



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

MEMORANDUM

TO: Members of the Hernando County Tourist Development Council
FROM: Tammy J. Heon, Manger, Tourism Development
SUBJECT: TDC Meeting
DATE: February 8, 2021

Attached are your agenda and back up materials for the TDC Meeting scheduled for **2:00 pm on Thursday, February 11, 2021**. This meeting will be held at the Downtown Brooksville Welcome Center located at 205 E. Fort Dade Ave., Brooksville, FL 34601

If you have not already done so, please confirm your attendance at this time; via phone to 352-754-4109 or email to mrose@FloridasAdventureCoast.com.

Thank you,

Tammy J. Heon
Manager, Tourism Development

**Hernando County
Tourist Development
Council Members**

Elizabeth Narverud
Hernando County
Board of County
Commissioners

David Bailey
City of Brooksville

Michael Dolan
FSC Business Consultants
Chairman

Eric Burkes
Richloam General Store

Roger King
The Dolan House

Yann Milcendeau
Hernando Beach Motel

Catherine Reeves
The Bistro

Therese White
Motel 6

Tammy J. Heon
Manager, Tourism
Development

Nature's Place to Play



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Hernando County Tourist Development Council Meeting

February 11, 2021

2:00PM – 4:00PM

Location: 205 E Ft Dade Ave., Brooksville, FL 34601

Meeting called by: Tammy J. Heon, Manager, Tourism Development

Mission Statement

The Hernando County Tourist Development Council will identify, create, support and enhance activities, consistent with community assets, that increase visitation and provide local economic impact.

2:00 **Call to Order**

2:00 - 2:30 **Approval of the Minutes**
Finance Report – Tammy Heon
Tourism Manager's Report – Tammy Heon

Consent Agenda

- Welcome Center Report
- Leads Report
- Website Analytics

2:30 **Old Business**

- None

2:30-2:50 **New Business**

- Jeff Rogers, County Administrator; Marketing Opportunities

2:50-3:15 **Council Member Reports**
Elizabeth Narverud, Hernando County BOCC
David Bailey, City of Brooksville
Michael Dolan, FSC Business Consultants
Eric Burkes, Richloam General Store
Roger King, The Dolan House
Yann Milcendeau, Hernando Beach Motel
Catherine Reeves, The Bistro
Therese White, Motel 6

3:15-3:30 **Public Comment**

3:30 **Adjournment of Business Meeting**

HERNANDO COUNTY TOURIST DEVELOPMENT COUNCIL

“The Hernando County Tourist Development Council will identify, create, support and enhance activities, consistent with community assets, that increase visitation and provide local economic impact.”

January 14, 2021 – MINUTES OF MEETING

The Hernando County Tourist Development Council conducted their meeting on Thursday, January 14, 2021, at 2:00 pm. The meeting was held in the conference room at the Brooksville Welcome Center, 205 E. Fort Dade Ave, Brooksville. The meeting had been advertised and the public was invited to attend. The following is an attendance record and summary of discussions that took place at the meeting.

MEMBERS PRESENT:

David Bailey
Eric Burkes
Mike Dolan
Roger King
Yann Milcendeau
Elizabeth Narverud
Catherine Reeves

STAFF:

Tammy Heon, Tourism Development Manager
Michelle Rose, Administrative Assistant II

EXCUSED: Therese White

CALL TO ORDER: Mike Dolan called the meeting to order at 2:02 pm, on Thursday, January 14, 2021.

MINUTES of the December 10, 2020 Meeting: A copy of the minutes of the December 10, 2020, TDC Meeting was included in the meeting package.

MOTION: A motion was made by Catherine Reeves to approve the minutes of the December 10, 2020, TDC Meeting. Motion seconded by Roger King. Motion passed; all in favor and no opposed.

FINANCE REPORT: Tammy Heon

Tammy Heon reported that November collections (October revenue) were \$89,694 a decrease of 1.6% over FY2020 which had returned \$91,179. December collections (November revenue) were \$94,353 an increase of 14.3% over FY2020 which had returned \$82,547. Tammy noted that the December collections are the strongest December on record. Year-to-date (YTD) Revenues are \$262,943 an increase of 4.4% from January 2020 which was \$251,907.

Expenses YTD include Personnel and Benefits at \$67,902 with an available balance of \$283,533. Operating Expenses are \$189,772 with outstanding encumbrances of \$73,518 and an available balance of \$315,892. Non-Operating Expenses are \$453,954 which includes \$306,194 in reserves.

Commissioner Elizabeth Narverud joined the meeting at 2:10 pm.

TOURISM MANAGER'S REPORT: Tammy Heon

Face Masks and Hand Sanitizers: Tammy Heon presented each council member with a Florida's Adventure Coast custom face mask and hand sanitizer. She reported that these PPE items were funded with CARES Act dollars and were distributed to our hoteliers for employees. We are distributing in the Welcome Center and continuing to make available to partners.

Brooksville Blueberry Festival: Tammy Heon reported that the Event's management has decided not to host the Brooksville Blueberry Festival this year. In addition to concerns about safety due to the pandemic, the Florida State Fair changed their event dates causing conflicts with the scheduling of the Brooksville Blueberry Festival which is typically the last weekend of April.

