

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".

## AGENDA

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL  
DISTRICT I ADVISORY COMMITTEE  
REGULAR SESSION, WEDNESDAY, OCTOBER 7, 2020, 3:00 p.m.  
Join Zoom Meeting <https://us02web.zoom.us/j/81160365577>

The public may participate in this meeting by joining virtually via the Zoom information provided within this agenda. If the Governor does not extend Executive Order ("EO") 20-69 past October 1, 2020, those who are unable to participate virtually, may make public comment at the Harvey Government Center small meeting room, which will be available as a physical location for public comment only in the event that EO 20-69 is not extended. If the Governor issues a subsequent order changing directives for Local Government Public Meetings, the Monroe County Tourist Development Council will provide updates on the County Website at [MonroeCounty-FL.Gov](http://MonroeCounty-FL.Gov).

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

The meeting may also be accessed:

Meeting ID: 811 6036 5577

One tap mobile

+19292056099,,81160365577# US (New York)

+13017158592,,81160365577# 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)

Meeting ID: 811 6036 5577

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

**A. CALL TO ORDER**

**B. ROLL CALL**

**C. AGENDA:**

1. Additions to and Approval of the Agenda/Bulk Items
2. Election of FY 2021 Officers

**D. APPROVAL OF THE MINUTES:**

1. June 24, 2020 Regular Meeting Minutes
2. August 5, 2020 Workshop Meeting Minutes
3. July 21, 2020 TDC Meeting Minutes – FYI

**E. BUDGET:**

1. FY 2020 Budget
2. Four Penny Revenue Report

**F. DISTRICT I PUBLIC RELATIONS:**

1. Monthly Report from NewmanPR - FYI

**G. ADVERTISING:**

1. Advertising Recap - FYI

**H. MARKET RESEARCH:**

1. Smith Travel Research Report – FYI
2. Smith Travel Research Daily Occupancy Report – FYI

**I. VIS REPORTS:**

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

**J. WEBSITE:**

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

**K. OLD BUSINESS:**

**L. NEW BUSINESS:**

1. Operations Manual Update - FYI
2. Update re: September 15, 2020 TDC Meeting
3. Consideration and Action re: Move New Event Resources to Regular Event Funding Resources
4. Consideration and Action re: FY 2021 Event Funding Applications

**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.**

---

**DATE:** September 25, 2020  
**To:** District Advisory Committee Members  
**FROM:** Ammie Machan, Administrative Assistant  
**RE:** **Election of FY 2021 Officers**

---

During the first meeting of each fiscal year the District Advisory Committees elect their officers.

During this meeting you will need to elect the following officers:

Chairperson  
Vice Chairperson  
Advertising Representative  
Website Representative

All positions will serve until September 30, 2021.

Attached is an election ballot to utilize if there is more than one person nominated for a position. Please make sure to have this ballot available in case you should need it at the meeting. You will be instructed on how to provide your ballot to the TDC Administrative office after the meeting.



**District I Advisory Committee Meeting**

The June 24, 2020 regular meeting of the District I Advisory Committee of the Monroe County Tourist Development Council was called to order by Chairperson Steve Robbins at 3:00 p.m. Via Zoom.

DAC Members Present Were: Ms. Julie Brown, Mr. Pony Charvet, Ms. Eugenia Dwyer, Ms. Patricia Neyra, Ms. Piper Smith, Mr. Mark Vose, Ms. Rosi Ware, and Ms. Kim Works

TDC Representative in Attendance: Ms. Diane Schmidt

Agencies Present Were: Mr. John Underwood, Mr. Eric Gitlin and Ms. Danielle Salman – Tinsley Advertising, Mr. Clinton Barras – Two Oceans Digital, Mr. Andy Newman, Ms. Julie Botteri and Ms. Carol Shaughnessy - NewmanPR

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

Approval of the Agenda and Agenda Bulk Agenda Items: Ms. Pacini added item G.2.a Consideration and Action re: Redirection of Advertising/Funding from Miami/Fort Lauderdale FY 2020 Advertising to Atlanta, Charlotte and Dallas to the agenda.

Ms. Ware moved approval of the agenda as amended and with the following bulk agenda items:

- D.1. May 13, 2020 Regular Meeting Minutes
- D.2. April 28, 2020 TDC Meeting Minutes – FYI
- E.1. FY 2020 Budget
- E.2. Four Penny Revenue Report
- F.1. Monthly Report from NewmanPR – FYI
- G.1. Advertising Recap – FYI
- H.1. Smith Travel Research Report – FYI
- H.2. Smith Travel Research Daily Occupancy Report – FYI
- H.3. Vacation Rental Occupancy & Rate Report – FYI
- I.1. Chamber Visitor Information Services Report – FYI
- I.2. Key West Business Guild Services Report – FYI
- J.1. Two Oceans Digital Report – FYI
- J.2. District Google Analytics
- L.1. Review of Recent Events Funded by DAC
- L.2. Consideration and Action re: Amendment to Scope of Service for Mango Fest

Ms. Smith seconded.

A roll call vote was taken with the following results:

Ms. Julie Brown	Yes
Mr. Pony Charvet	Yes
Ms. Eugenia Dwyer	Yes
Ms. Piper Smith	Yes
Mr. Mark Vose	Yes
Ms. Rosi Ware	Yes

Ms. Kim Works                      Yes  
Mr. Steve Robbins                Yes    Motion passed.

Consideration and Action re: Redirection of Advertising/Funding from Miami/Fort Lauderdale FY 2020 Advertising to Atlanta, Charlotte and Dallas: Mr. John Underwood presented recent TDC efforts, in partnership with the County, to inform visitors on health safety measures and requirements due to COVID-19 including billboards, banners and PSA's.

Mr. Underwood stated that all advertising in the Miami and Fort Lauderdale market, other than the :30 second PSA, had been pulled for the entire destination. Mr. Underwood stated that the DAC had \$170,699 to reallocate and recommend that the DAC spend those funds in the Atlanta, Charlotte or Dallas Markets to run July 6<sup>th</sup> through August 2<sup>nd</sup>.

Mr. Charvet stated that due to Texas being a COVID-19 hotspot that these funds should not be used for the Dallas market at this time.

Mr. Charvet moved approval to redirect Advertising funding from Miami and Fort Lauderdale FY 2020 Advertising to the Atlanta and Charlotte markets as recommended, Ms. Brown seconded.

During discussion Mr. Robbins stated that he did not see Dallas as a drive market. Ms. Ware commented that the COVID-19 hot spots are constantly changing and asked if ads could be pulled if the situation in Atlanta and Charlotte changed. Mr. Underwood stated that each market would be examined prior to ads being placed and that in most cases, ads could be pulled if necessary.

A roll call vote was taken with the following results:

Ms. Julie Brown                      Yes  
Mr. Pony Charvet                    Yes  
Ms. Eugenia Dwyer                  Yes  
Ms. Piper Smith                      Yes  
Mr. Mark Vose                        Yes  
Ms. Rosi Ware                        Yes  
Ms. Kim Works                        Yes  
Mr. Steve Robbins                    Yes    Motion passed.

Consideration and Action re: FY 2021 Media Plan: Mr. John Underwood presented the FY 2021 DAC I Media plan in the amount of \$4,418,425.

Ms. Ware moved approval of the FY 2021 DAC I Media Plan as presented, Ms. Brown seconded. Motion passed unanimously.

Update re: June 10, 2020 TDC Meeting: Ms. Mitchell provided an update on the business that took place at the June 10, 2020, TDC Meeting

General Discussion: Ms. Julie Botteri provided an overview of COVID-19 information provided to visitors on the destination's website.

There being no further business the meeting was adjourned at 4:07 p.m.

**District I Advisory Committee Workshop**

The August 5, 2020 Workshop of the District I Advisory Committee of the Monroe County Tourist Development Council was called to order by Chairperson Steve Robbins at 3:00 p.m. Via Zoom.

DAC Members Present Were: Ms. Julie Brown, Mr. Pony Charvet, Ms. Patricia Neyra, Ms. Piper Smith, Mr. Mark Vose, Ms. Rosi Ware, and Ms. Kim Works

DAC Members Absent Were: Ms. Eugenia Dwyer

TDC Representative in Attendance: Ms. Diane Schmidt

Agencies Present Were: Mr. John Underwood, Mr. Eric Gitlin and Mr. Dorn Martell – Tinsley Advertising, Mr. Clinton Barras – Two Oceans Digital Ms. Carol Shaughnessy - NewmanPR

Administrative Staff Present Were: Ms. Stacey Mitchell, Mr. Jack Meier, Ms. Maxine Pacini, and Ms. Ammie Machan

Review of the Agenda: The agenda was reviewed with the following reports being provided as an FYI:

- D.1. June 10, 2020 TDC Meeting Minutes - FYI
- E.1. FY 2020 Budget
- E.2. Four Penny Revenue Report
- F.1. Monthly Report from NewmanPR – FYI
- G.1. Advertising Recap – FYI
- H.1. Smith Travel Research Report – FYI
- H.2. Smith Travel Research Daily Occupancy Report – FYI
- H.3. Vacation Rental Occupancy & Rate Report – FYI
- I.1. Chamber Visitor Information Services Report – FYI
- I.2. Key West Business Guild Services Report – FYI
- J.1. Two Oceans Digital Report – FYI
- J.2. District Google Analytics

COVID – 19 Update: Mr. John Underwood briefly presented an overview of the current COVID-19 messaging efforts. This included PSA's in both English and Spanish on television and radio, announcements on co-op landing pages, along with the revised media plans. There are co-op programs running for niche and umbrella markets, but these have all been revised as to include the PSA messaging. Mr. Underwood stated that the objectives of the messaging was to create awareness and reinforce Monroe County's COVID 19 mandates. In addition, sustaining brand awareness and protecting the remainder of summer and early fall travel remains important for the destination. Ms. Mitchell stated that the destination would not be able to rely on the international, wedding and group travel markets nor will the destination be seeing any visitors who would normally attend events during the late summer and fall. She said that it was important to protect bookings for this time period.

Mr. Underwood showed samples of messaging placed on light posts and bus shelters throughout the county, a billboard in Florida City, signs at the Key West Airport, and in-market

mobile banners with the “Stay Safe, Masks Required, Social Distance and Wash Hands” messages.

Mr. Underwood played Spanish versions of the television PSA messaging. He also showed samples of Co-op Emails and landing pages, and the district PSA’s which include the health and safety protocols.

Presentation: Destination Analytics/Traveler Sentiment: Mr. Jack Meier, TDC Sales Manager, presented a brief overview of data collected by Destination Analysts on Traveler Sentiment. The data shared at today’s meeting had been collected weekly since early March with 1,200 surveys each week.

Mr. Meier reported that currently 55.3% of respondents stated that they were planning on avoiding all travel until the COVID-19 crisis blows over, which although down from 80% of respondents towards the beginning of the pandemic, showed a slight increase from mid-June responses. Those who responded that they would not travel until there was a vaccine has fluctuated throughout the 18 weeks of reporting and had recently seen more of an increase. The data shows that respondents who expect to travel in fall 2020 are decreasing. Nearly 63% believe that the COVID -19 situation will get worse or much worse over the next month compared to nearly 14% who believe that it will get better or much better.

Activities that respondents felt were somewhat or very unsafe included travel on cruise ships, group bus travel and attending a large sporting event. Activities that were perceived to be safer included non-team outdoor recreation, taking a road trip and visiting friends and family. When asked about different types of trips, respondents felt as if travel for a festival/event and travel to a large urban city felt unsafe while a camping/RV and beach trip felt safer.

Mr. Meier stated that the research also looked at how the pandemic interfered with travel priorities. Respondents were asked to rank travel priorities and having fun, relaxing, and spending time with spouse/partner ranked the highest. When asked what priorities would be most effected by COVID-19, attending festivals, events, and sporting activities were the most negatively effected. The data showed that the respondents indicated top priorities (having fun, relaxing, spending time with spouse/partner) were not perceived to be affected by COVID-19.

Mr. Meier briefly reviewed the forward bookings forecast for August, indicating an occupancy of 28% county wide. Although these are historically low booking numbers, bookings are coming in extremely last minute, therefore there is still time for growth. There is little to no demand beyond 30 days out.

Review of Recent Events Funded by DAC: The following events had taken place since the last DAC meeting, with an opportunity for the Event Coordinator to provide an update:

Mango Fest: Key West Police Athletic League, Inc. was allocated \$10,000 for Mango Fest in June 2020. Mr. Mark Certonio was in attendance and reported that despite challenges relating to COVID-19 the event was successful. A written report was provided in the meeting packet.

Update re: July 21, 2020 TDC Meeting: Ms. Mitchell provided an update on the business that took place at the July 21, 2020, TDC Meeting

General Discussion: Mr. Robbins asked what happens to the funds allocated for events that have been cancelled. Ms. Pacini reminded the DAC that these funds were allocated with the anticipation that the events would produce overnight stays to replenish the bed tax revenue. She stated that the funds would be frozen and if the DAC met their budget commitments for FY 2020, any remaining excess funds would be seen in the overall DAC I FY 2022 budget.

Ms. Pacini reminded the Committee that FY 2021 Event Funding Applications would be considered at the October DAC meeting and provided an overview of the procedures for the meeting.

There being no further business the meeting was adjourned at 4:04 p.m.

### Monroe County Tourist Development Council Meeting

The July 21, 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, , Mr. George Fernandez, Mr. Timothy Root, Ms. Diane Schmidt Mr. Michael Shipley, Ms. Gayle Tippett

TDC Members Absent Were: Mayor Heather Carruthers (2<sup>nd</sup> absence in Fiscal Year) and Mayor Teri Johnston (2<sup>nd</sup> absence in Fiscal Year)

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

District Advisory Committee Chairpersons Absent were: Ms. Patti Stanley (DAC IV)

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

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

Approval of the Agenda: Items K.4. Presentation Destination Analytics/Traveler Sentiment and N.3. Consideration and Action re: FY 2021 Marketing Plan were moved to after Bulk approvals due to time constraints.

**Mr. Fernandez moved approval of the agenda as amended, Ms. Tippett seconded. Motion passed unanimously.**

Approval of the Minutes: Mr. Fernandez moved approval of the June 10, 2020 TDC meeting minutes as presented, Ms. Schmidt seconded. Motion passed unanimously.

Approval of the Agenda Bulk Items: Ms. Schmidt pulled Item G.5 COVID -19 Messaging – FYI for discussion and item P.2. Consideration and Action re: FY 2021 Cultural Funding Allocations totaling \$361,900 from the bulk items due a conflict in interest.

**Mr. Bernardin 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
  - 5. English and Spanish PSA – 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: Agreement with Two Oceans Digital
- O. **District Advisory Committee Items**
1. **District I**
    - a). DAC I May 13, 2020 Regular Meeting Minutes – FYI
  2. **District II**
    - a). DAC II May 12, 2020 Regular Meeting Minutes – FYI
  3. **District III**
    - a). DAC III May 13, 2020 Regular Meeting Minutes – FYI
  4. **District IV**
    - a). DAC IV May 12, 2020 Regular Meeting Minutes – FYI
    - b). Consideration and Action re: Amendment to Agreement with Matecumbe Historical Trust, Inc. for the Florida Keys Station project
    - c). Consideration and Action re: Eddie Sipple/Lodging Representative
  5. **District V**
    - a). DAC V May 12, 2020 Regular Meeting Minutes – FYI
- P. **Cultural Umbrella**
1. Minutes of Cultural Umbrella Meeting – FYI
- Q. **Fishing Umbrella**
1. Minutes of Fishing Umbrella Meeting – FYI
  2. Consideration and Action re: FY 2021 Fishing Event Funding Allocations totaling \$297,500
- R. **Dive Umbrella**
1. Minutes of Dive Umbrella Meeting – FYI

**Mr. Fernandez seconded. Motion passed unanimously.**

Presentation: Destination Analytics/Traveler Sentiment: Ms. Kelli Fountain introduced Mr. David Reichbach, from Destination Analysts. Mr. Reichbach stated that the data shared at today's meeting had been collected weekly since early March, with 1,200 surveys each week.

Mr. Reichbach reported that currently 55.3% of respondents stated that they were planning on avoiding all travel until the COVID-19 crisis blows over, which although down from 80% of respondents towards the beginning of the pandemic, showed a slight increase from mid-June responses. Those who responded that they would not travel until there was a vaccine has fluctuated throughout the 18 weeks of reporting and had recently seen more of an increase. Mr. Reichbach commented that this was something to watch. The data shows that respondents who expect to travel in fall 2020 are decreasing. Nearly 63% believe that the COVID -19 situation will get worse or much worse over the next month compared to nearly 14% who believe that it will get better or much better. This is the lowest reported level of optimism since the study started.

Activities that respondents felt were somewhat or very unsafe included travel on cruise ships, group bus travel and attending a large sporting event. Activities that were perceived to be safer included non-team outdoor recreation, taking a road trip and visiting friends and family. When asked about different types of trips, respondents felt as if travel for a festival/event and travel to a large urban city felt unsafe while a camping/RV and beach trip felt safer. When asked about COVID -19 hotspots, Florida was the highest ranked response.

Mr. Reichbach stated that the research also looked at how the pandemic interfered with travel priorities. Respondents were asked to rank travel priorities and having fun, relaxing, and spending time with spouse/partner ranked the highest. When asked what priorities would be most effected by COVID-19, attending festivals, events, and sporting activities were the most negatively effected. The data showed that the respondents indicated top priorities (having fun, relaxing, spending time with spouse/partner) were not perceived to be affected by COVID-19.

Ms. Irwin asked if there was any data on how destinations are perceived by the type of messaging/advertisements they produce. Mr. Reichbach replied that data indicates a need to include both a safety component and an inspirational message within advertising.

Consideration and Action re: FY 2021 Marketing Plan: Ms. Mitchell provided a comprehensive overview of the development, structure, product & position analysis, strategies, implementation and evaluation of the FY 2021 Marketing Plan.

**Mr. Fernandez moved approval of the FY 2021 Marketing Plan as presented, Mr. Bernardin seconded. Motion passed unanimously.**

COVID-19 Messaging: Ms. Schmidt stated that she pulled the item because she was concerned about the funds being spent on PSA's but after hearing the presentation on Traveler Sentiment this type of safety messaging is looked at in a positive way by travelers.

Mr. John Underwood briefly presented an overview of the current COVID-19 messaging efforts. This included PSA's in both English and Spanish on television and radio, announcements on co-op landing pages, along with the revised media plans. There are co-op programs running for niche and umbrella markets, but these have all been revised as to include the PSA messaging. Mr. Underwood stated that the objectives of the messaging was to create awareness and reinforce Monroe County's COVID 19 mandates. In addition, sustaining brand awareness and protecting the remainder of summer and early fall travel remains important for the destination. Ms. Mitchell stated that the destination would not be able to rely on the international, wedding and group travel markets nor will the destination be seeing any visitors who would normally attend events during the late summer and fall. She said that it was important to protect bookings for this time period.

Mr. Underwood showed samples of messaging placed on light posts and bus shelters throughout the county, a billboard in Florida City, signs at the Key West Airport, and in-market mobile banners with the "Stay Safe, Masks Required, Social Distance and Wash Hands" messages.

Mr. Underwood played the English and Spanish versions of the television PSA messaging. He also showed samples of Co-op Emails and landing pages, and the revised district ads which includes the health and safety protocols.

Mr. Bernardin expressed concern over promoting wedding and meeting travel, both of which can promote large groups/gatherings. Mr. Underwood stated that these ads were intended to promote travel in the future as these markets typically book 9-12 months in advance. Ms. Mitchell agreed and stated that in conversations with lodging facilities, any inquiries they may be getting are for small intimate events.

Consideration and Action re: Syndicated Television Crawford Productions: Mr. Andy Newman presented a proposal to utilize \$50,000 FY 2020 Public Relations Resources for the production and distribution of a one hour special focused on island hopping in the Florida Keys by Crawford Productions. Mr. Newman stated the funds would come from existing PR Resources and that the remaining \$50,000 for the production and distribution of the project was in the FY 2021 Public Relations budget.

**Ms. Tippet moved approval of the proposal to utilize \$50,000 FY 2020 Public Relations Resources as proposed to produce a one-hour syndicated program with Crawford Productions, Mr. Fernandez seconded. Motion passed unanimously.**

Update re: Social Media Reporting Changes: Ms. Julie Botteri provided an overview of recent changes to how the agency is reporting the destination's social media channels. She stated that the reports will be drafted on a monthly basis and will place an emphasis on the engagements of posts and showcase the top performing posts on the destination's social media.

Update: Current PR: Mr. Andy Newman presented recent efforts of the agency including coverage of the installation of the "Stay Safe" banners on light poles, coverage of the reopening of Florida on CNN Travel, coverage of the Lower Keys Under Water Music Festival, and posts on the destination's Social Media conveying COVID-19 mandates for the destination.

Consideration and Action re: Excused Absence for Mr. Tim Root: Ms. Stacey Mitchell stated that the TDC Absentee Policy states that a member's absence may be excused by consent of the council, expressed by action of record in its official minutes. She stated that Mr. Root's June absence was due to his attendance at the Utility Board's Strategic Planning Workshop.

**Mr. Bernardin moved approval to excuse Mr. Root from the June 10, 2020 TDC Meeting, Mr. Fernandez seconded.**

A roll call vote was taken with the following results:

Mr. Jim Bernardin	Yes
Mr. George Fernandez	Yes
Mr. Tim Root	Abstain*
Ms. Diane Schmidt	Yes
Mr. Michael Shipley	Yes
Ms. Gayle Tippet	Yes
M. Rita Irwin	Yes Motion passed.

\* Mr. Root abstained due to conflict of interest

Consideration and Action re: FY 2021 Cultural Event Funding Allocations totaling \$361,900: **Mr. Fernandez moved approval of FY 2021 Cultural Event Funding Allocations totaling \$361,900, Mr. Bernardin seconded.**

A roll call vote was taken with the following results:

Mr. Jim Bernardin	Yes
Mr. George Fernandez	Yes
Mr. Tim Root	Yes
Ms. Diane Schmidt	Abstain*

Mr. Michael Shipley                      Yes  
 Ms. Gayle Tippett                        Yes  
 M. Rita Irwin                                Yes    Motion passed.

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

Public/Industry Input: Ms. Jodi Weinhofer expressed concern over members of the lodging community not understanding permissible uses of TDC bed tax. It was asked during the transient rental task force call if TDC funds could be used for enforcement of County and/or Municipality COVID-19 mandates. Ms. Mitchell commented that herself and Mr. Newman had been invited to listen to that meeting but had not been invited to speak. She stated that the County Attorney had commented during the conference call that in his discussion with other County Attorneys, there was no support in a vast majority of Florida counties to allow for TDC funds to be used for COVID-19 mandate enforcements.

There being no further business, the meeting was adjourned at 12:08 p.m.

### Visit Florida Keys Meeting

The July 21, 2020, meeting of the Visit Florida Keys was called to order by President Rita Irwin at 12:08 p.m. via Zoom

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

TDC Members Absent Were: Mayor Heather Carruthers and Mayor Teri Johnston

Consideration and Action re: Visit Florida Keys portion of the June 10, 2020 meeting minutes: Ms. Tippett moved approval of the Visit Florida Keys portion of the June 10, 2020 meeting minutes, Mr. Fernandez seconded. Motion passed unanimously.

There being no further business of the corporation, the meeting was adjourned at 12:09 p.m.

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL  
 FISCAL YEAR 2020  
 September 16, 2020

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

		Appropriations	Expenses	Encumbrances	Balance
T207A73X	UTILITIES	24,000	(3,347)	0	20,653
T207M34X	COMMISSIONERS & FEES (FINANCE)	19,002	(17,840)	0	1,162
T207A63X	ADMINISTRATIVE SERVICES	400,000	(184,226)	0	215,774
T207A23X	ADMINISTRATION RESOURCES	57,150	0	0	57,150
T207M01X	COUNTY COST ALLOCATION	<u>54,392</u>	<u>0</u>	<u>0</u>	<u>54,392</u>
	(ADMIN) SUBTOTAL	554,544	(205,413)	0	349,131
T207V14X	DIST VIS	350,450	(321,245)	0	29,205
T207V99X	GAY & LESBIAN VIS	<u>52,500</u>	<u>(43,750)</u>	<u>(8,750)</u>	<u>0</u>
	(VIS) SUBTOTAL	402,950	(364,995)	(8,750)	29,205
T207B04X	DAC I CAPITAL PROJECTS RESOURCES	1,293,564	0	0	1,293,564
T207M37X	DAC I HIGGS BEACH EMERGENCY BEACH CLEAN	9,600	0	0	9,600
T207M10X	SALARIES & WAGES - WEST MARTELLO (SANDS)	36,411	(9,671)	0	26,740
T207M10X	SALARIES - RESERVE	5,000	(4)	0	4,996
T207M10X	FICA - WEST MARTELLO	2,797	(719)	0	2,078
T207M10X	RETIREMENT - WEST MARTELLO	3,127	(820)	0	2,307
T207M10X	GROUP INSURANCE - WEST MARTELLO	13,228	0	0	13,228
T207M10X	WORKERS COMPENSATION - WEST MARTELLO	1,602	0	0	1,602
T207M20X	HIGGS BCH - CLEANING	163,200	(144,209)	(18,991)	0
T207M30X	HIGGS BEACH SAND / REPAIRS / MAINT	65,000	(21,369)	(10,000)	33,631
T207M60X	MUSEUM REPAIRS / MAINT	15,000	(6,366)	0	8,634
T207M70X	HIGGS BCH - UTILITIES	90,000	(88,072)	0	1,928
T207M11X	SALARIES & WAGES - HIGGS BCH SALARIES (ROBERTS)	42,291	(11,980)	0	30,311
T207M11X	SALARIES - RESERVE	10,000	(3,562)	0	6,438
T207M11X	FICA - HIGGS BCH	3,249	(1,247)	0	2,002
T207M11X	RETIREMENT - HIGGS BCH	3,632	(1,316)	0	2,316
T207M11X	GROUP INSURANCE - HIGGS BCH	13,228	0	0	13,228
T207M11X	WORKERS COMPENSATION - HIGGS BCH	1,861	0	0	1,861
T207M21X	HIGGS BCH OPERATING SUPPLIES	6,500	(6,500)	0	0
T207M31X	MUSEUM UTILITIES	22,000	(22,000)	0	0
T207M41X	MUSEUM RISK MANAGEMENT	996	0	0	996
T207K22X	CITY OF KEY WEST - SMATHERS/REST BCH CLEANING	790,500	(598,750)	0	191,750
TB97360Y	USCGC INGHAM HULL 19	75,188	0	0	75,188
TK97355Y	CHARTER BOAT ROW SIDEWALKS 19	58,000	(44,430)	0	13,570
TK97356Y	KEY WEST AMPITHEATRE 19	125,000	0	0	125,000
TK97357Y	REST BEACH ENHANCEMENTS 19	35,000	0	0	35,000
TK97979Y	SMATHERS BEACH RESTROOM FY19	586,000	(573,610)	0	12,390
TB97982Y	BOTANICAL PLAYGROUND INSTALLATION	45,000	0	0	45,000
TM97361Y	HIGGS BEACH RESTROOM PHASE 1 FY 19	456,000	(14,370)	0	441,630
TM97364Y	WEST MARTELLO AC/WINDOWS/DOORS 19	150,000	(6,960)	0	143,040
TM97984Y	EAST MARTELLO DRAINAGE AND PARKING PHASE 2	590,000	(3,133)	0	586,867
TM77904A	HIGGS BEACH SAND RENOURISHMENT PHASE II 17	1,049,109	(55,161)	0	993,948
TM97985Y	KEY WEST LIGHTHOUSE OUTBUILDING AND FENCING REPAIRS	110,000	0	0	110,000
TM87948Z	WEST MARTELLO BRICKS AND MORTAR RESTORATION 2018	84,300	(4,200)	0	80,100
TM97986Y	WEST MARTELLO BRICKS AND MORTAR RESTORATION	800,000	(610,145)	0	189,855
TB97971Y	STUDIOS OF KW ROOFTOP GARDEN & EXHIBITION SPACE	1,177,985	(337,500)	0	840,485
TM97362Y	HISTORIC JAIL MUSEUM FY 19	1,200,000	(3,115)	0	1,196,885
TB97988Y	MOTE CORAL RESTORATION	90,000	(90,000)	0	0
TB97983Y	MEL FISHER RESTROOM ADDITION PROJECT	37,500	(27,445)	0	10,055
TB97358Y	MEL FISHER SECOND ROUND 19 (Partial rollover)	60,000	0	0	60,000
T207N00X	OLDEST HOUSE MUSEUM IMPROVEMENTS	19,800	0	0	19,800
T207B98X	CUSTOM HOUSE MECHANICAL REPAIRS PHASE 2	90,000	0	0	90,000
T207N01X	BOTANICAL GARDEN FRONT ENTRANCE SIGN	6,960	0	0	6,960
T207M84X	EAST MARTELLO FORT MUSEUM DRAINAGE PHASE III	650,000	0	0	650,000
T207M87X	EAST MARTELLO FORT MUSUEM WINDOW AND HVAC UPGRADES	350,000	0	0	350,000
T207M77X	KEY WEST LIGHTHOUSE GIFT SHOP HVAC & INSULATION	70,000	0	0	70,000
T207B36X	FLORIDA KEYS ECO DISCOVERY CENTER INTERIOR EXHIBITS	225,000	0	0	225,000
T207N06X	FIRE HOUSE MUSEUM AC	2,963	(2,963)	0	0
T207B88X	CORAL REEF RESTORATION	43,425	0	0	43,425

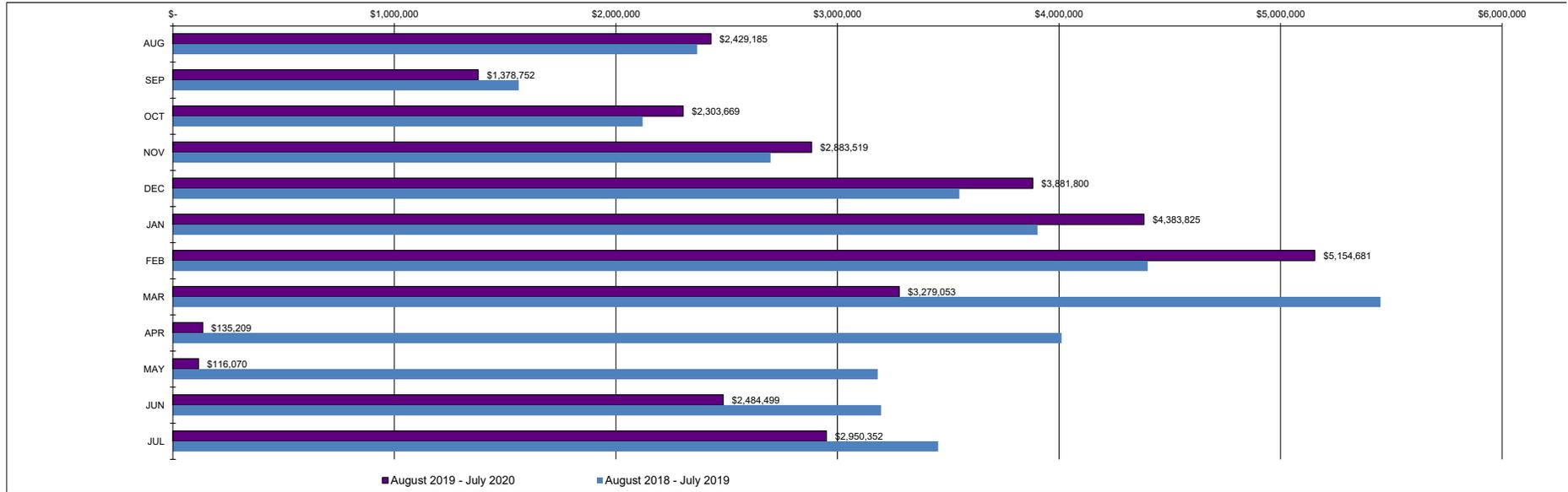
T207B83X	MEL FISHER MASONRY REPAIR & ELECTRICAL 20	281,250	0	0	281,250
T207B97X	ECONOMIC NATURAL DISASTER RESOURCE	<u>560,900</u>	<u>0</u>	<u>0</u>	560,900
	<b>(CAPITAL) SUBTOTAL</b>	<b>11,622,166</b>	<b>(2,689,617)</b>	<b>(28,991)</b>	<b>8,903,558</b>
T207S23X	DAC I EVENT RESOURCES	107,718	0	0	107,718
TS97503Y	KEY WEST WORLD CHAMPIONSHIP RACE 19	0	0	0	0
TS97263Y	OLD ISLAND RESTORATION - 60 YEARS	10,000	0	0	10,000
TS97781Y	NEW YEARS EVE SHOE DROP 19	17,000	(16,100)	0	900
TS97779Y	SOUTHERNMOST MARATHON & HALF 5K FY19	17,000	(14,703)	0	2,297
TS97354Y	THE SMART RIDE	17,000	(16,550)	0	450
TS97588Y	TROPICAL HEAT	17,000	0	0	17,000
TS97024Y	WOMENFEST 19	25,000	0	0	25,000
T207S37X	KEY WEST OCEAN FEST 20	10,000	0	0	10,000
T207S14X	KEY WEST PADDLE CLASSIC 20	10,000	(1,810)	0	8,190
T207S42X	KEY WEST PRIDE 20	50,000	(16,723)	0	33,277
T207S15X	KEY WEST TRIATHLON 20	25,000	0	0	25,000
T207S04X	MANGO FEST 20	10,000	(4,000)	0	6,000
T207S05X	MZF MILE ZERO FIGHTS	10,000	0	0	10,000
T207S81X	NEW YEARS EVE SHOE DROP 20	25,000	0	0	25,000
T207S06X	POLE VAULT IN PARADISE 20	10,000	(8,230)	0	1,770
T207S07X	SOUTHERNMOST MARATHON KEY WEST RUNNING FESTIVAL 20	25,000	0	0	25,000
T207S58X	TROPICAL HEAT 20	25,000	(9,849)	0	15,151
T207S08X	WOMENFEST 20	10,680	0	0	10,680
T207M07X	CONCH REPUBLIC 20	35,000	(4,941)	0	30,059
T207M73X	FKCC SWIM AROUND KEY WEST 20	10,000	0	0	10,000
T207S74X	FLORIDA KEYS SEAFOOD FESTIVAL 20	17,000	(15,712)	0	1,288
T207S78X	HEMINGWAY SUNSET 5K 20	17,000	(10,939)	0	6,061
T207S65X	KELLY MCGILLIS CLASSIC 20	17,000	(15,754)	0	1,246
T207S63X	KEY LIME FESTIVAL 20	17,000	0	0	17,000
T207M52X	KEY WEST BREWFEST 20	25,000	0	0	25,000
T207M53X	KEY WEST FILM FESTIVAL 20	25,000	0	0	25,000
T207S22X	KEY WEST FOOD & WINE 20	35,000	(33,200)	0	1,800
T207S13X	KEY WEST HALF MARATHON 20	50,000	(50,000)	0	0
T207S57X	KEY WEST HOLIDAY FEST 20	50,000	0	0	50,000
T207S24X	DAC I EVENT RESOURCES <small>new events</small>	0	0	0	0
	<b>(EVENTS) SUBTOTAL</b>	<b>719,398</b>	<b>(218,511)</b>	<b>0</b>	<b>500,887</b>
T207P24X	PROMO/STORM & ADV RESOURCES	250,000	0	0	250,000
T207P93X	DISTRICT #1 AD CAMPAIGN	4,623,049	(3,564,874)	(1,058,175)	0
T207P65X	DAC I WEBCAM	14,800	(12,333)	0	2,467
T207P70X	FCCA CONFERENCE & TRADE SHOW (CRUISESHIPS)	<u>6,100</u>	<u>(2,540)</u>	<u>0</u>	<u>3,560</u>
	<b>(PROMOTIONAL) SUBTOTAL</b>	<b>4,893,949</b>	<b>(3,579,747)</b>	<b>(1,058,175)</b>	<b>256,027</b>
TH27662F	HIGGS BEACH SPECIAL FUND/Total towards Sand Renourishment FY 17 6/29/16 DAC Mtg	<u>314,000</u>	0	0	314,000
	<b>(BEACH FUND) SUBTOTAL</b>	<b>314,000</b>	<b>0</b>	<b>0</b>	<b>314,000</b>
	<b>FUND TOTAL</b>	<b>18,507,007</b>	<b>(7,058,283)</b>	<b>(1,095,916)</b>	<b>10,352,808</b>

