

QUARTERLY PERFORMANCE REPORT

VISIT JACKSONVILLE - LEISURE

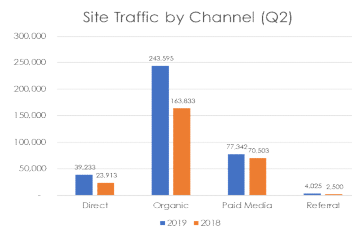
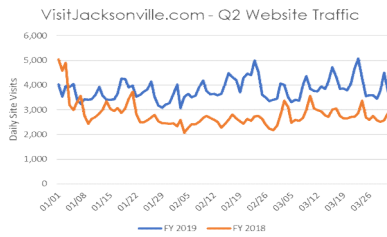


FY 2019 - Quarter 2 (January - March, 2018)



SITE TRAFFIC TO VISITJACKSONVILLE.COM

Year-over-year traffic to VisitJacksonville.com was up 36% in Q2 (January - March), driven by a particularly strong February and March. Fiscal year to date, traffic to Visit Jacksonville is up 23% versus previous year. Organic traffic is up significantly in Q2 for a combination of reasons, including increased awareness, SEO improvements resulting from the new website, and the lingering effects of Hurricane Irma in FY 2018. Direct traffic and referral traffic have also seen gains in the new fiscal year. Paid media traffic for Q2 was up 10% year-over-year; we remain on pace to meet or exceed our paid media goal for the year. In terms of driving traffic to the website, **Pulsepoint & Madden Media Native, Paid Search, Facebook, programmatic display, out-of-home geofencing, and the Undertone Page Grabber ad unit** were all highly effective in Q2.



Site traffic by Source

Rank	Source / Medium	Channel	Sessions
1	Google Organic	Organic	224,502
2	Direct	Direct	39,233
3	Pulsepoint / Native	Paid Media	19,531
4	Paid Search	Paid Media	17,255
5	Bing Organic	Organic	11,650
6	Madden Media	Paid Media	9,934
7	Yahoo Organic	Organic	5,940
8	Programmatic Display	Paid Media	4,649
9	Allianta OOH / Geofenced display banners	Paid Media	3,418
10	New York OOH / Geofenced display banners	Paid Media	3,139
11	Facebook Display	Paid Media	2,875
12	Visit Florida	Referral	2,557
13	Email Newsletter	Paid Media	2,471
14	Facebook Video	Paid Media	1,884
15	Undertone Page Grabber	Paid Media	1,835
16	Adara Banner	Paid Media	1,759
18	Chicago OOH / Geofenced display banners	Paid Media	1,558
19	Madden Media	Paid Media	1,192
20	MNI / Display Banners - Madden Media	Paid Media	1,107
21	MNI / Geotargeting Display	Paid Media	1,062
22	State_Parks_App / 1280x400_banner	Paid Media	695
23	duckduckgo / organic	Organic	691
24	coj.net / referral	Referral	544
25	Conde Nast / Crown Unit	Paid Media	541

SITE TRAFFIC + BOOKINGS BY MARKET

In terms of markets, beyond Jacksonville and Orlando, the highest drivers of site traffic in Q2 were Atlanta, New York, Chicago, Charlotte, and Miami. Two Texas markets - Houston and Dallas - also continue to drive a high volume of traffic to the site. Strong year-over-year growth was experienced in Birmingham, Atlanta, Nashville, Louisville, New Orleans, and Sydney. Atlanta, New York, Washington DC, Chicago, and Boston have driven the highest percentage of out-of-state hotel bookings.

Rank	City	Visits
1	Jacksonville	76,300
2	Orlando	30,699
3	Atlanta	24,040
4	New York	8,049
5	Chicago	7,102
6	Charlotte	5,613
7	Jacksonville Beach	4,228
8	Miami	3,962
9	Washington	3,369
10	Birmingham	3,029
11	Tampa	2,841
12	Nashville	2,758
13	Fruit Cove	2,734
14	Tallahassee	2,303
15	Dallas	1,995

Rank	City	Q1 2018	Q2 2018	YoY (%)	YoY (%)
1	Atlanta	24,040	8,466	15,574	184.0%
2	Orlando	30,699	23,384	7,315	31.3%
3	Chicago	7,102	3,377	3,725	110.3%
4	Birmingham	3,029	790	2,239	283.4%
5	Charlotte	5,613	3,397	2,216	65.2%
6	Nashville	2,758	977	1,781	182.3%
7	New York	8,049	7,128	921	12.5%
8	Tallahassee	2,303	1,399	904	64.6%
9	Miami	3,962	3,237	725	22.4%
10	Philadelphia	1,472	815	657	80.6%

Hotel Bookings by City

Market	Percentage of Travelers
Atlanta	9.5
New York	8.6
Washington	5.6
Jacksonville	5.5
Orlando	5.0
Chicago	4.7
Boston	4.3
Philadelphia	3.7
Tampa	3.7
Dallas-Ft Worth	3.6

Flight Bookings by City

Market	Percentage of Travelers
Chicago	11.8
Washington	10.5
Boston	10.0
New York	7.3
Dallas-Fort Worth	6.7
Newark	5.6
Fort Lauderdale	4.9
Philadelphia	4.6
Detroit	4.4
Miami	3.6

MEDIA IMPACT (ADARA)

In Q2, visitors in all markets exposed to Adara-tagged elements of our campaign (roughly 25% of impressions served) performed over 80,000 hotel searches, resulting in 1,250 bookings and \$425,000 in revenue (\$1.7 million projected out across all impressions). Trip Advisor and the Adara media network have been the most successful media tactics in driving hotel bookings.

