 12. Cape Coral | 14 (1.21%) | 14 (1.09%) | 1.79 | 00:00:23 | 100.00% | 64.29% |
| 13. North Naples | 13 (1.12%) | 13 (1.01%) | 1.92 | 00:01:36 | 76.92% | 84.62% |
| 14. Gainesville | 10 (0.86%) | 10 (0.78%) | 1.10 | 00:00:03 | 80.00% | 90.00% |
| 15. Palm Beach Gardens | 10 (0.86%) | 12 (0.94%) | 1.83 | 00:00:50 | 58.33% | 58.33% |
| 16. Jacksonville | 9 (0.78%) | 9 (0.70%) | 3.11 | 00:03:10 | 77.78% | 66.67% |
| 17. Tallahassee | 9 (0.78%) | 9 (0.70%) | 2.44 | 00:00:57 | 88.89% | 66.67% |
| 18. Wellington | 9 (0.78%) | 11 (0.86%) | 1.09 | 00:00:01 | 63.64% | 90.91% |
| 19. Fort Lauderdale | 8 (0.69%) | 9 (0.70%) | 2.22 | 00:00:47 | 88.89% | 33.33% |
| 20. Homestead | 8 (0.69%) | 9 (0.70%) | 1.89 | 00:00:22 | 77.78% | 55.56% |
| 21. Jupiter | 8 (0.69%) | 8 (0.62%) | 2.12 | 00:00:57 | 87.50% | 50.00% |
| 22. Key Largo | 8 (0.69%) | 8 (0.62%) | 1.12 | 00:00:01 | 75.00% | 87.50% |
| 23. West Palm Beach | 8 (0.69%) | 9 (0.70%) | 2.22 | 00:02:20 | 66.67% | 44.44% |

| | | | | | | | |
|-----|-----------------------------------|---------------------|----------------------|------|----------|---------|---------|
| 24. | Coral Gables | 8 (0.69%) | 8 (0.62%) | 1.38 | 00:00:14 | 87.50% | 62.50% |
| 25. | Cudjoe Key | 8 (0.69%) | 8 (0.62%) | 1.75 | 00:00:31 | 75.00% | 62.50% |
| 26. | Pembroke Pines | 7 (0.60%) | 8 (0.62%) | 1.75 | 00:00:23 | 75.00% | 62.50% |
| 27. | Port St. Lucie | 7 (0.60%) | 7 (0.55%) | 1.57 | 00:00:34 | 85.71% | 57.14% |
| 28. | Seminole | 7 (0.60%) | 7 (0.55%) | 1.00 | 00:00:00 | 71.43% | 100.00% |
| 29. | St. Petersburg | 7 (0.60%) | 8 (0.62%) | 1.25 | 00:00:05 | 75.00% | 87.50% |
| 30. | Golden Gate | 7 (0.60%) | 7 (0.55%) | 1.14 | 00:00:02 | 100.00% | 85.71% |
| 31. | Hollywood | 6 (0.52%) | 6 (0.47%) | 2.17 | 00:01:13 | 83.33% | 50.00% |
| 32. | Islamorada | 6 (0.52%) | 7 (0.55%) | 1.43 | 00:02:01 | 85.71% | 57.14% |
| 33. | Sebastian | 6 (0.52%) | 7 (0.55%) | 1.14 | 00:00:01 | 85.71% | 85.71% |
| 34. | Spring Hill | 6 (0.52%) | 29 (2.26%) | 1.10 | 00:00:11 | 13.79% | 96.55% |
| 35. | Doral | 6 (0.52%) | 6 (0.47%) | 1.33 | 00:01:00 | 83.33% | 66.67% |
| 36. | Fontainebleau | 6 (0.52%) | 6 (0.47%) | 1.50 | 00:00:40 | 83.33% | 66.67% |
| 37. | Royal Palm Beach | 6 (0.52%) | 6 (0.47%) | 1.17 | 00:00:04 | 100.00% | 83.33% |
| 38. | Villas | 6 (0.52%) | 7 (0.55%) | 2.57 | 00:00:47 | 85.71% | 57.14% |
| 39. | Boynton Beach | 5 (0.43%) | 5 (0.39%) | 1.40 | 00:00:15 | 100.00% | 80.00% |
| 40. | Homosassa Springs | 5 (0.43%) | 5 (0.39%) | 1.00 | 00:00:00 | 100.00% | 100.00% |
| 41. | Kissimmee | 5 (0.43%) | 5 (0.39%) | 2.60 | 00:03:24 | 80.00% | 60.00% |
| 42. | Land O' Lakes | 5 (0.43%) | 6 (0.47%) | 1.50 | 00:00:22 | 83.33% | 66.67% |
| 43. | Lehigh Acres | 5 (0.43%) | 5 (0.39%) | 1.00 | 00:00:00 | 80.00% | 100.00% |
| 44. | Marco Island | 5 (0.43%) | 5 (0.39%) | 1.80 | 00:00:39 | 80.00% | 60.00% |
| 45. | Melbourne | 5 (0.43%) | 5 (0.39%) | 1.40 | 00:00:09 | 80.00% | 60.00% |
| 46. | Naples | 5 (0.43%) | 5 (0.39%) | 1.40 | 00:00:07 | 100.00% | 60.00% |
| 47. | North Port | 5 (0.43%) | 5 (0.39%) | 1.80 | 00:01:31 | 80.00% | 20.00% |
| 48. | Palm Bay | 5 (0.43%) | 5 (0.39%) | 2.60 | 00:00:36 | 100.00% | 40.00% |
| 49. | Palm Harbor | 5 (0.43%) | 5 (0.39%) | 1.60 | 00:01:24 | 100.00% | 40.00% |
| 50. | Pinellas Park | 5 (0.43%) | 5 (0.39%) | 1.60 | 00:00:40 | 80.00% | 60.00% |

