

HALIFAX AREA ADVERTISING AUTHORITY
Regular Meeting
International Speedway Corporation, One Daytona Blvd., Daytona Beach, FL 32114
March 19, 2019 at 2:00 p.m.

SUMMARY MINUTES

The minutes reflect a summarized view of the gathering.

Board Members Present:

Libby Gallant, Androse Bell, Blaine Lansberry, John Phillips, Linda Bowers, Lisa Shavatt, Samir Naran and Steve Farley

Board Members Absent:

Jim Berkley, John Betros and Kelly Dispennette

Guests:

Andy Kovan, Christie DeAntonio, Shelby Selner, Bob Davis, Elizabeth Murphy, Brian Rothwell, Jay Cassens, Kelly Engle, AJ Handler, Suzanne Heddy, John Cameron, Alfredo Gonzalez, Jim Abbott, Carl Brigandi, Andrew Wright and Aileen Band-Kellerman

Staff Present:

Lori Campbell Baker, Christy Zimmerman, Kay Galloway, Linda McMahon, Kate Holcomb, Jennifer Sims and Donna Morgan

CALL TO ORDER

Libby Gallant called the meeting to order at 2:06 p.m. and attendance was taken by Christy Zimmerman.

1. Consent Agenda

No items on the Consent Agenda were pulled for discussion.

Gallant asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion to approve the Consent Agenda.

LINDA BOWERS MADE A MOTION TO APPROVE CONSENT AGENDA. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 8-0.

2. »Finance *

a) January 2019 Financials

Lori Campbell Baker reported on the January financials provided in the packet.

Gallant asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion to approve the January Financials.

STEVE FARLEY MADE A MOTION TO APPROVE THE JANUARY FINANCIALS AS PRESENTED. SAMIR NARAN SECONDED THE MOTION. MOTION PASSED 8-0.

3. The Brandon Agency

a) 2018-2019 Campaign Update

Andy Kovan presented the campaign update as presented in the attached document.

b) » 2018-2019 Media Plan

Shelby Selner presented the Media Plan for July – September 2019 for the cost of \$352,823 for approval as presented.

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Total Spend = \$352,823

	JULY	AUGUST	SEPTEMBER
PAID SOCIAL			
Facebook/Instagram	\$ 30,500	\$ 30,500	\$ 30,500
DIGITAL MEDIA			
TripAdvisor	\$ 10,215	\$ 14,060	\$ 14,060
OrlandoSentinel.com	\$ 3,350	\$ 4,850	\$ 4,100
ADARA	\$ 15,186	\$ 15,186	\$ 15,186
Sojern	\$ 13,150	\$ 11,800	\$ 11,800
Conversant	\$ 16,871	\$ 17,130	\$ 17,130
Third Party Emails	\$ 3,000	\$ 3,000	\$ 3,000
WFTV.com	\$ 1,800	\$ 3,000	\$ 3,000
TV			\$ 21,675
PRINT			
Toronto Star		\$ 6,800	\$ 6,800
The Villages Daily Sun		\$ 2,987	\$ 1,650
OUT-OF-HOME			
Lamar	\$ 1,849	\$ 1,849	\$ 1,849
AD SERVING FEES			
Mighty Hive Serving Fees - Est. based on planned impressions	\$ 4,744	\$ 5,151	\$ 5,095
MONTHLY TOTAL	\$ 100,665	\$ 116,313	\$ 135,845

Gallant asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion to approve the Media Plan for July – September 2019 as presented.

STEVE FARLEY MADE A MOTION TO APPROVE THE MEDIA PLAN FOR JULY - SEPTEMBER 2019 AT A COST OF \$352,823 AS PRESENTED. BLAINE LANSBERRY SECONDED THE MOTION. MOTION PASSED 8-0.

4. Annual Tourism Event Update

a) >> The City of Daytona Beach Summer Entertainment Series *

John Cameron, with the City of Daytona Beach, reported on the proposal to further promote the Friday Concert Series at the Bandshell. The main goal is to market the area as a concert destination by promoting the Friday and Saturday concerts together to give visitors a reason to stay two nights and spend more time in Daytona Beach. The concert series experience now has a VIP area (at a cost), but the concerts Friday and Saturday are still free.

If approved, the media will be the Orlando market and estimate the spot provided by Spectrum will reach over 225,000 viewers.

