

VCB Board of Directors Meeting
Meeting Packet
2:00 p.m. June 16, 2011
Hampton Inn & Suites on Vilano,
95 Vilano Road
St. Augustine (Vilano Beach), FL

Packet Contents:

Contents

Agenda	Page 1
Minutes from May 19, 2011	Page 2 - 6
May 2011 Reports:	
Financial Statement	Page 7
STR Report (April 2011)	Pages 8 - 9
TDC Bed Tax Collection Reports (April)	Page 10 - 12
Google Analytics	Page 13 - 14
Industry Email Blast Stats	Page 15
Consumer Email Blast Stats	Page 16
FaceBook Fan Page Stats	Page 17
Inquiry Report	Page 18 -19
Visitor Centers Reports	Page 20
Partnership Report	Page 21
In-House Creative Report	Page 22
Sales Summary	Page 23
Sales Report	Page 24
Communications Summary	Page 25 - 27
Communications Report	Page 28
Promotions Report	Page 29
Florida's First Coast of Golf (April)	Pages 30

**St. Augustine, Ponte Vedra & The Beaches
Visitors and Convention Bureau
Board of Directors Meeting
2:00 p.m., Thursday, June 16, 2011
Hampton Inn and Suites,
95 Vilano Road,
St. Augustine (Vilano Beach), FL**

AGENDA

Call to Order – John Fraser

Roll Call – Barbara Golden

Approval of May 19 Meeting Minutes

Treasurer’s Report – David Mariotti

Executive Committee Report – John Fraser

- VCB 2012 Marketing Plan Update

Executive Director’s Report – Richard Goldman

- Website Booking Engine Proposal Presentation from Book Direct
- Special Award Presentation
- Department Reports

Other Business

Public Comments

Adjournment

St. Augustine, Ponte Vedra & The Beaches
Visitors and Convention Bureau Board of Directors Meeting
2:30 p.m., Thursday, May 19, 2011
Courtyard by Marriott
S.R. 16, St. Augustine, FL

Minutes

Call to Order: Chairman John Fraser called the meeting to order at 2:40 p.m.

Roll Call – Jay Humphreys called roll and a quorum was present.

Present: John Fraser, Bob O'Neill, Irving Kass, Tina Klinkenberg, David Mariotti, Jeffrey Oliasami, Vice Mayor Andrea Samuels, Commissioner Jay Morris and Kirk Wendland.

Not Present: Charles Cox, Kathy Fleming, Virginia Whetstone, Commissioner Errol Jones,

Staff Present: Rick Hensler, Jay Humphreys, Kristi Hansman

Others Present: Michelle Reval, Courtyard by Marriott (host); Sherry Janssens; Beau Phillips

Approval of Minutes:

A motion was made by Irving Kass to approve the minutes from the VCB April 20, 2011 meeting. The motion was seconded by Tina Klinkenberg. **Passed Unanimously**

Treasurer's Report – David Mariotti reported that the VCB has a current checking account balance of \$305,998. The BOCC funds available are \$529,084 and the VCB liabilities are \$241,940. The VCB fund balance as of May 1 was \$50,871. May income was \$12,537 and expenses were \$20,675. David also reported that the Tourist Development Tax collections for March were 38% over February collections.

Motion for approval:

Bob O'Neil made a motion to approve the Treasurer's Report. The motion was seconded by Irving Kass. **Approved Unanimously**

Executive Committee Report

John Fraser reported that the Executive Committee reviewed the billboards concepts and placements. He reported the first billboards could be in place as early as next week. Chairman Fraser requested Board approval for new Partners.

John Fraser presented that there was only one application for partnership approval, The Tasting Tours, a wine and food tasting tour that includes Bed & Breakfast Inns. **New Partners Approval:** David Mariotti made a motion to approve The Tasting Tours for VCB Partnership. The motion was seconded by Tina Klinkenberg. **Approved Unanimously.**

The Exec Committee also discussed the billboard campaign layouts. One has been approved and the others have some changes requested. When all of the artwork is approved by the committee it will be presented to the Board. There are 6 boards currently committed and there will be a total of 8 to 10.

Executive Director's Report

Rick Hensler presented the report in Richard Goldman's absence. Mr. Hensler reported that the Bed Tax Collections for March were up 5% before the 4th penny and year to date collections are very strong at 6% up over last year, before the 4th penny. He reported the April STR Report indicated that ADR and occupancy are up and RevPar is showing considerable growth. St. Johns County is ranked 4th among our competitive set of destinations for occupancy, and in the lower third with ADR.

After reviewing the STR Report, Mr. Hensler reported to the Board that the number of unique visitors to the website are down, but user activity is up. Source of traffic to the site is primarily from search engines.

Website Analytics

In 2010, 44% of our site visitors came through search engine YTD for 2011, 66% of visitors to the site came through search engines. Of the total visitors to the site in April, 6,605 demonstrated signals of intent to travel to the destination. There is a very apparent recovery from the January and February decline in website visitation. Activity was up 16% and total page views were up 21%. Total visits to the site YTD are up 1%.

Visitor Inquiries

Data presented from the inquiry report included stats on planning time and feeder markets. Campaigns and marketing efforts are being launched to accommodate visitors planning cycle.

John Fraser asked what the VCB was doing to reach out to potential visitors via social media.

Jay Humphreys explained that the VCB has a very high number of followers on Facebook. Currently there are over 34,000 fans on the VCB Fanpage. He further explained the partners have the opportunity to reach out to potential visitors by monitoring and following consumer comments posted on the VCB Fanpage.

Particularly when fans request information about what is going on or where to eat. This provides a great opportunity for partners to market one-on-one to potential visitors through internet conversation. A presentation about how partners can better utilize the VCB Facebook Fan page for lead generation may be presented at the next Board meeting.

He reported that promotions for the PLAYERS were added to the YouTube Channel, as well as two Facebook Friday videos, all linking to the VCB Facebook page.

Visitor Information Center Counts:

Rick reported on the counts to the visitor centers located within the county. Year-to-date, there have been more than 196,861 visitors to the centers. It was further discussed that the City of St. Augustine visitor counts will be based on garage counts. There are other count methods being considered.

It was also discussed that at a recent TDC meeting it was decided that costs incurred by the VCB to operate the Beach VIC will be reimbursed.

Department Reports

Kristi Hansman reported that the Sales Team is 31% ahead of goal on calls, lead distribution is 2% ahead of goal. Lead Rooms generated is flat.

She also thanked all the partners who contributed to the success of the meeting planner FAM tour. There was a very good turnout of planners who had not previously been to the destination.

Kristi reported that the Sales Team is currently working on budget and initiatives for FY 2012. New programs will increase Wedding and corporate business.

She also reported that Jet Blue has just expanded new service to Puerto Rico. She has been working with their wholesale rep to develop Jet Blue packages for our destination.

Evelyn Vazquez and a few of our partners are currently attending International Pow Wow , an international travel show for US destinations that creates awareness of travel destinations to international markets. Barbara Golden is also attending the show to assure our international media coverage is increased.

Kristi informed the Board that in the upcoming month sales team members, along with the Renaissance, will be attending Destination Showcase in Chicago.

And finally, Kristi reported that the new Meeting Planner Guide/Group Travel Planner is in development.

Jay Humphreys reported on Communications Department initiatives. Total impressions are way up. Impressions have increased due to the inclusion of social media impact.

Jay also reported that Barbara recently attended the VISIT FLORIDA media receptions in New York which was very productive. In addition, she worked with a media rep that the VCB uses to arrange for additional desk-side visits with influential editors and media representatives. Jay reported examples of social media hits.

Jay also reported about a visit from a Mexican journalist who visited during the PLAYERS. This visit will result in a high profile Latin American publication. This visit was a part of the VCB Hispanic media outreach.

Recent Media inquiries resulted in major coverage of our attractions. A story by Jay Clarke that will appear in several major newspapers.

Rick Hensler reported on the impact of the 2011 Birding and PhotoFest. The impact was almost one-half million dollars for the 5-day event. A complete report on the impact was presented.

Rick reported that Richard's activities in the previous month included continued monitoring of legislative issues such as the Tax Exemptions of OTC's and the potential dissolution of VISIT FLORIDA. Fortunately the dissolution of VISIT FLORIDA was stopped.

Rick and Jay reported on the launch of the mobile site. The metrics for the site are not yet available. They also reported that the VCB I-Pad App, which was created using a Visit Florida grant, is ready to launch. Within the next month, the I-Pad application will be available to download for free from the iTunes store.

Rick also reported on the success of THE PLAYERS.

Rick then reported on promotions and strategic alliances. He gave an overview of the leveraging of promotions and events that were add-ons to our radio advertising in the Tampa and Orlando markets. In his summary, he reported that there were 7 promotions and events with COX, 10 promotions and events with CBS, 4 promotions and events with Radio Disney that provided a total ROI of media exposure values at more than \$350,000.

He also reported on recent VCB assistance with the television productions that the VCB was involved in production. These included two PBS productions, *Getting Away Together* and the new show *You Travel with Chef Bob*. Part of the VCB sponsorship of these programs included the provision of high resolution B-roll for our use. Clips from each production were presented.

At the end of Director's report, Irving Kass cautioned that visitation this summer will be much more realistic in terms of numbers because there is no oil spill to push people here. But said visitation will be up and predicted gas prices will be down to \$3.50 this summer.

Other Business:

Rick Hensler announced that there will be a State of Tourism Industry workshop presentation on Monday June 13, the entire St. Johns County tourism industry is invited to attend.

Andrea Samuels announced that the Concert by The Sea Series is underway and distributed the summer concert schedule. She said more than 1,000 people attended the first concert in the series.

Rick Hensler reported that the St. Augustine Air show will take place at the Northeast Florida Regional Airport over Memorial Day Weekend.

David Mariotti reported that Richard had made a very informative report to the North Florida Lodging Association. He said that as part of Richard's presentation he handed out copies of the Tourism: Lifeblood of St. Johns County flyer. David asked that the information in that flyer be widely distributed.

John Fraser thanked the Courtyard Marriott for hosting the meeting.

With no other new business, John Fraser requested a motion to adjourn the meeting.

Bob O'Neil made a motion to adjourn. The motion was seconded by Tina Klinkenberg. **Approved Unanimously. The meeting was adjourned at 3:45 p.m.**

Respectfully submitted on behalf of Secretary Tina Klinkenberg.

