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WORKSHOP AGENDA

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

WORKSHOP, TUESDAY, AUGUST 4, 2020, 6:00 p.m.

Join Zoom Meeting <https://us02web.zoom.us/j/86162292340>

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: 861 6229 2340

One tap mobile

+19292056099,,86162292340# US (New York)

+13017158592,,86162292340# US (Germantown)

Dial by your location

+1 929 205 6099 US (New York)

+1 301 715 8592 US (Germantown)

+1 312 626 6799 US (Chicago)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

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

A. CALL TO ORDER

B. ROLL CALL

C. AGENDA REVIEW

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 II 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. Presentation: Destination Analytics/Traveler Sentiment

- I. **VIS REPORTS:**
 - 1. Visitor Information Services Report – FYI

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

- K. **OLD BUSINESS:**

- L. **NEW BUSINESS:**
 - 1. 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.

DAC II

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
 FISCAL YEAR 2020
 July 8, 2020

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

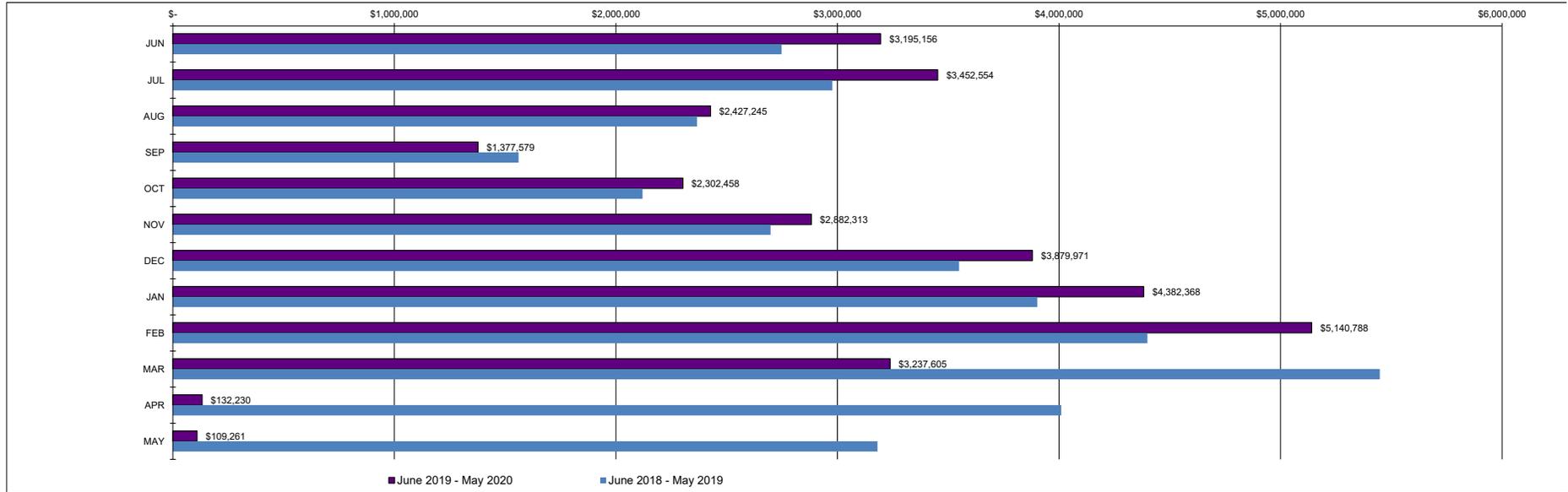
		Appropriations	Expenses	Encumbrances	Balance
T208M34X	COMMISSIONS & FEES (FINANCE)	2,296	(2,156)	0	140
T208A73X	UTILITIES	3,000	(272)	0	2,728
T208A23X	ADMINISTRATION RESOURCES	1,652	0	0	1,652
T208A63X	ADMINISTRATIVE SERVICES	35,169	(14,772)	0	20,397
T208M01X	COUNTY ALLOCATION	<u>14,975</u>	<u>0</u>	<u>0</u>	<u>14,975</u>
	(ADMIN) SUBTOTAL	57,092	(17,200)	0	39,892
T208V14X	DISTRICT TELEMARKETING (VIS)	<u>100,548</u>	<u>(67,032)</u>	<u>0</u>	<u>33,516</u>
	(VIS) SUBTOTAL	100,548	(67,032)	0	33,516
T208B04X	DAC II CAPITAL PROJECTS RESOURCES	60,000	0	0	60,000
T208M10X	SALARIES & WAGES - LITTLE DUCK KEY BCH (CARLTON HOWARD)	67,689	(18,278)	0	49,411
T208M10X	RESERVE	2,500	(418)	0	2,082
T208M10X	FICA	5,222	(1,405)	0	3,817
T208M10X	RETIREMENT	5,839	(1,584)	0	4,255
T208M10X	GROUP INSURANCE	13,228	0	0	13,228
T208M10X	WORKERS COMPENSATION	2,992	0	0	2,992
T208M04X	LITTLE DUCK KEY UTILITIES / REPAIRS AND MAINTENANCE	10,000	(7,768)	0	2,232
T208M14X	LITTLE DUCK BEACH	17,930	0	0	17,930
T208B97X	ECONOMIC NATURAL DISASTER RESOURCE	70,000	0	0	70,000
TM98367Y	COUNTY LOWER KEYS SCENIC HIGHWAY FY 19	326,954	0	0	326,954
T208M36X	LOWER KEYS SCENIC HWY VIEWING AREA FY 20	170,031	0	0	170,031
TB98989Y	MOTE CORAL RESTORATION - LOWER KEYS	90,000	(90,000)	0	0
T208B89X	CORAL RESTORATION FY 20	<u>22,425</u>	<u>0</u>	<u>0</u>	<u>22,425</u>
	(CAPITAL) SUBTOTAL	864,810	(119,453)	0	745,357
T208S23X	DAC II EVENTS RESOURCES	0	0	0	0
T208S03X	STOCK ISLAND SEAFOOD CELEBRATION 20	<u>10,960</u>	<u>0</u>	<u>0</u>	<u>10,960</u>
	(EVENTS) SUBTOTAL	10,960	0	0	10,960
T208P65X	DAC II WEBCAM	21,000	(15,600)	0	5,400
T208P93X	DISTRICT #2 AD CAMPAIGN	796,778	(460,874)	(335,904)	0
T208P26X	PROMOTIONAL/STORM ADVERTISING RESOURCES	<u>51,905</u>	<u>0</u>	<u>0</u>	<u>51,905</u>
	(PROMOTIONAL) SUBTOTAL	869,683	(476,474)	(335,904)	5,400
	FUND TOTAL	1,903,093	(680,159)	(335,904)	835,125

TWO PENNY					
TM95711Y	FANTASY FEST FY19	15,000	(15,000)	0	0
T205M05X	FANTASY FEST FY20	10,000	0	0	10,000
T205S13X	KEY WEST HALF MARATHON FY20	7,500	(7,500)	0	0
T205M75X	NAUTICAL FLEA MARKET FY20	7,500	0	0	7,500
T205M25X	PHIL PETERSONS FY20	10,000	0	0	10,000
T205S03X	STOCK ISLAND SEAFOOD CELEBRATION FY20	4,040	0	0	4,040
T205M22X	UNDERWATER MUSIC FESTIVAL FY20	10,000	0	0	10,000

FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020

E.2



MARKET SHARE	FY 2001	FY 2002	FY 2003	FY 2004	FY 2005	FY 2006	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Year to Date
DISTRICT I	53.37%	53.68%	53.73%	53.96%	53.41%	52.19%	51.59%	54.78%	57.33%	57.93%	58.03%	58.31%	57.88%	56.67%	55.90%	55.93%	54.23%	59.16%	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 III										DISTRICT III										
										FY 2020 VS FY 2019										
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	\$ INC/DEC	% INC/DEC												
OCTOBER	\$ 196,717.24	\$ 234,800.48	\$ 239,587.26	\$ 195,869.07	\$ 214,533.54	\$ 270,184.35	\$ 55,650.81	25.9%	OCTOBER											
NOVEMBER	\$ 243,103.28	\$ 293,276.57	\$ 302,122.70	\$ 210,145.63	\$ 315,096.11	\$ 400,282.01	\$ 85,185.90	27.0%	NOVEMBER											
DECEMBER	\$ 437,829.39	\$ 500,556.19	\$ 491,045.96	\$ 313,260.73	\$ 519,870.19	\$ 642,571.10	\$ 122,700.91	23.6%	DECEMBER											
JANUARY	\$ 514,898.57	\$ 577,463.89	\$ 536,441.18	\$ 379,184.48	\$ 571,544.54	\$ 675,464.87	\$ 103,920.33	18.2%	JANUARY											
FEBRUARY	\$ 552,209.37	\$ 616,201.24	\$ 612,164.74	\$ 434,191.04	\$ 649,571.60	\$ 846,991.01	\$ 197,419.41	30.4%	FEBRUARY											
MARCH	\$ 709,114.15	\$ 821,986.57	\$ 761,396.01	\$ 574,910.71	\$ 875,996.55	\$ 570,116.47	\$ (305,880.08)	-34.9%	MARCH											
APRIL	\$ 490,810.39	\$ 493,491.53	\$ 616,987.80	\$ 354,142.74	\$ 647,498.60	\$ 24,323.61	\$ (623,174.99)	-96.2%	APRIL											
MAY	\$ 379,017.06	\$ 410,244.76	\$ 411,590.80	\$ 289,455.32	\$ 462,015.42	\$ 27,513.09	\$ (434,502.33)	-94.0%	MAY											
JUNE	\$ 458,055.21	\$ 521,540.61	\$ 531,017.78	\$ 430,390.28	\$ 661,771.68			0.0%	JUNE											
JULY	\$ 514,967.14	\$ 655,572.62	\$ 674,407.90	\$ 476,709.89	\$ 728,385.52			0.0%	JULY											
AUGUST	\$ 424,874.40	\$ 431,148.60	\$ 424,862.74	\$ 354,171.35	\$ 483,174.85			0.0%	AUGUST											
SEPTEMBER	\$ 223,120.29	\$ 249,246.50	\$ 121,156.50	\$ 211,836.95	\$ 189,197.53			0.0%	SEPTEMBER											
TOTAL	\$ 5,144,716.49	\$ 5,805,529.56	\$ 5,722,781.37	\$ 4,224,268.19	\$ 6,318,656.13	\$ 3,457,446.51	\$ (798,680.04)	-18.8%												
% INC/DEC PREVIOUS YEAR	17.0%	12.8%	-1.4%	-26.2%	49.6%															
Priceline settlement reflected																				

DISTRICT IV										DISTRICT IV										
										FY 2020 VS FY 2019										
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	\$ INC/DEC	% INC/DEC												
OCTOBER	\$ 189,322.64	\$ 203,454.21	\$ 187,483.79	\$ 48,429.45	\$ 177,136.72	\$ 198,399.64	\$ 21,262.92	12.0%	OCTOBER											
NOVEMBER	\$ 215,240.80	\$ 238,203.29	\$ 255,420.09	\$ 78,972.73	\$ 219,856.52	\$ 270,143.10	\$ 50,286.58	22.9%	NOVEMBER											
DECEMBER	\$ 306,732.33	\$ 332,254.49	\$ 325,665.79	\$ 129,291.76	\$ 321,993.05	\$ 368,658.47	\$ 46,665.42	14.5%	DECEMBER											
JANUARY	\$ 326,450.78	\$ 342,320.70	\$ 335,344.27	\$ 167,829.51	\$ 332,207.98	\$ 399,250.74	\$ 67,042.76	20.2%	JANUARY											
FEBRUARY	\$ 384,856.46	\$ 411,236.34	\$ 402,238.17	\$ 214,323.08	\$ 425,075.39	\$ 514,035.83	\$ 88,960.44	20.9%	FEBRUARY											
MARCH	\$ 491,475.35	\$ 529,337.20	\$ 513,626.62	\$ 307,710.87	\$ 570,213.60	\$ 354,305.02	\$ (215,908.58)	-37.9%	MARCH											
APRIL	\$ 365,373.93	\$ 360,061.46	\$ 422,724.47	\$ 257,728.38	\$ 401,426.99	\$ 6,785.64	\$ (394,641.35)	-98.3%	APRIL											
MAY	\$ 307,553.44	\$ 312,691.40	\$ 320,270.73	\$ 239,012.54	\$ 334,170.50	\$ 5,044.00	\$ (329,126.50)	-98.5%	MAY											
JUNE	\$ 297,069.21	\$ 324,493.52	\$ 343,415.53	\$ 286,181.29	\$ 343,848.01			0.0%	JUNE											
JULY	\$ 335,017.87	\$ 377,076.05	\$ 388,791.70	\$ 297,183.05	\$ 375,537.41			0.0%	JULY											
AUGUST	\$ 266,759.20	\$ 263,885.05	\$ 287,262.51	\$ 231,661.53	\$ 260,471.75			0.0%	AUGUST											
SEPTEMBER	\$ 185,637.20	\$ 193,535.62	\$ 64,406.78	\$ 146,731.33	\$ 145,423.37			0.0%	SEPTEMBER											
TOTAL	\$ 3,671,489.21	\$ 3,888,549.33	\$ 3,846,650.45	\$ 2,405,055.52	\$ 3,907,361.29	\$ 2,116,622.44	\$ (665,458.31)	-23.9%												
% INC/DEC PREVIOUS YEAR	8.7%	5.9%	-1.1%	-37.5%	62.5%															
Priceline settlement reflected																				

