

**Travel & Tourism  
Campaign**  
2018 Recap

THE  PLAYERS®

MARCH 12-17  
TPC SAWGRASS

THE PLAYERS®  
Proud Sponsor of the

# THE PLAYERS 2018

## Overall Recap

**200,000+**   
TOTAL ATTENDANCE IN 2018

**923** TOTAL MEDIA STAFF MEMBERS REPRESENTING  
**195 OUTLETS** AND **21 COUNTRIES**  
WHO ATTENDED THE 2018 TOURNAMENT

**1 BILLION**

TOTAL HOUSEHOLDS OUTSIDE THE US THAT  
RECEIVE THE BROADCAST OF **THE PLAYERS**

**226**   
TOTAL NUMBER OF COUNTRIES & TERRITORIES  
THAT RECEIVE THE BROADCAST OF THE PLAYERS

INTERNATIONAL MEDIA  
PARTNERS ON-SITE WITH  
PRODUCTION PRESENCE

**17**

THE PLAYERS WAS BROADCASTED IN  
**23 LANGUAGES**

**7** NUMBER OF INTERNATIONAL MEDIA PARTNERS  
THAT **REBRANDED / DEDICATED**  
THEIR CHANNELS TO THE PLAYERS FOR THE  
**ENTIRE TOURNAMENT WEEK**

PERCENTAGE OF TICKET  
PURCHASERS THAT  
WERE FROM OUTSIDE  
THE 5-COUNTY AREA

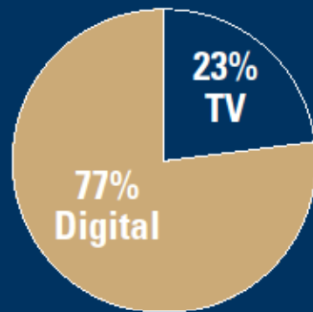
**OVER  
58**



# THE PLAYERS 2018

## Marketing Recap

### MARKETING MIX



**\$40-80  
MILLION**

VALUE OF 8 VIGNETTES  
DURING THE BROADCAST

**376 MILLION**

CAMPAIGN IMPRESSIONS

**45,789 PR STORIES**

MENTIONING THE PLAYERS VALUING

**\$96.4 MILLION**

**\$61.9 MILLION**

VALUE OF THE **25** DUVAL COUNTY  
MENTIONS DURING THE BROADCAST

# THE PLAYERS 2018

Resources spent towards the national marketing campaign will come from THE PLAYERS and their travel partners:

- Duval County TDC
- Florida's Historic Coast
- Visit Florida
- THE PLAYERS National Media Buy

Mediums for the national marketing campaign include:

- Television
- Digital
- Promotions
- Public Relations

Mediums for the international marketing campaign include:

- Digital
- Public Relations

## TIER EXPLANATION

Different media treatments will be used in the market tiers to maximize the media spend. This approach will maximize ticket sales from proven areas while also continuing to build event awareness in higher-opportunity markets.

**TIER 1**

### PRIORITY MARKETS (TV AND HEAVY DIGITAL)

- Atlanta
- Charlotte
- Miami/Ft. Lauderdale
- Orlando
- Tampa

**TIER 2**

### INVESTMENT GEOGRAPHIES (TV AND MEDIUM DIGITAL)

- Nashville
- Philadelphia
- Savannah
- Washington DC

**TIER 3**

### LOWER PRIORITY MARKETS (DIGITAL ONLY)

- Boston
- Charleston
- Columbia, SC
- Chicago
- Dallas
- Houston
- Ft. Myers/Naples

