

A woman with long, wavy brown hair, wearing sunglasses and a red dress, is seen from the side, leaning on a white railing. She is looking out over a body of water towards a city skyline. In the background, a large blue bridge is visible, along with several tall buildings under a bright blue sky with scattered white clouds.

CONVENTION SALES AND SERVICE YEAR 2 ANNUAL PLAN

visit
Jacksonville
and the Beaches

EXECUTIVE SUMMARY

2017-2018 has been strong year for our Convention Sales & Service efforts. We launched our new “Meet Yourself in JAX” campaign with a call to action of “Meet In JAX” for meetings and “Tour In JAX” for group tours. Our advertising this year is performing well across our target markets and new Sales & Services collateral has been developed to align with our marketing efforts. We launched a new LinkedIn strategy targeting meeting planners, and recently planned to expand our social media efforts to include Facebook. We are also excited about the future changes scheduled for the meetings and group tour pages of our website.

Our team hosted another successful THE PLAYERS Championship FAM trip and partnered with Florida’s First Coast of Golf on a FAM trip for Chinese travel agents. We are also seeing a solid return on investment from our sales events and tradeshow participation in both lead generation and increasing destination awareness for meeting and group tour planners. In addition, the Group Segment Trend report indicated significant gains in group occupancy and RevPAR for the months of February and April, contributing to the historic Q1 visitation figures for the destination.

2017-2018 Convention Sales Results to Date

FY2017-2018 Sales Goals	Actual YTD as of May 31, 2018	% of Annual Goal
Generate 85,000 Definite RN	59,154	69.59%
Increase annual room night actualization by 5% - 96,193 based on FY2017	72,089 Contracted 66,224 Picked up	74.94% 68.86%
Generate a minimum increase of 0.25% in REVPAR for the Group Segment Trend report - \$15.18 based on September 2017 STR report	October - May 2018 Group REV Par Avg - \$17.17, Group REV Par YTD - \$19.96, Group REV Par Running 12 Months - \$15.55	113.10% 131.48% 102.43%
Increase the awareness of Jacksonville as a destination by 2% per the Destination MAP Report	N/A	TBD. New report received April 2018
Maintain a minimum base of 50% new business for room night production.	71% new business FYTD	142.00%

2018-2019 Proposed Metrics

The City of Jacksonville offers meeting, event and group tour planners a variety of unique and renovated hotels, facilities, attractions, and activities for convention groups featuring Only in JAX experience! The FY2018-2019 Annual plan was developed based on our consideration of industry trends, changes in the marketplace, new developments, potential challenges, and existing meetings, convention, group tour, and event initiatives. The primary and fundamental objective for every strategy and tactic included in this plan is to meet and/or exceed the annual goals established below:

- Increase in new room night production for FY2018-2019 by 5%. *(85,000 for FY2017-2018)*
- Increase annual room night actualization for FY2018-2019 by 5%. *(96,193 for FY2017-2018)*
- Generate a minimum increase of 0.25% in REVPAR for the Group Segment Trend Report in FY2018-2019. *(\$15.18 for FY2017-2018)*
- Increase the awareness of Jacksonville as a destination by 2% per the Destination MAP Report.
- Maintain a minimum base of 50% new business for room night production in FY2018-2019.

Note: Final goal numbers will be determined based on the FY2017-2018 year-end results.

Internal and external research will continue to guide our sales and marketing efforts. Using research as a tool, the Visit Jacksonville Sales & Services team will focus its efforts on the six Convention Sales & Services components to market, promote, and sell the City of Jacksonville as a convention, meeting, and group tour destination. We used the following industry and internal research as a guide for our efforts FY2018-2019:

- American Express Meetings Events Forecast 2017
- MPI: Meetings Outlook 2017 Quarterly Reports
- Visit Jacksonville Convention Services Survey Responses & Client Requests

Strategy: Promotion to Tourist Groups

Visit Jacksonville's Sales & Services Team is solely focused on the promotion and marketing of the City of Jacksonville to meeting planners, event planners, and group tour operators. Our team adheres to industry standards and possesses the destination knowledge to develop strategic marketing tactics, which include:

- Manage an annual advertising campaign for digital and print ads, social media, websites, and e-newsletters
- Generate sales collateral including meeting planner guides, banners, postcards, tradeshow booths, event invitations, and sales presentations
- Create convention services collateral including brochures, planning toolkits, pre/post-event mailers, and services presentations
- Establish annual promotions for meetings and group tour (lead generation business) initiatives

These marketing efforts assist the Visit Jacksonville Sales & Services Team in soliciting and cultivating business from key meeting and group tour markets that have historically booked in Jacksonville, as well as developing new business opportunities. We will continually implement new and innovative marketing initiatives to aid in increasing in leads, bookings, and the awareness of Jacksonville as a destination.

