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AGENDA

**MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
DISTRICT III ADVISORY COMMITTEE
REGULAR SESSION, WEDNESDAY, JUNE 24, 2020, 9:30 a.m.
Join Zoom Meeting <https://us02web.zoom.us/j/88345063229>**

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

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

The meeting may also be accessed:

Meeting ID: 883 4506 3229

One tap mobile

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Meeting ID: 883 4506 3229

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

A. CALL TO ORDER

B. ROLL CALL

C. AGENDA:

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

D. APPROVAL OF THE MINUTES:

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

E. Budget:

1. FY 2020 Budget
2. Four Penny Revenue Report

F. District III 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.** Written Review of Recent Events Funded by DAC
- 2.** Update Re: June 10, 2020 TDC Meeting

M. GENERAL DISCUSSION

N. PUBLIC/INDUSTRY INPUT

O. ADJOURNMENT

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

District III Advisory Committee Meeting

The May 13, 2020 regular meeting of the District III Advisory Committee of the Monroe County Tourist Development Council was called to order by Chairperson Vicki Tashjian at 9:30 a.m. via Zoom.

DAC Members Present Were: Ms. Cora Baggs, Mr. Ben Daughtry, Ms. Wendy Hall, Mr. Kelly McKinnon, Ms. Elise Muncha, Mr. Sheldon Suga

DAC Members Absent Were: Mr. Ralph Lucignano (1st absence in Fiscal Year) and Ms. Karen Thurman (2nd absence in a row)

TDC Representative in Attendance: Ms. Rita Irwin

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

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

Approval of the Agenda: Ms. Pacini moved item L.5. Update re: April 28, 2020 TDC Meeting before item E.3. Consideration and Action re: FY 2021 Budget and item H.3. Presentation: COVID-19 Research Data before item G.2. Consideration and Action re: Media Recommendation.

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

- D.1. February 26, 2020 Regular Meeting Minutes
- D.2. February 4, 2020 TDC Meeting Minutes – FYI
- E.1. FY 2020 Budget
- E.2. Four Penny Revenue Report
- F.1. Monthly Report from NewmanPR – FYI
- G.1. Advertising Recap – FYI
- H.1. Smith Travel Research Report – FYI
- H.2. Vacation Rental Occupancy & Rate Report – FYI
- I.1. Visitor Information Services Report – FYI
- J.1. Two Oceans Digital Report – FYI
- J.2. District Google Analytics
- L.1. Operations Manual Update – FYI
- L.2. Written Review of Evens Funded by DAC
- L.3. Consideration and Action re: Extension to Agreement with the Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Marathon Project
- L.4. Consideration and Acton re: Extension to Agreement with City of Marathon for the Coco Plum Shoreline Restoration Project

Ms. Hall 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 III budget and reviewed the annual projected revenue, BBF, Advertising, Promotional/Storm Resources, Event, Capital and Economic/Natural Disaster Resources. Ms. Pacini stated that the BBF FY 2020 Capital Resources were being frozen and that the DAC would not be allocating their FY 2021 Capital Resources until their December meeting, in order to ensure that there was a positive revenue stream before allocating funds.

Ms. Baggs asked how much was spent in emergency capital after hurricane Irma, Ms. Pacini replied \$146,000. Mr. McKinnon commented that he was concerned about the low amount of funding that was in the Economic/Natural Disaster Resources. Ms. Irwin commented that that the emergency capital funding was the first form of funding that not-for profits saw after hurricane Irma and that it ran out very quickly.

Mr. Suga moved approval to move \$200,000 from FY 2021 Capital Resources to Economic/Natural Disaster Capital Resources, Ms. Bags seconded.

During discussion Ms. Baggs questioned if this was enough funding in the Economic/Natural Disaster Resources. Mr. Daughtry asked how much other DACs had placed into this account. Ms. Pacini replied that this amount was in line with what the other DACs had done.

Mr. Suga amended his motion to move \$300,00 from FY 2021 Capital Resources to Economic/Natural Disaster Capital Resources, Mr. Daughtry seconded.

A roll call vote was taken with the following results:

Ms. Cora Baggs	Yes	
Mr. Ben Daughtry	Yes	
Ms. Wendy Hall	Yes	
Mr. Kelly McKinnon	Yes	
Ms. Elise Mucha	Yes	
Mr. Sheldon Suga	Yes	
Ms. Vicki Tasjian	Yes	Motion passed.

Ms. Pacini commented that the DAC must leave \$135,065 in Event Resources, due to where the funds in the budget were allocated. She also stated that due to this year's allocation schedule, the funds would not be able to be moved after the Event funding meetings, which were scheduled for October.

Mr. Sheldon moved approval to move \$140,007 from FY 2021 Event Resources to FY 2021 Advertising Resources, Ms. Hall seconded. Motion passed unanimously.

Ms. Pacini provided the resulting balances: \$1,208,673 FY 2021 Advertising Resources; \$50,000 Promotional Advertising Resources, \$27,175 Frozen Capital Resources; \$506,746 FY 2021 Capital Resources; \$375,000 Economic/Natural Disaster Capital Resources; \$135,065 FY 2021 Event Resources.

Ms. Hall moved approval of the FY 2021 as amended, Ms. Baggs seconded.

A roll call vote was taken with the following results:

Ms. Cora Baggs	Yes	
Mr. Ben Daughtry	Yes	
Ms. Wendy Hall	Yes	
Mr. Kelly McKinnon	Yes	
Ms. Elise Mucha	Yes	
Mr. Sheldon Suga	Yes	
Ms. Vicki Tasjian	Yes	Motion passed.

Presentation: COVID-19 Research Data: Ms. Kelli Fountain presented data from various sources to help understand the sentiment of post COVID-19 travelers. Ms. Fountain reported that nearly 7 in 10 Americans state that they miss vacations a lot and over half say they miss the very act of planning travel. Official State tourism office and local tourism offices along with friends and family top the list of trusted resources when planning future travel. When asked where they most likely will take their first post-pandemic trip, beach/resort destinations are at the top of the list, followed by small towns/rural areas, and then cities. Nearly half of American traveler's state that they will avoid crowded destinations after the pandemic. Those planning staycations and road trips are on the rise. Ms. Fountain stated Smith Travel Research data shows that there likely will be pent up demand and overnight and "one tank" trip visitors are likely to be the first visitors to the destination. Economy and mid-scale properties will likely see recovery first. Data from a Harris Poll shows that there has been an increase in those who are planning to "go on vacation/travel when things return to normal". The survey also showed that Americans are concerned about air and cruise travel with Americans stating that they won't return to flying for 4-6 months and a year or more for cruises. MMGY data shows that 68% of consumers feel safe in cars, and that 49% of travelers 50-64 years old show the least concern for their safety of any other group. Ms. Fountain reported that data shows that travel agents will be increasingly important for travelers, both as a source of information and as a guide on rates and booking in an increasingly competitive market. Travel Pulse study shows that 75% of respondents will keep traveling in 2020 with 44% changing their international destination to a domestic one. Ms. Fountain stated that it is important for destinations and tourism businesses to stay in touch with their visitors with engaging, immersive and inspirational messaging. When asked what the first thing people plan to do once shelter in place restrictions are lifted, 22.5% responded "go on a trip". Ms. Fountain reviewed the destinations typical drive market and the 3rd and 4th quarter markets.

Consideration and Action re: Media Recommendation: Mr. John Underwood stated that all current media was paused or cancelled as of March 16, 2020 and that the upcoming summer campaign, running in April and May was delayed. He stated that the agency had created an outreach program with a "Closed for Business but Keep Us in Mind" message. He stated that in addition to this message the agency also began to prepare a campaign for once the destination was open and beyond. Mr. Underwood presented content that was shared, and

will continued to be shared, with partners including free social media messaging that they can use to stay connected with their guests. Mr. Underwood stated that, using data provided by the Research Department, a target audience was developed for the upcoming campaign.

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

Mr. Underwood presented a proposal to utilize \$85,000 DAC III FY 2020 Advertising Resources for television and digital/social media advertising during phase III and IV of the recovery advertising plan.

Mr. Suga moved approval of the media recommendation in an amount not to exceed \$85,000 District III FY 2020 Advertising Resources as presented, Ms. Barth seconded. Motion passed unanimously.

There being no further business the workshop was adjourned at 11:28 a.m.

Monroe County Tourist Development Council Meeting

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

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

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

Agencies Present Were: Mr. John Underwood, Mr. Dorn Martel and Mr. Eric Gitlin - Tinsley Advertising, Mr. Clinton Barras - Floridakeys.com, Mr. Andy Newman - NewmanPR

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

Approval of the Agenda: Ms. Irwin moved item N.5. Discussion: Mr. Bob Eadie, Director of Monroe County Health Department after approval of the Bulk Items, and item K.4. Discussion: COVID-19 Research Data before item G.5. Presentation: COVID-19 Response Strategy.

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

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

Approval of the Agenda Bulk Items: **Mayor Carruthers moved approval of the following bulk items:**

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

N. TDC Items

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

O. District Advisory Committee Items

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

P. Cultural Umbrella

- 1.** Minutes of Cultural Umbrella Meeting – FYI

Q. Fishing Umbrella

- 1.** Minutes of Fishing Umbrella Meeting – FYI

R. Dive Umbrella

- 1.** Minutes of Dive Umbrella Meeting – FYI
- 2.** Consideration and Action re: Mr. Dan Dawson District V Representative

Mayor Johnston seconded. Motion passed unanimously.

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

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

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

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

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

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

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

UMBRELLAS

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

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

CAPITAL PROJECT FUNDING

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

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

GOVERNMENT COST ALLOCATION

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

BUDGET AMENDMENTS

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

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

Mr. Bernardin moved approval of the FY 2021 Strategic Budget Plan as presented, Ms. 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 3rd and 4th quarter markets. Ms. Mitchell stated that the drive market might expand due to record low gas prices and the fact the visitors feel safer in their cars than in other modes of transportation. Ms. Fountain stated that it is important for destinations and tourism businesses to stay in touch with their visitors with engaging, immersive and inspirational messaging.

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

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

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

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

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

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

Visit Florida Keys Meeting

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

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

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

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

FISCAL YEAR 2020

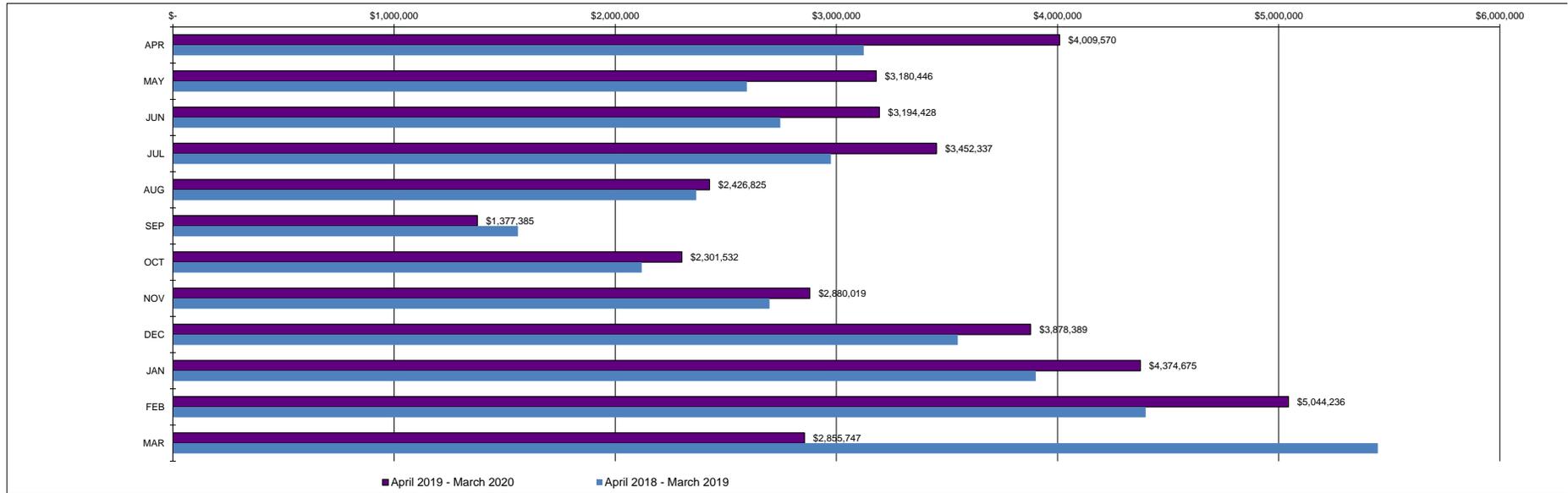
June 3, 2020

Revenue		2,868,338			
5% Reserve State Statute 129.01		<u>(143,417)</u>			
		2,724,921			
Fund Balance Forward Revenue Variance		(612,234)			
Fund Balance Forward-Contracted Commitments (EVENTS/CAPITAL)		2,663,525			
Fund Balance Forward Expense Variance		309,040			
Event Resources Brought Forward		2,724			
Capital Resources Brought Forward		70,446			
Fund Balance Forward-Promotional Resources		50,000			
Fund Balance Forward-Capital Economic Disaster		<u>50,000</u>			
		5,258,422			
		Appropriations	Expenses	Encumbrances	Balance
T209M34X COMMISSIONERS & FEES (FINANCE)		5,464	(3,847)	0	1,617
T209A23X ADMINISTRATION RESOURCES		31,693	0	0	31,693
T209A73X UTILITIES		7,000	(603)	0	6,397
T209A63X ADMINISTRATIVE SERVICES		100,000	(11,635)	0	88,365
T209M01X COUNTY COST ALLOCATION		<u>13,595</u>	<u>0</u>	<u>0</u>	<u>13,595</u>
	(ADMIN) SUBTOTAL	157,752	(16,085)	0	141,667
T209V14X DISTRICT TELEMARKETING (VIS)		<u>176,400</u>	<u>(102,900)</u>	<u>0</u>	<u>73,500</u>
	(VIS) SUBTOTAL	176,400	(102,900)	0	73,500
T209B04X DAC III CAPITAL PROJECT RESOURCES		27,175	0	0	27,175
TM79920A PIGEON KEY RAMP REPAIR 17		200,000	0	0	200,000
TM79162A PIGEON KEY BUILDINGS SPRINKLERS 17		350,000	0	0	350,000
TM79620A PIGEON KEY REROOFING - TENDER AND FOREMAN QUARTERS 17		300,000	(300,000)	0	0
TM89963Z PIGEON KEY SPRINKLER IMPROVEMENT PHASE 1 REAPPLICATION 2018		130,000	0	0	130,000
TB99077Y AMPITHEATER COMMUNITY PARK COMPLEX 19		534,000	0	0	534,000
TM99994Y PIGEON KEY COTTAGE AND NEGRO QUARTERS HURRICANE REPAIRS 19		800,000	(19,100)	0	780,900
TB89964Z PIGEON KEY ROOF FY 18		60,000	0	0	60,000
TM69726B COCO PLUM SHORELINE RESTORATION (FY 16)		125,000	0	0	125,000
TB89956Z AMPITHEATER IMPROVEMENTS 2018		0	0	0	0
TM99079Y OCEANFRONT PARK RENOVATION		76,400	(63,442)	0	12,958
TB99042Y MARATHON SUNSET PARK RESTROOMS (CARRIED OVER FROM FY 18)		36,000	0	0	36,000
TB89957Z AVIAN FOOD PREP & STORAGE PROJECT ADA 2018		0	0	0	0
T209M76X BEACH MAINTENANCE FY 20		140,000	0	0	140,000
T209B38X DRC DOLPHIN LAGOONS		130,000	0	0	130,000
T209N07X CRANE POINT ADDERLY TRAIL		12,397	(12,397)	0	0
T209B40X CRANE POINT INTERIOR TRAIN RESTORATION		37,350	0	0	37,350
T209B41X CRANE POINT RACHEL CREEK TRAIL REPAIRS		31,326	(31,326)	0	0
T209B42X TURTLE HOSPITAL		33,750	0	0	33,750
T209M65X PIGEON KEY BRIDGE TENDERS & BRIDGE FOREMANS PHASE II		72,000	(52,290)	0	19,710
T209M66X PIGEON KEY RAMP REPAIR PHASE II FY 20		50,000	0	0	50,000
T209B43X PIGEON KEY GRID TIE POWER LINE PROJECT		300,000	0	0	300,000
T209B23X CORAL RESTORATION		81,750	0	0	81,750
T209B04X DRC WELCOME CENTER GENERATOR		24,950	(24,950)	0	0
T209B97X ECONOMIC NATURAL DISASTER RESOURCE		<u>75,000</u>	<u>0</u>	<u>0</u>	<u>75,000</u>
	(CAPITAL) RESOURCES	3,627,098	(503,505)	0	3,123,593
T209S23X DAC III EVENT RESOURCES		0	0	0	0
T209M06X HEROES SALUTE WEEKEND 20		26,000	0	0	26,000
T209S54X MARATHON SEAFOOD FESTIVAL 20		<u>40,000</u>	<u>0</u>	<u>0</u>	<u>40,000</u>
	(SPECIAL EVENTS) SUBTOTAL	66,000	0	0	40,000
T209P24X PROMO & ADV RESOURCES		50,000	0	0	50,000
T209P65X DAC III WEBCAM		15,000	(8,633)	0	6,367
T209P93X DISTRICT #3 AD CAMPAIGN		<u>1,166,172</u>	<u>(576,424)</u>	<u>(589,748)</u>	<u>0</u>
	(PROMOTIONAL) SUBTOTAL	1,231,172	(585,057)	(589,748)	56,367
	FUND TOTAL	5,258,422	(1,207,547)	(589,748)	3,435,127
TWO PENNY					
TM95784Y HEROES SALUTE WEEKEND FY19		30,000	(27,764)	0	2,236
TM95711X FANTASY FEST FY19		30,000	(30,000)	0	0
TM95914Y TASTE OF THE ISLANDS FY19		10,000	(1,000)	0	9,000
T205S01X CORAL HEAD BLUES FY20		20,000	0	0	20,000
T205S02X CORAL HEAD MUSIC FEST FY20		10,000	0	0	10,000
T205M05X FANTASY FEST FY20		30,000	0	0	30,000
T205M06X HEROES SALUTE WEEKEND FY20		4,000	0	0	4,000
T205M56X SOMBRERO BEACH RUN FY20		20,000	(2,557)	0	17,443
T205M91X TASTE OF THE ISLANDS FY20		20,000	0	0	20,000

FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020

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MARKET SHARE	FY 2001	FY 2002	FY 2003	FY 2004	FY 2005	FY 2006	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Year to Date
DISTRICT I	53.37%	53.68%	53.73%	53.96%	53.41%	52.19%	51.59%	54.78%	57.33%	57.93%	58.03%	58.31%	57.88%	56.67%	55.90%	55.93%	54.23%	59.17%	54.10%	54.48%
DISTRICT II	5.03%	5.53%	5.33%	5.67%	5.65%	5.94%	5.97%	5.65%	5.41%	5.28%	5.05%	4.85%	5.02%	5.91%	6.03%	5.44%	6.57%	6.15%	6.32%	6.74%
DISTRICT III	13.30%	13.58%	13.99%	13.59%	13.58%	14.69%	14.64%	12.76%	14.34%	14.05%	14.37%	14.16%	14.01%	14.35%	15.00%	15.83%	15.60%	13.00%	15.89%	15.16%
DISTRICT IV	12.74%	12.91%	12.86%	12.85%	13.15%	13.58%	13.59%	12.75%	9.51%	10.42%	10.81%	11.00%	11.29%	11.02%	10.71%	10.61%	10.48%	7.39%	9.83%	9.61%
DISTRICT V	15.56%	14.30%	14.08%	13.93%	14.20%	13.60%	14.22%	14.05%	13.40%	12.32%	11.75%	11.68%	11.81%	12.05%	12.36%	12.19%	13.12%	14.31%	13.86%	14.00%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020