Gallant asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion to approve The City of Daytona Beach Summer Entertainment Series as presented.

BLAINE LANSBERRY MADE A MOTION TO APPROVE THE FUNDING (\$5,000) AS REQUESTED IN THE CITY OF DAYTONA BEACH SUMMER ENTERTAINMENT SERIES EVENT APPLICATION IN THE BOARD PACKET. JOHN PHILLIPS SECONDED THE MOTION. MOTION PASSED 8-0.

b) >> Pro Watercross Tour Stop *

Kay Galloway introduced AJ Handler with Pro Watercross Tour Stop. This is a two-day event on Mother's Day weekend and is part of the series' U.S. tour.

AJ Handler, CEO of Pro Watercross, has been producing this event for 24 years; the mission of the event is to educate the enthusiast about the waters ways. The Pro Watercross Tour brings together 150-200 professional and amateur racers and six race teams that follow. The National Championship happens in Texas, and the World Championship is in Naples, Florida.

Pro Watercross was brought to Daytona Beach after being displaced from Panama City due to damage the event site experienced during last year's hurricane. The event will return to Panama City but they want to add Daytona Beach as a permanent date to the tour. Pro Watercross wants to add Daytona Beach as the second date of the tour, the second week in May, and move Panama City to June. Handler added that the racers plan for these two back-to-back weeks in Florida and have things to do during the time between the two locations.

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Pro Watercross is asking for \$5,000 for marketing. Galloway explained that Handler was unable to attend the Advertising Committee meeting last week due to an emergency. Steve Farley, chair of the Advertising Committee, presented the questions from the Advertising Committee.

Questions:

Do you have your city permitting? Do you have parking? Do you have a confirmed relationship with a host hotel?

Answers:

Handler replied, "I have met with Beach Safety and the City for permitting and I am meeting with the hotels all week to confirm a host location." Handler further explained that he would have this all confirmed very soon, the event is turnkey and they are ready to go. Marketing creative is in production.

Samir Naran asked if seven weeks lead time before the event is enough time to execute the marketing. Handler said yes, he has already started the marketing the event.

Lansberry suggested the Committee could make a motion to approve the \$5,000 with the following contingencies: hotel contracted and beach permits and parking solutions in positive process by March 25, 2019. Lansberry amended the motion to add that the CVB staff will follow-up, and the marketing dollars will come after the event.

Gallant asked if the Board or the public had any comments or questions. Samir Naran recused himself from the vote.

BLAINE LANSBERRY MADE A MOTION TO APPROVE THE FUNDING (\$5,000) AS REQUESTED WITH THE FOLLOWING CONTINGENCIES; HOTEL CONTRACTED AND BEACH PERMITTED AND PARKING SOLUTIONS IN POSITIVE PROCESS BY MARCH 25, 2019. BLAINE LANSBERRY AMENDED THE MOTION TO INCLUDE; THE CVB STAFF WILL FOLLOW-UP, AND THE MARKETING DOLLARS WILL COME AFTER THE EVENT. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 7-0.

5. Simpleview

a) Website Refresh

Galloway reported that the CVB's current website is more than five years old and as technology and consumer habits change the website needs to change, too. The CVB currently has a partnership with Simpleview. Simpleview is the developer of the CVB website and is an industry leader in developing destination websites.

Kelly Engle, with Simpleview, thanked the CVB for their partnership since 2013. They focus solely on the tourism industry and work with 110, 000 destinations throughout the world.

The CVB also uses Simpleview for its Customer Relationship Management (CRM) software as well; this is where the information listings live and it uses the website to power that entire data through the website. Simpleview has 350 employees and operates 19 hour a day across all time zones, which means there is always an employee working.

The Website Refresh will be focused on a mobile-first approach. Research shows that people spend 8-12 hours a day on their mobile devices. Mobile-first will make sure pages are optimizing and loading quickly to keep users engaged.

The Refresh will take 30-40 weeks and will launch during the shoulder season. The CVB will have no time down and no interruption to the website. A dedicated team will work with the CVB throughout each step of the process and CVB approval is required before each project level can move forward.

Galloway reminded everyone that this is a refresh of the website, not a whole new site. Gallant requested that the Advertising Committee be kept in the loop on the Website Refresh and be able to provide their input.

