

**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 III ADVISORY COMMITTEE**

**REGULAR SESSION, WEDNESDAY, MAY 13, 2020, 9:30 a.m.**

<https://us04web.zoom.us/j/450031804> Meeting ID: 450 031 804

**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,,450031804# US (Chicago)

+19292056099,,450031804# 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: 450 031 804

\*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 26, 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 III 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. Consideration and Action re: 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.** Operations Manual Update - FYI
- 2.** Written Review of Recent Events Funded by DAC
- 3.** Consideration and Action re: Extension to Agreement with Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Marathon Project
- 4.** Consideration and Action re: Extension to Agreement with City of Marathon for the Coco Plum Shoreline Restoration Project
- 5.** 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 III Advisory Committee Meeting**

The February 26, 2020 regular meeting of the District III Advisory Committee of the Monroe County Tourist Development Council was called to order by Chairperson Vicki Tashjian at 9:30 a.m. at the Hyatt Place, Marathon.

DAC Members Present Were: Ms. Cora Baggs, Mr. Ben Daughtry, Ms. Wendy Hall, Mr. Ralph Lucignano, Ms. Elise Muncha, and Mr. Sheldon Suga

DAC Members Absent Were: Mr. Kelly McKinnon (2<sup>nd</sup> absence in Fiscal Year and 2<sup>nd</sup> absence in a row) and Ms. Karen Thurman (1<sup>st</sup> absence in Fiscal Year)

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

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

Approval of the Agenda: Mr. Suga moved approval of the agenda with the following bulk agenda items:

- D.1. December 4, 2019 Regular Meeting Minutes
- D.2. October 29, 2019 TDC Meeting Minutes – FYI
- D.3. 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 Report – FYI
- J.2. District Google Analytics
- L.1. Government in the Sunshine/Ethics and Public Records Information - FYI
- L.2. Annual Report – FYI
- L.3. Written Report of Recent Events Funded by DAC
- L.4. Consideration and Action re: Extension to Agreement with City of Marathon for the Coco Plum Shoreline Project
- L.5. Consideration and Action re: Extension to Agreement with MCBOCC for the Pigeon Key Reroofing Tender and Foremans Quarters Project
- L.6. Consideration and Action re: Extension to Agreement with MCBOCC for the Pigeon Key Sprinkler Phase 1A Reapplication Project
- L.7. Consideration and Action re: Extension to Agreement with MCBOCC for the Pigeon Key Additional Fire Sprinkler Phase 1B Project

Ms. Hall 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.

Mr. Suga left the meeting at 9:48 a.m.

Ms. Wendy Hall left the meeting at 10:18 a.m.

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.

General Discussion: Ms. Mitchell provided an update on the coronavirus, stating that staff and agencies would continue to monitor the situation.

There being no further business the workshop was adjourned at 10:22 a.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 (1<sup>st</sup> absence in Fiscal Year), Mayor Teri Johnston (1<sup>st</sup> absence in Fiscal Year), Mr. Timothy Root (2<sup>nd</sup> 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.

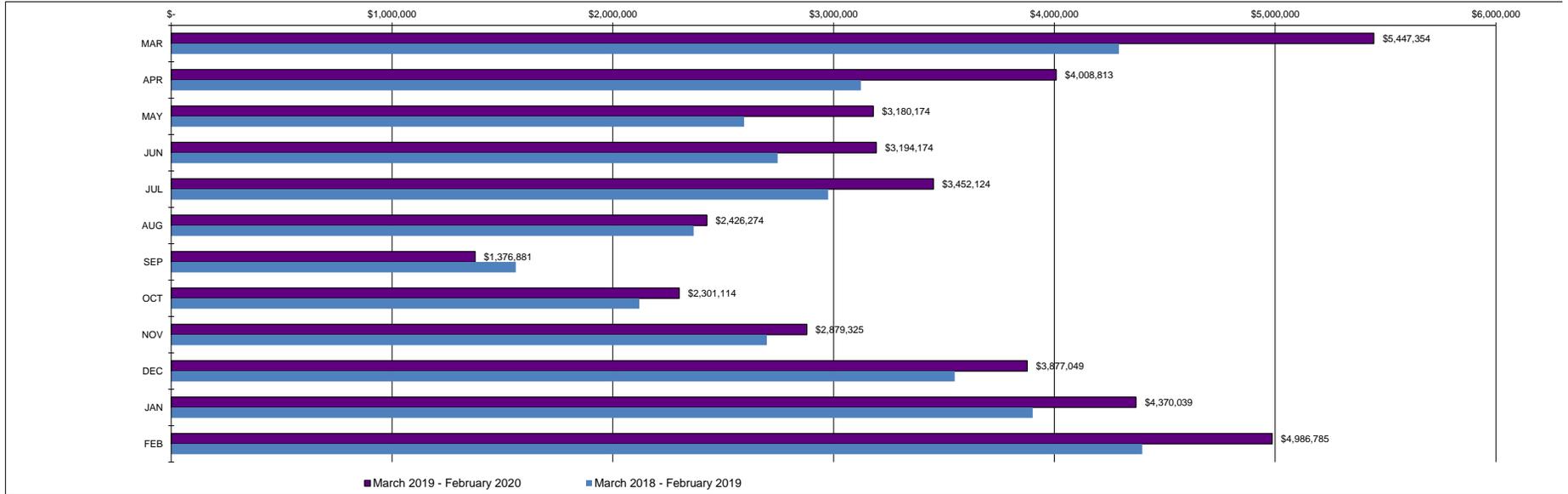
FISCAL YEAR 2020

April 24, 2020

Revenue		2,868,338			
5% Reserve State Statute 129.01		<u>(143,417)</u>			
		2,724,921			
Fund Balance Forward Revenue Variance		(612,234)			
Fund Balance Forward-Contracted Commitments (EVENTS/CAPITAL)		2,663,525			
Fund Balance Forward Expense Variance		309,040			
Event Resources Brought Forward		2,724			
Capital Resources Brought Forward		70,446			
Fund Balance Forward-Promotional Resources		50,000			
Fund Balance Forward-Capital Economic Disaster		<u>50,000</u>			
		5,258,422			
		<b>Appropriations</b>	<b>Expenses</b>	<b>Encumbrances</b>	<b>Balance</b>
T209M34X COMMISSIONERS & FEES (FINANCE)		5,464	(3,847)	0	1,617
T209A23X ADMINISTRATION RESOURCES		31,693	0	0	31,693
T209A73X UTILITIES		7,000	(520)	0	6,480
T209A63X ADMINISTRATIVE SERVICES		100,000	0	0	100,000
T209M01X COUNTY COST ALLOCATION		<u>13,595</u>	<u>0</u>	<u>0</u>	<u>13,595</u>
	<b>(ADMIN) SUBTOTAL</b>	<b>157,752</b>	<b>(4,367)</b>	<b>0</b>	<b>153,385</b>
T209V14X DISTRICT TELEMARKETING (VIS)		<u>176,400</u>	<u>(73,500)</u>	<u>0</u>	<u>102,900</u>
	<b>(VIS) SUBTOTAL</b>	<b>176,400</b>	<b>(73,500)</b>	<b>0</b>	<b>102,900</b>
T209B04X DAC III CAPITAL PROJECT RESOURCES		27,175	0	0	27,175
TM79920A PIGEON KEY RAMP REPAIR 17		200,000	0	0	200,000
TM79162A PIGEON KEY BUILDINGS SPRINKLERS 17		350,000	0	0	350,000
TM79620A PIGEON KEY REROOFING - TENDER AND FOREMAN QUARTERS 17		300,000	(300,000)	0	0
TM89963Z PIGEON KEY SPRINKLER IMPROVEMENT PHASE 1 REAPPLICATION 2018		130,000	0	0	130,000
TB99077Y AMPITHEATER COMMUNITY PARK COMPLEX 19		534,000	0	0	534,000
TM99994Y PIGEON KEY COTTAGE AND NEGRO QUARTERS HURRICANE REPAIRS 19		800,000	(19,100)	0	780,900
TB89964Z PIGEON KEY ROOF FY 18		60,000	0	0	60,000
TM69726B COCO PLUM SHORELINE RESTORATION (FY 16)		125,000	0	0	125,000
TB89956Z AMPITHEATER IMPROVEMENTS 2018		0	0	0	0
TM99079Y OCEANFRONT PARK RENOVATION		76,400	(63,442)	0	12,958
TB99042Y MARATHON SUNSET PARK RESTROOMS (CARRIED OVER FROM FY 18)		36,000	0	0	36,000
TB89957Z AVIAN FOOD PREP & STORAGE PROJECT ADA 2018		0	0	0	0
T209M76X BEACH MAINTENANCE FY 20		140,000	0	0	140,000
T209B38X DRC DOLPHIN LAGOONS		130,000	0	0	130,000
T209N07X CRANE POINT ADDERLY TRAIL		12,397	0	0	12,397
T209B40X CRANE POINT INTERIOR TRAIN RESTORATION		37,350	0	0	37,350
T209B41X CRANE POINT RACHEL CREEK TRAIL REPAIRS		31,326	0	0	31,326
T209B42X TURTLE HOSPITAL		33,750	0	0	33,750
T209M65X PIGEON KEY BRIDGE TENDERS & BRIDGE FOREMANS PHASE II		72,000	(45,000)	0	27,000
T209M66X PIGEON KEY RAMP REPAIR PHASE II FY 20		50,000	0	0	50,000
T209B43X PIGEON KEY GRID TIE POWER LINE PROJECT		300,000	0	0	300,000
T209B23X CORAL RESTORATION		81,750	0	0	81,750
T209B04X DRC WELCOME CENTER GENERATOR		24,950	(24,950)	0	0
T209B97X ECONOMIC NATURAL DISASTER RESOURCE		<u>75,000</u>	<u>0</u>	<u>0</u>	<u>75,000</u>
	<b>(CAPITAL) RESOURCES</b>	<b>3,627,098</b>	<b>(452,492)</b>	<b>0</b>	<b>3,174,606</b>
T209S23X DAC III EVENT RESOURCES		0	0	0	0
T209M06X HEROES SALUTE WEEKEND 20		26,000	0	0	26,000
T209S54X MARATHON SEAFOOD FESTIVAL 20		<u>40,000</u>	<u>0</u>	<u>0</u>	<u>40,000</u>
	<b>(SPECIAL EVENTS) SUBTOTAL</b>	<b>66,000</b>	<b>0</b>	<b>0</b>	<b>40,000</b>
T209P24X PROMO & ADV RESOURCES		50,000	0	0	50,000
T209P65X DAC III WEBCAM		15,000	(7,400)	0	7,600
T209P93X DISTRICT #3 AD CAMPAIGN		<u>1,166,172</u>	<u>(347,955)</u>	<u>(818,217)</u>	<u>0</u>
	<b>(PROMOTIONAL) SUBTOTAL</b>	<b>1,231,172</b>	<b>(355,355)</b>	<b>(818,217)</b>	<b>57,600</b>
	<b>FUND TOTAL</b>	<b>5,258,422</b>	<b>(885,714)</b>	<b>(818,217)</b>	<b>3,528,491</b>
<b>TWO PENNY</b>					
TM95784Y HEROES SALUTE WEEKEND FY19		30,000	(27,764)	0	2,236
TM95711X FANTASY FEST FY19		30,000	(30,000)	0	0
TM95914Y TASTE OF THE ISLANDS FY19		10,000	(1,000)	0	9,000
T205S01X CORAL HEAD BLUES FY20		20,000	0	0	20,000
T205S02X CORAL HEAD MUSIC FEST FY20		10,000	0	0	10,000
T205M05X FANTASY FEST FY20		30,000	0	0	30,000
T205M06X HEROES SALUTE WEEKEND FY20		4,000	0	0	4,000
T205M56X SOMBRERO BEACH RUN FY20		20,000	(2,557)	0	17,443
T205M91X TASTE OF THE ISLANDS FY20		20,000	0	0	20,000

# 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 2015		FY 2016		FY 2017		FY 2018		FY 2019		FY 2020		FY 2020 VS FY 2019						
												\$ INC/DEC	% INC/DEC						
OCTOBER	\$	196,717.24	\$	234,800.48	\$	239,587.26	\$	195,869.07	\$	214,533.54	\$	270,344.31	\$	55,810.77	26.0%	OCTOBER			
NOVEMBER	\$	243,103.28	\$	293,276.57	\$	302,122.70	\$	210,145.63	\$	315,096.11	\$	399,797.74	\$	84,701.63	26.9%	NOVEMBER			
DECEMBER	\$	437,829.39	\$	500,556.19	\$	491,045.96	\$	313,260.73	\$	519,870.19	\$	642,273.14	\$	122,402.95	23.5%	DECEMBER			
JANUARY	\$	514,898.57	\$	577,463.89	\$	536,441.18	\$	378,877.82	\$	571,544.54	\$	672,946.36	\$	101,401.82	17.7%	JANUARY			
FEBRUARY	\$	552,209.37	\$	616,201.24	\$	612,164.74	\$	433,176.24	\$	649,571.60	\$	791,740.79	\$	142,169.19	21.9%	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	22.3%				
% INC/DEC PREVIOUS YEAR		17.0%		12.8%		-1.4%		-26.3%		49.7%									
Priceline settlement reflected																			

DISTRICT IV										DISTRICT IV									
	FY 2015		FY 2016		FY 2017		FY 2018		FY 2019		FY 2020		FY 2020 VS FY 2019						
												\$ INC/DEC	% INC/DEC						
OCTOBER	\$	189,322.64	\$	203,454.21	\$	187,483.79	\$	48,429.45	\$	177,136.72	\$	198,399.64	\$	21,262.92	12.0%	OCTOBER			
NOVEMBER	\$	215,240.80	\$	238,203.29	\$	255,420.09	\$	78,972.73	\$	219,856.52	\$	270,143.10	\$	50,286.58	22.9%	NOVEMBER			
DECEMBER	\$	306,732.33	\$	332,254.49	\$	325,665.79	\$	129,291.76	\$	321,993.05	\$	368,658.47	\$	46,665.42	14.5%	DECEMBER			
JANUARY	\$	326,450.78	\$	342,320.70	\$	335,344.27	\$	167,829.51	\$	332,207.98	\$	397,968.62	\$	65,760.64	19.8%	JANUARY			
FEBRUARY	\$	384,856.46	\$	411,236.34	\$	402,238.17	\$	214,323.08	\$	425,075.39	\$	504,815.26	\$	79,739.87	18.8%	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	17.9%				
% INC/DEC PREVIOUS YEAR		8.7%		5.9%		-1.1%		-37.5%		62.5%									
Priceline settlement reflected																			



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

At this time each year the staff brings forward the annual revenue projections, balance brought forward (BBF), capital projects, promotional and event resources calculated according to the current percentages agreed upon by DAC III. 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.

<b>Projected Annual Two Penny Revenue FY 2021</b>	<b>\$2,423,225</b>
Less state reserves (FS 129.01)	<u>\$ ( 121,161)</u>
	<b>\$2,302,064</b>
<b>Balance Brought Forward based on FY 2020</b>	
Revenue/Expenditure Variances	\$ 181,759
Estimated unexpended event/capital contracts	\$1,930,750
Unexpended event/capital resources	\$ 27,175
PLUS Capital Economic Disaster Fund	\$ 75,000
PLUS Promotional Resources	<u>\$ 50,000</u>
	<b>\$4,566,748</b>

**The FY 2021 budget is allocated as follows:**

<b>Advertising Campaign Resources</b>	\$1,260,066
Less VIS/Webcam	<u>\$ (191,400)</u>
<b>Available</b>	<b>\$1,068,666</b>

(FY20 = \$1,270,172 after moving funds around)

(Based on the current 90% after capital & administrative)

**Promotional/Storm Resources** **\$50,000**

**FROZEN Capital Resources BBF FY 20** **\$27,175**

<b>New Capital Resources</b>	\$ 946,747
Less City Ongoing Beach Cleaning Commitments	<u>\$(140,000)</u>
FY 2021 <b>Available</b> Capital Resources	<b>\$ 806,747</b>

**Economic/Natural Disaster Capital Resource BBF** **\$75,000**

(DAC may move funds from FY 21 Capital Resources into this line item)

**Event Resources** **\$275,072**

(Based on current 10% after capital and administrative – spent \$170,000 last year)

\*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 III 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 III from March 30, 2020, through April 25, 2020.

- Agency representatives attended the TDC meeting via Zoom.
- The DAC III 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**

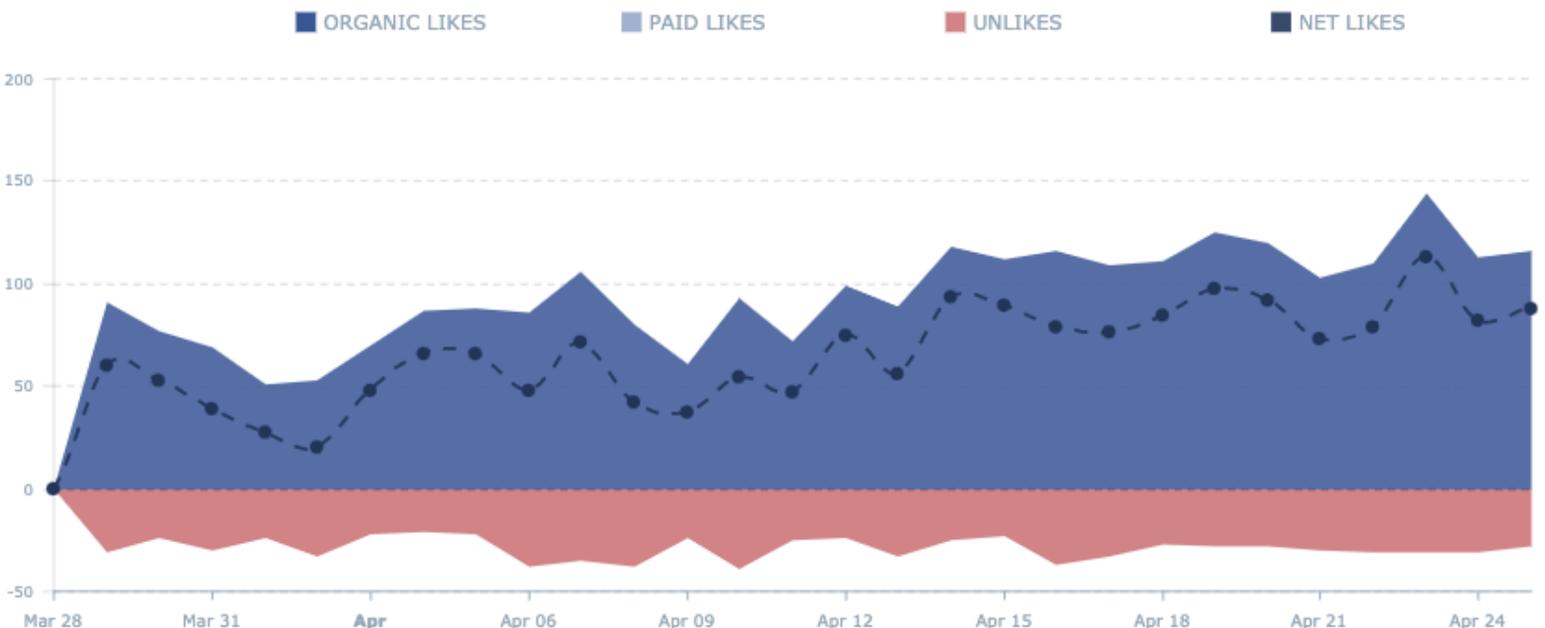


PAGE CONSUMPTIONS  
**109,446**



## 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

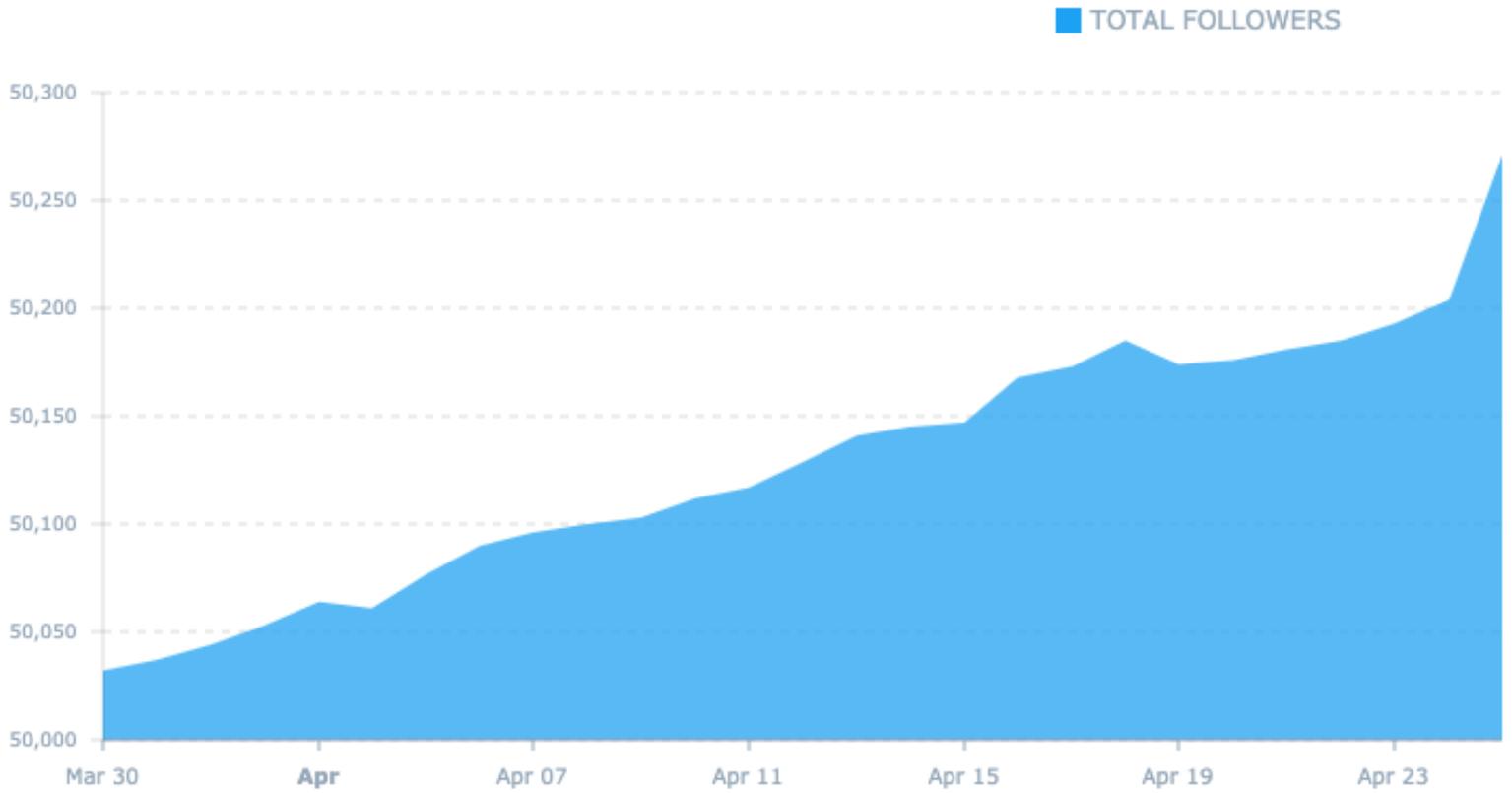


REACH

1,366,400



## Audience Growth



### FOLLOWER METRICS

<b>Total Followers</b>	<b>50,271</b>
Followers Gained	239
Total You Follow	3,200

YOUR FOLLOWERS INCREASED BY

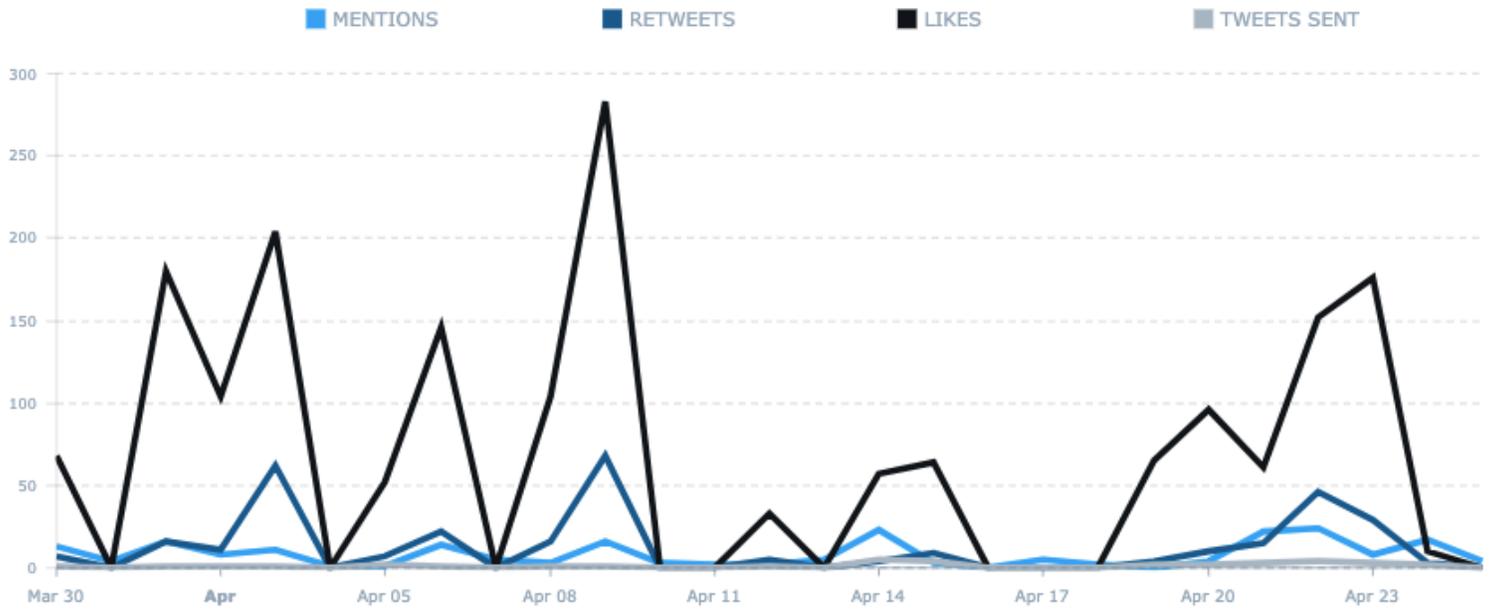
↑ **0.48%**

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**

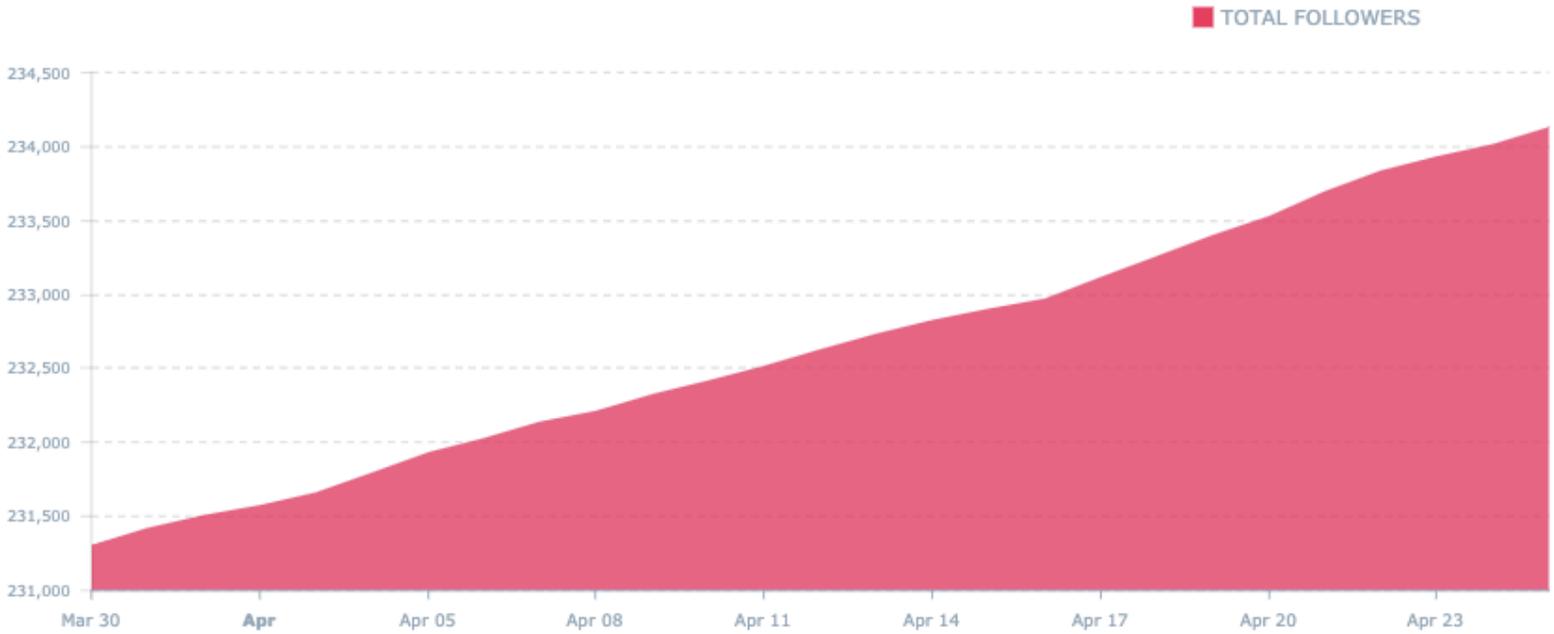


POSTS  
**1,519**



## Audience Growth

### AUDIENCE GROWTH BY DAY



### FOLLOWER METRICS

<b>Total Followers</b>	<b>234,132</b>
Followers Gained	2,825
Total You Follow	474

