

HALIFAX AREA ADVERTISING AUTHORITY

Regular Meeting

The Shores Resort & Spa located at 2637 South Atlantic Avenue, Daytona Beach Shores, FL

September 20, 2018 at 2:00 p.m.

SUMMARY MINUTES

The minutes reflect a summarized view of the gathering.

Board Members Present:

Blaine Lansberry, Jim Berkley, John Betros, Kelly Dispennette, Steve Farley, Samir Naran, John Phillips, Lisa Shavatt and Linda Bowers

Board Members Absent:

Libby Gallant

Guests:

Shelby Green, Andy Kovan, Cortney Legg, Androse Bell, Theresa Cantrell, Jennifer Labonte, Kevin Bowler, Carol Kilian, Tim Buckley, Efrain Silva and Carl Brigandi

Staff Present:

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

CALL TO ORDER

Vice-Chair Blaine Lansberry called the meeting to order at 2:00 p.m. Lansberry thanked The Shores Resort & Spa and Lisa Shavatt for hosting the meeting and introduced Charles Hargrove from County Legal.

1. Sunshine Law Training

Hargrove presented to the Florida's Government in the Sunshine & Public Records Law training to the Board and then took any questions.

Kelly Dispennette asked how this does or does this pertain to our subcommittees. Hargrove replied that if you have Board members on your committees that the committees would follow the same guidelines as the Board does with the Sunshine Law.

Attendance was taken by Christy Zimmerman.

2. Consent Agenda

All items on the Consent Agenda were sent to the Board ahead of time and no items were pulled for discussion.

Lansberry 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 9-0.

3. July 2018 Financials

Jane Holland asked the Board after reviewing the July financial packet if they had any comments or questions.

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

STEVE FARLEY MADE A MOTION TO APPROVE THE JULY FINANCES AS PRESENTED. JOHN BETROS SECONDED THE MOTION. MOTION PASSED 9-0.

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4. The Brandon Agency

a) 2017/18 Campaign Update

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

Shelby Greene reported that Facebook continues to drive great results; we have reached 154, 292 total fans. That is 63.37% vs last year.

Betros asked Greene to look again at the Facebook growth in July vs the growth in August. Greene replied that we had more funding for running more Ads in August that drives more likes and followers. John Phillips replied so we gain 6,000 more likes in July and didn't gain any in August.

Betros and John Phillips asked about Facebook growth in July vs the growth in August. Greene replied that the difference may be due to advertising spend and/or timing, but they will review the data again to make sure it is correct and report back in November.

b) » 2018/19 Media Plan/Strategy *

Greene presented the Media Plan for approval for October – December for the cost of \$509,450.

	OCTOBER	NOVEMBER	DECEMBER
PAID SOCIAL			
Facebook/Instagram	\$ 30,500	\$ 30,500	\$ 30,500
DIGITAL MEDIA			
TripAdvisor	\$ 17,975	\$ 17,975	\$ 17,975
OrlandoSentinel.com	\$ 3,350	\$ 4,100	\$ 3,600
ICON - ADARA	\$ 13,186	\$ 13,186	\$ 11,624
ICON - Sojern	\$ 11,800	\$ 11,800	\$ 11,800
Conversant	\$ 14,904	\$ 14,904	\$ 14,904
Third Party Emails	\$ 3,000	\$ 3,000	\$ 3,000
Association of Mature American Citizens	\$ 3,000	\$ 3,000	
Visit Florida- TorontoLife.com			\$ 9,130
Visit Florida- Madden Media Remarketing Display	\$ 23,375		
AJC.com			\$ 3,065
WFTV.com/icFlorida	\$ 3,000	\$ 3,000	\$ 1,800
PRINT			
Visit Florida - DREAMSCAPES		\$ 4,720	
Visit Florida - Toronto Life			\$ 14,663
Toronto Star: Circulation 420,000	\$ 6,800	\$ 6,800	
The Villages Daily Sun: Circulation 49,350	\$ 1,650	\$ 1,650	\$ 1,650
OUT-OF-HOME			
Lamar Outdoors	\$ 1,849	\$ 1,849	\$ 1,849
ARRIVALIST/AD SERVING			
Arrivalist	\$ 115,000		
Mighty Hive Third Party Serving Fees - Est based on planned impressions	\$ 6,984	\$ 5,295	\$ 5,738
MONTHLY TOTAL	\$ 256,373	\$ 121,779	\$ 131,298

Lansberry asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion to approve the Media Plan for October - December.

