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## **AGENDA**

### **MONROE COUNTY TOURIST DEVELOPMENT COUNCIL DISTRICT II ADVISORY COMMITTEE**

**REGULAR SESSION, TUESDAY, JUNE 23, 2020, 6:00 p.m.**

**Join Zoom Meeting <https://us02web.zoom.us/j/89325827664>**

**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](http://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: 893 2582 7664

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\*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 12, 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 II 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. Vacation Rental Occupancy & Rate Report – FYI

- I. **VIS REPORTS:**
  - 1. Visitor Information Services Report – FYI
  
- J. **WEBSITE:**
  - 1. Two Oceans Digital Report – FYI
  - 2. District Google Analytics
  
- K. **OLD BUSINESS:**
  
- L. **NEW BUSINESS:**
  - 1. Update Re: June 10, 2020 TDC Meeting
  
- M. **GENERAL DISCUSSION**
- N. **PUBLIC/INDUSTRY INPUT**
- O. **ADJOURNMENT**

**District II Advisory Committee Meeting**

The May 12, 2020 District II Advisory Committee of the Monroe County Tourist Development Council was called to order by Vice Chair Mr. Steve Estes at 6:00 p.m. via Zoom.

DAC Members Present Were: Mr. Bobby Mongelli, Ms. Charlotte Palmer, Ms. Andrea Paulson, Mr. John Pozzi, Ms. Colleen Quirk, and Ms. Penny Underwood

DAC Members Absent Were: Mr. Henry Hamilton (2<sup>nd</sup> absence in Fiscal Year) and Mr. Troy Talpas (2<sup>nd</sup> absence in a row)

TDC Representative Present: Ms. Gayle Tippet

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

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

Additions to and Approval of the Agenda: Ms. Pacini moved item L.4. Update re: April 28, 2020 TDC Meeting before item E.3. Consideration and Action re: FY 2021 Budget, and H.3. Presentation: COVID-19 Research Data before item G.2. Consideration and Action re: Media Recommendation.

Mr. Mongelli moved approval of the agenda as amended with the following bulk agenda items:

- D.1. February 25, 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. Vacation Rental Occupancy & Rate Report – FYI
- I.1. Visitor Information Services Report – FYI
- J.1. Two Oceans Digital – FYI
- J.2. District Google Analytics
- L.1. Operations Manual Update - FYI
- L.2. Consideration and Action re: Extension to Agreement with MCB OCC for the Lower Keys Scenic Highway Viewing Area Nature Center Project
- L.3. Consideration and Action re: Extension to Agreement with Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Lower Keys 2<sup>nd</sup> Round Project

Mr. Pozzi 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 II 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.

Mr. Pozzi moved approval to move \$53,380 from FY 2021 Capital Resources to Capital Economic/Natural Disaster Resources. Motion failed due to a lack of a second.

Mr. Mongelli moved approval to move \$100,000 from FY 2021 Capital Resources to Capital Economic/Natural Disaster Resources. Motion passed unanimously.

Ms. Pacini commented that the DAC must leave \$53,635 in Event Resources, due to where the funds in the budget were allocated. She also stated that due this year the allocates were scheduled for October, the funds would not be able to be moved after the Event funding meetings.

Mr. Mongelli moved approval to leave \$53,635 in FY 2021 Event Resources, Mr. Pozzi seconded.

During discussion Ms. Quirk asked what the thoughts on holding events were. Mr. Mongelli stated that he felt that the funds would be best spend in advertising with events utilizing more of their own funding to promote their events. Ms. Mitchell replied that data being presented later in the meeting shows that visitors may not be comfortable attending events.

Mr. Mongelli amended his motion to leave \$53,635 in FY 2021 Event Resources and to move the remaining \$43,883 to FY 2021 Advertising Resources, Mr. Pozzi second. Motion passed unanimously.

Ms. Pacini provided the resulting balance of \$609,831 FY 2021 Advertising Resources, \$51,905 Promotional/Storm Advertising Resources, \$60,000 Frozen Capital Resources, \$153,380 FY 2021 Capital Resources, \$170,000 Economic/Natural Disaster Capital Resources, and \$53,635 in FY 2021 Event Resources.

Ms. Quirk moved approval of the FY 2021 DAC II Budget as amended, Ms. Palmer seconded.

A roll call vote was taken with the following results:

Mr. Bobby Mongelli	Yes	
Ms. Charlotte Palmer	Yes	
Ms. Andrea Paulson	Yes	
Mr. John Pozzi	Yes	
Ms. Colleen Quirk	Yes	
Ms. Penny Underwood	Yes	
Mr. Steve Estes	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 3<sup>rd</sup> and 4<sup>th</sup> 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 30<sup>th</sup> 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 \$50,000 DAC II FY 2020 Advertising Resources for television and digital/social media advertising during phase III and IV of the recovery advertising plan.

Mr. Mongelli moved approval the media recommended as presented in an amount not to exceed \$50,000 DAC II FY 2020 Advertising Resources, Mr. Pozzi seconded. Motion passed unanimously.

Public/Industry Input: Ms. Jodi Weinhofer stated that Ms. Fountian and Ms. Mitchell would be presenting to the Lodging Association virtually and invited anyone who wanted to attend to email her.

There being no further business the meeting was adjourned at 7:45 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.

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

**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 3<sup>rd</sup> and 4<sup>th</sup> pennies would be reflected in the district budgets**

**Mr. Bernardin moved approval of the FY 2021 Strategic Budget Plan as presented, Ms. Tippet 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 3<sup>rd</sup> and 4<sup>th</sup> 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 30<sup>th</sup> 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.

DAC II

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

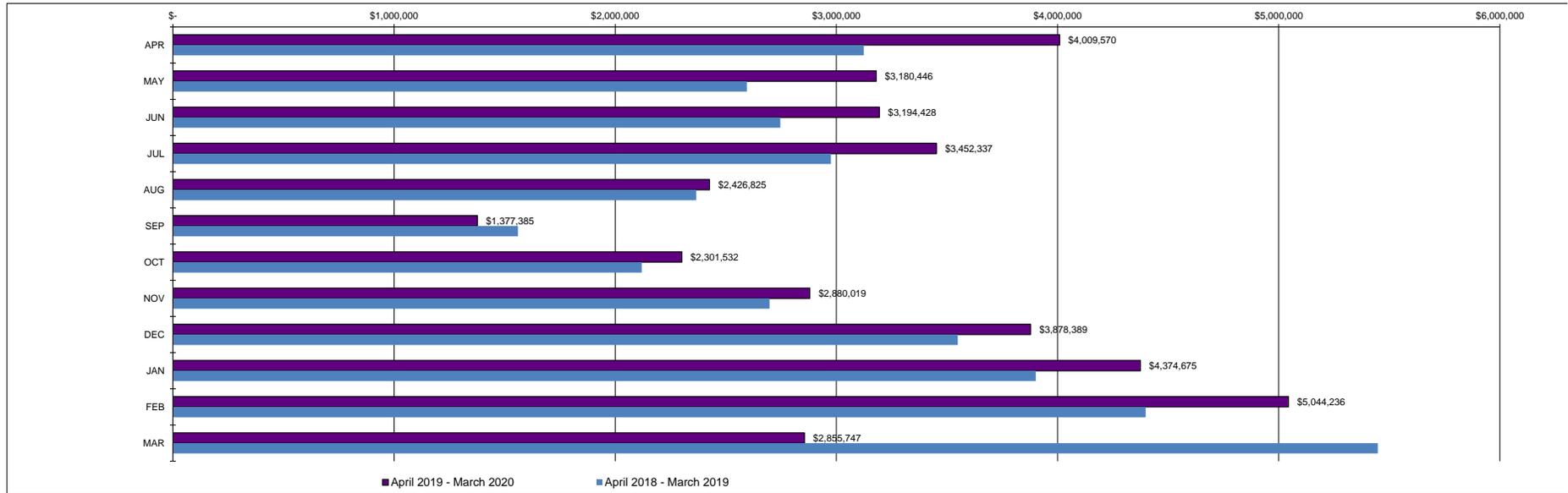
Revenue	1,205,399
5% Reserve State Statute 129.01	<u>(60,270)</u>
	1,145,129
Fund Balance Forward Revenue Variance	41,338
Fund Balance Forward - Contracted Commitments (Events/Capital)	416,954
Fund Balance Forward Expense Variance	227,767
Fund Balance Forward - Promotional Resources	21,905
Fund Balance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

	Appropriations	Expenses	Encumbrances	Balance
T208M34X COMMISSIONS & FEES (FINANCE)	2,296	(1,617)	0	679
T208A73X UTILITIES	3,000	(213)	0	2,787
T208A23X ADMINISTRATION RESOURCES	1,652	0	0	1,652
T208A63X ADMINISTRATIVE SERVICES	35,169	(5,486)	0	29,683
T208M01X COUNTY ALLOCATION	<u>14,975</u>	<u>0</u>	<u>0</u>	<u>14,975</u>
(ADMIN) SUBTOTAL	57,092	(7,316)	0	49,776
T208V14X DISTRICT TELEMARKETING (VIS)	<u>100,548</u>	<u>(58,653)</u>	<u>0</u>	<u>41,895</u>
(VIS) SUBTOTAL	100,548	(58,653)	0	41,895
T208B04X DAC II CAPITAL PROJECTS RESOURCES	60,000	0	0	60,000
T208M10X SALARIES & WAGES - LITTLE DUCK KEY BCH (CARLTON HOWARD)	67,689	(18,278)	0	49,411
T208M10X RESERVE	2,500	(418)	0	2,082
T208M10X FICA	5,222	(1,405)	0	3,817
T208M10X RETIREMENT	5,839	(1,584)	0	4,255
T208M10X GROUP INSURANCE	13,228	0	0	13,228
T208M10X WORKERS COMPENSATION	2,992	0	0	2,992
T208M04X LITTLE DUCK KEY UTILITIES / REPAIRS AND MAINTENANCE	10,000	(6,788)	0	3,212
T208M14X LITTLE DUCK BEACH	17,930	0	0	17,930
T208B97X ECONOMIC NATURAL DISASTER RESOURCE	70,000	0	0	70,000
TM98367Y COUNTY LOWER KEYS SCENIC HIGHWAY FY 19	326,954	0	0	326,954
T208M36X LOWER KEYS SCENIC HWY VIEWING AREA FY 20	170,031	0	0	170,031
TB98989Y MOTE CORAL RESTORATION - LOWER KEYS	90,000	(90,000)	0	0
T208B89X CORAL RESTORATION FY 20	<u>22,425</u>	<u>0</u>	<u>0</u>	<u>22,425</u>
(CAPITAL) SUBTOTAL	864,810	(118,473)	0	746,337
T208S23X DAC II EVENTS RESOURCES	0	0	0	0
T208S03X STOCK ISLAND SEAFOOD CELEBRATION 20	<u>10,960</u>	<u>0</u>	<u>0</u>	<u>10,960</u>
(EVENTS) SUBTOTAL	10,960	0	0	10,960
T208P65X DAC II WEBCAM	21,000	(12,133)	0	8,867
T208P93X DISTRICT #2 AD CAMPAIGN	796,778	(380,376)	(416,402)	0
T208P26X PROMOTIONAL/STORM ADVERTISING RESOURCES	<u>51,905</u>	<u>0</u>	<u>0</u>	<u>51,905</u>
(PROMOTIONAL) SUBTOTAL	869,683	(392,509)	(416,402)	8,867
FUND TOTAL	1,903,093	(576,951)	(416,402)	857,835
<b>TWO PENNY</b>				
TM95711Y FANTASY FEST FY19	15,000	(15,000)	0	0
T205M05X FANTASY FEST FY20	10,000	0	0	10,000
T205S13X KEY WEST HALF MARATHON FY20	7,500	(7,500)	0	0
T205M75X NAUTICAL FLEA MARKET FY20	7,500	0	0	7,500
T205M25X PHIL PETERSONS FY20	10,000	0	0	10,000
T205S03X STOCK ISLAND SEAFOOD CELEBRATION FY20	4,040	0	0	4,040
T205M22X UNDERWATER MUSIC FESTIVAL FY20	10,000	0	0	10,000

# FOUR PENNY REVENUE REPORT

## Fiscal Year 2019 - 2020

E.2



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										DISTRICT V																																																											
										FY 2020 VS FY 2019																																																											
										\$ INC/DEC										% INC/DEC																																																	
										FY 2015										FY 2016										FY 2017										FY 2018										FY 2019										FY 2020									
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	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	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	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	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	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	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	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	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	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	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	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				0.0%	SEPTEMBER	SEPTEMBER	\$	198,677.04	\$	228,656.93	\$	147,065.33	\$	203,500.96	\$	182,761.38				0.0%	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										MONROE COUNTY																																																											
										FY 2020 VS FY 2019																																																											
										FY 2015										FY 2016										FY 2017										FY 2018										FY 2019										FY 2020									
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	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	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	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	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	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	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	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	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	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	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	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	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



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

**F1**  
June 6, 2020

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

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

- Agency representatives attended the TDC meeting via Zoom.
- Agency representatives attended DAC II 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 Little Palm Island and other 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 “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 topics including 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 and the launch of the Keys’ “Safer@Home” video challenge.
- 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 and the governor's directive that relaxed restrictions on restaurants and most non-essential retail businesses.

- 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 hash tagged #KeysAtHomeChallenge. Entrants were required to post a video up to 60 seconds long that recreated their favourite 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 DE Mattia 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 wrote, posted on the website and distributed to the media a release on the Lower Keys Underwater Music Festival. Agency is planning additional coverage of the event scheduled to take place in July.
- Agency wrote, posted on the website and distributed to the media a release on the Lower Keys Chamber of Commerce Dolphin Tournament. A further release is planned on the results of the tournament when it takes place.
- 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 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 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, 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.
- 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**