6. Partner Updates

a) Ocean Center - None

b) Daytona Beach International Airport

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Jay Cassens reported that for 2018 the Airport is up 6% in passenger traffic over 2017, a 20-year high. Passenger traffic is up 80% since 2009, which is more than double the national average of 39%.

JetBlue Airlines discontinued service January 7, 2019 out of Daytona Beach, but the Airport was still up 1.5% for the month due to increase daily flight services with American Airlines and Delta Airlines.

Silver Airways service started the middle of January, and Sunwing Airlines began at the end of January. Both airlines report they are doing very well. Cassens and Alfredo Gonzalez met with Sunwing last week, and the hotel side is performing exceptionally well. Sunwing stated that the hotel packages in Daytona Beach are doing better than in any of their other markets right now. Linda McMahon added that other hotels have reported they are getting ten to fourteen night stays from Sunwing passengers. Sunwing has stated it hopes to have a strong finish through the end of May, come back in November, and then come back in February 2020.

7. Unfinished Business

Campbell Baker reported all the information you receive in your packets is research based and the CVB is starting to plan its research for the next fiscal year budget. Coming up are focus groups in Nashville, TN and Houston, TX.

Gallant discussed that in the last board meeting the Mid-Florida Marketing & Research contract was to end September 2019, and asked if the CVB should send out a request for proposal (RFP).

Campbell Baker will present to the board at the May meeting what the Mid-Florida Marketing & Research contract covers.

8. New Business

a) Move HAAA Meeting from Tuesday

1. Proposed New dates

Gallant referred to the proposed list of meeting dates noting that we are looking at moving the 2019 HAAA Board meetings off of Tuesdays because County Council meetings fall on the same day. She also noted that the May HAAA Board meeting needs to move to Monday due to room availability.

Gallant asked the Board if they had any comments or questions. Hearing none, she entertained a motion to approve the proposed new meeting dates as presented.

LINDA BOWERS MADE A MOTION TO APPROVE THE WEDNESDAY HAAA BOARD MEETING CHANGE, THE MONDAY, MAY 20, 2019 HAAA BOARD MEETING CHANGE, AND THE BUDGET WORKSHOP, MONDAY, JUNE 17, 2019 CHANGE. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 8-0.

9. Public Participation

Gallant asked if there was any public participation. Hearing none, she adjourned the meeting at 4:02 p.m.

Respectfully submitted,
Christy Zimmerman, Executive Assistant

CAMPAIGN UPDATE OCTOBER - NOVEMBER 2018

January 15, 2019



WEBSITE PERFORMANCE VS. PREVIOUS PERIOD OCTOBER - NOVEMBER 2018

The biggest change YoY is the number of leads collected on the website. Sessions also increased considerably, mostly due to the increase in Paid Social (+184%), Display (+164%), Organic Search (+9.9%), and Organic Social (+36.5%).

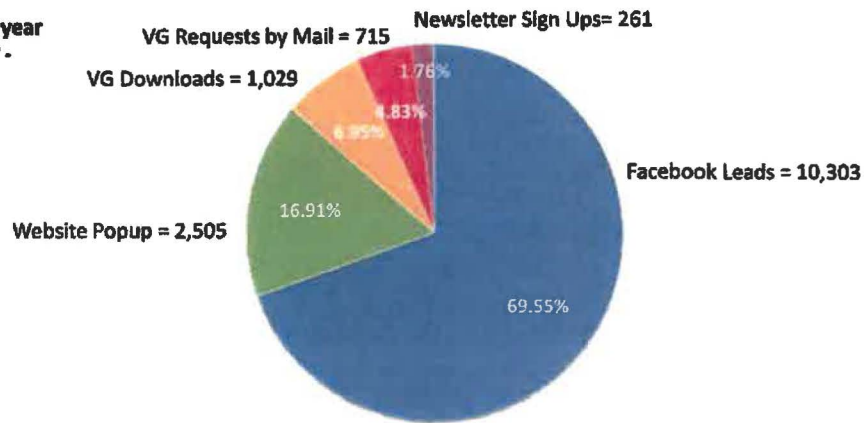
Metric	This Year	vs. Previous Year
Sessions	478,342	Up 19.0%
Pages/Session	2.36	Down 10.0%
Time on Site ²	01:35	Down 9.3%
Bounce Rate	61.62%	Up 6.1%
Website Leads <small>*Includes Visitor Guide downloads, Newsletter signups, Visitor Guide requests by mail, and Enter to Win promotion sign ups</small>	4,510	Up 451.8%