KELLY DISPENNETTE MADE A MOTION TO APPROVE MEDIA PLAN FOR THE COST FOR OCTOBER - DECEMBER OF \$509,450 AS PRESENTED. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 9-0.



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5. ARRIVALIST Report

Shelby Greene presented the ARRIVALIST report as presented in the attached document.

6. Tourism Event Funding

a) » 2018 Challenge DAYTONA Triathlon *

Gui Arruda presented that the 2018 Challenge DAYTONA will bring the best urban triathlon in the world for the first time inside a speedway. It is an event for everyone, from pro athletes, to NASCAR drivers, and families alike. Challenge has a worldwide fan base and is the strongest triathlon brand internationally. This will allow Daytona Beach to receive international exposure as they have fans and participants in 26 countries. Through digital exposure, Daytona Beach will unveil itself as a top-tier destination to over 4 million people worldwide.

TR Strape with International Speedway Corp. said that they hope this partnership with Challenge Daytona Triathlon will be an annual event. They hope to double their participation rate from 1,500 expected participants in the inaugural year to over 3,000 in 2021, thus increasing hotel demand as well. The marketing plan this year includes \$37,000 for promotion with the bulk directed outside the Daytona Beach area to attract athletes from surrounding cities. Paid social media campaigns in FL, CA, TX, SC, NC, CO, GA, and NJ are also planned as well as event promotion at regional and national triathlon events across Florida and outside the state.

Lansberry asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion to approve the \$5,000 event funding for the 2018 Challenge DAYTONA Triathlon.

JIM BERKLEY MADE A MOTION TO APPROVE THE \$5,000 EVENT FUNDING AS REQUESTED FOR THE 2018 CHALLENGE DAYTONA TRIATHLON AS PRESENTED. JOHN BETROS SECONDED THE MOTION. MOTION PASSED 9-0.

b) 2018 Daytona Turkey Run

Jennifer Labonte was in attendance to answer any questions from the Board on the approved funding for the fall (November 22-25, 2018) and spring (March 23-25, 2018). The event document was in the Board packets, no questions were asked.

c) 2018 Symetra Tour Championship / September 29- October 8, 2018

Kevin Bowler was in attendance to answer any questions from the Board on the approved funding for the 2018 Symetra Tour Championship, which will be held September 29-October 8. The event document that was in the Board packets, no questions were asked.

7. Partner Updates

a) Ocean Center

Tim Buckley, the Ocean Center's new Director of Sales & Marketing, reported on some new agreements. He said the facility hosted CEO Gaming, an e-sports tournament, this past June where 4,000 people were expected and actual attendance was 7,300. He said the event was a great success, and that his team issued contracts for years 2020 -2024. Buckley and his team held a meeting with CEO Gaming, the CVB, the City manager, Police Chief and others, and he feels that the community will be coming together to support this event.

Buckley said that Florida Roofing is celebrating its 100 Year Anniversary. The group's first event was held at the Clarion Hotel in Daytona Beach, and they are coming back in 2022 with 3,000 attendees.

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Sport Contracts

- 2020 is an Olympic Year and they are hoping to get as many Olympic-related sporting events in Daytona Beach as possible
- 2020 - USA Judo Event with 500 athletics and 20 Olympians
- 2019 - National Weighing Lifting with 750 athletics this year and hoping for 2020 as well
- 2020 & 2021 - National Archery and School Program with 5,000 kids

8. Unfinished Business

a) Strategic Planning

Lansberry reported that we will be holding a Strategic Planning Workshop on December 18 and needed a location. Kelly Dispennette offered to host and would send Christy Zimmerman confirmation.

9. New Business

b) Website Refresh

Campbell Baker reported that the CVB will be doing a website refresh during this fiscal year, making the site more functional and all around better.

c) Focus Groups Locations

Campbell Baker reported that she spoke with Evelyn Fine of Mid-Florida Marketing & Research and The Brandon Agency - and the CVB will explore focus groups in Houston, Nashville, and Toronto. Campbell Baker added that the CVB had a great meeting with Sunwing in Toronto, and will do focus groups after the marketing has kicked off.

d) 2019 Proposed HAAA meeting dates *

Campbell Baker referred the Board members to the list of 2019 proposed meeting dates and asked that members contact Christy Zimmerman if they can provide a meeting location, as some are still needed.

