



ST. AUGUSTINE PONTE VEDRA

FLORIDA'S HISTORIC COAST®

Annual Report – Fiscal Year 2014

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Introduction

FY2014

Richard Goldman, President/CEO

St. Johns County tourism once again exceeded expectations and previous years' performance on every major objective measure. Annual growth rate even exceeded statewide performance in Occupancy and RevPAR. The VCB accomplished its mission to market Florida's Historic Coast® (FHC) as a premier leisure, convention and incentive, beach and golf destination. The VCB's performance metrics tell the tale as they were consistently up and set new records in seven months (TDT collections, hotel Occupancy, ADR, Demand and Revenue) even when compared to the strong growth of FY2013.

While some of the physical results are still taking shape, the VCB actively assisted partners and prospective partners with the development and facilitation of new touristic assets for St. Johns County in FY2014 including air service by Frontier Airlines between Princeton, NJ and Washington Dulles and NFRA, the St. Augustine Distillery, The DoubleTree by Hilton Historic St. Augustine, additional references to St. Augustine on I-95 DOT signs and signage for the Florida East Coast Greenway among others.

In its advertising, the VCB introduced its acclaimed "El Conquistador Returns" campaign with the over-arching and differentiating brand message "Our History Is Not The Same Old Story." In 2014, the campaign enjoyed more robust participation from lodging and attraction partners who have increasingly taken advantage of strategically targeted and affordable, cooperative marketing opportunities.

FY2014 was also a strong year in the digital arena, with online enhancements to advertising, publicity and websites. The VCB achieved broader reach with well-performing ad networks and placements on high-traffic sites like TripAdvisor, Google and Facebook. The recently redesigned website was made responsive, meaning that the single site functions simultaneously on mobile phones, tablets and desktops, and continues to show increased visitation and engagement with gains in all metrics including visits, page views and, particularly, partner profile views. Bi-monthly e-mail communications (eCRM) to the growing database, and vastly expanded social media presence have also built engagement between consumers, the destination and its partner businesses.

Sales and publicity programs aimed at boosting visitation paid off significantly in 2014 when FHC hosted 224 tour operators, meeting planners, travel influencers and domestic and international media writers and producers. Our sales and publicity teams have developed a reputation for being the "go to" folks thanks to continuous outreach and quick response to our prospects' needs.



Introduction (cont'd.)

FY2014

Richard Goldman, President/CEO

The VCB, in partnership with the experts at MMGY Global and Miles Media Group, along with local, regional and statewide tourism-related organizations, strives to maximize and refine its marketing efforts on all fronts. Please review this report for details of how in 2014 the entire VCB staff accomplished their key objectives.

Sincerely,

Richard Goldman
President & CEO
St. Augustine, Ponte Vedra & The Beaches
Visitors & Convention Bureau



St. Johns County Visitors and Convention Bureau

2014 BOARD OF DIRECTORS

Executive Committee Officers

- Chairman:** Jeffrey Oliasami, General Manager,
Renaissance World Golf Resort
jeffrey.oliassami@jqh.com
500 South Legacy Trail, St. Augustine, FL 32092
- Vice Chairman:** Kathy Fleming, Executive Director
St. Augustine Lighthouse & Museum
kfleming@staugustinelighthouse.com
81 Lighthouse Ave, St. Augustine, FL 32080
- Past Chairman:** David Mariotti, General Manager,
The Lodge & Club at Ponte Vedra
dmariotti@pvresorts.com
607 Ponte Vedra Blvd, Ponte Vedra, FL 32082
- Secretary:** Joe Finnegan, Owner
St. Francis Inn
joef@stfrancisinn.com
279 St. George St., St. Augustine, FL 32084
- Treasurer:** Shannon Lake, General Manager,
Beacher's Lodge
shannon@beacherslodge.com
6970 A1A South, St. Augustine, FL 32080

Board Members

- Charles Cox, Owner, San Sebastian Winery
cgcox@seavin.com; 157 King Street, St. Augustine, FL 32084
- John Fraser, Owner, Fountain of Youth Archeological Park
fountain@aug.com; 11 Magnolia Street, St. Augustine, FL 32084
- Bob O'Neill, General Manager, Hilton Historic Bayfront
Bob.o'neill@hilton.com; 32 Avenida Menendez, St. Augustine, FL 32084
- Virginia Whetstone, Owner, Whetstone Chocolates
vaw@whetstonechocolates.com; 1 Dolphin Drive, St. Augustine, FL 32084

Government Liaisons and Ex-Officio

- Mayor Joe Boles, City of St. Augustine
Commissioner Rachel Bennett, St. Johns County Board of County Commissioners
Commissioner Rich O'Brien, St. Augustine Beach City Commission
Isabell Rodriguez, Executive Director, St. Johns County Chamber of Commerce



2014 VISITORS AND CONVENTION BUREAU COMMITTEES

Conference Sales Committee

- William McBroom, Renaissance World Golf Village Resort
- Joni Barkley, Casa Monica Hotel
- Julie Batts, Ponte Vedra Inn & Club
- Michelle Kuziola, Courtyard by Marriott

Leisure Sales Committee

- Gina Villacorta, Days Inn Historic
- Michele Kuziola, Shaner Hotels
- Isabelle Miranda, Tour Saint Augustine, Inc.
- Mae White, Hampton Vilano
- Cindy Stavely, St. Augustine Pirate & Treasure Museum
- Shannon Lake, Beacher's Lodge/VCB Board Liaison
- Amanda Teem, Hilton Historic Bayfront

Advertising Committee

- Joe Finnegan, St. Francis Inn
- Kathy Fleming, St. Augustine Lighthouse & Museum
- Shannon Lake, Beacher's Lodge
- David Mariotti, Lodge & Club at Ponte Vedra
- Jeffrey Oliasami, Renaissance World Golf Village Resort

2014 VISITORS AND CONVENTION BUREAU STAFF

Administration

Richard Goldman, Executive Director

RGoldman@FloridasHistoricCoast.com
904.209.4426

Carey Cramer, Office Manager

CCramer@FloridasHistoricCoast.com
904.209.4421

Promotions and Data Base

Rick Hensler, Director of Promotions and Strategic Alliances

RHensler@FloridasHistoricCoast.com
904.209.4430

Erin Masters, Special Events/Database Manager

EMasters@FloridasHistoricCoast.com
904.209.4422

Database and Website Administration, Annual Florida's Birding & Photo Fest,
Photography Workshops



2014 VISITORS AND CONVENTION BUREAU STAFF (CONT'D)

Communications Department

Kathy Catron, Communications Director

KCatron@FloridasHistoricCoast.com

904.209.4424

Media Relations, Travel Press Communications, Editorial, Social Media

Barbara Golden, Communications Manager

BGolden@FloridasHistoricCoast.com

904.209.4425

Calendar of Events Coordinator, Media Relations, Travel Press Communications, Publicity & Promotions

Sales Department

Evelyn Vazquez, Director of Leisure Sales

EVazquez@FloridasHistoricCoast.com

904.209.4431

Travel Industry, Leisure, Religious & International Sales

Glenn Graham, Director of Conference Sales

GGraham@FloridasHistoricCoast.com

904.209.4432

Corporate & Association Meetings & Incentives Sales

Jaya Larkin, Sales & Services Manager

JLarkin@FloridasHistoricCoast.com

904.209.4429

Executive Group Sales (35 rooms & less peak night, all segments; all military, reunion, government meetings & weddings.)

Advertising

Stacey Sather, Creative & Advertising Manager

SSather@FloridasHistoricCoast.com

904.209.4434

Collateral, Print, Website & Social Media and Email Advertising Development and Production

Independent Staff for St. Augustine Beach Visitor Center

Remunerated directly by TDC

Anna Helfinstine, Visitor Center Staff

Robert Ziets, Visitor Center Staff

Robert MacDowell, Visitor Center Staff



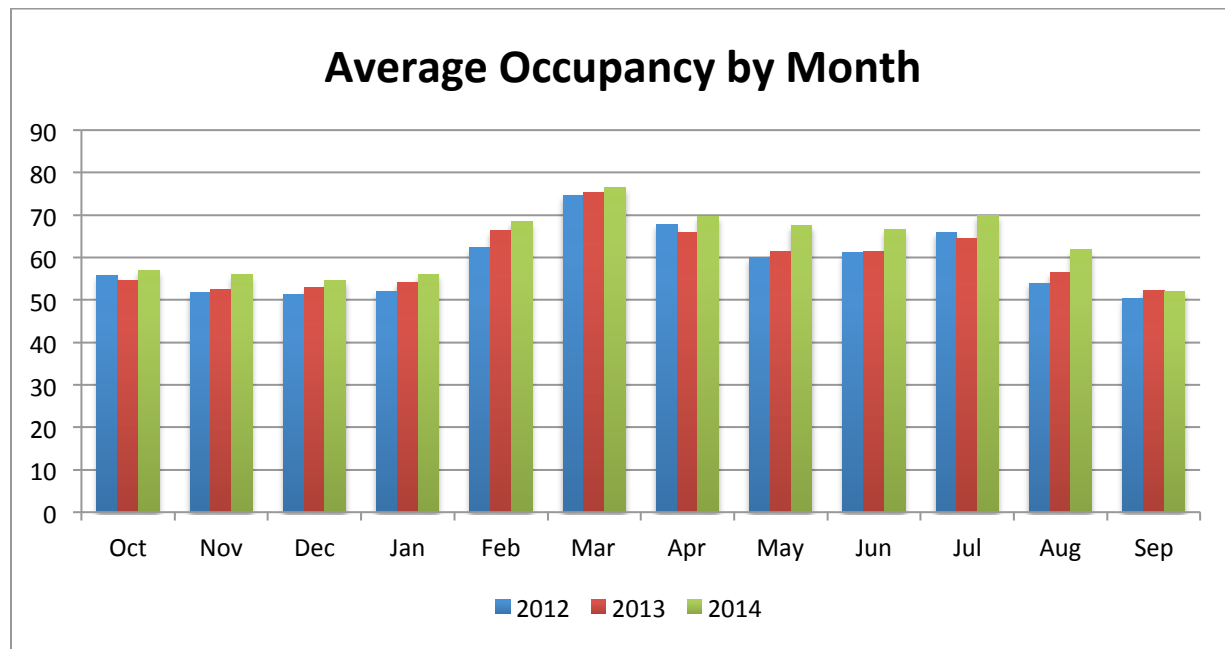
Lodging Performance Overview FY2014

Smith Travel Reports

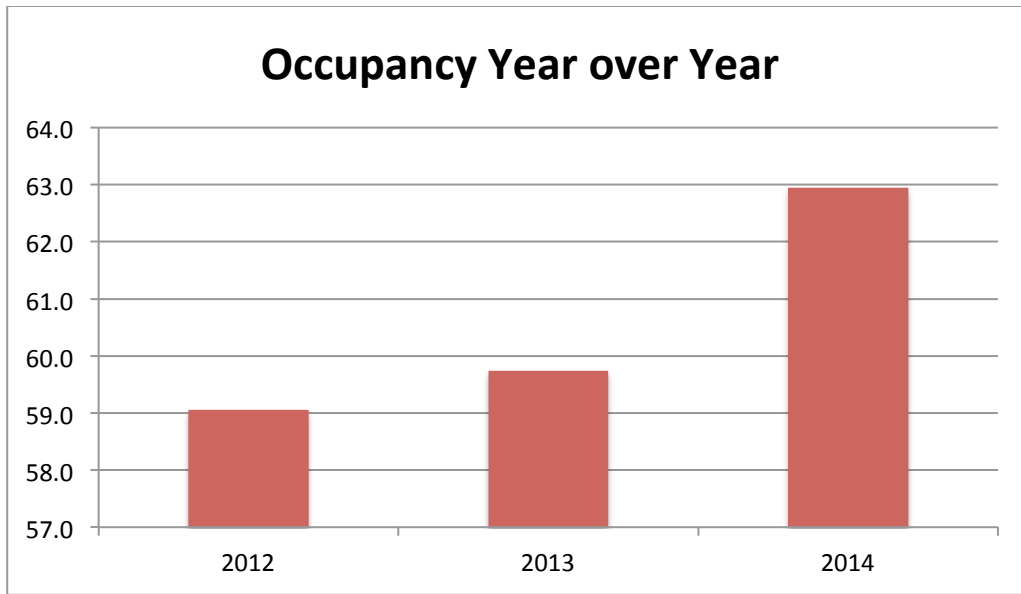
The VCB subscribes to Smith Travel Research (STR), recognized leader for lodging industry benchmarking and research and the world's foremost source of historical lodging performance trends providing valuable market share analysis for hotels in our destination. The data provided by STR allows the VCB to track monthly performance in occupancy, average daily rate, RevPAR, demand and room revenue of 43 reporting hotel properties in St. Johns County. *It does not include B&Bs, vacation rentals, condos or campgrounds.*

Occupancy

Average occupancy grew 5.4% to a fiscal year average of 62.9%. The largest monthly increases for SJC were in August (up 10.4%), May (up 9.8%) and July (up 8.2%). Only one month saw a decline in occupancy from 2013 and that was September compared to the record generated during Mumford & Sons concert weekend. September was down 0.6%.



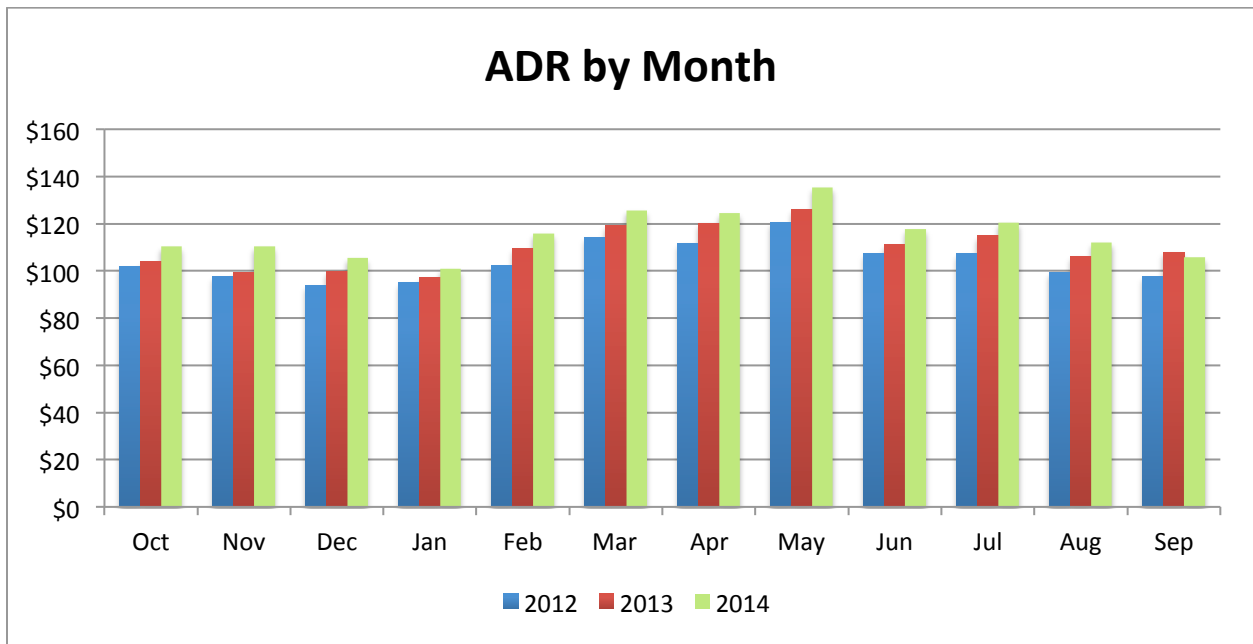
Source: Smith Travel Research



Source: Smith Travel Research

ADR

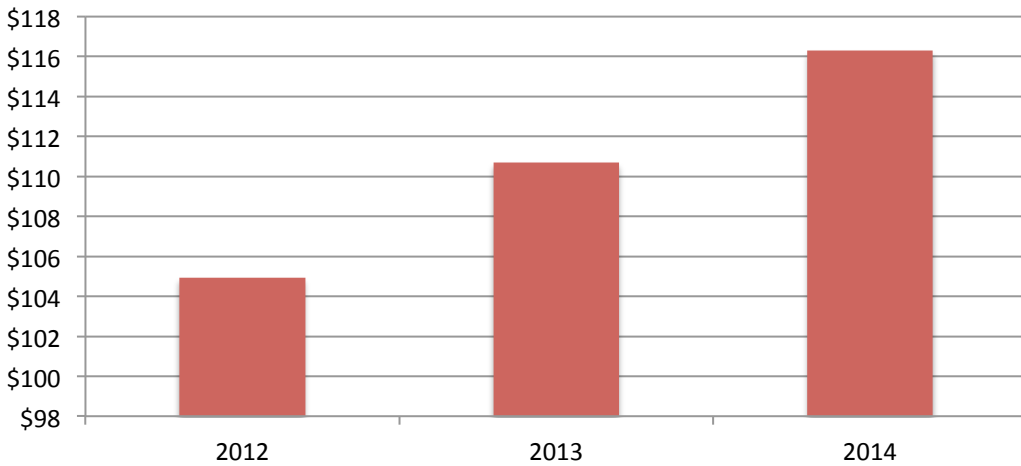
The Average Daily Rate (ADR) matched last year's growth of 5.0%, the final FY2014 average closing at \$116.29. November showed the highest percentage change growing 10.7% over 2013 (\$99.66 to \$110.37). May (up 7.2%) and February (up 6.2%), round out the top three months for growth in ADR. For the fourth year in a row, 11 out of 12 months exhibited increases in ADR.



