

HALIFAX AREA ADVERTISING AUTHORITY (HAAA)

REGULAR MEETING

Wednesday, November 20, 2019 • 2:00 PM • International Speedway Corporation, in the Daytona 500 room located at One Daytona Blvd., Daytona Beach, FL 32114

The regular meeting of the Halifax Area Advertising Authority was called to order by the Chair Linda Bowers at 2:01 p.m., November 20, 2019. The secretary/treasurer (Androse Bell) was present. Attendance was taken by Christy Zimmerman and the following members were present: Androse Bell, Blaine Lansberry, Jim Berkley, John Betros, John Phillips, Josh Harris, Linda Bowers, Samir Naran and Steve Farley. Libby Gallant and Lisa Shavatt were absent.

Guests:

Jim Abbott, John Cameron, Bob Davis, Andy Kovan, Elizabeth Murphy, Brian Rothwell, Tim Buckley, Shelby Selner, Christie DeAntonio, Janet Kersey, Kristina Pena, Zemelis Samuel, Michelle Lanthier, and Shelly Rossmeyer Pepe

Staff Present:

Lori Campbell Baker, Kay Galloway, Chuck Grimes, Kate Holcomb, Linda McMahon, Christy Zimmerman, Jennifer Sims, Tabitha Nanney and Cindi Lane

Consent Agenda

Linda Bowers asked if the Board or the public had any comments or questions on the Consent Agenda, items a-h.

Motion by Steve Farley to approve the Consent Agenda, items a-h. Second by John Betros. Motion passed 9-0.

Reports of Officers

Secretary/Treasurer Androse Bell

Finance & Human Resources

September 2019 Board Financial Packet

Chuck Grimes presented the Financial Report. Bowers asked if there questions or comments, and hearing none stated that the financial report would be filed for audit.

Wire Transfer Checking Account

Grimes requested the Board approve a checking account specifically for wire transfers. Bowers asked if the Board or the public had any comments or questions.

Motion by John Betros to approve the wire transfer checking account. Second by Blaine Lansberry. Motion passed 9-0.

Standing Committees

Advertising Committee

The Brandon Agency 2018-2019 Campaign Recap

Andy Kovan and Shelby Selner presented the campaign update.

2019-2020 Consumer Media Plan

Selner presented the consumer media plan. Farley noted that the Advertising Committee has voted in support of the \$1,554,118 consumer media expenses. Bowers asked if the Board or the public had any comments or questions.

Motion by Steve Farley to approve the 2019-2020 Consumer Media Plan of \$1,554,118. Second by Samir Naran. Motion passed 9-0.

Additional Opportunities

Selner presented details on a VISIT FLORIDA / UK campaign Co-op proposal for January – March for \$25,000. Bowers asked if the Board or the public had any comments or questions.

Motion by Steve Farley to approve the VISIT FLORIDA / UK Co-op for \$25,000. Second by John Betros. Motion passed 9-0.

Daytona Bike Week

Janet Kersey, Daytona Regional Chamber of Commerce, updated the Board on the Bike Week event and thanked them for their continued commitment.

**HALIFAX AREA ADVERTISING AUTHORITY (HAAA)
REGULAR MEETING**

Wednesday, November 20, 2019 • 2:00 PM • International Speedway Corporation, in the Daytona 500 room located
at One Daytona Blvd., Daytona Beach, FL 32114

Human Resources Committee

Employee Healthcare Soft Dollar Benefits 2019-2020

Samir Naran reported that the cost of employee health benefits increased by 24% for new benefit plan year starting November 1, 2019. Naran recommended the Board continue to discuss options that may help to contain or reduce future increases in soft dollar benefits, including a wellness program or establishing a budget cap. Discussion followed.

Motion by John Betros to approve a 24% increase on the 2019-2020 Soft Dollar Benefits and look into wellness program options. Second by Androse Bell. Motion passed 9-0.

Partner Updates

Mid-Florida Marketing & Research Inc.

Toronto Focus Group

Campbell Baker reported that the Toronto Focus Groups summary was included in the packet and Toronto continues to be an important market for the destination.

New Business

Campbell Baker thanked Volusia County Attorney Elizabeth Murphy for her work with the CVB, introduced CVB Executive Operations Coordinator Tabitha Nanney, and discussed the new AirDNA reporting platform.