EMAIL AND VISITOR GUIDE LEADS OCTOBER - NOVEMBER 2018

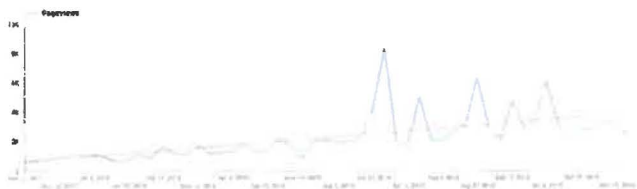
TOTAL LEADS = 14,813

1,647% increase 
compared to previous year
(848 leads in October 2017 -
November 2017)



BLOG PERFORMANCE OCTOBER - NOVEMBER 2018

Blog Page Views



Blog views and blog pages engagement increased significantly over the past year:

- Entrances - up 1,402%
- Page views - up 829.7%
- Avg. time on page - up 20.1%
- People who landed on blog pages generated 154 leads.

Top Viewed Blog Posts

/fun-sun-time-spent-together-why-you-should-plan-your-next-family-reunion-in-daytona-beach/
/6-ways-to-celebrate-christmas-in-daytona-beach/
/6-beach-bars-with-live-music-in-daytona-beach/
/itinerary-daytona-beach-is-the-festival-capital-of-florida/
/myth-or-fact-hear-the-haunted-story-of-the-fairchild-oak/
/turkey-trots-and-treats-thanksgiving-events-in-daytona-beach/
/6-fun-fall-festivals-to-hit-in-daytona-beach/
/5-places-to-celebrate-the-new-year-in-the-daytona-beach-area/
/hotspots-for-holiday-lights-in-daytona-beach-from-a-to-z/
/top-6-places-to-watch-the-sunrise-in-daytona-beach/

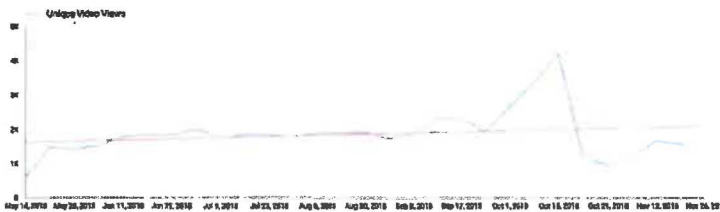
Page views

1,897
1,730
1,728
1,382
939
837
815
788
647
625



VIDEO PERFORMANCE OCTOBER - NOVEMBER 2018

Video Views



Over 16,000 users viewed videos on the site during October - November 2018 with the peak during Biketoberfest.

There was a total of 18,203 unique video starts during these two months.

Top Viewed Videos

26th Annual Daytona Beach Biketoberfest* Oct. 18-21, 2018
Daytona Beach, FL - Virtual Paradise
Daytona Bike Week 2019
More fun, more value in Daytona Beach
Magic of Lights Holiday Display at Daytona International Speedway
Virtual Drive on Daytona Beach
Angell and Phelps Chocolate Factory in Daytona Beach, Florida
Ponce Inlet Lighthouse in Ponce Inlet, Florida
Daytona International Speedway Tours
2018 DAYTONA TT Track Preview - American Flat Track

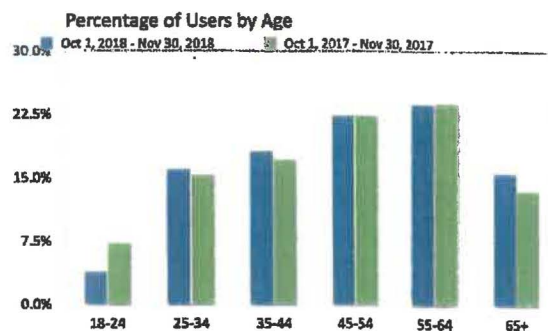
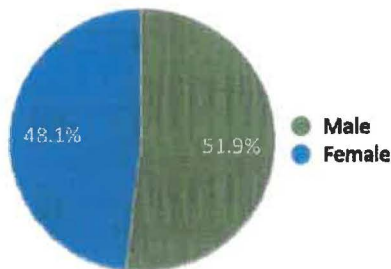
Unique Views

6,382
1,993
1,078
734
545
526
446
382
345
328



DEMOGRAPHICS OCTOBER - NOVEMBER 2018

- Age of the website users shifted towards an older population.
- The most noticeable change is the decrease in 18-24 users (~50%). The number of 65+ users, on the other hand, increased 8%.
- The percentage of male vs. female audience is approximately the same as last year (52% male and 48% female).



