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 V ADVISORY COMMTTEE

WORKSHOP, TUESDAY, AUGUST 4, 2020, 10:00 a.m.

Join Zoom Meeting https://us02web.zoom.us/j/87821174971

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

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

The meeting may also be accessed:
Meeting ID: 878 2117 4971
One tap mobile
+19292056099,,87821174971# US (New York)
+13017158592,,87821174971# US (Germantown)

Dial by your location
+1 929 205 6099 US (New York)
+1 301 715 8592 US (Germantown)
+1 312 626 6799 US (Chicago)
+1 669 900 6833 US (San Jose)
+1 253 215 8782 US (Tacoma)
+1 346 248 7799 US (Houston)

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

A. CALL TO ORDER

B. ROLL CALL

C. REVIEW OF AGENDA:

D. APPROVAL OF THE MINUTES:

1. June 10, 2020 TDC Meeting Minutes – FYI

E. Budget:

1. FY 2020 Budget - FYI

2. Four Penny Revenue Report - FYI

F. District V Public Relations

1. Monthly Report from NewmanPR – FYI

G. ADVERTISING:

1. Advertising Recap – FYI

2. COVID-19 Messaging - FYI

H. MARKET RESEARCH:

1. Smith Travel Research Report – FYI

2. Presentation: Destination Analytics/Traveler Sentiment

I. VIS REPORTS:

1. Visitor Information Services Report – FYI

J. WEBSITE:

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

K. OLD BUSINESS:

L. NEW BUSINESS:

1. 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 Tippett

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

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

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

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

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

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

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

Mr. Berdardin moved approval of the following bulk items:

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

2. Director's Report

M. **Website**

1. Website Status Report

N. **TDC Items**

1. Consideration and Action re: Extension to Agreement with NewmanPR

2. Consideration and Action re: Extension to Agreement with Axis Travel Marketing, Ltd.

O. **District Advisory Committee Items**

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

P. **Cultural Umbrella**

1. Minutes of Cultural Umbrella Meeting – FYI

Q. **Fishing Umbrella**

1. Minutes of Fishing Umbrella Meeting – FYI

R. **Dive Umbrella**

1. Minutes of Dive Umbrella Meeting – FYI

Ms. Tippett seconded. Motion passed unanimously.

*Mr. Shipley joined the meeting

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

Mr. Fernandez moved approval of the FY 2021 Line Item Budget as submitted, Ms. Tippett 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 Tippett	Yes	
Ms. Rita Irwin	Yes	Motion passed.

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

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

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

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

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

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

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

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

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

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

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

A roll call vote was taken with the following results:

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

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

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

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

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

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

Visit Florida Keys Meeting

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

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

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

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

DAC V

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

E.1

FISCAL YEAR 2020

July 8, 2020

Revenue	2,396,100
5% Reserve State Statute 129.01	(119,805)
	2,276,295
Fund Balance Forward Revenue Variance	379,358
Fund Balance Forward Contracted Commitments (EVENTS/CAPITAL)	297,830
Fund Balance Forward Expense Variance	330,552
Capital Resources Brought Forward	499,977
Fund Balance Forward-Promotional Resources	100,000
Fund Balance Forward-Capital Economic Disaster	245,424
	4,129,436

		Appropriations	Expenses	Encumbrances	Balance
T201M34X	COMMISSIONS & FEES (FINANCE)	4,564	(4,284)	0	280
T201A73X	UTILITIES	1,200	(181)	0	1,019
T201A23X	ADMINISTRATION RESOURCES	6,801	0	0	6,801
T201A63X	ADMINISTRATIVE SERVICES	85,000	(34,147)	-	50,853
	(ADMIN) SUBTOTAL	97,565	(38,612)	0	58,953
T201V14X	DISTRICT TELEMARKETING (VIS)	156,555	(104,370)	0	52,185
	(VIS) SUBTOTAL	156,555	(104,370)	0	52,185
T201S84X	SPECIAL EVENTS RESOURCES	5,000	0	0	5,000
TM91490Y	ORANGE BOWL	40,000	(40,000)	0	0
T201M25X	PHIL PETERSONS 20	10,000	0	0	10,000
T201M79X	REEF FEST 20	1,640	0	0	1,640
T201S46X	UNCORKED 20	20,000	(20,000)	0	0
	(EVENTS) SUBTOTAL	76,640	(60,000)	0	16,640
T201B04X	DAC V CAPITAL PROJECTS RESOURCES	437,953	0	0	437,953
T201M99X	H. HARRIS PARK - CLEANING	19,534	(12,000)	0	7,534
T201M02X	H. HARRIS PARK - UTILITIES	45,000	(45,000)	0	0
T201M97X	H. HARRIS PARK - SAND	20,000	(4,756)	0	15,244
T201M98X	H. HARRIS PARK - REPAIRS/MAINTENANCE	15,000	(648)	0	14,352
T201M96X	SETTLER'S PARK - SALARY (CAPOTE-ABREU)	22,025	(1,563)	0	20,462
T201M96X	SETTLERS PARK - RESERVE	3,000	(87)	0	2,913
T201M96X	SETTLERS PARK - FICA	1,692	(109)	0	1,583
T201M96X	SETTLERS PARK - RETIREMENT	1,892	(140)	0	1,752
T201M96X	SETTLERS PARK - GROUP INSURANCE	6,614	0	0	6,614
T201M96X	SETTLERS PARK - WORKERS COMP	969	0	0	969
T201M95X	HARRY HARRIS PARK - SALARY (RETTING)	44,993	(5,151)	0	39,842
T201M95X	HARRY HARRIS PARK - RESERVE	8,000	(569)	0	7,431
T201M95X	HARRY HARRIS PARK - FICA	3,455	(426)	0	3,029
T201M95X	HARRY HARRIS PARK - RETIREMENT	3,864	(484)	0	3,380
T201M95X	HARRY HARRIS PARK - GROUP INS	16,535	0	0	16,535
T201M95X	HARRY HARRIS PARK - WORKERS COMP	4,031	0	0	4,031
TM91998Y	ROWELLS WATERFRONT PARK PARKING LOT PHASE 2	257,830	0	0	257,830
T201M94X	ROWELLS BATHROOM PHASE 2	246,406	0	0	246,406
T201N02X	INFRASTRUCTURE ENHANCED COMMUNICATIONS OUTREACH AND SECURITY	2,248	0	0	2,248
T201B01X	JACOBS AQUATIC CENTER SPALLING, PLASTER, RAILING SAFETY AND PAINT	36,675	0	0	36,675
T201B25X	CORAL RESTORATION	224,925	0	0	224,925
T201B97X	ECONOMIC NATURAL DISASTER RESOURCE	500,000	0	0	500,000
	(CAPITAL) SUBTOTAL	1,922,641	(70,933)	0	1,851,708
T201P24X	PROMO & ADV RESOURCES	170,000	0	0	170,000
T201P93X	DISTRICT #5 AD CAMPAIGN	1,655,717	(917,894)	(737,823)	0
T201P65X	DAC V WEBCAM	24,000	(16,000)	0	8,000
	(PROMOTIONAL) SUBTOTAL	1,849,717	(933,894)	(737,823)	178,000
T201M01X	COUNTY COST ALLOCATION	26,318	0	0	26,318
	SUBTOTAL	26,318	0	0	26,318
	FUND TOTAL	4,129,436	(1,207,809)	(737,823)	2,183,804

TWO PENNY

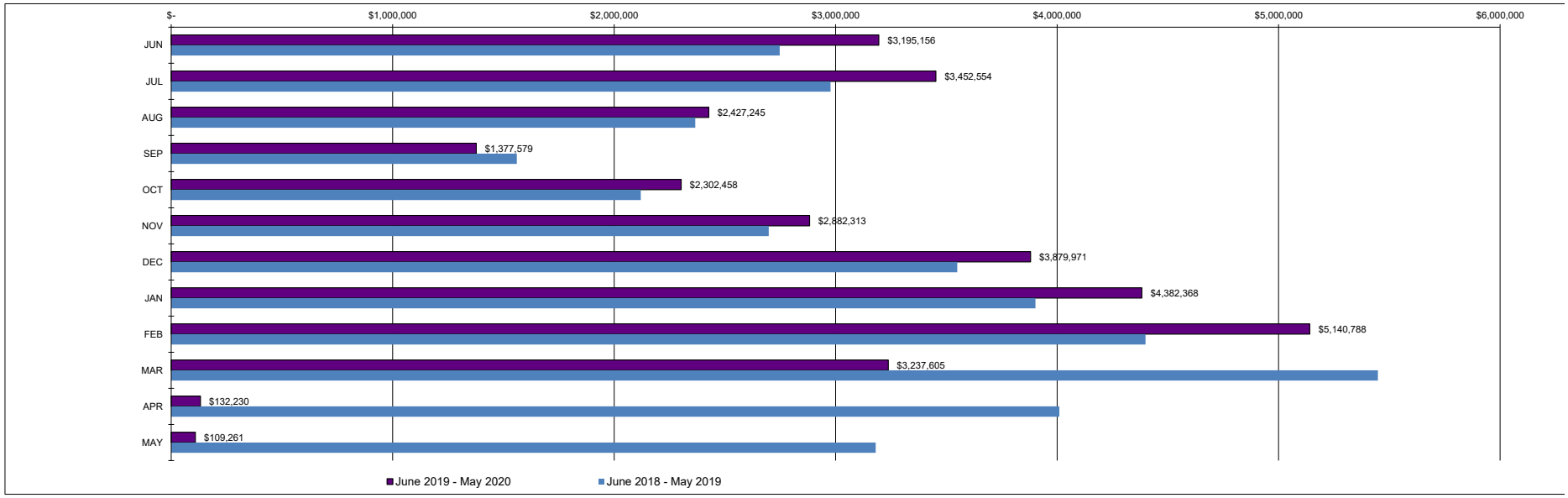
TM95879Y	REEF FEST FY19	15,000	(14,118)	0	882
TS95647Y	KEY LARGO BRIDGE RUN FY19	10,000	(9,655)	0	345
T205M83X	JIMMY JOHNSONS FY20	20,000	0	0	20,000
T205S47X	KEY LARGO BRIDGE RUN FY20	10,000	0	0	10,000
T205M72X	KEY LARGOS ORIGINAL MUSIC FESTIVAL FY20	30,000	0	0	30,000
T205M90X	ORANGE BOWL FY20	40,000	0	0	40,000
T205M79X	REEF FEST FY20	13,360	0	0	13,360

]

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 additionnal 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.

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 I

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

Priceline settlement reflected

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

FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020

DISTRICT III

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

Priceline settlement reflected

DISTRICT IV

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

Priceline settlement reflected

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 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2020 VS FY 2019 $ INC/DEC	FY 2020 VS FY 2019 % INC/DEC	DISTRICT V
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 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2020 VS FY 2019 $ INC/DEC	FY 2020 VS FY 2019 % INC/DEC	MONROE COUNTY
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

F.1

Florida Keys & Key West
Social Media Report

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

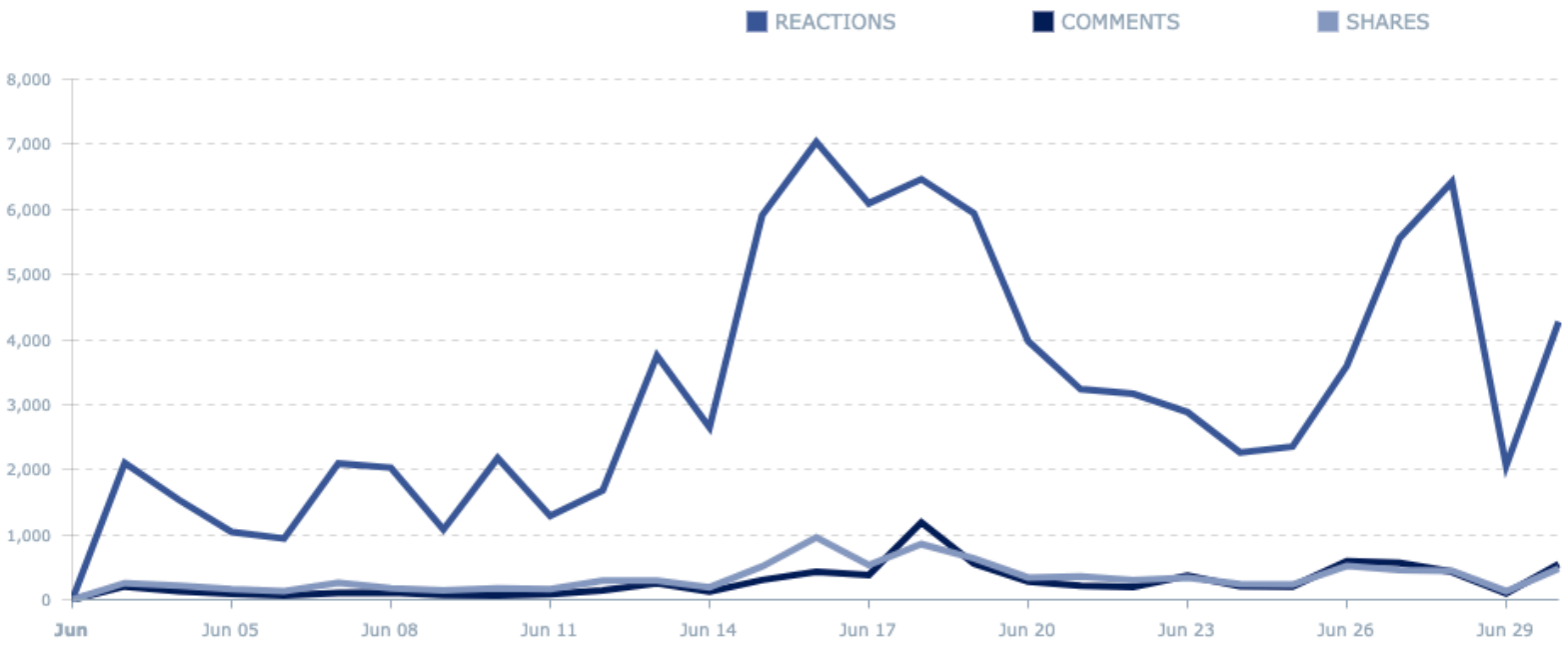
DAC Social Media Report June 2020

@floridakeysandkeywest @thefloridakeys @thefloridakeys

Facebook Activity Overview

IMPRESSIONS	TOTAL REACH	POST ENGAGEMENTS	PAGE CONSUMPTIONS
13,337,311	4,490,596	303,493	271,354

Audience Engagement



ACTION METRICS

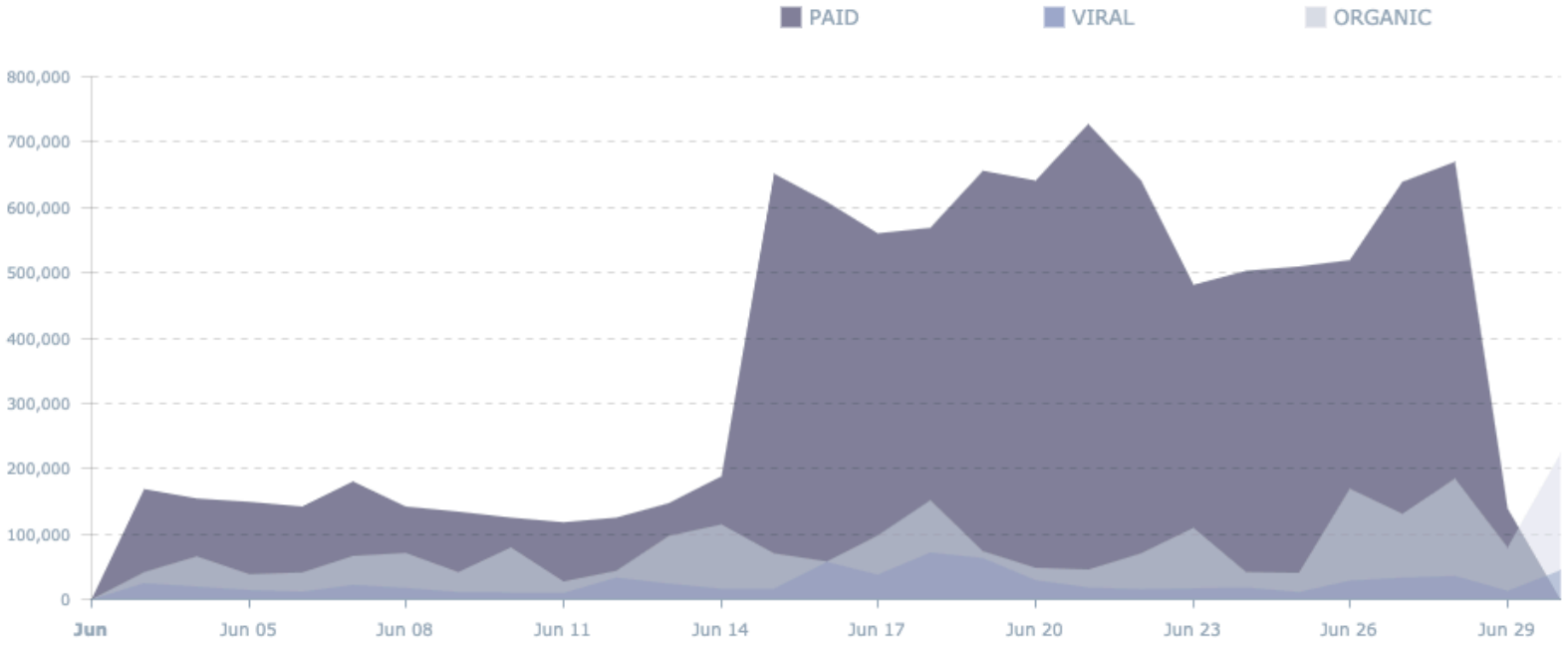
Reactions	93,581
Comments	8,007
Shares	9,781
Other Engagements	192,124
Total Engagements	**303,493**

TOTAL ENGAGEMENTS INCREASED BY

↑ 22.05%

SINCE PREVIOUS PERIOD

Page Impressions



IMPRESSION METRICS

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

TOTAL IMPRESSIONS INCREASED BY

↑ 62.33%

SINCE PREVIOUS PERIOD

Top Performing Posts

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

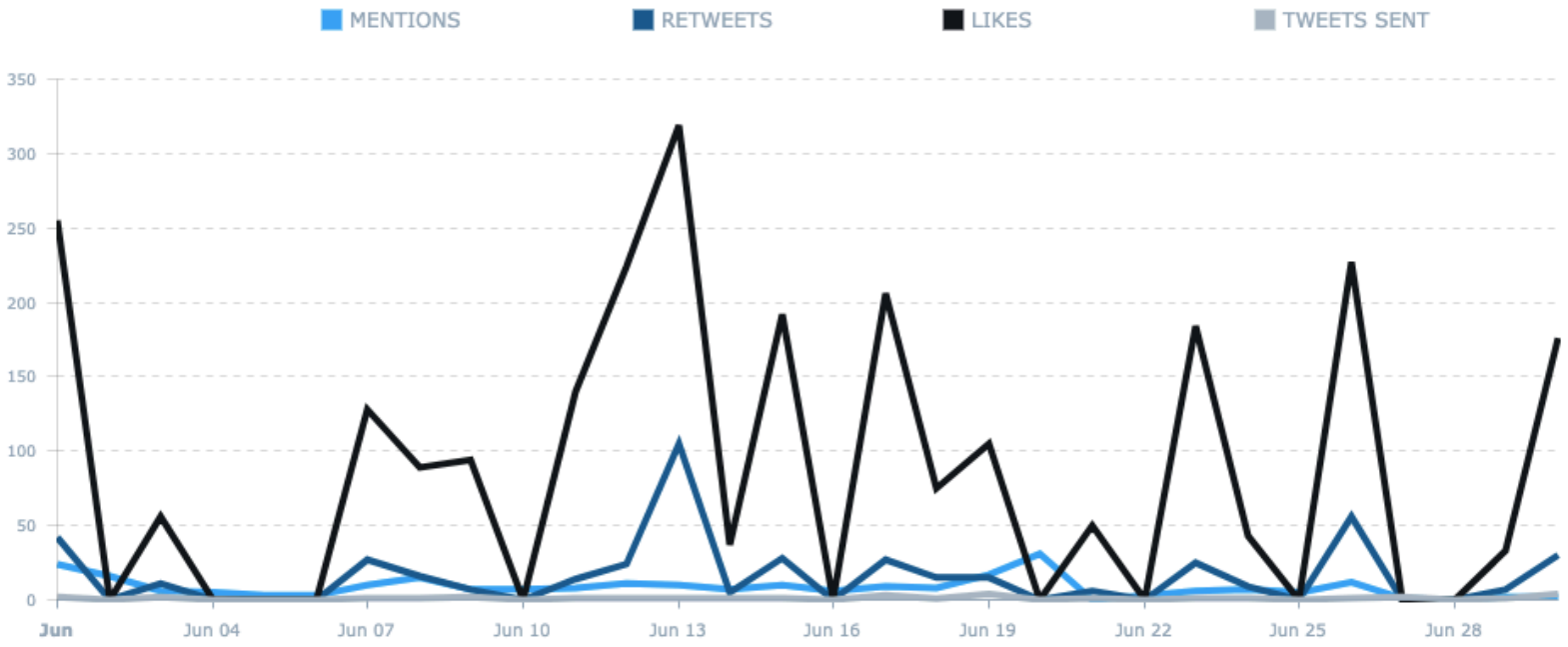
POST	REACTIONS	COMMENTS	SHARES	CLICKS	VIRALITY	REACH
The Florida Keys & Key West 30 JUN 2:00 PM 🌴🌴 TRAVELER UPDATE: 🌴🌴 The City of Key West will be temporarily closing Duval Street to vehicular traffic to help enhance the ability of social distancing over the Fourth of July weekend. On Friday, Saturday 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 https://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	POST ENGAGEMENTS	REACH
54,881	3,102	1,536,859

