

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL

Financial Report - September 30, 2017

Summary of Amounts Remitted to Trust Fund

Collections		FY 2012/2013	FY 2013/2014	FY 2014/2015	FY 2015/2016	FY 2016/2017
Received In						
October	\$	394,308.39	399,998.61	431,801.69	496,948.63	541,604.68
November		481,202.94	372,400.06	573,437.03	605,465.38	587,941.11
December		392,666.74	532,027.94	481,192.50	495,702.99	699,596.30
January		356,205.30	373,105.79	429,454.58	453,379.14	530,509.12
February		398,733.18	425,695.05	515,053.07	551,386.34	592,966.57
March		457,707.24	483,576.64	531,359.25	626,218.30	653,410.71
April		508,227.41	567,571.80	630,863.12	712,788.88	769,115.39
May		518,233.90	560,224.43	622,788.38	675,913.27	710,688.08
June		503,723.55	585,089.59	613,152.36	679,849.55	723,941.13
July		469,181.52	542,750.16	562,866.99	662,553.02	656,112.00
August		479,681.46	547,880.04	616,882.30	675,028.85	713,000.13
September		429,651.36	501,821.14	529,195.91	581,582.03	610,751.15
Totals	\$	5,389,522.99	5,892,141.25	6,538,047.18	7,216,816.38	7,789,636.37

Comparison of Collections, Last Twelve Months to Prior Twelve Months

12 months ending September, 2017	\$ 7,789,636.37
12 months ending September, 2016	\$ 7,216,816.38
Change over prior 12 months	<u>\$ 572,819.99</u>
Percentage change	7.94%

Comparison of Collections, Fiscal Year to Date vs. Prior Fiscal Year to Date

12 months ending September, 2017	\$ 7,789,636.37
12 months ending September, 2016	\$ 7,216,816.38
Change over prior year to date	<u>\$ 572,819.99</u>
Percentage change	7.94%

Comparison of Collections, This Month vs. Same Month Last Year

September, 2017	610,751.15
September, 2016	581,582.03
Change over prior year	<u>\$ 29,169.12</u>
Percentage change	5.02%

11/25-1/1/2017	Deck the Chairs 2016-17-FF Grant	(4,000.00)	(329,882.00)
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FY 2016/17 Encumbrances

5/2-7/2018	Capella University Doctoral Residency 2018 CVB	(10,000.00)	
5/16-24/2018	Capella University Masters Residency 2018 CVB	(10,000.00)	
5/25-28/2017	Jacksonville Jazz Festival 2017	(19,354.42)	
3rd - 4th Quarter	FL's First Coast of Golf Marketing Cooperative	(6,010.36)	
10/10-14/2017	Fraternal Order of Police Florida Lodge CVB 2017	(1,200.00)	
1/13-18/2018	ECRM Select Cosmetic, Fragrance & Bath EPPS 2018 CVB	(7,500.00)	
8/1-12/2018	Improved Benevolent & Protective Order Elks of World Nat'l	(10,000.00)	
9/15-20/2018	Smiths Medical Americas Business Meeting 2017 - CVB	(3,500.00)	
11/5-10/2017	GNA & HHP Summit 2017 CVB	(5,000.00)	
2/2-12/2019	ASCA	(11,500.00)	
4/22-26/2018	UTC, AA&S and PS&S Conference 2018 CVB	(4,991.40)	
3/11-15/2018	(OCLC) Online Computer Library Ctr Resource Sharing Conf 2	(2,495.70)	
3/17-21/2019	(OCLC) Online Computer Library Ctr Resource Sharing Conf 2	(2,495.70)	
4/13-18-2018	Qorvo Global Sales Conference 2018 CVB	(9,275.00)	
5/2-5/2019	Capella University/Capella Education Company 2019 CVB Do	(12,950.00)	
4/24 - 5/2/2019	Capella University/Capella Education Company 2019 CVB Ma	(25,550.00)	
10/11-21/2018	IEEE/PES Transformers Conference 2018 CVB	(7,500.00)	
5/8-13/2018	The Players Regional Tourism Cooperative 2018	(111,766.82)	

(261,089.40)

Subtotal Encumbrances

(590,971.40)

CVB Convention Grant

0.00

Budgetary Balance Available

153,512.58

Development Account Budget Balance

Original Operating Budget	\$ 500,000.00
Add: Transfers from TDC Operating Account	1,250,000.00
Subtotal	<u>1,750,000.00</u>

