

DUVAL COUNTY TDC UPDATE

November 8, 2018





2017 VISA VUE TOP 10 ORIGIN MSA'S For the NE Florida Golf Visitor

2017 Top Origin MSA's of Cardholders with a Public Golf Course Transaction in Northeast Florida*

1	ATLANTA, GA
2	NEW YORK-NORTHERN NEW JERSEY-LONG ISLAND, NY-NJ-CT-PA
3	ORLANDO, FL
4	WASHINGTON-BALTIMORE, DC-MD-VA-WV
5	TAMPA-SAINT PETERSBURG-CLEARWATER, FL
6	BOSTON-WORCESTER-LAWRENCE, MA-NH-ME-CT
7	CHICAGO-GARY-KENOSHA, IL-IN-WI
8	GAINESVILLE, FL
9	DETROIT-ANN ARBOR-FLINT, MI
10	TALLAHASSEE, FL
11	MIAMI-FORT LAUDERDALE, FL
12	PHILADELPHIA-WILMINGTON-ATLANTIC CITY, PA-NJ-DE-MD
13	BIRMINGHAM, AL
14	NORFOLK-VIRGINIA BEACH-NEWPORT NEWS, VA-NC
15	CHARLOTTE-GASTONIA-ROCK HILL, NC-SC
16	SEATTLE-TACOMA-BREMERTON, WA
17	WEST PALM BEACH-BOCA RATON, FL
18	DALLAS-FORT WORTH, TX
19	MINNEAPOLIS-SAINT PAUL, MN-WI
20	NASHVILLE, TN

*Excludes the MSA's of Jacksonville; Daytona; Melbourne, Titusville, Palm Bay

2017 Top Origin MSA's for Credit/Debit Card Spend at Public Golf Courses in Northeast Florida*

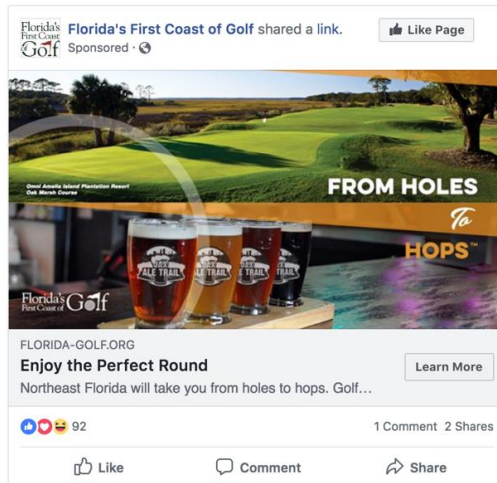
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20	CINCINNATI-HAMILTON, OH-KY-IN

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FACEBOOK CAMPAIGN

Tactic	Impressions	Clicks	CTR
Facebook	922,408	5,720	0.62%

Facebook Creative



Florida's First Coast of Golf shared a link. Sponsored · Like Page

FROM HOLES TO HOPS™

FLORIDA-GOLF.ORG
Enjoy the Perfect Round
 Northeast Florida will take you from holes to hops. Golf... [Learn More](#)

92 likes · 1 Comment · 2 Shares

Like Comment Share

New FY Creative



October 2017–August 2018

Digital Media Efforts*

- Total Impressions: 6.9M (+106%)
- Total Clicks: 71,000 (+27%)
- Total CTR: 1.18% (+18%)
- Total Reach: 2M (+284%)

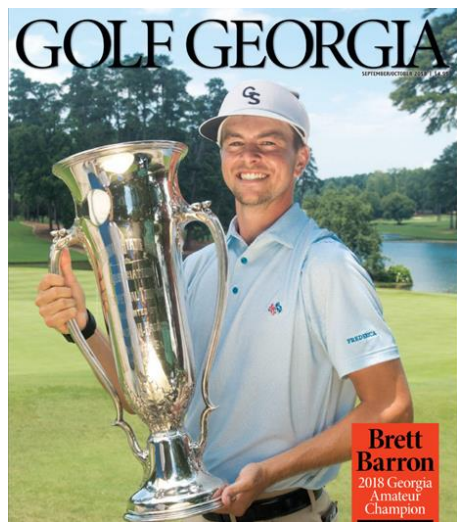
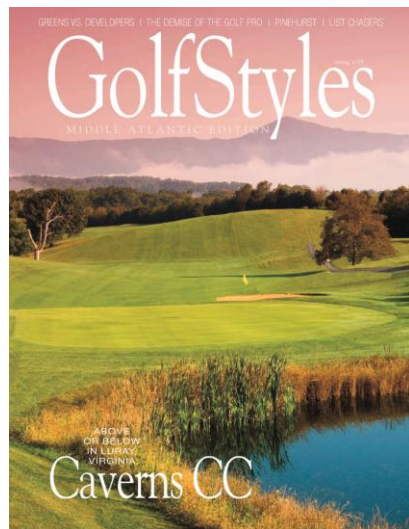
*Numbers represent comparison to Oct 2016 – Aug 2017 vs. Oct 2017 vs. Aug 2018