YOUR FOLLOWERS  
INCREASED BY

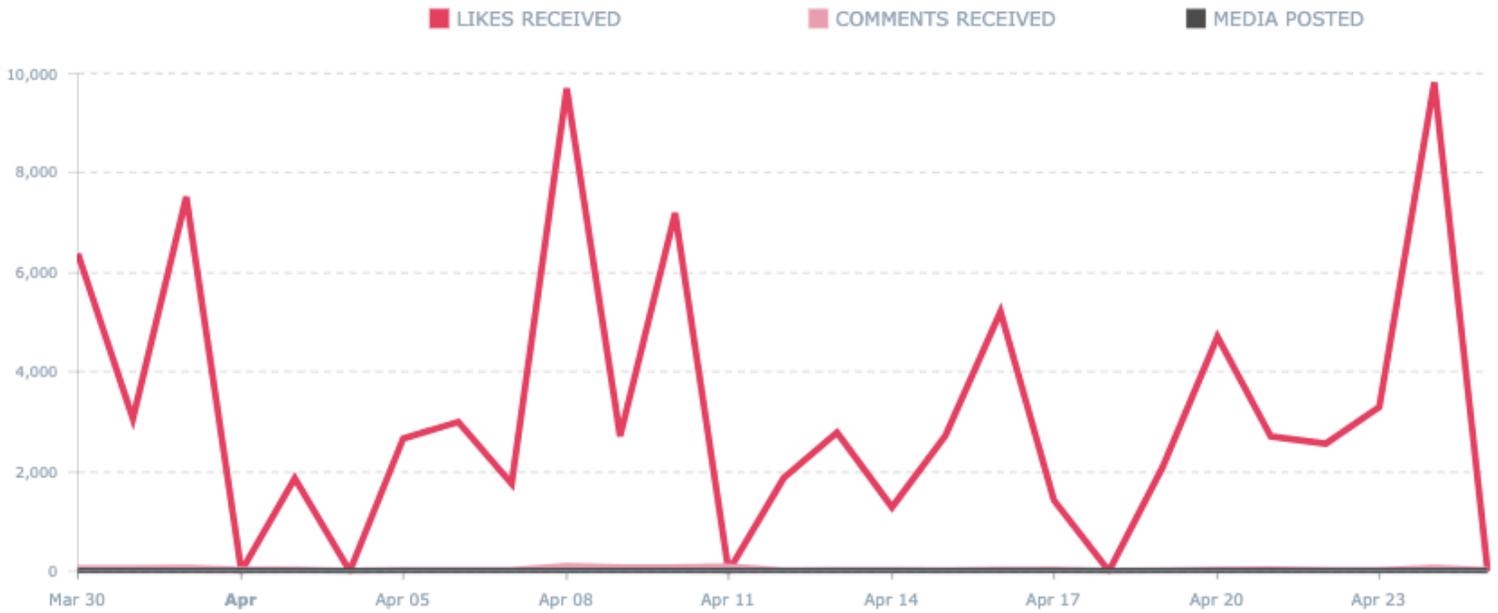
↑ **1.22%**

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

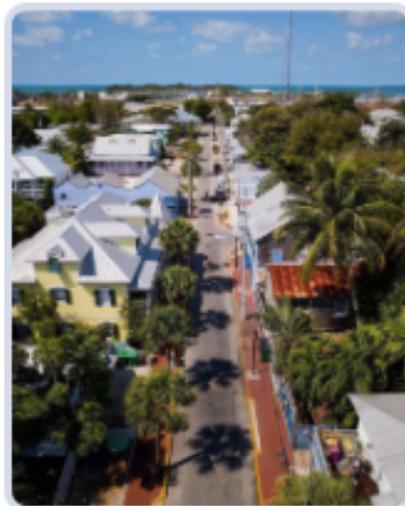
Total Media Sent	21
Total Comments Received	961
Total Comments Received Last Period	412

## 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 a recent turtle release by the Turtle Hospital, “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 revamped Key Lime Academy program paired with an overview of the Safer@Home campaign. In the German-speaking markets, a roundup of Keys news was 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. To maintain Keys awareness after that, LMA distributed releases and media advisories on the Safer@Home initiative, an Earth Day sea turtle release by the Turtle Hospital staff 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 as appropriate. 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 video of an Earth Day turtle release that reached nearly 120,000 people and drew more than 7,100 engagements, 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, a live oceanfront segment that reached nearly 75,000 people and drew more than 5,800 engagements and a sunset from the base of the Old Seven Mile Bridge that reached nearly 90,000 people and generated more than 9,600 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.
- Agency produced and distributed to media a video package when Dolphin Research Center hosted a virtual dolphins-and-animal-care-specialist interaction video, streamed to military veterans and their families in their homes, that was part of the Wounded Warrior Project’s support group activities for veterans. The package included B-roll of scenes at Dolphin Research Center via direct camera, Zoom stream, and footage of past Soldier Ride dolphin encounters for wounded military members. The video package was provided to Miami stations and national network affiliate feeds as well as cable news channels. Agency also created a version of the video package for the Keys’ social media outlets. The broadcast package aired some 40 times in markets including Norfolk, Virginia; Buffalo, New York; Myrtle Beach, South Carolina; Lexington, Kentucky; and throughout Florida, drawing an audience of about 1 million people.
- Agency produced video and still photography packages and distributed them to the media when Turtle Hospital staff members, safely masked to protect against COVID-19, released a rehabilitated 100-pound juvenile green sea turtle named Aldo Leopold on Earth Day. Two photographs were moved to media points around the U.S. via the Associated Press wire service, while the video package was distributed to network news affiliate feeds. In addition, the agency provided information to the AP for a story on the release, and write and distributed a piece to media about the turtle release. Among many outlets, the story played on msn.com.
- 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.

###



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

TO: DAC 3 Members  
FROM: Danielle Salmán-Villasuso  
DATE: May 1, 2020  
RE: May 13, 2020 DAC 3 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):

### **Out-of-State Spot Television: 6/15-7/31**

- Dallas-Ft. Worth DMA
- Charlotte DMA
- Atlanta DMA

### **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

### **National Cable (Fishing TV):**

- Saltwater Experience TV Sponsorship – June & July

### **Digital:**

- Facebook/Instagram – 6/15-7/31
- The Knot.com – 6/15-7/31
- OutsideOnline.com – 6/15-7/31
- Adara – 6/15-7/26
- Tremor Video – 6/15-7/26
- SportDiver/ScubaDiving.com/Islands.com – 6/15-7/26
- SprrtFishing/SaltwaterSportmans.com – 6/15-7/31

### **Search Engine Marketing: June & July**

- Google AdWords
- Yahoo/Bing SEM

### **Marathon Co-Op Programs:**

- **Spring Digital**
  - CNN.com – 6/15-7/12
  - Conversant – 6/15-7/12
  - AJC.com – 7/2
  - DallasNews.com – 7/8
  - CharlotteObserver.com – 7/15
- **Summer Digital**
  - CNN.com – 6/15-7/31
  - Conversant – 6/15-7/31

### **Print:**

- Saltwater Sportsman – June

### **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](http://floridakeysearlysummer.com), [floridakeyslatesummer.com](http://floridakeyslatesummer.com), [keywestinstatesummer.com](http://keywestinstatesummer.com), [marathonsummer.com](http://marathonsummer.com), [islamoradasummer.com](http://islamoradasummer.com), [keylargosummer.com](http://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
  - Afa.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
  - Afa.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
- 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](http://fla-keys.com/gaykeywest)
- Monitoring industry partner social media accounts to note the FL Keys assets they have shared

The DAC 3 FY 19/20 media plans and response report are attached.

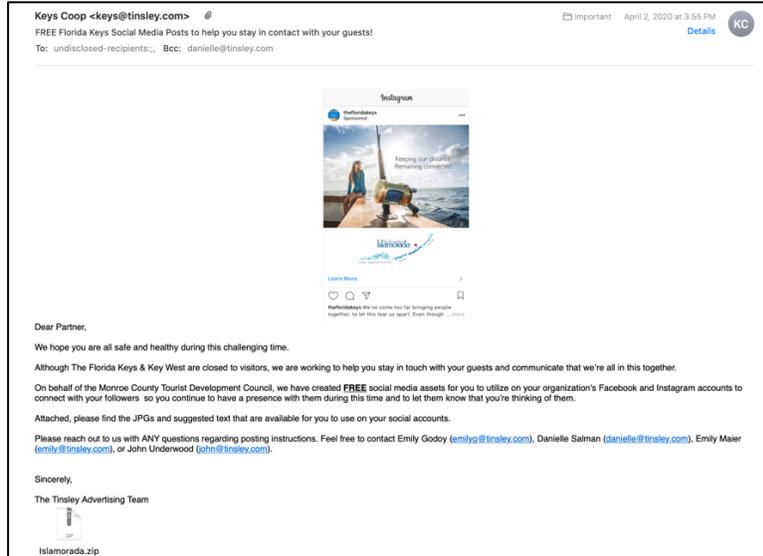
## **G.2 Consideration & Action: Media Recommendation**

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.

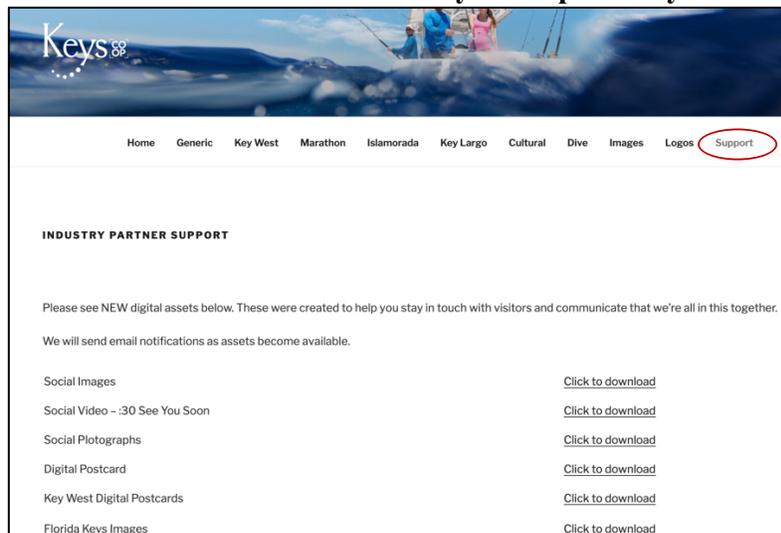
## Industry Partner Support:

- 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](http://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



## All Files Available for Download at [KeysCo-Op.Tinsley.com/Support](http://KeysCo-Op.Tinsley.com/Support)



## Social Images



## Social Video

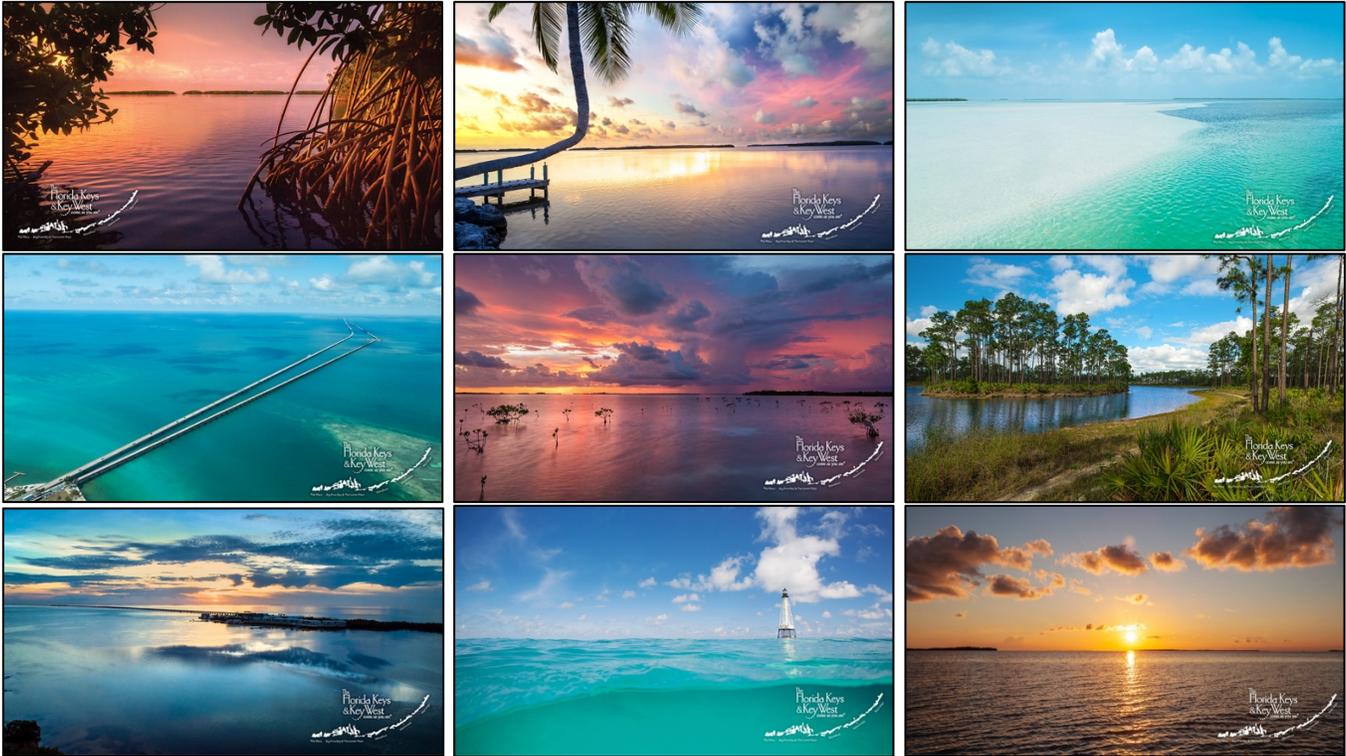


## Photographs

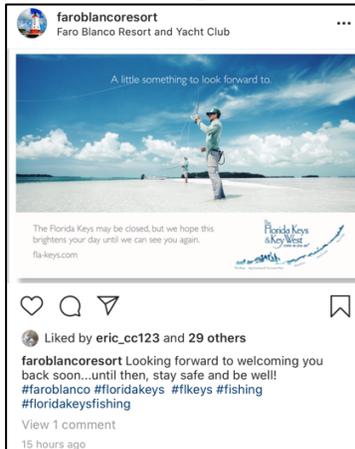




## Zoom Backgrounds



## Examples of Industry Partner Support



**To download files, please visit [KeysCo-Op.Tinsley.com/Support](https://KeysCo-Op.Tinsley.com/Support)**



MARATHON					
OCTOBER 2019					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
10/28-10/31	CNN.com Pre-Roll Video - Co-Op	77,429	1,356	1.75%	86.00%
10/16/19	Philly.com Travel POD E-Blast - Co-Op	50,000	817	1.63%	N/A
10/1-10/31	SportDiver.com/ScubaDiving.com	100,250	787	0.79%	N/A
10/21-10/31	CNTraveler.com (Native Content)	244,022	178	0.07%	N/A
10/21-10/31	Tremor Video (Mobile/Tablet/Desktop)	312,999	167	0.05%	N/A
10/23/19	Boston.com Traveler Dedication E-Newsletter - Co-Op	44,343	92	0.21%	N/A
DATE	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
10/1-10/31	Facebook/Instagram Sponsored Ads	546,682	18,199	3.33%	N/A
DATE	Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
10/1-10/31	beachfront vacation rentals florida	2,303	123	5.34%	N/A
	florida vacation home rentals	1,696	90	5.31%	N/A
	rental vacation homes in florida	1,137	62	5.45%	N/A
	fl resorts	700	36	5.14%	N/A
	fishing in florida	404	28	6.93%	N/A
	florida resort	743	26	3.50%	N/A
	rental vacation homes florida	344	24	6.98%	N/A
	florida vacation rentals	486	21	4.32%	N/A
	luxury vacation home rentals florida	293	21	7.17%	N/A
	[florida swimming with dolphins]	289	20	6.92%	N/A
	[swimming with dolphins in florida]	203	17	8.37%	N/A
	florida beach resorts	247	16	6.48%	N/A
	[swimming with the dolphins in florida]	145	13	8.97%	N/A
	florida holiday rentals	797	12	1.51%	N/A
	family vacation	518	11	2.12%	N/A
	vacation home rental in florida	245	11	4.49%	N/A
	best beach vacations florida	218	8	3.67%	N/A
	florida vacation home rental	173	7	4.05%	N/A
	[swim with the dolphins in florida]	133	7	5.26%	N/A
	florida family beach vacations	26	5	19.23%	N/A
	south florida resort	120	4	3.33%	N/A
	florida beach weddings	117	3	2.56%	N/A
	florida marinas	64	3	4.69%	N/A
	[florida swim with dolphins]	63	3	4.76%	N/A
	family hotels in florida	54	3	5.56%	N/A
	marina florida	35	3	8.57%	N/A
	florida boat rental	34	3	8.82%	N/A
	florida boat rentals	59	2	3.39%	N/A
	marina in florida	51	2	3.92%	N/A
	family trip to florida	50	2	4.00%	N/A
DATE	Bing, Yahoo and AOL Search	Impressions	Clicks/Engagements	Click-through %	VCR
	+florida+fishing	29,463	292	2.51%	N/A
	+family+vacation	11,374	238	2.54%	N/A
	+florida+vacation	5,753	153	2.85%	N/A
	+florida+snorkeling	850	35	4.12%	N/A
	+florida+diving	641	28	4.37%	N/A
	+florida+scuba+diving	571	25	4.38%	N/A
NOVEMBER 2019					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
11/6/19	ChicagoTribune.com Travel Admail E-Newsletter - Co-Op	400,000	8,231	2.06%	N/A
11/1-11/30	CNTraveler.com (Native Content via Social Media)	896,725	6,565	0.73%	N/A
11/1-11/30	Nativo (Native Content Article Promo)	933,513	5,344	0.57%	N/A
11/1-11/24	CNN.com Pre-Roll Video - Co-Op	276,410	3,897	1.41%	87.00%
11/1-11/30	Adara Re-Targeting (Mobile/Tablet/Desktop/Cross-Device)	855,820	1,840	0.21%	N/A
11/1-11/30	SportDiver.com/ScubaDiving.com	100,085	833	0.83%	N/A
11/4-11/30	Conversant Interactive Banners - Co-Op	481,585	547	0.11%	N/A
11/1-11/30	Tremor Video (Mobile/Tablet/Desktop)	774,403	482	0.06%	N/A
DATE	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
11/1-11/30	Facebook/Instagram Sponsored Ads	525,754	6,386	1.21%	N/A
DATE	Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
11/1-11/30	beachfront vacation rentals florida	864	47	5.44%	N/A
	rental vacation homes in florida	642	40	6.23%	N/A
	florida vacation home rentals	592	34	5.74%	N/A
	fishing in florida	372	24	6.45%	N/A
	rental vacation homes florida	149	19	12.75%	N/A
	florida resort	232	15	6.47%	N/A
	fl resorts	205	12	5.85%	N/A
	swimming with dolphins in florida	84	6	7.14%	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

	florida holiday rentals	106	5	4.72%	N/A
	florida vacation home rental	95	5	5.26%	N/A
	family vacation	63	5	7.94%	N/A
	florida vacation rentals	96	4	4.17%	N/A
	marinas in florida	51	4	7.84%	N/A
	florida swim with dolphins	40	4	10.00%	N/A
	marina florida	36	4	11.11%	N/A
	luxury vacation home rentals florida	117	3	2.56%	N/A
	swim with the dolphins in florida	47	3	6.38%	N/A
	best beach vacations florida	36	2	5.56%	N/A
	florida beach weddings	25	2	8.00%	N/A
	<b>Bing, Yahoo and AOL Search</b>	<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>
11/1-11/30	+florida+fishing	25230	259	0.81%	N/A
	+florida+vacation	5162	131	3.14%	N/A
	+family+vacation	4896	97	2.77%	N/A
	+florida beach rentals	4983	73	1.47%	N/A
	+florida+snorkeling	522	30	5.75%	N/A
	+florida+scuba+diving	711	27	3.80%	N/A
	+scuba shops	1721	22	1.28%	N/A
	+scuba vacations	520	14	2.69%	N/A
	+florida+diving	418	13	3.11%	N/A
	+scuba +diving padi	1354	6	0.44%	N/A
	+scuba +diving fins	681	4	0.59%	N/A
	+florida villas	285	3	1.05%	N/A
<b>DECEMBER 2019</b>					
<b>DATE</b>	<b>WEBSITE</b>	<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>
12/1-12/15	Adara Re-Targeting (Mobile/Tablet/Desktop/Cross-Device)	309,986	3,791	1.22%	N/A
12/1-12/15	SportDiver.com/ScubaDiving.com	100,197	2,135	2.13%	N/A
12/1-12/15	Tremor Video (Mobile/Tablet/Desktop)	1,617,416	872	0.05%	N/A
12/1-12/31	SaltwaterSportsman.com E-Newsletter	47,601	616	1.29%	N/A
12/1/19	Conversant Interactive Banners - Co-Op (Geo: NY,BOS,PHL,DC)	259,316	340	0.13%	N/A
12/19-12/22	CNN.com Pre-Roll Video - Co-Op	16,663	334	2.00%	87.00%
12/1-12/15	CNTraveler.com (Native Content via Social Media)	180,804	90	0.05%	N/A
<b>DATE</b>	<b>MOBILE</b>	<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>
12/1-12/31	Facebook/Instagram Sponsored Ads	437,609	12,050	2.75%	N/A
	<b>Google Ad Words</b>	<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>
12/1-12/31	beachfront vacation rentals florida	8,024	430	5.36%	N/A
	rental vacation homes in florida	3,643	210	5.76%	N/A
	fishing in florida	2,310	182	7.88%	N/A
	florida vacation home rentals	2,524	146	5.78%	N/A
	florida resort	1,877	96	5.11%	N/A
	fl resorts	1,487	92	6.19%	N/A
	rental vacation homes florida	819	69	8.42%	N/A
	luxury vacation home rentals florida	725	52	7.17%	N/A
	[swimming with dolphins in florida]	675	45	6.67%	N/A
	[swim with dolphins in miami florida]	363	36	9.92%	N/A
	florida vacation rentals	496	26	5.24%	N/A
	[florida swim with dolphins]	348	26	7.47%	N/A
	best beach vacations florida	312	25	8.01%	N/A
	[swim with the dolphins in florida]	364	24	6.59%	N/A
	[florida swimming with dolphins]	259	21	8.11%	N/A
	florida vacation home rental	392	20	5.10%	N/A
	florida beach resorts	344	20	5.81%	N/A
	family vacation	320	18	5.63%	N/A
	florida holiday rentals	496	17	3.43%	N/A
	marinas in florida	221	13	5.88%	N/A
	florida boat rentals	253	12	4.74%	N/A
	marina florida	126	8	6.35%	N/A
	florida beach weddings	120	8	6.67%	N/A
	[can you swim with dolphins in florida]	52	8	15.38%	N/A
	florida weddings	191	7	3.66%	N/A
	south florida resort	91	5	5.49%	N/A
	[swim with the dolphins florida]	34	5	14.71%	N/A
	vacation home rental in florida	31	5	16.13%	N/A
	vacations with kids	113	4	3.54%	N/A
	[swimming with the dolphins in florida]	86	3	3.49%	N/A
	marinas florida	12	3	25.00%	N/A
	weddings in florida	67	2	2.99%	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

	family trip to florida	35	2	5.71%	N/A
	marina in florida	73	1	1.37%	N/A
	marina beach florida	44	1	2.27%	N/A
	florida marinas	42	1	2.38%	N/A
	florida family beach vacations	33	1	3.03%	N/A
	diving in florida	26	1	3.85%	N/A
	family holidays in florida	16	1	6.25%	N/A
	Bing, Yahoo and AOL Search	Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/31	+florida+fishing	22,121	260	1.2%	N/A
	+florida+vacation	5,014	116	2.3%	N/A
	+florida villas	6,659	82	1.2%	N/A
	+florida beach rentals	4,661	80	1.7%	N/A
	key +florida	3,601	74	2.1%	N/A
	+family+vacation	2,503	43	1.7%	N/A
	+scuba shops	2,848	41	1.4%	N/A
	+florida+snorkeling	442	28	6.3%	N/A
	+scuba vacations	1,114	20	1.8%	N/A
	+florida+scuba+diving	377	15	4.0%	N/A
	+scuba +diving padi	1,282	11	0.9%	N/A
	+scuba +diving fins	673	9	1.3%	N/A
	+florida+diving	232	8	3.5%	N/A
	+diving schools +florida	55	4	7.3%	N/A
JANUARY 2020					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
1/27-1/31	CNN.com Pre-Roll Video - Co-Op (Geo: NY,BOS,PHL,DC,CHI)	93,708	1,580	186.00%	86.00%
1/6-1/31	Tremor Video (Mobile/Tablet/Desktop)	600,844	638	0.11%	77.34%
1/14-1/15	TheKnot.com (Instagram)	31,241	263	0.84%	N/A
1/6-1/31	Adara Re-Targeting (Mobile/Tablet/Desktop/Cross-Device)	690,478	219	0.03%	N/A
	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
1/1-1/31	Facebook/Instagram Sponsored Ads	658,049	9,550	1.45%	N/A
	Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
1/1-1/31	beachfront vacation rentals florida	12,006	553	4.61%	N/A
	[swim with dolphins in miami florida]	1,513	251	16.59%	N/A
	florida vacation home rentals	2,526	144	5.70%	N/A
	florida resort	2,470	120	4.86%	N/A
	fl resorts	1,983	119	6.00%	N/A
	[swimming with dolphins in florida]	827	69	8.34%	N/A
	florida beach resorts	1,240	68	5.48%	N/A
	rental vacation homes in florida	1,470	66	4.49%	N/A
	florida vacation rentals	981	50	5.10%	N/A
	[swim with the dolphins in florida]	612	49	8.01%	N/A
	fishing in florida	509	32	6.29%	N/A
	[florida swim with dolphins]	356	28	7.87%	N/A
	best beach vacations florida	580	27	4.66%	N/A
	luxury vacation home rentals florida	353	20	5.67%	N/A
	[florida swimming with dolphins]	312	19	6.09%	N/A
	south florida resort	353	17	4.82%	N/A
	[swimming with the dolphins in florida]	133	16	12.03%	N/A
	florida vacation home rental	238	13	5.46%	N/A
	[can you swim with dolphins in florida]	83	12	14.46%	N/A
	rental vacation homes florida	152	5	3.29%	N/A
	vacation home rental in florida	116	4	3.45%	N/A
	florida holiday rentals	91	4	4.40%	N/A
	florida boat rentals	67	4	5.97%	N/A
	marina beach florida	32	2	6.25%	N/A
	florida marinas	17	2	11.76%	N/A
	family vacation	65	1	1.54%	N/A
	[swim with the dolphins florida]	47	1	2.13%	N/A
	marina florida	24	1	4.17%	N/A
	Bing, Yahoo and AOL Search	Impressions	Clicks/Engagements	Click-through %	VCR
1/1-1/31	+florida+vacation	6,247	167	2.7%	N/A
	+florida+fishing	18,344	163	0.9%	N/A
	+florida beach rentals	6,143	162	2.6%	N/A
	+florida villas	3,959	134	3.4%	N/A
	+family+vacation	3,347	35	1.1%	N/A
	+florida+snorkeling	556	26	4.7%	N/A
	+scuba shops	1,915	25	1.3%	N/A
	+scuba vacations	708	17	2.4%	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

