

HALIFAX AREA ADVERTISING AUTHORITY

Regular Meeting

Daytona Beach Conventions & Visitors Bureau located at 126 E. Orange Avenue, Daytona Beach, FL 32114

November 13, 2018 at 2:00 p.m.

SUMMARY MINUTES

The minutes reflect a summarized view of the gathering.

Board Members Present:

Libby Gallant, Blaine Lansberry (via-phone), Jim Berkley, John Betros, Kelly Dispennette, Steve Farley, Samir Naran, John Phillips, Lisa Shavatt, Androse Bell and Linda Bowers

Board Members Absent:

None

Guests:

Shelby Green, Andy Kovan, Christie DeAntonio, Tim Buckley, Carl Brigandi, Bob Davis and Elizabeth Murphy

Staff Present:

Lori Campbell Baker, Christy Zimmerman, Kay Galloway, Kate Holcomb, Linda McMahon, Jane Holland, Donna Morgan and Tatianna Carr

CALL TO ORDER

Libby Gallant called the meeting to order at 2:00 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.

JOHN BETROS MADE A MOTION TO APPROVE CONSENT AGENDA. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 11-0.

2. September 2018 Financials

Jane Holland reported that Volusia County notified the CVB that FY2017/2018 bed tax collections exceeded the budgeted amount by \$316,285.

Holland reviewed the September financial packet.

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

STEVE FARLEY MADE A MOTION TO APPROVE THE SEPTEMBER FINANCES AS PRESENTED. JOHN BETROS SECONDED THE MOTION. MOTION PASSED 11-0.

3. The Brandon Agency

a) 2017/18 Campaign Update

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

Galloway responded to questions about the time users spent on the site vs. the sessions, explaining the shift is a positive result of a strategy to focus more on the quality of users vs. quantity.

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Gallant thanked the agency for including industry benchmarks on key performance indicators.

Samir Naran and John Betros asked for more information regarding the industry benchmarks, particularly which destinations were included. Shelby Greene said that they would need help from the CVB's website vendor, SimpleView, and Galloway said she would ask for the information.

Androse Bell asked for more information on what was driving some of the changes in user geographic distribution. Greene replied she will look into it and report back at the January board meeting.

b) » 2018/19 Media Plan/Strategy *

Greene presented the Media Plan for approval for January – March for the cost of \$801,390 as presented.

Total Spend = \$801,390

	JANUARY	FEBRUARY	MARCH
PAID SOCIAL			
Facebook/Instagram	\$ 30,500	\$ 30,500	\$ 30,500
DIGITAL MEDIA			
TripAdvisor	\$ 17,975	\$ 17,975	\$ 17,975
OrlandoSentinel.com	\$ 4,100	\$ 3,600	\$ 4,100
ADARA	\$ 11,624	\$ 17,061	\$ 17,061
Sojern	\$ 13,150	\$ 13,150	\$ 13,150
Conversant	\$ 17,388	\$ 17,388	\$ 17,388
Third Party Emails	\$ 3,000	\$ 3,000	\$ 3,000
Clicktivated	\$ 12,750	\$ 12,750	\$ 12,750
Taboola	\$ 10,249	\$ 10,039	\$ 10,039
TravelSpike		\$ 22,900	\$ 22,900
AJC.com	\$ 3,065	\$ 19,710	\$ 19,710
WFTV.com	\$ 1,800	\$ 1,800	\$ 1,800
iHeart Media		\$ 6,050	\$ 12,100
Pandora		\$ 7,700	\$ 15,400
TV/CABLE/OTT			
TV/CABLE/OTT		\$ 60,636	\$ 121,272
PRINT			
VF - 2019 Official Travel Guide	\$ 16,501		
VF - 2019 Travel Guide to Florida	\$ 3,000		
VF - A Canadian's Guide - Florida Yours to Discover	\$ 2,275		
VF - AAA Living North	\$ 14,120		
The Villages Daily Sun	\$ 1,650	\$ 1,337	\$ 2,987
VF - Dreamscapes		\$ 4,720	
VF - AARP Magazine - Texas		\$ 9,138	
VF - Toronto Star		\$ 20,000	
OUT-OF-HOME			
Lamar	\$ 1,849	\$ 1,849	\$ 1,849
AD SERVING FEES			
Mighty Hive Serving Fees - Est based on planned Impressions	\$ 7,096	\$ 11,426	\$ 12,469
MONTHLY TOTAL	\$ 172,192	\$ 291,728	\$ 336,470

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 January – March as presented.

STEVE FARLEY MADE A MOTION TO APPROVE MEDIA PLAN FOR JANUARY - MARCH COST OF \$801,390 AS PRESENTED. JIM BERKLEY SECONDED THE MOTION. MOTION PASSED 11-0.

c) ARRIVALIST Report

Greene presented an overview of the ARRIVALIST report, as presented in the attached document.

4. Annual Tourism Event Update

a) Daytona Beach ½ Marathon

Galloway introduced Kate Sark who updated the Board on the Daytona Beach Half Marathon, noting that the \$25,000 support is already included in the FY2018/2019 approved budget.

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Sark reported several changes to the 2019 event designed to help increase participation and drive overnight stays including: extending it to a two-day event with the addition of a Saturday 5k run on the beach; marketing the multiple day event as a "Racecation"; and the date moved to the first weekend of DAYTONA Speedweeks allowing the event to serve as a kick-off of DAYTONA Speedweeks and possibly allow some drivers to participate. Sark reported that Brown & Brown is once again a presenting sponsor.

5. Partner Updates

a) Ocean Center

Tim Buckley reported on several recent and upcoming events at the Ocean Center. East Coast Cheer Championships had 1,000 attendees. The event went very well and is rebooked for December 2019. The American Outdoor Association annual conference and outfitters expo is expecting 1,200 attendees and 1,500 room nights December 3. December 7 is the Florida Holiday Challenge, a Joseph Volleyball Tournament, on December 7 is one of the four that the Ocean Center currently hosts. The event has up to 3,000 attendees – with 1,500 room nights – and is growing at a rate of 10-15% a year. The Ocean Center has recently secured the group to a four-year extension through 2022. And, the Ocean Center will be hosting its eighth annual Light up Volusia community holiday celebration Saturday, December 1.

