

FY2019 Visit Jacksonville: Leisure Campaign Q2 Performance Report



Executive Summary

LEISURE CAMPAIGN:

- **At the midpoint of Fiscal Year 2019, paid media continues to perform strongly,** pacing significantly ahead of annual goals for advertising impressions, clicks/engagements, video views, and email opens.
- **All digital partners and tactics leveraged for the leisure campaign met or exceeded industry benchmarks for performance;** we continue to optimize toward the best performing tactics, creative, and placements.
- **Visits to VisitJacksonville.com were up 36% year-over-year in Q2,** driven by a strong February and March, and are up 23% for the fiscal year to date.
- **SEO improvements resulting from the new site launch continue to drive additional organic traffic,** helping to offset the losses in organic experienced last year as a result of Google prioritizing its own travel widgets/results.
- **Site traffic from paid media specifically was up 10% in Q2** versus the previous year.
- The 10.5 million impressions with Adara pixels served in Q2 (25% of all impressions) resulted in **80,000 hotel searches, 1,250 hotel bookings, 8,900 room nights, and over \$425,000 in hotel revenue** (\$1.7 million for Q2 when extrapolated across the full campaign). 85,000 people exposed to our ads also searched for flights, resulting in nearly 5,000 bookings.

ADVERTISING PERFORMANCE

All Target Segments

Target Segment	Cost	Impressions	Clicks & Engagements	CTR	CPC	Video Views
Active/Outdoor	\$ 91,457	14,996,201	45,601	0.23%	\$2.68	201,573
All Target Segments	\$ 288,180	10,023,532	88,881	0.68%	\$1.87	-
Culinary	\$ 12,864	889,240	2,684	0.30%	\$4.79	126,570
Culture/Arts/History	\$ 74,755	14,522,743	46,987	0.23%	\$2.19	193,557
Grand Total	\$ 467,257	40,431,716	184,153	0.28%	\$2.35	521,700

- **Clickthrough rate (CTR)** measures the percentage of delivered digital ads that are clicked on vs. the number of digital impressions served; **cost-per-click (CPC)** measures the cost of each click.
- For the quarter, **40 million impressions, 184,000 clicks and engagements, and 522,000 video views** were driven.
- The overall **clickthrough rate for the campaign in Q2 was 0.28%**, with **all digital partners meeting or exceeding industry benchmarks**.
- As noted in last quarter's report, budget was shifted away from an underperforming Undertone Mobile Adhesion Unit and reallocated into higher performing tactics.

ADVERTISING PERFORMANCE

Target Segment	Cost	Impressions	Clicks & Engagements	CTR	CPC	Video Views
All Target Segments	\$ 288,180	10,023,532	88,881	0.68%	\$1.87	-

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 partners/tactics for segment: Adara, Facebook, Paid Search, Programmatic Display, Trip Advisor, Undertone, Spot Cable, Visit Florida, 2019 Inspiration Guide, and Southwest Magazine.

Target Segment	Cost	Impressions	Clicks & Engagements	CTR	CPC	Video Views
Active/Outdoor	\$ 91,457	14,996,201	45,601	0.23%	\$2.68	201,573

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 partners/tactics for segment: Conde Nast Traveler, Facebook, Innovative Outdoor, Madden Media, MNI Programmatic, NCC Media, Pulsepoint, Travel & Leisure, and Video Pre-Roll.

Target Segment	Cost	Impressions	Clicks & Engagements	CTR	CPC	Video Views
Culture/Arts/History	\$ 74,755	14,522,743	46,987	0.23%	\$2.19	193,557

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 partners/tactics for segment: Conde Nast Traveler, Facebook, Garden & Gun, Innovative Outdoor, Madden Media, NCC Media, MNI Programmatic, Pulsepoint, Travel & Leisure, and Video Pre-Roll.

Target Segment	Cost	Impressions	Clicks & Engagements	CTR	CPC	Video Views
Culinary	\$ 12,864	889,240	2,684	0.30%	\$4.79	126,570

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 partners/tactics for segment: Conde Nast Traveler, Madden Media, MNI Programmatic, NCC Media.