	+florida+scuba+diving	327	13	4.0%	N/A
	+scuba +diving fins	335	6	1.8%	N/A
	+florida+diving	223	4	1.8%	N/A
	+scuba +diving padi	705	3	0.4%	N/A
	+diving schools +florida	58	2	3.5%	N/A
<b>FEBRUARY 2020</b>					
<b>DATE</b>	<b>WEBSITE</b>	<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>
2/1-2/23	CNN.com Pre-Roll Video - Co-Op (Geo: NY,BOS,PHL,DC,CHI)	275,114	4,298	1.56%	87.00%
2/1-2/29	Tremor Video (Mobile/Tablet/Desktop)	599,469	450	0.08%	78.67%
2/10-2/29	Conversant Interactive Banners - Co-Op (Geo: NY,BOS,PHL,DC)	463,038	389	0.08%	N/A
2/1-2/29	Adara Re-Targeting (Mobile/Tablet/Desktop/Cross-Device)	758,080	221	0.03%	N/A
2/3-2/29	OutsideOnline.com	120,438	190	0.16%	N/A
2/1-2/29	NationalGeographic.com (Pre-roll)	71,753	34	0.05%	99.80%
2/1-2/29	NationalGeographic.com (banners)	40,115	32	0.08%	N/A
2/1-2/29	WeddingWire.com/TheKnot.com (XO Group)	9,951	6	0.06%	N/A
	<b>MOBILE</b>	<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>
2/1-2/29	Facebook/Instagram Sponsored Ads	538,479	12,322	2.29%	N/A
2/1-2/15	SportDiver.com/ScubaDiving.com (Facebook Ad)	100,415	2,839	2.83%	N/A
	<b>Google Ad Words</b>	<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>
2/1-2/29	beachfront vacation rentals florida	12,006	553	4.61%	N/A
	[swim with dolphins in miami florida]	1,513	251	16.59%	N/A
	florida vacation home rentals	2,526	144	5.70%	N/A
	florida resort	2,470	120	4.86%	N/A
	fl resorts	1,983	119	6.00%	N/A
	[swimming with dolphins in florida]	827	69	8.34%	N/A
	florida beach resorts	1,240	68	5.48%	N/A
	rental vacation homes in florida	1,470	66	4.49%	N/A
	florida vacation rentals	981	50	5.10%	N/A
	[swim with the dolphins in florida]	612	49	8.01%	N/A
	fishing in florida	509	32	6.29%	N/A
	[florida swim with dolphins]	356	28	7.87%	N/A
	best beach vacations florida	580	27	4.66%	N/A
	luxury vacation home rentals florida	353	20	5.67%	N/A
	[florida swimming with dolphins]	312	19	6.09%	N/A
	south florida resort	353	17	4.82%	N/A
	[swimming with the dolphins in florida]	133	16	12.03%	N/A
	florida vacation home rental	238	13	5.46%	N/A
	[can you swim with dolphins in florida]	83	12	14.46%	N/A
	rental vacation homes florida	152	5	3.29%	N/A
	vacation home rental in florida	116	4	3.45%	N/A
	florida holiday rentals	91	4	4.40%	N/A
	florida boat rentals	67	4	5.97%	N/A
	marina beach florida	32	2	6.25%	N/A
	florida marinas	17	2	11.76%	N/A
	family vacation	65	1	1.54%	N/A
	[swim with the dolphins florida]	47	1	2.13%	N/A
	marina florida	24	1	4.17%	N/A
	<b>Bing, Yahoo and AOL Search</b>	<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>
2/1-2/29	+florida beach rentals	3864	101	2.6%	N/A
	+florida+vacation	2035	68	3.34%	N/A
	+florida villas	2312	54	2.34%	N/A
	+florida+fishing	5846	53	0.9%	N/A
	+family+vacation	1399	29	2.07%	N/A
	+florida+snorkeling	376	20	5.32%	N/A
	scuba shops	1205	17	1.41%	N/A
	+scuba vacations	486	17	3.50%	N/A
	+florida+scuba+diving	219	6	2.74%	N/A
	+scuba +diving fins	206	6	2.91%	N/A
	+scuba +diving padi	484	5	1.03%	N/A
	+fl +family +vacation	77	5	6.49%	N/A
	+florida+Vacation+rental	10	2	20.00%	N/A
<b>MARCH 2020</b>					
<b>DATE</b>	<b>WEBSITE</b>	<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>
3/1-3/16	WeddingWire.com/TheKnot.com	189,450	4,037	2.13%	N/A
3/1-3/16	Tremor Video (Mobile/Tablet/Desktop)	249,781	1,995	0.80%	80.77%
3/1-3/16	SportFishing.com/SaltwaterSportsman.com	55,209	312	0.57%	N/A
3/1-3/15	Conversant Interactive Banners - Co-Op	285,923	300	0.10%	N/A
3/1-3/16	CNN.com Pre-Roll Video - Co-Op (Geo: NY,BOS,PHL,DC,CHI)	23,258	197	130.00%	91.00%

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

		Impressions	Clicks/Engagements	Click-through %	VCR
3/1-3/18	Adara Re-Targeting (Mobile/Tablet/Desktop/Cross-Device)	256,312	120	0.05%	N/A
3/4/20	Boston.com Traveler Dedicated E-Newsletter - Co-Op	43,028	49	0.11%	N/A
3/1-3/16	OutsideOnline.com	6,987	12	0.17%	N/A
<b>MOBILE</b>					
3/1-3/16	Facebook/Instagram Sponsored Ads	372,379	5,684	1.53%	N/A
3/9 & 3/11	SpotFishing/SaltwaterSportsman Facebook Video	498,222	1,072	0.22%	N/A
<b>Google Ad Words</b>					
3/1-3/25	fishing in florida	2,780	265	9.53%	N/A
	rental vacation homes in florida	2,258	156	6.91%	N/A
	florida vacation home rentals	1,860	118	6.34%	N/A
	florida resort	1,888	97	5.14%	N/A
	fl resorts	1,707	85	4.98%	N/A
	[swim with dolphins in miami florida]	355	61	17.18%	N/A
	florida boat rentals	702	49	6.98%	N/A
	beachfront vacation rentals florida	974	48	4.93%	N/A
	florida beach resorts	931	40	4.30%	N/A
	luxury vacation home rentals florida	226	21	9.29%	N/A
	vacation home rental in florida	206	18	8.74%	N/A
	rental vacation homes florida	321	17	5.30%	N/A
	florida vacation home rental	262	17	6.49%	N/A
	[swimming with dolphins in florida]	209	14	6.70%	N/A
	florida boat rental	188	14	7.45%	N/A
	florida holiday rentals	247	13	5.26%	N/A
	[swim with the dolphins in florida]	197	13	6.60%	N/A
	best beach vacations florida	276	12	4.35%	N/A
	florida vacation rentals	412	11	2.67%	N/A
	south florida resort	281	9	3.20%	N/A
	[florida swim with dolphins]	69	9	13.04%	N/A
	[florida swimming with dolphins]	93	9	9.68%	N/A
	[can you swim with dolphins in florida]	22	8	36.36%	N/A
	marina florida	132	7	5.30%	N/A
	marinas florida	44	4	9.09%	N/A
	family vacation	77	2	2.60%	N/A
	[swim with the dolphins florida]	11	2	18.18%	N/A
	[swimming with the dolphins in florida]	29	2	6.90%	N/A
	marinas in florida	76	2	2.63%	N/A
	florida marina	23	2	8.70%	N/A
	florida family beach vacations	7	1	14.29%	N/A
	marina beach florida	46	1	2.17%	N/A
<b>Bing, Yahoo and AOL Search</b>					
3/1-3/25	+florida beach rentals	4781	83	1.7%	N/A
	+florida+fishing	5333	62	1.2%	N/A
	+florida+vacation	1706	45	2.6%	N/A
	+family+vacation	1573	29	1.8%	N/A
	+florida villas	1914	28	1.5%	N/A
	+scuba shops	1773	23	1.3%	N/A
	+scuba +diving fins	339	8	2.4%	N/A
	+scuba vacations	691	6	0.9%	N/A
	+florida+snorkeling	173	5	2.9%	N/A
	+scuba +diving padi	525	3	0.6%	N/A
	+fl +family +vacation	57	3	5.3%	N/A
	+diving schools +florida	45	2	4.4%	N/A
	+florida+diving	75	1	1.3%	N/A
	+florida+scuba+diving	79	1	1.3%	N/A

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







Holidays/Events	Public Schools Vacation Calendars
*Halloween (10/31)	Miami-Dade County Public Schools: Winter Break: 12/23-1/5
*X-Mas (12/25)	Broward County Public Schools: 12/23-1/6
*New Year's Day (1/1)	Palm Beach County Public Schools: 12/23-1/6
*Pres Day (2/17)	Martin County Public Schools: 12/23-1/5
*Easter (4/12)	Hillsborough County Public Schools: 12/23-1/6
*Memorial Day (5/25)	Pinellas County Public Schools: 12/23-1/6
*Ind Day (7/4)	Orange County Public Schools: 12/23-1/6
*Mini-Lobster Season (7/29-7/30)	Osceola County Public Schools: 12/23-1/6
*Lobster Season (8/6-3/31)	Seminole County Public Schools: 12/23-1/5
*Labor Day (9/7)	Duval County Public Schools: 12/23-1/6

Weeks Begin on Mondays:	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		
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														

**DIGITAL:**

DIGITAL CO-OP FALL/WINTER/SPRING (GEO: NY, BOS, PHL, DC and CHI):

Line Item	Size	Circ.
• CNN.com - Pre-Roll Video	:15	1,111,111
• Conversant - HTML5 Interactive Banners (300 x 250, 160 x 600, 728 x 90, 1024 x 768, 320 x 480)		2,222,239
• ChicagoTribune.com Travel Admail E-Newsletter	600 pixels	50,000
• Philly.com Travel POD E-Blast	600 pixels	47,000
• Boston.com Traveler Dedicated E-Newsletter	600 pixels	58,000
• AJC.com		16,260
• DallasNews.com		100,000
• CharlotteObserver.com		125,000

**FALL DIGITAL CO-OP PROGRAM**  
Closed 2 co-ops @ \$875 each = \$1,750 collected

10/28-11/24	11/4-12/1
6	6
16	23

**WINTER DIGITAL CO-OP PROGRAM**  
Closed 4 co-ops @ \$850 each = \$3,400 collected

1/27-2/23	2/10-3/15
4	

**SPRING DIGITAL CO-OP PROGRAM**  
Closed 3 co-ops @ \$875 each = \$2,625 collected

X X X X X X	6/15-7/12
\$10,703 3/16-4/19 Paused	Resume on 6/15 Geo-Targeted to FL, ATL, DFW, CLT
X X X X X X	6/15-7/12
\$4,000 3/16-4/19 Paused	Resume on 6/15 Geo-Targeted to FL, ATL, DFW, CLT
X	2
X	8
X	15

Cancelled. Replaced with Southeast Newspaper emails AJC.com, DallasNews.com and CharlotteObserver.com below.

Relacement emails

**SUMMER DIGITAL CO-OP PROGRAM**  
Closed 6 co-ops @ \$375 ea. = \$2,250 collected

X X X X X X	6/15-8/16
X X X X X X	6/15-8/16
Moved flight from 5/4-8/2 to 6/15-8/16	Less co-op collected: (\$10,025)

**SUMMER IN-STATE DIGITAL CO-OP PROGRAM:**

• CNN.com - Pre-Roll Video (Geo-Targeted to Florida)	:15	500,000
• Conversant - HTML5 Interactive Banners (300 x 250, 160 x 600, 728 x 90, 1024 x 768, 320 x 480) /Geo-Targeted to Florida; A35-64 \$100k+ with summer travel intent		1,000,000

**PRINT:**

Line Item	Size	Circ.
• Bridal Guide - Florida Section	Full Page, 4C	160,000
• Scuba Diving	Full Page, 4C	75,000
• Outside Magazine	1/2 Page 4C	675,000
• Florida Sportsman	Full Page, 4C	86,000
• Saltwater Sportsman Magazine	Full Page, 4C	80,000

Month	Count
March/April	
March	
March	
March	
June	

DIGITAL CO-OPS-TOTAL: \$70,916

DIGITAL PRINT-TOTAL:	\$55,344
----------------------	----------

**DAC III/MARATHON FY 2020 BUDGET SUMMARY**

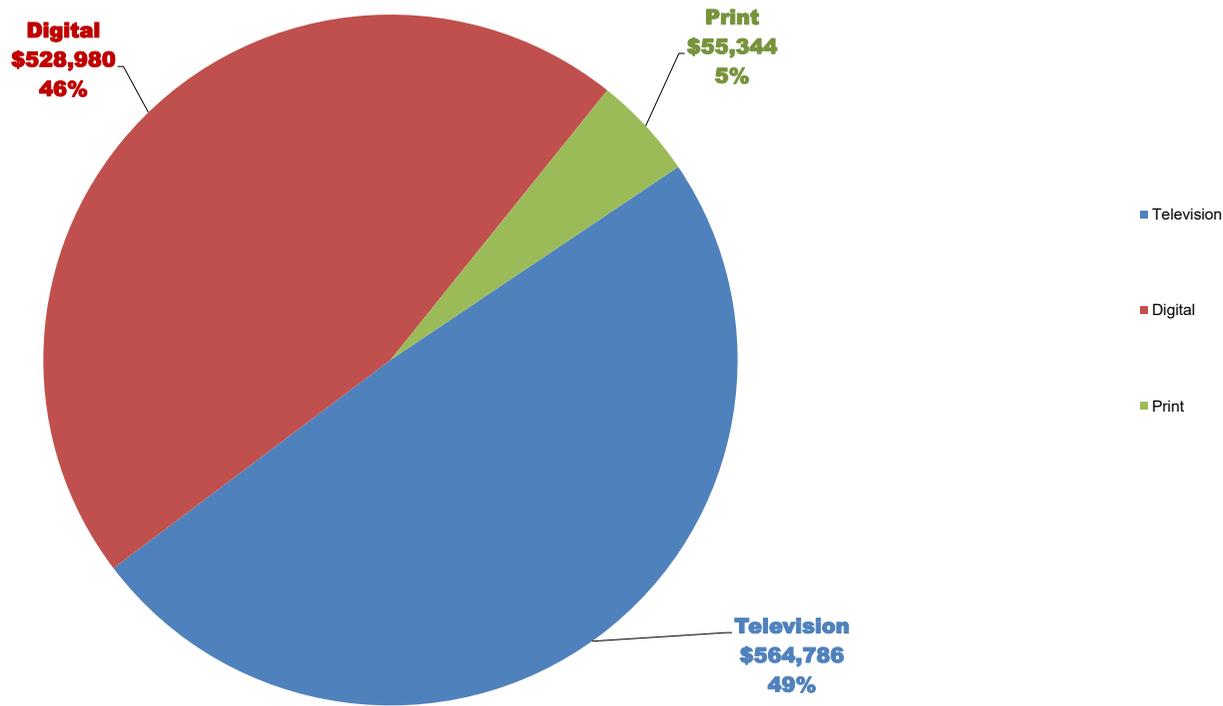
MEDIA SPENT TO DATE:	\$1,149,110
PRODUCTION:	\$15,000
RESOURCES REMAINING:	\$106,062
GRAND TOTAL BUDGET:	\$1,270,172

\$392 from event funds moved to advertising at the 8/7/19 DAC III Mtg. \$1,269,780 + \$392 = \$1,270,172 revised total.  
\*Please note separate from the above budget there is also \$50,000 in emergency (promotional/storm) resources.

**FY 2020 MEDIA PLAN**

Public Schools	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
Miami-Dade County Public Schools:														
Broward County Public Schools:														
Palm Beach County Public Schools:														
Martin County Public Schools:														
Hillsborough County Public Schools:														
Pinellas County Public Schools:														
Orange County Public Schools:														
Osceola County Public Schools:														
Seminole County Public Schools:														
Duval County Public Schools:														

**DAC III MARATHON  
FY 2020 PLAN DISTRIBUTION BY MEDIA**



**TOTAL MEDIA EXPENDITURE TO DATE: \$1,149,110**





## MEDIA MEMORANDUM

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

The following provides you with a recommendation for Marathon 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 current situation. This four-phase approach will act as a supplement to ensure that Marathon 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 - Marathon is 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 \$85,000 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** - Marathon is 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**- Marathon 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 Marathon 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 Marathon. Television activity will air in the following markets:

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

A total of \$25,000 will be allocated to television during this period. This will yield more than 25 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	Tampa/St. Pete	Orlando	West Palm Beach
Ft. Myers	Jacksonville	Atlanta	Dallas
Charlotte	Nashville		

A total of \$15,000 is recommended for this phase of the digital campaign. This campaign will deliver 600,000 impressions.

In total \$40,000 will be budgeted for 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 Marathon's 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 Marathon. Television in this phase is budgeted for \$30,000. It is estimated that this will buy 25 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 \$15,000, which will yield 600,000 impressions.

The total budget for Phase IV is \$45,000

**Budget Summary**

Phase I	\$0
Phase II	\$0
Phase III	\$ 40,000
Phase IV	\$ 45,000
Total	\$ 85,000

Phase III	\$ 40,000
Phase IV	\$ 45,000
Total	\$ 85,000



H.1

Monthly District & Tier Overview Report

For the month of: March 2020

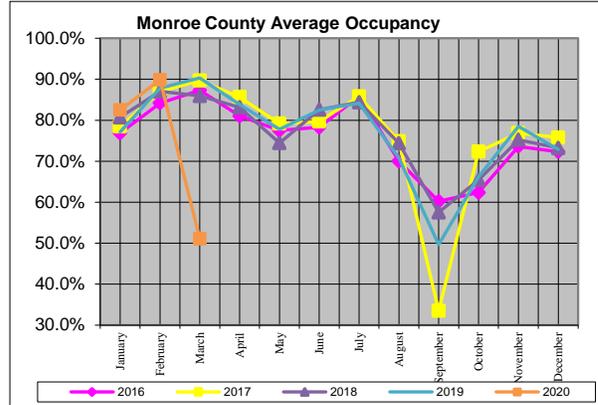
	Current Month - March 2020 vs March 2019									Year to Date - March 2020 vs March 2019								
	Occ %		ADR		RevPAR		Percent Change from March 2019			Occ %		ADR		RevPAR		Percent Change from YTD 2019		
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR
<b>Florida Keys</b>	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
<b>Key West</b>	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
<b>Middle-Upper Florida Keys</b>	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
<b>Key Largo</b>	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
<b>Marathon</b>	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
<b>Islamorada</b>	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.

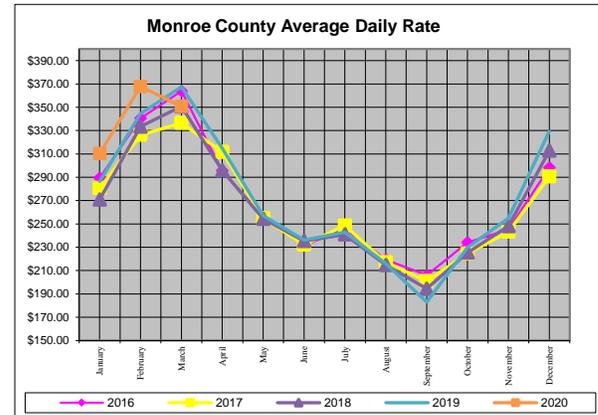
**OCCUPANCY RATE**

	2016	2017	2018	2019	2020	% Chg
January	76.9%	78.4%	80.7%	77.1%	82.5%	<b>7.0%</b>
February	84.2%	87.0%	87.0%	87.9%	89.9%	<b>2.3%</b>
March	87.3%	89.7%	86.0%	90.3%	51.1%	<b>-43.4%</b>
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%		
<b>Total</b>	<b>75.5%</b>	<b>76.8%</b>	<b>76.7%</b>	<b>76.6%</b>	<b>73.7%</b>	<b>-13.3%</b>



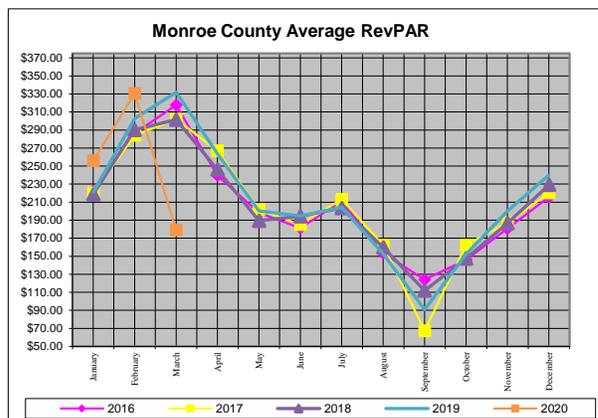
**AVERAGE DAILY RATE**

	2016	2017	2018	2019	2020	% Chg
January	\$289.29	\$280.50	\$270.83	\$286.32	\$310.28	<b>8.4%</b>
February	\$340.39	\$326.26	\$333.36	\$344.65	\$367.86	<b>6.7%</b>
March	\$363.86	\$336.44	\$350.78	\$367.44	\$350.76	<b>-4.5%</b>
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		
<b>Total</b>	<b>\$270.46</b>	<b>\$269.75</b>	<b>\$266.93</b>	<b>\$277.32</b>	<b>\$341.74</b>	<b>2.0%</b>



**RevPAR**

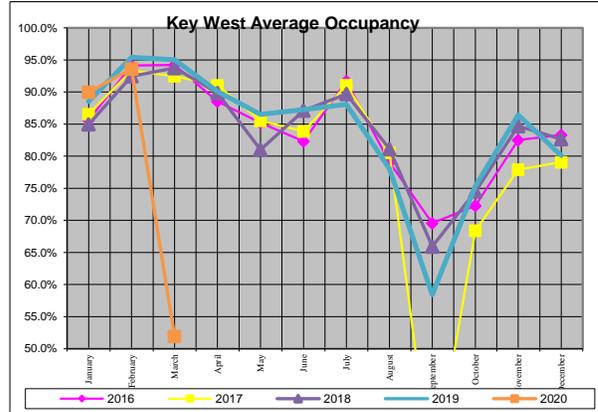
	2016	2017	2018	2019	2020	% Chg
January	\$222.29	\$220.03	\$218.63	\$220.77	\$256.00	<b>16.0%</b>
February	\$286.50	\$283.91	\$290.16	\$302.80	\$330.62	<b>9.2%</b>
March	\$317.67	\$301.77	\$301.51	\$331.86	\$179.22	<b>-46.0%</b>
April	\$239.57	\$266.96	\$245.98	\$263.95		
May	\$198.30	\$201.72	\$189.36	\$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		
<b>Total</b>	<b>\$207.28</b>	<b>\$204.73</b>	<b>\$212.53</b>	<b>\$212.53</b>	<b>\$252.00</b>	<b>-11.6%</b>



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.

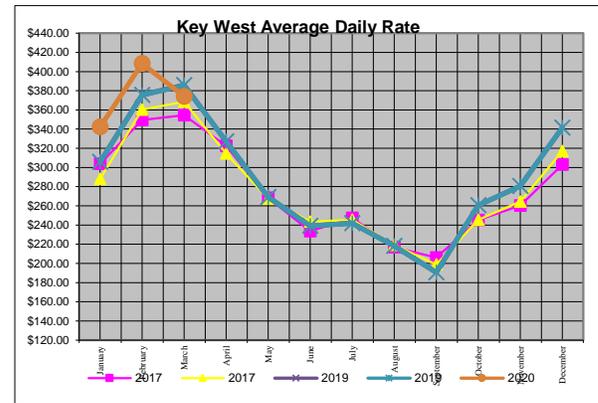
**OCCUPANCY RATE**

	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%		
<b>Total</b>	<b>83.6%</b>	<b>79.9%</b>	<b>83.9%</b>	<b>84.2%</b>	<b>91.7%</b>	<b>-0.1%</b>



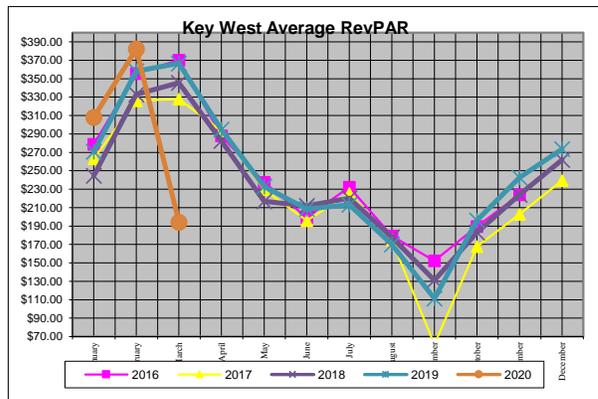
**AVERAGE DAILY RATE**

	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		
<b>Total</b>	<b>\$291.03</b>	<b>\$281.38</b>	<b>\$280.23</b>	<b>\$291.52</b>	<b>\$374.31</b>	<b>5.1%</b>



**RevPAR**

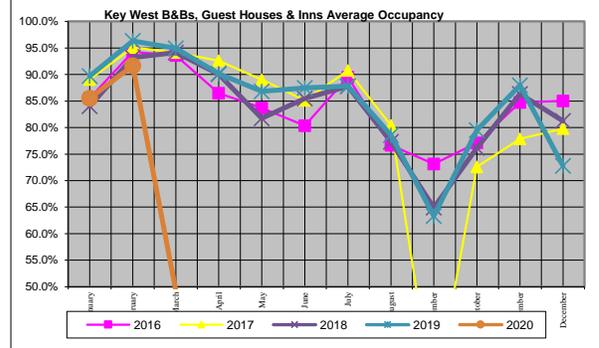
	2016	2017	2018	2019	2020	% Chg
January	\$278.65	\$263.06	\$244.72	\$270.78	\$307.99	13.7%
February	\$355.57	\$326.08	\$332.94	\$358.09	\$382.40	6.8%
March	\$370.39	\$327.89	\$345.53	\$366.63	\$194.30	-47.0%
April	\$287.84	\$293.52	\$282.59	\$294.80		
May	\$237.58	\$229.47	\$216.71	\$232.76		
June	\$199.32	\$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		
<b>Total</b>	<b>\$243.32</b>	<b>\$224.85</b>	<b>\$234.99</b>	<b>\$245.40</b>	<b>\$291.43</b>	<b>-11.9%</b>



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.