Public Participation

John Phillips asked how the Board can best support the Daytona Tortugas in light of Major League Baseball's announcement that the team may lose their affiliation. Campbell Baker replied that the CVB would be joining the Daytona Regional Chamber of Commerce in its efforts to show support for keeping the Tortugas here in the destination.

Adjourn

There being no further business or public participation the meeting was adjourned at 3:38 p.m.

Submitted by Christy Zimmerman, Executive Assistant



**Campaign Update
August - September 2019**

HAAA Board Meeting November 20, 2019

Highlights



- TV and Radio in Orlando
- OTT and Digital Radio in Atlanta
- Geo-targeting Orlando airport with paid social
- Promoting:
 - Ale Trail
 - Florida Resident Deals
 - Georgia Resident Deals
 - Veterans Deals
- Social Media Influencer Campaign
- SkyNav in market

Highlights



- Major Optimizations
 - Linked Instastory ads to the Instagram Page vs. the website.
 - Profile views up 138% and likes up 13% month over month
 - Added Hotels Deal Page as the landing page for Website Click Ads
 - In the first week, sent over 700 visits to the page
 - Opened Geo-targeting to the state of FL(Volusia County excluded) and GA
 - PPC and Paid Social campaigns are focused pushing the various promotions that are running
 - Veterans Deals
 - Florida Resident Deals
 - Georgia Resident Deals

Highlights



- Updates to the media plan
 - Orlando Sentinel Travel Page Co-op Sponsorship
 - Print Insertions - 11/3, 11/17, 12/1 and 12/17
 - 100k ROS Digital Banners on OrlandoSentinel.com
 - Graphics and Hyperlink on Daytona Beach Area Unique Landing Page
 - Florida Headline News Network - FREE Opportunity

WEBSITE PERFORMANCE - AUGUST - SEPTEMBER 2019



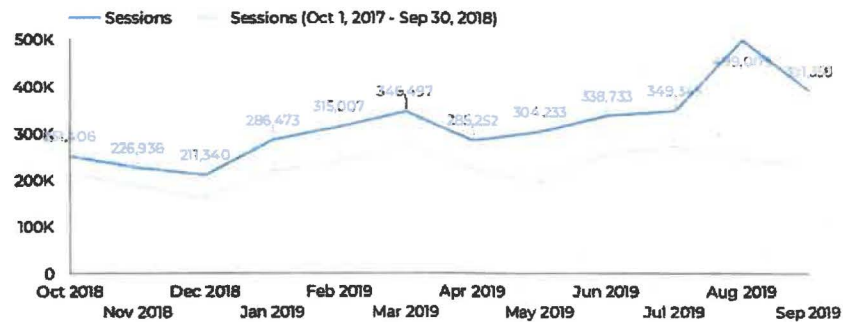
** vs. Last Year

Sessions
890,367
↑ 86.5%

Pages / Session
1.63
↓ 25.4%

Time on Site
00:01:04
↓ 5.1%

Bounce Rate
74.87%
↓ 0.2%



- Sessions increased significantly in August and September, mainly due to Biketoberfest®, the WonderFall landing page and the Live Camera (during the hurricane).

LEAD GENERATION - AUGUST - SEPTEMBER 2019



** vs. Last Year

Total Leads
15,327
↑ 41.0%

Total Website Leads
6,497
↑ 51.4%

Facebook Leads
8,830
↑ 40.7%



Website Leads Breakout:

VG Downloads
1,182
↑ 2.6%

VG by Mail
915
↑ 28.6%

Newsletter Signups
296
↑ 20.8%

Enter to Win
4,104
↑ 65.8%

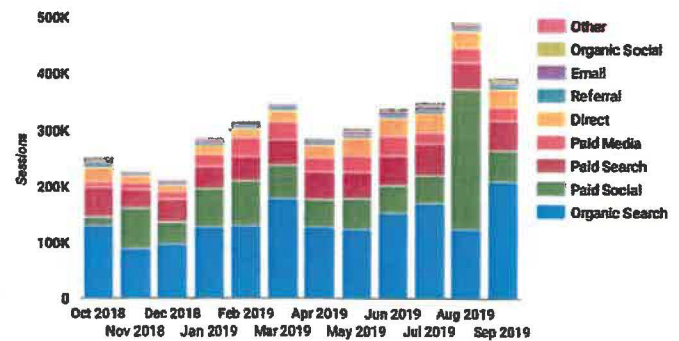
- Both Website and Facebook Leads increased over 40% YoY.
- The monthly leads have been significantly higher than last year during most of the months throughout the year.

