

# FY 2017-18 Third Quarter Reports





Visit Jacksonville Convention Sales & Services FY2017-2018 Annual Plan Summary; 3 <sup>rd</sup> Quarter Update		
Goals per the TDC Contract	Status	
<b>1. Generate 85,000 Definite RN</b>	<b>As of 6/30/2018:</b>	
Goals by year (for a total of 85,000 RN)		
2018: 10,764	2018: 24,576 (228%)	
2019: 37,266	2019: 21,827 (59%)	
2020: 19,687	2020: 13,070 (66%)	
2021: 7,283	2021: 10,840 (149%)	
	2,595 for 2022 and beyond	
<b>2. Increase annual room night actualization by 5% - 92,296 (FY 2016-17) plus 5%; 96,911 GOAL</b>	72,089 Contracted (74%) 71,990 Picked Up (74%)	
<b>3. Generate a minimum increase of 0.25% in REVPAR for the Group Segment Trend report - \$13.63 (STR Report September 2016) plus 5%; \$13.66 GOAL</b>	<b>October 2017 – June 2018</b> Group REVPAR Avg \$15.44 YTD \$19.21, Running 12 Months <b>\$15.91 (116%)</b>	
<b>4. Increase the awareness of Jacksonville as a destination by 2% per the Destination MAP Report</b>	TBD; Awaiting final results of MAP Report	
<b>5. Maintain a minimum base of 50% new business for room night production.</b>	80% new business for Q3	
<b>Strategy: Promotion to Tourist Groups</b>		
<b>Tactics</b>	<b>Status</b>	<b>Expected Completion Date</b>
· Expand the <b>Bring It Home JAX</b> initiative by creating a new webpage, update current collateral, and increase awareness of program to the local community with a quarterly press release to local business publications	Started collateral development in January 2018. Details and referral form currently available on our website. <a href="https://www.visitjacksonville.com/meetings/bring-it-home/">https://www.visitjacksonville.com/meetings/bring-it-home/</a> We currently have brochures in print. Dalton is creating an advertising campaign to go in the JAX business journal in Oct to help raise awareness locally.	Ongoing
· Develop a promotion for convention center focused meetings, and a Keep It in JAX promotion for multi-year event, city-wide and mid-size conventions (250-500 total room nights)	Event must qualify based on falling into a designated need period. Confirmed multi-year not an issue.	9/30/2018
· Create collateral for the <b>“Show Us Your Badge”</b> program, pre-and post-itineraries, and team building itineraries	The plan is to move this program to an app through Bandwango. The attendee will be directed to a microsite that provides a list of information on	In progress & ongoing.

	participating businesses. To be completed by 9/30/18.	
· Develop an Offsite Venue Guide, with print and digital versions for clients	Once current collateral is complete with Dalton, this file will be sent to Dalton for modification and design. Venues have been identified and available on Visit Jacksonville website.	9/30/2018
· Assist in designing new group welcome signage at the airport, Jacksonville Landing, hotels, and convention facilities	New signage design completed for JAX Landing, hotels and street pole banners. VJ CEO determination that pole signage may not be best methodology for welcoming groups and pursuing alternative options that would be technology based versus print signage at the airport location.	9/30/2018
· Update Group Tour Itinerary brochure, based on new destination product offerings and create a new River-Taxi and Dine-Around Package brochure	Item is on pace to be completed by the deadline.	9/30/2018 & ongoing
· Plan for the development of a new SMG and convention center promotional brochure and the development of a new JAX medical meetings brochure	Content for medical meetings brochure compiled. Will start on the POCC brochure in Q4 with Dalton.	9/30/2018
· Develop and implement a quarterly pitch plan for meeting and group tour publications	Work with Dalton & VJ Communications Manager to coordinate this effort.	Completed & ongoing
· Implement a new strategy for social media monitoring and management for LinkedIn	Completed & ongoing.	Completed & ongoing
· Design new eNewsletter and eBlast templates	Working with Dalton - awaiting marketing department; Group Tour will be next on the list.	In progress; 9/30/2018
· Launch new destination meetings videos <i>1) Unique Meetings, 2) 10 Things to do, 3) Welcome Video, 4) Meeting Planners</i>	3 videos completed and 1 in development. Video #4 in review stages. Will review with M. Corrigan, services & sales managers.	In progress; 9/30/2018
Strategy: Convention Market Targeting		
<b><u>Tactics</u></b>	<b><u>Status</u></b>	<b><u>Expected Completion Date</u></b>
· Conduct a 3-year evaluation of which meeting, and convention market segments have been productive, and which size of meeting group may generate the most bookings and room nights	In progress. B. Doering and C. Hartert to compile and report.	In progress; 9/30/2018
· Conduct a 3-year evaluation of which group tour segments have been productive, and which group tour segments generated the most bookings and/or room nights	In progress and will be ongoing. B. Doering will compile and report on this information.	In progress; 9/30/2018
· Identify which meeting and convention target markets will require additional market penetration activities for new business development (i.e. tradeshow, client events, and sales missions)	In Progress; to be completed in Q4. B. Doering will review with each National Account Managers on results from markets that see an increase in RFP submission and compare them with the data compiled by Dalton on interest driven by traffic to the Visit Jacksonville Website meetings page.	In progress; 9/30/2018

· Share industry resources on Convention Sales & Services best practices, new trends in the industry, and meetings research with the local tourism industry	Completed & ongoing as part of quarterly GM/DOS Meetings.	Completed & ongoing
· Complete data base appending/database cleansing project	Database cleansing has been completed however there are other items that will be updated in the iDSS system as a continuation of this effort.	Completed & ongoing
· Conduct a local tourism survey to assess interest in group tour sales efforts, specific group tour training for the local tourism industry, and group tour tracking for monthly reporting	In Progress; B. Doering & C. Hartert to work on including this in the DOS meeting or as a survey to partners (potentially both). Will be completed in Q4.	In progress; 9/30/2018
<b>Strategy: Convention Sales Activities</b>		
<b><u>Tactics</u></b>	<b><u>Status</u></b>	<b><u>Expected Completion Date</u></b>
· Continue implementation of a new 10-touch sales prospecting process to communicate with clients	Completed & ongoing.	Ongoing
· Utilize the Backyard Marketing database to identify new <i>Bring It Home JAX</i> prospects	Completed & ongoing.	Ongoing
· Schedule meetings with area colleges and universities to determine the types of meetings they would like to attract to their institutions for <i>Bring It Home JAX</i> efforts	Visit Jacksonville CEO has already communicated with staff at UNF and FSCJ to start this process.	9/30/2018
· Host 2 client events in the Chicago and Washington DC markets with coordinated sales missions.	Events scheduled for June 2018 and September 2018. Results from June event: 19 appointments, 8 clients at client event, 6 client guests at MPI awards banquet and 5 sales calls. 2 Leads resulted from the DC events worth 2,463 total RN's. We anticipate an additional 2 future RFP's.	9/30/2018
· Host a market-specific FAM targeting 3 <sup>rd</sup> Party planners	HelmsBriscoe Destination Site – visit held 3/21/2018.	Completed
· Prepare to relaunch a proactive group tour sales effort	In Progress - Working with Dalton and Sales department to relaunch group tour sales efforts. Lorrie Allen is developing 3 packages: a Senior Tour, Youth Tour and Cultural Tour	In progress
· Reengage with the Society of Government Meeting Professionals (SGMP) to develop new business opportunities	We have renewed membership and are attending quarterly meetings.	9/30/2018
· Establish partnerships and/or sponsorships with 3 <sup>rd</sup> Party planners and Meeting Management companies	Completed	Completed
· Increase participation in regional meeting industry meetings to develop client contacts and sell Jacksonville	Completed & ongoing	Completed & ongoing