6. Unfinished Business

a) Sunwing Agreement with VISIT FLORIDA

Lori Campbell Baker thanked Elizabeth Murphy for her work on the Sunwing agreement. Campbell Baker recapped that the CVB Board approved \$125,000 to market Sunwing in Toronto, the airport put in another \$125,000, and because of this VISIT FLORIDA will match \$250,000. Sunwing's first flight is January 28, 2019 and the one-day familiarization trip with 180 travel agents and media is November 20.

7. New Business

Betros asked the Board to consider sending AUE/Payroll Company a cautionary letter stating that they can't make an error with payroll again. Campbell Baker explained to the board that there was an issue with the payroll from the AUE side. The issue was ultimately resolved but Campbell Baker said accuracy is very important and it is lacking. Therefore the CVB will be exploring its options – including the possibility of returning to a 501(c)6 - for when our AUE contract is up in January 2020.

8. Public Participation

Gallant reminded the board of the Strategic Planning Workshop on December 18 from 2-5:00 p.m. at International Speedway Corporation. Campbell Baker thanked Kelly Dispennette for hosting the workshop and noted Evelyn Fine will be facilitating the discussion.

Gallant asked if there was any public participation, hearing none, she adjourned the meeting at 2:57 p.m.

**Respectfully submitted,
Christy Zimmerman, Executive Assistant**

YEAR-END CAMPAIGN REPORT 2017-2018

NOVEMBER 6, 2018



WIDE. OPEN. FUN.

- #1 insight we found when starting on the account is that people who have not visited Daytona Beach before do not understand all that Daytona Beach has to offer.
- Our advertising efforts needed to convey the diversity and breadth of this destination to attract new visitors.
- Wide. Open. Fun. explores the intersection between physical features of the destination and the emotional takeaways from a vacation.
- Wide (beaches) Open (uncrowded) Fun (for kids and adults and the spirit of this place).



WIDE. OPEN. FUN.



2017-2018 KEY PERFORMANCE INDICATORS

KPI's:

- Increase lead generation
- Increase website visitation
- Increase Social Media followers
- Lower bounce rate

These indicators will support the overall goal to increase RevPar by 10%.



WEBSITE PERFORMANCE VS. PREVIOUS YEAR OCTOBER 2017 - SEPTEMBER 2018

Website engagement is overall higher than the previous year. Bounce rate decreased slightly, average time on site and pages per session increased. The website lead acquisition also increased considerably compared to last year.

Metric	This Year	vs. Previous Year	Benchmark for Tourist Destinations Websites*
Sessions	2,726,054	Down 13.3%	2,627,597
Pages/Session	2.31	Up 6.8%	2.97
Time on Site	1:43	Up 7.7%	2:26
Bounce Rate	59.78%	Down 0.3%	50.41%
Website Leads <small>*Includes Visitor Guide downloads, Newsletter signups, Visitor Guide requests by mail, and Enter to Win popup sign ups.</small>	18,919	Up 63.7%	N/A

*Source: Google Analytics, Travel Destinations and Beaches and Islands



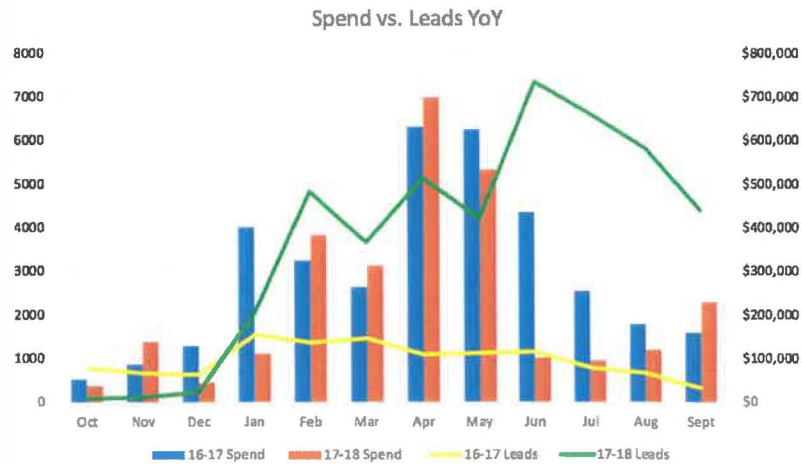
6

SPEND VS. LEADS YEAR OVER YEAR

TOTAL LEADS = 48,492

2016-2017
Spend = \$3,539,192
Leads = 11,557
Cost Per Lead = \$306.24

2017-2018
Spend = \$2,799,342
Leads = 48,492
Cost Per Lead = \$57.73

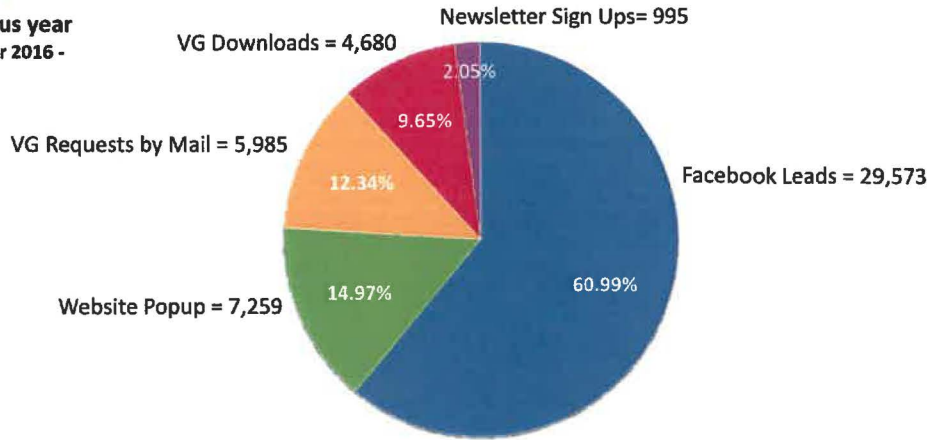


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EMAIL AND VISITOR GUIDE LEADS OCTOBER 2017 - SEPTEMBER 2018

TOTAL LEADS = 48,492

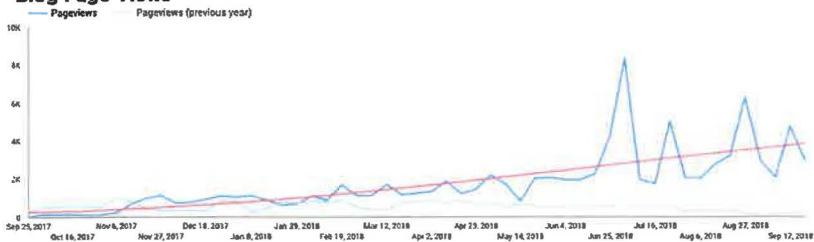
320% increase 
compared to previous year
(11,557 leads in October 2016 -
September 2017)



