



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: March 8, 2021

Attached are your agenda and back up materials for the TDC Meeting scheduled for **2:00 pm on Thursday, March 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

March 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**

- Media Plan for remainder of fiscal year 2021-*Action Item*
- Discussion of TDC meeting schedule

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.”

February 11, 2021 – MINUTES OF MEETING

The Hernando County Tourist Development Council conducted their meeting on Thursday, February 11, 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
Yann Milcendeau
Catherine Reeves
Therese White

STAFF:

Tammy Heon, Tourism Development Manager
Valerie Pianta, Director of Economic Development
Jeff Rogers, County Administrator
Michelle Rose, Administrative Assistant II

EXCUSED: Roger King and Elizabeth Narverud

CALL TO ORDER: Mike Dolan called the meeting to order at 2:07 pm, on Thursday, February 11, 2021.

MINUTES of the January 14, 2021 Meeting: A copy of the minutes of the January 14, 2021, TDC Meeting was included in the meeting package.

MOTION: A motion was made by Catherine Reeves to approve the minutes of the January 14, 2021, TDC Meeting. Motion seconded by David Bailey. Motion passed; all in favor and no opposed.

FINANCE REPORT: Tammy Heon

Tammy Heon reported that January collections (December revenue) were \$88,359; a decrease of 10.2% from FY2020 which had returned \$98,444. Year-to-date (YTD) Revenues are \$351,303 an increase of .3% from FY2020 when collections were \$350,352. Tammy Heon attributed this to the post-Thanksgiving surge in COVID-19 cases and the negative attention Florida has been getting as a “hot spot.”

Expenses YTD include Personnel and Benefits at \$84,816 with an available balance of \$266,618. Operating Expenses are \$225,437. Non-Operating Expenses are \$219,663 which includes our reserves of \$219,663 leaving us an available balance of \$780,151 in our Marketing and Operations Budget. The Destination Development budget has zero expenses YTD with an available balance of \$234,291 which includes \$93,291 in Destination Development Reserves.

TOURISM MANAGER'S REPORT: Tammy Heon

Visit Florida: They received a 50-million-dollar grant as part of the COVID-19 recovery package, and Tammy Heon hopes to see affordable co-op programs develop.

AAA Digital Campaigns: The January email campaigns reached 228,111 people and had 463,375 impressions. The click through rate was 4.2%, which is well above average, making our cost per click a mere 17 cents. The January social media campaign reached 226,829 people and had 19,306 clicks with a cost per click of 14 cents.

Madden Media: The search engine marketing (SEM) did okay with an overall click through rate (CTR) of 1.92%. That is under the goal of 2.18% and lower than usual CTR with Madden Media which typically runs closer to 3%. Tammy Heon has attributed that to pulling our top key word, "Weeki Wachee," due to the park not being open. Top performing ad groups in order were: Water Adventures, Land Adventures and Visit.

American Road Magazine: We had 129 downloads of the itinerary pdf we had published on their website as part of the campaign. We received 358 leads, including emails. The cost of the campaign was \$1507 for a package valued at more than \$3000. We will renew the campaign for Spring.

ITI Digital Campaign: We held the start of the ITI campaigns until after the Virtual Visitors Center was launched and there is no report available yet.

Latest Impacts of COVID-19 on Travel: From the Wall Street Journal, the most severe surge of the COVID-19 Pandemic in the U.S. has weakened significantly. Newly reported cases have dropped 56% over the past month, based on a seven-day average. Hospitalizations have declined 38% since January 6th. The seven-day average of positive COVID-19 test results dropped over the past week to 6.93%, the lowest since October 31, 2020.

Longwoods International weekly research: For the first time, optimism about the course of the pandemic outweighs pessimism.

- Consumers planning to travel within the next six months have risen to a high of 81%, an increase from 65% as of January 20th and the highest level since March of 2020. Sixty percent have actually taken some action in their planning process.
- 26% say they'll travel in the next 3-5 months and 28% will travel in six or more months. Only 19% report having no trips planned in the coming year.
- 35% are still planning on driving rather than flying.
- 27% will limit their trips to the U.S. as opposed to international travel.
- 35% report they will wait until they receive the vaccine before they travel.
- 21% will wait to travel until the majority of Americans are vaccinated.
- 16% say they will wait until their family and friends are vaccinated.
- 15% say they will wait until the majority of people in their destination of interest are vaccinated.

Expedia: According to the annual Vacation Deprivation study in 2021, Americans plan to take an extra five days of vacation in the coming year. With this new "no days left behind" mindset, Vacation Deprivation is on its way to becoming a thing of the past.

Florida News: The good news for Florida is that our overall positivity rate is down to 6.93% as of Monday, February 8th, with new cases generally under 10,000 per day and deaths declining significantly.

Trusted Advice: It is imperative that we are a trusted resource for information, and it is imperative that the website is seamless and information easy to find.

Flexibility: Travelers now want complete flexibility to cancel or reschedule a trip without paying extra fees. American Airlines, United Airlines, and Delta have responded by eliminating change fees, indicative of the industries response. Seven to ten travelers say they will look for flexibility in booking their room reservations.

