



1



2





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.



3



CONTRACT DELIVERABLES

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)

4



Visit Jacksonville and the Beaches

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

5



Visit Jacksonville and the Beaches

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.**

6



ADVERTISING IMPRESSIONS

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

7



CLICKS / ENGAGEMENTS

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

8



EMAIL OPENS

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

9



VIDEO VIEWS

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

10



11



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.

12

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

13

SEAS THE DAY.

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 call it, offers an endless vacation. One that's filled with exciting outdoor adventures and thrilling sporting events but it's always, more important than ever.

Here, 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, windsurfing, surfing, jet skiing or even just relaxing on the sand. Explore our extensive park system by boat or by water with trails made for running, fishing and hiking, and waterway trails for exploring on kayak, boat or canoe.

This kind of ability is bound to leave you hungry and thirsty, so grab into a local brewery for a sip of a local brew or grab up a meal of 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 50 Value Places in the World for 2018 and one of the 15 Best Budget Travel Vacations by the Beaches by TripAdvisor.

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

SAVE ANOTHER

14



15



16

SPORTS ADVERTISING

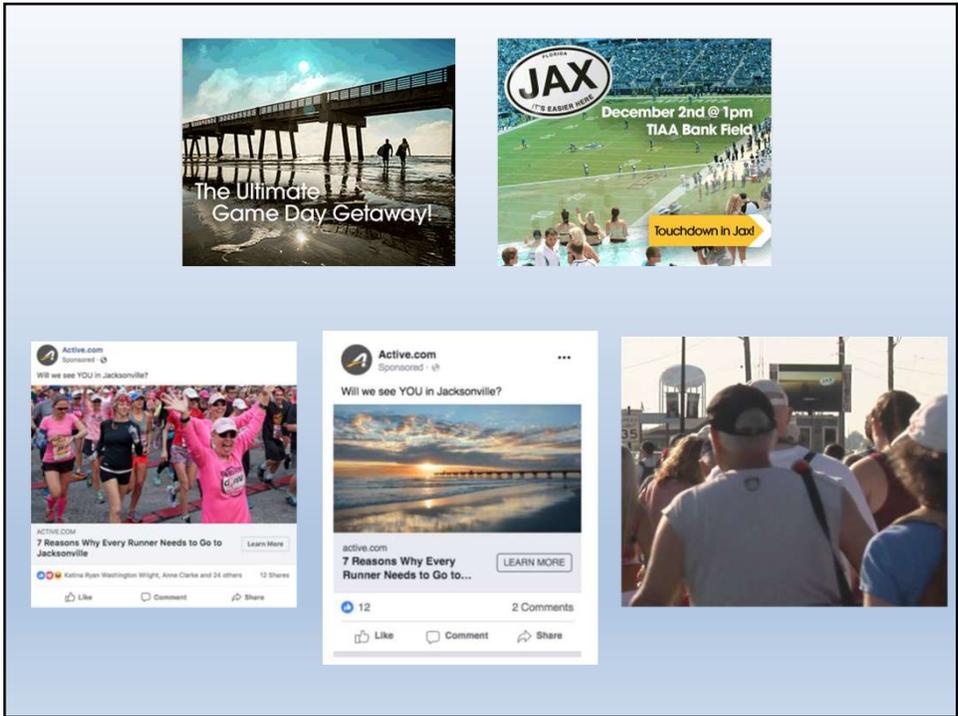
Example Tactics:
Advertising in London for the Jaguars Game
Advertising in Cincinnati & Indianapolis to Encourage those fans to visit
Partnered with Florida's First Coast of Golf for Season Long Jaguars Promotions
Advertised in New York & Chicago Market During the Jaguars Playoff Game
Developed an Advertising 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



17



18

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



19



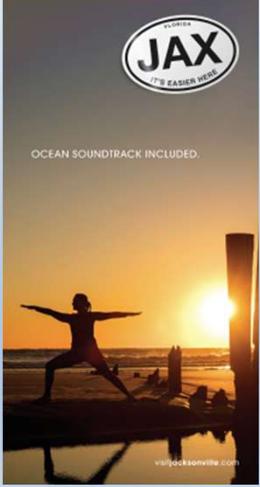
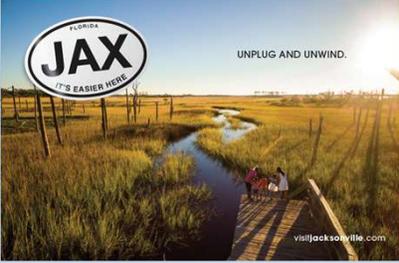
20



