

MARKETING SERVICES YEAR 2 ANNUAL PLAN



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visit
Jacksonville
and the Beaches

EXECUTIVE SUMMARY

2017-2018 has been an exceptional year for our marketing efforts. Our new “Jax. It’s Easier Here.” campaign is already showing impressive results. Our advertising this year is performing well across our target markets. We are excited for the new content we have developed and what we have in the works for the coming months. We are continually exploring new ways to optimize everything we are doing and adjusting anything that isn’t performing at the highest level.

The beginning of this year was a challenge; Hurricane Irma had wreaked havoc on our City’s image and it was an uphill battle to convince potential travelers to consider Jacksonville. Even though visitors continued to arrive, those looking at our website and advertising decreased. Thankfully, it only lasted until the end of November when we began to see an increase in the interest once again. The launch of the new campaign was an instant hit! We saw record numbers for December and January. The “Easier Here” idea, with its beautifully captured images and video, seems to resonate well with our audiences and we continue to see visitation grow each month. Web traffic is still behind where we would like it to be this year, but visitation continues to grow, and advertising is performing well.

The destination continues to set record numbers for visitation. March was the best month in the history of tourism in Jacksonville. January & February were stronger year over year than previous years. The new campaign continues to perform strongly. Since its launch in late December/early January it has driven website traffic and had strong click-thru rates. We ran a cable television, billboard, digital video and geofenced banners campaign in Atlanta in February-March and web traffic increased 25% from that city while it was running. A similar campaign will run in Savannah in June-July. Traffic to our website is up 16.8% since December 1st, when the campaign went into full swing and Jacksonville started to shake off the effects of Hurricane Irma.

In 2018-2019, there are several efforts that will further expand our marketing reach. We will continue the influencer marketing we started in 2018 and move it to be part of our media/press efforts, since the work required of our team is so similar for both with much less digital advertising. To expand our advertising campaigns (commercials, digital and outdoor billboard) that will run in Atlanta and Tampa, we will plan guerilla style street marketing events in each destination.

With no expected slowdowns in the near future, 2018-2019 looks to be another successful year for tourism in Jacksonville. In the following Year 2 Plan you will find the individual strategies and tactics for this next fiscal year, which align with the 5-Year Comprehensive Plan that was approved in September 2017.

Annual Metrics

2017-2018 Metrics Results:

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 2017 report	TBD	TBD	TBD
Tax Collections (5% increase in tourist Development tax collections) (Through April 2018)	\$8,179,118	\$4,593,901	\$4,849,488	59%
Website Visits (10% annual increase in website traffic to the official tourism website) (Through May 2018)	1,337,315	717,620	611,023	46%
Advertising Impressions (through March 2018)	194,539,184	97,269,592	86,932,909	45%
Clicks/Engagement (through March 2018)	479,136	239,568	275,159	57%
Email Opens (through March 2018)	133,157	66,579	111,760	84%
Video Views (through March 2018)	1,775,379	887,690	669,692	38%

Proposed 2018-2019 Metrics (*Numbers will be inserted once we complete the fiscal year):

- Five Percent (5%) increase in out of market site visitors
 - Redefine “web traffic” as total out-of-market visitors to VisitJacksonville.com
 - By excluding visitors from within Jacksonville, and measuring unique visitors rather than site visits, we can eliminate skew from local and repeat visits and more accurately assess the true influence of our marketing efforts campaign
- An annual five percent (5%) increase in the leisure market visitors/tourists as determined by the Longwood Travel USA Jacksonville Visitor Report
- An annual five percent (5%) increase in total tourist development tax collections

- Campaign Type Performance Metrics:
 - Total out-of-market visitors to VisitJacksonville.com (5% annual increase in website traffic to the official tourism website)
 - Advertising Impressions
 - Clicks/Engagement
 - Email Opens
 - Video Views

Year 2 Advertising 2017-2018 Plan

Our objectives for Year 2 include:

- Increase awareness of Jacksonville among potential visitors.
- Encourage potential visitors to plan a trip.
- Create a “visitor experience” through the advertising media.

FY2019 VISIT JACKSONVILLE STRATEGIC MEDIA APPROACH: LEISURE | 6.25.18



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AGENDA

- Media Objectives
- Planning Parameters
- Target Audience Analysis
- Performance Insights
- Strategic Approach
- Investment Summary
- Next Steps

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MEDIA OBJECTIVES

Increase awareness of Jacksonville among potential visitors

Encourage potential visitors to plan a trip

Create a “visitor experience” through the media

TARGET AUDIENCE

Continue support of our three primary segments, with Culinary remaining a secondary target

ACTIVE/OUTDOOR

Adults 25-54

Interested in nature, outdoors, recreation, adventure, boating, hiking, biking, kayaking, parks, diving, rowing, waterway activities/tours, etc.

HISTORY/CULTURE/ARTS

Adults 35-64

Interested in public art installations, significant architectural structures, galleries, theaters, symphony, zoo, museums, historical self-guided tours, etc.

SPORTS

Primary: Adults 21-54
Secondary: Men 21-54

Large scale sporting events and targeted to markets where the local NFL team is playing the Jags away

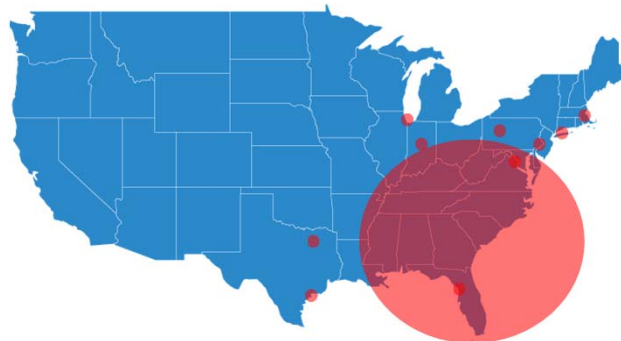
GEOGRAPHY

Broad coverage of the **Southeast Region of the U.S.**
(Florida, Georgia, Alabama, North Carolina, South Carolina, Kentucky, Tennessee, Louisiana, West Virginia and Maryland)

Focused local market efforts in **Tampa and Atlanta**

Additional support for the following markets with higher than average potential for visitors (**Chicago, Dallas, Houston, Philadelphia, New York and Washington, DC**)

