

Florida's First Coast of Golf

DUVAL COUNTY GOLF TOURISM SEPTEMBER 2018

MONTHLY	2018	2017	% CHANGE
ROOMS	2,067	1,526	35%
ROUNDS	4,864	3,591	35%

YTD	2018	2017	% CHANGE
ROOMS	20,404	19,812	3%
ROUNDS	48,010	46,616	3%

NOTES: SEPTEMBER 2017 HURRICANE IRMA

PRECIPITATION (in)		
2018	2017	CHANGE
1.54	2.32	-0.78

AVERAGE TEMPERATURE		
2018	2017	CHANGE
88	83	2°

WEBSITE TRAFFIC			
	2018	2017	% Change
MONTHLY	2,985	6,576	-55%
YTD	54,546	41,403	32%

EARNED MEDIA (In Kind)	
YTD VALUE	YTD IMPRESSIONS
\$1,070,243	24,335,546

TOP FIVE MARKETS (Web Visitation for Month)	
STATES	COUNTRIES
FLORIDA	UNITED STATES
VIRGINIA	CANADA
GEORGIA	UNITED KINGDOM
NEW YORK	FRANCE
ILLINOIS	AUSTRALIA

ADDITIONAL PERFORMANCE METRICS AVAILABLE ON REQUEST