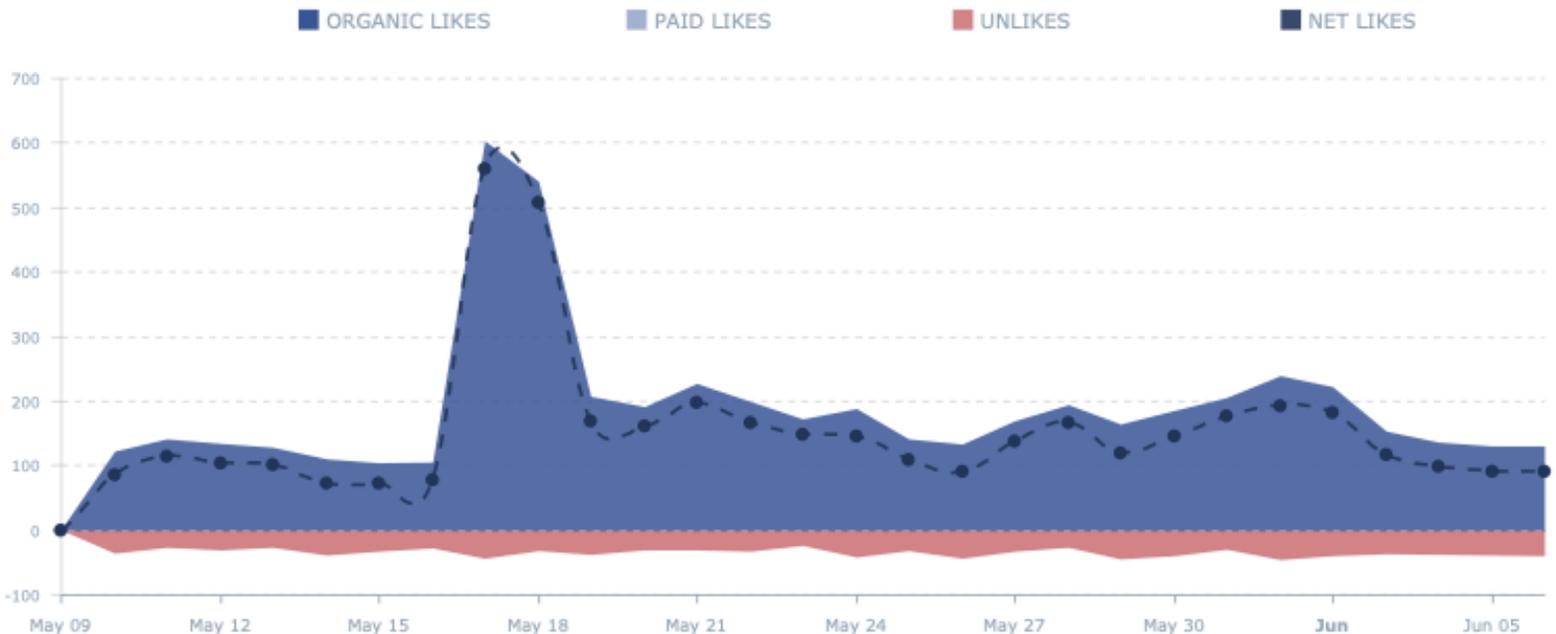


PAGE CONSUMPTIONS  
**233,315**



## Audience Growth

LIKES BREAKDOWN BY DAY



### AUDIENCE GROWTH METRICS

**Total Fans** 473,808

Organic Likes 5,372

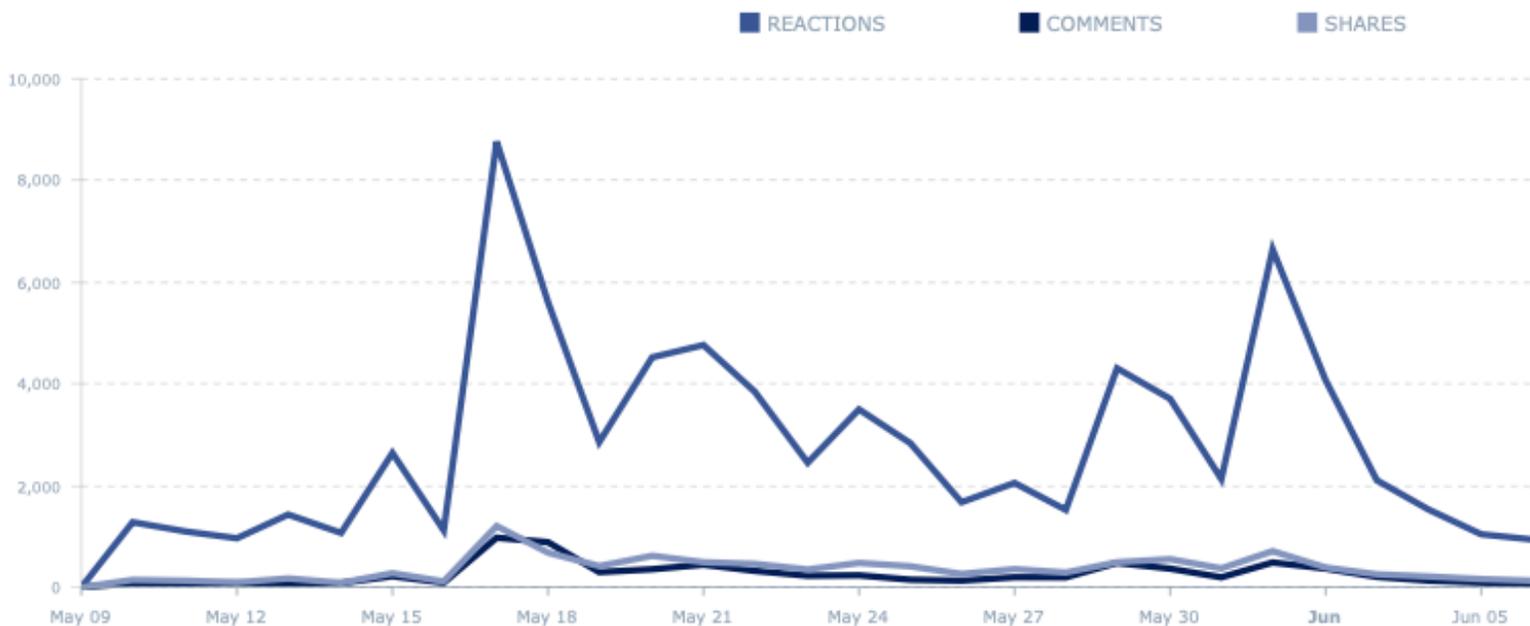
Net likes 4,386

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

<b>Total Followers</b>	<b>50,285</b>
Followers Gained	0
Total You Follow	3,187

YOUR FOLLOWERS  
CHANGED BY

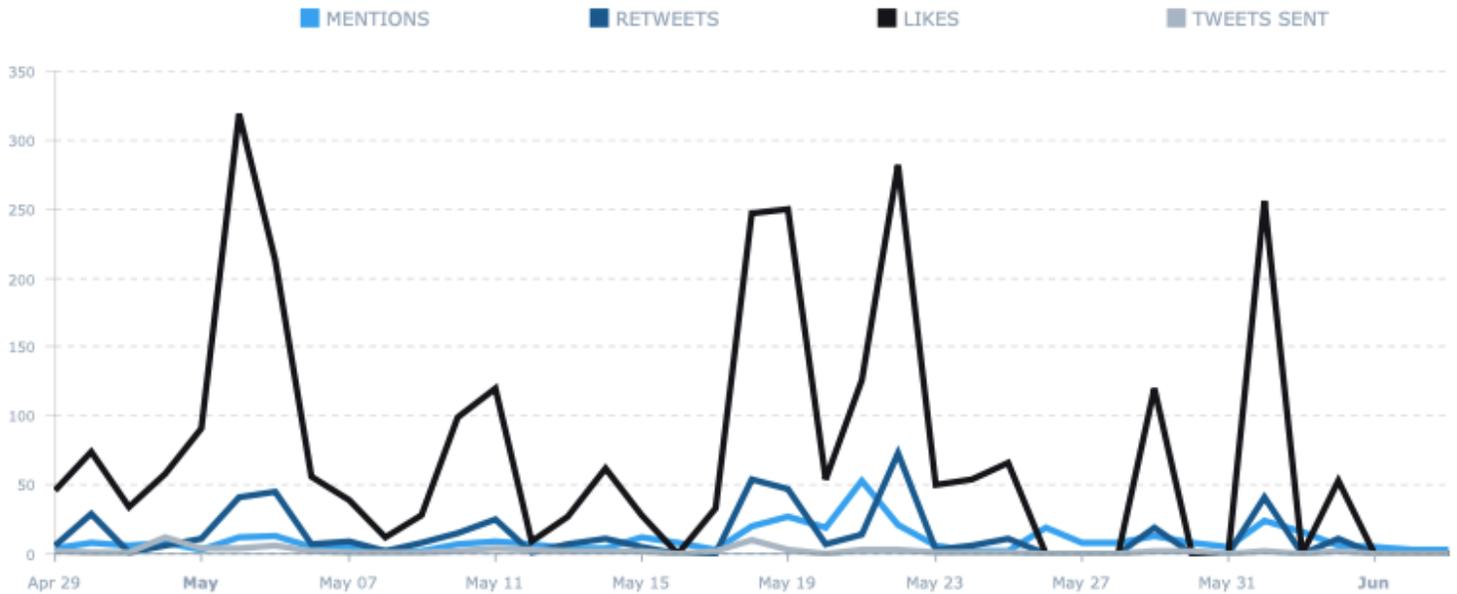
**0.0%**

SINCE PREVIOUS PERIOD



# Audience Engagement

## AUDIENCE ENGAGEMENT BY DAY



### ENGAGEMENT METRICS

Mentions	390
Retweets	515
Likes	2,906
Tweets Sent	79
<b>Total Engagements</b>	<b>3,811</b>

### CONTENT HABITS METRICS

Plain Text	16
Photos	7
Videos	2
<b>Total Sent Tweets</b>	<b>25</b>

### 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**

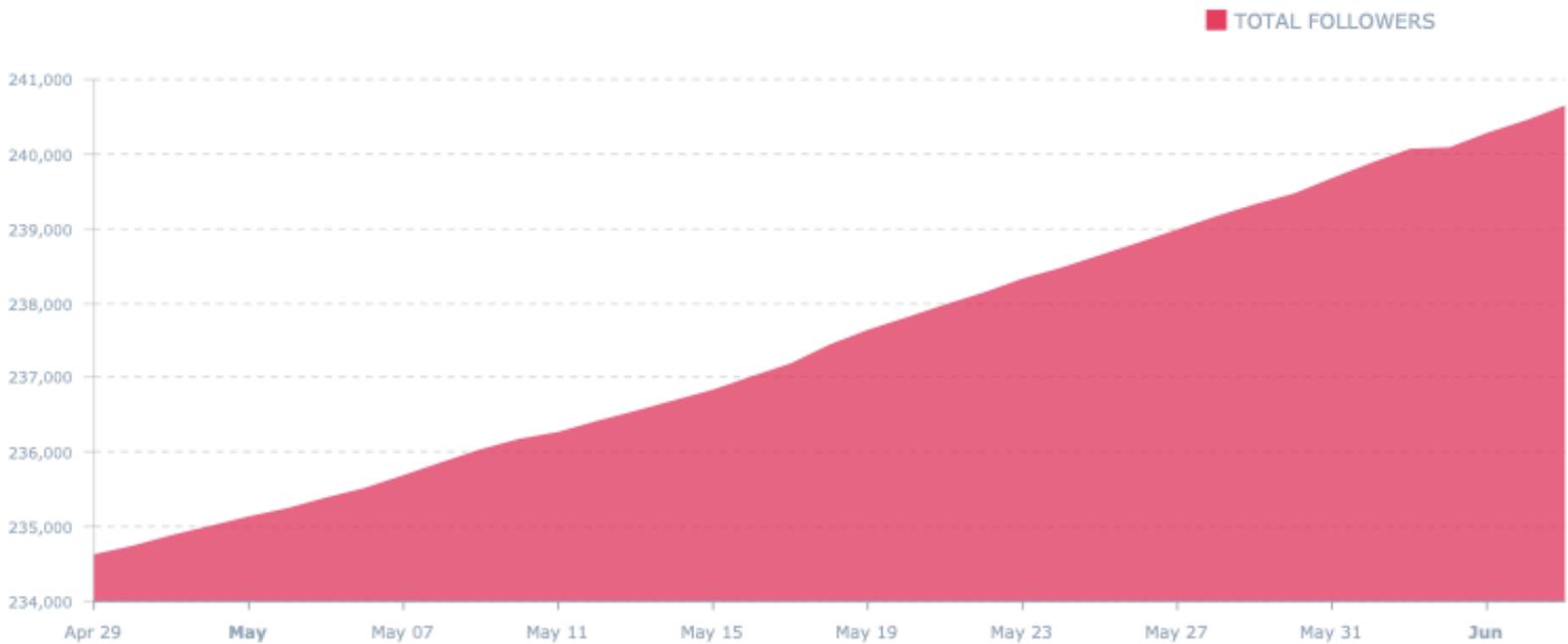


POSTS  
**1,556**



## Audience Growth

AUDIENCE GROWTH BY DAY



### FOLLOWER METRICS

<b>Total Followers</b>	<b>240,649</b>
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 2 Members  
FROM: Danielle Salmán-Villasuso  
DATE: June 12, 2020  
RE: June 23, 2020 DAC 2 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:**

**In-State Spot Television – 7/1-8/16:**

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

**Digital:**

- Good Sam Digital Blog Posts – 7/1, 7/3, 8/1 & 8/3
- Good Sam Digital E-Newsletter Editorial – July & August
- Good Sam Digital Facebook Post Promotion – July & August
- Good Sam Digital Follow Me Ad – July & August
- Good Sam Explore & Travel Package – July & August
- Facebook/Instagram – 7/1-8/31
- SportDiver/ScubaDiving/Islands.com Facebook Posts & Banners – July
- OutsideOnline.com – 7/1-8/9
- Adara – 7/1-8/9
- Tremor Video – 7/1-7/12 & 7/1-7/26

**Search Engine Marketing: July & August**

- Google AdWords

**Print:**

- Saltwater Sportsman – July

**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
  - Afa.com
  - LonelyPlanet.com
  - Momtastic.com
  - CondeNastTraveller.co.uk
  - WeddingWire.com
  - TheKnot.com
  - BrideClick
  - Nativo
  - CNTraveler.com
  - OutsideOnline.com
  - GayCities/ Queerty.com
  - PassportMagazine.com
  - Towleroad
  - GoodSam Digital
  - Trailer Life Magazine / MotorHome Magazine
  - SportFishing.com/SaltwaterSportsman.com
  - SportDiver.com/ScubaDiving.com
  - World's Best Diving & Resorts
  - Dreamscapes (Canada)
  - Travel Guide to Florida
  - TheStar.com
  - NYTimes Family Travel Advertorial
  - Recommend Magazine
  - The Advocate
  - Out Magazine
- Sponsored Social Posts - The Agency coordinated sponsored social posts with the following publications:
  - NationalGeographic.com

- 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 2 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 Lower Keys media plan



LOWER KEYS

OCTOBER 2019

DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
10/21-10/31	CN.Traveler.com (Native Content via Social Media)	244,022	178	0.07%	N/A
10/21-10/31	Adara Re-Targeting (Mobile/Tablet/Desktop/Cross-Device)	140,313	140	0.10%	N/A
DATE	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
10/1-10/31	Facebook/Instagram (Paid Social Media Targeting Outdoor Enthusiasts)	441,381	14,902	3.38%	N/A
DATE	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
10/14-10/31	Google Ad Words				
	"florida campgrounds"	836	97	11.60%	N/A
	florida camping	681	45	6.61%	N/A
	campground in florida	321	34	10.59%	N/A
	best campgrounds in florida	210	24	15.04%	N/A
	florida campgrounds on beach	133	20	11.76%	N/A
	rv parks in fl	194	16	8.25%	N/A
	campgrounds in southern florida	135	15	3.24%	N/A
	adventure kayaking	309	10	11.43%	N/A
	kayaking in florida	134	10	7.46%	N/A
	tent camping in florida	68	8	2.20%	N/A
	kayak in florida	83	6	7.23%	N/A
	best places to kayak in florida	45	6	5.06%	N/A
	florida rv resorts	182	4	11.11%	N/A
	florida rv parks and campgrounds	79	4	13.33%	N/A

NOVEMBER 2019

DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
11/1-11/30	Adara Re-Targeting (Mobile/Tablet/Desktop/Cross-Device)	883,841	7,758	0.88%	N/A
11/1-11/30	CNTraveler.com (Native Content via Social Media)	790,602	4,051	0.51%	N/A
11/1-11/30	SportDiver.com/ScubaDiving.com	100,109	891	0.89%	N/A
DATE	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
11/1-11/30	Facebook/Instagram (Paid Social Media Video)	421,238	5,658	1.34%	N/A
11/1-11/30	TrailerLife Facebook & Instagram	22,910	815	3.56%	N/A
11/1-11/30	MotorHome Facebook & Instagram	17,558	190	1.08%	N/A
DATE	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
11/1-11/31	Google Ad Words				
	florida camping	369	40	10.84%	N/A
	campground in florida	328	39	11.89%	N/A
	tent camping in florida	88	11	12.50%	N/A
	campgrounds in southern florida	83	9	10.84%	N/A
	rv parks in fl	59	8	13.56%	N/A
	best campgrounds in florida	87	7	8.05%	N/A
	florida rv resorts	45	6	13.33%	N/A
	florida campgrounds	105	6	5.71%	N/A
	florida campgrounds on beach	49	6	12.24%	N/A
	adventure kayaking	220	4	1.82%	N/A
	kayaking in florida	21	4	19.05%	N/A
	rv campgrounds florida beaches	12	2	16.67%	N/A
	rv parks south florida	12	2	16.67%	N/A
	florida rv parks and campgrounds	30	2	6.67%	N/A

DECEMBER 2019

DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/31	CNTraveler.com (Native Content via Social Media)	332,651	7,567	2.27%	N/A
12/1-12/31	Adara Re-Targeting (Mobile/Tablet/Desktop/Cross-Device)	222,247	950	0.43%	N/A
12/1-12/31	TrailerLife.com Add-On Content Package (Written Content via E-Mail)	782,686	531	0.07%	N/A
12/1-12/31	Motorhome.com Content Add-On Package (Written Content via E-Mail)	127,476	182	0.14%	N/A
DATE	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/31	Facebook/Instagram (Paid Social Media)	437,870	12,630	2.88%	N/A
DATE	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/31	Google Ad Words				
	florida camping	2,243	233	10.39%	N/A
	campground in florida	1,922	232	12.07%	N/A
	tent camping in florida	556	81	14.57%	N/A
	campgrounds in southern florida	506	59	11.66%	N/A
	"florida campgrounds"	658	58	8.81%	N/A
	best campgrounds in florida	525	51	9.71%	N/A
	rv parks in fl	539	39	7.24%	N/A
	adventure kayaking	837	28	3.35%	N/A
	florida rv resorts	402	22	5.47%	N/A
	florida rv parks and campgrounds	265	19	7.17%	N/A
	florida campgrounds on beach	209	14	6.70%	N/A
	kayaking in florida	141	14	9.93%	N/A
	best rv campground in florida	189	13	6.88%	N/A
	best places to kayak in florida	144	10	6.94%	N/A
	rv campgrounds florida beaches	128	10	7.81%	N/A
	places to kayak in florida	116	9	7.76%	N/A
	kayak in florida	159	8	5.03%	N/A
	rv resorts in south florida	97	7	7.22%	N/A
	rv parks south florida	81	5	6.17%	N/A

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



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

kayaking florida	96	3	3.13%	N/A
florida kayaking	48	2	4.17%	N/A
beachfront rv parks florida	45	2	4.44%	N/A
florida kayak tours	40	2	5.00%	N/A
where to kayak in florida	20	2	10.00%	N/A
best kayaking in florida	17	2	11.76%	N/A
canoe trips florida	6	2	33.33%	N/A
kayak tours florida	65	1	1.54%	N/A
florida family campgrounds	40	1	2.50%	N/A
canoeing in florida	30	1	3.33%	N/A
cabin rentals in florida state parks	26	1	3.85%	N/A
oceanfront campgrounds florida	24	1	4.17%	N/A
canoe in florida	21	1	4.76%	N/A
canoe trips in florida	11	1	9.09%	N/A
canoe florida	10	1	10.00%	N/A
florida campgrounds near beach	7	1	14.29%	N/A