The Fancy Flea: Hosted by Brooksville Main Street; the pop-up Street Fair is scheduled for February 27, 2021 and draws thousands of people. The event was incredibly successful last year and should do well again this year.

National Plan for Vacation Day: The day is January 26th, and we will promote with social media and newsletters.

COVID-19 and Travel Updates:

- Canada has extended their boarder closure through February 2021.
- Effective January 26th, The CDC requires all air passengers from foreign countries to test negative for COVID-19 three days prior to travel into the United States.
- According to Florida Trend Magazine, nearly half of the new COVID variant cases are in Florida.
- Florida still has no statewide restrictions.
- Coronavirus concerns remain strong, particularly as related to finance and the economy.
- Feelings of safety around travel have been adversely impacted for now.
- Americans are easing their feelings of travel avoidance for the future.

OLD BUSINESS: Tammy Heon displayed our Virtual Visitors Center, paid for by CARES Act funding. The website module is designed to be used in lieu of visiting the Welcome Center in person. Online content includes brochures, videos, events, FAQs, things to do itineraries, and a trip planning feature. The places feed allows us to list every partner on our website via their Google My Business listing. The Virtual Visitors Center currently has six itineraries to explore: History and Heritage; Brooksville Mural and Arts Tour; Coastal Arts Tour; Kegs, Casks and Corks Tour; Florida Mermaid Trail; and Angler Adventures. Additional itineraries can be added as they're developed. All information can be shared via email or social media.

Visit Florida: This year is the first year in history that Visit Florida has participated in an instate advertising campaign. Like everyone, the drive market is the focus of their initial phase of the recovery plan.

NEW BUSINESS: Tammy Heon reported that the latest round of Coronavirus relief includes funding for Destinations Marketing Organizations (DMOs), though we do not need or currently qualify for any assistance.

TDC MEMBERS REPORTS:

Roger King: Nothing to report at this time.

Yann Milcendeau: He reported that the next Hernando Beach Bash at the Hernando Beach Flats is scheduled for May 29, 2021, Memorial Day Weekend. There will be two bands on stage boats. This is a bring your own boat event.

David Bailey: Nothing to report at this time.

Catherine Reeves: Nothing to report at this time.

Eric Burkes: Nothing to report at this time.

Elizabeth Narverud: She reported that Hernando County has declared a local state of emergency for the purpose of vaccine distribution.

Mike Dolan: Nothing to report at this time.

PUBLIC COMMENT: None submitted and nothing to report.

The meeting was adjourned at 3:34 pm.

Prepared by:
Michelle Rose

YTD Expenses
As of Feb 10, 2021

Account	Budget	YTD Expenses	Outstanding Encumbrances	Available Balance	Notes
Marketing & Operations					
Total Personnel & Benefits	\$351,435.00	\$84,816.65	\$0.00	\$266,618.35	
Total Operating Expenses	\$554,561.00	\$225,437.99	\$59,872.72	\$293,870.29	
Total Non-Operating Expenses	\$219,663.00	\$0.00	\$0.00	\$219,663.00	Includes \$219,663 in Reserves
Total Marketing & Operations Expenses	\$1,125,659.00	\$310,254.64	\$59,872.72	\$780,151.64	
Destination Development					
Total Operating Expenses	\$100,000.00	\$0.00	\$0.00	\$100,000.00	
Total Non-Operating Expenses	\$134,291.00	\$0.00	\$0.00	\$134,291.00	Includes \$93,291 in Reserves
Total Destination Development Expenses	\$234,291.00	\$0.00	\$0.00	\$234,291.00	



Doug Chorvat, Jr.

Clerk of Circuit Court & Comptroller - Hernando County
 20 N. Main Street, Brooksville, FL 34601 - (352) 754-4201