Audience Engagement

AUDIENCE ENGAGEMENT BY DAY



ENGAGEMENT METRICS

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

TOTAL ENGAGEMENTS DECREASED BY

↓ 2.56%

SINCE PREVIOUS PERIOD

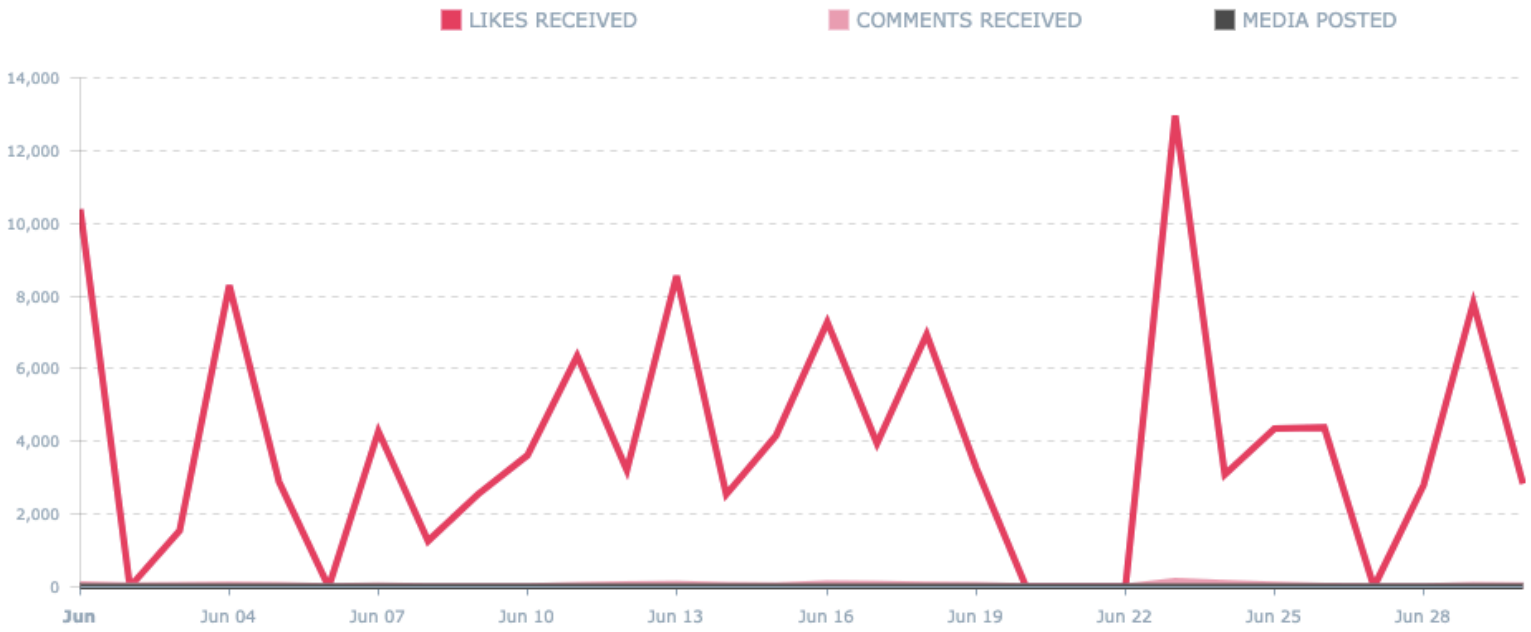
TOP TWEETS	Retweets	Likes	Reach
The Florida Keys @thefloridakeys 26 Jun 5:44 PM Friendly reminder for those making their way to the #FloridaKeys! https://t.co/5XsfycnWAs	40	186	52,134
The Florida Keys @thefloridakeys 13 Jun 8:40 PM Lovely beach day at Fort Zachary Taylor State Park in #KeyWest. RT if you wish you were here! https://t.co/tulbnYYtNR	105	319	50,392
The Florida Keys @thefloridakeys 01 Jun 1:41 PM The #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	FOLLOWING	POSTS
246,494	477	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

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FloridaKeys@newmanpr.com

F1

July 18, 2020

TO: District V Advisory Committee

FROM: NewmanPR

RE: Report of ongoing activities June 7, 2020, through July 18, 2020

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

- Agency representatives attended the TDC meeting via Zoom.
- Agency representatives attended the DAC V 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, Coralpalooza going digital, 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 and Coralpalooza going digital. In France, pieces were distributed on the same topics. Positive press coverage resulted in the U.K. from the various releases issued, including digital content on travelmole.com, omotgtravel.com, sellingtravel.co.uk and travelbiz.ie. In the German-speaking markets, press releases were distributed by GIA on topics including the Florida Keys' reopening and Coralpalooza going digital. Positive coverage was achieved digitally on sites including tourexpi.com, travelnews.ch and presfrom.info. Release content was uploaded to the Keys website and Mediadress portal, and releases shared with key industry partners including Brand USA, Visit USA and Visit Florida to ensure synergy of messaging.
- LMA distributed media advisories and releases to targeted Canadian media focused on topics that included the Florida Keys reopening to visitors, COVID-19 protective measures embraced in the Keys, the removal of the highway checkpoints, the release of rescued manatees in the Keys and the mandatory facial covering requirements. In addition, LMA distributed the latest edition of What's New in the Florida Keys & Key West.
- As COVID-19 case numbers rose in Florida and the Keys, NewmanPR continued its ongoing task of gathering accurate information and proactively communicating it to Keys tourism interests and travel consumers. Agency's Andy Newman and Julie Botteri continue to participate in regular Monroe County situation status conferences that involve municipalities and infrastructure organizations. In addition, Newman monitors county executive board decision-making conferences and Botteri participates in regular PIO conferences. Newman regularly confers with various county officials including health director Bob Eadie, Emergency Management Director Shannon Weiner and County Administrator Roman Gastesi. The agency continues to work diligently with Emergency Management, the Florida Department of Health and its Monroe County administrator to assist with coordinating and communicating appropriate and unified messaging as the coronavirus crisis continues.

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

addition to environmental messaging including Sustainable Sunday posts, and videos and photographs of tranquil Keys nature and sunset scenes. Recent posts with the most notable Facebook reach and engagement included one on Keys masking requirements and updated visitor guidelines that reached more than 200,000 people and drew more than 18,000 engagements, one on a sea turtle release that reached more than 111,000 people and drew nearly 11,000 engagements, a further posting about masking requirements that reached nearly 117,000 people and drew more than 9,000 engagements, a COVID-19 PSA by Tinsley Advertising that reached more than 98,000 people and drew nearly 5,400 engagements, and a World Sea Turtle Day post that reached more than 109,000 people and drew more than 6,200 engagements. NewmanPR continues to manage regular contributions to social media content on the TDC's Facebook, Twitter, Instagram and YouTube sites, during both business hours and evening and weekend hours as needed. A detailed social media report follows this document.

- Agency completed a series of mini videos spotlighting "Stewards of the Keys" for social media and distribution via the Keys' YouTube channel and other outlets. Each video features a local resident talking about aspects of the Keys' environment that relate to his or her work and lifestyle, and the importance of protecting that environment.
- In accordance with its contract with South Florida PBS' "Art Loft," agency continued providing logistical support, B-roll, Video of the Week footage and other assistance as required for the public television program's segments. "Art Loft" segments cover different aspects of the art and cultural scene throughout the Keys. As well as reaching a South Florida audience, some segments appear on PBS stations in other major markets. In addition, the Keys have a dedicated page on the "Art Loft" website.
- Working with TwoOceansDigital.com, agency produced, distributed and posted a "Keys Traveler" July issue highlighting COVID-19 health requirements for visitors to follow and new offerings in the Keys, and finalized copy for an August issue. Given the coronavirus situation, issue content is designed to be sensitive to conditions while continuing the ongoing connection between opt-in subscribers and the Keys. Each issue generally features Keys cultural, fishing, diving and cuisine topics as well as a Q&A profile of a designated "Steward of the Keys."
- Agency wrote and posted weekly insider columns for the "Keys Voices" online feature blog and promoted them via social media outlets. Typical blog posts offer insights into attractions, events and intriguing local people and places. Given the COVID-19 crisis, recent features have focused on nature-based, heritage, cultural and relaxation-inducing subjects, small events where health practices can be observed and profiles of "Stewards of the Keys."
- Agency wrote and posted twice-monthly entries to the LGBTQ-focused blog, with subjects that are well-considered and positive in the era of COVID-19 concerns. Working with TwoOceansDigital.com, agency facilitated distribution of copy and live links to the LGBTQ blog directly to consumers via an opt-in email address list.

- Agency created submissions about safety measures promoted to visitors for a cover story, with cover image, about the Keys reopening in the July issues of Tourism Marketing Today and Destination Florida, publications of the Florida Association of Destination Marketing Organizations. Also featured in the same issue was a story on the Safer@Home video challenge and its winner.
- Agency conceived programs and wrote content for the 2020-21 domestic and international public relations plan and PR calendar, and submitted them for inclusion in the 2020-21 TDC marketing plan.
- Agency compiled, wrote and distributed to widespread media a spring/summer 2020 issue of "What's New in the Florida Keys & Key West." While issues are usually produced quarterly, the Keys' springtime closure to visitors made a combined issue more appropriate.
- Agency continued working with event coordinators throughout the Keys regarding postponements, cancellations and revisions to event schedules or content because of the coronavirus crisis. Agency continued updating the calendar on the TDC website accordingly.
- 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 and distributed to the media a story and still photography package when two rehabilitated manatees, a mother and calf that were rescued last February

off Key Largo, were returned to Keys waters at John Pennekamp Coral Reef State Park. Two photos provided to the agency were distributed to media points around the nation via the Associated Press wire service, with a third photo distributed to other media. In addition, agency supplied information to the AP for a story on the manatee release.

- Agency wrote and distributed to tourism interests an advisory when the Florida Department of Health in Monroe County issued an alert after confirming multiple cases of dengue fever in the Upper Keys.
- Agency assisted with information and VIP passes to support media visits for individual journalists including Jackie Gutierrez-Jones of Lonely Planet and the Observer, Steven Dunbar and Emily Dunbar of @visitkeywest, Tracey Teo with the Atlanta Journal-Constitution, freelancer Terry Ward, Rachel Covello of Outcoast.com, Will McGough of Forbes.com, Lizzie Wilcox of Coral Gables Magazine, Julia Aronov of Prettyzen.co and TheHealthyBartender.com, and Liz Amore with Happiest Travels.
- As a result of agency-arranged media visits, assistance to journalists and/or release distribution, during the report period the Keys received coverage including a segment on eTurboNews.com, two blog posts about “What’s New in the Florida Keys for MiamiCurated.com; and stories about the destination’s resilience and current vacation opportunities in Forbes.com, “5 Popular LGBTQ+ Travel Destinations Poised for Recovery” in Travel Age West, a TravelPulse story featuring “10 Must-See Sites to See for Animal and Nature-Lovers in the Florida Keys” that resulted from the “Brand New Keys” press trip, “12 Best Places to Travel With Your Dog in the U.S.” in Trips to Discover, “13 of the Best Beaches in Florida” in The Points Guy, a story highlighting the destination’s reopening and several large resorts for the South Florida Sun-Sentinel’s travel section, a drive-market destination segment featuring the Florida Keys on NBC 6’s “Six in the Mix” show and a Florida Keys road trip story titled “The Bridge Through Paradise” in AAA Traveler Magazine.
- Agency issued water-quality advisories as needed to resorts and other tourism industry entities, and routinely interfaces with the Monroe County Health Department on beach advisory status.
- Event information and photography are regularly posted on the Keys website.

###

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

TO: DAC 5 Members **G.1**
FROM: Danielle Salmán-Villasuso
DATE: July 24, 2020
RE: August 4, 2020 DAC 5 Meeting
CC: John Underwood

G.1 Advertising Re-cap:

<u>The following is a list of current and on-going projects</u>:
Specific Projects:

- Developed the advertising portion of the FY20/21 Marketing Plan
- Resumed spring and summer co-op programs
- Paused media on 6/29 across all campaigns (Generic, District and Umbrellas)
- Developed and executed a media plan and creative for the destination event, Heroes Salute Weekend at Hawks Cay Resort
- Coordinating the instructions and materials for the possible media relaunch on 7/16
- Designing the 2021 issue of the Culture Magazine
- Strategic planning for FY 2020/2021
- Edited the following thirty-second videos by removing crowded footage and replacing with open spaces as well as added COVID compliant supers (Masks Required, Maintain Social Distance, Wash Your Hands) to play throughout the spots:
    - Generic – "Personal Space" & "Beauty"
    - Key West – "Story of your life"
    - Lower Keys – "Get More"
    - Marathon – "Great Experiences"
    - Islamorada – "Colors of Islamorada"
    - Key Largo – "Look Deep"
    - Culture – "Another Masterpiece"
    - Dive – "Learn to Dive"
    - Fishing – "Hide & Seek"
- Coordinated the Florida Keys & Key West Visit Florida 2020 Flagler Award entries
- Phase 1, Positive Outlook Campaign – ran 3/30-5/17
    - Developed a media plan to run during Phase 1, promoting positive outlook creative
    - Plan included social, e-blasts and video
    - Ordered and trafficked all creative materials for Phase 1
- Phase 2 "Opening Soon" Campaign – ran 5/18-5/31
    - Developed a media plan to run during Phase 2, promoting opening soon creative
    - Plan included social, banners, print, outdoor, video and digital radio
    - Ordered and trafficked all creative materials for Phase 2

- Phase 3 “Now Open” – running 6/1-6/15
  - Developed a media plan to run during Phase 3, promoting being open to visitors
  - Plan included social, banners, print, outdoor, video and digital radio
  - Ordered and trafficked all creative materials for Phase 3
- Phase 4 “Drive Down” – began running 6/15 and was paused on 6/29
  - Developed a media plan to run during Phase 4, promoting drive down creative
  - Plan included outdoor, print, video and social
  - Ordered and trafficked all creative materials for Phase 4
- Reviewed and approved Cultural Umbrella budgets
- Reviewed and approved Fishing Umbrella budgets
- Coordinated native article with Flamingo Magazine’s July and August issues to provide content and images
- Coordinated native article with Recommend Magazine to provide content and images
- Coordinated direction for NYTimes Family Travel Advertorial
- Native Content - The Agency supplied input and coordinated native content stories with the following online and print publications (most PRE-COVID):
  - Travel + Leisure
  - Food & Wine
  - Explore Florida Magazine
  - Flamingo Magazine
  - NationalGeographic.com
  - Afar.com
  - LonelyPlanet.com
  - Momtastic.com
  - CondeNastTraveller.co.uk
  - WeddingWire.com
  - TheKnot.com
  - BrideClick
  - Nativo
  - CNTraveler.com
  - OutsideOnline.com
  - GayCities/ Queerty.com
  - PassportMagazine.com
  - Towleroad
  - GoodSam Digital
  - Trailer Life Magazine / MotorHome Magazine
  - SportFishing.com/SaltwaterSportsman.com
  - SportDiver.com/ScubaDiving.com
  - World’s Best Diving & Resorts
  - Dreamscapes (Canada)

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

- Dive: Reefs, Wrecks

Ongoing:

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

The DAC 5 FY 19/20 media plans and response report are attached.

Flagler Awards

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

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

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

KEY LARGO

OCTOBER 2019

DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
10/16/19	ChicagoTribune.com - Co-Op	400,000	8,459	2.11%	N/A
10/21-10/31	CNN.com Pre-Roll (Geo-Targeted to NY,PHL,CHI,BOS,DC) - Co-Op	144,796	2,762	1.91%	86.00%
10/21-10/31	Adara Media Network (Mobile/Tablet/Desktop/Cross-Device)	1,004,061	1,971	0.20%	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)	275,657	170	0.06%	N/A
10/4/19	The Knot (Instagram Story)	25,375	118	0.50%	N/A
10/28-10/31	Samba TV Re-Targeting (Digital Devices Connected to TV/OTT)	43,685	35	0.08%	85.62%
10/1-10/31	WeddingWire.com/TheKnot.com (XO Group)	17,258	11	0.06%	N/A
10/28-10/31	Orange Bowl - Orangebowl.com Banner	5,989	8	0.13%	N/A
	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
10/1-10/31	Faceboook/Instagram Sponsored Ad	409,340	13,164	3.22%	N/A
	Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
10/1-10/31	[underwater hotel]	1,698	131	7.71%	N/A
	everglades national park	908	97	10.68%	N/A
	weekend getaways	1,235	54	4.37%	N/A
	couples getaway packages florida	169	27	15.98%	N/A
	[underwater hotel in florida]	101	16	15.84%	N/A
	florida getaways	173	14	8.09%	N/A
	visit everglades	99	12	12.12%	N/A
	best florida getaways for couples	50	10	20.00%	N/A
	florida getaway	148	9	6.08%	N/A
	everglades tour	131	8	6.11%	N/A
	good snorkeling	144	6	4.17%	N/A
	everglades national park fl	112	6	5.36%	N/A
	florida national parks	66	6	9.09%	N/A
	national parks in florida	20	6	30.00%	N/A
	snorkeling sites	135	5	3.70%	N/A
	couple getaways in florida	93	5	5.38%	N/A
	florida hotels	84	4	4.76%	N/A
	+weekend +getaways	106	3	2.83%	N/A
	hotels everglades national park	85	3	3.53%	N/A
	florida weddings	36	3	8.33%	N/A
	[swim with dolphins florida]	35	3	8.57%	N/A
	[diving in florida]	15	3	20.00%	N/A
	Bing, Yahoo and AOL Search	Impressions	Clicks/Engagements	Click-through %	VCR
10/1-10/31	+florida vacation	20,018	425	2.13%	N/A
	+vacations destinations +florida	1,659	71	4.28%	N/A
	+weekend+getaway	2,207	40	1.81%	N/A
	fl +weekend +getaway	443	16	3.72%	N/A
	+getaway places	702	7	1.00%	N/A
	+florida+getaway	174	6	3.45%	N/A
	+florida girls +weekend	103	2	1.94%	N/A
	+florida +vacation destinations kids	24	2	8.33%	N/A