Sports focus on markets where the local NFL team is playing the Jags away (**Pittsburgh, Houston, Indianapolis**)



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TIMING AND SEASONALITY

October 2018 – September 2019

Greater focus on driving visitors for the following slower months:

October – January

July – September

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TARGET AUDIENCE ANALYSIS

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TARGET AUDIENCE ANALYSIS



GfK MRI's Survey of the American Consumer[®] is the industry standard for magazine audience ratings in the U.S. and is used in the majority of media and marketing plans in the country

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TARGET AUDIENCE ANALYSIS

Provides richer, actionable data and insights in order to affect strategic media planning

DEMOGRAPHICS	CONSUMER INSIGHTS	MEDIA CONSUMPTION
<ul style="list-style-type: none"> ▪ Age, gender, education ▪ Marital status ▪ Household & personal income ▪ Net worth ▪ Household/family composition ▪ Occupation, title, industry 	<ul style="list-style-type: none"> ▪ Expenditure categories ▪ Buying styles ▪ Psychographic statements ▪ Sports & leisure activities ▪ Planned life events ▪ Public activities participated 	<ul style="list-style-type: none"> ▪ Media brands ▪ Printed publications ▪ Television networks ▪ Independent websites ▪ Streaming services ▪ Social networks ▪ Radio networks ▪ Advertising touchpoints

TARGET AUDIENCE ANALYSIS

WHO ARE THEY?



ACTIVE/OUTDOOR

- 24% of U.S. population
- 48% male, 52% female
 - 22% aged 25-34
 - 38% aged 35-54
 - 16% aged 55-64
- 70% are college educated
- 70% are employed
- Median HHI – \$90,978
- 57% are married
- 42% have children at home



HISTORY/CULTURE/ARTS

- 34% of U.S. population
- 45% male, 55% female
 - 17% aged 25-34
 - 33% aged 35-54
 - 19% aged 55-64
- 67% are college educated
- 58% are employed
- Median HHI – \$68,103
- 55% are married
- 36% have children at home



SPORTS

- 30% of U.S. population
- 62% male, 38% female
 - 17% aged 25-34
 - 37% aged 35-54
 - 17% aged 55-64
- 58% are college educated
- 63% are employed
- Median HHI – \$70,580
- 53% are married
- 40% have children at home



CULINARY

- 19% of U.S. population
- 40% male, 60% female
 - 20% aged 25-34
 - 39% aged 35-54
 - 16% aged 55-64
- 67% are college educated
- 66% are employed
- Median HHI – \$82,821
- 59% are married
- 44% have children at home

Source: 2017 Spring Gfk MRI, Base: Adults

TARGET AUDIENCE ANALYSIS

WHAT ARE THEIR ATTITUDES, VALUES + INTERESTS?



“Spending time with my family is my top priority.”

Active/Outdoor – 88% comp
History/Art/Culture – 88%
Sports – 86%
Culinary – 90%

“Investing for the future is very important to me.”

Active/Outdoor – 85% comp
History/Art/Culture – 82%
Sports – 80%
Culinary – 84%



“I try to eat healthy these days and pay attention to my nutrition.”

Active/Outdoor – 86% comp
History/Art/Culture – 85%
Sports – 82%
Culinary – 88%

Enjoying life: “Doing things because I like them.”

Active/Outdoor – 93% comp
History/Art/Culture – 91%
Sports – 88%
Culinary – 94%



Source: 2017 Spring Gfk MRI, Base: Adults



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TARGET AUDIENCE ANALYSIS

WHAT ARE THEIR ATTITUDES, VALUES + INTERESTS?



ACTIVE/OUTDOOR

- Actively participate in photography – Index 168
- Participate in environmental groups/causes – Index 160
- Heavy exercisers – Index 124
- “I consider my work to be a career, not just a job.” – Index 120
- “Technology helps make my life more organized.” – Index 114



HISTORY/CULTURE/ARTS

- Photography Influentials – Index 143
- Music influentials - 134 Index
- Attend art galleries or museums – 131 index
- Participate in book clubs – Index 126
- “I am very interested in the fine arts.” – Index 118



SPORTS

- Take part in a fantasy sports league – Index 186
- Participate in tailgating – Index 167
- Finance/investment influential consumers – Index 136
- “I find the ups and downs of the financial markets exciting.” – Index 117



CULINARY

- They cook for fun – Index 178
- Entertain friends and relatives at home – Index 151
- People often ask their advice when it comes to food – Index 139
- People come to them for advice before making a purchase – Index 125
- “I enjoy being creative in the kitchen.” – Index 120

Source: 2017 Spring Gfk MRI, Base: Adults



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TARGET AUDIENCE ANALYSIS

WHAT ARE THEIR TRAVEL ATTITUDES AND INTERESTS?



ACTIVE/OUTDOOR

- I frequently choose active vacations with lots to do – Index 151
- Domestic travel activities: Backpacking/Hiking – Index 246
- Domestic travel activities: Bike riding – Index 222
- Amount spent on domestic travel last 12 months: \$7,000+ – Index 171

HISTORY/CULTURE/ARTS

- Category Influential Consumer/Vacation Travel – 127 Index
- Activities on domestic vacations: Visit cultural/historic sites – 132 Index
- Activities on domestic vacations: General sightseeing – 120 Index
- Amount spent on domestic travel last 12 months: \$7,000+ – Index 118

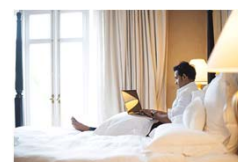


SPORTS

- Domestic Travel Activities: Play tennis – Index 158
- Domestic Travel Activities: Play Golf – 156 Index
- Category Influential Consumer/Business Travel – Index 119
- Amount spent on domestic travel last 12 months: \$7,000+ – Index 124

CULINARY

- Category Influential Consumer/Vacation Travel – 363 Index
- People often ask their advice when it comes to vacation travel – Index 121
- Activities on vacation: Fine Dining – 169 Index
- Amount spent on domestic travel last 12 months: \$7,000+ – 164



Source: 2017 Spring GfK MRI, Base: Adults



TARGET AUDIENCE ANALYSIS

HOW DO THEY CONSUME MEDIA?

