

ST. JOHNS COUNTY  
TOURIST DEVELOPMENT COUNCIL MEETING  
**NOVEMBER 18, 2024 1:30 PM**  
COUNTY AUDITORIUM

1. CALL TO ORDER – Gayle Phillips, Chair
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVAL OF AGENDA (**Action Required**)
5. PUBLIC COMMENT – 3 minutes, not related to agenda items
6. TOURISM MARKETING RFP UPDATE (Page 2 – 3)
7. UPDATE ON TOURISM MARKETING MANAGEMENT STRUCTURE (Page 4)
8. MONTHLY REPORTS PROVIDED IN PACKET (Page 5 – 60)
9. MEMBER COMMENTS
10. NEXT MEETING DATE
11. ADJOURN

## **TDC Regular Meeting – November 18, 2024**

### Agenda Item 6 Tourism Marketing RFP Update (Information Only)

For RFP 1796, two responsive proposals were received and have been evaluated by the committee. The responding Consultants are tentatively scheduled to provide a presentation to the evaluation committee on Friday December 6, 2024. Subsequently, a contract will be drafted with the Consultant whose proposal receives the highest cumulative evaluated score. The draft contract will then be placed on a future BCC agenda for approval.

The RFP is currently in the blackout period and will remain in the blackout period until the contract is fully executed.



**EVALUATION SUMMARY SHEET - PROPOSALS  
ST. JOHNS COUNTY, FLORIDA**

Date: October 31, 2024  
RFP 1976; DESTINATION MARKETING MANAGEMENT SERVICES

	PURCHASING	EVALUATOR	EVALUATOR	EVALUATOR	EVALUATOR	EVALUATOR	EVALUATOR	EVALUATOR	EVALUATOR			
FIRM	Pricing	Carly Zervis	Steven Jones	Amy Klassen	Kimberly Wilson	Philip McDaniel	Todd Hickey	Gabe Pellicer	Tera Meeks	TOTAL	RANK	COMMENTS
<b>St. Johns County Visitors and Convention Bureau, Inc.</b>	200	98	93	93	90	95	93	94	60	<b>916</b>	<b>1</b>	<b>Shortlist Presentation</b>
<b>Chatter Buzz Media, LLC</b>	49	80	90	96	40	45	65	80	100	<b>645</b>	<b>2</b>	<b>Shortlist Presentation</b>

APPROVED: Tera Meeks, Tourism and Cultural Development Director \_\_\_\_\_

APPROVED: Leigh A. Daniels, Purchasing Manager \_\_\_\_\_

Posted to Demandstar: \_\_\_\_\_

**NOTE:**  
THE RANKING SHOWN ABOVE SHALL BE FOLLOWED UNLESS SPECIAL CONDITIONS MERIT A CHANGE IN THE NEGOTIATING ORDER, IN THIS CASE, THE SPECIAL CONDITIONS MUST BE EXPLAINED IN DETAIL AND ATTACHED TO THIS EVALUATION SUMMARY SHEET. ALL RECORDS SHALL BECOME AVAILABLE FOR INSPECTION AND COPYING PURSUANT TO CHAPTER 119, F.S.  
ANY ACTUAL BIDDER, PROPOSER, SUPPLIER, OR RESPONDENT WHO IS AGGRIEVED IN CONNECTION WITH A NOTICE OF INTENT TO AWARD A CONTRACT, WHERE SUCH GRIEVANCE IS ASSERTED TO BE THE RESULT OF A VIOLATION OF THE REQUIREMENTS OF THE ST. JOHNS COUNTY PURCHASING POLICY AND ASSOCIATED PROCEDURES, OR ANY APPLICABLE PROVISION OF LAW BY THE OFFICERS, AGENTS, OR EMPLOYEES OF THE COUNTY, MAY FILE A PROTEST WITH THE PURCHASING DIRECTOR AS PROVIDED IN SECTION 13 OF THE SJC PURCHASING POLICY.

## **TDC Regular Meeting – November 18, 2024**

### Agenda Item 7 – Update on Tourism Marketing Management Structure

As requested by the TDC at the October 21<sup>st</sup> meeting, the County Attorney's Office will be providing a review of contract management options for the Tourism Promotion Marketing Management contract.

## **TDC Regular Meeting – November 18, 2024**

Agenda Item Monthly Reports (Information Only)

### FY2024 MONTHLY LOTDT DASHBOARD

Occupancy Month	Net to TDC	+/- PY
September	\$ 1,162,523	-16.5%
FYTD	\$ 23,184,347	-0.3%
% OF BUDGET		100.0%
% OF FY		102.0%

BUDGETED \$ \$ 22,728,250

#### September Collection Accounts

Description	Count
RV/MH Park or Campground	29
Hotel or Motel	89
Condo / COOP	2323
Apartment / House / Mobile Home	2311
Bed & Breakfast	32
Other	5
Unknown	1
<b>Total</b>	<b>4790</b>

ST. JOHNS COUNTY TOURIST DEVELOPMENT TAX

FISCAL YEAR 2024

OCCUPANCY/REPORTING MONTH	OCT	% PY	NOV	% PY	DEC	% PY	JAN	% PY
GROSS RECEIPTS	\$32,488,036.16	4.3%	\$32,635,663.74	7.9%	\$ 44,077,420.28	10.8%	\$ 36,826,503.76	0.6%
EXEMPT RECEIPTS	-\$1,711,195.56	25.5%	-\$944,153.94	-22.3%	\$ (1,411,329.88)	2.5%	\$ (1,452,798.16)	-13.7%
TAXABLE RECEIPTS	\$ 30,776,840.60	3.4%	\$ 31,691,509.80	9.2%	\$ 42,666,090.40	11.1%	\$ 35,373,705.60	1.2%
<b>TOTAL TAX COLLECTED</b>	<b>\$ 1,538,842.03</b>	<b>3.4%</b>	<b>\$ 1,584,575.49</b>	<b>9.2%</b>	<b>\$ 2,133,304.52</b>	<b>11.1%</b>	<b>\$ 1,768,685.28</b>	<b>1.2%</b>
ADJUSTMENTS								
TOTAL TAX DUE	\$ 1,538,842.03	3.4%	\$ 1,584,575.49	9.2%	\$ 2,133,304.52	11.1%	\$ 1,768,685.28	1.2%
LESS COLLECTION ALLOWANCE	-\$11,256.36		-\$11,199.26		\$ (14,499.07)		\$ (12,862.90)	
PLUS PENALTY	\$5,781.01		\$12,597.73		\$ 13,103.77		\$ 10,835.79	
PLUS INTEREST	\$125.28		\$517.65		\$ 374.57		\$ 359.99	
<b>TOTAL AMOUNT REMITTED</b>	<b>\$ 1,533,491.96</b>	<b>2.0%</b>	<b>\$ 1,586,491.61</b>	<b>9.5%</b>	<b>\$ 2,132,283.79</b>	<b>11.2%</b>	<b>\$ 1,767,018.16</b>	<b>1.4%</b>
LESS TAX COLLECTOR & CLERK	\$ (30,669.84)	2.0%	\$ (31,729.83)	9.5%	\$ (42,645.68)	11.2%	\$ (35,340.36)	1.4%
<b>NET TO TDC</b>	<b>\$ 1,502,822.12</b>	<b>2.0%</b>	<b>\$ 1,554,761.78</b>	<b>9.5%</b>	<b>\$ 2,089,638.11</b>	<b>11.2%</b>	<b>\$ 1,731,677.80</b>	<b>1.4%</b>

	FEB	% PY	MAR	% PY	APR	% PY	MAY	% PY
GROSS RECEIPTS	\$ 42,186,914.73	2.5%	\$ 60,573,492.09	3.9%	\$44,603,364.86	-12.8%	\$42,047,834.64	4.0%
EXEMPT RECEIPTS	\$ (1,321,518.73)	-2.0%	\$ (1,163,145.69)	-15.3%	-\$1,401,599.66	21.1%	-\$1,004,799.44	-32.2%
TAXABLE RECEIPTS	\$ 40,865,396.00	2.6%	\$ 59,410,346.40	4.4%	\$ 43,201,765.20	-13.6%	\$ 41,043,035.20	5.4%
<b>TOTAL TAX COLLECTED</b>	<b>\$ 2,043,269.80</b>	<b>2.6%</b>	<b>\$ 2,970,517.32</b>	<b>4.4%</b>	<b>\$ 2,160,088.26</b>	<b>-13.6%</b>	<b>\$ 2,052,151.76</b>	<b>5.4%</b>
ADJUSTMENTS								
TOTAL TAX DUE	\$ 2,043,269.80	2.6%	\$ 2,970,517.32	4.4%	\$ 2,160,088.26	-13.6%	\$ 2,052,151.76	5.4%
LESS COLLECTION ALLOWANCE	\$ (15,206.61)		\$ (21,269.03)		-\$15,734.65		-\$15,593.70	
PLUS PENALTY	\$ 6,913.68		\$ 13,068.14		\$ 7,667.76		\$ 10,079.70	
PLUS INTEREST	\$ 379.50		\$ 295.53		\$ 274.62		\$ 256.76	
<b>TOTAL AMOUNT REMITTED</b>	<b>\$ 2,035,356.37</b>	<b>2.4%</b>	<b>\$ 2,962,611.96</b>	<b>4.5%</b>	<b>\$ 2,152,295.99</b>	<b>-13.5%</b>	<b>\$ 2,046,894.52</b>	<b>5.6%</b>
LESS TAX COLLECTOR & CLERK	\$ (40,707.13)	2.4%	\$ (59,252.24)	4.5%	\$ (43,045.92)	-13.5%	\$ (40,937.89)	5.6%
<b>NET TO TDC</b>	<b>\$ 1,994,649.24</b>	<b>2.4%</b>	<b>\$ 2,903,359.72</b>	<b>4.5%</b>	<b>\$ 2,109,250.07</b>	<b>-13.5%</b>	<b>\$ 2,005,956.63</b>	<b>5.6%</b>

	JUNE	% PY	JULY	% PY	AUG	% PY	SEP	% PY	YTD
GROSS RECEIPTS	\$48,720,085.01	1.3%	\$51,188,400.49	-5.9%	\$31,370,588.88	5.4%	\$25,475,858.10	-14.2%	<b>\$492,194,162.74</b>
EXEMPT RECEIPTS	-\$2,739,042.21	62.0%	-\$1,670,738.29	19.5%	-\$1,415,188.08	32.1%	-\$1,740,330.90	31.1%	<b>-\$17,975,840.54</b>
TAXABLE RECEIPTS	\$ 45,981,042.80	-0.9%	\$ 49,517,662.20	-6.5%	\$ 29,955,400.80	4.4%	\$ 23,735,527.20	-16.3%	<b>\$474,218,322.20</b>
<b>TOTAL TAX COLLECTED</b>	<b>\$ 2,299,052.14</b>	<b>-0.9%</b>	<b>\$ 2,475,883.11</b>	<b>-6.5%</b>	<b>\$ 1,497,770.04</b>	<b>4.4%</b>	<b>\$ 1,186,776.36</b>	<b>-16.3%</b>	<b>\$23,710,916.11</b>
ADJUSTMENTS									
TOTAL TAX DUE	\$ 2,299,052.14	-0.9%	\$ 2,475,883.11	-6.5%	\$ 1,497,770.04	4.4%	\$ 1,186,776.36	-16.3%	<b>\$23,710,916.11</b>
LESS COLLECTION ALLOWANCE	-20517.69		-\$21,869.84		-\$13,247.18		-\$10,465.23		
PLUS PENALTY	\$15,186.69		\$8,293.18		\$12,770.94		\$9,650.62		
PLUS INTEREST	\$553.65		\$322.37		\$607.56		\$286.27		
<b>TOTAL AMOUNT REMITTED</b>	<b>\$ 2,294,274.79</b>	<b>-0.7%</b>	<b>\$ 2,462,628.82</b>	<b>-6.6%</b>	<b>\$ 1,497,901.36</b>	<b>4.4%</b>	<b>\$ 1,186,248.02</b>	<b>-16.5%</b>	<b>\$23,657,497.35</b>
LESS TAX COLLECTOR & CLERK	\$ (45,885.50)	-0.7%	\$ (49,252.58)	-6.6%	\$ (29,958.03)	4.4%	\$ (23,724.96)	-16.5%	<b>-\$473,149.95</b>
<b>NET TO TDC</b>	<b>\$ 2,248,389.29</b>	<b>-0.7%</b>	<b>\$ 2,413,376.24</b>	<b>-6.6%</b>	<b>\$ 1,467,943.33</b>	<b>4.4%</b>	<b>\$ 1,162,523.06</b>	<b>-16.5%</b>	<b>\$23,184,347.40</b>

Budgeted \$ 22,728,250  
 % of Budget 100.0%  
 % of FY 102.0%

**FY 2024 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE**

OCC. MNTH	H/M	%	PV+-	Condo	%	PV+-	Apts	%	PV+-
October	\$965,713.21	63.0%	-0.1%	\$174,758.10	11.4%	3.3%	\$290,978.14	19.0%	6.4%
November	\$996,715.32	62.8%	7.2%	\$140,001.45	8.8%	-4.9%	\$324,584.74	20.5%	18.2%
December	\$1,342,883.84	63.0%	6.7%	\$216,882.95	10.2%	9.8%	\$417,240.38	19.6%	29.4%
<b>2024 Janaury</b>	\$971,674.24	55.0%	-0.4%	\$282,359.02	16.0%	4.9%	\$360,583.11	20.4%	10.2%
February	\$1,152,962.35	56.6%	-0.6%	\$338,312.47	16.6%	-1.2%	\$390,867.16	19.2%	17.3%
March	\$1,679,403.86	56.7%	-2.6%	\$499,274.57	16.9%	28.4%	\$626,604.29	21.2%	19.0%
April	\$1,278,084.51	59.4%	-7.2%	\$317,376.14	14.7%	-26.9%	\$428,365.25	19.9%	-13.1%
May	\$1,184,491.16	57.9%	4.6%	\$287,980.10	14.1%	-5.3%	\$464,876.43	22.7%	23.0%
June	\$1,023,829.29	44.6%	-8.3%	\$595,813.32	26.0%	6.8%	\$563,602.73	24.6%	10.4%
July	\$1,124,347.49	45.7%	-8.0%	\$580,432.07	23.6%	-13.0%	\$670,701.33	27.2%	5.7%
August	\$783,233.97	52.3%	-1.4%	\$245,015.26	16.4%	-0.5%	\$391,307.46	26.1%	21.7%
September	\$703,149.39	59.3%	-15.9%	\$164,201.84	13.8%	-14.9%	\$258,746.15	21.8%	-14.3%

OCC. MNTH	Camp	%	PV+-	B&B	%	PV+-	TOTAL
October	\$45,875.33	3.0%	-8.3%	\$56,167.18	3.7%	29.0%	\$ 1,533,491.96
November	\$58,556.22	3.7%	20.2%	\$66,633.88	4.2%	37.4%	\$ 1,586,491.61
December	\$51,422.75	2.4%	-2.7%	\$103,853.87	4.9%	20.6%	\$ 2,132,283.79
<b>2024 Janaury</b>	\$81,619.84	4.6%	-16.0%	\$70,781.95	4.0%	-4.3%	\$ 1,767,018.16
February	\$82,319.67	4.0%	-1.9%	\$70,894.72	3.5%	3.4%	\$ 2,035,356.37
March	\$72,277.50	2.4%	-0.5%	\$85,051.74	2.9%	-31.4%	\$ 2,962,611.96
April	\$59,282.56	2.8%	-40.9%	\$69,187.53	3.2%	-18.4%	\$ 2,152,295.99
May	\$50,382.28	2.5%	-18.8%	\$59,164.55	2.9%	-4.5%	\$ 2,046,894.52
June	\$61,902.41	2.7%	-3.0%	\$49,127.04	2.1%	-20.8%	\$ 2,294,274.79
July	\$44,108.01	1.8%	-24.8%	\$43,039.92	1.7%	-19.9%	\$ 2,462,628.82
August	\$43,219.90	2.9%	12.5%	\$35,124.77	2.3%	3.1%	\$ 1,497,901.36
September	\$24,852.30	2.1%	-36.9%	\$35,298.34	3.0%	-30.9%	\$ 1,186,248.02



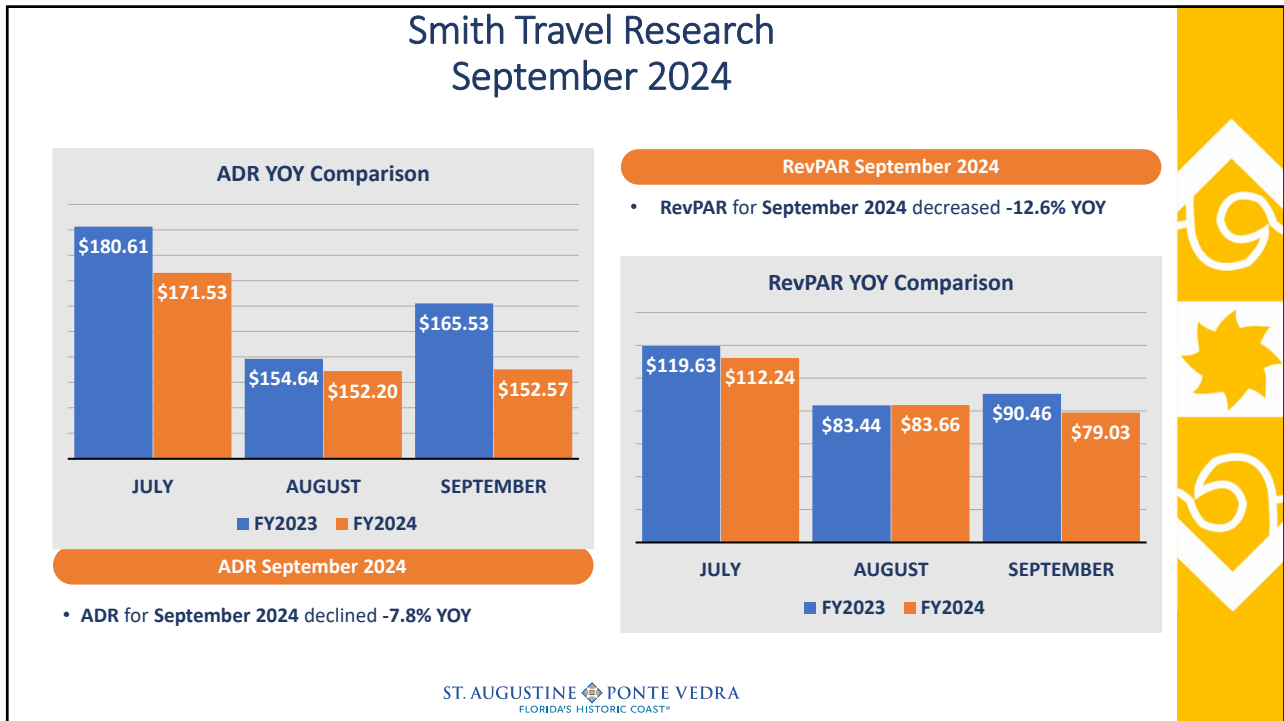
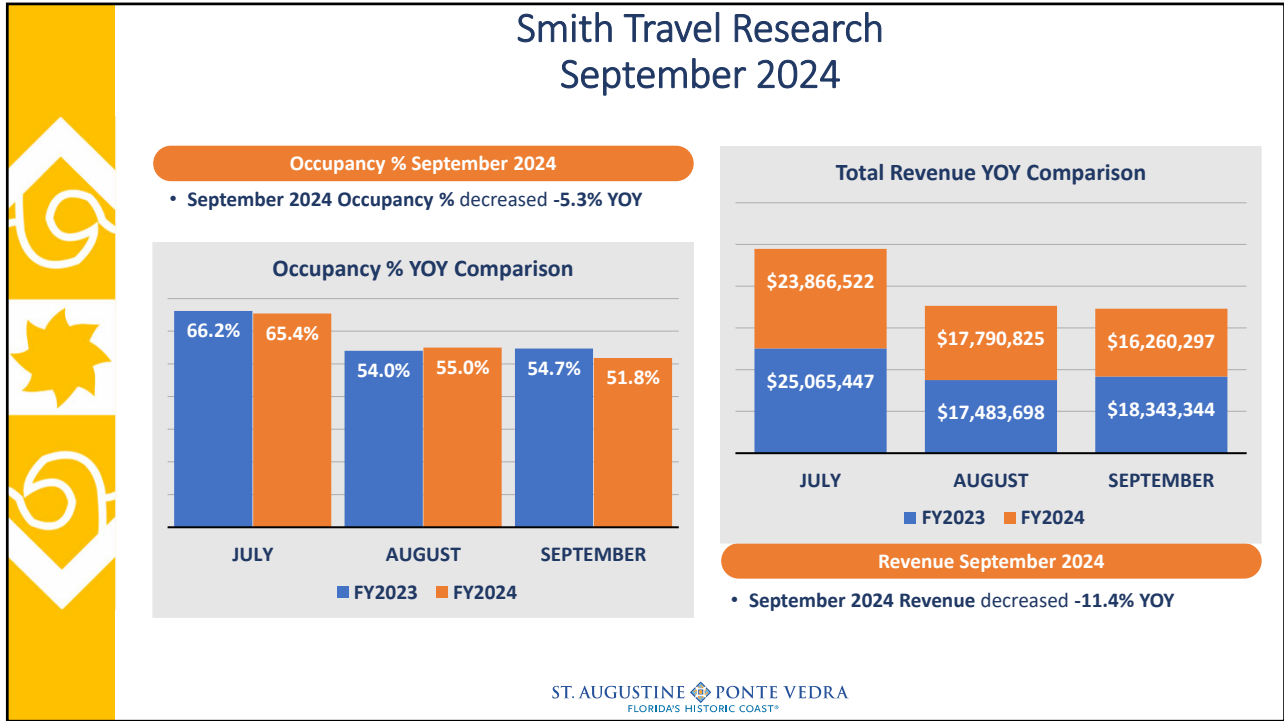
**FY 2024 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE**

ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

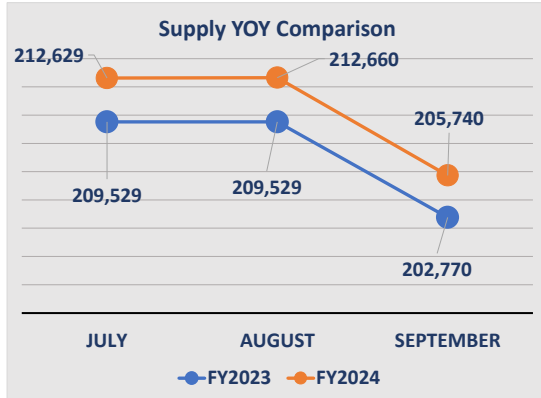
	Anastasia Island			Ponte Vedra Beach			St. Augustine/Villano/N. Bch			Shores/South/207		
	32080	% TTL	+/- PY	32082	% TTL	+/- PY	32084	% TTL	+/- PY	32086	% TTL	+/- PY
<b>Fiscal Year 2024</b>												
<b>OCT</b>	\$458,785.26	29.9%	10.4%	\$346,735.47	22.6%	-3.1%	\$598,594.10	39.0%	2.6%	\$21,514.87	1.4%	13.5%
<b>NOV</b>	\$423,126.90	26.7%	1.4%	\$314,505.09	19.8%	15.5%	\$719,780.00	45.4%	16.3%	\$29,354.81	1.9%	20.5%
<b>DEC</b>	\$628,926.94	29.5%	16.3%	\$272,734.53	12.8%	-9.8%	\$1,071,943.43	50.3%	18.6%	\$23,732.91	1.1%	-24.2%
<b>JAN</b>	\$573,896.91	32.5%	-2.2%	\$300,487.45	17.0%	5.1%	\$738,881.66	41.8%	4.3%	\$40,059.75	2.3%	1.2%
<b>FEB</b>	\$701,438.41	34.5%	-1.5%	\$377,805.70	18.6%	2.6%	\$785,933.94	38.6%	7.4%	\$41,194.76	2.0%	2.6%
<b>MAR</b>	\$1,057,288.74	35.7%	8.9%	\$643,142.66	21.7%	7.3%	\$1,065,916.32	36.0%	-0.2%	\$27,850.75	0.9%	12.8%
<b>APR</b>	\$750,688.08	34.9%	-21.4%	\$466,336.04	21.7%	-10.1%	\$785,190.44	36.5%	-5.6%	\$18,803.06	0.9%	-67.4%
<b>MAY</b>	\$703,253.57	34.4%	-0.7%	\$467,851.99	22.9%	21.0%	\$735,947.33	36.0%	4.6%	\$18,310.61	0.9%	-31.6%
<b>JUN</b>	\$1,101,863.27	48.0%	6.8%	\$379,891.90	16.6%	-9.1%	\$688,057.00	30.0%	-3.9%	\$26,852.80	1.2%	-3.7%
<b>JUL</b>	\$1,099,610.73	44.7%	-11.2%	\$479,198.70	19.5%	2.6%	\$736,363.50	29.9%	-7.8%	\$20,581.09	0.8%	-19.7%
<b>AUG</b>	\$567,500.34	37.9%	1.8%	\$276,619.01	18.5%	2.5%	\$537,126.12	35.9%	7.3%	\$22,253.30	1.5%	26.5%
<b>SEP</b>	\$402,861.51	34.0%	-15.6%	\$243,207.09	20.5%	-17.1%	\$447,515.92	37.7%	-17.9%	\$11,826.08	1.0%	-32.5%
<b>FY YTD</b>	<b>\$ 8,469,241</b>			<b>\$ 4,568,516</b>			<b>\$ 8,911,250</b>			<b>\$ 302,335</b>		

	WGV + west of I95			I95&SR16 + Palencia			Other			TOTAL	
	32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95	OTHER	% TTL		+/- PY
<b>OCT</b>	\$90,336.88	5.9%	-15.1%	\$11,063.05	0.7%	-24.2%	6.6%	\$6,462.33	0.4%	12.1%	<b>\$ 1,533,491.96</b>
<b>NOV</b>	\$81,116.49	5.1%	-13.0%	\$13,675.00	0.9%	-6.8%	6.0%	\$4,933.31	0.3%	-38.4%	<b>\$ 1,586,491.60</b>
<b>DEC</b>	\$107,424.60	5.0%	1.7%	\$17,548.50	0.8%	-7.0%	5.9%	\$9,972.88	0.5%	-29.6%	<b>\$ 2,132,283.79</b>
<b>JAN</b>	\$86,479.78	4.9%	-13.2%	\$14,326.45	0.8%	-12.3%	5.7%	\$12,886.16	0.7%	121.0%	<b>\$ 1,767,018.16</b>
<b>FEB</b>	\$104,764.89	5.1%	-7.0%	\$16,668.54	0.8%	7.6%	6.0%	\$7,550.13	0.4%	-1.6%	<b>\$ 2,035,356.37</b>
<b>MAR</b>	\$139,048.70	4.7%	0.8%	\$19,411.47	0.7%	-25.7%	5.3%	\$9,953.32	0.3%	7.4%	<b>\$ 2,962,611.96</b>
<b>APR</b>	\$107,804.93	5.0%	8.8%	\$15,496.40	0.7%	-14.4%	5.7%	\$7,977.04	0.4%	-13.7%	<b>\$ 2,152,295.99</b>
<b>MAY</b>	\$97,939.81	4.8%	8.1%	\$15,198.44	0.7%	7.8%	5.5%	\$8,392.77	0.4%	3.9%	<b>\$ 2,046,894.52</b>
<b>JUN</b>	\$87,716.53	3.8%	-5.9%	\$2,125.78	0.1%	-86.6%	3.9%	\$7,767.51	0.3%	-3.3%	<b>\$ 2,294,274.79</b>
<b>JUL</b>	\$79,299.79	3.2%	-9.8%	\$25,010.09	1.0%	153.0%	4.2%	\$22,564.92	0.9%	139.9%	<b>\$ 2,462,628.82</b>
<b>AUG</b>	\$77,353.74	5.2%	2.4%	\$10,602.63	0.7%	44.1%	5.9%	\$6,446.22	0.4%	4.6%	<b>\$ 1,497,901.36</b>
<b>SEP</b>	\$66,701.48	5.6%	-13.1%	\$8,704.23	0.7%	33.4%	6.4%	\$5,431.71	0.5%	18.8%	<b>\$ 1,186,248.02</b>
<b>FY YTD</b>	<b>\$ 1,125,988</b>			<b>\$ 169,831</b>				<b>\$ 110,338</b>			<b>\$ 23,657,497</b>





## Smith Travel Research September 2024

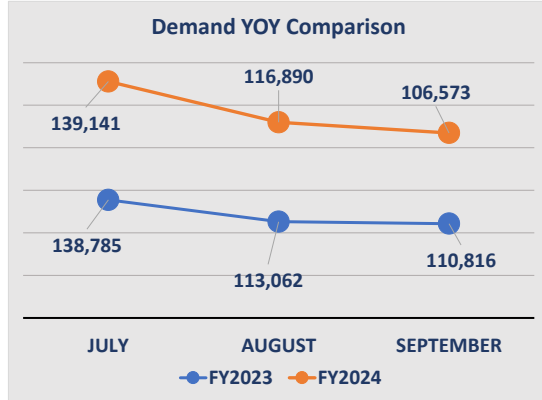


**Supply September 2024**

- September 2024 Supply increased +1.5% YOY

**Demand September 2024**

- Demand for September 2024 decreased -3.8% YOY

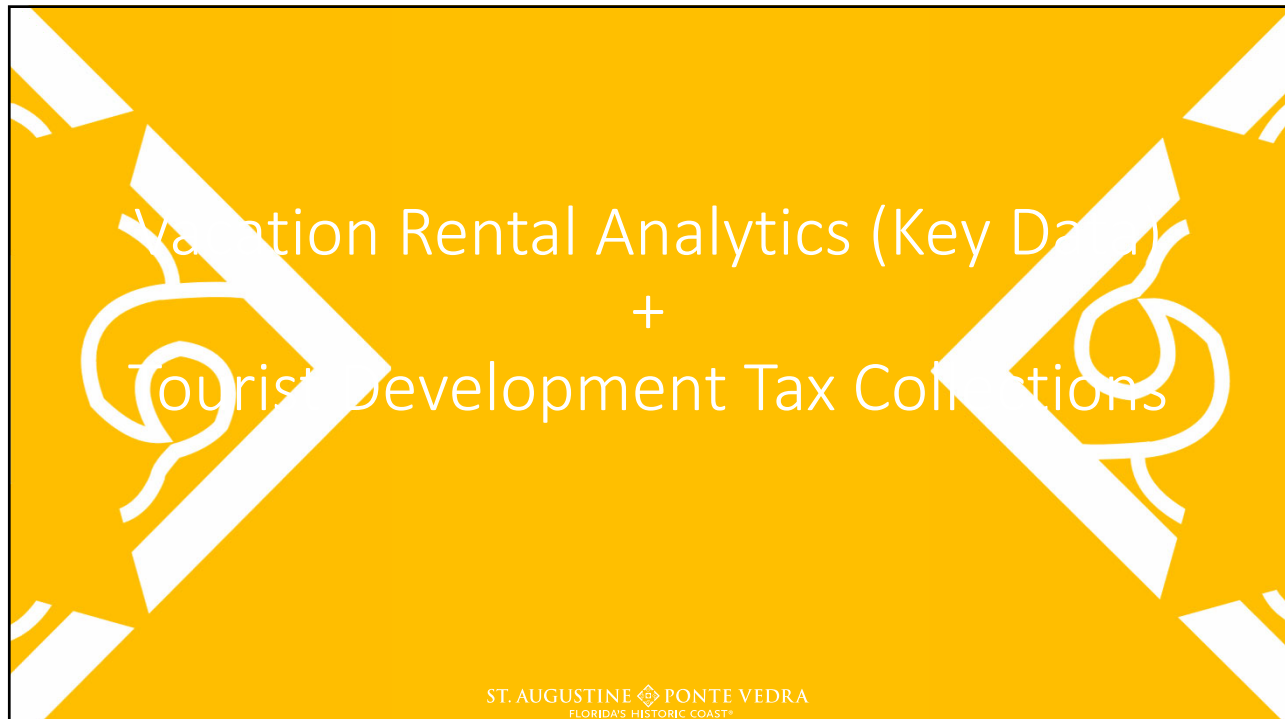


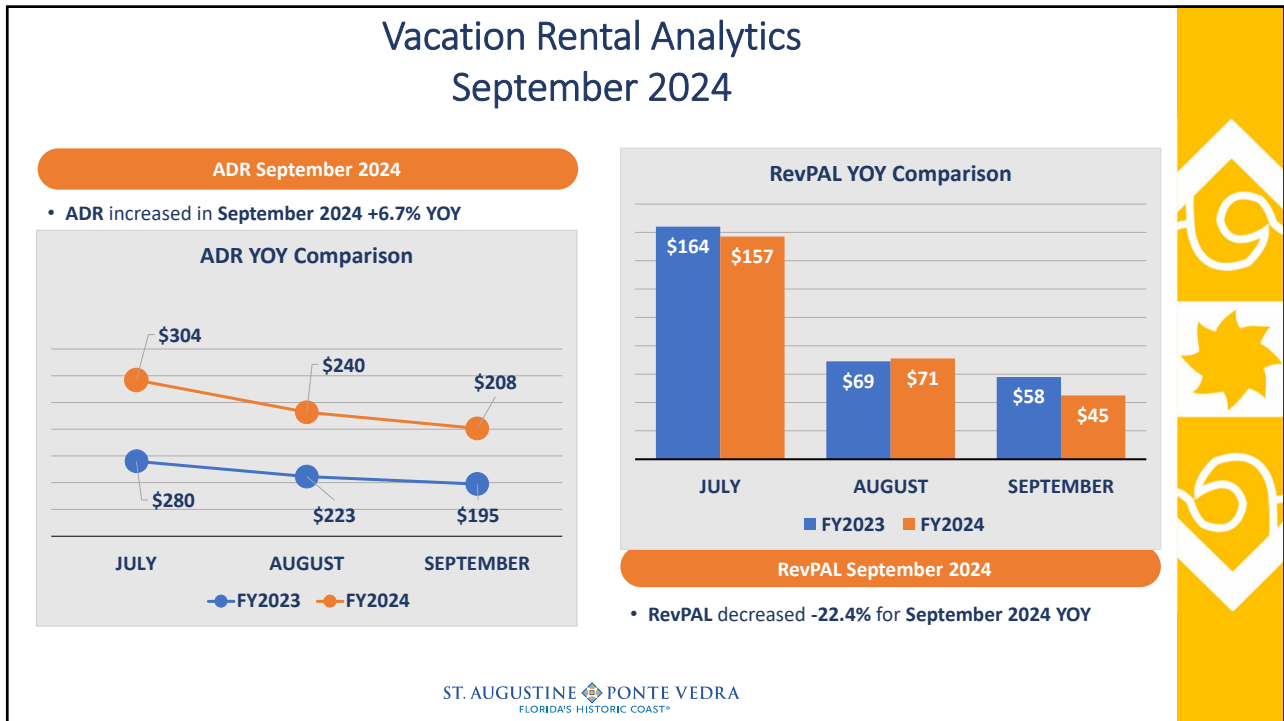
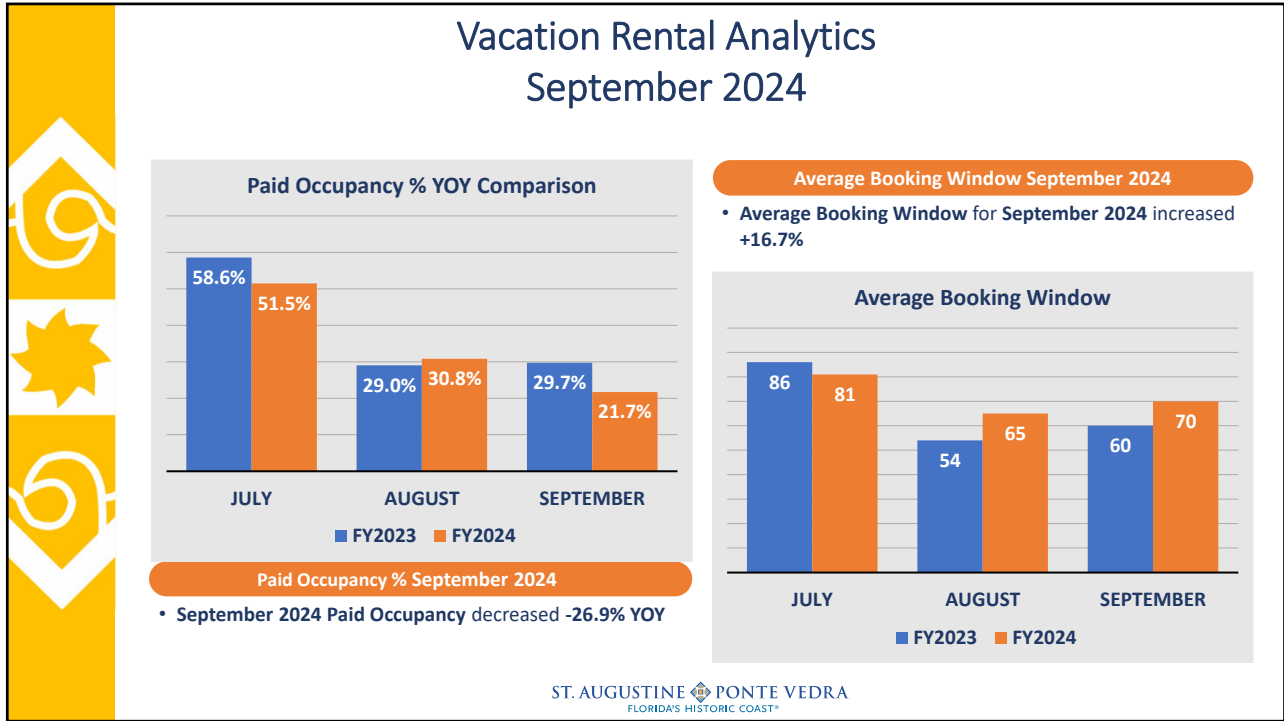
## September 2024 vs. September 2023 Comp Set