IN-FLIGHT ADVERTISING

Magazines:

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



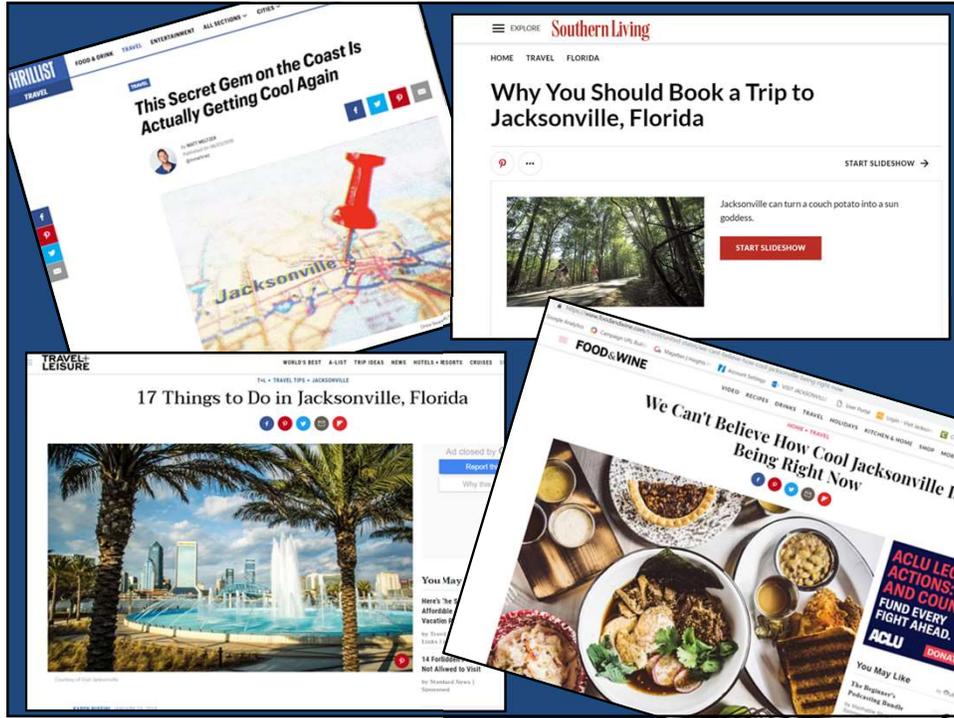
21

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



22



23

INFLUENCERS RESULTS



jalenramsey • Following

jalenramsey I'm at Everbank gettin ready for the big game tomorrow @ the dopest spot in this stadium. Everbank is the only field with swimming pools inside. If you're ever in Jax for a game, follow my story to see a couple of spots around town. When I want to know what's going on in Jax, I @visit_jax | I'd encourage you to do the same. #onlyinjax

Load more comments

money_is_my_thing_2 Ball pit six

45,423 likes

1 DAY AGO

Add a comment...

- 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)

24

INFLUENCERS RESULTS

VISIT FLORIDA INFLUENCER FAM

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

25

INFLUENCERS RESULTS

David's Been Here
Culinary
1 million followers
12,000+ social engagements to date