Expenditures

0.00

Budgetary Balance Available 1,750,000.00

Contingency Account Budget Balance

Original Operating Budget	\$ 500,000.00
Add: Transfers from TDC Operating Account	1,250,000.00
Subtotal	<u>1,750,000.00</u>

Expenditures

0.00

Budgetary Balance Available 1,750,000.00

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL

Tourist Development Plan Components - September 30, 2017

		Budget
(1) Tourist Bureau		\$ 315,000.00
Less Disbursements to Visit Jacksonville		(315,000.00)
Less Other Disbursements		-
Visit Jacksonville Contract	-	-
Budgetary Balance Available		\$ (0.00)
(2) Marketing		\$ 2,505,743.00
Add Transfers In		\$ 111,628.50
Less Disbursements to Visit Jacksonville		(2,505,743.00)
Less Other Disbursements		(105,618.14)
Less Encumbrances		-
Visit Jacksonville Contract	-	-
Florida's First Coast of Golf Marketing 2016/17	(6,010.36)	-
Budgetary Balance Available		\$ (6,010.36) (0.00)
(3) Convention Sales		\$ 2,200,000.00
Less Disbursements to Visit Jacksonville		(2,000,000.00)
Less Other Disbursements		(10,110.88)
Transfers Out		(65,931.32)
Less Encumbrances		-
Visit Jacksonville Contract	-	-
CVB Grants (Approved)	(123,957.80)	-
CVB Grants Remaining Balance	-	-
Budgetary Balance Available		(123,957.80) \$ -
(4) Development and Planning		\$ 150,000.00
Less Disbursements		-
Less Encumbrances		-
Budgetary Balance Available		\$ 150,000.00
(5) Special Event Grants		\$ 850,000.00
Add Transfers In		175,766.82
Less Disbursements		(891,133.00)
Less Encumbrances		-
Jacksonville Jazz Festival 2017	(19,354.42)	-
The Players Regional Tourism Coop 2018	(111,766.82)	-
Budgetary Balance Available		(131,121.24) \$ 3,512.58
Remainder to be Spent in Accordance with Tourist Development Plan		\$ -
Accounts Requiring Additional City Council Action		
(6) Development Account		\$ 500,000.00
Transfers In		1,250,000.00
Less Disbursements		-
Less Encumbrances		-
Budgetary Balance Available		\$ 1,750,000.00
(7) Contingency Account		\$ 500,000.00
Transfers In		1,250,000.00
Less Disbursements		-
Less Encumbrances		-
Budgetary Balance Available		\$ 1,750,000.00

returned from a grant

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL

2017/18 Budget

	2017/18	
		REVISED BUDGET
REVENUE		
Tourist Development Taxes	\$ 7,900,000	
Interest Earnings		10,000
Subtotal Revenue		7,910,000
Transfer from TDC Fund Balance		-
Total Estimated Revenue	\$	7,910,000
EXPENDITURES		
Plan Components		
(1) Tourist Bureau	\$ 315,000	
Total Tourist Bureau		315,000
(2) Marketing		30,500
Visit Jacksonville Contract		2,469,500
Florida's First Coast of Golf		148,838
Total Marketing		2,648,838
(3) Convention Sales		33,230
CVB Grants		125,000
Visit Jacksonville Contract		2,091,770
Total Convention Sales		2,250,000
(4) Development and Planning		150,000
(5) Special Event Grants		
Other Grants		251,767
The PLAYERS Regional Tourism Cooperative		138,233
Gator Bowl Game		460,000
Total Special Event Grants		850,000
(6) Development Account		1,000,000
(7) Contingency Account		500,000
Total Plan Components	\$	7,713,838
Administration		166,618
Remaining appropriation to be spent in accordance with the Tourist Development Plan		29,544
Total Estimated Expenditures	\$	7,910,000

was
179,338

2226770

Visit Jacksonville
Sales Convention Services YTD Income Statement

SEPTEMBER 2017 YTD (TWELVE MONTHS)