Current Month - September 2024 vs September 2023						
	Occ %	ADR	Percent Change from YTD 2023			
	2024	2024	Occ	ADR	RevPAR	Room Rev
Hillsborough County, FL	65.8	143.17	3.2	2.3	5.6	6.1
Nassau County, FL	58.4	241.40	1.2	3.3	4.5	-1.4
Pinellas County, FL	57.3	143.89	0.7	-6.4	-5.8	-4.9
St Johns County, FL	51.8	152.57	-5.3	-7.8	-12.6	-11.4
Charleston, SC	68.3	173.15	-0.5	0.6	0.1	0.3
Jacksonville, FL	60.4	126.49	-3.2	-4.0	-7.1	-5.8
Myrtle Beach, SC	57.0	117.72	0.5	-2.1	-1.5	-1.8
Orlando, FL	64.3	175.80	-3.1	2.3	-0.9	-0.7
Sarasota, FL	56.5	141.21	2.7	-2.0	0.6	3.6
Savannah, GA	68.8	138.41	-1.5	-4.5	-5.9	-3.2
Fort Walton Beach, FL	57.2	156.01	-3.4	-6.9	-10.1	-7.3
Daytona Beach, FL	46.2	110.88	0.7	-7.8	-7.2	-6.9
Zip Code 32084+	53.2	139.40	-7.4	-11.1	-17.7	-14.3
Zip Code 32080+	53.1	142.79	-4.4	-9.1	-13.1	-13.1
Zip Code 32092+	52.4	100.00	-1.0	-5.7	-6.7	-6.7
Ponte Veda+	48.4	272.80	-9.6	3.1	-6.8	-8.7

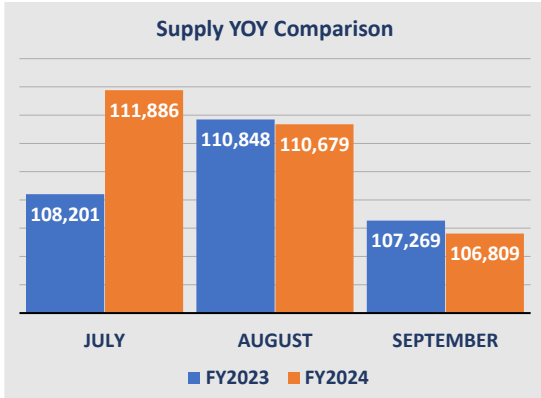
## Glossary of Terms

- Room Night=> One room times one night, it is a basic component of calculations for occupancy, demand, supply, ADR and RevPAR/L;
- Occupancy=> Percent of available room nights that are occupied in a given period of time (Room nights sold divided by available room nights expressed as a percentage);
- ADR=> Average Daily Room Rate (Revenue from the sale of room nights divided by the number of room nights occupied);
- RevPAR/L=> Average revenue per available room night or listing night (Revenue from the sale of rooms in a specific period divided by all available room nights for the period);
- Demand=> Number of room nights sold in a given period of time;
- Supply=> Total number of room nights or listing nights available for sale in a given period (Smith Travel Research (STR) requires that a room be out of order for at least six months before it can be taken out of available room counts);
- Gross Revenue=> Revenue from the sale of rooms in a given period;
- FYTD=> Fiscal year to date





## Vacation Rental Analytics September 2024

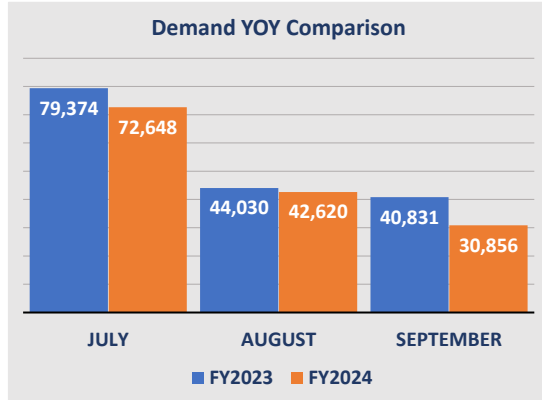


**Supply September 2024**

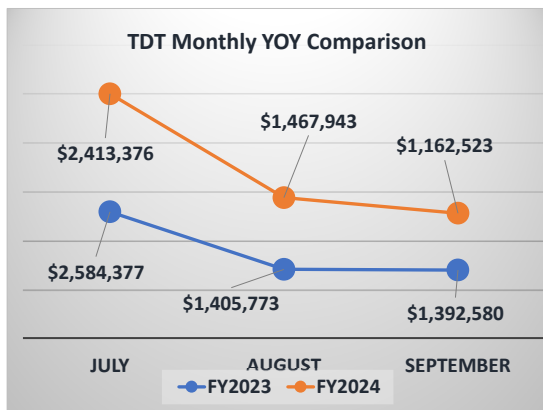
• September 2024 Supply is flat YOY

**Demand September 2024**

• Demand decreased -24.4% for September 2024 YOY



## Tourist Development Tax Collections September 2024

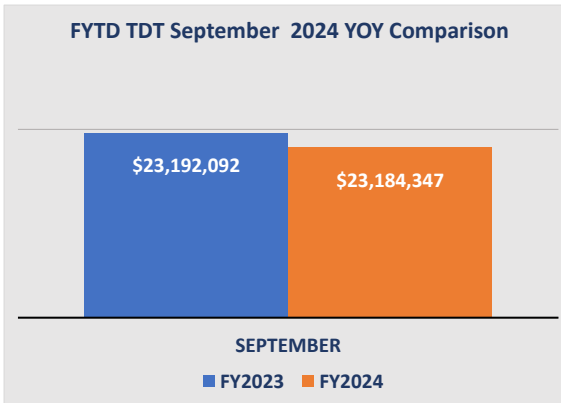


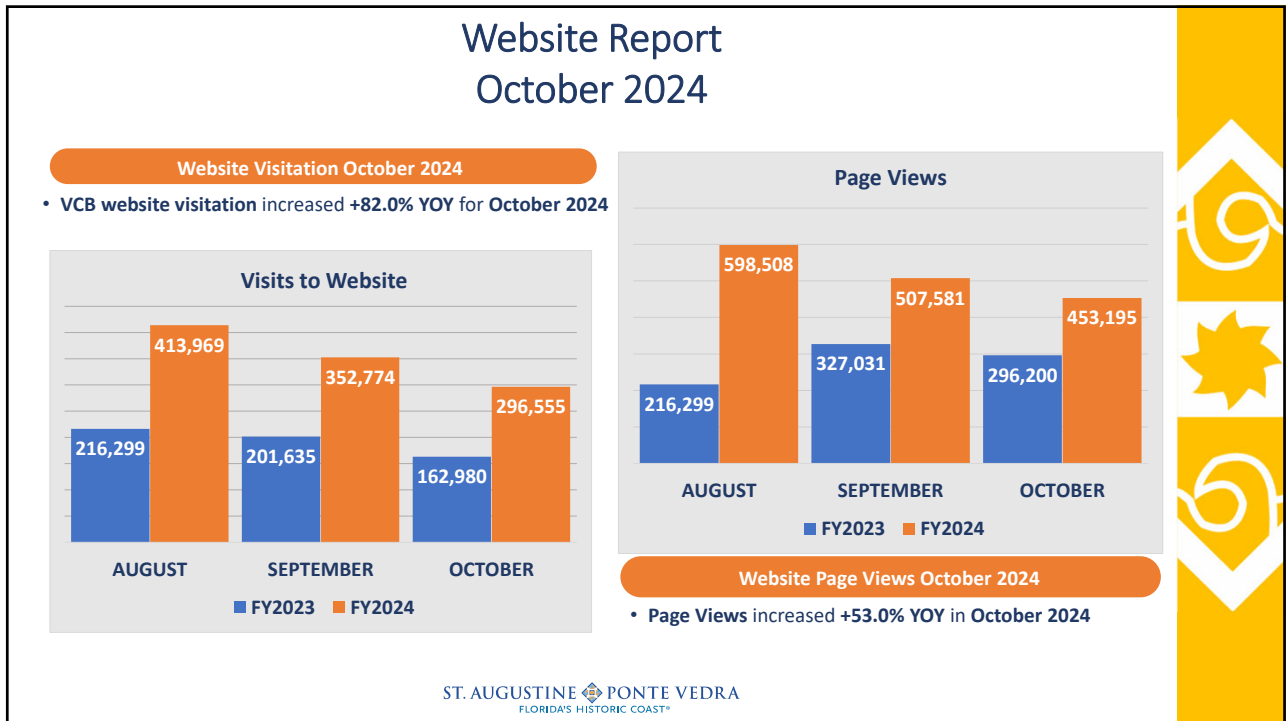
**TDT Collections September 2024**

• September 2024 TDT decreased -16.5% YOY

**FYTD TDT September 2024**

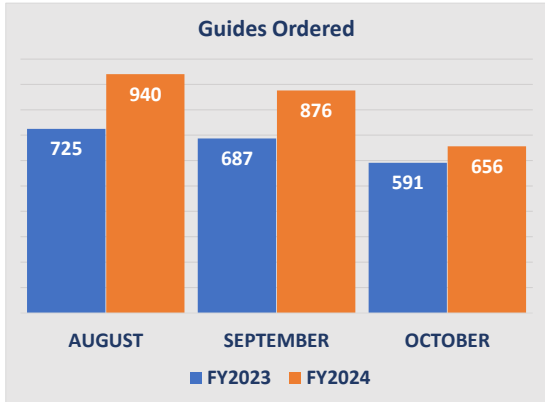
• FYTD TDT Collections are flat year-over-year







## Website Report October 2024

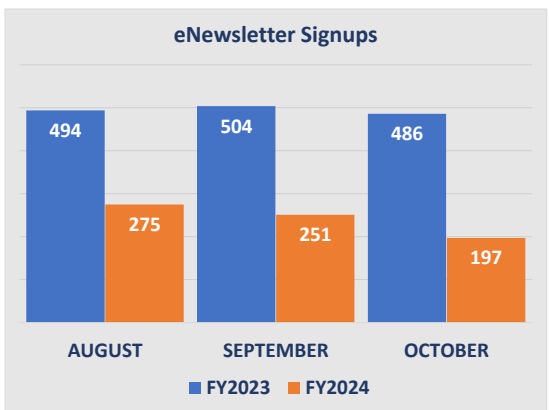


**Guides Ordered October 2024**

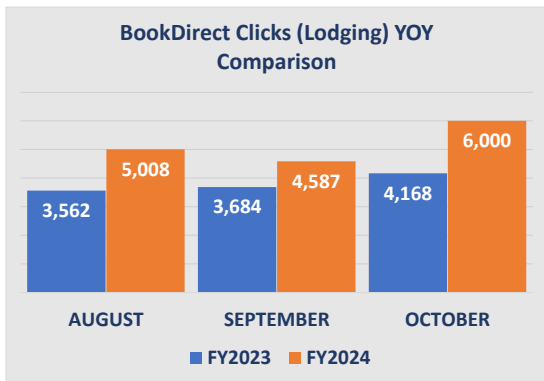
- Guides ordered increased for **October 2024**, up **+11.0% YOY**

**eNewsletter Signups October 2024**

- October 2024 eNewsletter signups decreased **-59.5% YOY**

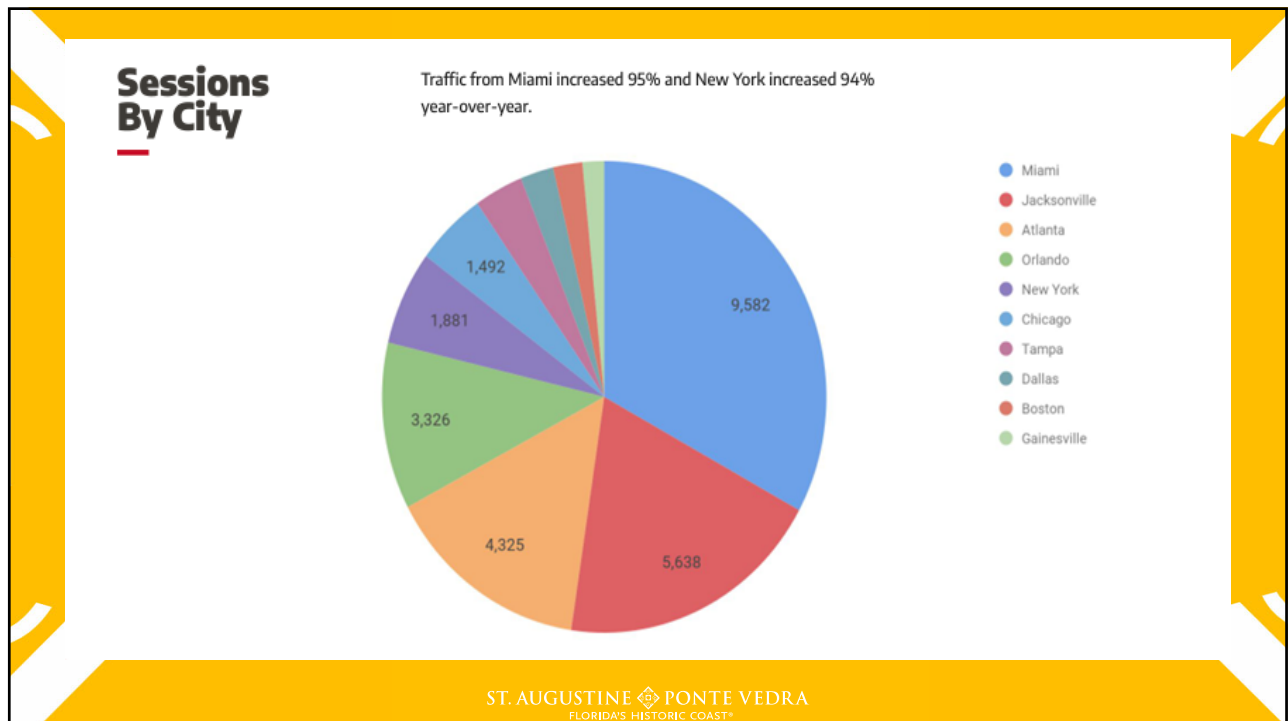
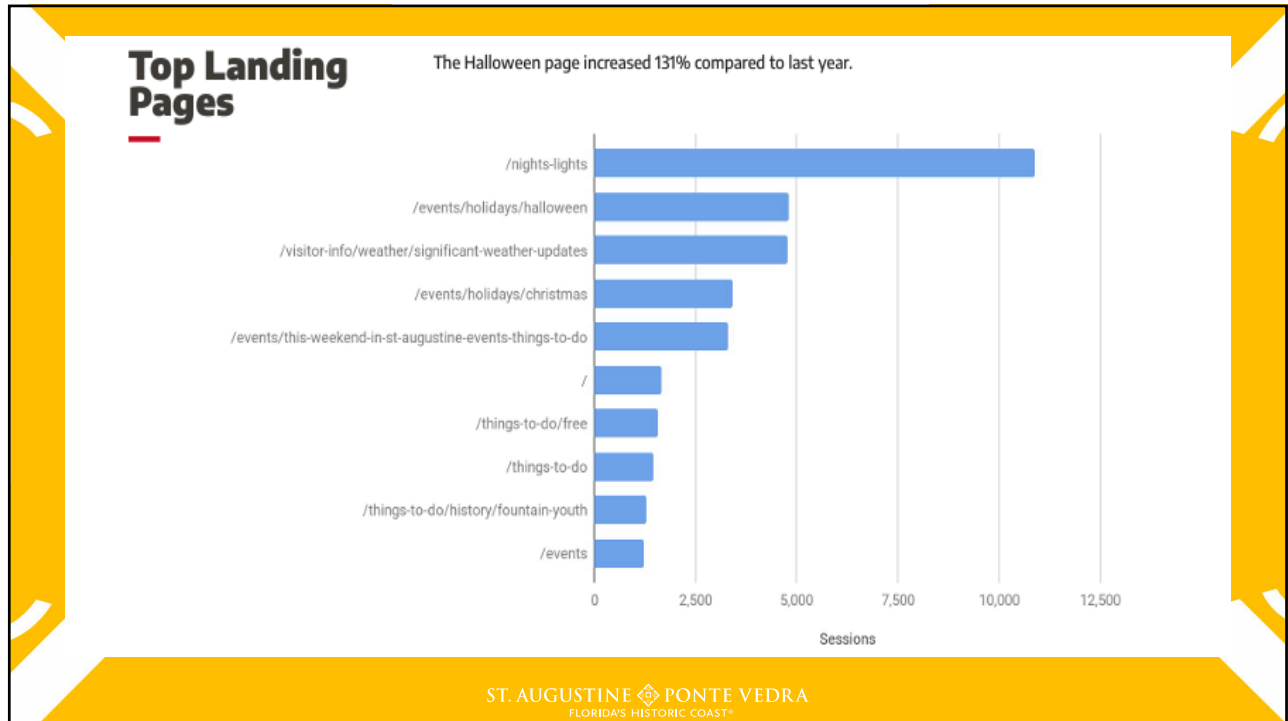


## Website Report October 2024




**BookDirect Clicks October 2024**

- BookDirect clicks increased for **October 2024** to **6,000 clicks (+44.0% YOY)**




### Hispanic Microsite Performance

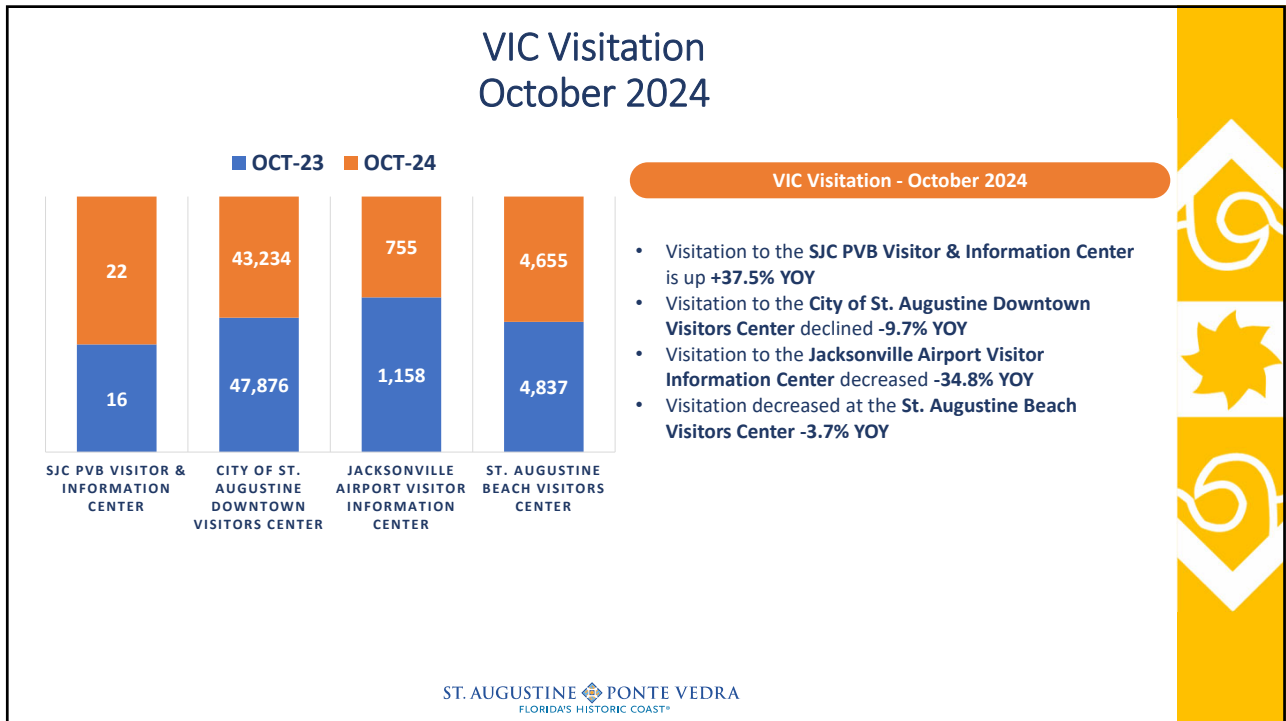
<b>1,097</b> VISITS TO WEBSITE -5% YOY	<b>963</b> TOTAL USERS -4% YOY	<b>982</b> VISIT FROM ORGANIC -1% YOY	<b>3,065</b> PAGE VIEWS +31% YOY
<b>0:01:46</b> AVERAGE ENGAGEMENT TIME PER SESSION 0% YOY	<b>842</b> ENGAGED SESSIONS +6% YOY	<b>76.75%</b> ENGAGEMENT RATE +8% YOY	