03_DAC2-LK_04_CAN

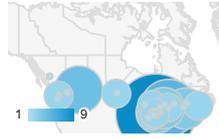
ALL » COUNTRY: Canada

Mar 1, 2020 - Mar 31, 2020

All Users
1.27% Users

Map Overlay

Site Usage



| City | Users | Sessions | Pages / Session | Avg. Session Duration | % New Sessions | Bounce Rate |
|---------------------|--|--|---|---|---|---|
| | 85 % of Total: 1.27% (6,688) | 93 % of Total: 1.27% (7,319) | 1.72 Avg for View: 1.63 (5.55%) | 00:00:51 Avg for View: 00:00:50 (2.18%) | 80.65% Avg for View: 77.18% (4.49%) | 61.29% Avg for View: 71.21% (-13.93%) |
| 1. Toronto | 9 (10.59%) | 11 (11.83%) | 1.27 | 00:00:03 | 81.82% | 90.91% |
| 2. (not set) | 5 (5.88%) | 5 (5.38%) | 1.80 | 00:03:23 | 100.00% | 60.00% |
| 3. Montreal | 5 (5.88%) | 5 (5.38%) | 1.20 | 00:00:12 | 80.00% | 60.00% |
| 4. Calgary | 4 (4.71%) | 4 (4.30%) | 1.50 | 00:00:21 | 100.00% | 50.00% |
| 5. Saint John | 3 (3.53%) | 4 (4.30%) | 1.25 | 00:00:02 | 75.00% | 75.00% |
| 6. Ottawa | 3 (3.53%) | 3 (3.23%) | 1.67 | 00:00:51 | 100.00% | 66.67% |
| 7. Whitby | 3 (3.53%) | 3 (3.23%) | 1.33 | 00:00:02 | 100.00% | 66.67% |
| 8. Vancouver | 2 (2.35%) | 2 (2.15%) | 1.50 | 00:00:03 | 50.00% | 50.00% |
| 9. Winnipeg | 2 (2.35%) | 2 (2.15%) | 1.50 | 00:00:32 | 100.00% | 50.00% |
| 10. Sydney | 2 (2.35%) | 2 (2.15%) | 1.00 | 00:00:00 | 100.00% | 100.00% |
| 11. Brampton | 2 (2.35%) | 2 (2.15%) | 2.50 | 00:01:41 | 50.00% | 0.00% |
| 12. London | 2 (2.35%) | 2 (2.15%) | 1.00 | 00:00:00 | 100.00% | 100.00% |
| 13. Markham | 2 (2.35%) | 2 (2.15%) | 1.50 | 00:00:03 | 50.00% | 50.00% |
| 14. Mississauga | 2 (2.35%) | 2 (2.15%) | 2.00 | 00:00:39 | 100.00% | 50.00% |
| 15. Greater Sudbury | 2 (2.35%) | 2 (2.15%) | 3.50 | 00:05:10 | 50.00% | 0.00% |
| 16. Laval | 2 (2.35%) | 2 (2.15%) | 1.50 | 00:00:08 | 100.00% | 50.00% |
| 17. Burnaby | 1 (1.18%) | 1 (1.08%) | 1.00 | 00:00:00 | 100.00% | 100.00% |
| 18. Smithers | 1 (1.18%) | 1 (1.08%) | 1.00 | 00:00:00 | 100.00% | 100.00% |
| 19. Surrey | 1 (1.18%) | 1 (1.08%) | 1.00 | 00:00:00 | 0.00% | 100.00% |
| 20. Vernon | 1 (1.18%) | 1 (1.08%) | 1.00 | 00:00:00 | 100.00% | 100.00% |
| 21. Victoria | 1 (1.18%) | 1 (1.08%) | 1.00 | 00:00:00 | 100.00% | 100.00% |
| 22. Selkirk | 1 (1.18%) | 1 (1.08%) | 1.00 | 00:00:00 | 100.00% | 100.00% |
| 23. Fredericton | 1 (1.18%) | 1 (1.08%) | 2.00 | 00:00:14 | 100.00% | 0.00% |

| | | | | | | |
|-------------------------------|---------------------|---------------------|------|----------|---------|---------|
| 24. Miramichi | 1 (1.18%) | 1 (1.08%) | 1.00 | 00:00:00 | 100.00% | 100.00% |
| 25. Ajax | 1 (1.18%) | 1 (1.08%) | 2.00 | 00:00:15 | 0.00% | 0.00% |

Rows 1 - 25 of 51

03_DAC2-LK_05_UK

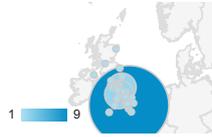
ALL » COUNTRY: United Kingdom

Mar 1, 2020 - Mar 31, 2020

All Users
0.73% Users

Map Overlay

Site Usage



| City | Users | Sessions | Pages / Session | Avg. Session Duration | % New Sessions | Bounce Rate |
|----------------------|--|--|--|---|---|---|
| | 49 % of Total: 0.73% (6,688) | 51 % of Total: 0.70% (7,319) | 1.55 Avg for View: 1.63 (-4.97%) | 00:00:54 Avg for View: 00:00:50 (7.17%) | 84.31% Avg for View: 77.18% (9.24%) | 60.78% Avg for View: 71.21% (-14.64%) |
| 1. London | 9 (18.37%) | 11 (21.57%) | 1.55 | 00:00:20 | 72.73% | 54.55% |
| 2. (not set) | 7 (14.29%) | 7 (13.73%) | 1.71 | 00:01:01 | 100.00% | 71.43% |
| 3. Lichfield | 2 (4.08%) | 2 (3.92%) | 1.50 | 00:00:53 | 50.00% | 50.00% |
| 4. Rotherham | 2 (4.08%) | 2 (3.92%) | 1.50 | 00:00:06 | 50.00% | 50.00% |
| 5. Alnwick | 1 (2.04%) | 1 (1.96%) | 1.00 | 00:00:00 | 100.00% | 100.00% |
| 6. Aylesbury | 1 (2.04%) | 1 (1.96%) | 1.00 | 00:00:00 | 0.00% | 100.00% |
| 7. Barrow-in-Furness | 1 (2.04%) | 1 (1.96%) | 1.00 | 00:00:00 | 100.00% | 100.00% |
| 8. Birmingham | 1 (2.04%) | 1 (1.96%) | 2.00 | 00:00:17 | 0.00% | 0.00% |
| 9. Blackburn | 1 (2.04%) | 1 (1.96%) | 1.00 | 00:00:00 | 100.00% | 100.00% |
| 10. Bristol | 1 (2.04%) | 1 (1.96%) | 2.00 | 00:02:25 | 100.00% | 0.00% |
| 11. Crawley | 1 (2.04%) | 1 (1.96%) | 2.00 | 00:00:40 | 100.00% | 0.00% |
| 12. Eastbourne | 1 (2.04%) | 1 (1.96%) | 1.00 | 00:00:00 | 100.00% | 100.00% |
| 13. Exeter | 1 (2.04%) | 1 (1.96%) | 1.00 | 00:00:00 | 100.00% | 100.00% |
| 14. Grantham | 1 (2.04%) | 1 (1.96%) | 3.00 | 00:22:12 | 100.00% | 0.00% |
| 15. Halifax | 1 (2.04%) | 1 (1.96%) | 2.00 | 00:03:17 | 100.00% | 0.00% |
| 16. Hemel Hempstead | 1 (2.04%) | 1 (1.96%) | 1.00 | 00:00:00 | 100.00% | 100.00% |
| 17. Kettering | 1 (2.04%) | 1 (1.96%) | 2.00 | 00:00:12 | 100.00% | 0.00% |
| 18. Leek | 1 (2.04%) | 1 (1.96%) | 1.00 | 00:00:00 | 0.00% | 100.00% |
| 19. Liverpool | 1 (2.04%) | 1 (1.96%) | 1.00 | 00:00:00 | 100.00% | 100.00% |
| 20. Maldon | 1 (2.04%) | 1 (1.96%) | 1.00 | 00:00:00 | 100.00% | 100.00% |
| 21. Manchester | 1 (2.04%) | 1 (1.96%) | 4.00 | 00:00:30 | 100.00% | 0.00% |
| 22. Matlock | 1 (2.04%) | 1 (1.96%) | 2.00 | 00:01:30 | 100.00% | 0.00% |
| 23. Nottingham | 1 (2.04%) | 1 (1.96%) | 1.00 | 00:00:00 | 100.00% | 100.00% |

