



ST. AUGUSTINE PONTE VEDRA

FLORIDA'S HISTORIC COAST®

ANNUAL REPORT – FISCAL YEAR 2019



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FY2019 ANNUAL REPORT INTRODUCTION

Fiscal year 2019 presented significant challenges to marketing Florida's Historic Coast®. The VCB worked with a budget which was essentially the same as that for FY2018 which, compounded by flattening demand in travel, rising costs for paid media, and the very slow approach of Hurricane Dorian in late August and early September, lead to the first decline in the annual lodging occupancy rate in 10 years. What's more, the advertising agency was replaced, and a new website was launched. While each of these actions was taken to improve the performance of destination marketing, there is always a transition period in which performance metrics suffer.

Despite these challenges, the Visitors and Convention Bureau was able to leverage positive momentum with relevant publicity, promotion, social media messaging and advertising. The result was that most key performance measures set forth in the FY2019 marketing plan were met or exceeded. Tourism development tax collections set another record, growing by 5% to more than \$12 million. All lodging metrics, except Occupancy, were up for the year. Occupancy was down 2% (due to a 23% loss in September from Hurricane Dorian), closing at 66% (on a 3% growth in inventory); Average Daily Rate (ADR) was up 3% to \$142.93; Revenue per Available Room (RevPAR) was up 1% to \$93.58; and, Demand (room nights sold) grew by 1%.

New and significantly renovated accommodations continued to come online in FY2019, adding to the quantity (increase of 3%) and quality of lodging options for visitors with more in the pipeline for 2020 and 2021. Attractions were enhanced to make the visitor experience more enriching and fun. While ViaAir suspended service in FY2019, the VCB continued to assist the NFRA and JIA with airline development and with development of an Agritourism Corridor. The team also promoted the growing trail system and aggressively promoted the destination to sports-related groups.

In FY2019, the VCB conducted an agency review hiring PETERMAYER Advertising in May. After a rapid "on boarding" the agency has developed, researched and is launching a new advertising campaign in FY2020 which builds on equity in the Florida's Historic Coast brand.

The Communications and Sales teams leveraged their limited resources in FY2019 to deliver on most of their objectives for the year. Communications impressions significantly exceeded goals, and social media reach was expanded exceeding nearly every goal. The Sales team made 2,069 calls/contacts to prospects generating leads totaling 170,164 group room nights to St. Augustine | Ponte Vedra. They also showed-off the destination to 121 meeting planners, tour operators, group leaders, travel agents and wedding planners.

Please review this report to learn how the VCB staff and its vendor partners, PETERMAYER Advertising, Camelo Communications, Tempest and NetWeave Social Networking, have accomplished nearly all of their goals, while learning from those initiatives that didn't quite meet expectations.

Sincerely,



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



FY2019 BOARD OF DIRECTORS

Executive Committee Officers

Chairman:	Philip McDaniel, Owner St. Augustine Distillery philip@staugustinedistillery.com 112 Riberia St., St. Augustine, FL 32084
Vice Chairman:	Samantha Palmer, Manager Flagler's Legacy Tours legacy@flagler.edu 59 St. George St. #3607, St. Augustine, FL 32080
Past Chairman:	Shannon Lake, General Manager Beacher's Lodge & Oceanfront Suites shannon@beacherslodge.com 6970 A1A South, St. Augustine, FL 32080
Treasurer:	Virginia Whetstone, Owner Whetstone Chocolates vaw297@me.com 1 Dolphin Dr., St. Augustine, FL 32084
Secretary:	Craig Schoninger, Director of Marketing Ponte Vedra Resorts cschoninger@pvresorts.com 200 Ponte Vedra Blvd., Ponte Vedra, FL 32082

Board Members

Charles Cox, SVP San Sebastian Winery cgcox@seavin.com 157 King St., St. Augustine, FL 32084	Joe Finnegan, Owner St. Francis Inn joe@stfrancisinn.com 279 St. George St., St. Augustine, FL 32084
Tom Dolan, President Meehan's Irish Pub & Seafood House tdolan@meehansirishpub.com 20 Avenida Menendez, St. Augustine, FL 32084	Tom Jankowski, General Manager Fairfield Inn & Suites Tjankowski@shanercorp.com 305 Outlet Mall Blvd., St. Augustine, FL 32084
Cindy Stavely, Executive Director St. Augustine Pirate & Treasure Museum/Colonial Quarter cindy@thepiratemuseum.com 12 Castillo Dr., St. Augustine, FL 32084	

Government Liaisons and Ex-Officios

Commissioner Henry Dean, St. Johns County Board of County Commissioners

Commissioner Don Samora, St. Augustine Beach City Commission

Commissioner John Valdes, City of St. Augustine Commission

Isabelle Renault, President/CEO, St. Johns County Chamber of Commerce

Richard Goldman, President/CEO, St. Johns County VCB

FY2019 VISITORS AND CONVENTION BUREAU COMMITTEES

Conference Sales Committee

- › Joni Barkley, Director of Sales, Casa Monica Resort & Spa
- › Ty Brassie, Director of Sales & Marketing, Hammock Beach Resort
- › Tony Fitzjohn, Director of Group Sales, Ponte Vedra Inn & Club and The Lodge & Club
- › Christian Joransen, Dir. of Sales & Marketing, World Golf Village Renaissance St. Augustine Resort
- › Michelle Kuziola, National Sales Manager, Courtyard Marriott I-95 & Fairfield Inn & Suites
- › Chris Pranis, Director of Sales & Marketing, Embassy Suites St. Augustine Beach Oceanfront Resort
- › Chris Quinlan, Director of Sales & Marketing, Hilton St. Augustine Historic Bayfront
- › Aaron Weegar, Director of Sales & Marketing, Sawgrass Marriott Golf Resort & Spa
- › William McBroom, VCB Director of Conference Sales
- › Evelyn Lopez-Kelley, VCB Director of Leisure Sales

Leisure Sales Committee

- › Maggie Goller-Cornelison, Director of Sales, DoubleTree Hotel by Hilton
- › Jennifer Jenkins, Director of Sales' The Collector Luxury Inn & Gardens
- › Michelle Kuziola, National Sales Manager, Shaner Hotels
- › Shannon Lake, General Manager, Beacher's Lodge Oceanfront Suites/VCB Board Liaison
- › Cindy Stavelly, Director, St. Augustine Pirate & Treasure Museum
- › William McBroom, VCB Director of Conference Sales
- › Evelyn Lopez-Kelley, VCB Director of Leisure Sales

Advertising Committee

- › Shannon Lake, General Manager, Beacher's Lodge Oceanfront Suites
- › Philip McDaniel, CEO, St. Augustine Distillery
- › Samantha Palmer, Manager, Flagler's Legacy Tours
- › Craig Schoninger, Marketing Director, Ponte Vedra Resorts
- › Virginia Whetstone, Owner, Whetstone Chocolates

FY2019 VISITORS AND CONVENTION BUREAU STAFF

Administration

Richard Goldman, President/CEO

RGoldman@FloridasHistoricCoast.com

904.209.4426

Carey Cramer, Office Manager

CCramer@FloridasHistoricCoast.com

904.209.4421

Rhonda Diskin, Office Assistant

RDiskin@FloridasHistoricCoast.com

904.829.1711

Communications Department

Leticia Martin, Communications Director

LMartin@FloridasHistoricCoast.com

904.209.4424

Media Relations, Travel Press Communications, Editorial, Website and Social Media Content

Barbara Golden, Communications Manager

BGolden@FloridasHistoricCoast.com

904.209.4425

Calendar of Events Coordinator, Media Relations, Travel Press Communications and Publicity

Stacey Sather, Creative & Social Media Manager

SSather@FloridasHistoricCoast.com

904.209.4434

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



Promotions and Database

Susan Phillips, Director of Promotions and Strategic Alliances

SPhillips@FloridasHistoricCoast.com

904.209.4430

Promotions, Strategic Alliances, eCRM and Database, Special Events

Erin Masters, Special Events/Database Manager

EMasters@FloridasHistoricCoast.com

904.209.4422

Database and Website Administration, Florida's Birding & Photo Fest,
VCB Stakeholder Services

Benjamin Nguyen, Stakeholder Relations/Database Manager

BNguyen@FloridasHistoricCoast.com

904.209.4433

Database and Website Administration, Industry Stakeholder Relations

Sales Department

William McBroom, Director of Conference Sales

WMcBroom@FloridasHistoricCoast.com

904.209.4432

Corporate and Association Meetings, Incentives Sales

Evelyn Lopez-Kelley, Director of Leisure Sales

EKelley@FloridasHistoricCoast.com

904.209.4431

Travel Industry, Leisure, Religious and International Sales

Jaya Dillard, Sales and Services Manager

JDillard@FloridasHistoricCoast.com

904.209.4429

Executive Group Sales (35 rooms and less, all segments: Military, Reunions, Government Meetings and Weddings)

Debbie Truhowsky, Marketing Coordinator

DTruhowsky@FloridasHistoricCoast.com

904.209.4427

Support and Metrics for Sales and Promotions Departments

Independent Staff for St. Augustine Beach Visitor Center Remunerated directly by TDC

Anna Helfinstine, Visitor Center Staff

William MacDowell, Visitor Center Staff



FY2019

LODGING PERFORMANCE

LODGING PERFORMANCE

Smith Travel Reports

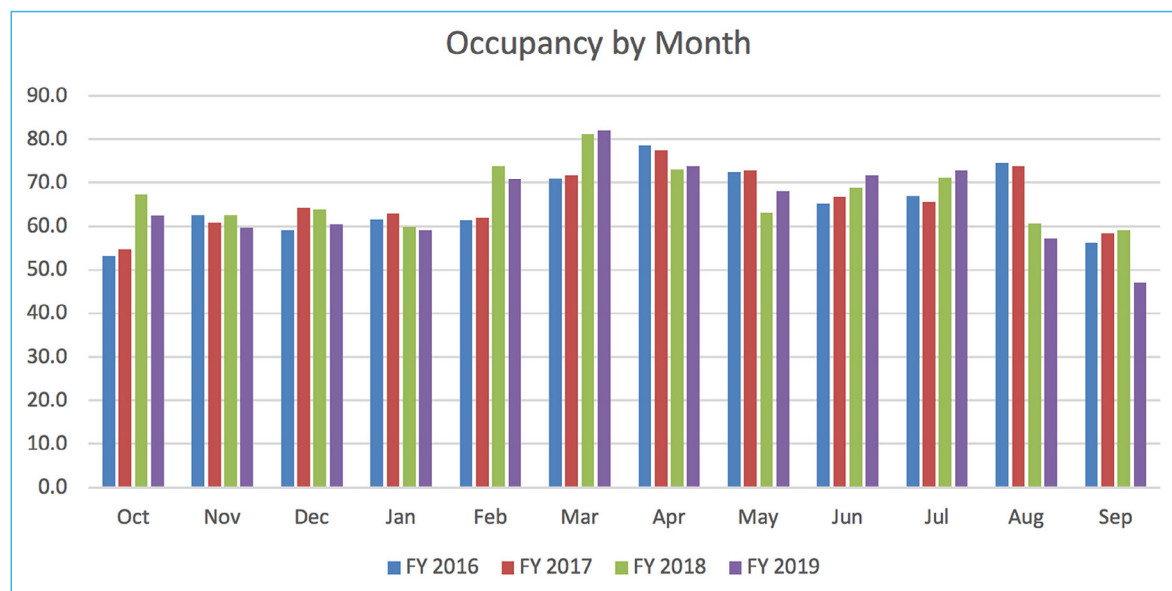
The VCB subscribes to Smith Travel Research (STR), recognized leader for lodging industry benchmarking and research and the world's foremost source of historical lodging performance trends, providing valuable market share analysis for hotels in the destination.

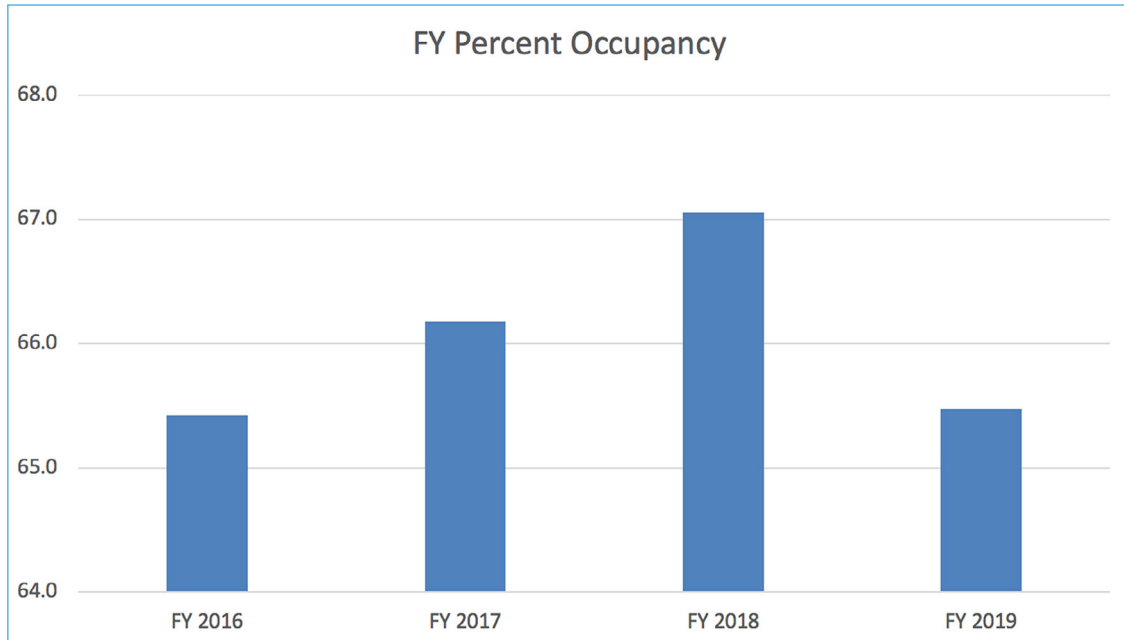
The data provided by STR allows the VCB to track monthly performance in Occupancy, Average Daily Rate (ADR), RevPAR and Demand of 49 reporting hotel properties in St. Johns County. It does not include B&Bs, vacation rentals, Airbnb, condos or campgrounds (Airbnbs and B&Bs began reporting via other monitoring channels this summer and will be reported in future annual reports).

