






1




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## FY 2017-2018 SUMMARY

- FY 2017-2018 was a Historic Year for Jacksonville Hotels, with the Fiscal Year Closing on the 60th Consecutive Month of RevPAR Growth for the City.
- The Campaign “Jax. It’s Easier Here.” Performed Exceptionally Well in FY 2017-2018 Clicking Through at Three and a Half Times the Industry Benchmark (.28% vs. .08% Benchmark).
- Paid media drove 175,000 more trackable digital media clicks to Visitjacksonville.com than it did in FY 2016-17.



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## CONTRACT DELIVERABLES

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An Annual 5% Increase in the Leisure Market Visitors/Tourists as Determined by the Longwood Travel USA Jacksonville Visitor's Report  
**Increase of 3.73%**

An Annual 5% Increase in Total Tourist Development Tax Collections; Total 2016-17 Taxes \$7,789,636  
**10% Increase**

A 10% Annual Increase in Website Traffic to the City's Official Tourism Website; Goal: 1,337,315 (Actual 2016-17 Total was 1,215,741).  
**1,144,903 (86% of Goal)**

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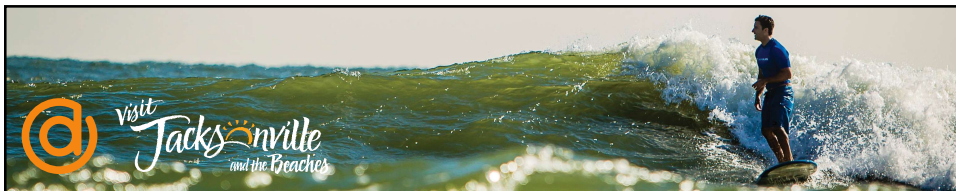
## VISITATION NUMBERS RESULTS 2017-2018

- 7,637,530 Overnight Guests in Duval County in Paid Accommodations
- *This is a 4.95% Growth over 2016-2017 FYTD statistics*
- \*From STR Monthly Reports

Visit Jacksonville  
and the Beaches

WELLS FARGO

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### ADVERTISING CAMPAIGN RESULTS SUMMARY

Paid media drove **175,000 more trackable digital media clicks** to VisitJacksonville.com than it did in FY 2017. Unfortunately, industry-wide losses in organic traffic, combined with the effects of Hurricane Irma, resulted in a **3.5% loss in overall site traffic** for the year.

Of the 32 million impressions with Adara pixels served for the year, prospects exposed to our media booked **8,600 hotels at close to \$3 million in revenue.**

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## ADVERTISING IMPRESSIONS

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Projection: **194,539,184**

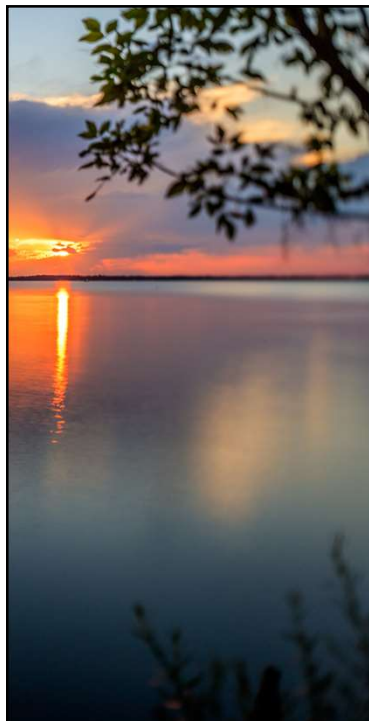
Actual: **152,140,633**

Advertising impressions fell below projections in FY 2017-2018

This is due to the overperformance in CTR of placements purchased on guaranteed engagements, not impressions

The PulsePoint native tactic clicked through so well (0.58% actual vs. 0.15% projection) that 50 million fewer impressions were needed to hit the guaranteed clicks

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## CLICKS / ENGAGEMENTS

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Projection: **479,136**

Actual: **602,221**

We exceeded projections in clicks / engagements in FY 2017-2018

This was driven by strong CTR in programmatic display and healthy engagement through our influencer program and native tactics

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## EMAIL OPENS

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Projection: **133,157**

Actual: **189,954**

By the third quarter, we had met projections for email opens

By the close of the year, we well exceeded the original goal for FY2017-2018

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## VIDEO VIEWS

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Projection: **1,775,379**

Actual: **3,098,005**

We far exceeded the projection for video views in FY2017-2018

This was driven in part by strong Facebook and YouTube performance in Q4

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## RESULTS BY SEGMENT

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## MEDIA CAMPAIGN PERFORMANCE SUMMARY

Clickthrough rate (CTR) measures the percentage of delivered digital ads that are clicked on vs. the number of digital impressions served. It is a **strong indicator** of an **ad's relevance** to the target audience

For FY 2018, **152 Million Impressions, 602,000 Clicks, 3.1 Million Video Views, and 190,000 Email Opens** were driven.

The Overall Clickthrough Rate for the Leisure Campaign in FY 2017-2018 was **0.28%**, **three and a half times the industry benchmark of 0.08%** for the year.

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## OUTDOOR/NATURE/WATER ADS

### Example Tactics:

Conde Nast Traveler  
Florida Sport Fishing  
iExplore  
Madden Media Storytelling  
Out of Home Billboards  
NCC Media



### Results:

- 50,401,453 Impressions
- 230,446 Clicks / Engagements
- 1,620,268 Video Views
- 13,027 Mail Opens
- 0.23% CTR



Visit  
**Jacksonville**  
and the Beaches

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**JAX**  
IT'S EASIER HERE

SEAS THE DAY.

visitjacksonville.com

**JAX**  
IT'S EASIER HERE

LIFE'S BETTER ON THE WATER.

It's easier to find the fun in Jax.

As Florida's youngest city - and one of the "happiest" - Jacksonville, or just the inside city & beach on a sunny vacation, one that's filled with exciting outdoor adventures and thrilling sporting events but all in a more, more relaxed place.

Now, you can combine both relaxation and adventure by choosing just how active you want to be. Enjoy our 22 miles of beaches, perfect for stand-up paddle boarding, and new fishing, surfing, and sailing or even just relaxing on the sand. Explore our adventure park system by land or by water with trails made for running, hiking and biking, and waterway routes for exploring on kayak, boat or canoe.

This kind of lifestyle is bound to leave you hungry and thirsty, so grab into a local brewery for a glass of local beer or grab up a meal at one of our local restaurants by just a taste of our world-famous Mangrove Shrimp - caught right off our coast.

And it's all easier to afford in a place like Jax. In fact, Jax was named by Lonely Planet as one of the Top 10 Value Places in the World for 2018 and one of the 15 Best Budget Travel Vacations by the British by TripAdvisor.

Learn more about all the action waiting for you in Jax, here.

**JAX**  
IT'S EASIER HERE

SEE WHERE THE CURRENT TAKES YOU.

HOLD ONTO THE MOMENTS.

