

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

Wednesday, May 20, 2020 • 2:00 PM • Virtual meeting using Zoom Video Conferencing Software

The regular meeting of the Halifax Area Advertising Authority was called to order by the Chair Linda Bowers at 2:00 p.m., May 20, 2020. Jennifer Sims took attendance, and the following Board members were present: Linda Bowers, Jim Berkley, Androse Bell, John Betros, Robert Burnetti, Steve Farley, Libby Gallant, Josh Harris, Samir Naran, and John Phillips. Blaine Lansberry was not present.

Guests:

Scott Brandon, Carl Brigandi, Laura Coleman, Brenna Dacks, Bob Davis, Christie DeAntonio, Evelyn Fine, Alfredo Gonzalez, Janet Kersey, Andy Kovan, Joanne Magley, Tabitha Nanney, Brian Rothwell, Shelby Selner, Eileen Zaffro-Kean

Staff Present:

Lori Campbell Baker, Kate Holcomb, Kay Galloway, Chuck Grimes, Linda McMahon, Jennifer Sims, Hope Sarzier, Amber White, Lynn Miles, Sam Pollack, and Brandon Little

Public Participation

None

2020/2021 HAAA Board Elections

Chair

John Betros nominated Jim Berkley to be the Chair of the HAAA Board during 2020-2021. Second, by Josh Harris. The motion passed 10-0.

Vice-Chair

John Betros nominated Androse Bell to be the Vice-Chair of the HAAA Board during 2020-2021. Second, by Jim Berkley. The motion passed 10-0.

Secretary/Treasurer

John Betros nominated Steve Farley to be the Secretary/Treasurer of the HAAA Board during 2020-2021. Second, by Libby Gallant. The motion passed 10-0.

Consent Agenda

Linda Bowers asked if the Board or the public had any comments or questions on the Consent Agenda, items a-i. Hearing none, she entertained a motion to approve Consent Agenda items a-i.

Motion by Jim Berkley to approve the Consent Agenda, items a-i. Second, by John Betros. The motion passed 10-0.

Reports of Officers

Secretary/Treasurer - Androse Bell

Finance & Human Resources

March 2020 Board Financial Packet

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

Standing Committees

Advertising Committee

The Brandon Agency

Christie DeAntonio, Andy Kovan, and Shelby Selner presented the advertising updates.

Immediate Response Plan

The Brandon Agency reviewed the Immediate Response plan, including video and digital banner ads.

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Relaunch Plan

The Brandon Agency reviewed the cost, timeline, and creative spots for the “Book Now” phase of the Relaunch Plan. Due to discussions regarding cash flow, the “Book Now” plan will be resumed at the June HAAA Board meeting. Instead, the Board asked to approve an additional spend to extend marketing through the end of June 2020.

Linda Bowers asked if the Board or the public had any comments or questions on adding \$120,000 to the marketing spend. Hearing none, she entertained a motion to approve.

Motion by Steve Farley to approve adding \$120,000 to the marketing spend to get through the end of June 2020. Second, by Jim Berkley. The motion passed 9-0.

Lori Campbell Baker asked the Board if they would like to make the June 17, 2020 workshop a meeting.

Linda Bowers asked if the Board or the public had any comments or questions on turning the June 17, 2020 workshop into a meeting. Hearing none, she entertained a motion to approve, making the June 17, 2020 workshop a meeting.

Motion by John Betros to make the June 17, 2020 workshop a meeting. Second, by Steve Farley. The motion passed 9-0.

Reserves Activation

The discussion to activate reserves has moved to the June 17, 2020 meeting.

Department Updates

Communications

Kate Holcomb reported on her ongoing efforts with COVID-19 virus communications through messaging and webpages, the Back in Business Safely collaboration with the Daytona Regional Chamber of Commerce, and National Travel and Tourism Week.

Marketing & Design

Kay Galloway reported on events that are rescheduling due to current circumstances and their new dates, social media, upcoming marketing opportunities, SkyNav, the Partner Recovery Toolkit, and co-ops.

Group Sales

Linda McMahon reported on Group Sales efforts to reschedule business, email marketing, LinkedIn, and the travel trends they see with the social and drive markets.

Partner Updates

Mid-Florida Marketing & Research, Inc.

Situation Analysis

Evelyn Fine reported on the impact of COVID-19 on Daytona Beach tourism and the potential for recovery. Fine presented analytics, conclusions, and recommendations regarding this study.

Image & Use Study

The Image & Use Study was presented.

New Business

None

Adjourn

There being no further business or public participation, the meeting adjourned at 4:26 p.m.

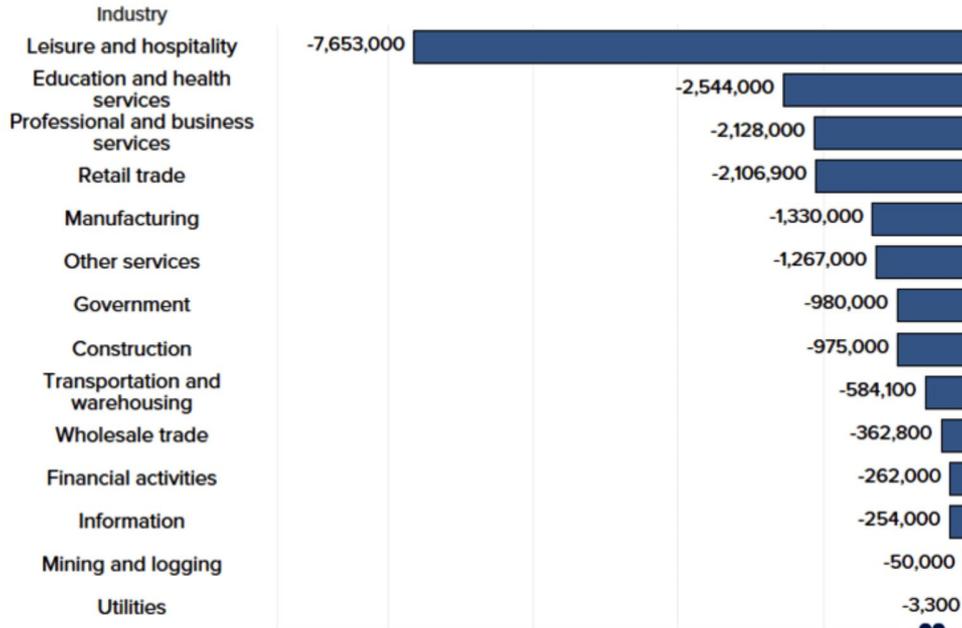
Submitted by Jennifer Sims, Marketing Systems Manager



HAAA Board Meeting May 20, 2020

Industries hit hardest

The leisure and hospitality industry saw the largest one-month net decline in payrolls amid the coronavirus outbreak. (One-month net change in nonfarm payrolls.)



