

CONVENTION SALES  
AND SERVICE  
YEAR 2 ANNUAL PLAN

A woman with long, wavy brown hair, wearing sunglasses and a red dress, is seen from the side, leaning on a white railing. She is looking out over a body of water towards a city skyline. In the background, there is a large blue bridge and several tall buildings under a blue sky with scattered white clouds.

Visit  
**Jacksonville**  
and the Beaches

## EXECUTIVE SUMMARY

2017-2018 has been strong year for our Convention Sales & Service efforts. We launched our new “Meet Yourself in JAX” campaign with a call to action of “Meet In JAX” for meetings and “Tour In JAX” for group tours. Our advertising this year is performing well across our target markets and new Sales & Services collateral has been developed to align with our marketing efforts. We launched a new LinkedIn strategy targeting meeting planners, and recently planned to expand our social media efforts to include Facebook. We are also excited about the future changes scheduled for the meetings and group tour pages of our website.

Our team hosted another successful THE PLAYERS Championship FAM trip and partnered with Florida’s First Coast of Golf on a FAM trip for Chinese travel agents. We are also seeing a solid return on investment from our sales events and tradeshow participation in both lead generation and increasing destination awareness for meeting and group tour planners. In addition, the Group Segment Trend report indicated significant gains in group occupancy and RevPAR for the months of February and April, contributing to the historic Q1 visitation figures for the destination.

## 2017-2018 Convention Sales Results to Date

FY2017-2018 Sales Goals	Actual YTD as of June 30, 2018	% of Annual Goal
Generate 85,000 Definite RN	72,908	86%
Increase annual room night actualization by 5% - 72,515 actual for FY 2016-17; Goal amount: <b>96,911</b>	Contracted 72,089 Picked up 71,990	95%
Generate a minimum increase of 0.25% in REVPAR for the Group Segment Trend report - \$14.53 actual Sept 2017; Goal amount: <b>\$15.26</b>	October - June 2018 Group REV Par Avg - \$, 15.44 Group REV Par YTD - \$19.21, Group REV Par Running 12 Months - \$15.91	104%
Increase the awareness of Jacksonville as a destination by 2% per the Destination MAP Report	TBD; Awaiting final results	TBD
Maintain a minimum base of 50% new business for room night production.	80% new business for Q3	

## 2018-2019 Proposed Metrics

Performance Metrics	FY2018-2019 Goals
Increase in new room night production for FY2018-2019 by 5%	85,000 FY2017-2018 metric plus 5% increase is <b>89,250</b> Definite Room Nights FY 2018-2019
Increase annual room night actualization for FY2018-2019 by 5%	81,413 FY2017-2018 metric plus 5% increase is <b>101,757</b>
Generate a minimum increase of 0.25% in REVPAR for the Group Segment Trend Report in FY2018-2019	\$15.26 for FY2017-2018 metric plus 0.25% increase is <b>\$15.30</b>
Increase in the awareness of Jacksonville as a destination by 2% per the Destination MAP Report	TBD; Awaiting final results for FY2017
Maintain a minimum base of 50% new business for room night production.	

Internal and external research will continue to guide our sales and marketing efforts. Using research as a tool, the Visit Jacksonville Sales & Services team will focus its efforts on the six Convention Sales & Services components to market, promote, and sell the City of Jacksonville as a convention, meeting, and group tour destination. We used the following industry and internal research as a guide for our efforts FY2018-2019:

- American Express Meetings Events Forecast 2017
- MPI: Meetings Outlook 2017 Quarterly Reports
- Visit Jacksonville Convention Services Survey Responses & Client Requests

### Strategy: Promotion to Tourist Groups

Visit Jacksonville’s Sales & Services Team is solely focused on the promotion and marketing of the City of Jacksonville to meeting planners, event planners, and group tour operators. Our team adheres to industry standards and possesses the destination knowledge to develop strategic marketing tactics, which include:

- Manage an annual advertising campaign for digital and print ads, social media, websites, and e-newsletters
- Generate sales collateral including meeting planner guides, banners, postcards, tradeshow booths, event invitations, and sales presentations
- Create convention services collateral including brochures, planning toolkits, pre/post-event mailers, and services presentations
- Establish annual promotions for meetings and group tour (lead generation business) initiatives

These marketing efforts assist the Visit Jacksonville Sales & Services Team in soliciting and cultivating business from key meeting and group tour markets that have historically booked in Jacksonville, as well as developing new business opportunities. We will continually implement new and innovative marketing initiatives to aid in increasing in leads, bookings, and the awareness of Jacksonville as a destination.

### We will plan to implement the following promotion to tourist group tactics in FY2018-2019:

#### Tactics:

- Distribute and publicize new medical meetings collateral
- Sponsor a Meeting Professionals International (MPI) Healthcare Meeting Compliance Certificate (HMCC) course to increase visibility of Jacksonville to medical meeting planners
- Research opportunities to use virtual reality products for convention marketing efforts
- Enhance meetings and group tour website pages and drive client visitation to these pages

### Strategy: Convention Market Targeting

We are currently working with a Convention Sales & Services database of over 4,500 accounts, in all markets. Based on Smith Travel Research, Destination MAP, and our existing iDSS database, we will continue our focus to increase market penetration in the current convention, meeting and group markets:

- Association
- SMERF (Sports, Military, Education, Religious, and Fraternal)
- Corporate
- Government

- Multicultural
- Reunion
- Group Tour

We will continue to leverage destination awareness by maintaining and increasing proactive sales efforts in these cities and regions:

- Atlanta
- Charlotte
- Chicago
- Dallas
- New York City
- Tallahassee
- Washington DC

**We will implement the following Convention Sales market targeting tactics in FY2018-2019.**

**Tactics:**

- Initiate proactive efforts to book financial and insurance training meetings and conferences
- Assess current group tour sales efforts with “group tour friendly” hotels and attractions, to determine the level of interest in future group-tour business
- Research and develop lists for “Group Tour Friendly” hotels, restaurants, and attractions
- Establish group tour “seasons” based on local festivals and events
- Implement data-appending project to enhance client database and customize e-newsletter messaging for key target markets

**Strategy: Convention Sales Activities**

Convention sales is a process which requires time to cultivate and maintain business relationships with meeting planners and group tour operators. We will continue to use the variety of sales activities listed, as part of our “10 touches” process to generate meeting, convention, and group tour business for the City of Jacksonville.

