



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: November 15, 2022

Attached are your agenda and back up materials for the TDC Meeting scheduled for **3:00 pm on Thursday, November 17, 2022**. This meeting will be held at the Brooksville-Tampa Bay Regional Airport Administration Office at 15800 Flight Path Dr., Brooksville, FL 34604.

If you have not already done so, please confirm your attendance at this time; via phone to 352-540-6232 or email to theon@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

Hernando County Tourist Development Council Meeting

November 17, 2022

3:00-5:00 PM

Location: Brooksville Tampa Bay Regional Airport Conference Room, 15800 Flight Path Drive, Brooksville, FL 34604

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



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

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.

3:00 **Call to Order**

3:00-3:45 **Approval of the Minutes - *Action Item***

Finance Report - Tammy Heon

Manager's Report - Tammy Heon

Consent Agenda

- Welcome Center Report
- Leads Report
- Website Analytics
- Social Media Analytics
- Key Data Analytics

3:45-3:50 **Old Business**

- Update on Destination Mermaids
- TDC Member Terms Expiring

3:50-4:30 **New Business**

- Mermaid Statue at I-75 Visit Florida Welcome Center - *Action Item*
- Review of TDC Grant Applications - *Action Item*

4:30-4:50 **Reports from the TDC Members**

Elizabeth Narverud, Hernando County Commissioner

David Bailey, City of Brooksville

Michael Dolan, FSC Business Consultants

Catherine Reeves, The Bistro

Yann Milcendeau, Hernando Beach Motel

Therese White, Motel 6

Eric Burkes, Richloam General Store

Roger King, The Dolan House

4:50-5:00 **Public Comment**

5:00 **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.”

September 22, 2022 – MINUTES OF MEETING

The Hernando County Tourist Development Council conducted their meeting on Thursday, September 22, 2022, at 3:00 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
 Roger King
 Yann Milcendeau
 Catherine Reeves
 Therese White

STAFF:

Tammy Heon, Tourism Development Manager
 Valerie Pianta, Director of Economic Development

EXCUSED: Mike Dolan, Eric Burkes, Elizabeth Narverud

CALL TO ORDER: Roger King called the meeting to order at 3:09 pm, on Thursday, September 22, 2022.

MINUTES of the November 18, 2021, Meeting: A copy of the minutes of the November 18, 2021, TDC Meeting was included in the meeting package.

MOTION: A motion was made by Yann Milcendeau to approve the minutes of the November 18, 2021, TDC Meeting. Motion seconded by David Bailey. Motion passed; all in favor and none opposed.

MINUTES of the March 24, 2022, Meeting: A copy of the minutes of the March 24, 2022, TDC Meeting was included in the meeting package.

MOTION: A motion was made by Catherine Reeves to approve the minutes of the March 24, 2022, TDC Meeting. Motion seconded by Therese White. Motion passed; all in favor and none opposed.

FINANCE REPORT: Tammy Heon

June's collections were \$136,105; a decrease of .9% over June 2021. July's collections were \$202,559; an increase of 35.4% over June 2021. August's collections were \$174,101; an increase of .6% over August 2021. Year-to-date TDT collections are \$1,856,531; an increase of 33.5% over this time last year.

YTD Expenses for Personnel and Benefits are \$280,081. Operating Expenses are \$585,898. Our Non-operating Expenses in reserves are \$663,633. Transfers to Other Funds are \$44,915. Total year to date expenses are \$910,894, with Outstanding Encumbrances of \$65,307. We have an available Balance of \$825,316.

TOURISM MANAGER'S REPORT: Tammy Heon

Strategic Plan Update: Tammy reported that HCP Associates has completed the in-person surveys for the Strategic Plan. Intercept interviews were conducted mostly at Weeki Wachee Springs State Park while people were either leaving the park or leaving the kayak venue. Visitors were also interviewed at the Hernando Beach Boat Ramp as people were coming off the water from scallop diving or fishing. Sixty-seven percent of the people interviewed were from Florida. HCP Associates have completed 50% of the intercept interviews and will complete the remaining interviews in January when the snowbirds have arrived.

OLD BUSINESS:

Destination Mermaids - The Mermaid Trail: We have completed sponsorships of 26 mermaid statues. Tammy had the mermaid statue scanned to create mini statues by a 3-D printing company. She is waiting on a quote for production of a light weight ten-inch-tall miniature version of our statue.

The unveiling is scheduled for Thursday, October 13, 2022, 10:00 AM, at Weeki Wachee Springs State Park. John Athanason has scheduled live remotes by ABC Action News and Fox News. The event will also be covered by NatureCoaster.com and AuthenticFlorida.com.

It has been suggested that the name be changed, and discussion ensued.

MOTION: A motion was made by Catherine Reeves to approve the name change to The Mermaid Tale Trail. Motion seconded by Yann Milcendeau. Motion passed; all in favor and none opposed.

NEW BUSINESS:

TDC Grant Funding: Applications are due October 14, 2022. In-person oral presentations will no longer be required of the applicants, and rankings will be on their marketing plan and application only.

TDC Member Terms Expiring: Both Yann Milcendeau, TDT Collector, and Roger King, TDT Collector, have terms expiring; however, both are eligible to serve another term. Tammy asks both to please fill out an application and resubmit. The TDC will make its recommendation to the BOCC.

Looking Forward to 2022-2023:

Industry Trends: Skift's Five Megatrends

"Uncertainty is the new Certainty," therefore we will continue practicing the digital first policy allowing the ability to change messaging quickly.

"New Booking Behaviors" are showing that travelers are booking merely three to four weeks in advance, some as little as one week in advance.

"The Ruralization of Travel" is the trend of people escaping to the great outdoors as opposed to large cities.

"Corporate Travel" is now firmly in the grip of CFOs, as large companies are reducing their travel budgets.

“The Great Upscaling of Labor” is not only paying industry jobs more; it is making people feel better about the jobs they have.

Visit Florida’s Research and Insights: Tammy noted that all of these trends are aligned with Florida’s Adventure Coast’s priorities.

Top DMAs are New York, Atlanta, Birmingham, Chicago, Philadelphia and Dallas/Ft Worth.

Lifestage Segments are based on demographics. All segments grew during 2021, however the shares of the visitor pie changed. Mature travelers, as a percent of travelers, declined. Young and free and affluent families gained back market share but not to pre-pandemic levels. Families returned in droves, drawn to the great outdoors. Non-family lifestages made up 65% of Florida’s visitors. Sixty percent of domestic visitors are under age 55.

Internationally, most travelers are from South America, Canada, Germany and the UK.

Key Opportunities for a Florida Unified Brand:

- ❖ Wellness Tourism: We all need a break
- ❖ Nature Novices: Hello to the Great Outdoors
- ❖ The Ascendancy of the Hispanic Consumer
- ❖ Florida is on the Menu

Florida’s Adventure Coast Marketing Priorities for 2022-2023: Again, Tammy noted that Florida’s Adventure Coast is well positioned to capitalize on these trends.

- ❖ We have a phenomenal website with a ton of great content and imagery, and we plan to capitalize on the volumes of content on FloridasAdventureCoast.com.
- ❖ We will be careful to bring the right customer at the right time, trying to avoid overuse and over tourism. The aim is to bring environmentally responsible visitors that will appreciate and value our assets.
- ❖ The celebration of Weeki Wachee’s 75th Anniversary will continue all year, as will the promotion of The Mermaid Tale Trail.
- ❖ We will continue marketing the great outdoors: cycling, fishing, paddling, motorcycle touring, road trips, camping, RVing, discovering the great outdoors and adventure for all ages.

Paid Media Strategies: We will maintain our digital first mindset. Paid advertising campaigns will be in our top DMAs for Florida’s Adventure Coast, particularly with Visit Florida overlap. Our campaigns will run during the peak visitation periods, and we will create dynamic landing pages by season and around our content. We will continue marketing the great outdoors while capitalizing on Visit Florida’s themes of wellness and exploring the great outdoors. Media strategies will include utilizing inclusive content particularly Hispanic imagery as we create new videos or take new photographs.

Earned Media Strategies:

- ❖ We will continue to work with Visit Florida. Every month they send out a “News to Use” newsletter, requesting information on the stories they will be pitching in the coming months.
- ❖ John Athanason has had tremendous success with local TV, and he is working hard on national TV.
- ❖ We will continue to look for the right social media influencers for Florida’s Adventure Coast.

Social Media and Promotions:

- ❖ We are utilizing our media calendar to integrate our social media posts so that we have key themes synchronizing through all of our messaging.
- ❖ We will utilize video whenever possible.
- ❖ Efforts will be made to grow our TikTok and Instagram Reels.
- ❖ “Halo’s Hangouts” is successful, and John Athanason plans to highlight additional locations.
- ❖ The Mermaid Tale Trail will be a major focus.
- ❖ We will be using #Love FL and other social media tools, particularly to capitalize on these themes with Visit Florida overlap.
- ❖ Where we do not have budget, we will utilize social media posts to capitalize on Visit Florida’s marketing opportunities.

Special Projects:

- ❖ Brooksville Main Street’s Festival of Christmas Trees
- ❖ SWAMPs Croomfest, February 2023
- ❖ BikeFlorida
- ❖ Christmas Tree Lights at the courthouse.

Media Plan: We will continue to pay for SEO year-round to optimize the website for organic search, speed, keywords, meta data and keeping up with the Google algorithms. Our SEM will support the key marketing initiatives: The Great Outdoors and adventure for all ages. Storytelling will be supported with email newsletters, social media ads and key landing pages. We will use targeted media to support specific niche markets: fishing, cycling and road trips. Again, we will have a presence on BrandUSA with a focus on Canada.

Tammy Heon presented the printed Media Plan to the TDC and asked for approval of annual expenditures of \$207,570 for the fall/winter media program.

- ❖ ITI Digital will handle the majority of our search. Tammy is pleased with the work they are doing, and they are responsive to our needs. They have done a great job with the website.
- ❖ We will use Compass Media for a four-month campaign targeting Florida only.
- ❖ The Visit Florida Retargeting campaign for Summer will be run by Madden Media.
- ❖ BrandUSA will provide a Canadian campaign that will run this Fall.
- ❖ Fish Florida is a year round website that also gets support from email newsletters and social media.
- ❖ The TV show, “A Fishing Story” with Ronnie Green, has been picked up by syndication, including new markets that are key for Florida’s Adventure Coast.
- ❖ We will renew ads in The Greater Hernando Chamber of Commerce Guide and The Official Visit Florida Guide, where we continue to provide co-op dollars for attractions partners.
- ❖ We are continuing to work with the AAA Advertising Network, primarily in the digital space.
- ❖ Authentic Florida is a digital magazine supported by email newsletter.
- ❖ NatureCoaster.com is a local digital magazine highlighting The Nature Coast.
- ❖ We will continue to have a presence with American Road Magazine.
- ❖ BrandUSA co-op will give us a presence for international, with a focus on Canada.

MOTION: A motion was made by David Bailey to approve the Media Plan buy of \$207,570. Motion seconded by Yann Milcendeau. Motion passed; all in favor and none opposed.

Arrivalist: The reports provide cell phone tracking data and are believed to be the most accurate data available. We will have access to a dashboard to look at the data in a myriad of ways. This will enable us to more strategically target our marketing for the future.

MOTION: A motion was made by Therese White to approve the Arrivalist expenditure of \$25,000. Motion seconded by Catherine Reeves. Motion passed; all in favor and none opposed.

Mobile Website Optimization: We are in need of mobile website optimization. We have a responsive website; it is built to display on a phone, tablet or desktop. However, proper optimization for mobile performance is critical. The bulk of our click throughs are via mobile.

MOTION: A motion was made by David Bailey to approve the Mobile Website Optimization expenditure of \$10,000. Motion seconded by Catherine Reeves. Motion passed; all in favor and none opposed.

TDC MEMBERS REPORTS:

Therese White: She reported that Motel 6 is experiencing furniture delivery delays hindering the remodel, however the motel is doing well.

Yann Milcendeau: He reported that Hernando Beach Motel has purchased two more boats, bringing their fleet to eleven boats for rent. He reported that Hernando Beach has an estimated thirty boats for rent.

David Bailey: He reported that The City of Brooksville is having artists paint water hydrants as a beautification project, and he suggested the idea that we extend the project county wide.

Catherine Reeves: She reported that her new restaurant, The Bistro Too in Inverness, is doing well.

Roger King: He reported that The Dolan House is doing well.

PUBLIC COMMENT: None submitted and nothing to report.

The meeting adjourned at 5:00 pm.