<b>Strategy: Coordination with City Convention Center Management</b>		
<b><u>Tactics</u></b>	<b><u>Status</u></b>	<b><u>Expected Completion Date</u></b>
· Work with transportation businesses to create a convention center transportation package, including shuttle costs and transportation logistics coordination.	Initial research completed. Meeting scheduled for 7/28/18 with transportation providers.	9/30/2018
· Continue tracking and monthly reporting to the Prime Osborn Convention Center on convention center bookings, leads, inquiries, lost business, and cancelled bookings	Completed & ongoing	Completed & ongoing
· Coordinate bi-monthly meetings with SMG facilities and hotel businesses to discuss business opportunities and strategies	Completed & ongoing	Completed & ongoing
· Determine open facility dates in current and future years and target potential convention center users for those months	Bob Doering to touch base with SMG facilities to get open dates.	9/30/2018
· Review opportunities to book additional conventions, supplementing current consumer show bookings	Bob Doering: to do a history report in IDSS on Turn downs by the Convention Center. Solicit groups while at tradeshows, while prospecting and during sales calls.	9/30/2018
· Collaborate and develop a new SMG and convention center promotional brochure	New booklet in the design stage and still in progress awaiting design input from Bill McConnell.	9/30/2018
· Finalize revisions to the existing Convention Center Alliance agreement with hoteliers and the Prime Osborn Convention Center	Completed	Completed
<b>Strategy: Convention Service Activities</b>		
<b><u>Tactics</u></b>	<b><u>Status</u></b>	<b><u>Expected Completion Date</u></b>
· Coordinate planning for new convention signage at the Jacksonville International Airport	Determination by current CEO that the plan for wrapping poles at Airport is not best use of resources available. Looking into alternatives in final quarter.	9/30/2018
· Compile content for the development of the offsite venue guide	Completed & ongoing	Completed & ongoing
· Develop content for a “Show Us Your Badge” program for convention attendees including restaurants, nightlife, and attraction offers	The plan is to utilize the App BandWango for this program. It would direct the attendee to a microsite that provides a list and information on participating businesses.	In progress & anticipated completion 9/30/18.
· Create new pre-and post-itineraries to include in hot links and social media toolkits for planners to	Completed & ongoing	Completed & ongoing

share with attendees in advance of their Jacksonville meetings		
· Implement annual training for the Convention Sales & Services team to ensure compliance with Florida Open Records & Open Meetings laws, City of Jacksonville Ethics & Purchasing Code, and the TDC Plan & Tourist Development Tax	Training will be provided internally by COO. Experience in this training in prior work as Ethics Representative for City. Completed by 9/30/18.	9/30/2018
· Plan and coordinate annual convention sales events	Ongoing	9/30/2018
<b>Strategy: Convention Grants</b>		
<b><u>Tactics</u></b>	<b><u>Status</u></b>	<b><u>Expected Completion Date</u></b>
· Review any changes to TDC grant process and update the Visit Jacksonville policies accordingly	Awaiting final TDC Grants Guideline updates.	9/30/2018
· Research availability and requirements for any VISIT FLORIDA convention grant programs, as an alternative or supplement to the TDC Convention Grant program	Minority Convention Grants available up to \$40,000 thru Visit Florida. Can apply for next grant cycle in December 2018.	Completed
· Conduct an annual assessment of convention grant and incentive programs provided by our key competitors	Completed & ongoing	Completed & ongoing

# QUARTERLY PERFORMANCE REPORT

## Visit Jacksonville - Meetings



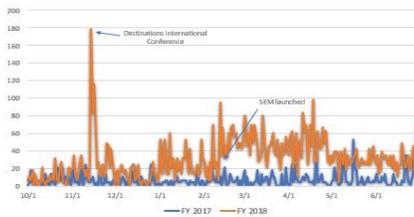
**FY 2018 - Quarter 3 (April to June, 2018)**



### SITE TRAFFIC TO VISITJACKSONVILLE.COM/MEETINGS

Visits to the VisitJacksonville.com Meetings page were **up 111% in Q3 2018 versus Q3 2017**, continuing on the strong gains we experienced in Q1 and Q2. Fiscal year to date, **the Meetings page is up almost 200%**. **MNI Paid Search drove the highest level of traffic in Q3**, with **MNI banner also driving significant traffic to the meetings page as well**. In the time since SEM went live in February, traffic to the meetings page has doubled.

**MEETINGS PAGE TRAFFIC (FISCAL YEAR TO DATE)**



**VisitJacksonville.com - Meetings Page Visits**

Month	FY 2017	FY 2018	YoY
Q1 Total	700	1,875	+168%
Q2 Total	724	3,748	+418%
Q3 Total	1,647	3,479	+111%
YTD	<b>3,071</b>	<b>9,102</b>	<b>+196%</b>

**Meetings Page - Traffic by Source**

SOURCE / MEDIUM	CHANNEL	VISITS
MNI Paid Search / SEM Keywords	Paid Search	2,090
google / organic	Organic	451
MNI / banner	Paid Media	385
(direct) / (none)	Direct	231
bing / organic	Organic	67
_CMCA_emailcard / (not set)	Paid Media	45
LinkedIn / In Feed Ad	Paid Social	23
yahoo / organic	Organic	22
demo.maddenmedia.com / referral	Paid Media	16
MPI carolina / email	Paid Media	16
tempest.mydone.com / referral	Referral	14
ewtn.com / referral	Referral	13
visitflorida.com / referral	Referral	13
outbrainp / referral	Paid Media	8
MPI New York / Banner	Paid Media	7

### PAID MEDIA PERFORMANCE

#### Overall

Clickthrough rate measures the percentage of delivered digital ads that are clicked on vs. the number of digital impressions served. The **overall clickthrough rate for the Meetings campaign in Q3 2018 is 0.30%**, nearly four times the industry benchmark of 0.08%. In terms of individual media partners, MNI Programmatic, Convention South, SAE Texas, and MPI (New York) all posted clickthrough rates near or over 0.5%, with Pulsepoint and MNI Programmatic posting the best efficiencies.

Media Partner	Total net cost	Total impressions	Total clicks	CTR	CPC
ASAE	\$ 795	-	-	-	0.00%
CMCA	\$ 275	1,300	-	-	-
Convention South	\$ 3,300	23,614	24	0.43%	-
Cvent	\$ -	22,983	80	0.35%	-
FSAE	\$ 2,519	1,000	-	-	-
Group Tour Magazine	\$ 10,892	15,000	-	-	-
GSAE	\$ 525	2,979	8	0.27%	\$ 65.63
Insurance & Financial Meetings Management	\$ 2,601	5,005	-	-	-
Meetings Today	\$ 4,500	110,211	-	-	-
Military Reunion Network Magazine	\$ 1,350	10,597	-	-	-
MNI	\$ 50,973	5,955,597	28,803	0.48%	\$ 1.77
MPI (Carolinas)	\$ 650	400	N/A	-	-
MPI (Chicago)	\$ 6,500	18,904	10	0.05%	\$ 650.00
MPI (New York)	\$ 1,100	1,825	11	0.60%	\$ 100.00
MPI (South Florida)	\$ 350	3,045	N/A	-	-
Prevue Magazine	\$ -	49,660	N/A	-	-
Pulsepoint	\$ 10,000	3,681,209	13,339	0.36%	\$ 0.75
SAE (Texas)	\$ 1,925	1,825	11	0.60%	\$ 175.00
SGMP (Florida)	\$ 75	-	N/A	-	-
Smart Meetings	\$ 6,000	43,850	-	-	-
<b>Grand Total</b>	<b>\$ 104,329</b>	<b>9,949,004</b>	<b>42,288</b>	<b>0.30%</b>	<b>\$ 1.45</b>

