

QUARTERLY PERFORMANCE REPORT

Visit Jacksonville - Meetings



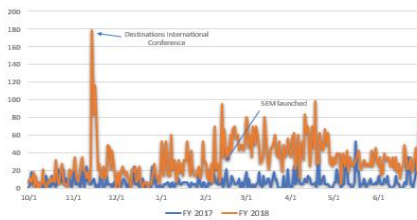
FY 2018 - Quarter 3 (April to June, 2018)



SITE TRAFFIC TO VISITJACKSONVILLE.COM/MEETINGS

Visits to the VisitJacksonville.com Meetings page were **up 111% in Q3 2018 versus Q3 2017**, continuing on the strong gains we experienced in Q1 and Q2. Fiscal year to date, **the Meetings page is up almost 200%**. **MNI Paid Search drove the highest level of traffic in Q3**, with **MNI banner also driving significant traffic to the meetings page as well**. In the time since SEM went live in February, traffic to the meetings page has doubled.

MEETINGS PAGE TRAFFIC (FISCAL YEAR TO DATE)



VisitJacksonville.com - Meetings Page Visits

Month	FY 2017	FY 2018	YoY
Q1 Total	700	1,875	+168%
Q2 Total	724	3,748	+418%
Q3 Total	1,647	3,479	+111%
YTD	3,071	9,102	+196%

Meetings Page - Traffic by Source

SOURCE / MEDIUM	CHANNEL	VISITS
MNI Paid Search / SEM Keywords	Paid Search	2,090
google / organic	Organic	451
MNI / banner	Paid Media	385
(direct) / (none)	Direct	231
bing / organic	Organic	67
_CMCA_emailcard / (not set)	Paid Media	45
LinkedIn / In Feed Ad	Paid Social	23
yahoo / organic	Organic	22
demo.maddenmedia.com / referral	Paid Media	16
MPI carolina / email	Paid Media	16
tempest.mydone.com / referral	Referral	14
ewtn.com / referral	Referral	13
visitflorida.com / referral	Referral	13
outbrainp / referral	Paid Media	8
MPI New York / Banner	Paid Media	7

PAID MEDIA PERFORMANCE

Overall

Clickthrough rate measures the percentage of delivered digital ads that are clicked on vs. the number of digital impressions served. The **overall clickthrough rate for the Meetings campaign in Q3 2018 is 0.30%**, nearly four times the industry benchmark of 0.08%. In terms of individual media partners, MNI Programmatic, Convention South, SAE Texas, and MPI (New York) all posted clickthrough rates near or over 0.5%, with Pulsepoint and MNI Programmatic posting the best efficiencies.

Media Partner	Total net cost	Total impressions	Total clicks	CTR	CPC
ASAE	\$ 795	-	-	-	0.00%
CMCA	\$ 275	1,300	-	-	-
Convention South	\$ 3,300	23,614	24	0.43%	-
Cvent	\$ -	22,983	80	0.35%	-
FSAE	\$ 2,519	1,000	-	-	-
Group Tour Magazine	\$ 10,892	15,000	-	-	-
GSAE	\$ 525	2,979	8	0.27%	\$ 65.63
Insurance & Financial Meetings Management	\$ 2,601	5,005	-	-	-
Meetings Today	\$ 4,500	110,211	-	-	-
Military Reunion Network Magazine	\$ 1,350	10,597	-	-	-
MNI	\$ 50,973	5,955,597	28,803	0.48%	\$ 1.77
MPI (Carolinas)	\$ 650	400	N/A	-	-
MPI (Chicago)	\$ 6,500	18,904	10	0.05%	\$ 650.00
MPI (New York)	\$ 1,100	1,825	11	0.60%	\$ 100.00
MPI (South Florida)	\$ 350	3,045	N/A	-	-
Prevue Magazine	\$ -	49,660	N/A	-	-
Pulsepoint	\$ 10,000	3,681,209	13,339	0.36%	\$ 0.75
SAE (Texas)	\$ 1,925	1,825	11	0.60%	\$ 175.00
SGMP (Florida)	\$ 75	-	N/A	-	-
Smart Meetings	\$ 6,000	43,850	-	-	-
Grand Total	\$ 104,329	9,949,004	42,288	0.30%	\$ 1.45

SITE TRAFFIC BY MARKET + RFPs

Top Markets by Site Traffic

RANK	CITY	PAGE-VIEWS	% TRAFFIC
1	Jacksonville	285	8.2%
2	New York	99	2.8%
3	Orlando	67	1.9%
4	Houston	58	1.7%
5	Dallas	52	1.5%
6	Boston	51	1.5%
7	Miami	48	1.4%
8	Chicago	47	1.4%
9	Washington	43	1.2%
10	Charlotte	42	1.2%
11	Atlanta	39	1.1%
12	Alexandria	38	1.1%
13	Tucson	22	0.6%
14	Nashville	19	0.5%
15	Gainesville	18	0.5%

New York, Orlando, and Houston drove the most out-of-market traffic to the Meetings page during Q3.

Dallas, which we targeted during Q3, entered the top five, and Boston and Miami showed the same strong growth YoY on the meetings side that they did with leisure.

The sales pipeline remains strong with **sales leads up 27%** year-over-year through Q3 2018

Visit Jacksonville Meetings Leads (Oct - June)			
Source	FY 2018	FY 2017	YoY
Total Visit JAX Sales Leads	405	318	+27%
Website - Online Lead Submissions	12	11	1%
Cvent*	8	36	-78%
Inquiries	146	115	27%
Tradeshows	46	51	-10%

*Cvent leads have been reclassified as 3rd party, the 8 leads in 2018 were registered prior to reclassification.