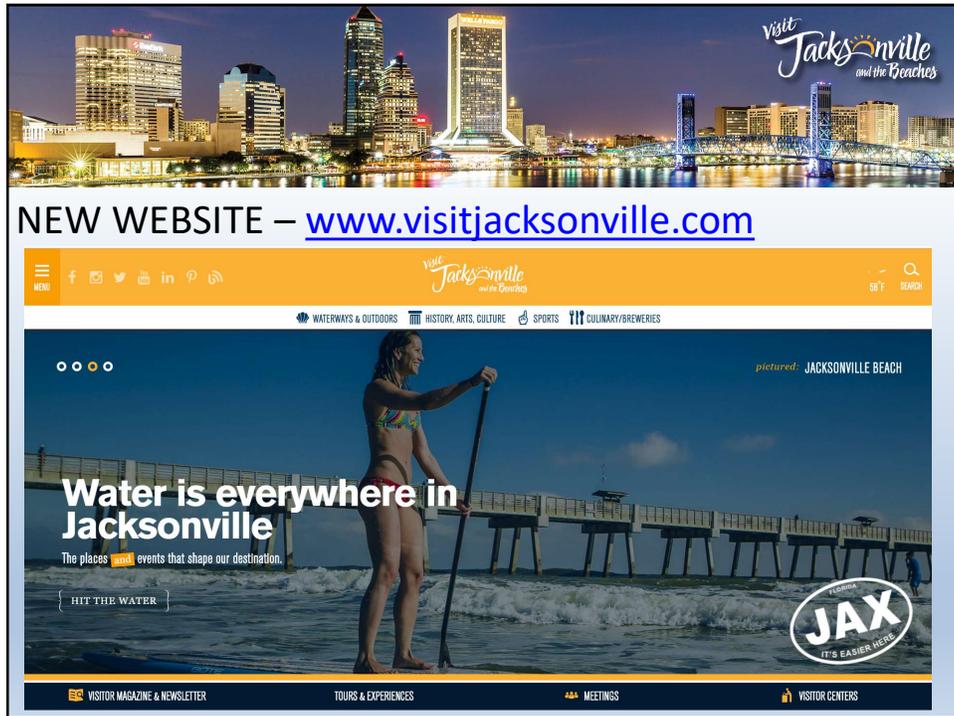
Top Flight Family
Family Travel
100,000 followers
8,500+ social engagements to date

Life with Mutts
Active / Outdoors
72,000 followers
2,000+ social engagements to date

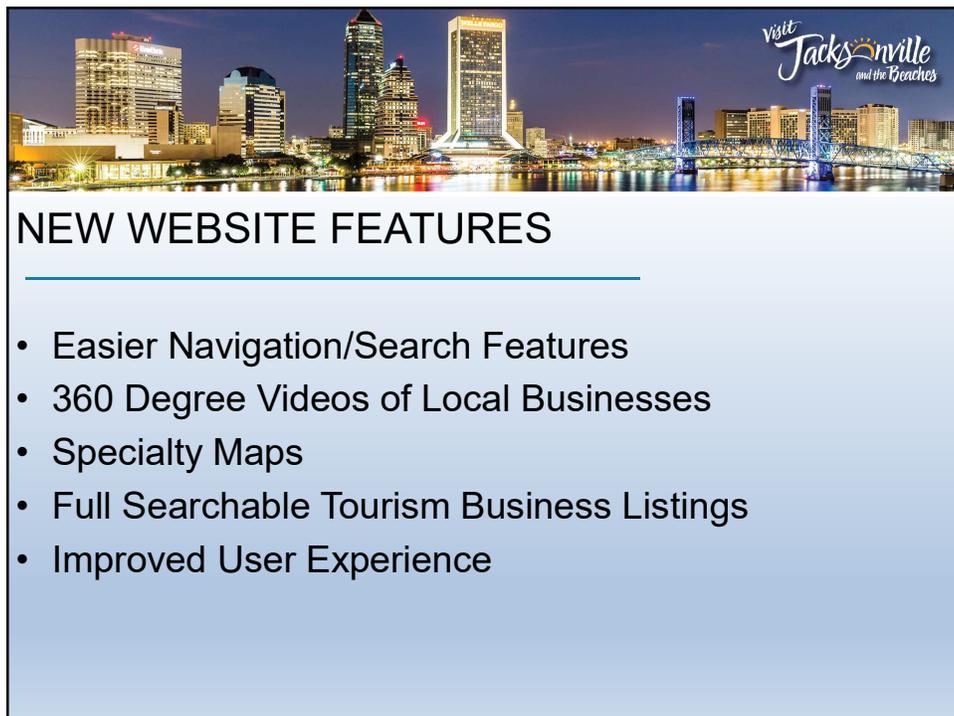
Flirting with the Globe
History / Arts / Culture
120,000 followers