SOURCE: Bureau of Labor Statistics



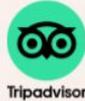
The U.S. leisure and hospitality industry in April lost 7.7 million jobs, a 47 percent drop, and was the worst-hit sector among non-farm payrolls for the second month in a row, according to the Bureau of Labor Statistics in its monthly report out Friday.

It was food and drinking establishments, rather than hotels, that were most-impacted in April. The bureau stated that restaurants and bars lost 5.5 million jobs in April, or 71 percent of the total decline in leisure and hospitality employment.

- 35% of consumers aren't planning to reduce their travel budget this year
- 3 in 4 consumers say they will not cancel travel plans for June-December 2020, so long as stay at home orders are lifted.
- After COVID-19, 40% of consumers are more likely to take a beach vacation
- More than half of U.S. consumers plan to stay at a domestic hotel in the next year

Insight of the Day

28 April 2020



97% of consumers would feel comfortable travelling domestically within 6 months after COVID-19

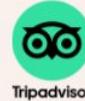
What does this mean for us?

Half of TripAdvisor's users have spent up to 5 hours planning their post COVID-19 trips in the last week. The time to reach travelers is now. Partner with TripAdvisor to be front and center as travelers are deep in the weeds of the discovery and planning phases of their journeys

Source: TripAdvisor Covid-19 Pandemic Survey; TripAdvisor Users, Markets: U.S., Japan, Australia, Italy, U.K.

Insight of the Day

01 May 2020



When travel restrictions are lifted, consumers are most likely to take a trip where they can relax

What does this mean for us?

With nearly 11M accommodations, airlines, cruises, restaurants, & experiences to choose from, TripAdvisor will serve as the perfect tool for travelers to find and plan their dream getaways

Source: TripAdvisor Covid-19 Pandemic Survey; TripAdvisor Users, Markets: U.S., Japan, Australia, Italy, U.K.

Insight of the Day

05 May 2020



Tripadvisor

When the outbreak improves, **vacations and flights** will be the first large purchases made by **1 in 3** millennials

What does this mean for us?

TripAdvisor reaches nearly one-third of U.S. millennials. TripAdvisor's millennial users are +120% more likely to be travel fans and the first among their friends to purchase travel. Partner with TripAdvisor to reach a key audience of travellers as they plan & book their delayed getaways

Source: Global Web Index Coronavirus Research: Multi-market Research, 4/22-4/27, 2020; TA millennials defined as A25-44. ComScore Plan, Multiplatform, February 2020, U.S., Interested in Travel & first among their friends to buy/own/use the latest on travel

Insight of the Day

11 May 2020



Tripadvisor

86% of consumers say cleanliness is very important when selecting an accommodation after Covid-19

What does this mean for us?

With over 830 million reviews on accommodations, restaurants, experiences, flights, and cruises on site, TripAdvisor's role in guiding travelers through all steps of the planning and booking phases of their next journey will be unmatched by other channels

Source: Global Web Index Coronavirus Research: Multi-market Research, 4/22-4/27, 2020

Insight of the Day

14 May 2020



Tripadvisor

To stay in the “**traveler mindset**”, consumers are **35% more likely to search travel sites for ideas during COVID-19**

What does this mean for us?

93% of TripAdvisor's global audience visited a travel site or used a travel app in the last 30 days. The time to reach travelers is now. Work with TripAdvisor to market your products and services to an audience of travelers seeking inspiration and ideas for their next journey

Source: TripAdvisor Covid-19 Pandemic Survey: TripAdvisor Users, Markets: U.S., Japan, Australia, Italy, U.K. Global Web Index, Multiplatform, 10/20, Global Audience

STR - Weekend Occupancy increased 24.1% over the week prior, which ranked Daytona Beach as third on the list.

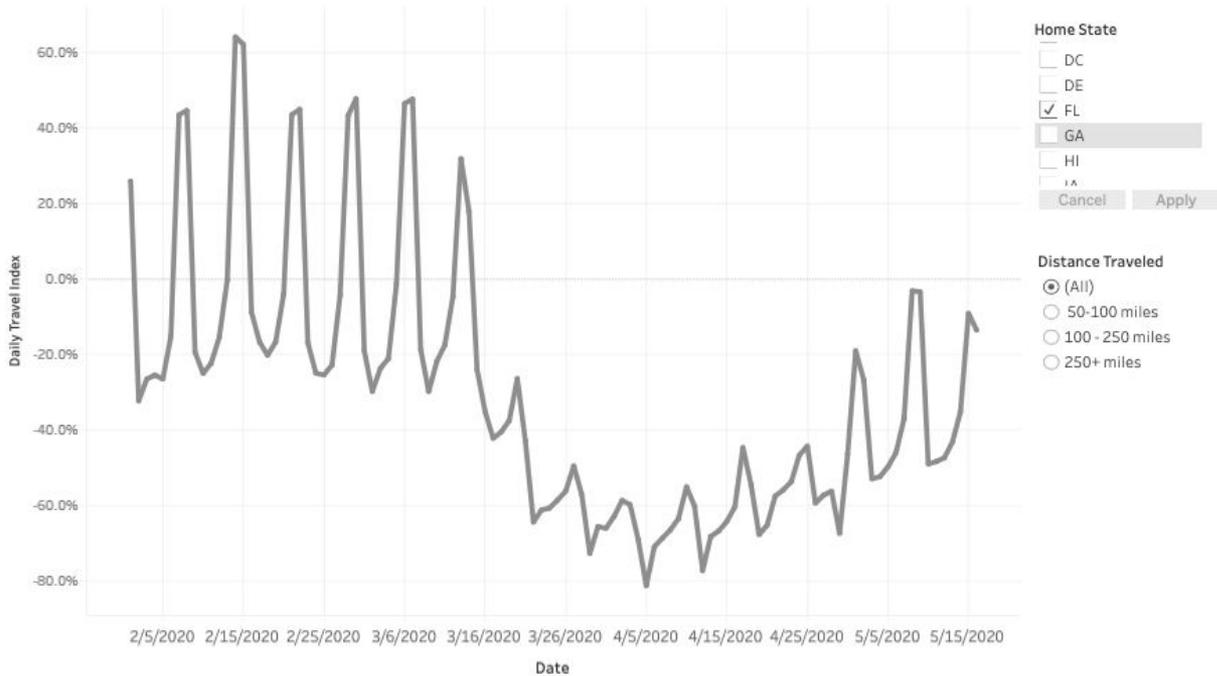
What we are hearing from our partners:

- Many destinations have not started advertising yet
- The majority of those that are moving forward with relaunching are using their existing pre-Covid-19 campaigns

Submarket	April 26-30 (Weekday) Occupancy	1-2 May (Weekend) Occupancy	Difference
Galveston & Texas City, TX	26.1	57.0	30.9
Mobile, AL (Area)	20.1	47.8	27.7
Daytona Beach, FL	21.5	45.6	24.1
Corpus Christi, TX	39.7	63.3	23.6
Panama City, FL	30.7	50.8	20.1
Myrtle Beach/North, SC	15.0	34.2	19.1
Fort Walton Beach, FL	18.6	37.0	18.4
Cedar City & St George, UT	26.4	43.3	16.9
Pensacola, FL	35.5	50.2	14.7
Savannah Historic District, GA	13.7	28.0	14.3
Brownsville, TX	43.2	55.3	12.1
Gatlinburg/Pigeon Forge, TN	11.1	21.8	10.7
Prescott & Sedona, AZ	25.4	35.7	10.3

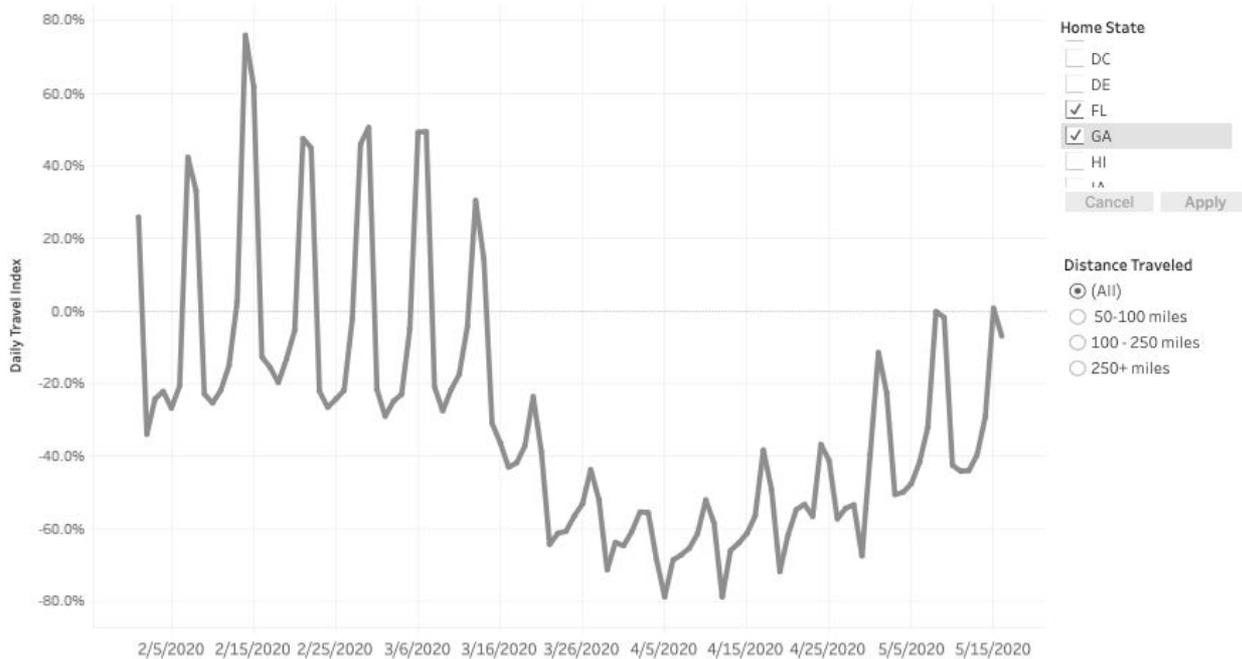
Arrivalist US Daily Travel Index

Daily Travel Index - 13.6% May 16, 2020, Saturday	Day of Week Change - 10.1% Saturday vs Prior Saturday	Week over Week Change - 0.2% Last 7 Days vs Prior 7 Days
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Arrivalist US Daily Travel Index

Daily Travel Index - 7.0% May 16, 2020, Saturday	Day of Week Change - 5.1% Saturday vs Prior Saturday	Week over Week Change + 2.6% Last 7 Days vs Prior 7 Days
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- Phase 1: On April 23, 2020, we deployed the survey to a segment of the email database asking people to participate in a brief survey with the incentive to complete the study. The majority of the country was under social distancing protocol with the majority of non-essential businesses closed. There were **748** completed surveys.
- Phase 2: On May 14, 2020, we deployed the same survey to the email database. The majority of the country was beginning to open up; with Florida being a leader in that effort. There were **2,463** completed surveys.
- 59.4% of respondents have canceled trips because of COVID-19; (these with another 15% indicating they have rescheduled. The balance have not had a trip affected.
- 64% have not changed their budgets for their next trips. 28% plan for reduced travel budgets.
- 66% indicated their length of stay will remain the same. 21% will shorten their length of stay.
- Perceived value of the destination as a whole is a consideration to people.
- Based on when travel restrictions are lifted, consumers indicate that drive markets are considerations, with strong percentages within a six hour drive radius of the destination. 2 hours drive markets being a sweet spot.

- Consistent with Phase 1, respondents are more likely to visit beach destinations, small towns and nature-based/outdoor destinations vs. major cities, theme parks, ski destinations (this could be seasonal), foreign countries and cruise ships.
- Consistent with Phase 1, reservation flexibility/cancellation policies, travel insurance options, discounts and property level sanitization policy information are important influencers in the consumers decision making process.
- Consumers are particularly concerned about property level Covid-19 response plans - guest, employee and COVID-19 data/reporting from the local area.
- 15% of consumers indicate they will be ready to travel when the treat has passed. However, consumers (compared to Phase 1) are indicating higher levels of intent to travel beginning July 2020 (exception being September 2020 - down less than .5%)
- 20% are still undecided on whether they will travel in 2020.
- Safety is the key perceptual concern with regard to intent to travel.