Prepared by:

Michelle Rose

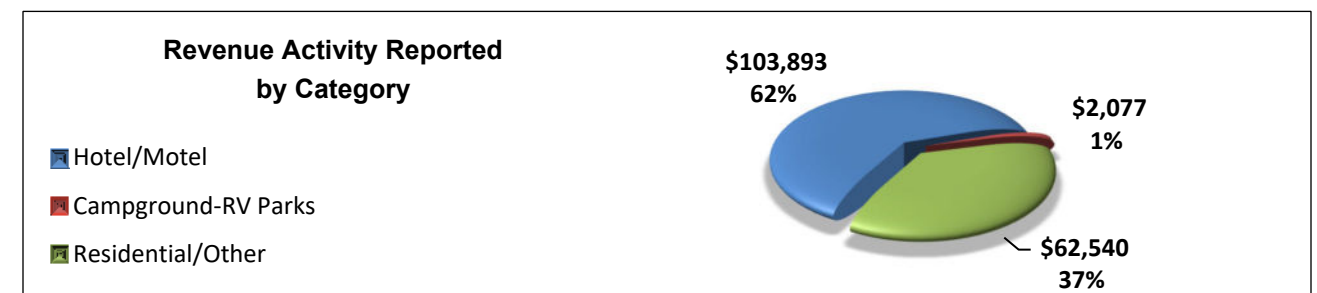
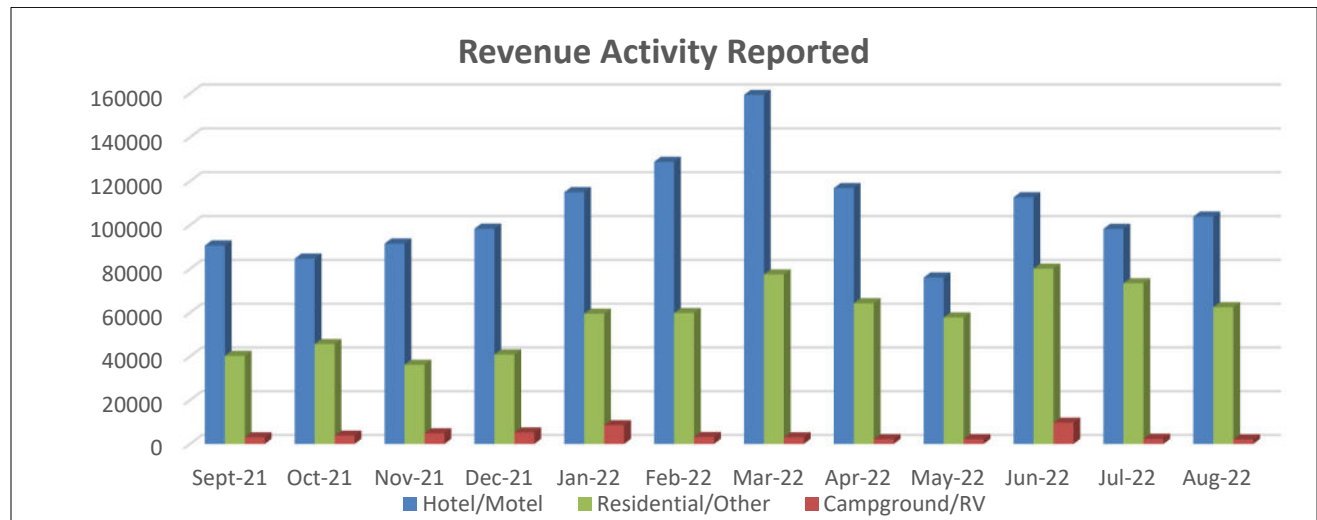
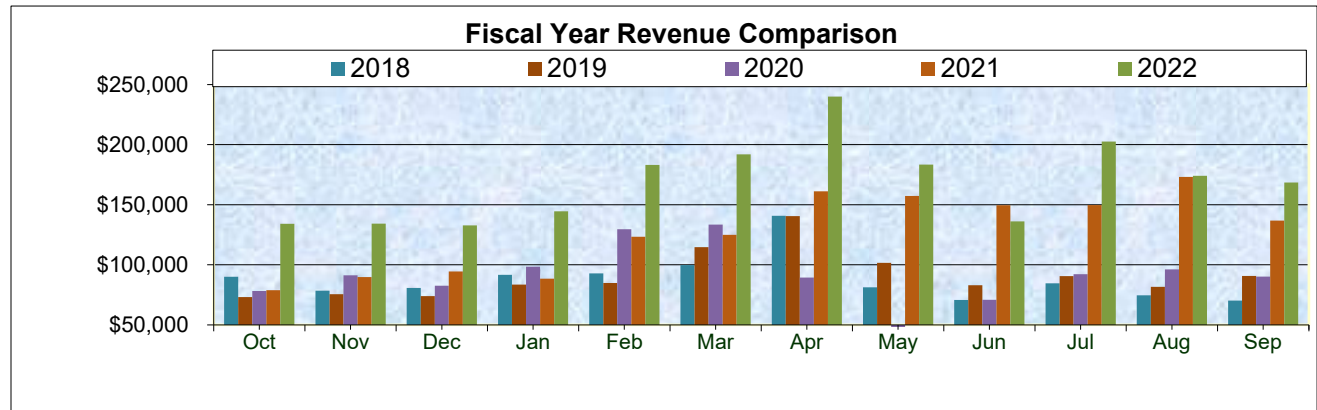


Doug Chorvat, Jr.

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

TO: Tourist Development Council (TDC) Members
FROM: Department of Financial Services
CC: Doug Chorvat, Joshua Stringfellow, Toni Brady, Tammy Heon, Shaun Kusnierczak
SUBJECT: September 2022 Tourist Development Tax Collections from August 2022 Activity
DATE: October 12th, 2022

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
Tourist Development Tax- September Collections for August Activity	\$ 134,809	\$ 109,452
Destination Development- September Collections for August Activity	\$ 33,702	\$ 27,363
Total	\$ 168,511	\$ 136,815
Year-to-Date	\$ 2,025,041	\$ 1,527,068



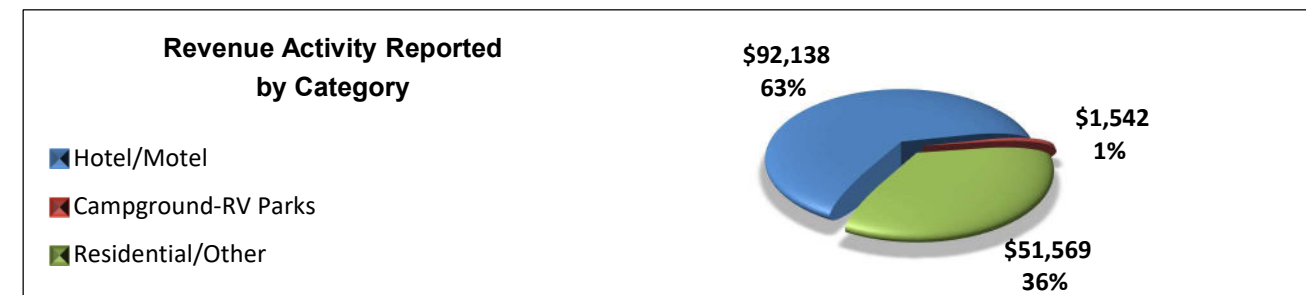
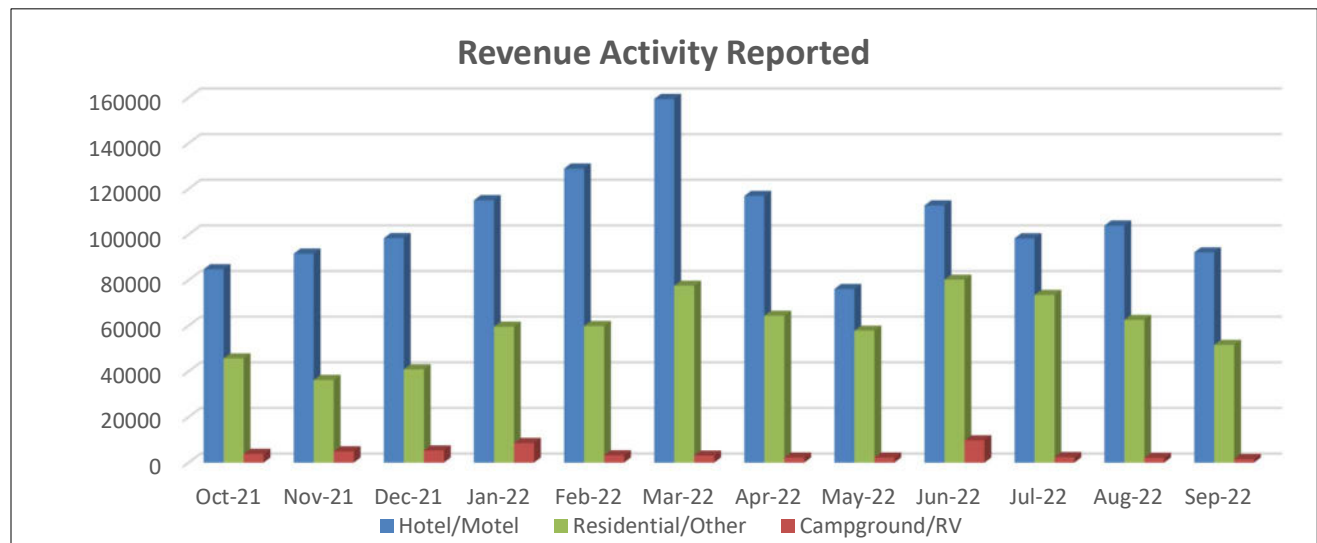
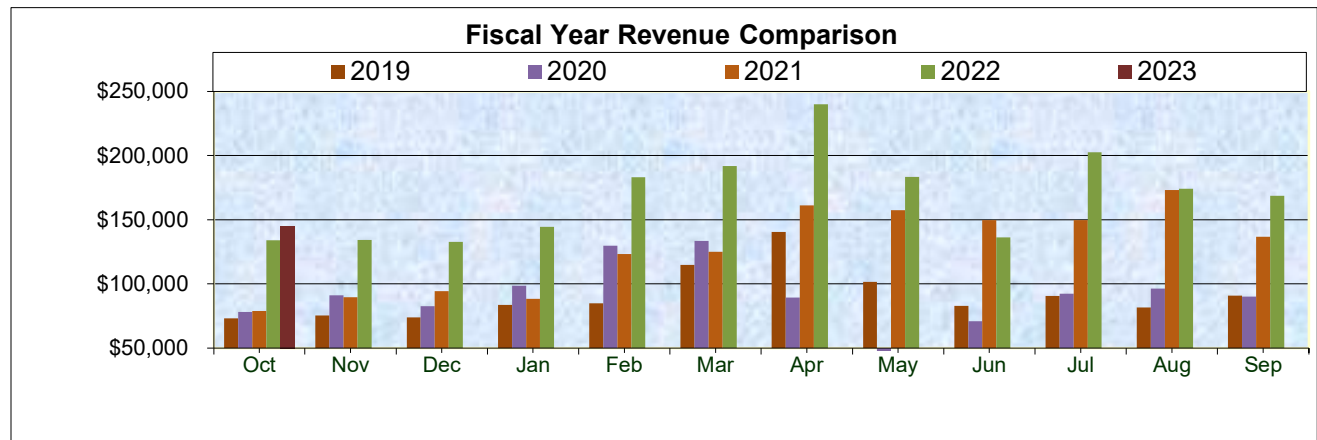


Doug Chorvat, Jr.