Barbara Golden

**St. Augustine Ponte Vedra & The Beaches
Visitors and Convention Bureau Treasurer Report**

May-11

All Balances are reported as of month end

Checking Account Balance:		\$	394,338.64
Less Outstanding checks:		\$	(24,741.45)
Plus Deposits in transit			

BOCC Funds Liability:		\$	529,084.00
LESS BOCC Funds Incoming	30-May	\$	256,716.23

Other Liability:

TOTAL Liabilities:		\$	272,367.77
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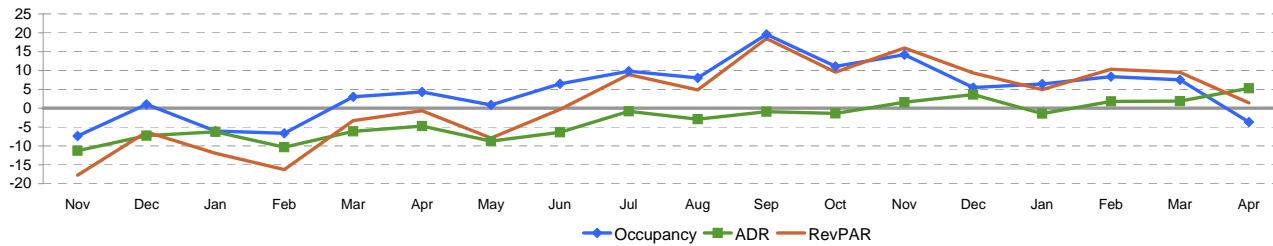
VCB Fund Balance:		\$	44,295.49
Note: Cash available			

VCB:			
Income for Month		\$	100,977.76
Expenses for Month:		\$	89,278.73
Net VCB Monthly Activity		\$	11,699.03

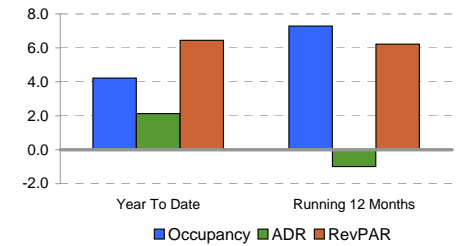
Gross BED TAX Income:	9-Oct	\$	421,645.75
	9-Nov	\$	376,275.34
	9-Dec	\$	374,107.16
	10-Jan	\$	386,666.00
	10-Feb	\$	526,204.72
	10-Mar	\$	723,202.43
	10-Apr	\$	640,509.00
	10-May		
	10-Jun		
	10-Jul		
	10-Aug		
	10-Sep		

This amount is divided between Admin, Cat 1, Cat 2, Cat 3 & Cat 4.

Monthly Percent Change



Overall Percent Change 8



Occupancy (%)	2009		2010												2011			
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	44.7	43.7	42.6	55.6	65.5	67.6	55.6	61.2	66.2	50.7	46.9	56.0	51.1	46.1	45.3	60.3	70.4	65.2
Last Year	48.3	43.3	45.3	59.6	63.6	64.9	55.1	57.5	60.3	47.0	39.2	50.4	44.7	43.7	42.6	55.6	65.5	67.6
Percent Change	-7.4	1.0	-6.1	-6.6	3.0	4.3	0.9	6.4	9.8	8.0	19.6	11.1	14.2	5.5	6.4	8.4	7.5	-3.7

Year To Date		
2009	2010	2011
58.2	57.8	60.2
64.0	58.2	57.8
-9.0	-0.7	4.2

Running 12 Months		
2009	2010	2011
53.3	52.4	56.2
60.7	53.3	52.4
-12.1	-1.8	7.3

ADR	2009		2010												2011			
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	92.64	88.32	91.77	95.40	100.64	99.69	109.79	97.24	100.79	89.91	90.16	93.43	94.12	91.53	90.48	97.10	102.52	104.96
Last Year	104.38	95.26	97.89	106.38	107.23	104.67	120.25	103.85	101.62	92.61	91.00	94.73	92.64	88.32	91.77	95.40	100.64	99.69
Percent Change	-11.2	-7.3	-6.3	-10.3	-6.1	-4.8	-8.7	-6.4	-0.8	-2.9	-0.9	-1.4	1.6	3.6	-1.4	1.8	1.9	5.3

Year To Date		
2009	2010	2011
104.43	97.50	99.57
117.58	104.43	97.50
-11.2	-6.6	2.1

Running 12 Months		
2009	2010	2011
108.18	98.45	97.47
112.55	108.18	98.45
-3.9	-9.0	-1.0

RevPAR	2009		2010												2011			
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	41.45	38.61	39.07	53.05	65.91	67.44	61.04	59.52	66.76	45.61	42.28	52.28	48.08	42.21	41.00	58.52	72.18	68.39
Last Year	50.41	41.21	44.36	63.36	68.15	67.89	66.28	59.72	61.28	43.50	35.69	47.72	41.45	38.61	39.07	53.05	65.91	67.44
Percent Change	-17.8	-6.3	-11.9	-16.3	-3.3	-0.7	-7.9	-0.3	8.9	4.9	18.5	9.6	16.0	9.3	4.9	10.3	9.5	1.4

Year To Date		
2009	2010	2011
60.82	56.36	59.99
75.29	60.82	56.36
-19.2	-7.3	6.4

Running 12 Months		
2009	2010	2011
57.71	51.59	54.80
68.33	57.71	51.59
-15.5	-10.6	6.2

Supply	2009		2010												2011			
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	169,950	175,615	175,615	158,676	175,677	170,010	178,219	172,470	177,971	177,971	172,230	177,971	172,230	177,971	177,971	160,748	177,971	172,230
Last Year	165,270	170,779	170,035	153,580	170,035	164,550	170,035	167,490	175,615	175,615	169,950	175,615	169,950	175,615	175,615	158,676	175,677	170,010
Percent Change	2.8	2.8	3.3	3.3	3.3	3.3	4.8	3.0	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3

Year To Date		
2009	2010	2011
658,200	679,978	688,920
655,500	658,200	679,978
0.4	3.3	1.3

Running 12 Months		
2009	2010	2011
2,007,905	2,059,863	2,095,953
1,990,015	2,007,905	2,059,863
0.9	2.6	1.8

Demand	2009		2010												2011			
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	76,048	76,765	74,768	88,246	115,051	115,010	99,078	105,568	117,878	90,294	80,756	99,592	87,988	82,071	80,638	96,887	125,303	112,233
Last Year	79,824	73,876	77,056	91,477	108,066	106,737	93,713	96,312	105,902	82,477	66,652	88,461	76,048	76,765	74,768	88,246	115,051	115,010
Percent Change	-4.7	3.9	-3.0	-3.5	6.5	7.8	5.7	9.6	11.3	9.5	21.2	12.6	15.7	6.9	7.9	9.8	8.9	-2.4

Year To Date		
2009	2010	2011
383,336	393,075	415,061
419,741	383,336	393,075
-8.7	2.5	5.6

Running 12 Months		
2009	2010	2011
1,071,173	1,079,405	1,178,286
1,208,042	1,071,173	1,079,405
-11.3	0.8	9.2

Revenue	2009		2010												2011			
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	7,045,197	6,780,014	6,861,545	8,418,263	11,578,159	11,465,801	10,877,598	10,265,044	11,880,660	8,118,030	7,281,148	9,305,073	8,281,130	7,511,982	7,296,042	9,407,439	12,846,453	11,779,504
Last Year	8,331,941	7,037,332	7,542,961	9,731,308	11,587,549	11,171,798	11,269,348	10,001,713	10,761,684	7,638,577	6,065,062	8,379,996	7,045,197	6,780,014	6,861,545	8,418,263	11,578,159	11,465,801
Percent Change	-15.4	-3.7	-9.0	-13.5	-0.1	2.6	-3.5	2.6	10.4	6.3	20.1	11.0	17.5	10.8	6.3	11.8	11.0	2.7

Year To Date		
2009	2010	2011
40,033,616	38,323,768	41,329,438
49,351,077	40,033,616	38,323,768
-18.9	-4.3	7.8

Running 12 Months		
2009	2010	2011
115,884,680	106,265,359	114,850,103
135,970,472	115,884,680	106,265,359
-14.8	-8.3	8.1

Census %	2009		2010												2011			
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Census Props	78	78	78	78	78	78	79	79	79	79	79	79	79	79	79	79	79	79
Census Rooms	5665	5665	5665	5667	5667	5667	5749	5749	5741	5741	5741	5741	5741	5741	5741	5741	5741	5741
% Rooms Participants	72.5	72.5	70.7	70.7	68.6	68.6	69.0	69.0	70.7	70.7	70.7	68.1	68.1	68.1	68.1	68.1	68.1	68.1

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Source 2011 SMITH TRAVEL RESEARCH, Inc.

Tab 4 - Multi-Segment

Currency: USD - US Dollar

St. Augustine, Ponte Vedra & The Beaches VCB

For the month of: April 2011

	Current Month - April 2011 vs April 2010													Year to Date - April 2011 vs April 2010											Participation			
	Occ %		ADR		RevPAR		Percent Change from April 2010						Occ %		ADR		RevPAR		Percent Change from YTD 2010					Properties		Rooms		
	2011	2010	2011	2010	2011	2010	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2011	2010	2011	2010	2011	2010	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Hillsborough County, FL	63.6	61.3	89.71	86.85	57.04	53.23	3.7	3.3	7.2	5.5	-1.6	2.1	69.2	64.5	96.51	94.10	66.82	60.67	7.4	2.6	10.1	8.9	-1.1	6.2	170	131	21760	20117
Nassau County, FL	71.4	62.4	167.09	159.43	119.27	99.41	14.5	4.8	20.0	19.4	-0.5	13.9	55.1	49.1	151.87	145.09	83.65	71.24	12.2	4.7	17.4	16.9	-0.5	11.7	24	14	2111	1823
Pinellas County, FL	68.9	65.0	125.39	121.11	86.34	78.72	5.9	3.5	9.7	9.4	-0.3	5.6	68.8	62.5	116.31	114.64	79.98	71.68	10.0	1.5	11.6	11.7	0.1	10.1	231	91	18459	11576
St Johns County, FL	65.2	67.6	104.96	99.69	68.39	67.44	-3.7	5.3	1.4	2.7	1.3	-2.4	60.2	57.8	99.57	97.50	59.99	56.36	4.2	2.1	6.4	7.8	1.3	5.6	79	42	5741	3910
Charleston, SC	82.2	74.8	122.60	118.18	100.81	88.39	9.9	3.7	14.0	14.2	0.1	10.0	65.9	61.5	106.51	104.09	70.14	63.97	7.2	2.3	9.7	9.8	0.1	7.3	165	113	17687	13757
Jacksonville, FL	63.6	61.1	86.44	84.60	54.98	51.71	4.0	2.2	6.3	7.1	0.7	4.8	61.7	57.6	81.57	81.01	50.31	46.65	7.1	0.7	7.8	8.6	0.7	7.9	268	185	26969	21805
Myrtle Beach, SC	58.9	54.6	91.10	83.69	53.63	45.68	7.9	8.9	17.4	16.3	-1.0	6.8	41.6	39.3	76.04	72.04	31.64	28.30	5.9	5.5	11.8	10.5	-1.1	4.7	226	62	29232	9518
Orlando, FL	76.4	69.0	102.22	96.95	78.08	66.86	10.8	5.4	16.8	16.9	0.1	10.9	73.0	67.3	101.65	96.93	74.17	65.25	8.4	4.9	13.7	14.0	0.3	8.7	476	305	118233	76628
Sarasota-Bradenton, FL	65.3	64.8	129.19	116.01	84.34	75.17	0.8	11.4	12.2	11.7	-0.4	0.3	69.2	66.9	121.98	117.51	84.46	78.58	3.5	3.8	7.5	8.5	1.0	4.6	126	59	8774	6251
Savannah, GA	71.7	68.6	96.73	92.17	69.34	63.25	4.5	4.9	9.6	9.5	-0.1	4.3	62.3	59.3	89.08	86.75	55.51	51.45	5.1	2.7	7.9	8.4	0.4	5.5	164	119	14887	12021
Fort Walton Beach, FL	59.6	57.1	124.73	120.62	74.34	68.87	4.4	3.4	7.9	7.5	-0.4	4.0	47.0	45.1	102.26	100.09	48.03	45.09	4.2	2.2	6.5	6.1	-0.4	3.9	84	47	9884	6513
Daytona Beach, FL	55.4	51.8	92.37	91.92	51.18	47.59	7.0	0.5	7.6	-1.3	-8.3	-1.8	54.5	51.0	103.85	103.84	56.57	52.94	6.8	0.0	6.9	3.9	-2.7	3.9	173	60	12584	6819

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Source 2011 SMITH TRAVEL RESEARCH, Inc.