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BLOG PERFORMANCE OCTOBER 2017 - SEPTEMBER 2018

Blog Page Views



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

- Entrances - up 661%
- Page views - up 223%
- Avg. time on page - up 16.7%
- People who landed on blog pages generated 287 leads - up 5,640%

Top Viewed Blog Posts

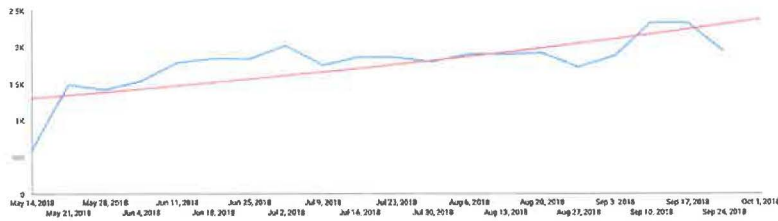
Top Viewed Blog Posts	Pageviews
/3-top-spots-for-daytona-beach-fireworks/	11,081
/itinerary-daytona-beach-is-the-festival-capital-of-florida/	8,096
/5-of-the-best-beach-bars-in-daytona-beach/	3,622
/popular-piers-in-daytona-beach/	2,913
/top-6-places-to-watch-the-sunrise-in-daytona-beach/	1,900
/the-ins-and-outs-of-surf-fishing-in-daytona-beach/	1,897
/get-away-to-a-long-labor-day-weekend-in-daytona-beach/	1,691
/all-aboard-the-manatee-for-a-scenic-boat-tour/	1,650
/6-fun-fall-festivals-to-hit-in-daytona-beach/	1,639



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VIDEO PERFORMANCE MAY 2018 - SEPTEMBER 2018

Video Views



Over 30,000 users viewed video on the site during May - Sep 2018 for a total of 35,789 unique video views.

Top Viewed Videos	Unique Views
Daytona Beach, FL - Virtual Paradise	6,926
26th Annual Biketoberfest in Daytona Beach	6,055
More fun, more value in Daytona Beach	3,619
Virtual Drive on Daytona Beach	2,131
Angell and Phelps Chocolate Factory in Daytona Beach	1,951
Bandshell Summer Concert Series in Daytona Beach	1,451
Daytona Beach Arts, Culture & Heritage	1,409
Ponce Inlet Lighthouse	1,354
Fun When The Sun Goes Down In Daytona Beach	967
Daytona International Speedway Tours	791



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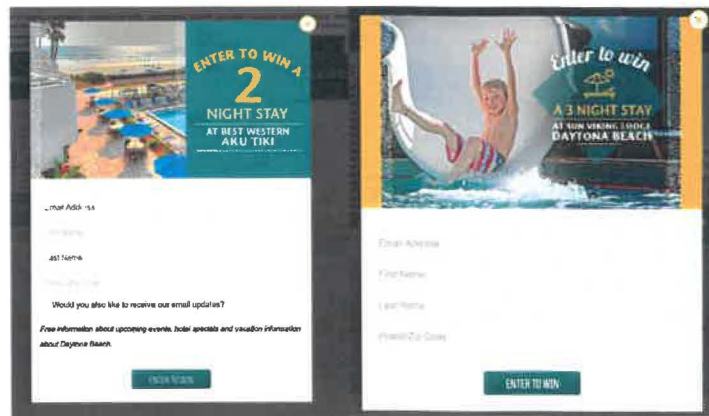
ENTER TO WIN POPUP PERFORMANCE APRIL 2018 - SEPTEMBER 2018

April 11th - September 30th Performance

(since the Enter to Win Popup went live):
 - 7,259 leads which comprised 55% of the total leads acquired on the website during this period.

October 2017 - September 2018

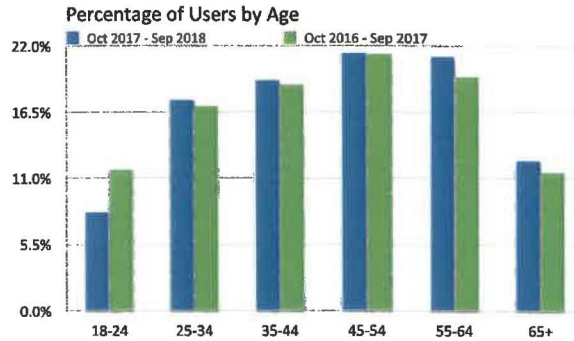
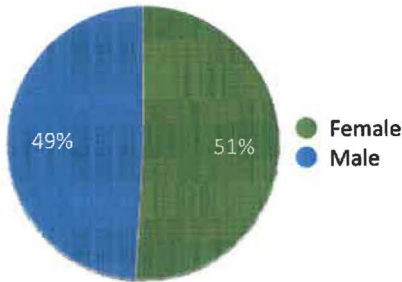
- The addition of the popup combined with the increase in Visitor Guide Downloads and Newsletter Signups increased website email leads 64% compared to the previous year (October 2016 - September 2017).



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DEMOGRAPHICS OCTOBER 2017 - SEPTEMBER 2018

- The age distribution stayed similar to the previous year with the main difference being that the percentage of users age 18-24 decreased from 12% to 8%.
- Slight increase in females to the site due to the change of target audience to W25-54.



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GEOGRAPHIC WEBSITE PERFORMANCE OCTOBER 2017 - SEPTEMBER 2018

- Sessions from Florida and Georgia decreased compared to the previous year but traffic from Texas increased 15%. The majority of users from this region come from Houston and Dallas - Ft. Worth areas.
- Some of the other areas that saw the highest increase in sessions were Detroit MI, Charleston and Florence-Myrtle Beach SC, Philadelphia PA, and England.