	SEPTEMBER	ACTUAL YTD	BUDGET YTD	VARIANCE	16/17 BUDGET
UNRESTRICTED REVENUE					
Revenue - TDC Contract	166,667	2,000,000	2,000,000	-	2,000,000
Total Revenue	166,667	2,000,000	2,000,000		2,000,000
EXPENSES					
SALES AND SERVICE					
Salaries and Benefits	48,938	681,196	844,100	162,904	844,100
Technology Services	5,100	18,275	14,150	(4,125)	14,150
FAM Trips	-	29,236	47,500	18,264	47,500
Tradeshows	13,459	135,880	147,500	11,620	147,500
Promotions and Sponsorships	4,765	66,030	50,000	(16,030)	50,000
Sales Marketing	53,101	219,922	237,900	17,978	237,900
Client Events & Client Dev	21,762	50,409	40,000	(10,409)	40,000
Industry Assoc. Dues	225	15,017	18,132	3,115	18,132
Local Meeting Sales	605	2,012	3,700	1,688	3,700
Convention Services	(4,245)	67,764	67,950	186	67,950
Bid Presentation	16	941	1,500	559	1,500
Postage & Supplies	756	2,644	3,250	606	3,250
Professional Development	361	10,222	8,900	(1,322)	8,900
Promotional Items	(4,052)	1,605	5,000	3,395	5,000
Sales Missions	(1,043)	22,146	11,500	(10,646)	11,500
Site Visits Sales	3,055	21,481	36,300	14,819	36,300
Admin Services	62,834	469,728	462,618	(7,110)	462,618
Total Group Sales, Service and Promotion Expenses	205,636	1,814,507	2,000,000	185,493	2,000,000
Funds Under/Over Allocated	(38,970)	185,493	-		-

Visit Jacksonville
Marketing Income Statement YTD

SEPTEMBER 2017 YTD (TWELVE MONTHS)

	SEPTEMBER	ACTUAL YTD	BUDGET YTD	VARIANCE	16/17 BUDGET
UNRESTRICTED REVENUE					
Revenue - TDC Contract	208,812	2,505,743	2,505,743	-	2,505,743
Total Revenue	208,812	2,505,743	2,505,743		2,505,743
EXPENSES					
MARKETING					
Salaries and Benefits	65,433	415,338	548,560	133,222	548,560
MARKETING (ADS, PROMOTIONS, PRODUCTION)					
Consumer Ads	189,076	1,022,982	900,000	(122,982)	900,000
Agency Fees Leisure	8,500	100,300	102,000	1,700	102,000
Content Development	30,809	53,320	49,665	(3,655)	49,665
Visitor Magazine	24,120	57,120	70,000	12,880	70,000
Collateral	1,715	17,570	15,000	(2,570)	15,000
Postage & Shipping	107	3,786	25,000	21,214	25,000
Promotions	2,300	23,381	25,000	1,619	25,000
Research	24,175	46,913	50,000	3,088	50,000
Website	54,740	91,925	85,000	(6,925)	85,000
Total Marketing	335,541	1,417,296	1,321,665	(95,631)	1,321,665
Communications					
Local Meetings	-	-	1,200	1,200	1,200
Local Meetings Mileage	-	-	550	550	550
Dues/Memberships	-	550	2,000	1,450	2,000
Site Visits	658	12,814	5,600	(7,214)	5,600
Media Fam	-	17,010	20,000	2,990	20,000
Media Management Service	6,698	15,698	19,000	3,302	19,000
Media PR	8,333	76,997	81,000	4,003	81,000
Subscriptions	-	86	200	114	200
Media Mission Registration	2,665	8,550	6,150	(2,400)	6,150
Media Promotions	-	1,017	1,000	(17)	1,000
Travel	1,989	8,476	12,800	4,324	12,800
Total Communications	20,342	141,199	149,500	8,301	149,500
Other Marketing					
Registrations	150	2,940	5,000	2,060	5,000
Local Meetings	31	672	2,400	1,728	2,400
Travel	643	8,235	16,000	7,765	16,000
Total Other Marketing	824	11,847	23,400	11,553	23,400
Admin Services	62,834	469,728	462,618	(7,110)	462,618
Total Destination Marketing Expenses	484,974	2,455,406	2,505,743	50,337	2,505,743
Funds Under/Over Allocated	(276,162)	50,337	-		-

Visit Jacksonville
Tourist Bureau Income Statement YTD

SEPTEMBER 2017 YTD (TWELVE MONTHS)