- Prospecting
- Tradeshows
- Sales Missions
- Client Events
- Familiarization Trips (FAM)
- Site Visits
- Email/e-newsletters
- Direct mail

**We will plan to implement the following Convention Sales tactics for FY2018 - 2019.**

**Tactics:**

- Initiate outreach to colleges, universities, hospitals and churches for Bring It Home JAX (BIHJ) efforts
- Relaunch a proactive medical meetings effort
- Attend 2 national group tour association tradeshows

- Host bi-annual luncheons to educate local leaders on the BIHJ program and recognize local BIHJ Ambassadors
- Host 4 sales missions in target markets (Chicago, New York, Tallahassee, and Texas)
- Plan 1 local client event in conjunction with the NCAA Men’s Basketball Tournament
- Host 1 FAM targeted for the following markets and purposes: THE PLAYERS Championship (to close business). Note: this was previously estimated to be 2 FAM events in Year 2; however, the second event was the NCAA Tournament which is scheduled so close to the new TPC date that it was determined that a client event would be more successful for the NCAA Tournament.
- Participate in VISIT FLORIDA co-ops for tradeshow and client events

### Proposed FY2018-2019 Travel Schedule

Each year the Sales & Services team will analyze return-on-investment and return-on-objectives for the current year’s tradeshow, sales missions, client events and FAMs. Based on strategies to align with key market segments, and to support the efforts to generate future meeting, event, and group tour bookings, we propose the following FY2018–2019 Travel Schedule.

Category	Event Start Date	Event End Date	Hosting Organization & Event Name	Location
FAM	March 17, 2019	March 19, 2019	The PLAYERS Championship FAM	Jacksonville, FL
Local Industry Event	Monthly	TBD	MPI North FL Chapter Educational Luncheon	Jacksonville, FL
Regional Industry Event	Quarterly	TBD	Society of Government Meeting Professionals (SGMP)	Gainesville, FL
Regional Industry Event	March 19, 2019	March 21, 2019	Southeast Tourism Society Connections	Daytona Beach, FL
National Industry Event	December 11, 2018	December 12, 2018	Destinations International (DI) Convention Sales & Marketing Summit	Chicago, IL
National Industry Event	January 11, 2019	January 13, 2019	Event Services Professional Association (ESPA)	Charlotte, NC
National Industry Event	July, 2019	TBD	Destinations International (DI) Annual Convention	TBD
Regional Industry Event	September 11, 2019	September 14, 2019	Florida Governor's Conference on Tourism	TBD
Client Event	March 21, 2019	March 24, 2019	NCAA Men's Basketball Tournament	Jacksonville, FL
Sales Mission/Client Event	March 24, 2019	March 27, 2019	Client Event in conjunction with Pharma Forum	New York, NY
Sales Mission/Client Event	TBD	TBD	Sales Mission	Tallahassee, FL

Category	Event Start Date	Event End Date	Hosting Organization & Event Name	Location
Sales Mission/Client Event	TBD	TBD	Sales Mission	Chicago, IL
Sales Mission/Client Event	TBD	TBD	Sales Mission	Houston or Dallas, TX
Tradeshow	October 3, 2018	October 3, 2018	Florida Society of Association Executives (FSAE) Education Expo	Tallahassee, FL
Tradeshow	October 16, 2018	October 18, 2018	IMEX America	Las Vegas, NV
Tradeshow	October 28, 2018	October 30, 2018	Your Military Reunion Connection (YMRC)	Virginia Beach, VA
Tradeshow	November 11, 2018	November 13, 2018	Senior Planners Industry Network SPINCON	St. Petersburg, FL
Tradeshow	November 12, 2018	November 14, 2018	Connect Faith	Ontario, CA
Tradeshow	November 28, 2018	December 1, 2018	National Coalition of Black Meeting Planners (NCBMP) Annual Conference	New Orleans, LA
Tradeshow	November 28, 2018	November 30, 2018	Florida Encounter (Visit Florida)	Bonita Springs, FL
Tradeshow	November, 2018		Military Reunion Network SE Regional Roundtable	TBD
Tradeshow	December 13, 2018	December 13, 2018	Association Forum Holiday Showcase	Chicago, IL
Tradeshow	January 8, 2019	January 10, 2019	Florida Huddle	Daytona Beach, FL
Tradeshow	January 29, 2019	January 31, 2019	Religious Conference Management Association (RCMA) Emerge	Greensboro, NC
Tradeshow	February 19, 2019	February 19, 2019	XSITE Tallahassee	Tallahassee, FL
Tradeshow	February, 2019	TBD	Connect Diversity	TBD
Tradeshow	February, 2019	TBD	Destinations International (DI) Destination Showcase	Washington, DC
Tradeshow	February, 2019	TBD	Rendezvous South Conference	TBD
Tradeshow	March 3, 2019	March 7, 2019	ConferenceDirect Annual Partner Meeting (APM)	Atlanta, GA
Tradeshow	March 24, 2019	March 27, 2019	Pharma Forum	New York, NY
Tradeshow	March, 2019	TBD	JAX Chamber Annual Tradeshow	Jacksonville, FL

Category	Event Start Date	Event End Date	Hosting Organization & Event Name	Location
Tradeshow	June, 2019	TBD	Meeting Planners International (MPI) World Education Congress (WEC)	TBD
Tradeshow	June, 2019	TBD	Military Reunion Network Education Summit	TBD
Tradeshow	July 10, 2019	July 12, 2019	Florida Society of Association Executives (FSAE) Annual Conference	Jacksonville, FL
Tradeshow	July, 2019	TBD	Fraternity Executives Association (FEA) Annual Meeting	TBD
Tradeshow	August 9, 2019	August 13, 2019	Student & Youth Travel Assn (SYTA) Annual Conference	Birmingham, AL
Tradeshow	August 10, 2019	August 13, 2019	American Society of Association Executives (ASAE) Annual Meeting	TBD
Tradeshow	August, 2019	TBD	Meeting Planners International (MPI) Sunshine Education Summit	TBD, FL
Tradeshow	September, 2019	TBD	Small Market Meetings Conference (SMMC)	TBD

**Strategy: Coordination with City Convention Center Management**

Visit Jacksonville will continually manage our working relationship with the SMG Jacksonville facility managers to help provide business leads, and monthly sales reports to assist in fully booking the convention center.

**We will plan to implement the following tactics to ensure coordination with City Convention Center Management in FY2018-2019.**

**Tactics:**

- Conduct annual review of open dates to book additional conventions, supplementing current consumer show bookings at the Prime Osborn Convention Center
- Review processes for convention center bookings and contracting
- Develop a brochure for convention center-hotel transportation options and/or packages
- Incorporate SMG facilities in FAMs and local client events, when possible

**Strategy: Convention Service Activities**

The Visit Jacksonville Convention Services team continues to lead the way with innovative service offering and serves as the destination experts for meeting planners.

A sampling of services we continually provide and enhance include:

- Attendance building materials for pre-event marketing: photo library, videos, infographics, and conference pre-promotion collateral
- Services referrals (audio-visual companies, photographers, décor, transportation, etc.)