Fiscal Year 2008

MONTH OF OCCUPANCY	GROSS	% DIFFER	NET
October	\$ 381,855	9.2%	\$ 374,218
November	\$ 335,075	-0.7%	\$ 328,373
December	\$ 314,461	-3.5%	\$ 308,172
January	\$ 382,945	2.2%	\$ 375,286
February	\$ 510,093	6.9%	\$ 499,891
March	\$ 616,588	-8.1%	\$ 604,256
April	\$ 515,215	-6.4%	\$ 504,911
May	\$ 514,431	-4.3%	\$ 504,143
June	\$ 585,086	-1.5%	\$ 573,384
July	\$ 572,985	-11.9%	\$ 561,525
August	\$ 396,334	-2.7%	\$ 388,407
September	\$ 223,001	-29.7%	\$ 218,541
TOTAL	\$ 5,348,069	-9.1%	\$ 5,022,567

Fiscal Year 2009

MONTH OF OCCUPANCY	GROSS	% DIFFER	NET
October	\$ 326,166	-14.6%	\$ 319,643
November	\$ 297,629	-11.2%	\$ 291,677
December	\$ 270,001	-14.1%	\$ 264,601
January	\$ 309,435	-19.2%	\$ 303,247
February	\$ 415,350	-18.6%	\$ 407,043
March	\$ 486,037	-21.2%	\$ 476,316
April	\$ 449,794	-12.7%	\$ 440,798
May	\$ 427,844	-16.8%	\$ 419,287
June	\$ 483,848	-17.3%	\$ 474,171
July	\$ 541,334	-5.5%	\$ 530,508
August	\$ 332,989	-16.0%	\$ 326,330
September	\$ 237,374	6.4%	\$ 232,626
TOTAL	\$ 4,577,802	-14.4%	\$ 4,486,245

Fiscal Year 2010

MONTH OF OCCUPANCY	GROSS	% DIFFER	NET
October	\$ 299,131	-8.3%	\$ 293,147.98
November	\$ 260,463	-12.5%	\$ 255,254
December	\$ 269,055	-0.4%	\$ 263,674
January	\$ 293,615	-5.1%	\$ 287,742
February	\$ 374,796	-9.8%	\$ 367,300
March	\$ 516,181	6.2%	\$ 505,857
April	\$ 603,616	34.2%	\$ 591,544
May	\$ 583,218	36.3%	\$ 571,554
June	\$ 675,241	39.6%	\$ 661,737
July	\$ 854,553	57.9%	\$ 837,462
August	\$ 456,517	37.1%	\$ 447,387
September	\$ 380,266	60.2%	\$ 372,661
TOTAL	\$ 5,566,652	21.6%	\$ 5,455,319

Per Penny

4% tax begins

Fiscal Year 2011

MONTH OF OCCUPANCY	GROSS	COMPARED TO PREVIOUS YEARS				NET	TC & CC	
		PY vs CY \$	FY2010	REAL %	FY2009			
October	\$ 430,251	\$131,120.18	43.8%	7.9%	31.9%	12.7%	\$ 421,645.75	\$ 8,605
November	\$ 383,954	\$123,491.55	47.4%	10.6%	29.0%	14.6%	\$ 376,275.34	\$ 7,679
December	\$ 381,742	\$112,687.40	41.9%	6.4%	41.4%	21.4%	\$ 374,107.16	\$ 7,635
January	\$ 386,666	\$93,051.63	31.7%	-1.2%	25.0%	1.0%	\$ 378,933.01	\$ 7,733
February	\$ 526,205	\$151,408.43	40.4%	5.3%	26.7%	3.2%	\$ 515,680.63	\$ 10,524
March	\$ 723,202	\$207,021.85	40.1%	5.1%	48.8%	17.3%	\$ 708,738.38	\$ 14,464
April	\$ 640,509	\$36,892.40	6.1%		42.4%	24.3%	\$ 627,698	\$ 12,810
May								
June								
July								
August								
September								
TOTAL	\$ 3,472,529	\$ 855,673	-37.6%		-24.1%	-35.1%	\$ 3,403,079	\$ 69,451

St. Johns County Tourist Development Taxes
Collections by Accommodations Type

OCC. MNTH	H/M	%	PV+-	Condo	%	PV+-	Apts	%	PV+-	Camp	%	PV+-	B&B	%	PV+-	TOTAL	
2008	January '08	\$271,484.43	70.9%		\$75,076.86	19.6%		\$5,939.43	1.6%		\$12,375.30	3.2%	\$18,069.16	4.7%		\$ 382,945.18	
	February	\$351,158.46	68.8%		\$109,253.80	21.4%		\$5,579.73	1.1%		\$15,327.43	3.0%	\$28,773.74	5.6%		\$ 510,093.16	
	March	\$414,792.33	67.3%		\$145,190.54	23.5%		\$8,615.36	1.4%		\$18,147.77	2.9%	\$29,847.98	4.8%		\$ 616,593.98	
	April	\$371,401.10	72.1%		\$93,528.46	18.2%		\$9,569.25	1.9%		\$13,988.39	2.7%	\$26,728.04	5.2%		\$ 515,215.24	
	May	\$375,123.89	72.9%		\$91,320.43	17.8%		\$11,956.61	2.3%		\$11,225.67	2.2%	\$24,804.84	4.8%		\$ 514,431.44	
	June	\$355,625.39	60.8%		\$183,185.10	31.3%		\$13,462.41	2.3%		\$9,183.69	1.6%	\$23,629.52	4.0%		\$ 585,086.11	
	July	\$332,676.89	58.1%		\$189,648.18	33.1%		\$15,794.08	2.8%		\$10,982.90	1.9%	\$23,882.55	4.2%		\$ 572,984.60	
	August	\$266,831.11	67.3%		\$92,711.05	23.4%		\$11,130.02	2.8%		\$7,076.32	1.8%	\$18,585.28	4.7%		\$ 396,333.78	
	September	\$164,900.91	73.9%		\$35,779.98	16.0%		\$5,038.00	2.3%		\$4,516.90	2.0%	\$12,764.98	5.7%		\$ 223,000.77	
	October	\$256,223.93	78.6%		\$39,326.33	12.1%		\$5,192.36	1.6%		\$8,028.27	2.5%	\$17,394.99	5.3%		\$ 326,165.88	
	November	\$234,167.54	78.7%		\$31,889.67	10.7%		\$4,522.80	1.5%		\$8,385.74	2.8%	\$18,663.52	6.3%		\$ 297,629.27	
	December	\$197,646.61	73.2%		\$37,430.14	13.9%		\$5,469.43	2.0%		\$9,712.25	3.6%	\$19,742.60	7.3%		\$ 270,001.03	
2009	January '09	\$205,972.34	66.6%	-31.8%	\$68,668.52	22.2%	-9.3%	\$5,111.65	1.7%	-16.2%	\$12,564.31	4.1%	1.5%	\$17,118.60	5.5%	-5.6%	\$ 309,435.42
	February	\$264,842.44	63.8%	-32.6%	\$111,626.05	26.9%	2.1%	\$5,673.36	1.4%	1.7%	\$14,073.86	3.4%	-8.9%	\$19,133.96	4.6%	-50.4%	\$ 415,349.67
	March	\$317,504.90	65.3%	-30.6%	\$118,121.52	24.3%	-22.9%	\$6,864.44	1.4%	-25.5%	\$16,216.09	3.3%	-11.9%	\$27,330.12	5.6%	-9.2%	\$ 486,037.07
	April	\$305,212.06	67.9%	-21.7%	\$95,033.94	21.1%	1.6%	\$10,654.87	2%	10.2%	\$15,784.10	3.5%	11.4%	\$23,109.03	5.1%	-15.7%	\$ 449,794.00
	May	\$314,628.48	73.5%	-19.2%	\$71,353.30	16.7%	-28.0%	\$11,334.46	3%	-5.5%	\$10,042.68	2.3%	-11.8%	\$20,485.06	4.8%	-21.1%	\$ 427,843.98
	June	\$281,768.06	58.2%	-26.2%	\$153,195.05	31.7%	-19.6%	\$17,813.17	3.7%	24.4%	\$9,873.83	2.0%	7.0%	\$21,197.73	4.4%	-11.5%	\$ 483,847.84
	July	\$310,128.92	57.3%	-7.3%	\$183,917.64	34.0%	-3.1%	\$18,672.99	3.4%	15.4%	\$9,997.74	1.8%	-9.9%	\$18,616.91	3.4%	-28.3%	\$ 541,334.20
	August	\$215,226.14	64.6%	-24.0%	\$80,479.47	24.2%	-15.2%	\$12,710.08	3.8%	12.4%	\$6,833.16	2.1%	-3.6%	\$17,740.45	5.3%	-4.8%	\$ 332,989.30
	September	\$167,738.98	70.7%	1.7%	\$39,823.97	16.8%	10.2%	\$8,134.17	3.4%	38.1%	\$6,553.16	2.8%	31.1%	\$15,123.58	6.4%	15.6%	\$ 237,373.86
	October	\$228,845.10	76.5%	-12.0%	\$38,721.61	12.9%	-1.6%	\$5,854.07	2.0%	11.3%	\$7,548.84	2.5%	-6.4%	\$18,160.97	6.1%	4.2%	\$ 299,130.59
	November	\$195,603.73	75.1%	-19.7%	\$32,506.00	12.5%	1.9%	\$6,435.77	2.5%	29.7%	\$9,591.51	3.7%	12.6%	\$16,325.87	6.3%	-14.3%	\$ 260,462.88
	December	\$184,899.62	68.7%	-6.9%	\$43,698.10	16.2%	14.3%	\$7,714.89	2.9%	29.1%	\$10,050.36	3.7%	3.4%	\$22,691.63	8.4%	13.0%	\$ 269,054.60
2010	January	\$185,777.04	63.3%	-10.9%	\$73,829.03	25.1%	7.0%	\$6,679.46	2.3%	23.5%	\$11,626.81	4.0%	-8.1%	\$15,702.37	5.3%	-9.0%	\$ 293,614.71
	February	\$226,111.53	60.3%	-17.1%	\$107,771.77	28.8%	-3.6%	\$7,703.66	2.1%	26.4%	\$13,691.29	3.7%	-2.8%	\$19,518.04	5.2%	2.0%	\$ 374,796.29
	March	\$333,651.43	64.6%	4.8%	\$122,687.81	23.8%	3.7%	\$13,090.92	2.5%	47.6%	\$17,658.14	3.4%	8.2%	\$29,092.28	5.6%	6.1%	\$ 516,180.58
	April	\$434,232.48	71.9%	29.7%	\$103,132.09	17.1%	7.9%	\$15,471.93	2.6%	31.1%	\$20,665.50	3.4%	23.6%	\$30,114.11	5.0%	23.3%	\$ 603,616.11
	May	\$411,472.34	70.6%	23.5%	\$108,897.29	18.7%	34.5%	\$17,830.85	3.1%	36.4%	\$15,758.31	2.7%	36.3%	\$29,259.69	5.0%	30.0%	\$ 583,218.48
	June	\$389,147.21	57.6%	27.6%	\$214,921.99	31.8%	28.7%	\$30,059.68	4.5%	40.7%	\$14,357.57	2.1%	31.2%	\$26,754.89	4.0%	20.8%	\$ 675,241.34
	July	\$445,474.95	52.1%	30.4%	\$318,914.97	37.3%	42.3%	\$40,167.27	4.7%	53.5%	\$16,920.27	2.0%	40.9%	\$33,075.69	3.9%	43.7%	\$ 854,553.15
	August	\$292,199.41	64.0%	26.3%	\$115,429.02	25.3%	30.3%	\$19,444.28	4.3%	34.6%	\$9,791.62	2.1%	30.2%	\$19,652.54	4.3%	9.7%	\$ 456,516.87
	September	\$266,455.80	70.1%	37.0%	\$64,865.40	17.1%	38.6%	\$15,036.32	4.0%	45.9%	\$9,563.25	2.5%	31.5%	\$24,345.48	6.4%	37.9%	\$ 380,266.25
	October	\$329,046.97	76.5%	30.5%	\$52,429.44	12.2%	26.1%	\$10,835.56	2.5%	46.0%	\$11,572.94	2.7%	34.8%	\$26,365.86	6.1%	31.1%	\$ 430,250.77
	November	\$290,251.36	75.6%	32.6%	\$45,461.88	11.8%	28.5%	\$11,746.17	3.1%	45.2%	\$12,955.29	3.4%	26.0%	\$23,539.73	6.1%	30.6%	\$ 383,954.43
	December	\$275,016.44	72.0%	32.8%	\$56,426.91	14.8%	22.6%	\$9,638.57	2.5%	20.0%	\$10,915.57	2.9%	7.9%	\$29,744.53	7.8%	23.7%	\$ 381,742.02
2011	January	\$243,093.99	62.9%	23.6%	\$96,236.74	24.9%	23.3%	\$11,616.48	3.0%	42.5%	\$13,584.08	3.5%	14.4%	\$22,135.05	5.7%	29.1%	\$ 386,666.34
	February	\$327,359.74	62%	30.9%	\$138,542.91	26%	22.2%	\$11,692.94	2%	34.1%	\$20,518.32	4%	33.3%	\$28,090.81	5%	30.5%	\$526,204.72
	March	\$467,899.20	65%	28.7%	\$175,893.48	24%	30.2%	\$18,572.24	3%	29.5%	\$24,532.59	3%	28.0%	\$36,304.92	5%	19.9%	\$723,202.43
	April	\$437,607.92	68%	0.8%	\$129,594.03	20%	20.4%	\$19,796.69	3%	21.8%	\$21,426.93	3%	3.6%	\$32,082.94	5%	6.1%	\$640,508.51