Source: Smith Travel Research



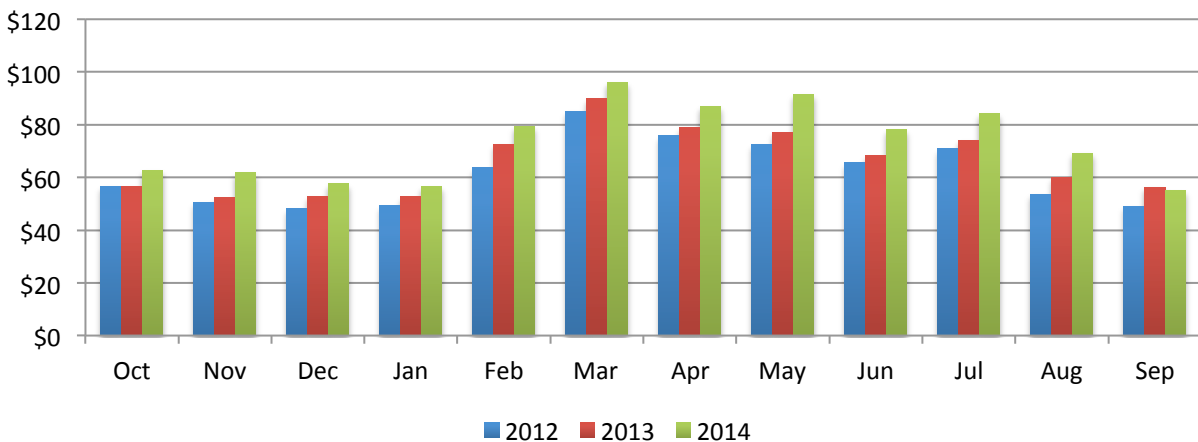
ADR Year over Year



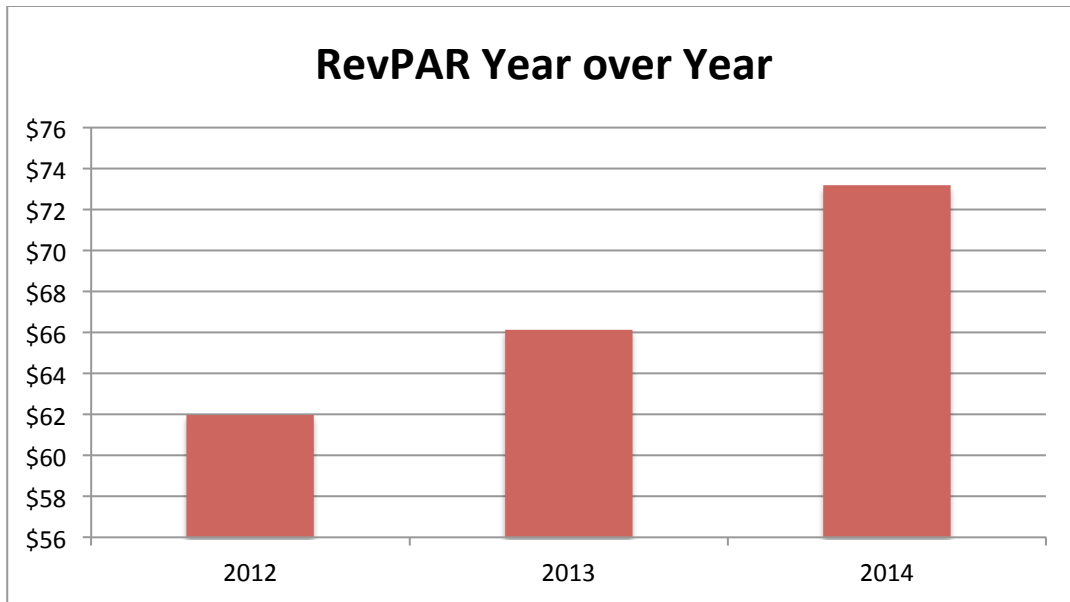
RevPAR

Revenue per Available Room (RevPAR) showed improvement every month of FY2014 except September 2013 (which declined by 3.0% due to Mumford & Sons) and closed out 10.7% or \$7.06 higher than 2013 and more than \$11 higher than 2012 at an average of \$73.20. November, May, and August saw the highest gains with 17.9%, 17.8% and 15.6% growth, respectively, over 2013.

RevPAR by Month



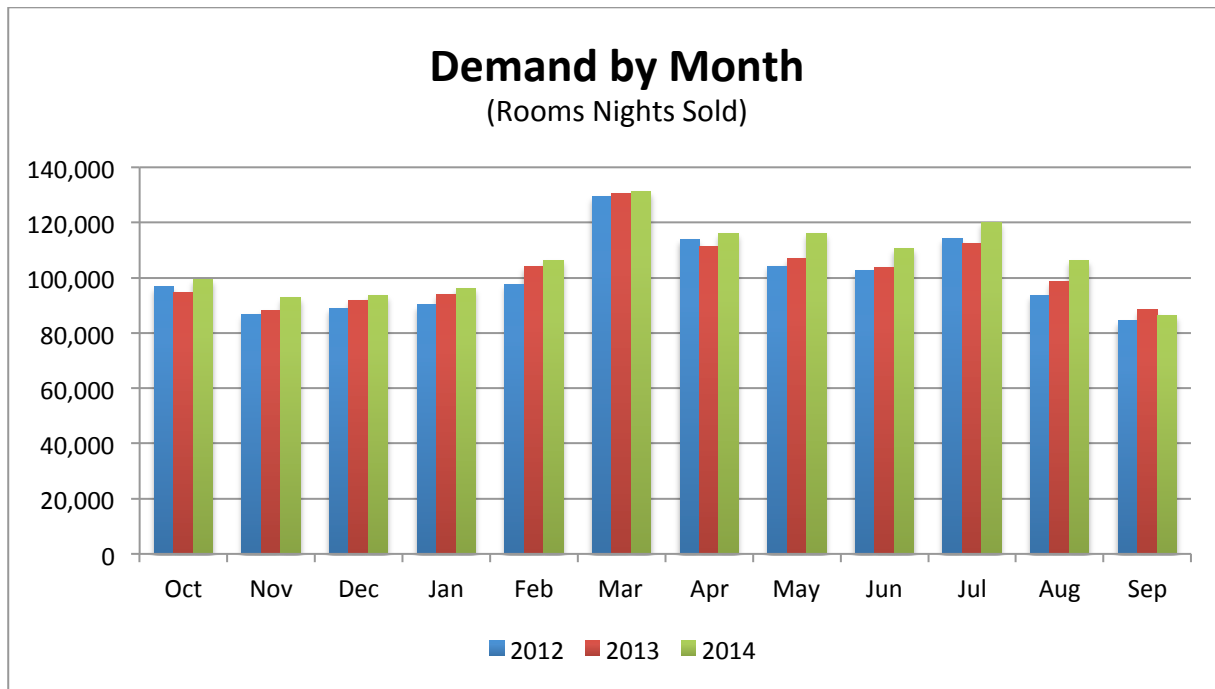
Source: Smith Travel Research



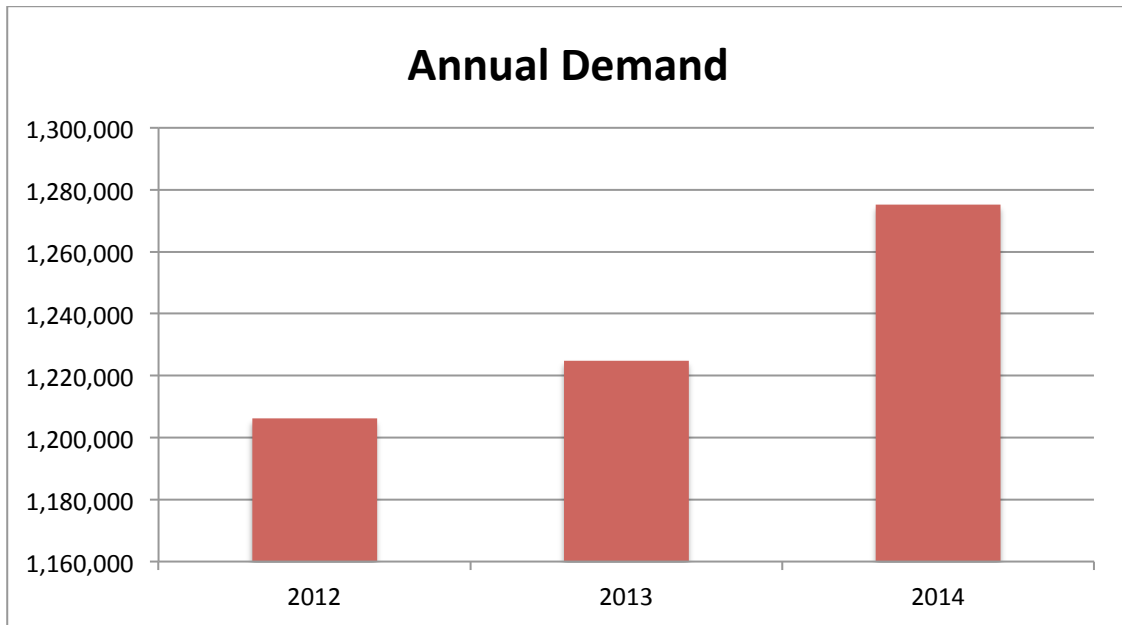
Source: Smith Travel Research

Demand

Demand (room nights sold) continued its upward trend in 2014. Only September saw very small decline year over year due to comparison with the record sales for Mumford & Sons in September 2013. Nevertheless, overall, demand finished the fiscal year up 4.1% with growth in 11 of 12 months. The greatest increases were in August (up 8.5%), May (up 8.0%) and October (up 6.9%).



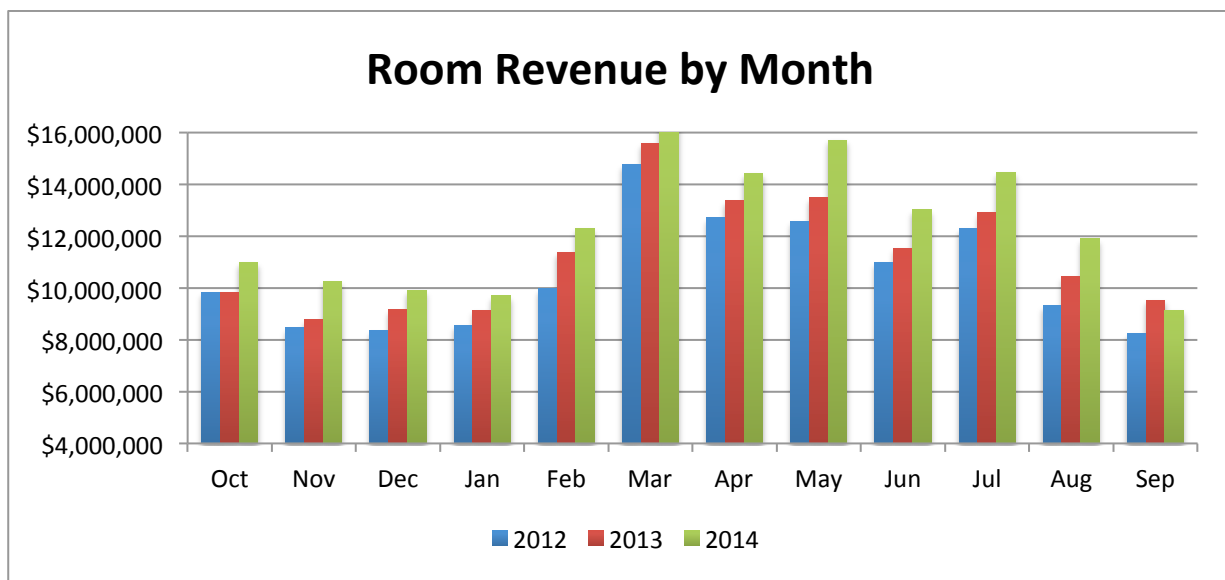
Source: Smith Travel Research



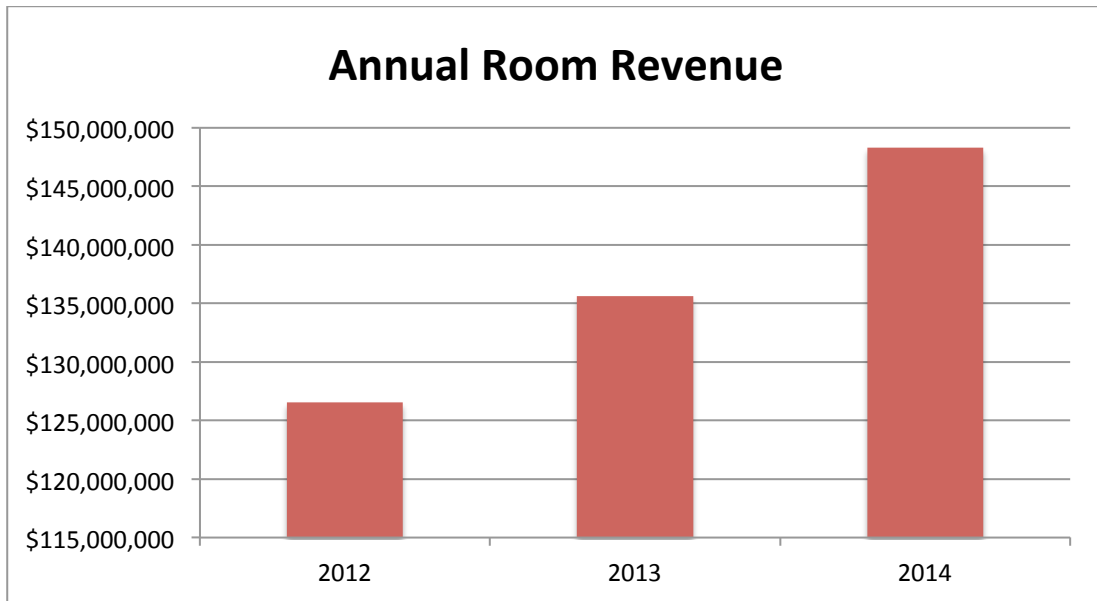
Source: Smith Travel Research

Room Revenue

Monthly room revenue reported by STR closed the year at \$148,284,933, 9.4% higher than 2013's \$135,598,433. November showed the highest percent increase, up 16.6% followed closely by May and August, up 15.8% and 13.7%, respectively. As usual, the single largest producing month was March at \$16,511,238.



