

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

## **WORKSHOP AGENDA**

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

**WORKSHOP, WEDNESDAY, AUGUST 5, 2020, 9:30 a.m.**

**Join Zoom Meeting <https://us02web.zoom.us/j/89090058428>**

**If the Governor issues a subsequent order changing directives for Local Government Public Meetings, the Monroe County Tourist Development Council will provide updates on the County Website at [MonroeCounty-FL.Gov](http://MonroeCounty-FL.Gov).**

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

The meeting may also be accessed:

Meeting ID: 890 9005 8428

One tap mobile

+13126266799,,89090058428# US (Chicago)

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Dial by your location

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

+1 301 715 8592 US (Germantown)

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

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

**A. CALL TO ORDER**

**B. ROLL CALL**

**C. REVIEW OF AGENDA**

**D. MINUTES:**

- 1.** June 10, 2020 TDC Meeting Minutes – FYI

**E. Budget:**

- 1.** FY 2020 Budget
- 2.** Four Penny Revenue Report

**F. District III 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
  
- K. **OLD BUSINESS:**
  
- L. **NEW BUSINESS:**
  - 1. Written Review of Recent Events Funded by DAC
  - 2. Update Re: July 21, 2020 TDC Meeting
  
- M. **GENERAL DISCUSSION**
- N. **PUBLIC/INDUSTRY INPUT**
- O. **ADJOURNMENT**

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

**Monroe County Tourist Development Council Meeting**

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

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

TDC Members Absent Were: Mr. Timothy Root (3<sup>rd</sup> 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 2<sup>nd</sup> 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 2<sup>nd</sup> 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 2<sup>nd</sup> 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 1<sup>st</sup> 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 2<sup>nd</sup> 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 2<sup>nd</sup> 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 4<sup>th</sup> 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.

FISCAL YEAR 2020

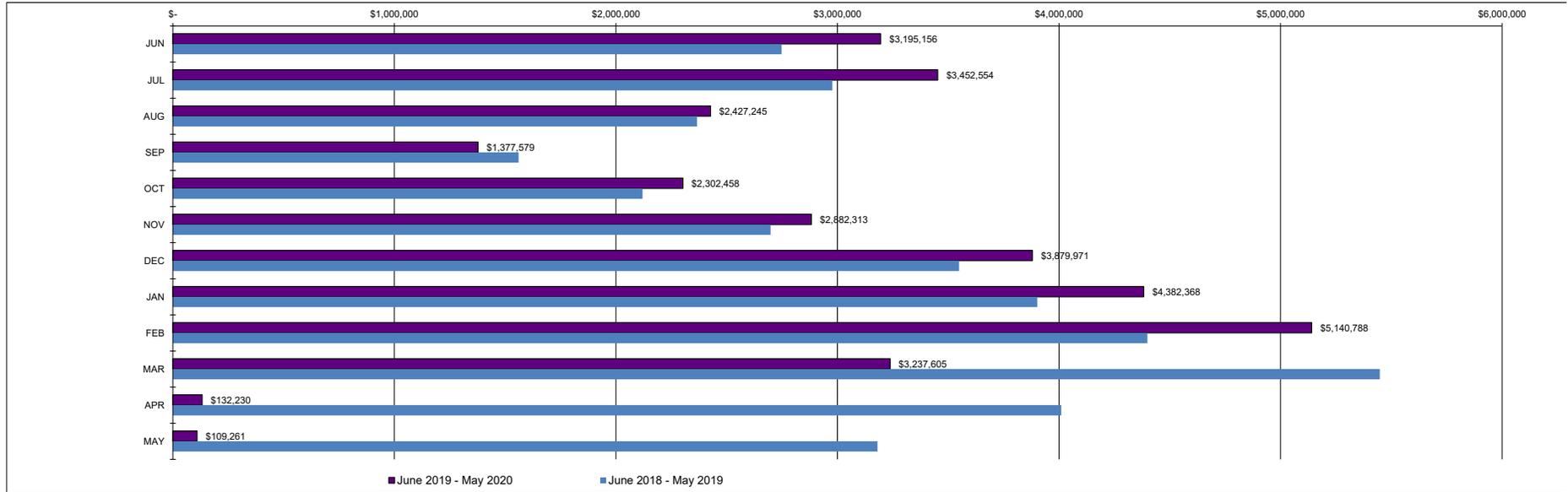
July 8, 2020

Revenue		2,868,338			
5% Reserve State Statute 129.01		<u>(143,417)</u>			
		2,724,921			
Fund Balance Forward Revenue Variance		(612,234)			
Fund Balance Forward-Contracted Commitments (EVENTS/CAPITAL)		2,663,525			
Fund Balance Forward Expense Variance		309,040			
Event Resources Brought Forward		2,724			
Capital Resources Brought Forward		70,446			
Fund Balance Forward-Promotional Resources		50,000			
Fund Balance Forward-Capital Economic Disaster		<u>50,000</u>			
		5,258,422			
		<b>Appropriations</b>	<b>Expenses</b>	<b>Encumbrances</b>	<b>Balance</b>
T209M34X COMMISSIONERS & FEES (FINANCE)		5,464	(5,129)	0	335
T209A23X ADMINISTRATION RESOURCES		31,693	0	0	31,693
T209A73X UTILITIES		7,000	(770)	0	6,230
T209A63X ADMINISTRATIVE SERVICES		100,000	(31,328)	0	68,672
T209M01X COUNTY COST ALLOCATION		<u>13,595</u>	<u>0</u>	<u>0</u>	<u>13,595</u>
	(ADMIN) SUBTOTAL	<b>157,752</b>	<b>(37,227)</b>	<b>0</b>	<b>120,525</b>
T209V14X DISTRICT TELEMARKETING (VIS)		<u>176,400</u>	<u>(117,600)</u>	<u>0</u>	<u>58,800</u>
	(VIS) SUBTOTAL	<b>176,400</b>	<b>(117,600)</b>	<b>0</b>	<b>58,800</b>
T209B04X DAC III CAPITAL PROJECT RESOURCES		27,175	0	0	27,175
TM79920A PIGEON KEY RAMP REPAIR 17		200,000	0	0	200,000
TM79162A PIGEON KEY BUILDINGS SPRINKLERS 17		350,000	0	0	350,000
TM79620A PIGEON KEY REROOFING - TENDER AND FOREMAN QUARTERS 17		300,000	(300,000)	0	0
TM89963Z PIGEON KEY SPRINKLER IMPROVEMENT PHASE 1 REAPPLICATION 2018		130,000	0	0	130,000
TB99077Y AMPITHEATER COMMUNITY PARK COMPLEX 19		534,000	0	0	534,000
TM99994Y PIGEON KEY COTTAGE AND NEGRO QUARTERS HURRICANE REPAIRS 19		800,000	(19,100)	0	780,900
TB89964Z PIGEON KEY ROOF FY 18		60,000	0	0	60,000
TM69726B COCO PLUM SHORELINE RESTORATION (FY 16)		125,000	0	0	125,000
TB89956Z AMPITHEATER IMPROVEMENTS 2018		0	0	0	0
TM99079Y OCEANFRONT PARK RENOVATION		76,400	(63,442)	0	12,958
TB99042Y MARATHON SUNSET PARK RESTROOMS (CARRIED OVER FROM FY 18)		36,000	(36,000)	0	0
TB89957Z AVIAN FOOD PREP & STORAGE PROJECT ADA 2018		0	0	0	0
T209M76X BEACH MAINTENANCE FY 20		140,000	0	0	140,000
T209B38X DRC DOLPHIN LAGOONS		130,000	0	0	130,000
T209N07X CRANE POINT ADDERLY TRAIL		12,397	(12,397)	0	0
T209B40X CRANE POINT INTERIOR TRAIN RESTORATION		37,350	0	0	37,350
T209B41X CRANE POINT RACHEL CREEK TRAIL REPAIRS		31,326	(31,326)	0	0
T209B42X TURTLE HOSPITAL		33,750	0	0	33,750
T209M65X PIGEON KEY BRIDGE TENDERS & BRIDGE FOREMANS PHASE II		72,000	(52,290)	0	19,710
T209M66X PIGEON KEY RAMP REPAIR PHASE II FY 20		50,000	0	0	50,000
T209B43X PIGEON KEY GRID TIE POWER LINE PROJECT		300,000	0	0	300,000
T209B23X CORAL RESTORATION		81,750	0	0	81,750
T209B04X DRC WELCOME CENTER GENERATOR		24,950	(24,950)	0	0
T209B97X ECONOMIC NATURAL DISASTER RESOURCE		<u>75,000</u>	<u>0</u>	<u>0</u>	<u>75,000</u>
	(CAPITAL) RESOURCES	<b>3,627,098</b>	<b>(539,505)</b>	<b>0</b>	<b>3,087,593</b>
T209S23X DAC III EVENT RESOURCES		0	0	0	0
T209M06X HEROES SALUTE WEEKEND 20		26,000	0	0	26,000
T209S54X MARATHON SEAFOOD FESTIVAL 20		<u>40,000</u>	<u>(40,000)</u>	<u>0</u>	<u>0</u>
	(SPECIAL EVENTS) SUBTOTAL	<b>66,000</b>	<b>(40,000)</b>	<b>0</b>	<b>26,000</b>
T209P24X PROMO & ADV RESOURCES		50,000	0	0	50,000
T209P65X DAC III WEBCAM		15,000	(11,100)	0	3,900
T209P93X DISTRICT #3 AD CAMPAIGN		<u>1,166,172</u>	<u>(652,179)</u>	<u>(513,993)</u>	<u>0</u>
	(PROMOTIONAL) SUBTOTAL	<b>1,231,172</b>	<b>(663,279)</b>	<b>(513,993)</b>	<b>53,900</b>
	<b>FUND TOTAL</b>	<b>5,258,422</b>	<b>(1,397,611)</b>	<b>(513,993)</b>	<b>3,320,818</b>
<b>TWO PENNY</b>					
TM95784Y HEROES SALUTE WEEKEND FY19		30,000	(27,764)	0	2,236
TM95711X FANTASY FEST FY19		30,000	(30,000)	0	0
TM95914Y TASTE OF THE ISLANDS FY19		10,000	(1,000)	0	9,000
T205S01X CORAL HEAD BLUES FY20		20,000	0	0	20,000
T205S02X CORAL HEAD MUSIC FEST FY20		10,000	0	0	10,000
T205M05X FANTASY FEST FY20		30,000	0	0	30,000
T205M06X HEROES SALUTE WEEKEND FY20		4,000	0	0	4,000
T205M56X SOMBRERO BEACH RUN FY20		20,000	(2,557)	0	17,443
T205M91X TASTE OF THE ISLANDS FY20		20,000	0	0	20,000

# FOUR PENNY REVENUE REPORT

## Fiscal Year 2019 - 2020

E.2



MARKET SHARE	FY 2001	FY 2002	FY 2003	FY 2004	FY 2005	FY 2006	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Year to Date
DISTRICT I	53.37%	53.68%	53.73%	53.96%	53.41%	52.19%	51.59%	54.78%	57.33%	57.93%	58.03%	58.31%	57.88%	56.67%	55.90%	55.93%	54.23%	59.16%	54.10%	53.54%
DISTRICT II	5.03%	5.53%	5.33%	5.67%	5.65%	5.94%	5.97%	5.65%	5.41%	5.28%	5.05%	4.85%	5.02%	5.91%	6.03%	5.44%	6.57%	6.15%	6.32%	6.84%
DISTRICT III	13.30%	13.58%	13.99%	13.59%	13.58%	14.69%	14.64%	12.76%	14.34%	14.05%	14.37%	14.16%	14.01%	14.35%	15.00%	15.83%	15.60%	13.00%	15.89%	15.67%
DISTRICT IV	12.74%	12.91%	12.86%	12.85%	13.15%	13.58%	13.59%	12.75%	9.51%	10.42%	10.81%	11.00%	11.29%	11.02%	10.71%	10.61%	10.48%	7.39%	9.83%	9.59%
DISTRICT V	15.56%	14.30%	14.08%	13.93%	14.20%	13.60%	14.22%	14.05%	13.40%	12.32%	11.75%	11.68%	11.81%	12.05%	12.36%	12.19%	13.12%	14.31%	13.86%	14.36%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

# FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020

DISTRICT I								FY 2020 VS FY 2019		DISTRICT I
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	\$ INC/DEC	% INC/DEC		
OCTOBER	\$ 1,276,637.24	\$ 1,395,162.32	\$ 1,391,695.72	\$ 1,109,774.39	\$ 1,362,895.67	\$ 1,422,834.76	\$ 59,939.09	4.4%	OCTOBER	
NOVEMBER	\$ 1,332,535.55	\$ 1,540,238.53	\$ 1,552,520.72	\$ 1,320,155.25	\$ 1,672,808.29	\$ 1,653,189.39	\$ (19,618.90)	-1.2%	NOVEMBER	
DECEMBER	\$ 1,648,530.05	\$ 1,809,413.78	\$ 1,852,943.28	\$ 1,634,555.15	\$ 2,000,816.72	\$ 2,046,218.36	\$ 45,401.64	2.3%	DECEMBER	
JANUARY	\$ 1,934,556.17	\$ 2,009,799.33	\$ 2,030,157.36	\$ 1,822,136.57	\$ 2,194,929.97	\$ 2,371,754.74	\$ 176,824.77	8.1%	JANUARY	
FEBRUARY	\$ 2,132,824.42	\$ 2,289,132.38	\$ 2,207,078.75	\$ 2,186,795.70	\$ 2,426,401.74	\$ 2,702,195.84	\$ 275,794.10	11.4%	FEBRUARY	
MARCH	\$ 2,355,158.65	\$ 2,568,973.42	\$ 2,455,842.08	\$ 2,446,928.30	\$ 2,781,234.52	\$ 1,541,265.11	\$ (1,239,969.41)	-44.6%	MARCH	
APRIL	\$ 1,838,222.78	\$ 1,896,718.76	\$ 2,033,684.14	\$ 1,892,592.14	\$ 2,132,257.82	\$ 43,989.09	\$ (2,088,268.73)	-97.9%	APRIL	
MAY	\$ 1,571,948.28	\$ 1,680,112.35	\$ 1,663,926.89	\$ 1,577,836.31	\$ 1,775,478.15	\$ 33,601.66	\$ (1,741,876.49)	-98.1%	MAY	
JUNE	\$ 1,319,486.96	\$ 1,388,079.98	\$ 1,400,684.56	\$ 1,484,521.96	\$ 1,529,014.29			0.0%	JUNE	
JULY	\$ 1,519,807.37	\$ 1,634,608.58	\$ 1,643,684.06	\$ 1,576,916.96	\$ 1,654,287.45			0.0%	JULY	
AUGUST	\$ 1,244,740.91	\$ 1,251,135.82	\$ 1,279,695.82	\$ 1,301,594.78	\$ 1,211,295.03			0.0%	AUGUST	
SEPTEMBER	\$ 998,879.46	\$ 1,045,254.06	\$ 386,596.83	\$ 891,269.57	\$ 768,989.94			0.0%	SEPTEMBER	
TOTAL	\$ 19,173,327.84	\$ 20,508,629.31	\$ 19,898,510.21	\$ 19,245,077.08	\$ 21,510,409.59	\$ 11,815,048.95	\$ (4,531,773.93)	-27.7%		
% INC/DEC PREVIOUS YEAR	10.4%	7.0%	-3.0%	-3.3%	11.8%					

Priceline settlement reflected

DISTRICT II								FY 2020 VS FY 2019		DISTRICT II
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	\$ INC/DEC	% INC/DEC		
OCTOBER	\$ 95,755.27	\$ 87,363.54	\$ 102,443.59	\$ 83,505.24	\$ 127,325.25	\$ 133,480.93	\$ 6,155.68	4.8%	OCTOBER	
NOVEMBER	\$ 102,166.56	\$ 121,133.47	\$ 115,770.44	\$ 113,547.67	\$ 164,354.26	\$ 163,875.94	\$ (478.32)	-0.3%	NOVEMBER	
DECEMBER	\$ 187,880.96	\$ 178,170.79	\$ 181,103.72	\$ 172,487.68	\$ 233,325.78	\$ 247,691.51	\$ 14,365.73	6.2%	DECEMBER	
JANUARY	\$ 258,954.74	\$ 248,367.92	\$ 257,241.56	\$ 194,164.42	\$ 289,041.48	\$ 317,840.19	\$ 28,798.71	10.0%	JANUARY	
FEBRUARY	\$ 239,333.58	\$ 239,504.19	\$ 285,033.82	\$ 222,550.98	\$ 278,086.91	\$ 326,344.36	\$ 48,257.45	17.4%	FEBRUARY	
MARCH	\$ 280,479.47	\$ 274,339.90	\$ 328,202.89	\$ 263,737.97	\$ 338,874.61	\$ 259,436.19	\$ (79,438.42)	-23.4%	MARCH	
APRIL	\$ 180,265.69	\$ 170,955.49	\$ 240,571.33	\$ 178,768.24	\$ 229,248.21	\$ 33,932.28	\$ (195,315.93)	-85.2%	APRIL	
MAY	\$ 150,539.07	\$ 137,569.54	\$ 217,562.22	\$ 154,409.13	\$ 188,309.87	\$ 27,209.04	\$ (161,100.83)	-85.6%	MAY	
JUNE	\$ 156,044.62	\$ 144,969.15	\$ 199,752.82	\$ 158,777.26	\$ 185,074.50			0.0%	JUNE	
JULY	\$ 185,300.25	\$ 174,371.36	\$ 257,768.79	\$ 196,635.16	\$ 221,153.64			0.0%	JULY	
AUGUST	\$ 151,199.62	\$ 126,619.47	\$ 181,858.64	\$ 154,041.28	\$ 167,805.27			0.0%	AUGUST	
SEPTEMBER	\$ 80,289.59	\$ 90,076.73	\$ 42,514.69	\$ 107,007.71	\$ 91,168.12			0.0%	SEPTEMBER	
TOTAL	\$ 2,068,209.42	\$ 1,993,441.55	\$ 2,409,824.51	\$ 1,999,632.74	\$ 2,513,767.90	\$ 1,509,810.44	\$ (338,755.93)	-18.3%		
% INC/DEC PREVIOUS YEAR	14.2%	-3.6%	20.9%	-17.0%	25.7%					