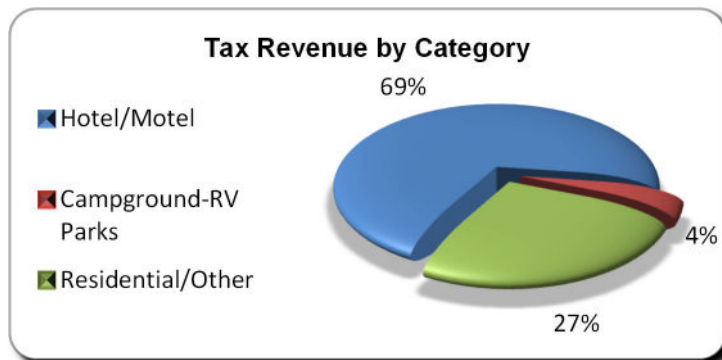
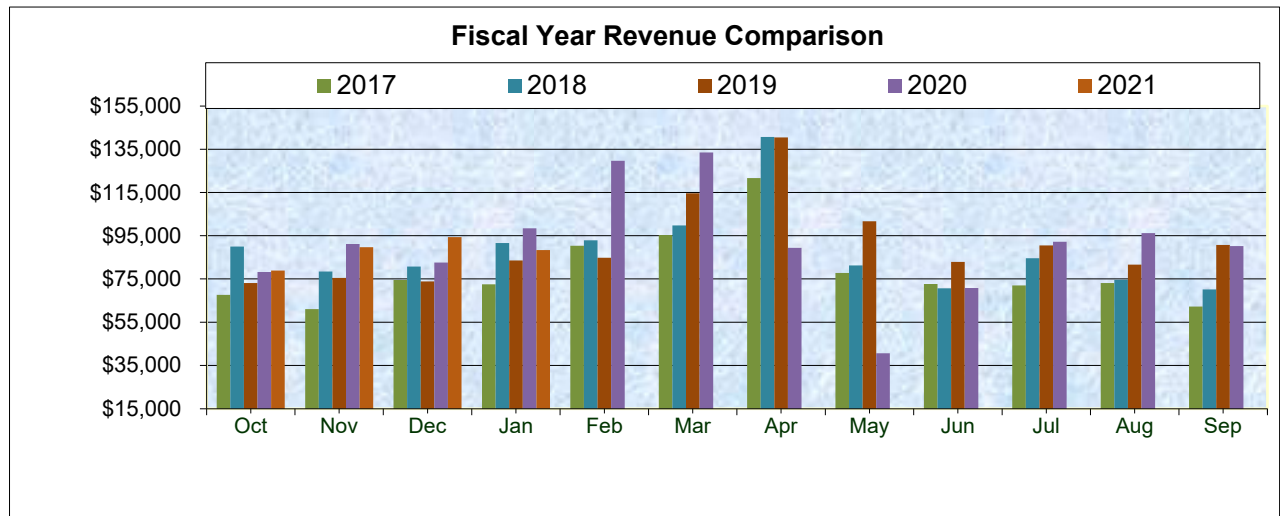
TO: Tourist Development Council (TDC) Members:
 David Bailey, City of Brooksville Catherine Reeves, The Bistro
 Beth Narverud, County Commissioner Mike Dolan
 Yann Milcendeau, Hernando Beach Motel Therese White, Motel 6
 Roger King, The Dolan House
 Eric Burkes, Richloam General Store

FROM: Department of Financial Services

SUBJECT: December 2020 Tourist Development Tax revenue (January 2021 collections)

DATE: February 10, 2021

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
December 2020 (January Collections)	\$ 70,687	\$ 98,444
December 2020 Destination Development	\$ 17,672	\$ -
Total	\$ 88,359	\$ 98,444
Year-to-Date	\$ 351,303	\$ 350,352



Reporting Period Statistics

Hotel/Motel (69%)
 \$60,762.86

Campground/RV Parks (4%)
 \$3,334.83

Residential/Other (27%)
 \$24,261.76

CC: Doug Chorvat, Jr.
 Amy Gillis
 Tammy Heon
 Toni Brady
 Shaun Kusnierczak

Brooksville Welcome Center - January 2021 Report						
Total Walk-Ins since opening*: 947				*Reporting began in June 2020		
Total Walk-ins for FY 2020-2021, to date: 664				(Fiscal Year: Oct. 1, 2019 - Sept. 30, 2020)		
Total Phone Calls for FY 2020-2021, to date: 578				(Fiscal Year: Oct. 1, 2019 - Sept. 30, 2020)		
Visitors						
Monthly Visitors	Walk-in Visitors	Walk-in Residents	Total			
Jan. 2021	63	122	185			
Conversions						
Captured Visits:	Lunch	Dinner	Day Visit	Overnight	Intent to Return	Total
Totals	13	0	36	0	14	63
Interests & Comments						
Interests:	FL Mermaid Trail	Florida's Adventure Coast Map	Things to Do	Brooksville Mainstreet	Chinsegut Hill Historic Site	Restaurants
Totals	48	32	24	21	17	13
Interests:	Wildlife	Weeki Wachee Springs	Love the Welcome Center	Withlacoochee Forest	Brooksville Walk / Drive Tour	Wineries
Totals	11	9	8	8	7	7
Phone Calls						
Monthly Phone Calls	In-state	Out of State	Total			
Jan. 2021	72	52	124			

Visitor Information Center - Distributions for January 2021

Distributions & Partner Visits

Partner	FAC Folded Map	FAC Map Pad	FAC General Brochure	FAC Bike Brochure	FAC Paddling Brochure	FAC U-Pick Brochure	FAC Kegs Casks & Corks	FAC Golf Brochure	FAC Hand Sanitizer	FAC Masks	FL Mermaid Trail Map	Restaurants One-Sheet	Chinsegut Hill Site
Brooksville AKC Dog Show		200											
Brooksville AA Meeting									15	15			
The Bistro			50	50	50	50	50	50					
Chinsegut Hill Historic Site											15		
County Commissioner Beth Naverud										25			
Florida Airstream Club	30		30	30	30	30	30	30	30	60	30	30	30
JG Ranch				50		100	100						
Richloam General Store										25			
Seven Hills Community	12						12						
Totals:	42	200	80	130	80	180	192	80	45	125	45	30	30

LEADS Report - January 2021						Total LEADS: 52
TOTALS BY STATE						
Top States	FL	CA-CT-NJ-TX	AL-IL-MD			
LEADS Count	6	4	3			