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



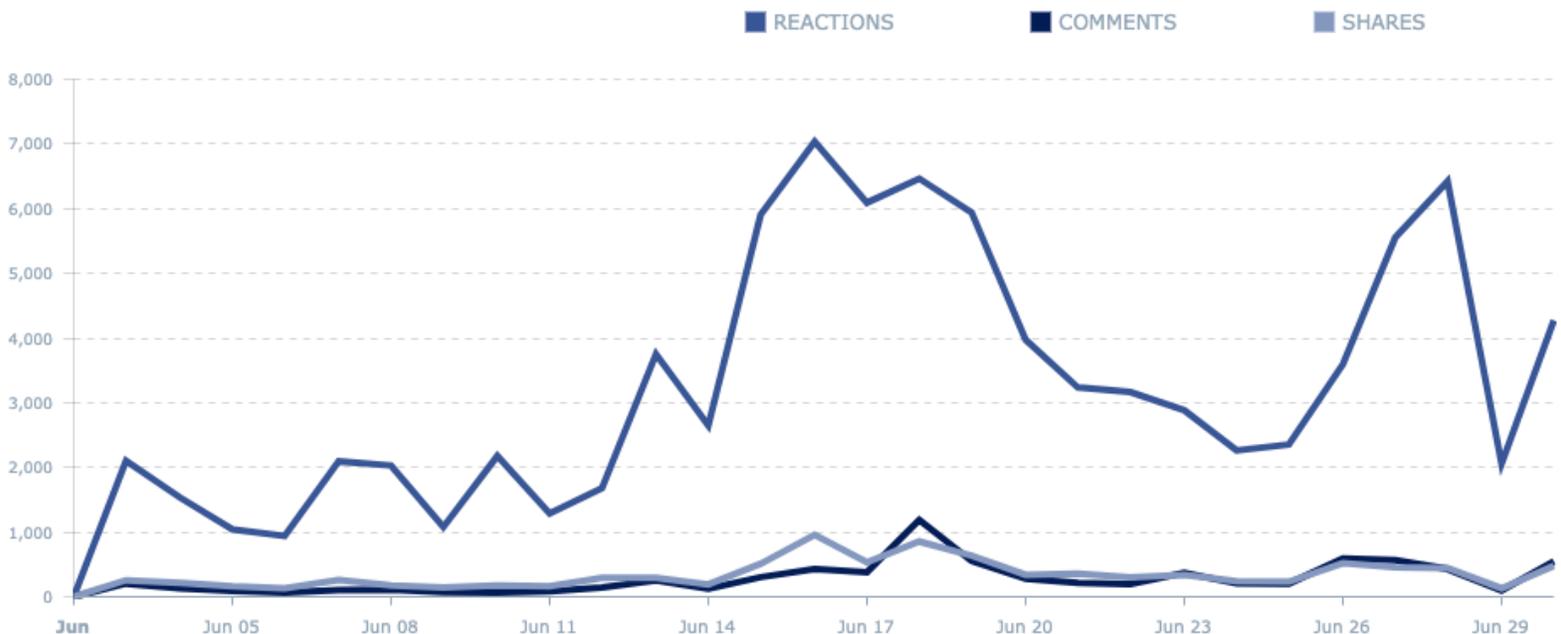
POST ENGAGEMENTS
303,493



PAGE CONSUMPTIONS
271,354



Audience Engagement



ACTION METRICS

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

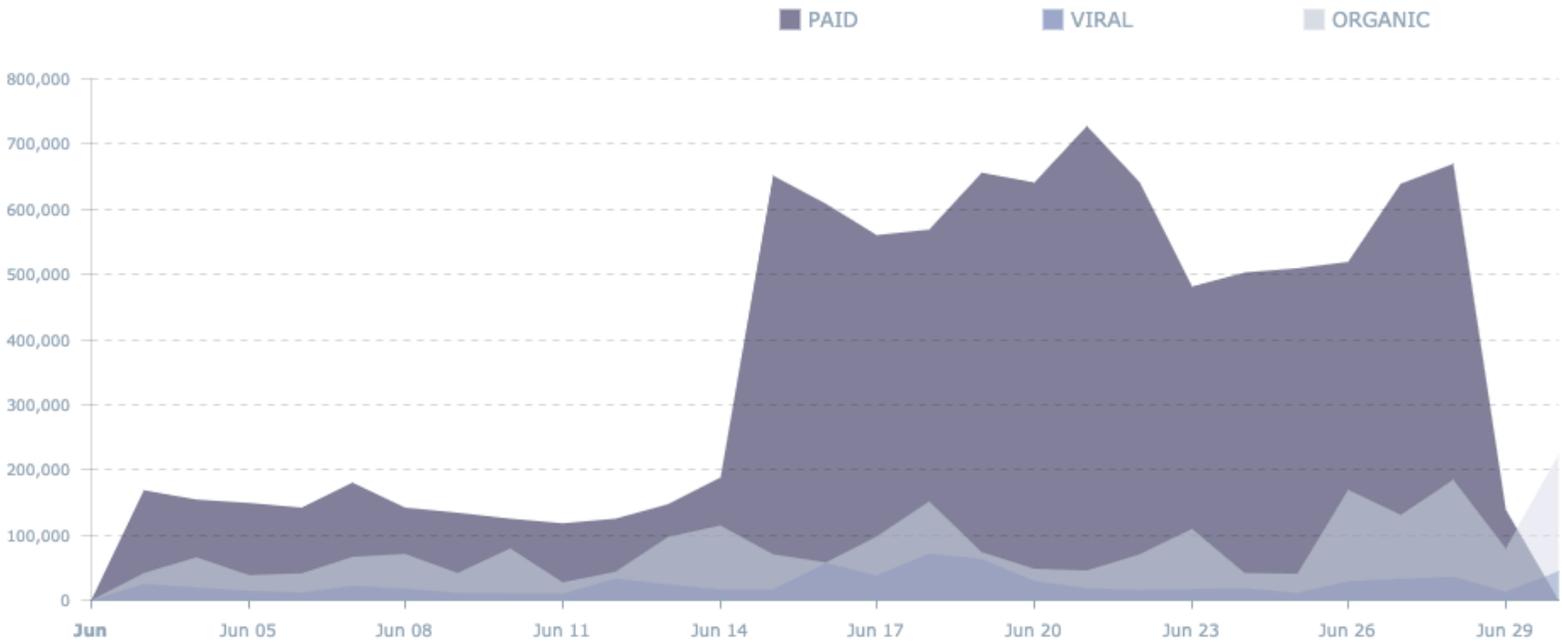
TOTAL ENGAGEMENTS INCREASED BY

↑ **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



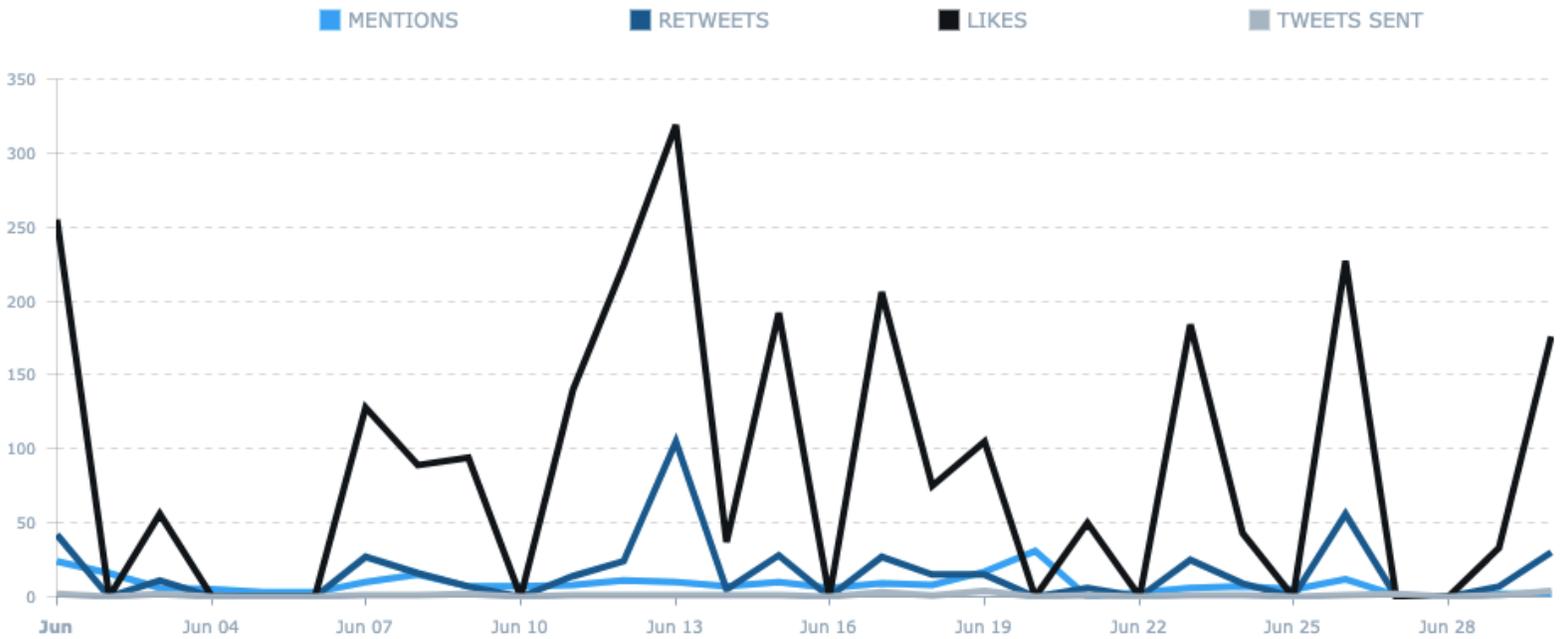
REACH

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

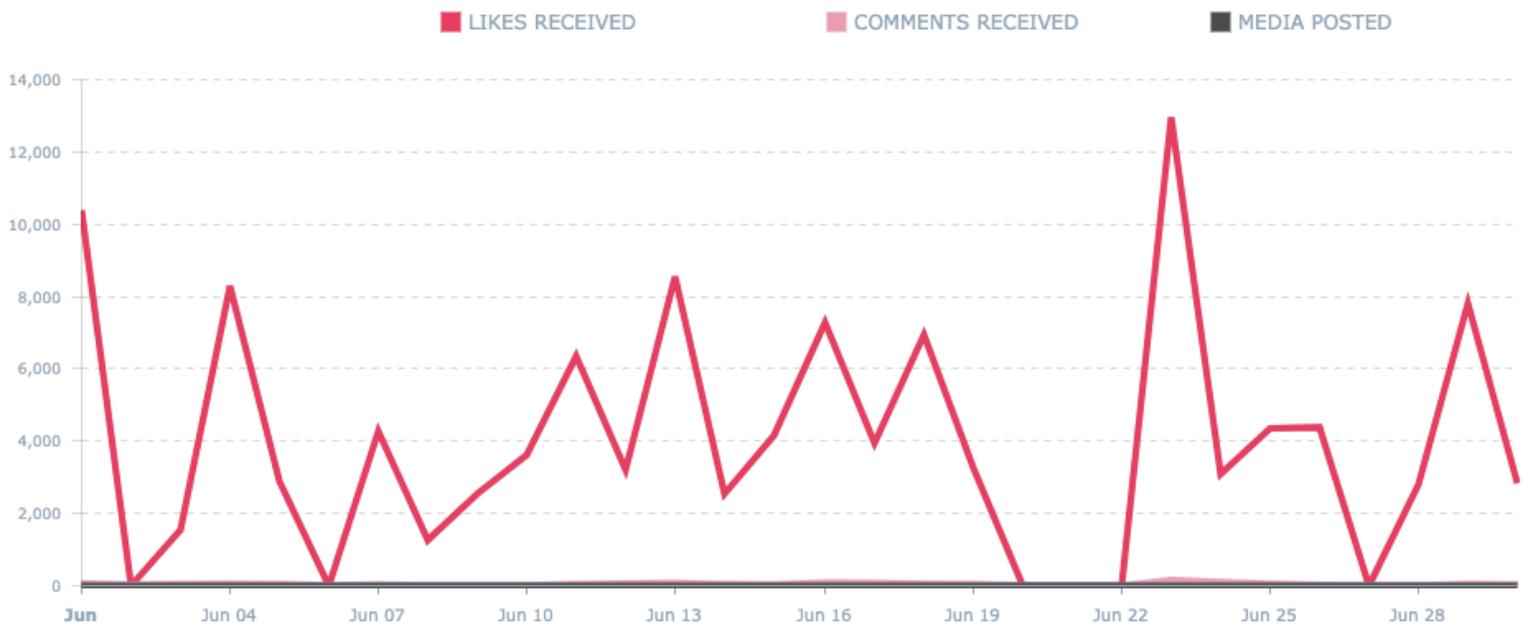


POSTS
1,577



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

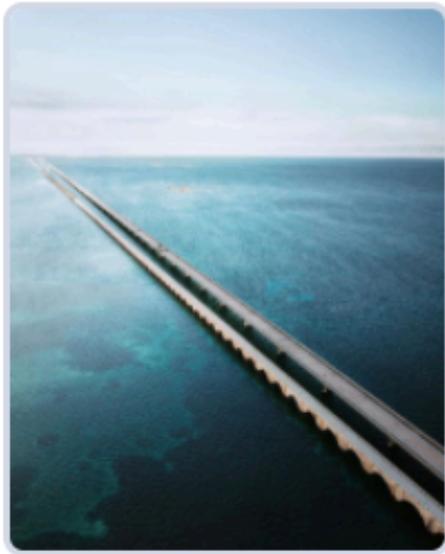
TOTAL ENGAGEMENTS
DECREASED BY

↓ **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 II 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 II from June 7, 2020, through July 18, 2020.

- Agency representatives attended the TDC meeting via Zoom.
- Agency representatives attended DAC II meeting via Zoom.
- In the U.K., no physical media meetings were held due to the impact of COVID-19. However, U.K. affiliate KBC took part in 18 webinar events with leading travel editors and industry representatives including media from the 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 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 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, 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. 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 produced video, still photography and story packages on the Lower Keys Underwater Music Festival when it took place, highlighting the event’s reef protection focus as well as coronavirus protective mandates for participants and other visitors to the Keys. Agency’s Julie Botteri coordinated elements for the shoot and Andy Newman created underwater COVID-19 protection signs to be held by participants costumed as mermaids. Two photos were submitted to Associated Press, Thomson Reuters, Agence France Presse and other outlets.
- 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.
- Agency wrote, distributed to the media and posted on the website a release on the results of the Lower Keys Chamber of Commerce Dolphin Tournament.
- 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.
- 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, featured in the e-newsletter and posted on the website a "Stewards of the Keys" profile on Kristie Killam, park ranger for the Florida Keys' four national wildlife refuges, who oversees the Florida Keys National Wildlife Refuges Nature Center on Big Pine.
- 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 about "What's New in the Florida Keys for MiamiCurated.com; 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 2 Members
FROM: Danielle Salmán-Villasuso
DATE: July 24, 2020
RE: August 4, 2020 DAC 2 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 2 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.