DISTRICT I	FY 2020 VS FY 2019								DISTRICT I
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	\$ INC/DEC	% INC/DEC	
OCTOBER	\$ 1,276,637.24	\$ 1,395,162.32	\$ 1,391,695.72	\$ 1,109,774.39	\$ 1,362,895.67	\$ 1,422,757.16	\$ 59,861.49	4.4%	OCTOBER
NOVEMBER	\$ 1,332,535.55	\$ 1,540,238.53	\$ 1,552,520.72	\$ 1,320,155.25	\$ 1,672,808.29	\$ 1,653,003.33	\$ (19,804.96)	-1.2%	NOVEMBER
DECEMBER	\$ 1,648,530.05	\$ 1,809,413.78	\$ 1,852,943.28	\$ 1,634,555.15	\$ 2,000,736.24	\$ 2,046,312.05	\$ 45,575.81	2.3%	DECEMBER
JANUARY	\$ 1,934,556.17	\$ 2,009,799.33	\$ 2,030,157.36	\$ 1,822,136.57	\$ 2,194,891.17	\$ 2,371,544.57	\$ 176,653.40	8.0%	JANUARY
FEBRUARY	\$ 2,132,824.42	\$ 2,289,132.38	\$ 2,207,078.75	\$ 2,186,795.70	\$ 2,426,362.94	\$ 2,647,070.02	\$ 220,707.08	9.1%	FEBRUARY
MARCH	\$ 2,355,158.65	\$ 2,568,973.42	\$ 2,455,842.08	\$ 2,446,969.56	\$ 2,781,251.80	\$ 1,482,399.13	\$ (1,298,852.67)	-46.7%	MARCH
APRIL	\$ 1,838,222.78	\$ 1,896,718.76	\$ 2,033,684.14	\$ 1,892,592.14	\$ 2,132,219.02			0.0%	APRIL
MAY	\$ 1,571,948.28	\$ 1,680,112.35	\$ 1,663,926.89	\$ 1,577,875.31	\$ 1,775,493.46			0.0%	MAY
JUNE	\$ 1,319,486.96	\$ 1,388,079.98	\$ 1,400,684.56	\$ 1,484,561.30	\$ 1,529,031.57			0.0%	JUNE
JULY	\$ 1,519,807.37	\$ 1,634,608.58	\$ 1,643,684.06	\$ 1,576,916.96	\$ 1,654,248.65			0.0%	JULY
AUGUST	\$ 1,244,740.91	\$ 1,251,135.82	\$ 1,279,695.82	\$ 1,301,594.78	\$ 1,211,166.58			0.0%	AUGUST
SEPTEMBER	\$ 998,879.46	\$ 1,045,254.06	\$ 386,596.83	\$ 891,269.57	\$ 768,912.34			0.0%	SEPTEMBER
TOTAL	\$ 19,173,327.84	\$ 20,508,629.31	\$ 19,898,510.21	\$ 19,245,196.68	\$ 21,510,017.73	\$ 11,623,086.26	\$ (815,859.85)	-6.6%	
% INC/DEC PREVIOUS YEAR	10.4%	7.0%	-3.0%	-3.3%	11.8%				
Priceline settlement reflected									

DISTRICT II	FY 2020 VS FY 2019								DISTRICT II
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	\$ INC/DEC	% INC/DEC	
OCTOBER	\$ 95,755.27	\$ 87,363.54	\$ 102,443.59	\$ 83,505.24	\$ 127,325.25	\$ 133,125.60	\$ 5,800.35	4.6%	OCTOBER
NOVEMBER	\$ 102,166.56	\$ 121,133.47	\$ 115,770.44	\$ 113,547.67	\$ 164,354.26	\$ 163,365.77	\$ (988.49)	-0.6%	NOVEMBER
DECEMBER	\$ 187,880.96	\$ 178,170.79	\$ 181,103.72	\$ 172,487.68	\$ 233,325.78	\$ 247,084.27	\$ 13,758.49	5.9%	DECEMBER
JANUARY	\$ 258,954.74	\$ 248,367.92	\$ 257,241.56	\$ 194,164.42	\$ 289,041.48	\$ 315,803.51	\$ 26,762.03	9.3%	JANUARY
FEBRUARY	\$ 239,333.58	\$ 239,504.19	\$ 285,033.82	\$ 222,550.98	\$ 278,086.91	\$ 324,710.63	\$ 46,623.72	16.8%	FEBRUARY
MARCH	\$ 280,479.47	\$ 274,339.90	\$ 328,202.89	\$ 263,591.01	\$ 338,570.41	\$ 254,388.72	\$ (84,181.69)	-24.9%	MARCH
APRIL	\$ 180,265.69	\$ 170,955.49	\$ 240,571.33	\$ 178,768.24	\$ 229,248.21			0.0%	APRIL
MAY	\$ 150,539.07	\$ 137,569.54	\$ 217,562.22	\$ 154,409.13	\$ 187,984.08			0.0%	MAY
JUNE	\$ 156,044.62	\$ 144,969.15	\$ 199,752.82	\$ 158,777.26	\$ 184,445.07			0.0%	JUNE
JULY	\$ 185,300.25	\$ 174,371.36	\$ 257,768.79	\$ 196,248.81	\$ 221,114.84			0.0%	JULY
AUGUST	\$ 151,199.62	\$ 126,619.47	\$ 181,858.64	\$ 154,041.28	\$ 167,576.52			0.0%	AUGUST
SEPTEMBER	\$ 80,289.59	\$ 90,076.73	\$ 42,514.69	\$ 107,007.71	\$ 91,090.52			0.0%	SEPTEMBER
TOTAL	\$ 2,068,209.42	\$ 1,993,441.55	\$ 2,409,824.51	\$ 1,999,099.43	\$ 2,512,163.33	\$ 1,438,478.50	\$ 7,774.41	0.5%	
% INC/DEC PREVIOUS YEAR	14.2%	-3.6%	20.9%	-17.0%	25.7%				
Priceline settlement reflected									

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

FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020

DISTRICT III	FY 2020 VS FY 2019								DISTRICT III
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	\$ INC/DEC	% INC/DEC	
OCTOBER	\$ 196,717.24	\$ 234,800.48	\$ 239,587.26	\$ 195,869.07	\$ 214,533.54	\$ 270,184.35	\$ 55,650.81	25.9%	OCTOBER
NOVEMBER	\$ 243,103.28	\$ 293,276.57	\$ 302,122.70	\$ 210,145.63	\$ 315,096.11	\$ 399,797.74	\$ 84,701.63	26.9%	NOVEMBER
DECEMBER	\$ 437,829.39	\$ 500,556.19	\$ 491,045.96	\$ 313,260.73	\$ 519,870.19	\$ 642,532.30	\$ 122,662.11	23.6%	DECEMBER
JANUARY	\$ 514,898.57	\$ 577,463.89	\$ 536,441.18	\$ 378,877.82	\$ 571,544.54	\$ 674,081.94	\$ 102,537.40	17.9%	JANUARY
FEBRUARY	\$ 552,209.37	\$ 616,201.24	\$ 612,164.74	\$ 433,176.24	\$ 649,571.60	\$ 824,643.14	\$ 175,071.54	27.0%	FEBRUARY
MARCH	\$ 709,114.15	\$ 821,986.57	\$ 761,396.01	\$ 574,107.50	\$ 875,996.55	\$ 423,483.64	\$ (452,512.91)	-51.7%	MARCH
APRIL	\$ 490,810.39	\$ 493,491.53	\$ 616,987.80	\$ 354,103.94	\$ 647,498.60			0.0%	APRIL
MAY	\$ 379,017.06	\$ 410,244.76	\$ 411,590.80	\$ 288,980.65	\$ 462,015.42			0.0%	MAY
JUNE	\$ 458,055.21	\$ 521,540.61	\$ 531,017.78	\$ 429,783.62	\$ 661,771.68			0.0%	JUNE
JULY	\$ 514,967.14	\$ 655,572.62	\$ 674,407.90	\$ 475,877.05	\$ 728,385.52			0.0%	JULY
AUGUST	\$ 424,874.40	\$ 431,148.60	\$ 424,862.74	\$ 354,160.10	\$ 483,174.85			0.0%	AUGUST
SEPTEMBER	\$ 223,120.29	\$ 249,246.50	\$ 121,156.50	\$ 211,836.95	\$ 189,197.53			0.0%	SEPTEMBER
TOTAL	\$ 5,144,716.49	\$ 5,805,529.56	\$ 5,722,781.37	\$ 4,220,179.30	\$ 6,318,656.13	\$ 3,234,723.11	\$ 88,110.58	2.8%	
% INC/DEC PREVIOUS YEAR	17.0%	12.8%	-1.4%	-26.3%	49.7%				
Priceline settlement reflected									

DISTRICT IV	FY 2020 VS FY 2019								DISTRICT IV
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	\$ INC/DEC	% INC/DEC	
OCTOBER	\$ 189,322.64	\$ 203,454.21	\$ 187,483.79	\$ 48,429.45	\$ 177,136.72	\$ 198,399.64	\$ 21,262.92	12.0%	OCTOBER
NOVEMBER	\$ 215,240.80	\$ 238,203.29	\$ 255,420.09	\$ 78,972.73	\$ 219,856.52	\$ 270,143.10	\$ 50,286.58	22.9%	NOVEMBER
DECEMBER	\$ 306,732.33	\$ 332,254.49	\$ 325,665.79	\$ 129,291.76	\$ 321,993.05	\$ 368,658.47	\$ 46,665.42	14.5%	DECEMBER
JANUARY	\$ 326,450.78	\$ 342,320.70	\$ 335,344.27	\$ 167,829.51	\$ 332,207.98	\$ 397,731.92	\$ 65,523.94	19.7%	JANUARY
FEBRUARY	\$ 384,856.46	\$ 411,236.34	\$ 402,238.17	\$ 214,323.08	\$ 425,075.39	\$ 506,507.00	\$ 81,431.61	19.2%	FEBRUARY
MARCH	\$ 491,475.35	\$ 529,337.20	\$ 513,626.62	\$ 307,710.87	\$ 570,052.86	\$ 309,439.47	\$ (260,613.39)	-45.7%	MARCH
APRIL	\$ 365,373.93	\$ 360,061.46	\$ 422,724.47	\$ 257,728.38	\$ 401,388.19			0.0%	APRIL
MAY	\$ 307,553.44	\$ 312,691.40	\$ 320,270.73	\$ 239,012.54	\$ 334,170.50			0.0%	MAY
JUNE	\$ 297,069.21	\$ 324,493.52	\$ 343,415.53	\$ 286,181.29	\$ 343,848.01			0.0%	JUNE
JULY	\$ 335,017.87	\$ 377,076.05	\$ 388,791.70	\$ 297,183.05	\$ 375,537.41			0.0%	JULY
AUGUST	\$ 266,759.20	\$ 263,885.05	\$ 287,262.51	\$ 231,661.53	\$ 260,471.75			0.0%	AUGUST
SEPTEMBER	\$ 185,637.20	\$ 193,535.62	\$ 64,406.78	\$ 146,731.33	\$ 145,423.37			0.0%	SEPTEMBER
TOTAL	\$ 3,671,489.21	\$ 3,888,549.33	\$ 3,846,650.45	\$ 2,405,055.52	\$ 3,907,161.75	\$ 2,050,879.60	\$ 4,557.08	0.2%	
% INC/DEC PREVIOUS YEAR	8.7%	5.9%	-1.1%	-37.5%	62.5%				
Priceline settlement reflected									

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

FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020

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

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

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

Priceline settlement reflected

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

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

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

Total Priceline settlement reflected

Monroe County Tourist Development Council
Administrative Office

Bed Tax Revenue Through March 31, 2020

05/20/2020



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

F1
June 6, 2020

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

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

- Agency representatives attended the TDC meeting via Zoom.
- Agency representatives attended DAC III 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 Isla Bella Resort 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, an Earth Day post from the Turtle Hospital 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. KBC also adapted and distributed a press release on the satellite-tracked travels of the turtle dubbed Mr. T. 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, the satellite-tracked travels of the turtle Mr. T. 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.
- 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 provided video and story packages on Mr. T, a male loggerhead sea turtle that was released off the Florida Keys a year ago after treatment at the Turtle Hospital, whose affixed transmitter still allows its movements to be tracked via satellite. Coverage was carried in outlets including U.S. News & World Report, USA Today online and about 45 television affiliates.
- Agency produced video and still photography packages and distributed them to the media when two manatees rescued last fall and winter by Florida Keys-based marine mammal rescue volunteers were returned to Keys waters. The piece provided a platform to communicate that the destination's nature and wildlife rehabilitation centers are still caring for rescued wildlife and helping animals in need during the coronavirus crisis. Three photos were distributed to media points around the nation via the Associated Press wire service, and other coverage included Florida television affiliates.
- Agency wrote, posted on the website and featured in the e-newsletter a "Stewards of the Keys" profile of commercial lionfish harvester Rachel Bowman.
- As a result of agency-arranged media visits, assistance to journalists and/or release distribution, during the report period the Keys received coverage including stories about the destination's reopening marketing campaign in Travel Weekly and Travel Pulse, Best Secluded Beaches in the U.S. in Travel + Leisure, 10 Best Hotels in Key West in Conde Nast Traveler, a prominent section within a Florida story about Florida Keys offerings for meeting planners in Association Convention & Facilities, a destination guide in NorthStar Meetings Group, a piece on the reopening on Forbes.com, an online feature on the Florida Keys in Germany's Reisen Exclusive, a feature on "How to Protect Coral Reefs When Traveling" on TripSavvy.com resulting from the Connect & Protect press trip, a 12 Best Weekend Getaways write up for Conde Nast Traveler including the Florida Keys, a Key West destination feature in American Way Magazine, and "King of the Keys" in Trail Blazer Magazine.

- Agency issued water-quality advisories as needed to resorts and other tourism industry entities, and routinely interfaces with the Monroe County Health Department on beach advisory status.
- Event information and photography are regularly posted on the Keys website.