Heaviest users of digital media and outdoor.

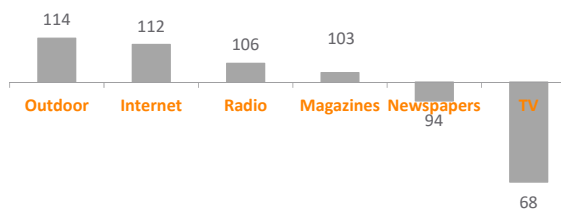
- Trust online content (Index 120), and magazines (120) more than other media.
- Use travel apps on their phones – Index 160
- Write online blogs – Index 151
- Make personal or business travel plans – Index 149
- Use smartphones to purchase products – Index 138
- Use mobile devices to read a book (69%) and

2017 Spring GfK MRI, Base: Adults, Heavy defined as Quintile I or II.

ACTIVE/OUTDOOR

Media Usage Heavy Quintile Composition Index

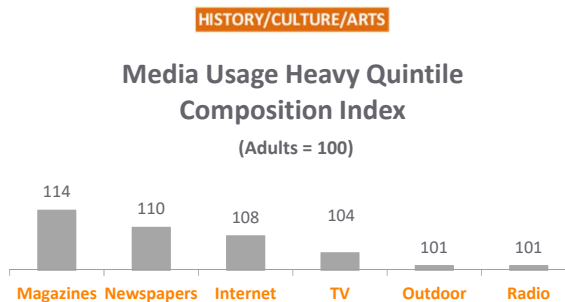
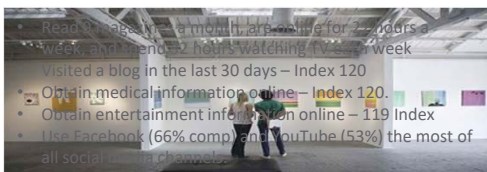
(Adults = 100)



TARGET AUDIENCE ANALYSIS

HOW DO THEY CONSUME MEDIA?

Heaviest users of print, digital media and TV.



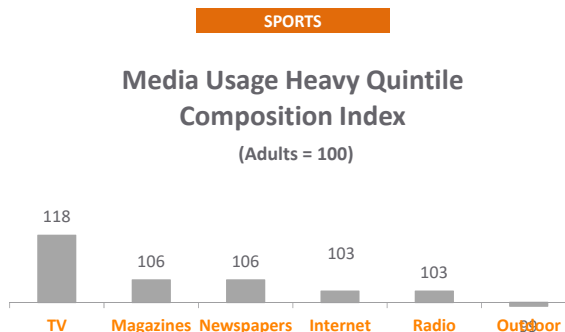
2017 Spring Gfk MRI, Base: Adults, Heavy defined as Quintile I or II.



TARGET AUDIENCE ANALYSIS

HOW DO THEY CONSUME MEDIA?

Heavy users of traditional media, including TV and print media.



2017 Spring Gfk MRI, Base: Adults, Heavy defined as Quintile I or II.



TARGET AUDIENCE ANALYSIS

HOW DO THEY CONSUME MEDIA?

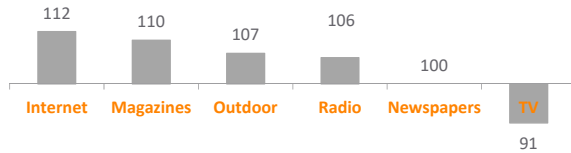
Heavy users of digital media and magazines.



- Use their mobile device to access the internet – 24% comp
- Purchase products using smartphones – Index 150
- Redeem mobile coupons on their smartphone – 11%
- Make travel plans online – Index 135
- Look for recipes online – Index 131

CULINARY

Media Usage Heavy Quintile Composition Index (Adults = 100)



2017 Spring Gfk MRI, Base: Adults, Heavy defined as Quintile I or II.



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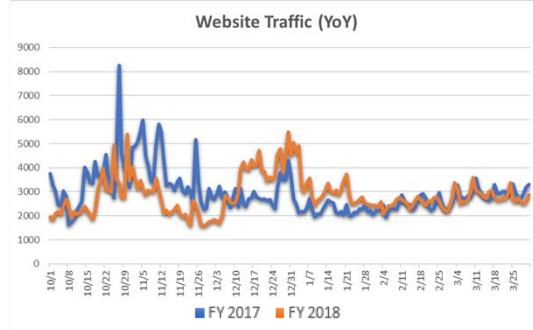
FY2018 PERFORMANCE INSIGHTS

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TRAFFIC TO VISITJACKSONVILLE.COM

Traffic is up 16.8% since December 1st, when the campaign went until full swing and Jacksonville started to shake off the effects of Hurricane Irma.

Overall traffic to VisitJacksonville.com is down 1.53% year-over-year through the end of Quarter 2, driven by strong losses in October and November.



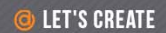
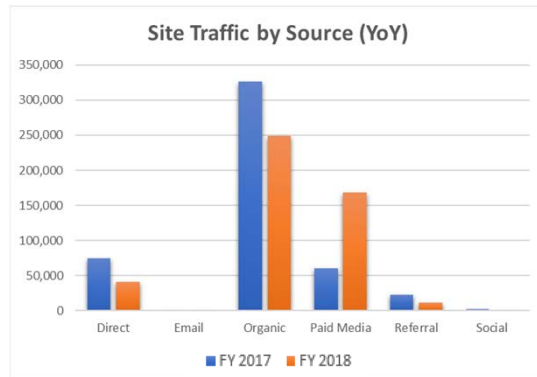
Fiscal Year (Q1 + Q2)	Site Visitors	% Change
FY 2017	468,684	--
FY 2018	475,954	-1.53%



SITE TRAFFIC BY SOURCE

The 1.53% YoY loss is driven primarily by losses in organic search (resulting from removal of partner-specific landing pages, Hurricane Irma, and changes to Google's search algorithm), as well as decreases in direct traffic.

Paid media is up 180% for the first two quarters versus last year.



SITE TRAFFIC BY SOURCE

Pulsepoint drove an incredible amount of traffic in Q1 and Q2, as did Pandora, Paid Search, MNI banner ads, and iExplore's unique catfish banner.

Local market out-of-home/geofenced banner also performed well, particularly in Atlanta and New York City.