It's important to note that August and September 2019 experienced very significant declines due to Hurricane Dorian's very slow approach and the extended evacuation order for coastal St. Johns County. The impact of September, in particular, resulted in the first negative annual growth for Hotel Occupancy in 10 years. All other metrics remained positive for the year.

Occupancy

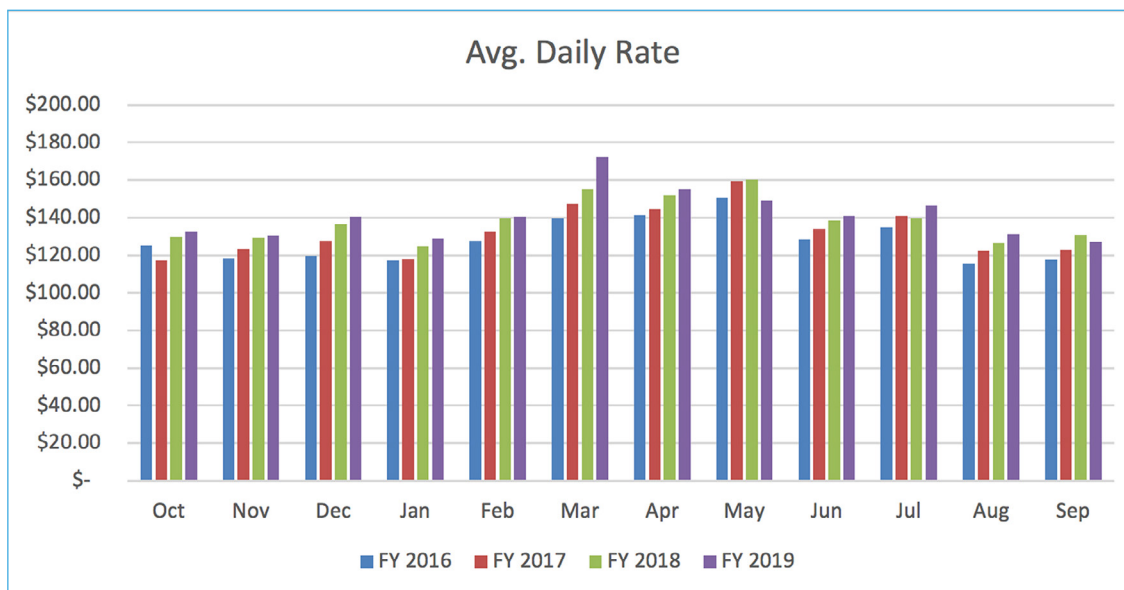
Average occupancy for the fiscal year averaged 65.5%, a decline of two percentage points below FY2018. May showed the highest growth of 7.7%, followed by June with a 4.2% increase. For the first time in a decade, seven months saw a decline in occupancy from FY2018, driven with the exception of August and September, by rising ADR, rooms Supply and expanding Vacation Rental inventory.

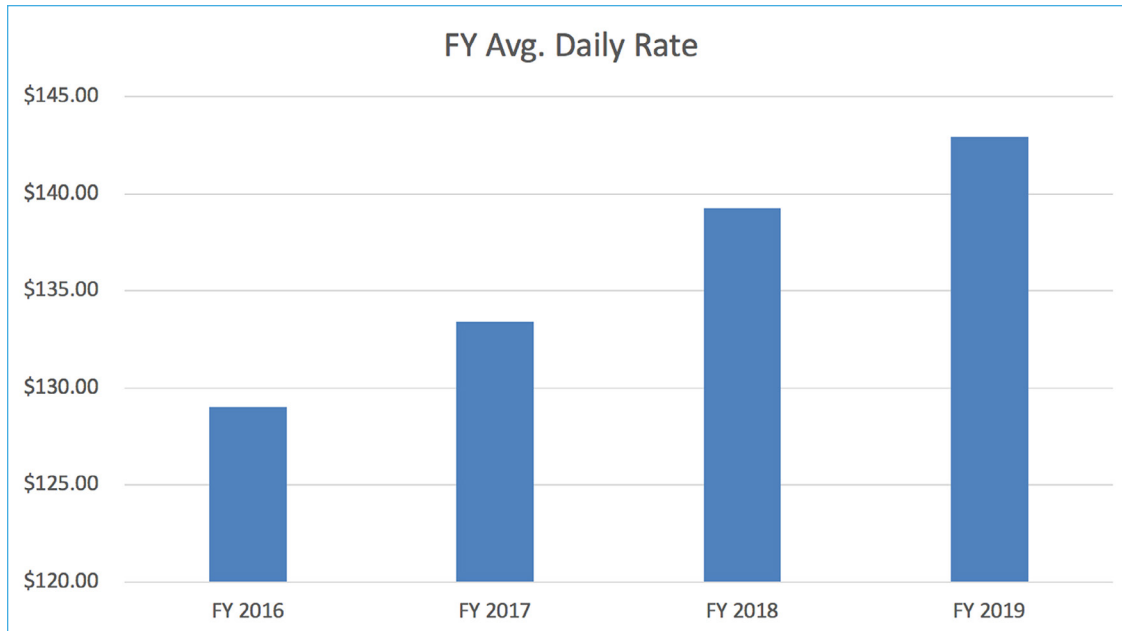




ADR

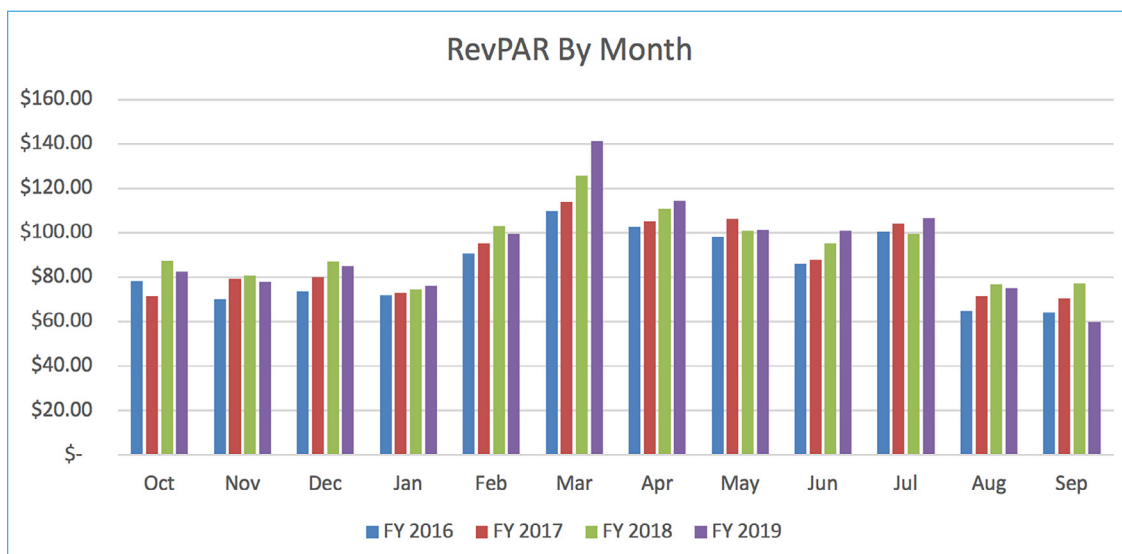
The Average Daily Rate growth exceeded last year by 3%, with the final FY2019 average reaching \$142.93. Increases occurred in every month except May, due to the move of The PLAYERS tournament from May, and September, due to Hurricane Dorian. March had the highest percentage increase, growing 11% over FY2018, followed by July (up 5%) and March (up 7.2%). May declined 7%, and September declined 3%.

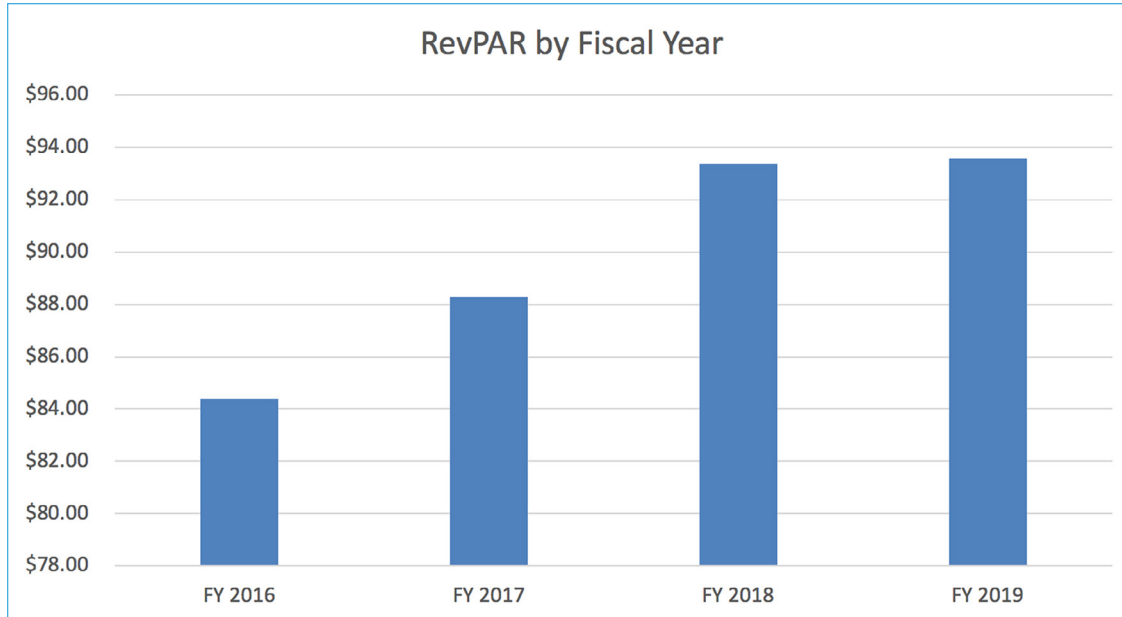




REVPAR

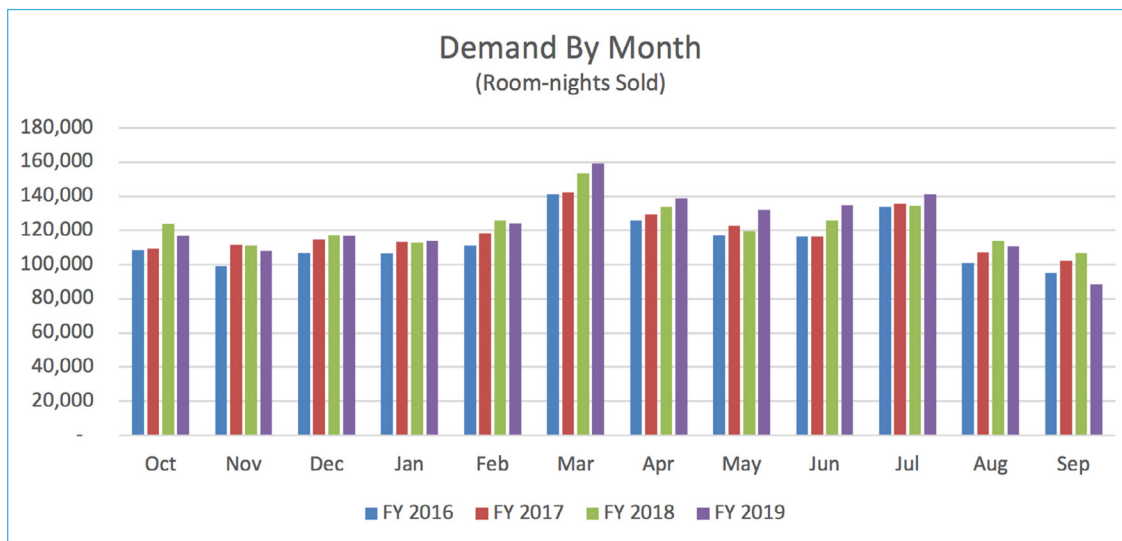
Average Revenue per available room (RevPAR) for FY2019 reached \$93.58, up .2% higher than FY2018. March and July showed the highest gains with an increase of 22% and 7%, respectively. March's increase was due to the move of The PLAYERS to March, and September's decline of 23% was due to Hurricane Dorian.