### SITE TRAFFIC BY MARKET + RFPs

#### Top Markets by Site Traffic

RANK	CITY	PAGE-VIEWS	% TRAFFIC
1	Jacksonville	285	8.2%
2	New York	99	2.8%
3	Orlando	67	1.9%
4	Houston	58	1.7%
5	Dallas	52	1.5%
6	Boston	51	1.5%
7	Miami	48	1.4%
8	Chicago	47	1.4%
9	Washington	43	1.2%
10	Charlotte	42	1.2%
11	Atlanta	39	1.1%
12	Alexandria	38	1.1%
13	Tucson	22	0.6%
14	Nashville	19	0.5%
15	Gainesville	18	0.5%

**New York, Orlando, and Houston drove the most out-of-market traffic to the Meetings page during Q3.**

**Dallas, which we targeted during Q3, entered the top five, and Boston and Miami showed the same strong growth YoY on the meetings side that they did with leisure.**

The sales pipeline remains strong with **sales leads up 27%** year-over-year through Q3 2018

Visit Jacksonville Meetings Leads (Oct - June)			
Source	FY 2018	FY 2017	YoY
<b>Total Visit JAX Sales Leads</b>	<b>405</b>	<b>318</b>	<b>+27%</b>
Website - Online Lead Submissions	12	11	1%
Cvent*	8	36	-78%
Inquiries	146	115	27%
Tradeshows	46	51	-10%

\*Cvent leads have been reclassified as 3<sup>rd</sup> party, the 8 leads in 2018 were registered prior to reclassification.

Category	Event Start Date	Event End Date	Hosting Organization and Event Name	Location	Sales Mgr	# Client RSVP's	# of appts	Show Attend. (buyers)	Total Expenses (actual)	RFP's Received	# Definite bookings	Definite RN	Definite Attendance
FAM	March 21, 2018	March 21, 2018	HelmsBriscoe FAM	Jacksonville, FL	VG, CH	13	13		\$827.00				
FAM	May 10, 2018	May 12, 2018	The PLAYERS Championship FAM	Jacksonville, FL	ALL	11	11		\$26,507				
						24	24		\$27,334.00	0	0	0	0
Industry Show	December 4, 2017	December 6, 2017	Southeast Tourism Society Conference (resch from Oct)	Biloxi, MS	MS				\$1,024.48				
Industry Show	December 13, 2017	December 13, 2017	Destinations International (DI) Convention Sales & Marketing Summit (XLD)	Chicago, IL	MS								
Industry Show	December 10, 2017	December 15, 2017	Added: Florida Tourism Leadership Summit	West Palm Beach, FL	MS								
Industry Show	December 13, 2017	December 13, 2017	Destinations International (DI) Convention Services Summit	Chicago, IL	Services				\$1,052.11				
Industry Show	January 5, 2018	January 7, 2018	Event Services Professional Association (ESPA)	Nashville, TN	Services				\$1,179.96				
Industry Show	January 7, 2018	January 10, 2018	Professional Convention Management Association (PCMA) Convening Leaders (XLD)	Nashville, TN	MS								
Industry Show	July 10, 2018	July 13, 2018	Destinations International (DI) Annual Convention	Anaheim, CA	MS				\$2,500.00				
Industry Show	September 12, 2018	September 14, 2018	Florida Governor's Conference on Tourism	Orlando, FL	MS				\$1,500.00				
									\$7,256.55	0	0	0	0
Local/ Regional Industry Meeting	Monthly	TBD	MPI North FL Chapter Educational Luncheon	Jacksonville, FL									
Local/ Regional Industry Meeting	Monthly	TBD	Society of Government Meeting Professionals (SGMP)	Gainesville, FL									
Local/ Regional Industry Meeting	July TBD, 2018	July TBD, 2018	Society of Government Meeting Professionals (SGMP) Education Day	TBD									
Local/ Regional Industry Meeting	Monthly	TBD	Professional Convention Management Association (PCMA)	TBD- Southeast									
										0	0	0	0
Sales Mission	November 7, 2017	November 9, 2017	Sales Mission	Charlotte, NC	KT		8		\$1,755.13	1	1	1255	460
Sales Mission	June 20, 2018	June 22, 2018	Sales Mission	Washington, DC	VG	14	5		\$226.00				
Sales Mission	September 4, 2018	September 7, 2018	Sales Mission	Chicago, IL	BD								
						14	13		\$1,981.13	1	1	1255	460
Client Event	December 12, 2017	December 12, 2017	Spa Client Event	Tallahassee, FL	KT	18			\$2,402.42	1			
						18	0		\$2,402.42	1	0	0	0
Tradeshow	October 4, 2017	October 4, 2017	Florida Society of Association Executives (FSAE) Education Expo	Tallahassee, FL	KT/MS		0	500	\$1,527.82	0			
Tradeshow	October 18, 2017	October 18, 2017	Plan Your Meeting (PYM) Live Houston	Houston, TX	LA		13	54	\$3,128.40	1	1	83	25
Tradeshow	October 24, 2017	October 26, 2017	Connect Faith	Cincinnati, OH	BD		35	220	\$5,738.35	5	4	7365	5870
Tradeshow	October 24, 2017	October 26, 2017	Connect Medical	Cincinnati, OH	VG		27	60	\$5,322.28	3			

Category	Event Start Date	Event End Date	Hosting Organization and Event Name	Location	Sales Mgr	# Client RSVP's	# of appts	Show Attend. (buyers)	Total Expenses (actual)	RFP's Received	# Definite bookings	Definite RN	Definite Attendance
Tradeshow	November 6, 2017	November 9, 2017	Your Military Reunion Connection (YMRC)	Savannah, GA	SC		22	42	\$1,481.19	4	3	1268	700
Tradeshow	November 14, 2017	November 17, 2017	ConferenceDirect CD Forum	Orlando, FL	SC			150	\$909.20				
Tradeshow	November 29, 2017	December 2, 2017	HPN Global Partners Conference	San Francisco, CA	LA		8	99	\$3,194.28	4	1	1380	450
Tradeshow	November 29, 2017	December 2, 2017	National Coalition of Black Meeting Planners (NCBMP) Annual Conference	Oakland, CA	BD		0	70	\$3,634.22	1			
Tradeshow	November 29, 2017	December 2, 2017	Military Reunion Network SE Regional Roundtable	Nashville, TN	SC			25	\$1,688.02	3	3	400	240
Tradeshow	December 3, 2017	December 3, 2017	North Star Meetings Group-Destination Southeast	Miami Beach, FL	KT		22	77	\$6,755.24	0			
Tradeshow	December 13, 2017	December 15, 2017	Florida Encounter (Visit Florida)	West Palm Beach	KT		24	250	\$4,162.96	1			
Tradeshow	December 14, 2017	December 14, 2017	Association Forum Holiday Showcase	Chicago, IL	BD		4	900	\$9,269.54	0			
Tradeshow	January 17, 2018	January 18, 2018	American Meetings, Inc. (AMI) Global Procurement Day	Ft. Lauderdale, FL	LA		6	24	\$4,680.25	0			
Tradeshow	January 30, 2018	February 1, 2018	Religious Conference Management Association (RCMA) Emerge	Omaha, NE	BD		11	400	5505.63	3	2		
Tradeshow	February 4, 2018	February 6, 2018	Connect Diversity	Portland, OR	BD		26	93	5872.81	3			
Tradeshow	February 4, 2018	February 8, 2018	International Inbound Travel Association (IITA) Annual Summit	Portland, OR	LA		11	163	1625.39	2			
Tradeshow	February 13, 2018	February 13, 2018	Destinations International (DI) Destination Showcase	Washington DC	VG		46	1250	8541.25	1			
Tradeshow	February 19, 2018	February 21, 2018	Added: Connect Financial	Orlando, FL	VG		27	400	5425.16	0			
Tradeshow	February 20, 2018	February 20, 2018	XSITE Tallahassee	Tallahassee, FL	KT		14	125	3803.67	2	1	85	36
Tradeshow	February 26, 2018	February 28, 2018	Rendezvous South Conference	Daytona Beach, FL	KT		16		4059.53	0			
Tradeshow	March 6, 2018	March 8, 2018	Christian Meetings & Conventions Association (CMCA) Showcase	Roanoke, VA	BD		23	96	3025.16	1			
Tradeshow	March 15, 2018	March 15, 2018	Added: JAX Chamber Annual Tradeshow	Jacksonville, FL	LA, MS		0		380	1	1	50	125
Tradeshow	March 24, 2018	March 29, 2018	ConferenceDirect Annual Partner Meeting (APM)	Hollywood, CA	LA/MS		14	500	1831.77	6			
Tradeshow	March 27, 2018	March 29, 2018	Added: Pharma Forum Health Meeting Compliance Certification	Philadelphia, PA	VG			0	1594.87				
Tradeshow	April 30, 2018	May 2, 2018	HelmsBriscoe Annual Business Conference	Orlando, FL	KT			1000	4691.69	0			
Tradeshow	June 2, 2018	June 5, 2018	Meeting Planners International (MPI) World Education Congress (WEC)	Indianapolis, IN	VG		10	2200	\$11,728.52	2			
Tradeshow	June 10, 2018	June 13, 2018	Professional Convention Management Association (PCMA) Education Conference	Cleveland, OH	BD			800	\$2,368.86				