Workforce Trends: TDC Members expressed concerns about their inability to hire workers. People seemingly do not want to work, and business are struggling to find employees. Tourism, service industries, manufacturing, and low-level jobs are not being filled. Discussion ensued.

John Athanason: Tammy Heon reported that she is thrilled with our new employee. He is helping to take our content to a new level with his video skills. With so many years of video shooting and editing; he is very good and very quick, which means we can do much more.

NEW BUSINESS:

Jeff Rogers, County Administrator: Jeff Rogers discussed the possibility of a joint marketing campaign with Citrus County to include four cities: Crystal River, Weeki Wachee, Brooksville, and Homosassa. Of these four cities, there are three animals of interest: mermaids, manatees, and monkeys. This could be a campaign in conjunction with Main Street Programs of Brooksville and Crystal River.

TDC MEMBERS REPORTS:

Yann Milcendeau: He reported that people are receptive to the idea of a boardwalk from Hernando Beach through the Weeki Wachee Preserve to the tower at Linda Peterson Park as Shoal Line Boulevard is unsafe to pedestrians.

Catherine Reeves: Nothing to report at this time.

David Bailey: Nothing to report at this time.

Eric Burkes: Nothing to report at this time.

Therese White: Nothing to report at this time.

Mike Dolan: Nothing to report at this time.

PUBLIC COMMENT: None submitted and nothing to report.

The meeting was adjourned at 3:47 pm.

Prepared by:
Michelle Rose



Doug Chorvat, Jr.

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

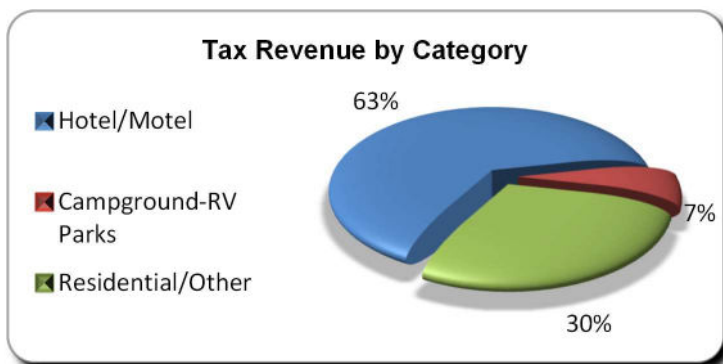
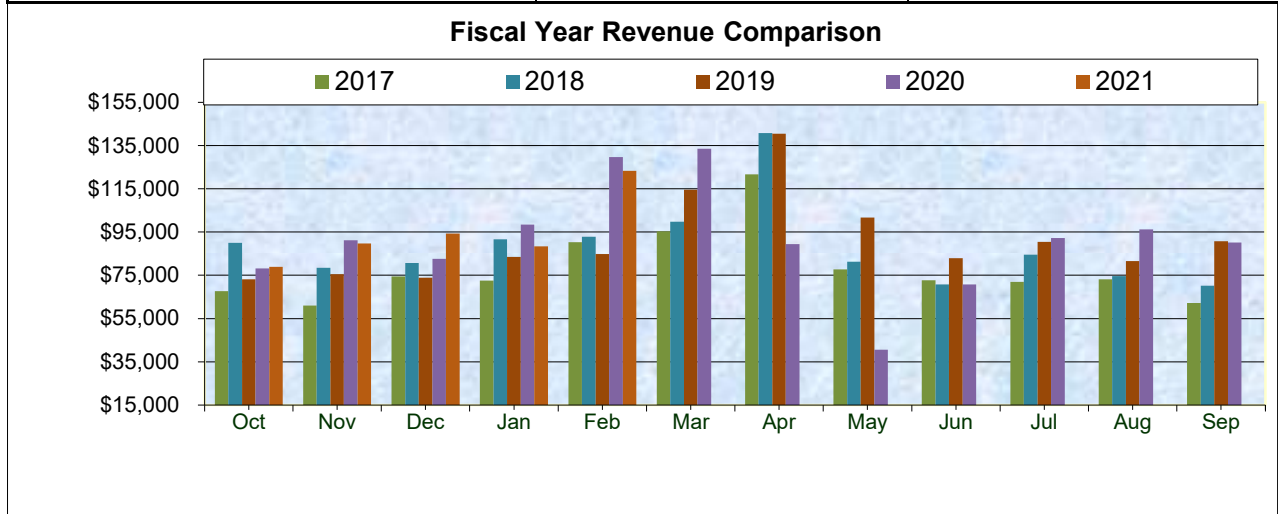
TO: Tourist Development Council (TDC) Members:
 David Bailey, City of Brooksville Catherine Reeves, The Bistro
 Beth Narverud, County Commissioner Mike Dolan
 Yann Milcendeau, Hernando Beach Motel Therese White, Motel 6
 Roger King, The Dolan House
 Eric Burkes, Richloam General Store

FROM: Department of Financial Services

SUBJECT: January 2021 Tourist Development Tax revenue (February 2021 collections)

DATE: March 9, 2021

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
January 2021 (February Collections)	\$ 98,605	\$ 129,625
January 2021 Destination Development	\$ 24,651	\$ -
Total	\$ 123,256	\$ 129,625
Year-to-Date	\$ 474,559	\$ 479,977