LOWER KEYS					
OCTOBER 2019					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
10/21-10/31	CN.Traveler.com (Native Content via Social Media)	244,022	178	0.07%	N/A
10/21-10/31	Adara Re-Targeting (Mobile/Tablet/Desktop/Cross-Device)	140,313	140	0.10%	N/A
DATE	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
10/1-10/31	Facebook/Instagram (Paid Social Media Targeting Outdoor Enthusiasts)	441,381	14,902	3.38%	N/A
DATE	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
10/14-10/31	Google Ad Words				
	"florida campgrounds"	836	97	11.60%	N/A
	florida camping	681	45	6.61%	N/A
	campground in florida	321	34	10.59%	N/A
	best campgrounds in florida	210	24	15.04%	N/A
	florida campgrounds on beach	133	20	11.76%	N/A
	rv parks in fl	194	16	8.25%	N/A
	campgrounds in southern florida	135	15	3.24%	N/A
	adventure kayaking	309	10	11.43%	N/A
	kayaking in florida	134	10	7.46%	N/A
	tent camping in florida	68	8	2.20%	N/A
	kayak in florida	83	6	7.23%	N/A
	best places to kayak in florida	45	6	5.06%	N/A
	florida rv resorts	182	4	11.11%	N/A
	florida rv parks and campgrounds	79	4	13.33%	N/A
NOVEMBER 2019					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
11/1-11/30	Adara Re-Targeting (Mobile/Tablet/Desktop/Cross-Device)	883,841	7,758	0.88%	N/A
11/1-11/30	CNTraveler.com (Native Content via Social Media)	790,602	4,051	0.51%	N/A
11/1-11/30	SportDiver.com/ScubaDiving.com	100,109	891	0.89%	N/A
DATE	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
11/1-11/30	Facebook/Instagram (Paid Social Media Video)	421,238	5,658	1.34%	N/A
11/1-11/30	TrailerLife Facebook & Instagram	22,910	815	3.56%	N/A
11/1-11/30	MotorHome Facebook & Instagram	17,558	190	1.08%	N/A
DATE	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
11/1-11/31	Google Ad Words				
	florida camping	369	40	10.84%	N/A
	campground in florida	328	39	11.89%	N/A
	tent camping in florida	88	11	12.50%	N/A
	campgrounds in southern florida	83	9	10.84%	N/A
	rv parks in fl	59	8	13.56%	N/A
	best campgrounds in florida	87	7	8.05%	N/A
	florida rv resorts	45	6	13.33%	N/A
	florida campgrounds	105	6	5.71%	N/A
	florida campgrounds on beach	49	6	12.24%	N/A
	adventure kayaking	220	4	1.82%	N/A
	kayaking in florida	21	4	19.05%	N/A
	rv campgrounds florida beaches	12	2	16.67%	N/A
	rv parks south florida	12	2	16.67%	N/A
	florida rv parks and campgrounds	30	2	6.67%	N/A
DECEMBER 2019					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/31	CNTraveler.com (Native Content via Social Media)	332,651	7,567	2.27%	N/A
12/1-12/31	Adara Re-Targeting (Mobile/Tablet/Desktop/Cross-Device)	222,247	950	0.43%	N/A
12/1-12/31	TrailerLife.com Add-On Content Package (Written Content via E-Mail)	782,686	531	0.07%	N/A
12/1-12/31	Motorhome.com Content Add-On Package (Written Content via E-Mail)	127,476	182	0.14%	N/A
DATE	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/31	Facebook/Instagram (Paid Social Media)	437,870	12,630	2.88%	N/A
DATE	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/31	Google Ad Words				
	florida camping	2,243	233	10.39%	N/A
	campground in florida	1,922	232	12.07%	N/A
	tent camping in florida	556	81	14.57%	N/A
	campgrounds in southern florida	506	59	11.66%	N/A
	"florida campgrounds"	658	58	8.81%	N/A
	best campgrounds in florida	525	51	9.71%	N/A
	rv parks in fl	539	39	7.24%	N/A
	adventure kayaking	837	28	3.35%	N/A
	florida rv resorts	402	22	5.47%	N/A
	florida rv parks and campgrounds	265	19	7.17%	N/A
	florida campgrounds on beach	209	14	6.70%	N/A
	kayaking in florida	141	14	9.93%	N/A
	best rv campground in florida	189	13	6.88%	N/A
	best places to kayak in florida	144	10	6.94%	N/A
	rv campgrounds florida beaches	128	10	7.81%	N/A
	places to kayak in florida	116	9	7.76%	N/A
	kayak in florida	159	8	5.03%	N/A
	rv resorts in south florida	97	7	7.22%	N/A
	rv parks south florida	81	5	6.17%	N/A

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



The Florida Keys and Key West
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2019/2020

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

JANUARY 2020

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

FEBRUARY 2020

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

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 - Mobile ads: 0.25 - 0.30% CTR
 - Video: 65% VCR



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2019/2020

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

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



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

DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
	[canoe in florida]	12	1	8.33%	N/A
	[florida kayak tours]	11	1	9.09%	N/A
	[florida canoe trips]	9	1	11.11%	N/A
JUNE 2020					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
6/15-6/30	Tremor Video (Mobile/Tablet/Desktop)	618,622	4,308	0.70%	79.93%
6/15-6/30	Good Sam Digital(Pre-Roll Video)	135,620	196	0.14%	N/A
6/15-6/30	OutsideOnline.com	124,865	154	0.12%	N/A
6/23/20	OutsideOnline E-Blast	15,199	94	0.62%	N/A
6/15-6/30	Adara (Targets users sesraching for airfares/hotels)	52,288	40	0.08%	N/A
6/15-6/30	SaltwaterSportsman.com Banners	2,734	10	0.37%	N/A
6/24/20	Saltwater Sportsman Custom Newsletter	2,734	10	0.37%	N/A
MOBILE		Impressions	Clicks/Engagements	Click-through %	VCR
6/15-6/30	Facebook/Instagram Sponsored Ad	868,371	20,544	2.37%	N/A
6/15-6/30	SportFishing.com/SaltwaterSportsman.com (Custom FB Post)	44,841	1,006	0.38%	N/A
6/19/20	Outside Online Twitter Post	11,002	197	1.79%	N/A
Google Ad Words		Impressions	Clicks/Engagements	Click-through %	VCR
6/1-6/30	[rv parks in fl]	2,368	243	10.26%	N/A
	[florida campgrounds]	2,928	201	6.86%	N/A
	[camping in florida]	2,400	160	6.67%	N/A
	[florida camping]	2,495	149	5.97%	N/A
	[campgrounds in florida]	1,616	109	6.75%	N/A
	[best places to kayak in florida]	393	64	16.28%	N/A
	[rv parks in florida]	543	52	9.58%	N/A
	[florida camping]	726	50	6.89%	N/A
	[beachfront rv parks florida]	396	40	10.10%	N/A
	[florida campgrounds on beach]	728	37	5.08%	N/A
	[best rv campground in florida]	377	32	8.49%	N/A
	[florida rv resorts]	598	31	5.18%	N/A
	[best kayaking in florida]	161	31	19.25%	N/A
	[places to go kayaking in florida]	139	27	19.42%	N/A
	[kayaking in florida]	276	23	8.33%	N/A
	[best campgrounds in florida]	456	21	4.61%	N/A
	[florida campgrounds near beach]	297	21	7.07%	N/A
	[best place to kayak in florida]	92	19	20.65%	N/A
	[campgrounds in southern florida]	205	16	7.80%	N/A
	[camping on the beach]	137	16	11.68%	N/A
	[florida rv]	308	15	4.87%	N/A
	[rv parks south florida]	164	14	8.54%	N/A
	[rv campgrounds florida beaches]	267	12	4.49%	N/A
	"places to kayak in florida"	130	12	9.23%	N/A
	[tent camping in florida]	196	10	5.10%	N/A
	[kayaking florida]	99	10	10.10%	N/A
	[florida state parks]	60	9	15.00%	N/A
	[where to kayak in florida]	59	9	15.25%	N/A
	[best places to canoe in florida]	47	7	14.89%	N/A
	[florida kayaking]	66	5	7.58%	N/A
	[florida rv parks and campgrounds]	125	4	3.20%	N/A
	[florida kayaking trips]	45	4	8.89%	N/A
	[canoe trips in florida]	17	4	23.53%	N/A
	[kayak in florida]	68	3	4.41%	N/A
	"canoeing in south florida"	39	3	7.69%	N/A
	[adventure kayaking]	53	2	3.77%	N/A
	[cabin rentals in florida state parks]	37	2	5.41%	N/A
	[canoeing in florida]	33	2	6.06%	N/A
	[florida kayak tours]	22	2	9.09%	N/A
	[canoe florida]	14	2	14.29%	N/A
	[best canoeing in florida]	13	2	15.38%	N/A
	[florida canoe camping]	11	2	18.18%	N/A
	[florida canoe trips]	9	2	22.22%	N/A
	[oceanfront campgrounds florida]	45	1	2.22%	N/A
	[florida family campgrounds]	25	1	4.00%	N/A
	[places to canoe in florida]	18	1	5.56%	N/A
	[canoe camping florida]	9	1	11.11%	N/A
	[best kayaking florida]	6	1	16.67%	N/A
	[canoe trips florida]	4	1	25.00%	N/A
	"canoeing south florida"	2	1	50.00%	N/A

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

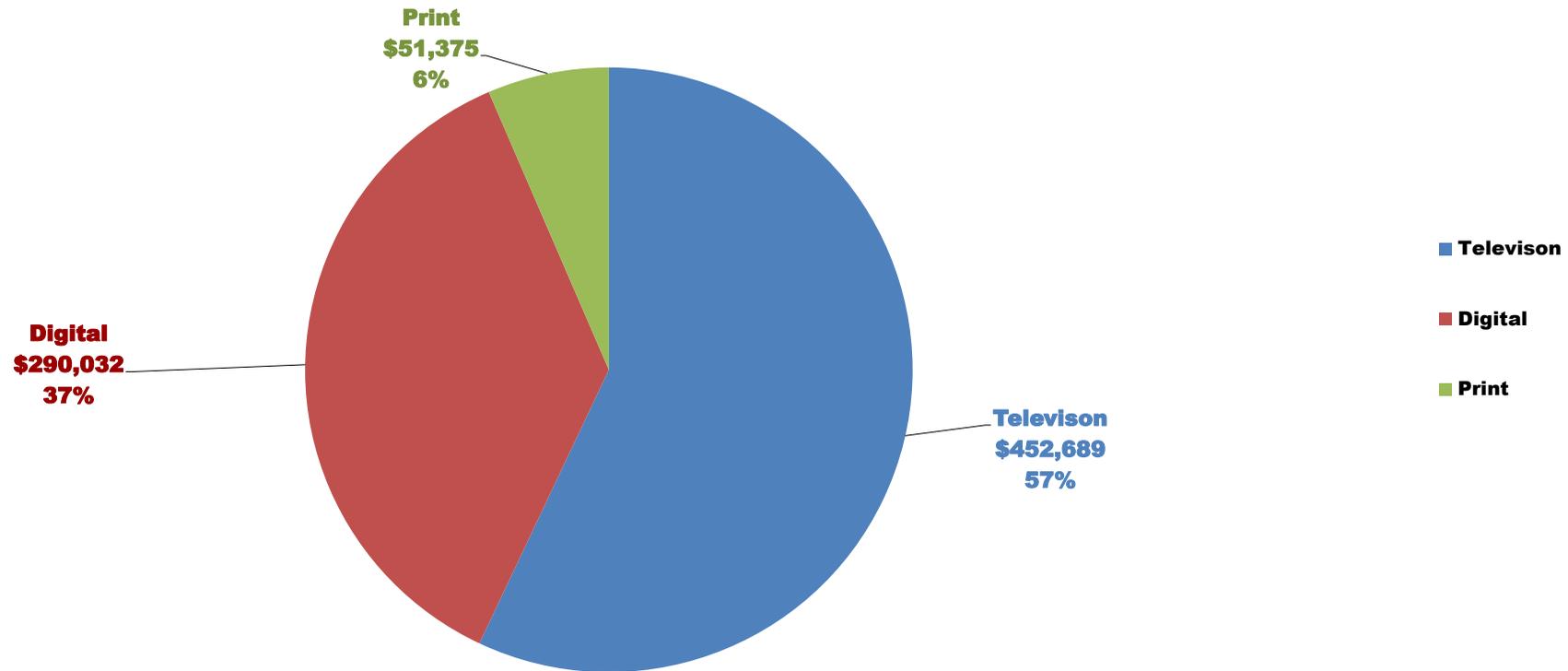
Big Pine Key
and Florida's Lower Keys

FY 2020 MEDIA PLAN

Tinsley
FULL SERVICE
ADVERTISING

Holidays/ Events	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	
*Halloween (10/31)													
*Columbus Day (10/14)													
*X-Mas (12/25)													
*New Year's Day (1/1)													
*Art Basel (12/5-12/8)													
*Thanksgiving Day (11/28)													
*MLK Day (1/20)													
*Pres Day (2/17)													
*Easter (4/12)													
*Memorial Day (5/25)													
*Ind Day (7/4)													
*Mini-Lobster Season (7/29-7/30)													
*Lobster Season (8/6-3/31)													
*Labor Day (9/7)													
Public Schools	Winter Break: 12/23-1/5			Spring Break: 3/23-3/29			Summer Break: 6/4-8/16						
Miami-Dade County Public Schools:	12/23-1/6			3/20-3/29			6/3-8/12						
Broward County Public Schools:	12/23-1/6			3/23-3/30			6/1-8/11						
Palm Beach County Public Schools:	12/23-1/5			3/14-3/22			5/29-8/11						
Martin County Public Schools:	12/23-1/6			3/14-3/22			5/30-8/11						
Hillsborough County Public Schools:	12/23-1/6			3/14-3/22			6/2-8/12						
Pinellas County Public Schools:	12/23-1/6			3/13-3/22			5/28-8/11						
Orange County Public Schools:	12/23-1/6			3/14-3/22			5/29-8/11						
Osceola County Public Schools:	12/23-1/5			3/14-3/22			5/28-8/11						
Seminole County Public Schools:	12/23-1/6			3/14-3/22			5/30-8/11						
Duval County Public Schools:	12/23-1/6			3/14-3/22			5/30-8/11						

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



TOTAL MEDIA EXPENDITURE TO DATE: \$794,096

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):