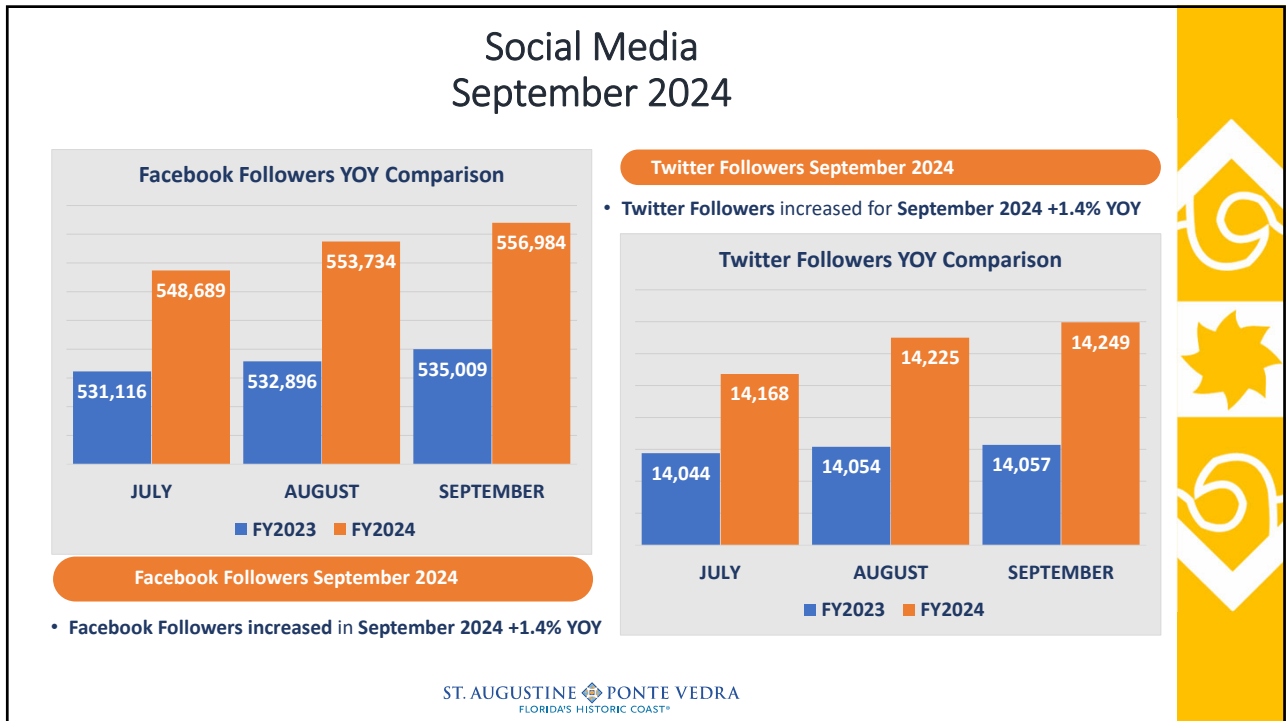
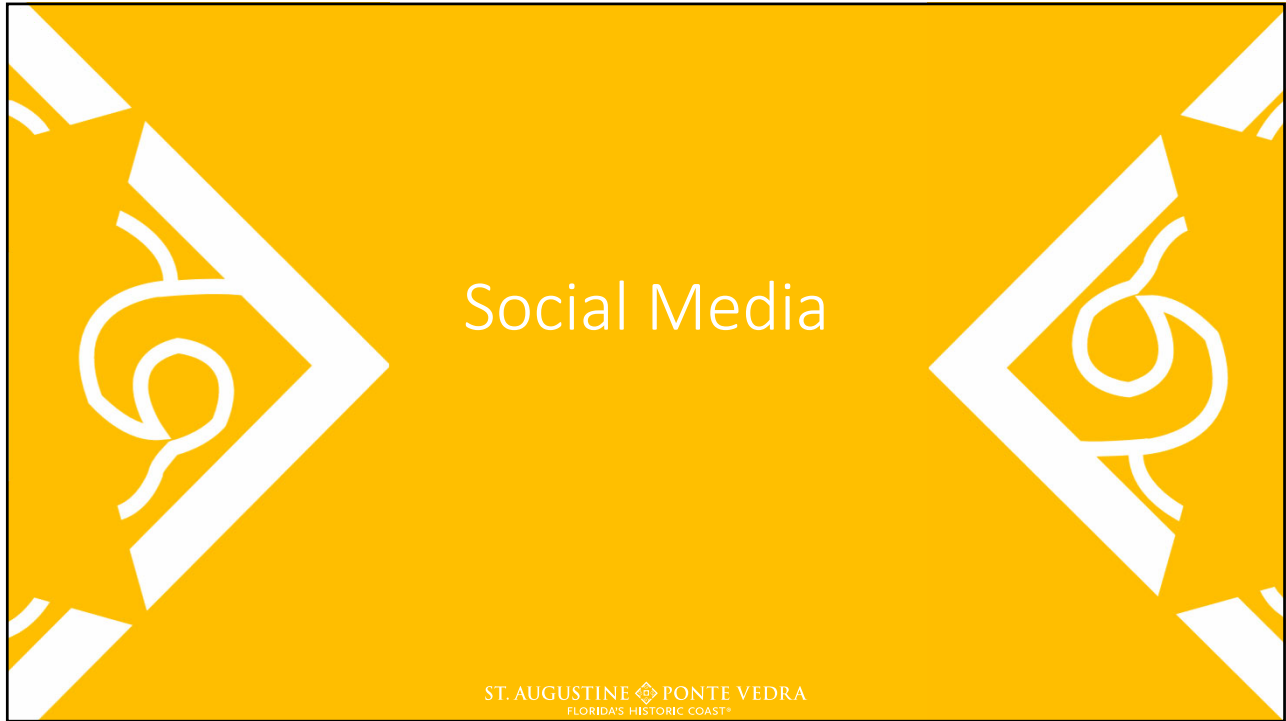
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FLORIDA'S HISTORIC COAST®

### Email Performance

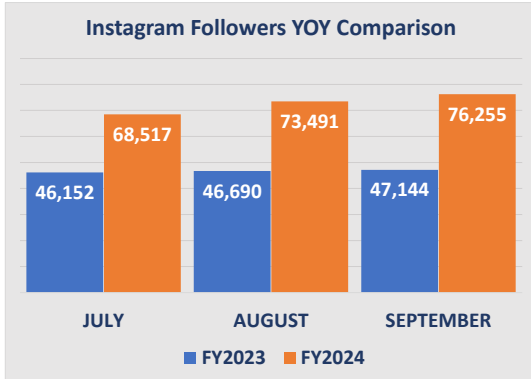
<b>Opt-in Subscribers</b>		<b>Other Source Subscribers</b>	
<b>34,905</b> MESSAGES SENT	<b>47%</b> CTOR	<b>194,140</b> MESSAGES SENT	<b>48%</b> CTOR
<b>1,756</b> SESSIONS	<b>04:18</b> AVG. SESSION DURATION	<b>1,152</b> SESSIONS	<b>04:39</b> AVG. SESSION DURATION

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## Social Media September 2024

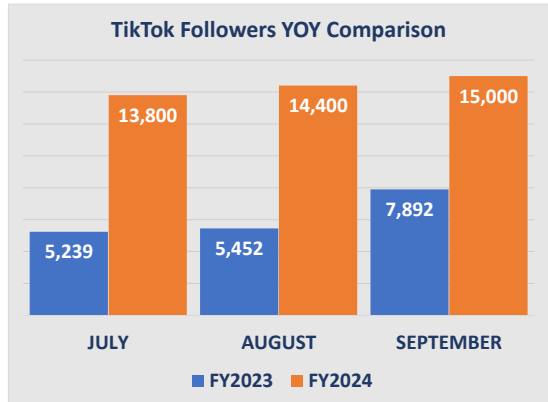


**Instagram Followers September 2024**

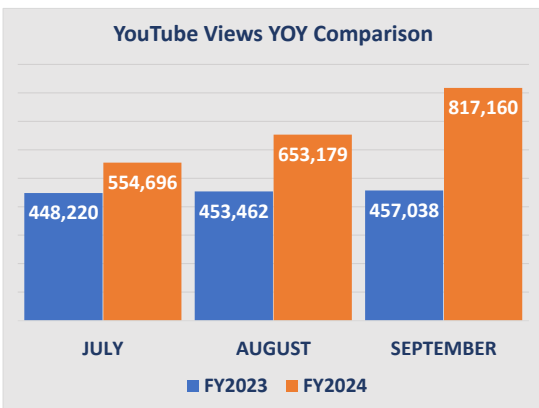
- Instagram grew in September 2024 +61.7% YOY

**TikTok Followers September 2024**

- TikTok Followers increased in September 2024 +90.0% YOY

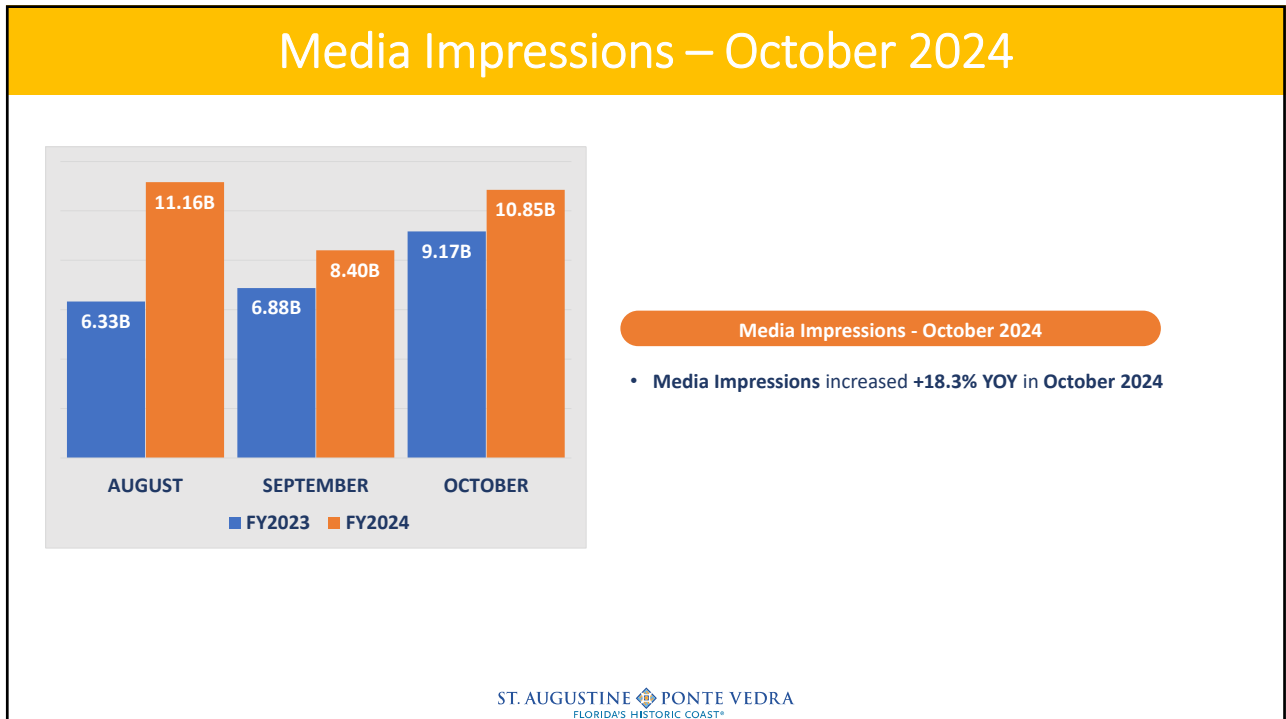
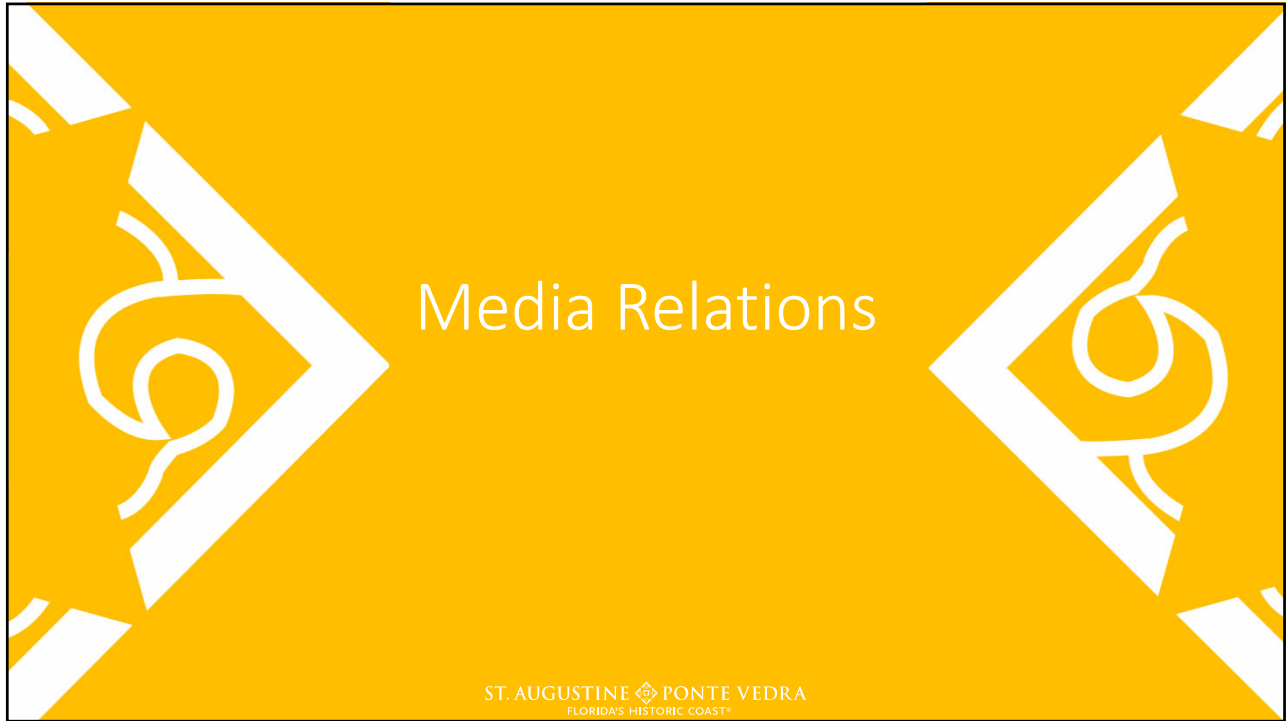


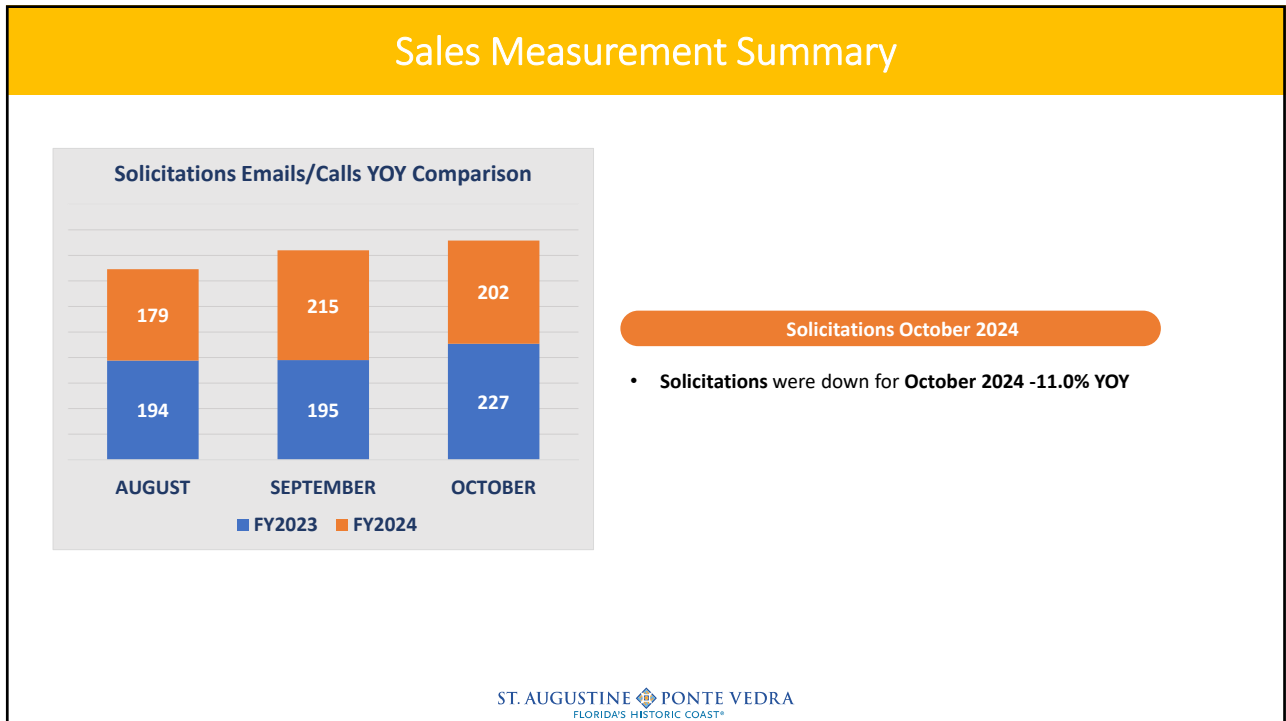
## Social Media September 2024



**YouTube Views September 2024**

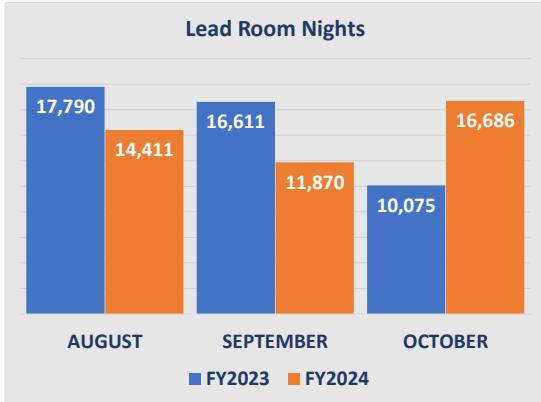
- YouTube Views increased in September 2024 +78.8% YOY