We will plan to implement the following promotion to tourist group tactics in FY2018-2019:

Tactics:

- Distribute and publicize new medical meetings collateral
- Sponsor a Meeting Professionals International (MPI) Healthcare Meeting Compliance Certificate (HMCC) course to increase visibility of Jacksonville to medical meeting planners
- Research opportunities to use virtual reality products for convention marketing efforts
- Enhance meetings and group tour website pages and drive client visitation to these pages

Strategy: Convention Market Targeting

We are currently working with a Convention Sales & Services database of over 4,500 accounts, in all markets. Based on Smith Travel Research, Destination MAP, and our existing iDSS database, we will continue our focus to increase market penetration in the current convention, meeting and group markets:

- Association
- SMERF (Sports, Military, Education, Religious, and Fraternal)
- Corporate
- Government

- Multicultural
- Reunion
- Group Tour

We will continue to leverage destination awareness by maintaining and increasing proactive sales efforts in these cities and regions:

- Atlanta
- Charlotte
- Chicago
- Dallas
- New York City
- Tallahassee
- Washington DC

We will implement the following Convention Sales market targeting tactics in FY2018-2019.

Tactics:

- Initiate proactive efforts to book financial and insurance training meetings and conferences
- Assess current group tour sales efforts with “group tour friendly” hotels and attractions, to determine the level of interest in future group-tour business
- Research and develop lists for “Group Tour Friendly” hotels, restaurants, and attractions
- Establish group tour “seasons” based on local festivals and events
- Implement data-appending project to enhance client database and customize e-newsletter messaging for key target markets

Strategy: Convention Sales Activities

Convention sales is a process which requires time to cultivate and maintain business relationships with meeting planners and group tour operators. We will continue to use the variety of sales activities listed, as part of our “10 touches” process to generate meeting, convention, and group tour business for the City of Jacksonville.

- Prospecting
- Tradeshows
- Sales Missions
- Client Events
- Familiarization Trips (FAM)
- Site Visits
- Email/e-newsletters
- Direct mail

We will plan to implement the following Convention Sales tactics for FY2018 - 2019.

Tactics:

- Initiate outreach to colleges, universities, hospitals and churches for Bring It Home JAX (BIHJ) efforts
- Relaunch a proactive medical meetings effort
- Attend 2 national group tour association tradeshows

- Host bi-annual luncheons to educate local leaders on the BIHJ program and recognize local BIHJ Ambassadors
- Host 4 sales missions in target markets (Chicago, New York, Tallahassee, and Texas)
- Plan 1 local client event in conjunction with the NCAA Men's Basketball Tournament
- Host 1 FAM targeted for the following markets and purposes: THE PLAYERS Championship (to close business)
- Participate in VISIT FLORIDA co-ops for tradeshow and client events

Proposed FY2018-2019 Travel Schedule

Each year the Sales & Services team will analyze return-on-investment and return-on-objectives for the current year's tradeshow, sales missions, client events and FAMs. Based on strategies to align with key market segments, and to support the efforts to generate future meeting, event, and group tour bookings, we propose the following FY2018–2019 Travel Schedule.

Category	Event Start Date	Event End Date	Hosting Organization & Event Name	Location
FAM	March 17, 2019	March 19, 2019	The PLAYERS Championship FAM	Jacksonville, FL
Local Industry Event	Monthly	TBD	MPI North FL Chapter Educational Luncheon	Jacksonville, FL
Regional Industry Event	Quarterly	TBD	Society of Government Meeting Professionals (SGMP)	Gainesville, FL
Regional Industry Event	March 19, 2019	March 21, 2019	Southeast Tourism Society Connections	Daytona Beach, FL
National Industry Event	December 11, 2018	December 12, 2018	Destinations International (DI) Convention Sales & Marketing Summit	Chicago, IL
National Industry Event	January 11, 2019	January 13, 2019	Event Services Professional Association (ESPA)	Charlotte, NC
National Industry Event	July, 2019	TBD	Destinations International (DI) Annual Convention	TBD
Regional Industry Event	September 11, 2019	September 14, 2019	Florida Governor's Conference on Tourism	TBD
Client Event	March 21, 2019	March 24, 2019	NCAA Men's Basketball Tournament	Jacksonville, FL
Sales Mission/Client Event	March 24, 2019	March 27, 2019	Client Event in conjunction with Pharma Forum	New York, NY
Sales Mission/Client Event	TBD	TBD	Sales Mission	Tallahassee, FL
Sales Mission/Client Event	TBD	TBD	Sales Mission	Chicago, IL

