# QUARTERLY PERFORMANCE REPORT

### Visit Jacksonville - Leisure

# **d** daltonagency

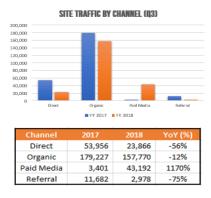
# FY 2018 - Quarter 3 (April to June, 2018)



### SITE TRAFFIC TO VISITJACKSONVILLE.COM

Despite continued strong performance from paid media, site traffic to VisiUacksonville.com was down 6.8% for 03. Fiscal year to date, traffic is down 5.5%. Advertising efforts continue to perform exceptionally well, with trackable paid media driving nearly 1,200% more website visits in 03 than FY 2017. Fiscal year to date, paid media has driven 114,172 more clicks than 2017, equaling 97% of our annual website growth goal with a quarter left to go. Unfortunately, our paid media gains continue to be offset by factors largely beyond our control (Irma in 01, along with continued losses in organic traffic throughout the year).





	VisitJacksonville.com - T	raffic by Source	
Rank	Source / Medium	Channel	Visits
1	Google Organic	Organic	169,549
2	Direct	Direct	27,321
3	Paid Search	Paid Media	14,204
4	Pulsepoint	Paid Media	12,303
5	Bing Organic	Organic	11,870
6	Madden Media	Paid Media	9,342
7	Yahoo Organic	Organic	6,506
8	iExplore	Paid Media	4,831
9	Facebook	Paid Media	2,444
10	MNI Banner	Paid Media	2,356
11	Email Newsletter	Paid Media	1,471
12	Visit Florida/ Referral	Paid Media	1,320
13	Adara Banner	Paid Media	1,070
14	Dallas_Geofencing_Bike	Paid Media	869
15	OnlyInJax.com Referral	Referral	859
16	Dallas_Geofencing_Yoga	Paid Media	850
17	Dallas_Geofencing_Artsy	Paid Media	823
18	DuckDuckGo Organic	Organic	618
19	coj.net Referral	Referral	323
20	ewtn.com Referral	Referral	319
21	Savannah_Campaign / Brewery	Paid Media	307
22	Jaxport.com Referral	Referral	298
23	AOL Organic	Organic	280
24	Spartan.com Referral	Referral	219
25	Savannah_Campaign / Marsh	Paid Media	158

### HOTELS

In Q3, Jacksonville experienced its best April, May, and June on record. Occupancy, ADR, and RevPAR all showed strong YoY growth, at +5%, +6%, and +12%, respectively. Downtown showed incredible growth, finishing the quarter up 15% in occupany rate and 18% in RevPAR, year-over-year.



#### SITE TRAFFIC + BOOKINGS BY MARKET

In addition to Jacksonville and Orlando, Atlanta, Miami, New York and Charlotte continue to drive strong traffic to the site. Dallas, a target market, jumped to #6 in outside markets, with two and a half times more visits than last year. Boston also showed incredible growth, driving nearly four times as many visitors in Q3 than the previous year, as did Miami, with 3,400 additional visitors coming to the site versus FY 2017. Five of the top six markets driving flight bookings were targeted by media in the prior two quarters.

Top Mari	kets by Site Tr	affic
City	2018	2017
Jacksonville	46,051	46,632
Orlando	24,946	35,811
Atlanta	9,484	11,379
Miami	6,409	3,011
New York	4,392	6,679
Charlotte	3,800	5,047
Jacksonville Beach	2,640	2,657
Dallas	2,568	1,098
Tampa	2,438	2,428
Chicago	2,165	2,917
Fruit Cove	2,124	2,343
Boston	2,053	532
Houston	1,635	3,570
Washington	1,523	1,967