NOVEMBER 2019

DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
11/1-11/30	Adara Media Network (Mobile/Tablet/Desktop/Cross-Device)	3,063,342	8,806	0.29%	N/A
11/1-11/30	DestinationIDoMag.com	212,920	7,683	3.61%	N/A
11/1-11/17	CNN.com Pre-Roll (Geo-Targeted to NY,PHL,CHI,BOS,DC) - Co-Op	138,624	2,029	1.46%	87.00%
11/1-11/30	CNTraveler.com (Native Content)	726,975	1,614	0.22%	N/A
11/12/20	NYTimes Great Getaways E-Blast - Co-Op	221,975	1,514	0.68%	N/A
11/13/19	Philly.com Travel POD E-Blast Co-Op	49,990	824	1.65%	N/A
11/1-11/30	Tremor Video (Mobile/Tablet/Desktop)	710,944	458	0.06%	N/A
11/6/19	Boston.com Travel E-Blast - Co-Op	44,199	96	0.20%	N/A
11/1-11/30	Samba TV Re-Targeting (Digital Devices Connected to TV/OTT)	294,866	70	0.02%	85.55%
11/1-11/30	Orange Bowl - Orangebowl.com Banner	39,447	20	0.05%	N/A
	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
11/1-11/30	Facebook/Instagram Sponsored Ad	354,067	5,458	1.54%	N/A
	Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
11/1-11/30	everglades national park	1,887	194	10.28%	N/A
	everglades national park fl	599	59	9.85%	N/A
	everglades tour	285	19	6.67%	N/A
	visit everglades	150	16	10.67%	N/A
	everglades national park activities	75	14	18.67%	N/A
	national park florida	71	13	18.31%	N/A
	everglades national park lodging	64	13	20.31%	N/A
	florida national parks	79	10	12.66%	N/A
	national parks in florida	58	10	17.24%	N/A
	weekend getaways	149	7	4.70%	N/A
	underwater hotel	66	5	7.58%	N/A
	hotels near everglades	45	5	11.11%	N/A
	florida getaways	32	3	9.38%	N/A
	snorkeling sites	28	3	10.71%	N/A
	couples getaway packages florida	54	2	3.70%	N/A
	hotels everglades national park	29	2	6.90%	N/A
	swim with dolphins in florida	27	2	7.41%	N/A
	florida getaway	26	2	7.69%	N/A
	good snorkeling	19	2	10.53%	N/A
	kayak everglades national park	16	2	12.50%	N/A
	couple getaways in florida	15	2	13.33%	N/A
	Bing, Yahoo and AOL Search	Impressions	Clicks/Engagements	Click-through %	VCR

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

Source: 2019 IAB (Internet Advertising Bureau)

Updated by Tinsley Advertising on 7/23/20

11/1-11/30	+florida vacation	18772	357	1.93%	N/A
	+vacations destinations +florida	1715	95	5.54%	N/A
	+weekend+getaway	1244	12	0.96%	N/A
	fl +weekend +getaway	360	10	2.78%	N/A
	+getaway places	897	9	1.00%	N/A
	+florida girls +weekend	144	7	4.86%	N/A
	+florida+getaway	101	3	2.97%	N/A
	plan +vacation +florida	27	2	7.41%	N/A
	+weekend +getaway couples +florida	15	2	13.33%	N/A
DECEMBER 2019					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/31	Adara Media Network (Mobile/Tablet/Desktop/Cross-Device)	1,132,286	2,917	0.26%	N/A
12/1-12/8	Tremor Video (Mobile/Tablet/Desktop)	1,423,357	793	0.06%	N/A
12/19-12/22	CNN.com Pre-Roll Video - Co-Op	12,994	275	2.12%	87.00%
12/1-12/8	CNTraveler.com (Native Content via Social Media)	182,131	90	0.05%	N/A
12/1-12/31	Orange Bowl - Orangebowl.com Banner	66,318	55	0.08%	N/A
	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/15	Facebook/Instagram Sponsored Ad	317,293	9,664	3.05%	N/A
12/1-12/31	DestinationIDoMag.com	217,546	8,158	3.75%	N/A
12/19/19	The Knot Instagram Story	16,125	128	0.83%	N/A
	Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/31	everglades national park	7,728	757	9.80%	N/A
	everglades national park fl	2,311	242	10.47%	N/A
	everglades tour	1,313	90	6.85%	N/A
	visit everglades	671	79	11.77%	N/A
	weekend getaways	1,143	71	6.21%	N/A
	[underwater hotel]	669	61	9.12%	N/A
	national park florida	509	60	11.79%	N/A
	everglades national park activities	369	58	15.72%	N/A
	national parks in florida	453	56	12.36%	N/A
	florida national parks	497	54	10.87%	N/A
	florida getaways	549	43	7.83%	N/A
	everglades national park lodging	325	40	12.31%	N/A
	florida getaway	469	36	7.68%	N/A
	[swim with dolphins florida]	397	28	7.05%	N/A
	[swim with dolphins in florida]	354	24	6.78%	N/A
	snorkeling sites	276	18	6.52%	N/A
	good snorkeling	225	18	8.00%	N/A
	couples getaway packages florida	204	11	5.39%	N/A
	[diving in florida]	126	9	7.14%	N/A
	hotels everglades national park	113	8	7.08%	N/A
	couple getaways in florida	57	7	12.28%	N/A
	hotel everglades national park	157	6	3.82%	N/A
	[dolphin swim florida]	88	6	6.82%	N/A
	hotels near everglades	62	5	8.06%	N/A
	kayak everglades national park	43	4	9.30%	N/A
	florida weddings	36	4	11.11%	N/A
	florida getaways for couples	24	4	16.67%	N/A
	+weekend +getaways	49	3	6.12%	N/A
	hotels near everglades national park	41	3	7.32%	N/A
	florida best hotel	23	3	13.04%	N/A
	florida hotels	125	2	1.60%	N/A
	best florida getaways for couples	42	2	4.76%	N/A
	cabins everglades national park	33	2	6.06%	N/A
	kayaking everglades national park	30	2	6.67%	N/A
	florida places to stay	13	2	15.38%	N/A
	hotels in florida usa	76	1	1.32%	N/A
	island snorkeling	45	1	2.22%	N/A
	family weekend getaways in florida	32	1	3.13%	N/A
	[florida dolphin swim]	15	1	6.67%	N/A
	florida everglades fishing	11	1	9.09%	N/A
	fl wedding	7	1	14.29%	N/A
	Bing, Yahoo and AOL Search	Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/31	+florida vacation	19,658	393	2.00%	N/A
	+vacations destinations +florida	1,489	80	5.37%	N/A
	+weekend+getaway	1,064	14	1.32%	N/A
	+getaway places	698	13	1.86%	N/A
	+florida+getaway	129	7	5.43%	N/A
	fl +weekend +getaway	184	6	3.26%	N/A
	+florida girls +weekend	109	6	5.50%	N/A
	+florida+scuba+diving	137	5	3.65%	N/A
	+florida +vacation destinations kids	27	4	14.81%	N/A
JANUARY 2020					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
1/1-1/31	DestinatonIDoMag.com	218,520	8,569	3.92%	N/A
1/20-1/31	CNN.com Pre-Roll (Geo: NY,PHL,CHI,BOS,DC) - Co-Op	199,673	3,910	1.96%	85.00%
1/6-1/31	Samsung TV Ads (Digital Devices Connected to TV/OTT)	688,218	2,232	0.32%	72.89%
1/1-1/31	Adara Media Network (Mobile/Tablet/Desktop/Cross-Device)	696,385	1,086	0.16%	N/A
1/1-1/31	Adara Re-Targeting - Superbowl	696,385	1,086	0.16%	92.00%
1/6-1/31	Conversant (Interactive Pre-Roll w/ Weather Feed)	670,147	838	0.13%	74.88%

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

Source: 2019 IAB (Internet Advertising Bureau)

Updated by Tinsley Advertising on 7/23/20

1/6-1/31	Tremor Video (Mobile/Tablet/Desktop)	634,214	605	0.10%	77.41%
1/1-1/31	Orange Bowl - Orangebowl.com Banner	42,155	26	0.06%	N/A
	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
1/1-1/31	Facebook/Instagram Sponsored Ad	574,916	8,470	1.47%	N/A
1/6-1/31	SpotX (Mobile/Tablet)	804,024	2,023	0.25%	75.20%
	Google Ad Words	Impressions	Clicks/Engagements		VCR
1/1-1/31	florida getaways	4,119	259	6.29%	N/A
	florida getaway	3,698	216	5.84%	N/A
	[swim with dolphins florida]	1,923	171	8.89%	N/A
	[swim with dolphins in florida]	1,071	103	9.62%	N/A
	weekend getaways	2,979	85	2.85%	N/A
	[underwater hotel]	631	50	7.92%	N/A
	couples getaway packages florida	777	44	5.66%	N/A
	couple getaways in florida	446	28	6.28%	N/A
	everglades national park	365	25	6.85%	N/A
	snorkeling sites	325	24	7.38%	N/A
	[dolphin swim florida]	361	23	6.37%	N/A
	best florida getaways for couples	232	18	7.76%	N/A
	everglades national park fl	203	18	8.87%	N/A
	florida beach getaways for couples	265	14	5.28%	N/A
	good snorkeling	290	12	4.14%	N/A
	national park florida	37	12	32.43%	N/A
	family weekend getaways in florida	193	11	5.70%	N/A
	[diving in florida]	127	11	8.66%	N/A
	florida getaways for couples	141	9	6.38%	N/A
	visit everglades	49	9	18.37%	N/A
	+weekend +getaways	247	8	3.24%	N/A
	[florida dolphin swim]	102	8	7.84%	N/A
	island snorkeling	95	7	7.37%	N/A
	everglades national park lodging	78	7	8.97%	N/A
	everglades tour	79	5	6.33%	N/A
	florida national parks	52	5	9.62%	N/A
	florida hotels	112	4	3.57%	N/A
	florida weddings	47	4	8.51%	N/A
	national parks in florida	42	4	9.52%	N/A
	hotel everglades national park	32	4	12.50%	N/A
	hotels everglades national park	33	3	9.09%	N/A
	everglades national park activities	19	3	15.79%	N/A
	florida getaway for couples	33	2	6.06%	N/A
	florida wedding	19	2	10.53%	N/A
	florida places to stay	14	2	14.29%	N/A
	florida best hotel	43	1	2.33%	N/A
	[snorkeling vacations]	10	1	10.00%	N/A
	hotels near everglades national park	5	1	20.00%	N/A
	Bing, Yahoo and AOL Search	Impressions	Clicks/Engagements	Click-through %	VCR
1/1-1/31	+florida vacation	17,837	375	2.10%	N/A
	+vacations destinations +florida	1,596	90	5.64%	N/A
	+weekend+getaway	1,158	21	1.81%	N/A
	+getaway places	537	14	2.61%	N/A
	fl +weekend +getaway	257	11	4.28%	N/A
	+florida+getaway	139	5	3.60%	N/A
	plan +vacation +florida	61	3	4.92%	N/A
	+florida +vacation destinations kids	75	3	4.00%	N/A
	+florida +vacation +trips	77	3	3.90%	N/A
	+florida girls +weekend	92	2	2.17%	N/A
	+weekend +florida +getaways	35	2	5.71%	N/A
	fl +weekend +getaways	31	2	6.45%	N/A
	+florida +getaway romantic	55	2	3.64%	N/A
FEBRUARY 2020					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
2/1-2/29	Nativo (Native Article)	935,497	8,813	0.94%	N/A
2/1-2/29	DestinationIDo.com	223,347	8,332	3.73%	N/A
2/1-2/29	Samsung TV Ads (Digital Devices Conntected to TV/OTT)	782,677	2,691	0.34%	77.00%
2/1-2/9	CNN.com Pre-Roll (Geo: NY,PHL,CHI,BOS,DC) - Co-Op	95,036	1,788	1.88%	86.00%
2/1-2/29	Conversant (Interactive Pre-Roll w/ Weather Feed)	797,477	1,693	0.21%	80.00%
2/12/20	ChicagoTribune.com (Admail) - Co-Op	40,000	982	2.46%	N/A
2/1-2/29	Tremor Video (Mobile/Tablet/Desktop)	598,442	431	0.07%	78.76%
2/3-2/29	OutsideOnline.com (Native Content Story)	120,481	189	0.16%	N/A
2/12/20	Boston.com Traveler E-Blast - Co-Op	5,742	101	1.60%	N/A
2/1-2/29	WeddingWire.com/TheKnot.com (XO Group)	198,960	100	0.05%	N/A
3/1-3/15	NationalGeographic.com	71,401	22	0.03%	99.62%
	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
2/1-2/29	Facebook/Instagram Sponsored Video	587,034	12,131	2.07%	N/A
2/1-2/29	SpotX (Mobile/Tablet)	896,902	1,837	0.20%	77.14%
	Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
2/1-2/29	florida getaways	4,119	259	6.29%	N/A
	florida getaway	3,698	216	5.84%	N/A
	[swim with dolphins florida]	1,923	171	8.89%	N/A
	[swim with dolphins in florida]	1,071	103	9.62%	N/A
	weekend getaways	2,979	85	2.85%	N/A
	[underwater hotel]	631	50	7.92%	N/A
	couples getaway packages florida	777	44	5.66%	N/A

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

Source: 2019 IAB (Internet Advertising Bureau)

Updated by Tinsley Advertising on 7/23/20

	couple getaways in florida	446	28	6.28%	N/A
	everglades national park	365	25	6.85%	N/A
	snorkeling sites	325	24	7.38%	N/A
	[dolphin swim florida]	361	23	6.37%	N/A
	best florida getaways for couples	232	18	7.76%	N/A
	everglades national park fl	203	18	8.87%	N/A
	florida beach getaways for couples	265	14	5.28%	N/A
	good snorkeling	290	12	4.14%	N/A
	national park florida	37	12	32.43%	N/A
	family weekend getaways in florida	193	11	5.70%	N/A
	[diving in florida]	127	11	8.66%	N/A
	florida getaways for couples	141	9	6.38%	N/A
	visit everglades	49	9	18.37%	N/A
	+weekend +getaways	247	8	3.24%	N/A
	[florida dolphin swim]	102	8	7.84%	N/A
	everglades national park lodging	78	7	8.97%	N/A
	everglades tour	79	5	6.33%	N/A
	florida national parks	52	5	9.62%	N/A
	florida hotels	112	4	3.57%	N/A
	florida weddings	47	4	8.51%	N/A
	national parks in florida	42	4	9.52%	N/A
	hotel everglades national park	32	4	12.50%	N/A
	hotels everglades national park	33	3	9.09%	N/A
	everglades national park activities	19	3	15.79%	N/A
	florida getaway for couples	33	2	6.06%	N/A
	florida wedding	19	2	10.53%	N/A
	florida places to stay	14	2	14.29%	N/A
	florida best hotel	43	1	2.33%	N/A
	[snorkeling vacations]	10	1	10.00%	N/A
	hotels near everglades national park	5	1	20.00%	N/A
	Bing, Yahoo and AOL Search	Impressions	Clicks/Engagements	Click-through %	VCR
2/1-2/29	+florida vacation	11995	266	2.2%	N/A
	+vacations destinations +florida	1253	53	4.2%	N/A
	+getaway places	392	10	2.6%	N/A
	+weekend+getaway	590	9	1.5%	N/A
	+florida+getaway	65	3	4.6%	N/A
	+florida +vacation +trips	44	3	6.8%	N/A
	fl +weekend +getaway	125	2	1.6%	N/A
	+florida girls +weekend	63	2	3.2%	N/A
MARCH 2020					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
3/1-3/31	DestinationIDoMag.com	210,473	8,158	3.88%	N/A
3/1-3/16	WeddingWire.com/TheKnot.com	157,278	4,560	2.90%	N/A
3/1-3/15	Nativo (Native Content)	932,688	3,709	0.40%	N/A
3/1-3/15	Samsung TV Ads (Digital Devices Conntected to TV/OTT)	390,200	1,456	0.37%	76.72%
3/1-3/16	Tremor Video (Mobile/Tablet/Desktop)	182,604	1,279	0.70%	79.99%
3/1-3/15	Conversant (Interactive Pre-Roll w/ Weather Feed)	344,084	298	0.09%	77.00%
3/1-3/16	CNN.com Pre-Roll (Geo: NY,PHL,CHI,BOS,DC) - Co-Op	22,654	189	0.83%	93.00%
3/16-3/16	Samba TV (Digital Devices Conntected to TV/OTT)	4,707	20	0.42%	85.00%
3/1-3/16	OutsideOnline.com - Native Content Story	6,999	13	0.19%	N/A
	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
3/1-3/16	Facebook/Instagram Sponsored Ad	220,689	5,826	2.64%	N/A
3/1-3/16	SpotX (Mobile/Tablet)	457,457	905	0.20%	77.98%
	Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
3/1-3/25	everglades national park	1,468	235	16.01%	N/A
	florida getaway	2,895	132	4.56%	N/A
	national parks in florida	609	118	19.38%	N/A
	everglades national park fl	562	86	15.30%	N/A
	florida national parks	607	82	13.51%	N/A
	florida vacations	1206	57	4.73%	N/A
	national park florida	367	56	15.26%	N/A
	weekend getaways	2573	56	2.18%	N/A
	florida getaways	1180	56	4.75%	N/A
	visit everglades	263	45	17.11%	N/A
	couples getaway packages florida	445	38	8.54%	N/A
	everglades national park lodging	144	36	25.00%	N/A
	florida hotels	1013	35	3.46%	N/A
	scuba diving	603	33	5.47%	N/A
	florida best hotel	478	26	5.44%	N/A
	everglades tour	318	25	7.86%	N/A
	hotel everglades national park	105	24	22.86%	N/A
	florida getaways for couples	526	24	4.56%	N/A
	hotels in florida usa	425	19	4.47%	N/A
	florida places to stay	383	12	3.13%	N/A
	florida wedding	312	12	3.85%	N/A
	florida weddings	184	10	5.43%	N/A
	[swim with dolphins florida]	70	9	12.86%	N/A
	couple getaways in florida	308	9	2.92%	N/A
	hotels everglades national park	80	9	11.25%	N/A
	family weekend getaways in florida	196	8	4.08%	N/A
	everglades national park activities	42	8	19.05%	N/A
	best florida getaways for couples	109	8	7.34%	N/A
	snorkeling	101	6	5.94%	N/A
	+weekend +getaways	151	5	3.31%	N/A
	hotels near everglades	42	5	11.90%	N/A
	[underwater hotel]	12	4	33.33%	N/A

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

Source: 2019 IAB (Internet Advertising Bureau)

Updated by Tinsley Advertising on 7/23/20

	florida getaway for couples	81	4	4.94%	N/A
	fl wedding	137	4	2.92%	N/A
	kayaking everglades national park	18	3	16.67%	N/A
	[diving in florida]	26	3	11.54%	N/A
	[swim with dolphins in florida]	39	2	5.13%	N/A
	weeekend getaway	41	2	4.88%	N/A
	fl weddings	31	2	6.45%	N/A
	kayak everglades national park	11	2	18.18%	N/A
	everglades national park fishing	57	1	1.75%	N/A
	hotels near everglades national park	6	1	16.67%	N/A
	florida beach getaways for couples	7	1	14.29%	N/A
	florida everglades fishing	4	1	25.00%	N/A
	best hotel to stay in florida	28	1	3.57%	N/A
	Bing, Yahoo and AOL Search	Impressions	Clicks/Engagements	Click-through %	VCR
3/1-3/25	+florida vacation	10859	150	1.38%	N/A
	+vacations destinations +florida	641	29	4.52%	N/A
	+weekend+getaway	316	8	2.53%	N/A
	+florida+getaway	26	1	3.85%	N/A
	+florida girls +weekend	37	1	2.70%	N/A
	+weekend +florida +getaways	7	1	14.29%	N/A
	fl +weekend +getaways	2	1	50.00%	N/A
APRIL 2020					
	Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
4/1-4/30	couples getaway packages florida	1,385	126	9.10%	N/A
	[underwater hotel]	784	90	11.48%	N/A
	everglades national park lodging	253	61	24.11%	N/A
	best florida getaways for couples	389	45	11.57%	N/A
	couple getaways in florida	646	36	5.57%	N/A
	hotel everglades national park	228	30	13.16%	N/A
	"florida vacations"	304	26	8.55%	N/A
	[underwater hotel in florida]	155	23	14.84%	N/A
	snorkeling sites	446	20	4.48%	N/A
	good snorkeling	476	18	3.78%	N/A
	everglades national park fishing	253	16	6.32%	N/A
	florida beach getaways for couples	130	16	12.31%	N/A
	kayaking everglades national park	90	13	14.44%	N/A
	hotels near everglades	94	11	11.70%	N/A
	florida getaways for couples	91	10	10.99%	N/A
	florida everglades fishing	273	9	3.30%	N/A
	kayak everglades national park	95	8	8.42%	N/A
	[swim with dolphins in florida]	26	8	30.77%	N/A
	"florida vacation"	149	6	4.03%	N/A
	[swim with dolphins florida]	54	6	11.11%	N/A
	hotels near everglades national park	34	6	17.65%	N/A
	florida getaway for couples	78	5	6.41%	N/A
	hotels everglades national park	62	4	6.45%	N/A
	everglades fishing report	47	3	6.38%	N/A
	[vacations in florida]	25	3	12.00%	N/A
	[scuba tours]	24	3	12.50%	N/A
	[diving in florida]	15	3	20.00%	N/A
	[best florida vacations]	7	3	42.86%	N/A
	[snorkeling]	14	2	14.29%	N/A
	[florida vacations]	13	2	15.38%	N/A
	[florida dolphin swim]	1	1	100.00%	N/A
	Bing, Yahoo and AOL Search	Impressions	Clicks/Engagements	Click-through %	VCR
4/1-4/30	+florida vacation	12773	132	0.87%	N/A
	+vacations destinations +florida	355	7	1.97%	N/A
	+getaway places	167	4	2.40%	N/A
	plan +vacation +florida	40	3	7.50%	N/A
	+weekend+getaway	73	2	2.74%	N/A
MAY 2020					
	Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
5/1-5/31	couples getaway packages florida	4,714	387	8.21%	N/A
	[underwater hotel]	857	125	14.59%	N/A
	everglades national park lodging	426	101	23.71%	N/A
	couple getaways in florida	1,486	87	5.85%	N/A
	best florida getaways for couples	583	72	12.35%	N/A
	florida beach getaways for couples	860	57	6.63%	N/A
	hotel everglades national park	351	50	14.25%	N/A
	florida getaways for couples	519	47	9.06%	N/A
	[underwater hotel in florida]	188	39	20.74%	N/A
	good snorkeling	543	34	6.26%	N/A
	[best florida vacations]	205	21	10.24%	N/A
	snorkeling sites	439	19	4.33%	N/A
	[best resorts in florida]	266	19	7.14%	N/A
	[florida beach resorts]	220	17	7.73%	N/A
	[swim with dolphins florida]	107	17	15.89%	N/A
	[vacations in florida]	208	16	7.69%	N/A
	hotels everglades national park	119	16	13.45%	N/A
	florida everglades fishing	155	14	9.03%	N/A
	hotels near everglades	138	13	9.42%	N/A
	florida getaway for couples	150	12	8.00%	N/A
	kayak everglades national park	111	12	10.81%	N/A
	[best florida resorts]	101	9	8.91%	N/A