Reporting Period Statistics

Hotel/Motel (63%)
 \$78,170.43

Campground/RV Parks (7%)
 \$8,038.98

Residential/Other (30%)
 \$37,047.15

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

Brooksville Welcome Center - February 2021 Report						
Total Walk-Ins since opening*: 1138				*Reporting began in June 2020		
Total Walk-ins for FY 2020-2021, to date: 855				(Fiscal Year: Oct. 1, 2019 - Sept. 30, 2020)		
Total Phone Calls for FY 2020-2021, to date: 691				(Fiscal Year: Oct. 1, 2019 - Sept. 30, 2020)		
Visitors						
Monthly Visitors	Walk-in Visitors	Walk-in Residents	Total			
Feb. 2021	60	131	191			
Conversions						
Captured Visits:	Lunch	Dinner	Day Visit	Overnight	Intent to Return	Total
Totals	8	5	27	6	10	56
Interests & Comments						
Interests:	FL Mermaid Trail	Things to Do	Florida's Adventure Coast Map	Restaurants	Black History Art Show/Trail	Events
Totals	43	23	20	16	11	10
Interests:	Cycling	Weeki Wachee Springs	Wildlife	Shopping	Brooksville Main Street	Withlacoochee State Forest
Totals	10	9	8	7	7	6
Phone Calls						
Monthly Phone Calls	In-state	Out of State	Total			
Feb. 2021	73	40	113			

LEADS Report - February 2021							Total LEADS: 181
TOTALS BY STATE / COUNTRY							
Top States	FL	GA	IL-MI-NY	SC	TX-OH-MS	IN-VA-TN	
LEADS	34	12	9	8	7	6	
Country	Ontario, CANADA						
LEADS	1						

Arrival Data from LEADS (Visit Florida - Miles Media only)							
Top States with Arrival Data	FL	MI	IL	SC			
LEADS	12	9	6	5			
Top Arrival Months - All States/Regions							
Arrival Month	Jan. 2021	Feb. 2021	Mar. 2021	Apr. 2021	May 2021	June 2021	
Expected Arrivals	2	6	19	8	9	10	
Arrival Month	July 2021	Aug. 2021	Sept. 2021	Oct. 2021	Nov. 2021	Dec. 2021	
Expected Arrivals	8	2	2	11	4	2	
Arrivals By Region							
Region	In-State (Florida)	South	Northeast	Midwest	West	Other (CANADA)	
Leads with arrival dates	12	27	10	30	5	1	

States with Arrival Dates - highlighted in bold and underlined:

Northeast	CT	MA	<u>ME</u>	NH	<u>NJ</u>	<u>NY</u>
	<u>PA</u>	RI	VT			
South *not incl. FL	<u>AL</u>	AR	DC	DE	<u>GA</u>	<u>KY</u>
	<u>LA</u>	<u>MD</u>	<u>MS</u>	<u>NC</u>	<u>OK</u>	<u>SC</u>
	<u>TN</u>	<u>TX</u>	<u>VA</u>	<u>WV</u>		
Midwest	<u>IA</u>	<u>IL</u>	<u>IN</u>	<u>KS</u>	<u>MI</u>	<u>MN</u>
	MO	NE	ND	<u>OH</u>	<u>SD</u>	<u>WI</u>
West	AZ	<u>CA</u>	<u>CO</u>	<u>ID</u>	MT	NM
	<u>NV</u>	OR	UT	<u>WA</u>	WY	

State / Country	Total Leads	Visit Florida	AAA World
FL	34	34	0
GA	12	12	0
IL	9	9	0
MI	9	9	0
NY	9	9	0
SC	8	8	0
TX	7	7	0
OH	7	6	1
MS	7	7	0
IN	6	6	0
VA	6	6	0
TN	6	6	0
PA	5	5	0
WI	5	5	0
CA	4	4	0
NJ	4	2	2
NC	4	4	0
CT	3	1	2
KY	3	3	0
AL	2	2	0
MD	2	1	1
CO	2	2	0
IA	2	2	0
MN	2	2	0
MO	2	2	0
OK	2	2	0
WA	2	2	0
WV	2	2	0
LA	1	1	0
MA	1	1	0
SD	1	1	0
AK	1	1	0
AZ	1	1	0
HI	1	1	0
ID	1	1	0
KS	1	1	0
ME	1	1	0
MT	1	1	0
NM	1	1	0
NV	1	1	0
OR	1	1	0
NH	0	0	0
VT	0	0	0
AR	0	0	0
DC	0	0	0
DE	0	0	0
ND	0	0	0
NE	0	0	0
PR	1	1	0
RI	0	0	0
UT	0	0	0
WY	0	0	0
CANADA	1	1	0
TOTAL	181	175	6