**JAX**  
IT'S EASIER HERE

START YOUR ADVENTURE

CHASE THE DREAM

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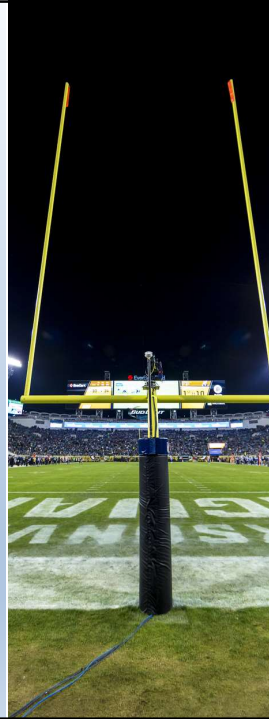
## SPORTS ADVERTISING

### Example Tactics:



Advertising in London for the Jaguars Game  
 Advertised in Cincinnati & Indianapolis to Encourage those fans to visit  
 Partnered with Florida's First Coast of Golf for Season Long Jaguars Promotions  
 Advertised in New York & Chicago Market During the Jaguars Playoff Game  
 Developed an Advertising Plan with Active.com and the 26.2 with Donna  
 Advertised with the Sharks, Armada and the Akron Rubberducks  
 Advertised at the Indianapolis 500

### Results:

- 10,204,242 Impressions
- 21,520 Clicks / Engagements
- 0.14% CTR



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## CULINARY ADVERTISING

### Example Tactics:

Garden & Gun  
Conde Nast Traveler  
iExplore  
NCC Media

### Results:

- 17,200,111 Impressions
- 118,942 Clicks/Engagements
- 118,744 Video Views
- 26,206 Email Opens
- 0.28% CTR



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### IN-FLIGHT ADVERTISING

Magazines:

- Delta Sky Magazine
- Southwest Inflight Magazine
- American Airlines "Getaway Places TV"
- Allegiant Sunseeker



UNPLUG AND UNWIND.



OCEAN SOUNDTRACK INCLUDED.

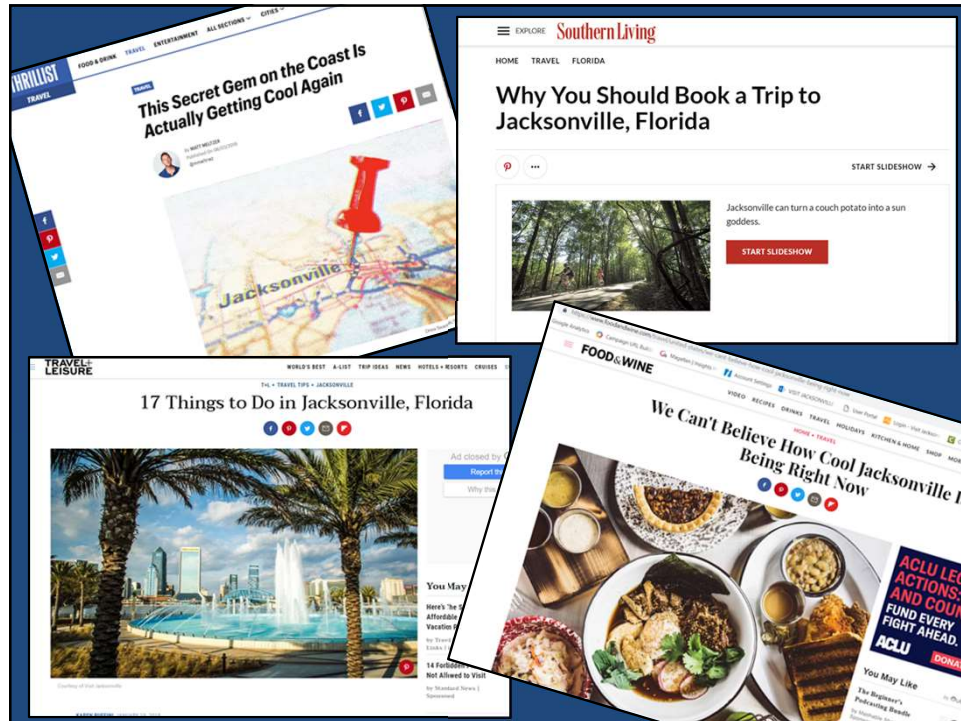
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### PUBLIC RELATIONS RESULTS

- Earned Media Value: \$1,015,489
- Number of Stories: 393
- Total Media Reach: 300,232,319
- Host Media/Influencer Trips: 37, Has Already Resulted in 100 Stories/Blogs

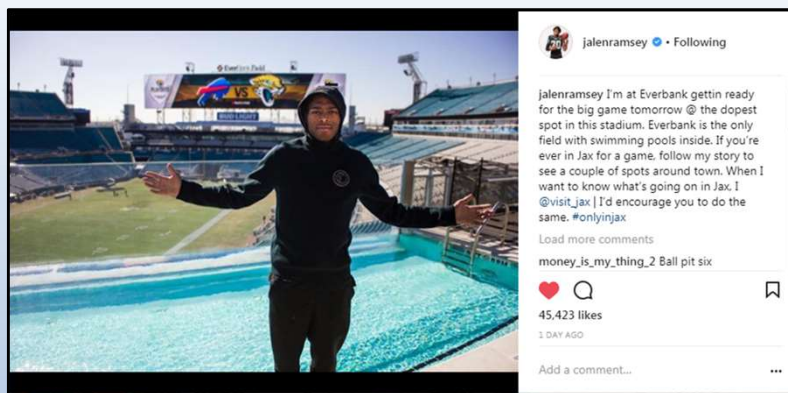


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## INFLUENCERS RESULTS



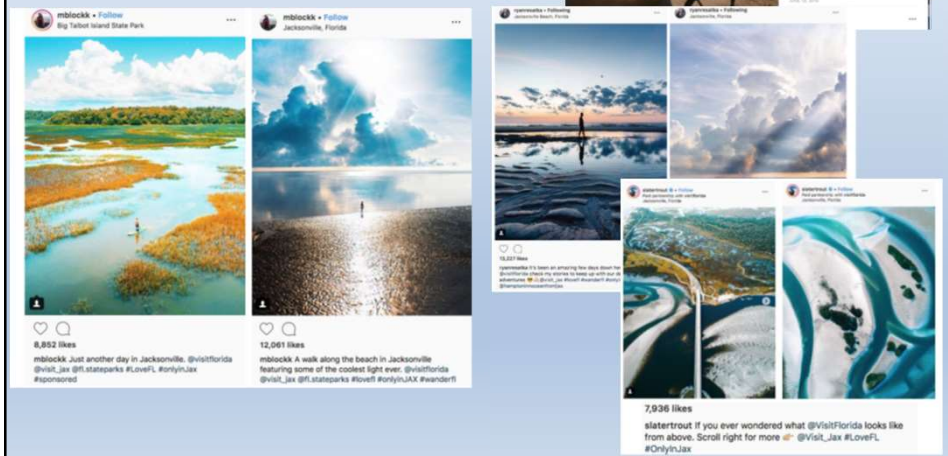
- 11,849 Website Views
- 3,000 New Website Users on Day of Post (Jan. 6)
- 275 Website Referrals from Social
- 1,460 New Social Followers (94% on Instagram)
- 265,865 Social Impressions (23% on Instagram)
- 1,886 Social Engagements (76% on Instagram)