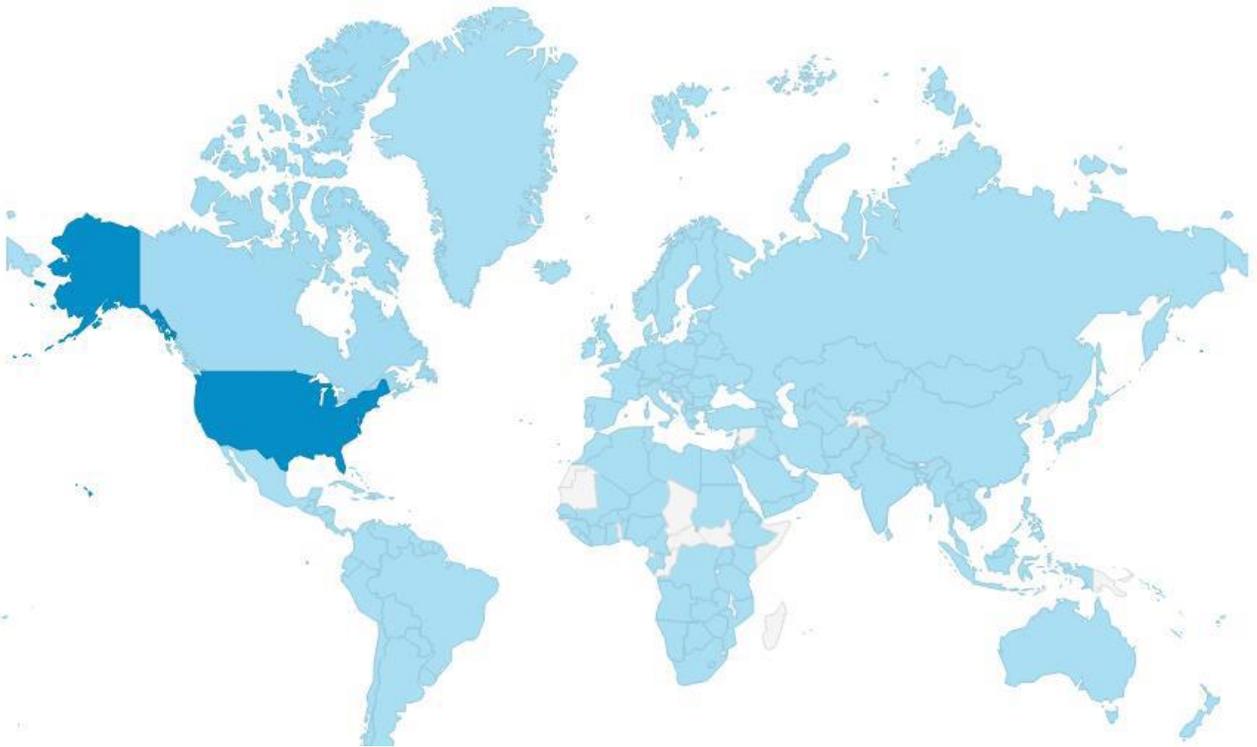
| | | | | | | |
|------------|--------------|--------------|------|----------|---------|---------|
| 24. Sale | 1 (2.04%) | 1 (1.96%) | 2.00 | 00:00:01 | 100.00% | 0.00% |
| 25. Slough | 1 (2.04%) | 1 (1.96%) | 1.00 | 00:00:00 | 100.00% | 100.00% |

Rows 1 - 25 of 33

Section 2: Geographic Data on Website Visitors



Google Analytics



03_DAC2-LK_01_World

All Users
100.00% Users

Feb 1, 2020 - Feb 29, 2020

Map Overlay

Site Usage



| Country | Users | Sessions | Pages / Session | Avg. Session Duration | % New Sessions | Bounce Rate |
|--------------------------|---|---|---|---|---|---|
| | 12,736 % of Total: 100.00% (12,736) | 13,935 % of Total: 100.00% (13,935) | 1.82 Avg for View: 1.82 (0.00%) | 00:01:05 Avg for View: 00:01:05 (0.00%) | 76.49% Avg for View: 76.43% (0.08%) | 63.52% Avg for View: 63.52% (0.00%) |
| 1. United States | 12,094 (94.68%) | 13,196 (94.70%) | 1.82 | 00:01:05 | 76.33% | 63.69% |
| 2. Canada | 199 (1.56%) | 219 (1.57%) | 2.02 | 00:01:23 | 79.91% | 54.79% |
| 3. United Kingdom | 135 (1.06%) | 144 (1.03%) | 1.85 | 00:01:05 | 83.33% | 58.33% |
| 4. France | 73 (0.57%) | 77 (0.55%) | 1.87 | 00:00:40 | 76.62% | 48.05% |
| 5. Germany | 49 (0.38%) | 57 (0.41%) | 1.91 | 00:00:42 | 63.16% | 50.88% |
| 6. Denmark | 19 (0.15%) | 21 (0.15%) | 1.29 | 00:00:22 | 80.95% | 80.95% |
| 7. Netherlands | 18 (0.14%) | 19 (0.14%) | 1.74 | 00:00:32 | 73.68% | 63.16% |
| 8. Italy | 14 (0.11%) | 14 (0.10%) | 1.21 | 00:00:03 | 92.86% | 85.71% |
| 9. Mexico | 14 (0.11%) | 15 (0.11%) | 1.60 | 00:00:34 | 93.33% | 53.33% |
| 10. Brazil | 12 (0.09%) | 13 (0.09%) | 1.54 | 00:00:56 | 84.62% | 69.23% |
| 11. Estonia | 11 (0.09%) | 11 (0.08%) | 1.00 | 00:00:00 | 100.00% | 100.00% |
| 12. (not set) | 10 (0.08%) | 10 (0.07%) | 1.30 | 00:00:23 | 100.00% | 90.00% |
| 13. Sweden | 8 (0.06%) | 8 (0.06%) | 2.12 | 00:04:11 | 100.00% | 75.00% |
| 14. Australia | 7 (0.05%) | 7 (0.05%) | 1.57 | 00:00:51 | 100.00% | 57.14% |
| 15. Switzerland | 7 (0.05%) | 7 (0.05%) | 2.14 | 00:01:24 | 85.71% | 57.14% |
| 16. India | 7 (0.05%) | 7 (0.05%) | 1.29 | 00:00:15 | 71.43% | 71.43% |
| 17. Belgium | 5 (0.04%) | 5 (0.04%) | 1.20 | 00:00:03 | 80.00% | 80.00% |
| 18. South Africa | 5 (0.04%) | 5 (0.04%) | 1.40 | 00:00:10 | 60.00% | 80.00% |
| 19. Costa Rica | 4 (0.03%) | 11 (0.08%) | 1.55 | 00:03:44 | 18.18% | 54.55% |
| 20. United Arab Emirates | 3 (0.02%) | 3 (0.02%) | 1.33 | 00:00:00 | 100.00% | 66.67% |
| 21. Austria | 3 (0.02%) | 3 (0.02%) | 2.33 | 00:03:38 | 100.00% | 66.67% |
| 22. Bahamas | 3 (0.02%) | 3 (0.02%) | 1.00 | 00:00:00 | 100.00% | 100.00% |
| 23. Dominican Republic | 3 (0.02%) | 3 (0.02%) | 3.00 | 00:04:01 | 66.67% | 33.33% |
| 24. Finland | 3 (0.02%) | 3 (0.02%) | 1.33 | 00:00:10 | 100.00% | 66.67% |

