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AGENDA

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL DISTRICT I ADVISORY COMMITTEE

REGULAR SESSION, WEDNESDAY, JUNE 24, 2020, 3:00 p.m.

Join Zoom Meeting <https://us02web.zoom.us/j/81778151572>

If the Governor issues a subsequent order changing directives for Local Government Public Meetings, the Monroe County Tourist Development Council will provide updates on the County Website at MonroeCounty-FL.Gov.

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:

Meeting ID: 817 7815 1572

One tap mobile

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Meeting ID: 817 7815 1572

*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. May 13, 2020 Regular Meeting Minutes
2. April 28, 2020 TDC Meeting Minutes – FYI

E. BUDGET:

1. FY 2020 Budget
2. Four Penny Revenue Report

F. DISTRICT I PUBLIC RELATIONS:

1. Monthly Report from NewmanPR - FYI

G. ADVERTISING:

1. Advertising Recap - FYI
2. Consideration and Action re: FY 2021 Media Plan

H. MARKET RESEARCH:

1. Smith Travel Research Report – FYI
2. Smith Travel Research Daily Occupancy Report – FYI
3. Vacation Rental Occupancy & Rate Report – FYI

I. VIS REPORTS:

1. Chamber Visitor Information Services Report – FYI
2. Key West Business Guild Services Report – FYI

J. WEBSITE:

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

K. OLD BUSINESS:

L. NEW BUSINESS:

1. Review of Recent Events Funded by DAC
2. Consideration and Action re: Amendment to Scope of Service for Mango Fest of Key West
3. Update re: June 10, 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 I Advisory Committee Meeting

The May 13, 2020 regular meeting of the District I Advisory Committee of the Monroe County Tourist Development Council was called to order by Chairperson Steve Robbins at 3:00 p.m. Via Zoom.

DAC Members Present Were: Ms. Julie Brown, Mr. Pony Charvet, Ms. Eugenia Dwyer, Ms. Patricia Neyra, Ms. Piper Smith, Mr. Mark Vose, Ms. Rosi Ware, and Ms. Kim Works

TDC Representative in Attendance: Ms. Diane Schmidt

Agencies Present Were: Mr. John Underwood, Mr. Eric Gitlin and Mr. Dorn Martell – Tinsley Advertising, Mr. Clinton Barras – Two Oceans Digital Ms. Carol Shaughnessy - NewmanPR

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

Approval of the Agenda and Agenda Bulk Agenda Items: Ms. Pacini moved item L.16. Update re: April 28, 2020 TDC Meeting before item E.3. Consideration and Action re: FY 2021 Budget and item H.4. Presentation: COVID-19 Research Data before item G.2. Consideration and Action re: Media Recommendation. Ms. Smith moved approval of the agenda as amended and with the following bulk agenda items:

- D.1. February 26, 2020 Regular Meeting Minutes
- D.2. February 4, 2020 TDC Meeting Minutes – FYI
- E.1. FY 2020 Budget
- E.2. Four Penny Revenue Report
- F.1. Monthly Report from NewmanPR – FYI
- G.1. Advertising Recap – FYI
- H.1. Smith Travel Research Report – FYI
- H.2. Smith Travel Research Daily Occupancy Report – FYI
- H.3. Vacation Rental Occupancy & Rate Report – FYI
- I.1. Chamber Visitor Information Services Report – FYI
- I.2. Key West Business Guild Services Report – FYI
- J.1. Two Oceans Digital Report – FYI
- J.2. District Google Analytics
- L.1. Operations Manual Update – FYI
- L.2. Review of Recent Events Funded by DAC
- L.3. Consideration and Action re: Amendment to Agreement with Key West Art and Historical Society, Inc. for the Custom House Mechanical Repairs Phase II Project
- L.4. Consideration and Action re: Extension to Agreement with City of Key West for the Amphitheatre Improvements Project
- L.5. Consideration and Action re: Extension to Agreement with Coral Restoration Foundation, Inc. for the CRF- Coral Restoration – Key West Project
- L.6. Consideration and Action re: Extension to Agreement with Mel Fisher Maritime Heritage Society, Inc. for the Mel Fisher Masonry Repair and Electrical Improvement Project
- L.7. Consideration and Action re: Extension to Agreement with Mel Fisher Maritime Heritage Society, Inc. for the Mel Fisher 2nd Round Improvements Project

- L.8. Consideration and Action re: Extension to Agreement with National Marine Sanctuary Foundation, Inc. for the Eco-Discovery Center Interior Exhibits Project
- L.9. Consideration and Action re: Extension to Agreement with Key West Botanical Garden Society, Inc. for the Botanical Garden Sign Project
- L.10. Consideration and Action re: Extension to Agreement with Key West Botanical Garden Society, Inc. for the Botanical Garden Playground Installation Project
- L.11. Consideration and Action re: Amendment to Agreement with Historic Florida Keys Foundation, Inc. for the Oldest House Museum Improvements Project
- L.12. Consideration and Action re: Date Change for Conch Republic Independence Celebration 2020
- L.13. Consideration and Action re: Date Change for Key West Songwriters Festival
- L.14. Consideration and Action re: Date Change for Key West Pride
- L.15. Consideration and Action re: Amendment to Scope of Service for Hemingway 5K and Paddle Board Race

Ms. Ware seconded. Motion passed unanimously.

Update re: April 28, 2020 TDC Meeting: Ms. Mitchell provided an update on the business that took place at the April 28, 2020, TDC Meeting and provided an update on the status of the FY 2020 budget and looking forward to the FY 2021 budget. Ms. Mitchell stated the negative impact to the current fiscal year budget was estimated to be at least \$13M and all departments had been asked to freeze spending beginning in early March to preserve any revenue for use in the recovery period. She stated that next year's budget amounts reflect an aggressive approach in order to provide each District a fighting chance to reestablish their brand and identity in a crowded marketing field. She stated that now is the time for the industry to communicate the needs of their businesses, workforce and any concerns so that as we move into the recovery period the industry is prepared to balance the health and safety of our residents with the need of economic stimulus that tourism provides Monroe County.

Consideration and Action re: FY 2021 Budget: Ms. Pacini informed the Committee that the FY 2021 budget strategy was approved by the TDC at their April 28, 2020 meeting. Ms. Pacini provided a summary of the DAC I budget and reviewed the annual projected revenue, BBF, Advertising, Promotional/Storm Resources, Event, Capital and Economic/Natural Disaster Resources. Ms. Pacini stated that the BBF FY 2020 Capital Resources were being frozen and that the DAC would not be allocating their FY 2021 Capital Resources until their December meeting, in order to ensure that there was a positive revenue stream before allocating funds.

Ms. Ware moved approval to keep the FY 2021 Capital Resources at \$1,903,271, Ms. Brown seconded. Motion passed unanimously.

Ms. Pacini commented that the DAC must leave \$460,190 in Event Resources, due to where the funds in the budget were allocated from.

Mr. Robbins moved approval to move \$300,000 from FY 2021 Event Resources to FY 2021 Advertising Resources, Ms. Ware seconded.

During discussion Ms. Brown stated that she felt that more funds should be moved to advertising. Ms. Smith agreed and stated that she did not believe that large events would be attractive to visitors. Ms. Ware was in agreement.

Mr. Robbins amended his motion to move \$500,000 from FY 2021 Event Resources to FY 2021 Advertising Resources, Ms. Ware seconded. Motion passed unanimously.

Ms. Smith moved approval to move \$50,000 from FY 2021 Event Resources to FY 2021 New Event Resources, Ms. Brown seconded. Motion passed unanimously.

Ms. Pacini provided the resulting balances of \$4,879,342 Advertising Resource; \$250,000 Promotional Resources; \$1,903,271 Capital Resources; \$560,9000 Economic/Natural Disaster Capital Resources; \$728,054 Regular Event Resources; and \$50,000 New Event Resources.

Ms. Works moved approval of the DAC I FY 2021 Budget as amended, Ms. Brown seconded.

A roll call vote was taken with the following results:

Ms. Julie Brown	Yes
Ms. Pony Charvet	Yes
Ms. Eugenia Dwyer	Yes
Ms. Patricia Neyra	Yes
Ms. Piper Smith	Yes
Mr. Mark Vose	Yes
Ms. Rosi Ware	Yes
Ms. Kim Works	Yes
Mr. Steve Robbins	Yes Motion passed.

Presentation: COVID-19 Research Data: Ms. Kelli Fountain presented data from various sources to help understand the sentiment of post COVID-19 travelers. Ms. Fountain reported that nearly 7 in 10 Americans state that they miss vacations a lot and over half say they miss the very act of planning travel. Official State tourism office and local tourism offices along with friends and family top the list of trusted resources when planning future travel. When asked where they most likely will take their first post-pandemic trip, beach/resort destinations are at the top of the list, followed by small towns/rural areas, and then cities. Nearly half of American traveler's state that they will avoid crowded destinations after the pandemic. Those planning staycations and road trips are on the rise. Ms. Fountain stated Smith Travel Research data shows that there likely will be pent up demand and overnight and "one tank" trip visitors are likely to be the first visitors to the destination. Economy and mid-scale properties will likely see recovery first. Data from a Harris Poll shows that there has been an increase in those who are planning to "go on vacation/travel when things return to normal". The survey also showed that Americans are concerned about air and cruise travel with Americans stating that they won't return to flying for 4-6 months and a year or more for cruises. MMGY data shows that 68% of consumers feel safe in cars, and that 49% of travelers 50-64 years old show the least concern for their safety of any other group. Ms. Fountain reported that data shows that travel agents will be increasingly important for travelers, both as a source of information and as a guide on rates and booking in an increasingly competitive market. Travel Pulse study shows that 75% of respondents will keep traveling in 2020 with 44% changing their international destination to a domestic one. Ms. Fountain stated that it is important for destinations and tourism businesses to stay in touch with their visitors with engaging, immersive and inspirational messaging. When asked what the first thing people plan to do once shelter in place restrictions are lifted, 22.5% responded

“go on a trip”. Ms. Fountain reviewed the destinations typical drive market and the 3rd and 4th quarter markets.

Consideration and Action re: Media Recommendation: Mr. John Underwood stated that all current media was paused or cancelled as of March 16, 2020 and that the upcoming summer campaign, running in April and May was delayed. He stated that the agency had created an outreach program with a “Closed for Business but Keep Us in Mind” message. He stated that in addition to this message the agency also began to prepare a campaign for once the destination was open and beyond. Mr. Underwood presented content that was shared, and will continued to be shared, with partners including free social media messaging that they can use to stay connected with their guests. Mr. Underwood stated that, using data provided by the Research Department, a target audience was developed for the upcoming campaign.

Mr. Eric Gitlin presented the media strategy. He stated that on March 30th a “Closed for Business but Keep Us in Mind” campaign was launched to keep the destination in the minds of travelers. Media included :15 second sponsored ads on social media platforms and e-newsletters. He stated that a media campaign will be implemented approximately 3-4 weeks prior to the opening of the destination which would include television, social media, digital, billboards, radio, and print to engage a broader audience. These advertisements will be placed throughout Florida, Atlanta, Dallas, Nashville and Charlotte markets. Once the destination is open the messaging will continue with an “open for business” message in the same outlets for approximately two weeks. The next phase will continue to promote to the drive down market. Mr. Dorn Martell presented creative contact for each of the phases of the advertising campaign.

Mr. Underwood presented a proposal to utilize \$400,000 DAC I FY 2020 Advertising Resources for television and digital/social media advertising during phase III and IV of the advertising recovery plan.

Mr. Charvet moved approval of the media recommendation in an amount not to exceed \$400,000 District I FY 2020 Advertising Resources as presented, Ms. Smith seconded.

There being no further business the meeting was adjourned at 4:45 p.m.

Monroe County Tourist Development Council Meeting

The April 28, 2020 meeting of the Monroe County Tourist Development Council was called to order by Ms. Rita Irwin at 10:00 a.m., via a Zoom meeting platform.

TDC Members Present Were: Mr. James Bernardin, Mayor Heather Carruthers, Mr. George Fernandez, Mayor Teri Johnston, Mr. Timothy Root, Ms. Diane Schmidt Mr. Michael Shipley, Ms. Gayle Tippett

District Advisory Committee Chairpersons/Representatives Present Were: Mr. Steve Robbins (DAC I), Mr. Henry Hamilton (DAC II), Ms. Vicki Tashjian (DAC III), Ms. Patti Stanley (DAC IV) and Ms. Peg Laron (DAC V)

Agencies Present Were: Mr. John Underwood, Mr. Dorn Martel and Mr. Eric Gitlin - Tinsley Advertising, Mr. Clinton Barras - Floridakeys.com, Mr. Andy Newman - 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: Ms. Irwin moved item N.5. Discussion: Mr. Bob Eadie, Director of Monroe County Health Department after approval of the Bulk Items, and item K.4. Discussion: COVID-19 Research Data before item G.5. Presentation: COVID-19 Response Strategy.

Mayor Johnston moved approval of the agenda as amended, Ms. Tippett seconded. Motion passed unanimously.

Approval of the Minutes: **Mr. Bernardin moved approval of the February 4, 2020 TDC meeting minutes as presented, Ms. Tippett seconded. Motion passed unanimously.**

Approval of the Agenda Bulk Items: **Mayor Carruthers 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
- 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
- M. **Website**
 - 1. Website Status Report

N. TDC Items

- 1.** Consideration and Action re: Selection/Contract Negotiation Committee for Website and Digital Service Provider Request for Proposals (RFP)
- 2.** Consideration and Action re: TDC Community Outreach Action Plan
- 3.** Consideration and Action re: Revised Schedule for Capital Project Funding Applications
- 4.** Consideration and Action re: Revised Schedule for Event Funding Applications

O. District Advisory Committee Items

1. **District I**
 - a).** DAC I December 4, 2019 Regular Meeting Minutes – FYI
 - b).** Consideration and Action re: Extension to Agreement with MCBOCC for the Higgs Beach Restroom Phase I Project
 - c).** Consideration and Action re: Extension to Agreement with MCBOCC for the Higgs Beach Sand Renourishment Project
 - d).** Consideration and Action re: Extension to Agreement with MCBOCC for the Key West Lighthouse Outbuilding and Fencing Project
 - e).** Consideration and Action re: Extension to Agreement with MCBOCC for the Key West Lighthouse Ticket Counter HVAC Project
 - f).** Consideration and Action re: Extension to Agreement with MCBOCC for the East Martello Drainage and Parking Phase I Project
 - g).** Consideration and Action re: Extension to Agreement with MCBOCC for the West Martello Air Conditioning, Windows and Doors Project
 - h).** Consideration and Action re: Extension to Agreement with City of Key West for the Rest Beach Enhancements Project
2. **District II**
 - a).** DAC II January 7, 2020 Regular Meeting Minutes – FYI
3. **District III**
 - a).** DAC III December 4, 2019 Regular Meeting Minutes – FYI
 - b).** Consideration and Action re: Extension to Agreement with MCBOCC for the Pigeon Key Reroofing Tender and Foremans Quarters Project
 - c).** Consideration and Action re: Extension to Agreement with MCBOCC for the Pigeon Key Sprinkler Phase 1A Reapplication Project
 - d).** Consideration and Action re: Extension to Agreement with MCBOCC for the Pigeon Key Additional Fire Sprinkler Phase 1B Project
4. **District IV**
 - a).** DAC IV December 3, 2019 Regular Meeting Minutes – FYI
 - b).** Consideration and Action re: Extension to Agreement with Florida Keys History and Discovery Foundation, Inc. for the Interactive Exhibit Project
 - c).** Consideration and Action re: Mr. John Harrison/Tourist Related Representative
 - d).** Consideration and Action re: Ms. Kris Gustinger/Lodging Representative
5. **District V**
 - a).** DAC V December 3, 2019 Regular Meeting Minutes – FYI
 - b).** Consideration and Action re: Extension to Agreement with MCBOCC for the Rowell's Waterfront Park Parking Lot Phase II Project
 - c).** Consideration and Action re: Extension to Agreement with MCBOCC for the Rowell's Waterfront Park Restroom Phase II Project

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
- 2.** Consideration and Action re: Mr. Dan Dawson District V Representative

Mayor Johnston seconded. Motion passed unanimously.

Discussion: Mr. Bob Eadie, Director of Monroe County Health Department: Mr. Bob Eadie presented information on COVID-19. Mr. Eadie stated that he did not have a date for when business and the destination could open up for visitors but stated that if the downwards trend of new COVID-19 cases continued, that a phased approach could be considered in the near future. He stated that this would also be dependent on the trend in cases in Miami-Dade, Broward and Palm Beach counties, as some of the first visitors to the Keys would most likely be from these counties. Mr. Eadie stated that the phases for reopening would be done in two-week increments, as the incubation period for the virus is approximately two weeks. Mr. Eadie cautioned that social distancing and the requirements for face coverings would most likely remain for some time.

Ms. Irwin asked about coordination and the factors that the county and municipalities are using when deciding when to ease restrictions. Mayor Johnston replied that the City of Key West is using the two-week period as a guideline, but as information changes very frequently, that their benchmarks for phases of reopening are flexible. Mayor Carruthers replied that in addition to the number of new COVID-19 cases, that the county is monitoring what our neighboring counties are doing regarding reopening. She stated that while the City of Key West had reopened their beaches on a limited basis, some of the communities in the Upper Keys were wary of opening their beaches due to worry that residents from neighboring counties would try to visit, despite the check point.

Mr. Bernardin asked how the balance between health concerns and the economy is decided. Mr. Eadie replied that from the health department perspective, that since so little was known about this virus, the first goal was to prevent the spread of the disease. He stated that he believed that steps could be taken to slowly lift restrictions. Mayor Carruthers stated that it is all about balance and at first the focus was on stopping the spread and not overwhelming the medical system and now the focus can start to shift to the economic factors. Both Mayor Carruthers and Mayor Johnston stated that both the County and the City had developed task forces to get input from different industries on how to proceed with a phased reopening. Ms. Mitchell stated that it would be detrimental for the destination to open and then have to close again due to another COVID-19 outbreak.

Ms. Irwin asked for an update on testing. Mr. Eadie replied that there are two types of testing, the first type is the nasal swab test to determine if a person has the virus and the other test is an antibody test, that up until recently had not proven to be accurate. He stated that more tests are coming online, but that the test must still be prescribed by a doctor. Mr. Newman expressed his thanks to Mr. Eadie on his attention and work on this matter. Ms. Irwin echoed Mr. Newman's comments.

Mr. Shipley asked during which phase tourists would be allowed to come back to the destination. Mr. Eadie responded that most likely during phase three, and that there was no time frame for entering that phase. Mr. Shipley asked what the criteria would be to "go back a step" or not move forward in the phases. Mr. Eadie responded that, in his opinion, it would be an overall upwards or downwards trend. Mr. Shipley stated that he did not want to open in a way that would affect public health, but commented that for many businesses, the Pay Check Protection Program was set to expire in late May/early June. Mr. Eadie stated that there would need to be a balance between public health and the economy. Mr. Shipley asked if there was any direction on what protective measures businesses should be put in place once the destination opens up. Mr. Eadie stated that it would be different based on the type of business, but that main things would be to figure out how to social distance by limiting capacity, cleaning protocols in lodging facilities, and requiring protective equipment such as masks. Mayor Carruthers stated that these recommendations would be discussed in the task forces for each type of business. Mr. Eadie also directed everyone to visit the CDC website for additional advice and information on how to deal with COVID-19

Consideration and Action re: FY 2021 Strategic Budget Plan: Ms. Mitchell reviewed the proposed Fiscal Year 2021 strategic budget plan. She explained that the line item budget would be brought back to the TDC during the June meeting for approval, and then would be presented to the BOCC in September for final approval.

Projected Annual Four Penny Revenue	\$30,500,000
Less State Reserves (F.S.129.01*)	\$ (1,525,000)
Balance Brought Forward Based on End of FY 2020 Projections	
Revenue Variance	\$ 3,429,572
Expenditure Variance	\$ 1,713,298
Estimated unexpended capital/event contracts & unallocated resources	
Unallocated Capital Resources	\$ 2,125,969
Administrative Resources	\$ 101,987
Event Resources	\$ 125,000
District Promotional Advertising	\$ 551,905
District Economic/Natural Disaster Capital Fund	\$ 1,504,475
Capital Agreements Brought Forward From FY 20	\$ 9,113,948
Event Agreements Brought Forward From FY 20	\$ 1,283,956
Total Estimated unexpended capital/event contracts & unallocated resources	
\$14,807,240	
Two Penny Generic Emergency Funds BBF from FY 2020	
Events Promotion	\$ 1,827,833
Advertising and Promotion	\$ 1,200,000
Administration	\$ 426,982
Total Emergency Resources BBF	\$ 3,454,815
Total FY 2021 Budget	<u>\$52,379,925</u>
Capital Projects	
Capital Projects funding (agreements – BBF) from FY 2020 (\$7,659,515 of this total is City/County/municipalities projects)	\$ 9,113,948
NEW Capital Projects Resources for FY 2021	\$ 5,959,100
Unallocated FY 2020 Capital Resources Rolled into FY 2021 (FROZEN Until we see revenue in FY 2021 coming in)	\$ 2,125,969
Total Capital Resources Available in FY 2021	\$ 8,085,069

UMBRELLAS

As we will be catching up from the effects of the Coronavirus and a reduced budget for FY 21, we recommend the following amounts of funding for each of the Umbrellas:

Cultural Umbrella:	\$650,000
Fishing Umbrella:	\$650,000
Dive Umbrella:	\$650,000

CAPITAL PROJECT FUNDING

Each year the TDC, in concert with the BOCC, allocates a portion of the annual bed tax revenue from the last complete fiscal year (For FY 21 our FY 19 audited budget has been utilized). The utilization of this amount of funding is contingent upon the continuing stability and growth of the tourism industry.

- NEW capital resources based on FY 2019 revenue (\$5,959,100) plus FY 2020 Capital unallocated rollover (\$2,125,969) totaling \$8,085,069 can be considered for FY 2021 Capital Projects. (Resources BBF from FY 20 will be FROZEN until we see how and when the Destination is open to visitors and what amounts of revenue are coming in)
- Capital projects will be funded from the two penny DAC budgets.
- Capital project contractors that have indicated their contract amount will not be expended on or before September 30, 2020 will be brought forward to FY 2021.
- We will recommend that each District continue to consider if they wish to set aside funds in their economic/natural disaster Capital Fund to be utilized as a fast resource during an economic/natural disaster where repairs to tourist facilities may become necessary.

GOVERNMENT COST ALLOCATION

- TDC projects \$309,273 for county government cost allocation to mitigate development of tourism in FY 2021. This cost includes services for the County Administrator, Finance Department, County Attorney's Office, Technical Services, OMB, Purchasing Department, Public Works and the Board of County Commission.
- To offset the expenses relating to the collection and administration of the bed tax revenue by the Tax Collector and Clerk of the Court, up to 3% of the bed tax revenue is provided for the purpose

BUDGET AMENDMENTS

The TDC budget provides the flexibility to make operational modifications throughout the budget year, however, no budget amendments will be considered unless an economic/natural disaster is declared.

- **F.S. 129.01 mandates that the budget must be balanced, so that the total of the estimated receipts available equals the total of appropriations for expenditures. The budgeted receipts must include 95% of all receipts reasonably anticipated. Therefore, this is reflected in the 5% reserve within the TDC budget, in case there is a shortfall in revenue projections.**
- **Capital Projects, Event contracts, and unallocated Resources brought forward to FY 2021 from previous years. The total operating budget changes year to year based on estimated revenue and expenditure variances, contracts brought forward, and emergency funds.**
- **Capital Emergency funding comes from the 3rd and 4th pennies would be reflected in the district budgets**

Mr. Bernardin moved approval of the FY 2021 Strategic Budget Plan as presented, Ms. Tippett seconded.

A roll call vote was taken with the following results:

Mr. James Bernardin	Yes
Mayor Heather Carruthers	Yes
Mayor Teri Johnson	Yes
Mr. George Fernandez	Yes
Mr. Timothy Root	Yes
Ms. Diane Schmidt	Yes
Mr. Michael Shipley	Yes

Ms. Gayle Tippett
Ms. Rita Irwin

Yes
Yes Motion passed.

Discussion: COVID-19 Research Data: Ms. Kelli Fountain presented data from various sources to help understand the sentiment of travelers. She shared data shows Americans are feeling somewhat better about the COVID-19 situation. When asked where they most likely will take their first post-pandemic trip, beach/resort destinations are at the top of the list, followed by small towns/rural areas, and then cities. Nearly half of American traveler's state that they will avoid crowded destinations after the pandemic. Those planning staycations and road trips are on the rise. Ms. Fountain stated Smith Travel Research data shows that there likely will be pent up demand and overnight and "one tank" trip visitors are likely to be the first visitors to the destination. Economy and mid-scale properties will likely see recovery first. Data from a Harris Poll shows that there has been an increase in those who are planning to "go on vacation/travel when things return to normal". The survey also showed that Americans are concerned about air and cruise travel with Americans stating that they won't return to flying for 4-6 months and a year or more for cruises. MMGY data shows that 68% of consumers feel safe in cars, and that 49% of travelers 50-64 years old show the least concern for their safety of any other group. Travel Pulse study shows that 75% of respondents will keep traveling in 2020 with 44% changing their international destination to a domestic one. Visit Florida Webinar predicted that travelers will choose destinations that are 2-4 hours away from home. Visit Florida also reported that October will be good for bookings. The state marketing agency suggested that destinations research where guests typically come from in August and September, and market to those demographics. Ms. Fountain reviewed the destinations typical drive market and the 3rd and 4th quarter markets. Ms. Mitchell stated that the drive market might expand due to record low gas prices and the fact the visitors feel safer in their cars than in other modes of transportation. Ms. Fountain stated that it is important for destinations and tourism businesses to stay in touch with their visitors with engaging, immersive and inspirational messaging.

Mayor Carruthers asked why the luxury/upper end markets would be the last to rebound. Ms. Fountain replied that it is expected that those who will travel are likely to be more budget conscious. Ms. Irwin asked if there were any concerns with travelers staying in vacation rentals vs. a traditional hotel. Ms. Fountain stated that some consumers may feel more comfortable staying in a vacation rental as they feel as if it gives them more control over their environment. She also stated that many of the large hotel chains are developing a campaign to promote new cleaning/sanitation procedures. Mayor Carruthers stated that Air BnB has instated more stringent policies regarding cleaning. Ms. Tashjian stated that demand for vacation rentals has been remaining strong for those that she manages. Mayor Carruthers stated that the County is getting some pressure to allow vacation rentals to reopen prior to hotels, and the County's position was that this would not be fair to the hoteliers. Ms. Patti Stanley stated that her office is receiving a lot of calls asking why vacation rentals are not reopening. She asked if there was any talk of implementing a minimum stay requirement. Ms. Mitchell replied that is unlikely that the destination will return to record occupancy for some time. She asked Mayor Carruthers if it would be possible to limit visitors to those with overnight accommodations booked before allowing the free flow of non-residents or day trippers. Mayor Carruthers stated that it may be a possible option if the check point was still in operation, but that this would need to be legally vetted.

Presentation: COVID-19 Response Strategy: Mr. John Underwood stated that all current media was paused or cancelled as of March 16, 2020 and that the upcoming summer campaign, running in April and May was delayed. Mr. Underwood stated that the Generic Media budget was reduced by \$1M for FY 2020. He stated that the agency had created an outreach program with a "Closed for Business but

Keep Us in Mind” message. He stated that in addition to this message the agency also began to prepare a campaign for once the destination was open and beyond. Mr. Underwood presented content that was shared, and will continued to be shared, with partners including free social media messaging that they can use to stay connected with their guests. Mr. Underwood stated that, using data provided by the Research Department, a target audience was developed for the upcoming campaign.

Mr. Eric Gitlin presented the media strategy. He stated that on March 30th a “Closed for Business but Keep Us in Mind” campaign was launched to keep the destination in the minds of travelers. Media included :15 second sponsored ads on social media platforms and e-newsletters. He stated that a media campaign will be implemented approximately 3-4 weeks prior to the opening of the destination which would include television, social media, digital, billboards, radio, and print to engage a broader audience. These advertisements will be placed throughout Florida, Atlanta, Dallas and Charlotte markets. Once the destination is open the messaging will continue with an “open for business” message in the same outlets for approximately two weeks. The next phase will continue to market to the drive down market. Mr. Dorn Martell presented creative contact for each of the phases of the advertising campaign.

Presentation: Current PR: Mr. Andy Newman presented recent public relations efforts performed by the agency including a series of tourism advisories issued regarding COVID-19, implementation of a COVID-19 section on the destination’s website, and a “Safer at Home” campaign. The campaign included social media content with the chance for visitors to win a Florida Keys related prize. Mr. Newman also showed some highlights from the recently aired “Places to Love with Samantha Brown” program on the destination.

There being no further business, the meeting was adjourned at 1:08 p.m.

Visit Florida Keys Meeting

The April 28, 2020, meeting of the Visit Florida Keys was called to order by President Rita Irwin at 1:08 p.m. at the

TDC Members Present Were: Mr. James Bernardin, Mayor Heather Carruthers, Mr. George Fernandez, Mayor Teri Johnston, Mr. Timothy Root, Ms. Diane Schmidt Mr. Michael Shipley, Ms. Gayle Tippet

Consideration and Action re: Visit Florida Keys Portion of the February 4, 2020 meeting minutes: Ms. Tippet moved approval of the Visit Florida Keys Portion of the February 4, 2020 meeting minutes as presented, Ms. Schmidt seconded. Motion passed unanimously.

There being no further business of the corporation, the meeting was adjourned at 1:10 p.m.

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
 FISCAL YEAR 2020
 June 3, 2020

Revenue	9,975,788
5% Reserve State Statute 129.01	<u>(498,789)</u>
	9,476,999
Fund Balance Forward Revenue Variance	(207,468)
Fund Balance Forward Contracted Commitments	7,253,800
Fund Balance Forward Expense Variance	903,091
Event Resources Brought Forward	10,000
Capital Resources Brought Forward	556,460
Balance Forward Promotional Resources	25,000
Balance Forward Capital Economic Disaster	489,125
	18,507,007

		Appropriations	Expenses	Encumbrances	Balance
T207A73X	UTILITIES	24,000	(2,092)	0	21,908
T207M34X	COMMISSIONERS & FEES (FINANCE)	19,002	(13,381)	0	5,621
T207A63X	ADMINISTRATIVE SERVICES	400,000	(53,065)	0	346,935
T207A23X	ADMINISTRATION RESOURCES	57,150	0	0	57,150
T207M01X	COUNTY COST ALLOCATION	<u>54,392</u>	<u>0</u>	<u>0</u>	<u>54,392</u>
	(ADMIN) SUBTOTAL	554,544	(68,538)	0	486,006
T207V14X	DIST VIS	350,450	(204,429)	0	146,021
T207V99X	GAY & LESBIAN VIS	<u>52,500</u>	<u>(30,625)</u>	<u>(21,875)</u>	<u>0</u>
	(VIS) SUBTOTAL	402,950	(235,054)	(21,875)	146,021
T207B04X	DAC I CAPITAL PROJECTS RESOURCES	1,293,564	0	0	1,293,564
T207M37X	DAC I HIGGS BEACH EMERGENCY BEACH CLEAN	9,600	0	0	9,600
T207M10X	SALARIES & WAGES - WEST MARTELLO (SANDS)	36,411	(9,671)	0	26,740
T207M10X	SALARIES - RESERVE	5,000	(4)	0	4,996
T207M10X	FICA - WEST MARTELLO	2,797	(719)	0	2,078
T207M10X	RETIREMENT - WEST MARTELLO	3,127	(820)	0	2,307
T207M10X	GROUP INSURANCE - WEST MARTELLO	13,228	0	0	13,228
T207M10X	WORKERS COMPENSATION - WEST MARTELLO	1,602	0	0	1,602
T207M20X	HIGGS BCH - CLEANING	163,200	(89,809)	(73,391)	0
T207M30X	HIGGS BEACH SAND / REPAIRS / MAINT	65,000	(20,829)	(10,000)	34,171
T207M60X	MUSEUM REPAIRS / MAINT	15,000	(4,087)	0	10,913
T207M70X	HIGGS BCH - UTILITIES	90,000	(66,262)	0	23,738
T207M11X	SALARIES & WAGES - HIGGS BCH SALARIES (ROBERTS)	42,291	(11,980)	0	30,311
T207M11X	SALARIES - RESERVE	10,000	(3,562)	0	6,438
T207M11X	FICA - HIGGS BCH	3,249	(1,247)	0	2,002
T207M11X	RETIREMENT - HIGGS BCH	3,632	(1,316)	0	2,316
T207M11X	GROUP INSURANCE - HIGGS BCH	13,228	0	0	13,228
T207M11X	WORKERS COMPENSATION - HIGGS BCH	1,861	0	0	1,861
T207M21X	HIGGS BCH OPERATING SUPPLIES	6,500	(6,500)	0	0
T207M31X	MUSEUM UTILITIES	22,000	(17,927)	0	4,073
T207M41X	MUSEUM RISK MANAGEMENT	996	0	0	996
T207K22X	CITY OF KEY WEST - SMATHERS/REST BCH CLEANING	790,500	0	0	790,500
TB97360Y	USCGC INGHAM HULL 19	75,188	0	0	75,188
TK97355Y	CHARTER BOAT ROW SIDEWALKS 19	58,000	(44,430)	0	13,570
TK97356Y	KEY WEST AMPITHEATRE 19	125,000	0	0	125,000
TK97357Y	REST BEACH ENHANCEMENTS 19	35,000	0	0	35,000
TK97979Y	SMATHERS BEACH RESTROOM FY19	586,000	0	0	586,000
TB97982Y	BOTANICAL PLAYGROUND INSTALLATION	45,000	0	0	45,000
TM97361Y	HIGGS BEACH RESTROOM PHASE 1 FY 19	456,000	(14,370)	0	441,630
TM97364Y	WEST MARTELLO AC/WINDOWS/DOORS 19	150,000	(6,960)	0	143,040
TM97984Y	EAST MARTELLO DRAINAGE AND PARKING PHASE 2	590,000	(635)	0	589,365
TM77904A	HIGGS BEACH SAND RENOURISHMENT PHASE II 17	1,049,109	(7,729)	0	1,041,380
TM97985Y	KEY WEST LIGHTHOUSE OUTBUILDING AND FENCING REPAIRS	110,000	0	0	110,000
TM87948Z	WEST MARTELLO BRICKS AND MORTAR RESTORATION 2018	84,300	(4,200)	0	80,100
TM97986Y	WEST MARTELLO BRICKS AND MORTAR RESTORATION	800,000	(610,145)	0	189,855
TB97971Y	STUDIOS OF KW ROOFTOP GARDEN & EXHIBITION SPACE	1,177,985	(187,500)	0	990,485
TM97362Y	HISTORIC JAIL MUSEUM FY 19	1,200,000	(3,115)	0	1,196,885
TB97988Y	MOTE CORAL RESTORATION	90,000	(90,000)	0	0
TB97983Y	MEL FISHER RESTROOM ADDITION PROJECT	37,500	(27,445)	0	10,055
TB97358Y	MEL FISHER SECOND ROUND 19 (Partial rollover)	60,000	0	0	60,000
T207N00X	OLDEST HOUSE MUSEUM IMPROVEMENTS	19,800	0	0	19,800
T207B98X	CUSTOM HOUSE MECHANICAL REPAIRS PHASE 2	90,000	0	0	90,000
T207N01X	BOTANICAL GARDEN FRONT ENTRANCE SIGN	6,960	0	0	6,960
T207M84X	EAST MARTELLO FORT MUSEUM DRAINAGE PHASE III	650,000	0	0	650,000
T207M87X	EAST MARTELLO FORT MUSUEM WINDOW AND HVAC UPGRADES	350,000	0	0	350,000
T207M77X	KEY WEST LIGHTHOUSE GIFT SHOP HVAC & INSULATION	70,000	0	0	70,000
T207B36X	FLORIDA KEYS ECO DISCOVERY CENTER INTERIOR EXHIBITS	225,000	0	0	225,000
T207N06X	FIRE HOUSE MUSEUM AC	2,963	(2,963)	0	0
T207B88X	CORAL REEF RESTORATION	43,425	0	0	43,425