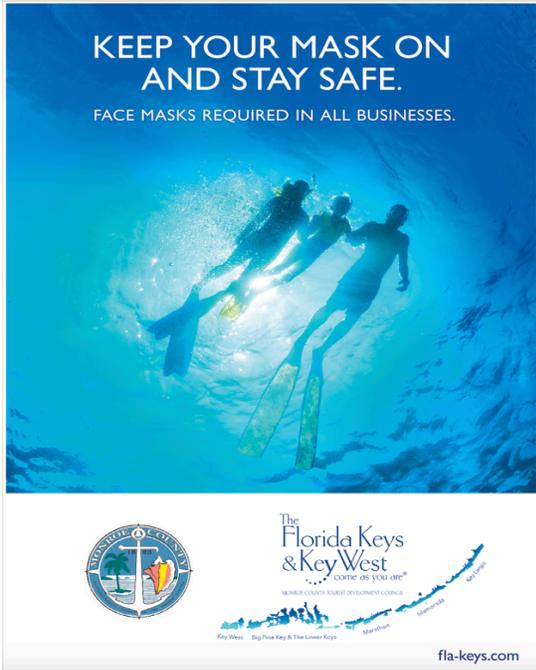
July 15-September 27

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

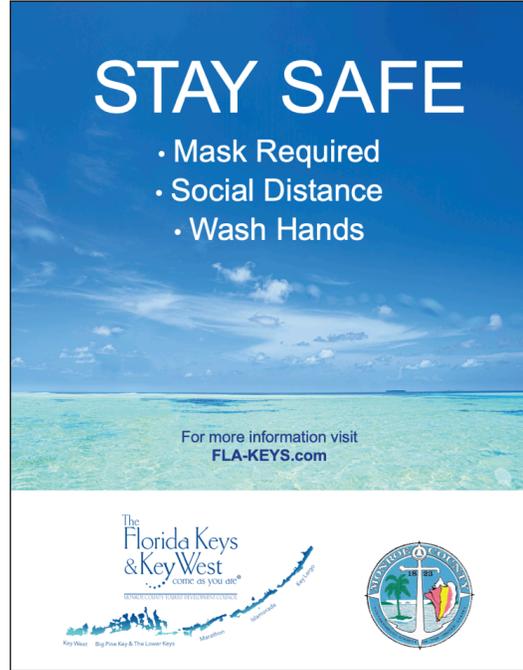
GRAND TOTAL: \$161,722



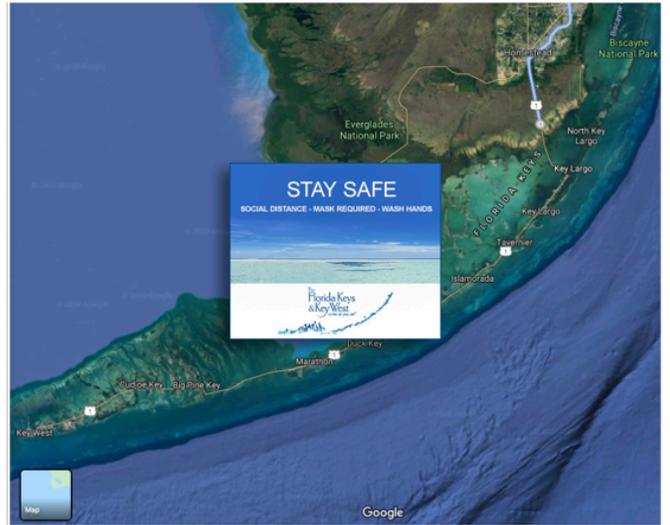
Out-of-Home
 Monroe County Bus Shelters



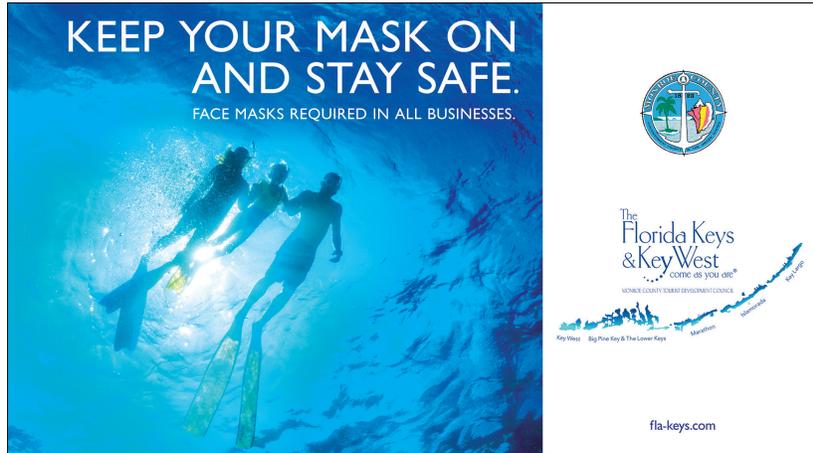
Collateral
 Hotelier Signage



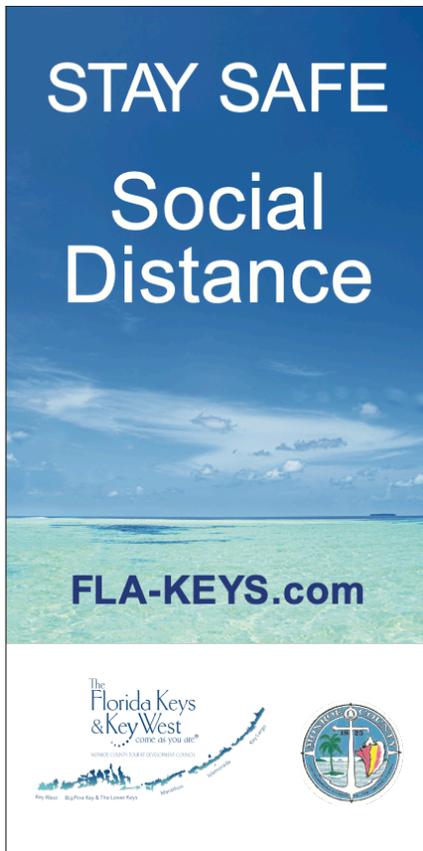
In-Market Mobile Banners
 GroundTruth Media



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

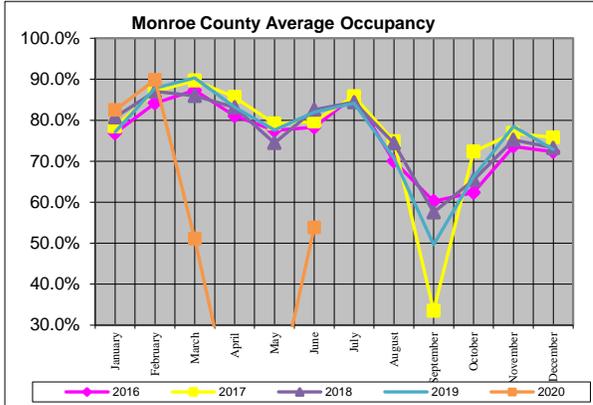
Source 2020 Smith Travel Research, Inc./STR Global, Ltd.

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

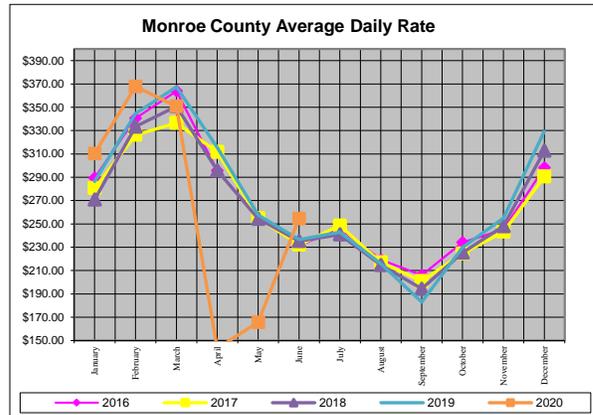
OCCUPANCY RATE

	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%



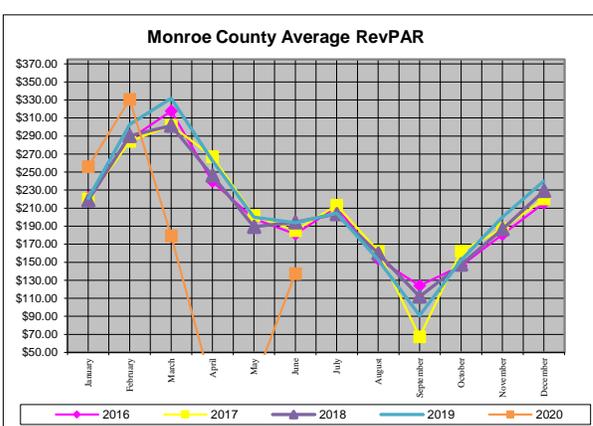
AVERAGE DAILY RATE

	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

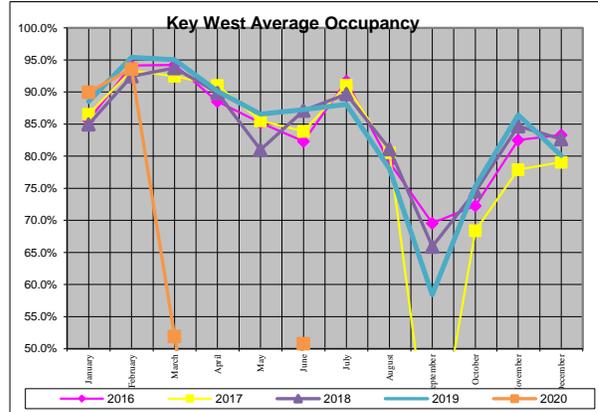
	2016	2017	2018	2019	2020	% Chg
January	\$222.29	\$220.03	\$218.63	\$220.77	\$256.00	16.0%
February	\$286.50	\$283.91	\$290.16	\$302.80	\$330.62	9.2%
March	\$317.67	\$301.77	\$301.51	\$331.86	\$179.22	-46.0%
April	\$239.57	\$266.96	\$245.98	\$262.62	\$9.99	-96.2%
May	\$198.30	\$201.72	\$189.36	\$199.83	\$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.

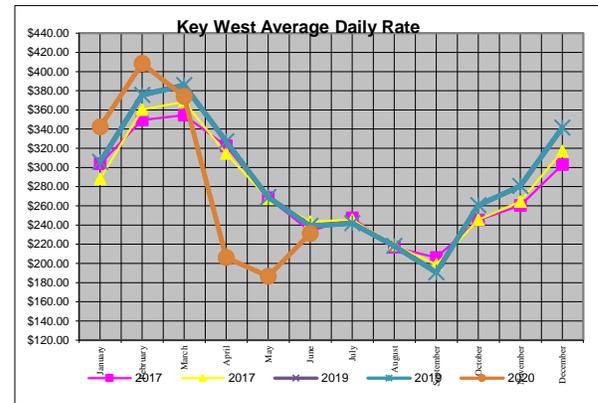
OCCUPANCY RATE

	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%



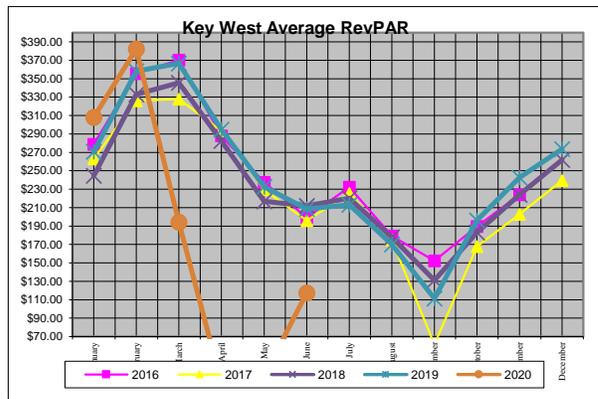
AVERAGE DAILY RATE

	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

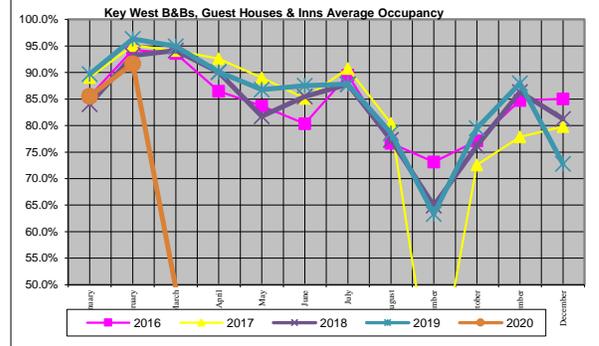
	2016	2017	2018	2019	2020	% Chg
January	\$278.65	\$263.06	\$244.72	\$270.78	\$307.99	13.7%
February	\$355.57	\$326.08	\$332.94	\$358.09	\$382.40	6.8%
March	\$370.39	\$327.89	\$345.53	\$366.63	\$194.30	-47.0%
April	\$287.84	\$293.52	\$282.59	\$294.95	\$19.79	-93.3%
May	\$237.58	\$229.47	\$216.71	\$232.66	\$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.

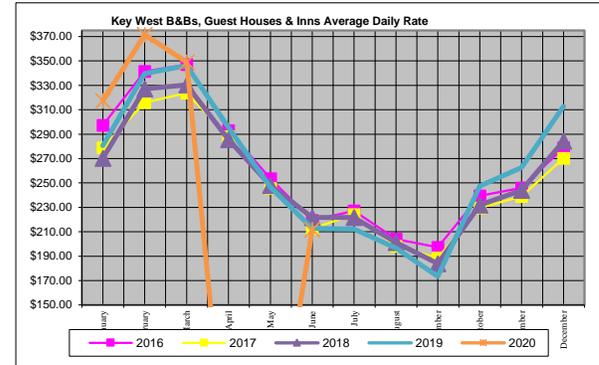
OCCUPANCY RATE

	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%



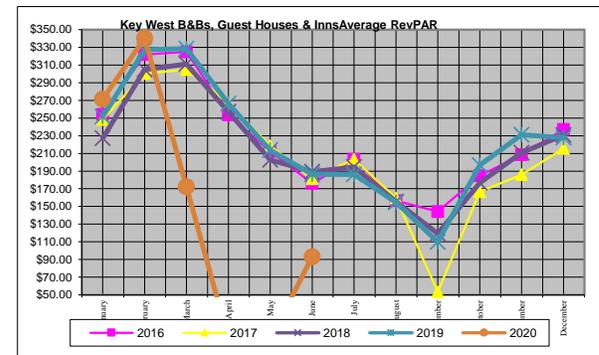
AVERAGE DAILY RATE

	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

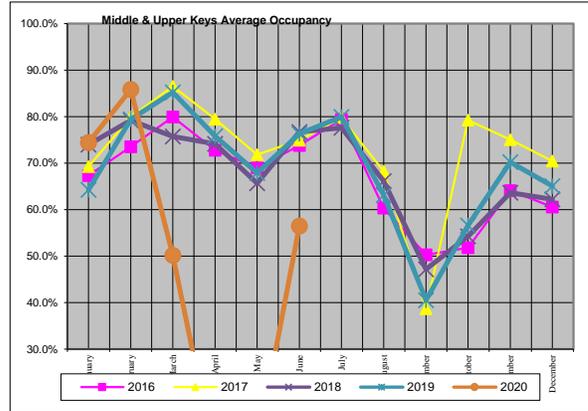
	2016	2017	2018	2019	2020	% Chg
January	\$254.06	\$248.39	\$227.04	\$251.70	\$271.47	7.9%
February	\$321.92	\$300.41	\$304.91	\$327.17	\$340.45	4.1%
March	\$324.84	\$304.72	\$310.99	\$328.54	\$172.11	-47.6%
April	\$253.32	\$266.51	\$257.08	\$266.37	\$0.00	-100.0%
May	\$212.12	\$218.44	\$202.64	\$213.80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