Recommendations for Immediate Response

- Originally approved campaign was set to run through June; however, this timeline has been altered with the Governor's latest orders of reopening the state.

	April	May	June
Social Video	\$5,000	\$5,000	\$5,000
Conversant OTT	\$8,400	\$8,400	\$8,400
SpotX OTT	\$17,000	\$41,665	\$33,332
Est Monthly Total	\$30,400	\$55,065	\$46,732
		Total Digital Quarterly Cost*	\$132,197

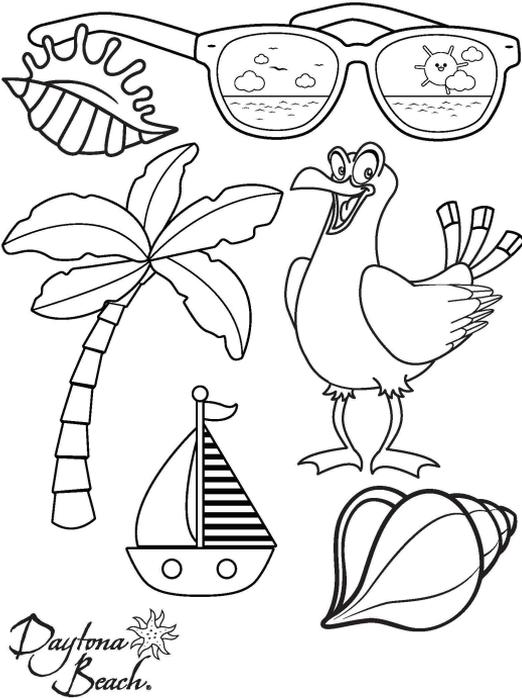
*Original 3rd Qtr approved spend \$1,241,038

Immediate Response Results

- Total Media Impressions - 2,111,705
- Total Media Spend - \$31,176
- Paid Social - 1,703 sessions / 100% new users
- Paid Digital Media - 1,035 sessions / 99.5% new users
- Digital Media Video Completion Rate - 83.5% (Benchmark - 70%)
- Paid Social Video Completion Rate - 70% (Benchmark - 20%)
- Paid Social Video Ad Recall Lift - 21.76% (Benchmark - 10%)
- Paid Social Cost Per Click (Website Click Ads) - \$.16 (Benchmark - \$.98)







Immediate Response Creative - BINGO



PREPARE: Print out different BINGO cards for each person plus a call sheet. Cut out the call sheet and put the image squares into one hat or bowl & the BINGO squares into another. **DISTRIBUTE:** Hand out one BINGO card to each person (each card should be different). **CALL:** The caller should pull out one BINGO letter & one image, describe it and show it to the children. **MARK IMAGE:** With your favorite snack.



B I N G O

Bike on Beach	Sea Turtles	Sandcastle	Manatee	Race Car
Sand Bucket	Surfer	Flip Flops	Seagull	Racing Flag
Ice Cream	Dolphin	FREE	Surf Fishing	Boating
Ponce Inlet Lighthouse	Beach Ball	Kite	Sunglasses	Pier
Sunrise	Shell	Crab	Beach Hat	Jet Ski
B	I	N	G	O



Immediate Response Creative - Zoom Virtual Backgrounds



We recommend a three phase re-launch of the media plan. Note: Monitor tax collections closely, seasonality, and adjust spend levels to align with tax revenue:

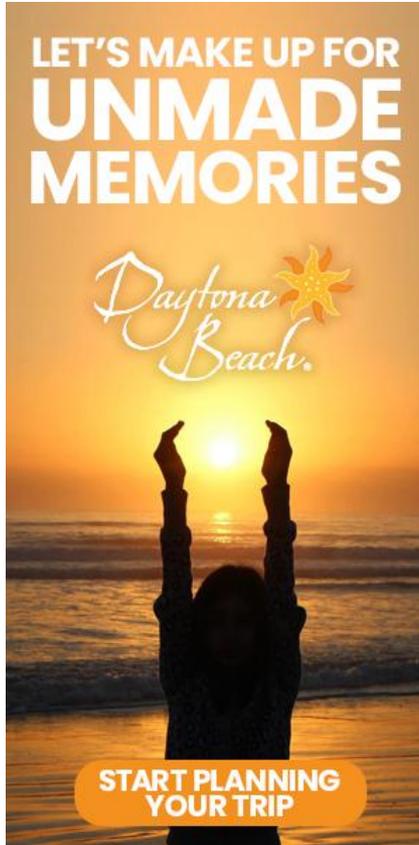
Start Planning - *Launched 5/11/20*

Target - Drive market media in Florida markets (Orlando, Tampa/St. Petersburg, Jacksonville) and test Atlanta and Charlotte (when stay at home orders have been lifted)

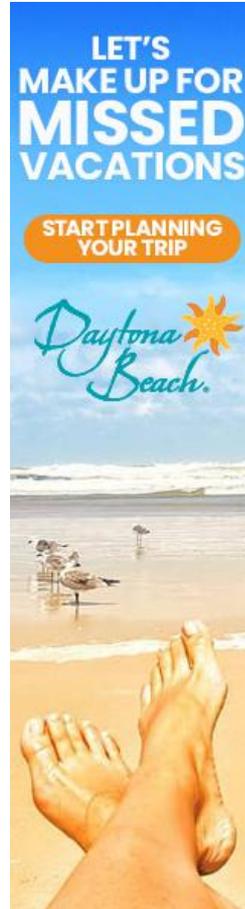
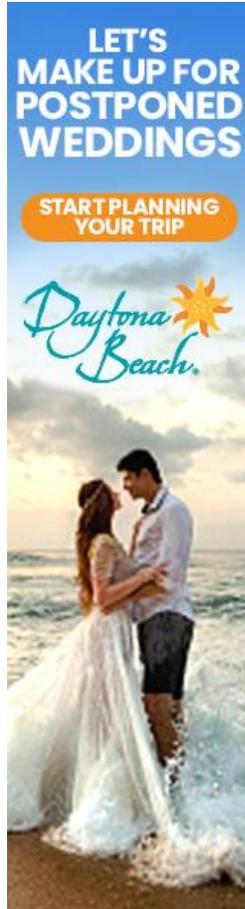
- Restart all digital media placements back into the mix, including all paid social media ad types.
- Relaunch WESH-TV Contest Promotion
- Relaunch Orlando Sentinel Travel Destination Package