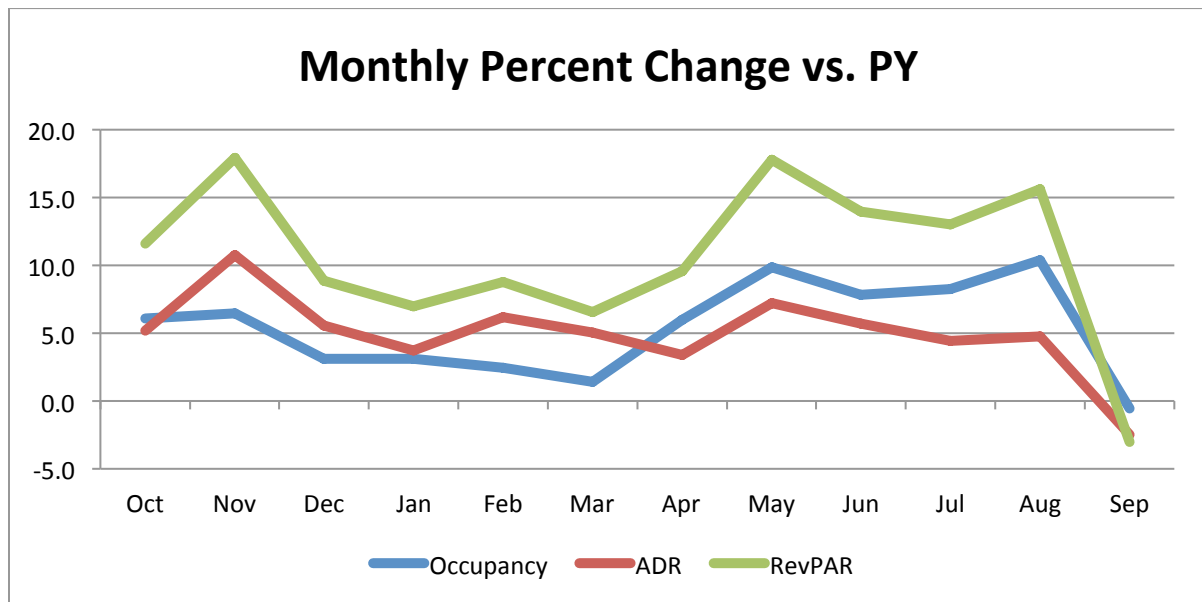
Source: Smith Travel Research



Source: Smith Travel Research

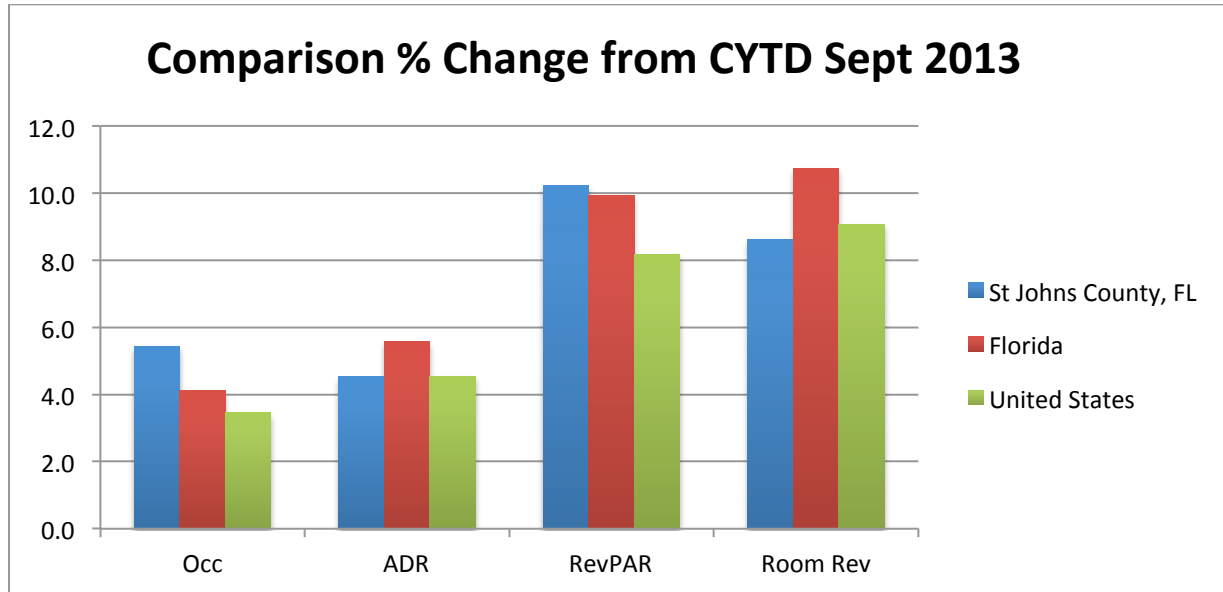
Lodging Performance Summary

All indicators continue to show strong positive growth for the industry in FY2014, with most monthly metrics setting new records in seven out of 12 months. And, growth across all measures were positive for 11 out of 12 months



Source: Smith Travel Research

Florida's Historic Coast (FHC) growth rate finished ahead of most of the state and the U.S. on the key financial growth measures of Occupancy and RevPAR and was inline with the U.S. on ADR and Room Revenue. FHC results demonstrate continued confidence by its hoteliers in the growing demand for visitor stays.



Source: Smith Travel Research

St. Johns County Tourism Development Tax Collections FY2014

Local Option Tourism Development Tax (bed tax) collections were up 10.7% over FY2013, finishing at \$8,328,374. July, June and March were the highest grossing months again this fiscal year. Impressively, July was up 10.3% and June was up 10.9%. But, the greatest percent growth occurred in November and May, which were up 23.3% and 17.3%, respectively. Only September showed a small decline as a result of the Mumford & Sons event in 2013.

Consistently, spring and summer performance continues to be strong with both seasons enjoying the highest grossing months.

FY2014				
Month of Occupancy	Gross	Compared to FY2013	TC & CC	Net
October	\$519,526.34	8.2%	(\$10,390.53)	\$509,135.81
November	\$509,129.48	23.3%	(\$10,182.59)	\$498,946.89
December	\$515,703.79	10.0%	(\$10,314.08)	\$505,389.71
January	\$527,291.26	15.1%	(\$10,545.83)	\$516,745.43
February	\$684,325.87	9.3%	(\$13,686.52)	\$670,639.35
March	\$914,958.20	2.3%	(\$18,299.16)	\$896,659.04
April	\$795,101.58	16.0%	(\$15,902.03)	\$779,199.55
May	\$828,495.66	17.3%	(\$16,569.91)	\$811,925.75
June	\$889,318.07	10.9%	(\$17,786.36)	\$871,531.71
July	\$996,725.22	10.3%	(\$19,934.50)	\$976,790.72
August	\$681,077.70	13.1%	(\$13,621.55)	\$667,456.15
September	\$466,721.06	-4.2%	(\$9,334.42)	\$457,386.64
TOTALS	\$8,328,374.23	11.0%	(\$166,567.48)	\$8,161,806.75



Golf Tourism ROI FY2014



FY2014 investment in Golf-oriented marketing programs included \$172,000 for support of Florida's First Coast of Golf programs.

Aggregate direct spending by golfers on rooms, rounds and related F&B/retail resulting from the fiscal year generated an ROI of \$94.03 to \$1.00, that's a 14.8% improvement over FY2013. See below for how ROI was calculated.

Investment \$172,000

Returns

Hotel	\$2,817,125	24,225 Nts @ \$116.29 ADR
Golf	\$4,189,647	57,002 Rounds @ \$73.53
Spending	\$8,358,630	18,775 Golfers @ \$148.40 DAY x 3 Days
Sales Tax	\$925,164	Total @ 6%

Total Return \$16,344,566
ROI \$94.03 | \$1.00

Media value of the FFCG advertising, PR and promotions in which FHC or its properties had a significant presence was \$2,199,416 – a 12.78x leveraging of the \$172,000 investment.

Visitors & Convention Bureau Operating Budget

FY2014 Marketing Plan pages 103-105

FY2014 Budget Summary

Actual spending to entice visitors to Florida's Historic Coast in FY2014 increased by a total of 7.3% over FY2013, with a 2.7% increase directed into the Advertising line and 68.3% increase directed into Publicity.

- Eighty-three percent of the \$212,799 underspend was in Promotions, Advertising Reserve, Research and Web Development, most of which was the result of late invoicing by vendors
- The \$192,073 in reserves was not spent and will roll over

Key Performance Measures:

- Total expenditures for FY2014 Destination Marketing were 7.3% more than FY2013
- Advertising, including Web Development and Online Advertising, increased 2.7% over FY2013
- Partner co-op spending achieved goal with a 10% increase over FY2013 to \$61,000
- Sales Missions and Trade Shows were up 5.1% over last year's increase of 21% reflecting increased focus on International and conference sales efforts
- Publicity spending increased 68.2% in FY2014 to continue strong growth in 2013
- Fulfillment spending increased 32.0%, largely due to rising postage and distribution of new collateral materials
- Contractual Services increased proportionately slightly less than the overall budget (+7%), even with rising wages, benefits, professional fees, etc.

BUDLINES	2014	October Actual	November Actual	December Actual	January Actual	February Actual	March Actual	April Actual	May Actual	June Actual	July Actual	August Actual	September Actual	TOTAL Actual	Total Budgeted	Remaining														
53100-Research	\$	-	\$	-	\$	-	\$	-	\$	4,995	\$	-	\$	-	\$	4,995	\$	15,000	\$	10,005										
53401-Indirect Fees	\$	1,404	\$	1,404	\$	1,404	\$	1,404	\$	-	\$	1,460	\$	1,460	\$	1,460	\$	14,261	\$	8,421	\$	(5,840)								
53120- Contractual Services	\$	87,064	\$	60,245	\$	68,233	\$	99,463	\$	103,100	\$	61,594	\$	74,255	\$	61,923	\$	55,061	\$	88,691	\$	69,351	\$	56,894	\$	885,874	\$	877,200	\$	(8,674)
53702-VIC Airport	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	7,260	\$	-	\$	-	\$	-	\$	7,260	\$	8,100	\$	840
54000-Travel & Per Diem	\$	3,754	\$	1,498	\$	6,513	\$	3,984	\$	3,833	\$	3,930	\$	646	\$	7,467	\$	8,870	\$	1,320	\$	1,911	\$	7,677	\$	51,403	\$	45,800	\$	(5,603)
54010-Tradeshows	\$	12,080	\$	12,365	\$	7,835	\$	5,440	\$	2,216	\$	6,796	\$	6,141	\$	1,377	\$	3,936	\$	5,445	\$	2,204	\$	1,917	\$	67,752	\$	60,255	\$	(7,497)
54100-Communications	\$	587	\$	1,917	\$	3,551	\$	2,008	\$	2,950	\$	1,994	\$	3,441	\$	1,193	\$	1,450	\$	1,827	\$	5,063	\$	2,972	\$	28,953	\$	30,100	\$	1,147
54102-Inquiry Services	\$	-	\$	4,198	\$	8,783	\$	-	\$	4,820	\$	3,283	\$	7,520	\$	6,426	\$	6,185	\$	6,690	\$	6,647	\$	8,367	\$	62,919	\$	65,000	\$	2,081
54110-Postage	\$	473	\$	4,994	\$	10,563	\$	1,261	\$	3,700	\$	3,372	\$	11,631	\$	7,100	\$	7,421	\$	8,257	\$	11,237	\$	11,072	\$	81,080	\$	64,000	\$	(17,080)
54112-Brochure Distribution	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	3,745	\$	-	\$	-	\$	-	\$	3,745	\$	6,000	\$	2,255
54300-Utilities	\$	469	\$	406	\$	379	\$	460	\$	551	\$	332	\$	289	\$	313	\$	376	\$	101	\$	735	\$	461	\$	4,871	\$	5,000	\$	129
54400-Rental Equip	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	473	\$	-	\$	-	\$	473	\$	2,400	\$	1,927
54401-Rent of Build.	\$	8,000	\$	-	\$	8,000	\$	4,000	\$	4,000	\$	4,000	\$	-	\$	12,000	\$	-	\$	4,000	\$	4,000	\$	-	\$	48,000	\$	48,000	\$	-
54500-Insurance	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	1,200	\$	1,200
54601-Equip Maint	\$	-	\$	-	\$	-	\$	-	\$	219	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	219	\$	2,500	\$	2,281
54804-P R Services	\$	8,432	\$	2,417	\$	417	\$	7,302	\$	417	\$	3,084	\$	8,817	\$	14,817	\$	7,058	\$	2,197	\$	6,167	\$	4,517	\$	65,641	\$	60,000	\$	(5,641)
54805-In house PR	\$	4,886	\$	4,173	\$	15,772	\$	2,680	\$	1,156	\$	1,335	\$	6,166	\$	5,393	\$	7,382	\$	4,700	\$	3,903	\$	3,653	\$	61,200	\$	69,000	\$	7,800
54806-Sales Mission	\$	1,148	\$	375	\$	375	\$	-	\$	100	\$	-	\$	103	\$	-	\$	-	\$	-	\$	790	\$	-	\$	2,891	\$	8,000	\$	5,109
54900-Advertising	\$	150,628	\$	130,445	\$	200,183	\$	255,744	\$	126,910	\$	86,151	\$	169,662	\$	123,135	\$	162,959	\$	318,946	\$	226,089	\$	174,775	\$	2,125,627	\$	2,348,929	\$	223,302
55100--Office Supplies	\$	342	\$	-	\$	79	\$	83	\$	63	\$	191	\$	-	\$	402	\$	164	\$	695	\$	242	\$	1,525	\$	3,787	\$	3,600	\$	(187)
55102-Software	\$	-	\$	-	\$	-	\$	25	\$	-	\$	98	\$	-	\$	-	\$	-	\$	-	\$	585	\$	174	\$	881	\$	2,500	\$	1,619
55200-Operating Supplies	\$	-	\$	-	\$	152	\$	290	\$	151	\$	381	\$	472	\$	-	\$	(13)	\$	(11)	\$	139	\$	-	\$	1,561	\$	6,300	\$	4,739
55401-Training	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	113	\$	-	\$	-	\$	-	\$	-	\$	113	\$	2,000	\$	1,887
55405-Dues/Membership	\$	1,279	\$	3,569	\$	904	\$	1,360	\$	250	\$	551	\$	-	\$	7,423	\$	5093	\$	85	\$	3,548	\$	2,938	\$	27,000	\$	23,000	\$	(4,000)
56403-Office Equipment	\$	-	\$	-	\$	-	\$	1,000	\$	-	\$	-	\$	-	\$	2,000	\$	-	\$	-	\$	-	\$	-	\$	3,000	\$	4,000	\$	1,000
Total Before Reserves	\$	280,546	\$	228,006	\$	333,143	\$	386,504	\$	255,840	\$	178,495	\$	289,143	\$	256,075	\$	278,408	\$	444,876	\$	344,070	\$	278,402	\$	3,553,506	\$	3,766,305	\$	212,799
59920- BR Reserve	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	144,573	\$	144,573
59923-TPRD Reserve	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
59932- Part 1 Reserve	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	47,500	\$	47,500
	\$	280,546	\$	228,006	\$	333,143	\$	386,504	\$	255,840	\$	178,495	\$	289,143	\$	256,075	\$	278,408	\$	444,876	\$	344,070	\$	278,402	\$	3,553,506	\$	3,958,378	\$	404,872



Brand Research

FY2014 Marketing Plan pages 95-96

OVERVIEW

In FY2010, important qualitative and quantitative research was conducted to determine the most effective branding moniker for St. Johns County tourism. Details of this work – and the selection of Florida's Historic Coast™ (FHC) as the brand moniker– were referenced in the FY2011 Marketing Plan's, "St. Johns County Brand" section. The continued building of the FHC brand was woven into every aspect of consumer contact in 2014. In FY2015, that research is being updated to determine if the branding remains relevant.