GEOGRAPHIC WEBSITE PERFORMANCE OCTOBER - NOVEMBER 2018

- There was a YoY increase in sessions across most of the regions (+19%). Sessions from Florida are at approximately the same level as last year (-0.6%).

- Sessions from England increased the most (185.4% increase YoY).

City/Region	State	Sessions
Orlando-Daytona Beach-Melbourne FL	Florida	151,932
Tampa-St. Petersburg (Sarasota) FL	Florida	18,832
Atlanta GA	Georgia	18,157
(not set)	Ontario	15,961
London	England	15,892
Miami-Ft. Lauderdale FL	Florida	14,745
New York NY	New York	12,859
Jacksonville FL	Florida	11,331
Chicago IL	Illinois	7,238
Detroit MI	Michigan	6,446



WEBSITE CONTENT OVERVIEW OCTOBER - NOVEMBER 2018

Top Viewed Pages

Page	Pageviews	% of Pageviews
/wonderfall/	88,246	7.83%
/biketoberfest/	77,374	6.86%
/	40,748	3.61%
/biketoberfest/events/	30,600	2.71%
/events/	26,898	2.39%
/event/biketoberfest*-2018/36891/	19,676	1.75%
/things-to-do/	18,490	1.64%
/events/calendar/	18,064	1.60%
/things-to-do/attractions/	17,986	1.60%
/events/motorcycle-rallies/	15,725	1.39%

Top Landing Pages

Page	Entrances	% of Entrances
/wonderfall/	83,024	17.39%
/biketoberfest/	58,608	12.28%
/	29,853	6.25%
/events/	19,388	4.06%
/event/biketoberfest*-2018/36891/	15,560	3.26%
/things-to-do/	12,886	2.70%
/biketoberfest/events/	11,359	2.38%
/events/motorcycle-rallies/bike-week/	7,997	1.68%
/things-to-do/attractions/	7,863	1.65%
/events/motorcycle-rallies/	7,467	1.56%



CONTENT DEVELOPMENT UPDATES | BLOG

Using Google Analytics, we will look at the most visited blog posts every month and determine if they can be updated (changing dates, adding additional content) in order to keep the traffic volume high for SEO purposes.

For this next fiscal year, our blog strategy is to focus on writing long-form blogs in the following categories:

- Activity/sights to see
- Practical (itinerary, what to pack, etc.)
- Event
- Deep dive feature (focus on one attraction, location, person etc.)

4 total blogs will be written and optimized for SEO each month for a total of 48 for the year.

Partners can use and share on their platforms.



CONTENT DEVELOPMENT UPDATES | VIDEO

After assessing the video content captured in 2017-2018, we will focus on creating the following videos for this fiscal year:

- Events (Bike Week, Biketoberfest*, Ocean Center, Bandshell Concerts, All About Cars)
- Create short form videos that will be used in paid social ads (Instagram Stories, Instagram/Facebook)
- Highlight new experiences in Daytona Beach, topics include:
 - ONE DAYTONA
 - A1a trail (countywide)
 - Share the Heritage - African American sites/history (countywide)
 - Biking/Hiking (countywide)
 - Need for Speed - NASCAR Experience, go-karts
 - Pet friendly - restaurants, parks, hotels, Brownie Town Dog
 - Spectator Sports
 - The Beach - driving section, quiet section, fun items - rentals/food vendors, surf fishing, dining, volleyball etc.
 - The Boardwalk - view from the pier, taffy, rides/games, food
 - Destination: Ponce Inlet - parasailing, lighthouse, hiking trails, MSC, dining etc.
 - Listicles - best of, TripAdvisor, Ratings
 - Daytona Beach on TV - cupcake wars, man vs. food, etc.
 - Daytona Beach "Famous" - people, surfers, musicians, drivers etc.