Estimated Spend - \$233,902













Book Now

Target - Drive markets (Orlando, Tampa/St. Petersburg, Jacksonville, Atlanta and Charlotte) and possible flight markets

- Add in Broadcast TV and Cable in Orlando, Tampa, Jacksonville, Atlanta
- Add in Broadcast Radio in Orlando, Tampa and Jacksonville

Estimated Spend - \$223,902 - \$530,115

Fully Open

Back in our Prime 9 markets

All planned media placements will be running

Estimated Spend - \$223,902 - \$300,000

- Added to the website on 4/6/20 on the following pages:
 - <https://www.daytonabeach.com/>
 - <https://www.daytonabeach.com/plan/travel-resources/>
 - <https://www.daytonabeach.com/things-to-do/beaches/>
 - <https://www.daytonabeach.com/plan/>
 - <https://www.daytonabeach.com/plan/about-the-area/>
 - <https://www.daytonabeach.com/things-to-do/beaches/live-web-cam/>
- Promoted launch through email blast, organic social media posts
- Tour without hotel properties - Coming Soon
- Analytics as of 4/30:
 - 5,882 website sessions
 - 3.59% bounce rate
 - 2:02 time on site



Lead Generation:

- Email Subscribers: 5,870 (-29.5%)
- eVisitor Guide (Downloads): 2,258 (+7.9%)
- Visitor Guide (by Mail): 1,303 (-19%)
- Newsletter Signups: 265 (-36.1%)
- Facebook Leads: 5,334 (-54.9%)
- Enter to Win Pop-Up Leads: 2,044 (-51.4%)

Increase Website Visitation:

- Website Sessions: 609,419 (-7.9%)
- Blog Page Views: 51,573 (+1.8%)

Increase Quality Traffic to Website:

- New Users: 452,693 (-8.6%)
- Average Session Duration: 00:01:22 (-17.2%)
- Pages Per Session: 1.78 (-17.3%)

Decrease Website Bounce Rate:

- Bounce Rate: 60.93% (-0.6%)

Increase Social Media Followers/Engagement:

- Facebook Followers: 218,846 (+16%)
- Instagram Followers: 11,927 (+2%)
- Twitter Followers: 11,898 (+27%)

**Media was paused from March 19 - March 31

THANK YOU

** vs. Last Year

Sessions
609,419
 ↓ -7.9%

Pages / Session
1.78
 ↓ -17.3%

Time on Site
00:01:22
 ↓ -17.2%

Bounce Rate
60.93%
 ↓ -0.6%



- Sessions in February and March decreased slightly by 7.9%.
- The decrease in sessions coincides with the decision to pause search campaigns on March 16 due to Covid-19. Up to that date, from February 1 - March 16, there was a 7.42% YoY increase in sessions.
- 9.7% of total sessions started from the /bike-week/ landing page. This was our highest performing landing page even though the bike week search campaign was paused on March 12.

LEAD GENERATION - FEBRUARY - MARCH 2020



** vs. Last Year

Total Leads
11,204
↓ -44.4%

Total Website Leads
5,870
↓ -29.5%

On-Facebook leads
5,334
↓ -54.9%



Website Leads Breakout:

VG Downloads
2,258
↑ 7.9%

VG by Mail
1,303
↓ -19.0%

Newsletter Signups
265
↓ -36.1%

Enter to Win
2,044
↓ -51.4%

- Total Leads decreased 44.4% YOY. Website leads decreased 29.5% YOY. On March 18, the Enter to Win pop up was disabled. Facebook leads decreased 54.9% YoY. On March 19, Facebook campaigns were paused.

APPENDIX: BLOG AND VIDEO VIEWS - FEBRUARY - MARCH 2020



Blog Page	Pageviews ▼	vs. Last Year
/blog/post/best-beaches-near-orlando	3,600	-
/blog/post/everything-you-need-to-know-about-daytona-bike-week	3,255	153.9% †
/blog/post/fun-things-to-do-in-daytona-beach	2,985	-
/blog/post/fun-free-things-to-do-in-daytona-beach	1,626	414.6% †
/blog/post/cant-beat-brunch-spots-in-daytona-beach	1,585	-
/blog/post/things-to-pack-for-a-day-at-the-track	1,404	-13.0% †
/blog/post/the-best-beach-bars-in-daytona-beach	1,290	-
/blog/post/beach-bars-with-live-music-in-daytona-beach	1,161	-
/blog/post/favorite-rv-parks-and-campgrounds-in-the-daytona-beach-area	1,097	-
/blog/post/how-to-spend-a-day-in-ponce-inlet	996	1,006.7% †
/blog	963	186.6% †
/blog/post/melt-away-winter-blues-by-planning-your-familys-spring-beach-vacation	959	-
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	824	-
/blog/post/restaurants-youll-fall-in-love-with-this-valentines-day-in-daytona-beach	800	-
/blog/post/the-ins-and-outs-of-surf-fishing-in-daytona-beach	768	-3.3% †
/blog/post/biking-trails-and-where-to-access-them-in-daytona-beach	762	234.2% †
/blog/post/places-to-explore-the-daytona-beach-area-by-kayak-or-canoe	737	-
/blog/post/plenty-of-parking-at-daytona-beach	718	8.0% †
/blog/post/wheels-or-walk-where-to-drive-your-car-on-daytona-beach	710	-42.0% †
/blog/post/tips-for-planning-your-familys-perfect-spring-break-getaway	696	-53.7% †