Top Growth Markets by Site Traffic													
City	2018	2017	YoY (#)	YoY (%									
Boston	2,053	532	1,521	286%									
Dallas	2,568	1098	1,470	134%									
Miami	6,409	3011	3,398	113%									
Memphis	727	342	385	113%									
Virginia Beach	590	309	281	91%									
Cincinnati	327	226	101	45%									
Nashville	1,398	1061	337	32%									
Philadelphia	878	675	203	30%									
Louisville	476	375	101	27%									
London	428	359	69	19%									
Minneapolis	269	253	16	6%									
St. Augustine	1,099	1087	12	1%									
Tampa	2,438	2428	10	0%									

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Market	Percentage of Travelers	Market	Percentage of Travelers
Orlando	10.1	Washington	1
itlanta	8.0	New York	
Washington	7.3	Boston	
Tampa	6.1	Chicago	
Savannah	5.1	Newark	
lacksom/lile	4.8	Dallas-Fort Worth	
Miami	3.8	Fort Lauderdale	
New York	3.5	Philadelphia	
Tallahassee	2.9	Miami	
West Palm Beach	1.9	Houston	

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### PAID MEDIA PERFORMANCE

**OVERALL** 

The overall clickthrough rate for the Leisure campaign in Q3 2018 is 0.25%, more than tripling the industry benchmark of 0.08%. Through the end of Q3, we have driven 72% of our goal for clicks/engagements, 77% of our goal for video views, and 103% percent of our goal for email opens.

Media Partner	Channel	Cost	Impressions	Clicks	CTR	CPC	Article Views	Engagements	Email Opens	Video Views	VCR
Adara	Digital	\$ 15,098	2,015,821	3,034	0.15%	\$ 4.98	-	`	-		-
Garden & Gun	Email	\$ 3,000		74		-	-	-	25,782		-
iexplore	Digital	\$ 5,377	645,407	4,574	0.71%	\$ 1.18	19,400	1,640		-	
Indy 500	Outdoor	\$ 2,900	2,500,000			-	-	-			-
Madden Media	Native	\$ 22,687	1,703,212	7,766	0.46%	\$ 2.92	-			-	
MNI Programmatic	Digital	\$ 22,253	3,659,921	10,159	0.28%	\$ 2.19	-			282,463	
NCC Addressable	Mobile Geo	\$ 5,630	351,702	604	0.17%	\$ 9.32	-	-		93,889	-
OOH	Outdoor/Geo	\$ 2,353	863,749	420	0.05%	\$ 5.60	-			-	
Paid Influencer	Social	\$ 23,925	11,857,040		-	-	-	24,545		29,601	
Paid Search	Digital	\$ 20,586	755,765	14,771	1.95%	\$ 1.39	-	-			-
Pocket Ranger	Digital	\$ 1,000	912,731	489	0.05%	\$ 2.04	-			-	
Targeted Spot Cable	Cable	\$ 12,660	551,000		-	-	-			-	
Visit Florida	Print + Digital	\$ -	185,000			-	-	-			-
YouTube	Digital	\$ 15,000	953,595	951	0.10%	\$ 15.77	-			91,510	
Grand Total		\$ 152,469	26,954,943	42,842	0.25%	\$3.19	19,400	26,185	25,782	497,463	-

#### **ALL TARGET SEGMENTS**

Five media partners targeted All Segments. Of these tactics, paid search posted the strongest clickthrough rate (1.95%), while MNI Programmatic drove the lowest CPC (\$1.39)

Media Partner	Channel			Impressions	Clicks	CTR		CPC	Article Views	Engagements	Email Opens	Video Views	VCR
Adara	Digital	\$	15,098	2,015,821	3,034	0.15%	\$	4.98	-	-	-		-
MNI Programmatic	Digital	\$	2,170	610,637	1,668	0.27%	\$	1.30	-		-	-	
Paid Search	Digital	\$	20,586	755,765	14,771	1.95%	\$	1.39	-				-
Targeted Spot Cable	Cable	\$	12,660	551,000	-	-		-	-		-	-	
Visit Florida	Print + Digital		-	185,000	-			-	-	-	-	-	-
Grand Total		Ś	50.514	4.118.223	19.473	0.30%	Ś	1.94					

#### ACTIVE/OUTDOOR

Eight media partners targeted the Active/Outdoor segment. iExplore and the Pocket Ranger mobile app drove the most efficient costs-per-click.