## TWO PENNY

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

# FOUR PENNY REVENUE REPORT

## Fiscal Year 2019 - 2020



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%	57.87%	56.65%	55.89%	55.93%	54.22%	59.15%	54.08%	50.02%
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%	5.01%	5.91%	6.03%	5.44%	6.57%	6.15%	6.33%	7.10%
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%	15.90%	17.49%
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%	11.28%	11.02%	10.70%	10.60%	10.48%	7.39%	9.82%	10.70%
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%	11.83%	12.07%	12.38%	12.20%	13.13%	14.32%	13.87%	14.69%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

# FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020

DISTRICT I								FY 2020 VS FY 2019		DISTRICT I
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	\$ INC/DEC	% INC/DEC		
OCTOBER	\$ 1,276,637.24	\$ 1,395,162.32	\$ 1,391,695.72	\$ 1,109,774.39	\$ 1,362,895.67	\$ 1,422,993.69	\$ 60,098.02	4.4%	OCTOBER	
NOVEMBER	\$ 1,332,535.55	\$ 1,540,238.53	\$ 1,552,520.72	\$ 1,320,155.25	\$ 1,672,808.29	\$ 1,653,271.95	\$ (19,536.34)	-1.2%	NOVEMBER	
DECEMBER	\$ 1,648,530.05	\$ 1,809,413.78	\$ 1,852,943.28	\$ 1,634,555.15	\$ 2,000,816.72	\$ 2,046,376.31	\$ 45,559.59	2.3%	DECEMBER	
JANUARY	\$ 1,934,556.17	\$ 2,009,799.33	\$ 2,030,157.36	\$ 1,822,136.57	\$ 2,194,929.97	\$ 2,371,875.28	\$ 176,945.31	8.1%	JANUARY	
FEBRUARY	\$ 2,132,824.42	\$ 2,289,132.38	\$ 2,207,078.75	\$ 2,186,795.70	\$ 2,426,401.74	\$ 2,702,378.76	\$ 275,977.02	11.4%	FEBRUARY	
MARCH	\$ 2,355,158.65	\$ 2,568,973.42	\$ 2,455,842.08	\$ 2,446,928.30	\$ 2,781,348.40	\$ 1,572,733.05	\$ (1,208,615.35)	-43.5%	MARCH	
APRIL	\$ 1,838,222.78	\$ 1,896,718.76	\$ 2,033,684.14	\$ 1,892,592.14	\$ 2,132,296.62	\$ 44,333.97	\$ (2,087,962.65)	-97.9%	APRIL	
MAY	\$ 1,571,948.28	\$ 1,680,112.35	\$ 1,663,926.89	\$ 1,577,836.31	\$ 1,775,547.51	\$ 34,300.06	\$ (1,741,247.45)	-98.1%	MAY	
JUNE	\$ 1,319,486.96	\$ 1,388,079.98	\$ 1,400,684.56	\$ 1,484,521.96	\$ 1,529,072.90	\$ 897,332.89	\$ (631,740.01)	-41.3%	JUNE	
JULY	\$ 1,519,807.37	\$ 1,634,608.58	\$ 1,643,684.06	\$ 1,576,916.96	\$ 1,654,326.25	\$ 1,045,335.73	\$ (608,990.52)	-36.8%	JULY	
AUGUST	\$ 1,244,740.91	\$ 1,251,135.82	\$ 1,279,695.82	\$ 1,301,594.78	\$ 1,211,372.84			0.0%	AUGUST	
SEPTEMBER	\$ 998,879.46	\$ 1,045,254.06	\$ 386,596.83	\$ 891,269.57	\$ 769,028.74			0.0%	SEPTEMBER	
TOTAL	\$ 19,173,327.84	\$ 20,508,629.31	\$ 19,898,510.21	\$ 19,245,077.08	\$ 21,510,845.65	\$ 13,790,931.69	\$ (5,739,512.38)	-29.4%		
% INC/DEC PREVIOUS YEAR	10.4%	7.0%	-3.0%	-3.3%	11.8%					

Priceline settlement reflected

DISTRICT II								FY 2020 VS FY 2019		DISTRICT II
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	\$ INC/DEC	% INC/DEC		
OCTOBER	\$ 95,755.27	\$ 87,363.54	\$ 102,443.59	\$ 83,505.24	\$ 127,325.25	\$ 134,114.83	\$ 6,789.58	5.3%	OCTOBER	
NOVEMBER	\$ 102,166.56	\$ 121,133.47	\$ 115,770.44	\$ 113,547.67	\$ 164,354.26	\$ 164,559.89	\$ 205.63	0.1%	NOVEMBER	
DECEMBER	\$ 187,880.96	\$ 178,170.79	\$ 181,103.72	\$ 172,487.68	\$ 233,325.78	\$ 248,316.60	\$ 14,990.82	6.4%	DECEMBER	
JANUARY	\$ 258,954.74	\$ 248,367.92	\$ 257,241.56	\$ 194,164.42	\$ 289,041.48	\$ 317,917.79	\$ 28,876.31	10.0%	JANUARY	
FEBRUARY	\$ 239,333.58	\$ 239,504.19	\$ 285,033.82	\$ 222,550.98	\$ 278,086.91	\$ 326,684.81	\$ 48,597.90	17.5%	FEBRUARY	
MARCH	\$ 280,479.47	\$ 274,339.90	\$ 328,202.89	\$ 263,737.97	\$ 338,874.61	\$ 259,791.42	\$ (79,083.19)	-23.3%	MARCH	
APRIL	\$ 180,265.69	\$ 170,955.49	\$ 240,571.33	\$ 178,768.24	\$ 229,248.21	\$ 34,203.88	\$ (195,044.33)	-85.1%	APRIL	
MAY	\$ 150,539.07	\$ 137,569.54	\$ 217,562.22	\$ 154,409.13	\$ 189,054.74	\$ 28,089.65	\$ (160,965.09)	-85.1%	MAY	
JUNE	\$ 156,044.62	\$ 144,969.15	\$ 199,752.82	\$ 158,777.26	\$ 185,462.10	\$ 208,803.81	\$ 23,341.71	12.6%	JUNE	
JULY	\$ 185,300.25	\$ 174,371.36	\$ 257,768.79	\$ 196,635.16	\$ 221,915.52	\$ 235,216.71	\$ 13,301.19	6.0%	JULY	
AUGUST	\$ 151,199.62	\$ 126,619.47	\$ 181,858.64	\$ 154,041.28	\$ 168,650.21			0.0%	AUGUST	
SEPTEMBER	\$ 80,289.59	\$ 90,076.73	\$ 42,514.69	\$ 107,007.71	\$ 91,625.56			0.0%	SEPTEMBER	
TOTAL	\$ 2,068,209.42	\$ 1,993,441.55	\$ 2,409,824.51	\$ 1,999,632.74	\$ 2,516,964.63	\$ 1,957,699.39	\$ (298,989.47)	-13.2%		
% INC/DEC PREVIOUS YEAR	14.2%	-3.6%	20.9%	-17.0%	25.9%					

Priceline settlement reflected

Monroe County Tourist Development Council  
 Administrative Office  
 Bed Tax Revenue Through July 31, 2020  
 09/14/2020

# FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020

DISTRICT III										DISTRICT III	
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2020 VS FY 2019				
							\$ INC/DEC	% INC/DEC			
OCTOBER	\$ 196,717.24	\$ 234,800.48	\$ 239,587.26	\$ 195,907.87	\$ 214,711.77	\$ 270,347.84	\$ 55,636.07	25.9%	OCTOBER		
NOVEMBER	\$ 243,103.28	\$ 293,276.57	\$ 302,122.70	\$ 210,184.43	\$ 315,173.71	\$ 400,527.31	\$ 85,353.60	27.1%	NOVEMBER		
DECEMBER	\$ 437,829.39	\$ 500,556.19	\$ 491,045.96	\$ 313,299.53	\$ 520,395.46	\$ 643,140.28	\$ 122,744.82	23.6%	DECEMBER		
JANUARY	\$ 514,898.57	\$ 577,463.89	\$ 536,441.18	\$ 379,223.28	\$ 572,274.15	\$ 676,403.85	\$ 104,129.70	18.2%	JANUARY		
FEBRUARY	\$ 552,209.37	\$ 616,201.24	\$ 612,164.74	\$ 434,229.84	\$ 650,401.21	\$ 858,881.14	\$ 208,479.93	32.1%	FEBRUARY		
MARCH	\$ 709,114.15	\$ 822,108.31	\$ 761,396.01	\$ 575,166.02	\$ 876,943.64	\$ 576,473.95	\$ (300,469.69)	-34.3%	MARCH		
APRIL	\$ 490,810.39	\$ 493,491.53	\$ 617,026.60	\$ 354,181.54	\$ 647,959.95	\$ 25,133.66	\$ (622,826.29)	-96.1%	APRIL		
MAY	\$ 379,017.06	\$ 410,244.76	\$ 411,629.60	\$ 289,494.12	\$ 462,093.02	\$ 29,728.59	\$ (432,364.43)	-93.6%	MAY		
JUNE	\$ 458,055.21	\$ 521,540.61	\$ 531,487.64	\$ 430,614.47	\$ 662,822.45	\$ 591,530.08	\$ (71,292.37)	-10.8%	JUNE		
JULY	\$ 514,967.14	\$ 655,572.62	\$ 674,861.68	\$ 476,748.69	\$ 729,379.48	\$ 751,065.78	\$ 21,686.30	3.0%	JULY		
AUGUST	\$ 424,874.40	\$ 431,148.60	\$ 425,095.84	\$ 354,643.63	\$ 483,946.41			0.0%	AUGUST		
SEPTEMBER	\$ 223,120.29	\$ 249,246.50	\$ 121,195.30	\$ 212,435.60	\$ 189,607.59			0.0%	SEPTEMBER		
TOTAL	\$ 5,144,716.49	\$ 5,805,651.30	\$ 5,724,054.51	\$ 4,226,129.02	\$ 6,325,708.84	\$ 4,823,232.48	\$ (828,922.36)	-14.7%			
% INC/DEC PREVIOUS YEAR	17.0%	12.8%	-1.4%	-26.2%	49.7%						
Priceline settlement reflected											

DISTRICT IV										DISTRICT IV	
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2020 VS FY 2019				
							\$ INC/DEC	% INC/DEC			
OCTOBER	\$ 189,322.64	\$ 203,454.21	\$ 187,483.79	\$ 48,429.45	\$ 177,136.72	\$ 198,429.30	\$ 21,292.58	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	\$ 514,217.05	\$ 89,141.66	21.0%	FEBRUARY		
MARCH	\$ 491,475.35	\$ 529,337.20	\$ 513,626.62	\$ 307,710.87	\$ 570,213.60	\$ 356,452.46	\$ (213,761.14)	-37.5%	MARCH		
APRIL	\$ 365,373.93	\$ 360,061.46	\$ 422,724.47	\$ 257,728.38	\$ 401,426.99	\$ 7,572.83	\$ (393,854.16)	-98.1%	APRIL		
MAY	\$ 307,553.44	\$ 312,691.40	\$ 320,270.73	\$ 239,012.54	\$ 334,170.50	\$ 5,830.39	\$ (328,340.11)	-98.3%	MAY		
JUNE	\$ 297,069.21	\$ 324,493.52	\$ 343,415.53	\$ 286,181.29	\$ 343,848.01	\$ 406,932.43	\$ 63,084.42	18.3%	JUNE		
JULY	\$ 335,017.87	\$ 377,076.05	\$ 388,791.70	\$ 297,183.05	\$ 375,652.45	\$ 422,923.77	\$ 47,271.32	12.6%	JULY		
AUGUST	\$ 266,759.20	\$ 263,885.05	\$ 287,262.51	\$ 231,661.53	\$ 260,586.25			0.0%	AUGUST		
SEPTEMBER	\$ 185,637.20	\$ 193,535.62	\$ 64,406.78	\$ 146,731.33	\$ 145,534.90			0.0%	SEPTEMBER		
TOTAL	\$ 3,671,489.21	\$ 3,888,549.33	\$ 3,846,650.45	\$ 2,405,055.52	\$ 3,907,702.36	\$ 2,950,410.54	\$ (551,170.67)	-15.7%			
% INC/DEC PREVIOUS YEAR	8.7%	5.9%	-1.1%	-37.5%	62.5%						
Priceline settlement reflected											

# FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020

DISTRICT V

DISTRICT V

	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2020 VS FY 2019	
							\$ INC/DEC	% INC/DEC
OCTOBER	\$ 206,903.75	\$ 220,870.71	\$ 236,389.88	\$ 218,226.75	\$ 238,506.95	\$ 277,783.45	\$ 39,276.50	16.5%
NOVEMBER	\$ 255,400.44	\$ 284,943.29	\$ 312,909.50	\$ 278,159.51	\$ 325,965.20	\$ 395,016.61	\$ 69,051.41	21.2%
DECEMBER	\$ 375,607.18	\$ 399,406.63	\$ 429,751.50	\$ 393,965.60	\$ 473,391.97	\$ 575,308.50	\$ 101,916.53	21.5%
JANUARY	\$ 426,499.96	\$ 436,753.28	\$ 450,754.06	\$ 436,376.86	\$ 514,735.99	\$ 618,377.24	\$ 103,641.25	20.1%
FEBRUARY	\$ 490,891.37	\$ 511,208.23	\$ 529,756.91	\$ 508,756.12	\$ 620,551.77	\$ 752,519.52	\$ 131,967.75	21.3%
MARCH	\$ 618,654.96	\$ 667,238.71	\$ 711,154.12	\$ 701,241.45	\$ 883,910.23	\$ 513,602.26	\$ (370,307.97)	-41.9%
APRIL	\$ 413,593.01	\$ 400,747.30	\$ 523,786.93	\$ 441,572.61	\$ 600,767.38	\$ 23,965.14	\$ (576,802.24)	-96.0%
MAY	\$ 303,138.61	\$ 335,263.97	\$ 376,072.44	\$ 334,987.25	\$ 421,015.53	\$ 18,120.97	\$ (402,894.56)	-95.7%
JUNE	\$ 328,618.52	\$ 333,286.58	\$ 377,888.72	\$ 387,451.89	\$ 475,602.90	\$ 379,900.03	\$ (95,702.87)	-20.1%
JULY	\$ 370,300.34	\$ 395,680.55	\$ 426,848.12	\$ 429,657.59	\$ 473,326.90	\$ 495,810.37	\$ 22,483.47	4.8%
AUGUST	\$ 257,769.87	\$ 258,869.65	\$ 295,295.44	\$ 325,063.61	\$ 304,629.76			0.0%
SEPTEMBER	\$ 199,318.10	\$ 228,656.93	\$ 147,142.93	\$ 203,641.28	\$ 182,955.38			
TOTAL	\$ 4,246,696.11	\$ 4,472,925.83	\$ 4,817,750.55	\$ 4,659,100.52	\$ 5,515,359.96	\$ 4,050,404.09	\$ (977,370.73)	-19.4%
% INC/DEC PREVIOUS YEAR	14.8%	5.3%	7.7%	-3.3%	18.4%			

Priceline settlement reflected

MONROE COUNTY

MONROE COUNTY

	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2020 VS FY 2019	
							\$ INC/DEC	% INC/DEC
OCTOBER	\$ 1,965,336.14	\$ 2,141,651.26	\$ 2,157,600.24	\$ 1,655,843.70	\$ 2,120,576.36	\$ 2,303,669.11	\$ 183,092.75	8.6%
NOVEMBER	\$ 2,148,446.63	\$ 2,477,795.15	\$ 2,538,743.45	\$ 2,001,019.59	\$ 2,698,157.98	\$ 2,883,518.86	\$ 185,360.88	6.9%
DECEMBER	\$ 2,956,579.91	\$ 3,219,801.88	\$ 3,280,510.25	\$ 2,643,599.72	\$ 3,549,922.98	\$ 3,881,800.16	\$ 331,877.18	9.3%
JANUARY	\$ 3,461,360.22	\$ 3,614,705.12	\$ 3,609,938.43	\$ 2,999,730.64	\$ 3,903,189.57	\$ 4,383,824.90	\$ 480,635.33	12.3%
FEBRUARY	\$ 3,800,115.20	\$ 4,067,282.38	\$ 4,036,272.39	\$ 3,566,655.72	\$ 4,400,517.02	\$ 5,154,681.28	\$ 754,164.26	17.1%
MARCH	\$ 4,454,882.58	\$ 4,861,997.54	\$ 4,770,221.72	\$ 4,294,784.61	\$ 5,451,290.48	\$ 3,279,053.14	\$ (2,172,237.34)	-39.8%
APRIL	\$ 3,288,265.80	\$ 3,321,974.54	\$ 3,837,793.47	\$ 3,124,842.91	\$ 4,011,699.15	\$ 135,209.48	\$ (3,876,489.67)	-96.6%
MAY	\$ 2,712,196.46	\$ 2,875,882.02	\$ 2,989,461.88	\$ 2,595,739.35	\$ 3,181,881.30	\$ 116,069.66	\$ (3,065,811.64)	-96.4%
JUNE	\$ 2,559,274.52	\$ 2,712,369.84	\$ 2,853,229.27	\$ 2,747,546.87	\$ 3,196,808.36	\$ 2,484,499.24	\$ (712,309.12)	-22.3%
JULY	\$ 2,925,392.97	\$ 3,237,309.16	\$ 3,391,954.35	\$ 2,977,141.45	\$ 3,454,600.60	\$ 2,950,352.36	\$ (504,248.24)	-14.6%
AUGUST	\$ 2,345,344.00	\$ 2,331,658.59	\$ 2,469,208.25	\$ 2,367,004.83	\$ 2,429,185.47			0.0%
SEPTEMBER	\$ 1,687,244.64	\$ 1,806,769.84	\$ 761,856.53	\$ 1,561,085.49	\$ 1,378,752.17			0.0%
TOTAL	\$ 34,304,439.07	\$ 36,669,197.32	\$ 36,696,790.23	\$ 32,534,994.88	\$ 39,776,581.44	\$ 27,572,678.19	\$ (8,395,965.61)	-23.3%
% INC/DEC PREVIOUS YEAR	11.9%	6.9%	0.1%	-11.3%	22.3%			

Total Priceline settlement reflected

Monroe County Tourist Development Council

Administrative Office

Bed Tax Revenue Through July 31, 2020

09/14/2020



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

**F1**  
Sept. 20, 2020

**TO:** District I Advisory Committee  
**FROM:** NewmanPR  
**RE:** Report of ongoing activities July 19, 2020, through Sept. 20, 2020

---

The following report highlights ongoing public relations activities on behalf of District I from July 19, 2020, through Sept. 20, 2020.

- Agency representatives attended the TDC meeting via Zoom.
- Agency representatives attended DAC I meeting via Zoom.
- In the U.K., no physical media meetings were held due to the continued impact of COVID-19 and the need for social distancing. However, U.K. affiliate KBC took part in five insightful webinar events with leading travel editors. These featured media representing more than 20 top-tier outlets including Stylist, the Telegraph, Family Traveler, Prima, Travel Weekly, the i Paper, Wanderlust, the Daily Mail, Arcadia, Silver Travel Advisor, ABTA Magazine, Cruise Advisor, Solus, the Financial Times, the Sunday Times, the Daily and Sunday Express newspapers, the Daily and Sunday Mirror newspapers and the Sunday People.
- In France, while no in-person media meetings were able to take place, French media representative Anne Zobenbuhler undertook calls with 12 media. They included representatives of Marie-Claire, Maison, Le Télégramme de Brest, Version Fémina, I-voyages.net, Infotravel.fr, Voyager Magazine, Horizons Monde, Jean-Marc Toussaint, Frédéric Patard, Télé 2 Semaines and Air France Magazine.
- KBC shared three Keys-focused social media posts on its Facebook and Instagram channels during the reporting period. This included content on Bob Dylan releasing a song titled “Key West (Philosopher Pirate),” on his latest album and a flashback post featuring a photo from a U.K. group press trip in May 2019.
- German affiliate GIA continued its campaign to keep potential Keys visitors inspired through the German Facebook page, sharing content spotlighting the beauty and diversity of the destination with followers. This is accompanied 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 increased to 16,557 fans, while the Florida Keys & Key West “group” has grown to 2,796 members.

- Canadian affiliate LMA is compiling and sharing with NewmanPR weekly Canadian news, surveys and updates as they relate to the travel industry. LMA and NewmanPR are holding regular Zoom meetings to evaluate and reschedule planned programs based on shifting dates for the resumption of travel.
- 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 representatives of radio outlets in regard to potential interviews once travel resumes. In addition, LMA reached out to media to pitch positive stories about the Keys. LMA confirmed a feature in TravelLife Magazine resulting from a 2019 press trip, a “Keys updates” piece in Travel Industry Today and coverage on Key lime pie in Canadian Travel Press.
- 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 until physical events resume.
- KBC contributed top-line information for multiple Visit Florida U.K. releases. This included sharing ideas for Keys eco-adventures for a release on How to Experience Florida’s Great Outdoors. Visit Florida continues to monitor media and consumer sentiment along with the current travel regulations and will issue the stories as appropriate.
- LMA distributed media advisories and releases to targeted Canadian media focused on topics that included Keys officials urging visitors to follow COVID-19 safety protocols, Hemingway Days’ virtual literary events, the Hemingway Look-Alikes missing Key West after cancelling their contest, Bob Dylan immortalizing Key West in a song on his latest album and the cancellation of Fantasy Fest based on COVID concerns.
- As COVID-19 case numbers rose and subsequently declined in Florida and the Keys, NewmanPR continued its 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 accurate and unified messaging regarding the coronavirus crisis.
- Agency’s Julie Botteri continued to update the dedicated coronavirus information page on the TDC website several times a week, and whenever necessary to communicate new or evolving county or municipality health and safety directives. 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 green banner on the website's homepage.

- During the reporting period, agency issued tourism advisories to the industry on issues relating to COVID-19. Specific topics included the Key West City Commission's ordinance allowing seating restaurant bars and bar counters; the status of boat ramps, beaches and parks during the Labor Day holiday weekend; the Monroe County Health Department's free COVID-19 testing events; access restrictions for boat ramps during the Lobster Sport Season and officials allowing the Lobster Sport Season to continue. Agency also wrote and distributed to media a release reminding visitors that the wearing of facial coverings and social distancing remain mandated in the island chain for protection against COVID-19, despite the easing of some statewide health restrictions.
- 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 posted Keys status updates and information about mandatory masking and other required protective measures on the social media outlets. Agency also continued its "Play it Safe" series of mini-videos of local residents explaining why wearing masks is important, and a series of "Play it Safe" Keys beauty shots overlaid with messaging about the three main COVID-19 protective actions. In addition, agency continued regular environmental messaging including Sustainable Sunday posts, and videos and photographs of tranquil Keys nature and sunset scenes. Recent posts with notable Facebook reach and engagement included a "National Hammock Day" Keys message and image that reached more than 113,600 people and drew more than 7,300 engagements, a video of Coast Guard and Turtle Hospital personnel helping release two turtles that reached more than 140,000 people and drew more than 4,700 engagements, a Sunday marine life image that reached nearly 100,000 people and drew more than 6,700 engagements and a notice of United Airlines' resumption of service and new service that reached nearly 72,000 people and drew more than 4,600 engagements.
- Social media reports for June and July showed a significant decrease in overall engagement across all three of the Keys' social media platforms. NewmanPR learned that both Facebook and Instagram have made significant changes to the algorithm that displays content on a person's feed. As such, some posts are not being seen by fans and/or followers. NewmanPR spoke to several other DMOs (Fort Myers/Sanibel, Florida's Historic Coast that includes St. Augustine, and Martin County) to learn if they were also experiencing a similar decrease in engagement across their platforms. All three DMOs indicated that they had seen a decline in engagement especially on Facebook. Monitoring the engagement through August, agency is beginning to see an increase once again, primarily on Instagram and

Twitter. While Facebook is remaining flat, the channel should increase in engagement as agency continues to post creative and unique content.

- 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.
- Agency is working with Crawford Entertainment, producers of "Florida Keys: Protecting Paradise" and several other widely distributed Keys television specials, to create a new one-hour special tentatively titled "Island Hopping: Florida Keys." Agency provided assistance with logistics and pre-production plans, input on segment topics and host selection, and support during the mid-September shoot in the destination. Featuring a cast of Keys locals, the program is to showcase unique activities and flavors of each district. It is to be syndicated nationally in the first quarter of 2021, and planning is in the works for additional distribution. An edited, half-hour version of the show is to air on Discovery Channel in late December.
- Agency is pleased to announce that "Florida Keys: Protecting Paradise" has been accepted for national distribution and some 253 PBS stations have already committed to air the show. The stations represent almost 80 percent of PBS' viewing markets in the U.S. and include outlets in New York, Chicago, Los Angeles, Atlanta, San Francisco, Houston, Detroit, several Florida stations and more. The PBS version of "Protecting Paradise" is a half-hour edited version of the hour-long show that aired at the end of 2019 and earlier this year on Discovery, Destination America and WGN America. The half-hour version already was broadcasted on Earth Day 2020 in prime time on WPBT and WXEL. "Protecting Paradise" vividly tells the story of sustainable tourism in the Keys through the words of locals who are passionate about resource protection, but understand how they play a role in our economy.
- Agency's Julie Botteri worked on a script, set up shooting and supervised production for a video on safe and environmentally responsible boating, fishing and diving in the Keys. Shooting is completed and the post-production process is nearly complete.
- Working with TwoOceansDigital.com, agency produced, distributed and posted August and September issues of the "Keys Traveler" e-newsletter. Given the coronavirus situation, issue topics are selected 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 pieces 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 collaborated with the TDC sales team to select topics for the 2020-21 issue of “Keys Traveler Magazine” and wrote all stories for the publication. Work is underway on imagery and layout. Once the publication is produced, it will be distributed at World Travel Market and other major media events.
- Agency’s Laura Myers updated and refreshed all articles for the “Keys Traveler Magazine” targeting the meetings and incentives market. The publication’s online version, posted on the TDC website, is now revised with new images and layout as well as copy.
- Agency is finalizing copy for the fall 2020 issue of “What’s New in the Florida Keys & Key West.”
- Agency created a submission about “Stewards of the Keys” for the “Quick Trips” section in the October issue of Tourism Marketing Today, the monthly newsletter for Destinations Florida Inc., published by the Florida Association of Destination Marketing Organizations. Kermit Carpenter, founder of Kermit's Key West Key Lime Shoppe, was featured in the September issue with a photo of Carpenter wearing a lime green-colored mask during an interview for the destination's “Play It Safe!” campaign.
- Agency continued working with event coordinators throughout the Keys regarding postponements, cancellations and revisions to event schedules or content because of the coronavirus crisis. When changes are announced, agency updates the calendar on the TDC website accordingly.
- During the period when Sloppy Joe’s Bar originally planned to host the “Papa” Hemingway Look-Alike Contest, agency produced and distributed to media a video news release about the contest’s cancellation because of COVID-19 concerns. The video package featured a Zoom interview with David Douglas, president of the Hemingway Look-Alike Society, as well as footage from past festivals’ look-alike events. Agency also distributed two still photos from past look-alike events to media around the U.S. via the Associated Press wire service. Coverage was significant, highlighted by agency-provided video with the package airing on network affiliates throughout North America.
- Each Thursday, Andy Newman provides a live report on aspects of the Keys on U.S. 1 Radio’s Morning Magazine.
- Agency representatives continued participating in webinars on the changing state of travel and media trends resulting from the coronavirus crisis for use in upcoming message creation and media interactions.
- When the storm that became Hurricane Laura began to threaten South Florida, agency assumed its role of proactively communicating accurate information to Keys tourism interests, as well as to visitors and prospective visitors. The agency

participated in Monroe County emergency management conference calls and worked with local government and emergency management officials and weather experts to monitor the storm and coordinate communications. Agency wrote 15 tourism advisories, based on information from the National Hurricane Center, the Key West National Weather Service Office and Monroe County Emergency Management, including initial advisories urging the industry to closely monitor the storm. Messaging also was distributed to the public via social media and posted on [fla-keys.com](http://fla-keys.com). Throughout Laura's threat to South Florida, the agency continually refined and updated the website story with the latest NHC tracking map, and updated social media communications — including when the forecast track moved well away from the Keys and watches or warnings were discontinued. Agency was in contact with the TDC director and the TDC board chair throughout the storm period. When the official forecast track moved and the Keys were unlikely to be impacted by the storm, agency communicated that message to media and their audiences in the captions of two provided kiteboarding photos distributed via the Associated Press wire service. Agency also provided a story and photography package to media after the storm passed well west of the Keys.

- Agency wrote several advisories and distributed them to tourism interests regarding the development and passage of Hurricane Isaias, communicating that the National Hurricane Center and Monroe County Emergency Management were monitoring the storm and taking necessary steps. Individual advisories communicated Keys officials' declaration of a local state of emergency, the issuing of a tropical storm warning for the offshore waters of the Upper Keys and the cancellation of the warning.
- Agency wrote and distributed a tourism advisory about mosquito protection practices in response to confirmed cases of dengue fever being reported. Agency updated and revised the mosquito protection information and dengue Q&A page in the Keys website's visitor safety section, and added a comprehensive Q&A page about the Florida Keys Mosquito Control District and U.K.-based Oxitec's plans to conduct a pilot project using genetically modified male *Aedes aegypti* mosquitos.
- Agency produced a video encouraging responsible actions for visitors and residents participating in the state's sport lobster season. Featuring Bobby Dube, the Keys' public information officer for the Florida Fish and Wildlife Conservation Commission, the video was designed to protect the Keys' natural resources and communicate diving and boating safety. Agency wrote and distributed an advisory to tourism interests about the video and also wrote and distributed a release to targeted media. The video was made available to tourism interests for their distribution, as well as being posted on the [fla-keys.com](http://fla-keys.com) home page and the Keys' Facebook and YouTube platforms. The video was used in two separate posts on Facebook and reached over 165,000 people.
- Working with the TDC sales department, agency wrote and distributed to targeted media a release on a new TDC video targeting IMEX America 2020 participants.
- Agency wrote, posted on the website and featured in the e-newsletter a piece on the Florida Keys National Marine Sanctuary's Blue Star Fishing Guide Program that recognizes and promotes sustainable recreational fishing in the Keys.