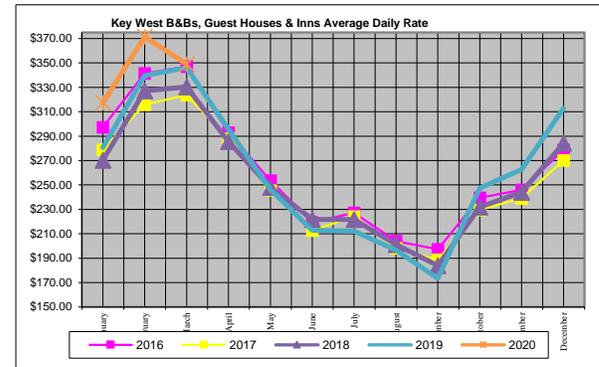
**OCCUPANCY RATE**

	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%		
<b>Total</b>	<b>83.1%</b>	<b>80.8%</b>	<b>83.4%</b>	<b>84.7%</b>	<b>74.2%</b>	<b>-20.6%</b>



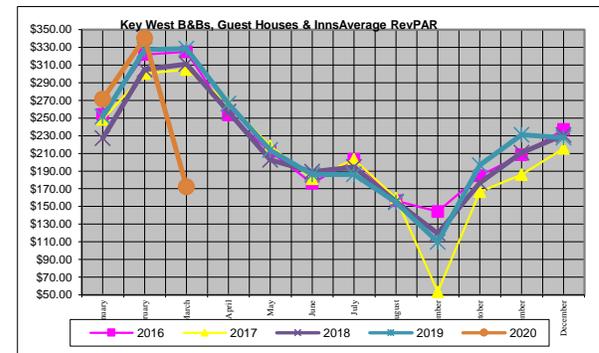
**AVERAGE DAILY RATE**

	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		
<b>Total</b>	<b>\$256.13</b>	<b>\$256.74</b>	<b>\$257.15</b>	<b>\$264.79</b>	<b>\$345.13</b>	<b>7.0%</b>



**RevPAR**

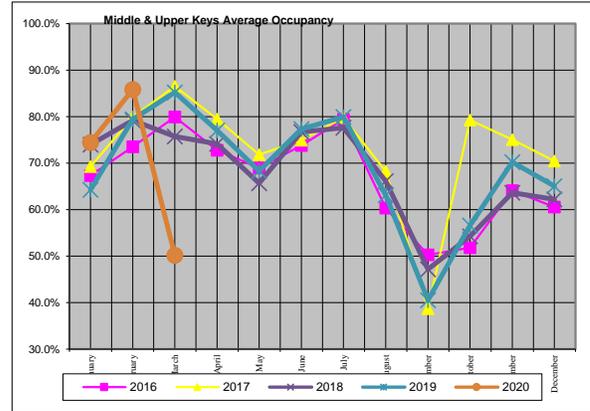
	2016	2017	2018	2019	2020	% Chg
January	\$254.06	\$248.39	\$227.04	\$251.70	\$271.47	7.9%
February	\$321.92	\$300.41	\$304.91	\$327.17	\$340.45	4.1%
March	\$324.84	\$304.72	\$310.99	\$328.54	\$172.11	-47.6%
April	\$253.32	\$266.51	\$257.08	\$266.34		
May	\$212.12	\$218.44	\$202.64	\$213.82		
June	\$176.20	\$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		
<b>Total</b>	<b>\$212.85</b>	<b>\$207.48</b>	<b>\$214.48</b>	<b>\$224.41</b>	<b>\$256.25</b>	<b>-15.0%</b>



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.

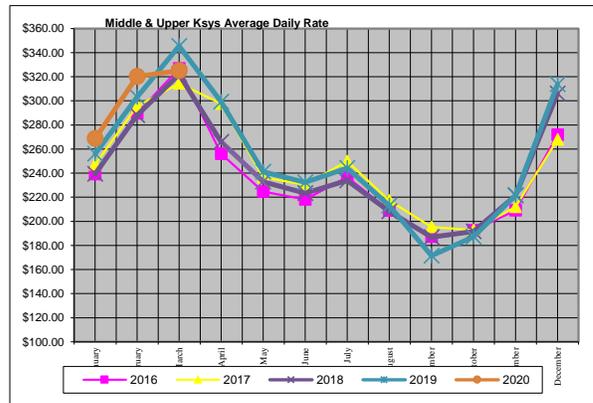
**OCCUPANCY RATE**

	2016	2017	2018	2019	2020	% Chg
January	67.3%	69.3%	74.0%	64.2%	74.4%	<b>15.9%</b>
February	73.5%	79.9%	79.2%	79.4%	85.8%	<b>8.1%</b>
March	79.9%	86.5%	75.7%	85.2%	50.2%	<b>-41.1%</b>
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%		
<b>Total</b>	<b>66.8%</b>	<b>72.9%</b>	<b>67.5%</b>	<b>68.6%</b>	<b>69.3%</b>	<b>-9.2%</b>



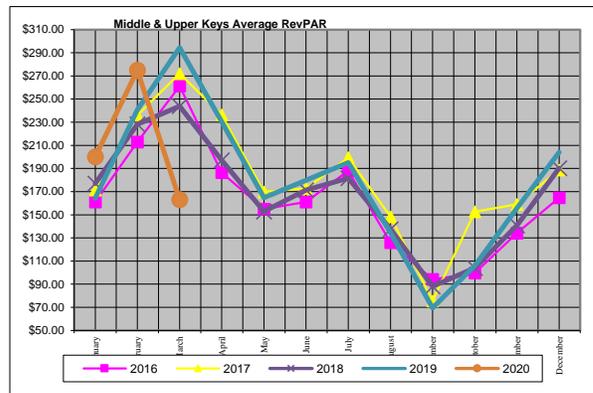
**AVERAGE DAILY RATE**

	2016	2017	2018	2019	2020	% Chg
January	\$239.24	\$247.38	\$239.31	\$255.93	\$268.70	<b>5.0%</b>
February	\$289.51	\$295.56	\$288.12	\$303.28	\$320.23	<b>5.6%</b>
March	\$326.93	\$314.46	\$321.98	\$345.49	\$325.06	<b>-5.9%</b>
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		
<b>Total</b>	<b>\$242.65</b>	<b>\$253.52</b>	<b>\$245.61</b>	<b>\$258.70</b>	<b>\$302.48</b>	<b>-1.3%</b>



**RevPAR**

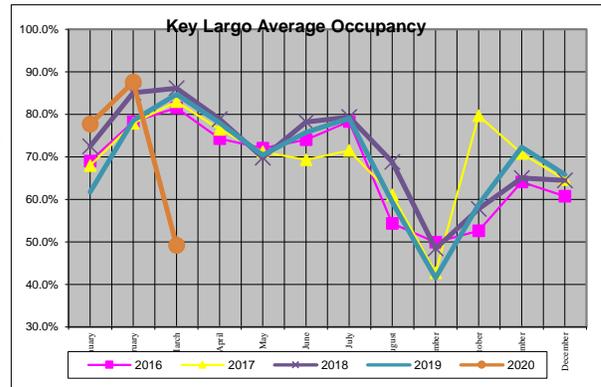
	2016	2017	2018	2019	2020	% Chg
January	\$161.12	\$171.35	\$177.05	\$164.39	\$200.04	<b>21.7%</b>
February	\$212.90	\$236.01	\$228.18	\$240.77	\$274.90	<b>14.2%</b>
March	\$261.25	\$272.09	\$243.85	\$294.44	\$163.12	<b>-44.6%</b>
April	\$186.38	\$236.47	\$197.19	\$230.39		
May	\$154.99	\$169.87	\$152.90	\$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		
<b>Total</b>	<b>\$162.08</b>	<b>\$184.90</b>	<b>\$165.71</b>	<b>\$177.42</b>	<b>\$209.69</b>	<b>-10.4%</b>



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.

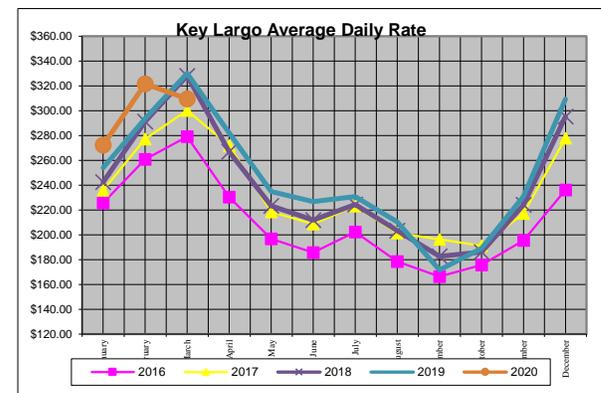
**OCCUPANCY RATE**

	2016	2017	2018	2019	2020	% Chg
January	69.0%	67.9%	72.5%	61.7%	77.7%	<b>25.9%</b>
February	78.3%	77.9%	85.1%	78.5%	87.6%	<b>11.5%</b>
March	81.5%	83.0%	86.1%	84.7%	49.2%	<b>-41.9%</b>
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%		
<b>Total</b>	<b>66.9%</b>	<b>69.7%</b>	<b>71.1%</b>	<b>68.4%</b>	<b>70.1%</b>	<b>-6.3%</b>



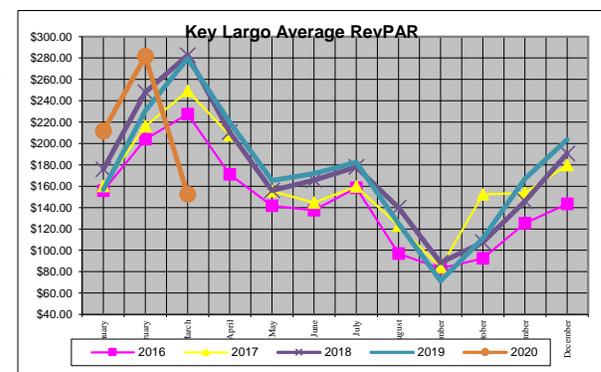
**AVERAGE DAILY RATE**

	2016	2017	2018	2019	2020	% Chg
January	\$225.72	\$235.82	\$242.60	\$253.93	\$272.23	<b>7.2%</b>
February	\$260.72	\$277.30	\$291.23	\$293.69	\$321.63	<b>9.5%</b>
March	\$279.05	\$300.28	\$328.16	\$330.13	\$309.59	<b>-6.2%</b>
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		
<b>Total</b>	<b>\$215.77</b>	<b>\$238.51</b>	<b>\$244.19</b>	<b>\$252.18</b>	<b>\$300.05</b>	<b>1.1%</b>



**RevPAR**

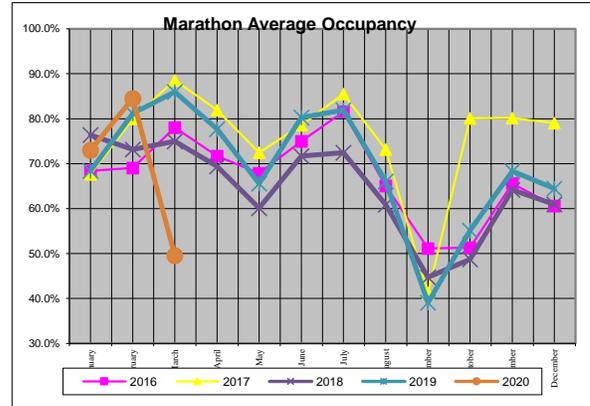
	2016	2017	2018	2019	2020	% Chg
January	\$155.82	\$160.20	\$175.80	\$156.71	\$211.55	<b>35.0%</b>
February	\$204.03	\$216.00	\$247.85	\$230.69	\$281.67	<b>22.1%</b>
March	\$227.49	\$249.19	\$282.64	\$279.65	\$152.37	<b>-45.5%</b>
April	\$171.14	\$207.85	\$210.64	\$220.03		
May	\$141.67	\$155.47	\$155.90	\$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		
<b>Total</b>	<b>\$144.30</b>	<b>\$166.28</b>	<b>\$173.68</b>	<b>\$172.45</b>	<b>\$210.45</b>	<b>-5.3%</b>



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.

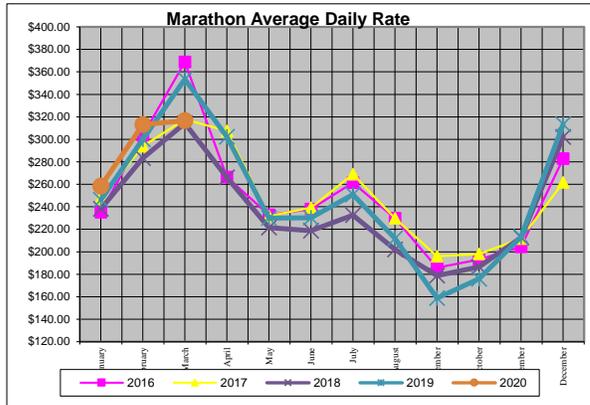
**OCCUPANCY RATE**

	2016	2017	2018	2019	2020	% Chg
January	68.4%	67.6%	76.4%	68.4%	73.0%	<b>6.7%</b>
February	69.1%	80.0%	73.2%	81.2%	84.5%	<b>4.1%</b>
March	78.0%	88.6%	75.0%	86.0%	49.5%	<b>-42.4%</b>
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%		
<b>Total</b>	<b>67.2%</b>	<b>75.9%</b>	<b>64.0%</b>	<b>69.0%</b>	<b>68.5%</b>	<b>-13.1%</b>



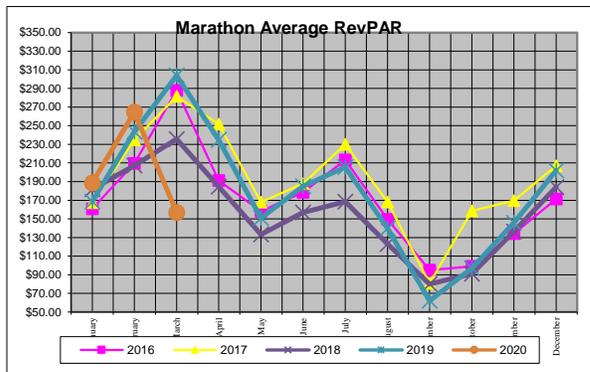
**AVERAGE DAILY RATE**

	2016	2017	2018	2019	2020	% Chg
January	\$235.18	\$247.56	\$238.12	\$246.16	\$258.47	<b>5.0%</b>
February	\$303.47	\$293.82	\$283.27	\$300.02	\$313.05	<b>4.3%</b>
March	\$368.82	\$317.78	\$314.23	\$353.47	\$316.56	<b>-10.4%</b>
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		
<b>Total</b>	<b>\$254.19</b>	<b>\$258.75</b>	<b>\$240.55</b>	<b>\$257.02</b>	<b>\$293.90</b>	<b>-4.1%</b>



**RevPAR**

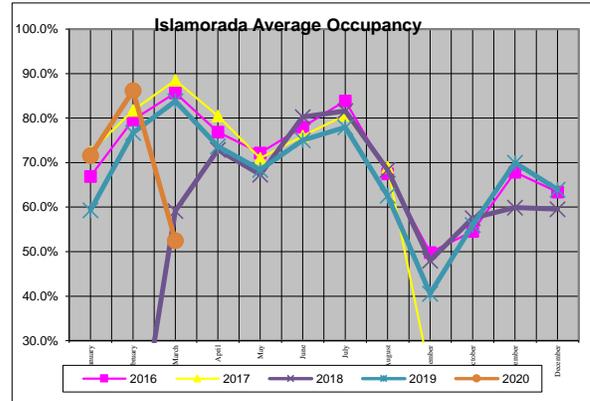
	2016	2017	2018	2019	2020	% Chg
January	\$160.85	\$167.40	\$181.87	\$168.38	\$188.60	<b>12.0%</b>
February	\$209.61	\$234.92	\$207.21	\$243.52	\$264.62	<b>8.7%</b>
March	\$287.86	\$281.49	\$235.69	\$303.93	\$156.85	<b>-48.4%</b>
April	\$191.02	\$251.84	\$184.66	\$234.79		
May	\$158.10	\$167.98	\$133.18	\$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		
<b>Total</b>	<b>\$179.34</b>	<b>\$170.90</b>	<b>\$153.94</b>	<b>\$177.40</b>	<b>\$201.31</b>	<b>-16.7%</b>



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.

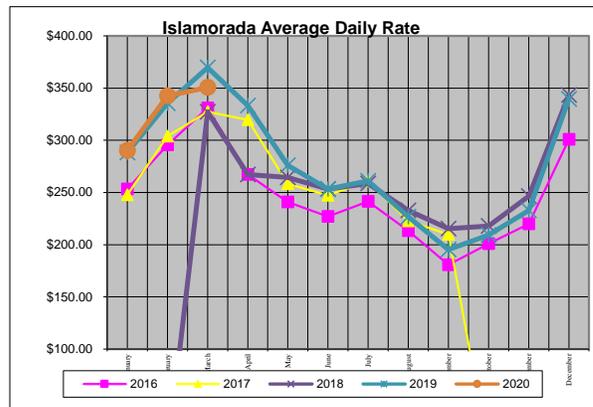
**OCCUPANCY RATE**

	2016	2017	2018	2019	2020	% Chg
January	66.9%	72.4%	*	59.3%	71.6%	<b>20.6%</b>
February	79.6%	81.8%	*	76.7%	86.2%	<b>12.3%</b>
March	85.7%	88.5%	59.2%	83.8%	52.5%	<b>-37.4%</b>
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%		
<b>Total</b>	<b>70.9%</b>	<b>71.4%</b>	<b>*</b>	<b>67.3%</b>	<b>69.5%</b>	<b>-5.0%</b>



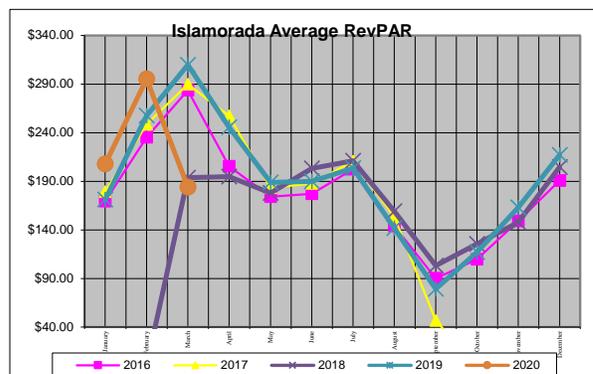
**AVERAGE DAILY RATE**

	2016	2017	2018	2019	2020	% Chg
January	\$253.33	\$247.61	*	\$288.22	\$290.17	<b>0.7%</b>
February	\$295.59	\$303.97	*	\$335.56	\$342.62	<b>2.1%</b>
March	\$330.99	\$327.35	\$327.22	\$369.60	\$350.57	<b>-5.1%</b>
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		
<b>Total</b>	<b>\$252.83</b>	<b>\$241.78</b>		<b>\$281.92</b>	<b>\$326.15</b>	<b>-2.9%</b>



**RevPAR**

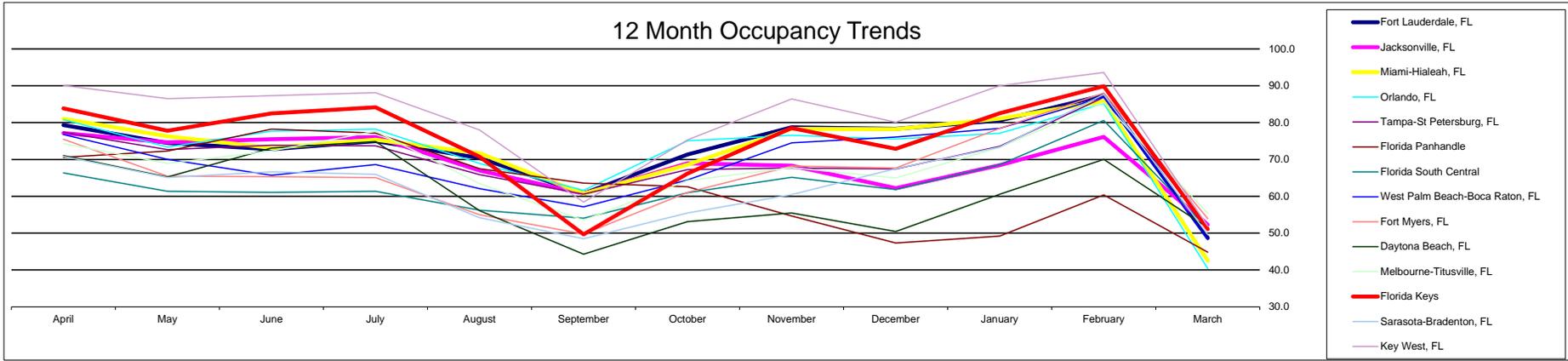
	2016	2017	2018	2019	2020	% Chg
January	\$169.55	\$179.25	*	\$171.04	\$207.70	<b>21.4%</b>
February	\$235.29	\$248.55	*	\$257.41	\$295.23	<b>14.7%</b>
March	\$283.57	\$289.76	\$193.57	\$309.82	\$184.03	<b>-40.6%</b>
April	\$205.40	\$257.18	\$194.81	\$245.54		
May	\$173.99	\$183.44	\$178.02	\$188.69		
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		
<b>Total</b>	<b>\$179.22</b>	<b>\$172.56</b>		<b>\$189.73</b>	<b>\$226.66</b>	<b>-7.8%</b>



\* 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.

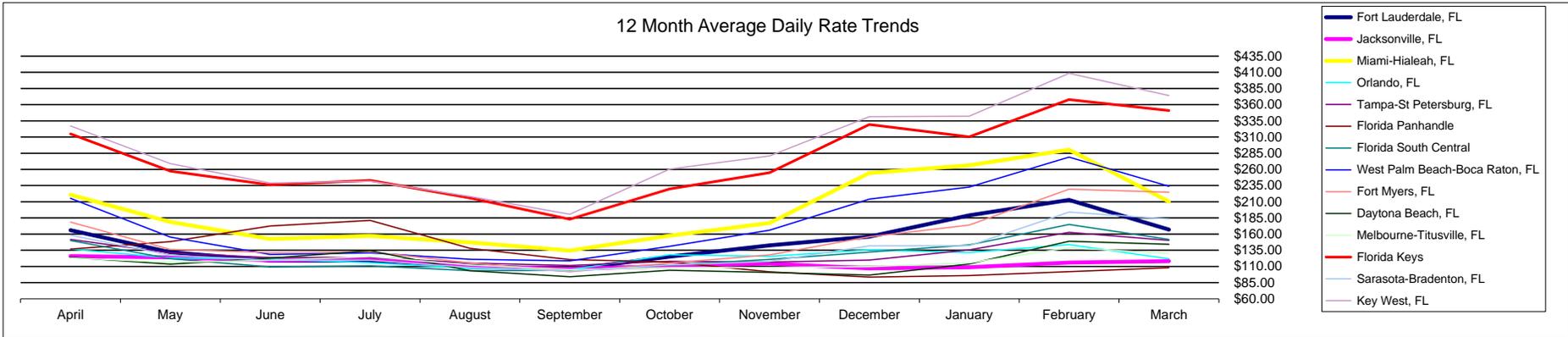
# Florida Markets Comparison



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**

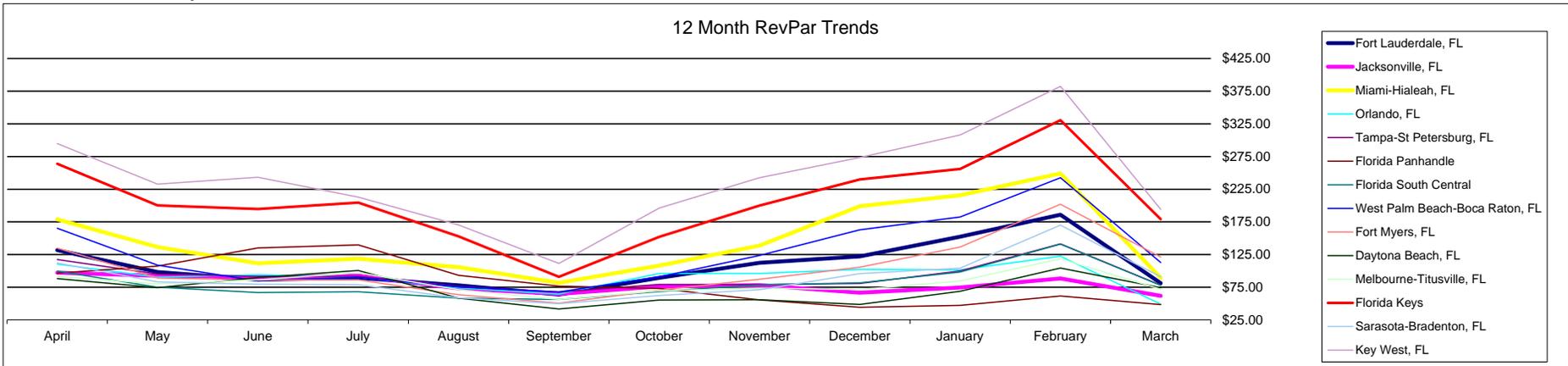
	March	February	January	December	November	October	September	August	July	June	May	April
Fort Lauderdale, FL	\$ 166.89	\$ 212.82	\$ 189.08	\$ 156.12	\$ 142.69	\$ 125.08	\$ 104.89	\$ 110.72	\$ 119.07	\$ 119.21	\$ 131.93	\$ 166.02
Jacksonville, FL	\$ 118.07	\$ 115.96	\$ 108.70	\$ 106.96	\$ 114.38	\$ 110.46	\$ 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

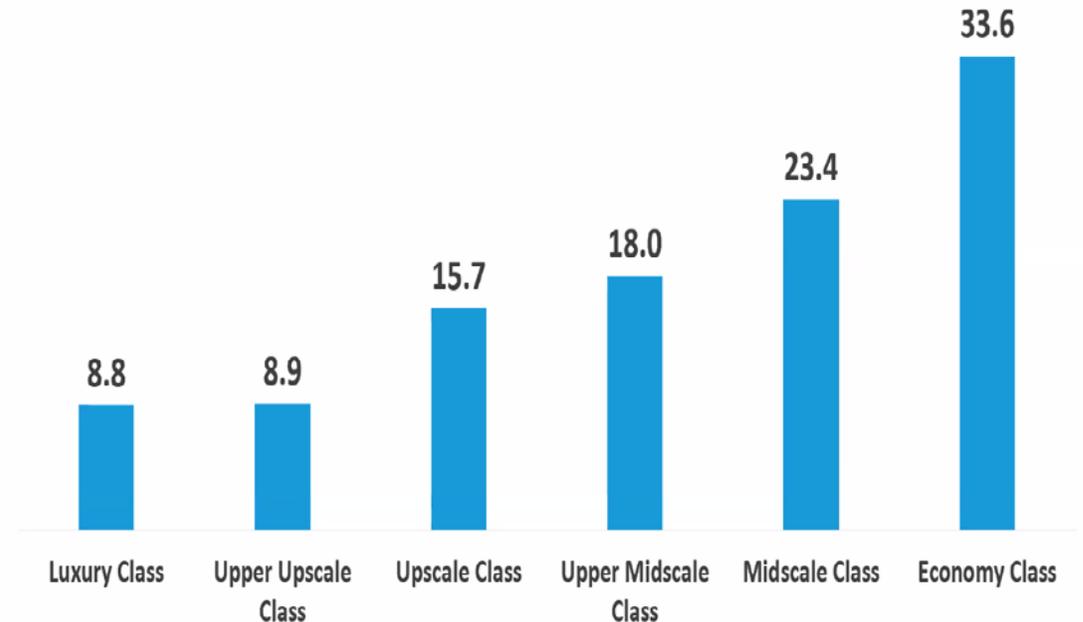
## Coronavirus' Impact on American Travel

- 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?



