

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 IV ADVISORY COMMITTEE

REGULAR SESSION, TUESDAY, MAY 12, 2020, 2:00 p.m.

<https://us04web.zoom.us/j/494732180> Meeting ID: 494 732 180

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,,494732180# US (Chicago)

+19292056099,,494732180# 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: 494 732 180

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

A. CALL TO ORDER

B. ROLL CALL

C. AGENDA:

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

D. APPROVAL OF THE MINUTES:

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

E. Budget:

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

F. District IV Public Relations

1. Monthly Report from NewmanPR – FYI

G. ADVERTISING:

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

H. MARKET RESEARCH:

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

I. VIS REPORTS:

1. Visitor Information Services Report – FYI

J. WEBSITE:

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

K. OLD BUSINESS:

L. NEW BUSINESS:

- 1.** Operations Manual Update - FYI
- 2.** 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 – Islamorada Project
- 4.** Consideration and Action re: Extension to Agreement with Coral Restoration Foundation, Inc. for the CRF- Coral Restoration – Islamorada 2nd Round Project
- 5.** Consideration and Action re: Extension to Agreement with History of Dive Museum for the Dive Museum Cachalot Dive Chamber Project
- 6.** 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 IV Advisory Committee

The February 25, 2020 regular meeting of the District IV Advisory Committee of the Monroe County Tourist Development Council was called to order by Chairperson Patti Stanley at 2:04 p.m. at the Community Center at Founders Park, Islamorada.

DAC Members Present Were: Mr. Scott Baste, Ms. Deborah Gillis, Ms. Kris Gustinger, Mr. John Harrison, Ms. Stephanie Scuderi, and Mr. Michael Walsh

DAC Members Absent Were: Mr. Michael Johnson (1st absence in Fiscal Year) and Mr. Rob Stober (1st absence in Fiscal Year)

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

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

Approval of Agenda and Bulk Items: Ms. Stanley pulled items E.2. Four Penny Revenue Report and F.1. Monthly Report from Newman PR for discussion. Ms. Scuderi pulled items H.1. Smith Travel Research Report and H.2. Vacation Rental Occupancy & Rate Report for discussion.

Ms. Gustinger moved approval of the agenda as amended and with the following bulk agenda items:

- D.1. December 3, 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
- G.1. Advertising Recap – FYI
- I.1. Visitor Information Service 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. TDC Annual Report – FYI
- L.3. Consideration and Action re: Extension to Agreement with Florida Keys History and Discovery Foundation, Inc. for the Interactive Exhibit Project

Ms. Scuderi 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.

Four Penny Revenue Report: Ms. Stanley commented on the continued improvements on the District's Four Penny Revenue collections.

Smith Travel Research Report and Vacation Rental Occupancy & Rate Report: Ms. Scuderi asked why the occupancy for District IV seems so low as compared to the Four Penny Revenue collections. Ms. Judy Hull from the Islamorada Chamber of Commerce commented that walk-in traffic to the Chamber and call rounds to the Districts lodging facilities indicate that although the occupancy isn't as high as it once was, it is still high. She stated that she believed that there was only a small number

of lodging facilities within the district reporting to the Smith Travel Report and that the report was not representative of the actual occupancy for the district. Ms. Mitchell commented many lodging facilities are managing their revenue and staffing needs with a lower occupancy rate, but higher nightly room rate.

Monthly Report from NewmanPR: Ms. Stanley asked for an update on the coronavirus. Ms. Mitchell provided an update, 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 staff and agencies would continue to monitor the situation.

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 retarget “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 Martell showed images from the recent destination wide photo shoot.

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

There being no further business the meeting was adjourned at 3:26 p.m.

Monroe County Tourist Development Council Meeting

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

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

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

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

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

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

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

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

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

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

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

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

Ms. Tippett seconded. Motion passed unanimously.

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

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

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

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

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

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

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

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

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

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

Visit Florida Keys Meeting

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

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

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

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

U. Visit Florida Keys

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

Ms. Schmidt seconded, motion passed unanimously.

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

FISCAL YEAR 2020

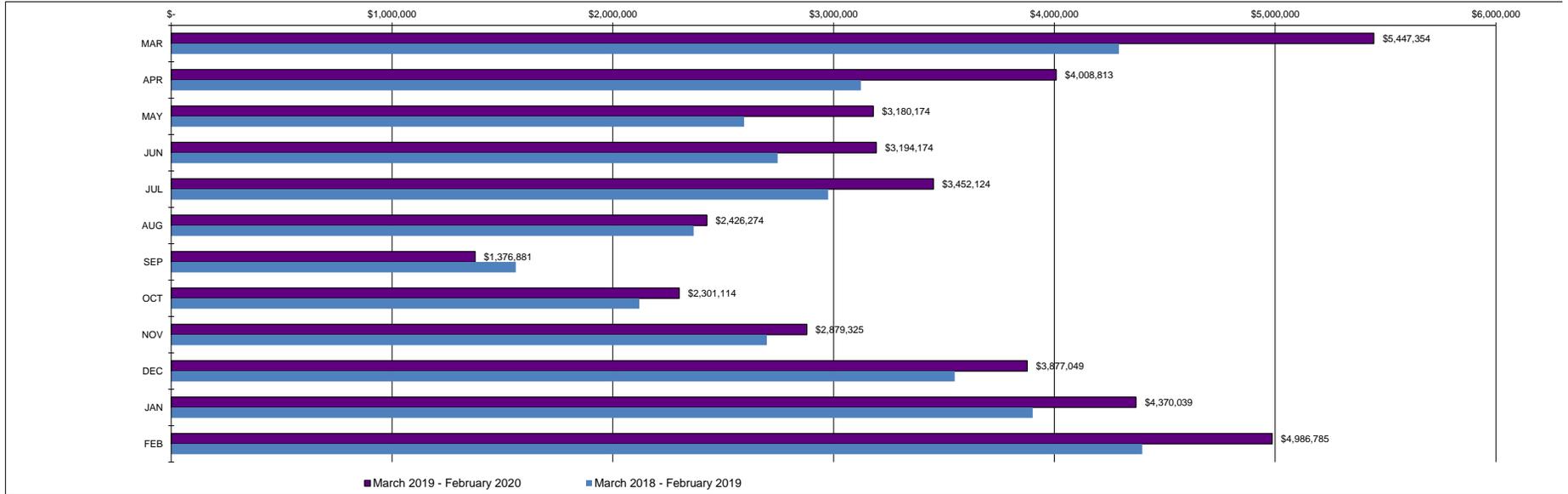
April 24, 2020

Revenue	1,929,375
5% Reserve State Statute 129.01	<u>(96,469)</u>
	1,832,906
Fund Balance Forward Revenue Variance	(433,743)
Fund Balance Forward Contracted Commitments (EVENTS/CAPITAL)	34,500
Fund Balance Forward Expense Variance	294,895
Capital Resources Brought Forward	380,889
Fund Balance Forward-Promotional Resources	30,000
Fund Balance Forward-Capital Economic Disaster	<u>148,000</u>
	2,287,447

		Appropriations	Expenses	Encumbrances	Balance
T200M34X	COMMISSIONERS & FEES (FINANCE)	3,675	(2,588)	0	1,087
T200A73X	UTILITIES	5,000	(428)	0	4,572
T200A23X	ADMINISTRATION RESOURCES	3,330	0	0	3,330
T200A63X	ADMINISTRATIVE SERVICES	43,618	0	0	43,618
T200M01X	COUNTY COST ALLOCATION	<u>13,002</u>	<u>0</u>	<u>0</u>	<u>13,002</u>
	(ADMIN) SUBTOTAL	68,625	(3,016)	0	65,609
T200V14X	DISTRICT TELEMARKETING (VIS)	<u>165,375</u>	<u>(82,688)</u>	<u>0</u>	<u>82,687</u>
	(VIS) SUBTOTAL	165,375	(82,688)	0	82,687
T200B04X	DAC IV CAPITAL PROJECTS RESOURCES	307,360	0	0	307,360
TB90372Y	FLORIDA KEYS HISTORICAL STATION FY 19	34,500	(30,810)	0	3,690
T200I62X	ISLAMORADA BEACH CLEANING	45,000	(17,095)	0	27,905
T200N09X	HISTORY AND DISCOVERY INTERACTIVE MUSEUM EXHIBIT	9,210	0	0	9,210
T200B44X	FOUNDERS PARK PICKLEBALL COMPLEX	96,000	0	0	96,000
T200B45X	FOUNDERS PARK TENNIS COMPLEX	30,000	0	0	30,000
T200B37X	FLORIDA KEYS STATION PHASE II	14,999	0	0	14,999
T200N25X	CORAL RESTORATION	15,000	0	0	15,000
T200B26X	CRF - CORAL RESTORATION - ISLAMORADA - 2020 2ND ROUND	22,425	0	0	22,425
T200B73X	DIVE MUSEUM CACHAKOT DIVE CHAMBER	94,875	0	0	94,875
T200B00X	INDIAN KEY EXHIBIT EXPANSION REMODEL IMPROVEMENT	27,000	0	0	27,000
T200B97X	ECONOMIC NATURAL DISASTER RESOURCE	<u>348,000</u>	<u>0</u>	<u>0</u>	<u>348,000</u>
	(CAPITAL) SUBTOTAL	1,044,369	(47,905)	0	996,464
T200S83X	DAC IV EVENT RESOURCES	0	0	0	0
T200M26X	SWIM FOR ALLIGATOR LIGHTHOUSE 20	30,000	0	0	30,000
T200S00X	LIONFISH DERBY 20	<u>5,719</u>	<u>0</u>	<u>0</u>	<u>5,719</u>
	(EVENTS) SUBTOTAL	35,719	0	0	35,719
T200P24X	PROMO & ADV RESOURCES	30,000	0	0	30,000
T200P93X	DISTRICT AD CAMPAIGN	922,359	(309,260)	(613,099)	0
T200P65X	DAC IV WEBCAM	<u>21,000</u>	<u>(10,400)</u>	<u>0</u>	<u>10,600</u>
	(PROMOTIONAL) SUBTOTAL	973,359	(319,660)	(613,099)	40,600
	FUND TOTAL	2,287,447	(453,269)	(613,099)	1,221,079
TWO PENNY					
TS95939Y	FLORIDA KEYS POKER PADDLE FY19	10,000	(7,539)	0	2,461
TM95878Y	BEACH TRIP WEEKEND FY19	15,000	0	0	15,000
TM95884Y	ISLAMORADA HALF MARATHON & 10K FY19	15,000	(15,000)	0	0
TM95826Y	SWIM FOR ALLIGATOR LIGHTHOUSE FY19	30,000	0	0	30,000
T205S00X	UPPER KEYS LIONFISH FY20	4,281	0	0	4,281
T205S86X	FLORIDA KEYS ISLAND FEST FY20	15,000	0	0	15,000
T205S88X	ISLAMORADA HALF MARATHON & 10K FY20	20,000	0	0	20,000
T205S46X	UNCORKED 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 2020 VS FY 2019											
										\$ INC/DEC											
										% INC/DEC											
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020															
OCTOBER	\$ 196,717.24	\$ 234,800.48	\$ 239,587.26	\$ 195,869.07	\$ 214,533.54	\$ 270,344.31	\$	55,810.77													OCTOBER
NOVEMBER	\$ 243,103.28	\$ 293,276.57	\$ 302,122.70	\$ 210,145.63	\$ 315,096.11	\$ 399,797.74	\$	84,701.63													NOVEMBER
DECEMBER	\$ 437,829.39	\$ 500,556.19	\$ 491,045.96	\$ 313,260.73	\$ 519,870.19	\$ 642,273.14	\$	122,402.95													DECEMBER
JANUARY	\$ 514,898.57	\$ 577,463.89	\$ 536,441.18	\$ 378,877.82	\$ 571,544.54	\$ 672,946.36	\$	101,401.82													JANUARY
FEBRUARY	\$ 552,209.37	\$ 616,201.24	\$ 612,164.74	\$ 433,176.24	\$ 649,571.60	\$ 791,740.79	\$	142,169.19													FEBRUARY
MARCH	\$ 709,114.15	\$ 821,986.57	\$ 761,396.01	\$ 574,107.50	\$ 875,996.55			0.0%													MARCH
APRIL	\$ 490,810.39	\$ 493,491.53	\$ 616,987.80	\$ 354,103.94	\$ 647,498.60			0.0%													APRIL
MAY	\$ 379,017.06	\$ 410,244.76	\$ 411,590.80	\$ 288,980.65	\$ 462,015.42			0.0%													MAY
JUNE	\$ 458,055.21	\$ 521,540.61	\$ 531,017.78	\$ 429,783.62	\$ 661,771.68			0.0%													JUNE
JULY	\$ 514,967.14	\$ 655,572.62	\$ 674,407.90	\$ 475,877.05	\$ 728,385.52			0.0%													JULY
AUGUST	\$ 424,874.40	\$ 431,148.60	\$ 424,862.74	\$ 354,160.10	\$ 483,174.85			0.0%													AUGUST
SEPTEMBER	\$ 223,120.29	\$ 249,246.50	\$ 121,156.50	\$ 211,836.95	\$ 189,197.53			0.0%													SEPTEMBER
TOTAL	\$ 5,144,716.49	\$ 5,805,529.56	\$ 5,722,781.37	\$ 4,220,179.30	\$ 6,318,656.13	\$ 2,777,102.34	\$	506,486.36													
% INC/DEC PREVIOUS YEAR	17.0%	12.8%	-1.4%	-26.3%	49.7%																
Priceline settlement reflected																					

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

DATE: May 1, 2020
 TO: District IV 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 IV. The DAC may adjust those percentages in events and advertising. The BBF includes projected revenue and expense variances, contracts and resource funds not expended in FY 2020.

Projected Annual Two Penny Revenue FY 2021	\$1,497,550
Less state reserves (FS 129.01)	<u>\$ (74,878)</u>
	\$1,422,673
Balance Brought Forward based on FY 2020	
Revenue/Expenditure Variances	\$ 339,455
Estimated unexpended event/capital contracts	\$ 204,229
Capital Resources BF	\$ 307,360
PLUS Capital Economic Disaster Fund	\$ 298,575
PLUS Promotional Resources	<u>\$ 30,000</u>
	\$2,602,292

The FY 2021 budget is allocated as follows:

Advertising Campaign Resources	\$1,021,812
Less VIS/Webcam	<u>\$ (186,375)</u>
Available	\$ 835,437
(Based on the current 93% after capital & administrative)	
(FY20 = \$981,639 after moving funds around)	

Promotional/Storm Resources **\$30,000**

FROZEN Capital Resources BBF FY 20 **\$307,360**

New Capital Resources	\$585,336
Less Village Ongoing Beach Cleaning Commitments	<u>\$new beach contract</u>
FY 21 Available Capital Resources	\$585,336

Economic/Natural Disaster Capital Resource BBF	\$298,575
(DAC may move funds from FY 21 Capital Resources into this line item)	

Event Resources **\$160,381**

(Based on current 7% after capital and administrative)
 (FY20 = \$100,000 allocated after moving funds around and Spent \$95,000)

*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 IV 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 IV from March 30, 2020, through April 28, 2020.

- Agency representatives attended the TDC meeting via Zoom.
- DAC IV 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. TravelMole also will publish editorial on the Keys at that time. TravelMole is one of the premier providers of online information, news and features to the world's travel

trade professionals and has 123,704 daily newswire subscribers within the U.K. and Ireland.

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

- GIA liaised with Dirk Baumgartl, chief editor of LGBTQ publisher Blu Media and gay travel magazine Spartacus Traveler, to glean insight into the impact of the coronavirus on LGBTQ-sector media outlets.
- Canadian affiliate LMA registered earlier this year for the 2020 Travel Media Association of Canada (TMAC) Annual Media Marketplace in Sudbury, Ontario. Originally scheduled June 9-12, the conference is now planned for early September 2020. LMA is awaiting the confirmed date and will continue preparations when appropriate.
- LMA representatives promoted the Keys at an early March media event hosted by the Travel Media Association of Canada. Additional association events are on hold until September 2020.
- LMA held phone conferences about Florida Keys subjects with representatives of various media outlets, social media influencers and freelancers. They included the Globe and Mail daily newspaper.
- LMA arranged a radio interview for Andy Newman with Greg Hetherington of CKXS-FM's travel radio show to provide an update on the Keys and keep the destination top-of-mind with listeners. In addition, LMA arranged a 25-minute interview segment for Newman with Jim Bamboulis, host of Face Up Travel Podcast, to discuss news from the Keys and the COVID-19 effect on travel. LMA is working to arrange interviews with other influential Canadian outlets as well.
- During the reporting period, press releases were distributed in the U.K. and France on topics including the 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 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 waterfront Easter message that reached more than 72,000 people and drew 7,900 engagements, an Islamorada sunset that reached nearly 79,000 people and garnered more than 7,600 engagements, a Facebook Live video of a sunset over the ocean that reached nearly 89,000 people and drew more than 8,700 engagements and a live oceanfront segment that reached nearly 75,000 people and drew more than 5,800 engagements. NewmanPR continues to manage regular contributions to social media content on the TDC’s Facebook, Twitter, Instagram and YouTube sites, during both business hours and evening and weekend hours as needed. A detailed social media report follows this document.
- Agency began compilation of a resource list of Keys “armchair” virtual offerings, currently with 75 examples, for use by media, with various promotions and for social media posts.
- During the reporting period, agency issued tourism advisories to the industry on topics including the Florida governor’s stay-at-home order, unemployment compensation information, requirements for proof of local residence besides reentry stickers at the roadway checkpoints, official county directives requiring employees and customers of essential businesses to wear masks and essential businesses to limit customer capacity, screening procedures and quarantines for arriving airline passengers at the Key West and Marathon airports, the Florida Department of Business and

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

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

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

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

- Agency wrote, posted on the website and featured in the e-newsletter an overview of the “Safer@Home” initiative.
- Agency wrote, posted on the website and featured in the e-newsletter a story on fiction and nonfiction books that provide “virtual visits” to the Keys.
- Agency wrote, posted on the website and featured in the e-newsletter a story on the Florida Keys Shipwreck Trail established by the Florida Keys National Marine Sanctuary, as well as the Keys’ best known artificial reefs.
- Agency wrote, posted on the website and featured in the e-newsletter a story on tarpon fishing in the Keys.
- Agency wrote, posted on the website and featured in the e-newsletter a “Stewards of the Keys” profile of Lisa Mongelia, executive director of Islamorada’s History of Diving Museum.
- Agency wrote and issued an advisory to tourism interests about temporary nighttime closures at the Snake Creek Bridge as part of an ongoing bridge rehabilitation project.
- 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.

###

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



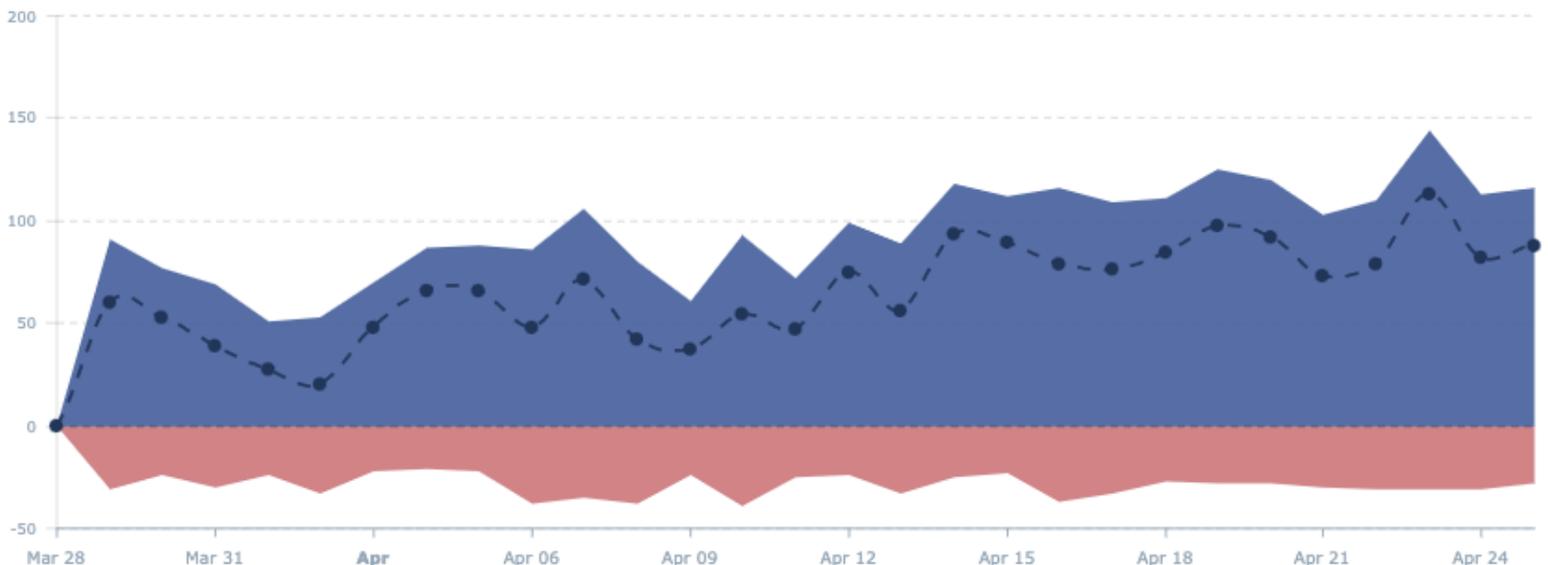
PAGE CONSUMPTIONS
109,446



Audience Growth

LIKES BREAKDOWN BY DAY

■ ORGANIC LIKES ■ PAID LIKES ■ UNLIKES ■ NET LIKES



AUDIENCE GROWTH METRICS

Total Fans 467,410

Organic Likes 2,669

Net likes 1,854

NUMBER OF NET
LIKES INCREASED BY

↑ 0.4%



Audience Engagement



IMPRESSION METRICS

Organic Impressions 2,194,745

Paid Impressions 1,847,683

Viral Impressions 478,738

Total Impressions 4,521,166

Users Reached 3,388,364

ACTION METRICS

Reactions 55,588

Comments 3,792

Shares 5,435

Other Engagements 69,066

Total Engagements 133,881

Top Performing Posts

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



POST



REACTIONS



COMMENTS



SHARES



CLICKS



VIRALITY



REACH



The Florida Keys & Key West

22 APR 9:00 PM



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

3624

161

483

3403

4.95%

129,033



The Florida Keys & Key West

08 APR 12:21 PM



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

2120

76

103

798

6.36%

45,666



The Florida Keys & Key West

06 APR 10:28 PM



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

4540

333

210

13699

15.42%

99,711

Twitter Activity Overview



DAILY EXPOSURE

66,750



POST ENGAGEMENTS

2,189

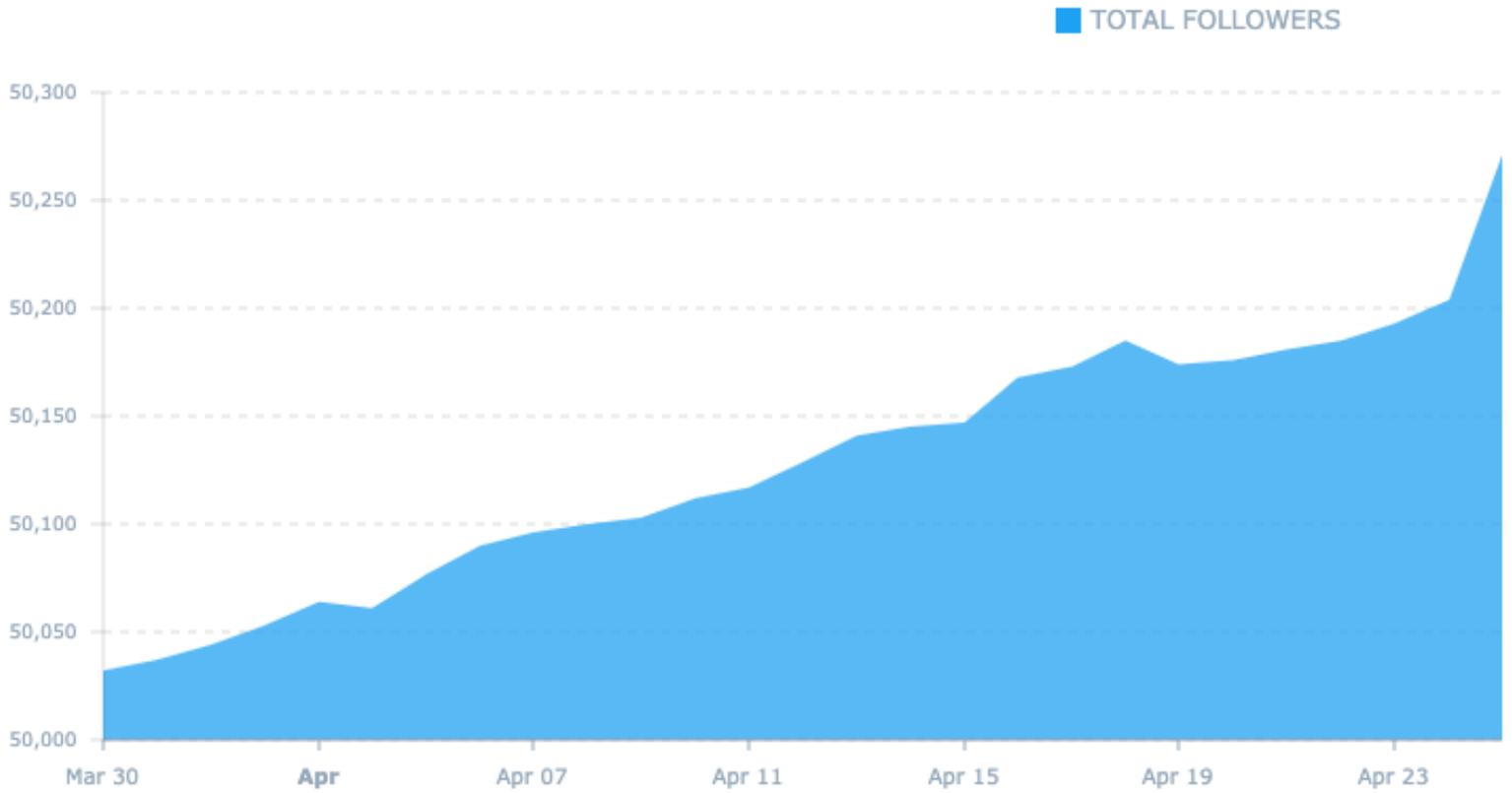


REACH

1,366,400



Audience Growth



FOLLOWER METRICS

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

YOUR FOLLOWERS INCREASED BY

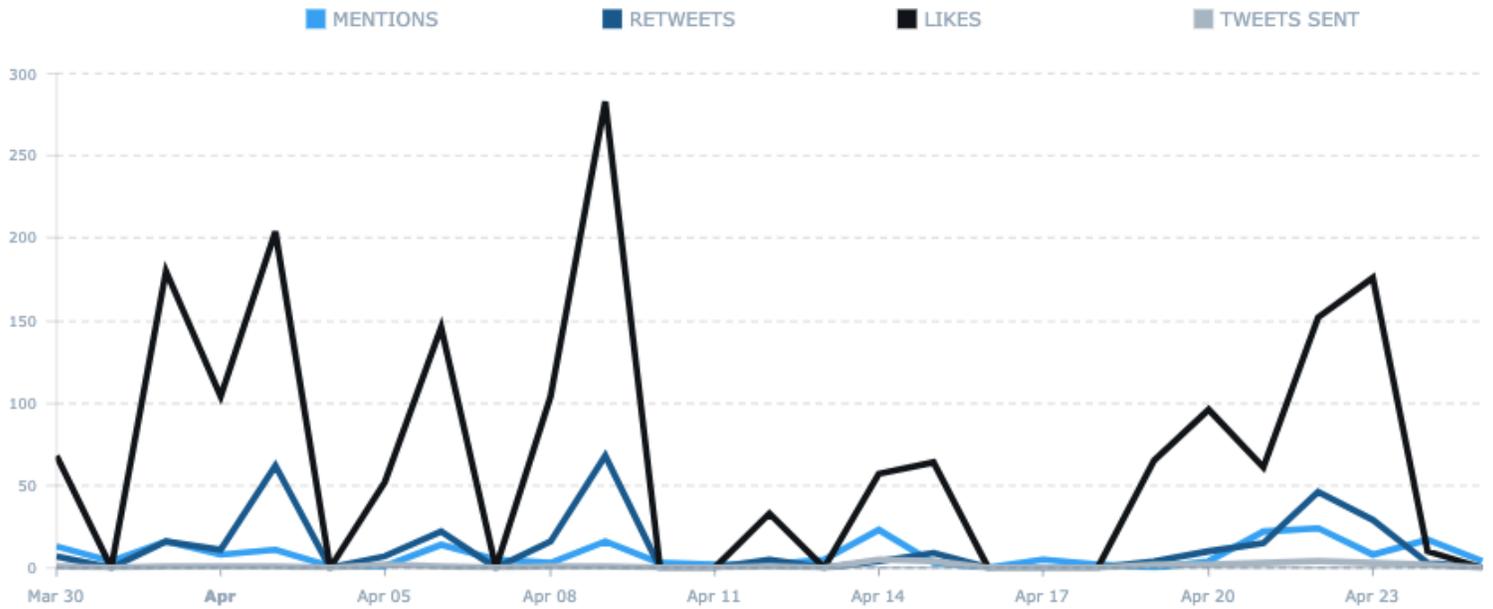
↑ **0.48%**

SINCE PREVIOUS PERIOD



Audience Engagement

AUDIENCE ENGAGEMENT BY DAY



ENGAGEMENT METRICS

Mentions	216
Retweets	334
Likes	1,855
Tweets Sent	34

Total Engagements 2,405

CONTENT HABITS METRICS

Plain Text	10
Photos	1
Videos	0

Total Sent Tweets 11

TOP TWEETS



The Florida Keys @thefloridakeys 22 Apr 3:43 PM

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

Retweets 41 Likes 134 Reach 51,204



The Florida Keys @thefloridakeys 09 Apr 8:48 PM

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

Retweets 67 Likes 283 Reach 51,877



The Florida Keys @thefloridakeys 03 Apr 2:01 PM

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

Retweets 63 Likes 204 Reach 50,102

Instagram Activity Overview



FOLLOWERS
234,132



FOLLOWING
474

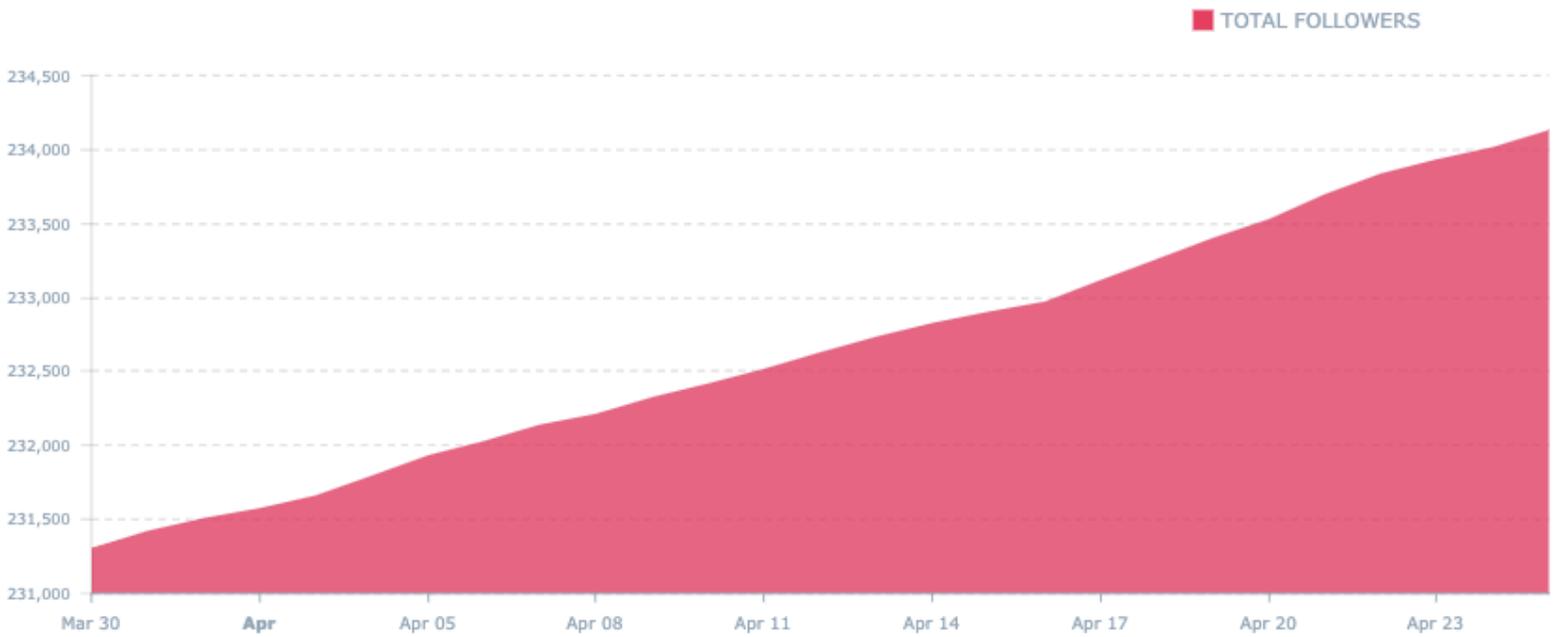


POSTS
1,519



Audience Growth

AUDIENCE GROWTH BY DAY



FOLLOWER METRICS

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

YOUR FOLLOWERS
INCREASED BY

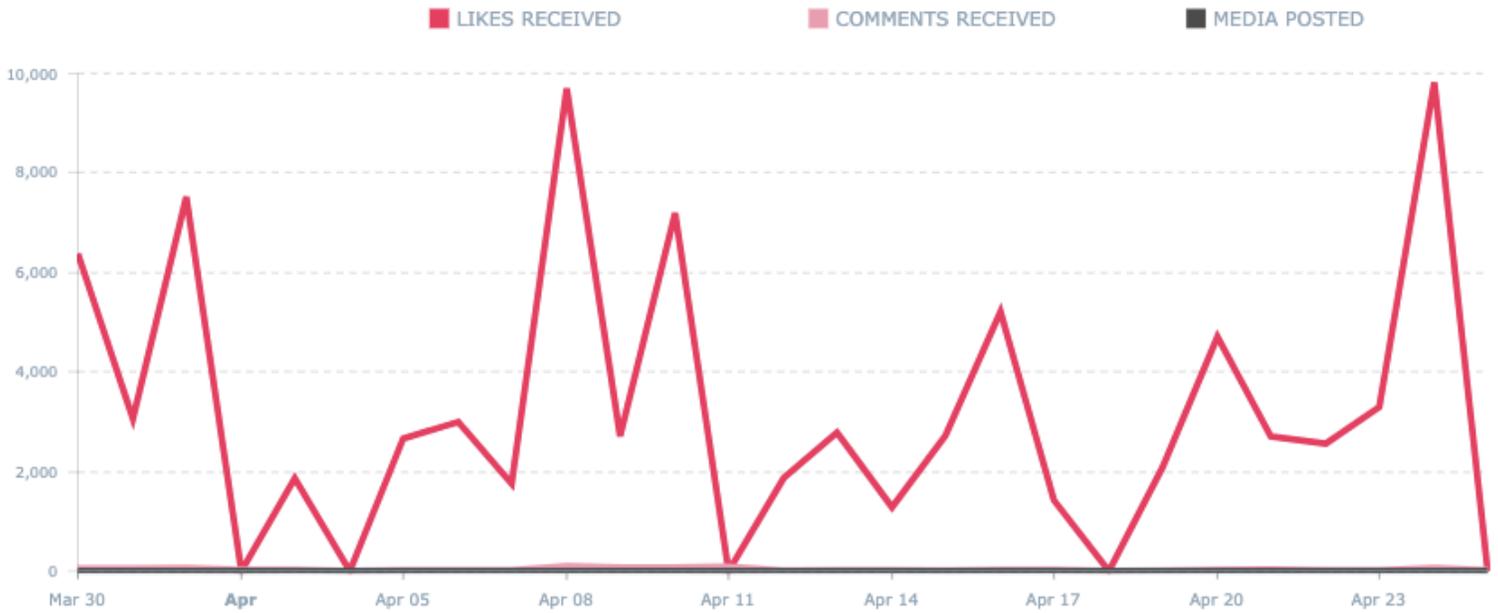
↑ **1.22%**

SINCE PREVIOUS PERIOD



Audience Engagement

AUDIENCE ENGAGEMENT BY DAY



ENGAGEMENT METRICS

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

PUBLISHING METRICS

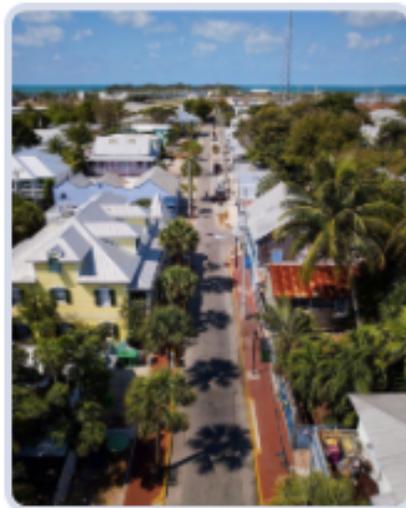
Total Media Sent	21
Total Comments Received	961
Total Comments Received Last Period	412

TOP INSTAGRAM POSTS



Likes 9,822

Comments 112



Likes 9,702

Comments 191



Likes 7,521

Comments 94



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

TO: DAC 4 Members **G.1**
FROM: Danielle Salmán-Villasuso
DATE: May 1, 2020
RE: May 12, 2020 DAC 4 Meeting
CC: John Underwood

G.1 Advertising Re-cap:

Media

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

In-State Spot Television: 6/15-7/31

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

National Cable (Fishing TV):

- Silver Kings TV – Discovery Channel and Fox Sports Sun Network – June & July

Digital:

- Facebook/Instagram – 6/15-7/31
- WeddingWire.com/TheKnot.com – 6/15-7/31
- OutsideMagazine.com – 6/15-7/31
- Adara – 6/15-7/31
- Tremor Video – 6/15-7/26
- SpotX – 6/15-7/31
- SportFishing.com/SaltwaterSportsman.com – 6/15-7/31

Search Engine Marketing: June & July

- Google AdWords

Islamorada Co-Op Programs (Digital & Print)

- [Winter Digital](#)

- AJC.com – 7/9
- Summer Digital
 - CNN.com – 6/15-7/31
 - Conversant – 6/15-7/31

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

Specific Projects:

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

- Completing media authorizations with updated run dates as they are finalized
- Re-targeting remainder of FY 2019/2020 markets to geo-target drive down markets such as Atlanta, Dallas, Charlotte and Florida
- Phase 1, Positive Outlook Campaign
 - Developed media plan to run during Phase 1, promoting positive outlook creative
 - Launched Facebook and Instagram image ad, promoting “Keeping our distance. remaining connected.” on 3/30
 - Launched new Facebook and Instagram video ad, running :30 See You Soon video on FL Keys channels, 4/6
 - Launched new Facebook and Instagram photograph ad “Better days ahead” running on FL Keys channels, 4/15
 - Monitoring Facebook and Instagram “Positive Outlook” social media campaign
 - Created e-blast based on approved “Positive Outlook” social concept
 - Trafficked “Positive Outlook” e-blasts to AJC.com, DallasNews.com and CharlotteObserver.com for dates 4/1-4/2, and 5/6-5/7
 - Revising thirty-second “See you soon” video for social media, pre-roll and broadcast to have more direct “we’re closed message”
- Phase 2 “Opening Soon” - The Florida Keys announce an opening date
 - Developing media plan with social, banners, print, out of home, video and radio
 - Development of concepts for each of the channels listed above
- Phase 3 “Now Open” - The Florida Keys are open for visitors
 - Developing media plan with social, banners, print, out of home, video and radio
 - Development of concepts for each of the channels listed above
- Phase 4 “The New Normal” - The Florida Keys resume business, targeting drive down markets
 - Concepting “drive down” and “the new normal” to run across all channels once all paused Spring and Summer media resumes
- Planning:
 - Development of strategic outline for phases of re-opening messaging
 - Strategic planning for FY 2020/2021
 - Script development for new generic, district and umbrella fifteen-second, thirty-second and sixty-second videos
- Co-op Programs
 - Updated co-op information for a property re-brand across all digital spring and summer programs
 - Created landing pages for Summer co-op programs including: floridakeysearlysummer.com, floridakeyslatesummer.com, keywestinstatesummer.com, marathonsummer.com, islamoradasummer.com, keylargosummer.com
- Native Content - The Agency supplied input and coordinated native content stories with the following online and print publications:
 - Travel + Leisure
 - Food & Wine
 - NationalGeographic.com
 - Afar.com
 - LonelyPlanet.com
 - Momtastic.com
 - CondeNastTraveller.co.uk

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

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

Ongoing:

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

Industry Partner Support:

- Planning weekly content to share with industry partners to stay connected with visitors during this difficult time such as social media photographs, social media copy, videos, digital postcards, marketing tips, etc.
- Monitoring FL Keys Co-Op Website for site traffic and industry partner content downloads
- Upcoming outreach to industry partners for week of 5/4 to provide Florida Keys Zoom Backgrounds
- Created digital postcard to share with industry partners on the week of 4/20, downloaded 49 times
- 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

The DAC 4 FY 19/20 media plans and response report are attached.