- Agency wrote, posted on the website and featured in the e-newsletter a piece on the rehabilitated turtles and manatees recently released in the Keys after receiving care from nature and wildlife rehabilitators.
- Agency wrote, posted on the website and featured in the e-newsletter a piece on the Florida Keys' state parks.
- Agency wrote, posted on the website and featured in the e-newsletter a piece on the Oct. 15 opening of the annual stone crab season and the best ways to eat stone crab.
- Agency wrote, posted on the website and featured in the e-newsletter a piece on the additions to the Florida Keys Sculpture Trail.
- Agency produced and distributed a story and photo package to targeted media when Monroe County Mayor Heather Carruthers and Key West Mayor Teri Johnston helped distribute masks during the launch of the Florida Restaurant and Lodging Association's Keyswide initiative to provide 100,000 masks to Keys hospitality employees. Agency also assisted the FRLA with the logistics of the event.
- When Sloppy Joe's Bar reopened after a six-month closure due to the COVID-19 pandemic, agency produced video and still photography packages on the reopening featuring the Hemingway look-alikes on hand to celebrate it. The video featured quotes from Sloppy Joe's Donna Edwards and 2015 Look-Alike Contest winner Charlie Boice. Two photos were moved to media points around the U.S. via the Associated Press wire service, and agency provided information to AP for two stories on the reopening. Global coverage was extensive, with the video appearing on USA Today.com and MSN online, as well as on network affiliates in major markets. Video, story and/or photo coverage appeared nearly 745 times in markets throughout North America, Europe and Asia, reaching an audience of more than 1.14 billion for a media value of some \$26.5 million. The video and photos also were posted on the Keys' Facebook page, where they reached a combined 107,800 people and drew nearly 10,800 engagements combined.
- Agency wrote, distributed to targeted media and posted on the website a release on United Airlines announcing it will resume daily nonstop service to Key West from Chicago O'Hare and New Jersey's Newark Liberty international airports, and on Nov. 6 is to launch nonstop service five times weekly between Key West and Washington Dulles International Airport.
- Agency wrote, posted on the website and featured in the e-newsletter a piece on the Cuban culture and heritage that enrich Key West.
- Agency provided information and assistance regarding media visits for individual journalists including Angie Orth from Angie Away Media, Rachel Orth of The Jet Sisters, photographer Gately Williams on assignment for Coastal Living magazine, Sara Liss with Fodor's Travel Guide, Daniela Martinez and Nicola Bellomo of Two Outsiders, Peta Innerarity of Swanky Retreats, Jennifer Goggin of [makeamomsmile.com](http://makeamomsmile.com), Allison Jones with Jones Family Travels and Loulu Lima of Book Here, Give Here.

- 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 story in AFAR magazine citing Florida's John Pennekamp Coral Reef State Park in a story about "See America One State Park at a Time," in Travel Awaits about "How to Spend An Amazing Day in Islamorada," Insider.com with a feature about Bungalows Key Largo, Scuba Diving magazine about "What It's Like to Dive in The Florida Keys Right Now," a segment on eTurboNews.com, two blog posts in MiamiCurated.com about "What's New in the Florida Keys," and a Road Trip through the Florida Keys piece on Outcoast.com, a premier LGBTQ outlet.
- Agency issued water-quality advisories as needed to resorts and other tourism industry entities, and routinely interfaces with the Monroe County Health Department on beach advisory status.
- Event information and photography are regularly posted on the Keys website.

###

Facebook: 480,104 followers increased from 478,510  
Twitter: 50,548 followers increased from 50,382  
Instagram: 250,482 followers increased from 246,494

01 Jul 2020 - 31 Jul 2020

# DAC Social Media Report July 2020

 @floridakeysandkeywest    @thefloridakeys    @thefloridakeys

## Facebook Activity Overview



IMPRESSIONS  
**2,644,822**



TOTAL REACH  
**567,929**



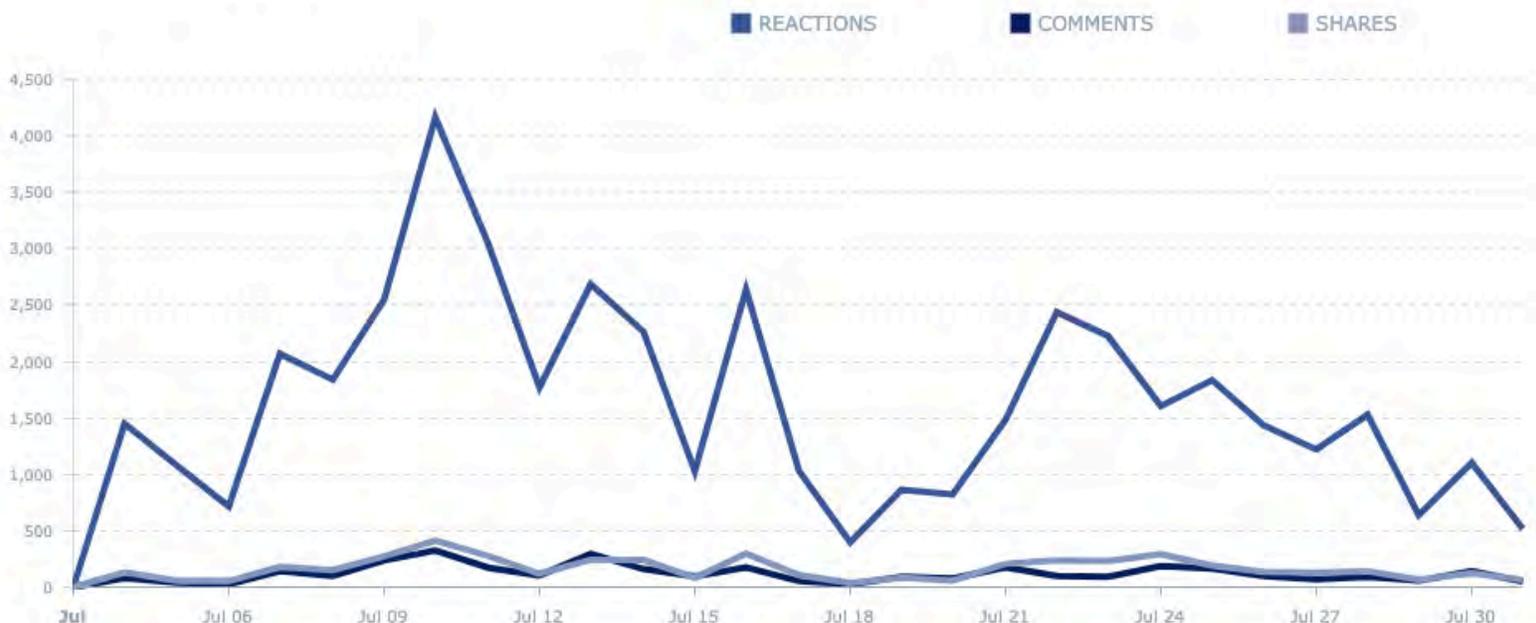
POST ENGAGEMENTS  
**111,009**



PAGE CONSUMPTIONS  
**94,540**



## Audience Engagement



### ACTION METRICS

Reactions	46,433
Comments	3,421
Shares	4,619
Other Engagements	56,536

**Total Engagements** **111,009**

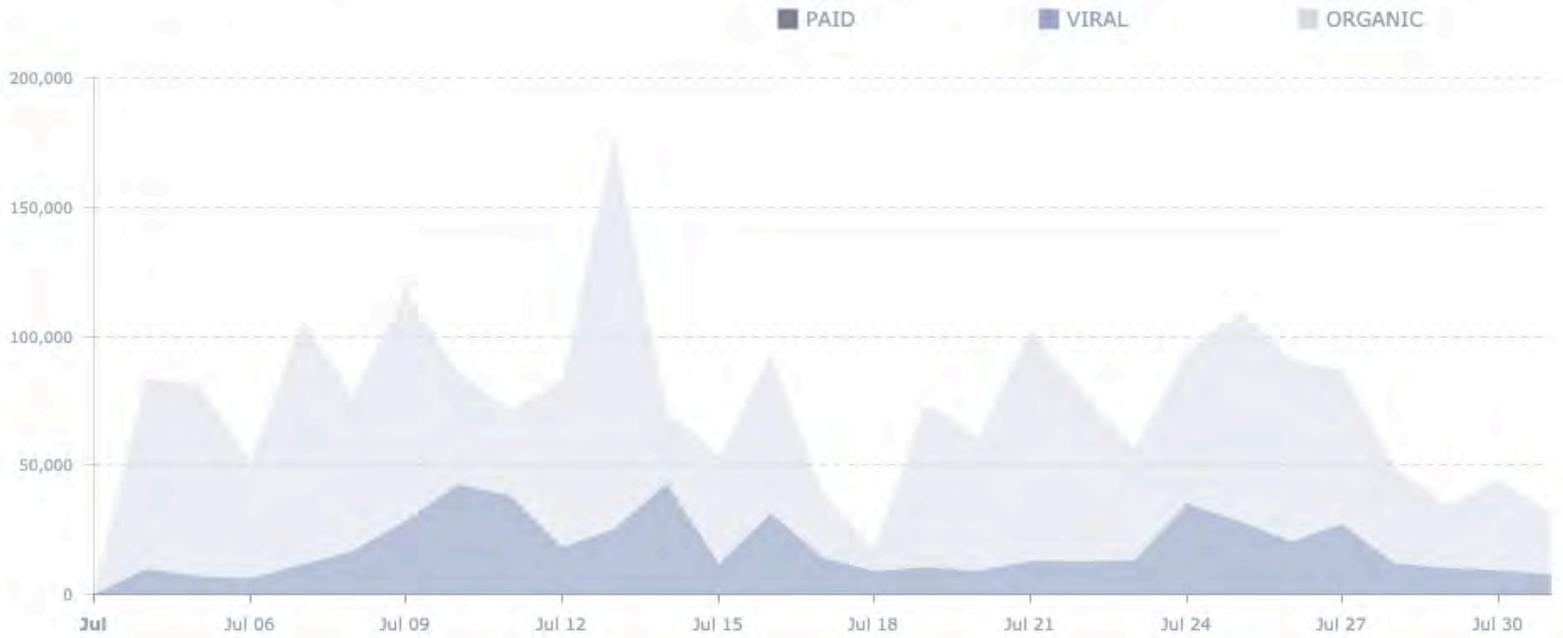
TOTAL ENGAGEMENTS  
DECREASED BY

↓ **63.37%**

SINCE PREVIOUS PERIOD



### Page Impressions



### IMPRESSION METRICS

Organic Impressions	2,123,606
Paid Impressions	0
Viral Impressions	521,216
<b>Total Impressions</b>	<b>2,644,822</b>
<b>Users Reached</b>	<b>1,637,382</b>

TOTAL IMPRESSIONS  
DECREASED BY

↓ **79.63%**

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

22 JUL 6:34 PM



Happy National Hammock Day! Thanks to Aida Velez and The AV Photo Studio for sharing this relaxing scene in the #FloridaKeys. 🌴😊

5617

258

557

2426

7.13%

112,398



## The Florida Keys & Key West

13 JUL 8:54 PM



We've updated our COVID-19 Visitor Guidelines Monday, to reflect the new information is it relates to masks and #KeyWest, for visitors and residents. Please read, so you can plan ahead and come to the #FloridaKeys prepared. <http://fla-keys.com/news/article/10775/> REMINDER: this page is intended for the sharing of information as it relates to travel to the Florida Keys, as much as it is for the general enjoyment and sharing. We ask that comments remain cordial and helpful in nature. If you have questions, refer to our Community Info & Rules about conduct, thank you.

2303

641

217

12883

9.47%

127,227



## The Florida Keys & Key West

10 JUL 7:31 PM



"Shelly", a 266 pound adult male green sea turtle was rescued off the Middle Keys Thursday night. He was entangled in an abandoned anchor line and has damage to his front flipper. Check in with the incredible team at the The Turtle Hospital and tune in to see his progress! #floridakeys #connectandprotect

6170

363

585

8530

11.68%

112,927

# Twitter Activity Overview



DAILY EXPOSURE

36,366

POST ENGAGEMENTS

1,589

REACH

1,581,355



## Audience Engagement

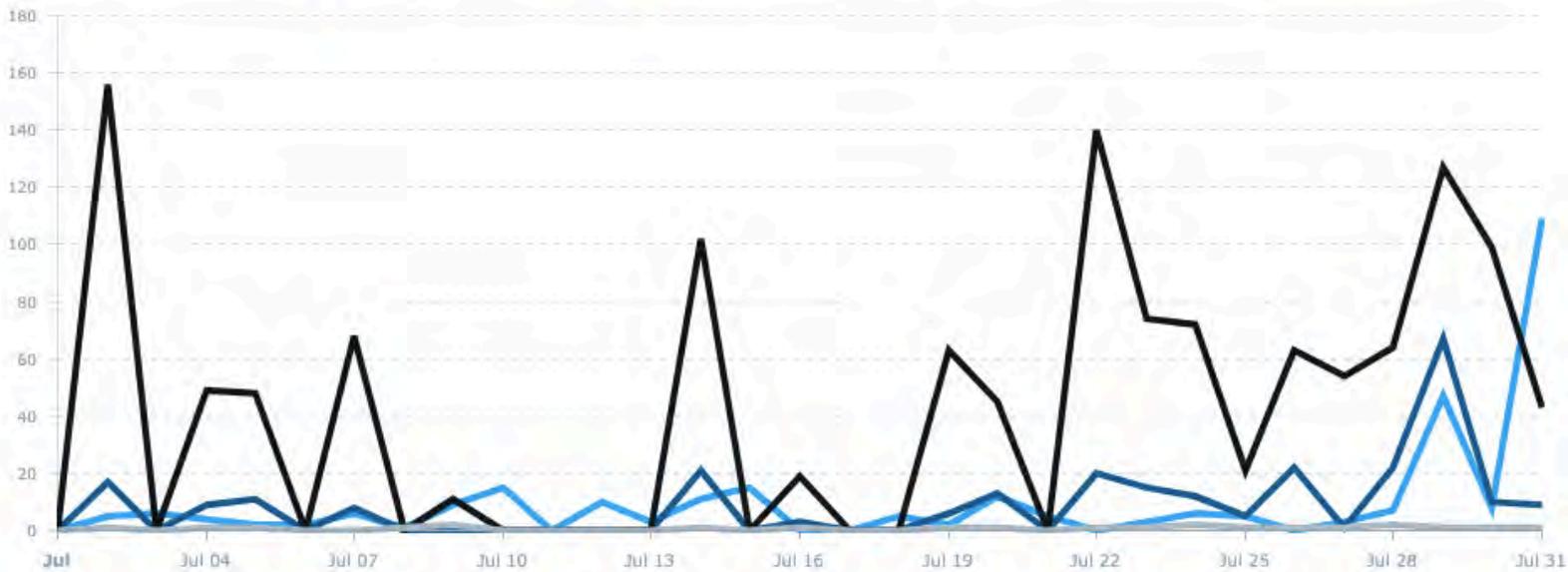
### AUDIENCE ENGAGEMENT BY DAY

MENTIONS

RETWEETS

LIKES

TWEETS SENT



### ENGAGEMENT METRICS

Mentions	301
Retweets	271
Likes	1,318
Tweets Sent	22
<b>Total Engagements</b>	<b>1,890</b>

TOTAL ENGAGEMENTS  
DECREASED BY

↓ **44.07%**

SINCE PREVIOUS PERIOD



TOP TWEETS

 Retweets

 Likes

 Reach



**The Florida Keys** @thefloridakeys 29 Jul 11:30 PM

RT if you can't wait to get your toes in the #FloridaKeys sand!   
<https://t.co/AJe5ZURvV9> <https://t.co/mS8Bv1ApG7>

67

127

50,833



**The Florida Keys** @thefloridakeys 28 Jul 2:39 PM

Find the latest Florida Keys COVID-19 protocols this week, including changes to recreation, temporary public boat ramp closures and more, at <https://t.co/UztDLAQM5P>. <https://t.co/w5tR5P02e7>

22

64

50,833



**The Florida Keys** @thefloridakeys 28 Jul 10:42 PM

RT if you love a good #FloridaKeys sunset! Please follow the COVID-19 protective protocols, which include mandatory facial coverings, if you are planning to visit the Keys or are here. <https://t.co/Lsuxfnacl4> <https://t.co/eWOiCjqVLI>

22

63

50,977

# Instagram Activity Overview



FOLLOWERS  
**250,482**



FOLLOWING  
**480**



POSTS  
**1,602**



## Audience Engagement

### AUDIENCE ENGAGEMENT BY DAY



### ENGAGEMENT METRICS

Likes Received	84,314
Comments Received (All Posts)	679
Comments Received (Posts This Period)	865.0
Posts Sent	25

TOTAL ENGAGEMENTS  
DECREASED BY

↓ **29.21%**

SINCE PREVIOUS PERIOD



## TOP INSTAGRAM POSTS



Likes 7,913

---

Comments 55



Likes 7,470

---

Comments 94



Likes 7,267

---

Comments 47

Facebook: 281,251 followers increased from 480,104  
Twitter: 50,673 followers increased from 50,548  
Instagram: 253,959 followers increased from 250,482

01 Aug 2020 - 31 Aug 2020

# DAC Social Media Report August 2020

 @floridakeysandkeywest  @thefloridakeys  @thefloridakeys

## Facebook Activity Overview



IMPRESSIONS  
**2,342,467**



TOTAL REACH  
**488,525**



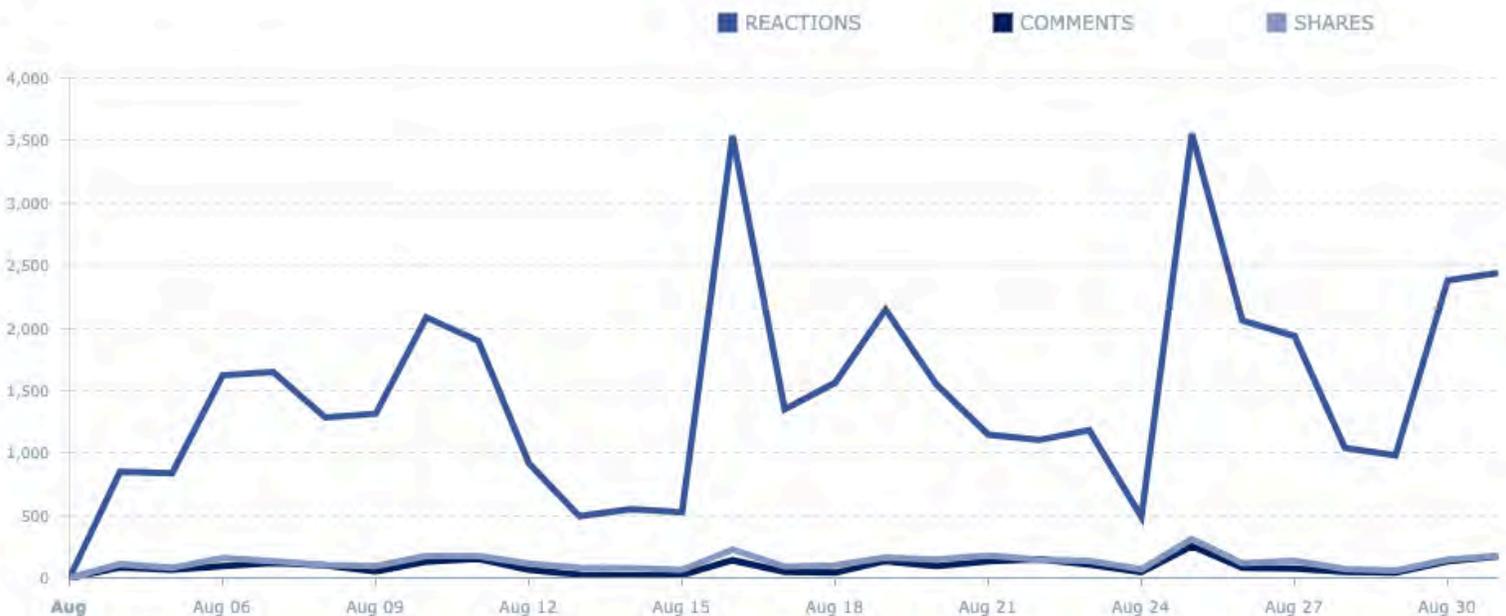
POST ENGAGEMENTS  
**99,467**



PAGE CONSUMPTIONS  
**79,897**



## Audience Engagement



## ACTION METRICS

Reactions	42,481
Comments	2,640
Shares	3,647
Other Engagements	50,699
<b>Total Engagements</b>	<b>99,467</b>

TOTAL ENGAGEMENTS  
DECREASED BY

↓ **9.65%**

SINCE PREVIOUS PERIOD



## Page Impressions



## IMPRESSION METRICS

Organic Impressions	1,997,124
Paid Impressions	0
Viral Impressions	345,343
<b>Total Impressions</b>	<b>2,342,467</b>
<b>Users Reached</b>	<b>1,355,647</b>

TOTAL IMPRESSIONS  
DECREASED BY

↓ **8.96%**

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

25 AUG 11:30 PM



More Tuesday highlights from the #FloridaKeys, after the center of #HurricaneLaura passed well south of the island chain. Although the Keys escaped significant impact, we hope all the folks in the central Gulf coast hurricane warning area remain safe and be spared serious damage. More details at <http://fla-keys.com/news/article/10844/> 📸 Rob O'Neal/Julie Botteri

2356

108

97

5573

15.78%

43,428



## The Florida Keys & Key West

16 AUG 4:42 PM



A gorgeous Sunday on the water in the #FloridaKeys, thank you for sharing, Allergic To Land Charters! 🍹🌴

5067

115

231

2909

7.64%

99,740



## The Florida Keys & Key West

03 AUG 2:49 AM



Sunset Sunday evening in the #FloridaKeys.

1791

48

54

638

6.17%

37,095

# Twitter Activity Overview



DAILY EXPOSURE  
**96,687**

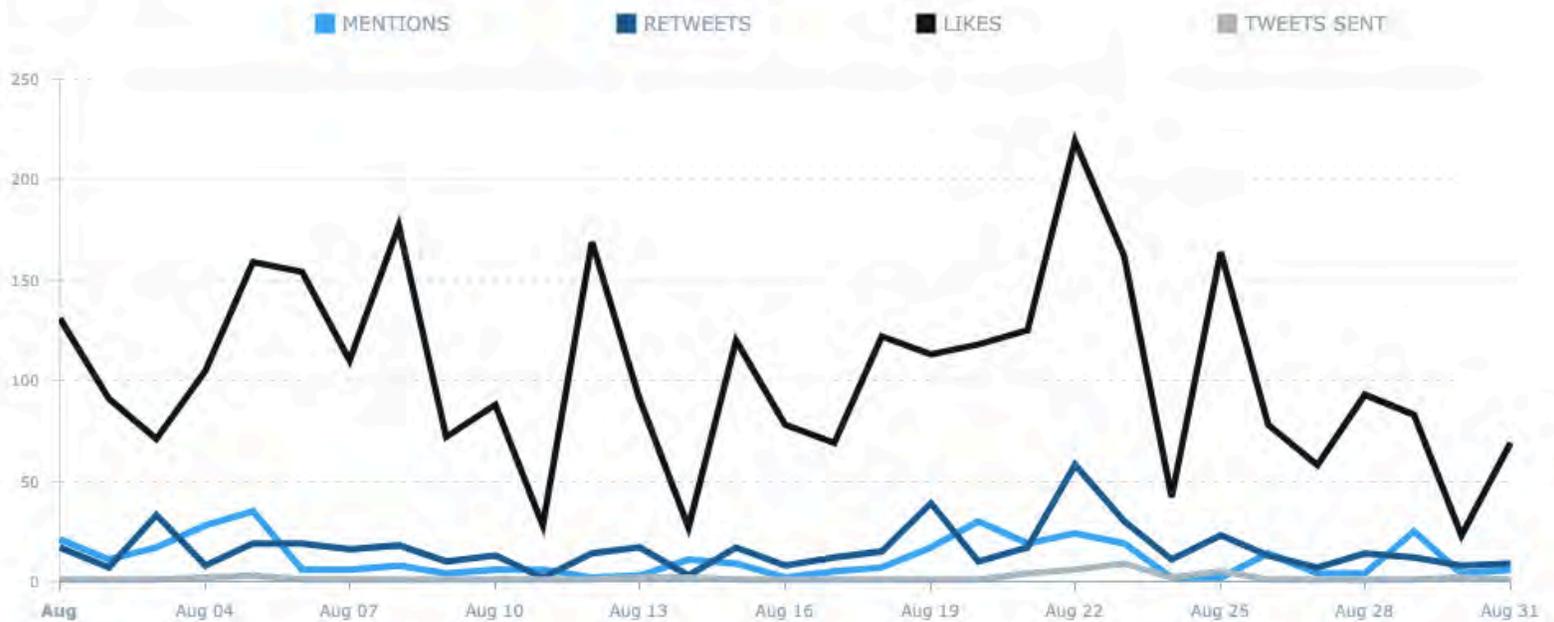
POST ENGAGEMENTS  
**3,708**

REACH  
**1,602,145**



## Audience Engagement

### AUDIENCE ENGAGEMENT BY DAY



### ENGAGEMENT METRICS

Mentions	357
Retweets	499
Likes	3,209
Tweets Sent	58
<b>Total Engagements</b>	<b>4,065</b>

TOTAL ENGAGEMENTS  
INCREASED BY

**↑ 115.08%**

SINCE PREVIOUS PERIOD



TOP TWEETS

 Retweets

 Likes

 Reach



**The Florida Keys** @thefloridakeys 22 Aug 1:37 PM

RT if you've been missing your Vitamin Sea dosage! This stunning picture is from @DryTortugasNPS. 📷 <https://t.co/a1XrDMgLSm> <https://t.co/TDzr4iWnCG>

37

150

50,715



**The Florida Keys** @thefloridakeys 19 Aug 2:29 PM

"If there's heaven for me, I'm sure it has a beach attached to it." RT if you agree with this famous Jimmy Buffett quote! 📷 @KonaKaiResort <https://t.co/2mTq1sGBIU>

39

113

50,670



**The Florida Keys** @thefloridakeys 03 Aug 5:16 PM

RT if you wish you were rum running away from reality into paradise in the #FloridaKeys! 📍: @PCIHolidayIsle 📷 <https://t.co/e0Tw1kyfFZ> <https://t.co/MKLRWJiwYO>

33

71

51,514

# Instagram Activity Overview



FOLLOWERS  
**253,959**

FOLLOWING  
**481**

POSTS  
**1,633**



## Audience Engagement

### AUDIENCE ENGAGEMENT BY DAY



### ENGAGEMENT METRICS

Likes Received	100,560
Comments Received (All Posts)	945
Comments Received (Posts This Period)	1,169.0
Posts Sent	31

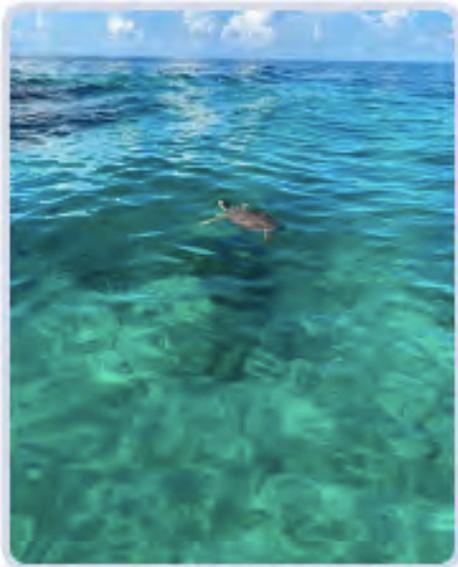
TOTAL ENGAGEMENTS  
INCREASED BY

**↑ 20.18%**

SINCE PREVIOUS PERIOD



# TOP INSTAGRAM POSTS



Likes 8,262

Comments 60



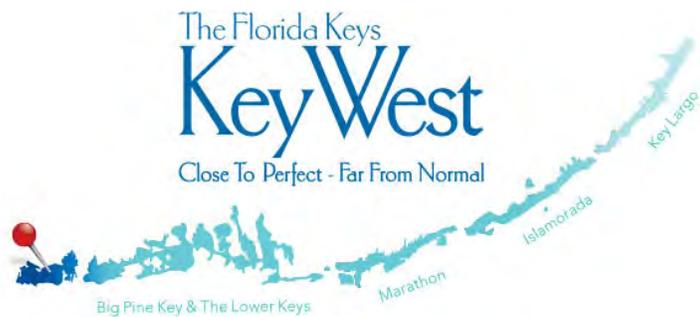
Likes 7,695

Comments 119



Likes 6,426

Comments 143



DISTRICT ADVISORY COMMITTEE

# ADVERTISING REPORT

OCTOBER 7 DAC I MEETING





## MEDIA RECAP & REPORTING

### JULY & AUGUST TV

#### **In-State Spot Market - 7/16-8/31**

Tampa-St. Petersburg/Sarasota DMA  
 Orlando-Melbourne DMA  
 West Palm Beach DMA  
 Ft. Myers-Naples DMA  
 Jacksonville DMA

#### **Out-of-State Spot Market - 7/16-8/31**

Atlanta DMA  
 Dallas DMA  
 Charlotte DMA





## MEDIA RECAP & REPORTING

### JULY & AUGUST CO-OP PROGRAMS

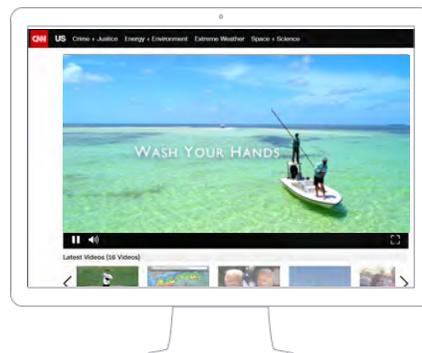
- Key West Spring Digital
  - CNN.com - 7/24-8/9
  - Conversant - 7/24-8/2
- Key West Spring Digital Southeast Texas
  - CNN.com - 7/24-8/9
  - Conversant - 7/24-8/2
- Key West Summer Digital
  - CNN.com - 7/24-8/16
  - Conversant - 7/24-8/16



# MEDIA RECAP & REPORTING

## JULY & AUGUST PRE-ROLL VIDEO

July 2020					
DATE	Pre-Roll	Impressions	Clicks	Click-through %	VCR
<b>Dedicated</b>					
7/24-7/31	Tremor (Dedicated)	677,664	6,037	0.89%	78.37%
7/29-7/31	Adara Targeting based on Search (Dedicated)	313,341	343	0.11%	55.81%
7/24-7/31	Samsung CTV (Dedicated)	66,025	14	0.02%	97.43%
7/24-7/31	Samsung Online (Dedicated)	463,287	1117	0.24%	57.71%
7/24-7/31	Conversant (Dedicated)	393,257	284	0.07%	67.92%
7/24-7/31	Samba TV (Dedicated)	355,430	1,272	0.36%	78.40%
<b>Co-op</b>					
7/24-7/31	CNN.com (Spring Digital Co-op)	147,228	535	0.36%	87.61%
7/24-7/31	CNN.com (Spring Southeast TX Digital Co-op)	136,006	474	0.35%	87.54%
7/24-7/31	CNN.com (Summer Digital Co-op)	253,063	1,834	0.72%	80.09%
7/1-7/5 & 7/24-7/31	Conversant (Spring Digital Co-op)	150,872	112	0.07%	53.44%
7/1-7/5 & 7/24-7/31	Conversant (Spring Southeast TX Digital Co-op)	158,264	57	0.04%	44.59%
7/1-7/5 & 7/24-7/31	Conversant (Summer Digital Co-op)	158,385	168	0.11%	45.16%
<b>August 2020</b>					
DATE	Pre-Roll	Impressions	Clicks	Click-through %	VCR
<b>Dedicated</b>					
8/1-8/9	Tremor (Dedicated)	2,565,688	24,428	0.95%	81.50%
8/1-8/9	Adara Targeting based on Search (Dedicated)	765,894	2,094	0.27%	67.24%
8/1-8/16	Samsung CTV (Dedicated)	128,668	3	0.00%	96.89%
8/1-8/16	Samsung Online (Dedicated)	893,195	1,814	0.20%	65.38%
8/1-8/16	Conversant (Dedicated)	1,408,093	1,126	0.08%	68.44%
8/1-8/16	SpotX Desktop, Mobile and Tablet (Dedicated)	1,490,653	4,832	0.32%	83.36%
8/1-8/16	SpotX CTV (Dedicated)	557,403	1	0.00%	96.71%
8/1-8/16	Samba TV (Dedicated)	1,273,681	4,930	0.39%	75.19%
<b>Co-op</b>					
8/1-8/16	CNN.com (Summer Digital Co-op)	168,667	1,169	0.69%	81.06%
8/1-8/16	Conversant (Summer Digital Co-op)	450,818	600	0.13%	62.00%





## MEDIA RECAP & REPORTING

### JULY & AUGUST BANNERS

#### July 2020

DATE	Banners	Impressions	Clicks	Click-through %
7/24-7/31	TheKnot.com (Dedicated)	399,671	292	0.07%
7/20-7/31	BrideClick	50,437	131	0.26%

#### August 2020

DATE	Banners	Impressions	Clicks	Click-through %
8/1-8/14	TheKnot.com (Dedicated)	17,979	19	0.11%
8/1-8/31	BrideClick (Dedicated)	207,782	807	0.39%



## MEDIA RECAP & REPORTING

### JULY & AUGUST NATIVE CONTENT

#### July 2020

DATE	Native	Page Views	Clicks	Average Time Spent	Click-through %
7/1-7/31	TheKnot.com Weddings Article (Dedicated)	7,868	N/A	0:02:56	N/A

#### August 2020

DATE	Native	Page Views	Clicks	Average Time Spent	Click-through %
8/1-8/14	TheKnot.com Weddings Article (Dedicated)	1,318	N/A	0:03:18	N/A

PLANNING 101

### 14 Scenic Spots to Get Married in Key West

PRESENTED BY *the knot* & *Key West*  
the Knot Key West  
the Knot Key West

There's so much more than beautiful beaches—but yes, they have those too.