	SEPTEMBER	ACTUAL YTD	BUDGET YTD	VARIANCE	16/17 BUDGET
UNRESTRICTED REVENUE					
Revenue - TDC Contract	26,250	315,000	315,000	-	315,000
Total Revenue	26,250	315,000	315,000		315,000
EXPENSES					
TOURIST BUREAU					
Salaries & Wages Airport	2,892	14,181	19,601	5,420	19,601
Salaries & Wages Ask	1,076	11,676	28,148	16,472	28,148
Salaries & Wages Green	19,228	113,878	29,707	(84,171)	29,707
Salaries & Wages Land	3,564	26,519	21,417	(5,102)	21,417
Sponsorship/Promotions	1,986	17,522	20,000	2,478	20,000
Landing VC Operating Expenses	417	5,488	8,134	2,646	8,134
Airport Operating Expenses	132	3,278	2,400	(878)	2,400
Greenleaf VC Operating Expenses	2,657	11,025	240	(10,785)	240
Publication Distribution	1,237	5,340	5,000	(340)	5,000
Upgrades/Kiosks/Database	7,000	40,000	65,876	25,876	65,876
Additional Staffing/Improvements	5,102	5,102	89,477	84,375	89,477
Admin - Rent	2,083	25,000	25,000	0	25,000
Total Visitor Center Expenses	47,376	279,010	315,000	35,990	315,000
TOTAL EXPENSES	47,376	279,010	315,000	35,990	315,000
Funds Under/Over Allocated	(21,126)	35,990	-		-

Convention Sales & Services Quarterly Update

4th Quarter: July – September 2017



VisitJacksonville.com

Convention Sales Q4 Productivity & Activities:

Convention Productivity

Goal	Actual	FYTD	Annual Goal	% of Goal	New	Repeat
Definite Room Nights	22,281	78,559	99,100	79.27%	44,408	11,870
Definite Bookings	45	154	186	58.6%	77	32
Leads Generated	157	475	530	60%	273	45

**See detailed list of 4th Quarter bookings at the end of this report.*

Group Tour Productivity

FYTD Tentatives Generated	FYTD Definite Bookings	FYTD Room Nights Production	FYTD Group Tour Attendance
5	1	112	807

Cancellations

Cancelled Bookings	Cancelled Room Nights
Pepsi Co, Inc., 2017 NAN National Sale	1,448
Supply and Equipment Foodservice Alliance, 2017 National Sales Conference	775
Capella University/Capella Education Company, Doctoral Residency 2017	1,455
International Boarding & Pet Services Association, Fifth Annual Pet Care Services Meeting International Educational Conference & Tradeshow	342
Total:	4,020

Net FYTD Room Night Production

Net FYTD Contracted Room Nights	72,515
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STR Group Segment Trend

Sept 2017	Month	Month +/-	YTD	YTD +/-
Occupancy	16.2%	13.7%	53.6%	(3.5%)
ADR	\$89.11	+8.1%	\$91.52	+4.3%
RevPAR	\$14.41	+22.9%	\$14.51	+0.06%

27 of 160 hotels reporting

Convention Sales Activity

Convention Sales Activity	Q4	FYTD	# of Contacts	# of RFPs
Tradeshows Attended	7	29	332	60
Sales Calls/Missions	2	19	39	8
FAM Trips & Client Events	2	7	63	9

Site Visits/Client Meetings

- Florida Ports Council, Annual Meeting, 2018, RN 70, Attend. 40 - SC
- Online Computer Library Center, Resource Sharing Conference, 2018 or 2019, RN 590, Attend. 350 - BD
- USS Kearsarge CV 33, Reunion, 2018, RN 179, Attend. 70 - JH, SC and VG

Convention Sales & Services Quarterly Update

Convention Promotion to Tourist Groups (Q4):

Meetings Promotions:

- Cool Cash Promotion
- Come Back to JAX Promotions

Meetings & Convention Advertising:

Print: Corporate Meetings Publications: Connect Association Magazine, Connect Corporate Magazine, PCMA-Convene Magazine, FSAE: Association Resource Buyer's Guide

Digital: Meeting Professional International (MPI), MPI South Florida Chapter, MPI Georgia Chapter, MPI Potomac Chapter, MeetingsNet Medical Meetings digital ad, ASAE digital ad, SAE Georgia digital ad, Convene@PCMA digital ad, Military Reunion Network-Digital Magazine ad, Cvent online listing

