

ADA ASSISTANCE: If you are a person with a disability who needs special accommodations in order to participate in this proceeding, please contact the County Administrator's Office, by phoning (305) 292-4441, between the hours of 8:30 a.m. - 5:00 p.m., no later than five (5) calendar days prior to the scheduled meeting; if you are hearing or voice impaired, call "711".

WORKSHOP AGENDA

**MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
DISTRICT I ADVISORY COMMITTEE**

WORKSHOP, WEDNESDAY, AUGUST 5, 2020, 3:00 p.m.

Join Zoom Meeting <https://us02web.zoom.us/j/85217718378>

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: 852 1771 8378

One tap mobile

+13017158592,,85217718378# US (Germantown)

+13126266799,,85217718378# US (Chicago)

Dial by your location

+1 301 715 8592 US (Germantown)

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

*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. REVIEW OF AGENDA

D. MINUTES:

1. June 10, 2020 TDC Meeting Minutes – FYI

E. BUDGET:

1. FY 2020 Budget - FYI

2. Four Penny Revenue Report - FYI

F. DISTRICT I PUBLIC RELATIONS:

1. Monthly Report from NewmanPR - FYI

G. ADVERTISING:

1. Advertising Recap - FYI

2. COVID-19 Update

H. MARKET RESEARCH:

1. Smith Travel Research Report – FYI

2. Smith Travel Research Daily Occupancy Report – FYI

3. Presentation: Destination Analytics/Traveler Sentiment

I. VIS REPORTS:

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

J. WEBSITE:

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

K. OLD BUSINESS:

L. NEW BUSINESS:

1. Review of Recent Events Funded by DAC
2. Update re: July 21, 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.

Monroe County Tourist Development Council Meeting

The June 10, 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 Tippet

TDC Members Absent Were: Mr. Timothy Root (3rd absence in Fiscal Year)

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. Eric Gitlin and Mr. Dorn Martel - Tinsley Advertising, Mr. Clinton Barras - Floridakeys.com, Mr. Andy Newman, Mr. Julie Botteri, Ms. Carol Shaughnessy - NewmanPR

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

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

Approval of the Minutes: **Ms. Schmidt moved approval of the April 28, 2020 TDC meeting minutes as presented, Ms. Tippet seconded. Motion passed unanimously.**

Approval of the Agenda Bulk Items: Items O.1.e Consideration and Action re: Extension to Agreement with Mel Fisher Maritime Heritage Society, Inc. for the Mel Fisher Masonry Repairs project and O.1.f Consideration and Action re: Extension to Agreement with Mel Fisher Maritime Heritage Society, Inc. for the Mel Fisher 2nd Round Improvement Project were pulled from the bulk items due to Ms. Schmidt having to abstain from voting on these items.

Mr. Berdardin 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: Extension to Agreement with NewmanPR
 - 2. Consideration and Action re: Extension to Agreement with Axis Travel Marketing, Ltd.
- O. **District Advisory Committee Items**
 - 1. **District I**
 - a). DAC I February 26, 2020 Regular Meeting Minutes – FYI
 - b). Consideration and Action re: Amendment to Agreement with Key West Art and Historical Society, Inc. for the Custom House Mechanical Repairs Phase II Project
 - c). Consideration and Action re: Extension to Agreement with City of Key West for the Amphitheatre Improvements Project
 - d). Consideration and Action re: Extension to Agreement with Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Key West Project
 - g). Consideration and Action re: Extension to Agreement with National Marine Sanctuary Foundation, Inc. for the Eco-Discovery Center Interior Exhibits Project
 - h). Consideration and Action re: Extension to Agreement with Key West Botanical Garden Society, Inc. for the Botanical Garden Sign Project
 - i). Consideration and Action re: Extension to Agreement with Key West Botanical Garden Society, Inc for the Botanical Garden Playground Installation Project
 - j). Consideration and Action re: Amendment to Agreement with Historic Florida Keys Foundation, Inc. for the Oldest House Museum Improvements Project
 - 2. **District II**
 - a). DAC II February 25, 2020 Regular Meeting Minutes – FYI
 - b). Consideration and Action re: Extension to Agreement with MCBOCC for the Lower Keys Scenic Highway Viewing Area Project
 - c). Consideration and Action re: Extension to Agreement with Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Lower Keys 2nd Round Project
 - 3. **District III**
 - a). DAC III February 26, 2020 Regular Meeting Minutes – FYI
 - b). Consideration and Action re: Extension to Agreement with Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Marathon Project
 - c). Consideration and Action re: Extension to Agreement with City of Marathon for the Coco Plum Shoreline Restoration Project
 - 4. **District IV**
 - a). DAC IV February 25, 2020 Regular Meeting Minutes – FYI
 - b). Consideration and Action re: Extension to Agreement with Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Islamorada Project
 - c). Consideration and Action re: Extension to Agreement with Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Islamorada 2nd Round Project
 - 5. **District V**
 - a). DAC V February 25, 2020 Regular Meeting Minutes – FYI
 - b). Consideration and Action re: Extension to Agreement with Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Key Largo 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

Ms. Tippett seconded. Motion passed unanimously.

*Mr. Shipley joined the meeting

Consideration and Action re: FY 2021 Line Item Budget: Ms. Stacey Mitchell reviewed the FY 2021 Line Item Budget in an amount of \$52,379,925. She stated that the FY 2021 Four Penny Revenue is estimated to be \$30,500,000. The District Advisory Committees reviewed and approved their line item budgets at their May meetings. Ms. Mitchell stated that due to the decrease in anticipated Four Penny Revenue, each umbrella was recommended to be funded at \$650,000. Following approval of the Line Item Budget by the TDC, staff will present the budget to the BOCC at a July workshop meeting. There will then be three public hearings with final approval of the budget in September.

Mr. Fernandez moved approval of the FY 2021 Line Item Budget as submitted, Ms. Tippet seconded.

A roll call vote was taken with the following results:

Mr. James Bernardin	Yes	
Mayor Heather Carruthers	Yes	
Mr. George Fernandez	Yes	
Ms. Diane Schmidt	Yes	
Mr. Michael Shipley	Yes	
Ms. Gayle Tippet	Yes	
Ms. Rita Irwin	Yes	Motion passed.

Presentation Current PR: Mr. Andy Newman presented recent public relations efforts including coverage of a release of rehabilitated manatees in the Upper Keys, follow up coverage on a turtle released from the Turtle Hospital last year, Capt. Mike Weinhofer providing fish to those in need in the Keys, and Keys graduates being recognized with banners on the Overseas Highway in Islamorada.

Mr. Newman also presented messaging that the agency produced and distributed to communicate COVID-19 guidelines for the destination to visitors, including a short video posted on the destination's website. Mr. Newman presented media coverage of the destination's June 1st reopening.

Ms. Julie Botteri presented the agency's "Safer at Home" social media campaign, which ran for 6 weeks starting in mid-April. The goal was to maintain the Florida Keys at the top of the mind of visitors, communicate safer/stay at home messaging and increase engagement with social media users. The campaign included native Florida Keys posts, interactive games, and themed quizzes with Florida Keys related prizes.

Ms. Botteri also presented the #FIKeysAtHomeChallenge on Instagram, where Instagram users were asked to upload a 1-minute video showcasing their favorite things to do in the Florida Keys, with the opportunity to win a Florida Keys vacation. The winning video was shown.

****Mayor Johnston joined the meeting prior to the Website presentation**

Presentation and Consideration and Action of Website and Digital Services Provider: Mr. Clint Barras presented an overview and brief history of Two Oceans Digital. Mr. Barras reviewed the services that the agency offers including custom website design and development, custom database driven web applications (apps), ADA compliance solutions, search engine marketing, marketing automation services, local search management, and email marketing management. Mr. Barras introduced Two Oceans Digital staff members.

Mr. Barras showed a short video of the evolution of the Fla-Keys.com website throughout the years and reviewed the features of the current website. Mr. Barras presented ideas for additions to the site in the future including reducing the number of links within the website, the addition of reservation capabilities to the site, short message service (SMS), and the inclusion of a Google translate API into the site, this would allow items that are not translated on the destinations foreign language websites to be available in native language.

Mayor Carruthers asked if Two Oceans Digital owned the Floridakeys.com and Key West.com domains and commented that they seemed to be more intuitive to the consumer than Fla-keys.com. Mr. Barras responded that Two Oceans Digital did own those domains and that the way people search and use the web now, domain names are not quite as important as they were in the past. Mayor Carruthers asked if the statistics that stated that a large number of the website visitors go directly to the destinations website meant that those visitors entered Fla-keys.com into their browser or if it included those who clicked through from website or advertisement. Mr. Barras responded that data only included those who entered Fla-Keys.com into their web browser.

Mayor Carruthers asked the lodging members on the Board their opinion on the possible addition of a booking engine to the destination's website. Ms. Schmidt stated that she felt that there would be a great interest in the addition of an booking engine. Mr. Barras stated that he could bring back a proposal at a later date. Mr. Bernardin felt as if it was "the last piece of the puzzle" for the destination's website.

Mayor Carruthers moved approval to select Two Oceans Digital as the Website and Digital Services Agency and for the Contract Negotiation Committee to enter into contract negotiations with the agency, Mr. Fernandez seconded. Motion passed unanimously.

Consideration and Action re: Extension to Agreement with Mel Fisher Maritime Heritage Society, Inc. for the Mel Fisher Masonry Repairs project and Consideration and Action re: Extension to Agreement with Mel Fisher Maritime Heritage Society, Inc. for the Mel Fisher 2nd Round Improvement Project:

Mayor Carruthers moved approval Extension to Agreement with Mel Fisher Maritime Heritage Society, Inc. for the Mel Fisher Masonry Repairs project and Extension to Agreement with Mel Fisher Maritime Heritage Society, Inc. for the Mel Fisher 2nd Round Improvement Project, Mr. Fernandez seconded.

A roll call vote was taken with the following results:

Mr. James Bernardin	Yes
Mayor Heather Carruthers	Yes
Mr. George Fernandez	Yes
Mayor Teri Johnston	Yes
Ms. Diane Schmidt	Abstain*
Mr. Michael Shipley	Yes
Ms. Gayle Tippet	Yes
Ms. Rita Irwin	Yes Motion passed.

*Ms. Schmidt abstained due to sitting on the Board of Trustees for the Mel Fisher Maritime Heritage Society, Inc.

General Discussion: Mayor Carruthers thanked Tinsley Advertising and NewmanPR for continuing to get the message out on the COVID-19 guidelines and asked that going forward that there be a

process to review ads to avoid any unintentional controversy. Mr. Underwood responded that the Agency had and would continue to monitor the messaging.

Mr. Newman asked Mayor Johnston the status of upcoming events in the City of Key West. Mayor Johnston replied that the 4th of July celebration will be the first large event with social distancing and that this event will be a test to see if social distancing will be possible.

There being no further business, the meeting was adjourned at 12:14 p.m.

Visit Florida Keys Meeting

The June 10, 2020, meeting of the Visit Florida Keys was called to order by President Rita Irwin at 12:14 p.m. via a Zoom meeting platform.

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

TDC Members Absent Were: Mr. Timothy Root

Consideration and Action re: Visit Florida Keys Portion of the April 28, 2020 meeting minutes: Mr. Bernardin moved approval of the Visit Florida Keys Portion of the April 28, 2020 meeting minutes, Mr. Fernandez seconded. Motion passed unanimously.

Consideration and Action re: Marketing Director Agreement Extension: Ms. Irwin thanked Ms. Mitchell for all of her hard work and complimented her handling of a challenging couple of years for the destination.

Ms. Tippet moved approval to extend the Marketing Director Agreement for an additional two (2) year period to August 27, 2022, Ms. Schmidt seconded. Motion passed unanimously.

There being no further business of the corporation, the meeting was adjourned at 12:17 p.m.

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
 FISCAL YEAR 2020
 July 15, 2020

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

		Appropriations	Expenses	Encumbrances	Balance
T207A73X	UTILITIES	24,000	(2,674)	0	21,326
T207M34X	COMMISSIONERS & FEES (FINANCE)	19,002	(17,840)	0	1,162
T207A63X	ADMINISTRATIVE SERVICES	400,000	(142,878)	0	257,122
T207A23X	ADMINISTRATION RESOURCES	57,150	0	0	57,150
T207M01X	COUNTY COST ALLOCATION	<u>54,392</u>	<u>0</u>	<u>0</u>	<u>54,392</u>
	(ADMIN) SUBTOTAL	554,544	(163,392)	0	391,152
T207V14X	DIST VIS	350,450	(262,837)	0	87,613
T207V99X	GAY & LESBIAN VIS	<u>52,500</u>	<u>(39,375)</u>	<u>(13,125)</u>	<u>0</u>
	(VIS) SUBTOTAL	402,950	(302,212)	(13,125)	87,613
T207B04X	DAC I CAPITAL PROJECTS RESOURCES	1,293,564	0	0	1,293,564
T207M37X	DAC I HIGGS BEACH EMERGENCY BEACH CLEAN	9,600	0	0	9,600
T207M10X	SALARIES & WAGES - WEST MARTELLO (SANDS)	36,411	(9,671)	0	26,740
T207M10X	SALARIES - RESERVE	5,000	(4)	0	4,996
T207M10X	FICA - WEST MARTELLO	2,797	(719)	0	2,078
T207M10X	RETIREMENT - WEST MARTELLO	3,127	(820)	0	2,307
T207M10X	GROUP INSURANCE - WEST MARTELLO	13,228	0	0	13,228
T207M10X	WORKERS COMPENSATION - WEST MARTELLO	1,602	0	0	1,602
T207M20X	HIGGS BCH - CLEANING	163,200	(117,009)	(46,191)	0
T207M30X	HIGGS BEACH SAND / REPAIRS / MAINT	65,000	(21,369)	(10,000)	33,631
T207M60X	MUSEUM REPAIRS / MAINT	15,000	(5,522)	0	9,478
T207M70X	HIGGS BCH - UTILITIES	90,000	(75,022)	0	14,978
T207M11X	SALARIES & WAGES - HIGGS BCH SALARIES (ROBERTS)	42,291	(11,980)	0	30,311
T207M11X	SALARIES - RESERVE	10,000	(3,562)	0	6,438
T207M11X	FICA - HIGGS BCH	3,249	(1,247)	0	2,002
T207M11X	RETIREMENT - HIGGS BCH	3,632	(1,316)	0	2,316
T207M11X	GROUP INSURANCE - HIGGS BCH	13,228	0	0	13,228
T207M11X	WORKERS COMPENSATION - HIGGS BCH	1,861	0	0	1,861
T207M21X	HIGGS BCH OPERATING SUPPLIES	6,500	(6,500)	0	0
T207M31X	MUSEUM UTILITIES	22,000	(20,914)	0	1,086
T207M41X	MUSEUM RISK MANAGEMENT	996	0	0	996
T207K22X	CITY OF KEY WEST - SMATHERS/REST BCH CLEANING	790,500	(406,939)	0	383,561
TB97360Y	USCGC INGHAM HULL 19	75,188	0	0	75,188
TK97355Y	CHARTER BOAT ROW SIDEWALKS 19	58,000	(44,430)	0	13,570
TK97356Y	KEY WEST AMPITHEATRE 19	125,000	0	0	125,000
TK97357Y	REST BEACH ENHANCEMENTS 19	35,000	0	0	35,000
TK97979Y	SMATHERS BEACH RESTROOM FY19	586,000	(573,610)	0	12,390
TB97982Y	BOTANICAL PLAYGROUND INSTALLATION	45,000	0	0	45,000
TM97361Y	HIGGS BEACH RESTROOM PHASE 1 FY 19	456,000	(14,370)	0	441,630
TM97364Y	WEST MARTELLO AC/WINDOWS/DOORS 19	150,000	(6,960)	0	143,040
TM97984Y	EAST MARTELLO DRAINAGE AND PARKING PHASE 2	590,000	(635)	0	589,365
TM77904A	HIGGS BEACH SAND RENOURISHMENT PHASE II 17	1,049,109	(7,729)	0	1,041,380
TM97985Y	KEY WEST LIGHTHOUSE OUTBUILDING AND FENCING REPAIRS	110,000	0	0	110,000
TM87948Z	WEST MARTELLO BRICKS AND MORTAR RESTORATION 2018	84,300	(4,200)	0	80,100
TM97986Y	WEST MARTELLO BRICKS AND MORTAR RESTORATION	800,000	(610,145)	0	189,855
TB97971Y	STUDIOS OF KW ROOFTOP GARDEN & EXHIBITION SPACE	1,177,985	(187,500)	0	990,485
TM97362Y	HISTORIC JAIL MUSEUM FY 19	1,200,000	(3,115)	0	1,196,885
TB97988Y	MOTE CORAL RESTORATION	90,000	(90,000)	0	0
TB97983Y	MEL FISHER RESTROOM ADDITION PROJECT	37,500	(27,445)	0	10,055
TB97358Y	MEL FISHER SECOND ROUND 19 (Partial rollover)	60,000	0	0	60,000
T207N00X	OLDEST HOUSE MUSEUM IMPROVEMENTS	19,800	0	0	19,800
T207B98X	CUSTOM HOUSE MECHANICAL REPAIRS PHASE 2	90,000	0	0	90,000
T207N01X	BOTANICAL GARDEN FRONT ENTRANCE SIGN	6,960	0	0	6,960
T207M84X	EAST MARTELLO FORT MUSEUM DRAINAGE PHASE III	650,000	0	0	650,000
T207M87X	EAST MARTELLO FORT MUSUEM WINDOW AND HVAC UPGRADES	350,000	0	0	350,000
T207M77X	KEY WEST LIGHTHOUSE GIFT SHOP HVAC & INSULATION	70,000	0	0	70,000
T207B36X	FLORIDA KEYS ECO DISCOVERY CENTER INTERIOR EXHIBITS	225,000	0	0	225,000
T207N06X	FIRE HOUSE MUSEUM AC	2,963	(2,963)	0	0
T207B88X	CORAL REEF RESTORATION	43,425	0	0	43,425

T207B83X	MEL FISHER MASONRY REPAIR & ELECTRICAL 20	281,250	0	0	281,250
T207B97X	ECONOMIC NATURAL DISASTER RESOURCE	<u>560,900</u>	<u>0</u>	<u>0</u>	560,900
	(CAPITAL) SUBTOTAL	11,622,166	(2,255,696)	(56,191)	9,310,279
T207S23X	DAC I EVENT RESOURCES	107,718	0	0	107,718
TS97503Y	KEY WEST WORLD CHAMPIONSHIP RACE 19	0	0	0	0
TS97263Y	OLD ISLAND RESTORATION - 60 YEARS	10,000	0	0	10,000
TS97781Y	NEW YEARS EVE SHOE DROP 19	17,000	(16,100)	0	900
TS97779Y	SOUTHERNMOST MARATHON & HALF 5K FY19	17,000	(14,703)	0	2,297
TS97354Y	THE SMART RIDE	17,000	(16,550)	0	450
TS97588Y	TROPICAL HEAT	17,000	0	0	17,000
TS97024Y	WOMENFEST 19	25,000	0	0	25,000
T207S37X	KEY WEST OCEAN FEST 20	10,000	0	0	10,000
T207S14X	KEY WEST PADDLE CLASSIC 20	10,000	0	0	10,000
T207S42X	KEY WEST PRIDE 20	50,000	(16,123)	0	33,877
T207S15X	KEY WEST TRIATHLON 20	25,000	0	0	25,000
T207S04X	MANGO FEST 20	10,000	(2,000)	0	8,000
T207S05X	MZF MILE ZERO FIGHTS	10,000	0	0	10,000
T207S81X	NEW YEARS EVE SHOE DROP 20	25,000	0	0	25,000
T207S06X	POLE VAULT IN PARADISE 20	10,000	(8,230)	0	1,770
T207S07X	SOUTHERNMOST MARATHON KEY WEST RUNNING FESTIVAL 20	25,000	0	0	25,000
T207S58X	TROPICAL HEAT 20	25,000	(2,304)	0	22,696
T207S08X	WOMENFEST 20	10,680	0	0	10,680
T207M07X	CONCH REPUBLIC 20	35,000	(4,941)	0	30,059
T207M73X	FKCC SWIM AROUND KEY WEST 20	10,000	0	0	10,000
T207S74X	FLORIDA KEYS SEAFOOD FESTIVAL 20	17,000	(15,712)	0	1,288
T207S78X	HEMINGWAY SUNSET 5K 20	17,000	0	0	17,000
T207S65X	KELLY MCGILLIS CLASSIC 20	17,000	(15,754)	0	1,246
T207S63X	KEY LIME FESTIVAL 20	17,000	0	0	17,000
T207M52X	KEY WEST BREWFEST 20	25,000	0	0	25,000
T207M53X	KEY WEST FILM FESTIVAL 20	25,000	0	0	25,000
T207S22X	KEY WEST FOOD & WINE 20	35,000	(33,200)	0	1,800
T207S13X	KEY WEST HALF MARATHON 20	50,000	(50,000)	0	0
T207S57X	KEY WEST HOLIDAY FEST 20	50,000	0	0	50,000
T207S24X	DAC I EVENT RESOURCES <small>new events</small>	0	0	0	0
	(EVENTS) SUBTOTAL	719,398	(195,617)	0	523,781
T207P24X	PROMO/STORM & ADV RESOURCES	250,000	0	0	250,000
T207P93X	DISTRICT #1 AD CAMPAIGN	4,623,049	(2,907,337)	(1,715,712)	0
T207P65X	DAC I WEBCAM	14,800	(11,100)	0	3,700
T207P70X	FCCA CONFERENCE & TRADE SHOW (CRUISESHIPS)	<u>6,100</u>	<u>(2,540)</u>	<u>0</u>	<u>3,560</u>
	(PROMOTIONAL) SUBTOTAL	4,893,949	(2,920,977)	(1,715,712)	257,260
TH27662F	HIGGS BEACH SPECIAL FUND/Total towards Sand Renourishment FY 17 6/29/16 DAC Mtg	<u>314,000</u>	0	0	314,000
	(BEACH FUND) SUBTOTAL	314,000	0	0	314,000
	FUND TOTAL	18,507,007	(5,837,894)	(1,785,028)	10,884,085

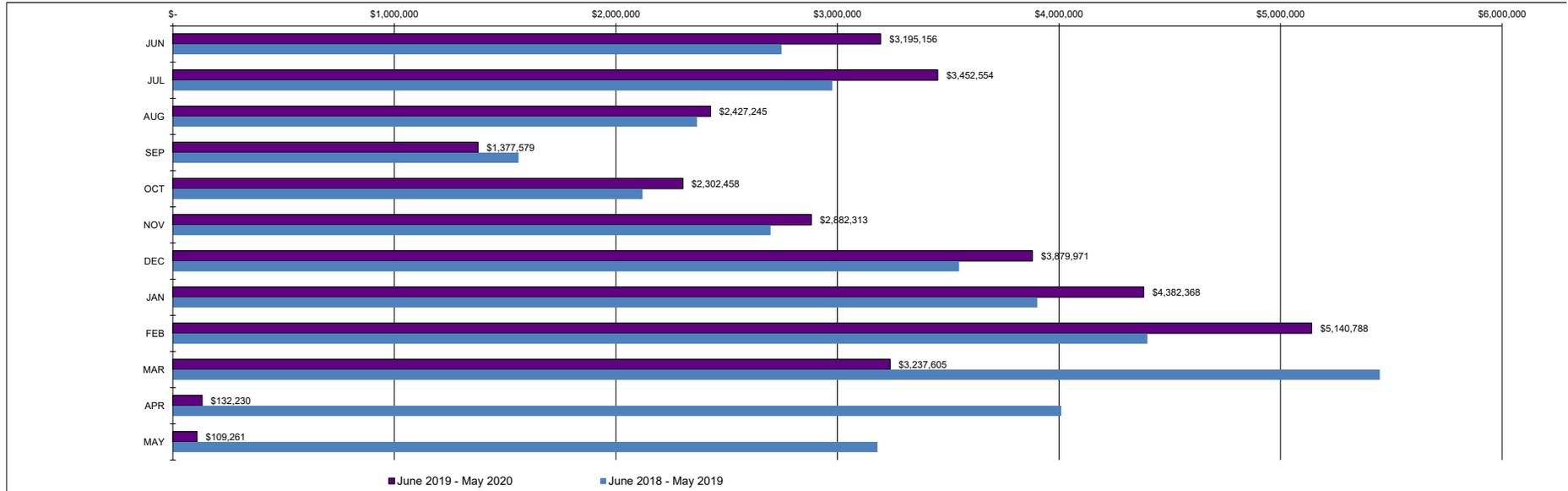
TWO PENNY

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

FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020

E.2



MARKET SHARE	FY 2001	FY 2002	FY 2003	FY 2004	FY 2005	FY 2006	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Year to Date
DISTRICT I	53.37%	53.68%	53.73%	53.96%	53.41%	52.19%	51.59%	54.78%	57.33%	57.93%	58.03%	58.31%	57.88%	56.67%	55.90%	55.93%	54.23%	59.16%	54.10%	53.54%
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%	6.84%
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%	15.67%
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%	9.59%
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%	14.36%
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	\$ 1,422,834.76	\$ 59,939.09	4.4%	OCTOBER	
NOVEMBER	\$ 1,332,535.55	\$ 1,540,238.53	\$ 1,552,520.72	\$ 1,320,155.25	\$ 1,672,808.29	\$ 1,653,189.39	\$ (19,618.90)	-1.2%	NOVEMBER	
DECEMBER	\$ 1,648,530.05	\$ 1,809,413.78	\$ 1,852,943.28	\$ 1,634,555.15	\$ 2,000,816.72	\$ 2,046,218.36	\$ 45,401.64	2.3%	DECEMBER	
JANUARY	\$ 1,934,556.17	\$ 2,009,799.33	\$ 2,030,157.36	\$ 1,822,136.57	\$ 2,194,929.97	\$ 2,371,754.74	\$ 176,824.77	8.1%	JANUARY	
FEBRUARY	\$ 2,132,824.42	\$ 2,289,132.38	\$ 2,207,078.75	\$ 2,186,795.70	\$ 2,426,401.74	\$ 2,702,195.84	\$ 275,794.10	11.4%	FEBRUARY	
MARCH	\$ 2,355,158.65	\$ 2,568,973.42	\$ 2,455,842.08	\$ 2,446,928.30	\$ 2,781,234.52	\$ 1,541,265.11	\$ (1,239,969.41)	-44.6%	MARCH	
APRIL	\$ 1,838,222.78	\$ 1,896,718.76	\$ 2,033,684.14	\$ 1,892,592.14	\$ 2,132,257.82	\$ 43,989.09	\$ (2,088,268.73)	-97.9%	APRIL	
MAY	\$ 1,571,948.28	\$ 1,680,112.35	\$ 1,663,926.89	\$ 1,577,836.31	\$ 1,775,478.15	\$ 33,601.66	\$ (1,741,876.49)	-98.1%	MAY	
JUNE	\$ 1,319,486.96	\$ 1,388,079.98	\$ 1,400,684.56	\$ 1,484,521.96	\$ 1,529,014.29			0.0%	JUNE	
JULY	\$ 1,519,807.37	\$ 1,634,608.58	\$ 1,643,684.06	\$ 1,576,916.96	\$ 1,654,287.45			0.0%	JULY	
AUGUST	\$ 1,244,740.91	\$ 1,251,135.82	\$ 1,279,695.82	\$ 1,301,594.78	\$ 1,211,295.03			0.0%	AUGUST	
SEPTEMBER	\$ 998,879.46	\$ 1,045,254.06	\$ 386,596.83	\$ 891,269.57	\$ 768,989.94			0.0%	SEPTEMBER	
TOTAL	\$ 19,173,327.84	\$ 20,508,629.31	\$ 19,898,510.21	\$ 19,245,077.08	\$ 21,510,409.59	\$ 11,815,048.95	\$ (4,531,773.93)	-27.7%		
% 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	\$ 133,480.93	\$ 6,155.68	4.8%	OCTOBER	
NOVEMBER	\$ 102,166.56	\$ 121,133.47	\$ 115,770.44	\$ 113,547.67	\$ 164,354.26	\$ 163,875.94	\$ (478.32)	-0.3%	NOVEMBER	
DECEMBER	\$ 187,880.96	\$ 178,170.79	\$ 181,103.72	\$ 172,487.68	\$ 233,325.78	\$ 247,691.51	\$ 14,365.73	6.2%	DECEMBER	
JANUARY	\$ 258,954.74	\$ 248,367.92	\$ 257,241.56	\$ 194,164.42	\$ 289,041.48	\$ 317,840.19	\$ 28,798.71	10.0%	JANUARY	
FEBRUARY	\$ 239,333.58	\$ 239,504.19	\$ 285,033.82	\$ 222,550.98	\$ 278,086.91	\$ 326,344.36	\$ 48,257.45	17.4%	FEBRUARY	
MARCH	\$ 280,479.47	\$ 274,339.90	\$ 328,202.89	\$ 263,737.97	\$ 338,874.61	\$ 259,436.19	\$ (79,438.42)	-23.4%	MARCH	
APRIL	\$ 180,265.69	\$ 170,955.49	\$ 240,571.33	\$ 178,768.24	\$ 229,248.21	\$ 33,932.28	\$ (195,315.93)	-85.2%	APRIL	
MAY	\$ 150,539.07	\$ 137,569.54	\$ 217,562.22	\$ 154,409.13	\$ 188,309.87	\$ 27,209.04	\$ (161,100.83)	-85.6%	MAY	
JUNE	\$ 156,044.62	\$ 144,969.15	\$ 199,752.82	\$ 158,777.26	\$ 185,074.50			0.0%	JUNE	
JULY	\$ 185,300.25	\$ 174,371.36	\$ 257,768.79	\$ 196,635.16	\$ 221,153.64			0.0%	JULY	
AUGUST	\$ 151,199.62	\$ 126,619.47	\$ 181,858.64	\$ 154,041.28	\$ 167,805.27			0.0%	AUGUST	
SEPTEMBER	\$ 80,289.59	\$ 90,076.73	\$ 42,514.69	\$ 107,007.71	\$ 91,168.12			0.0%	SEPTEMBER	
TOTAL	\$ 2,068,209.42	\$ 1,993,441.55	\$ 2,409,824.51	\$ 1,999,632.74	\$ 2,513,767.90	\$ 1,509,810.44	\$ (338,755.93)	-18.3%		
% 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 May 31, 2020
 07/10/2020