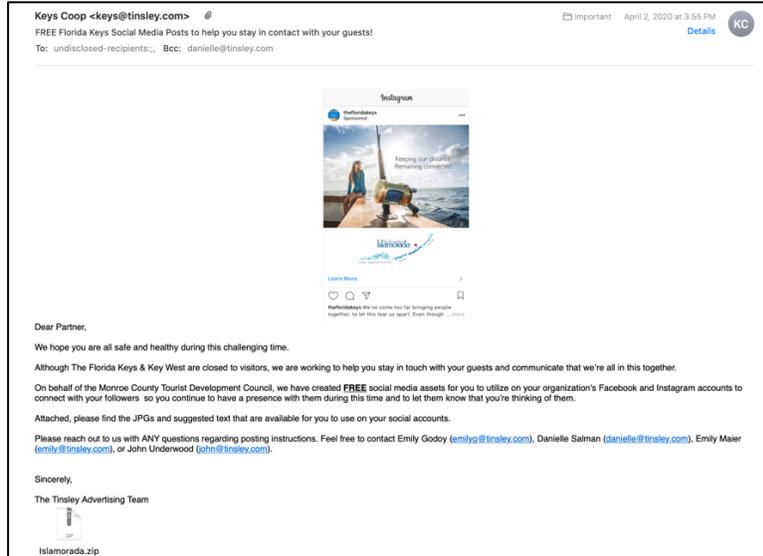
G.2 Consideration & Action: Media Recommendation

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

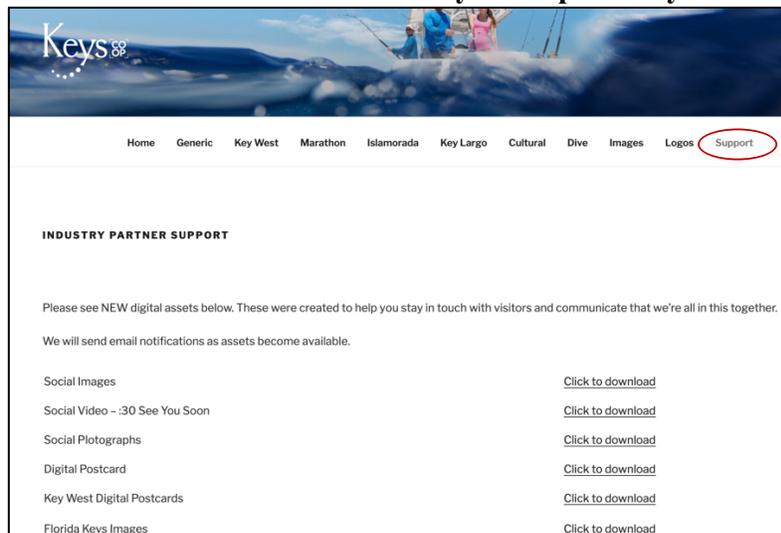
Industry Partner Support:

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

Letter Sent to Industry Partners with Downloadable Files



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



Social Images



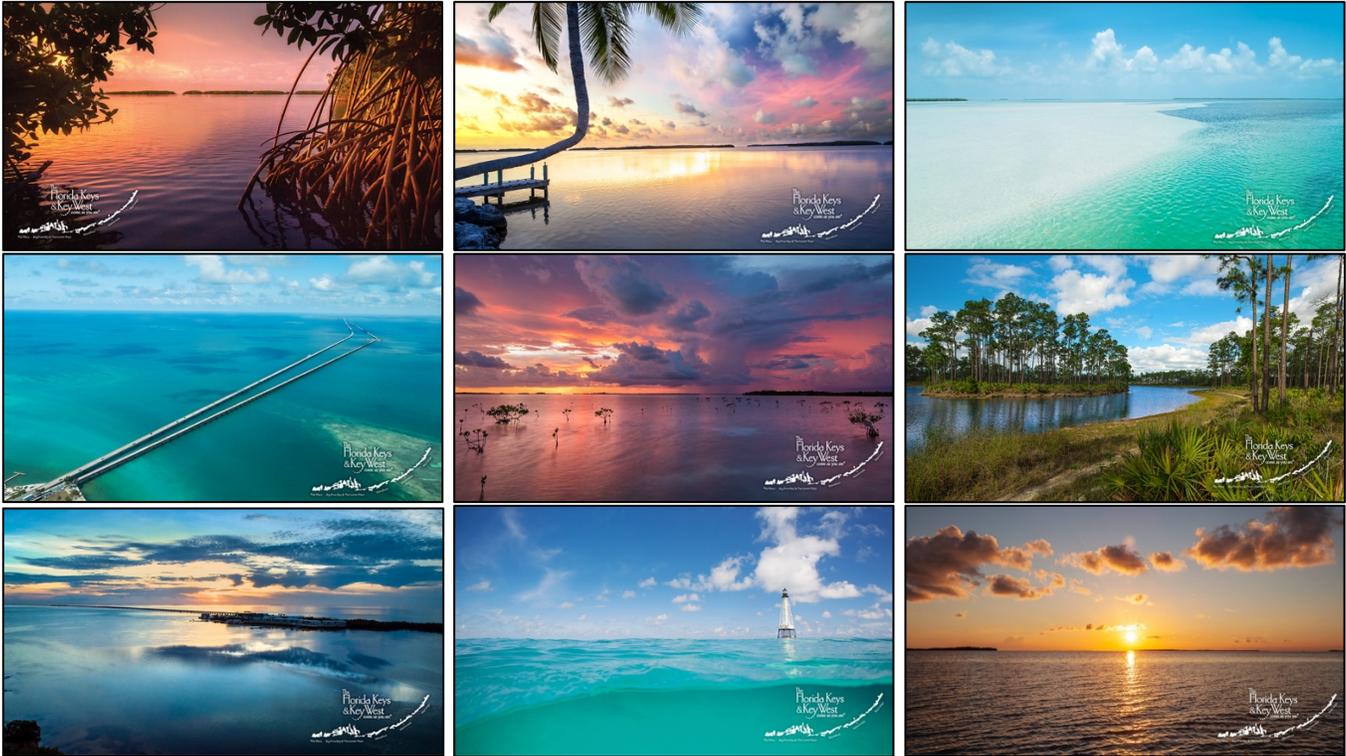
Social Video



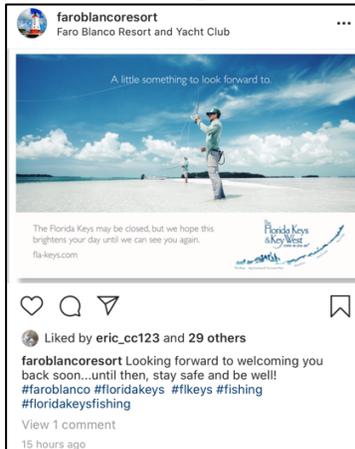
Photographs



Zoom Backgrounds



Examples of Industry Partner Support



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



ISLAMORADA					
OCTOBER 2019					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
10/30/19	ChigacoTribune.com	400,000	9,617	2.40%	N/A
10/16/19	NYTimes.com Great Getaways - Co-Op	221,975	1,514	0.68%	N/A
10/14-10/31	Adara Media Network Re-Targeting (Mobile/Tablet/Desktop/Cross-Device)	141,214	185	0.13%	N/A
10/21-10/31	CNTraveler.com (Native Content via Social Media)	244,022	178	0.07%	N/A
10/21-10/31	Tremor Video Pre-Roll (Mobile/Tablet/Desktop)	201,150	103	0.05%	N/A
DATE	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
10/1-10/31	Facebook/Instagram - Sponsored Ads	483,004	16,489	3.41%	N/A
DATE	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
10/1-10/31	Google Ad Words				
	florida scuba diving	2,403	155	6.45%	N/A
	pet friendly resorts in florida	900	73	8.11%	N/A
	florida pet friendly hotels	345	19	5.51%	N/A
	pet friendly beach resorts in florida	238	19	7.98%	N/A
	florida fishing	118	11	9.32%	N/A
	pet friendly hotels in florida	219	10	4.57%	N/A
	pet friendly beaches florida	94	10	10.64%	N/A
	pet friendly beaches in florida	83	8	9.64%	N/A
	pet friendly in florida	112	6	5.36%	N/A
	pet friendly hotels florida	58	6	10.34%	N/A
	florida pet friendly beaches	69	4	5.80%	N/A
	[swim with dolphins in florida]	21	4	19.05%	N/A
	florida pet friendly resorts	75	3	4.00%	N/A
	pet friendly resorts florida	27	3	11.11%	N/A
	tarpon fishing	19	3	15.79%	N/A
	[Getting Married In Florida]	17	2	11.76%	N/A
	pet friendly campgrounds in florida	9	2	22.22%	N/A
NOVEMBER 2019					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
11/1-11/30	CNTraveler.com (Native Content via Social Media)	843,311	6,074	0.72%	N/A
11/6/19	Philly.com Travel - Co-Op	216,133	960	0.44%	N/A
11/1-11/30	Adara Media Network Re-Targeting (Mobile/Tablet/Desktop/Cross-Device)	373,286	828	0.22%	N/A
11/1-11/30	SportFishingMag.com E-Newsletter	33,929	526	8.09%	N/A
11/1-11/30	Tremor Video Pre-Roll (Mobile/Tablet/Desktop/Cross-Device)	517,319	325	0.06%	N/A
DATE	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
11/1-11/30	Facebook/Instagram Sponsored Ad	482,427	78,848	16.34%	N/A
DATE	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
11/1-11/30	Google Ad Words				
	swim with dolphins florida	411	36	8.76%	N/A
	florida fishing	480	26	5.42%	N/A
	scuba diving	701	19	2.71%	N/A
	florida destinations	258	16	6.20%	N/A
	best fishing spots in florida	123	14	11.38%	N/A
	florida hotels	477	13	2.73%	N/A
	pet friendly resorts in florida	169	10	5.92%	N/A
	pet friendly beaches in florida	121	10	8.26%	N/A
	best saltwater fishing spots in florida	137	9	6.57%	N/A
	snorkeling	384	8	2.08%	N/A
	pet friendly in florida	140	7	5.00%	N/A
	florida vacation	246	6	2.44%	N/A
	saltwater fishing	118	6	5.08%	N/A
	pet friendly beaches florida	87	6	6.90%	N/A
	swim with dolphins in florida	55	5	9.09%	N/A
	pet friendly florida beaches	68	4	5.88%	N/A
	swimming with dolphins in florida	24	4	16.67%	N/A
	tarpon fish	120	3	2.50%	N/A
	best florida vacations	100	3	3.00%	N/A
	florida scuba diving	82	3	3.66%	N/A
	florida pet friendly hotels	77	3	3.90%	N/A
	swim with dolphins florida	73	3	4.11%	N/A
	florida pet friendly resorts	60	3	5.00%	N/A
	florida resorts	266	2	0.75%	N/A
	offshore fishing	123	2	1.63%	N/A
	pet friendly resorts florida	59	2	3.39%	N/A
	florida inshore fishing	42	2	4.76%	N/A
	snorkeling in florida	31	2	6.45%	N/A
	florida fishing hot spots	19	2	10.53%	N/A
	Where can you swim with dolphins in florida	14	2	14.29%	N/A
	florida pet friendly beaches	5	2	40.00%	N/A
DECEMBER 2019					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/15	Adara Media Network Re-Targeting (Mobile/Tablet/Desktop/Cross-Device)	377,717	2,280	0.60%	N/A
12/1-12/15	Tremor Video Pre-Roll (Mobile/Tablet/Desktop/Cross-Device)	1,035,229	584	0.06%	N/A
12/4/19	Boston.com - Co-Op	43,756	100	0.23%	N/A
12/1-12/15	CNTraveler.com (Native Content via Social Media)	180,457	88	0.05%	N/A
DATE	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/31	Facebook/Instagram Sponsored Ad	235,268	4,262	1.81%	N/A
DATE	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/31	Google Ad Words				

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

12/1-12/31	swim with dolphins florida	1,943	157	8.08%	N/A
	pet friendly resorts in florida	1,601	150	9.37%	N/A
	florida vacation	2,355	94	3.99%	N/A
	florida destinations	2,176	92	4.23%	N/A
	florida fishing	1,708	91	5.33%	N/A
	best saltwater fishing spots in florida	845	78	9.23%	N/A
	florida hotels	1,473	67	4.55%	N/A
	best fishing spots in florida	779	62	7.96%	N/A
	scuba diving	1,603	49	3.06%	N/A
	pet friendly beaches in florida	573	48	8.38%	N/A
	florida pet friendly hotels	729	42	5.76%	N/A
	pet friendly in florida	649	42	6.47%	N/A
	best florida vacations	1,065	40	3.76%	N/A
	pet friendly florida beaches	510	37	7.25%	N/A
	snorkeling	1,105	30	2.71%	N/A
	pet friendly beaches florida	356	30	8.43%	N/A
	saltwater fishing	706	28	3.97%	N/A
	florida resorts	943	27	2.86%	N/A
	[swim with dolphins in florida]	224	26	11.61%	N/A
	offshore fishing	562	21	3.74%	N/A
	florida pet friendly resorts	284	20	7.04%	N/A
	pet friendly resorts florida	167	17	10.18%	N/A
	tarpon fish	465	16	3.44%	N/A
	tarpon fishing	270	16	5.93%	N/A
	[swim with dolphins florida]	281	14	4.98%	N/A
	pet friendly hotels florida	263	14	5.32%	N/A
	florida scuba diving	210	14	6.67%	N/A
	best fishing spots in south florida	159	14	8.81%	N/A
	pet friendly campgrounds in florida	91	13	14.29%	N/A
	florida fishing hot spots	87	11	12.64%	N/A
	florida inshore fishing	208	10	4.81%	N/A
	pet friendly hotels in florida	276	9	3.26%	N/A
	[Getting Married In Florida]	128	8	6.25%	N/A
	snorkeling in florida	116	7	6.03%	N/A
	[swimming with dolphins in florida]	91	7	7.69%	N/A
	best places to stay in florida	342	6	1.75%	N/A
	good fishing spots in florida	120	6	5.00%	N/A
	beach wedding venues	82	6	7.32%	N/A
	florida pet friendly beaches	53	6	11.32%	N/A
	pet friendly hotels in south florida	41	6	14.63%	N/A
	pet friendly hotel florida	81	5	6.17%	N/A
	pet friendly florida resorts	23	5	21.74%	N/A
	fishing spots in florida	164	4	2.44%	N/A
	florida wedding venues	99	4	4.04%	N/A
	south florida fishing spots	92	4	4.35%	N/A
	[dolphin swim florida]	37	4	10.81%	N/A
	[Where can you swim with dolphins in florida]	72	3	4.17%	N/A
	pet friendly campgrounds florida	23	3	13.04%	N/A
	best destination weddings	127	2	1.57%	N/A
	pet friendly florida hotels	29	2	6.90%	N/A
	florida vacation ideas	117	1	0.85%	N/A
	destination wedding	105	1	0.95%	N/A
	destination wedding locations	58	1	1.72%	N/A
	florida beach wedding	52	1	1.92%	N/A
	pet friendly hotels south florida	43	1	2.33%	N/A
	destination wedding planner	22	1	4.55%	N/A
	pet friendly beach resorts in florida	13	1	7.69%	N/A
JANUARY 2020					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
1/1-1/31	Adara Media Network Re-Targeting (Mobile/Tablet/Desktop/Cross-Device)	379,864	1,778	0.47%	N/A
1/15/20	ChicagoTribune.com - Co-Op	40,000	1,001	2.50%	N/A
1/6-1/31	Tremor Video Pre-Roll (Mobile/Tablet/Desktop/Cross-Device)	460,923	477	0.10%	77.53%
DATE	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
1/1-1/31	Facebook/Instagram Sponsored Ad	330,641	2,880	0.87%	N/A
	Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
1/1-1/31	florida vacation	8,626	317	3.67%	N/A
	best florida vacations	5,300	191	3.60%	N/A
	pet friendly resorts in florida	1,848	185	10.01%	N/A
	florida destinations	4,162	151	3.63%	N/A
	swim with dolphins florida	1,627	138	8.48%	N/A
	florida hotels	2,781	86	3.09%	N/A
	best places to stay in florida	1,581	58	3.67%	N/A
	florida resorts	1,977	55	2.78%	N/A
	pet friendly beaches in florida	387	39	10.08%	N/A
	best saltwater fishing spots in florida	448	34	7.59%	N/A
	pet friendly florida beaches	531	29	5.46%	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 pet friendly resorts	358	29	8.10%	N/A	
[swim with dolphins florida]	355	25	7.04%	N/A	
pet friendly resorts florida	285	21	7.37%	N/A	
florida pet friendly hotels	370	20	5.41%	N/A	
pet friendly beach resorts in florida	152	20	13.16%	N/A	
florida vacation ideas	647	17	2.63%	N/A	
pet friendly in florida	278	17	6.12%	N/A	
pet friendly hotels florida	226	17	7.52%	N/A	
[swimming with dolphins in florida]	185	17	9.19%	N/A	
pet friendly beach hotels florida	98	14	14.29%	N/A	
pet friendly hotels in florida	196	13	6.63%	N/A	
best fishing spots in florida	260	12	4.62%	N/A	
[Where can you swim with dolphins in florida]	116	12	10.34%	N/A	
florida fishing	314	10	3.18%	N/A	
[swim with dolphins in florida]	134	8	5.97%	N/A	
[dolphin swim florida]	51	7	13.73%	N/A	
pet friendly campgrounds in florida	40	7	17.50%	N/A	
pet friendly hotel florida	79	6	7.59%	N/A	
pet friendly hotels in south florida	56	6	10.71%	N/A	
pet friendly florida resorts	44	5	11.36%	N/A	
tarpon fish	74	4	5.41%	N/A	
florida scuba diving	69	4	5.80%	N/A	
pet friendly hotels south florida	64	4	6.25%	N/A	
tarpon fishing	52	4	7.69%	N/A	
offshore fishing	163	3	1.84%	N/A	
best fishing spots in south florida	84	3	3.57%	N/A	
good fishing spots in florida	21	3	14.29%	N/A	
fishing spots in florida	35	2	5.71%	N/A	
pet friendly campgrounds florida	17	2	11.76%	N/A	
south florida fishing spots	53	1	1.89%	N/A	
snorkeling	27	1	3.70%	N/A	
florida beach wedding	21	1	4.76%	N/A	
[florida dolphin swim]	19	1	5.26%	N/A	
snorkeling in florida	7	1	14.29%	N/A	
destination wedding planner	2	1	50.00%	N/A	
FEBRUARY 2020					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
2/3-2/29	CNN.com Pre-Roll Video - Co-Op (Geo: NY,CHI,PHL,BOS,DC)	165,014	2,158	1.31%	88.00%
2/1-2/29	Adara Media Network Re-Targeting (Mobile/Tablet/Desktop/Cross-Device)	379,864	1,778	0.47%	N/A
2/12/20	SaltwaterSportsman E-Newsletter	11,442	931	8.14%	N/A
2/1-2/29	Tremor Video Pre-Roll (Mobile/Tablet/Desktop/Cross-Device)	434,878	321	0.07%	79.01%
2/1-2/29	NationalGeographic.com (Banners)	266,049	247	0.09%	N/A
2/3-2/29	OutsideOnline.com	120,463	239	0.20%	N/A
2/19/20	Boston.com - Co-Op	5,252	92	1.40%	N/A
2/1-2/29	NationalGeographic.com (Pre-Roll)	71,262	44	0.06%	99.72%
MOBILE		Impressions	Clicks/Engagements	Click-through %	VCR
2/1-2/29	Facebook/Instagram Sponsored Ad	294,482	4,260	1.45%	N/A
	Google Ad Words				
2/1-2/28	pet friendly resorts in florida	1,848	185	10.01%	N/A
	swim with dolphins florida	1,627	138	8.48%	N/A
	best places to stay in florida	1,581	58	3.67%	N/A
	pet friendly beaches in florida	387	39	10.08%	N/A
	best saltwater fishing spots in florida	448	34	7.59%	N/A
	pet friendly florida beaches	531	29	5.46%	N/A
	florida pet friendly resorts	358	29	8.10%	N/A
	[swim with dolphins florida]	355	25	7.04%	N/A
	pet friendly resorts florida	285	21	7.37%	N/A
	florida pet friendly hotels	370	20	5.41%	N/A
	pet friendly beach resorts in florida	152	20	13.16%	N/A
	pet friendly in florida	278	17	6.12%	N/A
	pet friendly hotels florida	226	17	7.52%	N/A
	[swimming with dolphins in florida]	185	17	9.19%	N/A
	pet friendly beach hotels florida	98	14	14.29%	N/A
	pet friendly hotels in florida	196	13	6.63%	N/A
	best fishing spots in florida	260	12	4.62%	N/A
	[Where can you swim with dolphins in florida]	116	12	10.34%	N/A
	florida fishing	314	10	3.18%	N/A
	[swim with dolphins in florida]	134	8	5.97%	N/A
	[dolphin swim florida]	51	7	13.73%	N/A
	pet friendly campgrounds in florida	40	7	17.50%	N/A
	pet friendly hotel florida	79	6	7.59%	N/A
	pet friendly hotels in south florida	56	6	10.71%	N/A
	pet friendly florida resorts	44	5	11.36%	N/A
	tarpon fish	74	4	5.41%	N/A
	florida scuba diving	69	4	5.80%	N/A
	pet friendly hotels south florida	64	4	6.25%	N/A
	tarpon fishing	52	4	7.69%	N/A
	offshore fishing	163	3	1.84%	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

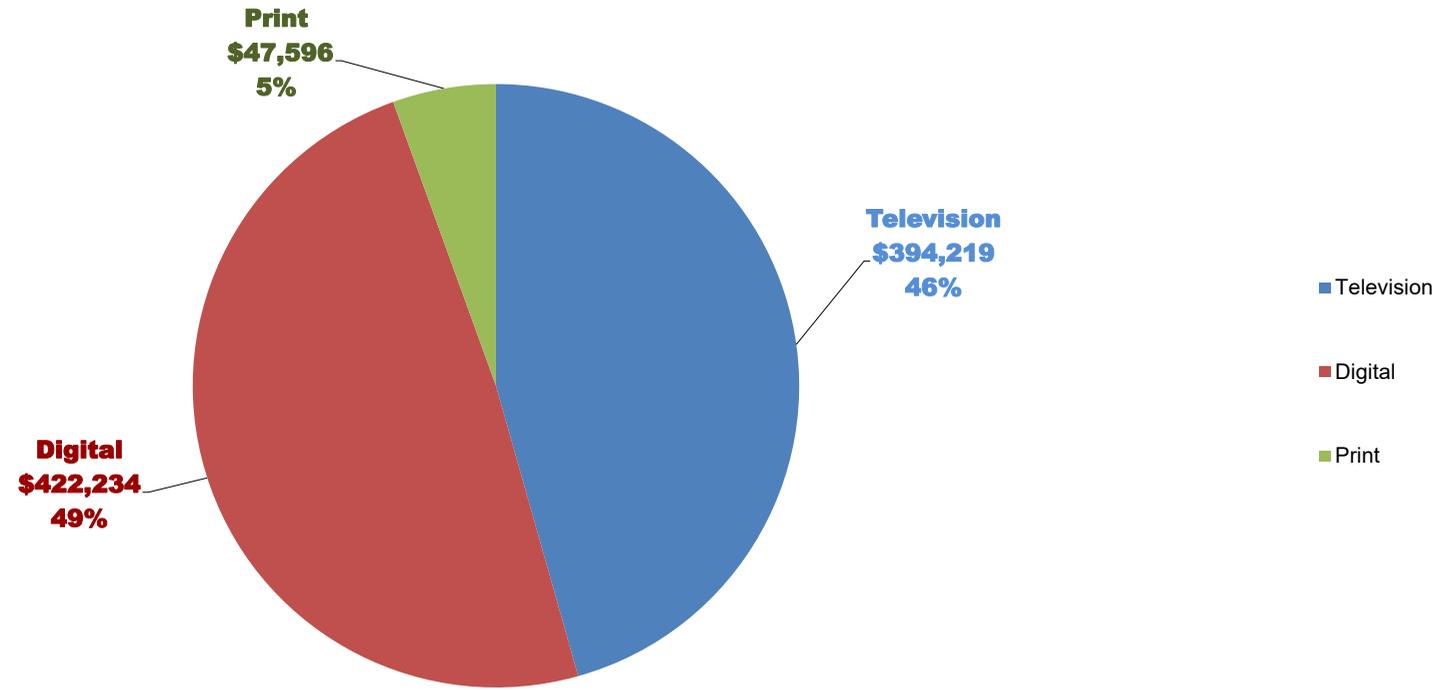
	best fishing spots in south florida	84	3	3.57%	N/A
	good fishing spots in florida	21	3	14.29%	N/A
	fishing spots in florida	35	2	5.71%	N/A
	pet friendly campgrounds florida	17	2	11.76%	N/A
	south florida fishing spots	53	1	1.89%	N/A
	snorkeling	27	1	3.70%	N/A
	florida beach wedding	21	1	4.76%	N/A
	[florida dolphin swim]	19	1	5.26%	N/A
	snorkeling in florida	7	1	14.29%	N/A
MARCH 2020					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
3/1-3/16	WeddingWire.com/TheKnot.com	83,267	1,428	1.71%	N/A
3/1-3/16	Tremor Video Pre-Roll (Mobile/Tablet/Desktop/Cross-Device)	133,248	1,084	0.81%	81.29%
3/1-3/16	Adara Media Network Re-Targeting (Mobile/Tablet/Desktop/Cross-Device)	187,429	709	0.38%	N/A
3/1-3/16	SportFishing.com/SaltwaterSportsman.com	5,627	41	0.73%	N/A
3/1-3/16	OutsideMagazine.com (Native Content via Social Media)	7,201	21	0.29%	N/A
	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
3/1-3/16	Facebook/Instagram Sponsored Ad	228,982	3,965	1.73%	N/A
	Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
3/1-3/25	florida fishing	3,623	313	8.64%	N/A
	trips to florida	1,445	134	9.27%	N/A
	pet friendly beaches in florida	710	113	15.92%	N/A
	swim with dolphins florida	819	96	11.72%	N/A
	best fishing spots in florida	1,064	75	7.05%	N/A
	good fishing spots in florida	804	70	8.71%	N/A
	best saltwater fishing spots in florida	615	61	9.92%	N/A
	florida resorts	1,471	52	3.54%	N/A
	florida vacations	1,069	43	4.02%	N/A
	best places to stay in florida	783	39	4.98%	N/A
	pet friendly florida beaches	440	39	8.86%	N/A
	florida vacation	1,169	37	3.17%	N/A
	best fishing spots in south florida	230	32	13.91%	N/A
	fishing spots in florida	357	25	7.00%	N/A
	pet friendly in florida	276	24	8.70%	N/A
	scuba diving	393	20	5.09%	N/A
	offshore fishing	706	17	2.41%	N/A
	florida pet friendly resorts	164	16	9.76%	N/A
	south florida fishing spots	175	15	8.57%	N/A
	pet friendly resorts in florida	238	14	5.88%	N/A
	pet friendly campgrounds in florida	72	13	18.06%	N/A
	snorkeling	178	8	4.49%	N/A
	[swim with dolphins in florida]	128	7	5.47%	N/A
	[swim with dolphins florida]	126	7	5.56%	N/A
	tarpon fish	159	7	4.40%	N/A
	pet friendly hotels in florida	93	6	6.45%	N/A
	florida beach wedding	160	6	3.75%	N/A
	tarpon fishing	99	5	5.05%	N/A
	florida pet friendly hotels	143	5	3.50%	N/A
	[swimming with dolphins in florida]	55	5	9.09%	N/A
	beachfront hotels in florida	137	5	3.65%	N/A
	florida scuba diving	70	4	5.71%	N/A
	"florida vacation"	186	4	2.15%	N/A
	destination wedding packages	108	3	2.78%	N/A
	[Where can you swim with dolphins in florida]	47	3	6.38%	N/A
	pet friendly beach resorts in florida	64	3	4.69%	N/A
	beach wedding destinations	53	2	3.77%	N/A
	florida wedding venues	42	2	4.76%	N/A
	florida family vacations	23	1	4.35%	N/A
	florida weddings	107	1	0.93%	N/A
	pet friendly florida resorts	4	1	25.00%	N/A
	pet friendly hotels florida	51	1	1.96%	N/A
	pet friendly hotels south florida	20	1	5.00%	N/A
	florida scuba	28	1	3.57%	N/A
	pet friendly hotel florida	17	1	5.88%	N/A

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

FY 2020 MEDIA PLAN

		Media Ordered=	Media To Be Ordered=														
Holidays /Events	*Halloween (10/31)	* X-Mas (12/25)	* Mini-Lobster Season (7/29-7/30)														
	* Columbus Day (10/14)	* New Year's Day (1/1)	* Ind Day (7/4)														
	* Art Basel (12/5-12/8)	* MLK Day (1/20)	* Labor Day (9/7)														
Public Schools Vacation Calendars	Miami-Dade County Public Schools:	Winter Break: 12/23-1/5	Spring Break: 3/23-3/29														
	Broward County Public Schools:	12/23-1/6	3/20-3/29														
	Palm Beach County Public Schools:	12/23-1/6	3/23-3/30														
	Martin County Public Schools:	12/23-1/5	3/14-3/22														
	Hillsborough County Public Schools:	12/23-1/6	3/14-3/22														
	Pinellas County Public Schools:	12/23-1/6	3/14-3/22														
	Orange County Public Schools:	12/23-1/6	3/13-3/22														
	Osceola County Public Schools:	12/23-1/6	3/14-3/22														
	Seminole County Public Schools:	12/23-1/5	3/14-3/22														
	Duval County Public Schools:	12/23-1/6	3/14-3/22														
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					

**DAC IV ISLAMORADA
FY 2020 PLAN DISTRIBUTION BY MEDIA**



TOTAL MEDIA EXPENDITURE TO DATE: \$864,050



MEDIA MEMORANDUM

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

The following provides you with a recommendation for Islamorada 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 Islamorada 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 – Islamorada 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 - Islamorada 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- Islamorada 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 Islamorada 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 Islamorada. Television activity will appear in the following markets:

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

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-Islamorada has 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 Islamorada'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 Islamorada. 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

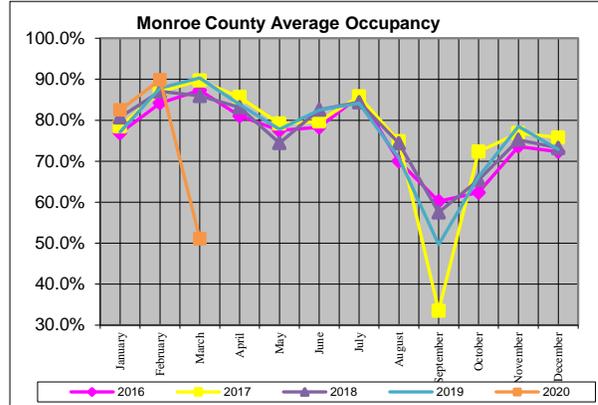
	Current Month - March 2020 vs March 2019									Year to Date - March 2020 vs March 2019								
	Occ %		ADR		RevPAR		Percent Change from March 2019			Occ %		ADR		RevPAR		Percent Change from YTD 2019		
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR
Florida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

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

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

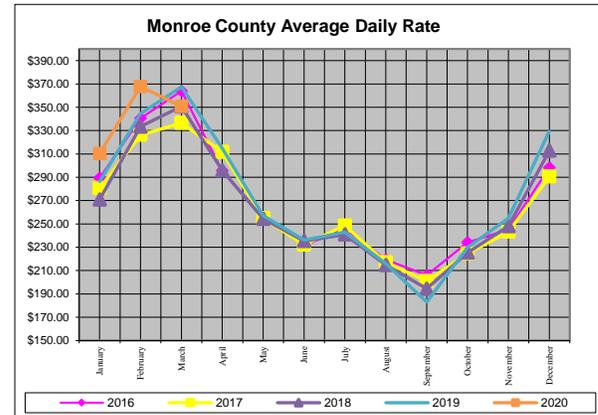
OCCUPANCY RATE

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



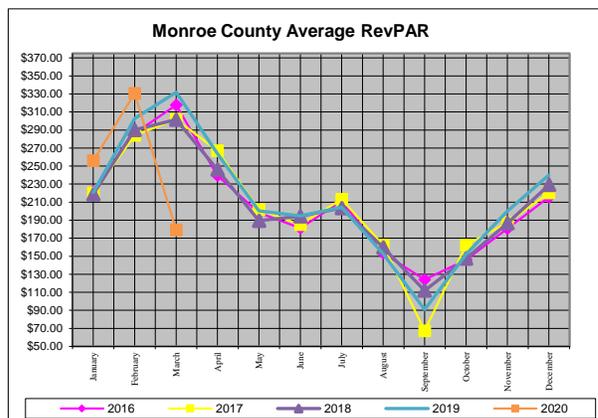
AVERAGE DAILY RATE

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



RevPAR

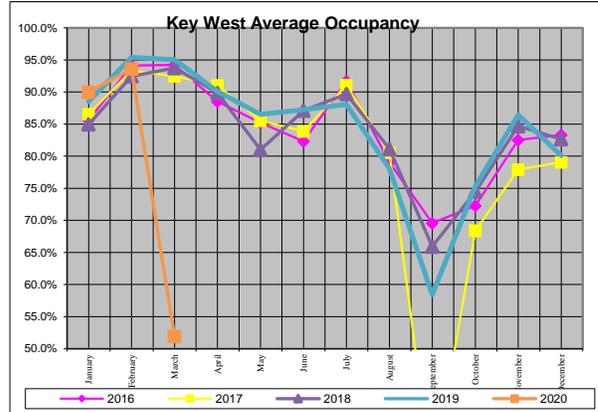
	2016	2017	2018	2019	2020	% Chg
January	\$222.29	\$220.03	\$218.63	\$220.77	\$256.00	16.0%
February	\$286.50	\$283.91	\$290.16	\$302.80	\$330.62	9.2%
March	\$317.67	\$301.77	\$301.51	\$331.86	\$179.22	-46.0%
April	\$239.57	\$266.96	\$245.98	\$263.95		
May	\$198.30	\$201.72	\$189.36	\$200.15		
June	\$181.12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



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

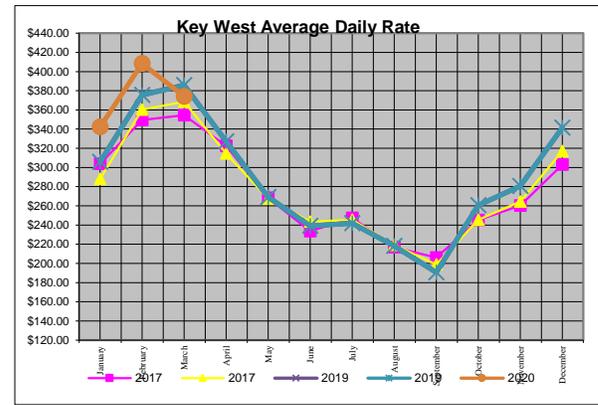
OCCUPANCY RATE

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



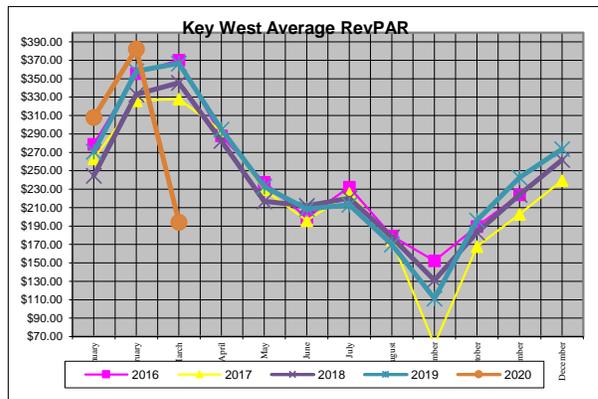
AVERAGE DAILY RATE

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



RevPAR

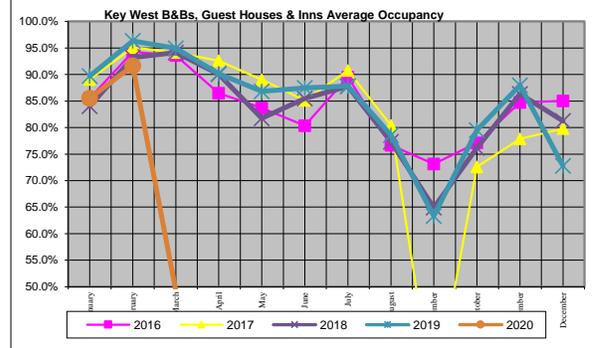
	2016	2017	2018	2019	2020	% Chg
January	\$278.65	\$263.06	\$244.72	\$270.78	\$307.99	13.7%
February	\$355.57	\$326.08	\$332.94	\$358.09	\$382.40	6.8%
March	\$370.39	\$327.89	\$345.53	\$366.63	\$194.30	-47.0%
April	\$287.84	\$293.52	\$282.59	\$294.80		
May	\$237.58	\$229.47	\$216.71	\$232.76		
June	\$199.32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



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

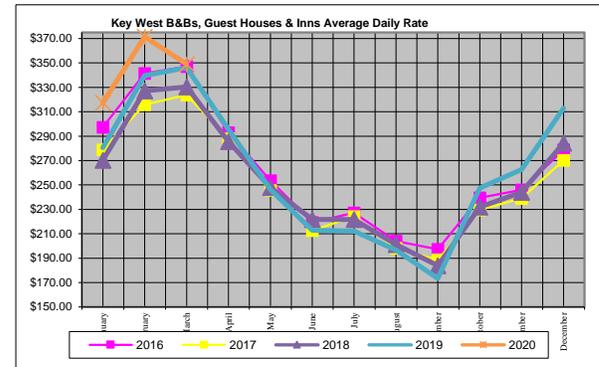
OCCUPANCY RATE

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



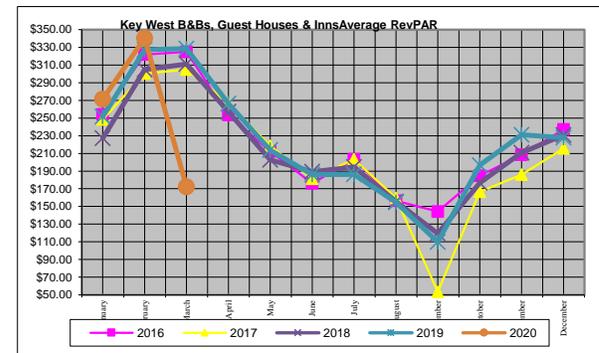
AVERAGE DAILY RATE

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



RevPAR

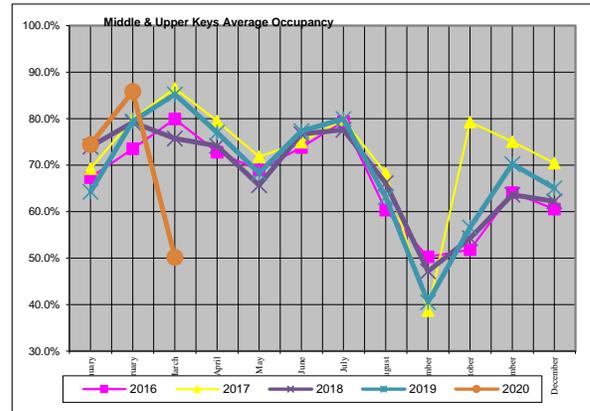
	2016	2017	2018	2019	2020	% Chg
January	\$254.06	\$248.39	\$227.04	\$251.70	\$271.47	7.9%
February	\$321.92	\$300.41	\$304.91	\$327.17	\$340.45	4.1%
March	\$324.84	\$304.72	\$310.99	\$328.54	\$172.11	-47.6%
April	\$253.32	\$266.51	\$257.08	\$266.34		
May	\$212.12	\$218.44	\$202.64	\$213.82		
June	\$176.20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