Arrival Data from LEADS (Visit Florida - Miles Media only)						
Top States with Arrival Data	TX	FL	CA			
LEADS	4	2	2			
Top Arrival Months - All States/Regions						
Arrival Month	Jan. 2021	Feb. 2021	Mar. 2021	Apr. 2021	May 2021	June 2021
Expected Arrivals from Leads	3	4	2	4	2	1
Arrivals By Region						
Region:	In-State (Florida)	South	Northeast	Midwest	West	
Leads with expected arrival dates	2	8	3	2	2	
States with Arrival Dates - highlighted in bold and underlined:						
Northeast	CT PA	<u>MA</u> RI	ME VT	<u>NH</u>	<u>NJ</u>	NY
South *not incl. FL	<u>AL</u> LA	AR <u>MD</u>	DC MS	DE NC	GA OK	<u>KY</u> <u>SC</u>
Midwest	IA	IL	<u>IN</u>	KS	MI	MN
	MO	NE	ND	<u>OH</u>	SD	WI
West	AZ	<u>CA</u>	CO	ID	MT	NM
	NV	OR	UT	WA	WY	

State / Country	Total Leads	Visit Florida	AAA World
FL	6	6	0
CA	4	4	0
CT	4	1	3
NJ	4	1	3
TX	4	4	0
AL	3	3	0
IL	3	3	0
MD	3	1	2
KY	2	1	1
LA	2	2	0
MI	2	2	0
NC	2	2	0
NY	2	2	0
SC	2	2	0
IN	1	1	0
MA	1	1	0
NH	1	1	0
OH	1	1	0
PA	1	0	1
SD	1	0	1
VA	1	1	0
VT	1	1	0
WI	1	1	0
AK	0	0	0
AR	0	0	0
AZ	0	0	0
CO	0	0	0
DC	0	0	0
DE	0	0	0
GA	0	0	0
HI	0	0	0
IA	0	0	0
ID	0	0	0
KS	0	0	0
ME	0	0	0
MN	0	0	0
MO	0	0	0
MS	0	0	0
MT	0	0	0
ND	0	0	0
NE	0	0	0
NM	0	0	0
NV	0	0	0
OK	0	0	0
OR	0	0	0
PR	0	0	0
RI	0	0	0
TN	0	0	0
UT	0	0	0
WA	0	0	0
WV	0	0	0
WY	0	0	0
TOTAL	52	41	11

December 2020 Lead Source Report

Fiscal Year October 2020 - September 2021: Lead Source Report													
Total Leads for Florida's Adventure Coast (excl. Weeki Wachee):						376	Total Click-throughs to the Florida's Adventure Coast Website:						N/A
Total New Emails for Florida's Adventure Coast:						150							
Month	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Totals
Florida's Adventure Coast - 2020-2021 Visit Florida Magazine - (Miles Media) / (Yearly)													
Leads	120	115	85	41									361
Emails	48	45	30	13									136
Weeki Wachee Springs State Park - 2020-2021 VISIT FLORIDA MAGAZINE - (Miles Media) / (Yearly)													
Leads	135	130	95	43									403
AAA World													
Primary	1	1	2	11									15
Emails	1	1	2	10									14

Website Analytics Summary – January, 2021

OVERVIEW

Traffic & Pageviews

Sessions	Users	Pageviews	Pages/Session/Duration	%New Sessions
11,365	10,010	35,457	3.12 1:02	86.48

GEOGRAPHY

Top States

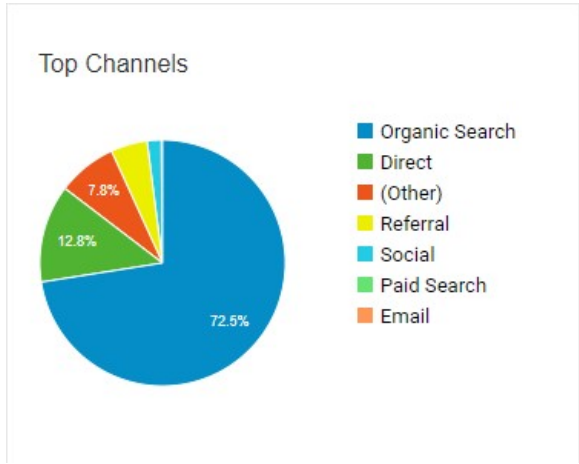
Region ?	Acquisition			Behavior
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?
	10,675 % of Total: 93.93% (11,365)	86.25% Avg for View: 86.48% (-0.26%)	9,207 % of Total: 93.68% (9,828)	0.31% Avg for View: 0.39% (-20.15%)
1. Florida	7,461 (69.89%)	84.12%	6,276 (68.17%)	0.29%
2. Georgia	344 (3.22%)	81.40%	280 (3.04%)	0.29%
3. North Carolina	205 (1.92%)	90.73%	186 (2.02%)	0.49%
4. New York	185 (1.73%)	88.11%	163 (1.77%)	0.54%
5. Texas	174 (1.63%)	94.25%	164 (1.78%)	0.57%
6. Michigan	172 (1.61%)	83.14%	143 (1.55%)	0.00%
7. Virginia	160 (1.50%)	97.50%	156 (1.69%)	0.00%
8. Illinois	150 (1.41%)	89.33%	134 (1.46%)	0.00%
9. Ohio	149 (1.40%)	96.64%	144 (1.56%)	0.00%
10. Tennessee	148 (1.39%)	90.54%	134 (1.46%)	1.35%

