

Marketing Quarterly Update

Quarter 2: January-March 2019



TDC Performance Requirements:

| PERFORMANCE MEASURES | GOAL | EXPECTED YTD | ACTUAL YTD | % OF ANNUAL GOAL |
|--|--------------------|--------------|------------|------------------|
| An annual 5% increase in leisure market visitors/tourists as determined by the Longwood Travel USA Jacksonville Visitor Report | TBD by 2018 report | TBD | TBD | TBD |
| Tax Collections (5% increase in tourist Development tax collections) | \$8,996,960 | \$4,498,480 | 3,213,426* | |
| Website Visits (5% annual increase in website traffic to the official tourism website) | 276,059 | 138,030 | 147,240 | 53% |
| Advertising Impressions | 46,518,622 | 23,259,311 | 31,527,168 | 68% |
| Clicks/Engagement | 513,747 | 256,874 | 411,526 | 80% |
| Email Opens | 11,200 | 5,600 | 18,960 | 169% |
| Video Views | 1,811,288 | 905,644 | 1,622,714 | 92% |

*collections are through Feb 2019

Communications/Media/PR and Website Stats:

| COMMUNICATIONS/MEDIA/PR | | WEBSITE | | | | |
|-------------------------|---------------|-----------|---------------|------------------|---------|---------------|
| KPI | QTR (JAN-MAR) | KPI | QTR (JAN-MAR) | % CHANGE OVER PY | FYTD | % CHANGE FYTD |
| Earned Media Value | \$251,514 | Sessions | 369,252 | 37.7% | 685,382 | 24.1% |
| Number of Stories | 342 | Users | 301,031 | 28.3% | 548,176 | 17.0% |
| Total Media Reach | 38,989,385 | New Users | 293,001 | 29.9% | 540,016 | 16.6% |

Adara: (Results of bookings after customers visit the Visit Jacksonville website during the planning process.)

| KEY PERFORMANCE INDICATORS | QTR (JAN-MAR) | FYTD |
|----------------------------|---------------|-----------|
| Hotel Searches | 93,383 | 170,064 |
| Hotel Bookings | 795 | 1,584 |
| Air Searches | 10,643 | 20,623 |
| Air Bookings | 492 | 891 |
| Total Travelers | 1,437 | 2,836 |
| Total Nights | 1,632 | 3,292 |
| Total Room Revenue | \$227,023 | \$425,981 |
| Average Room Rate | \$139.11 | \$129.40 |

Social Media:

| | 19-JAN | 19-FEB | 19-MAR | QTR 2 |
|------------------------------------|------------|------------|-----------|------------|
| OVERALL ACCOUNTS | | | | |
| Mentions | 4,497 | 5,056 | 3,394 | 12,947 |
| Reach | 6,359,126 | 22,480,947 | 2,388,050 | 31,228,123 |
| Spread | 5,582,436 | 6,388,385 | 4,021,252 | 15,992,073 |
| Total Impressions (Reach + Spread) | 11,941,562 | 28,869,332 | 6,409,302 | 47,220,196 |
| FACEBOOK | | | | |
| Engagement | 3,111 | 2,970 | 4,302 | 10,383 |
| Impressions | 3,536,819 | 2,972,321 | 2,564,967 | 9,074,107 |
| Followers | 91,193 | 91,222 | 91,378 | 91,378 |
| TWITTER | | | | |
| Engagement | 865 | 985 | 1,210 | 3,060 |
| Impressions | 65,361 | 61,382 | 72,335 | 199,078 |
| Followers | 37,749 | 37,833 | 37,958 | 37,958 |
| INSTAGRAM | | | | |
| Engagement | 7,553 | 8,576 | 8,736 | 24,865 |
| Impressions | 172,307 | 184,531 | 204,901 | 561,739 |
| Followers | 26,158 | 26,986 | 27,920 | 27,920 |
| HASHTAGS | | | | |
| #jaxaletrail | 24 | 16 | 31 | 71 |
| #onlyinjax | 2,311 | 447 | 520 | 3,278 |

STR Metrics:

| | FYTD (OCT 2018-MAR 19) | % CHANGE |
|--------------|------------------------|----------|
| Occupancy | 72.3% | -3.7% |
| ADR | \$97.23 | 3.1% |
| RevPAR | \$70.84 | -.3% |
| Room Revenue | \$228,666,405 | -.4% |

STR Year-to-Date Statistics by Areas in Duval County CY (Jan -Mar 2019):

| | OCCUPANCY YTD | % CHANGE | ADR YTD | % CHANGE | REVPAR YTD | % CHANGE |
|--------------------|---------------|----------|----------|----------|------------|----------|
| Arlington | 84.6% | -0.9% | | 1.2% | \$78.98 | 0.3% |
| Beaches | 79.4% | 2.1% | \$156.24 | 8.7% | \$124.12 | 11.0% |
| Downtown | 74.9% | 1.1% | \$132.46 | 0.5% | \$99.19 | 1.6% |
| Northside/Airport | 79.0% | 1.4% | \$89.24 | -0.5% | \$70.50 | 0.9% |
| Southside/Mandarin | 76.1% | -2.4% | \$93.27 | 5.1% | \$70.99 | 2.6% |
| Westside | 76.8% | -5.6% | \$81.04 | 3.9% | \$62.28 | -2.0% |

Communications/PR Quarterly Update

| KPI | JANUARY | FEBRUARY | MARCH |
|--------------------|------------|------------|-----------|
| Earned Media Value | \$28,811 | \$86,866 | \$135,837 |
| Number of Stories | 21 | 194 | 127 |
| Total Media Reach | 11,389,591 | 19,638,581 | 8,210,203 |

Hosted Media:

In January, hosted writer Rita Cook and influencers Kelly Hill, Hofit Kim Cohen & Anastasia Ashley. In March, hosted Instagram Influencers Arielle Scarcella, Storm Ryan and Aryn Garrigan.

Big Stories:

- Cable television, outdoor and digital city campaign started running in Atlanta.
- Style Blueprint “48 Hours in Jacksonville Florida”
- Road Trips for Families “North Florida Winter Family Road Trip”
- Northstar Meeting Group “The Big Appeal of Smaller Cities”
- The Meetings Magazines “Going Above and Beyond”
- Coastal Living “Florida’s Best Dog Friendly Beaches”
- Thrillist “Where to Spend a Long Weekend in the Southeast This Winter”
- Style Blueprint “48 Hours in Ponte Vedra, Florida: Where to Stay, Play and Eat”
- Le Journal de Montreal “Discouvrir Jax Beaches” (French Language)
- Sunseeker “Jacksonville’s Sweet Treats: Great Places to Satisfy Your Sweet Tooth”
- Coastal Living Online “The Best Music Festivals on the Beach in Florida”
- Meetings + Events “Visit Jacksonville Launches Attendee Passport for Meetings and Conventions”
- Southern Living (print and online) “The South’s Best Pizza”

Media Coverage:

See attached schedules.