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	\$ 218,187.95	\$ 238,328.84	\$ 277,557.90	\$ 39,229.06	16.5%	OCTOBER
NOVEMBER	\$ 254,739.61	\$ 284,943.29	\$ 312,909.50	\$ 278,120.71	\$ 325,725.26	\$ 394,822.61	\$ 69,097.35	21.2%	NOVEMBER
DECEMBER	\$ 374,948.24	\$ 399,406.63	\$ 429,751.50	\$ 393,830.64	\$ 473,146.62	\$ 574,831.17	\$ 101,684.55	21.5%	DECEMBER
JANUARY	\$ 425,843.06	\$ 436,057.11	\$ 450,316.76	\$ 436,097.53	\$ 514,221.08	\$ 618,057.78	\$ 103,836.70	20.2%	JANUARY
FEBRUARY	\$ 490,236.29	\$ 511,208.23	\$ 529,718.11	\$ 508,756.12	\$ 619,892.86	\$ 751,221.24	\$ 131,328.38	21.2%	FEBRUARY
MARCH	\$ 618,001.92	\$ 667,238.71	\$ 710,625.30	\$ 700,078.26	\$ 882,095.72	\$ 512,481.94	\$ (369,613.78)	-41.9%	MARCH
APRIL	\$ 412,941.93	\$ 398,779.78	\$ 523,145.07	\$ 440,742.70	\$ 599,402.46	\$ 23,199.05	\$ (576,203.41)	-96.1%	APRIL
MAY	\$ 302,489.69	\$ 335,263.97	\$ 376,033.64	\$ 334,987.25	\$ 420,899.13	\$ 15,893.56	\$ (405,005.57)	-96.2%	MAY
JUNE	\$ 327,971.43	\$ 333,286.58	\$ 377,849.92	\$ 387,414.66	\$ 475,447.70			0.0%	JUNE
JULY	\$ 369,655.29	\$ 395,641.75	\$ 426,738.19	\$ 429,493.68	\$ 473,189.84			0.0%	JULY
AUGUST	\$ 257,126.92	\$ 258,869.65	\$ 295,208.24	\$ 324,854.52	\$ 304,497.86			0.0%	AUGUST
SEPTEMBER	\$ 198,677.04	\$ 228,656.93	\$ 147,104.13	\$ 203,578.56	\$ 182,800.18				SEPTEMBER
TOTAL	\$ 4,238,872.24	\$ 4,469,584.31	\$ 4,815,790.24	\$ 4,656,142.58	\$ 5,509,647.55	\$ 3,168,065.25	\$ (905,646.72)	-22.2%	
% 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	\$ 1,655,766.10	\$ 2,120,220.02	\$ 2,302,457.58	\$ 182,237.56	8.6%	OCTOBER
NOVEMBER	\$ 2,147,785.80	\$ 2,477,795.15	\$ 2,538,743.45	\$ 2,000,941.99	\$ 2,697,840.44	\$ 2,882,313.05	\$ 184,472.61	6.8%	NOVEMBER
DECEMBER	\$ 2,955,920.97	\$ 3,219,801.88	\$ 3,280,510.25	\$ 2,643,425.96	\$ 3,549,152.36	\$ 3,879,970.61	\$ 330,818.25	9.3%	DECEMBER
JANUARY	\$ 3,460,703.32	\$ 3,614,008.95	\$ 3,609,501.13	\$ 2,999,412.51	\$ 3,901,945.05	\$ 4,382,368.32	\$ 480,423.27	12.3%	JANUARY
FEBRUARY	\$ 3,799,460.12	\$ 4,067,282.38	\$ 4,036,233.59	\$ 3,566,616.92	\$ 4,399,028.50	\$ 5,140,788.28	\$ 741,759.78	16.9%	FEBRUARY
MARCH	\$ 4,454,229.54	\$ 4,861,875.80	\$ 4,769,692.90	\$ 4,293,366.11	\$ 5,448,415.00	\$ 3,237,604.73	\$ (2,210,810.27)	-40.6%	MARCH
APRIL	\$ 3,287,614.72	\$ 3,320,007.02	\$ 3,837,112.81	\$ 3,123,974.20	\$ 4,009,834.08	\$ 132,229.67	\$ (3,877,604.41)	-96.7%	APRIL
MAY	\$ 2,711,547.54	\$ 2,875,882.02	\$ 2,989,384.28	\$ 2,595,700.55	\$ 3,180,873.07	\$ 109,261.35	\$ (3,071,611.72)	-96.6%	MAY
JUNE	\$ 2,558,627.43	\$ 2,712,369.84	\$ 2,852,720.61	\$ 2,747,285.45	\$ 3,195,156.18			0.0%	JUNE
JULY	\$ 2,924,747.92	\$ 3,237,270.36	\$ 3,391,390.64	\$ 2,976,938.74	\$ 3,452,553.86			0.0%	JULY
AUGUST	\$ 2,344,701.05	\$ 2,331,658.59	\$ 2,468,887.95	\$ 2,366,323.46	\$ 2,427,244.76			0.0%	AUGUST
SEPTEMBER	\$ 1,686,603.58	\$ 1,806,769.84	\$ 761,778.93	\$ 1,560,424.12	\$ 1,377,579.14			0.0%	SEPTEMBER
TOTAL	\$ 34,296,615.20	\$ 36,665,734.06	\$ 36,693,556.78	\$ 32,530,176.11	\$ 39,759,842.46	\$ 22,066,993.59	\$ (7,240,314.93)	-24.7%	
% INC/DEC PREVIOUS YEAR	11.9%	6.9%	0.1%	-11.3%	22.2%				

Total Priceline settlement reflected

Monroe County Tourist Development Council
 Administrative Office
 Bed Tax Revenue Through May 31, 2020
 07/10/2020

Facebook: 478,510 followers increased from 473,038
Twitter: 50,382 followers increased from 50,340
Instagram: 246,494 followers increased from 239,676

01 Jun 2020 - 30 Jun 2020

DAC Social Media Report June 2020

@floridakeysandkeywest @thefloridakeys @thefloridakeys

Facebook Activity Overview



IMPRESSIONS
13,337,311



TOTAL REACH
4,490,596



POST ENGAGEMENTS
303,493



PAGE CONSUMPTIONS
271,354



Audience Engagement

■ REACTIONS ■ COMMENTS ■ SHARES



ACTION METRICS

Reactions	93,581
Comments	8,007
Shares	9,781
Other Engagements	192,124
Total Engagements	303,493

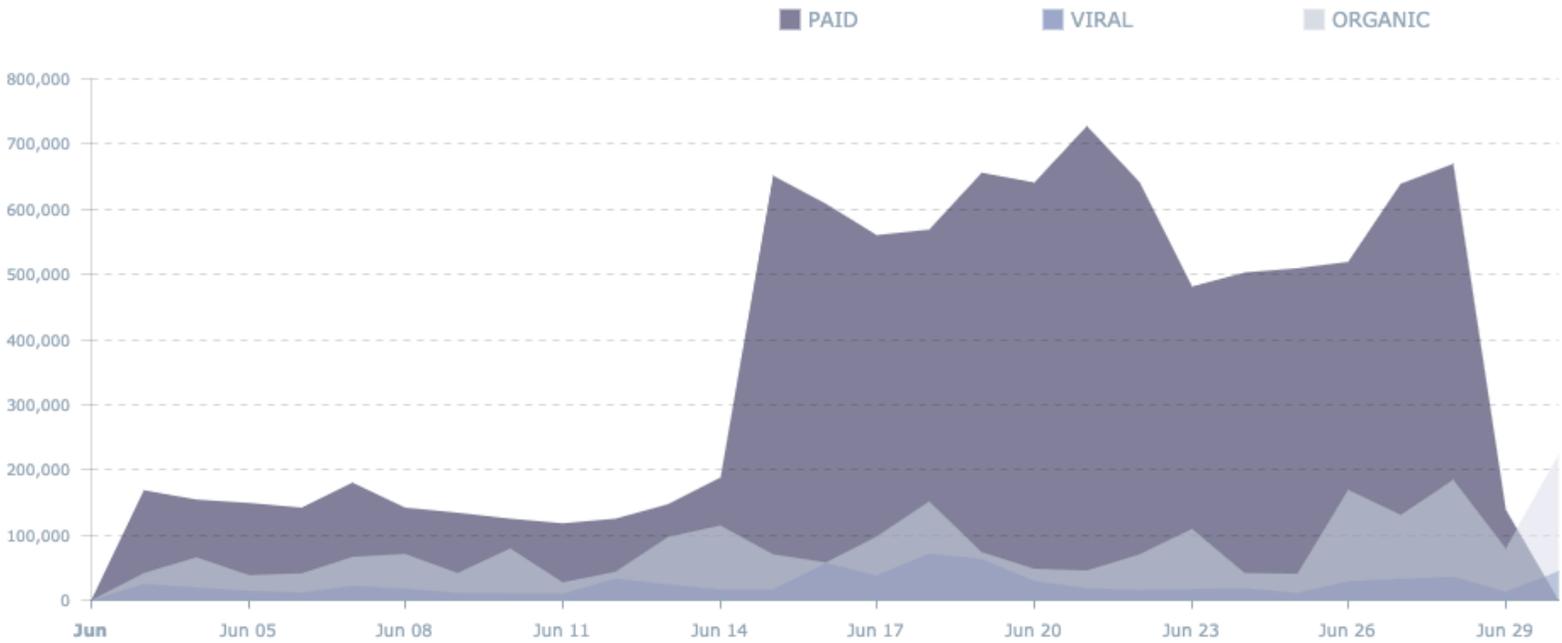
TOTAL ENGAGEMENTS INCREASED BY

↑ **22.05%**

SINCE PREVIOUS PERIOD



Page Impressions



IMPRESSION METRICS

Organic Impressions	2,322,415
Paid Impressions	10,288,722
Viral Impressions	726,174
Total Impressions	13,337,311
Users Reached	11,182,427

TOTAL IMPRESSIONS INCREASED BY

↑ **62.33%**

SINCE PREVIOUS PERIOD



Top Performing Posts

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

- POST
- REACTIONS
- COMMENTS
- SHARES
- CLICKS
- VIRALITY
- REACH

POST	REACTIONS	COMMENTS	SHARES	CLICKS	VIRALITY	REACH
<p>The Florida Keys & Key West 30 JUN 2:00 PM</p>  <p>TRAVELER UPDATE: The City of Key West will be temporarily closing Duval Street to vehicular traffic to help enhance the ability of social distancing over the Fourth of July weekend. On Friday, Saturday and Sunday, from noon until 5 a.m., the street will be pedestrian only between Truman Avenue and Front Street. This precaution will allow people to spread out as they visit downtown businesses. City officials want to remind everyone that masks are required inside establishments, though they can be removed – once you're seated – to eat in a complying restaurant. Masks are also required outdoors when you are unable to remain six feet from others, such as walking down a crowded sidewalk. In addition, you are required to carry a mask when you leave your house, in case you find yourself in a situation in which social distancing is impossible. City of Key West -- Government</p>	3074	543	351	8297	9.88%	104,363
<p>The Florida Keys & Key West 18 JUN 2:59 PM</p>  <p>UPDATE: Florida Keys officials have passed an ordinance making face masks/facial coverings mandatory for residents and visitors throughout the Keys, from Key Largo through Key West. Please read our updated COVID-19 Visitor Guidelines at http://fla-keys.com/news/article/10775/</p>	4596	2123	726	19596	10.05%	200,494
<p>The Florida Keys & Key West 13 JUN 4:38 PM</p>  <p>Great beach day Saturday in #KeyWest at Ft. Zachary Taylor State Park.</p>	3603	271	170	2790	8.4%	73,139

Twitter Activity Overview



DAILY EXPOSURE

54,881



POST ENGAGEMENTS

3,102



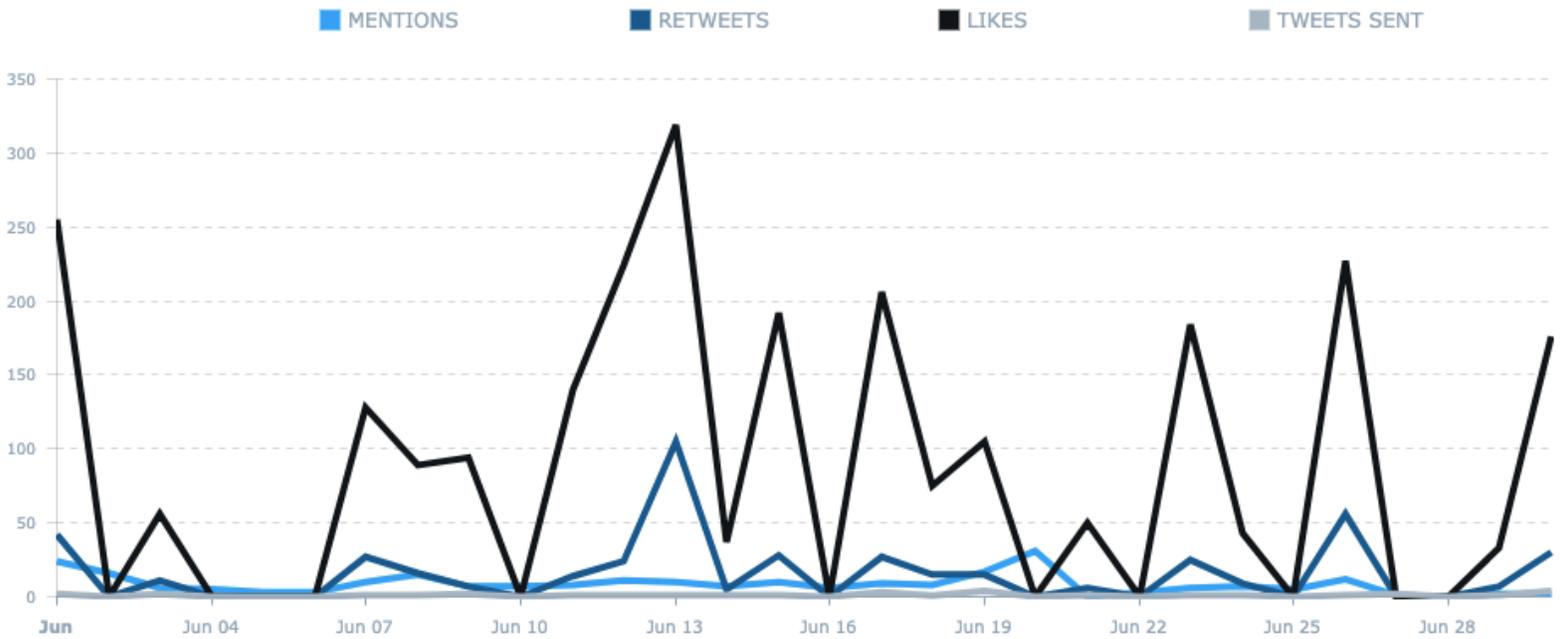
REACH

1,536,859



Audience Engagement

AUDIENCE ENGAGEMENT BY DAY



ENGAGEMENT METRICS

Mentions	251
Retweets	469
Likes	2,633
Tweets Sent	29
Total Engagements	3,353

TOTAL ENGAGEMENTS
DECREASED BY

↓ **2.56%**

SINCE PREVIOUS PERIOD



TOP TWEETS


Retweets
Likes
Reach**The Florida Keys** @thefloridakeys 26 Jun 5:44 PMFriendly reminder for those making their way to the #FloridaKeys! <https://t.co/5XsfycnWAs>

40

186

52,134

**The Florida Keys** @thefloridakeys 13 Jun 8:40 PMLovely beach day at Fort Zachary Taylor State Park in #KeyWest. RT if you wish you were here! <https://t.co/tulbnYYtNR>

105

319

50,392

**The Florida Keys** @thefloridakeys 01 Jun 1:41 PMThe #FloridaKeys have reopened to leisure visitors to 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 you can be aware of what guidelines are in place. <https://t.co/UZG93s4PUJ>

30

166

50,397

Instagram Activity Overview



FOLLOWERS
246,494



FOLLOWING
477



POSTS
1,577



Audience Engagement

AUDIENCE ENGAGEMENT BY DAY



ENGAGEMENT METRICS

Likes Received	119,302
Comments Received (All Posts)	1,320
Comments Received (Posts This Period)	1,980.0
Posts Sent	24

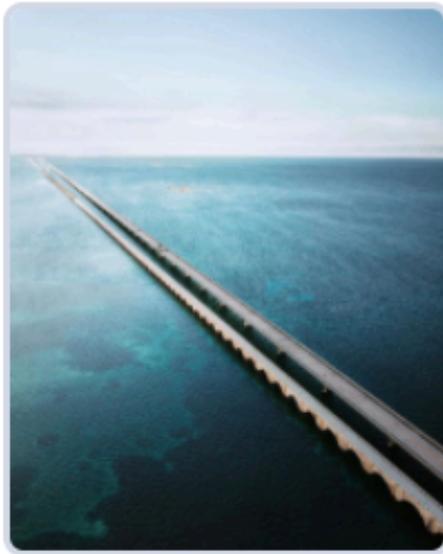
TOTAL ENGAGEMENTS
DECREASED BY

↓ **2.76%**

SINCE PREVIOUS PERIOD



TOP INSTAGRAM POSTS



Likes 12,967

Comments 525



Likes 8,550

Comments 84



Likes 8,291

Comments 110



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

F1
July 18, 2020

TO: District I Advisory Committee
FROM: NewmanPR
RE: Report of ongoing activities June 7, 2020, through July 18, 2020

The following report highlights ongoing public relations activities on behalf of District I from June 7, 2020, through July 18, 2020.

- Agency representatives attended the TDC meeting via Zoom.
- Agency representatives attended DAC I meeting via Zoom.
- In the U.K., no physical media meetings were held due to the impact of COVID-19. However, U.K. affiliate KBC took part in 18 webinar events with leading travel editors and industry representatives including media from the Sun, Metro, loveexploring.com, Conde Nast Traveller, OutThere, National Geographic Traveller, 101 Holidays, BBC World, the Times, the Sunday Times, City A.M., the Financial Times, Evening Standard, PA Media, the Guardian, TravelMole and the Mail on Sunday.
- In France, while no in-person media meetings were able to take place, French media representative Anne Zobenbuhler undertook calls with media from Sport & Tourisme, La Charente Libre, Madame Figaro, Prima, L'Obs, Forbes, 7 de Table.com and Les Voyages de Bérengère.
- KBC crafted more than 30 bespoke media pitches during the reporting period to keep the Florida Keys top-of-mind with media in the U.K. and Irish market. Activity included liaison with titles including Reach plc newspapers, Selling Travel, citizen-femme.com, hellomagazine.com, TravelMole.com, omotgtravel.com, the Sunday Times, OutThere, travelbiz.ie and travelbeginsat40.com. Successful results were achieved across consumer and travel trade publications. In Germany, German affiliate GIA was similarly proactive and crafted bespoke pitches for outlets including Semseosalesolution, Reisen Exclusiv, BLU Media, apalis, Raufeld Media and dpa.
- KBC shared 11 Keys-focused social media posts on its Facebook, Instagram and Twitter channels during the reporting period. They included content on James Clark's sustainable Keys feature, the Keys' reopening, Pride Day and World Oceans Day.

- Through its ongoing social campaign on the German Florida Keys Facebook page, GIA continued working to keep potential Keys visitors inspired by featuring 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 16,507 fans, while the Florida Keys & Key West "group" has grown to 2,693 members.
- Canadian affiliate 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 Elemnt FM regarding a radio interview. In addition, LMA reached out to media to pitch positive stories about the Keys. LMA confirmed an interview with Captain Mike Weinhofer for an upcoming article in Travel and Taste Magazine, and confirmed stories with Jim Byers Travel and travel influencer Justin Plus Lauren.
- 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.
- Press releases were distributed in the U.K. and Ireland on topics including the Florida Keys reopening to visitors. In France, pieces were distributed on the same topics. Positive press coverage resulted in the U.K. from the various releases issued, including digital content on travelmole.com, omotgtravel.com, sellingtravel.co.uk and travelbiz.ie. In the German-speaking markets, press releases were distributed by GIA on topics including the Florida Keys' reopening. Positive coverage was achieved digitally on sites including tourexpi.com, travelnews.ch and presfrom.info. Release content was uploaded to the Keys website and Mediadress portal, and releases shared with key 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 focused on topics that included the Florida Keys reopening to visitors, COVID-19 protective measures embraced in the Keys, the removal of the highway checkpoints, Silver Airways resuming air service from multiple Florida cities, Key West installing new permanent rainbow crosswalks and the mandatory facial covering requirements. In addition, LMA distributed the latest edition of What's New in the Florida Keys & Key West.
- As COVID-19 case numbers rose in Florida and the Keys, NewmanPR continued its ongoing task of gathering accurate information and proactively communicating it to Keys tourism interests and travel consumers. Agency's Andy Newman and Julie Botteri continue to 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 crisis continues.

- Agency conceived the idea for and coordinated a Zoom forum for tourism industry members and county officials, before the July 4 weekend, that stressed COVID-19 protocols and the need to urge visitors to enforce them. Presenters included Monroe County Mayor Heather Carruthers, Monroe County Administrator Roman Gastesi, Monroe County Health Administrator Bob Eadie, Monroe County Emergency Management Director Shannon Weiner and a representative of the Monroe County Sheriff's Office. Following their presentations, agency's Andy Newman moderated a Q&A session with questions from forum attendees. Approximately 200 people logged into the forum.
- Agency's Julie Botteri continued to update the dedicated coronavirus information page on the TDC website daily, or more often if necessary to communicate important news. The page focuses on protective health guidelines and mandates for Keys visitors, highlighting the mandatory wearing of masks. Other content includes an informative video featuring Dr. Mark Whiteside, the medical director of the Florida Department of Health in Monroe County, as well as information on CDC recommendations, health protocols undertaken by accommodations, restrictions on bar and restaurant service, updates on parks and recreation facilities, health requirements inside businesses, and coronavirus facts, resources and information about state and local directives. The section remains linked to a banner on the website's homepage that was changed to green when the destination reopened.
- Agency produced video, photography and story packages and distributed them to media when more than 100 banners with messages about mandatory facial coverings and other coronavirus safety directives were hung on electrical transmission poles along the Overseas Highway and in Key West. Conceived by Stacey Mitchell with support from Monroe County Mayor Heather Carruthers, the banners were designed and partially funded by the TDC. The video package, featuring quotes in English and Spanish from Monroe County Administrator Roman Gastesi, was carried by local and regional broadcast outlets while two photos of the banner installation were moved to media points around the U.S. via the Associated Press wire service.
- During the reporting period, agency issued 10 tourism advisories to the industry on issues relating to COVID-19. Specific topics included penalties for non-compliance with mask regulations, curfews for restaurants and alcohol sales, temporary closures of public beaches and parks for the July 4 weekend, the cancellation of Keys fireworks displays, the need for enforcement of protective mandates, banners messaging protective actions along the Overseas Highway and in Key West, the TDC's temporary advertising pause based on rising case numbers, county officials making facial coverings mandatory, the statewide order restricting bars' alcohol sales and the TDC's COVID-19 protective messaging tools for the tourism industry. Agency also wrote, distributed to the media and posted on the website releases on

county officials making facial coverings mandatory and other important points as needed.

- Agency posted Keys status updates and information about mandatory masking and other required protective measures 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. Recent posts with the most notable Facebook reach and engagement included one on Keys masking requirements and updated visitor guidelines that reached more than 200,000 people and drew more than 18,000 engagements, one on a sea turtle release that reached more than 111,000 people and drew nearly 11,000 engagements, one on Duval Street closing to vehicles for the July 4 weekend that reached nearly 110,000 people and attracted more than 9,600 engagements, a further posting about masking requirements that reached nearly 117,000 people and drew more than 9,000 engagements, a COVID-19 PSA by Tinsley Advertising that reached more than 98,000 people and drew nearly 5,400 engagements, and a World Sea Turtle Day post that reached more than 109,000 people and drew more than 6,200 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 completed a series of mini videos spotlighting "Stewards of the Keys" for social media and distribution via the Keys' YouTube channel and other outlets. Each video features a local resident talking about aspects of the Keys' environment that relate to his or her work and lifestyle, and the importance of protecting that environment.
- 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 a "Keys Traveler" July issue highlighting COVID-19 health requirements for visitors to follow and new offerings in the Keys, and finalized copy for an August issue. Given the coronavirus situation, issue content is designed to be sensitive to conditions while continuing the ongoing connection between opt-in subscribers and the Keys. Each issue generally features Keys cultural, fishing, diving and cuisine topics 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 intriguing local people and places. Given the COVID-19 crisis, recent features have focused on nature-based, heritage, cultural

and relaxation-inducing subjects, small events where health practices can be observed and profiles of “Stewards of the Keys.”

- Agency wrote and posted twice-monthly entries to the LGBTQ-focused blog, with subjects that are well-considered and positive in the era of COVID-19 concerns. Recent topics included Key West’s new rainbow crosswalks, featuring an interview with Mayor Teri Johnston about their importance to the community. Working with TwoOceansDigital.com, agency facilitated distribution of copy and live links to the LGBTQ blog directly to consumers via an opt-in email address list.
- Agency created submissions about safety measures promoted to visitors for a cover story, with cover image, about the Keys reopening in the July issues of Tourism Marketing Today and Destination Florida, publications of the Florida Association of Destination Marketing Organizations. Also featured in the same issue was a story on the Safer@Home video challenge and its winner.
- Agency conceived programs and wrote content for the 2020-21 domestic and international public relations plan and PR calendar, and submitted them for inclusion in the 2020-21 TDC marketing plan.
- Agency compiled, wrote and distributed to widespread media a spring/summer 2020 issue of “What’s New in the Florida Keys & Key West.” While issues are usually produced quarterly, the Keys’ springtime closure to visitors made a combined issue more appropriate.
- 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 continued updating the calendar on the TDC website accordingly.
- Agency provided website and social media promotion when the coordinator of the Key West Songwriters Festival developed a mid-June streaming concert that featured 18 performing songwriters including Toby Keith. Agency used the online event to raise awareness of the festival’s rescheduled dates after its coronavirus-induced postponement.
- Agency wrote, distributed to the media and posted on the website a release on the Hemingway Days virtual literary events and the museum exhibition. Agency also coordinated with organizers of other traditional festival events regarding the status of their events. In addition, agency’s Carol Shaughnessy did an interview with the South Florida Sun-Sentinel on changes to the 2020 festival because of the coronavirus.
- Agency wrote, distributed to the media and posted on the website a release on the Hemingway 5k Sunset Run/Walk and Paddleboard Race and its new individual format, developed to enable participants to practice social distancing and other health protocols.
- Agency wrote, distributed to the media and posted on the website a release on the Stock Island Marina Village Key West Marlin Tournament. Agency finalized arrangements to provide results coverage when the tournament takes place.