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

TO: Tourist Development Council (TDC) Members
FROM: Department of Financial Services
CC: Doug Chorvat, Joshua Stringfellow, Toni Brady, Tammy Heon, Shaun Kusnierczak
SUBJECT: October 2022 Tourist Development Tax Collections from September 2022 Activity
DATE: November 15th, 2022

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
Tourist Development Tax- October Collections for September Activity	\$ 116,200	\$ 107,235
Destination Development- October Collections for September Activity	\$ 29,050	\$ 26,809
Total	\$ 145,250	\$ 134,044
Year-to-Date	\$ 145,250	\$ 134,044





Travel Sentiment Study Wave 67

NOVEMBER 1, 2022

miles
PARTNERSHIP

Longwoods
INTERNATIONAL

COVID-19

TRAVEL SENTIMENT STUDY WAVE 67

Fielded October 26, 2022

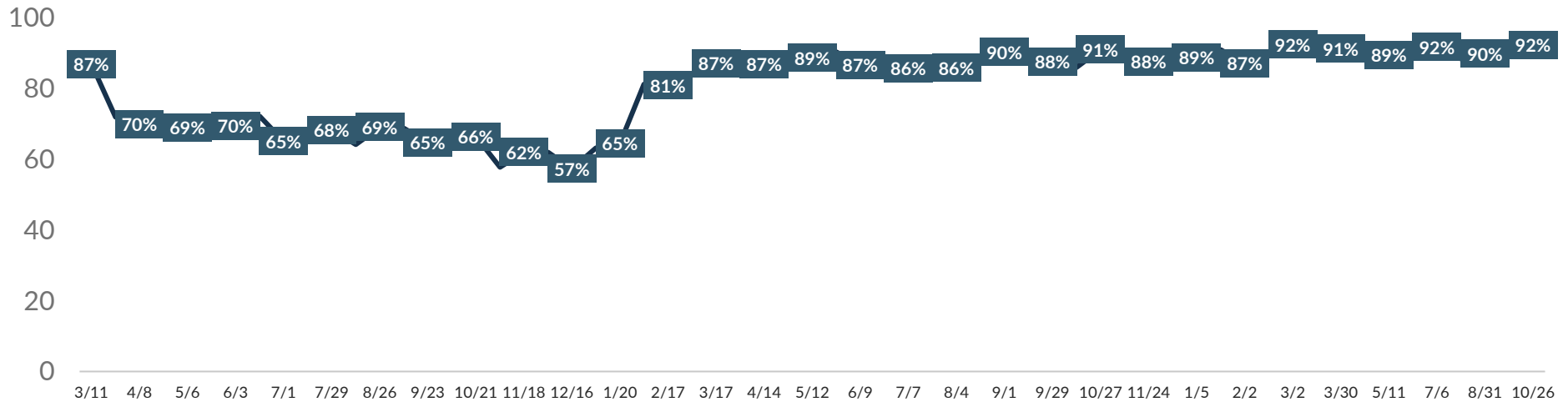
U.S. National Sample of 1,000 adults 18+

miles
PARTNERSHIP

Longwoods
INTERNATIONAL

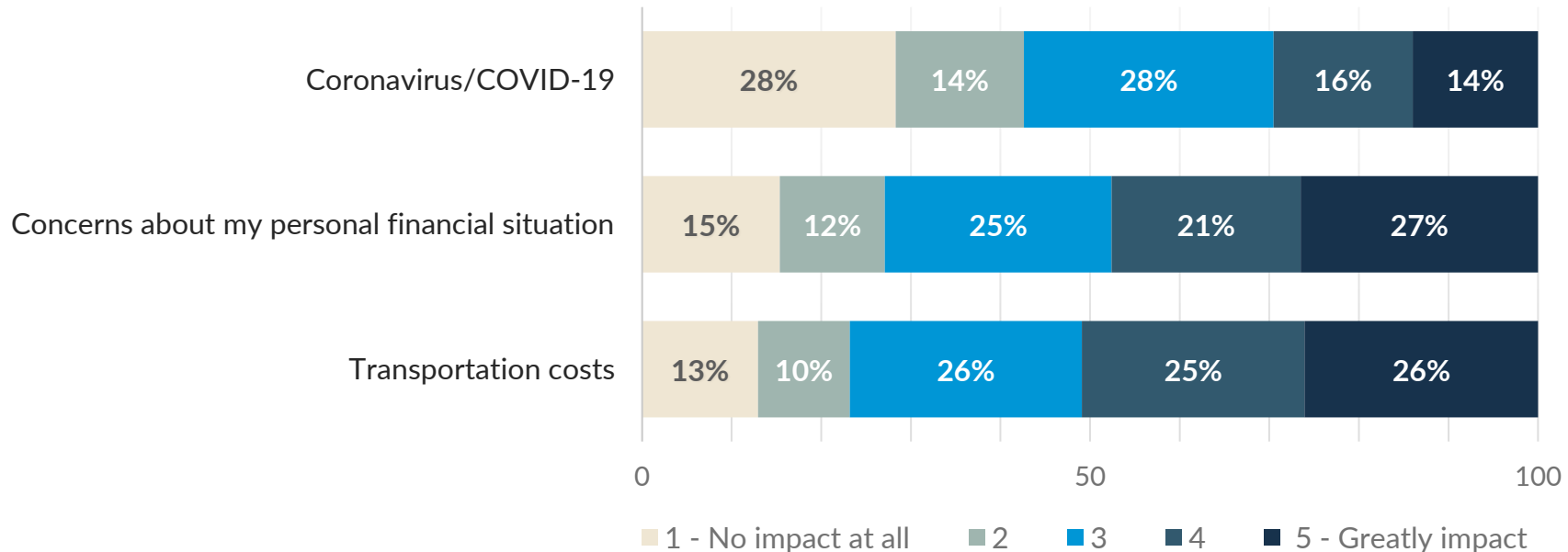
IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison



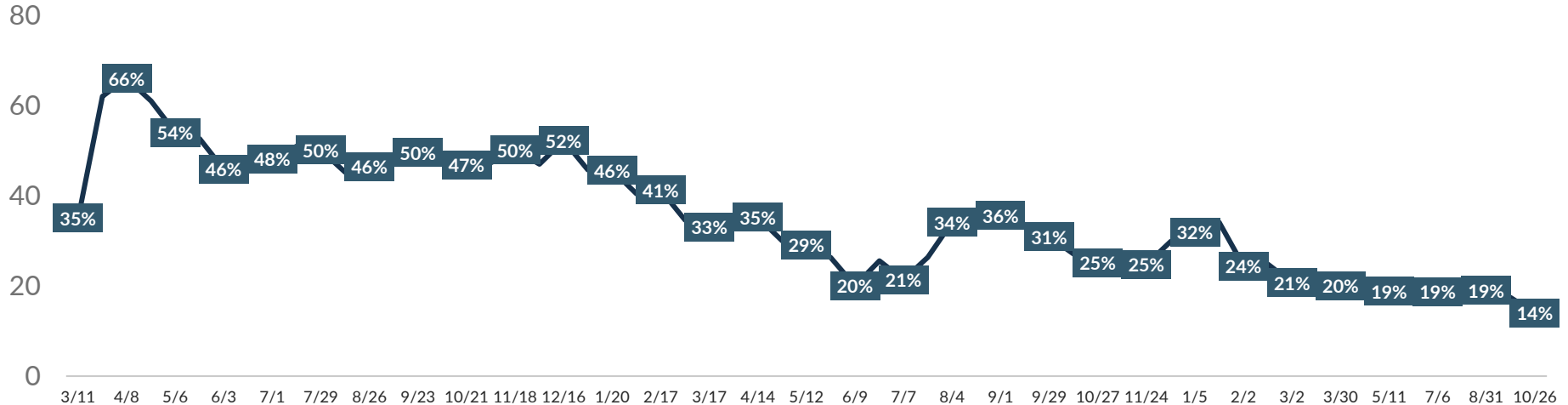
IMPACT ON TRAVEL PLANS

Factors Impacting Decisions to Travel in Next Six Months



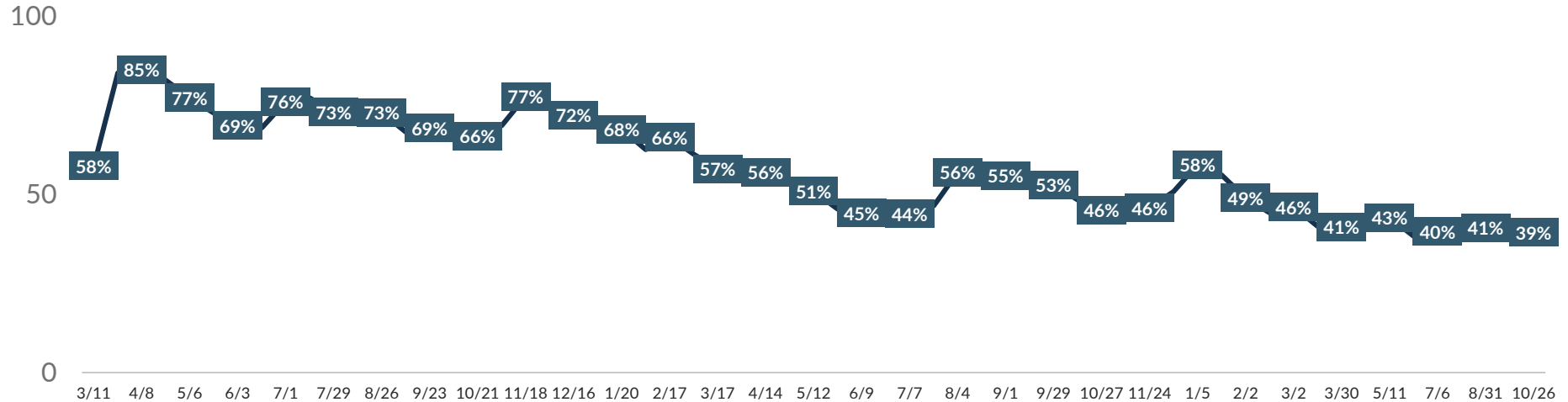
IMPACT ON TRAVEL PLANS

Indicated that Coronavirus Would Greatly Impact their Decision to Travel in the Next Six Months