VISITOR PROFILE RESEARCH

In October 2012, the TDC, in collaboration with the VCB, began fielding a new and ongoing visitor profile survey to capture actionable data on St. Johns County visitors. The data are being captured by the TDC to obtain a longitudinal picture of visitors, their experiences, spending and destination consideration behavior. This data will be used by the VCB to better target marketing efforts and to develop tourism services and facilities that are relevant to enhancing visitors' experiences. The TDC will publish those data in its section of the annual report.

LODGING & SECONDARY RESEARCH RESOURCES

Smith Travel Research continued to monitor lodging performance for FHC, and secondary travel industry resources, such as *Portrait of American Travelers*® and *travelhorizons*™, kept us informed of changes affecting the tourism business and our customer behaviors.

Key Performance Measures

GOAL: Deliver monthly reports on lodging industry performance to VCB partners and TDC. Achieved and on schedule, Smith Travel Research reports are presented to TDC and VCB Board and made available to VCB Partners every month.

GOAL: As available, report on relevant secondary research findings to the VCB partner base. Achieved through inclusion in Partner Com, VCB weekly partner info e-mail and at annual State of the Industry meeting May 22, 2014.



Advertising and Marketing Report

FY2014 Marketing Plan Brand Communications and Media pages 33-47

Prepared by MMGY Global

CAMPAIGN OVERVIEW AND OBJECTIVES

Mission Statement

Brand and market the destination globally as a premier leisure, convention and incentive destination; communicate the area's assets and inherent benefits to consumers, meeting planners, the travel trade, media, local community and constituents; and facilitate the opportunity for partners to promote their individual businesses within that framework.

Florida's Historic Coast

Based on its success – both in-market and through the receipt of various industry awards – the Red Couch Chronicles campaign continued to powerfully tell the story of a destination that is comprised of various types of vacation experiences, accommodation types and attractions while being deeply rooted in history.

Whereas FY2013 saw an extension to the campaign showcasing Ponce de Leon to support La Florida's 500th Anniversary, in FY2014 the Chronicles campaign evolved with a general 16th century Spaniard to tell the stories that bring to life the consumer benefit uniquely offered by the destination.

Primary FY2014 Objectives

The VCB aimed for continued improvement in its efficiency, effectiveness and leadership toward driving visitation to St. Johns County. Objectives were as follows:

- Increase website visitation, our most powerful travel influencing tool
- Increase destination awareness (and its identity as Florida's Historic Coast)
- Increase midweek business
- Focus on lead generation to grow leisure visitor database
- Introduce enhanced website and mobile site content and landing pages to specific niche segments and special events
- Increase co-op partner support and engagement with high-value media opportunities, including programs targeted to new audiences
- Implement strong support for 450th Anniversary marketing plans

Strategies

- Continue strong focus on appropriate media selection
 - Maintain both online and offline programs with strong lead generation
 - More online advertising and e-communications
 - Media targeted toward growing midweek business
 - Aggressively negotiate the best possible pricing on media purchases

- Develop enticing co-op opportunities to encourage more partner participation
- Continue to optimize performance of paid media while maintaining flexibility within the fiscal plan to move resources to best performing programs

TARGET AUDIENCE AND MARKETS

Consumer Target Audience:

During the fall/winter months, the core visitors tend to be couples aged 35+ while in the spring/summer months, visitation shifts more toward families with children.

Primary Markets:

Drive markets within a 3–4 hour drive, expanding in summer to families within a 6–8 hour drive. They include:

- Orlando, FL
- Jacksonville, FL
- The Villages, FL
- Atlanta, GA
- South Florida (Miami, Ft. Lauderdale, West Palm Beach)

MEDIA & CREATIVE

Radio

- Campaigns with :60 spots in the following markets:
 - Orlando, FL
 - Jacksonville, FL
 - The Villages, FL
 - Macon, GA
 - Atlanta, GA



- Radio station mix included top stations in market targeted to adults aged 35–64
- Campaign included Hispanic station in Orlando to promote heritage messaging, summer vacation and included African-American stations in Orlando, Jacksonville and Atlanta to promote *Journey: 450 Years of the African American Experience*
- Co-op radio program in The Villages with full partner participation
- Added-value radio promotions with key stations in each market with giveaways to the destination
- Full radio campaign in Atlanta, including top commercial stations targeted to adults in the 35–64 demographic, to drive summer visitation with on-air and online giveaways
- Underwriting campaign on NPR stations across state of Georgia, Orlando and Jacksonville to promote holiday campaign



Outdoor/Out-of-Home

- The VCB continued its series of billboards in FY2014 from Central Florida to South Georgia, with the destination branding as Florida's Historic Coast
- Locations included: North Orlando/Daytona Beach, Jacksonville, Brunswick and Savannah
- Digital billboards were run in key upscale suburban areas indexing highest with adults 35-64 and HHI \$75K+ in Orlando and Jacksonville to promote Holiday campaign
- In-stadium message board signage during Gator Bowl
- Focus on UK market via :30 commercials showcased in UK tour operator welcome centers in Orlando as well as inflight commercials on UK airlines flying to Orlando

Outdoor Billboards



Print

Award-winning layout featured collage of destination photos amidst illustrated imagery, poetic/enticing copy and seasonal rates. Many executions included co-op partners.

- Target to niche areas of focus:
 - Heritage, Fishing, Birding, Motorcoach, Golf
- Newspaper and lifestyle magazine in Atlanta market to drive summer and newspaper in South Florida and Orlando markets to drive Holiday

Bridal Programs

- VISIT FLORIDA program in *Bridal Guide* (national) driving lead generation and exposure online
- Co-op presence in *Orlando Wedding*, *Jacksonville Bride* and *Perfect Wedding Guide Tampa* (regional)
- Bridal presence online via Brideclick along with a co-op opportunity

Orlando Wedding Co-Op Spring / Summer 2014

**ST. AUGUSTINE
PONTE VEDRA**
FLORIDA'S HISTORIC COAST®

**THE
STORYBOOK SETTING
FOR YOUR LOVE**

Story

To write your wedding story, visit
FloridaHistoricCoast.com/weddings
or call 800-355-6770.

An ideal location with superior service. Overlooking St. Augustine Beach, Holiday Inn can accommodate the guests in its many elegant banquet rooms, and has easy beach access for couples looking to celebrate their dream at a romantic beach wedding.

Holiday Inn Oceanfront Resort
800 A1A Beach Boulevard
800-426-7343
HolidayInnOceanfront.com

A beautiful oceanfront hotel in St. Augustine with an on-site conference center for your wedding and reception. Many rooms and wedding packages available. Welcome to the end of the beach!

Beachfront Lodge Oceanfront Suites
800 A1A South
800-471-8849 or 800-527-8849
BeachfrontLodge.com

Your special day deserves a special location. Celebrate your nuptials on the beautiful grounds of our historic hotel location. Please do make a member of Florida's Park Features 10 Club. Enjoy views overlooking Matanzas Bay and St. Augustine Inlet. The views are simply stunning. Over 20 minutes from downtown St. Augustine. Please. Our view 3,000 square foot Oceanfront Pavilion combines with the park's incredible history to provide the perfect setting for your wedding reception.

Florida de Leon Foundation of South Park
11 Magnolia Avenue
800-426-7343
FloridaDeLeonFoundation.com

If there are couples at your wedding, it's time to think about St. Augustine Weddings at Matanzas Dunes. Celebrate your union with charming historic dunes in the heart of your dream party, all in a charming setting during a prime sunset at Atlantic Beach.

Matanzas Dunes Adventure
3000 Oceanfront Boulevard
877-786-8884
MatanzasDunes.com

Once an exclusive and quiet playground for the wealthy, now a public park, the grounds of Phipps Plaza offer the perfect setting for your wedding reception. Most morning wedding and reception facilities in the beachfront.

Phipps Plaza Weddings and Reception
74 King Street
904-426-9817
PhippsPlaza.com/Weddings

Atlanta Journal Constitution March 2014

OUR HISTORY IS NOT
THE SAME OLD
STORY

Like soldiers, we stood guard at Castillo de San Marcos. Like students, we daydreamed in the silent wooden desks of an 18th-century schoolhouse. Through time we've flourished. Across ages past, in a place where history is not the same old story.

Holiday Inn Oceanfront Resort
800 A1A Beach Boulevard
800-426-7343
HolidayInnOceanfront.com

Located directly on beautiful St. Augustine Beach and only 10 minutes from the Historic District.

Beachfront Lodge Oceanfront Suites
800 A1A South
800-471-8849 or 800-527-8849
BeachfrontLodge.com

Matanzas Dunes Adventure offers receptions, tours, birthday parties, golf, banquets, meetings and more.

Easy to reach in Northeast Florida.
Rates from \$65-\$475.
Visit FloridaHistoricCoast.com
or call 888-782-8833.

ST. AUGUSTINE | PONTE VEDRA
FLORIDA'S HISTORIC COAST®

MEETINGS / TRAVEL TRADE / GROUP SALES

Meetings

Focus on Corporate Meeting & Event Planners, Association & SMERF Planners, and Executive influencers.

- Target markets in Southeast region with focus on Florida and Georgia
- Advertising included:
 - Florida Society of Association Executives and Tallahassee Society of Association Executives publications
 - Corporate & Incentive Travel and Insurance & Financial Meetings Management Magazines
 - National trade publications – *Meetings & Conventions*, *Successful Meetings* and *Smart Meetings* in issues with relevant editorial
 - Black Meetings & Tourism Magazine targeting African American organizations and meeting professionals
 - Presence in *VISIT FLORIDA Meetings Magazine*
- Co-op Program included:
 - Custom online email opportunities with Meetingsfocus.com, FSAE and Meeting Mailer

Leisure Groups and Travel Trade

Focused on Motor Coach Tour Operators, Domestic and International Travel Agents and Tour Operators, Reunion Planners, and Student Groups.

- Employed annual trade guides/directories to reach key audience segments most cost-effectively and position destination within the competitive set
- Advertising included:
 - Print and online presence with Florida Parent-Educators Association (FPEA), Florida's largest home-schooling families group
 - SEEN Magazine special Florida School Travel Guide section, reaching public and private school teachers and administration
 - VISIT FLORIDA Travel Industry Guide & Specialist Program
 - VISIT FLORIDA Latin American Vacation Guide
 - Annual Guide for ABA Motorcoach Marketer and inclusion in ABA Destinations Top 100 Events
 - Student Group Tour and Group Tour Magazines
 - Heritage & History Planning Annual Resource Guide
- Co-op Program included:
 - Online advertorial feature articles via LGT InSite on Student and Reunion Travel



Group Tour Magazine December 2013

OUR HISTORY IS NOT THE SAME OLD Story

Come explore Florida's Historic Coast. Where unique dining, art and attractions are discovered at every turn. Where 12 miles of unspoiled Atlantic beaches meet the Eastern seaboard. And where there lies a town that's witnessed America's discovery, rise to full economic life and a renaissance of culture unlike anywhere else in the Sunshine State.

To plan a tour, visit FloridaHistoricCoast.com or call 800-418-7529.

Celebrate the game's best with the World Golf Hall of Fame by viewing museum artifacts, putting a round on our 18-hole course and dropping into a 3D IMAX® theater experience. Call 804-940-4200 or visit WorldGolfHallOfFame.org for more information.

World Golf Hall of Fame & IMAX® Theater
One World Golf Place
St. Augustine, FL 32084

Experience the 2014 Celtic Music & Heritage Festival. March 7-9. Kick off Friday with a whiskey tasting & pub crawl. A parade on Saturday. Highland Games and the Festival on Sunday & Sunday. Visit CelticStAugustine.com for more info.

St. Augustine Celtic Music & Heritage Festival
14 W Castillo Dr.
St. Augustine, FL 32084

Minutes from the Historic District and over 180 outlet shops. Relax in our Bistro serving Starbucks, breakfast and dinner with Happy Hour 7 days per week. In-house catering for all on-site events. Complimentary internet and motor coach parking. Call 804-826-4068 or visit YourStAugustineHotel.com today!

Courtyard Marriott
8075 State Road 16
St. Augustine, FL 32084

Orange County Public Schools Parent Guide

OUR HISTORY IS NOT THE SAME OLD Story

Like soldiers, we stood guard at Castillo de San Marcos. Like students, we daydreamed in the worn wooden desks of an 18th-century schoolhouse.

Like the legend, we sought the Fountain of Youth. And like a family, we strolled along idyllic shores in Ponte Vedra.

Through time we traversed. From 1513 to 2013. In a place where history is not the same old story.

Explore FloridaHistoricCoast.com or call 888-740-4280.

ST. AUGUSTINE | PONTE VEDRA
FLORIDA'S HISTORIC COAST®

EXPAND THE MINDS OF YOUR STUDENTS WHEN YOU VISIT THE FOUNTAIN OF YOUTH AND THE NEW COLONIAL QUARTER.

Meetings & Conventions June 2013

MEETINGS HERE AREN'T THE SAME OLD Story

Like the tides that flirt with our 42 miles of coastline, we're always changing. Whether it's fully updated meeting space at a plush golf resort, a collection of surprising new restaurants, or a rush of seasonal events.

There's always a twist on the expected in this inspiring outpost where history is not the same old story.

Visit MyFloridaMeetings.com for a downloadable Group & Meeting Guide or call 800-418-7529.

ST. AUGUSTINE | PONTE VEDRA
FLORIDA'S HISTORIC COAST®

Television

In FY2014, the VCB expanded its reach through local television advertising in key markets and also utilized underwriting campaigns to promote key events to the affluent and educated PBS audience.

- Market focus was Orlando, Jacksonville, West Palm Beach and Georgia PBS stations in mid-November to December for Nights of Lights/Holiday
- :30 TV spot and promotion on local Atlanta station WSB-TV, driving viewers to online contest page for Nights of Lights trip giveaway
- :30 commercial TV schedules running locally in Orlando, Jacksonville and Atlanta to promote summer vacations
- Cable Lead Generation Program via interactive overlay invited viewers to request a brochure and was targeted to Atlanta and outer-lying suburbs indexing highest in A35-64 and HHI \$100K+
- Bright House Orlando Visitor Network located in 63,000 Orlando-area hotel rooms and at the Visit Orlando Official Visitors Center on International Drive targeting in-market tourists
- :30 National TV spot during Gator Bowl broadcast on ESPN2 on New Year's Day
- PGA TOUR – THE PLAYERS Regional TV (Jan.–April 2014)

"El Conquistador Returns" TV Spot



Online

Key Performance Measures for Digital Media Buys & Effectiveness

In FY2014 the VCB continued to focus on trackable media to maximize website visitation. Digital media mix included targeting display, mobile, rich media, pre-roll video, lead generation and dedicated emails.