BKGs counted in other t-show

Category	Event Start Date	Event End Date	Hosting Organization and Event Name	Location	Sales Mgr	# Client RSVP's	# of appts	Show Attend. (buyers)	Total Expenses (actual)	RFP's Received	# Definite bookings	Definite RN	Definite Attendance
Tradeshow	June 23, 2018	June 26, 2018	Military Reunion Network Education Summit	Washington DC/ Fairfax, VA	AH								
Tradeshow	June 19, 2018	June 19, 2018	Added: Plan Your Meeting (PYM) Live Austin	Austin, TX	LA		15	100	\$1,056.28	0			
Tradeshow	July 5, 2018	July 9, 2018	Fraternity Executives Association (FEA) Annual Meeting	San Diego, CA	BD			179	\$4,096.90				
Tradeshow	July 9, 2018	July 12, 2018	Your Military Reunion Connection (YMRC)	Nashville, TN	AH								
Tradeshow	July 10, 2018	July 12, 2018	Council of Engineering and Scientific Society Executives (CESSE)	Pasadena, CA	LA								
Tradeshow	July 11, 2018	July 13, 2018	Florida Society of Association Executives (FSAE)	Ft. lauderdale, FL	KT/MS								
Tradeshow	July 19, 2018	July 19, 2018	ADDED: Reston Herndon Meeting Planners (RHMP) Summer Camp	Leesburg, VA	VG			140	\$1,744.67	1			
Tradeshow	July 19, 2018	July 19, 2018	Added: SGMP Education Day & Expo	Gainesville, FL	KT								
Tradeshow	July 23, 2018	July 24, 2018	Added: XSITE Boca (rescheduled from Sept.2017)	Boca Raton, FL	KT								
Tradeshow	August 18, 2018	August 21, 2018	American Society of Association Executives (ASAE) Annual Meeting	Chicago, IL	VG								
Tradeshow	August 22, 2018	August 24, 2018	Meeting Planners International (MPI) Sunshine Education Summit	Ponte Vedra Beach. FL	LA								
Tradeshow	August 26, 2018	August 28, 2018	Smart Meeting East National	Palm Beach, FL	KT								
Tradeshow	September 23, 2018	September 25, 2018	Small Market Meetings Conference (SMMC)	Ontario, CA	AH								
<b>Grand Total</b>							374	9917	\$118,843.91	44	16	10631	7446
<b>Less Exp Incurred but not complete:</b>									\$ (1,500.00)	46	17	11,886	7906
									<u>\$117,343.91</u>				
										ROI per RN	\$9.87		

**Visit Jacksonville  
Convention Sales & Services**

**JUNE 2018 YTD (NINE MONTHS)**

Description	ACTUAL YTD	BUDGET YTD	VARIANCE	17/18 REVISED	17/18 REVISED	17/18 BUDGET
				BUDGET #2	BUDGET #1	
<b>Overhead Costs - Visit Jacksonville Administration</b>						
SALARIES/WAGES/BENEFITS	99,110	155,132	56,022	206,842	239,842	269,842
FACILITY RENT	115,284	119,266	3,982	159,021	126,021	126,021
OFFICE EQUIPMENT/IT	20,053	20,637	584	27,516	27,516	27,516
OFFICE SUPPLIES/UTILITIES/OFFICE EXPENSES	31,119	29,373	(1,746)	39,164	39,164	9,164
PROFESSIONAL SERVICES	6,595	4,500	(2,095)	6,000	6,000	6,000
INSURANCE	5,529	5,185	(344)	6,913	6,913	6,913
TRAVEL, MEALS & ENTERTAINMENT - LOCAL	679	1,598	918	2,130	2,130	2,130
TRAVEL, MEALS & ENTERTAINMENT - OOC	3,140	8,756	5,616	11,675	11,675	11,675
INDUSTRY ASSOCIATION DUES	9,780	9,275	(505)	12,367	12,367	12,367
INTEREST EXPENSE	-	7,500	7,500	10,000	10,000	10,000
<b>Subtotal</b>	<b>291,288</b>	<b>361,221</b>	<b>69,933</b>	<b>481,628</b>	<b>481,628</b>	<b>481,628</b>
<b>Overhead Costs - Visit Jacksonville Convention Sales &amp; Services</b>						
SALARIES/WAGES/BENEFITS	603,425	629,639	26,214	839,519	839,519	844,519
RELO EXPENSE	2,026	3,750	1,724	5,000	5,000	5,000
RECRUITMENT	927	1,125	198	1,500	1,500	1,500
PROFESSIONAL DEVELOPMENT	9,528	6,971	(2,557)	9,295	9,295	9,295
OTHER STAFF EXPENSES	431	750	319	1,000	1,000	1,000
POSTAGE/SHIPPING/OFFICE SUPPLIES	3,196	5,250	2,054	7,000	7,000	2,000
<b>Subtotal</b>	<b>619,533</b>	<b>647,486</b>	<b>27,953</b>	<b>863,314</b>	<b>863,314</b>	<b>863,314</b>
<b>Promotion to Tourist Groups</b>						
CONVENTION/GROUP ADS - PRINT	97,128	66,929	(30,200)	89,238	89,238	89,238
CONVENTION/GROUP ADS - DIGITAL	63,906	50,522	(13,384)	67,363	67,363	67,363
CONVENTION/GROUP ADS - SOCIAL MEDIA/SEM	2,348	7,500	5,152	10,000	10,000	10,000
CONVENTION/GROUP TOUR INDUSTRY GUIDES	-	3,750	3,750	5,000	5,000	5,000
AD/PR AGENCY FEES - CONVENTION	27,000	27,000	-	36,000	36,000	36,000
CONVENTION CONTENT DEVELOPMENT/EMAIL	360	4,500	4,140	6,000	6,000	6,000
WEBSITE - CONVENTION	-	7,580	7,580	10,106	10,106	10,106
EMAIL SERVICE - CONVENTION	-	750	750	1,000	1,000	1,000
COLLATERAL - CONVENTION	13,499	15,000	1,501	20,000	20,000	20,000
PROMOTIONS - CONVENTION	-	3,750	3,750	5,000	5,000	5,000
<b>Subtotal</b>	<b>204,241</b>	<b>187,280</b>	<b>(16,961)</b>	<b>249,707</b>	<b>249,707</b>	<b>249,707</b>
<b>Convention Market Targeting</b>						
IDSS SALES CRM MODULE	7,350	7,125	(225)	9,500	9,500	9,500
EMPOWERMINT DATABASE	15,100	11,250	(3,850)	15,000	15,000	15,000
<b>Subtotal</b>	<b>22,450</b>	<b>18,375</b>	<b>(4,075)</b>	<b>24,500</b>	<b>24,500</b>	<b>24,500</b>
<b>Convention Sales Activity</b>						
TRAVEL, MEALS & ENTERTAINMENT - LOCAL	1,851	2,063	211	2,750	2,750	2,750
INDUSTRY ASSOCIATION DUES	10,719	12,375	1,656	16,500	16,500	16,500
FAM TRIPS	28,342	27,375	(967)	36,500	45,000	45,000
CLIENT DEVELOPMENT/PROSPECTING	1,707	5,625	3,918	7,500	7,500	7,500
SITE VISITS - CONVENTIONS	19,606	18,750	(856)	25,000	16,500	16,500
SALES MISSIONS	5,161	12,000	6,839	16,000	16,000	16,000
CLIENT EVENTS	7,629	18,750	11,121	25,000	25,000	25,000
SALES TRAVEL/MEALS/ENTERTAINMENT - OOC	36,175	32,250	(3,925)	43,000	43,000	43,000
TRADESHOW BOOTH SHIPPING	11,386	11,250	(136)	15,000	15,000	15,000
OTHER REGISTRATION FEES	76,845	67,500	(9,345)	90,000	90,000	90,000
SPONSORSHIPS/PROMOTIONS	58,407	60,000	1,593	80,000	80,000	80,000
<b>Subtotal</b>	<b>257,829</b>	<b>267,938</b>	<b>10,109</b>	<b>357,250</b>	<b>357,250</b>	<b>357,250</b>
<b>Coordination with City Convention Center Manager</b>						
CO-OP CONVENTION ADS - PRINT	-	1,875	1,875	2,500	2,500	2,500
CO-OP CONVENTION ADS - DIGITAL	-	3,750	3,750	5,000	5,000	5,000
JOINT TRADESHOW REGISTRATION	-	1,875	1,875	2,500	2,500	2,500
JOINT CONVENTION MARKETING COLLATERAL	-	6,750	6,750	9,000	9,000	9,000
<b>Subtotal</b>	<b>-</b>	<b>14,250</b>	<b>14,250</b>	<b>19,000</b>	<b>19,000</b>	<b>19,000</b>
<b>Convention Services Activity</b>						
TRAVEL, MEALS & ENTERTAINMENT - LOCAL	529	675	146	900	900	900