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## INFLUENCERS RESULTS

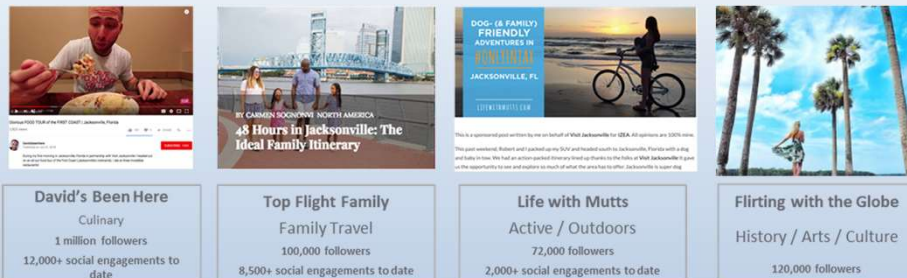
### VISIT FLORIDA INFLUENCER FAM

- Total Posts: 65 (11 Posts + 54 Stories)
- Total Impressions: 2,602,275
- Total Engagements: 87,816



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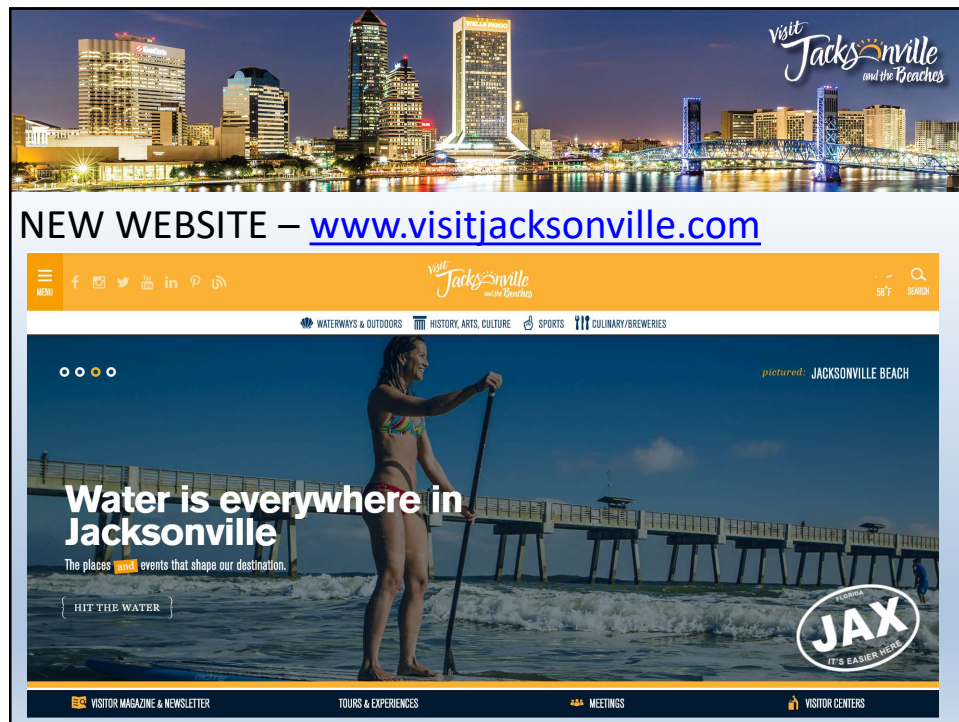
## INFLUENCERS RESULTS



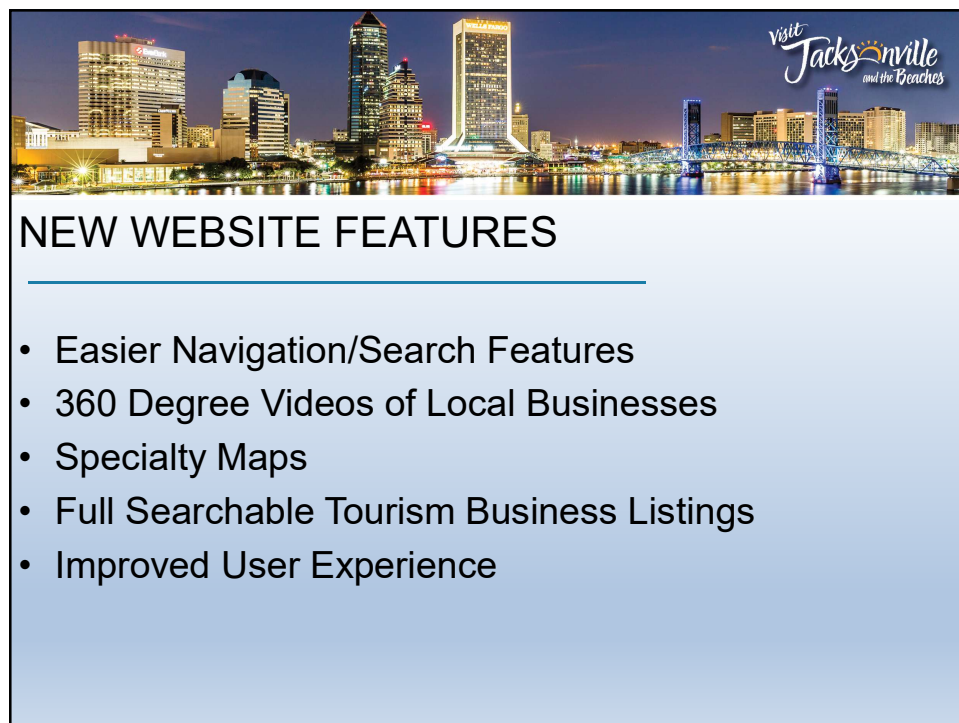
- 129 Pieces of Sponsored Content/Social Posts (Goal 40)
- 3,705,416 Reach – Overdelivered by 872.42%
- 178,151 Social Interactions (Views, Likes, Comments)