Romi Burlanova



# MEDIA RECAP & REPORTING

## JULY & AUGUST SOCIAL

July 2020						
DATE	Social	Impressions	Clicks	Click-through %	Engagements	Engagement Rate %
7/20-7/31	BrideClick (Pinterest, Facebook & Instagram) (Dedicated)	4,939	N/A	N/A	480	9.72%

August 2020						
DATE	Social	Impressions	Clicks	Click-through %	Engagements	Engagement Rate %
8/14	The Knot Instagram Post (Dedicated)	89,511	43	0.05%	2,200	2.46%
8/1-8/30	BrideClick (Pinterest, Facebook & Instagram) (Dedicated)	1,020,916	564	0.06%	10,884	1.07%





## MEDIA RECAP & REPORTING

### JULY & AUGUST GOOGLE AD WORDS

July 2020				
DATE	Google Ad Words (Top 20 Performing Keywords)	Impressions	Clicks	Click-through %
7/1-7/31	"romantic getaways in florida"	4807	353	7.34%
	[Hotels On The Beach In Florida]	2267	109	4.81%
	[beach vacations]	2210	62	2.81%
	[Florida Hotels]	1932	138	7.14%
	"top honeymoon destinations"	1895	94	4.96%
	[Florida Getaways]	1723	62	3.60%
	[Florida Resorts]	1345	82	6.10%
	[Best Honeymoons]	1124	48	4.27%
	[Florida Trips]	999	42	4.20%
	[Best Florida Resorts]	888	38	4.28%
	[Best Florida Hotels]	847	30	3.54%
	[florida honeymoons]	742	79	10.65%
	[Florida Destinations]	695	34	4.89%
	[honeymoon resorts in florida]	666	86	12.91%
	[Best Florida Beach Resorts]	647	23	3.55%
	[Vacation In Florida]	628	21	3.34%
	"couples retreat florida"	590	62	10.51%
	[Florida Beach Resorts]	576	32	5.56%
	[Things To Do In Florida]	555	23	4.14%
	[beach wedding]	514	12	2.33%

August 2020				
DATE	Google Ad Words (Top 20 Performing Keywords)	Impressions	Clicks	Click-through %
8/1-8/31	"romantic getaways in florida"	6,625	463	6.99%
	"top honeymoon destinations"	3,561	191	5.36%
	[Florida Resorts]	2,718	308	11.33%
	[Hotels On The Beach In Florida]	2,263	129	5.70%
	[Best Florida Resorts]	2,033	169	8.31%
	[Florida Getaways]	1,830	97	5.30%
	[Best Florida Hotels]	1,642	142	8.65%
	[beach vacations]	1,590	61	3.84%
	[Florida Hotels]	1,541	96	6.23%
	[Florida Beach Resorts]	1,251	87	6.95%
	[Luxury Resorts In Florida]	918	56	6.10%
	[honeymoon resorts in florida]	752	123	16.36%
	[Best Florida Beach Resorts]	704	23	3.27%
	[Florida Beach Vacations]	682	29	4.25%
	"couples retreat florida"	672	53	7.89%
	[Florida Destinations]	628	30	4.78%
	[Best Honeymoons]	561	24	4.28%
	[florida honeymoons]	476	54	11.34%
	[Things To Do In Florida]	457	12	2.63%
	[Florida Trips]	442	22	4.98%



## MEDIA RECAP & REPORTING

### JULY & AUGUST GOOGLE AD WORDS - LGBT

July 2020				
DATE	Google Ad Words LGBT (Top 20 Performing Keywords)	Impressions	Clicks	Click-through %
7/1-7/31	[gay wedding venues]	31	1	3.23%
	[florida vacations]	31	1	3.23%
	weddings in florida	31	4	12.90%
	[Where can you swim with dolphins in florida]	30	4	13.33%
	[florida swim with dolphins]	28	1	3.57%
	[florida canoe camping]	28	6	21.43%
	[dolphin swim florida]	27	2	7.41%
	[florida kayak tours]	26	3	11.54%
	[florida snorkeling]	26	6	23.08%
	[gay miami beach]	25	2	8.00%
	[florida kayaking trips]	25	2	8.00%
	[lgbt cruises]	25	3	12.00%
	[gay singles vacations]	24	2	8.33%
	"canoeing south florida"	23	1	4.35%
	[dolphin swim florida]	23	1	4.35%
	[beach themed wedding]	22	1	4.55%
	[campgrounds in florida]	22	3	13.64%
	[best gay destinations]	21	4	19.05%
	[florida family campgrounds]	20	3	15.00%
	[gay vacation rentals]	19	1	5.26%

August 2020				
DATE	Google Ad Words LGBT (Top 20 Performing Keywords)	Impressions	Clicks	Click-through %
8/1-8/31	florida gay travel	3,330	160	4.80%
	florida gay vacations	1,927	89	4.62%
	"gay cruises"	997	45	4.51%
	[gay cruises]	298	41	13.76%
	[lesbian wedding]	174	10	5.75%
	[best gay friendly countries]	170	25	14.71%
	[gay resorts]	146	12	8.22%
	[best gay cities]	119	8	6.72%
	"gay florida resort"	102	9	8.82%
	[gay hotel]	95	5	5.26%
	[gay wedding ideas]	86	3	3.49%
	[gay weddings]	78	3	3.85%
	[gay florida]	77	3	3.90%
	[gay cruises 2020]	76	10	13.16%
	[gay travel]	74	5	6.76%
	[gay florida beaches]	74	17	22.97%
	[lesbian cruises]	69	8	11.59%
	[lesbian wedding ideas]	59	3	5.08%
	[gay hotels]	36	3	8.33%
	[gay resorts]	34	3	8.82%



## MEDIA RECAP & REPORTING

### JULY & AUGUST BING, YAHOO AND AOL SEARCH

July 2020				
	Bing, Yahoo and AOL Search (Top 20 Performing Keywords)	Impressions	Clicks	Click-through %
7/1-7/31	+florida+fishing	34114	273	0.8%
	luxury +resort fl	9969	160	1.6%
	+florida+vacation	7940	289	3.5%
	+resort fl	7384	134	1.7%
	+florida+resort	2449	51	1.9%
	+florida beach +resort	2439	64	2.6%
	+florida +hotel	1961	42	1.7%
	+florida +hotel deals	1220	20	1.6%
	fly fishing	901	10	0.7%
	deep sea fishing	716	7	1.0%
	beach resorts	706	8	1.1%
	fishing trips	451	11	3.9%
	+Florida +fishing +charter	375	3	0.8%
	luxury hotels	348	4	1.2%
	beach vacations	195	5	2.6%
	florida fishing	178	2	1.1%
	florida vacations	166	24	14.5%
	florida beach hotels	117	4	3.4%
	best resorts florida	98	11	11.2%
	florida hotels	95	9	9.5%

August 2020				
	Bing, Yahoo and AOL Search (Top 20 Performing Keywords)	Impressions	Clicks	Click-through %
8/1-8/31	+florida+fishing	17,267	189	0.97%
	luxury +resort fl	3,713	62	1.67%
	+florida+vacation	3,136	110	3.87%
	+resort fl	2,675	54	2.12%
	+florida +hotel	1,037	14	1.54%
	+florida beach +resort	978	30	2.86%
	+florida+resort	922	22	2.51%
	florida hotels	885	59	6.67%
	fly fishing	660	8	1.05%
	+florida +hotel deals	519	13	2.50%
	beach resorts	230	3	1.30%
	deep sea fishing	204	2	0.98%
	+Florida +fishing +charter	115	3	2.61%
	fishing trips	95	2	2.11%
	florida vacations	58	4	6.90%
	florida fishing	56	2	3.57%
	best resorts florida	45	5	11.11%
	florida resort	25	2	8.00%
	fishing guides	25	2	8.00%

## CURRENT PROJECTS

- Collaborating with Daniel Samess from the Marathon Chamber & Kelli Fountain, TDC Director of Market Research, on a Marathon Airport initiative
- Executing the advertising portion of the FY20/21 Marketing Plan
- Organized and executed a presentation to the Lodging Association on September 24th
- Developing new video concepts to promote non-stop flights to Key West
- Creating print ad for Art News Winter on Culture Umbrella media plan
- Producing a double-sided 2021 & 2022 Florida Keys calendar to be distributed at various TDC Sales Team initiatives
- Designing the 2021 issue of the Culture Magazine
- 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”
  - Key West – “Gingerbread - LGBT”
  - Key West – “Art Island”
  - Lower Keys – “Get More”
  - Marathon – “Great Experiences”
  - Islamorada – “Colors of Islamorada”
  - Key Largo – “Look Deep”
  - Culture – “Another Masterpiece”
  - Dive – “Learn to Dive”
  - Dive – “Wreck Trek”
  - Fishing – “Hide & Seek”



## CURRENT PROJECTS

- Designed and released creative for the 20/21 UK taxi promotion
- Developed new Generic and District concepts for print, digital and social to run during the fall months
- Images and copy selected to be included in new 20/21 TheKnot.com avalanche banner unit on the Generic media plan
- Updating the Generic NYTimes.com flex frame unit with revised COVID-compliant sustainability spot
- Created new Key Lime Academy web banners
- Created print ads for Gaycation and Echo Magazine
- Created new camping banners to run for 20/21 Camp Florida
- Created additional COVID-19 signage for the Key West Airport
- Brochure fulfillment & inventory coordination for all domestic & international trade shows
- Reviewing creative from local partners for appropriate logo usage
- Proofing all campaigns (Print, Digital, Social Media, Native Content, Out-of-Home, Collateral) before they're released to the pubs and/or vendors
- Provided dive images to Newman PR for Scuba the Diving Reader Choice Awards social post
- Coordinating content for the Key Largo Travel + Leisure December Florida Escapes program
- Coordinating content for World's Best Diving & Resorts November Advertorial for Dive Umbrella



## CURRENT PROJECTS

- Coordinating content for Northstar Travel Group and Questex for the affiliate marketing program Key Lime Academy
- Coordinated in-book listing added value to be included in the December issue of Conde Nast Traveler
- Provided content, images and copy for advertorial to be included in the December issue of Conde Nast Traveler
- Provided content, images and copy for Travel Weekly Advertorial Provided direction, materials and coordinated native content stories with the following online publications: Meredith Digital (Travel + Leisure, Food & Wine and Martha Stewart Weddings) and Condé Nast Traveler, The Knot & WeddingWire
- Launch of 20/21 co-op website and programs
- Notice sent to industry partners, letting them know that the PSA video is on the site for their use
- Added the Key West LGBT logo to the Logos section of the co-op site
- Coordinating submissions and collections for 20/21 co-op opportunities
- Reviewing images and copy
- Releasing co-op participant materials for all media in fall programs including: Dive Digital, Dive Print Fall, Conde Nast Traveler December, Florida Keys Fall Digital, Florida Keys Fall Mobile, Florida Keys Fall Retargeting, Islamorada Digital Fall, Key Largo Digital Fall, Key West Digital Fall and Marathon Digital Fall
- Updating co-op collections report as needed
- Informing co-op participants of any media changes as they arise

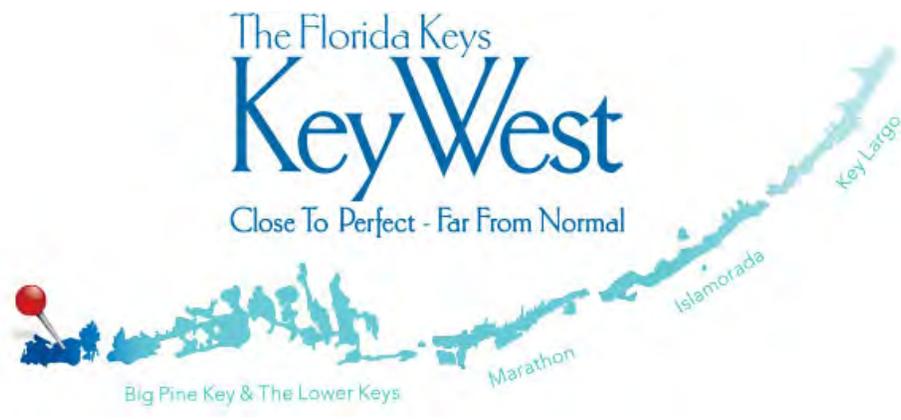


## CURRENT PROJECTS

- Compiled August reporting across media partners and platforms
- Reviewed analytics against insertion orders to ensure media ran as planned
- Consolidated analytics into packet digital reporting format
- Preparing creative, media and reporting for TDC packets
- Preparing creative, media and reporting for DAC packets
- Distributing broadcast trafficking instructions for the 10/5-12/6 spot market buys
- Placing all out of home, radio, print and digital media for Generic, District and Umbrella fall buys



# KEY WEST FY 20-21 MEDIA PLAN

















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

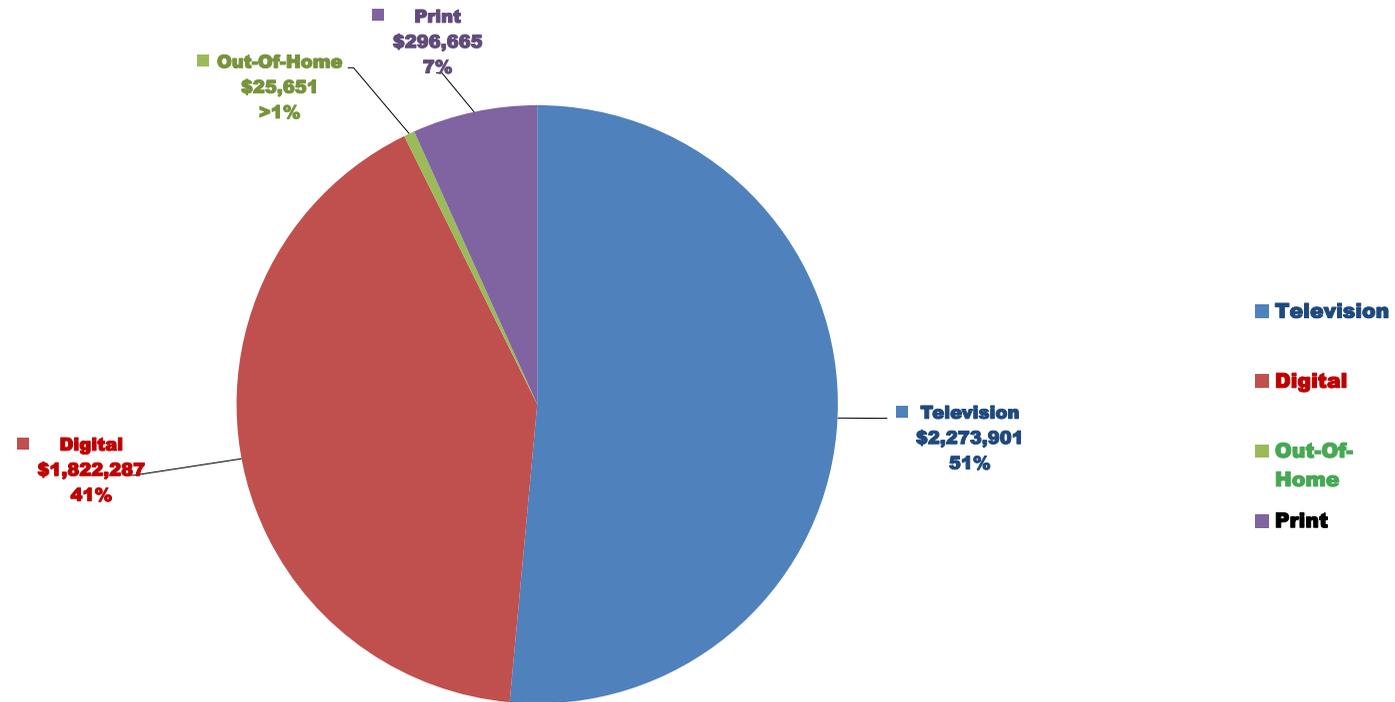
Big Pine Key & The Lower Keys Marathon Islamorada Key Largo

## FY 2021 MEDIA PLAN

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

Weeks Begin on Mondays	4th Quarter				1st Quarter				2nd Quarter				3rd Quarter				#	GROSS TOTAL																																				
	OCT '20	NOV '20	DEC '20	JAN '21	FEB '21	MAR '21	APR '21	MAY '21	JUN '21	JUL '21	AUG '21	SEP '21																																										
28-Sep	5-Oct	12-Oct	19-Oct	26-Oct	2-Nov	9-Nov	16-Nov	23-Nov	30-Nov	7-Dec	14-Dec	21-Dec	28-Dec	4-Jan	11-Jan	18-Jan	25-Jan	1-Feb	8-Feb	15-Feb	22-Feb	1-Mar	8-Mar	15-Mar	22-Mar	29-Mar	5-Apr	12-Apr	19-Apr	26-Apr	3-May	10-May	17-May	24-May	31-May	7-Jun	14-Jun	21-Jun	28-Jun	5-Jul	12-Jul	19-Jul	26-Jul	2-Aug	9-Aug	16-Aug	23-Aug	30-Aug	6-Sep	13-Sep	20-Sep	27-Sep		

### DAC I / KEY WEST FY 2021 PLAN DISTRIBUTION BY MEDIA



**TOTAL PROPOSED MEDIA EXPENDITURE: \$4,418,504**

# Smith Travel Research

## Monthly District & Tier Overview Report

For the month of: August 2020



H.1

	Current Month - August 2020 vs August 2019									Year to Date - August 2020 vs August 2019								
	Occ %		ADR		RevPAR		Percent Change from August 2019			Occ %		ADR		RevPAR		Percent Change from YTD 2019		
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR
<b>Florida Keys</b>	54.4	70.5	222.79	217.10	121.14	153.14	-22.9	2.6	-20.9	58.2	81.2	299.40	285.62	174.30	231.81	-28.3	4.8	-24.8
Florida Keys Luxury	59.8	67.0	361.26	339.68	216.08	227.46	-10.7	6.4	-5.0	64.6	78.6	466.34	440.98	301.42	346.58	-17.8	5.7	-13.0
Florida Keys Upscale	47.5	68.8	261.64	263.95	124.39	181.62	-30.9	-0.9	-31.5	56.4	82.2	380.05	367.14	214.52	301.83	-31.3	3.5	-28.9
Florida Keys Midprice	51.1	68.0	235.02	212.41	120.08	144.38	-24.8	10.6	-16.8	55.2	76.7	299.15	279.37	165.22	214.36	-28.0	7.1	-22.9
Florida Keys Economy	61.7	76.4	149.81	175.08	92.40	133.84	-19.3	-14.4	-31.0	60.8	88.6	230.01	229.77	139.77	203.59	-31.4	0.1	-31.3
Florida Keys Budget	54.4	71.6	181.51	181.73	98.76	130.15	-24.0	-0.1	-24.1	57.6	81.1	241.34	230.18	139.04	186.67	-29.0	4.8	-25.5
<b>Key West</b>	51.7	78.3	191.20	219.57	98.88	172.01	-34.0	-12.9	-42.5	63.0	88.6	312.13	297.96	196.57	264.12	-29.0	4.8	-25.6
Key West Luxury	52.8	75.5	291.12	331.52	153.71	250.44	-30.1	-12.2	-38.6	65.9	87.3	457.60	439.42	301.63	383.61	-24.5	4.1	-21.4
Key West Upscale	50.1	76.6	243.21	263.89	121.90	202.07	-34.5	-7.8	-39.7	60.8	85.9	379.17	369.67	230.57	317.72	-29.3	2.6	-27.4
Key West Midprice	43.1	76.1	189.82	203.55	81.85	154.82	-43.3	-6.7	-47.1	57.7	86.5	290.56	273.06	167.68	236.22	-33.3	6.4	-29.0
Key West Economy	61.2	80.1	132.71	168.14	81.24	134.61	-23.5	-21.1	-39.6	63.1	91.5	224.84	226.11	141.89	206.90	-31.0	-0.6	-31.4
Key West Small Properties	50%	80%	162.15	201.17	81.64	161.20	-37.5	-19.6	-49.4	64.4%	89.2%	291.80	269.39	187.80	240.25	-27.8	8.3	-21.8
<b>Middle-Upper Florida Keys</b>	57.2	62.6	252.76	213.95	144.52	133.93	-8.7	18.1	7.9	53.9	73.1	286.02	269.47	154.25	196.92	-26.2	6.1	-21.7
Middle-Upper Florida Keys Luxury	66.9	57.6	417.54	351.30	279.54	202.49	16.2	18.9	38.1	63.3	69.1	475.64	443.12	301.21	306.36	-8.4	7.3	-1.7
Middle-Upper Florida Keys Upscale																		
Middle-Upper Florida Keys Midprice	58.5	60.2	266.10	223.11	155.77	134.40	-2.8	19.3	15.9	53.1	66.9	307.35	287.61	163.05	192.31	-20.7	6.9	-15.2
Middle-Upper Florida Keys Economy																		
Middle-Upper Florida Keys Budget	56.2	66.2	195.47	177.58	109.77	117.60	-15.2	10.1	-6.7	53.5	75.6	225.19	214.55	120.55	162.17	-29.2	5.0	-25.7
<b>Key Largo</b>	50.2%	59.0%	229.92	209.87	115.52	123.80	-14.8	9.6	-6.7	51.2%	726.0%	270.40	260.79	138.33	189.23	-93.0	3.7	-26.9
<b>Marathon</b>	58.2%	65.2%	243.39	213.99	141.63	139.62	-10.8	13.7	1.4	56.5%	75.1%	280.76	270.16	158.55	203.81	-24.8	3.9	-22.2
<b>Islamorada</b>	64.5%	62.6%	261.99	227.79	169.03	142.58	3.1	15.0	18.6	55.1%	69.6%	305.11	293.14	168.07	204.06	-20.9	4.1	-17.6

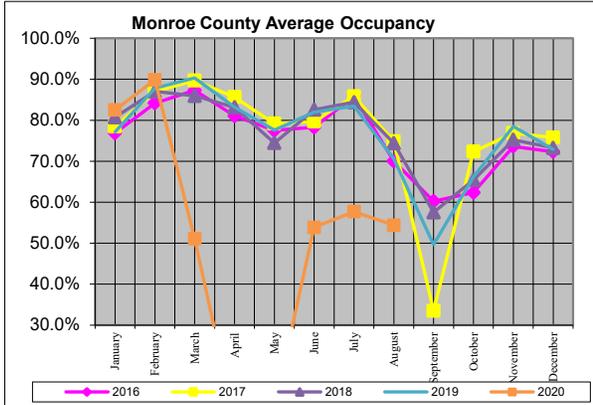
Source 2020 Smith Travel Research, Inc./STR Global, Ltd.

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

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

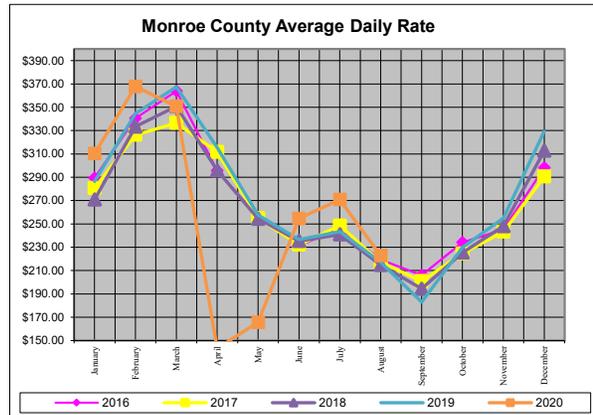
**OCCUPANCY RATE**

	2016	2017	2018	2019	2020	% Chg
January	76.9%	78.4%	80.7%	77.1%	82.5%	<b>7.0%</b>
February	84.2%	87.0%	87.0%	87.9%	89.9%	<b>2.3%</b>
March	87.3%	89.7%	86.0%	90.3%	51.1%	<b>-43.4%</b>
April	81.0%	85.6%	83.1%	83.2%	7.0%	<b>-91.6%</b>
May	77.5%	79.2%	74.4%	77.6%	10.0%	<b>-87.1%</b>
June	78.3%	79.7%	82.6%	82.0%	53.9%	<b>-34.3%</b>
July	85.8%	85.8%	84.4%	83.4%	57.7%	<b>-30.9%</b>
August	70.0%	74.8%	74.4%	70.5%	54.4%	<b>-22.9%</b>
September	60.2%	33.5%	57.5%	49.7%		
October	62.4%	72.3%	65.4%	66.2%		
November	73.6%	76.9%	75.2%	78.5%		
December	72.3%	75.8%	73.3%	72.9%		
<b>Total</b>	<b>75.5%</b>	<b>76.8%</b>	<b>76.7%</b>	<b>76.6%</b>	<b>58.2%</b>	<b>-28.3%</b>



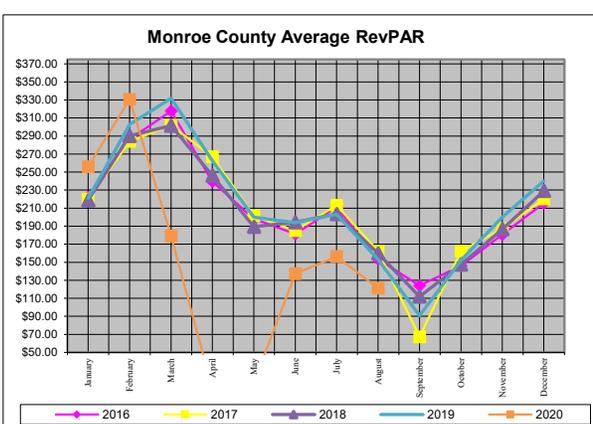
**AVERAGE DAILY RATE**

	2016	2017	2018	2019	2020	% Chg
January	\$289.29	\$280.50	\$270.83	\$286.32	\$310.28	<b>8.4%</b>
February	\$340.39	\$326.26	\$333.36	\$344.65	\$367.86	<b>6.7%</b>
March	\$363.86	\$336.44	\$350.78	\$367.44	\$350.76	<b>-4.5%</b>
April	\$295.63	\$311.70	\$295.89	\$315.58	\$143.16	<b>-54.6%</b>
May	\$255.89	\$254.83	\$254.42	\$257.66	\$165.63	<b>-35.7%</b>
June	\$231.36	\$232.15	\$235.27	\$236.53	\$254.60	<b>7.6%</b>
July	\$246.13	\$248.53	\$240.92	\$243.40	\$270.84	<b>11.3%</b>
August	\$219.35	\$216.99	\$214.80	\$217.10	\$222.79	<b>2.6%</b>
September	\$206.01	\$200.92	\$194.44	\$182.99		
October	\$234.19	\$224.47	\$225.35	\$229.83		
November	\$245.24	\$243.19	\$248.05	\$254.89		
December	\$298.12	\$290.52	\$312.66	\$329.45		
<b>Total</b>	<b>\$270.46</b>	<b>\$269.75</b>	<b>\$266.93</b>	<b>\$277.32</b>	<b>\$299.40</b>	<b>4.8%</b>



**RevPAR**

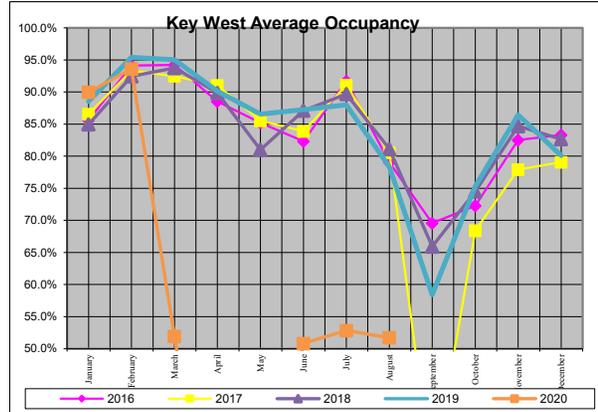
	2016	2017	2018	2019	2020	% Chg
January	\$222.29	\$220.03	\$218.63	\$220.77	\$256.00	<b>16.0%</b>
February	\$286.50	\$283.91	\$290.16	\$302.80	\$330.62	<b>9.2%</b>
March	\$317.67	\$301.77	\$301.51	\$331.86	\$179.22	<b>-46.0%</b>
April	\$239.57	\$266.96	\$245.98	\$262.62	\$9.99	<b>-96.2%</b>
May	\$198.30	\$201.72	\$189.36	\$199.83	\$16.62	<b>-91.7%</b>
June	\$181.12	\$185.04	\$194.26	\$193.93	\$137.14	<b>-29.3%</b>
July	\$211.29	\$213.24	\$203.36	\$203.11	\$156.23	<b>-23.1%</b>
August	\$153.51	\$162.38	\$159.74	\$153.14	\$121.14	<b>-20.9%</b>
September	\$124.07	\$67.33	\$111.87	\$90.87		
October	\$146.04	\$162.35	\$147.46	\$152.08		
November	\$180.50	\$186.95	\$186.56	\$200.08		
December	\$215.62	\$220.15	\$229.07	\$240.08		
<b>Total</b>	<b>\$207.28</b>	<b>\$204.73</b>	<b>\$212.53</b>	<b>\$212.53</b>	<b>\$174.30</b>	<b>-24.8%</b>



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

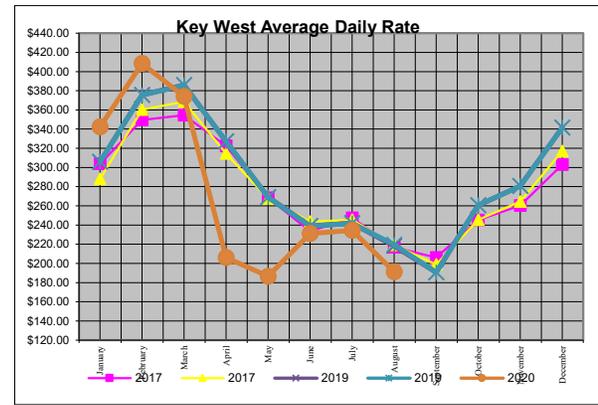
**OCCUPANCY RATE**

	2016	2017	2018	2019	2020	% Chg
January	85.6%	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%	88.0%	52.9%	-39.9%
August	79.0%	80.6%	81.1%	78.3%	51.7%	-34.0%
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%	63.0%	-29.0%



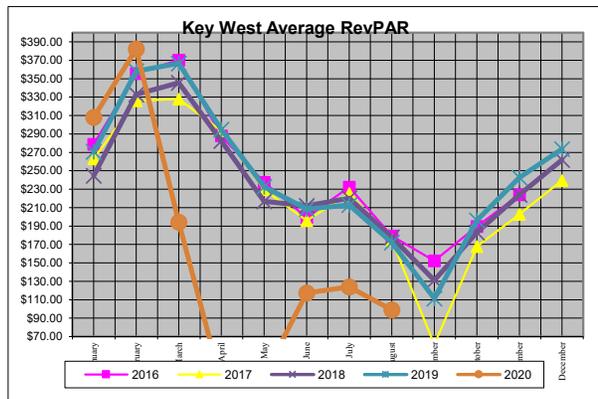
**AVERAGE DAILY RATE**

	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	\$241.85	\$234.41	-3.1%
August	\$216.76	\$219.18	\$218.13	\$219.57	\$191.20	-12.9%
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	\$312.13	4.8%



**RevPAR**

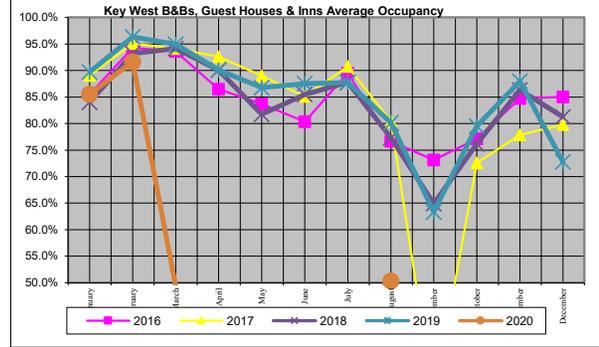
	2016	2017	2018	2019	2020	% Chg
January	\$278.65	\$263.06	\$244.72	\$270.78	\$307.99	13.7%
February	\$355.57	\$326.08	\$332.94	\$358.09	\$382.40	6.8%
March	\$370.39	\$327.89	\$345.53	\$366.63	\$194.30	-47.0%
April	\$287.84	\$293.52	\$282.59	\$294.95	\$19.79	-93.3%
May	\$237.58	\$229.47	\$216.71	\$232.66	\$27.46	-88.2%
June	\$199.32	\$195.87	\$212.01	\$208.42	\$117.44	-43.7%
July	\$232.40	\$225.31	\$220.28	\$212.85	\$123.89	-41.8%
August	\$179.31	\$174.64	\$177.77	\$172.01	\$98.88	-42.5%
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	\$196.57	-25.6%