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

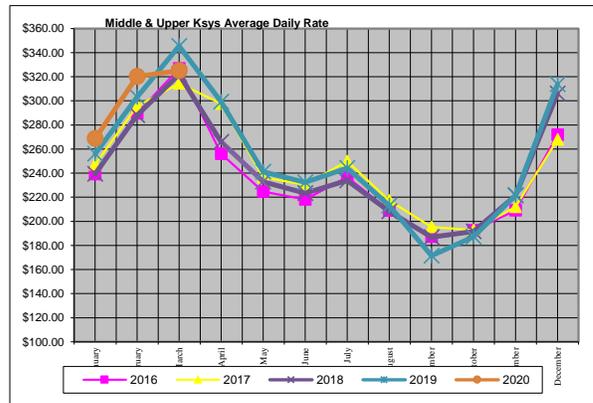
OCCUPANCY RATE

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



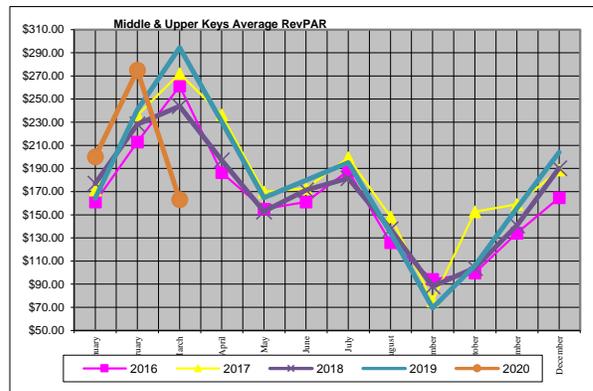
AVERAGE DAILY RATE

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



RevPAR

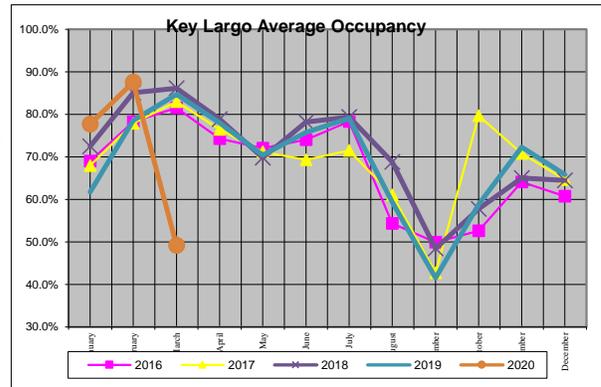
	2016	2017	2018	2019	2020	% Chg
January	\$161.12	\$171.35	\$177.05	\$164.39	\$200.04	21.7%
February	\$212.90	\$236.01	\$228.18	\$240.77	\$274.90	14.2%
March	\$261.25	\$272.09	\$243.85	\$294.44	\$163.12	-44.6%
April	\$186.38	\$236.47	\$197.19	\$230.39		
May	\$154.99	\$169.87	\$152.90	\$164.70		
June	\$161.05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



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

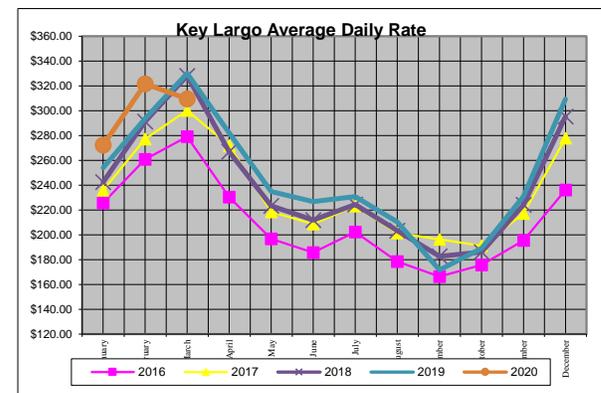
OCCUPANCY RATE

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



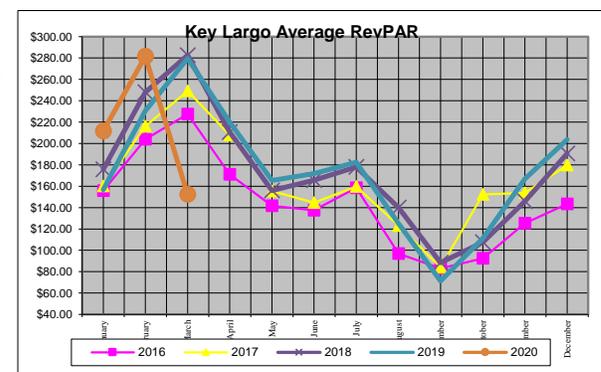
AVERAGE DAILY RATE

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



RevPAR

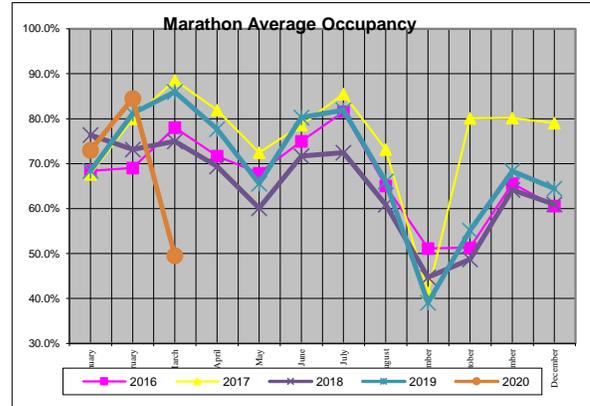
	2016	2017	2018	2019	2020	% Chg
January	\$155.82	\$160.20	\$175.80	\$156.71	\$211.55	35.0%
February	\$204.03	\$216.00	\$247.85	\$230.69	\$281.67	22.1%
March	\$227.49	\$249.19	\$282.64	\$279.65	\$152.37	-45.5%
April	\$171.14	\$207.85	\$210.64	\$220.03		
May	\$141.67	\$155.47	\$155.90	\$165.38		
June	\$137.38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



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

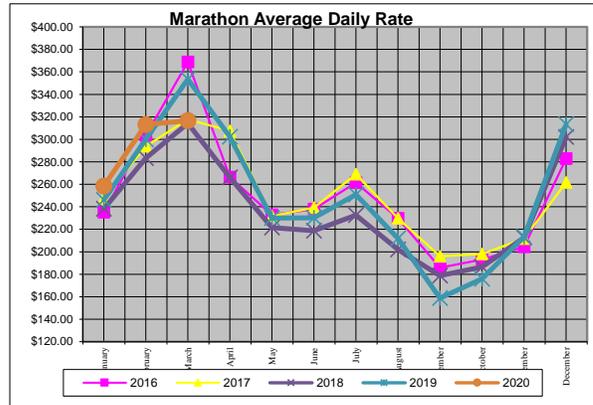
OCCUPANCY RATE

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



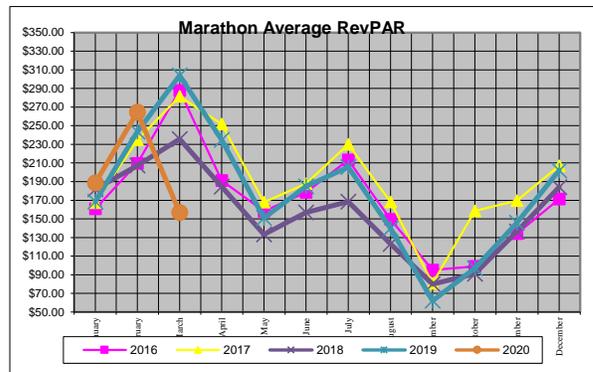
AVERAGE DAILY RATE

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



RevPAR

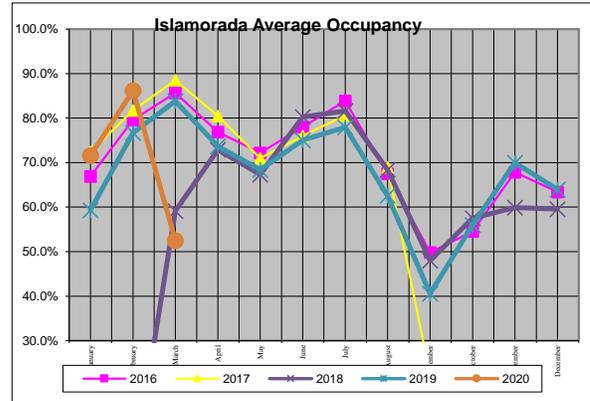
	2016	2017	2018	2019	2020	% Chg
January	\$160.85	\$167.40	\$181.87	\$168.38	\$188.60	12.0%
February	\$209.61	\$234.92	\$207.21	\$243.52	\$264.62	8.7%
March	\$287.86	\$281.49	\$235.69	\$303.93	\$156.85	-48.4%
April	\$191.02	\$251.84	\$184.66	\$234.79		
May	\$158.10	\$167.98	\$133.18	\$150.86		
June	\$178.47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



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

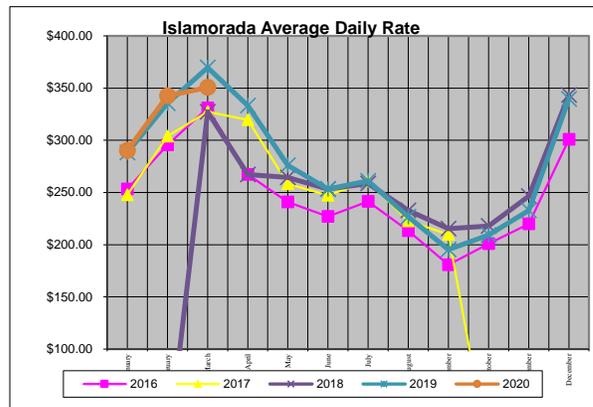
OCCUPANCY RATE

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



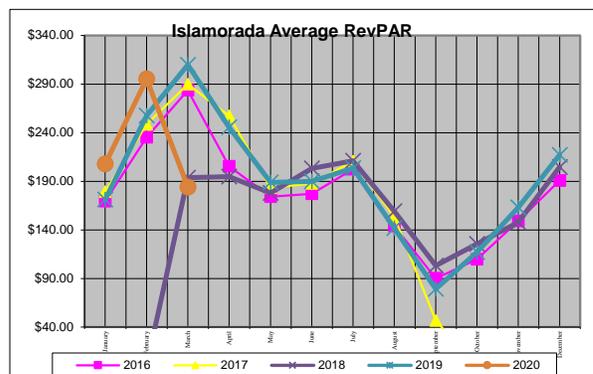
AVERAGE DAILY RATE

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



RevPAR

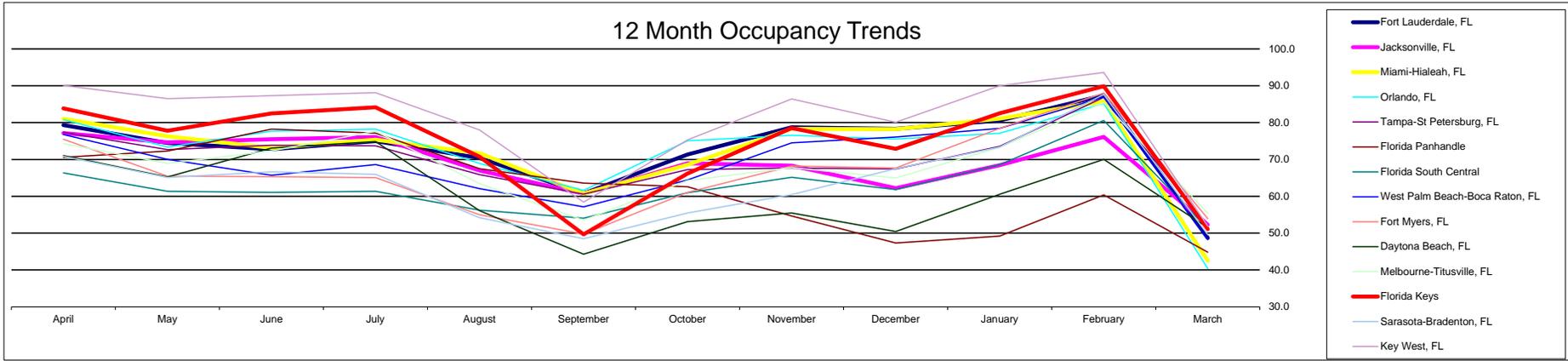
	2016	2017	2018	2019	2020	% Chg
January	\$169.55	\$179.25	*	\$171.04	\$207.70	21.4%
February	\$235.29	\$248.55	*	\$257.41	\$295.23	14.7%
March	\$283.57	\$289.76	\$193.57	\$309.82	\$184.03	-40.6%
April	\$205.40	\$257.18	\$194.81	\$245.54		
May	\$173.99	\$183.44	\$178.02	\$188.69		
June	\$177.01	\$187.76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



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

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

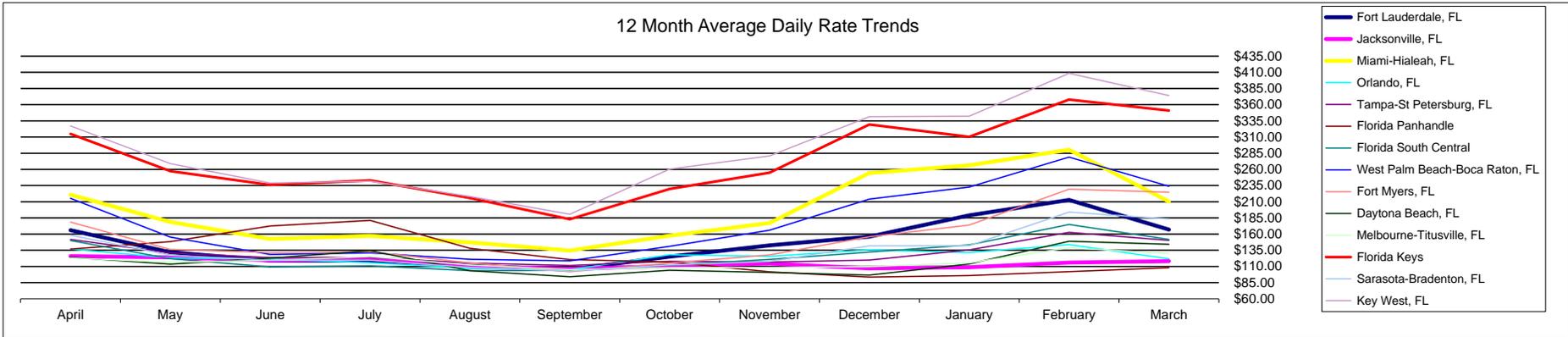
Florida Markets Comparison



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

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

Florida Markets Comparison



Average Daily Rate

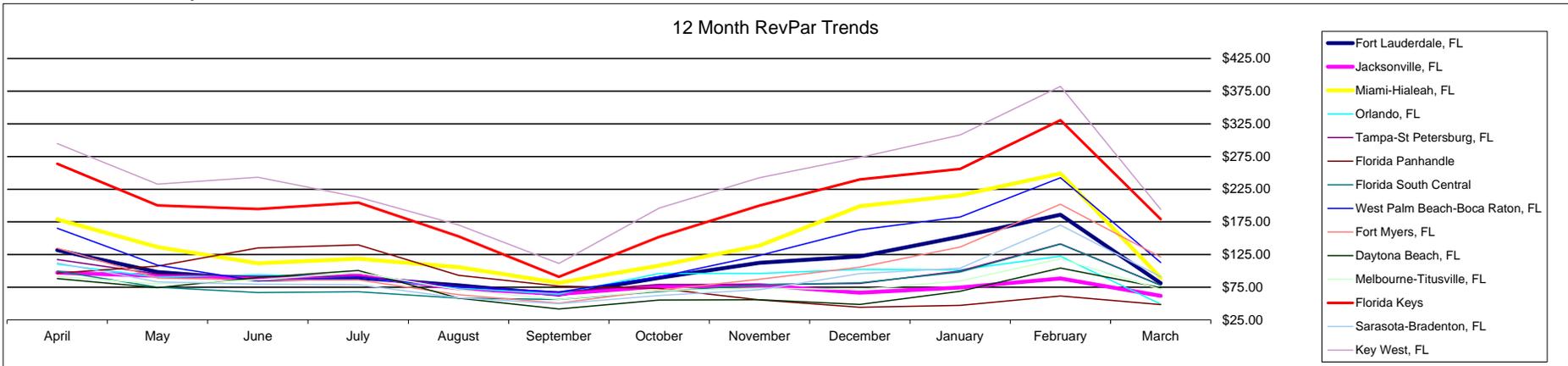
	March	February	January	December	November	October	September	August	July	June	May	April
Fort Lauderdale, FL	\$ 166.89	\$ 212.82	\$ 189.08	\$ 156.12	\$ 142.69	\$ 125.08	\$ 104.89	\$ 110.72	\$ 119.07	\$ 119.21	\$ 131.93	\$ 166.02
Jacksonville, FL	\$ 118.07	\$ 115.96	\$ 108.70	\$ 106.96	\$ 114.38	\$ 110.46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

Year to Date Average Daily Rate

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

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

Florida Markets Comparison



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

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



Memorandum

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

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

Covid – 19 Special Report



Destination Analysts

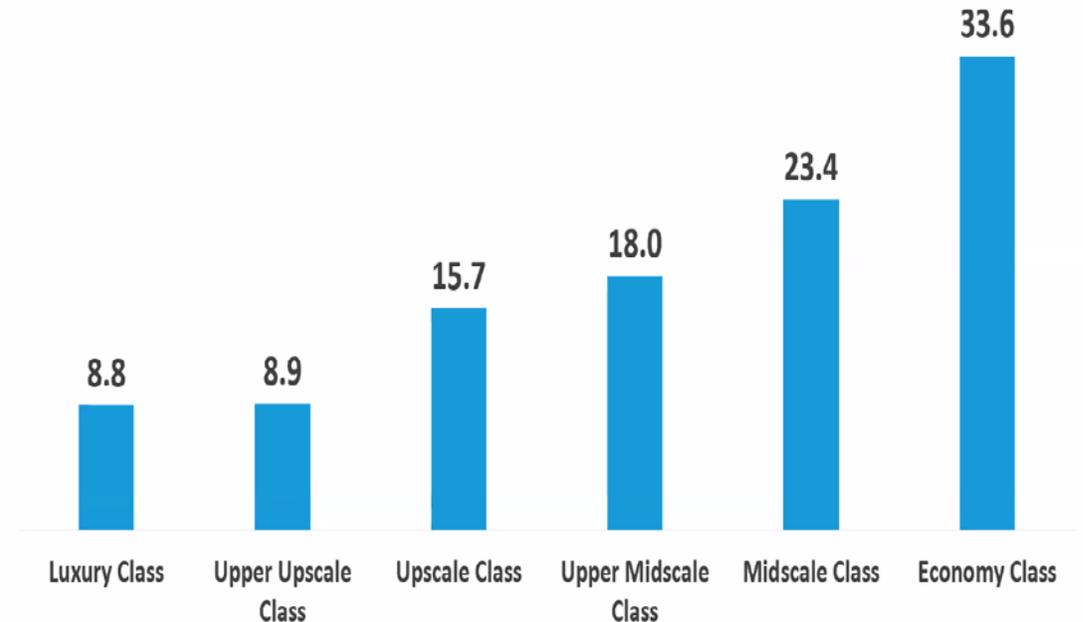
Coronavirus' Impact on American Travel

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

STR Weekly Hotel Performance Highlights

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

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



Harris Poll Covid-19 Tracker

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

MMGY Global Travel Insight Report

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

Travel Pulse Study with Luggage Hero

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

U.S. Travel Sentiment Survey

STAYING IN TOUCH

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

IMPACT ON TRAVEL PLANS

Travel Content Viewed or Interacted with in Last Two Months



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



1
DINE OUT with
friends (40.9%)



2
HANG OUT with
friends (39.6%)



3
GROOMING services
(37.2%)



4
Go SHOPPING
(35.6%)



5
Go ON A TRIP
(22.5%)



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



7
Go to THE GYM
(20.1%)



8
Go on A DATE
(15.6%)



9
HIKE
(14.5%)



10
Go to a BAR/NIGHTCLUB
(12.4%)

Traditional Feeder Markets 2019 Q3 Visa Vue and nSight

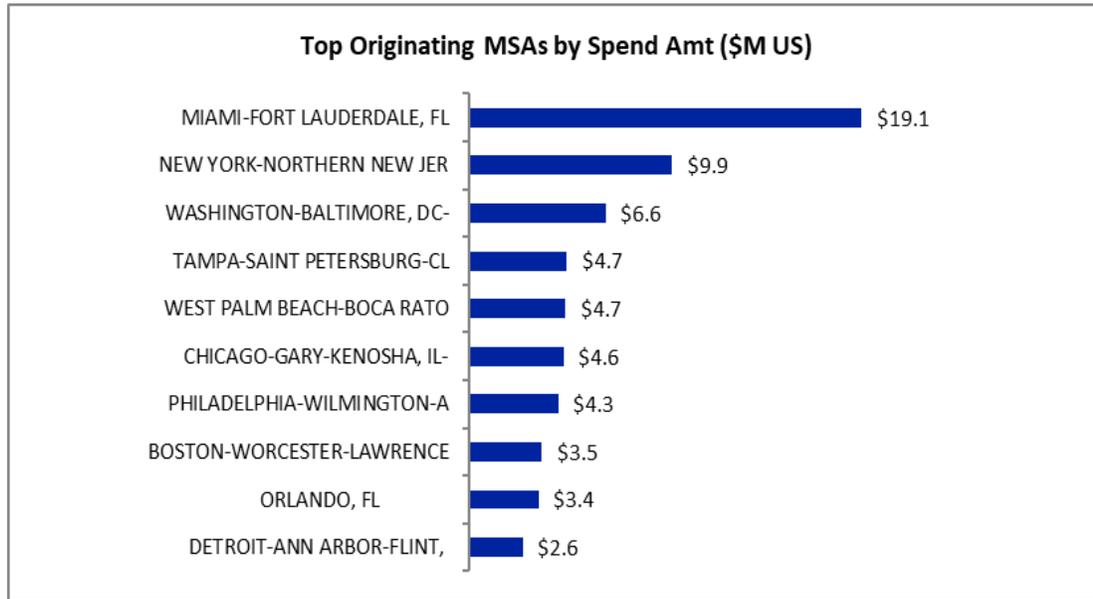
Top Originating MSAs by Spend Amt (\$M US)



2019 KEY WEST FL Top Booking Source Locations nSight

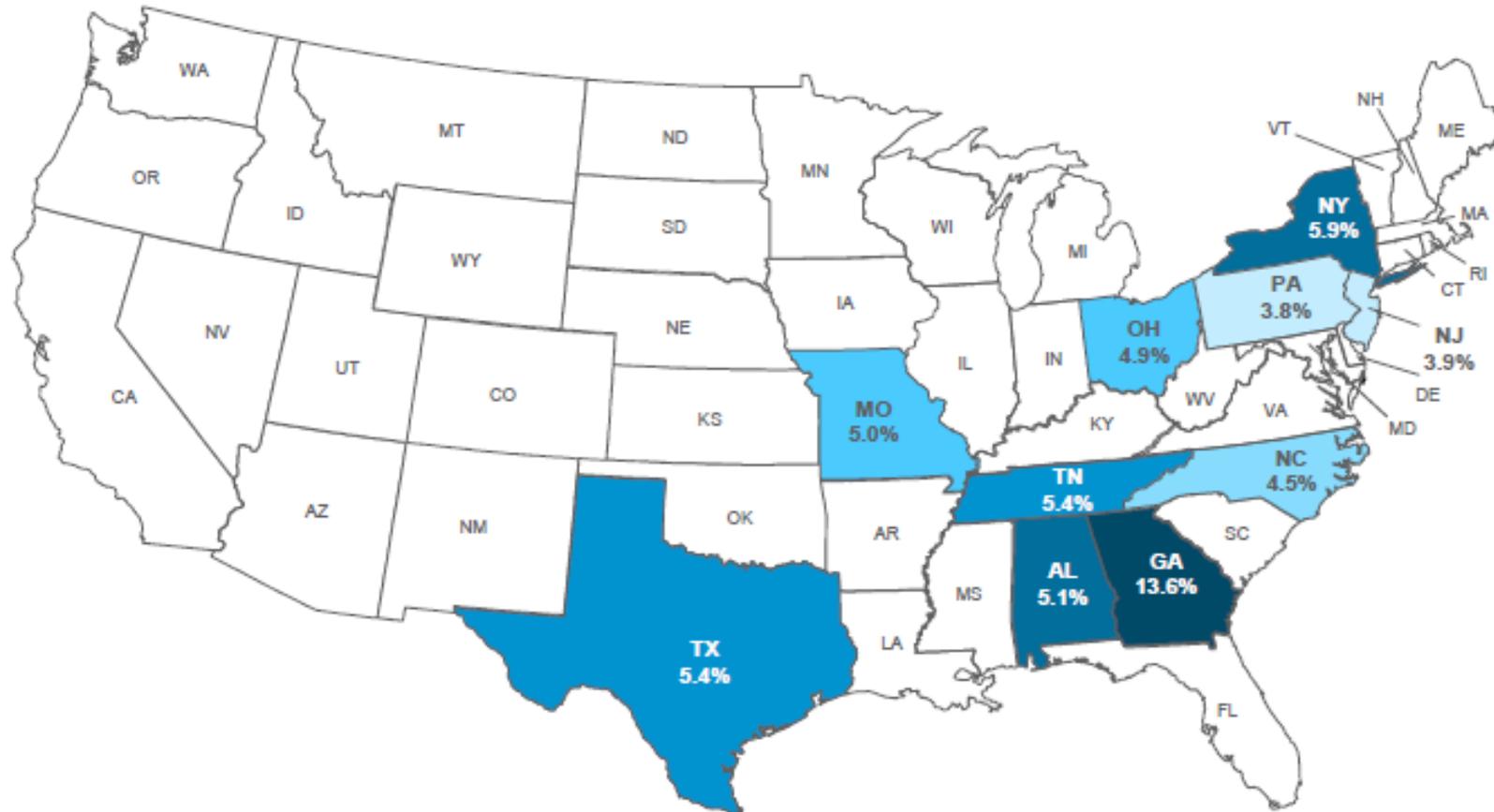
Q3	Rank	Persona
	1	NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA
	2	MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
	3	TAMPA-ST. PETERSBURG-CLEARWATER FL
	4	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
	5	ORLANDO-KISSIMMEE-SANFORD FL
	6	ATLANTA-SANDY SPRINGS-ROSWELL GA
	7	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
	8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

Traditional Feeder Markets 2019 Q4 Visa Vue and nSight



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

Top Domestic Auto Visitors to Florida



Source: D.K. Shifflet and Associates

Domestic Auto Visitors to Florida

Florida Visitor Study/2017

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

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

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

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

CALLS RECORDED & OTHER INQUIRIES

ISLAMORADA
March 2020

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

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

ACCOMMODATIONS**ISLAMORADA
March 2020**

ACCOMMODATIONS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Hotel/Motel	68	0	4	11	83	100.0%	357	91.1%
B&B/Guest House	0	0	0	0	0	0.0%	3	0.8%
Campground/RV	0	0	0	0	0	0.0%	5	1.3%
Vacation Rental	0	0	0	0	0	0.0%	8	2.0%
None	0	0	0	0	0	0.0%	19	4.8%
	68	0	4	11	83		392	
	81.9%	0.0%	4.8%	13.3%				

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.

Length of Stay, Number in Party

**ISLAMORADA
March 2020**

MONTH

FISCAL YEAR-TO-DATE

LENGTH OF STAY:

LENGTH OF STAY:

Minimum: 2
Maximum: 10
Average: 5

Minimum: 1
Maximum: 14
Average: 6

NUMBER OF ADULTS:

NUMBER OF ADULTS:

Minimum: 2
Maximum: 6
Average: 2

Minimum: 1
Maximum: 10
Average: 2

NUMBER OF CHILDREN:

NUMBER OF CHILDREN:

Minimum: 2
Maximum: 2
Average: 2

Minimum: 0
Maximum: 4
Average: 1

ADVERTISING SOURCE**ISLAMORADA
March 2020**

SOURCE NAME	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Friends/Return Visitor	62	0	1	2	65	78.3%	152	38.8%
Internet	0	0	3	0	3	3.6%	40	10.2%
TV Show/Story	1	0	0	0	1	1.2%	10	2.6%
Tourist Directory or Guide	1	0	0	0	1	1.2%	8	2.0%
TV Ad	0	0	0	0	0	0.0%	6	1.5%
Magazine Ad	0	0	0	0	0	0.0%	4	1.0%
Magazine Article	0	0	0	0	0	0.0%	2	0.5%
Newspaper Ad	0	0	0	0	0	0.0%	0	0.0%
Newspaper Article	0	0	0	0	0	0.0%	0	0.0%
Radio Ad	0	0	0	0	0	0.0%	0	0.0%
TDC Website	0	0	0	0	0	0.0%	2	0.5%
Keys Business	0	0	0	0	0	0.0%	8	2.0%
Keys Chamber of Commerce	0	0	0	0	0	0.0%	3	0.8%
Travel Agent	0	0	0	0	0	0.0%	2	0.5%
Directory Assistance	0	0	0	0	0	0.0%	2	0.5%
Billboard	0	0	0	0	0	0.0%	1	0.3%
Do Not Know	0	0	0	0	0	0.0%	47	12.0%
Other	0	0	0	0	0	0.0%	1	0.3%
	64	0	4	2	83		392	
	77.1%	0.0%	4.8%	2.4%				

INTERESTS**ISLAMORADA
March 2020**

INTERESTS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Attractions	65	0	4	2	71	82.6%	226	52.2%
Fishing Deep Sea	0	0	0	1	1	1.2%	10	2.3%
Fishing Backcountry	0	0	0	1	1	1.2%	10	2.3%
Fishing Tournament	0	0	0	1	1	1.2%	1	0.2%
Diving	0	0	0	0	0	0.0%	3	0.7%
Snorkeling	0	0	0	0	0	0.0%	4	0.9%
Water Sports	0	0	0	0	0	0.0%	5	1.2%
Marinas	0	0	0	0	0	0.0%	9	2.1%
Sailing	0	0	0	0	0	0.0%	2	0.5%
Boat Rentals	0	0	0	0	0	0.0%	4	0.9%
Wedding	0	0	0	0	0	0.0%	1	0.2%
Honeymoon	0	0	0	0	0	0.0%	0	0.0%
Kids/Family Vacations	0	0	0	0	0	0.0%	4	0.9%
Relocation/Real Estate	0	0	0	0	0	0.0%	0	0.0%
Coupon Book	0	0	0	0	0	0.0%	1	0.2%
Guided Nature Tour	0	0	0	0	0	0.0%	0	0.0%
Cultural Events/Theatre/Music	0	0	0	0	0	0.0%	5	1.2%
Dining/Entertainment	0	0	0	0	0	0.0%	7	1.6%
Weather	0	0	0	0	0	0.0%	2	0.5%
None	0	0	0	0	0	0.0%	8	1.8%
	65	0	4	5	86		433	
	75.6%	0.0%	4.7%	5.8%				

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.

STATE**ISLAMORADA
March 2020**

STATE	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
TN	0	0	0	3	3	17.6%	4	1.9%
FL	1	0	1	0	2	11.8%	23	11.0%
IN	0	0	1	1	2	11.8%	9	4.3%
MO	0	0	0	2	2	11.8%	3	1.4%
OH	2	0	0	0	2	11.8%	12	5.7%
AZ	0	0	0	1	1	5.9%	1	0.5%
CO	0	0	1	0	1	5.9%	3	1.4%
NV	0	0	0	1	1	5.9%	2	1.0%
NY	1	0	0	0	1	5.9%	16	7.6%
PA	0	0	0	1	1	5.9%	11	5.2%
TX	0	0	0	1	1	5.9%	3	1.4%
	4	0	3	10	17		210	
	23.5%	0.0%	17.6%	58.8%				

How do you plan to travel to the Keys?

ISLAMORADA
March 2020

TRANSPORTATION	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Fly/Drive	67	0	4	2	73	88.0%	272	69.4%
Commercial Airline	1	0	0	0	1	1.2%	9	2.3%
Automobile	0	0	0	1	1	1.2%	20	5.1%
Private Plane	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%	7	1.8%
Motorcycle	0	0	0	0	0	0.0%	1	0.3%
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	0.3%
Bus/Shuttle	0	0	0	0	0	0.0%	1	0.3%
Train	0	0	0	0	0	0.0%	0	0.0%
Undecided	0	0	0	0	0	0.0%	0	0.0%
	68	0	4	3	83		392	
	81.9%	0.0%	4.8%	3.6%				

What month do you plan to travel?

ISLAMORADA
March 2020

MONTH TRAVELING	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Unknown	35	0	1	7	43	51.8%	196	50.0%
March	13	0	0	3	16	19.3%	53	13.5%
April	16	0	0	0	16	19.3%	37	9.4%
May	4	0	0	0	4	4.8%	17	4.3%
June	0	0	3	0	3	3.6%	12	3.1%
February	0	0	0	1	1	1.2%	38	9.7%
January	0	0	0	0	0	0.0%	15	3.8%
July	0	0	0	0	0	0.0%	3	0.8%
August	0	0	0	0	0	0.0%	0	0.0%
September	0	0	0	0	0	0.0%	3	0.8%
October	0	0	0	0	0	0.0%	5	1.3%
November	0	0	0	0	0	0.0%	7	1.8%
December	0	0	0	0	0	0.0%	6	1.5%
	68	0	4	11	83		392	
	81.9%	0.0%	4.8%	13.3%				

TYPE OF CALLER**ISLAMORADA
March 2020**

TYPE OF CALLER	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Consumer	68	0	4	3	75	90.4%	326	83.2%
Email	0	0	0	7	7	8.4%	40	10.2%
Postal Inquiry	0	0	0	1	1	1.2%	3	0.8%
Travel Agent	0	0	0	0	0	0.0%	0	0.0%
Voice Mail	0	0	0	0	0	0.0%	2	0.5%
Unknown	0	0	0	0	0	0.0%	21	5.4%
Other	0	0	0	0	0	0.0%	0	0.0%
	68	0	4	11	83		392	
	81.9%	0.0%	4.8%	13.3%				

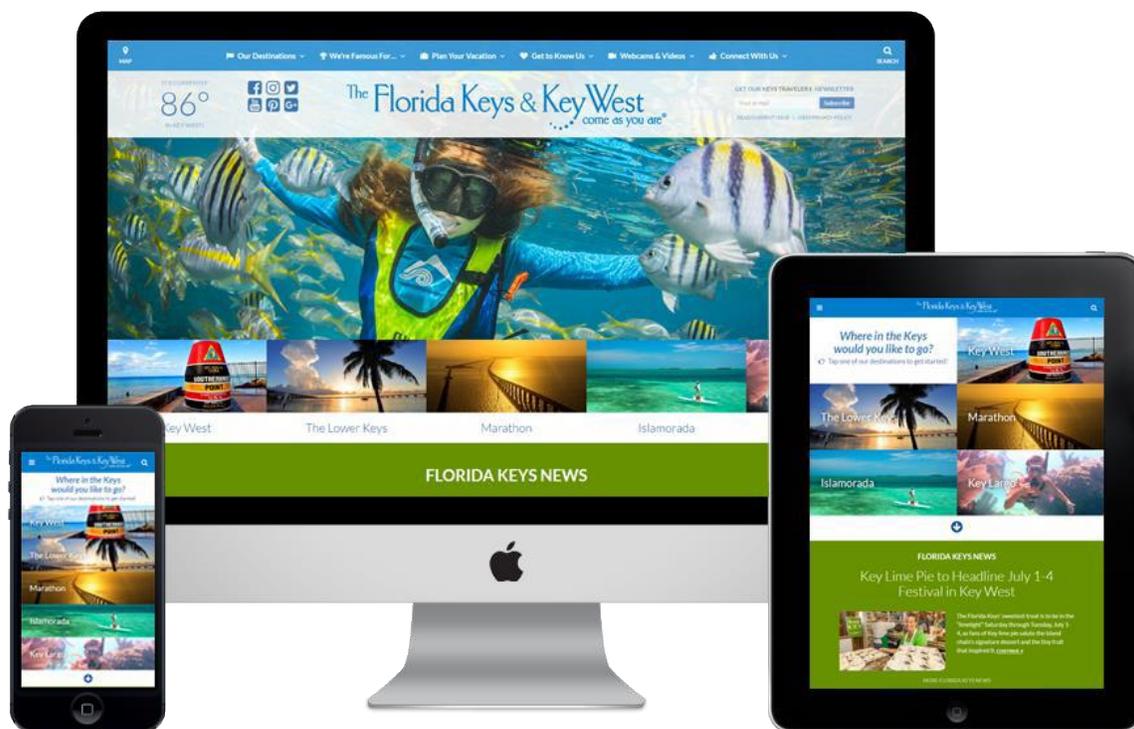
Note: If type of caller is "Consumer" and phone line is "Unknown", either staff did not collect this information or caller did not provide it. If type of caller is "Unknown", the type of caller field was not completed by staff.