GOAL TRACKING

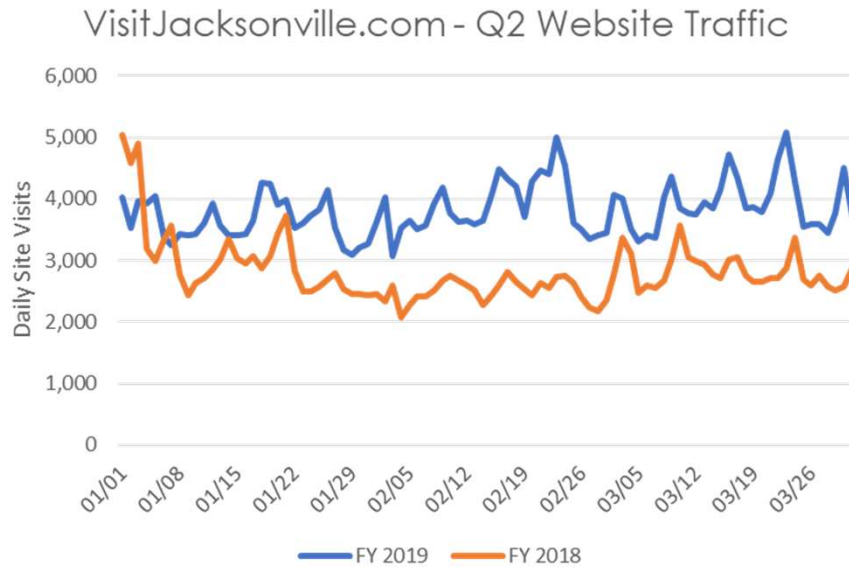
Visit Jacksonville/Dalton Agency FY 2019 Goals

Metric	FY 2019 Goal	Actual YTD	% Goal
Advertising Impressions	46,518,622	31,527,168	68%
Clicks/Engagements	513,747	411,526	80%
Email Opens	11,200	18,960	169%
Video Views	1,811,288	1,622,714	92%

- **We are pacing at, or ahead of, our goals for FY 2019 in all advertising performance metrics.**
- **68% of our annual impression goal has been served through end of Q2,** with high-impression placements like American Airlines yet to be launched.
- Halfway through the fiscal year, **we are at 80% of our click/engagement goal,** driven by strong performance from Facebook and Pulsepoint.
- **Email opens goal was hit in Q1** thanks to strong performance by sends related to Jaguars games against Houston and Indianapolis.
- **Video views are pacing significantly above projections** due to lower than expected costs for Facebook placements and strong creative performance.

WEBSITE TRAFFIC

- **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**.