Content Marketing: Pulse Point, Madden Media

Coordination with Convention Center Management (Q4):

- Conference call to review joint marketing opportunities - September 9
- Draft of new MOU for Jacksonville Convention Center Alliance

Convention Bookings List (Q4):

Account	Arrival Date	Est. Attendance	Contracted Rms	Notes
Jacksonville Magic, Inc.	6/23/2017	800	20	
Ross Family Event	6/30/2017	25	6	
Successful Sporting Events	8/18/2017	900	87	
Successful Sporting Events	9/22/2017	900	60	Pending Pickup
Jacksonville Farmer's Market	10/8/2017	30	90	
USS Collett DD-730	10/10/2017	65	20	
Book My Group	10/14/2017	370	112	
USS Collett DD-730	10/16/2017	65	15	
San Diego Football	10/19/2017	75	100	
Garage Composites 2 20 Club	10/22/2017	20	48	
Church of Christ Written in Heaven, Inc.	11/6/2017	650	452	
Cintas Uniforms	11/6/2017	25	48	
Florida Chiropractic Association	12/9/2017	60	0	Pending Pickup
American Optometric Student Association	1/3/2018	55	88	
Rinosnet Corp	1/18/2018	700	385	
First Baptist Church Jacksonville	1/25/2018	1,600	480	
ECRM Select	2/4/2018	600	2,000	
Utilities Technology Council	3/4/2018	90	240	
National Association of the Church of God	3/6/2018	80	161	
USS Lloyd Thomas DD-764	3/14/2018	80	160	
Weddings 2018	4/6/2018	25	40	Pending Pickup
All Female Riders	4/13/2018	100	100	
The Florida Bar	4/19/2018	24	12	
USS Grayling SSN-646	5/3/2018	125	90	
Rinosnet Corp	5/24/2018	700	385	
Summer 2018 Family Reunions	6/22/2018	120	10	
Summer 2018 Family Reunions	6/22/2018	120	10	
Fairmont Senior High School Reunion	7/19/2018	25	32	
Summer 2018 Family Reunions	7/19/2018	100	90	

Marketing & Tourist Bureau Quarterly Update

4th Quarter: July-September 2017 and Complete Year



Where we advertised:

Leisure Advertising:

2017 Official VISIT FLORIDA International Travel Guide, 2017 Inspiration Guide (International Markets through Brand USA), Search Engine Optimization, digital banner advertising & retargeting focused on outdoor/nature, cultural/history and active/sports visitors, email marketing, Deltasky.com, YouTube Pre-roll Fishing, Mobile Geo-Fence in 10 major cities, Outdoor billboards (Atlanta, Chicago, Houston, NY), TravelClick Advertising, Flamingo Magazine, Florida Sport Fishing Magazine, YouTube Pre-roll Cultural, targeted custom eblasts, American Airlines Magazine, American Airlines digital, targeted custom eblasts, Garden & Gun, Madden Media content marketing, Akron Rubber Ducks promotion, Armada away games promotion, social media promotion

Key Performance Indicators	Total Impression 2016-2017
Advertising Impressions	138,191,706

Communications/Media/PR:

KPI	Quarter (July-September)	FY (October-Sept)
Earned Media Value	\$52,234.70	\$723,000
Number of Stories	58	355
Total Media Reach	9,897,032	396,000,000

Media Highlights:

- **Reasons to Visit Family Friendly Jacksonville.** FITDISNEYMOM.COM
- **12 Best Florida Summer Vacations on a Budget.** TRIPSTODISCOVER.COM
- **Downtown Jacksonville: A Unique Escape on the St. Johns River.** HOMETOWN NEWS
- **Roadtrip in the Sunshine State.** REISE REPORT (GERMANY)
- **First Coast counties see record jump in tourism spending at hotels in first half of 2017 .** FLORIDA TIMES-UNION
- **Online campaign to lure offshore divers and fisherman to Jacksonville .** FIRST COAST NEWS
- **Kona Skate Park: 40 Years of Gnar Celebration in Jacksonville, FL.** JUICE MAGAZINE. Visit Jacksonville hosted the magazine editor during Kona's 40th Anniversary Celebration in June.
- **What to Do When You Visit Jacksonville?** STRESSFREEBABY.COM
- **Northeast Florida: 100 Miles of US Route A1A.** GONOMAD.COM
- **Meet The Man Who Started America's Smallest Rice Farm.** FOOD & WINE
- **Jacksonville Ready for Visitors After Rapid Recovery.** TRAVELPULSE.COM
- **25 Best Last Minute Romantic Getaways.** VACATIONIDEA.COM