Campbell Baker reminded the Board that Tourism Partner Day is Friday, September 21 at the Ocean Center. It will include a brief presentation by CVB staff that helps partners learn more about available co-ops. Partner booths will be set up and there will be some give-a-ways. The event is from 8:30-10 a.m.

Campbell Baker took a moment to introduce Androse Bell as the new General Manager at the Hard Rock Hotel Daytona Beach and invited Bell to say a few words to the Board. Bell said it was his pleasure to represent the Hard Rock Hotel Daytona Beach and the Summit Hospitality Management Group. They are excited to be a part of this market and look forward to working with everyone.

Campbell Baker added that we have an overview press release that Kate Holcomb and her team keep updated on the CVB website titled "Endless Adventures in Daytona Beach." It's updated whenever something new comes online. Campbell Baker asked that Holcomb send it out to the Board, and Holcomb explained that future versions can always be found on daytonabeach.com/media release.

Campbell Baker reported we are within 30 days of Biketoberfest® 2018. The media conference will be held on the first day of the event, Thursday, October 18 - 10:00 a.m. at Daytona International Speedway, under the FPL Pavilion in Harley-Davidson Thunder Alley (same location as last year.)

Lansberry asked the Board for a motion to approve the 2019 HAAA Board / Workshop Dates.

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JOHN BETROS MADE A MOTION TO APPROVE THE 2019 HAAA BOARD/WORKSHOP DATES AS PRESENTED. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 9-0.

Zimmerman asked the Board for location for the November 13 Board meeting.

THE MEETING WAS ADJOURNED AT 3:37 p.m.

**Respectfully submitted,
Christy Zimmerman
Executive Assistant**

CAMPAIGN UPDATE July-August 2018

September 20, 2018



MEDIA PLACEMENTS OCTOBER-DECEMBER

	October	November	December
Digital	Facebook TripAdvisor OrlandoSentinel.com ADARA Sojern Conversant Third Party eNewsletter Association of Mature American Citizens Visit Florida - Madden Retargeting WFTV.com	Facebook TripAdvisor OrlandoSentinel.com ADARA Sojern Conversant Third Party eNewsletter Association of Mature American Citizens Visit Florida - Madden Retargeting WFTV.com	Facebook TripAdvisor OrlandoSentinel.com ADARA Sojern Conversant Third Party eNewsletter Visit Florida - Madden Retargeting WFTV.com Visit Florida - TorontoLife.com AJC.com
Print	Toronto Star The Villages Daily Sun	Toronto Star The Villages Daily Sun Visit Florida - Dreamscapes	The Villages Daily Sun Visit Florida - Toronto Life
Out-of-Home	I-95 Directional Board	I-95 Directional Board	I-95 Directional Board



WEBSITE PERFORMANCE VS. LAST YEAR | JULY - AUGUST 2018

- The website lead generation rates continue to be well above last year. The rest of the engagement rates (Time on Site, Bounce Rate, and Pages per Session) stayed at about the same level as last year.

Sessions	520,919	Down 1.5%
Pages/Session	2.17	Down 1.6%
Time on Site	1:42	Up 1.6%
Bounce Rate	62.83%	Up 2.2%
Website Leads <small>*Includes Visitor Guide downloads, Newsletter signups, Visitor Guide requests by mail, and Enter to Win popup sign ups</small>	4,675	Up 225.1%