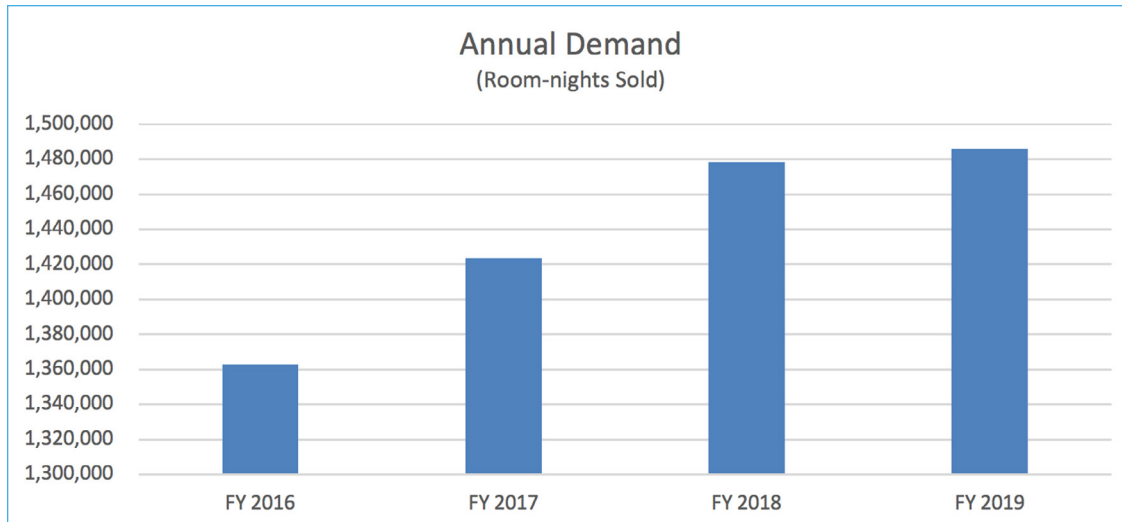




DEMAND

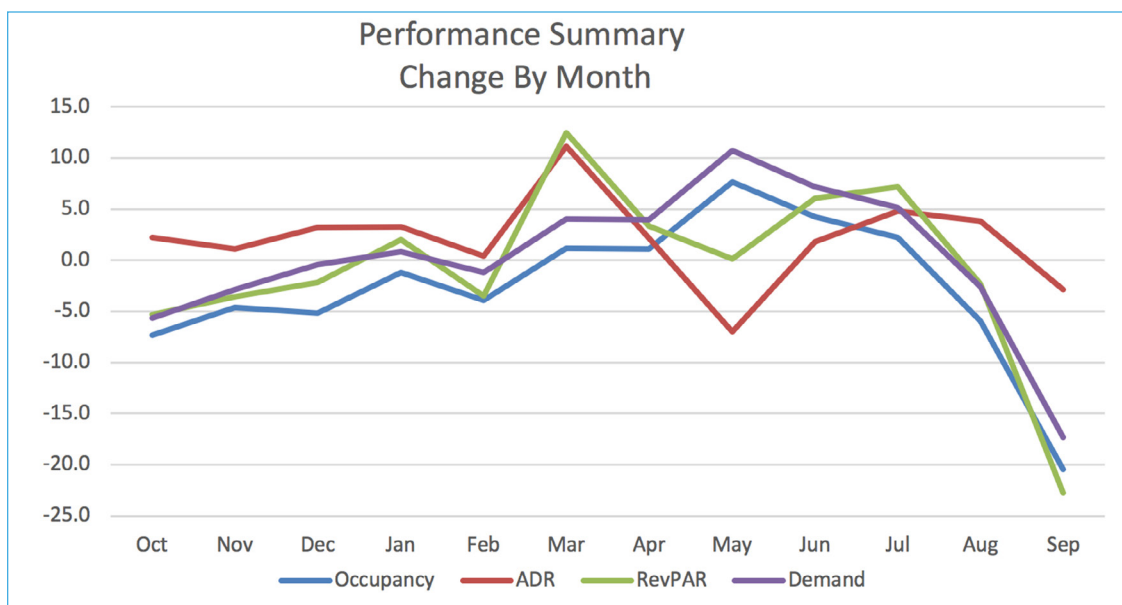
Demand (room nights sold) continued its upward trend in FY2019. With record supply growth (up 3%) over last year, St. Johns County continues to absorb supply. Demand finished the fiscal year up 1%. The greatest gains were in May (up 11%), June (up 7%), and July (up 5%). September was off due to Hurricane Dorian (down 17%).





LODGING PERFORMANCE SUMMARY

With the exception of Occupancy, all other lodging metrics for traditional hotels and motels were positive in FY2019. Occupancy suffered from pushing ADR, flattening demand brought about by a second year of flat marketing budgets, and increasing supply. Added to that was the slow approach of Hurricane Dorian in late August and through the first week of September, severely reducing lodging performance in those months which impacted the whole year. Early spring and summer continue to experience increases even with the move to March by The PLAYERS tournament.





FY2019

ST. JOHNS COUNTY TOURISM DEVELOPMENT TAX COLLECTIONS

TDT COLLECTIONS

In spite of a flat budget compared to FY2018 and slow moving Hurricane Dorian, Local Option Tourism Development Tax (bed tax) collections were up \$572,005 or 5.0% over FY2018, finishing at \$12,087,863. Every month except November and September registered strong year-over-year growth. March and February showed the greatest growth due to The PLAYERS move to March. And, July, June and April were the highest grossing months this fiscal year, all exceeding \$1.2 million. September showed the largest single month decline (-23.5%) due to Hurricane Dorian's impacts.

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

MONTH OF OCCUPANCY	GROSS	COMPARED TO FY2018
October	\$807,859	3.6%
November	\$749,449	-2.8%
December	\$906,699	7.6%
January	\$844,484	8.1%
February	\$1,025,184	11.4%
March	\$1,464,911	14.3%
April	\$1,215,346	8.7%
May	\$1,058,300	3.0%
June	\$1,255,976	7.4%
July	\$1,362,049	7.0%
August	\$822,421	2.8%
September	\$575,106	-23.5%
TOTAL	\$12,087,863	5.0%



FY2019

GOLF TOURISM ROI

GOLF TOURISM ROI

FY2019 investment in golf marketing programs included \$188,578 in Florida's First Coast of Golf (FFCG) programs. Aggregate direct spending by golfers on rooms, rounds and related food, beverage and retail generated an ROI of \$329.06 on every dollar spent.

The following is how ROI was calculated:

Hotel	\$10,678,157	74,709 nights@ \$142.93 ADR
Golf	\$16,234,879	287,343 Rounds @ \$56.50
Additional Spending	\$35,328,975	Golfers @ \$165 x 5.8 Nights
Total Spending	\$62,242,011	
Total Value of Ad, PR, Promos	\$1,565,098	43,602,141 Impressions
VCB to Spending ROI	\$329.06	

Media value of the FFCG advertising, PR and promotions in which Florida's Historic Coast or its properties had a significant presence was \$1,565,098 (43 million impressions).

ROI/ECONOMIC IMPACT DATA SOURCES:

- › 2017 UNF Public Opinion Research Laboratory concluded more than 28 publicly accessible golf courses tourist play, stay in St. Johns County commercial lodging.
- › Total and Tourist Round Data: [Source - monthly rounds reported by NE FL golf courses](#)
- › Average cost per round: [Source – CY 2019 golf course average rates](#)
- › 2017 UNF Public Opinion Research Laboratory Concluded 52% of golf tourists stay in commercial lodging. 48% stay with friends/family and non-bed tax collecting accommodations.
- › 2019 ADR \$142.93: [Source – St. Johns County STR report](#)
- › Average length of stay of 5.8 nights: [Source - 2017 UNF Public Opinion Research Laboratory](#)
- › Daily consumer spending: [Source - VISIT FLORIDA 2018 Golf Visitor Profile](#)



FY2019

ST. JOHNS COUNTY VISITOR AND CONVENTION BUREAU OPERATING BUDGET

OPERATING BUDGET

FY2019 Budget Summary

The FY2019 Marketing Plan was built on a budget of \$5,034,342, excluding indirect fees from St. Johns County, just under 1.0% more than the FY2018 budget. Actual spending to entice visitors to Florida's Historic Coast in FY2019 was \$4,950,373. The actual spending breakdown by category reflected adjustments in priorities through the year, timing of final billing from vendors, and transition to a new advertising agency and new director of communications. Despite these transitions and dealing with flattening demand and Hurricane Dorian, targeted allocations of spending were matched to the FY2019 Marketing Plan. Advertising and Research were increased slightly to react to the impacts of flattening demand and Hurricane Dorian as well as the growth of Vacation Rental inventory, respectively.

- › Thirty-three percent of the \$83,969 under-spend was in overhead and administrative cost savings.
- › Thirty-two percent of the under-spend was due to savings in PR services on videos delayed due to transition to a new communications director.
- › Thirty-five percent of the under-spend was attributed to savings in web development, Sales and fulfillment/postage.

FY2019 KEY PERFORMANCE MEASURES:

- › Total expenditures for FY2019 Destination Marketing was 1.5% less than planned/budgeted.
- › Percent spending by category matched marketing plan allocations, with a slight increase in the overall percent spend for marketing and decrease in the overall percent spend for overhead.
- › Total co-op goal of matching FY2018 spend was exceeded by \$27,052, but stakeholder contributions were down 40% due to expansion of lower cost digital programs and disruption from transition to a new advertising agency. In-kind contributions from stakeholders for VCB programs were down 15% to \$187,658 for the same reasons.



FY2019 SPENDING ALLOCATION	ACTUAL	% OF TOTAL	BUDGETED	% OF TOTAL	REMAINING
Advertising ¹	\$2,854,817	57.7%	\$2,817,242	56.6%	(\$37,575)
Meetings @ Travel Industry ²	\$188,524	3.8%	\$190,000	3.8%	\$1,476
Promotional Seed Funds ³	\$46,536	0.9%	\$80,000	1.6%	\$33,464
Web Development @ ECRM ⁴	\$195,573	4.0%	\$200,000	4.0%	\$4,427
Public Relations ⁵	\$219,453	4.4%	\$246,125	4.9%	\$26,672
Sales ⁶	\$231,862	4.7%	\$238,875	4.7%	\$7,013
Fulfillment @ Distribution ⁷	\$110,747	2.8%	\$142,200	2.8%	\$31,453
Research ⁸	\$40,893	0.8%	\$32,000	.6%	(\$9,893)
Total Marketing Related Spend	\$3,699,881	74.7%	\$3,756,442	74.6%	\$56,561
Remaining Overhead	\$1,250,492	25.3%	\$1,277,900	25.4%	\$27,408
Grand Total	\$4,950,373	100%	\$5,034,342	100%	\$83,969

¹Included in GL 549001

²This figure is included in Advertising above

³Included in GL 549001

⁴Included in GL 549001

⁵Includes all of Public Relations Services GL 5490011, portions of In-House PR GL549004, Trade Shows GL 5490010 and Travel GL 549007

⁶Includes all of GL 5490009, portions of In-House PR GL 549004, Trade Shows GL 590010, Travel GL 549007

⁷Includes inquiry Services GL 549005, Brochure Dist GL 549002, Postage GL 549006

⁸Includes Professional Fees GL 549008



FY2019

IN-KIND CONTRIBUTIONS REPORT

IN-KIND CONTRIBUTIONS

In-kind contributions are received directly from partners throughout the year and are instrumental to the VCB's success. The majority of these services/items are offered as a donation and/or a substantial discount. The numbers below reflect these generous amounts for the past two years.

ACTUAL VCB PARTNER IN-KIND CONTRIBUTIONS

	FY2018	FY2019	15% Decrease
TOTAL	\$219,819	\$187,658	

Each VCB department manages annual private sector support for their marketing programs. The many variations of these in-kind contributions include, but are not limited to: Accommodation Stays, Meeting or Venue Space, F&B/ Meals, Transportation, AV Equipment, Re-enactors, Speakers, Promotional Giveaways, Private Tours, Attraction Entrance, Activities, Volunteer Hours, Welcome Bag Premiums and Miscellaneous Services.

VCB Marketing Initiatives Receiving In-Kind Support

- › State of the Tourism Industry Event
- › Florida's Birding & Photo Fest
- › VCB Annual Meeting
- › Sales Familiarization Tours
- › Media Familiarization Tours
- › Destination Site Inspections
- › iDSS Stakeholder Orientations
- › Media Promotions
- › Co-op Advertising Presentation

Communication Support includes the hosting of visiting press, which increases destination awareness and media coverage, and showcases the variety of accommodations and amenities.

› **FY2019 Highlight:** Hosted 121 journalists, social influencers and broadcasters, including writers specializing in food, luxury, golf, meetings and family travel. The VCB partnered with the PGA Tour, three Partner lodging groups, and The Lightner Museum to host media in the destination. In addition, the VCB hosted one Meetings media tour (Take Your Meetings Outdoors), and one Canadian travel writer group.

Media Promotions refers to contests and sweepstakes with radio and TV stations that spotlight Florida's Historic Coast (FHC) vacation product, yielding significant incremental media exposure for the destination through engaging media audiences.

› **FY2019 Highlight:** Delivered 72 media promotions vs. 71 in FY2018, primarily with radio and TV leveraged paid media buys featuring our destination and special events.

Sales Initiatives embrace using in-kind contributions from a variety of outlets in order to reach, educate and welcome group business to FHC. The mission is to touch a multitude of markets in order to solicit new business while retaining repeat business. Current growth within the destination highlights new restaurants, unique venues and lodging accommodations to help entice group meeting planners.

› **FY2019 Highlight:** Sales accumulated a combination of 46 familiarization tours and destination site visits which came out to 135 prospects. This includes meeting planners, tour operators, travel agents, group leaders and brides to promote Florida's Historic Coast.

St. Augustine Attractions Association (SAAA) VIP Passes offered only to qualified individuals that are media and sales related clients. The pass allows complimentary access to over 26 of St. Johns County's top attractions. Each pass is good for up to five people. The SAAA established value for each pass ranges from \$340 per person to a maximum of \$680, depending on the number of guests using the pass.

FY2019 PARTNER IN-KIND CONTRIBUTION VALUES

QUARTER 1 (OCTOBER - DECEMBER 2018)

Total # of Partners that contributed = 37

Total # of Non-Partners that contributed = 1 (SAAA)

Total Amount of In-Kind Partner Contribution Value = \$37,667.23

Total Amount of Retail Value = \$39,901.06

Average Amount per Partner = $(\$37,667.23/37) = \$1,018.03$

YTD Comparison Partner Contribution Value: FY2018 = \$24,388.35 vs. FY2019 = \$37,667.23

QUARTER 2 (JANUARY - MARCH 2019)

Total # of Partners that contributed = 34

Total # of Non-Partners that contributed = 1 (SAAA)

Total Amount of In-Kind Partner Contribution Value = \$26,146.98

Total Amount of Retail Value = \$28,331.26

Average Amount per Partner = $(\$26,146.98/34) = \769.03

YTD Comparison Partner Contribution Value: FY2018 = \$55,204.58 vs. FY2019 = \$26,146.98

QUARTER 3 (APRIL - JUNE 2019)

Total # of Partners that contributed = 45

Total # of Non-Partners that contributed = 1 (SAAA)

Total Amount of In-Kind Partner Contribution Value = \$59,121.84

Total Amount of Retail Value = \$61,105.38

Average Amount per Partner = $(\$59,121.84/45) = \$1,313.82$

YTD Comparison Partner Contribution Value: FY2018 = \$75,878.15 vs. FY2019 = \$59,121.84

QUARTER 4 (JULY - SEPTEMBER 2019)

Total # of Partners that contributed = 36

Total # of Non-Partners that contributed = 1 (SAAA)

Total Amount of In-Kind Partner Contribution Value = \$53,452.09

Total Amount of Retail Value = \$58,320.24

Average Amount per Partner = $(\$53,452.09/36) = \$1,484.78$

YTD Comparison Partner Contribution Value: FY2018 = \$64,347.58 vs. FY2019 = \$53,452.09



FY2019

BRAND RESEARCH

BRAND RESEARCH

QUANTITATIVE RESEARCH FOR NEW CAMPAIGN

In FY2019, quantitative research was fielded to help guide the new advertising agency and the VCB team in the development of a new creative campaign. This combined with the St. Johns County Tourism Development Council's 2016 Brand Perception study and 2018 Destination Analysts traveler research, led to a new creative campaign to be launched in November 2019.

Creative executions used in FY2019 were a continuation of the "Our History is Not the Same Old Story" campaign tweaked to include larger imagery of activities and places. Headline and copy reflected references to "Explorers".