| | | | | | | | |
|-----|-------|--------------|--------------|------|----------|---------|--------|
| 25. | Japan | 3 (0.02%) | 3 (0.02%) | 1.33 | 00:00:49 | 100.00% | 66.67% |
|-----|-------|--------------|--------------|------|----------|---------|--------|

03_DAC2-LK_02_USA

ALL » COUNTRY: United States

Feb 1, 2020 - Feb 29, 2020

All Users
94.96% Users

Map Overlay

Site Usage



| Region | Users | Sessions | Pages / Session | Avg. Session Duration | % New Sessions | Bounce Rate |
|--------------------------|--|--|---|--|--|---|
| | 12,094 % of Total: 94.96% (12,736) | 13,196 % of Total: 94.70% (13,935) | 1.82 Avg for View: 1.82 (0.10%) | 00:01:05 Avg for View: 00:01:05 (-0.10%) | 76.33% Avg for View: 76.43% (-0.13%) | 63.69% Avg for View: 63.52% (0.27%) |
| 1. Florida | 1,609 (13.26%) | 1,842 (13.96%) | 1.86 | 00:01:14 | 74.16% | 62.49% |
| 2. New York | 1,042 (8.59%) | 1,137 (8.62%) | 1.67 | 00:00:55 | 74.23% | 69.04% |
| 3. Illinois | 752 (6.20%) | 828 (6.27%) | 1.76 | 00:01:02 | 71.86% | 65.94% |
| 4. Pennsylvania | 717 (5.91%) | 797 (6.04%) | 1.75 | 00:00:50 | 68.63% | 63.11% |
| 5. Texas | 687 (5.66%) | 736 (5.58%) | 1.69 | 00:00:58 | 77.99% | 69.43% |
| 6. Michigan | 591 (4.87%) | 627 (4.75%) | 1.92 | 00:01:15 | 77.19% | 60.29% |
| 7. Ohio | 563 (4.64%) | 592 (4.49%) | 2.09 | 00:01:13 | 78.04% | 55.24% |
| 8. California | 525 (4.33%) | 544 (4.12%) | 1.42 | 00:00:35 | 84.19% | 81.43% |
| 9. New Jersey | 431 (3.55%) | 467 (3.54%) | 1.93 | 00:01:18 | 72.59% | 59.96% |
| 10. Georgia | 428 (3.53%) | 460 (3.49%) | 1.86 | 00:01:27 | 76.09% | 61.30% |
| 11. Massachusetts | 425 (3.50%) | 447 (3.39%) | 1.82 | 00:01:02 | 77.85% | 60.63% |
| 12. North Carolina | 425 (3.50%) | 456 (3.46%) | 1.99 | 00:01:08 | 77.85% | 55.70% |
| 13. Minnesota | 416 (3.43%) | 489 (3.71%) | 2.02 | 00:01:17 | 70.76% | 59.92% |
| 14. Virginia | 344 (2.83%) | 354 (2.68%) | 1.77 | 00:01:03 | 75.99% | 66.10% |
| 15. Tennessee | 310 (2.55%) | 322 (2.44%) | 1.79 | 00:00:46 | 83.23% | 64.91% |
| 16. Wisconsin | 234 (1.93%) | 242 (1.83%) | 2.19 | 00:01:10 | 79.34% | 51.24% |
| 17. Indiana | 220 (1.81%) | 238 (1.80%) | 1.69 | 00:00:40 | 73.95% | 66.81% |
| 18. Missouri | 211 (1.74%) | 240 (1.82%) | 1.88 | 00:01:13 | 78.75% | 63.33% |
| 19. Maryland | 197 (1.62%) | 213 (1.61%) | 2.01 | 00:01:45 | 78.87% | 56.81% |
| 20. Colorado | 196 (1.61%) | 215 (1.63%) | 1.71 | 00:00:52 | 72.56% | 61.86% |
| 21. Connecticut | 159 (1.31%) | 168 (1.27%) | 1.89 | 00:01:11 | 77.38% | 61.31% |
| 22. District of Columbia | 152 (1.25%) | 159 (1.20%) | 1.77 | 00:01:03 | 77.99% | 71.70% |
| 23. South Carolina | 138 (1.14%) | 144 (1.09%) | 2.15 | 00:02:00 | 87.50% | 56.25% |