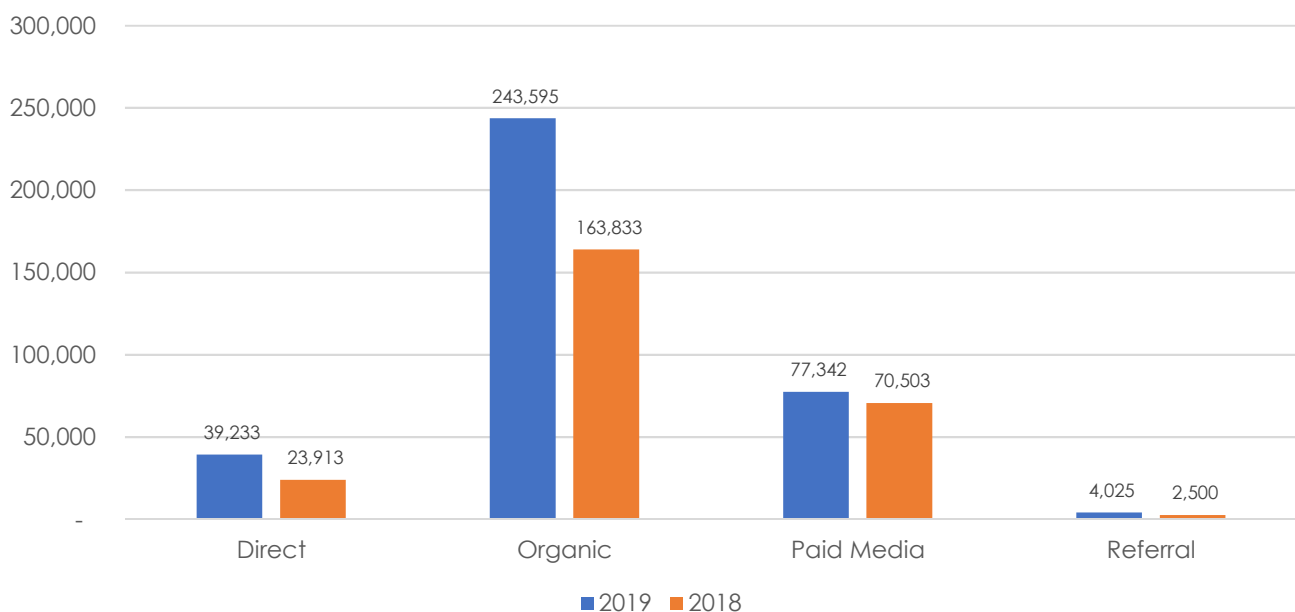


Quarter	FY 2019	FY 2018	YoY
Q1 (Oct-Dec)	316,130	284,097	+11.3%
Q2 (Jan-Mar)	343,311	252,630	+35.9%
YTD	659,441	536,727	+22.9%

TRAFFIC BY CHANNEL

- **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.

Visit Jacksonville.com - Site Traffic by Channel (Q2)



TRAFFIC SOURCES

- 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.

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	5,960
8	Programmatic Display	Paid Media	4,649
9	Atlanta 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	1,358
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 / 1280x600_banner	Paid Media	693
23	duckduckgo / organic	Organic	691
24	coj.net / referral	Referral	544
25	Conde Nast / Crown Unit	Paid Media	541

TRAFFIC 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.

Rank	City	FY 2019	FY 2018	YoY
1	Jacksonville	76,300	43,886	73.9%
2	Orlando	30,699	23,384	31.3%
3	Atlanta	24,040	8,466	184.0%
4	New York	8,049	7,128	12.9%
5	Chicago	7,102	3,377	110.3%
6	Charlotte	5,613	3,397	65.2%
7	Jacksonville Beach	4,228	2,628	60.9%
8	Miami	3,962	3,237	22.4%
9	Washington	3,369	2,751	22.5%
10	Birmingham	3,029	790	283.4%
11	Tampa	2,841	2,721	4.4%
12	Nashville	2,758	977	182.3%
13	Fruit Cove	2,734	1,936	41.2%
14	Tallahassee	2,303	1,399	64.6%
15	Dallas	1,995	2,300	-13.3%
16	Palm Valley	1,978	1,329	48.8%
17	Houston	1,828	7,753	-76.4%
18	Gainesville	1,757	1,127	55.9%
19	Savannah	1,449	984	47.3%
20	St. Augustine	1,414	1,060	33.4%

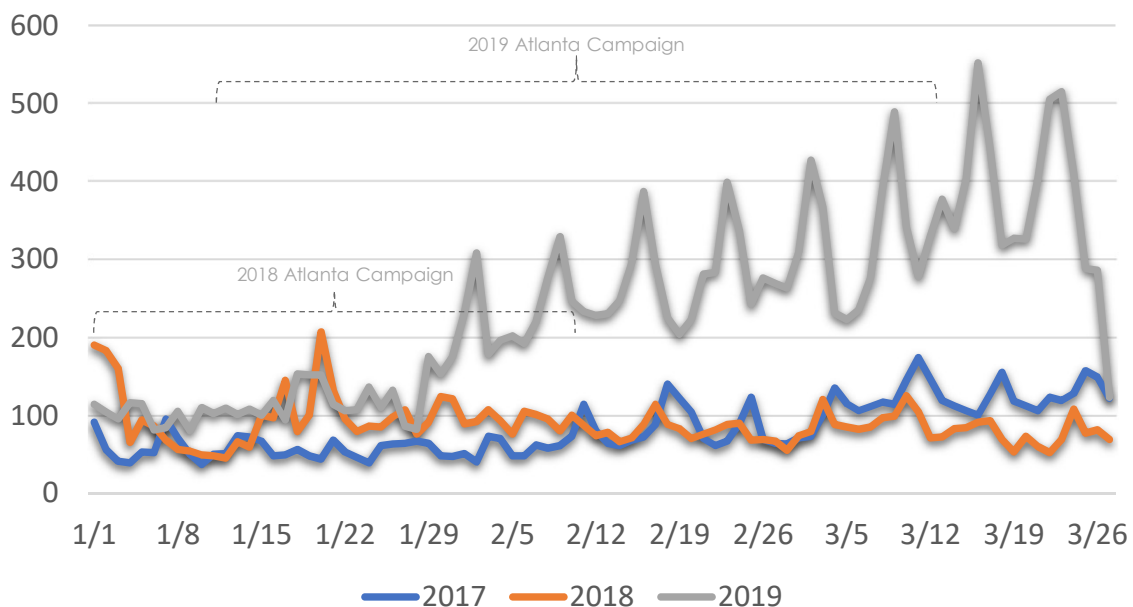
Rank	City	FY 2019	FY 2018	YoY
21	Philadelphia	1,472	815	80.6%
22	Raleigh	1,272	757	68.0%
23	Lakeside	1,357	1,204	12.7%
24	Los Angeles	1,150	800	43.8%
25	Fernandina Beach	906	661	37.1%
26	Valdosta	859	509	68.8%
27	Virginia Beach	850	506	68.0%
28	Middleburg	867	478	81.4%
29	Palm Coast	852	512	66.4%
30	Louisville	736	315	133.7%
31	Memphis	736	733	0.4%
32	New Orleans	686	265	158.9%
33	Kingsland	706	387	82.4%
34	Yulee	673	448	50.2%
35	Boston	628	2,731	-77.0%
36	Reston	541	141	283.7%
37	Orange Park	591	282	109.6%
38	Rochester	552	354	55.9%
39	Columbus	603	518	16.4%
40	Sydney	492	105	368.6%