Top Cities

City ?	Acquisition			Behavior
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?
	7,461 % of Total: 65.65% (11,365)	84.12% Avg for View: 86.48% (-2.73%)	6,276 % of Total: 63.86% (9,828)	0.29% Avg for View: 0.39% (-23.84%)
1. Spring Hill	1,367 (18.32%)	78.42%	1,072 (17.08%)	0.15%
2. Orlando	745 (9.99%)	85.50%	637 (10.15%)	1.07%
3. Tampa	687 (9.21%)	87.19%	599 (9.54%)	0.58%
4. Miami	496 (6.65%)	89.52%	444 (7.07%)	0.40%
5. Brooksville	212 (2.84%)	25.00%	53 (0.84%)	0.00%
6. Jacksonville	153 (2.05%)	88.89%	136 (2.17%)	0.00%
7. (not set)	130 (1.74%)	83.08%	108 (1.72%)	0.00%
8. St. Petersburg	128 (1.72%)	88.28%	113 (1.80%)	0.78%
9. Bayonet Point	87 (1.17%)	81.61%	71 (1.13%)	0.00%
10. Wesley Chapel	73 (0.98%)	86.30%	63 (1.00%)	0.00%

Acquisition Top Traffic Sources

	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal 1 Conversion Rate	Goal 1 Completion	Goal 1 Value
	11,365	86.48%	9,828	0.39%	3.12	00:01:02	0.00%	0	\$0.00
1 Organic Search	8,241	<div style="width: 72.5%;"></div>		0.29%	<div style="width: 25%;"></div>		0.00%		
2 Direct	1,460	<div style="width: 12.8%;"></div>		0.55%	<div style="width: 45%;"></div>		0.00%		
3 (Other)	887	<div style="width: 7.7%;"></div>		1.01%	<div style="width: 25%;"></div>		0.00%		
4 Referral	548	<div style="width: 4.8%;"></div>		0.18%	<div style="width: 15%;"></div>		0.00%		
5 Social	210	<div style="width: 1.8%;"></div>		0.95%	<div style="width: 65%;"></div>		0.00%		
6 Paid Search	10	<div style="width: 0.09%;"></div>		0.00%			0.00%		
7 Email	9	<div style="width: 0.08%;"></div>		0.00%			0.00%		



Social Media Traffic

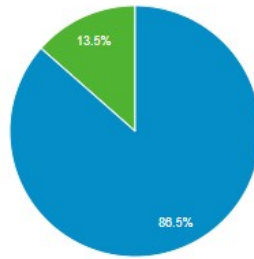
Social Network	Sessions	% Sessions
1. Facebook	185	88.10%
2. Pinterest	23	10.95%
3. Instagram	1	0.48%
4. YouTube	1	0.48%

Top Referrers

Campaign ?	Acquisition			Behavior	
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?
	905 % of Total: 7.96% (11,365)	87.29% Avg for View: 86.48% (0.94%)	790 % of Total: 8.04% (9,828)	0.99% Avg for View: 0.39% (156.87%)	3.65 Avg for View: 3.12 (17.06%)
1. AAA Winter 2020 Campaign	788 (87.07%)	92.13%	726 (91.90%)	0.13%	3.46
2. winter2021	56 (6.19%)	75.00%	42 (5.32%)	10.71%	4.61
3. dmflac	15 (1.66%)	60.00%	9 (1.14%)	0.00%	2.80
4. Adventure Coast FL (DM-FLAC) COVID SEM	9 (0.99%)	33.33%	3 (0.38%)	0.00%	2.00
5. Jan - Mar 2021 Newsletter	9 (0.99%)	33.33%	3 (0.38%)	0.00%	14.89
6. ITI Storytelling Winter 2021 Kegs	8 (0.88%)	0.00%	0 (0.00%)	0.00%	5.50
7. ITI Storytelling Winter 2021 ATV	6 (0.66%)	0.00%	0 (0.00%)	0.00%	8.67
8. VMC-FLVF	4 (0.44%)	100.00%	4 (0.51%)	0.00%	2.50
9. ITI Storytelling Winter 2021 Anglers	3 (0.33%)	0.00%	0 (0.00%)	0.00%	2.67
10. Autumn 2020	2 (0.22%)	50.00%	1 (0.13%)	0.00%	3.00