## Sales Report October 2024

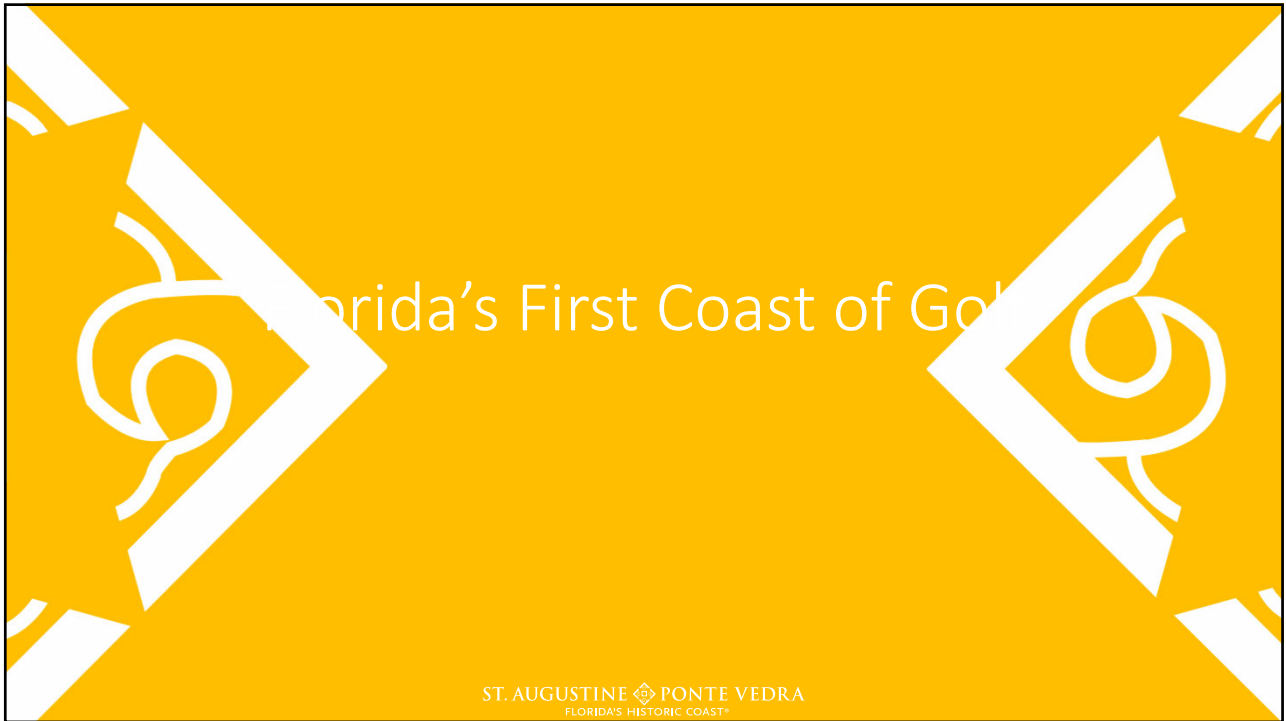
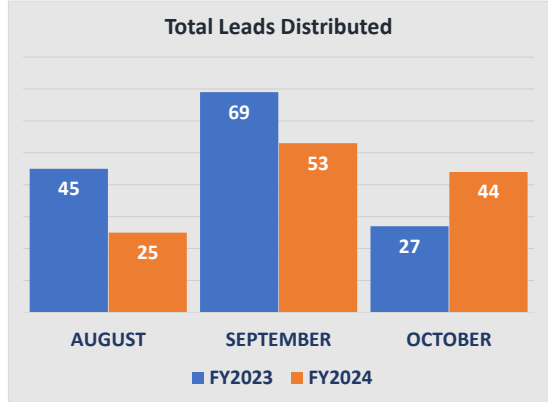


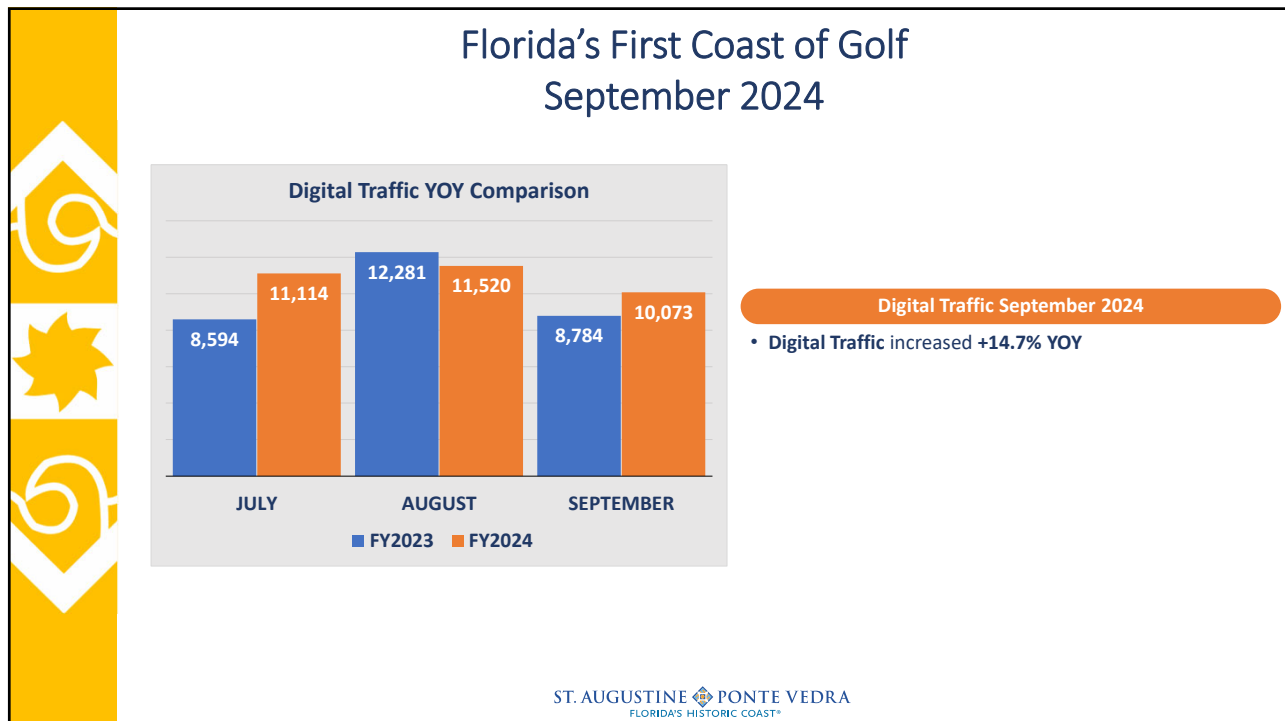
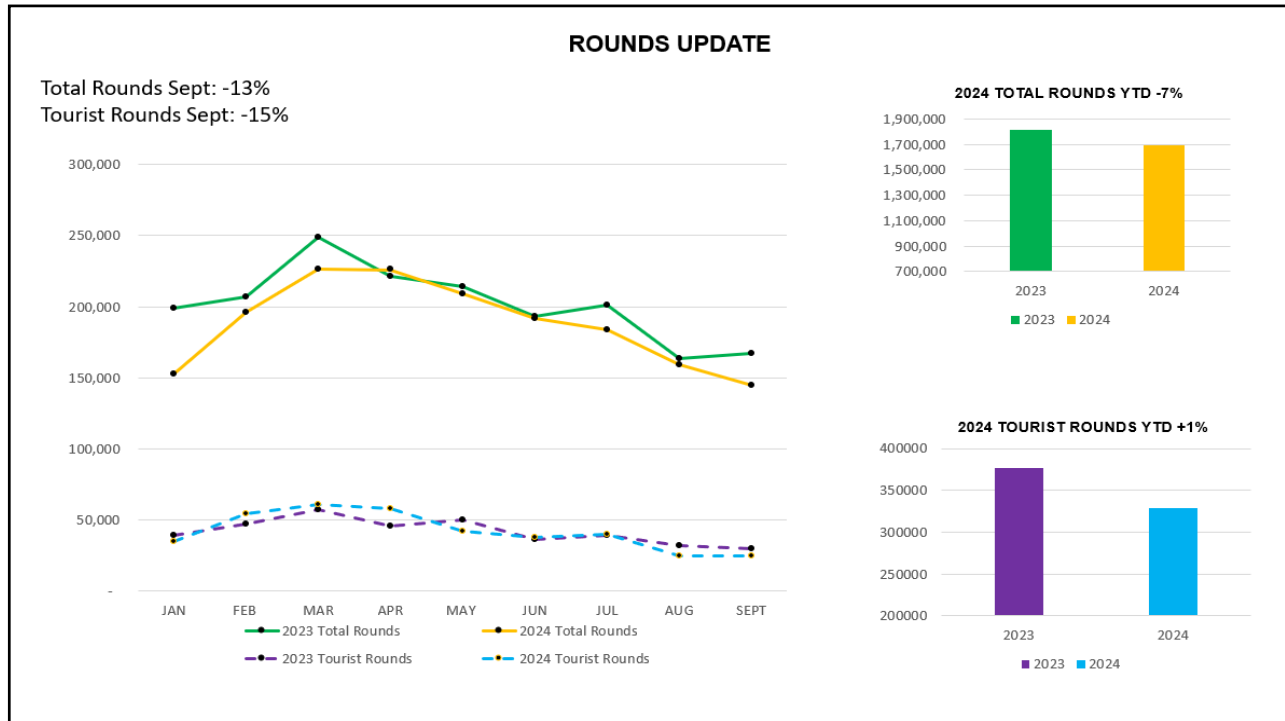
Lead Room Nights October 2024

• October 2024 Lead Room Nights increased +65.6% YOY

Lead Distribution October 2024

• October 2024 Lead Distribution increased +63.0% YOY

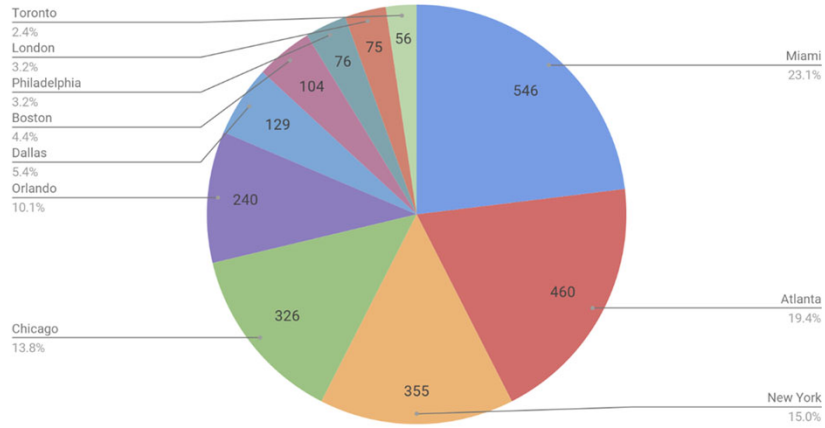






ORGANIC TRAFFIC | JULY-AUGUST  
**SESSIONS BY CITY**

We are seeing strong increases with all of these top markets compared to last year.



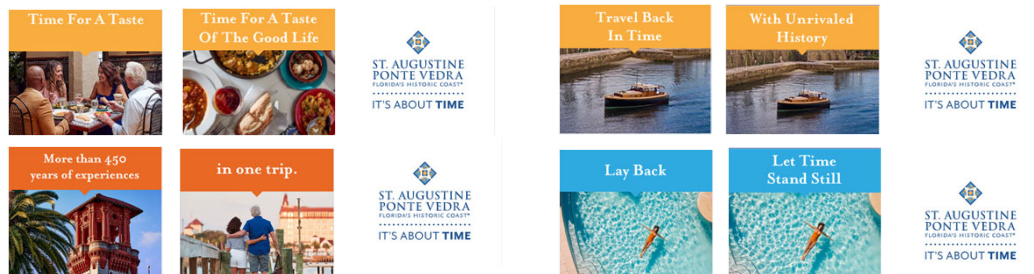
Advertising Report

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# Creative: B2C

## Digital

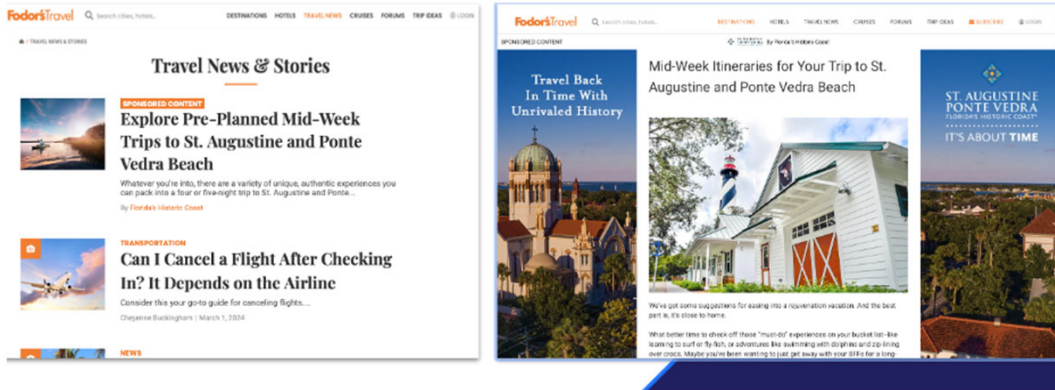
- In September 2024, Google Paid Search delivered 174,500 impressions from 9/1-9/15/2024
- In September 2024, Tripadvisor’s annual delivered 13,821 impressions from 9/1-9/15/2024
- Facebook/Instagram multiple campaigns delivered 6,087,362 impressions from 9/1-9/30/2024
- In September 2024, YouTube delivered 3,015,081 impressions from 9/1-9/30/2024



©2022 |

## Nativo Native Unit

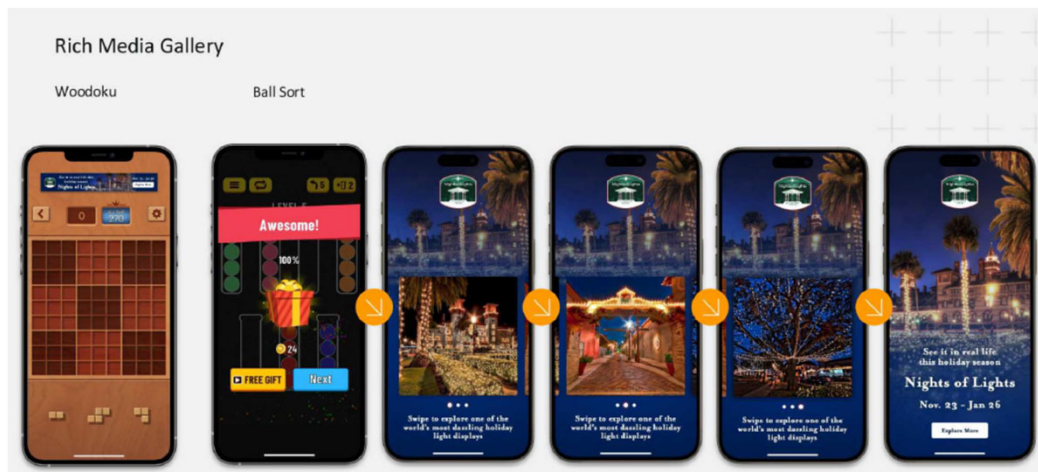
- Nativo native campaign for flight #2 ended in September 2024



©2022 |

## Jun Group Rich Media Campaign

- Rich Media campaign for Nights of Lights delivered 1,658,921 impressions in September 2024



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## Nights of Lights Campaign

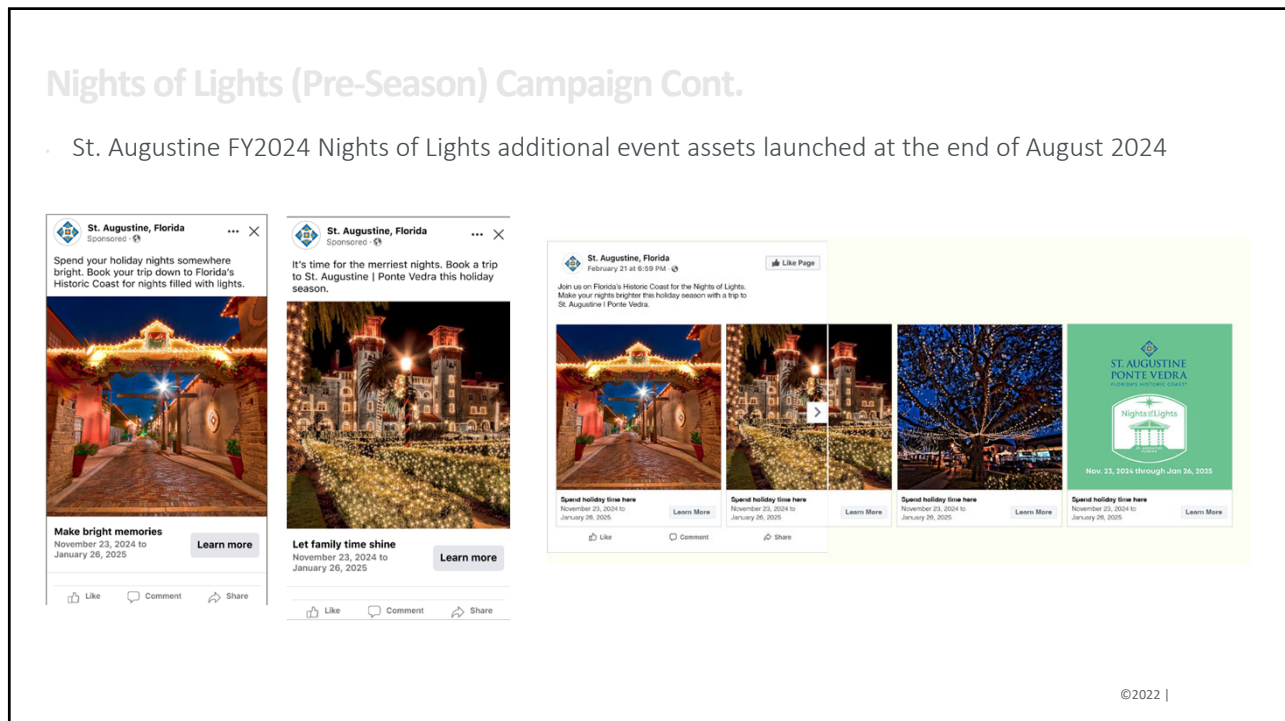
- St. Augustine FY2024 Nights of Lights additional event assets launched at the end of August 2024



©2022 |

## Nights of Lights (Pre-Season) Campaign Cont.

- St. Augustine FY2024 Nights of Lights additional event assets launched at the end of August 2024



©2022 |

## Ponte Vedra Beach Campaign


Ponte Vedra Beach display, and social creative wrapped at the end of September 2024

The image displays a collection of promotional materials for the Ponte Vedra Beach campaign. On the left, there are three social media posts from the 'St. Augustine, Florida' page, dated February 21 at 6:59 PM. Each post features a different image: a woman in a white bathrobe, a swimming pool with a slide, and a couple on a balcony. The posts include the text: 'Make time to warm up your winter with a trip to Ponte Vedra Beach. Give yourself the gift of world-class spots, stunning beaches, and renowned golf courses this holiday season. Book now!' and a 'Like Page' button. Below the social posts are three print creative banners. The first banner has an orange header with the text 'Book your stay at Ponte Vedra Beach' and a 'Book Now' button. The second banner has an orange header with the text 'Where leisure meets luxury' and a 'Book Now' button. The third banner is a larger vertical one with the text 'ST. AUGUSTINE PONTE VEDRA FLORIDA'S HISTORIC COAST IT'S ABOUT TIME' and a 'Book Now' button. The banners feature images of a couple on a balcony, a large resort building, and people playing in the ocean.

Print Creative: B2C

## 2025 VISIT FLORIDA® Official Vacation Guide


- All right-hand reads, opposite editorial
- Estimated circulation – 300,000



Lay Back And Let Time Stand Still

There's a time and place for peace and relaxation — and you'll always find it in St. Augustine | Ponte Vedra. Whether you're lounging poolside at one of our historic hotels or kicking your sand-covered feet up on a pristine, remote beach — you'll feel it. That magic moment when time stands still.

Visit [FloridasHistoricCoast.com](http://FloridasHistoricCoast.com) to learn more.