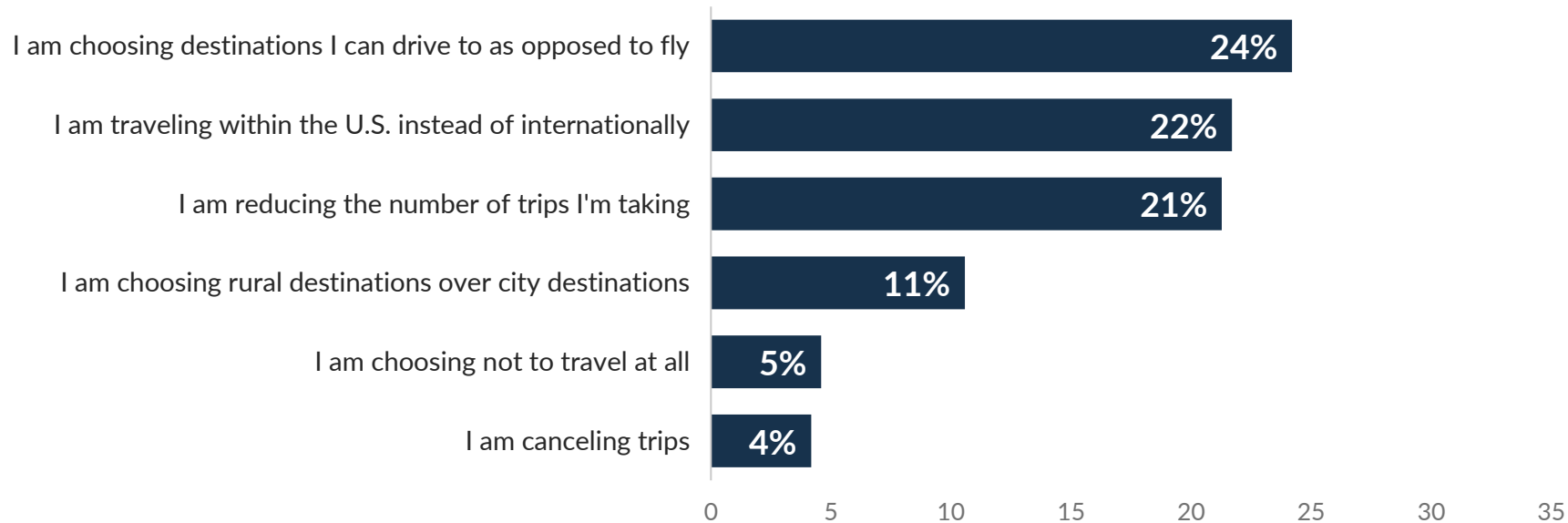
IMPACT ON TRAVEL PLANS

Travelers Planning to Change Upcoming Travel Plans Due to COVID-19 Comparison



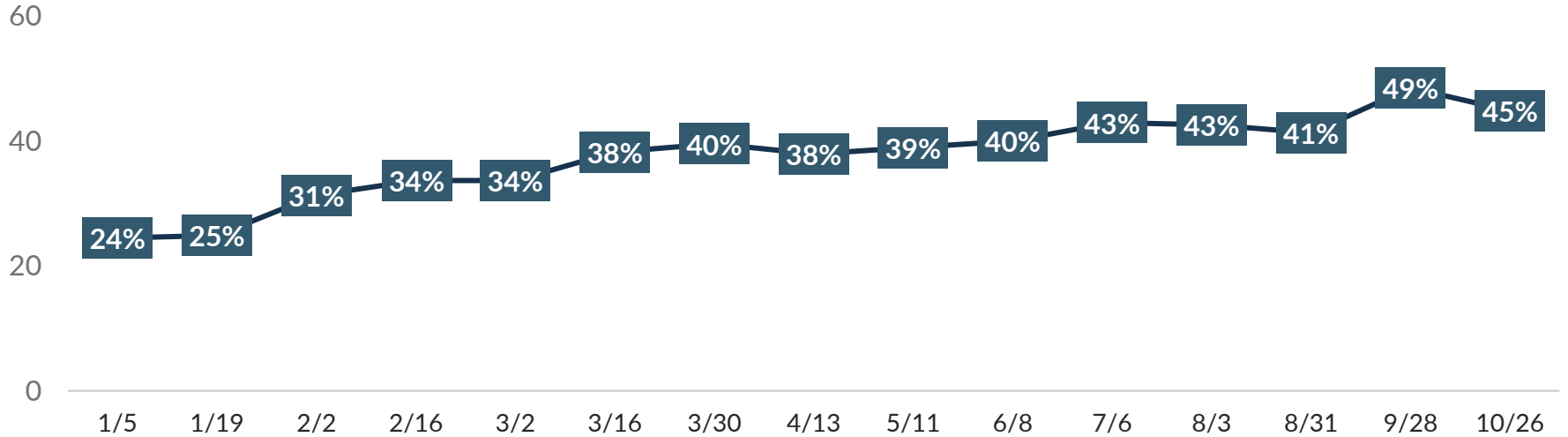
IMPACT ON TRAVEL PLANS

Influence of COVID-19 on Travel Plans in the Next Six Months



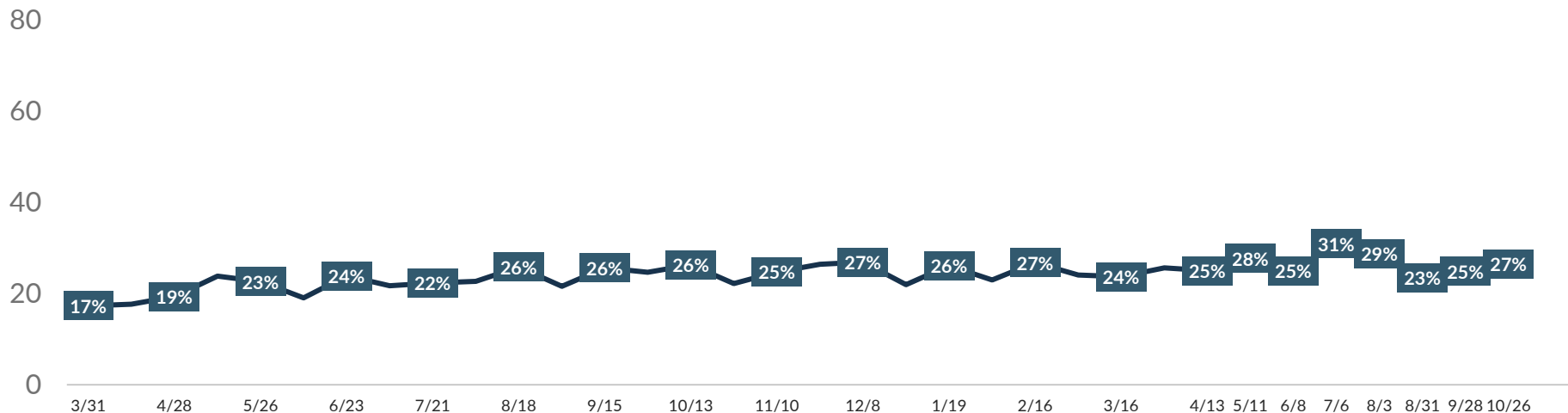
IMPACT ON TRAVEL PLANS

Influence of COVID-19 on Travel Plans in the Next Six Months COVID-19 is Not Influencing my Travel Plans



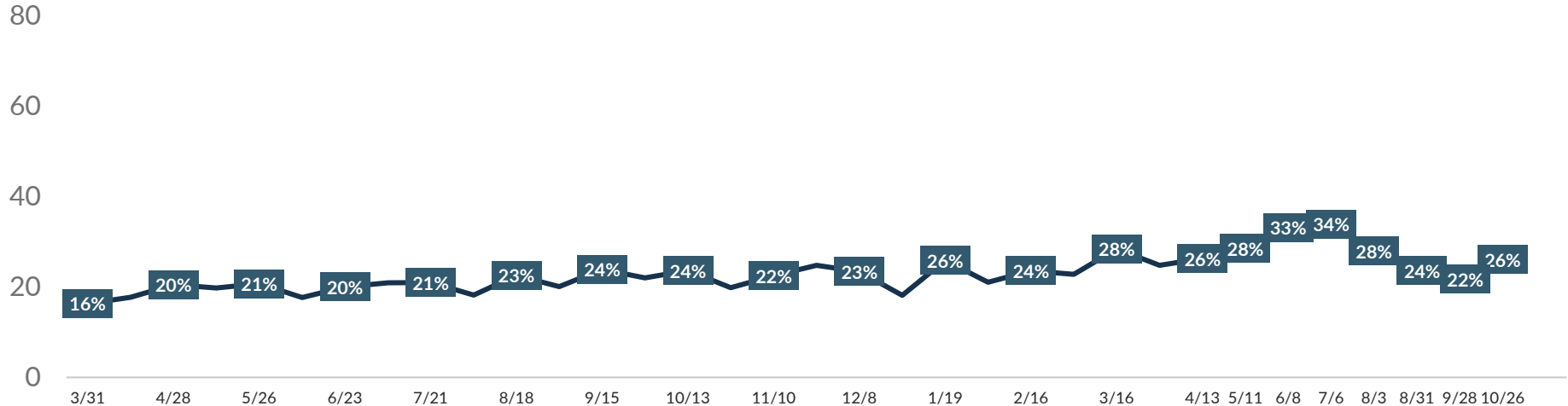
IMPACT ON TRAVEL PLANS

Indicated that Concerns About Personal Financial Situation Would Greatly Impact their Decision to Travel in the Next Six Months



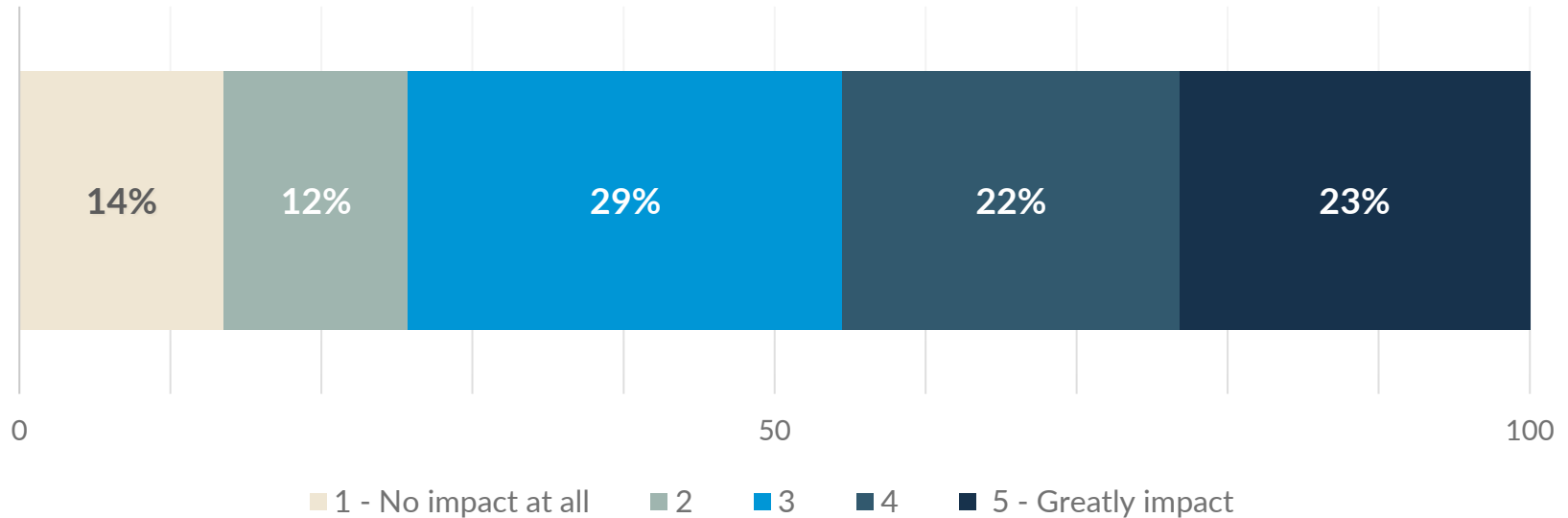
IMPACT ON TRAVEL PLANS

Indicated that Transportation Costs Would Greatly Impact their Decision to Travel in the Next Six Months



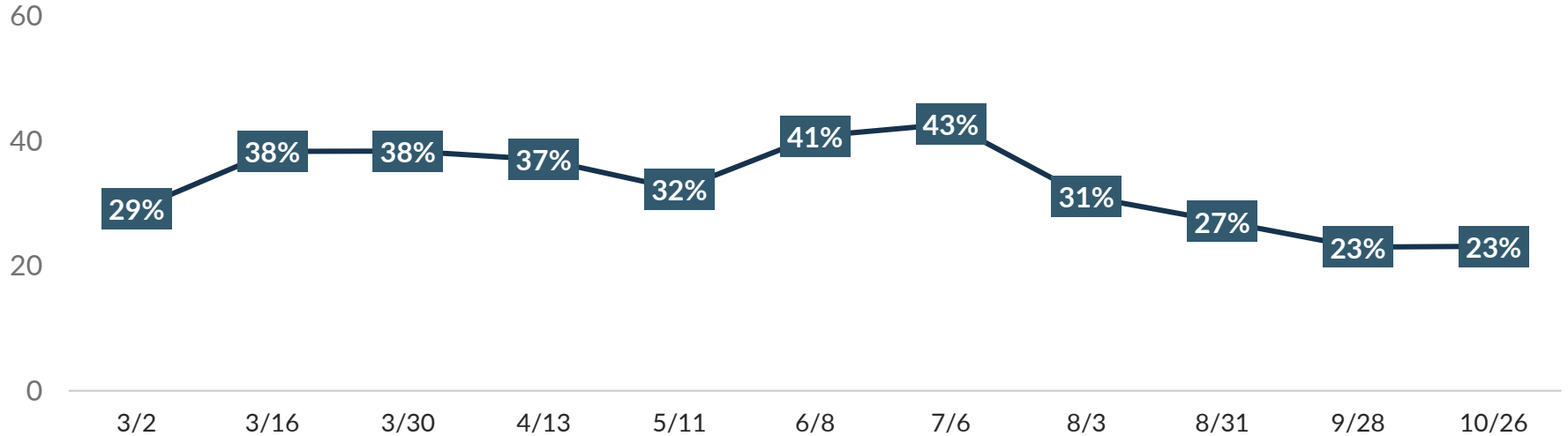
IMPACT ON TRAVEL PLANS

Impact of Gas Prices on Decisions to Travel in Next Six Months



IMPACT ON TRAVEL PLANS

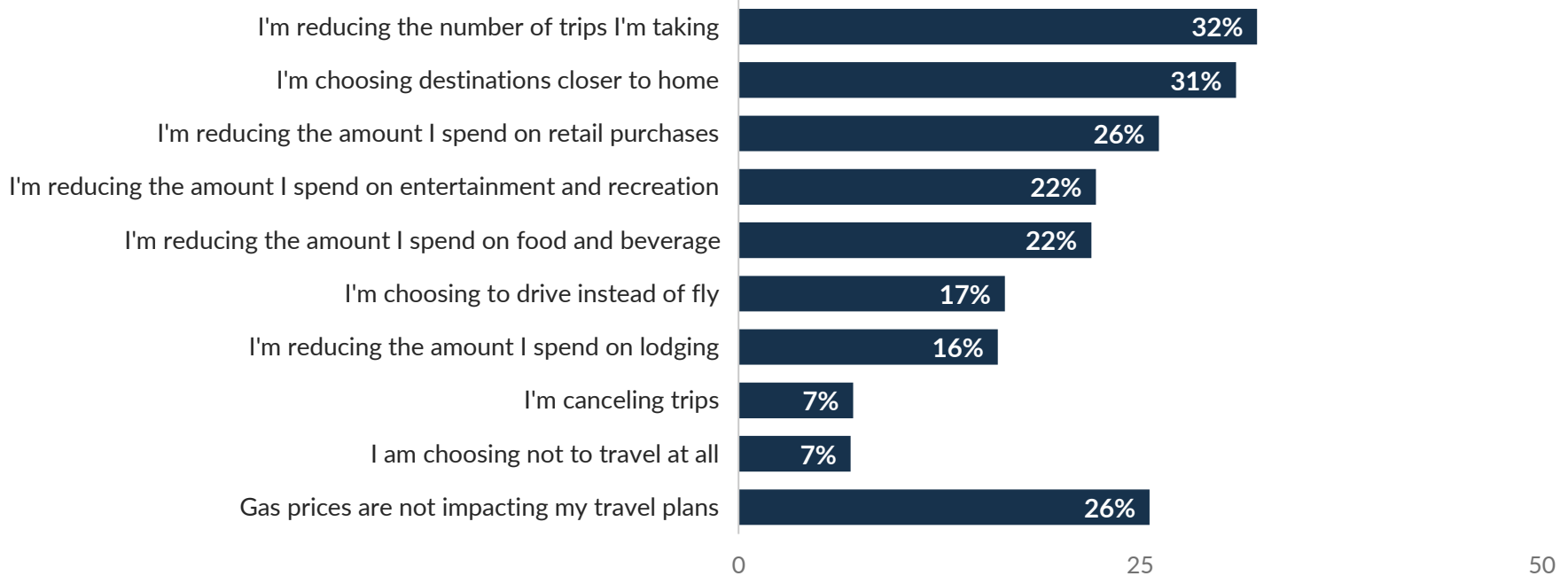
Indicated that Gas Prices* Would Greatly Impact their Decision to Travel in the Next Six Months