Behavior New vs Returning

■ New Visitor ■ Returning Visitor



Top Pages Visited Page Title

Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate
	35,457 <small>% of Total: 100.00% (35,457)</small>	15,173 <small>% of Total: 100.00% (15,173)</small>	00:00:29 <small>Avg for View: 00:00:29 (0.00%)</small>	11,365 <small>% of Total: 100.00% (11,365)</small>	0.39% <small>Avg for View: 0.39% (0.00%)</small>
1. The Adventure Coast - Nature's Place to Play	3,268 (9.22%)	1,309 (8.63%)	00:00:29	1,158 (10.19%)	0.78%
2. Meet The Amazing Anhinga - The Adventure Coast	2,999 (8.46%)	1,407 (9.27%)	00:00:23	1,400 (12.32%)	0.43%
3. Escape to an outdoor paradise with plenty of room to roam - The Adventure Coast	1,723 (4.86%)	771 (5.08%)	00:00:23	766 (6.74%)	0.13%
4. Florida's Adventure Coast Upcoming Events Calendar - Hernando County	1,666 (4.70%)	652 (4.30%)	00:00:29	481 (4.23%)	0.42%
5. Annual Events & Festivals - The Adventure Coast	1,275 (3.60%)	488 (3.22%)	00:00:50	291 (2.56%)	0.69%
6. Have You Seen A Bald Eagle Today? - The Adventure Coast	1,245 (3.51%)	584 (3.85%)	00:00:17	582 (5.12%)	0.00%
7. Camp-A-Wyle Lake Resort - The Adventure Coast	1,233 (3.48%)	449 (2.96%)	00:00:23	447 (3.93%)	0.00%
8. Hernando Clerk of Court Marriage Licenses & Ceremonies	1,052 (2.97%)	444 (2.93%)	00:00:32	443 (3.90%)	0.90%
9. Parks & Trails Archives - The Adventure Coast	929 (2.62%)	376 (2.48%)	00:00:24	79 (0.70%)	0.00%
10. Things to Do Archives - The Adventure Coast	921 (2.60%)	358 (2.36%)	00:00:32	81 (0.71%)	0.00%

Landing Page

Landing Page	Acquisition			Behavior
	Sessions	% New Sessions	New Users	Bounce Rate
	11,365 <small>% of Total: 100.00% (11,365)</small>	86.49% <small>Avg for View: 86.48% (0.02%)</small>	9,830 <small>% of Total: 100.02% (9,828)</small>	0.39% <small>Avg for View: 0.39% (0.00%)</small>
1. /meet-the-amazing-anhinga/	1,339 (11.78%)	90.14%	1,207 (12.28%)	0.45%
2. /	1,108 (9.75%)	79.33%	879 (8.94%)	0.81%
3. /escape-to-an-outdoor-paradise-with-room-to-roam/	765 (6.73%)	95.03%	727 (7.40%)	0.13%
4. /have-you-seen-a-bald-eagle-today/	551 (4.85%)	93.47%	515 (5.24%)	0.18%
5. /events/	476 (4.19%)	80.67%	384 (3.91%)	0.42%
6. /camp-a-wyle-lake-resort/	447 (3.93%)	85.46%	382 (3.89%)	0.00%
7. /hernando-clerk-of-court-marriage-licenses/	439 (3.86%)	72.21%	317 (3.22%)	0.91%
8. /croom-dune-buggy-tours/	356 (3.13%)	94.38%	336 (3.42%)	0.84%
9. /annual-events-festivals/	282 (2.48%)	81.56%	230 (2.34%)	0.71%
10. /brooksvilles-good-neighbor-trail/	273 (2.40%)	85.35%	233 (2.37%)	0.00%

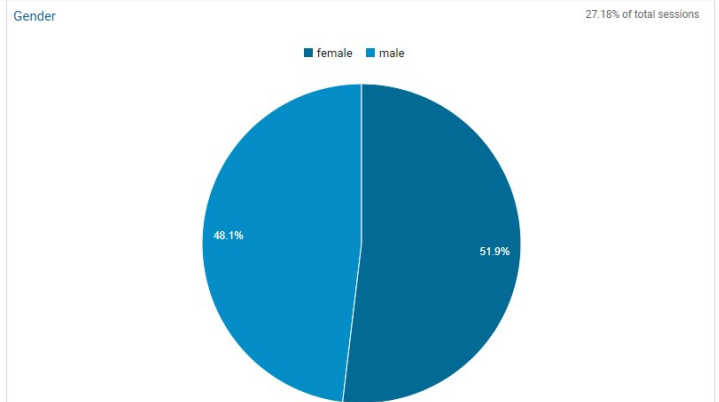
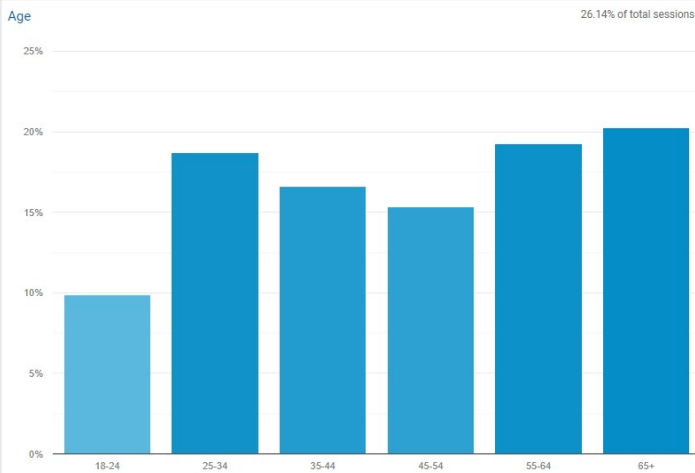
Exit Page