TOURIST DEVELOPMENT TAX COLLECTIONS

OCCUPANCY MONTH BY ZIP CODE

FISCAL YEAR 2009	Anastasia Isl		PVB		St. Augustine Villano/N. Bch		St. Augustine Shores/South		WGV 195/16/207 W		Palencia		OTHER	TOTAL	
	32080	% TTL	32082	% TTL	32084	% TTL	32086	% TTL	32092	% TTL	32095	% TTL			
	Occupancy M														
AUG	\$ 143,477.56	36.2%	\$ 103,930.07	26.2%	\$ 102,913.29	26.0%	\$ 1,428.19	0.4%	\$ 34,633.70	8.7%	\$ 8,588.46	2.2%	\$ 1,362.51	0.3%	\$ 396,333.78
SEP	\$ 64,126.10	28.8%	\$ 55,068.05	24.7%	\$ 64,474.03	28.9%	\$ 807.21	0.4%	\$ 31,456.16	14.1%	\$ 6,062.21	2.7%	\$ 1,007.01	0.5%	\$ 223,000.77
OCT	\$ 77,335.20	23.7%	\$ 100,109.20	30.7%	\$ 97,355.37	29.8%	\$ 1,142.24	0.4%	\$ 40,152.05	12.3%	\$ 8,323.20	2.6%	\$ 1,748.60	0.5%	\$ 326,165.86
NOV	\$ 62,399.50	21.0%	\$ 93,711.01	31.5%	\$ 92,620.66	31.1%	\$ 1,139.60	0.4%	\$ 37,765.93	12.7%	\$ 8,379.69	2.8%	\$ 1,612.88	0.5%	\$ 297,629.27
DEC	\$ 68,481.09	25.4%	\$ 61,827.25	22.9%	\$ 94,437.30	35.0%	\$ 1,538.81	0.6%	\$ 35,300.09	13.1%	\$ 6,892.91	2.6%	\$ 1,523.58	0.6%	\$ 270,001.03
JAN	\$ 99,401.29	32.1%	\$ 76,989.34	24.9%	\$ 90,476.84	29.2%	\$ 1,917.66	0.6%	\$ 31,454.13	10.2%	\$ 7,860.20	2.5%	\$ 1,335.96	0.4%	\$ 309,435.42
FEB	\$ 155,462.10	37.4%	\$ 90,937.51	21.9%	\$ 107,523.04	25.9%	\$ 4,548.79	1.1%	\$ 45,341.65	10.9%	\$ 9,336.90	2.2%	\$ 2,199.68	0.5%	\$ 415,349.67
MAR	\$ 175,190.76	36.0%	\$ 115,113.17	23.7%	\$ 129,989.22	26.7%	\$ 4,457.92	0.9%	\$ 48,320.75	9.9%	\$ 10,508.42	2.2%	\$ 2,456.83	0.5%	\$ 486,037.07
APR	\$ 154,211.59	34.3%	\$ 107,409.00	23.9%	\$ 131,091.32	29.1%	\$ 3,531.97	0.8%	\$ 41,724.98	9.3%	\$ 9,943.72	2.2%	\$ 1,881.42	0.4%	\$ 449,794.00
MAY	\$ 121,985.32	28.5%	\$ 147,623.40	34.5%	\$ 110,720.18	25.9%	\$ 1,794.24	0.4%	\$ 35,643.35	8.3%	\$ 8,240.49	1.9%	\$ 1,837.00	0.4%	\$ 427,843.98
JUN	\$ 208,817.91	43.2%	\$ 119,374.49	24.7%	\$ 104,675.30	21.6%	\$ 4,219.71	0.9%	\$ 38,658.05	8.0%	\$ 7,003.42	1.4%	\$ 1,098.96	0.2%	\$ 483,847.84
JUL	\$ 245,156.58	45.3%	\$ 128,467.13	23.7%	\$ 117,539.20	21.7%	\$ 4,418.52	0.8%	\$ 35,749.67	6.6%	\$ 8,409.04	1.6%	\$ 1,594.06	0.3%	\$ 541,334.20
AUG	\$ 127,643.33	38.3%	\$ 76,768.88	23.1%	\$ 93,854.37	28.2%	\$ 1,780.39	0.5%	\$ 26,614.42	8.0%	\$ 4,992.97	1.5%	\$ 1,334.94	0.4%	\$ 332,989.30
SEP	\$ 77,053.51	32.5%	\$ 56,035.32	23.6%	\$ 75,209.48	31.7%	\$ 869.55	0.4%	\$ 23,479.96	9.9%	\$ 3,684.00	1.6%	\$ 1,041.58	0.4%	\$ 237,373.40
FISCAL YEAR 2010															
OCT	\$ 77,371.08	25.9%	\$ 79,096.21	26.4%	\$ 99,146.44	33.1%	\$ 1,504.97	0.5%	\$ 33,768.53	11.3%	\$ 6,885.71	2.3%	\$ 1,357.65	0.5%	\$ 299,130.59
NOV	\$ 59,957.99	23.0%	\$ 74,392.54	28.6%	\$ 88,491.93	34.0%	\$ 1,263.69	0.5%	\$ 30,116.35	11.6%	\$ 5,079.62	2.0%	\$ 1,160.76	0.4%	\$ 260,462.88
DEC	\$ 69,625.98	25.9%	\$ 54,651.93	20.3%	\$ 101,238.31	37.6%	\$ 1,388.41	0.5%	\$ 34,474.35	12.8%	\$ 6,476.70	2.4%	\$ 1,198.92	0.4%	\$ 269,054.60
JAN	\$ 98,171.51	33.4%	\$ 69,250.23	23.6%	\$ 89,551.85	30.5%	\$ 2,346.68	0.8%	\$ 26,992.98	9.2%	\$ 6,174.16	2.1%	\$ 1,127.30	0.4%	\$ 293,614.71
FEB	\$ 144,399.92	38.5%	\$ 65,556.16	17.5%	\$ 107,422.24	28.7%	\$ 5,345.94	1.4%	\$ 41,967.50	11.2%	\$ 8,448.54	2.3%	\$ 1,655.99	0.4%	\$ 374,796.29
MAR	\$ 179,148.64	34.7%	\$ 127,409.99	24.7%	\$ 141,150.36	27.3%	\$ 4,399.71	0.9%	\$ 51,645.85	10.0%	\$ 10,523.61	2.0%	\$ 1,902.42	0.4%	\$ 516,180.58
April	\$ 187,478.64	31.1%	\$ 171,910.50	28.5%	\$ 174,702.30	28.9%	\$ 2,056.88	0.3%	\$ 52,506.23	8.7%	\$ 13,053.25	2.2%	\$ 1,908.31	0.3%	\$ 603,616.11
May	\$ 175,435.00	30.1%	\$ 183,215.41	31.4%	\$ 156,313.59	26.8%	\$ 7,390.81	1.3%	\$ 48,446.34	8.3%	\$ 10,750.18	1.8%	\$ 1,667.15	0.3%	\$ 583,218.48
June	\$ 296,388.09	43.9%	\$ 164,628.90	24.4%	\$ 152,350.18	22.6%	\$ 1,404.77	0.2%	\$ 49,732.11	7.4%	\$ 8,881.29	1.3%	\$ 1,856.00	0.3%	\$ 675,241.34
July	\$ 422,108.64	49.4%	\$ 172,351.92	20.2%	\$ 190,609.44	22.3%	\$ 10,224.08	1.2%	\$ 46,176.07	5.4%	\$ 10,382.45	1.2%	\$ 2,700.55	0.3%	\$ 854,553.15
August	\$ 184,541.77	40.4%	\$ 104,890.86	23.0%	\$ 122,820.15	26.9%	\$ 1,029.10	0.2%	\$ 35,003.12	7.7%	\$ 6,641.93	1.5%	\$ 1,589.94	0.3%	\$ 456,516.87
September	\$ 116,955.72	30.8%	\$ 102,362.78	26.9%	\$ 115,165.24	30.3%	\$ 904.55	0.2%	\$ 37,294.32	9.8%	\$ 5,956.87	1.6%	\$ 1,626.77	0.4%	\$ 380,266.25
FY YTD	\$ 2,011,582.98		\$ 1,369,717.43		\$ 1,538,962.03		\$ 39,259.59		\$ 488,123.75		\$ 99,254.31		\$ 19,751.76		\$ 5,566,651.85
% OF TTL	36.1%		24.6%		27.6%		0.7%		8.8%		1.8%		0.4%		
Fiscal Year 2011															
OCT	\$ 106,976.99	24.9%	\$ 119,029.25	27.7%	\$ 145,167.80	33.7%	\$ 1,388.61	0.3%	\$ 45,870.87	10.7%	\$ 9,575.93	2.2%	\$ 2,241.32	0.5%	\$ 430,250.77
NOV	\$ 81,731.13	21.3%	\$ 112,506.80	29.3%	\$ 136,571.46	35.6%	\$ 1,955.64	0.5%	\$ 41,431.53	10.8%	\$ 7,771.31	2.0%	\$ 1,986.56	0.5%	\$ 383,954.43
DEC	\$ 88,770.23	23.3%	\$ 95,794.49	25.1%	\$ 143,615.10	37.6%	\$ 1,556.69	0.4%	\$ 42,395.47	11.1%	\$ 7,629.59	2.0%	\$ 1,980.45	0.5%	\$ 381,742.02
JAN	\$ 123,562.59	32.0%	\$ 93,796.22	24.3%	\$ 120,892.98	31.3%	\$ 2,082.83	0.5%	\$ 36,125.40	9.3%	\$ 8,236.38	2.1%	\$ 1,969.94	0.5%	\$ 386,666.34
FEB	\$ 192,981.84	36.7%	\$ 101,401.38	19.3%	\$ 161,332.61	30.7%	\$ 2,521.90	0.5%	\$ 54,644.18	10.4%	\$ 10,155.07	1.9%	\$ 3,167.74	0.6%	\$ 526,204.72
MAR	\$ 262,013.53	36%	\$ 166,113.09	23%	\$ 213,313.26	29%	\$ 3,307.37	0%	\$ 62,447.77	9%	\$ 12,808.84	2%	\$ 3,198.63	0%	\$ 723,202.49
April	\$ 215,429.71	34%	\$ 161,235.80	25%	\$ 196,024.07	31%	\$ 2,358.68	0%	\$ 52,899.15	8%	\$ 10,449.64	2%	\$ 2,111.46	0%	\$ 640,508.51
May															
June															
July															
August															
September															
FY YTD	\$ 1,071,466.02		\$ 849,877.03		\$ 1,116,917.28		\$ 15,171.72		\$ 335,814.37		\$ 66,626.76		\$ 16,656.10		\$ 3,472,529.28
% OF TTL	30.9%		24.5%		32.2%		0.4%		9.7%		1.9%		0.5%		