**DINE OUT** with friends (40.9%)



**HANG OUT** with friends (39.6%)



**GROOMING** services (37.2%)



Go **SHOPPING** (35.6%)



Go **ON A TRIP** (22.5%)



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



Go to **THE GYM** (20.1%)



Go on a **DATE** (15.6%)



**HIKE** (14.5%)



Go to a **BAR/NIGHTCLUB** (12.4%)

# Traditional Feeder Markets 2019 Q3 Visa Vue and nSight

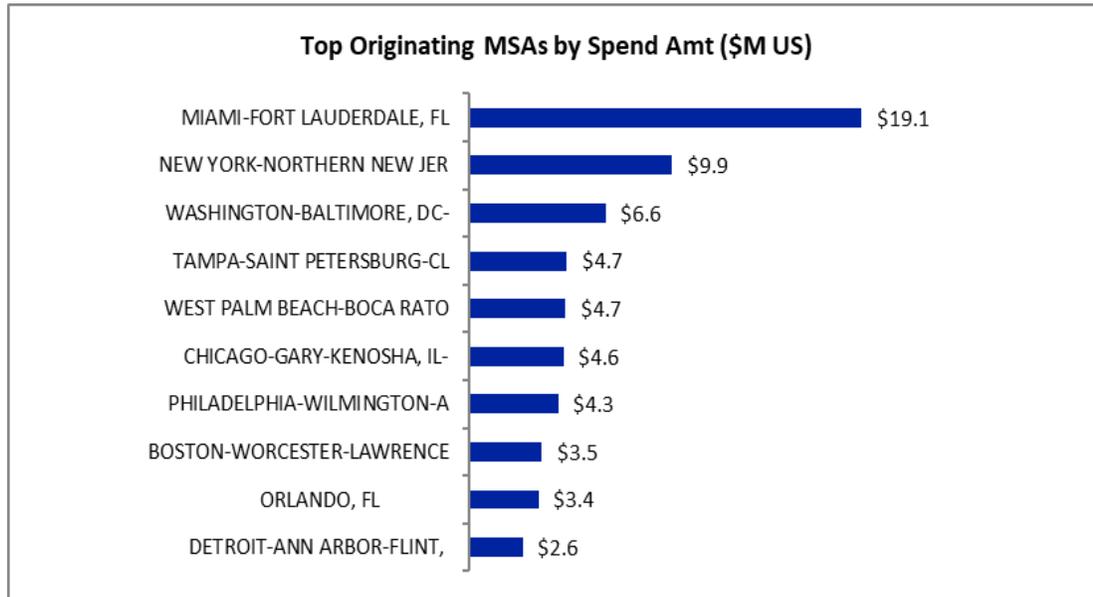
Top Originating MSAs by Spend Amt (\$M US)



2019 KEY WEST FL Top Booking Source Locations nSight

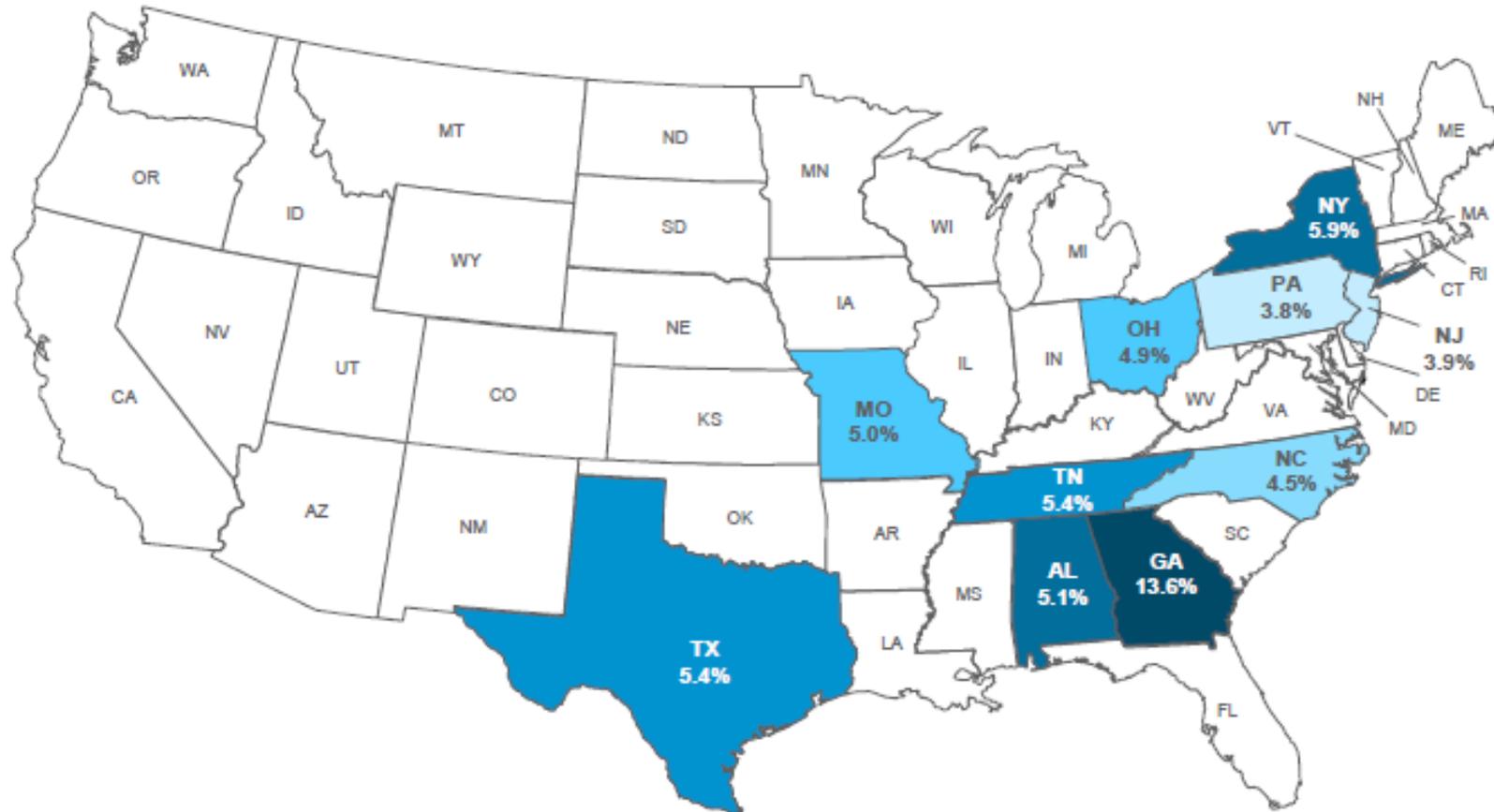
Q3	Rank	Persona
	1	NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA
	2	MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
	3	TAMPA-ST. PETERSBURG-CLEARWATER FL
	4	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
	5	ORLANDO-KISSIMMEE-SANFORD FL
	6	ATLANTA-SANDY SPRINGS-ROSWELL GA
	7	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
	8	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**

<b>Chamber</b>	<b>1-800 FLA-KEYS</b>	<b>District 800</b>	<b>Completed Calls Count</b>
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

**MARATHON**  
**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%
	<b>143</b>	<b>136</b>	<b>15</b>	<b>366</b>	<b>33</b>	<b>693</b>		<b>4,967</b>	
	<b>20.6%</b>	<b>19.6%</b>	<b>2.2%</b>	<b>52.8%</b>	<b>4.8%</b>				

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.

**ADVERTISING SOURCE****MARATHON  
March 2020**

SOURCE NAME	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Friends/Return Visitor	6	80	0	5	91	42.7%	122	15.9%
Keys Chamber of Commerce	0	3	0	17	20	9.4%	184	24.1%
Tourist Directory or Guide	0	1	0	13	14	6.6%	167	21.8%
TV Ad	0	1	0	12	13	6.1%	104	13.6%
Internet	1	3	0	2	6	2.8%	57	7.5%
Magazine Ad	1	0	0	0	1	0.5%	3	0.4%
TDC Website	0	0	0	1	1	0.5%	20	2.6%
Keys Business	0	1	0	0	1	0.5%	2	0.3%
Billboard	0	1	0	0	1	0.5%	2	0.3%
TV Show/Story	0	0	0	0	0	0.0%	0	0.0%
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%	2	0.3%
Travel Agent	0	0	0	0	0	0.0%	2	0.3%
Directory Assistance	0	0	0	0	0	0.0%	0	0.0%
Do Not Know	0	0	0	0	0	0.0%	1	0.1%
Other	0	0	0	0	0	0.0%	1	0.1%
	<b>8</b>	<b>90</b>	<b>0</b>	<b>50</b>	<b>213</b>		<b>765</b>	
	<b>3.8%</b>	<b>42.3%</b>	<b>0.0%</b>	<b>23.5%</b>				

---

---

**Length of Stay, Number in Party**

**MARATHON  
March 2020**

---

---

**MONTH**

**FISCAL YEAR-TO-DATE**

**LENGTH OF STAY:**

**LENGTH OF STAY:**

Minimum: 0  
Maximum: 30  
Average: 2

Minimum: 0  
Maximum: 365  
Average: 7

**NUMBER OF ADULTS:**

**NUMBER OF ADULTS:**

Minimum: 1  
Maximum: 10  
Average: 2

Minimum: 1  
Maximum: 15  
Average: 1

**NUMBER OF CHILDREN:**

**NUMBER OF CHILDREN:**

Minimum: 0  
Maximum: 3  
Average: 0

Minimum: 0  
Maximum: 9  
Average: 0

**ACCOMMODATIONS****MARATHON  
March 2020**

ACCOMMODATIONS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
None	30	112	0	31	173	70.9%	402	37.3%
Vacation Rental	4	7	0	19	30	12.3%	266	24.7%
Hotel/Motel	1	8	0	20	29	11.9%	308	28.6%
Campground/RV	0	3	0	4	7	2.9%	55	5.1%
B&B/Guest House	0	3	0	2	5	2.0%	46	4.3%
	<b>35</b>	<b>133</b>	<b>0</b>	<b>76</b>	<b>244</b>		<b>1,077</b>	
	<b>14.3%</b>	<b>54.5%</b>	<b>0.0%</b>	<b>31.1%</b>				

**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.**

**STATE****MARATHON  
March 2020**

STATE	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
FL	1	17	0	1	19	28.4%	69	12.7%
WI	0	1	0	5	6	9.0%	34	6.3%
PA	0	2	0	3	5	7.5%	32	5.9%
MD	0	1	0	3	4	6.0%	15	2.8%
NJ	0	1	0	3	4	6.0%	25	4.6%
NY	0	0	0	4	4	6.0%	24	4.4%
IA	0	0	0	3	3	4.5%	16	2.9%
MI	0	0	0	3	3	4.5%	44	8.1%
MO	0	0	0	3	3	4.5%	14	2.6%
SC	0	2	0	1	3	4.5%	15	2.8%
IN	1	1	0	0	2	3.0%	14	2.6%
NE	0	0	0	2	2	3.0%	2	0.4%
CA	0	0	0	1	1	1.5%	9	1.7%
GA	0	0	0	1	1	1.5%	11	2.0%
IL	0	0	0	1	1	1.5%	35	6.4%
MN	0	0	0	1	1	1.5%	28	5.1%
NC	0	1	0	0	1	1.5%	15	2.8%
NV	0	0	0	1	1	1.5%	2	0.4%
OH	0	0	0	1	1	1.5%	24	4.4%
TN	0	0	0	1	1	1.5%	13	2.4%
VA	0	1	0	0	1	1.5%	15	2.8%
	<b>2</b>	<b>27</b>	<b>0</b>	<b>38</b>	<b>67</b>		<b>544</b>	
	<b>3.0%</b>	<b>40.3%</b>	<b>0.0%</b>	<b>56.7%</b>				

## How do you plan to travel to the Keys?

**MARATHON**  
**March 2020**

TRANSPORTATION	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Fly/Drive	21	98	0	16	135	63.4%	292	38.2%
Automobile	11	13	0	2	26	12.2%	31	4.1%
Undecided	0	3	0	16	19	8.9%	219	28.6%
Private Plane	0	1	0	0	1	0.5%	1	0.1%
Commercial Airline	0	0	0	0	0	0.0%	0	0.0%
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%	1	0.1%
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%	1	0.1%
Bus/Shuttle	0	0	0	0	0	0.0%	0	0.0%
Train	0	0	0	0	0	0.0%	7	0.9%
	<b>32</b>	<b>115</b>	<b>0</b>	<b>34</b>	<b>213</b>		<b>765</b>	
	<b>15.0%</b>	<b>54.0%</b>	<b>0.0%</b>	<b>16.0%</b>				

**TYPE OF CALLER****MARATHON  
March 2020**

TYPE OF CALLER	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Consumer	34	120	0	7	163	76.5%	282	36.9%
Email	0	1	0	49	50	23.5%	476	62.2%
Travel Agent	0	0	0	0	0	0.0%	1	0.1%
Voice Mail	0	0	0	0	0	0.0%	3	0.4%
Postal Inquiry	0	0	0	0	0	0.0%	1	0.1%
Unknown	0	0	0	0	0	0.0%	1	0.1%
Other	0	0	0	0	0	0.0%	0	0.0%
	<b>34</b>	<b>121</b>	<b>0</b>	<b>56</b>	<b>213</b>		<b>765</b>	
	<b>16.0%</b>	<b>56.8%</b>	<b>0.0%</b>	<b>26.3%</b>				

**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.**

## What month do you plan to travel?

**MARATHON**  
**March 2020**

MONTH TRAVELING	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
March	32	104	0	6	142	66.7%	163	21.3%
Unknown	0	6	0	47	53	24.9%	498	65.1%
February	0	7	0	0	7	3.3%	36	4.7%
June	1	3	0	1	5	2.3%	10	1.3%
April	1	0	0	1	2	0.9%	10	1.3%
May	0	1	0	1	2	0.9%	11	1.4%
July	0	0	0	2	2	0.9%	4	0.5%
January	0	0	0	0	0	0.0%	9	1.2%
August	0	0	0	0	0	0.0%	2	0.3%
September	0	0	0	0	0	0.0%	0	0.0%
October	0	0	0	0	0	0.0%	8	1.0%
November	0	0	0	0	0	0.0%	9	1.2%
December	0	0	0	0	0	0.0%	5	0.7%
	<b>34</b>	<b>121</b>	<b>0</b>	<b>58</b>	<b>213</b>		<b>765</b>	
	<b>16.0%</b>	<b>56.8%</b>	<b>0.0%</b>	<b>27.2%</b>				

**INTERESTS****MARATHON  
March 2020**

INTERESTS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Cultural Events/Theatre/Music	27	108	0	19	154	32.8%	370	10.7%
Attractions	1	7	0	46	54	11.5%	529	15.3%
Dining/Entertainment	0	2	0	32	34	7.2%	358	10.3%
Guided Nature Tour	1	1	0	26	28	6.0%	293	8.4%
Diving	0	1	0	20	21	4.5%	215	6.2%
Water Sports	0	1	0	20	21	4.5%	175	5.0%
Snorkeling	0	1	0	19	20	4.3%	220	6.3%
Fishing Deep Sea	0	4	0	13	17	3.6%	156	4.5%
Fishing Backcountry	0	2	0	12	14	3.0%	142	4.1%
Marinas	0	1	0	12	13	2.8%	124	3.6%
Boat Rentals	0	1	0	11	12	2.6%	140	4.0%
Sailing	0	1	0	10	11	2.3%	88	2.5%
None	5	1	0	3	9	1.9%	11	0.3%
Wedding	0	1	0	2	3	0.6%	18	0.5%
Relocation/Real Estate	0	2	0	1	3	0.6%	11	0.3%
Honeymoon	0	1	0	1	2	0.4%	14	0.4%
Kids/Family Vacations	0	0	0	1	1	0.2%	7	0.2%
Fishing Tournament	0	0	0	0	0	0.0%	2	0.1%
Coupon Book	0	0	0	0	0	0.0%	6	0.2%
Weather	0	0	0	0	0	0.0%	1	0.0%
	<b>34</b>	<b>135</b>	<b>0</b>	<b>248</b>	<b>469</b>		<b>3,468</b>	
	<b>7.2%</b>	<b>28.8%</b>	<b>0.0%</b>	<b>52.9%</b>				

**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.**

# The Florida Keys & Key West

... come as you are<sup>®</sup>

## 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

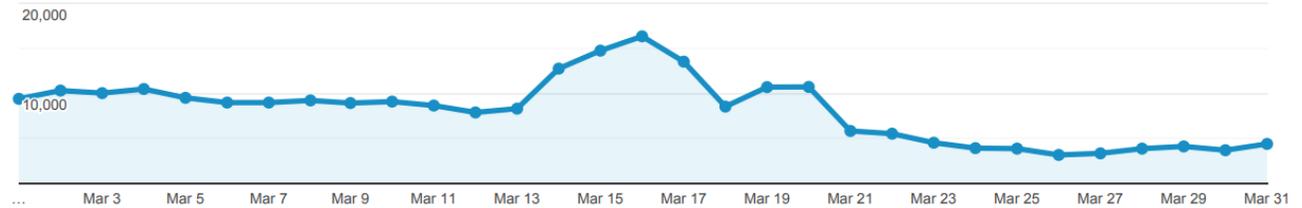
### Audience Overview

All Users  
100.00% Users

Mar 1, 2020 - Mar 31, 2020

#### Overview

#### Users



#### Users

217,399

#### New Users

201,862

#### Sessions

283,713

#### Number of Sessions per User

1.31

#### Pageviews

637,114

#### Pages / Session

2.25

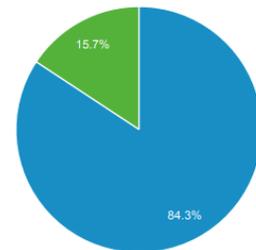
#### Avg. Session Duration

00:01:24

#### Bounce Rate

68.77%

#### 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%

## Website Traffic Sources

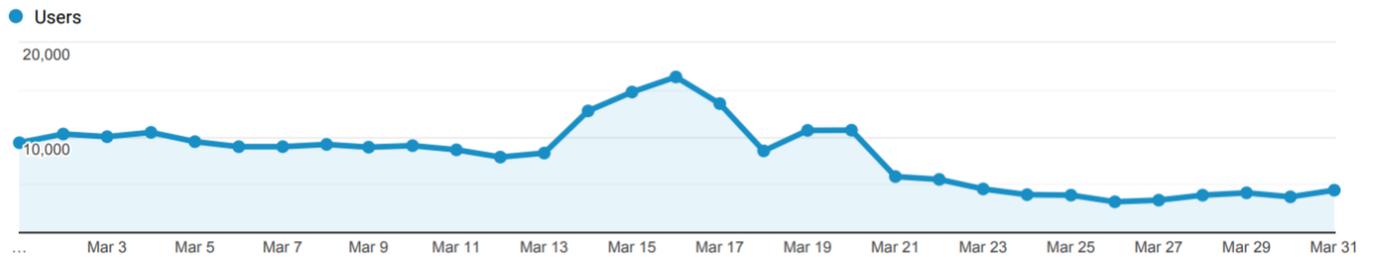
### All Traffic

**All Users**  
100.00% Users

Mar 1, 2020 - Mar 31, 2020

Explorer

Summary



Source / Medium	Users	Users	Contribution to total:
	217,399 % of Total: 100.00% (217,399)	217,399 % of Total: 100.00% (217,399)	Users
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%	

## Most Visited Sections of Website

### Content Drilldown

All Users  
100.00% Pageviews

Mar 1, 2020 - Mar 31, 2020

Explorer



Page path level 1	Pageviews 637,114 % of Total: 100.00% (637,114)	Pageviews 637,114 % of Total: 100.00% (637,114)	Contribution to total: Pageviews
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

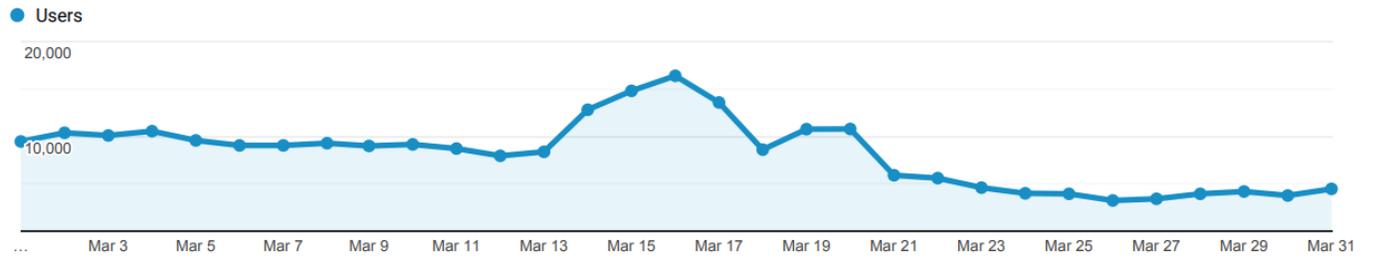
### Overview

**All Users**  
100.00% Users

Mar 1, 2020 - Mar 31, 2020

Explorer

Summary



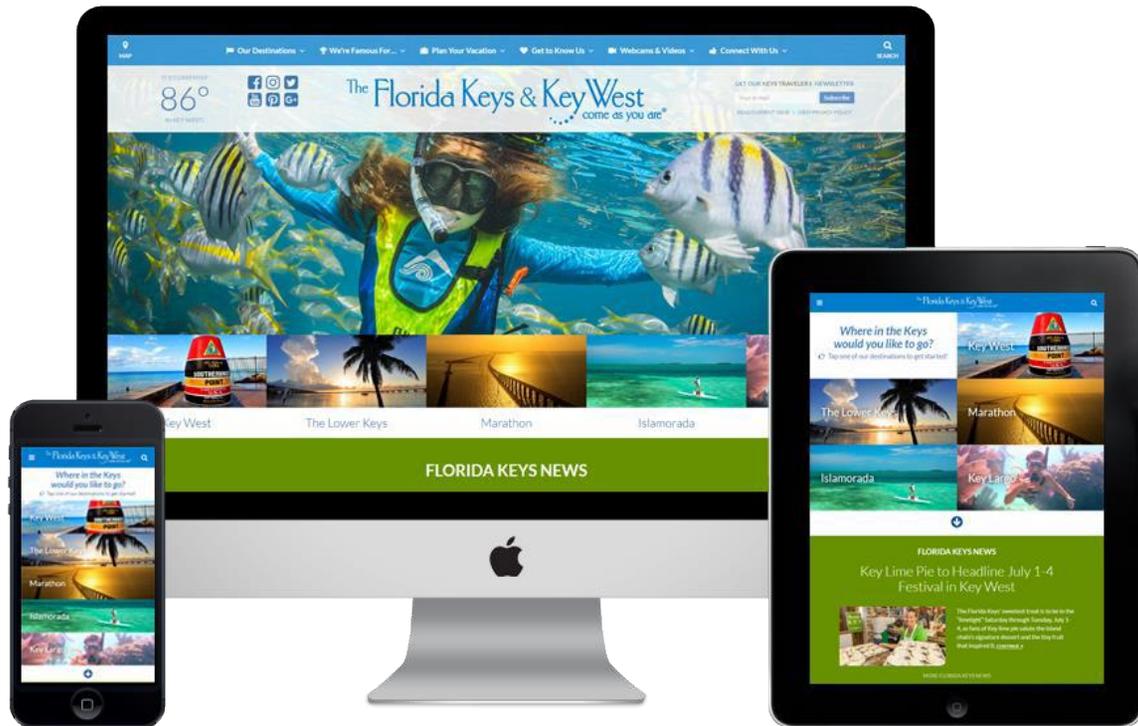
Device Category	Users	Users	Contribution to total:
	<b>217,399</b> % of Total: 100.00% (217,399)	<b>217,399</b> % of Total: 100.00% (217,399)	
1. <span style="color: blue;">■</span> mobile	<b>148,429</b>	<b>68.05%</b>	
2. <span style="color: green;">■</span> desktop	<b>56,784</b>	<b>26.04%</b>	
3. <span style="color: red;">■</span> tablet	<b>12,890</b>	<b>5.91%</b>	

# The Florida Keys & Key West

... come as you are®

## Website Status Report Fla-Keys.com

### February 2020 Data for the April 7<sup>th</sup> & 8<sup>th</sup>, 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

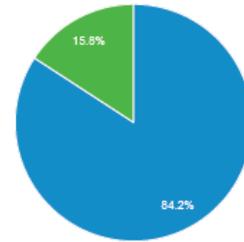
Feb 1, 2020 - Feb 29, 2020

#### Overview



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

■ 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%

# The Florida Keys & Key West

come as you are®

## Website Traffic Sources

### All Traffic

**All Users**  
100.00% Users

Feb 1, 2020 - Feb 29, 2020

Explorer  
Summary

● Users



Source / Medium

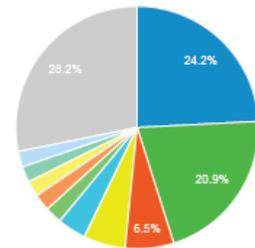
Users

Users

Contribution to total:

Users

Source / Medium	Users	Users
	<b>219,015</b> % of Total: 100.00% (219,015)	<b>219,015</b> % 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%



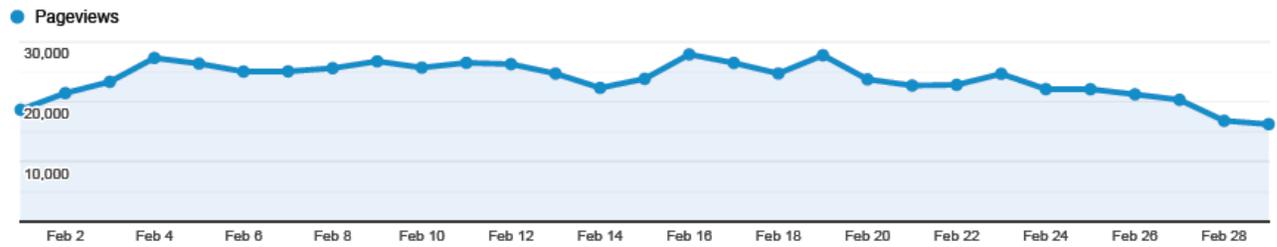
## Most Visited Sections of Website

### Content Drilldown

All Users  
100.00% Pageviews

Feb 1, 2020 - Feb 29, 2020

Explorer



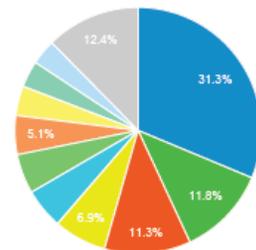
Page path level 1

Pageviews

Pageviews

Contribution to total: Pageviews

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



## Device Usage

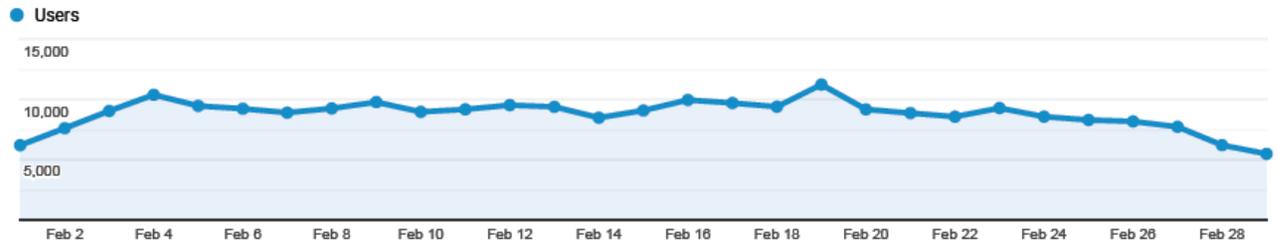
### Overview

**All Users**  
100.00% Users

Feb 1, 2020 - Feb 29, 2020

Explorer

Summary

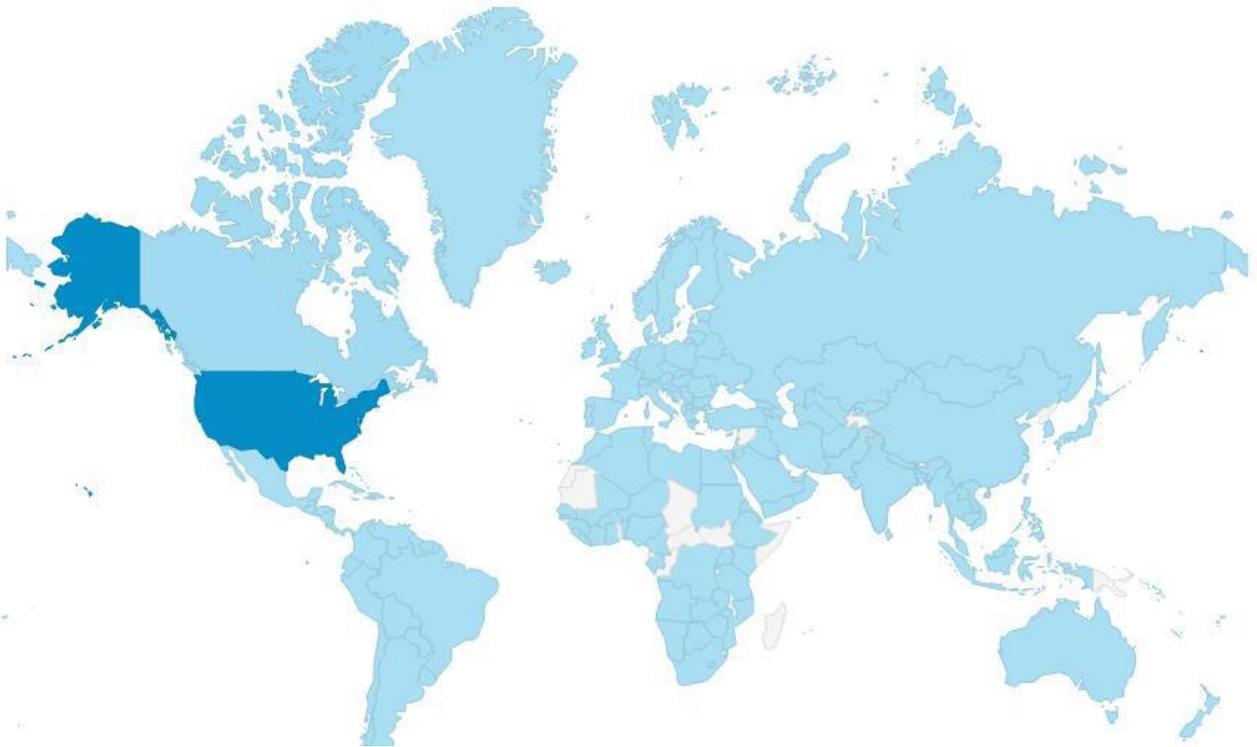


Device Category	Users	Users	Contribution to total:
	219,015 % of Total: 100.00% (219,015)	219,015 % of Total: 100.00% (219,015)	
1. mobile	141,993	64.56%	
2. desktop	62,347	28.35%	
3. tablet	15,599	7.09%	