The new research conducted in FY2019 reinforced that "Florida's Historic Coast" was well regarded and identifiable, and suggested that a new approach of favorably connecting the internationally cultural, upscale yet approachable qualities of the destination with its accessibility would successfully expand the audience of travelers. This, combined with the desire to change perceptions of the destination from a "history only/just need to visit once" place to more of a culturally rich but very accessible place, became an integral part of the new campaign messaging.

Likewise, despite apparent demographic differences between generational cohorts, today's Purpose Pursuers who are more likely to travel and spend more when doing so possess certain universal ambitions: they want to be culturally enriched as well as entertained by travel. Those Purpose Pursuers surveyed in the research embraced the new campaign to be launched in early FY2020.

LODGING AND SECONDARY RESEARCH RESOURCES

The VCB continues to tap Smith Travel Research as the primary resource for monitoring traditional lodging performance across Florida's Historic Coast. In 2019 AllTheRooms, a direct monitor of Airbnb rentals in St. Johns County, was added to lodging metrics monitored and shared with stakeholders and the Tourism Development Council (TDC). Performance reporting on the important Bed & Breakfast lodging category was also initiated in late FY2019. The VCB also used robust secondary travel industry resources such as Destination Analysts' State of the American Traveler 2018 that looked at traveler behavior from the previous 12 months and potential trends in the coming year. These important tools kept the VCB and its marketing team abreast of changes affecting the broader tourism category as well as traveler behaviors specific to St. Augustine | Ponte Vedra.

ONLINE DEMAND MONITORED BY NSIGHT™ TRAVEL INTELLIGENCE

In its fifth year of use, nSight delivers reports to the VCB reflecting 30-day and 60-day search volume and online booking conversions for future travel dates as well as highlighting online search volume and bookings by month. These reports are helpful in tracking true response – in this case search activity and hotel bookings – generated by the advertising, PR and promotional efforts. While the VCB is unable to link traditional programs directly to performance, the team can compare demand generated by marketing within certain drive periods and contrast that demand on a year-over-year basis.

ARRIVALIST DIGITAL CONVERSION METRICS

New in FY2019 was the use of ARRIVALIST data which tracks digital ad exposures by targeted audiences and reports if and when they actually visit Florida's Historic Coast. This tool allows the VCB's advertising agency to optimize digital media buys for those platforms that deliver the most actual visitors at the best price.

VisaVue® DOMESTIC VISITOR SOURCE AND SPEND DATA

Instituted in 2016, the VCB continues to leverage VisaVue data to understand markets of origination and spending from those markets based on Visa cardholders who visited and used their cards while in St. Johns County. The data is used to corroborate visitor profile information and provide a much more granular picture of where visitors are coming from and their spending behaviors once in the market.



FY2019

ADVERTISING & MARKETING REPORT

ADVERTISING & MARKETING

MISSION STATEMENT

To brand and market the destination globally as a premier leisure, convention and incentive destination. To 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 stakeholders to promote their individual businesses within that framework.

FLORIDA'S HISTORIC COAST

Nearly nine years of branding consistency have resulted in strong market recognition (90%), intent to travel (74%), and positive or very positive opinions of what Florida's Historic Coast has to offer (80%). "Our History Is Not the Same Old Story" has helped position St. Augustine | Ponte Vedra as a destination that offers "historic", "relaxing", and "beachy" experiences. Furthermore, the motivation for visiting the destination, among those who recently did so, appears to be a quest for fun (88%), getting away from everyday stress (82%), and spending time with loved ones (82%).

Although aided brand awareness is high, St. Augustine | Ponte Vedra received roughly half as many mentions as Orlando when respondents were asked to think of overnight or weekend getaway destinations on an unaided basis (5.2% vs 2.5%, respectively). This disparity is not surprising given the significant difference in historic marketing investment from all places associated with Orlando (not just DMO dollars) versus the combined effort of St. Johns County marketing dollars. Yet, since approximately half of St. Augustine | Ponte Vedra overnight visitors reside in Florida, the destination can continue to build relevance by broadening perceived opportunities for new and unique experiences. A potential growth strategy for Florida's Historic Coast lies in its ability to offer highly unique experiences in relative proximity to Orlando, but without the crowds and congestion.

"Our History Is Not the Same Old Story" has undergone campaign refinements over the years to keep pace with changing consumer expectations. The most recent evolution of the St. Augustine | Ponte Vedra brand took place in 2018. Specifically, it provided past visitors and prospective guests with a broader set of reasons to visit Florida's Historic Coast. New places and activities as well as unexpected things to do in the destination were incorporated. The destination brand promise encouraged visitors to write their own unique and personal histories while on vacation in Florida's Historic Coast. Creative focused on things considered to be "hidden gems" and experiences that allow people to feel inspiration and imagination.

History and beach associations have generated steady growth for the destination, yet, alone, they may not be differentiators that allow St. Augustine | Ponte Vedra to realize its full potential, particularly as more Millennials seeking unique, immersive experiences come to define the market. "Not interested in historic attractions" is the top perception barrier

among those who have not been to the area, which highlights the importance of expanding articulation of the brand so that more visitors are able to envision ways to connect with attractions, cuisine, culture, and numerous forms of outdoor recreation.

The Our History Is Not the Same Old Story campaign continued to perform well in the marketplace as evidenced by both brand health measures and destination key performance indicators. Research commissioned by the TDC points to brand awareness, destination relevance, intent to visit and destination affinity scores being equal to or besting those of key competitors while far outstripping normative measures. Consumer understanding of what the destination stands for in the marketplace is at an all-time high.

With an ever-fragmented media landscape, FY2019 focused on an increase in efficient digital efforts to ensure the VCB continues to generate targeted website traffic and, ultimately, drive overnight visitation.

FY2019 MEDIA OBJECTIVES

- › Grow new visitation to FloridasHistoricCoast.com and other destination websites
- › Increase awareness and familiarity of the destination
- › Drive organic search from key source markets
- › Optimize digital placements based on desired consumer activity: Visits to the lodging page, time on site, etc.
- › Provide high value opportunities for co-op partners
- › Drive qualified distribution of all visitor guides
- › Continue to focus on lead generation for remarketing efforts
- › Improve engagement and conversion from social channels

TARGET MARKETS

Traditional

- › Primary: Orlando, Miami, Tampa-St Petersburg, Atlanta
- › Secondary: Jacksonville

Digital

- › Primary: Orlando, Miami, Tampa-St Petersburg, Atlanta
- › Secondary: Jacksonville, Charlotte NC
 - › Hispanic targeting focused primarily in Miami and Orlando

DIGITAL MEDIA PERFORMANCE

In FY2019, the media plan placed more emphasis on trackable media to maximize awareness, effectiveness and drive qualified, potential visitors to the website. The digital mix not only included contextual, demographic and geo-targeted display ads that consisted of rich media and video, but also paid search, paid social, lead generation and dedicated emails.

The digital websites targeted programmatic audience networks, travel-related websites, added value on newspaper and broadcast sites as well as exposure in nature based, international and bridal categories.

A cross-device campaign strategy was utilized to reach consumers on all their different devices.

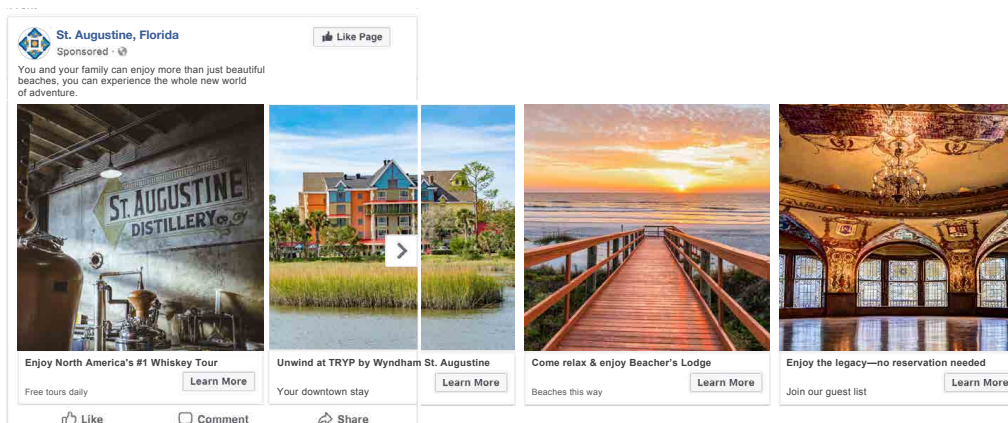
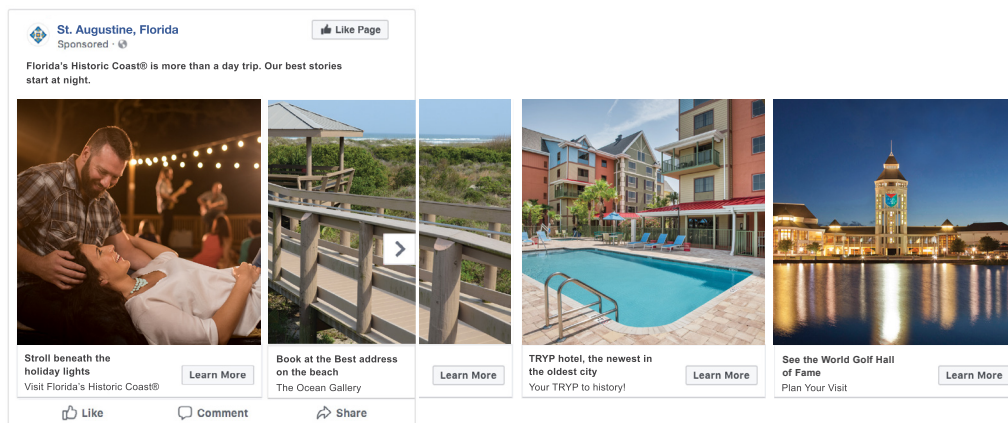
- › The TripAdvisor Premium Destination Partnership program offered highly visible ads sold to co-op partners to drive stakeholder referrals.
- › Success was measured through various conversion points included tracking intent to travel and tracking those who expressed interest in accommodations via the accommodations link or deals page on FloridasHistoricCoast.com.
- › Lead generation efforts were maintained for remarketing purposes and generated 47,227,174 impressions and 38,239 clicks.
- › The most cost-efficient programmatic buys included Sojern and Dstillery.

Search Engine Marketing

- › Search ran on Google and Bing.
- › Paid search delivered 405,916 clicks to the site (excludes one month of reporting which was not available due to the transition to a new agency). Despite paid search decreasing from the 573,613 clicks reported for FY2018, the destination recognized a 5% year-over-year increase in bed tax collections.
- › Search also supported Easy Season, Nights of Lights and holidays.
- › Paid search delivered 5,185,032 impressions compared to 15,493,292 the prior year.

Paid Social

- › Paid social utilized Facebook/Instagram with the goal of converting intent to travel actions on the St. Augustine | Ponte Vedra pages.
- › Target audiences were segmented to measure outreach to the various generational cohorts.
- › Paid social delivered 4,266,510 impressions and resulted in 37,209 clicks.



TRADITIONAL MEDIA PERFORMANCE

TV

In FY2019, the VCB continued to expand reach through local television in key markets. In addition, the VCB also focused on key targets through local cable airing within highly relevant programming.

- › Key television (broadcast and cable) markets were Orlando and Jacksonville and focused on Nights of Lights messaging during November and December, as well as summer travel during May and June.
- › Added value TV promotions with key stations in Jacksonville and Orlando offered giveaways to the destination and provided additional exposure via online and social channels.

Radio

- › Radio was used to promote holiday visitation, summer travel and Easy Season in Orlando, Jacksonville and Tampa. West Palm Beach was added to the radio market list for Easy Season. Miami radio stations were part of the summer travel buy.
- › The radio station mix included top stations in these markets targeting ages 25-54.
- › Added value promotions with key stations offered giveaways to the destination and provided additional exposure via online and social channels.

Print

The print portion of the FY2019 plan consisted of a mix of regional and special interest magazines.

- › *Magazine consisted of page ads in publications focused on travel or special sections on Florida travel. Titles included:*
 - › Atlanta Magazine
 - › Food Network Magazine
 - › National Geographic
 - › Outdoor Photographer
 - › Travel Guide to Florida
 - › Undiscovered Florida
 - › VISIT FLORIDA 2019 Official Guide
 - › El Sentinel
- › Retirees were targeted via Villages Magazine and the Villages Newcomers Guide
- › International placements included Canadian Traveller, Dreamscapes and Graft




FLORIDA'S Historic COAST

MAKE HISTORY AT YOUR OWN PACE

Mondays through Thursdays are when you can save up to 30% on stays. It's when the finest inns free up just for you. The best spots at old taverns are yours for the taking. And the nights seem bigger as the crowds get smaller.

St. Augustine PONTE VEDRA
FLORIDA'S HISTORIC COAST®
FloridaHistoricCoast.com
800-472-7846

Fountain of Youth
Founded in 1495 by Spain on this actual site years before Plymouth Rock and 40 years before Jamestown. The Fountain of Youth is the site of the oldest settlement in our Nation's Oldest City. Come see America's First Colony* where Legend meets History!

Ponte de Leves Fountain of Youth Archaeological Park
304-846-3468
PonteHistoricCoast.com

TRYP
Book your next vacation at TRYP by Wyndham. Located at the entrance of the historic district and overlooking the Atlantic Ocean, TRYP Wyndham offers the largest rooms in town that are equipped with unexpected room amenities. 2020 pricing \$100-150.

TRYP by Wyndham Sebastian
333 S. Ponte de Leves Boulevard
888-409-1416
TrypStAugustine.com

Seaside Inn
Experience Florida's Historic Coast® on charming Seaside Beach. Overlooked coastline with picturesque, 18th-century historic charm. Enjoy our heated pool, get friendly service and free Wi-Fi. Explore our history, stay at the beach and make your own.

Seaside Inn Lodge Overlooked Seaside
888-409-1416
SeasideInn.com

St. Augustine | Ponte Vedra
FloridaHistoricCoast.com

fine FLAVORS & FOODIE ADVENTURES

OURS IS A CULINARY DESTINATION LIKE NO OTHER!

From international fare and waterside seafood delights, to modern flavors, farmers' markets and fine dining, St. Augustine | Ponte Vedra is a foodie's fantasy come true.