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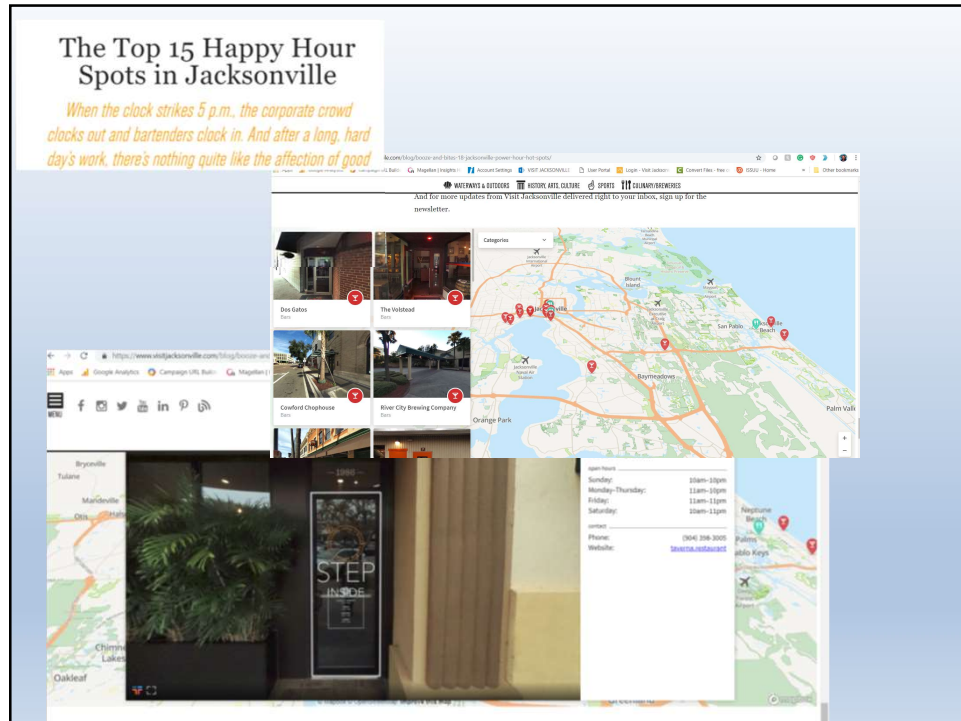




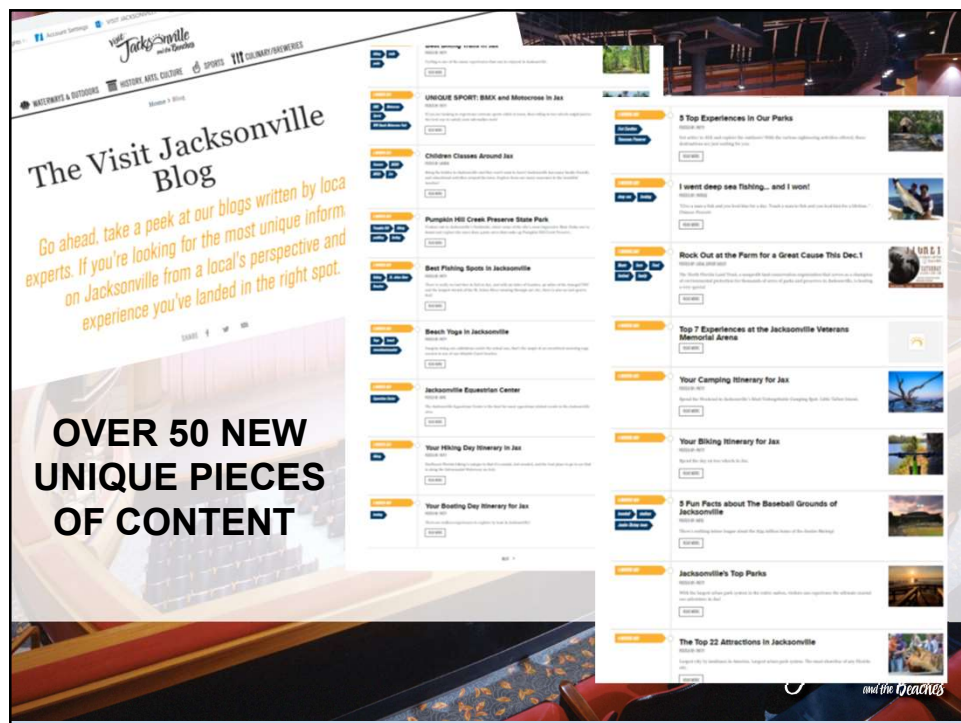
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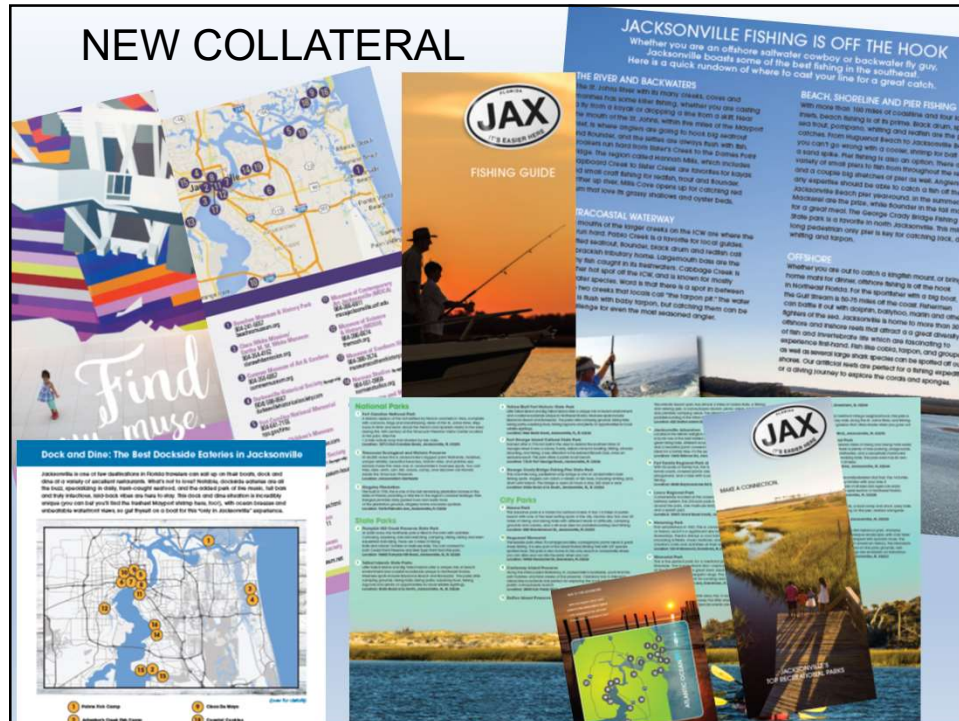
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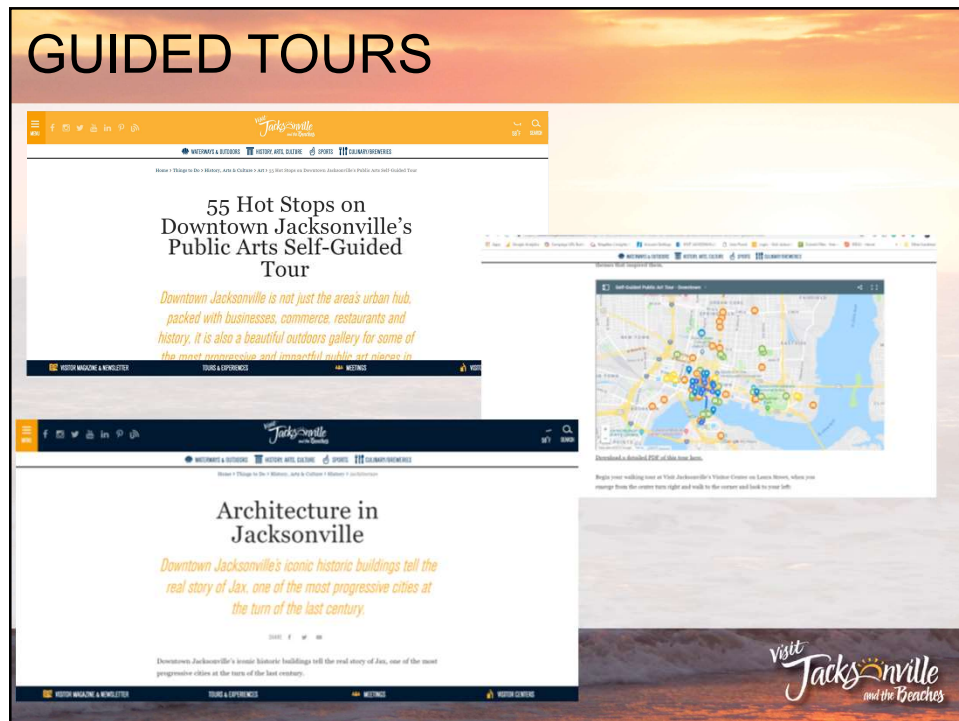
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FY 2017/18 FINANCIAL SUMMARY Budget Compared to Actual				
DESCRIPTION	REVISED BUDGET YTD	ACTUAL YTD	OVER/UNDER BUDGET	% VARIANCE
Overhead Costs - Visit Jacksonville Administration- Subtotal	337,752	307,701	(30,051)	-9%
Overhead/Salaries Costs VJ Marketing & Dalton Agency:				
Salaries/Wages/Benefits- VJ Staff	307,000	302,254	(4,746)	-2%
Marketing Services - Dalton Agency expenses for Media Buying, Creative Retainer and Public Relations	174,000	174,000	-	0%
Postage/Shipping	3,000	2,343	(657)	-22%
Supplies	3,000	2,420	(580)	-19%
Subtotal	487,000	481,017	(5,983)	-1%
Advertising - Name Branding:				
Digital	818,667	849,814	31,147	4%
Cable	179,965	179,962	(3)	0%
Outdoor	66,030	66,348	318	0%
Radio	72,500	72,500	0	0%
Print	56,685	62,176	5,491	10%
Local Sports Teams Promotion Out of Market (not Jaguars)	51,000	50,349	(651)	-1%
Direct Flight Markets	29,295	29,295	-	0%
Contingency	858	-	(858)	-100%
Subtotal	1,275,000	1,310,445	35,445	3%
Other Contractual Expenses:				
Website Services & New Website	85,000	84,089	(911)	-1%
Social Media sites - Online Galleries, Social Media Monitoring, Photo Collection and Management for Media	34,500	34,676	176	1%
Visitor Magazine	30,000	33,000	3,000	10%
Media Relations - Media Site Visits, Media FAMs, Media Promotions	30,000	26,628	(3,372)	-11%
Map Creation and Printing	15,000	16,500	1,500	10%
Printing Costs of Topic Specific Brochures	55,000	53,472	(1,528)	-3%
Costs for New Videos/Photography/Audio Tours/Podcasts	70,000	75,274	5,274	8%
Promotional Contests, Promotional Items, Outreach Events	26,248	28,303	2,055	8%
Subtotal	345,748	351,942	6,194	2%
Marketing & Communication Travel:				
Travel - Marketing Conferences	6,000	5,775	(225)	-4%
Travel - Communications, Media Missions, Media Tradeshows	18,000	12,274	(5,726)	-32%
Subtotal	24,000	18,050	(5,950)	-25%
Total Marketing	3,460,500	3,469,855	9,355	0%