Priceline settlement reflected

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



# FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020

DISTRICT V							FY 2020 VS FY 2019		DISTRICT V
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	\$ INC/DEC	% INC/DEC	
OCTOBER	\$ 206,240.82	\$ 220,231.68	\$ 236,389.88	\$ 218,187.95	\$ 238,328.84	\$ 277,557.90	\$ 39,229.06	16.5%	OCTOBER
NOVEMBER	\$ 254,739.61	\$ 284,943.29	\$ 312,909.50	\$ 278,120.71	\$ 325,725.26	\$ 394,822.61	\$ 69,097.35	21.2%	NOVEMBER
DECEMBER	\$ 374,948.24	\$ 399,406.63	\$ 429,751.50	\$ 393,830.64	\$ 473,146.62	\$ 574,831.17	\$ 101,684.55	21.5%	DECEMBER
JANUARY	\$ 425,843.06	\$ 436,057.11	\$ 450,316.76	\$ 436,097.53	\$ 514,221.08	\$ 618,057.78	\$ 103,836.70	20.2%	JANUARY
FEBRUARY	\$ 490,236.29	\$ 511,208.23	\$ 529,718.11	\$ 508,756.12	\$ 619,892.86	\$ 751,221.24	\$ 131,328.38	21.2%	FEBRUARY
MARCH	\$ 618,001.92	\$ 667,238.71	\$ 710,625.30	\$ 700,078.26	\$ 882,095.72	\$ 512,481.94	\$ (369,613.78)	-41.9%	MARCH
APRIL	\$ 412,941.93	\$ 398,779.78	\$ 523,145.07	\$ 440,742.70	\$ 599,402.46	\$ 23,199.05	\$ (576,203.41)	-96.1%	APRIL
MAY	\$ 302,489.69	\$ 335,263.97	\$ 376,033.64	\$ 334,987.25	\$ 420,899.13	\$ 15,893.56	\$ (405,005.57)	-96.2%	MAY
JUNE	\$ 327,971.43	\$ 333,286.58	\$ 377,849.92	\$ 387,414.66	\$ 475,447.70			0.0%	JUNE
JULY	\$ 369,655.29	\$ 395,641.75	\$ 426,738.19	\$ 429,493.68	\$ 473,189.84			0.0%	JULY
AUGUST	\$ 257,126.92	\$ 258,869.65	\$ 295,208.24	\$ 324,854.52	\$ 304,497.86			0.0%	AUGUST
SEPTEMBER	\$ 198,677.04	\$ 228,656.93	\$ 147,104.13	\$ 203,578.56	\$ 182,800.18				SEPTEMBER
TOTAL	\$ 4,238,872.24	\$ 4,469,584.31	\$ 4,815,790.24	\$ 4,656,142.58	\$ 5,509,647.55	\$ 3,168,065.25	\$ (905,646.72)	-22.2%	
% INC/DEC PREVIOUS YEAR	14.8%	5.4%	7.7%	-3.3%	18.3%				

Priceline settlement reflected

MONROE COUNTY							FY 2020 VS FY 2019		MONROE COUNTY
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	\$ INC/DEC	% INC/DEC	
OCTOBER	\$ 1,964,673.21	\$ 2,141,012.23	\$ 2,157,600.24	\$ 1,655,766.10	\$ 2,120,220.02	\$ 2,302,457.58	\$ 182,237.56	8.6%	OCTOBER
NOVEMBER	\$ 2,147,785.80	\$ 2,477,795.15	\$ 2,538,743.45	\$ 2,000,941.99	\$ 2,697,840.44	\$ 2,882,313.05	\$ 184,472.61	6.8%	NOVEMBER
DECEMBER	\$ 2,955,920.97	\$ 3,219,801.88	\$ 3,280,510.25	\$ 2,643,425.96	\$ 3,549,152.36	\$ 3,879,970.61	\$ 330,818.25	9.3%	DECEMBER
JANUARY	\$ 3,460,703.32	\$ 3,614,008.95	\$ 3,609,501.13	\$ 2,999,412.51	\$ 3,901,945.05	\$ 4,382,368.32	\$ 480,423.27	12.3%	JANUARY
FEBRUARY	\$ 3,799,460.12	\$ 4,067,282.38	\$ 4,036,233.59	\$ 3,566,616.92	\$ 4,399,028.50	\$ 5,140,788.28	\$ 741,759.78	16.9%	FEBRUARY
MARCH	\$ 4,454,229.54	\$ 4,861,875.80	\$ 4,769,692.90	\$ 4,293,366.11	\$ 5,448,415.00	\$ 3,237,604.73	\$ (2,210,810.27)	-40.6%	MARCH
APRIL	\$ 3,287,614.72	\$ 3,320,007.02	\$ 3,837,112.81	\$ 3,123,974.20	\$ 4,009,834.08	\$ 132,229.67	\$ (3,877,604.41)	-96.7%	APRIL
MAY	\$ 2,711,547.54	\$ 2,875,882.02	\$ 2,989,384.28	\$ 2,595,700.55	\$ 3,180,873.07	\$ 109,261.35	\$ (3,071,611.72)	-96.6%	MAY
JUNE	\$ 2,558,627.43	\$ 2,712,369.84	\$ 2,852,720.61	\$ 2,747,285.45	\$ 3,195,156.18			0.0%	JUNE
JULY	\$ 2,924,747.92	\$ 3,237,270.36	\$ 3,391,390.64	\$ 2,976,938.74	\$ 3,452,553.86			0.0%	JULY
AUGUST	\$ 2,344,701.05	\$ 2,331,658.59	\$ 2,468,887.95	\$ 2,366,323.46	\$ 2,427,244.76			0.0%	AUGUST
SEPTEMBER	\$ 1,686,603.58	\$ 1,806,769.84	\$ 761,778.93	\$ 1,560,424.12	\$ 1,377,579.14			0.0%	SEPTEMBER
TOTAL	\$ 34,296,615.20	\$ 36,665,734.06	\$ 36,693,556.78	\$ 32,530,176.11	\$ 39,759,842.46	\$ 22,066,993.59	\$ (7,240,314.93)	-24.7%	
% INC/DEC PREVIOUS YEAR	11.9%	6.9%	0.1%	-11.3%	22.2%				

Total Priceline settlement reflected

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

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

01 Jun 2020 - 30 Jun 2020

# DAC Social Media Report June 2020

@floridakeysandkeywest @thefloridakeys @thefloridakeys

## Facebook Activity Overview



IMPRESSIONS  
**13,337,311**



TOTAL REACH  
**4,490,596**



POST ENGAGEMENTS  
**303,493**



PAGE CONSUMPTIONS  
**271,354**



## Audience Engagement

■ REACTIONS ■ COMMENTS ■ SHARES



### ACTION METRICS

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

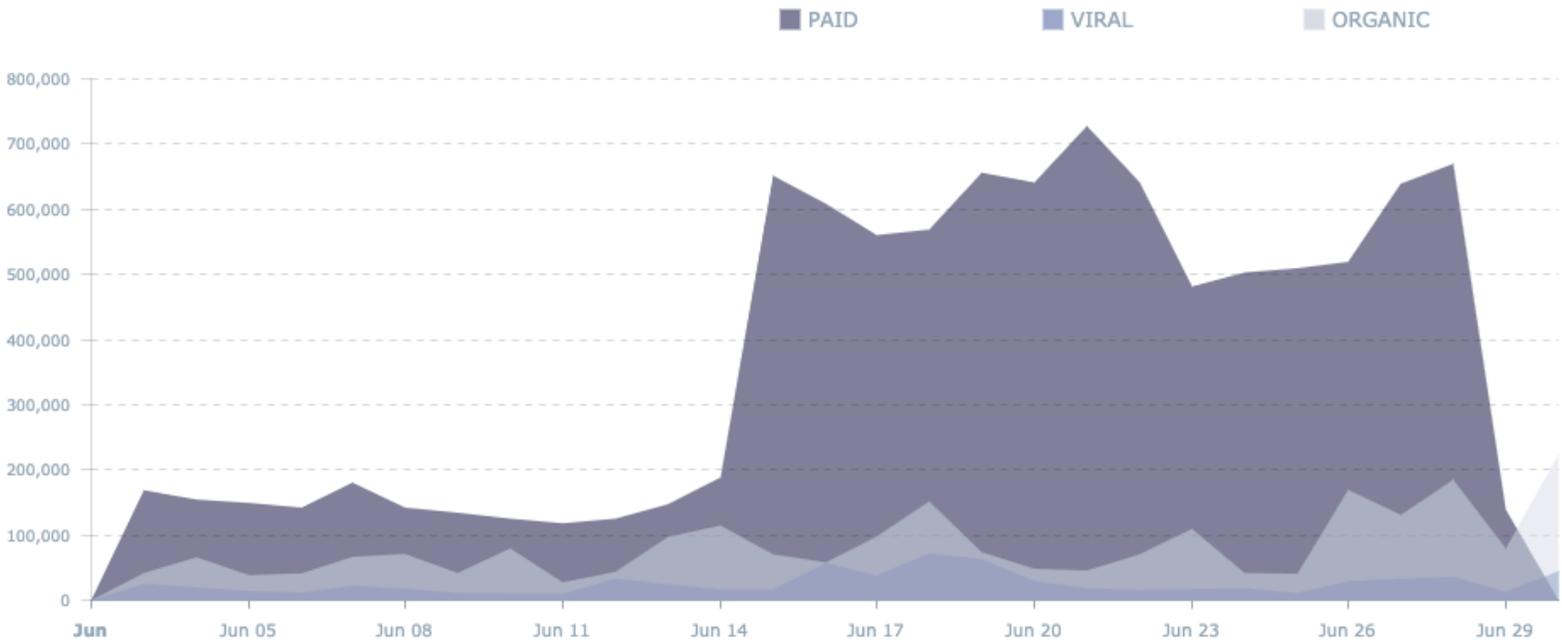
TOTAL ENGAGEMENTS INCREASED BY

↑ **22.05%**

SINCE PREVIOUS PERIOD



### Page Impressions



### IMPRESSION METRICS

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

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



## The Florida Keys & Key West

30 JUN 2:00 PM



🌴🌴 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

3074

543

351

8297

9.88%

104,363



## The Florida Keys & Key West

18 JUN 2:59 PM



🌴🌴 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/>

4596

2123

726

19596

10.05%

200,494



## The Florida Keys & Key West

13 JUN 4:38 PM



Great beach day Saturday in #KeyWest at Ft. Zachary Taylor State Park.

3603

271

170

2790

8.4%

73,139

# Twitter Activity Overview



DAILY EXPOSURE

54,881



POST ENGAGEMENTS

3,102



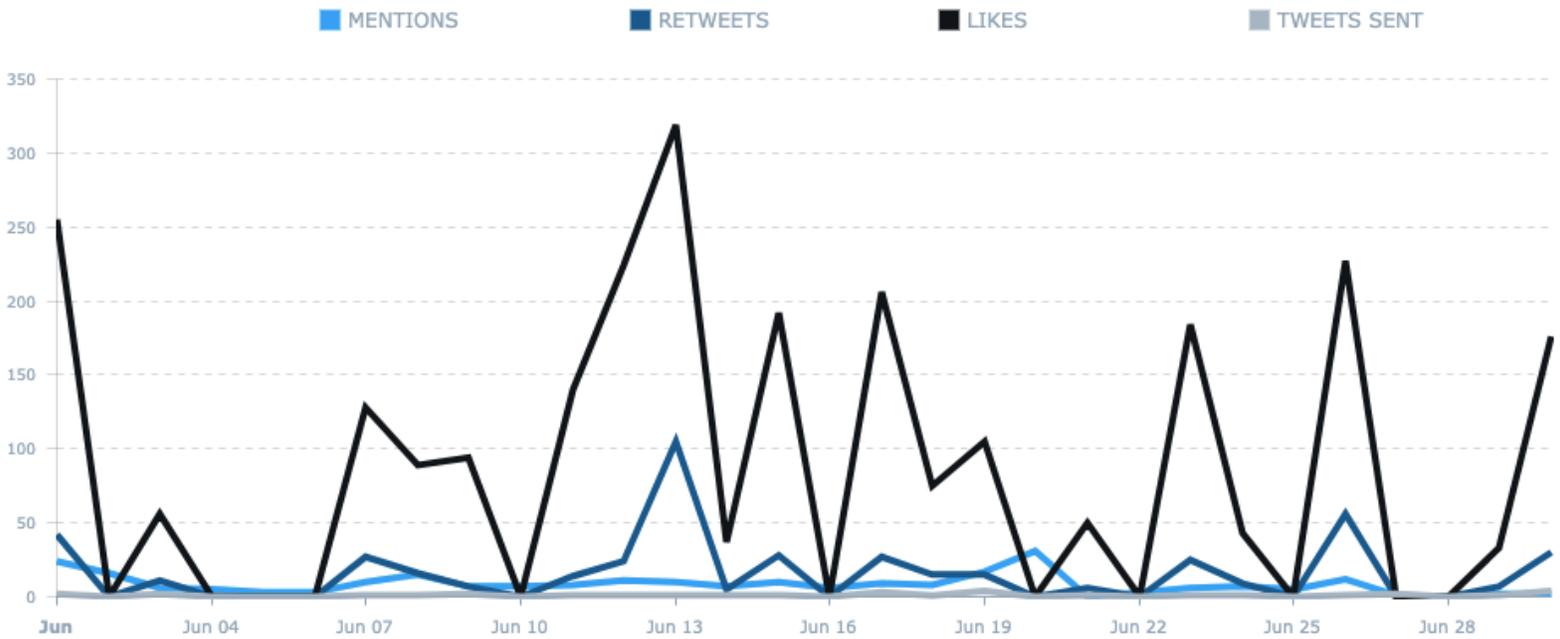
REACH

1,536,859



## Audience Engagement

### AUDIENCE ENGAGEMENT BY DAY



### ENGAGEMENT METRICS

Mentions	251
Retweets	469
Likes	2,633
Tweets Sent	29
<b>Total Engagements</b>	<b>3,353</b>

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

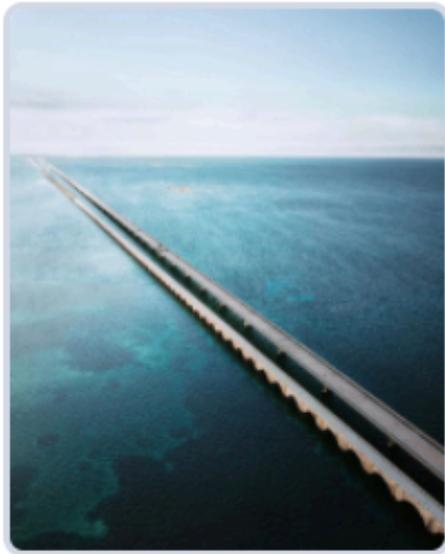
TOTAL ENGAGEMENTS  
DECREASED BY

↓ **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 III Advisory Committee  
**FROM:** NewmanPR  
**RE:** Report of ongoing activities June 7, 2020, through July 18, 2020

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

- Agency representatives attended the TDC meeting via Zoom.
- Agency representatives attended DAC III meeting via Zoom.
- In the U.K., no physical media meetings were held due to the impact of COVID-19. However, U.K. affiliate KBC took part in 18 webinar events with leading travel editors and industry representatives including media from the 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](http://travelmole.com), [omotgtravel.com](http://omotgtravel.com), [sellingtravel.co.uk](http://sellingtravel.co.uk) and [travelbiz.ie](http://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 [tourexpri.com](http://tourexpri.com), [travelnews.ch](http://travelnews.ch) and [presfrom.info](http://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, the release of a rehabilitated sea turtle to join the Tour de Turtles 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, a World Sea Turtle Day post that reached more than 109,000 people and drew more than 6,200 engagements, and a "Stewards of the Keys" video on the Turtle Hospital's Bette Zirkelbach that reached more than 95,500 people and drew nearly 4,000 engagements. NewmanPR continues to manage regular contributions to social media content on the TDC's Facebook, Twitter, Instagram and YouTube sites, during both business hours and evening and weekend hours as needed. A detailed social media report follows this document.
- Agency 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.
- 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 produced video and photography packages and distributed them to the media when a rare hybrid hawksbill-green sea turtle rehabilitated at the Turtle Hospital was released off Sombrero Beach to participate in the Tour de Turtles educational "race." Four photos were distributed to the media via the Associated Press wire service, and the agency also provided information to the AP for a story on the turtle release. Coverage was extensive, appearing in outlets ranging from Smithsonian Magazine and the San Francisco chronicle online to Telegraf.rs for audiences in Serbia and Kosovo.
- Agency wrote, featured in the e-newsletter and posted on the website an overview of offerings at Marathon's Shady Palm Art Gallery & Photography and The Art Studio.
- 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](http://Outcoast.com), Will McGough of [Forbes.com](http://Forbes.com), Lizzie Wilcox of Coral Gables Magazine, Julia Aronov of [Prettyzen.co](http://Prettyzen.co) and [TheHealthyBartender.com](http://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 3 Members  
FROM: Danielle Salmán-Villasuso  
DATE: July 24, 2020  
RE: August 5, 2020 DAC 3 Meeting  
CC: John Underwood

G.1 - G.2

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## 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
  - Afa.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 3 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.