VISITFLORIDA.COM

St. Augustine restaurants feature flavorful dishes in casual cafes to gourmet eateries, serving quick bites to five-course meals. Elegant dining boasts locally caught seafood of the highest quality and variety.

Go behind-the-scenes with a tour for your taste buds at the Ancient City Brewing Co., San Sebastian Winery, St. Augustine Distillery, and Whistling Chocolates for a culinary experience to remember. And no trip to St. Augustine | Ponte Vedra is complete without a stop at the Aqua Grill in Ponte Vedra.

TO LEARN MORE ABOUT ST. AUGUSTINE | PONTE VEDRA, VISIT
FLORIDAHISTORICCOAST.COM/FOOD-DRINK

Dine ACROSS NEW WORLDS

Follow the celebrated brick-lined streets through the St. Augustine | Ponte Vedra culinary scene. Discover one-of-a-kind dishes inside innovative, chef-inspired restaurants and dine on meals from cultures all over the world with fresh ingredients right from the farm, and fishing boat, to your table. Welcome to our table at Florida's Historic Coast®.

St. Augustine PONTE VEDRA
FLORIDA'S HISTORIC COAST®
FloridaHistoricCoast.com/food-drink
855-830-7947



DINING OUT IN ST. AUGUSTINE | PONTE VEDRA

For more than 500 years, **St. Augustine** has been beckoning travelers with brick-lined streets, red-tile roofs, horse-drawn carriages, and hidden courtyards. Now this attractive **Old World** city and its coastal cousin, **Ponte Vedra**, have added a dash of sophistication by offering unmatched New World culinary experiences. The charming backdrop of **Florida's Historic Coast** provides the setting for your exploration of new flavor combinations and techniques pioneered by a number of world-renowned chefs. Step out of your culinary comfort zone and into a bold new world of tasty innovation at eclectic restaurants along an expansive coastline.

Located in the heart of historic St. Augustine, **Catch 27** is a must-try dining experience. Its name honors the seafood industry of the nation's 27th state. Executive chef Joshua Smith offers a creative seafood-focused menu that he updates seasonally.

Locally caught seafood, seasonal ingredients, and local produce provide a rich flavor palette for Smith's artistry.

Continue your food-world immersion with a taste of industrial retro chic at the **Ice Plant**. The building dates to 1927 and features a bar located beneath the old bridge crane on rails that was used for picking up huge blocks of ice; the ice was sold in chunks to locals and shrimp boats. Savor the romance of another era while feasting on farm-to-table cuisine and exquisite cocktails chilled by custom-created ice cubes. Grass-fed beef and burgers, local seafood, and vegetarian plates tempt the taste buds.

Along with the legendary landmarks, scenic views, and top-drawer attractions, St. Augustine | Ponte Vedra has made its mark on the culinary world. Here you'll find flavorful dining experiences galore.

VISITFLORIDA.COM

TOAST TO A NEW Adventure

Filled with charm, elegance and magic, Florida's Historic Coast® provides a flawless, picturesque backdrop for your perfect culinary escape. Follow the celebrated brick-lined streets through the St. Augustine | Ponte Vedra culinary scene. Discover one-of-a-kind dishes inside innovative, chef-inspired restaurants and dine on cuisines from all over the world with fresh ingredients right from the farm or fishing boat directly to your plate. Welcome to our table at Florida's Historic Coast.

St. Augustine PONTE VEDRA
FLORIDA'S HISTORIC COAST®
FloridaHistoricCoast.com
800-472-3860



Bridal

Continued presence in key bridal print and digital placements to reach engaged couples, brides-to-be and wedding planners interested in Florida or North Florida venues.

- A full-page ad ran in the spring and summer issues of Bridal Guide magazine. This co-op ad featured six partners while an online presence featured two co-op partners.
- Orlando Magazine Wedding also ran a full-page ad featuring seven partners in January 2019.



o share the rest of your life with, starting that wondrous led with charm, elegance, and magic. Florida's Historic Coast® ue backdrop where time stands still allowing you to enjoy the es radiating old-world charm, to elegant, grandiose ballrooms, gives you and your guests more than a venue, it gifts your ories.

Rich in history and prestige, Ponte Vedra Inn & Club has been the venue of choice for picture-perfect weddings for more than eight decades. The oceanfront resort's quiet grace and stateliness are sure to compliment any wedding and our team is dedicated to making sure your special day is memorable.

Ponte Vedra Inn & Club
200 Ponte Vedra Boulevard
904-285-1111
PonteVedra.com



World Golf Hall of Fame & Museum
1 World Golf Place
904-940-4000
golffhohouse.com



Considering a destination wedding? Look no further than historic St. Augustine, Florida. The members of the St. Augustine Wedding & Event Association are a group of professional vendors dedicated to making your celebration everything you dreamed it would be. From intimate gatherings to lavish events, our members can help you execute your vision.

St. Augustine Wedding and Events Association
staugustineweddingandevents.com
info@staugustineweddingandevents.com



The perfect location for an intimate beach wedding with onsite reception room. Unique condo suites with oceanfront balconies perfect for your entire wedding party. Affordable enough to allow you to spend your budget on other important details! 10 miles from downtown historic St. Augustine. Have your wedding on the beach and make your own history in our nation's oldest city.

Beacher's Lodge Oceanfront Suites
6970 A1A South
800-527-8849
BeachersLodge.com



Fountain of Youth offers a historical backdrop for your special day. Large grounds of the Fountain of Youth make a great space for family gatherings, weddings or other special occasions. Waterfront location offers views of bayfront and inlet. Events Pavilion is 3,000 sqft. Capacity 300 standing guests, 150 guests seated.

Ponce de Leon's Fountain of Archaeological Youth
11 Magnolia Avenue
904-829-3168
fountainofyouthflorida.com/weddings-events



Guy Harvey Resort
860 A1A Beach Boulevard
800-626-7263
GuyHarveyResortStAugustineBeach.com



International Programs

- Renewed annual program with UK Graft Media targeting international travelers arriving in Orlando
- Full-page co-op ads ran in Canadian targeted Canadian Traveller and Dreamscapes.
- Trip Advisor banners in German, Spanish, and Portuguese.



Historic adventure in St. Augustine | Ponte Vedra filled with unique hotels and acclaimed golf resorts right at your fingertips. Discover some of the tallest sand dunes in Florida rising 40-feet into the air along the historic 42-mile coastline. Welcome to Florida's Historic Coast®, where the old story is not the same old story.

ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®
FloridaHistoricCoast.com
888-313-3076



Relax in a thoughtfully appointed one-bedroom suite. Unwind by our oceanfront heated pool. Enjoy all St. Augustine has to offer and the oceanside beauty of charming Crescent Beach.



Step inside and step back in time! Experience the magic of the Gilded Age. St. Augustine's Hotel Ponce de Leon, built in 1888 by railroad magnate Henry Flagler, is now home to Flagler College. Tours daily.



Historic Tours of Flagler College
74 King Street
904-823-3378
<http://bit.ly/FCtours>



Book your next vacation at TRYP by Wyndham Sebastian St. Augustine. Located at the entrance of the historic district and overlooking the Sebastian River, TRYP by Wyndham offers the largest rooms equipped with exceptional room amenities, free parking and complimentary Wi-Fi. Sightseeing shuttle services available upon request.



TRYP by Wyndham Sebastian St. Augustine
333 S. Ponce de Leon Boulevard
904-209-5580
trypstaugustine.com



The all-new resort welcomes you to experience its new packages, restaurant, lounge and other amenities. It's located directly on the beach with oceanfront rooms and just minutes from all the attractions. Come and experience the newest sensation on the beach!



Guy Harvey Resort
860 A1A Beach Boulevard
800-626-7263
GuyHarveyResortStAugustineBeach.com

Orlando Attractions Vacation Planning & Discount Tickets

Orlando Attractions is an Orlando vacation planning website offering discounted Orlando Attractions Tickets and Orlando theme park tickets. With over 30 years experience and based in Orlando, we offer cheap Walt Disney World tickets & Universal Orlando tickets! We offer discount packages for groups & reunions as well as great prices on Disney World Resorts & hundreds of excellent Orlando Hotels, Condos & Vacation Villas. #OCV

authorized
Orlando Disney World
TICKET
SELLER

Cher's Lodge Oceanfront Suites
7 A1A South
927-8849
ChersLodge.com

Founded in 1665 by Spain on this actual site 19 years before Plymouth Rock and 42 years before Jamestown, The Fountain of Youth is a site of the oldest settlement in our nation's Oldest City. Come see America's "Colonial" where Legend meets History!

Ponce de Leon's Fountain
Archaeological Youth
Magnolia Avenue
829-3168
FountainofYouthFlorida.com

World Golf Hall of Fame & Museum celebrates the history of the game and the lives of its 125 members through artifacts, personal memorabilia, photography, biography and interactive exhibits. Join us as we celebrate golf's greatest legends.

Id Golf Hall of Fame & Museum
4001 Golf Place
940-4000
IdGolfHallOfFame.com

OUT OF HOME

- › Renewed all static billboards that appeared on popular routes of Highway 17 and Interstate 95, stretching from South Georgia to central Florida continuing the Florida's Historic Coast branding.
- › Digital boards promoted Nights of Lights from mid-November through early December in Jacksonville and Orlando.
- › VISIT FLORIDA co-op boards (Atlanta Network) were live mid-April through mid-May 2019.





B2B: MEETINGS/TRAVEL TRADE/GROUP SALES

Meetings

Focused on corporate meeting and event planners, association and SMERF planners, and executive influencers:

- Targeted planners in northeast and southeast with focus on Florida
- Insertions in national trade publications included Meetings and Conventions, Successful Meetings, Connect Faith, Connect Associations, ASAE and Convene, many of which included digital display ad components
- Meeting planners were geo-targeted with custom emails through eTarget and ePro direct.

Leisure Groups and Travel Trade

Focused on tour and receptive operators, home-based agents and student groups

- Targeted national trade publications within Florida-related editorial content and incorporated digital presence to target tour operators and travel agents.
- Print presence included Travel Weekly, Travel Agent Magazine and Leisure Group Travel.
- Renewed Travel Agent Academy program to generate leads and educate influencers.
- Utilized custom emails to target travel agents through eTarget.

St. Augustine and Ponte Vedra
MEMORABLE MEETINGS ON FLORIDA'S HISTORIC COAST



St. Augustine and Ponte Vedra are Florida meeting destinations like no other. As the nation's oldest city, visitors to Florida's Historic Coast are immersed in the heritage and culture of more than 450 years.

Your attendees will enjoy state-of-the-art meeting spaces along with unique venue options in the form of museums, historic sites and popular attractions. Embrace the endless supply of fresh seafood and locally sourced produce, wander into the art galleries lining Indian Street in St. Augustine, and see off at one of our championship golf courses.

Whether it's an Old World-style boutique hotel or upscale resort along the immaculate coastline, relaxing at the end of the day will be the easy part.

For a stylish stay, the Casa Monica Resort & Spa's Spanish-influenced architecture surrounds guests with luxury and attentive service. The hotel blends high-tech amenities with historic charm in the heart of the nation's oldest city. From a conference to reception, your client is sure to find comfort in their 12,000 square feet of flexible event space.

The Sawgrass Marriott Golf Resort & Spa welcomes your group with modern meeting facilities, on-site dining options, comfortable rooms and suites and honey

Villas. The iconic resort boasts the largest event space with an impressive 61,000 square-foot facility, and offers guests a "Premium Service" wing, privileged access to golf at TPC Sawgrass and 514 updated guest room villas.

Hold your meeting just steps from the beach at the AAA Five Diamond Ponte Vedra Inn & Club. Richly decorated meeting spaces are complemented by northeast Florida's largest spa, fine dining and golf. The regal club has played host to many of the nation's most influential groups and business leaders dating back to 1928. The recently renovated, multimillion-dollar conference center offers over 23,000 square feet of sophisticated indoor and outdoor meeting and exhibit space.

The Embassy Suites by Hilton St. Augustine Beach Oceanfront Resort is made for fun in the sun and for bringing a relaxing beach vibe to your meetings. The hotel boasts 25,000 square feet of flexible indoor and outdoor event space, including oceanfront event lawn and covered terraces.

There's no denying that St. Augustine is home to state-of-the-art accommodations, but the city's storied past is alive and well across a variety of venue options—like the architecturally stunning Lightner Museum, where attendees will be transported to the

19th century in its 8,600-square-foot Grand Ballroom.

Complimentary meeting planning services by the St. Augustine, Ponte Vedra & The Beaches Visitors and Convention Bureau will make planning your meetings a breeze.

Located only 15 miles north of Ponte Vedra and 52 miles north (50 minutes driving time) of St. Augustine via I-95 or 295, the Jacksonville International Airport provides access to northeast Florida's most popular destinations. With more than 5,500 monthly arrivals and departures of major carriers and regional airlines, low costs make it the ideal airport for business and leisure travelers alike.

Legendary history and seaside elegance, combined with complete meeting services and outstanding facilities, make Florida's Historic Coast a remarkable meeting destination.

Contact:
William McIlhenny
Director of Conference Sales
800.418.7529, ext. 2012
W.McIlhenny@FloridaHistoricCoast.com
MyFloridaMeetings.com

February 2019

YOUR NEXT CONFERENCE
IS ABOUT TO MAKE
History



Timeless beauty, legendary history and seaside elegance have made Florida's Historic Coast® explorers' meeting place of choice for more than 450 years. Today, the destination's Old-World charm and modern amenities provide a colorful backdrop for a memorable gathering. Unique attractions, historical sites, coastal hotels, elegant resorts and acclaimed championship golf courses provide inspiring settings for meetings that are as vibrant as the area's past.

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

MyFloridaMeetings.com
800-418-7529, ext. 2012



FY2019

VCB STAKEHOLDER CO-OPERATIVE OPPORTUNITIES REPORT

VCB STAKEHOLDER CO-OPERATIVE OPPORTUNITIES

OVERVIEW

To enhance Florida's Historic Coast's advertising and provide stakeholders with opportunities to expand their own advertising efforts, the VCB provided a wide array of marketing options. This program has proved to be an affordable and cost-effective way for stakeholders to showcase accommodations, attractions, retail, and dining options throughout the destination. In FY2019, the VCB offered 29 opportunities with 13 media vendors. Out of the 148 slots available, 121 were filled by VCB partners, an 82% fulfillment. These 29 opportunities (15 print; 14 online) were leveraged by 26 partners, showing that key stakeholders continue to take advantage of multiple co-op placements each year.