| | | | | | | | |
|-----|---------------|-----------------------|-----------------------|------|----------|---------|--------|
| 24. | Washington | 129 (1.06%) | 135 (1.02%) | 1.56 | 00:00:26 | 80.00% | 70.37% |
| 25. | Alabama | 114 (0.94%) | 120 (0.91%) | 1.71 | 00:00:58 | 87.50% | 62.50% |
| 26. | Iowa | 105 (0.87%) | 117 (0.89%) | 2.34 | 00:01:50 | 76.92% | 59.83% |
| 27. | Kentucky | 95 (0.78%) | 114 (0.86%) | 1.68 | 00:00:41 | 72.81% | 63.16% |
| 28. | Arizona | 87 (0.72%) | 89 (0.67%) | 1.81 | 00:00:42 | 84.27% | 66.29% |
| 29. | Louisiana | 77 (0.63%) | 83 (0.63%) | 1.64 | 00:00:50 | 86.75% | 60.24% |
| 30. | New Hampshire | 74 (0.61%) | 76 (0.58%) | 2.04 | 00:01:08 | 82.89% | 59.21% |
| 31. | Maine | 66 (0.54%) | 71 (0.54%) | 1.83 | 00:00:54 | 83.10% | 61.97% |
| 32. | Oklahoma | 66 (0.54%) | 73 (0.55%) | 1.95 | 00:01:06 | 82.19% | 64.38% |
| 33. | Oregon | 53 (0.44%) | 54 (0.41%) | 1.80 | 00:01:15 | 90.74% | 68.52% |
| 34. | West Virginia | 52 (0.43%) | 57 (0.43%) | 1.51 | 00:00:24 | 82.46% | 71.93% |
| 35. | Rhode Island | 49 (0.40%) | 50 (0.38%) | 1.82 | 00:01:03 | 82.00% | 58.00% |
| 36. | Delaware | 40 (0.33%) | 41 (0.31%) | 1.78 | 00:02:25 | 82.93% | 65.85% |
| 37. | Kansas | 40 (0.33%) | 41 (0.31%) | 1.76 | 00:00:41 | 87.80% | 60.98% |
| 38. | Nevada | 36 (0.30%) | 42 (0.32%) | 1.86 | 00:00:40 | 66.67% | 78.57% |
| 39. | Mississippi | 31 (0.26%) | 32 (0.24%) | 1.66 | 00:01:14 | 90.62% | 65.62% |
| 40. | Nebraska | 31 (0.26%) | 35 (0.27%) | 1.71 | 00:00:39 | 80.00% | 51.43% |
| 41. | Utah | 31 (0.26%) | 35 (0.27%) | 1.69 | 00:00:45 | 71.43% | 74.29% |
| 42. | (not set) | 27 (0.22%) | 27 (0.20%) | 1.19 | 00:00:08 | 100.00% | 92.59% |
| 43. | Arkansas | 24 (0.20%) | 27 (0.20%) | 1.93 | 00:01:30 | 85.19% | 66.67% |
| 44. | Idaho | 21 (0.17%) | 22 (0.17%) | 2.14 | 00:00:56 | 90.91% | 63.64% |
| 45. | Vermont | 21 (0.17%) | 23 (0.17%) | 2.30 | 00:01:17 | 82.61% | 52.17% |
| 46. | Montana | 18 (0.15%) | 19 (0.14%) | 2.11 | 00:03:04 | 78.95% | 52.63% |
| 47. | New Mexico | 18 (0.15%) | 33 (0.25%) | 1.36 | 00:00:56 | 51.52% | 75.76% |
| 48. | Wyoming | 18 (0.15%) | 18 (0.14%) | 2.22 | 00:00:44 | 83.33% | 55.56% |
| 49. | North Dakota | 17 (0.14%) | 17 (0.13%) | 2.18 | 00:03:28 | 82.35% | 35.29% |
| 50. | South Dakota | 15 (0.12%) | 16 (0.12%) | 1.50 | 00:00:18 | 93.75% | 50.00% |

03_DAC2-LK_03_FLA

ALL » COUNTRY: United States » REGION: Florida

Feb 1, 2020 - Feb 29, 2020



Map Overlay

Site Usage



| City | Users | Sessions | Pages / Session | Avg. Session Duration | % New Sessions | Bounce Rate |
|------------------------|---|---|---|--|--|--|
| | 1,609 % of Total: 12.63% (12,736) | 1,842 % of Total: 13.22% (13,935) | 1.86 Avg for View: 1.82 (2.06%) | 00:01:14 Avg for View: 00:01:05 (13.47%) | 74.16% Avg for View: 76.43% (-2.97%) | 62.49% Avg for View: 63.52% (-1.63%) |
| 1. Miami | 187 (11.47%) | 203 (11.02%) | 1.95 | 00:01:26 | 72.41% | 63.05% |
| 2. Tampa | 176 (10.80%) | 194 (10.53%) | 2.01 | 00:01:14 | 74.74% | 58.25% |
| 3. Orlando | 162 (9.94%) | 201 (10.91%) | 1.58 | 00:01:09 | 63.68% | 73.63% |
| 4. Key West | 98 (6.01%) | 113 (6.13%) | 2.14 | 00:01:55 | 67.26% | 52.21% |
| 5. Big Pine Key | 35 (2.15%) | 39 (2.12%) | 2.23 | 00:01:36 | 76.92% | 51.28% |
| 6. Jacksonville | 32 (1.96%) | 33 (1.79%) | 1.85 | 00:01:08 | 96.97% | 63.64% |
| 7. Marathon | 32 (1.96%) | 50 (2.71%) | 1.88 | 00:00:50 | 46.00% | 70.00% |
| 8. Cape Coral | 30 (1.84%) | 31 (1.68%) | 1.61 | 00:00:38 | 87.10% | 77.42% |
| 9. Fort Lauderdale | 25 (1.53%) | 28 (1.52%) | 2.14 | 00:02:30 | 71.43% | 60.71% |
| 10. Key Largo | 25 (1.53%) | 25 (1.36%) | 1.56 | 00:01:00 | 76.00% | 68.00% |
| 11. West Palm Beach | 20 (1.23%) | 31 (1.68%) | 1.65 | 00:01:11 | 35.48% | 67.74% |
| 12. Cudjoe Key | 19 (1.17%) | 20 (1.09%) | 2.20 | 00:02:18 | 75.00% | 55.00% |
| 13. (not set) | 18 (1.10%) | 21 (1.14%) | 1.38 | 00:00:11 | 85.71% | 71.43% |
| 14. Port St. Lucie | 17 (1.04%) | 17 (0.92%) | 2.12 | 00:02:21 | 100.00% | 58.82% |
| 15. Ocala | 12 (0.74%) | 13 (0.71%) | 1.62 | 00:00:18 | 76.92% | 61.54% |
| 16. Hialeah | 11 (0.67%) | 13 (0.71%) | 1.69 | 00:00:10 | 61.54% | 69.23% |
| 17. New Smyrna Beach | 11 (0.67%) | 11 (0.60%) | 2.09 | 00:02:05 | 100.00% | 63.64% |
| 18. St. Petersburg | 11 (0.67%) | 11 (0.60%) | 1.55 | 00:00:10 | 72.73% | 72.73% |
| 19. Palm Beach Gardens | 11 (0.67%) | 11 (0.60%) | 1.64 | 00:00:47 | 100.00% | 63.64% |
| 20. Naples | 10 (0.61%) | 10 (0.54%) | 1.70 | 00:00:16 | 80.00% | 70.00% |
| 21. Tallahassee | 10 (0.61%) | 10 (0.54%) | 1.90 | 00:00:31 | 90.00% | 50.00% |
| 22. Brandon | 9 (0.55%) | 9 (0.49%) | 2.22 | 00:01:04 | 100.00% | 55.56% |
| 23. Lehigh Acres | 9 (0.55%) | 10 (0.54%) | 1.50 | 00:00:15 | 70.00% | 70.00% |