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

Source: 2019 IAB (Internet Advertising Bureau)

Updated by Tinsley Advertising on 7/23/20

	everglades national park fishing	114	8	7.02%	N/A
	[florida resorts]	95	8	8.42%	N/A
	hotels near everglades national park	68	8	11.76%	N/A
	[swim with dolphins in florida]	46	8	17.39%	N/A
	[florida hotels on the beach]	158	6	3.80%	N/A
	[diving in florida]	46	6	13.04%	N/A
	[florida vacations]	137	5	3.65%	N/A
	[florida hotel]	118	5	4.24%	N/A
	[florida beach weddings]	86	5	5.81%	N/A
	[scuba tours]	83	5	6.02%	N/A
	kayaking everglades national park	73	3	4.11%	N/A
	[florida wedding venues]	29	2	6.90%	N/A
	[florida snorkeling]	25	1	4.00%	N/A
	[dolphin swim florida]	17	1	5.88%	N/A
	[beach wedding]	11	1	9.09%	N/A
	[best hotel to stay in florida]	10	1	10.00%	N/A
	[snorkeling vacations]	4	1	25.00%	N/A
	[florida resorts on the beach]	3	1	33.33%	N/A
	Bing, Yahoo and AOL Search	Impressions	Clicks/Engagements	Click-through %	VCR
5/1-5/31	+florida vacation	19,580	238	1.2%	N/A
	+vacations destinations +florida	647	19	2.94%	N/A
	+florida vacation	680	11	1.62%	N/A
	+getaway places	247	9	3.64%	N/A
	fl +weekend +getaway	107	4	3.74%	N/A
	+florida +vacation destinations kids	61	3	4.92%	N/A
	+weekend+getaway	81	2	2.47%	N/A
	+florida+getaway	33	1	3.03%	N/A
	+florida girls +weekend	68	1	1.47%	N/A
JUNE 2020					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
6/15-6/30	Tremor Video (Mobile/Tablet/Desktop)	2,268,772	15,119	0.67%	81.68%
6/15-6/30	WeddingWire.com/TheKnot.com (XO Group)	231,245	6,013	2.60%	N/A
6/15-6/30	CNN.com Pre-Roll (Geo:Florida, ATL, CLT, Dallas, Nashville) - Spring Co-Op	138,413	1,525	1.10%	91.04%
6/15-6/30	CNN.com Pre-Roll (Geo:Florida, ATL, CLT, Dallas, Nashville) - Summer Co-Op	134,454	903	0.67%	94.90%
6/15-6/30	Samba TV Re-Targeting (Digital Devices Connected to TV/OTT)	125,325	404	0.32%	89.90%
6/15-6/30	Adara Media Network (Mobile/Tablet/Desktop/Cross-Device)	231,837	403	0.17%	
6/15-6/30	OutsideOnline.com	125,144	149	0.12%	N/A
6/15-6/30	SaltwaterSportsman.com Banners	12,582	22	0.17%	N/A
	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
6/15-6/30	Facebook/Instagram Sponsored Ad	705,622	9,774	1.39%	N/A
6/15-6/30	Saltwater Sportsman Custom Facebook Video	145,362	387	0.27%	
6/1-6/30	SpotX (Mobile/Tablet)	574,074	149	0.03%	81.03%
	Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
6/1-6/30	couples getaway packages florida	11,143	880	7.90%	N/A
	[underwater hotel]	702	135	19.23%	N/A
	best florida getaways for couples	828	89	10.75%	N/A
	couple getaways in florida	1,413	67	4.74%	N/A
	florida getaways for couples	1,124	62	5.52%	N/A
	florida beach getaways for couples	1,046	58	5.54%	N/A
	[best resorts in florida]	515	30	5.83%	N/A
	everglades national park lodging	184	27	14.67%	N/A
	florida getaway for couples	304	22	7.24%	N/A
	[underwater hotel in florida]	103	19	18.45%	N/A
	[best florida vacations]	204	18	8.82%	N/A
	snorkeling sites	208	17	8.17%	N/A
	[swim with dolphins florida]	127	16	12.60%	N/A
	hotels everglades national park	93	14	15.05%	N/A
	good snorkeling	199	13	6.53%	N/A
	[florida beach resorts]	183	12	6.56%	N/A
	hotel everglades national park	106	11	10.38%	N/A
	[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
	Bing, Yahoo and AOL Search	Impressions	Clicks/Engagements	Click-through %	VCR
6/1-6/30	+florida vacation	9114	136	1.33%	N/A
	weekend getaways	3318	87	2.56%	N/A
	florida travel	4539	69	1.52%	N/A
	florida trip	1581	50	2.72%	N/A
	vacation rentals florida	134	11	8.75%	N/A
	florida vacations	416	8	1.92%	N/A
	+getaway places	391	6	1.53%	N/A

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

Source: 2019 IAB (Internet Advertising Bureau)

Updated by Tinsley Advertising on 7/23/20

	+florida +vacation destinations kids	229	6	2.62%	N/A
	+vacations destinations +florida	187	5	2.67%	N/A
	vacation deals	111	4	3.60%	N/A
	vacation rentals florida	54	2	3.70%	N/A
	florida beach resorts	32	2	6.25%	N/A
	Top Florida Destinations	28	2	7.14%	N/A
	+getaway +weekends +florida	27	2	7.41%	N/A
	most romantic +getaways +florida	25	2	8.00%	N/A
	Best Florida Resorts	23	2	8.70%	N/A
	fun +getaways +florida	20	2	10.00%	N/A

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

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FY 2020 MEDIA PLAN

Key Largo — The Florida Keys
Key West · Big Pine Key & The Lower Keys · Marathon · Islamorada

Tinsley Full Service Advertising

Media to be ordered = ____ Media Ordered = ____

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Weeks Begin on Mondays:	4th Quarter													1st Quarter													2nd Quarter												3rd Quarter														
	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

Media	Unit	Circ.	#	GROSS TOTAL
SPOT TELEVISION:				
Fall/Winter/Spring:				
• New York DMA	:30			$89,390
• Chicago DMA	:30			$51,260
• Philadelphia DMA	:30			$53,973
• Boston DMA	:30			$49,685
• Washington DC DMA	:30			$41,086
• Minneapolis-St. Paul DMA	:30			$24,312
• Dallas-Ft. Worth DMA	:30			$21,173
• Atlanta DMA	:30			$21,366
• Charlotte DMA	:30			$14,196
				Total Out-of State TV: *$432,140*
Summer:				
• Miami-Ft. Lauderdale DMA	:30			$10,081
• Tampa-St. Petersburg DMA	:30			$104,367
• Orlando-Melbourne DMA	:30			$94,282
• West Palm Beach DMA	:30			$57,950
• Jacksonville DMA	:30			$26,068
• Ft. Myers-Naples DMA	:30			$28,006
• Atlanta DMA	:30			$61,014
• Dallas-Ft. Worth DMA	:30			$27,486
• Charlotte DMA	:30			$20,835
				Total Summer TV: *$430,089*
NATIONAL CABLE TELEVISION (FISHING)				
• The Fishing Guyz - Airs on Discovery Channel	:30			$34,201
(Airs on Discovery Channel available in 96MM homes)				
				TELEVISION TOTAL: $896,430

Cancelled Weeks

Media	Weeks
New York DMA	11/11-12/15; 1/6-3/15; X X X X
Chicago DMA	11/11-12/15; 1/6-3/15; X X X X
Philadelphia DMA	1/6-3/15; X X X X
Boston DMA	1/6-3/15; X X X X
Washington DC DMA	1/6-3/15; X X X X
Minneapolis-St. Paul DMA	1/6-3/15; X X X X
Dallas-Ft. Worth DMA	1/6-3/15; X X X X
Atlanta DMA	2/3-3/15; X X X X
Charlotte DMA	2/3-3/15; X X X X

Buys cancelled 3/16/2020

Media	Weeks
Miami-Ft. Lauderdale DMA	6/1-6/15
Tampa-St. Petersburg DMA	6/1-6/30; 7/13-9/13
Orlando-Melbourne DMA	6/1-6/30; 7/13-9/13
West Palm Beach DMA	6/1-6/30; 7/13-9/13
Jacksonville DMA	6/1-6/30; 7/13-9/13
Ft. Myers-Naples DMA	6/1-6/30; 7/13-9/13
Atlanta DMA	6/1-6/30; 7/13-9/13
Dallas-Ft. Worth DMA	6/1-6/30; 7/13-9/13
Charlotte DMA	6/1-6/30; 7/13-9/13
The Fishing Guyz - Airs on Discovery Channel	1/6-3/31 (13 weeks) 1x :30 per week

FY 2020 MEDIA PLAN

Key Largo — The Florida Keys
Key West · Big Pine Key & The Lower Keys · Marathon · Islamorada

Tinsley Full Service Advertising

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		IMP (000)	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			
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DIGITAL:																																																					
Digital - Social Media Sponsored Ads:																																																					
• Facebook/Instagram Sponsored Ad	:15 Video	NA	10/1-3/15																						X	X	X	X	X	X	X	X	X	X	X	X	X	6/15-6/30														$18,719
Digital - Weddings/Honeymoons:																									Paused 3/16													GEO FL, ATL, DFW, CLT														
• TheKnot.com	:15/Native Content	1,363,000					11/1-3/15																		X	X												6/15-6/30				7/20-8/16										$33,348
																									Paused 3/16																												
• DestinationIDoMag.com	Banner	40,000	October-September (Annual)																																																		Added Value
Digital - Native Content (General + Diving & Fishing):																																																					
• Nativo - Promoted Native Content Ads promoting article on Key Largo		800,000																	February																																		$22,800
• NationalGeographic.com Travel/Adventure ROS	:15 Pre-roll +	433,333														1/6-3/15																																			$10,944
Native Content Story	728 x 90, 300 x 250, 320 x 50																																																				
• CNTraveler.com Native content story promoted via social media						10/21-12/8																																														$34,200
						Geo-Targeted to NY, PHL, BOS, DC																																														
• OutsideOnline.com Native content story		435,000																	2/3-3/15						X	X	X	X	X	X	X							6/15-6/30							Resume Aug. TBD							$17,100
																									Paused 3/16																												
• SportDiver.com/ScubaDiving.com Banner, Native		175,000+																	1/27-3/15						X	X												6/15-6/30							Resume Aug. TBD							$11,514
Content, Social Media Posts (Instagram & Facebook)																									Paused 3/16																												
• SportFishing.com/SaltwaterSportsman.com	Native	250,000																									X	X	X	X								6/15-6/30							Resume Aug. TBD							$13,808
	Facebook Video Post																										4/1 start moved to 6/15																											
Digital - Connected TV/OTT (Over-the-top):																																																					
• Samsung TV Ads Re-targeting users who watched on Smart TV's	Pre-Roll :15	1,850,000														1/6-3/15																																			$57,000
• Samba TV Re-targeting digital devices of those who have watched	Pre-Roll :15	1,666,667					10/28-12/15																		X	X	X	X	X	X	X	X	X	X				6/15-6/30				7/24-8/9										$28,500
Smart TV/OTT (netflix, hulu, HBO app etc.) on Sony, Panasonic, Toshiba and Sharp																									3/16 start moved to 6/15																												
Digital - Mobile/Tablet/Desktop Cross-Device:																																																					
• Tremor	Pre-Roll :15	3,395,612																																		6/1-6/30						7/24-8/9										$60,000
• Adara Media Network - *Targets users searching for*	Pre/Mid-Roll :15	2,500,000				10/21-12/15																										X	X	X	X	X	X	6/15-6/30				7/24-8/9										$108,300
airfares & hotel rooms in Florida (exludes Orlando) & Caribbean.	+300 x 250 Companion Banner					Geo-Targeted to NY, CHI, PHL, BOS and DC										Geo-Targeted to NY, CHI, PHL, BOS and DC																		5/4-7/26 delayed start and wil begin on 6/15-9/30							GEO FL, ATL, DFW, CLT										
Adara has exclusive access to *loyalty members & travelers data of Delta, United, US Airways, Marriott, Preferred Hotels, Wyndham, Travelport, Airfare.com, Kayak.com ETC.*																																																					
• Tremor Video Mobile/Tablet/Desktop	Pre-Roll :15	1,850,000				10/21-12/8										1/6-3/15																	X	X	X	X	X	6/15-6/30				7/24-8/9										$75,240
A35-64 $100k+ News/Business & Travel Sites, Travel Intenders	+ 300 x250 Companion Banner					Geo-Targeted to NY, CHI, PHL, BOS and DC										Geo-Targeted to NY, CHI, PHL, BOS and DC																		5/11 start delayed until 6/15							GEO FL, ATL, DFW, CLT										
• SpotX Mobile/Tablet	Pre-Roll :15	4,545,454														1/6-3/15																	X	X	X	X	X	6/15-6/30				7/24-8/23										$65,552
• Conversant Interactive Pre-roll w/weather feed	Pre-Roll :15	1,944,444														1/6-3/15																	5/11 start delayed until 6/15							GEO FL, ATL, DFW, CLT										$39,901
(under 40 degrees)	+ 300 x250 Companion Banner															Geo-Targeted to NY, CHI, PHL, BOS and DC																																					

FY 2020 MEDIA PLAN

The Florida Keys Key Largo — Key West, Big Pine Key & The Lower Keys, Marathon, Islamorada

Tinsley Full Service Advertising

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	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		

PRINT:				
• Destination I Do Magazine (Co-op Program)	Full Page, 4C	40,000	Spring/Summer (Mar-Aug) / Fall/Winter (Sep	1	$9,866
• Outside Magazine	1/2 Page 4C	675,000	May	1	$19,851
• Travel + Leisure (Florida edit section)	Full Page	976,562	December	1	$53,295
• Paddling Magazine (Formerly Adventure Kayak)	Full Page, 4C	47,330	December / February	2	$4,275
• Saltwater Sportsman	Full Page 4C	125,000	May	1	$9,188
			PRINT TOTAL:		$96,476

DAC V/KEY LARGO 2020 BUDGET SUMMARY	
TOTAL MEDIA SPEND TO DATE:	$1,733,812
PRODUCTION:	$23,000
TOTAL RESOURCES:	$12,265
GRAND TOTAL BUDGET:	$1,769,077

*Please note separate from the above budget there is also $170,000 in Emergency (Promotional/Storm) Resources

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Martin County Public Schools:	12/23-1/5	3/14-3/22	5/29-8/11
Hillsborough County Public Schools:	12/23-1/6	3/14-3/22	5/30-8/11
Pinellas County Public Schools	12/23-1/6	3/14-3/22	6/2-8/12
Orange County Public Schools:	12/23-1/6	3/13-3/22	5/28-8/11
Osceola County Public Schools:	12/23-1/6	3/14-3/22	5/29-8/11
Seminole County Public Schools:	12/23-1/5	3/14-3/22	5/28-8/11
Duval County Public Schools:	12/23-1/6	3/14-3/22	5/30-8/11

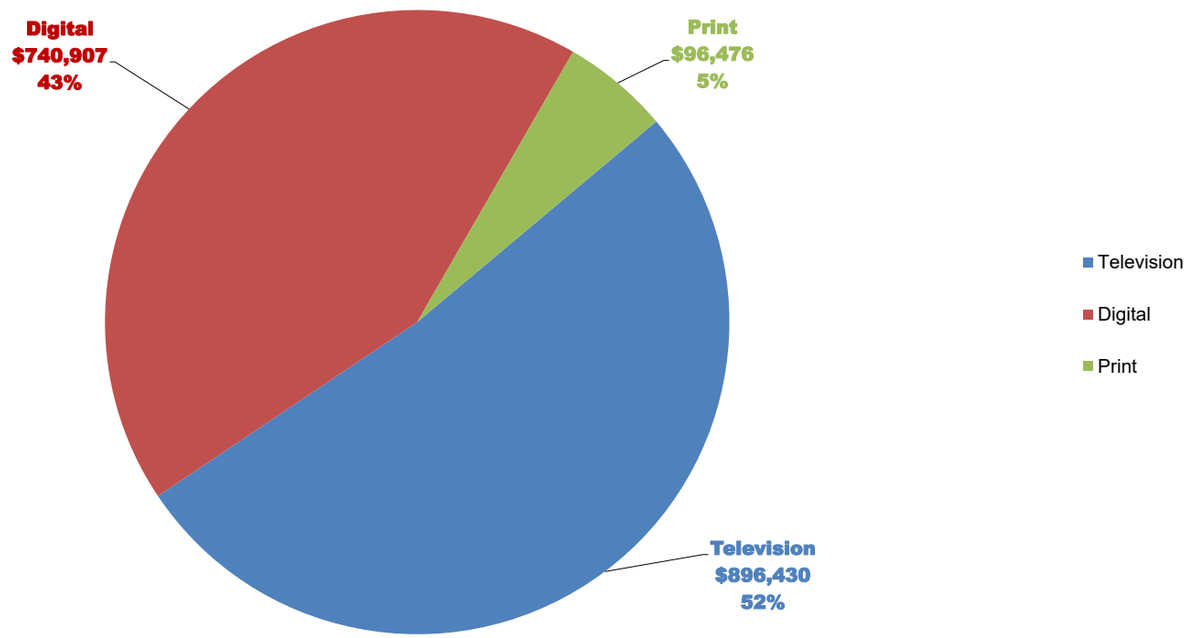
Weeks Begin on Mondays:	4th Quarter											
	OCT '19				NOV '19				DEC '19			
	30-Sep	7-Oct	14-Oct	21-Oct	28-Oct	4-Nov	11-Nov	18-Nov	25-Nov	2-Dec	9-Dec	16-Dec	23-Dec

Weeks Begin on Mondays:	1st Quarter												
	JAN '20				FEB '20				MAR '20				
	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

Weeks Begin on Mondays:	2nd Quarter												
	APR '20				MAY '20					JUN '20			
	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

Weeks Begin on Mondays:	3rd Quarter													#	GROSS TOTAL
	JUL '20				AUG '20					SEP '20					
	29-Jun	6-Jul	13-Jul	20-Jul	27-Jul	3-Aug	10-Aug	17-Aug	24-Aug	31-Aug	7-Sep	14-Sep	21-Sep		

DAC V / KEY LARGO
FY 2020 PLAN DISTRIBUTION BY MEDIA



TOTAL MEDIA EXPENDITURE TO DATE: $1,733,812

G.2 FYI – COVID-19 County Messaging

English & Spanish PSA

ENGLISH LANGUAGE (Television):

July 15-September 27

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

SPANISH LANGUAGE (Television & Radio):