WEBSITE TRAFFIC SOURCES - AUGUST - SEPTEMBER 2019

Daytona Beach

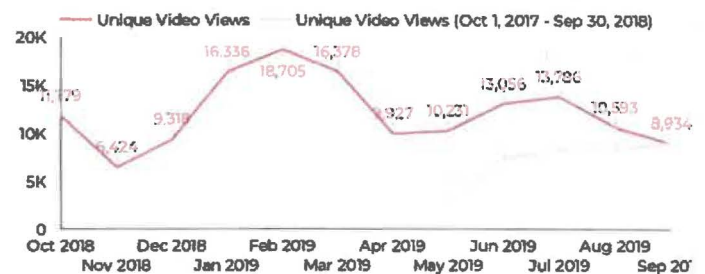
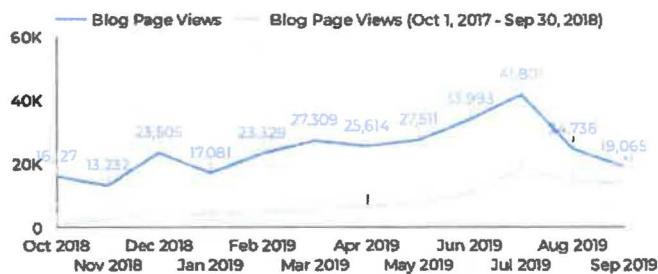


Channel	Sessions	vs. Last Year	Total Website Leads	vs. Last Year
Organic Search	331,309	63.9% ↑	1,968	-2.1% ↓
Paid Social	311,829	288.0% ↑	631	140.8% ↑
Paid Search	99,886	1.3% ↓	1,782	51.3% ↑
Direct	63,741	52.4% ↓	816	153.4% ↑
Paid Media	48,968	92.3% ↓	96	11.6% ↓
Referral	12,814	16.1% ↑	246	21.2% ↑
Organic Social	11,873	12.1% ↑	121	-21.9% ↓
Email	9,800	42.8% ↑	837	122.6% ↑
Other	147	-87.1% ↓	0	-100.0% ↓



- Organic Search and Paid Social were the main drivers of the website sessions and Paid Social had the highest YoY sessions increase (+288%).
- Website Leads increased for most of the channels. Organic and Paid Search attributed most of the leads and Paid Social and Direct had the highest YoY growth in leads.

CONTENT DEVELOPMENT: BLOG AND VIDEO VIEWS - AUGUST - SEPTEMBER 2019



- The blog views have been consistently higher than last year during the last 12 months. The decrease vs. the previous two months was mainly due to the high interest in "3 Top Spots for Daytona Beach Fireworks" post in June and July.
- The top blog posts in August and September were "Fun free things to do in Daytona Beach" and "Experience Wonderfall Daytona Beach".
- Video views increased 13% YoY with "Experience Biketoberfest®" accounting for over ¼ of the total video views.

ORGANIC SOCIAL MEDIA - AUGUST - SEPTEMBER 2019



CHANNEL PERFORMANCE

Platform Summary: August 1, 2019 - September 31, 2019

Facebook	Total Fans	Total Engagement	Total Impressions
	207,931	181,234	28,422,918
YOY	28%	26%	259%
Twitter	Total Followers	Total Engagement	impressions
	11,704	1,406	67,079
YOY	2%	-5%	-7%
Instagram	Total Followers	Total Engagement	Impressions
	10,133	15,597	11,753,715
YOY	39%	261%	19089%

ORGANIC SOCIAL MEDIA - AUGUST - SEPTEMBER 2019



TOP PERFORMING SOCIAL MEDIA POSTS

Post Details



Performance for Your Post

24,721 People Reached

6,573

0,235 Like	5,186 On Post	47 On
818 Love	811 On Post	5 On Shares
32 Haha	22 On Post	0 On Shares
8 Wow	8 On Post	0 On Shares
2 Sad	2 On Post	0 On Shares
187 Comment	178 On Post	9 On Shares
186 Share	182 On Post	4 On Shares
364 Post		
215 Photo Views	0 Link Clicks	149 Other Clicks
NEGATIVE FEEDBACK		
3 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	



discoverdaytonabeach • Following

discoverdaytonabeach When the sunset is this dreamy, we don't even mind that tomorrow is Monday (🌅 @flippopsandadventures)

6w

discoverdaytonabeach
#LoveDaytonaBeach
#WideOpenFun #DaytonaBeach
#LoveFL #Florida #Travel
#Vacation #sunset #beachlife
#beach #goldenhour

Liked by courtneydiane1113 and 281 others

PAID SOCIAL RESULTS - AUGUST - SEPTEMBER 2019

Daytona Beach.