- Activities and Entertainment referrals (restaurants for offsite events, dine-a-rounds, entertainment, nightlife, teambuilding, and group tours)
- Welcome Tables with visitor information for groups when they arrive onsite

**We will plan to implement the following tactics to provide Convention Services in FY2018–2019.**

**Tactics:**

- Relaunch the Show Your Badge program
- Develop group tour welcome packets for tour operators
- Evaluate and enhance the Jacksonville International Airport convention welcome signage plan and group welcome opportunities
- Plan and coordinate annual sales events (FAMs, client events, local industry meetings)
- Organize and manage the Local Host Committee for the Florida Society of Association Executives 2019 Annual Conference

**Strategy: Convention Grants**

Visit Jacksonville will continue to offer convention grants to conventions or conferences and qualify these groups via the grant checklist, which includes group need periods, city competition, and use of grant funds, etc.

**We will plan to implement the following tactics to manage the Convention Grant Program in FY2018-2019.**

**Tactics:**

- Implement new TDC convention grant policies, and recommend policy updates that will assist the City of Jacksonville in maintaining a competitive grant program, as needed
- Identify potential opportunities to streamline the grant payment process
- Offer multiple-year grants to attract new business opportunities to Jacksonville, during need periods

FY2019 VISIT JACKSONVILLE MEDIA PLAN: MEETINGS | 8.9.2018



LET'S CREATE

@daltonagency

# AGENDA

Media Objectives

Planning Parameters

Target Audience Analysis

FY2018 Performance Insights

Q3 Results

Strategic Approach

Media Tactics

Investment Summary

Campaign Measurement

# MEDIA OBJECTIVES

Build awareness among Meeting Planners and Group Tour Planners of what Jacksonville has to offer

Create awareness of the Bring It Home JAX! referral initiative within the Jacksonville business community

Increase visits to Meetings landing page

Drive leads for the Sales Team

# PLANNING PARAMETERS

# TARGET AUDIENCE

## Meeting Planners

### Key Markets

- Associations
- Religious Meetings
- Military Meetings
- Fraternal Meetings

### Growth Segments

- Corporate Meetings – Industries:
  - Financial
  - Insurance
  - Medical
- Group Tour / Motor Coach
  - Student/Youth Travel (Group Tours)



# TARGET AUDIENCE

**New!** Jacksonville Business Leaders

Initiative: Bring It Home JAX!

- C-Level Executives
- Directors
- Managers



# GEOGRAPHY

## National

### State/Local Emphasis

- High potential markets
  - Florida\*
  - Chicago\*
  - Georgia\*
  - District of Columbia
  - Carolinas
  - New York\*
  - Texas\*
- Trade Show support



# TIMING

Annual

FY2019

(October 2018 - September 2019)

Key placements leading up to select industry trade shows to support sales efforts

# PLANNING BUDGET

Flat YOY

**\$147,824 NET**

-14% YOY

# TARGET AUDIENCE ANALYSIS

# TARGET AUDIENCE ANALYSIS

Who are they?



- 80% Female, 20% Male
- 44 – Average Age
- Type of Planner:
  - 44% Corporate
  - 24% Association
  - 29% Third Party
  - 3% Government

# TARGET AUDIENCE ANALYSIS

What are their travel attitudes and preferences?



## Enjoy traveling

- Planning a domestic trip in the next year – Index 140
- “On my vacations, I prefer traveling to places I've never been” – 82% comp
- Make domestic destination decisions – Index 150

## Splurge on Travel

- “It's worth it to me to pay more for high quality hotel accommodations” – Index 124
- Spent \$5,000+ on vacations last year – Index 307



## Travel Activities

- Go to the beach – Index 178
- Attend specific events – Index 171
- General sightseeing – Index 162
- Fine dining – Index 161
- Shopping – Index 154

## Travel Influentials

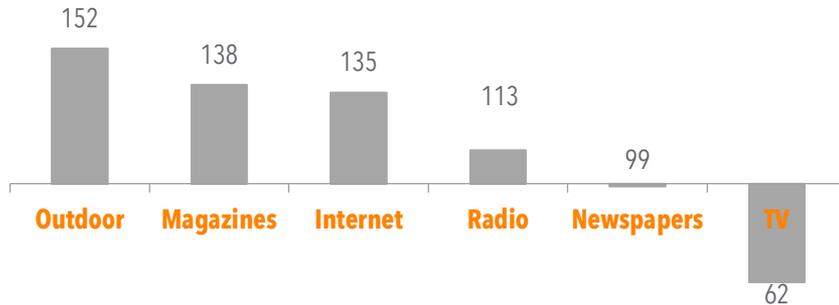
- “I often take the opportunity to discuss my knowledge of vacation spots with others” – 71% comp
- Travel Influentials – Index 271



# TARGET AUDIENCE ANALYSIS

How do they consume media?

**Media Usage Heavy Quintile  
Composition Index**  
(Adults = 100)



The internet is the most trusted media, with 54% being heavy internet users



Over eight-out-of-ten read magazines, averaging 10 magazines per month, relying on them to stay up-to-date on the latest styles and trends, and to get ideas



While they listen to the radio, they are 31% more likely to do so on the internet to stream internet-only radio such as Pandora or Spotify



Not as likely to read newspaper articles, less than five-out-of-ten have read one in the past month



The majority are TV watchers, with 42% being more likely to subscribe to streaming TV services such as Netflix or Hulu

# TARGET AUDIENCE ANALYSIS

## How do they consume online media?

### They are heavy users of internet, staying connected on-the-go.



They average **24** hours online per week



97% go online via smartphone, 73% via laptops or netbook computers and 64% via desktop computers

### They are active on social media networks.

- 76% use Facebook (Index 120)
- 63% use YouTube (Index 125)
- 48% use LinkedIn (Index 374)

### They are active online

- Make business purchases (Index 478, 61%)
- Make personal or business travel plans (Index 302, 63%)
- Track investments (Index 291, 35%)
- Visit online blogs (Index 244, 32%)
- Obtain real estate information (Index 233, 36%)