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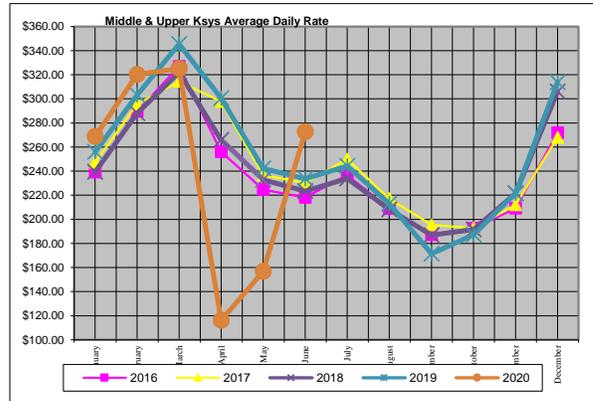
OCCUPANCY RATE

	2016	2017	2018	2019	2020	% Chg
January	67.3%	69.3%	74.0%	64.2%	74.4%	15.9%
February	73.5%	79.9%	79.2%	79.4%	85.8%	8.1%
March	79.9%	86.5%	75.7%	85.2%	50.2%	-41.1%
April	72.8%	79.4%	74.1%	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%



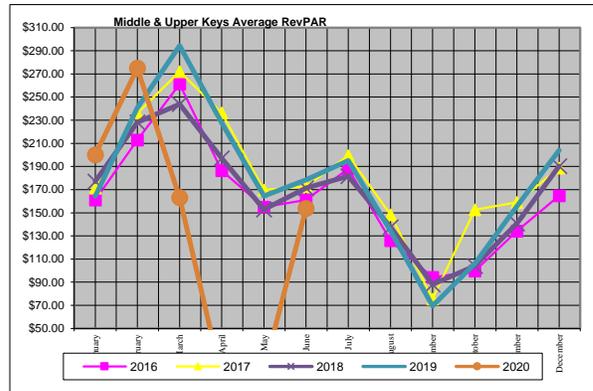
AVERAGE DAILY RATE

	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

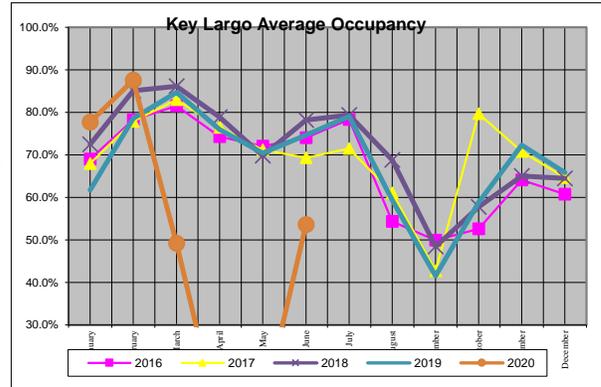
	2016	2017	2018	2019	2020	% Chg
January	\$161.12	\$171.35	\$177.05	\$164.39	\$200.04	21.7%
February	\$212.90	\$236.01	\$228.18	\$240.77	\$274.90	14.2%
March	\$261.25	\$272.09	\$243.85	\$294.44	\$163.12	-44.6%
April	\$186.38	\$236.47	\$197.19	\$227.82	\$7.25	-96.8%
May	\$154.99	\$169.87	\$152.90	\$164.50	\$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.

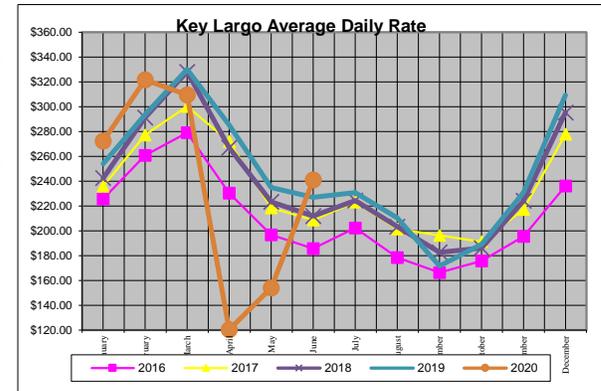
OCCUPANCY RATE

	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%



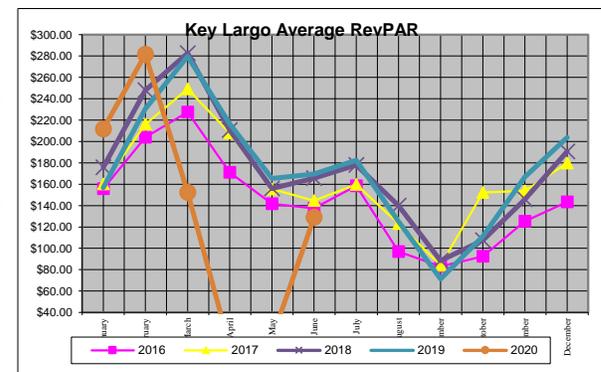
AVERAGE DAILY RATE

	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

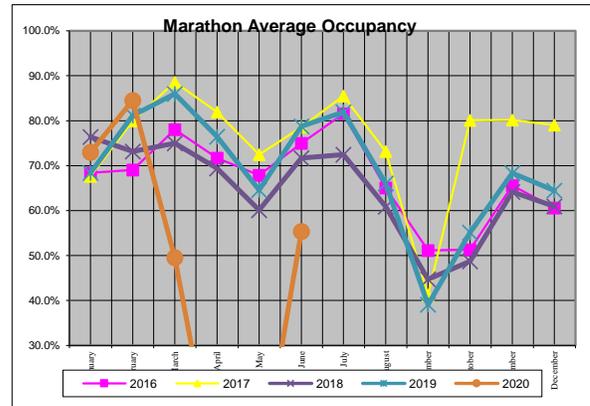
	2016	2017	2018	2019	2020	% Chg
January	\$155.82	\$160.20	\$175.80	\$156.71	\$211.55	35.0%
February	\$204.03	\$216.00	\$247.85	\$230.69	\$281.67	22.1%
March	\$227.49	\$249.19	\$282.64	\$279.65	\$152.37	-45.5%
April	\$171.14	\$207.85	\$210.64	\$216.58	\$8.01	-96.3%
May	\$141.67	\$155.47	\$155.90	\$165.31	\$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%



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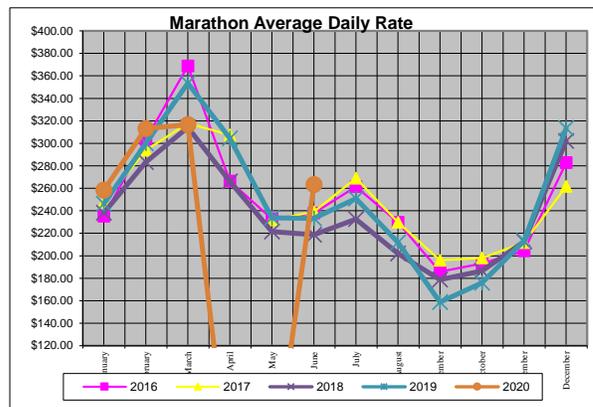
OCCUPANCY RATE

	2016	2017	2018	2019	2020	% Chg
January	68.4%	67.6%	76.4%	68.4%	73.0%	6.7%
February	69.1%	80.0%	73.2%	81.2%	84.5%	4.1%
March	78.0%	88.6%	75.0%	86.0%	49.5%	-42.4%
April	71.7%	81.9%	69.4%	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%



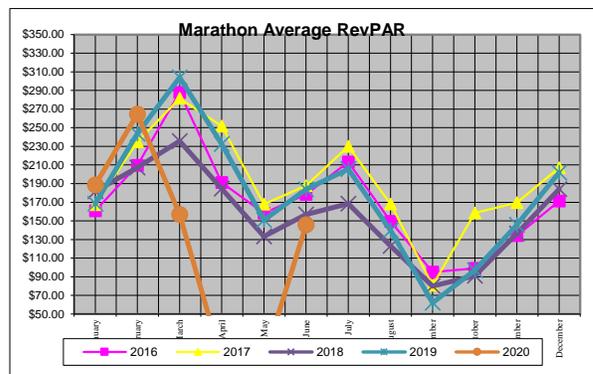
AVERAGE DAILY RATE

	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

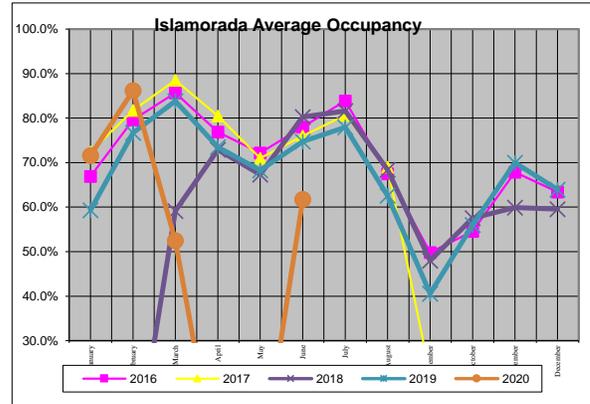
	2016	2017	2018	2019	2020	% Chg
January	\$160.85	\$167.40	\$181.87	\$168.38	\$188.60	12.0%
February	\$209.61	\$234.92	\$207.21	\$243.52	\$264.62	8.7%
March	\$287.86	\$281.49	\$235.69	\$303.93	\$156.85	-48.4%
April	\$191.02	\$251.84	\$184.66	\$232.67	\$0.00	-100.0%
May	\$158.10	\$167.98	\$133.18	\$150.97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

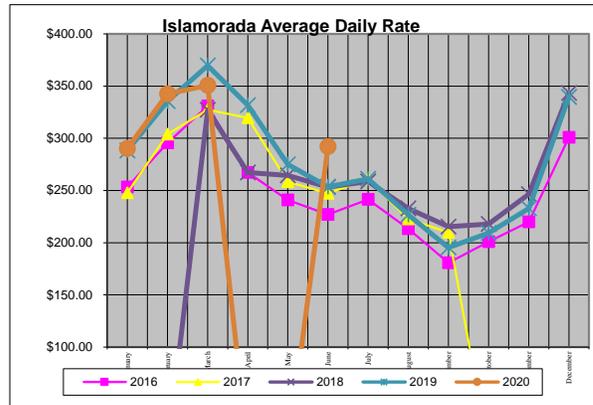
OCCUPANCY RATE

	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%



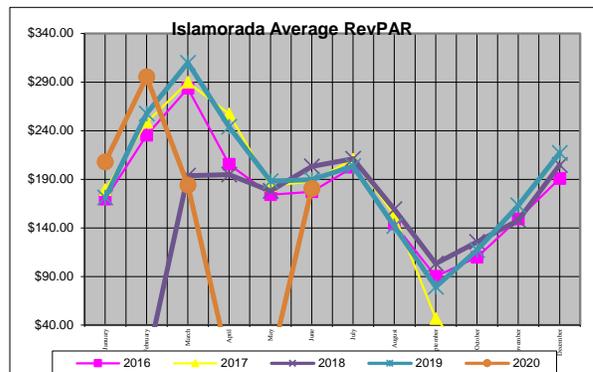
AVERAGE DAILY RATE

	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

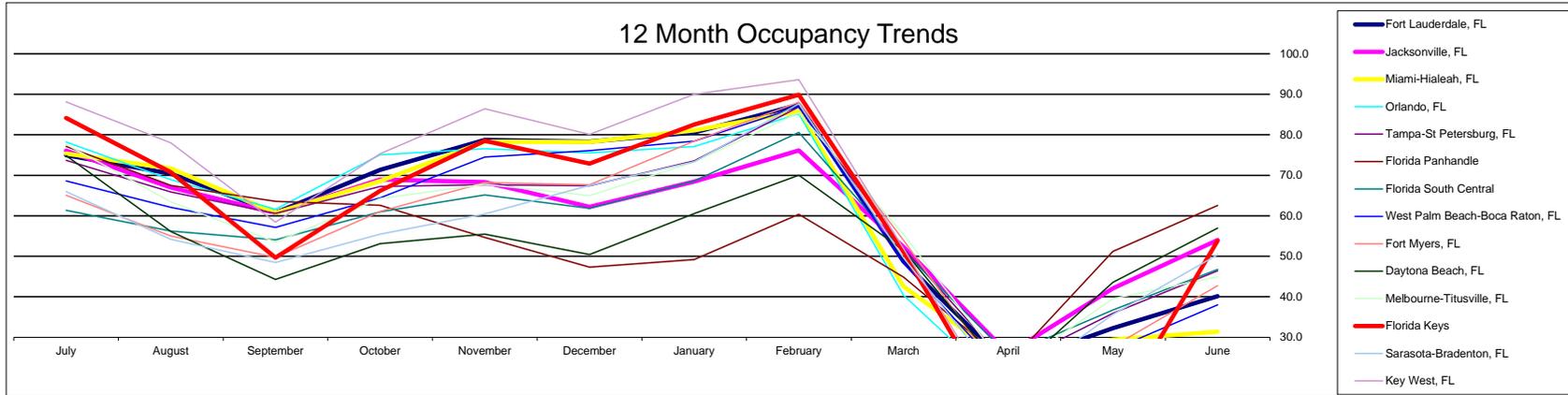
	2016	2017	2018	2019	2020	% Chg
January	\$169.55	\$179.25	*	\$171.04	\$207.70	21.4%
February	\$235.29	\$248.55	*	\$257.41	\$295.23	14.7%
March	\$283.57	\$289.76	\$193.57	\$309.82	\$184.03	-40.6%
April	\$205.40	\$257.18	\$194.81	\$243.83	\$0.00	-100.0%
May	\$173.99	\$183.44	\$178.02	\$187.87	\$0.00	-100.0%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