T207B83X	MEL FISHER MASONRY REPAIR & ELECTRICAL 20	281,250	0	0	281,250
T207B97X	ECONOMIC NATURAL DISASTER RESOURCE	<u>560,900</u>	<u>0</u>	<u>0</u>	560,900
	(CAPITAL) SUBTOTAL	11,622,166	(1,234,225)	(83,391)	10,304,550
T207S23X	DAC I EVENT RESOURCES	107,718	0	0	107,718
TS97503Y	KEY WEST WORLD CHAMPIONSHIP RACE 19	0	0	0	0
TS97263Y	OLD ISLAND RESTORATION - 60 YEARS	10,000	0	0	10,000
TS97781Y	NEW YEARS EVE SHOE DROP 19	17,000	(16,100)	0	900
TS97779Y	SOUTHERNMOST MARATHON & HALF 5K FY19	17,000	(14,703)	0	2,297
TS97354Y	THE SMART RIDE	17,000	(16,550)	0	450
TS97588Y	TROPICAL HEAT	17,000	0	0	17,000
TS97024Y	WOMENFEST 19	25,000	0	0	25,000
T207S37X	KEY WEST OCEAN FEST 20	10,000	0	0	10,000
T207S14X	KEY WEST PADDLE CLASSIC 20	10,000	0	0	10,000
T207S42X	KEY WEST PRIDE 20	50,000	(13,773)	0	36,227
T207S15X	KEY WEST TRIATHLON 20	25,000	0	0	25,000
T207S04X	MANGO FEST 20	10,000	(2,000)	0	8,000
T207S05X	MZF MILE ZERO FIGHTS	10,000	0	0	10,000
T207S81X	NEW YEARS EVE SHOE DROP 20	25,000	0	0	25,000
T207S06X	POLE VAULT IN PARADISE 20	10,000	(8,230)	0	1,770
T207S07X	SOUTHERNMOST MARATHON KEY WEST RUNNING FESTIVAL 20	25,000	0	0	25,000
T207S58X	TROPICAL HEAT 20	25,000	(667)	0	24,333
T207S08X	WOMENFEST 20	10,680	0	0	10,680
T207M07X	CONCH REPUBLIC 20	35,000	(4,941)	0	30,059
T207M73X	FKCC SWIM AROUND KEY WEST 20	10,000	0	0	10,000
T207S74X	FLORIDA KEYS SEAFOOD FESTIVAL 20	17,000	(15,712)	0	1,288
T207S78X	HEMINGWAY SUNSET 5K 20	17,000	0	0	17,000
T207S65X	KELLY MCGILLIS CLASSIC 20	17,000	(15,754)	0	1,246
T207S63X	KEY LIME FESTIVAL 20	17,000	0	0	17,000
T207M52X	KEY WEST BREWFEST 20	25,000	0	0	25,000
T207M53X	KEY WEST FILM FESTIVAL 20	25,000	0	0	25,000
T207S22X	KEY WEST FOOD & WINE 20	35,000	(33,200)	0	1,800
T207S13X	KEY WEST HALF MARATHON 20	50,000	(50,000)	0	0
T207S57X	KEY WEST HOLIDAY FEST 20	50,000	0	0	50,000
T207S24X	DAC I EVENT RESOURCES <small>new events</small>	0	0	0	0
	(EVENTS) SUBTOTAL	719,398	(191,630)	0	527,768
T207P24X	PROMO/STORM & ADV RESOURCES	250,000	0	0	250,000
T207P93X	DISTRICT #1 AD CAMPAIGN	4,623,049	(2,568,665)	(2,054,384)	0
T207P65X	DAC I WEBCAM	14,800	(8,633)	0	6,167
T207P70X	FCCA CONFERENCE & TRADE SHOW (CRUISESHIPS)	<u>6,100</u>	<u>(2,540)</u>	<u>0</u>	<u>3,560</u>
	(PROMOTIONAL) SUBTOTAL	4,893,949	(2,579,838)	(2,054,384)	259,727
TH27662F	HIGGS BEACH SPECIAL FUND/Total towards Sand Renourishment FY 17 6/29/16 DAC Mtg	<u>314,000</u>	0	0	314,000
	(BEACH FUND) SUBTOTAL	314,000	0	0	314,000
	FUND TOTAL	18,507,007	(4,309,285)	(2,159,650)	12,038,072

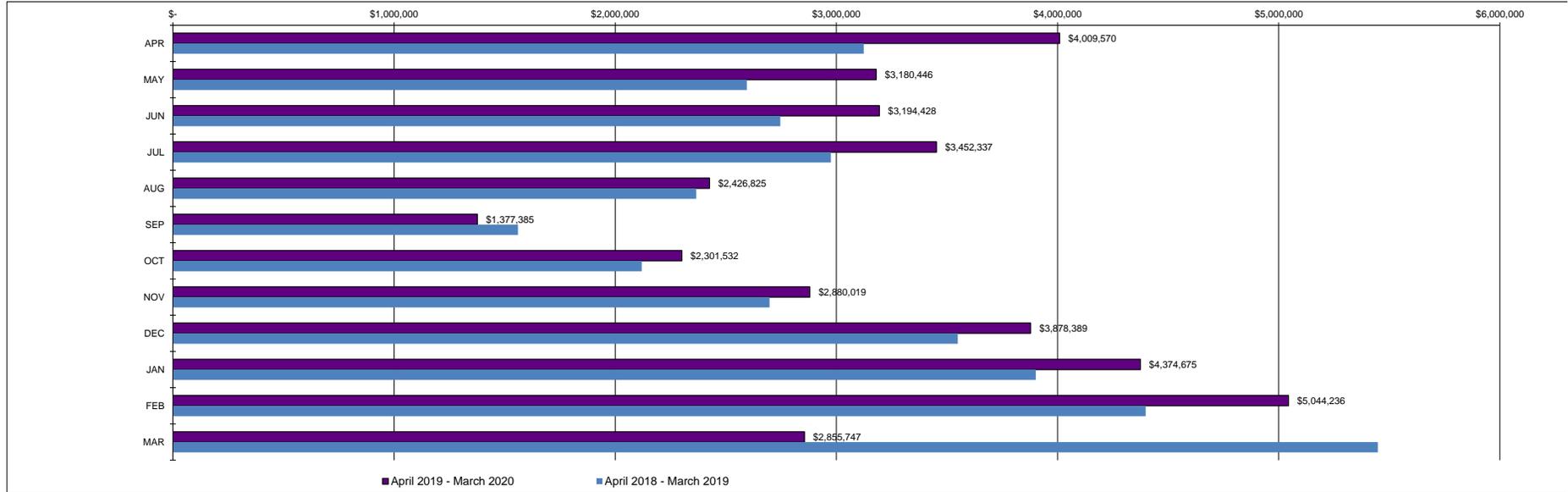
TWO PENNY

TM95673Y	FKCC SWIM AROUND KEY WEST, OPEN WATER SWIM AND SWIM MEET FY19	10,000	(10,000)	0	0
TS95657Y	KEY WEST HOLIDAY FEST FY19	35,000	(30,962)	0	4,038
TS95715Y	KEY WEST TRIATHLON FY19	17,000	(13,325)	0	3,675
TM95711Y	FANTASY FEST FY19	120,000	(120,000)	0	0
TS95503Y	KEY WEST WORLD CHAMPIONSHIP RACE FY19	0	0	0	0
T205M08X	FANTASY FEST FY20	150,000	0	0	150,000
T205M58X	KEY WEST SONGWRITERS FY20	150,000	0	0	150,000
T205S50X	RW OFFSHORE WORLD CHAMPIONSHIP FY20	150,000	0	0	150,000
T205S08X	WOMENFEST FY20	24,320	(817)	0	23,503

FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020

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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%	54.10%	54.48%
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%	6.74%
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%	15.16%
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%	9.61%
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%	11.81%	12.05%	12.36%	12.19%	13.12%	14.31%	13.86%	14.00%
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	\$ 1,422,757.16	\$ 59,861.49	4.4%	OCTOBER
NOVEMBER	\$ 1,332,535.55	\$ 1,540,238.53	\$ 1,552,520.72	\$ 1,320,155.25	\$ 1,672,808.29	\$ 1,653,003.33	\$ (19,804.96)	-1.2%	NOVEMBER
DECEMBER	\$ 1,648,530.05	\$ 1,809,413.78	\$ 1,852,943.28	\$ 1,634,555.15	\$ 2,000,736.24	\$ 2,046,312.05	\$ 45,575.81	2.3%	DECEMBER
JANUARY	\$ 1,934,556.17	\$ 2,009,799.33	\$ 2,030,157.36	\$ 1,822,136.57	\$ 2,194,891.17	\$ 2,371,544.57	\$ 176,653.40	8.0%	JANUARY
FEBRUARY	\$ 2,132,824.42	\$ 2,289,132.38	\$ 2,207,078.75	\$ 2,186,795.70	\$ 2,426,362.94	\$ 2,647,070.02	\$ 220,707.08	9.1%	FEBRUARY
MARCH	\$ 2,355,158.65	\$ 2,568,973.42	\$ 2,455,842.08	\$ 2,446,969.56	\$ 2,781,251.80	\$ 1,482,399.13	\$ (1,298,852.67)	-46.7%	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	\$ 1,211,166.58			0.0%	AUGUST
SEPTEMBER	\$ 998,879.46	\$ 1,045,254.06	\$ 386,596.83	\$ 891,269.57	\$ 768,912.34			0.0%	SEPTEMBER
TOTAL	\$ 19,173,327.84	\$ 20,508,629.31	\$ 19,898,510.21	\$ 19,245,196.68	\$ 21,510,017.73	\$ 11,623,086.26	\$ (815,859.85)	-6.6%	
% 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	\$ 247,084.27	\$ 13,758.49	5.9%	DECEMBER
JANUARY	\$ 258,954.74	\$ 248,367.92	\$ 257,241.56	\$ 194,164.42	\$ 289,041.48	\$ 315,803.51	\$ 26,762.03	9.3%	JANUARY
FEBRUARY	\$ 239,333.58	\$ 239,504.19	\$ 285,033.82	\$ 222,550.98	\$ 278,086.91	\$ 324,710.63	\$ 46,623.72	16.8%	FEBRUARY
MARCH	\$ 280,479.47	\$ 274,339.90	\$ 328,202.89	\$ 263,591.01	\$ 338,570.41	\$ 254,388.72	\$ (84,181.69)	-24.9%	MARCH
APRIL	\$ 180,265.69	\$ 170,955.49	\$ 240,571.33	\$ 178,768.24	\$ 229,248.21			0.0%	APRIL
MAY	\$ 150,539.07	\$ 137,569.54	\$ 217,562.22	\$ 154,409.13	\$ 187,984.08			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	\$ 2,512,163.33	\$ 1,438,478.50	\$ 7,774.41	0.5%	
% INC/DEC PREVIOUS YEAR	14.2%	-3.6%	20.9%	-17.0%	25.7%				
Priceline settlement reflected									

Monroe County Tourist Development Council
 Administrative Office
 Bed Tax Revenue Through March 31, 2020
 05/20/2020

FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020

DISTRICT III	FY 2020 VS FY 2019								DISTRICT III
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	\$ INC/DEC	% INC/DEC	
OCTOBER	\$ 196,717.24	\$ 234,800.48	\$ 239,587.26	\$ 195,869.07	\$ 214,533.54	\$ 270,184.35	\$ 55,650.81	25.9%	OCTOBER
NOVEMBER	\$ 243,103.28	\$ 293,276.57	\$ 302,122.70	\$ 210,145.63	\$ 315,096.11	\$ 399,797.74	\$ 84,701.63	26.9%	NOVEMBER
DECEMBER	\$ 437,829.39	\$ 500,556.19	\$ 491,045.96	\$ 313,260.73	\$ 519,870.19	\$ 642,532.30	\$ 122,662.11	23.6%	DECEMBER
JANUARY	\$ 514,898.57	\$ 577,463.89	\$ 536,441.18	\$ 378,877.82	\$ 571,544.54	\$ 674,081.94	\$ 102,537.40	17.9%	JANUARY
FEBRUARY	\$ 552,209.37	\$ 616,201.24	\$ 612,164.74	\$ 433,176.24	\$ 649,571.60	\$ 824,643.14	\$ 175,071.54	27.0%	FEBRUARY
MARCH	\$ 709,114.15	\$ 821,986.57	\$ 761,396.01	\$ 574,107.50	\$ 875,996.55	\$ 423,483.64	\$ (452,512.91)	-51.7%	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	\$ 3,234,723.11	\$ 88,110.58	2.8%	
% INC/DEC PREVIOUS YEAR	17.0%	12.8%	-1.4%	-26.3%	49.7%				
Priceline settlement reflected									

DISTRICT IV	FY 2020 VS FY 2019								DISTRICT IV
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	\$ INC/DEC	% INC/DEC	
OCTOBER	\$ 189,322.64	\$ 203,454.21	\$ 187,483.79	\$ 48,429.45	\$ 177,136.72	\$ 198,399.64	\$ 21,262.92	12.0%	OCTOBER
NOVEMBER	\$ 215,240.80	\$ 238,203.29	\$ 255,420.09	\$ 78,972.73	\$ 219,856.52	\$ 270,143.10	\$ 50,286.58	22.9%	NOVEMBER
DECEMBER	\$ 306,732.33	\$ 332,254.49	\$ 325,665.79	\$ 129,291.76	\$ 321,993.05	\$ 368,658.47	\$ 46,665.42	14.5%	DECEMBER
JANUARY	\$ 326,450.78	\$ 342,320.70	\$ 335,344.27	\$ 167,829.51	\$ 332,207.98	\$ 397,731.92	\$ 65,523.94	19.7%	JANUARY
FEBRUARY	\$ 384,856.46	\$ 411,236.34	\$ 402,238.17	\$ 214,323.08	\$ 425,075.39	\$ 506,507.00	\$ 81,431.61	19.2%	FEBRUARY
MARCH	\$ 491,475.35	\$ 529,337.20	\$ 513,626.62	\$ 307,710.87	\$ 570,052.86	\$ 309,439.47	\$ (260,613.39)	-45.7%	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	\$ 145,423.37			0.0%	SEPTEMBER
TOTAL	\$ 3,671,489.21	\$ 3,888,549.33	\$ 3,846,650.45	\$ 2,405,055.52	\$ 3,907,161.75	\$ 2,050,879.60	\$ 4,557.08	0.2%	
% INC/DEC PREVIOUS YEAR	8.7%	5.9%	-1.1%	-37.5%	62.5%				
Priceline settlement reflected									

Monroe County Tourist Development Council
 Administrative Office
 Bed Tax Revenue Through March 31, 2020
 05/20/2020

FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020

DISTRICT V	FY 2020 VS FY 2019								DISTRICT V
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	\$ INC/DEC	% INC/DEC	
OCTOBER	\$ 206,240.82	\$ 220,231.68	\$ 236,389.88	\$ 218,149.15	\$ 238,251.24	\$ 277,064.86	\$ 38,813.62	16.3%	OCTOBER
NOVEMBER	\$ 254,739.61	\$ 284,943.29	\$ 312,909.50	\$ 278,034.96	\$ 325,647.66	\$ 393,709.11	\$ 68,061.45	20.9%	NOVEMBER
DECEMBER	\$ 374,948.24	\$ 399,406.63	\$ 429,751.50	\$ 393,723.40	\$ 473,069.02	\$ 573,802.37	\$ 100,733.35	21.3%	DECEMBER
JANUARY	\$ 425,843.06	\$ 436,057.11	\$ 449,863.72	\$ 435,876.93	\$ 514,143.48	\$ 615,512.60	\$ 101,369.12	19.7%	JANUARY
FEBRUARY	\$ 490,236.29	\$ 511,208.23	\$ 529,718.11	\$ 508,469.84	\$ 619,583.37	\$ 741,305.63	\$ 121,722.26	19.6%	FEBRUARY
MARCH	\$ 618,001.92	\$ 667,238.71	\$ 710,276.58	\$ 699,931.49	\$ 881,979.32	\$ 386,036.30	\$ (495,943.02)	-56.2%	MARCH
APRIL	\$ 412,941.93	\$ 398,779.78	\$ 523,052.67	\$ 440,658.17	\$ 599,215.50			0.0%	APRIL
MAY	\$ 302,489.69	\$ 335,263.97	\$ 375,946.34	\$ 334,948.45	\$ 420,782.73			0.0%	MAY
JUNE	\$ 327,971.43	\$ 333,286.58	\$ 377,749.07	\$ 387,248.20	\$ 475,331.30			0.0%	JUNE
JULY	\$ 369,655.29	\$ 395,641.75	\$ 426,607.86	\$ 429,228.58	\$ 473,050.68			0.0%	JULY
AUGUST	\$ 257,126.92	\$ 258,869.65	\$ 295,116.94	\$ 324,776.92	\$ 304,435.76			0.0%	AUGUST
SEPTEMBER	\$ 198,677.04	\$ 228,656.93	\$ 147,065.33	\$ 203,500.96	\$ 182,761.38				SEPTEMBER

TOTAL \$ 4,238,872.24 \$ 4,469,584.31 \$ 4,814,447.50 \$ 4,654,547.05 \$ 5,508,251.44 \$ 2,987,430.87 \$ (65,243.22) -2.1%

% INC/DEC PREVIOUS YEAR 14.8% 5.4% 7.7% -3.3% 18.3%

Priceline settlement reflected

MONROE COUNTY	FY 2020 VS FY 2019								MONROE COUNTY
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	\$ INC/DEC	% INC/DEC	
OCTOBER	\$ 1,964,673.21	\$ 2,141,012.23	\$ 2,157,600.24	\$ 1,655,727.30	\$ 2,120,142.42	\$ 2,301,531.61	\$ 181,389.19	8.6%	OCTOBER
NOVEMBER	\$ 2,147,785.80	\$ 2,477,795.15	\$ 2,538,743.45	\$ 2,000,856.24	\$ 2,697,762.84	\$ 2,880,019.05	\$ 182,256.21	6.8%	NOVEMBER
DECEMBER	\$ 2,955,920.97	\$ 3,219,801.88	\$ 3,280,510.25	\$ 2,643,318.72	\$ 3,548,994.28	\$ 3,878,389.46	\$ 329,395.18	9.3%	DECEMBER
JANUARY	\$ 3,460,703.32	\$ 3,614,008.95	\$ 3,609,048.09	\$ 2,998,885.25	\$ 3,901,828.65	\$ 4,374,674.54	\$ 472,845.89	12.1%	JANUARY
FEBRUARY	\$ 3,799,460.12	\$ 4,067,282.38	\$ 4,036,233.59	\$ 3,565,315.84	\$ 4,398,680.21	\$ 5,044,236.42	\$ 645,556.21	14.7%	FEBRUARY
MARCH	\$ 4,454,229.54	\$ 4,861,875.80	\$ 4,769,344.18	\$ 4,292,310.43	\$ 5,447,850.94	\$ 2,855,747.26	\$ (2,592,103.68)	-47.6%	MARCH
APRIL	\$ 3,287,614.72	\$ 3,320,007.02	\$ 3,837,020.41	\$ 3,123,850.87	\$ 4,009,569.52			0.0%	APRIL
MAY	\$ 2,711,547.54	\$ 2,875,882.02	\$ 2,989,296.98	\$ 2,595,226.08	\$ 3,180,446.19			0.0%	MAY
JUNE	\$ 2,558,627.43	\$ 2,712,369.84	\$ 2,852,619.76	\$ 2,746,551.67	\$ 3,194,427.63			0.0%	JUNE
JULY	\$ 2,924,747.92	\$ 3,237,270.36	\$ 3,391,260.31	\$ 2,975,454.45	\$ 3,452,337.10			0.0%	JULY
AUGUST	\$ 2,344,701.05	\$ 2,331,658.59	\$ 2,468,796.65	\$ 2,366,234.61	\$ 2,426,825.46			0.0%	AUGUST
SEPTEMBER	\$ 1,686,603.58	\$ 1,806,769.84	\$ 761,740.13	\$ 1,560,346.52	\$ 1,377,385.14			0.0%	SEPTEMBER

TOTAL \$ 34,296,615.20 \$ 36,665,734.06 \$ 36,692,214.04 \$ 32,524,077.98 \$ 39,756,250.38 \$ 21,334,598.34 \$ (780,661.00) -3.5%

% INC/DEC PREVIOUS YEAR 11.9% 6.9% 0.1% -11.4% 22.2%

Total Priceline settlement reflected

Monroe County Tourist Development Council
Administrative Office

Bed Tax Revenue Through March 31, 2020

05/20/2020



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Miami FL 33133
305-461-3300
FloridaKeys@newmanpr.com

F1
June 6, 2020

TO: District I Advisory Committee
FROM: NewmanPR
RE: Report of ongoing activities April 29, 2020, through June 6, 2020

The following report highlights ongoing public relations activities on behalf of District I from April 29, 2020, through June 6, 2020.

- Agency representatives attended the TDC meeting via Zoom.
- Agency representatives attended DAC I meeting via Zoom.
- 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 18 webinar events with leading travel editors and industry representatives including media from the Daily Mail, National Geographic Traveller, the Irish Independent, OutThere, the Financial Times, the Guardian, the Telegraph, TTG, House of Coco, the Times, the Sun, the Sunday Times, Delicious, the I Paper, Red and the Sunday Times Travel Magazine.
- In France, while no in-person media meetings were able to take place, French media representative Anne Zobenbuhler undertook calls with media from Attitude Luxe, La République du Centre, Maisons Côté Ouest, France Télévisions and National Geographic Traveler to keep the Keys top-of-mind with them.
- In the U.K., the outstanding TravelMole paid partnership is on hold with plans to distribute the second e-newsletter to travel agents postponed until a more suitable time. It will focus on “10 Ways Your Clients Can ‘Connect and Protect’ the Florida Keys.” KBC will work with TravelMole to ensure content is sensitive and relevant in the post-COVID-19 circumstances and is requesting a September live date. 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’s German affiliate GIA worked to get rental car and flight costs reimbursed for the postponed dive campaign press trip with Tauchen. The media members due to travel on the trip, Michael Krüger and Bettina Bormann, are eager to re-establish plans to visit once conditions make it feasible.

- KBC crafted more than 35 bespoke media pitches during the reporting period. Content themes included virtual tours, make-at-home food and drink recipes inspired by the Keys, and 2021 travel suggestions to include luxury focused pitches for Keys properties. Media pitches were issued to outlets including the Sun, the Sunday Mirror, the Sunday Telegraph, Metro, PA Media, Selling Travel, independent.co.uk, theculturetrip.com, House of Coco, thearcadiaonline.com and roughguides.com. Successful results were achieved across consumer and travel trade publications. In Germany, GIA has been similarly proactive and crafted bespoke pitches for outlets including America Journal, Blu Media and Abenteuer & Reisen.
- KBC shared six Keys-focused social media posts on its Facebook and Twitter channels during the reporting period. They included content on Key West drag queen Sushi's mask making efforts, "Safer@Home" messaging and press coverage from thearcadiaonline.com.
- Through its recently launched campaign on the German Florida Keys Facebook page, GIA has been working to keep potential Keys visitors inspired via content showing the beauty and diversity of the destination, branded by the hashtags #wishyouwerehere and #dreamnowtravellater. Messaging is centered around the concept that while people can't be in the Keys right now, they can still enjoy the island chain from home and dream about future visits. GIA reported the Keys' German Facebook page has 16,523 fans, while the Florida Keys & Key West "group" has grown to 2,586 members.
- After Canadian affiliate LMA postponed the spring group media trip, originally planned for April 26-30, the planned trip participants continued to show interest in visiting once travel is possible again. The media confirmed for the original trip represent the Toronto Star, the Calgary Sun and Calgary Herald, West of the City Magazine, Cruise and Travel Lifestyle Magazine, FAZE Media Video and FAZE Media Magazine. When conditions allow, LMA will discuss rescheduling visits.
- 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 2020 conference has now been canceled.
- LMA representatives promoted the Keys at a monthly virtual media event hosted by the Travel Media Association of Canada. The agency will represent the Keys at additional virtual events throughout the summer until physical events resume in the fall.
- LMA held phone conferences with representatives of various media outlets, social media influencers and freelancers to maintain top-of-mind awareness of the Florida Keys. These included 99.1 CKXS-FM Travel Radio Show, Fact Up with Travel Mammal Podcast and Mose's World Travel Radio Show.
- LMA reached out to media during the reporting period to pitch positive stories about the Florida Keys, as Canadian media is still featuring travel articles towards future travel. LMA confirmed stories from outlets including Travel Industry Today, Drift Magazine and travel influencer Justin Plus Lauren.

- 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 the Irish Travel Trade News website and social media channels, and the release also appeared in Selling Travel’s e-newsletter and website among others. The initiative was specifically pitched to outlets running their own social media campaigns for possible inclusion: Wanderlust’s “#WishIWasHere,” National Geographic Traveller’s “#StayInspired” and OutThere’s “#KeepYourMindTravelling” campaigns. In the German-speaking markets, press releases were distributed on Key West drag queen Sushi’s mask making project and the launch of the “Safer@Home” initiative. Release content also was uploaded to the Keys website and Mediadress portal, and releases were shared with industry partners including Brand USA, Visit USA and Visit Florida to ensure synergy of messaging.
- LMA distributed media advisories and releases to targeted Canadian media on topics that included the “Safer@Home” initiative, Key West charter captain Mike Weinhofer catching fish to help feed families in need, the launch of the Keys’ “Safer@Home” video challenge and plans for Key West’s virtual Mango Fest.
- During the coronavirus crisis, and as plans for the Keys’ reopening were announced and implemented, NewmanPR continued proactively communicating accurate information to Keys tourism interests and travel consumers. 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 evolves and the Keys reopen and resume business operations.
- Agency’s Julie Botteri updated the dedicated coronavirus information page on the TDC website at least once daily, and more often when important news was announced. The original page featured information on plans for the Keys’ reopening to visitors, protective actions taken and maintained throughout the island chain, the evolving status of lodging and other entities, and coronavirus facts, resources and information about state and local directives. Just before the Keys reopened, the agency revised the original page to focus on protective health guidelines and information for Keys visitors, including an informational video featuring Dr. Mark Whiteside, the medical director of the Florida Department of Health in Monroe County. Botteri updated the page daily or more frequently as state and local reopening phases evolved and guidelines or mandates changed. The section remains linked to a banner on the website’s homepage that was changed to green when the destination reopened.

- When plans and a date for reopening the Keys to visitors were announced, agency produced a video offering expert COVID-19 health guidelines and tips for travelers from Dr. Mark Whiteside. As well as his commentary, the video spotlighted Keys scenes of health guidelines on signage, businesses cleaning and sanitizing their premises, and people wearing masks and practicing social distancing. The video was posted on the Keys' YouTube channel and website, featured in a "Keys Voices" blog and posted on social media. A second shorter version was edited for additional uses.
- When county officials announced June 1 as the target date for the Keys' reopening to visitors, agency produced and distributed to media a video news release featuring an interview with Key West hotelier Diane Schmidt and footage of tourism-related businesses preparing for the reopening. Agency also produced a news story, including new guidelines to be enforced to protect visitors, and distributed it to widespread consumer and travel trade media as well as posting it on the Keys' tourism website. The story and images appeared in outlets including Forbes.com and Insider Travel Report.
- Just before the Keys reopened to visitors, agency produced and distributed to media video and photography packages on local businesses' final preparations for reopening and the TDC's messaging stressing personal health responsibility. The video featured TDC director Stacey Mitchell and county medical director Dr. Mark Whiteside.
- To publicize the Keys' reopening to visitors, agency's Andy Newman produced a photography package that included images of the roadway checkpoints being dismantled, drivers proceeding down the Overseas Highway, owners reopening their businesses and visitors enjoying Keys activities. Nine images were moved to media points around the U.S. via the Associated Press and other wire services. The agency also produced and distribute a video package on the reopening that included road checkpoints being taken down, charter fishing boats leaving the dock, accommodations and dining facilities reopening, the Keys' messaging encouraging visitors to take personal health responsibility and comments from Mike Shipley, owner of Island Bay Resort in Tavernier. Two releases on the reopening were written as well and distributed to widespread national and international consumer and trade media. In addition, agency arranged an interview for Stacey Mitchell with TravelPulse.com that resulted in an article in the publication's U.S. edition. Coverage of the reopening generated 1,534 documented clips and 1 billion total impressions, for a media value of \$2.1 million. This does not include TDC social media platforms' impressions.
- During the reporting period, agency issued more than 10 tourism advisories to the industry on issues relating to COVID-19 and the Keys' reopening to visitors. Specific topics included the county following the governor's executive order on the opening of bars and strongly recommending rather than mandating masks, the Keys' revised web page featuring protective health practices for visitors to adopt, the county directive on reopening and limiting lodging occupancy, the county's submitting vacation rental reopening plans to the Florida Department of Business and Professional Regulation and the plans' subsequent approval, NewmanPR's creation of a door hanger card for lodging facilities outlining enhanced sanitation practices, officials' announcement of the Keys' planned June 1 reopening and planned removal of roadway checkpoints, the

announcement that lodging properties could begin taking reservations, the governor's directive that relaxed restrictions on restaurants and most non-essential retail businesses, and the reopening of Key West recreational facilities to residents.

- Agency concluded the Friday trivia quizzes that were a component of the “Safer@Home” social media-based initiative to promote “stay-at-home” directives while maintaining awareness of the Florida Keys & Key West. The contests ran weekly from April 24 through May 17 and the weekly winners, chosen at random from respondents, received one or more Keys-related or locally crafted items. The four trivia quizzes collectively drew 1,842 entries. Social media posts for the overall “Safer@Home” initiative had a reach of well over 6.5 million across the Keys’ Facebook, Instagram and Twitter social media platforms.
- Agency carried out the second part of the “Safer@Home” promotion, an Instagram-based consumer video challenge that was hashtagged #KeysAtHomeChallenge. Entrants were required to post a video up to 60 seconds long that recreated their favorite moments or activities in the Keys. The contest began May 11 and continued for two weeks. The contest received nearly 200 entries, and entrant Whitney DeMattia was chosen at random to receive a complimentary trip to the Keys.
- Agency posted Keys reopening information and status updates on the destination’s social media outlets, in addition to environmental messaging including Sustainable Sunday posts, and videos and photographs of tranquil Keys nature and sunset scenes. Posts about the Keys’ reopening achieved the greatest reach and engagement particularly on Facebook, with photos featuring the dismantling of the roadway checkpoints reaching more than 117,500 people and drawing more than 9,000 engagements, photos of people enjoying the Keys on the day of reopening reaching nearly 109,000 people and generating nearly 23,000 engagements, Florida Keys coronavirus tips for visitors from Dr. Mark Whiteside reaching more than 96,000 people and generating nearly 8,500 engagements, and an announcement of the Keys’ planned reopening reaching nearly 346,000 people and drawing nearly 44,000 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 crafting a contest that will award a Keys vacation to a healthcare or “front line” worker helping others during the COVID-19 pandemic. June 15 is the target date for the contest’s launch.
- 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.
- Working with TwoOceansDigital.com, agency produced, distributed and posted an abbreviated May issue of the “Keys Traveler” e-newsletter and a regular June issue highlighting the Keys’ reopening. Given the coronavirus situation and the Keys’

closure to visitors, the May issue was designed to be sensitive to conditions while continuing the ongoing connection between opt-in subscribers and the Keys. In June, as in all regular issues, content included stories on Keys cultural, fishing, diving, cuisine and event highlights as well as a Q&A profile of a designated “Steward of the Keys.”

- Agency wrote and posted weekly insider columns for the “Keys Voices” online feature blog and promoted them via social media outlets. Typical blog posts offer insights into attractions, events and Keys characteristics as a way of encouraging visits. However, given the COVID-19 crisis, recent features focused on the Keys’ reopening to visitors as well as nature-based, heritage/memory, cultural and relaxation-inducing subjects. Posts are expected to return to visit-inducing topics now that the Keys have reopened.
- Agency wrote and posted twice-monthly entries to the LGBTQ-focused blog, choosing topics that were sensitive to readers’ coronavirus concerns. Recent blogs discussed ways to get a “virtual Florida Keys fix” while safely sequestered at home and, when the Keys’ reopening was announced, LGBTQ-focused properties’ preparations to welcome visitors again. 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.
- During the Keys’ closure to visitors, agency’s Laura Myers compiled and regularly updated an overview of more than 80 virtual or “armchair” offerings by Keys museums, wildlife centers, attractions and other visitor-oriented facilities to be featured in social media, used in various promotions and communicated to media.
- Agency continued working with event coordinators throughout the Keys regarding postponements, cancellations and revisions to event schedules or content because of the coronavirus crisis. Agency continues updating the calendar on the TDC website accordingly.
- Agency provided information and photos to the Associated Press for a story when the Hemingway Look-Alike Society and Sloppy Joe’s announced that the annual Hemingway Look-Alike Contest would not take place this year because of coronavirus concerns. Agency also wrote and distributed a story and images to widespread media. Story and photo coverage appeared in outlets including U.S. News & World Report, Huffington Post, the Washington Post, the Seattle Times, and on South Florida network news affiliates.
- Each Thursday, Andy Newman provides a live report on aspects of the Keys on U.S. 1 Radio’s Morning Magazine.
- Agency representatives continued participating in webinars on the changing state of travel and media trends resulting from the coronavirus crisis for use in upcoming message creation and media interactions.
- Agency conducted media pitches and scheduled phone interviews with TDC executives for media outlets including Travel Weekly, Northstar Meetings Group, TravelPulse and others to discuss marketing initiatives prior to the destination’s June 1 reopening to visitors.

- Agency produced two releases and a tourism advisory on the Hurricane Preparedness Workshop and its expert presenters, and distributed the pieces to media and tourism interests respectively.
- Agency wrote and distributed to tourism interests an advisory on the TDC's creation, in collaboration with Two Oceans Digital, of the Florida Keys Recovery Lodging Database to be used by first responders, utility workers and others requiring accommodations after a storm or other disaster.
- Agency's Andy Newman designed and made available to tourism interests a graphic encouraging responsible health practices for visitors, as well as a door hanger card for lodging facilities outlining their enhanced sanitation practices.
- Agency wrote, posted on the website and featured in the e-newsletter an overview of the Keys' reopening plans and guidelines for visitors.
- Agency wrote, posted on the website and featured in the e-newsletter a story on virtual cultural offerings around the Keys.
- Agency wrote, posted on the website and featured in the e-newsletter a roundup of June fishing tournaments in the Keys.
- Agency wrote, posted on the website and featured in the e-newsletter a story on the local fish and seafood that feature on Keys restaurant menus.
- Agency wrote and distributed to targeted media a release on the "Connect & Protect" initiative being named one of four Global Travel Communicator finalists in the inaugural Global Travel Media Alliance competition.
- Agency wrote, distributed to the media and posted on the website a release on Silver Airways announcing the resumption of its nonstop service to Key West from Fort Lauderdale-Hollywood, Orlando and Tampa international airports.
- Agency produced a photo of the life-size sculpture of Marilyn Monroe that stands outside Key West's Tropic Cinema "wearing" a mask designed to provide coronavirus protection. Distributed via the Associated Press wire service, the photo appeared in outlets including CBC.ca and MSN.com.
- Agency produced video and photography packages on Keys sportfishing captain Mike Weinhofer, whose charter business temporarily ceased because of the COVID-19 crisis, but is fishing and giving away his catch to help feed Keys residents in need. Agency also wrote and distributed to media a story on Captain Mike's efforts. Resultant coverage appeared on outlets including the San Francisco Chronicle online and Miami network affiliate television channels.
- As a result of agency-arranged media visits, assistance to journalists and/or release distribution, during the report period the Keys received coverage including stories about the destination's reopening marketing campaign in Travel Weekly and Travel Pulse, Best Secluded Beaches in the U.S. in Travel + Leisure, 10 Best Hotels in Key West in Conde Nast Traveler, a prominent section within a Florida story about Florida Keys offerings for meeting planners in Association Convention & Facilities, a destination guide in NorthStar Meetings Group, a piece on the reopening on

Forbes.com, an online feature on the Florida Keys in Germany's Reisen Exclusive, a feature on "How to Protect Coral Reefs When Traveling" on TripSavvy.com resulting from the Connect & Protect press trip, a 12 Best Weekend Getaways write up for Conde Nast Traveler including the Florida Keys, a Key West destination feature in American Way Magazine, and "King of the Keys" in Trail Blazer Magazine.

