



WHAT'S HAPPENING

EXPERIENCE CAMPAIGN: ADVANCED TV

- This new tactic reaches a streaming and subscription service viewers and combines the impact of TV/video with digital data.
- Audience determined through behavioral and geo-targeting. Top markets (Atlanta, Birmingham, Dallas, Houston, Nashville, New Orleans) are included as well as new drive markets Huntsville, Montgomery, Knoxville, Baton Rouge and Shreveport.
- Campaign runs August 1 - September 15.



EXPERIENCE CAMPAIGN: DIGITAL

- Digital display and video, as well as native content display ads continue targeting travel-intenders in our top markets.



NON-STOP FLIGHT CAMPAIGN

- Two grant-supported buys ended June 28 and July 31. See recap below.

OVERALL JULY RESULTS (trackable data only, ▲▼ compared to July 2017)



13,599,218 impressions
▼ 8.0%



23,631 searches / **1,209** bookings
▼ 27.5% ▼ 29.9%



2,110 arrivals
▲ 6.2%



26,037 searches / **2,855** bookings
▲ 44.7% ▲ 460.9%

\$2,954,000 estimated revenue / **\$115,688** monthly ad spend / **\$54.83** estimated cost per arrival

NON-STOP RECAP

Two overlapping campaigns: 1) \$150k Visit Florida supported spend April 15 - June 28 in Chicago, Denver and Philadelphia, 2) \$150k BP supported spend January 29 - July 31 in Atlanta, Dallas, Houston, Kansas City, Nashville, St. Louis, Washington DC.



46,845,387 impressions



68,662 searches / **7,585** bookings



863 arrivals (thru July 31)



45,267 searches / **4,233** bookings



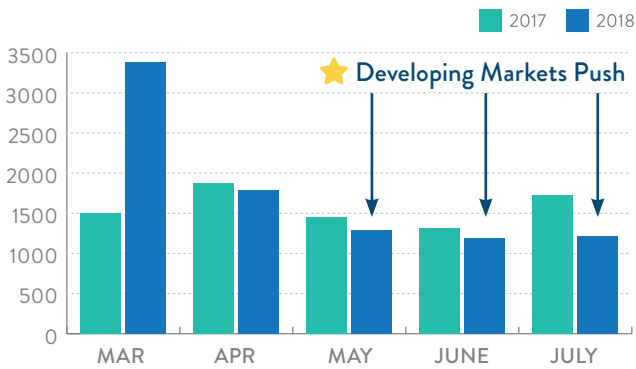
33,516 web visitors (3.5% of all visits during campaign period)

Philadelphia outperformed other markets with a 131% increase in web visits compared to Jan 29 - July 31, 2017.

OVERALL TRENDS

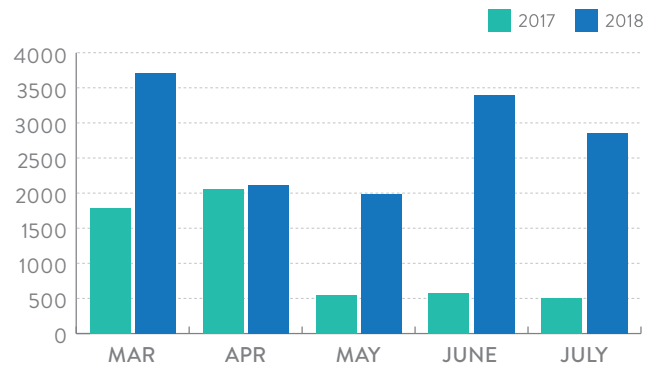
FLIGHT BOOKINGS YOY

Data from Adara, Sojern, StackAdapt, Facebook, Instagram, Airlines: Recorded flights booked during the month associated with trackable ad views.



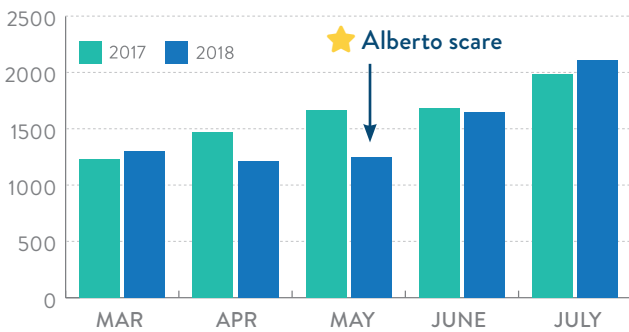
HOTEL BOOKINGS YOY

Data from Adara, Sojern, StackAdapt, Facebook, Instagram, Airlines: Recorded lodging booked during the month associated with trackable ad views.



ARRIVALS YOY

Data from Arrivalist: Recorded arrivals for the month associated with ad or website views.



TOP ORIGINS BY MARKET CLUSTER

Data from Arrivalist: Recorded arrivals for the month associated with ad or website views.

July 2018

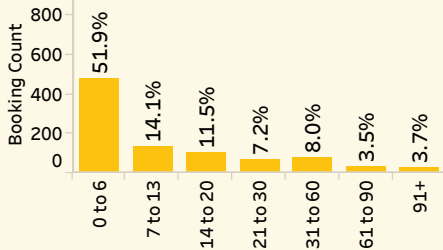
Atlanta	273	Birmingham	147
New Orleans	202	Washington DC	103
Nashville	160	Houston	87
Dallas/Fort Worth	147	Chicago	72

July 2017

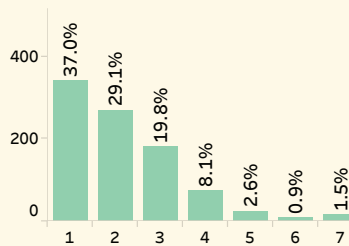
Atlanta	244	Birmingham	122
New Orleans	198	Washington DC	99
Dallas/Fort Worth	178	Houston	96
Nashville	138	St Louis	59

EXPEDIA INSIGHTS - July 2018

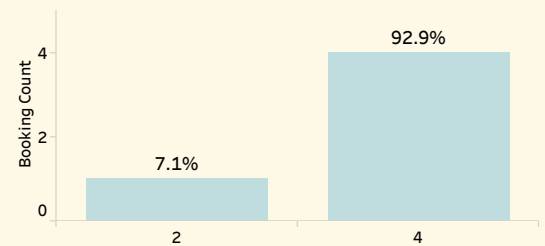
Travel Window (air & hotel)



Length of Stay (hotel)



Trip Duration (air)



WHAT'S NEXT?

- The Experience digital campaign continues through the end of the fiscal year. Additions and adjustments are being evaluated for the coming FY.
- A special holiday project is in the works. Particulars are getting nailed down now in you-know-who's workshop.