- The digital mix included ad networks, travel and lifestyle sites, local newspaper and radio sites, emerging media as well as niche exposure with bridal pubs and international exposure via BrandUSA
- The most effective buys in FY2014 were Trip Advisor, Flurry, Pandora, RadiumOne and Brightroll. These three buys drove the most visits.
- More than 81MM impressions were served via digital media with 192,223 visits driven to FHC.com
- Continued to find ways to measure success, including tracking intent to travel or those who have expressed interest in accommodations via the accommodations link or clicking on the Visitors Guide. VCB captured 29,721 Intents to Travel in FY14 from paid media.
- Maintained lead gen efforts for remarketing purposes with more than 43,335 leads acquired from VCB digital media efforts in FY14
- High Impact units were again utilized in FY14 with a number of key partners including Pandora for a cross platform approach reaching consumers utilizing audio spots and display
 - This ad unit drove 14,431 visits to the FHC.com website

Pandora Custom Skin with Desktop and Mobile



- The below expandable rich media had more than 15,000 engagements with the ad unit

Expandable Rich Media Unit



- Developed a mobile campaign to reach consumers from their mobile device once the responsive site went live
- Utilized pre-roll video to distribute content to an engaged audience. Reached 2.4MM viewers with more than 19,000 hours spent with the brand and 1.6MM video views completed.

AJC.com

Summer campaign – Home Page Takeover



- Continued the Trip Advisor Destination program with highly visible ads sold to the co-op partners for partner referrals
- New offerings for co-op included a bridal network to reach newly engaged brides as well as National Geographic to support Nights of Lights and the New York Times dedicated Great Getaways email

Search Engine Marketing/Google Campaign

- For 2014, the paid search campaign was expanded to target 3,900+ keyphrases vs. the 2,300 from 2013
- Paid search is now delivering 42% of site traffic at a very efficient cost of \$.23 per click and converting at 8% above site averages
- Changes include implementation of new Google AdWords features and extensions which include call-outs, sitelink descriptions and review extensions for improved user experience
- Continued support for specific events and campaigns, including Flavors of Florida's Historic Coast and Nights of Lights
- Added a daily upload of Bing cost data directly within Google Analytics



VCB Partner Co-operative Opportunities Report

FY2014 Marketing Plan Co-op KPMs page 104, Strategies pages-43-44

Prepared by MMGY Global

CO-OP ADVERTISING OPPORTUNITIES OVERVIEW

To help expand branded Florida's Historic Coast advertising and provide partners with opportunities to expand their own advertising efforts, the VCB provided a wide variety of marketing options to tourism partner businesses. In FY2014 the VCB offered 38 co-operative advertising opportunities to partners. Of the 38 opportunities, all 38 were taken advantage of by 34 different partners.

Highlights of Initiatives

Opportunities Offered

- 23 print
- 14 online
- 1 radio

Categories

- 12 seasonally targeted (Beaches, Romance and Snowbirds)
- 3 history and culture
- 6 retiree
- 4 outdoor, fishing and sport
- 4 bridal
- 5 general leisure
- 4 corporate

Key Performance Measures FY2014

- Annual partner co-op cash contribution reached a total of \$61,000 for FY2014, a 10% increase year over year
- \$184,760 net worth of media exposure
- It was learned from FY13, when 41 programs were offered but only 26 were taken advantage of, that opportunities were too rich for many partners. To meet partner expectations in FY14, less expensive but still targeted placements were offered and **every opportunity** received partner participation. An increase of 46% to 38 programs.
- Increased full page ad opportunities by 33%
- Seasonal opportunities were the most popular with 17 of 21 programs selling out. Twenty-one different partners participated. This resulted in a savings of \$73,644.00 for partners or an average of \$3,506.86 each.

- History Culture, Retirees and Leisure were second with 13 of 14 opportunities selling out. Thirty-four different partners participated, resulting in a savings of \$50,104.75 for partners or an average of \$1,473.67 each.
- Outdoor, Corporate and Bridal did very well also with 8 of 12 opportunities selling out. Twenty-two different partners participated. This resulted in a savings of \$47,549 for partners or an average of \$2,161.32 each.
- In-kind contributions from partners for promotional use reached \$123,131 including attraction tickets; discounts on lodging, food and beverage, meeting space, tours, transportation, entertainment and merchandise; and, signage and printing.



Direct Marketing Report

FY2014 Marketing Plan pages 70-75

DIRECT MARKETING OVERVIEW AND OBJECTIVES

Direct Marketing refers to communications between the VCB and specific individuals or groups as opposed to broad advertising or publicity. It includes the disciplines of direct mail and eCRM (electronic customer relationship marketing) and database management.

Print and Online Guides

The VCB produces four publications distributed to selected audiences in print, online and via flash drives

- *Annual Travel Planner*
- *Group Planning Guide*
- *Celebrate: Wedding & Life Events Planning Guide*
- *Calendar of Events*

Objective

Facilitate the destination planning process and motivate purchase.

Key Performance Measures

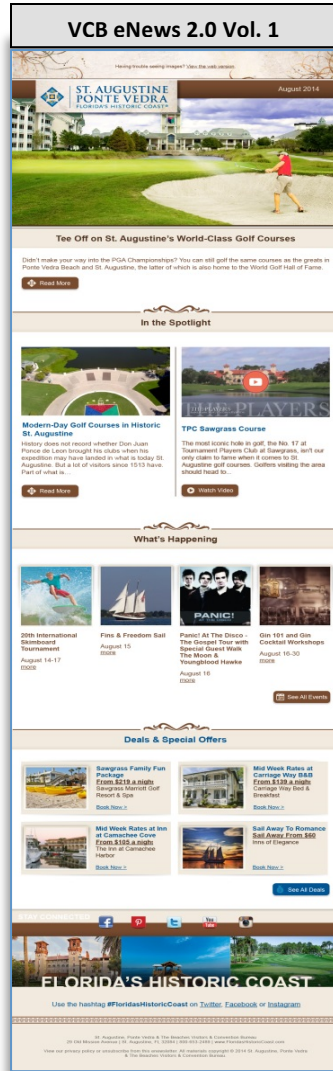
- Travel Planners are published on calendar year, 100% of 125K printed were distributed by December 31
- *Calendar of Events* is published three times per year, Fall/Winter (NOL), Spring and Summer; 100% of 82.5K print versions were distributed
- Both *Celebrate* and *Meeting Planner Guide* are produced for use over several years. In FY2014, 1,474 and 673 were distributed, respectively, through the mail and sales team.
- Online distribution for FY2014 was up 29% for *Travel Planner* and up 17% for *Calendar of Events* matching or exceeding the goal of 17% increase. The *Celebrate* and *Group Planning Guide* were distributed online 215 and 227 times respectively, but they were not tracked in 2013.

Initiatives completed

- Requests for the publications and their e-versions were added to selected advertising calls to action
- Solicitation buttons were updated, added and relocated on more pages on the website to build online linking to print and e-versions of publications
- A fifth publication produced by COSA, *Passport to Journey*, along with press kits for the Journey Exhibit were distributed by the VCB to media outlets to publicize the African-American experience in St. Augustine (See results in PR/Communications section)

DATABASE MARKETING

Overview



Known variously as e-mail marketing or eCRM, both here refer to the VCB's growing base of e-newsletter subscribers and email recipients who can be targeted based on their interests. The VCB mission is to grow and activate this group of past visitors and prime prospects, all of who have given their "opt-in" to receive our e-mailings. The current subscriber base is 60,000+.

Key Performance Measure

Achieved average monthly increase of 3,403 in email database, surpassing the goal by 127% and increasing the total database by 178%. (FY2014 began with 22,879 subscribers and closed out the year with 63,713 – an increase of 40,834.)

Highlights of Initiatives Completed

- Near the end of FY2014 a new design and format was completed, developed specifically to:
 - 1) Take more advantage of the VCB's excellent photographic resources, including a vast image library and the ability to take custom shots on assignment
 - 2) Improve key consumer response metrics, including opening rate, opt-out, bounce rates, time on site, etc.
 - 3) Adopt a less prose-heavy approach, with links to more information appearing earlier in each article, after just a few words and images to establish interest
 - 4) Elevate the impact and allure of call-to-action "deals" designed to promote short-term overnight visitation

(While the inaugural issue of the revamped newsletter was distributed in the first days of FY2015, the initial distribution to more than 63,000 subscribers showed promising metrics across the board, highlighted by a 50% increase in the all-important open rate.)

- Online lead generation advertising programs were launched contributing 67% of new opt-ins
- Enhanced capture from new and additional buttons on FHC website yielded 23% of new opt-ins
- Traditional media and online consumer promotions and sweepstakes generated 10% of new opt-ins



Website Analytics Report

FY2014 Marketing Plan pages 87-93

Prepared by Miles

FloridasHistoricCoast.com

In FY2014, the focus on the website was to continue increasing traffic to the site through marketing campaigns, paid search and search optimization (SEO) efforts. Miles also focused on further improving site traffic by enhancing the overall user experience and navigation efforts to better serve the industry members and VCB. This was done by launching a new responsive-designed site that utilizes a website platform that enhances the user experience on desktop, tablet and smartphones. In addition, this new responsive site provides a platform that meets the needs of campaign-generated traffic regardless of the targets.

This year there was an overall increase in traffic to the site, with visits up by 19% along with a 17% increase in page views. With the increased traffic came a slightly higher bounce rate, up 2% year over year.

FY2014 Goals

- Improve overall site visitation by 15% to 575,000
- Maintain time on site at 3:30; FY2013 YTD achieved TOS, (improved efficiency of engagement and targeting of visitors to specific sections of the site along with increasing mobile access which trends shorter TOS will likely result in slightly reduced or no increase in time on site)
- Maintain an overall site bounce rate of less than 43% and home page bounce rate of less than 39% (the planned increase in online marketing to drive visitation and improved efficiency of served information will push up bounce rates)
- Maintain search engine keyword rankings against exponentially expanding user-generated content sources; this was a serious challenge as there has been an overall decline in traditional travel-related searches
- Increase conversion rate by 15% as measured by signals of intent to travel (SIT)
- Increase Facebook and other social site referrals to FHC.com by 20%
- Increase industry participation on VCB site as measured by profile updates



Key Performance Measures

- Visits increased 19% and page views increased 17%, up four points over goal
- Engagement goals were met as metrics remained relatively static compared to FY2013, with average time on site up 1%, pages per visit down just 2% and overall bounce rate up only 4% and homepage bounce rate up only 0.2% to 35.8%
- Property profile views as signals of intent to travel (SIT) increased 23%, eight points over goal
- SIT conversion rate increased 6% from 14.9% to 15.8%; this rate of growth was nine points below goal
- Social media referrals dropped 53% compared to the previous fiscal year. *(This is likely due to the very high performance of 2013's Viva 500 social campaign, which was more widely embraced than 2014's Journey social media campaign.)*
- Partner profiles were updated 1,814 times or 86.4% more than in FY2013 – a significant increase in partner participation

Performance

In looking at domestic ranking this past year, FloridasHistoricCoast.com ranks 22,669 among U.S. websites, compared with 20,693 in FY2013.

	FY2013	FY2014	% change
Total Visits	780,437	931,107	19%
Page Views	3,630,776	4,241,596	17%
Pages Per Visit	4.65	4.56	-2%
Average Time on Site	3:28	3:29	1%
Overall Bounce Rate	41.2%	42.8%	4%
Property Profile Views	532,503	656,103	23%

International Traffic

	FY2013	FY2014	% change
International Visits	21,923	37,272	+70%
Visits – Canada	4,867	12,676	+160%
Visits – UK	2,910	4,597	+58%
Visits – Germany	1,789	3,064	+71%

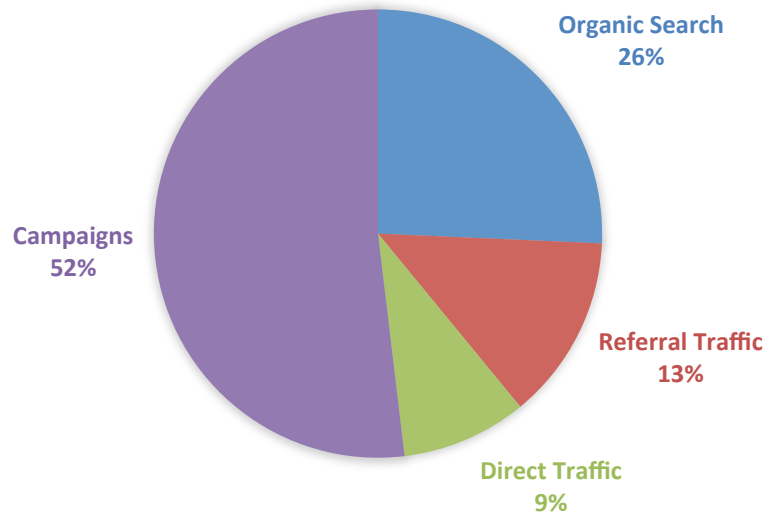


Traffic Sources

Campaign traffic saw the highest increase compared to the previous fiscal year, up 51 percent. Organic search increased 39 percent and referral traffic increased 3 percent. Direct traffic fell 27 percent.

	FY2013	FY2014	% change
Organic search	160,134	222,460	39%
Referral traffic	111,810	115,607	3%
Direct traffic	107,434	78,371	-27%
Campaigns	297,172	449,230	51%

2014 TRAFFIC SOURCES



Website User Demographics (Source: Quantcast)

Gender		Age		Household Income		Education		Race	
Male	33%	<18	18%	\$0-50,000	46%	No College	39%	Caucasian	82%
Female	67%	18-24	9%	\$50,000-100,000	32%	College	45%	African American	7%
		25-34	15%	\$100,000-150,000	13%	Grad School	16%	Asian	3%
		35-44	18%	\$150,000+	9%			Hispanic	8%
		45-54	19%					Other	1%
		55-64	13%						
		65+	8%						



Traffic by Device Category

This looks at traffic by desktop, mobile or tablet to FloridasHistoricCoast.com. Each device category saw traffic increases, the biggest occurring among mobile and tablet. Overall bounce rate increased for mobile and tablet users, and these users also saw decreases in pages/visit and average visit duration. All three categories saw increases in goal conversions.