FY 2020-2021
Lead Source Report

Fiscal Year October 2020 - September 2021: Lead Source Report													
Total Leads for Florida's Adventure Coast (excl. Weeki Wachee):							557	Total Click-throughs to the Florida's Adventure Coast Website:					N/A
Total New Emails for Florida's Adventure Coast:							223						
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	175								536
Emails	48	45	30	13	68								204
Weeki Wachee Springs State Park - 2020-2021 VISIT FLORIDA MAGAZINE - (Miles Media) / (Yearly)													
Leads	135	130	95	43	186								589
NJoy Spirits Distillery - 2020-2021 VISIT FLORIDA MAGAZINE - (Miles Media) / (Yearly)													
Leads	104	129	95	43	170								541
AAA World													
Primary	1	1	2	11	6								21
Emails	1	1	2	10	5								19

Visitor Information Center - Distributions for February 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	FL Mermaid Trail Kids Map	Chinsegut Hill Site
I-10 Welcome Center			675										
Treasures from the Heart Store											40		
Easy Street Home Décor		200									60	100	
Pearl Porch Boutique		100									35		
Train Depot Museum											35		
Fancy Flea Market									50				
Totals:	0	300	675	0	0	0	0	0	50	0	170	100	0

Media Plan
April-Sept 2021

Media/Publication	Program	Distribution	Reach	April	May	June	July	August	September	Cost	Campaign Timelines
American Road Magazine	1/3 pg. Print Ad-Spring, Downloadable Itinerary, Downloadable Deals, Social Media Posts, Leads	Publication, website, social media		X	X	X	X	X	X	\$3,000.00	2 quarterly campaigns
Florida Sport Fishing	Digimag, video, 2 Email Blasts	website, email	800K/100K emails		X	X	X	X		\$5,594.00	2 bi-monthly campaigns
ROVA	1/2 pg. Print Ad, Sponsored Blog Post	Retail Pub, website	50,000 Print, plus website			X	X			\$3,000.00	one bi-monthly campaign
AAA World	Sponsored eMail Content Ad & 1 sponsored banner ads	MD, NJ, OH, DE, IN, KS, KY, PA, OK, SD, VA, DC, CT and WV	300,000 Emails plus 1website	X	X	X			X	\$12,000.00	4 monthly campaigns
AAA Living	Sponsored Content: Custom Created Article Paid Facebook Post eNewsletter Advertising Sponsored Story Banner Ads Digital Dashboard	South = FL, GA, TN. North = IL, IN, MI, IA, MN, NE, ND, & WI.	Same as fall/winter campaign-great results!	X	X	X	X			\$23,500.00	1 4-month campaign
Your AAA	2 Email Text ads & 1 Article Sponsorship (2 website banner ads on story page)	NY, NJ, MA, CT	1,100,000 ENLs & 2 web banners	X	X					\$6,000.00	2 monthly campaigns
AAA NC/SC	ENL Banner Ad	NC, SC	650,000 Emails	X	X				X	\$9,000.00	3 monthly campaigns
ITI Content Marketing Campaign	Theme specific landing pages, Six articles with GPS-enable itineraries, 2 UGC libraries; 6 Google Ad campaigns based on travel article topic, 6 FB/Instagram ads, two email campaigns	Vacations2Discover, email database, Geo-targeted Google & SM ads	60K email subscribers Vacations2Discover.com	X	X	X	X	X	X	\$18,000.00	1 6-month campaign
Madden Media	VF Retargeting	VF website traffic	Est impressions 571K		X	X				\$7,500.00	2 monthly campaigns
TBD	SEM	SEARCH		X	X	X	X	X	X	\$9,000.00	6 monthly campaigns
Undiscovered Florida	1/2pg Ad/Digital Mag/Leads	Sithsonian/VF Welcome Centers, Recommend (trade)/ website	320,000 copies/2M impressins		X	X	X	X	X	\$10,000.00	Annual campaign
Total Investment										\$106,594.00	

Website Analytics Summary – February, 2021

OVERVIEW

Traffic & Pageviews

Sessions	Users	Pageviews	Pages/Session/Duration	%New Sessions
27,534	20,571	71,315	2.59 :46	73.89

GEOGRAPHY

Top States

Region ?	Acquisition			Behavior
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?
	22,727 % of Total: 78.06% (29,116)	76.69% Avg for View: 74.24% (3.30%)	17,430 % of Total: 80.63% (21,617)	2.65% Avg for View: 9.15% (-71.04%)
1. Florida	9,771 (42.99%)	79.06%	7,725 (44.32%)	1.13%
2. Georgia	2,157 (9.49%)	71.58%	1,544 (8.86%)	3.89%
3. Ohio	1,556 (6.85%)	68.77%	1,070 (6.14%)	2.83%
4. California	1,192 (5.24%)	75.59%	901 (5.17%)	3.78%
5. Tennessee	1,048 (4.61%)	72.23%	757 (4.34%)	3.63%
6. Texas	740 (3.26%)	76.49%	566 (3.25%)	4.59%
7. Mississippi	467 (2.05%)	70.45%	329 (1.89%)	2.14%
8. New York	435 (1.91%)	77.24%	336 (1.93%)	3.91%
9. North Carolina	380 (1.67%)	76.58%	291 (1.67%)	1.05%
10. Pennsylvania	338 (1.49%)	76.92%	260 (1.49%)	7.40%