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

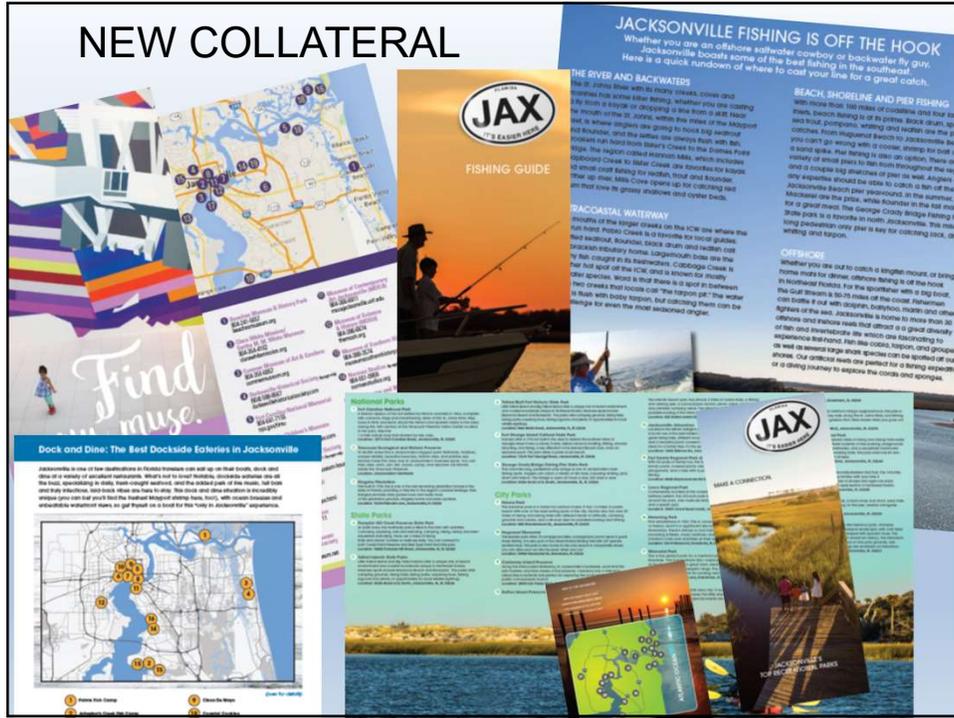
26



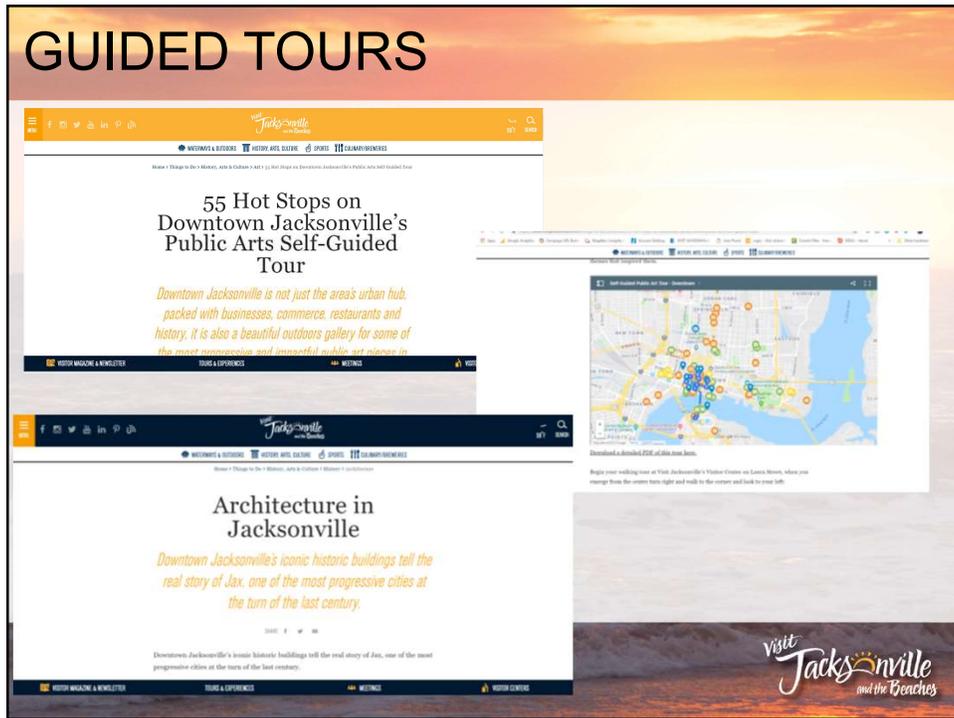
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28



31



32

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%
(i)(ii)(iii)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%
(iv)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:				
(v)Website Services & New Website	85,000	84,089	(911)	-1%
(vi)Social Media sites - Online Galleries, Social Media Monitoring, Photo Collection and Management for Media	34,500	34,676	176	1%
(vii)Visitor Magazine	30,000	33,000	3,000	10%
(viii)Media Relations - Media Site Visits, Media FAMs, Media Promotions	30,000	26,628	(3,372)	-11%
(ix)Map Creation and Printing	15,000	16,500	1,500	10%
(x)Printing Costs of Topic Specific Brochures	55,000	53,472	(1,528)	-3%
(xi)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	3,469,500	3,469,455	(45)	0%