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

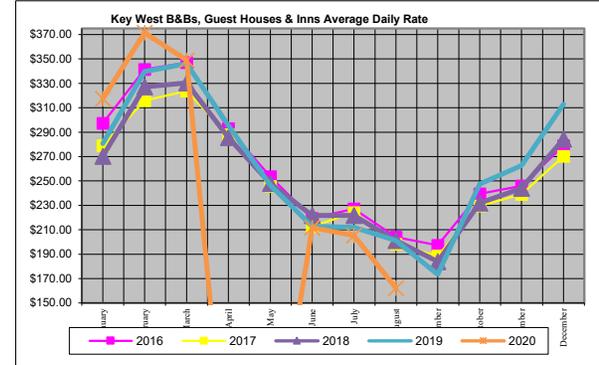
**OCCUPANCY RATE**

	2016	2017	2018	2019	2020	% Chg
January	85.5%	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%	87.7%	43.3%	-50.6%
August	76.7%	80.4%	77.3%	80.1%	50.3%	-37.2%
September	73.1%	28.3%	64.9%	63.4%		
October	77.1%	72.6%	76.2%	79.5%		
November	84.7%	77.9%	86.3%	88.0%		
December	85.0%	79.8%	81.2%	72.8%		
<b>Total</b>	<b>83.1%</b>	<b>80.8%</b>	<b>83.4%</b>	<b>84.7%</b>	<b>64.4%</b>	<b>-27.8%</b>



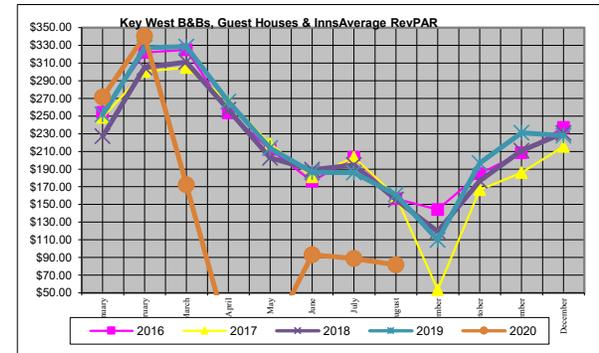
**AVERAGE DAILY RATE**

	2016	2017	2018	2019	2020	% Chg
January	\$297.28	\$278.88	\$270.12	\$280.63	\$317.33	13.1%
February	\$341.53	\$315.91	\$327.13	\$339.68	\$371.47	9.4%
March	\$347.07	\$323.75	\$330.36	\$346.13	\$349.01	0.8%
April	\$292.90	\$287.87	\$285.56	\$295.60	\$0.00	-100.0%
May	\$253.47	\$245.47	\$247.89	\$246.35	\$0.00	-100.0%
June	\$219.34	\$212.64	\$221.63	\$212.76	\$211.78	-0.5%
July	\$227.22	\$224.00	\$221.73	\$212.07	\$205.31	-3.2%
August	\$204.02	\$198.17	\$201.15	\$201.17	\$162.15	-19.4%
September	\$197.27	\$188.62	\$183.87	\$173.37		
October	\$239.49	\$229.49	\$231.88	\$247.54		
November	\$246.00	\$239.00	\$244.07	\$262.65		
December	\$278.82	\$270.22	\$284.28	\$312.85		
<b>Total</b>	<b>\$256.13</b>	<b>\$256.74</b>	<b>\$257.15</b>	<b>\$264.79</b>	<b>\$291.80</b>	<b>8.3%</b>



**RevPAR**

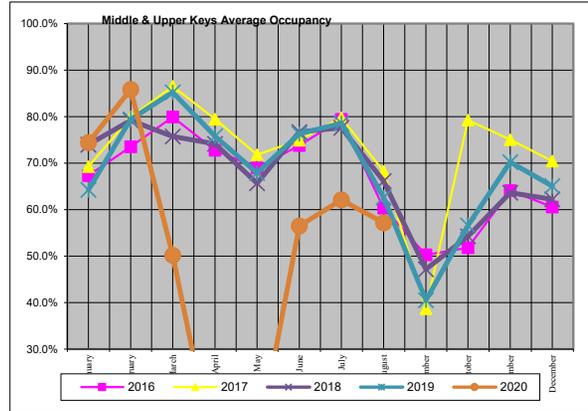
	2016	2017	2018	2019	2020	% Chg
January	\$254.06	\$248.39	\$227.04	\$251.70	\$271.47	7.9%
February	\$321.92	\$300.41	\$304.91	\$327.17	\$340.45	4.1%
March	\$324.84	\$304.72	\$310.99	\$328.54	\$172.11	-47.6%
April	\$253.32	\$266.51	\$257.08	\$266.37	\$0.00	-100.0%
May	\$212.12	\$218.44	\$202.64	\$213.80	\$0.00	-100.0%
June	\$176.20	\$181.05	\$189.40	\$186.15	\$93.03	-50.0%
July	\$203.32	\$203.26	\$194.60	\$186.01	\$88.97	-52.2%
August	\$156.41	\$159.32	\$155.51	\$161.20	\$81.64	-49.4%
September	\$144.27	\$53.40	\$119.34	\$109.84		
October	\$184.64	\$166.53	\$176.68	\$196.81		
November	\$208.48	\$186.07	\$210.67	\$231.08		
December	\$237.13	\$215.62	\$230.91	\$227.72		
<b>Total</b>	<b>\$212.85</b>	<b>\$207.48</b>	<b>\$214.48</b>	<b>\$224.41</b>	<b>\$187.80</b>	<b>-21.8%</b>



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

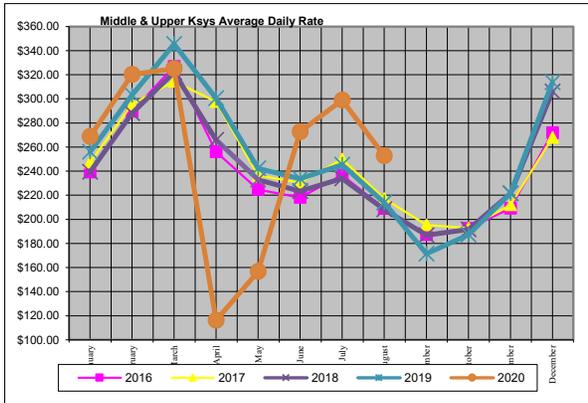
**OCCUPANCY RATE**

	2016	2017	2018	2019	2020	% Chg
January	67.3%	69.3%	74.0%	64.2%	74.4%	<b>15.9%</b>
February	73.5%	79.9%	79.2%	79.4%	85.8%	<b>8.1%</b>
March	79.9%	86.5%	75.7%	85.2%	50.2%	<b>-41.1%</b>
April	72.8%	79.4%	74.1%	75.8%	6.2%	<b>-91.8%</b>
May	69.0%	71.8%	65.7%	67.9%	8.9%	<b>-87.0%</b>
June	73.8%	74.9%	76.7%	76.3%	56.4%	<b>-26.0%</b>
July	79.4%	79.8%	77.6%	78.6%	62.1%	<b>-21.0%</b>
August	60.3%	68.2%	66.1%	62.6%	57.2%	<b>-8.7%</b>
September	50.3%	38.7%	47.2%	40.5%		
October	51.8%	79.2%	54.3%	56.6%		
November	64.1%	75.0%	63.6%	70.2%		
December	60.6%	70.4%	62.2%	65.1%		
<b>Total</b>	<b>66.8%</b>	<b>72.9%</b>	<b>67.5%</b>	<b>68.6%</b>	<b>53.9%</b>	<b>-26.2%</b>



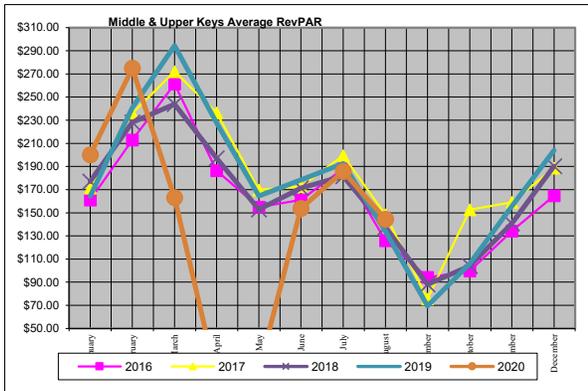
**AVERAGE DAILY RATE**

	2016	2017	2018	2019	2020	% Chg
January	\$239.24	\$247.38	\$239.31	\$255.93	\$268.70	<b>5.0%</b>
February	\$289.51	\$295.56	\$288.12	\$303.28	\$320.23	<b>5.6%</b>
March	\$326.93	\$314.46	\$321.98	\$345.49	\$325.06	<b>-5.9%</b>
April	\$256.12	\$297.65	\$265.96	\$300.58	\$116.13	<b>-61.4%</b>
May	\$224.70	\$236.49	\$232.88	\$242.31	\$156.81	<b>-35.3%</b>
June	\$218.19	\$230.44	\$223.33	\$233.73	\$272.64	<b>16.6%</b>
July	\$236.78	\$249.98	\$233.99	\$245.25	\$299.07	<b>21.9%</b>
August	\$208.86	\$217.31	\$208.22	\$213.95	\$252.76	<b>18.1%</b>
September	\$187.25	\$195.33	\$186.87	\$171.44		
October	\$192.40	\$192.73	\$191.61	\$187.30		
November	\$209.17	\$211.93	\$221.44	\$221.61		
December	\$271.88	\$267.86	\$305.94	\$313.65		
<b>Total</b>	<b>\$242.65</b>	<b>\$253.52</b>	<b>\$245.61</b>	<b>\$258.70</b>	<b>\$286.02</b>	<b>6.1%</b>



**RevPAR**

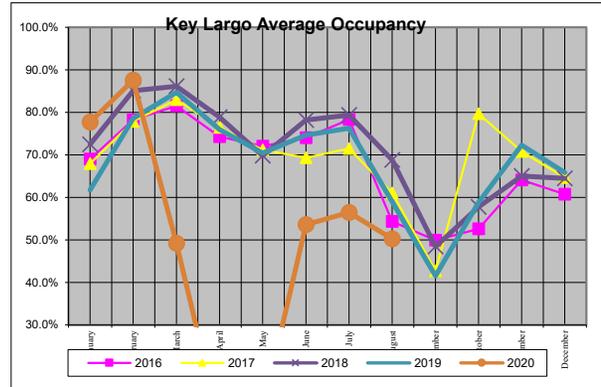
	2016	2017	2018	2019	2020	% Chg
January	\$161.12	\$171.35	\$177.05	\$164.39	\$200.04	<b>21.7%</b>
February	\$212.90	\$236.01	\$228.18	\$240.77	\$274.90	<b>14.2%</b>
March	\$261.25	\$272.09	\$243.85	\$294.44	\$163.12	<b>-44.6%</b>
April	\$186.38	\$236.47	\$197.19	\$227.82	\$7.25	<b>-96.8%</b>
May	\$154.99	\$169.87	\$152.90	\$164.50	\$13.89	<b>-91.6%</b>
June	\$161.05	\$172.62	\$171.26	\$178.33	\$153.90	<b>-13.7%</b>
July	\$188.01	\$199.39	\$181.52	\$192.65	\$185.65	<b>-3.6%</b>
August	\$126.04	\$148.29	\$137.70	\$133.93	\$144.52	<b>7.9%</b>
September	\$94.10	\$75.61	\$88.14	\$69.48		
October	\$99.65	\$152.69	\$104.00	\$106.02		
November	\$134.07	\$159.03	\$140.89	\$155.57		
December	\$164.73	\$188.69	\$190.25	\$204.11		
<b>Total</b>	<b>\$162.08</b>	<b>\$184.90</b>	<b>\$165.71</b>	<b>\$177.42</b>	<b>\$154.25</b>	<b>-21.7%</b>



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

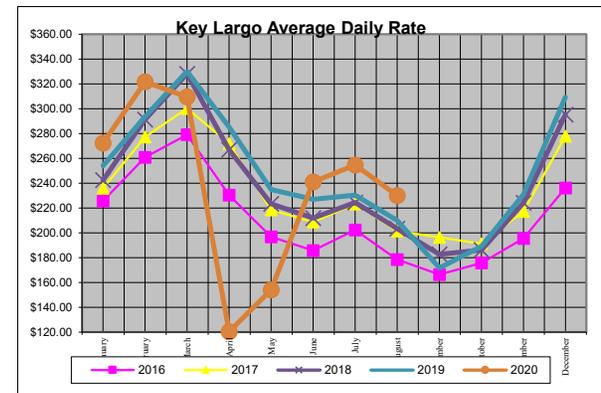
**OCCUPANCY RATE**

	2016	2017	2018	2019	2020	% Chg
January	69.0%	67.9%	72.5%	61.7%	77.7%	<b>25.9%</b>
February	78.3%	77.9%	85.1%	78.5%	87.6%	<b>11.5%</b>
March	81.5%	83.0%	86.1%	84.7%	49.2%	<b>-41.9%</b>
April	74.3%	76.5%	78.9%	75.9%	6.7%	<b>-91.2%</b>
May	72.0%	71.2%	69.8%	70.4%	10.1%	<b>-85.6%</b>
June	74.0%	69.3%	78.2%	74.7%	53.6%	<b>-28.3%</b>
July	78.3%	71.5%	79.4%	76.3%	56.5%	<b>-26.0%</b>
August	54.4%	61.1%	68.8%	59.0%	50.2%	<b>-14.8%</b>
September	49.9%	42.7%	48.4%	41.5%		
October	52.6%	79.7%	57.8%	58.8%		
November	64.1%	70.8%	65.0%	72.3%		
December	60.8%	64.7%	64.5%	65.8%		
<b>Total</b>	<b>66.9%</b>	<b>69.7%</b>	<b>71.1%</b>	<b>68.4%</b>	<b>51.2%</b>	<b>-29.5%</b>



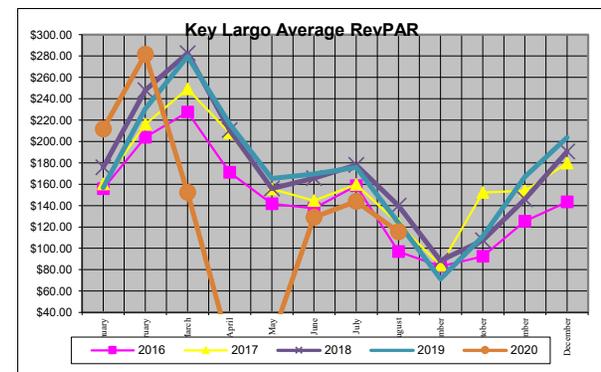
**AVERAGE DAILY RATE**

	2016	2017	2018	2019	2020	% Chg
January	\$225.72	\$235.82	\$242.60	\$253.93	\$272.23	<b>7.2%</b>
February	\$260.72	\$277.30	\$291.23	\$293.69	\$321.63	<b>9.5%</b>
March	\$279.05	\$300.28	\$328.16	\$330.13	\$309.59	<b>-6.2%</b>
April	\$230.49	\$271.81	\$267.06	\$285.23	\$120.30	<b>-57.8%</b>
May	\$196.73	\$218.39	\$223.40	\$234.80	\$154.09	<b>-34.4%</b>
June	\$185.61	\$208.73	\$211.83	\$227.02	\$241.05	<b>6.2%</b>
July	\$202.34	\$223.18	\$224.37	\$230.40	\$254.63	<b>10.5%</b>
August	\$178.38	\$201.50	\$203.40	\$209.87	\$229.92	<b>9.6%</b>
September	\$166.37	\$196.39	\$182.63	\$171.64		
October	\$175.61	\$191.16	\$186.05	\$189.19		
November	\$195.52	\$217.28	\$224.16	\$231.01		
December	\$236.07	\$277.94	\$295.40	\$309.40		
<b>Total</b>	<b>\$215.77</b>	<b>\$238.51</b>	<b>\$244.19</b>	<b>\$252.18</b>	<b>\$270.40</b>	<b>3.7%</b>



**RevPAR**

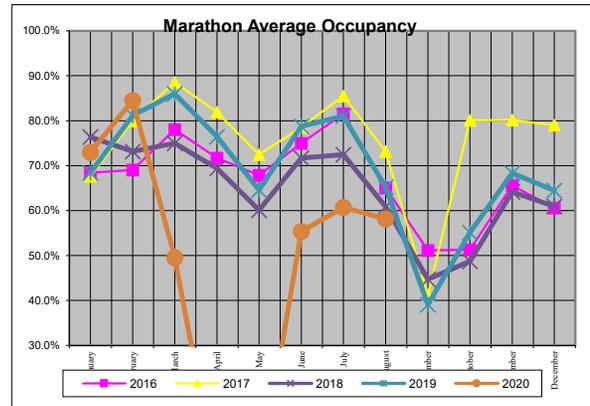
	2016	2017	2018	2019	2020	% Chg
January	\$155.82	\$160.20	\$175.80	\$156.71	\$211.55	<b>35.0%</b>
February	\$204.03	\$216.00	\$247.85	\$230.69	\$281.67	<b>22.1%</b>
March	\$227.49	\$249.19	\$282.64	\$279.65	\$152.37	<b>-45.5%</b>
April	\$171.14	\$207.85	\$210.64	\$216.58	\$8.01	<b>-96.3%</b>
May	\$141.67	\$155.47	\$155.90	\$165.31	\$15.62	<b>-90.6%</b>
June	\$137.38	\$144.69	\$165.69	\$169.49	\$129.13	<b>-23.8%</b>
July	\$158.48	\$159.57	\$178.04	\$175.76	\$143.83	<b>-18.2%</b>
August	\$96.97	\$123.07	\$139.98	\$123.80	\$115.52	<b>-6.7%</b>
September	\$83.04	\$83.93	\$88.42	\$71.29		
October	\$92.34	\$152.35	\$107.45	\$111.32		
November	\$125.27	\$153.87	\$145.74	\$166.94		
December	\$143.43	\$179.72	\$190.51	\$203.66		
<b>Total</b>	<b>\$144.30</b>	<b>\$166.28</b>	<b>\$173.68</b>	<b>\$172.45</b>	<b>\$138.33</b>	<b>-26.9%</b>



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

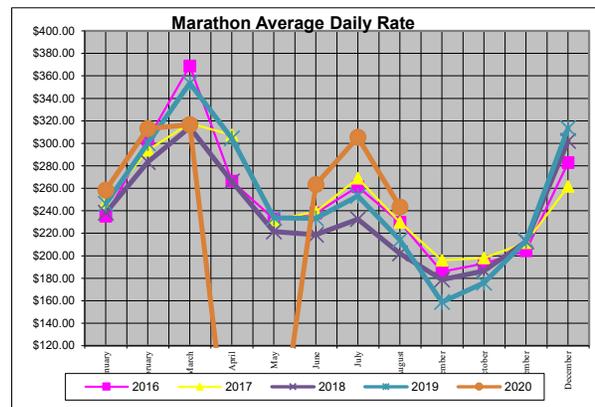
**OCCUPANCY RATE**

	2016	2017	2018	2019	2020	% Chg
January	68.4%	67.6%	76.4%	68.4%	73.0%	<b>6.7%</b>
February	69.1%	80.0%	73.2%	81.2%	84.5%	<b>4.1%</b>
March	78.0%	88.6%	75.0%	86.0%	49.5%	<b>-42.4%</b>
April	71.7%	81.9%	69.4%	76.5%	0.0%	<b>-100.0%</b>
May	67.9%	72.4%	60.1%	64.6%	0.0%	<b>-100.0%</b>
June	75.0%	78.6%	71.7%	78.8%	55.4%	<b>-29.7%</b>
July	81.5%	85.5%	72.5%	81.1%	60.7%	<b>-25.1%</b>
August	65.0%	73.2%	60.9%	65.2%	58.2%	<b>-10.8%</b>
September	51.2%	41.2%	44.7%	39.1%		
October	51.3%	80.1%	48.7%	55.1%		
November	65.6%	80.1%	64.1%	68.4%		
December	60.6%	79.1%	60.9%	64.5%		
<b>Total</b>	<b>67.2%</b>	<b>75.9%</b>	<b>64.0%</b>	<b>69.0%</b>	<b>56.5%</b>	<b>-24.8%</b>



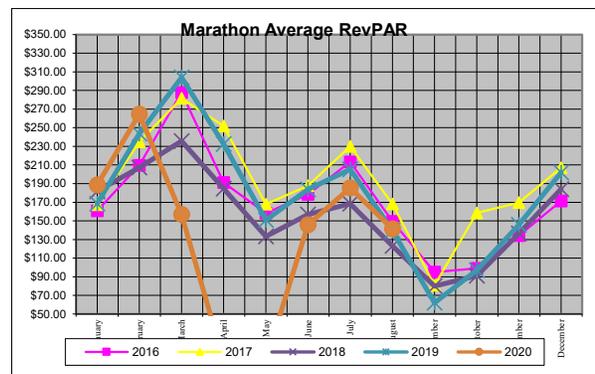
**AVERAGE DAILY RATE**

	2016	2017	2018	2019	2020	% Chg
January	\$235.18	\$247.56	\$238.12	\$246.16	\$258.47	<b>5.0%</b>
February	\$303.47	\$293.82	\$283.27	\$300.02	\$313.05	<b>4.3%</b>
March	\$368.82	\$317.78	\$314.23	\$353.47	\$316.56	<b>-10.4%</b>
April	\$266.39	\$307.53	\$266.02	\$304.34	\$0.00	<b>-100.0%</b>
May	\$232.89	\$231.91	\$221.42	\$233.69	\$0.00	<b>-100.0%</b>
June	\$237.94	\$239.05	\$218.67	\$233.24	\$263.30	<b>12.9%</b>
July	\$261.54	\$268.91	\$232.43	\$253.31	\$305.44	<b>20.6%</b>
August	\$229.69	\$229.76	\$201.89	\$213.99	\$243.39	<b>13.7%</b>
September	\$185.80	\$196.01	\$178.74	\$158.73		
October	\$193.13	\$197.99	\$186.52	\$175.83		
November	\$204.47	\$211.68	\$212.50	\$213.20		
December	\$282.79	\$261.71	\$302.12	\$313.30		
<b>Total</b>	<b>\$254.19</b>	<b>\$258.75</b>	<b>\$240.55</b>	<b>\$257.02</b>	<b>\$280.76</b>	<b>3.9%</b>



**RevPAR**

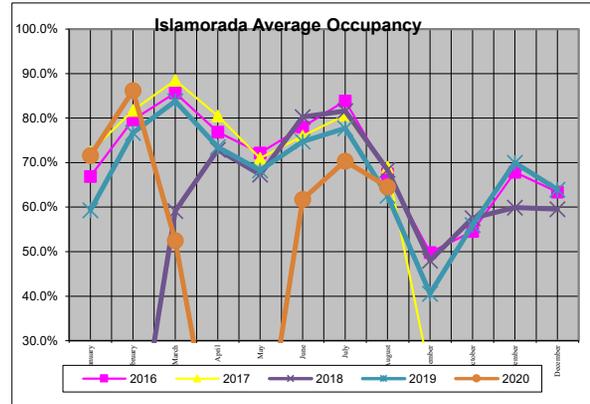
	2016	2017	2018	2019	2020	% Chg
January	\$160.85	\$167.40	\$181.87	\$168.38	\$188.60	<b>12.0%</b>
February	\$209.61	\$234.92	\$207.21	\$243.52	\$264.62	<b>8.7%</b>
March	\$287.86	\$281.49	\$235.69	\$303.93	\$156.85	<b>-48.4%</b>
April	\$191.02	\$251.84	\$184.66	\$232.67	\$0.00	<b>-100.0%</b>
May	\$158.10	\$167.98	\$133.18	\$150.97	\$0.00	<b>-100.0%</b>
June	\$178.47	\$187.78	\$156.84	\$183.71	\$145.75	<b>-20.7%</b>
July	\$213.25	\$229.94	\$168.45	\$205.31	\$185.43	<b>-9.7%</b>
August	\$149.41	\$168.09	\$122.95	\$139.62	\$141.63	<b>1.4%</b>
September	\$95.04	\$80.81	\$79.93	\$62.02		
October	\$99.05	\$158.53	\$90.90	\$96.95		
November	\$134.14	\$169.63	\$136.31	\$145.74		
December	\$171.36	\$206.91	\$184.03	\$201.92		
<b>Total</b>	<b>\$179.34</b>	<b>\$170.90</b>	<b>\$153.94</b>	<b>\$177.40</b>	<b>\$158.55</b>	<b>-21.9%</b>



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

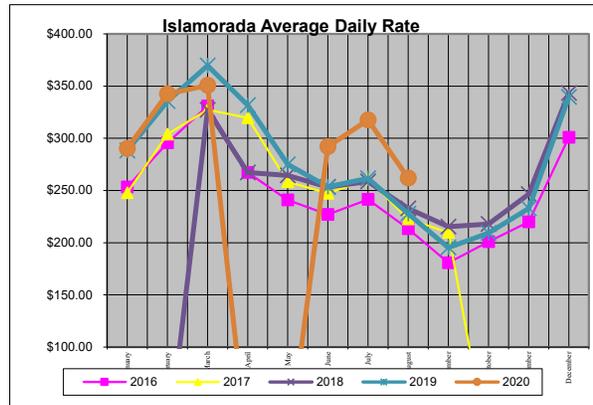
**OCCUPANCY RATE**

	2016	2017	2018	2019	2020	% Chg
January	66.9%	72.4%	*	59.3%	71.6%	<b>20.6%</b>
February	79.6%	81.8%	*	76.7%	86.2%	<b>12.3%</b>
March	85.7%	88.5%	59.2%	83.8%	52.5%	<b>-37.4%</b>
April	76.9%	80.5%	72.9%	73.5%	0.0%	<b>-100.0%</b>
May	72.2%	71.0%	67.3%	68.3%	0.0%	<b>-100.0%</b>
June	78.0%	76.0%	80.2%	74.7%	61.8%	<b>-17.3%</b>
July	83.9%	80.7%	81.6%	77.7%	70.3%	<b>-9.5%</b>
August	67.5%	69.0%	68.4%	62.6%	64.5%	<b>3.1%</b>
September	49.8%	22.3%	48.0%	40.6%		
October	54.6%	*	57.5%	56.0%		
November	67.8%	*	59.9%	70.0%		
December	63.4%	*	59.6%	64.0%		
<b>Total</b>	<b>70.9%</b>	<b>71.4%</b>	<b>*</b>	<b>67.3%</b>	<b>55.1%</b>	<b>-20.9%</b>



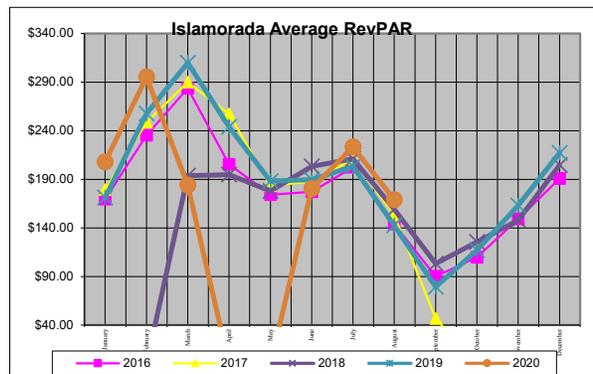
**AVERAGE DAILY RATE**

	2016	2017	2018	2019	2020	% Chg
January	\$253.33	\$247.61	*	\$288.22	\$290.17	<b>0.7%</b>
February	\$295.59	\$303.97	*	\$335.56	\$342.62	<b>2.1%</b>
March	\$330.99	\$327.35	\$327.22	\$369.60	\$350.57	<b>-5.1%</b>
April	\$267.15	\$319.59	\$267.33	\$331.71	\$ -	<b>-100.0%</b>
May	\$241.00	\$258.39	\$264.50	\$275.13	\$ -	<b>-100.0%</b>
June	\$226.98	\$247.13	\$253.21	\$253.56	\$291.99	<b>15.2%</b>
July	\$241.29	\$260.97	\$258.59	\$261.53	\$317.51	<b>21.4%</b>
August	\$213.29	\$222.59	\$232.75	\$227.79	\$261.99	<b>15.0%</b>
September	\$180.73	\$209.89	\$215.27	\$195.27		
October	\$200.99	*	\$217.89	\$209.17		
November	\$219.84	*	\$246.57	\$232.72		
December	\$300.93	*	\$343.39	\$339.51		
<b>Total</b>	<b>\$252.83</b>	<b>\$241.78</b>		<b>\$281.92</b>	<b>\$305.11</b>	<b>4.1%</b>



**RevPAR**

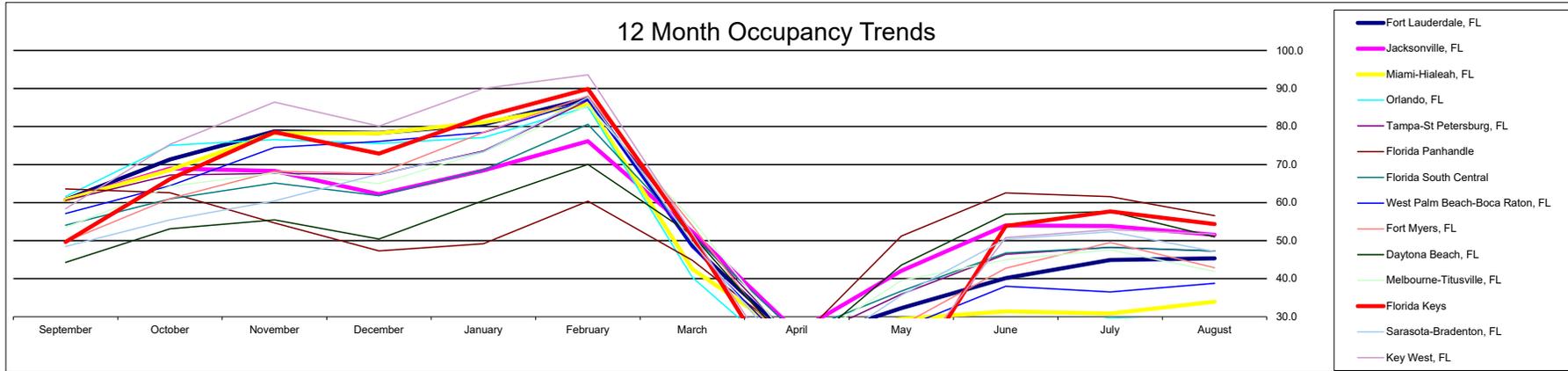
	2016	2017	2018	2019	2020	% Chg
January	\$169.55	\$179.25	*	\$171.04	\$207.70	<b>21.4%</b>
February	\$235.29	\$248.55	*	\$257.41	\$295.23	<b>14.7%</b>
March	\$283.57	\$289.76	\$193.57	\$309.82	\$184.03	<b>-40.6%</b>
April	\$205.40	\$257.18	\$194.81	\$243.83	\$0.00	<b>-100.0%</b>
May	\$173.99	\$183.44	\$178.02	\$187.87	\$0.00	<b>-100.0%</b>
June	\$177.01	\$187.76	\$203.19	\$189.49	\$180.38	<b>-4.8%</b>
July	\$202.42	\$210.55	\$211.05	\$203.19	\$223.28	<b>9.9%</b>
August	\$143.99	\$153.56	\$159.24	\$142.58	\$169.03	<b>18.6%</b>
September	\$90.02	\$46.75	\$103.27	\$79.25		
October	\$109.72	*	\$125.36	\$117.18		
November	\$149.13	*	\$147.66	\$162.85		
December	\$190.69	*	\$204.54	\$217.13		
<b>Total</b>	<b>\$179.22</b>	<b>\$172.56</b>		<b>\$189.73</b>	<b>\$168.07</b>	<b>-17.6%</b>