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

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



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

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



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

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

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

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

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

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

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

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

	[scuba tours]	89	10	11.24%	N/A
	[vacations in florida]	245	8	3.27%	N/A
	[dolphin swim florida]	19	8	42.11%	N/A
	[best florida resorts]	132	7	5.30%	N/A
	[florida vacations]	106	6	5.66%	N/A
	[swim with dolphins in florida]	55	6	10.91%	N/A
	[diving in florida]	42	6	14.29%	N/A
	hotels near everglades national park	64	5	7.81%	N/A
	[florida hotel]	74	3	4.05%	N/A
	[florida hotels on the beach]	35	2	5.71%	N/A
	[florida vacation deals]	27	2	7.41%	N/A
	hotels near everglades	22	1	4.55%	N/A
	[florida beach weddings]	1	1	100.00%	N/A
	<b>Bing, Yahoo and AOL Search</b>	<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>
6/1-6/30	florida vacations	18,398	458	2.46%	N/A
	family vacations	32,260	258	0.71%	N/A
	+florida beach rentals	6,682	137	1.63%	N/A
	+florida+fishing	6,400	86	1.20%	N/A
	diving florida	4,992	77	1.50%	N/A
	vacation rentals florida	437	44	10.07%	N/A
	vacation packages	1,534	28	1.83%	N/A
	vrbo vacation rentals	9,089	20	0.19%	N/A
	best florida vacations	1,832	20	1.09%	N/A
	travel deals	4,639	12	0.26%	N/A
	VRBO Florida	503	8	1.59%	N/A
	swim with the dolphins in florida	431	7	1.62%	N/A
	family vacation packages	90	6	6.67%	N/A
	+florida+snorkeling	315	5	1.59%	N/A
	vacation destinations	195	5	2.56%	N/A
	beach vacations	152	5	3.29%	N/A
	beach resorts	511	4	0.78%	N/A
	vacation ideas	240	4	1.67%	N/A
	beachfront vacation rentals	116	4	3.45%	N/A
	best family vacations	112	4	3.57%	N/A
	dolphin swims in florida	39	4	10.26%	N/A
	swim with the dolphins	146	3	2.05%	N/A
	+florida+scuba+diving	105	3	2.86%	N/A
	family vacation	222	2	0.90%	N/A
	vacations to florida	108	2	1.85%	N/A

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

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

**DIGITAL:**

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

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

**SUMMER IN-STATE DIGITAL CO-OP PROGRAM:**

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

**PRINT:**

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

Program	Start	End	Days	Notes	#	Total
<b>FALL DIGITAL CO-OP PROGRAM</b> Closed 2 co-ops @ \$875 each = \$1,750 collected	10/28-11/24				3	\$34,200
<b>WINTER DIGITAL CO-OP PROGRAM</b> Closed 4 co-ops @ \$850 each = \$3,400 collected	1/27-2/23				3	\$13,680
<b>SPRING DIGITAL CO-OP PROGRAM</b> Closed 3 co-ops @ \$875 each = \$2,625 collected	3/16-6/15				1	\$4,560
	3/16 start moved to 6/15.				1	\$2,736
	3/16 start moved to 6/15.				2	\$4,104
	Cancelled. Replaced with Southeast Newspaper emails AJC.com, DallasNews.com and CharlotteObserver.com below.				1	\$2,280
	Relacement emails				1	\$2,280
<b>SUMMER DIGITAL CO-OP PROGRAM</b> Closed 5 co-ops @ \$375 ea. = \$1,875 collected	6/15-6/30	7/24-8/9			1	\$7,410
	Moved start from 5/4 to 6/15. Paused on 6/30.				1	\$6,840
	Less co-op collected:					(\$9,650)
<b>DIGITAL CO-OPS-TOTAL:</b>						<b>\$71,291</b>
<b>DIGITAL PRINT-TOTAL:</b>						<b>\$55,344</b>

DAC III/MARATHON FY 2020 BUDGET SUMMARY	
MEDIA SPENT TO DATE:	\$1,236,605
PRODUCTION:	\$20,000
RESOURCES REMAINING:	\$13,567
<b>GRAND TOTAL BUDGET:</b>	<b>\$1,270,172</b>
<small>\$392 from event funds moved to advertising at the 8/7/19 DAC III Mtg. \$1,269,780 + \$392 = \$1,270,172 revised total.</small>	
<small>*Please note separate from the above budget there is also \$50,000 in emergency (promotional/storm) resources.</small>	

**The Florida Keys Marathon**

Key West Big Pine Key & The Lower Keys

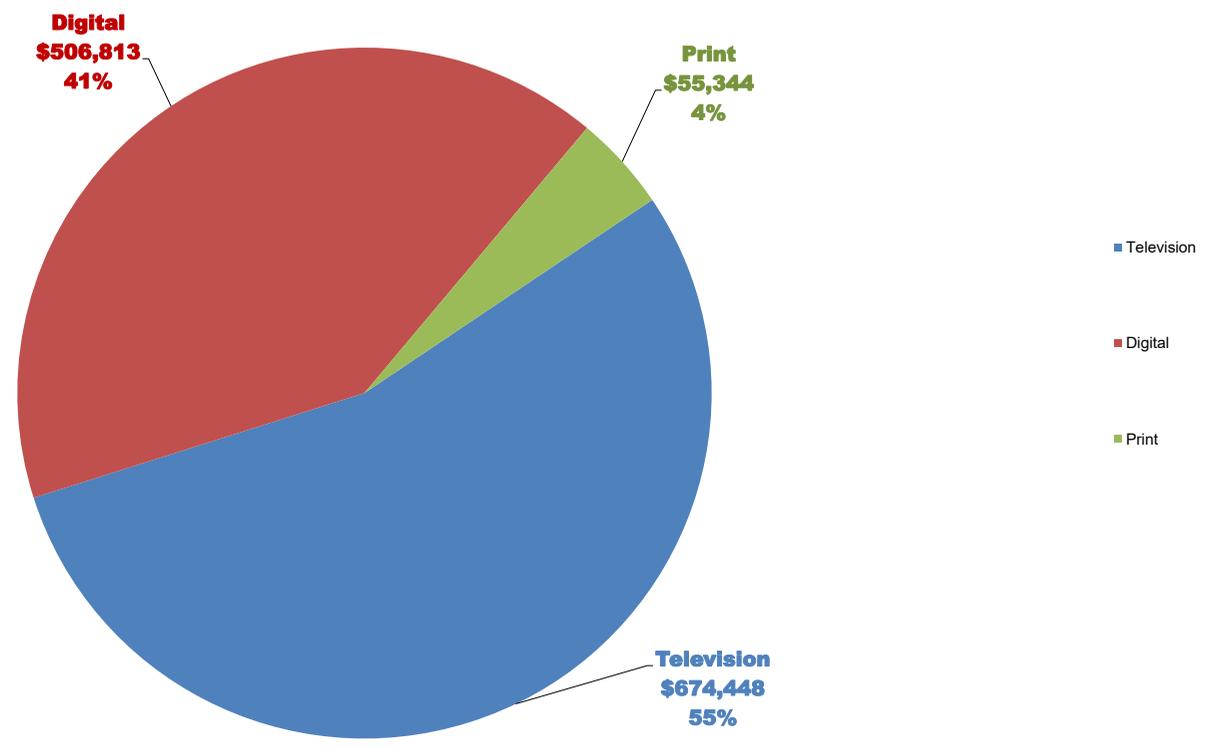
**FY 2020 MEDIA PLAN**

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

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

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



**TOTAL MEDIA EXPENDITURE TO DATE: \$1,236,605**

## 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
<b>TOTAL:</b>	<b>\$71,722</b>

#### SPANISH LANGUAGE (Television & Radio):

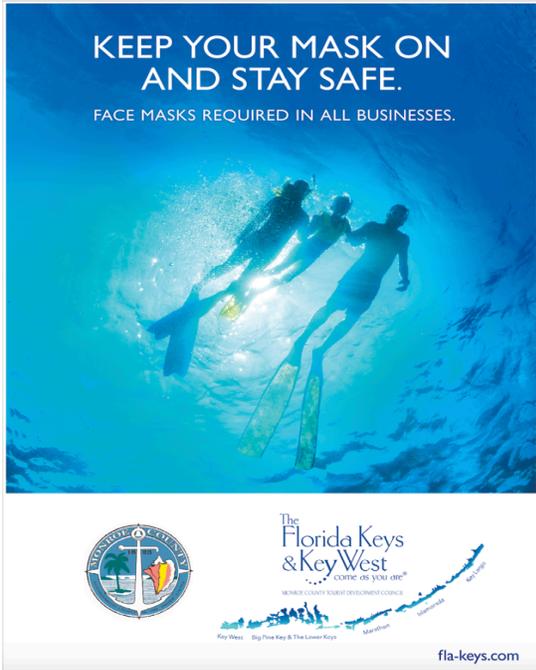
July 15-September 27

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

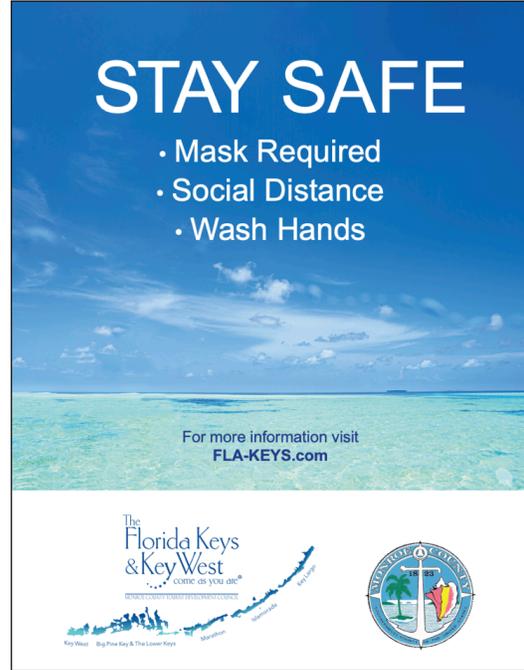
**GRAND TOTAL: \$161,722**



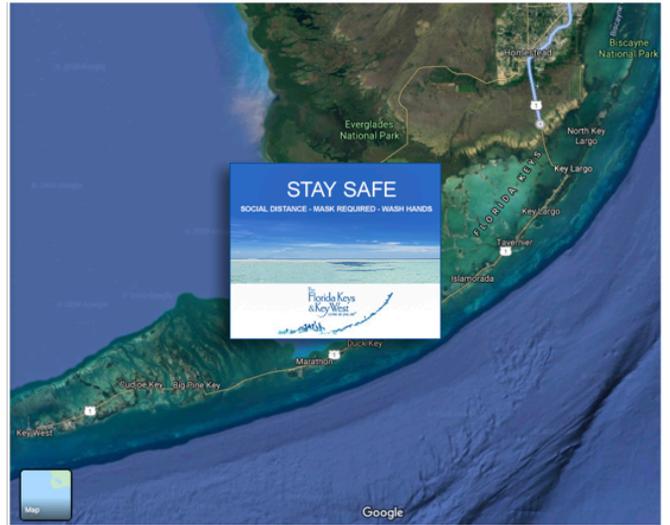
**Out-of-Home**  
 Monroe County Bus Shelters



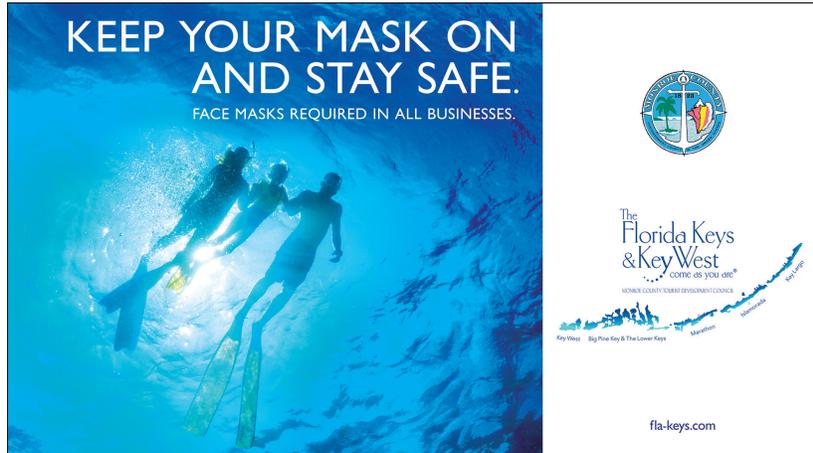
**Collateral**  
 Hotelier Signage



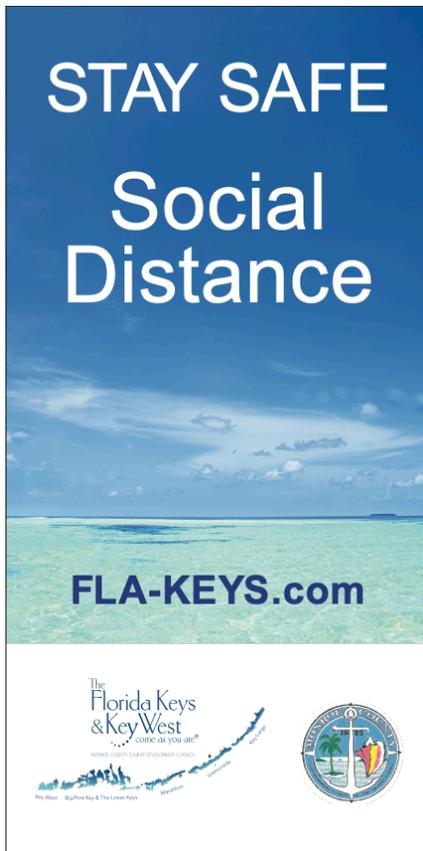
**In-Market Mobile Banners**  
 GroundTruth Media



**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](http://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
<b>Florida Keys</b>	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
<b>Key West</b>	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
<b>Middle-Upper Florida Keys</b>	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
<b>Key Largo</b>	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
<b>Marathon</b>	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
<b>Islamorada</b>	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

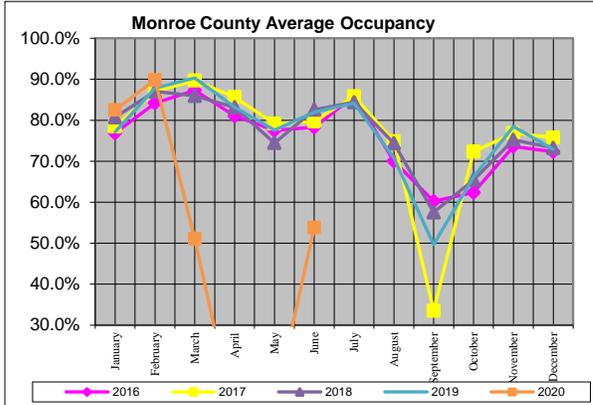
Source 2020 Smith Travel Research, Inc./STR Global, Ltd.