Device Category	Visits	Bounce Rate	Pages/ Visit	Avg. Visit Duration	Goal Conversions
Desktop					
FY 13	542,440	39%	4.90	3:46	198,077
FY 14	587,605	37%	5.09	4:08	226,058
%chg	8%	-5%	4%	10%	14%
Mobile					
FY 13	146,464	48%	3.90	1:48	2,325
FY 14	191,087	57%	3.34	1:36	7,992
%chg	30%	23%	-14%	-12%	244%
Tablet					
FY 13	91,366	41%	4.41	3:35	30,471
FY 14	152,370	47%	4.08	3:32	48,958
%chg	67%	13%	-8%	-1%	61%



Communications Department Report

FY2014 Marketing Plan pages 65-69

Prepared by Kathy Catron, Director of Communications

COMMUNICATIONS AND PUBLIC RELATIONS

Overview

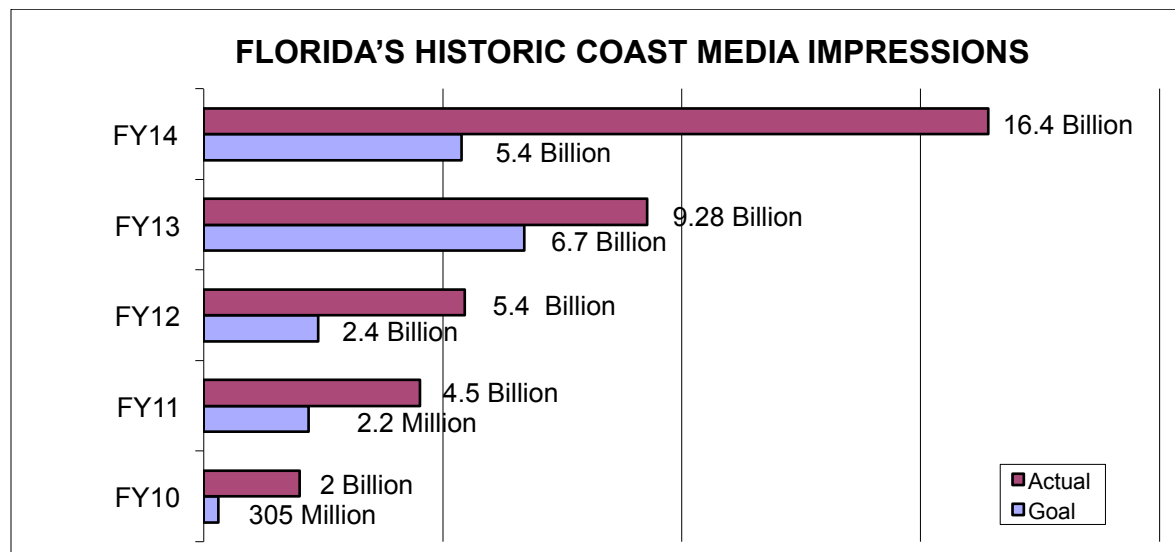
The mission of the Communications Department of the St. Augustine, Ponte Vedra & The Beaches Visitors and Convention Bureau (VCB) is to engage in a comprehensive communication program that builds mutually beneficial relationships with media, engages consumers through social media and online communications, supports partners and generates positive awareness of the destination, which results in greater travel to the area.

Objective: Increase awareness of the destination's diversity of accommodations and amenities.

In addition to media impressions, increased awareness of Florida's Historic Coast led to several important accolades by the media including: Coastal Living Magazine 10 Happiest Seaside Towns; BuzzFeed.com 11 Stunning Small Florida Towns You Need to Visit; Travel + Leisure Magazine 25 of America's Favorite Beach Towns; USA Today Top 10 Best Historic Cities in the U.S.; Trip Advisor Top 25 Best Beaches in the U.S.; and USA TODAY 10 Best Florida Attractions.

Key Performance Measures

In FY2014, Florida's Historic Coast enjoyed an unanticipated increase in media coverage over FY2013. Reported media impressions in FY2014 exceeded 16.4 billion, 204% over the goal of 5.4 billion impressions and 77% over 9.2 billion actual impressions in FY2013. The FY2014 media impressions goal was lowered in anticipation of a decrease in coverage after the 2013 Ponce 500th national exposure.

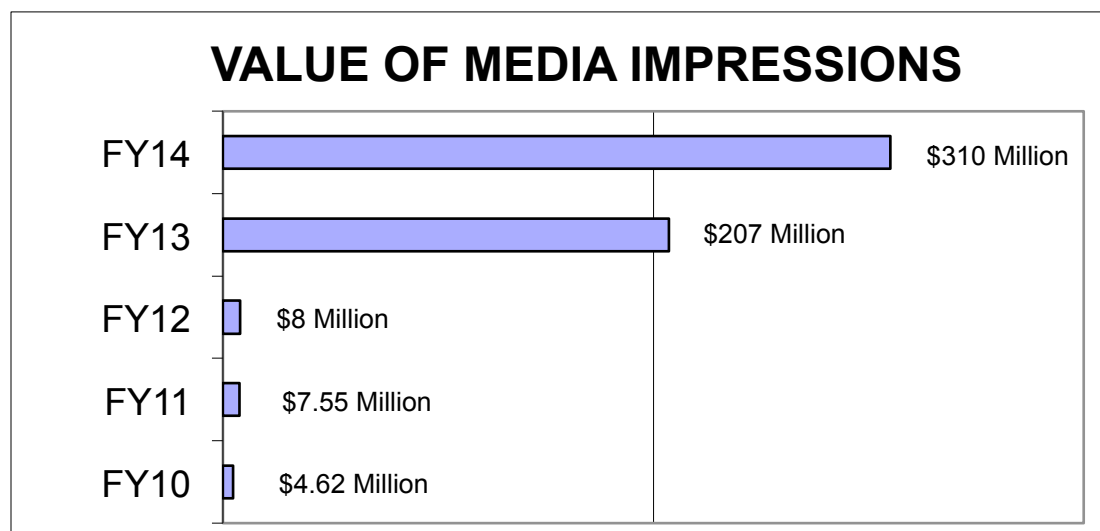


There were several factors that contributed to the increase in the media coverage reported in FY2014. These factors included:

- Continued increased awareness nationally and internationally of the destination resulting from Florida's Historic Coast's inclusion in leading travel expert publications in 2013
- In 2014, Web.com, which broadcast nationally, took place twice within the VCB's 2014 fiscal year - in October 2013 and in September 2014. Coverage of the Web.com in both years is reported in FY2014. And, the tournament received increased publicity in September 2014 over October 2013.
- February 2014 saw a 102% increase over February 2013, the result of a USA Today and AP Newswire story featuring St. Augustine as a Top Spring 2014 Getaway; a newswire story reporting on LINKS Magazine selecting Ponte Vedra Inn & Club among the Top 10 Golf Resorts in Florida; the announcements of concerts by several internationally known performing artists (primarily Jack Johnson and Willie Nelson); and newswire stories about Florida National Parks (including Castillo de San Marcos) drawing 10.6 million visitors.
- Due to the May 2014 announcement and worldwide coverage of the 2014 Master Limited Partnership Investor Conference in Ponte Vedra Beach, Florida, and increased coverage of THE PLAYERS Tournament, media impressions in May 2014 (5.4 billion) were 4 times those of May 2013
- In FY2013, the VCB began using a service to monitor broadcast media (TVEyes), which has improved our ability to measure broadcast impressions

FY2014 Actual Media Value of Impressions

The actual value of 16.4 billion media impressions in FY2014 was \$310 million. This media value exceeded the previous year's coverage by 39%. In 2013, there is a slight perceived imbalance, which is the result of the VCB being able to capture impressions and value for broadcast media coverage in a way that it had not previously. FY2014 is the first full fiscal year that the values are tracked for the entire year. (The value of actual broadcast coverage is calculated much higher than most print or online publication for like size audiences).



In January 2013, the VCB began utilizing TVEyes Broadcast Monitoring service. Prior to FY2013 the reporting of broadcast coverage included only the programs posted online and little actual broadcast coverage. Since January 2013, the VCB has used TVEyes to capture information on the reach and value of broadcast media. The ability to capture true broadcast values has resulted in an increase in the reported value of broadcast impressions.

Highlights of initiatives completed

- The VCB hosted a total of 81 journalists in the destination in FY2014. Each was provided with lodging at a property specifically suited to their audience or subject, visits to area attractions and tours and dining experiences across the destination
- The refresh of Sawgrass Marriott Golf Resort was included in the VCB's press kit and in media pitches to meetings and convention media
- Quarterly press releases promoted lodging deals with links to the VCB's Hot Deals website
- Travel Planner articles detailed the variety of accommodations and amenities on Florida's Historic Coast
- The VCB's Facebook page shared news from lodging, attraction, tour and dining partners
- Updated the VCB video B-Roll to showcase the variety of experiences on Florida's Historic Coast

Objective: Encourage mid-week visitation

Mid-week visitation was promoted by the VCB Communications staff through media outreach and social media channels.

Highlights of initiatives completed

- Changed the media hosting policies to require media to visit the destination during the week instead of on weekends to show the advantages of mid-week visitation
- Issued press releases on mid-week deals and pitched mid-week deals at media missions in New York, North Carolina and Toronto, Canada
- Posted news about events and activities taking place mid-week on Facebook and Twitter

Objective: Enhance reach and effectiveness of social media

In 2014, the VCB increased the reach and effectiveness of its social media channels. In addition, the VCB integrated social media coverage into media relations strategies. In 2014, all visiting media itineraries included the social media accounts and handles for the destination, accommodations, restaurants and attractions on visiting media itineraries. Hosted media were strongly encouraged to use social media while in St. Augustine, Ponte Vedra and The Beaches in addition to gathering content for their stories.

Key Performance Measures

- The Facebook goal for 2014 of 250,000 followers was surpassed by 25% to 312,823 followers and increased 61% over actual 2013 (194,492)



- The YouTube goal of 69,000 views was surpassed by 27% to 87,709 views and 54% over actual 2013 (57,084)
- The Twitter goal of 3,000 followers was surpassed by 34% to 4,024 followers and 57% over actual 2013 (2,559)
- According to AdAge magazine, the industry standard for Facebook brand engagement rate is 1.4%. The VCB's Facebook page's engagement rate ranged from a low of 3.26% to a high of 10.5% in 2014
- The Hispanic Facebook page for the VCB ended the year with 1,003 followers, 150% over the goal of 400 followers
- The Hispanic Twitter page did not surpass the 2014 goal of 308 followers due to a compromise in the Twitter account which necessitated a new account be created, essentially starting over to build the audience mid-way through the year. The Hispanic Twitter account finished the year with 152 followers.

Objective: Integrate PR efforts with those of sales and promotions

The Communications Department supported Sales and Promotions in FY2014 with video, publications, media pitches and weekly e-newsletters.

Highlights of initiatives completed

- Created a destination video with a welcome from Pedro Menendez for use by groups and meetings
- Provided a digital photo gallery for use in sales kits for shows such as International Pow Wow, Florida Huddle, and Smart Meetings
- Updated the popular Celebrate guide
- Published sales opportunities for partners in the weekly PartnerCom e-newsletter
- Refreshed the sales staff displays with new branded imagery and messaging
- Hosted a Meetings & Convention media Fam tour which included five writers from key publications such as Convention South, Prevue and Collinson publications
- Met with media at International Pow Wow Media Marketplace in Chicago
- Coordinated interviews between appropriate sales team members and journalists seeking information and fulfilled media inquiries through sales staff

Objective: Support 450th Commemoration Programming

Communication support of the 450th commemoration centered on promoting the area's African-American heritage during the 50th anniversary year of the signing of the Civil Rights Act and publicizing 450th commemoration events. The VCB amplified the 450th messaging through video, press releases, media outreach and social media.

Highlights of initiatives completed

- The African-American story was the lead in the 2014 Travel Planner
- Journey was promoted in 38 press releases, including the weekly "This Week" release, reaching a combined 42,686 media contacts

- An Internet Media Tour was conducted from the Journey exhibit and picked up by 15 media outlets, including Ebony and American Urban Radio
- African-American heritage was pitched in media missions to New York, North Carolina and Toronto, Canada and at International Pow Wow and the Society of American Travel Writers Southeast conference
- Video from the Journey exhibit was posted on the VCB's Facebook page and the You Tube channel receiving over 500 views

Objective: Increase awareness and drive visitation from niche travel markets

Media outreach in 2014 included pitches to writers with specific interests such as golf, ecotourism and luxury along with media outreach to press representing niche markets such as the Hispanic traveler.

Highlights of initiatives completed

- Hosted three media tours - one in January in partnership with PGA TOUR; one in partnership with Marriott Sawgrass in May; and one international golf media tour in June in partnership with Ft. Myers. Each included writers and broadcast teams from domestic and international golf media outlets. In addition the VCB hosted nine writers from China, Canada, UK, Switzerland Germany and domestically. The golf media hosted in FY 2014 represents an audience of more than 48,400,000
- Attended a media mission hosted by VISIT FLORIDA for the LGBT media
- Held an Hispanic Blogger Fam focused on family travel attended by five influential bloggers with a combined following of 126,000 on social media platforms
- Secured broadcast coverage from Hispanic media channels including Fox News Latino, Hispanicize TV and Telemundo.
- Worked with VISIT FLORIDA Insiders to feature content on Florida's Historic Coast on the VISIT FLORIDA website from luxury to dining to eco-adventure.
- Hosted a broadcast team from EcoNews, a sourced PBS Series, for the production of a nature program about Florida's Historic Coast (20 million viewers), and a well-known freelance writer that focuses on Authentic Florida (with outlets reaching 400k+ readers)

Objective: Engage Partners and stakeholders to mutual benefit

The Communications department supported Partners by distributing their information and providing public relations assistance.

Highlights of initiatives completed

- Issued a weekly PartnerCom e-newsletter that averaged a 35% open rate
- Attended St. Augustine Attractions Association meetings
- Worked with St. Johns Cultural Council and its agency of record to provide public relations assistance
- Supported North Florida Regional Airport staff by assisting with Frontier airlines press conferences and sweepstakes promotions.



Promotions Report

FY2014 Marketing Plan pages 76-85

Prepared by Rick Hensler, Director of Promotions & Strategic Alliances

MEDIA PROMOTIONS DETAILS AND KEY PERFORMANCE MEASURES

The VCB's media promotion strategy -- to maximize positive destination exposure through OPM (Other People's Money/Media) -- continues to be fueled primarily by the leverage of paid media, using contests and sweepstakes and the allure of Florida's Historic Coast as the means to secure on-air and online extensions of MMGY's media buys, as well as stand-alone promotions unrelated to paid media, delivering not only incremental impressions, but implied endorsements from the on-air personalities who host the promotions on their shows.