- 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

29 Apr 2020 - 06 Jun 2020

Social Media Report June 2020

@floridakeysandkeywest @thefloridakeys @thefloridakeys

Facebook Activity Overview



IMPRESSIONS
7,750,641



TOTAL REACH
2,877,002



POST ENGAGEMENTS
237,140

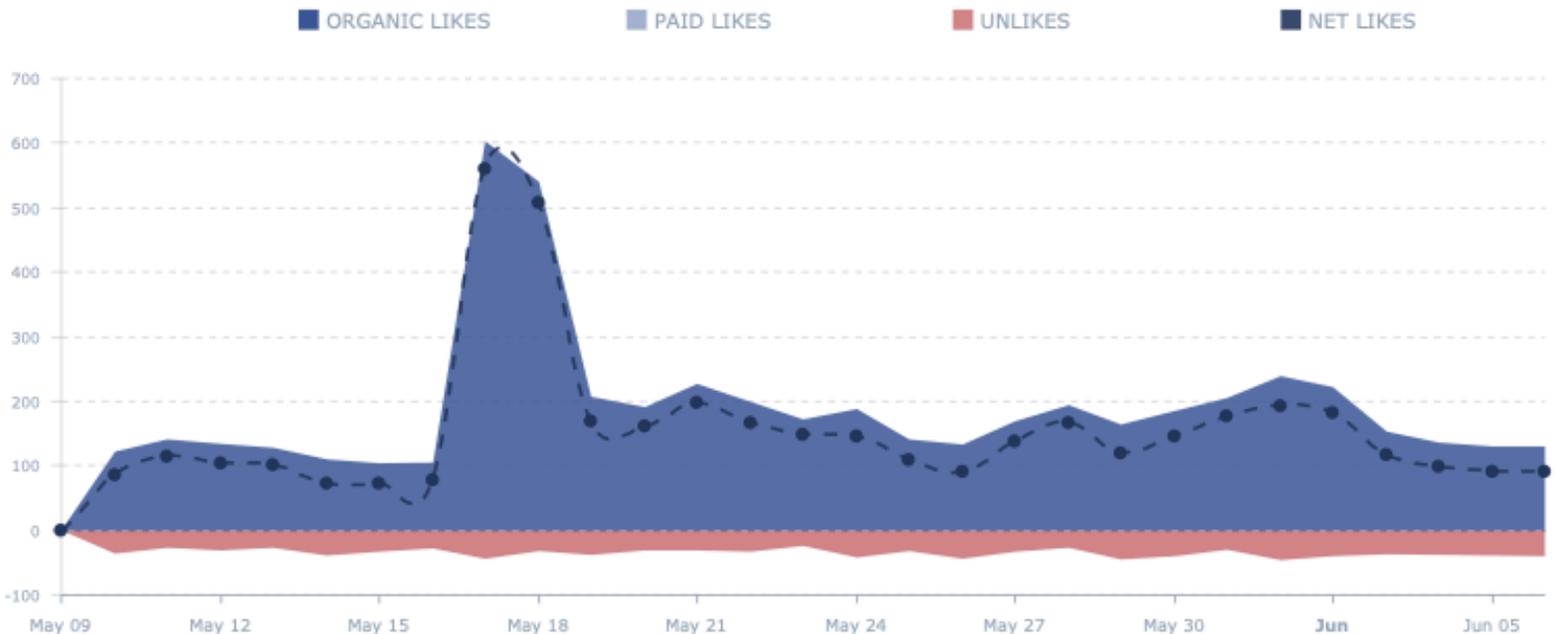


PAGE CONSUMPTIONS
233,315



Audience Growth

LIKES BREAKDOWN BY DAY



AUDIENCE GROWTH METRICS

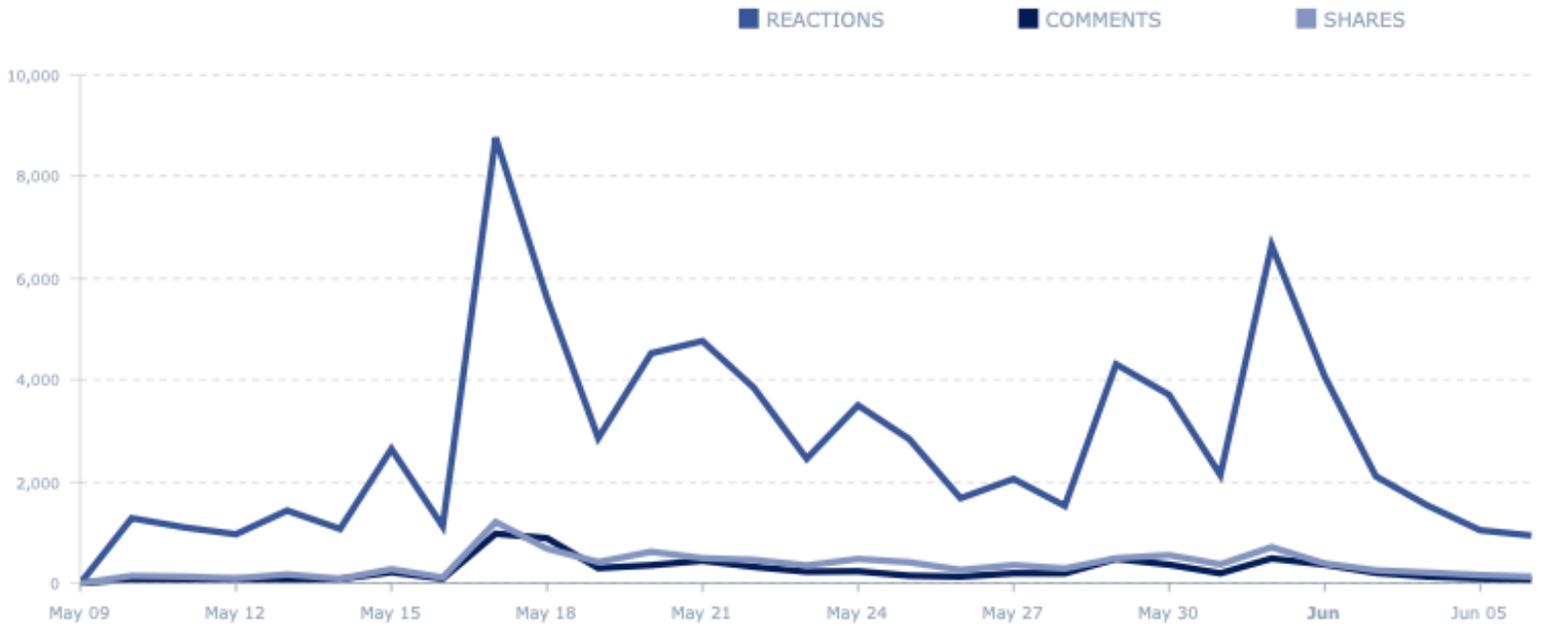
Total Fans	473,808
Organic Likes	5,372
Net likes	4,386

NUMBER OF NET LIKES INCREASED BY

↑ **0.93%**



Audience Engagement



IMPRESSION METRICS

Organic Impressions	2,346,566
Paid Impressions	4,484,990
Viral Impressions	919,085
Total Impressions	7,750,641
Users Reached	6,132,805

ACTION METRICS

Reactions	80,483
Comments	7,517
Shares	10,320
Other Engagements	138,820
Total Engagements	237,140

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

01 JUN 9:49 PM



Some highlights in the #FloridaKeys Monday, June 1, as the Keys have reopened again to visitors after several weeks of being closed due to the coronavirus threat. We welcome you back! We want everyone who vacations in the Keys to enjoy their stay, please find some important COVID-19 travel guidelines for social distancing, masks, and other precautions: <https://fla-keys.com/news/article/10775/>

3113

326

205

19474

16.44%

109,802



The Florida Keys & Key West

01 JUN 1:10 PM



Good morning from the #FloridaKeys, this Monday, June 1, we have reopened to leisure visitors to include motorists along the Overseas Highway, after the Monroe County Sheriff's Office removed the two health checkpoints. Please visit our website for Keys travel information, so as travelers are welcomed back they can be aware of what guidelines are in place. <https://fla-keys.com/news/article/10775/>

3545

324

359

4882

6.33%

120,988



The Florida Keys & Key West

29 MAY 11:47 PM



This is our final Friday night sunset together-but-separate from the #FloridaKeys, on the water in Florida Bay, as we prepare to reopen to visitors Monday, June 1. See you all soon!

3075

244

230

6400

10.91%

78,160

Twitter Activity Overview



DAILY EXPOSURE
108,651



POST ENGAGEMENTS
3,421



REACH
1,991,023



Audience Growth



FOLLOWER METRICS

Total Followers	50,285
Followers Gained	0
Total You Follow	3,187

YOUR FOLLOWERS
CHANGED BY

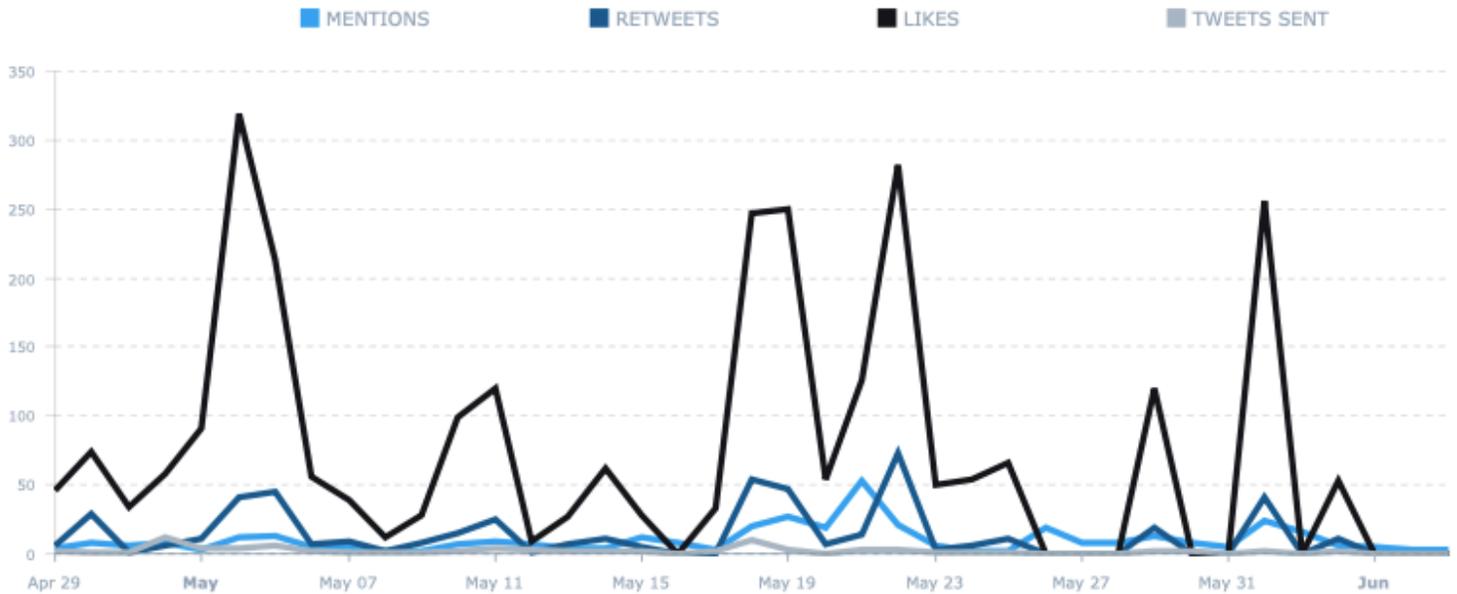
0.0%

SINCE PREVIOUS PERIOD



Audience Engagement

AUDIENCE ENGAGEMENT BY DAY



ENGAGEMENT METRICS

Mentions	390
Retweets	515
Likes	2,906
Tweets Sent	79
Total Engagements	3,811

CONTENT HABITS METRICS

Plain Text	16
Photos	7
Videos	2
Total Sent Tweets	25

TOP TWEETS

 Retweets
  Likes
  Reach



The Florida Keys @thefloridakeys 22 May 6:04 PM

Weekend vibes in the #FloridaKeys! RT if you're ready for our June 1 reopening. <https://t.co/lb5KfKeCaz>

46 144 50,376



The Florida Keys @thefloridakeys 19 May 2:01 PM

Who's ready? #FloridaKeys <https://t.co/wXgYqup9u6>

35 188 50,485



The Florida Keys @thefloridakeys 18 May 1:23 AM

UPDATE FOR FLORIDA KEYS VISITORS, per county officials: Monroe County plans to reopen to visitors Monday, June 1, by suspending the checkpoints on U.S. 1 and State Road 905 and allowing lodging establishments to take guests at 50 percent occupancy. <https://t.co/feTLpaqcPq>

44 168 50,695

Instagram Activity Overview



FOLLOWERS
240,649



FOLLOWING
478

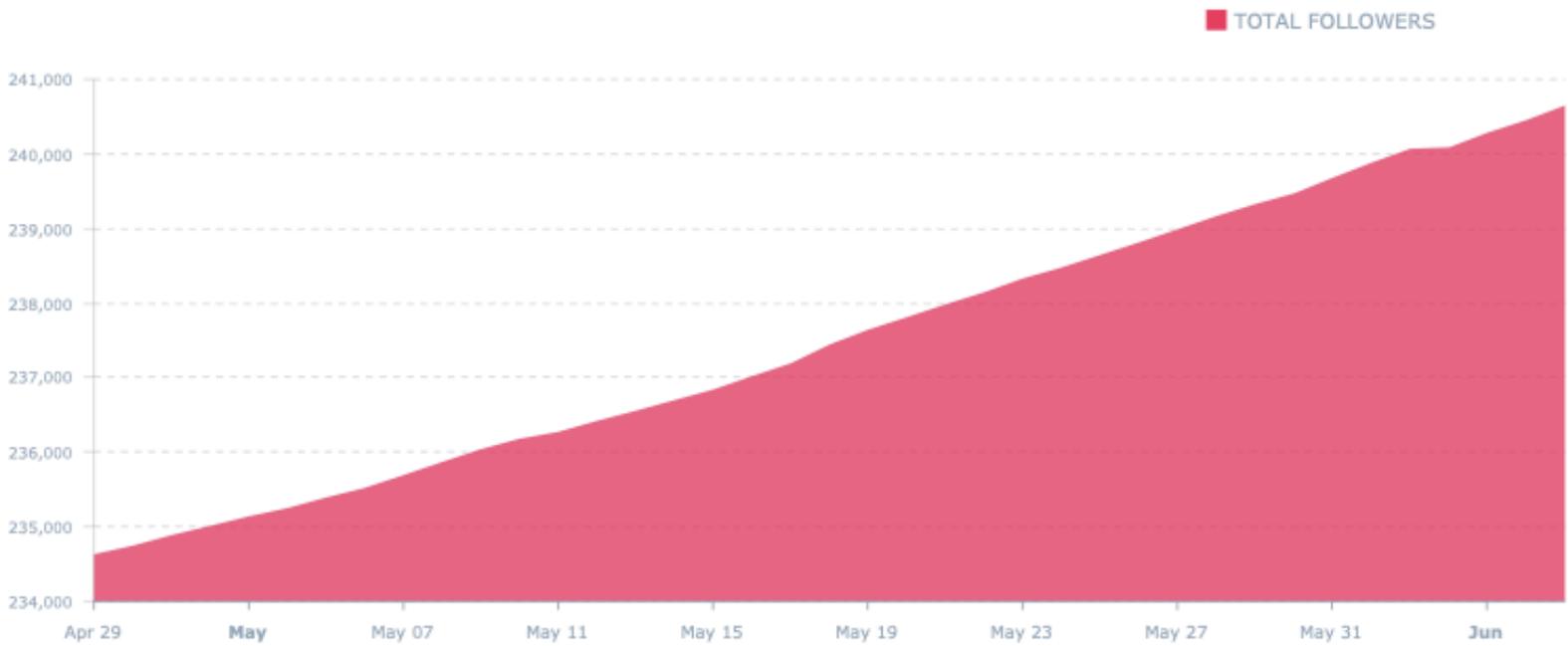


POSTS
1,556



Audience Growth

AUDIENCE GROWTH BY DAY



FOLLOWER METRICS

Total Followers	240,649
Followers Gained	6,018
Total You Follow	478

YOUR FOLLOWERS
INCREASED BY

↑ **2.56%**

SINCE PREVIOUS PERIOD



Audience Engagement

AUDIENCE ENGAGEMENT BY DAY



ENGAGEMENT METRICS

Likes Received	145,015
Comments Received (All Posts)	1,479
Comments Received (Posts This Period)	2,044
Posts Sent	33

PUBLISHING METRICS

Total Media Sent	33
Total Comments Received	1,479
Total Comments Received Last Period	1,138

TOP INSTAGRAM POSTS



Likes 11,105

Comments 244



Likes 9,171

Comments 106



Likes 8,381

Comments 213



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

TO: DAC 1 Members
FROM: Danielle Salmán-Villasuso
DATE: June 12, 2020
RE: June 24, 2020 DAC 1 Meeting
CC: John Underwood

G.1 - G.2

G.1 Advertising Re-cap:

Media

The Agency has planned the following media for the months of **July & August:**

Out-of-State Spot Television: 7/1-8/31

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

In-State Spot Television: 7/1-8/31

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

Key West Co-Op Programs (Print/Digital):

- **Spring Digital**
 - CNN.com – 7/1-7/12
 - Conversant – 7/1-7/5
- **Spring Digital (SE + TX)**
 - CNN.com – 7/1-7/12
 - Conversant – 7/1-7/5
- **Summer Digital**
 - CNN.com – 7/1-8/31
 - Conversant – 7/1-8/31

Digital:

- Facebook/Instagram Key West Branding – 7/1-8/31

- Facebook/Instagram Key West Wedding Branding – 7/1-8/31
- Facebook/Instagram (Promoting DFW>>EYW direct flights) – 7/1-8/31
- WeddingWire/TheKnot.com – 7/1-8/30
- BrideClick – 7/1-8/30
- OutsideOnline.com – 7/1-8/9
- Adara – 7/1-7/26
- Tremor Video – 7/1-7/26
- Samsung Ads – 7/1-8/16
- Samba TV – 7/1-8/16

Search Engine Marketing: July & August

- Google AdWords
- Yahoo/Bing SEM

LGBT Digital:

- Facebook/Instagram Key West LGBT Branding – 7/1-8/31
- Q Digital – 7/1-8/9
- Gay Ad Network – 7/1-8/31
- CurveMag.com E-Newsletters – 7/15
- CurveMag.com – 7/1- 8/31
- Passport.com KW Branded Content Program - Annual
- Passport.com E-Newsletter – Annual
- Passport.com Social Media - Annual

LGBT Search Engine Marketing: June & July

- Google Ad Words

LGBT Magazine:

- Passport Magazine – July/August

LGBT International:

United Kingdom

- Diva UK – June

Germany

- Spartacus Travel Magazine - August

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

Specific Projects:

- Coordinated the Florida Keys & Key West Visit Florida 2020 Flagler Award entries. Awards will be presented during the Florida Governor's Conference on Tourism (Sept. 9-11, 2020)
- Phase 1, Positive Outlook Campaign – ran 3/30-5/17
 - Developed a media plan to run during Phase 1, promoting positive outlook creative
 - Plan included social, e-blasts and video
 - Ordered and trafficked all creative materials for Phase 1
- Phase 2 “Opening Soon” Campaign – ran 5/18-5/31
 - Developed a media plan to run during Phase 2, promoting opening soon creative
 - Plan included social, banners, print, outdoor, video and digital radio
 - Ordered and trafficked all creative materials for Phase 2
- Phase 3 “Now Open” – running 6/1-6/15
 - Developed a media plan to run during Phase 3, promoting being open to visitors
 - Plan included social, banners, print, outdoor, video and digital radio
 - Ordered and trafficked all creative materials for Phase 3
- Phase 4 “Drive Down” – running 6/15 and beyond
 - Developed a media plan to run during Phase 4, promoting drive down creative
 - Plan included outdoor, print, video and social
 - Ordered and trafficked all creative materials for Phase 4
- Relaunched all paused media across all campaigns (Generic, District and Umbrellas)
- Coordinating the relaunch of all spring and summer co-op programs
- Planned and shared weekly content with industry partners to stay connected with visitors during COVID-19
- Assets provided to industry partners consisted of the following:
 - Social Images - Sent 3/30
 - :30 Second - Sent 4/6
 - Photographs - Sent 4/14
 - Digital Postcards - Sent 4/21
 - Image Gallery - Sent 4/28
 - Zoom Backgrounds - Sent 5/5
 - Social Images - Sent 5/12
 - Re-Opening E-Blast – Sent 5/19
 - Re-Opening Digital Postcards – Sent 5/26
- Monitoring FL Keys Co-Op website for site traffic and industry partner content downloads
 - 348 views to date
 - 436 downloads to date
- Strategic planning for FY 2020/2021
- Reviewing and approving Cultural Umbrella budgets
- Reviewed and approved Fishing Umbrella budgets

- Designing the 2021 issue of the Culture Magazine
- Coordinating native article with Flamingo Magazine's July and August issues to provide content and images
- Coordinated native article with Recommend Magazine to provide content and images
- Coordinated direction for NYTimes Family Travel Advertorial
- Native Content - The Agency supplied input and coordinated native content stories with the following online and print publications:
 - Travel + Leisure
 - Food & Wine
 - Explore Florida Magazine
 - Flamingo Magazine
 - 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 created 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

The DAC 1 FY 19/20 media plans and response report are attached.

G.2 Consideration & Action: 2021 Media Plan

The Agency will be reviewing and seeking approval of the 2021 Key West media plan



KEY WEST					
OCTOBER 2019					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
10/21-10/31	CNN.com (Geo-Targeted to NY,CHI,BOS,PHL,DC) - Co-Op	166,384	2,664	1.60%	84.00%
10/21-10/31	Conversant Interactive Banners (Geo-Targeted to NY,CHI,BOS,PHL,DC) - Co-Op	498,637	796	0.16%	N/A
10/28-10/31	The Knot (Instagram Story)	19,253	186	1.05%	N/A
10/1-10/31	The Knot (Instagram Story)	19,483	180	1.01%	N/A
10/10/19	SpotX Video Ads - UK (Geo-Targeting London)	26,000	98	0.38%	51.20%
10/22/19	WeddingWire.com/TheKnot.com (Banners)	214,455	76	0.04%	N/A
DATE	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
10/1-10/31	Facebook/Instagram Video (Sponsored Ad - General KW Branding)	750,096	21,817	2.91%	N/A
10/1-10/31	Facebook/Instagram.com (Sponsored Ads - Honeymoons and Weddings)	255,381	6,795	2.66%	N/A
10/1-10/31	Facebook/Instagram Video (Sponsored Ad - KW Direct Flights Promo - DFW>>EYW)	143,507	6,244	4.35%	N/A
10/21-10/31	NYTimes.com Flex Frame (Mobile/Tablet)	1,591,155	3,624	0.23%	N/A
10/21-10/31	CNTraveler.com (Native Content via Social Media)	244,022	178	0.07%	N/A
DATE	LGHT WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
10/1-10/31	Pride Media (Social Media Influencers Custom Videos)	1,978,684	10,046	0.51%	N/A
10/1-10/31	Facebook - LGBT (Targeting w/ KW LGBT Video)	243,528	6,845	2.81%	N/A
10/14-10/31	Towleroad.com (Sponsored Post/Content)	2,327,646	2,811	0.12%	N/A
10/14-10/31	Passport.com Social Media Posts (1 FB, 18 Tweets)	8,559	234	2.73%	N/A
10/14-10/31	Passport.com KW Branded Content Program	27,828	223	0.80%	N/A
10/14-10/31	Passport.com E-Newsletter	58,697	111	0.19%	N/A
DATE	Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
10/1-10/31	florida vacations	10,842	541	4.99%	N/A
	florida vacation	6,172	288	4.67%	N/A
	honeymoon spots in florida	2,370	213	8.99%	N/A
	"florida hotels"	2,333	123	5.27%	N/A
	florida scuba	1,069	100	9.35%	N/A
	honeymoon florida	693	55	7.94%	N/A
	"beach vacation"	1,221	45	3.69%	N/A
	florida camping	764	34	4.45%	N/A
	florida honeymoon	303	34	11.22%	N/A
	golf vacation	1,062	19	1.79%	N/A
	"florida fishing"	296	11	3.72%	N/A
	[beach vacations]	287	10	3.48%	N/A
	florida honeymoons	107	7	6.54%	N/A
	"romantic florida vacations"	94	7	7.45%	N/A
	"romantic vacations in florida"	100	6	6.00%	N/A
	"florida bed & breakfast"	48	6	12.50%	N/A
	florida beach weddings	244	5	2.05%	N/A
	[florida fishing]	77	3	3.90%	N/A
	"florida diving"	37	3	8.11%	N/A
	"florida +honeymoons"	17	3	17.65%	N/A
DATE	Bing, Yahoo and AOL Search	Impressions	Clicks/Engagements	Click-through %	VCR
10/1-10/31	+florida+vacation	8,508	481	5.65%	N/A
	+florida+resort	11,418	461	4.13%	N/A
	+florida +hotel	14,788	187	1.23%	N/A
	+florida+fishing	5,583	168	1.75%	N/A
	+resort fl	3,936	160	4.07%	N/A
	luxury +resort fl	3,492	138	3.95%	N/A
	+fishing places fl	1,380	21	1.53%	N/A
	+florida+fishing+charters	108	2	1.85%	N/A
DATE	LGHT Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
10/1-10/31	gay cruise vacations	1,214	125	10.30%	N/A
	single lesbian vacations	384	36	9.38%	N/A
	gay vacations for singles	329	28	8.51%	N/A
	gay vacation	258	25	9.69%	N/A
	gay friendly travel	517	22	4.26%	N/A
	gay vacation resorts	466	17	3.65%	N/A
	vacations for single gay men	227	16	7.05%	N/A
	gay and lesbian vacations	288	13	4.51%	N/A
	lesbian friendly vacations	286	13	4.55%	N/A
	lesbian vacation	158	12	7.59%	N/A
	gay men vacations	199	11	5.53%	N/A
	gay singles vacations	73	11	15.07%	N/A
	gay holiday	239	6	2.51%	N/A
	best gay travel	154	6	3.90%	N/A
	gay friendly vacations	101	6	5.94%	N/A
	gay singles vacation	76	6	7.89%	N/A
	gay single vacations	86	5	5.81%	N/A
	vacation gay	28	5	17.86%	N/A
	gay vacations	132	4	3.03%	N/A
	gay adventure travel	62	4	6.45%	N/A
	gay luxury travel	57	4	7.02%	N/A
	best vacations for gay couples	100	3	3.00%	N/A
	best gay vacation spots	72	3	4.17%	N/A
	best gay resort	31	3	9.68%	N/A
	gay friendly vacation	26	3	11.54%	N/A
	gay friendly beach vacations	57	2	3.51%	N/A
	gay vacations for couples	47	2	4.26%	N/A
	gay marriage venues	43	2	4.65%	N/A
	lesbian friendly vacation spots	40	2	5.00%	N/A
	gay cruise vacations	17	2	11.76%	N/A
NOVEMBER 2019					

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



DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
11/1-11/30	Adara (Targets users searching for airfares/hotels)	1,129,562	6,230	0.55%	N/A
11/1-11/30	CNN.com (Geo-Targeted to NY,CHI,BOS,PHL,DC) - Co-Op	317,332	4,006	1.26%	85.00%
11/13/19	Conversant Interactive Banners (Geo-Targeted to NY,CHI,BOS,PHL,DC) - Co-Op	1,360,534	2,410	0.18%	N/A
11/6/19	Traveland Leisure.com E-Newsletter (NY,CHI,BOS,PHL,DC) - Co-op	109,098	2,368	2.17%	N/A
11/25-11/30	Wedding Wire (Instagram Post)	72,284	1,765	2.44%	N/A
11/1-11/30	SpotX Video Ads - UK (Geo-Targeting London)	829,162	1,685	0.20%	72.70%
11/4-11/9	BrideClick	536,239	1,085	0.20%	N/A
11/18/20	The Knot (Instagram Tag to Win)	117,041	954	0.82%	N/A
11/1-11/30	CNTraveler.com (Native Content Story via Social Media)	637,813	820	0.13%	N/A
11/1-11/30	Travel Spike Email (East of Mississippi) - Co-Op	327,816	529	2.84%	N/A
11/1-11/30	Tremor Video (Mobile/Tablet/Desktop)	808,634	506	0.06%	N/A
11/1-11/30	Samba TV Re-Targeting (Digital Devices Connected to TV/OTT)	1,173,073	277	0.02%	82.82%
11/1-11/30	WeddingWire.com/TheKnot.com (Banners)	214,455	76	0.04%	N/A
11/1-11/24	Pinterest.com (Weddings Sponsored Ad)	216,161	68	0.03%	N/A
LGBT WEBSITE		Impressions	Clicks/Engagements	Click-through %	VCR
11/1-11/30	Towleroad.com (Sponsored Post/Content)	2,327,646	2,811	0.12%	N/A
11/1-11/30	Pride Media (Social Media Influencers Custom Videos)	1,793,966	2,363	0.13%	N/A
11/1-11/30	Facebook - LGBT (Targeting w/ KW LGBT Video)	269,033	2,141	0.80%	N/A
11/1-11/30	Q Digital (GayCities.com/Queerty.com)	822,933	584	0.07%	N/A
11/1-11/30	Passport.com KW Branded Content Program	53,034	107	0.20%	N/A
11/1-11/30	SDL Channel - Germany	138,040	77	0.06%	N/A
11/1-11/30	Blu.fm Banners - Germany	64,723	47	0.07%	N/A
11/1-11/30	Gay Ad Network	55,089	40	0.07%	N/A
MOBILE		Impressions	Clicks/Engagements	Click-through %	VCR
11/1-11/30	NYTimes.com Flex Frame (Mobile/Tablet)	4,042,860	9,398	0.23%	N/A
11/1-11/30	Facebook/Instagram Video (Promoting KW Direct Flights - EWR & LGA>> EYW)	231,601	6,234	2.69%	N/A
11/1-11/30	Facebook/Instagram Video (General KW Branding)	518,636	5,577	1.08%	N/A
11/1-11/30	Facebook/Instagram Video (Promoting KW Direct Flights - ORD>>EYW)	248,520	3,986	1.60%	N/A
11/1-11/30	Facebook/Instagram.com (Weddings/Honeymoons)	292,406	2,262	0.77%	N/A
11/1-11/30	Facebook/Instagram Video (Promoting KW Direct Flights - DFW>>EYW)	130,733	1,883	1.44%	N/A
Google Ad Words		Impressions	Clicks/Engagements	Click-through %	VCR
11/1-11/30	fun things to do in florida	1,775	219	12.34%	N/A
	top honeymoon destinations	1,671	206	12.33%	N/A
	florida hotel	2,566	96	3.74%	N/A
	honeymoon resorts	1,226	70	5.71%	N/A
	florida vacation	642	47	7.32%	N/A
	florida vacations	746	43	5.76%	N/A
	best honeymoon places	447	39	8.72%	N/A
	florida scuba	226	21	9.29%	N/A
	florida fishing	185	13	7.03%	N/A
	honeymoon island florida	197	12	6.09%	N/A
	couples retreat florida	116	12	10.34%	N/A
	best hotels in florida	294	10	3.40%	N/A
	florida camping	250	9	3.60%	N/A
	best resorts in florida	175	7	4.00%	N/A
	honeymoon spots in florida	65	7	10.77%	N/A
	beach vacation	129	5	3.88%	N/A
	florida honeymoon	40	4	10.00%	N/A
	florida hotels	84	3	3.57%	N/A
	golf vacation	158	2	1.27%	N/A
	luxury resorts in florida	42	2	4.76%	N/A
	florida beaches	10	2	20.00%	N/A
Bing, Yahoo and AOL Search		Impressions	Clicks/Engagements	Click-through %	VCR
11/1-11/30	+florida+vacation	8,601	342	4.26%	N/A
	+florida+resort	10,158	296	3.10%	N/A
	+florida+fishing	17,153	238	1.91%	N/A
	+florida +hotel	20,475	232	1.40%	N/A
	+resort fl	8,252	231	3.06%	N/A
	luxury +resort fl	5,543	159	2.87%	N/A
	+hotel fl	9,952	112	1.09%	N/A
	+fishing places fl	2,900	41	1.90%	N/A
	+florida +hotel deals	964	17	1.76%	N/A
	+florida beach +resort	335	12	3.58%	N/A
	+hotels near +florida	813	10	1.09%	N/A
	best hotel +resorts +florida	185	5	2.70%	N/A
LGBT Google Ad Words		Impressions	Clicks/Engagements	Click-through %	VCR
11/1-11/30	gay cruise vacations	881	96	10.90%	N/A
	single lesbian vacations	284	40	14.08%	N/A
	gay friendly travel	378	21	5.56%	N/A
	vacations for single gay men	176	20	11.36%	N/A
	best gay travel	249	17	6.83%	N/A
	gay vacation resorts	198	10	5.05%	N/A
	gay holiday	181	8	4.42%	N/A
	gay vacations	64	6	9.38%	N/A
	best gay vacations for singles	58	6	10.34%	N/A
	lesbian friendly vacations	152	5	3.29%	N/A
	gay men vacations	69	5	7.25%	N/A
	gay holiday resorts	55	5	9.09%	N/A
	gay and lesbian vacations	101	4	3.96%	N/A
	gay vacation resorts	80	4	5.00%	N/A
	best vacations for gay couples	54	4	7.41%	N/A
	vacation lesbian	39	4	10.26%	N/A
	lesbian vacation	66	3	4.55%	N/A
	best gay resort	65	3	4.62%	N/A
	gay adventure travel	49	3	6.12%	N/A
	gay singles vacations	49	3	6.12%	N/A