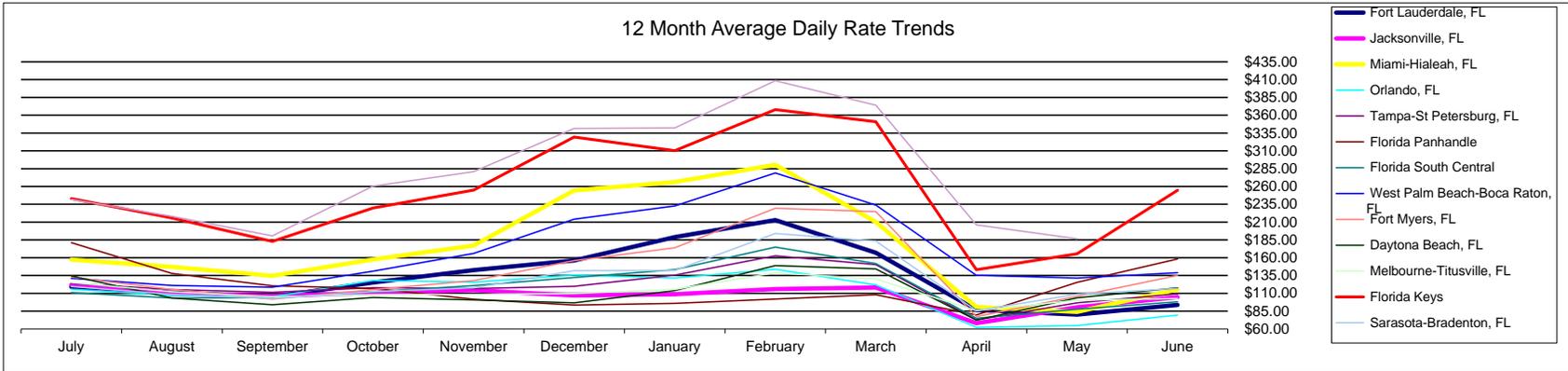
Florida Markets Comparison



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

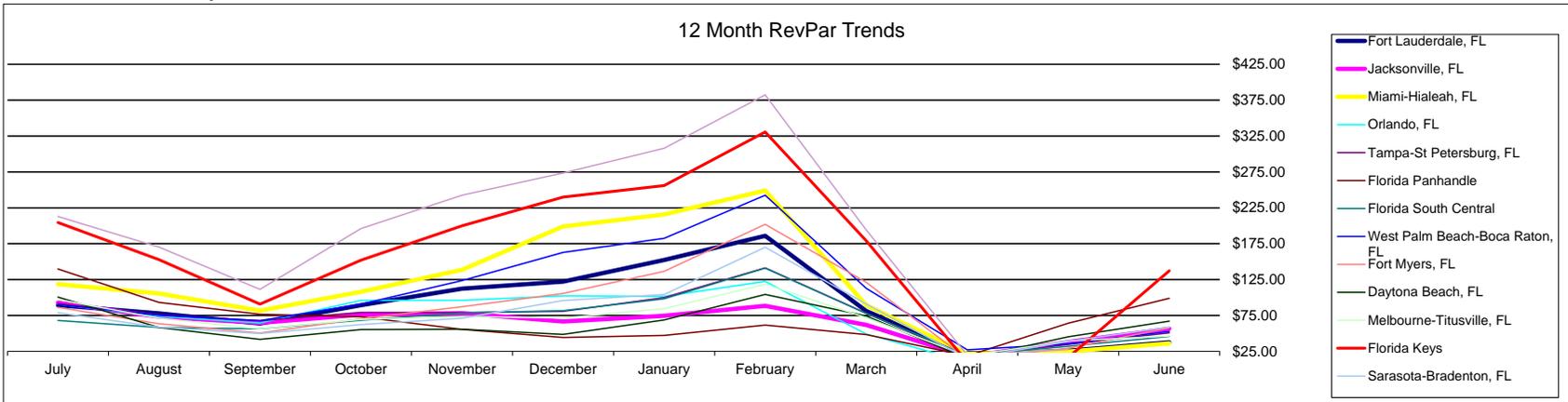
	June	May	April	March	February	January	December	November	October	September	August	July
Fort Lauderdale, FL	\$ 93.82	\$ 80.17	\$ 86.64	\$ 166.89	\$ 212.82	\$ 189.08	\$ 156.12	\$ 142.69	\$ 125.08	\$ 104.89	\$ 110.72	\$ 119.07
Jacksonville, FL	\$ 104.54	\$ 90.36	\$ 68.10	\$ 118.07	\$ 115.96	\$ 108.70	\$ 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



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

**CALLS RECORDED & OTHER
INQUIRIES**

**LOWER KEYS
June 2020**

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

LOWER KEYS June 2020

ACCOMMODATIONS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
None	17	5	0	3	25	37.3%	32	15.2%
Hotel/Motel	4	1	8	8	21	31.3%	107	51.0%
B&B/Guest House	1	0	6	0	7	10.4%	17	8.1%
Campground/RV	1	0	6	0	7	10.4%	32	15.2%
Vacation Rental	2	2	2	1	7	10.4%	22	10.5%
	25	8	22	12	67		210	
	37.3%	11.9%	32.8%	17.9%				

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

ADVERTISING SOURCE**LOWER KEYS
June 2020**

SOURCE NAME	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Keys Chamber of Commerce	19	4	0	1	24	45.3%	49	31.8%
TDC Website	0	0	0	8	8	15.1%	25	16.2%
Internet	2	1	0	1	4	7.5%	10	6.5%
TV Ad	0	0	3	0	3	5.7%	3	1.9%
Friends/Return Visitor	2	0	0	0	2	3.8%	2	1.3%
Magazine Article	0	1	0	0	1	1.9%	1	0.6%
Directory Assistance	0	1	0	0	1	1.9%	1	0.6%
Do Not Know	0	1	0	0	1	1.9%	4	2.6%
Other	0	0	0	1	1	1.9%	2	1.3%
TV Show/Story	0	0	0	0	0	0.0%	0	0.0%
Magazine Ad	0	0	0	0	0	0.0%	2	1.3%
Newspaper Ad	0	0	0	0	0	0.0%	0	0.0%
Newspaper Article	0	0	0	0	0	0.0%	0	0.0%
Radio Ad	0	0	0	0	0	0.0%	0	0.0%
Tourist Directory or Guide	0	0	0	0	0	0.0%	2	1.3%
Keys Business	0	0	0	0	0	0.0%	0	0.0%
Travel Agent	0	0	0	0	0	0.0%	1	0.6%
Billboard	0	0	0	0	0	0.0%	0	0.0%
	23	8	3	11	53		154	
	43.4%	15.1%	5.7%	20.8%				

INTERESTS

LOWER KEYS June 2020

INTERESTS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
None	7	2	0	2	11	9.2%	13	2.9%
Fishing Tournament	4	1	5	0	10	8.3%	15	3.3%
Kids/Family Vacations	6	0	3	0	9	7.5%	29	6.4%
Attractions	1	0	6	1	8	6.7%	47	10.4%
Fishing Deep Sea	0	0	7	0	7	5.8%	27	6.0%
Fishing Backcountry	0	0	7	0	7	5.8%	23	5.1%
Diving	0	0	7	0	7	5.8%	21	4.6%
Snorkeling	0	0	7	0	7	5.8%	27	6.0%
Water Sports	0	0	7	0	7	5.8%	27	6.0%
Boat Rentals	0	0	5	0	5	4.2%	23	5.1%
Coupon Book	0	0	5	0	5	4.2%	27	6.0%
Cultural Events/Theatre/Music	2	0	3	0	5	4.2%	25	5.5%
Dining/Entertainment	0	0	3	1	4	3.3%	22	4.9%
Marinas	1	0	2	0	3	2.5%	14	3.1%
Guided Nature Tour	0	0	3	0	3	2.5%	18	4.0%
Relocation/Real Estate	1	1	0	0	2	1.7%	2	0.4%
Wedding	0	0	0	1	1	0.8%	2	0.4%
Sailing	0	0	0	0	0	0.0%	7	1.5%
Honeymoon	0	0	0	0	0	0.0%	3	0.7%
Weather	0	0	0	0	0	0.0%	1	0.2%
	22	4	70	5	120		452	
	18.3%	3.3%	58.3%	4.2%				

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

MONTH

LENGTH OF STAY:

Minimum: 3
Maximum: 60
Average: 12

NUMBER OF ADULTS:

Minimum: 1
Maximum: 40
Average: 3

NUMBER OF CHILDREN:

Minimum: 0
Maximum: 2
Average: 1

FISCAL YEAR-TO-DATE

LENGTH OF STAY:

Minimum: 3
Maximum: 60
Average: 9

NUMBER OF ADULTS:

Minimum: 1
Maximum: 40
Average: 3

NUMBER OF CHILDREN:

Minimum: 0
Maximum: 2
Average: 0

STATE

LOWER KEYS June 2020

STATE	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
FL	11	1	2	3	17	34.0%	36	24.7%
NY	2	1	0	1	4	8.0%	10	6.8%
PA	0	1	2	1	4	8.0%	11	7.5%
IN	1	0	2	0	3	6.0%	9	6.2%
NH	2	1	0	0	3	6.0%	3	2.1%
GA	0	0	0	2	2	4.0%	4	2.7%
KY	1	1	0	0	2	4.0%	2	1.4%
NC	1	0	0	1	2	4.0%	4	2.7%
TX	1	1	0	0	2	4.0%	5	3.4%
CA	0	0	0	1	1	2.0%	1	0.7%
MA	0	1	0	0	1	2.0%	3	2.1%
MD	1	0	0	0	1	2.0%	3	2.1%
MN	1	0	0	0	1	2.0%	6	4.1%
MO	0	0	0	1	1	2.0%	3	2.1%
NE	1	0	0	0	1	2.0%	1	0.7%
RI	1	0	0	0	1	2.0%	1	0.7%
SC	0	0	0	1	1	2.0%	1	0.7%
TN	0	0	0	1	1	2.0%	3	2.1%
WA	1	0	0	0	1	2.0%	1	0.7%
WI	0	1	0	0	1	2.0%	6	4.1%
	24	8	6	12	50		146	
	48.0%	16.0%	12.0%	24.0%				

How do you plan to travel to the Keys?

**LOWER KEYS
June 2020**

TRANSPORTATION	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Fly/Drive	10	5	8	4	27	50.9%	56	36.4%
Automobile	1	0	0	0	1	1.9%	2	1.3%
Bus/Shuttle	1	0	0	0	1	1.9%	1	0.6%
Commercial Airline	0	0	0	0	0	0.0%	0	0.0%
Private Plane	0	0	0	0	0	0.0%	0	0.0%
Tour Bus	0	0	0	0	0	0.0%	0	0.0%
RV	0	0	0	0	0	0.0%	2	1.3%
Motorcycle	0	0	0	0	0	0.0%	0	0.0%
Cruise Ship	0	0	0	0	0	0.0%	0	0.0%
Ferry	0	0	0	0	0	0.0%	0	0.0%
Private Boat	0	0	0	0	0	0.0%	0	0.0%
Train	0	0	0	0	0	0.0%	0	0.0%
Undecided	0	0	0	0	0	0.0%	1	0.6%
	12	5	8	4	53		154	
	22.6%	9.4%	15.1%	7.5%				

What month do you plan to travel?

LOWER KEYS June 2020

MONTH TRAVELING	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Unknown	8	3	5	8	24	45.3%	82	53.2%
July	11	2	0	0	13	24.5%	19	12.3%
June	3	0	0	1	4	7.5%	7	4.5%
August	0	1	1	2	4	7.5%	8	5.2%
October	3	1	0	0	4	7.5%	6	3.9%
November	0	1	2	0	3	5.7%	4	2.6%
September	0	0	0	1	1	1.9%	1	0.6%
January	0	0	0	0	0	0.0%	5	3.2%
February	0	0	0	0	0	0.0%	6	3.9%
March	0	0	0	0	0	0.0%	7	4.5%
April	0	0	0	0	0	0.0%	3	1.9%
May	0	0	0	0	0	0.0%	4	2.6%
December	0	0	0	0	0	0.0%	2	1.3%
	25	8	8	12	53		154	
	47.2%	15.1%	15.1%	22.6%				

TYPE OF CALLER

LOWER KEYS June 2020

TYPE OF CALLER	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Consumer	24	8	8	3	43	81.1%	85	55.2%
Email	0	0	0	9	9	17.0%	34	22.1%
Travel Agent	1	0	0	0	1	1.9%	1	0.6%
Voice Mail	0	0	0	0	0	0.0%	5	3.2%
Postal Inquiry	0	0	0	0	0	0.0%	0	0.0%
Unknown	0	0	0	0	0	0.0%	29	18.8%
Other	0	0	0	0	0	0.0%	0	0.0%
	25	8	8	12	53		154	
	47.2%	15.1%	15.1%	22.6%				

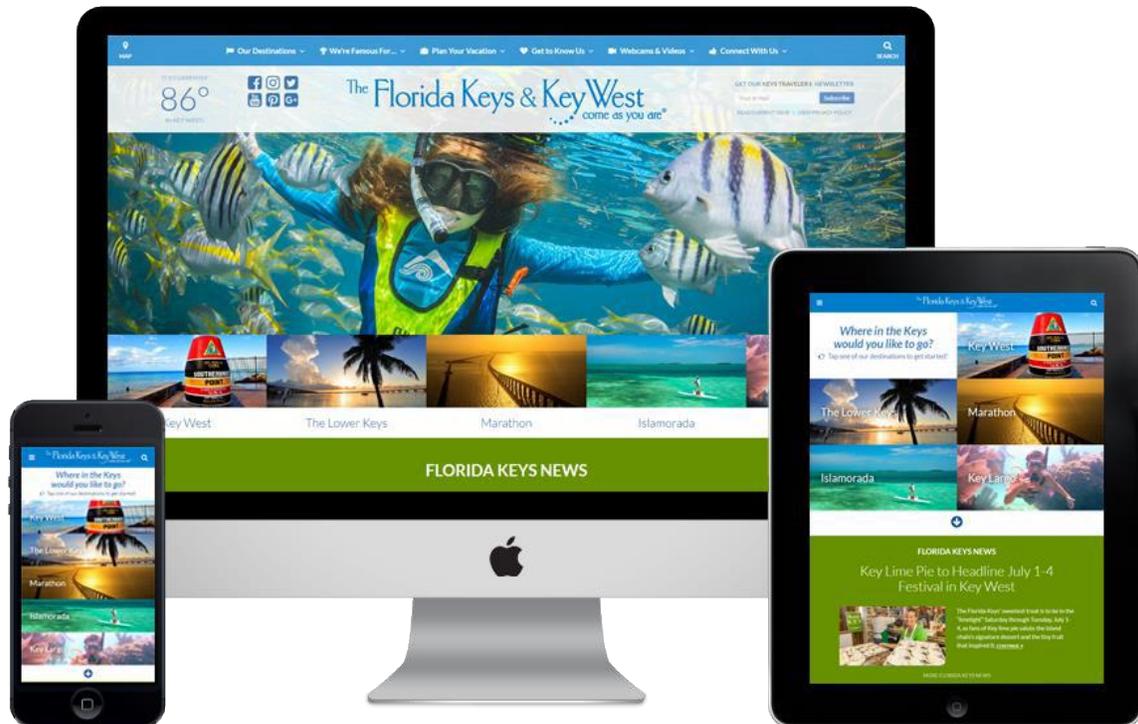
Note: If type of caller is "Consumer" and phone line is "Unknown", either staff did not collect this information or caller did not provide it. If type of caller is "Unknown", the type of caller field was not completed by staff.