FY2019 KEY PERFORMANCE MEASURES

- › The number of available spots increased from 138 in FY2018 to 155 in FY2019, up 12.3%.
- › The co-op media plan included \$129,210 of media, 65% of which was funded by the VCB.
- › Half of the vendor opportunities were fully subscribed: Atlanta Magazine, Outdoor Photographer, Orlando Magazine Weddings, 2019 Travel Guide to Florida, Bridal Guide and BridalGuide.com, Canadian Traveller, Jacksonville Ultimate Guide to the Players Championship and TripAdvisor.
- › Facebook and Instagram opportunities increased in FY2019 from four to seven, up 75%.
- › Co-op participation in the 2019 VISIT FLORIDA Official Visitors Guide remained flat from FY2018 with six participants.
- › In-kind contributions received directly from partners reached \$187,658, a decrease of 15% from the previous year.



FY2019

E-CRM REPORT



E-CRM

OVERVIEW

At the outset of FY2019, the VCB and Tempest worked together to streamline the email marketing program and improve performance, while fostering growth in the email marketing channel.

See the latest events and travel tips for Florida's Historic Coast®



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®



NIGHTS OF LIGHTS: A HOLIDAY MUST-SEE

Don't miss Nights of Lights, one of the top holiday light displays in the world. View millions of sparkling white lights accenting our ancient city and historic buildings. The sight of the lights reflected on the bay is unforgettable.

[LEARN MORE](#)



IN THE SPOTLIGHT



BLITHE SPIRIT: A HALLOWEEN COMEDY

A hilarious comedy with spirits, seances and things that go bump in the night! In this classic by Noel Coward, a writer is haunted by the spirit of his first wife, mistakenly summoned in a séance.

[LEARN MORE](#)



FIND GHOST TOURS & SPOOKY HAUNTS

It's no surprise the nation's oldest city has its share of old souls who've been haunting and spooking people for generations. Find your own ghost on one of our many ghastly tours of the dark side.

[LEARN MORE](#)

WHAT'S HAPPENING?



FIESTA DE AVILES »

October 19, 2019: Music, performances, and shopping on America's oldest street.

[See more](#)



JAIL BREAK 5K »

FY2019 KEY PERFORMANCE MEASURES

› Increase open rate to 18.5%

- › Click to open rate was 7%. Increasing list size, combined with subject line development and A/B testing, contributed to strong deliverability and open rates

› Maintain strong average click-thru rates on opens of 17.5%

- › Achieved a 24% click-thru rate on opens. Analysis of user behavior and interactions with email sends has led to improved headline development, compelling visitors to click to the website for additional information

› Increase subscribers by 20% year-over-year

- › As compared to the FY2018 total of 154,765 subscribers, FY2019 saw a 23% increase in signups, with 190,437 total subscribers



FY2019

WEB DEVELOPMENT REPORT

WEB DEVELOPMENT

OVERVIEW

During FY2019, the VCB and Tempest worked to craft an entirely new website experience, immersing visitors in an elevated presentation of the Florida's Historic Coast brand. The best-in-class user experience leverages cutting-edge technology essential to engaging the website's sophisticated audience.

The www.FloridasHistoricCoast.com website was migrated to a new content management system. This initiative allowed more creative flexibility for an enhanced design and user experience, and empowered the VCB team to adapt and create content as the community evolves. This created a dynamic, engaging marketing platform able to adjust to the destination's dynamic needs.

The website user experience captures the unique character of the region by highlighting the clean, expansive nature of the destination. Beachy tones of soothing blues and a warm gold convey the fresh face of the destination, while bold, modern fonts convey the high-class luxury elements of the visitor experience. Expansive photography and design elements pull visitors deeper into elements of the destination that appeal to their unique travel styles.

Throughout the fiscal year, the VCB and Tempest also worked to improve content structure and accessibility on the website. This advanced, search-friendly and user-focused content structure has laid the groundwork for significant growth in visitor engagement.

BOUNCE RATE

Historically, bounce rate has been a central key performance indicator through which digital marketers measure the success of online marketing efforts. In recent years, a multitude of factors have contributed to drastically shifting visitor behavior online, necessitating changes in the way marketers determine healthy website engagement.

FY2019 KEY PERFORMANCE MEASURES

- **Achieve a year-over-year decrease in desktop bounce rate to 40%, mobile bounce rate to 55%, and tablet bounce rate to 45%**
 - Desktop bounce rate was 40.79% (previously 44%)
 - Mobile bounce rate was 47% (previously 61%)
 - Tablet bounce rate was 40.8% (previously 48%)
 - Collectively, this performance on all devices is particularly impressive given changing user behavior online. As users demand more specific content to fulfill their research needs, users will find their needs met more quickly by a single web page, contributing to increased bounce rates on a website.

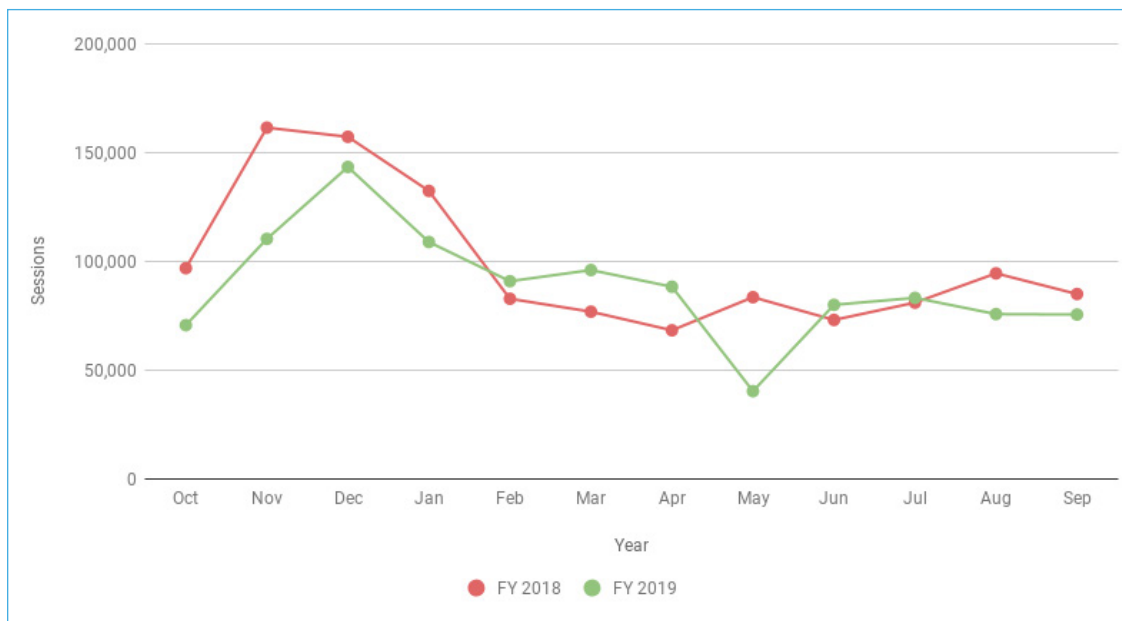
- › The decreasing bounce rate seen on the www.FloridasHistoricCoast.com website indicates the user experience and robust content architecture is engaging visitors extremely well, improving dwell times despite an industry average that is trending in the opposite direction.

› Increase retained visitors on website to 45%

- › Retained visitors on the website increased to 39% (previously 35%)
- › Industry-wide user behavior impacted retained visitor trends as travelers discovered pertinent information right away, without needing to advance to a secondary page during their visit.

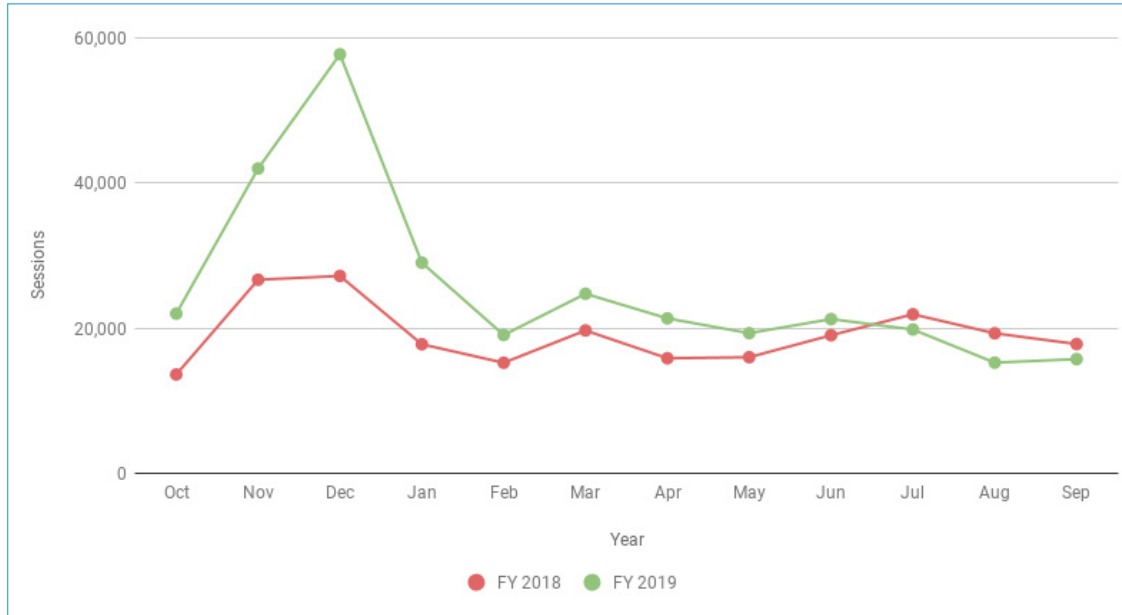
TOTAL VISITS

Total visits captured by the website decreased 11% compared to FY2018, mainly due to shifts in advertising strategy.



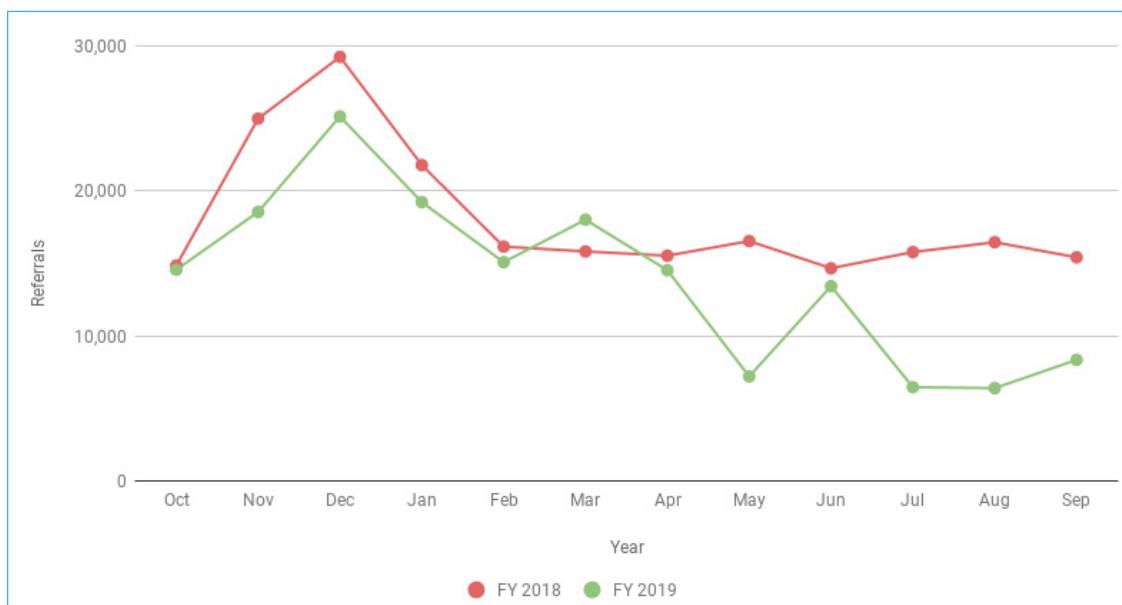
ORGANIC VISITS

Visits captured by organic search increased 33%, with SEO improvements yielding significant impacts during the popular holiday season.



PARTNER REFERRALS

Clicks to partner websites decreased 23% compared to FY2018. Fluctuations in SEM strategy and landing pages have contributed to a changing environment with regards to local business listings online. The VCB and Tempest continued to test updated user experience elements and optimization efforts to account for and address these shifts.



CONTENT PERFORMANCE

Engagement with attractions content has increased dramatically in FY2019 as the new website continues to build equity and drive performance for the destination.

DATE RANGE	ENTRANCES	PAGEVIEWS	BOUNCE RATE	TIME ON PAGE
Oct 1, 2018 - Sep 30, 2019	31,950	63,749	34.10%	0:02:19
Oct 1, 2017 - Sep 30, 2018	17,118	36,999	33.67%	0:02:33
Change	+86.65%	+72.30%	+1.37%	-9.24%

The website is steadily building authority and power for major regional signature events such as Nights of Lights.

DATE RANGE	ENTRANCES	PAGEVIEWS	BOUNCE RATE	TIME ON PAGE
Oct 1, 2018 - Sep 30, 2019	65,313	131,597	49.99%	0:02:02
Oct 1, 2017 - Sep 30, 2018	35,970	67,407	54.53%	0:02:11
Change	+81.58%	+95.23%	-19.33%	-6.68%

CONTENT PERFORMANCE

Travel planners are showing excellent engagement with beach content on the website. The “6 Best Beaches” page is now a top performing page on the website.

DATE RANGE	ENTRANCES	PAGEVIEWS	BOUNCE RATE	TIME ON PAGE
Oct 1, 2018 - Sep 30, 2019	41,647	64,092	34.39%	0:02:22
Oct 1, 2017 - Sep 30, 2018	25,931	45,831	28.89%	0:02:26
Change	+60.61%	+39.84%	+19.03%	-2.65%

Content showcasing attractions and trip ideas for the Ponte Vedra community is seeing excellent lift among the target audience.