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

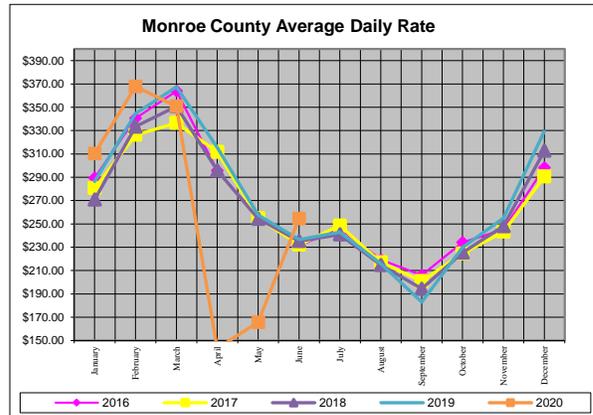
**OCCUPANCY RATE**

	2016	2017	2018	2019	2020	% Chg
January	76.9%	78.4%	80.7%	77.1%	82.5%	<b>7.0%</b>
February	84.2%	87.0%	87.0%	87.9%	89.9%	<b>2.3%</b>
March	87.3%	89.7%	86.0%	90.3%	51.1%	<b>-43.4%</b>
April	81.0%	85.6%	83.1%	83.2%	7.0%	<b>-91.6%</b>
May	77.5%	79.2%	74.4%	77.6%	10.0%	<b>-87.1%</b>
June	78.3%	79.7%	82.6%	82.0%	53.9%	<b>-34.3%</b>
July	85.8%	85.8%	84.4%	84.1%		
August	70.0%	74.8%	74.4%	70.7%		
September	60.2%	33.5%	57.5%	49.7%		
October	62.4%	72.3%	65.4%	66.2%		
November	73.6%	76.9%	75.2%	78.5%		
December	72.3%	75.8%	73.3%	72.9%		
<b>Total</b>	<b>75.5%</b>	<b>76.8%</b>	<b>76.7%</b>	<b>76.6%</b>	<b>59.5%</b>	<b>-28.2%</b>



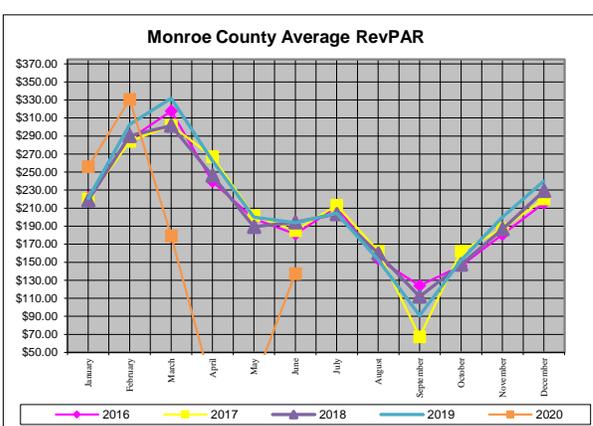
**AVERAGE DAILY RATE**

	2016	2017	2018	2019	2020	% Chg
January	\$289.29	\$280.50	\$270.83	\$286.32	\$310.28	<b>8.4%</b>
February	\$340.39	\$326.26	\$333.36	\$344.65	\$367.86	<b>6.7%</b>
March	\$363.86	\$336.44	\$350.78	\$367.44	\$350.76	<b>-4.5%</b>
April	\$295.63	\$311.70	\$295.89	\$315.58	\$143.16	<b>-54.6%</b>
May	\$255.89	\$254.83	\$254.42	\$257.66	\$165.63	<b>-35.7%</b>
June	\$231.36	\$232.15	\$235.27	\$236.53	\$254.60	<b>7.6%</b>
July	\$246.13	\$248.53	\$240.92	\$242.98		
August	\$219.35	\$216.99	\$214.80	\$215.90		
September	\$206.01	\$200.92	\$194.44	\$182.99		
October	\$234.19	\$224.47	\$225.35	\$229.83		
November	\$245.24	\$243.19	\$248.05	\$254.89		
December	\$298.12	\$290.52	\$312.66	\$329.45		
<b>Total</b>	<b>\$270.46</b>	<b>\$269.75</b>	<b>\$266.93</b>	<b>\$277.32</b>	<b>\$322.68</b>	<b>6.5%</b>



**RevPAR**

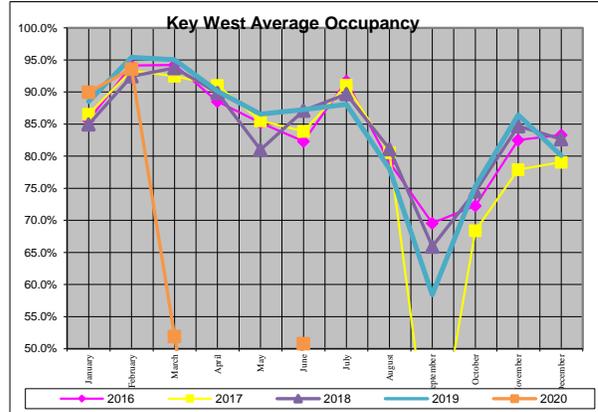
	2016	2017	2018	2019	2020	% Chg
January	\$222.29	\$220.03	\$218.63	\$220.77	\$256.00	<b>16.0%</b>
February	\$286.50	\$283.91	\$290.16	\$302.80	\$330.62	<b>9.2%</b>
March	\$317.67	\$301.77	\$301.51	\$331.86	\$179.22	<b>-46.0%</b>
April	\$239.57	\$266.96	\$245.98	\$262.62	\$9.99	<b>-96.2%</b>
May	\$198.30	\$201.72	\$189.36	\$199.83	\$16.62	<b>-91.7%</b>
June	\$181.12	\$185.04	\$194.26	\$193.93	\$137.14	<b>-29.3%</b>
July	\$211.29	\$213.24	\$203.36	\$204.44		
August	\$153.51	\$162.38	\$159.74	\$152.71		
September	\$124.07	\$67.33	\$111.87	\$90.87		
October	\$146.04	\$162.35	\$147.46	\$152.08		
November	\$180.50	\$186.95	\$186.56	\$200.08		
December	\$215.62	\$220.15	\$229.07	\$240.08		
<b>Total</b>	<b>\$207.28</b>	<b>\$204.73</b>	<b>\$212.53</b>	<b>\$212.53</b>	<b>\$192.09</b>	<b>-23.6%</b>



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

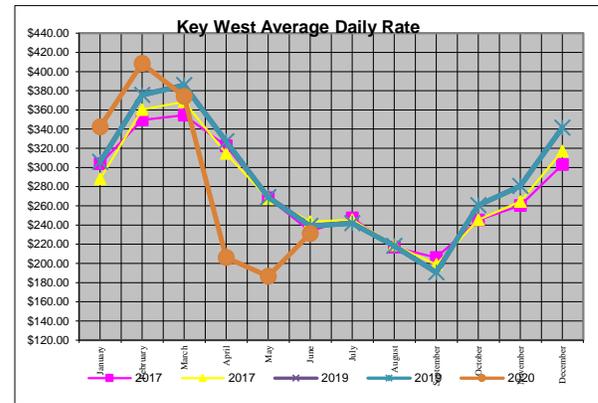
**OCCUPANCY RATE**

	2016	2017	2018	2019	2020	% Chg
January	85.6%	86.6%	85.0%	88.5%	90.0%	1.7%
February	94.1%	93.3%	92.5%	95.4%	93.6%	-1.9%
March	94.2%	92.5%	93.8%	95.0%	51.9%	-45.3%
April	88.5%	91.0%	89.9%	90.1%	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%		
<b>Total</b>	<b>83.6%</b>	<b>79.9%</b>	<b>83.9%</b>	<b>84.2%</b>	<b>69.0%</b>	<b>-23.7%</b>



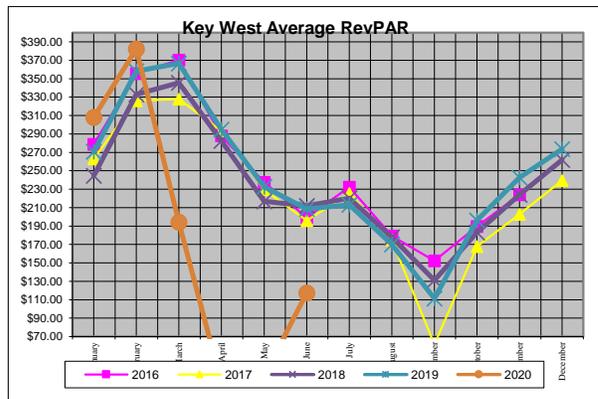
**AVERAGE DAILY RATE**

	2017	2018	2019	2019	2020	% Chg
January	\$303.93	\$288.05	\$305.62	\$305.87	\$342.23	11.9%
February	\$349.38	\$360.11	\$375.63	\$375.33	\$408.44	8.8%
March	\$354.54	\$368.54	\$385.96	\$385.73	\$374.02	-3.0%
April	\$322.40	\$314.41	\$327.16	\$327.29	\$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		
<b>Total</b>	<b>\$291.03</b>	<b>\$281.38</b>	<b>\$280.23</b>	<b>\$291.52</b>	<b>\$351.19</b>	<b>10.3%</b>



**RevPAR**

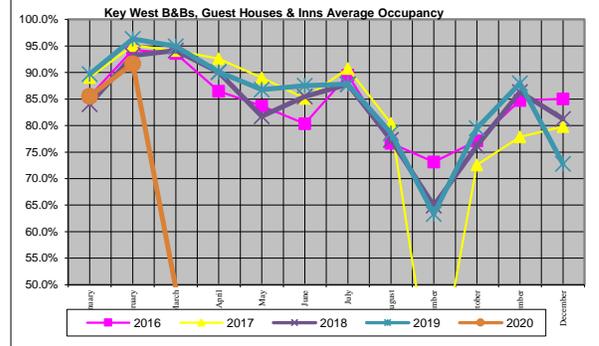
	2016	2017	2018	2019	2020	% Chg
January	\$278.65	\$263.06	\$244.72	\$270.78	\$307.99	13.7%
February	\$355.57	\$326.08	\$332.94	\$358.09	\$382.40	6.8%
March	\$370.39	\$327.89	\$345.53	\$366.63	\$194.30	-47.0%
April	\$287.84	\$293.52	\$282.59	\$294.95	\$19.79	-93.3%
May	\$237.58	\$229.47	\$216.71	\$232.66	\$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		
<b>Total</b>	<b>\$243.32</b>	<b>\$224.85</b>	<b>\$234.99</b>	<b>\$245.40</b>	<b>\$242.25</b>	<b>-15.8%</b>



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

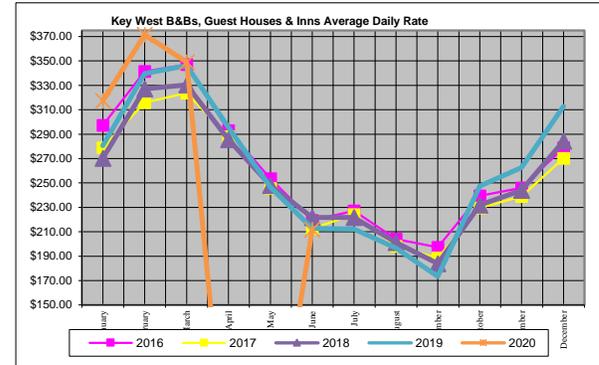
**OCCUPANCY RATE**

	2016	2017	2018	2019	2020	% Chg
January	85.5%	89.1%	84.1%	89.7%	85.5%	-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%		
<b>Total</b>	<b>83.1%</b>	<b>80.8%</b>	<b>83.4%</b>	<b>84.7%</b>	<b>77.0%</b>	<b>-15.2%</b>



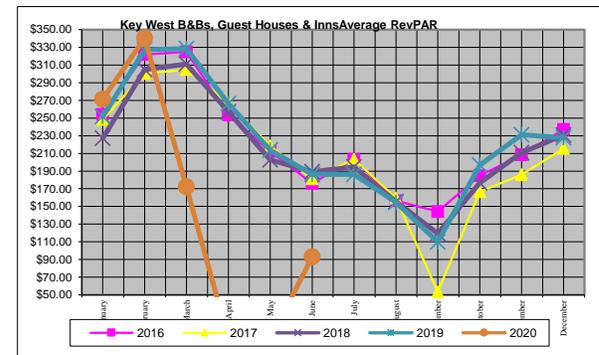
**AVERAGE DAILY RATE**

	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		
<b>Total</b>	<b>\$256.13</b>	<b>\$256.74</b>	<b>\$257.15</b>	<b>\$264.79</b>	<b>\$338.19</b>	<b>17.4%</b>



**RevPAR**

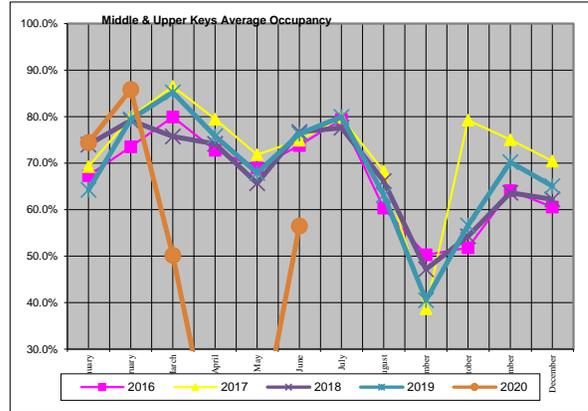
	2016	2017	2018	2019	2020	% Chg
January	\$254.06	\$248.39	\$227.04	\$251.70	\$271.47	7.9%
February	\$321.92	\$300.41	\$304.91	\$327.17	\$340.45	4.1%
March	\$324.84	\$304.72	\$310.99	\$328.54	\$172.11	-47.6%
April	\$253.32	\$266.51	\$257.08	\$266.37	\$0.00	-100.0%
May	\$212.12	\$218.44	\$202.64	\$213.80	\$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		
<b>Total</b>	<b>\$212.85</b>	<b>\$207.48</b>	<b>\$214.48</b>	<b>\$224.41</b>	<b>\$260.32</b>	<b>-0.5%</b>



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

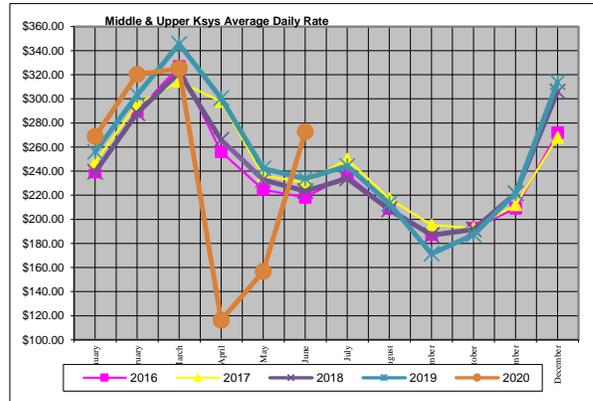
**OCCUPANCY RATE**

	2016	2017	2018	2019	2020	% Chg
January	67.3%	69.3%	74.0%	64.2%	74.4%	<b>15.9%</b>
February	73.5%	79.9%	79.2%	79.4%	85.8%	<b>8.1%</b>
March	79.9%	86.5%	75.7%	85.2%	50.2%	<b>-41.1%</b>
April	72.8%	79.4%	74.1%	75.8%	6.2%	<b>-91.8%</b>
May	69.0%	71.8%	65.7%	67.9%	8.9%	<b>-87.0%</b>
June	73.8%	74.9%	76.7%	76.3%	56.4%	<b>-26.0%</b>
July	79.4%	79.8%	77.6%	79.9%		
August	60.3%	68.2%	66.1%	63.1%		
September	50.3%	38.7%	47.2%	40.5%		
October	51.8%	79.2%	54.3%	56.6%		
November	64.1%	75.0%	63.6%	70.2%		
December	60.6%	70.4%	62.2%	65.1%		
<b>Total</b>	<b>66.8%</b>	<b>72.9%</b>	<b>67.5%</b>	<b>68.6%</b>	<b>51.7%</b>	<b>-30.9%</b>



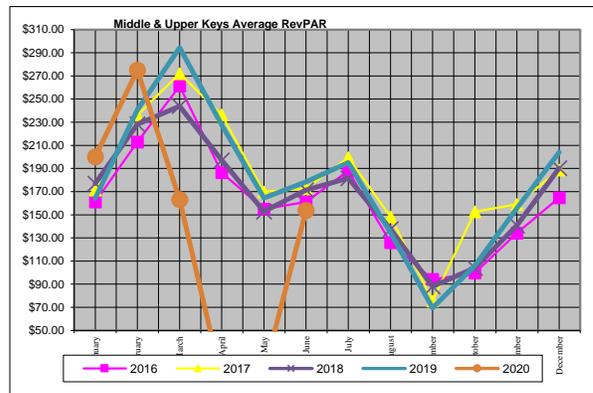
**AVERAGE DAILY RATE**

	2016	2017	2018	2019	2020	% Chg
January	\$239.24	\$247.38	\$239.31	\$255.93	\$268.70	<b>5.0%</b>
February	\$289.51	\$295.56	\$288.12	\$303.28	\$320.23	<b>5.6%</b>
March	\$326.93	\$314.46	\$321.98	\$345.49	\$325.06	<b>-5.9%</b>
April	\$256.12	\$297.65	\$265.96	\$300.58	\$116.13	<b>-61.4%</b>
May	\$224.70	\$236.49	\$232.88	\$242.31	\$156.81	<b>-35.3%</b>
June	\$218.19	\$230.44	\$223.33	\$233.73	\$272.64	<b>16.6%</b>
July	\$236.78	\$249.98	\$233.99	\$244.29		
August	\$208.86	\$217.31	\$208.22	\$213.03		
September	\$187.25	\$195.33	\$186.87	\$171.44		
October	\$192.40	\$192.73	\$191.61	\$187.30		
November	\$209.17	\$211.93	\$221.44	\$221.61		
December	\$271.88	\$267.86	\$305.94	\$313.65		
<b>Total</b>	<b>\$242.65</b>	<b>\$253.52</b>	<b>\$245.61</b>	<b>\$258.70</b>	<b>\$291.10</b>	<b>2.9%</b>



**RevPAR**

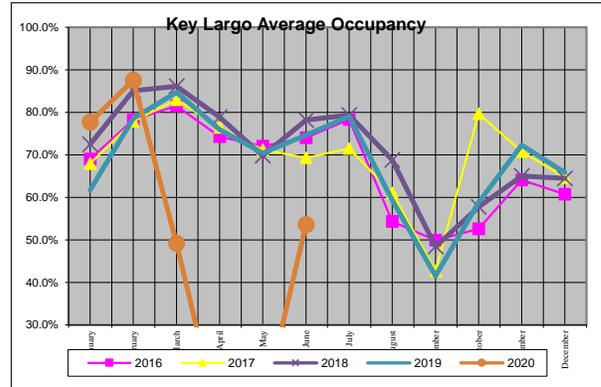
	2016	2017	2018	2019	2020	% Chg
January	\$161.12	\$171.35	\$177.05	\$164.39	\$200.04	<b>21.7%</b>
February	\$212.90	\$236.01	\$228.18	\$240.77	\$274.90	<b>14.2%</b>
March	\$261.25	\$272.09	\$243.85	\$294.44	\$163.12	<b>-44.6%</b>
April	\$186.38	\$236.47	\$197.19	\$227.82	\$7.25	<b>-96.8%</b>
May	\$154.99	\$169.87	\$152.90	\$164.50	\$13.89	<b>-91.6%</b>
June	\$161.05	\$172.62	\$171.26	\$178.33	\$153.90	<b>-13.7%</b>
July	\$188.01	\$199.39	\$181.52	\$195.20		
August	\$126.04	\$148.29	\$137.70	\$134.42		
September	\$94.10	\$75.61	\$88.14	\$69.48		
October	\$99.65	\$152.69	\$104.00	\$106.02		
November	\$134.07	\$159.03	\$140.89	\$155.57		
December	\$164.73	\$188.69	\$190.25	\$204.11		
<b>Total</b>	<b>\$162.08</b>	<b>\$184.90</b>	<b>\$165.71</b>	<b>\$177.42</b>	<b>\$150.47</b>	<b>-28.9%</b>