**INT'L**

### CANADA

- Montreal
- Toronto

### UNITED KINGDOM

- Birmingham
- Bradford
- Leeds
- Liverpool
- London
- Manchester
- Oxford

### IRELAND

- Dublin

# Duval County

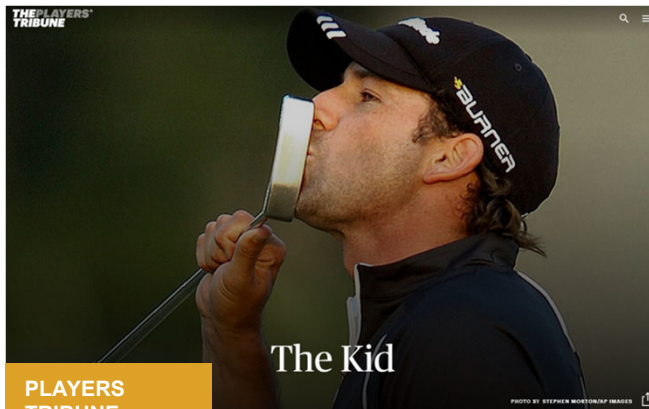
## STR Report

Duval County May 9-14 2017 vs. 2018						
Occupancy						
	Wednesday	Thursday	Friday	Saturday	Sunday	Average
2018	89.10%	89.50%	88.00%	85.00%	62.60%	82.84%
2017	88.60%	86.40%	88.00%	87.10%	59.70%	81.96%
% of change	0.6%	3.6%	0.0%	-2.5%	4.8%	1.3%
ADR						
	Wednesday	Thursday	Friday	Saturday	Sunday	Average
2018	\$126.41	\$127.70	\$127.11	\$122.40	\$101.36	\$121.00
2017	\$120.50	\$119.57	\$118.87	\$116.04	\$95.47	\$114.09
% of change	4.9%	6.8%	6.9%	5.5%	6.2%	6.1%
RevPAR						
	Wednesday	Thursday	Friday	Saturday	Sunday	Average
2018	\$112.60	\$114.34	\$111.83	\$104.00	\$63.46	\$101.25
2017	\$106.74	\$103.31	\$104.63	\$101.09	\$57.01	\$94.56
% of change	5.5%	10.7%	6.9%	2.9%	11.3%	7.5%
Rooms Sold						
	Wednesday	Thursday	Friday	Saturday	Sunday	Total
2018	16,167	16,252	15,968	15,422	11,363	75,172
2017	16,078	15,681	15,975	15,811	10,838	74,383
% of change	0.6%	3.6%	0.0%	-2.5%	4.8%	1.3%
Room Revenue						
	Wednesday	Thursday	Friday	Saturday	Sunday	Total
2018	\$2,043,703	\$2,075,352	\$2,029,735	\$1,887,679	1,151,709	\$9,188,178
2017	\$1,937,367	\$1,874,998	\$1,898,974	\$1,834,733	1,034,705	\$8,580,777
% of change	5.5%	10.7%	6.9%	2.9%	11.3%	7%

# THE PLAYERS 2018

## PR Recap

- Overall National PR Value:  
**\$96.4 Million**
- THE PLAYERS hosted familiarization trips (FAM) leading up to, and during, the event to promote the region as well as the