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



	gay cruise vacations	47	3	6.38%	N/A
	best gay vacation spots	29	3	10.34%	N/A
	gay vacation spots	17	3	17.65%	N/A
	gay friendly vacation spots	14	3	21.43%	N/A
	gay vacation destinations	56	2	3.57%	N/A
	gay marriage venues	56	2	3.57%	N/A
	gay wedding locations	48	2	4.17%	N/A
	gay vacations for singles	47	2	4.26%	N/A
	gay beach resorts	36	2	5.56%	N/A
	gay vacation	26	2	7.69%	N/A
	gay men vacations	19	2	10.53%	N/A
	lesbian vacation spots	17	2	11.76%	N/A
	gay vacation spots	12	2	16.67%	N/A
	lesbian family vacations	5	2	40.00%	N/A
DECEMBER					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/8	CNTraveler.com (Native Content Story via Social Media)	424,101	8,215	1.94%	N/A
12/1-12/8	Nativo (Native Content Ads)	750,478	7,741	1.03%	N/A
12/1-12/31	Pinterest.com (Wedding Promo)	510,471	3,541	0.69%	N/A
12/1-12/31	CNN.com Pre-Roll (Geo-Targeted to NY,CHI,BOS,PHL,DC) - Co-Op	71,957	1,028	1.43%	87.00%
12/1-12/31	Adara (Targets users searching for airfares/hotels)	486,116	1,026	0.21%	N/A
12/1-12/31	Tremor Video (Mobile/Tablet/Desktop)	1,617,519	847	0.05%	N/A
12/1-12/15	BrideClick	236,228	575	0.24%	N/A
12/1-12/15	Conversant Interactive Banners (Geo-Targeted to NY,CHI,BOS,PHL,DC) - Co-Op	362,727	543	0.15%	N/A
12/1-12/15	WeddingWire.com/TheKnot.com	650,797	208	0.03%	N/A
12/1-12/15	Samba TV Re-Targeting (Digital Devices Connected to TV/OTT)	506,765	97	0.02%	83.00%
12/1-12/31	Attitude.co.uk	70,922	55	0.08%	N/A
	LGBT WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/31	Facebook - LGBT (Targeting w/ KW LGBT Video)	282,324	4,147	1.47%	N/A
12/1-12/31	Pride Media (Social Media Influencers Custom Videos)	3,597,537	3,108	0.09%	N/A
12/1-12/31	Towleroad.com (Sponsored Post/Content)	486,901	697	0.14%	N/A
12/1-12/31	Q Digital (GayCities.com/Queerty.com)	634,832	487	0.08%	N/A
12/1-12/31	SDL Channel (German Gay Ad Network)	220,614	245	11.11%	N/A
12/1-12/31	Gay Ad Network	78,417	121	0.15%	N/A
12/1-12/31	Blu.fm Banners - Germany	65,585	43	0.07%	N/A
12/1-12/31	Passport.com	28,165	41	0.15%	N/A
	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/31	Facebook/Instagram Video (General KW Branding)	572,283	9,015	1.58%	N/A
12/1-12/31	Facebook/Instagram Video (Promoting KW Direct Flights - EWR&LGA>>EYW)	211,469	7,691	3.64%	N/A
12/1-12/31	Facebook/Instagram Video (Promoting KW Direct Flights - ORD>>EYW)	227,603	5,388	2.37%	N/A
12/1-12/31	NYTimes.com Flex Frame (Mobile/Tablet)	1,866,616	3,382	0.18%	N/A
12/1-12/31	Facebook/Instagram.com (Weddings/Honeymoons)	238,814	2,946	1.23%	N/A
12/1-12/15	Facebook/Instagram Video (Promoting KW Direct Flights - DFW>>EYW)	115,915	2,752	2.37%	N/A
	Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/31	fun things to do in florida	14,778	1,819	12.31%	N/A
	top honeymoon destinations	9,265	1,190	12.84%	N/A
	honeymoon resorts	6,689	463	6.92%	N/A
	florida hotel	8,730	390	4.47%	N/A
	best honeymoon places	3,529	366	10.37%	N/A
	florida vacations	6,125	339	5.53%	N/A
	florida vacation	4,950	321	6.48%	N/A
	honeymoon spots in florida	1,097	184	16.77%	N/A
	florida scuba	1,625	168	10.34%	N/A
	best hotels in florida	2,372	149	6.28%	N/A
	best resorts in florida	2,247	137	6.10%	N/A
	couples retreat florida	1,356	134	9.88%	N/A
	"florida hotels"	1,277	93	7.28%	N/A
	florida honeymoon	648	85	13.12%	N/A
	honeymoon island florida	938	62	6.61%	N/A
	florida fishing	769	49	6.37%	N/A
	florida camping	767	44	5.74%	N/A
	luxury resorts in florida	758	39	5.15%	N/A
	"beach vacation"	972	34	3.50%	N/A
	"*florida +honeymoons"	106	26	24.53%	N/A
	[beach vacations]	402	12	2.99%	N/A
	honeymoon florida	100	12	12.00%	N/A
	golf vacation	430	10	2.33%	N/A
	[florida fishing]	197	10	5.08%	N/A
	[florida scuba diving]	208	9	4.33%	N/A
	"florida diving"	101	7	6.93%	N/A
	"florida fishing"	74	6	8.11%	N/A
	[florida beaches]	59	5	8.47%	N/A
	florida honeymoons	43	3	6.98%	N/A
	beach wedding	55	2	3.64%	N/A
	florida weddings	20	2	10.00%	N/A
	florida resorts for couples	68	1	1.47%	N/A
	destination wedding	49	1	2.04%	N/A
	best places for destination weddings	28	1	3.57%	N/A
	best destination wedding resorts	14	1	7.14%	N/A
	florida beach weddings	5	1	20.00%	N/A
	[florida beach vacation]	2	1	50.00%	N/A
	Bing, Yahoo and AOL Search	Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/31	+hotel fl	28,287	379	1.34%	N/A
	+florida+vacation	7,807	292	3.74%	N/A
	+florida+fishing	16,570	283	1.71%	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+resort	8,985	274	3.05%	N/A
	+resort fl	6,000	182	3.03%	N/A
	+florida +hotel	11,051	137	1.24%	N/A
	+fishing places fl	3,173	53	1.67%	N/A
	luxury +resort fl	1,788	52	2.91%	N/A
	+hotels near +florida	547	14	2.56%	N/A
	+florida +hotel deals	936	13	1.39%	N/A
	best hotel +resorts +florida	153	10	6.54%	N/A
	orlando +hotel +florida	557	7	1.26%	N/A
	+florida beach +resort	266	6	2.26%	N/A
	LGBT Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/31	gay cruise vacations	3,045	323	10.61%	N/A
	single lesbian vacations	1,150	146	12.70%	N/A
	best gay travel	1,530	137	8.95%	N/A
	vacations for single gay men	881	92	10.44%	N/A
	gay friendly travel	1,311	81	6.18%	N/A
	gay vacation resorts	793	60	7.57%	N/A
	gay vacation destinations	884	57	6.60%	N/A
	+gay +resorts	737	57	7.73%	N/A
	gay vacation packages	697	49	7.03%	N/A
	gay cruise vacations	562	49	8.72%	N/A
	gay vacation resorts	610	40	6.56%	N/A
	gay holiday	931	39	4.19%	N/A
	best vacations for gay couples	355	31	8.73%	N/A
	gay holiday resorts	451	27	5.99%	N/A
	lesbian friendly vacations	672	26	3.87%	N/A
	gay men vacations	470	21	4.47%	N/A
	gay vacations	302	21	6.95%	N/A
	lesbian vacation	270	20	7.41%	N/A
	best gay vacation spots	240	19	7.92%	N/A
	gay and lesbian vacations	414	18	4.35%	N/A
	gay vacation spots	258	18	6.98%	N/A
	best gay vacations for singles	247	18	7.29%	N/A
	gay vacations for singles	245	18	7.35%	N/A
	best gay vacation destinations	257	17	6.61%	N/A
	gay beach resorts	222	16	7.21%	N/A
	best gay resort	395	14	3.54%	N/A
	gay singles vacations	214	13	6.07%	N/A
	gay wedding locations	204	12	5.88%	N/A
	vacation lesbian	201	12	5.97%	N/A
	best gay beach vacations	161	12	7.45%	N/A
	gay men vacations	183	10	5.46%	N/A
	gay vacation	134	9	6.72%	N/A
	gay adventure travel	133	9	6.77%	N/A
	gay friendly vacation spots	81	9	11.11%	N/A
	gay marriage venues	227	7	3.08%	N/A
	gay and lesbian resorts	127	7	5.51%	N/A
	lesbian vacation spots	102	7	6.86%	N/A
	best gay vacation	100	6	6.00%	N/A
	gay beach vacations	49	5	10.20%	N/A
	gay vacation spots	45	5	11.11%	N/A
	gay vacations for singles	47	4	8.51%	N/A
	gay vacations for couples	155	3	1.94%	N/A
	gay only resort	96	3	3.13%	N/A
	Gay Vacations	51	2	3.92%	N/A
	gay singles vacation	32	2	6.25%	N/A
	gay vacation ideas	27	2	7.41%	N/A
	gay friendly vacation rentals	23	2	8.70%	N/A
	lesbian friendly vacation spots	22	2	9.09%	N/A
	+gay +vacations	21	2	9.52%	N/A
	gay winter vacations	11	2	18.18%	N/A
	lesbian family vacations	9	2	22.22%	N/A
	luxury gay travel	76	1	1.32%	N/A
	gay friendly vacations	62	1	1.61%	N/A
	gay singles vacation packages	26	1	3.85%	N/A
	gay family vacations	10	1	10.00%	N/A
JANUARY 2020					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
1/6-1/31	CNN.com Pre-Roll (Geo-Targeted to NY,CHI,BOS,PHL,DC) - Co-Op	315,852	5513	193.00%	84.00%
1/1-1/31	Pinterest.com (Wedding Promo)	675,553	4334	0.64%	N/A
1/6-1/31	Samsung Ads Re-Targeting (Digital Devices Connected to TV/OTT)	688,220	2240	0.33%	72.75%
1/6-1/31	Conversant - Scandanavia (Geo-Targeting Stockholm,Sweden)	1,737,246	1,263	0.07%	N/A
1/1-1/31	BrideClick	548,960	1082	0.20%	N/A
1/6-1/31	Conversant (Interactive Pre-Roll)	638,285	918	0.14%	74.91%
1/6-1/31	Conversant Interactive Banners (Geo-Targeted to NY,CHI,BOS,PHL,DC) - Co-Op	1,031,762	903	0.09%	N/A
1/17/20	WeddingWire.com (Facebook)	58,889	578	0.98%	N/A
1/6-1/31	SpotX Video Ads - Canada (Geo-Targeting Ontario)	545,139	556	0.10%	75.32%
1/22/20	Travel Spike Email (East of Mississippi) - Co-Op	327,816	529	0.16%	N/A
1/6-1/31	Adara (Targets users sesraching for airfares/hotels)	1,172,737	516	0.04%	N/A
1/6-1/31	SpotX Video Ads - Germany (Geo-Targeting Dusseldorf,Frankfurt,Stuttgart)	596,734	311	0.05%	64.08%
1/6-1/31	SpotX Video Ads - UK (Geo-Targeting London)	414,664	292	0.07%	68.58%
1/1-1/31	WeddingWire.com/TheKnot.com (Banners)	244,775	98	0.04%	N/A
	LGBT WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
1/1-1/31	Facebook - LGBT (Targeting w/ KW LGBT Video)	573,047	5,605	0.98%	N/A
1/1-1/31	Pride Media (Social Media Influencers Custom Videos)	1,732,787	3,581	0.21%	N/A

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



		Impressions	Clicks/Engagements	Click-through %	VCR
1/1-1/31	Towleroad.com (Sponsored Post/Content)	430,098	665	0.15%	N/A
1/1-1/31	Gay Ad Network	134,084	301	0.22%	N/A
1/1-1/31	SDL Channel (German Gay Ad Network)	161,471	90	0.06%	N/A
1/1-1/31	Passport.com KW Branded Content Program	31,603	78	0.25%	N/A
1/1-1/31	Attitude.co.uk	68,987	41	0.06%	N/A
MOBILE					
1/1-1/31	Facebook/Instagram Video (Promoting KW Direct Flights - PHL>>EYW)	353626	8,944	2.53%	N/A
1/1-1/31	Facebook/Instagram Video (Promoting KW Direct Flights - EWR&LGA>>EYW)	323,821	8,165	2.52%	N/A
1/1-1/31	Facebook/Instagram.com (Weddings/Honeymoons)	457,313	6,528	1.43%	N/A
1/1-1/31	Facebook/Instagram Video (General KW Branding)	863,468	6,284	0.73%	N/A
1/1-1/31	Facebook/Instagram Video (Promoting KW Direct Flights - ORD>>EYW)	264,027	4,357	1.65%	N/A
1/1-1/31	Pandora (Geo-Targeted to Direct Flight Markets - NY,PHL,CHI,DFW)	524,188	2,401	0.46%	84.20%
1/6-1/31	Facebook/Instagram Video (Promoting KW Direct Flights - DFW>>EYW)	177,853	2,158	1.21%	N/A
Google Ad Words					
1/1-1/31	florida hotel	12,986	550	4.24%	N/A
	florida vacations	8,046	374	4.65%	N/A
	honeymoon resorts	5,544	348	6.28%	N/A
	florida vacation	5,035	273	5.42%	N/A
	top honeymoon destinations	2,603	271	10.41%	N/A
	best hotels in florida	5,121	248	4.84%	N/A
	honeymoon spots in florida	1,676	239	14.26%	N/A
	"beach vacatron"	7,344	217	2.95%	N/A
	best honeymoon places	2,387	208	8.71%	N/A
	couples retreat florida	2,468	206	8.35%	N/A
	best resorts in florida	4,257	189	4.44%	N/A
	florida honeymoon	1,318	151	11.46%	N/A
	fun things to do in florida	2,344	144	6.14%	N/A
	honeymoon island florida	1,976	144	7.29%	N/A
	"florida hotels"	1,789	105	5.87%	N/A
	luxury resorts in florida	1,625	79	4.86%	N/A
	honeymoon florida	752	71	9.44%	N/A
	[beach vacations]	2,395	67	2.80%	N/A
	golf vacation	3,410	62	1.82%	N/A
	florida scuba	717	55	7.67%	N/A
	florida fishing	451	21	4.66%	N/A
	*+florida +honeymoons"	85	15	17.65%	N/A
	[golf resorts in florida]	460	12	2.61%	N/A
	"florida beach vacations"	160	9	5.63%	N/A
	florida resorts for couples	183	8	4.37%	N/A
	[florida beaches]	115	7	6.09%	N/A
	florida camping	66	6	9.09%	N/A
	[florida beach vacation]	85	3	3.53%	N/A
	florida honeymoons	54	3	5.56%	N/A
	[florida scuba diving]	53	3	5.66%	N/A
	[florida fishing]	51	3	5.88%	N/A
	"florida fishing"	28	3	10.71%	N/A
	beach wedding	15	2	13.33%	N/A
	"florida diving"	45	1	2.22%	N/A
	[florida beach vacation packages]	36	1	2.78%	N/A
	destination wedding	33	1	3.03%	N/A
Bing, Yahoo and AOL Search					
1/1-1/31	+florida+fishing	50,147	464	0.93%	N/A
	+hotel fl	21,600	291	1.35%	N/A
	+florida+resort	8,667	259	2.99%	N/A
	+florida +hotel	15,353	228	1.49%	N/A
	+florida+vacation	4,936	192	3.89%	N/A
	+resort fl	4,753	183	3.85%	N/A
	+fishing places fl	5,170	81	1.57%	N/A
	luxury +resort fl	1,075	32	2.98%	N/A
	+florida beach +resort	383	18	4.70%	N/A
	+florida +hotel deals	759	15	1.98%	N/A
LGBT Google Ad Words					
1/1-1/31	gay cruise vacations	2,782	250	8.99%	N/A
	gay vacation resorts	3,017	206	6.83%	N/A
	single lesbian vacations	1,404	157	11.18%	N/A
	vacations for single gay men	726	58	7.99%	N/A
	lesbian friendly vacations	764	52	6.81%	N/A
	gay cruise vacations	496	39	7.86%	N/A
	gay singles vacations	548	37	6.75%	N/A
	+gay +resorts	244	33	13.52%	N/A
	gay vacations	660	32	4.85%	N/A
	gay vacation resorts	384	30	7.81%	N/A
	gay vacations for singles	331	28	8.46%	N/A
	lesbian vacation	325	26	8.00%	N/A
	gay friendly travel	427	19	4.45%	N/A
	best gay vacation spots	230	18	7.83%	N/A
	gay vacation destinations	312	17	5.45%	N/A
	gay vacation packages	267	17	6.37%	N/A
	gay holiday	351	16	4.56%	N/A
	gay men vacations	321	16	4.98%	N/A
	best gay resort	298	15	5.03%	N/A
	gay wedding locations	296	15	5.07%	N/A
	gay marriage venues	352	14	3.98%	N/A
	gay and lesbian vacations	320	14	4.38%	N/A
	vacation lesbian	219	12	5.48%	N/A
	best gay travel	232	11	4.74%	N/A

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



gay marriage destinations	219	10	4.57%	N/A
lesbian friendly vacation spots	155	10	6.45%	N/A
gay vacation spots	93	10	10.75%	N/A
best vacations for gay couples	90	9	10.00%	N/A
gay men vacations	158	8	5.06%	N/A
best gay vacation destinations	63	7	11.11%	N/A
gay adventure travel	201	6	2.99%	N/A
gay friendly vacations	157	6	3.82%	N/A
gay holiday resorts	102	6	5.88%	N/A
best gay beach vacations	175	5	2.86%	N/A
gay beach resorts	120	5	4.17%	N/A
+gay +vacations	90	4	4.44%	N/A
gay vacation spots	69	4	5.80%	N/A
gay friendly vacation rentals	63	4	6.35%	N/A
best gay vacations for singles	20	4	20.00%	N/A
gay vacations for couples	169	3	1.78%	N/A
gay and lesbian resorts	149	3	2.01%	N/A
lesbian vacation spots	102	3	2.94%	N/A
luxury gay travel	54	3	5.56%	N/A
gay vacations for singles	46	3	6.52%	N/A
gay vacation	137	2	1.46%	N/A
gay single vacations	70	2	2.86%	N/A
+gay +vacation	47	2	4.26%	N/A
gay vacation ideas	31	2	6.45%	N/A
best gay vacation	21	2	9.52%	N/A
lesbian family vacations	19	2	10.53%	N/A
gay friendly vacation	12	2	16.67%	N/A
Gay Vacations	60	1	1.67%	N/A
gay friendly vacation spots	52	1	1.92%	N/A
gay beach vacations	48	1	2.08%	N/A
vacation gay	43	1	2.33%	N/A
gay singles vacation	36	1	2.78%	N/A
single gay vacations	26	1	3.85%	N/A
gay luxury travel	25	1	4.00%	N/A
vacations for gay singles	11	1	9.09%	N/A
gay vacation ideas	1	1	100.00%	N/A

FEBRUARY 2020

DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
2/1-2/23	Pinterest.com (Weddings Promo)	917,135	5,971	0.65%	N/A
2/5/20	ShermansTravel.com Travel E-Bulletin (Geo-Northeast) - Co-Op	64,919	2,802	4.32%	N/A
2/1-2/29	Samsung Ads Re-Targeting (Digital Devices Connected to TV/OTT)	782,678	2,564	0.33%	76.63%
2/1-2/29	CNN.com Pre-Roll (Geo-Targeted to NY,CHI,BOS,PHL,DC) - Co-Op	250,245	2,443	0.98%	89.00%
2/1-2/29	Conversant (Interactive Pre-Roll)	711,715	2,324	0.33%	79.00%
2/1-2/29	Conversant - Scandanavia (Geo-Targeting Stockholm,Sweden)	1,906,009	1,562	0.08%	N/A
2/1-2/29	Conversant Interactive Banners (Geo-Targeted to NY,CHI,BOS,PHL,DC) - Co-Op	1,150,955	1,183	0.10%	N/A
2/3-2/29	SpotFishing.com/SaltwaterSportsman.com	132,108	853	0.65%	N/A
2/1-2/29	BrideClick	359,151	737	0.21%	N/A
2/1-2/29	Adara (Targets users sesarching for airfares/hotels)	1,181,421	720	0.06%	N/A
2/26/20	Travel Spike Email (East of Mississippi) - Co-Op	18,648	529	2.84%	N/A
2/1-2/29	SpotX Video Ads - UK (Geo-Targeting London)	437,918	407	0.09%	86.92%
2/1-2/29	SpotX Video Ads - Canada (Geo-Targeting Ontario)	529,253	380	0.07%	74.85%
2/3-2/29	OutsideOnline.com	120,491	239	0.20%	N/A
2/1-2/29	SpotX Video Ads - Germany (Geo-Targeting Dusseldorf,Frankfurt,Stuttgart)	741,599	220	0.03%	71.59%
LGBT WEBSITE		Impressions	Clicks/Engagements	Click-through %	VCR
2/1-2/29	Facebook - LGBT (Targeting w/ KW LGBT Video)	383,340	7,223	1.88%	N/A
2/1-2/29	Pride Media (Social Media Influencers Custom Videos)	1,472,762	3,224	0.22%	N/A
2/1-2/29	Gay Ad Network	217,318	584	0.27%	N/A
2/1-2/29	Towleroad.com (Sponsored Post/Content)	323,018	508	0.16%	N/A
2/1-2/29	SDL Channel (German Gay Ad Network)	180,787	125	6.91%	N/A
2/1-2/29	Diva.co.uk	30,000	48	0.16%	N/A
2/1-2/29	Attitude.co.uk	60,093	40	0.07%	N/A
2/1-2/29	Passport.com Key West Branded Content Program	31,701	37	0.12%	N/A
MOBILE		Impressions	Clicks/Engagements	Click-through %	VCR
2/1-2/29	BrideClick (Native Content via Social Media)	87,685	10,067	11.48%	N/A
2/1-2/29	Facebook/Instagram Video (General KW Branding)	717,118	9,025	1.26%	N/A
2/1-2/29	Facebook/Instagram Video (Promoting KW Direct Flights - EWR&LGA>>EYW)	299,871	8,919	2.97%	N/A
2/1-2/29	Facebook/Instagram Video (PromotingKW Direct Flights - BOS>>EYW)	324,871	6,908	2.13%	N/A
2/1-2/29	Facebook/Instagram Video (Promoting KW Direct Flights - ORD>>EYW)	228,110	5,612	2.46%	N/A
2/1-2/29	Ground Truth (Geo-Fenced to Mobile Users)	2,383,781	4,605	0.19%	N/A
2/1-2/29	Facebook/Instagram Video (PromotingKW Direct Flights - PHL>>EYW)	238,011	4,171	1.75%	N/A
2/1-2/29	Facebook/Instagram Video (Promoting KW Direct Flights - DFW>>EYW)	140,950	3,516	2.49%	N/A
2/1-2/29	Facebook/Instagram.com (Weddings/Honeymoons)	289,715	3,356	1.16%	N/A
2/1-2/29	Pandora (Geo-Targeted to Direct Flights Markets - NY,PHL,CHI,DFW)	544,631	2,144	0.39%	83.80%
2/3-2/29	SpotFishing.com/SaltwaterSportsman.com (Custom FB Post)	350,027	1,196	0.34%	N/A
Google Ad Words		Impressions	Clicks/Engagements	Click-through %	VCR
2/1-2/29	florida hotel	12,986	550	4.24%	N/A
	florida vacations	8,046	374	4.65%	N/A
	honeymoon resorts	5,544	348	6.28%	N/A
	florida vacation	5,035	273	5.42%	N/A
	top honeymoon destinations	2,603	271	10.41%	N/A
	best hotels in florida	5,121	248	4.84%	N/A
	honeymoon spots in florida	1,676	239	14.26%	N/A
	"beach vacation"	7,344	217	2.95%	N/A
	best honeymoon places	2,387	208	8.71%	N/A
	couples retreat florida	2,468	206	8.35%	N/A
	best resorts in florida	4,257	189	4.44%	N/A
	florida honeymoon	1,318	151	11.46%	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

	fun things to do in florida	2,344	144	6.14%	N/A
	honeymoon island florida	1,976	144	7.29%	N/A
	"florida hotels"	1,789	105	5.87%	N/A
	luxury resorts in florida	1,625	79	4.86%	N/A
	honeymoon florida	752	71	9.44%	N/A
	[beach vacations]	2,395	67	2.80%	N/A
	golf vacation	3,410	62	1.82%	N/A
	florida scuba	717	55	7.67%	N/A
	florida fishing	451	21	4.66%	N/A
	"*florida +honeymoons"	85	15	17.65%	N/A
	[golf resorts in florida]	460	12	2.61%	N/A
	"florida beach vacations"	160	9	5.63%	N/A
	florida resorts for couples	183	8	4.37%	N/A
	[florida beaches]	115	7	6.09%	N/A
	florida camping	66	6	9.09%	N/A
	[florida beach vacation]	85	3	3.53%	N/A
	florida honeymoons	54	3	5.56%	N/A
	[florida scuba diving]	53	3	5.66%	N/A
	[florida fishing]	51	3	5.88%	N/A
	"florida fishing"	28	3	10.71%	N/A
	beach wedding	15	2	13.33%	N/A
	"florida diving"	45	1	2.22%	N/A
	[florida beach vacation packages]	36	1	2.78%	N/A
	destination wedding	33	1	3.03%	N/A
	LGBT Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
2/1-2/29	gay cruise vacations	2,782	250	8.99%	N/A
	gay vacation resorts	3,017	206	6.83%	N/A
	single lesbian vacations	1,404	157	11.18%	N/A
	vacations for single gay men	726	58	7.99%	N/A
	lesbian friendly vacations	764	52	6.81%	N/A
	gay cruise vacations	496	39	7.86%	N/A
	gay singles vacations	548	37	6.75%	N/A
	+gay +resorts	244	33	13.52%	N/A
	gay vacations	660	32	4.85%	N/A
	gay vacation resorts	384	30	7.81%	N/A
	gay vacations for singles	331	28	8.46%	N/A
	lesbian vacation	325	26	8.00%	N/A
	gay friendly travel	427	19	4.45%	N/A
	best gay vacation spots	230	18	7.83%	N/A
	gay vacation destinations	312	17	5.45%	N/A
	gay vacation packages	267	17	6.37%	N/A
	gay holiday	351	16	4.56%	N/A
	gay men vacations	321	16	4.98%	N/A
	best gay resort	298	15	5.03%	N/A
	gay wedding locations	296	15	5.07%	N/A
	gay marriage venues	352	14	3.98%	N/A
	gay and lesbian vacations	320	14	4.38%	N/A
	vacation lesbian	219	12	5.48%	N/A
	best gay travel	232	11	4.74%	N/A
	gay marriage destinations	219	10	4.57%	N/A
	lesbian friendly vacation spots	155	10	6.45%	N/A
	gay vacation spots	93	10	10.75%	N/A
	best vacations for gay couples	90	9	10.00%	N/A
	gay men vacations	158	8	5.06%	N/A
	best gay vacation destinations	63	7	11.11%	N/A
	gay adventure travel	201	6	2.99%	N/A
	gay friendly vacations	157	6	3.82%	N/A
	gay holiday resorts	102	6	5.88%	N/A
	best gay beach vacations	175	5	2.86%	N/A
	gay beach resorts	120	5	4.17%	N/A
	gay +vacations	90	4	4.44%	N/A
	gay vacation spots	69	4	5.80%	N/A
	gay friendly vacation rentals	63	4	6.35%	N/A
	best gay vacations for singles	20	4	20.00%	N/A
	gay vacations for couples	169	3	1.78%	N/A
	gay and lesbian resorts	149	3	2.01%	N/A
	lesbian vacation spots	102	3	2.94%	N/A
	luxury gay travel	54	3	5.56%	N/A
	gay vacations for singles	46	3	6.52%	N/A
	gay vacation	137	2	1.46%	N/A
	gay single vacations	70	2	2.86%	N/A
	gay +vacation	47	2	4.26%	N/A
	gay vacation ideas	31	2	6.45%	N/A
	best gay vacation	21	2	9.52%	N/A
	lesbian family vacations	19	2	10.53%	N/A
	gay friendly vacation	12	2	16.67%	N/A
	Gay Vacations	60	1	1.67%	N/A
	gay friendly vacation spots	52	1	1.92%	N/A
	gay beach vacations	48	1	2.08%	N/A
	vacation gay	43	1	2.33%	N/A
	gay singles vacation	36	1	2.78%	N/A
	single gay vacations	26	1	3.85%	N/A
	gay luxury travel	25	1	4.00%	N/A
	vacations for gay singles	11	1	9.09%	N/A
	Bing, Yahoo and AOL Search	Impressions	Clicks/Engagements	Click-through %	VCR
2/1-2/29	+florida+fishing	56,745	399	0.70%	N/A

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



	+hotel fl	20,964	232	1.11%	N/A
	+florida +hotel	8,893	111	1.25%	N/A
	+florida+resort	4,398	113	2.57%	N/A
	+florida+vacation	4,327	118	2.73%	N/A
	+resort fl	3,754	118	3.14%	N/A
	+fishing places fl	2,336	39	1.67%	N/A
	luxury +resort fl	853	29	3.40%	N/A
	+florida +hotel deals	694	10	1.44%	N/A
	+florida beach +resort	251	10	3.98%	N/A
	best hotel +resorts +florida	65	4	6.15%	N/A
MARCH 2020					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
3/1-3/16	WeddingWire.com/TheKnot.com	542,727	12,294	2.27%	N/A
3/1-3/16	CNN.com Pre-Roll (Geo-Targeted to Dallas-Ft Worth) - Co-Op	363,045	4,559	156.00%	85.00%
3/1-3/16	CNN.com Pre-Roll Video (Geo-Targeted to NY,CHI,BOS,PHL,DC) - Co-Op	194,817	1,773	0.91%	88.00%
3/1-3/16	Samsung Ads Re-Targeting (Digital Devices Connected to TV/OTT)	390,198	1,456	0.37%	76.72%
3/11/20	TravelandLeisure.com E-Newsletter - Co-Op	221,419	1,051	0.47%	N/A
3/1-3/20	Adara (Targets users sesraching for airfares/hotels)	627,902	829	0.13%	N/A
3/2-3/16	Conversant Interactive Banners (Atlanta,Charlotte,Dallas,Houston) - Co-Op	945,595	660	0.07%	N/A
3/1-3/16	Conversant (Interactive Pre-Roll)	373,422	281	0.08%	76.00%
3/1-3/16	BrideClick	136,626	256	0.19%	N/A
3/1-3/16	Conversant Interactive Banners (Geo-Targeted to NY,CHI,BOS,PHL,DC) - Co-Op	328,434	213	0.06%	N/A
3/1-3/16	OutsideOnline.com	6,868	16	0.23%	N/A
	LGBT WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
3/1-3/16	Facebook - LGBT (Targeting w/ KW LGBT Video)	123,418	2,654	2.15%	N/A
3/1-3/16	Gay Ad Network	196,205	597	0.30%	N/A
3/1-3/16	Towleroad.com (Sponsored Post/Content)	198,540	359	0.18%	N/A
3/1-3/16	Passport.com Key West Branded Content Program	15,041	20	0.13%	N/A
	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
3/1-3/16	Facebook/Instagram Video (General KW Branding)	533,020	7,911	1.48%	N/A
3/1-3/16	Facebook/Instagram.com (Weddings/Honeymoons)	369,420	4,768	1.29%	N/A
3/1-3/16	Facebook/Instagram Video (Promoting KW Direct Flights - EWR&LGA>>EYW)	109,669	3,516	3.21%	N/A
3/1-3/16	Facebook/Instagram Video (Promoting KW Direct Flights - ORD>>EYW)	98,710	2,386	2.42%	N/A
3/1-3/16	Facebook/Instagram Video (PromotingKW Direct Flights - BOS>>EYW)	153,109	2,278	1.49%	N/A
3/1-3/16	Facebook/Instagram Video (Promoting KW Direct Flights - DFW>>EYW)	59,436	1,462	2.46%	N/A
3/1-3/17	Pandora (Geo-Targeted to Direct Flights Markets - NY,PHL,CHI,DFW)	299,556	1,326	0.44%	N/A
3/1-3/16	Facebook/Instagram Video (PromotingKW Direct Flights - PHL>>EYW)	90,983	1,146	1.26%	N/A
3/1-3/16	SportFishing.com/SaltwaterSportsman.com (Custom FB Post)	145,642	909	0.62%	N/A
	Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
3/1-3/25	honeymoon resorts	5,232	251	4.80%	N/A
	florida vacation	3,981	223	5.60%	N/A
	florida vacations	3,362	192	5.71%	N/A
	florida hotel	4,698	183	3.90%	N/A
	florida fishing	2,395	120	5.01%	N/A
	top honeymoon destinations	1,595	100	6.27%	N/A
	best hotels in florida	1,882	97	5.15%	N/A
	"beach vacation"	2,982	97	3.25%	N/A
	best honeymoon places	2,129	94	4.42%	N/A
	couples retreat florida	1,193	93	7.80%	N/A
	florida scuba	1,272	84	6.60%	N/A
	honeymoon island florida	1,025	71	6.93%	N/A
	florida honeymoon	565	66	11.68%	N/A
	honeymoon florida	390	39	10.00%	N/A
	florida camping	1,065	38	3.57%	N/A
	[beach vacations]	842	29	3.44%	N/A
	"florida hotels"	549	28	5.10%	N/A
	luxury resorts in florida	541	25	4.62%	N/A
	fun things to do in florida	369	20	5.42%	N/A
	best resorts in florida	453	19	4.19%	N/A
	"florida fishing"	205	19	9.27%	N/A
	golf vacation	901	17	1.89%	N/A
	[florida beaches]	291	13	4.47%	N/A
	[florida scuba diving]	86	11	12.79%	N/A
	"florida beach vacations"	150	11	7.33%	N/A
	beach wedding	330	6	1.82%	N/A
	destination wedding	192	5	2.60%	N/A
	florida resorts for couples	81	4	4.94%	N/A
	[florida fishing]	141	4	2.84%	N/A
	"florida diving"	26	4	15.38%	N/A
	honeymoon spots in florida	22	3	13.64%	N/A
	[golf resorts in florida]	78	3	3.85%	N/A
	florida honeymoons	70	3	4.29%	N/A
	[florida beach vacation]	110	3	2.73%	N/A
	best destination wedding resorts	36	2	5.56%	N/A
	[florida beach vacation packages]	56	2	3.57%	N/A
	florida beach weddings	43	1	2.33%	N/A
	"beach getaways in florida"	36	1	2.78%	N/A
	florida weddings	35	1	2.86%	N/A
	LGBT Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
3/1-3/25	gay cruise vacations	1,289	125	9.70%	N/A
	gay friendly travel	807	50	6.20%	N/A
	single lesbian vacations	342	42	12.28%	N/A
	best gay travel	652	35	5.37%	N/A
	vacations for single gay men	239	22	9.21%	N/A
	gay vacation resorts	279	19	6.81%	N/A

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



	gay vacations for couples	277	16	5.78%	N/A
	lesbian vacation	193	12	6.22%	N/A
	gay men vacations	277	12	4.33%	N/A
	gay wedding locations	230	12	5.22%	N/A
	lesbian friendly vacations	135	12	8.89%	N/A
	+gay +resorts	181	11	6.08%	N/A
	best vacations for gay couples	138	11	7.97%	N/A
	gay vacation destinations	131	10	7.63%	N/A
	gay vacation resorts	214	10	4.67%	N/A
	gay cruise vacations	159	9	5.66%	N/A
	gay holiday	273	9	3.30%	N/A
	gay marriage venues	244	8	3.28%	N/A
	best gay vacation spots	105	7	6.67%	N/A
	best gay resort	414	7	1.69%	N/A
	gay beach resorts	219	7	3.20%	N/A
	gay and lesbian vacations	108	6	5.56%	N/A
	gay beach vacations	74	6	8.11%	N/A
	gay vacation packages	72	5	6.94%	N/A
	gay vacations for singles	98	5	5.10%	N/A
	gay vacations	123	4	3.25%	N/A
	best gay vacation destinations	50	4	8.00%	N/A
	gay marriage destinations	58	4	6.90%	N/A
	gay friendly vacation spots	52	3	5.77%	N/A
	Gay Vacations	64	3	4.69%	N/A
	gay vacation	64	3	4.69%	N/A
	best gay beach vacations	32	3	9.38%	N/A
	gay and lesbian resorts	72	2	2.78%	N/A
	gay men vacations	105	2	1.90%	N/A
	gay vacation spots	16	2	12.50%	N/A
	gay friendly vacations	34	2	5.88%	N/A
	vacation lesbian	18	1	5.56%	N/A
	luxury gay travel	14	1	7.14%	N/A
	gay single vacations	17	1	5.88%	N/A
	gay vacation spots	36	1	2.78%	N/A
	gay singles vacations	30	1	3.33%	N/A
	lesbian friendly vacation spots	40	1	2.50%	N/A
	Bing, Yahoo and AOL Search	Impressions	Clicks/Engagements	Click-through %	VCR
3/1-3/25	+florida+fishing	36,864	338	0.92%	N/A
	+hotel fl	16,112	233	1.45%	N/A
	+florida +hotel	6,314	99	1.57%	N/A
	+florida+vacation	3,282	79	2.41%	N/A
	+resort fl	2,817	64	2.27%	N/A
	+florida+resort	2,463	57	2.31%	N/A
	+florida +hotel deals	1,024	15	1.46%	N/A
	+fishing places fl	1,624	10	0.62%	N/A
	luxury +resort fl	412	10	2.43%	N/A
	+florida beach +resort	230	5	2.17%	N/A
	best hotel +resorts +florida	59	3	5.08%	N/A
APRIL 2020					
	Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
4/1-4/30	florida vacations	4,966	180	3.62%	N/A
	florida vacation	3,994	156	3.91%	N/A
	"beach vacation"	1,591	55	3.46%	N/A
	"hotels in florida"	836	45	5.38%	N/A
	"Best Honeymoons"	1,260	41	3.25%	N/A
	"top honeymoon destinations"	536	40	7.46%	N/A
	"florida hotel"	731	29	3.97%	N/A
	"couples retreat florida"	261	29	11.11%	N/A
	"florida hotels"	690	23	3.33%	N/A
	"romantic getaways in florida"	162	22	13.58%	N/A
	destination wedding	841	20	2.38%	N/A
	"florida fishing"	423	18	4.26%	N/A
	[beach vacations]	382	17	4.45%	N/A
	[best florida beaches]	123	13	10.57%	N/A
	[florida fishing]	274	12	4.38%	N/A
	[Best Honeymoons]	268	11	4.10%	N/A
	[florida hotels]	105	9	8.57%	N/A
	"florida honeymoon"	70	7	10.00%	N/A
	[resorts in florida]	40	5	12.50%	N/A
	[florida beach vacation]	34	5	14.71%	N/A
	"florida honeymoons"	19	5	26.32%	N/A
	"florida diving"	249	4	1.61%	N/A
	[deep sea fishing florida]	38	4	10.53%	N/A
	[honeymoon resorts in florida]	31	4	12.90%	N/A
	[florida vacations]	24	4	16.67%	N/A
	[best resorts in florida]	93	3	3.23%	N/A
	[things to do in florida]	70	3	4.29%	N/A
	[miami fishing charters]	59	3	5.08%	N/A
	"honeymoon resorts in florida"	28	3	10.71%	N/A
	[florida honeymoon ideas]	26	3	11.54%	N/A
	[fishing vacations]	26	3	11.54%	N/A
	[fishing charters florida]	18	3	16.67%	N/A
	[vacation in florida]	16	3	18.75%	N/A
	"florida vacation"	9	3	33.33%	N/A
	[best florida beach resorts]	76	2	2.63%	N/A