33



34

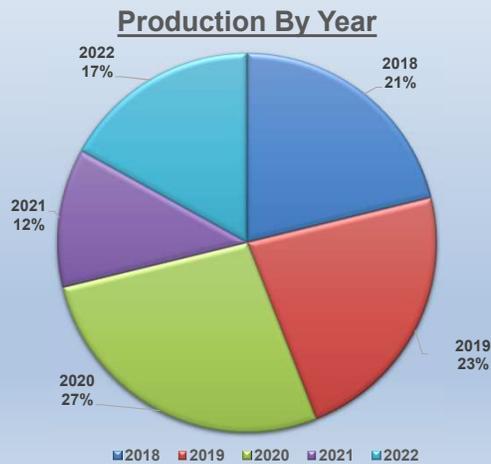


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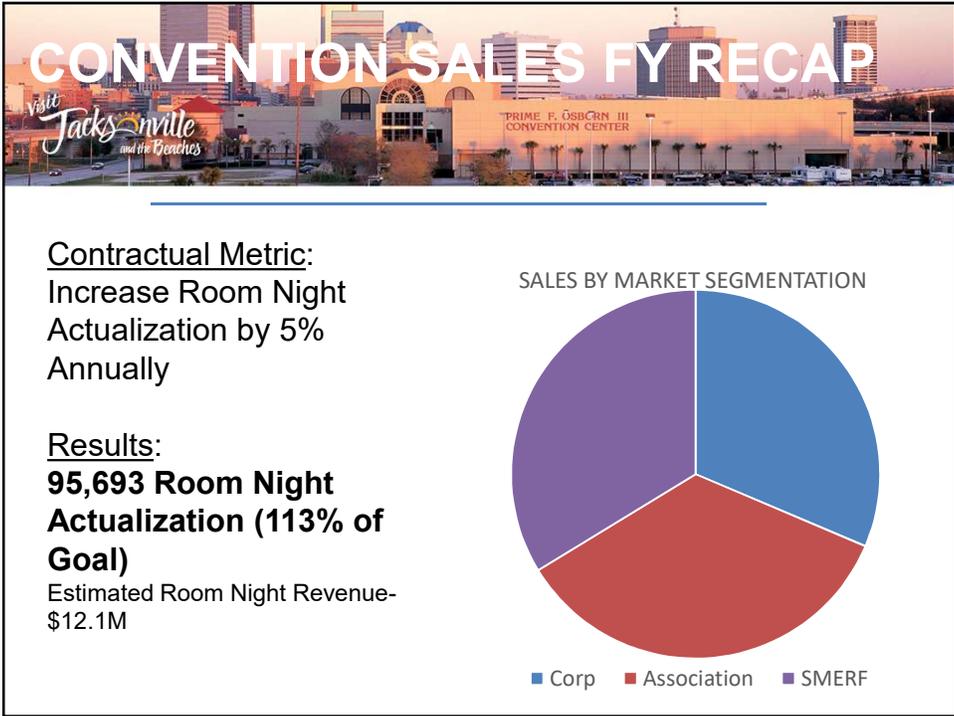
CONVENTION SALES FY RECAP