###

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

29 Apr 2020 - 06 Jun 2020

Social Media Report June 2020

@floridakeysandkeywest @thefloridakeys @thefloridakeys

Facebook Activity Overview



IMPRESSIONS
7,750,641



TOTAL REACH
2,877,002



POST ENGAGEMENTS
237,140

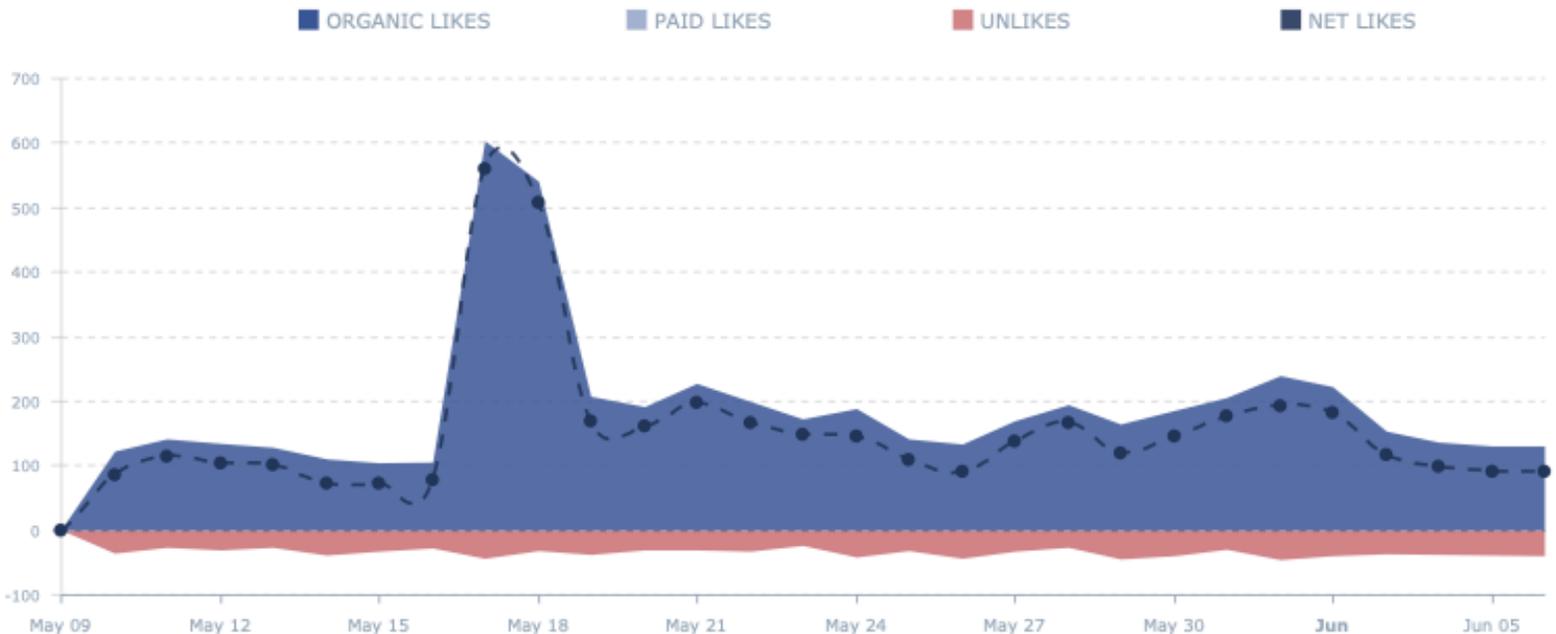


PAGE CONSUMPTIONS
233,315



Audience Growth

LIKES BREAKDOWN BY DAY



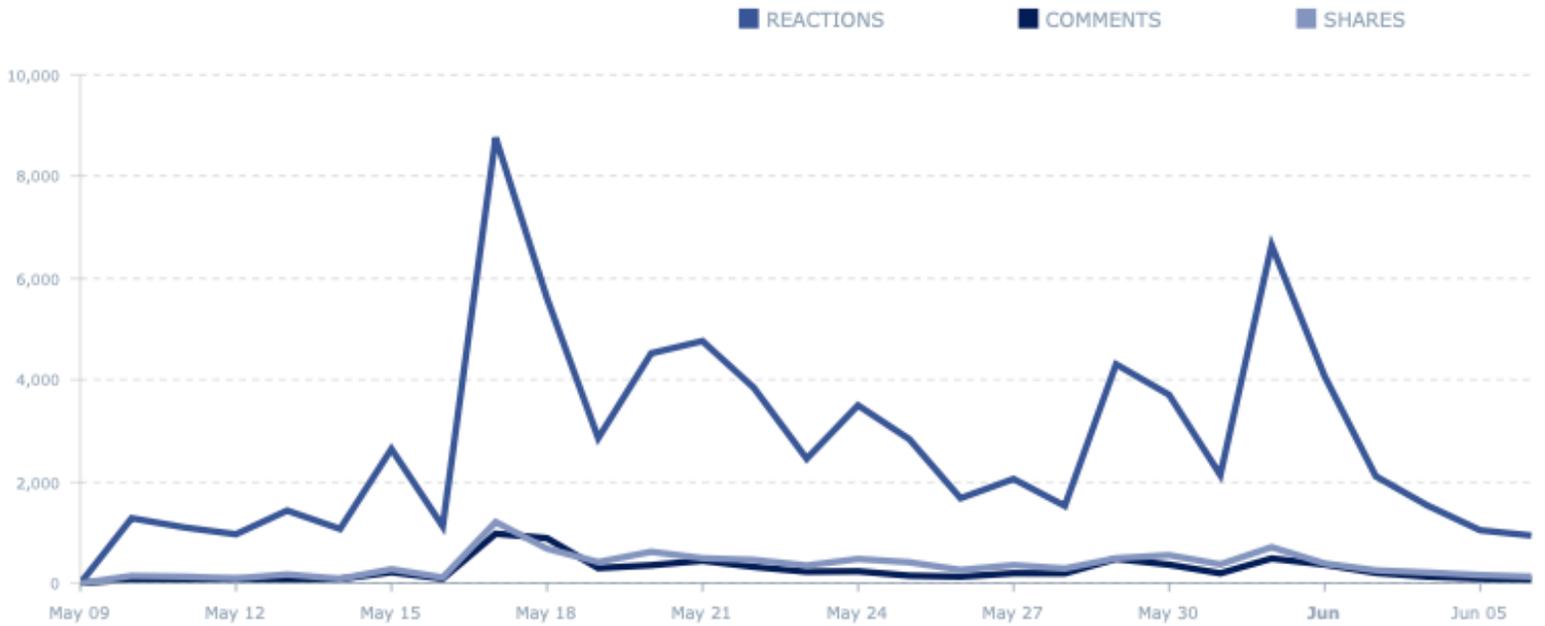
AUDIENCE GROWTH METRICS

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

NUMBER OF NET LIKES INCREASED BY
↑ 0.93%



Audience Engagement



IMPRESSION METRICS

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

ACTION METRICS

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

Top Performing Posts

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



POST



REACTIONS



COMMENTS



SHARES



CLICKS



VIRALITY



REACH



The Florida Keys & Key West

01 JUN 9:49 PM



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

3113

326

205

19474

16.44%

109,802



The Florida Keys & Key West

01 JUN 1:10 PM



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

3545

324

359

4882

6.33%

120,988



The Florida Keys & Key West

29 MAY 11:47 PM



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

3075

244

230

6400

10.91%

78,160

Twitter Activity Overview



DAILY EXPOSURE
108,651



POST ENGAGEMENTS
3,421



REACH
1,991,023



Audience Growth



FOLLOWER METRICS

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

YOUR FOLLOWERS
CHANGED BY

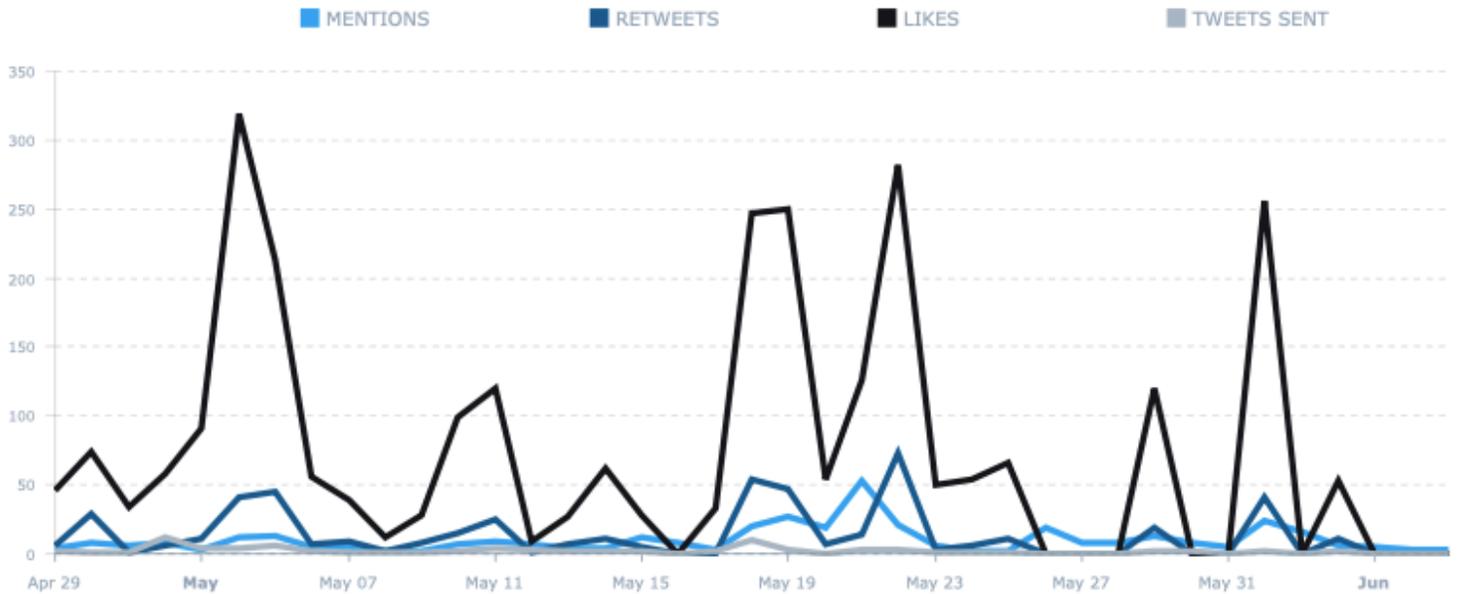
0.0%

SINCE PREVIOUS PERIOD



Audience Engagement

AUDIENCE ENGAGEMENT BY DAY



ENGAGEMENT METRICS

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

CONTENT HABITS METRICS

Plain Text	16
Photos	7
Videos	2
Total Sent Tweets	25

TOP TWEETS

Retweets
 Likes
 Reach



The Florida Keys @thefloridakeys 22 May 6:04 PM
Weekend vibes in the #FloridaKeys! RT if you're ready for our June 1 reopening. <https://t.co/lb5KfKeCaz>

46 144 50,376



The Florida Keys @thefloridakeys 19 May 2:01 PM
Who's ready? #FloridaKeys <https://t.co/wXgYqup9u6>

35 188 50,485



The Florida Keys @thefloridakeys 18 May 1:23 AM
UPDATE FOR FLORIDA KEYS VISITORS, per county officials: Monroe County plans to reopen to visitors Monday, June 1, by suspending the checkpoints on U.S. 1 and State Road 905 and allowing lodging establishments to take guests at 50 percent occupancy. <https://t.co/feTLpaqcPq>

44 168 50,695

Instagram Activity Overview



FOLLOWERS
240,649



FOLLOWING
478

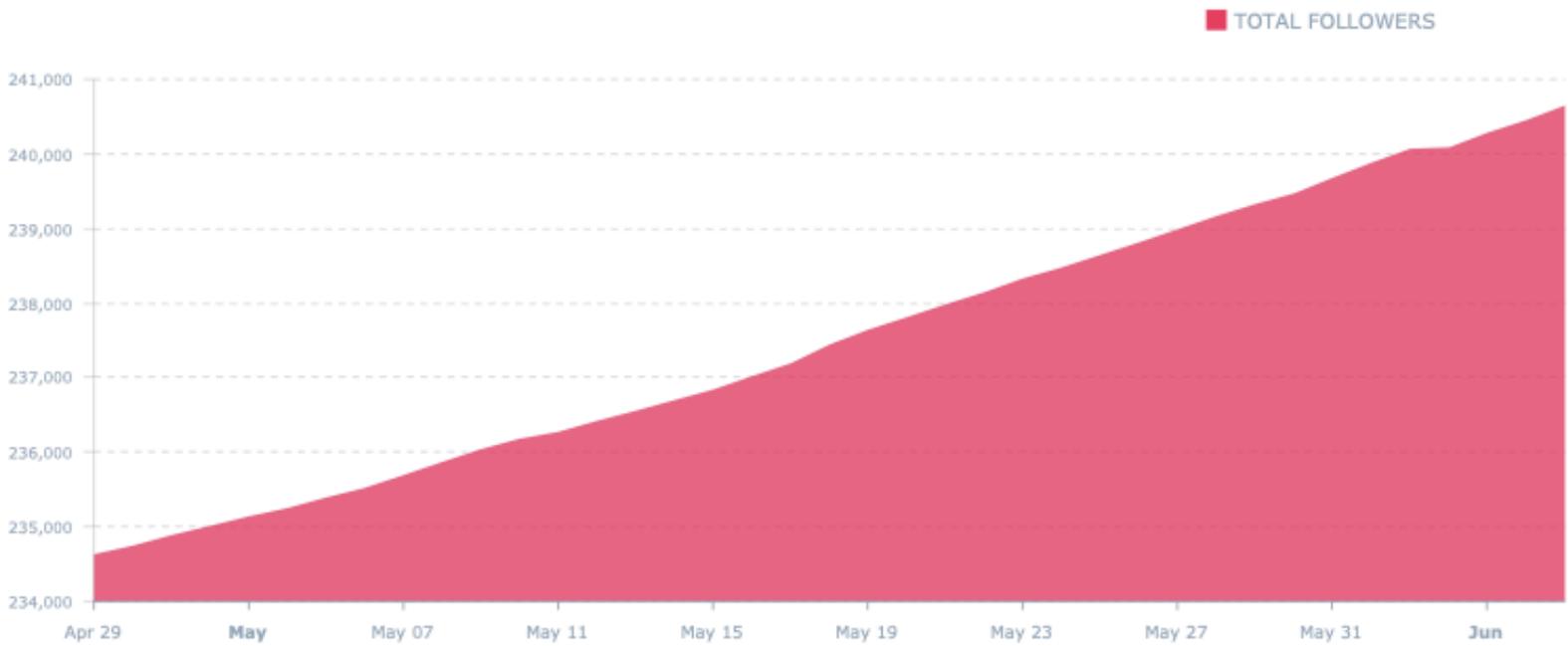


POSTS
1,556



Audience Growth

AUDIENCE GROWTH BY DAY



FOLLOWER METRICS

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

YOUR FOLLOWERS
INCREASED BY

↑ **2.56%**

SINCE PREVIOUS PERIOD



Audience Engagement

AUDIENCE ENGAGEMENT BY DAY



ENGAGEMENT METRICS

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

PUBLISHING METRICS

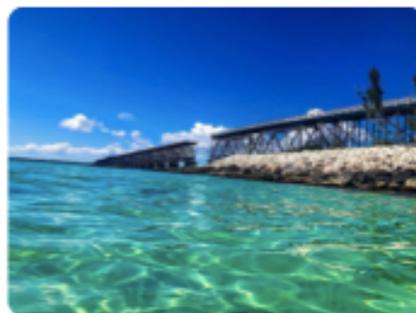
Total Media Sent	33
Total Comments Received	1,479
Total Comments Received Last Period	1,138

TOP INSTAGRAM POSTS



Likes 11,105

Comments 244



Likes 9,171

Comments 106



Likes 8,381

Comments 213



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

TO: DAC 3 Members
FROM: Danielle Salmán-Villasuso
DATE: June 12, 2020
RE: June 24, 2020 DAC 3 Meeting
CC: John Underwood

G.1 - G.2

G.1 Advertising Re-cap:

Media

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

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

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

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

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

National Cable (Fishing TV):

- Saltwater Experience TV Sponsorship – July-August

Digital:

- Facebook/Instagram – 7/1-8/31
- The Knot.com – 7/1-8/2
- OutsideOnline.com – 7/1-8/2
- Adara – 7/1-7/12 & 7/1-7/26
- Tremor Video – 7/1-7/26
- SportDiver/ScubaDiving.com/Islands.com – 7/1-7/26
- SportFishing/SaltwaterSportmans.com – 7/1-8/31

Search Engine Marketing: July & August

- Google AdWords
- Yahoo/Bing SEM

Marathon Co-Op Programs:

- **Spring Digital**
 - CNN.com – 7/1-7/12
 - Conversant – 7/1-7/12
 - AJC.com – 7/2
 - DallasNews.com – 7/8
 - CharlotteObserver.com – 7/15
- **Summer Digital**
 - CNN.com – 7/1-8/16
 - Conversant – 7/1-8/16

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
- Relunched all paused media across all campaigns (Generic, District and Umbrellas)
- Coordinating the relaunch of all spring and summer co-op programs
- Planned and shared weekly content with industry partners to stay connected with visitors during COVID-19
- Assets provided to industry partners consisted of the following:
 - Social Images - Sent 3/30
 - :30 Second - Sent 4/6
 - Photographs - Sent 4/14

- Digital Postcards - Sent 4/21
- Image Gallery - Sent 4/28
- Zoom Backgrounds - Sent 5/5
- Social Images - Sent 5/12
- Re-Opening E-Blast – Sent 5/19
- Re-Opening Digital Postcards – Sent 5/26
- Monitoring FL Keys Co-Op website for site traffic and industry partner content downloads
 - 348 views to date
 - 436 downloads to date
- Strategic planning for FY 2020/2021
- Reviewing and approving Cultural Umbrella budgets
- Reviewed and approved Fishing Umbrella budgets
- Designing the 2021 issue of the Culture Magazine
- Coordinating native article with Flamingo Magazine’s July and August issues to provide content and images
- Coordinated native article with Recommend Magazine to provide content and images
- Coordinated direction for NYTimes Family Travel Advertorial
- Native Content - The Agency supplied input and coordinated native content stories with the following online and print publications:
 - Travel + Leisure
 - Food & Wine
 - Explore Florida Magazine
 - Flamingo Magazine
 - NationalGeographic.com
 - Afar.com
 - LonelyPlanet.com
 - Momtastic.com
 - CondeNastTraveller.co.uk
 - WeddingWire.com
 - TheKnot.com
 - BrideClick
 - Nativo
 - CNTraveler.com
 - OutsideOnline.com
 - GayCities/ Queerty.com
 - PassportMagazine.com
 - Towleroad
 - GoodSam Digital
 - Trailer Life Magazine / MotorHome Magazine
 - SportFishing.com/SaltwaterSportsman.com

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

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

Ongoing:

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

The DAC 3 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 Marathon media plan



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

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



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

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

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- Video: 65% VCR



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

	family trip to florida	35	2	5.71%	N/A	
	marina in florida	73	1	1.37%	N/A	
	marina beach florida	44	1	2.27%	N/A	
	florida marinas	42	1	2.38%	N/A	
	florida family beach vacations	33	1	3.03%	N/A	
	diving in florida	26	1	3.85%	N/A	
	family holidays in florida	16	1	6.25%	N/A	
	Bing, Yahoo and AOL Search	Impressions	Clicks/Engagements	Click-through %	VCR	
12/1-12/31	+florida+fishing	22,121	260	1.18%	N/A	
	+florida+vacation	5,014	116	2.31%	N/A	
	+florida villas	6,659	82	1.23%	N/A	
	+florida beach rentals	4,661	80	1.72%	N/A	
	key +florida	3,601	74	2.05%	N/A	
	+family+vacation	2,503	43	1.72%	N/A	
	+scuba shops	2,848	41	1.44%	N/A	
	+florida+snorkeling	442	28	6.33%	N/A	
	+scuba vacations	1,114	20	1.80%	N/A	
	+florida+scuba+diving	377	15	3.98%	N/A	
	+scuba +diving padi	1,282	11	0.86%	N/A	
	+scuba +diving fins	673	9	1.34%	N/A	
	+florida+diving	232	8	3.45%	N/A	
	+diving schools +florida	55	4	7.27%	N/A	
JANUARY 2020						
	DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
	1/27-1/31	CNN.com Pre-Roll Video - Co-Op (Geo: NY,BOS,PHL,DC,CHI)	93,708	1,580	186.00%	86.00%
	1/6-1/31	Tremor Video (Mobile/Tablet/Desktop)	600,844	638	0.11%	77.34%
	1/14-1/15	TheKnot.com (Instagram)	31,241	263	0.84%	N/A
	1/6-1/31	Adara Re-Targeting (Mobile/Tablet/Desktop/Cross-Device)	690,478	219	0.03%	N/A
		MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
	1/1-1/31	Facebook/Instagram Sponsored Ads	658,049	9,550	1.45%	N/A
		Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
	1/1-1/31	beachfront vacation rentals florida	12,006	553	4.61%	N/A
		[swim with dolphins in miami florida]	1,513	251	16.59%	N/A
		florida vacation home rentals	2,526	144	5.70%	N/A
		florida resort	2,470	120	4.86%	N/A
		fl resorts	1,983	119	6.00%	N/A
		[swimming with dolphins in florida]	827	69	8.34%	N/A
		florida beach resorts	1,240	68	5.48%	N/A
		rental vacation homes in florida	1,470	66	4.49%	N/A
		florida vacation rentals	981	50	5.10%	N/A
		[swim with the dolphins in florida]	612	49	8.01%	N/A
		fishing in florida	509	32	6.29%	N/A
		[florida swim with dolphins]	356	28	7.87%	N/A
		best beach vacations florida	580	27	4.66%	N/A
		luxury vacation home rentals florida	353	20	5.67%	N/A
		[florida swimming with dolphins]	312	19	6.09%	N/A
		south florida resort	353	17	4.82%	N/A
		[swimming with the dolphins in florida]	133	16	12.03%	N/A
		florida vacation home rental	238	13	5.46%	N/A
		[can you swim with dolphins in florida]	83	12	14.46%	N/A
		rental vacation homes florida	152	5	3.29%	N/A
		vacation home rental in florida	116	4	3.45%	N/A
		florida holiday rentals	91	4	4.40%	N/A
		florida boat rentals	67	4	5.97%	N/A
		marina beach florida	32	2	6.25%	N/A
		florida marinas	17	2	11.76%	N/A
		family vacation	65	1	1.54%	N/A
		[swim with the dolphins florida]	47	1	2.13%	N/A
		marina florida	24	1	4.17%	N/A
		Bing, Yahoo and AOL Search	Impressions	Clicks/Engagements	Click-through %	VCR
	1/1-1/31	+florida+vacation	6,247	167	2.67%	N/A
		+florida+fishing	18,344	163	0.89%	N/A
		+florida beach rentals	6,143	162	2.64%	N/A
		+florida villas	3,959	134	3.38%	N/A
		+family+vacation	3,347	35	1.05%	N/A
		+florida+snorkeling	556	26	4.68%	N/A
		+scuba shops	1,915	25	1.31%	N/A
		+scuba vacations	708	17	2.40%	N/A

Average Industry Standards:
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- Video: 65% VCR



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

	+florida+scuba+diving	327	13	3.98%	N/A
	+scuba +diving fins	335	6	1.79%	N/A
	+florida+diving	223	4	1.79%	N/A
	+scuba +diving padi	705	3	0.43%	N/A
	+diving schools +florida	58	2	3.45%	N/A
FEBRUARY 2020					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
2/1-2/23	CNN.com Pre-Roll Video - Co-Op (Geo: NY,BOS,PHL,DC,CHI)	275,114	4,298	1.56%	87.00%
2/1-2/29	Tremor Video (Mobile/Tablet/Desktop)	599,469	450	0.08%	78.67%
2/10-2/29	Conversant Interactive Banners - Co-Op (Geo: NY,BOS,PHL,DC,CHI)	463,038	389	0.08%	N/A
2/1-2/29	Adara Re-Targeting (Mobile/Tablet/Desktop/Cross-Device)	758,080	221	0.03%	N/A
2/3-2/29	OutsideOnline.com	120,438	190	0.16%	N/A
2/1-2/29	NationalGeographic.com (Pre-roll)	71,753	34	0.05%	99.80%
2/1-2/29	NationalGeographic.com (banners)	40,115	32	0.08%	N/A
2/1-2/29	WeddingWire.com/TheKnot.com (XO Group)	9,951	6	0.06%	N/A
MOBILE		Impressions	Clicks/Engagements	Click-through %	VCR
2/1-2/29	Facebook/Instagram Sponsored Ads	538,479	12,322	2.29%	N/A
2/1-2/15	SportDiver.com/ScubaDiving.com (Facebook Ad)	100,415	2,839	2.83%	N/A
Google Ad Words		Impressions	Clicks/Engagements	Click-through %	VCR
2/1-2/29	beachfront vacation rentals florida	12,006	553	4.61%	N/A
	[swim with dolphins in miami florida]	1,513	251	16.59%	N/A
	florida vacation home rentals	2,526	144	5.70%	N/A
	florida resort	2,470	120	4.86%	N/A
	fl resorts	1,983	119	6.00%	N/A
	[swimming with dolphins in florida]	827	69	8.34%	N/A
	florida beach resorts	1,240	68	5.48%	N/A
	rental vacation homes in florida	1,470	66	4.49%	N/A
	florida vacation rentals	981	50	5.10%	N/A
	[swim with the dolphins in florida]	612	49	8.01%	N/A
	fishing in florida	509	32	6.29%	N/A
	[florida swim with dolphins]	356	28	7.87%	N/A
	best beach vacations florida	580	27	4.66%	N/A
	luxury vacation home rentals florida	353	20	5.67%	N/A
	[florida swimming with dolphins]	312	19	6.09%	N/A
	south florida resort	353	17	4.82%	N/A
	[swimming with the dolphins in florida]	133	16	12.03%	N/A
	florida vacation home rental	238	13	5.46%	N/A
	[can you swim with dolphins in florida]	83	12	14.46%	N/A
	rental vacation homes florida	152	5	3.29%	N/A
	vacation home rental in florida	116	4	3.45%	N/A
	florida holiday rentals	91	4	4.40%	N/A
	florida boat rentals	67	4	5.97%	N/A
	marina beach florida	32	2	6.25%	N/A
	florida marinas	17	2	11.76%	N/A
	family vacation	65	1	1.54%	N/A
	[swim with the dolphins florida]	47	1	2.13%	N/A
	marina florida	24	1	4.17%	N/A
Bing, Yahoo and AOL Search		Impressions	Clicks/Engagements	Click-through %	VCR
2/1-2/29	+florida beach rentals	3864	101	2.61%	N/A
	+florida+vacation	2035	68	3.34%	N/A
	+florida villas	2312	54	2.34%	N/A
	+florida+fishing	5846	53	0.91%	N/A
	+family+vacation	1399	29	2.07%	N/A
	+florida+snorkeling	376	20	5.32%	N/A
	scuba shops	1205	17	1.41%	N/A
	+scuba vacations	486	17	3.50%	N/A
	+florida+scuba+diving	219	6	2.74%	N/A
	+scuba +diving fins	206	6	2.91%	N/A
	+scuba +diving padi	484	5	1.03%	N/A
	+fl +family +vacation	77	5	6.49%	N/A
	+florida+Vacation+rental	10	2	20.00%	N/A
MARCH 2020					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
3/1-3/16	WeddingWire.com/TheKnot.com	189,450	4,037	2.13%	N/A
3/1-3/16	Tremor Video (Mobile/Tablet/Desktop)	249,781	1,995	0.80%	80.77%
3/1-3/16	SportFishing.com/SaltwaterSportsman.com	55,209	312	0.57%	N/A
3/1-3/15	Conversant Interactive Banners - Co-Op	285,923	300	0.10%	N/A
3/1-3/16	CNN.com Pre-Roll Video - Co-Op (Geo: NY,BOS,PHL,DC,CHI)	23,258	197	130.00%	91.00%