- Agency produced and distributed to widespread media video and story packages when Fantasy Fest organizers announced the cancellation of the 2020 festival to protect against the potential spread of COVID-19. Agency also provided information to the Associated Press for a piece on the cancellation, and wrote an advisory and distributed it to tourism interests.
- Each Thursday, Andy Newman provides a live report on aspects of the Keys on U.S. 1 Radio's Morning Magazine.
- Agency worked with the Lodging Association of the Florida Keys and Key West to organize the annual Hurricane Preparedness Workshop for the Tourism Industry — this year held via Zoom. Andy Newman arranged for the appearance of presenters including National Hurricane Center Director Ken Graham; Monroe County Emergency Management Director Shannon Weiner; Jon Rizzo, warning coordination meteorologist for the National Weather Service Office in Key West; and Dr. Summer DeBastiani. Topics included mental health challenges during hurricane season and new National Weather Service forecasting tools.
- 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's Andy Newman was interviewed for a WFOR news segment on the TDC's temporarily pausing its advertising in response to rising Keys and South Florida coronavirus cases.
- Agency wrote, posted on the website and featured in the e-newsletter a piece on Keys residents' environmental awareness and ways visitors can join them to become "Stewards of the Keys."
- Agency wrote, posted on the website and featured in the e-newsletter a piece on the annual coral spawn and its environmental significance.
- Agency wrote, posted on the website and featured in the e-newsletter a piece on Florida Keys lobster's culinary value and the Aug. 6 start of the commercial harvest.
- Agency wrote, distributed to the media, posted on the website and featured in the e-newsletter a piece on Bob Dylan's song "Key West (Philosopher Pirate)," a highlight of his new studio album, and Dylan's connection to the island.
- Agency produced video and still photography packages when Key West city workers installed new permanent rainbow crosswalks at the intersection of Duval and Petronia streets as the final step in the city's project to repave Duval. The video featured quotes from Key West Mayor Teri Johnston on the crosswalks' significance symbolizing Key West's atmosphere of inclusion. Two photos were moved to media points around the U.S. via the Associated Press wire service, and overall coverage was extensive. The video package aired 111 times, appearing on outlets including ABC World News Now and msn.com. Agency also wrote a release on the crosswalks' installation and distributed it to targeted media.

- Agency wrote, featured in the e-newsletter and posted on the website a piece on new and established tours offered by Key West Food Tours.
- Agency assisted with information and VIP passes to support media visits for individual journalists including Jackie Gutierrez-Jones of Lonely Planet and the Observer, Steven Dunbar and Emily Dunbar of @visitkeywest, Tracey Teo with the Atlanta Journal-Constitution, freelancer Terry Ward, Rachel Covello of Outcoast.com, Will McGough of Forbes.com, Lizzie Wilcox of Coral Gables Magazine, Julia Aronov of Prettyzen.co and TheHealthyBartender.com, and Liz Amore with Happiest Travels.
- As a result of agency-arranged media visits, assistance to journalists and/or release distribution, during the report period the Keys received coverage including a segment on eTurboNews.com, two blog posts in MiamiCurated.com about “What’s New in the Florida Keys” and stories about the destination’s resilience and current vacation opportunities in Forbes.com, “5 Popular LGBTQ+ Travel Destinations Poised for Recovery” in Travel Age West, a TravelPulse story featuring “10 Must-See Sites to See for Animal and Nature-Lovers in the Florida Keys” that resulted from the “Brand New Keys” press trip, “12 Best Places to Travel With Your Dog in the U.S.” in Trips to Discover, “13 of the Best Beaches in Florida” in The Points Guy, a story highlighting the destination’s reopening and several large resorts for the South Florida Sun-Sentinel’s travel section, a drive-market destination segment featuring the Florida Keys on NBC 6’s “Six in the Mix” show and a Florida Keys road trip story titled “The Bridge Through Paradise” in AAA Traveler 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.

###



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

TO: DAC 1 Members
FROM: Danielle Salmán-Villasuso
DATE: July 24, 2020
RE: August 5, 2020 DAC 1 Meeting
CC: John Underwood

G.1 - G.2

G.1 Advertising Re-cap:

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

Specific Projects:

- Developed the advertising portion of the FY20/21 Marketing Plan
- Resumed spring and summer co-op programs
- Paused media on 6/29 across all campaigns (Generic, District and Umbrellas)
- Developed and executed a media plan and creative for the destination event, Heroes Salute Weekend at Hawks Cay Resort
- Coordinating the instructions and materials for the possible media relaunch on 7/16
- Designing the 2021 issue of the Culture Magazine
- Strategic planning for FY 2020/2021
- Edited the following thirty-second videos by removing crowded footage and replacing with open spaces as well as added COVID compliant supers (Masks Required, Maintain Social Distance, Wash Your Hands) to play throughout the spots:
 - Generic – “Personal Space” & “Beauty”
 - Key West – “Story of your life”
 - Lower Keys – “Get More”
 - Marathon – “Great Experiences”
 - Islamorada – “Colors of Islamorada”
 - Key Largo – “Look Deep”
 - Culture – “Another Masterpiece”
 - Dive – “Learn to Dive”
 - Fishing – “Hide & Seek”
- Coordinated the Florida Keys & Key West Visit Florida 2020 Flagler Award entries
- 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” – began running 6/15 and was paused on 6/29
 - 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
- Reviewed and approved Cultural Umbrella budgets
- Reviewed and approved Fishing Umbrella budgets
- Coordinated 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 (most PRE-COVID):
 - 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 (most PRE-COVID):
 - 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 created new ads for the following:
 - Generic: Meetings Market, Luxury Travel, Travel Trade, UK Market, Canadian Market, German Market, Scandinavian Market, Camping, Meetings, Orange Bowl, Spring Concept, COVID-19 Phase One, Two, Three, and Four
 - Key West: Dining, LGBT, Luxury Travel, Spring Concept, COVID-19 Phase Two, COVID-19 Phase Three, COVID-19 Phase Four
 - Lower Keys: Fishing, Diving, Camping, COVID-19 Phase Four Drive Down
 - Marathon: Weddings/Honeymoons, Adventure Traveler, Fishing, Spring Concept, COVID-19 Phase Four Drive Down
 - Islamorada: Fishing, Culture, Weddings/Honeymoons, Spring Concept, COVID-19 Phase Four Drive Down
 - Key Largo: Luxury Travel, Soft Adventure, Weddings/Honeymoons, Spring Concept, COVID-19 Phase Four Drive Down
 - Culture: Visual Arts, Music

- Dive: Reefs, Wrecks

Ongoing:

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

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

Flagler Awards

On behalf of the destination, the Agency submitted and received Visit Florida Flagler Award nominations in the following categories:

- Direct Marketing – Fall Email Campaign
- Print Advertising – Fishing Campaign
- Television Advertising – Direct Flights Campaign
- Out-of-Home – UK Taxi Promotion

The awards are usually presented during VISIT FLORIDA's annual Governor's Conference on Tourism; however, this year's conference has been cancelled due to unforeseen circumstances. VISIT FLORIDA is currently developing alternative arrangements for this year's award presentation/delivery.



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

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



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

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



	gay cruise vacations	47	3	6.38%	N/A
	best gay vacation spots	29	3	10.34%	N/A
	gay vacation spots	17	3	17.65%	N/A
	gay friendly vacation spots	14	3	21.43%	N/A
	gay vacation destinations	56	2	3.57%	N/A
	gay marriage venues	56	2	3.57%	N/A
	gay wedding locations	48	2	4.17%	N/A
	gay vacations for singles	47	2	4.26%	N/A
	gay beach resorts	36	2	5.56%	N/A
	gay vacation	26	2	7.69%	N/A
	gay men vacations	19	2	10.53%	N/A
	lesbian vacation spots	17	2	11.76%	N/A
	gay vacation spots	12	2	16.67%	N/A
	lesbian family vacations	5	2	40.00%	N/A
DECEMBER					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/8	CNTraveler.com (Native Content Story via Social Media)	424,101	8,215	1.94%	N/A
12/1-12/8	Nativo (Native Content Ads)	750,478	7,741	1.03%	N/A
12/1-12/31	Pinterest.com (Wedding Promo)	510,471	3,541	0.69%	N/A
12/1-12/31	CNN.com Pre-Roll (Geo-Targeted to NY,CHI,BOS,PHL,DC) - Co-Op	71,957	1,028	1.43%	87.00%
12/1-12/31	Adara (Targets users searching for airfares/hotels)	486,116	1,026	0.21%	N/A
12/1-12/31	Tremor Video (Mobile/Tablet/Desktop)	1,617,519	847	0.05%	N/A
12/1-12/15	BrideClick	236,228	575	0.24%	N/A
12/1-12/15	Conversant Interactive Banners (Geo-Targeted to NY,CHI,BOS,PHL,DC) - Co-Op	362,727	543	0.15%	N/A
12/1-12/15	WeddingWire.com/TheKnot.com	650,797	208	0.03%	N/A
12/1-12/15	Samba TV Re-Targeting (Digital Devices Connected to TV/OTT)	506,765	97	0.02%	83.00%
12/1-12/31	Attitude.co.uk	70,922	55	0.08%	N/A
	LGBT WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/31	Facebook - LGBT (Targeting w/ KW LGBT Video)	282,324	4,147	1.47%	N/A
12/1-12/31	Pride Media (Social Media Influencers Custom Videos)	3,597,537	3,108	0.09%	N/A
12/1-12/31	Towleroad.com (Sponsored Post/Content)	486,901	697	0.14%	N/A
12/1-12/31	Q Digital (GayCities.com/Queerty.com)	634,832	487	0.08%	N/A
12/1-12/31	SDL Channel (German Gay Ad Network)	220,614	245	11.11%	N/A
12/1-12/31	Gay Ad Network	78,417	121	0.15%	N/A
12/1-12/31	Blu.fm Banners - Germany	65,585	43	0.07%	N/A
12/1-12/31	Passport.com	28,165	41	0.15%	N/A
	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/31	Facebook/Instagram Video (General KW Branding)	572,283	9,015	1.58%	N/A
12/1-12/31	Facebook/Instagram Video (Promoting KW Direct Flights - EWR&LGA>>EYW)	211,469	7,691	3.64%	N/A
12/1-12/31	Facebook/Instagram Video (Promoting KW Direct Flights - ORD>>EYW)	227,603	5,388	2.37%	N/A
12/1-12/31	NYTimes.com Flex Frame (Mobile/Tablet)	1,866,616	3,382	0.18%	N/A
12/1-12/31	Facebook/Instagram.com (Weddings/Honeymoons)	238,814	2,946	1.23%	N/A
12/1-12/15	Facebook/Instagram Video (Promoting KW Direct Flights - DFW>>EYW)	115,915	2,752	2.37%	N/A
	Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/31	fun things to do in florida	14,778	1,819	12.31%	N/A
	top honeymoon destinations	9,265	1,190	12.84%	N/A
	honeymoon resorts	6,689	463	6.92%	N/A
	florida hotel	8,730	390	4.47%	N/A
	best honeymoon places	3,529	366	10.37%	N/A
	florida vacations	6,125	339	5.53%	N/A
	florida vacation	4,950	321	6.48%	N/A
	honeymoon spots in florida	1,097	184	16.77%	N/A
	florida scuba	1,625	168	10.34%	N/A
	best hotels in florida	2,372	149	6.28%	N/A
	best resorts in florida	2,247	137	6.10%	N/A
	couples retreat florida	1,356	134	9.88%	N/A
	"florida hotels"	1,277	93	7.28%	N/A
	florida honeymoon	648	85	13.12%	N/A
	honeymoon island florida	938	62	6.61%	N/A
	florida fishing	769	49	6.37%	N/A
	florida camping	767	44	5.74%	N/A
	luxury resorts in florida	758	39	5.15%	N/A
	"beach vacation"	972	34	3.50%	N/A
	"*florida +honeymoons"	106	26	24.53%	N/A
	[beach vacations]	402	12	2.99%	N/A
	honeymoon florida	100	12	12.00%	N/A
	golf vacation	430	10	2.33%	N/A
	[florida fishing]	197	10	5.08%	N/A
	[florida scuba diving]	208	9	4.33%	N/A
	"florida diving"	101	7	6.93%	N/A
	"florida fishing"	74	6	8.11%	N/A
	[florida beaches]	59	5	8.47%	N/A
	florida honeymoons	43	3	6.98%	N/A
	beach wedding	55	2	3.64%	N/A
	florida weddings	20	2	10.00%	N/A
	florida resorts for couples	68	1	1.47%	N/A
	destination wedding	49	1	2.04%	N/A
	best places for destination weddings	28	1	3.57%	N/A
	best destination wedding resorts	14	1	7.14%	N/A
	florida beach weddings	5	1	20.00%	N/A
	[florida beach vacation]	2	1	50.00%	N/A
	Bing, Yahoo and AOL Search	Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/31	+hotel fl	28,287	379	1.34%	N/A
	+florida+vacation	7,807	292	3.74%	N/A
	+florida+fishing	16,570	283	1.71%	N/A

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



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

	+florida+resort	8,985	274	3.05%	N/A
	+resort fl	6,000	182	3.03%	N/A
	+florida +hotel	11,051	137	1.24%	N/A
	+fishing places fl	3,173	53	1.67%	N/A
	luxury +resort fl	1,788	52	2.91%	N/A
	+hotels near +florida	547	14	2.56%	N/A
	+florida +hotel deals	936	13	1.39%	N/A
	best hotel +resorts +florida	153	10	6.54%	N/A
	orlando +hotel +florida	557	7	1.26%	N/A
	+florida beach +resort	266	6	2.26%	N/A
	LGBT Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/31	gay cruise vacations	3,045	323	10.61%	N/A
	single lesbian vacations	1,150	146	12.70%	N/A
	best gay travel	1,530	137	8.95%	N/A
	vacations for single gay men	881	92	10.44%	N/A
	gay friendly travel	1,311	81	6.18%	N/A
	gay vacation resorts	793	60	7.57%	N/A
	gay vacation destinations	864	57	6.60%	N/A
	+gay +resorts	737	57	7.73%	N/A
	gay vacation packages	697	49	7.03%	N/A
	gay cruise vacations	562	49	8.72%	N/A
	gay vacation resorts	610	40	6.56%	N/A
	gay holiday	931	39	4.19%	N/A
	best vacations for gay couples	355	31	8.73%	N/A
	gay holiday resorts	451	27	5.99%	N/A
	lesbian friendly vacations	672	26	3.87%	N/A
	gay men vacations	470	21	4.47%	N/A
	gay vacations	302	21	6.95%	N/A
	lesbian vacation	270	20	7.41%	N/A
	best gay vacation spots	240	19	7.92%	N/A
	gay and lesbian vacations	414	18	4.35%	N/A
	gay vacation spots	258	18	6.98%	N/A
	best gay vacations for singles	247	18	7.29%	N/A
	gay vacations for singles	245	18	7.35%	N/A
	best gay vacation destinations	257	17	6.61%	N/A
	gay beach resorts	222	16	7.21%	N/A
	best gay resort	395	14	3.54%	N/A
	gay singles vacations	214	13	6.07%	N/A
	gay wedding locations	204	12	5.88%	N/A
	vacation lesbian	201	12	5.97%	N/A
	best gay beach vacations	161	12	7.45%	N/A
	gay men vacations	183	10	5.46%	N/A
	gay vacation	134	9	6.72%	N/A
	gay adventure travel	133	9	6.77%	N/A
	gay friendly vacation spots	81	9	11.11%	N/A
	gay marriage venues	227	7	3.08%	N/A
	gay and lesbian resorts	127	7	5.51%	N/A
	lesbian vacation spots	102	7	6.86%	N/A
	best gay vacation	100	6	6.00%	N/A
	gay beach vacations	49	5	10.20%	N/A
	gay vacation spots	45	5	11.11%	N/A
	gay vacations for singles	47	4	8.51%	N/A
	gay vacations for couples	155	3	1.94%	N/A
	gay only resort	96	3	3.13%	N/A
	Gay Vacations	51	2	3.92%	N/A
	gay singles vacation	32	2	6.25%	N/A
	gay vacation ideas	27	2	7.41%	N/A
	gay friendly vacation rentals	23	2	8.70%	N/A
	lesbian friendly vacation spots	22	2	9.09%	N/A
	+gay +vacations	21	2	9.52%	N/A
	gay winter vacations	11	2	18.18%	N/A
	lesbian family vacations	9	2	22.22%	N/A
	luxury gay travel	76	1	1.32%	N/A
	gay friendly vacations	62	1	1.61%	N/A
	gay singles vacation packages	26	1	3.85%	N/A
	gay family vacations	10	1	10.00%	N/A
JANUARY 2020					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
1/6-1/31	CNN.com Pre-Roll (Geo-Targeted to NY,CHI,BOS,PHL,DC) - Co-Op	315,852	5513	193.00%	84.00%
1/1-1/31	Pinterest.com (Wedding Promo)	675,553	4334	0.64%	N/A
1/6-1/31	Samsung Ads Re-Targeting (Digital Devices Connected to TV/OTT)	688,220	2240	0.33%	72.75%
1/6-1/31	Conversant - Scandanavia (Geo-Targeting Stockholm,Sweden)	1,737,246	1,263	0.07%	N/A
1/1-1/31	BrideClick	548,960	1082	0.20%	N/A
1/6-1/31	Conversant (Interactive Pre-Roll)	638,285	918	0.14%	74.91%
1/6-1/31	Conversant Interactive Banners (Geo-Targeted to NY,CHI,BOS,PHL,DC) - Co-Op	1,031,762	903	0.09%	N/A
1/17/20	WeddingWire.com (Facebook)	58,889	578	0.98%	N/A
1/6-1/31	SpotX Video Ads - Canada (Geo-Targeting Ontario)	545,139	556	0.10%	75.32%
1/22/20	Travel Spike Email (East of Mississippi) - Co-Op	327,816	529	0.16%	N/A
1/6-1/31	Adara (Targets users sesraching for airfares/hotels)	1,172,737	516	0.04%	N/A
1/6-1/31	SpotX Video Ads - Germany (Geo-Targeting Dusseldorf,Frankfurt,Stuttgart)	596,734	311	0.05%	64.08%
1/6-1/31	SpotX Video Ads - UK (Geo-Targeting London)	414,664	292	0.07%	68.58%
1/1-1/31	WeddingWire.com/TheKnot.com (Banners)	244,775	98	0.04%	N/A
	LGBT WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
1/1-1/31	Facebook - LGBT (Targeting w/ KW LGBT Video)	573,047	5,605	0.98%	N/A
1/1-1/31	Pride Media (Social Media Influencers Custom Videos)	1,732,787	3,581	0.21%	N/A

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



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

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



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

FEBRUARY 2020

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

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



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

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

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



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

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



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

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



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

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



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

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

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



DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
6/15-6/30	Tremor Video (Mobile/Tablet/Desktop)	4,309,379	33,219	0.77%	79.96%
6/15-6/30	ShermansTravel.com E-newsletter	650,000	6,535	1.01%	N/A
6/15-6/30	WeddingWire.com/TheKnot.com (XO Group)	181,035	4,741	2.62%	N/A
6/15-6/30	Conversant Interactive Banners - Spring Co-Op	6,296,392	1,929	0.03%	N/A
6/15-6/30	Pride Media Banners & Video	1,304,833	1,591	0.12%	N/A
6/15-6/30	Samba TV Re-Targeting (Digital Devices Connected to TV/OTT)	414,037	855	0.02%	88.41%
6/15-6/30	CNN.com Pre-Roll Video - Summer Co-Op (Miami, Ft.Lauderdale, W.Palm, Orlando, Tampa, Naples, Ft. Myers)	188,196	830	0.44%	87.13%
6/15-6/30	Adara (Targets users sesraching for airfares/hotels)	816,875	820	0.10%	N/A
6/15-6/30	CNN.com Pre-Roll Video - Spring Co-Op (Geo:Florida, ATL, CLT, Dallas, Nashville)	224,626	817	0.36%	87.88%
6/15-6/30	Samsung Ads Re-Targeting (Digital Devices Connected to TV/OTT)	450,651	793	0.33%	81.06%
6/15-6/30	CNN.com Pre-Roll Video - Southeast + Texas Co-Op (Geo:Florida, ATL, CLT, Dallas, Nashville)	210,846	753	0.36%	88.41%
6/15-6/30	Conversant (Desktop,Smartphone,Tablet)	350,000	300	0.09%	70.00%
6/15-6/30	BrideClick	68,533	216	0.32%	N/A
6/15-6/30	Conversant Interactive Banners - Summer Co-Op	531,223	168	0.03%	N/A
6/15-6/30	OutsideOnline.com	124,829	161	0.13%	N/A
6/15-6/30	SaltwaterSportsman.com Banners	9,693	31	0.32%	N/A
6/23/20	CurveMagazine.com Banners	20,306	26	0.13%	N/A
6/24/20	Saltwater Sportsman Custom Newsletter	12,582	22	0.17%	N/A
LGBT WEBSITE		Impressions	Clicks/Engagements	Click-through %	VCR
6/15-6/30	Facebook - LGBT (Targeting w/ KW LGBT Video)	409,764	12,243	2.99%	N/A
6/15-6/30	Q Digital (GayCities.com/Queerty.com)	721,679	739	0.10%	N/A
6/15-6/30	Gay Ad Network	135,620	196	0.14%	N/A
MOBILE		Impressions	Clicks/Engagements	Click-through %	VCR
6/15-6/30	Facebook/Instagram Video (General KW Branding)	1,423,147	14,792	1.04%	N/A
6/15-6/30	Facebook/Instagram.com (Weddings/Honeymoons)	359,948	3,719	1.03%	N/A
Google Ad Words		Impressions	Clicks/Engagements	Click-through %	VCR
6/1-6/30	"romantic getaways in florida"	5804	435	7.49%	N/A
	[Florida Hotels]	2888	169	5.85%	N/A
	[Hotels On The Beach In Florida]	4412	162	3.67%	N/A
	"top honeymoon destinations"	2700	148	5.48%	N/A
	[Florida Resorts]	2385	138	5.79%	N/A
	[florida honeymoons]	935	112	11.98%	N/A
	[beach vacations]	2720	103	3.79%	N/A
	[honeymoon resorts in florida]	705	101	14.33%	N/A
	[Florida Getaways]	1418	74	5.22%	N/A
	[Florida Beach Resorts]	1436	64	4.46%	N/A
	"couples retreat florida"	653	56	8.58%	N/A
	[Best Florida Resorts]	1258	47	3.74%	N/A
	[Best Florida Hotels]	1054	47	4.46%	N/A
	[Best Honeymoons]	820	47	5.73%	N/A
	[Florida Destinations]	757	39	5.15%	N/A
	[Florida Vacations]	634	39	6.15%	N/A
	[deep sea fishing florida]	597	37	6.20%	N/A
	[Florida Beach Vacations]	760	36	4.74%	N/A
	[florida scuba diving]	381	31	8.14%	N/A
	[Vacation In Florida]	594	28	4.71%	N/A
	[florida fishing]	553	24	4.34%	N/A
	[florida honeymoon ideas]	234	24	10.26%	N/A
	[Florida Trips]	370	23	6.22%	N/A
	[miami fishing charters]	670	22	3.28%	N/A
	[Things To Do In Florida]	470	21	4.47%	N/A
	[Florida Vacation Packages]	234	19	8.12%	N/A
	[Best Florida Beach Resorts]	664	18	2.71%	N/A
	[Luxury Resorts In Florida]	445	18	4.04%	N/A
	[florida fishing trip]	180	18	10.00%	N/A
	[Resorts In Florida]	286	17	5.94%	N/A
	[Florida Hotel Deals]	447	16	3.58%	N/A
	[fishing charters florida]	224	16	7.14%	N/A
	[florida beach vacation]	441	14	3.17%	N/A
	[florida beach vacation packages]	240	14	5.83%	N/A
	[Florida Resort Deals]	249	13	5.22%	N/A
	[camping in florida]	146	13	8.90%	N/A
	[florida fishing trip packages]	43	10	23.26%	N/A
	[fishing vacations]	136	9	6.62%	N/A
	[destination wedding packages]	200	7	3.50%	N/A
	[beach wedding]	121	7	5.79%	N/A
	[Florida Resorts]	91	6	6.59%	N/A
	[Places To Stay In Florida]	139	4	2.88%	N/A
	[Florida Vacation Deals]	47	4	8.51%	N/A
	[wedding resort]	29	4	13.79%	N/A
	[Best Resorts In Florida]	177	3	1.69%	N/A
	[florida beach wedding]	114	3	2.63%	N/A
	[beach wedding packages]	90	3	3.33%	N/A
	[beach wedding locations]	40	2	5.00%	N/A
	[Beach Resorts Florida]	16	2	12.50%	N/A
	"florida diving"	61	1	1.64%	N/A
	[best destination weddings]	58	1	1.72%	N/A
	[Florida Beach Vacations]	40	1	2.50%	N/A
	[best florida camping]	39	1	2.56%	N/A
	[best destination wedding resorts]	14	1	7.14%	N/A
	[florida wedding]	9	1	11.11%	N/A
	[beach themed wedding]	4	1	25.00%	N/A
	[rv resorts in florida]	3	1	33.33%	N/A
	[florida camping]	1	1	100.00%	N/A
Bing, Yahoo and AOL Search		Impressions	Clicks/Engagements	Click-through %	VCR