City/Region	State	Sessions
Orlando-Daytona Beach-Melbourne FL	Florida	774,049
Atlanta GA	Georgia	144,534
Tampa-St. Petersburg (Sarasota) FL	Florida	124,607
Miami-Ft. Lauderdale FL	Florida	93,818
New York NY	New York	69,171
Ontario	Canada	62,599
Jacksonville FL	Florida	52,805
Chicago IL	Illinois	52,009
Charlotte NC	North Carolina	47,932
Houston TX	Texas	43,627

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WEBSITE CONTENT OVERVIEW OCTOBER 2017 - SEPTEMBER 2018

Top Viewed Pages

Page	Pageviews	% of Pageviews
/	358,280	5.70%
/events/	282,621	4.49%
/biketoberfest/	218,720	3.48%
/wideopenfun/	211,033	3.35%
/resources/visitors-guide/	166,617	2.65%
/events/music/bandshell-concerts/	132,970	2.11%
/things-to-do/	129,146	2.05%
/things-to-do/attractions/	129,131	2.05%
/things-to-do/attractions/boardwalk-pier/	123,878	1.97%
/things-to-do/free/	99,861	1.59%

Top Landing Pages

Page	Entrances	% of Entrances
/	278,475	10.26%
/wideopenfun/	192,923	7.11%
/events/	170,578	6.29%
/biketoberfest/	169,531	6.25%
/resources/visitors-guide/	130,688	4.82%
/events/music/bandshell-concerts/	84,825	3.13%
/things-to-do/	75,367	2.78%
/things-to-do/attractions/boardwalk-pier/	71,404	2.63%
/things-to-do/attractions/	64,420	2.37%
/facebook-deals/	56,419	2.08%

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PAID FACEBOOK RESULTS | FISCAL YEAR 2017-2018

The addition of Facebook advertising was a huge success this year!

- Overall drove a total 271,308 Website Sessions with over 240,000 of those being new users.
- Drive to Website Ads outperformed all other ad types with a reach over 3.9 million and almost 10.9 million impressions and 259,247 sessions.
- Captured a total 29,573 leads.

Ad Type	Results	Reach	Impressions	Frequency	Sessions
Boosted Posts	168,685 Post Engagements	341,860	535,085	1.6	
Like Ads	63,918 Page Likes	1,605,333	4,178,019	2.6	
Lead Ads	29,573 Leads	387,239	1,062,976	2.8	4,266
Website Click Ads	48,526 Landing Page Views	3,965,516	10,896,107	2.8	259,247
Increase Conversion Ads	296 Visitor Guides Requests	1,077,942	2,277,694	2.1	7,795

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INSPIRATION DIGITAL VIDEO RESULTS | FISCAL YEAR 2017-2018

- Our annual campaign exceeded our 70% completion rate benchmark, ending with just above a 75% completion rate.
- The campaign also came in at an average .23% CTR, well above the benchmark of .08%.

Ad Type	Impressions	Spend	Clicks	CTR	Sessions
Video - Pre-Roll and In-stream	12,189,880	\$222,747	28,068	0.23%	13,969

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ACTIVE EVALUATION DIGITAL DISPLAY RESULTS | FISCAL YEAR 2017-2018

- Overall, the digital display ads performed very well with a 0.17% CTR and 108,470 Sessions per month. Benchmark - .07-.09% CTR.
- Sojern Media and ADARA were the top two performing vendors.

Ad Type	Impressions	Spend	Clicks	CTR	Sessions
Display	92,780,761	\$640,695	156,718	0.17%	108,470

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THIRD PARTY ENEWSLETTERS RESULTS | FISCAL YEAR 2017-2018

- Third Party Emails provided great onsite traffic for the annual fiscal year with Time On Site higher than that of any other paid media source at almost 2:30.
- Bounce rate also trended much lower than other paid sources, with a bounce rate just over 40%, mirroring that of more organic traffic.
- Co-op partner emails received a higher number of clicks outs to their sites than any other co-op opportunity.

Impressions	Opens	Spend	Clicks	CTR	Sessions	Time on Site	Bounce Rate	# of Pages Viewed
2,418,926	420,059	\$36,000	54,310	2.16%	40,193*	2:29	42.0%	3,24



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DAYTONA BEACH EMAIL NET GROWTH OCTOBER 2017 - SEPTEMBER 2018

Marketing List: 47,916

Current Database: **126,852**

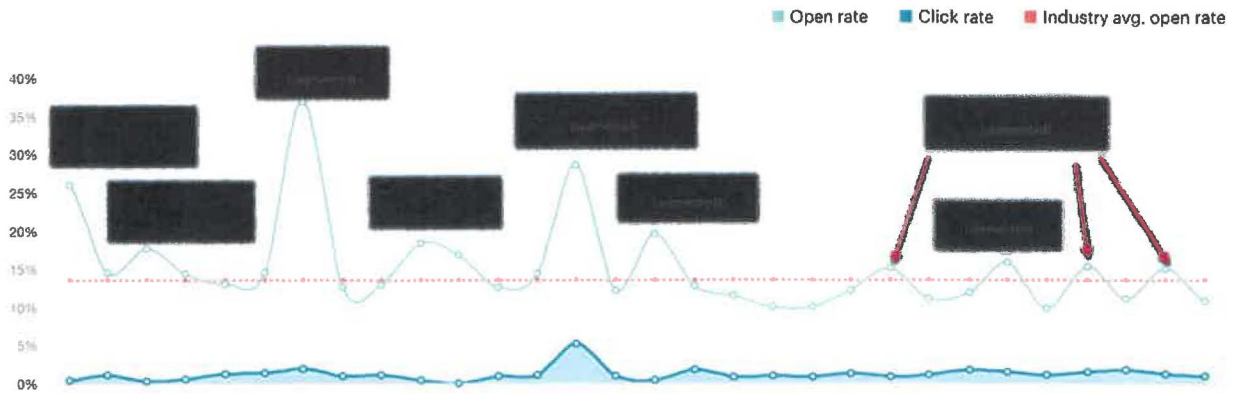
Active Net Growth: **41%**

	October	November	December	January	February	March	April	May	June	July	August	September	Totals
On-Site Form Sign-Up	71	106	154	347	1,240	1,486	1,761	2,244	1,356	1,062	1,043	823	11,693
Facebook Lead Ads				1,714	1,168	3,936	2,808	1,644	6,151	2,086	1,523	1,082	22,112
List Import					2,417	6,724	5,186	115	71	1,747	1,416	71	17,747
Third Party Emails			66	3	2		108	208	484	1,704	1,287	2,423	6,285



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DAYTONA BEACH EMAIL MARKETING HIGHLIGHTS



In July, we began sending refreshed versions of the template, and it has shown a positive effect on CTR. However subtle in this context, you can see the stabilized and consistent upwards trend on the second half of the graph.