Total Searches	80,280
Total Bookings	1,249
Avg. No. of Travelers	1.5
Avg. Length of Stay	2.1 days
Total Nights	2,651
Total Revenue	\$425,494

Placement	Bookings	Searches	Avg Stay (Days)	AOR	Travelers	Total Estimated Nights	Total Revenue	Impressions Per Hotel Night
Adara	852	44,364	2.2	\$ 157	1,311	1,841	\$ 288,677	1,300
Conde Nast	13	1,996	2.7	\$ 333	36	35	\$ 11,677	4,568
Garden & Gun	2	108	1	\$ 188	2	2	\$ 376	25,977
Madden Media	39	2,015	1.9	\$ 207	67	76	\$ 15,720	27,919
Travel & Leisure	121	13,123	2	\$ 170	206	237	\$ 40,342	1,360
WNI Programmatic	53	6,282	2	\$ 156	96	106	\$ 16,505	14,821
NCC Media	106	5,314	2.15	\$ 164	181	226	\$ 37,701	6,979
Trip Advisor	120	10,445	2	\$ 141	238	244	\$ 34,369	366
Total / Average	1,249	80,280	2.1	\$ 161	2,002	2,651	\$ 425,494	3,951

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PAID MEDIA PERFORMANCE

OVERALL

The overall clickthrough rate for the campaign in Q2 2018 was 0.29%, with all digital partners meeting or exceeding benchmarks. For the quarter, 40 million impressions, 184,000 clicks and engagements, and a half million video views were driven.

Media Partner	Channel	Cost	Impressions	Clicks	CTR	CPC	Engagements	Email Opens	Video Views
2019 Inspiration Guide	Digital + Print	\$ -	465,000	-	-	-	-	-	-
Adara	Digital	\$ 17,525	2,438,415	6,628	0.27%	\$ 2.64	-	-	-
Conde Nast Traveler	Digital	\$ 4,131	156,470	814	0.52%	\$ 5.07	-	-	-
Facebook	Digital	\$ 29,625	7,589,424	6,793	0.09%	\$ 4.36	-	-	58,548
Garden & Gun	Digital	\$ 6,500	159,652	4,277	2.68%	\$ 1.52	-	-	-
Innovative Outdoor	Outdoor + Digital	\$ 27,030	10,634,530	11,013	0.10%	\$ 2.45	-	-	-
Madden Media	Digital	\$ 42,064	3,987,523	12,352	0.31%	\$ 3.41	-	-	-
NCC Media	Digital	\$ 21,659	1,301,787	1,734	0.13%	\$ 12.49	-	-	379,619
Paid Search	Digital	\$ 23,149	281,011	16,266	5.79%	\$ 1.42	-	-	-
Pulsepoint	Digital	\$ 10,985	3,343,084	22,371	0.67%	\$ 0.49	24,411	-	-
Southwest Magazine	Print	\$ 15,500	450,000	-	-	-	-	-	-
Spot Cable	Cable	\$ 205,000	4,672,000	-	-	-	-	-	-
Travel & Leisure	Digital	\$ 10,860	334,156	425	0.13%	\$ 25.55	-	-	-
Trip Advisor	Digital	\$ 1,672	85,760	196	0.23%	\$ 8.53	-	-	-
Undertone	Digital	\$ 8,734	620,496	3,958	0.64%	\$ 2.21	61,617	-	-
Visit Florida	Digital + Print	\$ 16,601	612,500	-	-	-	-	-	-
Programmatic Display	Digital	\$ 24,535	3,216,375	11,163	0.35%	\$ 2.20	-	-	-
Video Pre-Roll	Digital	\$ 1,687	83,533	135	0.16%	\$ 12.50	-	-	83,533
Grand Total		\$ 467,257	40,431,716	98,125	0.29%	\$ 2.35	86,028	-	521,700

ALL TARGET SEGMENTS

Ten media partners targeted All Target Segments. Of these tactics, paid search posted the strongest clickthrough rate (5.79%), while Undertone drove 66,000 engagements with the innovative page-grabber unit introduced this fiscal year.