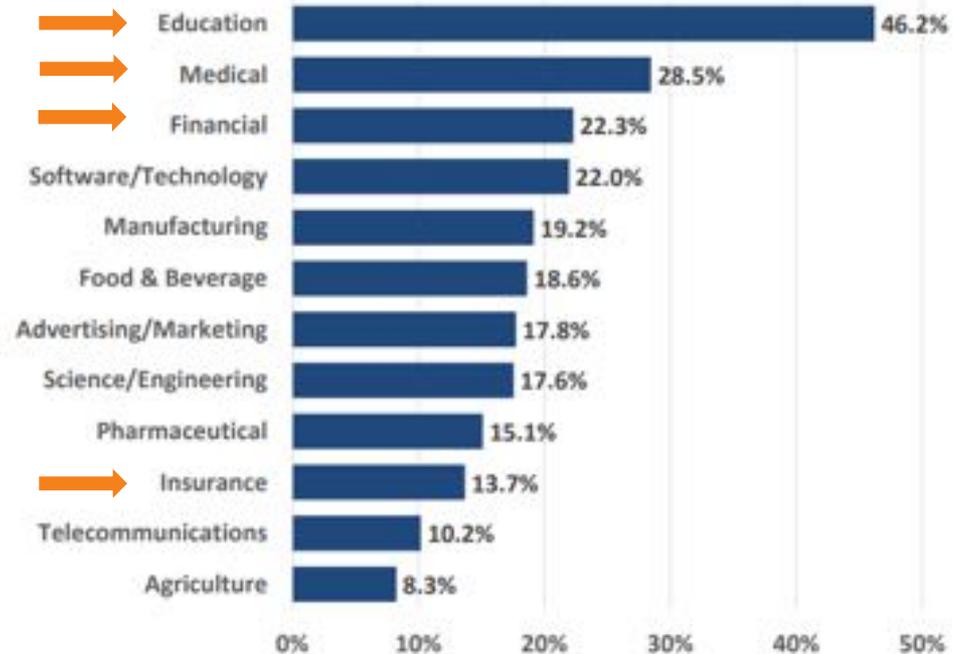
### They turn to their smartphones

- Use search engines (86%, Index 151)
- Check the weather (76%, Index 148)
- Check the news (75%, Index 160)
- Search for product information (59%, Index 151)
- Listen to music (54%, Index 128)

# MEETING PLANNER INDUSTRY INSIGHTS

# TOP INDUSTRIES FOR MEETING PLANNERS

The top three industries meeting planners have experience planning events for include **education**, **medical**, and **financial** which represents 3 of 4 growth areas for Visit Jacksonville



# DESTINATION RESEARCH PRACTICES

While their own experience, word-of-mouth from their colleagues or other planners, and contact at the CVB/DMO are the most commonly relied on resources for destination information . . .

**All tactics used for the FY2018 media plan are also noted as resources**

In general, which of the following resources do you regularly access when researching destinations in which to hold meetings or events?

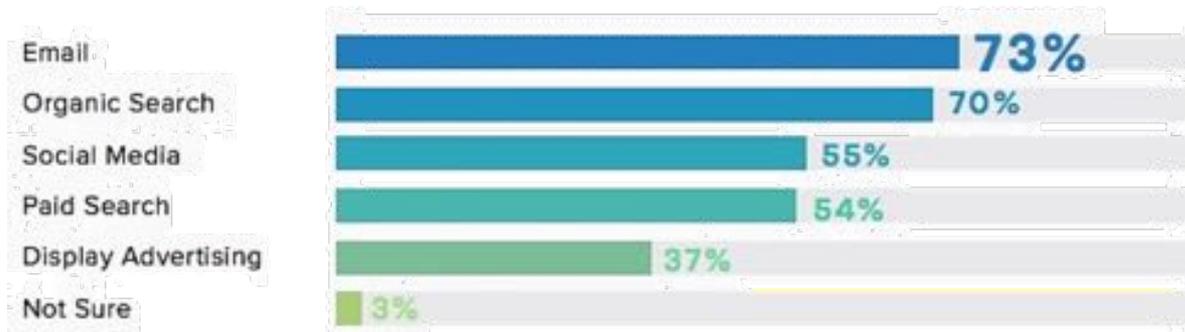


# B2B LEAD GENERATION CHANNELS

Email, Social Media and Paid Search are the top ranking paid media tactics for driving leads

## Top Digital B2B Lead Generation Channels

WHICH OF THE FOLLOWING CHANNELS DRIVE LEADS FOR YOU?



\*Respondents were asked to select all that apply.

DemandWave, 2017.

# FY2018 PERFORMANCE INSIGHTS

# FY2018 Objectives / Performance Insights

FY2018 Objectives	Type of Measurement	KPI
Create awareness among Meeting Planners and Group Tour Planners of what Jacksonville has to offer	Attitudinal	<ul style="list-style-type: none"><li>• Brand Awareness</li></ul>
Increase visits to Meetings Landing Page	Behavioral	<ul style="list-style-type: none"><li>• Site Visits to Meetings Landing Page</li><li>• New Visits to Meetings Landing Page</li></ul>
Drive leads for the Sales Team	Outcome	<ul style="list-style-type: none"><li>• RFPs</li></ul>

# BRAND AWARENESS

# BRAND AWARENESS

## Objective:

To provide feedback on brand awareness and reader perception

## Methodology:

Readers\* from the publication's circulation list were invited to participate in this online study of the November/December 2017 ads

Participants were connected to a Signet website where they viewed the ads to be measured (conducted after the issue comes out, before the next issue is available)

Ads are rotated to avoid order bias

The report is based on 188 total respondents, with a minimum base of 100 respondents per ad



Established in 1968, SIGNET Research is a provider of Ad Measurement studies specializing in publication, association, and advertising research

# BRAND AWARENESS



135 total ads measured in the November/December 2017 issue  
22 other advertisers were in the category of destinations, hotels/resorts, cruises

Visit Jacksonville' scored in the Top 5 (#4) for **AdBrand™** Scores\*  
Of the 22 comparable category advertisers

Visit Jacksonville's **AdBrand™** Score is 28% higher than the average of all 135  
advertisers in the issue (average - 115)



Royal Caribbean International: 174
Visit Orlando: 160
Renaissance Hotels: 158
Visit Jacksonville: 147
Greater Miami CVB: 139

\*Combines scores of Company Awareness and Purchase Consideration

\*\* Note: Royal Caribbean International and Greater Miami CVB ran a 2-page full spread

# BRAND AWARENESS

Visit Jacksonville scored above average on all Perception Scores within the Destinations category, and at, or above average for all advertisers measured in the issue

SIGNET Address™ PREVIEW  
November/December 2017

**PERCEPTION SCORES**

Page	Advertiser	Net Perception*	Quality Products/ Services*	Service/ Support*	Innovation*	Reputation*	Value*
<b>DESTINATIONS</b>							
C-4	Bermuda Tourism Authority	63%	37%	20%	25%	29%	15%
19	Branson CVB	66%	33%	31%	18%	35%	37%
C-3	Cayman Islands Dept of Tourism	62%	43%	32%	19%	37%	22%
9	Emerald Coast	47%	16%	31%	14%	25%	20%
42-43	Greater Miami CVB	65%	43%	35%	24%	36%	21%
46	Vienna Convention Bureau	41%	25%	14%	15%	22%	8%
27	Visit El Paso	41%	13%	23%	17%	14%	13%
13	Visit Jacksonville	74%	37%	40%	21%	35%	41%
17	Visit Monaco	32%	16%	10%	15%	13%	5%
15	Visit Orlando	79%	40%	48%	28%	57%	36%
29	Visit Raleigh	38%	11%	15%	14%	17%	18%
47	Visit Sweden	50%	33%	20%	18%	33%	13%
28	Visit Westchester	36%	14%	13%	13%	0%	13%
<b>Average for Category</b>		53%	28%	26%	19%	28%	26%
<b>TOTAL ISSUE AVERAGE</b>		57%	32%	29%	21%	30%	22%