Rank	Source / Medium	Users
1	google / organic	217,042
2	(direct) / (none)	40,825
3	pp Yahoo / referral	22,720
4	taboolapp / referral	19,035
5	bing / organic	18,989
6	facebookpp / referral	16,328
7	Pandora / (not set)	16,048
8	MNI / paid search	12,578
9	yahoo / organic	10,700
10	m.facebook.com / referral	9,336
11	MNI / banner	6,583
12	outbrainpp / referral	4,036
13	iExplore / CatfishBanner	3,945
14	NYC_campaign / bike_banner	3,826
15	Atlanta Digital OOH / Geofenced Banner - Yoga	3,330
16	madden / contentfb	3,217
17	Atlanta Digital OOH / Geofenced Banner - Family	3,212
18	Atlanta Digital OOH / Geofenced Banner - Bike	3,104
19	NYC_campaign / yoga_banner	2,969
20	NYC_campaign / beachfamily_banner	2,929
21	actionnewsjax.com / referral	2,542
22	MNI / Facebook	2,082
23	MNI / Banner	1,929
24	jacksonvillezoo.org / referral	1,858
25	DC_campaign / bike_banner	1,843

Rank	Source / Medium	Users
26	Interfuse Meetings Content Activation / content activation	1,833
27	Lamarck / eblast	1,785
28	Chicago_campaign / beachfamily_banner	1,579
29	MNI / social_video	1,570
30	Chicago_campaign / yoga_banner	1,468
31	Chicago_campaign / bike_banner	1,438
32	LonelyPlanet / email	1,228
33	LonelyPlanet / Superzone	1,222
34	LonelyPlanet / (not set)	1,163
35	Adara / Banner	1,149
36	DC_campaign / yoga_banner	1,119
37	onlyinjax.com / referral	1,108
38	DC_campaign / beachfamily_banner	1,103
39	Dallas_Geofencing_Yoga / (not set)	1,093
40	Dallas_Geofencing_Artsy / (not set)	1,090
41	adara / banner	1,081
42	Dallas_Geofencing_Bike / (not set)	1,036
43	twitterpp / referral	939
44	facebook.com / referral	867
45	duckduckgo.com / referral	831
46	MaddenMedia / Banner	826
47	MNI Paid Search / SEM Keywords	782
48	MNI Cultural / MNI Digital	748
49	iExplore / banner	681
50	jaxport.com / referral	617

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HOTEL INFO

Through the end of February, **Hotel Occupancy is up nearly 6% YoY, Average Daily Rate is up 3%, and Revenue Per Available Room is up 9%.**

Hotel Occupancy (Duval County)			
Month	FY 2017	FY 2018	YoY
October	74.2%	78.8%	6.3%
November	68.6%	72.1%	5.2%
December	63.0%	66.6%	5.8%
January	66.9%	72.3%	8.1%
February	75.9%	79.7%	5.0%
Total	68.6%	73.9%	5.8%

Average Daily Rate (Duval County)			
Month	FY 2017	FY 2018	YoY
October	\$93.11	\$96.09	3.2%
November	\$88.61	\$91.56	3.3%
December	\$84.72	\$86.72	2.4%
January	\$87.38	\$92.36	5.7%
February	\$91.87	\$97.66	6.3%
Total	\$88.81	\$91.46	3.0%

RevPAR (Duval County)			
Month	FY 2017	FY 2018	YoY
October	\$69.06	\$75.76	9.7%
November	\$60.76	\$66.03	8.7%
December	\$53.34	\$57.77	8.3%
January	\$58.46	\$66.82	14.3%
February	\$67.11	\$77.85	11.6%
Total	\$61.05	\$66.52	8.9%

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FLIGHT SEARCHES + BOOKINGS By SOURCE

Our general Adara placement is driving, by far, the most flight searches and flight bookings, followed by Adara Post Hurricane, Lonely Planet, Conde Nast, and MNI's Post Hurricane campaign.

In terms of booking rate (percentage of flight searches that result in a booking), **Conde Nast, MNI Pre-Roll, and Lonely Planet** are driving the highest results.

Source	Flight Searches	Flight Bookings	Booking %
Adara_General	89153	2974	3.34%
Adara_Post_Hurricane	32517	861	2.65%
Lonely Planet	3409	164	4.81%
Conde Nast	1228	83	6.76%
MNI_Post_Hurricane	1037	43	4.15%
NCC_Media	778	35	4.50%
Adara_Indy_Target	577	20	3.47%
MNI_Cincinnati	359	12	3.34%
MaddenMedia_Culinary_2018	287	8	2.79%
MNI_PreRollVideo	247	13	5.26%
MNI_Indy	175	8	4.57%
MaddenMedia_Culture_2018	150	3	2.00%
MaddenMedia_Active_2018	124	5	4.03%
iExplore_Culinary_2018	116	5	4.31%
iExplore_Culture_2018	90	4	4.44%
iExplore_Active_2018	81	2	2.47%
Garden and Gun	44	2	4.55%
MPI_Meetings	22	7	31.82%
DC_Campaign_2018	15	0	-
Chicago_Campaign_2018	4	1	25.00%
Atlanta_Campaign_2018	3	0	-
Dallas_Campaign_2018	3	0	-
MNI_ActiveAdults_2018	2	0	-
Madden_Media_Storytelling	0	0	-
MNI Targeted Media	0	0	-
MNI_Culinary_2018	0	0	-
MNI_Culture_2018	0	0	-
MNI_History_2018	0	0	-
MNI_KFN	0	0	-
NYC_Campaign_2018	0	0	-

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HOTEL SEARCHES + BOOKINGS By SOURCE

Like with flights, our general Adara placement is driving, by far, the most hotel searches and bookings, followed by Adara Post Hurricane, NCC, and Lonely Planet.

In terms of booking rate (percentage of hotel searches that result in a booking), **MNI Pre-Roll, iExplore Culinary and Culture, Conde Nast, and MPI Meetings** are driving the highest results.