DATE RANGE	ENTRANCES	PAGEVIEWS	BOUNCE RATE	TIME ON PAGE
Oct 1, 2018 - Sep 30, 2019	15,266	31,722	22.90%	0:02:01
Oct 1, 2017 - Sep 30, 2018	8,721	22,906	19.51%	0:02:03
Change	+75.05%	+38.49%	+17.39%	-2.10%



FY2019

COMMUNICATIONS & PUBLIC RELATIONS REPORT

COMMUNICATIONS & PUBLIC RELATIONS

OVERVIEW

The mission of the Communications Department is to manage the VCB's public relations efforts to enhance the value of the brand and to successfully attract overnight visitors to St. Johns County, Florida's Historic Coast. All strategies are designed to reach potential visitors with meaningful messages in locations where they are, inspiring them to engage with the destination.

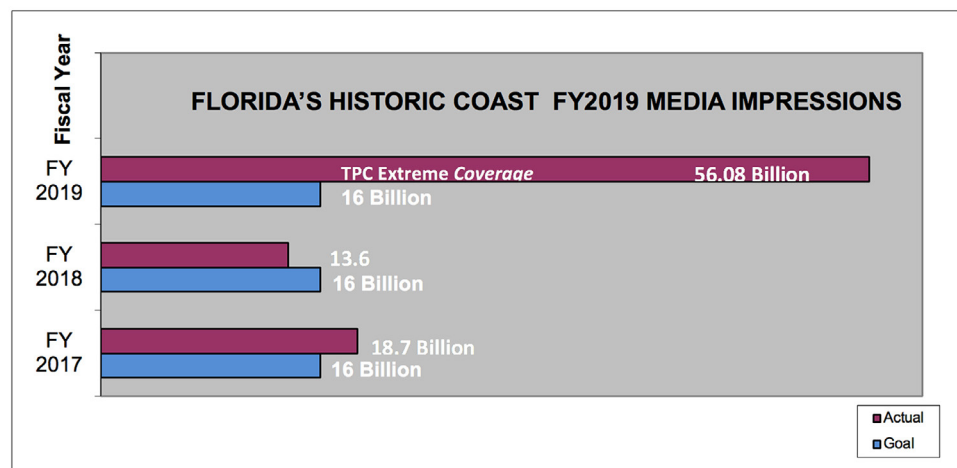
Expand Destination Awareness by Increasing Media Coverage

The VCB will continue to measure and report on earned media impressions including digital, print, broadcast, local, national, and international coverage. Media coverage will highlight attributes of the destination including culinary, music and entertainment, beaches, eco and outdoor activities, golf, culture and the arts, and what's new in the destination.

FY2019 KEY PERFORMANCE MEASURES

> Generate 16 billion media impressions in FY2019

- > Total impressions exceeded goal by 250% (56.08 billion actual impressions compared to 16 billion goal)
- > The primary reasons for the increased coverage were:
 - > TPC Sawgrass had extreme coverage due to three hole-in-one shots, an Irishman winning the tournament on St. Patrick's Day, and a young super-star status roster of players
 - > The VCB placed more general stories via Newswire services in FY2019
 - > The VCB changed news monitoring services from Meltwater to Cision in September 2018



- › **Co-host a minimum of three media familiarization (“fam”) tours initiated by partners, plus two VCB hosted media fam tours**
 - › The VCB co-hosted five media fam tours, plus two VCB hosted fam tours
 - › Total journalists and influencers hosted in FY2019 was 121
- › **Update online press room and press kit with more photos and video assets**
 - › Updates to the online press room and press kit continued throughout FY2019
- › **Participate in five media missions and conferences to build relationships with domestic and international press**
 - › In FY2019, the VCB participated in six media missions, exceeding the goal by 16%

Expand Reach and Engagement of VCB Social Media Channels

The Social Media team continued to increase awareness of the destination, generated inspiration and effectively engaged the public by posting inspirational content on its Facebook, Instagram, Twitter, YouTube, Pinterest and LinkedIn channels.

FY2019 KEY PERFORMANCE MEASURES

- › **Create a minimum of 24 new videos or related digital content for use in all social media channels and for various forms of media**
 - › A total of 86 videos were created and/or shared, a 258% increase over goal
- › **Increase Facebook followers to 498,000, with an average 5% engagement rate**
 - › The VCB’s Facebook followers increased to 506,306, 1.67% above goal
 - › The VCB’s Facebook page’s engagement rate was consistently strong, averaging 10%, or 100% over goal
- › **Grow the number of Twitter followers to 14,000**
 - › Twitter followers increased to 12,900, 8.5% below goal
- › **Expand the number of Instagram followers to 15,300. Post at least five new Instagram stories per month**
 - › Instagram followers increased to 24,082, 57.4% above goal
 - › The VCB posted an average of 14 Instagram stories per month, 180% ahead of goal

› **Increase YouTube lifetime views to 315,900**

- › YouTube lifetime views increased to 316,302, or .13% over goal

› **Develop promotional programs with four social media influencers**

- › A total of 23 promotional programs were developed, well exceeding goal

› **Host three professional development workshops for local industry partners, with at least 50 attendees at each workshop**

- › One professional workshop for local industry partners was held with at least 50 attendees

› **Host quarterly sweepstakes for social media followers, with an e-mail opt-in for e-newsletter at a rate of 30%**

- › Four sweepstakes were hosted in FY2019. However, to be compliant with Facebook and Instagram sweepstakes guidelines, the VCB no longer required an e-mail to enter to win. Instead, social media followers were eligible to win by commenting on the sweepstakes post, with one winner chosen at random for each sweepstakes.

Drive Traffic to VCB Website

Driving traffic to the VCB website is a goal across all departments. Through user-generated content to social media sharing to links from traditional media, the VCB continued to support website visitation and impressions.

FY2019 KEY PERFORMANCE MEASURES

› **Increase number of unique visits to the VCB website from social media to 6%**

- › Unique visits to the website from social media decreased to 4%

› **Post weekly about upcoming events that link to VCB online Calendar of Events**

- › An average of one event weekly was linked to the VCB online Calendar of Events

› **Add social media links within articles enabling content sharing by social media followers**

- › Social media links are included in all press releases and shared with editors and writers

› **Add new video content monthly and track performance**

- › 7 new videos were added to YouTube, with all YouTube videos garnering 36,500 views

› **Track downloads of click-thrus to Travel Planner and online Calendar of Events**

- › Total clicks to Travel Planner were 6,677; clicks to Calendar of Events were 10,760

Inspire Hispanic Heritage Travel by Increasing Destination Awareness Among the Hispanic Market

The VCB continued its Hispanic PR campaign with assistance from a Hispanic PR agency. While attracting traditional media coverage is a strategy, much of the Hispanic public relations efforts have shifted to social media. The VCB also worked with social media influencers to generate destination awareness in the social space and increase followers and engagement on the VCB's Spanish Facebook page.

FY2019 KEY PERFORMANCE MEASURES

› **Create new photo, video, and digital assets in a bi-lingual format**

- › Three new videos in Spanish were created on Hispanic Heritage, Romance and Family to support the VCB's social media channels, earned media, and social media influencers

› **Partner with two social media influencers for paid and sponsored promotions**

- › The VCB partnered with five Hispanic social media influencers for paid and sponsored promotions

› **Enhance Viaja San Agustin's organic content on the Spanish language Facebook page, with engagement of 3%**

- › The VCB team enhanced Viaja San Agustin's organic content on Facebook and Instagram with paid advertising.
- › Followers on Spanish language Facebook page increased by 7,909 likes, with an average 6.1% engagement rate

› **Grow Twitter to 500 followers**

- › We are no longer on Spanish Twitter, but have shifted to Instagram where there is a greater opportunity to engage with the Hispanic market

› **Increase Hispanic media impressions to 300 million impressions**

- › Hispanic Media impressions were 103,059,970
- › FY2019 goal was revised from 300 million impressions to 100 million impressions to more accurately reflect the opportunity with Hispanic media due to hiring of a new Hispanic PR agency in FY2019



FY2019

PROMOTIONS & STRATEGIC ALLIANCES REPORT

PROMOTIONS & STRATEGIC ALLIANCES

OVERVIEW

In FY2019, the VCB developed and executed a mix of media promotions and consumer incentives in key markets with short-term calls to action to generate additional interest and visitation.

Media Promotions

Leverage paid media buys and the participation of VCB partners to create sweepstakes to showcase the allure and wealth of experiences available on Florida's Historic Coast. Promotions provide consumers with destination awareness, while also creating inspiration and excitement about visitation.

FY2019 KEY PERFORMANCE MEASURES

- › **Secure a minimum of \$600,000 media value (based on a minimum 15:1 ROI on budget)**
 - › The VCB surpassed this goal with expenditures of \$46,536 yielding promotional media value of \$1,349,544, or a 29:1 ROI against total budget.
- › **Develop at least two promotional campaigns that supplement and leverage advertising agency paid media, per broadcast buy.**
 - › With each of the FY2019 campaign flights (Nights of Lights and Easy Season), 23 to 28 promotions were secured against each paid media campaign buy.
- › **Develop and participate in VISIT FLORIDA promotional opportunities. Minimum goal: one promotion per year; more if available.**
 - › Four VISIT FLORIDA promotions were completed in New York, Detroit, Dallas, and the east coast (Philadelphia, DC, Charlotte, and Raleigh).
- › **Develop and execute promotions that support Northeast Florida Regional Airport (NFRA) and its non-stop air service providers (ViaAir and Elite Airways). Minimum goal: two annual promotions, per carrier, per origin market.**
 - › Due to ViaAir discontinuing service in early FY2019 and Elite Airways decision to not begin service from NFRA to Rochester, MN, promotional opportunities were not available.
- › **Develop a themed promotion for Easy Season and for the 25th anniversary of Nights of Lights.**
 - › Themed promotions were developed for both Easy Season the 25th anniversary of Nights of Lights.

VCB Promotion & Strategic Alliances

To develop opportunities to secure in-market filming opportunities and corporate sponsorships which require marketing or production support in order to secure the project or to maximize inclusion of Florida's Historic Coast.

FY2019 KEY PERFORMANCE MEASURES

- › **Utilize the budget to provide marketing or production support to secure one or more valuable in-market TV and filming opportunities, in collaboration with the VCB Communications team.**

Secured the following TV and film opportunities in FY2019:

- › *River City Live* (News4JAX/CW 17 – November & December 2018)
- › *Making Mornings Interesting with El Y Ella* (Univision – April 2019)
- › *WSB-TV Travel Show with Nelson Hicks* (May 2019)
- › *Nuts & Bolts of Fishing with Captain Cefus McRae* (June 2019)
- › *The Excursion with David Zelski* (August 2019)

- › **Secure one or more new corporate sponsors for Florida's Birding & Photo Fest, as well as multiple sponsors for each new FY2019 innovation programs, without cost to the VCB.**
 - › Secured Guy Harvey as a new corporate sponsor for Florida's Birding & Photo Fest, without cost to the VCB.
 - › In addition, a variety of sponsors were obtained for the first annual St. Augustine Craft Brewers Fest, without cost to the VCB.

Innovation Programs: Events

Assist in the development and launch for targeted events of interest to our key audience segments in order to generate significant room nights throughout May 2019, due to the move of The PLAYERS Championship from May to March in 2019.

FY2019 KEY PERFORMANCE MEASURES

- › **Development of up to three different viable and sustainable events which will generate room nights for May 2019 and which will set the benchmark for future years.**
 - › Collaborated with a group of local brewers to develop and promote the first annual St. Augustine Craft Brewers Fest held on Saturday, May 11th at the Fountain of Youth Archaeological Park, with over 750 attendees. As a result of this year's success, the 2nd annual St. Augustine Craft Brewers Fest is now scheduled for Saturday, May 9, 2020.

VCB Community Outreach

To provide tourism stakeholders, influencers and the public with reliable and relevant information about the status of SJC's tourism industry and share the positive influence and impact of tourism on the SJC local economy and its residents.

FY2019 KEY PERFORMANCE MEASURES

- › **Produce a *State of the Tourism Industry Celebration* event attended by approximately 300 tourism and hospitality leaders, community influencers and public officials.**
 - › Produced a *State of the Tourism Industry Celebration* event in May 2019, attended by nearly 350 tourism and hospitality stakeholders and VCB partners, featuring the theme of "Travel: Then and Now." Speakers included master of ceremonies, Chad Light, Ed Swift, III (Historic Tours of America), David Reichbach (Destination Analysts), Kevin McNulty (NetWeave Social Media), Wilson Camelo (Camelo Communications), and David Crane (PETERMAYER Agency), all spoke to the theme of the ever-changing travel marketplace and the importance of tourism to St. Johns County.
- › **Produce a summary presentation of the event to serve as speaker support for presentations to varied community groups throughout the year.**
 - › Produced and maintained an updated summary presentation of the event that served as speaker support for the VCB's President/CEO in his presentations to community groups throughout FY2019.



FY2019

SPECIAL EVENTS REPORT

SPECIAL EVENTS

OVERVIEW

FLORIDA'S BIRDING & PHOTO FEST: APRIL 24–28, 2019

Florida's Birding & Photo Fest is a birding and photography event featuring more than 110 seminars and field trips throughout St. Johns County. This festival is unique in that it targets both birding enthusiasts and photographers, specifically nature and bird photographers, by providing a range of events for both groups.