\*The percentage of respondents who associate the company with each attribute

# BRAND AWARENESS

## Sampling of verbatim responses

*"Whether you remember seeing this ad before or not, please look at it now. In as much detail as possible, please tell us your opinion about the advertiser and the product(s) advertised and what message you feel this ad is trying to convey"*

Every need possible will be accommodated in Jacksonville

Simple message with the right visuals. Well done ad for this city

Peaks interest

Come to Jacksonville! We offer so much more than a place to meet

That there are diverse options for down-time

Jacksonville has lots of entertainment opportunities, a variety of settings for meetings/conferences/events with a variety of food and beverage options in a vacation destination with beautiful cityscape and beach access

Favorite ad so far. Photos are descriptive and the name badge relates well

Great photos that explain what it is they are selling. Could use one more venue site for smaller meetings, but overall, it's to the point, which I appreciate. I would remember this ad

This is a venue we have used in the past and would consider in the future. There is too much crammed into this ad though. The ad copy references 50 yard line views but not really any of the other photos. Very little unique about the city

It shows there is lots to do and a wide variety of interest for people. It is cultural, and would be of interest. The only thing that would be good would to clarify what state. Some people are not good with geography

# Q3 RESULTS

# Convention Sales and Services Q3 Report



# Q3 Summary

## MEETINGS CAMPAIGN:

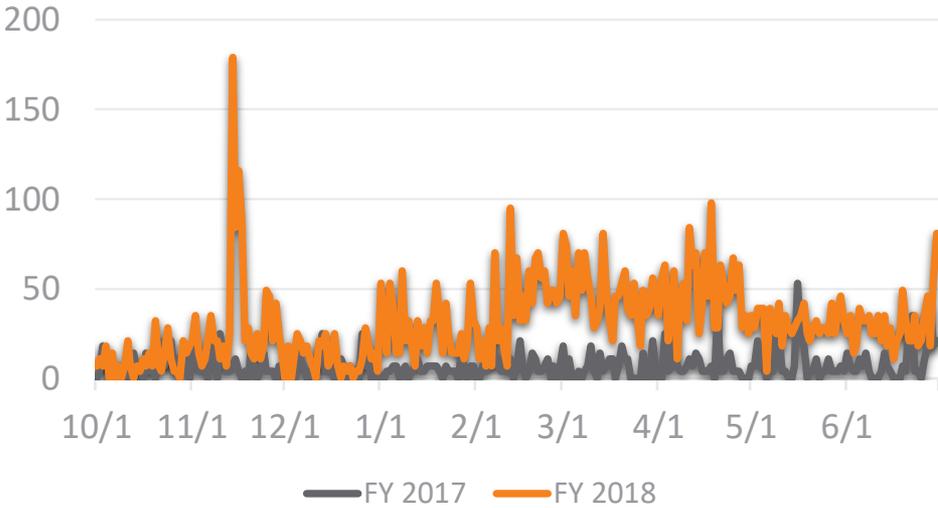
- Paid media for the meetings campaign continued its strong performance for the third consecutive quarter, with an overall clickthrough rate of 0.30%, **nearly four times the industry benchmark of 0.08%**.
- **Visits to the VisitJacksonville.com Meetings page were up 111% in Q3 2018 versus Q3 2017**, continuing on the strong gains experienced in Q1 and Q2. Fiscal year to date, the **Meetings page is up almost 200%**.
- In addition to the 3,500 visits driven to the meetings page, **13,000 additional visits were recorded to two blog posts on VisitJacksonville.com aimed specifically at meeting planners**. Views to these two blogs alone, **driven by paid native advertising through Pulsepoint, drove three times more traffic than the entire meetings page itself in FY 2017**.
- **The sales pipeline appears strong, with leads up 27% through the end of Q3.**

# Site Traffic

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%**.

Meetings Page Traffic (Fiscal Year to Date)



VisitJacksonville.com - Meetings Page Visits

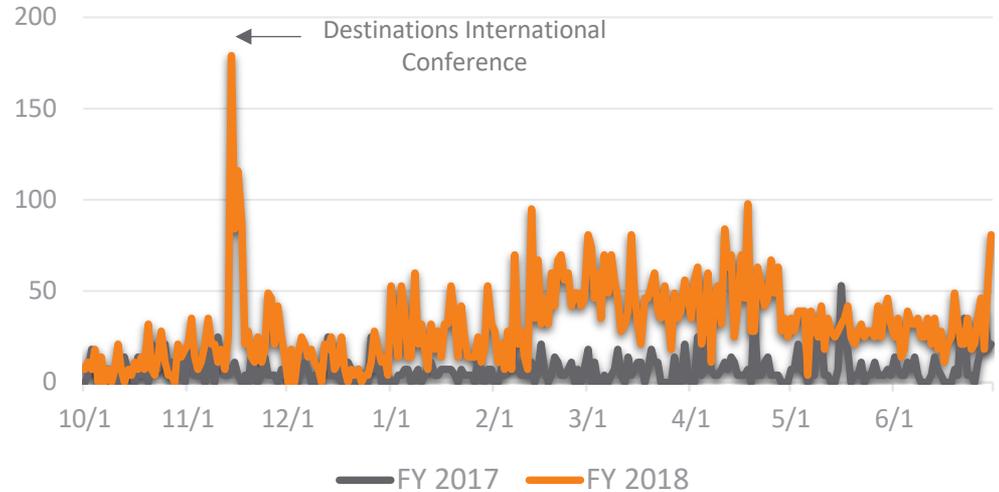
Month	FY 2017	FY 2018	YoY
Q1 Total	700	1,875	+168%
Q2 Total	724	3,748	+418%
Q3 Total	1,647	3,479	+111%
YTD	<b>3,071</b>	<b>9,102</b>	<b>+196%</b>

# SITE TRAFFIC: BY TACTIC

VisitJacksonville.com – Meetings Page Traffic Sources

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_ePostcard / (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 / eBlast	Paid Media	16
tempest.mydone.com / referral	Referral	14
ewth.com / referral	Referral	13
visitflorida.com / referral	Referral	13
outbrainpp / referral	Paid Media	8
MPI New York / Banner	Paid Media	7

Meetings Page Traffic (FISCAL YEAR to Date)