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



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

3/1-3/18	Adara Re-Targeting (Mobile/Table/Desktop/Cross-Device)	256,312	120	0.05%	N/A
3/4/20	Boston.com Traveler Dedicated E-Newsletter - Co-Op	43,028	49	0.11%	N/A
3/1-3/16	OutsideOnline.com	6,987	12	0.17%	N/A
MOBILE		Impressions	Clicks/Engagements	Click-through %	VCR
3/1-3/16	Facebook/Instagram Sponsored Ads	372,379	5,684	1.53%	N/A
3/9 & 3/11	SpotFishing/SaltwaterSportsman Facebook Video	498,222	1,072	0.22%	N/A
Google Ad Words		Impressions	Clicks/Engagements	Click-through %	VCR
3/1-3/25	fishing in florida	2,780	265	9.53%	N/A
	rental vacation homes in florida	2,258	156	6.91%	N/A
	florida vacation home rentals	1,860	118	6.34%	N/A
	florida resort	1,888	97	5.14%	N/A
	fl resorts	1,707	85	4.98%	N/A
	[swim with dolphins in miami florida]	355	61	17.18%	N/A
	florida boat rentals	702	49	6.98%	N/A
	beachfront vacation rentals florida	974	48	4.93%	N/A
	florida beach resorts	931	40	4.30%	N/A
	luxury vacation home rentals florida	226	21	9.29%	N/A
	vacation home rental in florida	206	18	8.74%	N/A
	rental vacation homes florida	321	17	5.30%	N/A
	florida vacation home rental	262	17	6.49%	N/A
	[swimming with dolphins in florida]	209	14	6.70%	N/A
	florida boat rental	188	14	7.45%	N/A
	florida holiday rentals	247	13	5.26%	N/A
	[swim with the dolphins in florida]	197	13	6.60%	N/A
	best beach vacations florida	276	12	4.35%	N/A
	florida vacation rentals	412	11	2.67%	N/A
	south florida resort	281	9	3.20%	N/A
	[florida swim with dolphins]	69	9	13.04%	N/A
	[florida swimming with dolphins]	93	9	9.68%	N/A
	[can you swim with dolphins in florida]	22	8	36.36%	N/A
	marina florida	132	7	5.30%	N/A
	marinas florida	44	4	9.09%	N/A
	family vacation	77	2	2.60%	N/A
	[swim with the dolphins florida]	11	2	18.18%	N/A
	[swimming with the dolphins in florida]	29	2	6.90%	N/A
	marinas in florida	76	2	2.63%	N/A
	florida marina	23	2	8.70%	N/A
	florida family beach vacations	7	1	14.29%	N/A
	marina beach florida	46	1	2.17%	N/A
Bing, Yahoo and AOL Search		Impressions	Clicks/Engagements	Click-through %	VCR
3/1-3/25	+florida beach rentals	4781	83	1.74%	N/A
	+florida+fishing	5333	62	1.16%	N/A
	+florida+vacation	1706	45	2.64%	N/A
	+family+vacation	1573	29	1.84%	N/A
	+florida villas	1914	28	1.46%	N/A
	+scuba shops	1773	23	1.30%	N/A
	+scuba +diving fins	339	8	2.36%	N/A
	+scuba vacations	691	6	0.87%	N/A
	+florida+snorkeling	173	5	2.89%	N/A
	+scuba +diving padi	525	3	0.57%	N/A
	+fl +family +vacation	57	3	5.26%	N/A
	+diving schools +florida	45	2	4.44%	N/A
	+florida+diving	75	1	1.33%	N/A
	+florida+scuba+diving	79	1	1.27%	N/A
APRIL 2020					
Google Ad Words		Impressions	Clicks/Engagements	Click-through %	VCR
4/1-4/30	florida beach rentals	3,057	331	10.83%	N/A
	beachfront vacation rentals florida	1,237	142	11.48%	N/A
	florida vacation home rentals	1,052	114	10.84%	N/A
	[beach houses for rent]	767	111	14.47%	N/A
	[vacation homes for rent]	652	80	12.27%	N/A
	[vacation home rentals]	538	71	13.20%	N/A
	[florida beach vacation rentals]	345	55	15.94%	N/A
	luxury vacation home rentals florida	298	38	12.75%	N/A
	[florida vacation rentals]	639	36	5.63%	N/A
	florida vacation home rental	230	27	11.74%	N/A
	[beach vacation home rentals]	102	23	22.55%	N/A
	[vacation home rentals florida]	128	21	16.41%	N/A
	[best place to fish in florida]	110	18	16.36%	N/A
	[vacation homes in florida]	81	18	22.22%	N/A
	florida beach weddings	332	16	4.82%	N/A
	[vacation rentals on the beach]	107	14	13.08%	N/A
	"fishing in florida"	148	13	8.78%	N/A

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



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

	[hotels in florida]	77	13	16.88%	N/A
	family vacation	676	12	1.78%	N/A
	[swim with dolphins in miami florida]	77	12	15.58%	N/A
	florida weddings	309	8	2.59%	N/A
	weddings in florida	171	8	4.68%	N/A
	[florida fishing]	101	8	7.92%	N/A
	[florida hotels]	60	8	13.33%	N/A
	vacations with kids	122	6	4.92%	N/A
	[tarpon fishing florida]	45	6	13.33%	N/A
	[deep sea fishing florida]	37	5	13.51%	N/A
	[florida vacation homes]	26	5	19.23%	N/A
	rental vacation homes florida	52	4	7.69%	N/A
	family vacation ideas	148	3	2.03%	N/A
	rental vacation homes in florida	50	3	6.00%	N/A
	[florida hotels on the beach]	11	3	27.27%	N/A
	best family vacations	278	2	0.72%	N/A
	"florida marina"	100	2	2.00%	N/A
	[florida fishing charters]	39	2	5.13%	N/A
	diving in florida	22	2	9.09%	N/A
	[florida resorts]	13	2	15.38%	N/A
	[florida fishing trips]	12	2	16.67%	N/A
	[swim with the dolphins in florida]	13	1	7.69%	N/A
	[fishing trips in florida]	13	1	7.69%	N/A
	[florida fishing guides]	13	1	7.69%	N/A
	[swimming with the dolphins in florida]	1	1	100.00%	N/A
	[swimming with dolphins in florida]	1	1	100.00%	N/A
	Bing, Yahoo and AOL Search	Impressions	Clicks/Engagements	Click-through %	VCR
4/1-4/30	+florida+fishing	16021	153	0.93%	N/A
	+florida beach rentals	5627	52	0.90%	N/A
	+florida+vacation	1572	43	3.20%	N/A
	+scuba shops	2520	38	1.47%	N/A
	+family+vacation	1198	32	2.59%	N/A
	+florida villas	1313	28	1.75%	N/A
	+scuba +diving padi	413	9	2.18%	N/A
	+scuba vacations	473	5	1.06%	N/A
	+scuba+diving	230	4	1.74%	N/A
	+florida+Vacation+rental	156	2	1.28%	N/A
	+florida+scuba+diving	24	2	8.33%	N/A
	+fl +family +vacation	12	2	16.67%	N/A
MAY 2020					
	Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
5/1-5/31	[beach houses for rent]	1,893	245	12.94%	N/A
	[vacation home rentals]	2,205	207	9.39%	N/A
	[florida beach vacation rentals]	2,020	205	10.15%	N/A
	[florida vacation rentals]	2,600	179	6.88%	N/A
	[vacation homes for rent]	1,339	126	9.41%	N/A
	[beach vacation home rentals]	680	99	14.56%	N/A
	[vacation home rentals florida]	709	85	11.99%	N/A
	"fl resorts"	1,636	84	5.13%	N/A
	[vacation rentals on the beach]	901	81	8.99%	N/A
	[best place to fish in florida]	282	43	15.25%	N/A
	[hotels in florida]	507	39	7.69%	N/A
	[florida vacation homes]	181	30	16.57%	N/A
	[florida hotels on the beach]	769	29	3.77%	N/A
	[vacation homes in florida]	295	25	8.47%	N/A
	[florida hotels]	338	23	6.80%	N/A
	florida weddings	276	19	6.88%	N/A
	florida beach weddings	262	12	4.58%	N/A
	weddings in florida	224	10	4.46%	N/A
	[florida fishing]	123	9	7.32%	N/A
	[deep sea fishing florida]	76	8	10.53%	N/A
	[family resorts in florida]	229	6	2.62%	N/A
	[family vacation]	154	6	3.90%	N/A
	[tarpon fishing florida]	139	6	4.32%	N/A
	[florida fishing charters]	53	6	11.32%	N/A
	[family vacation ideas]	135	5	3.70%	N/A
	[best resorts in florida]	78	5	6.41%	N/A
	[swim with dolphins in miami florida]	32	5	15.63%	N/A
	"florida marina"	65	4	6.15%	N/A
	"florida resorts on the beach"	50	4	8.00%	N/A
	[florida fishing guides]	25	4	16.00%	N/A

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- Video: 65% VCR



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

	[florida resorts on the beach]	33	3	9.09%	N/A
	[family vacation packages]	81	2	2.47%	N/A
	diving in florida	76	2	2.63%	N/A
	[florida vacations]	72	2	2.78%	N/A
	[fishing trips in florida]	52	2	3.85%	N/A
	"south florida resorts"	31	2	6.45%	N/A
	[swim with the dolphins in florida]	28	2	7.14%	N/A
	[florida swimming with dolphins]	7	2	28.57%	N/A
	[best family vacation spots]	44	1	2.27%	N/A
	[best florida fishing]	34	1	2.94%	N/A
	[swim with the dolphins florida]	21	1	4.76%	N/A
	[family friendly vacations]	21	1	4.76%	N/A
	[vacations for kids]	21	1	4.76%	N/A
	[great family vacations]	17	1	5.88%	N/A
	[florida fishing trips]	12	1	8.33%	N/A
	[fun family vacations]	9	1	11.11%	N/A
	[swimming with dolphins in florida]	7	1	14.29%	N/A
	[florida swim with dolphins]	7	1	14.29%	N/A
	[kid friendly vacations]	6	1	16.67%	N/A
	[family vacation resorts]	3	1	33.33%	N/A
	Bing, Yahoo and AOL Search	Impressions	Clicks/Engagements	Click-through %	VCR
5/1-5/31	+florida beach rentals	6148	120	1.95%	N/A
	+scuba shops	4,398	61	1.39%	N/A
	+florida+fishing	8,100	57	0.70%	N/A
	+florida villas	1,946	34	1.75%	N/A
	+florida+vacation	1,758	32	1.82%	N/A
	+family+vacation	984	20	2.03%	N/A
	+florida+fishing	1,676	19	1.13%	N/A
	+scuba vacations	574	9	1.57%	N/A
	+florida+scuba+diving	54	6	11.11%	N/A
	+scuba +diving padi	582	6	1.03%	N/A
	+florida beach rentals	189	5	2.65%	N/A
	+florida+vacation	283	3	1.06%	N/A
	+florida+snorkeling	88	2	2.27%	N/A
	+florida+Vacation+rental	128	2	1.56%	N/A
	+scuba shops	35	1	2.86%	N/A
	+scuba +diving fins	231	1	0.43%	N/A
	+diving schools +florida	26	1	3.85%	N/A

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



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

Weeks Begin on Mondays:	4th Quarter	1st Quarter	2nd Quarter	3rd Quarter	#	GROSS TOTAL								
	OCT '19	NOV '19	DEC '19	JAN '20	FEB '20	MAR '20	APR '20	MAY '20	JUN '20	JUL '20	AUG '20	SEP '20		
30-Sep														
7-Oct														
14-Oct														
21-Oct														
28-Oct														
4-Nov														
11-Nov														
18-Nov														
25-Nov														
2-Dec														
9-Dec														
16-Dec														
23-Dec														
30-Dec														
6-Jan														
13-Jan														
20-Jan														
27-Jan														
3-Feb														
10-Feb														
17-Feb														
24-Feb														
2-Mar														
9-Mar														
16-Mar														
23-Mar														
30-Mar														
6-Apr														
13-Apr														
20-Apr														
27-Apr														
4-May														
11-May														
18-May														
25-May														
1-Jun														
8-Jun														
15-Jun														
22-Jun														
29-Jun														
6-Jul														
13-Jul														
20-Jul														
27-Jul														
3-Aug														
10-Aug														
17-Aug														
24-Aug														
31-Aug														
7-Sep														
14-Sep														
21-Sep														

DIGITAL:

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

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

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

10/28-11/24	11/4-12/1
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WINTER DIGITAL CO-OP PROGRAM
Closed 4 co-ops @ \$850 each = \$3,400 collected

1/27-2/23	2/10-3/15
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SPRING DIGITAL CO-OP PROGRAM
Closed 3 co-ops @ \$875 each = \$2,625 collected

6/15-7/12	6/15-7/12
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Cancelled. Replaced with Southeast Newspaper emails AJC.com, DallasNews.com and CharlotteObserver.com below.

Relacement emails

SUMMER DIGITAL CO-OP PROGRAM
Closed 5 co-ops @ \$375 ea. = \$1,875 collected

6/15-8/16	6/15-8/16
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Moved flight from 5/4-8/2 to 6/15-8/16

SUMMER IN-STATE DIGITAL CO-OP PROGRAM:

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

PRINT:

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

DIGITAL CO-OPS-TOTAL:	\$71,291
DIGITAL PRINT-TOTAL:	\$55,344

DAC III/MARATHON FY 2020 BUDGET SUMMARY	
MEDIA SPENT TO DATE:	\$1,235,227
PRODUCTION:	\$15,000
RESOURCES REMAINING:	\$19,945
GRAND TOTAL BUDGET:	\$1,270,172

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

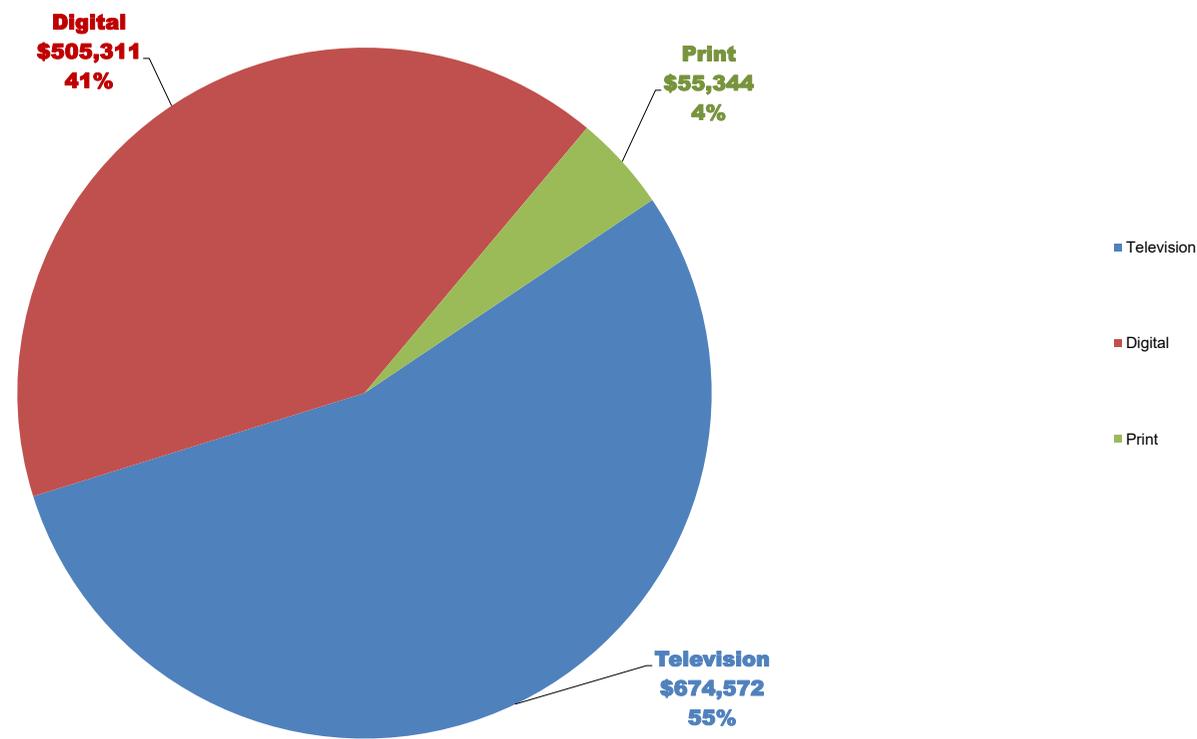
The Florida Keys Marathon

Key West Big Pine Key & The Lower Keys

FY 2020 MEDIA PLAN

		Ordered Media=		To Be Ordered Media=											
Holidays/ Events	*Halloween (10/31)	* X-Mas (12/25)			* Mini-Lobster Season (7/29-7/30)										
	* Columbus Day (10/14)	* New Year's Day (1/1)			* Lobster Season (8/6-3/31)										
Public Schools Vacation Calendars	* Thanksgiving Day (11/28)	* Art Basel (12/5-12/8)	* MLK Day (1/20)	* Pres Day (2/17)	* Easter (4/12)										
					* Memorial Day (5/25)										
					* Ind Day (7/4)										
					* Labor Day (9/7)										
	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