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

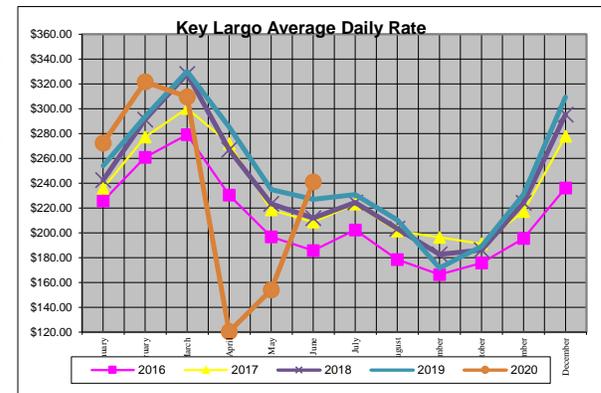
**OCCUPANCY RATE**

	2016	2017	2018	2019	2020	% Chg
January	69.0%	67.9%	72.5%	61.7%	77.7%	<b>25.9%</b>
February	78.3%	77.9%	85.1%	78.5%	87.6%	<b>11.5%</b>
March	81.5%	83.0%	86.1%	84.7%	49.2%	<b>-41.9%</b>
April	74.3%	76.5%	78.9%	75.9%	6.7%	<b>-91.2%</b>
May	72.0%	71.2%	69.8%	70.4%	10.1%	<b>-85.6%</b>
June	74.0%	69.3%	78.2%	74.7%	53.6%	<b>-28.3%</b>
July	78.3%	71.5%	79.4%	79.1%		
August	54.4%	61.1%	68.8%	59.4%		
September	49.9%	42.7%	48.4%	41.5%		
October	52.6%	79.7%	57.8%	58.8%		
November	64.1%	70.8%	65.0%	72.3%		
December	60.8%	64.7%	64.5%	65.8%		
<b>Total</b>	<b>66.9%</b>	<b>69.7%</b>	<b>71.1%</b>	<b>68.4%</b>	<b>50.3%</b>	<b>-32.2%</b>



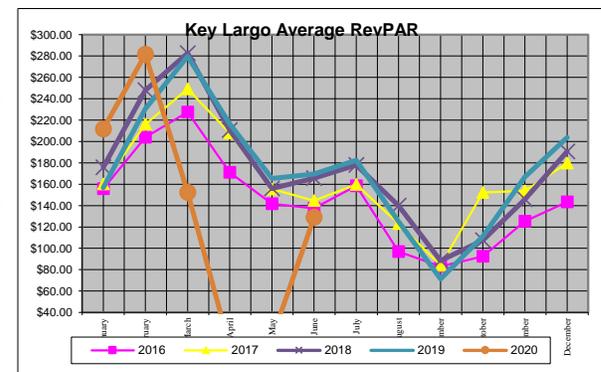
**AVERAGE DAILY RATE**

	2016	2017	2018	2019	2020	% Chg
January	\$225.72	\$235.82	\$242.60	\$253.93	\$272.23	<b>7.2%</b>
February	\$260.72	\$277.30	\$291.23	\$293.69	\$321.63	<b>9.5%</b>
March	\$279.05	\$300.28	\$328.16	\$330.13	\$309.59	<b>-6.2%</b>
April	\$230.49	\$271.81	\$267.06	\$285.23	\$120.30	<b>-57.8%</b>
May	\$196.73	\$218.39	\$223.40	\$234.80	\$154.09	<b>-34.4%</b>
June	\$185.61	\$208.73	\$211.83	\$227.02	\$241.05	<b>6.2%</b>
July	\$202.34	\$223.18	\$224.37	\$230.81		
August	\$178.38	\$201.50	\$203.40	\$210.48		
September	\$166.37	\$196.39	\$182.63	\$171.64		
October	\$175.61	\$191.16	\$186.05	\$189.19		
November	\$195.52	\$217.28	\$224.16	\$231.01		
December	\$236.07	\$277.94	\$295.40	\$309.40		
<b>Total</b>	<b>\$215.77</b>	<b>\$238.51</b>	<b>\$244.19</b>	<b>\$252.18</b>	<b>\$281.36</b>	<b>3.0%</b>



**RevPAR**

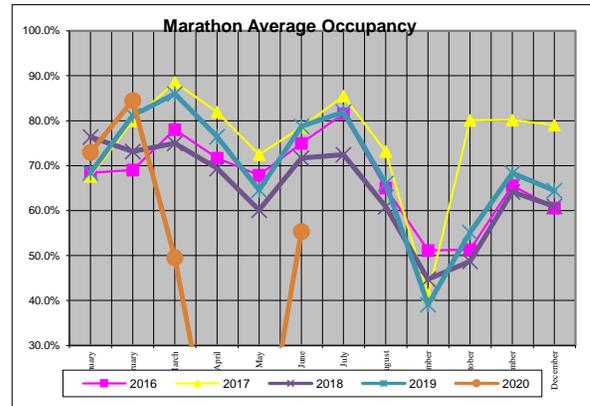
	2016	2017	2018	2019	2020	% Chg
January	\$155.82	\$160.20	\$175.80	\$156.71	\$211.55	<b>35.0%</b>
February	\$204.03	\$216.00	\$247.85	\$230.69	\$281.67	<b>22.1%</b>
March	\$227.49	\$249.19	\$282.64	\$279.65	\$152.37	<b>-45.5%</b>
April	\$171.14	\$207.85	\$210.64	\$216.58	\$8.01	<b>-96.3%</b>
May	\$141.67	\$155.47	\$155.90	\$165.31	\$15.62	<b>-90.6%</b>
June	\$137.38	\$144.69	\$165.69	\$169.49	\$129.13	<b>-23.8%</b>
July	\$158.48	\$159.57	\$178.04	\$182.53		
August	\$96.97	\$123.07	\$139.98	\$124.99		
September	\$83.04	\$83.93	\$88.42	\$71.29		
October	\$92.34	\$152.35	\$107.45	\$111.32		
November	\$125.27	\$153.87	\$145.74	\$166.94		
December	\$143.43	\$179.72	\$190.51	\$203.66		
<b>Total</b>	<b>\$144.30</b>	<b>\$166.28</b>	<b>\$173.68</b>	<b>\$172.45</b>	<b>\$141.64</b>	<b>-30.1%</b>



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

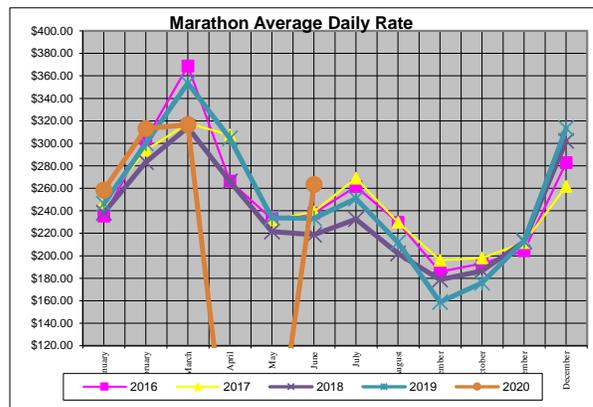
**OCCUPANCY RATE**

	2016	2017	2018	2019	2020	% Chg
January	68.4%	67.6%	76.4%	68.4%	73.0%	<b>6.7%</b>
February	69.1%	80.0%	73.2%	81.2%	84.5%	<b>4.1%</b>
March	78.0%	88.6%	75.0%	86.0%	49.5%	<b>-42.4%</b>
April	71.7%	81.9%	69.4%	76.5%	0.0%	<b>-100.0%</b>
May	67.9%	72.4%	60.1%	64.6%	0.0%	<b>-100.0%</b>
June	75.0%	78.6%	71.7%	78.8%	55.4%	<b>-29.7%</b>
July	81.5%	85.5%	72.5%	81.9%		
August	65.0%	73.2%	60.9%	66.1%		
September	51.2%	41.2%	44.7%	39.1%		
October	51.3%	80.1%	48.7%	55.1%		
November	65.6%	80.1%	64.1%	68.4%		
December	60.6%	79.1%	60.9%	64.5%		
<b>Total</b>	<b>67.2%</b>	<b>75.9%</b>	<b>64.0%</b>	<b>69.0%</b>	<b>55.3%</b>	<b>-27.1%</b>



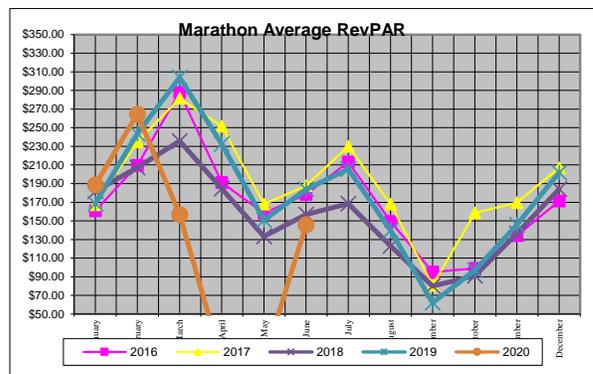
**AVERAGE DAILY RATE**

	2016	2017	2018	2019	2020	% Chg
January	\$235.18	\$247.56	\$238.12	\$246.16	\$258.47	<b>5.0%</b>
February	\$303.47	\$293.82	\$283.27	\$300.02	\$313.05	<b>4.3%</b>
March	\$368.82	\$317.78	\$314.23	\$353.47	\$316.56	<b>-10.4%</b>
April	\$266.39	\$307.53	\$266.02	\$304.34	\$0.00	<b>-100.0%</b>
May	\$232.89	\$231.91	\$221.42	\$233.69	\$0.00	<b>-100.0%</b>
June	\$237.94	\$239.05	\$218.67	\$233.24	\$263.30	<b>12.9%</b>
July	\$261.54	\$268.91	\$232.43	\$250.93		
August	\$229.69	\$229.76	\$201.89	\$211.77		
September	\$185.80	\$196.01	\$178.74	\$158.73		
October	\$193.13	\$197.99	\$186.52	\$175.83		
November	\$204.47	\$211.68	\$212.50	\$213.20		
December	\$282.79	\$261.71	\$302.12	\$313.30		
<b>Total</b>	<b>\$254.19</b>	<b>\$258.75</b>	<b>\$240.55</b>	<b>\$257.02</b>	<b>\$282.59</b>	<b>0.2%</b>



**RevPAR**

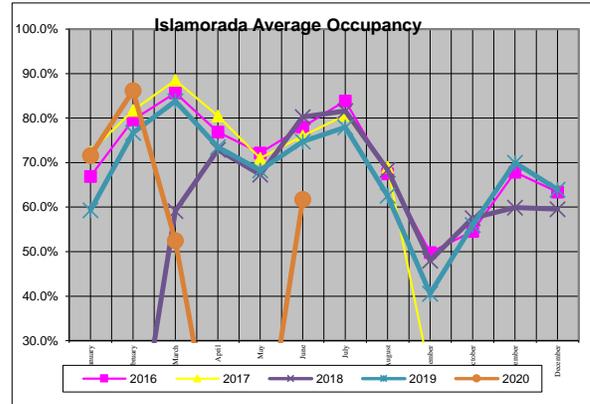
	2016	2017	2018	2019	2020	% Chg
January	\$160.85	\$167.40	\$181.87	\$168.38	\$188.60	<b>12.0%</b>
February	\$209.61	\$234.92	\$207.21	\$243.52	\$264.62	<b>8.7%</b>
March	\$287.86	\$281.49	\$235.69	\$303.93	\$156.85	<b>-48.4%</b>
April	\$191.02	\$251.84	\$184.66	\$232.67	\$0.00	<b>-100.0%</b>
May	\$158.10	\$167.98	\$133.18	\$150.97	\$0.00	<b>-100.0%</b>
June	\$178.47	\$187.78	\$156.84	\$183.71	\$145.75	<b>-20.7%</b>
July	\$213.25	\$229.94	\$168.45	\$205.52		
August	\$149.41	\$168.09	\$122.95	\$139.94		
September	\$95.04	\$80.81	\$79.93	\$62.02		
October	\$99.05	\$158.53	\$90.90	\$96.95		
November	\$134.14	\$169.63	\$136.31	\$145.74		
December	\$171.36	\$206.91	\$184.03	\$201.92		
<b>Total</b>	<b>\$179.34</b>	<b>\$170.90</b>	<b>\$153.94</b>	<b>\$177.40</b>	<b>\$156.18</b>	<b>\$156.18</b>



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

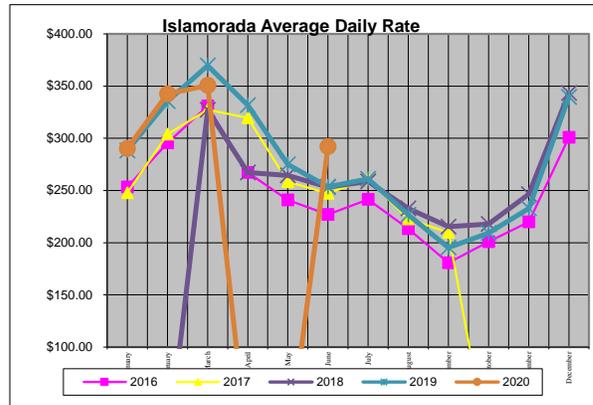
**OCCUPANCY RATE**

	2016	2017	2018	2019	2020	% Chg
January	66.9%	72.4%	*	59.3%	71.6%	<b>20.6%</b>
February	79.6%	81.8%	*	76.7%	86.2%	<b>12.3%</b>
March	85.7%	88.5%	59.2%	83.8%	52.5%	<b>-37.4%</b>
April	76.9%	80.5%	72.9%	73.5%	0.0%	<b>-100.0%</b>
May	72.2%	71.0%	67.3%	68.3%	0.0%	<b>-100.0%</b>
June	78.0%	76.0%	80.2%	74.7%	61.8%	<b>-17.3%</b>
July	83.9%	80.7%	81.6%	77.9%		
August	67.5%	69.0%	68.4%	62.6%		
September	49.8%	22.3%	48.0%	40.6%		
October	54.6%	*	57.5%	56.0%		
November	67.8%	*	59.9%	70.0%		
December	63.4%	*	59.6%	64.0%		
<b>Total</b>	<b>70.9%</b>	<b>71.4%</b>	<b>*</b>	<b>67.3%</b>	<b>50.2%</b>	<b>-30.9%</b>



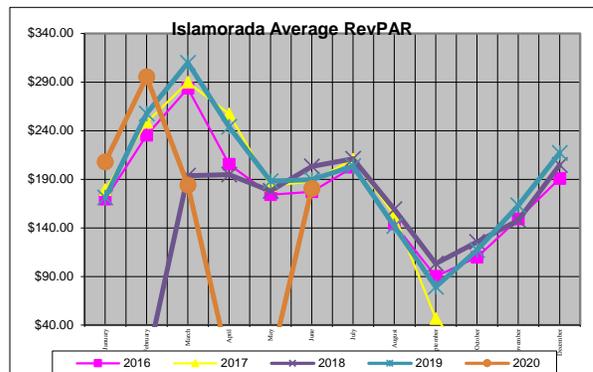
**AVERAGE DAILY RATE**

	2016	2017	2018	2019	2020	% Chg
January	\$253.33	\$247.61	*	\$288.22	\$290.17	<b>0.7%</b>
February	\$295.59	\$303.97	*	\$335.56	\$342.62	<b>2.1%</b>
March	\$330.99	\$327.35	\$327.22	\$369.60	\$350.57	<b>-5.1%</b>
April	\$267.15	\$319.59	\$267.33	\$331.71	\$ -	<b>-100.0%</b>
May	\$241.00	\$258.39	\$264.50	\$275.13	\$ -	<b>-100.0%</b>
June	\$226.98	\$247.13	\$253.21	\$253.56	\$291.99	<b>15.2%</b>
July	\$241.29	\$260.97	\$258.59	\$261.23		
August	\$213.29	\$222.59	\$232.75	\$226.71		
September	\$180.73	\$209.89	\$215.27	\$195.27		
October	\$200.99	*	\$217.89	\$209.17		
November	\$219.84	*	\$246.57	\$232.72		
December	\$300.93	*	\$343.39	\$339.51		
<b>Total</b>	<b>\$252.83</b>	<b>\$241.78</b>		<b>\$281.92</b>	<b>\$316.50</b>	<b>1.7%</b>