**JANUARY 2020**

DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
1/1-1/31	Nativo (Native Content Article Promo)	607,612	4,833	0.80%	N/A
1/1-1/31	Good Sam Digital Blog Post (10x Posts)	N/A	2,493	N/A	N/A
1/1-1/31	Adara Re-Targeting (Mobile/Tablet/Desktop/Cross-Device)	714,611	562	0.08%	N/A
1/6-1/31	Tremor Video (Mobile/Tablet/Desktop)	288,385	275	0.09%	78.31%
MOBILE		Impressions	Clicks/Engagements	Click-through %	VCR
1/1-1/31	Facebook/Instagram Sponsored Ad	351,653	3,342	0.95%	N/A
1/1-1/31	Motorhome.com (Digital Content Facebook)	14,007	574	4.10%	N/A
1/1-1/31	TrailerLife.com (Digital Content Facebook)	18,403	463	2.52%	N/A
Google Ad Words		Impressions	Clicks/Engagements	Click-through %	VCR
1/1-1/31	florida camping	2,206	203	9.20%	N/A
	campground in florida	1,850	170	9.19%	N/A
	"florida campgrounds"	639	59	9.23%	N/A
	tent camping in florida	423	49	11.58%	N/A
	florida campgrounds on beach	493	48	9.74%	N/A
	campgrounds in southern florida	558	46	8.24%	N/A
	best campgrounds in florida	518	37	7.14%	N/A
	adventure kayaking	644	25	3.88%	N/A
	kayak in florida	189	13	6.88%	N/A
	kayaking in florida	262	9	3.44%	N/A
	kayaking florida	176	9	5.11%	N/A
	florida campgrounds near beach	70	8	11.43%	N/A
	rv parks in fl	110	6	5.45%	N/A
	florida rv resorts	143	5	3.50%	N/A
	florida kayaking	126	5	3.97%	N/A
	rv parks south florida	37	5	13.51%	N/A
	best places to kayak in florida	91	4	4.40%	N/A
	canoeing in florida	49	4	8.16%	N/A
	rv campgrounds florida beaches	42	4	9.52%	N/A
	florida rv parks and campgrounds	70	3	4.29%	N/A
	places to kayak in florida	70	2	2.86%	N/A
	best rv campground in florida	58	2	3.45%	N/A
	cabin rentals in florida state parks	38	2	5.26%	N/A
	rv resorts in south florida	24	2	8.33%	N/A
	oceanfront campgrounds florida	30	1	3.33%	N/A
	places to go kayaking in florida	21	1	4.76%	N/A
	best canoeing in florida	6	1	16.67%	N/A
	st petersburg florida campgrounds	3	1	33.33%	N/A

**FEBRUARY 2020**

DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
2/1-2/29	RV Navigator Newsletter	137,218	23,159	3.61%	N/A
2/3-2/29	SportFishing.com/SaltwaterSportsman.com	102,467	500	0.49%	N/A
2/1-2/29	Adara Re-Targeting (Mobile/Tablet/Desktop/Cross-Device)	695,967	424	0.06%	N/A
2/1-2/29	Tremor Video (Mobile/Tablet/Desktop)	271,584	239	0.09%	79.29%
2/3-2/29	OutsideOnline.com (Native Content Story)	120,534	238	0.20%	N/A
2/1-2/29	NationalGeographic.com	70,991	32	0.05%	99.62%
MOBILE		Impressions	Clicks/Engagements	Click-through %	VCR
2/1-2/29	Facebook/Instagram Video	272,768	5,039	1.85%	N/A
2/1-2/29	Good Sam Digital Facebook Post Promotion (6x)	32,113	2,135	6.65%	N/A
2/3-2/29	SportFishing.com/SaltwaterSportsman.com (Custom FB Post)	373,310	1,410	0.38%	N/A
Google Ad Words		Impressions	Clicks/Engagements	Click-through %	VCR
2/1-2/29	florida camping	2,206	203	9.20%	N/A
	campground in florida	1,850	170	9.19%	N/A
	"florida campgrounds"	639	59	9.23%	N/A
	tent camping in florida	423	49	11.58%	N/A
	florida campgrounds on beach	493	48	9.74%	N/A
	campgrounds in southern florida	558	46	8.24%	N/A
	best campgrounds in florida	518	37	7.14%	N/A
	adventure kayaking	644	25	3.88%	N/A

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



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	kayak in florida	189	13	6.88%	N/A
	kayaking in florida	262	9	3.44%	N/A
	kayaking florida	176	9	5.11%	N/A
	florida campgrounds near beach	70	8	11.43%	N/A
	rv parks in fl	110	6	5.45%	N/A
	florida rv resorts	143	5	3.50%	N/A
	florida kayaking	126	5	3.97%	N/A
	rv parks south florida	37	5	13.51%	N/A
	best places to kayak in florida	91	4	4.40%	N/A
	canoeing in florida	49	4	8.16%	N/A
	rv campgrounds florida beaches	42	4	9.52%	N/A
	florida rv parks and campgrounds	70	3	4.29%	N/A
	places to kayak in florida	70	2	2.86%	N/A
	best rv campground in florida	58	2	3.45%	N/A
	cabin rentals in florida state parks	38	2	5.26%	N/A
	rv resorts in south florida	24	2	8.33%	N/A
	oceanfront campgrounds florida	30	1	3.33%	N/A
	places to go kayaking in florida	21	1	4.76%	N/A
	best canoeing in florida	6	1	16.67%	N/A
	st petersburg florida campgrounds	3	1	33.33%	N/A
<b>MARCH 2020</b>					
<b>DATE</b>	<b>WEBSITE</b>	<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>
3/1-3/16	GumGum (In-Screen Video)	229,585	1,221	0.53%	72.77%
3/1-3/16	SportFishing.com/SaltwaterSportsman.com	138,023	787	0.57%	N/A
3/1-3/16	Tremor Video (Mobile/Tablet/Desktop)	82,739	619	0.75%	80.15%
3/1-3/16	Adara Re-Targeting (Mobile/Tablet/Desktop/Cross-Device)	287,778	305	0.11%	N/A
3/1-3/16	RV.net	40,002	24	0.06%	N/A
3/1-3/16	OutsideOnline.com	7,112	12	0.17%	N/A
	<b>MOBILE</b>	<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>
3/1-3/16	SportDiver/ScubaDiver/Islands.com Facebook Posts	242,895	2,572	1.06%	N/A
3/1-3/16	Facebook/Instagram Sponsored Ad	210,485	2,535	1.20%	N/A
<b>APRIL 2020</b>					
	Dark				
<b>MAY 2020</b>					
	<b>Google Ad Words</b>	<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>
5/1-5/31	[camping in florida]	2,179	424	19.46%	N/A
	[campgrounds in florida]	1,645	325	19.76%	N/A
	[florida camping]	908	161	17.73%	N/A
	[best places to kayak in florida]	387	76	19.64%	N/A
	[rv parks in florida]	619	67	10.82%	N/A
	[florida campgrounds on beach]	492	63	12.80%	N/A
	[places to go kayaking in florida]	130	29	22.31%	N/A
	[florida campgrounds near beach]	149	24	16.11%	N/A
	[kayaking in florida]	201	23	11.44%	N/A
	[best kayaking in florida]	152	19	12.50%	N/A
	[campgrounds in southern florida]	103	19	18.45%	N/A
	[tent camping in florida]	135	18	13.33%	N/A
	[best campgrounds in florida]	152	16	10.53%	N/A
	[rv parks in fl]	232	14	6.03%	N/A
	[florida rv]	146	14	9.59%	N/A
	[adventure kayaking]	205	12	5.85%	N/A
	[best place to kayak in florida]	82	12	14.63%	N/A
	[best places to canoe in florida]	38	12	31.58%	N/A
	"places to kayak in florida"	100	11	11.00%	N/A
	[where to kayak in florida]	51	11	21.57%	N/A
	[camping on the beach]	159	9	5.66%	N/A
	[florida rv resorts]	66	6	9.09%	N/A
	[best rv campground in florida]	43	6	13.95%	N/A
	[florida kayaking]	48	5	10.42%	N/A
	[canoeing in florida]	33	5	15.15%	N/A
	[canoe camping florida]	15	5	33.33%	N/A
	[kayaking florida]	41	4	9.76%	N/A
	[places to canoe in florida]	27	4	14.81%	N/A
	"canoeing in south florida"	45	3	6.67%	N/A
	[kayak in florida]	39	3	7.69%	N/A
	[florida kayaking trips]	34	3	8.82%	N/A
	[florida canoe camping]	15	3	20.00%	N/A
	[beachfront rv parks florida]	38	2	5.26%	N/A
	[canoe trips in florida]	22	2	9.09%	N/A
	[cabin rentals in florida state parks]	4	2	50.00%	N/A
	[kayak fishing florida]	31	1	3.23%	N/A
	[oceanfront campgrounds florida]	18	1	5.56%	N/A
	[rv campgrounds florida beaches]	17	1	5.88%	N/A
	[rv parks south florida]	15	1	6.67%	N/A
	[kayak tours florida]	14	1	7.14%	N/A
	[canoe florida]	12	1	8.33%	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

[canoe in florida]	12	1	8.33%	N/A
[florida kayak tours]	11	1	9.09%	N/A
[florida canoe trips]	9	1	11.11%	N/A

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

Source: 2019 IAB (Internet Advertising Bureau)

Updated by Tinsley Advertising on 6/11/20





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)	*Ind Day (7/4)	*Mini-Lobster Season (7/29-7/30)	*Lobster Season (8/6-3/31)	*Labor Day (9/7)
	*Columbus Day (10/14)	*Art Basel (12/5-12/8)	*Thanksgiving Day (11/28)	*MLK Day (1/20)						
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

<b>DIGITAL:</b>																														(Billed TV Amount Nov-Mar confirmed with accounting)			
Good Sam Guide Series Digital Program:																																	
• Good Sam Digital Blog Posts (11x posts)		Fixed																													11	\$7,353	
• Good Sam Digital E-Newsletter Editorial (5x) - 500 words/3 photos																															5	\$6,071	
• Good Sam Digital Facebook Post Promotion (7x) - Copy Photo																															7	\$7,113	
• Good Sam Digital Follow Me Ad -Ad follows visitors to the Keys section around the site																															1	\$587	
• Good Sam Explore & Travel Package-6 photos, static banner, web link, 300 x 250 feature ad, social media links, 500 word blog post, Facebook click ad		Fixed																													1	\$4,030	
<b>TrailerLife/Motorhome/RVNavigator Digital Program (GS Media):</b>																																	
• TrailerLife/Motorhome.com - Facebook, Instagram, written content			November																													\$5,358	
• TrailerLife/Motorhome.com Content Package			December																													\$10,145	
• TrailerLife/Motorhome.com - Facebook, Instagram, written content			January																													\$2,508	
• RVNavigator Digital Content Add on-Written content promoted via Emails			February																													\$2,850	
• TrailerLife/Motorhome.com - Facebook, Instagram, written content			March																													\$2,508	
• Facebook/Instagram Sponsored Ad targeting outdoor enthusiasts		:15 Video	N/A	10/1-3/15																													\$31,350
• SportDiver.com Facebook Posts			N/A	November																													\$3,876
• ScubaDiving.com Facebook Posts				March																													\$3,876
• SportDiver/ScubaDiving ROS Banners																																	\$3,421
• Nativo - Promoted Native Content Ads promoting article on Lower Keys		800,000		January																													\$22,800
• CN.Traveler.com Native content story promoted via social media		1,500,000		10/21-12/15																													\$34,200
• NationalGeographic.com Travel/Adventure ROS		:15 Pre-roll + 433,333		1/6-3/15																													\$10,944
• OutsideOnline.com Native content story on Lower Keys		435,000		2/3-3/15																													\$17,100

**Big Pine Key**  
and Florida's Lower Keys

**FY 2020 MEDIA PLAN**

**Tinsley**  
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)	*Ind Day (7/4)	*Mini-Lobster Season (7/29-7/30)	*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	Miami-Dade County Public Schools:	Winter Break: 12/23-1/5		Spring Break: 3/23-3/29		Summer Break: 6/4-8/16				
Vacation Calendars	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

DIGITAL:																																													
• Tremor Video Mobile/Tablet/Desktop	Pre-Roll :15	848,903																																											\$15,000
• Adara - Re-targets users searching online for airfares & hotel rooms in Florida (excluding Orlando) & Caribbean. Also re-targeting visitors to Marathon page of fla-keys.com. Adara has exclusive access to loyalty members & travelers data of Delta, United, US Airways, Marriott, Preferred Hotels, Wyndham, Travelport, Airfare.com, Kayak+more	Pre-Roll :15	3,103,448	10/21-12/15			1/6-3/15						X	X																			6/1-7/12	6/15-8/9						\$51,300						
+ 300 x250 Companion Banner			Geo-Targeted to NY, CHI, PHL, BOS and DC												Geo-Targeted to NY, CHI, PHL, BOS and DC						\$2,707 Paused 3/16-3/29						Resume on 6/15																		
• Tremor Video Mobile/Tablet/Desktop	Pre-Roll :15	1,290,322													1/6-3/15						X	X	X	X	X	X	6/15-7/26						\$22,800												
Geo Fence/Re-targeting to camping/RVers and active adventurers															Geo-Targeted to NY, CHI, PHL, BOS and DC						\$11,400 5/4-6/28 flight moved to 6/15-7/26																								
• SportFishing.com/SaltwaterSportsman.com 300 x 600, 640 x 480,	Custom FB Post	250,000													2/15-3/15																								\$14,250						
Digital - Paid Search Engine Marketing:																																													
• Google Search			October	November	December	January	February	March	X	X	April	May	June	July	August	September																\$11,400													
															\$6,938 left. Paused 3/25 and unpaused on 4/7																														
																																	DIGITAL-TOTAL:	\$290,839											

PRINT:																																														
• Motorhome Magazine	1/2 Page 4C	128,390																			April												1	\$8,428												
• Scuba Diving Magazine	Full Page 4C	85,000													December																								1	\$8,322						
• Florida Sport Fishing Magazine	Full Page 4C	70,000													November/December																								2	\$5,585						
• Saltwater Sportsman	Full Page 4C	125,000																															May/June												1	\$9,189
• Outside Magazine	1/2 Page 4C	675,000																															July												1	\$19,851
																																	June												1	\$51,375
																																	PRINT-TOTAL:													\$51,375

DAC II BIG PINE KEY & THE LOWER KEYS FY 2020 BUDGET SUMMARY	
MEDIA SPENT TO DATE:	\$794,554
PRODUCTION:	\$35,000
RESOURCES REMAINING:	\$16,264
<b>GRAND TOTAL BUDGET:</b>	<b>\$845,818</b>

\*Please note separate from the above budget there is also \$51,905 in Emergency (Promotional/Storm) Resources

**Big Pine Key**  
and Florida's Lower Keys

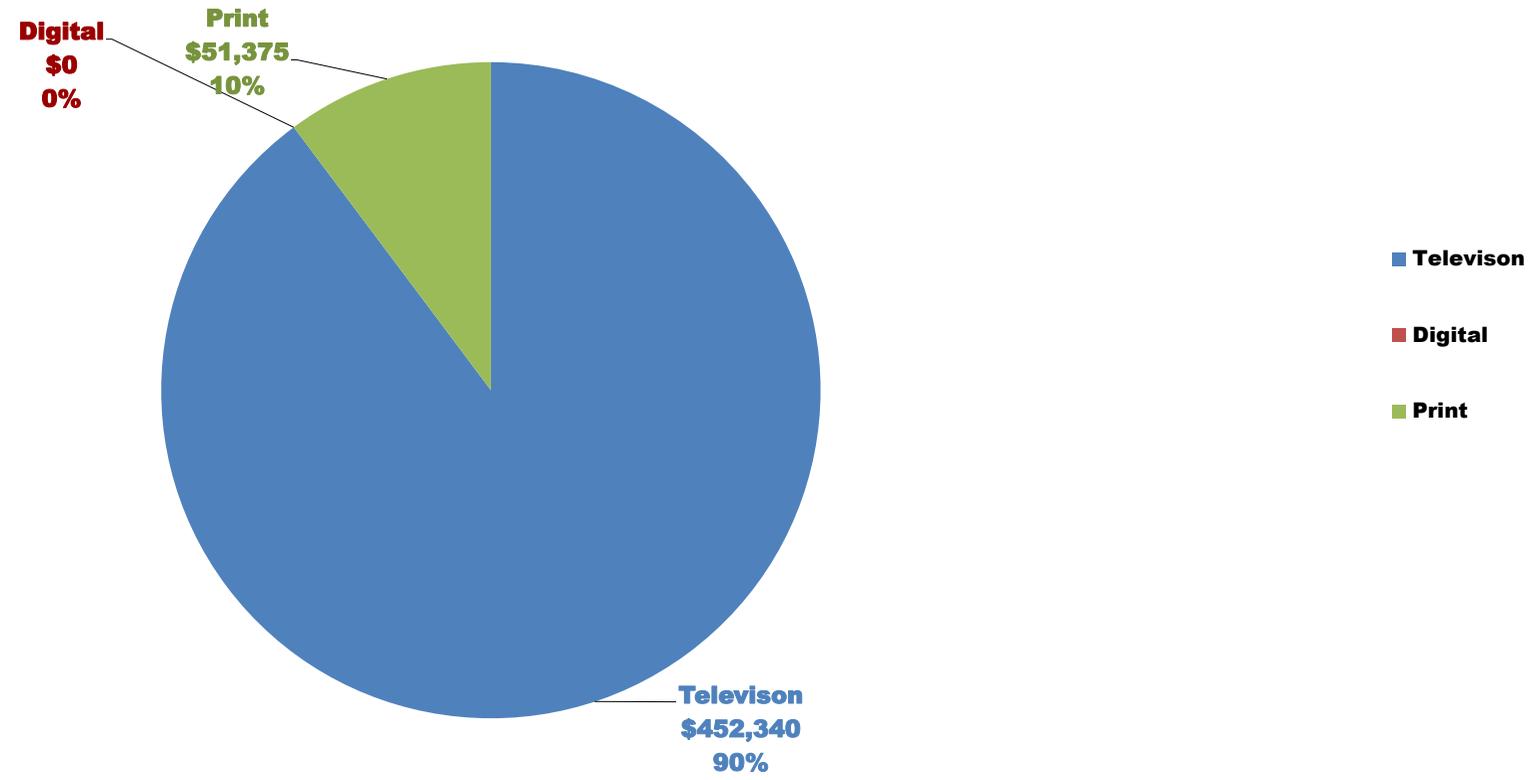
**FY 2020 MEDIA PLAN**

**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)		* Labor Day (9/7)	
	*Columbus Day (10/14)		*Art Basel (12/5-12/8)		* MLK Day (1/20)															
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								
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	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