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



TOTAL MEDIA EXPENDITURE TO DATE: \$1,235,227



The Florida Keys Marathon

Key West Big Pine Key & The Lower Keys Islamorada Key Largo

FY 2021 MEDIA PLAN



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

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

Media	Unit	28-Sep	5-Oct	12-Oct	19-Oct	26-Oct	2-Nov	9-Nov	16-Nov	23-Nov	30-Nov	7-Dec	14-Dec	21-Dec	28-Dec	4-Jan	11-Jan	18-Jan	25-Jan	1-Feb	8-Feb	15-Feb	22-Feb	1-Mar	8-Mar	15-Mar	22-Mar	29-Mar	5-Apr	12-Apr	19-Apr	26-Apr	3-May	10-May	17-May	24-May	31-May	7-Jun	14-Jun	21-Jun	28-Jun	5-Jul	12-Jul	19-Jul	26-Jul	2-Aug	9-Aug	16-Aug	23-Aug	30-Aug	6-Sep	13-Sep	20-Sep	27-Sep	#	GROSS TOTAL
SPOT MARKET TELEVISION:																																																								
<u>FALL TELEVISION:</u>																																																								
• Miami-Ft. Lauderdale DMA	:30	10/5-12/6																																															\$31,008							
• Tampa-St. Petersburg-Sarasota DMA	:30	10/5-12/6																																															\$24,225							
• Orlando-Melbourne DMA	:30	10/5-12/6																																															\$17,442							
• West Palm Beach DMA	:30	10/5-12/6																																															\$11,628							
• Ft. Myers-Naples DMA	:30	10/5-12/6																																															\$6,783							
																																							<i>In-State Spot TV Sub-Total:</i>	\$91,086																
<u>WINTER/SPRING TELEVISION:</u>																																																								
• New York DMA	:30											1/11-3/28																											\$92,055																	
• Chicago DMA	:30											1/11-3/28																											\$82,365																	
• Philadelphia DMA	:30											1/11-3/28																											\$50,388																	
• Boston DMA	:30											1/11-3/28																											\$40,698																	
• Washington DC DMA	:30											1/11-3/28																											\$36,822																	
• Dallas-Ft. Worth DMA	:30											1/11-3/28																											\$21,318																	
• Charlotte DMA	:30											2/8-3/28																											\$14,535																	
• Atlanta DMA	:30											2/8-3/28																											\$20,349																	
																																							<i>Out-Of-State Spot TV Sub-Total:</i>	\$358,530																
<u>SUMMER TELEVISION:</u>																																																								
• Miami-Ft. Lauderdale DMA	:30																												5/10-7/25										\$31,977																	
• Tampa-St. Petersburg-Sarasota DMA	:30																												5/10-7/25										\$27,132																	
• Orlando-Melbourne DMA	:30																												5/10-7/25										\$19,380																	
• West Palm Beach DMA	:30																												5/10-7/25										\$10,659																	
• Ft. Myers-Naples DMA	:30																												5/10-7/25										\$4,845																	
																																							<i>In-State Spot TV Sub-Total:</i>	\$93,993																
<u>National Cable Fishing TV:</u>																																																								
• Saltwater Experience TV Sponsorship	3x 30 min Shows																																						\$34,200																	
Airs on NBC Sports, SunSports and Sportsman Channel																																																								
Sponsorship includes: 3 Episodes in HD will be filmed in Marathon; Also includes billboards in each show.																																																								
• The Fishing Guyz - Airs on Discovery Channel	:30											1/4-3/31 (13 weeks) 1x :30 per week																		\$17,100																										
(Airs on Discovery Channel available in 96MM homes) 2 Episodes filmed in Marathon																																																								
																																							<i>National Cable Fishing TV Sub-Total:</i>	\$51,300																
																																							TELEVISION-TOTAL:	\$594,909																



FY 2021 MEDIA PLAN

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

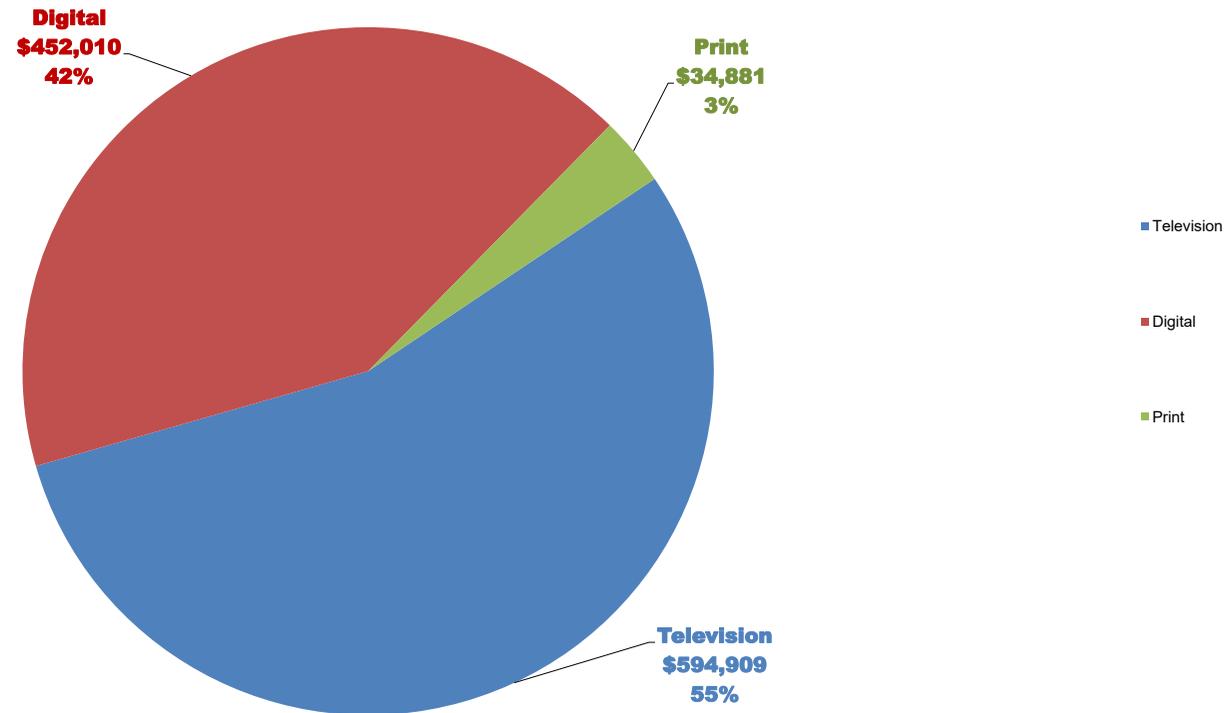
DIGITAL:	Description	Start	End	4th Quarter			1st Quarter			2nd Quarter			3rd Quarter			#	GROSS TOTAL
				OCT '20	NOV '20	DEC '20	JAN '21	FEB '21	MAR '21	APR '21	MAY '21	JUN '21	JUL '21	AUG '21	SEP '21		
DIGITAL - Mobile/Tablet/Desktop/Cross-Device:																	
• Adara	Re-targets users searching 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	:15 Pre-Roll Video	2,205,000		10/5-12/6			1/11-3/28								\$54,720	
• Tremor Video	Mobile/Tablet/Desktop A35-64 \$100k+ News/Business & Travel Sites, Travel Intenders	:15 Pre-Roll Video	5,000,000		10/5-12/6			1/11-3/28			5/10-6/27					\$85,500	
• Conversant Interactive	Pre-roll w/weather feed + 300 x250 Companion Banner	:15 Pre-Roll Video	2,000,000					1/11-3/28								\$34,200	
• OutsideOnline.com	Visit Florida Co-op Program Display & Email Package Targeting Adventure Traveler ROS banners 217,000 imp. +100% SOV email to 100,000 subs.		317,000					March								\$8,550	
• SportFishing/SaltwaterSportsman.com/Pictela	In-Unit Video Ad 300 x 600		115,000								June					\$3,933	
• SportFishing/SaltwaterSportsman.com/Video	Outstream 1280 x 720		75,000								June					\$2,992	
• SaltwaterSportsman.com/Facebook	Native Video Ad		65,500								June					\$3,734	
• SportFishing.com/Instagram	Native Video Ad		63,000								June					\$3,591	
Digital - E-Newsletters:																	
• SaltwaterSportsman.com	E-Newsletter	600 pixels wide	53,000				December									\$4,230	
Digital - Paid Search Engine Marketing:																	
• Google Search																\$20,520	
• Microsoft (Yahoo/Bing/AOL Search)																\$9,120	
															DIGITAL-TOTAL:	\$312,484	
PRINT:																	
• Bridal Guide - Florida Section	Full Page, 4C	Size	160,000													\$14,250	
• Florida Sportsman	Full Page, 4C	Circ.	86,000						March							\$3,120	
• Saltwater Sportsman Magazine	Full Page, 4C		80,000					February								\$9,189	
• Scuba Diving	Full Page, 4C		75,000						March							\$8,322	
															DIGITAL PRINT-TOTAL:	\$34,881	
DAC III/MARATHON FY 2021 BUDGET SUMMARY																	
															MEDIA SPENT TO DATE:	\$1,081,800	
															PRODUCTION:	\$15,000	
															RESOURCES REMAINING:	\$111,873	
															GRAND TOTAL BUDGET:	\$1,208,673	
<small>\$140,007 from event funds moved to advertising at the 5/13/2020 DAC III Mtg. / \$1,068,666 original budget + \$140,007 = \$1,208,673 revised total.</small>																	
<small>*Please note separate from the above budget there is also \$50,000 in Emergency (Promotional/Storm) Resources.</small>																	

Key West Big Pine Key & The Lower Keys

FY 2021 MEDIA PLAN

		Ordered Media=		To Be Ordered Media=																																																
Holidays/ Events	*Halloween (10/31)	* X-Mas (12/25)		* Mini-Lobster Season (7/28-7/29)																																																
	*Election Day (11/3)			* Lobster Season (8/6-3/31)																																																
	*Columbus Day (10/12)	*Art Basel (12/3-12/6)	* Pres Day (2/15)	*Easter (4/4)	* Memorial Day (5/31)	* Ind Day (7/4)																																														
	*Thanksgiving Day (11/26)	* MLK Day (1/18)			* Labor Day (9/6)																																															
Public Schools Vacation Calendars	Winter Break:		Spring Break:		Summer Break:																																															
	Miami-Dade County Public Schools:	11/25-29	12/19-1/3	3/27-4/4		6/10-8/22																																														
	Broward County Public Schools:	11/21-29	12/19-1/3	3/19-3/28		6/10-8/18																																														
	Palm Beach County Public Schools:	11/21-29	12/19-1/4	3/13-3/22	5/29-8/9																																															
	Martin County Public Schools:	11/21-29	12/19-1/4	3/13-3/21	5/29-8/10																																															
	Hillsborough County Public Schools:	11/21-29	12/19-1/4	3/13-3/22	5/29-8/8																																															
	Pinellas County Public Schools:	11/21-29	12/19-1/4	3/13-3/22	5/28-8/11																																															
	Orange County Public Schools:	11/21-29	12/19-1/4	3/13-3/21	5/26-8/8																																															
	Osceola County Public Schools:	11/21-29	12/19-1/4	3/13-3/21	5/27-8/8																																															
	Seminole County Public Schools:	11/21-29	12/19-1/4	3/13-3/22	5/26-8/8																																															
Duval County Public Schools:	11/25-29	12/18-1/4	3/6-3/14	5/28-8/8																																																
Weeks Begin on Mondays:	4th Quarter				1st Quarter				2nd Quarter				3rd Quarter				#	GROSS TOTAL																																		
	OCT '20	NOV '20	DEC '20		JAN '21	FEB '21	MAR '21		APR '21	MAY '21	JUN '21	JUL '21	AUG '21	SEP '21																																						
28-Sep	5-Oct	12-Oct	19-Oct	26-Oct	2-Nov	9-Nov	16-Nov	23-Nov	30-Nov	7-Dec	14-Dec	21-Dec	28-Dec	4-Jan	11-Jan	18-Jan	25-Jan	1-Feb	8-Feb	15-Feb	22-Feb	1-Mar	8-Mar	15-Mar	22-Mar	29-Mar	5-Apr	12-Apr	19-Apr	26-Apr	3-May	10-May	17-May	24-May	31-May	7-Jun	14-Jun	21-Jun	28-Jun	5-Jul	12-Jul	19-Jul	26-Jul	2-Aug	9-Aug	16-Aug	23-Aug	30-Aug	6-Sep	13-Sep	20-Sep	27-Sep

DAC III MARATHON FY 2021 PLAN DISTRIBUTION BY MEDIA





Monthly District & Tier Overview Report

For the month of: March 2020

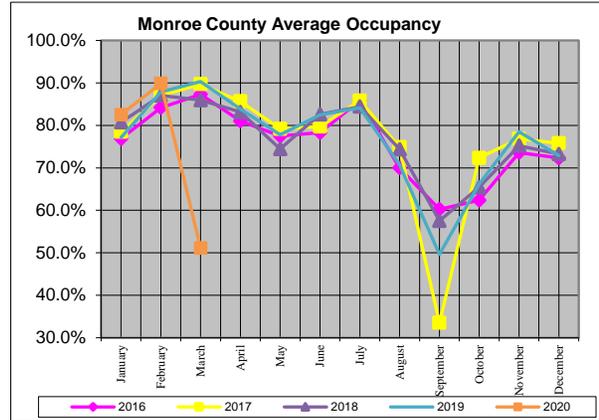
	Current Month - March 2020 vs March 2019									Year to Date - March 2020 vs March 2019								
	Occ %		ADR		RevPAR		Percent Change from March 2019			Occ %		ADR		RevPAR		Percent Change from YTD 2019		
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR
Florida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

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

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

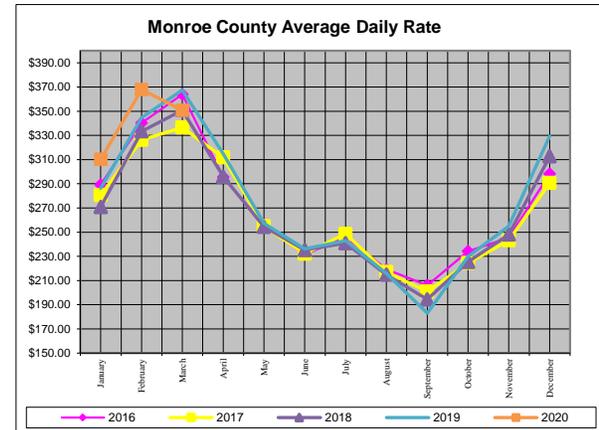
OCCUPANCY RATE

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



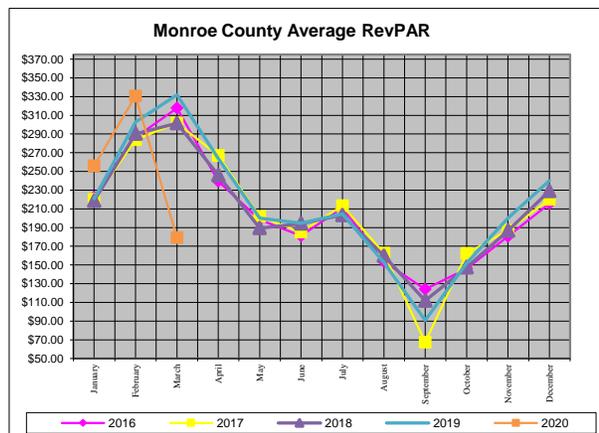
AVERAGE DAILY RATE

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



RevPAR

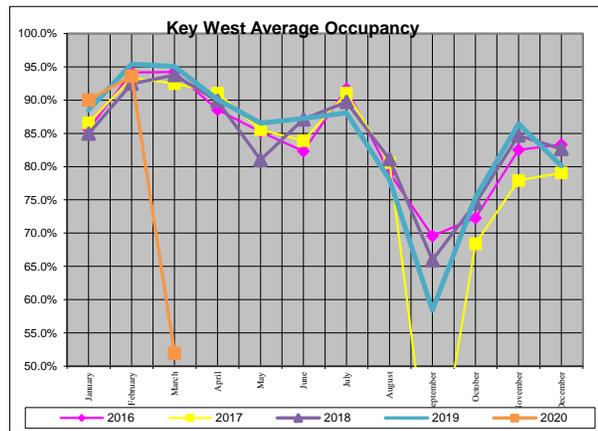
	2016	2017	2018	2019	2020	% Chg
January	\$222.29	\$220.03	\$218.63	\$220.77	\$256.00	16.0%
February	\$286.50	\$283.91	\$290.16	\$302.80	\$330.62	9.2%
March	\$317.67	\$301.77	\$301.51	\$331.86	\$179.22	-46.0%
April	\$239.57	\$266.96	\$245.98	\$263.95		
May	\$198.30	\$201.72	\$189.36	\$200.15		
June	\$181.12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



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

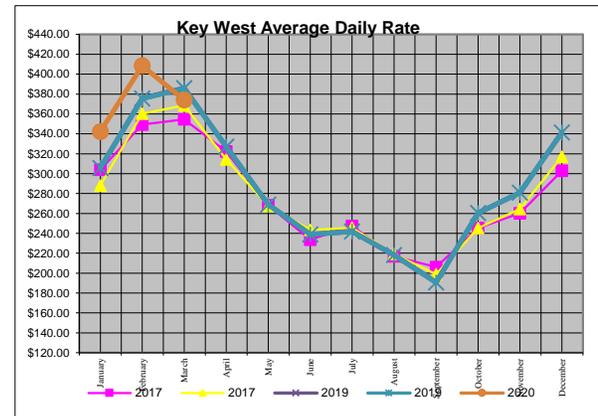
OCCUPANCY RATE

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



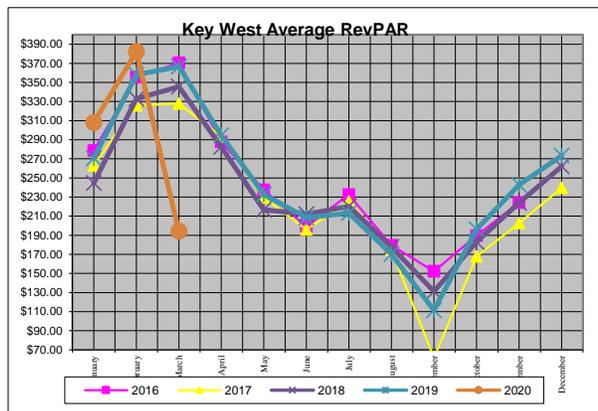
AVERAGE DAILY RATE

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



RevPAR

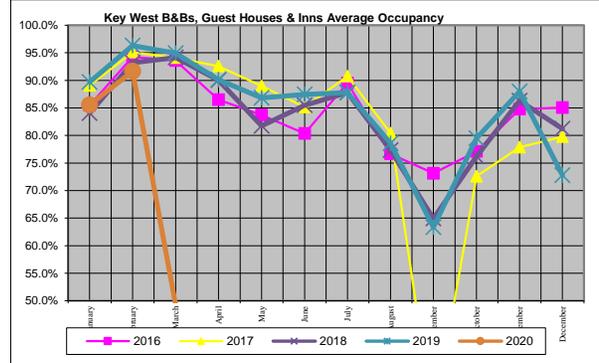
	2016	2017	2018	2019	2020	% Chg
January	\$278.65	\$263.06	\$244.72	\$270.78	\$307.99	13.7%
February	\$355.57	\$326.08	\$332.94	\$358.09	\$382.40	6.8%
March	\$370.39	\$327.89	\$345.53	\$366.63	\$194.30	-47.0%
April	\$287.84	\$293.52	\$282.59	\$294.80		
May	\$237.58	\$229.47	\$216.71	\$232.76		
June	\$199.32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



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

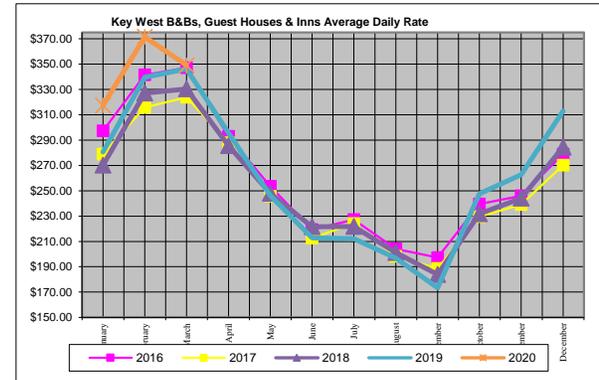
OCCUPANCY RATE

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



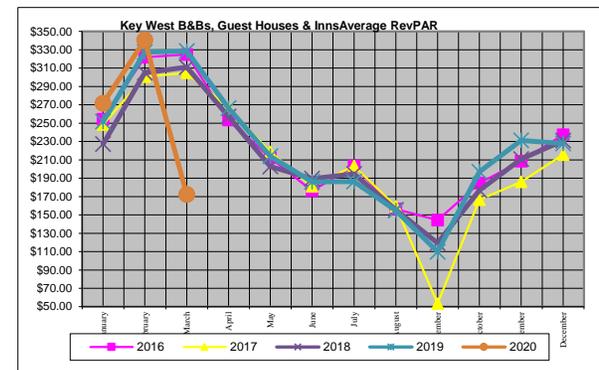
AVERAGE DAILY RATE

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



RevPAR

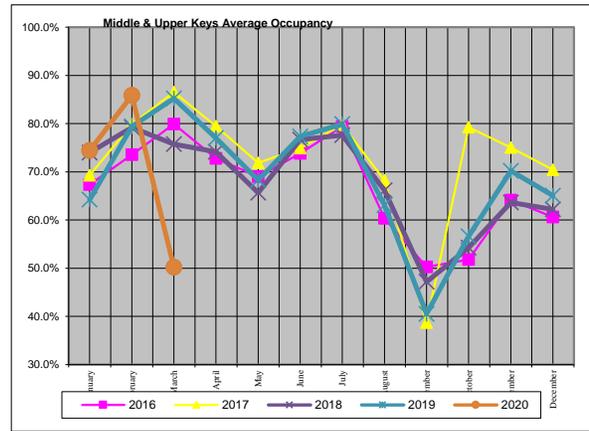
	2016	2017	2018	2019	2020	% Chg
January	\$254.06	\$248.39	\$227.04	\$251.70	\$271.47	7.9%
February	\$321.92	\$300.41	\$304.91	\$327.17	\$340.45	4.1%
March	\$324.84	\$304.72	\$310.99	\$328.54	\$172.11	-47.6%
April	\$253.32	\$266.51	\$257.08	\$266.34		
May	\$212.12	\$218.44	\$202.64	\$213.82		
June	\$176.20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