Category	Event Start Date	Event End Date	Hosting Organization & Event Name	Location
Sales Mission/Client Event	TBD	TBD	Sales Mission	Houston or Dallas, TX
Tradeshow	October 3, 2018	October 3, 2018	Florida Society of Association Executives (FSAE) Education Expo	Tallahassee, FL
Tradeshow	October 16, 2018	October 18, 2018	IMEX America	Las Vegas, NV
Tradeshow	October 28, 2018	October 30, 2018	Your Military Reunion Connection (YMRC)	Virginia Beach, VA
Tradeshow	November 11, 2018	November 13, 2018	Senior Planners Industry Network SPINCON	St. Petersburg, FL
Tradeshow	November 12, 2018	November 14, 2018	Connect Faith	Ontario, CA
Tradeshow	November 28, 2018	December 1, 2018	National Coalition of Black Meeting Planners (NCBMP) Annual Conference	New Orleans, LA
Tradeshow	November 28, 2018	November 30, 2018	Florida Encounter (Visit Florida)	Bonita Springs, FL
Tradeshow	November, 2018		Military Reunion Network SE Regional Roundtable	TBD
Tradeshow	December 13, 2018	December 13, 2018	Association Forum Holiday Showcase	Chicago, IL
Tradeshow	January 8, 2019	January 10, 2019	Florida Huddle	Daytona Beach, FL
Tradeshow	January 29, 2019	January 31, 2019	Religious Conference Management Association (RCMA) Emerge	Greensboro, NC
Tradeshow	February 19, 2019	February 19, 2019	XSITE Tallahassee	Tallahassee, FL
Tradeshow	February, 2019	TBD	Connect Diversity	TBD
Tradeshow	February, 2019	TBD	Destinations International (DI) Destination Showcase	Washington, DC
Tradeshow	February, 2019	TBD	Rendezvous South Conference	TBD
Tradeshow	March 3, 2019	March 7, 2019	ConferenceDirect Annual Partner Meeting (APM)	Atlanta, GA
Tradeshow	March 24, 2019	March 27, 2019	Pharma Forum	New York, NY
Tradeshow	March, 2019	TBD	JAX Chamber Annual Tradeshow	Jacksonville, FL
Tradeshow	June, 2019	TBD	Meeting Planners International (MPI) World Education Congress (WEC)	TBD
Tradeshow	June, 2019	TBD	Military Reunion Network Education Summit	TBD

Category	Event Start Date	Event End Date	Hosting Organization & Event Name	Location
Tradeshow	July 10, 2019	July 12, 2019	Florida Society of Association Executives (FSAE) Annual Conference	Jacksonville, FL
Tradeshow	July, 2019	TBD	Fraternity Executives Association (FEA) Annual Meeting	TBD
Tradeshow	August 9, 2019	August 13, 2019	Student & Youth Travel Assn (SYTA) Annual Conference	Birmingham, AL
Tradeshow	August 10, 2019	August 13, 2019	American Society of Association Executives (ASAE) Annual Meeting	TBD
Tradeshow	August, 2019	TBD	Meeting Planners International (MPI) Sunshine Education Summit	TBD, FL
Tradeshow	September, 2019	TBD	Small Market Meetings Conference (SMMC)	TBD

Strategy: Coordination with City Convention Center Management

Visit Jacksonville will continually manage our working relationship with the SMG Jacksonville facility managers to help provide business leads, and monthly sales reports to assist in fully booking the convention center.

We will plan to implement the following tactics to ensure coordination with City Convention Center Management in FY2018-2019.

Tactics:

- Conduct annual review of open dates to book additional conventions, supplementing current consumer show bookings at the Prime Osborn Convention Center
- Review processes for convention center bookings and contracting
- Develop a brochure for convention center-hotel transportation options and/or packages
- Incorporate SMG facilities in FAMs and local client events, when possible

Strategy: Convention Service Activities

The Visit Jacksonville Convention Services team continues to lead the way with innovative service offering and serves as the destination experts for meeting planners.

A sampling of services we continually provide and enhance include:

- Attendance building materials for pre-event marketing: photo library, videos, infographics, and conference pre-promotion collateral
- Services referrals (audio-visual companies, photographers, décor, transportation, etc.)
- Activities and Entertainment referrals (restaurants for offsite events, dine-a-rounds, entertainment, nightlife, teambuilding, and group tours)
- Welcome Tables with visitor information for groups when they arrive onsite

We will plan to implement the following tactics to provide Convention Services in FY2018–2019.

Tactics:

- Relaunch the Show Your Badge program
- Develop group tour welcome packets for tour operators
- Evaluate and enhance the Jacksonville International Airport convention welcome signage plan and group welcome opportunities
- Plan and coordinate annual sales events (FAMs, client events, local industry meetings)
- Organize and manage the Local Host Committee for the Florida Society of Association Executives 2019 Annual Conference

Strategy: Convention Grants

Visit Jacksonville will continue to offer convention grants to conventions or conferences and qualify these groups via the grant checklist, which includes group need periods, city competition, and use of grant funds, etc.

We will plan to implement the following tactics to manage the Convention Grant Program in FY2018-2019.