FY2019 KEY PERFORMANCE MEASURES

- **Increase event attendance and in-market per capita spend, each by 5%**
 - Florida's Birding & Photo Fest, celebrating its 16th year in 2019, saw a decline of 22% in attendance over 2018 with 504 attendees
 - Direct tourism spending was \$507,920, representing a 19.8% increase in per capita spend
 - The attendance and spending data reflect three influences:
 - Although attendance was down, per capita spending was up
 - New sponsors with new speakers increased spending opportunities
 - The addition of more field workshops generated more spending

FY2019 KEY FINDINGS

- 93% of attendees said that Photo Fest was their primary reason for visiting Florida's Historic Coast
- 86% of attendees participated two or more days
- 84% said they will likely return next year
- 61% were from out of the region/out of state
- 61% stayed in hotels/motels, campgrounds, condos, B&Bs or Airbnb
- **Non-Festival activities included:**
 - 89% dined out
 - 39% visited historic district
 - 38% visited state parks
 - 54% visited beaches
 - 5% visited Ponte Vedra Beach
 - 14% visited museums/paid attractions
 - 7% visited outlet malls

Source: Post-event survey of Festival attendees (504 sent; 23% responded)



FY2019

SALES REPORT

SALES

OVERVIEW

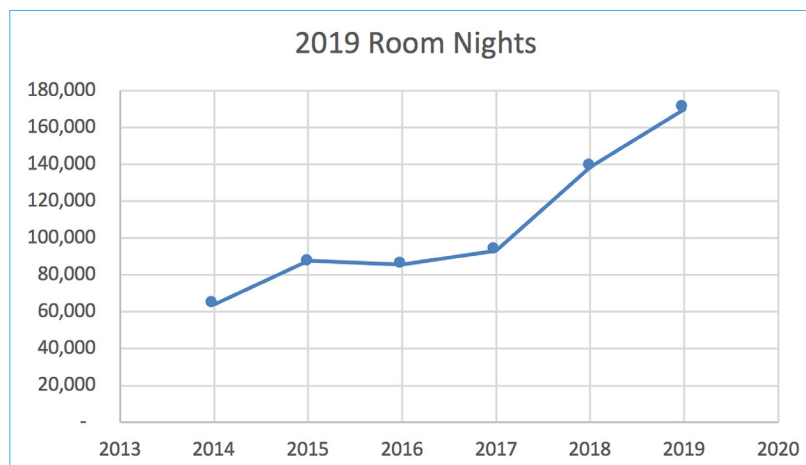
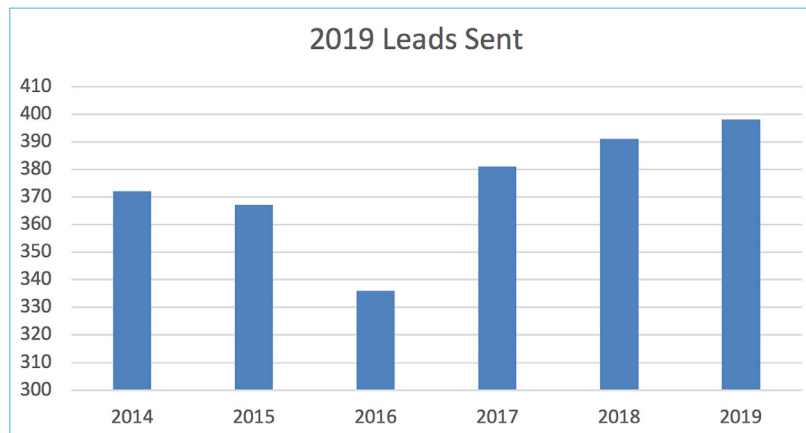
The VCB sales team's mission is to promote St. Augustine, Ponte Vedra & The Beaches throughout the U.S. and abroad. The department deploys multiple direct-sales strategies targeting key meeting professionals, travel agents, tour operators, sports event managers, consumers and wedding/event planners with the goal of keeping Florida's Historic Coast one of their top destination choices. Input into sales strategies is provided by the Conference Sales and Leisure Sales Committees made up of St. Johns County industry sales leaders.

FY2019 KEY PERFORMANCE MEASURES

Combined Sales Leads and Room Nights

Source 390 leads representing 148,750 Room Nights

- 398 leads sourced, 2% above goal, representing 170,164 Room Nights and 13% above goal. The increase in Room Nights sourced is primarily due to an increase in countywide opportunities for sports groups.



Combined Sales Calls/Emails

Make 2,021 prospecting calls/emails

➤ 2,069 prospecting calls/emails recorded, 2% above goal

Combined FAMs and Site Visits – 42 for the year

During FY2019, the Sales Department hosted 121 meeting planners, tour operators, travel agents, group leaders and brides.

Combined Sales Initiatives – 65 for the year

Of the 60 Sales initiatives originally planned, 49 were executed as planned, 16 were added and 11 were replaced with other initiatives, as noted on the table below.

MEETINGS AND INCENTIVES		
Conference Sales		
Florida Encounter	Bonita Springs, FL	Nov 28-30, 2018
IMEX America	Las Vegas, NV	Sept 10-12, 2019
Small Market Meetings	Green Bay, WI	Sept 24-27, 2019
Connect Corporate Marketplace Tradeshow	Louisville, KY	Aug 26-29, 2019
Independent Planner Education Conference (IPEC)	San Antonio, TX	Feb 3-5, 2019
Xsite Tradeshow (FSAE, MPI)	Tallahassee, FL	Feb 19-20, 2019
Connect Florida Marketplace	Destin, FL	Nov 5-7, 2019
Connect Med/Tech ¹	Denver, CO	Mar 1-3, 2019
Players Championship Tournament FAM	Florida's Coast	Mar 12-17, 2019
Destination Southeast ²	Kissimmee, FL	Oct 3-6, 2019

Table continues on next page.

¹Substituted Connect Financial as an alternative

²The 2019 show fell in FY 2020 so technically did not attend

MEETINGS AND INCENTIVES CONT'D

Elite Meetings Alliance	San Diego, CA	April 13-17, 2019
Elite Meetings Alliance	Miami, FL	Sept 15-18, 2019
Smart Meetings Mid-Atlantic ¹	Marco Island, FL	April 18-21, 2019
Association Executives of NC Annual Conference	Charlotte, NC	July 20-22, 2019
HelmsBriscoe Annual Business Conference ²	Houston, TX	May 29-31, 2019
Meetings Today Live! South	Marco Island, FL	Oct 28-31, 2019
Florida Society of Assn Exec's (FSAE) Convention	Jacksonville, FL	July 10-12, 2019
CFlorida Society of Assn Exec's (FSAE) Monthly	Tallahassee, FL	Monthly
Georgia Society of Assn Exec's (GSAE) Convention	Greenville, SC	May 28-31, 2019
Luxury Meetings Summits (3 Events) ³	Tampa, FL	June 26-27, 2019
Professional Conference Managers Association	Pittsburgh, PA	Jan 6-9, 2019
American Society of Association Executives ⁴	Columbus, OH	Aug 10-14, 2019

¹*Substituted SMART Meetings East*

²*Unable to attend due to schedule conflict*

³*Did not attend 2 of the 3 due to logistical issues with LMS events*

⁴*Attended with Visit Jacksonville*

LEISURE SALES - DOMESTIC & INTERNATIONAL

VMA/NCMA/MCASC	Winston Salem, NC	Sept 18-22, 2018
NTA Motorcoach Travel Exchange	Milwaukee, WI	Nov 4-8, 2018
TAP Dance-Travel Alliance Partners, LLC Conference	Cheyenne, WI	June 9-13, 2019
American Bus Association Marketplace	Louisville, KY	Jan 25-29, 2019
Spring Villages Group Leader/Resident Sales Event	Lady Lake, FL	Mar 27, 2019
Fall Villages Group Leader/Resident Sales Event	Lady Lake, FL	Sept 19, 2019
Player's Championship Tournament FAM ¹	Florida's Coast	Mar 12-17, 2019
Student @ Youth Travel Association	Birmingham, AL	Aug 9-13, 2019
Connect Diversity Summit	Birmingham, AL	Mar 18-20, 2019
IPW	Anaheim, CA	June 1-5, 2019
Florida Huddle	Daytona Bch, FL	Jan 8-12, 2019
Connect Travel	Orlando, FL	Feb 20-22, 2019
IITA Annual Summit	Savannah, GA	Feb 3-6, 2019
Connect Faith	Ontario, CA	Nov 12-14, 2018
Religious Conference Mgmt. Association ²	Greensboro, SC	Jan 29-31, 2019

Table continues on next page.

¹Cancelled Leisure FAM due to schedule conflict

²Cancelled Leisure FAM due to schedule conflict

LEISURE SALES - DOMESTIC & INTERNATIONAL CONT'D

Christian Meetings @ Conventions Association	Greenville, SC	Apr 15-17, 2019
La Cita (Added)	Kissimmee, FL	Sept 4-6, 2018
Georgia Motorcoach Association (Added)	Montgomery, AL	Jul 28-Aug 1, 2019
IITA Board Retreat (Added)	Durango, CO	Aug 8-11, 2019
Virtual Travel Agent Leisure Show (Added)	Online	Mar 20-21, 2019
Virtual Travel Agent Leisure Show (Added)	Online	Sept 18-19, 2019
African American FAM (Added)	St. Augustine, FL	Sept 11-13, 2019
Indian FAM/Brand USA (Added)	PV Beach, FL	May 28-31, 2019
Mexican FAM (Added)	St. Augustine, FL	Sept 26-28, 2019
Sales Mission/Orlando @ Miami	Orlando * Miami	Feb 27-Mar 1, 2019
Sales Mission/New York City	NYC	June 18-19, 2019
Sales Mission/Long Island	Long Island	Jun 20-21, 2019

SPECIALTY & EXECUTIVE GROUP EVENTS & MARKETS

Luxury Meetings (2 events) ¹	Chicago, IL	Sept 29-30, 2019
National Coalition of Black Meeting Planners ²	New Orleans, LA	Nov 13-16, 2018
Meeting Professionals International Tampa Chapter ³	Tampa, FL	Varies
Meeting Professionals International SES	Orlando, FL	Aug 20-23, 2019
Meeting Professionals International Global Meetings Industry Day	Jacksonville, FL	April 4, 2019
Society of Gvmnt Meeting Planners Monthly Events	Gainesville, FL	Monthly
Society of Gvmnt Meeting Planners Monthly Education Day	Gainesville, FL	July 18, 2019
Annual Florida Black Expo ⁴	Jacksonville, FL	
VF I-95 Welcome Center Festival	Yulee, FL	May 31, 2019
IGLTA Annual Convention	New York City, NY	Apr 24-27, 2019
Military Reunion Network-SE Regional Roundtable ⁵	Branson, MO	Oct 3-5, 2019
TRI-Base Travel Shows	NAS JAX, Mayport	Mar 14-16, 2019

Table continues on next page.

¹Did not attend due to logistical issues with LMS events

²Unable to attend due to schedule conflict

³Unable to attend due to schedule conflict

⁴Event cancelled

⁵Unable to attend due to schedule conflict

SPECIALTY & EXECUTIVE GROUP EVENTS & MARKETS CONT'D

Tampa Bay Bridal Show	Tampa, FL	October 6, 2019
Georgia Bridal Show ¹	Atlanta, GA	August 4, 2019
Rainbow Wedding Network 13th Annual LGBTQ Wedding Expo	Atlanta, GA	March 3, 2019
National Association of Sports Commission	Knoxville, TN	May 6-10, 2019
Travel, Events Management in Sports (TEAMS)	Louisville, KY	October 1-4, 2019
Connect Women in Sports Tourism Forum	Destin, FL	Nov 5-6, 2018
S.P.O.R.T.S.	Panama City, FL	Sept 9-12, 2019
19th LGBTQ Tourism Forum (Added)	Ft. Lauderdale, FL	Dec 2-4, 2018
Chicago Holiday Showcase	Chicago, IL	Dec 12-14, 2018
Tax Slayer Gator Bowl (Added)	Jacksonville, FL	December 31, 2019
The Players FAM (Added)	Florida's Coast	Mar 15-17, 2019
I-10 VFL Showcase (Added)	Pensacola, FL	Jun 6-7, 2019

¹*Replaced My Shadi Bridal Expo*

GROUP CLOSING FUND

This initiative was originally created by the VCB Conference Sales Committee in response to what members felt was a competitive disadvantage when meeting planners compared the time and cost of ground transportation to/from Jacksonville International Airport to St Johns County hotels, and between hotels and venues, to other destinations they were considering. In order to offset this disadvantage and other hurdles, properties may request funds on behalf of the group to help offset costs.

As of the end of FY2019, the VCB had a total of \$63,956 in definite and pending GCF offers for groups in FY2020 through FY2024. These offers represent an incentive for 45 groups to book in St. Johns County with 63,956 room nights, \$5,926,819 in room revenue, \$3,552,647 in food & beverage revenue and \$9,479,466 in total revenue.

FY2019 KEY PERFORMANCE MEASURES

- **Convert at least 25% of proposals accepted by the VCB**
 - 63 GCF proposals were accepted by the VCB in FY2019, with 19 contracted, 11 pending and 33 lost, for a conversion rate (contracted) of 30%, 5 points better than goal
 - With the 11 pending groups, the conversion rate is expected to rise as some of these groups convert to definite



FY2019

LOCAL INDUSTRY PROGRAMS REPORT

LOCAL INDUSTRY PROGRAMS

OVERVIEW

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

FY2019 KEY MEMBERSHIP & STAKEHOLDER ANNUAL PROGRAMS

- › February 13 & 14 – Tourism Advisory Workshop
- › May 9 – State of the Tourism Industry Report
- › September 10 – Co-op workshop outlining FY 2020 advertising opportunities for tourism stakeholders
- › September 19 – VCB Annual Partnership Meeting

VCB PARTNERSHIPS

- › The growth in partnerships decreased by 8% in FY2019 (284 vs 261)

ADDITIONALLY IN FY2019

- › The VCB conducted 65 partnership orientations during which partners were given usernames and passwords and shown how to update their profiles in iDSS Cyclone
- › 29 new partners were approved



FY2019

TOURISM DEVELOPMENT REPORT

TOURISM DEVELOPMENT

TOURISM DEVELOPMENT

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

Also, there are no key performance measures tied back to the marketing plan, as tourism development has had no defined objective measures established. And while mentioned in the contract with the county, tourism development was not a graded marketing performance metric in FY2019.

INITIATIVES COMPLETED IN FY2019

- › Compiled, consulted with and distributed tourism-related information to one hotel development group and one attraction developer for development, redevelopment or purchase of properties in St. Johns County.
- › Two new hotels were opened and four new hotels were under construction and three existing properties were significantly renovated in FY2019.
- › Collaborated with a group of local brewers to develop and promote of the first annual St. Augustine Craft Brewers Fest held on Saturday, May 11th at the Fountain of Youth Archaeological Park, with over 750 attendees. As a result of this year's success, the 2nd annual St. Augustine Craft Brewers Fest is now scheduled for Saturday, May 9, 2020.
- › Assisted Northeast Florida Regional Airport (NFRA) with the solicitation of new service by several airlines.
- › Compiled tourism-related information for an international air carrier to start service to JIA – all work was done in conjunction with Jacksonville Aviation Authority senior staff.
- › Continued to work closely with St. Johns County Chamber, St. Johns County Cultural Council on tourism-related economic development opportunities.
- › Continued to successfully work with JaxSports Authority, St. Johns County Recreation Department and Florida's First Coast of Golf on pitching sporting events in the region including fishing tournaments, golf tournaments and other regional amateur team events.
- › Continued a sponsorship of The DONNA 26.2 annual marathon to help assure this very large event continues its host relationship with Ponte Vedra Beach.



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