Page	Exits	Pageviews
	11,365 % of Total: 100.00% (11,365)	35,457 % of Total: 100.00% (35,457)
1. /meet-the-amazing-anhinga/	1,329 (11.69%)	2,865 (8.08%)
2. /	896 (7.88%)	3,148 (8.88%)
3. /have-you-seen-a-bald-eagle-today/	545 (4.80%)	1,178 (3.32%)
4. /escape-to-an-outdoor-paradise-with-room-to-roam/	538 (4.73%)	1,687 (4.76%)
5. /annual-events-festivals/	420 (3.70%)	1,222 (3.45%)
6. /hernando-clerk-of-court-marriage-licenses/	416 (3.66%)	1,044 (2.94%)
7. /events/	405 (3.56%)	1,656 (4.67%)
8. /camp-a-wyle-lake-resort/	334 (2.94%)	1,233 (3.48%)
9. /native-american-place-names/	267 (2.35%)	585 (1.65%)
10. /croom-dune-buggy-tours/	263 (2.31%)	849 (2.39%)

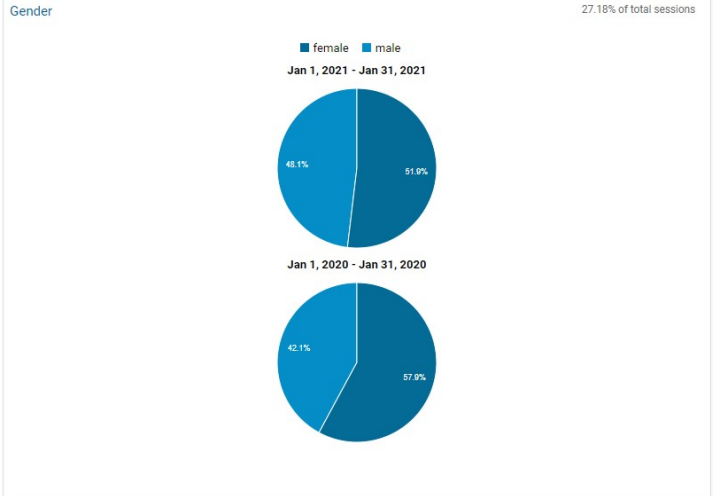
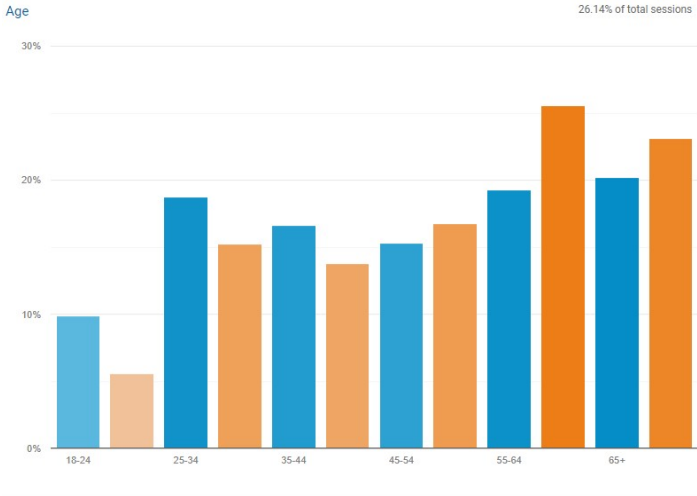
Content Drilldown

Page path level 1	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate
	35,457 % of Total: 100.00% (35,457)	15,173 % of Total: 100.00% (15,173)	00:00:29 Avg for View: 00:00:29 (0.00%)	0.39% Avg for View: 0.39% (0.00%)
1. /category/	5,055 (14.26%)	2,039 (13.44%)	00:00:28	0.00%
2. /	3,148 (8.88%)	1,256 (8.28%)	00:00:29	0.81%
3. /meet-the-amazing-anhinga/	3,003 (8.47%)	1,409 (9.29%)	00:00:23	0.43%
4. /escape-to-an-outdoor-paradise-with-room-to-roam/	1,723 (4.86%)	771 (5.08%)	00:00:23	0.13%
5. /events/	1,672 (4.72%)	654 (4.31%)	00:00:29	0.42%
6. /annual-events-festivals/	1,276 (3.60%)	489 (3.22%)	00:00:50	0.69%
7. /have-you-seen-a-bald-eagle-today/	1,246 (3.51%)	585 (3.86%)	00:00:17	0.17%
8. /camp-a-wyle-lake-resort/	1,233 (3.48%)	449 (2.96%)	00:00:23	0.00%
9. /hernando-clerk-of-court-marriage-licenses/	1,052 (2.97%)	444 (2.93%)	00:00:32	0.90%
10. /croom-dune-buggy-tours/	851 (2.40%)	362 (2.39%)	00:00:25	0.84%