**RevPAR**

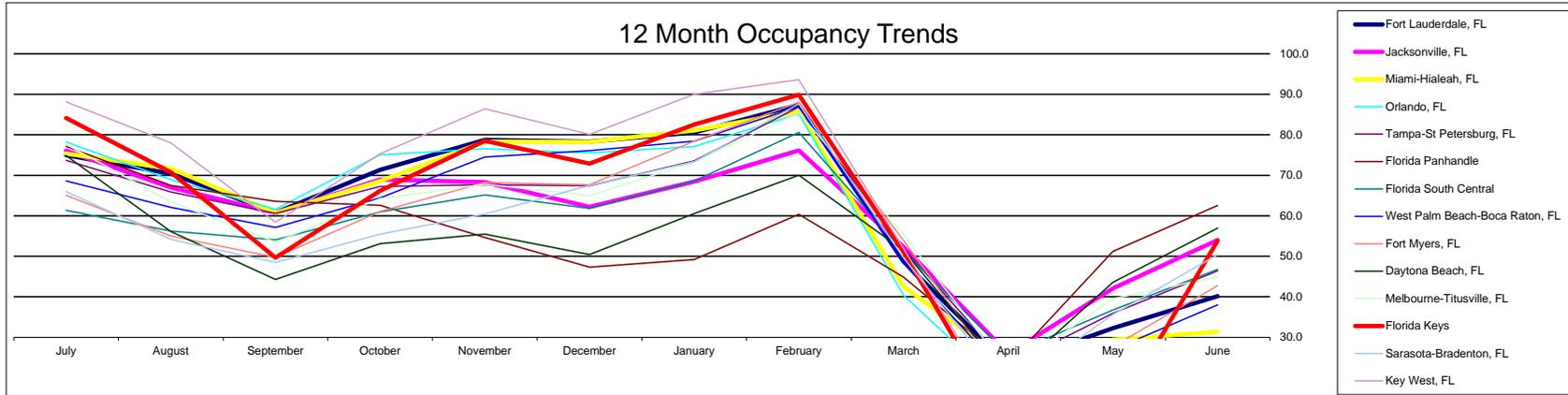
	2016	2017	2018	2019	2020	% Chg
January	\$169.55	\$179.25	*	\$171.04	\$207.70	<b>21.4%</b>
February	\$235.29	\$248.55	*	\$257.41	\$295.23	<b>14.7%</b>
March	\$283.57	\$289.76	\$193.57	\$309.82	\$184.03	<b>-40.6%</b>
April	\$205.40	\$257.18	\$194.81	\$243.83	\$0.00	<b>-100.0%</b>
May	\$173.99	\$183.44	\$178.02	\$187.87	\$0.00	<b>-100.0%</b>
June	\$177.01	\$187.76	\$203.19	\$189.49	\$180.38	<b>-4.8%</b>
July	\$202.42	\$210.55	\$211.05	\$203.58		
August	\$143.99	\$153.56	\$159.24	\$141.82		
September	\$90.02	\$46.75	\$103.27	\$79.25		
October	\$109.72	*	\$125.36	\$117.18		
November	\$149.13	*	\$147.66	\$162.85		
December	\$190.69	*	\$204.54	\$217.13		
<b>Total</b>	<b>\$179.22</b>	<b>\$172.56</b>		<b>\$189.73</b>	<b>\$158.94</b>	<b>-29.7%</b>



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

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

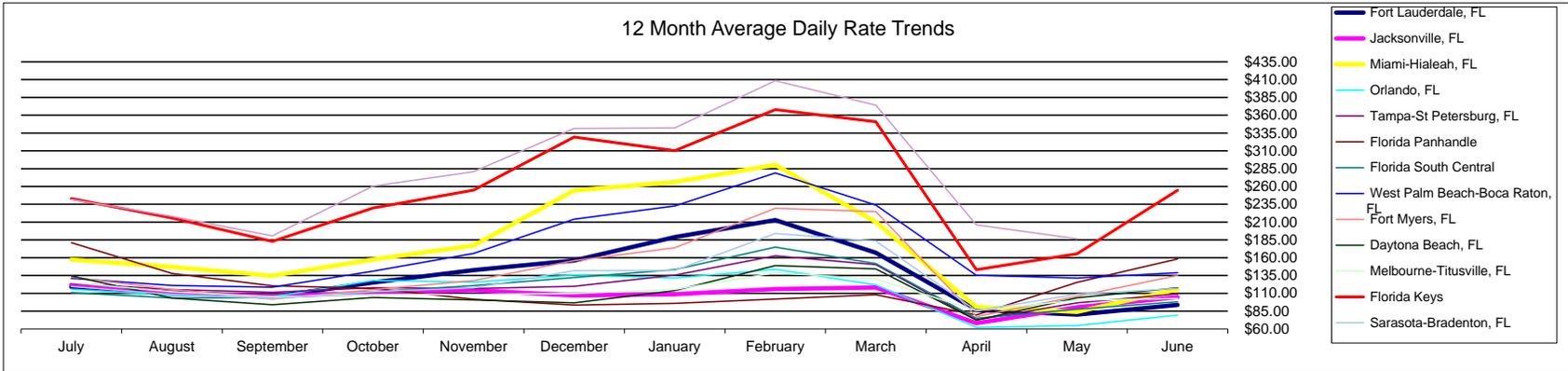
# Florida Markets Comparison



Occupancy	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**

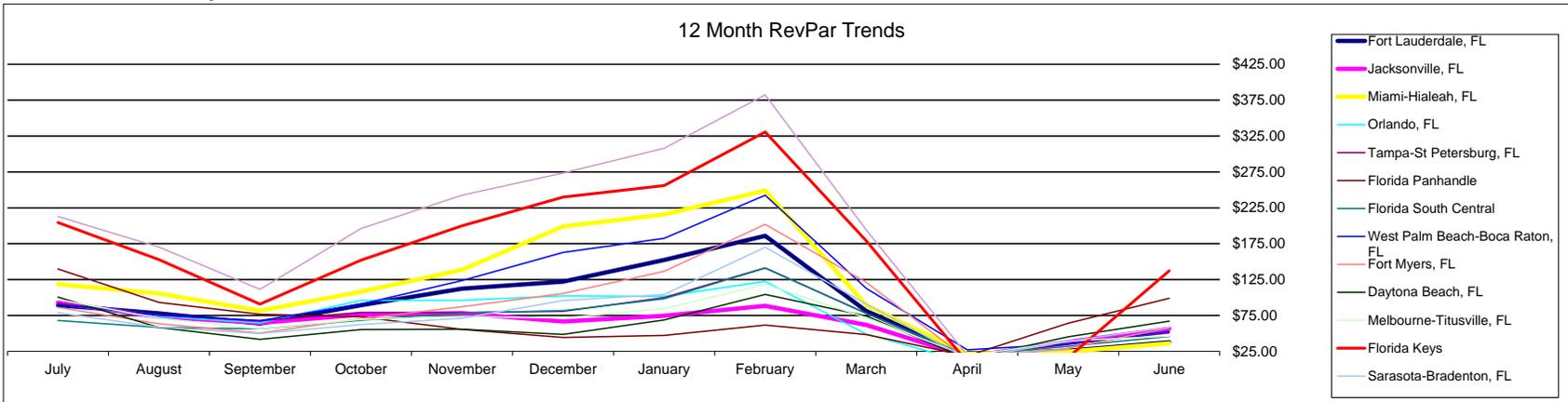
	June	May	April	March	February	January	December	November	October	September	August	July
Fort Lauderdale, FL	\$ 93.82	\$ 80.17	\$ 86.64	\$ 166.89	\$ 212.82	\$ 189.08	\$ 156.12	\$ 142.69	\$ 125.08	\$ 104.89	\$ 110.72	\$ 119.07
Jacksonville, FL	\$ 104.54	\$ 90.36	\$ 68.10	\$ 118.07	\$ 115.96	\$ 108.70	\$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

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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

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### Monroe County

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#### 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

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**MARATHON**  
**June 2020**

**CALLS RECORDED & OTHER  
INQUIRIES**

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

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

# ACCOMMODATIONS

# MARATHON June 2020

ACCOMMODATIONS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
None	10	17	0	18	45	57.0%	483	37.8%
Vacation Rental	4	8	0	6	18	22.8%	339	26.5%
Hotel/Motel	1	6	0	8	15	19.0%	348	27.2%
Campground/RV	0	1	0	0	1	1.3%	63	4.9%
B&B/Guest House	0	0	0	0	0	0.0%	46	3.6%
	<b>15</b>	<b>32</b>	<b>0</b>	<b>32</b>	<b>79</b>		<b>1,279</b>	
	<b>19.0%</b>	<b>40.5%</b>	<b>0.0%</b>	<b>40.5%</b>				

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

**ADVERTISING SOURCE****MARATHON  
June 2020**

SOURCE NAME	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Friends/Return Visitor	5	9	0	8	22	29.3%	144	15.1%
TV Ad	0	2	0	12	14	18.7%	162	16.9%
Internet	0	7	0	0	7	9.3%	64	6.7%
Keys Business	0	0	0	2	2	2.7%	4	0.4%
TV Show/Story	0	0	0	0	0	0.0%	0	0.0%
Magazine Ad	0	0	0	0	0	0.0%	3	0.3%
Magazine Article	0	0	0	0	0	0.0%	0	0.0%
Newspaper Ad	0	0	0	0	0	0.0%	0	0.0%
Newspaper Article	0	0	0	0	0	0.0%	0	0.0%
Radio Ad	0	0	0	0	0	0.0%	2	0.2%
TDC Website	0	0	0	0	0	0.0%	20	2.1%
Tourist Directory or Guide	0	0	0	0	0	0.0%	167	17.5%
Keys Chamber of Commerce	0	0	0	0	0	0.0%	184	19.2%
Travel Agent	0	0	0	0	0	0.0%	2	0.2%
Directory Assistance	0	0	0	0	0	0.0%	0	0.0%
Billboard	0	0	0	0	0	0.0%	2	0.2%
Do Not Know	0	0	0	0	0	0.0%	1	0.1%
Other	0	0	0	0	0	0.0%	1	0.1%
	<b>5</b>	<b>18</b>	<b>0</b>	<b>22</b>	<b>75</b>		<b>956</b>	
	<b>6.7%</b>	<b>24.0%</b>	<b>0.0%</b>	<b>29.3%</b>				

# INTERESTS

# MARATHON June 2020

INTERESTS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Attractions	5	7	0	14	26	25.5%	599	15.4%
None	3	10	0	2	15	14.7%	83	2.1%
Snorkeling	0	1	0	5	6	5.9%	248	6.4%
Dining/Entertainment	1	1	0	2	4	3.9%	390	10.0%
Water Sports	1	1	0	1	3	2.9%	190	4.9%
Wedding	2	0	0	1	3	2.9%	23	0.6%
Marinas	1	0	0	1	2	2.0%	133	3.4%
Relocation/Real Estate	0	1	0	1	2	2.0%	14	0.4%
Cultural Events/Theatre/Music	1	1	0	0	2	2.0%	384	9.8%
Fishing Backcountry	1	0	0	0	1	1.0%	156	4.0%
Sailing	1	0	0	0	1	1.0%	94	2.4%
Boat Rentals	0	0	0	1	1	1.0%	152	3.9%
Honeymoon	0	0	0	1	1	1.0%	17	0.4%
Kids/Family Vacations	0	0	0	1	1	1.0%	9	0.2%
Guided Nature Tour	0	0	0	1	1	1.0%	319	8.2%
Weather	0	1	0	0	1	1.0%	2	0.1%
Fishing Deep Sea	0	0	0	0	0	0.0%	174	4.5%
Fishing Tournament	0	0	0	0	0	0.0%	2	0.1%
Diving	0	0	0	0	0	0.0%	236	6.1%
Coupon Book	0	0	0	0	0	0.0%	6	0.2%
	<b>16</b>	<b>23</b>	<b>0</b>	<b>31</b>	<b>102</b>		<b>3,900</b>	
	<b>15.7%</b>	<b>22.5%</b>	<b>0.0%</b>	<b>30.4%</b>				

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

**MONTH**

**LENGTH OF STAY:**

Minimum: 2  
Maximum: 365  
Average: 19

**NUMBER OF ADULTS:**

Minimum: 0  
Maximum: 8  
Average: 2

**NUMBER OF CHILDREN:**

Minimum: 0  
Maximum: 3  
Average: 1

**FISCAL YEAR-TO-DATE**

**LENGTH OF STAY:**

Minimum: 0  
Maximum: 365  
Average: 9

**NUMBER OF ADULTS:**

Minimum: 0  
Maximum: 24  
Average: 2

**NUMBER OF CHILDREN:**

Minimum: 0  
Maximum: 12  
Average: 0

**STATE****MARATHON  
June 2020**

STATE	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
FL	0	5	0	4	9	31.0%	83	13.5%
IN	0	2	0	1	3	10.3%	20	3.3%
CA	0	0	0	2	2	6.9%	11	1.8%
MA	0	1	0	1	2	6.9%	15	2.4%
NJ	0	1	0	1	2	6.9%	27	4.4%
TX	0	0	0	2	2	6.9%	12	2.0%
GA	0	0	0	1	1	3.4%	12	2.0%
NC	0	0	0	1	1	3.4%	22	3.6%
NY	0	1	0	0	1	3.4%	25	4.1%
OH	0	0	0	1	1	3.4%	26	4.2%
OK	0	1	0	0	1	3.4%	4	0.7%
PA	0	0	0	1	1	3.4%	35	5.7%
SC	0	0	0	1	1	3.4%	20	3.3%
TN	0	0	0	1	1	3.4%	18	2.9%
WI	0	0	0	1	1	3.4%	37	6.0%
	<b>0</b>	<b>11</b>	<b>0</b>	<b>18</b>	<b>29</b>		<b>614</b>	
	<b>0.0%</b>	<b>37.9%</b>	<b>0.0%</b>	<b>62.1%</b>				

# How do you plan to travel to the Keys?

**MARATHON  
June 2020**

TRANSPORTATION	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Fly/Drive	7	26	0	28	61	81.3%	465	48.6%
Automobile	3	2	0	0	5	6.7%	38	4.0%
Commercial Airline	0	0	0	0	0	0.0%	0	0.0%
Private Plane	0	0	0	0	0	0.0%	1	0.1%
Tour Bus	0	0	0	0	0	0.0%	0	0.0%
RV	0	0	0	0	0	0.0%	0	0.0%
Motorcycle	0	0	0	0	0	0.0%	1	0.1%
Cruise Ship	0	0	0	0	0	0.0%	0	0.0%
Ferry	0	0	0	0	0	0.0%	0	0.0%
Private Boat	0	0	0	0	0	0.0%	1	0.1%
Bus/Shuttle	0	0	0	0	0	0.0%	0	0.0%
Train	0	0	0	0	0	0.0%	7	0.7%
Undecided	0	0	0	0	0	0.0%	219	22.9%
	<b>10</b>	<b>28</b>	<b>0</b>	<b>28</b>	<b>75</b>		<b>956</b>	
	<b>13.3%</b>	<b>37.3%</b>	<b>0.0%</b>	<b>37.3%</b>				

# What month do you plan to travel?

## MARATHON June 2020

MONTH TRAVELING	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
June	8	6	0	11	25	33.3%	85	8.9%
July	5	13	0	7	25	33.3%	32	3.3%
Unknown	1	4	0	7	12	16.0%	550	57.5%
August	1	3	0	2	6	8.0%	10	1.0%
September	0	1	0	1	2	2.7%	2	0.2%
October	0	1	0	1	2	2.7%	14	1.5%
January	0	1	0	0	1	1.3%	11	1.2%
February	0	0	0	1	1	1.3%	38	4.0%
December	0	0	0	1	1	1.3%	7	0.7%
March	0	0	0	0	0	0.0%	163	17.1%
April	0	0	0	0	0	0.0%	10	1.0%
May	0	0	0	0	0	0.0%	25	2.6%
November	0	0	0	0	0	0.0%	9	0.9%
	<b>15</b>	<b>29</b>	<b>0</b>	<b>31</b>	<b>75</b>		<b>956</b>	
	<b>20.0%</b>	<b>38.7%</b>	<b>0.0%</b>	<b>41.3%</b>				

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**TYPE OF CALLER****MARATHON  
June 2020**

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TYPE OF CALLER	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Consumer	15	29	0	22	66	88.0%	420	43.9%
Email	0	0	0	8	8	10.7%	528	55.2%
Unknown	0	0	0	1	1	1.3%	2	0.2%
Travel Agent	0	0	0	0	0	0.0%	1	0.1%
Voice Mail	0	0	0	0	0	0.0%	3	0.3%
Postal Inquiry	0	0	0	0	0	0.0%	1	0.1%
Other	0	0	0	0	0	0.0%	0	0.0%
	<b>15</b>	<b>29</b>	<b>0</b>	<b>31</b>	<b>75</b>		<b>956</b>	
	<b>20.0%</b>	<b>38.7%</b>	<b>0.0%</b>	<b>41.3%</b>				

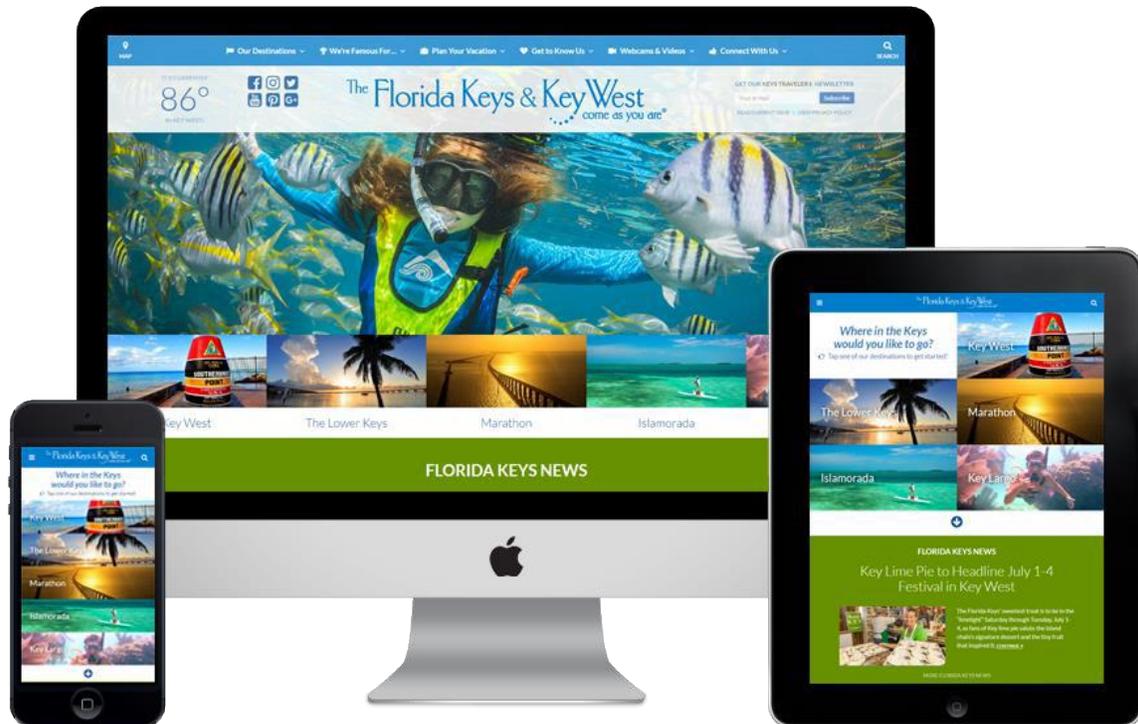
**Note: If type of caller is "Consumer" and phone line is "Unknown", either staff did not collect this information or caller did not provide it. If type of caller is "Unknown", the type of caller field was not completed by staff.**