| | | | | | | |
|--------------------------------------|---------------------|----------------------|------|----------|---------|--------|
| 24. Port Orange | 9 (0.55%) | 9 (0.49%) | 1.56 | 00:02:30 | 88.89% | 66.67% |
| 25. Vero Beach | 9 (0.55%) | 9 (0.49%) | 1.89 | 00:00:17 | 100.00% | 33.33% |
| 26. Cutler Bay | 9 (0.55%) | 9 (0.49%) | 1.44 | 00:01:35 | 77.78% | 66.67% |
| 27. Boca Raton | 8 (0.49%) | 8 (0.43%) | 4.38 | 00:02:11 | 62.50% | 75.00% |
| 28. Islamorada | 8 (0.49%) | 8 (0.43%) | 1.50 | 00:02:03 | 100.00% | 50.00% |
| 29. Spring Hill | 8 (0.49%) | 27 (1.47%) | 1.26 | 00:00:23 | 25.93% | 92.59% |
| 30. Bonita Springs | 7 (0.43%) | 8 (0.43%) | 1.62 | 00:01:04 | 62.50% | 50.00% |
| 31. Miami Beach | 7 (0.43%) | 8 (0.43%) | 2.12 | 00:00:26 | 75.00% | 75.00% |
| 32. North Fort Myers | 7 (0.43%) | 7 (0.38%) | 1.71 | 00:03:47 | 100.00% | 57.14% |
| 33. Palm Coast | 7 (0.43%) | 9 (0.49%) | 1.78 | 00:00:41 | 77.78% | 66.67% |
| 34. Pembroke Pines | 7 (0.43%) | 8 (0.43%) | 1.88 | 00:01:49 | 62.50% | 50.00% |
| 35. Punta Gorda | 7 (0.43%) | 7 (0.38%) | 1.86 | 00:00:27 | 85.71% | 57.14% |
| 36. Sebring | 7 (0.43%) | 7 (0.38%) | 1.57 | 00:01:05 | 85.71% | 85.71% |
| 37. Lely Resort | 7 (0.43%) | 9 (0.49%) | 2.11 | 00:01:08 | 66.67% | 44.44% |
| 38. Rotonda West | 7 (0.43%) | 7 (0.38%) | 2.00 | 00:00:42 | 85.71% | 42.86% |
| 39. Clearwater | 6 (0.37%) | 7 (0.38%) | 1.57 | 00:00:04 | 85.71% | 85.71% |
| 40. Homestead | 6 (0.37%) | 6 (0.33%) | 2.67 | 00:00:44 | 83.33% | 50.00% |
| 41. Kissimmee | 6 (0.37%) | 6 (0.33%) | 1.83 | 00:00:18 | 83.33% | 33.33% |
| 42. Merritt Island | 6 (0.37%) | 6 (0.33%) | 2.33 | 00:00:38 | 83.33% | 50.00% |
| 43. Port Charlotte | 6 (0.37%) | 7 (0.38%) | 1.14 | 00:00:02 | 71.43% | 85.71% |
| 44. St. Cloud | 6 (0.37%) | 8 (0.43%) | 1.50 | 00:00:51 | 75.00% | 50.00% |
| 45. Titusville | 6 (0.37%) | 6 (0.33%) | 1.67 | 00:00:54 | 100.00% | 33.33% |
| 46. Winter Haven | 6 (0.37%) | 6 (0.33%) | 1.33 | 00:00:33 | 83.33% | 66.67% |
| 47. Coral Gables | 6 (0.37%) | 6 (0.33%) | 1.67 | 00:00:16 | 83.33% | 50.00% |
| 48. North Naples | 6 (0.37%) | 6 (0.33%) | 1.83 | 00:00:13 | 83.33% | 66.67% |
| 49. The Villages | 6 (0.37%) | 8 (0.43%) | 3.00 | 00:03:22 | 75.00% | 50.00% |
| 50. Wellington | 6 (0.37%) | 8 (0.43%) | 1.50 | 00:00:40 | 50.00% | 62.50% |

03_DAC2-LK_04_CAN

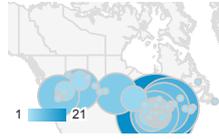
ALL » COUNTRY: Canada

Feb 1, 2020 - Feb 29, 2020

All Users
1.56% Users

Map Overlay

Site Usage



| City | Users | Sessions | Pages / Session | Avg. Session Duration | % New Sessions | Bounce Rate |
|--------------------|--|--|--|--|---|---|
| | 199 % of Total: 1.56% (12,736) | 219 % of Total: 1.57% (13,935) | 2.02 Avg for View: 1.82 (11.10%) | 00:01:23 Avg for View: 00:01:05 (27.93%) | 79.91% Avg for View: 76.43% (4.56%) | 54.79% Avg for View: 63.52% (-13.74%) |
| 1. Toronto | 21 (10.55%) | 22 (10.05%) | 2.23 | 00:01:23 | 81.82% | 45.45% |
| 2. (not set) | 16 (8.04%) | 17 (7.76%) | 1.94 | 00:01:09 | 94.12% | 52.94% |
| 3. Montreal | 13 (6.53%) | 15 (6.85%) | 1.73 | 00:00:21 | 80.00% | 60.00% |
| 4. Ottawa | 9 (4.52%) | 9 (4.11%) | 1.78 | 00:02:46 | 100.00% | 55.56% |
| 5. Hamilton | 8 (4.02%) | 9 (4.11%) | 3.00 | 00:02:56 | 55.56% | 55.56% |
| 6. Calgary | 6 (3.02%) | 7 (3.20%) | 2.00 | 00:00:37 | 85.71% | 71.43% |
| 7. Vancouver | 6 (3.02%) | 7 (3.20%) | 1.71 | 00:02:35 | 85.71% | 71.43% |
| 8. Winnipeg | 6 (3.02%) | 7 (3.20%) | 2.00 | 00:01:57 | 71.43% | 42.86% |
| 9. London | 4 (2.01%) | 5 (2.28%) | 2.40 | 00:02:03 | 80.00% | 20.00% |
| 10. Mississauga | 4 (2.01%) | 6 (2.74%) | 2.17 | 00:00:22 | 50.00% | 50.00% |
| 11. Oakville | 4 (2.01%) | 4 (1.83%) | 2.50 | 00:01:14 | 100.00% | 50.00% |
| 12. Guelph | 3 (1.51%) | 3 (1.37%) | 3.33 | 00:08:41 | 100.00% | 33.33% |
| 13. Peterborough | 3 (1.51%) | 3 (1.37%) | 1.33 | 00:00:06 | 100.00% | 66.67% |
| 14. St. Catharines | 3 (1.51%) | 3 (1.37%) | 1.00 | 00:00:00 | 100.00% | 100.00% |
| 15. Thunder Bay | 3 (1.51%) | 3 (1.37%) | 4.00 | 00:00:42 | 100.00% | 0.00% |
| 16. Whitby | 3 (1.51%) | 3 (1.37%) | 1.00 | 00:00:00 | 100.00% | 100.00% |
| 17. Edmonton | 2 (1.01%) | 3 (1.37%) | 3.33 | 00:02:11 | 33.33% | 66.67% |
| 18. Kamloops | 2 (1.01%) | 2 (0.91%) | 1.00 | 00:00:00 | 100.00% | 100.00% |
| 19. Burlington | 2 (1.01%) | 2 (0.91%) | 2.50 | 00:02:58 | 100.00% | 0.00% |
| 20. Goderich | 2 (1.01%) | 2 (0.91%) | 3.00 | 00:03:47 | 50.00% | 0.00% |
| 21. Kawartha Lakes | 2 (1.01%) | 2 (0.91%) | 3.50 | 00:05:15 | 50.00% | 50.00% |
| 22. Orangeville | 2 (1.01%) | 2 (0.91%) | 1.50 | 00:00:34 | 100.00% | 50.00% |
| 23. Orillia | 2 (1.01%) | 2 (0.91%) | 1.50 | 00:00:10 | 100.00% | 50.00% |

| | | | | | | |
|-----------------------------------|---------------------|---------------------|------|----------|---------|---------|
| 24. Richmond Hill | 2 (1.01%) | 2 (0.91%) | 1.50 | 00:00:05 | 50.00% | 50.00% |
| 25. Sarnia | 2 (1.01%) | 2 (0.91%) | 1.00 | 00:00:00 | 100.00% | 100.00% |