TRAVEL

## THIS SECRET GEM ON THE COAST IS ACTUALLY GETTING COOL AGAIN



By MATT MELTZER  
Published On 08/03/2018  
@mmeltzer



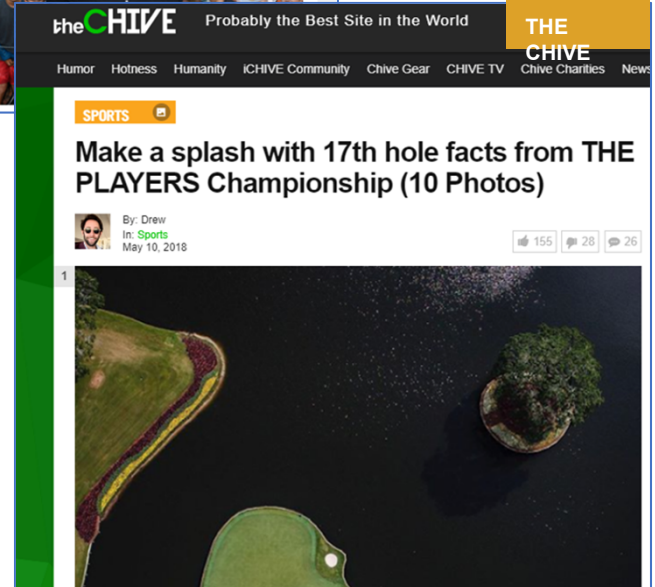
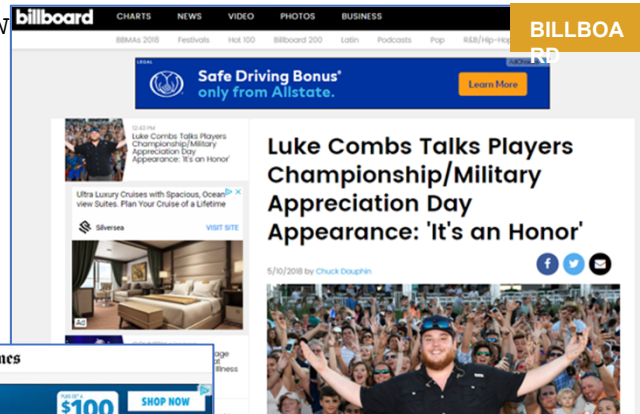
DREW SWANTAK/TED MCGRATH/THRILLIST