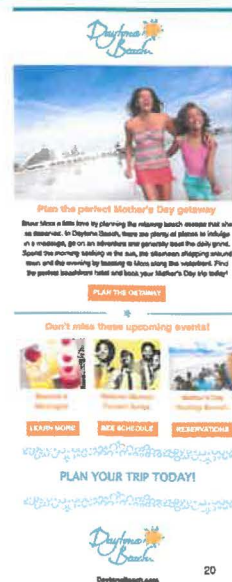
The top performing emails are highlighted.

All of these are emails have been sent to a targeted segment of the list, with a more personified message,



DAYTONA BEACH TOP PERFORMING EMAILS

Date	5/3/18
Subject Line	Treat Mom right this Mother's Day
List	Active Segment - Full
Delivered	29,348
Open rate Ind. Standard 13.3%	37%
CTR Ind. Standard 1.6%	1.9%
Total Clicks	806



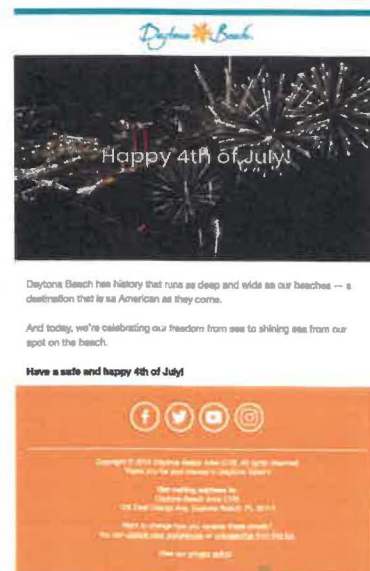
DAYTONA BEACH TOP PERFORMING EMAILS

Date	6/21/18
Subject Line	New Places to Stay in Daytona Beach
List	Active Segment - Newsletter
Delivered	13,459
Open rate Ind. Standard 13.3%	29%
CTR Ind. Standard 1.6%	5.1%
Total Clicks	1,279



DAYTONA BEACH TOP PERFORMING EMAILS

Date	7/4/18
Subject Line	Happy Independence Day from Daytona Beach!
List	USA Newsletter
Delivered	16,285
Open rate Ind. Standard 13.3%	20%
CTR Ind. Standard 1.6%	0.5%
Total Clicks	90



ORGANIC SOCIAL MEDIA OCTOBER 2017 - SEPTEMBER 2018

All social media channels have experienced significant growth during the 2017/2018 fiscal year, particularly on **Facebook**.

- Total Facebook Fans = 162,230 
- **+67,606** new fans (71.4%)

Platform Summary: October 2017 - September 2018

Facebook	Total Fans 162,230	Total Engagement 106,114	Website Visits 35,437
Twitter	Total Followers 11,492	Total Engagement 3,525	Website Visits 182
Instagram	Total Followers 7,576	Total Engagement 17,500	Website Visits 387

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FACEBOOK RESULTS OCTOBER 2017 - SEPTEMBER 2018

Facebook Fans are up **71.4%** since October 2017 to **162,230**.

Top Facebook Post:

Daytona Beach Area Convention and Visitors Bureau
Published by Daytona Beach Area Convention and Visitors Bureau
 August 29

Labor Day weekend in Daytona Beach isn't just fantastic - it's DIno-tastic! Plan an easy getaway today: <http://bit.ly/2NoSH8p>

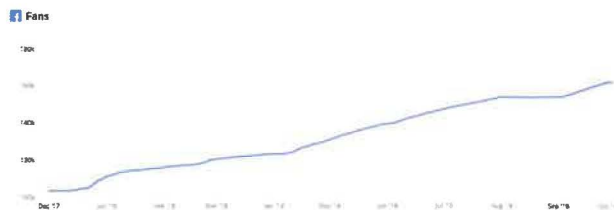


DayTONA-Beach.com

Favorites Ways to Spend Labor Day Weekend | Daytona Beach, FL

25,867 People Reached

1,249 Likes, Comments & Shares



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MEDIA PLACEMENTS AND APPROVALS FOR JANUARY-MARCH 2019



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MEDIA PLACEMENTS FOR JANUARY-MARCH 2019

	January	February	March
Digital	Facebook TripAdvisor OrlandoSentinel.com ADARA Sojern Conversant Third Party eNewsletter VF - Toronto Life VF - Madden Retargeting Clicktivated Taboola AJC.com WFTV.com	Facebook TripAdvisor OrlandoSentinel.com ADARA Sojern Conversant Third Party eNewsletter VF - Toronto Life VF - Madden Retargeting Clicktivated Taboola TravelSpike AJC.com WFTV.com VF - Toronto Star iHeart Media Pandora	Facebook TripAdvisor OrlandoSentinel.com ADARA Sojern Conversant Third Party eNewsletter VF - Toronto Life VF - Madden Retargeting Clicktivated Taboola TravelSpike AJC.com WFTV.com iHeart Media Pandora
Print	VF - 2019 Official Travel Guide VF - 2019 Travel Guide to Florida VF - A Canadian's Guide - Florida Yours to Discover VF - Toronto Life VF - AAA Living North The Villages Daily Sun	VF - Dreamscapes VF - AARP Magazine - Texas VF - Toronto Star The Villages Daily Sun	The Villages Daily Sun
Out-of-Home	I-95 Directional Board	I-95 Directional Board	I-95 Directional Board
TV/Cable/OTT		Broadcast - Atlanta & Charlotte Cable - All Markets OTT - All Markets	Broadcast - Atlanta & Charlotte Cable - All Markets OTT - All Markets



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MEDIA APPROVALS FOR JANUARY-MARCH 2019