Contractual Metric:
85,000 Room Nights in Production

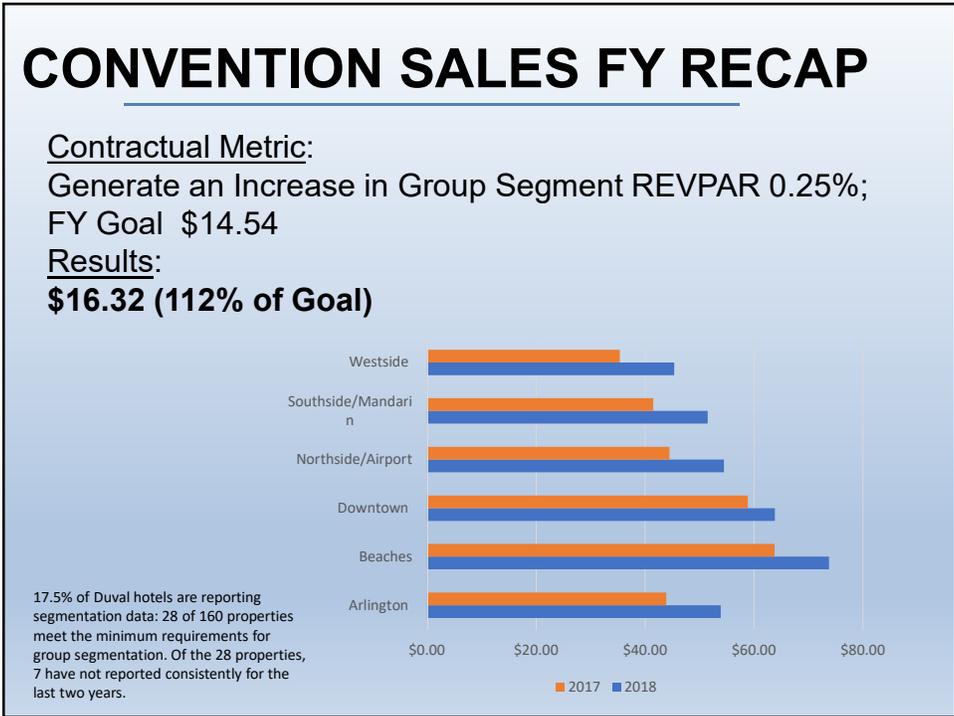
Results:
91,394 Room Nights
(108% of Goal)



36



37



38



CONVENTION SALES FY RECAP

Contractual
Metric: Minimum
Booking Base of
50% New
Business

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

Result: 76%
New Business

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)



39



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.

40

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**



41



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

42



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




43



CONTRACTUAL DELIVERABLE: HOST A MARKET SPECIFIC FAM TARGETING 3RD 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	YDY
Booked Revenue	\$1,368,830	\$2,124,590	+55%
Booked Room Nights	10,086	16,323	+62%



44

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



45

2. African-American Heritage Tours: From the first settlement in Jacksonville in the 1700s, people of African descent have had a significant role in the making of Jacksonville. Take the region's African-American Heritage Tours to find out the most significant sites for a wonderful and enlightening look at Jacksonville's past. The city has a rich history of diversity, come explore and learn.

3. Retail Therapy Tour: Instead of a little retail therapy, Jacksonville offers a great day of activities for any taste. Start through the San Marco, Jacksonville district of the historical town, then head to upscale boutiques. Discover vintage treasures in the eclectic Five Points and Southside areas. Grab a midday meal at one of our favorite honoree restaurants and finish off one of many food tours available. Or, for the more formal, have lunch at the outdoor shopping mecca, the R. John Town Center, or The Avenue Mall.

4. City Atlanta Tour: Ranked as one of the nation's most vibrant, healthy, and beautiful destinations, Jacksonville is home to 22 miles of walking beaches, outstanding water adventures, world-class public art, award-winning history, and top attractions and the best dining scene in the region. Book this tour to immerse yourself in this great destination like no other.

5. The Jacksonville Arts Tour: Jacksonville's history, arts and cultural community shines brightly with world-class museums, exciting exhibits, and performing arts. Experience a unique blend of history, the music, art events, and art scene. Art and history are everywhere, whether you're in the city and you can experience it in our historic neighborhoods. It's a great way through our active Art in A-land, Special Program, or at one of our featured specialty and retail tour companies.

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

MEET IN JAX

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

- hotels, meeting space, & venues
- site visit coordination
- venue builds & pre-promotion
- location marketing resources
- awards for business services
- speaker relations
- site group welcome packets
- registration materials
- medical assistance
- continuity service project coordination

For detailed information and to submit a proposal, please contact us at **800-733-2668** or visit meetinjax.com.

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

46



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 Definites - \$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**

47

FY 2017/18 FINANCIAL SUMMARY Budget Compared to Actual



DESCRIPTION	REVISED BUDGET YTD	ACTUAL YTD	OVER/(UNDER) BUDGET	% VARIANCE
Overhead Costs - Visit Jacksonville Administration:	481,628	461,551	(20,077)	-4%
Overhead Costs- Visit Jacksonville Convention Sales & Services Team:	863,314	870,851	7,537	1%
Promotion to Tourist Groups:				
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%
Convention Market Targeting (IDSS & EMPOWERMINT):	24,500	24,900	400	2%
Convention Sales Activity:				
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%
Coordination with City Convention Center Manager:	19,000	7,927	(11,073)	-58%
Convention Services Activity:				
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%
TOTAL CONVENTION SALES & SERVICES	2,091,770	2,059,684	(32,086)	-2%

