

# Florida's First Coast of Golf

A GOLF DESTINATION MARKETING COMPANY

**TO:** Duval County Tourist Development Council  
**FR:** David W. Reese - Florida's First Coast of Golf, Inc.  
**RE:** FY 19 Q1 Duval County TDC Report  
**DATE:** November 8, 2018

## 1. TOP LINE UPDATES

- Completed website refresh – Main objective was to engage/entertain our visitors leading them to lodging and golf product. More video/blog content, 50% reduction in copy points, onboarded UGC, updated photos.
  - Combination of increased spends and robust site will result in higher traffic and longer engagement.
- Our cooperative advertising programming is 70%+ ahead of pace with major wins in doubling our social media/video pre-roll budget and potentially onboarding cooperative partner that will increase our Golf Advisor program by 80%
- Executed another successful IGTM in October with 47 prescheduled appointments and additional 18 appointments in buyer meets supplier and other functions throughout the convention.
- Testing another creative application in our campaign – “From Bunkers To Beaches”, awaiting landing page build out.
- Website traffic up 32% CYTD and our destination has enjoyed three consecutive months of increases July – September of +1%, +14% and +35%. September 2017 was Hurricane Irma – September 18 vs. September 16, we are up 13%.

## 2. ADVERTISING & MARKETING UPDATES

Continue to focus majority of advertising on top 5 markets ATL, NYC/NJ, DC, ORL, Boston and smaller amounts on CHI, Tampa, PHI, DET, Charlotte. We have Visa card holder spend top 20 markets for golf transactions in NE FL by month which will assist our decision making by market and time of year. Additional financial resources would increase bandwidth in top 5 and enable FFCG to cover markets 6-10 more adequately. Website traffic is up 32% CYTD.

### NOTABLE CAMPAIGNS

- a) Golf Advisor Campaign Summary
  - Total Impressions 1,821,783
  - Total Clicks 21,303
  - Total CTR 4.68%
  - Geo email opens 36,729 | clicks 1,910 | CTR 5.20%
  - Golf Advisor Email opens 46,757 | Clicks 2,104 | CTR 4.50%
  - Golf Advisor Insider opens 130,656 | Clicks 2,511 | CTR 2.10%
- b) Facebook Campaign Q4(July -August 2018) updates
  1. Total impressions = 922,408 | 5,720 clicks| .62 CTR

## Facebook Creative

The image shows a Facebook advertisement for Florida's First Coast of Golf. The ad features a split image: the top half shows a lush green golf course with a tree, and the bottom half shows four glasses of beer on a tray. The text 'FROM HOLES' is overlaid on the golf course, and 'To HOPS™' is overlaid on the beer. The ad includes the Florida's First Coast of Golf logo, a 'Like Page' button, and a 'Learn More' button. The text below the image reads 'FLORIDA-GOLF.ORG Enjoy the Perfect Round Northeast Florida will take you from holes to hops. Golf...'. The ad also shows engagement metrics: 92 likes, 1 comment, and 2 shares.

Florida's First Coast of Golf shared a link. [Like Page](#)

Sponsored ·

FROM HOLES

To HOPS™

Florida's First Coast of Golf

FLORIDA-GOLF.ORG

**Enjoy the Perfect Round** [Learn More](#)

Northeast Florida will take you from holes to hops. Golf...

92 [Like](#) [Comment](#) [Share](#)

1 Comment 2 Shares

c) New Creative

## New FY Creative



d) YTD Digital Media Efforts

- October 2016– August 2017 / October 2017 – August 2018
- Total Impressions 6.9M | +106%
- Total Clicks 71,000 | +27%
- Total CTR 1.18% | +18%
- Total Reach 2M | +284%

e) YTD Traffic to Website Data

- Sessions increased by 53.70%
- New users increased by 54.36%
- Blog views increased by 60.70%

f) Print Campaigns:

1. GolfStyles Fall 2018
  - Circulation 100K Print | 79K Digital
  - 2 Page **Coast Busters** Earned Media \$7,000
2. Virginia Golfer September / October 2018
  - Circulation Print 50K | Digital 70K
3. Met Golfer August/September 2018
  - Circulation 200K Print | 140K Digital
  - 3 Page **Florida Golf & Living Section** Earned Media \$14,600 | 93K impressions

g) Website traffic is up 32% CYTD

h) Top 5– web visitation for September

- States: Florida, Virginia, Georgia, New York, Illinois
- Countries: US, Canada, United Kingdom, France, Australia

### 3. PROMOTIONS & EARNED MEDIA REPORT

Earned media from promotions from PLAYERS, Jaguars and special opportunities closed FY 18 at \$1,070,243 in value and 24,335,546 impressions.

- a) Visit Florida Jaguars 2018 Promotion for FY 19 Earned Media
  - Houston Football Flyaway | Ran August 13 – September 2
  - Nashville Football Flyaway | Ran September 3 – October 5
- b) Golf Magazine October 2018
  - Circulation 1.4MM Print | 5.8MM Readership
  - ½ Page **Endless Summer Edition** Earned Media \$170,300 | Impressions 1M

### 4. STATE, REGIONAL & COMPETITIVE SET ROUNDS PLAYED

	NE FLORIDA	SOUTH ATLANTIC	SOUTH CAROLINA	FLORIDA	NATIONAL
JUL	1.0%	-2.50%	-3.90%	-0.80%	-1.60%
AUG	14%	1.70%	2.40%	5.10%	-1.60%

Comparisons Total Paid Rounds YTD, source- Golf Data Tech

### 5. UPCOMING & OTHER ACTIVITIES

- Hosting Endless Golf host Bobby Vermillion in filming 5 shows in November 2018 and getting more b-roll from these shoots.
- Printed FY 19 Golf Guide – distribution points at all welcome centers both state and local, airport and over 146 Jacksonville lodging properties.
- Attended IGTM International Golf Travel Market) – Slovenia October 12-20, 2018
- Website refresh completed – [www.florida-golf.org](http://www.florida-golf.org). CHUTE UGC ongoing process
- Upcoming Media FAMS
  - December 1-9, 2018 hosting Petra Himmel, editor in chief of SZ Golf Spielen & golf.de of Germany
  - January 18, 2019 – hosting Michael Althoff, editor of Golf Manager of Germany
- PGA Show January 2019
- Continued integration with the Visit Jacksonville Meetings & Convention Sales team. Golf part of Jacksonville’s DNA, use as selling tool. Tournament with meeting or stay an extra day with special rate for meeting goers.