Section 2: Geographic Data on Website Visitors



Google Analytics



04\_DAC3\_MAR\_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
	<b>9,652</b> % of Total: 100.00% (9,652)	<b>11,018</b> % of Total: 100.00% (11,018)	<b>1.79</b> Avg for View: 1.79 (0.00%)	<b>00:01:13</b> Avg for View: 00:01:13 (0.00%)	<b>77.15%</b> Avg for View: 77.10% (0.06%)	<b>66.15%</b> Avg for View: 66.15% (0.00%)
1. United States	<b>9,176</b> (94.59%)	<b>10,432</b> (94.68%)	1.80	00:01:13	77.10%	66.11%
2. Canada	<b>188</b> (1.94%)	<b>206</b> (1.87%)	1.82	00:01:19	80.10%	57.77%
3. United Kingdom	<b>97</b> (1.00%)	<b>115</b> (1.04%)	1.44	00:00:54	70.43%	74.78%
4. Germany	<b>51</b> (0.53%)	<b>62</b> (0.56%)	1.97	00:01:31	64.52%	62.90%
5. France	<b>23</b> (0.24%)	<b>26</b> (0.24%)	2.31	00:01:38	69.23%	46.15%
6. Italy	<b>11</b> (0.11%)	<b>14</b> (0.13%)	2.00	00:00:43	64.29%	57.14%
7. India	<b>10</b> (0.10%)	<b>10</b> (0.09%)	1.00	00:00:01	80.00%	90.00%
8. Estonia	<b>9</b> (0.09%)	<b>9</b> (0.08%)	1.00	00:00:00	100.00%	100.00%
9. Australia	<b>7</b> (0.07%)	<b>7</b> (0.06%)	1.00	00:00:00	100.00%	100.00%
10. Belgium	<b>7</b> (0.07%)	<b>7</b> (0.06%)	2.00	00:04:49	85.71%	42.86%
11. Norway	<b>7</b> (0.07%)	<b>7</b> (0.06%)	1.57	00:00:18	100.00%	57.14%
12. Switzerland	<b>6</b> (0.06%)	<b>6</b> (0.05%)	1.33	00:00:17	100.00%	83.33%
13. Ireland	<b>6</b> (0.06%)	<b>6</b> (0.05%)	2.17	00:01:05	100.00%	50.00%
14. Netherlands	<b>6</b> (0.06%)	<b>8</b> (0.07%)	1.12	00:00:02	75.00%	87.50%
15. Sweden	<b>6</b> (0.06%)	<b>6</b> (0.05%)	1.50	00:00:24	83.33%	83.33%
16. (not set)	<b>6</b> (0.06%)	<b>7</b> (0.06%)	1.14	00:00:14	85.71%	71.43%
17. Denmark	<b>5</b> (0.05%)	<b>5</b> (0.05%)	1.60	00:00:32	80.00%	60.00%
18. Japan	<b>4</b> (0.04%)	<b>4</b> (0.04%)	1.25	00:00:03	100.00%	75.00%
19. Pakistan	<b>4</b> (0.04%)	<b>4</b> (0.04%)	1.00	00:00:00	100.00%	100.00%
20. Austria	<b>3</b> (0.03%)	<b>3</b> (0.03%)	1.00	00:00:00	100.00%	100.00%
21. Colombia	<b>3</b> (0.03%)	<b>3</b> (0.03%)	1.00	00:00:00	100.00%	100.00%
22. Czechia	<b>3</b> (0.03%)	<b>3</b> (0.03%)	2.33	00:03:08	66.67%	66.67%
23. Finland	<b>3</b> (0.03%)	<b>3</b> (0.03%)	4.00	00:07:55	66.67%	66.67%
24. Hungary	<b>3</b> (0.03%)	<b>5</b> (0.05%)	2.80	00:08:13	60.00%	40.00%

25.	Portugal	3 (0.03%)	3 (0.03%)	1.00	00:00:00	100.00%	100.00%
-----	----------	--------------	--------------	------	----------	---------	---------

### 04\_DAC3\_MAR\_02\_USA

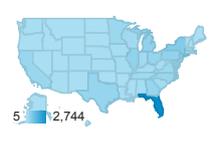
ALL » COUNTRY: United States

Mar 1, 2020 - Mar 31, 2020

**All Users**  
95.07% Users

**Map Overlay**

Site Usage



Region	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>9,176</b> % of Total: 95.07% (9,652)	<b>10,432</b> % of Total: 94.68% (11,018)	<b>1.80</b> Avg for View: 1.79 (0.32%)	<b>00:01:13</b> Avg for View: 00:01:13 (0.12%)	<b>77.10%</b> Avg for View: 77.10% (0.00%)	<b>66.11%</b> Avg for View: 66.15% (-0.05%)
1. Florida	<b>2,744</b> (29.53%)	<b>3,145</b> (30.15%)	1.73	00:01:12	77.39%	68.27%
2. New York	<b>646</b> (6.95%)	<b>713</b> (6.83%)	1.60	00:01:04	72.79%	69.99%
3. Michigan	<b>433</b> (4.66%)	<b>506</b> (4.85%)	2.00	00:01:24	70.95%	55.73%
4. Illinois	<b>423</b> (4.55%)	<b>464</b> (4.45%)	1.75	00:01:08	77.80%	65.52%
5. Pennsylvania	<b>419</b> (4.51%)	<b>468</b> (4.49%)	1.99	00:01:26	71.58%	58.12%
6. Georgia	<b>338</b> (3.64%)	<b>401</b> (3.84%)	1.65	00:01:16	75.56%	69.08%
7. Ohio	<b>329</b> (3.54%)	<b>364</b> (3.49%)	1.82	00:01:09	79.95%	67.58%
8. Texas	<b>327</b> (3.52%)	<b>355</b> (3.40%)	1.67	00:00:40	81.13%	74.08%
9. North Carolina	<b>294</b> (3.16%)	<b>322</b> (3.09%)	2.18	00:01:58	82.30%	62.11%
10. New Jersey	<b>294</b> (3.16%)	<b>337</b> (3.23%)	1.69	00:00:59	74.18%	66.17%
11. California	<b>269</b> (2.90%)	<b>289</b> (2.77%)	1.40	00:00:39	86.85%	83.74%
12. Minnesota	<b>257</b> (2.77%)	<b>318</b> (3.05%)	1.80	00:01:19	69.81%	65.09%
13. Massachusetts	<b>250</b> (2.69%)	<b>276</b> (2.65%)	1.77	00:00:52	76.81%	68.48%
14. Virginia	<b>236</b> (2.54%)	<b>251</b> (2.41%)	1.64	00:01:00	81.27%	68.92%
15. Tennessee	<b>183</b> (1.97%)	<b>193</b> (1.85%)	1.93	00:01:22	83.42%	58.55%
16. Maryland	<b>165</b> (1.78%)	<b>178</b> (1.71%)	2.08	00:01:37	78.65%	62.36%
17. Wisconsin	<b>161</b> (1.73%)	<b>178</b> (1.71%)	1.95	00:01:31	69.10%	58.43%
18. Indiana	<b>158</b> (1.70%)	<b>177</b> (1.70%)	2.08	00:01:53	75.14%	57.63%
19. South Carolina	<b>121</b> (1.30%)	<b>127</b> (1.22%)	2.24	00:01:13	80.31%	56.69%
20. Connecticut	<b>110</b> (1.18%)	<b>123</b> (1.18%)	1.77	00:01:26	76.42%	66.67%
21. Missouri	<b>99</b> (1.07%)	<b>108</b> (1.04%)	2.15	00:01:15	76.85%	53.70%
22. Alabama	<b>86</b> (0.93%)	<b>94</b> (0.90%)	2.13	00:00:55	84.04%	59.57%
23. Colorado	<b>76</b> (0.82%)	<b>86</b> (0.82%)	1.56	00:00:52	75.58%	72.09%

24.	<a href="#">Kentucky</a>	<b>75</b> (0.81%)	<b>89</b> (0.85%)	1.92	00:01:20	74.16%	58.43%
25.	<a href="#">Iowa</a>	<b>66</b> (0.71%)	<b>71</b> (0.68%)	2.37	00:01:40	84.51%	52.11%
26.	<a href="#">District of Columbia</a>	<b>61</b> (0.66%)	<b>63</b> (0.60%)	2.29	00:01:25	82.54%	65.08%
27.	<a href="#">Delaware</a>	<b>57</b> (0.61%)	<b>62</b> (0.59%)	2.32	00:02:33	79.03%	54.84%
28.	<a href="#">Arizona</a>	<b>53</b> (0.57%)	<b>56</b> (0.54%)	1.54	00:00:59	83.93%	66.07%
29.	<a href="#">Washington</a>	<b>48</b> (0.52%)	<b>53</b> (0.51%)	1.70	00:01:18	81.13%	69.81%
30.	<a href="#">Kansas</a>	<b>47</b> (0.51%)	<b>55</b> (0.53%)	2.25	00:02:12	70.91%	69.09%
31.	<a href="#">New Hampshire</a>	<b>38</b> (0.41%)	<b>43</b> (0.41%)	1.81	00:01:12	69.77%	55.81%
32.	<a href="#">Louisiana</a>	<b>35</b> (0.38%)	<b>39</b> (0.37%)	1.36	00:01:14	76.92%	71.79%
33.	<a href="#">Nebraska</a>	<b>33</b> (0.36%)	<b>38</b> (0.36%)	1.50	00:00:30	73.68%	76.32%
34.	<a href="#">West Virginia</a>	<b>31</b> (0.33%)	<b>32</b> (0.31%)	2.81	00:01:04	78.12%	43.75%
35.	<a href="#">Maine</a>	<b>29</b> (0.31%)	<b>38</b> (0.36%)	2.00	00:01:28	68.42%	71.05%
36.	<a href="#">Mississippi</a>	<b>29</b> (0.31%)	<b>30</b> (0.29%)	1.47	00:00:13	93.33%	70.00%
37.	<a href="#">Utah</a>	<b>29</b> (0.31%)	<b>33</b> (0.32%)	1.61	00:00:23	81.82%	75.76%
38.	<a href="#">Rhode Island</a>	<b>28</b> (0.30%)	<b>32</b> (0.31%)	2.00	00:00:43	78.12%	56.25%
39.	<a href="#">Oklahoma</a>	<b>27</b> (0.29%)	<b>30</b> (0.29%)	1.63	00:01:17	83.33%	70.00%
40.	<a href="#">(not set)</a>	<b>26</b> (0.28%)	<b>26</b> (0.25%)	1.23	00:00:07	100.00%	84.62%
41.	<a href="#">Arkansas</a>	<b>26</b> (0.28%)	<b>30</b> (0.29%)	2.10	00:01:13	76.67%	73.33%
42.	<a href="#">Nevada</a>	<b>23</b> (0.25%)	<b>23</b> (0.22%)	1.87	00:01:18	82.61%	56.52%
43.	<a href="#">Oregon</a>	<b>22</b> (0.24%)	<b>24</b> (0.23%)	1.83	00:00:35	70.83%	62.50%
44.	<a href="#">Vermont</a>	<b>17</b> (0.18%)	<b>17</b> (0.16%)	1.88	00:02:08	88.24%	58.82%
45.	<a href="#">North Dakota</a>	<b>13</b> (0.14%)	<b>13</b> (0.12%)	1.38	00:00:24	92.31%	69.23%
46.	<a href="#">South Dakota</a>	<b>13</b> (0.14%)	<b>13</b> (0.12%)	3.08	00:03:39	92.31%	30.77%
47.	<a href="#">New Mexico</a>	<b>11</b> (0.12%)	<b>12</b> (0.12%)	1.67	00:00:35	83.33%	58.33%
48.	<a href="#">Wyoming</a>	<b>11</b> (0.12%)	<b>12</b> (0.12%)	1.75	00:00:27	83.33%	66.67%
49.	<a href="#">Alaska</a>	<b>7</b> (0.08%)	<b>7</b> (0.07%)	1.43	00:00:06	100.00%	71.43%
50.	<a href="#">Montana</a>	<b>7</b> (0.08%)	<b>7</b> (0.07%)	1.14	00:00:06	100.00%	85.71%

04\_DAC3\_MAR\_03\_FLA

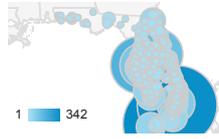
ALL » COUNTRY: United States » REGION: Florida

Mar 1, 2020 - Mar 31, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>2,744</b> % of Total: 28.43% (9,652)	<b>3,145</b> % of Total: 28.54% (11,018)	<b>1.73</b> Avg for View: 1.79 (-3.66%)	<b>00:01:12</b> Avg for View: 00:01:13 (-1.24%)	<b>77.39%</b> Avg for View: 77.10% (0.38%)	<b>68.27%</b> Avg for View: 66.15% (3.21%)
1. <a href="#">Marathon</a>	<b>342</b> (12.21%)	<b>436</b> (13.86%)	1.68	00:01:09	65.14%	69.04%
2. <a href="#">Miami</a>	<b>332</b> (11.85%)	<b>370</b> (11.76%)	1.72	00:01:08	81.89%	69.46%
3. <a href="#">Tampa</a>	<b>182</b> (6.50%)	<b>213</b> (6.77%)	1.60	00:01:07	71.83%	71.36%
4. <a href="#">Orlando</a>	<b>134</b> (4.78%)	<b>141</b> (4.48%)	1.87	00:01:38	85.11%	60.28%
5. <a href="#">Brandon</a>	<b>100</b> (3.57%)	<b>106</b> (3.37%)	1.37	00:01:22	78.30%	82.08%
6. <a href="#">(not set)</a>	<b>83</b> (2.96%)	<b>94</b> (2.99%)	1.83	00:01:03	78.72%	71.28%
7. <a href="#">Hialeah</a>	<b>81</b> (2.89%)	<b>85</b> (2.70%)	1.58	00:00:36	87.06%	67.06%
8. <a href="#">Cape Coral</a>	<b>48</b> (1.71%)	<b>54</b> (1.72%)	1.67	00:01:08	72.22%	62.96%
9. <a href="#">Key West</a>	<b>46</b> (1.64%)	<b>56</b> (1.78%)	1.50	00:01:16	51.79%	67.86%
10. <a href="#">Key Largo</a>	<b>43</b> (1.54%)	<b>52</b> (1.65%)	1.63	00:00:53	57.69%	75.00%
11. <a href="#">Bay Lake</a>	<b>42</b> (1.50%)	<b>44</b> (1.40%)	1.36	00:00:41	90.91%	77.27%
12. <a href="#">North Naples</a>	<b>39</b> (1.39%)	<b>43</b> (1.37%)	1.44	00:00:46	74.42%	81.40%
13. <a href="#">Jacksonville</a>	<b>36</b> (1.29%)	<b>38</b> (1.21%)	2.11	00:00:50	84.21%	71.05%
14. <a href="#">St. Petersburg</a>	<b>23</b> (0.82%)	<b>23</b> (0.73%)	1.87	00:01:32	95.65%	60.87%
15. <a href="#">Doral</a>	<b>20</b> (0.71%)	<b>21</b> (0.67%)	1.48	00:00:35	80.95%	66.67%
16. <a href="#">Bradenton</a>	<b>19</b> (0.68%)	<b>19</b> (0.60%)	1.89	00:00:37	89.47%	57.89%
17. <a href="#">Islamorada</a>	<b>19</b> (0.68%)	<b>19</b> (0.60%)	1.47	00:00:11	100.00%	78.95%
18. <a href="#">Miami Beach</a>	<b>18</b> (0.64%)	<b>18</b> (0.57%)	1.39	00:01:02	77.78%	72.22%
19. <a href="#">Pompano Beach</a>	<b>17</b> (0.61%)	<b>17</b> (0.54%)	1.82	00:00:54	94.12%	70.59%
20. <a href="#">Boca Raton</a>	<b>16</b> (0.57%)	<b>16</b> (0.51%)	1.25	00:00:21	93.75%	81.25%
21. <a href="#">Fort Lauderdale</a>	<b>16</b> (0.57%)	<b>16</b> (0.51%)	1.88	00:00:28	87.50%	62.50%
22. <a href="#">Greenacres</a>	<b>16</b> (0.57%)	<b>16</b> (0.51%)	2.19	00:01:41	93.75%	68.75%
23. <a href="#">Hollywood</a>	<b>15</b> (0.54%)	<b>17</b> (0.54%)	2.00	00:02:51	76.47%	58.82%

24.	North Port	15 (0.54%)	17 (0.54%)	1.65	00:01:23	64.71%	64.71%
25.	West Palm Beach	15 (0.54%)	16 (0.51%)	2.12	00:02:17	62.50%	43.75%
26.	Plantation	15 (0.54%)	16 (0.51%)	1.44	00:00:23	75.00%	62.50%
27.	Villas	15 (0.54%)	16 (0.51%)	1.81	00:00:49	81.25%	75.00%
28.	Spring Hill	14 (0.50%)	23 (0.73%)	1.83	00:01:00	39.13%	65.22%
29.	Wellington	14 (0.50%)	20 (0.64%)	2.10	00:03:12	55.00%	60.00%
30.	Kissimmee	13 (0.46%)	14 (0.45%)	1.36	00:00:24	85.71%	85.71%
31.	Merritt Island	12 (0.43%)	13 (0.41%)	1.54	00:01:25	92.31%	61.54%
32.	Port St. Lucie	12 (0.43%)	12 (0.38%)	1.33	00:00:23	83.33%	75.00%
33.	Cutler Bay	12 (0.43%)	12 (0.38%)	1.92	00:00:35	66.67%	50.00%
34.	Davie	12 (0.43%)	15 (0.48%)	1.67	00:00:45	73.33%	73.33%
35.	Four Corners	12 (0.43%)	13 (0.41%)	1.38	00:00:06	76.92%	61.54%
36.	Fort Myers	11 (0.39%)	12 (0.38%)	1.83	00:00:37	66.67%	75.00%
37.	Port Charlotte	11 (0.39%)	12 (0.38%)	1.50	00:00:52	91.67%	66.67%
38.	Big Pine Key	10 (0.36%)	11 (0.35%)	2.73	00:02:38	81.82%	45.45%
39.	Clearwater	10 (0.36%)	10 (0.32%)	1.10	00:00:09	100.00%	80.00%
40.	Lehigh Acres	10 (0.36%)	12 (0.38%)	2.00	00:00:24	75.00%	50.00%
41.	Melbourne	10 (0.36%)	12 (0.38%)	1.83	00:00:59	66.67%	58.33%
42.	Naples	10 (0.36%)	12 (0.38%)	1.58	00:01:39	66.67%	75.00%
43.	Palm Coast	10 (0.36%)	10 (0.32%)	1.20	00:00:08	80.00%	90.00%
44.	Sanford	10 (0.36%)	10 (0.32%)	2.40	00:02:45	100.00%	60.00%
45.	Coral Gables	10 (0.36%)	10 (0.32%)	1.40	00:00:11	100.00%	60.00%
46.	Boynton Beach	9 (0.32%)	13 (0.41%)	1.85	00:00:40	61.54%	76.92%
47.	Gainesville	9 (0.32%)	10 (0.32%)	1.50	00:00:18	90.00%	70.00%
48.	Ormond Beach	9 (0.32%)	9 (0.29%)	2.11	00:00:44	88.89%	55.56%
49.	Sebastian	9 (0.32%)	9 (0.29%)	2.78	00:00:35	66.67%	77.78%
50.	Palm Beach Gardens	9 (0.32%)	10 (0.32%)	1.70	00:01:11	70.00%	60.00%

### 04\_DAC3\_MAR\_04\_CAN

ALL » COUNTRY: Canada

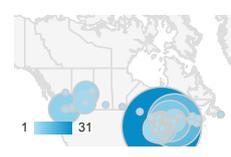
Mar 1, 2020 - Mar 31, 2020



**All Users**  
1.95% Users

**Map Overlay**

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>188</b> % of Total: 1.95% (9,652)	<b>206</b> % of Total: 1.87% (11,018)	<b>1.82</b> Avg for View: 1.79 (1.38%)	<b>00:01:19</b> Avg for View: 00:01:13 (8.94%)	<b>80.10%</b> Avg for View: 77.10% (3.89%)	<b>57.77%</b> Avg for View: 66.15% (-12.67%)
1. Toronto	<b>31</b> (16.49%)	<b>33</b> (16.02%)	1.88	00:01:35	84.85%	60.61%
2. Montreal	<b>15</b> (7.98%)	<b>17</b> (8.25%)	1.47	00:00:39	76.47%	70.59%
3. (not set)	<b>11</b> (5.85%)	<b>11</b> (5.34%)	1.55	00:00:22	81.82%	45.45%
4. Ottawa	<b>9</b> (4.79%)	<b>10</b> (4.85%)	1.90	00:01:16	80.00%	60.00%
5. Vancouver	<b>6</b> (3.19%)	<b>6</b> (2.91%)	1.33	00:00:32	83.33%	83.33%
6. Hamilton	<b>6</b> (3.19%)	<b>14</b> (6.80%)	2.00	00:03:39	35.71%	64.29%
7. London	<b>5</b> (2.66%)	<b>5</b> (2.43%)	1.00	00:00:00	80.00%	100.00%
8. Edmonton	<b>4</b> (2.13%)	<b>4</b> (1.94%)	2.25	00:00:22	75.00%	25.00%
9. Barrie	<b>4</b> (2.13%)	<b>5</b> (2.43%)	1.40	00:01:52	40.00%	60.00%
10. Markham	<b>4</b> (2.13%)	<b>4</b> (1.94%)	2.25	00:01:01	100.00%	50.00%
11. Calgary	<b>3</b> (1.60%)	<b>3</b> (1.46%)	1.00	00:00:00	100.00%	100.00%
12. Cambridge	<b>3</b> (1.60%)	<b>3</b> (1.46%)	3.67	00:00:37	100.00%	33.33%
13. Elmira	<b>3</b> (1.60%)	<b>3</b> (1.46%)	3.00	00:05:15	100.00%	0.00%
14. Mississauga	<b>3</b> (1.60%)	<b>3</b> (1.46%)	1.67	00:00:05	100.00%	33.33%
15. Welland	<b>3</b> (1.60%)	<b>4</b> (1.94%)	2.50	00:02:59	50.00%	25.00%
16. Whitby	<b>3</b> (1.60%)	<b>3</b> (1.46%)	2.67	00:01:30	100.00%	0.00%
17. Laval	<b>3</b> (1.60%)	<b>3</b> (1.46%)	1.00	00:00:00	100.00%	100.00%
18. Lakeshore	<b>3</b> (1.60%)	<b>3</b> (1.46%)	2.00	00:00:14	100.00%	33.33%
19. Brampton	<b>2</b> (1.06%)	<b>3</b> (1.46%)	4.67	00:03:21	0.00%	33.33%
20. Guelph	<b>2</b> (1.06%)	<b>2</b> (0.97%)	2.00	00:01:47	100.00%	50.00%
21. Kingston	<b>2</b> (1.06%)	<b>2</b> (0.97%)	1.50	00:00:49	100.00%	50.00%
22. Kitchener	<b>2</b> (1.06%)	<b>2</b> (0.97%)	3.00	00:01:26	100.00%	50.00%
23. Orillia	<b>2</b> (1.06%)	<b>2</b> (0.97%)	1.50	00:01:48	100.00%	50.00%

24. Oshawa	2 (1.06%)	2 (0.97%)	1.00	00:00:00	100.00%	100.00%
25. Peterborough	2 (1.06%)	2 (0.97%)	2.00	00:00:59	100.00%	0.00%

Rows 1 - 25 of 77

### 04\_DAC3\_MAR\_05\_UK

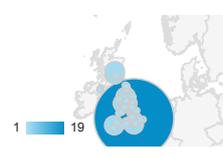
ALL » COUNTRY: United Kingdom

Mar 1, 2020 - Mar 31, 2020

All Users  
1.00% Users

Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>97</b> % of Total: 1.00% (9,652)	<b>115</b> % of Total: 1.04% (11,018)	<b>1.44</b> Avg for View: 1.79 (-19.40%)	<b>00:00:54</b> Avg for View: 00:01:13 (-25.41%)	<b>70.43%</b> Avg for View: 77.10% (-8.65%)	<b>74.78%</b> Avg for View: 66.15% (13.06%)
1. (not set)	<b>19</b> (19.00%)	<b>19</b> (16.52%)	1.58	00:01:51	89.47%	63.16%
2. London	<b>19</b> (19.00%)	<b>20</b> (17.39%)	1.20	00:00:09	75.00%	90.00%
3. Brighton	<b>2</b> (2.00%)	<b>2</b> (1.74%)	1.00	00:00:00	100.00%	100.00%
4. Exeter	<b>2</b> (2.00%)	<b>2</b> (1.74%)	1.50	00:00:04	50.00%	50.00%
5. Leeds	<b>2</b> (2.00%)	<b>4</b> (3.48%)	3.75	00:01:55	50.00%	50.00%
6. Leek	<b>2</b> (2.00%)	<b>2</b> (1.74%)	1.50	00:00:35	50.00%	50.00%
7. Sutton-in-Ashfield	<b>2</b> (2.00%)	<b>2</b> (1.74%)	1.00	00:00:00	100.00%	100.00%
8. Dunfermline	<b>2</b> (2.00%)	<b>2</b> (1.74%)	1.00	00:00:00	100.00%	100.00%
9. Perth	<b>2</b> (2.00%)	<b>2</b> (1.74%)	1.00	00:00:00	100.00%	100.00%
10. Andover	<b>1</b> (1.00%)	<b>1</b> (0.87%)	3.00	00:05:22	100.00%	0.00%
11. Ashford	<b>1</b> (1.00%)	<b>1</b> (0.87%)	2.00	00:00:54	100.00%	0.00%
12. Birmingham	<b>1</b> (1.00%)	<b>1</b> (0.87%)	2.00	00:01:16	100.00%	0.00%
13. Blackburn	<b>1</b> (1.00%)	<b>1</b> (0.87%)	1.00	00:00:00	100.00%	100.00%
14. Bletchley	<b>1</b> (1.00%)	<b>1</b> (0.87%)	2.00	00:00:59	0.00%	0.00%
15. Bolton	<b>1</b> (1.00%)	<b>1</b> (0.87%)	1.00	00:00:00	100.00%	100.00%
16. Bournemouth	<b>1</b> (1.00%)	<b>1</b> (0.87%)	3.00	00:00:54	100.00%	0.00%
17. Broadstairs	<b>1</b> (1.00%)	<b>1</b> (0.87%)	1.00	00:00:00	100.00%	100.00%
18. Burton upon Trent	<b>1</b> (1.00%)	<b>1</b> (0.87%)	2.00	00:00:59	100.00%	0.00%
19. Bury	<b>1</b> (1.00%)	<b>1</b> (0.87%)	1.00	00:00:00	100.00%	100.00%
20. Chelmsford	<b>1</b> (1.00%)	<b>1</b> (0.87%)	2.00	00:00:11	100.00%	0.00%
21. Epsom	<b>1</b> (1.00%)	<b>1</b> (0.87%)	1.00	00:00:00	100.00%	100.00%
22. Farnham	<b>1</b> (1.00%)	<b>1</b> (0.87%)	1.00	00:00:00	100.00%	100.00%
23. Grantham	<b>1</b> (1.00%)	<b>1</b> (0.87%)	2.00	00:10:21	100.00%	0.00%