# THE PLAYERS 2018

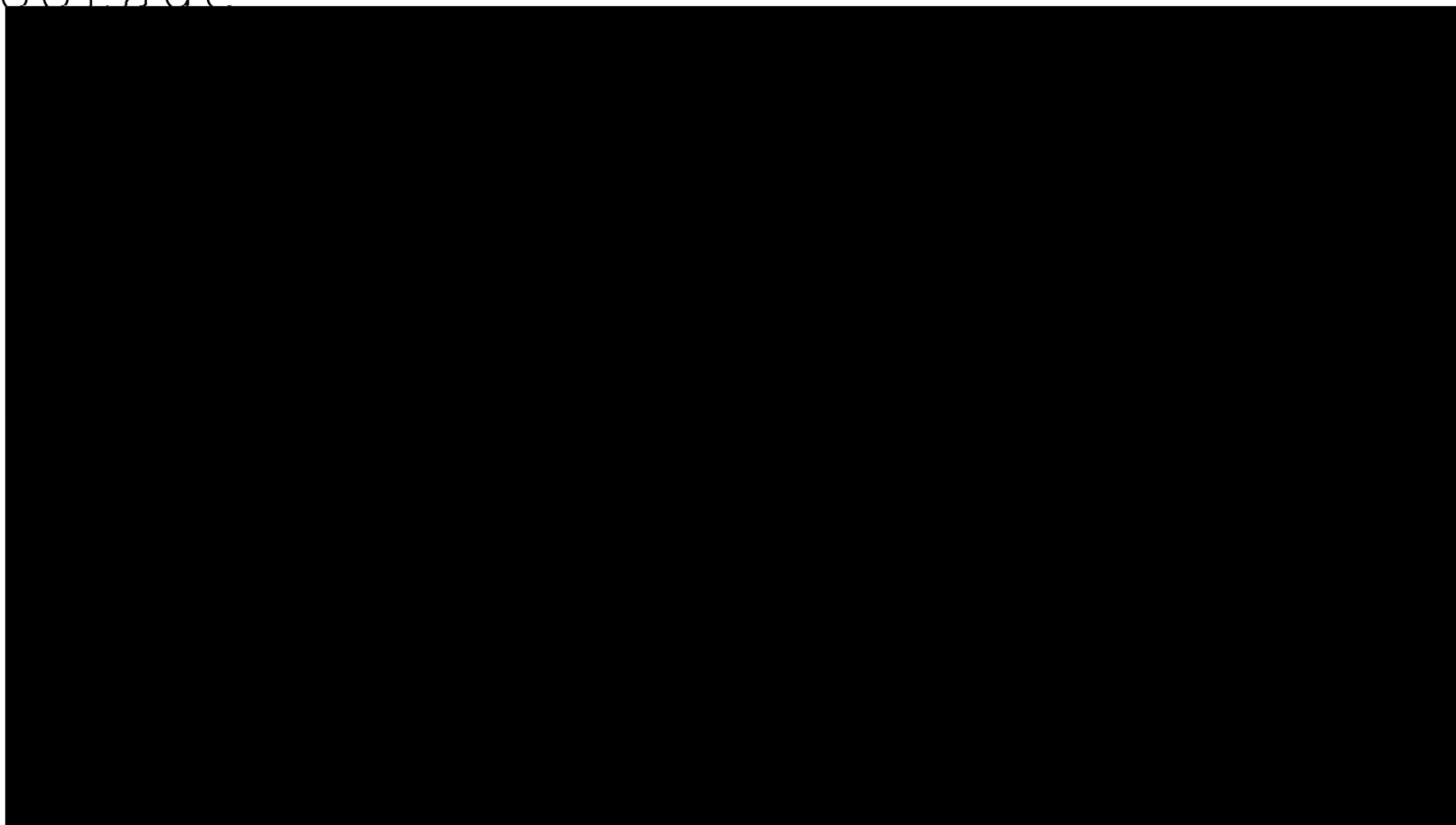
## PR Recap

- AOL, Billboard, The Chive & New Times



# THE PLAYERS 2018

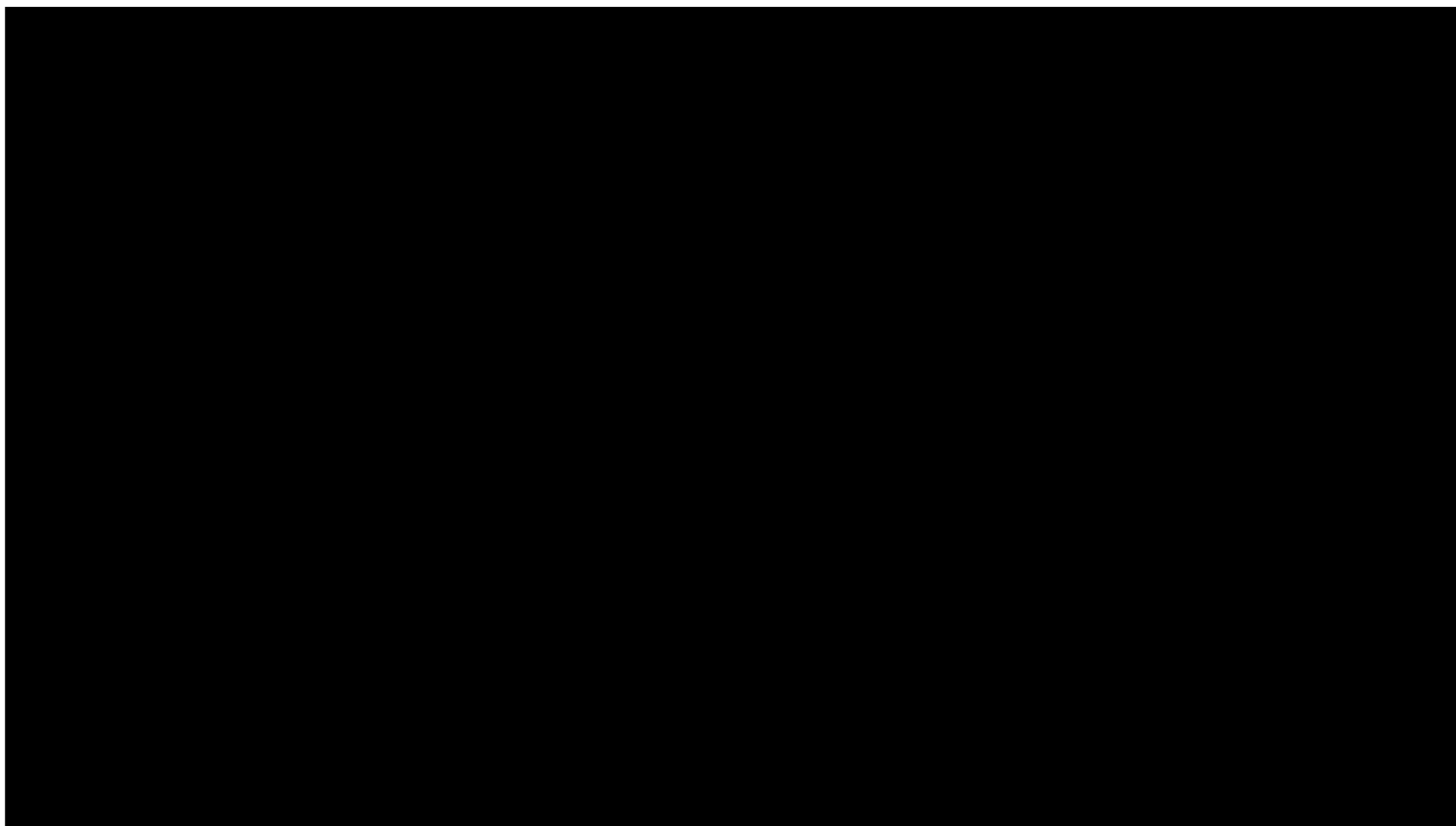
Duval County Broadcast  
Footage





# THE PLAYERS 2018

Duval County Broadcast Footage





**Travel & Tourism Campaign  
2019**  
Duval County TDC Proposal

# THE PLAYERS 2019

## Application Request

### Overview

#### Funding

- \$250,000

#### • Use of Funds

- National marketing to be used outside the 5-county area in select target markets

#### • Media Mix:

- Television
- Digital
- Public Relations
- Marketing

#### • Out-of-Market Advertising Launch:

- International marketing began in October - **Clicks are up 150%**
- A travel & tourism television spot ran during the TOUR Championship in September
- National campaign will launch on 1/7/18

#### • Tournament Broadcast

- THE PLAYERS will work with Golf Channel/NBC and Visit Jacksonville to create vibrant broadcast footage that **showcases what the Jacksonville has to offer**
- THE PLAYERS will continue to provide Golf Channel/NBC talking points about Jacksonville

#### • Public Relations

- THE PLAYERS, with partnership with two PR agencies, will bring media from the target markets to visit Jacksonville before, and during, the tournament
  - THE PLAYERS will work closely with Visit Jacksonville to showcase the city



- Dollars spent in the campaign will drive the audience to





**Travel & Tourism Campaign**  
**2019**  
Appendix