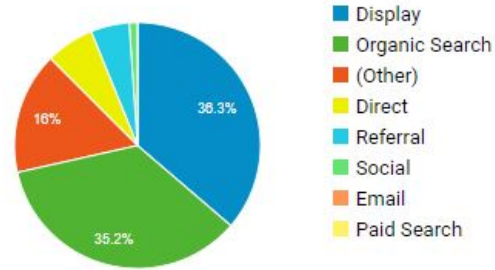
Top Cities

City ?	Acquisition			Behavior
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?
	9,771 % of Total: 33.56% (29,116)	79.06% Avg for View: 74.24% (6.49%)	7,725 % of Total: 35.74% (21,617)	1.13% Avg for View: 9.15% (-87.69%)
1. Spring Hill	1,441 (14.75%)	76.68%	1,105 (14.30%)	0.28%
2. Orlando	983 (10.06%)	81.59%	802 (10.38%)	1.53%
3. Miami	744 (7.61%)	79.17%	589 (7.62%)	1.34%
4. Tampa	734 (7.51%)	81.74%	600 (7.77%)	0.82%
5. Jacksonville	269 (2.75%)	82.90%	223 (2.89%)	1.12%
6. Brooksville	199 (2.04%)	23.12%	46 (0.60%)	0.00%
7. (not set)	179 (1.83%)	83.80%	150 (1.94%)	1.68%
8. St. Petersburg	112 (1.15%)	91.96%	103 (1.33%)	0.00%
9. The Villages	94 (0.96%)	81.91%	77 (1.00%)	1.06%
10. Ocala	88 (0.90%)	81.82%	72 (0.93%)	1.14%

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
	27,534	73.89%	20,346	0.56%	2.59	00:00:46	0.00%	0	\$0.00
1 Display	9,903			3.55%			0.00%		
2 Organic Search	9,680			17.01%			0.00%		
3 (Other)	4,400			3.83%			0.00%		
4 Direct	1,748			3.03%			0.00%		
5 Referral	1,394			22.88%			0.00%		
6 Social	250			0.34%			0.00%		
7 Email	3			0.00%			0.00%		
8 Paid Search	3			0.00%			0.00%		

Top Channels



Social Media Traffic

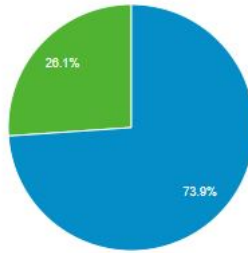
Social Network	Sessions	% Sessions
1. Facebook	246	83.39%
2. Pinterest	43	14.58%
3. Twitter	3	1.02%
4. Weebly	3	1.02%

Top Referrers

Campaign ?	Acquisition			Behavior	
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?
	14,406 % of Total: 52.32% (27,534)	67.96% Avg for View: 73.89% (-8.02%)	9,791 % of Total: 48.12% (20,346)	3.64% Avg for View: 9.56% (-61.95%)	2.50 Avg for View: 2.59 (-3.58%)
1. Adventure Coast FL (DM-FLFAC) Display PR	5,942 (41.25%)	68.85%	4,091 (41.78%)	3.37%	2.39
2. Adventure Coast FL (DM-FLFAC) Display RM	3,938 (27.34%)	66.35%	2,613 (26.69%)	3.89%	2.39
3. ITI Storytelling Winter 2021 Nature	1,473 (10.22%)	67.82%	999 (10.20%)	3.73%	2.77
4. ITI Storytelling Winter 2021 ATV	1,299 (9.02%)	63.51%	825 (8.43%)	4.08%	2.74
5. ITI Storytelling Winter 2021 Anglers	805 (5.59%)	64.60%	520 (5.31%)	3.23%	2.53
6. ITI Storytelling Winter 2021 Hike	411 (2.85%)	67.88%	279 (2.85%)	6.57%	2.38
7. AAA Winter 2020 Campaign	284 (1.97%)	95.07%	270 (2.76%)	0.70%	3.92
8. Adventure Coast FL (DM-FLFAC) Trueview for Action	113 (0.78%)	75.22%	85 (0.87%)	1.77%	2.34
9. ITI Storytelling Winter 2021 Kegs	55 (0.38%)	67.27%	37 (0.38%)	0.00%	2.42
10. VMC-FLVF	27 (0.19%)	100.00%	27 (0.28%)	7.41%	2.41