Total Spend = \$801,390

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OrlandoSentinel.com	\$ 4,700	\$ 3,600	\$ 4,700
ADARA	\$ 11,624	\$ 17,061	\$ 17,061
Sojern	\$ 13,150	\$ 13,150	\$ 13,150
Conversant	\$ 17,388	\$ 17,388	\$ 17,388
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WFTV.com	\$ 1,800	\$ 1,800	\$ 1,800
Heart Media		\$ 6,050	\$ 12,100
Pandora		\$ 7,700	\$ 15,400
TV/CABLE/OTT			
TV/CABLE/OTT		\$ 60,636	\$ 121,272
PRINT			
VF - 2019 Official Travel Guide	\$ 16,601		
VF - 2019 Travel Guide to Florida	\$ 3,000		
VF - A Canadian's Guide - Florida Yours to Discover	\$ 2,275		
VF - AAA Living North	\$ 14,120		
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VF - Toronto Star		\$ 20,000	
OUT-OF-HOME			
Lamar	\$ 1,849	\$ 1,849	\$ 1,849
AD SERVING FEES			
Mighty Hive Serving Fees - Est based on planned Impressions	\$ 7,096	\$ 11,426	\$ 12,489
MONTHLY TOTAL	\$ 172,792	\$ 292,728	\$ 336,470

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THANK YOU

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Daytona Beach Year in Review Fiscal Year 2018



Daytona Beach Visitation Profile

Daytona Beach Visitor Profile, FY 2018



Top Origin States Based on Visitor Volume



Origin State	Average Length of Stay
FL	1 day
GA	2 days, 20 hours
NC	3 days, 3 hours
OH	4 days, 7 hours
SC	2 days, 18 hours



Top Origin DMAs Based on Visitor Volume



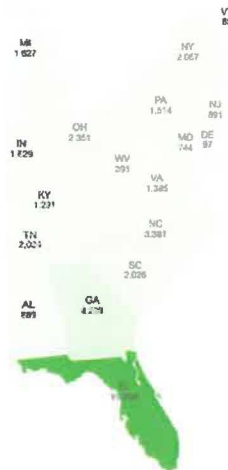
Origin DMA	% of Visitors
Orlando/Daytona Beach/Melbourne	27.2%
Jacksonville-Brunswick	15.8%
Tampa/Saint Petersburg	12.9%
Miami/Fort Lauderdale	5.3%
West Palm Beach/Fort Pierce	5.1%

Date: 10/01/2017 – 09/30/2018



Landlocked and Mid-Western states command LOS

TOP 10 ORIGIN STATES	% VISITORS	LENGTH OF STAY
Florida	70.9%	1 days
Georgia	6.9%	2 days, 20 hours
North Carolina	2.4%	3 days, 3 hours
Ohio	1.7%	4 days, 7 hours
South Carolina	1.6%	2 days, 18 hours
Tennessee	1.5%	3 days, 20 hours
New York	1.4%	4 days
Indiana	1.1%	4 days, 9 hours
Pennsylvania	1.1%	4 days, 3 hours
Kentucky	1.0%	4 days, 6 hours



Key Highlights

- Top 10 states encompass 89.5% of visitation
- 7 in 10 visitors originate in Florida
- Opportunity: Michigan (#13) visitors have longest LOS of top 20 origin states at 4 days, 12 hours.

Date: 10/01/2017 – 09/30/2018

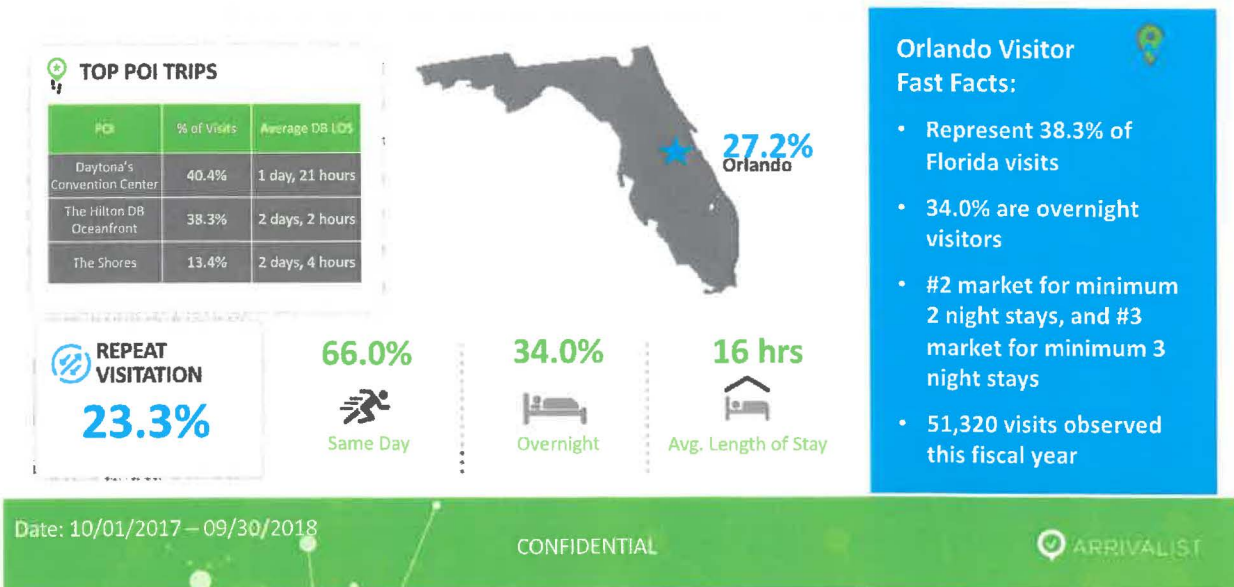
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Top 10 Markets, by share of day-tripper vs overnight visitors