St. Augustine, Ponte Vedra & the Beaches VCB

Measurement Dashboard

May 2011



LM = vs. last month | LY = vs. last year | B = vs. baseline



Good



Not Significant

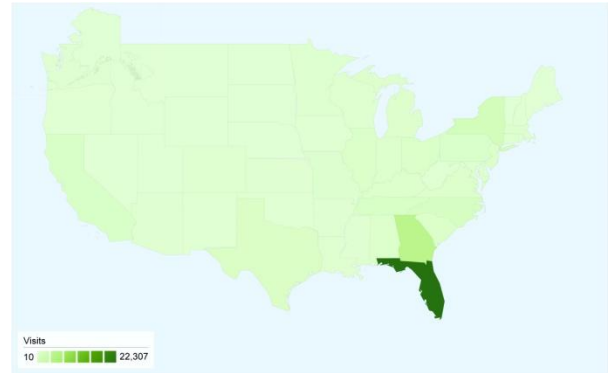


Needs Attention

ENGAGEMENT

	LM	LY	B
Time on Site: 3.85 <i>Minutes</i>	↓	↑	2.56
Bounce Rate: 32.5% <i>of Home Page</i>	↓	↑	33%
Bounce Rate: 38.2% <i>Overall</i>	↑	↓	45%

VISITORS BY GEOGRAPHY



ACTIVITY

	LM	LY
45,808 visits	↑ 60%	↑ 29%
183,171 visits to date 2011		↑ 14%
215,948 pg views	↑ 52%	↑ 9%
844,837 pg views to date 2011		↓ 5%

SOURCES OF TRAFFIC



Search Engines	11,516.00 (25.14%)
Referring Sites	5,001.00 (10.92%)
Direct Traffic	3,772.00 (8.23%)
Other	25,519 (55.71%)

2010 Baseline average percentages:

Search Engines:	44%
Direct Traffic:	31%
Other Websites:	25%

MOST REQUESTED PAGES

1. Home: 45,974
2. Attractions: 13,221
3. History: 8,981
4. Accommodations: 6,754
5. Outdoors: 6,460
6. Culture: 5,342
7. Events/Calendar: 4,690
8. Luxury & Romance: 4,398
9. Hot Deals: 3,266
10. Search: 2,496

ONLINE CAMPAIGN RESPONSE

Google Paid Search: 21,742
Home Away Family: 395
Pandora Tile Ad/Skin: 352
24/7 Real Media Family: 342

**Total Online Campaign Responses:
25,520**

CONVERSION BREAKDOWN

	LM
Guide Orders: 309	↑ 22%
Property Profile Views: 8,887	↑ 40%

SIGNALS OF INTENT TO TRAVEL (SITs)

Total conversions

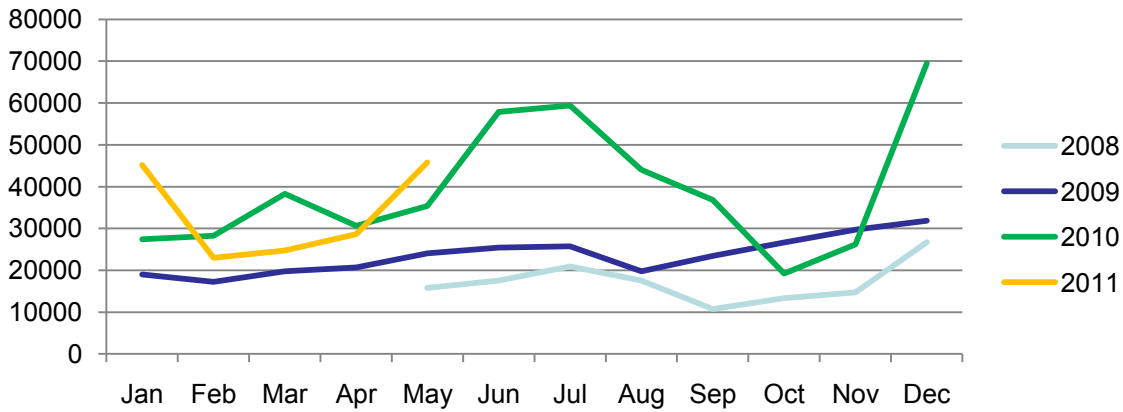
4.2%
of total pg views*

9,196

Signals of Intent to Travel

See conversion breakdown to the left.

Visits by Month - 2008-2010

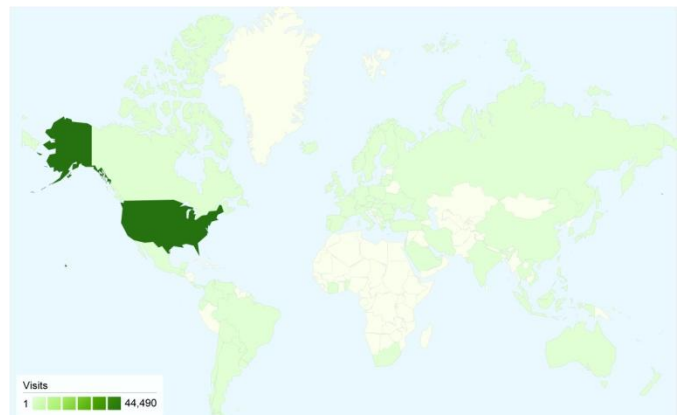


Visits by Day for This Month

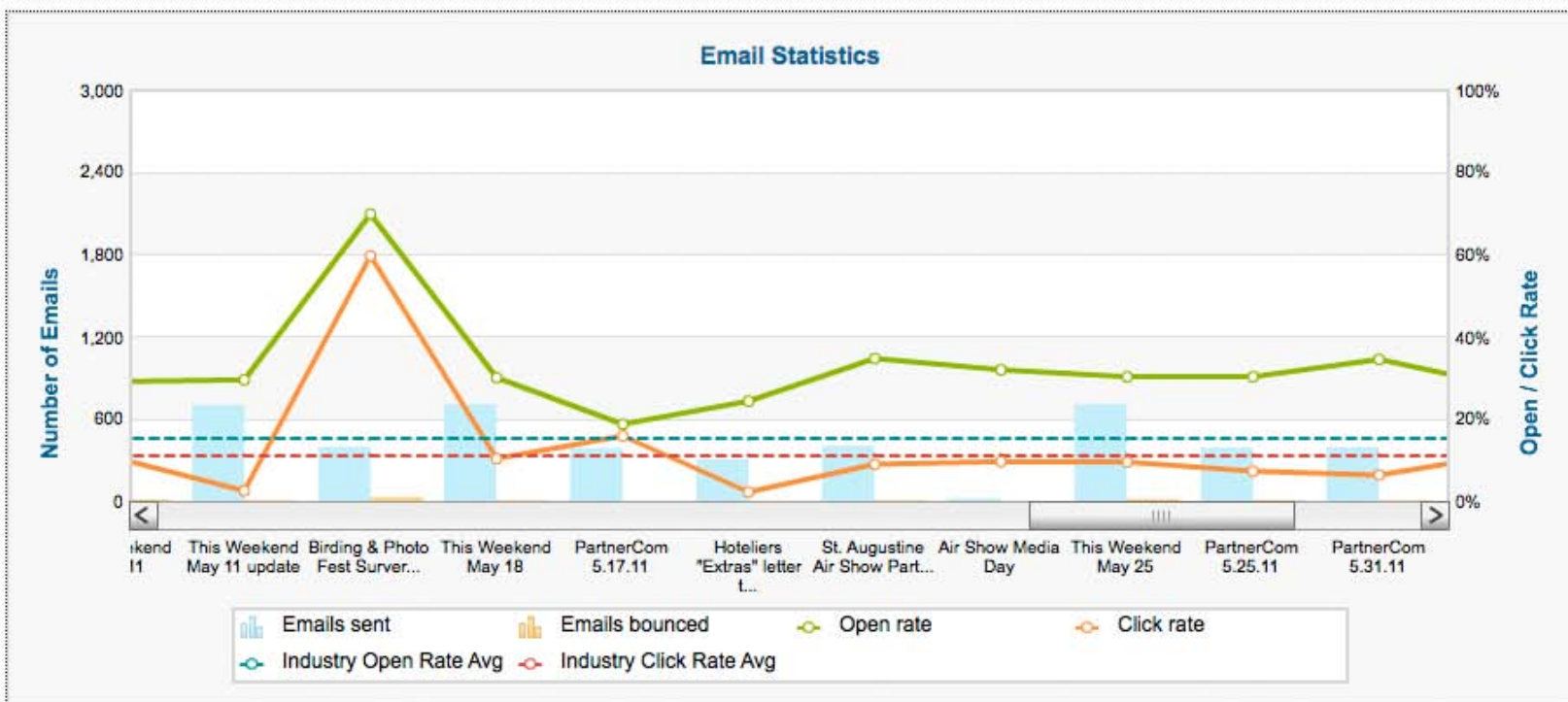
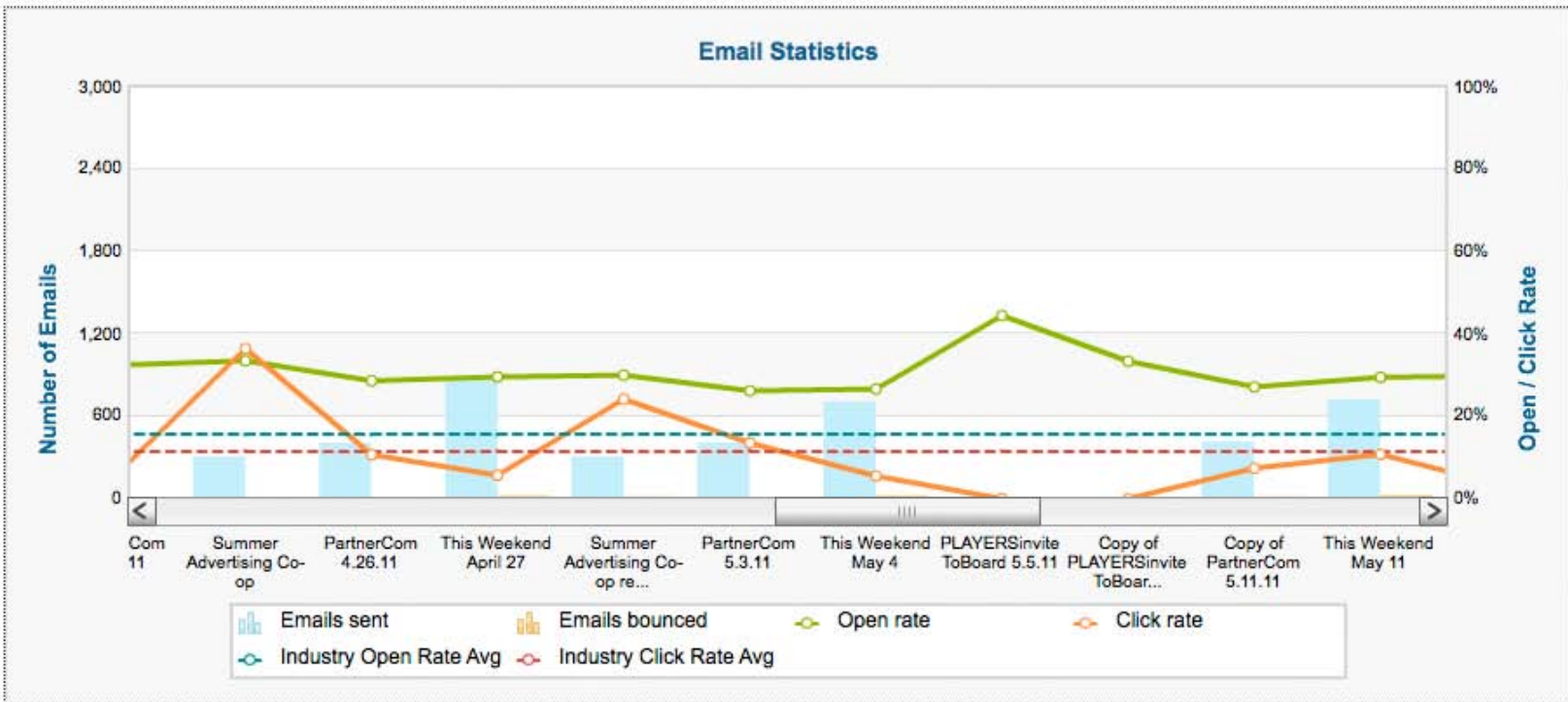