Source	Hotel Searches	Hotel Bookings	Booking %
Adara_General	35824	1402	3.91%
Adara_Post_Hurricane	10425	415	3.98%
NCC_Media	4512	150	3.32%
Lonely Planet	4110	187	4.55%
MNI_Post_Hurricane	2036	84	4.13%
MaddenMedia_Culinary_2018	970	13	1.34%
Conde Nast	961	55	5.72%
Adara_Indy_Target	948	35	3.69%
MaddenMedia_Culture_2018	707	13	1.84%
MNI_PreRollVideo	435	31	7.13%
MNI_Cincinnati	362	13	3.59%
MaddenMedia_Active_2018	354	4	1.13%
MNI_Indy	152	8	5.26%
MPI_Meetings	150	9	6.00%
iExplore_Active_2018	96	3	3.13%
iExplore_Culinary_2018	92	7	7.61%
iExplore_Culture_2018	91	6	6.59%
Garden and Gun	63	8	12.70%
Dallas_Campaign_2018	29	0	0.00%
MNI Targeted Media	10	0	0.00%
MNI_KFN	7	0	0.00%
Atlanta_Campaign_2018	6	0	0.00%
MNI_History_2018	6	0	0.00%
Chicago_Campaign_2018	0	0	-
DC_Campaign_2018	0	0	-
Madden_Media_Storytelling	0	0	-
MNI_ActiveAdults_2018	0	0	-
MNI_Culinary_2018	0	0	-
MNI_Culture_2018	0	0	-
NYC_Campaign_2018	0	0	-

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SITE TRAFFIC BY MARKET

Top Overall Markets

Rank	City	FY 2018
1	Jacksonville	73,402
2	Orlando	53,197
3	Atlanta	16,602
4	New York	9,555
5	Tampa	9,352
6	Charlotte	8,890
7	Houston	8,494
8	Miami	7,983
9	Chicago	6,495
10	Washington	4,134
11	Boston	3,772
12	Fruit Cove	3,717
13	Dallas	3,504
14	Indianapolis	3,322
15	Tallahassee	2,860
16	Gainesville	2,561
17	Lakeside	2,427
18	Palm Valley	2,390
19	St. Augustine	2,020
20	Austin	1,945

Top Growth Markets (by %)

Rank	City	FY 2017	FY 2018	% Growth
1	Houston	2,644	8,494	221%
2	Cincinnati	416	1,277	207%
3	Boston	1,284	3,772	194%
4	Austin	817	1,945	138%
5	Dallas	1,617	3,504	117%
6	Memphis	672	1,446	115%
7	Indianapolis	1,795	3,322	85%
8	Phoenix	431	676	57%
9	Chicago	4,262	6,495	52%
10	Detroit	903	1,360	51%

Top Growth Markets (by #)

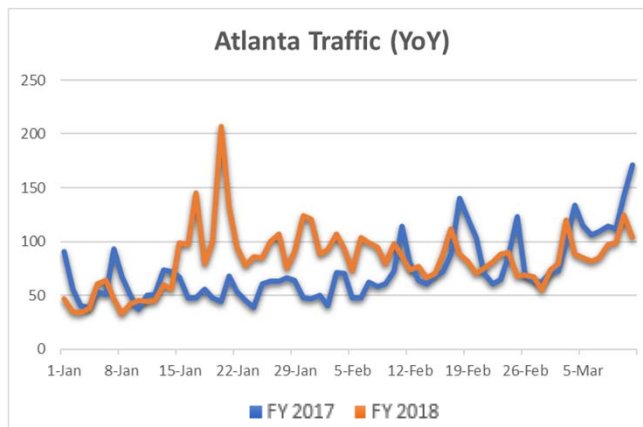
Rank	City	FY 2017	FY 2018	# Growth
1	Houston	2,644	8,494	5,850
2	Tampa	6,350	9,352	3,002
3	Charlotte	5,948	8,890	2,942
4	Boston	1,284	3,772	2,488
5	Chicago	4,262	6,495	2,233
6	Dallas	1,617	3,504	1,887
7	Indianapolis	1,795	3,322	1,527
8	Austin	817	1,945	1,128
9	Cincinnati	416	1,277	861
10	Memphis	672	1,446	774

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SITE TRAFFIC BY MARKET (Atlanta)

Traffic from Atlanta is up 25% as the result of the local market campaign

The spot cable campaign in particular appears to have accounted for big portion of that increase, with traffic from Atlanta increasing 90% year-over-year during the window that spot cable ran



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HOTEL SEARCHES + BOOKINGS By MARKET

Atlanta, Jacksonville, Orlando, NYC, and Boston are driving the greatest number of hotel searches.

However, Washington DC, Boston, Houston, Atlanta, and Milwaukee are driving the highest number of completed hotel bookings.

Hotel Search		
Rank	City	Searches
1	Atlanta	4345
2	Jacksonville	2749
3	Orlando	2686
4	NYC	2315
5	Boston	1957
6	Chicago	1731
7	Washington DC	1629
8	Miami	1466
9	Tampa	1304
10	Los Angeles	1072
11	Savannah	774
12	Baltimore	708
13	Raleigh	702
14	West Palm Beach	662
15	Philadelpia	643



Top Origin Markets - Hotel Bookers	
Market	Percentage of Travelers
Washington	21.4
Boston	14.3
Houston	14.3
Atlanta	7.1
Milwaukee	7.1
New York	7.1
Philadelphia	7.1
San Francisco Bay Area	7.1
Springfield	7.1
Wilkes Barre-Scranton	7.1

FLIGHT SEARCHES + BOOKINGS By MARKET

NYC, Boston, Washington DC, Chicago, and Los Angeles are driving the greatest number of flight searches.

Washington DC, Boston, Chicago, Cleveland, and New York City are driving the highest number of completed flight bookings.