The Florida Keys & Key West

... come as you are[®]

Website Status Report Fla-Keys.com

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



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

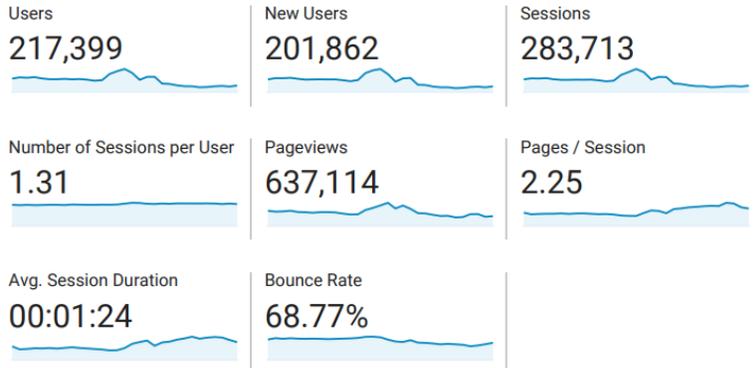
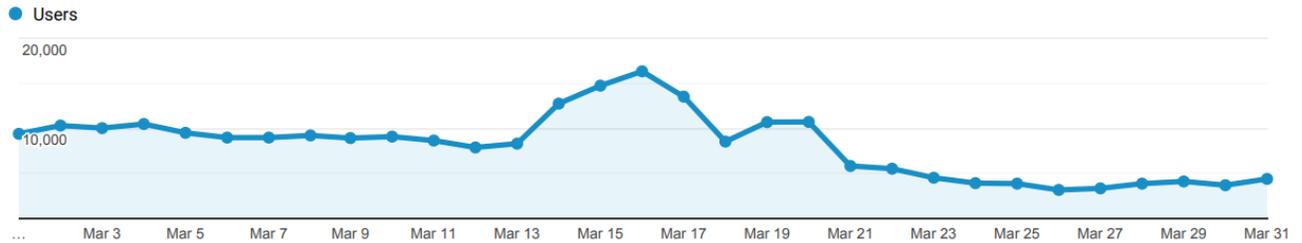
Section 1: Website Traffic Report Website Traffic Overview

Audience Overview

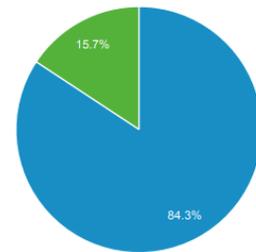
All Users
100.00% Users

Mar 1, 2020 - Mar 31, 2020

Overview



■ New Visitor ■ Returning Visitor



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

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



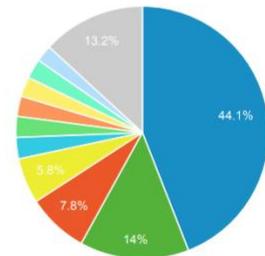
Page path level 1

Pageviews

Pageviews

Contribution to total: Pageviews

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



Device Usage

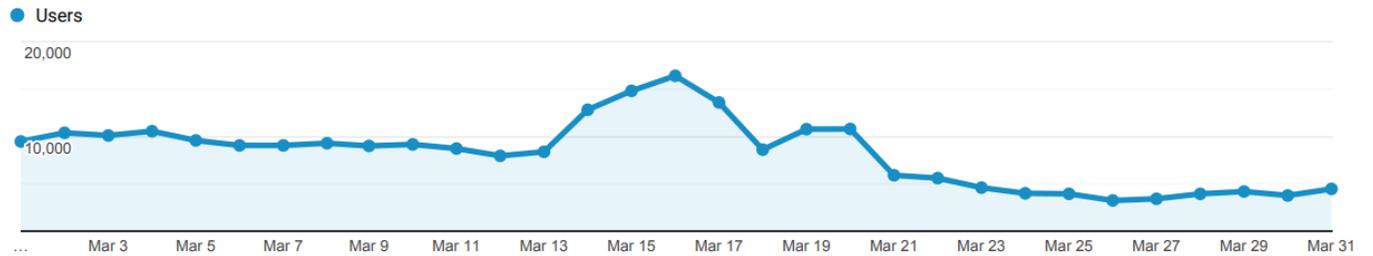
Overview

All Users
100.00% Users

Mar 1, 2020 - Mar 31, 2020

Explorer

Summary



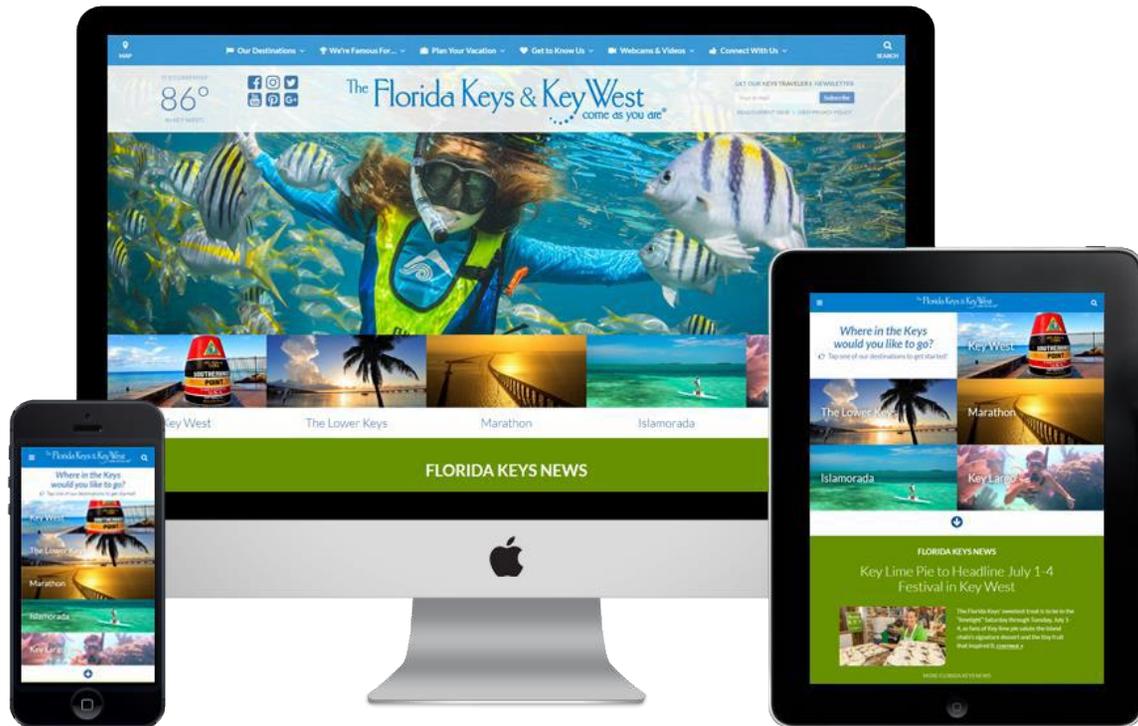
Device Category	Users	Users	Contribution to total:
	217,399 % of Total: 100.00% (217,399)	217,399 % of Total: 100.00% (217,399)	
1. ■ mobile	148,429	68.05%	
2. ■ desktop	56,784	26.04%	
3. ■ tablet	12,890	5.91%	

The Florida Keys & Key West

... come as you are®

Website Status Report Fla-Keys.com

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



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

Section 1: Website Traffic Report Website Traffic Overview

Audience Overview


All Users
 100.00% Users

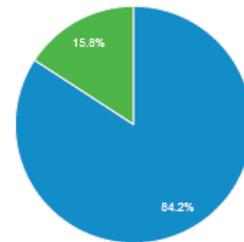
Feb 1, 2020 - Feb 29, 2020

Overview



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

 New Visitor
  Returning Visitor



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

The Florida Keys & Key West

come as you are®

Website Traffic Sources

All Traffic

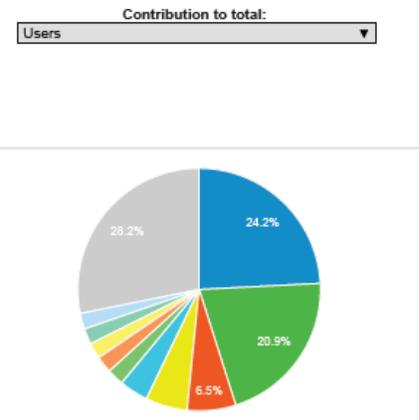
All Users
100.00% Users

Feb 1, 2020 - Feb 29, 2020

Explorer
Summary



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



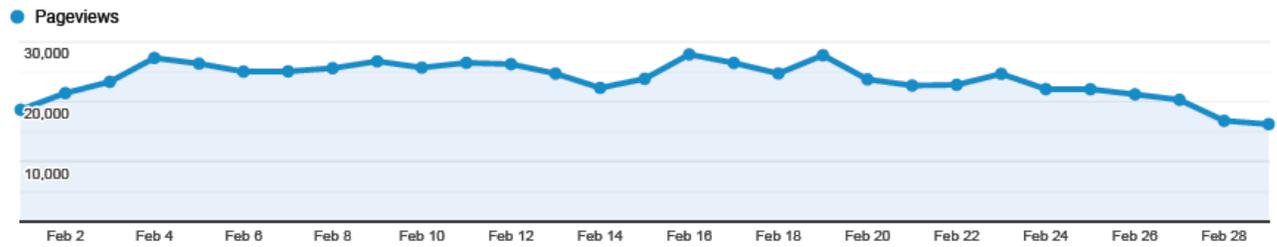
Most Visited Sections of Website

Content Drilldown

All Users
100.00% Pageviews

Feb 1, 2020 - Feb 29, 2020

Explorer



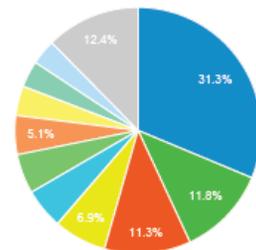
Page path level 1

Pageviews

Pageviews

Contribution to total: Pageviews

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



Device Usage

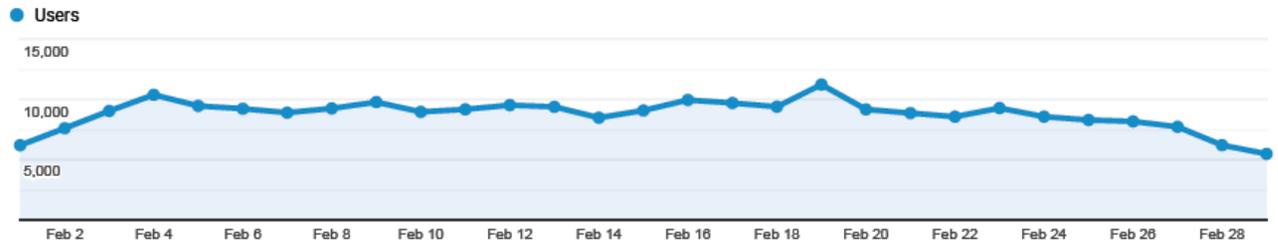
Overview

All Users
100.00% Users

Feb 1, 2020 - Feb 29, 2020

Explorer

Summary

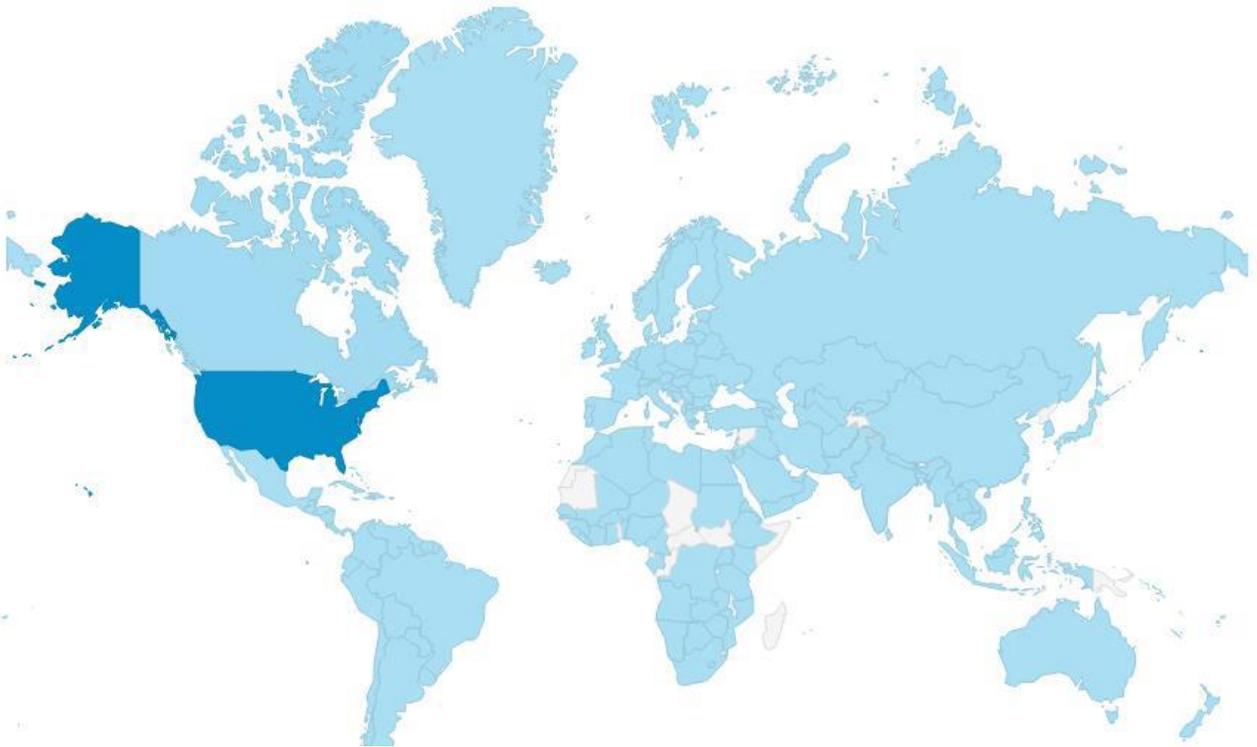


Device Category	Users	Users	Contribution to total:
	219,015 % of Total: 100.00% (219,015)	219,015 % of Total: 100.00% (219,015)	
1. mobile	141,993	64.56%	
2. desktop	62,347	28.35%	
3. tablet	15,599	7.09%	

Section 2: Geographic Data on Website Visitors



Google Analytics



05_DAC4_ISL_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
	11,303 % of Total: 100.00% (11,303)	13,004 % of Total: 100.00% (13,004)	1.70 Avg for View: 1.70 (0.00%)	00:01:05 Avg for View: 00:01:05 (0.00%)	76.28% Avg for View: 76.26% (0.03%)	66.94% Avg for View: 66.94% (0.00%)
1. United States	10,750 (95.13%)	12,377 (95.18%)	1.69	00:01:05	76.33%	67.11%
2. Canada	143 (1.27%)	164 (1.26%)	1.88	00:01:54	76.22%	57.32%
3. United Kingdom	104 (0.92%)	120 (0.92%)	1.80	00:01:01	70.83%	65.83%
4. France	44 (0.39%)	50 (0.38%)	2.48	00:02:16	80.00%	38.00%
5. Germany	40 (0.35%)	48 (0.37%)	1.92	00:01:11	75.00%	62.50%
6. Italy	16 (0.14%)	21 (0.16%)	1.71	00:01:47	42.86%	57.14%
7. India	14 (0.12%)	15 (0.12%)	1.00	<00:00:01	93.33%	93.33%
8. Mexico	14 (0.12%)	15 (0.12%)	1.07	00:00:02	93.33%	93.33%
9. Netherlands	12 (0.11%)	16 (0.12%)	1.81	00:01:07	62.50%	50.00%
10. Australia	11 (0.10%)	12 (0.09%)	1.00	00:00:00	91.67%	100.00%
11. Ireland	11 (0.10%)	12 (0.09%)	1.67	00:00:29	91.67%	58.33%
12. Argentina	8 (0.07%)	9 (0.07%)	1.11	00:00:06	66.67%	88.89%
13. Belgium	8 (0.07%)	8 (0.06%)	1.25	00:00:34	75.00%	75.00%
14. Denmark	8 (0.07%)	8 (0.06%)	3.12	00:00:45	62.50%	37.50%
15. Switzerland	6 (0.05%)	6 (0.05%)	1.50	00:00:12	83.33%	66.67%
16. Hungary	6 (0.05%)	8 (0.06%)	3.50	00:03:14	75.00%	25.00%
17. Austria	5 (0.04%)	7 (0.05%)	1.14	00:00:34	57.14%	85.71%
18. Brazil	5 (0.04%)	6 (0.05%)	1.00	00:00:00	83.33%	100.00%
19. Russia	5 (0.04%)	5 (0.04%)	1.20	00:00:08	80.00%	80.00%
20. (not set)	5 (0.04%)	5 (0.04%)	1.20	00:00:57	80.00%	80.00%
21. Colombia	4 (0.04%)	4 (0.03%)	1.00	00:00:00	100.00%	100.00%
22. Czechia	4 (0.04%)	4 (0.03%)	1.00	00:00:00	75.00%	100.00%
23. Dominican Republic	4 (0.04%)	4 (0.03%)	1.00	00:00:00	100.00%	100.00%
24. Indonesia	4 (0.04%)	4 (0.03%)	1.75	00:01:21	75.00%	75.00%

25.	Poland	4 (0.04%)	4 (0.03%)	1.25	00:00:11	75.00%	75.00%
-----	--------	--------------	--------------	------	----------	--------	--------

05_DAC4_ISL_02_USA

ALL » COUNTRY: United States

Mar 1, 2020 - Mar 31, 2020

All Users
95.11% Users

Map Overlay

Site Usage



Region	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	10,750 % of Total: 95.11% (11,303)	12,377 % of Total: 95.18% (13,004)	1.69 Avg for View: 1.70 (-0.26%)	00:01:05 Avg for View: 00:01:05 (-1.40%)	76.33% Avg for View: 76.26% (0.09%)	67.11% Avg for View: 66.94% (0.25%)
1. Florida	2,778 (25.81%)	3,345 (27.03%)	1.71	00:01:11	74.53%	65.59%
2. New York	705 (6.55%)	764 (6.17%)	1.59	00:00:54	79.58%	69.63%
3. Texas	556 (5.17%)	631 (5.10%)	1.59	00:00:51	81.62%	73.53%
4. Illinois	543 (5.05%)	661 (5.34%)	1.65	00:00:59	71.10%	67.47%
5. California	479 (4.45%)	500 (4.04%)	1.28	00:00:35	88.40%	84.80%
6. Pennsylvania	477 (4.43%)	590 (4.77%)	1.84	00:01:28	66.44%	59.49%
7. Georgia	469 (4.36%)	516 (4.17%)	1.65	00:00:50	79.84%	69.38%
8. Ohio	460 (4.27%)	533 (4.31%)	1.57	00:00:53	75.23%	72.23%
9. North Carolina	413 (3.84%)	457 (3.69%)	1.71	00:00:55	81.40%	70.68%
10. New Jersey	388 (3.61%)	448 (3.62%)	1.84	00:01:16	71.21%	63.17%
11. Michigan	372 (3.46%)	434 (3.51%)	1.86	00:01:12	72.12%	56.45%
12. Virginia	329 (3.06%)	375 (3.03%)	1.78	00:01:13	73.60%	63.73%
13. Massachusetts	281 (2.61%)	328 (2.65%)	1.93	00:01:17	71.34%	60.67%
14. Minnesota	246 (2.29%)	264 (2.13%)	1.91	00:01:18	82.58%	64.77%
15. Maryland	189 (1.76%)	210 (1.70%)	1.77	00:01:04	80.00%	62.86%
16. Tennessee	164 (1.52%)	210 (1.70%)	1.71	00:01:14	69.05%	62.86%
17. Indiana	161 (1.50%)	208 (1.68%)	1.72	00:01:33	66.83%	67.31%
18. Wisconsin	154 (1.43%)	169 (1.37%)	1.79	00:01:40	76.33%	60.95%
19. South Carolina	142 (1.32%)	151 (1.22%)	1.62	00:00:45	85.43%	66.23%
20. Colorado	136 (1.26%)	147 (1.19%)	1.51	00:00:32	80.27%	70.75%
21. Alabama	117 (1.09%)	126 (1.02%)	1.65	00:00:57	84.13%	69.05%
22. Connecticut	110 (1.02%)	128 (1.03%)	1.88	00:01:17	71.09%	54.69%
23. Washington	107 (0.99%)	114 (0.92%)	1.27	00:00:36	83.33%	83.33%

24.	Missouri	105 (0.98%)	126 (1.02%)	1.83	00:00:53	73.81%	65.87%
25.	District of Columbia	82 (0.76%)	90 (0.73%)	2.17	00:01:24	76.67%	65.56%
26.	Louisiana	82 (0.76%)	82 (0.66%)	1.66	00:01:29	90.24%	71.95%
27.	Kentucky	76 (0.71%)	79 (0.64%)	1.80	00:01:26	88.61%	58.23%
28.	Arkansas	68 (0.63%)	71 (0.57%)	1.21	00:00:09	87.32%	87.32%
29.	New Hampshire	60 (0.56%)	62 (0.50%)	1.81	00:00:44	85.48%	66.13%
30.	Iowa	53 (0.49%)	55 (0.44%)	1.98	00:02:00	85.45%	63.64%
31.	Oregon	42 (0.39%)	48 (0.39%)	1.71	00:01:04	75.00%	66.67%
32.	Oklahoma	41 (0.38%)	44 (0.36%)	1.45	00:00:49	81.82%	75.00%
33.	Delaware	39 (0.36%)	43 (0.35%)	2.07	00:00:50	76.74%	55.81%
34.	Kansas	39 (0.36%)	43 (0.35%)	1.26	00:00:35	72.09%	83.72%
35.	Nebraska	37 (0.34%)	40 (0.32%)	1.72	00:00:48	77.50%	65.00%
36.	Arizona	34 (0.32%)	42 (0.34%)	1.98	00:01:08	66.67%	64.29%
37.	Rhode Island	34 (0.32%)	36 (0.29%)	1.47	00:00:55	83.33%	72.22%
38.	West Virginia	26 (0.24%)	26 (0.21%)	1.46	00:00:26	69.23%	73.08%
39.	Nevada	24 (0.22%)	25 (0.20%)	1.44	00:00:41	88.00%	68.00%
40.	Utah	24 (0.22%)	25 (0.20%)	1.52	00:00:28	80.00%	68.00%
41.	Mississippi	23 (0.21%)	28 (0.23%)	1.54	00:01:20	75.00%	67.86%
42.	Maine	19 (0.18%)	20 (0.16%)	2.40	00:00:57	80.00%	50.00%
43.	(not set)	15 (0.14%)	16 (0.13%)	1.44	00:00:13	93.75%	87.50%
44.	North Dakota	11 (0.10%)	12 (0.10%)	3.08	00:01:09	91.67%	50.00%
45.	New Mexico	11 (0.10%)	11 (0.09%)	1.64	00:00:22	90.91%	63.64%
46.	Idaho	10 (0.09%)	11 (0.09%)	1.64	00:00:15	81.82%	63.64%
47.	South Dakota	9 (0.08%)	9 (0.07%)	1.22	00:01:26	88.89%	77.78%
48.	Hawaii	6 (0.06%)	6 (0.05%)	1.00	00:00:00	66.67%	100.00%
49.	Vermont	6 (0.06%)	7 (0.06%)	1.57	00:03:36	71.43%	57.14%
50.	Alaska	4 (0.04%)	5 (0.04%)	2.00	00:01:45	80.00%	60.00%

05_DAC4_ISL_03_FL

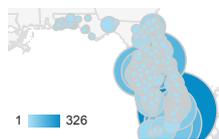
ALL » COUNTRY: [United States](#) » REGION: [Florida](#)

Mar 1, 2020 - Mar 31, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	2,778 % of Total: 24.58% (11,303)	3,345 % of Total: 25.72% (13,004)	1.71 Avg for View: 1.70 (0.58%)	00:01:11 Avg for View: 00:01:05 (8.13%)	74.53% Avg for View: 76.26% (-2.27%)	65.59% Avg for View: 66.94% (-2.02%)
1. Miami	326 (11.39%)	373 (11.15%)	1.87	00:01:11	76.68%	63.54%
2. Key Largo	172 (6.01%)	197 (5.89%)	1.79	00:01:29	69.54%	61.93%
3. Orlando	171 (5.97%)	229 (6.85%)	1.67	00:00:32	69.00%	69.43%
4. Tampa	132 (4.61%)	145 (4.33%)	1.73	00:00:42	77.93%	64.14%
5. Islamorada	102 (3.56%)	115 (3.44%)	1.68	00:00:58	73.04%	67.83%
6. Brandon	92 (3.21%)	102 (3.05%)	1.54	00:00:35	83.33%	71.57%
7. Hialeah	85 (2.97%)	109 (3.26%)	1.70	00:00:46	66.97%	59.63%
8. (not set)	70 (2.45%)	80 (2.39%)	1.68	00:00:52	75.00%	63.75%
9. Bay Lake	55 (1.92%)	58 (1.73%)	1.36	00:01:00	91.38%	81.03%
10. North Naples	41 (1.43%)	46 (1.38%)	1.43	00:01:01	73.91%	71.74%
11. Marathon	36 (1.26%)	52 (1.55%)	1.83	00:04:11	50.00%	55.77%
12. Cape Coral	35 (1.22%)	39 (1.17%)	2.08	00:01:36	84.62%	58.97%
13. Jacksonville	34 (1.19%)	34 (1.02%)	1.38	00:01:09	94.12%	82.35%
14. Key West	31 (1.08%)	33 (0.99%)	1.94	00:00:48	60.61%	63.64%
15. Fort Lauderdale	30 (1.05%)	45 (1.35%)	1.76	00:02:08	46.67%	62.22%
16. Plantation	30 (1.05%)	30 (0.90%)	1.57	00:00:15	63.33%	60.00%
17. Boca Raton	26 (0.91%)	29 (0.87%)	1.93	00:02:20	72.41%	62.07%
18. Hollywood	24 (0.84%)	27 (0.81%)	1.30	00:00:57	77.78%	81.48%
19. St. Petersburg	23 (0.80%)	23 (0.69%)	1.09	00:00:10	91.30%	91.30%
20. Davie	23 (0.80%)	38 (1.14%)	1.63	00:00:35	52.63%	55.26%
21. Kissimmee	21 (0.73%)	23 (0.69%)	1.87	00:02:54	78.26%	60.87%
22. Miami Beach	21 (0.73%)	22 (0.66%)	2.09	00:02:31	90.91%	59.09%
23. Doral	19 (0.66%)	32 (0.96%)	1.53	00:01:19	43.75%	62.50%

24.	Gainesville	17 (0.59%)	17 (0.51%)	1.88	00:02:14	88.24%	58.82%
25.	Coral Gables	17 (0.59%)	19 (0.57%)	1.95	00:03:56	78.95%	52.63%
26.	Cutler Bay	17 (0.59%)	18 (0.54%)	1.89	00:00:49	66.67%	55.56%
27.	Bradenton	15 (0.52%)	15 (0.45%)	2.07	00:01:18	93.33%	46.67%
28.	Estero	15 (0.52%)	19 (0.57%)	1.47	00:01:37	68.42%	73.68%
29.	Pompano Beach	15 (0.52%)	16 (0.48%)	1.44	00:00:23	68.75%	62.50%
30.	Port St. Lucie	15 (0.52%)	20 (0.60%)	2.40	00:05:42	50.00%	55.00%
31.	Palm Beach Gardens	15 (0.52%)	18 (0.54%)	1.39	00:01:29	66.67%	72.22%
32.	Altamonte Springs	14 (0.49%)	17 (0.51%)	1.47	00:01:28	76.47%	70.59%
33.	The Villages	14 (0.49%)	15 (0.45%)	2.13	00:00:51	80.00%	40.00%
34.	Villas	14 (0.49%)	17 (0.51%)	1.88	00:01:23	70.59%	70.59%
35.	Winter Park	13 (0.45%)	13 (0.39%)	1.23	00:00:12	92.31%	84.62%
36.	Kendall	13 (0.45%)	14 (0.42%)	1.86	00:02:24	78.57%	50.00%
37.	Fort Myers	12 (0.42%)	12 (0.36%)	1.17	00:00:26	83.33%	83.33%
38.	Naples	12 (0.42%)	21 (0.63%)	1.52	00:02:32	52.38%	61.90%
39.	Pembroke Pines	12 (0.42%)	12 (0.36%)	1.42	00:00:39	66.67%	75.00%
40.	Lake Butler	12 (0.42%)	18 (0.54%)	1.89	00:00:58	55.56%	50.00%
41.	Wellington	12 (0.42%)	16 (0.48%)	1.81	00:01:08	62.50%	75.00%
42.	Daytona Beach	11 (0.38%)	11 (0.33%)	1.82	00:00:33	90.91%	63.64%
43.	Lakeland	11 (0.38%)	12 (0.36%)	1.58	00:00:54	83.33%	75.00%
44.	Tallahassee	11 (0.38%)	11 (0.33%)	1.91	00:01:45	90.91%	63.64%
45.	Four Corners	11 (0.38%)	12 (0.36%)	1.33	00:01:02	83.33%	75.00%
46.	Miramar	11 (0.38%)	12 (0.36%)	2.17	00:02:06	66.67%	41.67%
47.	Richmond West	11 (0.38%)	11 (0.33%)	1.55	00:03:05	90.91%	63.64%
48.	Deerfield Beach	10 (0.35%)	12 (0.36%)	1.92	00:02:16	66.67%	58.33%
49.	New Smyrna Beach	10 (0.35%)	11 (0.33%)	1.64	00:00:48	81.82%	63.64%
50.	North Port	10 (0.35%)	10 (0.30%)	1.60	00:00:15	90.00%	70.00%

05_DAC4_ISL_04_can

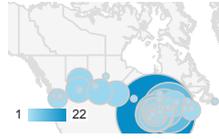
ALL » COUNTRY: Canada

Mar 1, 2020 - Mar 31, 2020

All Users
1.27% Users

Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	143 % of Total: 1.27% (11,303)	164 % of Total: 1.26% (13,004)	1.88 Avg for View: 1.70 (11.00%)	00:01:54 Avg for View: 00:01:05 (74.31%)	76.22% Avg for View: 76.26% (-0.05%)	57.32% Avg for View: 66.94% (-14.38%)
1. Toronto	22 (15.07%)	23 (14.02%)	2.00	00:01:15	82.61%	47.83%
2. Montreal	10 (6.85%)	10 (6.10%)	1.50	00:00:10	70.00%	80.00%
3. (not set)	8 (5.48%)	8 (4.88%)	1.25	00:00:12	100.00%	87.50%
4. Brampton	6 (4.11%)	7 (4.27%)	1.71	00:00:22	57.14%	71.43%
5. Ottawa	6 (4.11%)	6 (3.66%)	1.83	00:00:24	100.00%	50.00%
6. Hamilton	5 (3.42%)	10 (6.10%)	2.80	00:07:23	30.00%	30.00%
7. London	4 (2.74%)	7 (4.27%)	1.57	00:00:40	42.86%	57.14%
8. Lincoln	4 (2.74%)	4 (2.44%)	2.50	00:04:15	100.00%	50.00%
9. Calgary	3 (2.05%)	3 (1.83%)	1.00	00:00:00	100.00%	100.00%
10. Edmonton	3 (2.05%)	4 (2.44%)	2.75	00:02:04	50.00%	50.00%
11. Winnipeg	3 (2.05%)	3 (1.83%)	1.67	00:00:15	66.67%	33.33%
12. Mississauga	3 (2.05%)	3 (1.83%)	1.33	00:00:05	100.00%	66.67%
13. Orillia	3 (2.05%)	4 (2.44%)	1.75	00:00:56	75.00%	25.00%
14. Quebec City	3 (2.05%)	3 (1.83%)	1.00	00:00:00	100.00%	100.00%
15. Regina	3 (2.05%)	3 (1.83%)	1.33	00:00:35	33.33%	66.67%
16. Dartmouth	2 (1.37%)	2 (1.22%)	4.50	00:06:22	100.00%	0.00%
17. Kitchener	2 (1.37%)	2 (1.22%)	1.00	00:00:00	100.00%	100.00%
18. Whitby	2 (1.37%)	2 (1.22%)	2.50	00:01:18	50.00%	50.00%
19. Saint-Jerome	2 (1.37%)	2 (1.22%)	5.00	00:05:36	100.00%	0.00%
20. Colwood	2 (1.37%)	2 (1.22%)	1.00	00:00:00	100.00%	100.00%
21. Langdon	1 (0.68%)	1 (0.61%)	1.00	00:00:00	100.00%	100.00%
22. Abbotsford	1 (0.68%)	1 (0.61%)	3.00	00:01:46	100.00%	0.00%
23. North Saanich	1 (0.68%)	1 (0.61%)	2.00	00:09:40	100.00%	0.00%

24. North Vancouver	1 (0.68%)	1 (0.61%)	1.00	00:00:00	100.00%	100.00%
25. Port Alberni	1 (0.68%)	1 (0.61%)	2.00	00:00:03	100.00%	0.00%

Rows 1 - 25 of 70

05_DAC4_ISL_05_UK

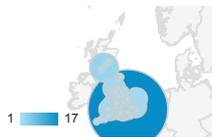
ALL » COUNTRY: United Kingdom

Mar 1, 2020 - Mar 31, 2020

All Users
0.92% Users

Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	104 % of Total: 0.92% (11,303)	120 % of Total: 0.92% (13,004)	1.80 Avg for View: 1.70 (6.04%)	00:01:01 Avg for View: 00:01:05 (-7.38%)	70.83% Avg for View: 76.26% (-7.12%)	65.83% Avg for View: 66.94% (-1.65%)
1. London	17 (15.89%)	19 (15.83%)	1.74	00:00:36	63.16%	73.68%
2. (not set)	14 (13.08%)	16 (13.33%)	1.81	00:00:38	75.00%	62.50%
3. Glasgow	3 (2.80%)	3 (2.50%)	1.00	00:00:00	66.67%	100.00%
4. Birmingham	2 (1.87%)	2 (1.67%)	1.00	00:00:00	0.00%	100.00%
5. Blackburn	2 (1.87%)	2 (1.67%)	1.00	00:00:00	100.00%	100.00%
6. Clacton-on-Sea	2 (1.87%)	2 (1.67%)	1.00	00:00:00	50.00%	100.00%
7. Norwich	2 (1.87%)	2 (1.67%)	3.00	00:01:18	100.00%	0.00%
8. Reading	2 (1.87%)	2 (1.67%)	1.00	00:00:00	100.00%	100.00%
9. Ross-on-Wye	2 (1.87%)	2 (1.67%)	4.00	00:01:42	50.00%	0.00%
10. Walsall	2 (1.87%)	3 (2.50%)	1.00	00:00:00	66.67%	100.00%
11. Watford	2 (1.87%)	3 (2.50%)	1.00	00:00:00	66.67%	100.00%
12. Cardiff	2 (1.87%)	2 (1.67%)	3.00	00:11:19	100.00%	0.00%
13. Aylesbury	1 (0.93%)	2 (1.67%)	1.50	00:01:09	50.00%	50.00%
14. Barnsley	1 (0.93%)	1 (0.83%)	1.00	00:00:00	100.00%	100.00%
15. Bletchley	1 (0.93%)	1 (0.83%)	2.00	00:00:28	100.00%	0.00%
16. Bolton	1 (0.93%)	1 (0.83%)	1.00	00:00:00	100.00%	100.00%
17. Bournemouth	1 (0.93%)	1 (0.83%)	3.00	00:01:42	100.00%	0.00%
18. Bradford	1 (0.93%)	2 (1.67%)	2.50	00:04:05	50.00%	0.00%
19. Brighton	1 (0.93%)	1 (0.83%)	5.00	00:02:27	100.00%	0.00%
20. Broadstairs	1 (0.93%)	1 (0.83%)	1.00	00:00:00	100.00%	100.00%
21. Bury	1 (0.93%)	1 (0.83%)	1.00	00:00:00	0.00%	100.00%
22. Cambridge	1 (0.93%)	1 (0.83%)	5.00	00:01:36	100.00%	0.00%
23. Chelmsford	1 (0.93%)	1 (0.83%)	1.00	00:00:00	100.00%	100.00%

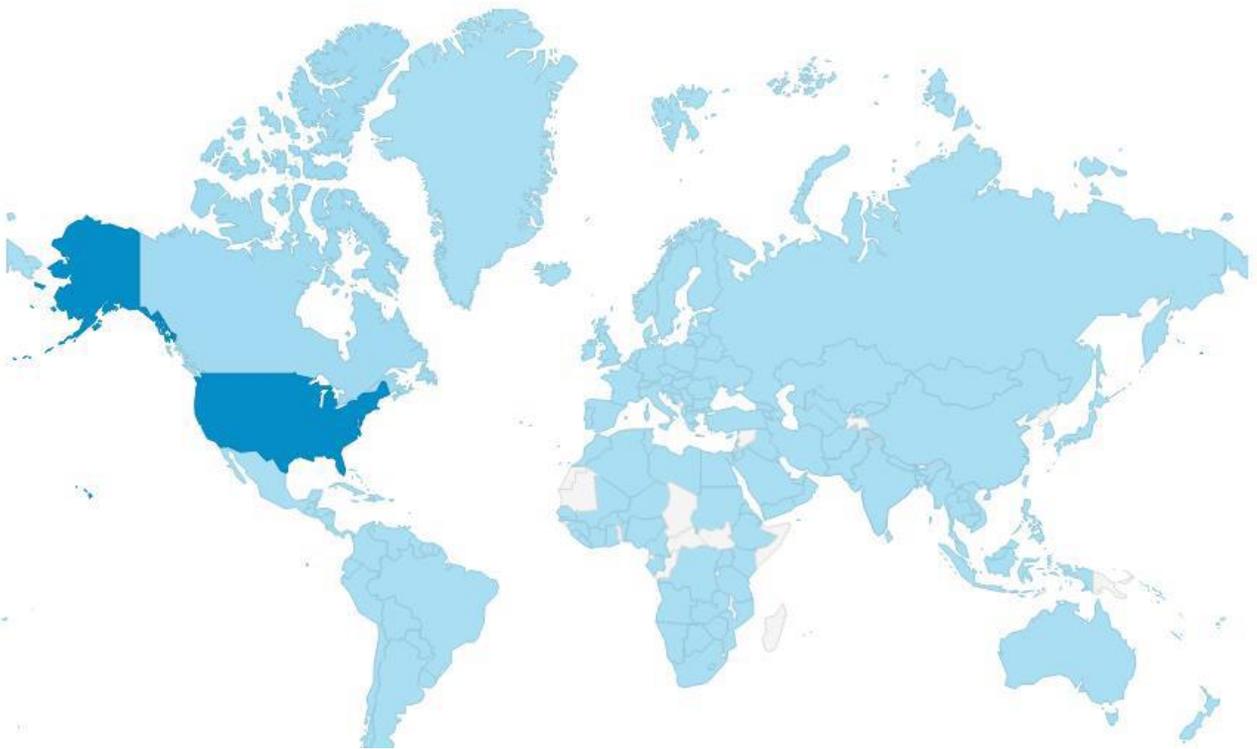
24. Coventry	1 (0.93%)	2 (1.67%)	2.00	00:00:17	50.00%	50.00%
25. Derby	1 (0.93%)	1 (0.83%)	2.00	00:01:23	100.00%	0.00%

Rows 1 - 25 of 67

Section 2: Geographic Data on Website Visitors



Google Analytics



05_DAC4_ISL_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
	18,913 % of Total: 100.00% (18,913)	21,740 % of Total: 100.00% (21,740)	1.93 Avg for View: 1.93 (0.00%)	00:01:25 Avg for View: 00:01:25 (0.00%)	76.86% Avg for View: 76.83% (0.04%)	60.02% Avg for View: 60.02% (0.00%)
1. United States	17,649 (93.02%)	20,288 (93.32%)	1.93	00:01:25	76.49%	60.19%
2. Canada	428 (2.26%)	461 (2.12%)	2.03	00:01:17	83.95%	55.31%
3. United Kingdom	263 (1.39%)	279 (1.28%)	2.09	00:01:33	83.51%	55.56%
4. France	123 (0.65%)	131 (0.60%)	2.18	00:00:57	84.73%	41.98%
5. Germany	75 (0.40%)	78 (0.36%)	1.82	00:01:37	87.18%	56.41%
6. Netherlands	38 (0.20%)	66 (0.30%)	2.12	00:01:41	53.03%	50.00%
7. Denmark	33 (0.17%)	35 (0.16%)	1.49	00:00:29	82.86%	71.43%
8. India	25 (0.13%)	25 (0.11%)	1.28	00:00:16	88.00%	76.00%
9. Sweden	25 (0.13%)	28 (0.13%)	1.93	00:00:43	85.71%	60.71%
10. Italy	23 (0.12%)	26 (0.12%)	2.00	00:00:26	80.77%	57.69%
11. Switzerland	20 (0.11%)	22 (0.10%)	3.09	00:03:14	68.18%	50.00%
12. (not set)	19 (0.10%)	21 (0.10%)	1.57	00:00:49	85.71%	66.67%
13. Brazil	15 (0.08%)	19 (0.09%)	1.53	00:00:42	63.16%	73.68%
14. Belgium	13 (0.07%)	15 (0.07%)	1.47	00:01:11	66.67%	66.67%
15. Mexico	13 (0.07%)	17 (0.08%)	1.88	00:00:26	70.59%	47.06%
16. Spain	12 (0.06%)	12 (0.06%)	1.83	00:00:32	100.00%	58.33%
17. Norway	12 (0.06%)	12 (0.06%)	1.58	00:01:11	91.67%	75.00%
18. Australia	10 (0.05%)	10 (0.05%)	2.30	00:03:29	100.00%	90.00%
19. Ireland	9 (0.05%)	10 (0.05%)	2.30	00:00:28	70.00%	50.00%
20. Japan	8 (0.04%)	8 (0.04%)	1.00	00:00:00	100.00%	100.00%
21. Finland	7 (0.04%)	7 (0.03%)	1.29	00:00:10	100.00%	85.71%
22. Peru	7 (0.04%)	7 (0.03%)	1.43	00:00:36	100.00%	57.14%
23. Argentina	6 (0.03%)	6 (0.03%)	2.17	00:06:01	100.00%	33.33%
24. Hungary	6 (0.03%)	7 (0.03%)	1.86	00:06:19	85.71%	71.43%

25.	South Korea	6 (0.03%)	6 (0.03%)	1.17	00:00:02	100.00%	83.33%
-----	-------------	--------------	--------------	------	----------	---------	--------

05_DAC4_ISL_02_USA

ALL » COUNTRY: United States

Feb 1, 2020 - Feb 29, 2020

All Users
93.32% Users

Map Overlay

Site Usage



Region	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	17,649 % of Total: 93.32% (18,913)	20,288 % of Total: 93.32% (21,740)	1.93 Avg for View: 1.93 (-0.07%)	00:01:25 Avg for View: 00:01:25 (0.73%)	76.49% Avg for View: 76.83% (-0.44%)	60.19% Avg for View: 60.02% (0.28%)
1. Florida	2,793 (15.61%)	3,427 (16.89%)	1.90	00:01:30	72.22%	59.82%
2. New York	1,640 (9.17%)	1,811 (8.93%)	1.83	00:01:05	78.35%	63.00%
3. Pennsylvania	1,070 (5.98%)	1,210 (5.96%)	2.02	00:01:42	73.97%	57.77%
4. Illinois	957 (5.35%)	1,143 (5.63%)	1.91	00:01:21	71.13%	62.12%
5. Ohio	926 (5.18%)	1,043 (5.14%)	2.01	00:01:11	74.69%	58.10%
6. New Jersey	865 (4.83%)	964 (4.75%)	1.98	00:01:32	75.83%	56.02%
7. Georgia	743 (4.15%)	835 (4.12%)	2.05	00:01:42	78.68%	55.81%
8. Michigan	742 (4.15%)	838 (4.13%)	2.21	00:01:43	74.34%	56.32%
9. Massachusetts	708 (3.96%)	788 (3.88%)	2.07	00:01:44	75.00%	55.33%
10. California	675 (3.77%)	763 (3.76%)	1.40	00:00:34	80.08%	79.95%
11. North Carolina	648 (3.62%)	712 (3.51%)	1.89	00:01:11	78.51%	58.43%
12. Texas	602 (3.36%)	653 (3.22%)	1.87	00:01:31	82.70%	61.10%
13. Minnesota	592 (3.31%)	668 (3.29%)	1.96	00:01:23	73.20%	57.04%
14. Virginia	552 (3.09%)	612 (3.02%)	2.08	00:01:47	77.45%	58.01%
15. Tennessee	352 (1.97%)	378 (1.86%)	1.98	00:01:39	82.28%	56.08%
16. Indiana	349 (1.95%)	387 (1.91%)	1.80	00:01:19	76.74%	62.02%
17. Maryland	343 (1.92%)	389 (1.92%)	1.84	00:01:44	77.12%	60.93%
18. Wisconsin	308 (1.72%)	347 (1.71%)	2.11	00:01:42	76.37%	53.60%
19. Connecticut	281 (1.57%)	309 (1.52%)	2.00	00:01:21	78.64%	56.96%
20. Colorado	268 (1.50%)	291 (1.43%)	1.92	00:01:11	81.44%	64.60%
21. South Carolina	210 (1.17%)	223 (1.10%)	2.09	00:01:33	84.30%	55.61%
22. Missouri	191 (1.07%)	206 (1.02%)	1.92	00:01:45	83.98%	66.50%
23. Washington	182 (1.02%)	208 (1.03%)	1.70	00:00:42	78.37%	70.67%