International

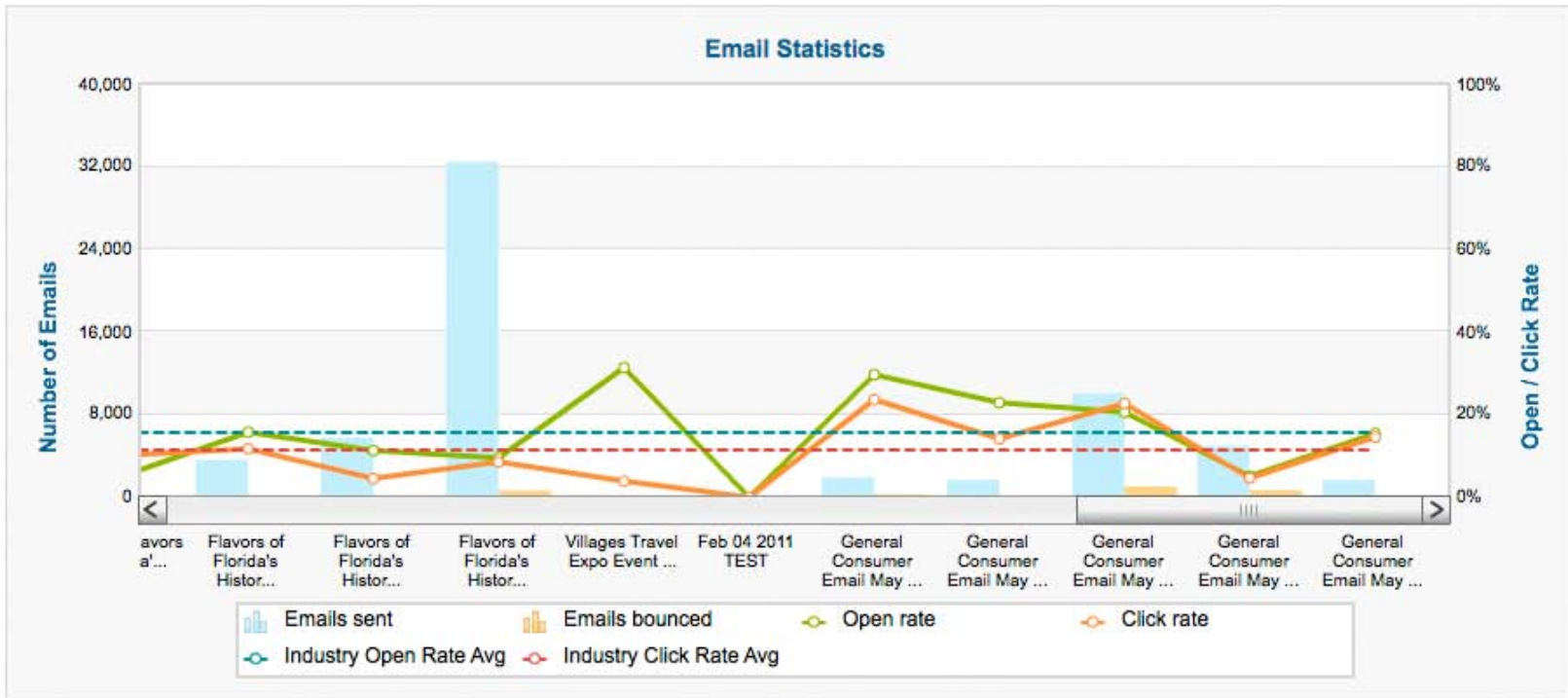
	LM	Percent Change
USA	44,490	↑ 61%
International	1,318	↑ 42%
<i>Unique visits for Month</i>		
Canada	364	↑ 40%
Germany	122	↑ 17%
UK	279	↑ 79%



VCB INDUSTRY EMAIL BLAST STATISTICS MAY 2011



VCB CONSUMER EMAIL BLAST STATISTICS MAY 2011



Emails

Show Emails

Date Sent	Email Name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
5/31/2011	General Consumer Email May 2011-5	1660	0.1% (1)	6	1.8% (30)	15.4% (255)	14.5% (37)	0
5/27/2011	General Consumer Email May 2011-4	4999	13.2% (662)	65	1.6% (80)	5.0% (218)	4.6% (10)	0
5/27/2011	General Consumer Email May 2011-3	10011	10.2% (1021)	84	1.9% (186)	20.6% (1851)	22.6% (419)	0.2% (3)
5/26/2011	General Consumer Email May 2011-2	1639	3.4% (55)	23	4.6% (76)	22.9% (362)	14.1% (51)	0
5/26/2011	General Consumer Email May 2011	1888	14.7% (277)	9	1.3% (24)	29.7% (478)	23.6% (113)	0

St. Augustine, Florida

Insights > St. Augustine, Florida > Page Overview

+ Create an Ad

Page Insights

Page Overview (0)

Users (0)

Interactions (0)

Links

Go to Page

Documentation

Week Month Export

Users See Details

Date Range: to: Apply

New Likes 1,932 ↑38% Lifetime Likes 34,105 Monthly Active Users 14,773 ↑5.2%

Active Users

Interactions See Details

Post Views 274,845 ↓15% Post Feedback 852 ↑28%

Page Content Feedback

**St. Augustine, Ponte Vedra & The Beaches Visitors and Convention Bureau
Monthly Inquiry Report FY 2011**

SOURCE TYPE	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP		YTD 2011	FYTD 2010	FY11/FY10 Percent Change
Leisure/Directories	-	-	1	8	7	3	13	8						40	623	
Magazine and Newspaper Inserts	4	1,500	93	-	2	-	2	1,011						2,612	424	516%
Consumer Magazines	996	165	5,035	4,727	7,050	4,956	4,459	15,508						42,896	5032	752%
Consumer Online	267	306	402	822	538	507	290	578						3,710	3719	0%
Past Marketing Initiatives	2,780	1,180	415	290	126	164	86	48						5,089	4579	11%
Billboard	-	-	-	-	0	-	-	-						-	0	
Television, Out of Home, Outdoor & E-Marketing	-	-	-	-	0	-	-	-						-	0	
Other/Unknown	30	26	27	41	45	29	21	31						250	213	17%
Previous Visitor	10	17	8	23	12	15	18	12						115	119	-3%
VCB Referral	11	2	5	13	14	11	4	56						116	169	-31%
Friend/ Family	9	15	9	7	15	21	10	21						107	118	-9%
Weddings	-	-	-	-	-	-	-	-						-	31	-100%
Travel Agent	1	2		9	12	5	3	3						35	34	3%
Total for FY 2011	4,108	3,213	5,995	5,940	7,821	5,711	4,906	17,276	-	-	-	-		54,970	15,061	265%
FY10 Totals	1,389	1,307	767	1,879	1,806	3,447	1,605	2,861	5,591	3,315	1,267	3,258				
% Change	196%	146%	682%	216%	333%	66%	206%	504%	-100%	-100%	-100%	-100%				
WEB REQUESTS	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP		YTD 2011	FYTD 2010	FY11/FY10 Percent Change
FloridasHistoricCoast.com	261	298	396	808	524	309	276	279						3,151	3,674	-14%
COSA.com	-		-	-	-	-	-	-						-	-	
Google October-November 2010	-	3	-	-	-	-	-	-						3	-	
Other/Unknown	6	5	6	14	14	6	5	3						59	41	44%
Travel Meredith							1	4						5	-	
Augustine.com	-					192	8	292						492	-	
VISITED BEFORE	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	YTD 2011 Total	YTD 2011	FYTD 2010	FY 10
Yes	25	25	33	93	29	37	22	34					298	34%	27%	28%
No	70	61	41	49	118	81	72	83					575	66%	73%	72%
Total No of Responses	95	86	74	142	147	118	94	117	0	0	0	0	873			
LENGTH OF STAY	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	YTD 2011 Total	YTD 2011	FYTD 2010	FY 10
1 day	2	8	9	5	9	1	5	3					42	5%	5%	5%
2 days	9	20	16	10	6	9	6	12					88	10%	10%	10%
3 days	35	20	14	27	44	38	26	32					236	27%	18%	20%
1 week	25	13	18	50	43	38	32	41					260	30%	36%	36%
2 weeks	4	4	5	16	17	7	3	5					61	7%	6%	6%
3 weeks	0	2	0	3	0	2	3	1					11	1%	1%	2%
1 to 3 months	3	6	2	2	4	0	4	3					24	3%	3%	3%
Don't Know	17	13	10	29	24	23	15	20					151	17%	20%	19%
Total No of Responses	95	86	74	142	147	118	94	117	0	0	0	0	873			