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



	[florida honeymoons]	53	2	3.77%	N/A
	[florida resorts]	39	2	5.13%	N/A
	[florida beaches]	31	2	6.45%	N/A
	[florida scuba diving]	25	2	8.00%	N/A
	[florida trips]	7	2	28.57%	N/A
	[florida getaways]	29	1	3.45%	N/A
	[places to stay in florida]	25	1	4.00%	N/A
	[florida destinations]	19	1	5.26%	N/A
	[florida beach vacation packages]	18	1	5.56%	N/A
	[florida fishing trip]	12	1	8.33%	N/A
	"florida destinations"	7	1	14.29%	N/A
	"beach vacation spots in florida"	7	1	14.29%	N/A
	LGBT Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
4/1-4/30	gay cruise vacations	680	81	11.91%	N/A
	best gay travel	1,141	34	2.98%	N/A
	gay wedding ideas	409	23	5.62%	N/A
	best gay vacation spots	172	14	8.14%	N/A
	lesbian friendly vacations	141	14	9.93%	N/A
	gay holiday	412	13	3.16%	N/A
	gay marriage venues	285	13	4.56%	N/A
	single lesbian vacations	141	13	9.22%	N/A
	gay vacations for couples	199	11	5.53%	N/A
	vacations for single gay men	101	11	10.89%	N/A
	gay men vacations	236	10	4.24%	N/A
	best vacations for gay couples	55	8	14.55%	N/A
	gay wedding locations	206	7	3.40%	N/A
	gay vacation resorts	170	6	3.53%	N/A
	gay vacations	129	6	4.65%	N/A
	lesbian vacation	123	6	4.88%	N/A
	gay vacations for singles	48	6	12.50%	N/A
	gay vacation	64	5	7.81%	N/A
	gay marriage destinations	57	5	8.77%	N/A
	best gay beach vacations	69	3	4.35%	N/A
	gay adventure travel	53	3	5.66%	N/A
	best vacation spots for gay couples	35	3	8.57%	N/A
	gay friendly travel	98	2	2.04%	N/A
	gay friendly vacations	92	2	2.17%	N/A
	best gay vacations for singles	61	2	3.28%	N/A
	luxury gay travel	29	2	6.90%	N/A
	Gay Vacations	25	2	8.00%	N/A
	gay single travel	65	1	1.54%	N/A
	best gay vacation	25	1	4.00%	N/A
	gay friendly beach vacations	24	1	4.17%	N/A
	gay and lesbian vacations	23	1	4.35%	N/A
	gay luxury travel	20	1	5.00%	N/A
	vacation lesbian	14	1	7.14%	N/A
	lesbian vacation spots	5	1	20.00%	N/A
	Bing, Yahoo and AOL Search	Impressions	Clicks/Engagements	Click-through %	VCR
4/1-4/30	+florida+fishing	40,520	364	0.84%	N/A
	+hotel fl	15,444	228	1.41%	N/A
	+florida +hotel	4,512	95	2.30%	N/A
	+florida+vacation	3,614	67	1.89%	N/A
	+resort fl	3,397	53	1.35%	N/A
	+florida+resort	2,934	51	1.70%	N/A
	+fishing places fl	3,201	30	0.94%	N/A
	+florida +hotel deals	1,290	23	1.78%	N/A
	luxury +resort fl	555	7	1.26%	N/A
	+florida beach +resort	525	7	1.33%	N/A
	best hotel +resorts +florida	220	4	1.82%	N/A
	+florida+fishing+charters	27	1	3.70%	N/A
MAY 2020					
	Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
5/1-5/31	"romantic getaways in florida"	2,565	190	7.41%	N/A
	"top honeymoon destinations"	1,265	64	5.06%	N/A
	[beach vacations]	1,670	60	3.59%	N/A
	"couples retreat florida"	436	45	10.32%	N/A
	[honeymoon resorts in florida]	316	41	12.97%	N/A
	"florida diving"	720	38	5.28%	N/A
	[florida honeymoons]	366	35	9.56%	N/A
	[florida fishing]	735	32	4.35%	N/A
	[Best Honeymoons]	610	26	4.26%	N/A
	[deep sea fishing florida]	321	20	6.23%	N/A
	[miami fishing charters]	393	13	3.31%	N/A
	[florida honeymoon ideas]	124	13	10.48%	N/A
	[florida scuba diving]	142	12	8.45%	N/A
	[fishing charters florida]	120	10	8.33%	N/A
	[florida beach vacation]	212	9	4.25%	N/A
	[florida beach vacation packages]	155	9	5.81%	N/A
	[fishing vacations]	89	9	10.11%	N/A
	[beach wedding]	149	8	5.37%	N/A
	[florida beach wedding]	94	8	8.51%	N/A
	[camping in florida]	168	7	4.17%	N/A
	[florida fishing trip]	97	7	7.22%	N/A
	[florida fishing trip packages]	25	6	24.00%	N/A
	[beach themed wedding]	46	3	6.52%	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

	[Hotels On The Beach In Florida]	42	3	7.14%	N/A
	[Florida Vacations]	24	3	12.50%	N/A
	[florida rv parks]	13	3	23.08%	N/A
	[florida wedding venues]	35	2	5.71%	N/A
	[beach wedding packages]	32	2	6.25%	N/A
	[rv parks in florida]	27	2	7.41%	N/A
	[Vacation In Florida]	12	2	16.67%	N/A
	[Florida Beach Vacations]	4	2	50.00%	N/A
	[destination wedding packages]	53	1	1.89%	N/A
	[Florida Getaways]	26	1	3.85%	N/A
	[Florida Hotels]	23	1	4.35%	N/A
	[tent camping in florida]	14	1	7.14%	N/A
	[Luxury Resorts In Florida]	11	1	9.09%	N/A
	[Florida Hotel Deals]	7	1	14.29%	N/A
	[Florida Beach Vacations]	7	1	14.29%	N/A
	[Florida Vacation Deals]	3	1	33.33%	N/A
	Bing, Yahoo and AOL Search	Impressions	Clicks/Engagements	Click-through %	VCR
5/1-5/31	+hotel fl	15,397	209	1.36%	N/A
	+florida+vacation	4,347	104	2.39%	N/A
	+florida+resort	3,915	91	2.32%	N/A
	+florida +hotel	5,047	74	1.47%	N/A
	+florida+fishing	4,263	71	1.67%	N/A
	+florida+fishing	11,051	70	0.63%	N/A
	+resort fl	3,493	64	1.83%	N/A
	+fishing places fl	3,632	40	1.10%	N/A
	+florida +hotel deals	1,840	30	1.63%	N/A
	+florida+vacation	373	9	2.41%	N/A
	+hotel fl	852	7	0.82%	N/A
	+florida beach +resort	555	7	1.26%	N/A
	+florida +hotel	287	6	2.09%	N/A
	best hotel +resorts florida	250	5	2.00%	N/A
	luxury +resort fl	828	5	0.60%	N/A
	+resort fl	120	4	3.33%	N/A
	+florida+resort	123	3	2.44%	N/A
	sea +fishing +florida	29	1	3.45%	N/A
	LGBT Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
5/1-5/31	[gay cruises]	418	71	16.99%	N/A
	[best gay friendly countries]	236	24	10.17%	N/A
	[lesbian wedding]	725	13	1.79%	N/A
	[gay resorts]	130	10	7.69%	N/A
	[lesbian cruises]	71	10	14.08%	N/A
	[gay hotels]	51	9	17.65%	N/A
	[gay travel destinations]	47	9	19.15%	N/A
	[best gay cities]	163	8	4.91%	N/A
	[lgbt cruises]	42	8	19.05%	N/A
	[gay cruises 2020]	40	7	17.50%	N/A
	[gay travel]	106	6	5.66%	N/A
	[gay wedding ideas]	113	5	4.42%	N/A
	[lesbian vacations]	40	5	12.50%	N/A
	[gay single cruises]	14	5	35.71%	N/A
	[gay florida]	93	4	4.30%	N/A
	[gay friendly islands]	23	4	17.39%	N/A
	[lesbian wedding ideas]	85	3	3.53%	N/A
	[gay hotel]	49	3	6.12%	N/A
	[gay vacation]	43	3	6.98%	N/A
	[best gay vacation destinations]	30	3	10.00%	N/A
	[gay destination weddings]	26	3	11.54%	N/A
	[gay vacation spots]	14	3	21.43%	N/A
	[gay singles vacations]	32	2	6.25%	N/A
	[gay cruise vacations]	32	2	6.25%	N/A
	[gay wedding venues]	29	2	6.90%	N/A
	[gay friendly resorts]	24	2	8.33%	N/A
	[gay travel guide]	21	2	9.52%	N/A
	[gay group travel]	17	2	11.76%	N/A
	[best gay resort]	15	2	13.33%	N/A
	[gay vacation packages]	11	2	18.18%	N/A
	[gay wedding packages]	3	2	66.67%	N/A
	[gay weddings]	105	1	0.95%	N/A
	[lgbtq wedding]	30	1	3.33%	N/A
	[lgbt travel]	25	1	4.00%	N/A
	[lgbtq travel]	22	1	4.55%	N/A
	[gay honeymoon destinations]	18	1	5.56%	N/A
	[lesbian resorts]	17	1	5.88%	N/A
	[gay vacation destinations]	13	1	7.69%	N/A
	[gay tours]	12	1	8.33%	N/A
	[lesbian travel]	10	1	10.00%	N/A
	[gay destinations]	10	1	10.00%	N/A
	[gay couples retreat]	7	1	14.29%	N/A
	[gay friendly vacation rentals]	7	1	14.29%	N/A
	[all male resorts]	6	1	16.67%	N/A
	[gay friendly vacations]	6	1	16.67%	N/A
	[best gay travel]	5	1	20.00%	N/A
	[gay safe places]	3	1	33.33%	N/A
	[gay single travel]	3	1	33.33%	N/A

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

FY 2020 MEDIA PLAN

Holidays/Events	*Halloween (10/31)		* X-Mas (12/25)		* New Year's Day (1/1)		* Pres Day (2/17)		* Easter (4/12)		* Memorial Day (5/25)		* Mini-Lobster Season (7/29-7/30)		* Ind Day (7/4) *Lobster Season (8/6-3/31)		* Labor Day (9/7)																																			
	*Columbus Day (10/14)		*Art Basel (12/5-12/8)		* MLK Day (1/20)																																															
	*Thanksgiving Day (11/28)																																																			
Public Schools Vacation Calendars	Miami-Dade County Public Schools:		Winter Break:		12/23-1/5		Spring Break:		3/23-3/29		Summer Break:		6/4-8/16																																							
	Broward County Public Schools:				12/23-1/6				3/20-3/29				6/3-8/12																																							
	Palm Beach County Public Schools:				12/23-1/6				3/23-3/30				6/1-8/11																																							
	Martin County Public Schools:				12/23-1/5				3/14-3/22				5/29-8/11																																							
	Hillsborough County Public Schools:				12/23-1/6				3/14-3/22				5/30-8/11																																							
	Pinellas County Public Schools:				12/23-1/6				3/14-3/22				6/2-8/12																																							
	Orange County Public Schools:				12/23-1/6				3/13-3/22				5/28-8/11																																							
Osceola County Public Schools:				12/23-1/6				3/14-3/22				5/29-8/11																																								
Seminole County Public Schools:				12/23-1/5				3/14-3/22				5/28-8/11																																								
Duval County Public Schools:				12/23-1/6				3/14-3/22				5/30-8/11																																								
Weeks Begin on Mondays:	4th Quarter												1st Quarter						2nd Quarter					3rd Quarter					#	GROSS TOTAL																						
	OCT '19			NOV '19			DEC '19			JAN '20		FEB '20		MAR '20		APR '20		MAY '20			JUN '20		JUL '20		AUG '20		SEP '20																									
	30-Sep	7-Oct	14-Oct	21-Oct	28-Oct	4-Nov	11-Nov	18-Nov	25-Nov	2-Dec	9-Dec	16-Dec	23-Dec	30-Dec	6-Jan	13-Jan	20-Jan	27-Jan	3-Feb	10-Feb	17-Feb	24-Feb	2-Mar	9-Mar	16-Mar	23-Mar	30-Mar	6-Apr	13-Apr	20-Apr	27-Apr	4-May	11-May	18-May	25-May	1-Jun	8-Jun	15-Jun	22-Jun	29-Jun	6-Jul	13-Jul	20-Jul	27-Jul	3-Aug	10-Aug	17-Aug	24-Aug	31-Aug	7-Sep	14-Sep	21-Sep
DIGITAL:																																																				
Mobile/Tablet/Desktop/Cross-Device:																																																				
• Adara - Targets users searching for airfares and hotel rooms in Florida (excludes Orlando) & Caribbean.	Pre/Mid-Roll :15	5,000,000	10/28-12/15												1/6-3/15						X	X	6/15-7/26					Geo-Targeted to NY		\$108,300																						
Adara has exclusive access to loyalty members & travelers data of Delta, United, US Airways, Marriott, Preferred Hotels, Wyndham, Travelport, Airfare.com, Kayak	+300 x 250 Companion Banner		Geo-Targeted to NY, CHI, PHL, BOS and DC												Geo-Targeted to NY, CHI, PHL, BOS and DC						\$3,609 Paused 3/16-3/29		\$28,500 5/4-6/28 flight moved to 6/15-7/26																													
• Adara - Re-Targeting Bonus Campaign	300 x 250, 160 x 600, 728 x 90	TBD	10/28-12/15												1/6-3/15						X	X	6/15-7/26 (bonus)					Geo-Targeted to NY		Added Value																						
Re-targeting pixel placed on Key West page of the website			National Targeting												National Targeting								Geo-Targeted to FL, ATL, DFW, CLT Florida																													
• Tremor Video Mobile/Tablet/Desktop	Pre-Roll :15	3,225,806	10/21-12/15																		6/15-7/26							\$57,000																								
A35-64 \$100k+ In-Market Travel, Affluent Travelers, Vacationers	+ 300 x250 Companion Banner		Geo-Targeted to NY, CHI, PHL, BOS and DC																				\$28,500 5/4-6/28 flight moved to 6/15-7/26																													
• Conversant Interactive Pre-roll w/weather feed	Pre-Roll :15	2,222,222													1/6-3/15						X	X	6/15-6/28							\$45,600																						
+ 300 x250 Companion Banner															Geo-Targeted to NY, CHI, PHL, BOS and DC						\$7,485 left. Paused 3/16-3/30		Resume 6/15																													
• NYTimes.com Flex Frame Unit Mobile/Tablet	Custom	7,500,000	10/21-12/15																									\$85,500																								
Geo-Targeted to NY, CHI, PHL, BOS and DC			Geo-Targeted to NY, CHI, PHL, BOS and DC																																																	
• Ground Truth - Geo-Fenced to mobile users in Newark Liberty Airport (EWR)															February													\$17,100																								
• Pandora - geo targeted to direct flight markets- NY, PHL, CHI, DFW	Pre-Roll :15														1/6-3/15						X	X								\$34,097																						
Audio Ads to be written for each direct flight market																					\$11,504 3/16-3/29 Cancelled.																															
Connected TV/OTT (Over-the-top):																																																				
• Samsung Ads Re-targeting digital devices of those who have watched Samsung Smart TV/OTT (netflix, hulu, HBO app etc.)	Pre-Roll :15	2,100,893													1/6-3/15													\$57,000																								
Geo-Targeted to NY, CHI, PHL, BOS and DC															Geo-Targeted to NY, CHI, PHL, BOS and DC																																					
• Samba TV Re-targeting digital devices of those who have watched Smart TV/OTT (netflix, hulu, HBO app etc.)	Pre-Roll :15	1,666,667	10/28-12/15																									\$57,000																								
Dedicated E-Newsletters:																																																				
• SportFishingMag.com E-Newsletter	600 pixels	17,000																			X → 20							\$2,953																								
May 13 moved to 6/20																																																				
• SalwaterSportsman E-Newsletter	600 pixels	53,000																			X → 24							\$4,230																								
NEW Digital:																																																				
• Samsung Ads Re-targeting digital devices of those who have watched Samsung Smart TV/OTT (netflix, hulu, HBO app etc.)	Pre-Roll :15	2,100,893																			6/15-8/16							\$62,888																								
• Samba TV Re-targeting digital devices of those who have watched Smart TV/OTT (netflix, hulu, HBO app etc.)	Pre-Roll :15	1,666,667																			6/15-8/16					Geo-Targeted to FL, ATL, DFW & Charlotte		\$62,888																								
• Tremor	Pre-Roll :15	6,508,258																			6/1-7/12							\$115,000																								

Holidays/Events	*Halloween (10/31)	*X-Mas (12/25)	*New Year's Day (1/1)	*Pres Day (2/17)	*Easter (4/12)	*Memorial Day (5/25)	*Mini-Lobster Season (7/29-7/30)	*Ind Day (7/4)	*Lobster Season (8/6-3/31)	*Labor Day (9/7)
	*Columbus Day (10/14)	*Art Basel (12/5-12/8)	*MLK Day (1/20)							
		*Thanksgiving Day (11/28)								
Public Schools Vacation Calendars	Miami-Dade County Public Schools:	Winter Break:	12/23-1/5	Spring Break:	3/23-3/29	Summer Break:	6/4-8/16			
	Broward County Public Schools:		12/23-1/6		3/20-3/29		6/3-8/12			
	Palm Beach County Public Schools:		12/23-1/6		3/23-3/30		6/1-8/11			
	Martin County Public Schools:		12/23-1/5				5/29-8/11			
	Hillsborough County Public Schools:		12/23-1/6				5/30-8/11			
	Pinellas County Public Schools:		12/23-1/6				6/2-8/12			
	Orange County Public Schools:		12/23-1/6				5/28-8/11			
	Osceola County Public Schools:		12/23-1/6				5/29-8/11			
	Seminole County Public Schools:		12/23-1/5				5/28-8/11			
	Duval County Public Schools:		12/23-1/6				5/30-8/11			

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					
LGBT MEDIA PLAN																	
• Gay Ad Network	:15 Video	1,136,000		November	December	January	February	March	X	X	X	X	X	X	X	X	
Gay Ad Network represents hundreds of LGBT websites and apps (instinct, gay star news, pink news, windy city news, etc.)																	
• CurveMag.com Baners	300 x 600, 728 x 90, 300 x 250	90,000															
• CurveMag.com E-Newsletters	300 x 200 image	135,000															
• CurveMag.com Facebook (3x) & Twitter Posts (3x)	450 x 450 image and text	570,000	Dates TBD														
Digital Search Engine Marketing (SEM):																	
• Google Adwords - LGBT Search Terms	CPC		October	November	December	January	February	March	X	X	April	May	June	July	August	September	
LGBT CO-OP																	
LGBT DIGITAL -TOTAL:																	
MAGAZINES:																	
• Out Magazine	Full Page, 4C	190,000		OUT 100 Issue													
• Out Magazine (Upgraded to spread at no extra charge)	Spread, 4C			November/December													
• Out Magazine	Branded Spread	190,000											June				
Branded Spread to be produced by Here Media w/photo/copy + images from Here Media Out in Key West 2018 video/photo shoot																	
• The Advocate	Full Page, 4C	100,000						February/March (Spring Travel)									
• The Advocate	Branded Spread	100,000											June				
Branded Spread to be produced by Here Media w/photo/copy + images from Here Media Out in Key West 2018 video/photo shoot																	
• Curve Magazine	Full Page, 4C	68,200											Summer				
• Passport	Full Page, 4C	77,280						March/April				May/June		July/August (Free 3rd ad)			
+ Full page of content (photos needed)																	
• Pride	Full Page, 4C	50,000											June				
• GayDays Orlando	Full Page, 4C	50,000											May/Jun				
• Towleroad P'Town Pocket Summer Guide	Full Page, 4C	15,000												July			
Less co-op collected:																	
LGBT MAGAZINE -TOTAL:																	
United Kingdom:																	
• Diva UK	Full Page, 4C	35,000		November		January/February		March					June				
• Attitude Magazine	Full Page, 4C	105,000		November			February				April						
• Attitude.co.uk						December-February											
• Diva.co.uk	300 x 250 MPU + 300 x 600 Double MPU	200,000				January/February											

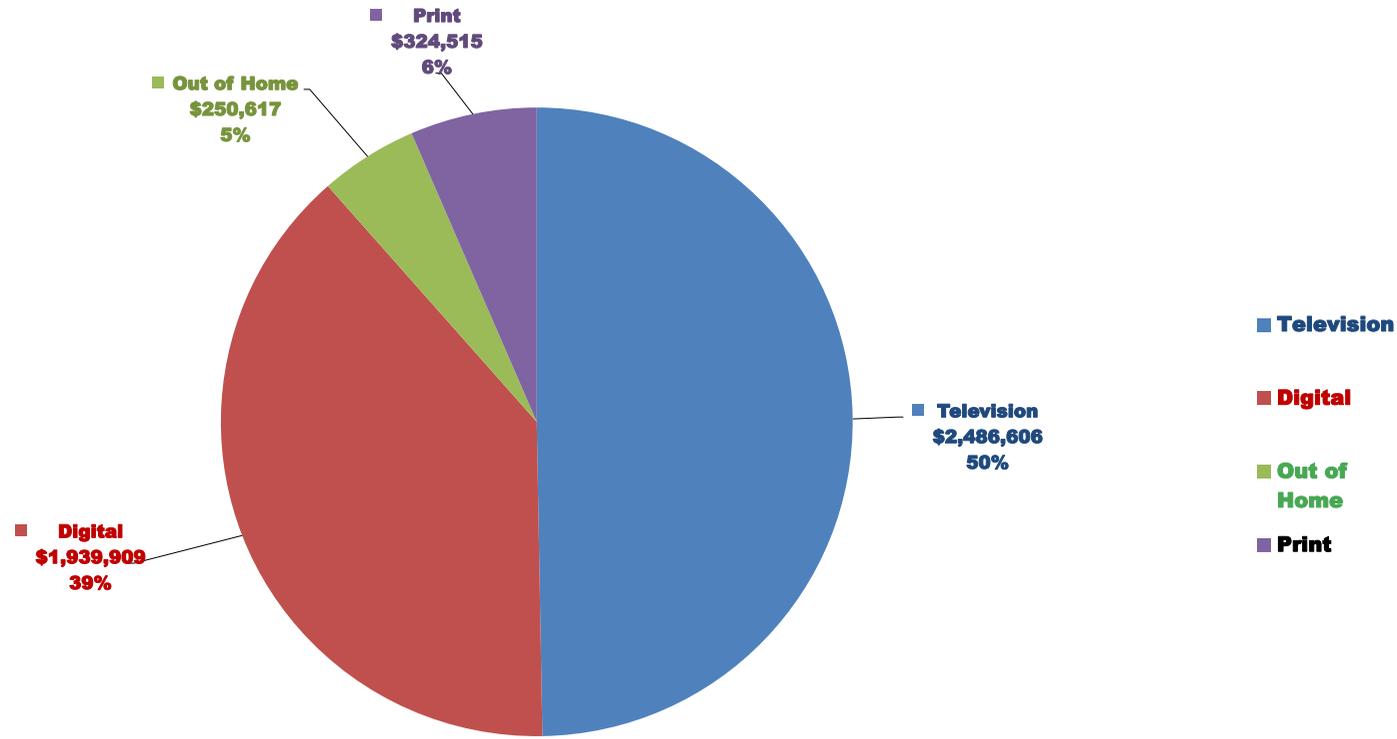
The Florida Keys
Key West
Close To Perfect - Far From Normal

FY 2020 MEDIA PLAN

Tinsley
FULL SERVICE
ADVERTISING

Holidays/Events	*Halloween (10/31)		*X-Mas (12/25)		*New Year's Day (1/1)		*Pres Day (2/17)		*Easter (4/12)		*Memorial Day (5/25)		*Mini-Lobster Season (7/29-7/30)		*Ind Day (7/4) *Lobster Season (8/6-3/31)	
	*Columbus Day (10/14)		*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		Summer Break:			6/4-8/16			
	Broward County Public Schools:		12/23-1/6					3/20-3/29					6/3-8/12			
	Palm Beach County Public Schools:		12/23-1/6					3/23-3/30					6/1-8/11			
	Martin County Public Schools:		12/23-1/5				3/14-3/22						5/29-8/11			
	Hillsborough County Public Schools:		12/23-1/6				3/14-3/22						5/30-8/11			
	Pinellas County Public Schools:		12/23-1/6				3/14-3/22						6/2-8/12			
	Orange County Public Schools:		12/23-1/6				3/13-3/22						5/28-8/11			
	Osceola County Public Schools:		12/23-1/6				3/14-3/22						5/29-8/11			
	Seminole County Public Schools:		12/23-1/5				3/14-3/22						5/28-8/11			
	Duval County Public Schools:		12/23-1/6				3/14-3/22						5/30-8/11			

**DAC I / KEY WEST
FY 2020 PLAN DISTRIBUTION BY MEDIA**



TOTAL MEDIA EXPENDITURE TO DATE: \$5,001,648



Holidays/ Events	*Halloween (10/31)		*Election Day (11/3)		*Art Basel (12/3-12/6)		*X-Mas (12/25)		*MLK Day (1/18)		*Pres Day (2/15)		*Easter (4/4)		*Memorial Day (5/31)		*Ind Day (7/4)		*Mini-Lobster Season (7/28-7/29)		*Lobster Season (8/6-3/31)		*Labor Day (9/6)																	
	*Columbus Day (10/12)		*Thanksgiving Day (11/26)																																					
Public Schools Vacation Calendars	Fall Break:				Winter Break:				Spring Break:				Summer Break:																											
	Miami-Dade County Public Schools:				Broward County Public Schools:				Palm Beach County Public Schools:				Martin County Public Schools:				Hillsborough County Public Schools:				Pinellas County Public Schools:				Orange County Public Schools:				Osceola County Public Schools:				Seminole County Public Schools:				Duval County Public Schools:			
	11/25-29				11/21-29				11/21-29				11/21-29				11/21-29				11/21-29				11/21-29				11/21-29				11/21-29				11/21-29			
	12/19-1/3				12/19-1/3				12/19-1/4				12/19-1/4				12/19-1/4				12/19-1/4				12/19-1/4				12/19-1/4				12/19-1/4							
	3/27-4/4				3/19-3/28				3/13-3/22				3/13-3/21				3/13-3/22				3/13-3/21				3/13-3/21				3/13-3/22				3/13-3/22							
	6/10-8/22				6/10-8/18				5/29-8/9				5/29-8/10				5/29-8/8				5/28-8/11				5/26-8/8				5/27-8/8				5/26-8/8							
	5/28-8/8				5/28-8/8				5/28-8/8				5/28-8/8				5/28-8/8				5/28-8/8				5/28-8/8				5/28-8/8											
	3/6-3/14																																							

LGBTQ KEY WEST MEDIA PLAN: Digital Search Engine Marketing (SEM):	CPC	4th Quarter			1st Quarter			2nd Quarter			3rd Quarter			#	GROSS TOTAL
		OCT '20	NOV '20	DEC '20	JAN '21	FEB '21	MAR '21	APR '21	MAY '21	JUN '21	JUL '21	AUG '21	SEP '21		
• Google Adwords - LGBT Search Terms															\$17,100
LGBT DIGITAL -TOTAL:															\$357,310
MAGAZINES:															
• Out Magazine	Full Page, 4C	190,000													\$19,714
• Out Magazine (Upgraded to spread at no extra charge)	Spread, 4C														\$19,714
• Out Magazine	Branded Spread	190,000													Added Value
• The Advocate	Full Page, 4C	100,000													\$6,365
• The Advocate	Branded Spread	100,000													\$11,400
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• Pride	Full Page, 4C	50,000													\$5,700
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															\$1,000
LGBT MAGAZINE -TOTAL:															\$76,463
United Kingdom:															
• Diva UK	Full Page, 4C	35,000													\$3,334
• Attitude Magazine	Full Page, 4C	105,000													\$7,068
• Attitude.co.uk															\$3,306
• Diva.co.uk	300 x 250 MPU + 300 x 600 Double MPU	200,000													\$2,280

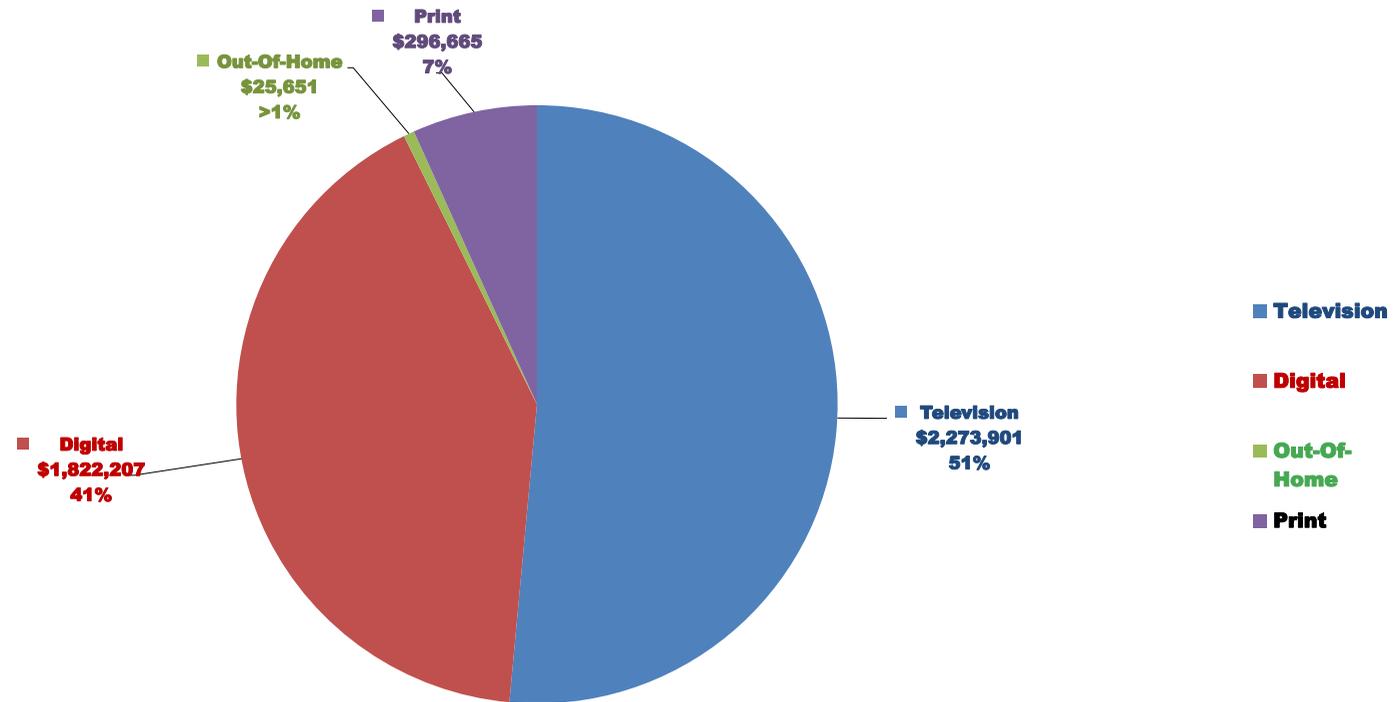


FY 2021 MEDIA PLAN



Holidays/Events	4th Quarter			1st Quarter			2nd Quarter			3rd Quarter			#	GROSS TOTAL	
	OCT '20	NOV '20	DEC '20	JAN '21	FEB '21	MAR '21	APR '21	MAY '21	JUN '21	JUL '21	AUG '21	SEP '21			
*Halloween (10/31)															
*Election Day (11/3)															
*Art Basel (12/3-12/6)															
*Columbus Day (10/12)															
*Thanksgiving Day (11/26)															
*MLK Day (1/18)															
*Pres Day (2/15)															
*Easter (4/4)															
*Memorial Day (5/31)															
*Ind Day (7/4)															
*Mini-Lobster Season (7/28-7/29)															
*Lobster Season (8/6-3/31)															
*Labor Day (9/6)															
Public Schools Vacation Calendars	Fall Break:			Winter Break:			Spring Break:			Summer Break:					
	Miami-Dade County Public Schools:	11/25-29	12/19-1/3				3/27-4/4			6/10-8/22					
	Broward County Public Schools:	11/21-29	12/19-1/3				3/19-3/28			6/10-8/18					
	Palm Beach County Public Schools:	11/21-29	12/19-1/4				3/13-3/22			5/29-8/9					
	Martin County Public Schools:	11/21-29	12/19-1/4				3/13-3/21			5/29-8/10					
	Hillsborough County Public Schools:	11/21-29	12/19-1/4				3/13-3/22			5/29-8/8					
	Pinellas County Public Schools:	11/21-29	12/19-1/4				3/13-3/22			5/28-8/11					
	Orange County Public Schools:	11/21-29	12/19-1/4				3/13-3/21			5/26-8/8					
	Osceola County Public Schools:	11/21-29	12/19-1/4				3/13-3/21			5/27-8/8					
	Seminole County Public Schools:	11/21-29	12/19-1/4				3/13-3/21			5/26-8/8					
Duval County Public Schools:	11/25-29	12/18-1/4				3/6-3/14			5/28-8/8						

DAC I / KEY WEST FY 2021 PLAN DISTRIBUTION BY MEDIA



TOTAL MEDIA EXPENDITURE TO DATE: \$4,418,425

The Florida Keys
Key West
Close To Perfect - Far From Normal

Big Pine Key & The Lower Keys Marathon Islamorada Key Largo

FY 2021 MEDIA PLAN

Full Service Advertising
Tinsley

Holidays/ Events	*Halloween (10/31)		*Election Day (11/3)		*X-Mas (12/25)		*Art Basel (12/3-12/6)		*MLK Day (1/18)		*Pres Day (2/15)		*Easter (4/4)		*Memorial Day (5/31)		*Ind Day (7/4)		*Mini-Lobster Season (7/28-7/29)		*Lobster Season (8/6-3/31)		*Labor Day (9/6)																														
	*Columbus Day (10/12)		*Thanksgiving Day (11/26)		*Winter Break		*Spring Break		*Summer Break																																												
Public Schools Vacation Calendars	Miami-Dade County Public Schools:	11/25-29	12/19-1/3			3/27-4/4		6/10-8/22																																													
	Broward County Public Schools:	11/21-29	12/19-1/3			3/19-3/28		6/10-8/18																																													
	Palm Beach County Public Schools:	11/21-29	12/19-1/4					5/29-8/9																																													
	Martin County Public Schools:	11/21-29	12/19-1/4					5/29-8/10																																													
	Hillsborough County Public Schools:	11/21-29	12/19-1/4					5/29-8/8																																													
	Pinellas County Public Schools:	11/21-29	12/19-1/4					5/28-8/11																																													
	Orange County Public Schools:	11/21-29	12/19-1/4					5/26-8/8																																													
Osceola County Public Schools:	11/21-29	12/19-1/4					5/27-8/8																																														
Seminole County Public Schools:	11/21-29	12/19-1/4					5/26-8/8																																														
Duval County Public Schools:	11/25-29	12/18-1/4					5/28-8/8																																														
Weeks Begin on Mondays:	4th Quarter				1st Quarter				2nd Quarter				3rd Quarter				#	GROSS TOTAL																																			
	OCT '20	NOV '20	DEC '20	JAN '21	FEB '21	MAR '21	APR '21	MAY '21	JUN '21	JUL '21	AUG '21	SEP '21																																									
28-Sep	5-Oct	12-Oct	19-Oct	26-Oct	2-Nov	9-Nov	16-Nov	23-Nov	30-Nov	7-Dec	14-Dec	21-Dec	28-Dec	4-Jan	11-Jan	18-Jan	25-Jan	1-Feb	8-Feb	15-Feb	22-Feb	1-Mar	8-Mar	15-Mar	22-Mar	29-Mar	5-Apr	12-Apr	19-Apr	26-Apr	3-May	10-May	17-May	24-May	31-May	7-Jun	14-Jun	21-Jun	28-Jun	5-Jul	12-Jul	19-Jul	26-Jul	2-Aug	9-Aug	16-Aug	23-Aug	30-Aug	6-Sep	13-Sep	20-Sep	27-Sep	
MEDIA		UNIT	IMPRESSIONS																																																		
NATIONAL CABLE TELEVISION:																																																					
• National Cable Television Reach/Frequency: 35/8		:30																										\$775,200																									
Networks To Be Considered: MSNBC, CNBC, FOOD, CNN, HGTV, DIY, Travel, FoxNews, Fox Business																																																					
SPOT MARKET TELEVISION:																																																					
<i>Fall Markets/Drive Markets:</i>																																																					
• Miami-Ft. Lauderdale DMA Reach/Frequency: 39/6.7		:30																										\$87,210																									
• Tampa-St. Pete DMA Reach/Frequency: 41/8.2		:30																										\$72,675																									
• Orlando-Melbourne DMA Reach/Frequency: 39/6.7		:30																										\$62,985																									
• West Palm Beach DMA Reach/Frequency: 37/6.5		:30																										\$29,070																									
• Fort Myers-Naples DMA Reach/Frequency: 37/6.2		:30																										\$16,473																									
• Jacksonville DMA Reach/Frequency: 37/6.5		:30																										\$15,504																									
																												\$283,917																									
<i>Winter Markets:</i>																																																					
• New York DMA Reach/Frequency: 42/9.4		:30																										\$203,490																									
• New York DMA -Addressable Television NCC (Altice Cable)		:30	2,100,000																									\$96,900																									
• Chicago DMA Reach/Frequency: 42/9.4		:30																										\$150,195																									
• Philadelphia DMA Reach/Frequency 37/6.5		:30																										\$96,900																									
• Boston DMA Reach/Frequency: 37/6.5		:30																										\$82,365																									
• Washington DC DMA Reach/Frequency: 37/6.5		:30																										\$73,644																									
• Detroit DMA Reach/Frequency: 34/5.1		:30																										\$33,915																									
• Dallas-Ft. Worth DMA Reach/Frequency: 34/5.1		:30																										\$72,675																									
• Atlanta DMA Reach/Frequency: 34/5.1		:30																										\$58,140																									
• Charlotte DMA Reach/Frequency: 34/5.1		:30																										\$33,915																									
																												\$902,139																									
<i>Summer Markets/Drive Markets:</i>																																																					
• Miami-Ft. Lauderdale DMA Reach/Frequency: 39/6.7		:30																										\$96,900																									
• Tampa-St. Pete DMA Reach/Frequency: 41/8.2		:30																										\$77,520																									
• Orlando-Melbourne DMA Reach/Frequency: 39/6.7		:30																										\$67,830																									
• West Palm Beach DMA Reach/Frequency: 37/6.5		:30																										\$31,008																									
• Fort Myers-Naples DMA Reach/Frequency: 37/6.2		:30																										\$11,628																									
• Jacksonville DMA Reach/Frequency: 37/6.5		:30																										\$10,659																									
																												\$295,545																									
FISHING TELEVISION																																																					
• The Fishing Guyz - Aired on Discovery Channel		:30																										\$17,100																									
(Aired on Discovery Channel available in 96MM homes)																																																					
3 Episodes filmed in Key West (1 inshore fishing-tarpon, permit, bonefish, cobia, big cudas, etc. & 1 offshore fishing-Kingfish, sailfish, cobia, dolphin, tuna with local captains). Also will cover land based segments: Mel Fisher Museum, Shipwreck Treasure Museum, Key West Light House, Butterfly Conservatory, Conch Train, etc.																																																					
																												\$2,273,901																									