24.	District of Columbia	161 (0.90%)	171 (0.84%)	2.10	00:01:17	78.36%	58.48%
25.	Kentucky	150 (0.84%)	166 (0.82%)	2.05	00:01:35	82.53%	57.23%
26.	Alabama	149 (0.83%)	170 (0.84%)	1.69	00:00:53	80.00%	69.41%
27.	New Hampshire	117 (0.65%)	128 (0.63%)	1.98	00:02:00	78.12%	58.59%
28.	Iowa	113 (0.63%)	129 (0.64%)	2.13	00:01:47	79.07%	51.94%
29.	Arizona	89 (0.50%)	98 (0.48%)	1.64	00:00:56	72.45%	65.31%
30.	Kansas	82 (0.46%)	93 (0.46%)	1.85	00:01:20	82.80%	60.22%
31.	Louisiana	82 (0.46%)	93 (0.46%)	2.19	00:01:56	75.27%	54.84%
32.	Oklahoma	82 (0.46%)	88 (0.43%)	2.20	00:01:46	86.36%	56.82%
33.	Maine	80 (0.45%)	91 (0.45%)	2.11	00:01:23	76.92%	57.14%
34.	Rhode Island	80 (0.45%)	86 (0.42%)	2.34	00:02:42	80.23%	46.51%
35.	Delaware	78 (0.44%)	86 (0.42%)	1.70	00:01:17	73.26%	66.28%
36.	Oregon	75 (0.42%)	80 (0.39%)	1.88	00:01:06	87.50%	53.75%
37.	Nebraska	71 (0.40%)	72 (0.35%)	1.88	00:01:21	90.28%	68.06%
38.	West Virginia	71 (0.40%)	78 (0.38%)	1.74	00:00:30	82.05%	66.67%
39.	Arkansas	63 (0.35%)	69 (0.34%)	1.61	00:01:07	82.61%	75.36%
40.	(not set)	47 (0.26%)	47 (0.23%)	1.02	<00:00:01	97.87%	97.87%
41.	Utah	43 (0.24%)	47 (0.23%)	1.85	00:01:17	87.23%	61.70%
42.	Mississippi	40 (0.22%)	41 (0.20%)	2.39	00:00:46	92.68%	56.10%
43.	Nevada	38 (0.21%)	47 (0.23%)	1.30	00:00:13	72.34%	82.98%
44.	New Mexico	32 (0.18%)	34 (0.17%)	1.41	00:00:17	85.29%	76.47%
45.	Vermont	29 (0.16%)	34 (0.17%)	2.15	00:02:17	76.47%	61.76%
46.	Montana	26 (0.15%)	31 (0.15%)	2.39	00:01:14	80.65%	67.74%
47.	Idaho	25 (0.14%)	26 (0.13%)	1.85	00:01:23	88.46%	61.54%
48.	South Dakota	20 (0.11%)	20 (0.10%)	1.95	00:00:42	90.00%	65.00%
49.	North Dakota	18 (0.10%)	22 (0.11%)	2.14	00:05:12	63.64%	36.36%
50.	Wyoming	17 (0.10%)	18 (0.09%)	1.50	00:00:18	83.33%	61.11%

05_DAC4_ISL_03_FL

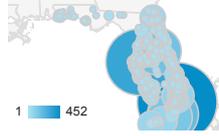
ALL » COUNTRY: United States » REGION: Florida

Feb 1, 2020 - Feb 29, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	2,793 % of Total: 14.77% (18,913)	3,427 % of Total: 15.76% (21,740)	1.90 Avg for View: 1.93 (-1.65%)	00:01:30 Avg for View: 00:01:25 (6.56%)	72.22% Avg for View: 76.83% (-6.00%)	59.82% Avg for View: 60.02% (-0.34%)
1. Miami	452 (15.83%)	544 (15.87%)	1.80	00:01:39	71.32%	60.48%
2. Tampa	315 (11.03%)	366 (10.68%)	1.72	00:01:01	75.41%	66.67%
3. Key Largo	192 (6.72%)	219 (6.39%)	1.71	00:01:02	69.86%	66.21%
4. Orlando	158 (5.53%)	237 (6.92%)	1.69	00:01:01	55.27%	68.35%
5. Islamorada	131 (4.59%)	150 (4.38%)	1.63	00:01:26	73.33%	64.00%
6. Fort Lauderdale	65 (2.28%)	111 (3.24%)	1.68	00:01:37	45.95%	64.86%
7. Marathon	55 (1.93%)	62 (1.81%)	1.92	00:01:31	67.74%	58.06%
8. (not set)	49 (1.72%)	51 (1.49%)	1.73	00:01:25	90.20%	58.82%
9. Key West	48 (1.68%)	51 (1.49%)	1.69	00:01:03	70.59%	58.82%
10. Jacksonville	40 (1.40%)	46 (1.34%)	1.98	00:00:55	78.26%	56.52%
11. Miami Beach	29 (1.02%)	30 (0.88%)	2.00	00:02:03	93.33%	56.67%
12. Port St. Lucie	28 (0.98%)	30 (0.88%)	2.00	00:02:23	83.33%	43.33%
13. West Palm Beach	28 (0.98%)	45 (1.31%)	4.04	00:06:16	42.22%	40.00%
14. Cape Coral	23 (0.81%)	25 (0.73%)	1.72	00:01:22	88.00%	56.00%
15. Hollywood	22 (0.77%)	24 (0.70%)	2.62	00:01:54	91.67%	54.17%
16. Wellington	21 (0.74%)	28 (0.82%)	1.86	00:02:00	71.43%	64.29%
17. Boca Raton	20 (0.70%)	23 (0.67%)	1.52	00:00:31	69.57%	60.87%
18. St. Petersburg	20 (0.70%)	21 (0.61%)	1.71	00:00:36	85.71%	57.14%
19. Plantation	20 (0.70%)	21 (0.61%)	1.52	00:00:36	76.19%	71.43%
20. Hialeah	19 (0.67%)	20 (0.58%)	2.15	00:02:29	90.00%	50.00%
21. Pompano Beach	17 (0.60%)	19 (0.55%)	1.47	00:00:26	73.68%	68.42%
22. Davie	17 (0.60%)	18 (0.53%)	1.94	00:02:11	88.89%	55.56%
23. Palm Beach Gardens	17 (0.60%)	20 (0.58%)	1.55	00:00:17	80.00%	75.00%

24. Boynton Beach	15 (0.53%)	16 (0.47%)	1.75	00:00:12	81.25%	50.00%
25. Estero	15 (0.53%)	16 (0.47%)	2.12	00:03:44	87.50%	43.75%
26. Delray Beach	14 (0.49%)	15 (0.44%)	1.67	00:00:22	80.00%	60.00%
27. Homestead	14 (0.49%)	16 (0.47%)	1.81	00:00:26	56.25%	62.50%
28. Naples	14 (0.49%)	15 (0.44%)	1.60	00:00:50	73.33%	53.33%
29. Ocala	14 (0.49%)	16 (0.47%)	1.69	00:01:00	81.25%	56.25%
30. Deerfield Beach	13 (0.46%)	18 (0.53%)	2.17	00:03:07	66.67%	44.44%
31. Cutler Bay	13 (0.46%)	14 (0.41%)	1.14	00:01:11	78.57%	92.86%
32. Greenacres	13 (0.46%)	13 (0.38%)	1.77	00:00:36	92.31%	38.46%
33. Miramar	13 (0.46%)	13 (0.38%)	2.38	00:01:30	100.00%	30.77%
34. Bonita Springs	12 (0.42%)	15 (0.44%)	1.60	00:04:18	80.00%	66.67%
35. Gainesville	12 (0.42%)	14 (0.41%)	2.79	00:01:23	85.71%	50.00%
36. Tavernier	12 (0.42%)	12 (0.35%)	2.08	00:00:37	66.67%	58.33%
37. North Naples	12 (0.42%)	17 (0.50%)	1.59	00:00:19	58.82%	58.82%
38. Bradenton	11 (0.39%)	11 (0.32%)	2.00	00:00:37	81.82%	63.64%
39. Fort Myers	11 (0.39%)	11 (0.32%)	1.55	00:00:30	72.73%	45.45%
40. Kissimmee	11 (0.39%)	13 (0.38%)	3.62	00:02:26	84.62%	38.46%
41. Lakeland	11 (0.39%)	11 (0.32%)	1.45	00:00:12	100.00%	72.73%
42. Lehigh Acres	11 (0.39%)	12 (0.35%)	2.33	00:04:25	75.00%	58.33%
43. Oviedo	11 (0.39%)	11 (0.32%)	1.45	00:00:07	90.91%	63.64%
44. Palm Bay	11 (0.39%)	11 (0.32%)	2.09	00:02:30	100.00%	45.45%
45. Coral Gables	11 (0.39%)	11 (0.32%)	3.09	00:02:52	100.00%	45.45%
46. Four Corners	11 (0.39%)	14 (0.41%)	1.50	00:00:34	57.14%	64.29%
47. Kings Point	11 (0.39%)	14 (0.41%)	4.00	00:01:01	71.43%	42.86%
48. The Villages	11 (0.39%)	14 (0.41%)	3.14	00:02:57	71.43%	35.71%
49. Jupiter	10 (0.35%)	12 (0.35%)	1.92	00:01:06	83.33%	66.67%
50. Merritt Island	10 (0.35%)	19 (0.55%)	2.26	00:00:55	47.37%	36.84%

05_DAC4_ISL_04_can

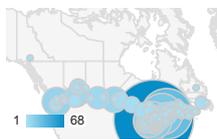
ALL » COUNTRY: Canada

Feb 1, 2020 - Feb 29, 2020

All Users
2.26% Users

Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	428 % of Total: 2.26% (18,913)	461 % of Total: 2.12% (21,740)	2.03 Avg for View: 1.93 (5.31%)	00:01:17 Avg for View: 00:01:25 (-9.47%)	83.95% Avg for View: 76.83% (9.26%)	55.31% Avg for View: 60.02% (-7.84%)
1. Toronto	68 (15.81%)	74 (16.05%)	1.92	00:01:02	81.08%	59.46%
2. Montreal	29 (6.74%)	33 (7.16%)	1.52	00:00:30	84.85%	72.73%
3. (not set)	23 (5.35%)	26 (5.64%)	1.69	00:01:26	73.08%	57.69%
4. Ottawa	20 (4.65%)	23 (4.99%)	2.48	00:01:00	78.26%	43.48%
5. Hamilton	16 (3.72%)	18 (3.90%)	2.11	00:01:07	77.78%	50.00%
6. London	12 (2.79%)	13 (2.82%)	1.54	00:00:33	84.62%	61.54%
7. Vancouver	10 (2.33%)	11 (2.39%)	1.73	00:04:06	72.73%	63.64%
8. Winnipeg	8 (1.86%)	8 (1.74%)	2.38	00:02:57	100.00%	62.50%
9. Mississauga	8 (1.86%)	8 (1.74%)	2.12	00:04:17	87.50%	37.50%
10. Markham	7 (1.63%)	7 (1.52%)	1.57	00:00:11	100.00%	71.43%
11. Niagara Falls	7 (1.63%)	7 (1.52%)	2.00	00:00:42	85.71%	57.14%
12. Calgary	6 (1.40%)	6 (1.30%)	1.50	00:00:20	100.00%	50.00%
13. Kingston	6 (1.40%)	6 (1.30%)	1.83	00:00:39	83.33%	66.67%
14. Laval	6 (1.40%)	6 (1.30%)	2.67	00:05:08	83.33%	33.33%
15. Regina	6 (1.40%)	6 (1.30%)	1.67	00:00:29	100.00%	66.67%
16. Kawartha Lakes	5 (1.16%)	5 (1.08%)	2.00	00:00:50	100.00%	60.00%
17. Chatham-Kent	5 (1.16%)	5 (1.08%)	1.60	00:00:31	100.00%	80.00%
18. Barrie	4 (0.93%)	4 (0.87%)	1.50	00:01:21	75.00%	50.00%
19. Burlington	4 (0.93%)	4 (0.87%)	1.50	00:00:10	100.00%	75.00%
20. Collingwood	4 (0.93%)	4 (0.87%)	2.25	00:00:59	100.00%	0.00%
21. Guelph	4 (0.93%)	5 (1.08%)	1.00	00:00:00	40.00%	100.00%
22. Kitchener	4 (0.93%)	4 (0.87%)	2.00	00:00:53	100.00%	25.00%
23. Oakville	4 (0.93%)	4 (0.87%)	2.25	00:00:17	100.00%	50.00%

24. St. Catharines	4 (0.93%)	4 (0.87%)	1.25	00:00:04	100.00%	75.00%
25. Windsor	4 (0.93%)	4 (0.87%)	2.25	00:01:37	75.00%	25.00%

Rows 1 - 25 of 129

05_DAC4_ISL_05_UK

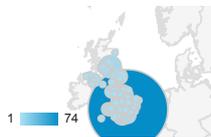
ALL » COUNTRY: United Kingdom

Feb 1, 2020 - Feb 29, 2020

All Users
1.39% Users

Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	263 % of Total: 1.39% (18,913)	279 % of Total: 1.28% (21,740)	2.09 Avg for View: 1.93 (8.34%)	00:01:33 Avg for View: 00:01:25 (9.94%)	83.51% Avg for View: 76.83% (8.70%)	55.56% Avg for View: 60.02% (-7.44%)
1. London	74 (27.82%)	80 (28.67%)	2.28	00:01:25	82.50%	50.00%
2. (not set)	22 (8.27%)	22 (7.89%)	2.55	00:01:35	77.27%	50.00%
3. Nottingham	7 (2.63%)	7 (2.51%)	1.86	00:01:23	85.71%	71.43%
4. Edinburgh	6 (2.26%)	6 (2.15%)	3.17	00:01:11	83.33%	33.33%
5. Portsmouth	5 (1.88%)	5 (1.79%)	1.60	00:00:52	100.00%	80.00%
6. Brighton	3 (1.13%)	3 (1.08%)	1.33	00:00:04	66.67%	66.67%
7. Coventry	3 (1.13%)	3 (1.08%)	1.00	00:00:00	100.00%	100.00%
8. Havant	3 (1.13%)	3 (1.08%)	1.33	00:00:28	100.00%	66.67%
9. Manchester	3 (1.13%)	3 (1.08%)	1.00	00:00:00	66.67%	100.00%
10. Newcastle upon Tyne	3 (1.13%)	3 (1.08%)	1.67	00:00:18	66.67%	66.67%
11. Northampton	3 (1.13%)	3 (1.08%)	2.00	00:00:44	66.67%	33.33%
12. Ascot	2 (0.75%)	3 (1.08%)	2.00	00:06:44	66.67%	33.33%
13. Basildon	2 (0.75%)	2 (0.72%)	3.50	00:02:30	100.00%	0.00%
14. Basingstoke	2 (0.75%)	2 (0.72%)	1.50	00:00:09	100.00%	50.00%
15. Birmingham	2 (0.75%)	2 (0.72%)	3.00	00:04:33	50.00%	50.00%
16. Canvey Island	2 (0.75%)	2 (0.72%)	3.00	00:04:45	100.00%	0.00%
17. Colchester	2 (0.75%)	3 (1.08%)	4.33	00:15:16	66.67%	33.33%
18. Gloucester	2 (0.75%)	2 (0.72%)	1.50	00:00:06	50.00%	50.00%
19. Harlow	2 (0.75%)	2 (0.72%)	3.50	00:14:10	50.00%	0.00%
20. Hemel Hempstead	2 (0.75%)	2 (0.72%)	1.50	00:02:59	100.00%	50.00%
21. Liverpool	2 (0.75%)	2 (0.72%)	1.00	00:00:00	100.00%	100.00%
22. Oxford	2 (0.75%)	2 (0.72%)	1.00	00:00:00	100.00%	100.00%
23. Sheffield	2 (0.75%)	2 (0.72%)	1.00	00:00:00	0.00%	100.00%

24. Slough	2 (0.75%)	2 (0.72%)	1.50	00:00:06	50.00%	50.00%
25. Southampton	2 (0.75%)	2 (0.72%)	2.00	00:01:09	100.00%	0.00%

Rows 1 - 25 of 121



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

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

2. Section III – District Advisory Committees

- 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

- Updated Table of Contents to reflect correct page numbers

4. Section IV-A – Destination and Turnkey Events

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

5. Section IV-B – Cultural Umbrella

- Updated Cultural Event Application

6. Section IV-C – Fishing Umbrella

- Updated Fishing Event Application

7. Section V – Capital

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

DATE: May 1, 2020
TO: District IV 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.

Islamorada Half Marathon, 10k & Beach 'N Beer Mile Islamorada Running Company LLC <i>Report attached</i>	12/5/2019 – 12/8/2019	Destination	\$15,000
---	-----------------------	-------------	----------

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.

No events scheduled			
----------------------------	--	--	--

EVENT NAME: Islamorada Half Marathon
 EVENT WEBSITE ADDRESS: www.islamoradahalfmarathon.com
 DATE(S) OF EVENT: 12/5-12/8/2019

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: 3504

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>3420</u>
b. How many visitors to a room?	b. <u>2</u>
c. How many nights will the visitors stay?	c. Please see Section 8
d. Calculate: Room Nights = (a/b) x c Divide line a by line b. Then multiple by line c	*Room Nights: <u>3579</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 Please See Attached Registration Data and Survey Questions

5. What method was used to estimate number of nights out-of-County visitors stayed (c)?
Survey in the registration and estimations based off of the crowd.

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

No it did not but it will drastically affect the number of participants for our 2020 event.

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:

We did 90% of our marketing on Social Media using advanced LAL Audiences based off of previous participant data, website visitors, and social engagement as well as remarketing to website visitors, and social engagement. We used a very basic sales funnel.



Continued on next page....

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

We had 1699 total Participants
84 Participants from Monroe County
701 Participants from Outside of the state of Florida

We had an estimated 1805 Additional Visitors that were not participating in our event.

We had an estimated 3579 room nights. I totaled this number based off of how many nights each runner said they were staying in Monroe County.

583 Runners roughly 30% had never been to Islamorada.

Please see attached spreadsheet from our registrations with the data.

EXHIBIT A-3

NUMBER OF ROOM NIGHTS ANTICIPATED FOR EVENT

Events are scored based on ability to attract out-of-County visitors to the district in which funding is applied. For the event year in which this application refers, provide the room nights your event is anticipated to generate for **this district only** according to your selection in A-1. In other words, if you indicated your event’s primary purpose is to “draw out-of-county visitors”, how many room nights do you anticipate you will draw? If you indicated your event is “to enhance the experience for visitors already here”, how many room nights would be influenced by visitors who attend your event? Next, indicate how you arrived at that figure.

Room Nights

1. Formula to calculate **room nights 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>2000</u>
b. How many visitors to a room? (Note: avg. is 3)	b. <u>2</u>
c. How many nights will the visitors stay?	c. <u>2</u>
d. Calculate: Room Nights = (a/b) x c Divide line a by line b. Then multiple by line c	*Room Nights: <u>2000</u>

Method 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
- (Attach results of survey)**

Other, please specify Please See attached Exhibit A

Method used to estimate number of nights out-of-County visitors will stay (c):

Check one.

- Based on length of event
- Based on survey from last event (**Attach results of survey**)
- Other, please specify Please See Attached Exhibit A

Applicant shall be scored on the combination of Exhibits A-1 (Primary Purpose of event); A-2 (Event Itinerary), and A-3 (Number of Room Nights).

1 2 3 4 5 6 7 8 9 10

20200501-6thAnnualIslamoradaHalfMarathon10kBeachNBeerMile5kpresentedbyCelebrityCruises-participants

City	State	Country	Zip Code	Gender	County	Have you ever been to Islamorada	How many nights are you staying in the Islamorada area?	How many people are coming with you that aren't participating?
Pittsburgh	PA	US	15222	F	Allegheny County	No	1 night	1
Titusville	FL	US	32780	F	Brevard County	No	1 night	1
Rockledge	FL	US	32955	F	Brevard County	No	1 night	1
Parker	CO	US	80134	F	Douglas County	No	1 night	1
Enfield	CT	US	6082	F	Hartford County	No	1 night	1
Stuart	FL	US	34996	F	Martin County	No	1 night	1
Miami	FL	US	33168	F	Miami-Dade County	No	1 night	1
Miami	FL	US	33168	F	Miami-Dade County	No	1 night	1
Miami	FL	US	33131	F	Miami-Dade County	No	1 night	1
Miami	FL	US	33134	F	Miami-Dade County	No	1 night	1
Miami	FL	US	33132	M	Miami-Dade County	No	1 night	1
Boca Raton	FL	US	33487	F	Palm Beach County	No	1 night	1
Delray Beach	FL	US	33446	F	Palm Beach County	No	1 night	1
Palm Beach Gardens	FL	US	33418	M	Palm Beach County	No	1 night	1
Palm Beach Gardens	FL	US	33418	M	Palm Beach County	No	1 night	1
Palm Beach Gardens	FL	US	33418	M	Palm Beach County	No	1 night	1
Palm Beach Gardens	FL	US	33418	M	Palm Beach County	No	1 night	1
Palm Beach Gardens	FL	US	33418	M	Palm Beach County	No	1 night	1
Blackshear	GA	US	31516	F	Pierce County	No	1 night	1
Staten Island	NY	US	10306	M	Richmond County	No	1 night	1
OFallon	MO	US	63666	F	St. Charles County	No	1 night	1
Santa Rosa Beach	FL	US	32459	M	Walton County	No	1 night	1
Santa Rosa Beach	FL	US	32459	M	Walton County	No	1 night	1
Santa Rosa Beach	FL	US	32459	M	Walton County	No	1 night	1
Winona	MN	US	55987	M	Winona County	No	1 night	1
Alamosa	CO	US	81101	M	Alamosa County	No	1 night	2
Columbus	OH	US	43230	F	Franklin County	No	1 night	2
Palm Beach Gardens	FL	US	33418	M	Palm Beach County	No	1 night	2
Palm Beach Gardens	FL	US	33418	M	Palm Beach County	No	1 night	2
Palm Beach Gardens	FL	US	33418	M	Palm Beach County	No	1 night	2
Homestead	FL	US	33032	M	Miami-Dade County	No	1 night	3
Boynton Beach	FL	US	33426	M	Palm Beach County	No	1 night	3
Saint Augustine	FL	US	32084	F	St. Johns County	No	1 night	3
Homestead	FL	US	33033	M	Miami-Dade County	No	1 night	4 or more
Miami	FL	US	33130	M	Miami-Dade County	No	1 night	4 or more
Winter Haven	FL	US	33884	F	Polk County	No	1 night	4 or more
Arlington	VA	US	22209	F	Arlington County	No	1 night	No One
Cocoa	FL	US	32927	F	Brevard County	No	1 night	No One
Plantation	FL	US	33324	F	Broward County	No	1 night	No One
Cooper City	FL	US	33026	F	Broward County	No	1 night	No One
Hollywood	FL	US	33025	F	Broward County	No	1 night	No One
Hollywood	FL	US	33025	F	Broward County	No	1 night	No One
Hollywood	FL	US	33025	F	Broward County	No	1 night	No One
Williamsville	NY	US	14221	M	Erie County	No	1 night	No One
Columbus	OH	US	43201	F	Franklin County	No	1 night	No One
Columbus	OH	US	43201	M	Franklin County	No	1 night	No One
Hot Springs National Park	AR	US	71901	F	Garland County	No	1 night	No One
Snellville	GA	US	30078	M	Gwinnett County	No	1 night	No One
Seattle	WA	US	98107	F	King County	No	1 night	No One
Cape Coral	FL	US	33993	F	Lee County	No	1 night	No One
Fort Myers	FL	US	33913	F	Lee County	No	1 night	No One
Fort Myers	FL	US	33913	M	Lee County	No	1 night	No One
Miami	FL	US	33130	F	Miami-Dade County	No	1 night	No One
Miami	FL	US	33130	M	Miami-Dade County	No	1 night	No One
Miami	FL	US	33131	M	Miami-Dade County	No	1 night	No One
Miami	FL	US	33131	F	Miami-Dade County	No	1 night	No One
Winter Garden	FL	US	34787	M	Orange County	No	1 night	No One
Delray Beach	FL	US	33445	F	Palm Beach County	No	1 night	No One
Buckley	WA	US	98321	M	Pierce County	No	1 night	No One
Buckley	WA	US	98321	F	Pierce County	No	1 night	No One
Slaughters	KY	US	42456	F	Webster County	No	1 night	No One
München	BY	DE	81737	M		No	1 night	No One
München	BY	DE	81737	F		No	1 night	No One
Bellaire	OH	US	43906	F	Belmont County	No	2 nights	1
Titusville	FL	US	32780	M	Brevard County	No	2 nights	1
Wilton Manors	FL	US	33311	M	Broward County	No	2 nights	1
Fort Lauderdale	FL	US	33317	F	Broward County	No	2 nights	1
Fleming Island	FL	US	32003	M	Clay County	No	2 nights	1
Forest Park	IL	US	60130	F	Cook County	No	2 nights	1
Forest Park	IL	US	60130	M	Cook County	No	2 nights	1
Irving	TX	US	75062	F	Dallas County	No	2 nights	1
Vienna	VA	US	22181	F	Fairfax County	No	2 nights	1
Lexington	KY	US	40508	M	Fayette County	No	2 nights	1
Winston Salem	NC	US	27107	F	Forsyth County	No	2 nights	1
Dublin	OH	US	43017	F	Franklin County	No	2 nights	1
Pawleys Island	SC	US	29585	M	Georgetown County	No	2 nights	1
Brunswick	GA	US	31525	F	Glynn County	No	2 nights	1
South Hadley	MA	US	1075	F	Hampshire County	No	2 nights	1
Brooklyn	NY	US	11201	F	Kings County	No	2 nights	1
Brooklyn	NY	US	11201	M	Kings County	No	2 nights	1
Strawberry Plains	TN	US	37871	F	Knox County	No	2 nights	1
Fort Myers	FL	US	33901	F	Lee County	No	2 nights	1
Fort Myers	FL	US	33918	F	Lee County	No	2 nights	1
Canton	MS	US	39046	F	Madison County	No	2 nights	1
Stuart	FL	US	34997	F	Martin County	No	2 nights	1
Palm City	FL	US	34990	F	Martin County	No	2 nights	1

Sunny Isles	FL	US	33160	M	Miami-Dade County	No	2 nights		1
Miami Beach	FL	US	33140	M	Miami-Dade County	No	2 nights		1
Sunny Isles	FL	US	33160	M	Miami-Dade County	No	2 nights		1
Mobile	AL	US	36693	F	Mobile County	No	2 nights		1
Mobile	AL	US	36693	F	Mobile County	No	2 nights		1
South Rockwood	MI	US	48179	M	Monroe County	No	2 nights		1
Palm Beach Gardens	FL	US	33418	F	Palm Beach County	No	2 nights		1
Gainesville	VA	US	20155	F	Prince William County	No	2 nights		1
Sarasota	FL	US	34235	F	Sarasota County	No	2 nights		1
Sarasota	FL	US	34235	F	Sarasota County	No	2 nights		1
Saint Peters	MO	US	63376	F	St. Charles County	No	2 nights		1
Austin	TX	US	78748	M	Travis County	No	2 nights		1
Summit	NJ	US	7901	F	Union County	No	2 nights		1
Summit	NJ	US	7901	F	Union County	No	2 nights		1
Plain City	OH	US	43064	F	Union County	No	2 nights		1
Kings Mills	OH	US	45034	M	Warren County	No	2 nights		1
Northfield	NJ	US	8225	M	Atlantic County	No	2 nights		2
Forest Park	IL	US	60130	F	Cook County	No	2 nights		2
Jacksonville	FL	US	32277	F	Duval County	No	2 nights		2
Jacksonville	FL	US	32216	F	Duval County	No	2 nights		2
Sugar Land	TX	US	77478	F	Fort Bend County	No	2 nights		2
Sugar Land	TX	US	77478	F	Fort Bend County	No	2 nights		2
Valrico	FL	US	33596	F	Hillsborough County	No	2 nights		2
Valrico	FL	US	33596	M	Hillsborough County	No	2 nights		2
Vero Beach	FL	US	32962	F	Indian River County	No	2 nights		2
Fort Myers	FL	US	33919	F	Lee County	No	2 nights		2
Fort Myers	FL	US	33919	F	Lee County	No	2 nights		2
Bradenton	FL	US	34205	F	Manatee County	No	2 nights		2
New Port Richey	FL	US	34652	F	Pasco County	No	2 nights		2
Rutland	VT	US	5701	F	Rutland County	No	2 nights		2
Rutland	VT	US	5701	M	Rutland County	No	2 nights		2
Milton	FL	US	32571	F	Santa Rosa County	No	2 nights		2
Longwood	FL	US	32750	M	Seminole County	No	2 nights		2
Oviedo	FL	US	32765	F	Seminole County	No	2 nights		2
Memphis	TN	US	38103	F	Shelby County	No	2 nights		2
Grand Cayman		KY	KY1-1003	F		No	2 nights		2
Oslo		NO	382	M		No	2 nights		2
Pittsburgh	PA	US	15228	M	Allegheny County	No	2 nights		3
Angola	NY	US	14006	F	Erie County	No	2 nights		3
Angola	NY	US	14006	M	Erie County	No	2 nights		3
Davis	WV	US	26260	M	Tucker County	No	2 nights		3
Somers Point	NJ	US	8244	F	Atlantic County	No	2 nights	4 or more	
Cottonport	LA	US	71327	M	Avoyelles Parish	No	2 nights	4 or more	
Melbourne	FL	US	32901	M	Brevard County	No	2 nights	4 or more	
Jonesville	TX	US	75659	F	Harrison County	No	2 nights	4 or more	
Clewiston	FL	US	33440	F	Hendry County	No	2 nights	4 or more	
Lakewood Ranch	FL	US	34211	M	Manatee County	No	2 nights	4 or more	
Lakewood Ranch	FL	US	34211	F	Manatee County	No	2 nights	4 or more	
Lakewood Ranch	FL	US	34211	M	Manatee County	No	2 nights	4 or more	
Lakewood Ranch	FL	US	34211	F	Manatee County	No	2 nights	4 or more	
Lakewood Ranch	FL	US	34211	M	Manatee County	No	2 nights	4 or more	
Sunny Isles	FL	US	33160	F	Miami-Dade County	No	2 nights	4 or more	
Sunny Isles	FL	US	33160	F	Miami-Dade County	No	2 nights	4 or more	
Deltona	FL	US	32738	M	Volusia County	No	2 nights	4 or more	
Rossville	GA	US	30741	F	Walker County	No	2 nights	4 or more	
Rossville	GA	US	30741	F	Walker County	No	2 nights	4 or more	
Santa Rosa Beach	FL	US	32459	F	Walton County	No	2 nights	4 or more	
Freeport	FL	US	32459	M	Walton County	No	2 nights	4 or more	
Waycross	GA	US	31503	M	Ware County	No	2 nights	4 or more	
Gainesville	FL	US	32608	F	Alachua County	No	2 nights	No One	
Gainesville	FL	US	32608	M	Alachua County	No	2 nights	No One	
Gainesville	FL	US	32608	F	Alachua County	No	2 nights	No One	
Cottonport	LA	US	71327	M	Avoyelles Parish	No	2 nights	No One	
Cottonport	LA	US	71327	F	Avoyelles Parish	No	2 nights	No One	
Cottonport	LA	US	71327	F	Avoyelles Parish	No	2 nights	No One	
Cottonport	LA	US	71327	F	Avoyelles Parish	No	2 nights	No One	
Panama City	FL	US	32408	F	Bay County	No	2 nights	No One	
Panama City	FL	US	32408	M	Bay County	No	2 nights	No One	
Goose Creek	SC	US	29445	F	Berkeley County	No	2 nights	No One	
Goose Creek	SC	US	29445	M	Berkeley County	No	2 nights	No One	
Melbourne	FL	US	32935	M	Brevard County	No	2 nights	No One	
Melbourne	FL	US	32935	F	Brevard County	No	2 nights	No One	
Satellite Beach	FL	US	32937	F	Brevard County	No	2 nights	No One	
Melbourne	FL	US	32935	M	Brevard County	No	2 nights	No One	
Melbourne	FL	US	32935	F	Brevard County	No	2 nights	No One	
Melbourne	FL	US	32935	M	Brevard County	No	2 nights	No One	
Melbourne	FL	US	32935	F	Brevard County	No	2 nights	No One	
Palm Bay	FL	US	32907	F	Brevard County	No	2 nights	No One	
Hollywood	FL	US	33026	F	Broward County	No	2 nights	No One	
Fort Lauderdale	FL	US	33315	M	Broward County	No	2 nights	No One	
Forest Park	IL	US	60130	F	Cook County	No	2 nights	No One	
Douglasville	GA	US	30134	F	Douglas County	No	2 nights	No One	
Erie	PA	US	16506	F	Erie County	No	2 nights	No One	
Erie	PA	US	16509	M	Erie County	No	2 nights	No One	
Carmel	IN	US	46033	F	Hamilton County	No	2 nights	No One	
Fishers	IN	US	46038	F	Hamilton County	No	2 nights	No One	
Chattanooga	TN	US	37421	F	Hamilton County	No	2 nights	No One	
Chattanooga	TN	US	37421	M	Hamilton County	No	2 nights	No One	
Chattanooga	TN	US	37421	F	Hamilton County	No	2 nights	No One	
Chattanooga	TN	US	37421	F	Hamilton County	No	2 nights	No One	

Chattanooga	TN	US	37421	F	Hamilton County	No	2 nights	No One	
Chattanooga	TN	US	37421	F	Hamilton County	No	2 nights	No One	
West Springfield	MA	US	1089	F	Hampden County	No	2 nights	No One	
Haydenville	MA	US	1039	F	Hampshire County	No	2 nights	No One	
Spring Hill	FL	US	34606	F	Hernando County	No	2 nights	No One	
Spring Hill	FL	US	34606	M	Hernando County	No	2 nights	No One	
Spring Hill	FL	US	34606	F	Hernando County	No	2 nights	No One	
Spring Hill	FL	US	34606	F	Hernando County	No	2 nights	No One	
Tampa	FL	US	33611	F	Hillsborough County	No	2 nights	No One	
Myrtle Beach	SC	US	29577	F	Horry County	No	2 nights	No One	
Myrtle Beach	SC	US	29577	F	Horry County	No	2 nights	No One	
Vero Beach	FL	US	32963	M	Indian River County	No	2 nights	No One	
Holt	MI	US	48842	F	Ingham County	No	2 nights	No One	
Birmingham	AL	US	35244	M	Jefferson County	No	2 nights	No One	
Birmingham	AL	US	35244	F	Jefferson County	No	2 nights	No One	
Fort Myers	FL	US	33912	M	Lee County	No	2 nights	No One	
Dahlonega	GA	US	30533	F	Lumpkin County	No	2 nights	No One	
Hudson	MA	US	1749	M	Middlesex County	No	2 nights	No One	
Hudson	MA	US	1749	M	Middlesex County	No	2 nights	No One	
Hudson	MA	US	1749	M	Middlesex County	No	2 nights	No One	
Ambler	PA	US	19002	F	Montgomery County	No	2 nights	No One	
Ambler	PA	US	19002	F	Montgomery County	No	2 nights	No One	
Newark	DE	US	19702	M	New Castle County	No	2 nights	No One	
New York	NY	US	10039	M	New York County	No	2 nights	No One	
Jamestown	RI	US	2835	F	Newport County	No	2 nights	No One	
Apopka	FL	US	32712	F	Orange County	No	2 nights	No One	
Orlando	FL	US	32829	F	Orange County	No	2 nights	No One	
West Palm Beach	FL	US	33401	F	Palm Beach County	No	2 nights	No One	
Wellington	FL	US	33414	M	Palm Beach County	No	2 nights	No One	
West Palm Beach	FL	US	33411	M	Palm Beach County	No	2 nights	No One	
West Palm Beach	FL	US	33411	M	Palm Beach County	No	2 nights	No One	
West Palm Beach	FL	US	33401	F	Palm Beach County	No	2 nights	No One	
West Palm Beach	FL	US	33411	M	Palm Beach County	No	2 nights	No One	
West Palm Beach	FL	US	33401	F	Palm Beach County	No	2 nights	No One	
Jupiter	FL	US	33458	M	Palm Beach County	No	2 nights	No One	
Clearwater	FL	US	33764	F	Pinellas County	No	2 nights	No One	
San Francisco	CA	US	94105	M	San Francisco County	No	2 nights	No One	
Schenectady	NY	US	12303	F	Schenectady County	No	2 nights	No One	
Schenectady	NY	US	12303	F	Schenectady County	No	2 nights	No One	
Schenectady	NY	US	12303	F	Schenectady County	No	2 nights	No One	
Saint Louis	MO	US	63128	F	St. Louis County	No	2 nights	No One	
Saint Louis	MO	US	63128	F	St. Louis County	No	2 nights	No One	
Saint Louis	MO	US	63128	F	St. Louis County	No	2 nights	No One	
Port Saint Lucie	FL	US	34987	M	St. Lucie County	No	2 nights	No One	
Lacey	WA	US	98503	M	Thurston County	No	2 nights	No One	
Lincoln Park	MI	US	48146	M	Wayne County	No	2 nights	No One	
New Freedom	PA	US	17349	F	York County	No	2 nights	No One	
Preston	LAN	GB	PR4 4GL	F		No	2 nights	No One	
Preston	LAN	GB	PR4 4GL	F		No	2 nights	No One	
Blaine	MN	US	55449	F	Anoka County	No	3 nights		1
Aurora	CO	US	80013	F	Arapahoe County	No	3 nights		1
Egg Harbor Township	NJ	US	8234	F	Atlantic County	No	3 nights		1
Green Cove Springs	FL	US	32043	F	Clay County	No	3 nights		1
North East	PA	US	16428	F	Erie County	No	3 nights		1
Pensacola	FL	US	32534	F	Escambia County	No	3 nights		1
Winnsboro	SC	US	29180	M	Fairfield County	No	3 nights		1
Missouri City	TX	US	77459	F	Fort Bend County	No	3 nights		1
St Simons Island	GA	US	31522	F	Glynn County	No	3 nights		1
Tampa	FL	US	33604	M	Hillsborough County	No	3 nights		1
Shelocta	PA	US	15774	F	Indiana County	No	3 nights		1
Overland Park	KS	US	66221	F	Johnson County	No	3 nights		1
Scranton	PA	US	18505	M	Lackawanna County	No	3 nights		1
Cape Coral	FL	US	33904	F	Lee County	No	3 nights		1
Cape Coral	FL	US	33904	M	Lee County	No	3 nights		1
Cornelius	NC	US	28031	F	Mecklenburg County	No	3 nights		1
Cambridge	MA	US	2140	F	Middlesex County	No	3 nights		1
Wellington	FL	US	33414	F	Palm Beach County	No	3 nights		1
Jupiter	FL	US	33458	M	Palm Beach County	No	3 nights		1
Tucson	AZ	US	85704	F	Pima County	No	3 nights		1
Lakeland	FL	US	33813	M	Polk County	No	3 nights		1
Roanoke	VA	US	24016	M	Roanoke city	No	3 nights		1
Roanoke	VA	US	24016	M	Roanoke city	No	3 nights		1
Roanoke	VA	US	24016	M	Roanoke city	No	3 nights		1
Roanoke	VA	US	24018	F	Roanoke County	No	3 nights		1
Slidell	LA	US	70458	M	St. Tammany Parish	No	3 nights		1
Lewes	DE	US	19958	F	Sussex County	No	3 nights		1
Olympia	WA	US	98512	F	Thurston County	No	3 nights		1
Virginia Beach	VA	US	23455	F	Virginia Beach city	No	3 nights		1
Deltona	FL	US	32738	F	Volusia County	No	3 nights		1
Deltona	FL	US	32738	F	Volusia County	No	3 nights		1
Lincoln Park	MI	US	48146	F	Wayne County	No	3 nights		1
Alvordton	OH	US	43501	F	Williams County	No	3 nights		1
Berlin	MD	US	21811	M	Worcester County	No	3 nights		1
Pittsburgh	PA	US	15239	F	Allegheny County	No	3 nights		2
Pittsburgh	PA	US	15239	M	Allegheny County	No	3 nights		2
Glen Burnie	MD	US	21061	M	Anne Arundel County	No	3 nights		2
Towanda	PA	US	18848	F	Bradford County	No	3 nights		2
Meibourne	FL	US	32934	M	Brevard County	No	3 nights		2
Alexander	NC	US	28701	M	Buncombe County	No	3 nights		2
Shingle Springs	CA	US	95682	F	El Dorado County	No	3 nights		2
Axton	VA	US	24054	F	Henry County	No	3 nights		2