CONVENTION SERVICES AMENITIES/PROMO ITEMS	9,970	11,453	1,483	15,271	15,271	15,271
CONVENTION SERVICES - CONCESSIONS	36,704	56,400	19,696	75,200	75,200	75,200
CONVENTION SERVICES - SITE INSPECTIONS	230	2,250	2,020	3,000	3,000	3,000
CONV SERVICES - TRAVEL/MEALS - OOC	2,012	1,500	(512)	2,000	2,000	2,000
<b>Subtotal</b>	<b>49,445</b>	<b>72,278</b>	<b>22,833</b>	<b>96,371</b>	<b>96,371</b>	<b>96,371</b>
<b>Total Convention Sales &amp; Services</b>	<b>1,444,786</b>	<b>1,568,828</b>	<b>124,041</b>	<b>2,091,770</b>	<b>2,091,770</b>	<b>2,091,770</b>

## Marketing Quarterly Update

3<sup>rd</sup> Quarter: Apr-Jun 2018



### TDC Performance Requirements:

PERFORMANCE MEASURES	GOAL	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
Tax Collections (5% increase in tourist Development tax collections)	\$8,179,118	\$5,636,102	69%
Website Visits (10% annual increase in website traffic to the official tourism website)	1,337,315	827,796	62%
Advertising Impressions	194,539,184	113,887,852	59%
Clicks/Engagement	479,136	344,186	72%
Email Opens	133,157	137,542	103%
Video Views	1,775,379	1,373,999	77%

### Explanation of Metrics Not on Pace:

- **Website Visits:** Through 3 quarters, paid media has driven 114,000 more digital media clicks to VisitJacksonville.com than it did in FY2017. However, the overall losses seen in website traffic are based on organic traffic (i.e. a search engine). There are a few reasons for this. DMO sites across the country have been seeing a downturn in organic web traffic and a study revealed that the primary reason could be Google's increased prioritization of their own travel sites on organic searches. Since we cannot possibly compete with Google from that standpoint, we would like the TDC to consider changing this metric for FY 2018-19 as mentioned below.
- **Advertising Impressions:** FY 2018 impressions will likely fall below projections for the year. This is not due to under-delivery of placements purchased on CPM (cost per thousand impressions), but rather from extreme overperformance of placements purchased on guaranteed clicks/engagements (CPC/CPE, where impressions must be projected). One placement performed so well (.58% engagement rate, versus our benchmark-backed estimate of 0.15%), that the partner needed 50 million fewer impressions than projected to satisfy their contracted clicks/engagement target resulting in the primary reason for this metric not meeting the goal. Since the priority for advertising should be the action of clicking on an item, we feel this is a better metric of success than how many times the person actually saw the item.
- **Clicks/Engagement:** This metric is expected to reach 100% of goal by 9/30/18. Q1 and Q4 see a larger push on this metric.

## Communications/Media/PR:

KPI	Quarter (Apr-Jun)
Earned Media Value	\$339,875
Number of Stories	87
Total Media Reach	19,982,504

### Hosted Media:

- Hosted Travel info, a Chinese publication, visited Jacksonville to work on a feature on Florida that include us, St. Augustine and Orlando. Published in their June issue
- Hosted Canadian travel influencer Raymond Cua from Travelling Foodie: <https://travellingfoodie.net/2018/05/29/where-to-eat-jacksonville-florida-10-must-try-restaurants/> & <https://travellingfoodie.net/2018/05/07/day-trip-jacksonville-florida-7-things-to-do-and-eat/>
- Visit Florida Adventure Influencers FAM: 8 of the nation's top adventure travel influencers came to Jacksonville to experience surfing, hiking, golfing, yoga, and our national parks
- Hosted a media event in Miami with 7 freelancers and editors from some of Miami's best travel publications including American Airlines
- Hosted Canadian travel writer Shannon Mendelaoui from the Daily Dream 360 travel blog (awaiting coverage)
- Hosted social media influencer Top Flight Family, they produced a blog and several Instagram posts: <https://topflightfamily.com/things-to-do-with-kids-in-jacksonville-fl-northamerica/>
- Hosted social media influencer David's Been Here, he produced 5 food videos on our destination
  - 5) <https://www.youtube.com/watch?v=Za8yuAJdxhQ>
  - 4) <https://www.youtube.com/watch?v=vFRzPWBlwRw>
  - 3) <https://www.youtube.com/watch?v=RjDTejOUtSg>
  - 2) <https://www.youtube.com/watch?v=YRKVf2txmxg>
  - 1) [https://www.youtube.com/watch?v=WT\\_CoQ5WnUA](https://www.youtube.com/watch?v=WT_CoQ5WnUA)