Tactics:

- Implement new TDC convention grant policies, and recommend policy updates that will assist the City of Jacksonville in maintaining a competitive grant program, as needed
- Identify potential opportunities to streamline the grant payment process
- Offer multiple-year grants to attract new business opportunities to Jacksonville, during need periods



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AGENDA

- Media Objectives
- Planning Parameters
- Target Audience Analysis
- Meeting Planner Industry Insights
- FY2018 Performance Insights
- Strategic Approach
- Investment Summary

MEDIA OBJECTIVES

Build awareness among Meeting Planners and Group Tour Planners of what Jacksonville has to offer

Create awareness of the Bring It Home JAX! referral initiative within the Jacksonville business community

Increase visits to Meetings landing page

Drive leads for the Sales Team

PLANNING PARAMETERS

TARGET AUDIENCE

Meeting Planners

Key Markets

- Associations
- Religious Meetings
- Military Meetings
- Fraternal Meetings

Growth Segments

- Corporate Meetings – Industries:
 - Financial
 - Insurance
 - Medical
- Group Tour / Motor Coach
 - Student/Youth Travel (Group Tours)



TARGET AUDIENCE

New! Jacksonville Business Leaders

Initiative: Bring It Home JAX!

- C-Level Executives
- Directors
- Managers



GEOGRAPHY

National

State/Local Emphasis

- High potential markets
 - Florida*
 - Chicago*
 - Georgia*
 - District of Columbia
 - Carolinas
 - New York*
 - Texas*
- Trade Show support
 - Markets TBD



*Visit Jacksonville's client events/sales missions tentatively scheduled for Atlanta, Chicago, Dallas, Houston, New York, and Tallahassee

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TIMING

Annual

FY2019
(October 2018 - September 2019)

Placements leading up to select
industry trade shows to support sales
efforts

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PLANNING BUDGET

\$147,824 NET

-14% YOY

TARGET AUDIENCE ANALYSIS

TARGET AUDIENCE ANALYSIS

Who are they?



- 80% Female, 20% Male
- 44 – Average Age
- Type of Planner:
 - 44% Corporate
 - 24% Association
 - 29% Third Party
 - 3% Government

Target Audience Analysis

What are their travel attitudes and preferences?

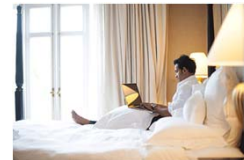


Enjoy traveling

- Planning a domestic trip in the next year – Index 140
- “On my vacations, I prefer traveling to places I’ve never been” – 82% comp
- Make domestic destination decisions – Index 150

Splurge on Travel

- “It’s worth it to me to pay more for high quality hotel accommodations” – Index 124
- Spent \$5,000+ on vacations last year – Index 307



Travel Activities

- Go to the beach – Index 178
- Attend specific events – Index 171
- General sightseeing – Index 162
- Fine dining – Index 161
- Shopping – Index 154

Travel Influentials

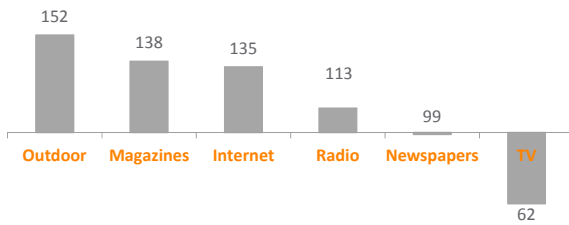
- “I often take the opportunity to discuss my knowledge of vacation spots with others” – 71% comp
- Travel Influentials – Index 271



Target Audience Analysis

How do they consume media?

**Media Usage Heavy Quintile
Composition Index**
(Adults = 100)



The internet is the most trusted media, with 54% being heavy internet users



Over eight-out-of-ten read magazines, averaging 10 magazines per month, relying on them to stay up-to-date on the latest styles and trends, and to get ideas



While they listen to the radio, they are 31% more likely to do so on the internet to stream internet-only radio such as Pandora or Spotify



Not as likely to read newspaper articles, less than five-out-of-ten have read one in the past month



While the majority are TV watchers, they are 42% more likely to subscribe to streaming TV services such as Netflix or Hulu

Target Audience Analysis

How do they consume online media?

They are heavy users of internet, staying connected on-the-go.



They average **24** hours online per week



97% go online via smartphone, 73% via laptops or netbook computers and 64% via desktop computers

They are active on social media networks.