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

6/1-6/30	+florida+fishing	10813	119	0.7%	N/A
	+resort fl	7835	122	1.5%	N/A
	florida vacation	6586	194	2.9%	N/A
	luxury +resort fl	5215	94	1.8%	N/A
	florida resort	3179	88	11.4%	N/A
	+florida +hotel	2638	61	2.0%	N/A
	+florida beach +resort	1897	36	1.9%	N/A
	+florida +hotel deals	1721	31	1.8%	N/A
	beach resorts	593	13	1.7%	N/A
	deep sea fishing	559	13	2.3%	N/A
	fly fishing	476	4	0.4%	N/A
	beach hotels	327	7	2.1%	N/A
	florida vacations	233	22	9.4%	N/A
	beach vacations	207	7	3.4%	N/A
	florida beach hotels	199	7	3.5%	N/A
	luxury hotels	176	2	1.1%	N/A
	fishing trips	148	4	2.7%	N/A
	florida hotels	134	16	11.9%	N/A
	florida beach resorts	130	5	3.9%	N/A
	best resorts florida	115	10	8.7%	N/A
	hotel in florida	68	9	13.2%	N/A
	florida beach vacation	68	6	8.8%	N/A
	resort florida	64	11	17.2%	N/A
	hotel florida	20	2	10.0%	N/A
	+Florida +fishing +charter	8	2	25.0%	N/A
	LGBT Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
6/1-6/30	[lesbian wedding]	983	6	0.61%	N/A
	[gay cruises]	457	61	13.35%	N/A
	[best gay friendly countries]	345	32	9.28%	N/A
	[gay resorts]	204	19	9.31%	N/A
	[best gay cities]	195	9	4.62%	N/A
	[gay florida]	173	8	4.62%	N/A
	[gay wedding ideas]	166	1	0.60%	N/A
	[gay florida beaches]	130	14	10.77%	N/A
	[gay travel]	117	9	7.69%	N/A
	[lesbian cruises]	116	17	14.66%	N/A
	[gay weddings]	114	2	1.75%	N/A
	[gay miami beach]	108	4	3.70%	N/A
	[lesbian wedding ideas]	96	2	2.08%	N/A
	[gay travel destinations]	92	4	4.35%	N/A
	[gay resorts]	78	4	5.13%	N/A
	[gay cruises 2020]	73	7	9.59%	N/A
	[gay hotels]	64	3	4.69%	N/A
	[gay hotel]	60	4	6.67%	N/A
	[gay vacation]	58	5	8.62%	N/A
	[lgbt cruises]	55	8	14.55%	N/A
	[lesbian vacations]	53	2	3.77%	N/A
	[gay singles vacations]	39	5	12.82%	N/A
	[best gay vacation destinations]	39	7	17.95%	N/A
	[gay wedding venues]	34	4	11.76%	N/A
	[gay honeymoon destinations]	33	1	3.03%	N/A
	[lgbtq wedding]	33	2	6.06%	N/A
	[lgbt travel]	32	2	6.25%	N/A
	[gay friendly resorts]	31	1	3.23%	N/A
	[gay group travel]	30	2	6.67%	N/A
	[lesbian travel]	29	5	17.24%	N/A
	[lesbian resorts]	27	4	14.81%	N/A
	[lgbtq travel]	26	2	7.69%	N/A
	[gay vacation spots]	25	4	16.00%	N/A
	[gay vacation destinations]	23	3	13.04%	N/A
	[gay destination weddings]	22	4	18.18%	N/A
	[gay single cruises]	22	5	22.73%	N/A
	[gay travel guide]	21	1	4.76%	N/A
	[gay friendly islands]	21	2	9.52%	N/A
	[gay cruise vacations]	21	3	14.29%	N/A
	[best gay resort]	17	3	17.65%	N/A
	[gay couples retreat]	17	4	23.53%	N/A
	[gay destinations]	16	1	6.25%	N/A
	[gay all inclusive]	16	4	25.00%	N/A
	[gay vacation resorts]	16	5	31.25%	N/A
	[best gay resorts]	15	1	6.67%	N/A
	[gay honeymoons]	14	1	7.14%	N/A
	[lesbian friendly resorts]	13	3	23.08%	N/A
	[gay friendly vacations]	12	1	8.33%	N/A
	[gay vacation packages]	11	3	27.27%	N/A
	[gay beach resorts]	9	1	11.11%	N/A
	[gay men vacations]	7	1	14.29%	N/A
	[lesbian all inclusive]	6	1	16.67%	N/A
	[gay travel packages]	5	1	20.00%	N/A
	[gay beach resorts]	5	2	40.00%	N/A
	[gay single vacations]	4	1	25.00%	N/A
	[gay and lesbian resorts]	2	2	100.00%	N/A

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



Holidays/Events	*Halloween (10/31)		* X-Mas (12/25)		* New Year's Day (1/1)		* Pres Day (2/17)		* Easter (4/12)		* Memorial Day (5/25)		* Mini-Lobster Season (7/29-7/30)		* Ind Day (7/4) *Lobster Season (8/6-3/31)		* Labor Day (9/7)	
	*Columbus Day (10/14)	*Art Basel (12/5-12/8)	*Thanksgiving Day (11/28)	*MLK Day (1/20)														
Public Schools Vacation Calendars	Miami-Dade County Public Schools:	Winter Break:	12/23-1/5		Spring Break:	3/23-3/29		Summer Break:	6/4-8/16									
	Broward County Public Schools:		12/23-1/6			3/20-3/29			6/3-8/12									
	Palm Beach County Public Schools:		12/23-1/6						6/1-8/11									
	Martin County Public Schools:		12/23-1/5						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						
DIGITAL CO-OP PROGRAMS:																			
FLORIDA SUMMER CO-OP PROGRAM (includes all elements below):																			
(Geo-Targeted: Miami-Ft. Lauderdale, W. Palm, Naples-FL, Myers, Orlando, Tampa-St. Pete.; A35-64 \$100k+ Florida Travel Intenders)																			
• CNN.com - Pre-Roll Video	592,593																	1	\$18,240
• Conversant - HTML5 Interactive Banners (728 x 90, 300 x 250 & 160 x 600, 320 x 480, 1024 x 768). Behaviorally targeted to FL Travel Intenders A35-64 \$100k+	2,500,000																	1	\$17,114
SUMMER DIGITAL CO-OP Geo FL, ATL, DFW, CLT																			
X X X X X X 6/15-6/30 X X X 7/24-8/16 Delayed flight start date from 5/4 to begin 6/15. Paused again 6/30. Resumed 7/24																			
X X X X X X 6/15-6/30 X X X 7/24-8/16 Delayed flight start date from 5/4 to begin 6/15. Paused again 6/30. Resumed 7/24																			
Closed at 5 co-op part. @\$775 ea. = \$3,875 to be collected																			
																		Less Co-op To Be Collected: (\$49,327)	
																		DIGITAL CO-OP-TOTAL: \$203,084	
DIGITAL:																			
Digital-Social Media Sponsored Ads:																			
• Facebook/Instagram Video (General Key West Branding)	:15 Video/Image/Copy																		\$44,255
10/1-3/15																			
GEO FL, ATL, DFW, CLT																			
Paused 3/16. Resumed on 6/15-6/30																			
Campaign ended for the year on 6/30.																			
• Facebook/Instagram Video Promoting Newark & LGA Flights	:15 Video																		\$7,533
11/1-3/15																			
Cancelled 3/16-6/28. Campaign ended 3/16.																			
• Facebook/Instagram Video Promoting Chicago Direct Flights	:15 Video																		\$7,604
11/1-3/15																			
Cancelled 3/16-6/28. Campaign ended 3/16.																			
• Facebook/Instagram Video Promoting Philadelphia Direct Flights	:15 Video																		\$6,382
1/6-3/15																			
Cancelled 3/16-6/28. Campaign ended 3/16.																			
• Facebook/Instagram Video Promoting Dallas Direct Flights	:15 Video																		\$6,314
10/1-3/15																			
Cancelled 3/16-6/14. Campaign ended 3/16.																			
Dallas. \$7,365 left. Paused 3/16-6/14																			
• Facebook/Instagram Video Promoting Boston Direct Flights	:15 Video																		\$6,640
2/1-3/15																			
Cancelled 3/16-3/29 \$2,157																			
Digital - Honeymoons/Weddings:																			
• Facebook/Instagram.com Sponsored Ads promoting weddings	Image/Copy																		\$15,839
10/1-3/15																			
Paused 3/16. Resumed on 6/15-6/30																			
Campaign ended for the year on 6/30.																			
• Pinterest.com Sponsored Ads promoting weddings	Image/Copy																		\$17,100
12/2-2/23																			
• WeddingWire/TheKnot.com.com Native Content, 300 x 250, 320 x 50, 300 x 600	N/A																		\$153,900
11/1-3/15																			
\$48,890 left. Paused 3/16-6/14																			
Resumed on 6/15. Paused again 6/30. Resume on 7/24.																			
• BrideClick - Custom Blogger Social Program (5-6 bridal bloggers post on their social channels); Run of Network Banners: 728 x 90, 300 x 250, 300 x 600, 970 x 250, 320 x 50, 300 x 50, 1138 x 640 to programatically run on wedding websites; :15 video; native content; sponsored blog posts (images/copy to be supplied)	N/A																		\$57,000
11/1-3/15																			
\$17,636 left. Paused 3/16-6/14																			
Resumed on 6/15. Paused again 6/30. Resume on 7/24.																			
Digital - Native Content:																			
• Nativo (MNI) - Promoted Native Content Ads across the web promoting article on Key West	800,000																		\$22,800
December																			
• CNTraveler.com Native content story promoted via social media	250,000																		\$34,200
10/21-12/15																			
• NationalGeographic.com Travel/Adventure ROS	:15 Pre-roll + Native content story 728 x 90, 300 x 250, 320 x 50	433,333																	\$10,944
1/6-3/15																			
• OutsideOnline.com Native content story promoting Key West	435,000																		\$17,100
2/3-3/15																			
Outside Online \$5,905 left. Paused 3/16-5/3																			
Resumed on 6/15. Paused again 6/30. Campaign on hold until mid-august thd																			
• SportFishing.com/SaltwaterSportsman.com Custom FB Post	296,000																		\$14,250
2/1-2/28																			

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

Big Pine Key & The Lower Keys Marathon Islamorada Key Largo

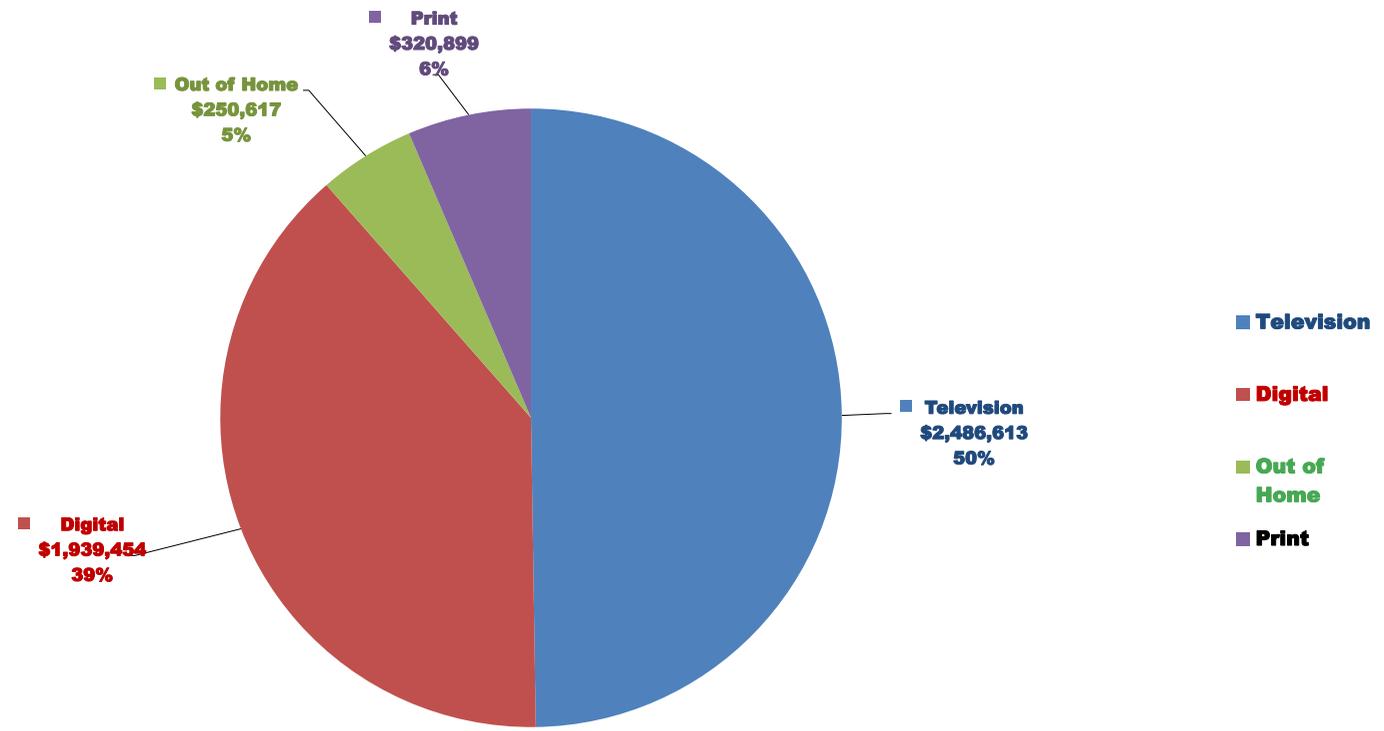
FY 2020 MEDIA PLAN

Tinsley
FULL SERVICE
ADVERTISING

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

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



TOTAL MEDIA EXPENDITURE TO DATE: \$4,997,583

G.2 FYI – COVID-19 County Messaging

English & Spanish PSA

ENGLISH LANGUAGE (Television):

July 15-September 27

Broadcast Television (Miami/Ft. Lauderdale DMA):	\$60,000
Cable Television (Monroe County only):	\$7,000
Visitor Television (Monroe County only):	\$4,722
TOTAL:	\$71,722

SPANISH LANGUAGE (Television & Radio):

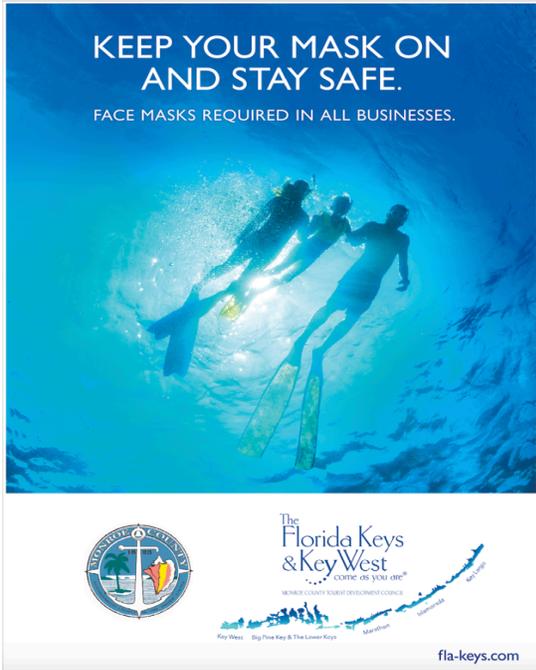
July 15-September 27

Miami/Ft. Lauderdale DMA	
Spanish Language Television:	\$50,000
Spanish Language Radio:	\$40,000
TOTAL:	\$90,000

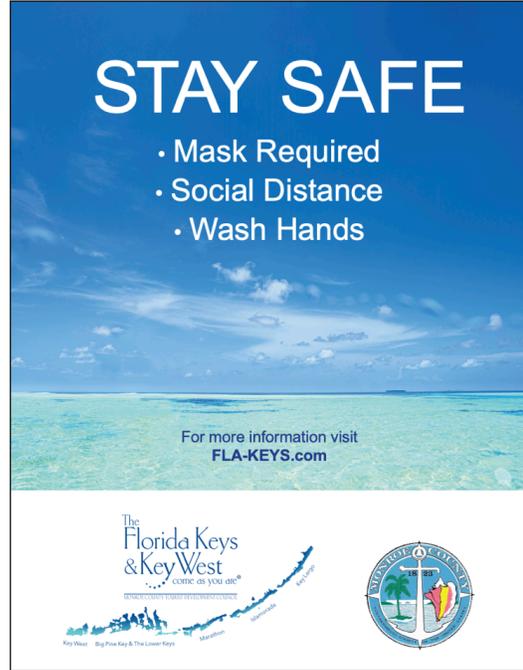
GRAND TOTAL: \$161,722



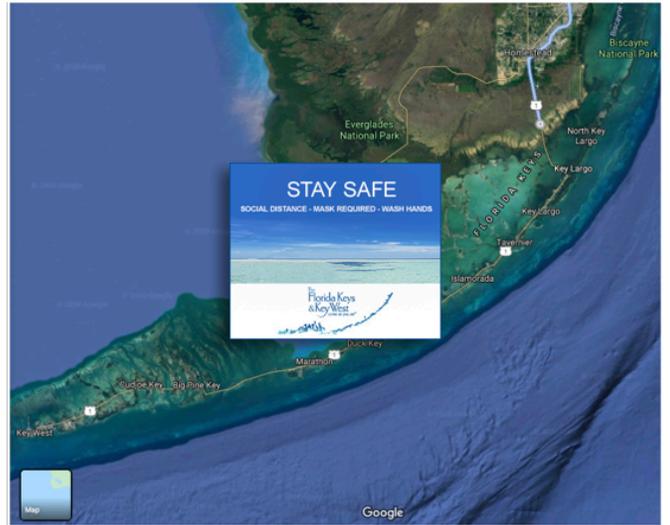
Out-of-Home
 Monroe County Bus Shelters



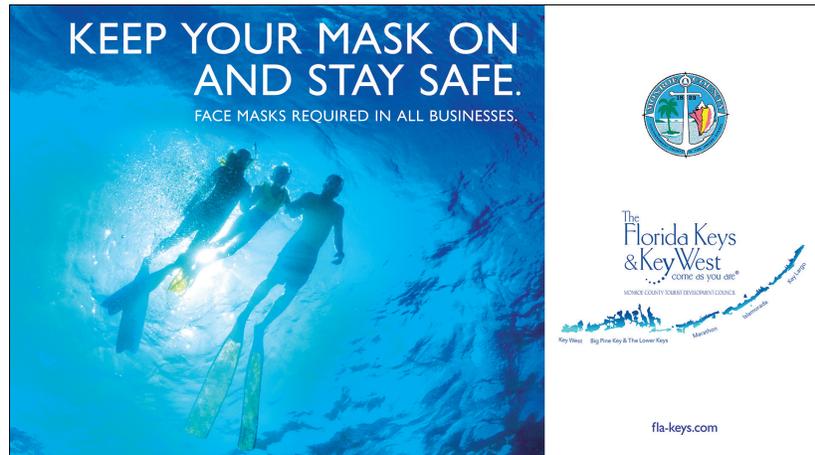
Collateral
 Hotelier Signage



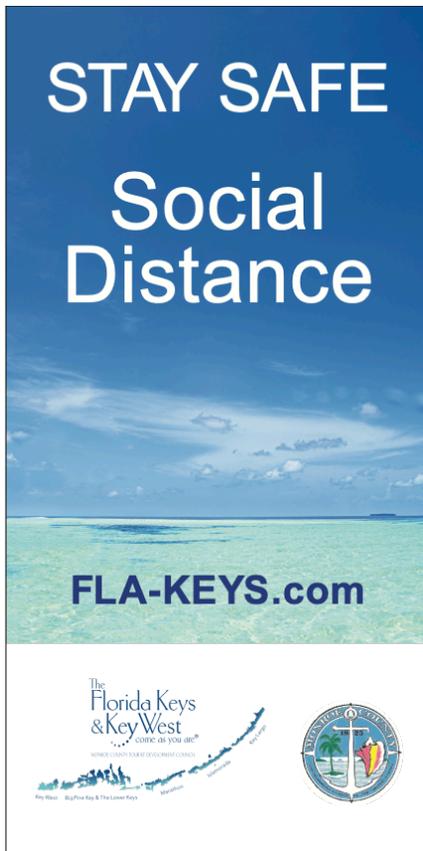
In-Market Mobile Banners
 GroundTruth Media



Collateral
Key West Airport Signage



Power Pole Banners



Out-of-Home
Clear Channel (Florida City)



Keep your mask on
and stay safe.

The
Florida Keys
& Key West
come as you are®

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

fla-keys.com

WELCOME BACK
MASKS REQUIRED



The
Florida Keys
& Key West
come as you are®

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

fla-keys.com

Out-of-Home
Clear Channel (Florida City) - PSA

STAY SAFE
MASKS REQUIRED - SOCIAL DISTANCE - WASH HANDS

For more information visit FLA-KEYS.COM

The
Florida Keys
& Key West
come as you are®

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

Cable Television

Comcast – Channel 5 & Key TV – Channel 24

“COVID-19 PSA”



Visit Link to View Video

<https://www.dropbox.com/sh/3t923khq4bxn02v/AAAYzTz4WNHV7IepyIZoQ3jsa?dl=0>

Smith Travel Research

Monthly District & Tier Overview Report

For the month of: June 2020



H.1

	Current Month - June 2020 vs June 2019									Year to Date - June 2020 vs June 2019								
	Occ %		ADR		RevPAR		Percent Change from June 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	53.9	82.0	254.60	236.53	137.14	193.93	-34.3	7.6	-29.3	59.5	82.9	322.68	303.06	192.09	251.35	-28.2	6.5	-23.6
Florida Keys Luxury	55.2	81.1	436.08	370.75	240.58	300.77	-32.0	17.6	-20.0	63.4	79.9	497.12	465.73	315.28	372.27	-20.7	6.7	-15.3
Florida Keys Upscale	46.9	80.7	303.11	293.03	142.13	236.52	-41.9	3.4	-39.9	59.9	84.5	415.55	392.28	248.97	331.39	-29.1	5.9	-24.9
Florida Keys Midprice	50.2	78.7	252.92	232.86	126.93	183.34	-36.3	8.6	-30.8	56.5	77.6	315.48	296.25	178.31	229.99	-27.2	6.5	-22.5
Florida Keys Economy	60.2	86.5	173.62	187.02	104.60	161.77	-30.3	-7.2	-35.3	60.5	90.8	258.28	243.23	156.31	220.74	-33.3	6.2	-29.2
Florida Keys Budget	56.4	82.8	200.65	193.46	113.20	160.17	-31.9	3.7	-29.3	59.4	83.1	262.67	244.07	156.12	202.75	-28.5	7.6	-23.0
Key West	50.8	87.3	231.04	238.81	117.44	208.42	-41.8	-3.3	-43.7	69.0	90.4	351.19	318.33	242.25	287.84	-23.7	10.3	-15.8
Key West Luxury	49.1	86.2	358.29	359.20	175.87	309.63	-43.1	-0.3	-43.2	71.8	89.4	515.39	467.87	370.05	418.17	-19.7	10.2	-11.5
Key West Upscale	48.9	84.2	291.12	292.73	142.35	246.36	-41.9	-0.6	-42.2	65.5	87.7	422.43	395.74	276.52	346.92	-25.3	6.7	-20.3
Key West Midprice	45.1	85.3	213.05	222.83	96.08	190.12	-47.1	-4.4	-49.5	63.9	88.0	318.64	291.27	203.67	256.32	-27.4	9.4	-20.5
Key West Economy	58.6	89.1	157.68	180.66	92.42	161.02	-34.2	-12.7	-42.6	64.4	93.6	258.37	240.87	166.30	225.36	-31.2	7.3	-26.2
Key West Small Properties	44%	87%	211.78	212.76	0.00	186.15	-50.3	-0.5	-100.0	77.0%	90.8%	338.19	288.06	260.32	261.61	-15.2	17.4	-0.5
Middle-Upper Florida Keys	56.4	76.3	272.64	233.73	153.90	178.33	-26.0	16.6	-13.7	51.7	74.8	291.10	282.90	150.47	211.51	-30.9	2.9	-28.9
Middle-Upper Florida Keys Luxury	61.1	75.6	496.97	385.06	303.62	291.15	-19.2	29.1	4.3	55.6	69.7	475.12	462.74	264.19	322.40	-20.2	2.7	-18.1
Middle-Upper Florida Keys Upscale																		
Middle-Upper Florida Keys Midprice	55.0	72.4	283.97	244.23	156.24	176.82	-24.0	16.3	-11.6	50.1	67.0	312.00	302.97	156.38	202.91	-25.2	3.0	-22.9
Middle-Upper Florida Keys Economy																		
Middle-Upper Florida Keys Budget	57.2	78.5	207.54	189.12	118.72	148.55	-27.2	9.7	-20.1	52.2	77.7	235.21	225.87	122.86	175.50	-32.8	4.1	-30.0
Key Largo	53.6%	74.7%	241.05	227.02	129.13	169.49	-28.3	6.2	-23.8	50.3%	74.2%	281.36	273.07	141.64	202.75	-32.2	3.0	-30.1
Marathon	55.4%	78.8%	263.30	233.24	145.75	183.71	-29.7	12.9	-20.7	55.3%	75.9%	282.59	281.98	156.18	213.90	-27.2	0.2	-27.0
Islamorada	61.8%	74.7%	291.99	253.56	180.38	189.49	-17.3	15.2	-4.8	50.2%	72.7%	316.50	311.31	158.94	226.17	-30.9	1.7	-29.7

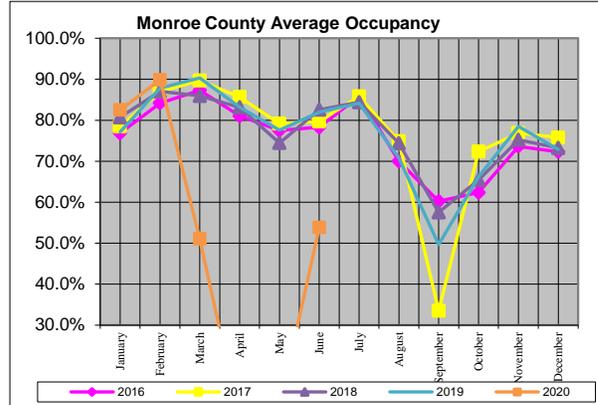
Source 2020 Smith Travel Research, Inc./STR Global, Ltd.

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.

* Some data missing due to closures as a result of Covid-19

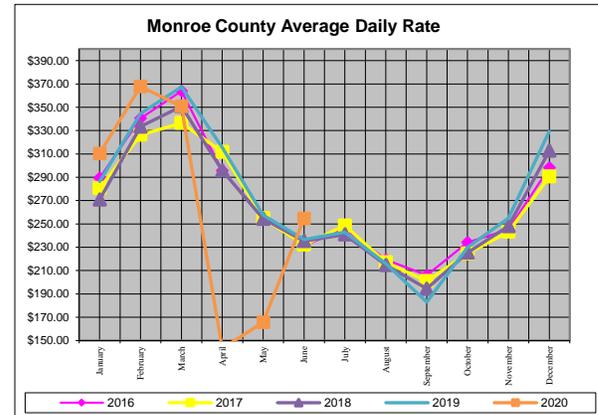
OCCUPANCY RATE

	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%	83.2%	7.0%	-91.6%
May	77.5%	79.2%	74.4%	77.6%	10.0%	-87.1%
June	78.3%	79.7%	82.6%	82.0%	53.9%	-34.3%
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%	59.5%	-28.2%



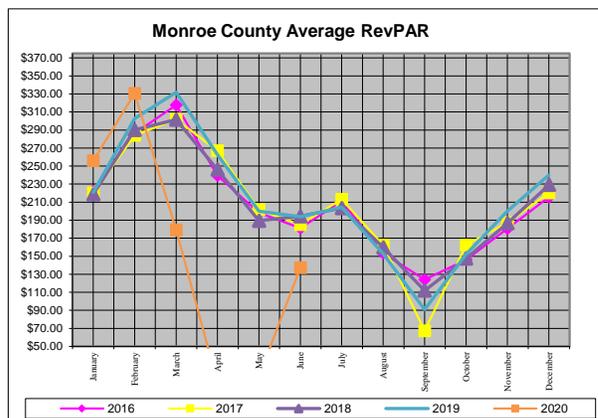
AVERAGE DAILY RATE

	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	\$315.58	\$143.16	-54.6%
May	\$255.89	\$254.83	\$254.42	\$257.66	\$165.63	-35.7%
June	\$231.36	\$232.15	\$235.27	\$236.53	\$254.60	7.6%
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	\$322.68	6.5%



RevPAR

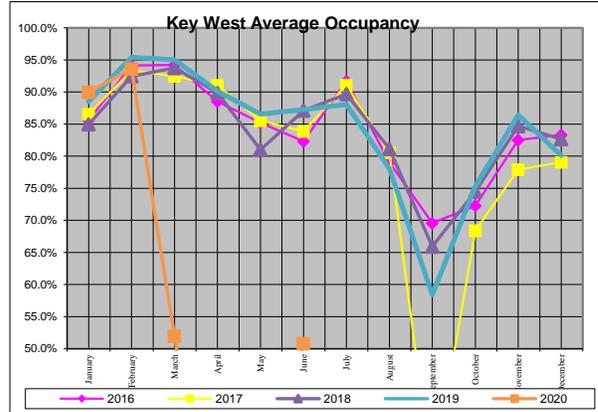
	2016	2017	2018	2019	2020	% Chg
January	\$222.29	\$220.03	\$218.63	\$220.77	\$256.00	16.0%
February	\$286.50	\$283.91	\$290.16	\$302.80	\$330.62	9.2%
March	\$317.67	\$301.77	\$301.51	\$331.86	\$179.22	-46.0%
April	\$239.57	\$266.96	\$245.98	\$262.62	\$9.99	-96.2%
May	\$198.30	\$201.72	\$189.36	\$199.83	\$16.62	-91.7%
June	\$181.12	\$185.04	\$194.26	\$193.93	\$137.14	-29.3%
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	\$192.09	-23.6%



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.