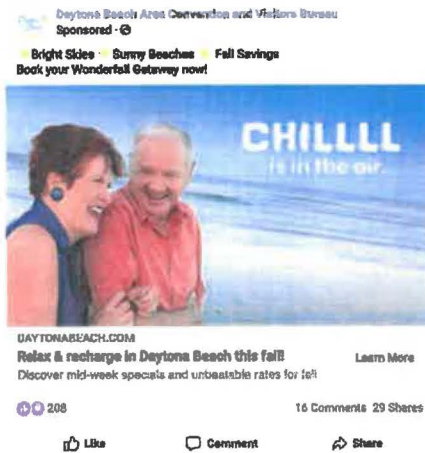


- Paid social continued to be the largest paid driver of sessions and leads for Daytona Beach
- Paid social drove 77,936 sessions on the website, with 71,555 users and 92.9% of those users being new to the website
- August had a spike in sessions due to Snapchat ads pre-loading the website before swiping up.

PAID SOCIAL RESULTS - AUGUST - SEPTEMBER 2019



Best Performing Social Creative - Boomer Chill Paid Social Ad



Reach: 598,161
Impressions: 2,567,426
Frequency: 4.3
Landing Page Views: 9,376
Cost Per Landing Page View: \$.41

ACTIVE EVALUATION - DISPLAY, VIDEO AND NATIVE RESULTS AUGUST - SEPTEMBER 2019



- Digital Display and Native Ads drove 41,436 Sessions and 66 website leads.
- Taboola drove the highest number of sessions with 23,907 sessions and 21,264 users with 98.8% of those being new to the site.
- Although video is an awareness tactic, it drove 3,645 sessions as well

Leveraging CVB's Efforts & Assets to Increase Business



- Participate in the Co-ops
 - Orlando Sentinel Travel Page Co-op
 - Third Party Emails
 - DaytonaBeach.com Emails
- Send the CVB your current deals to include on the Deals page on their site
- Like and Share Daytona Beach Blogs, Videos and Posts on Social Media
- Tag your Social Media Posts with #LoveDaytonaBeach

MEDIA PLACEMENTS - Q2 2020



	April	May	June
PAID SOCIAL			
Facebook/Instagram/Pinterest/Snapchat/Twitter	\$ 31,583	\$ 31,583	\$ 31,583
DIGITAL MEDIA	April	May	June
TripAdvisor	\$ 14,711	\$ 14,711	\$ 14,711
ICON - ADARA	\$ 17,081	\$ 17,081	\$ 17,081
ICON - Sojern	\$ 13,150	\$ 13,150	\$ 13,150
ICON-Taboola	\$ 8,334	\$ 8,334	\$ 8,334
Conversant	\$ 16,866	\$ 23,809	\$ 23,809
Third Party Resale	\$ 3,000	\$ 3,000	\$ 3,000
Clicktivated	\$ 12,750	\$ 12,750	\$ 12,750
Travel Spike	\$ 23,350	\$ 16,250	\$ -
AJC.com	\$ 22,850	\$ 8,900	\$ 12,900
USA TODAY	\$ 11,500	\$ 10,825	\$ 12,525
Xaxis	\$ 10,175	\$ 10,175	\$ 10,175
WFTV.com/Florida	\$ 1,800	\$ 1,800	\$ 1,800
Exponential	\$ 8,550	\$ 8,550	\$ 8,550
AccuWeather.com	\$ 4,240	\$ 4,240	\$ 4,240
SPOTX	\$ 16,886	\$ 41,865	\$ 33,332
Streaming Radio	\$ 37,116	\$ 55,674	\$ -
TV/CABLE TOTAL	\$ 248,825	\$ 330,438	\$ -
BROADCAST RADIO	\$ 41,225	\$ 61,838	\$ 40,906
PRINT	April	May	June
Visit Florida - AAA Living South	\$ -	\$ 26,755	\$ -
Visit Florida - Connect Travel America's Best Vacation	\$ 17,580	\$ -	\$ -
Explore Florida	\$ -	\$ 6,900	\$ -
OUT-OF-HOME/LAMAR OUTDOORS	\$ 1,669	\$ 3,778	\$ 1,669
MIGHTY HIVE SERVING FEES	\$ 20,242	\$ 6,320	\$ 4,985
MONTHLY TOTAL	\$ 682,818	\$ 715,604	\$ 255,706