Behavior New vs Returning

■ New Visitor ■ Returning Visitor



Top Pages Visited Page Title

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?
	71,315 <small>% of Total: 100.00% (71,315)</small>	31,141 <small>% of Total: 100.00% (31,141)</small>	00:00:29 <small>Avg for View: 00:00:29 (0.00%)</small>	27,534 <small>% of Total: 100.00% (27,534)</small>	9.56% <small>Avg for View: 9.56% (0.00%)</small>
1. /	27,922 (39.15%)	11,694 (37.55%)	00:00:27	11,489 (41.73%)	3.20%
2. /natures-place-to-play-beckons-you-to-an-unforgettable-vacation/	3,904 (5.47%)	1,474 (4.73%)	00:00:32	1,470 (5.34%)	3.74%
3. /meet-the-amazing-anhinga/	2,637 (3.70%)	1,238 (3.98%)	00:00:17	1,236 (4.49%)	0.65%
4. /trafficbot.life	2,031 (2.85%)	2,026 (6.51%)	00:00:00	2,026 (7.36%)	99.75%
5. /an-anglers-guide-to-best-fishing-on-floridas-adventure-coast/	1,974 (2.77%)	802 (2.58%)	00:00:25	802 (2.91%)	3.24%
6. /biking-cycling-hernando/	1,877 (2.63%)	785 (2.52%)	00:00:42	785 (2.85%)	2.93%
7. /events/	1,741 (2.44%)	715 (2.30%)	00:00:34	544 (1.98%)	0.92%
8. /off-road-thrills-on-floridas-adventure-coast/	1,477 (2.07%)	616 (1.98%)	00:00:39	615 (2.23%)	4.88%
9. /camp-a-wyle-lake-resort/	1,323 (1.86%)	483 (1.55%)	00:00:33	482 (1.75%)	0.00%
10. /have-you-seen-a-bald-eagle-today/	1,154 (1.62%)	549 (1.76%)	00:00:16	549 (1.99%)	0.36%

Landing Page

Landing Page ?	Acquisition			Behavior
	Sessions ?	% New Sessions ?	New Users ?	Bounce Rate ?
	27,534 <small>% of Total: 100.00% (27,534)</small>	73.91% <small>Avg for View: 73.89% (0.02%)</small>	20,350 <small>% of Total: 100.02% (20,346)</small>	9.56% <small>Avg for View: 9.56% (0.00%)</small>
1. /	11,489 (41.73%)	69.44%	7,978 (39.20%)	3.20%
2. /trafficbot.life	2,026 (7.36%)	53.31%	1,080 (5.31%)	99.75%
3. /natures-place-to-play-beckons-you-to-an-unforgettable-vacation/	1,470 (5.34%)	67.96%	999 (4.91%)	3.74%
4. /meet-the-amazing-anhinga/	1,236 (4.49%)	89.40%	1,105 (5.43%)	0.65%
5. /an-anglers-guide-to-best-fishing-on-floridas-adventure-coast/	802 (2.91%)	64.84%	520 (2.56%)	3.24%
6. /biking-cycling-hernando/	785 (2.85%)	64.59%	507 (2.49%)	2.93%
7. /off-road-thrills-on-floridas-adventure-coast/	615 (2.23%)	66.83%	411 (2.02%)	4.88%
8. /have-you-seen-a-bald-eagle-today/	549 (1.99%)	92.71%	509 (2.50%)	0.36%
9. /events/	544 (1.98%)	76.65%	417 (2.05%)	0.92%
10. /camp-a-wyle-lake-resort/	482 (1.75%)	88.17%	425 (2.09%)	0.00%

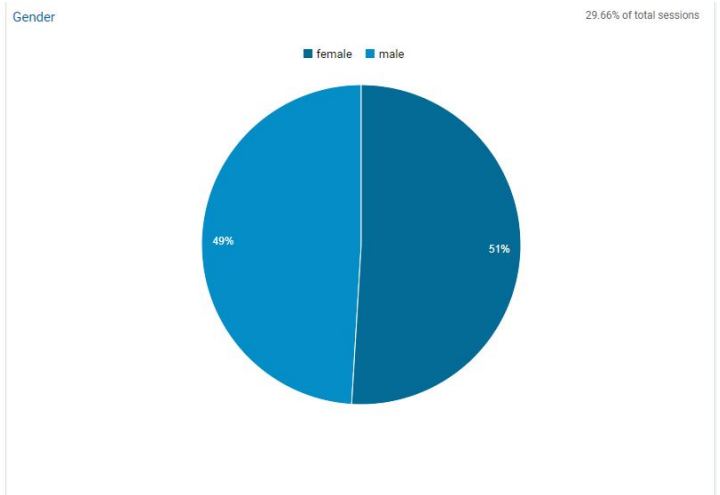
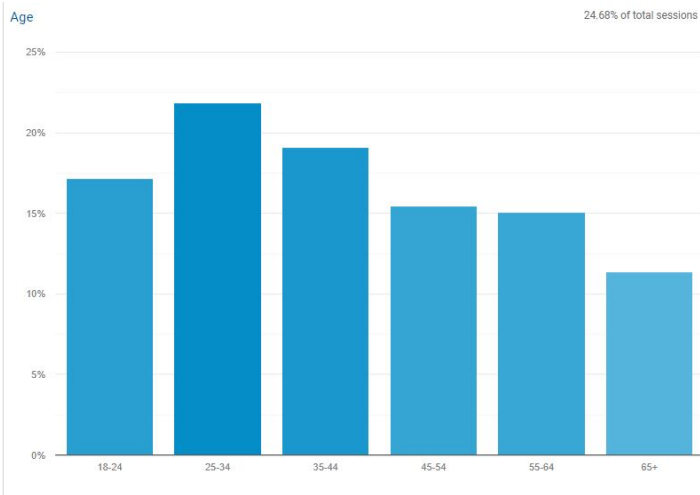
Exit Page