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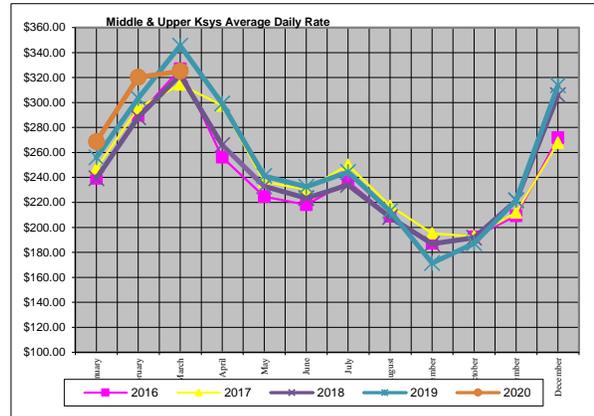
OCCUPANCY RATE

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



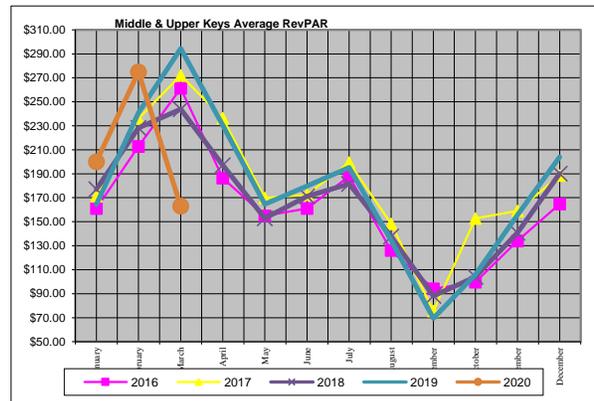
AVERAGE DAILY RATE

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



RevPAR

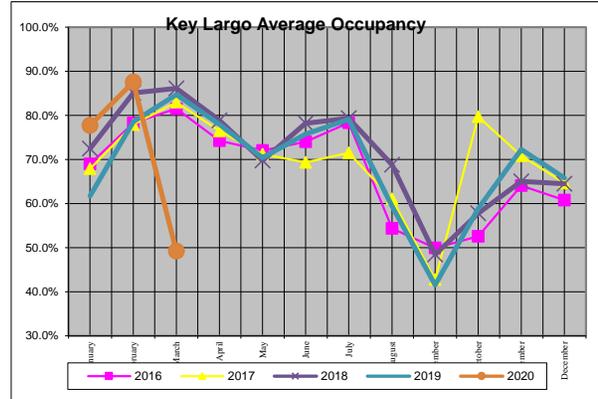
	2016	2017	2018	2019	2020	% Chg
January	\$161.12	\$171.35	\$177.05	\$164.39	\$200.04	21.7%
February	\$212.90	\$236.01	\$228.18	\$240.77	\$274.90	14.2%
March	\$261.25	\$272.09	\$243.85	\$294.44	\$163.12	-44.6%
April	\$186.38	\$236.47	\$197.19	\$230.39		
May	\$154.99	\$169.87	\$152.90	\$164.70		
June	\$161.05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



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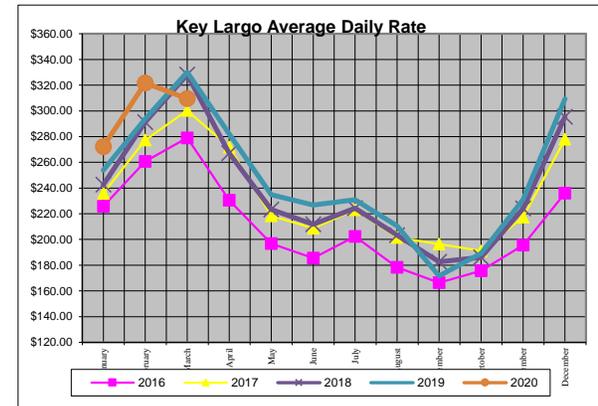
OCCUPANCY RATE

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



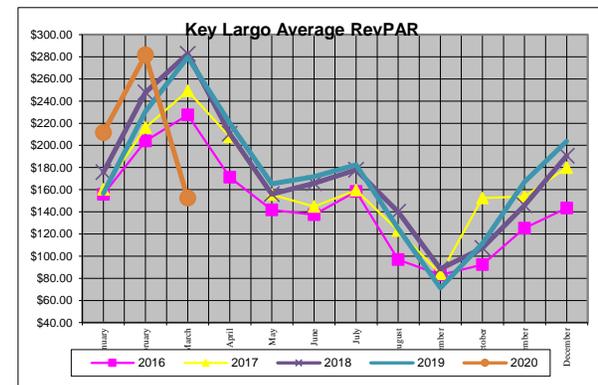
AVERAGE DAILY RATE

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



RevPAR

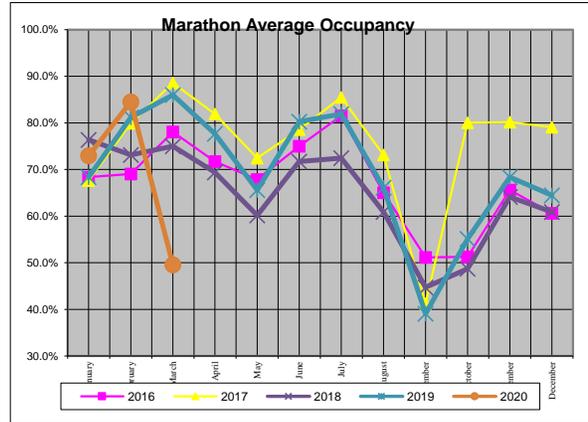
	2016	2017	2018	2019	2020	% Chg
January	\$155.82	\$160.20	\$175.80	\$156.71	\$211.55	35.0%
February	\$204.03	\$216.00	\$247.85	\$230.69	\$281.67	22.1%
March	\$227.49	\$249.19	\$282.64	\$279.65	\$152.37	-45.5%
April	\$171.14	\$207.85	\$210.64	\$220.03		
May	\$141.67	\$155.47	\$155.90	\$165.38		
June	\$137.38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



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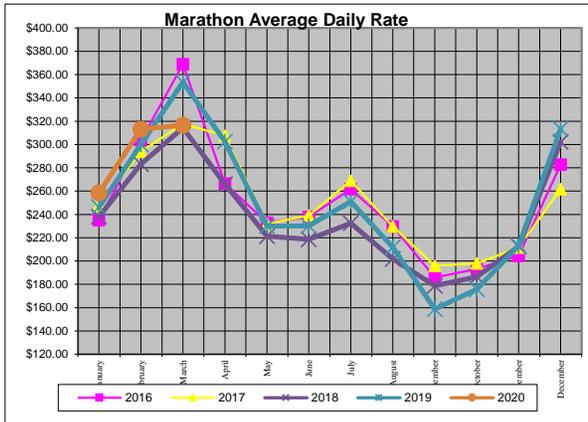
OCCUPANCY RATE

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



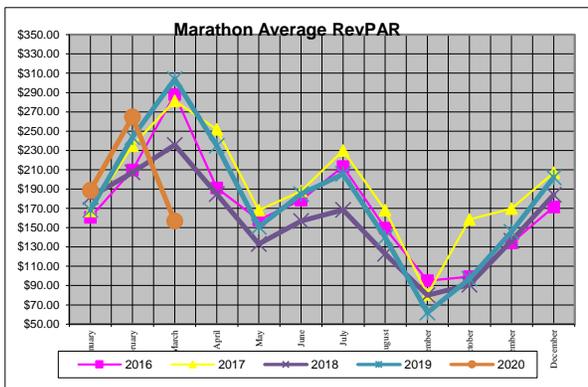
AVERAGE DAILY RATE

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



RevPAR

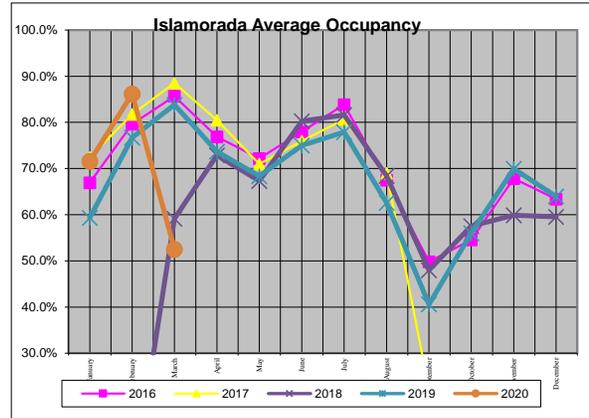
	2016	2017	2018	2019	2020	% Chg
January	\$160.85	\$167.40	\$181.87	\$168.38	\$188.60	12.0%
February	\$209.61	\$234.92	\$207.21	\$243.52	\$264.62	8.7%
March	\$287.86	\$281.49	\$235.69	\$303.93	\$156.85	-48.4%
April	\$191.02	\$251.84	\$184.66	\$234.79		
May	\$158.10	\$167.98	\$133.18	\$150.86		
June	\$178.47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



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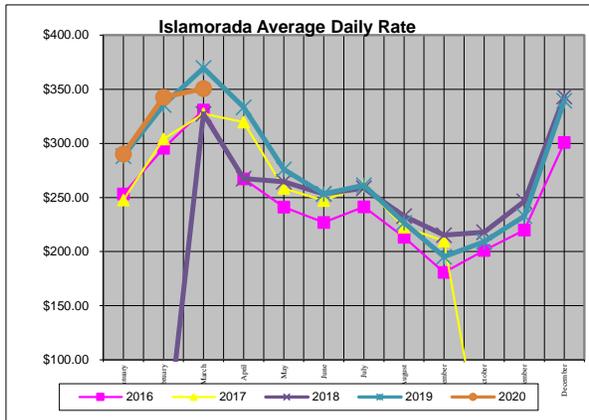
OCCUPANCY RATE

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



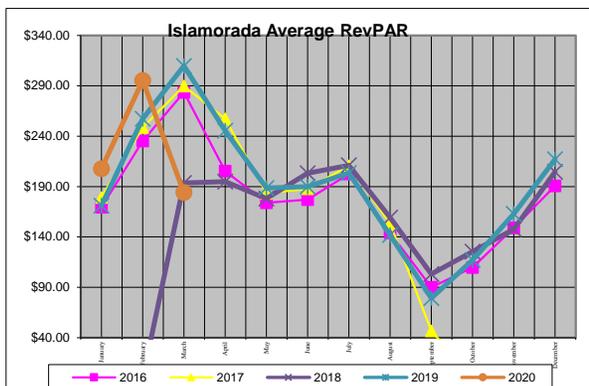
AVERAGE DAILY RATE

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



RevPAR

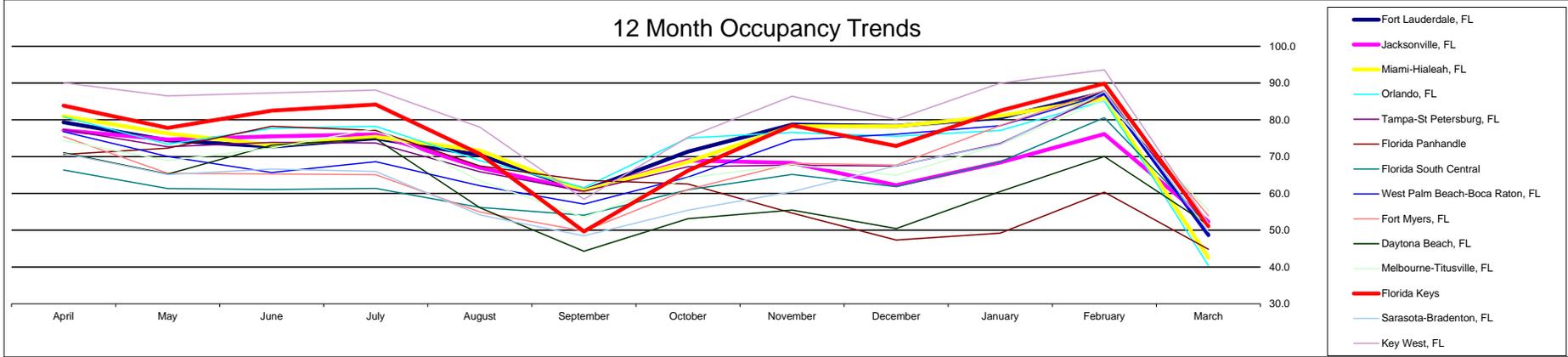
	2016	2017	2018	2019	2020	% Chg
January	\$169.55	\$179.25	*	\$171.04	\$207.70	21.4%
February	\$235.29	\$248.55	*	\$257.41	\$295.23	14.7%
March	\$283.57	\$289.76	\$193.57	\$309.82	\$184.03	-40.6%
April	\$205.40	\$257.18	\$194.81	\$245.54		
May	\$173.99	\$183.44	\$178.02	\$188.69		
June	\$177.01	\$187.76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



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

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.

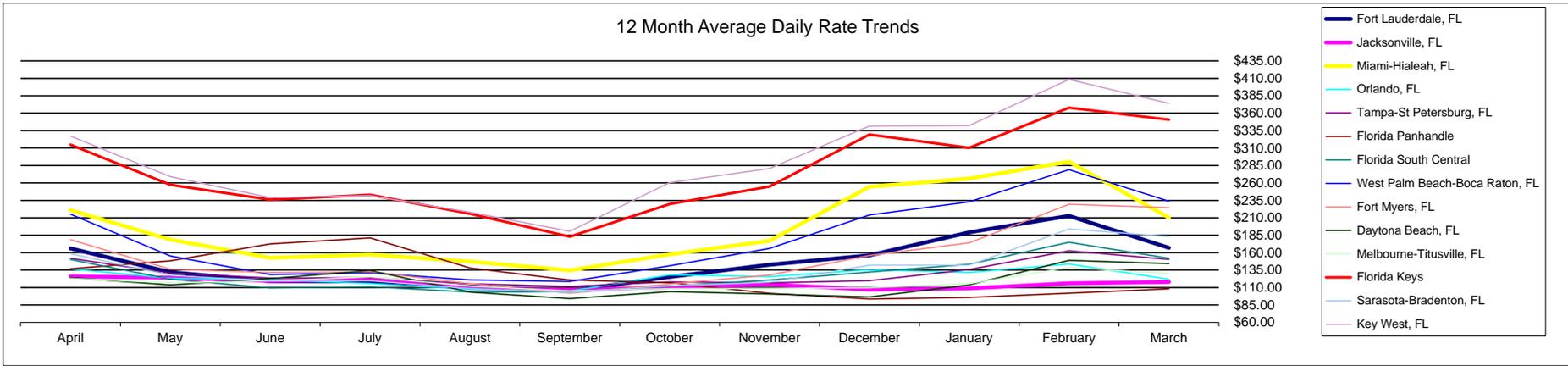
Florida Markets Comparison



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

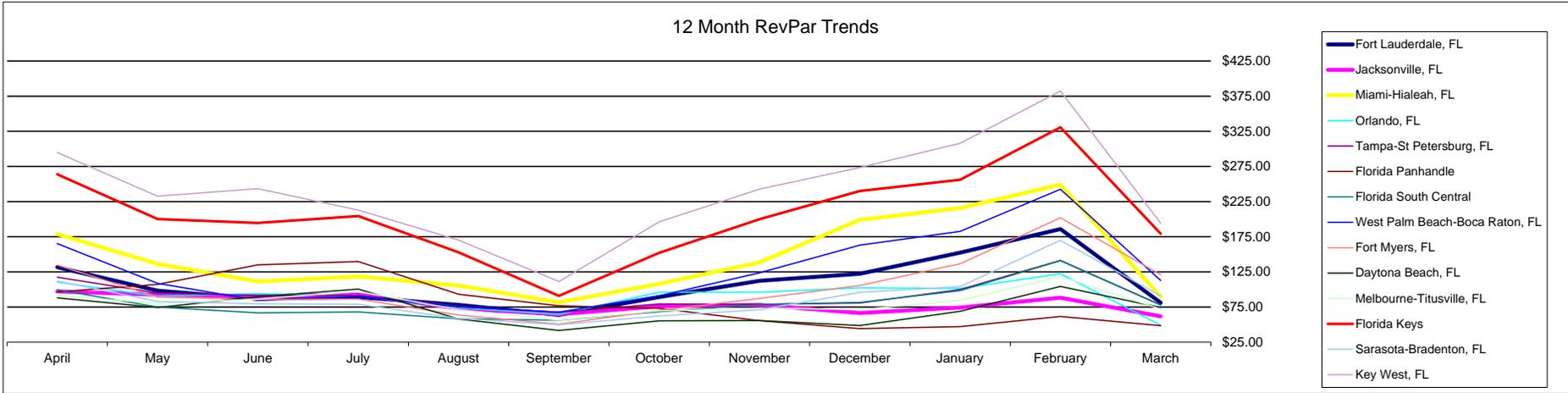
	March	February	January	December	November	October	September	August	July	June	May	April
Fort Lauderdale, FL	\$ 166.89	\$ 212.82	\$ 189.08	\$ 156.12	\$ 142.69	\$ 125.08	\$ 104.89	\$ 110.72	\$ 119.07	\$ 119.21	\$ 131.93	\$ 166.02
Jacksonville, FL	\$ 118.07	\$ 115.96	\$ 108.70	\$ 106.96	\$ 114.38	\$ 110.46	\$ 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	\$ 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	\$ 252.12	\$ 257.37	\$ 232.81	\$ 185.24	\$ 182.32	\$ 184.08	\$ 188.56	\$ 195.22	\$ 204.13	\$ 214.61	\$ 229.53	\$ 246.03
Fort Myers, FL	\$ 208.15	\$ 201.91	\$ 174.03	\$ 157.24	\$ 157.42	\$ 160.35	\$ 164.82	\$ 170.14	\$ 175.85	\$ 182.12	\$ 190.53	\$ 201.46
Daytona Beach, FL	\$ 135.44	\$ 131.74	\$ 113.74	\$ 119.03	\$ 120.72	\$ 122.43	\$ 124.12	\$ 126.53	\$ 129.25	\$ 128.28	\$ 129.46	\$ 133.34
Melbourne-Titusville, FL	\$ 128.09	\$ 127.43	\$ 115.45	\$ 118.06	\$ 118.96	\$ 119.95	\$ 121.16	\$ 122.63	\$ 123.96	\$ 123.74	\$ 124.60	\$ 126.57
Florida Keys	\$ 341.74	\$ 338.85	\$ 310.28	\$ 277.32	\$ 272.55	\$ 274.27	\$ 278.50	\$ 285.42	\$ 293.93	\$ 302.65	\$ 316.01	\$ 329.89
Sarasota-Bradenton, FL	\$ 172.63	\$ 169.01	\$ 142.01	\$ 139.28	\$ 138.83	\$ 140.75	\$ 143.49	\$ 147.00	\$ 151.24	\$ 156.22	\$ 162.98	\$ 171.23
Key West, FL	\$ 374.31	\$ 374.31	\$ 342.23	\$ 291.52	\$ 286.69	\$ 287.25	\$ 289.88	\$ 297.75	\$ 307.54	\$ 318.49	\$ 333.49	\$ 349.09

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

Florida Markets Comparison



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

Year to date RevPAR	March	February	January	December	November	October	September	August	July	June	May	April
Fort Lauderdale, FL	\$138.06	\$168.34	\$152.33	\$111.56	\$110.54	\$110.37	\$112.90	\$118.92	\$124.87	\$130.87	\$139.55	\$150.11
Jacksonville, FL	\$74.33	\$80.82	\$74.38	\$83.41	\$84.99	\$85.67	\$86.76	\$89.49	\$91.89	\$91.73	\$92.02	\$91.91
Miami-Hialeah, FL	\$181.45	\$229.99	\$215.89	\$149.19	\$144.51	\$145.09	\$149.29	\$158.32	\$166.16	\$174.27	\$186.86	\$199.95
Orlando, FL	\$89.93	\$111.43	\$101.44	\$96.60	\$96.07	\$96.07	\$96.06	\$100.03	\$103.91	\$106.24	\$108.67	\$113.45
Tampa-St Petersburg, FL	\$105.13	\$119.44	\$99.79	\$95.65	\$97.10	\$98.94	\$101.20	\$105.43	\$109.92	\$113.14	\$117.49	\$123.36
Florida Panhandle	\$52.03	\$54.00	\$47.18	\$87.37	\$91.47	\$95.10	\$97.77	\$100.44	\$101.53	\$94.90	\$86.71	\$81.45
Florida South Central	\$104.44	\$118.54	\$98.28	\$84.48	\$84.94	\$85.64	\$87.59	\$91.50	\$96.40	\$101.27	\$108.18	\$116.69
West Palm Beach-Boca Raton, FL	\$179.07	\$213.68	\$182.56	\$133.36	\$130.56	\$131.26	\$135.97	\$144.39	\$154.53	\$164.25	\$181.34	\$200.13
Fort Myers, FL	\$151.99	\$167.66	\$136.50	\$107.75	\$107.96	\$110.04	\$114.51	\$122.35	\$130.74	\$138.26	\$148.66	\$163.74
Daytona Beach, FL	\$81.74	\$88.68	\$68.86	\$74.21	\$76.59	\$78.65	\$81.35	\$86.27	\$90.41	\$88.65	\$88.44	\$92.15
Melbourne-Titusville, FL	\$90.82	\$100.71	\$84.60	\$81.81	\$82.88	\$83.79	\$85.41	\$89.01	\$91.64	\$90.68	\$91.55	\$94.50
Florida Keys	\$252.00	\$290.91	\$256.00	\$212.53	\$209.85	\$210.81	\$217.44	\$232.93	\$244.72	\$251.68	\$263.25	\$279.75
Sarasota-Bradenton, FL	\$120.16	\$135.43	\$104.18	\$91.08	\$90.52	\$92.47	\$96.34	\$102.09	\$108.42	\$113.53	\$120.40	\$130.53
Key West, FL	\$291.43	\$343.30	\$307.99	\$245.40	\$242.31	\$242.26	\$247.38	\$263.75	\$277.07	\$288.04	\$303.71	\$322.01



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.