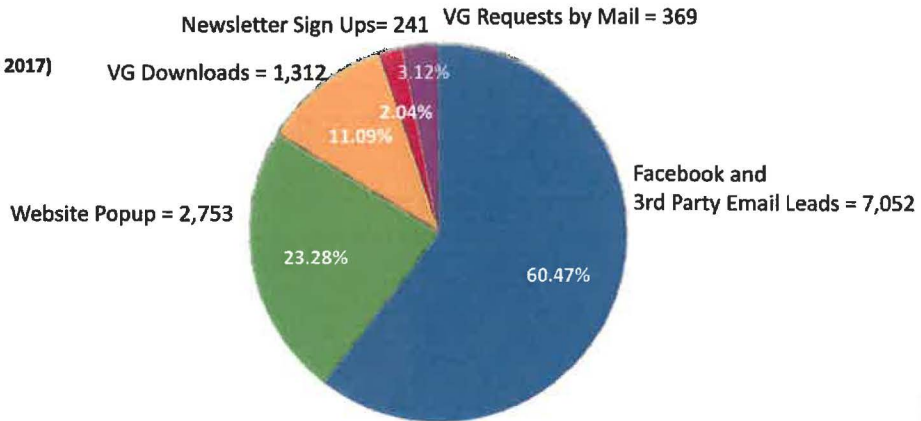
3



EMAIL AND VISITOR GUIDE LEADS | JULY - AUGUST 2018

TOTAL LEADS = 11,727

716% increase **compared to last year**
(1,438 leads in July - August 2017)



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WEBSITE ENGAGEMENT HIGHLIGHTS | JULY - AUGUST 2018

- Overall engagement stayed at about the same levels as last year (time on site, bounce rate, pages per session, etc.) but the website lead acquisition increased considerably compared to last year (+225%).

- Listings engagement increased compared to last year:

- Link to Detail clicks increased 20% on Things to Do pages and 238% on Hotel Listings pages (which could also be affected by the changes to the booking widget).
- Visit Website clicks increased 3.7%.

- 17,595 total video views. Biketoberfest page is gaining popularity.

Most popular videos last two months were:

- "26th Annual Biketoberfest in Daytona Beach" on Biketoberfest page
- "More fun, more value in Daytona" on Boardwalk Pier page
- "Daytona Beach, FL - Virtual Paradise" on Live Cam page

- Blog views sky rocketed last two months, 1,934% increase in site entrances and 763% increase in page views. Most entered blogs:

- 3 Top Spots for Daytona Beach Fireworks.
- 5 for the Best Beach Bars in Daytona Beach.
- Get Away to a Long Labor Day Weekend in Daytona Beach.



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ENTER TO WIN POPUP PERFORMANCE | JULY - AUGUST 2018

April 11th - August 31st Performance (since the Enter to Win Popup went live):

- 6,092 leads which comprised 55% of the total website leads acquired during this period.

July - August Performance:

- Enter to Win emails acquired - 2,753
- Total emails acquired on the website - 4,675

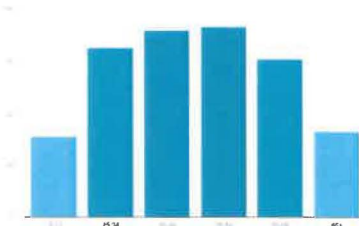
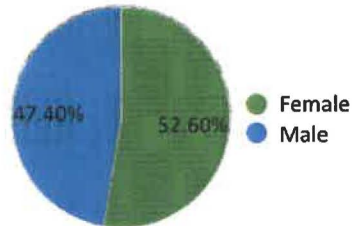
The addition of the popup combined with the increase in Visitor Guide downloads increased website email leads 225% compared to July - August of the previous year.



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DEMOGRAPHICS | JULY - AUGUST 2018

- Similar to the previous months this year, we continue to see the users growing younger for July. The percentage of users age 55+ has decreased and shifted towards the younger population, age 25-54.



GEOGRAPHIC WEBSITE PERFORMANCE | JULY - AUGUST 2018

- Most website visits originate in Florida, Orlando-Daytona Beach area but this number decreased 10% compared to last year.
- The web traffic from other regions increased 3%. Some of the top metros outside of Orlando-Daytona that saw the biggest increase in traffic were Chicago, Detroit, and Nashville.

Region	Metro	Sessions
Orlando-Daytona Beach-Melbourne FL	Florida	164,884
Atlanta GA	Georgia	30,024
Tampa-St. Petersburg (Sarasota) FL	Florida	26,107
Miami-Ft. Lauderdale FL	Florida	16,854
New York NY	New York	12,972
Chicago IL	Illinois	11,576
Jacksonville FL	Florida	9,229
Charlõtte NC	North Carolina	8,437
Detroit MI	Michigan	7,264
Nashville TN	Tennessee	7,131



WEBSITE CONTENT OVERVIEW | JULY - AUGUST 2018

Top Viewed Pages

Page	Pageviews	% of Pageviews
/	64,271	5.69%
/wideopenfun/	50,576	4.48%
/biketoberfest/	48,767	4.32%
/events/music/bandshell-concerts/	44,874	3.97%
/events/	44,482	3.94%
/facebook-deals/	35,705	3.16%
/things-to-do/attractions/boardwalk-pier/	29,863	2.64%
/things-to-do/	28,286	2.50%
/things-to-do/attractions/	24,101	2.13%
/things-to-do/free/	20,795	1.84%