July 15-September 27

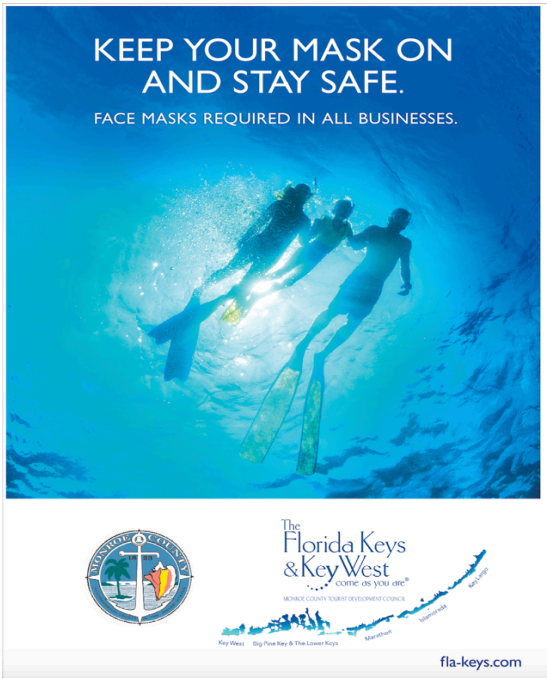
Miami/Ft. Lauderdale DMA

Spanish Language Television:	$50,000
Spanish Language Radio:	$40,000
TOTAL:	**$90,000**

GRAND TOTAL:	**$161,722**

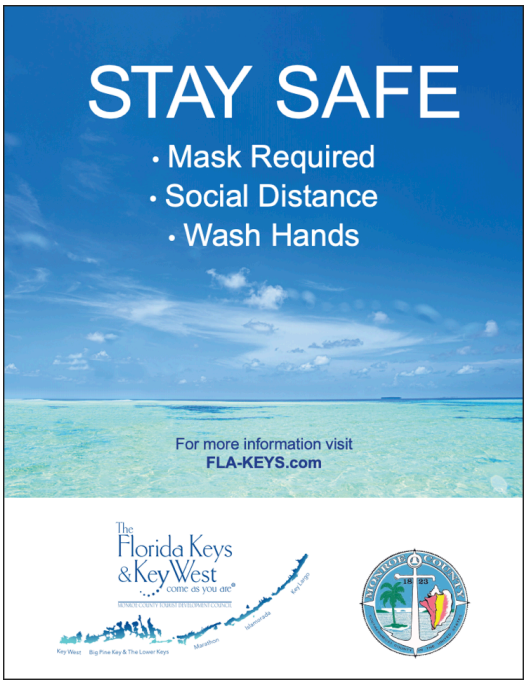
Out-of-Home

Monroe County Bus Shelters



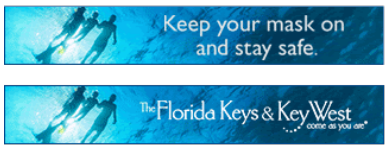
Collateral

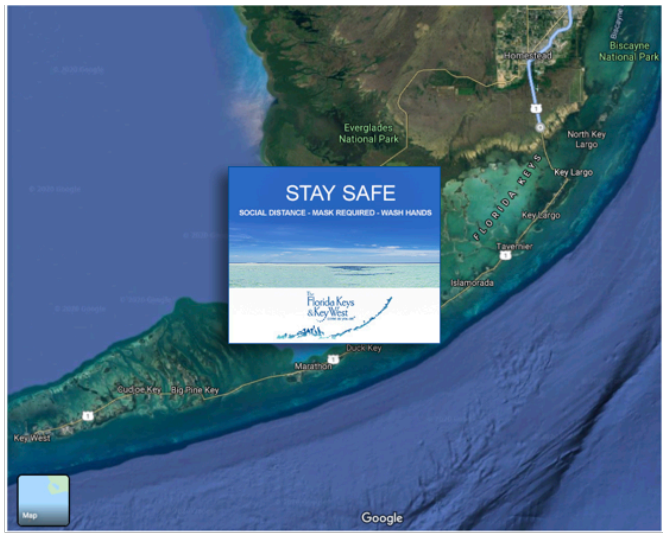
Hotelier Signage



In-Market Mobile Banners

GroundTruth Media

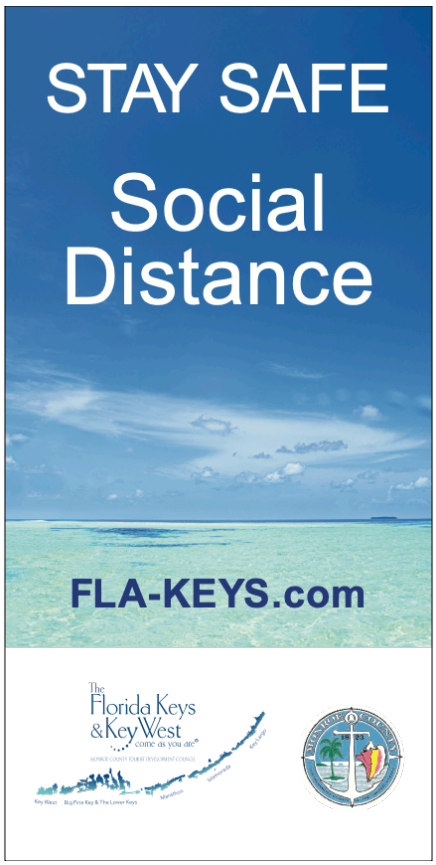




Collateral

Key West Airport Signage

Power Pole Banners



Out-of-Home

Clear Channel (Florida City)

Out-of-Home

Clear Channel (Florida City) - PSA

Cable Television

Comcast – Channel 5 & Key TV – Channel 24

"COVID-19 PSA"

Visit Link to View Video

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

Smith Travel Research

Monthly District & Tier Overview Report

For the month of: June 2020

H.1

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

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

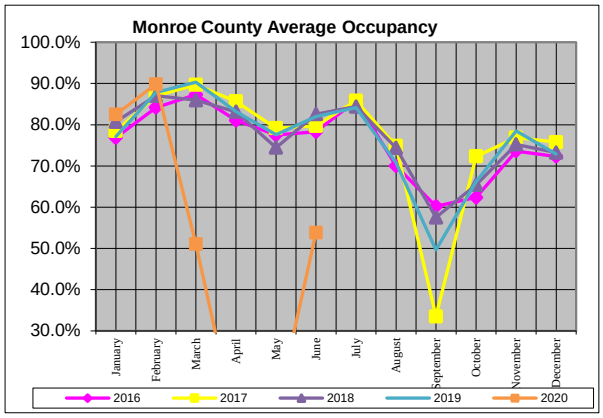
The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This industry standard and is intended solely for the internal purposes of your company and should not be published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

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

HISTORIC TREND REPORT - COUNTY & DISTRICT	MONROE COUNTY
SMITH TRAVEL RESEARCH	7/23/2020

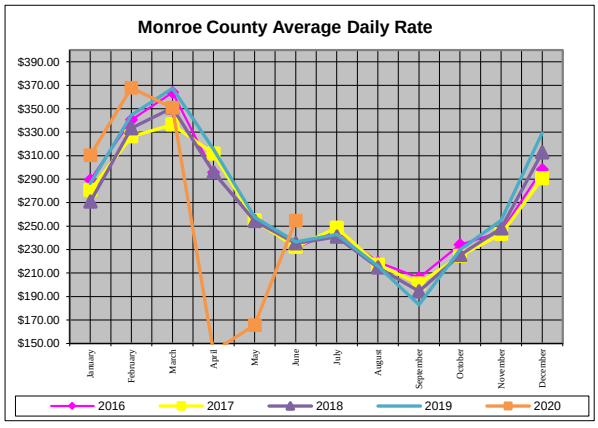
OCCUPANCY RATE

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



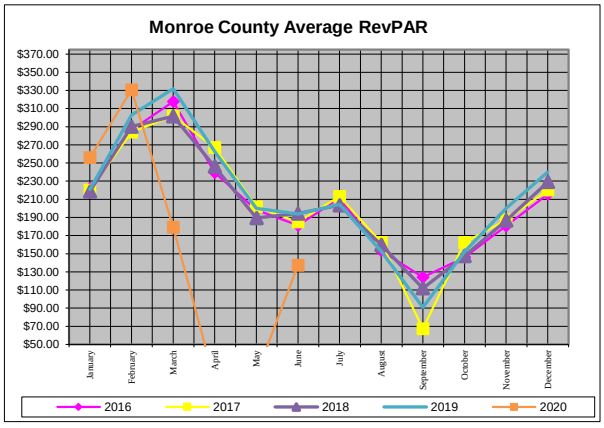
AVERAGE DAILY RATE

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



RevPAR

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



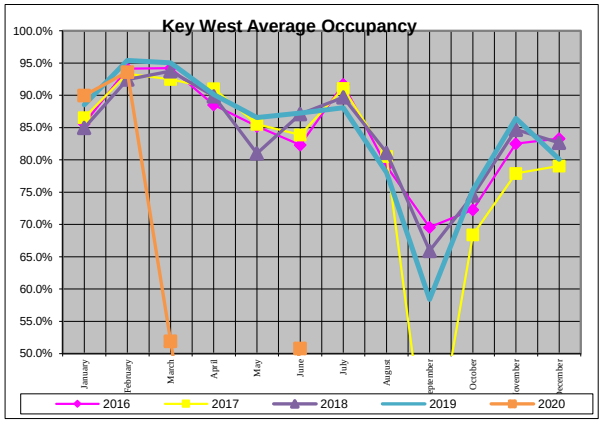
Prior year performance numbers may be updated with current data due to new participants providing their historic information and/or past participants providing updated prior year performance numbers.

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

HISTORIC TREND REPORT	**KEY WEST**
SMITH TRAVEL RESEARCH	7/23/2020

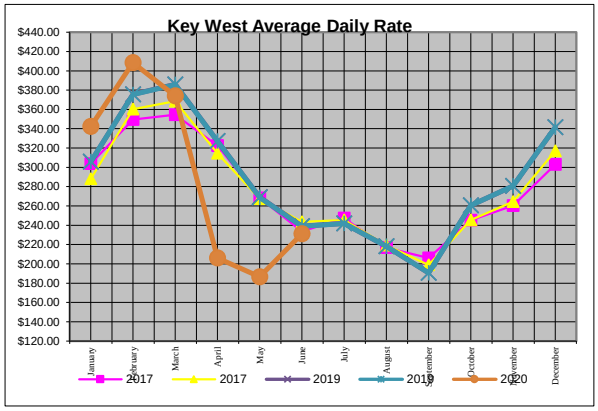
OCCUPANCY RATE

	2016	2017	2018	2019	2020	% Chg
January	85.6%	86.6%	85.0%	88.5%	90.0%	**1.7%**
February	94.1%	93.3%	92.5%	95.4%	93.6%	**-1.9%**
March	94.2%	92.5%	93.8%	95.0%	51.9%	**-45.3%**
April	88.5%	91.0%	89.9%	90.1%	9.6%	**-89.3%**
May	85.2%	85.5%	81.0%	86.5%	14.7%	**-83.0%**
June	82.3%	83.9%	87.1%	87.3%	50.8%	**-41.8%**
July	91.7%	91.1%	89.7%	88.1%		
August	79.0%	80.6%	81.1%	78.0%		
September	69.6%	29.8%	65.9%	58.4%		
October	72.3%	68.4%	74.5%	75.3%		
November	82.5%	77.9%	84.7%	86.4%		
December	83.3%	79.1%	82.7%	80.1%		
Total	83.6%	79.9%	83.9%	84.2%	69.0%	**-23.7%**



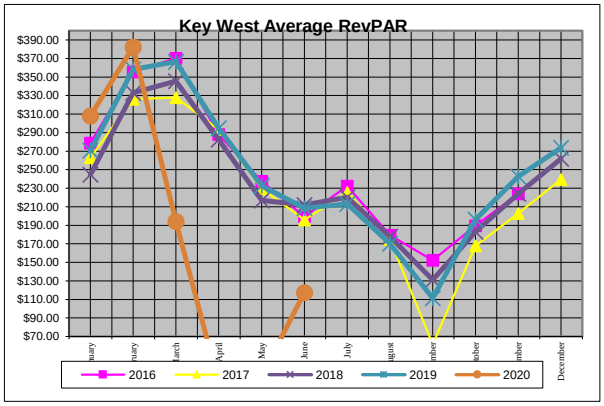
AVERAGE DAILY RATE

	2017	2018	2019	2019	2020	% Chg
January	$303.93	$288.05	$305.62	$305.87	$342.23	**11.9%**
February	$349.38	$360.11	$375.63	$375.33	$408.44	**8.8%**
March	$354.54	$368.54	$385.96	$385.73	$374.02	**-3.0%**
April	$322.40	$314.41	$327.16	$327.29	$206.10	**-37.0%**
May	$268.25	$267.51	$268.99	$268.85	$186.62	**-30.6%**
June	$233.48	$243.38	$238.99	$238.81	$231.04	**-3.3%**
July	$247.41	$245.56	$241.88	$241.88		
August	$216.76	$219.18	$218.13	$218.13		
September	$206.08	$198.82	$190.67	$190.67		
October	$245.22	$245.37	$260.44	$260.44		
November	$260.20	$264.41	$280.78	$280.78		
December	$303.02	$316.94	$341.38	$341.38		
Total	$291.03	$281.38	$280.23	$291.52	$351.19	**10.3%**



RevPAR

	2016	2017	2018	2019	2020	% Chg
January	$278.65	$263.06	$244.72	$270.78	$307.99	**13.7%**
February	$355.57	$326.08	$332.94	$358.09	$382.40	**6.8%**
March	$370.39	$327.89	$345.53	$366.63	$194.30	**-47.0%**
April	$287.84	$293.52	$282.59	$294.95	$19.79	**-93.3%**
May	$237.58	$229.47	$216.71	$232.66	$27.46	**-88.2%**
June	$199.32	$195.87	$212.01	$208.42	$117.44	**-43.7%**
July	$232.40	$225.31	$220.28	$213.02		
August	$179.31	$174.64	$177.77	$170.19		
September	$152.20	$61.42	$131.09	$111.36		
October	$189.60	$167.81	$182.85	$196.20		
November	$224.08	$202.72	$223.97	$242.72		
December	$263.18	$239.63	$261.96	$273.50		
Total	$243.32	$224.85	$234.99	$245.40	$242.25	**-15.8%**



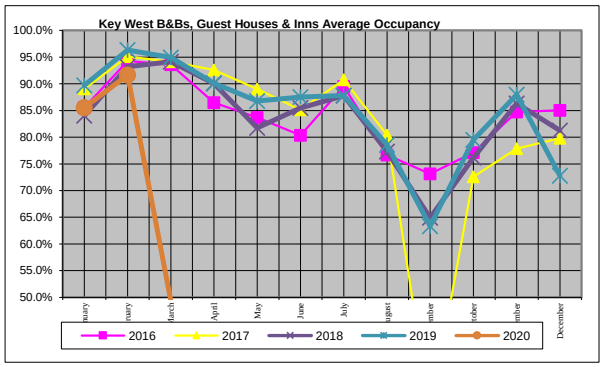
Prior year performance numbers may be updated with current data due to new participants providing their historic information and/or past participants providing updated prior year performance numbers.

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

HISTORIC TREND REPORT | **KEY WEST B&Bs, GUEST HOUSES AND INNS**
SMITH TRAVEL RESEARCH | 7/23/2020

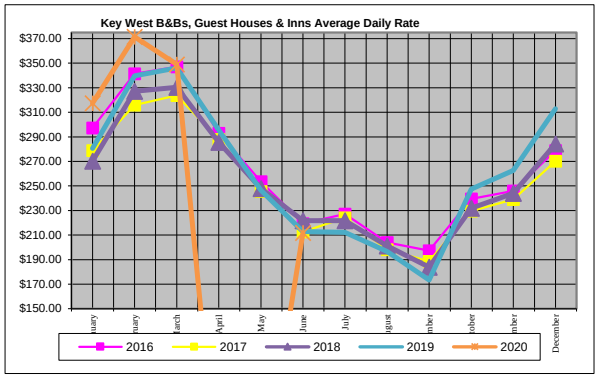
OCCUPANCY RATE

	2016	2017	2018	2019	2020	% Chg
January	85.5%	89.1%	84.1%	89.7%	85.5%	**-4.6%**
February	94.3%	95.1%	93.2%	96.3%	91.6%	**-4.8%**
March	93.6%	94.1%	94.1%	94.9%	49.3%	**-48.0%**
April	86.5%	92.6%	90.0%	90.1%	0.0%	**-100.0%**
May	83.7%	89.0%	81.7%	86.8%	0.0%	**-100.0%**
June	80.3%	85.1%	85.5%	87.5%	43.9%	**-49.8%**
July	89.5%	90.7%	87.8%	87.8%		
August	76.7%	80.4%	77.3%	78.6%		
September	73.1%	28.3%	64.9%	63.4%		
October	77.1%	72.6%	76.2%	79.5%		
November	84.7%	77.9%	86.3%	88.0%		
December	85.0%	79.8%	81.2%	72.8%		
Total	83.1%	80.8%	83.4%	84.7%	77.0%	**-15.2%**



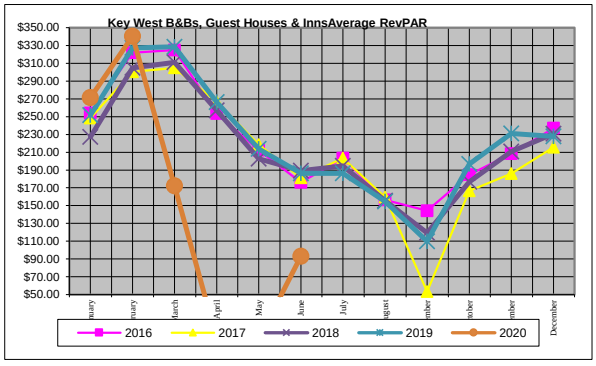
AVERAGE DAILY RATE

	2016	2017	2018	2019	2020	% Chg
January	$297.28	$278.88	$270.12	$280.63	$317.33	**13.1%**
February	$341.53	$315.91	$327.13	$339.68	$371.47	**9.4%**
March	$347.07	$323.75	$330.36	$346.13	$349.01	**0.8%**
April	$292.90	$287.87	$285.56	$295.60	$0.00	**-100.0%**
May	$253.47	$245.47	$247.89	$246.35	$0.00	**-100.0%**
June	$219.34	$212.64	$221.63	$212.76	$211.78	**-0.5%**
July	$227.22	$224.00	$221.73	$212.22		
August	$204.02	$198.17	$201.15	$196.69		
September	$197.27	$188.62	$183.87	$173.37		
October	$239.49	$229.49	$231.88	$247.54		
November	$246.00	$239.00	$244.07	$262.65		
December	$278.82	$270.22	$284.28	$312.85		
Total	$256.13	$256.74	$257.15	$264.79	$338.19	**17.4%**



RevPAR

	2016	2017	2018	2019	2020	% Chg
January	$254.06	$248.39	$227.04	$251.70	$271.47	**7.9%**
February	$321.92	$300.41	$304.91	$327.17	$340.45	**4.1%**
March	$324.84	$304.72	$310.99	$328.54	$172.11	**-47.6%**
April	$253.32	$266.51	$257.08	$266.37	$0.00	**-100.0%**
May	$212.12	$218.44	$202.64	$213.80	$0.00	**-100.0%**
June	$176.20	$181.05	$189.40	$186.15	$93.03	**-50.0%**
July	$203.32	$203.26	$194.60	$186.32		
August	$156.41	$159.32	$155.51	$154.55		
September	$144.27	$53.40	$119.34	$109.84		
October	$184.64	$166.53	$176.68	$196.81		
November	$208.48	$186.07	$210.67	$231.08		
December	$237.13	$215.62	$230.91	$227.72		
Total	$212.85	$207.48	$214.48	$224.41	$260.32	**-0.5%**



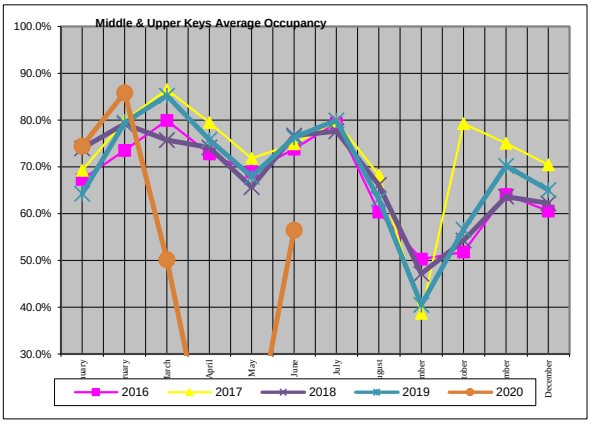
Prior year performance numbers may be updated with current data due to new participants providing their historic information and/or past participants providing updated prior year performance numbers.