Flight Search		
Rank	City	Searches
1	NYC	11835
2	Boston	9048
3	Washington DC	6684
4	Chicago	5003
5	Los Angeles	3,538
6	Philadelphia	3433
7	San Francisco	3,208
8	Miami	2762
9	Atlanta	2653
10	Minneapolis	2121
11	Detroit	1949
12	Dallas-Ft Worth	1442
13	Denver	1199
14	Houston	1138
15	Cleveland	1097



Top Origin Markets - Flight Bookers	
Market	Percentage of Travelers
Washington	17.6
Boston	13.7
Chicago	7.8
Cleveland	7.8
New York	7.8
Philadelphia	7.8
Fort Lauderdale	5.9
Newark	5.9
Dallas-Fort Worth	3.9
Santa Ana	3.9

YOY GEOGRAPHY RECOMMENDATION

GEOGRAPHY	FY2018	FY2019
PRIMARY GEOGRAPHY	Southeastern U.S.	Southeastern U.S.
ADDITIONAL MARKETS OF FOCUS	Chicago, Dallas, Philadelphia, New York and Washington, DC	Chicago, Dallas, Houston, Philadelphia, New York and Washington, DC
DRIVE MARKET HEAVY-UP EFFORT	Atlanta, Savannah	Atlanta, Tampa
SPORTS MARKETS	Indianapolis, Cincinnati	Pittsburgh, Houston, Indianapolis

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FY2019 STRATEGIC APPROACH

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FY2019 STRATEGIC APPROACH

Continue with a multiplatform approach, but allocate majority of **spending in digital channels** based on its proven ability to drive strong increases in traffic to the site

Place greater emphasis on channels driving strong site traffic: **native, paid social, paid search**

Increase spend against targeting tactics that are driving bookings, such as **travel intent data targeting and IP address targeting**


Consider opportunities and partners that include more **video and high impact units**

Continue local market effort in Atlanta to sustain momentum; introduce Tampa to capitalize on growth potential

Increase YOY spend in spot cable to take advantage of its positive impact on site traffic

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MEDIA PARTNER SUMMARY

CHANNEL	NOT RETURNING	RETURNING	NEW
DIGITAL			
PRINT			
RADIO			
CABLE	TBD based on negotiations		
OOH	TBD based on negotiations		
IN-FLIGHT			

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INVESTMENT SUMMARY

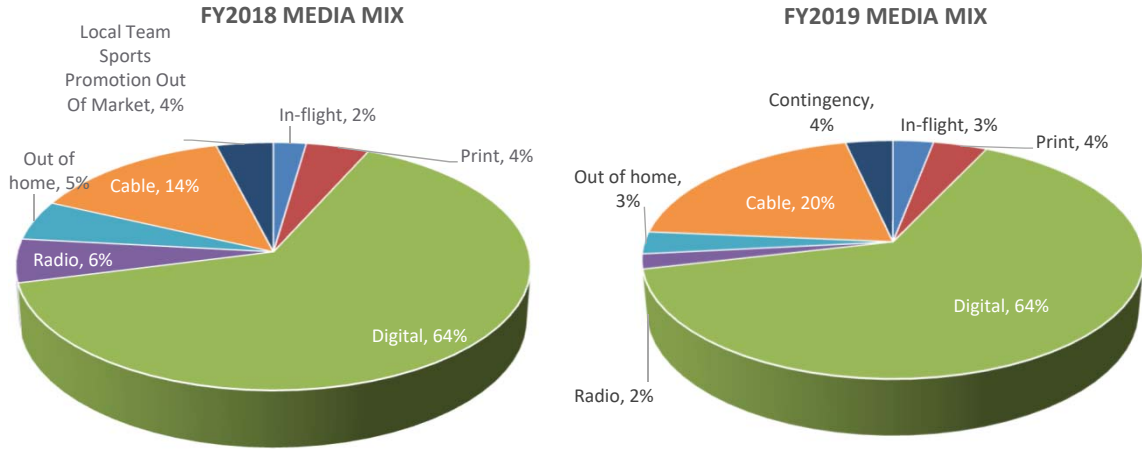
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YOY BUDGET PROJECTION BY CHANNEL

CHANNEL	FY2018 PURCHASED	FY2019 PLANNED	YOY +/-%
IN-FLIGHT PROMOTION	\$ 29,295	\$ 36,795	26%
PRINT	\$ 59,187	\$ 52,644	-11%
DIGITAL	\$ 818,870	\$ 815,561	0%
RADIO	\$ 72,500	\$ 30,000	-59%
OUTDOOR	\$ 66,030	\$ 40,000	-39%
CABLE	\$ 179,965	\$ 250,000	39%
CONTINGENCY BUDGET (OUT OF MARKET LOCAL SPORTS TEAM PROMOTION, ETC...)	\$ 49,357	\$ 50,000	0%
GRAND TOTAL	\$ 1,275,000	\$ 1,275,000	0%

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YOY MEDIA MIX



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YOY BUDGET PROJECTION* BY CAMPAIGN

CAMPAIGN NAME	FY2018	FY2019
ALL CAMPAIGNS	44%	48%
ACTIVE/OUTDOOR	19%	20%
HISTORY/CULTURE/ARTS	18%	22%
SPORTS	12%	6%
CULINARY	6%	4%
GRAND TOTAL	100%	100%

*Subject to change based on finalized media plan.

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MEASUREMENT

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CURRENT SUCCESS METRICS

A ten percent (10%) annual increase in **website traffic to the City's official tourism website.**

An annual five percent (5%) increase in **leisure market visitors/tourists** as determined by the *Longwood Travel USA Jacksonville Visitor Report.*

An annual five percent (5%) increase in **total tourist development tax collections.**



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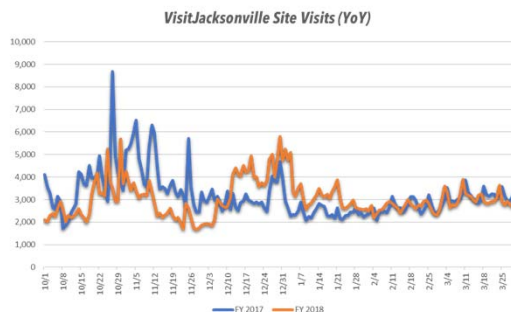
HOW IS “WEBSITE TRAFFIC” CURRENTLY DEFINED?