FY 2021 MEDIA PLAN

Holidays/Events	*Halloween (10/31)	*Election Day (11/3)	*Art Basel (12/3-12/6)	*X-Mas (12/25)	*Pres Day (2/15)	*Easter (4/4)	*Memorial Day (5/31)	*Ind Day (7/4)	*Mini-Lobster Season (7/28-7/29)	*Lobster Season (8/6-3/31)	*Labor Day (9/6)
	*Columbus Day (10/12)	*Thanksgiving Day (11/26)	*MLK Day (1/18)								
Public Schools Vacation Calendars	Fall Break: 11/25-29			Winter Break: 12/19-1/3		Spring Break: 3/27-4/4		Summer Break: 6/10-8/22			
	Miami-Dade County Public Schools: 11/21-29	Broward County Public Schools: 11/21-29	Palm Beach County Public Schools: 11/21-29	Martin County Public Schools: 11/21-29	Hillsborough County Public Schools: 11/21-29	Pinellas County Public Schools: 11/21-29	Orange County Public Schools: 11/21-29	Osceola County Public Schools: 11/21-29	Seminole County Public Schools: 11/21-29	Duval County Public Schools: 11/25-29	

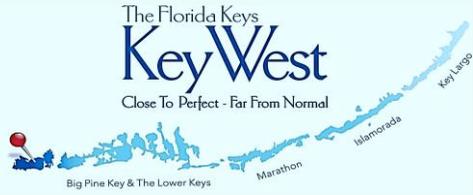
Weeks Begin on Mondays:	4th Quarter				1st Quarter			2nd Quarter			3rd Quarter			#	GROSS TOTAL
	OCT '20	NOV '20	DEC '20	JAN '21	FEB '21	MAR '21	APR '21	MAY '21	JUN '21	JUL '21	AUG '21	SEP '21			

DIGITAL:															
Connected TV/OTT (Over-the-top) Targeting Cord Cutters:															
• Hulu TV streaming service	:15 Pre-Roll Video	735,294											1/11-3/21 Geo-Targeted to NY, CHI, PHL, BOS and DC		\$28,500
• Motto Connected TV/Over The Top TV targeting streamers	:15 Pre-Roll Video	1,111,111											1/11-3/21 Geo-Targeted to NY, CHI, PHL, BOS and DC		\$57,000
• Samsung Ads Re-targeting digital devices of those who have watched Samsung Smart TV/OTT (netflix, hulu, HBO app etc.)	:15 Pre-Roll Video	2,100,893											1/11-3/21 Geo-Targeted to NY, CHI, PHL, BOS and DC		\$57,000
• Samba TV Re-targeting digital devices of those who have watched Smart TV/OTT (netflix, hulu, HBO app etc.)	:15 Pre-Roll Video	1,666,667											10/5-12/6 Geo-Targeted to FL, GA, NC, SC, TN, TX		\$57,000
Dedicated E-Newsletters:															
• SportFishingMag.com E-Newsletter	600 pixels	17,000											April		\$2,953
• SalwaterSportsman E-Newsletter	600 pixels	53,000											May		\$4,230
												DIGITAL -TOTAL:	\$1,194,954		
OUT-OF-HOME															
Visit Florida Digital Billboard Co-op Program:															
• Dallas-Ft. Worth (promoting direct flights) 8.2M impressions	14-48' Digital												February		\$8,550
• Atlanta (promoting direct flights) 8.2M impressions	14-48' Digital												March		\$8,550
• Chicago 8.2M Impressions	14-48' Digital												February		\$8,550
												OUT-OF-HOME -TOTAL:	\$25,651		
MAGAZINE PRINT CO-OP PROGRAMS:															
• Afar - Visit Florida Section • Regional Circulation	Full Page, 4C +Advertorial	275,000											May/June Est. 3 co-ops @ \$1,250 = \$3,750 collected		\$25,080 (\$3,750)
												AFAR -TOTAL:	1	\$21,330	
• Conde Nast Traveler - Visit Florida Section • Regional Circulation	Full Page, 4C +Full Page Advertorial	368,000											January/February Est. at 6 co-ops @ \$2,000 = \$12,000 collected		\$54,637 (\$12,000)
												CONDE NAST TRAVELER -TOTAL:	1	\$42,637	
• T Travel Magazine (NY Times) • National Circulation	Full Page, 4C National	1,300,000											15 Est. 3 co-ops @\$800 each=\$2,400 collected		\$34,200 (\$2,400)
												NY TIMES T TRAVEL -TOTAL:	1	\$31,800	
• Travel + Leisure • National Circulation	Full Page, 4C +Full Page Advertorial	976,562											January Est. 3 co-ops @ \$1,000 = \$3,000 collected		\$53,295 (\$3,000)
												TRAVEL + LEISURE -TOTAL:	1	\$50,295	
												MAGAZINE CO-OP -TOTAL:		\$146,061	

FY 2021 MEDIA PLAN

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	11/25-29				11/21-29				11/21-29				11/21-29				11/21-29				11/21-29				11/21-29				11/21-29				11/21-29				11/21-29			
	12/19-1/3				12/19-1/3				12/19-1/4				12/19-1/4				12/19-1/4				12/19-1/4				12/19-1/4				12/19-1/4				12/19-1/4							
	3/27-4/4				3/19-3/28				3/13-3/22				3/13-3/21				3/13-3/22				3/13-3/21				3/13-3/21				3/13-3/22				3/13-3/22							
	6/10-8/22				6/10-8/18				5/29-8/9				5/29-8/10				5/29-8/8				5/28-8/11				5/26-8/8				5/27-8/8				5/26-8/8							
	3/6-3/14																																							

LGBTQ KEY WEST MEDIA PLAN: Digital Search Engine Marketing (SEM):	CPC	4th Quarter			1st Quarter			2nd Quarter			3rd Quarter			#	GROSS TOTAL
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• Towleroad P'Town Pocket Summer Guide	Full Page, 4C	15,000												1	\$1,710
															(\$1,000)
LGBT MAGAZINE -TOTAL:															\$76,463
United Kingdom:															
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• Attitude.co.uk														1	\$3,306
• Diva.co.uk	300 x 250 MPU + 300 x 600 Double MPU	200,000												1	\$2,280

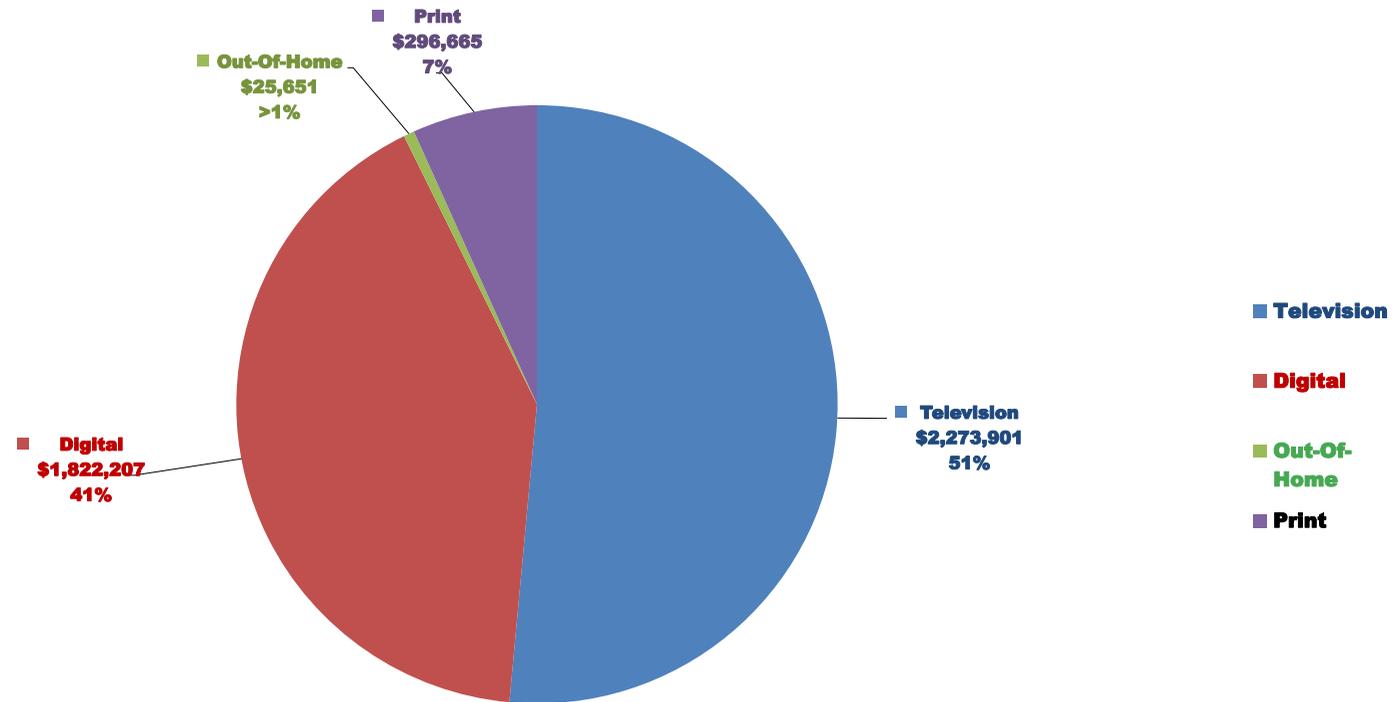


FY 2021 MEDIA PLAN



Holidays/Events	4th Quarter				1st Quarter				2nd Quarter				3rd Quarter				#	GROSS TOTAL
	OCT '20	NOV '20	DEC '20	JAN '21	FEB '21	MAR '21	APR '21	MAY '21	JUN '21	JUL '21	AUG '21	SEP '21						
*Halloween (10/31)																		
*Columbus Day (10/12)																		
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*Art Basel (12/3-12/6)																		
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*Labor Day (9/6)																		
Public Schools Vacation Calendars	Fall Break:				Winter Break:				Spring Break:				Summer Break:					
	Miami-Dade County Public Schools:	11/25-29	11/21-29	11/21-29	12/19-1/3	12/19-1/3	12/19-1/3	3/27-4/4	3/27-4/4	3/27-4/4	6/10-8/22	6/10-8/22	6/10-8/22	6/10-8/22				
	Broward County Public Schools:	11/21-29	11/21-29	11/21-29	12/19-1/3	12/19-1/3	12/19-1/3	3/19-3/28	3/19-3/28	3/19-3/28	6/10-8/18	6/10-8/18	6/10-8/18	6/10-8/18				
	Palm Beach County Public Schools:	11/21-29	11/21-29	11/21-29	12/19-1/4	12/19-1/4	12/19-1/4	3/13-3/22	3/13-3/21	3/13-3/21	5/29-8/9	5/29-8/9	5/29-8/9	5/29-8/9				
	Martin County Public Schools:	11/21-29	11/21-29	11/21-29	12/19-1/4	12/19-1/4	12/19-1/4	3/13-3/22	3/13-3/21	3/13-3/21	5/29-8/10	5/29-8/10	5/29-8/10	5/29-8/10				
	Hillsborough County Public Schools:	11/21-29	11/21-29	11/21-29	12/19-1/4	12/19-1/4	12/19-1/4	3/13-3/22	3/13-3/21	3/13-3/21	5/29-8/8	5/29-8/8	5/29-8/8	5/29-8/8				
	Pinellas County Public Schools:	11/21-29	11/21-29	11/21-29	12/19-1/4	12/19-1/4	12/19-1/4	3/13-3/22	3/13-3/21	3/13-3/21	5/28-8/11	5/28-8/11	5/28-8/11	5/28-8/11				
	Orange County Public Schools:	11/21-29	11/21-29	11/21-29	12/19-1/4	12/19-1/4	12/19-1/4	3/13-3/21	3/13-3/21	3/13-3/21	5/26-8/8	5/26-8/8	5/26-8/8	5/26-8/8				
	Osceola County Public Schools:	11/21-29	11/21-29	11/21-29	12/19-1/4	12/19-1/4	12/19-1/4	3/13-3/21	3/13-3/21	3/13-3/21	5/27-8/8	5/27-8/8	5/27-8/8	5/27-8/8				
	Seminole County Public Schools:	11/21-29	11/21-29	11/21-29	12/19-1/4	12/19-1/4	12/19-1/4	3/13-3/22	3/13-3/21	3/13-3/21	5/26-8/8	5/26-8/8	5/26-8/8	5/26-8/8				
Duval County Public Schools:	11/25-29	11/25-29	11/25-29	12/18-1/4	12/18-1/4	12/18-1/4	3/6-3/14	3/6-3/14	3/6-3/14	5/28-8/8	5/28-8/8	5/28-8/8	5/28-8/8					

DAC I / KEY WEST FY 2021 PLAN DISTRIBUTION BY MEDIA



TOTAL PROPOSED MEDIA EXPENDITURE: \$4,418,425



Monthly District & Tier Overview Report

For the month of: March 2020

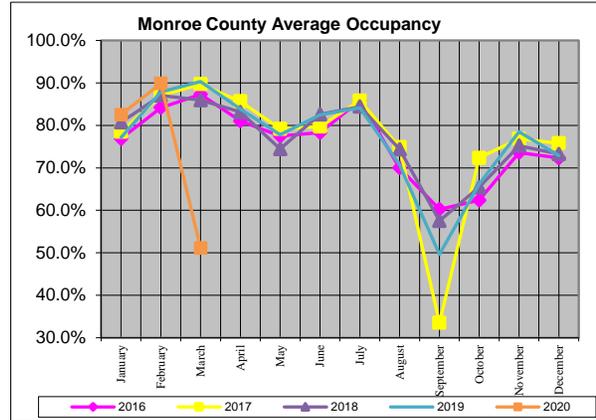
	Current Month - March 2020 vs March 2019									Year to Date - March 2020 vs March 2019								
	Occ %		ADR		RevPAR		Percent Change from March 2019			Occ %		ADR		RevPAR		Percent Change from YTD 2019		
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR
Florida 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.

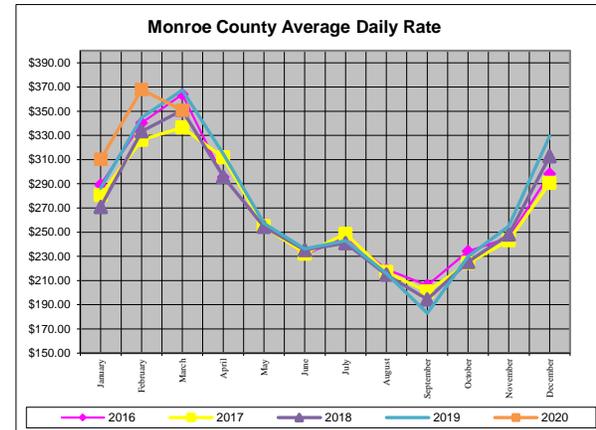
OCCUPANCY RATE

	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%



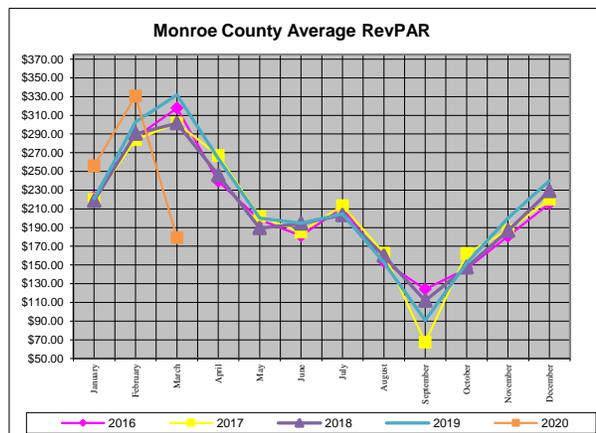
AVERAGE DAILY RATE

	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

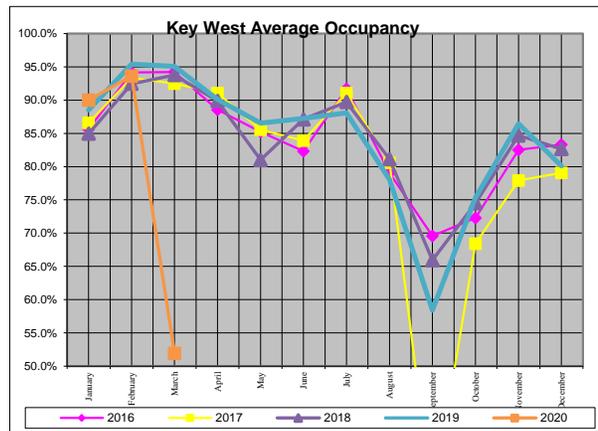
	2016	2017	2018	2019	2020	% Chg
January	\$222.29	\$220.03	\$218.63	\$220.77	\$256.00	16.0%
February	\$286.50	\$283.91	\$290.16	\$302.80	\$330.62	9.2%
March	\$317.67	\$301.77	\$301.51	\$331.86	\$179.22	-46.0%
April	\$239.57	\$266.96	\$245.98	\$263.95		
May	\$198.30	\$201.72	\$189.36	\$200.15		
June	\$181.12	\$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.

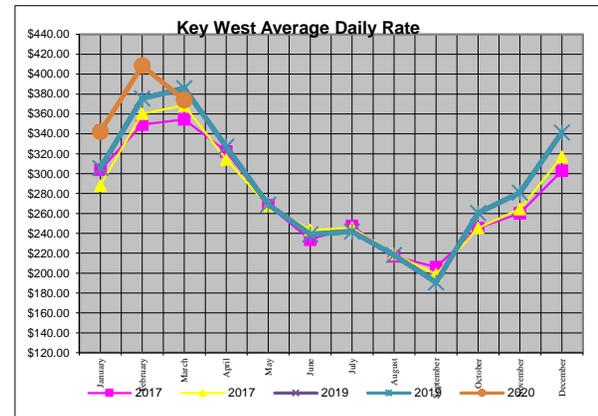
OCCUPANCY RATE

	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%



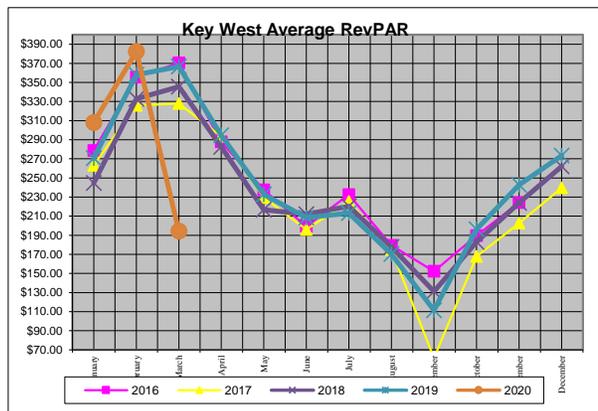
AVERAGE DAILY RATE

	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

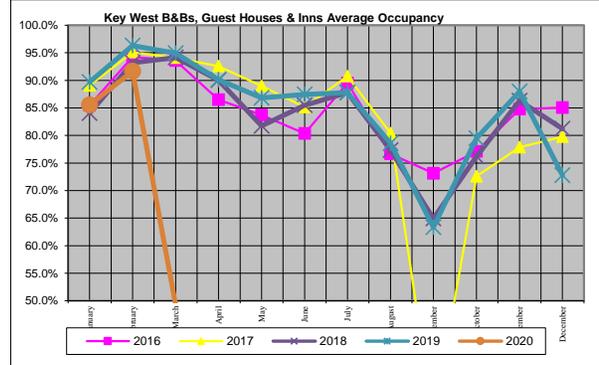
	2016	2017	2018	2019	2020	% Chg
January	\$278.65	\$263.06	\$244.72	\$270.78	\$307.99	13.7%
February	\$355.57	\$326.08	\$332.94	\$358.09	\$382.40	6.8%
March	\$370.39	\$327.89	\$345.53	\$366.63	\$194.30	-47.0%
April	\$287.84	\$293.52	\$282.59	\$294.80		
May	\$237.58	\$229.47	\$216.71	\$232.76		
June	\$199.32	\$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.

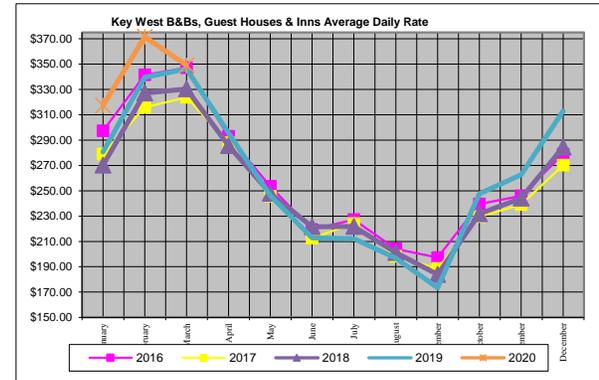
OCCUPANCY RATE

	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%



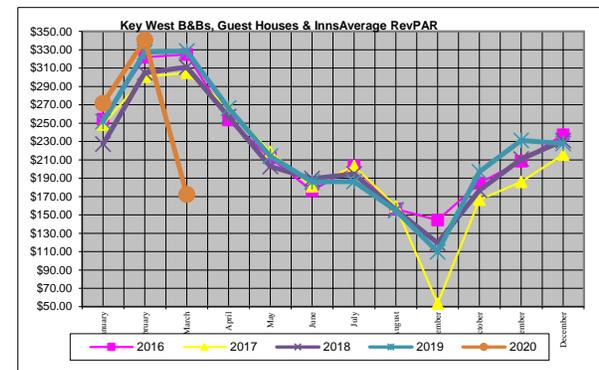
AVERAGE DAILY RATE

	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

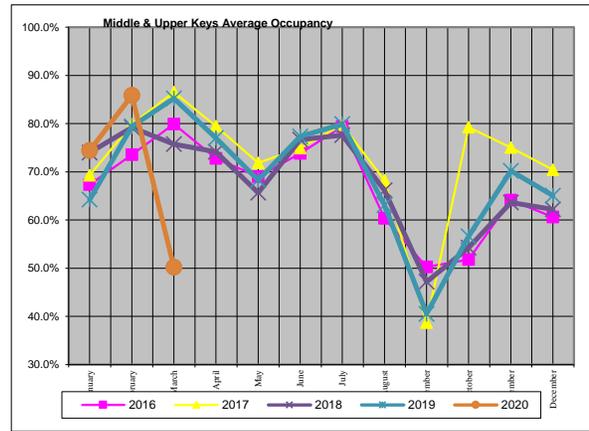
	2016	2017	2018	2019	2020	% Chg
January	\$254.06	\$248.39	\$227.04	\$251.70	\$271.47	7.9%
February	\$321.92	\$300.41	\$304.91	\$327.17	\$340.45	4.1%
March	\$324.84	\$304.72	\$310.99	\$328.54	\$172.11	-47.6%
April	\$253.32	\$266.51	\$257.08	\$266.34		
May	\$212.12	\$218.44	\$202.64	\$213.82		
June	\$176.20	\$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.

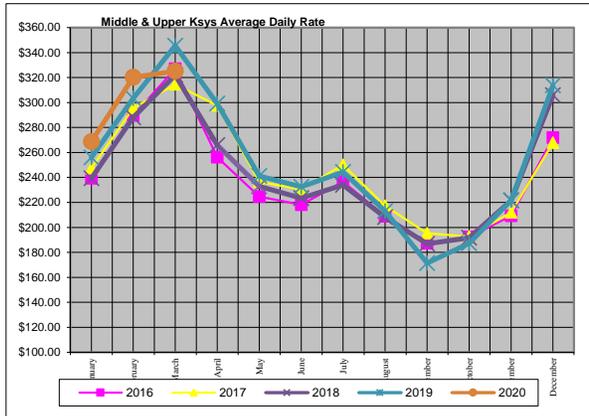
OCCUPANCY RATE

	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%



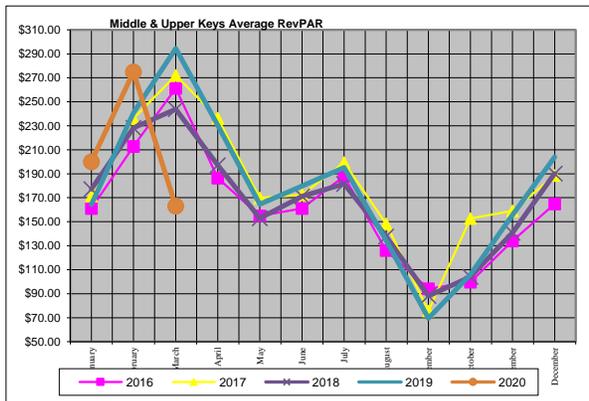
AVERAGE DAILY RATE

	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

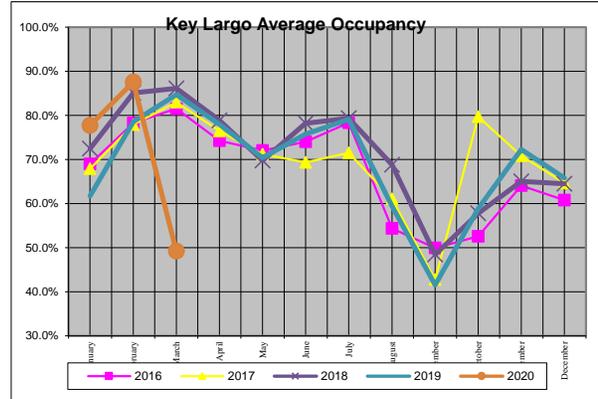
	2016	2017	2018	2019	2020	% Chg
January	\$161.12	\$171.35	\$177.05	\$164.39	\$200.04	21.7%
February	\$212.90	\$236.01	\$228.18	\$240.77	\$274.90	14.2%
March	\$261.25	\$272.09	\$243.85	\$294.44	\$163.12	-44.6%
April	\$186.38	\$236.47	\$197.19	\$230.39		
May	\$154.99	\$169.87	\$152.90	\$164.70		
June	\$161.05	\$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.

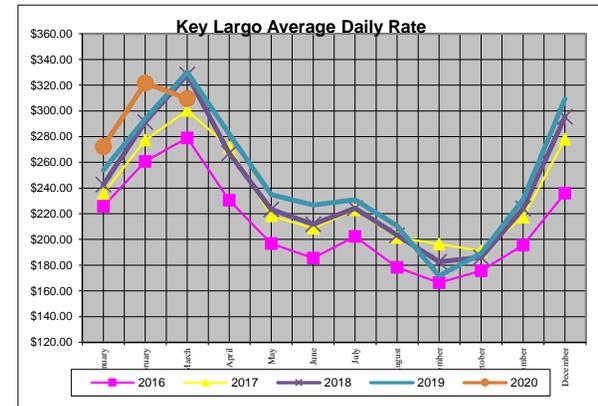
OCCUPANCY RATE

	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%



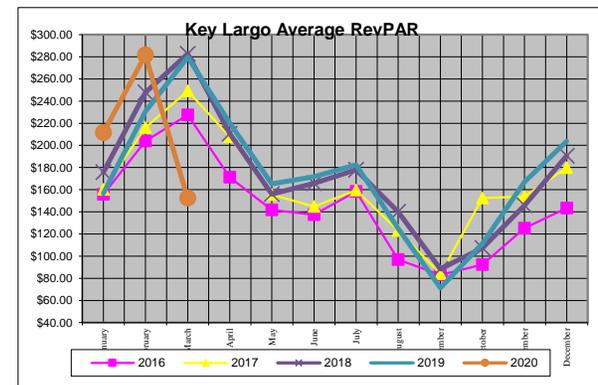
AVERAGE DAILY RATE

	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

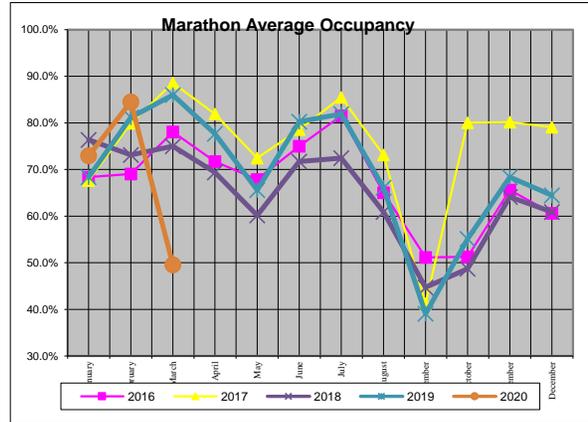
	2016	2017	2018	2019	2020	% Chg
January	\$155.82	\$160.20	\$175.80	\$156.71	\$211.55	35.0%
February	\$204.03	\$216.00	\$247.85	\$230.69	\$281.67	22.1%
March	\$227.49	\$249.19	\$282.64	\$279.65	\$152.37	-45.5%
April	\$171.14	\$207.85	\$210.64	\$220.03		
May	\$141.67	\$155.47	\$155.90	\$165.38		
June	\$137.38	\$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.