Social Media:

	Jul-17	Aug-17	Sep-17	QT 4	ANNUAL
OVERALL ACCOUNTS					
Mentions	80,938	78,999	151,187	311,124	1,149,931
Reach	19.4M	20.1 M	99.1 M	138.6M	399.8M
Spread	6.1 M	7.1 M	24.8M	38M	161.9M
FACEBOOK					
Engagement	1,683	2,827	2,159	6,669	29,031
Impressions	402,351	1.1 M	2.1 M	402,351	5,854,299
Followers	85,181	85,600	86,198	256,979	1,011,116
TWITTER					
Engagement	382	255	592	1229	4,890
Impressions	56,308	53,700	92,200	203437	685,696
Followers	35,939	36,249	36,572	108,760	413,905
INSTAGRAM					
Engagement	6,418	6,305	6,219	18,371	62,637
Impressions	93,876	110,010	107,336	334,707	645,929
Followers	15,784	16,274	16,678	51,584	170,986
HASHTAGS					
#jaxaletrail	109	73	117	328	1,510
#onlyinjax	1,388	1,326	1,192	3,563	14,621

**Visit Jacksonville
Report to the TDC
Thursday, November 16, 2017
3rd Quarter YTD 2017 Performance Metrics**

STR Report Metrics Jacksonville/Duval County Lodging Industry (Calendar YTD) – 9 months

Year to Date - September 2017 vs September 2016

Occ %		ADR		RevPAR		Percent Change from YTD 2016					
2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
73.5%	72.3%	\$91.59	\$87.38	\$67.34	\$63.15	1.7%	4.8%	6.6%	7.5%	0.8%	2.6%

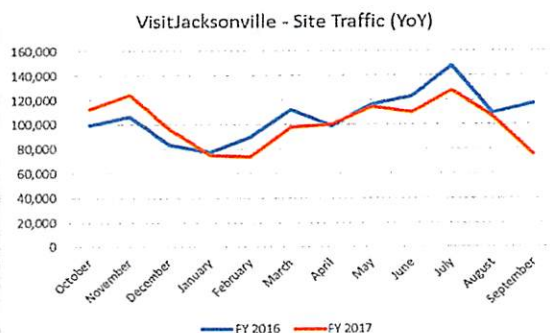
	Occ %		ADR		RevPAR		Percent Change from YTD 2016		
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR
Arlington	76.9%	74.6%	\$80.59	\$74.46	\$61.94	\$55.58	3.0%	8.2%	11.4%
Beaches	78.4%	79.6%	\$149.74	\$143.10	\$117.34	\$113.89	-1.5%	4.6%	3.0%
Downtown	65.4%	66.7%	\$123.62	\$121.26	\$80.89	\$80.86	-1.9%	1.9%	0.0%
Northside/Airport	72.0%	68.2%	\$83.39	\$78.94	\$60.07	\$53.80	5.7%	5.6%	11.7%
Southside/Mandarin	75.1%	73.5%	\$84.04	\$80.02	\$63.14	\$58.80	2.2%	5.0%	7.4%
Westside	78.7%	77.2%	\$73.09	\$68.69	\$57.53	\$53.02	2.0%	6.4%	8.5%

@ President's Report

- Marketing Recap End of Fiscal Year 2016-2017
- New Projects Update 2017-2018
- Tourist Bureau Recap End of Fiscal Year 2016-2017
- Convention Sales & Service End of Fiscal Year 2016-2017, 2017-2018 Update



@ Audience



Traffic was down approximately 5% in FY 2017 versus the previous year. The largest decrease, accounting for 62% of the total decrease in site traffic, was experienced in September, beginning around the onset of Hurricane Irma.