48



49



50



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
TOTAL ALL:	308,462	316,181

51

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)



52



53

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

54

TRIP PROGRAM

Year to Date we have had 26
Businesses Actively Participating

Includes:

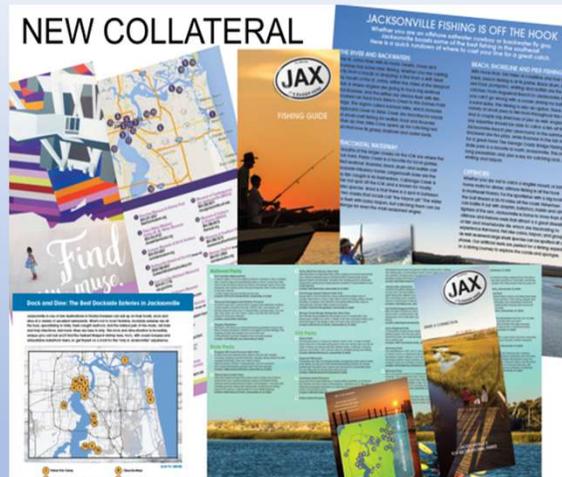
RV parks, Hotels, Hospitals,
Downtown Ambassadors,
Attractions, Parks, Retail Souvenir
Stores, and Restaurants



55

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

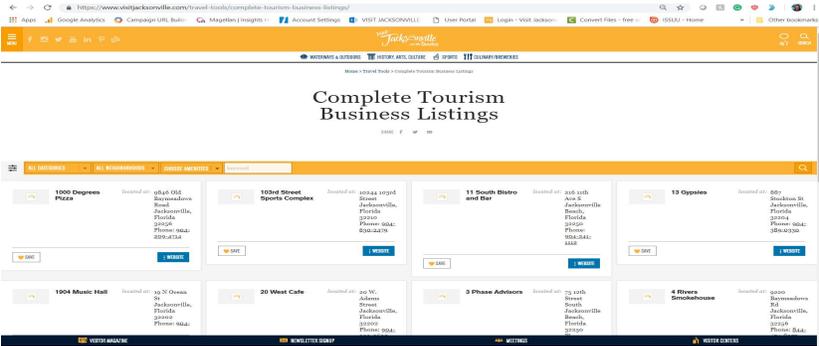


56



COMPREHENSIVE LISTINGS:

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

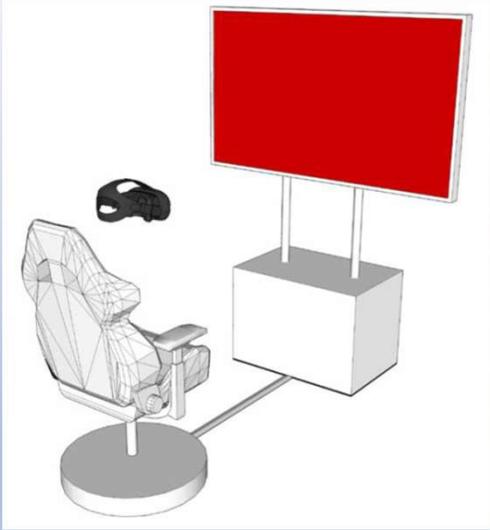


The screenshot shows a web browser displaying the 'Complete Tourism Business Listings' page. The page has a yellow header with the 'Visit Jacksonville' logo and navigation links. Below the header, the title 'Complete Tourism Business Listings' is centered. A search bar is located below the title. The main content area displays a grid of business listings, each with a small icon, the business name, address, phone number, and a 'VIEW' button. The listings include: 1000 Degrees Pizzeria, 103rd Street Sports Complex, 11 South Bistro and Bar, 13 Oppines, 1004 Music Hall, 20 West Cafe, 3 Phase Architects, and 4 Rivers Smokehouse.

57

360 VIRTUAL REALITY EXPERIENCE

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



The image shows a 3D wireframe rendering of a virtual reality station. It includes a VR headset, a chair with armrests, and a large monitor on a stand. The monitor is currently displaying a solid red screen.

58




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.

59

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%
Total Tourist Bureau	105,000	98,518	(6,482)	-6%
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%

60



61