SIZE OF PARTY	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	YTD 2011 Total	YTD 2011	FYTD 2010	FY 10
1	3	6	4	6	6	7	7	7					46	5%	6%	7%
2	51	48	30	70	80	55	43	48					425	49%	49%	47%
3	13	10	7	12	9	5	10	7					73	8%	7%	8%
4+	19	14	22	34	34	41	22	36					222	25%	25%	27%
Unknown	9	8	11	20	18	10	12	19					107	12%	12%	11%
Total No of Responses	95	86	74	142	147	118	94	117	0	0	0	0	873			
ACCOMMODATIONS TYPE	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	YTD 2011 Total	YTD 2011	FYTD 2010	FY 10
All	80	72	66	112	113	91	78	100					712	82%	81%	78%
B&B	3	3	2	2	6	2	2	2					22	3%	4%	4%
Hotel/Motel	8	9	5	21	13	18	7	12					93	11%	11%	13%
RV Park	0	1	1	1	3	1	2	0					9	1%	1%	1%
Condo	3	1	0	5	11	6	3	2					31	4%	2%	3%
Efficiency/Suite	0	0	0	0	1	0	1	0					2	0%	1%	1%
Single Family Home	1	0	0	1	0	0	1	1					4	0%	1%	1%
Total No of Responses	95	86	74	142	147	118	94	117	0	0	0	0	873			
PLANNING TIME	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	YTD 2011 Total	YTD 2011	FYTD 2010	FY 10
Tomorrow to One Month	40	53	45	48	71	54	44	58					413	47%	42%	41%
One Month to Three Months	34	17	16	49	38	31	22	20					227	26%	28%	28%
Four Months to Eight Months	10	8	8	27	15	14	12	16					110	13%	15%	15%
Nine Months or More	1	4	0	5	20	16	13	9					68	8%	5%	7%
Unknown or Refused	10	4	5	13	3	3	3	14					55	6%	10%	9%
Total No of Responses	95	86	74	142	147	118	94	117	0	0	0	0	873			
Top States	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	YTD 2011	FYTD 2010	FY 10	
Florida	449	1,059	763	719	997	716	552	1,226					6,481	3,081	6,966	
New York	240	101	362	283	426	219	189	563					2,383	704	1,213	
Ohio	185	91	208	185	315	221	229	1,153					2,587	655	1,029	
Pennsylvania	235	95	264	256	349	356	190	496					2,241	595	1,007	
Georgia	307	776	233	675	447	395	282	745					3,860	784	2,048	
Texas	172	61	410	265	439	290	453	446					2,536	582	1,464	
North Carolina	101	51	251	646	347	241	211	460					2,308	528	857	
California	197	74	516	190	522	102	143	329					2,073	399	672	

**Visitor Center Inquiries
May 2011**

Ponte Vedra Beach Chamber of Commerce

	May 2011	YTD
Total Visitors	32	299

City of St. Augustine Downtown Visitors Center

	May 2011	YTD
Total Visitors	34,433	255,328

St. Augustine Beach Visitors Center

	May 2011	YTD
Total Visitors	1,576	11,036

Jacksonville Airport Visitor Information Center

	May 2011	YTD
St. Augustine	1,697	5,002
Ponte Vedra	78	671

Total Inquiries at Visitors Centers

Total May 2011	Oct - May YTD Totals
37,816	280,388



PARTNERSHIP REPORT: May 2011
 Erin Masters, Special Events Manager/
 Partnership Coordinator

Inquiries:

- Milestone Internet
- Solantic Baptist Urgent Care
- Scents of St. Augustine (retail)
- GetARoom.com
- Ignition Music Magazine (St. Augustine's Music Resource Magazine)

Partners Applied (requires Board Action):

- Sara's Crepes Café
- Solantic Baptist Urgent Care
- Saint Augustine Beach House (FKA Ocean Blue Motel)
- St. Augustine TidBits (Informational and Advertising Pub)

Partners Approved Previously:

- The Tasting Tours (Wine and Food Tasting Tour)
- Old City Life
- Dow Museum of Historic Houses

FY 2011 Partnership Recap

- New Partner Businesses FY 2011 – 37
- Total Partners April 2011 - 253



Creative Support Report: May 2011 Stacey Sather, Creative and Advertising Manager

Creative, Advertising and Promotions

- VCB State of the Tourism Industry hard copy invite & mailing
- General Consumer email campaign deployment
- National Heritage Alliance web graphics support
- St. Augustine Air Show rack distribution
- FHC lapel pin design and order
- FHC outdoor signage design and order
- FHC iPad app graphics support
- FHC Summer Advertising Co-op email deployment
- THE PLAYERS invitations, hospitality house & photos
- 2011 Birding and Photo Fest festival support
- 2011 Birding and Photo Fest website update, event followup & survey support
- FHC website home page weekly screenshot archive
- New design formats of VCB/FHC logo
- Ongoing creative review & support to YPartnership - Outdoor/

Partner Communications

- Weekly production of PartnerCom eNewsletter, 4 issues plus special announcements
- Monitor and followup on all email open rates, bounce-backs and opt-outs

Ongoing/Upcoming Projects

- Meeting Planner Guide update and redesign
- Life Celebrations Guide design
- FHC branding guide design
- Photographs for email and web promos
- Weekly PartnerCom email
- Monthly consumer email
- Monthly report
- Ongoing research - image library updates
- Ongoing research - web software optimization
- YPartnership - ongoing creative review & support



Sales Department Report:

May 2011

Evelyn Vazquez, Director of Sales

Kristi Hansman, Conference Sales Manager

Jaya Larkin, Sales Coordinator

May Highlights:

Site Visits

- Site inspection for Indiana Educators-June 12-17 2011 conference 115 RNS 5/2
- Site inspection corporate conference 2012 5/4
- Site inspection DC Association January 2012-5/17-18
- Golf meeting Sawgrass Marriott, Adam Kohlruss-5/19
- Meeting planner site inspection Renaissance Resort-5/20

Upcoming Site Visits

- Family Reunion 2012 Site Visit 06/09
- Site inspection insurance planner SA & PVB 6/13-15
- Site inspection SA 6/17
- Medical supply conference pre-planning Sawgrass Marriott 6/20
- Site inspection Renaissance Resort financial meeting planner 6/24
- St. Johns Co. Site Visit/Lunch Apt with Bob Ross – Dev. Director for NAS JAX USO TBD
- Central Florida Concierge's Fam Tour & mini-tradeshow TBD

Sales Initiatives

- Collaborate Marketplace Corporate Planners Houston (partners Sharon Kelly-Sawgrass Marriott & Francine Rattenbury Renaissance Resort)-5/3-6
- Hosted Meeting Planners, tour operators & media The PLAYERS CHAMPIONSHIP 5/12-15
- International Pow Wow (partner-Lisa Jacobson & Lisa Martinez Fairfield & Courtyard) May 21-25, 2011

Upcoming Sales Initiatives

- Destination Showcase Chicago with Lisa Miller, Renaissance Resort 6/1-2
- Hosting meeting planner lunch for approx. 16, Capital Grille-Rosemont 6/3
- Tampa Bridal Show, July 17, 2011
- Quince Trade Seminar, August TBD, 2011
- How to work with a Receptive Tour operator Workshop, August TBD, 2011
- Connect Marketplace, August 12-14, 2011
- Chuck Cook & Assoc., August 19-20, 2011
- Jax Bridal Show, Sept. 11, 2011
- Bridal/Quince Expo, Sept. 17-18, 2011

Meetings

- Meeting re: family reunion lead 2012 05/11
- Meeting with Renaissance for possible future Photofest location 5/11
- Meeting & Site Visit with NAS JAX USO to build military market 05/25

Upcoming Meetings

- Leisure Sales Committee-TBD
- CSC meeting TBD
- NFMPI-6/14

iDSS One on One Training & Group Collateral Distribution

- St. Augustine Outlets, pickup bags for incoming group and spoke with management regarding sale of outlet, 05/05
- City Walks, LLC 05/23

Upcoming iDSS Training

- Conference call with Angela with Jacks or Better 06/02
- Quarterly iDSS Orientation 06/28

**St. Augustine, Ponte Vedra & The Beaches Visitors and Convention Bureau
Sales Department Report MAY FY 2010-2011**

	MONTHLY	MONTHLY GOALS	Monthly % of Actual vs Goal	3RD QUARTER TOTALS	QUARTERLY GOALS	Quarterly % of Actual vs Goal	YEAR TO DATE	Year to date Goal	Year to date % Actual vs Goal	ANNUAL GOAL	% OF ANNUAL GOAL ACHIEVED
MAY - TOTALS FOR ALL SEGMENTS											
LEADS ISSUED - ALL SEGMENTS	18	21	-14%	41	63	-35%	164	168	-2%	250	65.60%
TOTAL RM NTS FROM LEADS ISSUED - ALL SEGMENTS	3,497	4,584	-24%	7,561	13,750	-45%	35,574	36,672	-2.99%	55,000	64.68%
DEFINITE ROOM NIGHTS - ALL SEGMENTS	2,107										
TENTATIVE ROOM NIGHTS - ALL SEGMENTS	120										
CANCELLED ROOM NIGHTS - ALL SEGMENTS	1,750										
LOST ROOM NIGHTS - ALL SEGMENTS	239										
NON HOTEL LEADS - ALL SEGMENTS	0										
SITE INSPECTIONS - ALL SEGMENTS	0										
TELEMARKETING CALLS - ALL SEGMENTS	89	84	6%	173	252	-31%	861	672	28%	1,000	86.10%
	MONTHLY TOTAL			3RD QUARTER TOTALS			YEAR TO DATE TOTALS				
TRADE SHOWS	2			2			16				
Collaborate Marketplace (05/3-6), Houston Tx											
International POW WOW (05/21-25), San Fran. CA											



COMMUNICATIONS DEPARTMENT REPORT: May 2011

Jay Humphreys, Communications Director, 209.4424
Barbara Golden, Communications Manager, 209.4425

May 2011 Media Results:

of print and internet news media impressions: 572,581,347

Value of equivalent advertising: \$717,791.41

Social Media Monitoring:

Total Number of Social Media Stories posted: 2418

Publicity Value: \$350,590

Facebook Fans added in May – 1,355 (31,818 to 33,153 total)

MAY 2011 REPORT:

Stories Pitched:

Haven Horse Ranch; new map exhibit at Historical Society to First Coast News – Jay

Pirate Museum as follow-up story pitch to Parent Magazine – Barbara
GirlsGetaways.com, Tasting Tours, Zip line, Pirate Museum, What's New
Release and hotel getaway package deals – Barbara

Jessica Clark, First Coast News, THE PLAYERS impact on local market –
Barbara

TravellingMom.com, Kim Orlando – Pirate Museum, Alligator Farm Zip Line –
Summer Family Deals – Barbara

Julie Gerber, GerberBabies.blog.com – What's new for families and summer
family package deals – Barbara

Attended International Pow Wow – More than 48 journalists received digital press
kits pitching What's New with attractions and hotels, upcoming commemorative
events, seaside luxury, Historic America and more – Began adding full
international travel content to data base - Barbara

Assisted Hot Shots Bakery with video content to pitch food channel story ideas –
Barbara

Chris McBeath, Greatest Getaways, 500th and 450th commemorations – Barbara

Media Inquiries:

Marcia Lane, The Record, 4th grade visitation – Jay

Claire Simms, First Coast News, TPC impact – Jay

Ben Reed, "Adventures with Ben," what's new info – Jay

Bus service? Thierry Boussard, Routard French travel guide – Jay

Fact checked Visit Florida article for Christine LaPlaca – Jay

Dave Houser, population data for Where To Retire magazine – Jay

Jeanne Holton, banner ad for Florida Humanities Council newsletter – Jay

David Bailey, Toyota Connections, tapas, Gullah Geechie Trail – Jay

Rusty Gardner, floridabywater.com, Jul 4th fireworks – Jay
 Allison Clark, St. Augustine in Dreamscapes – Jay
 Follow up with Allison Clark (Pat Croce's new book and contact info about P&T Museum) at Pow Wow with additional info – Barbara
 ABC JAX – Impact of TPC on local area, year-round 564-1897– Barbara
 Updates to MeetingMarts.com – Barbara
 Sam Polcer – Airtran Go Magazine – side bar content for June feature (events, special offers, what's new) – Barbara
 Falger issue of News Journal – Family Summer Fun – Barbara
 Content and images about Florida Heritage events and sites in St. Augustine for upcoming League of Cities for VISIT FLORIDA presentation – Barbara
 Karyn Alvarado, Colorfulplaces.com – What's New information and images – Barbara
 Interview with Marlene Goldman, Meetings Focus, about emerging market meetings destinations (July 2011 Meetings South issue) – Barbara