Monroe County
Apr 19-May 18, 2020

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

Chamber	1-800 FLA-KEYS	District 800	Completed Calls Count
Key West	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

MARATHON
May 2020

**CALLS RECORDED & OTHER
 INQUIRIES**

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%
	132	72	18	311	124	657		5,960	
	20.1%	11.0%	2.7%	47.3%	18.9%				

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

MARATHON May 2020

ACCOMMODATIONS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Vacation Rental	2	26	0	5	33	47.8%	321	26.8%
None	1	14	0	4	19	27.5%	438	36.5%
Hotel/Motel	1	9	0	5	15	21.7%	333	27.8%
Campground/RV	0	1	0	1	2	2.9%	62	5.2%
B&B/Guest House	0	0	0	0	0	0.0%	46	3.8%
	4	50	0	15	69		1,200	
	5.8%	72.5%	0.0%	21.7%				

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**MARATHON
May 2020**

SOURCE NAME	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
TV Ad	0	3	0	6	9	13.4%	148	16.8%
TV Show/Story	0	0	0	0	0	0.0%	0	0.0%
Magazine Ad	0	0	0	0	0	0.0%	3	0.3%
Magazine Article	0	0	0	0	0	0.0%	0	0.0%
Newspaper Ad	0	0	0	0	0	0.0%	0	0.0%
Newspaper Article	0	0	0	0	0	0.0%	0	0.0%
Radio Ad	0	0	0	0	0	0.0%	2	0.2%
Internet	0	0	0	0	0	0.0%	57	6.5%
TDC Website	0	0	0	0	0	0.0%	20	2.3%
Tourist Directory or Guide	0	0	0	0	0	0.0%	167	19.0%
Keys Business	0	0	0	0	0	0.0%	2	0.2%
Keys Chamber of Commerce	0	0	0	0	0	0.0%	184	20.9%
Travel Agent	0	0	0	0	0	0.0%	2	0.2%
Directory Assistance	0	0	0	0	0	0.0%	0	0.0%
Billboard	0	0	0	0	0	0.0%	2	0.2%
Friends/Return Visitor	0	0	0	0	0	0.0%	122	13.8%
Do Not Know	0	0	0	0	0	0.0%	1	0.1%
Other	0	0	0	0	0	0.0%	1	0.1%
	0	3	0	6	67		881	
	0.0%	4.5%	0.0%	9.0%				

MONTH

LENGTH OF STAY:

Minimum: 1
Maximum: 180
Average: 11

NUMBER OF ADULTS:

Minimum: 1
Maximum: 24
Average: 3

NUMBER OF CHILDREN:

Minimum: 0
Maximum: 12
Average: 3

FISCAL YEAR-TO-DATE

LENGTH OF STAY:

Minimum: 0
Maximum: 365
Average: 8

NUMBER OF ADULTS:

Minimum: 1
Maximum: 24
Average: 1

NUMBER OF CHILDREN:

Minimum: 0
Maximum: 12
Average: 0

STATE**MARATHON
May 2020**

STATE	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
IN	0	1	0	1	2	20.0%	17	2.9%
NC	0	0	0	2	2	20.0%	21	3.6%
IL	0	0	0	1	1	10.0%	36	6.2%
RI	0	1	0	0	1	10.0%	3	0.5%
SC	0	1	0	0	1	10.0%	19	3.2%
TN	0	1	0	0	1	10.0%	17	2.9%
TX	0	0	0	1	1	10.0%	10	1.7%
VA	0	0	0	1	1	10.0%	16	2.7%
	0	4	0	6	10		585	
	0.0%	40.0%	0.0%	60.0%				

How do you plan to travel to the Keys?

**MARATHON
May 2020**

TRANSPORTATION	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Fly/Drive	3	46	0	14	63	94.0%	404	45.9%
Automobile	1	1	0	0	2	3.0%	33	3.7%
Commercial Airline	0	0	0	0	0	0.0%	0	0.0%
Private Plane	0	0	0	0	0	0.0%	1	0.1%
Tour Bus	0	0	0	0	0	0.0%	0	0.0%
RV	0	0	0	0	0	0.0%	0	0.0%
Motorcycle	0	0	0	0	0	0.0%	1	0.1%
Cruise Ship	0	0	0	0	0	0.0%	0	0.0%
Ferry	0	0	0	0	0	0.0%	0	0.0%
Private Boat	0	0	0	0	0	0.0%	1	0.1%
Bus/Shuttle	0	0	0	0	0	0.0%	0	0.0%
Train	0	0	0	0	0	0.0%	7	0.8%
Undecided	0	0	0	0	0	0.0%	219	24.9%
	4	47	0	14	67		881	
	6.0%	70.1%	0.0%	20.9%				

What month do you plan to travel?

MARATHON May 2020

MONTH TRAVELING	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
June	2	34	0	7	43	64.2%	60	6.8%
May	2	5	0	0	7	10.4%	25	2.8%
Unknown	0	1	0	5	6	9.0%	538	61.1%
July	0	3	0	0	3	4.5%	7	0.8%
October	0	3	0	0	3	4.5%	12	1.4%
August	0	2	0	0	2	3.0%	4	0.5%
January	0	0	0	1	1	1.5%	10	1.1%
February	0	0	0	1	1	1.5%	37	4.2%
December	0	0	0	1	1	1.5%	6	0.7%
March	0	0	0	0	0	0.0%	163	18.5%
April	0	0	0	0	0	0.0%	10	1.1%
September	0	0	0	0	0	0.0%	0	0.0%
November	0	0	0	0	0	0.0%	9	1.0%
	4	48	0	15	67		881	
	6.0%	71.6%	0.0%	22.4%				

TYPE OF CALLER

**MARATHON
May 2020**

TYPE OF CALLER	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Consumer	4	48	0	8	60	89.6%	354	40.2%
Email	0	0	0	7	7	10.4%	520	59.0%
Travel Agent	0	0	0	0	0	0.0%	1	0.1%
Voice Mail	0	0	0	0	0	0.0%	3	0.3%
Postal Inquiry	0	0	0	0	0	0.0%	1	0.1%
Unknown	0	0	0	0	0	0.0%	1	0.1%
Other	0	0	0	0	0	0.0%	0	0.0%
	4	48	0	15	67		881	
	6.0%	71.6%	0.0%	22.4%				

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.

INTERESTS

**MARATHON
May 2020**

INTERESTS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
None	4	36	0	5	45	44.1%	68	1.8%
Attractions	0	8	0	6	14	13.7%	573	15.1%
Fishing Deep Sea	0	4	0	2	6	5.9%	174	4.6%
Dining/Entertainment	0	2	0	4	6	5.9%	386	10.2%
Snorkeling	0	4	0	1	5	4.9%	242	6.4%
Diving	0	3	0	1	4	3.9%	236	6.2%
Guided Nature Tour	0	0	0	3	3	2.9%	318	8.4%
Fishing Backcountry	0	0	0	2	2	2.0%	155	4.1%
Boat Rentals	0	2	0	0	2	2.0%	151	4.0%
Water Sports	0	0	0	1	1	1.0%	187	4.9%
Kids/Family Vacations	0	0	0	1	1	1.0%	8	0.2%
Relocation/Real Estate	0	0	0	1	1	1.0%	12	0.3%
Fishing Tournament	0	0	0	0	0	0.0%	2	0.1%
Marinas	0	0	0	0	0	0.0%	131	3.4%
Sailing	0	0	0	0	0	0.0%	93	2.4%
Wedding	0	0	0	0	0	0.0%	20	0.5%
Honeymoon	0	0	0	0	0	0.0%	16	0.4%
Coupon Book	0	0	0	0	0	0.0%	6	0.2%
Cultural Events/Theatre/Music	0	0	0	0	0	0.0%	382	10.1%
Weather	0	0	0	0	0	0.0%	1	0.0%
	4	59	0	27	102		3,798	
	3.9%	57.8%	0.0%	26.5%				

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

The Florida Keys & Key West

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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

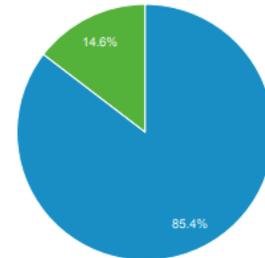
Pageviews
582,328

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

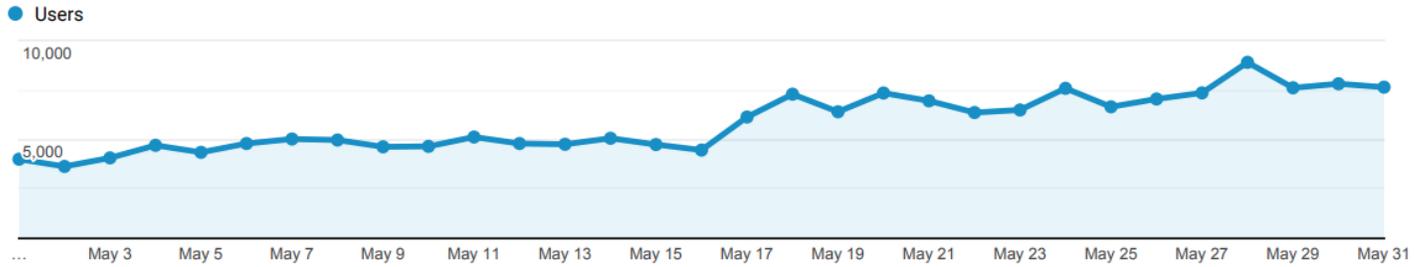
All Traffic

All Users
100.00% Users

May 1, 2020 - May 31, 2020

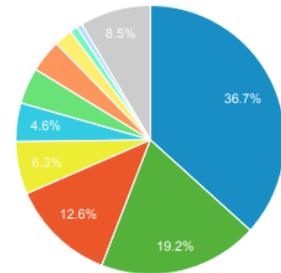
Explorer

Summary



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

Contribution to total:
Users



Most Visited Sections of Website

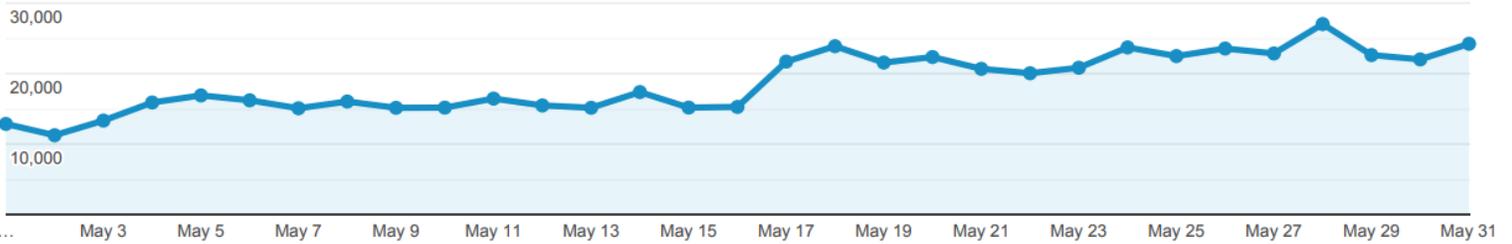
Content Drilldown

All Users
100.00% Pageviews

May 1, 2020 - May 31, 2020

Explorer

Pageviews



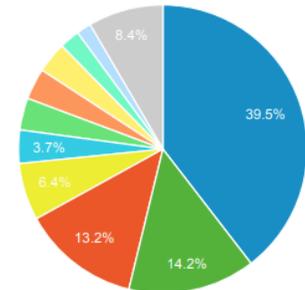
Page path level 1

Pageviews

Pageviews

Contribution to total: Pageviews

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



The Florida Keys & Key West

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Device Usage

Overview

All Users
100.00% Users

May 1, 2020 - May 31, 2020

Explorer

Summary

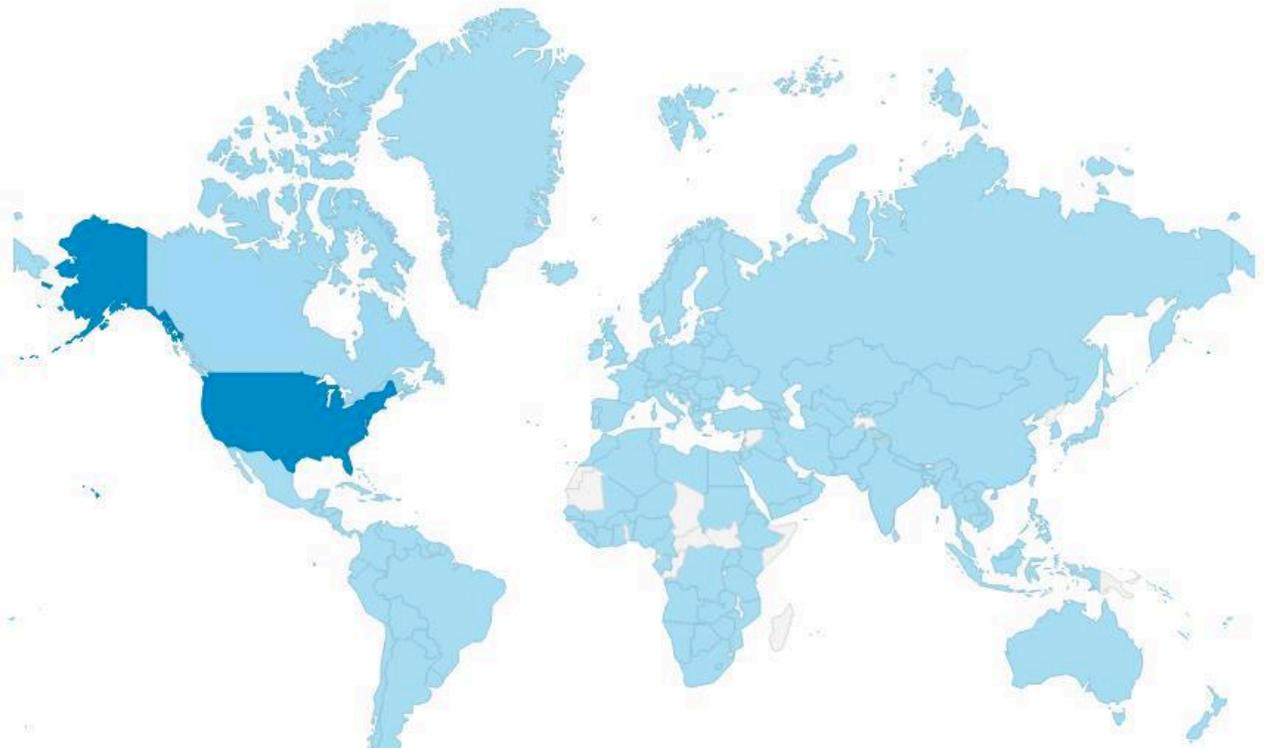


Device Category	Users	Users	Contribution to total:
	152,110 % of Total: 100.00% (152,110)	152,110 % of Total: 100.00% (152,110)	
1. ■ mobile	87,670	57.56%	
2. ■ desktop	56,789	37.29%	
3. ■ tablet	7,840	5.15%	

Section 2: Geographic Data on Website Visitors



Google Analytics



04_DAC3_MAR_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
	10,052 % of Total: 100.00% (10,052)	11,356 % of Total: 100.00% (11,356)	2.00 Avg for View: 2.00 (0.00%)	00:01:25 Avg for View: 00:01:25 (0.00%)	79.98% Avg for View: 79.90% (0.10%)	57.68% Avg for View: 57.68% (0.00%)
1. United States	9,726 (96.72%)	11,002 (96.88%)	2.00	00:01:25	80.07%	57.49%
2. United Kingdom	97 (0.96%)	106 (0.93%)	1.77	00:01:29	75.47%	63.21%
3. Canada	57 (0.57%)	60 (0.53%)	1.85	00:00:49	78.33%	58.33%
4. Germany	36 (0.36%)	41 (0.36%)	1.95	00:01:46	63.41%	56.10%
5. Italy	12 (0.12%)	13 (0.11%)	2.08	00:00:59	61.54%	53.85%
6. (not set)	11 (0.11%)	12 (0.11%)	1.92	00:00:34	75.00%	83.33%
7. Switzerland	6 (0.06%)	6 (0.05%)	1.50	00:00:18	100.00%	66.67%
8. Belgium	5 (0.05%)	5 (0.04%)	1.40	00:00:27	100.00%	60.00%
9. India	5 (0.05%)	5 (0.04%)	1.20	00:00:05	100.00%	80.00%
10. Netherlands	5 (0.05%)	5 (0.04%)	2.40	00:00:58	100.00%	40.00%
11. United Arab Emirates	4 (0.04%)	4 (0.04%)	1.25	00:10:37	75.00%	75.00%
12. Bahamas	4 (0.04%)	4 (0.04%)	2.00	00:02:07	75.00%	50.00%
13. Spain	4 (0.04%)	4 (0.04%)	1.75	00:01:39	100.00%	50.00%
14. Greece	4 (0.04%)	4 (0.04%)	2.00	00:00:12	100.00%	75.00%
15. Ireland	4 (0.04%)	4 (0.04%)	1.00	00:00:00	100.00%	100.00%
16. Israel	4 (0.04%)	6 (0.05%)	1.33	00:00:41	66.67%	83.33%
17. Puerto Rico	4 (0.04%)	4 (0.04%)	1.75	00:03:36	100.00%	50.00%
18. U.S. Virgin Islands	4 (0.04%)	4 (0.04%)	1.25	00:00:15	100.00%	75.00%
19. Argentina	3 (0.03%)	3 (0.03%)	2.67	00:00:58	100.00%	66.67%
20. Austria	3 (0.03%)	4 (0.04%)	1.75	00:00:46	25.00%	50.00%
21. Australia	3 (0.03%)	3 (0.03%)	1.33	<00:00:01	100.00%	66.67%
22. Brazil	3 (0.03%)	3 (0.03%)	1.00	00:00:00	66.67%	100.00%
23. Czechia	3 (0.03%)	3 (0.03%)	1.33	00:00:23	66.67%	66.67%
24. France	3 (0.03%)	3 (0.03%)	1.67	00:02:05	100.00%	33.33%