The videos will be used across all owned channels:

- Website
- Email marketing
- Social media

16 total videos will be produced.

Once produced, partners can use and share on their platforms.



CONTENT DEVELOPMENT UPDATES | PHOTOGRAPHY

- In September, the team traveled to Daytona Beach and executed a week-long photo shoot.
- The goal was to capture additional assets to use in the campaign paid media placements and owned assets (website, organic social media, email marketing).
- Content captured:
 - Drone footage/Aerial
 - Family on beach
 - Hiking/trails
 - Golf
 - Shopping
 - Surfing
 - Fishing
 - Dining
 - Paddleboard



CONTENT DEVELOPMENT UPDATES | PHOTOGRAPHY



CONTENT DEVELOPMENT UPDATES | PHOTOGRAPHY



CONTENT DEVELOPMENT UPDATES | PHOTOGRAPHY



MEDIA INSIGHTS OCTOBER - NOVEMBER 2018

- Bikes and paddle board returned to the top performing creative spots, which is similar to last Fall/Winter.
- WonderFall creative performed very well in terms of click through rate (0.18%)
- Based on leads online, optimizations were made to always put the Visitor Guide download/mail at the top of media landing pages to capture the most conversions.



MEDIA INSIGHTS OCTOBER - NOVEMBER 2018

- Facebook continued to drive the most traffic to the site out of any other vendor.
- With the election and Black Friday/Cyber Monday both occurring in November, our W25-54 demo was in high demand which caused us to increase our Cost Per Click to capture this audience.
- Ads targeting golf and boomers lightened the load on our primary demo and brought our Cost Per Click well within our Key Performance Indicators.
- Ads highlighting hotel deals generated the longest time on site, proving that consumers continue to be interested in special offers.
- AJC and WFTV continue to have the highest completion rates on our video pre-roll.
- AAA banners continue to drive the highest amount of online leads (Visitor Guide downloads/mail and email signups) out of any digital banner vendor.

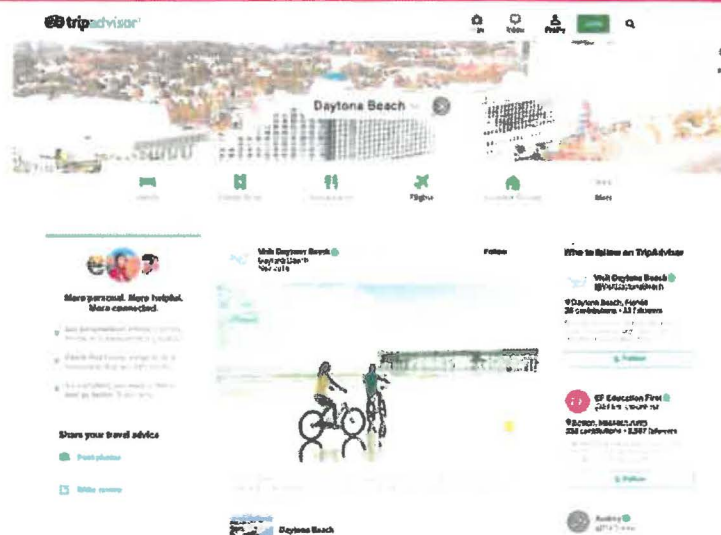


TRIPADVISOR UPDATES

- TripAdvisor is currently going through a platform overhaul.
- The new interface looks more like Facebook and Twitter.
- It is much more social in nature, giving people the chance to “follow” you to receive your content.
- Our Geo page will be on the new platform under the handle @visitdaytonabeach.
- TripAdvisor is estimating the Premium Destination Pages will exist until end of Q1, then all the content will flow through the main profile @visitdaytonabeach.
- The team is continuing to work with TripAdvisor on changes as they roll out.



TRIPADVISOR UPDATES



PAID FACEBOOK RESULTS OCTOBER - NOVEMBER 2018

Facebook continues to be a great platform for the destination.

- Overall, it drove 68,815 Website Sessions with over 25% of those being new users.
- Drive to Website Ads outperformed all other ad types with a reach over 3.9 million, more than 10 million impressions and 67,638 sessions.
- Captured a total 10,303 leads.