Page	Exits	Pageviews
	27,534 % of Total: 100.00% (27,534)	71,315 % of Total: 100.00% (71,315)
1. /	11,268 (40.92%)	27,922 (39.15%)
2. /trafficbot.life	2,026 (7.36%)	2,031 (2.85%)
3. /natures-place-to-play-beckons-you-to-an-unforgettable-vacation/	1,444 (5.24%)	3,904 (5.47%)
4. /meet-the-amazing-anhinga/	1,228 (4.46%)	2,637 (3.70%)
5. /an-anglers-guide-to-best-fishing-on-floridas-adventure-coast/	787 (2.86%)	1,974 (2.77%)
6. /biking-cycling-herando/	742 (2.69%)	1,877 (2.63%)
7. /off-road-thrills-on-floridas-adventure-coast/	603 (2.19%)	1,477 (2.07%)
8. /have-you-seen-a-bald-eagle-today/	544 (1.98%)	1,154 (1.62%)
9. /events/	494 (1.79%)	1,741 (2.44%)
10. /alfred-mckethan-pine-island-park/	421 (1.53%)	1,033 (1.45%)

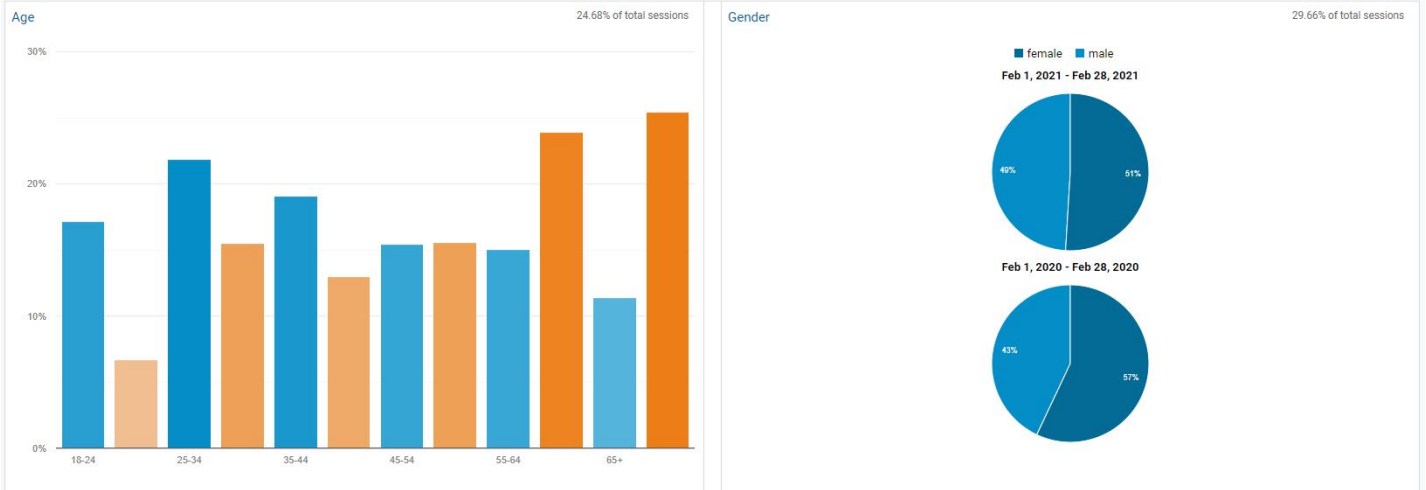
Content Drilldown

Page path level 1	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate
	71,315 % of Total: 100.00% (71,315)	31,141 % of Total: 100.00% (31,141)	00:00:29 Avg for View: 00:00:29 (0.00%)	9.56% Avg for View: 9.56% (0.00%)
1. /	27,922 (39.15%)	11,694 (37.55%)	00:00:27	3.20%
2. /category/	5,038 (7.06%)	1,989 (6.39%)	00:00:31	2.59%
3. /natures-place-to-play-beckons-you-to-an-unforgettable-vacation/	3,904 (5.47%)	1,474 (4.73%)	00:00:32	3.74%
4. /meet-the-amazing-anhinga/	2,740 (3.84%)	1,288 (4.14%)	00:00:17	0.70%
5. /trafficbot.life	2,031 (2.85%)	2,026 (6.51%)	00:00:00	99.75%
6. /an-anglers-guide-to-best-fishing-on-floridas-adventure-coast/	1,974 (2.77%)	802 (2.58%)	00:00:25	3.24%
7. /biking-cycling-herando/	1,877 (2.63%)	785 (2.52%)	00:00:42	2.93%
8. /events/	1,789 (2.51%)	738 (2.37%)	00:00:34	0.88%
9. /off-road-thrills-on-floridas-adventure-coast/	1,477 (2.07%)	616 (1.98%)	00:00:39	4.88%
10. /camp-a-wyle-lake-resort/	1,323 (1.86%)	483 (1.55%)	00:00:33	0.00%