Media Partner	Channel		Impressions	Clicks	CTR	CPC	Article Views	Engagements	Email Opens	Video Views	VCR
iexplore	Digital	\$ 2,025	242,887	1,812	0.75%	\$ 1.12	7,200	450		-	-
Madden Media	Native	\$ 9,632	693,177	3,297	0.48%	\$ 2.92	-	-	-	-	-
MNI Programmatic	Digital	\$ 8,503	1,202,096	3,106	0.26%	\$ 2.74	-	-	-	131,947	-
NCC Addressable	Mobile Geo	\$ 1,876	117,170	238	0.20%	\$ 7.88	-	-		-	
OOH	Outdoor/Geo	\$ 1,176	414,357	141	0.03%	\$ 8.34	-	-	-	-	-
Paid Influencer	Social	\$ 15,417	7,874,236	-	-	-	-	14,851	-	19,734	-
Pocket Ranger	Digital	\$ 1,000	912,731	489	0.05%	\$ 2.04	-	-		-	
YouTube	Digital	\$ 15,000	953,595	951	0.10%	\$ 15.77	-	-		91,510	
Grand Total		\$ 54,628	12,410,249	10,034	0.22%	\$ 3.91	7,200	15,301		274,667	-

#### CULTURE/HISTORY/ARTS

Six media partners targeted the Culture/Arts/History segment. Garden & Gun's email send pushed us over our FY 2018 goal for email opens.

Media Partner	Channel	Cost	Impressions	Clicks	CTR	CPC	Article Views	Engagements	Email Opens	Video Views	VCR
Garden & Gun	Email	\$ 3,000		74		-	-	-	25,782		-
iexplore	Digital	\$ 2,016	242,001	1,659	0.69%	\$ 1.22	6,800	800			
Madden Media	Native	\$ 13,055	1,010,035	4,469	0.44%	\$ 2.92					
MNI Programmatic	Digital	\$ 8,502	1,205,598	3,708	0.31%	\$ 2.29	-	-	-	150,516	-
NCC Addressable	Mobile Geo	\$ 1,878	117,348	168	0.14%	\$ 11.18				31,314	
OOH	Outdoor/Geo	\$ 1,176	449,392	279	0.06%	\$ 4.22					
Grand Total		\$ 29,628	3,024,374	10,357	0.34%	\$ 2.86	6,800	800	25,782	181,830	-

#### **CULINARY**

Four media partners targeted the Culinary segment. All partners more than doubled industry benchmarks in clickthrough rate.

Media Partner	Channel		Cost	Impressions	Clicks	CTR		CPC	Article Views	Engagements	Email Opens	Video Views	VCR
iexplore	Digital	\$	1,336.66	160,519	1,103	0.69%	\$	1.21	5,400	800	-	-	-
MNI Programmatic	Digital	\$	3,078.19	641,590	1,677	0.26%	\$	1.84				-	
NCC Addressable	Mobile Geo	\$	1,875.98	117,184	198	0.17%	\$	9.47	-	-		31,299	-
Paid Influencer	Social	\$	7,708.33	3,937,118	-	-		-	-		-	9,867	
Cound Total		<i>c</i>	12 000 10	4 050 444	2 0 7 0	0 229/	ć	2 11	F 400	1 200		44.400	

#### SPORTS

Media partners/tactics for segment included **Indianapolis 500 scoreboard placement only.** 

Media Partner	Channel	Cost		Impressions	Clicks	CTR	CPC	Article Views	Engagements	Email Opens	Video Views	VCR
Indy 500	Outdoor	\$	2,900	2,500,000		-	-		-		-	-
Grand Total		\$	2,900	2,500,000								