Top Landing Pages

Page	Entrances	% of Entrances
/	49,078	9.44%
/wideopenfun/	46,660	8.97%
/biketoberfest/	38,954	7.49%
/facebook-deals/	33,067	6.36%
/events/music/bandshell-concerts/	30,322	5.83%
/events/	25,520	4.91%
/things-to-do/	17,889	3.44%
/things-to-do/attractions/boardwalk-pier/	17,658	3.40%
/things-to-do/attractions/	12,116	2.33%
/things-to-do/arts-culture/	11,646	2.24%

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PAID FACEBOOK RESULTS | JULY- AUGUST 2018

Facebook continues to drive great results!

- Facebook is still driving leads with 7,045 coming directly from Lead Ads and another 160 Visitor Guide requests on site.
- Drive to Website Ads are still outperforming the other ad types with 61,135 sessions.

Ad Type	Results	Reach	Impressions	Frequency	Sessions
Boosted Posts	93,815 Post Engagements	163,585	216,528	1.3	
Like Ads	6,410 Page Likes	874,164	2,246,249	2.6	
Lead Ads	7,045 Leads	77,730	196,967	2.5	941
Website Click Ads	48,526 Landing Page Views	3,965,516	10,896,107	2.8	61,135

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FACEBOOK PROOF OF PERFORMANCE | JULY - AUGUST 2018



Drive to Website Ads continue to drive the most traffic to the site with 61,135 sessions to the site, with **95.6% of users to the site being new users** and an average of 1.15 Pages/Session.



INSPIRATION DIGITAL VIDEO RESULTS | JULY - AUGUST 2018

- Due to our seasonal flighting, impressions and sessions trended downwards in July, which we expected, but bounced back in August with continued optimization.
- AJC.com had the highest completion rate at 90%. Benchmark - 75% Completion Rate.

Month	Ad Type	Impressions	Spend	Clicks	CTR	Sessions
July	Video - Pre-Roll and In-stream	1,552,682	\$27,394	2,726	0.17%	886
August	Video - Pre-Roll and In-stream	1,576,613	\$28,914	3,405	0.22%	1,964



ACTIVE EVALUATION DIGITAL DISPLAY RESULTS | JULY - AUGUST 2018

- Overall, the digital display ads continue to do well with a 0.14% CTR and increased sessions per month. Benchmark - .07-.09% CTR.
- Sojern Media was the highest performing vendor in with a .42% CTR. ADARA was the second highest performer with a .38% CTR.

Month	Ad Type	Impressions	Spend	Clicks	CTR	Sessions
July	Display	9,916,213	\$40,902	11,664	0.12%	7,745
August	Display	7,210,103	\$63,801	12,817	0.18%	7,777

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THIRD PARTY ENEWSLETTERS RESULTS | JULY - AUGUST 2018

- The Third Party eNewsletter in July drove sessions up higher than the two previous months combined. Time on Site was also higher in July.
- In July we continued to test two vendors: Engagement Marketing and eTarget Media, both had similar results.
- In August, we had the opportunity to test a third vendor at no cost. It was launched late August, so final results are not represented here.

Month	Impressions	Opens	Spend	Clicks	CTR	Sessions	Time on Site	Bounce Rate	# of Pages Viewed
July	200,000	38,471	\$3,000	5,127	2.56%	1,045	2:17	35.22%	2.47
August	200,000	37,999	\$3,000	5,024	2.51%	606	2:27	34.65%	2.50

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DAYTONA BEACH EMAIL NET GROWTH

Master List: 120,596

GDPR List: 51,120

Active Net Growth: **38%**

	October	November	December	January	February	March	April	May	June	July	August
On-Site Form Sign-Up	71	106	154	347	1,240	1,486	1,761	2,244	1,356	1,062	1,047
Facebook Lead Ads				1,714	1,168	3,936	2,808	1,644	6,151	2,086	1,523
List Import					2,417	6,724	5,186	115	71	1,747	1,411
Third Party Emails			66	3	2		108	208	484	1,704	1,838



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DAYTONA BEACH EMAIL SEND REPORTS