**Total Media Spend
April - June: \$1,554,118**

THANK YOU



APPENDIX: BLOG AND VIDEO VIEWS - AUGUST - SEPTEMBER 2019



Blog Page	Pageviews	vs. Last Year	Video Title	Views	vs. Last Year
/blog/post/fun-free-things-to-do-in-daytona-beach	1,758	-	Experience Biketoberfest® October 17-20, 2019	6,546	-
/blog/post/experience-wonderfall-daytona-beach	1,567	52,133.3% ↑	Ocean Walk Shoppes - Daytona Beach, Florida	1,329	-
/blog/post/beach-bars-with-live-music-in-daytona-beach	1,096	-	Virtual Drive on Daytona Beach	1,100	48.4% ↑
/blog/post/top-6-places-to-watch-the-sunrise-in-daytona-beach	1,063	28.1% ↑	Daytona Beach Bandshell Free Summer Concerts	945	-
/blog/post/cant-beat-brunch-spots-in-daytona-beach	990	-	Unlimited Fun in Daytona Beach, Florida	944	-
/blog/post/favorite-rv-parks-and-campgrounds-in-the-daytona-beach-area	949	-	Angell and Phelps Chocolate Factory in Daytona Beach, Florida	726	-
/blog/post/31-supper-club-this-ormond-beach-restaurant-bar-truly-is-the-bees-knees	855	-	Ponce Inlet Lighthouse in Ponce Inlet, Florida	668	-
/blog/post/the-ins-and-outs-of-surf-fishing-in-daytona-beach	825	42.2% ↑	Eco Adventures In Daytona Beach, Florida	530	-
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	819	-	Visit These Historical Sites in Daytona Beach, Florida	494	-
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	779	23.3% ↑	Enjoy Daytona Beach, Florida!	482	-
/blog/post/fun-fall-festivals-events-to-hit-in-daytona-beach	747	-	Daytona International Speedway Tours	372	7.8% ↑
/blog/post/foodie-favorites-in-the-daytona-beach-area	733	-	10 Free Things To Do In Daytona Beach, Florida	287	-
/blog/post/itinerary-daytona-beach-is-the-festival-capital-of-florida	709	-35.8% ↓	Daytona Flea & Farmers Market in Daytona Beach, Florida	284	-
/blog/post/refuel-with-a-meal-at-one-of-these-one-daytona-restaurants	668	-20.6% ↓	Daytona Beach Ale Trail	280	937.0% ↑
/blog/category/free-things-to-do/5949200435a1b40b0499cd53	630	104.5% ↑	Main Street Pier and Sunglow Pier in Daytona Beach, Florida	277	-
/blog/post/top-places-to-take-your-toddler-in-daytona-beach	604	-	45th DAYTONA TURKEY RUN	264	-
/blog/post/wheels-or-walk-where-to-drive-your-car-on-daytona-beach	602	359.5% ↑	ONE DAYTONA - the Newest Entertainment Complex in Daytona Beach, Florida	245	-
/blog/post/plenty-of-parking-at-daytona-beach	602	-	Daytona Beach Adventures on the Water	235	-
/blog/post/enjoy-wet-n-wild-family-fun-at-daytona-lagoon	601	1,972.4% ↑	Oceanfront and Riverfront Dining in Daytona Beach, Florida	216	-
/blog/post/get-away-to-a-long-labor-day-weekend-in-daytona-beach	573	-66.1% ↓	Fun When The Sun Goes Down In Daytona Beach	176	-54.6% ↓