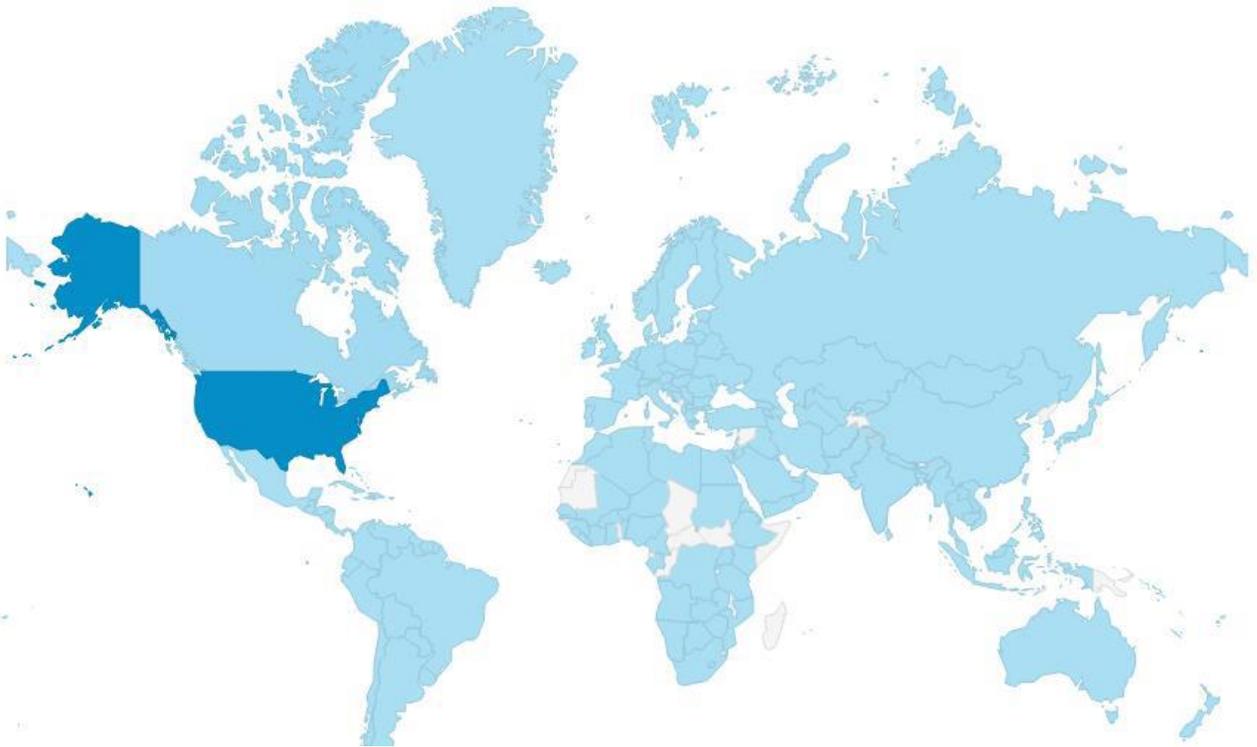
24. Halifax	1 (1.00%)	1 (0.87%)	1.00	00:00:00	100.00%	100.00%
25. Harlow	1 (1.00%)	1 (0.87%)	1.00	00:00:00	0.00%	100.00%

Rows 1 - 25 of 57

Section 2: Geographic Data on Website Visitors



Google Analytics



04\_DAC3\_MAR\_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
	<b>17,546</b> % of Total: 100.00% (17,546)	<b>19,703</b> % of Total: 100.00% (19,703)	<b>2.01</b> Avg for View: 2.01 (0.00%)	<b>00:01:29</b> Avg for View: 00:01:29 (0.00%)	<b>76.23%</b> Avg for View: 76.20% (0.05%)	<b>61.10%</b> Avg for View: 61.10% (0.00%)
1. United States	<b>16,388</b> (93.33%)	<b>18,397</b> (93.37%)	2.00	00:01:28	75.99%	61.16%
2. Canada	<b>431</b> (2.45%)	<b>493</b> (2.50%)	2.05	00:01:58	79.72%	61.66%
3. United Kingdom	<b>199</b> (1.13%)	<b>224</b> (1.14%)	2.12	00:01:48	76.79%	54.46%
4. Germany	<b>92</b> (0.52%)	<b>97</b> (0.49%)	2.15	00:01:39	78.35%	55.67%
5. France	<b>78</b> (0.44%)	<b>88</b> (0.45%)	1.70	00:01:32	73.86%	60.23%
6. Denmark	<b>30</b> (0.17%)	<b>32</b> (0.16%)	1.53	00:00:33	84.38%	68.75%
7. Netherlands	<b>30</b> (0.17%)	<b>37</b> (0.19%)	2.05	00:02:08	75.68%	45.95%
8. Italy	<b>21</b> (0.12%)	<b>21</b> (0.11%)	1.90	00:01:35	85.71%	61.90%
9. Brazil	<b>19</b> (0.11%)	<b>21</b> (0.11%)	2.43	00:02:29	76.19%	47.62%
10. Switzerland	<b>17</b> (0.10%)	<b>18</b> (0.09%)	1.78	00:00:52	77.78%	66.67%
11. Norway	<b>16</b> (0.09%)	<b>20</b> (0.10%)	1.55	00:01:50	65.00%	60.00%
12. India	<b>15</b> (0.09%)	<b>16</b> (0.08%)	1.19	00:00:18	93.75%	81.25%
13. Sweden	<b>14</b> (0.08%)	<b>14</b> (0.07%)	2.64	00:02:21	85.71%	42.86%
14. (not set)	<b>14</b> (0.08%)	<b>15</b> (0.08%)	1.53	00:00:55	86.67%	80.00%
15. Ireland	<b>11</b> (0.06%)	<b>14</b> (0.07%)	2.64	00:05:41	57.14%	50.00%
16. Mexico	<b>11</b> (0.06%)	<b>12</b> (0.06%)	2.33	00:03:38	91.67%	50.00%
17. Australia	<b>10</b> (0.06%)	<b>11</b> (0.06%)	3.64	00:02:21	81.82%	72.73%
18. Finland	<b>10</b> (0.06%)	<b>12</b> (0.06%)	2.92	00:03:42	75.00%	66.67%
19. Spain	<b>9</b> (0.05%)	<b>10</b> (0.05%)	2.40	00:02:53	80.00%	40.00%
20. Belgium	<b>7</b> (0.04%)	<b>8</b> (0.04%)	1.75	00:01:04	87.50%	75.00%
21. Japan	<b>7</b> (0.04%)	<b>7</b> (0.04%)	2.57	00:00:41	100.00%	71.43%
22. Poland	<b>6</b> (0.03%)	<b>6</b> (0.03%)	1.67	00:04:45	100.00%	50.00%
23. Philippines	<b>5</b> (0.03%)	<b>5</b> (0.03%)	1.00	00:00:00	100.00%	100.00%
24. Slovenia	<b>5</b> (0.03%)	<b>5</b> (0.03%)	1.80	00:00:15	100.00%	60.00%

25.	Barbados	4 (0.02%)	4 (0.02%)	1.75	00:00:10	100.00%	75.00%
-----	----------	--------------	--------------	------	----------	---------	--------

04\_DAC3\_MAR\_02\_USA

ALL » COUNTRY: United States

Feb 1, 2020 - Feb 29, 2020

**All Users**  
93.40% Users

**Map Overlay**

Site Usage



Region	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>16,388</b> % of Total: 93.40% (17,546)	<b>18,397</b> % of Total: 93.37% (19,703)	<b>2.00</b> Avg for View: 2.01 (-0.01%)	<b>00:01:28</b> Avg for View: 00:01:29 (-1.55%)	<b>75.99%</b> Avg for View: 76.20% (-0.28%)	<b>61.16%</b> Avg for View: 61.10% (0.09%)
1. Florida	<b>3,046</b> (18.65%)	<b>3,569</b> (19.40%)	1.89	00:01:20	75.96%	64.05%
2. New York	<b>1,537</b> (9.41%)	<b>1,749</b> (9.51%)	1.82	00:01:04	73.58%	67.98%
3. Michigan	<b>930</b> (5.69%)	<b>1,037</b> (5.64%)	2.36	00:02:00	73.10%	50.82%
4. Pennsylvania	<b>902</b> (5.52%)	<b>1,030</b> (5.60%)	2.12	00:01:56	70.87%	58.93%
5. Illinois	<b>879</b> (5.38%)	<b>950</b> (5.16%)	1.97	00:01:31	77.58%	61.89%
6. Ohio	<b>799</b> (4.89%)	<b>900</b> (4.89%)	2.23	00:01:58	73.44%	56.78%
7. New Jersey	<b>678</b> (4.15%)	<b>744</b> (4.04%)	2.10	00:01:29	75.67%	55.24%
8. Massachusetts	<b>656</b> (4.02%)	<b>722</b> (3.92%)	2.17	00:01:42	75.35%	57.62%
9. Georgia	<b>566</b> (3.46%)	<b>631</b> (3.43%)	1.92	00:01:22	77.50%	61.81%
10. North Carolina	<b>526</b> (3.22%)	<b>583</b> (3.17%)	2.19	00:01:42	75.47%	53.69%
11. Minnesota	<b>521</b> (3.19%)	<b>634</b> (3.45%)	2.22	00:01:35	67.98%	53.79%
12. Texas	<b>518</b> (3.17%)	<b>555</b> (3.02%)	1.94	00:01:20	82.52%	65.59%
13. Indiana	<b>410</b> (2.51%)	<b>463</b> (2.52%)	2.01	00:01:32	73.87%	58.53%
14. Virginia	<b>393</b> (2.41%)	<b>430</b> (2.34%)	1.94	00:01:02	76.74%	58.60%
15. Tennessee	<b>322</b> (1.97%)	<b>364</b> (1.98%)	2.15	00:01:40	76.10%	57.42%
16. Wisconsin	<b>322</b> (1.97%)	<b>371</b> (2.02%)	2.09	00:01:32	74.66%	61.19%
17. California	<b>295</b> (1.81%)	<b>317</b> (1.72%)	1.51	00:00:40	85.17%	76.34%
18. Maryland	<b>275</b> (1.68%)	<b>314</b> (1.71%)	2.14	00:01:15	74.52%	58.28%
19. Missouri	<b>231</b> (1.41%)	<b>265</b> (1.44%)	1.96	00:01:58	77.36%	60.38%
20. South Carolina	<b>215</b> (1.32%)	<b>227</b> (1.23%)	2.03	00:01:08	83.70%	64.32%
21. Connecticut	<b>213</b> (1.30%)	<b>235</b> (1.28%)	2.17	00:01:44	75.74%	54.04%
22. Colorado	<b>193</b> (1.18%)	<b>210</b> (1.14%)	1.91	00:01:18	77.62%	58.10%
23. Alabama	<b>163</b> (1.00%)	<b>174</b> (0.95%)	2.03	00:01:44	81.03%	62.64%

24.	Kentucky	153 (0.94%)	192 (1.04%)	1.79	00:00:59	70.83%	64.58%
25.	District of Columbia	151 (0.92%)	163 (0.89%)	2.10	00:01:18	80.98%	66.87%
26.	Washington	130 (0.80%)	141 (0.77%)	1.54	00:01:05	85.82%	72.34%
27.	Iowa	113 (0.69%)	121 (0.66%)	2.21	00:01:58	84.30%	59.50%
28.	New Hampshire	95 (0.58%)	110 (0.60%)	2.03	00:01:48	70.91%	60.91%
29.	Oregon	93 (0.57%)	96 (0.52%)	1.44	00:00:16	89.58%	78.12%
30.	Arizona	89 (0.54%)	93 (0.51%)	1.60	00:00:43	84.95%	72.04%
31.	Delaware	86 (0.53%)	97 (0.53%)	2.28	00:01:47	75.26%	47.42%
32.	Oklahoma	86 (0.53%)	92 (0.50%)	1.84	00:01:18	88.04%	69.57%
33.	Louisiana	85 (0.52%)	88 (0.48%)	1.58	00:01:04	86.36%	70.45%
34.	Maine	83 (0.51%)	99 (0.54%)	1.79	00:00:59	73.74%	62.63%
35.	West Virginia	75 (0.46%)	80 (0.43%)	1.99	00:01:17	80.00%	58.75%
36.	Nebraska	61 (0.37%)	64 (0.35%)	2.58	00:01:15	85.94%	60.94%
37.	Mississippi	58 (0.36%)	61 (0.33%)	1.70	00:01:01	93.44%	72.13%
38.	Rhode Island	56 (0.34%)	65 (0.35%)	2.31	00:01:04	73.85%	55.38%
39.	Kansas	52 (0.32%)	57 (0.31%)	2.28	00:01:28	84.21%	57.89%
40.	Arkansas	35 (0.21%)	39 (0.21%)	2.05	00:01:56	79.49%	64.10%
41.	Utah	33 (0.20%)	35 (0.19%)	1.46	00:01:06	85.71%	85.71%
42.	Nevada	32 (0.20%)	33 (0.18%)	2.12	00:01:31	84.85%	75.76%
43.	Vermont	31 (0.19%)	33 (0.18%)	1.61	00:00:51	87.88%	63.64%
44.	New Mexico	20 (0.12%)	21 (0.11%)	1.81	00:00:46	80.95%	57.14%
45.	Wyoming	20 (0.12%)	22 (0.12%)	1.23	00:00:08	86.36%	86.36%
46.	North Dakota	19 (0.12%)	22 (0.12%)	2.09	00:04:35	72.73%	63.64%
47.	(not set)	18 (0.11%)	18 (0.10%)	1.33	00:01:09	94.44%	83.33%
48.	Montana	18 (0.11%)	18 (0.10%)	1.67	00:01:22	100.00%	50.00%
49.	South Dakota	18 (0.11%)	22 (0.12%)	2.50	00:01:10	77.27%	54.55%
50.	Idaho	16 (0.10%)	20 (0.11%)	1.35	00:00:44	75.00%	80.00%

04\_DAC3\_MAR\_03\_FLA

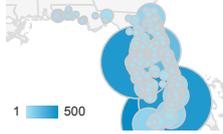
ALL » COUNTRY: United States » REGION: Florida

Feb 1, 2020 - Feb 29, 2020

**All Users**  
17.36% Users

Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>3,046</b> % of Total: 17.36% (17,546)	<b>3,569</b> % of Total: 18.11% (19,703)	<b>1.89</b> Avg for View: 2.01 (-5.74%)	<b>00:01:20</b> Avg for View: 00:01:29 (-10.25%)	<b>75.96%</b> Avg for View: 76.20% (-0.31%)	<b>64.05%</b> Avg for View: 61.10% (4.83%)
1. <a href="#">Marathon</a>	<b>500</b> (16.01%)	<b>643</b> (18.02%)	1.69	00:01:17	65.47%	70.14%
2. <a href="#">Miami</a>	<b>419</b> (13.41%)	<b>477</b> (13.37%)	1.77	00:01:07	79.04%	68.76%
3. <a href="#">Tampa</a>	<b>419</b> (13.41%)	<b>485</b> (13.59%)	1.67	00:01:00	73.40%	69.90%
4. <a href="#">Orlando</a>	<b>211</b> (6.75%)	<b>232</b> (6.50%)	1.75	00:01:14	82.33%	70.69%
5. <a href="#">Key West</a>	<b>78</b> (2.50%)	<b>86</b> (2.41%)	1.83	00:00:55	70.93%	72.09%
6. <a href="#">Jacksonville</a>	<b>68</b> (2.18%)	<b>72</b> (2.02%)	2.04	00:01:07	86.11%	58.33%
7. <a href="#">(not set)</a>	<b>66</b> (2.11%)	<b>74</b> (2.07%)	1.76	00:00:43	79.73%	67.57%
8. <a href="#">Key Largo</a>	<b>59</b> (1.89%)	<b>63</b> (1.77%)	1.83	00:01:27	60.32%	57.14%
9. <a href="#">Fort Lauderdale</a>	<b>44</b> (1.41%)	<b>48</b> (1.34%)	1.69	00:01:12	70.83%	77.08%
10. <a href="#">Cape Coral</a>	<b>33</b> (1.06%)	<b>38</b> (1.06%)	2.16	00:02:08	78.95%	47.37%
11. <a href="#">Islamorada</a>	<b>26</b> (0.83%)	<b>27</b> (0.76%)	1.81	00:01:46	81.48%	66.67%
12. <a href="#">West Palm Beach</a>	<b>24</b> (0.77%)	<b>34</b> (0.95%)	3.03	00:04:11	38.24%	41.18%
13. <a href="#">Boca Raton</a>	<b>20</b> (0.64%)	<b>20</b> (0.56%)	3.25	00:03:44	90.00%	50.00%
14. <a href="#">Port St. Lucie</a>	<b>20</b> (0.64%)	<b>21</b> (0.59%)	2.67	00:03:24	76.19%	47.62%
15. <a href="#">St. Petersburg</a>	<b>19</b> (0.61%)	<b>21</b> (0.59%)	2.62	00:01:18	85.71%	47.62%
16. <a href="#">Hollywood</a>	<b>18</b> (0.58%)	<b>19</b> (0.53%)	1.89	00:01:44	89.47%	73.68%
17. <a href="#">Fort Myers</a>	<b>17</b> (0.54%)	<b>21</b> (0.59%)	3.29	00:02:30	66.67%	33.33%
18. <a href="#">Big Pine Key</a>	<b>16</b> (0.51%)	<b>18</b> (0.50%)	1.50	00:00:08	77.78%	77.78%
19. <a href="#">Bonita Springs</a>	<b>15</b> (0.48%)	<b>16</b> (0.45%)	1.50	00:01:50	87.50%	50.00%
20. <a href="#">Miami Beach</a>	<b>15</b> (0.48%)	<b>16</b> (0.45%)	1.62	00:00:46	93.75%	56.25%
21. <a href="#">Palm Coast</a>	<b>14</b> (0.45%)	<b>15</b> (0.42%)	3.00	00:03:12	73.33%	20.00%
22. <a href="#">Brandon</a>	<b>13</b> (0.42%)	<b>13</b> (0.36%)	2.31	00:00:55	100.00%	46.15%
23. <a href="#">New Smyrna Beach</a>	<b>13</b> (0.42%)	<b>15</b> (0.42%)	2.67	00:04:33	86.67%	53.33%

24. <a href="#">Ocala</a>	<b>13</b> (0.42%)	<b>13</b> (0.36%)	2.08	00:02:34	92.31%	53.85%
25. <a href="#">North Naples</a>	<b>13</b> (0.42%)	<b>15</b> (0.42%)	3.33	00:01:13	80.00%	60.00%
26. <a href="#">Tallahassee</a>	<b>12</b> (0.38%)	<b>12</b> (0.34%)	2.17	00:00:29	91.67%	41.67%
27. <a href="#">Palm Beach Gardens</a>	<b>12</b> (0.38%)	<b>14</b> (0.39%)	2.21	00:01:18	78.57%	64.29%
28. <a href="#">Bradenton</a>	<b>11</b> (0.35%)	<b>14</b> (0.39%)	1.71	00:01:20	78.57%	71.43%
29. <a href="#">Homestead</a>	<b>11</b> (0.35%)	<b>11</b> (0.31%)	2.55	00:04:08	72.73%	54.55%
30. <a href="#">Largo</a>	<b>11</b> (0.35%)	<b>12</b> (0.34%)	2.58	00:02:57	83.33%	41.67%
31. <a href="#">Pompano Beach</a>	<b>11</b> (0.35%)	<b>14</b> (0.39%)	1.36	00:01:30	64.29%	71.43%
32. <a href="#">Davie</a>	<b>11</b> (0.35%)	<b>12</b> (0.34%)	1.50	00:02:13	91.67%	50.00%
33. <a href="#">Boynton Beach</a>	<b>10</b> (0.32%)	<b>10</b> (0.28%)	2.50	00:01:19	90.00%	40.00%
34. <a href="#">Clearwater</a>	<b>10</b> (0.32%)	<b>12</b> (0.34%)	1.75	00:00:42	66.67%	50.00%
35. <a href="#">Deerfield Beach</a>	<b>10</b> (0.32%)	<b>11</b> (0.31%)	1.36	00:00:42	72.73%	72.73%
36. <a href="#">Lakeland</a>	<b>10</b> (0.32%)	<b>12</b> (0.34%)	1.67	00:00:25	75.00%	50.00%
37. <a href="#">Vero Beach</a>	<b>10</b> (0.32%)	<b>11</b> (0.31%)	1.64	00:00:37	72.73%	63.64%
38. <a href="#">Miramar</a>	<b>10</b> (0.32%)	<b>14</b> (0.39%)	1.14	00:00:04	64.29%	85.71%
39. <a href="#">Hialeah</a>	<b>9</b> (0.29%)	<b>9</b> (0.25%)	2.00	00:01:46	100.00%	55.56%
40. <a href="#">Merritt Island</a>	<b>9</b> (0.29%)	<b>11</b> (0.31%)	1.82	00:02:16	81.82%	54.55%
41. <a href="#">Palm Bay</a>	<b>9</b> (0.29%)	<b>10</b> (0.28%)	1.80	00:00:10	90.00%	50.00%
42. <a href="#">Pensacola</a>	<b>9</b> (0.29%)	<b>9</b> (0.25%)	1.56	00:00:11	88.89%	66.67%
43. <a href="#">Lely Resort</a>	<b>9</b> (0.29%)	<b>10</b> (0.28%)	1.20	00:00:25	90.00%	90.00%
44. <a href="#">Clermont</a>	<b>8</b> (0.26%)	<b>8</b> (0.22%)	1.50	00:00:31	100.00%	62.50%
45. <a href="#">Daytona Beach</a>	<b>8</b> (0.26%)	<b>8</b> (0.22%)	1.25	00:00:04	100.00%	75.00%
46. <a href="#">Jupiter</a>	<b>8</b> (0.26%)	<b>9</b> (0.25%)	1.56	00:00:05	77.78%	77.78%
47. <a href="#">Lehigh Acres</a>	<b>8</b> (0.26%)	<b>9</b> (0.25%)	1.44	00:00:12	55.56%	66.67%
48. <a href="#">Melbourne</a>	<b>8</b> (0.26%)	<b>9</b> (0.25%)	2.44	00:01:41	88.89%	33.33%
49. <a href="#">North Port</a>	<b>8</b> (0.26%)	<b>8</b> (0.22%)	1.75	00:00:23	75.00%	37.50%
50. <a href="#">Oviedo</a>	<b>8</b> (0.26%)	<b>11</b> (0.31%)	3.09	00:02:00	72.73%	18.18%

Rows 1 - 50 of 297

04\_DAC3\_MAR\_04\_CAN

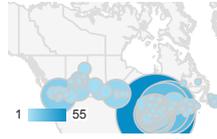
ALL » COUNTRY: Canada

Feb 1, 2020 - Feb 29, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>431</b> % of Total: 2.46% (17,546)	<b>493</b> % of Total: 2.50% (19,703)	<b>2.05</b> Avg for View: 2.01 (2.48%)	<b>00:01:58</b> Avg for View: 00:01:29 (31.86%)	<b>79.72%</b> Avg for View: 76.20% (4.62%)	<b>61.66%</b> Avg for View: 61.10% (0.92%)
1. Toronto	<b>55</b> (12.59%)	<b>60</b> (12.17%)	1.57	00:00:26	81.67%	71.67%
2. (not set)	<b>31</b> (7.09%)	<b>35</b> (7.10%)	1.83	00:01:00	82.86%	60.00%
3. Montreal	<b>27</b> (6.18%)	<b>31</b> (6.29%)	1.55	00:00:40	74.19%	74.19%
4. Ottawa	<b>23</b> (5.26%)	<b>24</b> (4.87%)	2.67	00:01:30	87.50%	45.83%
5. Hamilton	<b>16</b> (3.66%)	<b>18</b> (3.65%)	2.39	00:12:32	83.33%	72.22%
6. Mississauga	<b>13</b> (2.97%)	<b>16</b> (3.25%)	1.75	00:00:24	62.50%	62.50%
7. Vancouver	<b>12</b> (2.75%)	<b>14</b> (2.84%)	1.57	00:00:22	64.29%	71.43%
8. Burlington	<b>12</b> (2.75%)	<b>14</b> (2.84%)	3.00	00:01:39	85.71%	42.86%
9. Barrie	<b>8</b> (1.83%)	<b>8</b> (1.62%)	1.25	00:00:04	87.50%	75.00%
10. Kitchener	<b>8</b> (1.83%)	<b>9</b> (1.83%)	1.44	00:00:10	88.89%	66.67%
11. London	<b>8</b> (1.83%)	<b>11</b> (2.23%)	2.45	00:00:54	54.55%	72.73%
12. Winnipeg	<b>7</b> (1.60%)	<b>7</b> (1.42%)	3.00	00:05:13	100.00%	57.14%
13. Oshawa	<b>7</b> (1.60%)	<b>9</b> (1.83%)	2.11	00:04:53	66.67%	55.56%
14. Brampton	<b>6</b> (1.37%)	<b>8</b> (1.62%)	1.62	00:01:53	50.00%	75.00%
15. Milton	<b>6</b> (1.37%)	<b>6</b> (1.22%)	2.00	00:05:13	100.00%	66.67%
16. Calgary	<b>5</b> (1.14%)	<b>5</b> (1.01%)	3.00	00:00:40	80.00%	40.00%
17. Niagara Falls	<b>5</b> (1.14%)	<b>7</b> (1.42%)	5.86	00:06:28	71.43%	28.57%
18. Oakville	<b>5</b> (1.14%)	<b>5</b> (1.01%)	1.80	00:01:20	100.00%	40.00%
19. Quebec City	<b>5</b> (1.14%)	<b>5</b> (1.01%)	2.20	00:01:23	80.00%	80.00%
20. Edmonton	<b>4</b> (0.92%)	<b>4</b> (0.81%)	1.25	00:00:03	75.00%	75.00%
21. Markham	<b>4</b> (0.92%)	<b>4</b> (0.81%)	1.00	00:00:00	100.00%	100.00%
22. Whitby	<b>4</b> (0.92%)	<b>4</b> (0.81%)	1.50	00:04:49	50.00%	50.00%
23. Aurora	<b>3</b> (0.69%)	<b>3</b> (0.61%)	1.00	00:00:00	100.00%	100.00%

24. Brockville	<b>3</b> (0.69%)	<b>4</b> (0.81%)	2.00	00:00:21	75.00%	50.00%
25. Collingwood	<b>3</b> (0.69%)	<b>3</b> (0.61%)	4.33	00:09:27	100.00%	33.33%

Rows 1 - 25 of 131

## 04\_DAC3\_MAR\_05\_UK

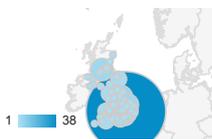
ALL » COUNTRY: United Kingdom

Feb 1, 2020 - Feb 29, 2020

All Users  
1.13% Users

Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>199</b> % of Total: 1.13% (17,546)	<b>224</b> % of Total: 1.14% (19,703)	<b>2.12</b> Avg for View: 2.01 (5.98%)	<b>00:01:48</b> Avg for View: 00:01:29 (21.48%)	<b>76.79%</b> Avg for View: 76.20% (0.77%)	<b>54.46%</b> Avg for View: 61.10% (-10.86%)
1. London	<b>38</b> (18.91%)	<b>43</b> (19.20%)	1.93	00:00:42	79.07%	58.14%
2. (not set)	<b>28</b> (13.93%)	<b>33</b> (14.73%)	2.12	00:01:52	60.61%	48.48%
3. Nottingham	<b>5</b> (2.49%)	<b>5</b> (2.23%)	2.20	00:03:08	100.00%	80.00%
4. Cambridge	<b>4</b> (1.99%)	<b>4</b> (1.79%)	1.25	00:00:09	100.00%	75.00%
5. Glasgow	<b>4</b> (1.99%)	<b>4</b> (1.79%)	2.25	00:00:32	100.00%	25.00%
6. Birmingham	<b>3</b> (1.49%)	<b>3</b> (1.34%)	2.00	00:00:35	100.00%	33.33%
7. Portsmouth	<b>3</b> (1.49%)	<b>3</b> (1.34%)	1.00	00:00:00	100.00%	100.00%
8. Watford	<b>3</b> (1.49%)	<b>5</b> (2.23%)	1.60	00:00:24	40.00%	80.00%
9. Basildon	<b>2</b> (1.00%)	<b>3</b> (1.34%)	2.00	00:01:49	66.67%	0.00%
10. Brighton	<b>2</b> (1.00%)	<b>3</b> (1.34%)	4.67	00:03:31	66.67%	33.33%
11. Harlow	<b>2</b> (1.00%)	<b>2</b> (0.89%)	3.50	00:15:04	0.00%	0.00%
12. Horsham	<b>2</b> (1.00%)	<b>2</b> (0.89%)	3.50	00:01:10	50.00%	50.00%
13. Liverpool	<b>2</b> (1.00%)	<b>2</b> (0.89%)	1.50	00:00:27	100.00%	50.00%
14. Northampton	<b>2</b> (1.00%)	<b>2</b> (0.89%)	1.50	00:01:24	100.00%	50.00%
15. Paignton	<b>2</b> (1.00%)	<b>2</b> (0.89%)	2.00	00:03:34	50.00%	50.00%
16. Rayleigh	<b>2</b> (1.00%)	<b>2</b> (0.89%)	1.00	00:00:00	100.00%	100.00%
17. Romsey	<b>2</b> (1.00%)	<b>4</b> (1.79%)	2.25	00:03:00	50.00%	50.00%
18. Royal Tunbridge Wells	<b>2</b> (1.00%)	<b>3</b> (1.34%)	1.00	00:00:00	66.67%	100.00%
19. Slough	<b>2</b> (1.00%)	<b>2</b> (0.89%)	1.50	00:00:07	100.00%	50.00%
20. Southampton	<b>2</b> (1.00%)	<b>2</b> (0.89%)	1.00	00:00:00	100.00%	100.00%
21. St Albans	<b>2</b> (1.00%)	<b>2</b> (0.89%)	6.50	00:04:14	100.00%	0.00%
22. Sunderland	<b>2</b> (1.00%)	<b>2</b> (0.89%)	1.00	00:00:00	100.00%	100.00%
23. Witney	<b>2</b> (1.00%)	<b>2</b> (0.89%)	3.00	00:01:02	100.00%	0.00%

24. <a href="#">Bridgend</a>	<b>2</b> (1.00%)	<b>2</b> (0.89%)	<b>3.00</b>	<b>00:08:57</b>	<b>100.00%</b>	<b>0.00%</b>
25. <a href="#">Addlestone</a>	<b>1</b> (0.50%)	<b>1</b> (0.45%)	<b>1.00</b>	<b>00:00:00</b>	<b>100.00%</b>	<b>100.00%</b>

Rows 1 - 25 of 105



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 III Advisory Committee  
**FROM:** Ammie Machan, Administrative Assistant  
**RE:** Review of Recent DAC Funded Events

---

During the October 2012 workshops on event funding, The DACs determined that it could be useful to review TDC funded events as soon as possible after the event takes place. The review will provide the committee the opportunity to evaluate the financial impact these events created while it is fresh in their minds.