**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.

# SITE TRAFFIC: BY MARKET

**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.

**Our strategy of driving meeting planners directly to the meeting page continues to prove successful.**

*VisitJacksonville.com - Meetings Page Top Traffic Markets*

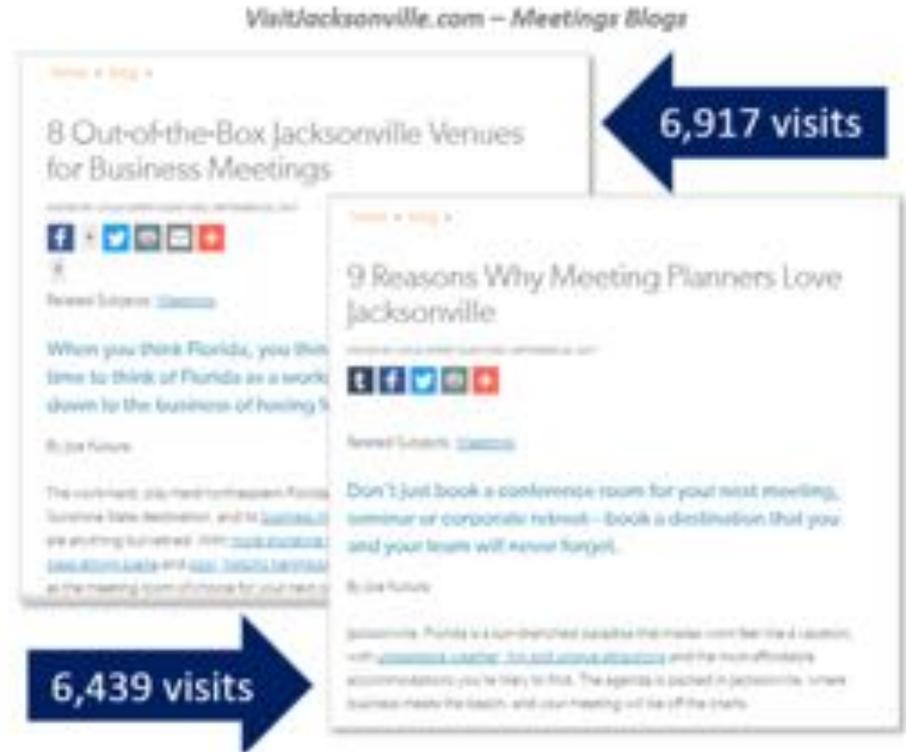
RANK	CITY	PAGE VIEWS	% TRAFFIC
1	Jacksonville	285	8.2%
2	New York	99	2.8%
3	Orlando	67	1.9%
4	Houston	58	1.7%
5	Dallas	52	1.5%
6	Boston	51	1.5%
7	Miami	48	1.4%
8	Chicago	47	1.4%
9	Washington	43	1.2%
10	Charlotte	42	1.2%
11	Atlanta	39	1.1%
12	Alexandria	38	1.1%
13	Tucson	22	0.6%
14	Nashville	19	0.5%
15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

# Meeting Blog Pages

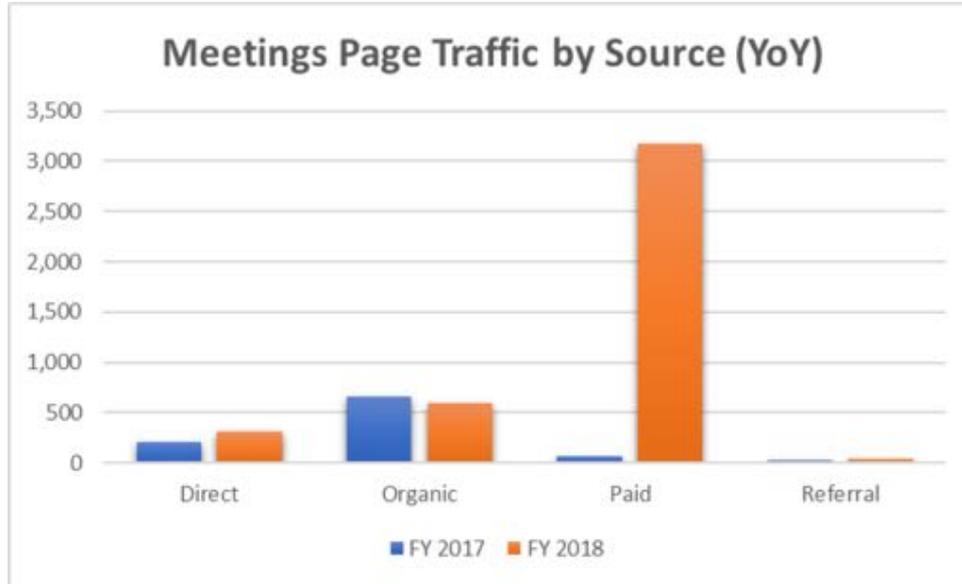
In addition to the 3,500 visits driven to the meetings page, **13,000 additional visits** were recorded to two blog posts on VisitJacksonville.com aimed specifically at meeting planners.

Views to these two blogs alone, driven by paid native advertising through Pulsepoint, drove three times more traffic than the entire meetings page itself in FY 2017.

Atlanta, New York, Charlotte, Orlando, and Nashville drove the most out-of-market viewership of these posts.



# SITE TRAFFIC: BY CHANNEL



Channel	FY 2017	FY 2018	% Change
Direct	204	316	55%
Organic	658	593	-10%
Paid	71	3,170	4,365%
Referral	27	41	52%

# Performance Summary

SEGMENT	COST	IMPRESSIONS	CLICKS/ENGAGEMENTS	CLICKTHROUGH RATE	COST PER CLICK
Meetings	\$104,329	9,949,004	42,288	0.30%	\$1.45

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.

# OUTCOME: YOY SALES INQUIRIES / LEADS

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

**Sales leads are up 27%** year-over-year.

Meetings page visits and time spent are up significantly YOY:

- **Page visits YOY: +196%**
  - Oct-Jun '18: 9,102
  - Oct-Jun '17: 3,071
- **Avg Time on Page YOY: +48%**
  - Oct-Jun '18: 1:24
  - Oct-Jun '17: 1:01

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.