Key Performance Measurement

- Deliver two awareness-building media/partner promos per month on average, at little or no cost to VCB
- Leverage promotions to stretch ad impact by 20% over paid media buy with promo partner
- Construct stand-alone promos to deliver 5x prize value in media

Performance

- Delivered 26 media promotions, surpassing goal of 24 promotions by 8.3%
- Increased impressions by 369% year over year – 5,022,580 impressions in 2013 vs. 23,561,374 in 2014
- Increased promotional value by 173% year over year - \$162,611 in 2013 vs. \$444,673 in 2014
- Leveraged promotions: Goal: Leverage paid buy to acquire 20% incremental promo media. Actual: Spend of \$144,010 yielded 13 promotions @ \$214,348 incremental media value, a 150% ROI
- Thirteen stand-alone promos: Total media value \$189,000; Ave. media value: \$14,538; Ave. prize value: < \$1,000, a 14:1 prize vs. media value

FY2014 VCB MEDIA PROMOTIONS

PTM = Pirate Treasure Museum; OTT=Old Town Trolley; CQ=Colonial Qtr

MARKET / PARTNER / MEDIA	START DATE	VCB PARTNERS	IMPRESSIONS (estimated)	\$ VALUE (estimated)
Univision Hispanic Heritage Promo	Oct 1, 2013	Quality Inn Historic; CQ; PTM; OTT	80,000	2,550
Bauza Facebook/YouTube promo	Oct 7, 2013	St. Francis Inn, OTT package	125,000	4,500
Atlanta WSB-TV on-air/online	Nov 4, 2013	Days Inn Hist., OTT pack, PTM, CQ	4,030,000	37,170



MARKET / PARTNER / MEDIA	START DATE	VCB PARTNERS	IMPRESSIONS (estimated)	\$ VALUE (estimated)
WEJZ 96.1 Jacksonville	Dec 2, 2013	Holly Jolly Trolley	112,360	2,250
104.1 WTKS Orlando Jim Phillips	Dec 2, 2013	Holiday Isle Resort, Holly Jolly Trolley	79,600	1,200
Hot 106.5 Jax Journey Promo	Jan 27, 2014	Casa Monica Hotel	452,000	20,250
Orlando Star 94.5 Journey Promo	Jan 27, 2014	Inn at Camachee Harbor	351,478	23,750
Orlando Sentinel Sweepstakes	Mar 3, 2014	Beacher's Lodge	1,427,790	38,528
Frontier Air Trenton launch promo	Apr 14, 2014	Fairfield Inn & Suites	665,000	34,500
Atlanta WSB-TV sweeps on air	Apr 7, 2014	St. Augustine Amphitheatre	6,187,900	49,600
Atlanta AJC contest on-line	May 7, 2014	St. Augustine Amphitheatre	310,151	7,500
Macon WPEZ 93.7	May 7, 2014	St. Augustine VIC; VIP Pass	51,000	1,650
Atlanta WSRV Getaway	May 7, 2014	St. Augustine VIC; VIP Pass	598,000	28,000
Jax WEJZ 96.1; Morning Drive Game	Jun 13, 2014	Hilton Historic Bayfront, OTT	200,000	3,150
Orlando WTKS 104.1 Philips Phile	Jun 13, 2014	Bay Westcott, PTM, CQ, 1st Col, OTT	161,500	5,000
Orlando WTKS 104.1 Morning Monsters	Jun 20, 2014	Renaissance, PTM, CQ, 1st Col, OTT	174,500	5,000
Orlando WTKS 104.1 Philips Phile	Jun 27, 2014	44 Spanish St PTM, CQ, 1st Col, OTT	161,500	5,000
Orlando WTKS 104.1 Morning Monsters	Jul 4, 2014	Holiday Isle, PTM, CQ, 1st Col, OTT	174,500	5,000
Orlando WTKS 104.1 Philips Phile	Jul 11, 2014	Casa Monica, PTM, CQ, 1st Col, OTT	161,500	5,000
Orlando WTKS 104.1 Morning Monsters	Jul 18, 2014	Beacher's, PTM, CQ, 1st Col OTT	174,500	5,000
Orlando WTKS 104.1 Philips Phile	Jul 25, 2014	Sleep Inn, PTM, CQ, 1st Col, OTT	161,500	5,000
Orlando WTKS 104.1 Morning Monsters	Aug 1, 2014	St. Francis, PTM, CQ, 1st Col, OTT	174,500	5,000
Orlando WTKS 104.1 Philips Phile	Aug 8, 2014	Comfort Inn, PTM, CQ, 1st Col, OTT	161,500	5,000
Frontier Air DC/Dulles launch promo	Jun 25, 2014	Holiday Isle, OTT, FOY, PTM, CQ	885,000	62,500



MARKET / PARTNER / MEDIA	START DATE	VCB PARTNERS	IMPRESSIONS (estimated)	\$ VALUE (estimated)
WSB-TV Atlanta/So. GA Honda Dealers	Sep 8, 2014	Beacher's Lodge, OTT	5,010,060	44,950
Atlanta Journal Constitution	Sep 8, 2014	Holiday Isle, OTT,	143,900	9,200
		TOTAL	23,561,374	\$444,673

VCB BRAND DEVELOPMENT DETAILS AND KEY PERFORMANCE MEASURES

Objective

To generate, among local stakeholders, influencers and citizens, an increased appreciation for the value and benefits that tourism brings to the community.

Key Performance Measure

Develop a VCB/tourism presentation and deliver at least four major performances.

Performance

Developed modular PowerPoint presentation for multiple audiences; issued RFP for accompanying film and awarded bid to local vendor resulting in excellent short film; booked and conducted presentations to four civic groups and multiple government audiences; produced a high-impact version of the annual State of the Industry event focusing on "Tourism Is Our Lifeblood" theme. (Program continues in 2015.)

Key Performance Measure

Execute at least four mass audience performances in 2014.

Performance

Executed eight presentations of the tourism program in FY2014, including:

- VCB Board of Directors
- St. Johns County Tourism Development Council
- St. Augustine City Commission
- St. Augustine Downtown Historical Chamber Council
- St. Augustine Beach Civic Association
- VCB annual State of the Industry event
- Ponte Vedra Chamber of Commerce
- Florida Tourism Development Tax Association





INTEGRATED MARKETING PLANNING DETAILS AND KEY PERFORMANCE MEASURES

Overview

Frequently referred to as “synergy”, the essence of the program is to create a multi-disciplined course of action against a chosen initiative that, through coordinated timing and messaging, becomes an orchestrated force whose whole (impact) is greater than the sum of its parts. A standout example from 2014 was a unified effort by local tourism, arts and academic communities to cooperatively launch and collectively benefit from the 2014 exhibit at the Visitors Information Center: *Journey: 450 Years of the African American Experience*. At the VCB’s urging, the various stakeholder groups shared a common understanding of the exhibit, its components, details and highlights, and cross-promoted through various communications media, all stemming from common marketing, media and publicity plans.



Performance Summary

Objective

To improve the results of select marketing initiatives through vertically integrated tactical support plans that, by design, function as a single coordinated unit focused on a common goal.

Key Performance Measures

- Development and execution of two to three robust multidimensional marketing plans as defined above
- Construction of baseline expectations for future application

Performance

Integrated marketing/support plans were developed and deployed for two major initiatives:

- Journey: 450 Years of the African American Experience
- St. Augustine’s 20th Anniversary Nights of Lights



Notable contributions of each:

AFFILIATED PARTNER	JOURNEY	NIGHTS OF LIGHTS
VCB	<ul style="list-style-type: none"> • Integrated Marketing Plan • Supplemental 450 Marketing • Social media/Promos/Events • Publicity/database outreach • VIC Support 	<ul style="list-style-type: none"> • Integrated planning • Dedicated ad campaign • Media promotions/events • Publicity/database outreach
St. Johns County/TDC	<ul style="list-style-type: none"> • 450 Marketing Funds • Visitor research 	<ul style="list-style-type: none"> • Operational support • Amphitheatre programming
Cultural Council	<ul style="list-style-type: none"> • Cultural outreach • Paid media • Exhibit/educational grants 	<ul style="list-style-type: none"> • Holiday cultural grants • Marketing agency support • Paid and earned media support
CoSA	<ul style="list-style-type: none"> • Exhibit production • Community education • 450 Staff Support 	<ul style="list-style-type: none"> • Operational support • Light Up! Night
Academia	<ul style="list-style-type: none"> • Flagler College programs • Guest speakers 	<ul style="list-style-type: none"> • General holiday events
Historical	<ul style="list-style-type: none"> • Historical Society research • Volunteers 	<ul style="list-style-type: none"> • Parallels from the past
Retail	<ul style="list-style-type: none"> • Original merchandise • Point of sale display 	<ul style="list-style-type: none"> • Massive participation
Attractions	<ul style="list-style-type: none"> • Tours • Ticketing 	<ul style="list-style-type: none"> • Tours and Ticketing • Display contest • Decorative ambiance

ST. AUGUSTINE 450TH MARKETING DETAILS AND KEY PERFORMANCE MEASURES

Background

In 2011, the TDC granted \$600,000 to the VCB for the purpose of developing, maintaining and executing an effective marketing plan in support of the City of St. Augustine's four-year celebration to commemorate the 450th anniversary of its founding in 1565. Since that time, the VCB has re-shaped the plan and budget annually for maximum impact, focusing in 2014 on the 50th anniversary of the passing of the Civil Rights Act and the 450-year journey of people of African descent in the St. Augustine coastal region.



Objectives for 2014

- Build awareness of, interest in and visitation to the historic 450th commemoration activities and the 2014 programming with emphasis on the African-American experience
- Maintain Hispanic momentum, shifting from 500th PdL theme to 450th “melting pot.”
- Stimulate return visitation and word-of-mouth through a strong frequency program.
- Continue to position and promote the Florida’s Historic Coast brand

Performance Against Objectives

Toward the foundational goals of generating awareness and interest in the 450, the following media coverage, promotional exposure and public participation was generated in 2014:

- VCB Advertising: \$95,000 placed from TDC supplemental plan
- VCB Publicity
 - Journey was promoted in 38 press releases, reaching a combined 42,686 media contacts
 - Video from Journey posted on VCB’s Facebook page and You Tube channel
 - Internet Media Tour from the Journey exhibit picked up by 15 media outlets
- VCB Radio Promotion 1,080,000 impressions; \$49,500 value
 - Atlanta WSRV
 - COX GA WALR
 - COX GA Magic 102.7
 - COX GA WCMG
- VCB Live Remotes: 281,200 impressions; \$7,425 value
 - Hot 106.5 Jax
 - Orlando Star 94.5
- VCB Internet Media Tour Live from Journey
 - 18.4 million uniques
 - 24 million overall
- VCB Radio Media Tour Live from Journey
 - Radio Media Tour audience: 8.5 million
 - Radio Ad Value: \$111,300

CONSUMER INCENTIVES DETAILS AND KEY PERFORMANCE MEASURES

For 2014, a new initiative with a working title of Affinity Days, conceived as short-term deals or added values, 30 days in duration, designed to incentivize general consumers, market segments or affinity groups. Themes and targets would be similar to SMERF (Social, Military, Education, Religious and Fraternal), offering special lodging and attraction values, but not tied to pre-sale.

Objective

To deploy in our destination a proven tactic that drives business from niche markets with a more convenient consumer redemption process than pre-sale programs offer.

Key Performance Measure

Launch and execute at least two affinity programs in year one with a measurably positive impact on SJC tourism as estimated by redemption records from participating VCB partners and little or no negative impact on traditional sales programs.

Performance

This program was NOT EXECUTED in 2014 as the productivity of other programs were judged more effective and efficient uses of staff time and financial resources. Though still a viable concept with proven success elsewhere, for effective introduction to the SJC market, stakeholders and target groups, the program requires significant staff resources, particularly at launch.

Next Steps

Having been favorably reviewed with local lodging and attraction leaders in 2014, program remains “on the shelf” and ready for implementation when resources or circumstances warrant.



Special Events Report

FY2014 Marketing Plan pages 98-101

FLORIDA'S BIRDING & PHOTO FEST – APRIL 30 - MAY 4, 2014

Prepared by Erin Masters, Special Events/Database Manager

Overview

Florida's Birding & Photo Fest is a birding and photography focused event featuring more than 125 seminars and field trips throughout FHC. This festival is unique in that it caters to both birding enthusiasts and photographers, providing a range of events for both groups. It was initiated to feature the destination's unique and varied ecotourism resources.

Florida's Birding & Photo Fest, in its 12th year, saw an 89% increase in attendance over 2013 with 667 attendees, resulting in direct tourism spending of \$474,390.

Key Performance Measures

- Attendance surpassed goal by 14% (667 vs. 585 in 2013)
- Direct Visitor Spending met goal (\$474,390 vs. \$450,000 in 2013) based on attendee survey results
- Maximized ticket profits through new pricing menu based on analysis of prior year's sales patterns, and through incremental sponsor opportunities and revenue.

Analysis of Initiatives Completed

The attendance and spending data reflect three influences:

- Early release of scheduled events
- Wider variety of field workshops
- Reprise of high "Wow Factor" workshops such as Birds of Prey field photography

Key Findings for 2014

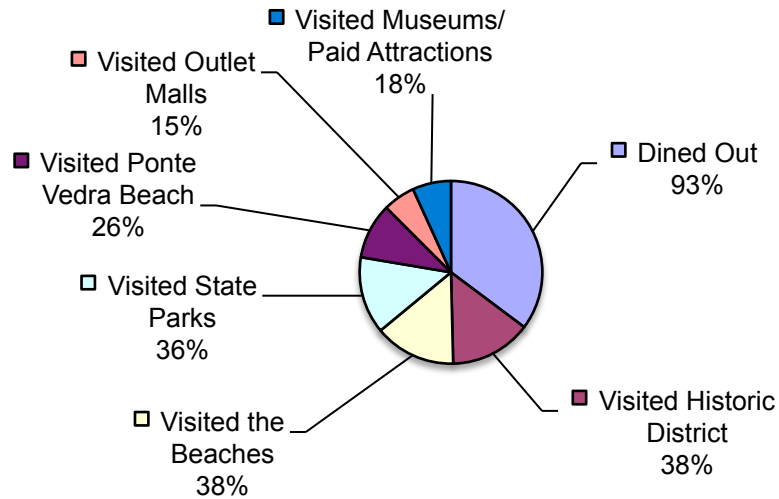
- 86% of attendees said that Photo Fest was their primary reason for visiting FHC
- 89% said they will likely return next year
- 52% were from out of the region/out of state
- 78% of attendees participated two or more days
- 43% stayed in hotels/motels, campgrounds, condos, or B&Bs in FHC

Non-Festival Activities of Attendees included:

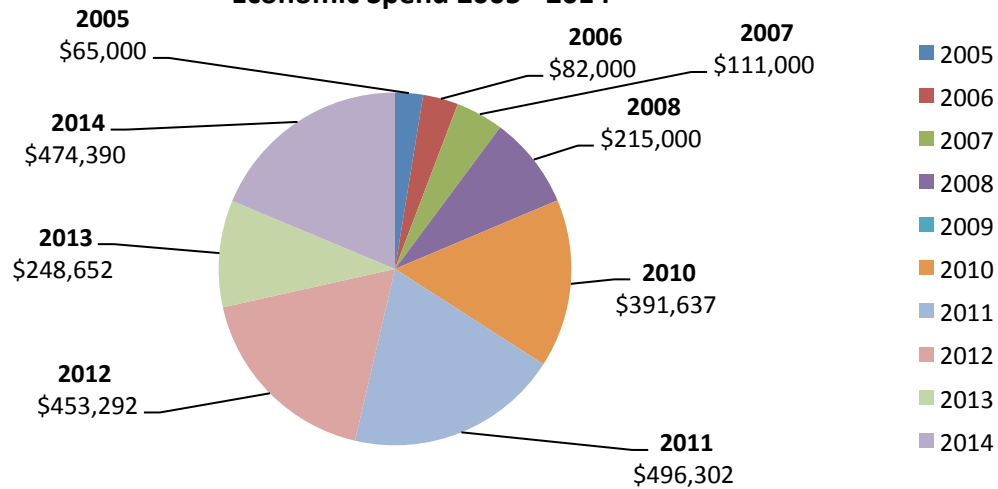
- 93% dined out
- 38% visited historic district
- 38% visited beaches
- 36% visited state parks
- 26% visited Ponte Vedra Beach (2013 event moved to Guana facility in PVB)
- 15% visited outlet malls
- 18% visited museums/paid attractions



Non-Festival Activities of Attendees



Economic Spend 2005 - 2014



Source:

Post-event survey of a random sample of 667 Festival attendees yielded a 29% response rate.

FLAVORS OF FLORIDA'S HISTORIC COAST - OCTOBER 2013

Prepared by Barbara Golden, Public Relations Manager

Overview

In order to capture more of the growing culinary travel business, Flavors of Florida's Historic Coast was created as a month-long program designed to raise awareness of the area's local cuisine while enticing visitors to experience the exceptional flavors offered by local dining establishments. Each October since 2010, participating restaurants provide month-long prix fixe menus that feature their signature dishes which the VCB supports with consumer promotions, publicity and advertising.