Ridgeway	VA	US	24148	F	Henry County	No	3 nights		2
Hoschton	GA	US	30548	F	Jackson County	No	3 nights		2
Fruitland Park	FL	US	34731	M	Lake County	No	3 nights		2
Hanover TWP	PA	US	18706	F	Luzerne County	No	3 nights		2
Bloomington	IN	US	47401	F	Monroe County	No	3 nights		2
Bloomington	IN	US	47401	F	Monroe County	No	3 nights		2
Redington Beach	FL	US	33708	F	Pinellas County	No	3 nights		2
Columbia	SC	US	29229	F	Richland County	No	3 nights		2
Columbia	SC	US	29205	F	Richland County	No	3 nights		2
Columbia	SC	US	29229	F	Richland County	No	3 nights		2
Birmingham	AL	US	35242	F	Shelby County	No	3 nights		2
Cropwell	AL	US	35054	M	St. Clair County	No	3 nights		2
Saint Louis	MO	US	63122	F	St. Louis County	No	3 nights		2
Deltona	FL	US	32725	F	Volusia County	No	3 nights		2
Deltona	FL	US	32725	F	Volusia County	No	3 nights		2
Millbury	MA	US	1527	F	Worcester County	No	3 nights		2
Millbury	MA	US	1527	F	Worcester County	No	3 nights		2
Millbury	MA	US	1527	F	Worcester County	No	3 nights		2
Berlin	MD	US	21811	F	Worcester County	No	3 nights		2
Jacksonville	FL	US	32225	M	Duval County	No	3 nights		3
Brooklyn	NY	US	11249	M	Kings County	No	3 nights		3
palmetto	FL	US	34221	F	Manatee County	No	3 nights		3
Paducah	KY	US	42003	F	McCracken County	No	3 nights		3
Millington	NJ	US	7946	F	Morris County	No	3 nights		3
Orlando	FL	US	32804	M	Orange County	No	3 nights		3
Winter Garden	FL	US	34787	F	Orange County	No	3 nights		3
Suffolk	VA	US	23435	F	Suffolk city	No	3 nights		3
Suffolk	VA	US	23435	M	Suffolk city	No	3 nights		3
Olar	SC	US	29843	M	Bamberg County	No	3 nights	4 or more	
Kilgore	TX	US	75662	F	Gregg County	No	3 nights	4 or more	
North Bergen	NJ	US	7047	F	Hudson County	No	3 nights	4 or more	
Sebastian	FL	US	32958	F	Indian River County	No	3 nights	4 or more	
Sebastian	FL	US	32958	M	Indian River County	No	3 nights	4 or more	
Eustis	FL	US	32736	F	Lake County	No	3 nights	4 or more	
Palmetto	FL	US	34221	F	Manatee County	No	3 nights	4 or more	
Paducah	KY	US	42003	F	McCracken County	No	3 nights	4 or more	
Largo	FL	US	33774	F	Pinellas County	No	3 nights	4 or more	
Bartow	FL	US	33830	M	Polk County	No	3 nights	4 or more	
Milton	FL	US	32583	F	Santa Rosa County	No	3 nights	4 or more	
Hanover	PA	US	17331	F	York County	No	3 nights	4 or more	
boksburg	ZA		1470	F		No	3 nights	4 or more	
Alpena	MI	US	49707	F	Alpena County	No	3 nights	No One	
Alpena	MI	US	49707	M	Alpena County	No	3 nights	No One	
Alpena	MI	US	49707	M	Alpena County	No	3 nights	No One	
Alpena	MI	US	49707	M	Alpena County	No	3 nights	No One	
Alpena	MI	US	49707	F	Alpena County	No	3 nights	No One	
Glen Burnie	MD	US	21061	F	Anne Arundel County	No	3 nights	No One	
Glen Burnie	MD	US	21061	F	Anne Arundel County	No	3 nights	No One	
Rockledge	FL	US	32955	M	Brevard County	No	3 nights	No One	
Melbourne	FL	US	32940	F	Brevard County	No	3 nights	No One	
Titusville	FL	US	32780	F	Brevard County	No	3 nights	No One	
Fort Lauderdale	FL	US	33301	M	Broward County	No	3 nights	No One	
Morehead City	NC	US	28557	F	Carteret County	No	3 nights	No One	
Morehead City	NC	US	28557	M	Carteret County	No	3 nights	No One	
Mount Pleasant	SC	US	29466	M	Charleston County	No	3 nights	No One	
Mount Pleasant	SC	US	29466	F	Charleston County	No	3 nights	No One	
Mount Pleasant	SC	US	29465	M	Charleston County	No	3 nights	No One	
Mount Pleasant	SC	US	29466	M	Charleston County	No	3 nights	No One	
Mount Pleasant	SC	US	29466	F	Charleston County	No	3 nights	No One	
Henderson	NV	US	89014	F	Clark County	No	3 nights	No One	
Kansas City	MO	US	64157	M	Clay County	No	3 nights	No One	
Kansas City	MO	US	64157	F	Clay County	No	3 nights	No One	
Frankfort	IN	US	46041	M	Clinton County	No	3 nights	No One	
Frankfort	IN	US	46041	F	Clinton County	No	3 nights	No One	
Hope Mills	NC	US	28348	F	Cumberland County	No	3 nights	No One	
Burnsville	MN	US	55306	F	Dakota County	No	3 nights	No One	
Milford	IA	US	51351	F	Dickinson County	No	3 nights	No One	
Foxboro	WI	US	54836	F	Douglas County	No	3 nights	No One	
Solon Springs	WI	US	54873	F	Douglas County	No	3 nights	No One	
Solon Springs	WI	US	54873	F	Douglas County	No	3 nights	No One	
Foxboro	WI	US	54836	F	Douglas County	No	3 nights	No One	
Foxboro	WI	US	54836	F	Douglas County	No	3 nights	No One	
Colorado Springs	CO	US	80918	F	El Paso County	No	3 nights	No One	
Pensacola	FL	US	32534	M	Escambia County	No	3 nights	No One	
Pensacola	FL	US	32534	M	Escambia County	No	3 nights	No One	
Pensacola	FL	US	32534	M	Escambia County	No	3 nights	No One	
Pensacola	FL	US	32503	M	Escambia County	No	3 nights	No One	
North Andover	MA	US	1845	F	Essex County	No	3 nights	No One	
Lexington	KY	US	40509	F	Fayette County	No	3 nights	No One	
Lexington	KY	US	40509	F	Fayette County	No	3 nights	No One	
Lexington	KY	US	40509	F	Fayette County	No	3 nights	No One	
Newfield	NJ	US	8344	F	Gloucester County	No	3 nights	No One	
Newfield	NJ	US	8344	M	Gloucester County	No	3 nights	No One	
Longview	TX	US	75605	M	Gregg County	No	3 nights	No One	
Longview	TX	US	75605	F	Gregg County	No	3 nights	No One	
Kilgore	TX	US	75662	F	Gregg County	No	3 nights	No One	
Kilgore	TX	US	75662	F	Gregg County	No	3 nights	No One	
Morristown	TN	US	37813	F	Hamblen County	No	3 nights	No One	
Carmel	IN	US	46032	F	Hamilton County	No	3 nights	No One	
Fishers	IN	US	46037	F	Hamilton County	No	3 nights	No One	
Fort Knox	KY	US	40121	F	Hardin County	No	3 nights	No One	

Axton	VA	US	24054	F	Henry County	No	3 nights	No One	
Tampa	FL	US	33647	M	Hillsborough County	No	3 nights	No One	
Columbia	MD	US	21044	F	Howard County	No	3 nights	No One	
Columbia	MD	US	21044	M	Howard County	No	3 nights	No One	
Columbia	MD	US	21044	M	Howard County	No	3 nights	No One	
Columbia	MD	US	21044	M	Howard County	No	3 nights	No One	
Oak Hill	OH	US	45656	F	Jackson County	No	3 nights	No One	
Oak Hill	OH	US	45656	M	Jackson County	No	3 nights	No One	
Spring Hill	KS	US	66083	F	Johnson County	No	3 nights	No One	
Spring Hill	KS	US	66083	F	Johnson County	No	3 nights	No One	
Seattle	WA	US	98115	F	King County	No	3 nights	No One	
Seattle	WA	US	98115	M	King County	No	3 nights	No One	
Seattle	WA	US	98115	M	King County	No	3 nights	No One	
Seattle	WA	US	98115	M	King County	No	3 nights	No One	
Mount Dora	FL	US	32757	F	Lake County	No	3 nights	No One	
Kildeer	IL	US	60047	M	Lake County	No	3 nights	No One	
Kildeer	IL	US	60047	F	Lake County	No	3 nights	No One	
Cape Coral	FL	US	33990	F	Lee County	No	3 nights	No One	
Cape Coral	FL	US	33990	F	Lee County	No	3 nights	No One	
Cape Coral	FL	US	33990	F	Lee County	No	3 nights	No One	
Lexington	SC	US	29072	F	Lexington County	No	3 nights	No One	
Lexington	SC	US	29072	F	Lexington County	No	3 nights	No One	
Lexington	SC	US	29072	F	Lexington County	No	3 nights	No One	
Lexington	SC	US	29072	F	Lexington County	No	3 nights	No One	
Monroe	MI	US	48162	M	Monroe County	No	3 nights	No One	
Grand Meadow	MN	US	55936	F	Mower County	No	3 nights	No One	
Bangor	PA	US	18013	M	Northampton County	No	3 nights	No One	
Huntington Beach	CA	US	92648	F	Orange County	No	3 nights	No One	
Huntington Beach	CA	US	92648	M	Orange County	No	3 nights	No One	
Apopka	FL	US	32712	F	Orange County	No	3 nights	No One	
Sedalia	MO	US	65301	M	Pettis County	No	3 nights	No One	
Sedalia	MO	US	65301	F	Pettis County	No	3 nights	No One	
Lakeland	FL	US	33801	F	Polk County	No	3 nights	No One	
Little Rock	AR	US	72205	M	Pulaski County	No	3 nights	No One	
Little Rock	AR	US	72205	F	Pulaski County	No	3 nights	No One	
Little Rock	AR	US	72205	M	Pulaski County	No	3 nights	No One	
Saint Paul	MN	US	55110	M	Ramsey County	No	3 nights	No One	
Venice	FL	US	34293	M	Sarasota County	No	3 nights	No One	
VENICE	FL	US	34293	F	Sarasota County	No	3 nights	No One	
Lake Mary	FL	US	32746	F	Seminole County	No	3 nights	No One	
Lake Mary	FL	US	32746	M	Seminole County	No	3 nights	No One	
Winter Springs	FL	US	32708	F	Seminole County	No	3 nights	No One	
Birmingham	AL	US	35242	F	Shelby County	No	3 nights	No One	
Saint Augustine	FL	US	32086	F	St. Johns County	No	3 nights	No One	
Mandeville	LA	US	70471	M	St. Tammany Parish	No	3 nights	No One	
Evansville	IN	US	47715	F	Vanderburgh County	No	3 nights	No One	
Evansville	IN	US	47712	M	Vanderburgh County	No	3 nights	No One	
Virginia Beach	VA	US	23452	F	Virginia Beach city	No	3 nights	No One	
Wake Forest	NC	US	27587	F	Wake County	No	3 nights	No One	
Wake Forest	NC	US	27587	M	Wake County	No	3 nights	No One	
Ypsilanti	MI	US	48197	F	Washtenaw County	No	3 nights	No One	
Ypsilanti	MI	US	48197	M	Washtenaw County	No	3 nights	No One	
New Boston	MI	US	48164	F	Wayne County	No	3 nights	No One	
White River Junction	VT	US	5001	F	Windsor County	No	3 nights	No One	
New Freedom	PA	US	17349	F	York County	No	3 nights	No One	
Pittsburgh	PA	US	15243	F	Allegheny County	No	4 nights or more		1
Lutherville Timonium	MD	US	21093	F	Baltimore County	No	4 nights or more		1
Belton	TX	US	76513	F	Bell County	No	4 nights or more		1
Dalton	MA	US	1226	M	Berkshire County	No	4 nights or more		1
Freeport	ME	US	4032	F	Cumberland County	No	4 nights or more		1
Erie	PA	US	16511	F	Erie County	No	4 nights or more		1
Marion	IA	US	52302	M	Linn County	No	4 nights or more		1
Flippin	AR	US	72634	F	Marion County	No	4 nights or more		1
Chapel Hill	TN	US	37034	F	Marshall County	No	4 nights or more		1
Paducah	KY	US	42001	F	McCracken County	No	4 nights or more		1
Bangor	PA	US	18013	F	Northampton County	No	4 nights or more		1
Ferndale	MI	US	48220	F	Oakland County	No	4 nights or more		1
Bainbridge	IN	US	46105	F	Putnam County	No	4 nights or more		1
Zimmerman	MN	US	55398	M	Sherburne County	No	4 nights or more		1
Zimmerman	MN	US	55398	M	Sherburne County	No	4 nights or more		1
Zimmerman	MN	US	55398	M	Sherburne County	No	4 nights or more		1
Austin	TX	US	78705	F	Travis County	No	4 nights or more		1
Woodbury	MN	US	55125	F	Washington County	No	4 nights or more		1
Meredith	NH	US	3253	F	Belknap County	No	4 nights or more		2
Yukon	OK	US	73099	F	Canadian County	No	4 nights or more		2
Mount Pleasant	SC	US	29464	F	Charleston County	No	4 nights or more		2
Linesville	PA	US	16424	M	Crawford County	No	4 nights or more		2
Roseburg	OR	US	97471	F	Douglas County	No	4 nights or more		2
Cumming	GA	US	30040	M	Forsyth County	No	4 nights or more		2
Cumming	GA	US	30040	M	Forsyth County	No	4 nights or more		2
Southington	CT	US	6489	M	Hartford County	No	4 nights or more		2
Southington	CT	US	6489	F	Hartford County	No	4 nights or more		2
Mountain Top	PA	US	18707	F	Luzerne County	No	4 nights or more		2
Mountain Top	PA	US	18707	M	Luzerne County	No	4 nights or more		2
Parrish	FL	US	34219	F	Manatee County	No	4 nights or more		2
Concord	GA	US	30206	F	Pike County	No	4 nights or more		2
Cranston	RI	US	2920	F	Providence County	No	4 nights or more		2
Lewes	DE	US	19958	F	Sussex County	No	4 nights or more		2
Salisbury	MD	US	21801	M	Wicomico County	No	4 nights or more		2
Anchorage	AK	US	99517	F	Anchorage Municipality	No	4 nights or more		3
Green Bay	WI	US	54311	F	Brown County	No	4 nights or more		3

Knoxville	TN	US	37923	F	Knox County	No	4 nights or more	3
Guthrie	OK	US	73044	F	Logan County	No	4 nights or more	3
Bradenton	FL	US	34207	F	Manatee County	No	4 nights or more	3
Bradenton	FL	US	34207	F	Manatee County	No	4 nights or more	3
Bradenton	FL	US	34207	F	Manatee County	No	4 nights or more	3
Saint Petersburg	FL	US	33716	F	Pinellas County	No	4 nights or more	3
Columbia	SC	US	29205	F	Richland County	No	4 nights or more	3
Columbia	SC	US	29205	F	Richland County	No	4 nights or more	3
Franklin	TN	US	37064	F	Williamson County	No	4 nights or more	3
Arnold	MD	US	21012	M	Anne Arundel County	No	4 nights or more	4 or more
Baltimore	MD	US	21230	F	Baltimore city	No	4 nights or more	4 or more
Barrington	RI	US	2806	F	Bristol County	No	4 nights or more	4 or more
MOUNT PLEASANT	SC	US	29466	M	Charleston County	No	4 nights or more	4 or more
Dallas	TX	US	75214	F	Dallas County	No	4 nights or more	4 or more
Superior	WI	US	54880	F	Douglas County	No	4 nights or more	4 or more
Superior	WI	US	54880	F	Douglas County	No	4 nights or more	4 or more
Superior	WI	US	54880	F	Douglas County	No	4 nights or more	4 or more
Deltona	FL	US	32738	F	Volusia County	No	4 nights or more	4 or more
Deltona	FL	US	32738	F	Volusia County	No	4 nights or more	4 or more
Gainesville	FL	US	32606	F	Alachua County	No	4 nights or more	No One
Gainesville	FL	US	32606	M	Alachua County	No	4 nights or more	No One
Anchorage	AK	US	99502	F	Anchorage Municipality	No	4 nights or more	No One
Charleston	SC	US	29492	M	Berkeley County	No	4 nights or more	No One
Reading	PA	US	19607	F	Berks County	No	4 nights or more	No One
Boerne	TX	US	78015	F	Bexar County	No	4 nights or more	No One
Boerne	TX	US	78015	M	Bexar County	No	4 nights or more	No One
Columbia	MO	US	65203	F	Boone County	No	4 nights or more	No One
Melbourne	FL	US	32904	F	Brevard County	No	4 nights or more	No One
Melbourne	FL	US	32904	M	Brevard County	No	4 nights or more	No One
Melbourne	FL	US	32904	M	Brevard County	No	4 nights or more	No One
Green Bay	WI	US	54301	F	Brown County	No	4 nights or more	No One
Mount Pleasant	SC	US	29466	F	Charleston County	No	4 nights or more	No One
Vancouver	WA	US	98660	F	Clark County	No	4 nights or more	No One
Milford	OH	US	45150	F	Clermont County	No	4 nights or more	No One
Cincinnati	OH	US	45245	F	Clermont County	No	4 nights or more	No One
Cincinnati	OH	US	45245	F	Clermont County	No	4 nights or more	No One
Milford	OH	US	45150	F	Clermont County	No	4 nights or more	No One
Cincinnati	OH	US	45245	F	Clermont County	No	4 nights or more	No One
Milford	OH	US	45150	F	Clermont County	No	4 nights or more	No One
Linesville	PA	US	16424	F	Crawford County	No	4 nights or more	No One
Windham	ME	US	4062	F	Cumberland County	No	4 nights or more	No One
Windham	ME	US	4062	M	Cumberland County	No	4 nights or more	No One
Portland	ME	US	4103	M	Cumberland County	No	4 nights or more	No One
PORTLAND	ME	US	4103	F	Cumberland County	No	4 nights or more	No One
Fayetteville	NC	US	28312	M	Cumberland County	No	4 nights or more	No One
Mechanicsburg	PA	US	17050	F	Cumberland County	No	4 nights or more	No One
Mechanicsburg	PA	US	17050	F	Cumberland County	No	4 nights or more	No One
Mechanicsburg	PA	US	17050	F	Cumberland County	No	4 nights or more	No One
Mechanicsburg	PA	US	17050	F	Cumberland County	No	4 nights or more	No One
Sandwich	IL	US	60548	F	DeKalb County	No	4 nights or more	No One
Sandwich	IL	US	60548	F	DeKalb County	No	4 nights or more	No One
Sandwich	IL	US	60548	F	DeKalb County	No	4 nights or more	No One
Sandwich	IL	US	60548	F	DeKalb County	No	4 nights or more	No One
Spirit Lake	IA	US	51360	F	Dickinson County	No	4 nights or more	No One
Spirit Lake	IA	US	51360	F	Dickinson County	No	4 nights or more	No One
Omaha	NE	US	68130	F	Douglas County	No	4 nights or more	No One
Omaha	NE	US	68130	F	Douglas County	No	4 nights or more	No One
South Range	WI	US	54874	F	Douglas County	No	4 nights or more	No One
South Range	WI	US	54874	F	Douglas County	No	4 nights or more	No One
South Range	WI	US	54874	F	Douglas County	No	4 nights or more	No One
Atlantic Beach	FL	US	32233	F	Duval County	No	4 nights or more	No One
Atlantic Beach	FL	US	32233	M	Duval County	No	4 nights or more	No One
Estherville	IA	US	51334	F	Emmet County	No	4 nights or more	No One
North East	PA	US	16428	M	Erie County	No	4 nights or more	No One
Cincinnati	OH	US	45208	F	Hamilton County	No	4 nights or more	No One
Cincinnati	OH	US	45208	M	Hamilton County	No	4 nights or more	No One
Edina	MN	US	55424	F	Hennepin County	No	4 nights or more	No One
Edina	MN	US	55424	M	Hennepin County	No	4 nights or more	No One
New Castle	IN	US	47362	F	Henry County	No	4 nights or more	No One
Hillsboro	MO	US	63050	F	Jefferson County	No	4 nights or more	No One
Hillsboro	MO	US	63050	M	Jefferson County	No	4 nights or more	No One
Plano	IL	US	60545	F	Kendall County	No	4 nights or more	No One
Plano	IL	US	60545	F	Kendall County	No	4 nights or more	No One
Plano	IL	US	60545	F	Kendall County	No	4 nights or more	No One
Camden	DE	US	19934	F	Kent County	No	4 nights or more	No One
Cedar Lake	IN	US	46303	F	Lake County	No	4 nights or more	No One
Cedar Lake	IN	US	46303	M	Lake County	No	4 nights or more	No One
Flintville	TN	US	37335	M	Lincoln County	No	4 nights or more	No One
Flintville	TN	US	37335	F	Lincoln County	No	4 nights or more	No One
New Milford	CT	US	6776	M	Litchfield County	No	4 nights or more	No One
New Milford	CT	US	6776	M	Litchfield County	No	4 nights or more	No One
New Milford	CT	US	6776	M	Litchfield County	No	4 nights or more	No One
Spring Hill	TN	US	37174	M	Maury County	No	4 nights or more	No One
Spring Hill	TN	US	37174	F	Maury County	No	4 nights or more	No One
Paducah	KY	US	42001	F	McCracken County	No	4 nights or more	No One
Crestwood	KY	US	40014	F	Oldham County	No	4 nights or more	No One
CRESTWOOD	KY	US	40014	M	Oldham County	No	4 nights or more	No One
Saint Petersburg	FL	US	33705	F	Pinellas County	No	4 nights or more	No One
Roanoke	VA	US	24012	M	Roanoke city	No	4 nights or more	No One
Somerset	WI	US	54025	F	St. Croix County	No	4 nights or more	No One
Ocean View	DE	US	19970	F	Sussex County	No	4 nights or more	No One

Saint Paul	MN	US	55125	M	Washington County	No	4 nights or more	No One	
Taylor	MI	US	48180	F	Wayne County	No	4 nights or more	No One	
Taylor	MI	US	48180	F	Wayne County	No	4 nights or more	No One	
Taylor	MI	US	48180	F	Wayne County	No	4 nights or more	No One	
Canton	MI	US	48188	F	Wayne County	No	4 nights or more	No One	
Winona	MN	US	55987	F	Winona County	No	4 nights or more	No One	
Berlin	MD	US	21811	F	Worcester County	No	4 nights or more	No One	
Big Pine Key	FL	US	33043	F	Monroe County	No	Always, I'm a local		3
Lexington	KY	US	40511	M	Fayette County	No	Just coming for the day		1
Schiffange	LU		3820	F		No	Just coming for the day		2
Schiffange	LU		3820	F		No	Just coming for the day		2
Orlando	FL	US	32801	F	Orange County	No	Just coming for the day		3
Pinellas Park	FL	US	33782	F	Pinellas County	No	Just coming for the day		3
Pittsburgh	PA	US	15222	M	Allegheny County	No	Just coming for the day	No One	
Tampa	FL	US	33606	F	Hillsborough County	No	Just coming for the day	No One	
Miami	FL	US	33143	F	Miami-Dade County	No	Just coming for the day	No One	
Miami	FL	US	33138	M	Miami-Dade County	No	Just coming for the day	No One	
Miami	FL	US	33138	F	Miami-Dade County	No	Just coming for the day	No One	
Miami	FL	US	33138	M	Miami-Dade County	No	Just coming for the day	No One	
Miami	FL	US	33130	M	Miami-Dade County	No	Just coming for the day	No One	
Boynton Beach	FL	US	33473	F	Palm Beach County	No	Just coming for the day	No One	
Lakeland	FL	US	33803	M	Polk County	No	Just coming for the day	No One	
Saint Paul	MN	US	55116	F	Ramsey County	No	Just coming for the day	No One	
Delray Beach	FL	US	33446	M	Palm Beach County	No			1
Delray Beach	FL	US	33446	F	Palm Beach County	No			1
Delray Beach	FL	US	33446	M	Palm Beach County	No			1
Delray Beach	FL	US	33446	F	Palm Beach County	No			1
Raleigh	NC	US	27603	F	Wake County	No			1
Raleigh	NC	US	27603	M	Wake County	No			1
Butler	PA	US	16001	M	Butler County	No			2
Stanton	TN	US	38069	M	Haywood County	No			2
Fort Myers	FL	US	33966	F	Lee County	No			2
Miami	FL	US	33190	M	Miami-Dade County	No			3
Jupiter	FL	US	33458	M	Palm Beach County	No			3
Malung	SE		78233	M		No		4 or more	
Warner Robins	GA	US	31088	F	Houston County	No		No One	
Dublin	GA	US	31021	M	Laurens County	No		No One	
Olympia	WA	US	98502	M	Thurston County	No		No One	
Olympia	WA	US	98502	M	Thurston County	No		No One	
Cocoa	FL	US	32927	F	Brevard County	Yes	1 night		1
Merritt Island	FL	US	32953	F	Brevard County	Yes	1 night		1
Pompano Beach	FL	US	33060	F	Broward County	Yes	1 night		1
Fort Lauderdale	FL	US	33314	F	Broward County	Yes	1 night		1
FORT LAUDERDALE	FL	US	33312	F	Broward County	Yes	1 night		1
Miramar	FL	US	33025	M	Broward County	Yes	1 night		1
Miramar	FL	US	33025	F	Broward County	Yes	1 night		1
Pompano Beach	FL	US	33063	M	Broward County	Yes	1 night		1
Fort Lauderdale	FL	US	33308	F	Broward County	Yes	1 night		1
Fort Lauderdale	FL	US	33304	M	Broward County	Yes	1 night		1
Fort Lauderdale	FL	US	33304	F	Broward County	Yes	1 night		1
Weston	FL	US	33327	F	Broward County	Yes	1 night		1
Hollywood	FL	US	33026	F	Broward County	Yes	1 night		1
Williamsburg	VA	US	23185	F	James City County	Yes	1 night		1
Fort Myers	FL	US	33905	F	Lee County	Yes	1 night		1
Fort Myers	FL	US	33966	F	Lee County	Yes	1 night		1
Estero	FL	US	33928	F	Lee County	Yes	1 night		1
Cape Coral	FL	US	33904	M	Lee County	Yes	1 night		1
Jensen Beach	FL	US	34957	F	Martin County	Yes	1 night		1
Stuart	FL	US	34994	F	Martin County	Yes	1 night		1
Miami	FL	US	33186	F	Miami-Dade County	Yes	1 night		1
Homestead	FL	US	33035	F	Miami-Dade County	Yes	1 night		1
Homestead	FL	US	33035	M	Miami-Dade County	Yes	1 night		1
Miami	FL	US	33155	M	Miami-Dade County	Yes	1 night		1
Miami	FL	US	33176	F	Miami-Dade County	Yes	1 night		1
Miami	FL	US	33157	F	Miami-Dade County	Yes	1 night		1
Miami	FL	US	33193	F	Miami-Dade County	Yes	1 night		1
Miami	FL	US	33131	F	Miami-Dade County	Yes	1 night		1
Miami	FL	US	33155	F	Miami-Dade County	Yes	1 night		1
Miami	FL	US	33176	F	Miami-Dade County	Yes	1 night		1
Miami	FL	US	33157	F	Miami-Dade County	Yes	1 night		1
Miami	FL	US	33178	F	Miami-Dade County	Yes	1 night		1
Miami	FL	US	33180	F	Miami-Dade County	Yes	1 night		1
Miami	FL	US	33193	F	Miami-Dade County	Yes	1 night		1
Miami	FL	US	33145	M	Miami-Dade County	Yes	1 night		1
Miami	FL	US	33131	M	Miami-Dade County	Yes	1 night		1
Miami	FL	US	33131	F	Miami-Dade County	Yes	1 night		1
Miami	FL	US	33157	M	Miami-Dade County	Yes	1 night		1
Palmetto Bay	FL	US	33157	F	Miami-Dade County	Yes	1 night		1
Miami	FL	US	33126	F	Miami-Dade County	Yes	1 night		1
Miami	FL	US	33155	F	Miami-Dade County	Yes	1 night		1
Tavernier	FL	US	33070	F	Monroe County	Yes	1 night		1
Tavernier	FL	US	33070	M	Monroe County	Yes	1 night		1
Key West	FL	US	33040	F	Monroe County	Yes	1 night		1
Tavernier	FL	US	33070	M	Monroe County	Yes	1 night		1
Key West	FL	US	33040	F	Monroe County	Yes	1 night		1
Boca Raton	FL	US	33433	F	Palm Beach County	Yes	1 night		1
Boynton Beach	FL	US	33426	F	Palm Beach County	Yes	1 night		1
Lake Worth	FL	US	33467	F	Palm Beach County	Yes	1 night		1
Boca Raton	FL	US	33486	F	Palm Beach County	Yes	1 night		1
Boynton Beach	FL	US	33472	F	Palm Beach County	Yes	1 night		1
Palm Beach Gardens	FL	US	33418	F	Palm Beach County	Yes	1 night		1

Palm Beach Gardens	FL	US	33418	F	Palm Beach County	Yes	1 night		1
Wellington	FL	US	33414	F	Palm Beach County	Yes	1 night		1
Boca Raton	FL	US	33496	F	Palm Beach County	Yes	1 night		1
Palm Beach Gardens	FL	US	33418	F	Palm Beach County	Yes	1 night		1
Palm Beach Gardens	FL	US	33418	F	Palm Beach County	Yes	1 night		1
Palm Beach Gardens	FL	US	33418	F	Palm Beach County	Yes	1 night		1
Palm Beach Gardens	FL	US	33418	F	Palm Beach County	Yes	1 night		1
Pompano BeachLighthouse	FL	US	33064	F	Broward County	Yes	1 night		2
Tamarac	FL	US	33321	F	Broward County	Yes	1 night		2
PEMBROKE PINES	FL	US	33029	F	Broward County	Yes	1 night		2
PEMBROKE PINES	FL	US	33029	M	Broward County	Yes	1 night		2
Coral Springs	FL	US	33071	M	Broward County	Yes	1 night		2
Coral Springs	FL	US	33071	F	Broward County	Yes	1 night		2
Miramar	FL	US	33025	F	Broward County	Yes	1 night		2
Fort Lauderdale	FL	US	33309	F	Broward County	Yes	1 night		2
Naples	FL	US	34119	F	Collier County	Yes	1 night		2
Vero Beach	FL	US	32962	F	Indian River County	Yes	1 night		2
MiamiMiami	FL	US	33186	F	Miami-Dade County	Yes	1 night		2
Miami	FL	US	33125	M	Miami-Dade County	Yes	1 night		2
Palmetto Bay	FL	US	33157	F	Miami-Dade County	Yes	1 night		2
Palmetto Bay	FL	US	33157	F	Miami-Dade County	Yes	1 night		2
Miami	FL	US	33143	F	Miami-Dade County	Yes	1 night		2
Miami	FL	US	33183	F	Miami-Dade County	Yes	1 night		2
Big Pine Key	FL	US	33043	M	Monroe County	Yes	1 night		2
Pike Road	AL	US	36064	M	Montgomery County	Yes	1 night		2
Boca Raton	FL	US	33496	M	Palm Beach County	Yes	1 night		2
Wellington	FL	US	33414	F	Palm Beach County	Yes	1 night		2
Delray Beach	FL	US	33444	F	Palm Beach County	Yes	1 night		2
Delray Beach	FL	US	33484	F	Palm Beach County	Yes	1 night		2
West Palm Beach	FL	US	33415	F	Palm Beach County	Yes	1 night		2
Boca Raton	FL	US	33496	F	Palm Beach County	Yes	1 night		2
Windsor	CO	US	80550	M	Weld County	Yes	1 night		2
Indian Harbour Beach	FL	US	32937	F	Brevard County	Yes	1 night		3
Pembroke Pines	FL	US	33028	M	Broward County	Yes	1 night		3
Hollywood	FL	US	33029	F	Broward County	Yes	1 night		3
Pompano Beach	FL	US	33069	M	Broward County	Yes	1 night		3
Sewell	NJ	US	8080	F	Gloucester County	Yes	1 night		3
Cape Coral	FL	US	33991	F	Lee County	Yes	1 night		3
Miami Beach	FL	US	33141	F	Miami-Dade County	Yes	1 night		3
Miami	FL	US	33172	F	Miami-Dade County	Yes	1 night		3
Miami	FL	US	33172	M	Miami-Dade County	Yes	1 night		3
Miami	FL	US	33156	M	Miami-Dade County	Yes	1 night		3
Miami	FL	US	33178	M	Miami-Dade County	Yes	1 night		3
Miami	FL	US	33161	M	Miami-Dade County	Yes	1 night		3
Miami	FL	US	33157	F	Miami-Dade County	Yes	1 night		3
Miami Beach	FL	US	33140	M	Miami-Dade County	Yes	1 night		3
Miami	FL	US	33156	M	Miami-Dade County	Yes	1 night		3
Boynton Beach	FL	US	33436	F	Palm Beach County	Yes	1 night		3
Lake Worth	FL	US	33467	F	Palm Beach County	Yes	1 night		3
Lake Worth	FL	US	33467	M	Palm Beach County	Yes	1 night		3
Saint Augustine	FL	US	32084	F	St. Johns County	Yes	1 night		3
Saint Augustine	FL	US	32084	F	St. Johns County	Yes	1 night		3
Cocoa	FL	US	32927	F	Brevard County	Yes	1 night	4 or more	
Palm BayPalm Bay	FL	US	32909	M	Brevard County	Yes	1 night	4 or more	
Pompano Beach	FL	US	33064	F	Broward County	Yes	1 night	4 or more	
Pompano Beach	FL	US	33060	F	Broward County	Yes	1 night	4 or more	
Tampa	FL	US	33610	M	Hillsborough County	Yes	1 night	4 or more	
Estero	FL	US	33928	M	Lee County	Yes	1 night	4 or more	
Miami Beach	FL	US	33141	M	Miami-Dade County	Yes	1 night	4 or more	
Miami	FL	US	33157	M	Miami-Dade County	Yes	1 night	4 or more	
Miami	FL	US	33134	F	Miami-Dade County	Yes	1 night	4 or more	
Homestead	FL	US	33033	M	Miami-Dade County	Yes	1 night	4 or more	
Homestead	FL	US	33033	F	Miami-Dade County	Yes	1 night	4 or more	
Miami	FL	US	33173	M	Miami-Dade County	Yes	1 night	4 or more	
Miami	FL	US	33185	M	Miami-Dade County	Yes	1 night	4 or more	
Lake Worth	FL	US	33462	F	Palm Beach County	Yes	1 night	4 or more	
Boca Raton	FL	US	33486	F	Palm Beach County	Yes	1 night	4 or more	
Wellington	FL	US	33414	F	Palm Beach County	Yes	1 night	4 or more	
Winter Haven	FL	US	33884	F	Polk County	Yes	1 night	4 or more	
Clamart		FR	92140	M		Yes	1 night	4 or more	
San Antonio	TX	US	78260	F	Bexar County	Yes	1 night	No One	
Melbourne	FL	US	32940	F	Brevard County	Yes	1 night	No One	
Merritt Island	FL	US	32953	F	Brevard County	Yes	1 night	No One	
Melbourne	FL	US	32901	F	Brevard County	Yes	1 night	No One	
Melbourne	FL	US	32940	F	Brevard County	Yes	1 night	No One	
Wilton Manors	FL	US	33305	F	Broward County	Yes	1 night	No One	
Fort Lauderdale	FL	US	33308	F	Broward County	Yes	1 night	No One	
Cooper City	FL	US	33026	M	Broward County	Yes	1 night	No One	
Pompano Beach	FL	US	33063	F	Broward County	Yes	1 night	No One	
Hollywood	FL	US	33019	F	Broward County	Yes	1 night	No One	
Fort Lauderdale	FL	US	33324	M	Broward County	Yes	1 night	No One	
Lighthouse Point	FL	US	33064	F	Broward County	Yes	1 night	No One	
Lighthouse Point	FL	US	33064	M	Broward County	Yes	1 night	No One	
Pompano Beach	FL	US	33073	F	Broward County	Yes	1 night	No One	
Hallandale	FL	US	33009	F	Broward County	Yes	1 night	No One	
Hallandale Beach	FL	US	33009	M	Broward County	Yes	1 night	No One	
Weston	FL	US	33327	M	Broward County	Yes	1 night	No One	
Fort Lauderdale	FL	US	33308	F	Broward County	Yes	1 night	No One	
Fort Lauderdale	FL	US	33301	M	Broward County	Yes	1 night	No One	
Nashville	TN	US	37215	F	Davidson County	Yes	1 night	No One	
Washington	DC	US	20003	F	District of Columbia	Yes	1 night	No One	

Washington	DC	US	20003	F	District of Columbia	Yes	1 night	No One	
Valrico	FL	US	33594	M	Hillsborough County	Yes	1 night	No One	
Vero Beach	FL	US	32968	F	Indian River County	Yes	1 night	No One	
Vero Beach	FL	US	32968	F	Indian River County	Yes	1 night	No One	
Overland Park	KS	US	66210	F	Johnson County	Yes	1 night	No One	
Cape Coral	FL	US	33904	F	Lee County	Yes	1 night	No One	
Cape Coral	FL	US	33904	F	Lee County	Yes	1 night	No One	
Stuart	FL	US	34997	M	Martin County	Yes	1 night	No One	
palmetto bay	FL	US	33157	F	Miami-Dade County	Yes	1 night	No One	
Miami Lakes	FL	US	33014	M	Miami-Dade County	Yes	1 night	No One	
Miami Lakes	FL	US	33014	F	Miami-Dade County	Yes	1 night	No One	
Miami	FL	US	33157	F	Miami-Dade County	Yes	1 night	No One	
Miami	FL	US	33129	M	Miami-Dade County	Yes	1 night	No One	
Miami	FL	US	33129	F	Miami-Dade County	Yes	1 night	No One	
Miami Shores	FL	US	33168	F	Miami-Dade County	Yes	1 night	No One	
Miami	FL	US	33177	F	Miami-Dade County	Yes	1 night	No One	
Hialeah	FL	US	33012	F	Miami-Dade County	Yes	1 night	No One	
Hialeah	FL	US	33012	M	Miami-Dade County	Yes	1 night	No One	
Miami	FL	US	33157	F	Miami-Dade County	Yes	1 night	No One	
Miami	FL	US	33133	F	Miami-Dade County	Yes	1 night	No One	
Miami	FL	US	33178	M	Miami-Dade County	Yes	1 night	No One	
Homestead	FL	US	33032	F	Miami-Dade County	Yes	1 night	No One	
Miami	FL	US	33138	F	Miami-Dade County	Yes	1 night	No One	
Miami	FL	US	33157	M	Miami-Dade County	Yes	1 night	No One	
Miami	FL	US	33138	F	Miami-Dade County	Yes	1 night	No One	
Miami	FL	US	33138	F	Miami-Dade County	Yes	1 night	No One	
Miami	FL	US	33138	F	Miami-Dade County	Yes	1 night	No One	
Miami	FL	US	33157	M	Miami-Dade County	Yes	1 night	No One	
Miami	FL	US	33133	F	Miami-Dade County	Yes	1 night	No One	
Miami	FL	US	33142	M	Miami-Dade County	Yes	1 night	No One	
Miami	FL	US	33133	F	Miami-Dade County	Yes	1 night	No One	
Miami	FL	US	33133	M	Miami-Dade County	Yes	1 night	No One	
Homestead	FL	US	33034	F	Miami-Dade County	Yes	1 night	No One	
Miami	FL	US	33186	M	Miami-Dade County	Yes	1 night	No One	
Miami	FL	US	33131	F	Miami-Dade County	Yes	1 night	No One	
Doral	FL	US	33178	F	Miami-Dade County	Yes	1 night	No One	
North Miami Beach	FL	US	33160	M	Miami-Dade County	Yes	1 night	No One	
North Miami Beach	FL	US	33160	F	Miami-Dade County	Yes	1 night	No One	
Miami	FL	US	33138	F	Miami-Dade County	Yes	1 night	No One	
Islamorada	FL	US	33036	M	Monroe County	Yes	1 night	No One	
Big Pine Key	FL	US	33043	F	Monroe County	Yes	1 night	No One	
Norfolk	VA	US	23505	F	Norfolk city	Yes	1 night	No One	
Winter Park	FL	US	32790	F	Orange County	Yes	1 night	No One	
Delray Beach	FL	US	33446	F	Palm Beach County	Yes	1 night	No One	
Port Saint Lucie	FL	US	34983	F	St. Lucie County	Yes	1 night	No One	
Port Saint Lucie	FL	US	34952	F	St. Lucie County	Yes	1 night	No One	
Bush	LA	US	70431	M	St. Tammany Parish	Yes	1 night	No One	
Bush	LA	US	70431	F	St. Tammany Parish	Yes	1 night	No One	
Slaughters	KY	US	42456	M	Webster County	Yes	1 night	No One	
Saint Maur des Fosses	FR		94100	M		Yes	1 night	No One	
Saint Maur des Fosses	FR		94100	F		Yes	1 night	No One	
Oakland	CA	US	94611	F	Alameda County	Yes	2 nights		1
Oakland	CA	US	94611	M	Alameda County	Yes	2 nights		1
Sinking Spring	PA	US	19608	M	Berks County	Yes	2 nights		1
Satellite Beach	FL	US	32937	F	Brevard County	Yes	2 nights		1
Malabar	FL	US	32950	F	Brevard County	Yes	2 nights		1
Malabar	FL	US	32950	F	Brevard County	Yes	2 nights		1
Cocoa	FL	US	32927	F	Brevard County	Yes	2 nights		1
Palm Bay	FL	US	32905	F	Brevard County	Yes	2 nights		1
Melbourne	FL	US	32901	F	Brevard County	Yes	2 nights		1
Satellite Beach	FL	US	32937	F	Brevard County	Yes	2 nights		1
Satellite Beach	FL	US	32937	M	Brevard County	Yes	2 nights		1
Coral Springs	FL	US	33076	F	Broward County	Yes	2 nights		1
Fort Lauderdale	FL	US	33316	F	Broward County	Yes	2 nights		1
Fort Lauderdale	FL	US	33312	F	Broward County	Yes	2 nights		1
Plantation	FL	US	33317	F	Broward County	Yes	2 nights		1
Fort Lauderdale	FL	US	33315	F	Broward County	Yes	2 nights		1
Naples	FL	US	34109	F	Collier County	Yes	2 nights		1
Spring Branch	TX	US	78070	F	Comal County	Yes	2 nights		1
Fayetteville	NC	US	28306	M	Cumberland County	Yes	2 nights		1
Tampa	FL	US	33647	F	Hillsborough County	Yes	2 nights		1
Flemington	NJ	US	8822	F	Hunterdon County	Yes	2 nights		1
Bokeelia	FL	US	33922	F	Lee County	Yes	2 nights		1
Fort Myers	FL	US	33919	F	Lee County	Yes	2 nights		1
Cape Coral	FL	US	33904	F	Lee County	Yes	2 nights		1
Fort Myers	FL	US	33919	F	Lee County	Yes	2 nights		1
Cape Coral	FL	US	33904	F	Lee County	Yes	2 nights		1
Cape Coral	FL	US	33904	F	Lee County	Yes	2 nights		1
Brighton	MI	US	48114	F	Livingston County	Yes	2 nights		1
Crownpoint	NM	US	87313	F	McKinley County	Yes	2 nights		1
Palmetto Bay	FL	US	33157	M	Miami-Dade County	Yes	2 nights		1
Miami	FL	US	33157	F	Miami-Dade County	Yes	2 nights		1
Miami	FL	US	33196	F	Miami-Dade County	Yes	2 nights		1
Miami	FL	US	33196	M	Miami-Dade County	Yes	2 nights		1
Miami	FL	US	33196	M	Miami-Dade County	Yes	2 nights		1
Miami	FL	US	33157	F	Miami-Dade County	Yes	2 nights		1
Miami Beach	FL	US	33140	F	Miami-Dade County	Yes	2 nights		1
Miami	FL	US	33178	F	Miami-Dade County	Yes	2 nights		1
Homestead	FL	US	33034	F	Miami-Dade County	Yes	2 nights		1
Miami	FL	US	33137	F	Miami-Dade County	Yes	2 nights		1
Miami	FL	US	33156	F	Miami-Dade County	Yes	2 nights		1
Miami	FL	US	33156	M	Miami-Dade County	Yes	2 nights		1