*Note: Prior to 8/31, respondents were asked about the impact of *rising* gas prices. Beginning on 8/31, *rising* was removed from the question.
Travel Sentiment Study Wave 67

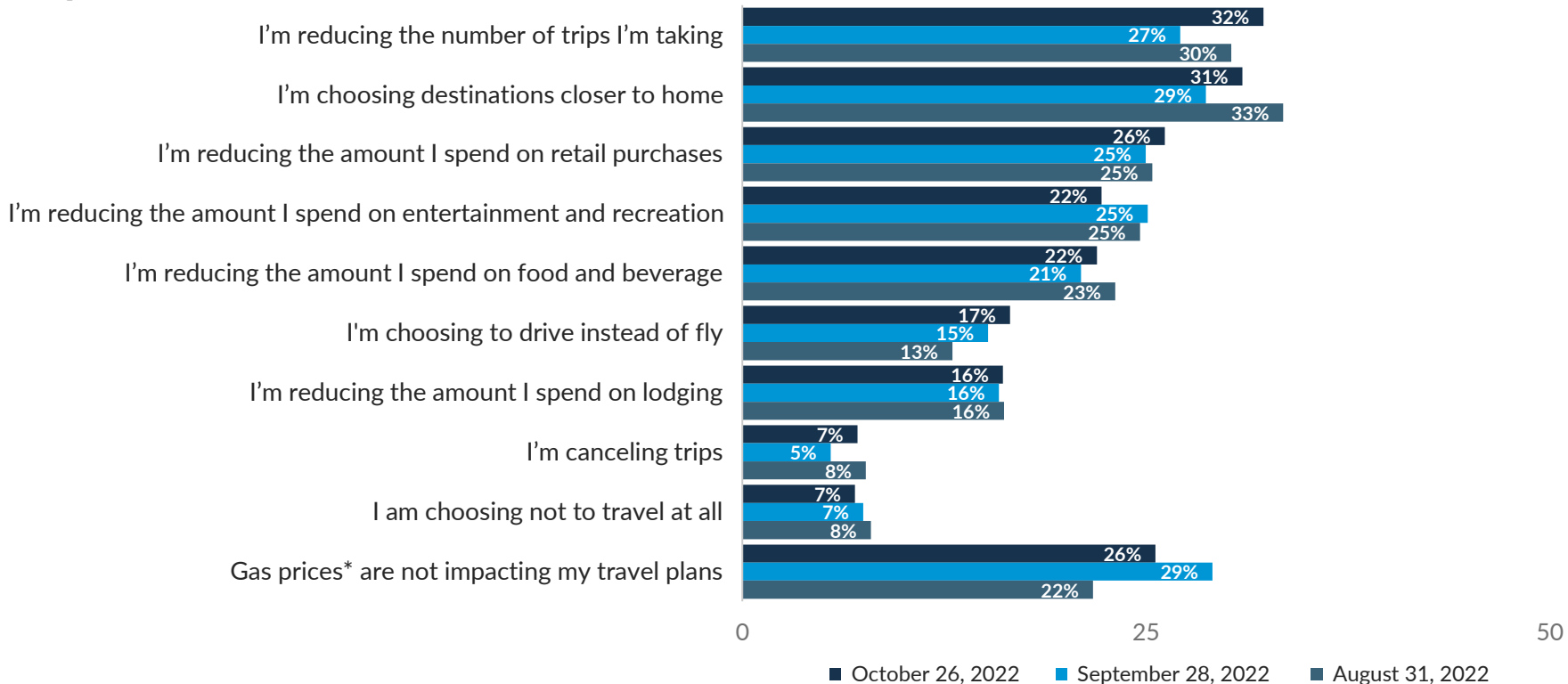
IMPACT ON TRAVEL PLANS

Impact of Gas Prices on Travel Plans



IMPACT ON TRAVEL PLANS

Impact of Gas Prices* on Travel Plans



*Note: Prior to 8/31, respondents were asked about the impact of rising gas prices. Beginning on 8/31, rising was removed from the question.

IMPACT ON TRAVEL PLANS

Base: Travelers with holiday travel plans

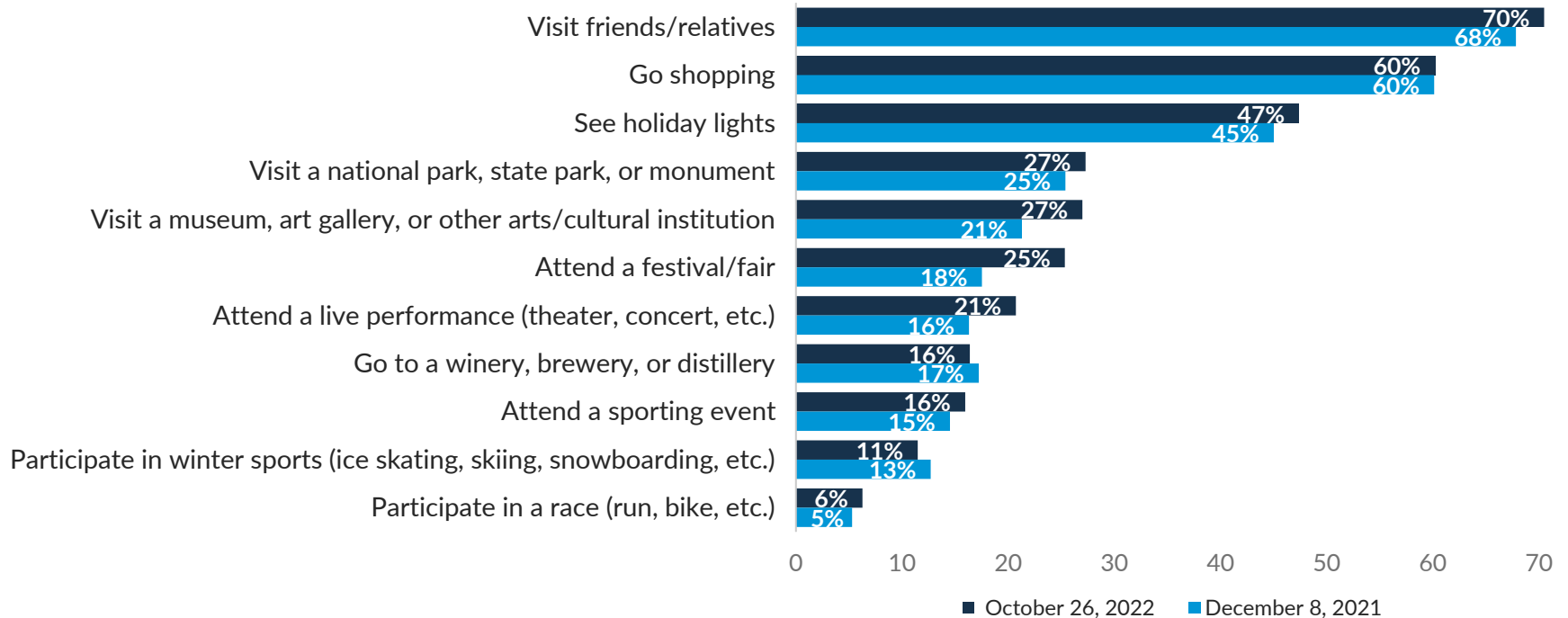
Activities Travelers Plan to Participate in During Their Holiday Travels



IMPACT ON TRAVEL PLANS

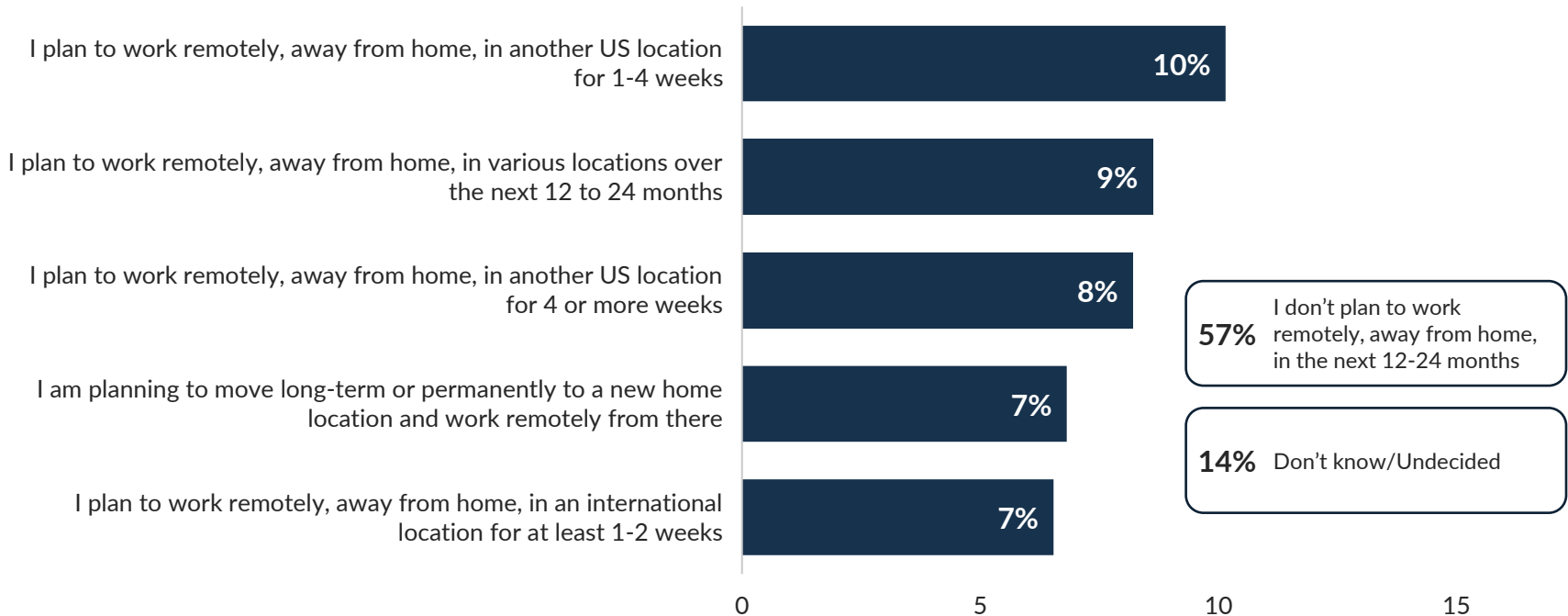
Base: Travelers with holiday travel plans

Activities Travelers Plan to Participate in During Their Holiday Travels



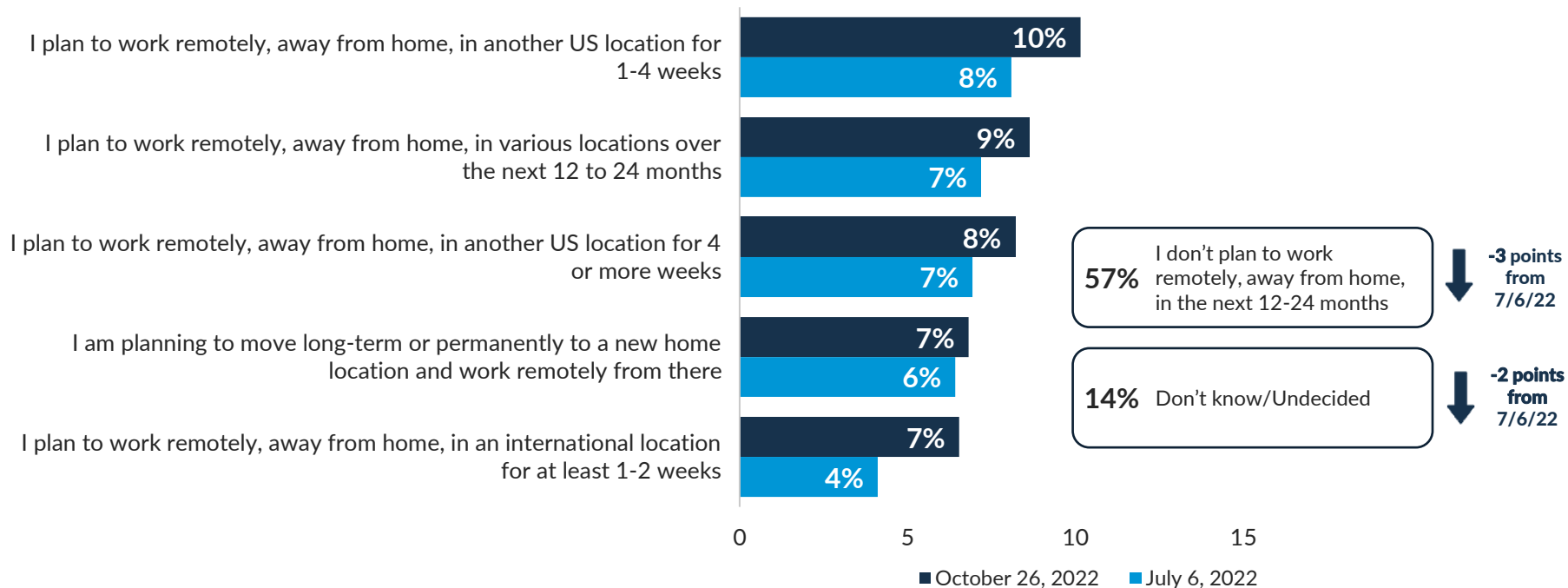
IMPACT ON TRAVEL PLANS

Which of the following describes your remote work plans within the next 12-24 months?



