

Monthly TDC Updates- Marketing

April 2019



Where Florida Begins

Communications/Media/PR and Website Stats:

COMMUNICATIONS/MEDIA/PR		WEBSITE				
KPI	APR	KPI	APR	% CHANGE OVER PY	FYTD	% CHANGE FYTD
Earned Media Value	Reports are not	Sessions	112,167	26.4%	797,549	24.4%
Number of Stories	yet available	Users	93,509	21.4%	641,685	18.9%
Total Media Reach	for these	New Users	87,199	21.0%	627,215	17.2%

Social Media:

	APR 2019	FYTD
Mentions	2,276	36,484
Reach	1,861,783	78,829,876
Spread	3,111,020	45,233,916
Total Impressions (Reach + Spread)	4,972,803	124,063,792
#jaxaletrail	28	291
#onlyinjax	538	5,383

What's New in April:

Hosted media:

- Social Media Influencers Henry + Zory
 - Henry Wu Instagram Reach: 91.5k Engagement Rate: 2.17%
 - Zory Shahanks Instagram Reach: 93.9K Engagement Rate: 2.16%
- Arizona Fairways Magazine
- Freelancer Kathleen Walls

Big Stories:

- Forbes: How To Spend An Active Weekend in Jacksonville <https://www.forbes.com/sites/adriennejordan/2019/04/19/how-to-spend-an-active-weekend-in-jacksonville-florida/#7e2b6e2e76d6>
- American Roads and Global Highways: GoRVng Roadtrip https://americanroads.net/blog_gorving_4-20-2019.htm
- Trips to Discover: 11 Cheap Getaways in the South <https://www.tripstodiscover.com/cheap-weekend-getaways-in-the-south/>

Summary Financial Information:

See Budget to Actual Expenses Summary through April 2019.