Rows 1 - 25 of 90

03_DAC2-LK_05_UK

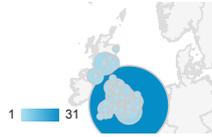
ALL » COUNTRY: United Kingdom

Feb 1, 2020 - Feb 29, 2020

All Users
1.06% Users

Map Overlay

Site Usage



| City | Users | Sessions | Pages / Session | Avg. Session Duration | % New Sessions | Bounce Rate |
|---------------------|--|--|---|--|---|--|
| | 135 % of Total: 1.06% (12,736) | 144 % of Total: 1.03% (13,935) | 1.85 Avg for View: 1.82 (1.84%) | 00:01:05 Avg for View: 00:01:05 (-0.55%) | 83.33% Avg for View: 76.43% (9.04%) | 58.33% Avg for View: 63.52% (-8.17%) |
| 1. London | 31 (22.46%) | 33 (22.92%) | 1.85 | 00:02:16 | 84.85% | 57.58% |
| 2. (not set) | 15 (10.87%) | 15 (10.42%) | 1.53 | 00:00:12 | 86.67% | 60.00% |
| 3. Birmingham | 4 (2.90%) | 4 (2.78%) | 3.50 | 00:00:53 | 75.00% | 50.00% |
| 4. Brighton | 4 (2.90%) | 4 (2.78%) | 2.25 | 00:01:18 | 75.00% | 50.00% |
| 5. Northampton | 3 (2.17%) | 3 (2.08%) | 1.00 | 00:00:00 | 100.00% | 100.00% |
| 6. Glasgow | 3 (2.17%) | 3 (2.08%) | 2.00 | 00:01:56 | 66.67% | 33.33% |
| 7. Barnstaple | 2 (1.45%) | 2 (1.39%) | 1.50 | 00:00:10 | 100.00% | 50.00% |
| 8. Colchester | 2 (1.45%) | 2 (1.39%) | 1.50 | 00:02:07 | 100.00% | 50.00% |
| 9. Harlow | 2 (1.45%) | 2 (1.39%) | 5.00 | 00:08:21 | 50.00% | 0.00% |
| 10. Havant | 2 (1.45%) | 2 (1.39%) | 2.00 | 00:00:27 | 100.00% | 0.00% |
| 11. Liverpool | 2 (1.45%) | 2 (1.39%) | 1.50 | 00:00:06 | 100.00% | 50.00% |
| 12. Loughborough | 2 (1.45%) | 2 (1.39%) | 1.00 | 00:00:00 | 100.00% | 100.00% |
| 13. Manchester | 2 (1.45%) | 2 (1.39%) | 1.00 | 00:00:00 | 100.00% | 100.00% |
| 14. Nottingham | 2 (1.45%) | 2 (1.39%) | 1.00 | 00:00:00 | 100.00% | 100.00% |
| 15. Portsmouth | 2 (1.45%) | 2 (1.39%) | 2.00 | 00:00:16 | 100.00% | 50.00% |
| 16. Southend-on-Sea | 2 (1.45%) | 2 (1.39%) | 1.50 | 00:00:42 | 50.00% | 50.00% |
| 17. Uckfield | 2 (1.45%) | 4 (2.78%) | 1.00 | 00:00:00 | 25.00% | 100.00% |
| 18. Belfast | 2 (1.45%) | 2 (1.39%) | 1.00 | 00:00:00 | 50.00% | 100.00% |
| 19. Edinburgh | 2 (1.45%) | 2 (1.39%) | 1.50 | 00:00:31 | 100.00% | 50.00% |
| 20. Cardiff | 2 (1.45%) | 2 (1.39%) | 1.00 | 00:00:00 | 100.00% | 100.00% |
| 21. Aylesbury | 1 (0.72%) | 1 (0.69%) | 1.00 | 00:00:00 | 100.00% | 100.00% |
| 22. Barnsley | 1 (0.72%) | 1 (0.69%) | 3.00 | 00:01:11 | 100.00% | 0.00% |
| 23. Bideford | 1 (0.72%) | 1 (0.69%) | 1.00 | 00:00:00 | 100.00% | 100.00% |

| | | | | | | |
|-----------------|--------------|--------------|------|----------|---------|---------|
| 24. Biggleswade | 1 (0.72%) | 1 (0.69%) | 1.00 | 00:00:00 | 100.00% | 100.00% |
| 25. Birkenhead | 1 (0.72%) | 1 (0.69%) | 5.00 | 00:01:06 | 100.00% | 0.00% |

Rows 1 - 25 of 70



Date: May 1, 2020
 To: All Recipients of the Monroe County Tourist Development Council Operations Manual
 Re: **OPERATIONS MANUAL UPDATES**

The latest set of updates to the Operations Manual are now available on the Monroe County TDC webpage:

<http://www.monroecounty-fl.gov/tdc>



Operations Manual – description of updates

Each section can be downloaded from the webpage in PDF format, or you can print the pages directly from the webpage.

1. Section I – Tourist Development Council Members

- o Updated member list to reflect reappointment of Mr. Jim Bernardin (BOCC 2/19/20)

2. Section III – District Advisory Committees

- o Updated District Advisory Committee Chairpersons List to reflect election of Mr. Steve Robbins as District I Advisory Committee Chairperson (DAC 2/26/2020)

3. Section IV – Table of Contents

- o Updated Table of Contents to reflect correct page numbers

4. Section IV-A – Destination and Turnkey Events

- o Updated Event Application (BOCC 2/19/2020)

5. Section IV-B – Cultural Umbrella

- o Updated Cultural Event Application

6. Section IV-C – Fishing Umbrella

- o Updated Fishing Event Application

7. Section V – Capital

- o Updated Capital/Bricks and Mortar Application (2/19/2020)

DATE: May 1, 2020

To: District II Advisory Committee Members

FROM: Ammie Machan, Administrative Assistant

RE: **Consideration and Action re: Extension to Agreement with MCBOCC for the Lower Keys Scenic Highway Viewing Area Nature Center Project**

The District II Advisory Committee at your meeting of December 4, 2018 moved approval to fund the MCBOCC in an amount not to exceed \$326,954 for the Lower Keys Scenic Highway Viewing Area Nature Center Project to be completed by September 30, 2020.