Video Title	Views	vs. Last Year
Daytona Beach Motorcycle Rallies	6,133	-
Virtual Drive on Daytona Beach	968	-8.9% †
Unlimited Fun in Daytona Beach, Florida	829	-37.2% †
Experience Biketoberfest® October 17-20, 2019	606	-
The Countdown To The 2020 DAYTONA 500 Is On!	471	-
Enjoy Daytona Beach, Florida!	344	-57.6% †
Main Street Pier and Sunglow Pier in Daytona Beach, Florida	254	4.1% †
45th DAYTONA TURKEY RUN	194	6,366.7% †
Florida Travel: Accessible Travel at New Smyrna Beach & Daytona Beach	180	-
ONE DAYTONA - the Newest Entertainment Complex in Daytona Beach, Florida	174	-55.5% †
Rolex 24 At DAYTONA in Daytona Beach, Florida	155	44.9% †
Daytona Beach Ale Trail	154	-74.1% †
Eco Adventures in Daytona Beach, Florida	154	-83.2% †
Fun When The Sun Goes Down In Daytona Beach	152	-61.9% †
Daytona Beach Adventures on the Water	150	-58.0% †
Daytona Flea & Farmers Market in Daytona Beach, Florida	148	-70.2% †
Ocean Walk Shoppes - Daytona Beach, Florida	111	-94.6% †
Daytona Beach, Florida Is Eco Fabulous :60	109	202.8% †
Florida Travel: Florida's First Luxury Estate: Stetson Mansion	107	3.9% †
Biketoberfest® Motorcycle Ride: The Loop	97	64.4% †

APPENDIX: TOP WEBSITE PAGES - FEBRUARY - MARCH 2020



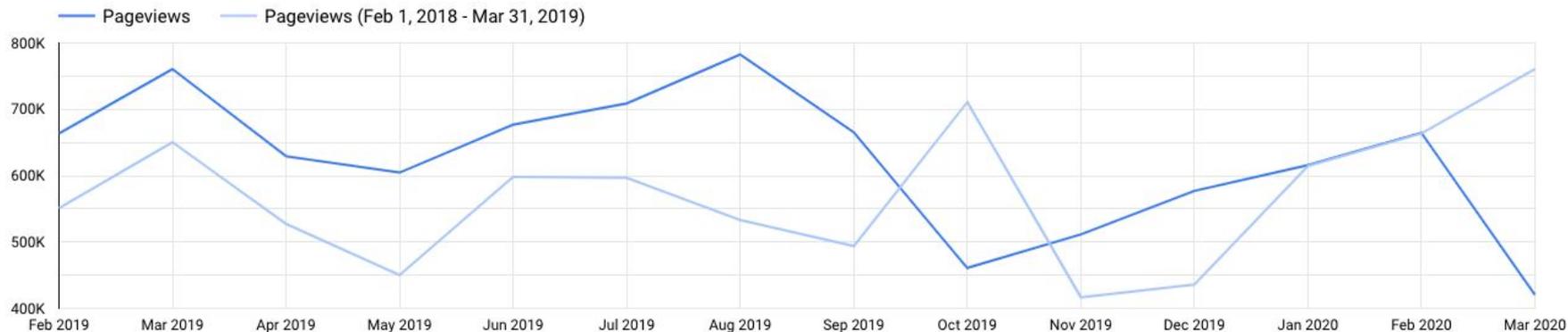
Top Landing Pages	Sessions ▼	vs. Last Year
/bike-week	60,271	-
/wide-open-fun	56,802	-32.8% ↓
Home Page	44,166	-13.9% ↓
/things-to-do/beaches/live-web-cam	38,831	-
/events	23,224	-5.3% ↓
/facebook-deals	21,965	26.5% ↑
/things-to-do	20,547	-28.0% ↓
/covid-19-coronavirus-update	19,928	-
/places-to-stay/hotel-deals	17,699	-
/places-to-stay	17,386	-
/event/daytona-bike-week-2020/40590	14,400	-
(not set)	12,248	709.5% ↑
/things-to-do/attractions	12,205	-22.9% ↓
/things-to-do/attractions/boardwalk-and-pier	9,416	-
/plan/deals	8,866	-
/event/welcome-to-rockville-2020-with-headliner-metallica/40894	7,149	-
/event/daytona-speedweeks-&-daytona-500-2020/40583	7,082	-
/events/motorcycle-rallies	5,709	-69.1% ↓
/events/racing	4,947	-35.4% ↓
/things-to-do/free-things-to-see-and-do	4,733	-

Most Viewed Pages	Pageviews	vs. Last Year
/bike-week	71,320	-
/wide-open-fun	65,070	-29.3% ↓
Home Page	58,043	-16.5% ↓
/things-to-do/beaches/live-web-cam	47,651	-
/things-to-do	38,324	-0.2% ↓
/events	35,164	8.3% ↑
/covid-19-coronavirus-update	32,751	-
/things-to-do/attractions	29,310	-32.0% ↓
/facebook-deals	25,710	35.1% ↑
/places-to-stay	25,455	-
/places-to-stay/hotel-deals	24,010	-
/events/all-events	23,108	-
/event/daytona-bike-week-2020/40590	18,218	-
/things-to-do/attractions/boardwalk-and-pier	17,460	-
/things-to-do/free-things-to-see-and-do	14,476	-
/places-to-stay/hotels	13,546	-
/plan/travel-resources/visitors-guide	13,125	-
/things-to-do/with-kids	11,249	-
/events/racing	11,057	-32.5% ↓
/plan/deals	10,481	-