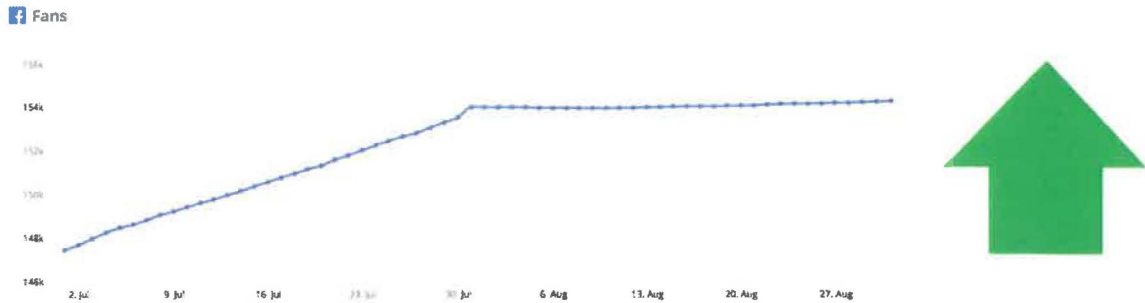
Date	Subject Line	List	Delivered	Open rate Ind. Standard 13.3%	CTR Ind. Standard 1.6%	Total Clicks
7/4/18	Happy Independence Day from Daytona Beach!	Newsletter - USA	16,285	19%	0.5%	90
7/12/18	Plan a summer of waterfront fun in Daytona Beach.	Newsletter	37,226	13%	1.7%	972
7/19/18	Read reviews from visitors like you!	Newsletter	37,836	11%	0.8%	461
7/26/18	Hello, sunshine ☀	Newsletter	38,548	10%	0.9%	504
8/2/18	Top tips for your next beach trip	Newsletter	39,523	10%	0.9%	454
8/9/18	The sun's setting on your chance for a summer escape!	Newsletter	40,920	12%	1.2%	734
8/16/18	Suit up for an unforgettable ride	Bikers	27,976	15%	0.9%	306
8/23/18	Labor Day is looking bright in Daytona Beach	Newsletter	41,855	11%	1.1%	446
8/30/18	Don't miss these restaurants in Daytona Beach.	Newsletter	42,316	12%	1.8%	742



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FACEBOOK RESULTS JULY 1 - AUGUST 31

Facebook Fans are up **5.62%** (+8,221 fans) since July 1 to 154,292



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ORGANIC SOCIAL MEDIA JULY 1 - AUGUST 31

All social media channels have experienced significant growth year over year, particularly on **Facebook**.

- Total Facebook Fans = 154,292
- **+63.37%** vs LY

- Total Website Sessions = 8,041
- **+49.49%** vs LY

Platform Summary: July 1 - August 31, 2018

Platform	Total Fans/Followers	Total Engagement	Website Visits (ORGANIC/REFERRAL)
Facebook	154,292	19,569	7,914
Twitter	11,500	765	65
Instagram	7,483	4,899	62

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MEDIA APPROVALS FOR OCTOBER - DECEMBER

Total Spend = \$509,450

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PAID SOCIAL			
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DIGITAL MEDIA			
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AJC.com			\$ 3,065
WFTV.com/IcFlorida	\$ 3,000	\$ 3,000	\$ 1,800
PRINT			
Visit Florida - DREAMSCAPES		\$ 4,720	
Visit Florida - Toronto Life			\$ 14,663
Toronto Star: Circulation 420,000	\$ 6,800	\$ 6,800	
The Villages Daily Sun: Circulation 49,350	\$ 1,650	\$ 1,650	\$ 1,650
OUT-OF-HOME			
Lamar Outdoors	\$ 1,849	\$ 1,849	\$ 1,849
ARRIVALIST/AD SERVING			
Arrivalist	\$ 115,000		
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US - FALL CREATIVE EXAMPLES



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Questions?





