

Marketing Quarterly Update

3rd 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

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
OVERALL ACCOUNTS				
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
FACEBOOK				
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	
TWITTER				
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
INSTAGRAM				
Engagement	6,233	2,084	11,883	
Impressions			203,866	
Followers	22,061		22,920	
HASHTAGS				
#jaxaletrail	68	109	52	229
#onlyinjax	1,425	3,711	2,185	7,321

STR Metrics:

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

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

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

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

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

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