Month	FY 2016	FY 2017	YoY (%)	YoY (Real)
October	99,681	113,066	13%	13,385
November	106,610	124,186	16%	17,576
December	83,431	96,389	16%	12,958
January	77,537	75,331	-3%	-2,206
February	89,798	73,806	-18%	-15,992
March	112,166	97,902	-13%	-14,264
April	98,928	100,465	2%	1,537
May	116,095	114,709	-1%	-1,386
June	123,025	109,814	-11%	-13,211
July	148,023	127,915	-14%	-20,108
August	109,361	106,518	-3%	-2,843
September	116,814	75,640	-35%	-41,174
Total	1,281,469	1,215,741	-5%	-65,728



@ Source | Medium

The majority of new visits were driven by Google search. Year-over-year, referral traffic from Yahoo drove a lot of new visitors, and native, social and geofencing also performed well in 2017.

Source / Medium	Sessions	New Users
google / organic	711,619	563,714
(direct) / (none)	213,180	183,106
bing / organic	43,871	36,969
yahoo / organic	32,562	26,597
yahoo.com / referral	21,620	19,818
m.facebook.com / referral	19,848	17,423
madden / contentob	11,358	10,625
facebookpp / referral	9,865	7,425
taboolapp / referral	9,806	9,203
MNI / social	6,217	5,851
VF PLAYERS Carousel / facebook carousel	5,051	4,824
Charlotte Geofence / geofence campaign	4,535	4,226
onlyinjax.com / referral	4,476	2,006
MNI Jebbit Homepage / Jebbit	3,936	3,871
Facebook Canvas Eat Local / Facebook	3,277	2,818
book.visitjacksonville.com / referral	3,139	890
hs_email / email	2,749	1,619
info.visitjacksonville.com / referral	2,391	38
jacksonvillezoo.org / referral	2,388	1,707



@ Top Markets

Orlando, New York, Houston, Charlotte, Tampa, Chicago and Dallas have all shown strong growth, with Orlando in particular drawing almost 55,000 more site visits than the previous year. Houston and Tampa have also more than doubled site visits over FY 2016.

Miami is down 52% year-over-year.

City	October 2016 - September 2017		
	Site Visits	YoY (% Difference)	YoY (# Difference)
Jacksonville	231,598	-20%	(57,674)
Orlando	150,010	58%	54,962
Atlanta	43,636	7%	2,713
Miami	30,065	-52%	(32,899)
New York	29,111	35%	7,621
Houston	28,072	123%	15,506
Charlotte	19,955	63%	7,677
Jacksonville Beach	13,961	-14%	(2,295)
Tampa	13,848	121%	7,593
Chicago	13,662	34%	3,438
Washington	13,562	22%	2,479
Fruit Cove	11,959	-27%	(4,455)
Alexandria	11,274	1146%	10,369
Lakeside	8,182	-57%	(11,028)
Dallas	7,723	33%	1,905
Palm Valley	7,413	-17%	(1,516)
Gainesville	7,060	-25%	(2,337)
Tallahassee	6,906	-28%	(2,642)
Savannah	6,188	-25%	(2,030)
Ashburn	5,735	16%	793
St. Augustine	5,542	-9%	(534)
Nashville	4,890	-27%	(1,793)



@ Went live in October



@ Went live in November



@ Public Relations Recap

Media Highlights:

- Reasons to Visit Family Friendly Jacksonville. FITDISNEYMOM.COM
- 12 Best Florida Summer Vacations on a Budget. TRIPSTODISCOVER.COM
- Downtown Jacksonville: A Unique Escape on the St. Johns River. HOMETOWN NEWS
- Roadtrip in the Sunshine State. REISE REPORT (GERMANY)
- First Coast counties see record jump in tourism spending at hotels in first half of 2017 . FLORIDA TIMES-UNION
- Online campaign to lure offshore divers and fisherman to Jacksonville . FIRST COAST NEWS
- Kona Skate Park: 40 Years of Gnar Celebration in Jacksonville, FL. JUICE MAGAZINE. Visit Jacksonville hosted the magazine editor during Kona's 40th Anniversary Celebration in June.
- What to Do When You Visit Jacksonville? STRESSFREEBABY.COM
- Northeast Florida: 100 Miles of US Route A1A. GONOMAD.COM
- Meet The Man Who Started America's Smallest Rice Farm. FOOD & WINE
- Jacksonville Ready for Visitors After Rapid Recovery. TRAVELPULSE.COM
- 25 Best Last Minute Romantic Getaways. VACATIONIDEA.COM



@ Big News!