APPENDIX: TOP WEBSITE PAGES - AUGUST - SEPTEMBER 2019



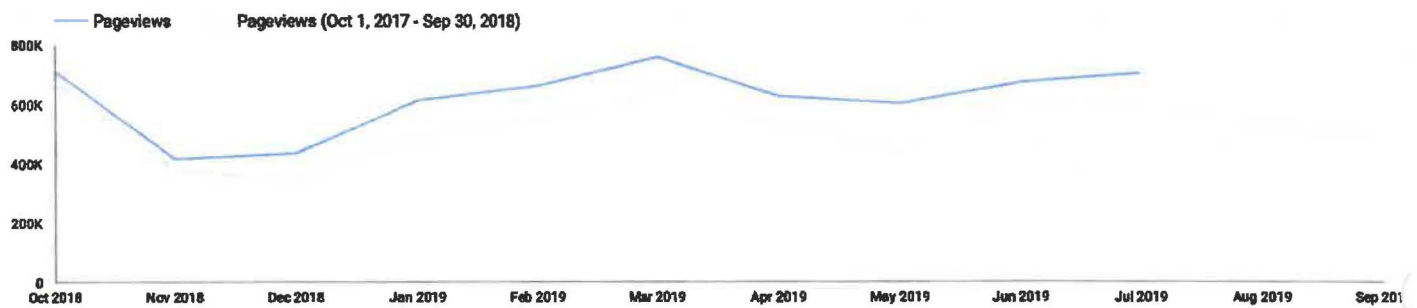
Top Landing Pages	Sessions	vs. Last Year	Most Viewed Pages	Pageviews	vs. Last Year
/hype-video	207,214	-	/hype-video	218,899	-
/things-to-do/the-beach/live-webcam	136,906	1,570.6% ↑	/things-to-do/the-beach/live-webcam	171,654	1,409.0% ↑
/wonderfall	67,780	205,293.9% ↑	/biketoberfest	82,375	2.7% ↓
/biketoberfest	67,696	0.4% ↑	/wonderfall	75,894	176,397.7% ↑
Home Page	41,748	15.6% ↑	Home Page	55,182	15.6% ↑
/events/music/bandsheer-concerts	28,046	15.7% ↑	/events/music/bandsheer-concerts	39,427	10.3% ↑
/things-to-do	27,565	63.6% ↑	/things-to-do	33,860	18.7% ↑
/wide-open-fun	24,164	-47.0% ↓	/things-to-do/attractions	28,714	39.1% ↑
/events	13,877	-42.7% ↓	/wide-open-fun	26,844	-45.7% ↓
/things-to-do/attractions/boardwalk-pler	11,892	-3.4% ↓	/things-to-do/attractions/boardwalk-pler	21,590	5.1% ↓
/hotel-deals	11,181	-	/biketoberfest/events	20,786	-1.9% ↓
/things-to-do/attractions	10,897	11.5% ↑	/events	18,904	-59.1% ↓
/event/daytona-bike-week-2020/40590	9,198	-	/things-to-do/free	18,704	8.1% ↑
/event/biketoberfest@-2019/36892	8,945	426.8% ↑	/events/calendar	16,827	560,800.0% ↑
/things-to-do/free	7,091	-19.2% ↓	/things-to-do/top-10	16,166	55.7% ↑
/biketoberfest/events	6,579	68.1% ↑	/hotel-deals	13,282	-
/facebook-deals	6,377	-77.8% ↓	/things-to-do/attractions/family-fun	12,161	83.0% ↑
/florida-resident-deals	5,611	-	/event/biketoberfest@-2019/36892	11,612	461.8% ↑
/things-to-do/top-10	5,055	9.8% ↓	/hotels/hotel-list	11,282	9.0% ↑
/event/daytona-turkey-run/39146	4,479	-	/event/daytona-bike-week-2020/40590	10,668	18