- 76% use Facebook (Index 120)
- 63% use YouTube (Index 125)
- 48% use LinkedIn (Index 374)

They are active online

- Make business purchases (Index 478, 61%)
- **Make personal or business travel plans (Index 302, 63%)**
- Track investments (Index 291, 35%)
- Visit online blogs (Index 244, 32%)
- Obtain real estate information (Index 233, 36%)

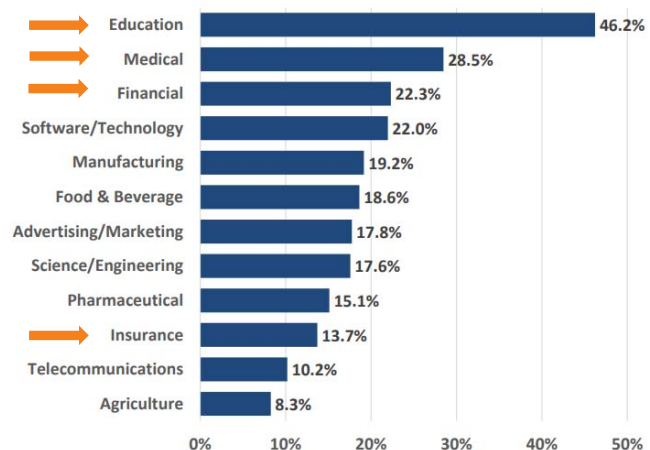
They turn to their smartphones

- **Use search engines (86%, Index 151)**
- Check the weather (76%, Index 148)
- Check the news (75%, Index 160)
- **Search for product information (59%, Index 151)**
- Listen to music (54%, Index 128)

Meeting Planner Industry Insights

Top Industries for Meeting Planners

The top three industries meeting planners have experience planning events for include **education**, **medical**, and **financial** which represents 3 of 4 growth areas for Visit Jacksonville



Destination Research Practices

While their own experience, word-of-mouth from their colleagues or other planners, and contact at the CVB/DMO are the most commonly relied on resources for destination information . . .

All tactics used for the FY2018 media plan are also noted as resources

In general, which of the following resources do you regularly access when researching destinations in which to hold meetings or events?



Source: Destination Analysts | DMOs and the Future of the Meetings Industry, 2017

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B2B Research Slides

Email, Social Media and Paid Search are the top ranking paid media tactics for driving leads

Top Digital B2B Lead Generation Channels

WHICH OF THE FOLLOWING CHANNELS DRIVE LEADS FOR YOU?



*Respondents were asked to select all that apply.

DemandWave, 2017

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FY2018 PERFORMANCE INSIGHTS

FY2018 Objectives / Performance Insights

FY2018 Objectives	Type of Measurement	KPI
Create awareness among Meeting Planners and Group Tour Planners of what Jacksonville has to offer	Attitudinal	<ul style="list-style-type: none">Brand Awareness
Increase visits to Meetings Landing Page	Behavioral	<ul style="list-style-type: none">Site Visits to Meetings Landing PageNew Visits to Meetings Landing Page
Drive leads for the Sales Team	Outcome	<ul style="list-style-type: none">RFPs

*Prevue Magazine, reported FYQ218 (Nov/Dec issue) and FYQ318 (Mar/Apr issue)

**To be reported in total, by target market, by geography, and by source

BRAND AWARENESS

Objective:

To provide feedback on brand awareness and reader perception

Methodology:

Readers* from the publication's circulation list were invited to participate in this online study of the November/December 2017 ads

Participants were connected to a Signet website where they viewed the ads to be measured (conducted after the issue comes out, before the next issue is available)

Ads are rotated to avoid order bias



Established in 1968, SIGNET Research is a provider of Ad Measurement studies specializing in publication, association, and advertising research

*76% responsible for Meeting Planning/Site Selection

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BRAND AWARENESS



135 total ads measured in the November/December 2017 issue
22 other advertisers were in the category of destinations, hotels/resorts, cruises

Visit Jacksonville' scored in the Top 5 (#4) for **AdBrand™** Scores*
Of the 22 comparable category advertisers

Visit Jacksonville's **AdBrand™** Score is 28% higher than the average of all 135 advertisers in the issue (average – 115)



Royal Caribbean International: 174
Visit Orlando: 160
Renaissance Hotels: 158
Visit Jacksonville: 147
Greater Miami CVB: 139

*Combines scores of Company Awareness and Purchase Consideration

** Note: Royal Caribbean International and Greater Miami CVB ran a 2-page full spread

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BRAND AWARENESS

Visit Jacksonville scored above average on all Perception Scores within the Destinations category, and at, or above average for all advertisers measured in the issue

SIGNET AdBrand™		PREVIEW November/December 2017 PERCEPTION SCORES					
Page	Advertiser	Net Perception*	Quality Products/ Services*	Service/ Support*	Innovation*	Reputation*	Value*
DESTINATIONS							
C.4	Bermuda Tourism Authority	63%	37%	20%	25%	29%	15%
19	Branson CVB	66%	33%	31%	18%	35%	37%
C.3	Cayman Islands Dept of Tourism	62%	43%	32%	19%	37%	22%
9	Emerald Coast	47%	16%	31%	14%	25%	20%
42.43	Greater Miami CVB	65%	43%	35%	24%	36%	21%
46	Vienna Convention Bureau	41%	25%	14%	15%	22%	8%
27	Visit El Paso	41%	13%	23%	17%	14%	13%
13	Visit Jacksonville	74%	37%	40%	21%	35%	41%
17	Visit Monaco	32%	16%	10%	15%	13%	5%
15	Visit Orlando	79%	40%	48%	28%	57%	36%
29	Visit Raleigh	39%	11%	15%	14%	17%	18%
47	Visit Sweden	50%	33%	26%	18%	33%	13%
28	Visit Westchester	36%	14%	13%	13%	8%	13%
Average for Category		53%	28%	26%	19%	28%	20%
TOTAL ISSUE AVERAGE		57%	32%	29%	21%	30%	22%

*The percentage of respondents who associate the company with each attribute

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BRAND AWARENESS

Sampling of verbatim responses

"Whether you remember seeing this ad before or not, please look at it now. In as much detail as possible, please tell us your opinion about the advertiser and the product(s) advertised and what message you feel this ad is trying to convey".