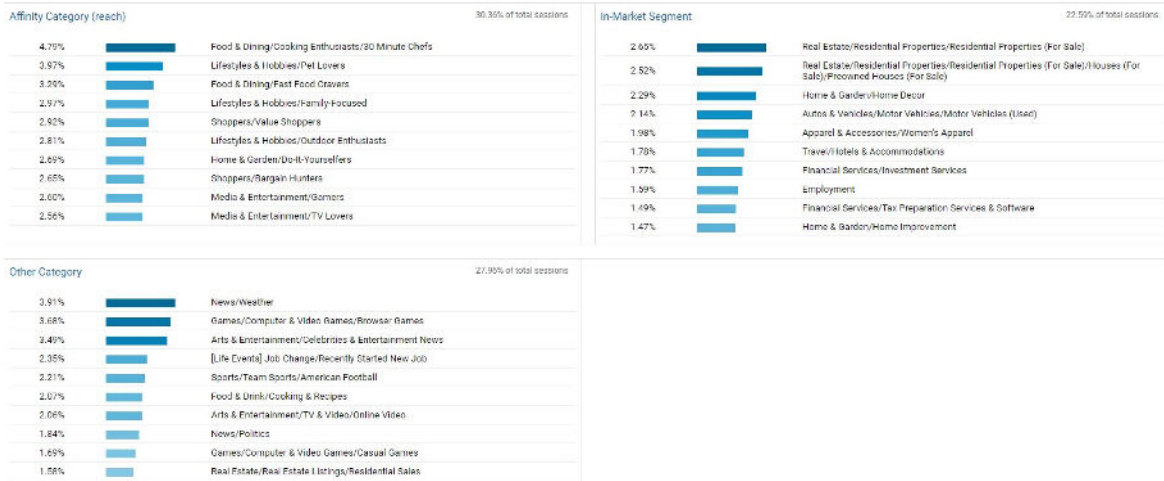
Demographics



2020 Comparison



Interests



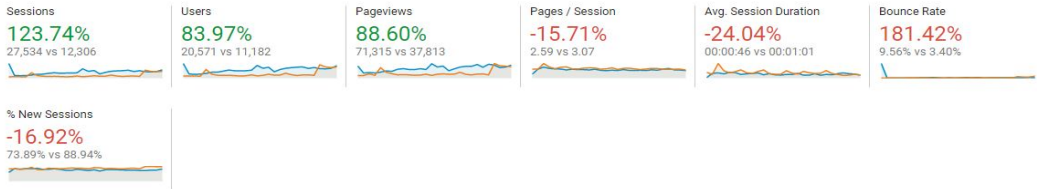
Technology

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
	27,534 % of Total: 100.00% (27,534)	73.91% Avg for View: 73.89% (0.02%)	20,350 % of Total: 100.02% (20,346)	9.56% Avg for View: 9.56% (0.00%)	2.59 Avg for View: 2.59 (0.00%)	00:00:46 Avg for View: 00:00:46 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)
1. mobile	15,548 (56.47%)	74.15%	11,529 (56.65%)	7.64%	2.49	00:00:43	0.00%	0 (0.00%)
2. tablet	6,620 (24.04%)	70.91%	4,694 (23.07%)	5.03%	2.40	00:00:39	0.00%	0 (0.00%)
3. desktop	5,366 (19.49%)	76.91%	4,127 (20.28%)	20.70%	3.13	00:01:06	0.00%	0 (0.00%)

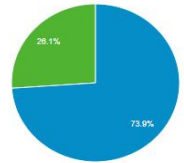
CAMPAIGNS

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) ?
	14,406 % of Total: 52.32% (27,534)	67.96% Avg for View: 73.89% (-8.02%)	9,791 % of Total: 48.12% (20,346)	3.64% Avg for View: 9.56% (-61.95%)	2.50 Avg for View: 2.59 (-3.58%)	00:00:45 Avg for View: 00:00:46 (-3.31%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Adventure Coast FL (DM-FLFAC) Display PR	5,942 (41.25%)	68.85%	4,091 (41.78%)	3.37%	2.39	00:00:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Adventure Coast FL (DM-FLFAC) Display RM	3,938 (27.34%)	66.35%	2,613 (26.69%)	3.89%	2.39	00:00:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. ITI Storytelling Winter 2021 Nature	1,473 (10.22%)	67.82%	999 (10.20%)	3.73%	2.77	00:00:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. ITI Storytelling Winter 2021 ATV	1,299 (9.02%)	63.51%	825 (8.43%)	4.08%	2.74	00:01:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. ITI Storytelling Winter 2021 Anglers	805 (5.59%)	64.60%	520 (5.31%)	3.23%	2.53	00:00:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. ITI Storytelling Winter 2021 Hike	411 (2.85%)	67.88%	279 (2.85%)	6.57%	2.38	00:00:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. AAA Winter 2020 Campaign	284 (1.97%)	95.07%	270 (2.76%)	0.70%	3.92	00:01:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Adventure Coast FL (DM-FLAC) Trueview for Action	113 (0.78%)	75.22%	85 (0.87%)	1.77%	2.34	00:00:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. ITI Storytelling Winter 2021 Kegs	55 (0.38%)	67.27%	37 (0.38%)	0.00%	2.42	00:00:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. VMC-FLVF	27 (0.19%)	100.00%	27 (0.28%)	7.41%	2.41	00:00:05	0.00%	0 (0.00%)	\$0.00 (0.00%)

(compared to January 2020)



■ New Visitor ■ Returning Visitor
Feb 1, 2021 - Feb 28, 2021



Feb 1, 2020 - Feb 28, 2020