IMPACT ON TRAVEL PLANS

Which of the following describes your remote work plans within the next 12-24 months?



Additional Resources

Longwoods International Research
longwoods-intl.com/covid-19

Miles Partnership COVID-19 Communication Center
covid19.milespartnership.com





Thank You

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| **Longwoods**
INTERNATIONAL

September 2022 LEADS Report

LEADS Report Yearly Overlook - September 2022													
Total Leads for Florida's Adventure Coast (excl. Weeki Wachee):						3,647							
Total New Emails for Florida's Adventure Coast:						2,187							
Month	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	
Florida's Adventure Coast - VISIT FLORIDA MAGAZINE - (Miles Media) / (Yearly)													
Total	162	113	91	100	109	157	158	19	8	262	95	135	1,409
Emails Included	49	52	32	37	50	68	48	17	7	85	45	49	539
Weeki Wachee Springs State Park - VISIT FLORIDA MAGAZINE - (Miles Media) / (Yearly)													
Total	168	119	92	110	114	162	162	18	8	277	95	137	1,462
AAA Living South													
Total	0	0	0	0	0	27	219	174	442	27	0	0	889
Emails Included	0	0	0	0	0	13	64	64	164	14	0	0	319
AAA Living World													
Total	0	0	0	4	10	6	23	12	5	15	8	4	87
Emails Included	0	0	0	4	5	4	19	12	4	11	5	4	68
American Road Magazine													
Total	168	59	1	336	66	2	215	42	52	185	38	19	1,183
Emails Included	168	59	1	336	65	2	215	42	52	185	38	19	1,182
Undiscovered Florida													
Total	49	30	0	0	0	0	0	0	0	0	0	0	79
Emails Included	49	30	0	0	0	0	0	0	0	0	0	0	79

September 2022 LEADS Report

LEADS Report - September 2022																																				
TOP STATES & COUNTRIES - ALL LEADS																																				
Top States:	FL	IL	PA	NY	NJ	OH	NC	MI	TX	GA	CA	WI	VA	MA	TN	LA	IN	MS	OK	MO	SC	MN	WA	AR	ME	AL	NE	CT	MD	KY	KS	NM	IA	SD	Total	
ALL LEADS - TOTAL	31	10	9	8	8	7	7	7	7	7	5	5	4	4	4	4	4	3	3	3	3	2	2	2	2	2	2	1	1	1	1	1	1	1	1	162

BREAKDOWN BY LEAD TYPE

Top States & Countries:	FL	NY	NJ	TX	IL	PA	OH	MI	GA	WI	NC	CA	MA	TN	LA	IN	MS	MO	SC	VA	OK	MN	WA	AR	NE	AL	CT	MD	KY	NM	IA	SD	Total		
Visit Florida - Hernando & Weeki Wachee (unique leads)	30	8	7	7	6	6	6	6	6	5	4	4	4	4	4	4	3	3	3	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	139

Top States:	IL	NC	PA	ME	FL	NJ	MI	GA	CA	VA	AL	KS	Total
American Road Leads	4	3	2	2	1	1	1	1	1	1	1	1	19

Top States:	PA	VA	OH	OK	Total
AAA World Leads	1	1	1	1	4

September 2022 LEADS Report

Expected Arrivals (Miles Media Leads Only) - September 2022																								
All States	FL	NY	GA	MA	WI	IL	MI	NJ	OH	TX	VA	AR	CA	CT	IA	IN	KY	LA	MN	NE	NM	SD	TN	Total
LEADS	8	5	3	3	3	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	46

Arrival Months - All States/Regions									
Month	Sept. 2022	Oct. 2022	Nov. 2022	Dec. 2022	Jan. 2023	Feb. 2023	Mar. 2023	April 2023	May 2023
Expected Arrivals	4	10	5	5	10	5	3	3	1

Arrivals By Region						
Region	In-State (Florida)	South	Northeast	Midwest	West	Other
Leads	8	11	11	14	2	0

Regions & Included States:

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

October 2022 LEADS Report

LEADS Report Yearly Overlook - October 2022													
Total Leads for Florida's Adventure Coast (excl. Weeki Wachee):						267							
Total New Emails for Florida's Adventure Coast:						198							
Month	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	
Florida's Adventure Coast - VISIT FLORIDA MAGAZINE - (Miles Media)													
Total	102												102
Emails Included	36												36
Weeki Wachee Springs State Park - VISIT FLORIDA MAGAZINE - (Miles Media)													
Total	105												105
AAA LIVING WORLD													
Total	7												7
Emails Included	4												4
AMERICAN ROAD MAGAZINE													
Total	158												158
Emails Included	158												158

October 2022 LEADS Report

LEADS Report - October 2022

TOP STATES & COUNTRIES - ALL LEADS

Top States:	FL	NY	TX	IL	MI	PA	NJ	CA	OH	GA	NC	SC	KY	AZ	OK	MO	AR	CT	MD	CO	VA	AL	LA	IN	MS	WA	NV	WI	TN	MN	NE	SD	ID	UT	KS	MA	OR	DE	IA	PR	WY	VT	AK	Total			
ALL LEADS - TOTAL	37	21	17	13	12	11	11	11	10	8	7	7	7	6	5	5	5	5	5	5	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	2	2	2	2	1	1	1	1	1	1	1	270

Top Countries:	CANADA
ALL LEADS - TOTAL	1

BREAKDOWN BY LEAD TYPE

Top States & Countries:	FL	NY	TX	NJ	KY	PA	OH	IL	MI	CA	SC	MD	NC	MO	AR	VA	AL	MS	WI	UT	MA	DE	OK	CT	SD	GA	AZ	CO	LA	IN	WA	TN	MN	NE	PR	VT	AB (CANADA)	Total	
Visit Florida - Hernando & Weeki Wachee (unique leads)	18	13	8	5	4	4	4	3	3	3	3	3	2	2	2	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	105

Top States:	FL	IL	TX	MI	NY	CA	PA	GA	OH	NJ	NC	AZ	SC	CO	NV	MO	AR	CT	LA	IN	WA	ID	KY	MD	VA	AL	MS	TN	MN	NE	KS	OR	WI	UT	OK	SD	IA	WY	AK	Total		
American Road Leads	19	10	9	9	8	8	7	7	6	5	5	5	4	4	4	3	3	3	3	3	3	3	2	2	2	2	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1	158

Top States:	OK	NJ	KY	CT	SD	Total
AAA World Leads	3	1	1	1	1	7

October 2022 LEADS Report

Expected Arrivals (Miles Media Leads Only) - October 2022																				
All States	NY	OH	CA	FL	MD	MI	NJ	WI	AR	DE	IN	KY	MA	MS	OK	SD	TX	VA	WA	Total
LEADS	3	3	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	29
All Countries	CANADA																			
LEADS	1																			

Arrival Months - All States/Regions									
Month	OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023	JUN 2023
Expected Arrivals	2	5	6	4	6	4	0	1	2

Arrivals By Region						
Region	South	Midwest	Northeast	West	In-State (Florida)	Other (Canada)
Leads	9	9	6	3	2	1

Regions & Included States:

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

Brooksville Welcome Center - September 2022 Report						
Total Walk-Ins since opening, approx.*: 4,278				*Reporting began in June 2020		
Total Walk-ins for FY 2021-2022, to date: 2,370				(Fiscal Year: Oct. 1, 2021 - Sept. 30, 2022)		
Total Phone Calls for FY 2021-2022, to date: 1,357				(Fiscal Year: Oct. 1, 2021 - Sept. 30, 2022)		
Visitors						
Monthly Visitors	Walk-in Visitors	Walk-in Residents	Brooksville Main Street (approx.)	Total		
Sept. 2022	12	25	17	54		
Conversions						
Captured Visits:	Lunch / Dinner	Day Visit	Overnight	Intent to Return	Total	
Totals	3	7	2	2	14	
Interests & Comments						
Interests:	Things to Do	History / Old Homes	New Resident	Florida's Adventure Coast Map	City / County Map	Directions
Totals	12	7	6	5	5	5
Interests:	May-Stringer House	Restuarants	Shopping	Croom Motorcycle Area	Love the VIC	
Totals	5	5	5	3	3	
Phone Calls *Issues with phone system during the month of June						
Monthly Phone Calls	In-state	Out of State	Total			
Sept. 2022	N/A	N/A	0			

Brooksville Welcome Center - October 2022 Report						
Total Walk-ins since opening, approx.*: 4,416				*Reporting began in June 2020		
Total Walk-ins for FY 2022-2023, to date: 138				(Fiscal Year: Oct. 1, 2021 - Sept. 30, 2022)		
Total Phone Calls for FY 2022-2023, to date:				(Fiscal Year: Oct. 1, 2021 - Sept. 30, 2022)		
Visitors						
Monthly Visitors	Walk-in Visitors	Walk-in Residents	Brooksville Main Street (approx.)	Total		
Oct. 2022	26	69	47	142		
Conversions						
Captured Visits:	Lunch / Dinner	Day Visit	Overnight	Intent to Return	Total	
Totals	5	6	1	9	21	
Interests & Comments						
Interests:	Things to Do	Florida Mermaid Trail	Florida's Adventure Coast Map	Restaurants	Murals	Directions
Totals	19	14	13	10	9	9
Interests:	Events & Festivals	Train Depot	City / County Map	Florida Map	Wineries	History / Old Homes
Totals	8	6	6	5	5	5
Phone Calls *Issues with phone system during the month of June						
Monthly Phone Calls	In-state	Out of State	Total			
Oct. 2022	N/A	N/A	0			

Visitor Information Center - Distributions for September-October 2022

Distributions & Partner Visits

Partner	FAC General Brochure	FAC Folded Maps	FAC Maps (Tear-off)	FAC Paddling Brochure	FAC Bike Brochure	FAC Kegs Casks & Corks	FAC U-Pick Brochure	FAC Golf Brochure	FL Mermaid Trail Rack Card	Weeki Wachee Springs	BMS Events Flyer
Parks & Recreation			150								
Spring Hill Souvenirs	100	100				100	100				
Florida Suncoast Tourism	13,500										
I-10 Welcome Center	1,800										
Kenney Communications	3600										
The Villages Fall Travel Expo	300	300		100	100	200	200	200		200	200
Totals:	19300	400	150	100	100	300	300	200	0	200	200

PR Report

September 2022



Submitted **OCTOBER 25**

Florida's Adventure Coast Visitors Bureau
Authored by: John Athanason



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Video's Created

- [Meet the Artist, Tori Maxim: Destination Mermaids - The Tail Trail \(2022\)](#)
- [Meet the Artist, Angela Farinelli: Destination Mermaids - The Tail Trail \(2022\)](#)
- [Meet the Artist, Karen Heidler: Destination Mermaids - The Tail Trail \(2022\)](#)
- [Meet the Artist, Brian Morris: Destination Mermaids - The Tail Trail \(2022\)](#)
- [Meet the Artist, Robin Stewart: Destination Mermaids - The Tail Trail \(2022\)](#)
- [Meet the Artist, Rita Taverni & Shaun Stranger: Destination Mermaids - The Tail Trail \(2022\)](#)
- [Meet the Artist, Lydia Singer: Destination Mermaids - The Tail Trail \(2022\)](#)
- [Meet the Artist, Jesse Kasabian: Destination Mermaids - The Tail Trail \(2022\)](#)
- [The Riverside Restaurant on Florida's Adventure Coast \(2022\)](#)