Miami Beach	FL	US	33141	F	Miami-Dade County	Yes	2 nights		1
Highlands	NJ	US	7732	F	Monmouth County	Yes	2 nights		1
Key West	FL	US	33040	F	Monroe County	Yes	2 nights		1
Tavernier	FL	US	33070	F	Monroe County	Yes	2 nights		1
Ocoee	FL	US	34761	F	Orange County	Yes	2 nights		1
Ocoee	FL	US	34761	M	Orange County	Yes	2 nights		1
Winter Garden	FL	US	34787	M	Orange County	Yes	2 nights		1
Saint Cloud	FL	US	34771	F	Osceola County	Yes	2 nights		1
West Palm Beach	FL	US	33406	F	Palm Beach County	Yes	2 nights		1
West Palm Beach	FL	US	33406	M	Palm Beach County	Yes	2 nights		1
Boca Raton	FL	US	33432	M	Palm Beach County	Yes	2 nights		1
LAKE PARK	FL	US	33403	F	Palm Beach County	Yes	2 nights		1
Boynton Beach	FL	US	33435	F	Palm Beach County	Yes	2 nights		1
Boca Raton	FL	US	33432	M	Palm Beach County	Yes	2 nights		1
Palm Beach Gardens	FL	US	33410	F	Palm Beach County	Yes	2 nights		1
Royal Palm Beach	FL	US	33411	F	Palm Beach County	Yes	2 nights		1
Palm Beach Gardens	FL	US	33418	F	Palm Beach County	Yes	2 nights		1
Jupiter	FL	US	33477	M	Palm Beach County	Yes	2 nights		1
West Palm Beach	FL	US	33401	F	Palm Beach County	Yes	2 nights		1
Jupiter	FL	US	33478	M	Palm Beach County	Yes	2 nights		1
Royal Palm Beach	FL	US	33411	F	Palm Beach County	Yes	2 nights		1
Royal Palm Beach	FL	US	33411	F	Palm Beach County	Yes	2 nights		1
Dunedin	FL	US	34698	F	Pinellas County	Yes	2 nights		1
Dunedin	FL	US	34698	F	Pinellas County	Yes	2 nights		1
Lakeland	FL	US	33803	M	Polk County	Yes	2 nights		1
Rio Rancho	NM	US	87124	M	Sandoval County	Yes	2 nights		1
Sarasota	FL	US	34238	M	Sarasota County	Yes	2 nights		1
Sarasota	FL	US	34238	F	Sarasota County	Yes	2 nights		1
Venice	FL	US	34292	M	Sarasota County	Yes	2 nights		1
Sarasota	FL	US	34238	F	Sarasota County	Yes	2 nights		1
Sarasota	FL	US	34238	M	Sarasota County	Yes	2 nights		1
Sarasota	FL	US	34238	F	Sarasota County	Yes	2 nights		1
Sarasota	FL	US	34238	M	Sarasota County	Yes	2 nights		1
Oviedo	FL	US	32765	F	Seminole County	Yes	2 nights		1
Oviedo	FL	US	32765	M	Seminole County	Yes	2 nights		1
Port St. Lucie	FL	US	34986	F	St. Lucie County	Yes	2 nights		1
Elkhorn	WI	US	53121	M	Walworth County	Yes	2 nights		1
Mamaroneck	NY	US	10543	F	Westchester County	Yes	2 nights		1
CHAVILLE		FR	92370	M		Yes	2 nights		1
Gainesville	FL	US	32608	F	Alachua County	Yes	2 nights		2
Cocoa	FL	US	32927	F	Brevard County	Yes	2 nights		2
Palm Bay	FL	US	32909	M	Brevard County	Yes	2 nights		2
Palm Bay	FL	US	32905	F	Brevard County	Yes	2 nights		2
Davie	FL	US	33328	F	Broward County	Yes	2 nights		2
Davie	FL	US	33328	F	Broward County	Yes	2 nights		2
Coral Springs	FL	US	33076	M	Broward County	Yes	2 nights		2
Fort Lauderdale	FL	US	33315	F	Broward County	Yes	2 nights		2
Davie	FL	US	33328	F	Broward County	Yes	2 nights		2
Pompano Beach	FL	US	33073	F	Broward County	Yes	2 nights		2
Plantation	FL	US	33317	F	Broward County	Yes	2 nights		2
Fort Lauderdale	FL	US	33315	M	Broward County	Yes	2 nights		2
Pompano Beach	FL	US	33069	F	Broward County	Yes	2 nights		2
Powder Springs	GA	US	30127	F	Cobb County	Yes	2 nights		2
Acworth	GA	US	30101	M	Cobb County	Yes	2 nights		2
Naples	FL	US	34108	F	Collier County	Yes	2 nights		2
Naples	FL	US	34110	F	Collier County	Yes	2 nights		2
Cumming	GA	US	30041	M	Forsyth County	Yes	2 nights		2
Clewiston	FL	US	33440	F	Hendry County	Yes	2 nights		2
lithia	FL	US	33547	F	Hillsborough County	Yes	2 nights		2
Lithia	FL	US	33547	M	Hillsborough County	Yes	2 nights		2
Lithia	FL	US	33547	F	Hillsborough County	Yes	2 nights		2
lithia	FL	US	33547	M	Hillsborough County	Yes	2 nights		2
Valrico	FL	US	33596	F	Hillsborough County	Yes	2 nights		2
Valrico	FL	US	33596	F	Hillsborough County	Yes	2 nights		2
Rockford	MI	US	49341	F	Kent County	Yes	2 nights		2
Fort Myers	FL	US	33919	M	Lee County	Yes	2 nights		2
Sanibel	FL	US	33957	F	Lee County	Yes	2 nights		2
Sanibel	FL	US	33957	F	Lee County	Yes	2 nights		2
Bonita Springs	FL	US	34135	F	Lee County	Yes	2 nights		2
Bonita Springs	FL	US	34135	M	Lee County	Yes	2 nights		2
Fort Myers	FL	US	33967	F	Lee County	Yes	2 nights		2
Stuart	FL	US	34997	M	Martin County	Yes	2 nights		2
Homestead	FL	US	33033	F	Miami-Dade County	Yes	2 nights		2
Miami	FL	US	33131	F	Miami-Dade County	Yes	2 nights		2
Miami	FL	US	33143	F	Miami-Dade County	Yes	2 nights		2
Miami	FL	US	33156	F	Miami-Dade County	Yes	2 nights		2
Miami	FL	US	33138	F	Miami-Dade County	Yes	2 nights		2
Miami	FL	US	33146	M	Miami-Dade County	Yes	2 nights		2
Miami	FL	US	33238	F	Miami-Dade County	Yes	2 nights		2
Lake Worth	FL	US	33462	F	Palm Beach County	Yes	2 nights		2
Boca Raton	FL	US	33431	F	Palm Beach County	Yes	2 nights		2
Loxahatchee	FL	US	33470	M	Palm Beach County	Yes	2 nights		2
Loxahatchee	FL	US	33470	M	Palm Beach County	Yes	2 nights		2
Loxahatchee	FL	US	33470	F	Palm Beach County	Yes	2 nights		2
Loxahatchee	FL	US	33470	M	Palm Beach County	Yes	2 nights		2
Loxahatchee	FL	US	33470	F	Palm Beach County	Yes	2 nights		2
Boca Raton	FL	US	33431	F	Palm Beach County	Yes	2 nights		2
Delray Beach	FL	US	33444	M	Palm Beach County	Yes	2 nights		2
Delray Beach	FL	US	33444	F	Palm Beach County	Yes	2 nights		2
Boca Raton	FL	US	33433	F	Palm Beach County	Yes	2 nights		2
West Palm Beach	FL	US	33401	F	Palm Beach County	Yes	2 nights		2

Boca Raton	FL	US	33431	F	Palm Beach County	Yes	2 nights		2
Boynton Beach	FL	US	33436	M	Palm Beach County	Yes	2 nights		2
Boca Raton	FL	US	33433	F	Palm Beach County	Yes	2 nights		2
Palm Beach Gardens	FL	US	33410	F	Palm Beach County	Yes	2 nights		2
Oldsmar	FL	US	34677	F	Pinellas County	Yes	2 nights		2
Mulberry	FL	US	33860	M	Polk County	Yes	2 nights		2
Lakeland	FL	US	33810	F	Polk County	Yes	2 nights		2
Mulberry	FL	US	33860	M	Polk County	Yes	2 nights		2
Rio Rancho	NM	US	87124	F	Sandoval County	Yes	2 nights		2
Virginia Beach	VA	US	23454	F	Virginia Beach city	Yes	2 nights		2
Daytona Beach	FL	US	32117	F	Volusia County	Yes	2 nights		2
KenovaKenova	WV	US	25530	F	Wayne County	Yes	2 nights		2
Pompano Beach	FL	US	33073	M	Broward County	Yes	2 nights		3
Cooper City	FL	US	33328	F	Broward County	Yes	2 nights		3
Cooper City	FL	US	33328	M	Broward County	Yes	2 nights		3
Pompano Beach	FL	US	33073	M	Broward County	Yes	2 nights		3
Hollywood	FL	US	33029	F	Broward County	Yes	2 nights		3
Pompano Beach	FL	US	33062	F	Broward County	Yes	2 nights		3
Naples	FL	US	34105	F	Collier County	Yes	2 nights		3
Naples	FL	US	34110	M	Collier County	Yes	2 nights		3
Enfield	CT	US	6082	M	Hartford County	Yes	2 nights		3
Enfield	CT	US	6082	F	Hartford County	Yes	2 nights		3
Apollo Beach	FL	US	33572	M	Hillsborough County	Yes	2 nights		3
Vero Beach	FL	US	32963	M	Indian River County	Yes	2 nights		3
Louisville	KY	US	40206	F	Jefferson County	Yes	2 nights		3
Fort Myers	FL	US	33901	F	Lee County	Yes	2 nights		3
Palm City	FL	US	34990	F	Martin County	Yes	2 nights		3
Palm City	FL	US	34990	F	Martin County	Yes	2 nights		3
Palm City	FL	US	34990	F	Martin County	Yes	2 nights		3
Hialeah	FL	US	33015	F	Miami-Dade County	Yes	2 nights		3
Miami	FL	US	33182	F	Miami-Dade County	Yes	2 nights		3
Miami Beach	FL	US	33139	F	Miami-Dade County	Yes	2 nights		3
Miami Beach	FL	US	33139	M	Miami-Dade County	Yes	2 nights		3
Miami	FL	US	33177	F	Miami-Dade County	Yes	2 nights		3
Tavernier	FL	US	33070	F	Monroe County	Yes	2 nights		3
Wilmington	NC	US	28412	M	New Hanover County	Yes	2 nights		3
Winter Garden	FL	US	34787	F	Orange County	Yes	2 nights		3
West Palm Beach	FL	US	33411	F	Palm Beach County	Yes	2 nights		3
Boca Raton	FL	US	33486	F	Palm Beach County	Yes	2 nights		3
West Palm Beach	FL	US	33404	F	Palm Beach County	Yes	2 nights		3
Palm Harbor	FL	US	34683	F	Pinellas County	Yes	2 nights		3
Somers Point	NJ	US	8244	F	Atlantic County	Yes	2 nights	4 or more	
Plantation	FL	US	33323	F	Broward County	Yes	2 nights	4 or more	
Pembroke Pines	FL	US	33028	F	Broward County	Yes	2 nights	4 or more	
Fort Lauderdale	FL	US	33304	M	Broward County	Yes	2 nights	4 or more	
Pembroke Pines	FL	US	33026	M	Broward County	Yes	2 nights	4 or more	
Pembroke Pines	FL	US	33026	F	Broward County	Yes	2 nights	4 or more	
Coconut creek	FL	US	33073	F	Broward County	Yes	2 nights	4 or more	
Weston	FL	US	33327	F	Broward County	Yes	2 nights	4 or more	
Weston	FL	US	33327	M	Broward County	Yes	2 nights	4 or more	
Coral Springs	FL	US	33071	M	Broward County	Yes	2 nights	4 or more	
Pompano Beach	FL	US	33060	F	Broward County	Yes	2 nights	4 or more	
Fort Lauderdale	FL	US	33321	M	Broward County	Yes	2 nights	4 or more	
Coral Springs	FL	US	33071	M	Broward County	Yes	2 nights	4 or more	
Coral Springs	FL	US	33071	M	Broward County	Yes	2 nights	4 or more	
Fort Lauderdale	FL	US	33304	M	Broward County	Yes	2 nights	4 or more	
Fleming Island	FL	US	32003	M	Clay County	Yes	2 nights	4 or more	
Fleming Island	FL	US	32003	F	Clay County	Yes	2 nights	4 or more	
Fleming Island	FL	US	32003	M	Clay County	Yes	2 nights	4 or more	
Fleming Island	FL	US	32003	M	Clay County	Yes	2 nights	4 or more	
Apollo Beach	FL	US	33572	F	Hillsborough County	Yes	2 nights	4 or more	
Eustis	FL	US	32726	F	Lake County	Yes	2 nights	4 or more	
Crown Point	IN	US	46307	F	Lake County	Yes	2 nights	4 or more	
Hoodspoint	WA	US	98548	M	Mason County	Yes	2 nights	4 or more	
Miami	FL	US	33156	F	Miami-Dade County	Yes	2 nights	4 or more	
Miami	FL	US	33134	F	Miami-Dade County	Yes	2 nights	4 or more	
Miami	FL	US	33156	F	Miami-Dade County	Yes	2 nights	4 or more	
Miami	FL	US	33156	F	Miami-Dade County	Yes	2 nights	4 or more	
West Palm Beach	FL	US	33412	F	Palm Beach County	Yes	2 nights	4 or more	
Delray Beach	FL	US	33483	F	Palm Beach County	Yes	2 nights	4 or more	
Boynton Beach	FL	US	33426	F	Palm Beach County	Yes	2 nights	4 or more	
Alpena	MI	US	49707	F	Alpena County	Yes	2 nights	No One	
Alpena	MI	US	49707	M	Alpena County	Yes	2 nights	No One	
Alpena	MI	US	49707	F	Alpena County	Yes	2 nights	No One	
Titusville	FL	US	32796	F	Brevard County	Yes	2 nights	No One	
Rockledge	FL	US	32955	F	Brevard County	Yes	2 nights	No One	
Melbourne	FL	US	32940	F	Brevard County	Yes	2 nights	No One	
Melbourne	FL	US	32940	F	Brevard County	Yes	2 nights	No One	
Fort Lauderdale	FL	US	33315	M	Broward County	Yes	2 nights	No One	
Fort Lauderdale	FL	US	33315	F	Broward County	Yes	2 nights	No One	
Pompano Beach	FL	US	33064	F	Broward County	Yes	2 nights	No One	
Coconut Creek	FL	US	33063	M	Broward County	Yes	2 nights	No One	
Fort Lauderdale	FL	US	33316	F	Broward County	Yes	2 nights	No One	
Fort Lauderdale	FL	US	33325	M	Broward County	Yes	2 nights	No One	
Fort Lauderdale	FL	US	33325	F	Broward County	Yes	2 nights	No One	
Pompano Beach	FL	US	33069	M	Broward County	Yes	2 nights	No One	
Hollywood	FL	US	33021	F	Broward County	Yes	2 nights	No One	
Hollywood	FL	US	33021	M	Broward County	Yes	2 nights	No One	
Fort Lauderdale	FL	US	33306	F	Broward County	Yes	2 nights	No One	
Deerfield Beach	FL	US	33441	M	Broward County	Yes	2 nights	No One	
Fort Lauderdale	FL	US	33328	M	Broward County	Yes	2 nights	No One	

Fort Lauderdale	FL	US	33312	F	Broward County	Yes	2 nights	No One	
Englewood	FL	US	34224	F	Charlotte County	Yes	2 nights	No One	
Naples	FL	US	34119	F	Collier County	Yes	2 nights	No One	
Naples	FL	US	34119	F	Collier County	Yes	2 nights	No One	
Ochopee	FL	US	34141	F	Collier County	Yes	2 nights	No One	
Naples	FL	US	34105	F	Collier County	Yes	2 nights	No One	
Naples	FL	US	34105	M	Collier County	Yes	2 nights	No One	
McFarland	WI	US	53558	F	Dane County	Yes	2 nights	No One	
McFarland	WI	US	53719	M	Dane County	Yes	2 nights	No One	
Columbus	OH	US	43202	F	Franklin County	Yes	2 nights	No One	
Grove City	OH	US	43123	F	Franklin County	Yes	2 nights	No One	
Grove City	OH	US	43123	M	Franklin County	Yes	2 nights	No One	
Grove City	OH	US	43123	F	Franklin County	Yes	2 nights	No One	
Grove City	OH	US	43123	M	Franklin County	Yes	2 nights	No One	
Cincinnati	OH	US	45233	F	Hamilton County	Yes	2 nights	No One	
Vero Beach	FL	US	32968	F	Indian River County	Yes	2 nights	No One	
Conifer	CO	US	80433	F	Jefferson County	Yes	2 nights	No One	
Conifer	CO	US	80433	F	Jefferson County	Yes	2 nights	No One	
Conifer	CO	US	80433	F	Jefferson County	Yes	2 nights	No One	
Rockford	MI	US	49341	F	Kent County	Yes	2 nights	No One	
Syracuse	IN	US	46567	M	Kosciusko County	Yes	2 nights	No One	
Pataaskala	OH	US	43062	M	Licking County	Yes	2 nights	No One	
Dahlonega	GA	US	30533	M	Lumpkin County	Yes	2 nights	No One	
Bradenton	FL	US	34212	F	Manatee County	Yes	2 nights	No One	
Weirsdale	FL	US	32195	M	Marion County	Yes	2 nights	No One	
Stuart	FL	US	34994	F	Martin County	Yes	2 nights	No One	
Stuart	FL	US	34994	M	Martin County	Yes	2 nights	No One	
Stuart	FL	US	34997	F	Martin County	Yes	2 nights	No One	
Stuart	FL	US	34994	M	Martin County	Yes	2 nights	No One	
Stuart	FL	US	34994	M	Martin County	Yes	2 nights	No One	
Stuart	FL	US	34994	F	Martin County	Yes	2 nights	No One	
Miami	FL	US	33173	F	Miami-Dade County	Yes	2 nights	No One	
Miami	FL	US	33176	F	Miami-Dade County	Yes	2 nights	No One	
Miami	FL	US	33133	F	Miami-Dade County	Yes	2 nights	No One	
Miami	FL	US	33133	M	Miami-Dade County	Yes	2 nights	No One	
Aventura	FL	US	33180	M	Miami-Dade County	Yes	2 nights	No One	
Coral Gables	FL	US	33134	F	Miami-Dade County	Yes	2 nights	No One	
Opa Locka	FL	US	33054	F	Miami-Dade County	Yes	2 nights	No One	
Tavernier	FL	US	33070	F	Monroe County	Yes	2 nights	No One	
Newark	DE	US	19702	F	New Castle County	Yes	2 nights	No One	
New York	NY	US	10024	F	New York County	Yes	2 nights	No One	
Orlando	FL	US	32822	F	Orange County	Yes	2 nights	No One	
Saint Cloud	FL	US	34769	F	Osceola County	Yes	2 nights	No One	
Saint Cloud	FL	US	34769	M	Osceola County	Yes	2 nights	No One	
Saint Cloud	FL	US	34771	M	Osceola County	Yes	2 nights	No One	
Saint Cloud	FL	US	34771	F	Osceola County	Yes	2 nights	No One	
Wellington	FL	US	33414	M	Palm Beach County	Yes	2 nights	No One	
Wellington	FL	US	33414	F	Palm Beach County	Yes	2 nights	No One	
Boca Raton	FL	US	33428	M	Palm Beach County	Yes	2 nights	No One	
Boca Raton	FL	US	33428	F	Palm Beach County	Yes	2 nights	No One	
Boca Raton	FL	US	33428	F	Palm Beach County	Yes	2 nights	No One	
Delray Beach	FL	US	33483	F	Palm Beach County	Yes	2 nights	No One	
West Palm Beach	FL	US	33412	M	Palm Beach County	Yes	2 nights	No One	
Boca Raton	FL	US	33486	F	Palm Beach County	Yes	2 nights	No One	
Boca Raton	FL	US	33486	M	Palm Beach County	Yes	2 nights	No One	
Boca Raton	FL	US	33428	F	Palm Beach County	Yes	2 nights	No One	
West Palm Beach	FL	US	33411	F	Palm Beach County	Yes	2 nights	No One	
Boynton Beach	FL	US	33437	F	Palm Beach County	Yes	2 nights	No One	
Delray Beach	FL	US	33484	F	Palm Beach County	Yes	2 nights	No One	
Delray Beach	FL	US	33483	F	Palm Beach County	Yes	2 nights	No One	
Boynton Beach	FL	US	33435	F	Palm Beach County	Yes	2 nights	No One	
West Palm Beach	FL	US	33411	F	Palm Beach County	Yes	2 nights	No One	
Boca Raton	FL	US	33428	M	Palm Beach County	Yes	2 nights	No One	
West Palm Beach	FL	US	33411	F	Palm Beach County	Yes	2 nights	No One	
Boca Raton	FL	US	33428	M	Palm Beach County	Yes	2 nights	No One	
Jupiter	FL	US	33458	F	Palm Beach County	Yes	2 nights	No One	
Jupiter	FL	US	33458	F	Palm Beach County	Yes	2 nights	No One	
Land O Lakes	FL	US	34639	M	Pasco County	Yes	2 nights	No One	
Saint Petersburg	FL	US	33703	F	Pinellas County	Yes	2 nights	No One	
ST PETE BEACH	FL	US	33706	F	Pinellas County	Yes	2 nights	No One	
Saint Petersburg	FL	US	33713	F	Pinellas County	Yes	2 nights	No One	
Clearwater	FL	US	33764	M	Pinellas County	Yes	2 nights	No One	
Oviedo	FL	US	32765	F	Seminole County	Yes	2 nights	No One	
Oviedo	FL	US	32765	M	Seminole County	Yes	2 nights	No One	
Oviedo	FL	US	32765	M	Seminole County	Yes	2 nights	No One	
Oviedo	FL	US	32765	F	Seminole County	Yes	2 nights	No One	
Oviedo	FL	US	32765	M	Seminole County	Yes	2 nights	No One	
Oviedo	FL	US	32765	F	Seminole County	Yes	2 nights	No One	
Tulsa	OK	US	74134	M	Tulsa County	Yes	2 nights	No One	
Tulsa	OK	US	74134	M	Tulsa County	Yes	2 nights	No One	
New Smyrna Beach	FL	US	32169	M	Volusia County	Yes	2 nights	No One	
Beecher	IL	US	60401	F	Will County	Yes	2 nights	No One	
Preston	LAN	GB	PR25 3JJ	F		Yes	2 nights	No One	
Preston	LAN	GB	PR25 3JJ	F		Yes	2 nights	No One	
Linthicum Heights	MD	US	21090	F	Anne Arundel County	Yes	3 nights		1
Rockledge	FL	US	32955	F	Brevard County	Yes	3 nights		1
Titusville	FL	US	32780	F	Brevard County	Yes	3 nights		1
Palm Bay	FL	US	32909	F	Brevard County	Yes	3 nights		1
Melbourne	FL	US	32940	F	Brevard County	Yes	3 nights		1
Melbourne	FL	US	32940	M	Brevard County	Yes	3 nights		1
Fort Lauderdale	FL	US	33334	F	Broward County	Yes	3 nights		1

Port Charlotte	FL	US	33953	F	Charlotte County	Yes	3 nights		1
Dawsonville	GA	US	30534	F	Dawson County	Yes	3 nights		1
Powell	OH	US	43065	F	Delaware County	Yes	3 nights		1
Superior	WI	US	54880	F	Douglas County	Yes	3 nights		1
Superior	WI	US	54880	F	Douglas County	Yes	3 nights		1
Superior	WI	US	54880	F	Douglas County	Yes	3 nights		1
Jacksonville	FL	US	32224	M	Duval County	Yes	3 nights		1
Jacksonville Beach	FL	US	32250	F	Duval County	Yes	3 nights		1
Jacksonville	FL	US	32224	M	Duval County	Yes	3 nights		1
Tampa	FL	US	33604	F	Hillsborough County	Yes	3 nights		1
Scranton	PA	US	18505	F	Lackawanna County	Yes	3 nights		1
Cape Coral	FL	US	33904	M	Lee County	Yes	3 nights		1
Bonita Springs	FL	US	34135	F	Lee County	Yes	3 nights		1
New Milford	CT	US	6776	F	Litchfield County	Yes	3 nights		1
New Milford	CT	US	6776	F	Litchfield County	Yes	3 nights		1
Stuart	FL	US	34994	F	Martin County	Yes	3 nights		1
Stuart	FL	US	34994	F	Martin County	Yes	3 nights		1
Disney	OK	US	74340	F	Mayes County	Yes	3 nights		1
Silver Spring	MD	US	20905	F	Montgomery County	Yes	3 nights		1
Silver Spring	MD	US	20905	F	Montgomery County	Yes	3 nights		1
Salem	CT	US	6420	F	New London County	Yes	3 nights		1
Orlando	FL	US	32839	F	Orange County	Yes	3 nights		1
Orlando	FL	US	32839	M	Orange County	Yes	3 nights		1
Loxahatcheeh	FL	US	33470	F	Palm Beach County	Yes	3 nights		1
North Palm Beach	FL	US	33408	F	Palm Beach County	Yes	3 nights		1
North Palm Beach	FL	US	33408	F	Palm Beach County	Yes	3 nights		1
Boynton Beach	FL	US	33436	F	Palm Beach County	Yes	3 nights		1
Saint Petersburg	FL	US	33703	M	Pinellas County	Yes	3 nights		1
Saint Petersburg	FL	US	33703	M	Pinellas County	Yes	3 nights		1
Saint Petersburg	FL	US	33703	M	Pinellas County	Yes	3 nights		1
Milton	FL	US	32583	F	Santa Rosa County	Yes	3 nights		1
North Port	FL	US	34286	M	Sarasota County	Yes	3 nights		1
North Port	FL	US	34286	F	Sarasota County	Yes	3 nights		1
Sarasota	FL	US	34238	F	Sarasota County	Yes	3 nights		1
Winter Springs	FL	US	32708	M	Seminole County	Yes	3 nights		1
Winter Springs	FL	US	32708	M	Seminole County	Yes	3 nights		1
Winter Springs	FL	US	32708	M	Seminole County	Yes	3 nights		1
The Villages	FL	US	32162	F	Sumter County	Yes	3 nights		1
New Smyrna Beach	FL	US	32168	F	Volusia County	Yes	3 nights		1
Washington	PA	US	15301	F	Washington County	Yes	3 nights		1
Ocean City	MD	US	21842	F	Worcester County	Yes	3 nights		1
Palm Bay	FL	US	32907	F	Brevard County	Yes	3 nights		2
Deerfield Beach	FL	US	33442	F	Broward County	Yes	3 nights		2
Orange Park	FL	US	32065	F	Clay County	Yes	3 nights		2
Orange Park	FL	US	32065	F	Clay County	Yes	3 nights		2
Columbus	OH	US	43212	F	Franklin County	Yes	3 nights		2
Cape Coral	FL	US	33909	F	Lee County	Yes	3 nights		2
Cape Coral	FL	US	33909	F	Lee County	Yes	3 nights		2
Cape Coral	FL	US	33909	F	Lee County	Yes	3 nights		2
Bradenton	FL	US	34209	F	Manatee County	Yes	3 nights		2
Bradenton	FL	US	34209	F	Manatee County	Yes	3 nights		2
Bradenton	FL	US	34209	F	Manatee County	Yes	3 nights		2
Ocala	FL	US	34480	F	Marion County	Yes	3 nights		2
Miami	FL	US	33173	M	Miami-Dade County	Yes	3 nights		2
Coral Gables	FL	US	33146	F	Miami-Dade County	Yes	3 nights		2
Dayton	OH	US	45458	F	Montgomery County	Yes	3 nights		2
SPRINGBORO	OH	US	45458	M	Montgomery County	Yes	3 nights		2
Orlando	FL	US	32839	F	Orange County	Yes	3 nights		2
West Palm Beach	FL	US	33412	F	Palm Beach County	Yes	3 nights		2
Lake Worth	FL	US	33461	F	Palm Beach County	Yes	3 nights		2
Hiram	GA	US	30141	F	Paulding County	Yes	3 nights		2
Oviedo	FL	US	32765	F	Seminole County	Yes	3 nights		2
Oviedo	FL	US	32765	M	Seminole County	Yes	3 nights		2
Oviedo	FL	US	32765	F	Seminole County	Yes	3 nights		2
Oviedo	FL	US	32765	F	Seminole County	Yes	3 nights		2
Oviedo	FL	US	32765	F	Seminole County	Yes	3 nights		2
Oviedo	FL	US	32765	F	Seminole County	Yes	3 nights		2
Laingsburg	MI	US	48848	M	Shiawassee County	Yes	3 nights		2
Laingsburg	MI	US	48848	F	Shiawassee County	Yes	3 nights		2
Laingsburg	MI	US	48848	F	Shiawassee County	Yes	3 nights		2
Saint Johns	FL	US	32259	F	St. Johns County	Yes	3 nights		2
Saint Johns	FL	US	32259	M	St. Johns County	Yes	3 nights		2
Saint Augustine	FL	US	32084	M	St. Johns County	Yes	3 nights		2
Ponte Vedra Beach	FL	US	32082	F	St. Johns County	Yes	3 nights		2
Davis	WV	US	26260	M	Tucker County	Yes	3 nights		2
Deland	FL	US	32720	F	Volusia County	Yes	3 nights		2
Deland	FL	US	32720	F	Volusia County	Yes	3 nights		2
MELBOURNE BEACH	FL	US	32951	M	Brevard County	Yes	3 nights		3
Pompano Beach	FL	US	33063	F	Broward County	Yes	3 nights		3
Pompano Beach	FL	US	33063	M	Broward County	Yes	3 nights		3
Hollywood	FL	US	33019	F	Broward County	Yes	3 nights		3
Pompano Beach	FL	US	33063	F	Broward County	Yes	3 nights		3
Mableton	GA	US	30126	F	Cobb County	Yes	3 nights		3
Naples	FL	US	34120	F	Collier County	Yes	3 nights		3
Madison	WI	US	53704	F	Dane County	Yes	3 nights		3
Madison	WI	US	53704	F	Dane County	Yes	3 nights		3
Bradenton	FL	US	34208	F	Manatee County	Yes	3 nights		3
Miami	FL	US	33179	F	Miami-Dade County	Yes	3 nights		3
HomesteadHomestead	FL	US	33033	M	Miami-Dade County	Yes	3 nights		3

Homestead/Homestead	FL	US	33033	F	Miami-Dade County	Yes	3 nights		3
Saint Petersburg	FL	US	33706	F	Pinellas County	Yes	3 nights		3
Saint Petersburg	FL	US	33706	M	Pinellas County	Yes	3 nights		3
Lakeland	FL	US	33801	M	Polk County	Yes	3 nights		3
Danville	NH	US	3819	F	Rockingham County	Yes	3 nights		3
Port Saint Lucie	FL	US	34984	F	St. Lucie County	Yes	3 nights		3
Port Saint Lucie	FL	US	34984	M	St. Lucie County	Yes	3 nights		3
Melbourne	FL	US	32934	F	Brevard County	Yes	3 nights	4 or more	
Palm Bay	FL	US	32907	F	Brevard County	Yes	3 nights	4 or more	
Jacksonville	FL	US	32217	F	Duval County	Yes	3 nights	4 or more	
Cincinnati	OH	US	45230	F	Hamilton County	Yes	3 nights	4 or more	
Cincinnati	OH	US	45230	F	Hamilton County	Yes	3 nights	4 or more	
Cincinnati	OH	US	45230	F	Hamilton County	Yes	3 nights	4 or more	
Tampa	FL	US	33611	F	Hillsborough County	Yes	3 nights	4 or more	
Villa Hills	KY	US	41017	M	Kenton County	Yes	3 nights	4 or more	
Villa Hills	KY	US	41017	F	Kenton County	Yes	3 nights	4 or more	
Eustis	FL	US	32736	F	Lake County	Yes	3 nights	4 or more	
Sorrento	FL	US	32776	F	Lake County	Yes	3 nights	4 or more	
Boca Raton	FL	US	33486	F	Palm Beach County	Yes	3 nights	4 or more	
Delray Beach	FL	US	33483	F	Palm Beach County	Yes	3 nights	4 or more	
West Palm Beach	FL	US	33403	F	Palm Beach County	Yes	3 nights	4 or more	
West Palm Beach	FL	US	33403	F	Palm Beach County	Yes	3 nights	4 or more	
Saint Petersburg	FL	US	33706	M	Pinellas County	Yes	3 nights	4 or more	
Lakeland	FL	US	33801	F	Polk County	Yes	3 nights	4 or more	
Channahon	IL	US	60410	M	Will County	Yes	3 nights	4 or more	
Beecher	IL	US	60401	F	Will County	Yes	3 nights	4 or more	
Marksville	LA	US	71351	M	Avoyelles Parish	Yes	3 nights	No One	
Marksville	LA	US	71351	F	Avoyelles Parish	Yes	3 nights	No One	
Marksville	LA	US	71351	F	Avoyelles Parish	Yes	3 nights	No One	
Lutherville Timonium	MD	US	21093	F	Baltimore County	Yes	3 nights	No One	
Cocoa	FL	US	32926	F	Brevard County	Yes	3 nights	No One	
Rockledge	FL	US	32955	M	Brevard County	Yes	3 nights	No One	
Rockledge	FL	US	32955	F	Brevard County	Yes	3 nights	No One	
Melbourne	FL	US	32940	F	Brevard County	Yes	3 nights	No One	
Rockledge	FL	US	32955	F	Brevard County	Yes	3 nights	No One	
Rockledge	FL	US	32955	F	Brevard County	Yes	3 nights	No One	
Titusville	FL	US	32780	F	Brevard County	Yes	3 nights	No One	
Melbourne	FL	US	32940	M	Brevard County	Yes	3 nights	No One	
Cocoa Beach	FL	US	32931	F	Brevard County	Yes	3 nights	No One	
Cocoa Beach	FL	US	32931	M	Brevard County	Yes	3 nights	No One	
Melbourne	FL	US	32934	M	Brevard County	Yes	3 nights	No One	
Melbourne	FL	US	32934	F	Brevard County	Yes	3 nights	No One	
Pembroke Pines	FL	US	33029	F	Broward County	Yes	3 nights	No One	
Pompano Beach	FL	US	33062	M	Broward County	Yes	3 nights	No One	
Pompano Beach	FL	US	33060	F	Broward County	Yes	3 nights	No One	
Hollywood	FL	US	33021	M	Broward County	Yes	3 nights	No One	
Hollywood	FL	US	33021	M	Broward County	Yes	3 nights	No One	
Pompano Beach	FL	US	33060	F	Broward County	Yes	3 nights	No One	
Hollywood	FL	US	33021	M	Broward County	Yes	3 nights	No One	
Pompano Beach	FL	US	33060	F	Broward County	Yes	3 nights	No One	
Alexander	NC	US	28701	F	Buncombe County	Yes	3 nights	No One	
Punta Gorda	FL	US	33980	F	Charlotte County	Yes	3 nights	No One	
Punta Gorda	FL	US	33980	M	Charlotte County	Yes	3 nights	No One	
Cumberland Gap	TN	US	37724	F	Claiborne County	Yes	3 nights	No One	
Naples	FL	US	34105	F	Collier County	Yes	3 nights	No One	
Naples	FL	US	34117	F	Collier County	Yes	3 nights	No One	
Naples	FL	US	34110	F	Collier County	Yes	3 nights	No One	
Naples	FL	US	34117	F	Collier County	Yes	3 nights	No One	
Naples	FL	US	34105	F	Collier County	Yes	3 nights	No One	
Naples	FL	US	34117	F	Collier County	Yes	3 nights	No One	
Naples	FL	US	34105	F	Collier County	Yes	3 nights	No One	
Lake City	FL	US	32056	F	Columbia County	Yes	3 nights	No One	
Lake City	FL	US	32056	M	Columbia County	Yes	3 nights	No One	
Delaware	OH	US	43015	M	Delaware County	Yes	3 nights	No One	
Delaware	OH	US	43015	F	Delaware County	Yes	3 nights	No One	
Delaware	OH	US	43015	F	Delaware County	Yes	3 nights	No One	
Delaware	OH	US	43015	M	Delaware County	Yes	3 nights	No One	
Delaware	OH	US	43015	F	Delaware County	Yes	3 nights	No One	
Delaware	OH	US	43015	M	Delaware County	Yes	3 nights	No One	
Neptune Beach	FL	US	32266	F	Duval County	Yes	3 nights	No One	
Neptune Beach	FL	US	32266	M	Duval County	Yes	3 nights	No One	
Neptune Beach	FL	US	32266	F	Duval County	Yes	3 nights	No One	
Neptune Beach	FL	US	32266	M	Duval County	Yes	3 nights	No One	
Pensacola	FL	US	32514	F	Escambia County	Yes	3 nights	No One	
Pensacola	FL	US	32514	M	Escambia County	Yes	3 nights	No One	
Columbus	OH	US	43230	F	Franklin County	Yes	3 nights	No One	
Morristown	TN	US	37813	F	Hamblen County	Yes	3 nights	No One	
Westfield	IN	US	46074	F	Hamilton County	Yes	3 nights	No One	
Tampa	FL	US	33606	F	Hillsborough County	Yes	3 nights	No One	
Riverview	FL	US	33578	F	Hillsborough County	Yes	3 nights	No One	
Clarksville	MD	US	21029	F	Howard County	Yes	3 nights	No One	
Clarksville	MD	US	21029	F	Howard County	Yes	3 nights	No One	
Clarksville	MD	US	21029	M	Howard County	Yes	3 nights	No One	
Vero Beach	FL	US	32962	F	Indian River County	Yes	3 nights	No One	
VERO BEACH	FL	US	32962	M	Indian River County	Yes	3 nights	No One	
Smithfield	VA	US	23430	F	Isle of Wight County	Yes	3 nights	No One	
Smithfield	VA	US	23430	M	Isle of Wight County	Yes	3 nights	No One	
Smithfield	VA	US	23430	F	Isle of Wight County	Yes	3 nights	No One	
Smithfield	VA	US	23430	M	Isle of Wight County	Yes	3 nights	No One	
Overland Park	KS	US	66223	M	Johnson County	Yes	3 nights	No One	