ATLANTA LOCAL MARKET CAMPAIGN

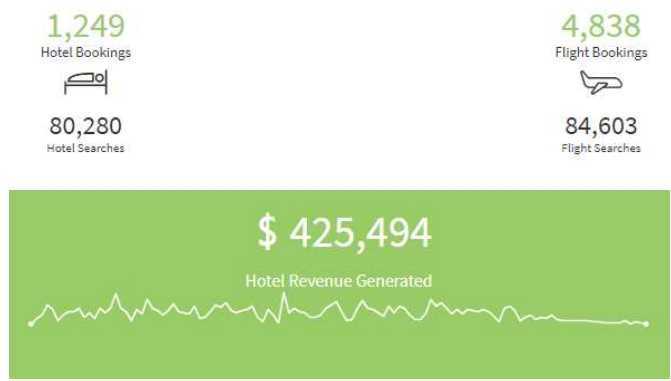
- FY 2019's local market campaign in Atlanta was even more successful than the prior year's. During the window that the campaign ran (1/7 – 3/11), **site traffic from Atlanta was up nearly 137% versus the previous year.** Traffic was up over 100% when compared to the previous 45 days and has remained strong even after the campaign has ended.
- Though full Adara results from the campaign will not be available until summer, we expect a substantial boost in hotel bookings from Atlanta to result from the local market campaign as well.

Visit Jacksonville Atlanta Traffic



HOTEL IMPACT

- 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).
- **Atlanta, New York, Washington DC, Chicago, and Boston** have driven the highest percentage of out-of-state hotel bookings.
- Trip Advisor and the Adara media network have been the most successful media tactics in driving hotel bookings.



Top Origin Markets - Hotel Bookers

Market	Percentage of Travelers
Atlanta	9.5
New York	8.6
Washington	5.6
Jacksonville	5.5
Orlando	5.0
Chicago	4.7
Boston	4.5
Philadelphia	3.7
Tampa	3.7
Dallas-Ft Worth	3.6

Placement	Bookings	Searches	Avg Stay (Days)	ADR	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	1,596	2.7	\$ 333	26	35	\$ 11,507	4,588
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
MNI Programmatic	53	6,282	2	\$ 156	86	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

FY2019 Visit Jacksonville: Convention + Sales Q2 Performance Report



Visit
Jacksonville
and the Beaches

Executive Summary

MEETINGS CAMPAIGN:

- Paid media for the meetings campaign continued its strong performance from Q1 with an overall clickthrough rate of 0.45% in Q2 2019, **multiple times the industry benchmark of 0.08%-0.10%**.
- **Visits to the VisitJacksonville.com Meetings page were up 88% in Q2**, driven by paid search and mobile geofencing around the Destinations International conference.
- **Washington DC, New York, Atlanta, Charlotte, and Greensboro** drove significant visitors to the Meetings page in Q2.