Earned Media

- [The Enchanting Real Mermaids of Weeki Wachee Springs](#)

Blogs

- [Nature's place to play & protect: how to 'love it like a local' on Florida's adventure coast](#)
- [Find adventure and natural beauty at these five preserves on Florida's adventure coast, Brooksville – Weeki Wachee](#)

PR Report

October 2022



Submitted **NOVEMBER 9**

Florida's Adventure Coast Visitors Bureau
Authored by: John Athanason



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Video's Created

- [Meet the Artist, Lynne Simone: Destination Mermaids - The Tail Trail \(2022\)](#)
- [Meet the Artist, Kaylee La Placa: Destination Mermaids - The Tail Trail \(2022\)](#)
- [Celebrating Florida Greenways and Trails Month on Florida's Adventure Coast \(2022\)](#)
- [Celebrating 75 Years of Mermaid Magic at Weeki Wachee Springs on Florida's Adventure Coast \(2022\)](#)
- [Meet the Artist, Mckenzie Montecalvo: The Mermaid Tale Trail \(2022\)](#)
- [Meet the Artist, Marti Vitulli: The Mermaid Tale Trail \(2022\)](#)
- [GhostFest at the May Stringer House on Florida's Adventure Coast \(2022\)](#)
- [Meet the Artist, Arielle Katarina: The Mermaid Tale Trail \(2022\)](#)
- [Meet the Artist, David Hendrickson: The Mermaid Tale Trail \(2022\)](#)
- [Meet the Artist, Deborah Newman: The Mermaid Tale Trail \(2022\)](#)

Earned Media

- NA

Blogs

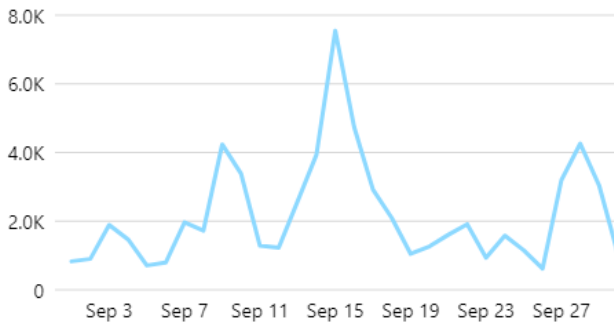
- [Step back in time at the Brooksville founders' day festival](#)

Facebook & Instagram Overview – September 1-30, 2022

Reach

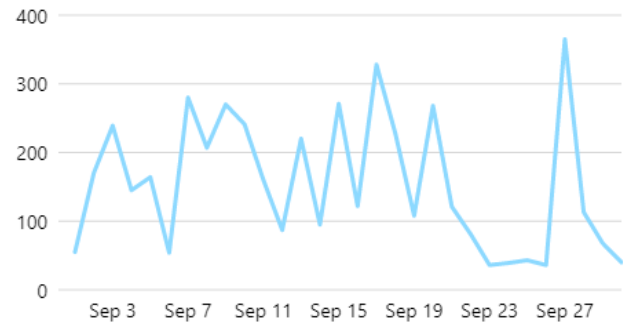
Facebook Page reach ⓘ

48,177 ↑ 3.1%



Instagram reach ⓘ

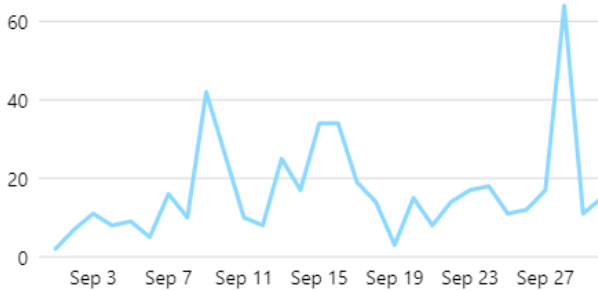
2,328 ↓ 37.1%



Page and profile visits

Facebook Page visits ⓘ

502 ↑ 10.6%



Instagram profile visits ⓘ

112 ↓ 36%



New likes and follows

Facebook Page new likes ⓘ

69 ↓ 40%













New Instagram followers ⓘ

43 ↓ 14%




Facebook Analytics: Content – September 1-30, 2022

Recent content 14	Type	Reach	Likes and reactio...
 Meet the Artist, Lydia Singer: Desti... Thu Sep 15, 9:34am	Post	Boost post	14,170 796
 The New Riverside Restaurant on Fl... Fri Sep 9, 9:00am	Post	Boost post	10,021 563
 Meet the Artist, Robin Stewart: Des... Thu Sep 22, 9:00am	Post	Boost post	6,493 168
 Meet the Artist, Brian Morris: Desti... Sat Sep 24, 9:06am	Post	Boost post	5,531 130
 Celebrate #MuseumDay this Satur... Wed Sep 14, 10:41am	Post	Boost post	4,382 89
 This post has no text Wed Sep 28, 1:28pm	Post	Boost unavailable	3,449 33
 This post has no text Tue Sep 27, 8:03am	Post	Boost unavailable	2,730 4
 Meet the Artist, Jesse Kasabian: De... Tue Sep 13, 11:18am	Post	Boost post	2,322 105
 Update: The Friday Night Live conc... Wed Sep 7, 12:17pm	Post	Boost post	2,273 20
 Happy anniversary to Transformed ... Sat Sep 3, 11:37am	Post	Boost unavailable	2,082 13




#1

Boost post



Meet the Artist, Lydia Singer: Destination Mermaids
September 15, 2022 at 12:34 PM
ID: 3203790763197307

Interactions

 796 reactions
 168 comments
 51 shares

Performance

Reach

Total
14,170

Worst Best

This post reached more people than 98% of your 50 most recent Facebook posts and stories.

Reach	14,170
-------	--------

Reactions, comments and sh...

Total
1,015

Worst Best

This post received more reactions, comments and shares than 98% of your 50 most recent Facebook posts and stories.

Reactions	796
Comments	168
Shares	51


Results

Total

Link clicks
--

Facebook Analytics: Content – September 1-30, 2022

#2



Boost post

The New Riverside Restaurant on Florida's Adventure Coast
September 9, 2022 at 12:00 PM
ID: 3198592980383752

Interactions


563 reactions 144 comments 149 shares

Performance

Metric	Total	Worst	Best	Description
Reach	10,021			This post reached more people than 98% of your 50 most recent Facebook posts and stories.
Reactions, comments and shares	856			This post received more reactions, comments and shares than 96% of your 50 most recent Facebook posts and stories.
Results	--			Link clicks: --

Reach	10,021
Reactions	563
Comments	144
Shares	149

#3



Boost post

Meet the Artist, Robin Stewart: Destination Mermaids - The Tail Trail
September 22, 2022 at 12:00 PM
ID: 3208792539363796

Interactions

168 reactions 73 comments 20 shares

Performance

Metric	Total	Worst	Best	Description
Reach	6,493			This post reached more people than 96% of your 50 most recent Facebook posts and stories.
Reactions, comments and shares	261			This post received more reactions, comments and shares than 94% of your 50 most recent Facebook posts and stories.
Results	--			Link clicks: --

Reach	6,493
Reactions	168
Comments	73
Shares	20

Pinterest Analytics – September 1-30, 2022

Pinterest activity

Impressions ⓘ **4.39k** ↓ 11%
 Engagements ⓘ **158** ↓ 19%
 Total audience ⓘ **3.43k** ↓ 16%
 Engaged audience ⓘ **128** ↓ 16%



Paddler's Paradise
1.13k Impressions

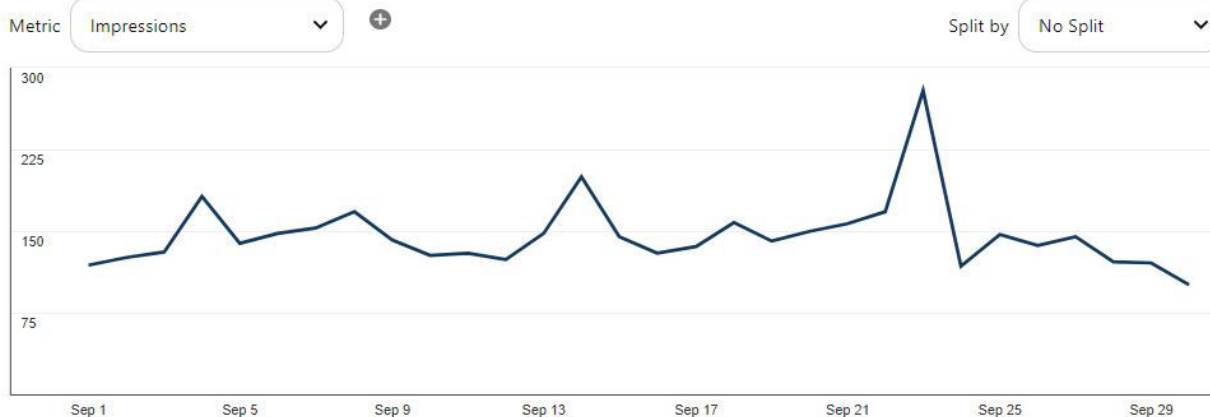
Top Boards >



Standard Pin · 1k Impressions

Top Pins >

Performance over time



Metrics Total impressions ⓘ
 Total 4,393

Top Pins

Sort by: Impressions Pins created in the last 30 days ⓘ 9/1/22

Pin	Type	Source	Format	Total impressions ↓ ⓘ
Happy #ManateeMonday! This 'seac...	Organic	Your Pins	Standard	1,002
11 Florida Springs The Kids Will Be B...	Organic	Your Pins	Standard	650
IG: @paradiseplaygrounds "NJoy ...	Organic	Your Pins	Standard	189
Mermaid Memories	Organic	Your Pins	Standard	155
Always climbing to new heights 🌿...	Organic	Your Pins	Standard	121
Most People Don't Know There's a Ka...	Organic	Your Pins	Standard	118
You Should Have Your Next Photo Sh...	Organic	Your Pins	Standard	102

Twitter Analytics – September 1-30, 2022

Sep 2022 • 30 days

TWEET HIGHLIGHTS

Top Tweet earned 301 impressions

For Florida's Adventure Coast residents and visitors, local updates on evacuations, shelters and more info regarding **#HurricaneIan** can be found at HernandoCounty.us/EM

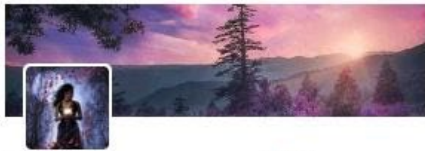
Be prepared and stay safe!
pic.twitter.com/5oFlvdjJSq



[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 683 people



Gypsy_Luna_Fae
[@shady lady8184](#) FOLLOWS YOU

Mom, Wife, Witchy Woman #WVGirl #zebralife
 #spoonie IT Fuoco Nelle Vene IT

[View profile](#)

Top mention earned 2 engagements



AuthenticFlorida.com
[@AuthenticFL](#) · Sep 14

ICYMI from [@adventure_coast](#) ...
twitter.com/adventure_coas...

2

[View Tweet](#)

Top media Tweet earned 234 impressions

This Saturday Sept. 17th, the May-Stringer House, the 1885 Train Depot and the Countryman One-Room Schoolhouse will be open with extended hours for **#MuseumDay!**

Download your free ticket at
smithsonianmag.com/museumday/muse...
pic.twitter.com/0a5alr6LBU



1

[View Tweet activity](#)

[View all Tweet activity](#)

SEP 2022 SUMMARY

Tweets	11	Tweet impressions	1,775
Profile visits	145	Mentions	1
New followers	9		

OVERVIEW

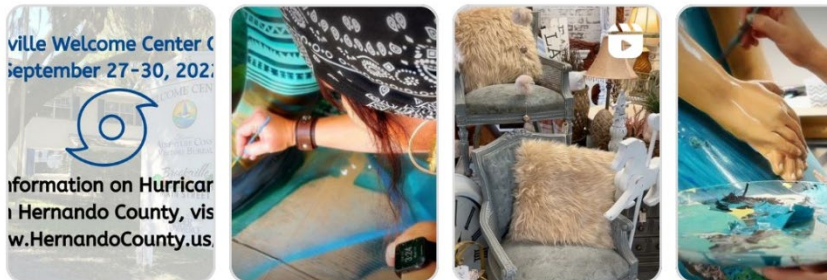
Overview

You gained **23** more followers compared to Aug 2 - Aug 31.