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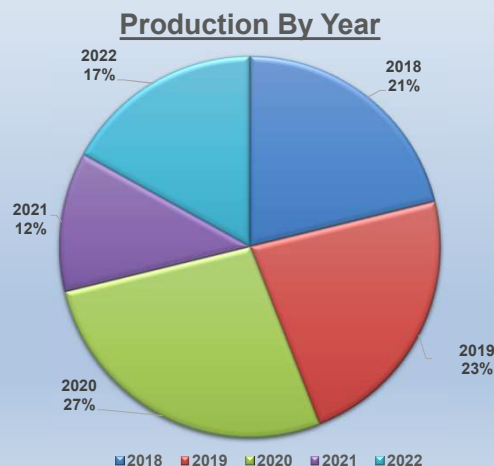


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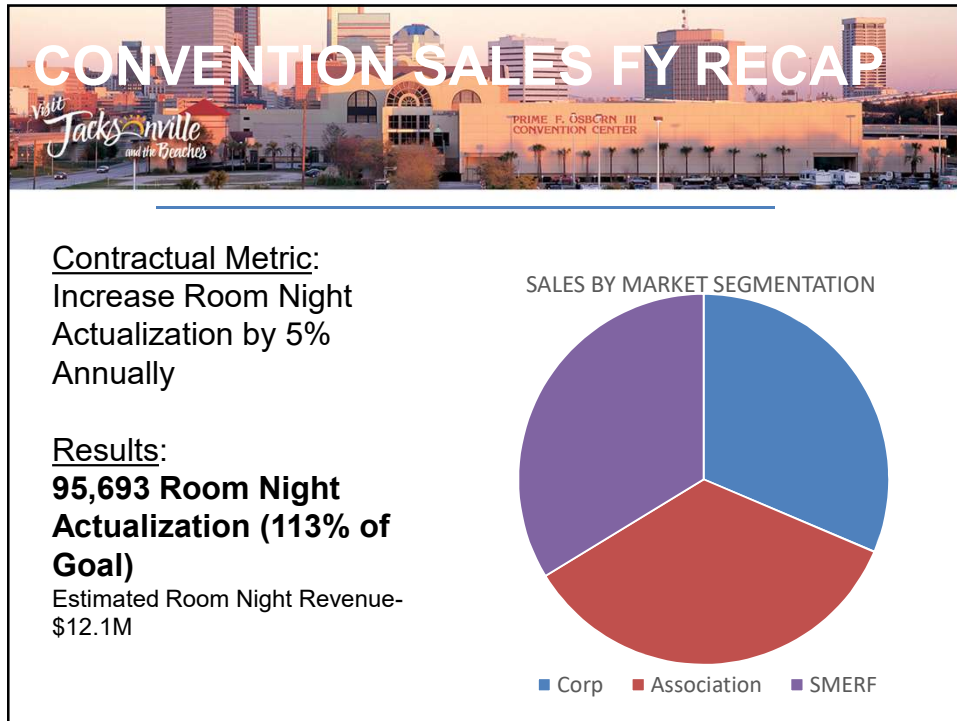
## CONVENTION SALES FY RECAP