The Florida Keys & Key West

... come as you are[®]

Website Status Report Fla-Keys.com

June 2020 Data for the August 4 & 5, 2020 DAC Meetings



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

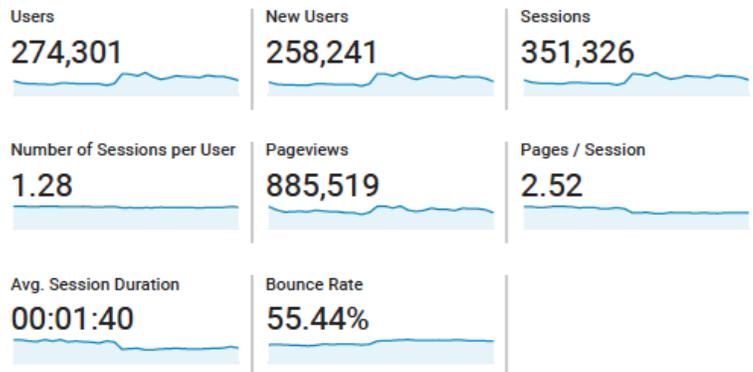
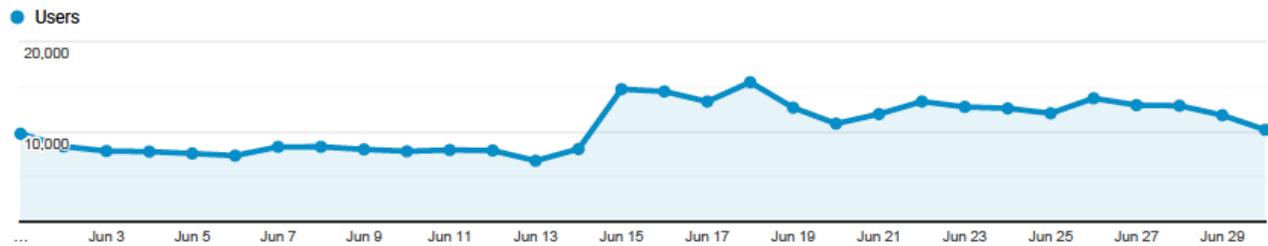
Section 1: Website Traffic Report Website Traffic Overview

Audience Overview

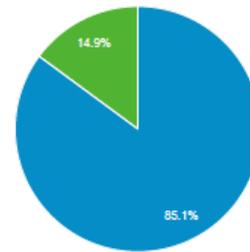
All Users
100.00% Users

Jun 1, 2020 - Jun 30, 2020

Overview



■ 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_Insatagram_Paid_Ad / Facebook_Feed Instagram_Feed_Instagram_Stories	6,942	2.46%	

Most Visited Sections of Website

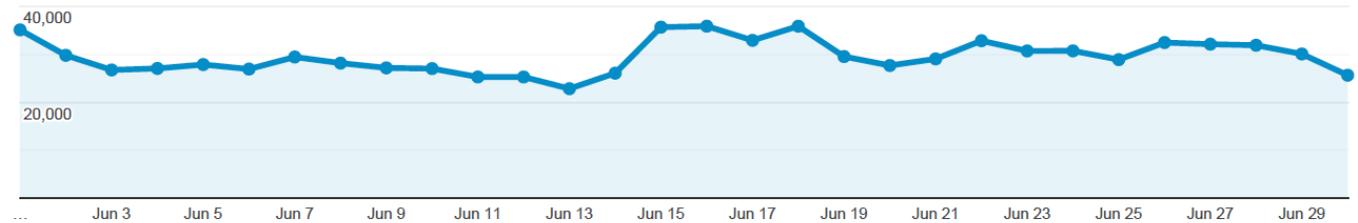
Content Drilldown

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

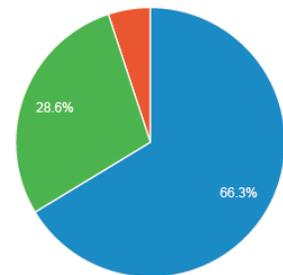
Summary

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%

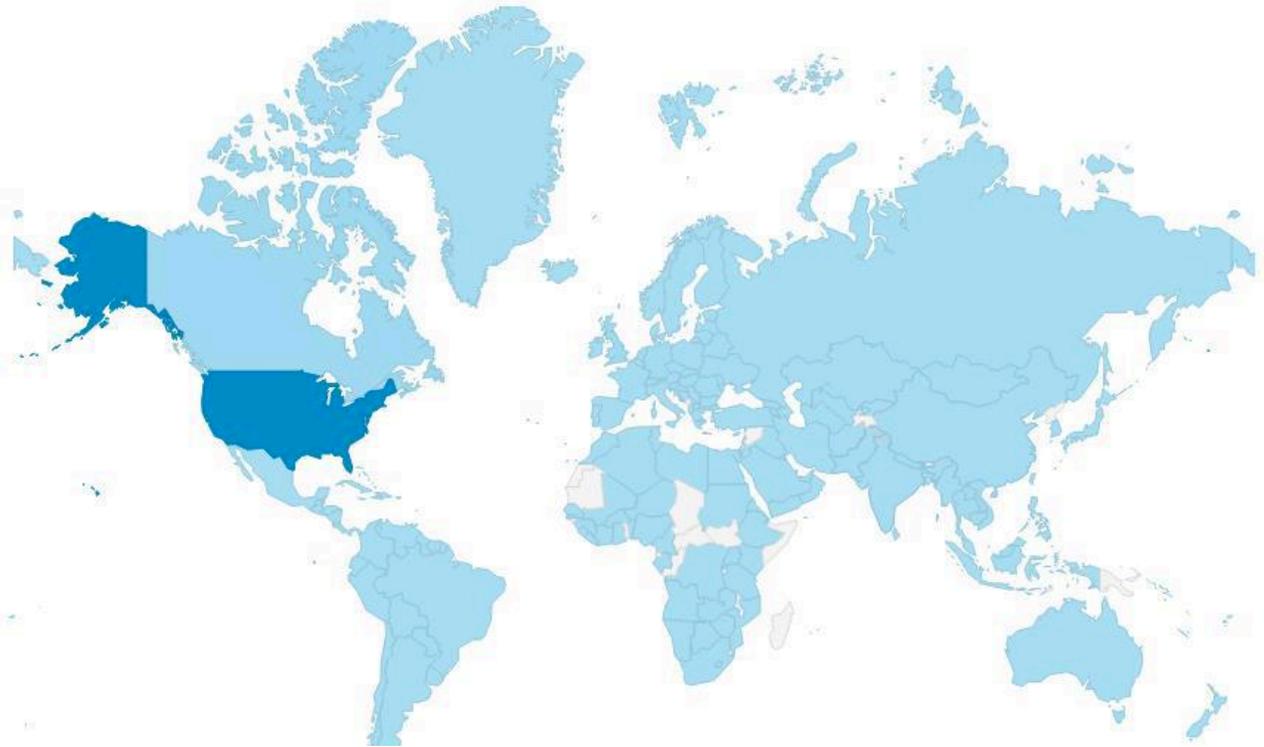
Contribution to total: Users



Section 2: Geographic Data on Website Visitors



Google Analytics



03_DAC2-LK_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
	22,002 % of Total: 100.00% (22,002)	23,651 % of Total: 100.00% (23,651)	1.65 Avg for View: 1.65 (0.00%)	00:00:44 Avg for View: 00:00:44 (0.00%)	83.82% Avg for View: 83.79% (0.05%)	67.54% Avg for View: 67.54% (0.00%)
1. United States	21,704 (98.57%)	23,315 (98.58%)	1.65	00:00:44	83.81%	67.48%
2. United Kingdom	78 (0.35%)	83 (0.35%)	1.69	00:00:45	81.93%	66.27%
3. Canada	65 (0.30%)	70 (0.30%)	1.71	00:00:56	81.43%	65.71%
4. Germany	15 (0.07%)	16 (0.07%)	1.38	00:00:23	87.50%	81.25%
5. Brazil	10 (0.05%)	10 (0.04%)	1.10	00:00:14	80.00%	90.00%
6. Puerto Rico	8 (0.04%)	8 (0.03%)	1.62	00:00:33	100.00%	75.00%
7. France	7 (0.03%)	8 (0.03%)	2.12	00:00:56	62.50%	50.00%
8. India	7 (0.03%)	8 (0.03%)	1.12	00:00:04	75.00%	87.50%
9. Australia	6 (0.03%)	6 (0.03%)	1.33	00:01:29	100.00%	83.33%
10. Colombia	6 (0.03%)	6 (0.03%)	1.17	00:00:03	100.00%	83.33%
11. Italy	6 (0.03%)	6 (0.03%)	1.67	00:00:58	100.00%	50.00%
12. U.S. Virgin Islands	6 (0.03%)	7 (0.03%)	1.71	00:00:15	71.43%	57.14%
13. Spain	5 (0.02%)	6 (0.03%)	1.17	00:00:04	83.33%	83.33%
14. Peru	5 (0.02%)	5 (0.02%)	1.00	00:00:00	100.00%	100.00%
15. Austria	4 (0.02%)	4 (0.02%)	2.00	00:00:15	100.00%	75.00%
16. Ireland	4 (0.02%)	5 (0.02%)	1.60	00:00:11	80.00%	60.00%
17. Netherlands	4 (0.02%)	4 (0.02%)	2.00	00:00:41	100.00%	25.00%
18. Poland	4 (0.02%)	4 (0.02%)	1.00	00:00:00	100.00%	100.00%
19. South Africa	4 (0.02%)	4 (0.02%)	1.75	00:07:53	100.00%	50.00%
20. (not set)	4 (0.02%)	4 (0.02%)	2.25	00:02:42	100.00%	75.00%
21. United Arab Emirates	3 (0.01%)	4 (0.02%)	1.50	00:03:09	75.00%	50.00%
22. Argentina	3 (0.01%)	3 (0.01%)	2.33	00:00:32	100.00%	33.33%
23. Cuba	3 (0.01%)	3 (0.01%)	1.33	00:00:03	100.00%	66.67%
24. Japan	3 (0.01%)	3 (0.01%)	1.00	00:00:00	100.00%	100.00%

25.	Mexico	3 (0.01%)	3 (0.01%)	1.00	00:00:00	100.00%	100.00%
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Rows 1 - 25 of 63

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03_DAC2-LK_02_USA

ALL » COUNTRY: United States

Jun 1, 2020 - Jun 30, 2020

All Users
98.65% Users

Map Overlay

Site Usage



Region	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	21,704 % of Total: 98.65% (22,002)	23,315 % of Total: 98.58% (23,651)	1.65 Avg for View: 1.65 (0.09%)	00:00:44 Avg for View: 00:00:44 (0.02%)	83.81% Avg for View: 83.79% (0.03%)	67.48% Avg for View: 67.54% (-0.08%)
1. Florida	10,416 (47.81%)	11,011 (47.23%)	1.69	00:00:45	85.71%	65.84%
2. Georgia	2,368 (10.87%)	2,516 (10.79%)	1.52	00:00:28	85.37%	72.69%
3. Texas	1,862 (8.55%)	1,997 (8.57%)	1.51	00:00:34	84.73%	72.41%
4. North Carolina	1,475 (6.77%)	1,569 (6.73%)	1.55	00:00:38	82.66%	72.79%
5. Tennessee	985 (4.52%)	1,061 (4.55%)	1.51	00:00:32	81.81%	73.89%
6. South Carolina	655 (3.01%)	676 (2.90%)	1.60	00:00:28	86.54%	68.64%
7. New York	300 (1.38%)	322 (1.38%)	2.03	00:01:30	81.99%	55.90%
8. Illinois	264 (1.21%)	290 (1.24%)	1.79	00:01:04	81.38%	63.10%
9. Ohio	262 (1.20%)	294 (1.26%)	1.90	00:01:35	73.13%	58.50%
10. Alabama	250 (1.15%)	267 (1.15%)	1.74	00:00:55	83.15%	61.80%
11. Pennsylvania	244 (1.12%)	262 (1.12%)	1.76	00:01:28	70.99%	66.79%
12. California	225 (1.03%)	248 (1.06%)	1.71	00:01:06	79.44%	65.32%
13. Virginia	185 (0.85%)	197 (0.84%)	1.83	00:01:09	80.71%	60.91%
14. New Jersey	173 (0.79%)	224 (0.96%)	1.73	00:01:02	66.07%	63.39%
15. Michigan	166 (0.76%)	261 (1.12%)	1.51	00:00:45	57.09%	72.80%
16. Indiana	142 (0.65%)	156 (0.67%)	1.82	00:00:54	77.56%	61.54%
17. Massachusetts	129 (0.59%)	141 (0.60%)	1.79	00:00:59	79.43%	56.74%
18. Missouri	129 (0.59%)	139 (0.60%)	1.73	00:01:21	82.01%	62.59%
19. Kentucky	126 (0.58%)	142 (0.61%)	1.51	00:00:31	75.35%	68.31%
20. Louisiana	123 (0.56%)	135 (0.58%)	1.83	00:01:02	85.19%	60.00%
21. Colorado	121 (0.56%)	130 (0.56%)	1.76	00:00:50	83.85%	58.46%
22. Maryland	101 (0.46%)	114 (0.49%)	1.88	00:01:10	77.19%	57.89%
23. Arkansas	86 (0.39%)	88 (0.38%)	1.85	00:00:50	92.05%	47.73%

24. Wisconsin	77 (0.35%)	79 (0.34%)	1.82	00:00:36	82.28%	64.56%
25. Arizona	74 (0.34%)	81 (0.35%)	1.85	00:00:57	80.25%	69.14%
26. (not set)	73 (0.34%)	73 (0.31%)	1.07	00:00:02	100.00%	95.89%
27. Minnesota	71 (0.33%)	80 (0.34%)	1.81	00:01:25	78.75%	55.00%
28. Washington	71 (0.33%)	78 (0.33%)	1.55	00:01:22	79.49%	69.23%
29. Oklahoma	61 (0.28%)	64 (0.27%)	1.83	00:01:11	79.69%	53.12%
30. Mississippi	59 (0.27%)	63 (0.27%)	1.62	00:00:33	84.13%	73.02%
31. Connecticut	50 (0.23%)	56 (0.24%)	2.05	00:01:06	80.36%	57.14%
32. Iowa	44 (0.20%)	45 (0.19%)	1.53	00:00:24	82.22%	68.89%
33. District of Columbia	38 (0.17%)	38 (0.16%)	1.34	00:00:17	94.74%	78.95%
34. Kansas	37 (0.17%)	39 (0.17%)	2.10	00:00:58	87.18%	56.41%
35. New Hampshire	36 (0.17%)	38 (0.16%)	1.47	00:00:24	92.11%	73.68%
36. Oregon	35 (0.16%)	38 (0.16%)	2.24	00:01:43	81.58%	42.11%
37. Utah	34 (0.16%)	42 (0.18%)	1.76	00:01:06	69.05%	64.29%
38. Nebraska	33 (0.15%)	35 (0.15%)	1.83	00:01:56	91.43%	62.86%
39. West Virginia	33 (0.15%)	34 (0.15%)	1.76	00:00:27	73.53%	47.06%
40. Delaware	25 (0.11%)	26 (0.11%)	1.58	00:00:20	84.62%	65.38%
41. Nevada	24 (0.11%)	26 (0.11%)	1.77	00:00:54	76.92%	69.23%
42. Rhode Island	21 (0.10%)	21 (0.09%)	2.05	00:01:01	80.95%	47.62%
43. Idaho	19 (0.09%)	19 (0.08%)	2.05	00:00:40	100.00%	52.63%
44. New Mexico	17 (0.08%)	27 (0.12%)	1.11	00:00:24	62.96%	88.89%
45. Maine	16 (0.07%)	17 (0.07%)	1.41	00:00:39	94.12%	64.71%
46. Hawaii	12 (0.06%)	13 (0.06%)	1.15	00:00:05	76.92%	92.31%
47. South Dakota	11 (0.05%)	12 (0.05%)	2.17	00:00:39	83.33%	75.00%
48. Montana	8 (0.04%)	9 (0.04%)	2.11	00:00:35	88.89%	22.22%
49. North Dakota	7 (0.03%)	7 (0.03%)	2.43	00:00:13	71.43%	42.86%
50. Vermont	7 (0.03%)	8 (0.03%)	1.50	00:00:20	62.50%	62.50%