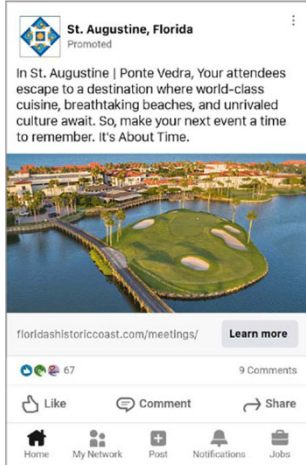
  
**ST. AUGUSTINE  
PONTE VEDRA**  
FLORIDA'S HISTORIC COAST™  
.....  
IT'S ABOUT TIME

Digital Creative: B2B



## Digital

- LinkedIn ended in September 2024 and delivered 80,396 impressions from 9/1-9/15/2024



©2022 |

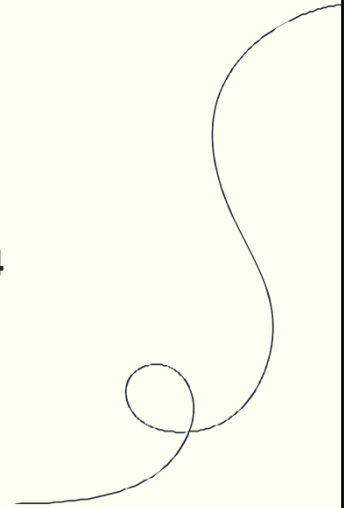


PETERMAYER



St. Augustine | Ponte Vedra  
**Digital Media Performance Report: August 2024**

October 9, 2024



## The Agenda

01

Investment  
Overview

02

Digital Media  
Performance

03

Site Visitation

04

Going Forward

05

Appendix



# 01 INVESTMENT OVERVIEW

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INVESTMENT OVERVIEW DIGITAL MEDIA PERFORMANCE REPORT: AUGUST 2024

## Investment by Type

- Total **Digital Investment** was over **\$230k** with 96% of spend dedicated to **Consumer** campaigns and 4% to **B2B** campaigns
- Eleven platforms** were utilized this month, with over half of spend delivered through **Azerion, Sojern and Meta**
- Banner** ads made up 53% of spend in August, followed by **Online Video** at 25%, **Native** ads at 9%, **Audio** at 7% and **Paid Search** ads at 6%

### Channel

Gross Media Cost

Channel	Percentage	Gross Media Cost
Display	79%	\$183,043
Paid Social	15%	\$34,469
Paid Search	4%	\$13,541

### Campaign Type

Gross Media Cost

Campaign Type	Percentage	Gross Media Cost
Consumer	96%	\$221,043
B2B	4%	\$9,264
Co-op	0%	\$746

### Platform

Gross Media Cost

Platform	Percentage	Gross Media Cost
Azerion	20%	\$45,295
Sojern	19%	\$44,959
Facebook/Instagram	13%	\$29,525
Jun Group	4%	\$9,566
YouTube	6%	\$13,518
Google	6%	\$13,541
Brkthru	7%	\$15,117
Katz	7%	\$17,287
Native Native	12%	\$28,027

### Format

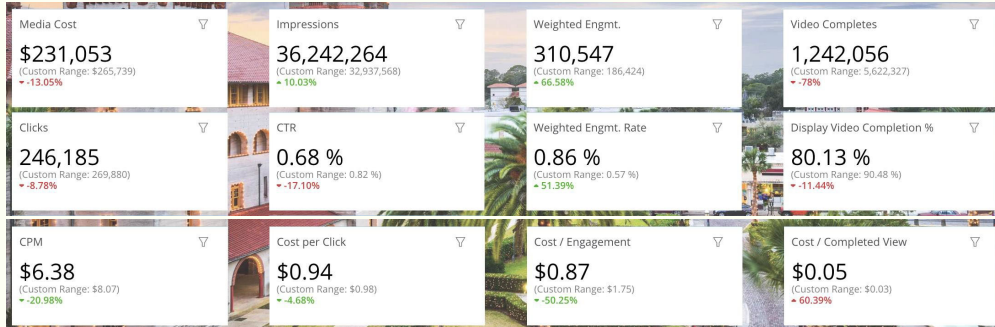
Gross Media Cost

Format	Percentage	Gross Media Cost
Banner	53%	\$123,209
Video	25%	\$57,361
Native	9%	\$19,656
Audio	7%	\$17,287
Paid Search	6%	\$13,541

PETERMAYER 52 © 2024

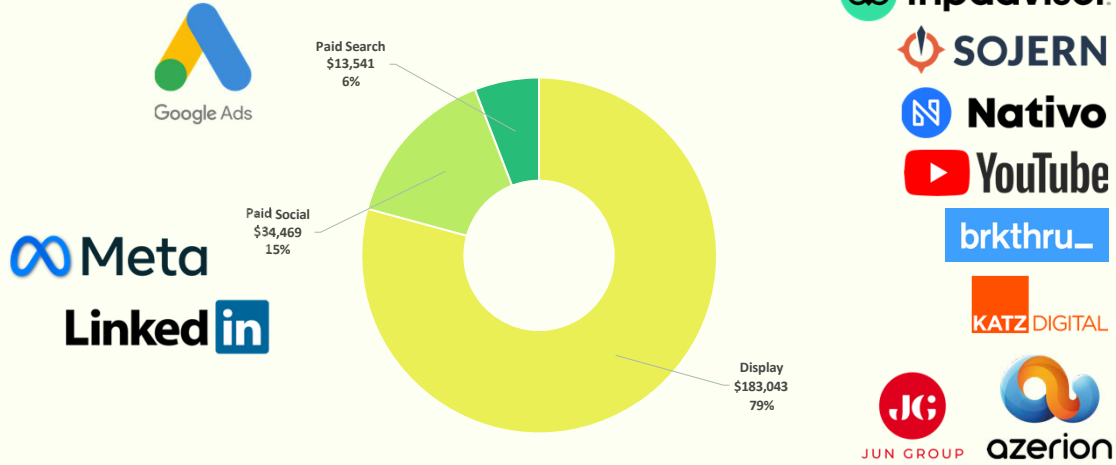
## Overall Metrics Year-over-Year

The Total Digital Investment of \$231k in August was **13% lower than last year** but delivered **10% more Impressions**. The Weighted Engagement Rate was up from 0.57% to 0.86% year-over-year, with significant increases in the overall Weighted Engagement Rates for Display and Paid Social. The Paid Search Weighted Engagement Rate decreased slightly, from 35.6% to 32.3%.



# 02 DIGITAL MEDIA PERFORMANCE

# Platform Spend by Channel



# Investment Trend Timeline

The Shoulder Season Programmatic campaign with test partner Brkthru began on 8/4, and the Azerion Nights of Lights Programmatic campaign started at the same time. The Jun Group Nights of Lights Rich Media campaign and the Hispanic Co-op Meta campaign began on 8/11. The last Katz audio flight of the year started on 8/18.

Campaign	Channel	Platform	Jul-28	Aug-4	Aug-11	Aug-18	Aug-25
Consumer	Display	Nativio Native	\$3.8K	\$6.6K	\$6.3K	\$6.2K	\$5.2K
		TripAdvisor	\$1.3K	\$2.1K	\$2.1K	\$2.1K	\$1.7K
		YouTube	\$0.8K	\$1.4K	\$1.5K	\$1.5K	\$1.3K
		Azerion	\$1.1K	\$3.1K	\$3.5K	\$3.5K	\$3.0K
		Katz				\$11.4K	\$5.9K
		Google	\$1.9K	\$3.2K	\$3.2K	\$3.0K	\$2.2K
		Facebook/Instagram	\$2.1K	\$3.7K	\$4.3K	\$5.2K	\$4.4K
Shoulder Season	Display	Sojern	\$2.7K	\$5.9K	\$5.5K	\$5.3K	\$4.5K
		Brkthru		\$0.8K	\$4.9K	\$5.1K	\$4.4K
Nights of Lights	Display	Sojern	\$2.6K	\$4.6K	\$3.8K	\$5.2K	\$4.8K
		YouTube	\$0.9K	\$1.5K	\$1.6K	\$1.6K	\$1.4K
		Azerion		\$0.1K	\$11.9K	\$8.3K	\$6.4K
		Jun Group			\$2.2K	\$3.4K	\$4.0K
		Facebook/Instagram	\$1.2K	\$2.1K	\$2.0K	\$2.0K	\$1.7K
Co-op	Paid Social	Facebook/Instagram			\$0.2K	\$0.3K	\$0.2K
B2B	Display	Azerion	\$0.6K	\$1.0K	\$1.0K	\$1.0K	\$0.8K
		LinkedIn	\$0.6K	\$1.1K	\$1.2K	\$1.1K	\$1.0K

## FY24 Q4: Quarter-to-Date Goals

Channel	Campaign	KPI	Goal	Achieved	Performance
Display	Consumer	TripAdvisor Weighted Engagement Rate	1.50%	1.27%	●
		Q2-Q4 Programmatic Weighted Engagement Rate*	0.45%	0.44%	●
		Shoulder Season Programmatic Weighted Engagement Rate*	0.45%	0.17%	●
		Rich Media Display Weighted Engagement Rate	0.60%	0.46%	●
		YouTube Weighted Engagement Rate^	1.00%	3.49%	●
		Native Avg. Time Spent with Content	0:35	0:44	●
		Online Video Completion Rate	70%	81%	●
		OTT/CTV Video Completion Rate	95%	99%	●
Nights of Lights		Programmatic Display Weighted Engagement Rate*	0.45%	0.20%	●
		Rich Media Display Weighted Engagement Rate	0.60%	0.15%	●
		YouTube Weighted Engagement Rate^	1.00%	4.19%	●
B2B		Programmatic Display Weighted Engagement Rate	0.50%	0.94%	●



\*Display Weighted Engagement Rate excludes Audio, Native and OTT/CTV ads ^Excludes Awareness Campaigns

## FY24 Q4: Quarter-to-Date Goals

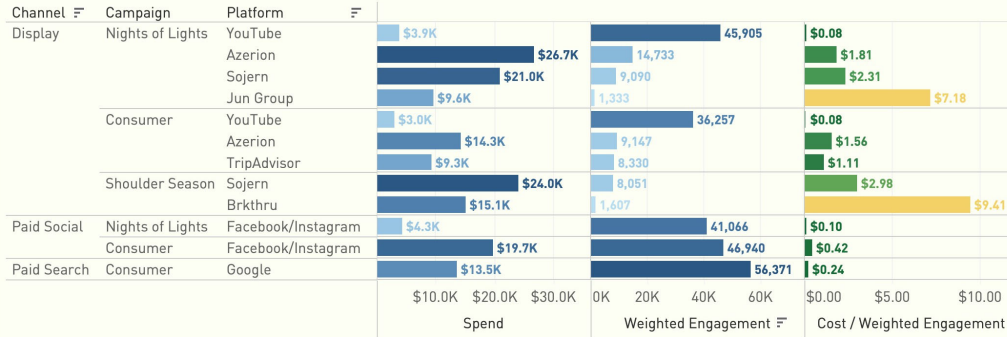
Channel	Campaign	KPI	Goal	Achieved	Performance
Paid Search	Consumer	Weighted Engagement Rate	35.0%	32.2%	●
Paid Social	Consumer	Meta Weighted Engagement Rate	1.75%	2.22%	●
	Off the Beaten Path	Meta Weighted Engagement Rate^	1.75%	1.34%	●
	Nights of Lights	Meta Weighted Engagement Rate^	1.75%	2.84%	●
	Ponte Vedra	Meta Weighted Engagement Rate^	1.75%	1.05%	●
	Co-op	Meta Clickthrough Rate	2.00%	1.44%	●
	B2B		LinkedIn Weighted Engagement Rate	0.75%	0.64%



^Excludes Awareness and Post Engagement Campaigns

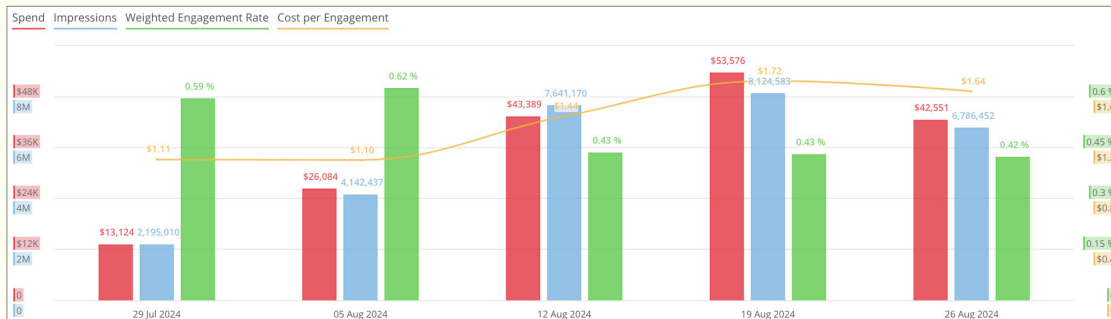
## Engagement by Platform

**Paid Search** delivered the most Engagement in August, followed by the **Meta Consumer** and **Nights of Lights YouTube** campaigns. The **YouTube Nights of Lights** campaign also had the best cost-efficiency, along with the **YouTube Consumer** campaign; the **Meta Nights of Lights** campaign was just \$0.02 higher. **TripAdvisor's** cost-efficiency improved by \$0.22 month-over-month, down to \$1.11. **Azerion** slightly outperformed **Sojern** for the Nights of Lights programmatic campaign, while **Jun Group** and new test partner **Brkthru** did not drive notable Engagement in August.



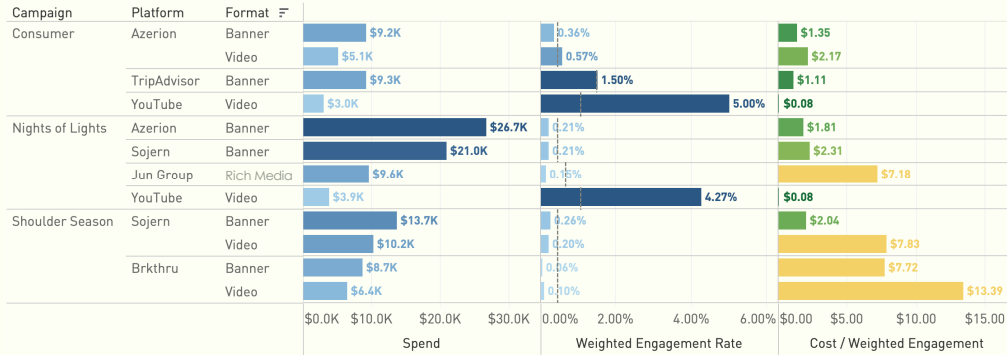
## Leisure Display Trend Timeline

The overall Leisure Display Weighted Engagement Rate decreased in mid-August as tactics that drove below-average Engagement launched and ramped up, including the Nights of Lights Jun Group Rich Media campaign and the Shoulder Season Brkthru Programmatic campaign.



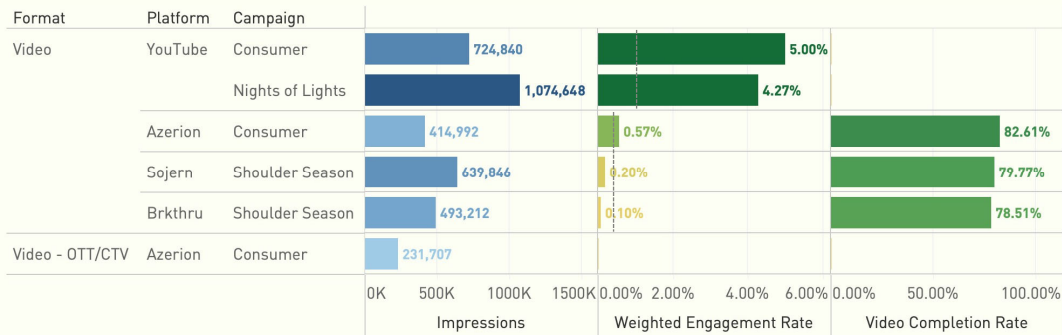
# Leisure Display Performance

**TripAdvisor Banner** Engagement improved from 1.10% to 1.50% month-over-month, and the **YouTube Q2-Q4 Traffic** campaign saw Engagement increase from 2.64% to 5.00%. **Azerion Nights of Lights** Engagement improved from 0.16% to 0.21%, while **Sojern** remained at 0.21%; **YouTube** Engagement doubled to 4.27%. **Sojern Shoulder Season Banner** Engagement jumped from 0.11% to 0.26%, and **Video** Engagement improved as well. **Jun Group** and **Brkthru** underperformed notably for their respective campaigns.



# Leisure Video Performance

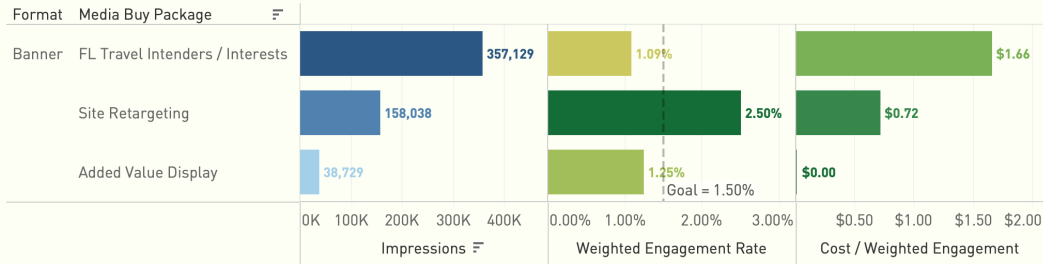
**Azerion** continued to exceed both Engagement and Completion Rate goals for Online Video, while the new **Sojern** and **Brkthru Shoulder Season** campaigns fell short of Engagement goals (but met Completion Rate goals). Both **YouTube** Traffic campaigns drove Weighted Engagement Rates higher than 4.00%, with the **Q2-Q4** ads slightly outperforming the **Nights of Lights** ads.





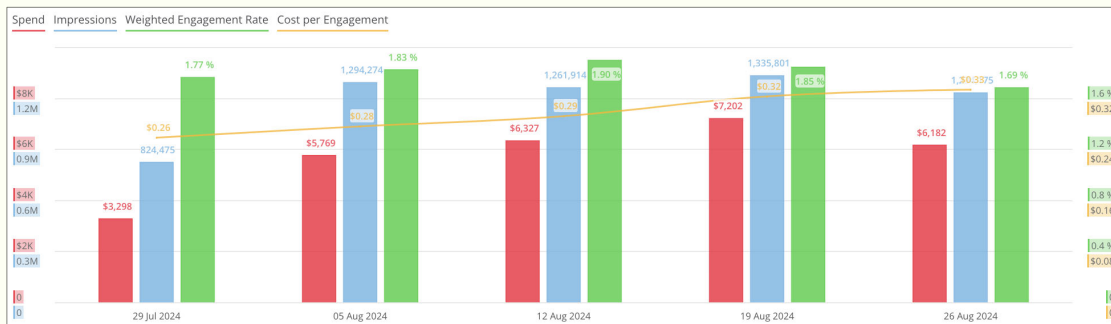
# TripAdvisor Display Performance

Weighted Engagement Rate for **Travel Intender Banners** improved from 0.80% to 1.09% month-over-month, and **Site Retargeting Banners** were up from 1.79% to 2.50%. **Added-Value** Engagement doubled to 1.25%, but volume was much lower as the campaign neared its end. Cost-to-Weighted Engagement improved by \$0.58 for Travel Intenders and \$0.28 for Site Retargeting.



# Leisure Paid Social Trend Timeline

The overall Meta Weighted Engagement Rate remained around 1.70% to 1.90% throughout the month of August. Cost per Engagement increased slightly later in the month as Nights of Lights Awareness and Post Engagement campaigns ramped up along with the Ponte Vedra campaign.