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



**TOTAL MEDIA EXPENDITURE TO DATE: \$794,554**







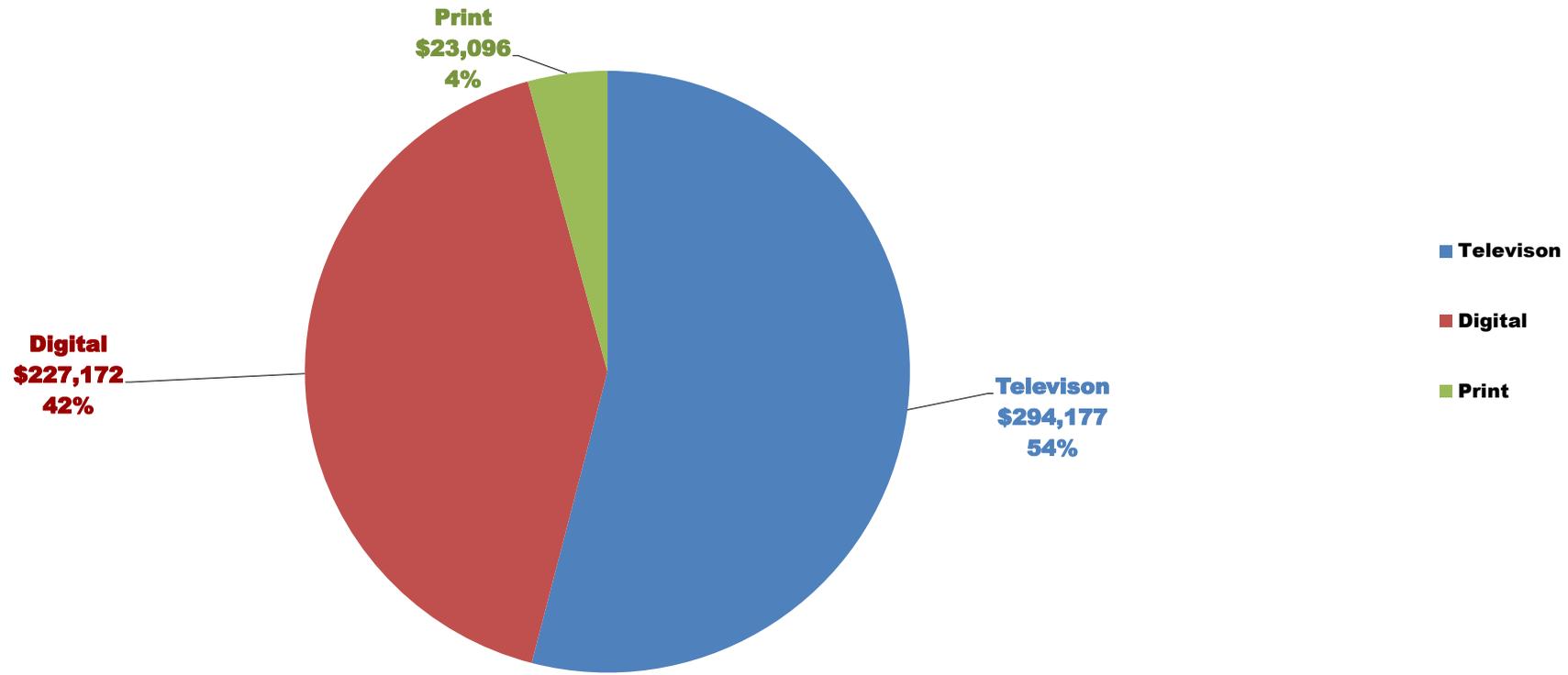
**Big Pine Key**  
and Florida's Lower Keys

**FY 2021 MEDIA PLAN**

**Tinsley**  
FULL SERVICE ADVERTISING

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)													
*Columbus Day (10/12)													
*Art Basel (12/3-12/6)													
*Thanksgiving Day (11/26)													
* MLK Day (1/18)													
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* Labor Day (9/6)													
Public Schools Vacation Calendars													
Miami-Dade County Public Schools:	11/25-29			12/19-1/3							6/10-8/22		
Broward County Public Schools:	11/21-29			12/19-1/3							6/10-8/18		
Palm Beach County Public Schools:	11/21-29			12/19-1/4			3/19-3/28						
Martin County Public Schools:	11/21-29			12/19-1/4			3/13-3/22				5/29-8/9		
Hillsborough County Public Schools:	11/21-29			12/19-1/4			3/13-3/22				5/29-8/10		
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			3/13-3/22				5/26-8/8		
Duval County Public Schools:	11/25-29			12/18-1/4			3/6-3/14				5/28-8/8		

**DAC II BIG PINE KEY & THE FLORIDA LOWER KEYS  
FY 2021 PLAN DISTRIBUTION BY MEDIA**



**TOTAL PROPOSED MEDIA EXPENDITURE: \$544,445**



## Monthly District & Tier Overview Report

For the month of: March 2020

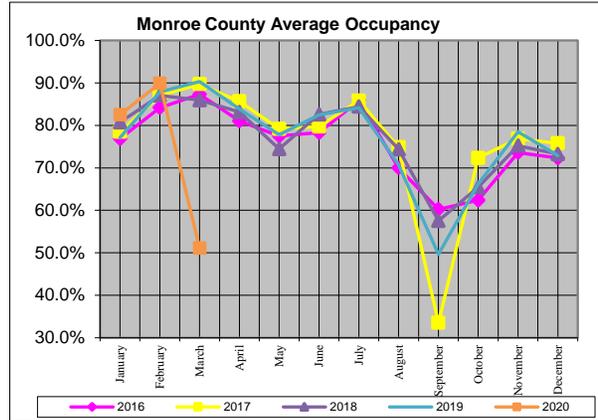
	Current Month - March 2020 vs March 2019									Year to Date - March 2020 vs March 2019								
	Occ %		ADR		RevPAR		Percent Change from March 2019			Occ %		ADR		RevPAR		Percent Change from YTD 2019		
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR
<b>Florida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

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

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

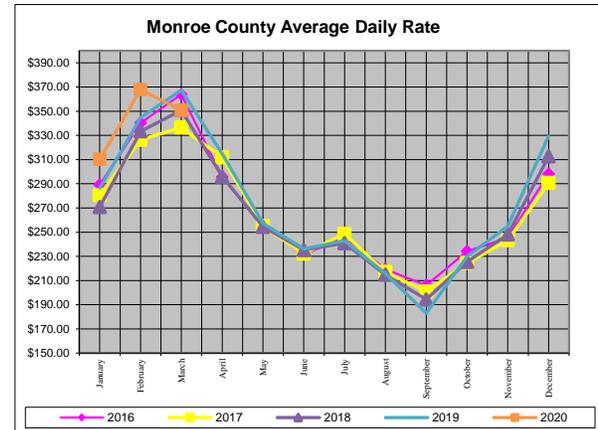
**OCCUPANCY RATE**

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



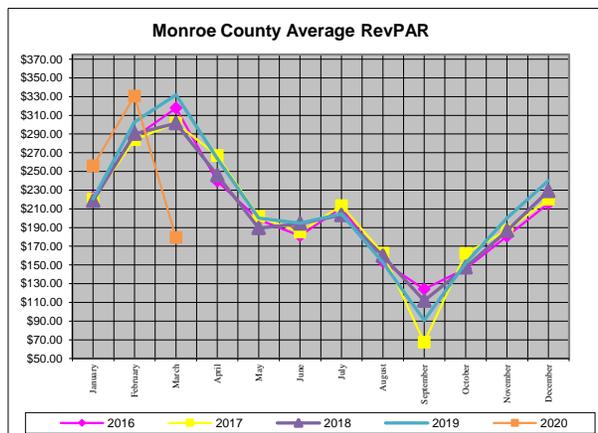
**AVERAGE DAILY RATE**

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



**RevPAR**

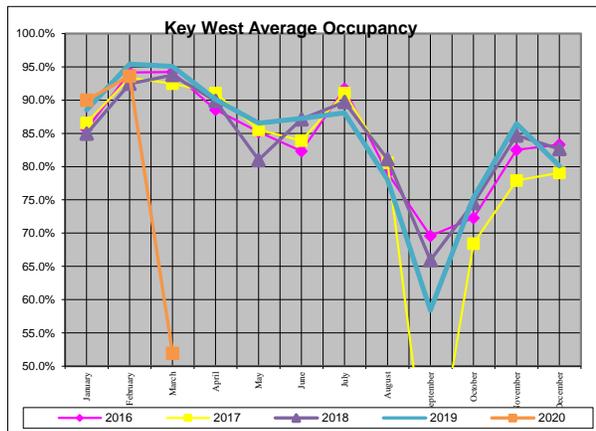
	2016	2017	2018	2019	2020	% Chg
January	\$222.29	\$220.03	\$218.63	\$220.77	\$256.00	<b>16.0%</b>
February	\$286.50	\$283.91	\$290.16	\$302.80	\$330.62	<b>9.2%</b>
March	\$317.67	\$301.77	\$301.51	\$331.86	\$179.22	<b>-46.0%</b>
April	\$239.57	\$266.96	\$245.98	\$263.95		
May	\$198.30	\$201.72	\$189.36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



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

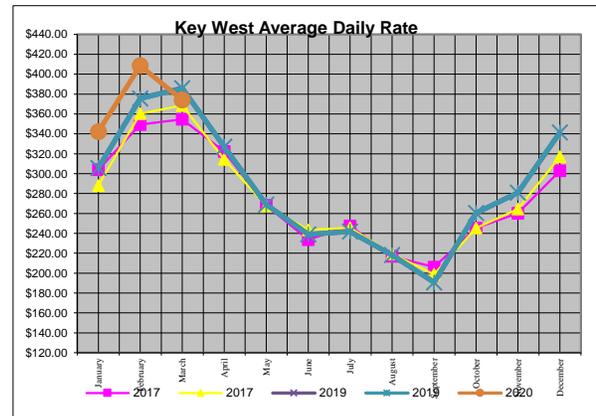
**OCCUPANCY RATE**

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



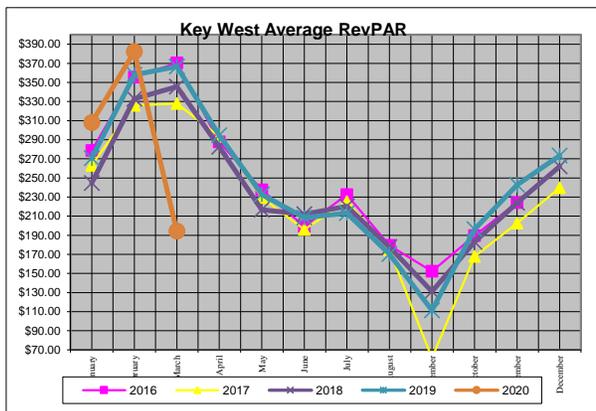
**AVERAGE DAILY RATE**

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



**RevPAR**

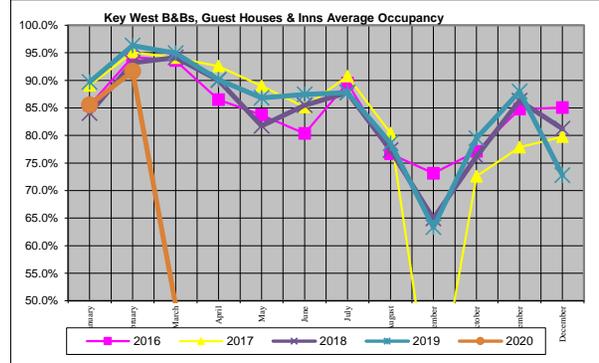
	2016	2017	2018	2019	2020	% Chg
January	\$278.65	\$263.06	\$244.72	\$270.78	\$307.99	13.7%
February	\$355.57	\$326.08	\$332.94	\$358.09	\$382.40	6.8%
March	\$370.39	\$327.89	\$345.53	\$366.63	\$194.30	-47.0%
April	\$287.84	\$293.52	\$282.59	\$294.80		
May	\$237.58	\$229.47	\$216.71	\$232.76		
June	\$199.32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



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

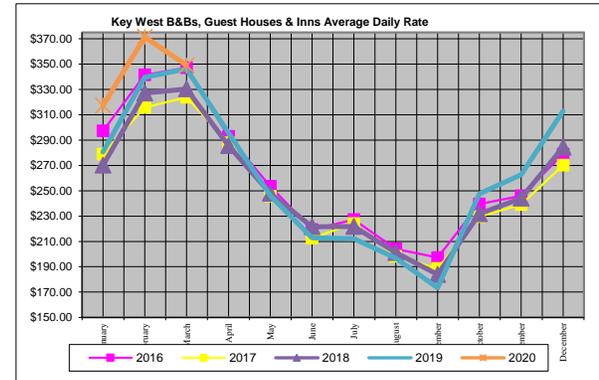
**OCCUPANCY RATE**

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



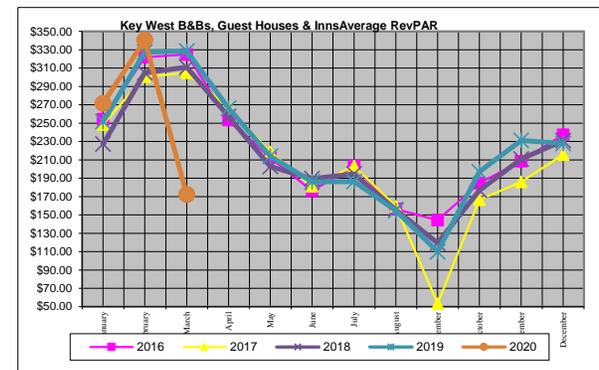
**AVERAGE DAILY RATE**

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



**RevPAR**

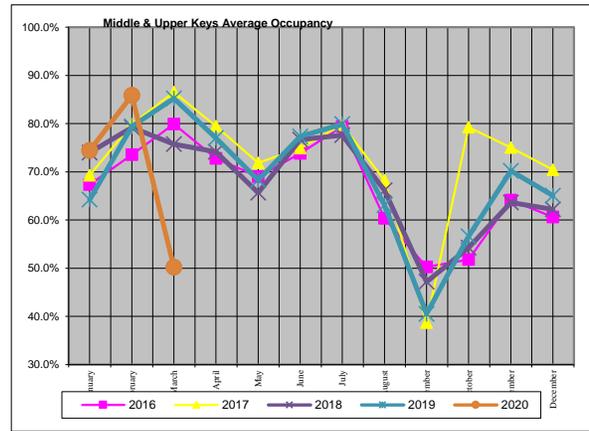
	2016	2017	2018	2019	2020	% Chg
January	\$254.06	\$248.39	\$227.04	\$251.70	\$271.47	<b>7.9%</b>
February	\$321.92	\$300.41	\$304.91	\$327.17	\$340.45	<b>4.1%</b>
March	\$324.84	\$304.72	\$310.99	\$328.54	\$172.11	<b>-47.6%</b>
April	\$253.32	\$266.51	\$257.08	\$266.34		
May	\$212.12	\$218.44	\$202.64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