Daytona Beach Visitation + Media + In-market Insights

August 2018 Update



Daytona Beach Visitor Profile



69.1%
Arrivals



30.9%
Arrivals

36.6%



Same Day

63.4%



Overnight

1 day, 19 hrs



Avg. Length of Stay

Top Origin States Based on Visitor Volume



Origin State	Average Length of Stay
FL	1 day, 0 hrs
GA	2 days, 20 hrs
NC	3 days, 4 hrs
OH	4 days, 5 hrs
NY	4 days, 2 hrs

Top Origin DMAs Based on Visitor Volume



Origin DMA	% of Visitors
Orlando/Daytona Beach/Melbourne	24.8%
Jacksonville-Brunswick	15.6%
Tampa/Saint Petersburg	12.8%
Miami/Fort Lauderdale	5.8%
West Palm Beach/Fort Pierce	5.5%

Date: 10/01/2017 – 07/30/2018



Mid-Western and Northeastern states command LOS

TOP 10 ORIGIN STATES	% VISITORS	LENGTH OF STAY
Florida	69.1%	1 day, 0 hrs
Georgia	6.4%	2 days, 20 hrs
North Carolina	2.6%	3 days, 4 hrs
Ohio	1.8%	4 days, 5 hrs
New York	1.6%	4 days, 2 hrs
South Carolina	1.6%	2 days, 20 hrs
Tennessee	1.6%	3 days, 19 hrs
Indiana	1.3%	4 days, 9 hrs
Michigan	1.3%	4 days, 14 hrs
Pennsylvania	1.2%	4 days, 2 hrs



Key Highlights

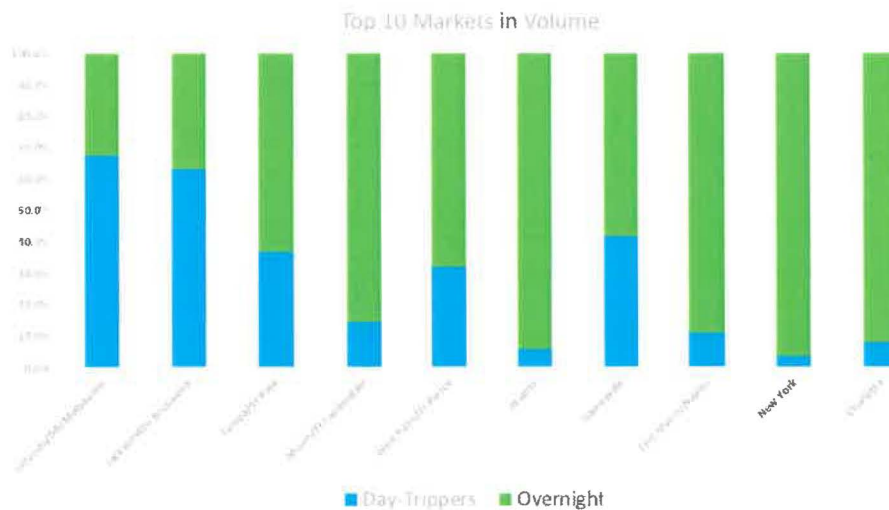
- Top 10 states encompass 88.3% of visitation
- 7 in 10 visitors originate in Florida
- Michigan visitors have longest LOS of top origin states

Date: 10/01/2017 – 07/30/2018

CONFIDENTIAL



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



Key Highlights

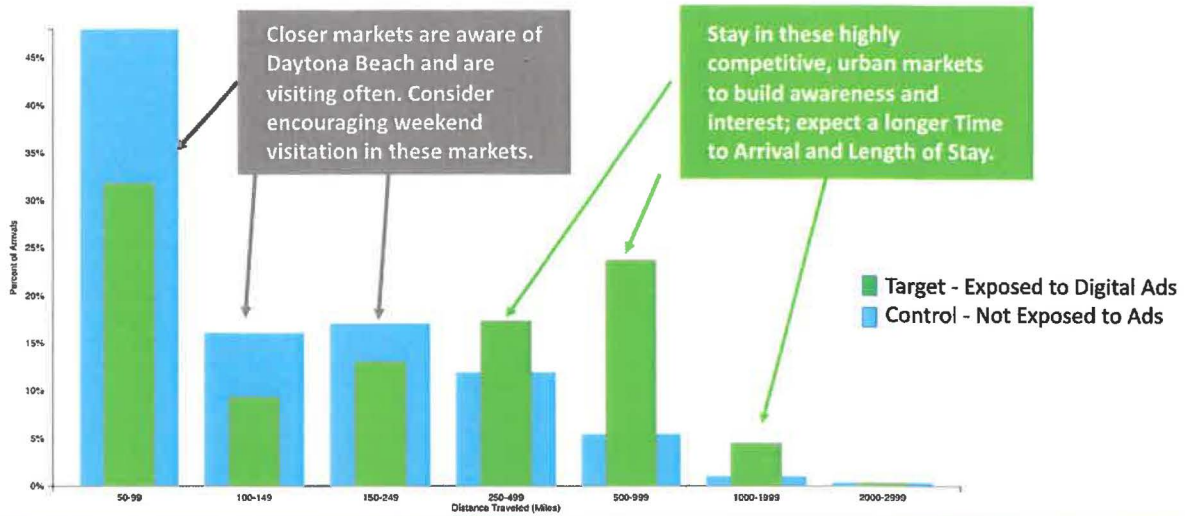
- 63.4% of visitors stay overnight
- Top out of state markets exceed 90% overnights
- New York City has the greatest proportion of overnight guests vs. day-trippers