### BIG STORIES:

[Why You Should Book a Trip to Jacksonville, FL.](#) SOUTHERN LIVING MAGAZINE

[A Day Trip in Jacksonville, Florida: 7 Things To Do and Eat.](#) TRAVELLING FOODIE

[6 Super Florida Family Vacation Ideas \(That Are Not Disney\).](#) TRAVELING MOM

[Dog \(and Family\)-Friendly Adventures in Jacksonville, FL.](#) LIFE WITH MUTTS

[Where To Eat in Jacksonville, Florida: 10 Restaurants You Must Try.](#) TRAVELLING FOODIE

[Visit Jacksonville reports record-breaking tourism visitation numbers in 2018.](#) JACKSONVILLE BUSINESS JOURNAL

[48 Hours in Jacksonville: The Ideal Family Itinerary.](#) TOP FLIGHT FAMILY

[EXQUISITE Fine Dining in JAX with Bone Marrow & Foie Gras + Craft Beers | Jacksonville, Florida.](#) DAVIDS BEEN HERE

[Spicy CHICKEN & WAFFLES from HEAVEN at Metro Diner | Jacksonville, Florida.](#) DAVIDS BEEN HERE

[Jehovah's Witnesses Returning To Jacksonville For 2 Arena Conventions,](#) WJCT

Jacksonville is the Perfect Family Getaway, ALLEGIANT SUNSEEKER (Read it in the June/July Issue)

## Website:

KPI	Quarter (Apr-Jun)	% Change over 2017	FYTD	% Change FYTD
Sessions	275,473	-15%	827,796	-8.6%
Users	236,693	-17%	712,234	-7%
New Users	221,707	-17%	684,910	-7%

**Adara** provides insights by mapping the digital marketing investments to the actual destination revenues. Adara has partnerships with over 100 brand-name travel providers (airlines, hotels, rental cars). These numbers show bookings that resulted after customers visited the Visit Jacksonville website during the travel planning process. These numbers do not reflect all bookings, but show a trend in customer that use DMO websites.

Key Performance Indicators	Quarter (Apr-Jun)	FYTD
Hotel Searches	82,203	167,545
Hotel Bookings	777	2,279
Air Searches	9,064	29,503
Air Bookings	363	1,103
Total Travelers	1,338	4,063
Total Nights	1,681	5,082
Total Room Revenue	278,806	\$805,434
Average Room Rate	165.86	\$158.49

## Social Media:

	18-Apr	18-May	18-Jun	QT 3
<b>OVERALL ACCOUNTS</b>				
Mentions	96,304	87,895	90,551	274,750
Reach	21,921,917	36,138,017	42,071,547	100,131,481
Spread	29,054,733	30,926,584	51,753,711	111,735,028
Total Impressions (Reach + Spread)	50,976,650	67,064,601	93,825,258	211,866,509
<b>FACEBOOK</b>				
Engagement	18,737	9,085	3,610	31,432
Impressions	917,400	460,123	273,192	1,650,715
Followers	89,786	90,200	90,935	
<b>TWITTER</b>				
Engagement	465	268	1,558	2,291
Impressions	71,200	33,300	65,500	170,000
Followers	37,820	38,043	38,204	114,067
<b>INSTAGRAM</b>				
Engagement	6,233	2,084	11,883	
Impressions			203,866	
Followers	22,061		22,920	
<b>HASHTAGS</b>				
#jaxaletrail	68	109	52	229
#onlyinjax	1,425	3,711	2,185	7,321

**STR Metrics:**

**FYTD Stats (Duval County, Oct 2017-Jun 2018):**

	<b>FYTD</b>	<b>% of change</b>
<b>Occupancy</b>	<b>75.9%</b>	<b>5.0%</b>
<b>ADR</b>	<b>\$95.99</b>	<b>5.2%</b>
<b>RevPAR</b>	<b>\$73.02</b>	<b>10.4%</b>
<b>Room Revenue</b>	<b>\$361,546,398</b>	<b>11.1%</b>

**Year to Dates Stats CY (Duval County, Jan -Jun 2018):**

	<b>Year to Date</b>	<b>% of change</b>
<b>Occupancy</b>	<b>77.5%</b>	<b>4.6%</b>
<b>ADR</b>	<b>\$98.36</b>	<b>6.1%</b>
<b>RevPAR</b>	<b>\$76.26</b>	<b>11.0%</b>
<b>Room Revenue</b>	<b>\$250,519,559</b>	<b>11.5%</b>

**Year to Date Stats by Areas CY (Duval County, Jan -Jun 2018):**

	<b>Occupancy YTD</b>	<b>% of change</b>	<b>ADR YTD</b>	<b>% of change</b>	<b>RevPAR YTD</b>	<b>% of change</b>
<b>Arlington</b>	<b>81.3%</b>	<b>6.0%</b>	<b>\$86.65</b>	<b>6.3%</b>	<b>\$70.46</b>	<b>12.7%</b>
<b>Beaches</b>	<b>79.3%</b>	<b>-1.0%</b>	<b>\$156.52</b>	<b>4.4%</b>	<b>\$124.19</b>	<b>3.3%</b>
<b>Downtown</b>	<b>75.2%</b>	<b>9.8%</b>	<b>\$129.76</b>	<b>1.7%</b>	<b>\$97.62</b>	<b>11.6%</b>
<b>Northside/Airport</b>	<b>77.0%</b>	<b>4.9%</b>	<b>\$88.15</b>	<b>5.5%</b>	<b>\$67.87</b>	<b>10.7%</b>
<b>Southside/Mandarin</b>	<b>77.9%</b>	<b>4.2%</b>	<b>\$91.51</b>	<b>8.0%</b>	<b>\$71.25</b>	<b>12.6%</b>
<b>Westside</b>	<b>80.1%</b>	<b>0.9%</b>	<b>\$78.81</b>	<b>7.9%</b>	<b>\$63.11</b>	<b>8.8%</b>

# QUARTERLY PERFORMANCE REPORT

## Visit Jacksonville - Leisure



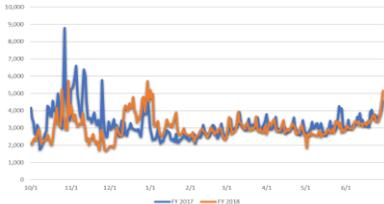
FY 2018 - Quarter 3 (April to June, 2018)



### SITE TRAFFIC TO VISITJACKSONVILLE.COM

Despite continued strong performance from paid media, site traffic to VisitJacksonville.com was down **6.8%** for Q3. Fiscal year to date, traffic is down 5.5%. Advertising efforts continue to perform exceptionally well, with trackable paid media driving nearly **1,200%** more website visits in Q3 than FY 2017. Fiscal year to date, paid media has driven **114,172** more clicks than 2017, equaling **97%** of our annual website growth goal with a quarter left to go. Unfortunately, our paid media gains continue to be offset by factors largely beyond our control (Irma in Q1, along with continued losses in organic traffic throughout the year).

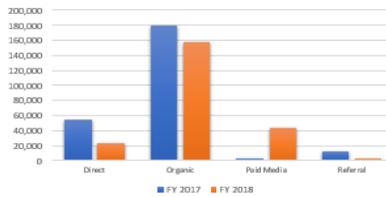
VISIT JACKSONVILLE SITE TRAFFIC (YOY)



Month	FY 2017	FY 2018	YoY
Q1 Total	333,641	284,097	-14.9%
Q2 Total	247,039	268,226	+8.6%
Q3 Total*	295,565	275,473	-6.8%
YTD	876,245	827,796	-5.5%

\*After conducting year-over-year analysis for FY 2018 and FY 2017, approximately 30,000 bot-generated sessions were discovered and removed. Chrome bot traffic is fairly easy to identify, as it typically comes from an unfamiliar referrer source, consists of 100% new users, and clicks the site within milliseconds of entering.