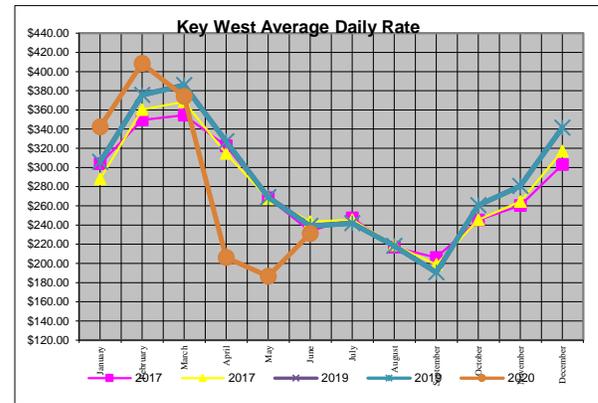
OCCUPANCY RATE

	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%	9.6%	-89.3%
May	85.2%	85.5%	81.0%	86.5%	14.7%	-83.0%
June	82.3%	83.9%	87.1%	87.3%	50.8%	-41.8%
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%	69.0%	-23.7%



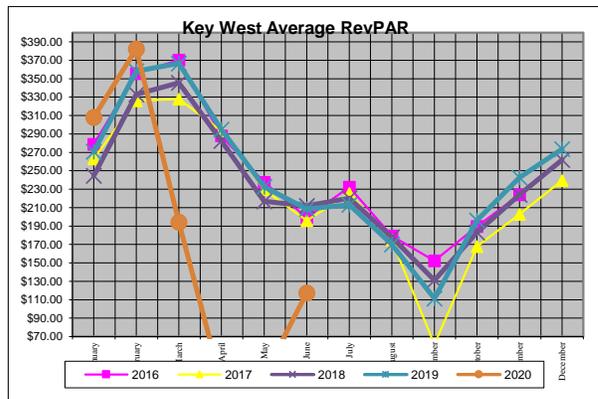
AVERAGE DAILY RATE

	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	\$327.29	\$206.10	-37.0%
May	\$268.25	\$267.51	\$268.99	\$268.85	\$186.62	-30.6%
June	\$233.48	\$243.38	\$238.99	\$238.81	\$231.04	-3.3%
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	\$351.19	10.3%



RevPAR

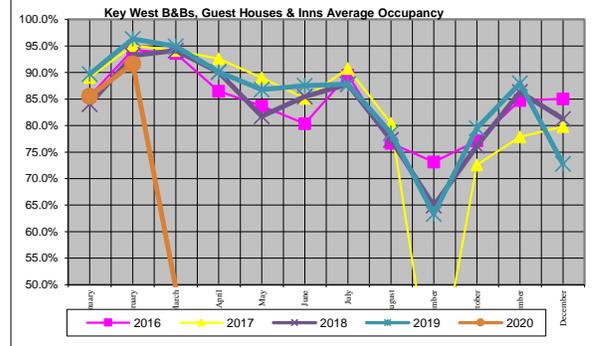
	2016	2017	2018	2019	2020	% Chg
January	\$278.65	\$263.06	\$244.72	\$270.78	\$307.99	13.7%
February	\$355.57	\$326.08	\$332.94	\$358.09	\$382.40	6.8%
March	\$370.39	\$327.89	\$345.53	\$366.63	\$194.30	-47.0%
April	\$287.84	\$293.52	\$282.59	\$294.95	\$19.79	-93.3%
May	\$237.58	\$229.47	\$216.71	\$232.66	\$27.46	-88.2%
June	\$199.32	\$195.87	\$212.01	\$208.42	\$117.44	-43.7%
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	\$242.25	-15.8%



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.

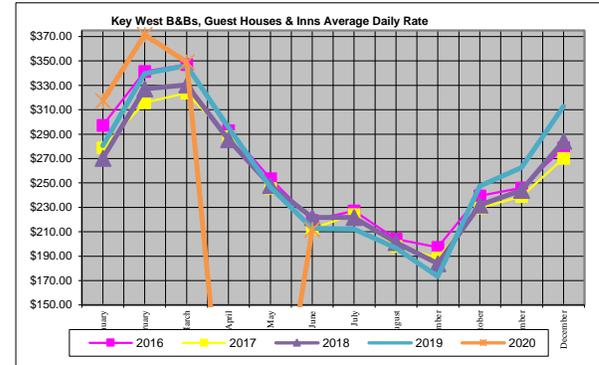
OCCUPANCY RATE

	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%	0.0%	-100.0%
May	83.7%	89.0%	81.7%	86.8%	0.0%	-100.0%
June	80.3%	85.1%	85.5%	87.5%	43.9%	-49.8%
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%	77.0%	-15.2%



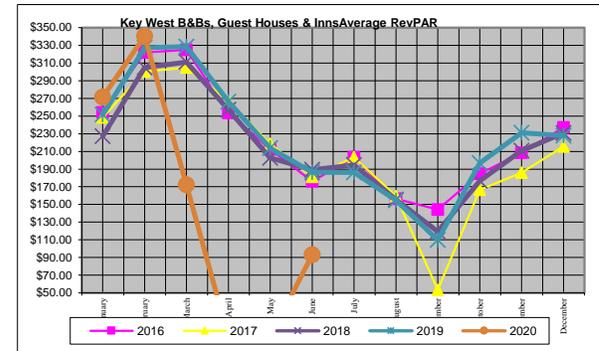
AVERAGE DAILY RATE

	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	\$295.60	\$0.00	-100.0%
May	\$253.47	\$245.47	\$247.89	\$246.35	\$0.00	-100.0%
June	\$219.34	\$212.64	\$221.63	\$212.76	\$211.78	-0.5%
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	\$338.19	17.4%



RevPAR

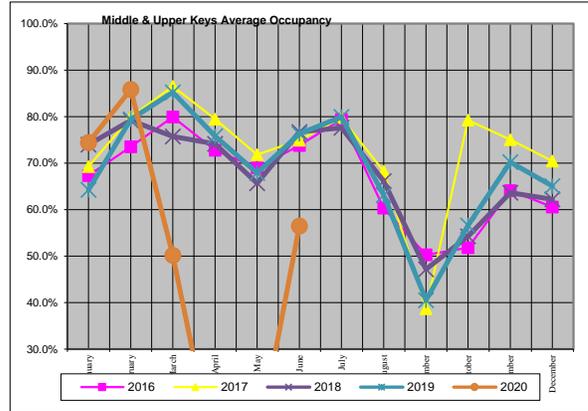
	2016	2017	2018	2019	2020	% Chg
January	\$254.06	\$248.39	\$227.04	\$251.70	\$271.47	7.9%
February	\$321.92	\$300.41	\$304.91	\$327.17	\$340.45	4.1%
March	\$324.84	\$304.72	\$310.99	\$328.54	\$172.11	-47.6%
April	\$253.32	\$266.51	\$257.08	\$266.37	\$0.00	-100.0%
May	\$212.12	\$218.44	\$202.64	\$213.80	\$0.00	-100.0%
June	\$176.20	\$181.05	\$189.40	\$186.15	\$93.03	-50.0%
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	\$260.32	-0.5%



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

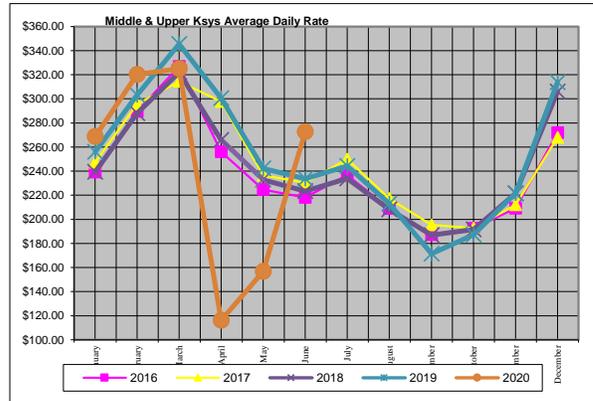
OCCUPANCY RATE

	2016	2017	2018	2019	2020	% Chg
January	67.3%	69.3%	74.0%	64.2%	74.4%	15.9%
February	73.5%	79.9%	79.2%	79.4%	85.8%	8.1%
March	79.9%	86.5%	75.7%	85.2%	50.2%	-41.1%
April	72.8%	79.4%	74.1%	75.8%	6.2%	-91.8%
May	69.0%	71.8%	65.7%	67.9%	8.9%	-87.0%
June	73.8%	74.9%	76.7%	76.3%	56.4%	-26.0%
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%	51.7%	-30.9%



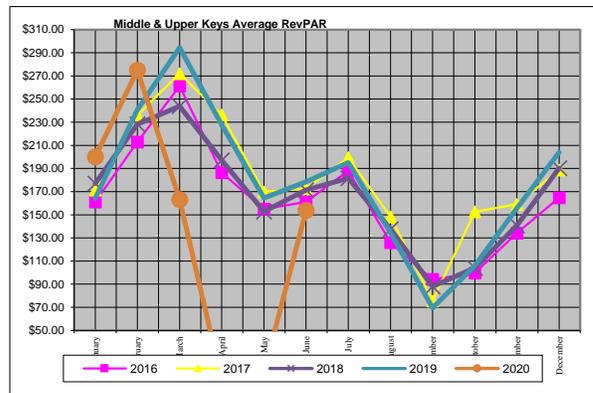
AVERAGE DAILY RATE

	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	\$300.58	\$116.13	-61.4%
May	\$224.70	\$236.49	\$232.88	\$242.31	\$156.81	-35.3%
June	\$218.19	\$230.44	\$223.33	\$233.73	\$272.64	16.6%
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	\$291.10	2.9%



RevPAR

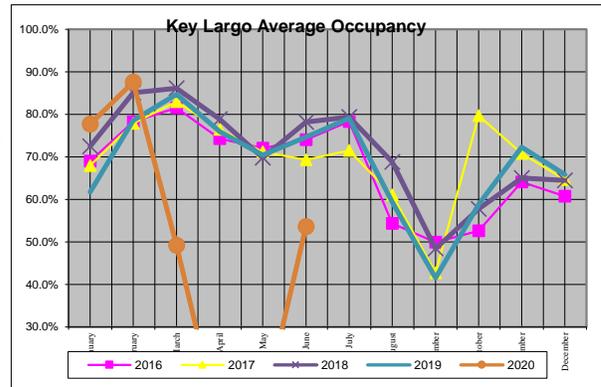
	2016	2017	2018	2019	2020	% Chg
January	\$161.12	\$171.35	\$177.05	\$164.39	\$200.04	21.7%
February	\$212.90	\$236.01	\$228.18	\$240.77	\$274.90	14.2%
March	\$261.25	\$272.09	\$243.85	\$294.44	\$163.12	-44.6%
April	\$186.38	\$236.47	\$197.19	\$227.82	\$7.25	-96.8%
May	\$154.99	\$169.87	\$152.90	\$164.50	\$13.89	-91.6%
June	\$161.05	\$172.62	\$171.26	\$178.33	\$153.90	-13.7%
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	\$150.47	-28.9%



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.

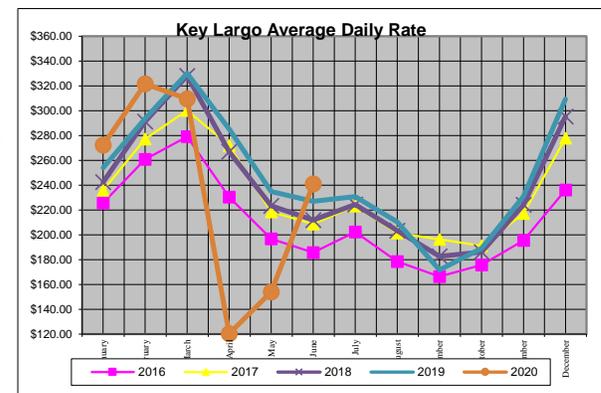
OCCUPANCY RATE

	2016	2017	2018	2019	2020	% Chg
January	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%	75.9%	6.7%	-91.2%
May	72.0%	71.2%	69.8%	70.4%	10.1%	-85.6%
June	74.0%	69.3%	78.2%	74.7%	53.6%	-28.3%
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%	50.3%	-32.2%



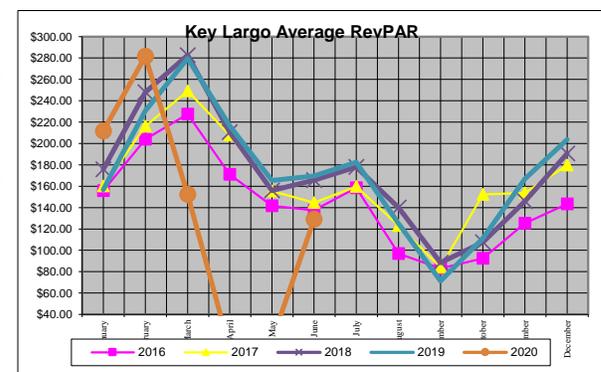
AVERAGE DAILY RATE

	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	\$285.23	\$120.30	-57.8%
May	\$196.73	\$218.39	\$223.40	\$234.80	\$154.09	-34.4%
June	\$185.61	\$208.73	\$211.83	\$227.02	\$241.05	6.2%
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	\$281.36	3.0%



RevPAR

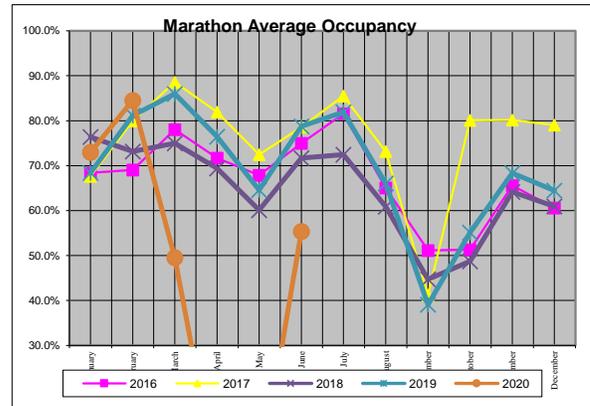
	2016	2017	2018	2019	2020	% Chg
January	\$155.82	\$160.20	\$175.80	\$156.71	\$211.55	35.0%
February	\$204.03	\$216.00	\$247.85	\$230.69	\$281.67	22.1%
March	\$227.49	\$249.19	\$282.64	\$279.65	\$152.37	-45.5%
April	\$171.14	\$207.85	\$210.64	\$216.58	\$8.01	-96.3%
May	\$141.67	\$155.47	\$155.90	\$165.31	\$15.62	-90.6%
June	\$137.38	\$144.69	\$165.69	\$169.49	\$129.13	-23.8%
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	\$141.64	-30.1%



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

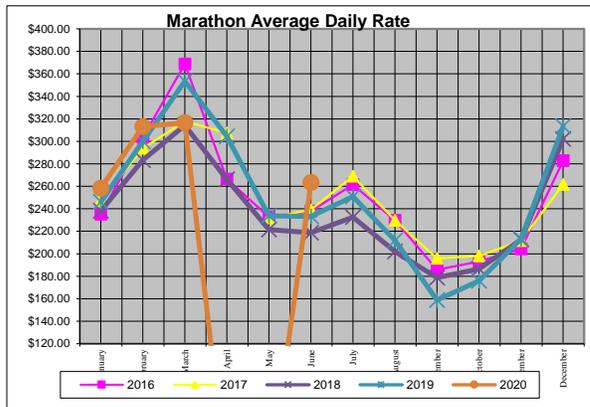
OCCUPANCY RATE

	2016	2017	2018	2019	2020	% Chg
January	68.4%	67.6%	76.4%	68.4%	73.0%	6.7%
February	69.1%	80.0%	73.2%	81.2%	84.5%	4.1%
March	78.0%	88.6%	75.0%	86.0%	49.5%	-42.4%
April	71.7%	81.9%	69.4%	76.5%	0.0%	-100.0%
May	67.9%	72.4%	60.1%	64.6%	0.0%	-100.0%
June	75.0%	78.6%	71.7%	78.8%	55.4%	-29.7%
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%	55.3%	-27.1%



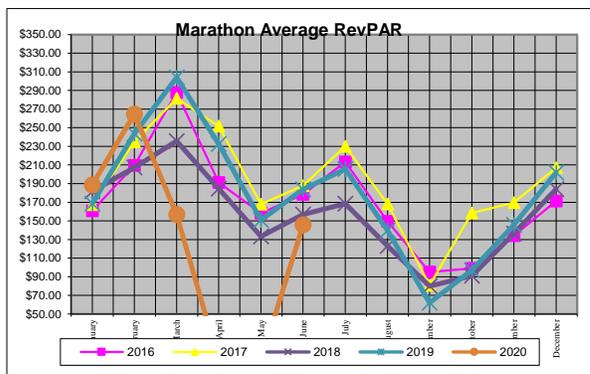
AVERAGE DAILY RATE

	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	\$304.34	\$0.00	-100.0%
May	\$232.89	\$231.91	\$221.42	\$233.69	\$0.00	-100.0%
June	\$237.94	\$239.05	\$218.67	\$233.24	\$263.30	12.9%
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	\$282.59	0.2%



RevPAR

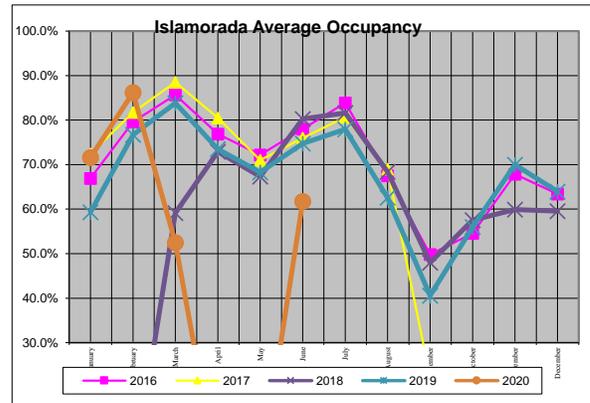
	2016	2017	2018	2019	2020	% Chg
January	\$160.85	\$167.40	\$181.87	\$168.38	\$188.60	12.0%
February	\$209.61	\$234.92	\$207.21	\$243.52	\$264.62	8.7%
March	\$287.86	\$281.49	\$235.69	\$303.93	\$156.85	-48.4%
April	\$191.02	\$251.84	\$184.66	\$232.67	\$0.00	-100.0%
May	\$158.10	\$167.98	\$133.18	\$150.97	\$0.00	-100.0%
June	\$178.47	\$187.78	\$156.84	\$183.71	\$145.75	-20.7%
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	\$156.18	\$156.18



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

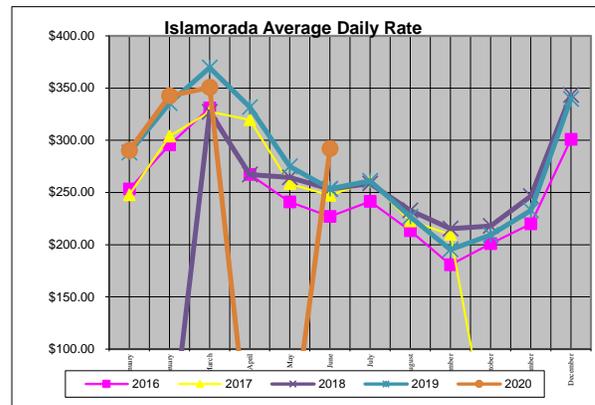
OCCUPANCY RATE

	2016	2017	2018	2019	2020	% Chg
January	66.9%	72.4%	*	59.3%	71.6%	20.6%
February	79.6%	81.8%	*	76.7%	86.2%	12.3%
March	85.7%	88.5%	59.2%	83.8%	52.5%	-37.4%
April	76.9%	80.5%	72.9%	73.5%	0.0%	-100.0%
May	72.2%	71.0%	67.3%	68.3%	0.0%	-100.0%
June	78.0%	76.0%	80.2%	74.7%	61.8%	-17.3%
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%	50.2%	-30.9%



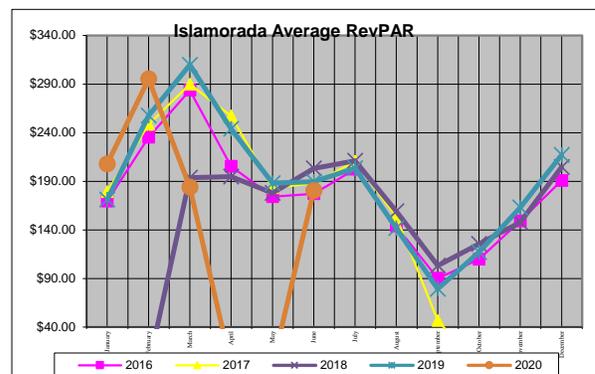
AVERAGE DAILY RATE

	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	\$331.71	\$ -	-100.0%
May	\$241.00	\$258.39	\$264.50	\$275.13	\$ -	-100.0%
June	\$226.98	\$247.13	\$253.21	\$253.56	\$291.99	15.2%
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	\$316.50	1.7%



RevPAR

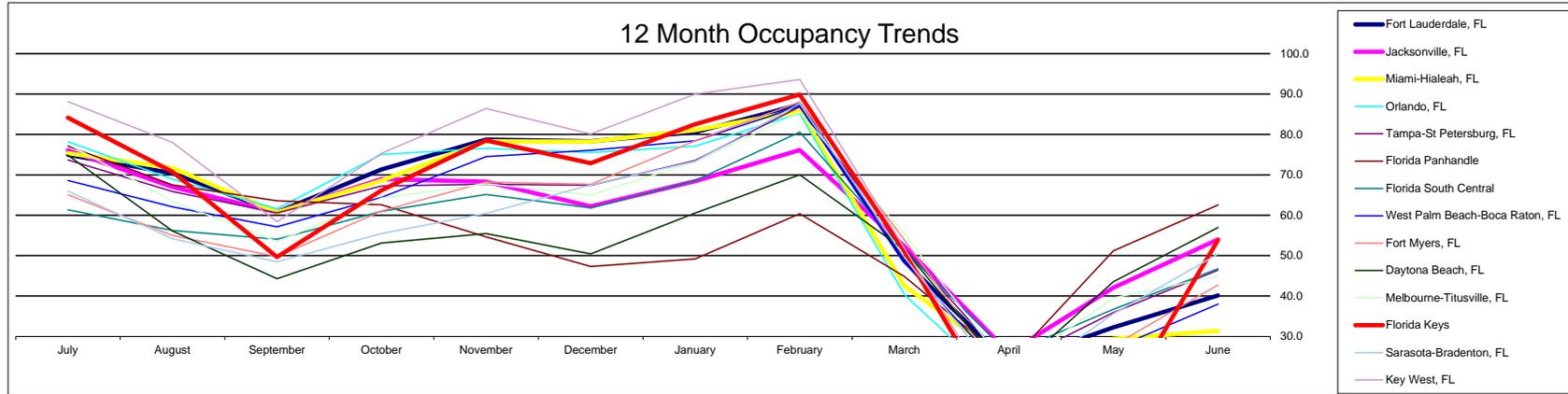
	2016	2017	2018	2019	2020	% Chg
January	\$169.55	\$179.25	*	\$171.04	\$207.70	21.4%
February	\$235.29	\$248.55	*	\$257.41	\$295.23	14.7%
March	\$283.57	\$289.76	\$193.57	\$309.82	\$184.03	-40.6%
April	\$205.40	\$257.18	\$194.81	\$243.83	\$0.00	-100.0%
May	\$173.99	\$183.44	\$178.02	\$187.87	\$0.00	-100.0%
June	\$177.01	\$187.76	\$203.19	\$189.49	\$180.38	-4.8%
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	\$158.94	-29.7%



*** 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.

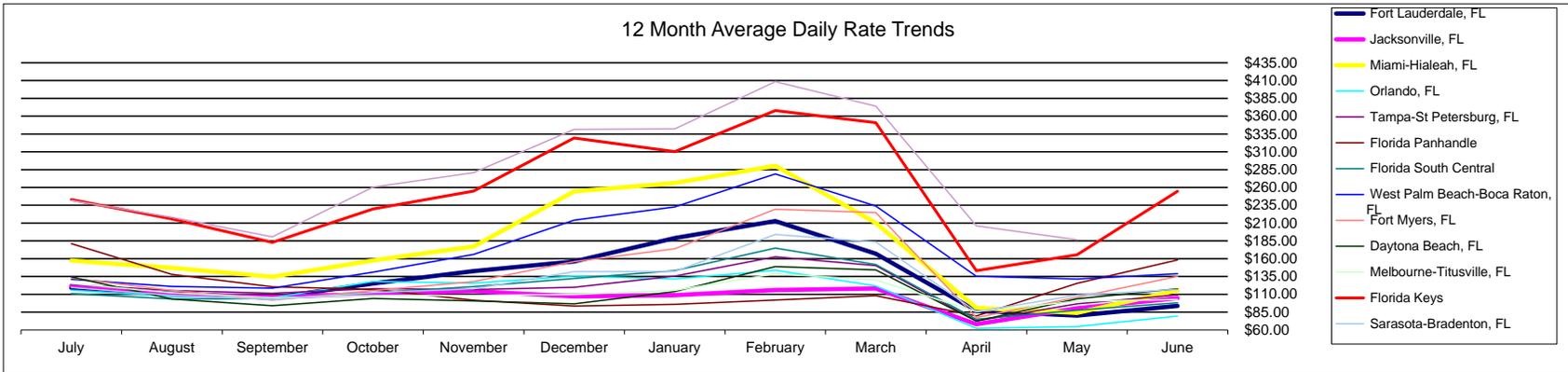
Florida Markets Comparison



Occupancy												
	June	May	April	March	February	January	December	November	October	September	August	July
Fort Lauderdale, FL	40.2	32.3	23.1	48.7	87.4	80.6	78.3	78.7	71.3	60.8	70.4	75.0
Jacksonville, FL	54.0	42.1	26.0	52.3	76.1	68.4	62.2	68.3	68.9	60.7	67.0	76.1
Miami-Hialeah, FL	31.4	29.4	23.9	42.5	85.8	81.1	78.2	78.3	68.6	60.7	71.7	75.4
Orlando, FL	25.4	22.8	16.4	40.4	85.2	77.1	75.5	76.5	75.1	61.6	68.9	78.2
Tampa-St Petersburg, FL	46.4	35.9	23.0	51.9	86.9	73.6	67.4	67.7	67.3	60.6	65.9	73.7
Florida Panhandle	62.5	51.2	23.5	44.8	60.4	49.2	47.3	54.7	62.6	63.6	67.5	77.1
Florida South Central	46.8	36.8	25.7	51.2	80.6	68.6	61.8	65.2	61.0	54.1	56.2	61.4
West Palm Beach-Boca Raton, FL	38.0	27.0	20.1	48.3	86.9	78.4	76.1	74.5	64.4	57.1	62.1	68.6
Fort Myers, FL	42.7	27.7	18.1	53.9	88.0	78.4	67.7	68.2	61.1	49.7	55.0	65.1
Daytona Beach, FL	56.9	43.5	20.3	51.4	70.0	60.5	50.4	55.5	53.1	44.3	56.1	74.9
Melbourne-Titusville, FL	45.0	39.5	21.7	55.4	85.4	73.3	65.0	67.8	64.2	53.5	63.5	77.6
Florida Keys	53.9	10.0	7.0	51.1	89.9	82.5	72.9	78.5	66.2	49.7	70.7	84.1
Sarasota-Bradenton, FL	50.4	35.6	17.4	49.6	87.6	73.4	67.5	60.5	55.5	48.5	54.2	66.0
Key West, FL		14.7	9.6	51.9	93.6	90.0	80.1	86.4	75.3	58.4	78.0	88.1