APPENDIX: GEOGRAPHIC WEBSITE PERFORMANCE - FEBRUARY - MARCH 2020

Country	Sessions ▼	vs. Last Year	Website Leads	vs. Last Year	Metro	Sessions ▼	vs. Last Year	Website Leads	vs. Last Year
United States	497,083	-15.2% ↓	5,149	-30.4% ↓	Orlando-Daytona Beach-Melbourne FL	122,901	-9.1% ↓	668	-26.1% ↓
United Kingdom	55,359	99.6% ↑	156	-1.3% ↓	(not set)	83,081	36.3% ↑	773	-17.0% ↓
Canada	41,200	24.6% ↑	415	-29.7% ↓	Miami-Ft. Lauderdale FL	30,046	87.3% ↑	145	-0.7% ↓
Germany	1,977	11.6% ↑	10	-64.3% ↓	New York, NY	28,631	9.6% ↑	213	-26.3% ↓
India	940	27.9% ↑	6	20.0% ↑	Atlanta GA	28,215	-46.0% ↓	272	-36.4% ↓
Netherlands	874	16.7% ↑	19	111.1% ↑	Tampa-St. Petersburg (Sarasota) FL	21,466	-5.3% ↓	194	-29.7% ↓
France	836	16.4% ↑	17	70.0% ↑	Chicago IL	17,155	9.8% ↑	195	-11.0% ↓
Brazil	647	-20.3% ↓	7	-58.8% ↓	London	13,366	44.0% ↑	24	-42.9% ↓
Sweden	564	-1.1% ↓	8	100.0% ↑	Jacksonville FL	11,481	-17.9% ↓	128	-23.8% ↓
Australia	517	1.8% ↑	6	0.0%	Charlotte NC	9,248	-30.2% ↓	73	-48.2% ↓
(not set)	516	31.6% ↑	4	-33.3% ↓	Washington DC (Hagerstown MD)	8,889	-10.6% ↓	96	-16.5% ↓
Spain	428	85.3% ↑	4	100.0% ↑	Midlands	7,885	131.8% ↑	22	-4.3% ↓
Switzerland	404	14.4% ↑	3	50.0% ↑	Boston MA-Manchester NH	7,400	-3.5% ↓	81	-25.7% ↓
Puerto Rico	392	18.4% ↑	4	0.0%	Los Angeles CA	7,376	107.9% ↑	23	-34.3% ↓
Mexico	381	0.8% ↑	1	-	Philadelphia PA	6,994	-36.4% ↓	120	-11.8% ↓
Finland	364	82.9% ↑	2	-	Detroit MI	6,433	-47.1% ↓	81	-47.1% ↓
Ireland	324	24.1% ↑	5	0.0%	Houston TX	5,981	-23.3% ↓	47	-16.1% ↓
Italy	310	12.3% ↑	3	-25.0% ↓	Yorkshire	5,251	191.2% ↑	6	-57.1% ↓
Austria	275	97.8% ↑	1	0.0%	North West	5,181	111.4% ↑	11	83.3% ↑
Belgium	273	29.4% ↑	4	-50.0% ↓	Dallas-Ft. Worth TX	5,097	-52.6% ↓	51	-35.4% ↓

WEBSITE CONTENT OVERVIEW- FEBRUARY - MARCH 2020



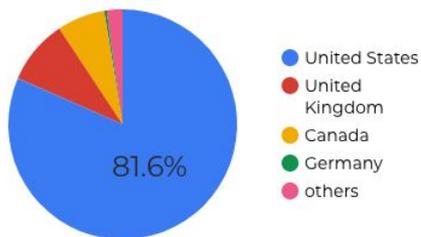
Top 5 Landing Pages	Sessions ▼	vs. Last Year
/bike-week	60,271	-
/wide-open-fun	56,802	-32.8% ↓
Home Page	44,166	-13.9% ↓
/things-to-do/beaches/live-web-cam	38,831	-
/events	23,224	-5.3% ↓

Top 5 Viewed Pages	Pageviews ▼	vs. Last Year
/bike-week	71,320	-
/wide-open-fun	65,070	-29.3% ↓
Home Page	58,043	-16.5% ↓
/things-to-do/beaches/live-web-cam	47,651	-
/things-to-do	38,324	-0.2% ↓

Florida Sessions
202,405
 ↓ -0.4%

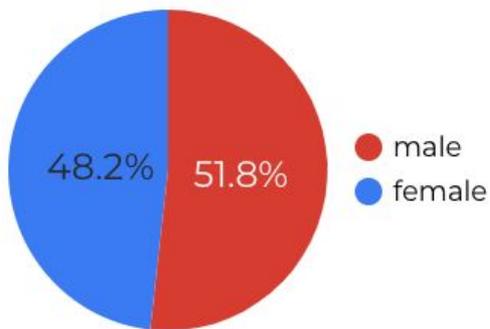
Non-Florida Sessions
407,014
 ↓ -11.2%

Sessions by Country



	US Region	Sessions ▼	vs. Last Year
1.	Orlando-Daytona Beach-Melbourne FL	122,901	-9.1% ↓
2.	Miami-Ft. Lauderdale FL	30,046	+87.3% ↑
3.	New York, NY	28,631	+9.6% ↑
4.	Atlanta GA	28,215	-46.0% ↓
5.	Tampa-St. Petersburg (Sarasota) FL	21,466	-5.3% ↓
6.	Chicago IL	17,155	+9.8% ↑
7.	Jacksonville FL	11,481	-17.9% ↓
8.	Charlotte NC	9,248	-30.2% ↓
9.	Washington DC (Hagerstown MD)	8,889	-10.6% ↓
10.	Boston MA-Manchester NH	7,400	-3.5% ↓

- Sessions increased for most non-US countries. United Kingdom and Canada saw the largest YoY increases (+99.61% and +24.55%, respectively).
- Next to all Non-Florida US regions all saw decreases in sessions. This is due to the decrease in sessions after pausing campaigns due to Covid on March 16. Prior to March 16, there was a YoY increase in sessions for Illinois (+12.36%), California (+53.02%), and New Jersey (57.47%).
- Florida sessions stayed about the same with a 0.37% decrease YoY. There was a sharp increase in sessions from the Miami-Ft. Lauderdale FL metro region (+87.3%).



Age ▾	Users	vs. Last Year
65+	38,418	-4.5% ↓
55-64	40,874	-18.3% ↓
45-54	34,770	-17.6% ↓
35-44	27,424	-20.3% ↓
25-34	28,441	-7.5% ↓
18-24	11,852	30.2% ↑

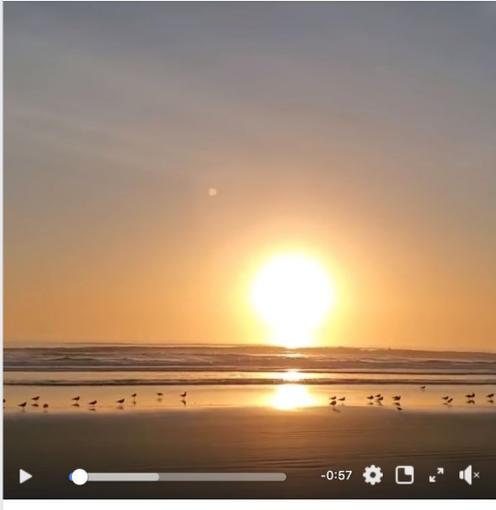
CHANNEL PERFORMANCE

	<p>218,846 Total Fans +16% YoY</p>	<p>100,044 Engagement, -45% YoY</p>	<p>7,634,266 Total Impressions, -58% YoY</p>
	<p>11,898 Total Followers, +2% YoY</p>	<p>1,831 Engagement, +14% YoY</p>	<p>120,016 Impressions, -9.6% YoY</p>
	<p>11,927 Total Followers, +27% YoY</p>	<p>7,950 Engagement, +26% YoY</p>	<p>3,424,723 Impressions, +1,989% YoY</p>