Ad Type	Results	Reach	Impressions	Frequency	Sessions
Boosted Posts	72,262 Post Engagements	152,165	195,581	1.3	
Like Ads	3,256 Page Likes	78,273	117,684	1.5	
Lead Ads	10,303 Leads	125,376	237,616	1.9	1,177
Website Click Ads	59,097 Landing Page Views	3,977,039	10,456,395	2.6	67,638



PAID FACEBOOK RESULTS OCTOBER - NOVEMBER 2018

Daytime Beach Area Commission and Visitors Bureau
Sponsored

With mouth-watering, crowded beaches, and 60+ upcoming events and festivals, Mycena Beach is the perfect fall escape.



A Wonderful beach getaway is calling your name.
For our visitors to discover Mycena Beach a new outdoor adventure and fun fall events happening soon!

Like · Comment · Share

Best Performing Facebook Ad - Website Click Ad

Reach: 1,093,024
Impressions: 2,451,048
Landing Page Views: 32,711



INSPIRATION DIGITAL VIDEO RESULTS | OCTOBER - NOVEMBER 2018

- October-November exceeded our 70% completion rate benchmark, ending with just above a 75% completion rate.
- The campaign also came in at an average .15% CTR, well above the benchmark of .08%.

Pre-Roll

Month	Ad Type	Impressions	Spend	Clicks	CTR	Sessions
October	Video - Pre-Roll and In-stream	1,027,207	\$16,700	1,487	0.14%	937
November	Video - Pre-Roll and In-stream	2,252,200	\$40,304	3,486	0.15%	2,929



ACTIVE EVALUATION DIGITAL DISPLAY RESULTS | OCTOBER - NOVEMBER 2018

- Overall, the digital display ads performed very well with an average 0.19% CTR and 13,922 Sessions. Benchmark - .07-.09% CTR.
- TripAdvisor and ADARA were the top two performing vendors.

Banners/Native

Month	Ad Type	Impressions	Spend	Clicks	CTR	Sessions
October	Display	3,469,159	\$35,760	4,732	0.14%	5,233
November	Display	5,198,196	\$35,760	12,025	0.23%	8,689



DAYTONA BEACH EMAIL NET GROWTH OCTOBER - NOVEMBER 2018

Marketing List: 65,276

Current Database: 134,325
Active Net Growth: 45%

	October 2018	November 2018	Totals
On-Site Form Sign-Up	890	657	1,547
Facebook Lead Ads	2,241	3,356	5,597
List Import	2,105	997	3,102
Third Party Emails	2,539	1,073	3,612



DAYTONA BEACH TOP PERFORMING EMAILS

Date	10/24/18
Subject Line	Biketoberfest* is nearly here!
List	Biker Segment
Delivered	27,722
Open rate Ind. Standard 13.3%	15%
CTR Ind. Standard 1.6%	1.3%
Total Clicks	352



DAYTONA BEACH TOP PERFORMING EMAILS

Date	11/29/18
Subject Line	May your vacation be merry & bright
List	Full Newsletter List
Delivered	62,548
Open rate Ind. Standard 13.3%	14%
CTR Ind. Standard 1.6%	1.1%
Total Clicks	677



ORGANIC SOCIAL MEDIA OCTOBER - NOVEMBER 2018

All social media channels have experienced significant growth during the above timeframe - particularly on **Facebook**.

Platform Summary: October 1, 2018 - November 30, 2018

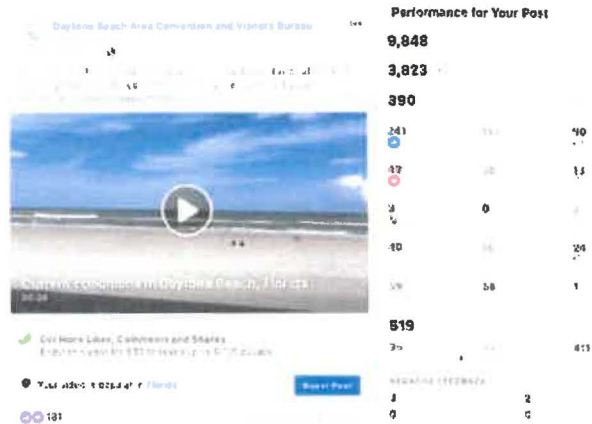
	Facebook Total Followers	Total Engagement	Website Visits
Facebook	165,136	16,044	8,991
	Twitter Total Followers	Total Engagement	Website Visits
Twitter	11,509	803	143
	Instagram Total Followers	Engagement	Website Visits
Instagram	7,822	2,951	148