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

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

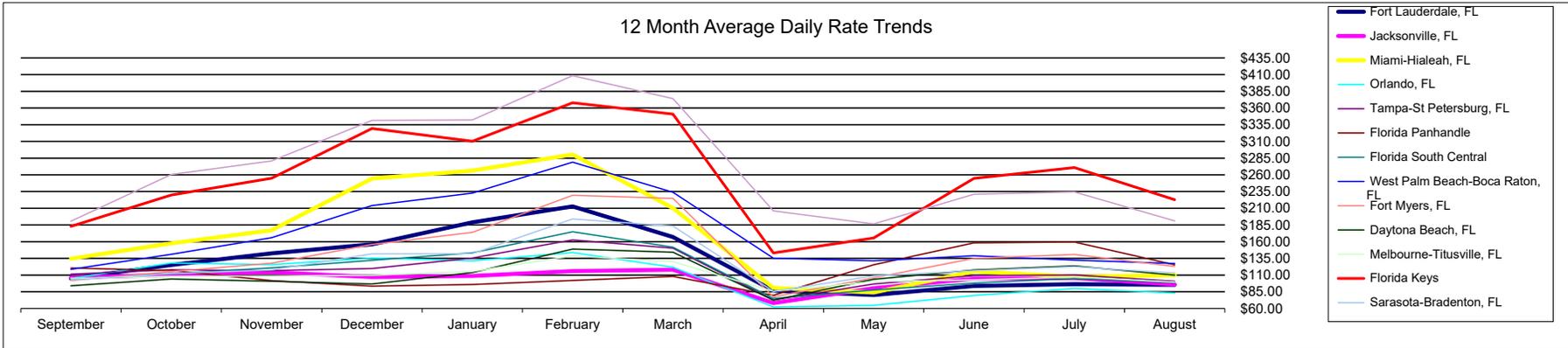
## Florida Markets Comparison



Occupancy	August	July	June	May	April	March	February	January	December	November	October	September
Fort Lauderdale, FL	45.3	44.9	40.2	32.3	23.1	48.7	87.4	80.6	78.3	78.7	71.3	60.8
Jacksonville, FL	51.5	53.8	54.0	42.1	26.0	52.3	76.1	68.4	62.2	68.3	68.9	60.7
Miami-Hialeah, FL	33.9	30.8	31.4	29.4	23.9	42.5	85.8	81.1	78.2	78.3	68.6	60.7
Orlando, FL	28.7	29.7	25.4	22.8	16.4	40.4	85.2	77.1	75.5	76.5	75.1	61.6
Tampa-St Petersburg, FL	47.3	48.2	46.4	35.9	23.0	51.9	86.9	73.6	67.4	67.7	67.3	60.6
Florida Panhandle	56.6	61.6	62.5	51.2	23.5	44.8	60.4	49.2	47.3	54.7	62.6	63.6
Florida South Central	47.3	48.2	46.8	36.8	25.7	51.2	80.6	68.6	61.8	65.2	61.0	54.1
West Palm Beach-Boca Raton, FL	38.8	36.5	38.0	27.0	20.1	48.3	86.9	78.4	76.1	74.5	64.4	57.1
Fort Myers, FL	42.9	49.6	42.7	27.7	18.1	53.9	88.0	78.4	67.7	68.2	61.1	49.7
Daytona Beach, FL	51.0	57.6	56.9	43.5	20.3	51.4	70.0	60.5	50.4	55.5	53.1	44.3
Melbourne-Titusville, FL	41.9	47.6	45.0	39.5	21.7	55.4	85.4	73.3	65.0	67.8	64.2	53.5
Florida Keys	54.4	57.7	53.9	10.0	7.0	51.1	89.9	82.5	72.9	78.5	66.2	49.7
Sarasota-Bradenton, FL	47.2	52.4	50.4	35.6	17.4	49.6	87.6	73.4	67.5	60.5	55.5	48.5
Key West, FL	51.7	52.9	50.8	14.7	9.6	51.9	93.6	90.0	80.1	86.4	75.3	58.4

Year to Date Occupancy	August	July	June	May	April	March	February	January	December	November	October	September
Fort Lauderdale, FL	51.2	52.1	53.0	55.7	61.3	71.6	83.8	80.6	76.0	75.8	75.5	75.9
Jacksonville, FL	53.1	53.3	53.2	53.1	55.8	65.1	71.9	68.4	71.3	72.2	72.5	73.0
Miami-Hialeah, FL	48.6	51.0	54.5	59.2	63.5	69.1	83.0	81.1	75.9	75.7	75.4	76.2
Orlando, FL	45.0	47.4	50.1	54.4	59.5	66.9	81.0	77.1	76.1	76.1	76.1	76.2
Tampa-St Petersburg, FL	51.7	52.4	53.1	54.5	59.4	70.2	79.9	73.6	72.3	72.8	73.3	74.0
Florida Panhandle	51.3	50.5	48.6	45.8	44.4	51.1	54.5	49.2	66.0	67.8	69.2	70.0
Florida South Central	50.5	51.0	51.4	52.4	56.6	66.3	74.3	68.6	64.1	64.4	64.4	64.7
West Palm Beach-Boca Raton, FL	46.7	47.9	50.0	52.4	59.9	71.0	83.0	78.4	72.0	71.6	71.3	72.1
Fort Myers, FL	50.5	51.7	52.1	53.8	60.5	73.0	83.0	78.4	68.5	68.6	68.6	69.5
Daytona Beach, FL	51.8	51.9	50.9	49.7	51.3	60.3	65.0	60.5	62.3	63.4	64.2	65.5
Melbourne-Titusville, FL	50.9	52.2	53.0	54.6	58.6	70.9	79.0	73.3	69.3	69.7	69.9	70.5
Florida Keys	58.2	59.4	59.5	60.8	67.3	73.7	85.9	82.5	76.6	77.0	76.9	78.1
Sarasota-Bradenton, FL	51.6	52.2	52.2	56.6	57.0	69.6	80.1	73.4	65.4	65.2	65.7	67.1
Key West, FL	63.0	66.0	69.0	73.3	76.4	77.9	91.7	90.0	84.2	84.5	84.3	85.3

**Florida Markets Comparison**



**Average Daily Rate**

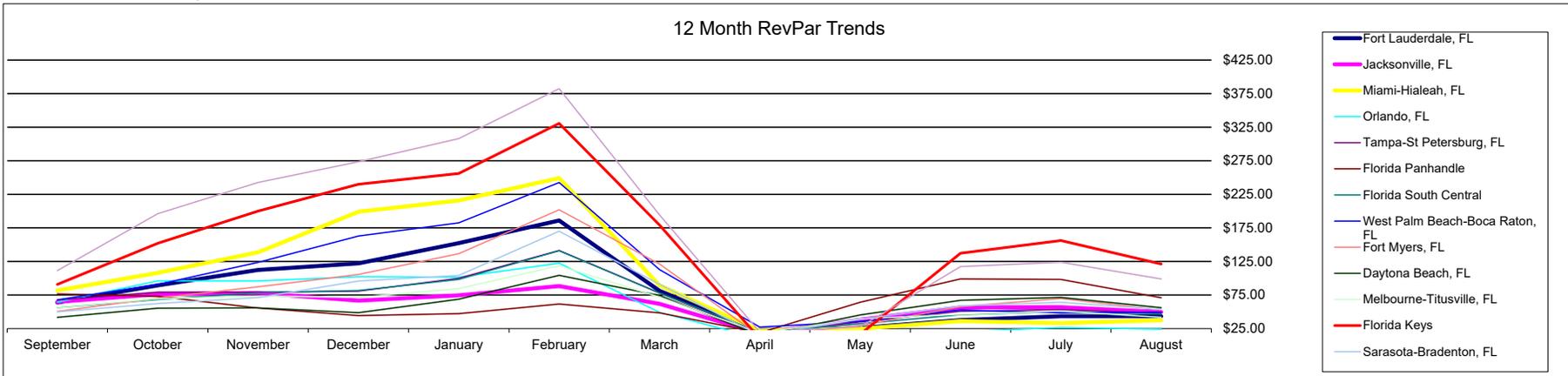
	August	July	June	May	April	March	February	January	December	November	October	September
Fort Lauderdale, FL	\$ 95.48	\$ 96.33	\$ 93.82	\$ 80.17	\$ 86.64	\$ 166.89	\$ 212.82	\$ 189.08	\$ 156.12	\$ 142.69	\$ 125.08	\$ 104.89
Jacksonville, FL	\$ 96.04	\$ 105.55	\$ 104.54	\$ 90.36	\$ 68.10	\$ 118.07	\$ 115.96	\$ 108.70	\$ 106.96	\$ 114.38	\$ 110.46	\$ 106.38
Miami-Hialeah, FL	\$ 109.85	\$ 107.47	\$ 115.42	\$ 83.96	\$ 90.83	\$ 210.13	\$ 290.41	\$ 266.32	\$ 254.45	\$ 177.06	\$ 157.52	\$ 134.59
Orlando, FL	\$ 83.25	\$ 89.78	\$ 79.43	\$ 64.68	\$ 62.35	\$ 121.76	\$ 143.75	\$ 131.53	\$ 135.54	\$ 125.55	\$ 128.08	\$ 104.78
Tampa-St Petersburg, FL	\$ 100.79	\$ 110.18	\$ 109.13	\$ 96.60	\$ 72.65	\$ 150.28	\$ 162.71	\$ 135.63	\$ 119.82	\$ 116.61	\$ 117.94	\$ 111.46
Florida Panhandle	\$ 125.32	\$ 159.51	\$ 158.21	\$ 125.46	\$ 79.70	\$ 108.07	\$ 101.89	\$ 95.86	\$ 93.55	\$ 101.65	\$ 116.88	\$ 120.63
Florida South Central	\$ 98.84	\$ 104.84	\$ 98.03	\$ 87.62	\$ 74.99	\$ 151.86	\$ 174.90	\$ 143.32	\$ 132.08	\$ 120.76	\$ 112.05	\$ 103.98
West Palm Beach-Boca Raton, FL	\$ 127.23	\$ 132.35	\$ 138.85	\$ 131.55	\$ 135.24	\$ 233.79	\$ 279.00	\$ 232.81	\$ 214.15	\$ 165.98	\$ 141.04	\$ 118.63
Fort Myers, FL	\$ 122.95	\$ 140.78	\$ 134.97	\$ 105.91	\$ 77.35	\$ 224.61	\$ 229.45	\$ 174.03	\$ 155.95	\$ 127.79	\$ 115.19	\$ 101.72
Daytona Beach, FL	\$ 109.96	\$ 123.72	\$ 117.78	\$ 103.79	\$ 72.44	\$ 144.30	\$ 148.94	\$ 113.74	\$ 96.56	\$ 100.67	\$ 104.16	\$ 94.10
Melbourne-Titusville, FL	\$ 99.47	\$ 107.24	\$ 102.80	\$ 100.17	\$ 85.73	\$ 129.91	\$ 138.77	\$ 115.45	\$ 109.73	\$ 108.56	\$ 108.29	\$ 105.07
Florida Keys	\$ 222.79	\$ 270.84	\$ 254.60	\$ 165.63	\$ 143.16	\$ 350.76	\$ 367.86	\$ 310.28	\$ 329.45	\$ 254.89	\$ 229.83	\$ 182.99
Sarasota-Bradenton, FL	\$ 113.20	\$ 122.40	\$ 116.79	\$ 108.64	\$ 85.64	\$ 183.41	\$ 194.01	\$ 142.01	\$ 141.94	\$ 117.59	\$ 112.42	\$ 102.68
Key West, FL	\$ 191.20	\$ 234.41	\$ 231.04	\$ 186.62	\$ 206.10	\$ 374.02	\$ 408.44	\$ 342.23	\$ 341.38	\$ 280.78	\$ 260.44	\$ 190.67

**Year to Date Average Daily Rate**

	August	July	June	May	April	March	February	January	December	November	October	September
Fort Lauderdale, FL	\$ 147.37	\$ 154.30	\$ 162.61	\$ 173.13	\$ 184.44	\$ 192.89	\$ 200.85	\$ 189.08	\$ 146.83	\$ 145.93	\$ 146.25	\$ 148.74
Jacksonville, FL	\$ 104.54	\$ 105.78	\$ 105.83	\$ 106.07	\$ 109.09	\$ 114.21	\$ 112.40	\$ 108.70	\$ 116.93	\$ 117.78	\$ 118.10	\$ 118.92
Miami-Hialeah, FL	\$ 209.73	\$ 220.24	\$ 231.44	\$ 243.44	\$ 254.17	\$ 262.73	\$ 276.97	\$ 266.32	\$ 196.52	\$ 190.89	\$ 192.31	\$ 196.01
Orlando, FL	\$ 118.26	\$ 121.29	\$ 124.18	\$ 127.78	\$ 131.55	\$ 134.39	\$ 137.64	\$ 131.53	\$ 126.95	\$ 126.16	\$ 126.23	\$ 126.01
Tampa-St Petersburg, FL	\$ 126.48	\$ 129.71	\$ 132.83	\$ 136.81	\$ 143.00	\$ 149.80	\$ 149.54	\$ 135.63	\$ 132.27	\$ 133.37	\$ 134.92	\$ 136.71
Florida Panhandle	\$ 124.58	\$ 124.32	\$ 116.54	\$ 105.03	\$ 98.91	\$ 101.80	\$ 99.04	\$ 95.86	\$ 132.34	\$ 134.86	\$ 137.50	\$ 139.69
Florida South Central	\$ 126.07	\$ 129.74	\$ 133.86	\$ 140.34	\$ 148.74	\$ 157.63	\$ 159.61	\$ 143.32	\$ 131.70	\$ 131.90	\$ 133.06	\$ 135.31
West Palm Beach-Boca Raton, FL	\$ 200.82	\$ 209.78	\$ 219.79	\$ 231.82	\$ 243.59	\$ 252.12	\$ 257.37	\$ 232.81	\$ 185.24	\$ 182.32	\$ 184.08	\$ 188.56
Fort Myers, FL	\$ 170.09	\$ 175.95	\$ 181.86	\$ 189.48	\$ 199.23	\$ 208.15	\$ 201.91	\$ 174.03	\$ 157.24	\$ 157.42	\$ 160.35	\$ 164.82
Daytona Beach, FL	\$ 122.13	\$ 123.82	\$ 123.72	\$ 125.08	\$ 129.85	\$ 135.44	\$ 131.74	\$ 113.74	\$ 119.03	\$ 120.72	\$ 122.43	\$ 124.12
Melbourne-Titusville, FL	\$ 115.16	\$ 116.17	\$ 117.71	\$ 120.19	\$ 124.19	\$ 128.09	\$ 127.43	\$ 115.45	\$ 118.06	\$ 118.96	\$ 119.95	\$ 121.16
Florida Keys	\$ 299.40	\$ 313.98	\$ 322.68	\$ 337.07	\$ 340.19	\$ 341.74	\$ 338.85	\$ 310.28	\$ 277.32	\$ 272.55	\$ 274.27	\$ 278.50
Sarasota-Bradenton, FL	\$ 143.24	\$ 147.26	\$ 151.60	\$ 158.23	\$ 166.26	\$ 172.63	\$ 169.01	\$ 142.01	\$ 139.28	\$ 138.83	\$ 140.75	\$ 143.49
Key West, FL	\$ 312.13	\$ 334.14	\$ 351.19	\$ 371.60	\$ 373.48	\$ 374.31	\$ 374.31	\$ 342.23	\$ 291.52	\$ 286.69	\$ 287.25	\$ 289.88

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

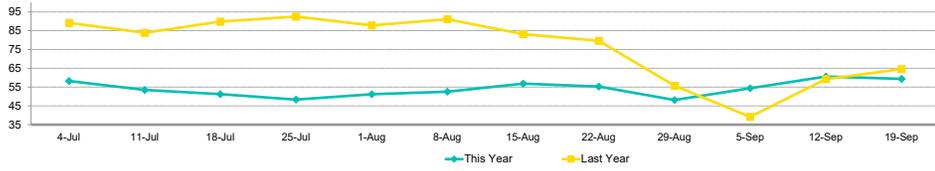
**Florida Markets Comparison**



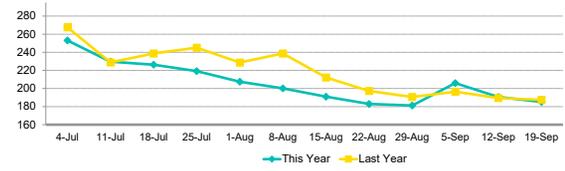
RevPAR	August	July	June	May	April	March	February	January	December	November	October	September
Fort Lauderdale, FL	\$43.29	\$43.27	\$37.68	\$25.86	\$20.06	\$81.25	\$185.99	\$152.33	\$122.25	\$112.31	\$89.24	\$63.72
Jacksonville, FL	\$49.50	\$56.82	\$56.49	\$38.02	\$17.71	\$61.76	\$88.28	\$74.38	\$66.55	\$78.13	\$76.16	\$64.60
Miami-Hialeah, FL	\$37.29	\$33.15	\$36.24	\$24.72	\$21.69	\$89.37	\$249.15	\$215.89	\$199.01	\$138.61	\$108.00	\$81.73
Orlando, FL	\$23.85	\$26.67	\$20.16	\$14.77	\$10.20	\$49.15	\$122.45	\$101.44	\$102.36	\$96.10	\$96.12	\$64.55
Tampa-St Petersburg, FL	\$47.63	\$53.15	\$50.67	\$34.71	\$16.72	\$78.04	\$141.33	\$99.79	\$80.78	\$78.94	\$79.33	\$67.55
Florida Panhandle	\$70.91	\$98.20	\$98.96	\$64.23	\$18.70	\$48.44	\$61.50	\$47.18	\$44.27	\$55.56	\$73.15	\$76.72
Florida South Central	\$46.71	\$50.56	\$45.84	\$32.20	\$19.28	\$77.74	\$140.94	\$98.28	\$81.67	\$78.68	\$68.33	\$56.21
West Palm Beach-Boca Raton, FL	\$49.32	\$48.35	\$52.77	\$35.46	\$27.14	\$112.88	\$242.56	\$182.56	\$162.95	\$123.67	\$90.87	\$67.76
Fort Myers, FL	\$52.74	\$69.76	\$57.69	\$29.35	\$14.04	\$121.10	\$201.99	\$136.50	\$105.56	\$87.17	\$70.34	\$50.60
Daytona Beach, FL	\$56.09	\$71.30	\$67.07	\$45.20	\$14.70	\$74.23	\$104.32	\$68.86	\$48.71	\$55.84	\$55.35	\$41.67
Melbourne-Titusville, FL	\$41.68	\$51.08	\$46.22	\$39.58	\$18.59	\$71.96	\$118.54	\$84.60	\$71.29	\$73.63	\$69.57	\$56.24
Florida Keys	\$121.14	\$156.23	\$137.14	\$16.62	\$9.99	\$179.22	\$330.62	\$256.00	\$240.08	\$200.08	\$152.08	\$90.87
Sarasota-Bradenton, FL	\$53.39	\$64.09	\$58.83	\$38.72	\$14.86	\$90.94	\$170.03	\$104.18	\$95.82	\$71.09	\$62.34	\$49.78
Key West, FL	\$98.88	\$123.89	\$117.44	\$27.46	\$19.79	\$194.30	\$382.40	\$307.99	\$273.50	\$242.72	\$196.20	\$111.36

Year to date RevPAR	August	July	June	May	April	March	February	January	December	November	October	September
Fort Lauderdale, FL	\$75.45	\$80.38	\$86.26	\$96.45	\$113.12	\$138.06	\$168.34	\$152.33	\$111.56	\$110.54	\$110.37	\$112.90
Jacksonville, FL	\$55.50	\$56.40	\$56.33	\$56.30	\$60.91	\$74.33	\$80.82	\$74.38	\$83.41	\$84.99	\$85.67	\$86.76
Miami-Hialeah, FL	\$102.00	\$112.33	\$126.19	\$144.15	\$161.40	\$181.45	\$229.99	\$215.89	\$149.19	\$144.51	\$145.09	\$149.29
Orlando, FL	\$53.17	\$57.52	\$62.27	\$69.53	\$78.22	\$89.93	\$111.43	\$101.44	\$96.60	\$96.07	\$96.07	\$96.06
Tampa-St Petersburg, FL	\$65.43	\$67.97	\$70.58	\$74.59	\$84.99	\$105.13	\$119.44	\$99.79	\$95.65	\$97.10	\$98.94	\$101.20
Florida Panhandle	\$63.87	\$62.78	\$56.62	\$48.06	\$43.89	\$52.03	\$54.00	\$47.18	\$87.37	\$91.47	\$95.10	\$97.77
Florida South Central	\$63.64	\$66.13	\$68.86	\$73.54	\$84.23	\$104.44	\$118.54	\$98.28	\$84.48	\$84.94	\$85.64	\$87.59
West Palm Beach-Boca Raton, FL	\$93.86	\$100.59	\$109.83	\$121.52	\$145.82	\$179.07	\$213.68	\$182.56	\$133.36	\$130.56	\$131.26	\$135.97
Fort Myers, FL	\$85.94	\$90.88	\$94.77	\$101.92	\$120.61	\$151.99	\$167.66	\$136.50	\$107.75	\$107.96	\$110.04	\$114.51
Daytona Beach, FL	\$63.28	\$64.29	\$62.96	\$62.13	\$66.56	\$81.74	\$85.68	\$86.86	\$74.21	\$76.59	\$78.65	\$81.35
Melbourne-Titusville, FL	\$58.62	\$60.67	\$62.41	\$65.65	\$72.83	\$90.82	\$100.71	\$84.60	\$81.81	\$82.88	\$83.79	\$85.41
Florida Keys	\$174.30	\$186.50	\$192.09	\$205.09	\$228.89	\$252.00	\$290.91	\$256.00	\$212.53	\$209.85	\$210.81	\$217.44
Sarasota-Bradenton, FL	\$73.89	\$76.94	\$79.20	\$83.25	\$94.79	\$120.16	\$135.43	\$104.18	\$91.08	\$90.52	\$92.47	\$96.34
Key West, FL	\$196.57	\$220.68	\$242.25	\$272.23	\$285.16	\$291.43	\$343.30	\$307.99	\$245.40	\$242.31	\$242.26	\$247.38

Weekly Occ (%) - Jul 04, 2020 to Sep 19, 2020



Weekly ADR - Jul 04, 2020 to Sep 19, 2020



H.2

	Aug							Sep							Current Week													
	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa							
<b>Occupancy (%)</b>	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
This Year	37.0	27.7	28.2	34.7	48.5	73.5	87.4	45.9	35.5	36.6	37.5	48.8	80.6	95.5	95.1	49.6	44.4	44.0	51.3	68.3	71.4	46.4	42.9	44.5	47.1	58.1	82.2	94.2
Last Year	66.0	65.9	66.2	62.0	65.5	39.7	35.0	35.7	29.1	29.9	29.0	39.1	53.5	64.1	48.3	51.9	52.0	52.9	61.0	70.9	77.6	57.8	58.9	60.0	60.0	67.1	71.7	76.3
Percent Change	-43.9	-57.9	-57.4	-44.0	-12.7	85.2	149.6	28.7	26.4	41.9	34.0	24.7	50.6	49.0	96.9	-4.5	-14.6	-16.7	-15.9	-3.6	-8.0	-19.6	-27.2	-25.8	-21.6	-13.4	14.7	23.5
<b>ADR</b>	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
This Year	161.60	166.07	163.55	161.92	167.76	197.01	201.66	167.38	158.91	153.34	159.60	172.97	230.31	276.51	219.31	169.26	163.85	165.08	168.78	200.38	205.88	166.18	161.93	160.15	159.61	166.88	209.45	219.93
Last Year	178.70	172.10	172.35	170.22	176.55	248.94	274.44	229.20	176.93	165.36	163.83	178.15	211.05	211.98	173.08	166.08	168.79	169.46	179.37	220.23	222.68	174.95	165.52	171.42	173.38	177.76	216.40	218.77
Percent Change	-9.6	-3.5	-5.1	-4.9	-5.0	-20.9	-26.5	-27.0	-10.2	-7.3	-2.6	-3.4	9.1	30.4	28.7	1.9	-2.9	-2.6	-5.9	-9.0	-7.5	-5.0	-2.2	-4.6	-7.9	-6.1	-3.2	0.5
<b>RevPAR</b>	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
This Year	59.80	46.00	46.08	56.19	81.32	144.72	176.35	76.82	56.43	56.20	59.80	84.44	185.52	264.15	208.62	83.90	72.77	72.67	86.65	136.95	147.01	77.14	69.39	71.28	75.18	96.97	172.11	207.23
Last Year	117.86	113.36	114.02	105.55	98.02	98.75	96.16	81.74	49.72	42.69	45.81	70.12	112.87	135.95	83.60	86.26	87.77	89.56	109.45	156.20	172.88	101.06	97.48	102.83	104.11	119.28	155.06	166.97
Percent Change	-49.3	-59.4	-59.6	-46.8	-17.0	46.6	83.4	-6.0	13.5	31.6	30.5	20.4	64.4	94.3	149.5	-2.6	-17.1	-18.9	-20.8	-12.3	-15.0	-23.7	-28.8	-30.7	-27.8	-18.7	11.0	24.1
<b>Supply</b>	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
This Year	5,083	5,083	5,083	5,083	5,083	5,083	5,083	5,083	5,083	5,127	5,127	5,127	5,127	5,127	5,127	5,127	5,127	5,127	5,127	5,127	5,127	5,127	5,127	5,127	5,127	5,127	5,127	
Last Year	4,946	4,946	4,946	4,946	4,946	4,946	4,946	4,946	4,946	4,946	4,946	4,946	4,946	4,946	4,946	4,946	4,946	4,946	4,946	4,946	4,946	4,946	4,946	4,946	4,946	4,946	4,946	
Percent Change	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	
<b>Demand</b>	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
This Year	1,881	1,408	1,432	1,764	2,464	3,734	4,445	2,333	1,805	1,879	1,921	2,503	4,130	4,898	4,877	2,544	2,277	2,257	2,632	3,504	3,661	2,380	2,197	2,282	2,415	2,979	4,213	4,831
Last Year	3,262	3,258	3,272	3,067	2,746	1,962	1,733	1,764	1,390	1,277	1,383	1,936	2,645	3,172	2,389	2,569	2,572	2,614	3,018	3,508	3,840	2,857	2,913	2,967	2,970	3,319	3,544	3,775
Percent Change	-42.3	-56.8	-56.2	-42.5	-10.3	90.3	156.5	32.3	29.9	47.1	38.9	29.3	56.1	54.4	104.1	-1.0	-11.5	-13.7	-12.8	-0.1	-4.7	-16.7	-24.6	-23.1	-18.7	-10.2	18.9	28.0
<b>Revenue</b>	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
This Year	303,970	233,823	234,208	285,627	413,364	735,623	896,391	390,499	286,826	288,134	306,586	432,948	951,160	1,354,322	1,069,570	430,603	373,084	372,578	444,229	702,138	753,743	395,510	355,761	365,459	385,460	497,147	882,405	1,062,460
Last Year	582,933	560,702	563,937	522,061	484,820	488,412	475,997	404,307	245,938	211,161	226,580	346,827	558,239	672,412	413,490	426,847	434,135	442,974	541,329	772,550	855,088	499,836	482,159	508,608	514,963	589,979	766,923	825,839
Percent Change	-47.9	-58.3	-58.5	-45.3	-14.7	50.6	88.5	-3.4	16.6	36.5	35.3	24.8	70.4	101.4	158.7	0.9	-14.1	-15.9	-17.9	-9.1	-11.9	-20.9	-26.2	-28.1	-25.1	-15.7	15.1	28.7
<b>Census %</b>	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
Census Props	88	88	88	88	88	88	88	88	88	89	89	89	89	89	89	89	89	89	89	89	89	89	89	89	89	89	89	89
Census Rooms	5,083	5,083	5,083	5,083	5,083	5,083	5,083	5,083	5,083	5,127	5,127	5,127	5,127	5,127	5,127	5,127	5,127	5,127	5,127	5,127	5,127	5,127	5,127	5,127	5,127	5,127	5,127	5,127
% Rooms Participants	76.2	76.2	76.2	76.2	76.2	76.2	76.2	76.2	76.2	75.6	76.4	76.4	76.4	76.4	76.4	76.4	76.4	76.4	76.4	76.4	76.4	76.4	76.4	76.4	76.4	76.4	76.4	76.4

Current Week	Run 28	Run MTD
Current	59.3	59.9
Week	54.5	52.3
Run 28	55.6	59.9
MTD	54.7	52.3
Run 28	1.7	14.7
MTD	0.3	5.0

Current Week	Run 28	Run MTD
Current	185.20	196.67
Week	187.44	186.29
Run 28	190.89	196.67
MTD	187.44	186.29
Run 28	1.7	14.7
MTD	0.3	5.0

Current Week	Run 28	Run MTD
Current	109.90	117.27
Week	120.97	97.34
Run 28	106.20	117.27
MTD	104.11	97.34
Run 28	2.0	20.5
MTD	0.3	5.0

Current Week	Run 28	Run MTD
Current	35.889	97.413
Week	34.822	93.974
Run 28	143.160	97.413
MTD	138.435	93.974
Run 28	3.7	3.7
MTD	3.7	3.7

Current Week	Run 28	Run MTD
Current	21,297	58,380
Week	22,345	49,103
Run 28	79,646	58,380
MTD	75,722	49,103
Run 28	5.2	18.9
MTD	5.2	18.9

Current Week	Run 28	Run MTD
Current	3,944,201	11,423,296
Week	4,188,297	9,147,211
Run 28	15,203,627	11,423,296
MTD	14,418,435	9,147,211
Run 28	5.4	24.9
MTD	5.4	24.9

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

## I.1

---

### Monroe County

---

#### AT&T Call Report\*

August 19-September 18, 2020

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

Chamber	1-800 FLA-KEYS	District 800	Completed Calls Count
Key West	23	34	57
Lower Keys	7	43	50
Marathon	20	14	34
Islamorada	24	9	33
Key Largo	23	27	30

\*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 WEST  
August 2020**

CHAMBER	305DIST	800DIST	FLA KEYS	EMAIL	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
KEY WEST	9	3	13	247	0	272	55.7%	5,205	65.8%
ISLAMORADA	53	0	0	1	48	102	20.9%	969	12.3%
MARATHON	7	15	7	46	4	79	16.2%	1,185	15.0%
KEY LARGO	5	1	4	5	3	18	3.7%	348	4.4%
LOWER KEYS	5	1	3	2	6	17	3.5%	198	2.5%
	<b>79</b>	<b>20</b>	<b>27</b>	<b>301</b>	<b>61</b>	<b>488</b>		<b>7,905</b>	
	<b>16.2%</b>	<b>4.1%</b>	<b>5.5%</b>	<b>61.7%</b>	<b>12.5%</b>				

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

# ACCOMMODATIONS

**KEY WEST  
August 2020**

ACCOMMODATIONS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Hotel/Motel	9	3	13	246	271	71.3%	5,160	74.6%
B&B/Guest House	1	0	1	92	94	24.7%	1,586	22.9%
Campground/RV	0	0	1	7	8	2.1%	67	1.0%
Vacation Rental	1	0	0	6	7	1.8%	96	1.4%
None	0	0	0	0	0	0.0%	8	0.1%
	<b>11</b>	<b>3</b>	<b>15</b>	<b>351</b>	<b>380</b>		<b>6,917</b>	
	<b>2.9%</b>	<b>0.8%</b>	<b>3.9%</b>	<b>92.4%</b>				

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

# ADVERTISING SOURCE

**KEY WEST  
August 2020**

SOURCE NAME	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Keys Chamber of Commerce	0	1	0	246	247	90.8%	4,676	89.8%
Other	5	0	7	0	12	4.4%	49	0.9%
Internet	3	1	1	0	5	1.8%	114	2.2%
TDC Website	0	0	3	0	3	1.1%	35	0.7%
Do Not Know	1	0	1	0	2	0.7%	17	0.3%
Tourist Directory or Guide	0	0	0	1	1	0.4%	9	0.2%
Friends/Return Visitor	0	0	1	0	1	0.4%	35	0.7%
TV Ad	0	0	0	0	0	0.0%	50	1.0%
TV Show/Story	0	0	0	0	0	0.0%	5	0.1%
Magazine Ad	0	0	0	0	0	0.0%	15	0.3%
Magazine Article	0	0	0	0	0	0.0%	5	0.1%
Newspaper Ad	0	0	0	0	0	0.0%	0	0.0%
Newspaper Article	0	0	0	0	0	0.0%	0	0.0%
Radio Ad	0	0	0	0	0	0.0%	1	0.0%
Keys Business	0	0	0	0	0	0.0%	19	0.4%
Travel Agent	0	0	0	0	0	0.0%	9	0.2%
Directory Assistance	0	0	0	0	0	0.0%	9	0.2%
Billboard	0	0	0	0	0	0.0%	0	0.0%
	<b>9</b>	<b>2</b>	<b>13</b>	<b>247</b>	<b>272</b>		<b>5,205</b>	
	<b>3.3%</b>	<b>0.7%</b>	<b>4.8%</b>	<b>90.8%</b>				

# INTERESTS

**KEY WEST**  
**August 2020**

INTERESTS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Attractions	9	3	13	247	272	23.9%	5,058	25.2%
Dining/Entertainment	5	3	12	243	263	23.1%	2,444	12.2%
Coupon Book	0	0	0	78	78	6.8%	1,573	7.8%
Water Sports	0	0	0	76	76	6.7%	1,498	7.5%
Cultural Events/Theatre/Music	1	0	0	67	68	6.0%	1,554	7.7%
Snorkeling	0	0	0	38	38	3.3%	931	4.6%
Guided Nature Tour	0	0	0	23	23	2.0%	717	3.6%
Fishing Deep Sea	0	0	1	11	12	1.1%	277	1.4%
Fishing Backcountry	0	0	1	11	12	1.1%	269	1.3%
Fishing Tournament	0	0	1	10	11	1.0%	88	0.4%
Diving	0	0	0	7	7	0.6%	85	0.4%
Sailing	0	0	0	5	5	0.4%	159	0.8%
Kids/Family Vacations	0	0	0	2	2	0.2%	155	0.8%
Wedding	0	0	0	1	1	0.1%	43	0.2%
Relocation/Real Estate	0	0	0	1	1	0.1%	52	0.3%
Weather	0	0	0	1	1	0.1%	80	0.4%
Marinas	0	0	0	0	0	0.0%	42	0.2%
Boat Rentals	0	0	0	0	0	0.0%	113	0.6%
Honeymoon	0	0	0	0	0	0.0%	65	0.3%
None	0	0	0	0	0	0.0%	13	0.1%
	<b>15</b>	<b>6</b>	<b>28</b>	<b>821</b>	<b>1,140</b>		<b>20,097</b>	
	<b>1.3%</b>	<b>0.5%</b>	<b>2.5%</b>	<b>72.0%</b>				