Year to Date Occupancy												
	June	May	April	March	February	January	December	November	October	September	August	July
Fort Lauderdale, FL	53.0	55.7	61.3	71.6	83.8	80.6	76.0	75.8	75.5	75.9	77.8	78.8
Jacksonville, FL	53.2	53.1	55.8	65.1	71.9	68.4	71.3	72.2	72.5	73.0	74.5	75.6
Miami-Hialeah, FL	54.5	59.2	63.5	69.1	83.0	81.1	75.9	75.7	75.4	76.2	78.2	79.2
Orlando, FL	50.1	54.4	59.5	66.9	81.0	77.1	76.1	76.1	76.1	76.2	78.1	79.4
Tampa-St Petersburg, FL	53.1	54.5	59.4	70.2	79.9	73.6	72.3	72.8	73.3	74.0	75.7	77.2
Florida Panhandle	48.6	45.8	44.4	51.1	54.5	49.2	66.0	67.8	69.2	70.0	70.8	71.3
Florida South Central	51.4	52.4	56.6	66.3	74.3	68.6	64.1	64.4	64.4	64.7	66.1	67.5
West Palm Beach-Boca Raton, FL	50.0	52.4	59.9	71.0	83.0	78.4	72.0	71.6	71.3	72.1	74.0	75.7
Fort Myers, FL	52.1	53.8	60.5	73.0	83.0	78.4	68.5	68.6	68.6	69.5	71.9	74.3
Daytona Beach, FL	50.9	49.7	51.3	60.3	65.0	60.5	62.3	63.4	64.2	65.5	68.2	70.0
Melbourne-Titusville, FL	53.0	54.6	58.6	70.9	79.0	73.3	69.3	69.7	69.9	70.5	72.6	73.9
Florida Keys	59.5	60.8	67.3	73.7	85.9	82.5	76.6	77.0	76.9	78.1	81.6	83.3
Sarasota-Bradenton, FL	52.2	52.6	57.0	69.6	80.1	73.4	65.4	65.2	65.7	67.1	69.5	71.7
Key West, FL		73.3	76.4	77.9	91.7	90.0	84.2	84.5	84.3	85.3	88.6	90.1

Florida Markets Comparison



Average Daily Rate

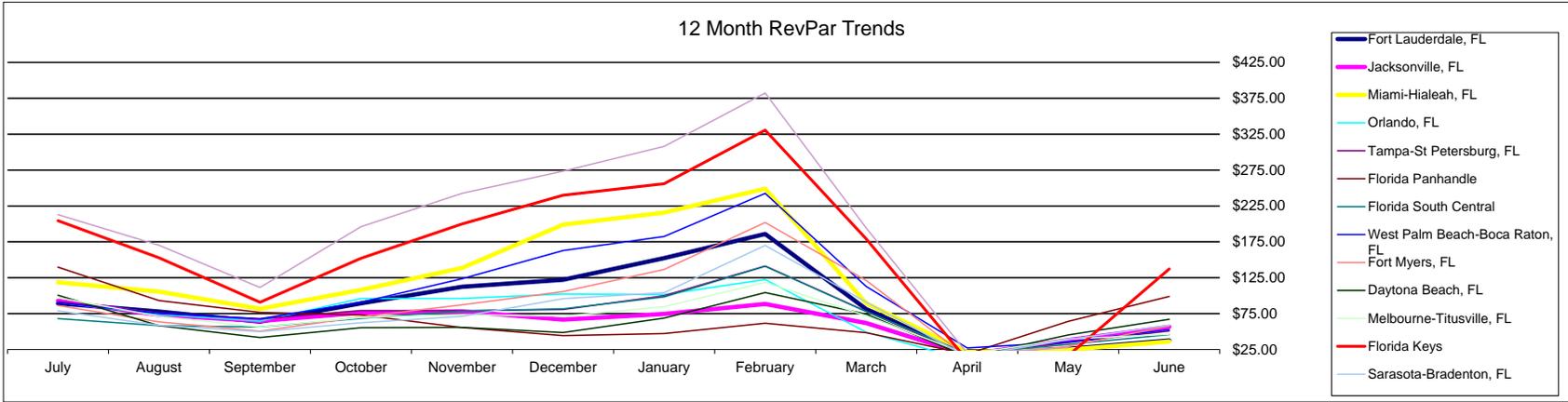
	June	May	April	March	February	January	December	November	October	September	August	July
Fort Lauderdale, FL	\$ 93.82	\$ 80.17	\$ 86.64	\$ 166.89	\$ 212.82	\$ 189.08	\$ 156.12	\$ 142.69	\$ 125.08	\$ 104.89	\$ 110.72	\$ 119.07
Jacksonville, FL	\$ 104.54	\$ 90.36	\$ 68.10	\$ 118.07	\$ 115.96	\$ 108.70	\$ 106.96	\$ 114.38	\$ 110.46	\$ 106.38	\$ 108.99	\$ 121.98
Miami-Hialeah, FL	\$ 115.42	\$ 83.96	\$ 90.83	\$ 210.13	\$ 290.41	\$ 266.32	\$ 254.45	\$ 177.06	\$ 157.52	\$ 134.59	\$ 147.25	\$ 157.32
Orlando, FL	\$ 79.43	\$ 64.68	\$ 62.35	\$ 121.76	\$ 143.75	\$ 131.53	\$ 135.54	\$ 125.55	\$ 128.08	\$ 104.78	\$ 107.04	\$ 115.82
Tampa-St Petersburg, FL	\$ 109.13	\$ 96.60	\$ 72.65	\$ 150.28	\$ 162.71	\$ 135.63	\$ 119.82	\$ 116.61	\$ 117.94	\$ 111.46	\$ 115.38	\$ 124.07
Florida Panhandle	\$ 158.21	\$ 125.46	\$ 79.70	\$ 108.07	\$ 101.89	\$ 95.86	\$ 93.55	\$ 101.65	\$ 116.88	\$ 120.63	\$ 138.07	\$ 181.18
Florida South Central	\$ 98.03	\$ 87.62	\$ 74.99	\$ 151.86	\$ 174.90	\$ 143.32	\$ 132.08	\$ 120.76	\$ 112.05	\$ 103.98	\$ 103.48	\$ 111.03
West Palm Beach-Boca Raton, FL	\$ 138.85	\$ 131.55	\$ 135.24	\$ 233.79	\$ 279.00	\$ 232.81	\$ 214.15	\$ 165.98	\$ 141.04	\$ 118.63	\$ 120.99	\$ 131.09
Fort Myers, FL	\$ 134.97	\$ 105.91	\$ 77.35	\$ 224.61	\$ 229.45	\$ 174.03	\$ 155.95	\$ 127.79	\$ 115.19	\$ 101.72	\$ 115.45	\$ 132.65
Daytona Beach, FL	\$ 117.78	\$ 103.79	\$ 72.44	\$ 144.30	\$ 148.94	\$ 113.74	\$ 96.56	\$ 100.67	\$ 104.16	\$ 94.10	\$ 103.52	\$ 134.41
Melbourne-Titusville, FL	\$ 102.80	\$ 100.17	\$ 85.73	\$ 129.91	\$ 138.77	\$ 115.45	\$ 109.73	\$ 108.56	\$ 108.29	\$ 105.07	\$ 112.01	\$ 125.17
Florida Keys	\$ 254.60	\$ 165.63	\$ 143.16	\$ 350.76	\$ 367.86	\$ 310.28	\$ 329.45	\$ 254.89	\$ 229.83	\$ 182.99	\$ 215.90	\$ 242.98
Sarasota-Bradenton, FL	\$ 116.79	\$ 108.64	\$ 85.64	\$ 183.41	\$ 194.01	\$ 142.01	\$ 141.94	\$ 117.59	\$ 112.42	\$ 102.68	\$ 108.52	\$ 119.50
Key West, FL	\$	\$ 186.62	\$ 206.10	\$ 374.02	\$ 408.44	\$ 342.23	\$ 341.38	\$ 280.78	\$ 260.44	\$ 190.67	\$ 218.13	\$ 241.88

Year to Date Average Daily Rate

	June	May	April	March	February	January	December	November	October	September	August	July
Fort Lauderdale, FL	\$ 162.61	\$ 173.13	\$ 184.44	\$ 192.89	\$ 200.85	\$ 189.08	\$ 146.83	\$ 145.93	\$ 146.25	\$ 148.74	\$ 152.91	\$ 158.37
Jacksonville, FL	\$ 105.83	\$ 106.07	\$ 109.09	\$ 114.21	\$ 112.40	\$ 108.70	\$ 116.93	\$ 117.78	\$ 118.10	\$ 118.92	\$ 120.18	\$ 121.63
Miami-Hialeah, FL	\$ 231.44	\$ 243.44	\$ 254.17	\$ 262.73	\$ 276.97	\$ 266.32	\$ 196.52	\$ 190.89	\$ 192.31	\$ 196.01	\$ 202.34	\$ 209.76
Orlando, FL	\$ 124.18	\$ 127.78	\$ 131.55	\$ 134.39	\$ 137.64	\$ 131.53	\$ 126.95	\$ 126.16	\$ 126.23	\$ 126.01	\$ 128.13	\$ 130.81
Tampa-St Petersburg, FL	\$ 132.83	\$ 136.81	\$ 143.00	\$ 149.80	\$ 149.54	\$ 135.63	\$ 132.27	\$ 133.37	\$ 134.92	\$ 136.71	\$ 139.24	\$ 142.30
Florida Panhandle	\$ 116.54	\$ 105.03	\$ 98.91	\$ 101.80	\$ 99.04	\$ 95.86	\$ 132.34	\$ 134.86	\$ 137.50	\$ 139.69	\$ 141.86	\$ 142.39
Florida South Central	\$ 133.86	\$ 140.34	\$ 148.74	\$ 157.63	\$ 159.61	\$ 143.32	\$ 131.70	\$ 131.90	\$ 133.06	\$ 135.31	\$ 138.50	\$ 142.78
West Palm Beach-Boca Raton, FL	\$ 219.79	\$ 231.82	\$ 243.59	\$ 252.12	\$ 257.37	\$ 232.81	\$ 185.24	\$ 182.32	\$ 184.08	\$ 188.56	\$ 195.22	\$ 204.13
Fort Myers, FL	\$ 181.86	\$ 189.48	\$ 199.23	\$ 208.15	\$ 201.91	\$ 174.03	\$ 157.24	\$ 157.42	\$ 160.35	\$ 164.82	\$ 170.14	\$ 175.85
Daytona Beach, FL	\$ 123.72	\$ 125.08	\$ 129.85	\$ 135.44	\$ 131.74	\$ 113.74	\$ 119.03	\$ 120.72	\$ 122.43	\$ 124.12	\$ 126.53	\$ 129.25
Melbourne-Titusville, FL	\$ 117.71	\$ 120.19	\$ 124.19	\$ 128.09	\$ 127.43	\$ 115.45	\$ 118.06	\$ 118.96	\$ 119.95	\$ 121.16	\$ 122.63	\$ 123.96
Florida Keys	\$ 322.68	\$ 337.07	\$ 340.19	\$ 341.74	\$ 338.85	\$ 310.28	\$ 277.32	\$ 272.55	\$ 274.27	\$ 278.50	\$ 285.42	\$ 293.93
Sarasota-Bradenton, FL	\$ 151.60	\$ 158.23	\$ 166.26	\$ 172.63	\$ 169.01	\$ 142.01	\$ 139.28	\$ 138.83	\$ 140.75	\$ 143.49	\$ 147.00	\$ 151.24
Key West, FL	\$	\$ 371.60	\$ 373.48	\$ 374.31	\$ 374.31	\$ 342.23	\$ 291.52	\$ 286.69	\$ 287.25	\$ 289.88	\$ 297.75	\$ 307.54

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

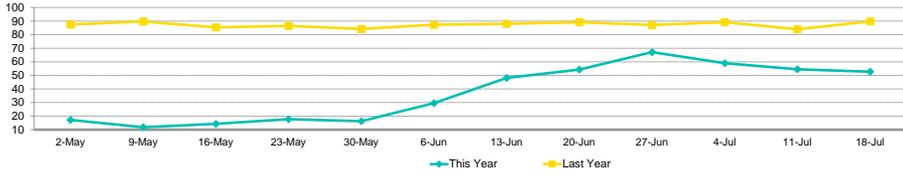
Florida Markets Comparison



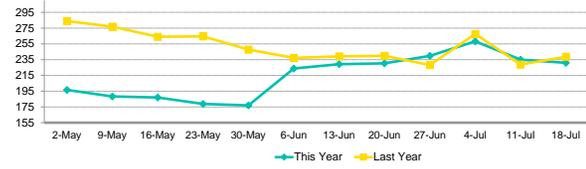
RevPAR	June	May	April	March	February	January	December	November	October	September	August	July
Fort Lauderdale, FL	\$37.68	\$25.86	\$20.06	\$81.25	\$185.99	\$152.33	\$122.25	\$112.31	\$89.24	\$63.72	\$77.95	\$89.28
Jacksonville, FL	\$56.49	\$38.02	\$17.71	\$61.76	\$88.28	\$74.38	\$66.55	\$78.13	\$76.16	\$64.60	\$73.03	\$92.79
Miami-Hialeah, FL	\$36.24	\$24.72	\$21.69	\$89.37	\$249.15	\$215.89	\$199.01	\$138.61	\$108.00	\$81.73	\$105.54	\$118.56
Orlando, FL	\$20.16	\$14.77	\$10.20	\$49.15	\$122.45	\$101.44	\$102.36	\$96.10	\$96.12	\$64.55	\$73.78	\$90.60
Tampa-St Petersburg, FL	\$50.67	\$34.71	\$16.72	\$78.04	\$141.33	\$99.79	\$80.78	\$78.94	\$79.33	\$67.55	\$76.02	\$91.43
Florida Panhandle	\$98.96	\$64.23	\$18.70	\$48.44	\$61.50	\$47.18	\$44.27	\$55.56	\$73.15	\$76.72	\$93.19	\$139.76
Florida South Central	\$45.84	\$32.20	\$19.28	\$77.74	\$140.94	\$98.28	\$81.67	\$78.68	\$68.33	\$56.21	\$58.18	\$68.12
West Palm Beach-Boca Raton, FL	\$52.77	\$35.46	\$27.14	\$112.88	\$242.56	\$182.56	\$162.95	\$123.67	\$90.87	\$67.76	\$75.12	\$89.97
Fort Myers, FL	\$57.69	\$29.35	\$14.04	\$121.10	\$201.99	\$136.50	\$105.56	\$87.17	\$70.34	\$50.60	\$63.49	\$86.32
Daytona Beach, FL	\$67.07	\$45.20	\$14.70	\$74.23	\$104.32	\$68.86	\$48.71	\$55.84	\$55.35	\$41.67	\$58.10	\$100.62
Melbourne-Titusville, FL	\$46.22	\$39.58	\$18.59	\$71.96	\$118.54	\$84.60	\$71.29	\$73.63	\$69.57	\$56.24	\$71.07	\$97.19
Florida Keys	\$137.14	\$16.62	\$9.99	\$179.22	\$330.62	\$256.00	\$240.08	\$200.08	\$152.08	\$90.87	\$152.71	\$204.44
Sarasota-Bradenton, FL	\$58.83	\$38.72	\$14.86	\$90.94	\$170.03	\$104.18	\$95.82	\$71.09	\$62.34	\$49.78	\$58.80	\$78.84
Key West, FL		\$27.46	\$19.79	\$194.30	\$382.40	\$307.99	\$273.50	\$242.72	\$196.20	\$111.36	\$170.19	\$213.02

Year to date RevPAR	June	May	April	March	February	January	December	November	October	September	August	July
Fort Lauderdale, FL	\$86.26	\$96.45	\$113.12	\$138.06	\$168.34	\$152.33	\$111.56	\$110.54	\$110.37	\$112.90	\$118.92	\$124.87
Jacksonville, FL	\$56.33	\$56.30	\$60.91	\$74.33	\$80.82	\$74.38	\$83.41	\$84.99	\$85.67	\$86.76	\$89.49	\$91.89
Miami-Hialeah, FL	\$126.19	\$144.15	\$161.40	\$181.45	\$229.99	\$215.89	\$149.19	\$144.51	\$145.09	\$149.29	\$158.32	\$166.16
Orlando, FL	\$62.27	\$69.53	\$78.22	\$89.93	\$111.43	\$101.44	\$96.60	\$96.07	\$96.07	\$96.06	\$100.03	\$103.91
Tampa-St Petersburg, FL	\$70.58	\$74.59	\$84.99	\$105.13	\$119.44	\$99.79	\$95.65	\$97.10	\$98.94	\$101.20	\$105.43	\$109.92
Florida Panhandle	\$56.62	\$48.06	\$43.89	\$52.03	\$54.00	\$47.18	\$87.37	\$91.47	\$95.10	\$97.77	\$100.44	\$101.53
Florida South Central	\$68.86	\$73.54	\$84.23	\$104.44	\$118.54	\$98.28	\$84.48	\$84.94	\$85.64	\$87.59	\$91.50	\$96.40
West Palm Beach-Boca Raton, FL	\$109.83	\$121.52	\$145.82	\$179.07	\$213.68	\$182.56	\$133.36	\$130.56	\$131.26	\$135.97	\$144.39	\$154.53
Fort Myers, FL	\$94.77	\$101.92	\$120.61	\$151.99	\$167.66	\$136.50	\$107.75	\$107.96	\$110.04	\$114.51	\$122.35	\$130.74
Daytona Beach, FL	\$62.96	\$62.13	\$66.56	\$81.74	\$85.68	\$68.86	\$74.21	\$76.59	\$78.65	\$81.35	\$86.27	\$90.41
Melbourne-Titusville, FL	\$62.41	\$65.65	\$72.83	\$90.82	\$100.71	\$84.60	\$81.81	\$82.88	\$83.79	\$85.41	\$89.01	\$91.64
Florida Keys	\$192.09	\$205.09	\$228.89	\$252.00	\$290.91	\$256.00	\$212.53	\$209.85	\$210.81	\$217.44	\$232.93	\$244.72
Sarasota-Bradenton, FL	\$79.20	\$83.25	\$94.79	\$120.16	\$135.43	\$104.18	\$91.08	\$90.52	\$92.47	\$96.34	\$102.09	\$108.42
Key West, FL		\$272.23	\$285.16	\$291.43	\$343.30	\$307.99	\$245.40	\$242.31	\$242.26	\$247.38	\$263.75	\$277.07

Weekly Occ (%) - May 02, 2020 to Jul 18, 2020



Weekly ADR - May 02, 2020 to Jul 18, 2020



H.2

		Current Week																												
		Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa								
Occupancy (%)	Jun	21	22	23	24	25	26	27	28	29	30	Jul	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
	This Year	57.2	55.2	58.1	62.7	68.7	80.0	88.1	62.2	53.7	52.7	51.3	54.5	66.9	71.7	49.1	47.2	48.6	51.6	54.2	62.7	68.0	50.7	48.6	48.1	47.4	48.8	59.7	65.8	
	Last Year	83.6	84.2	85.5	86.8	88.6	92.0	81.3	82.6	83.7	88.6	87.7	87.5	82.8	77.0	80.1	80.1	81.7	85.8	87.3	94.5	82.0	87.2	88.6	90.8	91.6	91.9	86.7		
Percent Change	-31.6	-34.5	-32.0	-27.9	-22.4	-10.6	-4.3	-23.5	-35.0	-37.0	-42.1	-44.2	-31.3	-22.9	-36.2	-41.1	-39.3	-36.8	-37.6	-28.2	-28.1	-38.1	-44.3	-45.7	-47.8	-46.7	-35.1	-31.9		
ADR	Jun	21	22	23	24	25	26	27	28	29	30	Jul	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
	This Year	212.11	211.27	208.30	213.00	226.29	277.11	291.79	220.18	212.16	208.75	227.81	264.42	320.25	323.13	243.57	214.38	212.38	215.67	221.22	258.30	262.95	222.04	217.68	210.21	215.63	225.96	257.46	246.65	
	Last Year	207.98	206.68	205.45	209.57	220.47	265.26	275.91	215.55	215.77	216.63	244.15	327.58	328.15	303.16	208.97	204.11	202.12	209.29	217.01	268.24	279.24	202.18	210.35	209.97	214.11	229.14	291.06	303.81	
Percent Change	2.9	2.2	1.4	1.6	2.6	4.5	5.8	2.1	-1.7	-3.6	-6.7	-19.3	-1.8	5.9	18.0	5.0	5.1	3.0	1.9	-3.7	-5.8	9.8	3.5	0.1	0.7	-1.4	-11.5	-16.5		
RevPAR	Jun	21	22	23	24	25	26	27	28	29	30	Jul	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
	This Year	121.24	116.56	121.04	133.47	155.50	221.65	257.07	136.85	113.92	110.07	116.86	144.09	214.30	230.14	119.63	101.24	103.23	111.31	119.91	161.84	176.76	112.66	105.76	101.21	102.25	110.27	153.58	167.03	
	Last Year	173.90	174.00	175.68	182.17	195.36	237.33	253.94	175.15	178.22	181.34	216.30	320.05	317.84	281.69	161.57	163.55	161.85	170.95	188.43	234.19	263.85	165.76	183.33	186.01	194.44	209.93	267.55	293.69	
Percent Change	-30.3	-33.0	-31.1	-26.7	-20.4	-6.6	1.2	-21.8	-36.1	-39.3	-46.0	-55.0	-32.6	-18.3	-26.0	-38.1	-36.2	-34.9	-36.4	-30.9	-32.2	-32.0	-42.3	-45.6	-47.4	-47.5	-42.6	-43.1		
Supply	Jun	21	22	23	24	25	26	27	28	29	30	Jul	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
	This Year	4,127	4,127	4,127	4,127	4,127	4,127	4,127	4,127	4,127	4,127	4,129	4,129	4,129	4,129	4,129	4,129	4,129	4,129	4,129	4,129	4,129	4,129	4,129	4,129	4,129	4,129	4,129	4,129	
	Last Year	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	
Percent Change	-21.0	-21.0	-21.0	-21.0	-21.0	-21.0	-21.0	-21.0	-21.0	-21.0	-21.0	-21.0	-21.0	-21.0	-21.0	-21.0	-21.0	-21.0	-21.0	-21.0	-21.0	-21.0	-21.0	-21.0	-21.0	-21.0	-21.0	-21.0		
Demand	Jun	21	22	23	24	25	26	27	28	29	30	Jul	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
	This Year	2,359	2,277	2,398	2,586	2,836	3,301	3,636	2,567	2,216	2,176	2,118	2,250	2,763	2,959	2,028	1,950	2,007	2,131	2,238	2,587	2,807	2,095	2,006	1,988	1,958	2,015	2,463	2,718	
	Last Year	4,368	4,398	4,467	4,541	4,629	4,674	4,808	4,245	4,315	4,373	4,628	5,104	5,091	4,854	4,020	4,186	4,183	4,267	4,536	4,561	4,936	4,283	4,553	4,628	4,744	4,786	4,802	5,050	
Percent Change	-46.0	-48.2	-46.3	-43.1	-38.7	-29.4	-24.4	-39.5	-48.6	-50.2	-54.2	-55.9	-45.7	-39.0	-49.6	-53.4	-52.0	-50.1	-50.7	-43.3	-43.1	-51.1	-55.9	-57.0	-58.7	-57.9	-48.7	-46.2		
Revenue	Jun	21	22	23	24	25	26	27	28	29	30	Jul	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
	This Year	500,373	481,059	499,513	550,816	641,750	914,739	1,060,932	565,210	470,152	454,247	482,499	594,935	884,855	950,237	493,951	418,036	426,251	459,594	495,096	668,224	738,099	465,184	436,673	417,889	422,205	455,316	634,136	689,649	
	Last Year	908,447	908,973	917,730	951,656	1,020,565	1,239,810	1,326,575	915,009	931,042	947,305	1,129,928	1,671,966	1,660,416	1,471,536	844,062	854,393	845,488	893,061	984,353	1,223,429	1,378,332	865,938	957,705	971,725	1,015,741	1,096,679	1,397,679	1,534,224	
Percent Change	-44.9	-47.1	-45.6	-42.1	-37.1	-26.2	-20.0	-38.2	-49.5	-52.0	-57.3	-64.4	-46.7	-35.4	-41.5	-49.6	-48.5	-49.7	-45.4	-46.4	-46.3	-54.4	-57.0	-58.4	-58.5	-44.6	-45.0			
Census %	Jun	21	22	23	24	25	26	27	28	29	30	Jul	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
	Census Props	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	
	Census Rooms	4,127	4,127	4,127	4,127	4,127	4,127	4,127	4,127	4,127	4,127	4,129	4,129	4,129	4,129	4,129	4,129	4,129	4,129	4,129	4,129	4,129	4,129	4,129	4,129	4,129	4,129	4,129	4,129	
% Rooms Participants	93.8	93.8	93.8	93.8	93.8	93.8	93.8	93.8	93.8	93.8	93.8	94.4	94.4	94.4	94.4	94.4	94.4	94.4	94.4	94.4	94.4	94.4	93.8	93.8	93.8	93.8	93.8	93.8		

Current Week	Run 28	Run MTD
52.7	58.3	55.3
88.8	87.5	87.3
-41.3	-33.4	-36.7

Current Week	Run 28	Run MTD
230.99	241.30	246.65
238.68	241.07	240.63
-3.2	0.1	2.5

Current Week	Run 28	Run MTD
121.82	140.77	136.34
214.39	211.00	209.96
-43.2	-33.3	-35.1

Current Week	Run 28	Run MTD
28,903	115,592	74,322
36,566	146,272	94,032
-21.0	-21.0	-21.0

Current Week	Run 28	Run MTD
15,243	87,433	41,081
32,846	128,030	82,048
-53.6	-47.3	-49.9

Current Week	Run 28	Run MTD
3,221,052	16,271,620	10,132,830
7,839,691	30,863,768	19,743,099
-55.1	-47.3	-48.7

A blank row indicates insufficient data.
 This STR Report is a publication of STR, LLC and STR Global, LLC, CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2020 STR, LLC / STR Global, Ltd. trading as STR. © CoStar Realty Information, Inc.



Memorandum

TO: District Advisory Councils
FROM: Kelli Fountain, Market Research Director
DATE: July 24, 2020
RE: Presentation: Destination Analytics/Traveler Sentiment

With the global spread of COVID19, the travel industry is facing an unprecedented crisis. Destination Analysts' recently conducted an independent Coronavirus Traveler Sentiment Study which provides timely insights into feelings and behaviors related to travel. A summary of this study will be presented at the meeting.