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

HISTORIC TREND REPORT	**MIDDLE & UPPER KEYS**
SMITH TRAVEL RESEARCH	7/23/2020

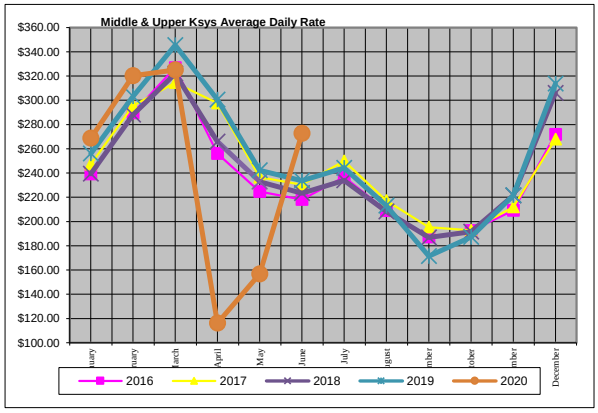
OCCUPANCY RATE

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



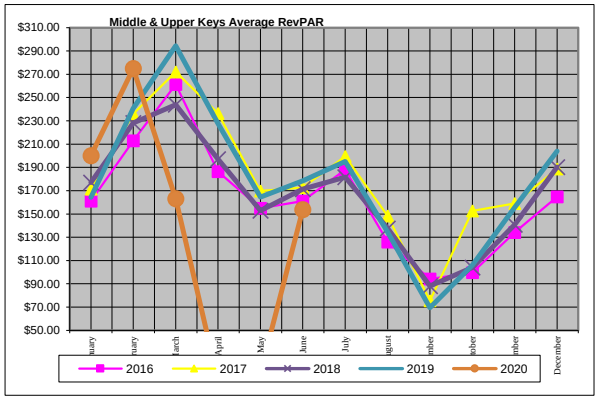
AVERAGE DAILY RATE

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



RevPAR

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



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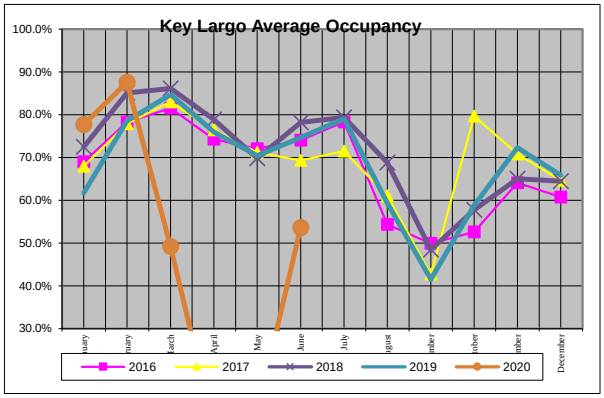
Source 2020 Smith Travel Research, Inc./STR Global, Ltd.

HISTORIC TREND REPORT	**Key Largo**
SMITH TRAVEL RESEARCH	7/23/2020

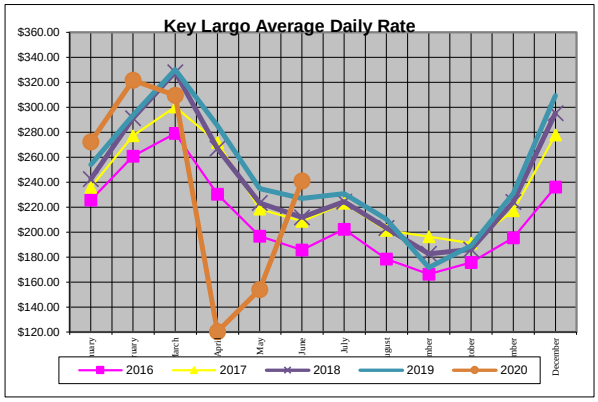
OCCUPANCY RATE

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



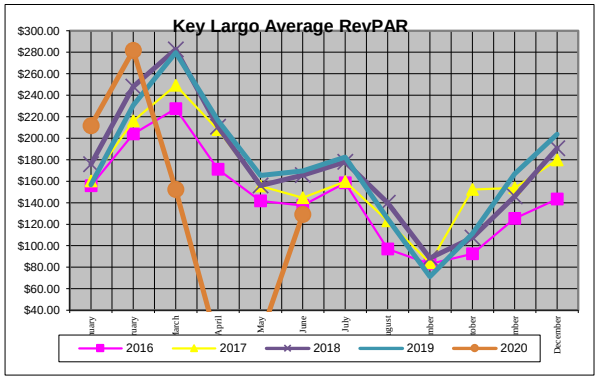
AVERAGE DAILY RATE

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



RevPAR

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



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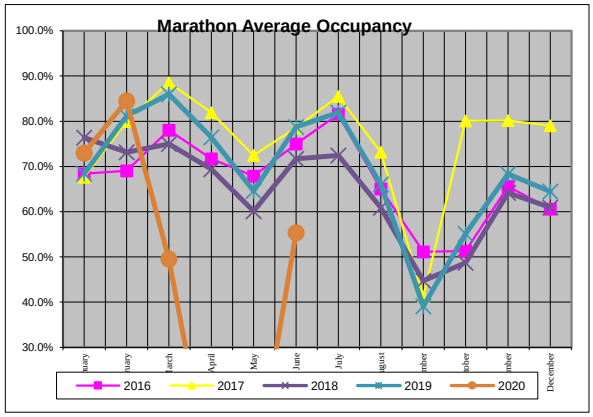
Source 2020 Smith Travel Research, Inc./STR Global, Ltd.

HISTORIC TREND REPORT	**Marathon**
SMITH TRAVEL RESEARCH	7/23/2020

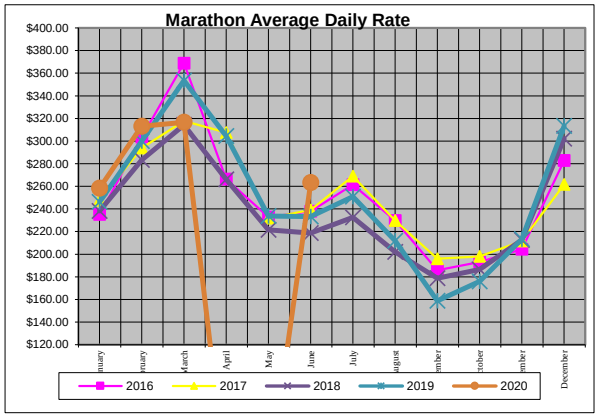
OCCUPANCY RATE

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



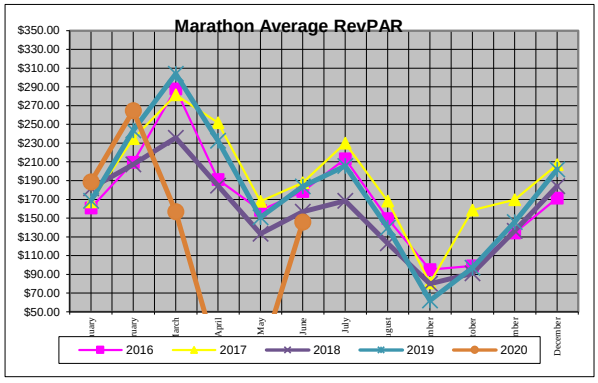
AVERAGE DAILY RATE

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



RevPAR

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



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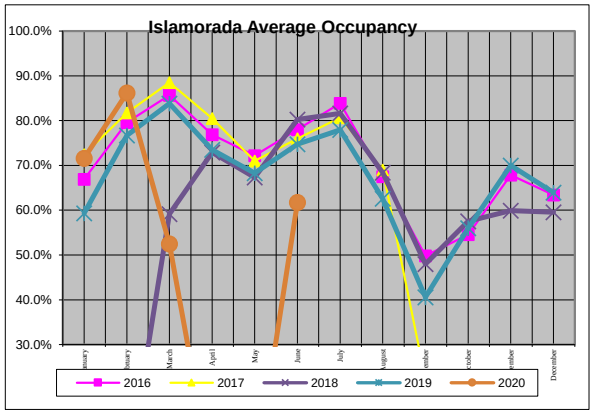
Source 2020 Smith Travel Research, Inc./STR Global, Ltd.

HISTORIC TREND REPORT	**Islamorada**
SMITH TRAVEL RESEARCH	7/23/2020

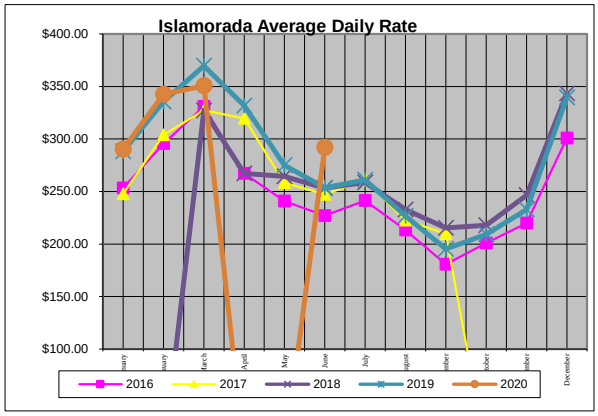
OCCUPANCY RATE

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



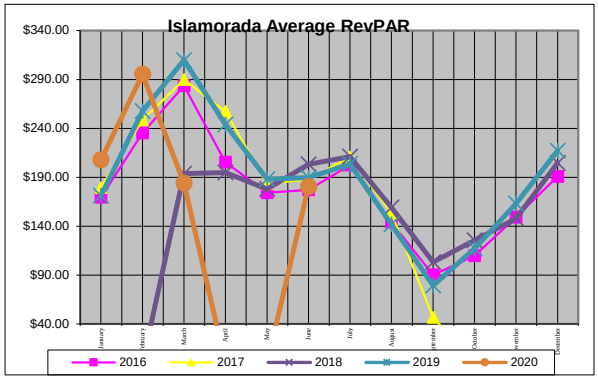
AVERAGE DAILY RATE

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



RevPAR

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



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

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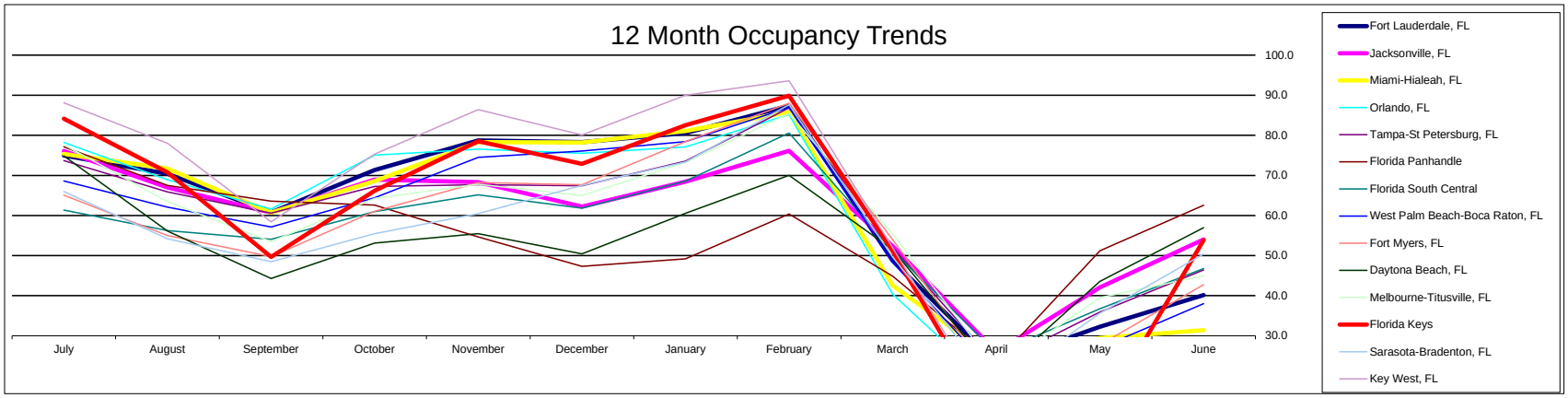
Source 2020 Smith Travel Research, Inc./STR Global, Ltd.

Florida Markets Comparison



Occupancy

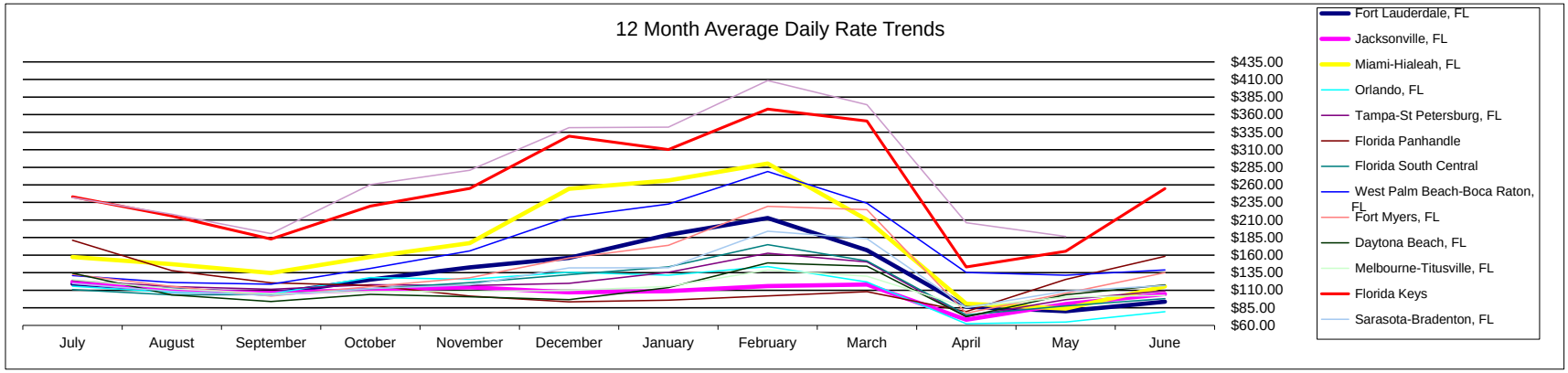
	June	May	April	March	February	January	December	November	October	September	August	July
Fort Lauderdale, FL	40.2	32.3	23.1	48.7	87.4	80.6	78.3	78.7	71.3	60.8	70.4	75.0
Jacksonville, FL	54.0	42.1	26.0	52.3	76.1	68.4	62.2	68.3	68.9	60.7	67.0	76.1
Miami-Hialeah, FL	31.4	29.4	23.9	42.5	85.8	81.1	78.2	78.3	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
st Palm Beach-Boca Rator	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
st Palm Beach-Boca Rator	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

ıith Travel Research, Inc./STR Global, Ltd.

Florida Markets Comparison



Average Daily Rate

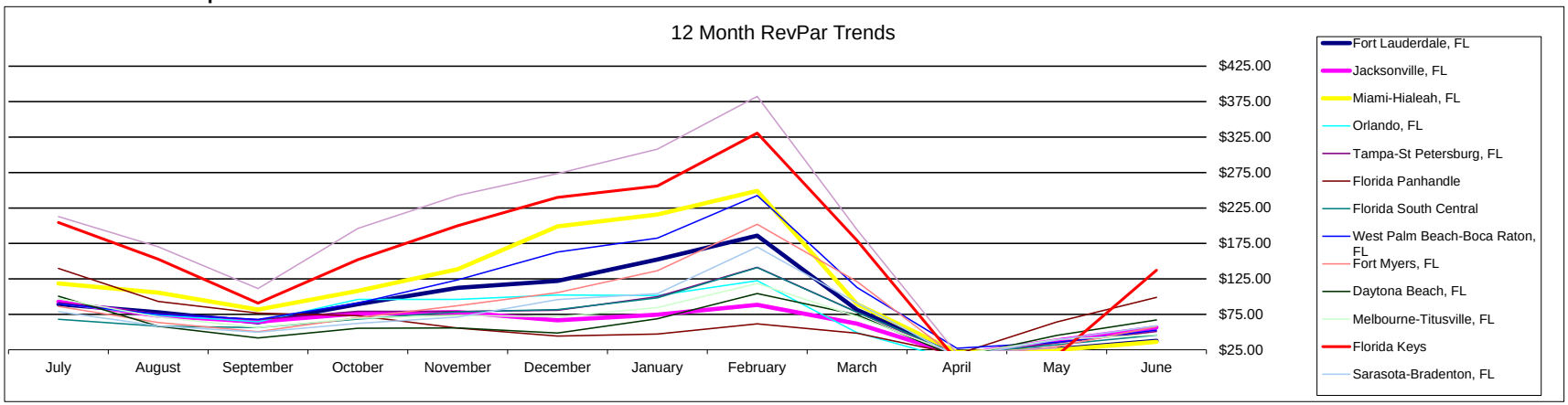
	June	May	April	March	February	January	December	November	October	September	August	July
Fort Lauderdale, FL	$ 93.82	$ 80.17	$ 86.64	$ 166.89	$ 212.82	$ 189.08	$ 156.12	$ 142.69	$ 125.08	$ 104.89	$ 110.72	$ 119.07
Jacksonville, FL	$ 104.54	$ 90.36	$ 68.10	$ 118.07	$ 115.96	$ 108.70	$ 106.96	$ 114.38	$ 110.46	$ 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 R	$ 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 R	$ 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 R	$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 R	$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

H.2

Memorandum

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

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

I.1

Monroe County

AT&T Call Report*

May 19-June 18, 2020

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

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

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

CALLS RECORDED & OTHER INQUIRIES

KEY LARGO
June 2020

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

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

ACCOMMODATIONS

KEY LARGO
June 2020

ACCOMMODATIONS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Hotel/Motel	39	6	12	12	69	87.3%	300	95.2%
Campground/RV	4	0	2	2	8	10.1%	12	3.8%
Vacation Rental	1	1	0	0	2	2.5%	3	1.0%
B&B/Guest House	0	0	0	0	0	0.0%	0	0.0%
None	0	0	0	0	0	0.0%	0	0.0%
	44	**7**	**14**	**14**	**79**		**315**	
	55.7%	**8.9%**	**17.7%**	**17.7%**				

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

ADVERTISING SOURCE

KEY LARGO
June 2020

SOURCE NAME	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Internet	35	5	7	5	52	75.4%	162	53.8%
Magazine Article	0	0	1	1	2	2.9%	3	1.0%
TDC Website	1	0	1	0	2	2.9%	34	11.3%
Keys Chamber of Commerce	2	0	0	0	2	2.9%	8	2.7%
Friends/Return Visitor	0	0	2	0	2	2.9%	35	11.6%
TV Ad	1	0	0	0	1	1.4%	10	3.3%
Magazine Ad	0	0	1	0	1	1.4%	3	1.0%
TV Show/Story	0	0	0	0	0	0.0%	0	0.0%
Newspaper Ad	0	0	0	0	0	0.0%	2	0.7%
Newspaper Article	0	0	0	0	0	0.0%	0	0.0%
Radio Ad	0	0	0	0	0	0.0%	0	0.0%
Tourist Directory or Guide	0	0	0	0	0	0.0%	8	2.7%
Keys Business	0	0	0	0	0	0.0%	0	0.0%
Travel Agent	0	0	0	0	0	0.0%	0	0.0%
Directory Assistance	0	0	0	0	0	0.0%	0	0.0%
Billboard	0	0	0	0	0	0.0%	1	0.3%
Do Not Know	0	0	0	0	0	0.0%	18	6.0%
Other	0	0	0	0	0	0.0%	2	0.7%
	39	**5**	**12**	**6**	**69**		**301**	
	56.5%	**7.2%**	**17.4%**	**8.7%**				

INTERESTS

KEY LARGO
June 2020

INTERESTS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Attractions	36	6	12	12	66	37.1%	294	42.1%
Dining/Entertainment	8	1	4	3	16	9.0%	33	4.7%
Snorkeling	8	1	5	1	15	8.4%	28	4.0%
Cultural Events/Theatre/Music	7	1	3	0	11	6.2%	12	1.7%
Fishing Deep Sea	6	0	4	0	10	5.6%	25	3.6%
Fishing Backcountry	6	0	4	0	10	5.6%	24	3.4%
Guided Nature Tour	6	1	3	0	10	5.6%	24	3.4%
Diving	4	0	3	0	7	3.9%	14	2.0%
Water Sports	4	0	3	0	7	3.9%	16	2.3%
Fishing Tournament	3	0	2	0	5	2.8%	7	1.0%
Boat Rentals	3	0	2	0	5	2.8%	7	1.0%
Marinas	3	0	1	0	4	2.2%	4	0.6%
Kids/Family Vacations	2	0	2	0	4	2.2%	4	0.6%
Sailing	2	0	1	0	3	1.7%	3	0.4%
Wedding	0	0	0	1	1	0.6%	1	0.1%
Relocation/Real Estate	0	0	1	0	1	0.6%	4	0.6%
Coupon Book	0	0	1	0	1	0.6%	2	0.3%
Weather	0	1	0	0	1	0.6%	1	0.1%
Honeymoon	0	0	0	0	0	0.0%	0	0.0%
None	0	0	0	0	0	0.0%	0	0.0%
	98	**11**	**51**	**17**	**178**		**699**	
	55.1%	**6.2%**	**28.7%**	**9.6%**				

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.