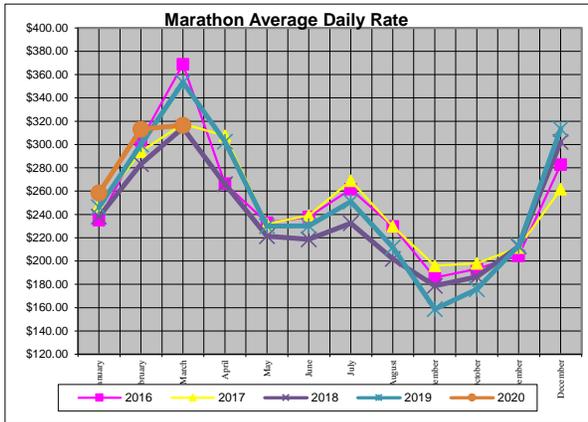
OCCUPANCY RATE

	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%



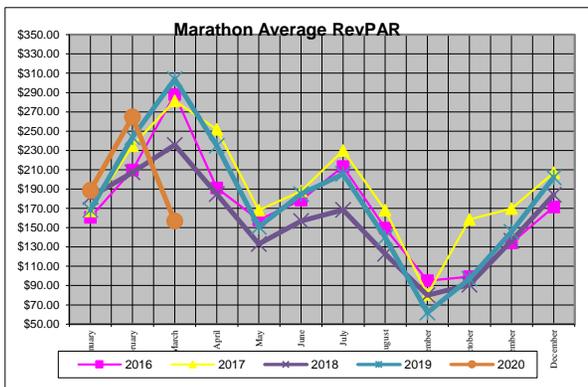
AVERAGE DAILY RATE

	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

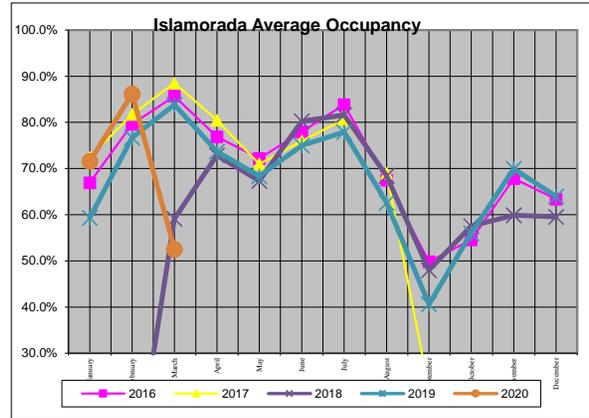
	2016	2017	2018	2019	2020	% Chg
January	\$160.85	\$167.40	\$181.87	\$168.38	\$188.60	12.0%
February	\$209.61	\$234.92	\$207.21	\$243.52	\$264.62	8.7%
March	\$287.86	\$281.49	\$235.69	\$303.93	\$156.85	-48.4%
April	\$191.02	\$251.84	\$184.66	\$234.79		
May	\$158.10	\$167.98	\$133.18	\$150.86		
June	\$178.47	\$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%



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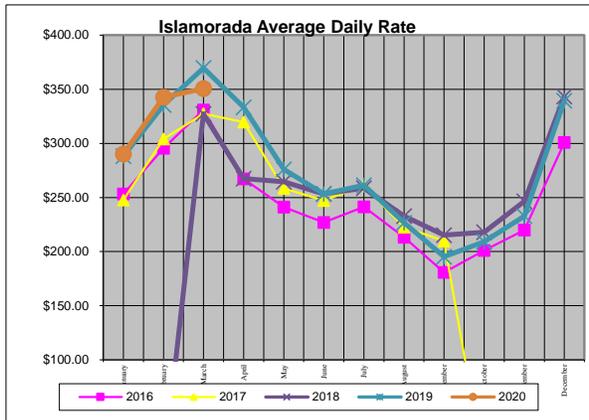
OCCUPANCY RATE

	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%



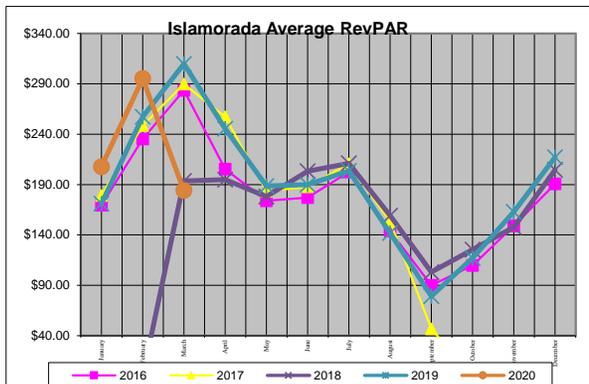
AVERAGE DAILY RATE

	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

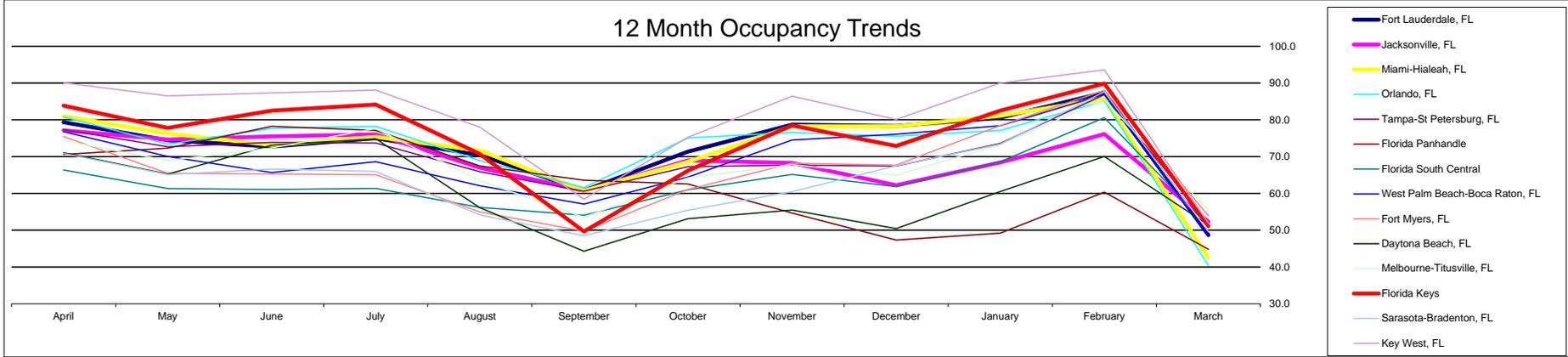
	2016	2017	2018	2019	2020	% Chg
January	\$169.55	\$179.25	*	\$171.04	\$207.70	21.4%
February	\$235.29	\$248.55	*	\$257.41	\$295.23	14.7%
March	\$283.57	\$289.76	\$193.57	\$309.82	\$184.03	-40.6%
April	\$205.40	\$257.18	\$194.81	\$245.54		
May	\$173.99	\$183.44	\$178.02	\$188.69		
June	\$177.01	\$187.76	\$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

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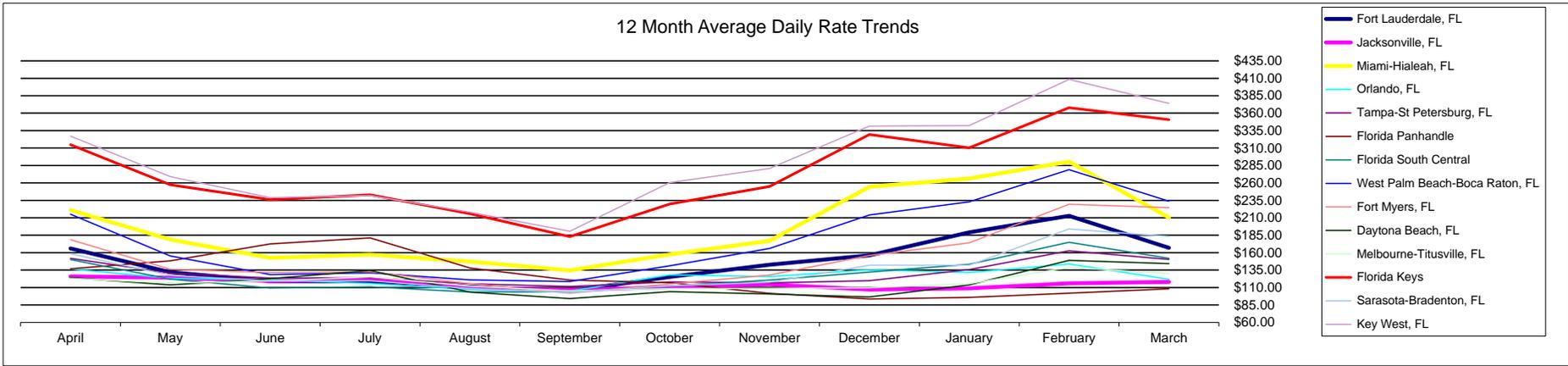
Florida Markets Comparison



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

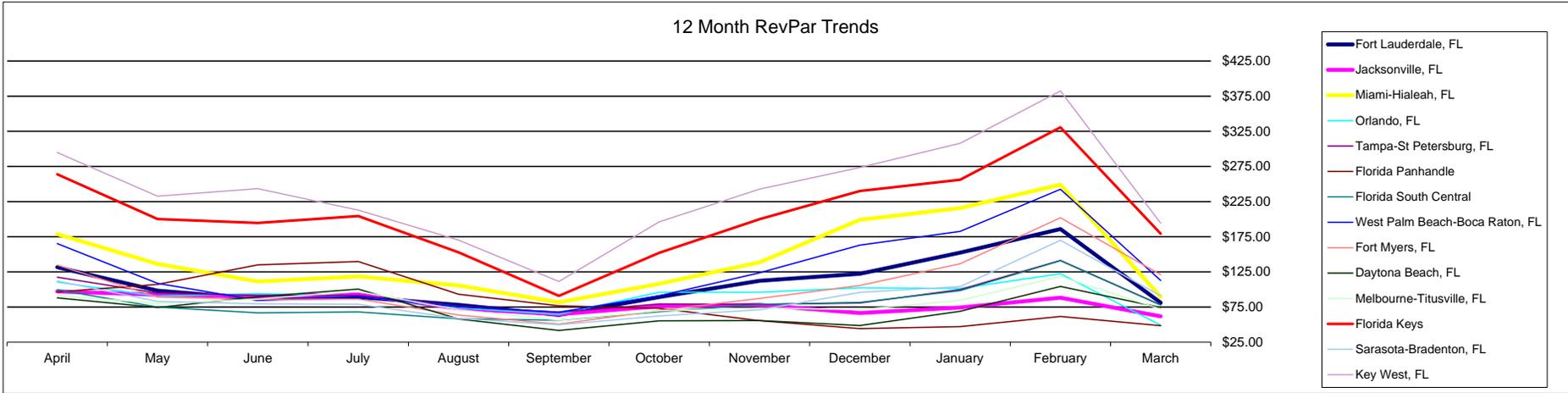
	March	February	January	December	November	October	September	August	July	June	May	April
Fort Lauderdale, FL	\$ 166.89	\$ 212.82	\$ 189.08	\$ 156.12	\$ 142.69	\$ 125.08	\$ 104.89	\$ 110.72	\$ 119.07	\$ 119.21	\$ 131.93	\$ 166.02
Jacksonville, FL	\$ 118.07	\$ 115.96	\$ 108.70	\$ 106.96	\$ 114.38	\$ 110.46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

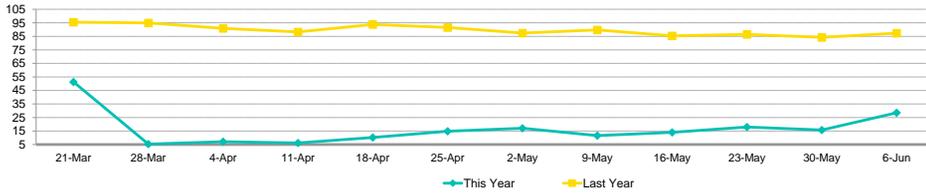
Florida Markets Comparison



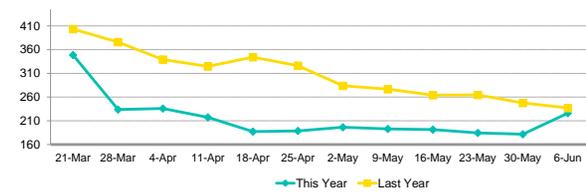
RevPAR	March	February	January	December	November	October	September	August	July	June	May	April
Fort Lauderdale, FL	\$81.25	\$185.99	\$152.33	\$122.25	\$112.31	\$89.24	\$63.72	\$77.95	\$89.28	\$86.70	\$98.22	\$131.69
Jacksonville, FL	\$61.76	\$88.28	\$74.38	\$66.55	\$78.13	\$76.16	\$64.60	\$73.03	\$92.79	\$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	\$66.74	\$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	\$88.68	\$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

Weekly Occ (%) - Mar 21, 2020 to Jun 06, 2020



Weekly ADR - Mar 21, 2020 to Jun 06, 2020



	Current Week														Current Week						Run	Run	Run	MTD										
	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr					Sa									
Occupancy (%)	May																						Jun						Current Week	Run	Run	MTD		
This Year	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	28.5	22.2	14.7			
Last Year	12.2	14.9	83.5	16.8	15.7	13.0	11.0	24.2	83.3	84.8	84.3	84.0	24.2	80.6	13.3	11.3	9.9	9.7	23.5	21.7	14.2	12.1	14.6	16.9	21.3	24.7	26.3	37.7	48.4	87.3	85.9	86.9		
Percent Change	-84.3	-81.5		-85.1	-81.5	-85.2	-88.7		-74.7				-71.0		-85.2	-88.5	-89.9	-87.2	-69.5	-73.4	-83.9	-87.0	-82.1	-79.6	-74.1	-71.3	-70.6	-59.2	-49.9	-67.3	-74.1	-83.1		
ADR	May																						Jun						Current Week	Run	Run	MTD		
This Year	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	226.16	211.74	187.16			
Last Year	189.12	192.53	236.55	186.63	185.08	204.31	201.01	184.38	177.68	177.68	192.92	190.52	186.18	176.61	169.60	185.60	199.39	194.36	197.88	196.29	202.01	213.41	253.69	249.81	212.89	206.75	207.33	215.57	232.15	279.53	292.56	237.18	253.34	267.86
Percent Change	-20.1	-18.4		-23.9	-27.8	-32.3	-37.7		-20.6				-17.9		-43.6	-47.2	-37.9	-15.0	-15.5	-23.4	-30.7	-28.2	-8.7	-4.3	-5.3	-6.3	-8.1	-9.2	-14.6	-4.6	-16.4	-30.1		
RevPAR	May																						Jun						Current Week	Run	Run	MTD		
This Year	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	207.13	217.51	232.75			
Last Year	23.05	28.69	197.47	31.22	29.08	26.54	22.07	39.36	17.88	17.88	21.76	18.80	17.90	14.44	36.72	26.35	24.10	28.38	33.38	41.87	49.93	56.13	95.69	121.01	173.81	170.66	170.94	185.44	207.93	258.50	282.65	207.13	217.51	232.75
Percent Change	-87.5	-84.9		-85.1	-86.6	-90.0	-93.0		-79.9				-76.2		-91.7	-93.9	-83.7	-89.1	-74.2	-79.6	-88.9	-90.7	-83.7	-80.4	-75.5	-73.1	-73.0	-63.0	-57.2	-88.8	-78.3	-88.2		
Supply	May																						Jun						Current Week	Run	Run	MTD		
This Year	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	21,021	41,874	30,783			
Last Year	993	993	5,224	993	993	993	993	993	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	993	993	993	993	993	993	993	3,338	3,338	3,338	3,338	3,338	3,338	36,568	146,272	161,944
Percent Change	-81.0	-81.0		-81.0	-81.0	-81.0	-81.0		-81.0				-81.0		-81.0	-81.0	-81.0	-81.0	-81.0	-81.0	-81.0	-81.0	-81.0	-36.1	-36.1	-36.1	-36.1	-36.1	-36.1	-42.5	-71.4	-81.0		
Demand	May																						Jun						Current Week	Run	Run	MTD		
This Year	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	5,999	9,316	4,532			
Last Year	121	148	4,361	167	156	129	109	240	4,428	4,405	4,390	4,354	4,210	4,701	5,137	5,114	3,953	3,991	4,019	4,251	4,621	4,861	4,265	4,312	4,307	4,494	4,679	4,831	5,047	31,935	125,582	140,717		
Percent Change	-97.0	-96.5		-96.3	-96.5	-97.2	-97.9		-95.2				-94.5		-97.2	-97.8	-98.1	-97.6	-94.2	-94.9	-96.9	-97.5	-96.6	-96.9	-93.5	-91.6	-91.2	-73.9	-68.0	-81.2	-92.6	-98.8		
Revenue	May																						Jun						Current Week	Run	Run	MTD		
This Year	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	1,356,722	1,972,567	848,222			
Last Year	22,884	28,494	1,031,592	31,001	28,872	26,357	21,911	39,088	23,454	21,607	18,671	17,777	41,150	36,464	26,170	23,927	28,182	111,407	139,757	166,662	187,374	319,402	403,938	907,975	891,523	892,989	968,761	1,086,217	1,350,405	1,476,568	7,574,438	31,815,082	37,693,018	
Percent Change	-97.6	-97.1		-97.2	-97.5	-98.1	-98.7		-96.2				-95.5		-98.4	-98.8	-98.8	-97.9	-95.1	-96.1	-97.9	-98.2	-96.9	-97.6	-94.3	-92.8	-82.7	-76.3	-72.6	-82.1	-93.8	-97.7		
Census %	May																						Jun						Current Week	Run	Run	MTD		
Census Props	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	31	31	31	31	31	31	31	31	31		
Census Rooms	993	993	993	993	993	993	993	993	993	993	993	993	993	993	993	993	993	993	993	993	993	993	993	3,338	3,338	3,338	3,338	3,338	3,338	3,338	3,338	3,338		
% Rooms Participants	57.2	57.2		57.2	57.2	63.3	63.3		57.2				57.2		57.2	57.2	57.2	57.2	57.2	57.2	57.2	57.2	57.2	88.8	88.8	88.8	94.0	94.0	94.0	94.0	94.0	94.0		

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Memorandum

TO: Tourist Development Council
FROM: Kelli Fountain, TDC Research Dept.
DATE: Thursday, June 11, 2020
RE: **H.3** 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, we are seeking reporting from alternate sources. For this reason, the AirDNA reports will not be included in the DAC packets moving forward.

I.1

Monroe County Mar 19-Apr 18, 2019

AT&T Call Report*

Mar 19-Apr 18, 2019

1-800-FLA-KEYS and District 1-800 Numbers

Chamber	1-800 FLA-KEYS	District 800	Completed Calls Count
Key West	99	51	150
Lower Keys	14	44	58
Marathon	24	58	83
Islamorada	55	24	79
Key Largo	40	22	62

*Does not include Chamber phone lines that are not funded by the TDC; such as the Chambers' local 305 business numbers

CALLS RECORDED & OTHER INQUIRIES

KEY WEST
April 2019

CHAMBER	305DIST	800DIST	FLA KEYS	EMAIL	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
KEY WEST	33	10	13	536	9	601	74.8%	4,978	75.3%
MARATHON	5	17	0	85	4	111	13.8%	980	14.8%
ISLAMORADA	13	6	0	6	14	39	4.9%	326	4.9%
KEY LARGO	8	11	5	6	4	34	4.2%	236	3.6%
LOWER KEYS	2	2	3	5	6	18	2.2%	95	1.4%
	61	46	21	638	37	803		6,615	
	7.6%	5.7%	2.6%	79.5%	4.6%				

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**KEY WEST
April 2019**

ACCOMMODATIONS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Hotel/Motel	32	10	13	543	598	74.4%	4,936	72.2%
B&B/Guest House	3	0	7	156	166	20.6%	1,607	23.5%
Vacation Rental	0	0	2	20	22	2.7%	162	2.4%
Campground/RV	0	0	3	13	16	2.0%	113	1.7%
None	1	0	0	1	2	0.2%	15	0.2%
	36	10	25	733	804		6,833	
	4.5%	1.2%	3.1%	91.2%				

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

ADVERTISING SOURCE**KEY WEST
April 2019**

SOURCE NAME	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Keys Chamber of Commerce	13	8	0	377	398	66.2%	3,910	78.5%
Internet	9	0	3	0	12	2.0%	88	1.8%
TV Ad	0	0	5	0	5	0.8%	680	13.7%
Magazine Ad	1	0	3	0	4	0.7%	12	0.2%
Other	4	0	0	0	4	0.7%	24	0.5%
Friends/Return Visitor	1	0	1	0	2	0.3%	7	0.1%
Travel Agent	1	0	0	0	1	0.2%	5	0.1%
TV Show/Story	0	0	0	0	0	0.0%	2	0.0%
Magazine Article	0	0	0	0	0	0.0%	2	0.0%
Newspaper Ad	0	0	0	0	0	0.0%	0	0.0%
Newspaper Article	0	0	0	0	0	0.0%	0	0.0%
Radio Ad	0	0	0	0	0	0.0%	0	0.0%
TDC Website	0	0	0	0	0	0.0%	1	0.0%
Tourist Directory or Guide	0	0	0	0	0	0.0%	1	0.0%
Keys Business	0	0	0	0	0	0.0%	2	0.0%
Directory Assistance	0	0	0	0	0	0.0%	0	0.0%
Billboard	0	0	0	0	0	0.0%	0	0.0%
Do Not Know	0	0	0	0	0	0.0%	11	0.2%
	29	8	12	377	601		4,978	
	4.8%	1.3%	2.0%	62.7%				

INTERESTS**KEY WEST
April 2019**

INTERESTS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Attractions	28	8	13	467	516	25.8%	2,936	15.9%
Dining/Entertainment	8	1	8	239	256	12.8%	2,342	12.7%
Cultural Events/Theatre/Music	4	0	3	198	205	10.3%	2,061	11.2%
Water Sports	2	0	6	152	160	8.0%	1,568	8.5%
Coupon Book	5	0	6	147	158	7.9%	1,592	8.6%
Guided Nature Tour	2	0	5	101	108	5.4%	1,071	5.8%
Snorkeling	2	0	6	87	95	4.8%	924	5.0%
Fishing Deep Sea	2	0	6	39	47	2.4%	454	2.5%
Weather	1	0	2	44	47	2.4%	483	2.6%
Diving	2	0	2	32	36	1.8%	277	1.5%
Kids/Family Vacations	1	0	2	27	30	1.5%	155	0.8%
Fishing Backcountry	2	0	6	21	29	1.5%	228	1.2%
Sailing	1	0	2	23	26	1.3%	222	1.2%
Fishing Tournament	3	0	2	11	16	0.8%	103	0.6%
Boat Rentals	1	0	2	13	16	0.8%	150	0.8%
Honeymoon	1	0	2	7	10	0.5%	69	0.4%
Relocation/Real Estate	1	0	2	7	10	0.5%	71	0.4%
Marinas	1	0	2	6	9	0.5%	78	0.4%
Wedding	1	0	2	6	9	0.5%	63	0.3%
None	0	0	0	0	0	0.0%	14	0.1%
	68	9	79	1,627	1,998		18,449	
	3.4%	0.5%	4.0%	81.4%				

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

Length of Stay, Number in Party

**KEY WEST
April 2019**

MONTH**LENGTH OF STAY:**

Minimum: 1
Maximum: 60
Average: 6

NUMBER OF ADULTS:

Minimum: 1
Maximum: 12
Average: 3

NUMBER OF CHILDREN:

Minimum: 1
Maximum: 4
Average: 2

FISCAL YEAR-TO-DATE**LENGTH OF STAY:**

Minimum: 0
Maximum: 120
Average: 6

NUMBER OF ADULTS:

Minimum: 1
Maximum: 30
Average: 2

NUMBER OF CHILDREN:

Minimum: 0
Maximum: 6
Average: 2

STATE**KEY WEST
April 2019**

STATE	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
FL	6	0	3	81	90	15.0%	516	10.4%
IL	2	2	0	43	47	7.8%	304	6.1%
OH	2	0	0	34	36	6.0%	258	5.2%
TX	3	0	3	29	35	5.8%	235	4.7%
WI	1	1	0	27	29	4.8%	226	4.5%
NY	0	0	2	24	26	4.3%	269	5.4%
NC	1	0	0	22	23	3.8%	181	3.6%
PA	0	2	0	21	23	3.8%	301	6.1%
MI	0	0	0	22	22	3.7%	233	4.7%
IN	3	0	0	17	20	3.3%	150	3.0%
GA	1	1	0	15	17	2.8%	151	3.0%
MO	1	0	2	14	17	2.8%	121	2.4%
NJ	3	0	0	14	17	2.8%	166	3.3%
VA	0	0	0	15	15	2.5%	138	2.8%
TN	0	0	0	13	13	2.2%	117	2.4%
AL	1	0	0	11	12	2.0%	84	1.7%
KY	1	1	0	10	12	2.0%	86	1.7%
MN	1	0	0	11	12	2.0%	158	3.2%
CA	1	1	0	9	11	1.8%	84	1.7%
SC	0	0	0	10	10	1.7%	88	1.8%
IA	1	0	0	8	9	1.5%	84	1.7%
MD	0	0	0	9	9	1.5%	121	2.4%
AZ	0	0	0	8	8	1.3%	42	0.8%
CO	1	0	0	7	8	1.3%	58	1.2%
CT	1	0	0	7	8	1.3%	47	0.9%
KS	0	1	0	7	8	1.3%	44	0.9%
LA	0	0	0	6	6	1.0%	85	1.7%
OK	1	0	0	5	6	1.0%	43	0.9%
WV	0	0	0	6	6	1.0%	39	0.8%
AR	0	0	0	5	5	0.8%	48	1.0%
MA	0	1	0	4	5	0.8%	108	2.2%
MS	0	0	0	5	5	0.8%	38	0.8%
NE	0	0	0	4	4	0.7%	33	0.7%
NH	0	0	2	2	4	0.7%	30	0.6%
ON	0	0	0	4	4	0.7%	50	1.0%
WA	0	0	0	3	3	0.5%	32	0.6%
ID	0	0	0	2	2	0.3%	8	0.2%
ME	0	0	0	2	2	0.3%	34	0.7%
MT	0	0	0	2	2	0.3%	9	0.2%
OR	0	0	1	1	2	0.3%	28	0.6%
AB	1	0	0	0	1	0.2%	5	0.1%
HI	0	0	0	1	1	0.2%	2	0.0%
NB	0	0	0	1	1	0.2%	1	0.0%
NM	1	0	0	0	1	0.2%	11	0.2%
NV	0	0	0	1	1	0.2%	6	0.1%
QC	0	0	0	1	1	0.2%	6	0.1%
SD	0	0	0	1	1	0.2%	11	0.2%
UT	0	0	0	1	1	0.2%	11	0.2%
	33	10	13	545	601		4,974	

	5.5%	1.7%	2.2%	90.7%				

What month do you plan to travel?

KEY WEST
April 2019

MONTH TRAVELING	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Unknown	5	2	3	211	221	36.8%	1,761	35.4%
May	10	3	3	60	76	12.6%	410	8.2%
June	6	2	0	57	65	10.8%	337	6.8%
July	1	0	4	53	58	9.7%	213	4.3%
April	4	0	0	31	35	5.8%	505	10.1%
September	2	2	2	21	27	4.5%	116	2.3%
October	0	0	0	27	27	4.5%	122	2.5%
November	0	0	0	24	24	4.0%	155	3.1%
August	3	0	0	19	22	3.7%	86	1.7%
December	1	0	1	16	18	3.0%	201	4.0%
February	1	0	0	11	12	2.0%	396	8.0%
January	0	1	0	9	10	1.7%	250	5.0%
March	0	0	0	6	6	1.0%	426	8.6%
	33	10	13	539	601		4,978	
	5.5%	1.7%	2.2%	89.7%				

How do you plan to travel to the Keys?

KEY WEST
April 2019

TRANSPORTATION	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Undecided	8	3	1	356	368	61.2%	3,531	70.9%
Fly/Drive	13	5	5	7	30	5.0%	1,004	20.2%
Commercial Airline	1	0	4	0	5	0.8%	40	0.8%
Ferry	2	0	0	2	4	0.7%	21	0.4%
Cruise Ship	1	0	0	2	3	0.5%	48	1.0%
Automobile	2	0	0	0	2	0.3%	58	1.2%
Private Plane	0	0	0	0	0	0.0%	0	0.0%
Tour Bus	0	0	0	0	0	0.0%	1	0.0%
RV	0	0	0	0	0	0.0%	6	0.1%
Motorcycle	0	0	0	0	0	0.0%	3	0.1%
Private Boat	0	0	0	0	0	0.0%	1	0.0%
Bus/Shuttle	0	0	0	0	0	0.0%	1	0.0%
Train	0	0	0	0	0	0.0%	4	0.1%
	27	8	10	367	601		4,978	
	4.5%	1.3%	1.7%	61.1%				

TYPE OF CALLER**KEY WEST
April 2019**

TYPE OF CALLER	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Email	8	1	1	524	535	89.0%	4,362	87.6%
Consumer	25	8	12	2	47	7.8%	345	6.9%
Unknown	0	0	0	15	15	2.5%	96	1.9%
Travel Agent	0	1	0	1	2	0.3%	3	0.1%
Postal Inquiry	0	0	0	2	2	0.3%	21	0.4%
Voice Mail	0	0	0	0	0	0.0%	24	0.5%
Other	0	0	0	0	0	0.0%	0	0.0%
	33	10	13	544	601		4,978	
	5.5%	1.7%	2.2%	90.5%				

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.



808 Duval Street
Key West, FL 33040
(305)-294-4603 Fax (305)-294-3273
www.GayKeyWestFL.com

Monthly Visitor Information Service Report

April 1-30, 2020

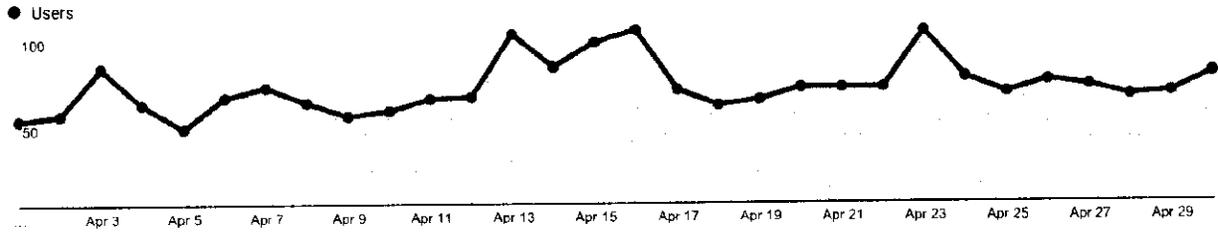
1. GayKeyWestFL.com Website Traffic Report
 - a. Summary
 - b. Top 20 Referrals
 - c. Top 20 Countries
2. GayKeyWestFL.com Website Survey Report - Provided by Floridakeys.com
3. Email Subscriber Report Summary – Provided by Constant Contact
4. Top Ten States Calling 800# Number
5. Visitor Center Walk-in Traffic Data

Audience Overview

Apr 1, 2020 - Apr 30, 2020

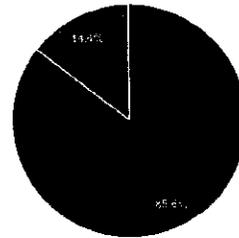
All Users
100.00% Users

Overview



Users 1,675	New Users 1,590	Sessions 2,257
Number of Sessions per User 1.35	Pageviews 3,239	Pages / Session 1.44
Avg. Session Duration 00:01:09	Bounce Rate 75.81%	

■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. en-us	1,447	86.34%
2. en	96	5.73%
3. en-gb	40	2.39%
4. fr-fr	15	0.89%
5. zh-cn	14	0.84%
6. en-ca	10	0.60%
7. de	5	0.30%
8. de-de	4	0.24%
9. ko	4	0.24%
10. nl-nl	4	0.24%

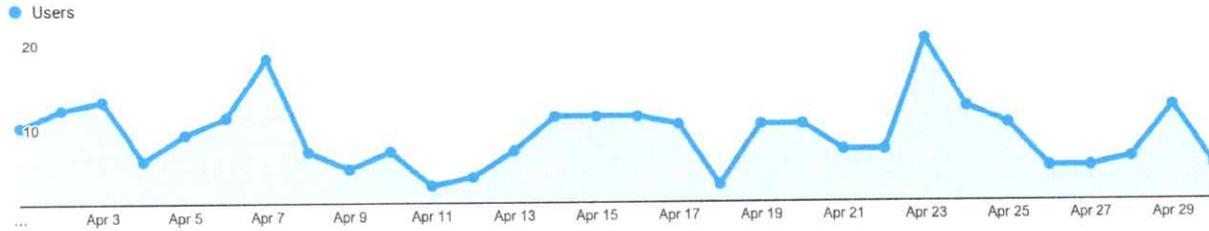
Referral Traffic

Apr 1, 2020 - Apr 30, 2020

All Users
11.46% Users

Explorer

Summary



Source	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	192 % of Total: 11.46% (1,675)	168 % of Total: 10.57% (1,590)	256 % of Total: 11.34% (2,257)	74.61% Avg for View: 75.81% (-1.58%)	1.42 Avg for View: 1.44 (-0.92%)	00:01:02 Avg for View: 00:01:09 (-10.14%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (0.00)
1. m.facebook.com	25 (12.56%)	22 (13.10%)	25 (9.77%)	88.00%	1.20	00:00:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. l.facebook.com	15 (7.54%)	14 (8.33%)	26 (10.16%)	38.46%	1.85	00:01:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. dallasvoice.com	14 (7.04%)	14 (8.33%)	14 (5.47%)	85.71%	1.21	00:01:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. baidu.com	13 (6.53%)	13 (7.74%)	13 (5.08%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. facebook.com	11 (5.53%)	9 (5.36%)	17 (6.64%)	64.71%	1.53	00:01:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. outcoast.com	11 (5.53%)	10 (5.95%)	12 (4.69%)	75.00%	1.75	00:06:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. lm.facebook.com	10 (5.03%)	4 (2.38%)	11 (4.30%)	72.73%	1.36	00:02:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. monroecountyem.com	9 (4.52%)	8 (4.76%)	9 (3.52%)	77.78%	1.22	00:00:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. athomekeywest.com	7 (3.52%)	7 (4.17%)	7 (2.73%)	71.43%	1.43	00:01:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
0. igitia.org	7 (3.52%)	6 (3.57%)	18 (7.03%)	83.33%	1.17	00:00:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
1. silverairways.com	5 (2.51%)	4 (2.38%)	6 (2.34%)	50.00%	2.17	00:01:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. hexometer.com	4 (2.01%)	4 (2.38%)	4 (1.56%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. monroecounty-fl.gov	4 (2.01%)	4 (2.38%)	4 (1.56%)	75.00%	1.25	00:00:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. nakedkeywest.squarespace.com	4 (2.01%)	4 (2.38%)	4 (1.56%)	75.00%	1.25	00:00:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. proudout.com	4 (2.01%)	1 (0.60%)	5 (1.95%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. keywest.gaycities.com	3 (1.51%)	2 (1.19%)	3 (1.17%)	66.67%	1.33	00:00:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. t.co	3 (1.51%)	3 (1.79%)	3 (1.17%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. www.andrewstraveling-com.cdn.ampproject.org	3 (1.51%)	2 (1.19%)	3 (1.17%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

0.	fla-keys.com	2 (1.01%)	1 (0.60%)	7 (2.73%)	28.57%	3.00	00:02:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
1.	fodors.com	2 (1.01%)	2 (1.19%)	2 (0.78%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
2.	keyscoupons.com	2 (1.01%)	2 (1.19%)	2 (0.78%)	50.00%	1.50	00:00:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
3.	m.instasrch.com	2 (1.01%)	2 (1.19%)	2 (0.78%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
4.	mistno.com	2 (1.01%)	2 (1.19%)	2 (0.78%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
5.	prideradio.heart.com	2 (1.01%)	2 (1.19%)	6 (2.34%)	83.33%	1.17	00:00:05	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 25 of 56

Location

Apr 1, 2020 - Apr 30, 2020

All Users
100.00% Users

Map Overlay

Summary



Country	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	1,675 % of Total: 100.00% (1,675)	1,590 % of Total: 100.00% (1,590)	2,257 % of Total: 100.00% (2,257)	75.81% Avg for View: 75.81% (0.00%)	1.44 Avg for View: 1.44 (0.00%)	00:01:09 Avg for View: 00:01:09 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. United States	1,463 (87.29%)	1,383 (86.98%)	2,012 (89.14%)	75.35%	1.43	00:01:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. United Kingdom	37 (2.21%)	36 (2.26%)	45 (1.99%)	75.56%	1.38	00:00:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Canada	21 (1.25%)	20 (1.26%)	22 (0.97%)	63.64%	1.50	00:00:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. France	21 (1.25%)	21 (1.32%)	22 (0.97%)	90.91%	1.23	00:00:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. China	13 (0.78%)	13 (0.82%)	13 (0.58%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. (not set)	13 (0.78%)	13 (0.82%)	13 (0.58%)	69.23%	2.46	00:00:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Germany	11 (0.66%)	11 (0.69%)	14 (0.62%)	78.57%	1.57	00:01:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Netherlands	10 (0.60%)	9 (0.57%)	13 (0.58%)	84.62%	1.15	00:00:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. India	9 (0.54%)	9 (0.57%)	9 (0.40%)	77.78%	1.78	00:00:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
0. Japan	8 (0.48%)	8 (0.50%)	8 (0.35%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
1. South Korea	7 (0.42%)	7 (0.44%)	7 (0.31%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Argentina	5 (0.30%)	5 (0.31%)	5 (0.22%)	40.00%	3.00	00:00:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Switzerland	5 (0.30%)	5 (0.31%)	5 (0.22%)	60.00%	1.80	00:00:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Mexico	5 (0.30%)	5 (0.31%)	5 (0.22%)	60.00%	1.40	00:00:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Spain	4 (0.24%)	4 (0.25%)	5 (0.22%)	40.00%	3.00	00:12:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Belgium	3 (0.18%)	3 (0.19%)	3 (0.13%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Brazil	3 (0.18%)	2 (0.13%)	8 (0.35%)	75.00%	1.75	00:01:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Finland	3 (0.18%)	3 (0.19%)	3 (0.13%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Philippines	3 (0.18%)	3 (0.19%)	3 (0.13%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
0. Austria	2 (0.12%)	2 (0.13%)	2 (0.09%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
1. Australia	2 (0.12%)	1 (0.06%)	3 (0.13%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Belize	2 (0.12%)	2 (0.13%)	3 (0.13%)	66.67%	2.33	00:05:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Ireland	2 (0.12%)	2 (0.13%)	2 (0.09%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

4.	Italy	£ (0.12%)	£ (0.13%)	£ (0.09%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	00.00 (0.00%)
5.	Jersey	2 (0.12%)	2 (0.13%)	2 (0.09%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	00.00 (0.00%)

Rows 1 - 25 of 43

Demographic Survey Results, Key West Business Guild

Month of April 2020

Total Responses: 4

State Results:

KS: 1 response (25%)

NY: 1 response (25%)

PA: 1 response (25%)

Unknown: 1 response (25%)

Age:

45-54: 1 (25%)

55-64: 3 response (75%)

Length of Stay:

3 nights: 0

4 nights: 1 response (25%)

5 nights: 3 response (75%)

6 nights: 0

Month of Visit:

July: 1 response (25%)

August: 1 response (25%)

September: 1 response (25%)

October: 1 response

Type of Accommodations:

All Male: 0 response (0%)

Hotel/Motel: 1 response (25%)

Resort: 3 response (75%)

Vacation Rental: 0

Travel Method to Key West:

Drive: 0

Direct Flight to Key West: 4 responses (100%)

Flight to FL and drive to Key West: 0 response (0%)

Been to Key West Before:

Yes: 2 responses (50%)

No: 2 response (50%)

Reports - Contact Growth

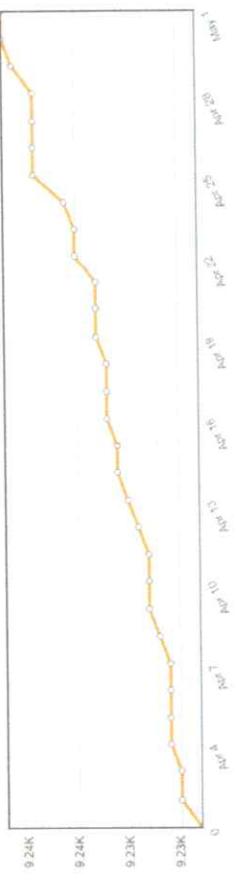
View last 30 days

19
New Contacts
in the last 30 days

You have **9,242 total contacts**. [How to get more](#)

• 21 contacts unsubscribed in the last 30 days

Overall growth for the last 30 days



Growth by Source

- 19 Other Apps
- Added by you
- Install Facebook App
- Add a Website Signup Form
- Install Facebook App

KEY WEST BUSINESS GUILD

Account ID 951266 , Invoice # 28906998 Access Code: RA83922341

Billing End Date: 05/03/2020

	Day	Date	Time	Place called	Number Called	Min	Charge
800 535-7797 (305 294-4603)	1	TUE	APR 14	2:25 PM	KEYS, FL 305 797-0579	0.5	0.03
	2	WED	APR 15	12:58 PM	LAS VEGAS, NV 702 664-1064	0.5	0.03
	3	THU	APR 23	2:27 PM	LAS VEGAS, NV 702 664-1064	0.5	0.03
305 294-4603					Total	1.5	0.09
					Grand Total	1.5	\$0.09