Contractual Metric:  
85,000 Room Nights in  
Production

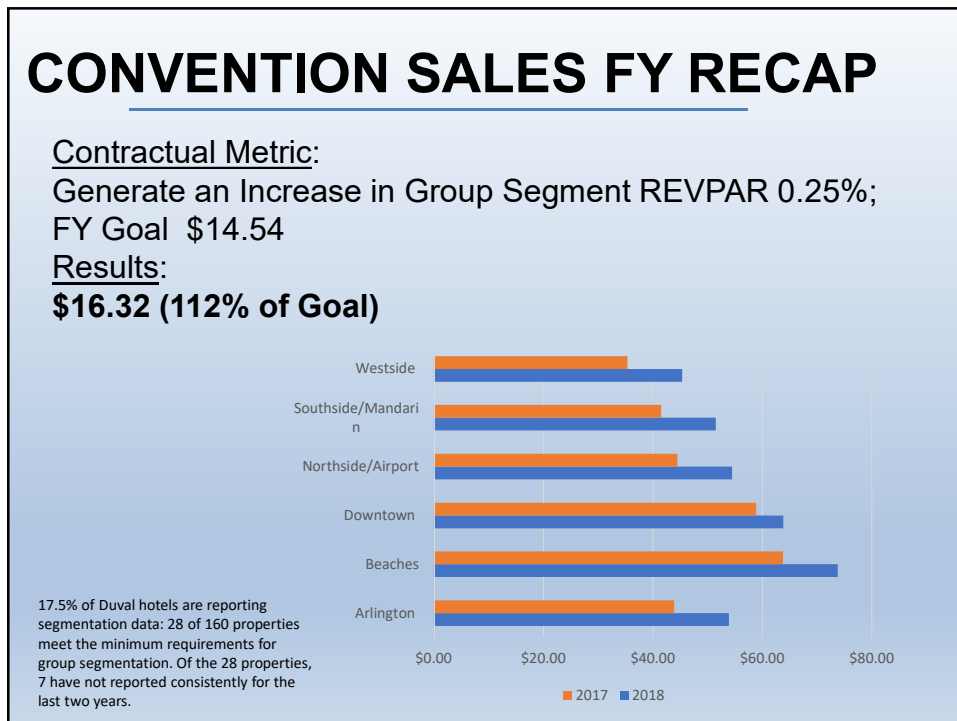
Results:  
**91,394 Room Nights**  
**(108% of Goal)**



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## CONVENTION SALES FY RECAP

### Contractual

Metric: Minimum  
Booking Base of  
50% New  
Business

- **139 new bookings**
- **34 repeat bookings**

New business booked includes:

- **Antarctic Explorer National Reunion** – 330 Room Nights
- **National Assoc of Women Business Owners** – 1,057 Room Nights
- **Via Exito** – 4,055 Room Nights
- **Combat Veterans Association** (Bring It Home Jax) – 5,000 Room Nights with 3 hotels (Hyatt, Hampton Inn, & Lexington)

**Result: 76%  
New Business**

Visit  
**Jacksnville**  
and the Beaches

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## CONVENTION SERVICES FY RECAP

- Serviced **52,781 room nights** in service definites in addition to sales room nights. Equaling a minimum of \$6.6 Million in Room Revenue
- **\$13.5 Million in Full Direct Economic Impact**
  - \$125 for Lodging (Average Based on Contracts)
  - \$55 for Food & Beverage
  - \$50 for Retail/Recreation/Entertainment
  - \$25 for Transportation

\*Rates used more conservative than the Longwoods 2017 figure of \$393/room night as follows: \$140 Lodging, \$99 Food & Beverage, \$59 Retail, \$45 Recreation, \$50 Transportation.

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## CONVENTION SERVICES FY RECAP

- **Worked with 242 Groups & 94,975 attendees**
  - 3,957 touches to committee members, businesses, and hoteliers
  - Provided 143 groups with collateral
  - 26 welcome tables
  - 46 personalized microsites
  - 41 planning site visits
  - 1,040 business referrals
    - Economic Impact estimated between \$5 and \$6 million
- Average meeting planner survey score of **4.8/5.0**
- Met with **52 Jacksonville businesses** to learn about the services they can provide to groups
- Managed **2 Familiarization Trips** and **4 Client Events**



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**CONTRACTUAL DELIVERABLE:**  
Promotion & Marketing of the City as a Convention and Marketing Destination to Business Event Strategists, Trade & Professional Associations, Industry Groups, Etc.

**CONVENTION SALES & SERVICES TEAM**

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## 2018 FAMILIARIZATION TRIP RECAP

- Hosted 11 meeting planners
- Generated 8 leads and over 8,000 room nights
- Toured the convention center & 6 Hotels
- Dined at 3 "Only in JAX" Restaurants
- Showcased 3 "Only in JAX Businesses"
- Attended 1 signature special event
- Provided a city tour, highlighting surrounding neighborhoods



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## CONTRACTUAL DELIVERABLE: HOST A MARKET SPECIFIC FAM TARGETING 3<sup>RD</sup> PARTY PLANNERS

- One day FAM with HelmsBriscoe
  - Hosted 11 HelmsBriscoe Directors & Associates
  - Toured 5 Hotel Properties

HelmsBriscoe Production :

Jacksonville Area	Q1-Q3 2017	Q1-Q3 2018	YOY
Booked Revenue	\$1,368,830	\$2,124,590	+55%
Booked Room Nights	10,086	16,323	+62%



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## CONTRACTUAL DELIVERABLE: HOST CLIENT EVENTS IN MAJOR TARGET MARKETS WITH COORDINATED SALES MISSIONS:

**Chicago:** 57 Meeting Planners  
**Tallahassee:** 18 Meeting Planners  
**Washington DC:** 18 Meeting Planners



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**1. Meet in JAX:** Meet in JAX is a leading provider of meeting and technology.

**2. African-American Heritage Tour:** From the first settlement in Jacksonville to the 19th century, people of African descent have had a significant role in the making of Jacksonville. This tour highlights the region's African-American Heritage and includes up to the most significant sites for a weekend. It's a unique look at Jacksonville's past. The city has a rich history of diversity, come explore and learn.

**3. Retail Therapy Tour:** Instead of a retail therapy, Jacksonville offers shopping districts and centers for day trips. And through the San Marco, Jacksonville district of the historic downtown, you'll find a variety of shops. Discover vintage boutiques in the historic Riverfront and downtown areas. Shop a mid-day meal at one of the many food trucks and restaurants. Or, for the later in the day, stop by the outdoor shopping areas like the St. Johns Town Center or the Avenue Mall.

**4. City Attractions Tour:** Ranked as one of the nation's most vibrant holiday destinations, Jacksonville is home to 22 miles of walking beaches, unforgettable water adventures, world-class public art, world-class history, and top attractions and the best dining scene in the region. Book this tour to immerse yourself in the great outdoors Jacksonville has to offer.

**5. The Jacksonville Arts Tour:** Jacksonville's history, arts and cultural community shines bright with standout museums, theaters, galleries, and performing arts venues. Experience a unique blend of historic, live music, art events, and culture. Art and history come alive wherever you go. In Jacksonville, you can experience it all. Book this tour to immerse yourself in the great outdoors Jacksonville has to offer.