ADVERTISING PERFORMANCE

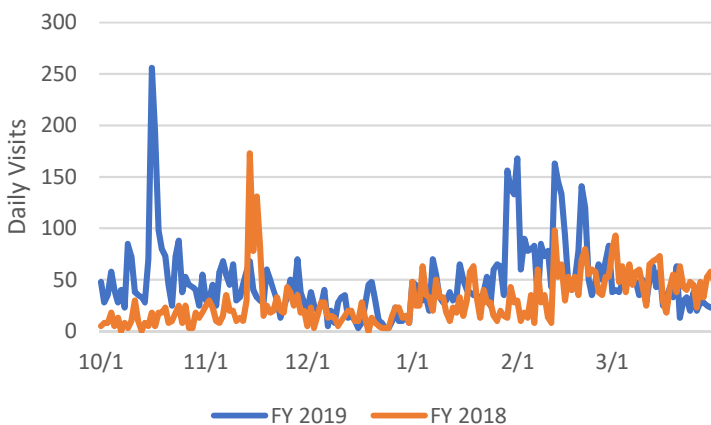
Target Segment	Cost	Impressions	Click	CTR	CPC
Meetings	\$ 71,865	2,581,244	11,076	0.45%	\$ 3.18

- **Clickthrough rate (CTR)** measures the percentage of delivered digital ads that are clicked on vs. the number of digital impressions served; **cost-per-click (CPC)** measures the cost of each click.
- For the quarter, **2.6 million impressions and 11,000 clicks** were driven.
- The overall **clickthrough rate for the campaign in Q2 was 0.45%, over four times the industry benchmark of .08%-.010%.**

PERFORMANCE INSIGHTS

- Year-over-year, **traffic to VisitJacksonville.com's Meetings Page was up 88% in Q2**; traffic is up 85% for the fiscal year to date.
- The large spikes in traffic seen in the chart below for FY 2019 correspond to successful geofencing efforts around conferences centered on event planning (IMEX and Destinations International).

Meetings Page Visits
(FY 2019 vs. FY 2018)



Quarter	FY 2019	FY 2018	YoY
Q1 (Oct-Dec)	3,416	1,875	+82%
Q2 (Jan-Mar)	7,058	3,748	+88.3%
YTD	10,424	5,623	+85.3%

PERFORMANCE INSIGHTS

- **Paid search and programmatic display drove over 1,000 visitors each in Q2**, with geofencing efforts around event-planning conferences also contributing significant traffic to the Meetings page.
- Several leisure tactics – including Undertone, and Pulsepoint– drove traffic to the homepage that later navigated to the Meetings page, mirroring the trickle-down effect we saw between the leisure and meetings campaign in FY 2018.

Rank	Source / Medium	Channel	Pageviews
1	MNI Paid Search	Paid Search	1,788
2	MNI / Geotargeting Display	Paid Media	1,277
3	google / organic	Organic	824
4	(direct) / (none)	Direct	383
5	primefosborn.com / referral	Referral	181
6	bing / organic	Organic	106
7	visitflorida.com / referral	Paid Media	57
8	yahoo / organic	Organic	29
9	newsletter / email	Email	13
10	Pulsepoint / Native	Paid Media	13
11	coj.net / referral	Referral	11
12	Meetings Net Medical / Sponsored Placement	Paid Media	10
13	Meetings Today / eblast	Paid Media	9
14	MPI Carolinas / eblast	Paid Media	8
15	New York OOH / Geofenced display banners	Paid Media	8

- Additionally, **Madden Media Native drove over 1,100 visitors to a meeting planner-centric article on the Visit Jacksonville site.**



PERFORMANCE INSIGHTS

- In terms of markets, beyond Jacksonville and Orlando, the **highest drivers of site traffic in Q2 were Washington DC, New York, Atlanta, Charlotte, and Greensboro.**

Rank	City	2019	2018	YoY (#)	YoY (%)
1	Jacksonville	524	262	262	100%
2	Washington	311	198	113	57%
3	Orlando	200	52	148	285%
4	New York	163	142	21	15%
5	Atlanta	137	34	103	303%
6	Charlotte	127	31	96	310%
7	Greensboro	106	1	105	10500%
8	Chicago	90	62	28	45%
9	Philadelphia	79	45	34	76%
10	Dallas	71	52	19	37%
11	Miami	68	28	40	143%
12	Houston	62	72	-10	-14%
13	Reston	62	3	59	1967%
14	New Orleans	61	14	47	336%
15	Nashville	56	17	39	229%
16	Los Angeles	52	46	6	13%
17	Tampa	43	12	31	258%
18	Tallahassee	28	27	1	4%
19	Raleigh	28	15	13	87%
20	Memphis	26	9	17	189%
21	Virginia Beach	25	8	17	213%
22	Fort Worth	21	12	9	75%
23	Tucson	19	31	-12	-39%
24	Birmingham	18	8	10	125%
25	San Antonio	17	28	-11	-39%