Every need possible will be accommodated in Jacksonville
Simple message with the right visuals. Well done ad for this city
Peaks interest
Come to Jacksonville! We offer so much more than a place to meet
That there are diverse options for down-time
Jacksonville has lots of entertainment opportunities, a variety of settings for meetings/conferences/events with a variety of food and beverage options in a vacation destination with beautiful cityscape and beach access
Favorite ad so far. Photos are descriptive and the name badge relates well

Great photos that explain what it is they are selling. Could use one more venue site for smaller meetings, but overall, it's to the point, which I appreciate. I would remember this ad

This is a venue we have used in the past and would consider in the future. There is too much crammed into this ad though. The ad copy references 50 yard line views but not really any of the other photos. Very little unique about the city

It shows there is lots to do and a wide variety of interest for people. It is cultural, and would be of interest. The only thing that would be good would to clarify what state. Some people are not good with geography

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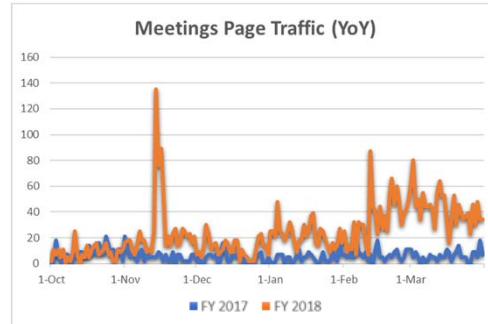
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TRAFFIC TO MEETINGS PAGE

Traffic to the Meetings page is up 309% YOY

New users are up 366% (3,932 vs. 844) during the first two quarters of FY 2019

The percentage of visitors coming from mobile devices has increased YoY from 55% to 63%, with 29% coming from desktop devices and 8% coming from tablet



Fiscal Year (Q1 + Q2)	Site Visitors	% Change
FY 2017	1,091	--
FY 2018	4,439	309%

SITE TRAFFIC: MEETING PAGE INTERACTION



Top Links Clicked

- Meet the Team (10.8%)
- Facilities (10.5%)
- Planning Services (6.9%)
- Home page (6.6%)
- Convention Center (6.6%)
- Online RFP (6.4%)
- About Us (5.5%)
- Familiarization Trips (4.6%)
- Events (4.4%)
- Offers and Deals (3.9%)
- Transportation (2.4%)

72% Exit

SITE TRAFFIC: BY MARKET

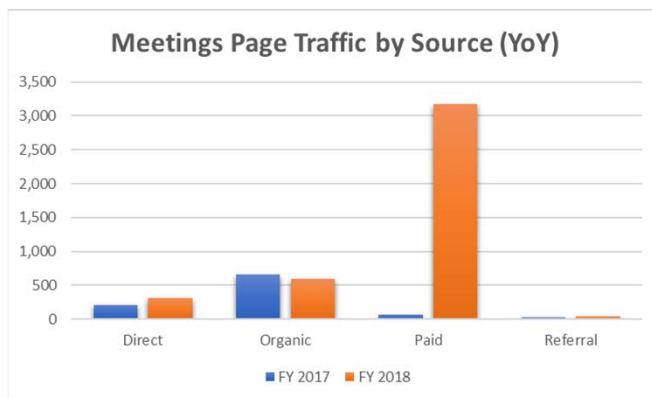
State	FY 2017	FY 2018	# Change
Florida	466	896	430
Texas	29	298	269
California	38	250	212
New York	24	219	195
District of Columbia	10	179	169
Illinois	24	157	133
Massachusetts	13	130	117
Georgia	61	177	116
Virginia	22	118	96
North Carolina	33	128	95
Pennsylvania	16	105	89
New Jersey	8	71	63
Maryland	12	73	61
Ohio	9	64	55
Arizona	10	53	43
Michigan	10	53	43
Kansas	7	49	42
South Carolina	14	53	39
Washington	6	36	30
Indiana	7	35	28
Missouri	9	35	26
Alabama	14	38	24
Wisconsin	13	5	-8