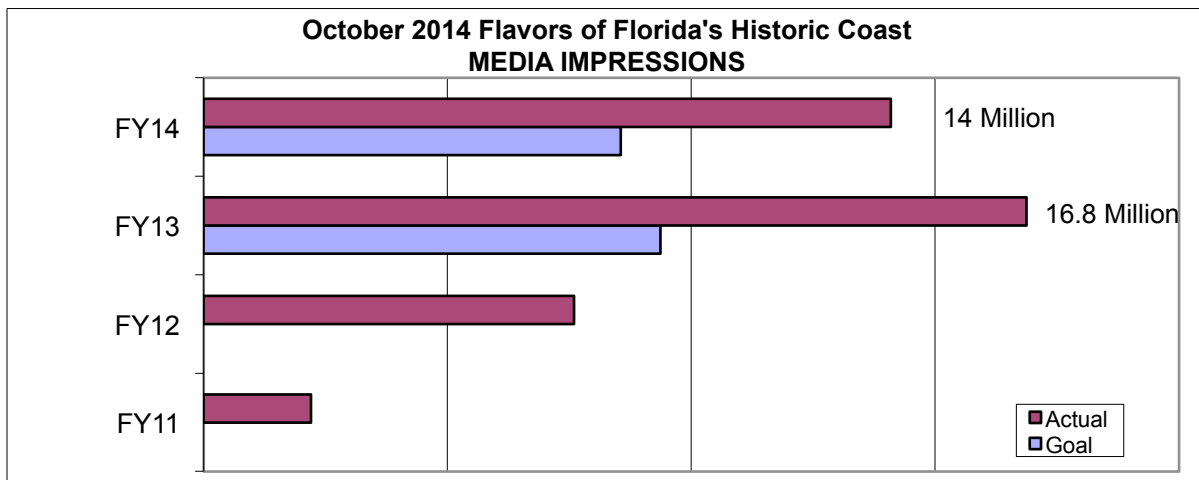
FY2014 Key Performance Measures for Flavors

- Increase earned media impressions about Flavors by 2% to 8.5 million (print, online, broadcast)
 - More than 14 million media impressions featured Flavors of Florida's Historic Coast. This exceeded the FY2014 goal by 56%. (The goal for FY2014 was less than FY2013 because of the significant lift expected and received during the 2013 Viva Florida 500 promotion year.) This earned media was the result of VCB press releases, social media outreach, story pitches, chef appearances and media hosting. This coverage does not include paid advertising.
- Secure 25 participating restaurants in Flavors 2013 (FY2014)
- 23 restaurants participated in the month-long prix fixe dining promotion – Not all restaurants were able to participate because of other initiatives in place or lack of fit for their strategies.
- Increase traffic to HistoricCoastFlavors.com by 10% to 4,700
 - Flavors website, www.HistoricCoastFlavors.com had a 3.5% increase in traffic during the FY2014 promotion. In FY2013 the site had 4,142 visitors. The website was submitted for and earned a VISIT FLORIDA Flagler Award.
- Book 10 appearances by FHC chefs on regional television magazine programs
 - Total of nine chef on-air appearances
 - Three appearances on WJCT in Tallahassee
 - Six appearances on WTLV, Good Morning Jacksonville. WTLV news anchors Jessica Clark and Phil Amato also promoted Flavors and the Top Chef Cook-Off on air- no less than six prime news-time announcements.
- Attract 600 attendees to the Annual Top Chef Cook-Off
 - The Flavors Top Chef Cook-off event was held in mid-October at Renaissance World Golf Resort on October 10, 2013 and served as an event to create awareness of Flavors of Florida's Historic Coast and as a fund raising effort for Home Again St. Johns. Ticket sales to the 2013 Flavors Top Chef Cook-off were marketed through HistoricCoastFlavors.com, LivingSocial.com, and by participating restaurants.
 - Attendance at the event was 496 people – flat growth against prior year, but 17% below target
 - \$5,997.18 was raised for Home Again St. Johns
 - Eight chefs/12 restaurants participated in the Flavors Top Chef Cook-Off

Initiatives

- Recruit and educate SJC restaurant community about value and benefits of participating in the Flavors promotion.
 - All VCB Partner restaurants were invited to participate in Flavors promotion. VCB staff attended restaurant association meetings explaining the benefits of the promotion and called on other non-partner restaurants to encourage them to become VCB partners and participate in the promotion.
- Involve all VCB departments in marketing that significantly increases pre-event visibility. The advertising and marketing efforts for the October 2013 Flavors of Florida's Historic Coast was a genuine collaboration between the VCB Communications, Promotions Departments and the advertising agency. The entire VCB staff assisted with restaurant participation and Top Chef Cook-Off.
- Incorporate Flavors messaging in advertising and public relations
 - Six press releases about Flavors of Florida's Historic Coast issued
 - 10,000 promotional rack cards and 150 posters about Flavors and other October food events were printed and distributed.
 - Restaurants received rack cards, window decals and digital materials to identify them as a participating restaurant.
 - Print and online advertising ran in Orlando and Jacksonville. Radio advertising ran in Orlando, Tampa and Jacksonville. The call to action was to visit the website, HistoricCoastFlavors.com.
- Schedule chef appearances in regional broadcast media outlets
 - The VCB Communications staff worked with VISIT FLORIDA PR team and regional television stations to book the talented local chefs for on-air appearances promoting Flavors. Total of nine chef on-air appearances were made.
- Utilize Flavors to promote all food-related events taking place in October
 - The promotional materials, rack cards, posters, website and press releases included listings of all food events taking place on Florida's Historic Coast in October. (There were five other events in addition to Flavors.)

Media Impressions Comparison Chart:





Sales Department Report

FY2014 Marketing Plan pages 49-63

Prepared by Evelyn Vazquez, Director of Leisure Sales / Glenn Graham,
Director of Conference Sales / Jaya Larkin, Sales & Services Manager

OVERVIEW

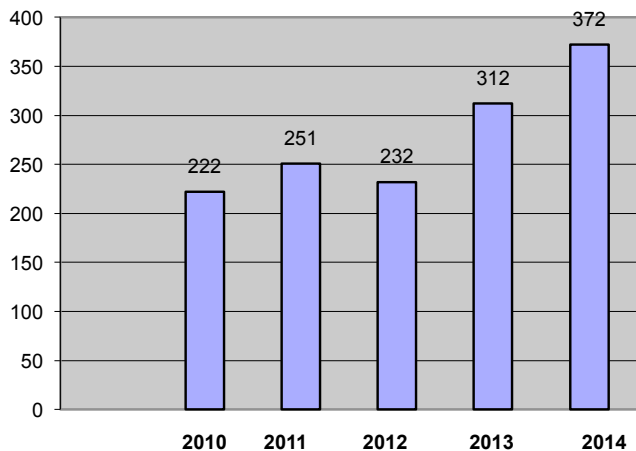
The VCB Sales Team is charged with promoting St. Augustine, Ponte Vedra & The Beaches throughout the U.S. and abroad. The department deploys a multitude of direct sales strategies targeting key meeting professionals, travel agents, tour operators, wedding/event planners, and consumers with the ultimate goal of keeping Florida's Historic Coast in the "destination forefront."

FY2014 KEY PERFORMANCE MEASURES

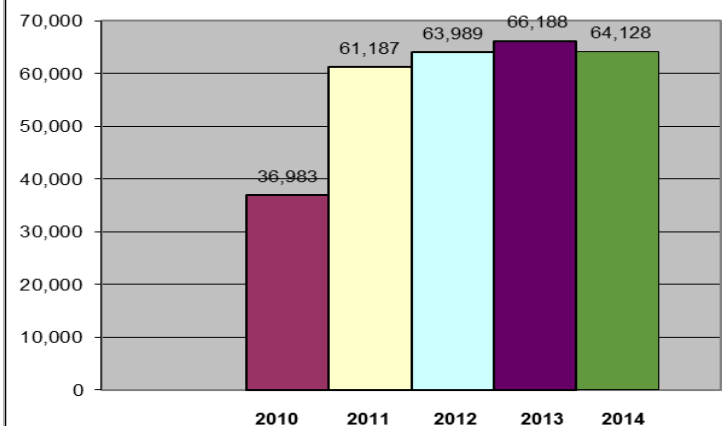
Combined Sales Leads and Room Nights

- FY14 Objective
 - Source 288 leads representing 62,400 Room Nights
- FY14 Accomplishment
 - 372 leads or 30% greater than goal, representing 64,128 Room Nights or 3% above goal
- FY14 Wholesale Room night Objective
 - 41,655 Room Nights
- FY14 Wholesale Room night Accomplishment
 - 48,538 Room Nights or 14% greater than goal

Leads Sent



Room Nights



Combined Sales Calls/Emails

Because of new procedures for recording these calls, there were major improvements in the accuracy and success of documenting these communications.

- **FY2014 Objective**
 - Make 1560 prospecting calls/emails
- **FY2014 Accomplishment**
 - 1,969 prospecting calls/emails recorded or 26% above goal

Combined FAM's and Site Visits – 55 for the year

During FY2014, the Sales Department hosted 143 meeting planners, tour operators, travel agents, group leaders and brides.

SALES DEPARTMENT INITIATIVES**Internet Destination Sales System (iDSS)**

Ongoing training continues throughout the year providing education to both staff and stakeholders in using iDSS to its maximum capacity. In all there were thirteen (13) partners who had one-on-one training, twenty one (21) partners who were helped over the phone and there were seven (7) administrative training sessions where VCB staff received additional training.

Databases

In FY14, the department managed several email Constant Contact databases including one of 1,171 travel agents and a 200+ residents list of The Villages.

iDSS is the Customer Relation Management (CRM) tool used for tracking meeting and leisure group planners from all market segments. This tool makes it possible to send out special offers and event notices to meeting professionals on a timely basis.

Combined Sales Initiatives – 48 for the year

Of the 41 Sales initiatives originally planned, seven (7) were added to replace three (3) cancellations. These changes were made for a variety of reasons including unforeseen date conflicts with other initiatives, staff availability and budget concerns. Mainly, it was felt new opportunities that arose during the course of the year presented a greater return on investment (ROI). The additional shows allowed the sales team to attend more shows and introduce more meeting professionals to SAPVB, at less investment.



Meetings & Incentive	
Small Market Meetings Tradeshow	October 6-9, 2013
IMEX America w/VISIT FLORIDA	October 14-18, 2013
M & C Interact Tradeshow	November 17-20, 2013
Meeting Masters	November 20-14, 2013
Florida Encounter	December 4-7, 2013
Assn Exec's of NC Tradeshow	December 11-13, 2013
DMAI Destination Showcase	February 11-12, 2014
Xsite Tradeshow (FSAE, TSAE, MPI)	February 18-19, 2014
SMART Meetings Tradeshow, Charlotte, NC	March 12-14, 2014
Visit FL VIP Planner Event – <i>replaced with Meeting Industry Ladies Open</i>	May 4-7, 2014
TPC Meeting Planner FAM	May 7-12, 2014
Capital Events Tradeshow	May 20-21, 2014
Georgia Society of Assoc. Executives	May 28-31, 2014
Collaborate Tradeshow	June 12-15, 2014
SMART Meetings Tradeshow, Minneapolis, MN	June 18-21, 2014
FSAE Annual Convention	July 9-12, 2014
Successful Meetings Tradeshow	August 10-13, 2014
Connect Tradeshow	August 21-24, 2014
Meeting Focus LIVE Tradeshow	September 21-24, 2014
Small Market Meetings Tradeshow	September 28-30, 2014
TSAE Monthly Meetings	4x TBD
Wedding/Military/ExecGrp/SpecEvents	
FL Black Travel Expo	October 5, 2013
HelmsBriscoe HIT Show	October 25, 2013
RFN ConFAM	November 13-16, 2013
SGMP EDU-CON Day	January 16, 2014
MPI EDU-CON Day	January 28, 2014
VF I-95 Welcome Center Festival	January 31, 2014
TRI-Base Travel Show, Kingsbay and Mayport NB	March 13-14, 2014
MPI Georgia Chapter Tradeshow	April 23-24, 2014
MPI 22nd SE Regional Conference	August 13-16, 2014
HelmsBriscoe HIT Show	September 19, 2014
Miami Bridal Show - <i>Cancelled</i>	January 12, 2014
Atlanta Bridal Show <i>replaced with Savannah Bridal Show</i>	January 12, 2014
Tampa Bay Bridal Show	June 2014 TBD
Your Military Reunion Connection <i>replaced with Reunion Friendly Network</i>	April 28-May 2, 2014
Teacher's FAM Tour – <i>Cancelled</i>	July 2014 TBD
Quarterly Visit FL Welcome Center Expo - <i>Cancelled</i>	4x TBD
MPI Monthly Luncheons	5x TBD



Leisure Sales-Domestic/International/Religious	
La Cita	September 30 - October 2, 2013
18th Annual Ed HMP Conf/Tradeshow & pre FAM	October 8-12, 2013
Rejuvenate Marketplace	October 28-30, 2013
Tour Op & Travel Agent Training-Puerto Rico	June 1-6, 2014
ABA Marketplace	January 11-15, 2014
Florida Huddle	January 14-16, 2014
Diversity Summit 2014	January 27-29, 2014
RSAA	February 4-5, 2014
NTA & UMA Motorcoach Exchange - <i>Cancelled due to schedule conflict</i>	February 16-20, 2014
Player's Championship Tournament FAM	May 8-11, 2014
International Pow Wow	June 8-12 2014
Travel Agent FAM Tour-Travel With Sears, Puerto Rico	August 14-16, 2014



Partnerships and Industry Programs Report *FY2014*

LOCAL INDUSTRY PROGRAMS OVERVIEW

The VCB develops business sessions to empower and educate the St. Johns County tourism industry about opportunities in the marketplace.

Key Membership Programs

- May 22 – State of the Industry Report with guest speaker Peter Yesawich of MMGY Global
- September 9 – Co-op workshop outlining upcoming advertising opportunities
- September 25 – VCB Annual Meeting
- Weekly PartnerCom emails average open rate of 35% for 2014 matched that for FY2013

VCB Partnerships

Year-end partnerships were up 1.2% over 2013 (288 vs. 285).

Additionally in 2014

- The VCB conducted 42 partnership orientations during which partners were given user names and passwords and shown how to update their profiles on the VCB's industry partner site, www.sapvb.org
- 30 new partners were approved

Touristic Development Report

FY2014

TOURISM DEVELOPMENT

This section reports on efforts to encourage, initiate and/or facilitate the development of touristic infrastructure and services for the fiscal year. The reader will find that there are frequently few if any details when proprietary business activities are involved. Such is the nature of business and economic development work.

Also, there will be no key performance measures tied back to the marketing plan as this VCB function, while mentioned in the contract with the county, is not a graded marketing performance metric.

Initiatives Completed in FY2014

- Compiled, consulted with and distributed tourism-related information to three hotel development groups and two attraction developers for development, redevelopment and/or purchase of hotels and attractions in St. Johns County
- Assisted Northeast Florida Regional Airport (NFRA) with the solicitation, introduction and promotion of new air service by Frontier Airlines – Princeton, NJ (three flights/week) and Washington Dulles (five flights/week) in FY2014
- Compiled tourism-related information and consulted with two other air carriers for the purpose of adding or starting service to NFRA and JIA. All work was done in conjunction with NFRA and JAA senior staff.
- Assisted St. Augustine Distillery, LLC with touristic information used in development and financing, and facilitated introduction and promotion of this new attraction
- Actively participated in the Horizon Group, a team of business and government leaders who work on Economic Development opportunities for SJC
- Participated in and supported with tourism data and research City of St. Augustine/St. Augustine Beach shuttle transportation considerations
- Continued to work closely with St. Johns County Chamber, St. Johns County Cultural Council and JaxUSA on tourism-related economic development opportunities