Currently defined as total visits to VisitJacksonville.com

Up to **25%** of these website visitors typically come from within Jacksonville, depending on season

These local visitors often use the site to research upcoming events and activities, **arriving on the site multiple times a month**

Because of this, **this KPI can be easily skewed by local and repeat visits**, failing to provide the most accurate barometer of true campaign performance



Month	FY 2017	FY 2018	YoY
Q1 Total	333,641	284,097	-15%
Q2 Total	247,039	268,226	+9%
YTD	489,332	475,541	-5%

PROPOSED CHANGE FOR FY2019

Redefine “web traffic” as total out-of-market visitors to VisitJacksonville.com as measured by Google Analytics

By excluding visitors from within Jacksonville, and measuring unique visitors rather than site visits, we can **eliminate skew from local and repeat visits** and more accurately assess the true influence of our campaign

This change would **bring website goals into closer alignment with other success metrics** (unique out-of-market visitors, tourists and hotel guests)

FY2019 GOAL: +5% out of market site visitors



Public Relations/Communications

Objectives:

1. Grow awareness of Jacksonville as a tourism destination by showcasing our main attributes: Water recreation, nature adventures, community arts and culture and big sporting events.
2. Increase the number of publications, news channels, websites and blogs featuring stories about Jacksonville.

Strategy: Story Development and Media Outreach

Tactics:

- Continue to promote Jacksonville as a major Florida tourism destination to lifestyle and travel publications, outlets and media across the nation. We will highlight the overall destination based on current travel media trends.
- Develop story ideas and media pitches based on destination research and content created under the 5-Year Plan from the Marketing Plan Year 2. That will include:
 - Water Recreation: Promote Jacksonville’s countless water activities, easy water access river and beaches.
 - Nature/Outdoors: Parks itineraries and highlights, unique camping spots in Jacksonville, hiking in Jacksonville, biking trails in Jacksonville, Fishing in Jacksonville, best local beaches, weekend getaways to Jacksonville’s beaches, watersports in Jacksonville, water tours in Jacksonville.
 - History/Culture/Arts: Museums passport, Downtown Jacksonville’s history, history tours in Jacksonville, historic homes and people of Jacksonville
 - Sports: Surfing culture in Jacksonville, Florida vs. Georgia experience, Jacksonville’s NFL experience, NCAA Tournaments
 - Food Culture: Best local food in Jacksonville, craft cocktails and spirits, farmers market in Jacksonville
 - Holiday attractions and concerts
- Leverage Marketing team’s advertising buys to garner incremental earned media.

Strategy: Host Media Blitz Events

Tactics:

- Plan, coordinate and execute four media events in top Jacksonville visitor markets. Group dinners/special events where Visit Jacksonville will share Destination Jacksonville story ideas with media and establish/maintain relationships with media (Based on 2017 top website visitation markets):
 - Atlanta
 - Washington, D.C.
 - Chicago
 - Tampa/Orlando
- Secure deskside appointments with media who cannot attend events at each destination.

Strategy: Attend Media Travel Shows

Tactics:

- Visit Jacksonville to attend the International Media Marketplace (IMM) and the New York Times Travel Show (January 2019).
- Visit Jacksonville to attend the Chicago Travel & Adventure Show in February 2019. This show is an adventure-focused travel tradeshow.
- Visit Jacksonville to attend IPW Media Marketplace in 2019.
- Visit Jacksonville to attend the Public Relations Society of America Travel and Tourism Conference in 2019.
- Secure deskside media appointments with national and regional consumer travel and lifestyle media in all destinations visited during Travel Shows.

Strategy: Host Media Site Visits

Tactics:

- As part of a larger Visiting Journalist Program (VJP), secure individual press visits for national and key market regional outlets, including online, print, and broadcast.
 - On a case-by-case basis, arrange individual press visits for media, bloggers and (unpaid) social media influencers, with a level of support equal with the size of the publication's or influencer's audience. Expectation: More than 30 writers annually.
- Secure 4-8 writers from national and key market regional outlets to visit Jacksonville on two themed press visits:
 - Sports: Unique venues, teams and tailgate like locals (Fall 2018)
 - Nature + Outdoors: Waterways/Fishing & Diving (Spring 2019)

Strategy: Local Editorial News Bureau

Tactics:

- Expand relationship with local Jacksonville media to expose all events and current tourism affairs to residents.
 - A weekly column in local media outlets focused on attractions and things to do for residents.

Website

Strategy: Since our brand new website will launch this July, we are excited to continue to optimize it to provide even better user experiences. The new site allows more flexibility than the last site and makes it easier to find information that might encourage visitors to stay longer and explore more.

Goals: To increase total out-of-market visitors to VisitJacksonville.com another 5% over fiscal year.

2017-2018 numbers

Tactics:

- To continue to develop new content based on what potential visitors are searching for.
- To create a more long-tail URLs to ensure that Visit Jacksonville's website appears in any web searches having to do with travel to Jacksonville.
- To regularly add new photography and video content so there are new things to see if visitors return to the site.
- To grow the new section added on the site called "Travel Tools" which was built for those travelers that have already booked their trip but now may be looking for more detailed information on things to do, how to get around and where to eat once they arrive in Jacksonville.

Social Media

Strategy: To grow the engagement of our audiences through all social media channels, with a special focus on Instagram and Facebook. We will stay aware of new emerging social media programs that may grab a large audience. Facebook and Instagram, the primary channels for selling to potential visitors, have made it even harder to reach new potential visitors without paying for promoting posts. For the upcoming year, we will need to advertise or "promote" more individual posts using social media advertising dollars.

Goals: To increase engagement rates 10% within our fanbase; to increase audiences on all channels by 5%.

Tactics:

- To continue to gather user generated content and share it with our audience.
- To work more closely with event promoters who are bringing their events to Jacksonville.
- To constantly develop new content to share through our channels.
- To be the voice and image of Jacksonville to the outside world.

NEW! Influencers

Strategy: Influencer marketing is an emerging marketing tactic that focuses on influential individuals who have large fan bases to share information on traveling to Jacksonville. It's a hybrid of paid media and earned media. The influencers perform similarly to media visits but are paid for their time and influence. By identifying individuals that can influence potential consumers to take a trip to Jacksonville it can successfully introduce the destination to large audiences via a trustworthy source, in their eyes.

In 2017-2018, we experimented with influencer advertising and thus far it has been successful. There are plans to develop these opportunities even further in 2018-2019. The funds for the current efforts were included within the Digital Advertising budget in 2017-2018, but after hosting these influencers first hand, it is better classified as a “site visit” type expense where we pay for travel and fees, not digital advertising.

Goals: To host 12 influencers in 2018-2019 and for them to reach audiences of 5 million total followers for all influencers.