# THE PLAYERS

## 2019 Target

### Market **TIER EXPLANATION**

Different media treatments will be used in the market tiers to maximize the media spend. This approach will maximize ticket sales from proven areas while also continuing to build event awareness in higher-opportunity markets.

#### TIER 1

##### TV AND HEAVY DIGITAL

- Atlanta, GA
- Miami/Ft. Lauderdale, FL
- Orlando, FL
- Tampa, FL
- Savannah, GA

#### TIER 2

##### TV AND MEDIUM DIGITAL

- Nashville, TN
- Ft. Myers/Naples, FL
- West Palm Beach, FL
- Charleston, SC
- Mobile-Pensacola, FL
- Tallahassee, FL
- Charlotte, NC

#### TIER 3

##### DIGITAL ONLY

- Columbia, SC
- Chicago, IL
- Boston, MA
- Washington, DC
- Philadelphia, PA

#### INT'L

##### CANADA

- Montreal
- Toronto

##### UNITED KINGDOM

- Birmingham
- Bradford
- Leeds
- Liverpool
- London
- Manchester
- Oxford

##### IRELAND

- Dublin

# THE PLAYERS 2019

## Marketing Mix

Resources spent towards the national marketing campaign will come from THE PLAYERS and their travel partners:

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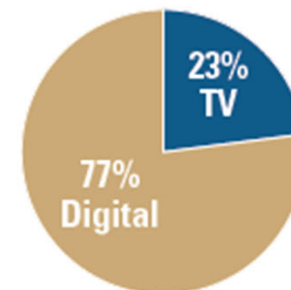
Mediums for the international marketing campaign include:

- Digital
- Public Relations

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## OVERALL MARKETING MIX

THE PLAYERS team continues to refine the marketing mix to ensure efficiencies. The primary focus is on television and digital direct marketing to serve content directly to a qualified demographic that fits the profile of a consumer with capacity to travel for sports & entertainment.