# STRATEGIC APPROACH

# FY2019 STRATEGIC APPROACH

Continue a Print / Digital multiplatform approach, but with an **increased spend on digital channels YOY** based on its proven ability to drive strong increases in traffic to the site

**Reduce Print spend to increase Digital;** Focus on publications that provide impact with both their print and digital channels

Place additional emphasis on **Mobile Geo-Fencing;** increase the number of events to be targeted

Investigate digital **targeting to reach Student/Youth Travel** Group Tour Planners/ Operators

Include digital media associated with local business print targeted to Jacksonville business leaders to increase awareness of **Bring It Home JAX!**

# TACTICAL ALIGNMENT

BRAND  
AWARENESS

SITE TRAFFIC /  
LEAD GEN

## *Industry Print / Digital*

Drives awareness and familiarity with the JAX brand within content specifically referred to for Meeting Planning

### **KEY MARKETS**

Associations  
Religious  
Military  
Fraternal

### **GROWTH SEGMENTS**

Corporate  
Financial  
Insurance  
Medical

Group Tour / Motor Coach

### **BRING IT HOME JAX!**

C-Level Executives  
Directors  
Managers

## **DIGITAL**

A proven traffic driver; to be increased to extend through more months of the fiscal year

### **DIGITAL BANNERS**

Provides audience  
scale with targeted  
reach

### **SEM**

Reaches qualified  
hand raisers  
actively seeking  
information

### **MOBILE GEO- FENCING**

Significant driver  
of site traffic

### **CVENT**

Maintain destination  
exposure in this industry  
planning tool as well as  
support hotel lead gen

### **LOCAL CHAPTER**

Primarily email which  
is a strong traffic  
driver and lead  
generator

# EVALUATION CRITERIA

- Recommended tactics and media partner are selected based on evaluation of the following criteria:

## MEETS KEY METRICS

- Target audience focus
- Past performance
- Ability to geo-target

## STRATEGIC ALIGNMENT

- Contextually relevant content
- Unique to Visit Jacksonville
- Custom content opportunities

## VALUE + EFFICIENCY

- Out-of-pocket cost
- Measurable CPM
- Added Value

# MEDIA TACTICS

Meeting  
Planners

Medical

Military

Religious

Financial/  
Insurance

Corporate

Group  
Tour

Association

Local  
Chapter

Bring it  
Home, Inc.

Continue	Discontinue	New	Reviewed, Not Recommended
 Continue with a lower budget; maintain 2-Diamond status	 Similar results to Madden Media. Discontinued due to lower budget		 Budget constraints
 Continue with the same budget from FY2018	 Implemented more dollars to increase results; low performance		
 Increased traffic to the Meetings page since launch in February			

# cvent

Visit Jacksonville placements within Cvent increase visibility of Jacksonville as a destination, as well as provide support to Jacksonville hotels in driving leads

FY2018 Plan	FY2019 Recommendation
Timing: 12 months	Timing: 8 months
2 Diamond Listing – Includes (2) complimentary usernames	2 Diamond Listing – Includes (2) complimentary usernames
Content Promotion – Southeast Newsletter	---
Featured Article – Southeast Newsletter – (1) month	Featured Article – Southeast Newsletter – (1) month
CVB Copy Feature	CVB Copy Feature
Destination Request a Quote Button	Destination Request a Quote Button
COMP MKT Ad (Tampa/Clearwater, FL) – 3 months	COMP MKT Ad (Tampa/Clearwater, FL) – 3 months
Video Retargeting (10,000 views)	---
---	(4) Additional Usernames - \$2,000
Total Cost: \$34,660	Total Cost: \$21,097

 Indicates a change YOY

Meeting  
Planners

Medical

Military

Religious

Financial/  
Insurance

Corporate

Group  
Tour

Association

Local  
Chapter

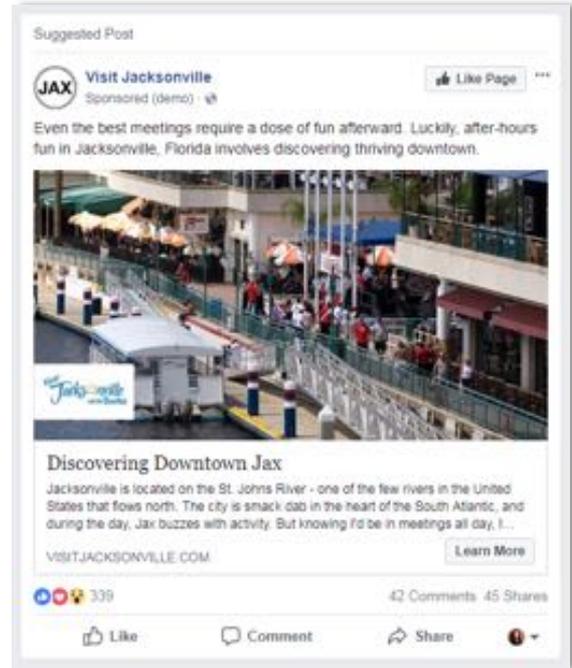
Bring It  
Home Jax

## Native Advertising



Provides exposure of the message, organically, in contextually relevant, audience targeted environments

Has proven to be a consistent source for driving traffic to the website



Meeting  
Planners

Medical

Military

Religious

Financial/  
Insurance

Corporate

Group  
Tour

Association

Local  
Chapter

Bring it  
Home, Inc.

# Google

AdWords

- Reaches the lowest hanging fruit
- Those qualified hand raisers who are actively seeking information about Jacksonville
- Site traffic increased significantly since the launch of SEM in February



Sample keywords:

hosting a convention jacksonville fl  
conferences jacksonville fl  
conventions  
conventions in jacksonville fl  
meeting places in jacksonville florida  
unique meeting spaces jacksonville fl

Meeting  
Planners

Medical

Military

Religious

Financial/  
Insurance

Corporate

Group Tour

Association

Local Chapter

Bring it  
Home Jax

Returning	Not Returning	New	Reviewed, Not Recommended
 <p>Dedicated healthcare/pharma newsletter to provide message exposure to planners prior to healthcare events</p>	 <p>Ran this publication in 2018, changing to Aspire for 2019 to provide exposure to that audience</p>	 <p>Publication of the RCMA; provide message exposure to this audience in 2019, did not use in 2018</p>	 <p>Not Cost Efficient, not affiliated with an association</p>
 <p>Only dedicated publication servicing the Military Industry</p>			
 <p>Only audited publication servicing this industry</p>			

Meeting  
Planners

Medical

Military

Religious

Financial/In  
surance

Corporate

Group  
Tour

Association

Local  
Chapter

Bring it  
Home Jax

Returning	Not Returning	New	Reviewed, Not Recommended
 <p>Only publication servicing the African American Travel Industry</p>	 <p>Higher Out-of-Pocket Cost, 25% lower circulation than Meetings Today; did not drive traffic to site</p>		 <p>Targeted to those who set-up event space, not specifically to meeting planners</p>
 <p>Highest Circulation, #2 print publisher in driving traffic to site</p>			 <p>Budget constraints</p>
 <p>Only national meetings magazine with regional focus, #1 print publisher in driving traffic to site</p>			 <p>Budget constraints</p>
 <p>Strong circulation against the medical target segment (21%), #3 publisher in driving traffic to site</p>			 <p>Budget constraints</p>