Year over Year Data | 2016–2017 vs. 2017–2018

Traffic to Website

- Sessions increased by **53.70%** compared to last year.
- New Users increased by **54.36%** compared to last year
- Blog Views increased by **60.70%** compared to last year

PRINT CAMPAIGNS





Florida's First Coast of Golf

Slammer & Squaw, World Golf Village

FROM HOLES

HOPS™

In the past decade, the rise of the Jacksonville and Northeast Florida beer scene proves that it's never too late to craft your image. Home to Anheuser-Busch—one of only five Budweiser breweries in the country opened for home-the-popular Ale Trail last autumn—new breweries, Jacksonville takes golfers from holes to hops in one city scene.

www.florida-golf.com/golfstyles

3

A LEGENDARY GOLF EXPERIENCE

STAY, LEARN & PLAY

Walk among golf's greatest legends, take a swing at the Challenge Hole, enjoy luxury accommodations, play premium golf at the Slammer & Squaw and King & Best, and explore St. Augustine. This unique stay and play is an every golfer's bucket list. Enjoy a legendary golf experience at World Golf Hall of Fame in the World Golf Village.

www.worldgolfvillage.com/offerings/golftours/

JAX

Jacksonville International Airport (JAX) is the gateway to a golfer's paradise. Located in Northeast Florida, JAX serves as the region's airport for vacation destinations such as Amelia Island, St. Augustine and Vero Beach, home of The Players Championship. Book your next flight at flyjax.com.

www.flyjax.com/

Coast Busters

There Are a Lot of Beaches to Visit to the Great Northeast on Florida's First Coast This Fall

With some of the world's finest golf courses and accommodations in a beautiful coastal setting, the experience "The First" has a significantly different meaning in this part of the world.

From rolling dunes of challenging golf courses, white sand beaches and stretches of 11 miles to 20 miles of beaches, this remarkable 100-mile long strip of prime real estate makes for a true value hidden golfing destination.

When it comes to premier Florida real estate, it's all about the "First Coast" including the world's most beautiful beaches, including those along the Atlantic Coast and International Shores. The most difficult part of your trip will be deciding which course to play.

Florida's northern major metro hub, the World Golf Hall of Fame in St. Augustine. The destination is also home to the PGA of America's Champions Tour, which is held at the world-renowned, First Coast Golf Club in Palm Bay. The World Golf Hall of Fame will join with The King & Best, the only system in the world designed together by Arnold Palmer and Jack Nicklaus.

Accommodations across the region range from beachfront resorts to access either to four ballroom golf courses. In addition to golf, vacationers can take advantage of spa experiences, beach house, water sports, scenic activities or simply enjoying a sparkling blue pool. Planning a golf vacation to northeast Florida is easy and affordable thanks to Florida's First Coast of Golf.

FALL 2018
Circulation:
79K Digital | 100K Print
2 Page Value:
\$7K



In the past decade, the rise of the Jacksonville and Northeast Florida beer scene proves that it's never too late to craft your image. Home to the popular Jax Ale Trail, artisan-owned breweries and Anheuser-Busch, Jacksonville takes golfers from holes to hops in one city scene.

www.florida-golf.org/vagolfer

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www.worldgolfvillage.com/offers-packages/

AMELIA ISLAND

Play golf overlooking the marshlands and among 200-year-old oak trees on our 13-mile barrier island. With 99 holes created by the greats, come play a round like no other place in Florida. After golf, enjoy world-class dining, luxurious spas and charming, historic Fernandina Beach.

www.ameliainland.com/golf

VG
Virginia Golfer

Official publication of the Virginia State Golf Association as a service to its more than 72,000 members and VIP cardholders.