All advertising will push customers to the Plan Your Visit page ([THEPLAYERS.com/travel](http://THEPLAYERS.com/travel)) which highlights Jacksonville

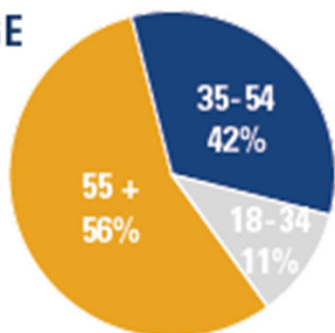
# THE PLAYERS 2019

Target

Dem **CORE GOLF FANS**  
Heavy consumers of sport and golf

SIZE 11.6M

AGE



GOLF CONSUMPTION

**12%**  
Golf Viewership  
(last three years)

**39%**  
% of Total Golf  
Hours Viewed

**100%**  
Play Golf

**41%**  
PGA TOUR's Share  
of Golf Hours/Year

**75%**  
Golf Among Three  
Favorite Sports

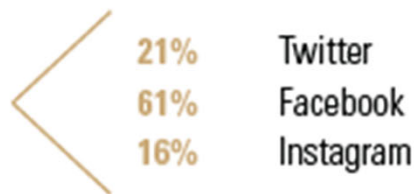
**16**  
Average Golf  
Events Watched

MEDIA HABITS

**70%**  
TV Viewership  
(3+ Hours/Day)

**54%**  
Use Streaming

**72%**  
Use Social Media



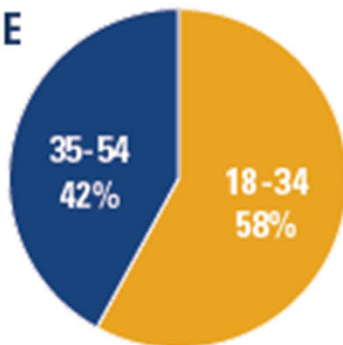
# THE PLAYERS 2018

Target

Dem **SPORTS SOCIALITES**

SIZE 19.1 M

AGE



GOLF CONSUMPTION

28%

Play Golf

28%

Golf Among Three Favorite Sports

24%

% of Total Golf Hours Viewed

26%

PGA TOUR's Share of Golf Hours/Year

6

Average Golf Events Watched

MEDIA HABITS

48%

TV Viewership (3+ Hours/Day)

86%

Use Streaming

92%

Use Social Media



38%

61%

30%

Twitter

Facebook

Instagram



# THE PLAYERS

## 2019

Target

Dem **MILLENNIAL GOLF FANATICS**

Heavy consumers of sport and golf

SIZE 1.3 M

AGE



GOLF CONSUMPTION

**17%**  
Golf Viewership  
(last three years)  
**5%**  
% of Total Golf  
Hours Viewed

**100%**  
Play Golf  
**34%**  
PGA TOUR's Share  
of Golf Hours/Year

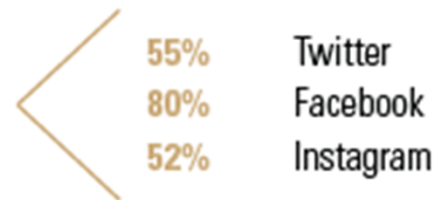
**68%**  
Golf Among Three  
Favorite Sports  
**23**  
Average Golf  
Events Watched

MEDIA HABITS

**69%**  
TV Viewership  
(3+ Hours/Day)

**92%**  
Use Streaming

**96%**  
Use Social Media



# THE PLAYERS 2019

Travel & Tourism

TV Spot

Launched during the TOUR Championship in Atlanta

- Drives the audience to [THEPLAYERS.com/travel](https://www.theplayers.com/travel) which highlights Jacksonville and the region