Length of Stay, Number in Party

KEY LARGO
June 2020

MONTH

LENGTH OF STAY:

Minimum:	2
Maximum:	30
Average:	9

NUMBER OF ADULTS:

Minimum:	1
Maximum:	8
Average:	2

NUMBER OF CHILDREN:

Minimum:	1
Maximum:	3
Average:	1

FISCAL YEAR-TO-DATE

LENGTH OF STAY:

Minimum:	1
Maximum:	42
Average:	9

NUMBER OF ADULTS:

Minimum:	1
Maximum:	50
Average:	2

NUMBER OF CHILDREN:

Minimum:	1
Maximum:	3
Average:	1

What month do you plan to travel?

KEY LARGO
June 2020

MONTH TRAVELING	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
July	15	3	6	4	28	40.6%	39	13.0%
August	9	2	2	1	14	20.3%	17	5.6%
June	6	0	1	2	9	13.0%	24	8.0%
January	4	0	1	1	6	8.7%	23	7.6%
Unknown	2	0	0	3	5	7.2%	66	21.9%
September	2	0	0	0	2	2.9%	9	3.0%
October	0	1	0	1	2	2.9%	7	2.3%
February	0	0	1	0	1	1.4%	30	10.0%
November	0	0	1	0	1	1.4%	5	1.7%
December	1	0	0	0	1	1.4%	15	5.0%
March	0	0	0	0	0	0.0%	19	6.3%
April	0	0	0	0	0	0.0%	24	8.0%
May	0	0	0	0	0	0.0%	23	7.6%
	39	**6**	**12**	**12**	**69**		**301**	
	56.5%	**8.7%**	**17.4%**	**17.4%**				

STATE

KEY LARGO
June 2020

STATE	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
FL	6	2	1	2	11	25.6%	37	13.8%
GA	2	1	2	1	6	14.0%	13	4.9%
SC	3	0	0	1	4	9.3%	11	4.1%
IN	3	0	0	0	3	7.0%	6	2.2%
TX	1	1	0	1	3	7.0%	7	2.6%
KY	0	0	0	2	2	4.7%	3	1.1%
LA	1	0	0	1	2	4.7%	7	2.6%
PA	2	0	0	0	2	4.7%	12	4.5%
AK	0	0	1	0	1	2.3%	1	0.4%
CA	0	0	0	1	1	2.3%	4	1.5%
DE	0	1	0	0	1	2.3%	2	0.7%
IL	1	0	0	0	1	2.3%	17	6.3%
NE	0	0	0	1	1	2.3%	1	0.4%
NJ	0	0	1	0	1	2.3%	12	4.5%
NY	0	0	1	0	1	2.3%	19	7.1%
RI	0	0	1	0	1	2.3%	2	0.7%
TN	0	0	0	1	1	2.3%	6	2.2%
VT	1	0	0	0	1	2.3%	3	1.1%
	20	**5**	**7**	**11**	**43**		**268**	
	46.5%	**11.6%**	**16.3%**	**25.6%**				

How do you plan to travel to the Keys?

KEY LARGO
June 2020

TRANSPORTATION	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Fly/Drive	36	6	12	10	64	92.8%	161	53.5%
Commercial Airline	1	0	0	0	1	1.4%	1	0.3%
Automobile	1	0	0	0	1	1.4%	65	21.6%
Private Plane	0	0	0	0	0	0.0%	0	0.0%
Tour Bus	0	0	0	0	0	0.0%	3	1.0%
RV	0	0	0	0	0	0.0%	0	0.0%
Motorcycle	0	0	0	0	0	0.0%	0	0.0%
Cruise Ship	0	0	0	0	0	0.0%	0	0.0%
Ferry	0	0	0	0	0	0.0%	0	0.0%
Private Boat	0	0	0	0	0	0.0%	0	0.0%
Bus/Shuttle	0	0	0	0	0	0.0%	0	0.0%
Train	0	0	0	0	0	0.0%	0	0.0%
Undecided	0	0	0	0	0	0.0%	56	18.6%
	38	**6**	**12**	**10**	**69**		**301**	
	55.1%	**8.7%**	**17.4%**	**14.5%**				

TYPE OF CALLER

KEY LARGO
June 2020

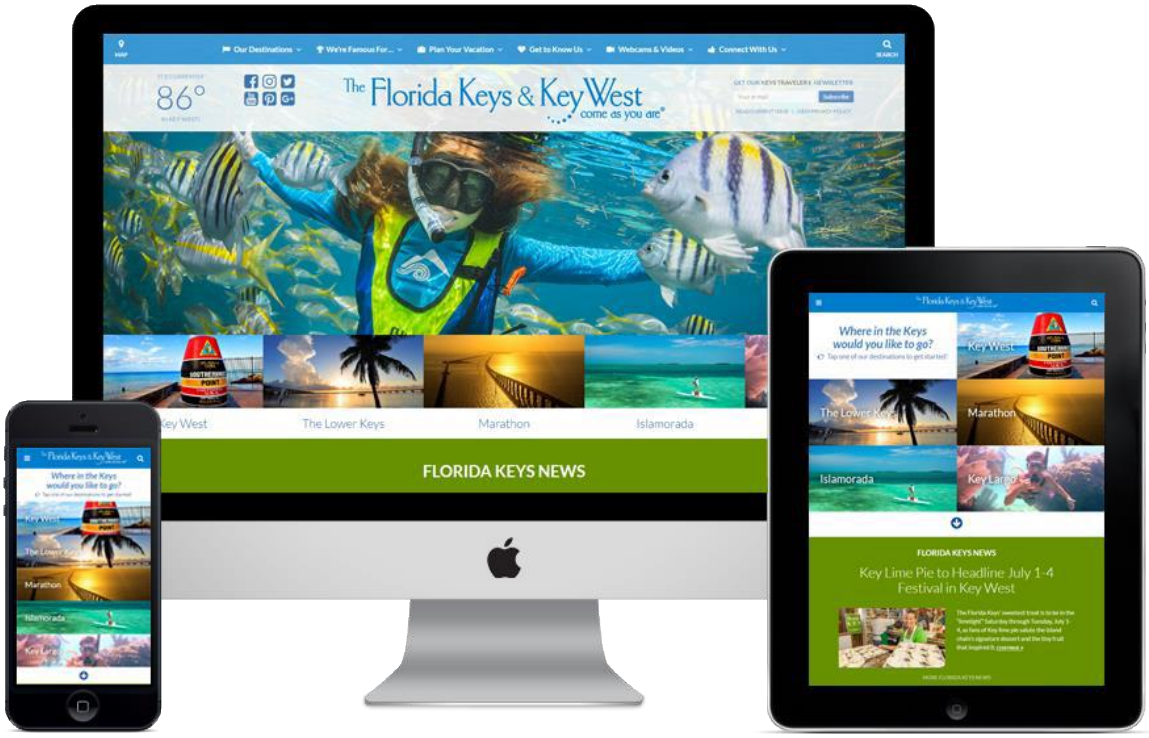
TYPE OF CALLER	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Consumer	39	6	12	4	61	88.4%	228	75.7%
Email	0	0	0	7	7	10.1%	50	16.6%
Postal Inquiry	0	0	0	1	1	1.4%	4	1.3%
Travel Agent	0	0	0	0	0	0.0%	4	1.3%
Voice Mail	0	0	0	0	0	0.0%	11	3.7%
Unknown	0	0	0	0	0	0.0%	4	1.3%
Other	0	0	0	0	0	0.0%	0	0.0%
	39	**6**	**12**	**12**	**69**		**301**	
	56.5%	**8.7%**	**17.4%**	**17.4%**				

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

The Florida Keys & Key West
come as you are®

Website Status Report
Fla-Keys.com

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



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

The Florida Keys & Key West come as you are®

Section 1: Website Traffic Report

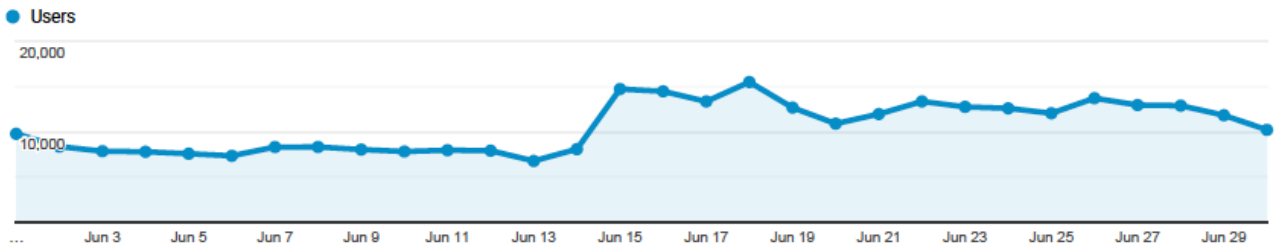
Website Traffic Overview

Audience Overview

All Users
100.00% Users

Jun 1, 2020 - Jun 30, 2020

Overview



Users	New Users	Sessions
274,301	258,241	351,326

Number of Sessions per User	Pageviews	Pages / Session
1.28	885,519	2.52

Avg. Session Duration	Bounce Rate
00:01:40	55.44%

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

The Florida Keys & Key West come as you are®

Website Traffic Sources

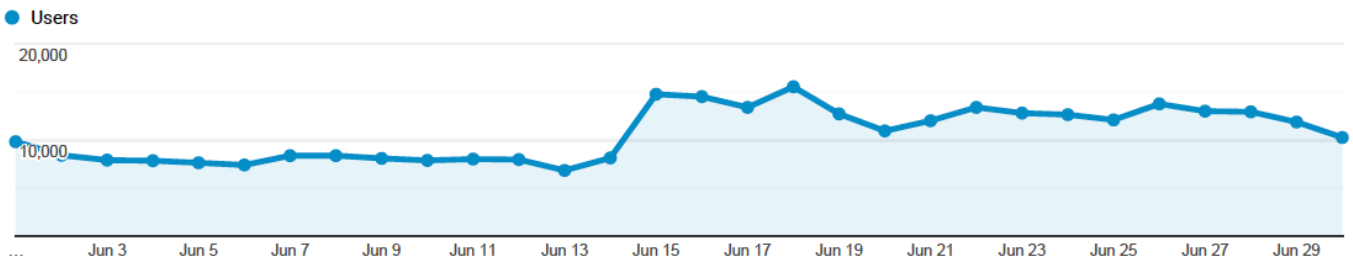
All Traffic

All Users
100.00% Users

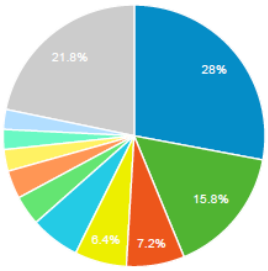
Jun 1, 2020 - Jun 30, 2020

Explorer

Summary



Source / Medium	Users	Users	Contribution to total: Users
	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%	



The Florida Keys & Key West come as you are®

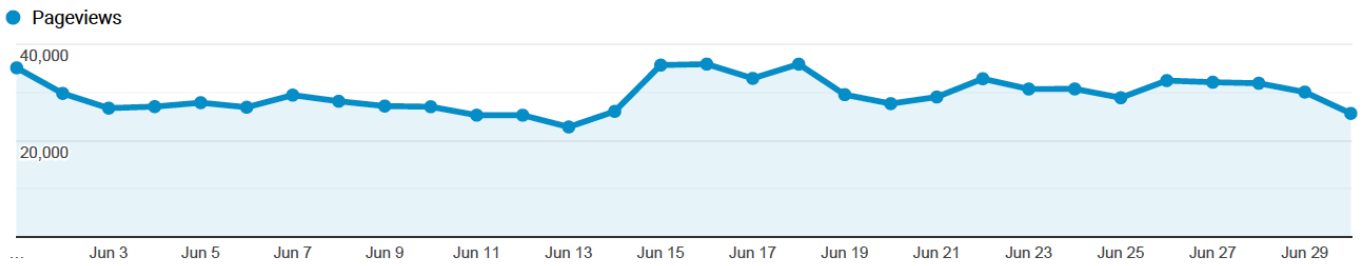
Most Visited Sections of Website

Content Drilldown

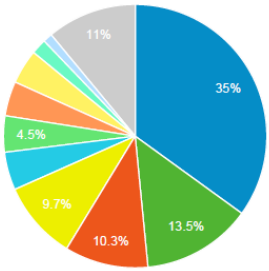
All Users
100.00% Pageviews

Jun 1, 2020 - Jun 30, 2020

Explorer



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



The Florida Keys & Key West come as you are®

Device Usage

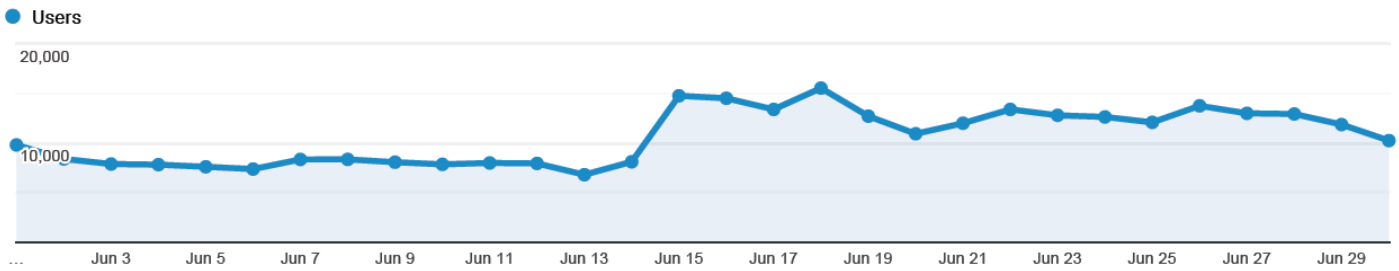
Overview

All Users
100.00% Users

Jun 1, 2020 - Jun 30, 2020

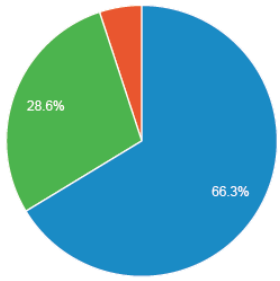
Explorer

Summary



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

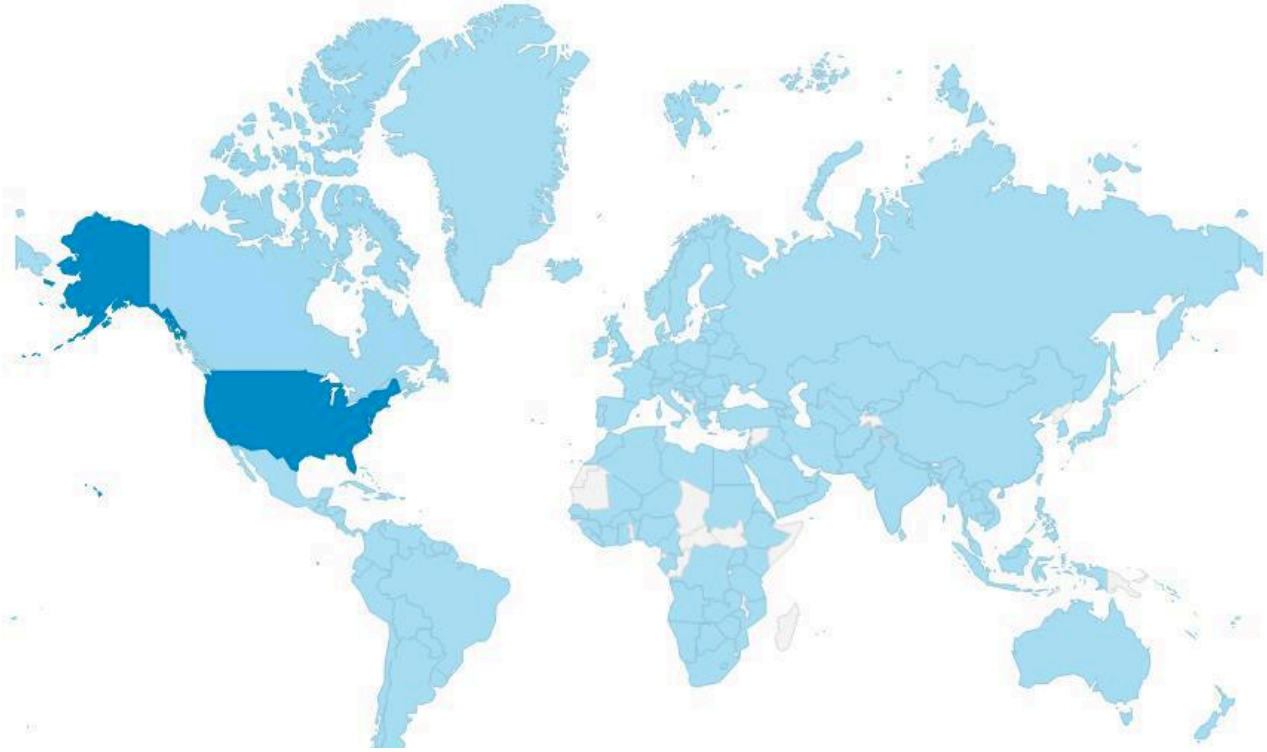
Contribution to total: Users



The Florida Keys & Key West
come as you are®

Section 2: Geographic Data on Website Visitors

Google Analytics



twooceans
DIGITAL

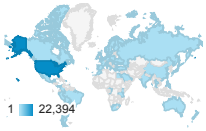
06_DAC5_KL_01_World

All Users
100.00% Users

Jun 1, 2020 - Jun 30, 2020

Map Overlay

Site Usage



Country	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	22,924 % of Total: 100.00% (22,924)	**26,047** % of Total: 100.00% (26,047)	**1.91** Avg for View: 1.91 (0.00%)	**00:01:20** Avg for View: 00:01:20 (0.00%)	**78.92%** Avg for View: 78.85% (0.08%)	**60.53%** Avg for View: 60.53% (0.00%)
1. United States	**22,394** (97.77%)	25,469 (97.78%)	1.92	00:01:21	78.91%	60.28%
2. United Kingdom	**163** (0.71%)	179 (0.69%)	1.58	00:00:40	82.12%	72.63%
3. Canada	**81** (0.35%)	91 (0.35%)	1.77	00:01:06	82.42%	63.74%
4. Germany	**36** (0.16%)	41 (0.16%)	1.63	00:00:30	73.17%	68.29%
5. India	**23** (0.10%)	29 (0.11%)	1.10	00:00:24	68.97%	89.66%
6. Netherlands	**22** (0.10%)	24 (0.09%)	2.00	00:01:31	75.00%	70.83%
7. France	**15** (0.07%)	15 (0.06%)	1.80	00:00:33	86.67%	66.67%
8. Mexico	**13** (0.06%)	14 (0.05%)	1.36	00:00:05	92.86%	78.57%
9. Italy	**12** (0.05%)	13 (0.05%)	1.54	00:00:47	76.92%	69.23%
10. Australia	**10** (0.04%)	11 (0.04%)	1.55	00:00:59	90.91%	63.64%
11. Switzerland	**9** (0.04%)	10 (0.04%)	1.70	00:00:50	90.00%	60.00%
12. South Africa	**9** (0.04%)	10 (0.04%)	1.50	00:00:19	80.00%	70.00%
13. Ireland	**7** (0.03%)	8 (0.03%)	2.00	00:04:20	87.50%	62.50%
14. Poland	**6** (0.03%)	6 (0.02%)	1.33	00:02:52	100.00%	83.33%
15. (not set)	**6** (0.03%)	6 (0.02%)	1.17	00:04:10	66.67%	83.33%
16. Hungary	**5** (0.02%)	5 (0.02%)	1.00	00:00:00	100.00%	100.00%
17. Sweden	**5** (0.02%)	19 (0.07%)	1.11	00:00:02	15.79%	94.74%
18. Denmark	**4** (0.02%)	5 (0.02%)	2.40	00:01:38	80.00%	60.00%
19. Argentina	**3** (0.01%)	3 (0.01%)	1.33	00:00:11	66.67%	66.67%
20. Brazil	**3** (0.01%)	4 (0.02%)	1.25	00:00:14	25.00%	75.00%
21. New Zealand	**3** (0.01%)	3 (0.01%)	4.00	00:00:52	100.00%	66.67%
22. Romania	**3** (0.01%)	3 (0.01%)	1.00	00:00:00	66.67%	100.00%
23. Russia	**3** (0.01%)	3 (0.01%)	1.00	00:00:00	66.67%	100.00%
24. Saudi Arabia	**3** (0.01%)	3 (0.01%)	1.67	00:08:39	100.00%	33.33%