Overland Park	KS	US	66223	F	Johnson County	Yes	3 nights	No One	
Seattle	WA	US	98122	M	King County	Yes	3 nights	No One	
Seattle	WA	US	98122	M	King County	Yes	3 nights	No One	
Seattle	WA	US	98122	M	King County	Yes	3 nights	No One	
Grand Island	FL	US	32735	F	Lake County	Yes	3 nights	No One	
MOUNT DORA	FL	US	32756	F	Lake County	Yes	3 nights	No One	
Eustis	FL	US	32726	F	Lake County	Yes	3 nights	No One	
Gilbert	SC	US	29054	F	Lexington County	Yes	3 nights	No One	
Palmetto	FL	US	34221	F	Manatee County	Yes	3 nights	No One	
Stuart	FL	US	34997	F	Martin County	Yes	3 nights	No One	
Paducah	KY	US	42003	M	McCracken County	Yes	3 nights	No One	
PADUCAH	KY	US	42003	F	McCracken County	Yes	3 nights	No One	
Miami Beach	FL	US	33139	F	Miami-Dade County	Yes	3 nights	No One	
Miami Beach	FL	US	33139	M	Miami-Dade County	Yes	3 nights	No One	
Miami Beach	FL	US	33139	M	Miami-Dade County	Yes	3 nights	No One	
Miami Beach	FL	US	33139	M	Miami-Dade County	Yes	3 nights	No One	
Westford	MA	US	1886	F	Middlesex County	Yes	3 nights	No One	
Winter Park	FL	US	32792	F	Orange County	Yes	3 nights	No One	
Tangerine	FL	US	32777	F	Orange County	Yes	3 nights	No One	
New Orleans	LA	US	70130	F	Orleans Parish	Yes	3 nights	No One	
New Orleans	LA	US	70130	M	Orleans Parish	Yes	3 nights	No One	
Clearwater	FL	US	33764	F	Pinellas County	Yes	3 nights	No One	
Clearwater	FL	US	33764	M	Pinellas County	Yes	3 nights	No One	
Clearwater	FL	US	33764	M	Pinellas County	Yes	3 nights	No One	
Clearwater	FL	US	33764	F	Pinellas County	Yes	3 nights	No One	
Clearwater	FL	US	33764	F	Pinellas County	Yes	3 nights	No One	
Saint Paul	MN	US	55104	F	Ramsey County	Yes	3 nights	No One	
Irmo	SC	US	29063	F	Richland County	Yes	3 nights	No One	
Nyack	NY	US	10960	F	Rockland County	Yes	3 nights	No One	
Nyack	NY	US	10960	M	Rockland County	Yes	3 nights	No One	
Sarasota	FL	US	34238	F	Sarasota County	Yes	3 nights	No One	
Sarasota	FL	US	34238	M	Sarasota County	Yes	3 nights	No One	
Fern Park	FL	US	32730	F	Seminole County	Yes	3 nights	No One	
Casselberry	FL	US	32730	M	Seminole County	Yes	3 nights	No One	
Saint Augustine	FL	US	32084	F	St. Johns County	Yes	3 nights	No One	
Port st lucie	FL	US	34987	F	St. Lucie County	Yes	3 nights	No One	
New Smyrna Beach	FL	US	32168	F	Volusia County	Yes	3 nights	No One	
New Smyrna Beach	FL	US	32168	M	Volusia County	Yes	3 nights	No One	
Deland	FL	US	32720	F	Volusia County	Yes	3 nights	No One	
Leyland	LAN	GB	Pr25 3j	M		Yes	3 nights	No One	
Palgrave	ON	CA	L7E 3J9	M		Yes	3 nights	No One	
Floda		SE	44834	F		Yes	3 nights	No One	
Floda		SE	44834	M		Yes	3 nights	No One	
Orange Beach	AL	US	36561	F	Baldwin County	Yes	4 nights or more		1
Satellite Beach	FL	US	32937	F	Brevard County	Yes	4 nights or more		1
MelbourneMelbourne	FL	US	32901	F	Brevard County	Yes	4 nights or more		1
Melbourne Beach	FL	US	32951	F	Brevard County	Yes	4 nights or more		1
Crystal River	FL	US	34428	F	Citrus County	Yes	4 nights or more		1
New Braunfels	TX	US	78132	F	Comal County	Yes	4 nights or more		1
Jacksonville Beach	FL	US	32250	F	Duval County	Yes	4 nights or more		1
Columbus	OH	US	43212	M	Franklin County	Yes	4 nights or more		1
Tampa	FL	US	33647	F	Hillsborough County	Yes	4 nights or more		1
Chestertown	MD	US	21620	F	Kent County	Yes	4 nights or more		1
Imlay City	MI	US	48444	F	Lapeer County	Yes	4 nights or more		1
Lorain	OH	US	44053	F	Lorain County	Yes	4 nights or more		1
Whitehouse	OH	US	43571	F	Lucas County	Yes	4 nights or more		1
Glendale	WI	US	53217	F	Milwaukee County	Yes	4 nights or more		1
Asbury Park	NJ	US	7712	F	Monmouth County	Yes	4 nights or more		1
Asbury Park	NJ	US	7712	F	Monmouth County	Yes	4 nights or more		1
Asbury Park	NJ	US	7712	F	Monmouth County	Yes	4 nights or more		1
Plantation Key	FL	US	33070	F	Monroe County	Yes	4 nights or more		1
Hubert	NC	US	28539	F	Onslow County	Yes	4 nights or more		1
Oldsmar	FL	US	34677	M	Pinellas County	Yes	4 nights or more		1
Virginia Beach	VA	US	23454	M	Virginia Beach city	Yes	4 nights or more		1
Livonia	MI	US	48152	F	Wayne County	Yes	4 nights or more		1
Boulder	CO	US	80302	F	Boulder County	Yes	4 nights or more		2
Yukon	OK	US	73099	F	Canadian County	Yes	4 nights or more		2
Savannah	GA	US	31410	F	Chatham County	Yes	4 nights or more		2
Savannah	GA	US	31410	M	Chatham County	Yes	4 nights or more		2
Fayetteville	NC	US	28312	F	Cumberland County	Yes	4 nights or more		2
Fayetteville	NC	US	28312	M	Cumberland County	Yes	4 nights or more		2
Cumming	GA	US	30040	F	Forsyth County	Yes	4 nights or more		2
Cumming	GA	US	30040	F	Forsyth County	Yes	4 nights or more		2
Simsbury	CT	US	6070	F	Hartford County	Yes	4 nights or more		2
Simsbury	CT	US	6070	M	Hartford County	Yes	4 nights or more		2
Simsbury	CT	US	6070	F	Hartford County	Yes	4 nights or more		2
Spring Hill	FL	US	34609	M	Hernando County	Yes	4 nights or more		2
Valrico	FL	US	33594	F	Hillsborough County	Yes	4 nights or more		2
Bourbonnais	IL	US	60914	F	Kankakee County	Yes	4 nights or more		2
Bourbonnais	IL	US	60914	M	Kankakee County	Yes	4 nights or more		2
Howell	MI	US	48843	F	Livingston County	Yes	4 nights or more		2
White Lake	MI	US	48383	F	Oakland County	Yes	4 nights or more		2
White Lake	MI	US	48383	M	Oakland County	Yes	4 nights or more		2
White Lake	MI	US	48383	F	Oakland County	Yes	4 nights or more		2
Clayton	GA	US	30525	F	Rabun County	Yes	4 nights or more		2
Griffin	GA	US	30224	F	Spalding County	Yes	4 nights or more		2
Saint Paul	MN	US	55128	F	Washington County	Yes	4 nights or more		2
Sterlingsteung	MI	US	48659	F	Arenac County	Yes	4 nights or more		3
Satellite Beach	FL	US	32937	F	Brevard County	Yes	4 nights or more		3
Satellite Beach	FL	US	32937	M	Brevard County	Yes	4 nights or more		3
Melbourne	FL	US	32934	F	Brevard County	Yes	4 nights or more		3

Satellite Beach	FL	US	32937	F	Brevard County	Yes	4 nights or more		3
Nashville	TN	US	37220	M	Davidson County	Yes	4 nights or more		3
Farmington	CT	US	6032	F	Hartford County	Yes	4 nights or more		3
Guthrie	OK	US	73044	F	Logan County	Yes	4 nights or more		3
Guthrie	OK	US	73044	F	Logan County	Yes	4 nights or more		3
West Chester	PA	US	19382	F	Chester County	Yes	4 nights or more	4 or more	
Fayetteville	NC	US	28312	F	Cumberland County	Yes	4 nights or more	4 or more	
Mechanicsburg	PA	US	17050	M	Cumberland County	Yes	4 nights or more	4 or more	
Mechanicsburg	PA	US	17050	M	Cumberland County	Yes	4 nights or more	4 or more	
Mechanicsburg	PA	US	17050	M	Cumberland County	Yes	4 nights or more	4 or more	
Suwanee	GA	US	30024	F	Gwinnett County	Yes	4 nights or more	4 or more	
Birmingham	AL	US	35226	F	Jefferson County	Yes	4 nights or more	4 or more	
Birmingham	AL	US	35226	F	Jefferson County	Yes	4 nights or more	4 or more	
Pinckney	MI	US	48169	F	Livingston County	Yes	4 nights or more	4 or more	
Algonquin	IL	US	60102	M	McHenry County	Yes	4 nights or more	4 or more	
Algonquin	IL	US	60102	M	McHenry County	Yes	4 nights or more	4 or more	
Prior Lake	MN	US	55372	F	Scott County	Yes	4 nights or more	4 or more	
Shelbyville	KY	US	40066	F	Shelby County	Yes	4 nights or more	4 or more	
Shelbyville	KY	US	40065	F	Shelby County	Yes	4 nights or more	4 or more	
Basking Ridge	NJ	US	7920	M	Somerset County	Yes	4 nights or more	4 or more	
Churchton	MD	US	20733	F	Anne Arundel County	Yes	4 nights or more	No One	
Churchton	MD	US	20733	M	Anne Arundel County	Yes	4 nights or more	No One	
Churchton	MD	US	20733	F	Anne Arundel County	Yes	4 nights or more	No One	
Mansura	LA	US	71350	F	Avoyelles Parish	Yes	4 nights or more	No One	
Summerville	SC	US	29486	M	Berkeley County	Yes	4 nights or more	No One	
Summerville	SC	US	29486	F	Berkeley County	Yes	4 nights or more	No One	
Reading	PA	US	19607	M	Berks County	Yes	4 nights or more	No One	
Buchanan	MI	US	49107	M	Berrien County	Yes	4 nights or more	No One	
Buchanan	MI	US	49107	F	Berrien County	Yes	4 nights or more	No One	
Columbia	MO	US	65203	F	Boone County	Yes	4 nights or more	No One	
Columbia	MO	US	65203	F	Boone County	Yes	4 nights or more	No One	
Columbia	MO	US	65203	F	Boone County	Yes	4 nights or more	No One	
Columbia	MO	US	65203	F	Boone County	Yes	4 nights or more	No One	
Melbourne	FL	US	32940	M	Brevard County	Yes	4 nights or more	No One	
Melbourne	FL	US	32940	F	Brevard County	Yes	4 nights or more	No One	
Savannah	GA	US	31401	F	Chatham County	Yes	4 nights or more	No One	
West Harrison	IN	US	47060	M	Dearborn County	Yes	4 nights or more	No One	
Spirit Lake	IA	US	51360	F	Dickinson County	Yes	4 nights or more	No One	
Summerville	SC	US	29485	F	Dorchester County	Yes	4 nights or more	No One	
Summerville	SC	US	29485	F	Dorchester County	Yes	4 nights or more	No One	
Summerville	SC	US	29485	M	Dorchester County	Yes	4 nights or more	No One	
Depew	NY	US	14043	F	Erie County	Yes	4 nights or more	No One	
Winchester	VA	US	22602	M	Frederick County	Yes	4 nights or more	No One	
Winchester	VA	US	22602	F	Frederick County	Yes	4 nights or more	No One	
Ooltewah	TN	US	37363	M	Hamilton County	Yes	4 nights or more	No One	
Ooltewah	TN	US	37363	F	Hamilton County	Yes	4 nights or more	No One	
Ludlow	MA	US	1056	F	Hampden County	Yes	4 nights or more	No One	
Ludlow	MA	US	1056	M	Hampden County	Yes	4 nights or more	No One	
Bristol	CT	US	6010	F	Hartford County	Yes	4 nights or more	No One	
Bristol	CT	US	6010	M	Hartford County	Yes	4 nights or more	No One	
Bristol	CT	US	6010	F	Hartford County	Yes	4 nights or more	No One	
Bristol	CT	US	6010	M	Hartford County	Yes	4 nights or more	No One	
Bristol	CT	US	6010	M	Hartford County	Yes	4 nights or more	No One	
Tampa	FL	US	33611	F	Hillsborough County	Yes	4 nights or more	No One	
Tampa	FL	US	33611	M	Hillsborough County	Yes	4 nights or more	No One	
North Bergen	NJ	US	7047	F	Hudson County	Yes	4 nights or more	No One	
Conifer	CO	US	80433	F	Jefferson County	Yes	4 nights or more	No One	
Edinburgh	IN	US	46124	F	Johnson County	Yes	4 nights or more	No One	
Camden	DE	US	19934	M	Kent County	Yes	4 nights or more	No One	
Camden	DE	US	19934	M	Kent County	Yes	4 nights or more	No One	
Camden	DE	US	19934	M	Kent County	Yes	4 nights or more	No One	
Lake Villa	IL	US	60046	F	Lake County	Yes	4 nights or more	No One	
Lake Villa	IL	US	60046	M	Lake County	Yes	4 nights or more	No One	
Drumore	PA	US	17518	F	Lancaster County	Yes	4 nights or more	No One	
Drumore	PA	US	17518	M	Lancaster County	Yes	4 nights or more	No One	
Drumore	PA	US	17518	M	Lancaster County	Yes	4 nights or more	No One	
Drumore	PA	US	17518	M	Lancaster County	Yes	4 nights or more	No One	
Sanford	NC	US	27332	F	Lee County	Yes	4 nights or more	No One	
Chapin	SC	US	29036	F	Lexington County	Yes	4 nights or more	No One	
Summerland Key	FL	US	33042	F	Monroe County	Yes	4 nights or more	No One	
Fernandina Beach	FL	US	32034	F	Nassau County	Yes	4 nights or more	No One	
Fernandina Beach	FL	US	32034	F	Nassau County	Yes	4 nights or more	No One	
Fernandina Beach	FL	US	32034	F	Nassau County	Yes	4 nights or more	No One	
Fernandina Beach	FL	US	32034	F	Nassau County	Yes	4 nights or more	No One	
Ferndale	MI	US	48220	F	Oakland County	Yes	4 nights or more	No One	
Huntington Woods	MI	US	48070	F	Oakland County	Yes	4 nights or more	No One	
Ferndale	MI	US	48220	F	Oakland County	Yes	4 nights or more	No One	
Ferndale	MI	US	48220	F	Oakland County	Yes	4 nights or more	No One	
Huntington Woods	MI	US	48070	F	Oakland County	Yes	4 nights or more	No One	
Schenectady	NY	US	12302	F	Schenectady County	Yes	4 nights or more	No One	
Schenectady	NY	US	12308	M	Schenectady County	Yes	4 nights or more	No One	
Chesterfield	MO	US	63017	M	St. Louis County	Yes	4 nights or more	No One	
Chesterfield	MO	US	63017	F	St. Louis County	Yes	4 nights or more	No One	
Chesterfield	MO	US	63017	M	St. Louis County	Yes	4 nights or more	No One	
Suffolk	VA	US	23435	M	Suffolk city	Yes	4 nights or more	No One	
Suffolk	VA	US	23435	F	Suffolk city	Yes	4 nights or more	No One	
Shaw A F B	SC	US	29152	F	Sumter County	Yes	4 nights or more	No One	
Sumter	SC	US	29153	M	Sumter County	Yes	4 nights or more	No One	
Taylor	MI	US	48180	M	Wayne County	Yes	4 nights or more	No One	
Taylor	MI	US	48180	M	Wayne County	Yes	4 nights or more	No One	

Taylor	MI	US	48180	M	Wayne County	Yes	4 nights or more	No One
Ocean Pines	MD	US	21811	F	Worcester County	Yes	4 nights or more	No One
Berlin	MD	US	21811	F	Worcester County	Yes	4 nights or more	No One
Ocean City	MD	US	21842	F	Worcester County	Yes	4 nights or more	No One
Malung		SE	78235	M		Yes	4 nights or more	No One
Malung		SE	78235	M		Yes	4 nights or more	No One
Malung		SE	78235	M		Yes	4 nights or more	No One
Asheville	NC	US	28804	F	Buncombe County	Yes	Always, I'm a local	1
Islamorada	FL	US	33036	M	Monroe County	Yes	Always, I'm a local	1
Key Largo	FL	US	33037	F	Monroe County	Yes	Always, I'm a local	1
Key Largo	FL	US	33037	M	Monroe County	Yes	Always, I'm a local	1
Key Largo	FL	US	33037	F	Monroe County	Yes	Always, I'm a local	1
Tavernier	FL	US	33070	M	Monroe County	Yes	Always, I'm a local	1
Tavernier	FL	US	33070	M	Monroe County	Yes	Always, I'm a local	1
Tavernier	FL	US	33070	F	Monroe County	Yes	Always, I'm a local	1
Key Largo	FL	US	33037	F	Monroe County	Yes	Always, I'm a local	1
Key West	FL	US	33040	M	Monroe County	Yes	Always, I'm a local	1
Key West	FL	US	33040	F	Monroe County	Yes	Always, I'm a local	1
Islamorada	FL	US	33036	F	Monroe County	Yes	Always, I'm a local	1
Key Largo	FL	US	33037	F	Monroe County	Yes	Always, I'm a local	1
Islamorada	FL	US	33036	M	Monroe County	Yes	Always, I'm a local	1
Islamorada	FL	US	33036	M	Monroe County	Yes	Always, I'm a local	1
Tavernier	FL	US	33070	M	Monroe County	Yes	Always, I'm a local	1
Long Key	FL	US	33001	F	Monroe County	Yes	Always, I'm a local	1
Fort Lauderdale	FL	US	33323	F	Broward County	Yes	Always, I'm a local	2
Homestead	FL	US	33032	M	Miami-Dade County	Yes	Always, I'm a local	2
Miami	FL	US	33177	F	Miami-Dade County	Yes	Always, I'm a local	2
Key Largo	FL	US	33037	F	Monroe County	Yes	Always, I'm a local	2
Tavernier	FL	US	33070	M	Monroe County	Yes	Always, I'm a local	2
Key Largo	FL	US	33037	M	Monroe County	Yes	Always, I'm a local	2
Key Largo	FL	US	33037	F	Monroe County	Yes	Always, I'm a local	2
Tavernier	FL	US	33070	M	Monroe County	Yes	Always, I'm a local	2
Key Largo	FL	US	33037	F	Monroe County	Yes	Always, I'm a local	2
Homestead	FL	US	33033	F	Miami-Dade County	Yes	Always, I'm a local	3
Islamorada	FL	US	33036	F	Monroe County	Yes	Always, I'm a local	3
Marathon	FL	US	33050	F	Monroe County	Yes	Always, I'm a local	3
Big Pine Key	FL	US	33043	F	Monroe County	Yes	Always, I'm a local	3
Key Largo	FL	US	33037	F	Monroe County	Yes	Always, I'm a local	3
Islamorada	FL	US	33036	F	Monroe County	Yes	Always, I'm a local	3
Cody	WY	US	82414	F	Park County	Yes	Always, I'm a local	3
Tavernier	FL	US	33070	F	Monroe County	Yes	Always, I'm a local	4 or more
Key Largo	FL	US	33037	F	Monroe County	Yes	Always, I'm a local	4 or more
Fort Lauderdale	FL	US	33330	M	Broward County	Yes	Always, I'm a local	No One
Fort Lauderdale	FL	US	33330	F	Broward County	Yes	Always, I'm a local	No One
Homestead	FL	US	33033	M	Miami-Dade County	Yes	Always, I'm a local	No One
Homestead	FL	US	33033	F	Miami-Dade County	Yes	Always, I'm a local	No One
Miami	FL	US	33183	F	Miami-Dade County	Yes	Always, I'm a local	No One
Miami	FL	US	33177	M	Miami-Dade County	Yes	Always, I'm a local	No One
Miami	FL	US	33177	F	Miami-Dade County	Yes	Always, I'm a local	No One
Homestead	FL	US	33033	F	Miami-Dade County	Yes	Always, I'm a local	No One
Miamimiami	FL	US	33144	M	Miami-Dade County	Yes	Always, I'm a local	No One
Miami	FL	US	33177	M	Miami-Dade County	Yes	Always, I'm a local	No One
Miami	FL	US	33177	F	Miami-Dade County	Yes	Always, I'm a local	No One
Miami	FL	US	33177	M	Miami-Dade County	Yes	Always, I'm a local	No One
Miami	FL	US	33177	F	Miami-Dade County	Yes	Always, I'm a local	No One
Homestead	FL	US	33033	F	Miami-Dade County	Yes	Always, I'm a local	No One
Islamorada	FL	US	33036	F	Monroe County	Yes	Always, I'm a local	No One
Key Largo	FL	US	33037	F	Monroe County	Yes	Always, I'm a local	No One
Tavernier	FL	US	33070	F	Monroe County	Yes	Always, I'm a local	No One
Key West	FL	US	33040	F	Monroe County	Yes	Always, I'm a local	No One
Tavernier	FL	US	33070	F	Monroe County	Yes	Always, I'm a local	No One
Marathon	FL	US	33050	F	Monroe County	Yes	Always, I'm a local	No One
Tavernier	FL	US	33070	M	Monroe County	Yes	Always, I'm a local	No One
Tavernier	FL	US	33070	F	Monroe County	Yes	Always, I'm a local	No One
Tavernier	FL	US	33070	F	Monroe County	Yes	Always, I'm a local	No One
Tavernier	FL	US	33070	F	Monroe County	Yes	Always, I'm a local	No One
Key Largo	FL	US	33037	F	Monroe County	Yes	Always, I'm a local	No One
Key Largo	FL	US	33037	M	Monroe County	Yes	Always, I'm a local	No One
Islamorada	FL	US	33036	F	Monroe County	Yes	Always, I'm a local	No One
Islamorada	FL	US	33036	M	Monroe County	Yes	Always, I'm a local	No One
Key Largo	FL	US	33037	M	Monroe County	Yes	Always, I'm a local	No One
Marathon	FL	US	33050	F	Monroe County	Yes	Always, I'm a local	No One
Key Largo	FL	US	33037	F	Monroe County	Yes	Always, I'm a local	No One
Islamorada	FL	US	33036	F	Monroe County	Yes	Always, I'm a local	No One
Key Largo	FL	US	33037	M	Monroe County	Yes	Always, I'm a local	No One
Key Largo	FL	US	33037	M	Monroe County	Yes	Always, I'm a local	No One
Key Largo	FL	US	33037	F	Monroe County	Yes	Always, I'm a local	No One
IslamoradaIslamorada	FL	US	33036	F	Monroe County	Yes	Always, I'm a local	No One
Islamorada	FL	US	33036	F	Monroe County	Yes	Always, I'm a local	No One
Islamorada	FL	US	33036	F	Monroe County	Yes	Always, I'm a local	No One
Key Colony Beach	FL	US	33051	F	Monroe County	Yes	Always, I'm a local	No One
Key Largo	FL	US	33037	F	Monroe County	Yes	Always, I'm a local	No One
Key Largo	FL	US	33037	F	Monroe County	Yes	Always, I'm a local	No One
Tavernier	FL	US	33070	F	Monroe County	Yes	Always, I'm a local	No One
Key Largo	FL	US	33037	F	Monroe County	Yes	Always, I'm a local	No One
Key Largo	FL	US	33037	M	Monroe County	Yes	Always, I'm a local	No One
Tavernier	FL	US	33070	F	Monroe County	Yes	Always, I'm a local	No One
Islamorada	FL	US	33036	F	Monroe County	Yes	Always, I'm a local	No One
Marathon	FL	US	33505	F		Yes	Always, I'm a local	No One
Coral Springs	FL	US	33076	F	Broward County	Yes	Just coming for the day	1
Hollywood	FL	US	33029	M	Broward County	Yes	Just coming for the day	1

Naples	FL	US	34108	F	Collier County	Yes	Just coming for the day	1
Naples	FL	US	34108	F	Collier County	Yes	Just coming for the day	1
Miami	FL	US	33189	F	Miami-Dade County	Yes	Just coming for the day	1
Homestead	FL	US	33033	M	Miami-Dade County	Yes	Just coming for the day	1
Homestead	FL	US	33033	M	Miami-Dade County	Yes	Just coming for the day	1
Homestead	FL	US	33033	M	Miami-Dade County	Yes	Just coming for the day	1
Homestead	FL	US	33033	F	Miami-Dade County	Yes	Just coming for the day	1
Miami	FL	US	33178	M	Miami-Dade County	Yes	Just coming for the day	1
Miami	FL	US	33190	F	Miami-Dade County	Yes	Just coming for the day	1
Miami	FL	US	33187	F	Miami-Dade County	Yes	Just coming for the day	1
Miami	FL	US	33178	F	Miami-Dade County	Yes	Just coming for the day	1
Doral	FL	US	33178	M	Miami-Dade County	Yes	Just coming for the day	1
Doral	FL	US	33178	F	Miami-Dade County	Yes	Just coming for the day	1
Homestead	FL	US	33035	M	Miami-Dade County	Yes	Just coming for the day	1
Aledo	TX	US	76008	F	Parker County	Yes	Just coming for the day	1
Aledo	TX	US	76008	M	Parker County	Yes	Just coming for the day	1
El Paso	TX	US	79912	M	El Paso County	Yes	Just coming for the day	2
Hanson	KY	US	42413	M	Hopkins County	Yes	Just coming for the day	2
Clermont	FL	US	34711	F	Lake County	Yes	Just coming for the day	2
Homestead	FL	US	33030	F	Miami-Dade County	Yes	Just coming for the day	2
Cutler bay	FL	US	33190	M	Miami-Dade County	Yes	Just coming for the day	2
Miami Beach	FL	US	33139	M	Miami-Dade County	Yes	Just coming for the day	2
Miami	FL	US	33186	M	Miami-Dade County	Yes	Just coming for the day	2
Miami	FL	US	33186	F	Miami-Dade County	Yes	Just coming for the day	2
Miami	FL	US	33186	F	Miami-Dade County	Yes	Just coming for the day	2
Schiffange	LU		3820	M		Yes	Just coming for the day	2
Homestead	FL	US	33031	F	Miami-Dade County	Yes	Just coming for the day	3
Miami	FL	US	33157	F	Miami-Dade County	Yes	Just coming for the day	3
Miami	FL	US	33170	M	Miami-Dade County	Yes	Just coming for the day	3
Miami	FL	US	33134	F	Miami-Dade County	Yes	Just coming for the day	3
Homestead	FL	US	33035	M	Miami-Dade County	Yes	Just coming for the day	3
Miami	FL	US	33178	F	Miami-Dade County	Yes	Just coming for the day	3
Miami	FL	US	33158	F	Miami-Dade County	Yes	Just coming for the day	4 or more
Miami	FL	US	33173	M	Miami-Dade County	Yes	Just coming for the day	4 or more
Homestead	FL	US	33033	F	Miami-Dade County	Yes	Just coming for the day	4 or more
Homestead	FL	US	33032	F	Miami-Dade County	Yes	Just coming for the day	4 or more
West Palm Beach	FL	US	33409	F	Palm Beach County	Yes	Just coming for the day	4 or more
Warren	RI	US	2885	M	Bristol County	Yes	Just coming for the day	No One
Jasper	IN	US	47546	M	Dubois County	Yes	Just coming for the day	No One
Jasper	IN	US	47546	F	Dubois County	Yes	Just coming for the day	No One
Jasper	IN	US	47546	M	Dubois County	Yes	Just coming for the day	No One
Jasper	IN	US	47546	F	Dubois County	Yes	Just coming for the day	No One
Jasper	IN	US	47546	M	Dubois County	Yes	Just coming for the day	No One
Jasper	IN	US	47546	F	Dubois County	Yes	Just coming for the day	No One
Valrico	FL	US	33594	M	Hillsborough County	Yes	Just coming for the day	No One
Homestead	FL	US	33031	F	Miami-Dade County	Yes	Just coming for the day	No One
Miami	FL	US	33177	M	Miami-Dade County	Yes	Just coming for the day	No One
Miami	FL	US	33144	M	Miami-Dade County	Yes	Just coming for the day	No One
Miami	FL	US	33186	M	Miami-Dade County	Yes	Just coming for the day	No One
Miami	FL	US	33177	F	Miami-Dade County	Yes	Just coming for the day	No One
Homestead	FL	US	33030	F	Miami-Dade County	Yes	Just coming for the day	No One
Miami	FL	US	33170	F	Miami-Dade County	Yes	Just coming for the day	No One
Miami	FL	US	33170	M	Miami-Dade County	Yes	Just coming for the day	No One
Miami	FL	US	33170	M	Miami-Dade County	Yes	Just coming for the day	No One
Homestead	FL	US	33030	F	Miami-Dade County	Yes	Just coming for the day	No One
Sunny isles beach	FL	US	33160	F	Miami-Dade County	Yes	Just coming for the day	No One
Miami	FL	US	33170	M	Miami-Dade County	Yes	Just coming for the day	No One
Miami	FL	US	33170	M	Miami-Dade County	Yes	Just coming for the day	No One
Miami	FL	US	33170	F	Miami-Dade County	Yes	Just coming for the day	No One
Miami	FL	US	33170	M	Miami-Dade County	Yes	Just coming for the day	No One
Miami	FL	US	33170	M	Miami-Dade County	Yes	Just coming for the day	No One
Miami	FL	US	33170	F	Miami-Dade County	Yes	Just coming for the day	No One
Homestead	FL	US	33030	M	Miami-Dade County	Yes	Just coming for the day	No One
Key Largo	FL	US	33037	M	Monroe County	Yes	Just coming for the day	No One
Velpen	IN	US	47590	M	Pike County	Yes	Just coming for the day	No One
Velpen	IN	US	47590	F	Pike County	Yes	Just coming for the day	No One
Velpen	IN	US	47590	F	Pike County	Yes	Just coming for the day	No One
Velpen	IN	US	47590	M	Pike County	Yes	Just coming for the day	No One
Velpen	IN	US	47590	F	Pike County	Yes	Just coming for the day	No One
Velpen	IN	US	47590	M	Pike County	Yes	Just coming for the day	No One
Cranston	RI	US	2905	M	Providence County	Yes	Just coming for the day	No One
Fort Lauderdale	FL	US	33315	F	Broward County	Yes		1
Miami	FL	US	33126	M	Miami-Dade County	Yes		1
Wakefield	MA	US	1880	F	Middlesex County	Yes		1
Wakefield	MA	US	1880	M	Middlesex County	Yes		1
Marathon	FL	US	33050	F	Monroe County	Yes		1
Summerland Key	FL	US	33042	F	Monroe County	Yes		1
Middletown	RI	US	2842	F	Newport County	Yes		1
Skaneateles	NY	US	13152	F	Onondaga County	Yes		1
Casselberry	FL	US	32707	F	Seminole County	Yes		1
Dearborn Heights	MI	US	48127	M	Wayne County	Yes		1
Plantation	FL	US	33317	F	Broward County	Yes		2
Miami	FL	US	33157	F	Miami-Dade County	Yes		2
Homestead	FL	US	33031	F	Miami-Dade County	Yes		2
Lake Worth	FL	US	33463	M	Palm Beach County	Yes		2
Lakeland	FL	US	33803	F	Polk County	Yes		2
Lakeland	FL	US	33803	F	Polk County	Yes		2
Punta Gorda	FL	US	33983	F	Charlotte County	Yes		3
Melbourne	FL	US	32934	M	Brevard County	Yes		4 or more
Titusville	FL	US	32780	M	Brevard County	Yes		4 or more

coral gables	FL	US	33134	F	Miami-Dade County	Yes		4 or more
coral gables	FL	US	33134	F	Miami-Dade County	Yes		4 or more
Miami	FL	US	33176	F	Miami-Dade County	Yes		4 or more
Miami	FL	US	33158	F	Miami-Dade County	Yes		4 or more
Goose Creek	SC	US	29445	F	Berkeley County	Yes		No One
Goose Creek	SC	US	29445	M	Berkeley County	Yes		No One
Fort Lauderdale	FL	US	33317	F	Broward County	Yes		No One
Fort Lauderdale	FL	US	33317	M	Broward County	Yes		No One
Pompano Beach	FL	US	33076	F	Broward County	Yes		No One
Naples	FL	US	34105	M	Collier County	Yes		No One
Miami	FL	US	33133	F	Miami-Dade County	Yes		No One
Homestead	FL	US	33033	F	Miami-Dade County	Yes		No One
Miami	FL	US	33136	F	Miami-Dade County	Yes		No One
Miami	FL	US	33176	M	Miami-Dade County	Yes		No One
Miami Beach	FL	US	33141	M	Miami-Dade County	Yes		No One
Homestead	FL	US	33030	M	Miami-Dade County	Yes		No One
Islamorada	FL	US	33036	F	Monroe County	Yes		No One
Cudjoe Key	FL	US	33042	M	Monroe County	Yes		No One
Fort Walton Beach	FL	US	32548	F	Okaloosa County	Yes		No One
Fort Walton Beach	FL	US	32548	M	Okaloosa County	Yes		No One
Delray Beach	FL	US	33445	F	Palm Beach County	Yes		No One
Oviedo	FL	US	32765	F	Seminole County	Yes		No One
Oviedo	FL	US	32765	M	Seminole County	Yes		No One
Oviedo	FL	US	32765	M	Seminole County	Yes		No One
Oviedo	FL	US	32765	F	Seminole County	Yes		No One
Oviedo	FL	US	32765	M	Seminole County	Yes		No One
Oviedo	FL	US	32765	F	Seminole County	Yes		No One
Port Orange	FL	US	32128	F	Volusia County	Yes		No One
Marksville	LA	US	71351	M	Avoyelles Parish			
Buchanan	MI	US	49107	M	Berrien County			
Satellite Beach	FL	US	32937	F	Brevard County			
Satellite Beach	FL	US	32937	F	Brevard County			
Fort Lauderdale	FL	US	33325	M	Broward County			
Fort Lauderdale	FL	US	33304	M	Broward County			
Yukon	OK	US	73099	F	Canadian County			
Yukon	OK	US	73099	F	Canadian County			
Mount Pleasant	SC	US	29466	F	Charleston County			
Mount Pleasant	SC	US	29466	M	Charleston County			
Green Cove Springs	FL	US	32043	F	Clay County			
Naples	FL	US	34110	F	Collier County			
Spirit Lake	IA	US	51360	F	Dickinson County			
Spirit Lake	IA	US	51360	F	Dickinson County			
Spirit Lake	IA	US	51360	F	Dickinson County			
Pensacola	FL	US	32514	M	Escambia County			
Pensacola	FL	US	32514	F	Escambia County			
Pensacola	FL	US	32534	F	Escambia County			
Clarksville	MD	US	21029	M	Howard County			
Bourbonnais	IL	US	60914	F	Kankakee County			
Bourbonnais	IL	US	60914	M	Kankakee County			
Seattle	WA	US	98115	F	King County			
Drumore	PA	US	17518	F	Lancaster County			
Huntington Woods	MI	US	48070	F	Oakland County			
Crestwood	KY	US	40014	F	Oldham County			
Crestwood	KY	US	40014	M	Oldham County			
Laingsburg	MI	US	48848	M	Shiawassee County			
Suffolk	VA	US	23435	F	Suffolk city			
Suffolk	VA	US	23435	M	Suffolk city			
Suffolk	VA	US	23435	F	Suffolk city			
Suffolk	VA	US	23435	M	Suffolk city			
Kenovakenova	WV	US	25530	F	Wayne County			
Channahon	IL	US	60410	M	Will County			
New Freedom	PA	US	17349	F	York County			
New Freedom	PA	US	17349	F	York County			
Leyland	LAN	GB		M				

988

380

496

369

560

1805

259

940

1260

1120

3579

DATE: May 1, 2020

To: District IV 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 – Islamorada Project**

The District IV Advisory Committee at your meeting of June 25, 2019 moved approval to fund the Coral Restoration Foundation, Inc. in an amount not to exceed \$15,000 for the CRF – Coral Restoration – Islamorada 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 project summary sheet is attached as an FYI.

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

From: [Martha Roesler](#)
To: Maxine@fla-keys.com; [Machan-Ammie](#)
Subject: Coral Restoration Foundation - Request for Extension for DAC IV
Date: Monday, March 23, 2020 1:27:24 PM

Maxine and Aimme,

Project ID: 2320; Project Line Item: 120-70040-530340-T200-N25-X-530340

- 500 staghorn coral at Conch Reef

and

Round 2:

Contract ID: 2449; Line Item Number: 120 70040 530340 T200B26X 530340

Due to the impacts of COVID-19, the Coral Restoration Foundation would like to request an extension of our contracts in DAC IV - Islamorada. 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
89111 Overseas Hwy, Tavernier, FL 33070

TDC Capital Project Summary Sheet

REVISED

Project ID#:	2320
Project Line Item #:	120-70040-530340-T200-N25-X-530340

Name of Project:	CRF- Coral Restoration- Islamorada	District Funding Project:	IV
Funding Category:	Nature Center	Fiscal Year Funded:	2020
Name of Project Manager:	Martha Roesler	Amount Funded by TDC:	\$15,000
Telephone Number:	305-453-7030/703-447-0077	Date of DAC Approval:	6/25/2019 – Original
Email Address:	martha@coralrestoration.org	Date of TDC Approval:	7/30/2019 – Original
		REVISED Completion Date:	3/31/2021

Scope of Services to Be Completed and Submitted for Reimbursement No Later than March 31, 2021:

Materials, equipment and labor required to:

- Purchase and harvest 500 nursery grown staghorn coral for the purpose of planting on the coral reefs in State and Federal waters off Islamorada

500 staghorn coral – Conch Reef – 24.942909°, 80.474414°

Total Cost: \$20,000

TDC Cost: \$15,000

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

Signature of TDC Office Manager: _____

Signature of TDC Director: _____

DATE: May 1, 2020

To: District IV 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 – Islamorada Project**

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

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

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

From: [Martha Roesler](#)
To: Maxine@fla-keys.com; [Machan-Ammie](#)
Subject: Coral Restoration Foundation - Request for Extension for DAC IV
Date: Monday, March 23, 2020 1:27:24 PM

Maxine and Aimme,

Project ID: 2320; Project Line Item: 120-70040-530340-T200-N25-X-530340

- 500 staghorn coral at Conch Reef

and

Round 2:

Contract ID: 2449; Line Item Number: 120 70040 530340 T200B26X 530340

Due to the impacts of COVID-19, the Coral Restoration Foundation would like to request an extension of our contracts in DAC IV - Islamorada. 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
89111 Overseas Hwy, Tavernier, FL 33070

EXHIBIT A

NAME OF ENTITY: The Coral Restoration Foundation, Inc.

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

NUMBER OF SEGMENTS TO PROJECT: 1

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

<p>Segment #: <u>1</u></p> <p><u>Description:</u> Materials, equipment and labor required to:</p> <ul style="list-style-type: none"> Purchase and harvest 500 nursery grown staghorn and boulder coral for the purpose of planting on the coral reefs in State and Federal waters off Islamorada <p>200 staghorn/300 boulder coral – Cheeca Rocks – 24.904250° -80.616567°</p> <p>(In order for this segment to be reimbursed, acknowledgement of TDC funding must be in place and proof in the form of pictures provided with submission for reimbursement of this segment. This acknowledgement shall not be covered as part of the TDC reimbursement – see contract paragraph 2)</p>	<p><u>Total Cost: \$29,900</u></p> <p><u>In-Kind:</u> No in-kind will be used towards reimbursement of this project.</p>	<p><u>TDC portion: \$22,425</u></p>
--	---	-------------------------------------

DATE: May 1, 2020

To: District IV Advisory Committee Members

FROM: Ammie Machan, Administrative Assistant

RE: **Consideration and Action re: Extension to Agreement with The Florida Keys History of Dive Museum, Inc. for the Dive Museum Catchalot Dive Chamber Project**

The District IV Advisory Committee at your meeting of June 25, 2019 moved approval to fund the Florida Keys History of Dive Museum, Inc. in an amount not to exceed \$94,875 for the Dive Museum Catchalot Dive Chamber project to be completed by September 30, 2020.

Attached is a request from the Florida Keys History of Dive Museum to extend the completion date of the project to September 30, 2021. The funds are available to be rolled into the FY 2021 budget. A copy of the projects scope of service is attached as an FYI.

As the extension request was received prior to this Agreement being approved by the BOCC, upon DAC approval this Agreement will be placed on the June BOCC Meeting agenda with the revised completion date.

ammie@fla-keys.com

Subject: FW: FW: Dive Chamber Extension

From: Lisa Mongelia <director@divingmuseum.org>

Sent: Monday, March 16, 2020 2:33 PM

To: Ammie Machan <ammie@fla-keys.com>

Subject: Re: FW: Dive Chamber Extension

Hello Ammie,

Thank you for the update. We have a design for our board approval however 100% of our meeting last week was how to deal with COVID19. Even if the Dive Unit layout was approved on our next board meeting, we would not be able to complete the project by 9/30/20. I would greatly appreciate it if we could get an extension to 9/30/21.

Kindly advise,

Lisa

Lisa Mongelia
Executive Director
History of Diving Museum
82990 Overseas Hwy. MM83
Islamorada, FL 33036
305-664-9737
www.DivingMuseum.org

EXHIBIT A

NAME OF ENTITY: The Florida Keys History of Diving Museum, Inc.

NAME OF PROJECT: Cachalot Dive Chamber

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, permits and labor required to:</p> <ul style="list-style-type: none"> • Remove existing landscaping and debris from east side of Dive Museum • Build retaining wall • Transport and installation of Cachalot Saturation Diving Chamber • Installation of railing, picnic (landscaping) space and walkway around Cachalot Dive Chamber • Installation of lighting and necessary electrical work • Produce engineering and design plans <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: \$126,500</u></p> <p><u>In-Kind:</u> In an amount not to exceed \$15,812.50 (50% of organizations allowable out of pocket cost) to be utilized as donated services and supplies</p>	<p><u>TDC portion: \$94,875</u></p>
--	--	-------------------------------------