Attached is a request from MCBOCC requesting to extend the completion date of the project to September 30, 2021. The funds are available to be rolled into the FY 2021 budget. A copy of the revised project summary sheet is attached as an FYI.

Upon approval by the DAC, this item will be placed on the next available TDC meeting agenda for approval.

Ammie Machan

Subject: FW: TDC Funded Projects Due to Expire and Be Paid Out By September 30, 2020

From: Knight-Cary [<mailto:Knight-Cary@MonroeCounty-FL.Gov>]

Sent: Friday, January 24, 2020 12:28 PM

To: Maxine Pacini

Cc: Vick-Cary; Tudor-Rob; Howard-Matthew; Erickson-Breanne; Henry-Thomas; Ramsingh-Raj

Subject: RE: TDC Funded Projects Due to Expire and Be Paid Out By September 30, 2020

Maxine,

Please roll the following highlighted projects. I combined your three emails into one. Please let me now if you have additional projects or questions.

ID: 2283 Lower Keys Scenic Highway Viewing Area \$326,954

- The project design is complete and the County, with the design professional, are resolving the final permit comments before work may begin. Construction is planned for late Spring 2020 and will continue for 12-14 months.
- The scope of work for this TDC grant was for the bathrooms portion of the project.
- Based on the contractor's sequence of work major billing for the bathrooms will come late in 2020.
- Please roll all \$326,954 and the grant to 9/30/2021 to accommodate the construction billing schedule and the billing of the expiring FDOT grant monies first.

Cary Knight

Director, Project Management

Public Works & Engineering

Monroe County – *The Florida Keys*

1100 Simonton Street, Suite 2-216

Key West, Florida 33040

305.292.4527 (O)

FLORIDA HAS A VERY BROAD RECORDS LAW. MOST WRITTEN COMMUNICATIONS TO OR FROM THE COUNTY REGARDING COUNTY BUSINESS ARE PUBLIC RECORDS AVAILABLE TO THE PUBLIC AND MEDIA UPON REQUEST. YOUR EMAIL COMMUNICATION MAY BE SUBJECT TO PUBLIC DISCLOSURE.

TDC & County Project Detail Form

Revised

| | |
|--------------------------|------------------------------------|
| Project ID#: | 2283 |
| Line Item Number: | 118-78040-530340-TM98-367-X-530340 |

| | | | |
|---------------------------------|--|----------------------------------|---|
| Name of Project: | Lower Keys Scenic Highway Viewing Area – Nature Center | District Funding Project: | I |
| Funding Category: | Nature Center | Fiscal Year Funded: | 2019 |
| Name of Project Manager: | Cary Knight | Amount Funded: | \$326,954 |
| Telephone Number: | 305-292-4527 | Date of DAC Approval: | 12/4/2018 – original |
| Email Address: | Knight-Cary@MonroeCounty-Fl.gov | Date of TDC Approval: | 12/18/2018 – revised |
| | | | Revised Completion Date: 9/30/2021 |

| Scope of Services to Be Completed |
|---|
| <p style="color: red;">Materials, equipment and labor required to:</p> <ul style="list-style-type: none"> Construct Restrooms with utility hook up at the Lower Keys Scenic Highway Viewing area |

Sign, scan in color and email this document to the TDC Administrative Office to Laura Hamm at Laura@fla-keys.com
 (Telephone: 296-1552 with questions)

Signature of Project Manager: _____ Title: _____

Print Name: _____ Date: _____

Signature of Division Director: _____

Print Name: _____ Date: _____

DATE: May 1, 2020

To: District II Advisory Committee Members

FROM: Ammie Machan, Administrative Assistant

RE: **Consideration and Action re: Extension to Agreement with Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Lower Keys 2nd Round Project**

The District II Advisory Committee at your meeting of December 3, 2019 moved approval to fund the Coral Restoration Foundation, Inc. in an amount not to exceed \$22,425 for the CRF – Coral Restoration – Lower Keys 2nd Round Project to be completed by September 30, 2020.

Attached is a request from the Coral Restoration Foundation, Inc. to extend the completion date of the project to March 31, 2021 due to delays resulting from the coronavirus situation. The funds are available to roll into the FY 2021 budget. A copy of the projects scope of service is attached as an FYI.

Upon approval by the DAC, this item will be placed on the next available TDC and BOCC meeting agendas for approval.

From: [Martha Roesler](#)
To: Maxine@fla-keys.com; [Machan-Ammie](#)
Subject: Coral Restoration Foundation - Request for Extension for DAC II
Date: Monday, March 23, 2020 1:31:50 PM

Maxine and Ammie,

Contract ID: 2451; Line Item Number: 118 78040 530340 T208B89X 530340

Due to the impacts of COVID-19, the Coral Restoration Foundation would like to request an extension of our Round 2 contract in DAC II - Lower Keys. We are operating without our volunteers and interns for the foreseeable future which impacts both our coral nursery maintenance and restoration activities.

We're seeking an extension date to March 31, 2021.

Thank you for your consideration in these unusual circumstances.

If you have any questions, please don't hesitate to contact me.

Martha Roesler

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Martha Roesler
Chief Development Officer, Coral Restoration Foundation™
(305) 453-7030 | coralrestoration.org
89111 Overseas Hwy, Tavernier, FL 33070

EXHIBIT A

NAME OF ENTITY: The Coral Restoration Foundation, Inc.

NAME OF PROJECT: CRF – Coral Restoration – Lower Keys – 2020 2nd Round

NUMBER OF SEGMENTS TO PROJECT: 1

Note: County signoff and submission for reimbursement only allowed after completion of each segment as documented in this exhibit. Grantee must apply for reimbursement utilizing the 'Application for Payment' form included within the Payment/Reimbursement Kit.

| | | |
|--|--|-------------------------------------|
| <p>Segment #: <u>1</u></p> <p><u>Description:</u> Materials, equipment and labor required to:</p> <ul style="list-style-type: none"> • Purchase and harvest 500 nursery grown staghorn and boulder coral for the purpose of planting on the coral reefs in State and Federal waters off the Lower Keys <p>200 staghorn/300 boulder coral – Newfound Harbor – 24.616283° - 81.391417°</p> <p>(In order for this segment to be reimbursed, acknowledgement of TDC funding must be in place and proof in the form of pictures provided with submission for reimbursement of this segment. This acknowledgement shall not be covered as part of the TDC reimbursement – see contract paragraph 2)</p> | <p><u>Total Cost: \$29,900</u></p> <p>In-Kind: No in-kind will be used towards reimbursement of this project.</p> | <p><u>TDC portion: \$22,425</u></p> |
|--|--|-------------------------------------|