SITE TRAFFIC BY CHANNEL (Q3)



Channel	2017	2018	YoY (%)
Direct	53,956	23,866	-56%
Organic	179,227	157,770	-12%
Paid Media	3,401	43,192	1170%
Referral	11,682	2,978	-75%

VisitJacksonville.com - Traffic by Source

Rank	Source / Medium	Channel	Visits
1	Google Organic	Organic	169,549
2	Direct	Direct	27,321
3	Paid Search	Paid Media	14,204
4	Pulsepoint	Paid Media	12,303
5	Bing Organic	Organic	11,878
6	Madden Media	Paid Media	9,342
7	Yahoo Organic	Organic	6,506
8	Explore	Paid Media	4,831
9	Facebook	Paid Media	2,444
10	MNI Banner	Paid Media	2,356
11	Email Newsletter	Paid Media	1,471
12	Visit Florida Referral	Paid Media	1,326
13	Adara Banner	Paid Media	1,070
14	Dallas_Geofencing_Bike	Paid Media	869
15	OnlyInJax.com Referral	Referral	859
16	Dallas_Geofencing_Yoga	Paid Media	850
17	Dallas_Geofencing_Artsy	Paid Media	823
18	DuckDuckGo Organic	Organic	618
19	cojnet Referral	Referral	528
20	event.com Referral	Referral	319
21	Savannah_Campaign / Brewery	Paid Media	307
22	Jaxport.com Referral	Referral	298
23	ADL Organic	Organic	288
24	Spartan.com Referral	Referral	219
25	Savannah_Campaign / Marsh	Paid Media	158

### HOTELS

In Q3, Jacksonville experienced its best April, May, and June on record. Occupancy, ADR, and RevPAR all showed strong YoY growth, at +5%, +6%, and +12%, respectively. Downtown showed incredible growth, finishing the quarter up 15% in occupancy rate and 18% in RevPAR, year-over-year.

Month	Q3 2017	Q3 2018	YoY
April	76.0%	80.3%	5.6%
May	73.8%	76.1%	3.1%
June	71.9%	74.6%	3.7%
Total	73.9%	77.0%	4.2%

Month	Q3 2017	Q3 2018	YoY
April	\$94.08	\$102.27	8.7%
May	\$97.51	\$103.46	6.1%
June	\$98.94	\$94.98	-5.6%
Total	\$93.85	\$100.24	6.8%

Month	Q3 2017	Q3 2018	YoY
April	\$71.57	\$82.96	14.8%
May	\$71.92	\$78.76	9.5%
June	\$64.71	\$70.88	9.5%
Total	\$69.40	\$77.26	11.3%

Market	Q3 2017	Q3 2018	YoY
Arlington+	76.5%	79.8%	4.4%
Beaches+	82.2%	80.8%	-1.7%
Downtown+	68.6%	78.4%	14.7%
Northside/Airport+	73.4%	75.3%	3.4%
Southside/Mandarin+	74.7%	77.1%	3.2%
Westside+	78.5%	78.7%	0.2%

Market	Q3 2017	Q3 2018	YoY
Arlington+	\$82.08	\$88.32	7.6%
Beaches+	\$162.50	\$168.63	3.8%
Downtown+	\$124.07	\$127.44	2.7%
Northside/Airport+	\$83.79	\$88.30	5.4%
Southside/Mandarin+	\$85.39	\$93.23	9.2%
Westside+	\$73.47	\$79.69	8.5%

Market	Q3 2017	Q3 2018	YoY
Arlington+	\$52.74	\$70.60	12.5%
Beaches+	\$133.47	\$138.36	2.2%
Downtown+	\$52.74	\$57.58	17.3%
Northside/Airport+	\$61.49	\$67.00	9.0%
Southside/Mandarin+	\$63.85	\$71.97	12.7%
Westside+	\$57.76	\$62.74	8.6%

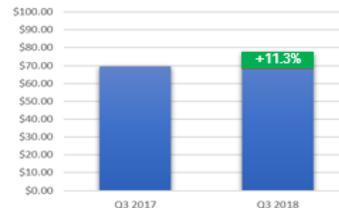
OCCUPANCY RATE



AVERAGE DAILY RATE



REVENUE PER AVAILABLE ROOM



### SITE TRAFFIC + BOOKINGS BY MARKET

In addition to Jacksonville and Orlando, Atlanta, Miami, New York and Charlotte continue to drive strong traffic to the site. Dallas, a target market, jumped to #6 in outside markets, with two and a half times more visits than last year. Boston also showed incredible growth, driving nearly four times as many visitors in Q3 than the previous year, as did Miami, with 3,400 additional visitors coming to the site versus FY 2017. Five of the top six markets driving flight bookings were targeted by media in the prior two quarters.

Top Markets by Site Traffic

City	2018	2017
Jacksonville	46,051	46,632
Orlando	24,946	35,811
Atlanta	9,484	11,379
Miami	6,409	3,011
New York	4,392	6,679
Charlotte	3,800	5,047
Jacksonville Beach	2,640	2,657
Dallas	2,568	1,098
Tampa	2,438	2,428
Chicago	2,165	2,917
Fruit Cove	2,124	2,343
Boston	2,053	532
Houston	1,635	3,570
Washington	1,523	1,967

Top Growth Markets by Site Traffic

City	2018	2017	YoY (#)	YoY (%)
Boston	2,053	532	1,521	286%
Dallas	2,568	1,098	1,470	134%
Miami	6,409	3,011	3,398	113%
Memphis	727	342	385	113%
Virginia Beach	590	309	281	91%
Cincinnati	327	226	101	45%
Nashville	1,398	1,061	337	32%
Philadelphia	878	675	203	30%
Louisville	476	375	101	27%
London	428	359	69	19%
Minneapolis	269	253	16	6%
St. Augustine	1,099	1,087	12	1%
Tampa	2,438	2,428	10	0%

Market	Percentage of Travelers
Orlando	10.1
Atlanta	8.0
Washington	7.3
Tampa	6.1
Savannah	5.1
Jacksonville	4.8
Miami	4.8
New York	3.5
Tallahassee	2.9
West Palm Beach	1.9

Market	Percentage of Travelers
Washington	11.9
New York	10.8
Boston	9.8
Chicago	9.8
Newark	7.4
Dallas-Fort Worth	5.9
Fort Lauderdale	4.8
Philadelphia	4.3
Miami	3.3
Houston	2.3