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

**MONTH**

**LENGTH OF STAY:**

Minimum: 2  
Maximum: 10  
Average: 5

**NUMBER OF ADULTS:**

Minimum: 2  
Maximum: 9  
Average: 3

**NUMBER OF CHILDREN:**

Minimum: 2  
Maximum: 2  
Average: 2

**FISCAL YEAR-TO-DATE**

**LENGTH OF STAY:**

Minimum: 1  
Maximum: 180  
Average: 7

**NUMBER OF ADULTS:**

Minimum: 1  
Maximum: 100  
Average: 3

**NUMBER OF CHILDREN:**

Minimum: 1  
Maximum: 35  
Average: 2

## STATE

KEY WEST  
August 2020

STATE	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
FL	1	0	3	44	48	17.6%	580	11.3%
OH	0	1	0	18	19	7.0%	280	5.5%
TX	0	0	1	18	19	7.0%	221	4.3%
PA	0	0	0	18	18	6.6%	317	6.2%
GA	1	0	1	13	15	5.5%	158	3.1%
NC	1	0	0	11	12	4.4%	159	3.1%
IL	0	0	1	9	10	3.7%	267	5.2%
SC	1	0	0	8	9	3.3%	125	2.4%
LA	0	0	2	6	8	2.9%	84	1.6%
VA	1	1	1	5	8	2.9%	146	2.9%
AL	0	0	1	6	7	2.6%	103	2.0%
IN	0	1	0	6	7	2.6%	162	3.2%
MI	0	0	0	7	7	2.6%	247	4.8%
MN	1	0	0	6	7	2.6%	137	2.7%
TN	1	0	1	5	7	2.6%	141	2.8%
CA	0	0	0	6	6	2.2%	76	1.5%
MO	0	0	0	6	6	2.2%	144	2.8%
CO	0	0	0	5	5	1.8%	53	1.0%
MD	0	0	1	4	5	1.8%	110	2.2%
NY	0	0	0	5	5	1.8%	262	5.1%
KS	0	0	0	4	4	1.5%	37	0.7%
MS	0	0	0	4	4	1.5%	45	0.9%
RI	0	0	0	4	4	1.5%	14	0.3%
AR	1	0	0	2	3	1.1%	43	0.8%
NJ	0	0	0	3	3	1.1%	161	3.2%
WI	0	0	0	3	3	1.1%	197	3.9%
IA	0	0	0	2	2	0.7%	105	2.1%
KY	0	0	0	2	2	0.7%	86	1.7%
MA	0	0	1	1	2	0.7%	111	2.2%
UT	0	0	0	2	2	0.7%	11	0.2%
AZ	1	0	0	0	1	0.4%	46	0.9%
CT	0	0	0	1	1	0.4%	55	1.1%
DE	0	0	0	1	1	0.4%	29	0.6%
ID	0	0	0	1	1	0.4%	9	0.2%
ME	0	0	0	1	1	0.4%	22	0.4%
MT	0	0	0	1	1	0.4%	3	0.1%
ND	0	0	0	1	1	0.4%	7	0.1%
NE	0	0	0	1	1	0.4%	44	0.9%
NH	0	0	0	1	1	0.4%	30	0.6%
OK	0	0	0	1	1	0.4%	46	0.9%
ON	0	0	0	1	1	0.4%	39	0.8%
OR	0	0	0	1	1	0.4%	25	0.5%
SD	0	0	0	1	1	0.4%	20	0.4%
WA	0	0	0	1	1	0.4%	43	0.8%
WV	0	0	0	1	1	0.4%	34	0.7%
	<b>9</b>	<b>3</b>	<b>13</b>	<b>247</b>	<b>272</b>		<b>5,111</b>	
	<b>3.3%</b>	<b>1.1%</b>	<b>4.8%</b>	<b>90.8%</b>				

# TYPE OF CALLER

**KEY WEST  
August 2020**

TYPE OF CALLER	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Email	1	1	4	237	243	89.3%	4,445	85.4%
Consumer	7	2	9	2	20	7.4%	586	11.3%
Unknown	0	0	0	7	7	2.6%	129	2.5%
Travel Agent	1	0	0	0	1	0.4%	8	0.2%
Voice Mail	0	0	0	1	1	0.4%	21	0.4%
Postal Inquiry	0	0	0	0	0	0.0%	16	0.3%
Other	0	0	0	0	0	0.0%	0	0.0%
	<b>9</b>	<b>3</b>	<b>13</b>	<b>247</b>	<b>272</b>		<b>5,205</b>	
	<b>3.3%</b>	<b>1.1%</b>	<b>4.8%</b>	<b>90.8%</b>				

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

# What month do you plan to travel?

## KEY WEST August 2020

MONTH TRAVELING	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Unknown	1	1	3	61	66	24.3%	1,753	33.7%
September	3	1	3	39	46	16.9%	206	4.0%
October	3	0	0	34	37	13.6%	187	3.6%
December	1	0	3	25	29	10.7%	268	5.1%
November	0	0	1	17	18	6.6%	182	3.5%
January	0	0	0	16	16	5.9%	273	5.2%
June	0	0	0	12	12	4.4%	321	6.2%
August	0	0	0	11	11	4.0%	185	3.6%
April	0	0	2	8	10	3.7%	395	7.6%
February	1	0	0	6	7	2.6%	418	8.0%
March	0	1	0	6	7	2.6%	445	8.5%
May	0	0	1	6	7	2.6%	251	4.8%
July	0	0	0	6	6	2.2%	321	6.2%
	<b>9</b>	<b>3</b>	<b>13</b>	<b>241</b>	<b>272</b>		<b>5,205</b>	
	<b>3.3%</b>	<b>1.1%</b>	<b>4.8%</b>	<b>88.6%</b>				

# How do you plan to travel to the Keys?

**KEY WEST  
August 2020**

TRANSPORTATION	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Undecided	1	0	0	85	86	31.6%	1,448	27.8%
Fly/Drive	4	1	7	3	15	5.5%	268	5.1%
Automobile	2	1	0	0	3	1.1%	86	1.7%
Cruise Ship	0	0	1	1	2	0.7%	27	0.5%
Commercial Airline	0	0	0	0	0	0.0%	50	1.0%
Private Plane	0	0	0	0	0	0.0%	0	0.0%
Tour Bus	0	0	0	0	0	0.0%	4	0.1%
RV	0	0	0	0	0	0.0%	4	0.1%
Motorcycle	0	0	0	0	0	0.0%	3	0.1%
Ferry	0	0	0	0	0	0.0%	16	0.3%
Private Boat	0	0	0	0	0	0.0%	0	0.0%
Bus/Shuttle	0	0	0	0	0	0.0%	0	0.0%
Train	0	0	0	0	0	0.0%	6	0.1%
	<b>7</b>	<b>2</b>	<b>8</b>	<b>89</b>	<b>272</b>		<b>5,205</b>	
	<b>2.6%</b>	<b>0.7%</b>	<b>2.9%</b>	<b>32.7%</b>				



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

## **Monthly Visitor Information Service Report**

**August 1-31, 2020**

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

## Audience Overview

Aug 1, 2020 - Aug 31, 2020

All Users  
100.00% Users

### Overview

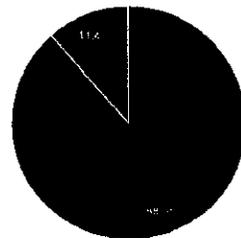
#### Users

1,500  
1,000  
500

Aug 1, 2020 - Aug 31, 2020

Users	New Users	Sessions
1,207	1,159	1,469
Number of Sessions per User	Pageviews	Pages / Session
1.22	2,405	1.64
Avg. Session Duration	Bounce Rate	
00:01:20	72.43%	

■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. en-us	659	54.60%
2. en	423	35.05%
3. en-gb	29	2.40%
4. zh-cn	22	1.82%
5. es-419	9	0.75%
6. de	7	0.58%
7. ko-kr	7	0.58%
8. ru	4	0.33%
9. de-de	3	0.25%
10. en-au	3	0.25%

Referral Traffic

Aug 1, 2020 - Aug 31, 2020

All Users  
10.60% Users

Explorer

Summary

● Users

150

100

50

Aug 1, 2020 - Aug 31, 2020

Source	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	<b>128</b> % of Total: 10.09% Total: 10.60% (1,207)	<b>117</b> % of Total: 10.09% Total: (1,159)	<b>146</b> % of Total: 9.94% Total: (1,469)	<b>79.45%</b> Avg for View: 72.43% (9.69%)	<b>1.36</b> Avg for View: 1.64 (-17.16%)	<b>00:00:52</b> Avg for View: 00:01:20 (-34.43%)	<b>0.00%</b> Avg for View: 0.00% (0.00%)	<b>0</b> % of Total: 0.00% (0)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)
1. baidu.com	<b>18</b> (13.95%)	<b>18</b> (15.38%)	<b>18</b> (12.33%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. facebook.com	<b>11</b> (8.53%)	<b>9</b> (7.69%)	<b>12</b> (8.22%)	66.67%	1.67	00:00:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. l.facebook.com	<b>10</b> (7.75%)	<b>9</b> (7.69%)	<b>10</b> (6.85%)	70.00%	1.30	00:00:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. conchink.com	<b>9</b> (6.98%)	<b>9</b> (7.69%)	<b>10</b> (6.85%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. iglta.org	<b>9</b> (6.98%)	<b>9</b> (7.69%)	<b>12</b> (8.22%)	83.33%	1.17	00:02:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. athomekeywest.com	<b>8</b> (6.20%)	<b>8</b> (6.84%)	<b>10</b> (6.85%)	90.00%	1.10	00:00:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. twobadtourists.com	<b>6</b> (4.65%)	<b>6</b> (5.13%)	<b>6</b> (4.11%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. mail.yahoo.com	<b>5</b> (3.88%)	<b>5</b> (4.27%)	<b>6</b> (4.11%)	66.67%	1.33	00:00:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. gaycities.com	<b>4</b> (3.10%)	<b>1</b> (0.85%)	<b>4</b> (2.74%)	25.00%	2.75	00:03:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. m.facebook.com	<b>4</b> (3.10%)	<b>4</b> (3.42%)	<b>4</b> (2.74%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. tripsavvy.com	<b>4</b> (3.10%)	<b>4</b> (3.42%)	<b>4</b> (2.74%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. keyscoupons.com	<b>3</b> (2.33%)	<b>2</b> (1.71%)	<b>3</b> (2.05%)	66.67%	1.33	00:00:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. lm.facebook.com	<b>3</b> (2.33%)	<b>3</b> (2.56%)	<b>3</b> (2.05%)	33.33%	4.33	00:01:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
14. en.wikipedia.org	<b>2</b> (1.55%)	<b>2</b> (1.71%)	<b>2</b> (1.37%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
15. fagabond.com	<b>2</b> (1.55%)	<b>2</b> (1.71%)	<b>2</b> (1.37%)	50.00%	1.50	00:01:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
16. fla-keys.com	<b>2</b> (1.55%)	<b>1</b> (0.85%)	<b>6</b> (4.11%)	33.33%	1.67	00:00:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
17. fodors.com	<b>2</b> (1.55%)	<b>2</b> (1.71%)	<b>2</b> (1.37%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
18. nakedkeywest.squarespace.com	<b>2</b> (1.55%)	<b>2</b> (1.71%)	<b>2</b> (1.37%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

19.	alexanderskeywest.com	1 (0.78%)	1 (0.85%)	1 (0.68%)	0.00%	3.00	00:06:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
20.	crownmerchants.com	1 (0.78%)	1 (0.85%)	1 (0.68%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
21.	dailyxtratravel.com	1 (0.78%)	1 (0.85%)	1 (0.68%)	0.00%	2.00	00:00:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
22.	fantasyfest.com	1 (0.78%)	1 (0.85%)	1 (0.68%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
23.	gay-real-estate-agent.com	1 (0.78%)	1 (0.85%)	1 (0.68%)	0.00%	3.00	00:00:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
24.	gay-traveller.de	1 (0.78%)	0 (0.00%)	1 (0.68%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
25.	gayvacationplacestostay.com	1 (0.78%)	0 (0.00%)	1 (0.68%)	0.00%	5.00	00:20:26	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 25 of 43

Location

Aug 1, 2020 - Aug 31, 2020

All Users  
100.00% Users

Map Overlay

Summary



Country	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	<b>1,207</b> % of Total: 100.00% (1,207)	<b>1,159</b> % of Total: 100.00% (1,159)	<b>1,469</b> % of Total: 100.00% (1,469)	<b>72.43%</b> Avg for View: 72.43% (0.00%)	<b>1.64</b> Avg for View: 1.64 (0.00%)	<b>00:01:20</b> Avg for View: 00:01:20 (0.00%)	<b>0.00%</b> Avg for View: 0.00% (0.00%)	<b>0</b> % of Total: 0.00% (0)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)
1. United States	<b>1,036</b> (85.76%)	991 (85.50%)	1,287 (87.61%)	70.94%	1.67	00:01:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. United Kingdom	<b>22</b> (1.82%)	20 (1.73%)	23 (1.57%)	78.26%	1.43	00:00:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. China	<b>17</b> (1.41%)	17 (1.47%)	17 (1.16%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Canada	<b>16</b> (1.32%)	15 (1.29%)	16 (1.09%)	50.00%	2.31	00:00:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Japan	<b>12</b> (0.99%)	12 (1.04%)	12 (0.82%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. South Korea	<b>9</b> (0.75%)	9 (0.78%)	9 (0.61%)	88.89%	1.11	00:00:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Germany	<b>8</b> (0.66%)	8 (0.69%)	9 (0.61%)	88.89%	1.11	00:00:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Switzerland	<b>7</b> (0.58%)	7 (0.60%)	7 (0.48%)	57.14%	2.29	00:01:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. India	<b>6</b> (0.50%)	6 (0.52%)	7 (0.48%)	42.86%	1.86	00:03:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Mexico	<b>6</b> (0.50%)	6 (0.52%)	6 (0.41%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. Netherlands	<b>5</b> (0.41%)	5 (0.43%)	5 (0.34%)	80.00%	1.20	00:05:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. France	<b>4</b> (0.33%)	4 (0.35%)	5 (0.34%)	80.00%	1.60	00:00:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. Poland	<b>4</b> (0.33%)	4 (0.35%)	4 (0.27%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
14. United Arab Emirates	<b>3</b> (0.25%)	3 (0.26%)	3 (0.20%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
15. Brazil	<b>3</b> (0.25%)	2 (0.17%)	3 (0.20%)	66.67%	2.33	00:06:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
16. Bahamas	<b>3</b> (0.25%)	3 (0.26%)	3 (0.20%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
17. Spain	<b>3</b> (0.25%)	3 (0.26%)	3 (0.20%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
18. Ireland	<b>3</b> (0.25%)	3 (0.26%)	3 (0.20%)	66.67%	1.67	00:00:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
19. Argentina	<b>2</b> (0.17%)	2 (0.17%)	2 (0.14%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
20. Australia	<b>2</b> (0.17%)	2 (0.17%)	2 (0.14%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
21. Czechia	<b>2</b> (0.17%)	2 (0.17%)	2 (0.14%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
22. Greece	<b>2</b> (0.17%)	2 (0.17%)	3 (0.20%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
23. Hong Kong	<b>2</b> (0.17%)	2 (0.17%)	2 (0.14%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

24.	Norway	2 (0.17%)	2 (0.17%)	2 (0.14%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
25.	Panama	2 (0.17%)	2 (0.17%)	2 (0.14%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 25 of 48

## **Demographic Survey Results, Key West Business Guild**

### **Month of August 2020**

Total Responses: 4

#### **State Results:**

NY: 1 response (25%)

MD: 1 response (25%)

IL: 1 response (25%)

CT: 1 response (25%)

#### **Age:**

45-54: 1 response (25%)

55-64: 2 responses (50%)

65-74: 1 response (25%)

#### **Length of Stay:**

4 nights: 2 responses (50%)

7 nights: 1 response (25%)

8 nights+: 1 response (25%)

#### **Month of Visit:**

November: 1 response (25%)

January: 1 response (25%)

February: 1 response (25%)

March: 1 response (25%)

#### **Type of Accommodations:**

All Male: 1 response (25%)

Gay-lesbian: 2 responses (50%)

Resort: 1 response (25%)

**Travel Method to Key West:**

Direct Flight to Key West: 3 responses (75%)

Flight to FL and drive to Key West: 1 response (25%)

**Been to Key West Before:**

Yes: 3 responses (75%)

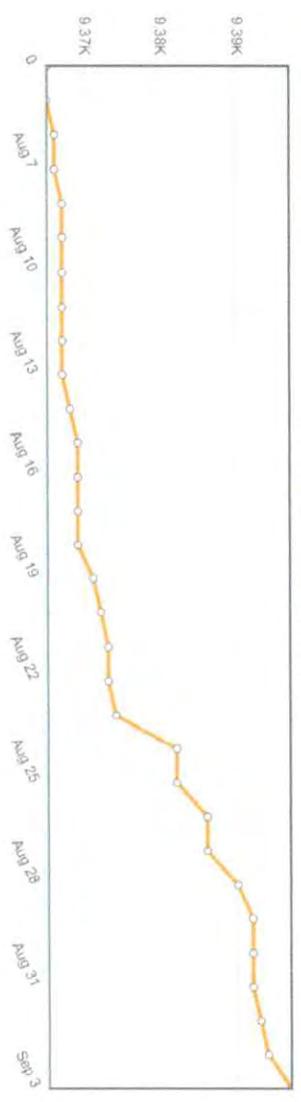
NO: 1 response (25%)

## Reports - Contact Growth

**32**  
New Contacts  
In the last 30 days

You have **9,397 total contacts**. How to get more

- 11 contacts unsubscribed in the last 30 days



### Growth by Source

**13**

**11**

**8**

**KEY WEST BUSINESS GUILD**

Account ID: 961268 , Invoice # 29232744 Access Code: RA83922341

	Day	Date	Time	Place called	Number Called	Min	Charge	Day	Date	Time	Place called	Number Called	Min	Charge
800 535-7797 (305 294-4603)	1 WED	AUG 5	1:08 PM	FTLAUDERFL, FL	954 562-1776	0.6	0.04							
	2 FRI	AUG 7	2:37 PM	KEYS, FL	305 434-0579	0.7	0.04							
	3 SAT	AUG 8	4:17 PM	FRANCONIA, NH	603 823-7207	1.2	0.07							
	4 MON	AUG 10	4:26 PM	ORLANDO, FL	407 481-2243	0.5	0.03							
	5 THU	AUG 20	09:46 AM	W PALMBEACH, FL	561 309-6162	0.5	0.03							
	6 FRI	AUG 21	11:45 AM	KEYS, FL	305 923-6012	0.8	0.05							
305 294-4603														
					Total	4.3	0.26							
					Grand Total	4.3	\$0.26							

Long Distance Charges

# The Florida Keys & Key West

... come as you are®

## Website Status Report Fla-Keys.com

### August 2020 Data for the October 6 & 7, 2020 DAC Meetings



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

## Section 1: Website Traffic Report Website Traffic Overview

### Audience Overview

 All Users  
100.00% Users

Aug 1, 2020 - Aug 31, 2020

#### Overview

#### Users



#### Users

174,123

#### New Users

166,793

#### Sessions

233,276

#### Number of Sessions per User

1.34

#### Pageviews

600,338

#### Pages / Session

2.57

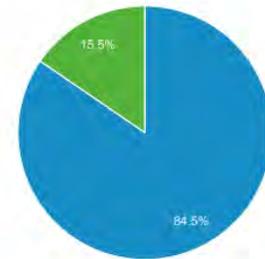
#### Avg. Session Duration

00:01:47

#### Bounce Rate

54.25%

#### New Visitor Returning Visitor



#### Language

Language	Users	% Users
1. en-us	96,906	55.30%
2. en	70,243	40.08%
3. en-gb	1,921	1.10%
4. es-us	927	0.53%
5. es-419	793	0.45%
6. de	480	0.27%
7. de-de	443	0.25%
8. en-ca	362	0.21%
9. es-es	214	0.12%
10. fr-fr	181	0.10%

## Website Traffic Sources

### All Traffic

Aug 1, 2020 - Aug 31, 2020

All Users  
100.00% Users

#### Explorer

#### Summary



Source / Medium	Users	Users	Contribution to total:
	174,123 % of Total: 100.00% (174,123)	174,123 % of Total: 100.00% (174,123)	
1. google / organic	76,166	42.49%	
2. (direct) / (none)	50,281	28.05%	
3. google / cpc	8,295	4.63%	
4. bing / organic	5,543	3.09%	
5. visitflorida.com / referral	3,988	2.22%	
6. imasdk.googleapis.com / referral	2,773	1.55%	
7. yahoo / organic	2,701	1.51%	
8. m.facebook.com / referral	2,699	1.51%	
9. keywest.com / referral	2,508	1.40%	
10. liveduvalstreet.com / referral	2,256	1.26%	

## Most Visited Sections of Website

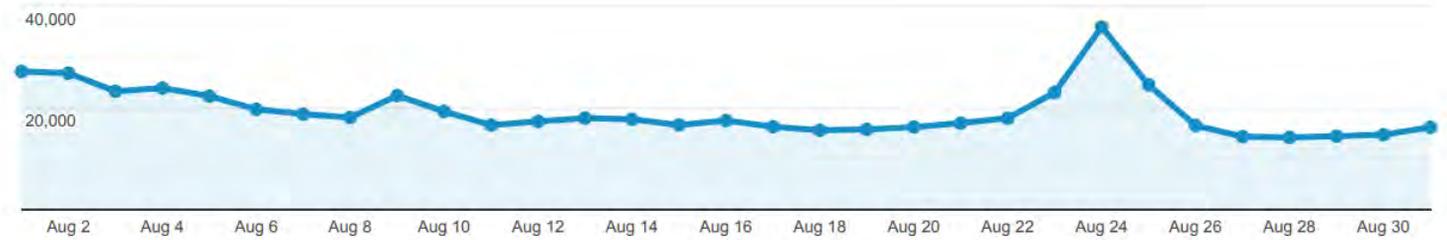
### Content Drilldown

Aug 1, 2020 - Aug 31, 2020

All Users  
100.00% Pageviews

Explorer

Pageviews



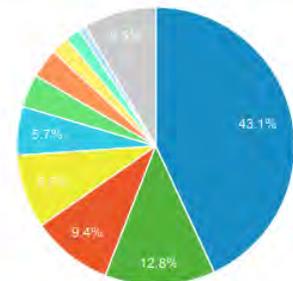
Page path level 1

Pageviews

Pageviews

Contribution to total: Pageviews

Page path level 1	Pageviews 600,338 % of Total: 100.00% (600,338)	Pageviews 600,338 % of Total: 100.00% (600,338)
1. <a href="/webcams/">/webcams/</a>	258,688	43.09%
2. <a href="/news/">/news/</a>	77,004	12.83%
3. <a href="/">/</a>	56,503	9.41%
4. <a href="/key-west/">/key-west/</a>	51,648	8.60%
5. <a href="/key-largo/">/key-largo/</a>	33,962	5.66%
6. <a href="/islamorada/">/islamorada/</a>	23,138	3.85%
7. <a href="/marathon/">/marathon/</a>	20,466	3.41%
8. <a href="/lower-keys/">/lower-keys/</a>	12,688	2.11%
9. <a href="/calendar/">/calendar/</a>	10,397	1.73%
10. <a href="/diving/">/diving/</a>	5,046	0.84%



## Device Usage

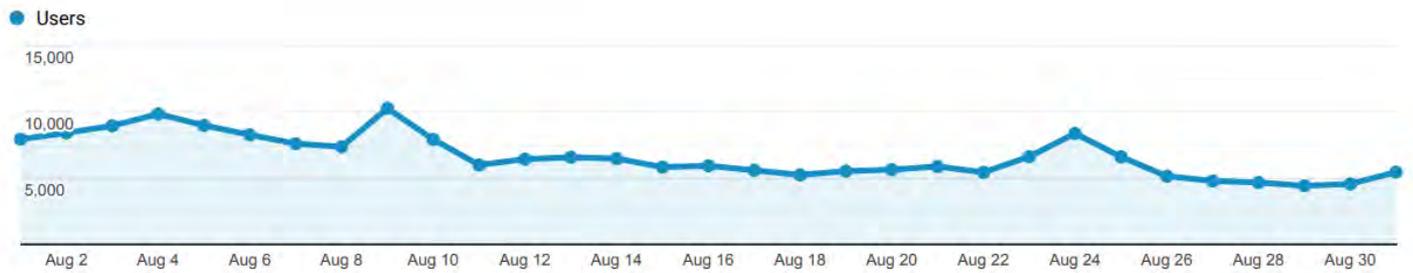
### Overview

**All Users**  
100.00% Users

Aug 1, 2020 - Aug 31, 2020

#### Explorer

#### Summary

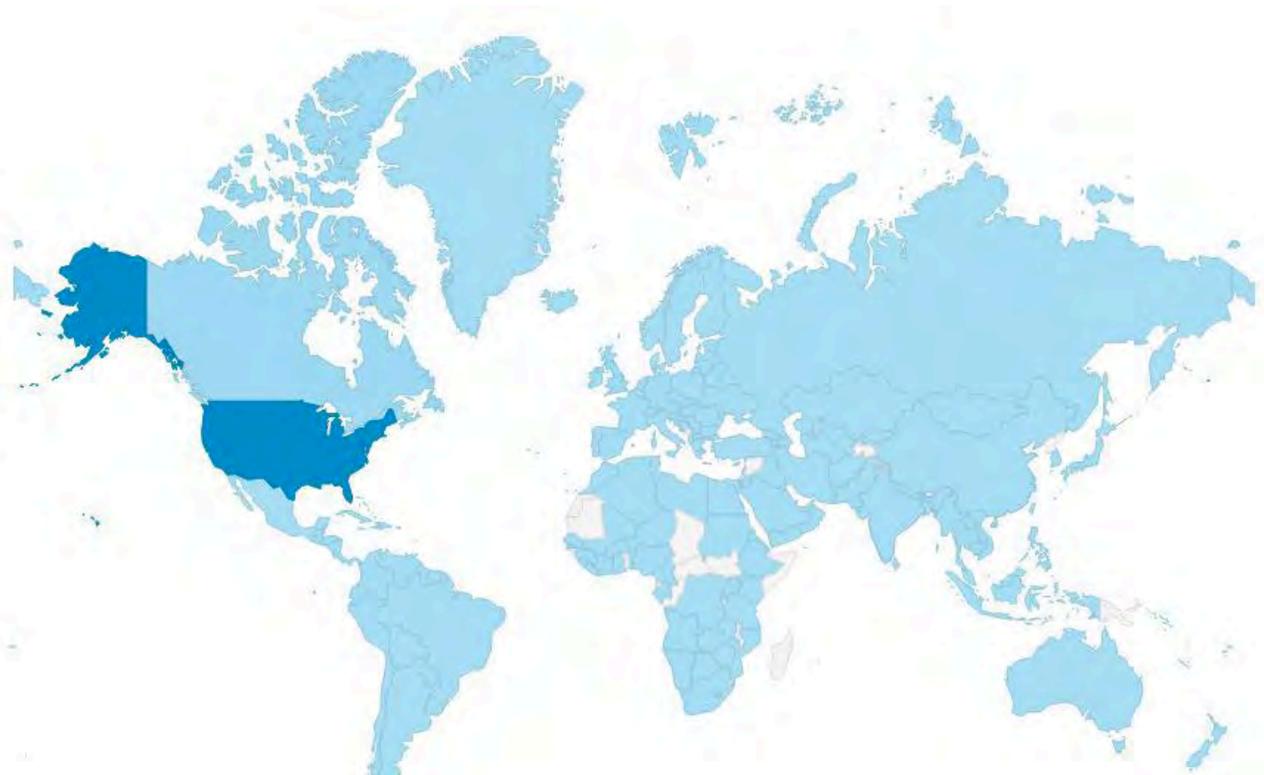


<input type="checkbox"/> Device Category	Users	Users	Contribution to total:
	174,123 % of Total: 100.00% (174,123)	174,123 % of Total: 100.00% (174,123)	
1. <span style="color: blue;">■</span> mobile	104,377	59.39%	
2. <span style="color: green;">■</span> desktop	61,896	35.22%	
3. <span style="color: orange;">■</span> tablet	9,477	5.39%	

Section 2: Geographic Data on Website Visitors



Google Analytics



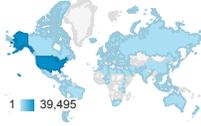
02\_DAC1-KW\_01\_World

Aug 1, 2020 - Aug 31, 2020

All Users  
100.00% Users

Map Overlay

Site Usage



Country	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>41,183</b> % of Total: 100.00% (41,183)	<b>52,684</b> % of Total: 100.00% (52,684)	<b>1.99</b> Avg for View: 1.99 (0.00%)	<b>00:01:37</b> Avg for View: 00:01:37 (0.00%)	<b>70.59%</b> Avg for View: 70.54% (0.07%)	<b>56.99%</b> Avg for View: 56.99% (0.00%)
1. United States	<b>39,495</b> (95.64%)	<b>50,367</b> (95.60%)	1.99	00:01:36	70.66%	56.93%
2. United Kingdom	<b>408</b> (0.99%)	<b>496</b> (0.94%)	1.97	00:01:33	71.57%	53.43%
3. Canada	<b>387</b> (0.94%)	<b>619</b> (1.17%)	1.86	00:02:05	55.74%	59.29%
4. Germany	<b>229</b> (0.55%)	<b>276</b> (0.52%)	1.86	00:01:37	71.74%	57.25%
5. Italy	<b>44</b> (0.11%)	<b>48</b> (0.09%)	2.88	00:03:37	85.42%	43.75%
6. Egypt	<b>40</b> (0.10%)	<b>41</b> (0.08%)	1.51	00:01:22	92.68%	75.61%
7. Brazil	<b>34</b> (0.08%)	<b>39</b> (0.07%)	2.44	00:01:51	74.36%	48.72%
8. India	<b>30</b> (0.07%)	<b>31</b> (0.06%)	1.35	00:00:14	96.77%	80.65%
9. Netherlands	<b>29</b> (0.07%)	<b>32</b> (0.06%)	1.44	00:00:26	78.12%	71.88%
10. France	<b>26</b> (0.06%)	<b>32</b> (0.06%)	1.53	00:00:24	71.88%	62.50%
11. Turkey	<b>24</b> (0.06%)	<b>25</b> (0.05%)	1.88	00:01:52	92.00%	72.00%
12. Finland	<b>21</b> (0.05%)	<b>23</b> (0.04%)	1.70	00:01:09	86.96%	60.87%
13. Switzerland	<b>20</b> (0.05%)	<b>26</b> (0.05%)	1.38	00:00:34	61.54%	69.23%
14. Poland	<b>20</b> (0.05%)	<b>22</b> (0.04%)	2.05	00:01:39	86.36%	63.64%
15. Argentina	<b>17</b> (0.04%)	<b>59</b> (0.11%)	2.02	00:03:43	25.42%	50.85%
16. Australia	<b>17</b> (0.04%)	<b>19</b> (0.04%)	1.95	00:02:26	78.95%	47.37%
17. Czechia	<b>16</b> (0.04%)	<b>21</b> (0.04%)	1.76	00:00:56	66.67%	57.14%
18. Denmark	<b>16</b> (0.04%)	<b>19</b> (0.04%)	1.84	00:00:55	68.42%	57.89%
19. Norway	<b>16</b> (0.04%)	<b>18</b> (0.03%)	1.83	00:00:57	88.89%	44.44%
20. Sweden	<b>16</b> (0.04%)	<b>16</b> (0.03%)	1.81	00:01:01	87.50%	56.25%
21. Belgium	<b>15</b> (0.04%)	<b>15</b> (0.03%)	1.80	00:00:37	86.67%	80.00%
22. Puerto Rico	<b>15</b> (0.04%)	<b>15</b> (0.03%)	1.67	00:02:43	93.33%	66.67%
23. Austria	<b>13</b> (0.03%)	<b>14</b> (0.03%)	2.86	00:00:47	78.57%	57.14%
24. Japan	<b>13</b> (0.03%)	<b>18</b> (0.03%)	1.67	00:01:42	61.11%	38.89%

25.	Israel	<b>12</b> (0.03%)	<b>12</b> (0.02%)	1.58	00:03:23	91.67%	75.00%
-----	--------	----------------------	----------------------	------	----------	--------	--------