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

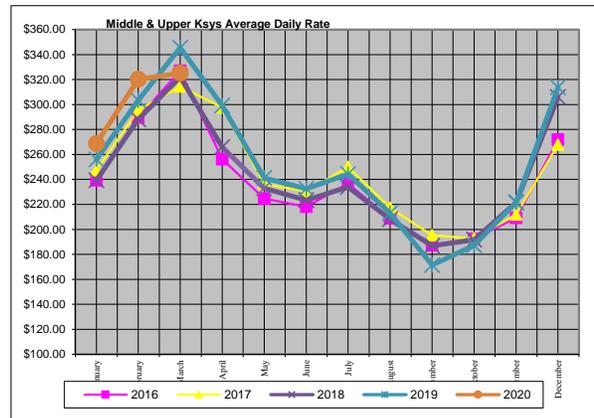
**OCCUPANCY RATE**

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



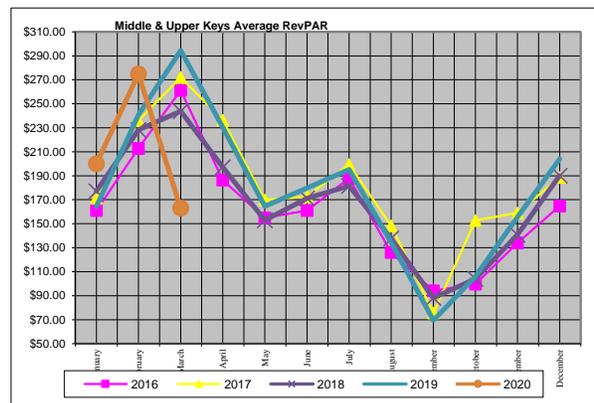
**AVERAGE DAILY RATE**

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



**RevPAR**

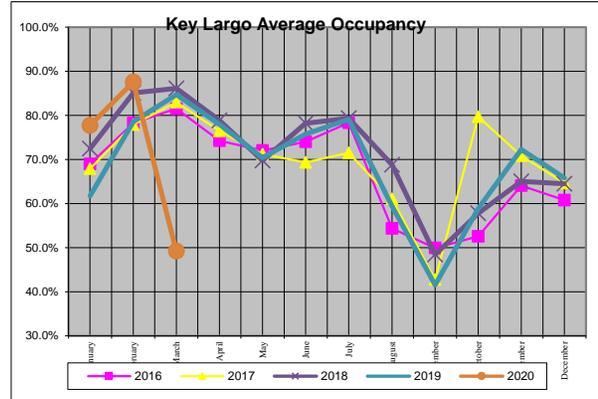
	2016	2017	2018	2019	2020	% Chg
January	\$161.12	\$171.35	\$177.05	\$164.39	\$200.04	<b>21.7%</b>
February	\$212.90	\$236.01	\$228.18	\$240.77	\$274.90	<b>14.2%</b>
March	\$261.25	\$272.09	\$243.85	\$294.44	\$163.12	<b>-44.6%</b>
April	\$186.38	\$236.47	\$197.19	\$230.39		
May	\$154.99	\$169.87	\$152.90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



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

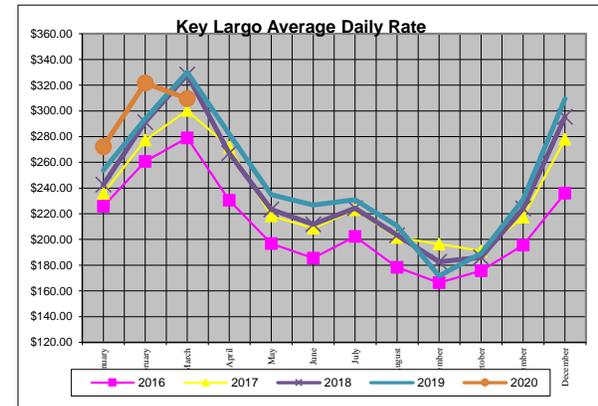
**OCCUPANCY RATE**

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



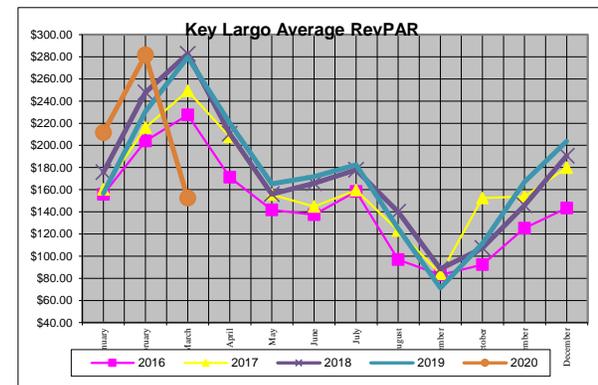
**AVERAGE DAILY RATE**

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



**RevPAR**

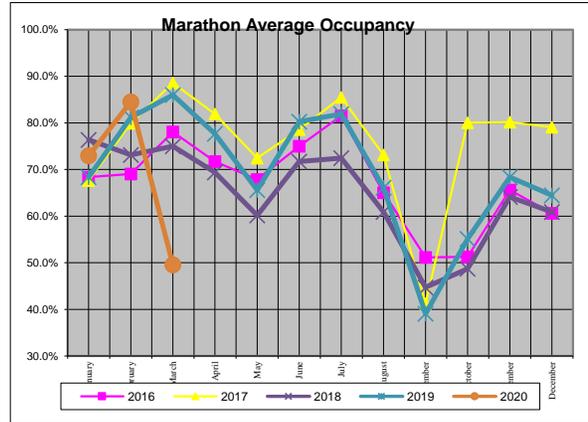
	2016	2017	2018	2019	2020	% Chg
January	\$155.82	\$160.20	\$175.80	\$156.71	\$211.55	<b>35.0%</b>
February	\$204.03	\$216.00	\$247.85	\$230.69	\$281.67	<b>22.1%</b>
March	\$227.49	\$249.19	\$282.64	\$279.65	\$152.37	<b>-45.5%</b>
April	\$171.14	\$207.85	\$210.64	\$220.03		
May	\$141.67	\$155.47	\$155.90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



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

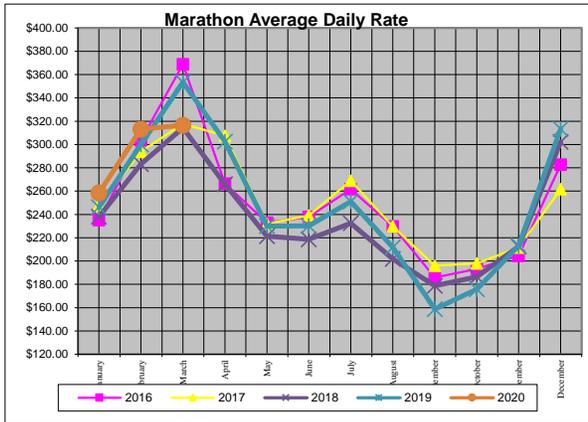
**OCCUPANCY RATE**

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



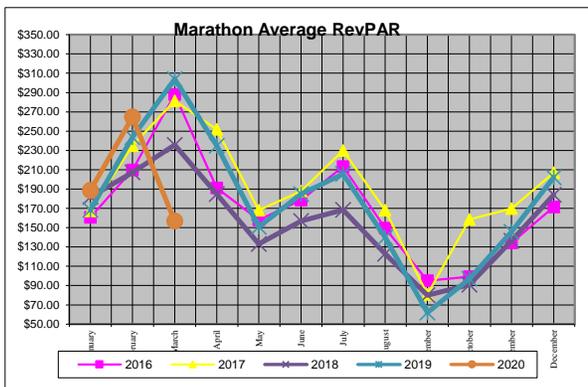
**AVERAGE DAILY RATE**

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



**RevPAR**

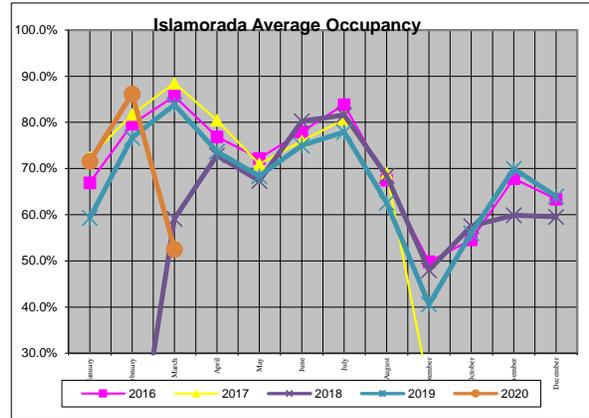
	2016	2017	2018	2019	2020	% Chg
January	\$160.85	\$167.40	\$181.87	\$168.38	\$188.60	<b>12.0%</b>
February	\$209.61	\$234.92	\$207.21	\$243.52	\$264.62	<b>8.7%</b>
March	\$287.86	\$281.49	\$235.69	\$303.93	\$156.85	<b>-48.4%</b>
April	\$191.02	\$251.84	\$184.66	\$234.79		
May	\$158.10	\$167.98	\$133.18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



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

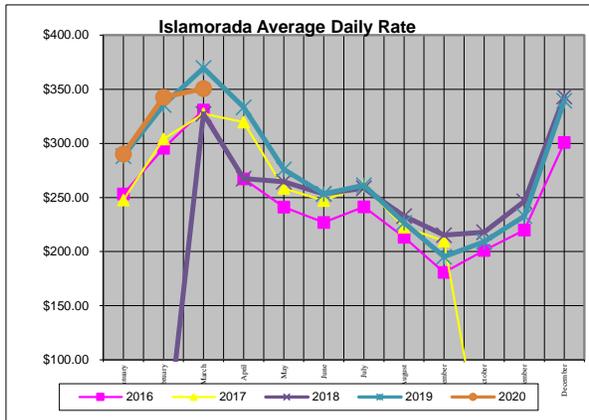
**OCCUPANCY RATE**

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



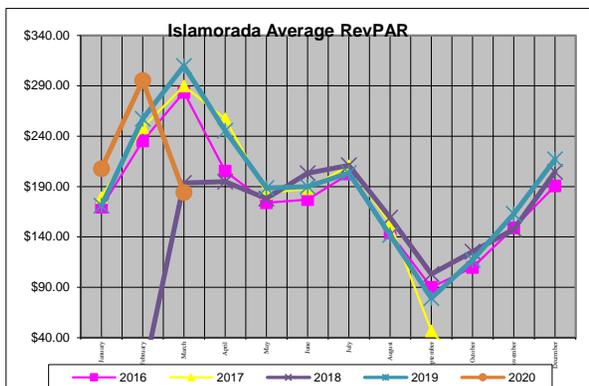
**AVERAGE DAILY RATE**

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



**RevPAR**

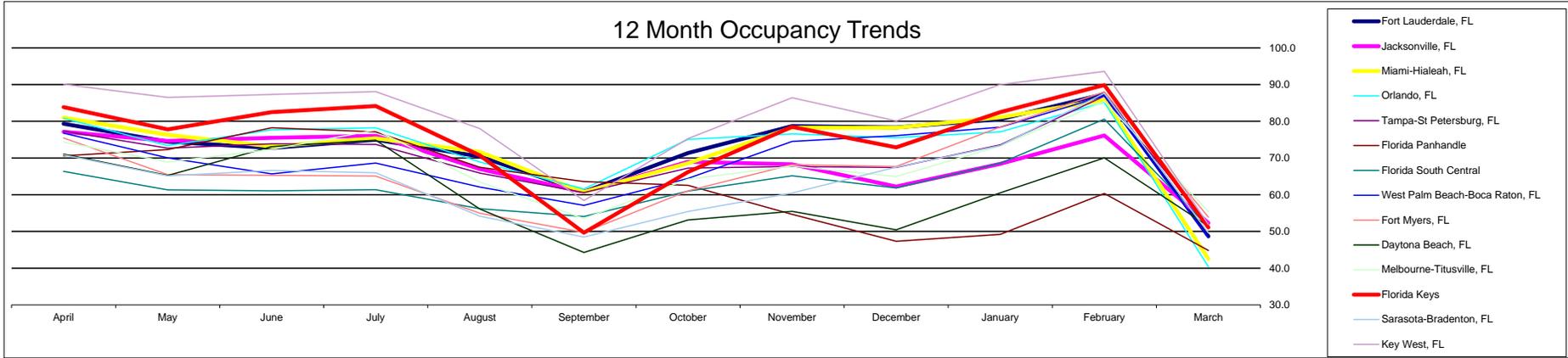
	2016	2017	2018	2019	2020	% Chg
January	\$169.55	\$179.25	*	\$171.04	\$207.70	<b>21.4%</b>
February	\$235.29	\$248.55	*	\$257.41	\$295.23	<b>14.7%</b>
March	\$283.57	\$289.76	\$193.57	\$309.82	\$184.03	<b>-40.6%</b>
April	\$205.40	\$257.18	\$194.81	\$245.54		
May	\$173.99	\$183.44	\$178.02	\$188.69		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



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

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

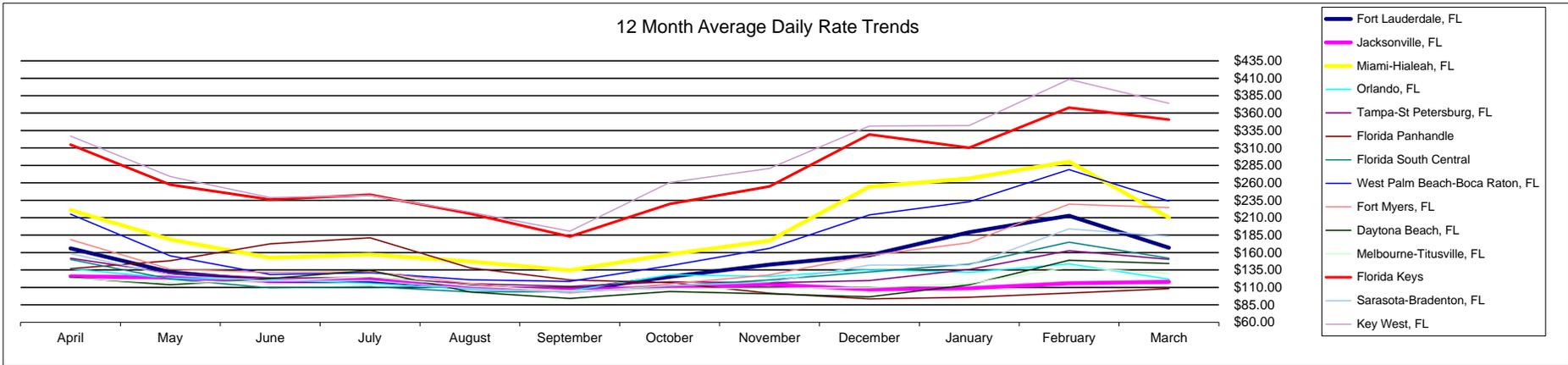
## Florida Markets Comparison



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

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

**Florida Markets Comparison**



**Average Daily Rate**

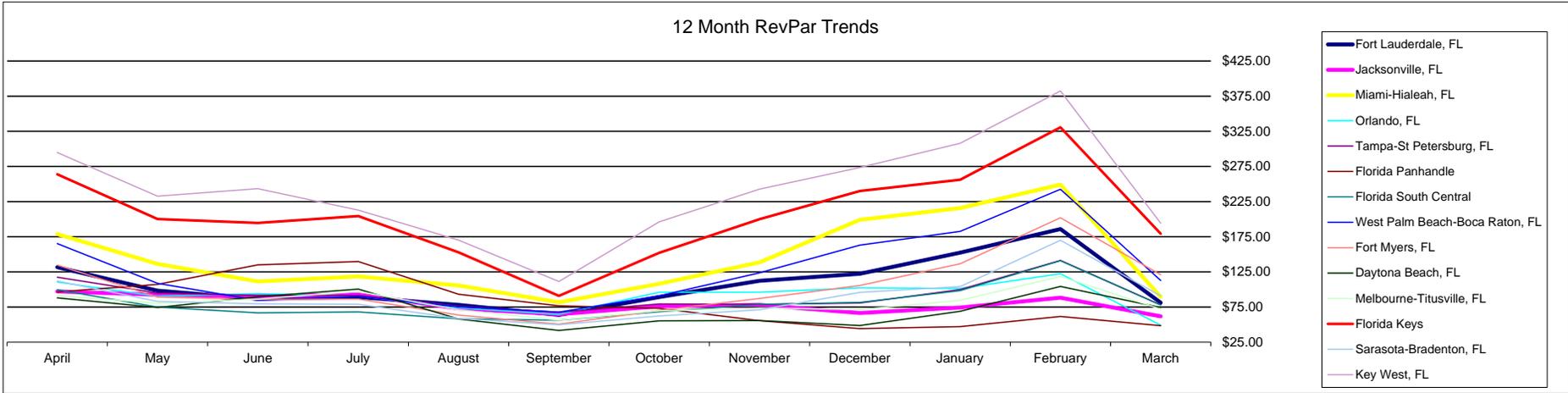
	March	February	January	December	November	October	September	August	July	June	May	April
Fort Lauderdale, FL	\$ 166.89	\$ 212.82	\$ 189.08	\$ 156.12	\$ 142.69	\$ 125.08	\$ 104.89	\$ 110.72	\$ 119.07	\$ 119.21	\$ 131.93	\$ 166.02
Jacksonville, FL	\$ 118.07	\$ 115.96	\$ 108.70	\$ 106.96	\$ 114.38	\$ 110.46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

**Year to Date Average Daily Rate**

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

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

**Florida Markets Comparison**



RevPAR	March	February	January	December	November	October	September	August	July	June	May	April
Fort Lauderdale, FL	\$81.25	\$185.99	\$152.33	\$122.25	\$112.31	\$89.24	\$63.72	\$77.95	\$89.28	\$86.70	\$98.22	\$131.69
Jacksonville, FL	\$61.76	\$88.28	\$74.38	\$66.55	\$78.13	\$76.16	\$64.60	\$73.03	\$92.79	\$90.15	\$92.52	\$97.17
Miami-Hialeah, FL	\$89.37	\$249.15	\$215.89	\$199.01	\$138.61	\$108.00	\$81.73	\$105.54	\$118.56	\$111.54	\$136.43	\$178.95
Orlando, FL	\$49.15	\$122.45	\$101.44	\$102.36	\$96.10	\$96.12	\$64.55	\$73.78	\$90.60	\$94.18	\$90.31	\$110.52
Tampa-St Petersburg, FL	\$78.04	\$141.33	\$99.79	\$80.78	\$78.94	\$79.33	\$67.55	\$76.02	\$91.43	\$91.39	\$94.97	\$117.39
Florida Panhandle	\$48.44	\$61.50	\$47.18	\$44.27	\$55.56	\$73.15	\$76.72	\$93.19	\$139.76	\$134.98	\$107.27	\$96.55
Florida South Central	\$77.74	\$140.94	\$98.28	\$81.67	\$78.68	\$68.33	\$56.21	\$58.18	\$66.74	\$66.74	\$74.89	\$99.57
West Palm Beach-Boca Raton	\$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	\$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



## Memorandum

TO: Tourist Development Council  
FROM: Kelli Fountain, TDC Research Dept.  
DATE: Thursday, June 11, 2020  
RE: **H.2** AirBNB Reporting

---

Due to mass cancellations of Vacation Rentals, AirDNA has discovered reporting limitations. As such, reported Occupancy, ADR, and RevPAR is skewed dramatically. Due to these reporting limitations, we are seeking reporting from alternate sources. For this reason, the AirDNA reports will not be included in the DAC packets moving forward.