APPENDIX: GEOGRAPHIC WEBSITE PERFORMANCE - AUGUST - SEPTEMBER 2019



Country	Sessions ▾	vs. Last Year	Website Leads	vs. Last Year	Metro	Sessions ▾	vs. Last Year	Website Leads	vs. Last Year
United States	779,916	75.1% ↑	5,859	42.6% ↑	Orlando-Daytona Beach-Melbourne FL	153,568	5.7% ↑	936	4.0% ↑
United Kingdom	48,627	699.5% ↑	151	12.7% ↑	(not set)	95,467	181.6% ↑	777	70.4% ↑
Canada	33,536	216.3% ↑	318	67.4% ↑	Atlanta GA	62,127	156.2% ↑	312	65.1% ↑
Germany	3,981	124.2% ↑	11	-26.7% ↓	Miami-Ft. Lauderdale FL	45,712	201.5% ↑	183	77.7% ↑
Brazil	1,606	91.9% ↑	22	83.3% ↑	Tampa-St. Petersburg (Sarasota) FL	36,547	69.7% ↑	348	45.0% ↑
Netherlands	1,503	102.3% ↑	9	12.5% ↑	Charlotte NC	30,455	275.7% ↑	104	96.2% ↑
France	1,433	113.9% ↑	8	0.0%	New York, NY	30,411	58.7% ↑	251	75.5% ↑
Ireland	1,117	846.6% ↑	1	-50.0% ↓	Nashville TN	20,617	205.6% ↑	122	93.7% ↑
Italy	1,038	256.7% ↑	1	-66.7% ↓	Portland OR	17,577	909.6% ↑	18	1,700.0% ↑
India	1,000	-37.7% ↓	5	-37.5% ↓	Jacksonville FL	16,886	67.4% ↑	161	23.8% ↑
Sweden	946	94.3% ↑	5	-66.7% ↓	Chicago IL	15,482	31.3% ↑	167	49.1% ↑
Spain	814	232.2% ↑	6	200.0% ↑	Raleigh-Durham (Fayetteville) NC	14,831	346.3% ↑	54	68.8% ↑
Argentina	728	211.1% ↑	8	166.7% ↑	Dallas-Ft. Worth TX	14,662	157.8% ↑	72	94.6% ↑
Mexico	661	104.0% ↑	4	0.0%	London	14,038	643.9% ↑	27	-27.0% ↓
Switzerland	648	85.7% ↑	8	300.0% ↑	Birmingham (Ann and Tusc) AL	11,070	347.3% ↑	34	61.9% ↑
Australia	619	49.5% ↑	10	66.7% ↑	West Palm Beach-Ft. Pierce FL	10,961	152.0% ↑	105	64.1% ↑
Norway	549	41.9% ↑	4	100.0% ↑	Washington DC (Hagerstown MD)	10,411	-23.3% ↓	121	86.2% ↑
Finland	528	412.6% ↑	7	600.0% ↑	Philadelphia PA	9,340	18.2% ↑	104	48.6% ↑
Denmark	505	95.7% ↑	5	25.0% ↑	Greenville-Spartanburg-Asheville-Anderson	8,158	224.9% ↑	44	-4.3% ↓
(not set)	484	106.8% ↑	4	33.3% ↑	Detroit MI	7,815	11.1% ↑	83	36.1% ↑

WEBSITE CONTENT OVERVIEW- AUGUST - SEPTEMBER 2019



Top 5 Landing Pages	Sessions ▾	vs. Last Year	Top 5 Viewed Pages	Pageviews ▾	vs. Last Year
/hype-video	207,214	-	/hype-video	218,899	-
/things-to-do/the-beach/live-webcam	136,906	1,570.6% ↑	/things-to-do/the-beach/live-webcam	171,654	1,409.0% ↓
/wonderfall	67,780	205,293.9% ↑	/biketoberfest	82,375	-2.1% ↓
/biketoberfest	67,696	0.4% ↓	/wonderfall	75,894	176,397.7% ↓
Home Page	41,748	15.6% ↑	Home Page	55,182	15.6% ↓

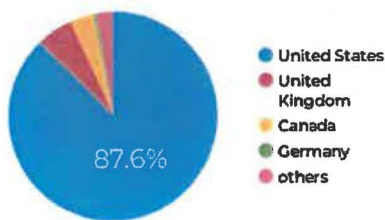
GEOGRAPHIC WEBSITE PERFORMANCE - AUGUST - SEPTEMBER 2019



Florida Sessions
286,741
↑ 40.4%

Non-Florida Sessions
603,626
↑ 120.9%

Sessions by Country



US Region	Sessions	vs. Last Year
1. Orlando-Daytona Beach-Melbourne FL	153,568	5.7% ↑
2. Atlanta GA	62,127	156.2% ↑
3. Miami-Ft. Lauderdale FL	45,712	201.5% ↑
4. Tampa-St. Petersburg (Sarasota) FL	36,547	69.7% ↑
5. Charlotte NC	30,455	275.7% ↑
6. New York, NY	30,411	58.7% ↑
7. Nashville TN	20,617	205.6% ↑
8. Jacksonville FL	16,886	67.4% ↑
9. Chicago IL	15,482	31.3% ↑
10. Raleigh-Durham (Fayetteville) NC	14,831	346.3% ↑

- Although sessions increased for most of the countries, United Kingdom and Canada continue to see some of the highest YoY increases (+700% and 216%, respectively).
- Non-Florida sessions also saw a significant increase (+120.9% YoY).