Rows 1 - 50 of 52

03_DAC2-LK_03_FLA

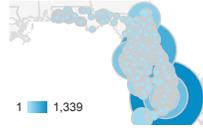
ALL » COUNTRY: United States » REGION: Florida

Jun 1, 2020 - Jun 30, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	10,416 % of Total: 47.34% (22,002)	11,011 % of Total: 46.56% (23,651)	1.69 Avg for View: 1.65 (2.52%)	00:00:45 Avg for View: 00:00:44 (1.90%)	85.71% Avg for View: 83.79% (2.29%)	65.84% Avg for View: 67.54% (-2.51%)
1. Miami	1,339 (12.79%)	1,390 (12.62%)	1.67	00:00:44	88.27%	65.47%
2. Orlando	800 (7.64%)	836 (7.59%)	1.67	00:00:36	86.84%	68.06%
3. Hialeah	494 (4.72%)	523 (4.75%)	1.69	00:00:45	86.42%	65.01%
4. Tampa	375 (3.58%)	399 (3.62%)	1.56	00:00:25	82.96%	68.42%
5. Jacksonville	262 (2.50%)	279 (2.53%)	1.55	00:00:42	87.81%	71.33%
6. Doral	193 (1.84%)	199 (1.81%)	1.63	00:00:36	91.46%	64.82%
7. (not set)	191 (1.82%)	208 (1.89%)	1.61	00:00:45	77.88%	72.60%
8. Brandon	131 (1.25%)	142 (1.29%)	1.82	00:01:04	82.39%	66.20%
9. Cape Coral	130 (1.24%)	133 (1.21%)	1.70	00:00:45	84.21%	60.90%
10. Kissimmee	129 (1.23%)	135 (1.23%)	1.47	00:00:17	88.89%	74.81%
11. Hollywood	107 (1.02%)	113 (1.03%)	1.79	00:00:43	89.38%	64.60%
12. The Hammocks	106 (1.01%)	107 (0.97%)	1.79	00:00:37	93.46%	57.01%
13. Cutler Bay	99 (0.95%)	104 (0.94%)	1.81	00:01:03	86.54%	63.46%
14. Miramar	96 (0.92%)	103 (0.94%)	1.70	00:01:05	89.32%	63.11%
15. Pembroke Pines	92 (0.88%)	93 (0.84%)	1.65	00:00:34	92.47%	66.67%
16. Port St. Lucie	92 (0.88%)	95 (0.86%)	1.86	00:01:16	81.05%	60.00%
17. Key West	91 (0.87%)	103 (0.94%)	1.80	00:01:12	63.11%	60.19%
18. Kendall West	83 (0.79%)	86 (0.78%)	1.83	00:00:50	89.53%	55.81%
19. Plantation	79 (0.75%)	85 (0.77%)	1.91	00:00:43	91.76%	60.00%
20. Kendall	78 (0.75%)	82 (0.74%)	1.48	00:00:32	92.68%	68.29%
21. Princeton	77 (0.74%)	77 (0.70%)	2.17	00:01:00	87.01%	54.55%
22. Davie	76 (0.73%)	82 (0.74%)	1.84	00:01:32	85.37%	62.20%
23. Miami Gardens	76 (0.73%)	80 (0.73%)	1.64	00:00:57	87.50%	65.00%

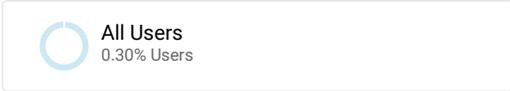
24.	Fort Lauderdale	75 (0.72%)	81 (0.74%)	1.78	00:01:10	85.19%	64.20%
25.	West Palm Beach	74 (0.71%)	75 (0.68%)	2.16	00:00:58	89.33%	64.00%
26.	Homestead	72 (0.69%)	77 (0.70%)	1.94	00:00:46	84.42%	54.55%
27.	Fontainebleau	71 (0.68%)	74 (0.67%)	1.62	00:00:16	91.89%	60.81%
28.	Lake Butler	71 (0.68%)	76 (0.69%)	1.51	00:00:20	85.53%	65.79%
29.	Weston	69 (0.66%)	72 (0.65%)	1.90	00:00:54	90.28%	62.50%
30.	Greenacres	68 (0.65%)	72 (0.65%)	1.67	00:01:02	88.89%	69.44%
31.	Ocala	67 (0.64%)	68 (0.62%)	1.41	00:00:21	80.88%	73.53%
32.	Coral Gables	66 (0.63%)	70 (0.64%)	1.61	00:00:18	88.57%	60.00%
33.	Hunters Creek	66 (0.63%)	69 (0.63%)	1.48	00:00:36	92.75%	72.46%
34.	St. Petersburg	63 (0.60%)	69 (0.63%)	1.51	00:00:44	82.61%	72.46%
35.	Palm Beach Gardens	62 (0.59%)	65 (0.59%)	1.57	00:01:03	86.15%	69.23%
36.	Four Corners	58 (0.55%)	61 (0.55%)	1.66	00:00:20	93.44%	67.21%
37.	Miami Beach	57 (0.54%)	60 (0.54%)	1.52	00:00:18	91.67%	68.33%
38.	Coral Springs	56 (0.54%)	62 (0.56%)	1.79	00:01:40	82.26%	62.90%
39.	Pincrest	54 (0.52%)	59 (0.54%)	1.68	00:00:32	89.83%	74.58%
40.	Boca Raton	53 (0.51%)	53 (0.48%)	1.85	00:00:52	86.79%	49.06%
41.	Winter Garden	53 (0.51%)	57 (0.52%)	1.75	00:00:52	82.46%	64.91%
42.	Bradenton	52 (0.50%)	54 (0.49%)	1.81	00:00:46	81.48%	64.81%
43.	Spring Hill	51 (0.49%)	52 (0.47%)	1.37	00:00:22	90.38%	76.92%
44.	North Miami	50 (0.48%)	53 (0.48%)	1.85	00:01:21	83.02%	58.49%
45.	Tamiami	50 (0.48%)	52 (0.47%)	1.96	00:01:02	78.85%	53.85%
46.	North Naples	49 (0.47%)	52 (0.47%)	2.19	00:01:48	84.62%	50.00%
47.	Wellington	49 (0.47%)	50 (0.45%)	1.72	00:00:23	86.00%	64.00%
48.	Gainesville	48 (0.46%)	48 (0.44%)	1.50	00:00:26	87.50%	70.83%
49.	Tallahassee	48 (0.46%)	54 (0.49%)	1.69	00:00:37	79.63%	74.07%
50.	Boca Del Mar	48 (0.46%)	51 (0.46%)	1.39	00:00:13	88.24%	72.55%

Rows 1 - 50 of 423

03_DAC2-LK_04_CAN

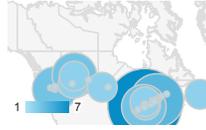
ALL » COUNTRY: Canada

Jun 1, 2020 - Jun 30, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	65 % of Total: 0.30% (22,002)	70 % of Total: 0.30% (23,651)	1.71 Avg for View: 1.65 (4.01%)	00:00:56 Avg for View: 00:00:44 (26.22%)	81.43% Avg for View: 83.79% (-2.81%)	65.71% Avg for View: 67.54% (-2.70%)
1. Toronto	7 (10.45%)	7 (10.00%)	1.57	00:00:22	100.00%	71.43%
2. Montreal	4 (5.97%)	4 (5.71%)	1.50	00:00:18	100.00%	50.00%
3. (not set)	3 (4.48%)	3 (4.29%)	1.33	00:00:04	66.67%	66.67%
4. Edmonton	3 (4.48%)	3 (4.29%)	1.00	00:00:00	66.67%	100.00%
5. Burnaby	3 (4.48%)	4 (5.71%)	1.00	00:00:00	25.00%	100.00%
6. Hamilton	3 (4.48%)	3 (4.29%)	3.33	00:01:26	100.00%	33.33%
7. Calgary	2 (2.99%)	2 (2.86%)	1.00	00:00:00	50.00%	100.00%
8. Leduc	2 (2.99%)	2 (2.86%)	1.50	00:00:03	100.00%	50.00%
9. Brandon	2 (2.99%)	2 (2.86%)	1.00	00:00:00	100.00%	100.00%
10. St. John's	2 (2.99%)	2 (2.86%)	1.00	00:00:00	100.00%	100.00%
11. Ajax	2 (2.99%)	2 (2.86%)	1.00	00:00:00	50.00%	100.00%
12. Bracebridge	2 (2.99%)	2 (2.86%)	2.50	00:00:32	100.00%	50.00%
13. Redwood Meadows	1 (1.49%)	1 (1.43%)	1.00	00:00:00	100.00%	100.00%
14. Courtenay	1 (1.49%)	1 (1.43%)	1.00	00:00:00	100.00%	100.00%
15. Surrey	1 (1.49%)	1 (1.43%)	1.00	00:00:00	100.00%	100.00%
16. West Vancouver	1 (1.49%)	1 (1.43%)	2.00	00:00:05	100.00%	0.00%
17. Whistler	1 (1.49%)	1 (1.43%)	2.00	00:14:44	100.00%	0.00%
18. Winnipeg	1 (1.49%)	1 (1.43%)	1.00	00:00:00	100.00%	100.00%
19. Barrie	1 (1.49%)	1 (1.43%)	2.00	00:00:08	100.00%	0.00%
20. Bowmanville	1 (1.49%)	1 (1.43%)	6.00	00:02:12	100.00%	0.00%
21. Brampton	1 (1.49%)	1 (1.43%)	3.00	00:00:40	100.00%	0.00%
22. Cornwall	1 (1.49%)	1 (1.43%)	1.00	00:00:00	100.00%	100.00%
23. King City	1 (1.49%)	2 (2.86%)	1.00	00:00:00	0.00%	100.00%

24. Kingston	1 (1.49%)	1 (1.43%)	2.00	00:00:05	100.00%	0.00%
25. Mississauga	1 (1.49%)	1 (1.43%)	3.00	00:03:11	0.00%	0.00%

Rows 1 - 25 of 44

03_DAC2-LK_05_UK

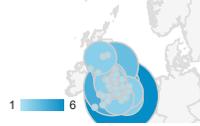
ALL » COUNTRY: United Kingdom

Jun 1, 2020 - Jun 30, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	78 % of Total: 0.35% (22,002)	83 % of Total: 0.35% (23,651)	1.69 Avg for View: 1.65 (2.33%)	00:00:45 Avg for View: 00:00:44 (2.24%)	81.93% Avg for View: 83.79% (-2.22%)	66.27% Avg for View: 67.54% (-1.88%)
1. (not set)	10 (12.82%)	12 (14.46%)	1.25	00:00:02	83.33%	75.00%
2. London	6 (7.69%)	8 (9.64%)	2.38	00:00:38	62.50%	50.00%
3. Birmingham	4 (5.13%)	4 (4.82%)	1.75	00:00:17	75.00%	75.00%
4. Sunderland	3 (3.85%)	4 (4.82%)	1.00	00:00:00	25.00%	100.00%
5. Ashford	2 (2.56%)	2 (2.41%)	1.00	00:00:00	50.00%	100.00%
6. Colchester	2 (2.56%)	2 (2.41%)	2.00	00:00:14	100.00%	50.00%
7. Farnham	2 (2.56%)	2 (2.41%)	2.00	00:01:23	100.00%	50.00%
8. Manchester	2 (2.56%)	2 (2.41%)	1.00	00:00:00	100.00%	100.00%
9. Stoke-on-Trent	2 (2.56%)	2 (2.41%)	1.50	00:01:28	50.00%	50.00%
10. Hamilton	2 (2.56%)	2 (2.41%)	1.00	00:00:00	50.00%	100.00%
11. Aylesbury	1 (1.28%)	1 (1.20%)	1.00	00:00:00	100.00%	100.00%
12. Barnsley	1 (1.28%)	1 (1.20%)	1.00	00:00:00	100.00%	100.00%
13. Basildon	1 (1.28%)	1 (1.20%)	3.00	00:00:29	100.00%	0.00%
14. Bath	1 (1.28%)	1 (1.20%)	1.00	00:00:00	100.00%	100.00%
15. Birkenhead	1 (1.28%)	1 (1.20%)	4.00	00:01:27	100.00%	0.00%
16. Bristol	1 (1.28%)	1 (1.20%)	2.00	00:01:28	100.00%	0.00%
17. Bromsgrove	1 (1.28%)	1 (1.20%)	1.00	00:00:00	0.00%	100.00%
18. Castleford	1 (1.28%)	1 (1.20%)	2.00	00:29:04	100.00%	0.00%
19. Chelmsford	1 (1.28%)	1 (1.20%)	1.00	00:00:00	100.00%	100.00%
20. Chesterfield	1 (1.28%)	1 (1.20%)	2.00	00:00:14	100.00%	0.00%
21. Falmouth	1 (1.28%)	1 (1.20%)	1.00	00:00:00	100.00%	100.00%
22. Halifax	1 (1.28%)	1 (1.20%)	6.00	00:02:47	100.00%	0.00%
23. Haywards Heath	1 (1.28%)	1 (1.20%)	2.00	00:00:10	100.00%	0.00%

24. Ipswich	1 (1.28%)	1 (1.20%)	1.00	00:00:00	100.00%	100.00%
25. Leeds	1 (1.28%)	1 (1.20%)	2.00	00:00:02	100.00%	0.00%

Rows 1 - 25 of 53