I.1

Monroe County

AT&T Call Report*

May 19-June 18, 2020

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

Chamber	1-800 FLA-KEYS	District 800	Completed Calls Count
Key West	49	60	109
Lower Keys	13	62	75
Marathon	35	24	59
Islamorada	20	30	50
Key Largo	39	35	74

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

**KEY WEST
June 2020**

**CALLS RECORDED & OTHER
INQUIRIES**

CHAMBER	305DIST	800DIST	FLA KEYS	EMAIL	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
KEY WEST	81	2	13	392	38	526	59.8%	4,691	68.6%
ISLAMORADA	98	0	0	1	57	156	17.7%	737	10.8%
MARATHON	15	29	0	10	21	75	8.5%	956	14.0%
KEY LARGO	39	6	12	9	3	69	7.8%	301	4.4%
LOWER KEYS	25	8	8	8	4	53	6.0%	154	2.3%
	258	45	33	420	123	879		6,839	
	29.4%	5.1%	3.8%	47.8%	14.0%				

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

ACCOMMODATIONS

**KEY WEST
June 2020**

ACCOMMODATIONS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Hotel/Motel	81	2	12	430	525	81.1%	4,650	74.7%
B&B/Guest House	3	0	4	107	114	17.6%	1,428	22.9%
Vacation Rental	1	0	1	3	5	0.8%	81	1.3%
Campground/RV	0	0	0	2	2	0.3%	57	0.9%
None	0	0	1	0	1	0.2%	8	0.1%
	85	2	18	542	647		6,224	
	13.1%	0.3%	2.8%	83.8%				

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

ADVERTISING SOURCE**KEY WEST
June 2020**

SOURCE NAME	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Keys Chamber of Commerce	61	0	3	390	454	86.3%	4,214	89.8%
Internet	7	1	6	0	14	2.7%	101	2.2%
Friends/Return Visitor	9	0	0	0	9	1.7%	34	0.7%
TV Ad	0	0	3	0	3	0.6%	50	1.1%
TDC Website	0	1	1	1	3	0.6%	29	0.6%
Directory Assistance	3	0	0	0	3	0.6%	9	0.2%
Do Not Know	1	0	0	2	3	0.6%	14	0.3%
TV Show/Story	0	0	0	0	0	0.0%	5	0.1%
Magazine Ad	0	0	0	0	0	0.0%	15	0.3%
Magazine Article	0	0	0	0	0	0.0%	5	0.1%
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%	1	0.0%
Tourist Directory or Guide	0	0	0	0	0	0.0%	8	0.2%
Keys Business	0	0	0	0	0	0.0%	18	0.4%
Travel Agent	0	0	0	0	0	0.0%	8	0.2%
Billboard	0	0	0	0	0	0.0%	0	0.0%
Other	0	0	0	0	0	0.0%	27	0.6%
	81	2	13	393	526		4,691	
	15.4%	0.4%	2.5%	74.7%				

MONTH

LENGTH OF STAY:

Minimum: 1
Maximum: 30
Average: 6

NUMBER OF ADULTS:

Minimum: 1
Maximum: 22
Average: 2

NUMBER OF CHILDREN:

Minimum: 1
Maximum: 5
Average: 2

FISCAL YEAR-TO-DATE

LENGTH OF STAY:

Minimum: 1
Maximum: 180
Average: 7

NUMBER OF ADULTS:

Minimum: 1
Maximum: 100
Average: 3

NUMBER OF CHILDREN:

Minimum: 1
Maximum: 35
Average: 2

INTERESTS

KEY WEST
June 2020

INTERESTS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Attractions	80	2	12	428	522	31.6%	4,552	25.2%
Dining/Entertainment	40	0	4	131	175	10.6%	2,025	11.2%
Water Sports	8	0	2	108	118	7.1%	1,354	7.5%
Coupon Book	2	0	4	100	106	6.4%	1,429	7.9%
Cultural Events/Theatre/Music	16	0	3	68	87	5.3%	1,434	7.9%
Snorkeling	8	0	2	69	79	4.8%	851	4.7%
Guided Nature Tour	2	0	0	33	35	2.1%	679	3.8%
Fishing Deep Sea	1	0	1	21	23	1.4%	253	1.4%
Fishing Backcountry	1	0	1	20	22	1.3%	246	1.4%
Kids/Family Vacations	10	1	1	8	20	1.2%	149	0.8%
Honeymoon	4	0	1	5	10	0.6%	64	0.4%
Boat Rentals	0	0	1	8	9	0.5%	109	0.6%
Sailing	0	0	0	6	6	0.4%	151	0.8%
Diving	2	0	0	1	3	0.2%	71	0.4%
Fishing Tournament	0	0	0	1	1	0.1%	75	0.4%
Relocation/Real Estate	0	0	0	1	1	0.1%	51	0.3%
Weather	0	0	0	1	1	0.1%	78	0.4%
Marinas	0	0	0	0	0	0.0%	39	0.2%
Wedding	0	0	0	0	0	0.0%	42	0.2%
None	0	0	0	0	0	0.0%	13	0.1%
	174	3	32	1,009	1,651		18,046	
	10.5%	0.2%	1.9%	61.1%				

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

STATE

KEY WEST
June 2020

STATE	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
FL	14	1	4	74	93	18.9%	491	10.7%
TX	4	0	0	29	33	6.7%	186	4.0%
IL	3	0	2	19	24	4.9%	246	5.4%
PA	2	0	0	21	23	4.7%	291	6.3%
OH	5	0	0	15	20	4.1%	255	5.5%
GA	3	0	0	14	17	3.4%	137	3.0%
MI	2	0	0	15	17	3.4%	231	5.0%
IN	1	0	0	15	16	3.2%	149	3.2%
LA	1	0	0	15	16	3.2%	72	1.6%
NC	4	0	0	12	16	3.2%	136	3.0%
MO	2	0	1	12	15	3.0%	127	2.8%
NY	4	0	1	10	15	3.0%	250	5.4%
SC	2	0	1	12	15	3.0%	108	2.3%
TN	2	0	0	12	14	2.8%	126	2.7%
AL	0	0	0	13	13	2.6%	88	1.9%
MD	1	0	0	12	13	2.6%	98	2.1%
WI	1	0	0	12	13	2.6%	187	4.1%
CA	4	0	1	7	12	2.4%	68	1.5%
IA	2	0	0	10	12	2.4%	101	2.2%
KY	1	0	0	11	12	2.4%	75	1.6%
VA	2	0	1	9	12	2.4%	131	2.8%
MN	0	1	0	9	10	2.0%	126	2.7%
AR	0	0	0	7	7	1.4%	38	0.8%
NJ	2	0	0	5	7	1.4%	153	3.3%
MA	0	0	0	5	5	1.0%	106	2.3%
MS	0	0	0	5	5	1.0%	40	0.9%
NH	1	0	0	3	4	0.8%	29	0.6%
OR	0	0	0	4	4	0.8%	24	0.5%
NE	0	0	0	3	3	0.6%	42	0.9%
NV	0	0	0	3	3	0.6%	16	0.3%
OK	1	0	0	2	3	0.6%	42	0.9%
WV	0	0	0	3	3	0.6%	28	0.6%
CT	0	0	0	2	2	0.4%	54	1.2%
DE	0	0	0	2	2	0.4%	27	0.6%
KS	0	0	0	2	2	0.4%	32	0.7%
ME	0	0	0	2	2	0.4%	20	0.4%
ON	0	0	0	2	2	0.4%	37	0.8%
WA	0	0	0	2	2	0.4%	39	0.8%
AZ	0	0	0	1	1	0.2%	42	0.9%
CO	0	0	0	1	1	0.2%	44	1.0%
ND	1	0	0	0	1	0.2%	6	0.1%
NM	1	0	0	0	1	0.2%	12	0.3%
RI	1	0	0	0	1	0.2%	10	0.2%
UT	0	0	0	1	1	0.2%	8	0.2%
	67	2	11	413	493		4,598	
	13.6%	0.4%	2.2%	83.8%				

How do you plan to travel to the Keys?

**KEY WEST
June 2020**

TRANSPORTATION	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Undecided	1	0	1	108	110	20.9%	1,297	27.6%
Fly/Drive	36	2	4	8	50	9.5%	238	5.1%
Automobile	4	0	3	1	8	1.5%	80	1.7%
Commercial Airline	2	0	3	0	5	1.0%	49	1.0%
Cruise Ship	0	0	0	1	1	0.2%	24	0.5%
Ferry	1	0	0	0	1	0.2%	15	0.3%
Private Plane	0	0	0	0	0	0.0%	0	0.0%
Tour Bus	0	0	0	0	0	0.0%	4	0.1%
RV	0	0	0	0	0	0.0%	4	0.1%
Motorcycle	0	0	0	0	0	0.0%	3	0.1%
Private Boat	0	0	0	0	0	0.0%	0	0.0%
Bus/Shuttle	0	0	0	0	0	0.0%	0	0.0%
Train	0	0	0	0	0	0.0%	6	0.1%
	44	2	11	118	526		4,691	
	8.4%	0.4%	2.1%	22.4%				

What month do you plan to travel?

**KEY WEST
June 2020**

MONTH TRAVELING	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Unknown	7	0	2	165	174	33.1%	1,607	34.3%
July	32	1	5	78	116	22.1%	296	6.3%
August	9	0	0	48	57	10.8%	139	3.0%
September	8	0	2	33	43	8.2%	137	2.9%
October	2	0	1	29	32	6.1%	132	2.8%
June	15	0	1	15	31	5.9%	301	6.4%
December	3	0	0	17	20	3.8%	230	4.9%
November	1	0	0	13	14	2.7%	150	3.2%
April	0	0	1	10	11	2.1%	375	8.0%
February	1	0	0	8	9	1.7%	405	8.6%
January	2	0	1	5	8	1.5%	248	5.3%
May	1	1	0	5	7	1.3%	243	5.2%
March	0	0	0	4	4	0.8%	428	9.1%
	81	2	13	426	526		4,691	
	15.4%	0.4%	2.5%	81.0%				

TYPE OF CALLER

**KEY WEST
June 2020**

TYPE OF CALLER	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Email	9	1	0	384	394	74.9%	3,996	85.2%
Consumer	70	1	13	3	87	16.5%	538	11.5%
Unknown	0	0	0	40	40	7.6%	117	2.5%
Voice Mail	1	0	0	1	2	0.4%	19	0.4%
Postal Inquiry	0	0	0	2	2	0.4%	14	0.3%
Travel Agent	1	0	0	0	1	0.2%	7	0.1%
Other	0	0	0	0	0	0.0%	0	0.0%
	80	2	13	430	526		4,691	
	15.2%	0.4%	2.5%	81.7%				

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



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

Monthly Visitor Information Service Report

June 1-30, 2020

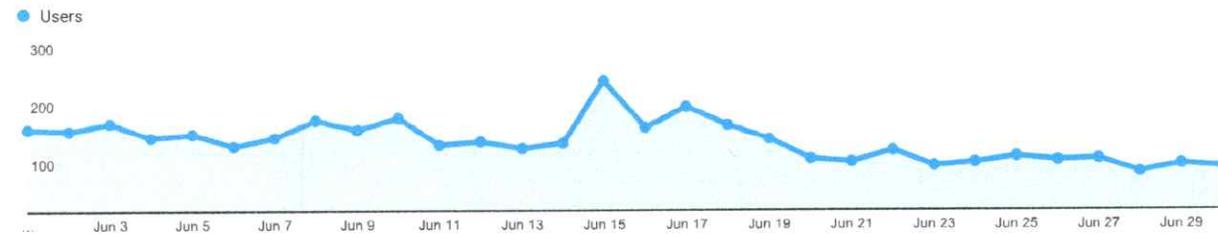
1. GayKeyWestFL.com Website Traffic Report
 - a. Summary
 - b. Top 20 Referrals
 - c. Top 20 Countries
2. GayKeyWestFL.com Website Survey Report
3. Email Subscriber Report Summary – Provided by Constant Contact
4. Top Ten States Calling 800# Number – Provided by Lingo Communications
5. Visitor Center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

Audience Overview

Jun 1, 2020 - Jun 30, 2020

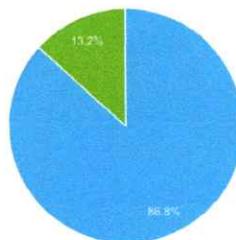
All Users
100.00% Users

Overview



Users 3,116	New Users 2,990	Sessions 3,957
Number of Sessions per User 1.27	Pageviews 5,910	Pages / Session 1.49
Avg. Session Duration 00:01:06	Bounce Rate 74.50%	

■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. en-us	1,670	53.54%
2. en	1,303	41.78%
3. en-gb	53	1.70%
4. es-es	10	0.32%
5. de-de	9	0.29%
6. es-419	9	0.29%
7. zh-cn	9	0.29%
8. fr	7	0.22%
9. de	6	0.19%
10. en-au	6	0.19%

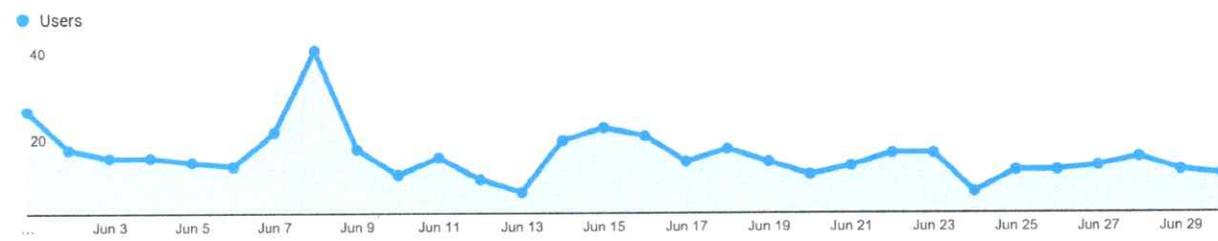
Referral Traffic

Jun 1, 2020 - Jun 30, 2020

All Users
11.20% Users

Explorer

Summary



Source	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	349 % of Total: 11.20% (3,116)	320 % of Total: 10.70% (2,990)	463 % of Total: 11.70% (3,957)	79.91% Avg for View: 74.50% (7.27%)	1.33 Avg for View: 1.49 (-10.78%)	00:01:00 Avg for View: 00:01:06 (-9.43%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. m.facebook.com	63 (18.00%)	62 (19.38%)	65 (14.04%)	87.69%	1.12	00:00:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. outcoast.com	56 (16.00%)	55 (17.19%)	62 (13.39%)	90.32%	1.13	00:00:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. fla-keys.com	41 (11.71%)	35 (10.94%)	53 (11.45%)	83.02%	1.36	00:00:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. facebook.com	22 (6.29%)	19 (5.94%)	23 (4.97%)	73.91%	1.43	00:00:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. l.facebook.com	20 (5.71%)	14 (4.38%)	28 (6.05%)	64.29%	1.36	00:00:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. iglta.org	19 (5.43%)	18 (5.52%)	73 (15.77%)	64.38%	1.71	00:03:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. twobadtourists.com	16 (4.57%)	14 (4.38%)	16 (3.46%)	62.50%	1.38	00:03:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. athomekeywest.com	15 (4.29%)	13 (4.06%)	15 (3.24%)	80.00%	1.20	00:00:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. baidu.com	9 (2.57%)	9 (2.81%)	9 (1.94%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
0. www.andrewstraveling-com.cdn.ampproject.org	8 (2.29%)	8 (2.50%)	10 (2.16%)	90.00%	1.10	00:01:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
1. andrewstraveling.com	6 (1.71%)	6 (1.88%)	7 (1.51%)	85.71%	1.71	00:02:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. lm.facebook.com	6 (1.71%)	6 (1.88%)	6 (1.30%)	50.00%	1.50	00:00:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. conchink.com	5 (1.43%)	5 (1.56%)	6 (1.30%)	66.67%	1.33	00:00:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. islandcityhouse.com	5 (1.43%)	5 (1.56%)	5 (1.08%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. en.wikipedia.org	4 (1.14%)	4 (1.25%)	4 (0.86%)	75.00%	1.50	00:00:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. media.fla-keys.com	4 (1.14%)	4 (1.25%)	4 (0.86%)	75.00%	1.25	00:00:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. keywestsites.com	3 (0.86%)	2 (0.62%)	4 (0.86%)	25.00%	2.75	00:01:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. kik.com	3 (0.86%)	3 (0.94%)	3 (0.65%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

0.	meetup.com	3 (0.86%)	3 (0.94%)	3 (0.65%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
1.	nakedkeywest.squarespace.com	3 (0.86%)	3 (0.94%)	3 (0.65%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
2.	gaycities.com	2 (0.57%)	1 (0.31%)	23 (4.97%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
3.	mentalfloss.com	2 (0.57%)	2 (0.62%)	2 (0.43%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
4.	passportmagazine.com	2 (0.57%)	2 (0.62%)	2 (0.43%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
5.	t.co	2 (0.57%)	2 (0.62%)	2 (0.43%)	50.00%	1.50	00:00:40	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 25 of 52

Location

Jun 1, 2020 - Jun 30, 2020

All Users
100.00% Users

Map Overlay

Summary



Country	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	3,116 % of Total: 100.00% (3,116)	2,991 % of Total: 100.03% (2,990)	3,957 % of Total: 100.00% (3,957)	74.50% Avg for View: 74.50% (0.00%)	1.49 Avg for View: 1.49 (0.00%)	00:01:06 Avg for View: 00:01:06 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. United States	2,933 (94.07%)	2,815 (94.12%)	3,751 (94.79%)	74.54%	1.49	00:01:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. United Kingdom	36 (1.15%)	35 (1.17%)	41 (1.04%)	70.73%	1.51	00:00:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Canada	24 (0.77%)	22 (0.74%)	29 (0.73%)	58.62%	1.86	00:01:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Germany	16 (0.51%)	16 (0.53%)	16 (0.40%)	75.00%	1.62	00:00:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. France	11 (0.35%)	11 (0.37%)	12 (0.30%)	83.33%	1.17	00:00:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Australia	8 (0.26%)	8 (0.27%)	10 (0.25%)	60.00%	1.50	00:01:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. China	8 (0.26%)	8 (0.27%)	8 (0.20%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Spain	7 (0.22%)	6 (0.20%)	9 (0.23%)	66.67%	1.89	00:02:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Netherlands	7 (0.22%)	6 (0.20%)	7 (0.18%)	71.43%	1.29	00:00:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
0. India	5 (0.16%)	4 (0.13%)	5 (0.13%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
1. Venezuela	5 (0.16%)	3 (0.10%)	7 (0.18%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Ireland	4 (0.13%)	4 (0.13%)	4 (0.10%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Japan	4 (0.13%)	4 (0.13%)	4 (0.10%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Philippines	4 (0.13%)	4 (0.13%)	4 (0.10%)	75.00%	1.25	00:00:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Puerto Rico	3 (0.10%)	2 (0.07%)	4 (0.10%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Argentina	2 (0.06%)	2 (0.07%)	2 (0.05%)	50.00%	1.50	00:00:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Austria	2 (0.06%)	2 (0.07%)	2 (0.05%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Brazil	2 (0.06%)	2 (0.07%)	2 (0.05%)	50.00%	3.00	00:07:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Switzerland	2 (0.06%)	2 (0.07%)	3 (0.08%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
0. Guam	2 (0.06%)	2 (0.07%)	2 (0.05%)	50.00%	2.00	00:01:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
1. Norway	2 (0.06%)	2 (0.07%)	2 (0.05%)	50.00%	1.50	00:00:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Romania	2 (0.06%)	2 (0.07%)	2 (0.05%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Russia	2 (0.06%)	2 (0.07%)	2 (0.05%)	50.00%	3.50	00:01:53	0.00%	0 (0.00%)	\$0.00 (0.00%)

4.	Turkey	2 (0.06%)	2 (0.07%)	2 (0.05%)	50.00%	1.50	00:05:15	0.00%	0 (0.00%)	20.00 (0.00%)
5.	South Africa	2 (0.06%)	2 (0.07%)	2 (0.05%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 25 of 47

Demographic Survey Results, Key West Business Guild

Month of June 2020

Total Responses: 6

State Results:

DC: 1 response (16.67%)

GA: 2 response (33.34%)

OH: 1 response (16.65%)

TX: 2 response (33.34%)

Age:

18 -30: 0

31-49: 3 response (50%)

45-54: 3 responses (50%)

55-64: 0

65-74: 0

Length of Stay:

3 nights: 0

4 nights: 2 responses (33.34%)

5 nights: 3 response (50.01%)

6 nights: 1 response (16.65%)

Month of Visit:

July: 2 responses (33.33%)

August: 2 response (33.33%)

November: 2response (33.34%)

Type of Accommodations:

All Male: 2 responses (33.33%)

Hotel/Motel: 2 responses (33.33)

Resort: 1 response (16.67%)

Vacation Rental: 1 response (16.67%)

Travel Method to Key West:

Drive: 4 responses (66.68%)

Direct Flight to Key West: 0

Flight to FL and drive to Key West: 2 response (33.32%)

Been to Key West Before:

Yes: 3 responses (50%)

No: 3 responses (50%)

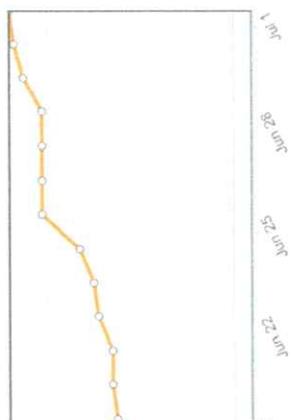
View: last 30 days

54
New Contacts
in the last 30 days

You have **9,328 total contacts.** [How to get more](#)

- 17 contacts unsubscribed in the last 30 days

Overall growth for the last 30 days



Growth by Source

<https://contacts-ui.constantcontact.com/ui/accounts/1101905834734/reports/>

Type here to search

Day	Date	Time	Place called	Number Called	Min	Charge
1	WED JUN 3	4:42 PM	MEMPHIS, TN	901 652-6481	0.5	0.03
2	WED JUN 3	4:43 PM	MEMPHIS, TN	901 652-6481	0.6	0.03
3	THU JUN 4	2:52 PM	ELYRIA, OH	440 225-5911	1.4	0.08
4	THU JUN 4	2:53 PM	ELYRIA, OH	440 225-5911	1.4	0.08
5	THU JUN 4	4:06 PM	TONAWANDA, NY	716 531-8742	2.9	0.17
6	FRI JUN 5	10:18 AM	GRANDPRARI, TX	469 865-8075	1.1	0.07
7	FRI JUN 5	12:56 PM	KEYS, FL	305 731-3600	0.5	0.03
8	WED JUN 10	4:53 PM	SEASIDE, CA	438 574-4371	0.6	0.04
9	FRI JUN 12	4:25 PM	WINTERPARK, FL	321 527-1023	4.1	0.25
10	FRI JUN 12	4:25 PM	WINTERPARK, FL	321 527-1023	4.1	0.25
11	MON JUN 15	08:27 AM	TRUMBULL, CT	203 400-4676	0.5	0.03
12	MON JUN 15	10:15 AM	TRUMBULL, CT	203 400-4676	0.5	0.03
13	MON JUN 15	1:06 PM	KOLLYWOOD, FL	904 283-4800	1.2	0.08
14	WED JUN 17	12:16 PM	ATLANTA, NE, CA	770 882-4056	5.5	0.33
15	WED JUN 17	12:16 PM	ATLANTA, NE, CA	770 882-4056	5.5	0.33
16	THU JUN 18	2:52 PM	MIAMI, FL	401 866-7499	0.9	0.05
17	FRI JUN 19	1:46 PM	MIAMI, FL	305 202-4856	0.5	0.03
18	FRI JUN 19	5:06 PM	NEWBRUNSWICK, NJ	732 579-0002	3.3	0.20
19	THU JUN 25	11:24 AM	MIAMI, FL	305 697-6805	6.6	0.40
20	THU JUN 25	11:24 AM	MIAMI, FL	305 697-6805	6.6	0.40
21	TUE JUN 30	3:52 PM	FTLAUDERDL, FL	954 591-5019	2.5	0.16
22	TUE JUN 30	5:25 PM	COLUMBIA, SC	803 446-3508	0.5	0.03
				Total	45.5	2.75
				Grand Total	45.5	\$2.75

305 294-4603

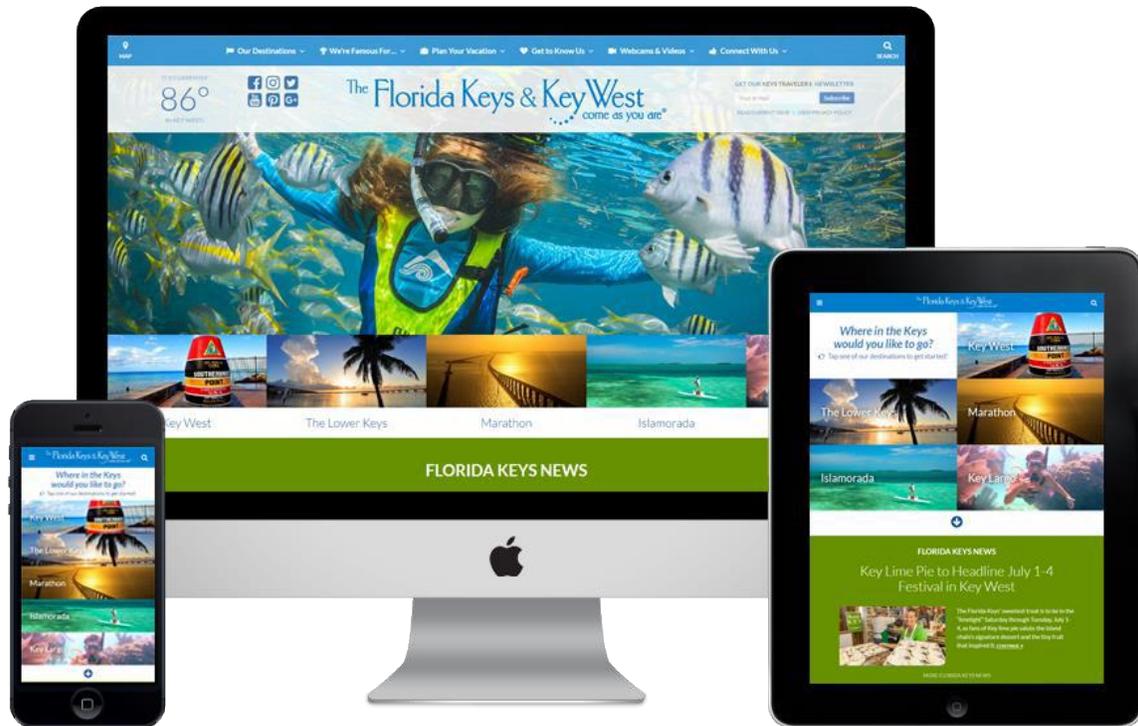
Long Distance Charges

The Florida Keys & Key West

... come as you are®

Website Status Report Fla-Keys.com

June 2020 Data for the August 4 &5, 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

Jun 1, 2020 - Jun 30, 2020

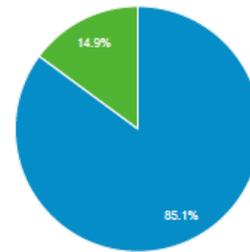
All Users
100.00% Users

Overview



Users 274,301	New Users 258,241	Sessions 351,326
Number of Sessions per User 1.28	Pageviews 885,519	Pages / Session 2.52
Avg. Session Duration 00:01:40	Bounce Rate 55.44%	

■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. en-us	136,802	50.26%
2. en	118,659	43.60%
3. es-419	3,719	1.37%
4. es-us	3,150	1.16%
5. en-gb	3,011	1.11%
6. es-xl	919	0.34%
7. de-de	481	0.18%
8. de	476	0.17%
9. es-es	440	0.16%
10. en-ca	438	0.16%

The Florida Keys & Key West

come as you are[®]

Website Traffic Sources

All Traffic

All Users
100.00% Users

Jun 1, 2020 - Jun 30, 2020

Explorer

Summary

Users



Source / Medium	Users	Users	Contribution to total:
	274,301 % of Total: 100.00% (274,301)	274,301 % of Total: 100.00% (274,301)	
1. google / organic	78,883	27.95%	
2. (direct) / (none)	44,653	15.82%	
3. visitflorida.com / referral	20,215	7.16%	
4. Facebook_Instagram / Feeds_Stories	18,126	6.42%	
5. m.facebook.com / referral	17,269	6.12%	
6. FacebookInstagram / feedandstories	10,365	3.67%	
7. google / cpc	9,846	3.49%	
8. FacebookInstagram / FeedandStories	7,529	2.67%	
9. bing / organic	6,976	2.47%	
10. Facebook_Instagram_Paid_Ad / Facebook_Feed Instagram_Feed_Instagram_Stories	6,942	2.46%	

Most Visited Sections of Website

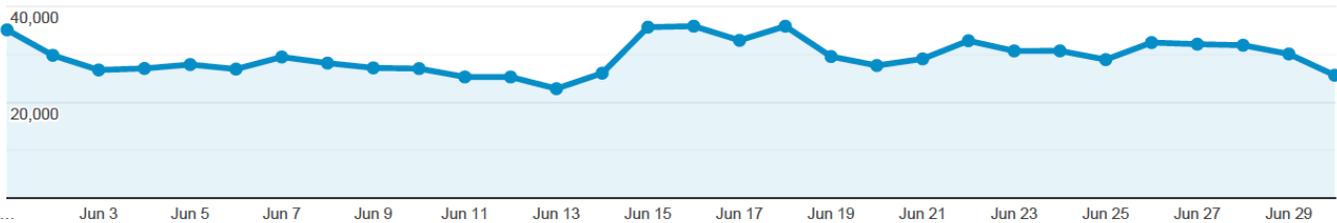
Content Drilldown

Jun 1, 2020 - Jun 30, 2020

All Users
100.00% Pageviews

Explorer

Pageviews



Page path level 1	Pageviews	Pageviews	Contribution to total: Pageviews
	885,519 % of Total: 100.00% (885,519)	885,519 % of Total: 100.00% (885,519)	
1. /webcams/	309,727	34.98%	
2. /news/	119,300	13.47%	
3. /	90,800	10.25%	
4. /key-west/	85,549	9.66%	
5. /islamorada/	41,307	4.66%	
6. /key-largo/	39,433	4.45%	
7. /lower-keys/	37,611	4.25%	
8. /marathon/	37,460	4.23%	
9. /calendar/	16,639	1.88%	
10. /arts-culture/	10,163	1.15%	