The review may include the following categories: Attendance; Draw of Out-of-County Visitors (Heads in Beds); Room Nights; Things To Do (entertainment); Marketing; Economic Impact; Security; Trash/Recycling...etc.

Below are the events that have taken place **since your last DAC meeting** (for review at this meeting). We have contacted the event coordinators and requested a written report for this meeting.

<b>Coral Head MusicFest</b> Marathon Post No. 154, Inc. <i>Report attached</i>	2/15/2020	Destination	\$10,000
<b>Sombrero Beach Run</b> Keys Area Interdenominational Resources, Inc. <i>Report attached</i>	3/6/2020 – 3/8/2020	Destination	\$20,000
<b>The Original Marathon Seafood Festival</b> Greater Marathon Chamber of Commerce, Inc. <i>Report attached</i>	3/14/2020 – 3/15/2020	Destination	\$40,000

Below is a list of **current and upcoming events** so you can plan ahead to attend, and keep an eye on the impact on your community.

<b>No events scheduled</b>			
----------------------------	--	--	--

EVENT NAME: Coral Head MusicFest  
EVENT WEBSITE ADDRESS: www.coralheadmusicfest.com  
DATE(S) OF EVENT: 2/15/2020

1. What was the primary purpose of your event?
- To draw out-of-county visitors to the destination and put "Heads in Beds".
  - To provide something to do for the visitor who is already here and enhance their experience while visiting the destination.

2. Estimated total number of attendees: 1500

3. How many room nights were provided to this district? *\*Total Room nights will calculate automatically upon pressing the tab key on your key board or answering the next question):*

a. How many out of County visitors to this district?	a. <u>400</u>
b. How many visitors to a room?	b. <u>2.00</u>
c. How many nights will the visitors stay?	c. <u>2</u>
d. Calculate: <b>Room Nights = (a/b) x c</b> Divide line a by line b. Then multiple by line c	*Room Nights: <u>400</u>

4. What method was used to estimate out-of-county visitors entered above (a)?

Check all that apply.

- Capacity of venue(s)
- Ticket Sales from last event
- Registrations from last event
- Crowd photos from last event
- Police crowd estimate from last event
- Survey of attendees from last event
- Other, please specify

5. What method was used to estimate number of nights out-of-County visitors stayed (c)?

Surveys, online ticket sales with detailed info

6. Did the Coronavirus/COVID-19 effect the number of out-of- county visitor to your event. If yes, explain:

no

7. Did your event utilize TDC funding towards sponsored social media posts? If yes, please attach social media analytics report showing your target audience demographics. Please describe your target audience in the box below:

no

Continued on next page....

8. Other comments (*economic impact, marketing efforts, changes that will be made, etc.*):

We had an issue as many of the major hotels drastically increased their prices for our event. One such hotel, whose room rate is normally around \$250, was charging as much as \$700/night. This was determined by online searches for hotels prior to the event. It is pretty much impossible to provide an economical event in the Marathon area and attract visitors when it costs more for visitors to attend our show than it does to stay in Key West.

Our advertising coverage was very good. The ones that were here came from all areas of the state. It was just the cost of lodging that effected our attendance. The very first year we did this there was no increase in prices from hotels and our numbers were very good. However, lodging costs have increased significantly from year to year during our event. We received several reports from people who would have loved to come for the show but simply could not afford the cost of lodging.

EVENT NAME: Sombrero Beach Run  
 EVENT WEBSITE ADDRESS: Sombrero Beach Run.org  
 DATE(S) OF EVENT: 3/6-3/8

1. What was the primary purpose of your event?

- To draw out-of-county visitors to the destination and put "Heads in Beds".
- To provide something to do for the visitor who is already here and enhance their experience while visiting the destination.

2. Estimated total number of attendees: 2450

3. How many room nights were provided to this district? *\*Total Room nights will calculate automatically upon pressing the tab key on your key board or answering the next question):*

a. How many out of County visitors to this district?	a. <u>989</u>
b. How many visitors to a room?	b. <u>3.00</u>
c. How many nights will the visitors stay?	c. <u>8</u>
d. Calculate: <b>Room Nights = (a/b) x c</b> <i>Divide line a by line b. Then multiple by line c</i>	
	<b>*Room Nights: <u>2637</u></b>

4. What method was used to estimate out-of-county visitors entered above (a)?

Check all that apply.

- Capacity of venue(s)
- Registrations from last event
- Police crowd estimate from last event
- Ticket Sales from last event
- Crowd photos from last event
- Survey of attendees from last event
- Other, please specify

5. What method was used to estimate number of nights out-of-County visitors stayed (c)?  
 survey

6. Did the Coronavirus/COVID-19 effect the number of out-of- county visitor to your event. If yes, explain:

We did have some cancellations and multiple phone calls expressing uncertainty about whether it was safe or whether they should come down. We don't know exactly how many of those phone calls resulted in not registering.

7. Did your event utilize TDC funding towards sponsored social media posts? If yes, please attach social media analytics report showing your target audience demographics. Please describe your target audience in the box below:

No. Target audience was digital but not social media. i.e. we utilized Two Oceans Digital for banners in Fla-Keys.com and KeyWest.com (4-10K views/month). the Miami Herald digital targets at MH.com and FLKeysNews.com (260,000 impressions); Miami Herald Geofencing of running stores, fitness centers in South and Southwest Florida (40 locations). Miami Herald targeted South Florida (Miami Dade, Broward, Palm Beach) and Southwest Florida (Naples, Fort Myers) and the Tampa area. Also, targeted sports, vacations, and weekend.

Continued on next page....

8. Other comments (*economic impact, marketing efforts, changes that will be made, etc.*):

The numbers above only reflect the main event, the race held on Saturday, March 7th. Sunday's event, which includes music, beach games, kayaking, and a barbecue, is usually very well attended especially with returning runners and last year it was off the charts but this year, Sunday was bad weather and the participation was smaller.

Anecdotally, many attendees tell us that they plan their vacation around the week of Sombrero Beach Run looking for events especially in the Middle Keys.

EVENT NAME: Original Marathon Seafood Festival  
 EVENT WEBSITE ADDRESS: www.MarathonSeafoodFestival.com  
 DATE(S) OF EVENT: March 14-15, 2020

1. What was the primary purpose of your event?

- To draw out-of-county visitors to the destination and put "Heads in Beds".
- To provide something to do for the visitor who is already here and enhance their experience while visiting the destination.

2. Estimated total number of attendees: 8000

3. How many room nights were provided to this district? *\*Total Room nights will calculate automatically upon pressing the tab key on your key board or answering the next question):*

a. How many out of County visitors to this district?	a. <u>6377</u>
b. How many visitors to a room?	b. <u>3.00</u>
c. How many nights will the visitors stay?	c. <u>4</u>
d. Calculate: <b>Room Nights = (a/b) x c</b> Divide line a by line b. Then multiple by line c	*Room Nights: <u>8502</u>

4. What method was used to estimate out-of-county visitors entered above (a)?

Check all that apply.

- Capacity of venue(s)
- Registrations from last event
- Police crowd estimate from last event
- Other, please specify
- Ticket Sales from last event
- Crowd photos from last event
- Survey of attendees from last event

5. What method was used to estimate number of nights out-of-County visitors stayed (c)?  
 TDC estimates on average length of stay

6. Did the Coronavirus/COVID-19 effect the number of out-of- county visitor to your event. If yes, explain:

Yes, absolutely it unfortunately did effect our event's overall turnout and attendance. Our event occurred days after most other south FL events were cancelled due to COVID-19 (Calle Ocho, Ultra Fest, etc.). Many visitors were cancelling hotel reservations, and chose not to attend due to such fears/concerns. We based our decision to keep the event on per our Department of Health Director as well as our Monroe County EOC and City of Marathon. We adhered to all health/safety requests of course. Our attendance was down about 45-55%, specifically due to COVID-19.

7. Did your event utilize TDC funding towards sponsored social media posts? If yes, please attach social media analytics report showing your target audience demographics. Please describe your target audience in the box below:

Yes, please see attached for the following Facebook promotions/ads:  
 -Sun-Sentinel  
 -Miami New Times  
 -Marathon Chamber (two different Facebook ad promotions)  
 Target audience typically consists of adults 21-70yrs of age with interests in festivals, music, seafood, travel, nautical, cuisine, shopping, boats/boating, fishing, snorkeling, family activities, family travel, etc.

Continued on next page....

8. Other comments (*economic impact, marketing efforts, changes that will be made, etc.*):

Overall economic output in terms of visitor spending and cir. of monies:

6,377 guests who came and stayed in a middle keys property because of our event x4 night ave stay x \$200 spending/person/day = \$5.101 million in visitor spending x 1.5 (cir. of monies factor) = \$7.65 Million economic impact.

Per our event survey 22.5% (410) of respondents (staying in a Middle Keys property because of the event) said they extended their stay for a total of 2,116 additional room nights (5.16 additional nights per person). This positively affected "additional visitor spending" since these event guests/attendees stayed longer as well as paid more in bed taxes.

We added some new craft beers, frozen drinks, a bloody-mary bar, and margarita bar to our menu of beverages, as well as some new food items such as fried shrimp, cuban croquetas, crab-cakes, and fried oysters. Additionally we focused more advertising in digital format following the trend of our TDC/DACIII marketing plan in order to more effectively reach visitors and guests.

# SOCIAL SPRINT

Ad Proof



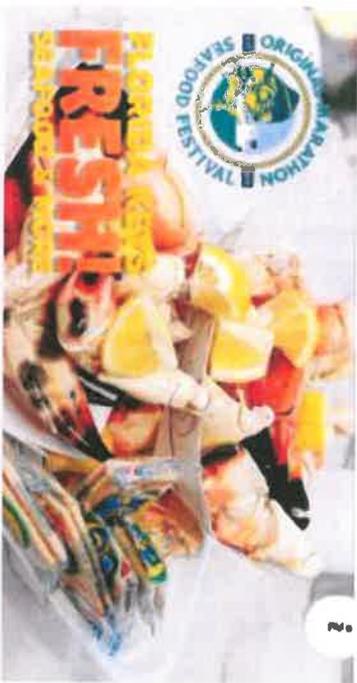
Miami New Times with The Original Marathon Seafood Festival

Sponsored



The 44th Annual Original Marathon Seafood Festival is the Premier Event for GREAT FRESH SEAFOOD and

See More



WWW.MARATHONSEAFOOD...  
From the sea to your fork at the Marathon Seafood Fest!

LEARN MORE



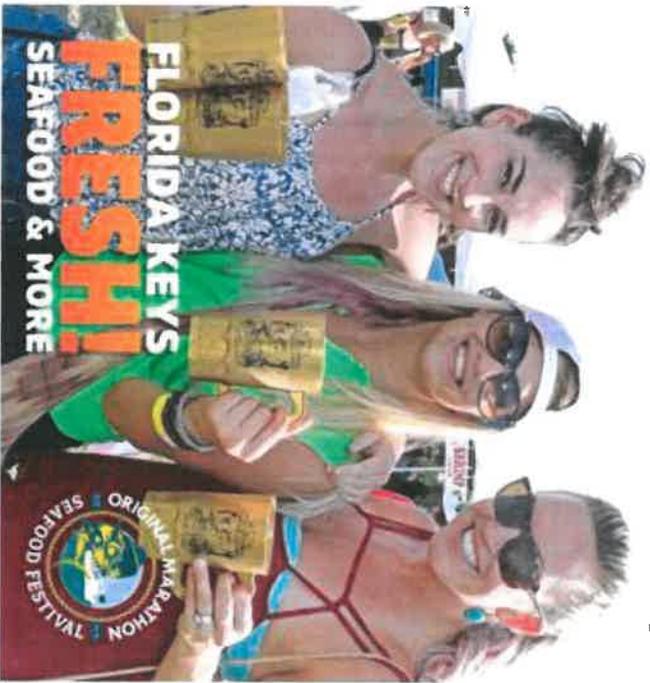
miami new times with the Original Marathon Seafood Festival

Sponsored



The 44th Annual Original Marathon Seafood Festival is the Premier Event for GREAT FRESH SEAFOOD and

See More



WWW.MARATHONSEAFOOD...  
From the sea to your fork at the Marathon Seafood Fest!

LEARN MORE

# SOCIAL SPRINT

## Reporting



# FACEBOOK ADS

**126,969**

Impressions

**5.76%**

CTR

**2,849**

Action: Link Clicks

**56,945**

Reach

**2.23**

Frequency

**3,281**

Action Group: Post Engagements

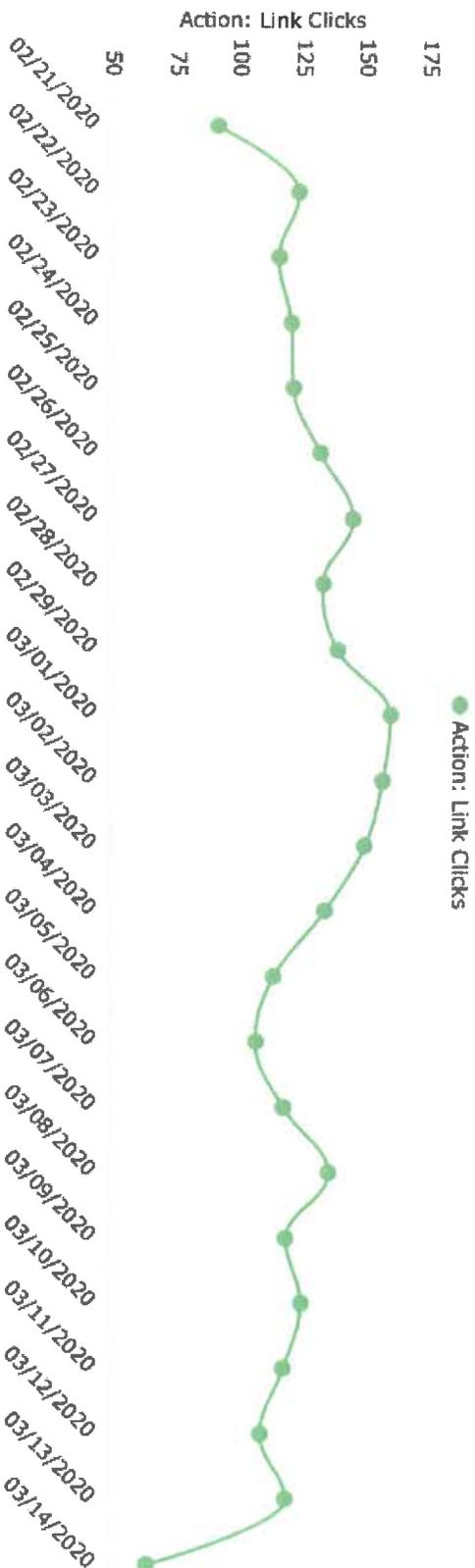
**26**

Action: Post Comments

**74**

Action: Post Shares

### LINK CLICKS



# SOCIAL MEDIA



**Run Date:**  
2/13 - 3/13/2020

**Total Impressions:**  
874,261

**Engagements:**  
1,187

**Click Rate:**  
0.14%

**Total Website Visits:**  
1,004



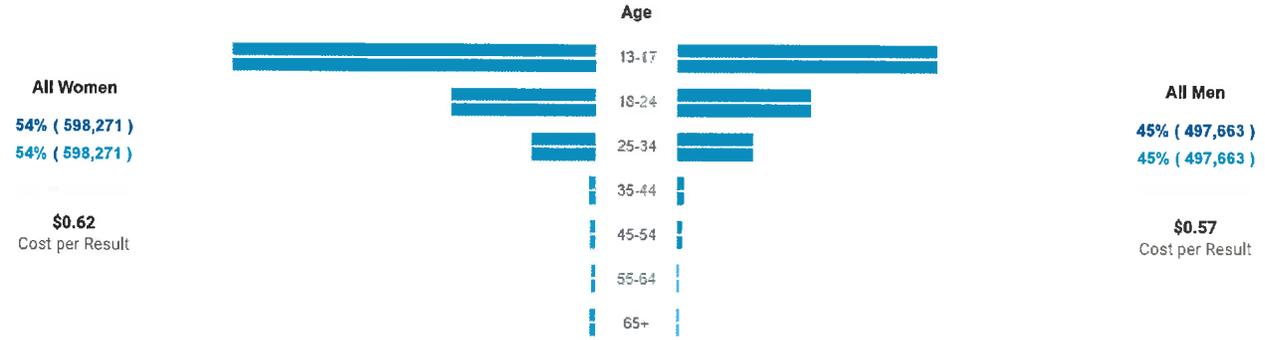
Click rate: Performed **below** industry average of social media ads of 0.9%

44th Annual Original Marathon Seafood... Seafood Festival 2020 **44th Annual Original Marathon Seafoo...** Completed

Lifetime: Aug 19, 2010 - Apr 28, 2020

Performance **Demographics** Placement Delivery

1,102,334 Results: Reach 1,102,334 Reach



Ad Preview & Comments

1 of 1 Ad

Mobile News Feed

1 of 22

**No Comments Found**

There are no comments on this ad.



44th Annual Original Marathon Seafood... Seafood Festival 2020 **44th Annual Original Marathon Seafoo...** Completed

Lifetime: Aug 19, 2010 – Apr 28, 2020

**Performance**

Demographics

Placement

Delivery

**1,102,334**

Results: Reach

**1,102,334**

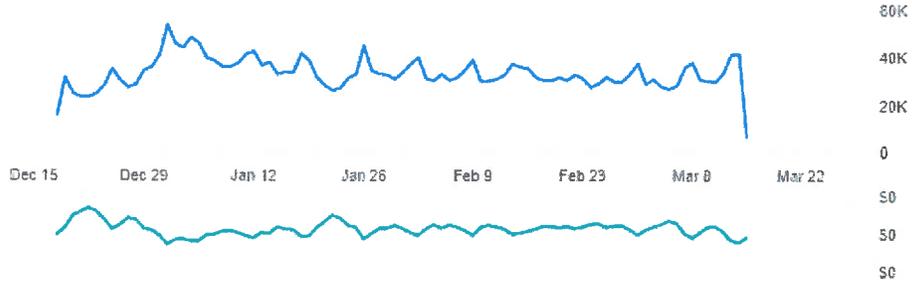
People Reached

**\$660.45**

Amount Spent

Custom

1,102,334 Results: Reach \$0.60 Cost per Result 37.11% Result Rate



**Ad Preview & Comments**

Mobile News Feed

1 of 1 Ad

1 of 22

**No Comments Found**

There are no comments on this ad.

Spanish Seafood Festival Ad **Seafood Festival Spanish** 1 Ad

Completed

Lifetime: Aug 19, 2010 – Apr 28, 2020

**Performance**

Demographics

Placement

Delivery

**5,350**

Results: Estimated Ad Recall Lift (People)

**110,464**

People Reached

**\$300.00**

Amount Spent

Custom

5,350 Results: Estimated Ad Recall Lift (People) \$0.06 Cost per Result 2.79% Result Rate



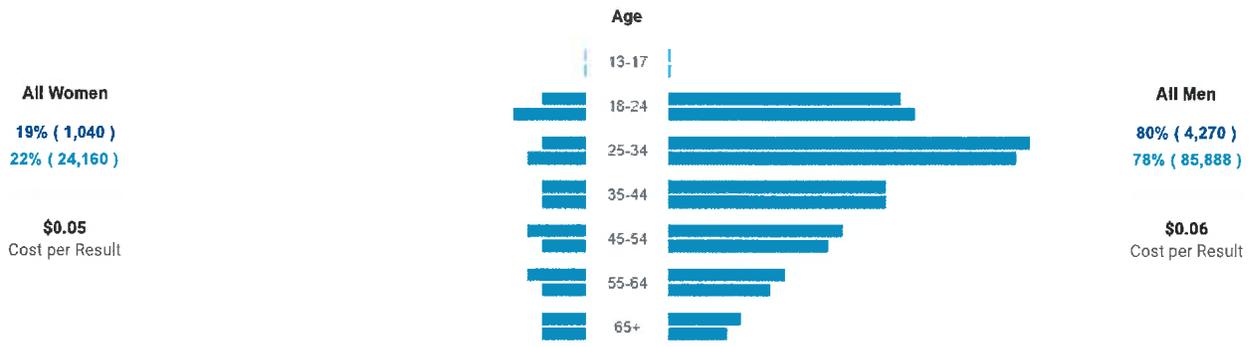
Spanish Seafood Festival Ad **Seafood Festival Spanish** 1 Ad

Completed

Lifetime: Aug 19, 2010 - Apr 28, 2020

Performance **Demographics** Placement Delivery

5,350 Results: **Estimated Ad Recall Lift (People)** 110,464 **Reach**



---

**DATE:** May 1, 2020

**To:** District III 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 – Marathon Project**

---

The District V Advisory Committee at your meeting of June 26, 2019 moved approval to fund the Coral Restoration Foundation, Inc. in an amount not to exceed \$81,750 for the CRF – Coral Restoration – Marathon 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](mailto:Maxine@fla-keys.com); [Ammie Machan](#)  
**Subject:** Coral Restoration Foundation - Request for Extension for DAC III  
**Date:** Monday, March 23, 2020 1:30:05 PM

---

Maxine and Ammie,

Contract ID: 2350; Line Item Number: 119 79040 530340 T209B23X 530340

Due to the impacts of COVID-19, the Coral Restoration Foundation would like to request an extension of our contract in DAC III - Marathon. 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

--

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

# EXHIBIT A

NAME OF ENTITY: Coral Restoration Foundation, Inc.

NAME OF PROJECT: CRF – Coral Restoration - Marathon

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"> <li>Purchase and harvest 1,900 nursery grown staghorn and elkhorn coral for the purpose of planting on the coral reefs in State and Federal waters off Marathon</li> </ul> <p>900 staghorn/1,000 elkhorn coral – Sombrero Reef – 24.626242° - 81.110540°</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: \$109,000</u></p> <p><b><u>In-Kind:</u></b> No in-kind will be used towards reimbursement of this project.</p>	<p><u>TDC portion: \$81,750</u></p>
--	--	-------------------------------------

---

**DATE:** May 1, 2020

**To:** District III Advisory Committee Members

**FROM:** Ammie Machan, Administrative Assistant

**RE:** **Consideration and Action re: Extension to Agreement with City of Marathon for the Coco Plum Shoreline Restoration and Stabilization Project**

---

The District III Advisory Committee at your meeting of January 13, 2016 moved approval to fund the City of Marathon for the Coco Plum Shoreline Restoration and Stabilization project in an amount not to exceed \$125,000 DAC III Capital Resources to be completed by September 30, 2017.

The District III Advisory Committee at your meeting of May 3, 2017 moved approval to extend the completion date of the project to March 31, 2018.

The District III Advisory Committee at your meeting of April 4, 2018 moved approval to extend the completion date of the project to December 31, 2018.

The District III Advisory Committee at your meeting of February 27, 2019 moved approval to extend the completion date of the project to December 31, 2019.

The District III Advisory Committee at your meeting of February 26, 2020 moved approval to extend the completion date of the project to June 30, 2020.

Attached is a request from the City of Marathon to extend the completion date of the project to December 31, 2020 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.

**Subject:** FW: Coco Plum Shore Line Project - Important information

**From:** Carlos Solis <Solisc@ci.marathon.fl.us>  
**Sent:** Friday, March 27, 2020 11:28 AM  
**To:** ammie@fla-keys.com <adminasst@fla-keys.com>  
**Subject:** RE: Coco Plum Shore Line Project - Important information

Ammie, I spoke with our finance director, and she agreed to play it safe and go with option 2 extending to next year. Even if we finish by June, we will wait till October to submit for the reimbursement. Thank you so much for your assistance during these times.

**Carlos A. Solis, P.E.**  
**Director of Public Works & Engineering**  
**City of Marathon | Public Works**  
9805 Overseas Highway | Marathon, FL 33050  
Office: 305-289-5008 | Cell: 305-481-0451  
[solisc@ci.marathon.fl.us](mailto:solisc@ci.marathon.fl.us) | [www.ci.marathon.fl.us](http://www.ci.marathon.fl.us)

---

**From:** [ammie@fla-keys.com](mailto:ammie@fla-keys.com) <[adminasst@fla-keys.com](mailto:adminasst@fla-keys.com)>  
**Sent:** Friday, March 27, 2020 9:50 AM  
**To:** Carlos Solis <[Solisc@ci.marathon.fl.us](mailto:Solisc@ci.marathon.fl.us)>  
**Subject:** RE: Coco Plum Shore Line Project - Important information

Good Morning Carlos,

Thanks for your response. Since your project is currently set to expire on June 30, 2020 your options are:

- Extend the project to September 30, 2020 – if you do this the project MUST be completed by this date, we will not roll the funds into FY 2021 and if you need to request another extension because the project isn't finished (if there are bid delays, construction delays, weather delays, etc....) the funds most likely will NOT be available in the FY 2021 budget and we will not be able to reimburse you.
- Extend into FY 2021 (December 31, 2020 for example) – this ensures that the funds remain available for your project. If you complete the project prior to September 30<sup>th</sup> you would need to hold invoices and submit at beginning of FY 2021 (on October 1, 2020).

Please let me know which option you would like to go with.

[Ammie Machan](#)  
[Administrative Assistant](#)  
[Monroe County Tourist Development Council](#)  
[\(305\) 296-1552](#)

EXHIBIT A

NAME OF ENTITY: City of Marathon  
NAME OF PROJECT: Coco Plum Shoreline Restoration

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>  <u>Description:</u> Materials, equipment and labor required to:</p> <ul style="list-style-type: none"> <li>• Renourish and re-establish shoreline of approx. 1600 feet of the western end of Coco Plum Beach</li> <li>• Produce Design Plans</li> </ul> <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: \$250,000</u></p> <p><b><u>In-Kind:</u></b> No in-kind will be used towards reimbursement of this project.</p>	<p><u>TDC portion: \$125,000</u></p>
--	--	--------------------------------------