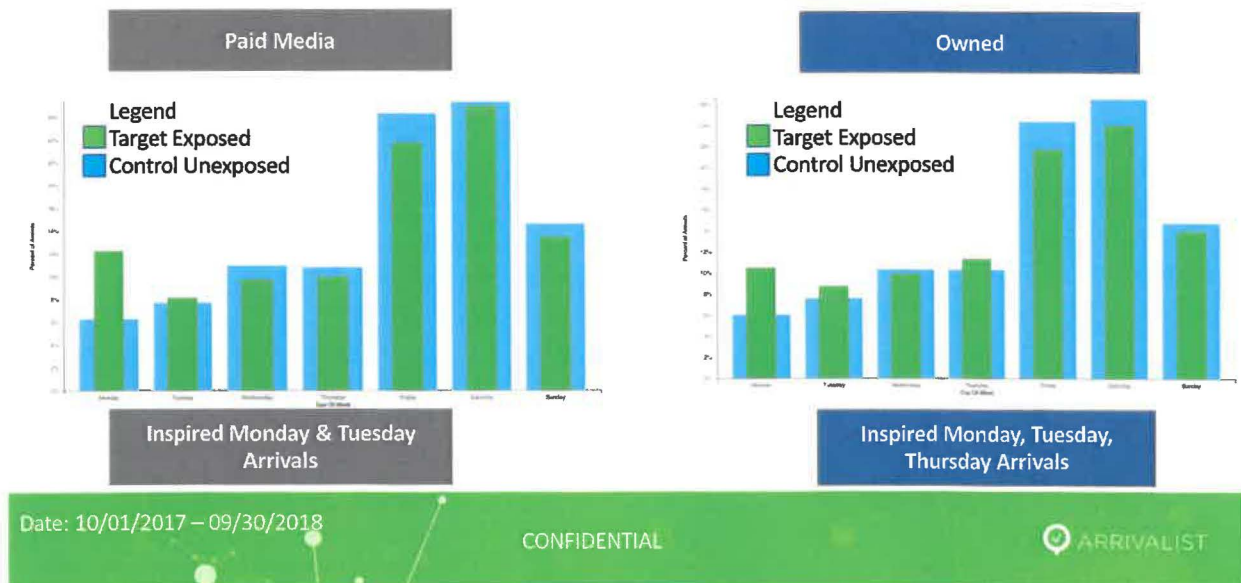
1 in 4 visitors to Daytona originates from Orlando DMA



Traction in longer drive and fly markets



Opportunity to inspire even more mid-week arrivals



Paid Media Lift Results

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Arrivalist Target Group users - subset of users exposed in our panel



95.1MM
US Impressions

↓

1,011,325
Panel Impressions

↓

643,038
Target (321,519) +
Control (321,519)
Unique Users

Date: 10/19/2017 – 09/30/2018
Pulled from Monthly Exposures and Arrivals. Source = Daytona Beach removed



Those exposed to paid media 61.3% more likely to visit Daytona Beach

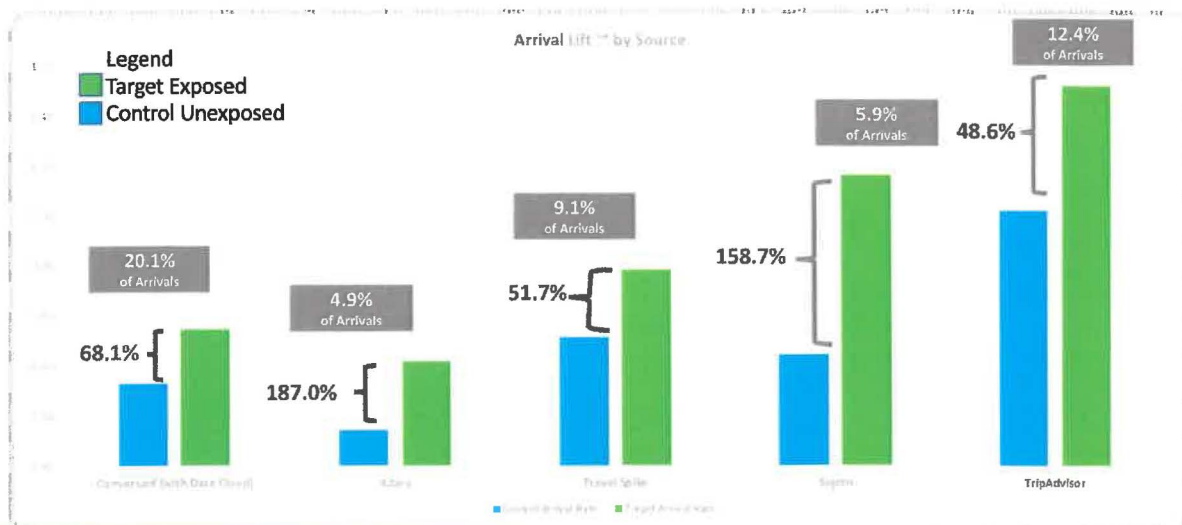


US Media Only

Date: 10/23/2017 (first pixel fire) – 09/30/2018
 Pulled from Monthly Exposures and Arrivals. Source = Daytona Beach removed



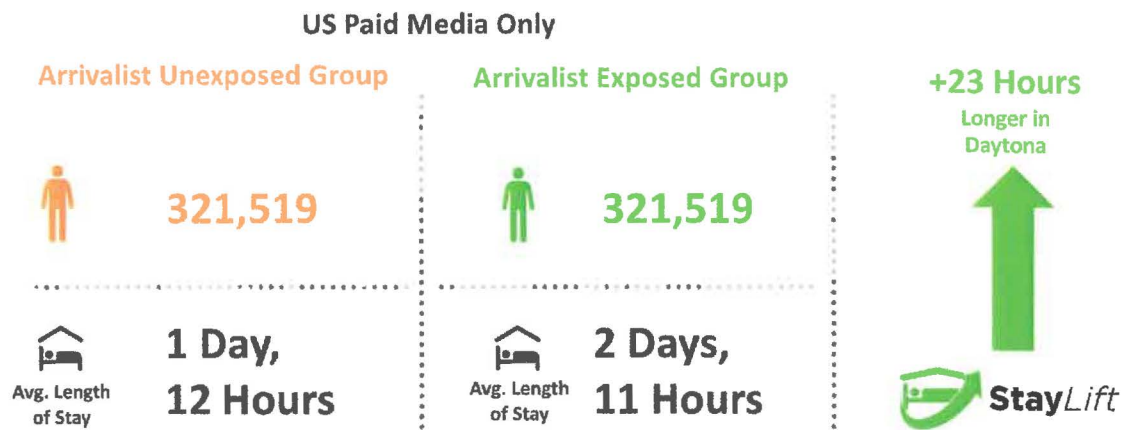
Greatest Arrival Lift™ observed from Adara, Sojern, and Conversant/Data Cloud



Date: 10/23/2017 – 09/30/2018
 Percent of arrivals may include some overlap, since the model is multi-touchpoint attribution. Top five vendors in terms of number of unique users. Percent of target arrivals shown in grey boxes for all media types.