# The Florida Keys & Key West

... come as you are<sup>®</sup>

## Website Status Report Fla-Keys.com

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



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

## Section 1: Website Traffic Report Website Traffic Overview

### Audience Overview

Jun 1, 2020 - Jun 30, 2020

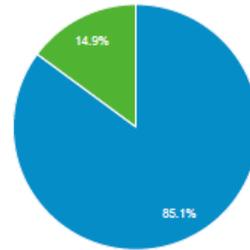
All Users  
100.00% Users

Overview



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

■ 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<sup>®</sup>

## 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

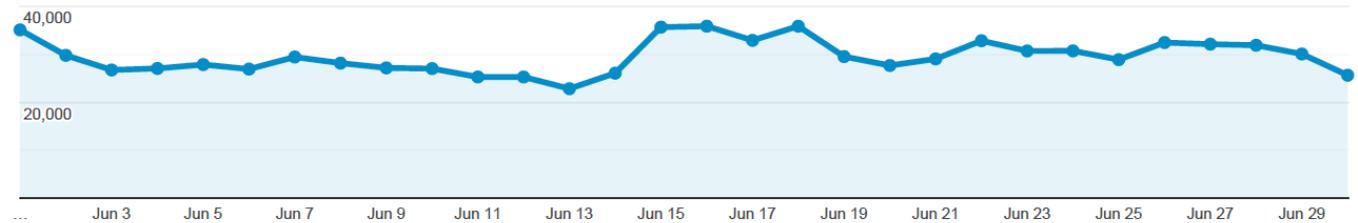
### Content Drilldown

Jun 1, 2020 - Jun 30, 2020

All Users  
100.00% Pageviews

Explorer

Pageviews



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

## Device Usage

### Overview

Jun 1, 2020 - Jun 30, 2020

**All Users**  
100.00% Users

#### Explorer

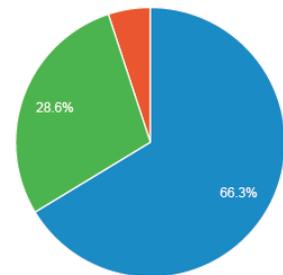
#### Summary

#### Users



Device Category	Users	Users
	<b>274,301</b> % of Total: 100.00% (274,301)	<b>274,301</b> % of Total: 100.00% (274,301)
1. <span style="color: blue;">■</span> mobile	<b>181,477</b>	66.33%
2. <span style="color: green;">■</span> desktop	<b>78,297</b>	28.62%
3. <span style="color: orange;">■</span> tablet	<b>13,828</b>	5.05%

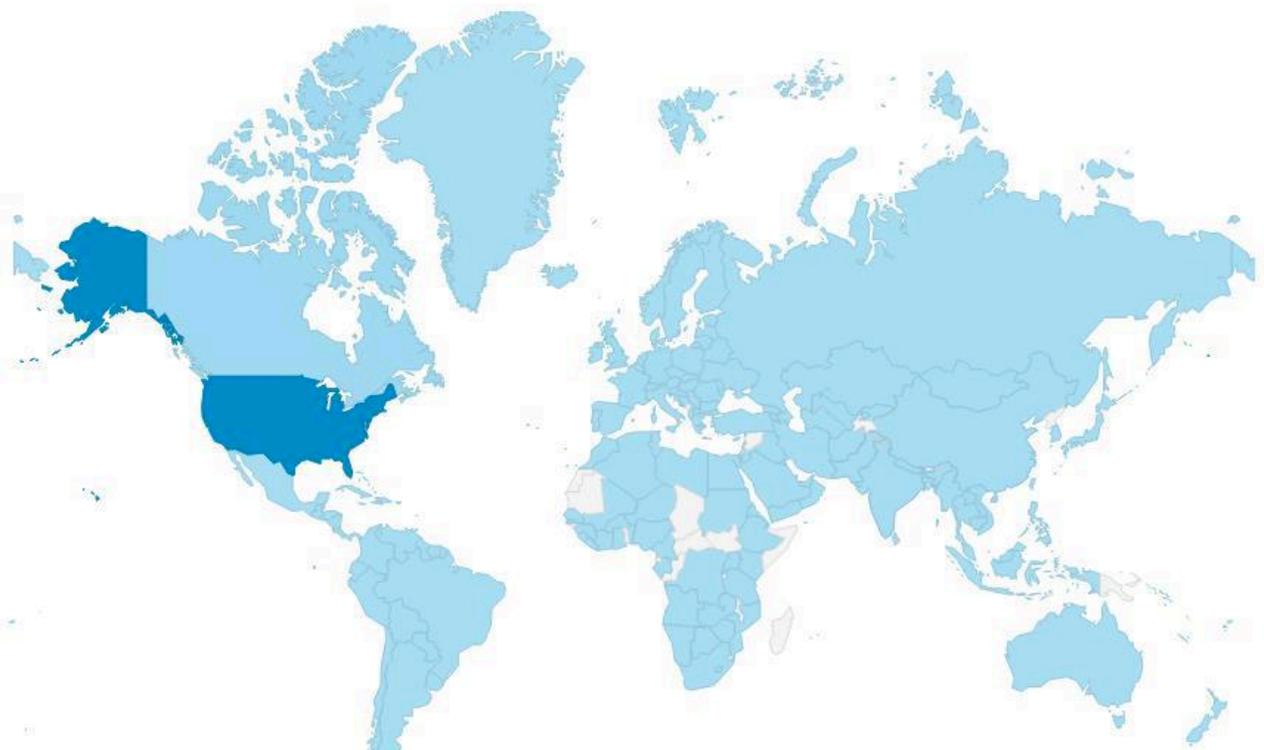
Contribution to total:  
Users



Section 2: Geographic Data on Website Visitors



Google Analytics



04\_DAC3\_MAR\_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
	<b>19,737</b> % of Total: 100.00% (19,737)	<b>22,553</b> % of Total: 100.00% (22,553)	<b>1.82</b> Avg for View: 1.82 (0.00%)	<b>00:01:14</b> Avg for View: 00:01:14 (0.00%)	<b>78.11%</b> Avg for View: 78.03% (0.10%)	<b>63.36%</b> Avg for View: 63.36% (0.00%)
1. United States	<b>19,194</b> (97.23%)	<b>21,956</b> (97.35%)	1.82	00:01:14	77.94%	63.23%
2. Pakistan	<b>135</b> (0.68%)	<b>152</b> (0.67%)	1.47	00:00:28	89.47%	70.39%
3. United Kingdom	<b>104</b> (0.53%)	<b>116</b> (0.51%)	1.88	00:01:13	76.72%	55.17%
4. Canada	<b>71</b> (0.36%)	<b>78</b> (0.35%)	1.82	00:01:28	82.05%	58.97%
5. Germany	<b>27</b> (0.14%)	<b>31</b> (0.14%)	1.35	00:00:57	74.19%	74.19%
6. India	<b>22</b> (0.11%)	<b>28</b> (0.12%)	1.21	00:00:10	75.00%	82.14%
7. Nepal	<b>15</b> (0.08%)	<b>15</b> (0.07%)	1.40	00:00:05	100.00%	66.67%
8. (not set)	<b>11</b> (0.06%)	<b>12</b> (0.05%)	1.33	00:00:33	83.33%	83.33%
9. Argentina	<b>8</b> (0.04%)	<b>8</b> (0.04%)	1.25	00:00:59	100.00%	75.00%
10. Australia	<b>8</b> (0.04%)	<b>8</b> (0.04%)	1.12	00:00:05	100.00%	87.50%
11. Italy	<b>8</b> (0.04%)	<b>9</b> (0.04%)	1.33	00:00:19	66.67%	77.78%
12. Netherlands	<b>8</b> (0.04%)	<b>8</b> (0.04%)	1.38	00:00:08	87.50%	62.50%
13. Puerto Rico	<b>7</b> (0.04%)	<b>8</b> (0.04%)	1.25	00:00:07	87.50%	75.00%
14. Mexico	<b>6</b> (0.03%)	<b>6</b> (0.03%)	1.50	00:00:12	100.00%	83.33%
15. U.S. Virgin Islands	<b>6</b> (0.03%)	<b>6</b> (0.03%)	1.00	00:00:00	66.67%	100.00%
16. Brazil	<b>5</b> (0.03%)	<b>5</b> (0.02%)	1.00	00:00:00	80.00%	100.00%
17. Switzerland	<b>5</b> (0.03%)	<b>5</b> (0.02%)	1.60	00:00:13	100.00%	60.00%
18. France	<b>5</b> (0.03%)	<b>5</b> (0.02%)	1.20	00:00:06	80.00%	80.00%
19. Austria	<b>4</b> (0.02%)	<b>4</b> (0.02%)	1.50	00:00:18	100.00%	50.00%
20. Iran	<b>4</b> (0.02%)	<b>4</b> (0.02%)	1.00	00:00:00	100.00%	100.00%
21. Norway	<b>4</b> (0.02%)	<b>4</b> (0.02%)	1.25	00:00:08	100.00%	75.00%
22. Philippines	<b>4</b> (0.02%)	<b>4</b> (0.02%)	1.25	00:01:04	100.00%	50.00%
23. Sweden	<b>4</b> (0.02%)	<b>4</b> (0.02%)	2.00	00:01:05	50.00%	25.00%
24. Belgium	<b>3</b> (0.02%)	<b>3</b> (0.01%)	1.67	00:00:28	100.00%	66.67%

25.	Spain	3 (0.02%)	3 (0.01%)	2.67	00:00:21	66.67%	66.67%
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Rows 1 - 25 of 67

04\_DAC3\_MAR\_02\_USA

ALL » COUNTRY: United States

Jun 1, 2020 - Jun 30, 2020



Map Overlay

Site Usage



Region	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>19,194</b> % of Total: 97.25% (19,737)	<b>21,956</b> % of Total: 97.35% (22,553)	<b>1.82</b> Avg for View: 1.82 (0.38%)	<b>00:01:14</b> Avg for View: 00:01:14 (0.52%)	<b>77.94%</b> Avg for View: 78.03% (-0.12%)	<b>63.23%</b> Avg for View: 63.36% (-0.21%)
1. Florida	<b>8,830</b> (45.87%)	<b>10,233</b> (46.61%)	1.86	00:01:14	77.22%	61.52%
2. Georgia	<b>1,891</b> (9.82%)	<b>2,145</b> (9.77%)	1.62	00:00:56	80.19%	69.65%
3. Texas	<b>1,455</b> (7.56%)	<b>1,675</b> (7.63%)	1.60	00:00:55	79.58%	71.16%
4. North Carolina	<b>1,118</b> (5.81%)	<b>1,225</b> (5.58%)	1.60	00:00:51	81.14%	70.45%
5. Tennessee	<b>693</b> (3.60%)	<b>750</b> (3.42%)	1.67	00:00:46	82.40%	67.47%
6. South Carolina	<b>531</b> (2.76%)	<b>578</b> (2.63%)	1.79	00:01:13	77.51%	63.49%
7. Illinois	<b>353</b> (1.83%)	<b>390</b> (1.78%)	1.95	00:01:34	79.49%	61.79%
8. Ohio	<b>344</b> (1.79%)	<b>394</b> (1.79%)	2.23	00:02:16	73.10%	54.06%
9. Pennsylvania	<b>340</b> (1.77%)	<b>387</b> (1.76%)	2.23	00:02:03	73.13%	51.68%
10. New York	<b>310</b> (1.61%)	<b>346</b> (1.58%)	1.83	00:01:31	76.30%	62.72%
11. Virginia	<b>262</b> (1.36%)	<b>290</b> (1.32%)	1.87	00:01:16	82.41%	61.38%
12. California	<b>240</b> (1.25%)	<b>264</b> (1.20%)	1.72	00:01:42	81.82%	70.83%
13. New Jersey	<b>226</b> (1.17%)	<b>305</b> (1.39%)	1.84	00:01:12	60.00%	64.26%
14. Alabama	<b>223</b> (1.16%)	<b>247</b> (1.12%)	1.94	00:01:49	75.71%	57.89%
15. Michigan	<b>184</b> (0.96%)	<b>203</b> (0.92%)	1.93	00:01:30	80.79%	58.13%
16. Massachusetts	<b>176</b> (0.91%)	<b>194</b> (0.88%)	1.98	00:01:45	80.41%	52.58%
17. Indiana	<b>167</b> (0.87%)	<b>189</b> (0.86%)	1.97	00:01:52	73.02%	59.26%
18. Maryland	<b>153</b> (0.79%)	<b>181</b> (0.82%)	2.26	00:02:16	67.96%	51.93%
19. Kentucky	<b>152</b> (0.79%)	<b>178</b> (0.81%)	2.11	00:02:00	74.72%	56.74%
20. Missouri	<b>150</b> (0.78%)	<b>176</b> (0.80%)	2.20	00:01:40	76.70%	58.52%
21. Colorado	<b>130</b> (0.68%)	<b>141</b> (0.64%)	2.12	00:01:43	79.43%	52.48%
22. Louisiana	<b>121</b> (0.63%)	<b>136</b> (0.62%)	1.81	00:01:15	79.41%	66.91%
23. Minnesota	<b>104</b> (0.54%)	<b>111</b> (0.51%)	2.29	00:01:37	82.88%	51.35%

24.	Washington	<b>103</b> (0.54%)	<b>113</b> (0.51%)	1.61	00:01:12	81.42%	71.68%
25.	Wisconsin	<b>100</b> (0.52%)	<b>107</b> (0.49%)	2.05	00:01:11	79.44%	54.21%
26.	Arkansas	<b>88</b> (0.46%)	<b>97</b> (0.44%)	2.29	00:01:35	82.47%	46.39%
27.	Arizona	<b>74</b> (0.38%)	<b>81</b> (0.37%)	1.79	00:01:21	82.72%	70.37%
28.	Connecticut	<b>64</b> (0.33%)	<b>77</b> (0.35%)	2.08	00:01:37	70.13%	59.74%
29.	Oklahoma	<b>64</b> (0.33%)	<b>71</b> (0.32%)	1.87	00:01:11	77.46%	54.93%
30.	(not set)	<b>50</b> (0.26%)	<b>50</b> (0.23%)	1.06	00:00:02	98.00%	94.00%
31.	Iowa	<b>47</b> (0.24%)	<b>50</b> (0.23%)	2.22	00:01:55	86.00%	62.00%
32.	District of Columbia	<b>46</b> (0.24%)	<b>51</b> (0.23%)	1.86	00:01:35	86.27%	52.94%
33.	Mississippi	<b>46</b> (0.24%)	<b>52</b> (0.24%)	1.85	00:01:13	84.62%	69.23%
34.	West Virginia	<b>44</b> (0.23%)	<b>49</b> (0.22%)	2.00	00:01:26	69.39%	55.10%
35.	Kansas	<b>42</b> (0.22%)	<b>44</b> (0.20%)	2.23	00:01:47	81.82%	56.82%
36.	Utah	<b>41</b> (0.21%)	<b>44</b> (0.20%)	1.59	00:01:06	81.82%	68.18%
37.	Oregon	<b>38</b> (0.20%)	<b>42</b> (0.19%)	2.00	00:00:48	85.71%	57.14%
38.	Delaware	<b>36</b> (0.19%)	<b>50</b> (0.23%)	2.12	00:01:07	56.00%	58.00%
39.	Nebraska	<b>35</b> (0.18%)	<b>37</b> (0.17%)	2.57	00:01:36	75.68%	48.65%
40.	Nevada	<b>31</b> (0.16%)	<b>32</b> (0.15%)	1.94	00:00:36	81.25%	62.50%
41.	New Hampshire	<b>24</b> (0.12%)	<b>32</b> (0.15%)	1.59	00:01:37	65.62%	65.62%
42.	Rhode Island	<b>22</b> (0.11%)	<b>28</b> (0.13%)	2.00	00:01:04	67.86%	50.00%
43.	Idaho	<b>17</b> (0.09%)	<b>18</b> (0.08%)	1.67	00:01:59	88.89%	61.11%
44.	Maine	<b>15</b> (0.08%)	<b>17</b> (0.08%)	1.65	00:00:29	82.35%	64.71%
45.	North Dakota	<b>13</b> (0.07%)	<b>14</b> (0.06%)	2.14	00:00:47	92.86%	42.86%
46.	Wyoming	<b>12</b> (0.06%)	<b>12</b> (0.05%)	1.75	00:00:57	75.00%	66.67%
47.	New Mexico	<b>11</b> (0.06%)	<b>16</b> (0.07%)	1.62	00:00:25	56.25%	50.00%
48.	Montana	<b>9</b> (0.05%)	<b>9</b> (0.04%)	1.44	00:04:13	88.89%	88.89%
49.	South Dakota	<b>8</b> (0.04%)	<b>9</b> (0.04%)	3.11	00:01:02	77.78%	33.33%
50.	Alaska	<b>6</b> (0.03%)	<b>6</b> (0.03%)	2.50	00:05:23	83.33%	16.67%