**VISIT JACKSONVILLE WANTS YOU TO BRING YOUR GROUP TOUR TO OUR CITY!**

For complimentary assistance with itinerary planning, booking hotels, attractions,

**MEET IN JAX**

provides a wealth of complimentary services for medical meeting planners and conferences in Jacksonville including:

- Hotels, meeting space, & venues
- Site visit coordination
- Aviation builds & pre-promotion
- Aviation marketing resources
- Hotels for business services
- Spacious networks
- Site group welcome tables
- Registration materials
- Media assistance
- City service project coordination

For detailed information and to submit a proposal, please contact us at **800-733-2668** or [meetinjax.com](http://meetinjax.com).

## CONTRACTUAL DELIVERABLE: UPDATE COLLATERAL AND BROCHURES FOR GROUP TOUR & MEDICAL MEETINGS

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## TOTAL SALES & SERVICES IMPACT FOR FY 17-18

**Convention Sales Impact:**

- Visit Jacksonville Hosted Site Visits : 78
- Organic Leads Sent by Visit Jacksonville: 584
- Potential Estimated Economic Impact from Organic Leads: \$31,326,333
- Total Estimated Revenue from FY 17-18 BOOKED Room Night Production = \$12,429,584 (91,394 x \$136 ADR)
- Total Estimated Revenue from FY 17-18 ACTUALIZED Room Night Production = \$12,187,301 (95,963 x \$127 ADR)

**Convention Services Economic Impact**

- Service Defines - \$6.6 Million in Room Revenue/\$13.5 Million in Direct Economic Impact
- Business Referrals – 1,040 Referrals valued at \$5 Million in Direct Economic Impact

Total Estimated Combined Sales & Services Room Night Impact for FY 17-18 = **\$18.7 Million**  
 Total Combined Sales & Services Economic Impact for FY 17-18 = **\$38 Million**

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### FY 2017/18 FINANCIAL SUMMARY Budget Compared to Actual



DESCRIPTION	REVISED BUDGET YTD	ACTUAL YTD	OVER/(UNDER) BUDGET	% VARIANCE
<b>Overhead Costs - Visit Jacksonville Administration:</b>	<b>481,628</b>	<b>461,551</b>	<b>(20,077)</b>	<b>-4%</b>
<b>Overhead Costs- Visit Jacksonville Convention Sales &amp; Services Team:</b>	<b>863,314</b>	<b>870,851</b>	<b>7,537</b>	<b>1%</b>
<b>Promotion to Tourist Groups:</b>				
CONVENTION/GROUP ADS - PRINT & DIGITAL	156,601	167,319	10,718	7%
CONVENTION/GROUP ADS - SOCIAL MEDIA/SEM	10,000	6,375	(3,625)	-36%
CONVENTION/GROUP TOUR INDUSTRY GUIDES	5,000	4,230	(770)	-15%
AD/PR AGENCY FEES - CONVENTION	36,000	36,000	-	0%
CONVENTION CONTENT DEVELOPMENT/EMAIL, WEBSITE & EMAIL SERVICE	17,106	15,960	(1,146)	-7%
COLLATERAL & PROMOTIONS - CONVENTION	25,000	20,180	(4,820)	-19%
<b>Convention Market Targeting (IDSS &amp; EMPOWERMINT):</b>	<b>24,500</b>	<b>24,900</b>	<b>400</b>	<b>2%</b>
<b>Convention Sales Activity:</b>				
TRAVEL, MEALS & ENTERTAINMENT	45,750	49,394	3,644	8%
INDUSTRY ASSOCIATION DUES	16,500	12,722	(3,778)	-23%
FAM TRIPS	36,500	34,769	(1,731)	-5%
CLIENT DEVELOPMENT/PROSPECTING	7,500	7,369	(131)	-2%
SITE VISITS, SALES MISSIONS & CLIENT EVENTS - CONVENTIONS	66,000	52,920	(13,080)	-20%
TRADESHOW BOOTH SHIPPING & REGISTRATION FEES	105,000	112,674	7,674	7%
SPONSORSHIPS/PROMOTIONS	80,000	80,399	399	0%
<b>Coordination with City Convention Center Manager:</b>	<b>19,000</b>	<b>7,927</b>	<b>(11,073)</b>	<b>-58%</b>
<b>Convention Services Activity:</b>				
TRAVEL, MEALS & ENTERTAINMENT - LOCAL & OOC	2,900	2,745	(155)	-5%
CONVENTION SERVICES AMENITIES/PROMO ITEMS & CONCESSIONS	90,471	90,173	(298)	-0.3%
CONVENTION SERVICES - SITE INSPECTIONS	3,000	1,225	(1,775)	-59%
<b>TOTAL CONVENTION SALES &amp; SERVICES</b>	<b>2,091,770</b>	<b>2,059,684</b>	<b>(32,086)</b>	<b>-2%</b>

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#### CONTRACT DELIVERABLE:

An Annual 5% Increase in the Total Visitor's to Each Individual Center

- **103%** of Annual Goal for Total Visitors

	GOAL	ACTUAL
Airport	157,299	172,790
Beaches	15,000	2,262
Downtown	27,195	23,854
Visit Florida	108,968	117,275
<b>TOTAL ALL:</b>	<b>308,462</b>	<b>316,181</b>

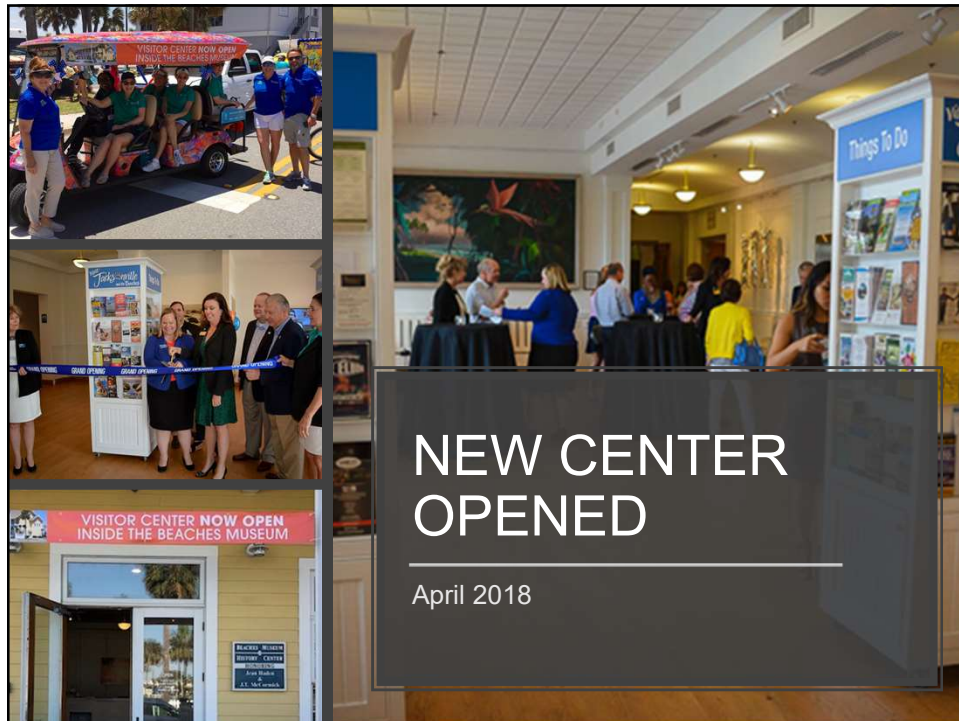
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#### OTHER METRICS RESULTS:

- 26,318 Visitor Magazines Distributed
- 781,051 Referrals to Tourism Businesses from Visitor Center Employees
- 249 Total Listings Added/Removed from Database(net)



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## ANNUAL TRAINING

- Neighborhoods Visited: San Marco, 5 Points & Riverside, Southside, Arlington, Beaches, St. Johns Town Center
- Visited/Toured 25 Different Businesses
- 12 Staff Members Trained in Two Annual Trainings
- All Training Included Customer Service Skills Training, Report Training and New Business Awareness

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# TRIP PROGRAM

Year to Date we have had 26  
Businesses Actively Participating

Includes:

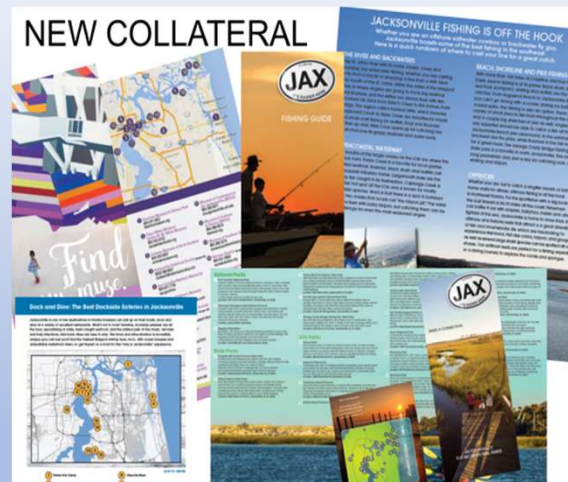
RV parks, Hotels, Hospitals,  
Downtown Ambassadors,  
Attractions, Parks, Retail Souvenir  
Stores, and Restaurants



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## ASSEMBLY OF INFORMATION

- New Overall Destination Map
- Top Nationals, State and City Parks – Including Map
- Fishing – Types and Guides
- Museums – Including Map
- Top Restaurants to Dock Your Boat and Eat – Including Map



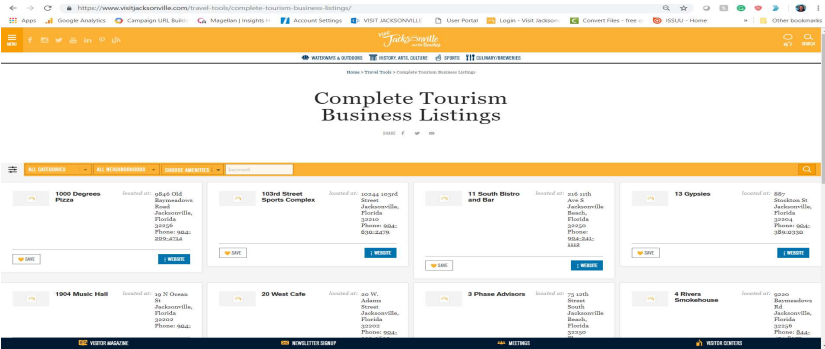
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## COMPREHENSIVE LISTINGS:


<https://www.visitjacksonville.com/travel-tools/complete-tourism-business-listings/>



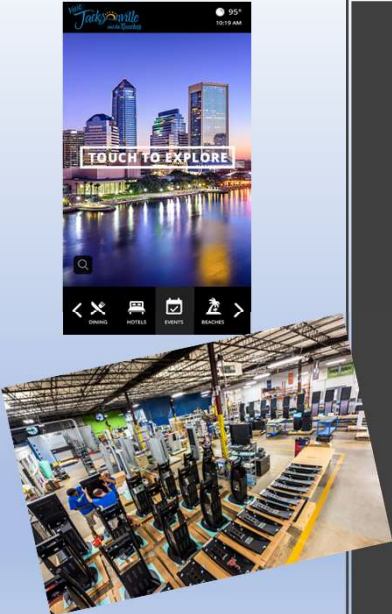
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## 360 VIRTUAL REALITY EXPERIENCE

- Videos are complete, see them today!
- Installation planned for February



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## KIOSKS

Currently, Project is Making its Way Through Design Process.

- Met Onsite with Beaches Mayors
- Met with Zoo
- Began the Software Design/ Training Process.
- Production of Kiosks Underway

Expected Ship Date: End of January, First Week of February.

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FY 2017/18 FINANCIAL SUMMARY Budget Compared to Actual				
JANUARY 2018 YTD (FOUR MONTHS)				
DESCRIPTION	REVISED BUDGET YTD	ACTUAL YTD	OVER/(UNDER) BUDGET	% VARIANCE
SALARIES & WAGES AIRPORT	4,147	3,722	(424)	-10%
SALARIES & WAGES ASK	3,915	3,406	(509)	-13%
SALARIES & WAGES GREEN	33,621	33,219	(403)	-1%
SALARIES & WAGES LAND	8,320	7,371	(949)	-11%
SPONSORSHIP/PROMOTIONS	6,667	5,000	(1,667)	-25%
LANDING VC OPERATING EXPENSES	1,967	1,220	(747)	-38%
AIRPORT OPERATING EXPENSES	1,211	944	(267)	-22%
GREENLEAF VC OPERATING EXPENSES	3,487	3,478	(8)	0%
PUBLICATION DISTRIBUTION	1,667	1,640	(27)	-2%
DATABASE	6,667	5,200	(1,467)	-22%
DATABASE/RESEARCH STAFFING	25,000	24,985	(15)	0%
ADMIN-RENT	8,333	8,333	(0)	0%
<b>Total Tourist Bureau</b>	<b>105,000</b>	<b>98,518</b>	<b>(6,482)</b>	<b>-6%</b>
SEPTEMBER 2018 YTD (EIGHT MONTHS)				
FACILITY RENT- ADMIN OVERHEAD	16,667	16,667	(0)	0%
RESEARCH SALARIES/WAGES/BENEFITS	50,000	49,231	(769)	-2%
VISITOR CENTER SALARIES/WAGES/BENEFITS	162,945	165,190	2,246	1%
POSTAGE/OTHER OPERATING EXPENSES	9,333	9,195	(139)	-1%
BROCHURE DISTRIBUTION & VISITOR MAGAZINE STORAGE	3,333	3,190	(144)	-4%
VISIT FLORIDA WELCOME CENTER BROCHURE COSTS	2,000	1,782	(218)	-11%
TRAVEL/MEALS/REGISTRATION FEES - OOC	1,333	1,379	45	3%
TRAVEL/MEALS - LOCAL - VISITOR CENTER TRAINING	3,333	3,802	469	14%
SUPPLIES	2,667	20	(2,647)	-99%
DATABASE SYSTEM	13,333	15,600	2,267	17%

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