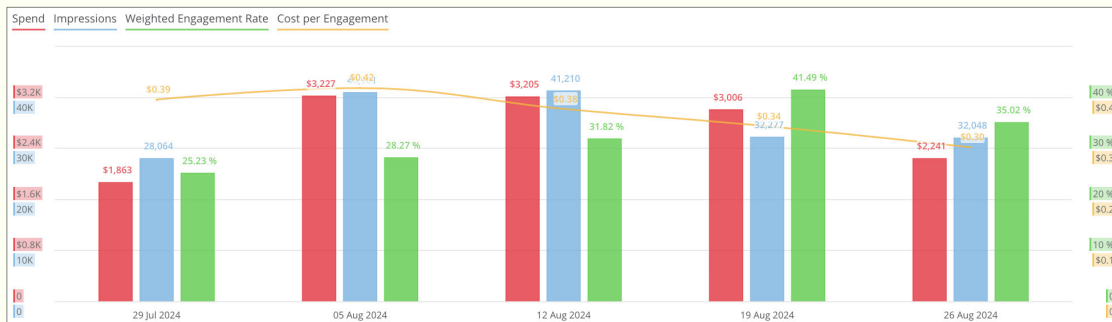
# Meta Leisure Audiences

Excellent performance continued across all **Base** and **Fly Consumer** audiences in August, with the **Luxury Traveler** audience driving lower Engagement but a better cost-efficiency. The new **Ponte Vedra** campaign had a similar Engagement Rate to the Consumer Luxury audience, but costs were higher. **Nights of Lights** audiences continued to see outstanding Cost-to-Weighted Engagement and Cost per Post Engagement.

Campaign	Campaign Detail	Audience	Spend	Weighted Engagement Rate	Cost / Weighted Engagement	Cost / Post Engagement
Consumer	Base Markets	Historic Coast Aficionado	\$5,896	2.24%	\$0.40	\$0.16
		High-Intent	\$2,582	3.69%	\$0.40	\$0.23
		Luxury Traveler	\$813	1.28%	\$0.32	\$0.33
	Fly Markets	Historic Coast Aficionado	\$5,691	2.26%	\$0.39	\$0.19
		Engagers	\$1,165	4.56%	\$0.37	\$0.24
		High-Intent	\$10	1.99%	\$0.32	\$0.26
Ponte Vedra	Luxury Traveler	\$2,702	0.99%	\$0.67	\$0.58	
	Luxury Traveler LAL	\$678	1.28%	\$0.49	\$0.32	
Nights of Lights	Engagement	Holiday Lover	\$2,818	1.16%	\$0.21	\$0.03
		Light Lover	\$1,409	1.05%	\$0.26	\$0.03
		Not Light Lover	\$146	0.75%	\$0.28	\$0.02
	Traffic	Holiday Light Lover	\$2,634	2.94%	\$0.11	\$0.10
		Light Lover	\$1,315	3.09%	\$0.10	\$0.09
		Not Yet Light Lovers	\$301	2.36%	\$0.10	\$0.09

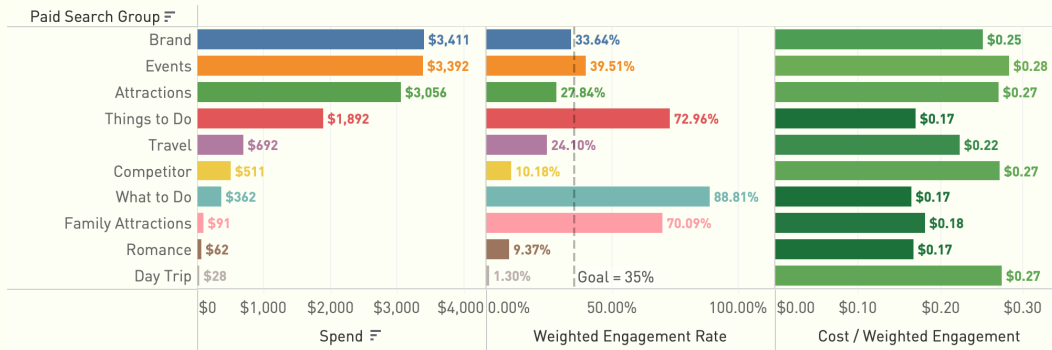
# Paid Search Trend Timeline

The Paid Search Weighted Engagement Rate improved back above goal by mid-August, reaching 41% for the week of 8/19. Cost per Engagement improved to \$0.30 by the end of the month—roughly the same level for that metric before the Weighted Engagement Rate decreased in early July.



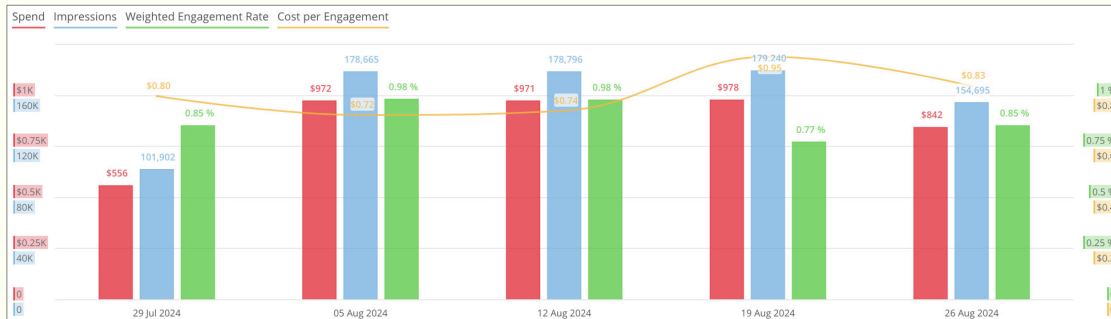
## Paid Search Keyword Group Performance

Among high-volume keyword groups, **Brand** was the only one that had a notable increase in Weighted Engagement Rate in August—up from 25% to 34%. There was little change in Cost-to-Weighted Engagement, with most keyword groups seeing increases of a couple of cents compared to July as a whole.



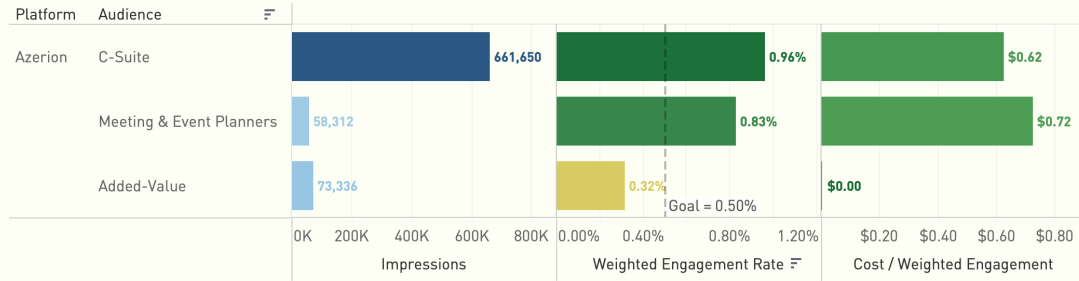
## B2B Display Trend Timeline

The Weighted Engagement Rate for the **Azerion B2B Display** remained around 1.00% through mid-August, with Cost per Engagement improving to \$0.72. Engagement declined in the last two weeks, and Cost per Engagement increased proportionally.



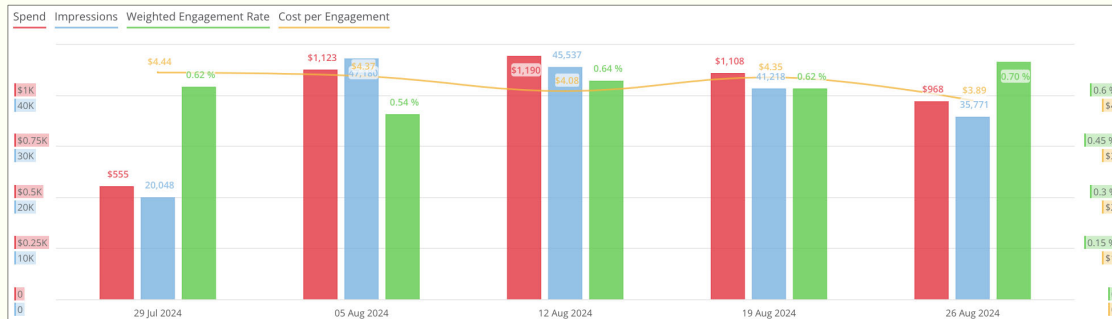
## B2B Display Audience Performance

The **C-Suite** audience continued to receive the vast majority of impressions in August. The **Meeting & Event Planner** audience's Weighted Engagement Rate was slightly lower, and its Cost-to-Weighted Engagement increased to be \$0.10 higher than the C-Suite audience.



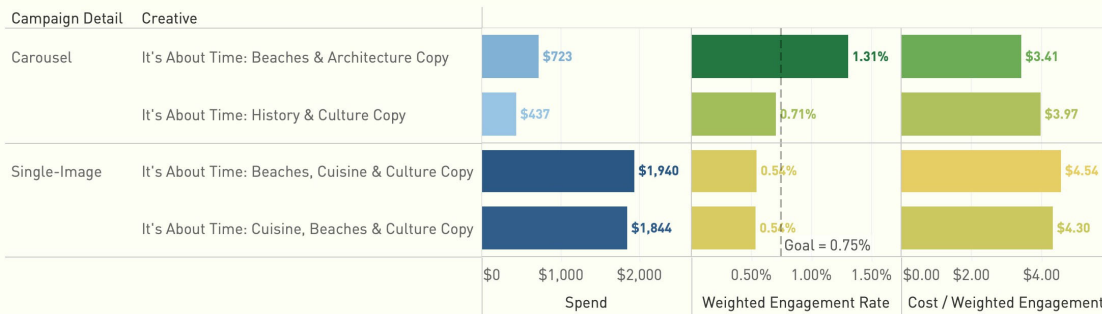
## B2B Paid Social Trend Timeline

The Weighted Engagement Rate for the **LinkedIn B2B Paid Social** campaign remained right around 0.60% for most of August—only improving to 0.70% at the very end of the month.



## B2B Paid Social Audience Performance

**Carousel** ads continued to outperform the **Single-Image Newsfeed** ads in August in terms of Weighted Engagement Rate and Cost-to-Weighted Engagement. The Carousel ad featuring Beaches and Architecture copy had almost twice the Engagement Rate of the History and Culture Carousel, but cost-efficiency was just \$0.56 better.



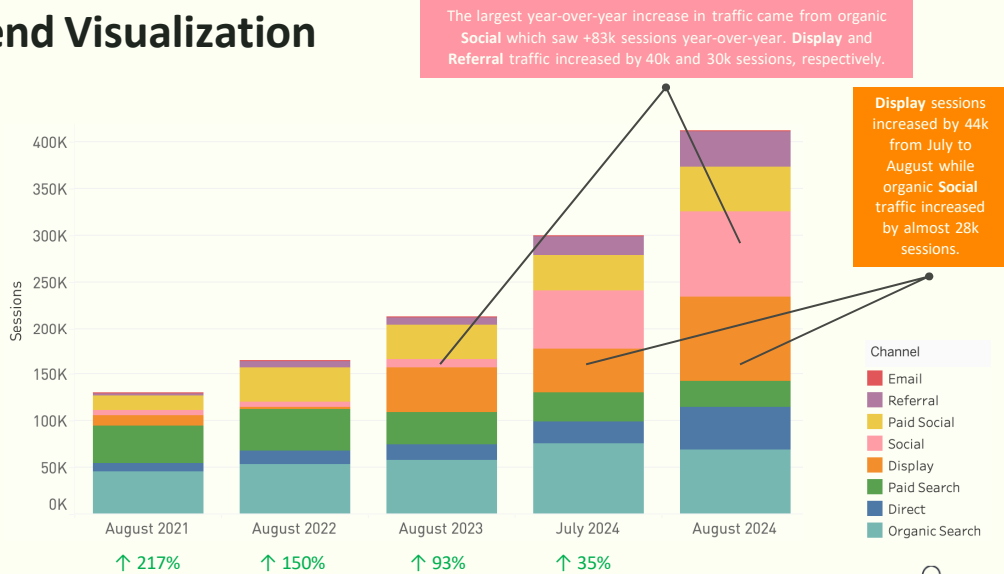
# 03 SITE VISITATION

# Traffic Comparison Trends

Website traffic was up 93% year-over-year in August, with a large increase in Bounce Rate due to the large increase in paid media traffic. Organic and Direct sessions were up 37% year-over-year, due mostly to a 160% increase in Direct traffic. Month-over-month sessions were up 35% from July to August, with an 8% increase in Direct/Organic sessions for the period.

Period	Sessions	Organic Search + Direct Sessions	New Users	Bounce Rate	Avg. Session Duration
vs. August 2021	↑ 217%	↑ 86%	↑ 228%	↑ 9%	↑ 33%
YoY vs. August 2022	↑ 150%	↑ 50%	↑ 156%	↑ 19%	↑ 10%
vs. August 2023	↑ 93%	↑ 37%	↑ 107%	↑ 83%	↓ 10%
PoP vs. July 2024	↑ 35%	↑ 8%	↑ 42%	↑ 10%	↓ 15%
<b>August 2024</b>	<b>413,969</b>	<b>100,880</b>	<b>340,865</b>	<b>63.1%</b>	<b>2:28</b>

# Traffic Trend Visualization



## Top Landing Pages

The Nights of Lights page moved up from #3 to #2 in August. There were two new pages in the top 10 last month: the Ponte Vedra Beach page at the #5 spot and the Beyond the Port: Experience Florida's Historic Coast Tour page at #6.

Rank	Landing Page	Sessions	Bounce Rate	Avg. Duration
1	Home	63,513	82.9%	1:24
3 to 2	Nights of Lights	61,389	78.6%	2:13
2 to 3	Things to Do	21,713	17.0%	5:29
4	Things to Do / Free	11,059	57.4%	3:42
★	Beaches / Ponte Vedra Beach	6,365	88.8%	0:38
★	Tours / Beyond the Port: Experience Florida's Historic Coast	6,177	50.3%	1:21
5 to 7	Events	5,371	17.1%	5:21
9 to 8	Visitor Info / Order Guide	5,348	73.5%	2:30
6 to 9	Events / This Weekend in St. Augustine: Events & Things to Do	4,414	37.7%	3:21
8 to 10	Meetings	3,205	83.4%	0:53



GOING FORWARD

DIGITAL MEDIA PERFORMANCE REPORT: AUGUST 2024

## Action Items

Insight	Action Item	Status
<p>1. <b>TripAdvisor</b> improved further in August, reaching the 1.50% goal for the first time since March. <b>Banner Engagement</b> for the <b>Travel Intender</b> audience increased from 0.80% to 1.09%, while the <b>Site Retargeting</b> audience improved from 1.79% to 2.50%. Cost-efficiency improved from \$1.33 in July to just \$1.11 in August.</p>	<ul style="list-style-type: none"> <li>The combination of performance optimizations and dashboard updates, better creative rotation and focusing only on top-performing audiences and formats has led to results for TripAdvisor that have similar cost-efficiency to other Display tactics. The vendor is aligned on following a similar strategy for FY25 and we are working on finalizing that plan.</li> </ul>	Ongoing / Future Planning
<p>2. <b>Programmatic Display</b> and <b>Rich Media</b> campaigns fell below goal for both <b>Consumer/Shoulder Season</b> and <b>Nights of Lights</b> campaigns in August. Nights of Lights Programmatic campaigns had the lower Engagement than Consumer/Shoulder, but CPMs were also lower—so cost-effectiveness was similar between the two. Newer partners <b>Jun Group</b> (Nights of Lights Rich Media) and <b>Brkthru</b> (Shoulder Season Programmatic) did not drive acceptable Engagement during their flights.</p>	<ul style="list-style-type: none"> <li>These relatively short flights leave little time for effective optimization, particularly for new partners, but there was still a large difference in performance between more reliable vendors like Azerion and Sojern and Brkthru/Jun Group—the latter are not currently up for consideration in our FY25 media plans.</li> <li>For Nights of Lights, neither partner saw significant improvement in Engagement by late August (i.e. 4-5 weeks into the campaign). This could indicate that we are simply a little too early with this message, but the results we're seeing with Meta would indicate otherwise. We should have a clearer picture whether that's the case when we resume Nights of Lights advertising.</li> </ul>	Ongoing

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GOING FORWARD

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## Action Items

Insight	Action Item	Status
<p>3. The <b>Nights of Lights Meta</b> campaigns continued to perform extremely well in August. All three audiences in the <b>Traffic</b> campaign had a Cost-to-Weighted Engagement of just \$0.10. The <b>Post Engagement</b> campaign drove Social engagements 3x's more efficiently than the standard Traffic campaign and still delivered a 1.00%+ Weighted Engagement Rates for 2 of 3 audiences as a bonus.</p>	<ul style="list-style-type: none"> <li>Meta Nights of Lights campaigns performed very well from week 1, unlike the corresponding Programmatic campaigns. Given past performance of Nights of Lights Meta ads in Oct-Dec, we are planning to increase the goal further for the upcoming Traffic campaign to 2.25%.</li> </ul>	Ongoing / Future Planning
<p>4. Both the <b>Q2-Q4 Base YouTube</b> campaign and the <b>Nights of Lights Pre-Season YouTube</b> campaign continued to far exceed Engagement goals in August, with 5.00% and 4.27% Weighted Engagement Rates, respectively. Both campaigns saw Engagement nearly double from July to August. The Q2-Q4 campaign averaged about a 1.70% Weighted Engagement Rate for the four months preceding July.</p>	<ul style="list-style-type: none"> <li>Given the great success of these campaigns in FY24, we are recommending updating goals for both Consumer Annual and Nights of Lights YouTube Traffic campaigns. For the FY25 Nights of Lights campaign, we are increasing the goal for YouTube Traffic Engagement from 1.00% to 1.75%. For Consumer campaigns, which are more impacted by seasonality, we are recommending an increase from 1.00% to 1.50%.</li> </ul>	Ongoing / Future Planning

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## Tactical Next Steps

- Continue to analyze and optimize performance of all live campaigns (all ending by 9/29) including:
  - **Annual Paid Search** through **Google**
  - **B2B Display** through **Azerion** and **Paid Social** through **LinkedIn**
  - **Nights of Lights** pre-season campaigns, including **Jun Group** Rich Media, **YouTube** and **Meta Paid Social**
- Continue evaluating performance of **It's About Time creative** after one year in-market
- Analyze **Q4 media performance** and deliver report later in October