■ Indicates Local Chapters included in FY2018

City	FY 2017	FY 2018	# Change
Jacksonville	234	236	2
Washington DC*	10	179	169
Orlando	47	153	106
New York*	19	152	133
Boston	0	117	117
Chicago*	6	78	72
Houston*	6	60	54
Miami	9	58	49
Dallas*	5	55	50
Tampa*	9	55	46
Atlanta	10	55	45
Los Angeles	7	47	40
Charlotte	0	45	45
Philadelphia*	6	39	33
Austin	0	37	37
Coffeyville	0	33	33
Nashville	0	27	27
Four Corners	0	27	27
Alexandria	0	25	25
San Antonio	0	24	24
Lagos	0	22	22
Tallahassee	15	22	7

*Recommended Leisure markets

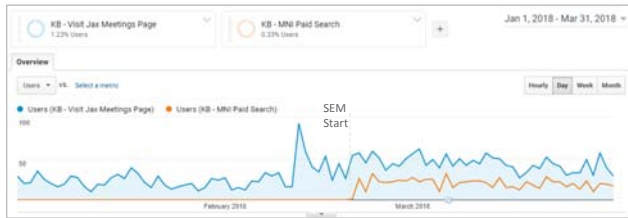
SITE TRAFFIC: BY CHANNEL



Channel	FY 2017	FY 2018	% Change
Direct	204	316	55%
Organic	658	593	-10%
Paid	71	3,170	4,365%
Referral	27	41	52%

SITE TRAFFIC: BY TACTIC

The increase in traffic was driven largely by geo-fencing around event planner conferences, as well as by strong SEM performance



Rank	Source / Medium	Users
1	MNI / banner & geofence	1,679
2	MNI Paid Search / SEM Keywords	774
3	google / organic	456
4	(direct) / (none)	316
5	Destinations International Showcase / geofenced banner	289
6	MPI / (not set)	210
7	iExplore / CatfishBanner	132
8	bing / organic	101
9	yahoo / organic	36
10	ConventionSouth_eBlast / (not set)	26
11	Meetings Today / eBlast	21
12	visitflorida.com / referral	9
13	coj.net / referral	8
14	LinkedIn / In Feed Ad	8
15	google.com / referral	7
16	info.visitjacksonville.com / referral	7
17	prevue / eBlast	7
18	MNI / paid search	6
19	outbrainpp / referral	6
20	tempest.mydonedone.com / referral	6
21	Lamark / E-blast	4
22	taboolapp / referral	4
23	Prevue_Meetings / banner	3
24	SGMP newsletter / (not set)	3
25	Connect / Banner	2

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OUTCOME: YOY SALES INQUIRIES / LEADS

Page visits and time spent are significantly up YOY:

- **Page visits YOY: +298%**
 - Oct-May '18: 8,025
 - Oct-May '17: 2,016
- **Avg Time on Page YOY: +48%**
 - Oct-May '18: 1:26
 - Oct-May '17: 0:58
- **Page Depth YOY: -46%**
 - Oct-May '18: 1.3 pages
 - Oct-May '17: 2.5 pages

Sales leads are up 17%

Source	Oct – May '18 Leads	'Oct – May '17 Leads	% Change
Total Visit JAX Sales Leads*	343	293	17%
Website – Online Lead Submissions	7	9	
Cvent	8	28	
Inquiries	132	90	
Tradeshows	42	19	

*Includes all leads, from sources noted above as well as from some of the following sources: Prospecting, 3rd parties, Client Events, Sales Missions, Tradeshows, etc.

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KEY TAKEAWAYS

- Geo-fencing around industry events drives significant traffic to the Meetings page
- SEM has increased traffic to the Meetings page by 90% since launching
- Strong YOY gains have resulted from local chapter digital placements
- Of Print/Digital efforts, *Convention South*, *Meetings Today*, and *Prevue* drove traffic to the Meetings page

FY2019 STRATEGIC APPROACH

FY2019 STRATEGIC APPROACH

Continue a Print / Digital multiplatform approach, but with an **increased spend on digital channels** YOY based on its proven ability to drive strong increases in traffic to the site