SEPTEMBER / OCTOBER 2018
\$4.95 / \$6.00

inside
A NEW BOSS FOR UVA WOMEN'S GOLF
MEET WILLY LUTZ: GOLF PRO AND NHL EMERGENCY BACKUP GOALIE
GOLF AND FUN IN THE ARIZONA SUN

Last Hurrah

As Tiger Woods' tournament comes to an end, Northern Virginia golf fans are hoping for a reboot in the D.C. area

eBlast 70K subscribers

SEPT/OCT 2018

Print Circulation: 50K+



FY 18 PROMOTION & EARNED MEDIA

TELEVISION

CONSUMER SHOWS

PROMOTIONS

PRINT

DIGITAL

TOTAL VALUE: \$1,070,243

IMPRESSIONS: 24,335,546

OCTOBER 2018

Circulation:

Print 1.4MM | 5.8MM Readership

½ Page Value:

\$170,300



Trips FALL TRAVEL PLANNER

4 Endless Summer 2018 Edition

If Jack Frost nipping at your nose sounds appealing, head somewhere else. If you're looking to soak up the sun for a full 18, here are three spots guaranteed to shine.



mistake, however—there's an abundance of other attractions to vie for your attention, from public-access Donald Ross designs to serious American history at the World Golf Hall of Fame, as well as five-star lodging and secluded beaches. Northeast Florida was the site of America's first settlements, thus earning its nickname, "The First Coast." Speaking of firsts, the region nearly hosted the 1939 Ryder Cup, at the Ponte Vedra Inn & Club's Ocean course—which features one of the game's earliest island greens, at the par-3 17th hole at the Players Stadium course at TPC Sawgrass. As soon as you confirm your tee time, you start grinning—and your stomach starts churning at the prospect of tackling the island green. Make no

FLORIDA'S FIRST COAST OF GOLF

It's an itch that's gotta be scratched. At least once in your golfing life, you absolutely must make the pilgrimage to the greater Jacksonville area, and the town of Ponte Vedra Beach. That's where golf's ultimate gut-check resides: the par-3 17th hole at the Players Stadium course at TPC Sawgrass. As soon as you confirm your tee time, you start grinning—and your stomach starts churning at the prospect of tackling the island green. Make no



Facing down Dye's pitiless cyclops is alone worth the journey to Sawgrass.

Average October Daytime Temps **80°**

96 GOLFCOM OCTOBER 2018



FY 19 JAGUARS GOLF PROMOTIONS

VISITFLORIDA®

JACKSONVILLE
JAGUARS



visit
Jacksonville
and the Beaches



TITANS



GIANTS



TEXANS



COLTS



VISIT FLORIDA / JAGUAR PROMOTION

NASHVILLE | Florida Football Flyaway



PLAYING WHAT WE WANT
96.3 FM Nashville, TN



Alright Tennessee Titans fans, have we got a trip for you!

Visit Florida wants one lucky JACK listener to have the ultimate football weekend!

Enter for a chance to win three nights' accommodations at [DoubleTree by Hilton Jacksonville Riverfront](#), two tickets to the Tennessee vs Jacksonville game at TIAA Bank Field on September 23rd, 2018 including one game-day parking pass, one round of golf for two at [Hidden Hills Golf Club](#) all from [Florida's First Coast of Golf](#).



Amelia Island and Jacksonville Florida are fan favorites that is also a year-round golfer's paradise with over 60 courses to choose along the Atlantic Ocean Coast.

For more information, see the official rules.



Promotion Summary

- Media Partner:** WCJK-FM
- Theme:** Florida Football Flyaway
- Market:** Nashville
- Dates:** August 13 – September 2, 2018
- Partners:** Florida's First Coast of Golf, DoubleTree by Hilton Jacksonville Riverfront, Hidden Hills Golf Club, Visit Jacksonville

WCJK-FM Florida Football Flyaway	Media Value	Impressions
Name and tagline mention in 188 recorded promos	\$ 75,200.00	1,109,200
Name mention in 95 recorded mentions	\$ 19,000.00	560,500
Home page feature	\$ 98.19	5,776
Contest page	\$ 15.11	889
E-blast	\$ 7.62	14,000
Social posts	\$ 235.50	-
TOTALS	\$ 94,556.42	1,690,365

TRADESHOWS




Executed another successful IGTM in October with 47 prescheduled appointments and additional 18 appointments in buyer meets supplier and other functions throughout the convention.




➤ **UPCOMING**

 **PGA**
 2019 MERCHANDISE SHOW

 **TUES, JAN 22**
 PGA Show Demo Day & Education Conference

WED-FRI, JAN 23-25
 PGA Show Exhibits & Education Conference

 **ORLANDO, FL**
 Orange County Convention Center

Michael Althoff, Editor
GolfManager Germany

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4,200 per edition



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SZ Golf Spielen & Golf.de

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