Lonely Planet Names Jacksonville One of the World's Top 10 Best Value Destinations



The screenshot shows the top portion of a web browser displaying a blog post titled "Jacksonville's Surf History". The browser's address bar shows the URL "https://www.visitjacksonville.com/blog/jacksonvilles-surf-history/". The website's navigation bar includes links for "Where to Stay", "Restaurants", "Things to Do", "Areas & Map", and "Deals". A search bar is located on the right side of the navigation bar. On the left side, there is a vertical sidebar with various utility icons. The main content area features a large photograph of a surfer performing a takeoff on a wave. Below the photo, it indicates the post was published on Wednesday, November 15, 2017, and includes social media sharing icons for Facebook, Twitter, LinkedIn, Email, and a plus sign for more options. To the right of the main content, there are sections for "Related Pages" (Surfing, Water Activities, Water Sports) and "Blogs By Author" featuring three authors: Gary Sass (Local Expert - History), Captain Dave Sipler (Local Expert - Fishing), and Denise M. Reagan (Local Expert - Arts and Culture). The footer of the page contains social media icons and logos for USA, Visit Florida, Visit Florida.com, and intoGo.

This screenshot shows the main body of the "Jacksonville's Surf History" blog post. The text begins with the heading "Jacksonville Beach has always had a unique surfing community, and is home to some of the greatest surfers on the East Coast, and in the world." The article then discusses the local surfing culture, mentioning champion Justin Quintal and pro surfer Karina Petroni. It also details the history of North Florida surf culture, starting in the 1960s with Bruce Clelland, who was the first surfer from North Florida to put the region on the world surf map. Other legends mentioned include Larry Miniard and Jon Bolland. On the right side of the page, there is a "Related Subjects" section with a list of local experts and their specialties: Void Magazine (Dining and Night Life), First Coast Magazine (Dining), Local Expert Guest (Guest Blogger), Sarah (Only in Jax), Patty (Only in Jax), Katie (Only in Jax), and Jacksonville Moms Blog (Family and Kids). The browser's address bar and navigation bar are visible at the top of the page.

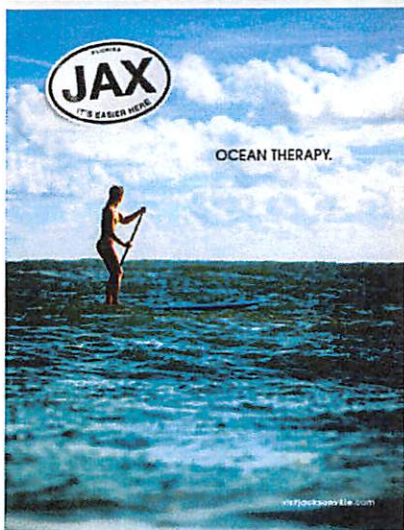
@ What we are working on now (con't):

Launching soon:

- Top races in Jacksonville
- Features on the 26.2 with Donna and the Gate River Run
- Blog/web content on biking in Jacksonville
- Meetings with African-American Historical attractions scheduled
- Self-guided tour of our top natural/outdoor attractions



@ New campaign update – December/January rollout





@ 29 Tradeshows



American Society of Association Executives, Annual Meeting & Expo
Toronto, ON -August 2017



Meeting Professionals International, World Education Congress, Las Vegas, NV -June 2017



@ Client events, FAMs and site visits

- Hosted 4 FAM trips with 63 planners
- Conducted 62 destination site visits
- Organized 23 planning site visits
- Planned 4 client events and hosted 100 planners



TPC FAM: May 2017



@ Recognition and awards

- The Meetings Magazine 2016 Distinctive Achievement Award
- Smart Meetings 2016 Platinum Choice Award
- Convention South's 2016 Best Meetings Sites in the South Reader's Choice Award



@ 2017-2018 Sales and Services goals

- Generate 85,000 definite RN
- Increase annual room night actualization by 5%
- Generate a minimum increase of 0.25% in REVPAR
- Maintain an minimum base of 50% new business for room night production



@ Channels and markets – meetings page

Organic search was up year-over-year for the meeting page, offset by a decrease in direct traffic.

City	Sessions
Jacksonville	374
Los Angeles	124
Orlando	97
New York	62
Atlanta	50
Houston	42
Chicago	40
Washington	37
Dallas	27
Tallahassee	22
Charlotte	22
Tampa	20