Media Partner	Channel	Cost	Impressions	Clicks	CTR	CPC	Engagements	Email Opens	Video Views
2019 Inspiration Guide	Digital + Print	\$ -	465,000	-	-	-	-	-	-
Adara	Digital	\$ 17,525	2,438,415	6,628	0.27%	\$ 2.64	-	-	-
Facebook	Digital	\$ -	229,111	53	0.02%	-	-	-	-
Paid Search	Digital	\$ 23,149	281,011	16,266	5.79%	\$ 1.42	-	-	-
Programmatic Display	Digital	\$ -	169,239	163	0.10%	-	-	-	-
Southwest Magazine	Print	\$ 15,500	450,000	-	-	-	-	-	-
Spot Cable	Cable	\$ 205,000	4,672,000	-	-	-	-	-	-
Trip Advisor	Digital	\$ 1,672	85,760	196	0.23%	\$ 8.53	-	-	-
Undertone	Digital	\$ 8,734	620,496	3,958	0.64%	\$ 0.13	61,617	-	-
Visit Florida	Digital + Print	\$ 16,601	612,500	-	-	-	-	-	-
Grand Total		\$ 288,180	10,023,532	27,264	0.68%	\$1.87	61,617	-	-

ACTIVE/OUTDOOR

Nine media partners targeted the Active/Outdoor segment. Pulsepoint and Conde Nast Traveler showed a very strong clickthrough rate for Active/Outdoor placements (+.50%), while Pulsepoint drove the highest efficiencies (\$0.48 per click).

Media Partner	Channel	Cost	Impressions	Clicks	CTR	CPC	Engagements	Email Opens	Video Views
Conde Nast Traveler	Digital	\$ 1,556	58,922	293	0.50%	\$ 5.31	-	-	-
Facebook	Digital	\$ 14,841	3,557,269	3,203	0.09%	\$ 4.63	-	-	29,855
Innovative Outdoor	Outdoor + Digital	\$ 17,740	4,736,013	6,106	0.13%	\$ 2.91	-	-	-
Madden Media	Digital	\$ 20,405	2,069,827	6,007	0.29%	\$ 3.40	-	-	-
NCC Media	Digital	\$ 7,229	434,708	551	0.13%	\$ 13.12	-	-	126,617
Pulsepoint	Digital	\$ 5,185	2,089,170	10,897	0.52%	\$ 0.48	11,522	-	-
Travel & Leisure	Digital	\$ 8,680	267,080	329	0.12%	\$ 26.38	-	-	-
Programmatic Display	Digital	\$ 14,909	1,738,111	6,621	0.38%	\$ 2.25	-	-	-
Video Pre-Roll	Digital	\$ 912	45,101	72	0.16%	\$ 12.66	-	-	45,101
Grand Total		\$ 91,457	14,996,201	34,079	0.23%	\$2.68	11,522	-	201,573

CULTURE/HISTORY/ARTS

Ten media partners targeted the Culture/Arts/History segment. Garden & Gun email drove a 2.7% CTR; NCC Media drove 126,000 video views.

Media Partner	Channel	Cost	Impressions	Clicks	CTR	CPC	Engagements	Email Opens	Video Views
Conde Nast Traveler	Digital	\$ 1,928	73,018	406	0.56%	\$ 4.75	-	-	-
Facebook	Digital	\$ 14,784	3,803,044	3,537	0.09%	\$ 4.18	-	-	28,693
Garden & Gun	Digital	\$ 6,500	159,652	4,277	2.68%	\$ 1.52	-	-	-
Innovative Outdoor	Outdoor + Digital	\$ 9,290	5,898,517	4,907	0.08%	\$ 1.89	-	-	-
Madden Media	Digital	\$ 19,704	1,767,311	5,926	0.34%	\$ 3.33	-	-	-
NCC Media	Digital	\$ 7,221	434,054	561	0.13%	\$ 12.87	-	-	126,432
Pulsepoint	Digital	\$ 5,800	1,253,914	11,474	0.92%	\$ 0.51	12,889	-	-
Travel & Leisure	Digital	\$ 2,180	67,076	96	0.14%	\$ 22.71	-	-	-
Programmatic Display	Digital	\$ 6,574	1,027,725	2,851	0.28%	\$ 2.31	-	-	-
Video Pre-Roll	Digital	\$ 775	38,432	63	0.16%	\$ 12.31	-	-	38,432
Grand Total		\$ 74,755	14,522,743	34,098	0.23%	\$ 2.19	12,889	-	193,557

CULINARY

Four media partners targeted the Culinary segment. Programmatic display performed exceptionally well for the culinary segment, clicking through at over five times industry benchmark (0.54% vs. 0.10% benchmark).

Media Partner	Channel	Cost	Impressions	Clicks	CTR	CPC	Engagements	Email Opens	Video Views
Conde Nast Traveler	Digital	\$ 648	24,530	115	0.47%	\$ 5.63	-	-	-
Madden Media	Digital	\$ 1,955	150,385	419	0.28%	\$ 4.67	-	-	-
NCC Media	Digital	\$ 7,209	433,025	622	0.14%	\$ 11.59	-	-	126,570
Programmatic Display	Digital	\$ 3,052	281,300	1,528	0.54%	\$ 2.00	-	-	-
Grand Total		\$ 12,864	889,240	2,684	0.30%	\$ 4.79	-	-	126,570