EMAIL RESULTS - EMAIL MARKETING AUGUST - SEPTEMBER 2019



Date	8/22/19
Subject Line	Little vacationers have lots to love in Daytona Beach!
List	Master
Delivered	62,870
Open rate	12.7%
Ind. Standard	14.3%
CTR	0.7%
Ind. Standard	1.7%
Total Clicks	731



From children's museums to splash pads, Daytona Beach is filled with fun things to do for even the smallest vacationers. If your child is too young to drive a race car or zip down the zip lines, try one of these fun, toddler-friendly things to do!

[READ MORE](#)



EMAIL RESULTS - EMAIL MARKETING AUGUST - SEPTEMBER 2019



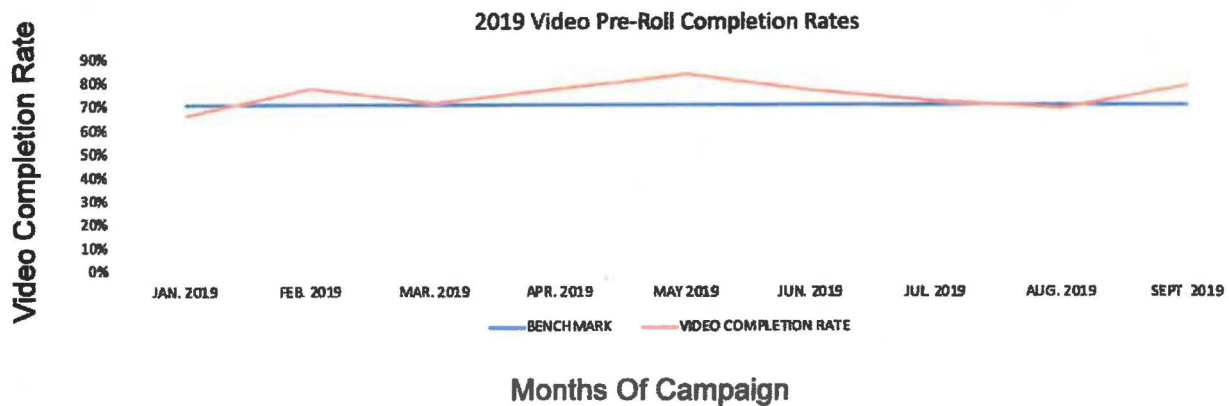
Marketing List: 156,543
YoY growth: 53%

	October 2018	November 2018	December 2018	January 2019	February 2019	March 2019	April 2019	May 2019	June 2019	July 2019	August 2019	September 2019	Totals
On-Site Form Sign-Up	890	657	794	1,462	1,525	1,508	1,419	1,237	1,234	1,183	1,035	885	13,829
Facebook Lead Ads	2,241	3,356	1,165	4,689	5,060	3,089	4,154	3,205	3,682	3,661	1,846	3,703	39,651
List Import	2,105	997	97	37	32	1,685	561	5,958	351	95	9	132	12,059
Third Party Emails	2,539	1,073	715	367	2,416	2,173	1,816	1,649	1,648	2,140			16,536
													0
Total Marketing List										109,897			156,543

INSPIRATION - **DIGITAL VIDEO RESULTS AUGUST - SEPTEMBER 2019**

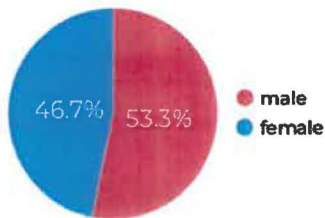


Video Partners: Adara, Atlanta Journal Constitution, Clicktivated, Conversant, Orlando Sentinel, Sojern, TripAdvisor, WFTV



Video has consistently performed above our 70% completion rate goal since the beginning of our campaigns. The only months under the 70% goal were during ramp up periods and August when one vendor caused a slight dip.

WEBSITE DEMOGRAPHICS - AUGUST - SEPTEMBER 2019



Age ▾	Users	vs. Last Year
65+	27,048	43.4% ↑
55-64	42,198	31.7% ↑
45-54	41,209	25.9% ↑
35-44	33,261	19.4% ↑
25-34	33,428	39.5% ↑
18-24	9,967	4.5% ↑