Rows 1 - 50 of 52

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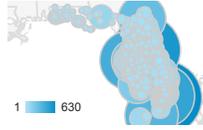
ALL » COUNTRY: United States » REGION: Florida

Jun 1, 2020 - Jun 30, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>8,830</b> % of Total: 44.74% (19,737)	<b>10,233</b> % of Total: 45.37% (22,553)	<b>1.86</b> Avg for View: 1.82 (2.27%)	<b>00:01:14</b> Avg for View: 00:01:14 (-0.06%)	<b>77.22%</b> Avg for View: 78.03% (-1.04%)	<b>61.52%</b> Avg for View: 63.36% (-2.91%)
1. Miami	<b>630</b> (6.91%)	<b>713</b> (6.97%)	1.69	00:00:56	75.46%	65.36%
2. Orlando	<b>549</b> (6.02%)	<b>610</b> (5.96%)	1.81	00:01:18	76.56%	64.59%
3. Hialeah	<b>456</b> (5.00%)	<b>531</b> (5.19%)	1.80	00:01:22	74.20%	61.39%
4. Tampa	<b>383</b> (4.20%)	<b>439</b> (4.29%)	1.90	00:01:07	75.40%	64.46%
5. Marathon	<b>318</b> (3.49%)	<b>388</b> (3.79%)	1.92	00:01:09	65.21%	61.08%
6. Jacksonville	<b>251</b> (2.75%)	<b>278</b> (2.72%)	2.00	00:01:24	80.94%	57.19%
7. (not set)	<b>211</b> (2.31%)	<b>240</b> (2.35%)	1.97	00:01:42	72.08%	60.42%
8. Brandon	<b>205</b> (2.25%)	<b>235</b> (2.30%)	1.97	00:01:32	75.74%	58.72%
9. Cape Coral	<b>165</b> (1.81%)	<b>183</b> (1.79%)	1.99	00:01:35	79.78%	56.83%
10. Port St. Lucie	<b>99</b> (1.09%)	<b>112</b> (1.09%)	1.90	00:01:18	75.00%	56.25%
11. Bradenton	<b>86</b> (0.94%)	<b>95</b> (0.93%)	1.76	00:00:32	82.11%	71.58%
12. St. Petersburg	<b>81</b> (0.89%)	<b>84</b> (0.82%)	1.71	00:01:18	84.52%	67.86%
13. Kissimmee	<b>79</b> (0.87%)	<b>89</b> (0.87%)	1.87	00:02:07	77.53%	62.92%
14. Wellington	<b>79</b> (0.87%)	<b>90</b> (0.88%)	2.02	00:01:06	71.11%	54.44%
15. Palm Beach Gardens	<b>78</b> (0.86%)	<b>84</b> (0.82%)	2.04	00:01:38	82.14%	63.10%
16. Hollywood	<b>73</b> (0.80%)	<b>78</b> (0.76%)	1.77	00:00:57	84.62%	61.54%
17. Tallahassee	<b>69</b> (0.76%)	<b>77</b> (0.75%)	1.57	00:00:30	81.82%	63.64%
18. Boynton Beach	<b>65</b> (0.71%)	<b>71</b> (0.69%)	2.03	00:01:42	83.10%	59.15%
19. Ocala	<b>63</b> (0.69%)	<b>67</b> (0.65%)	1.84	00:01:11	82.09%	62.69%
20. Fort Lauderdale	<b>62</b> (0.68%)	<b>67</b> (0.65%)	1.99	00:02:24	83.58%	53.73%
21. Greenacres	<b>56</b> (0.61%)	<b>59</b> (0.58%)	1.98	00:01:16	84.75%	66.10%
22. Boca Raton	<b>55</b> (0.60%)	<b>60</b> (0.59%)	1.62	00:00:33	75.00%	71.67%
23. Doral	<b>54</b> (0.59%)	<b>65</b> (0.64%)	1.58	00:00:50	70.77%	66.15%

24.	Miramar	<b>53</b> (0.58%)	<b>68</b> (0.66%)	2.00	00:01:29	73.53%	54.41%
25.	Gainesville	<b>52</b> (0.57%)	<b>54</b> (0.53%)	2.09	00:01:26	87.04%	57.41%
26.	Clearwater	<b>51</b> (0.56%)	<b>58</b> (0.57%)	1.81	00:02:20	68.97%	68.97%
27.	Key West	<b>51</b> (0.56%)	<b>51</b> (0.50%)	1.78	00:00:38	76.47%	60.78%
28.	Palm Coast	<b>51</b> (0.56%)	<b>56</b> (0.55%)	2.02	00:01:35	80.36%	53.57%
29.	Davie	<b>51</b> (0.56%)	<b>57</b> (0.56%)	1.70	00:00:46	78.95%	75.44%
30.	Palm Bay	<b>50</b> (0.55%)	<b>57</b> (0.56%)	2.00	00:01:37	68.42%	49.12%
31.	Four Corners	<b>50</b> (0.55%)	<b>56</b> (0.55%)	1.66	00:00:36	78.57%	58.93%
32.	Lakeland	<b>49</b> (0.54%)	<b>56</b> (0.55%)	1.91	00:00:30	76.79%	58.93%
33.	Melbourne	<b>49</b> (0.54%)	<b>56</b> (0.55%)	2.09	00:00:45	78.57%	50.00%
34.	North Naples	<b>48</b> (0.53%)	<b>54</b> (0.53%)	1.76	00:01:02	75.93%	62.96%
35.	Altamonte Springs	<b>47</b> (0.52%)	<b>49</b> (0.48%)	1.78	00:00:27	87.76%	65.31%
36.	Jupiter	<b>47</b> (0.52%)	<b>61</b> (0.60%)	1.98	00:02:00	67.21%	54.10%
37.	West Palm Beach	<b>45</b> (0.49%)	<b>58</b> (0.57%)	2.81	00:02:29	53.45%	48.28%
38.	Fort Myers	<b>43</b> (0.47%)	<b>55</b> (0.54%)	1.78	00:00:49	65.45%	67.27%
39.	Apopka	<b>42</b> (0.46%)	<b>45</b> (0.44%)	1.73	00:00:23	91.11%	66.67%
40.	St. Augustine	<b>42</b> (0.46%)	<b>48</b> (0.47%)	2.54	00:02:03	75.00%	60.42%
41.	Cutler Bay	<b>42</b> (0.46%)	<b>50</b> (0.49%)	1.48	00:01:22	74.00%	60.00%
42.	Plantation	<b>42</b> (0.46%)	<b>44</b> (0.43%)	2.09	00:01:20	75.00%	63.64%
43.	Port Orange	<b>41</b> (0.45%)	<b>41</b> (0.40%)	2.54	00:01:44	92.68%	58.54%
44.	Delray Beach	<b>40</b> (0.44%)	<b>45</b> (0.44%)	2.00	00:01:15	82.22%	60.00%
45.	Palm Harbor	<b>40</b> (0.44%)	<b>45</b> (0.44%)	1.58	00:00:27	80.00%	77.78%
46.	Winter Garden	<b>40</b> (0.44%)	<b>42</b> (0.41%)	1.62	00:01:18	88.10%	64.29%
47.	Fruit Cove	<b>40</b> (0.44%)	<b>45</b> (0.44%)	2.27	00:01:40	77.78%	62.22%
48.	North Port	<b>39</b> (0.43%)	<b>44</b> (0.43%)	1.73	00:01:02	84.09%	65.91%
49.	St. Cloud	<b>39</b> (0.43%)	<b>48</b> (0.47%)	1.96	00:01:53	66.67%	60.42%
50.	Clermont	<b>37</b> (0.41%)	<b>49</b> (0.48%)	2.04	00:01:47	65.31%	61.22%

Rows 1 - 50 of 442

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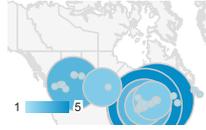
ALL » COUNTRY: Canada

Jun 1, 2020 - Jun 30, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>71</b> % of Total: 0.36% (19,737)	<b>78</b> % of Total: 0.35% (22,553)	<b>1.82</b> Avg for View: 1.82 (0.24%)	<b>00:01:28</b> Avg for View: 00:01:14 (18.88%)	<b>82.05%</b> Avg for View: 78.03% (5.15%)	<b>58.97%</b> Avg for View: 63.36% (-6.92%)
1. (not set)	<b>5</b> (6.94%)	<b>5</b> (6.41%)	<b>2.40</b>	<b>00:00:31</b>	<b>80.00%</b>	<b>40.00%</b>
2. Hamilton	<b>5</b> (6.94%)	<b>10</b> (12.82%)	<b>3.30</b>	<b>00:05:33</b>	<b>40.00%</b>	<b>30.00%</b>
3. Toronto	<b>5</b> (6.94%)	<b>5</b> (6.41%)	<b>1.00</b>	<b>00:00:00</b>	<b>80.00%</b>	<b>100.00%</b>
4. Montreal	<b>5</b> (6.94%)	<b>6</b> (7.69%)	<b>1.83</b>	<b>00:00:11</b>	<b>83.33%</b>	<b>50.00%</b>
5. Calgary	<b>3</b> (4.17%)	<b>3</b> (3.85%)	<b>2.00</b>	<b>00:01:17</b>	<b>66.67%</b>	<b>0.00%</b>
6. Burlington	<b>3</b> (4.17%)	<b>3</b> (3.85%)	<b>1.33</b>	<b>00:00:15</b>	<b>100.00%</b>	<b>66.67%</b>
7. Mississauga	<b>3</b> (4.17%)	<b>3</b> (3.85%)	<b>2.67</b>	<b>00:06:41</b>	<b>100.00%</b>	<b>66.67%</b>
8. Brandon	<b>2</b> (2.78%)	<b>2</b> (2.56%)	<b>1.50</b>	<b>00:00:21</b>	<b>100.00%</b>	<b>50.00%</b>
9. Newmarket	<b>2</b> (2.78%)	<b>2</b> (2.56%)	<b>2.00</b>	<b>00:00:50</b>	<b>100.00%</b>	<b>50.00%</b>
10. Oakville	<b>2</b> (2.78%)	<b>2</b> (2.56%)	<b>1.50</b>	<b>00:00:37</b>	<b>100.00%</b>	<b>50.00%</b>
11. Ottawa	<b>2</b> (2.78%)	<b>2</b> (2.56%)	<b>1.00</b>	<b>00:00:00</b>	<b>100.00%</b>	<b>100.00%</b>
12. Edmonton	<b>1</b> (1.39%)	<b>1</b> (1.28%)	<b>1.00</b>	<b>00:00:00</b>	<b>100.00%</b>	<b>100.00%</b>
13. Lloydminster	<b>1</b> (1.39%)	<b>1</b> (1.28%)	<b>1.00</b>	<b>00:00:00</b>	<b>100.00%</b>	<b>100.00%</b>
14. St. Albert	<b>1</b> (1.39%)	<b>1</b> (1.28%)	<b>1.00</b>	<b>00:00:00</b>	<b>100.00%</b>	<b>100.00%</b>
15. Castlegar	<b>1</b> (1.39%)	<b>1</b> (1.28%)	<b>1.00</b>	<b>00:00:00</b>	<b>100.00%</b>	<b>100.00%</b>
16. Kamloops	<b>1</b> (1.39%)	<b>1</b> (1.28%)	<b>1.00</b>	<b>00:00:00</b>	<b>100.00%</b>	<b>100.00%</b>
17. Salmon Arm	<b>1</b> (1.39%)	<b>1</b> (1.28%)	<b>1.00</b>	<b>00:00:00</b>	<b>100.00%</b>	<b>100.00%</b>
18. Whistler	<b>1</b> (1.39%)	<b>1</b> (1.28%)	<b>3.00</b>	<b>00:05:49</b>	<b>100.00%</b>	<b>0.00%</b>
19. Winnipeg	<b>1</b> (1.39%)	<b>1</b> (1.28%)	<b>1.00</b>	<b>00:00:00</b>	<b>100.00%</b>	<b>100.00%</b>
20. Miramichi	<b>1</b> (1.39%)	<b>1</b> (1.28%)	<b>3.00</b>	<b>00:00:24</b>	<b>100.00%</b>	<b>0.00%</b>
21. St. John's	<b>1</b> (1.39%)	<b>1</b> (1.28%)	<b>1.00</b>	<b>00:00:00</b>	<b>100.00%</b>	<b>100.00%</b>
22. Halifax	<b>1</b> (1.39%)	<b>1</b> (1.28%)	<b>1.00</b>	<b>00:00:00</b>	<b>100.00%</b>	<b>100.00%</b>
23. Baden	<b>1</b> (1.39%)	<b>1</b> (1.28%)	<b>3.00</b>	<b>00:01:03</b>	<b>100.00%</b>	<b>0.00%</b>

24. <a href="#">Barrie</a>	1 (1.39%)	1 (1.28%)	1.00	00:00:00	100.00%	100.00%
25. <a href="#">Brampton</a>	1 (1.39%)	1 (1.28%)	1.00	00:00:00	100.00%	100.00%

Rows 1 - 25 of 46

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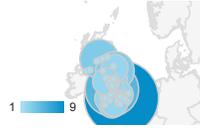
ALL » COUNTRY: United Kingdom

Jun 1, 2020 - Jun 30, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>104</b> % of Total: 0.53% (19,737)	<b>116</b> % of Total: 0.51% (22,553)	<b>1.88</b> Avg for View: 1.82 (3.47%)	<b>00:01:13</b> Avg for View: 00:01:14 (-0.77%)	<b>76.72%</b> Avg for View: 78.03% (-1.68%)	<b>55.17%</b> Avg for View: 63.36% (-12.92%)
1. (not set)	<b>18</b> (17.14%)	<b>20</b> (17.24%)	1.70	00:00:16	65.00%	60.00%
2. London	<b>9</b> (8.57%)	<b>10</b> (8.62%)	2.40	00:01:34	80.00%	60.00%
3. Birmingham	<b>5</b> (4.76%)	<b>5</b> (4.31%)	1.20	00:01:40	80.00%	80.00%
4. Stockton-on-Tees	<b>3</b> (2.86%)	<b>3</b> (2.59%)	1.33	00:00:16	100.00%	66.67%
5. Glasgow	<b>3</b> (2.86%)	<b>3</b> (2.59%)	2.00	00:00:35	100.00%	66.67%
6. Barnsley	<b>2</b> (1.90%)	<b>2</b> (1.72%)	1.50	00:00:35	50.00%	50.00%
7. Bournemouth	<b>2</b> (1.90%)	<b>3</b> (2.59%)	1.67	00:01:32	66.67%	66.67%
8. Bristol	<b>2</b> (1.90%)	<b>2</b> (1.72%)	1.00	00:00:00	100.00%	100.00%
9. Coventry	<b>2</b> (1.90%)	<b>4</b> (3.45%)	1.75	00:00:11	25.00%	50.00%
10. Liverpool	<b>2</b> (1.90%)	<b>2</b> (1.72%)	2.00	00:01:06	50.00%	50.00%
11. Luton	<b>2</b> (1.90%)	<b>2</b> (1.72%)	1.50	00:00:10	100.00%	50.00%
12. Redditch	<b>2</b> (1.90%)	<b>4</b> (3.45%)	1.75	00:03:45	50.00%	25.00%
13. Southampton	<b>2</b> (1.90%)	<b>2</b> (1.72%)	2.50	00:00:37	100.00%	0.00%
14. Sunderland	<b>2</b> (1.90%)	<b>2</b> (1.72%)	2.00	00:03:14	0.00%	0.00%
15. Altrincham	<b>1</b> (0.95%)	<b>1</b> (0.86%)	1.00	00:00:00	100.00%	100.00%
16. Ashford	<b>1</b> (0.95%)	<b>1</b> (0.86%)	1.00	00:00:00	0.00%	100.00%
17. Aylesbury	<b>1</b> (0.95%)	<b>1</b> (0.86%)	2.00	00:00:17	100.00%	0.00%
18. Batley	<b>1</b> (0.95%)	<b>1</b> (0.86%)	3.00	00:02:53	100.00%	0.00%
19. Biggleswade	<b>1</b> (0.95%)	<b>1</b> (0.86%)	5.00	00:02:42	100.00%	0.00%
20. Bletchley	<b>1</b> (0.95%)	<b>1</b> (0.86%)	5.00	00:02:41	100.00%	0.00%
21. Cannock	<b>1</b> (0.95%)	<b>1</b> (0.86%)	1.00	00:00:00	100.00%	100.00%
22. Cheltenham	<b>1</b> (0.95%)	<b>1</b> (0.86%)	3.00	00:02:58	100.00%	0.00%
23. Chichester	<b>1</b> (0.95%)	<b>1</b> (0.86%)	1.00	00:00:00	100.00%	100.00%

24. Congleton	1 (0.95%)	1 (0.86%)	1.00	00:00:00	100.00%	100.00%
25. Cramlington	1 (0.95%)	1 (0.86%)	3.00	00:00:38	100.00%	0.00%

Rows 1 - 25 of 63

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

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

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

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

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

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