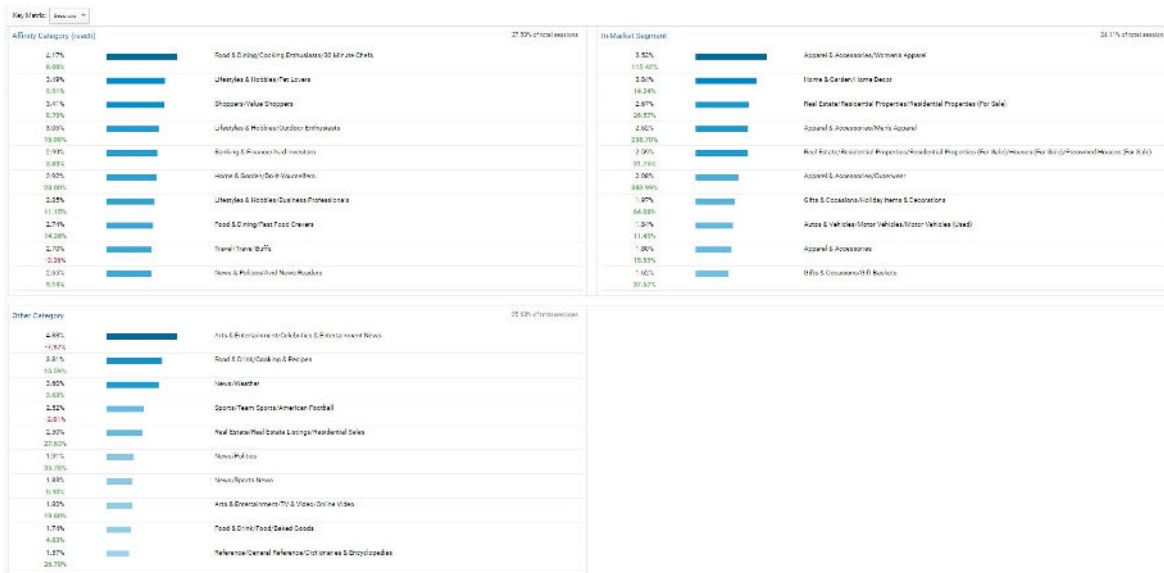
Demographics



2020 Comparison



Interests



Technology

Device Category	Acquisition			Behavior			Conversions	
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Plan Your Visit Button Click (Goal 1) Conversion Rate	Plan Your Visit Button Click (Goal 1) Completions
	11,365 % of Total: 100.00% (11,365)	86.49% Avg for View: 86.48% (0.02%)	9,830 % of Total: 100.02% (9,830)	0.39% Avg for View: 0.39% (0.00%)	3.12 Avg for View: 3.12 (0.00%)	00:01:02 Avg for View: 00:01:02 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)
1. mobile	7,077 (62.27%)	87.08%	6,163 (62.70%)	0.38%	2.79	00:00:44	0.00%	0 (0.00%)
2. desktop	3,664 (32.24%)	85.26%	3,124 (31.70%)	0.44%	3.73	00:01:35	0.00%	0 (0.00%)
3. tablet	624 (5.49%)	87.02%	543 (5.52%)	0.16%	3.32	00:01:16	0.00%	0 (0.00%)

CAMPAIGNS

Campaign	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Plan Your Visit Button Click (Goal 1 Conversion Rate)	Plan Your Visit Button Click (Goal 1 Completions)	Plan Your Visit Button Click (Goal 1 Value)
	182 % of Total: 2.40% (7,588)	76.92% Avg for View: 47.02% (63.59%)	140 % of Total: 3.92% (3,568)	0.55% Avg for View: 65.84% (-99.17%)	3.43 Avg for View: 1.76 (94.79%)	00:01:05 Avg for View: 00:00:21 (208.77%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. AAA Winter 2020 Campaign	117 (64.29%)	90.60%	106 (75.71%)	0.85%	3.63	00:01:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. ITI Storytelling Winter 2021 ATV	18 (9.89%)	33.33%	6 (4.29%)	0.00%	4.22	00:01:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. winter2021	9 (4.95%)	100.00%	9 (6.43%)	0.00%	2.00	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. ITI Storytelling Winter 2021 Anglers	8 (4.40%)	37.50%	3 (2.14%)	0.00%	3.25	00:03:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. ITI Storytelling Winter 2021 Kegs	8 (4.40%)	50.00%	4 (2.86%)	0.00%	2.50	00:00:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. ITI Storytelling Winter 2021 Nature	6 (3.30%)	33.33%	2 (1.43%)	0.00%	3.67	00:00:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. ITI Storytelling Winter 2021 Hike	5 (2.75%)	60.00%	3 (2.14%)	0.00%	2.80	00:00:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. dmflac	4 (2.20%)	50.00%	2 (1.43%)	0.00%	2.00	<00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. VMC-FLVF	4 (2.20%)	100.00%	4 (2.86%)	0.00%	2.50	00:00:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Adventure Coast FL (DM-FLAC) COVID SEM	3 (1.65%)	33.33%	1 (0.71%)	0.00%	2.00	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)

American Road Mag

Primary Dimension: Source / Medium Other

Source / Medium	Acquisition			Behavior			Conversions	
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Plan Your Visit Button Click (Goal 1 Conversion Rate)	
	7 % of Total: 0.06% (9,306)	100.00% Avg for View: 90.31% (10.48%)	7 % of Total: 0.06% (8,423)	0.00% Avg for View: 0.33% (-100.00%)	3.71 Avg for View: 2.95 (26.04%)	00:00:21 Avg for View: 00:00:57 (-64.00%)	0.00% Avg for View: 0.82% (-100.00%)	
1. AmericanRoadMagazine / DownloadableItinerary	7(100.00%)	100.00%	7(100.00%)	0.00%	3.71	00:00:21	0.00%	

(compared to January 2020)