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

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

<b>Chamber</b>	<b>1-800 FLA-KEYS</b>	<b>District 800</b>	<b>Completed Calls Count</b>
Key West	27	10	37
Lower Keys	16	48	64
Marathon	20	14	34
Islamorada	10	37	47
Key Largo	25	13	38

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

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# CALLS RECORDED & OTHER INQUIRIES

**LOWER KEYS**  
**May 2020**

CHAMBER	305DIST	800DIST	FLA KEYS	EMAIL	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
KEY WEST	96	10	12	299	20	437	66.5%	4,165	69.9%
ISLAMORADA	20	1	0	0	94	115	17.5%	581	9.7%
MARATHON	4	48	0	7	8	67	10.2%	881	14.8%
LOWER KEYS	8	8	2	4	2	24	3.7%	101	1.7%
KEY LARGO	4	5	4	1	0	14	2.1%	232	3.9%
	<b>132</b>	<b>72</b>	<b>18</b>	<b>311</b>	<b>124</b>	<b>657</b>		<b>5,960</b>	
	<b>20.1%</b>	<b>11.0%</b>	<b>2.7%</b>	<b>47.3%</b>	<b>18.9%</b>				

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

# ACCOMMODATIONS

# LOWER KEYS May 2020

ACCOMMODATIONS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Hotel/Motel	5	5	1	5	16	61.5%	86	60.1%
None	2	2	1	0	5	19.2%	7	4.9%
Campground/RV	1	1	0	1	3	11.5%	25	17.5%
Vacation Rental	0	0	0	2	2	7.7%	15	10.5%
B&B/Guest House	0	0	0	0	0	0.0%	10	7.0%
	<b>8</b>	<b>8</b>	<b>2</b>	<b>8</b>	<b>26</b>		<b>143</b>	
	<b>30.8%</b>	<b>30.8%</b>	<b>7.7%</b>	<b>30.8%</b>				

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

# ADVERTISING SOURCE

**LOWER KEYS**  
**May 2020**

SOURCE NAME	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Keys Chamber of Commerce	6	3	0	1	10	41.7%	25	24.8%
Internet	2	1	0	1	4	16.7%	6	5.9%
TDC Website	0	0	2	1	3	12.5%	17	16.8%
Do Not Know	0	1	0	1	2	8.3%	3	3.0%
Magazine Ad	0	1	0	0	1	4.2%	2	2.0%
Tourist Directory or Guide	0	1	0	0	1	4.2%	2	2.0%
Other	0	1	0	0	1	4.2%	1	1.0%
TV Ad	0	0	0	0	0	0.0%	0	0.0%
TV Show/Story	0	0	0	0	0	0.0%	0	0.0%
Magazine Article	0	0	0	0	0	0.0%	0	0.0%
Newspaper Ad	0	0	0	0	0	0.0%	0	0.0%
Newspaper Article	0	0	0	0	0	0.0%	0	0.0%
Radio Ad	0	0	0	0	0	0.0%	0	0.0%
Keys Business	0	0	0	0	0	0.0%	0	0.0%
Travel Agent	0	0	0	0	0	0.0%	1	1.0%
Directory Assistance	0	0	0	0	0	0.0%	0	0.0%
Billboard	0	0	0	0	0	0.0%	0	0.0%
Friends/Return Visitor	0	0	0	0	0	0.0%	0	0.0%
	<b>8</b>	<b>8</b>	<b>2</b>	<b>4</b>	<b>24</b>		<b>101</b>	
	<b>33.3%</b>	<b>33.3%</b>	<b>8.3%</b>	<b>16.7%</b>				

# INTERESTS

# LOWER KEYS May 2020

INTERESTS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Kids/Family Vacations	2	1	0	2	5	10.6%	20	6.0%
Water Sports	2	0	1	1	4	8.5%	20	6.0%
Snorkeling	1	0	1	1	3	6.4%	20	6.0%
Fishing Deep Sea	1	0	0	1	2	4.3%	20	6.0%
Fishing Backcountry	1	0	0	1	2	4.3%	16	4.8%
Diving	0	0	1	1	2	4.3%	14	4.2%
Boat Rentals	1	0	0	1	2	4.3%	18	5.4%
Coupon Book	1	0	0	1	2	4.3%	22	6.6%
Cultural Events/Theatre/Music	1	0	0	1	2	4.3%	20	6.0%
None	2	0	0	0	2	4.3%	2	0.6%
Attractions	0	0	0	1	1	2.1%	39	11.7%
Fishing Tournament	0	0	0	1	1	2.1%	5	1.5%
Marinas	0	0	0	1	1	2.1%	11	3.3%
Sailing	0	0	1	0	1	2.1%	7	2.1%
Guided Nature Tour	1	0	0	0	1	2.1%	15	4.5%
Dining/Entertainment	0	0	0	1	1	2.1%	18	5.4%
Wedding	0	0	0	0	0	0.0%	1	0.3%
Honeymoon	0	0	0	0	0	0.0%	3	0.9%
Relocation/Real Estate	0	0	0	0	0	0.0%	0	0.0%
Weather	0	0	0	0	0	0.0%	1	0.3%
	<b>13</b>	<b>1</b>	<b>4</b>	<b>14</b>	<b>47</b>		<b>332</b>	
	<b>27.7%</b>	<b>2.1%</b>	<b>8.5%</b>	<b>29.8%</b>				

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

**MONTH**

**LENGTH OF STAY:**

Minimum: 3  
Maximum: 7  
Average: 5

**NUMBER OF ADULTS:**

Minimum: 2  
Maximum: 4  
Average: 2

**NUMBER OF CHILDREN:**

Minimum: 0  
Maximum: 0  
Average: 0

**FISCAL YEAR-TO-DATE**

**LENGTH OF STAY:**

Minimum: 3  
Maximum: 11  
Average: 6

**NUMBER OF ADULTS:**

Minimum: 1  
Maximum: 4  
Average: 2

**NUMBER OF CHILDREN:**

Minimum: 0  
Maximum: 1  
Average: 0

**STATE****LOWER KEYS  
May 2020**

STATE	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
FL	4	2	0	2	8	34.8%	19	19.8%
IN	1	0	1	0	2	8.7%	6	6.3%
MA	0	1	0	1	2	8.7%	2	2.1%
NJ	1	0	0	1	2	8.7%	3	3.1%
TX	0	0	1	1	2	8.7%	3	3.1%
DE	0	0	0	1	1	4.3%	2	2.1%
GA	0	1	0	0	1	4.3%	2	2.1%
IA	1	0	0	0	1	4.3%	3	3.1%
OH	0	1	0	0	1	4.3%	7	7.3%
ON	0	1	0	0	1	4.3%	2	2.1%
TN	1	0	0	0	1	4.3%	2	2.1%
WY	0	1	0	0	1	4.3%	1	1.0%
	<b>8</b>	<b>7</b>	<b>2</b>	<b>6</b>	<b>23</b>		<b>96</b>	
	<b>34.8%</b>	<b>30.4%</b>	<b>8.7%</b>	<b>26.1%</b>				

# How do you plan to travel to the Keys?

**LOWER KEYS  
May 2020**

TRANSPORTATION	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Fly/Drive	5	2	2	2	11	45.8%	29	28.7%
RV	0	1	0	0	1	4.2%	2	2.0%
Commercial Airline	0	0	0	0	0	0.0%	0	0.0%
Private Plane	0	0	0	0	0	0.0%	0	0.0%
Automobile	0	0	0	0	0	0.0%	1	1.0%
Tour Bus	0	0	0	0	0	0.0%	0	0.0%
Motorcycle	0	0	0	0	0	0.0%	0	0.0%
Cruise Ship	0	0	0	0	0	0.0%	0	0.0%
Ferry	0	0	0	0	0	0.0%	0	0.0%
Private Boat	0	0	0	0	0	0.0%	0	0.0%
Bus/Shuttle	0	0	0	0	0	0.0%	0	0.0%
Train	0	0	0	0	0	0.0%	0	0.0%
Undecided	0	0	0	0	0	0.0%	1	1.0%
	<b>5</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>24</b>		<b>101</b>	
	<b>20.8%</b>	<b>12.5%</b>	<b>8.3%</b>	<b>8.3%</b>				

# What month do you plan to travel?

## LOWER KEYS May 2020

MONTH TRAVELING	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Unknown	2	2	0	4	8	33.3%	58	57.4%
July	2	3	1	0	6	25.0%	6	5.9%
June	0	0	1	2	3	12.5%	3	3.0%
May	2	0	0	0	2	8.3%	4	4.0%
August	1	1	0	0	2	8.3%	4	4.0%
October	1	1	0	0	2	8.3%	2	2.0%
January	0	1	0	0	1	4.2%	5	5.0%
February	0	0	0	0	0	0.0%	6	5.9%
March	0	0	0	0	0	0.0%	7	6.9%
April	0	0	0	0	0	0.0%	3	3.0%
September	0	0	0	0	0	0.0%	0	0.0%
November	0	0	0	0	0	0.0%	1	1.0%
December	0	0	0	0	0	0.0%	2	2.0%
	<b>8</b>	<b>8</b>	<b>2</b>	<b>6</b>	<b>24</b>		<b>101</b>	
	<b>33.3%</b>	<b>33.3%</b>	<b>8.3%</b>	<b>25.0%</b>				

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**TYPE OF CALLER****LOWER KEYS  
May 2020**

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TYPE OF CALLER	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Consumer	8	5	2	0	15	62.5%	42	41.6%
Email	0	0	0	5	5	20.8%	25	24.8%
Voice Mail	0	3	0	0	3	12.5%	5	5.0%
Unknown	0	0	0	1	1	4.2%	29	28.7%
Travel Agent	0	0	0	0	0	0.0%	0	0.0%
Postal Inquiry	0	0	0	0	0	0.0%	0	0.0%
Other	0	0	0	0	0	0.0%	0	0.0%
	<b>8</b>	<b>8</b>	<b>2</b>	<b>6</b>	<b>24</b>		<b>101</b>	
	<b>33.3%</b>	<b>33.3%</b>	<b>8.3%</b>	<b>25.0%</b>				

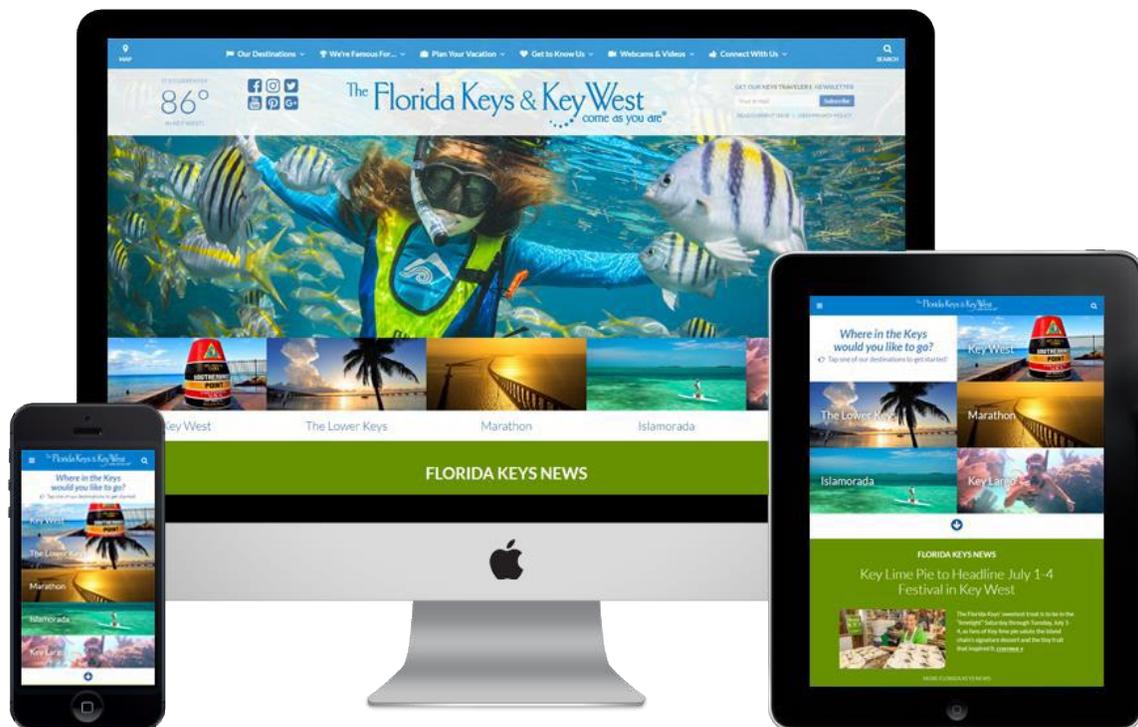
**Note: If type of caller is "Consumer" and phone line is "Unknown", either staff did not collect this information or caller did not provide it. If type of caller is "Unknown", the type of caller field was not completed by staff.**

# The Florida Keys & Key West

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## 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**

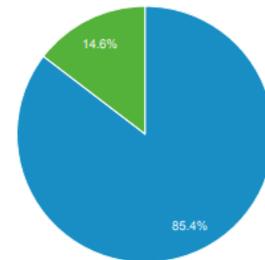
Pageviews  
**582,328**

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

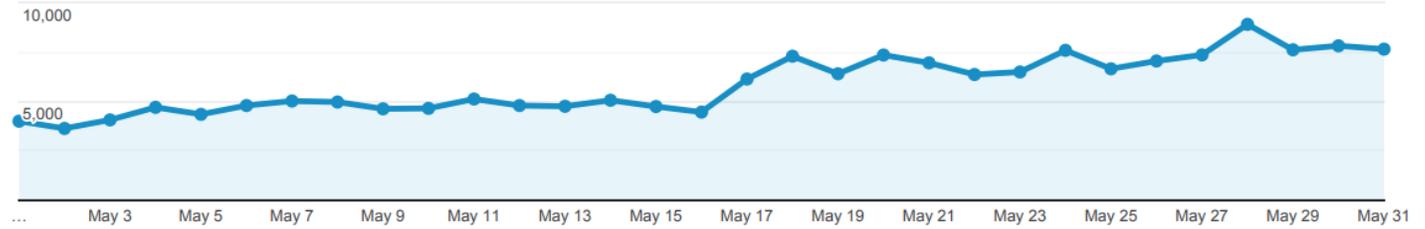
All Users  
100.00% Users

May 1, 2020 - May 31, 2020

Explorer

Summary

Users



Source / Medium

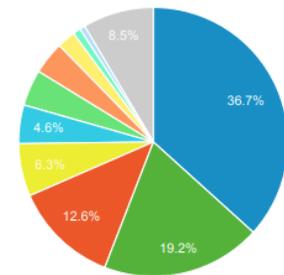
Users

Users

Contribution to total:

Users

Source / Medium	Users	Users
	<b>152,110</b> % of Total: 100.00% (152,110)	<b>152,110</b> % 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%