Image Access:

Florida Magazine - Ximenez – Fatio House Museum for St. Augustine historic sites feature – Barbara
 Hancel Deaton, Orlando Magazine , St. Augustine feature – Barbara
 John Poimiroo, National Parks Promotional Council, Images of Castillo & Ft. Mose – Barbara
 Eleanor Rayl, Ambassadair/ Grueninger Travel Group – Barbara
 Tom Tibbets, Ocean Grove Resort – brochure images – Barbara
 Karyn Alveredo, Blue Green Resorts- colorfulplaces.com - shopping – Barbara
 Courtney Williams, Every Dog Magazine – Summer edition St. Augustine feature – Barbara
 Gina McClean, Flagler Hospital, Thrive Magazine – Barbara
 Rick Whiting, AAA South, Internal training and destination awareness programs – Barbara
 Edie Driest, Images for group travel flyer and brochures – Barbara

News Releases:

Air Show and Air Show media alert – Jay
 4 This Weekend releases – Jay
 What's New – Revised – Barbara
 Summer Vacation Deals – Barbara

Writers Hosted:

Elizabeth Amore, Child Mode, Miami – Jay
 Tangela Walker-Craft, Tampa Bay Parenting Examiner- hosted at Hilton Garden on SA Beach – Barbara
 Blair Howard, co-hosted with FFCCG for Players – Barbara
 David and Donald Lair, co-hosted with FFCCG for Players – Barbara
 Ramon Rivera, editor Mercado de Convenciones – Jay
 Sandra Friend, Back Roads Guide to North Florida -- Jay

Broadcast and Film:

Initiated and coordinated production of CNN video question at the Fountain of Youth – Jay

Jonathan Mills, production support for FSU film class project – Jay

Anna Valadares, Levantante, Telemundo, St. Augustine locations – Jay

Alex Fish, Tee It up Radio – Coordinated an Interview with Jack Peter during PLAYERS – Barbara

Promotional Programs:

Submitted Trivia content to Gwinnett Daily Post for sweepstakes program – Barbara

Coordinated partner contributions for Promotional Sweepstakes in Tampa and Orlando markets – Barbara

Scheduled reenactors to appear at upcoming Orlando Promotional events – Barbara

Provided online promotion content for How to Do Florida – Barbara

Coordinated production of Deals website buttons – Barbara

Completed advertising and media content fulfillment to THE PLAYERS for added value advertising and PR – Barbara

Edited and added content to Recommend Travel Trade e-blast – Barbara

Edited American Heritage Reader Service content – Barbara

Other:

Completed ad hoc build of FHC iPad app and submitted it to Apple for approval and distribution through iTunes – Jay

Participated in Historic A1A Environmental Fair – Jay

Reviewed possibility of hosting SATW Chapter Convention in 2012 – Jay

Met with The Tasting Tour staff – Jay and Barbara

Attended Artful History presentation at Lighthouse – Jay

Wrote copy and provided images for TPC pairings sheets – Jay

Prepared June events ad for MINT magazine – Jay

Solicited nominations for Tourism Employee of the Year – Jay

Met with Scott Templeton, Journal Publications regarding possible production of 2012 travel planner – Jay

Placed video and background materials for Pow Wow on TravMedia.com – Jay

Attended Jacksonville CVB Tourism Awards Program – Jay

Completed agreed upon wording regarding PdL landing near Ponte Vedra – Jay

Attended VCB Board Meeting – Jay

Updated Deals Offers on FHC and VPV (Golf and Family deals) – Barbara

Updated loaded partner offers special deals pages – Barbara

Updated event and other content of VPV and FHC websites – Barbara

Update training for CisionPoint monitoring and research – Barbara

Edited Press Kit with live hyperlinks to web content – Barbara

Content and updates, including hyperlink issues for June VCB E-blast – Barbara

St. Augustine, Ponte Vedra & The Beaches

Communications Department Monthly Report - Executive Summary FY 2011

Media Impressions	Mar-11	Apr-11	May-11	Mar-10	Apr-10	May-10	4/2011 compare to 4/2010	YTD Compare to FY10/FY11			
								YTD FY2011	FY 2010	% difference	FY 2010 Totals
National	99,434,489	261,128,340	554,042,707	8,443,865	7,828,430	122,672,222	352%	993,025,157	182,804,128	443%	209,060,748
Florida	10,117,596	19,447,721	18,538,640	1,191,805	768,320	4,389,702	322%	54,895,599	15,792,347	248%	29,659,298
International	1,313			354,794				386,830	2,577,289		2,630,264
Web				101,924,819	90,620,466	57,210,554	-100%	572,420,439	995,736,062	-43%	1,818,517,584
Broadcast	3,098,591	33,151,630		3,127,000				41,472,907	3,127,000		3,127,000
Events	11,670,324	5,007,754		1,697,036	1,258,938	11,568,218	-100%	48,960,343	22,984,607	113%	43,128,396
Total	124,322,313	318,735,445	572,581,347	116,739,319	100,476,154	195,840,696	192%	1,711,161,275	1,223,021,433	40%	2,106,123,290
Value of Impressions	Mar-11	Apr-11	May-11	Mar-10	Apr-10	May-10	4/2011 compare to 4/2010	YTD Compare to FY10/FY11			
								YTD 2011	FY2010	% difference	FY 2010 Totals
National	\$94,603	\$89,089	\$467,379	\$107,385	\$69,316	\$1,346,738	-65%	\$1,153,542	\$2,172,817	-47%	\$2,707,743
Florida	\$19,803	\$19,025	\$250,412	\$11,789	\$13,442	\$44,115	468%	\$365,504	\$215,695	69%	\$395,420
International				\$32,202				\$18,460	\$108,494	-83%	\$148,494
Broadcast	\$868	\$27,462		\$9,300				\$32,872	\$18,600	77%	\$18,600
Events	\$8,626	\$8,175		\$26,500	\$14,209	\$56,264	-100%	\$52,257	\$146,160	-64%	\$334,826
Web stories				\$50,904	\$68,462	\$62,050	-100%	\$2,538,302	\$681,129	273%	\$1,020,537
Total	\$123,900	\$143,751	\$717,791	\$238,080	\$165,429	\$1,509,167	-52%	\$4,160,937	\$3,342,895	24%	\$4,625,621
New for FY 2011	Mar-11	Apr-11	May-11	Mar-10	Apr-10	May-10	3/2011 compare to 3/2010	YTD Compare to FY10/FY11			
								YTD FY2011	FY 2010	% difference	FY 2010 Totals
Social Media Monitoring											
Number Social Media Feeds & Blogs with impact	977	1,530	2,418	NR	NR	NR		6,211	NR	NR	NR
Promotional Value of Social Media Feeds	\$230,633	\$441,201	\$350,590	NR	NR	NR		\$1,380,507	NR	NR	NR
Media Inquiries Answered:	16	7	18	12	13	7	157%	93	72	29%	191
Media Visitors Hosted:	6	2	6	2	7	6	0%	50	33	52%	56
Broadcast Media Hosted:	4	4	4	4	4	7	-43%	30	24	25%	40
Event News Releases Issued:	10	3	5	4	4	4	25%	44	36	22%	88
Feature News Releases Issued:	1	5	2	2	5	4	-50%	17	29	-41%	36
Stories Pitched	5	18	93	3	25	3	3000%	165	65	154%	167
VCB supported Stories in Print	75	37	41	34	50	41	0%	387	394	-2%	180
Image access	5	4	10	7	12	4	150%	87	70	24%	122
Value of VCB supported stories	\$15,986	\$75,175	\$533,889	\$81,947	\$41,351	\$59,745	794%	\$861,707	\$797,617	8%	\$1,910,716
Impressions from VCB supported stories	42,007,222	12,222,260	117,266,266	7,520,442	33,532,169	17,567,540	568%	\$317,163,204	378,267,943	-16%	\$844,060,332

Social Monitoring began in mid-October 2010.

NOTE: As of April 2011, web reporting is rolled up into Florida and National Media coverage. All blogs and other social media monitoring is included in Social Media reporting. As of May 2011, all events media coverage are included in National and Florida Media Coverage. There is no program in place at this time to accurately report the values of international media.

May Highlights:

- **PBS *Getting Away Together* in final edit; first airing October, 2011**
- **New! PBS *UTravel! with Chef Bob*; first airing November, 2011**
- **Summer Radio/Event Promotions ... Combined media value of \$300K+**
- COX Media Orlando; CBS Radio Tampa - St. Pete; Radio Disney of Florida

OPM PARTNER	PROMO TITLE	DATES (2011)
COX Orlando	Spring Fiesta in the Park	April 2-3
COX Orlando/WWKA	Home & Garden Show	April 15-17
COX Orlando/WMMO	Downtown Pour	30-Apr-11
CBS Tampa/WJST	Smooth Jazz Fest	30-Apr-11
CBS Tampa/WRBQ	Q105 Q-Fest	1-May-11
CBS Tampa WQYK, WRBQ, WSJT	Clearwater Sea-Blues Festival	May 6-7, 2011
COX Orlando WHTQ	Saltwater Classic	May 6-7, 2011
COX Orlando	Make Your Own History	Starts May 30
CBS Tampa WQYK	Summer Road Trip Giveaway	Starts May 30
CBS Tampa WRBQ	Start Summer in St. Augustine	Starts June 8
COX Orlando WMMO	Downtown Concert Series	Starts June 12
CBS Tampa WQYK	Half-Tank Trip Giveaway	Starts June 6
CBS Tampa WSJT	Come Play in our Sandbox	Starts June 20
COX Orlando 6 Stations	Fireworks at the Fountain	4-Jul
Radio Disney	Taste of Pinellas and Family Fest	May 20-22
Radio Disney	Festival of Rhythm and Blues	Jun 4
Radio Disney	Kick It 3 vs 3 Soccer	June 18-19
Radio Disney	Mascot Games	July 30
Radio Disney	Kids' Concerns	Saturday mornings
Radio Disney	Selena Gomez in Concert	July 31
Radio Disney	Iraq Afghan Vets FHC Golf Sweepsrt	Starts mid-June
Radio Disney	Mich Ultra FHC Golf Getaway 2	TBA
Radio Disney	3-day Mercedes FHC/PV Title	Starts mid-June



April 2011

St Johns County Total Golf Tourism

(FL Sports Foundation Model - tracks direct and wholesale bookings)

	April 11	April 10	% Change
Rooms	2,472	2,325	6.32%
Rounds	5,816	5,470	6.33%
	2011 YTD	2010 YTD	% Change
Rooms	8,182	7,553	8.33%
Rounds	19,253	17,771	8.34%

Advertising Response (From all sources)

April 11	April 10	% Change
2,199	1,089	101.93%
FY 2010-11	FY 2009-10	% Change
29,162	7,268	301.24%

Website Statistics

	April 11	April 10	% Change
Visitation	4,615	5,532	-16.58%
	FY 2010-11	FY 2009-10	% Change
Visitation	47,196	41,781	12.96%

Email Program - FFCG Newsletter

Date	Subscribers	
4/12/2011	49,979	
Open Rate	07/08 Baseline Avg.	% Change
8.57%	9.05%	-5.30%
Click Rate	07/08 Baseline Avg.	% Change
7.01%	11.05%	-36.56%

Media Equivalencies

	FY 2009-10
Value	\$928,840
Impressions	15,380,207