Tactics:

- Identify top travel influencers in the adventure, nature, lifestyle, food, sports, arts and culture spectrum on Instagram and Twitter and contract them to expose our destination to their audience.
- Arrange trips for them to experience Jacksonville’s highlights first hand.
- Plan influencer trips around large events to show off the destination at its best.

Continued Content Development

Strategies: To have new monthly content to share with our audiences and to continue to focus on our key attributes. Video still is the best performing advertising tactic, primarily through social media. We will continue to add video assets and new tours annually.

Goals: To develop 24 new blogs and videos.

Tactics:

- Continued new photography and video efforts, including 360-degree videos.
- Expanded neighborhood tours, audio tours and the promotion of these events.
- Continued development of new content where it may be currently lacking.
- Continued efforts and focus on featured parks.

Consumer Mass Email

Strategies: To continue to grow the email database and to maintain the current levels of engagement.

Goals: To grow our leisure email database by 10% in 2018-2019.

Tactics:

- Send monthly emails to each of the personas we have established over the last five years.

- Continue to further categorize our followers to be able to provide them with relevant content of interest.
- To continue to promote large trip-worthy special events.
- To share video and photos through the emails sent to encourage more visitors to come to Jacksonville.

NEW! Out-of-Market Outreach/Promotional Events

Strategies: To host an event in a city where we are advertising in order to further share the Jacksonville image. To plan an event in coordination with advertising campaigns that would engage potential visitors and have the potential for media coverage in these cities.

Goals: To host two out of market city takeover/guerilla type events.

Tactics:

- To host events in Atlanta & Tampa in 2019 at the same time that advertising campaigns are running.
- To work with a guerilla street team in the above markets to put on an event or pass out Jacksonville related items.
- To make sure this includes an interactive display event to capture media attention in the above cities.

MARKETING PLAN CALENDAR

Year 2: October 2018 - September 2019



Months	October	November	December	January	February	March	April	May	June	July	August	September
New Projects												
Campaign Focus - Outdoor/Nature/Water												
Parks maps and itineraries highlighting top city, state and national parks	Ongoing Research to include more parks	Develop park maps	Print New maps	LAUNCH & ADVERTISE	Ongoing Research to include more parks	Ongoing Research to include more parks	Ongoing Research to include more parks	Ongoing Research to include more parks	Ongoing Research to include more parks	Ongoing Research to include more parks	Develop collateral pieces, Develop itineraries	Develop collateral pieces, Develop itineraries
Review all geographical areas of city to be sure we have each neighborhood featured	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing
Exploring local marine life	Follow city's work in Mayport area to expand this		Review existing content for updates									
Unique camping spots in Jacksonville						Review existing content, update blogs						
Best hiking routes in Jacksonville							Review/Research content	Create map/brochure				
Best biking trails in Jacksonville				Review existing content, update blogs	Create blog/map/brochure							
Most popular fishing charters in Jacksonville: For expert fishermen and for beginners (inshore and off-shore)				Rview/Research fishing charter content	Create blog							
What to experience in Jacksonville's Beaches and Parks: Jacksonville Beach, Neptune Beach and Atlantic Beach		develop blog/web content	develop blog/web content	LAUNCH & ADVERTISE								
Jacksonville's unique beaches: Mayport Village, Black Rock beach, Boneyard beach, Huguenot Park, Hanna Park, and Little Talbot Island	Create New blog & web content	LAUNCH										
Itinerary for a weekend in Jacksonville Beach: Where to stay, food, nightlife, water sports (For family, beach bum, surfer, shopaholic, foodie, low on funds).				Create blog content	LAUNCH prior to beaches season							
Best spots to watch sunrises and sunsets									Create blog content	LAUNCH blog		
Jacksonville's best watersports: kayaking, fishing, surfing, paddleboarding, diving, boating, rowing (including places to take lessons, tours and get rentals)	Research itinerary content	Research itinerary content	LAUNCH & ADVERTISE Itineraries	Research and write blogs	Research and write blogs	Research and write blogs	LAUNCH & ADVERTISE	Ongoing Research on New water activities	Ongoing Research on New water activities	Ongoing Research on New water activities	Ongoing Research on New water activities	Ongoing Research on New water activities

MARKETING PLAN CALENDAR

Year 2: October 2018 - September 2019



Months	October	November	December	January	February	March	April	May	June	July	August	September
New Projects												
ADDITIONAL CONTENT NEEDED												
Family	Research new attractions/new family activities	KFN content						Research content: Best family hotels in Jacksonville	Create blog			
General Jax Stories	Research Top 10 facts on Jax: History	Create web content/blog	LAUNCH	Research Top 10 facts on Jax: Food, Beer	Create web content/blog	LAUNCH	Research Top 10 facts on Jax: Shopping	Create web content/blog	LAUNCH	Research Top 10 facts on Jax: Nature, Beaches	Create web content/blog	LAUNCH
Jax Ale Trail	Develop collateral with New breweries	Launch Phase II	Create blogs on pet friendly breweries	Create blogs on yoga & breweries	Create blogs on New breweries	Create blogs on New breweries						
Website	New website planning	New website planning	New website planning	New website buildout	New website buildout	New website buildout	New website buildout	New website buildout	LAUNCH			
Visitor Magazine				Begin plan for 2019 Magazine	Develop New content	Develop New content	Develop New content	Layout of Magazine	Layout and Printing	LAUNCH & ADVERTISE Magazine		
New Videos	Assess video needs			Assess video needs			Assess video needs			Assess video needs		
Annual Planning					Review marketing performance	Send out advertising RFP to advertising vendors	Review proposals & Create Media plan	Present Annual Advertising Plan to the TDC				
Holidays	Halloween	Veterans Day, Thanksgiving	Winter Holidays	New Years	Valentine's Day, President's Day	St. Patrick's Day		Mother's Day, Memorial Day	Father's Day	Independence Day		Labor Day
Events	Florida vs. Georgia, Wasabicon	Kids Free November	TaxSlayer Bowl, Winter on the Water		26.2 with Donna: National Marathon	PLAYERS Championship, Gate River Run, CollectiveCon, World of Nations,	Springing the Blues, Welcome to Rockville	Jazz Festival, Funk Fest		Kingfish Tournament	Jaguars	