FACEBOOK RESULTS OCTOBER - NOVEMBER 30, 2018

Top Organic Facebook Post:

- Total Facebook Fans = 165,136
 - **+61,489** new fans
 - **(+59.3% from year prior)**
- Total Website Visits = 8,991
 - **+2,339** more website visits
 - **(+35.2% from year prior)**



MEDIA PLACEMENTS AND APPROVALS FOR APRIL-JUNE 2019



MEDIA PLACEMENTS FOR APRIL-JUNE 2019

	APRIL	MAY	JUNE
DIGITAL	Facebook TripAdvisor OrlandoSentinel.com Adara Sojern Conversant Third Party Emails VF-Madden Remarketing Clicktivated Taboola Travel Spike AJC.com WFTV.com iHeart Media Pandora	Facebook TripAdvisor OrlandoSentinel.com Adara Sojern Conversant Third Party Emails VF-Madden Remarketing Clicktivated Taboola Travel Spike AJC.com WFTV.com iHeart Media Pandora	Facebook TripAdvisor OrlandoSentinel.com Adara Sojern Conversant Third Party Emails Clicktivated Taboola Travel Spike AJC.com WFTV.com iHeart Media Pandora
Print	The Villages Daily Sun Parents Interfuse/Connect Travel America's Best Vacation	The Villages Daily Sun VF-AAA Living South	
Out-of-Home	I-95 Directional Board	I-95 Directional Board	I-95 Directional Board
TV/Cable/OTT	Orlando Tampa Jacksonville Miami Atlanta Chicago Charlotte Houston	Orlando Tampa Jacksonville Miami Atlanta Chicago Charlotte Houston	Orlando Tampa Jacksonville Miami Atlanta Chicago Charlotte Houston
Radio	Syndicated Radio Promotion Orlando Tampa Jacksonville	Syndicated Radio Promotion Orlando Tampa Jacksonville	Syndicated Radio Promotion Orlando Tampa Jacksonville



MEDIA APPROVALS FOR APRIL-JUNE 2019

Total Spend = \$1,615,237

	APRIL	MAY	JUNE
PAID SOCIAL			
Facebook/Instagram	\$ 30,500	\$ 30,500	\$ 30,600
DIGITAL MEDIA			
TripAdvisor	\$ 26,765	\$ 20,975	\$ 10,215
OrlandoSentinel.com	\$ 5,600	\$ 3,380	\$ 3,600
Adara	\$ 17,081	\$ 17,081	\$ 16,188
Sojern	\$ 13,150	\$ 13,150	\$ 13,150
Conversant	\$ 17,388	\$ 17,388	\$ 17,388
Third Party Emails	\$ 3,000	\$ 3,000	\$ 3,000
Clicktivated	\$ 25,500	\$ 12,750	\$ -
Taboola	\$ 20,079	\$ 10,039	\$ -
Travel Spike	\$ 80,018	\$ 16,379	\$ -
AJC.com	\$ 39,430	\$ 9,960	\$ -
WFTV.com	\$ 1,800	\$ 1,800	\$ 1,800
iHeart Media	\$ 18,150	\$ 18,150	\$ -
Pandora	\$ 23,100	\$ 23,100	\$ -
TV/CABLE/OTT	\$ 225,101	\$ 293,826	\$ 81,600
RADIO	\$ 129,235	\$ 150,102	\$ 20,868
PRINT			
The Villages Daily Sun	\$ 2,987	\$ -	\$ -
VF-Family Circle, Family Fun, Parents	\$ 18,498	\$ -	\$ -
Interfuse/Connect Travel America's Best Vacation	\$ 17,530	\$ -	\$ -
VF-AAA Living South	\$ -	\$ -	\$ -
OUT-OF-HOME			
Lamar	\$ 1,849	\$ 1,849	\$ 1,849
AD SERVING FEES			
Mighty Hive Serving Fees - Est. based on planned impressions	\$ 18,720	\$ 12,463	\$ 4,801
MONTHLY TOTAL	\$ 735,438	\$ 675,842	\$ 203,967





THANK YOU