Visitors exposed to Daytona media stay on average nearly one day longer in the destination

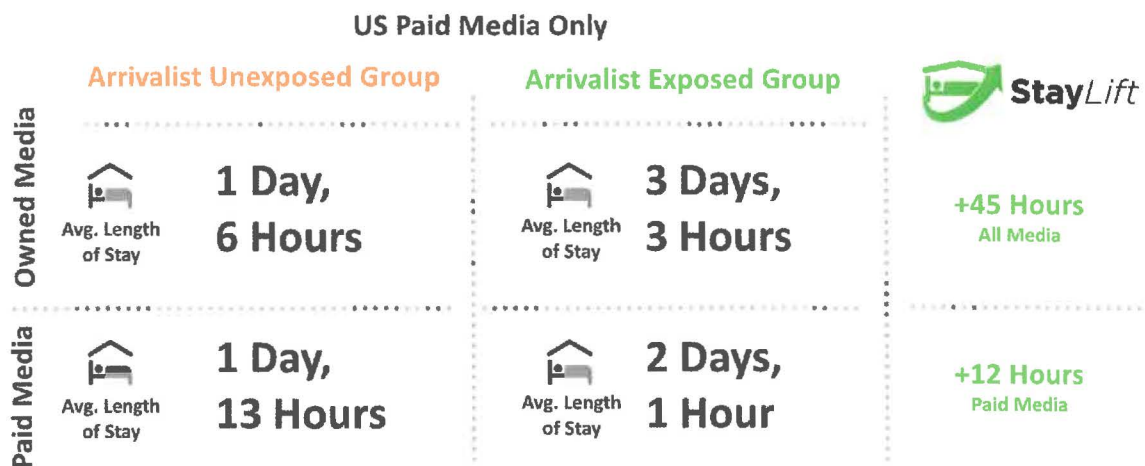


Date: 10/23/2017 – 09/30/2018

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 ARRIVALIST

Significant Stay Lift™ observed from owned and paid media

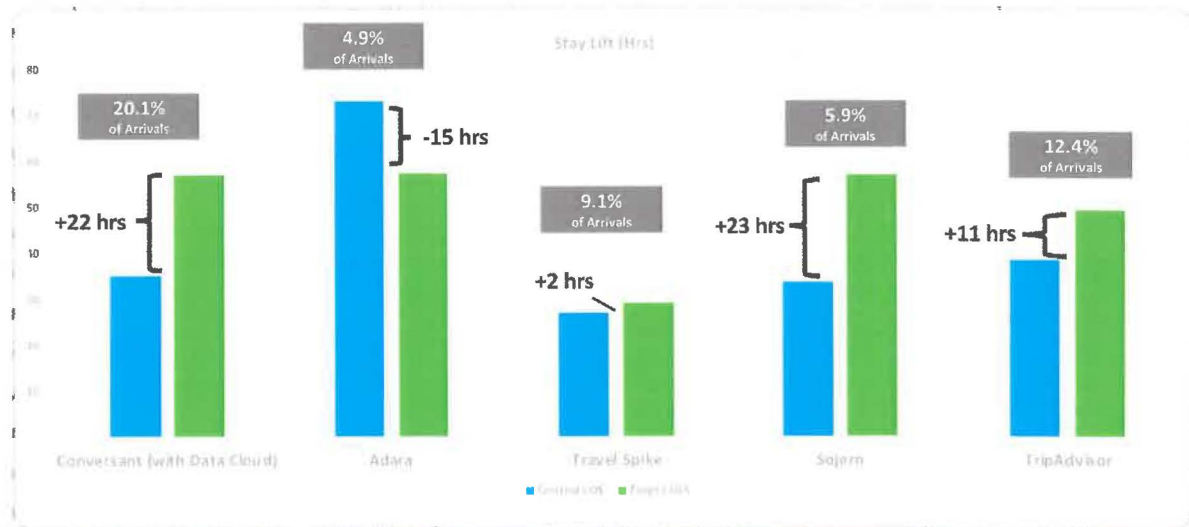


Date: 10/23/2017 – 09/30/2018

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 ARRIVALIST

Conversant (with Data Cloud) and Sojern show Stay Lift™ of nearly one extra day in Daytona



Date: 10/23/2017 – 09/30/2018

*Conversant/Data Cloud Target Group users' Length of Stay. Percent of arrivals may include some overlap, since the model is multi-touchpoint attribution. Top five vendors in terms of number of unique users.



Executive Summary

- **Visitation**
 - 7 in 10 visitors originate from the state of Florida.
 - 62% of visitors stay at least one night.
 - Longest lengths of stay tend to arise from landlocked states.
 - Atlanta is the top market for 3+ night stays, while Orlando remains in top three.
- **Media Effectiveness**
 - Those exposed to paid media are 61.3% more likely to visit the destination.
 - Adara and Sojern's Arrival Lift™ both exceed 100%.
 - Daytona's media overall is resulting in almost one day longer in market compared to a control group.
 - Strong Stay Lift™ observed from Sojern (+23 hrs) and Conversant (+22 hrs).

Suggested Next Steps

- Incremental ROI analysis

Date Range: 10/01/2017 – 09/30/2018

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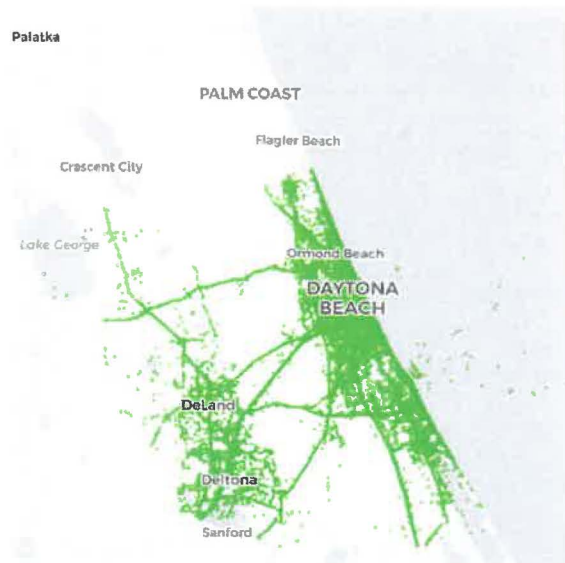


Arrivalist Methodology

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Arrival Radius Definition

- Arrival zone is defined as Volusia County, FL.
- Any arrival reported must satisfy these four criteria:
 - Traveled more than 50 miles from their home destination.
 - Arrived within the arrival zone.
 - Spent at least 2 hours outside their home in Daytona Beach.
 - Must spent the majority of their trip time in Daytona Beach.
- Both primary and secondary arrivals included in POI reports.



Date Range: 10/01/2017 – 09/30/2018

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ARRIVALIST

METHODOLOGY