Device Usage

Overview

Jun 1, 2020 - Jun 30, 2020

All Users
100.00% Users

Explorer

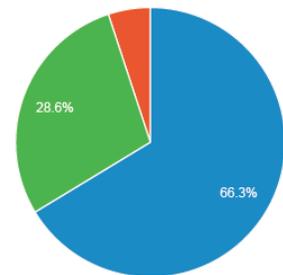
Summary

Users



Device Category	Users	Users
	274,301 % of Total: 100.00% (274,301)	274,301 % of Total: 100.00% (274,301)
1. ■ mobile	181,477	66.33%
2. ■ desktop	78,297	28.62%
3. ■ tablet	13,828	5.05%

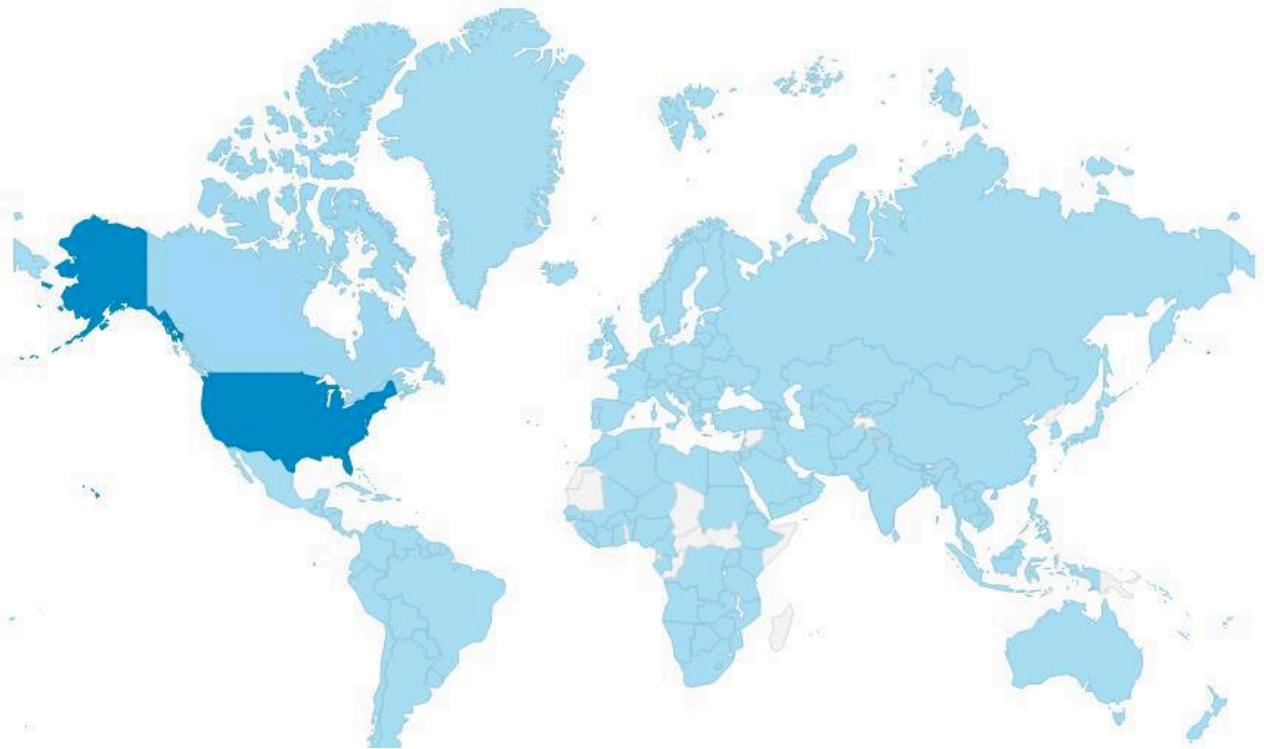
Contribution to total:
Users



Section 2: Geographic Data on Website Visitors



Google Analytics



02_DAC1-KW_01_World

Jun 1, 2020 - Jun 30, 2020

All Users
100.00% Users

Map Overlay

Site Usage



Country	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	61,346 % of Total: 100.00% (61,346)	76,024 % of Total: 100.00% (76,024)	1.98 Avg for View: 1.98 (0.00%)	00:01:35 Avg for View: 00:01:35 (0.00%)	71.98% Avg for View: 71.93% (0.07%)	59.22% Avg for View: 59.22% (0.00%)
1. United States	59,046 (96.37%)	73,209 (96.30%)	1.98	00:01:35	72.10%	59.24%
2. United Kingdom	594 (0.97%)	791 (1.04%)	2.15	00:01:53	64.60%	55.63%
3. Canada	410 (0.67%)	586 (0.77%)	2.12	00:01:45	58.19%	52.05%
4. Germany	238 (0.39%)	286 (0.38%)	1.94	00:01:20	69.58%	56.99%
5. Australia	56 (0.09%)	63 (0.08%)	1.48	00:00:52	84.13%	66.67%
6. Netherlands	48 (0.08%)	58 (0.08%)	1.36	00:00:47	72.41%	75.86%
7. Brazil	46 (0.08%)	48 (0.06%)	1.71	00:00:51	87.50%	66.67%
8. India	46 (0.08%)	54 (0.07%)	1.52	00:01:10	79.63%	72.22%
9. Russia	35 (0.06%)	43 (0.06%)	2.58	00:02:01	69.77%	60.47%
10. Poland	32 (0.05%)	36 (0.05%)	2.08	00:02:07	75.00%	63.89%
11. France	30 (0.05%)	38 (0.05%)	1.74	00:01:05	63.16%	60.53%
12. Italy	28 (0.05%)	28 (0.04%)	1.82	00:01:30	92.86%	67.86%
13. Czechia	26 (0.04%)	31 (0.04%)	2.61	00:01:26	70.97%	35.48%
14. Finland	26 (0.04%)	29 (0.04%)	2.00	00:01:34	79.31%	48.28%
15. Mexico	25 (0.04%)	26 (0.03%)	1.35	00:00:12	96.15%	80.77%
16. (not set)	25 (0.04%)	26 (0.03%)	1.15	00:00:25	84.62%	88.46%
17. Ireland	22 (0.04%)	23 (0.03%)	2.70	00:01:15	82.61%	65.22%
18. Philippines	22 (0.04%)	34 (0.04%)	1.50	00:02:14	55.88%	79.41%
19. Puerto Rico	22 (0.04%)	22 (0.03%)	1.50	00:00:27	100.00%	68.18%
20. Norway	21 (0.03%)	22 (0.03%)	1.95	00:01:32	81.82%	45.45%
21. Belgium	19 (0.03%)	26 (0.03%)	2.35	00:01:53	57.69%	46.15%
22. Denmark	19 (0.03%)	22 (0.03%)	1.27	00:00:33	72.73%	77.27%
23. Turkey	19 (0.03%)	25 (0.03%)	1.80	00:01:55	76.00%	60.00%
24. Argentina	18 (0.03%)	22 (0.03%)	2.45	00:01:49	68.18%	45.45%

25.	Sweden	18 (0.03%)	21 (0.03%)	1.71	00:00:57	85.71%	52.38%
-----	--------	----------------------	----------------------	------	----------	--------	--------

Rows 1 - 25 of 117

© 2020 Google

02_DAC1-KW_02_Usa

ALL » COUNTRY: United States

Jun 1, 2020 - Jun 30, 2020



Map Overlay

Site Usage



Region	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	59,046 % of Total: 96.25% (61,346)	73,209 % of Total: 96.30% (76,024)	1.98 Avg for View: 1.98 (0.00%)	00:01:35 Avg for View: 00:01:35 (-0.06%)	72.10% Avg for View: 71.93% (0.23%)	59.24% Avg for View: 59.22% (0.04%)
1. Florida	20,494 (34.68%)	24,482 (33.44%)	1.87	00:01:23	75.61%	61.87%
2. Texas	5,589 (9.46%)	6,550 (8.95%)	1.80	00:01:10	78.29%	65.39%
3. Georgia	4,742 (8.02%)	5,373 (7.34%)	1.70	00:01:00	81.98%	65.44%
4. North Carolina	3,264 (5.52%)	3,718 (5.08%)	1.71	00:01:07	80.93%	66.62%
5. Tennessee	1,949 (3.30%)	2,261 (3.09%)	1.80	00:01:09	78.20%	64.31%
6. Pennsylvania	1,797 (3.04%)	2,809 (3.84%)	2.40	00:02:21	53.01%	49.16%
7. New York	1,782 (3.02%)	2,320 (3.17%)	2.03	00:01:54	66.98%	55.04%
8. Ohio	1,561 (2.64%)	2,185 (2.98%)	2.50	00:02:17	60.55%	47.64%
9. Illinois	1,528 (2.59%)	2,192 (2.99%)	2.25	00:02:14	59.76%	53.10%
10. South Carolina	1,414 (2.39%)	1,620 (2.21%)	1.80	00:01:06	78.95%	63.52%
11. New Jersey	1,363 (2.31%)	1,966 (2.69%)	2.27	00:01:50	58.24%	52.80%
12. California	1,182 (2.00%)	1,364 (1.86%)	1.87	00:01:37	79.25%	59.46%
13. Virginia	1,113 (1.88%)	1,484 (2.03%)	2.17	00:02:01	65.30%	53.50%
14. Massachusetts	979 (1.66%)	1,419 (1.94%)	2.39	00:01:59	58.21%	51.73%
15. Michigan	817 (1.38%)	1,190 (1.63%)	2.34	00:02:12	57.23%	49.75%
16. Maryland	777 (1.31%)	1,093 (1.49%)	2.20	00:02:11	60.29%	52.33%
17. Indiana	739 (1.25%)	1,008 (1.38%)	2.23	00:02:00	62.50%	52.48%
18. Alabama	715 (1.21%)	902 (1.23%)	2.17	00:01:54	70.62%	54.66%
19. Missouri	657 (1.11%)	817 (1.12%)	2.19	00:02:01	69.52%	53.73%
20. Kentucky	513 (0.87%)	687 (0.94%)	2.23	00:02:32	63.32%	52.40%
21. Wisconsin	481 (0.81%)	701 (0.96%)	2.53	00:02:29	57.20%	51.50%
22. Louisiana	446 (0.75%)	596 (0.81%)	2.28	00:02:09	65.94%	54.19%
23. Minnesota	437 (0.74%)	657 (0.90%)	2.16	00:02:02	58.14%	51.60%

24.	Colorado	435 (0.74%)	535 (0.73%)	1.91	00:01:21	69.72%	57.76%
25.	Washington	371 (0.63%)	444 (0.61%)	2.44	00:02:25	76.80%	54.95%
26.	Connecticut	368 (0.62%)	501 (0.68%)	2.24	00:01:40	64.87%	48.70%
27.	Arkansas	319 (0.54%)	351 (0.48%)	2.05	00:01:33	82.91%	40.74%
28.	Arizona	301 (0.51%)	338 (0.46%)	2.10	00:01:54	79.29%	51.78%
29.	Oklahoma	281 (0.48%)	322 (0.44%)	2.25	00:01:55	77.33%	56.83%
30.	Iowa	252 (0.43%)	317 (0.43%)	2.11	00:01:27	68.77%	54.89%
31.	(not set)	210 (0.36%)	215 (0.29%)	1.20	00:00:17	94.88%	91.16%
32.	Mississippi	202 (0.34%)	233 (0.32%)	2.48	00:02:33	75.97%	48.50%
33.	West Virginia	182 (0.31%)	207 (0.28%)	2.23	00:02:37	76.33%	53.14%
34.	New Hampshire	180 (0.30%)	259 (0.35%)	2.28	00:02:22	57.53%	52.12%
35.	Kansas	170 (0.29%)	187 (0.26%)	2.10	00:01:38	82.89%	49.20%
36.	District of Columbia	169 (0.29%)	185 (0.25%)	1.87	00:01:34	76.22%	67.03%
37.	Delaware	169 (0.29%)	231 (0.32%)	2.32	00:02:10	60.61%	49.35%
38.	Rhode Island	168 (0.28%)	258 (0.35%)	2.02	00:02:30	59.69%	64.34%
39.	Nebraska	165 (0.28%)	218 (0.30%)	2.18	00:02:15	65.14%	52.75%
40.	Oregon	147 (0.25%)	157 (0.21%)	1.87	00:01:23	85.35%	66.24%
41.	Nevada	134 (0.23%)	178 (0.24%)	1.97	00:02:04	64.04%	52.81%
42.	Utah	120 (0.20%)	172 (0.23%)	1.66	00:01:40	65.12%	67.44%
43.	Maine	81 (0.14%)	110 (0.15%)	2.51	00:02:10	60.91%	45.45%
44.	New Mexico	68 (0.12%)	86 (0.12%)	1.90	00:01:18	72.09%	53.49%
45.	Idaho	47 (0.08%)	51 (0.07%)	2.06	00:02:32	76.47%	49.02%
46.	Vermont	46 (0.08%)	77 (0.11%)	2.94	00:03:55	48.05%	38.96%
47.	Wyoming	37 (0.06%)	42 (0.06%)	2.05	00:01:35	73.81%	61.90%
48.	South Dakota	34 (0.06%)	38 (0.05%)	1.55	00:01:39	84.21%	68.42%
49.	Montana	31 (0.05%)	32 (0.04%)	1.91	00:01:02	93.75%	59.38%
50.	North Dakota	30 (0.05%)	31 (0.04%)	2.29	00:02:53	83.87%	54.84%

Rows 1 - 50 of 52

02_DAC1-KW_03_Fla

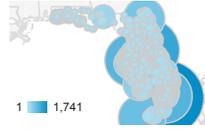
ALL » COUNTRY: United States » REGION: Florida

Jun 1, 2020 - Jun 30, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	20,494 % of Total: 33.41% (61,346)	24,482 % of Total: 32.20% (76,024)	1.87 Avg for View: 1.98 (-5.75%)	00:01:23 Avg for View: 00:01:35 (-11.90%)	75.61% Avg for View: 71.93% (5.11%)	61.87% Avg for View: 59.22% (4.47%)
1. Miami	1,741 (8.29%)	1,883 (7.69%)	1.63	00:00:57	81.20%	68.67%
2. Orlando	1,204 (5.74%)	1,333 (5.44%)	1.82	00:01:12	79.07%	63.77%
3. Hialeah	909 (4.33%)	1,020 (4.17%)	1.96	00:01:14	76.86%	58.14%
4. Tampa	865 (4.12%)	999 (4.08%)	1.78	00:01:05	75.48%	62.96%
5. Key West	670 (3.19%)	948 (3.87%)	2.18	00:01:59	53.59%	57.59%
6. Jacksonville	553 (2.63%)	612 (2.50%)	1.75	00:01:05	83.33%	63.24%
7. (not set)	429 (2.04%)	490 (2.00%)	1.72	00:01:10	78.78%	67.55%
8. Brandon	368 (1.75%)	446 (1.82%)	1.95	00:01:07	69.06%	56.28%
9. Cape Coral	327 (1.56%)	404 (1.65%)	1.72	00:01:07	70.54%	65.10%
10. St. Petersburg	268 (1.28%)	323 (1.32%)	1.81	00:01:20	73.07%	64.40%
11. Port St. Lucie	224 (1.07%)	262 (1.07%)	1.76	00:01:19	74.81%	65.27%
12. Kissimmee	207 (0.99%)	237 (0.97%)	1.80	00:01:14	76.79%	61.18%
13. Fort Lauderdale	188 (0.90%)	209 (0.85%)	1.79	00:01:02	82.78%	67.46%
14. Hollywood	178 (0.85%)	204 (0.83%)	1.74	00:01:00	79.90%	64.22%
15. Tallahassee	172 (0.82%)	233 (0.95%)	1.85	00:01:35	68.24%	58.37%
16. Bradenton	171 (0.81%)	189 (0.77%)	1.63	00:01:17	82.01%	66.14%
17. Doral	171 (0.81%)	200 (0.82%)	1.98	00:01:06	74.50%	60.00%
18. West Palm Beach	163 (0.78%)	202 (0.83%)	2.48	00:02:17	70.79%	54.95%
19. Palm Beach Gardens	159 (0.76%)	188 (0.77%)	2.02	00:01:21	76.60%	61.70%
20. Davie	151 (0.72%)	168 (0.69%)	1.72	00:00:55	77.98%	64.29%
21. The Villages	145 (0.69%)	183 (0.75%)	1.70	00:01:23	72.13%	65.03%
22. Miami Beach	139 (0.66%)	160 (0.65%)	1.62	00:01:06	80.62%	65.00%
23. Ocala	132 (0.63%)	173 (0.71%)	1.97	00:01:42	64.74%	55.49%

24. Plantation	129 (0.61%)	147 (0.60%)	1.67	00:00:46	80.27%	67.35%
25. Miramar	127 (0.60%)	138 (0.56%)	1.67	00:00:37	79.71%	70.29%
26. Clearwater	126 (0.60%)	143 (0.58%)	1.97	00:01:43	75.52%	58.04%
27. Pompano Beach	125 (0.60%)	152 (0.62%)	1.99	00:01:49	71.05%	57.24%
28. Boca Raton	124 (0.59%)	179 (0.73%)	2.17	00:02:54	58.10%	55.87%
29. Gainesville	122 (0.58%)	145 (0.59%)	1.74	00:00:54	76.55%	64.14%
30. Boynton Beach	121 (0.58%)	139 (0.57%)	1.84	00:01:31	75.54%	61.87%
31. Wellington	121 (0.58%)	168 (0.69%)	1.85	00:01:42	66.07%	57.14%
32. North Naples	120 (0.57%)	150 (0.61%)	1.77	00:00:57	73.33%	64.00%
33. Lakeland	117 (0.56%)	124 (0.51%)	1.91	00:00:59	86.29%	57.26%
34. Pinellas Park	114 (0.54%)	157 (0.64%)	3.05	00:03:31	61.15%	47.13%
35. Greenacres	114 (0.54%)	130 (0.53%)	1.65	00:01:01	80.00%	63.85%
36. Pembroke Pines	109 (0.52%)	119 (0.49%)	1.92	00:01:21	78.99%	59.66%
37. Winter Garden	108 (0.51%)	129 (0.53%)	1.91	00:01:12	72.87%	61.24%
38. Sanford	107 (0.51%)	111 (0.45%)	1.56	00:00:54	90.99%	70.27%
39. Palm Bay	101 (0.48%)	114 (0.47%)	1.68	00:01:01	80.70%	70.18%
40. Coral Springs	101 (0.48%)	127 (0.52%)	2.06	00:01:22	70.87%	60.63%
41. Jupiter	100 (0.48%)	137 (0.56%)	1.77	00:01:17	64.96%	61.31%
42. Spring Hill	97 (0.46%)	112 (0.46%)	1.90	00:01:01	75.00%	56.25%
43. Palm Coast	95 (0.45%)	113 (0.46%)	1.63	00:00:49	71.68%	63.72%
44. Kendall	92 (0.44%)	94 (0.38%)	1.71	00:00:59	85.11%	58.51%
45. Fort Myers	90 (0.43%)	104 (0.42%)	1.95	00:01:45	74.04%	56.73%
46. Boca Del Mar	88 (0.42%)	110 (0.45%)	1.64	00:00:30	75.45%	68.18%
47. Four Corners	88 (0.42%)	100 (0.41%)	2.04	00:01:54	81.00%	67.00%
48. Miami Gardens	87 (0.41%)	96 (0.39%)	2.10	00:01:21	82.29%	56.25%
49. The Hammocks	87 (0.41%)	91 (0.37%)	1.78	00:01:15	90.11%	63.74%
50. Lake Butler	86 (0.41%)	98 (0.40%)	1.64	00:00:46	78.57%	65.31%

Rows 1 - 50 of 484

02_DAC1-KW_04_Can

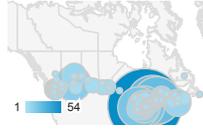
ALL » COUNTRY: Canada

Jun 1, 2020 - Jun 30, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	410 % of Total: 0.67% (61,346)	586 % of Total: 0.77% (76,024)	2.12 Avg for View: 1.98 (7.00%)	00:01:45 Avg for View: 00:01:35 (10.82%)	58.19% Avg for View: 71.93% (-19.10%)	52.05% Avg for View: 59.22% (-12.11%)
1. Toronto	54 (12.92%)	60 (10.24%)	1.67	00:00:43	65.00%	58.33%
2. Ottawa	24 (5.74%)	26 (4.44%)	1.42	00:00:38	88.46%	65.38%
3. Montreal	23 (5.50%)	28 (4.78%)	1.46	00:00:27	67.86%	78.57%
4. (not set)	20 (4.78%)	22 (3.75%)	1.91	00:01:20	77.27%	45.45%
5. Hamilton	17 (4.07%)	32 (5.46%)	1.91	00:04:17	40.62%	62.50%
6. Sarnia	17 (4.07%)	27 (4.61%)	3.00	00:03:11	59.26%	22.22%
7. Calgary	12 (2.87%)	13 (2.22%)	1.15	00:00:11	92.31%	84.62%
8. Burlington	11 (2.63%)	39 (6.66%)	1.74	00:01:22	23.08%	35.90%
9. Halifax	7 (1.67%)	7 (1.19%)	1.71	00:02:57	100.00%	57.14%
10. Kitchener	7 (1.67%)	11 (1.88%)	4.27	00:01:34	27.27%	45.45%
11. Edmonton	6 (1.44%)	6 (1.02%)	1.17	00:00:15	66.67%	83.33%
12. Brampton	6 (1.44%)	6 (1.02%)	2.00	00:00:36	100.00%	50.00%
13. London	6 (1.44%)	7 (1.19%)	3.29	00:02:53	71.43%	28.57%
14. Mississauga	6 (1.44%)	8 (1.37%)	2.00	00:01:00	37.50%	75.00%
15. Surrey	5 (1.20%)	5 (0.85%)	1.00	00:00:00	80.00%	100.00%
16. Caledon	5 (1.20%)	9 (1.54%)	2.11	00:00:44	55.56%	66.67%
17. Richmond Hill	5 (1.20%)	5 (0.85%)	1.80	00:01:16	100.00%	60.00%
18. Windsor	5 (1.20%)	7 (1.19%)	1.43	00:00:32	57.14%	71.43%
19. Quebec City	5 (1.20%)	5 (0.85%)	1.00	00:00:00	80.00%	100.00%
20. Abbotsford	4 (0.96%)	4 (0.68%)	2.50	00:03:22	100.00%	50.00%
21. Vancouver	4 (0.96%)	4 (0.68%)	1.25	00:00:06	100.00%	75.00%
22. Kingston	4 (0.96%)	4 (0.68%)	1.75	00:00:13	100.00%	25.00%
23. Markham	4 (0.96%)	4 (0.68%)	1.50	00:01:30	100.00%	75.00%

24. Oakville	4 (0.96%)	4 (0.68%)	2.25	00:00:49	75.00%	75.00%
25. Whitby	4 (0.96%)	4 (0.68%)	2.75	00:01:38	75.00%	25.00%

Rows 1 - 25 of 130

02_DAC1-KW_05_UK

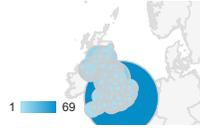
ALL » COUNTRY: United Kingdom

Jun 1, 2020 - Jun 30, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	594 % of Total: 0.97% (61,346)	791 % of Total: 1.04% (76,024)	2.15 Avg for View: 1.98 (8.71%)	00:01:53 Avg for View: 00:01:35 (19.35%)	64.60% Avg for View: 71.93% (-10.19%)	55.63% Avg for View: 59.22% (-6.06%)
1. (not set)	84 (13.86%)	113 (14.29%)	2.26	00:02:36	62.83%	49.56%
2. London	69 (11.39%)	75 (9.48%)	1.56	00:00:55	77.33%	64.00%
3. Leeds	15 (2.48%)	26 (3.29%)	1.42	00:00:20	50.00%	76.92%
4. Birmingham	12 (1.98%)	18 (2.28%)	1.22	00:01:38	55.56%	77.78%
5. Glasgow	10 (1.65%)	11 (1.39%)	2.64	00:00:49	81.82%	45.45%
6. Bicester	8 (1.32%)	12 (1.52%)	1.17	00:00:10	58.33%	83.33%
7. Bristol	8 (1.32%)	8 (1.01%)	1.38	00:00:15	87.50%	75.00%
8. Liverpool	8 (1.32%)	8 (1.01%)	2.12	00:01:48	75.00%	62.50%
9. Stoke-on-Trent	8 (1.32%)	8 (1.01%)	3.50	00:04:28	75.00%	37.50%
10. Carrickfergus	8 (1.32%)	14 (1.77%)	1.50	00:03:35	57.14%	64.29%
11. Edinburgh	7 (1.16%)	11 (1.39%)	3.00	00:02:19	54.55%	45.45%
12. Pontypool	7 (1.16%)	8 (1.01%)	1.62	00:02:36	87.50%	50.00%
13. Nottingham	6 (0.99%)	6 (0.76%)	2.00	00:01:41	83.33%	50.00%
14. Sheffield	6 (0.99%)	7 (0.88%)	2.29	00:01:12	71.43%	42.86%
15. Slough	6 (0.99%)	7 (0.88%)	2.29	00:03:35	85.71%	57.14%
16. Ipswich	5 (0.83%)	5 (0.63%)	1.40	00:00:14	100.00%	80.00%
17. Manchester	5 (0.83%)	5 (0.63%)	1.40	00:00:21	80.00%	60.00%
18. Southampton	5 (0.83%)	6 (0.76%)	1.00	00:00:00	66.67%	100.00%
19. Stockton-on-Tees	5 (0.83%)	7 (0.88%)	1.43	00:02:09	71.43%	57.14%
20. Cambridge	4 (0.66%)	14 (1.77%)	1.79	00:02:04	14.29%	42.86%
21. Horsham	4 (0.66%)	4 (0.51%)	1.00	00:00:00	75.00%	100.00%
22. Norwich	4 (0.66%)	4 (0.51%)	1.25	00:00:03	100.00%	75.00%
23. Poole	4 (0.66%)	4 (0.51%)	1.75	00:00:47	75.00%	50.00%

24. Preston	4 (0.66%)	4 (0.51%)	1.75	00:00:23	100.00%	50.00%
25. Reading	4 (0.66%)	4 (0.51%)	3.75	00:03:01	100.00%	25.00%

Rows 1 - 25 of 223

DATE: August 5, 2020
TO: District I Advisory Committee
FROM: Ammie Machan, Administrative Assistant
RE: Review of Recent DAC Funded Events

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

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

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

Mango Fest of Key West Key West Police Athletic League, Inc. <i>Report attached</i>	6/25/2020 – 6/28/2020	Destination	\$10,000
--	-----------------------	-------------	----------

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

Hemingway 5K Sunset Run & Paddleboard Race Hemingway Sunset Run & Paddleboard, LLC	7/25/2020	Destination	\$17,000
FKCC Swim Around Key West, Open Water Swim and Swim Meets Florida Keys Community College and the Letters "FKCC"	6/18/2020 – 9/6/2020	Destination	\$10,000
MZF Mile Zero Fights MZF Mile Zero Fights, L.L.C.	1/1/2020 – 9/30/2020	Destination	\$10,000

EVENT NAME: Mango Fest Key West

EVENT WEBSITE ADDRESS: <https://mangofestkeywest.com/>

DATE(S) OF EVENT: June 22 - June 28, 2020

1. What was the primary purpose of your event?

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

2. Estimated total number of attendees: 500

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

a. How many out of County visitors to this district?	a. <u>0</u>
b. How many visitors to a room?	b. <u>0</u>
c. How many nights will the visitors stay?	c.
d. Calculate: Room Nights = (a/b) x c Divide line a by line b. Then multiple by line c	*Room Nights: <u>0</u>

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

Check all that apply.

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

Other, please specify

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

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

Because the city could not permit the use of Bayview Park we did not have our typical Vendor Village, which has been the draw for visitors. Hotels were not open and guests were not traveling.

We had very good local participation. With our other events

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

YES, see attached

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

This was our first year using TDC funding, and we had exceptional response from our marketing efforts.