TOP PERFORMING SOCIAL MEDIA POSTS

Daytona Beach Area Convention and Visitors Bureau Published by Hope Sarzier [?] · March 30 at 8:40 AM ·

Sharing a gorgeous sixty seconds of sunrise from Daytona Beach this morning. Hoping you'll enjoy this virtual beach break as we share with you some of our favorite sunrises from the past. (👀: @frankwbutterfield on Instagram)

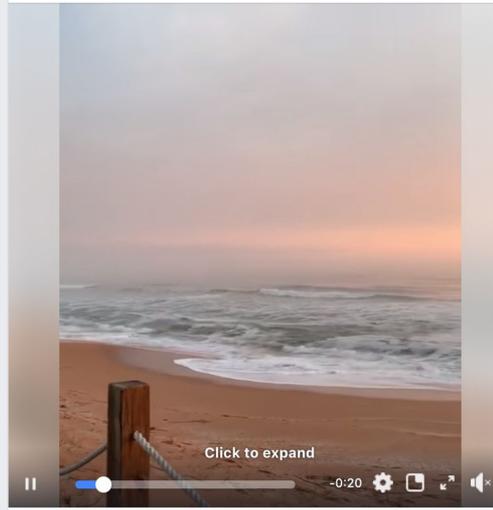


122,023 People Reached 7,979 Engagements [Boost Post](#)

1.4K 125 Comments 585 Shares

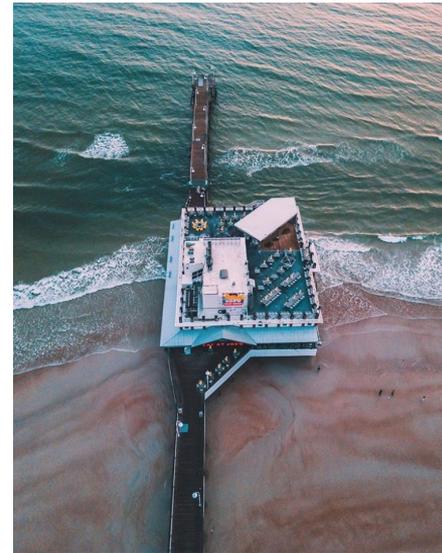
Daytona Beach Area Convention and Visitors Bureau Published by Sprout Social [?] · April 6 at 9:53 AM ·

Hoping that this sunrise from Ormond Beach brings a beautiful start to your week. As always, we share with you some of our favorite sunrises from the past in hopes that you enjoy these virtual sunrises. #GoodMorning (👀: @wmwtribe on Instagram)



50,229 People Reached 5,420 Engagements [Boost Post](#)

1.1K 102 Comments 384 Shares



discoverdaytonabeach • [Follow](#) ...

discoverdaytonabeach During this time, we hope you find the beauty in the ocean and this peaceful shot of the pier taken on a gorgeous fall afternoon in Daytona Beach. 🌅🌊 (👀 @c.rico_photoz)

3w

cdickey67 ❤️
3w Reply

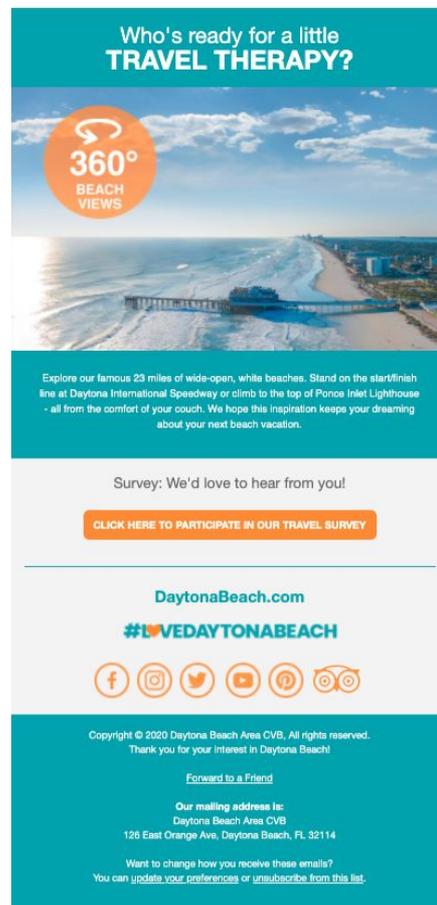
ktfess @nanalolo3 @nanaroxanne this is where had lunch in the roof before cruise 🌊

Liked by **bethkann** and 577 others

MARCH 30

Add a comment... [Post](#)

Date	4/23/20
Subject Line	Dreaming of the beach?
List	Master (cleaned)
Delivered	71,754
Open rate	26.8%
Ind. Standard	14.3%
CTR	3.5%
Ind. Standard	1.7%
Total Clicks	3,575



Who's ready for a little **TRAVEL THERAPY?**

360° BEACH VIEWS

Explore our famous 23 miles of wide-open, white beaches. Stand on the start/finish line at Daytona International Speedway or climb to the top of Ponce Inlet Lighthouse - all from the comfort of your couch. We hope this inspiration keeps your dreaming about your next beach vacation.

Survey: We'd love to hear from you!

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126 East Orange Ave, Daytona Beach, FL 32114

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TTL Marketing List: 111,812
YoY growth: 40%

TTL Database: 212,723
Active Net Growth: -21.35%
(list cleaning started on April 9, 2020 - numbers above are up to March)

	October 2019	November 2019	December 2019	January 2020	February 2020	March 2020	Totals
On-Site Form Sign-Up	804	831	1,112	2,071	895	466	6,239
Facebook Lead Ads	4,033	2,579	231	4,254	3,500	1,834	16,431
List Import	724	41	3,987	312	830	767	6,661
Giveaway Signups	1,038	598	1,082	895	1,753	624	5,990
Total Marketing List							35,321

Results

- Overall Arrival Lift of 56.71% for all pixelated media arriving to the market
- Stay Lift 42.49%
- 64.18% Arrival Lift from out-of-state visitors

- 46.7% Arrival Lift and 43.58% Stay Lift from 3/1-4/22/20