25.	Poland	3 (0.03%)	4 (0.04%)	3.00	00:07:21	50.00%	25.00%
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Rows 1 - 25 of 58

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04_DAC3_MAR_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
	9,726 % of Total: 96.76% (10,052)	11,002 % of Total: 96.88% (11,356)	2.00 Avg for View: 2.00 (0.38%)	00:01:25 Avg for View: 00:01:25 (0.40%)	80.07% Avg for View: 79.90% (0.21%)	57.49% Avg for View: 57.68% (-0.33%)
1. Florida	4,225 (43.08%)	4,728 (42.97%)	1.98	00:01:20	81.94%	57.47%
2. Georgia	579 (5.90%)	642 (5.84%)	1.87	00:01:13	81.15%	59.81%
3. Texas	487 (4.97%)	531 (4.83%)	1.89	00:01:19	84.37%	59.51%
4. North Carolina	451 (4.60%)	500 (4.54%)	1.90	00:01:15	79.80%	58.80%
5. Tennessee	415 (4.23%)	456 (4.14%)	1.99	00:01:01	81.80%	62.06%
6. Ohio	279 (2.84%)	312 (2.84%)	2.43	00:02:17	75.32%	47.76%
7. Pennsylvania	278 (2.83%)	310 (2.82%)	2.25	00:02:30	78.39%	50.65%
8. South Carolina	254 (2.59%)	287 (2.61%)	2.15	00:01:44	76.66%	55.05%
9. New York	237 (2.42%)	266 (2.42%)	1.85	00:01:07	76.32%	63.53%
10. Illinois	209 (2.13%)	234 (2.13%)	2.22	00:02:14	79.49%	55.13%
11. Michigan	209 (2.13%)	233 (2.12%)	2.22	00:01:28	77.68%	51.50%
12. Virginia	208 (2.12%)	225 (2.05%)	2.16	00:02:14	83.11%	50.22%
13. New Jersey	200 (2.04%)	271 (2.46%)	1.88	00:01:12	62.73%	57.20%
14. Alabama	145 (1.48%)	158 (1.44%)	1.91	00:01:13	84.81%	57.59%
15. Maryland	139 (1.42%)	165 (1.50%)	1.98	00:01:16	75.15%	53.33%
16. California	127 (1.29%)	138 (1.25%)	1.66	00:01:03	84.78%	68.12%
17. Indiana	125 (1.27%)	139 (1.26%)	2.22	00:01:31	80.58%	50.36%
18. Massachusetts	120 (1.22%)	138 (1.25%)	2.02	00:01:26	74.64%	50.72%
19. Wisconsin	102 (1.04%)	117 (1.06%)	2.55	00:02:17	77.78%	52.99%
20. Kentucky	99 (1.01%)	114 (1.04%)	2.29	00:01:58	76.32%	50.88%
21. Missouri	93 (0.95%)	103 (0.94%)	2.00	00:01:32	75.73%	55.34%
22. Colorado	89 (0.91%)	102 (0.93%)	2.11	00:01:13	79.41%	52.94%
23. Minnesota	63 (0.64%)	77 (0.70%)	1.94	00:01:07	70.13%	66.23%

24.	Connecticut	59 (0.60%)	73 (0.66%)	2.56	00:02:14	67.12%	64.38%
25.	Arizona	51 (0.52%)	55 (0.50%)	1.73	00:01:27	85.45%	58.18%
26.	Louisiana	48 (0.49%)	50 (0.45%)	1.82	00:00:58	88.00%	56.00%
27.	Oklahoma	47 (0.48%)	54 (0.49%)	1.59	00:00:30	77.78%	68.52%
28.	Washington	46 (0.47%)	57 (0.52%)	1.61	00:00:57	70.18%	71.93%
29.	Mississippi	41 (0.42%)	43 (0.39%)	2.16	00:01:18	86.05%	62.79%
30.	Iowa	35 (0.36%)	39 (0.35%)	2.18	00:01:18	74.36%	51.28%
31.	Arkansas	34 (0.35%)	37 (0.34%)	2.08	00:02:15	75.68%	54.05%
32.	Oregon	32 (0.33%)	36 (0.33%)	1.86	00:01:33	72.22%	58.33%
33.	West Virginia	31 (0.32%)	35 (0.32%)	2.49	00:00:50	77.14%	57.14%
34.	Kansas	30 (0.31%)	33 (0.30%)	1.94	00:02:06	81.82%	63.64%
35.	Utah	28 (0.29%)	33 (0.30%)	2.03	00:01:15	81.82%	60.61%
36.	Delaware	27 (0.28%)	37 (0.34%)	1.73	00:01:34	45.95%	72.97%
37.	Nevada	21 (0.21%)	21 (0.19%)	1.52	00:00:21	80.95%	80.95%
38.	New Hampshire	20 (0.20%)	22 (0.20%)	2.09	00:03:14	81.82%	68.18%
39.	(not set)	19 (0.19%)	19 (0.17%)	1.05	00:00:01	100.00%	94.74%
40.	Maine	19 (0.19%)	22 (0.20%)	1.77	00:00:42	77.27%	72.73%
41.	Nebraska	17 (0.17%)	18 (0.16%)	1.61	00:00:50	83.33%	72.22%
42.	Idaho	14 (0.14%)	14 (0.13%)	1.36	00:00:33	100.00%	78.57%
43.	Montana	13 (0.13%)	13 (0.12%)	1.85	00:00:25	100.00%	61.54%
44.	Rhode Island	9 (0.09%)	9 (0.08%)	2.11	00:00:29	77.78%	55.56%
45.	New Mexico	8 (0.08%)	8 (0.07%)	2.62	00:01:04	100.00%	62.50%
46.	South Dakota	7 (0.07%)	8 (0.07%)	2.25	00:01:18	50.00%	37.50%
47.	Vermont	6 (0.06%)	7 (0.06%)	1.14	00:00:27	71.43%	85.71%
48.	North Dakota	4 (0.04%)	4 (0.04%)	1.75	00:00:21	75.00%	75.00%
49.	Wyoming	4 (0.04%)	5 (0.05%)	1.60	00:00:12	80.00%	60.00%
50.	District of Columbia	3 (0.03%)	3 (0.03%)	1.33	00:04:15	100.00%	66.67%

Rows 1 - 50 of 51

04_DAC3_MAR_03_FLA

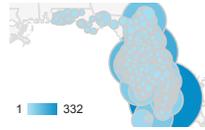
ALL » COUNTRY: United States » REGION: Florida

May 1, 2020 - May 31, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	4,225 % of Total: 42.03% (10,052)	4,728 % of Total: 41.63% (11,356)	1.98 Avg for View: 2.00 (-0.74%)	00:01:20 Avg for View: 00:01:25 (-5.56%)	81.94% Avg for View: 79.90% (2.55%)	57.47% Avg for View: 57.68% (-0.37%)
1. Hialeah	332 (7.71%)	359 (7.59%)	1.87	00:00:43	84.40%	60.45%
2. Orlando	216 (5.02%)	234 (4.95%)	1.81	00:01:25	79.49%	65.38%
3. Brandon	148 (3.44%)	165 (3.49%)	2.23	00:01:18	82.42%	48.48%
4. (not set)	118 (2.74%)	133 (2.81%)	2.16	00:02:14	80.45%	57.14%
5. Jacksonville	116 (2.69%)	123 (2.60%)	2.11	00:00:51	86.18%	53.66%
6. Marathon	95 (2.21%)	100 (2.12%)	1.59	00:00:50	87.00%	71.00%
7. Cape Coral	83 (1.93%)	96 (2.03%)	1.75	00:01:25	78.12%	59.38%
8. Tampa	69 (1.60%)	73 (1.54%)	2.07	00:01:34	83.56%	54.79%
9. Kissimmee	66 (1.53%)	74 (1.57%)	2.15	00:01:16	78.38%	48.65%
10. Miami	63 (1.46%)	71 (1.50%)	1.80	00:01:11	81.69%	59.15%
11. St. Petersburg	55 (1.28%)	57 (1.21%)	1.88	00:01:19	91.23%	59.65%
12. Bay Lake	54 (1.25%)	56 (1.18%)	2.25	00:01:50	83.93%	53.57%
13. Port St. Lucie	48 (1.11%)	54 (1.14%)	2.24	00:01:33	77.78%	55.56%
14. Palm Beach Gardens	42 (0.98%)	47 (0.99%)	1.91	00:01:08	78.72%	53.19%
15. Lakeland	41 (0.95%)	44 (0.93%)	1.64	00:00:27	88.64%	61.36%
16. North Naples	40 (0.93%)	43 (0.91%)	1.84	00:01:14	90.70%	53.49%
17. Bradenton	38 (0.88%)	41 (0.87%)	1.83	00:01:36	75.61%	60.98%
18. Four Corners	37 (0.86%)	40 (0.85%)	1.78	00:01:26	85.00%	70.00%
19. Melbourne	33 (0.77%)	40 (0.85%)	1.90	00:00:52	75.00%	60.00%
20. Pinellas Park	32 (0.74%)	36 (0.76%)	2.06	00:01:16	77.78%	50.00%
21. Sanford	32 (0.74%)	33 (0.70%)	1.58	00:01:26	87.88%	66.67%
22. Wellington	32 (0.74%)	38 (0.80%)	1.82	00:00:38	81.58%	57.89%
23. Port Orange	31 (0.72%)	33 (0.70%)	1.58	00:02:05	84.85%	66.67%

24.	Bellair-Meadowbrook Terrace	31 (0.72%)	36 (0.76%)	2.33	00:00:49	80.56%	50.00%
25.	Ocala	30 (0.70%)	32 (0.68%)	2.00	00:01:42	87.50%	50.00%
26.	Daytona Beach	28 (0.65%)	28 (0.59%)	1.89	00:01:56	85.71%	57.14%
27.	Key West	28 (0.65%)	32 (0.68%)	1.44	00:00:33	59.38%	71.88%
28.	Spring Hill	28 (0.65%)	31 (0.66%)	1.71	00:00:41	80.65%	64.52%
29.	Palm Bay	27 (0.63%)	31 (0.66%)	2.42	00:01:15	70.97%	45.16%
30.	Palm Coast	27 (0.63%)	32 (0.68%)	2.31	00:01:37	71.88%	40.62%
31.	West Palm Beach	26 (0.60%)	27 (0.57%)	1.63	00:00:53	70.37%	55.56%
32.	Clearwater	25 (0.58%)	27 (0.57%)	2.30	00:01:07	74.07%	51.85%
33.	Hollywood	25 (0.58%)	28 (0.59%)	1.93	00:01:00	85.71%	50.00%
34.	St. Cloud	25 (0.58%)	29 (0.61%)	1.69	00:01:27	82.76%	58.62%
35.	Winter Garden	25 (0.58%)	27 (0.57%)	2.67	00:01:18	92.59%	44.44%
36.	Lakeland Highlands	25 (0.58%)	27 (0.57%)	1.56	00:01:03	85.19%	66.67%
37.	Haines City	23 (0.53%)	23 (0.49%)	1.61	00:02:30	91.30%	65.22%
38.	Gainesville	22 (0.51%)	23 (0.49%)	1.57	00:00:34	86.96%	73.91%
39.	Pompano Beach	22 (0.51%)	25 (0.53%)	1.60	00:01:20	76.00%	68.00%
40.	Seminole	22 (0.51%)	24 (0.51%)	1.79	00:01:02	83.33%	62.50%
41.	Winter Park	22 (0.51%)	24 (0.51%)	1.83	00:00:53	79.17%	45.83%
42.	Davie	22 (0.51%)	22 (0.47%)	2.09	00:02:03	95.45%	59.09%
43.	Doral	22 (0.51%)	22 (0.47%)	1.36	00:00:08	100.00%	68.18%
44.	Greenacres	22 (0.51%)	25 (0.53%)	1.76	00:01:13	80.00%	68.00%
45.	The Villages	22 (0.51%)	29 (0.61%)	1.97	00:00:55	68.97%	55.17%
46.	Union Park	22 (0.51%)	24 (0.51%)	2.12	00:01:56	79.17%	50.00%
47.	Apopka	21 (0.49%)	21 (0.44%)	1.52	00:00:48	90.48%	71.43%
48.	Hunters Creek	21 (0.49%)	22 (0.47%)	2.05	00:00:50	95.45%	50.00%
49.	Poinciana	21 (0.49%)	21 (0.44%)	2.29	00:01:07	95.24%	57.14%
50.	Jacksonville Beach	20 (0.46%)	21 (0.44%)	1.52	00:00:41	90.48%	57.14%

Rows 1 - 50 of 368

04_DAC3_MAR_04_CAN

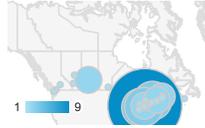
ALL » COUNTRY: Canada

May 1, 2020 - May 31, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	57 % of Total: 0.57% (10,052)	60 % of Total: 0.53% (11,356)	1.85 Avg for View: 2.00 (-7.37%)	00:00:49 Avg for View: 00:01:25 (-41.99%)	78.33% Avg for View: 79.90% (-1.96%)	58.33% Avg for View: 57.68% (1.13%)
1. Toronto	9 (15.79%)	9 (15.00%)	1.33	00:00:50	77.78%	66.67%
2. Hamilton	3 (5.26%)	4 (6.67%)	1.25	00:00:02	25.00%	75.00%
3. London	3 (5.26%)	4 (6.67%)	2.00	00:00:25	50.00%	25.00%
4. Ottawa	3 (5.26%)	3 (5.00%)	1.67	00:00:56	100.00%	33.33%
5. (not set)	2 (3.51%)	2 (3.33%)	1.00	00:00:00	100.00%	100.00%
6. Mississauga	2 (3.51%)	2 (3.33%)	2.50	00:02:08	100.00%	50.00%
7. Quebec City	2 (3.51%)	2 (3.33%)	7.00	00:05:58	50.00%	50.00%
8. Terrebonne	2 (3.51%)	2 (3.33%)	1.00	00:00:00	50.00%	100.00%
9. Saskatoon	2 (3.51%)	2 (3.33%)	2.50	00:01:02	100.00%	0.00%
10. Calgary	1 (1.75%)	1 (1.67%)	1.00	00:00:00	100.00%	100.00%
11. Edmonton	1 (1.75%)	1 (1.67%)	1.00	00:00:00	100.00%	100.00%
12. Abbotsford	1 (1.75%)	1 (1.67%)	1.00	00:00:00	100.00%	100.00%
13. Kamloops	1 (1.75%)	1 (1.67%)	1.00	00:00:00	100.00%	100.00%
14. Winnipeg	1 (1.75%)	1 (1.67%)	1.00	00:00:00	100.00%	100.00%
15. Sydney	1 (1.75%)	1 (1.67%)	2.00	00:00:31	100.00%	0.00%
16. Barrie	1 (1.75%)	1 (1.67%)	1.00	00:00:00	100.00%	100.00%
17. Belleville	1 (1.75%)	1 (1.67%)	2.00	00:01:06	100.00%	0.00%
18. Bracebridge	1 (1.75%)	1 (1.67%)	2.00	00:00:56	100.00%	0.00%
19. Brampton	1 (1.75%)	1 (1.67%)	1.00	00:00:00	0.00%	100.00%
20. Burlington	1 (1.75%)	1 (1.67%)	3.00	00:00:17	100.00%	0.00%
21. Guelph	1 (1.75%)	1 (1.67%)	3.00	00:00:09	100.00%	0.00%
22. Huntsville	1 (1.75%)	1 (1.67%)	1.00	00:00:00	100.00%	100.00%
23. Kemptville	1 (1.75%)	1 (1.67%)	1.00	00:00:00	100.00%	100.00%

24. Kincardine	1 (1.75%)	1 (1.67%)	2.00	00:00:25	100.00%	0.00%
25. Kitchener	1 (1.75%)	1 (1.67%)	1.00	00:00:00	100.00%	100.00%

Rows 1 - 25 of 38

04_DAC3_MAR_05_UK

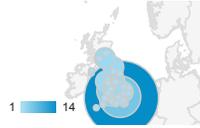
ALL » COUNTRY: United Kingdom

May 1, 2020 - May 31, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	97 % of Total: 0.96% (10,052)	106 % of Total: 0.93% (11,356)	1.77 Avg for View: 2.00 (-11.20%)	00:01:29 Avg for View: 00:01:25 (4.31%)	75.47% Avg for View: 79.90% (-5.54%)	63.21% Avg for View: 57.68% (9.59%)
1. (not set)	16 (16.33%)	18 (16.98%)	1.94	00:01:58	66.67%	50.00%
2. London	14 (14.29%)	15 (14.15%)	2.27	00:00:58	80.00%	53.33%
3. Watford	5 (5.10%)	5 (4.72%)	2.60	00:00:54	60.00%	60.00%
4. Redditch	3 (3.06%)	3 (2.83%)	1.67	00:00:39	100.00%	66.67%
5. Barnsley	2 (2.04%)	2 (1.89%)	1.00	00:00:00	100.00%	100.00%
6. Cambridge	2 (2.04%)	2 (1.89%)	2.00	00:15:54	50.00%	50.00%
7. Liverpool	2 (2.04%)	4 (3.77%)	1.00	00:00:00	50.00%	100.00%
8. Newcastle upon Tyne	2 (2.04%)	2 (1.89%)	3.00	00:05:07	50.00%	0.00%
9. Nottingham	2 (2.04%)	2 (1.89%)	2.00	00:00:55	50.00%	50.00%
10. Tamworth	2 (2.04%)	2 (1.89%)	1.50	00:00:24	100.00%	50.00%
11. Edinburgh	2 (2.04%)	2 (1.89%)	2.00	00:00:17	50.00%	50.00%
12. Bagshot	1 (1.02%)	1 (0.94%)	1.00	00:00:00	100.00%	100.00%
13. Birmingham	1 (1.02%)	1 (0.94%)	1.00	00:00:00	100.00%	100.00%
14. Bolton	1 (1.02%)	1 (0.94%)	1.00	00:00:00	100.00%	100.00%
15. Brentwood	1 (1.02%)	1 (0.94%)	2.00	00:00:13	0.00%	0.00%
16. Bristol	1 (1.02%)	1 (0.94%)	1.00	00:00:00	100.00%	100.00%
17. Chesterfield	1 (1.02%)	1 (0.94%)	1.00	00:00:00	100.00%	100.00%
18. Cirencester	1 (1.02%)	1 (0.94%)	1.00	00:00:00	100.00%	100.00%
19. Darlington	1 (1.02%)	1 (0.94%)	1.00	00:00:00	100.00%	100.00%
20. Devizes	1 (1.02%)	1 (0.94%)	3.00	00:00:28	100.00%	0.00%
21. Eastbourne	1 (1.02%)	1 (0.94%)	2.00	00:00:21	100.00%	0.00%
22. Ellesmere Port	1 (1.02%)	1 (0.94%)	2.00	00:00:44	100.00%	0.00%
23. Exeter	1 (1.02%)	1 (0.94%)	1.00	00:00:00	100.00%	100.00%

24. Farnborough	1 (1.02%)	1 (0.94%)	1.00	00:00:00	0.00%	100.00%
25. Hastings	1 (1.02%)	1 (0.94%)	1.00	00:00:00	100.00%	100.00%

Rows 1 - 25 of 57

DATE: June 12, 2020
TO: District III Advisory Committee
FROM: Ammie Machan, Administrative Assistant
RE: Review of Recent DAC Funded Events

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

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

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

No events to report			
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Below is a list of **current and upcoming events** so you can plan ahead to attend, and keep an eye on the impact on your community.

Heroes Salute Weekend Hawk's Cay Resort Sales, LLC.	9/4/2020 – 9/6/2020	Destination	\$30,000
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