Date: 10/01/2017 – 07/30/2018

CONFIDENTIAL



Traction in longer drive and fly markets



Date: 10/01/2017 – 07/30/2018

CONFIDENTIAL

ARRIVALIST

Paid Media Lift Results

CONFIDENTIAL

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



78.3MM
US Impressions



861,228
Panel Impressions



396,892
Target + Control
Group Users

Date: 10/1/2017 – 07/31/2018

CONFIDENTIAL

ARRIVALIST

Those exposed to paid media are 48.3% more likely to visit Daytona Beach

Arrivalist
Control Group - Not
Exposed to Digital Media



**3.8 visitors /
1000 panelists**

Arrivalist
Target Group - Exposed
to Digital Media



**5.7 visitors /
1000 panelists**

1.5X



48.3%

ARRIVALIST
ArrivalLift

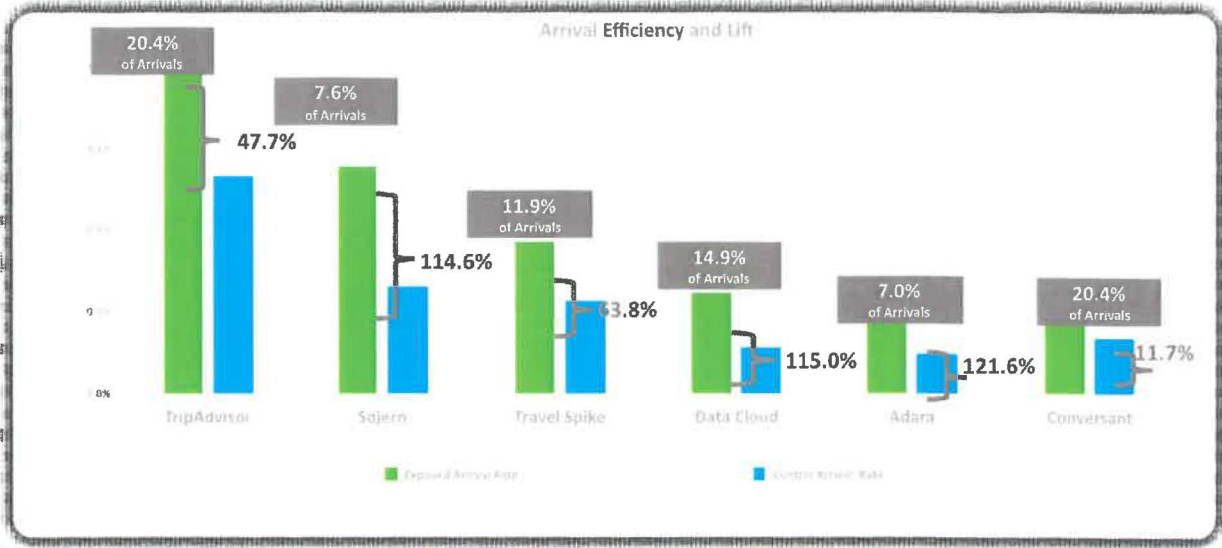
US Media Only

Date: 10/23/2017 – 07/31/2018

CONFIDENTIAL

ARRIVALIST

Opportunity to grow volume with vendors showing superior efficiency and Arrival Lift™



Date: 10/23/2017 – 07/31/2018

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Visitors exposed to paid media stay on average 13 hours longer in Daytona

US Paid Media Only



Date: 10/23/2017 – 07/31/2018

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Out of state visitors exposed to paid media stayed 2 days, 22 hours longer in the market