25.	Singapore	**3** **(0.01%)**	3 (0.01%)	1.67	00:00:29	100.00%	66.67%

Rows 1 - 25 of 70

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06_DAC5_KL_02_USA

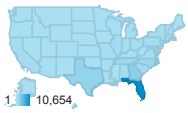
ALL » COUNTRY: United States

Jun 1, 2020 - Jun 30, 2020

All Users
97.69% Users

Map Overlay

Site Usage



Region	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	22,394 % of Total: 97.69% (22,924)	**25,469** % of Total: 97.78% (26,047)	**1.92** Avg for View: 1.91 (0.38%)	**00:01:21** Avg for View: 00:01:20 (0.77%)	**78.91%** Avg for View: 78.85% (0.07%)	**60.28%** Avg for View: 60.53% (-0.41%)
1. Florida	**10,654** (47.61%)	12,089 (47.47%)	1.91	00:01:12	79.91%	60.36%
2. Georgia	**2,009** (8.98%)	2,215 (8.70%)	1.71	00:00:55	83.12%	66.73%
3. Texas	**1,536** (6.86%)	1,725 (6.77%)	1.84	00:01:13	80.23%	63.71%
4. North Carolina	**1,068** (4.77%)	1,219 (4.79%)	1.77	00:01:07	76.95%	64.40%
5. Tennessee	**790** (3.53%)	855 (3.36%)	1.93	00:01:14	80.35%	60.23%
6. South Carolina	**483** (2.16%)	543 (2.13%)	1.83	00:01:02	77.53%	64.64%
7. Alabama	**440** (1.97%)	473 (1.86%)	1.77	00:01:10	82.88%	68.29%
8. Ohio	**399** (1.78%)	439 (1.72%)	2.31	00:02:05	79.95%	50.34%
9. Illinois	**391** (1.75%)	472 (1.85%)	2.07	00:01:46	72.46%	52.75%
10. Pennsylvania	**373** (1.67%)	413 (1.62%)	2.09	00:01:43	76.27%	56.66%
11. New York	**372** (1.66%)	480 (1.88%)	1.69	00:01:30	68.33%	66.67%
12. California	**356** (1.59%)	400 (1.57%)	2.25	00:01:53	79.75%	55.50%
13. New Jersey	**296** (1.32%)	436 (1.71%)	2.13	00:04:08	60.55%	39.45%
14. Virginia	**293** (1.31%)	336 (1.32%)	2.04	00:01:35	78.57%	58.04%
15. Missouri	**212** (0.95%)	271 (1.06%)	2.14	00:01:59	70.85%	52.77%
16. Michigan	**197** (0.88%)	268 (1.05%)	2.10	00:02:27	64.93%	58.96%
17. Massachusetts	**194** (0.87%)	213 (0.84%)	2.00	00:01:29	76.06%	56.81%
18. Colorado	**192** (0.86%)	221 (0.87%)	1.95	00:01:45	76.47%	59.28%
19. Indiana	**187** (0.84%)	207 (0.81%)	2.15	00:02:06	77.78%	51.69%
20. Maryland	**179** (0.80%)	204 (0.80%)	2.13	00:01:45	75.00%	56.86%
21. Kentucky	**176** (0.79%)	186 (0.73%)	2.11	00:01:56	82.80%	52.15%
22. Louisiana	**159** (0.71%)	176 (0.69%)	2.21	00:02:19	80.68%	51.14%
23. Wisconsin	**111** (0.50%)	151 (0.59%)	1.67	00:01:21	66.23%	63.58%

24. Arizona	**102** (0.46%)	115 (0.45%)	1.94	00:01:27	77.39%	55.65%
25. Arkansas	**99** (0.44%)	111 (0.44%)	2.34	00:02:19	79.28%	35.14%
26. Minnesota	**98** (0.44%)	131 (0.51%)	2.11	00:01:58	71.76%	58.02%
27. Washington	**92** (0.41%)	103 (0.40%)	2.04	00:01:29	81.55%	61.17%
28. Kansas	**81** (0.36%)	86 (0.34%)	2.02	00:01:15	87.21%	58.14%
29. Oklahoma	**81** (0.36%)	93 (0.37%)	2.23	00:01:54	79.57%	54.84%
30. Connecticut	**78** (0.35%)	96 (0.38%)	1.90	00:01:24	72.92%	55.21%
31. (not set)	**76** (0.34%)	77 (0.30%)	1.17	00:00:32	94.81%	94.81%
32. Iowa	**66** (0.29%)	75 (0.29%)	2.41	00:03:33	82.67%	54.67%
33. Mississippi	**64** (0.29%)	66 (0.26%)	2.27	00:01:21	83.33%	46.97%
34. Oregon	**58** (0.26%)	64 (0.25%)	1.52	00:01:25	81.25%	62.50%
35. District of Columbia	**50** (0.22%)	57 (0.22%)	1.82	00:00:35	85.96%	61.40%
36. Nebraska	**50** (0.22%)	54 (0.21%)	2.24	00:02:22	83.33%	53.70%
37. Nevada	**45** (0.20%)	54 (0.21%)	2.09	00:00:56	75.93%	55.56%
38. West Virginia	**37** (0.17%)	37 (0.15%)	2.32	00:02:48	83.78%	48.65%
39. Utah	**36** (0.16%)	44 (0.17%)	1.73	00:02:24	72.73%	59.09%
40. New Hampshire	**33** (0.15%)	33 (0.13%)	1.91	00:00:45	84.85%	60.61%
41. Delaware	**32** (0.14%)	35 (0.14%)	2.66	00:01:41	82.86%	57.14%
42. Rhode Island	**26** (0.12%)	28 (0.11%)	1.61	00:00:41	75.00%	57.14%
43. Maine	**25** (0.11%)	25 (0.10%)	1.96	00:01:01	92.00%	48.00%
44. Idaho	**16** (0.07%)	20 (0.08%)	1.70	00:00:47	75.00%	55.00%
45. New Mexico	**16** (0.07%)	18 (0.07%)	2.72	00:01:23	72.22%	50.00%
46. North Dakota	**12** (0.05%)	13 (0.05%)	1.62	00:02:42	92.31%	46.15%
47. South Dakota	**10** (0.04%)	13 (0.05%)	2.23	00:03:18	69.23%	46.15%
48. Vermont	**9** (0.04%)	10 (0.04%)	2.10	00:00:42	70.00%	40.00%
49. Wyoming	**7** (0.03%)	7 (0.03%)	3.57	00:03:17	57.14%	28.57%
50. Hawaii	**6** (0.03%)	6 (0.02%)	2.17	00:00:20	100.00%	50.00%

Rows 1 - 50 of 52

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Analytics https://fla-keys.com
TDC Key Largo Section

Go to report

06_DAC5_KL_03_FLA

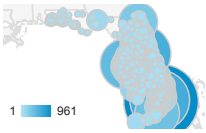
ALL » COUNTRY: United States » REGION: Florida

Jun 1, 2020 - Jun 30, 2020

All Users
46.48% Users

Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	10,654 % of Total: 46.48% (22,924)	**12,089** % of Total: 46.41% (26,047)	**1.91** Avg for View: 1.91 (0.13%)	**00:01:12** Avg for View: 00:01:20 (-11.14%)	**79.91%** Avg for View: 78.85% (1.34%)	**60.36%** Avg for View: 60.53% (-0.27%)
1. Miami	**961** (8.84%)	1,043 (8.63%)	1.85	00:01:07	81.50%	59.25%
2. Hialeah	**597** (5.49%)	676 (5.59%)	1.85	00:01:20	78.85%	59.62%
3. Orlando	**578** (5.32%)	651 (5.39%)	1.89	00:01:13	78.49%	62.06%
4. Tampa	**419** (3.85%)	453 (3.75%)	1.91	00:01:17	79.91%	59.38%
5. Key Largo	**352** (3.24%)	450 (3.72%)	1.94	00:01:06	62.00%	53.56%
6. Jacksonville	**271** (2.49%)	304 (2.51%)	1.99	00:01:29	81.58%	57.89%
7. (not set)	**223** (2.05%)	249 (2.06%)	2.07	00:00:57	79.92%	61.45%
8. Brandon	**173** (1.59%)	190 (1.57%)	2.17	00:01:02	83.16%	54.74%
9. Hollywood	**135** (1.24%)	156 (1.29%)	1.91	00:01:01	78.85%	56.41%
10. Cape Coral	**125** (1.15%)	140 (1.16%)	2.36	00:02:55	76.43%	55.71%
11. Fort Lauderdale	**117** (1.08%)	126 (1.04%)	1.94	00:01:03	82.54%	58.73%
12. Boca Raton	**111** (1.02%)	112 (0.93%)	2.20	00:01:18	89.29%	52.68%
13. Davie	**104** (0.96%)	121 (1.00%)	2.01	00:00:49	78.51%	60.33%
14. Port St. Lucie	**99** (0.91%)	101 (0.84%)	1.93	00:01:08	88.12%	51.49%
15. Kissimmee	**97** (0.89%)	137 (1.13%)	1.91	00:01:31	63.50%	66.42%
16. St. Petersburg	**96** (0.88%)	107 (0.89%)	1.92	00:01:06	80.37%	62.62%
17. Doral	**90** (0.83%)	116 (0.96%)	1.84	00:01:56	70.69%	62.93%
18. West Palm Beach	**89** (0.82%)	100 (0.83%)	2.02	00:01:25	77.00%	60.00%
19. Miami Beach	**86** (0.79%)	91 (0.75%)	1.82	00:01:10	89.01%	61.54%
20. Homestead	**85** (0.78%)	95 (0.79%)	1.69	00:00:58	81.05%	66.32%
21. Palm Beach Gardens	**81** (0.74%)	87 (0.72%)	1.87	00:01:21	82.76%	62.07%
22. Boynton Beach	**79** (0.73%)	91 (0.75%)	2.05	00:02:03	70.33%	54.95%
23. Pompano Beach	**79** (0.73%)	89 (0.74%)	1.96	00:01:03	75.28%	60.67%

24. Pembroke Pines	**77** (0.71%)	83 (0.69%)	2.20	00:01:04	85.54%	55.42%
25. Kendall	**75** (0.69%)	87 (0.72%)	1.93	00:01:28	77.01%	50.57%
26. Plantation	**75** (0.69%)	83 (0.69%)	1.92	00:01:32	77.11%	54.22%
27. Miramar	**73** (0.67%)	76 (0.63%)	2.03	00:00:48	81.58%	56.58%
28. Wellington	**72** (0.66%)	81 (0.67%)	1.81	00:01:10	79.01%	64.20%
29. Coral Springs	**71** (0.65%)	76 (0.63%)	2.14	00:01:07	86.84%	59.21%
30. Ocala	**68** (0.63%)	76 (0.63%)	1.86	00:01:04	76.32%	56.58%
31. Coral Gables	**68** (0.63%)	75 (0.62%)	1.48	00:00:29	88.00%	74.67%
32. Boca Del Mar	**67** (0.62%)	72 (0.60%)	1.85	00:01:02	86.11%	59.72%
33. Tallahassee	**66** (0.61%)	75 (0.62%)	1.55	00:00:46	78.67%	68.00%
34. Lakeland	**65** (0.60%)	69 (0.57%)	1.84	00:00:35	91.30%	60.87%
35. Cutler Bay	**65** (0.60%)	75 (0.62%)	2.20	00:02:01	78.67%	46.67%
36. Bradenton	**62** (0.57%)	72 (0.60%)	1.74	00:00:26	76.39%	70.83%
37. The Hammocks	**60** (0.55%)	63 (0.52%)	1.71	00:00:33	90.48%	61.90%
38. Sanford	**59** (0.54%)	67 (0.55%)	1.82	00:00:45	82.09%	61.19%
39. Kings Point	**56** (0.52%)	70 (0.58%)	1.99	00:01:27	72.86%	64.29%
40. Clearwater	**55** (0.51%)	59 (0.49%)	1.63	00:00:50	83.05%	67.80%
41. Palm Coast	**54** (0.50%)	55 (0.45%)	1.76	00:00:39	81.82%	65.45%
42. Palm Bay	**53** (0.49%)	57 (0.47%)	2.19	00:01:09	85.96%	52.63%
43. Jupiter	**50** (0.46%)	59 (0.49%)	2.22	00:01:42	72.88%	44.07%
44. Greenacres	**50** (0.46%)	55 (0.45%)	1.84	00:01:11	80.00%	67.27%
45. North Naples	**50** (0.46%)	62 (0.51%)	1.90	00:01:47	69.35%	51.61%
46. Altamonte Springs	**49** (0.45%)	56 (0.46%)	1.89	00:01:24	76.79%	66.07%
47. Delray Beach	**48** (0.44%)	51 (0.42%)	1.75	00:00:55	90.20%	64.71%
48. Four Corners	**48** (0.44%)	59 (0.49%)	1.93	00:01:31	72.88%	69.49%
49. Melbourne	**47** (0.43%)	49 (0.41%)	1.88	00:02:27	89.80%	57.14%
50. Spring Hill	**47** (0.43%)	49 (0.41%)	2.00	00:00:53	83.67%	67.35%

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06_DAC5_KL_04_CAN

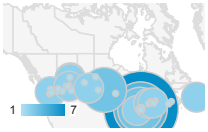
ALL » COUNTRY: Canada

Jun 1, 2020 - Jun 30, 2020

All Users
0.35% Users

Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	81 % of Total: 0.35% (22,924)	**91** % of Total: 0.35% (26,047)	**1.77** Avg for View: 1.91 (-7.32%)	**00:01:06** Avg for View: 00:01:20 (-18.51%)	**82.42%** Avg for View: 78.85% (4.52%)	**63.74%** Avg for View: 60.53% (5.31%)
1. Toronto	**7** (8.54%)	7 (7.69%)	2.14	00:01:39	100.00%	42.86%
2. (not set)	**5** (6.10%)	5 (5.49%)	1.00	00:00:00	60.00%	100.00%
3. Mississauga	**4** (4.88%)	4 (4.40%)	1.50	00:00:31	100.00%	75.00%
4. Winnipeg	**3** (3.66%)	3 (3.30%)	2.33	00:00:45	100.00%	33.33%
5. Hamilton	**3** (3.66%)	4 (4.40%)	1.25	00:00:01	25.00%	75.00%
6. Calgary	**2** (2.44%)	4 (4.40%)	2.25	00:03:10	50.00%	50.00%
7. Edmonton	**2** (2.44%)	2 (2.20%)	2.00	00:01:09	100.00%	50.00%
8. Leduc	**2** (2.44%)	2 (2.20%)	3.50	00:01:11	100.00%	0.00%
9. Surrey	**2** (2.44%)	2 (2.20%)	1.50	00:01:31	100.00%	50.00%
10. Vancouver	**2** (2.44%)	2 (2.20%)	1.00	00:00:00	100.00%	100.00%
11. St. John's	**2** (2.44%)	2 (2.20%)	1.00	00:00:00	100.00%	100.00%
12. London	**2** (2.44%)	2 (2.20%)	6.50	00:01:53	100.00%	0.00%
13. Gatineau	**2** (2.44%)	2 (2.20%)	4.00	00:14:01	100.00%	0.00%
14. Laval	**2** (2.44%)	3 (3.30%)	1.00	00:00:00	66.67%	100.00%
15. Regina	**2** (2.44%)	2 (2.20%)	1.00	00:00:00	50.00%	100.00%
16. Airdrie	**1** (1.22%)	1 (1.10%)	1.00	00:00:00	100.00%	100.00%
17. Canmore	**1** (1.22%)	1 (1.10%)	1.00	00:00:00	100.00%	100.00%
18. Lethbridge	**1** (1.22%)	1 (1.10%)	1.00	00:00:00	100.00%	100.00%
19. Redwood Meadows	**1** (1.22%)	1 (1.10%)	2.00	00:01:07	100.00%	0.00%
20. St. Albert	**1** (1.22%)	2 (2.20%)	1.00	00:00:00	50.00%	100.00%
21. Abbotsford	**1** (1.22%)	2 (2.20%)	1.50	00:00:04	100.00%	50.00%
22. Nelson	**1** (1.22%)	1 (1.10%)	1.00	00:00:00	100.00%	100.00%
23. Penticton	**1** (1.22%)	1 (1.10%)	1.00	00:00:00	100.00%	100.00%

24. Sidney	**1** (1.22%)	1 (1.10%)	3.00	00:01:35	100.00%	0.00%
25. Vernon	**1** (1.22%)	1 (1.10%)	1.00	00:00:00	100.00%	100.00%

Rows 1 - 25 of 55

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06_DAC5_KL_05_UK

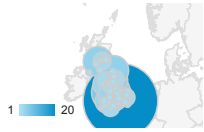
ALL » COUNTRY: United Kingdom

Jun 1, 2020 - Jun 30, 2020

All Users
0.71% Users

Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	163 % of Total: 0.71% (22,924)	**179** % of Total: 0.69% (26,047)	**1.58** Avg for View: 1.91 (-17.18%)	**00:00:40** Avg for View: 00:01:20 (-50.24%)	**82.12%** Avg for View: 78.85% (4.15%)	**72.63%** Avg for View: 60.53% (19.99%)
1. (not set)	**20** (12.12%)	20 (11.17%)	1.60	00:00:24	90.00%	65.00%
2. London	**20** (12.12%)	23 (12.85%)	1.26	00:00:40	73.91%	82.61%
3. Birmingham	**6** (3.64%)	7 (3.91%)	1.71	00:01:39	71.43%	71.43%
4. Leeds	**4** (2.42%)	4 (2.23%)	1.00	00:00:00	100.00%	100.00%
5. Manchester	**4** (2.42%)	4 (2.23%)	2.00	00:00:39	75.00%	75.00%
6. Sunderland	**4** (2.42%)	4 (2.23%)	1.50	00:00:09	75.00%	75.00%
7. Glasgow	**4** (2.42%)	4 (2.23%)	1.50	00:00:09	75.00%	75.00%
8. Bristol	**3** (1.82%)	3 (1.68%)	1.00	00:00:00	100.00%	100.00%
9. Coventry	**3** (1.82%)	3 (1.68%)	1.00	00:00:00	100.00%	100.00%
10. Liverpool	**3** (1.82%)	4 (2.23%)	3.25	00:01:38	75.00%	50.00%
11. Oxford	**3** (1.82%)	4 (2.23%)	1.75	00:00:31	75.00%	50.00%
12. Redditch	**3** (1.82%)	3 (1.68%)	3.67	00:02:06	100.00%	33.33%
13. Andover	**2** (1.21%)	2 (1.12%)	2.50	00:00:34	100.00%	0.00%
14. Barnsley	**2** (1.21%)	3 (1.68%)	2.00	00:01:04	33.33%	33.33%
15. Bedford	**2** (1.21%)	2 (1.12%)	1.00	00:00:00	100.00%	100.00%
16. Colchester	**2** (1.21%)	2 (1.12%)	1.00	00:00:00	100.00%	100.00%
17. Luton	**2** (1.21%)	2 (1.12%)	1.00	00:00:00	100.00%	100.00%
18. Poole	**2** (1.21%)	2 (1.12%)	1.00	00:00:00	100.00%	100.00%
19. Preston	**2** (1.21%)	2 (1.12%)	1.00	00:00:00	100.00%	100.00%
20. York	**2** (1.21%)	2 (1.12%)	3.00	00:00:36	100.00%	50.00%
21. Livingston	**2** (1.21%)	2 (1.12%)	1.00	00:00:00	100.00%	100.00%
22. Beeston	**1** (0.61%)	1 (0.56%)	1.00	00:00:00	100.00%	100.00%
23. Billericay	**1** (0.61%)	1 (0.56%)	1.00	00:00:00	100.00%	100.00%

24. Birkenhead	**1** **(0.61%)**	1 (0.56%)	1.00	00:00:00	100.00%	100.00%
25. Bolton	**1** **(0.61%)**	1 (0.56%)	3.00	00:01:26	100.00%	0.00%

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DATE: August 4, 2020
TO: District V Advisory Committee
FROM: Ammie Machan, Administrative Assistant
RE: Review of Recent DAC Funded Events

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

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

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

No events to report			

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.

REEF Fest 2020 Reef Environmental Education Foundation Incorporated	10/1/2020– 10/4/2020	Destination	$15,000