## Most Visited Sections of Website

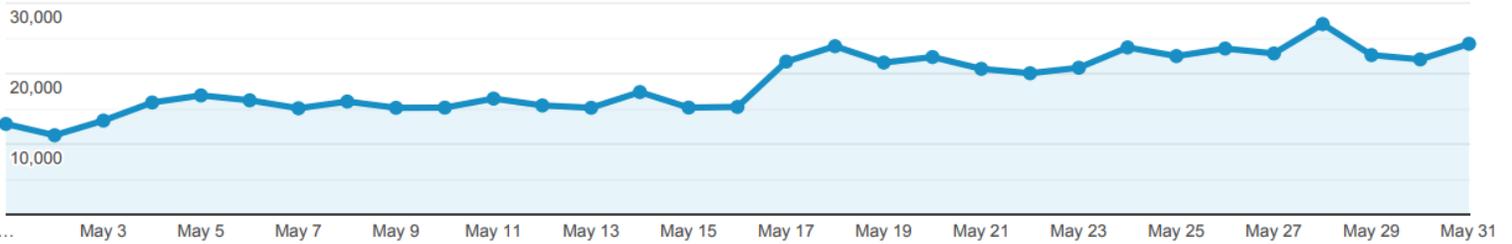
### Content Drilldown

All Users  
100.00% Pageviews

May 1, 2020 - May 31, 2020

Explorer

Pageviews



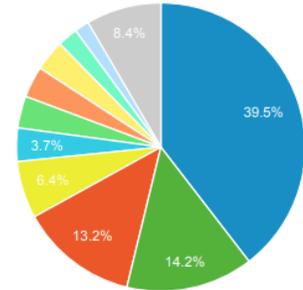
Page path level 1

Pageviews

Pageviews

Contribution to total: Pageviews

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



# The Florida Keys & Key West

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## Device Usage

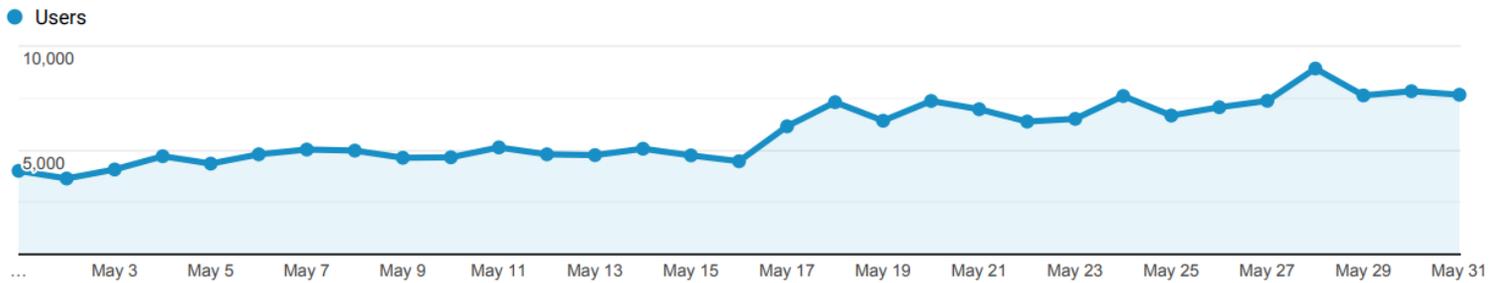
### Overview

**All Users**  
100.00% Users

May 1, 2020 - May 31, 2020

**Explorer**

Summary



Device Category	Users	Users	Contribution to total:
	<b>152,110</b> % of Total: 100.00% (152,110)	<b>152,110</b> % of Total: 100.00% (152,110)	
1. <span style="color: blue;">■</span> mobile	<b>87,670</b>	57.56%	
2. <span style="color: green;">■</span> desktop	<b>56,789</b>	37.29%	
3. <span style="color: orange;">■</span> tablet	<b>7,840</b>	5.15%	

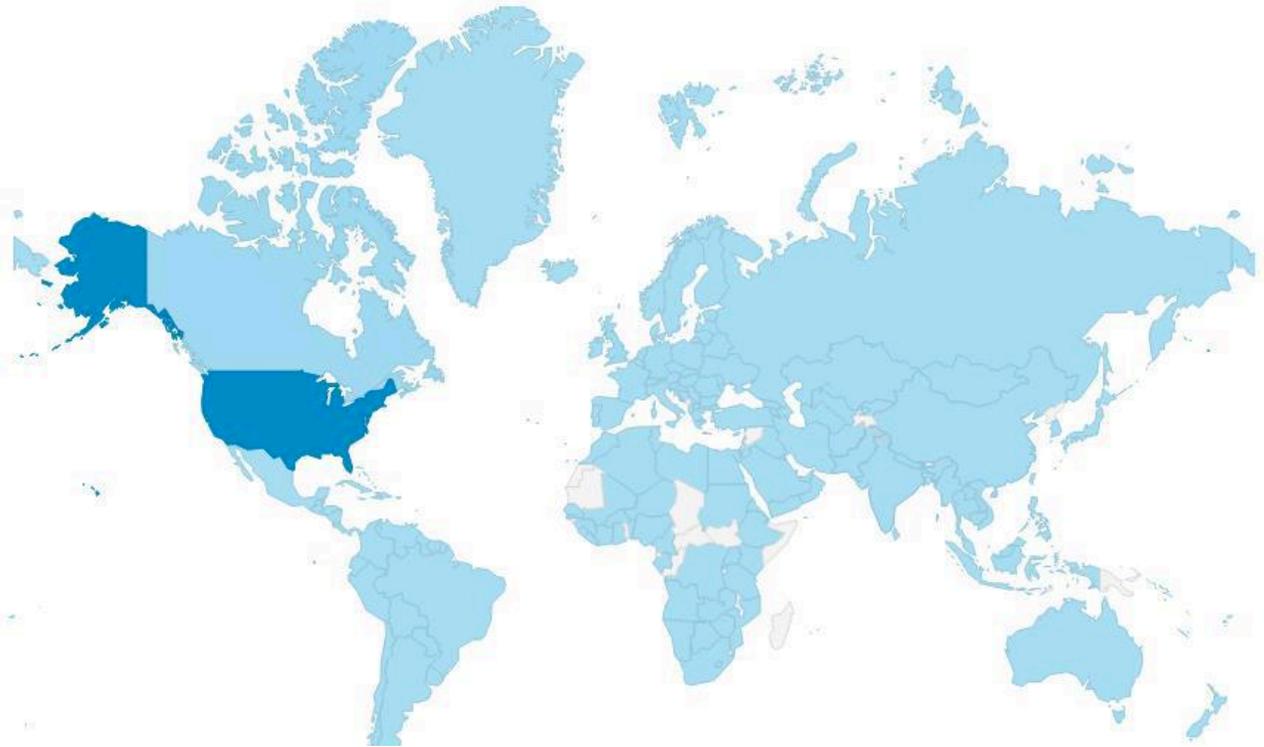
# The Florida Keys & Key West

... come as you are<sup>®</sup>

## Section 2: Geographic Data on Website Visitors



Google Analytics





### 03\_DAC2-LK\_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
	<b>6,872</b> % of Total: 100.00% (6,872)	<b>7,580</b> % of Total: 100.00% (7,580)	<b>1.87</b> Avg for View: 1.87 (0.00%)	<b>00:01:10</b> Avg for View: 00:01:10 (0.00%)	<b>80.42%</b> Avg for View: 80.29% (0.16%)	<b>60.47%</b> Avg for View: 60.47% (0.00%)
1. <a href="#">United States</a>	<b>6,622</b> (96.15%)	<b>7,300</b> (96.31%)	1.88	00:01:10	80.36%	60.36%
2. <a href="#">United Kingdom</a>	<b>82</b> (1.19%)	<b>89</b> (1.17%)	1.67	00:01:26	77.53%	67.42%
3. <a href="#">Canada</a>	<b>61</b> (0.89%)	<b>64</b> (0.84%)	1.89	00:00:41	82.81%	53.12%
4. <a href="#">Germany</a>	<b>20</b> (0.29%)	<b>20</b> (0.26%)	1.65	00:00:56	80.00%	65.00%
5. <a href="#">Belgium</a>	<b>5</b> (0.07%)	<b>5</b> (0.07%)	1.60	00:00:15	100.00%	40.00%
6. <a href="#">China</a>	<b>5</b> (0.07%)	<b>5</b> (0.07%)	1.80	00:00:25	100.00%	60.00%
7. <a href="#">Czechia</a>	<b>5</b> (0.07%)	<b>6</b> (0.08%)	1.67	00:00:51	66.67%	66.67%
8. <a href="#">Ireland</a>	<b>5</b> (0.07%)	<b>5</b> (0.07%)	2.40	00:02:09	80.00%	40.00%
9. <a href="#">Italy</a>	<b>5</b> (0.07%)	<b>6</b> (0.08%)	1.33	00:00:19	50.00%	66.67%
10. <a href="#">Australia</a>	<b>4</b> (0.06%)	<b>4</b> (0.05%)	1.50	00:00:10	100.00%	75.00%
11. <a href="#">Brazil</a>	<b>4</b> (0.06%)	<b>4</b> (0.05%)	2.00	00:00:27	100.00%	50.00%
12. <a href="#">Denmark</a>	<b>4</b> (0.06%)	<b>4</b> (0.05%)	3.25	00:07:33	100.00%	0.00%
13. <a href="#">Netherlands</a>	<b>4</b> (0.06%)	<b>4</b> (0.05%)	1.25	00:00:12	100.00%	75.00%
14. <a href="#">Norway</a>	<b>4</b> (0.06%)	<b>4</b> (0.05%)	2.25	00:00:20	100.00%	25.00%
15. <a href="#">(not set)</a>	<b>4</b> (0.06%)	<b>5</b> (0.07%)	1.00	00:00:00	80.00%	100.00%
16. <a href="#">France</a>	<b>3</b> (0.04%)	<b>3</b> (0.04%)	1.33	00:01:46	100.00%	66.67%
17. <a href="#">United Arab Emirates</a>	<b>2</b> (0.03%)	<b>3</b> (0.04%)	1.67	00:00:08	66.67%	66.67%
18. <a href="#">Argentina</a>	<b>2</b> (0.03%)	<b>2</b> (0.03%)	1.00	00:00:00	50.00%	100.00%
19. <a href="#">Switzerland</a>	<b>2</b> (0.03%)	<b>2</b> (0.03%)	1.00	00:00:00	100.00%	100.00%
20. <a href="#">Colombia</a>	<b>2</b> (0.03%)	<b>2</b> (0.03%)	1.00	00:00:00	100.00%	100.00%
21. <a href="#">Costa Rica</a>	<b>2</b> (0.03%)	<b>2</b> (0.03%)	1.00	00:00:00	100.00%	100.00%
22. <a href="#">Spain</a>	<b>2</b> (0.03%)	<b>2</b> (0.03%)	1.00	00:00:00	100.00%	100.00%
23. <a href="#">Greece</a>	<b>2</b> (0.03%)	<b>2</b> (0.03%)	1.00	00:00:00	50.00%	100.00%
24. <a href="#">Kuwait</a>	<b>2</b> (0.03%)	<b>2</b> (0.03%)	2.50	00:01:25	100.00%	50.00%

25.	Myanmar (Burma)	2 (0.03%)	2 (0.03%)	1.00	00:00:00	100.00%	100.00%
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Rows 1 - 25 of 52

### 03\_DAC2-LK\_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
	<b>6,622</b> % of Total: 96.36% (6,872)	<b>7,300</b> % of Total: 96.31% (7,580)	<b>1.88</b> Avg for View: 1.87 (0.39%)	<b>00:01:10</b> Avg for View: 00:01:10 (0.64%)	<b>80.36%</b> Avg for View: 80.29% (0.08%)	<b>60.36%</b> Avg for View: 60.47% (-0.20%)
1. Florida	<b>2,290</b> (34.36%)	<b>2,462</b> (33.73%)	1.83	00:01:04	82.21%	62.43%
2. Texas	<b>543</b> (8.15%)	<b>571</b> (7.82%)	1.82	00:00:50	86.69%	59.89%
3. Georgia	<b>487</b> (7.31%)	<b>518</b> (7.10%)	1.94	00:01:09	82.43%	56.95%
4. North Carolina	<b>318</b> (4.77%)	<b>330</b> (4.52%)	1.97	00:01:02	86.67%	54.85%
5. Tennessee	<b>233</b> (3.50%)	<b>247</b> (3.38%)	1.87	00:00:47	81.38%	59.92%
6. Pennsylvania	<b>231</b> (3.47%)	<b>262</b> (3.59%)	1.90	00:01:26	78.63%	62.98%
7. Ohio	<b>208</b> (3.12%)	<b>226</b> (3.10%)	2.19	00:01:57	76.99%	55.75%
8. New York	<b>181</b> (2.72%)	<b>209</b> (2.86%)	1.95	00:01:48	71.29%	62.20%
9. Illinois	<b>175</b> (2.63%)	<b>194</b> (2.66%)	1.74	00:00:56	79.38%	69.59%
10. South Carolina	<b>150</b> (2.25%)	<b>159</b> (2.18%)	2.07	00:01:04	86.16%	52.20%
11. California	<b>146</b> (2.19%)	<b>167</b> (2.29%)	1.77	00:01:12	77.25%	61.08%
12. New Jersey	<b>138</b> (2.07%)	<b>157</b> (2.15%)	1.93	00:01:10	71.34%	57.32%
13. Michigan	<b>132</b> (1.98%)	<b>239</b> (3.27%)	1.61	00:00:55	42.68%	71.55%
14. Virginia	<b>121</b> (1.82%)	<b>137</b> (1.88%)	1.72	00:01:35	81.02%	57.66%
15. Alabama	<b>118</b> (1.77%)	<b>123</b> (1.68%)	2.05	00:01:13	86.18%	53.66%
16. Indiana	<b>101</b> (1.52%)	<b>104</b> (1.42%)	2.06	00:01:02	82.69%	53.85%
17. Missouri	<b>94</b> (1.41%)	<b>106</b> (1.45%)	1.76	00:01:57	80.19%	60.38%
18. Massachusetts	<b>82</b> (1.23%)	<b>88</b> (1.21%)	1.93	00:00:58	79.55%	53.41%
19. Maryland	<b>80</b> (1.20%)	<b>89</b> (1.22%)	2.10	00:01:55	82.02%	49.44%
20. Kentucky	<b>73</b> (1.10%)	<b>81</b> (1.11%)	1.79	00:01:30	80.25%	56.79%
21. Louisiana	<b>64</b> (0.96%)	<b>74</b> (1.01%)	1.50	00:00:36	70.27%	63.51%
22. Colorado	<b>62</b> (0.93%)	<b>65</b> (0.89%)	1.94	00:01:02	92.31%	58.46%
23. Wisconsin	<b>62</b> (0.93%)	<b>64</b> (0.88%)	2.45	00:02:30	85.94%	51.56%

24.	Minnesota	61 (0.92%)	71 (0.97%)	2.21	00:01:22	73.24%	61.97%
25.	Connecticut	49 (0.74%)	56 (0.77%)	1.93	00:01:53	73.21%	67.86%
26.	Arizona	44 (0.66%)	47 (0.64%)	2.02	00:01:40	85.11%	61.70%
27.	Arkansas	38 (0.57%)	40 (0.55%)	2.22	00:02:02	82.50%	47.50%
28.	Washington	37 (0.56%)	42 (0.58%)	1.88	00:01:35	73.81%	57.14%
29.	Oregon	34 (0.51%)	36 (0.49%)	1.58	00:01:30	83.33%	63.89%
30.	Mississippi	33 (0.50%)	33 (0.45%)	2.21	00:01:23	93.94%	51.52%
31.	Oklahoma	31 (0.47%)	31 (0.42%)	1.90	00:00:45	93.55%	61.29%
32.	Iowa	27 (0.41%)	29 (0.40%)	1.83	00:01:29	79.31%	68.97%
33.	New Hampshire	24 (0.36%)	26 (0.36%)	1.50	00:00:19	76.92%	73.08%
34.	Kansas	21 (0.32%)	22 (0.30%)	2.77	00:02:11	95.45%	40.91%
35.	Nevada	21 (0.32%)	23 (0.32%)	1.70	00:00:37	78.26%	52.17%
36.	Rhode Island	19 (0.29%)	20 (0.27%)	2.40	00:00:58	75.00%	50.00%
37.	Nebraska	18 (0.27%)	27 (0.37%)	1.56	00:00:25	59.26%	74.07%
38.	Utah	18 (0.27%)	19 (0.26%)	1.32	00:00:15	84.21%	78.95%
39.	West Virginia	18 (0.27%)	23 (0.32%)	1.96	00:02:21	69.57%	56.52%
40.	Delaware	14 (0.21%)	14 (0.19%)	1.93	00:00:35	71.43%	57.14%
41.	Idaho	13 (0.20%)	13 (0.18%)	2.69	00:00:52	100.00%	38.46%
42.	South Dakota	10 (0.15%)	10 (0.14%)	1.90	00:00:19	100.00%	60.00%
43.	New Mexico	8 (0.12%)	8 (0.11%)	2.00	00:00:27	87.50%	62.50%
44.	Maine	7 (0.11%)	7 (0.10%)	1.29	00:00:12	85.71%	71.43%
45.	District of Columbia	5 (0.08%)	5 (0.07%)	1.00	00:00:00	100.00%	100.00%
46.	North Dakota	5 (0.08%)	5 (0.07%)	1.00	00:00:00	100.00%	100.00%
47.	(not set)	4 (0.06%)	4 (0.05%)	1.00	00:00:00	100.00%	100.00%
48.	Alaska	4 (0.06%)	4 (0.05%)	2.25	00:03:33	75.00%	25.00%
49.	Montana	4 (0.06%)	4 (0.05%)	2.75	00:06:22	100.00%	50.00%
50.	Vermont	3 (0.05%)	3 (0.04%)	3.33	00:01:18	100.00%	0.00%