Rows 1 - 25 of 113

02\_DAC1-KW\_02\_Usa

ALL » COUNTRY: United States

Aug 1, 2020 - Aug 31, 2020

All Users  
95.90% Users

Map Overlay

Site Usage



Region	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>39,495</b> % of Total: 95.90% (41,183)	<b>50,367</b> % of Total: 95.60% (52,684)	<b>1.99</b> Avg for View: 1.99 (0.22%)	<b>00:01:36</b> Avg for View: 00:01:37 (-0.40%)	<b>70.66%</b> Avg for View: 70.54% (0.17%)	<b>56.93%</b> Avg for View: 56.99% (-0.11%)
1. Florida	<b>15,405</b> (38.26%)	<b>18,469</b> (36.67%)	1.84	00:01:21	74.86%	60.43%
2. Georgia	<b>2,823</b> (7.01%)	<b>3,356</b> (6.66%)	1.81	00:01:18	77.21%	59.98%
3. Texas	<b>2,273</b> (5.64%)	<b>2,714</b> (5.39%)	2.08	00:01:34	75.20%	55.34%
4. North Carolina	<b>2,154</b> (5.35%)	<b>2,611</b> (5.18%)	1.90	00:01:18	75.60%	58.14%
5. Pennsylvania	<b>1,448</b> (3.60%)	<b>2,003</b> (3.98%)	2.23	00:02:02	60.46%	54.42%
6. New York	<b>1,369</b> (3.40%)	<b>1,767</b> (3.51%)	2.03	00:01:44	68.08%	55.23%
7. Ohio	<b>1,217</b> (3.02%)	<b>1,632</b> (3.24%)	2.52	00:01:55	63.11%	49.26%
8. Illinois	<b>1,164</b> (2.89%)	<b>1,793</b> (3.56%)	1.96	00:02:07	55.88%	59.29%
9. New Jersey	<b>940</b> (2.33%)	<b>1,296</b> (2.57%)	2.17	00:01:52	62.04%	50.62%
10. Tennessee	<b>832</b> (2.07%)	<b>992</b> (1.97%)	2.01	00:01:28	73.29%	52.12%
11. Virginia	<b>821</b> (2.04%)	<b>1,056</b> (2.10%)	1.99	00:01:44	67.61%	57.58%
12. Michigan	<b>819</b> (2.03%)	<b>1,157</b> (2.30%)	2.23	00:02:11	59.38%	51.51%
13. South Carolina	<b>810</b> (2.01%)	<b>923</b> (1.83%)	1.97	00:01:34	80.07%	54.50%
14. California	<b>717</b> (1.78%)	<b>860</b> (1.71%)	1.99	00:01:39	75.12%	54.65%
15. Maryland	<b>583</b> (1.45%)	<b>816</b> (1.62%)	2.22	00:01:50	59.93%	52.57%
16. Indiana	<b>543</b> (1.35%)	<b>729</b> (1.45%)	2.13	00:02:40	63.37%	50.34%
17. Massachusetts	<b>539</b> (1.34%)	<b>694</b> (1.38%)	2.27	00:01:43	64.12%	51.87%
18. Alabama	<b>478</b> (1.19%)	<b>605</b> (1.20%)	2.16	00:01:47	67.93%	50.25%
19. Wisconsin	<b>432</b> (1.07%)	<b>534</b> (1.06%)	2.24	00:01:38	67.60%	53.18%
20. Missouri	<b>408</b> (1.01%)	<b>506</b> (1.00%)	2.25	00:02:25	69.37%	51.19%
21. Minnesota	<b>380</b> (0.94%)	<b>571</b> (1.13%)	2.03	00:01:30	58.32%	58.84%
22. Kentucky	<b>358</b> (0.89%)	<b>487</b> (0.97%)	2.10	00:02:01	60.99%	54.00%
23. Louisiana	<b>331</b> (0.82%)	<b>403</b> (0.80%)	2.04	00:01:28	71.96%	57.82%

24.	Colorado	<b>325</b> (0.81%)	<b>430</b> (0.85%)	2.04	00:01:46	64.88%	52.56%
25.	District of Columbia	<b>302</b> (0.75%)	<b>370</b> (0.73%)	2.14	00:01:35	70.81%	54.32%
26.	Washington	<b>251</b> (0.62%)	<b>320</b> (0.64%)	2.75	00:02:33	70.94%	45.31%
27.	Connecticut	<b>234</b> (0.58%)	<b>303</b> (0.60%)	2.26	00:01:38	63.37%	55.78%
28.	Arizona	<b>204</b> (0.51%)	<b>294</b> (0.58%)	2.18	00:01:55	60.20%	48.30%
29.	Oklahoma	<b>199</b> (0.49%)	<b>240</b> (0.48%)	2.30	00:02:03	73.75%	49.58%
30.	Arkansas	<b>197</b> (0.49%)	<b>239</b> (0.47%)	2.03	00:01:29	69.04%	50.63%
31.	Iowa	<b>173</b> (0.43%)	<b>214</b> (0.42%)	2.74	00:02:19	69.16%	42.52%
32.	Rhode Island	<b>172</b> (0.43%)	<b>274</b> (0.54%)	1.81	00:02:28	53.28%	67.52%
33.	Mississippi	<b>144</b> (0.36%)	<b>181</b> (0.36%)	2.26	00:02:15	69.61%	52.49%
34.	New Hampshire	<b>127</b> (0.32%)	<b>166</b> (0.33%)	2.28	00:01:47	62.65%	53.61%
35.	West Virginia	<b>116</b> (0.29%)	<b>180</b> (0.36%)	2.15	00:02:46	55.00%	52.78%
36.	Kansas	<b>112</b> (0.28%)	<b>140</b> (0.28%)	1.84	00:01:44	69.29%	55.71%
37.	Nebraska	<b>112</b> (0.28%)	<b>134</b> (0.27%)	2.19	00:02:03	67.91%	51.49%
38.	Delaware	<b>109</b> (0.27%)	<b>121</b> (0.24%)	2.17	00:01:19	80.17%	53.72%
39.	Nevada	<b>93</b> (0.23%)	<b>108</b> (0.21%)	1.96	00:01:58	74.07%	54.63%
40.	Oregon	<b>90</b> (0.22%)	<b>100</b> (0.20%)	1.92	00:01:38	80.00%	65.00%
41.	Utah	<b>81</b> (0.20%)	<b>107</b> (0.21%)	1.56	00:00:59	68.22%	68.22%
42.	Idaho	<b>65</b> (0.16%)	<b>70</b> (0.14%)	2.10	00:01:38	78.57%	52.86%
43.	Maine	<b>58</b> (0.14%)	<b>83</b> (0.16%)	2.43	00:03:06	60.24%	57.83%
44.	(not set)	<b>46</b> (0.11%)	<b>51</b> (0.10%)	1.29	00:00:20	80.39%	82.35%
45.	New Mexico	<b>38</b> (0.09%)	<b>44</b> (0.09%)	2.20	00:02:11	77.27%	59.09%
46.	North Dakota	<b>36</b> (0.09%)	<b>53</b> (0.11%)	1.89	00:02:58	62.26%	58.49%
47.	South Dakota	<b>35</b> (0.09%)	<b>38</b> (0.08%)	2.05	00:01:50	89.47%	50.00%
48.	Vermont	<b>32</b> (0.08%)	<b>48</b> (0.10%)	2.46	00:02:37	52.08%	54.17%
49.	Montana	<b>29</b> (0.07%)	<b>33</b> (0.07%)	2.18	00:01:10	78.79%	45.45%
50.	Wyoming	<b>20</b> (0.05%)	<b>22</b> (0.04%)	2.41	00:00:57	77.27%	59.09%

Rows 1 - 50 of 52

02\_DAC1-KW\_03\_Fla

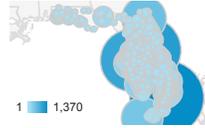
ALL » COUNTRY: United States » REGION: Florida

Aug 1, 2020 - Aug 31, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>15,405</b> % of Total: 37.41% (41,183)	<b>18,469</b> % of Total: 35.06% (52,684)	<b>1.84</b> Avg for View: 1.99 (-7.60%)	<b>00:01:21</b> Avg for View: 00:01:37 (-16.56%)	<b>74.86%</b> Avg for View: 70.54% (6.12%)	<b>60.43%</b> Avg for View: 56.99% (6.03%)
1. Miami	<b>1,370</b> (8.85%)	<b>1,581</b> (8.56%)	1.82	00:01:20	75.77%	61.16%
2. Orlando	<b>1,099</b> (7.10%)	<b>1,280</b> (6.93%)	1.75	00:01:08	76.25%	62.11%
3. Tampa	<b>951</b> (6.15%)	<b>1,106</b> (5.99%)	1.85	00:01:08	74.86%	57.41%
4. Jacksonville	<b>513</b> (3.32%)	<b>597</b> (3.23%)	1.85	00:01:25	79.40%	58.79%
5. Key West	<b>425</b> (2.75%)	<b>607</b> (3.29%)	2.35	00:01:54	51.40%	52.88%
6. (not set)	<b>338</b> (2.18%)	<b>455</b> (2.46%)	1.87	00:01:26	67.47%	58.02%
7. Cape Coral	<b>232</b> (1.50%)	<b>260</b> (1.41%)	1.85	00:00:56	80.38%	60.38%
8. Fort Lauderdale	<b>203</b> (1.31%)	<b>251</b> (1.36%)	1.77	00:01:26	70.52%	59.36%
9. St. Petersburg	<b>195</b> (1.26%)	<b>226</b> (1.22%)	1.88	00:01:07	77.88%	62.83%
10. Port St. Lucie	<b>177</b> (1.14%)	<b>208</b> (1.13%)	1.76	00:01:10	78.37%	59.13%
11. West Palm Beach	<b>156</b> (1.01%)	<b>182</b> (0.99%)	1.90	00:01:28	76.92%	56.04%
12. The Villages	<b>145</b> (0.94%)	<b>194</b> (1.05%)	1.53	00:01:24	70.62%	67.01%
13. Hollywood	<b>135</b> (0.87%)	<b>155</b> (0.84%)	1.70	00:00:57	80.00%	63.87%
14. Brandon	<b>115</b> (0.74%)	<b>134</b> (0.73%)	1.74	00:01:03	80.60%	64.18%
15. Clearwater	<b>114</b> (0.74%)	<b>129</b> (0.70%)	1.67	00:01:17	82.95%	64.34%
16. Spring Hill	<b>113</b> (0.73%)	<b>117</b> (0.63%)	1.92	00:00:58	84.62%	57.26%
17. Ocala	<b>109</b> (0.70%)	<b>124</b> (0.67%)	1.96	00:01:31	82.26%	57.26%
18. Greenacres	<b>108</b> (0.70%)	<b>133</b> (0.72%)	1.82	00:01:06	77.44%	67.67%
19. Palm Beach Gardens	<b>107</b> (0.69%)	<b>113</b> (0.61%)	1.88	00:01:14	84.96%	59.29%
20. Tallahassee	<b>105</b> (0.68%)	<b>163</b> (0.88%)	1.72	00:01:44	54.60%	53.37%
21. Boynton Beach	<b>102</b> (0.66%)	<b>113</b> (0.61%)	1.73	00:01:04	78.76%	63.72%
22. Hialeah	<b>102</b> (0.66%)	<b>127</b> (0.69%)	1.45	00:00:56	72.44%	70.08%
23. Boca Raton	<b>99</b> (0.64%)	<b>159</b> (0.86%)	2.26	00:04:41	54.09%	51.57%

24.	Wesley Chapel	<b>99</b> (0.64%)	<b>112</b> (0.61%)	1.64	00:01:03	79.46%	65.18%
25.	Wellington	<b>98</b> (0.63%)	<b>145</b> (0.79%)	1.91	00:00:58	59.31%	57.93%
26.	Fort Myers	<b>93</b> (0.60%)	<b>97</b> (0.53%)	1.98	00:01:09	85.57%	58.76%
27.	Palm Bay	<b>93</b> (0.60%)	<b>108</b> (0.58%)	1.81	00:01:56	78.70%	56.48%
28.	Melbourne	<b>91</b> (0.59%)	<b>109</b> (0.59%)	2.02	00:01:28	69.72%	56.88%
29.	Miami Beach	<b>91</b> (0.59%)	<b>106</b> (0.57%)	1.73	00:01:10	78.30%	67.92%
30.	Gainesville	<b>90</b> (0.58%)	<b>97</b> (0.53%)	1.78	00:01:05	85.57%	60.82%
31.	Kissimmee	<b>87</b> (0.56%)	<b>95</b> (0.51%)	1.96	00:01:18	85.26%	60.00%
32.	Plantation	<b>87</b> (0.56%)	<b>103</b> (0.56%)	1.65	00:00:56	76.70%	66.02%
33.	Lehigh Acres	<b>84</b> (0.54%)	<b>92</b> (0.50%)	2.25	00:02:03	82.61%	45.65%
34.	Four Corners	<b>82</b> (0.53%)	<b>100</b> (0.54%)	1.34	00:00:17	78.00%	78.00%
35.	Lakeland	<b>81</b> (0.52%)	<b>92</b> (0.50%)	2.32	00:01:40	81.52%	42.39%
36.	Bradenton	<b>80</b> (0.52%)	<b>92</b> (0.50%)	1.68	00:01:17	84.78%	58.70%
37.	Pinellas Park	<b>79</b> (0.51%)	<b>103</b> (0.56%)	2.27	00:02:43	68.93%	58.25%
38.	Town 'n' Country	<b>77</b> (0.50%)	<b>105</b> (0.57%)	1.91	00:01:21	68.57%	55.24%
39.	Trinity	<b>76</b> (0.49%)	<b>83</b> (0.45%)	1.83	00:00:59	79.52%	54.22%
40.	Port Orange	<b>75</b> (0.48%)	<b>110</b> (0.60%)	1.77	00:01:10	59.09%	63.64%
41.	Sanford	<b>74</b> (0.48%)	<b>77</b> (0.42%)	1.79	00:00:53	90.91%	55.84%
42.	Pembroke Pines	<b>73</b> (0.47%)	<b>77</b> (0.42%)	1.69	00:01:46	87.01%	63.64%
43.	Davie	<b>73</b> (0.47%)	<b>88</b> (0.48%)	1.86	00:00:59	71.59%	59.09%
44.	Doral	<b>72</b> (0.47%)	<b>84</b> (0.45%)	1.58	00:00:43	78.57%	60.71%
45.	Largo	<b>71</b> (0.46%)	<b>79</b> (0.43%)	1.58	00:00:47	81.01%	64.56%
46.	Palm Coast	<b>71</b> (0.46%)	<b>83</b> (0.45%)	1.86	00:01:03	78.31%	45.78%
47.	Coral Springs	<b>71</b> (0.46%)	<b>91</b> (0.49%)	1.91	00:01:14	72.53%	61.54%
48.	Port Charlotte	<b>69</b> (0.45%)	<b>122</b> (0.66%)	2.14	00:01:20	49.18%	44.26%
49.	Sarasota	<b>68</b> (0.44%)	<b>76</b> (0.41%)	1.71	00:01:44	82.89%	68.42%
50.	Kings Point	<b>68</b> (0.44%)	<b>92</b> (0.50%)	1.90	00:01:10	65.22%	63.04%

Rows 1 - 50 of 462

02\_DAC1-KW\_04\_Can

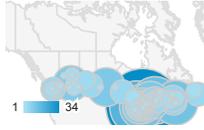
ALL » COUNTRY: Canada

Aug 1, 2020 - Aug 31, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>387</b> % of Total: 0.94% (41,183)	<b>619</b> % of Total: 1.17% (52,684)	<b>1.86</b> Avg for View: 1.99 (-6.49%)	<b>00:02:05</b> Avg for View: 00:01:37 (29.44%)	<b>55.74%</b> Avg for View: 70.54% (-20.99%)	<b>59.29%</b> Avg for View: 56.99% (4.03%)
1. Toronto	<b>34</b> (8.56%)	<b>37</b> (5.98%)	2.05	00:01:26	78.38%	59.46%
2. (not set)	<b>33</b> (8.31%)	<b>37</b> (5.98%)	1.92	00:01:28	83.78%	56.76%
3. Sarnia	<b>18</b> (4.53%)	<b>31</b> (5.01%)	3.00	00:03:00	54.84%	25.81%
4. Montreal	<b>14</b> (3.53%)	<b>15</b> (2.42%)	2.27	00:05:13	86.67%	46.67%
5. Halifax	<b>12</b> (3.02%)	<b>12</b> (1.94%)	1.75	00:01:02	100.00%	58.33%
6. Hamilton	<b>12</b> (3.02%)	<b>44</b> (7.11%)	1.64	00:05:35	20.45%	56.82%
7. Winnipeg	<b>10</b> (2.52%)	<b>10</b> (1.62%)	1.90	00:00:48	90.00%	40.00%
8. Ottawa	<b>10</b> (2.52%)	<b>11</b> (1.78%)	2.64	00:00:33	72.73%	45.45%
9. Calgary	<b>9</b> (2.27%)	<b>19</b> (3.07%)	1.05	00:00:04	36.84%	94.74%
10. Mississauga	<b>9</b> (2.27%)	<b>10</b> (1.62%)	1.60	00:00:55	90.00%	60.00%
11. London	<b>7</b> (1.76%)	<b>7</b> (1.13%)	1.57	00:00:10	71.43%	71.43%
12. Brampton	<b>6</b> (1.51%)	<b>7</b> (1.13%)	2.43	00:00:38	85.71%	57.14%
13. Kingston	<b>6</b> (1.51%)	<b>6</b> (0.97%)	2.50	00:00:55	100.00%	16.67%
14. Kitchener	<b>6</b> (1.51%)	<b>7</b> (1.13%)	2.57	00:00:40	71.43%	42.86%
15. Moncton	<b>5</b> (1.26%)	<b>8</b> (1.29%)	3.50	00:03:15	62.50%	25.00%
16. Kentville	<b>5</b> (1.26%)	<b>6</b> (0.97%)	1.17	00:01:34	83.33%	83.33%
17. Burlington	<b>5</b> (1.26%)	<b>10</b> (1.62%)	1.40	00:00:18	40.00%	70.00%
18. Oakville	<b>5</b> (1.26%)	<b>5</b> (0.81%)	2.00	00:04:08	80.00%	40.00%
19. Laval	<b>5</b> (1.26%)	<b>5</b> (0.81%)	1.20	00:00:04	100.00%	80.00%
20. Surrey	<b>4</b> (1.01%)	<b>6</b> (0.97%)	3.00	00:01:45	50.00%	16.67%
21. St. John's	<b>4</b> (1.01%)	<b>4</b> (0.65%)	1.25	00:00:36	100.00%	75.00%
22. Guelph	<b>4</b> (1.01%)	<b>5</b> (0.81%)	3.00	00:00:33	40.00%	60.00%
23. Niagara Falls	<b>4</b> (1.01%)	<b>4</b> (0.65%)	2.00	00:02:04	100.00%	50.00%

24. Thunder Bay	4 (1.01%)	5 (0.81%)	4.40	00:03:16	80.00%	20.00%
25. Sherbrooke	4 (1.01%)	5 (0.81%)	1.80	00:00:25	60.00%	40.00%

Rows 1 - 25 of 135

02\_DAC1-KW\_05\_UK

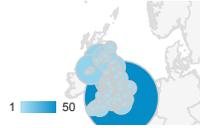
ALL » COUNTRY: United Kingdom

Aug 1, 2020 - Aug 31, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>408</b> % of Total: 0.99% (41,183)	<b>496</b> % of Total: 0.94% (52,684)	<b>1.97</b> Avg for View: 1.99 (-1.03%)	<b>00:01:33</b> Avg for View: 00:01:37 (-4.02%)	<b>71.57%</b> Avg for View: 70.54% (1.47%)	<b>53.43%</b> Avg for View: 56.99% (-6.25%)
1. (not set)	<b>63</b> (15.22%)	<b>76</b> (15.32%)	2.18	00:02:26	73.68%	44.74%
2. London	<b>50</b> (12.08%)	<b>54</b> (10.89%)	1.61	00:00:27	85.19%	61.11%
3. Manchester	<b>9</b> (2.17%)	<b>12</b> (2.42%)	2.08	00:00:54	66.67%	58.33%
4. Carrickfergus	<b>8</b> (1.93%)	<b>9</b> (1.81%)	1.22	00:00:20	88.89%	77.78%
5. Glasgow	<b>8</b> (1.93%)	<b>8</b> (1.61%)	2.88	00:02:11	87.50%	37.50%
6. Birmingham	<b>7</b> (1.69%)	<b>10</b> (2.02%)	2.00	00:01:30	70.00%	30.00%
7. Newcastle upon Tyne	<b>6</b> (1.45%)	<b>7</b> (1.41%)	1.71	00:00:42	71.43%	71.43%
8. Edinburgh	<b>6</b> (1.45%)	<b>6</b> (1.21%)	1.50	00:01:58	66.67%	50.00%
9. Brighton	<b>5</b> (1.21%)	<b>7</b> (1.41%)	1.57	00:02:29	57.14%	57.14%
10. Coventry	<b>5</b> (1.21%)	<b>5</b> (1.01%)	2.00	00:00:53	100.00%	40.00%
11. Crewe	<b>4</b> (0.97%)	<b>4</b> (0.81%)	2.50	00:00:57	100.00%	25.00%
12. Leeds	<b>4</b> (0.97%)	<b>6</b> (1.21%)	1.17	00:00:43	50.00%	83.33%
13. Newcastle-under-Lyme	<b>4</b> (0.97%)	<b>8</b> (1.61%)	4.00	00:04:42	37.50%	37.50%
14. Nottingham	<b>4</b> (0.97%)	<b>4</b> (0.81%)	2.50	00:02:57	50.00%	0.00%
15. Plymouth	<b>4</b> (0.97%)	<b>4</b> (0.81%)	1.25	00:00:12	100.00%	75.00%
16. Reading	<b>4</b> (0.97%)	<b>4</b> (0.81%)	1.25	00:00:02	75.00%	75.00%
17. Cardiff	<b>4</b> (0.97%)	<b>4</b> (0.81%)	1.25	00:00:02	100.00%	75.00%
18. Bicester	<b>3</b> (0.72%)	<b>3</b> (0.60%)	1.33	00:00:08	100.00%	66.67%
19. Dorking	<b>3</b> (0.72%)	<b>6</b> (1.21%)	5.67	00:06:56	33.33%	50.00%
20. Kingston upon Hull	<b>3</b> (0.72%)	<b>3</b> (0.60%)	2.33	00:00:32	66.67%	33.33%
21. Milton Keynes	<b>3</b> (0.72%)	<b>3</b> (0.60%)	1.33	00:01:37	100.00%	66.67%
22. Northampton	<b>3</b> (0.72%)	<b>5</b> (1.01%)	1.20	00:00:26	60.00%	80.00%
23. Norwich	<b>3</b> (0.72%)	<b>3</b> (0.60%)	1.33	00:00:43	100.00%	66.67%

24. Rochdale	<b>3</b> (0.72%)	<b>3</b> (0.60%)	2.00	00:00:49	100.00%	33.33%
25. Sale	<b>3</b> (0.72%)	<b>3</b> (0.60%)	1.33	00:00:08	33.33%	66.67%

Rows 1 - 25 of 178



Date: September 25, 2020  
 To: All Recipients of the Monroe County Tourist Development Council Operations Manual  
 Re: **OPERATIONS MANUAL UPDATES**

The latest set of updates to the Operations Manual are now available on the Monroe County TDC webpage:

<http://www.monroecounty-fl.gov/tdc>



**Operations Manual – description of updates**

*Each section can be downloaded from the webpage in PDF format, or you can print the pages directly from the webpage.*

**1. Section I – Tourist Development Council Members**

- o Updated member list to reflect reappointment of Ms. Rita Irwin (BOCC 8/19/20)

# AGENDA

## MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

### TUESDAY, SEPTEMBER 15, 2020, 10:00 A.M.

\*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. **Mission Statement**
- D. 1. Additions to and Approval of the Agenda
- E. **Approval of the Minutes**
  - 1. July 21, 2020 Regular Meeting Minutes
- BULK APPROVALS (Recommended Bulk Items are **BOLD**)
- 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 Marketing Report – FYI
- H. **Film Commission**
  - 1.** Status Report
- I. **Public Relations**
  - 1.** Status Report
  - 2.** Ameurop Report
  - 3.** Presentation: Current PR
- J. **Sales and Marketing**
  - 1.** Status Report
- K. **Research**
  - 1.** Status Report
  - 2.** Review of VIS Call Reports
  - 3.** Monitoring Economic Status Update
  - 4.** Presentation: Destination Analytics Update
- L. **Administrative**
  - 1.** Status Report

- 2. Director's Report
- 3. Operations Manual Update - FYI

M. **Website**

- 1. Website Status Report
- 2. Consideration and Action re: Website Booking Engine

N. **TDC Related Items**

O. **District Advisory Committee Items**

- 1. **District I**
  - a). DAC I Regular Meeting Minutes – FYI
- 2. **District II**
  - a). DAC II Regular Meeting Minutes – FYI
  - b). Consideration and Action re: Ms. Carla Bellenger/Tourist Related Representative
- 3. **District III**
  - a). DAC III Regular Meeting Minutes – FYI
- 4. **District IV**
  - a). DAC IV Regular Meeting Minutes – FYI
- 5. **District V**
  - a). DAC V Regular Meeting Minutes – FYI

P. **Cultural Umbrella**

- 1. Minutes of Cultural Umbrella Meeting – FYI
- 2. Consideration and Action re: District II Representative/Ms. Nancy Bunch
- 3. Consideration and Action re: District V Representative/Mr. Cliff Stutts

Q. **Fishing Umbrella**

- 1. Minutes of Fishing Umbrella Meeting – FYI

R. **Dive Umbrella**

- 1. Minutes of Dive Umbrella Meeting – FYI

S. **Public/Industry Input**

T. **General Discussion**

Adjourn the meeting of the Monroe County Tourist Development Council  
Convene meeting as Visit Florida Keys

U. **Visit Florida Keys**

- 1. Consideration and Action re: Visit Florida Keys portion of the July 21, 2020 meeting minutes

Adjourn the meeting of Visit Florida Keys

**DATE:** September 25, 2020  
**To:** District I Advisory Committee Members  
**FROM:** Ammie Machan, Administrative Assistant  
**RE:** **Consideration and Action re: Moving New Event Resources to Regular Event Resources**

---

The District I Advisory Committee had set aside \$50,000 for FY 2021 New Event Resources. The district did not receive any New Event Applications. These funds may be moved to FY 2021 Event Resources.

Approval is requested to move \$50,000 DAC I New Event Resources to FY 2021 DAC I Event Resources. If approved, the resulting balance of DAC I Event Resources will be \$778,054.

---

**DATE:** September 25, 2020

**To:** District I Advisory Committee Members

**FROM:** Ammie Machan, Administrative Assistant

**RE:** **Consideration and Action re: FY 2021 Event Funding Applications**

---

The TDC Administrative Office advertised a Request for Applications (RFA) for FY 2021 Event Funding. The deadline for receipt of applications was June 9, 2020.

DAC I has \$778,054 available for FY 2021 Events (after moving funds from New Events to FY 2021 Events)

Attached are the following documents:

- Event Application Summary List
- Event Applications
- DAC I Destination Event Funding Worksheets
- DAC I Turnkey Event Funding Worksheets (please note that Turnkey worksheets will need to be printed on legal sized paper)
- Copy of your Districts Funding Levels (for reference during the meeting)

(All applications and corresponding back up are provided to DAC Members and TDC Representative separately from DAC meeting packets)

Please print, complete, and sign your worksheets. During the allocation meeting staff will call out your name and you will verbally state your score for the record. In case of a discrepancy between written and verbal scores, the verbal score will prevail.

Your Worksheet must be submitted to the TDC administrative office by Friday, October 16<sup>th</sup>, in one of the following ways:

- Hand Deliver or Mail to: MCTDC, 1201 White Street, Suite 102, Key West, FL 33050
- Scan and email to [Katrina@fla-keys.com](mailto:Katrina@fla-keys.com)
  - If you do not have access to a scanner and you have an iPhone you can scan the documents by:
    - ✓ Opening your "Notes" app
    - ✓ Open an new note – bottom right hand corner
    - ✓ Select the "Camera" icon
    - ✓ You will then have option to "Scan Documents"
    - ✓ Position the document in the view of the camera and take photo– if the document is really straight it will automatically determine the borders of the document – if not, you will have to "draw" the borders
    - ✓ Select "keep scan"

The following events have requested funding in multiple Districts:

Fantasy Fest (\$220,000)

- DAC I \$150,000 (T)
- DAC II \$20,000 (D)
- DAC III \$30,000 (D)
- DAC IV \$10,000 (D)
- DAC V \$10,000 (D)

Key West Food and Wine Festival (\$55,000)

- DAC I \$50,000 (D)
- DAC II \$5,000 (D)

Key West Half Marathon & 5K – 23<sup>rd</sup> Annual (\$80,000)

- DAC I \$75,000 (D)
- DAC II \$7,500 (D)

Key West Whiskey Festival (\$15,000)

- DAC I \$10,000 (D)
- DAC II \$5,000 (D)

Mango Fest Key West (\$30,000)

- DAC I \$25,000 (D)
- DAC II \$5,000 (D)

SMART Ride 18 (\$55,000)

- DAC I \$25,000 (D)
- DAC III \$20,000 (D)

# DAC I Destination/Turnkey Funding Applications

## FY2021

Event name	Organization	Funds requested DAC I	Dest/Turn	Start date	End date	ID:
CFK Swim Around Key West, Open Water Swim, Swim Meets	The College of the Florida Keys and the Letters "CKF"	\$10,000.00	D	6/11/2021	9/5/2021	2555
Conch Republic Independence Celebration (CRIC 2021) - 39th	Conch Republic Independence Celebration, LLC	\$35,000.00	D	4/16/2021	4/25/2021	2553
Fantasy Fest	Key West Tourist Development Association, Inc.	\$150,000.00	T	10/22/2021	10/31/2021	2556
Florida Keys Seafood Festival - 16th Annual	Monroe County Commercial Fishermen, Inc.	\$25,000.00	D	1/16/2021	1/17/2021	2550
Hemingway 5K Sunset Run & Paddleboard Race	Hemingway 5K Sunset Run & Paddleboard Race LLC	\$17,000.00	D	7/22/2021	7/25/2021	2557
Kelly McGillis Classic	International Women's Flag Football Association, Inc.	\$17,000.00	D	1/19/2021	1/25/2021	2558
Key West Brew Fest	Sunrise Rotary Foundation of Key West, Inc.	\$25,000.00	D	9/2/2021	9/6/2021	2559
Key West Film Festival	Key West Film Festival Corporation	\$35,000.00	D	11/17/2021	11/21/2021	2560
Key West Food and Wine Festival	Dolce Events LLC	\$50,000.00	D	1/26/2021	1/31/2021	2561
Key West Half Marathon & 5K - 23rd Annual	Key West Half Marathon, LLC	\$75,000.00	D	1/13/2021	1/18/2021	2551
Key West Holiday Fest	The Lodging Association of the Florida Keys and Key West, Inc.	\$50,000.00	D	12/1/2021	12/24/2021	2562
Key West Lobsterfest - 25th Annual	Key West Promotions, Inc.	\$17,000.00	D	8/12/2021	8/15/2021	2552
Key West Pride 2021	Key West Business Guild, Inc.	\$35,000.00	D	6/2/2021	6/6/2021	2563

# DAC I Destination/Turnkey Funding Applications

## FY2021

Event name	Organization	Funds requested DAC I	Dest/Turn	Start date	End date	ID:
Key West Songwriters Festival	Bauer Restaurant, Inc.	\$150,000.00	T	5/5/2021	5/9/2021	2564
Key West Triathlon (TRIKW)	MultiRace LLC	\$25,000.00	D	12/2/2021	12/4/2021	2565
Key West Whiskey Festival	Key West Trading Company LLC	\$10,000.00	D	5/27/2021	5/31/2021	2566
Mango Fest Key West	Key West Police Athletic League, Inc.	\$25,000.00	D	6/23/2021	6/27/2021	2567
Mile 0 Fest	Ohwook! Productions, Inc.	\$75,000.00	T	4/27/2021	5/1/2021	2601
New Year's Eve Shoe Drop	Bourbon Street Pub, Inc.	\$25,000.00	D	12/31/2021	12/31/2021	2568
Ocean Fest - 11th Annual	Mote Marine Laboratory, Inc.	\$10,000.00	D	3/27/2021	3/27/2021	2549
Papio Kinetic Sculpture Parade	Key West Art and Historical Society, Inc.	\$10,000.00	D	4/2/2021	4/4/2021	2569
Rams Head Presents	Rams Head Promotions of Key West LLC	\$100,000.00	T	1/1/2021	12/31/2021	2570
RWO Offshore World Championship	Race World Offshore, LLC	\$150,000.00	T	11/7/2021	11/14/2021	2571
SMART Ride 18	TSR Adventures, Inc.	\$25,000.00	D	11/19/2021	11/20/2021	2572
Southernmost Marathon-The Key West Running Festival	MultiRace LLC	\$25,000.00	D	10/7/2021	10/9/2021	2573
Tennessee William Birthday Celebration	Key West Art and Historical Society, Inc.	\$10,000.00	D	2/1/2021	4/30/2021	2574
The Key Lime Festival	We've Got The Keys	\$75,000.00	T	7/1/2021	7/5/2021	2575

# DAC I Destination/Turnkey Funding Applications

## FY2021

Event name	Organization	Funds requested DAC I	Dest/Turn	Start date	End date	ID:
Tropical Heat 2021	Key West Business Guild, Inc.	\$17,000.00	D	8/11/2021	8/15/2021	2576
Valentine's Day Gala - 39th Annual	Wesley House Family Services, Inc.	\$17,000.00	D	2/14/2021	2/14/2021	2554
Womenfest 2021	Key West Business Guild, Inc.	\$25,000.00	D	9/1/2021	9/5/2021	2577
		\$1,315,000.00				