

QUARTERLY PERFORMANCE REPORT

Visit Jacksonville - Leisure



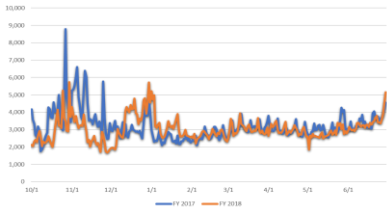
FY 2018 - Quarter 3 (April to June, 2018)



SITE TRAFFIC TO VISITJACKSONVILLE.COM

Despite continued strong performance from paid media, site traffic to VisitJacksonville.com was down **6.8%** for Q3. 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 Q3 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 Q1, along with continued losses in organic traffic throughout the year).

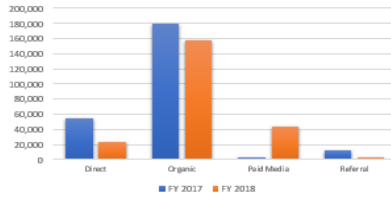
VISIT JACKSONVILLE SITE TRAFFIC (YOY)



Month	FY 2017	FY 2018	YoY
Q1 Total	333,641	284,097	-14.9%
Q2 Total	247,039	268,226	+8.6%
Q3 Total*	295,565	275,473	-6.8%
YTD	876,245	827,796	-5.5%

*After conducting year-over-year analysis for FY 2018 and FY 2017, approximately 30,000 bot-generated sessions were discovered and removed. Chrome bot traffic is fairly easy to identify, as it typically comes from an unfamiliar referrer source, consists of 100% new users, and clicks the site within milliseconds of entering.

SITE TRAFFIC BY CHANNEL (Q3)



Channel	2017	2018	YoY (%)
Direct	53,956	23,866	-56%
Organic	179,227	157,770	-12%
Paid Media	3,401	43,192	1170%
Referral	11,682	2,978	-75%

VisitJacksonville.com - Traffic 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	11,878
6	Madden Media	Paid Media	9,342
7	Yahoo Organic	Organic	6,506
8	Explore	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	1,326
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	cojnet Referral	Referral	528
20	event.com Referral	Referral	319
21	Savannah_Campaign / Brewery	Paid Media	307
22	Jaxport.com Referral	Referral	298
23	ADL Organic	Organic	288
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 occupancy rate and 18% in RevPAR, year-over-year.

Month	Q3 2017	Q3 2018	YoY
April	76.0%	80.3%	5.6%
May	73.8%	76.1%	3.1%
June	71.9%	74.6%	3.7%
Total	73.9%	77.0%	4.2%

Month	Q3 2017	Q3 2018	YoY
April	\$94.08	\$102.27	8.7%
May	\$97.51	\$103.46	6.1%
June	\$98.94	\$94.98	5.6%
Total	\$93.85	\$100.24	6.8%

Month	Q3 2017	Q3 2018	YoY
April	\$71.57	\$82.96	14.8%
May	\$71.92	\$78.76	9.5%
June	\$64.71	\$70.88	9.5%
Total	\$69.40	\$77.26	11.3%

Market	Q3 2017	Q3 2018	YoY
Arlington+	76.5%	79.8%	4.4%
Beaches+	82.2%	80.8%	-1.7%
Downtown+	68.6%	78.4%	14.7%
Northside/Airport+	73.4%	75.3%	3.4%
Southside/Mandarin+	74.7%	77.1%	3.2%
Westside+	78.5%	78.7%	0.2%

Market	Q3 2017	Q3 2018	YoY
Arlington+	\$82.08	\$88.32	7.6%
Beaches+	\$162.50	\$168.63	3.8%
Downtown+	\$124.07	\$127.44	2.7%
Northside/Airport+	\$83.79	\$88.30	5.4%
Southside/Mandarin+	\$85.39	\$93.23	9.2%
Westside+	\$73.47	\$79.69	8.5%

Market	Q3 2017	Q3 2018	YoY
Arlington+	\$52.74	\$70.60	12.5%
Beaches+	\$133.47	\$138.36	2.2%
Downtown+	\$82.74	\$97.58	17.3%
Northside/Airport+	\$61.49	\$67.00	9.0%
Southside/Mandarin+	\$63.85	\$71.97	12.7%
Westside+	\$57.76	\$62.74	8.8%

OCCUPANCY RATE



AVERAGE DAILY RATE



REVENUE PER AVAILABLE ROOM



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 Markets by Site Traffic

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	1,098	1,470	134%
Miami	6,409	3,011	3,398	113%
Memphis	727	342	385	113%
Virginia Beach	590	309	281	91%
Cincinnati	327	226	101	45%
Nashville	1,398	1,061	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	1,087	12	1%
Tampa	2,438	2,428	10	0%

Market	Percentage of Travelers
Orlando	10.1
Atlanta	8.0
Washington	7.3
Tampa	6.1
Savannah	5.1
Jacksonville	4.8
Miami	4.8
New York	3.5
Tallahassee	2.0
West Palm Beach	1.9

Market	Percentage of Travelers
Washington	11.9
New York	10.8
Boston	9.8
Chicago	9.8
Newark	7.4
Dallas-Fort Worth	5.9
Fort Lauderdale	4.8
Philadelphia	4.3
Miami	3.3
Houston	2.3