Meeting  
Planners

Medical

Military

Religious

Financial/Insurance

Corporate

Group  
Tour

Association

Local  
Chapter

Bring it  
Home Jax

Returning	Not Returning	New	Reviewed, Not Recommended
 Highest composition of Tour Operators (62%), Strong performance in 2018 with immediate inquiries after the ad ran	 Higher Out-Of-Pocket Cost		 Budget Constraints
			 Budget Constraints

- Meeting Planners
- Medical
- Military
- Religious
- Financial/Insurance
- Corporate
- Group Tour
- Association**
- Local Chapter
- Bring it Home Jax

Returning	Not Returning	New	Reviewed, Not Recommended
 <p>Annual Digital Presence</p>	 <p>Higher Out-Of-Pocket Cost</p>		 <p>Budget Constraints</p>
 <p>The top 5 industries within the circulation; Healthcare (Physician), Fraternity, Health Care (Admin), Association Management, and Healthcare (Dental) are target industries; Chicago is a high potential market</p>			



Channel	Returning	Not Returning	New	Reviewed, Not Recommended
Print	<b>FSAE The Source</b>			
Digital	<b>Event Mobile Geo-Fencing</b> Increase the number of events in FY2019 to 5*, from 3 in FY2018			
	<b>MPI - South Florida</b>			
	<b>MPI - Potomac</b>			
	<b>MPI - Carolinas Chapter</b>			
	<b>MPI - New York</b>			
	<b>MPI - Philadelphia</b>			
	<b>SAE - Texas</b>			
	<b>SGMP - Florida</b>			

\*Geo-Fence Industry Events: IMEX America, 10/16-18, RCMA Emerge, 1/29-31, Destinations International Destination Showcase, TBD, American Society of Association Executives, TBD, Student & Youth Travel Assn Annual Conference, 8/9-13

Meeting  
Planners

Medical

Military

Religious

Financial/  
Insurance

Corporate

Group  
Tour

Association

Local  
Chapter

Bring it  
Home Jax

## JACKSONVILLE BUSINESS JOURNAL

Digital banners on the Jacksonville Business Journals' website are recommended to reach business leaders in Jacksonville

- 130,000 ROS impressions
- (4) weeks, October 1-31, 2018
- Ad sizes:
  - 728x90
  - 300x250
  - 320x50

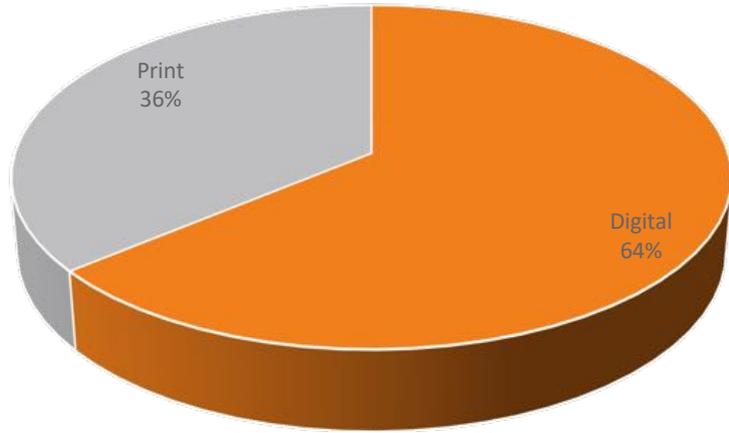


# FY2019 INVESTMENT SUMMARY

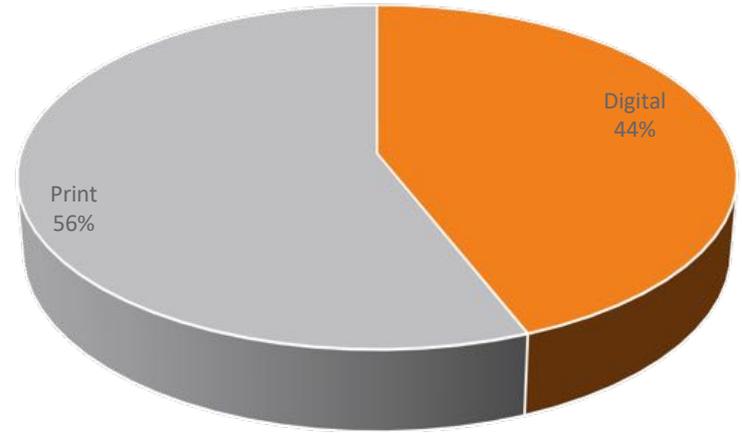
# YOY PROJECTED MEDIA MIX

Digital will command the largest share of dollars in FY2019; an inverse from FY2018 spending allocation

FY2019 Media Mix Projection



FY2018 Media Mix



# YOY BUDGET PROJECTION BY CHANNEL

Digital will command the largest share of dollars in FY2019;  
an inverse of FY2018 spending allocation between print and digital

FY2019			FY2018			
Medium	Est. Net Cost	% Allocation	Medium	Actual Spend	% Allocation	% Change YOY
Print	\$53,366	36%	Print	\$96,734	56%	-45%
Digital	\$94,458	64%	Digital	\$74,894	44%	+26%
TOTAL:	\$147,824	100%	TOTAL:	\$171,628	100%	-14%

# YOY BUDGET PROJECTION BY SEGMENT

Print/Digital spending in all segments, except Religious, will decrease;  
Digital Media tactics against Meeting Planners (general) and State/Local Chapter, will increase

## FY2019

Target	Est. Net Spend	% Alloc
Meeting Planners	\$60,963	41%
Corporate	\$33,723	23%
Association	\$4,195	3%
Group Tour	\$5,446	4%
Medical	\$2,646	2%
Military	\$2,700	2%
Religious	\$5,000	3%
Financial/Insurance	\$3,902	3%
State/Local Chapter	\$26,249	18%
<i>New!</i> Bring It Home JAX	\$3,000	2%
TOTAL:	\$147,824	100%

## FY2018

Target	Actual Spend	% Alloc
Meeting Planners	\$49,000	29%
Corporate	\$56,438	33%
Association	\$19,380	11%
Group Tour	\$9,076	5%
Medical	\$3,969	2%
Military	\$4,050	2%
Religious	\$1,698	1%
Financial/Insurance	\$7,804	5%
State/Local Chapter	\$20,214	12%
Bring It Home JAX	- - -	0%
TOTAL:	\$171,628	100%

Target	% Change YOY
Meeting Planners	+24%
Corporate	-40%
Association	-78%
Group Tour	-40%
Medical	-33%
Military	-33%
Religious	+194%
Financial/Insurance	-50%
State/Local Chapter	+30%
Bring It Home JAX	0%
TOTAL:	-14%

# CAMPAIGN MEASUREMENT

# FY2019 SITE TRAFFIC GOAL

Projected goal at a **25% increase** from FY2018

# LET'S CREATE

 daltonagency