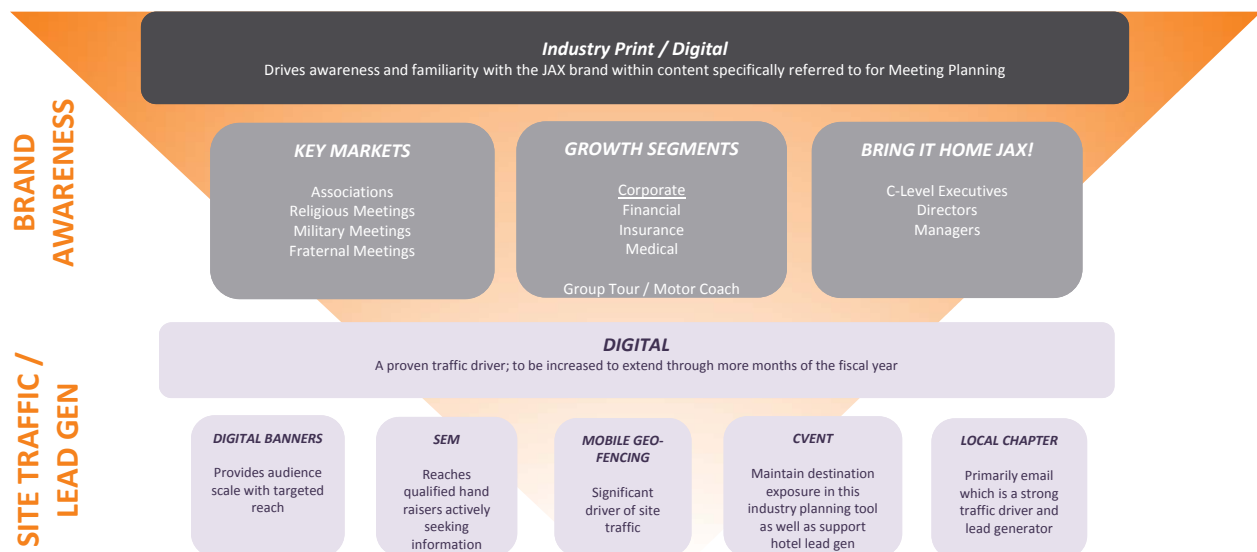
Reduce Print spend to increase Digital; Focus on publications that provide impact with both their print and digital channels

Place additional emphasis on **Mobile Geo-Fencing;** increase the number of events to be targeted

Investigate digital **targeting to reach Student/Youth Travel** Group Tour Planners/ Operators

Include digital media associated with local business print targeted to Jacksonville business leaders to increase awareness of **Bring It Home JAX!**

TACTICAL ALIGNMENT

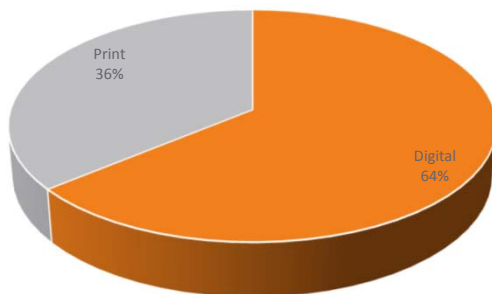


FY2019 INVESTMENT SUMMARY

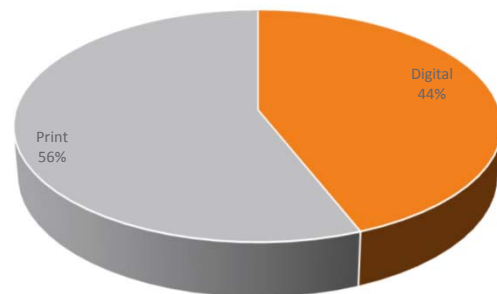
YOY PROJECTED MEDIA MIX

Digital will command the largest share of dollars in FY2019;
an inverse from FY2018 spending allocation

FY2019 Media Mix Projection



FY2018 Media Mix



YOY BUDGET PROJECTION BY CHANNEL

Digital will command the largest share of dollars in FY2019;
an inverse of FY2018 spending allocation between print and digital

FY2019			FY2018			
Medium	Est. Net Cost	% Allocation	Medium	Actual Spend	% Allocation	% Change YOY
Print	\$53,366	36%	Print	\$96,734	56%	-45%
Digital	\$94,458	64%	Digital	\$74,894	44%	+26%
TOTAL:	\$147,824	100%	TOTAL:	\$171,628	100%	-14%

YOY BUDGET PROJECTION BY SEGMENT

Print/Digital spending in all segments, except Religious, will decrease;
Digital Media tactics against Meeting Planners (general) and State/Local Chapter, will increase

FY2019			FY2018			
Target	Est. Net Spend	% Alloc	Target	Actual Spend	% Alloc	% Change YOY
Meeting Planners	\$60,963	41%	Meeting Planners	\$49,000	29%	+24%
Corporate	\$33,723	23%	Corporate	\$56,438	33%	-40%
Association	\$4,195	3%	Association	\$19,380	11%	-78%
Group Tour	\$5,446	4%	Group Tour	\$9,076	5%	-40%
Medical	\$2,646	2%	Medical	\$3,969	2%	-33%
Military	\$2,700	2%	Military	\$4,050	2%	-33%
Religious	\$5,000	3%	Religious	\$1,698	1%	+194%
Financial/Insurance	\$3,902	3%	Financial/Insurance	\$7,804	5%	-50%
State/Local Chapter	\$26,249	18%	State/Local Chapter	\$20,214	12%	+30%
New! Bring It Home JAX	\$3,000	2%	Bring It Home JAX	- - -	0%	0%
TOTAL:	\$147,824	100%	TOTAL:	\$171,628	100%	-14%

FY2019 SITE TRAFFIC GOAL

Projected goal at a **25% increase** from FY2018

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