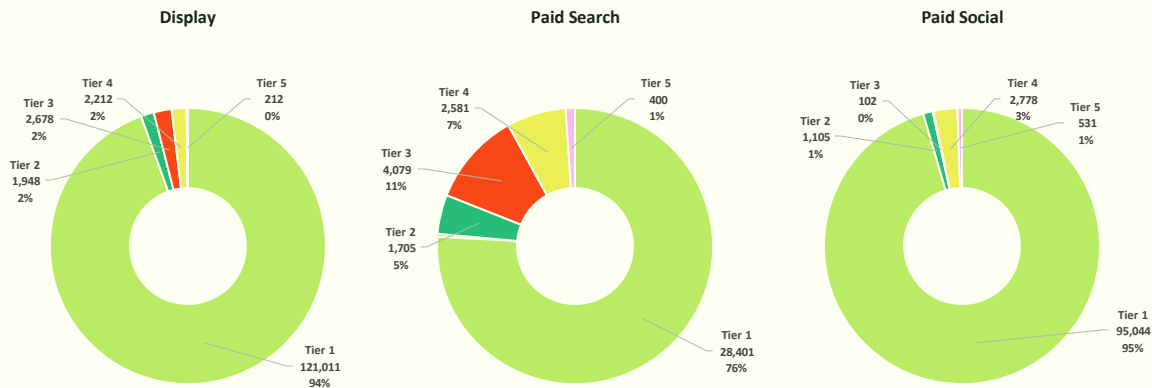
# 05

## APPENDIX

# Weighted Engagements

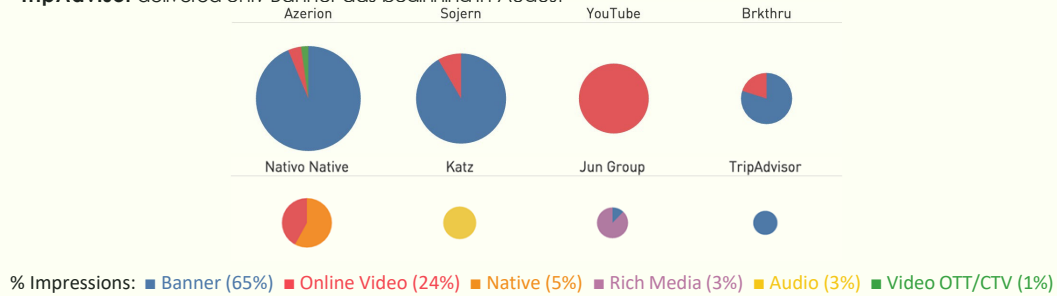
Tier	Actions
Tier 5	Vacation Guide Views & Orders eNewsletter Sign Up Tour Group / Travel Planner Info Submission Meetings RFP Submission
Tier 4	Calls Partner Saves Visit Google Maps Leads (aggregated conversion from Meta)
Tier 3	Partner Website Visits Social Shares & Visits On-Site Searches Airline Support Outbound Clicks
Tier 2	Blog Pages
Tier 1	All Other Page Views

# Weighted Tiers



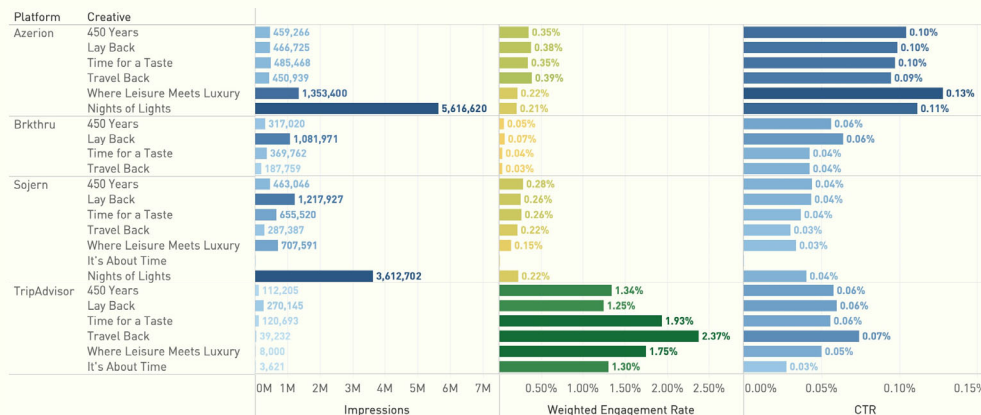
## Display Impressions by Format

- **Azerion** was the largest Display partner, delivering impressions for B2B, Q2-Q4 Consumer, Spring/Summer Heavy Up and Nights of Lights campaigns. **Sojern** followed as a major part of Nights of Lights and Shoulder Season
- **YouTube** delivered 100% Online Video impressions for Consumer and Nights of Lights
- **Brkthru** comprised the rest of Shoulder Season programmatic, while **Jun Group** rounded of Nights of Lights.
- **Nativo** included standard Native ads as well as Native Video ads, while **Katz** was 100% audio ads
- **TripAdvisor** delivered only Banner ads beginning in August



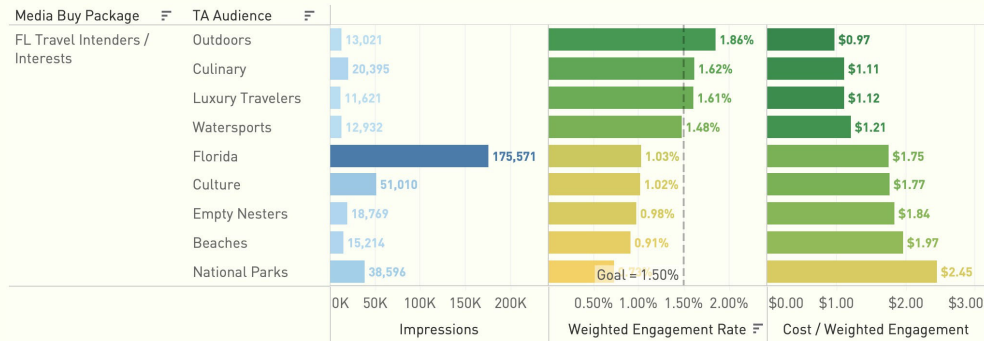
## Display Banner Creative Performance

Azerion and Sojern saw similar performance among the main four Consumer Banners. Luxury and Nights of Lights ads had similar CTR but lower Engagement than the original *It's About Time* creative. For TripAdvisor, the *Travel Back* Banners continued to perform best, but the other *Time* creatives had many more Impressions.



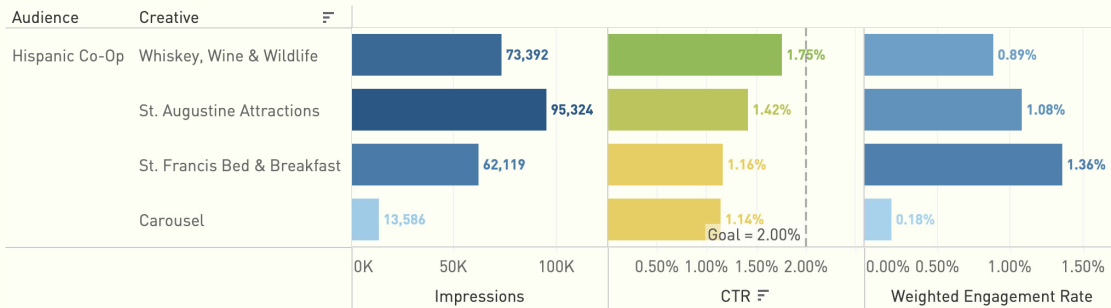
## TripAdvisor Audience Performance

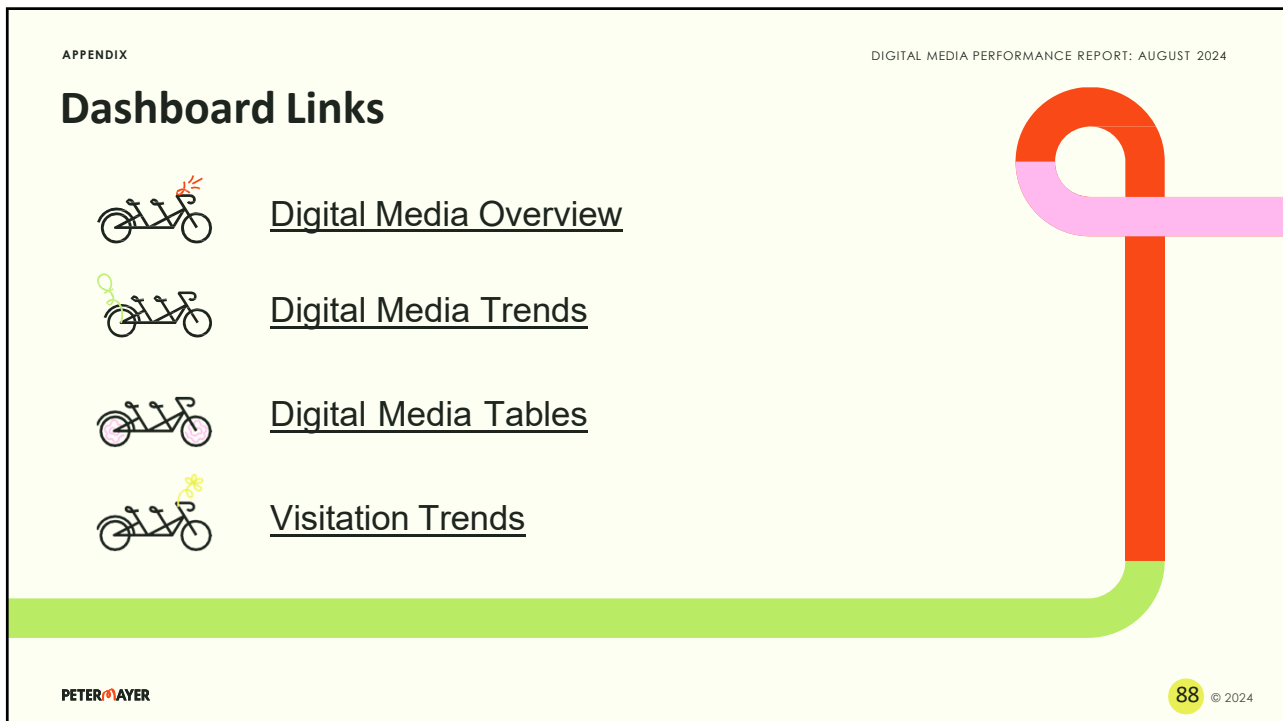
The four audiences that exceeded the Engagement goal in August generally had fewer Impressions, while higher-volume audiences fell around 1.00% for the most part. The **Florida** audience had a large plurality of total Impressions with a 1.03% Weighted Engagement Rate. Only the **National Parks** audience fell below 0.90% for Weighted Engagement Rate and above \$2 for Cost-to-Weighted Engagement.



## Meta Co-op Performance

The Whiskey, Wine & Wildlife co-op creative was the only ad that neared the 2.00% CTR goal. The Augustine Attractions ad had the most Impressions and neared 1.50%, while the St. Francis B&B ad had the same relatively low CTR as the Carousel ad that featured all three partners.





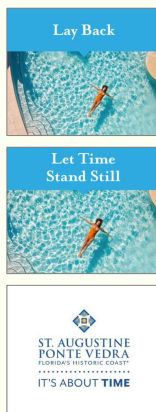
# CREATIVE SAMPLES

APPENDIX

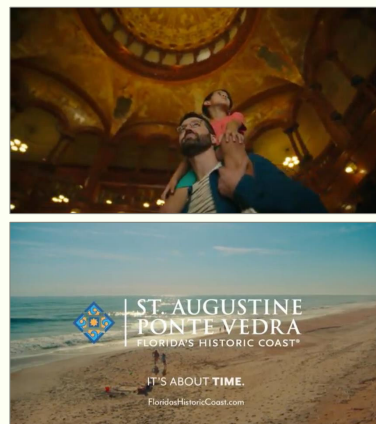
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## Display Banners & Video (It's About Time)

Lay Back Banners



Video (:15 & :30)



APPENDIX

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# Display Banners (It's About Time)

450 Years

Time for a Taste

Travel Back in Time



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# Display Banners (It's About Time)

Where Leisure Meets Luxury: More Time

Where Leisure Meets Luxury: Upgrade



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# Display Banners & Video (Nights of Lights)

## Banners

## Video (:30)

# Display Banners (B2B)

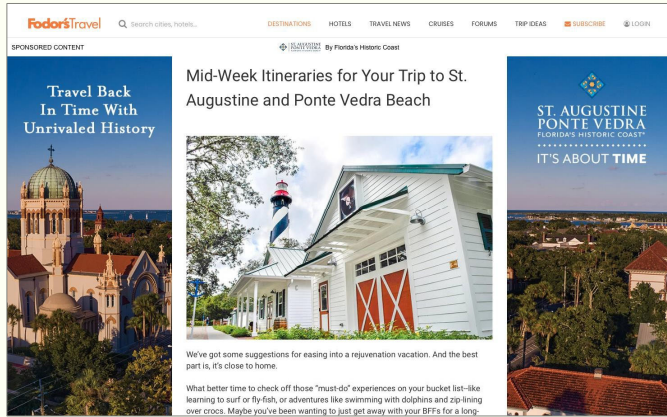


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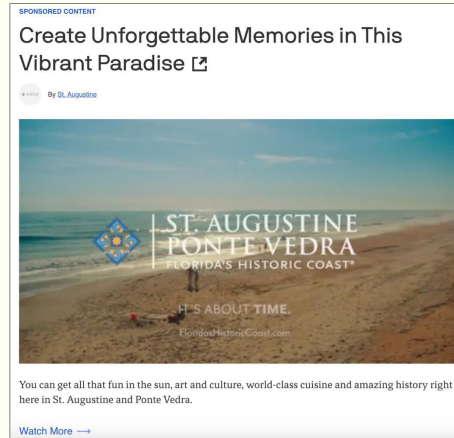
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# Display Native

## Nativo Native Skins



## Nativo Scroll-to-Play Video



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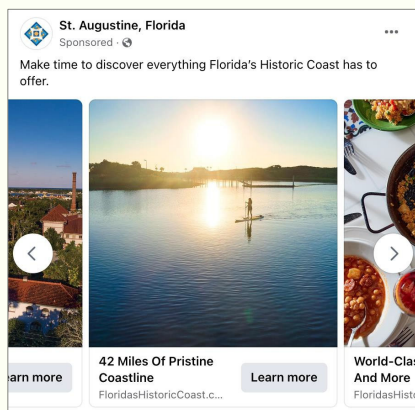
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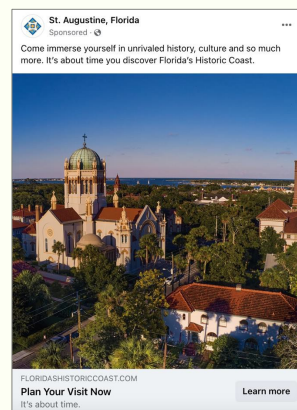
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# Paid Social Banners (It's About Time)

## Carousel



## Newsfeed



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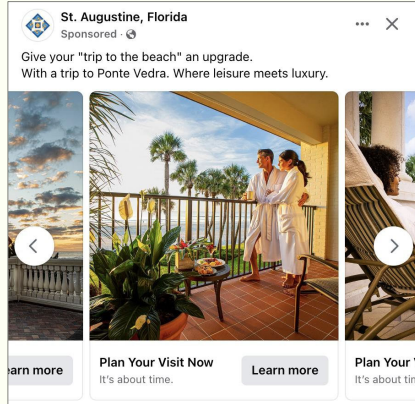
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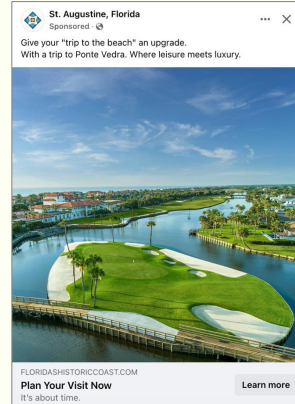
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# Paid Social Banners (It's About Time)

Where Leisure Meets Luxury (Carousel)



Where Leisure Meets Luxury (Newsfeed)



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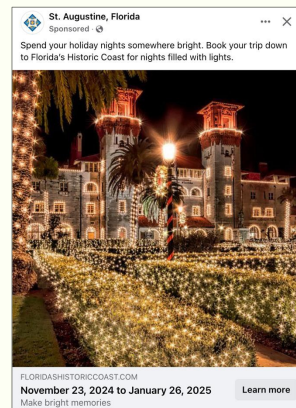
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# Paid Social Banners (Nights of Lights)

Carousel



Newsfeed



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# Paid Social Banners (Hispanic Co-op)

## Carousel

**St. Augustine, Florida**  
Sponsored

Tomate el tiempo para disfrutar todo este verano en St. Augustine | Ponte Vedra. Pierde la noción del tiempo al maravillarse con la arquitectura de casi 500 años de antigüedad, disfruta de una cocina de primer nivel y relájate en la elegancia costera. Tomate el tiempo para descubrir algo realmente inolvidable. Ya es hora.

**St. Augustine Attractions**  
Página de ingreso

**St. Francis Breakfast**  
La diversión

## St. Augustine Attractions

**St. Augustine, Florida**  
Sponsored

Tomate el tiempo para disfrutar todo este verano en St. Augustine | Ponte Vedra. Pierde la noción del tiempo al maravillarse con la arquitectura de casi 500 años de antigüedad, disfruta de una cocina de primer nivel y relájate en la elegancia costera. Tomate el tiempo para descubrir algo realmente inolvidable. Ya es hora.

FLORIDASHISTORICCOAST.COM  
**St. Augustine Attractions**  
Página al ingreso

## St. Francis B&B

**St. Augustine, Florida**  
Sponsored

Tomate el tiempo para disfrutar todo este verano en St. Augustine | Ponte Vedra. Pierde la noción del tiempo al maravillarse con la arquitectura de casi 500 años de antigüedad, disfruta de una cocina de primer nivel y relájate en la elegancia costera. Tomate el tiempo para descubrir algo realmente inolvidable. Ya es hora.

FLORIDASHISTORICCOAST.COM  
**St. Francis Bed & Breakfast**  
La diversión en compañía con la historia

## Whiskey, Wine & Wildlife

**St. Augustine, Florida**  
Sponsored

Tomate el tiempo para disfrutar todo este verano en St. Augustine | Ponte Vedra. Pierde la noción del tiempo al maravillarse con la arquitectura de casi 500 años de antigüedad, disfruta de una cocina de primer nivel y relájate en la elegancia costera. Tomate el tiempo para descubrir algo realmente inolvidable. Ya es hora.

FLORIDASHISTORICCOAST.COM  
**Whiskey, Wine & Wildlife**  
7-10 de noviembre de 2024, St. Augustine, Vita...

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# Paid Social Video (It's About Time)

## :15 Video

**St. Augustine, Florida**  
Sponsored

Come immerse yourself in unrivaled history, culture and so much more. It's about time you discover Florida's Historic Coast.

FLORIDASHISTORICCOAST.COM  
**Plan Your Visit Now**  
It's about time.

**St. Augustine, Florida**  
Sponsored

Come immerse yourself in unrivaled history, culture and so much more. It's about time you discover Florida's Historic Coast.

FLORIDASHISTORICCOAST.COM  
**Plan Your Visit Now**  
It's about time.

## :30 Video

**St. Augustine, Florida**  
Sponsored

Come immerse yourself in unrivaled history, culture and so much more. It's about time you discover Florida's Historic Coast.

FLORIDASHISTORICCOAST.COM  
**Plan Your Visit Now**  
It's about time.

**St. Augustine, Florida**  
Sponsored

Come immerse yourself in unrivaled history, culture and so much more. It's about time you discover Florida's Historic Coast.

FLORIDASHISTORICCOAST.COM  
**Plan Your Visit Now**  
It's about time.

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# Paid Social Banners (B2B)

## Carousel

**St. Augustine, Ponte Vedra and The Beaches Visitors & C...**  
1,757 followers  
Promoted

An event more than 450 years in the making. When you plan an event in St. Augustine | Ponte Vedra, your attendees will have gorgeous views, breathtaking beaches, stunning architecture and so much more. So, make your next event a time to remember.

**Breathtaking Beaches**      **Gorgeous Views**

## Single-Image

**St. Augustine, Ponte Vedra and The Beaches Visitors & C...**  
1,757 followers  
Promoted

In St. Augustine | Ponte Vedra, your attendees escape to a destination where world-class cuisine, breathtaking beaches, and unrivaled culture await. So, make your next event a time to remember. It's About Time.

**St. Augustine | Ponte Vedra**  
floridashistoriccoast.com      [Learn more](#)