Rows 1 - 50 of 52

03\_DAC2-LK\_03\_FLA

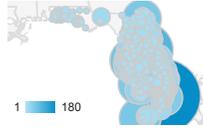
ALL » COUNTRY: United States » REGION: Florida

May 1, 2020 - May 31, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>2,290</b> % of Total: 33.32% (6,872)	<b>2,462</b> % of Total: 32.48% (7,580)	<b>1.83</b> Avg for View: 1.87 (-2.46%)	<b>00:01:04</b> Avg for View: 00:01:10 (-8.51%)	<b>82.21%</b> Avg for View: 80.29% (2.39%)	<b>62.43%</b> Avg for View: 60.47% (3.23%)
1. Hialeah	<b>180</b> (7.75%)	<b>190</b> (7.72%)	1.59	00:00:27	81.58%	71.05%
2. Orlando	<b>93</b> (4.00%)	<b>97</b> (3.94%)	2.08	00:00:27	83.51%	54.64%
3. Brandon	<b>62</b> (2.67%)	<b>66</b> (2.68%)	1.58	00:00:14	74.24%	65.15%
4. (not set)	<b>60</b> (2.58%)	<b>66</b> (2.68%)	2.08	00:03:13	81.82%	60.61%
5. Key West	<b>53</b> (2.28%)	<b>66</b> (2.68%)	1.33	00:00:29	59.09%	83.33%
6. Jacksonville	<b>52</b> (2.24%)	<b>54</b> (2.19%)	1.65	00:00:53	85.19%	59.26%
7. Cape Coral	<b>49</b> (2.11%)	<b>51</b> (2.07%)	1.86	00:00:56	88.24%	58.82%
8. Miami	<b>44</b> (1.89%)	<b>45</b> (1.83%)	1.49	00:00:50	80.00%	68.89%
9. Kissimmee	<b>39</b> (1.68%)	<b>39</b> (1.58%)	1.67	00:00:10	87.18%	61.54%
10. Bay Lake	<b>32</b> (1.38%)	<b>37</b> (1.50%)	2.19	00:01:56	62.16%	62.16%
11. Port St. Lucie	<b>28</b> (1.21%)	<b>31</b> (1.26%)	2.45	00:01:17	67.74%	58.06%
12. Tampa	<b>28</b> (1.21%)	<b>28</b> (1.14%)	1.46	00:01:56	85.71%	78.57%
13. North Naples	<b>27</b> (1.16%)	<b>28</b> (1.14%)	1.75	00:00:34	96.43%	60.71%
14. St. Petersburg	<b>23</b> (0.99%)	<b>23</b> (0.93%)	1.65	00:01:57	95.65%	78.26%
15. Palm Beach Gardens	<b>23</b> (0.99%)	<b>23</b> (0.93%)	1.83	00:00:57	86.96%	60.87%
16. Lakeland	<b>22</b> (0.95%)	<b>23</b> (0.93%)	2.09	00:00:30	78.26%	69.57%
17. Melbourne	<b>22</b> (0.95%)	<b>23</b> (0.93%)	2.13	00:00:41	91.30%	47.83%
18. Bradenton	<b>21</b> (0.90%)	<b>23</b> (0.93%)	1.78	00:00:27	78.26%	65.22%
19. Palm Coast	<b>20</b> (0.86%)	<b>20</b> (0.81%)	2.50	00:04:51	75.00%	45.00%
20. Spring Hill	<b>20</b> (0.86%)	<b>24</b> (0.97%)	1.46	00:00:15	75.00%	66.67%
21. West Palm Beach	<b>18</b> (0.77%)	<b>18</b> (0.73%)	1.61	00:00:10	88.89%	61.11%
22. Doral	<b>18</b> (0.77%)	<b>25</b> (1.02%)	1.32	00:01:33	56.00%	76.00%
23. Four Corners	<b>18</b> (0.77%)	<b>25</b> (1.02%)	1.44	00:01:10	68.00%	84.00%

24. Wellington	<b>18</b> (0.77%)	<b>19</b> (0.77%)	1.68	00:01:13	73.68%	52.63%
25. Boca Raton	<b>17</b> (0.73%)	<b>17</b> (0.69%)	2.12	00:01:19	94.12%	47.06%
26. St. Cloud	<b>17</b> (0.73%)	<b>19</b> (0.77%)	1.79	00:00:15	89.47%	63.16%
27. Big Pine Key	<b>15</b> (0.65%)	<b>22</b> (0.89%)	1.59	00:00:44	59.09%	59.09%
28. Key Largo	<b>15</b> (0.65%)	<b>17</b> (0.69%)	1.24	00:01:45	64.71%	82.35%
29. Port Orange	<b>15</b> (0.65%)	<b>15</b> (0.61%)	1.40	00:00:48	86.67%	73.33%
30. Davie	<b>15</b> (0.65%)	<b>17</b> (0.69%)	1.59	00:00:44	76.47%	70.59%
31. Ocala	<b>14</b> (0.60%)	<b>15</b> (0.61%)	1.67	00:01:04	66.67%	73.33%
32. Winter Park	<b>14</b> (0.60%)	<b>14</b> (0.57%)	2.29	00:00:52	78.57%	50.00%
33. Lake Butler	<b>14</b> (0.60%)	<b>15</b> (0.61%)	1.67	00:02:31	73.33%	66.67%
34. Miramar	<b>14</b> (0.60%)	<b>15</b> (0.61%)	2.27	00:00:50	86.67%	60.00%
35. Plantation	<b>14</b> (0.60%)	<b>15</b> (0.61%)	1.53	00:00:37	80.00%	66.67%
36. Altamonte Springs	<b>13</b> (0.56%)	<b>13</b> (0.53%)	1.85	00:00:16	69.23%	61.54%
37. Clermont	<b>13</b> (0.56%)	<b>15</b> (0.61%)	1.60	00:00:54	73.33%	53.33%
38. Daytona Beach	<b>13</b> (0.56%)	<b>14</b> (0.57%)	1.43	00:00:30	92.86%	71.43%
39. Gainesville	<b>13</b> (0.56%)	<b>13</b> (0.53%)	1.38	00:00:04	92.31%	76.92%
40. Palm Harbor	<b>13</b> (0.56%)	<b>14</b> (0.57%)	1.57	00:00:31	85.71%	64.29%
41. Miami Gardens	<b>13</b> (0.56%)	<b>14</b> (0.57%)	1.21	00:00:05	78.57%	85.71%
42. North Port	<b>12</b> (0.52%)	<b>13</b> (0.53%)	2.62	00:01:28	76.92%	61.54%
43. Palm City	<b>12</b> (0.52%)	<b>12</b> (0.49%)	1.92	00:00:30	83.33%	50.00%
44. Tallahassee	<b>12</b> (0.52%)	<b>12</b> (0.49%)	2.50	00:02:22	91.67%	41.67%
45. Winter Springs	<b>12</b> (0.52%)	<b>14</b> (0.57%)	1.50	00:00:08	71.43%	64.29%
46. Greenacres	<b>12</b> (0.52%)	<b>12</b> (0.49%)	3.25	00:01:43	91.67%	41.67%
47. Boynton Beach	<b>11</b> (0.47%)	<b>11</b> (0.45%)	2.27	00:01:39	90.91%	54.55%
48. Clearwater	<b>11</b> (0.47%)	<b>12</b> (0.49%)	3.33	00:00:57	75.00%	50.00%
49. Hollywood	<b>11</b> (0.47%)	<b>12</b> (0.49%)	2.08	00:01:02	91.67%	50.00%
50. Ormond Beach	<b>11</b> (0.47%)	<b>11</b> (0.45%)	1.82	00:00:56	81.82%	45.45%

Rows 1 - 50 of 325

### 03\_DAC2-LK\_04\_CAN

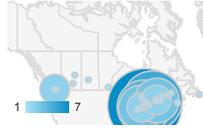
ALL » COUNTRY: Canada

May 1, 2020 - May 31, 2020

**All Users**  
0.89% Users

**Map Overlay**

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>61</b> % of Total: 0.89% (6,872)	<b>64</b> % of Total: 0.84% (7,580)	<b>1.89</b> Avg for View: 1.87 (0.99%)	<b>00:00:41</b> Avg for View: 00:01:10 (-41.79%)	<b>82.81%</b> Avg for View: 80.29% (3.14%)	<b>53.12%</b> Avg for View: 60.47% (-12.15%)
1. Toronto	<b>7</b> (11.48%)	<b>7</b> (10.94%)	<b>1.86</b>	<b>00:01:38</b>	<b>85.71%</b>	<b>42.86%</b>
2. Ottawa	<b>5</b> (8.20%)	<b>5</b> (7.81%)	<b>2.20</b>	<b>00:00:27</b>	<b>100.00%</b>	<b>40.00%</b>
3. Hamilton	<b>4</b> (6.56%)	<b>4</b> (6.25%)	<b>2.25</b>	<b>00:00:30</b>	<b>50.00%</b>	<b>50.00%</b>
4. London	<b>3</b> (4.92%)	<b>3</b> (4.69%)	<b>2.00</b>	<b>00:00:28</b>	<b>66.67%</b>	<b>66.67%</b>
5. Montreal	<b>3</b> (4.92%)	<b>3</b> (4.69%)	<b>1.67</b>	<b>00:00:14</b>	<b>100.00%</b>	<b>33.33%</b>
6. (not set)	<b>2</b> (3.28%)	<b>2</b> (3.12%)	<b>1.00</b>	<b>00:00:00</b>	<b>50.00%</b>	<b>100.00%</b>
7. Burnaby	<b>2</b> (3.28%)	<b>2</b> (3.12%)	<b>1.50</b>	<b>00:00:05</b>	<b>100.00%</b>	<b>50.00%</b>
8. Woodstock	<b>2</b> (3.28%)	<b>2</b> (3.12%)	<b>2.00</b>	<b>00:00:44</b>	<b>100.00%</b>	<b>50.00%</b>
9. Lorraine	<b>2</b> (3.28%)	<b>3</b> (4.69%)	<b>2.00</b>	<b>00:00:58</b>	<b>33.33%</b>	<b>66.67%</b>
10. Calgary	<b>1</b> (1.64%)	<b>1</b> (1.56%)	<b>1.00</b>	<b>00:00:00</b>	<b>100.00%</b>	<b>100.00%</b>
11. Sherwood Park	<b>1</b> (1.64%)	<b>1</b> (1.56%)	<b>2.00</b>	<b>00:03:20</b>	<b>100.00%</b>	<b>0.00%</b>
12. Abbotsford	<b>1</b> (1.64%)	<b>1</b> (1.56%)	<b>1.00</b>	<b>00:00:00</b>	<b>100.00%</b>	<b>100.00%</b>
13. Surrey	<b>1</b> (1.64%)	<b>1</b> (1.56%)	<b>1.00</b>	<b>00:00:00</b>	<b>100.00%</b>	<b>100.00%</b>
14. Winnipeg	<b>1</b> (1.64%)	<b>1</b> (1.56%)	<b>1.00</b>	<b>00:00:00</b>	<b>100.00%</b>	<b>100.00%</b>
15. Edmundston	<b>1</b> (1.64%)	<b>1</b> (1.56%)	<b>3.00</b>	<b>00:00:06</b>	<b>100.00%</b>	<b>0.00%</b>
16. Halifax	<b>1</b> (1.64%)	<b>1</b> (1.56%)	<b>1.00</b>	<b>00:00:00</b>	<b>100.00%</b>	<b>100.00%</b>
17. Belleville	<b>1</b> (1.64%)	<b>1</b> (1.56%)	<b>5.00</b>	<b>00:04:29</b>	<b>100.00%</b>	<b>0.00%</b>
18. Bracebridge	<b>1</b> (1.64%)	<b>1</b> (1.56%)	<b>1.00</b>	<b>00:00:00</b>	<b>100.00%</b>	<b>100.00%</b>
19. Burlington	<b>1</b> (1.64%)	<b>1</b> (1.56%)	<b>5.00</b>	<b>00:01:06</b>	<b>100.00%</b>	<b>0.00%</b>
20. Cambridge	<b>1</b> (1.64%)	<b>1</b> (1.56%)	<b>1.00</b>	<b>00:00:00</b>	<b>100.00%</b>	<b>100.00%</b>
21. Gravenhurst	<b>1</b> (1.64%)	<b>1</b> (1.56%)	<b>3.00</b>	<b>00:00:32</b>	<b>100.00%</b>	<b>0.00%</b>
22. Guelph	<b>1</b> (1.64%)	<b>1</b> (1.56%)	<b>1.00</b>	<b>00:00:00</b>	<b>100.00%</b>	<b>100.00%</b>
23. Kawartha Lakes	<b>1</b> (1.64%)	<b>1</b> (1.56%)	<b>3.00</b>	<b>00:00:58</b>	<b>100.00%</b>	<b>0.00%</b>

24. Oakville	1 (1.64%)	1 (1.56%)	1.00	00:00:00	100.00%	100.00%
25. Orillia	1 (1.64%)	1 (1.56%)	1.00	00:00:00	0.00%	100.00%

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### 03\_DAC2-LK\_05\_UK

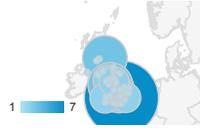
ALL » COUNTRY: United Kingdom

May 1, 2020 - May 31, 2020

All Users  
1.19% Users

Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>82</b> % of Total: 1.19% (6,872)	<b>89</b> % of Total: 1.17% (7,580)	<b>1.67</b> Avg for View: 1.87 (-10.58%)	<b>00:01:26</b> Avg for View: 00:01:10 (23.71%)	<b>77.53%</b> Avg for View: 80.29% (-3.44%)	<b>67.42%</b> Avg for View: 60.47% (11.48%)
1. (not set)	<b>11</b> (13.25%)	<b>11</b> (12.36%)	1.27	00:00:32	63.64%	81.82%
2. London	<b>7</b> (8.43%)	<b>7</b> (7.87%)	1.43	00:00:15	100.00%	71.43%
3. Birmingham	<b>3</b> (3.61%)	<b>3</b> (3.37%)	1.33	00:00:59	100.00%	66.67%
4. Stoke-on-Trent	<b>3</b> (3.61%)	<b>3</b> (3.37%)	1.33	00:00:01	100.00%	66.67%
5. Edinburgh	<b>3</b> (3.61%)	<b>3</b> (3.37%)	1.33	00:01:01	66.67%	66.67%
6. Dudley	<b>2</b> (2.41%)	<b>2</b> (2.25%)	5.50	00:17:35	50.00%	0.00%
7. Nottingham	<b>2</b> (2.41%)	<b>2</b> (2.25%)	3.50	00:01:38	100.00%	50.00%
8. Sheffield	<b>2</b> (2.41%)	<b>3</b> (3.37%)	1.00	00:00:00	66.67%	100.00%
9. Slough	<b>2</b> (2.41%)	<b>3</b> (3.37%)	1.33	00:00:51	66.67%	66.67%
10. Southend-on-Sea	<b>2</b> (2.41%)	<b>6</b> (6.74%)	1.33	00:00:53	16.67%	83.33%
11. Wigan	<b>2</b> (2.41%)	<b>2</b> (2.25%)	1.50	00:00:03	100.00%	50.00%
12. Cardiff	<b>2</b> (2.41%)	<b>2</b> (2.25%)	2.00	00:00:17	100.00%	50.00%
13. Bolton	<b>1</b> (1.20%)	<b>1</b> (1.12%)	1.00	00:00:00	0.00%	100.00%
14. Bracknell	<b>1</b> (1.20%)	<b>1</b> (1.12%)	1.00	00:00:00	0.00%	100.00%
15. Bradford	<b>1</b> (1.20%)	<b>1</b> (1.12%)	2.00	00:02:03	100.00%	0.00%
16. Brentwood	<b>1</b> (1.20%)	<b>1</b> (1.12%)	2.00	00:00:43	0.00%	0.00%
17. Burgess Hill	<b>1</b> (1.20%)	<b>1</b> (1.12%)	1.00	00:00:00	100.00%	100.00%
18. Cambridge	<b>1</b> (1.20%)	<b>1</b> (1.12%)	11.00	00:31:49	100.00%	0.00%
19. Chelmsford	<b>1</b> (1.20%)	<b>1</b> (1.12%)	2.00	00:16:29	100.00%	0.00%
20. Chesham	<b>1</b> (1.20%)	<b>1</b> (1.12%)	1.00	00:00:00	100.00%	100.00%
21. Coventry	<b>1</b> (1.20%)	<b>1</b> (1.12%)	3.00	00:02:12	100.00%	0.00%
22. Crewe	<b>1</b> (1.20%)	<b>1</b> (1.12%)	2.00	00:04:08	100.00%	0.00%
23. Croydon	<b>1</b> (1.20%)	<b>1</b> (1.12%)	1.00	00:00:00	100.00%	100.00%

24. <a href="#">Darlington</a>	1 (1.20%)	1 (1.12%)	1.00	00:00:00	100.00%	100.00%
25. <a href="#">Durham</a>	1 (1.20%)	1 (1.12%)	1.00	00:00:00	100.00%	100.00%

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