**Visit Jacksonville  
Marketing Income Statement**

**JUNE 2018 YTD (NINE MONTHS)**

Description	ACTUAL YTD	BUDGET YTD	VARIANCE	17/18 REVISED	
				BUDGET #1	17/18 BUDGET
<b>Overhead Costs - Visit Jacksonville Administration</b>					
SALARIES/WAGES/BENEFITS	66,073	121,171	55,098	161,561	181,561
FACILITY RENT	76,856	75,510	(1,346)	100,680	100,680
OFFICE EQUIPMENT/IT	13,369	13,758	389	18,344	18,344
OFFICE SUPPLIES/UTILITIES/OFFICE EXPENSES	20,746	19,583	(1,163)	26,110	6,110
PROFESSIONAL SERVICES	4,397	3,000	(1,397)	4,000	4,000
INSURANCE	3,686	3,456	(230)	4,608	4,608
TRAVEL, MEALS & ENTERTAINMENT - LOCAL	453	1,065	612	1,420	1,420
TRAVEL, MEALS & ENTERTAINMENT - OOC	2,094	5,838	3,744	7,784	7,784
INDUSTRY ASSOCIATION DUES	6,520	6,184	(336)	8,245	8,245
INTEREST EXPENSE	-	3,750	3,750	5,000	5,000
<b>Subtotal</b>	<b>194,192</b>	<b>253,314</b>	<b>59,122</b>	<b>337,752</b>	<b>337,752</b>
<b>Overhead/Salaries Costs - Visit Jacksonville &amp; Dalton Agency</b>					
SALARIES/WAGES/BENEFITS	216,705	230,250	13,545	307,000	307,000
Marketing Services - Dalton Agency expenses for Media Buying, Creative Retainer and Public Relations	130,500	130,500	-	174,000	174,000
Postage/Shipping	1,605	2,250	645	3,000	3,000
Supplies	507	2,250	1,743	3,000	3,000
<b>Subtotal</b>	<b>349,316</b>	<b>365,250</b>	<b>15,934</b>	<b>487,000</b>	<b>487,000</b>
<b>(i)(ii)(iii)Advertising - Name Branding</b>					
Digital	654,555	614,000	(40,555)	818,667	818,667
Cable	163,081	134,974	(28,107)	179,965	179,965
Outdoor	56,348	49,523	(6,826)	66,030	66,030
Radio	43,031	54,375	11,344	72,500	72,500
Print	62,176	42,514	(19,663)	56,685	56,685
Local Sports Teams Promotion out of market (not Jaguars)	50,349	38,250	(12,099)	51,000	51,000
(iv)Direct Flight Markets	26,000	21,971	(4,029)	29,295	29,295
Contingency	-	644	644	858	858
<b>Subtotal</b>	<b>1,055,541</b>	<b>956,250</b>	<b>(99,291)</b>	<b>1,275,000</b>	<b>1,275,000</b>
<b>(v)Website Services &amp; New website</b>					
(vi)Social Media sites - online galleries, social media monitoring, photo collection and management for media	48,251	63,750	15,499	85,000	85,000
(vii)Visitor Magazine	32,238	25,875	(6,363)	34,500	34,500
(viii)Media Relations - Media Site Visits, Media FAMs, Media Promotions	-	22,500	22,500	30,000	30,000
(ix)Map Creation and Printing	25,470	22,500	(2,970)	30,000	30,000
(x)Printing costs of topic specific brochures	-	11,250	11,250	15,000	15,000
(x)Costs for new videos/photography/audio tours/podcasts	17,693	41,250	23,557	55,000	55,000
Promotional contests, promotional items, outreach events	41,974	52,500	10,526	70,000	70,000
<b>Subtotal</b>	<b>189,155</b>	<b>259,311</b>	<b>70,156</b>	<b>345,748</b>	<b>345,748</b>
<b>MARKETING AND COMMUNICATION TRAVEL</b>					
Travel - marketing conferences	2,690	4,500	1,810	6,000	6,000
Travel - communications, media missions, media tradeshow	4,685	13,500	8,815	18,000	18,000
<b>Subtotal</b>	<b>7,375</b>	<b>18,000</b>	<b>10,625</b>	<b>24,000</b>	<b>24,000</b>
<b>Total Marketing</b>	<b>1,795,580</b>	<b>1,852,125</b>	<b>56,545</b>	<b>2,469,500</b>	<b>2,469,500</b>

## Tourist Bureau Information Services

April - June 2018 (3<sup>rd</sup> Quarter):



### Individual Visitor Center Traffic:

Visitor Center	3 <sup>rd</sup> Quarter Interactions	3 <sup>rd</sup> Quarter Total In-Person Visitors	FYTD Total In-Person Visitors	17-18 Annual Goal In-Person Visitors	Percent to Annual Goal
Airport	48,653	47,339	125,192	157,299	79.6%
Beaches	937	909	1,157	15,000	7.7%
Downtown	9,954	8,328	19,452	27,195	72%
VISIT FLORIDA	33,700	33,700	94,204	108,968	86.5%
<b>TOTAL:</b>	<b>93,244</b>	<b>90,276</b>	<b>240,005</b>	<b>308,462</b>	<b>77.9%</b>

Tourist Bureau Metrics	Apr -Jun	FYTD
Website/Phone interactions	2,994	10,106
Businesses added to database/ visitjacksonville.com listings	60	216
Total visitor magazines distributed	3,209	23,506
Total referrals to tourism businesses from VC employees	163,365	606,736

**Visit Jacksonville  
Tourist Bureau**

**JANUARY 2018 YTD (FOUR MONTHS)**

<b>Description</b>	<b>ACTUAL YTD</b>	<b>BUDGET YTD</b>	<b>VARIANCE</b>	<b>17/18 BUDGET</b>
Salaries & Wages Airport	3,722	4,147	424	4,147
Salaries & Wages Ask	3,406	3,915	509	3,915
Salaries & Wages Green	33,219	33,621	403	33,621
Salaries & Wages Land	7,371	8,320	949	8,320
Sponsorship/Promotions	5,000	6,667	1,667	6,667
Landing VC Operating Expenses	1,220	1,967	747	1,967
Airport Operating Expenses	944	1,211	267	1,211
Greenleaf VC Operating Expenses	3,478	3,487	8	3,487
Publication Distribution	1,640	1,667	27	1,667
Database	5,200	6,667	1,467	6,667
Database/Research Staffing	24,985	25,000	15	25,000
Admin - Rent	8,333	8,333	0	8,333
<b>Total Tourist Bureau</b>	<b>98,518</b>	<b>105,000</b>	<b>6,482</b>	<b>105,000</b>

**JUNE 2018 YTD (FIVE MONTHS)**

**Overhead Costs - Visit Jacksonville Administration**

FACILITY RENT	10,417	10,417	0	16,667
<b>Subtotal</b>	<b>10,417</b>	<b>10,417</b>	<b>0</b>	<b>16,667</b>

**Staffing Costs - Visit Jacksonville Tourist Bureau**

RESEARCH SALARIES/WAGES/BENEFITS	35,816	31,250	(4,566)	50,000
VISITOR CENTER SALARIES/WAGES/BENEFITS	97,532	101,840	4,309	162,945
<b>Subtotal</b>	<b>133,348</b>	<b>133,090</b>	<b>(258)</b>	<b>212,945</b>

**Visitor Centers**

Postage/Other Operating Expenses	6,088	5,833	(255)	9,333
Brochure Distribution & Visitor Magazine Storage	2,051	2,083	32	3,333
VISIT FLORIDA Welcome Center Brochure Display costs/Other Membership	1,782	1,250	(532)	2,000
TRAVEL/MEALS/REGISTRATION FEES - OOC	-	833	833	1,333
TRAVEL/MEALS - LOCAL - VISITOR CENTER TRAINING	2,839	2,083	(756)	3,333
Supplies	20	1,667	1,647	2,667
<b>Subtotal</b>	<b>12,781</b>	<b>13,750</b>	<b>969</b>	<b>22,000</b>

**Comprehensive Listings/Tourist Bureau/Assembly of Information**

Database system	10,400	8,333	(2,067)	13,333
Supplies	217	417	200	667
<b>Subtotal</b>	<b>10,617</b>	<b>8,750</b>	<b>(1,866)</b>	<b>14,000</b>

<b>Tourist Bureau Operating</b>	<b>167,162</b>	<b>166,007</b>	<b>(1,155)</b>	<b>265,611</b>
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<b>Capital Items</b>	<b>1,640</b>	<b>62,500</b>	<b>60,860</b>	<b>100,000</b>
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<b>Total Tourist Bureau</b>	<b>168,802</b>	<b>228,507</b>	<b>59,705</b>	<b>365,611</b>
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