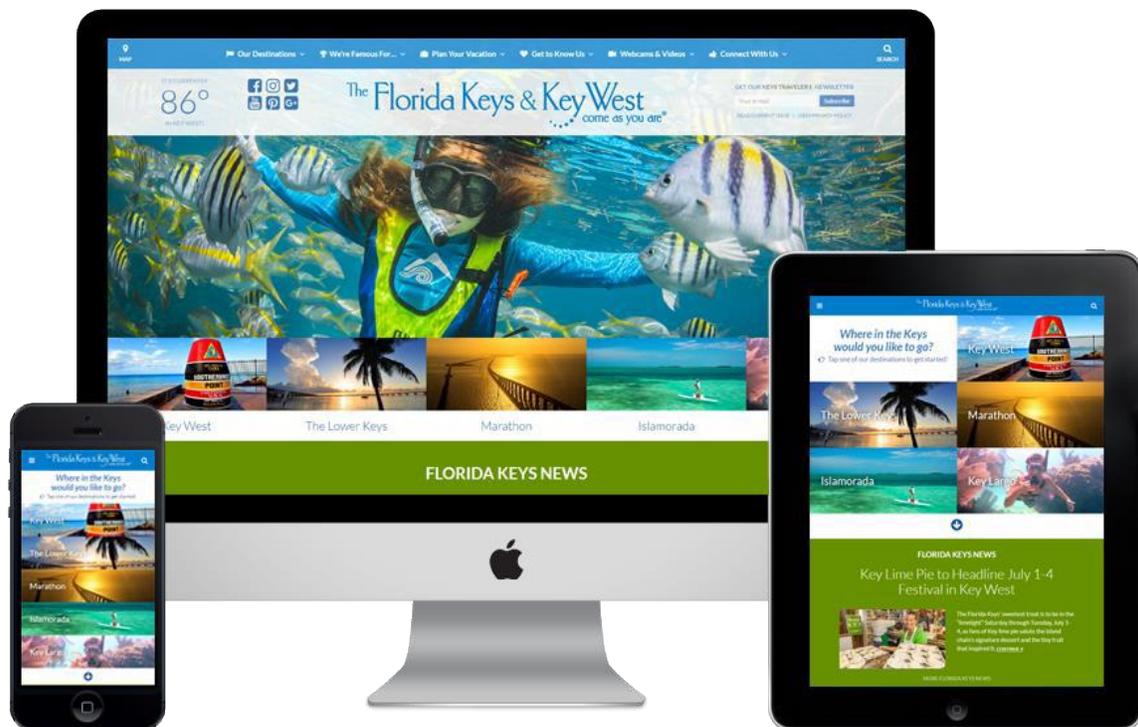
Long Distance Charges

The Florida Keys & Key West

... come as you are®

Website Status Report Fla-Keys.com

May 2020 Data for the
June 23 & 24, 2020 DAC Meetings



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

Section 1: Website Traffic Report Website Traffic Overview

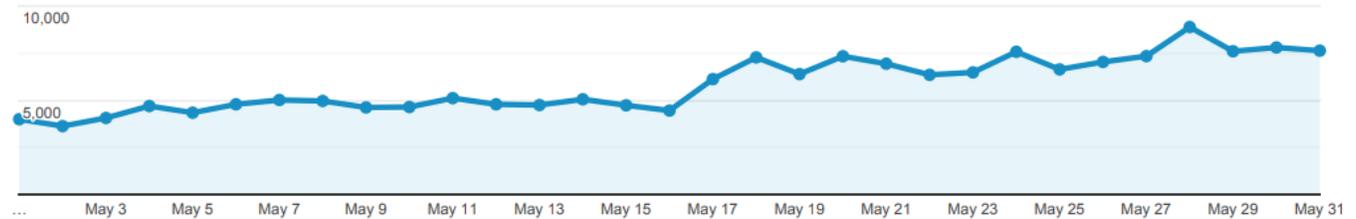
Audience Overview

May 1, 2020 - May 31, 2020

All Users
100.00% Users

Overview

Users



Users
152,110

New Users
143,871

Sessions
201,178

Number of Sessions per User
1.32

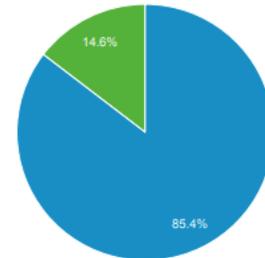
Pageviews
582,328

Pages / Session
2.89

Avg. Session Duration
00:01:54

Bounce Rate
49.69%

■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. en-us	105,122	68.80%
2. en	38,466	25.18%
3. en-gb	2,376	1.56%
4. es-us	1,199	0.78%
5. en-ca	612	0.40%
6. de-de	534	0.35%
7. de	418	0.27%
8. es-419	394	0.26%
9. fr-fr	341	0.22%
10. es-es	267	0.17%

Website Traffic Sources

All Traffic

All Users
100.00% Users

May 1, 2020 - May 31, 2020

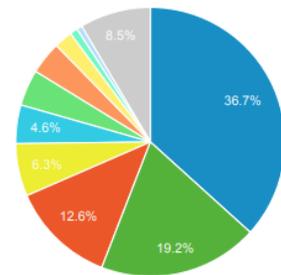
Explorer

Summary



Source / Medium	Users	Users
	152,110 % of Total: 100.00% (152,110)	152,110 % of Total: 100.00% (152,110)
1. google / organic	57,393	36.71%
2. (direct) / (none)	29,963	19.17%
3. Facebook/Instagram / Feed/Stories	19,686	12.59%
4. google / cpc	9,892	6.33%
5. m.facebook.com / referral	7,248	4.64%
6. bing / organic	6,780	4.34%
7. visitflorida.com / referral	6,129	3.92%
8. yahoo / organic	3,450	2.21%
9. floridakeyswebcams.tv / referral	1,436	0.92%
10. imasdk.googleapis.com / referral	1,030	0.66%

Contribution to total:
Users



Most Visited Sections of Website

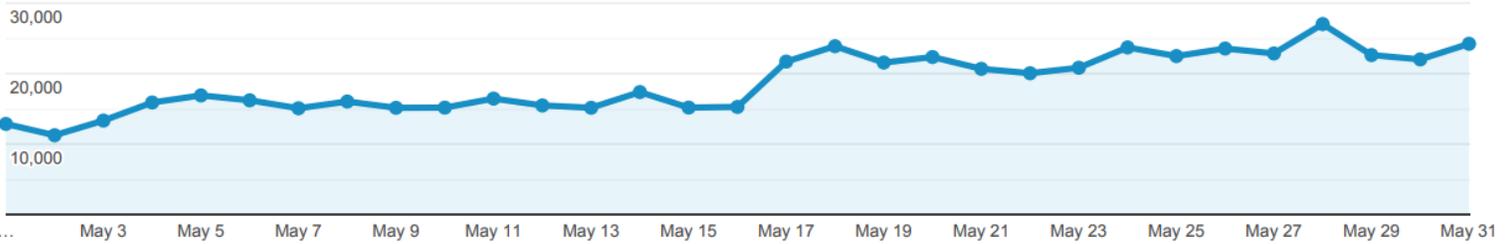
Content Drilldown

All Users
100.00% Pageviews

May 1, 2020 - May 31, 2020

Explorer

Pageviews



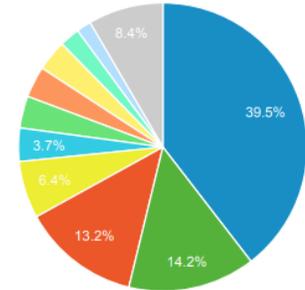
Page path level 1

Pageviews

Pageviews

Contribution to total: Pageviews

	582,328 % of Total: 100.00% (582,328)	582,328 % of Total: 100.00% (582,328)
1. /webcams/	230,309	39.55%
2. /	82,947	14.24%
3. /news/	76,772	13.18%
4. /key-west/	37,323	6.41%
5. /islamorada/	21,803	3.74%
6. /key-largo/	20,866	3.58%
7. /keylimeacademy/	20,361	3.50%
8. /marathon/	20,199	3.47%
9. /lower-keys/	13,159	2.26%
10. /calendar/	9,550	1.64%



The Florida Keys & Key West

come as you are[®]

Device Usage

Overview

All Users
100.00% Users

May 1, 2020 - May 31, 2020

Explorer

Summary



<input type="checkbox"/> Device Category	Users	Users	Contribution to total:
	152,110 % of Total: 100.00% (152,110)	152,110 % of Total: 100.00% (152,110)	
1. ■ mobile	87,670	57.56%	
2. ■ desktop	56,789	37.29%	
3. ■ tablet	7,840	5.15%	

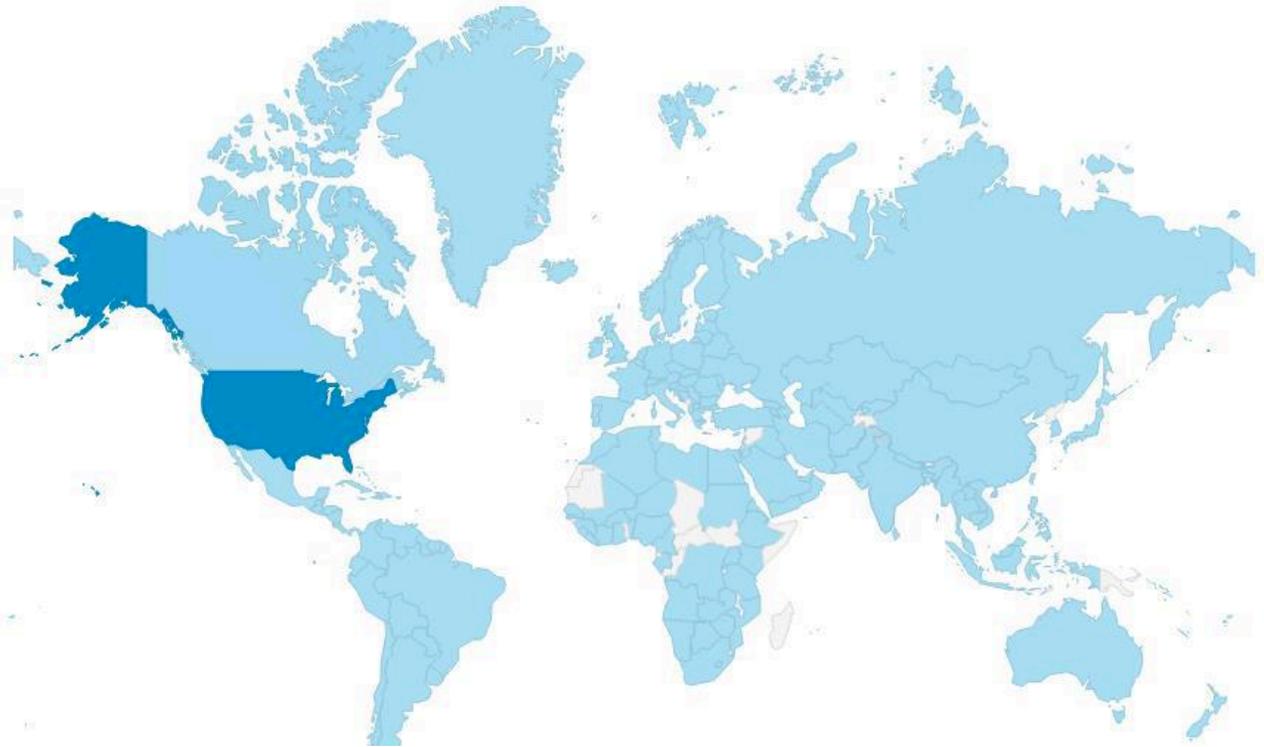
The Florida Keys & Key West

... come as you are[®]

Section 2: Geographic Data on Website Visitors



Google Analytics



02_DAC1-KW_01_World

May 1, 2020 - May 31, 2020

All Users
100.00% Users

Map Overlay

Site Usage



Country	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	28,904 % of Total: 100.00% (28,904)	36,556 % of Total: 100.00% (36,556)	2.21 Avg for View: 2.21 (0.00%)	00:01:53 Avg for View: 00:01:53 (0.00%)	69.76% Avg for View: 69.70% (0.09%)	52.26% Avg for View: 52.26% (0.00%)
1. United States	27,050 (93.59%)	34,168 (93.47%)	2.21	00:01:52	69.95%	52.25%
2. United Kingdom	562 (1.94%)	744 (2.04%)	2.09	00:01:46	66.67%	52.69%
3. Canada	379 (1.31%)	487 (1.33%)	2.36	00:02:05	66.12%	46.00%
4. Germany	236 (0.82%)	331 (0.91%)	1.99	00:01:49	59.21%	49.24%
5. France	49 (0.17%)	51 (0.14%)	2.59	00:02:46	82.35%	52.94%
6. Italy	40 (0.14%)	42 (0.11%)	1.88	00:00:48	85.71%	57.14%
7. Netherlands	37 (0.13%)	49 (0.13%)	1.67	00:00:47	57.14%	65.31%
8. Poland	29 (0.10%)	32 (0.09%)	1.88	00:00:38	81.25%	53.12%
9. Australia	26 (0.09%)	29 (0.08%)	2.03	00:02:42	82.76%	55.17%
10. Finland	23 (0.08%)	23 (0.06%)	4.74	00:06:11	95.65%	26.09%
11. Switzerland	22 (0.08%)	23 (0.06%)	1.78	00:01:04	82.61%	65.22%
12. Sweden	22 (0.08%)	25 (0.07%)	1.64	00:01:46	64.00%	68.00%
13. Brazil	18 (0.06%)	19 (0.05%)	2.32	00:01:09	73.68%	47.37%
14. (not set)	18 (0.06%)	22 (0.06%)	1.36	00:02:19	63.64%	63.64%
15. Belgium	17 (0.06%)	36 (0.10%)	2.83	00:04:46	38.89%	44.44%
16. India	17 (0.06%)	18 (0.05%)	2.17	00:04:24	94.44%	50.00%
17. Ireland	15 (0.05%)	16 (0.04%)	1.56	00:00:53	81.25%	62.50%
18. Austria	14 (0.05%)	16 (0.04%)	2.06	00:01:22	68.75%	43.75%
19. Czechia	14 (0.05%)	30 (0.08%)	1.83	00:00:39	36.67%	70.00%
20. Spain	14 (0.05%)	16 (0.04%)	1.75	00:01:05	87.50%	50.00%
21. Japan	14 (0.05%)	15 (0.04%)	2.67	00:03:03	80.00%	66.67%
22. Russia	14 (0.05%)	21 (0.06%)	3.52	00:04:35	57.14%	57.14%
23. Norway	12 (0.04%)	12 (0.03%)	1.50	00:02:20	100.00%	58.33%
24. Pakistan	12 (0.04%)	12 (0.03%)	2.75	00:10:49	91.67%	8.33%

25.	Romania	12 (0.04%)	15 (0.04%)	3.33	00:02:19	53.33%	60.00%
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Rows 1 - 25 of 102

02_DAC1-KW_02_Usa

ALL » COUNTRY: United States

May 1, 2020 - May 31, 2020



Map Overlay

Site Usage



Region	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	27,050 % of Total: 93.59% (28,904)	34,168 % of Total: 93.47% (36,556)	2.21 Avg for View: 2.21 (0.22%)	00:01:52 Avg for View: 00:01:53 (-0.56%)	69.95% Avg for View: 69.70% (0.36%)	52.25% Avg for View: 52.26% (-0.02%)
1. Florida	6,950 (25.74%)	8,308 (24.32%)	2.06	00:01:44	75.87%	55.25%
2. Texas	1,996 (7.39%)	2,313 (6.77%)	2.18	00:01:39	78.73%	52.44%
3. Georgia	1,814 (6.72%)	2,075 (6.07%)	2.04	00:01:28	80.14%	54.60%
4. Pennsylvania	1,293 (4.79%)	1,817 (5.32%)	2.41	00:02:00	62.25%	48.32%
5. North Carolina	1,160 (4.30%)	1,314 (3.85%)	2.13	00:01:28	78.69%	53.27%
6. New Jersey	1,109 (4.11%)	1,478 (4.33%)	2.25	00:01:48	65.63%	54.67%
7. New York	1,105 (4.09%)	1,536 (4.50%)	2.24	00:02:13	61.52%	50.52%
8. Ohio	1,075 (3.98%)	1,424 (4.17%)	2.38	00:02:12	64.26%	48.24%
9. Illinois	935 (3.46%)	1,442 (4.22%)	2.29	00:02:04	55.96%	50.62%
10. Virginia	772 (2.86%)	984 (2.88%)	2.17	00:02:15	68.39%	51.93%
11. Tennessee	766 (2.84%)	929 (2.72%)	2.18	00:01:47	73.30%	51.02%
12. Massachusetts	611 (2.26%)	916 (2.68%)	2.64	00:02:25	56.77%	45.63%
13. California	594 (2.20%)	723 (2.12%)	2.02	00:01:37	75.52%	55.19%
14. Michigan	591 (2.19%)	908 (2.66%)	2.34	00:02:13	52.09%	53.30%
15. Maryland	507 (1.88%)	754 (2.21%)	2.25	00:01:57	56.23%	51.86%
16. Indiana	488 (1.81%)	613 (1.79%)	2.34	00:01:58	68.68%	49.43%
17. South Carolina	448 (1.66%)	523 (1.53%)	2.15	00:01:56	76.10%	49.33%
18. Alabama	393 (1.46%)	512 (1.50%)	2.21	00:02:07	67.58%	48.83%
19. Missouri	381 (1.41%)	444 (1.30%)	2.33	00:01:57	76.35%	49.32%
20. Kentucky	365 (1.35%)	476 (1.39%)	2.01	00:01:24	66.18%	52.94%
21. Wisconsin	319 (1.18%)	412 (1.21%)	2.47	00:02:21	61.41%	47.82%
22. Minnesota	287 (1.06%)	465 (1.36%)	2.32	00:01:28	52.04%	49.68%
23. Louisiana	276 (1.02%)	324 (0.95%)	2.23	00:02:00	77.78%	50.93%

24.	Connecticut	275 (1.02%)	351 (1.03%)	2.47	00:02:07	65.53%	50.71%
25.	Colorado	239 (0.89%)	326 (0.95%)	2.14	00:01:35	63.19%	53.07%
26.	Washington	215 (0.80%)	278 (0.81%)	3.22	00:03:38	70.14%	46.76%
27.	Arizona	185 (0.69%)	227 (0.66%)	2.18	00:01:35	71.37%	55.07%
28.	Oklahoma	183 (0.68%)	221 (0.65%)	2.28	00:01:51	73.76%	54.30%
29.	Iowa	178 (0.66%)	219 (0.64%)	2.61	00:01:56	68.49%	46.58%
30.	Arkansas	152 (0.56%)	187 (0.55%)	2.07	00:01:39	72.73%	50.27%
31.	Rhode Island	148 (0.55%)	239 (0.70%)	1.94	00:02:27	57.32%	59.83%
32.	West Virginia	133 (0.49%)	150 (0.44%)	2.35	00:01:57	78.00%	51.33%
33.	Mississippi	127 (0.47%)	140 (0.41%)	2.10	00:01:26	85.00%	55.71%
34.	Delaware	121 (0.45%)	144 (0.42%)	2.33	00:01:39	67.36%	49.31%
35.	New Hampshire	114 (0.42%)	157 (0.46%)	2.76	00:02:49	61.78%	40.76%
36.	Kansas	110 (0.41%)	125 (0.37%)	2.26	00:01:22	82.40%	47.20%
37.	Nebraska	94 (0.35%)	111 (0.32%)	2.32	00:01:28	70.27%	52.25%
38.	Nevada	68 (0.25%)	76 (0.22%)	2.32	00:02:21	78.95%	47.37%
39.	Oregon	68 (0.25%)	77 (0.23%)	1.97	00:01:00	80.52%	58.44%
40.	Maine	60 (0.22%)	77 (0.23%)	2.40	00:01:50	64.94%	44.16%
41.	Utah	60 (0.22%)	83 (0.24%)	2.10	00:01:30	61.45%	48.19%
42.	New Mexico	38 (0.14%)	45 (0.13%)	2.07	00:01:52	75.56%	57.78%
43.	North Dakota	35 (0.13%)	35 (0.10%)	2.46	00:01:41	91.43%	54.29%
44.	Idaho	29 (0.11%)	30 (0.09%)	2.53	00:01:47	93.33%	50.00%
45.	Vermont	26 (0.10%)	58 (0.17%)	4.22	00:05:16	31.03%	27.59%
46.	South Dakota	24 (0.09%)	28 (0.08%)	2.61	00:02:39	75.00%	50.00%
47.	(not set)	20 (0.07%)	21 (0.06%)	1.38	00:00:58	95.24%	80.95%
48.	District of Columbia	19 (0.07%)	23 (0.07%)	1.52	00:01:04	69.57%	60.87%
49.	Wyoming	16 (0.06%)	16 (0.05%)	1.25	00:00:07	81.25%	75.00%
50.	Montana	14 (0.05%)	15 (0.04%)	1.73	00:00:23	93.33%	66.67%

Rows 1 - 50 of 52

02_DAC1-KW_03_Fla

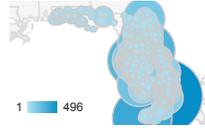
ALL » COUNTRY: United States » REGION: Florida

May 1, 2020 - May 31, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	6,950 % of Total: 24.05% (28,904)	8,308 % of Total: 22.73% (36,556)	2.06 Avg for View: 2.21 (-6.52%)	00:01:44 Avg for View: 00:01:53 (-7.75%)	75.87% Avg for View: 69.70% (8.85%)	55.25% Avg for View: 52.26% (5.72%)
1. Hialeah	496 (6.97%)	562 (6.76%)	1.93	00:01:19	77.22%	57.83%
2. Key West	330 (4.63%)	437 (5.26%)	2.17	00:01:49	60.18%	55.61%
3. Orlando	266 (3.74%)	285 (3.43%)	2.16	00:01:23	82.81%	56.14%
4. Brandon	252 (3.54%)	276 (3.32%)	2.10	00:01:38	82.61%	53.62%
5. Cape Coral	171 (2.40%)	228 (2.74%)	1.65	00:00:56	68.86%	70.61%
6. The Villages	160 (2.25%)	206 (2.48%)	1.51	00:01:54	75.73%	69.90%
7. Jacksonville	153 (2.15%)	167 (2.01%)	1.98	00:01:23	83.23%	51.50%
8. (not set)	145 (2.04%)	163 (1.96%)	2.02	00:01:42	75.46%	54.60%
9. Tampa	124 (1.74%)	154 (1.85%)	2.12	00:01:52	76.62%	57.79%
10. Kissimmee	105 (1.47%)	111 (1.34%)	1.97	00:01:39	80.18%	55.86%
11. Miami	99 (1.39%)	107 (1.29%)	2.07	00:01:38	83.18%	58.88%
12. Port St. Lucie	91 (1.28%)	106 (1.28%)	2.12	00:01:52	75.47%	52.83%
13. St. Petersburg	85 (1.19%)	103 (1.24%)	2.24	00:01:45	68.93%	56.31%
14. Ocala	67 (0.94%)	85 (1.02%)	2.07	00:02:39	64.71%	45.88%
15. Bradenton	65 (0.91%)	68 (0.82%)	1.78	00:01:33	85.29%	61.76%
16. North Naples	60 (0.84%)	68 (0.82%)	1.99	00:02:09	70.59%	61.76%
17. Pompano Beach	57 (0.80%)	70 (0.84%)	1.93	00:01:42	65.71%	55.71%
18. Four Corners	56 (0.79%)	63 (0.76%)	2.08	00:02:33	82.54%	49.21%
19. Bay Lake	55 (0.77%)	59 (0.71%)	2.15	00:01:05	84.75%	50.85%
20. Boca Raton	54 (0.76%)	85 (1.02%)	2.45	00:02:18	52.94%	44.71%
21. Hollywood	54 (0.76%)	57 (0.69%)	2.23	00:03:18	87.72%	43.86%
22. Melbourne	54 (0.76%)	57 (0.69%)	2.56	00:02:10	85.96%	38.60%
23. Spring Hill	53 (0.74%)	62 (0.75%)	2.02	00:02:11	79.03%	58.06%

24. Palm Beach Gardens	53 (0.74%)	58 (0.70%)	2.17	00:01:38	84.48%	44.83%
25. Gainesville	48 (0.67%)	55 (0.66%)	2.45	00:02:05	72.73%	56.36%
26. Port Charlotte	46 (0.65%)	100 (1.20%)	2.33	00:02:15	40.00%	32.00%
27. Palm Coast	44 (0.62%)	44 (0.53%)	2.00	00:01:49	97.73%	52.27%
28. Miramar	44 (0.62%)	48 (0.58%)	2.15	00:01:49	85.42%	52.08%
29. Key Largo	42 (0.59%)	52 (0.63%)	2.08	00:04:05	57.69%	55.77%
30. Davie	42 (0.59%)	49 (0.59%)	1.67	00:00:51	75.51%	67.35%
31. Lakeland	39 (0.55%)	41 (0.49%)	1.76	00:00:33	95.12%	63.41%
32. Palm Bay	39 (0.55%)	43 (0.52%)	2.53	00:02:22	74.42%	44.19%
33. Winter Garden	39 (0.55%)	43 (0.52%)	2.02	00:01:09	81.40%	62.79%
34. Pinellas Park	38 (0.53%)	40 (0.48%)	1.85	00:01:40	87.50%	65.00%
35. Bellair-Meadowbrook Terrace	38 (0.53%)	42 (0.51%)	2.17	00:02:02	78.57%	54.76%
36. Plantation	38 (0.53%)	46 (0.55%)	1.98	00:01:14	67.39%	69.57%
37. North Port	37 (0.52%)	43 (0.52%)	2.53	00:02:08	76.74%	48.84%
38. Tallahassee	37 (0.52%)	47 (0.57%)	2.06	00:02:07	70.21%	59.57%
39. Clearwater	36 (0.51%)	41 (0.49%)	2.37	00:02:44	75.61%	36.59%
40. Union Park	36 (0.51%)	39 (0.47%)	1.74	00:00:31	87.18%	64.10%
41. Palm Harbor	35 (0.49%)	37 (0.45%)	2.68	00:01:50	86.49%	51.35%
42. St. Augustine	35 (0.49%)	36 (0.43%)	2.22	00:02:07	86.11%	63.89%
43. Doral	35 (0.49%)	43 (0.52%)	1.72	00:00:42	67.44%	65.12%
44. Altamonte Springs	34 (0.48%)	66 (0.79%)	1.95	00:02:17	45.45%	36.36%
45. Jupiter	34 (0.48%)	40 (0.48%)	2.12	00:02:10	75.00%	52.50%
46. Land O' Lakes	34 (0.48%)	44 (0.53%)	2.36	00:02:08	77.27%	38.64%
47. Riverview	33 (0.46%)	39 (0.47%)	2.44	00:01:12	74.36%	51.28%
48. Sanford	33 (0.46%)	34 (0.41%)	2.00	00:01:44	88.24%	61.76%
49. West Palm Beach	33 (0.46%)	44 (0.53%)	2.07	00:00:55	61.36%	40.91%
50. Lake Butler	33 (0.46%)	36 (0.43%)	2.25	00:02:14	86.11%	58.33%

Rows 1 - 50 of 424

02_DAC1-KW_04_Can

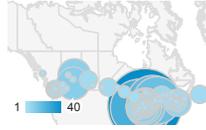
ALL » COUNTRY: Canada

May 1, 2020 - May 31, 2020

All Users
1.31% Users

Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	379 % of Total: 1.31% (28,904)	487 % of Total: 1.33% (36,556)	2.36 Avg for View: 2.21 (6.90%)	00:02:05 Avg for View: 00:01:53 (10.63%)	66.12% Avg for View: 69.70% (-5.14%)	46.00% Avg for View: 52.26% (-11.99%)
1. Toronto	40 (10.44%)	48 (9.86%)	2.44	00:01:31	75.00%	50.00%
2. Hamilton	24 (6.27%)	30 (6.16%)	1.63	00:00:30	46.67%	66.67%
3. Sarnia	24 (6.27%)	35 (7.19%)	3.57	00:05:19	65.71%	25.71%
4. Ottawa	19 (4.96%)	19 (3.90%)	2.26	00:01:13	89.47%	57.89%
5. Montreal	16 (4.18%)	25 (5.13%)	1.68	00:01:12	48.00%	68.00%
6. (not set)	12 (3.13%)	13 (2.67%)	2.08	00:04:34	69.23%	38.46%
7. Niagara Falls	12 (3.13%)	12 (2.46%)	2.67	00:03:46	91.67%	25.00%
8. Burlington	10 (2.61%)	18 (3.70%)	1.56	00:00:26	44.44%	61.11%
9. Calgary	9 (2.35%)	9 (1.85%)	2.11	00:00:38	100.00%	11.11%
10. Edmonton	8 (2.09%)	9 (1.85%)	1.33	00:00:13	88.89%	77.78%
11. Kitchener	8 (2.09%)	8 (1.64%)	4.62	00:01:50	62.50%	50.00%
12. Dartmouth	6 (1.57%)	8 (1.64%)	2.00	00:01:19	62.50%	62.50%
13. Brampton	5 (1.31%)	5 (1.03%)	1.20	00:00:07	40.00%	80.00%
14. Mississauga	5 (1.31%)	6 (1.23%)	2.00	00:01:06	66.67%	33.33%
15. Whitby	5 (1.31%)	5 (1.03%)	4.40	00:03:41	80.00%	20.00%
16. London	4 (1.04%)	4 (0.82%)	2.00	00:01:44	100.00%	50.00%
17. Markham	4 (1.04%)	4 (0.82%)	3.25	00:10:39	100.00%	50.00%
18. St. Catharines	4 (1.04%)	4 (0.82%)	1.50	00:00:58	50.00%	50.00%
19. Windsor	4 (1.04%)	5 (1.03%)	2.60	00:01:50	60.00%	40.00%
20. Quebec City	4 (1.04%)	4 (0.82%)	1.50	00:02:23	75.00%	75.00%
21. Georgina	4 (1.04%)	4 (0.82%)	1.50	00:00:27	100.00%	75.00%
22. Surrey	3 (0.78%)	3 (0.62%)	1.33	00:00:14	100.00%	66.67%
23. Winnipeg	3 (0.78%)	4 (0.82%)	1.50	00:00:08	50.00%	50.00%

24. Saint John	3 (0.78%)	3 (0.62%)	1.33	00:00:34	100.00%	66.67%
25. St. John's	3 (0.78%)	5 (1.03%)	2.00	00:01:04	60.00%	40.00%

Rows 1 - 25 of 128

02_DAC1-KW_05_UK

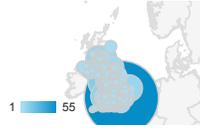
ALL » COUNTRY: United Kingdom

May 1, 2020 - May 31, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	562 % of Total: 1.94% (28,904)	744 % of Total: 2.04% (36,556)	2.09 Avg for View: 2.21 (-5.56%)	00:01:46 Avg for View: 00:01:53 (-5.73%)	66.67% Avg for View: 69.70% (-4.35%)	52.69% Avg for View: 52.26% (0.82%)
1. (not set)	87 (15.26%)	126 (16.94%)	2.24	00:03:05	59.52%	44.44%
2. London	55 (9.65%)	62 (8.33%)	1.66	00:00:45	79.03%	56.45%
3. Liverpool	13 (2.28%)	14 (1.88%)	2.14	00:00:54	92.86%	57.14%
4. Birmingham	11 (1.93%)	18 (2.42%)	1.44	00:02:00	55.56%	77.78%
5. Pontypool	10 (1.75%)	11 (1.48%)	2.00	00:03:10	90.91%	63.64%
6. Bolton	8 (1.40%)	9 (1.21%)	3.44	00:03:40	77.78%	33.33%
7. Leeds	8 (1.40%)	10 (1.34%)	3.00	00:03:55	80.00%	60.00%
8. Bristol	7 (1.23%)	7 (0.94%)	1.57	00:00:40	100.00%	85.71%
9. Norwich	7 (1.23%)	7 (0.94%)	1.86	00:00:36	100.00%	42.86%
10. Glasgow	7 (1.23%)	8 (1.08%)	1.75	00:00:42	62.50%	62.50%
11. Bicester	6 (1.05%)	8 (1.08%)	1.50	00:00:17	62.50%	62.50%
12. Manchester	6 (1.05%)	7 (0.94%)	2.00	00:01:23	57.14%	42.86%
13. Edinburgh	6 (1.05%)	6 (0.81%)	1.67	00:01:43	83.33%	50.00%
14. Brentwood	5 (0.88%)	24 (3.23%)	2.79	00:02:27	12.50%	45.83%
15. Burton upon Trent	5 (0.88%)	8 (1.08%)	3.75	00:01:26	62.50%	25.00%
16. Newcastle upon Tyne	5 (0.88%)	8 (1.08%)	2.50	00:01:42	25.00%	37.50%
17. Slough	5 (0.88%)	6 (0.81%)	2.50	00:01:48	66.67%	33.33%
18. Cardiff	5 (0.88%)	6 (0.81%)	1.17	00:00:03	66.67%	83.33%
19. Birkenhead	4 (0.70%)	4 (0.54%)	2.25	00:00:50	100.00%	75.00%
20. Cambridge	4 (0.70%)	17 (2.28%)	1.82	00:04:31	17.65%	52.94%
21. Hove	4 (0.70%)	4 (0.54%)	1.25	00:00:21	100.00%	75.00%
22. Northampton	4 (0.70%)	4 (0.54%)	1.75	00:00:20	100.00%	50.00%
23. Nottingham	4 (0.70%)	4 (0.54%)	1.75	00:00:37	75.00%	50.00%

24. Redditch	4 (0.70%)	4 (0.54%)	1.50	00:00:15	100.00%	50.00%
25. Southampton	4 (0.70%)	6 (0.81%)	1.83	00:02:07	50.00%	83.33%

Rows 1 - 25 of 212

DATE: June 12, 2020
TO: District I 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 their attendance OR a written report for this meeting.

No events to report			
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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.

FKCC Swim Around Key West, Open Water Swim and Swim Meets Florida Keys Community College and the Letters "FKCC"	6/18/2020 – 9/6/2020	Destination	\$10,000
Mango Fest of Key West Key West Police Athletic League, Inc.	6/25/2020 – 6/28/2020	Destination	\$10,000
Hemingway 5K Sunset Run & Paddleboard Race Hemingway Sunset Run & Paddleboard, LLC	7/25/2020	Destination	\$17,000

DATE: June 12, 2020

To: District I Advisory Committee Members

FROM: Ammie Machan, Administrative Assistant

RE: **Consideration and Action re: Amendment to Scope of Service for Mango Fest of Key West**

The District I Advisory Committee at your meeting of August 7, 2019 moved approval to fund the Key West Police Athletic League, Inc. in an amount not to exceed \$17,000 DAC I Event Resources for Mango Fest of Key West in June 2020.

Attached is a request from the Event Coordinator to revise the scope of service (schedule of events) for the event due to limitations due to COVID-19. Below you will find the proposed revised schedule and the original schedule.

TDC Event Funding Policies state that a revision to the events schedule of events requires approval by the Advisory Committee and the TDC Director (TDC Operations Manual, Section II, Page 14).

- Original: A four (4) day event to include “paint and sip” activity; kick off party; mango festival with vendors; scavenger hunt; brunch; horticulture workshop
- Proposed: A 4 day event to include Kick-off party, Vendor Village, Brunch, Square foot art show, Photo Contest, Poetry Contest, Live Streamed Culinary and Cocktail Demos

Approval of the proposed schedule of events is requested.

ammie@fla-keys.com

Subject: FW: Mango Fest a fundraiser for Police Athletic League Youth Programs AMENDED SCOPE

From: Dolce Events <dolce@dolceeventsandmarketing.com>

Sent: Friday, June 5, 2020 2:33 PM

To: Maxine Pacini <maxine@fla-keys.com>; Dolce Events <marketing@dolceeventsandmarketing.com>; Jesse L. Hammers <jhammers@cityofkeywest-fl.gov>

Subject: Fwd: Mango Fest a fundraiser for Police Athletic League Youth Programs AMENDED SCOPE

Mark A. Certonio | Event Director

Dolce Events & Marketing

dolceeventsandmarketing.com

PO Box 4296 | Key West, FL 33041

800.474.4319

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Present scope below.

Proposed Amended scope to TDC

4 day event to include Kick-off party, Vendor Village, Brunch, Square foot art show, Photo Contest, Poetry Contest, Live Streamed Culinary and Cocktail Demos

Mark A. Certonio | Event Director

Dolce Events & Marketing

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