Accounts reached	2,328	>
	-37.2%	
Accounts engaged	175	>
	-46%	
Total followers	3,278	>
	--	

Content You Shared

[See all](#)



Posts	2	>
Reels	3	>
Videos	5	>

Instagram Analytics – September 1-30, 2022

REACH

2,328
Accounts reached
-37.2% vs Aug 2 - Aug 31

Followers and non-followers
Based on reach

864
Followers

1,464
Non-followers

Content reach ⓘ [See all](#)

Reels	1,183
Posts	1,135
Videos	933
Stories	2

● Followers
● Non-Followers

Impressions	5,597 -56.6%
-------------	-----------------

Profile Activity ⓘ **113**

Profile Visits	112 -36%
Website Taps	1 0%
Email Button Taps	0 0%
Call Button Taps	0 0%

Top Posts ⓘ
Based on reach

509

Sep 27

389

Sep 3

Top Reels ⓘ
Based on reach

788

Sep 7

662

Sep 17

261

Sep 2

Top Videos ⓘ
Based on reach

411

Sep 15

389

Sep 9

361

Sep 20

320

Sep 10

Instagram Analytics – September 1-30, 2022

ENGAGEMENT

175

Accounts engaged


-46% vs Aug 2 - Aug 31

Followers and non-followers

Based on accounts engaged

136

Followers



39

Non-followers

Content interactions ⓘ

[See all](#)

263

Content Interactions

-66.2% vs Aug 2 - Aug 31


Post Interactions

vs Aug 2 - Aug 31 -83.2%

Likes	42
Comments	3
Saves	2
Shares	6


Top Posts

Based on likes



27

Sep 3



10

Sep 27


Reels Interactions

vs Aug 2 - Aug 31 -29.4%

Likes	94
Comments	1
Saves	2
Shares	16


Top Reels

Based on likes




54

Sep 7



23

Sep 17



15

Sep 2


Video Interactions

vs Aug 2 - Aug 31 -67.9%

Likes	79
Comments	12
Shares	5
Saves	1


Top Videos

Based on interactions




26

Sep 15




18

Sep 9



14

Sep 20



10

Sep 10

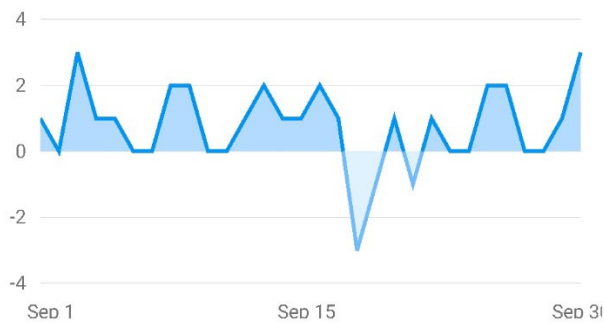
Instagram Analytics – September 1-30, 2022

FOLLOWERS

3,278
Followers

Growth

- Overall 23
- Follows 43
- Unfollows 20



Top Locations

of your followers

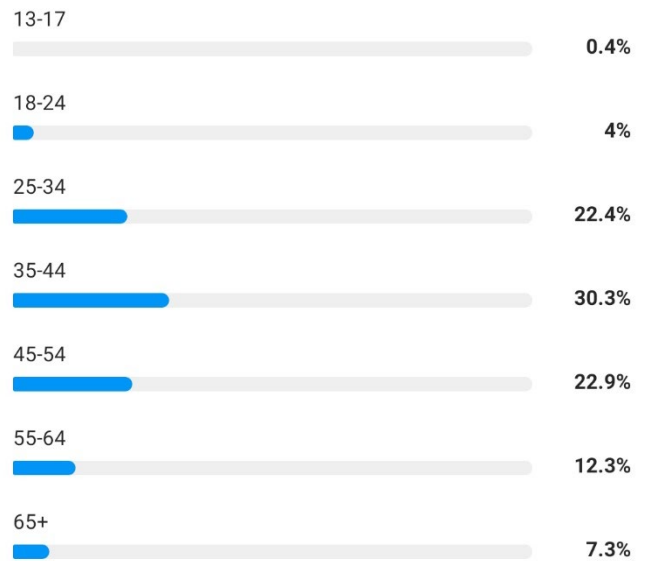
Cities Countries



Age Range

of your followers

All Men Women



Gender

of your followers



Most Active Times

Hours Days

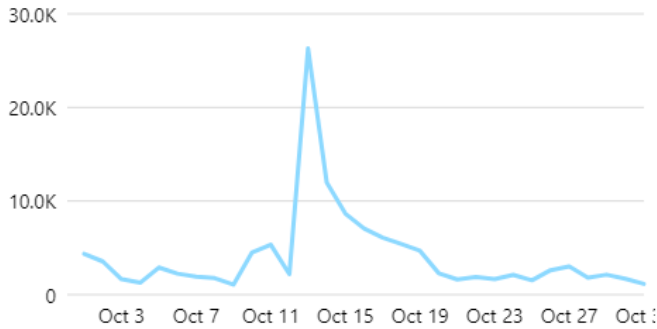


Facebook & Instagram Overview – October 1-31, 2022

Reach

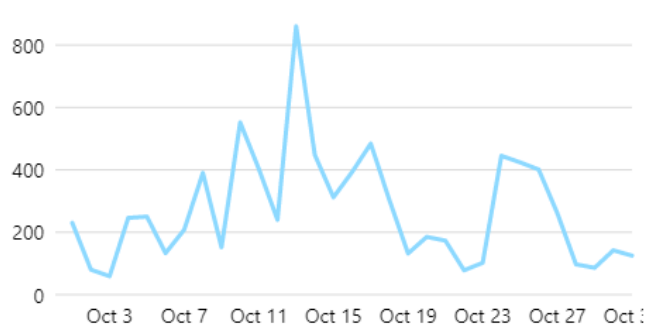
Facebook Page reach ⓘ

92,875 ↑ 89.9%



Instagram reach ⓘ

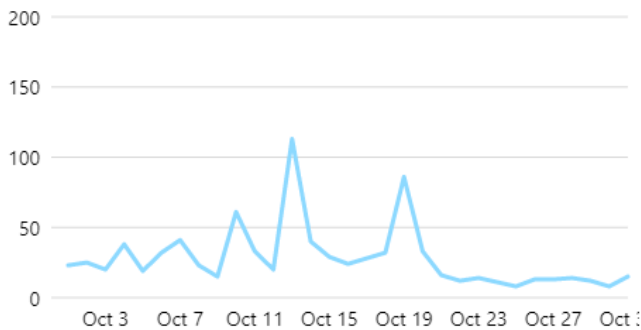
3,493 ↑ 47.6%



Page and profile visits

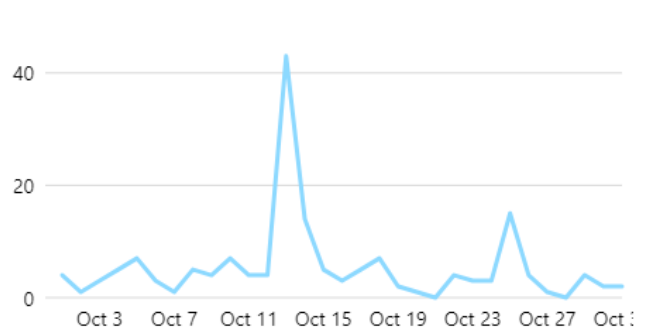
Facebook Page visits ⓘ

871 ↑ 69.8%



Instagram profile visits ⓘ

166 ↑ 46.9%



New likes and follows

Facebook Page new likes ⓘ

111 ↑ 54.2%

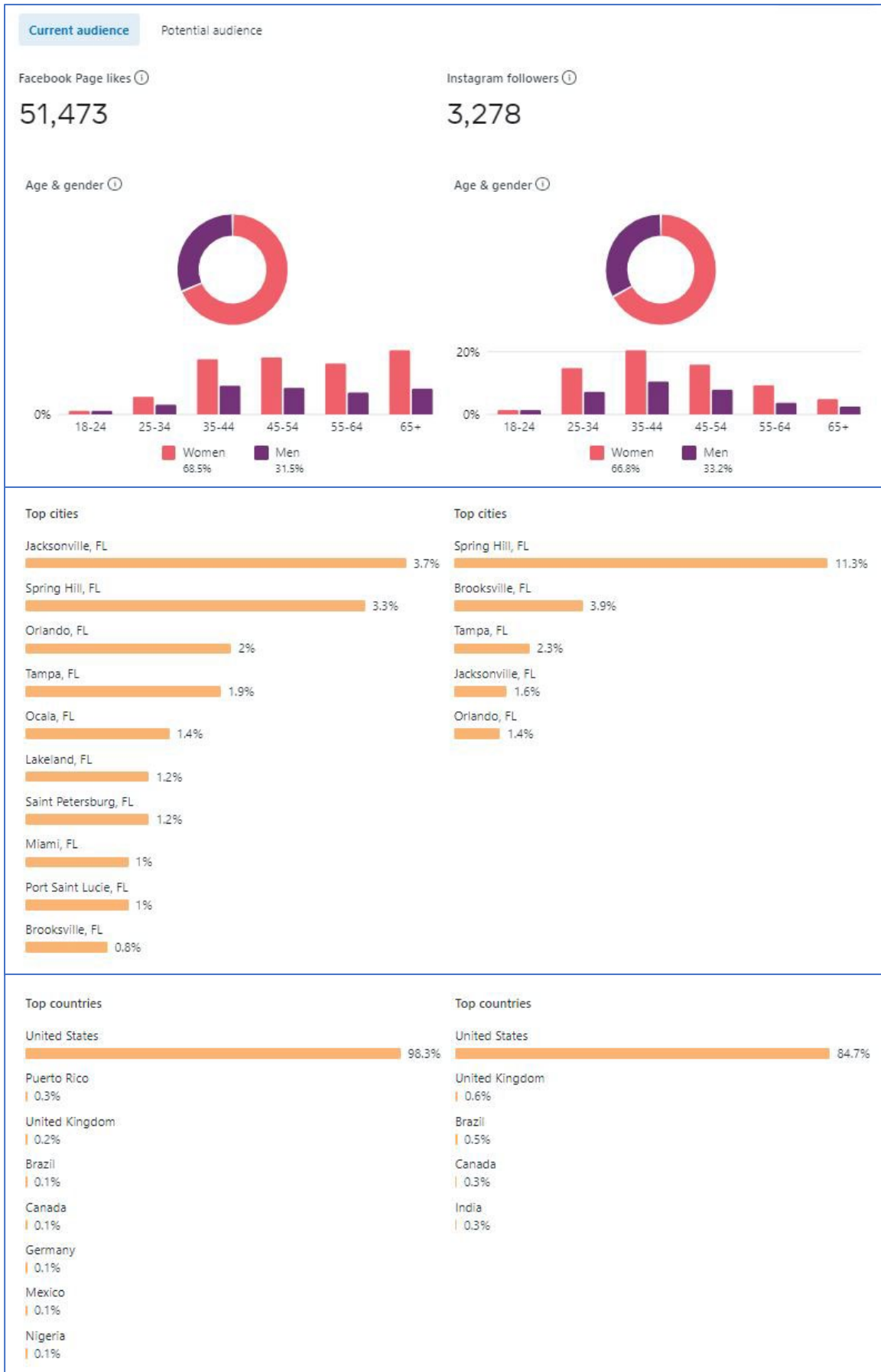


New Instagram followers ⓘ

65 ↑ 47.7%



Facebook & Instagram – Current Audience Overview




Facebook Analytics: Content – October 1-31, 2022

Recent content 11	Type	Reach	↓	Likes and reactio...	11
Weeki Wachee 75th Anniversary... Thu Oct 13, 5:00am	Post	Boost post	57,219		2,220
Meet the Artist, Kaylee La Placa: Th... Mon Oct 10, 9:05am	Post	Boost post	9,922		646
Meet the Artist, Karen Heidler: Dest... Sat Oct 1, 9:00am	Post	Boost post	6,087		383
Meet the Artist, David Hendrickson... Thu Oct 27, 9:48am	Post	Boost post	5,399		305
Explore historic Brooksville while se... Mon Oct 17, 9:00am	Post	Boost post	4,848		111
Weeki Wachee is a natural wonder... Mon Oct 24, 5:00am	Post	Boost post	4,374		57
This post has no text Sat Oct 1, 5:54am	Post	Boost unavailable	4,241		66
Meet the Artist, Lynne Simone: The... Fri Oct 7, 9:00am	Post	Boost post	3,968		183
We would like to thank Dianne Wy... Thu Oct 13, 2:24pm	Post	Boost post	2,900		90
Due to the State's ongoing focus o... Mon Oct 10, 8:51am	Post	Boost post	2,477		62

#1

Boost post



Weeki Wachee 75th Anniversary 🎉

October 13, 2022 at 8:00 AM

ID: 3228307737412276

Interactions

👍 2,220 reactions
💬 434 comments
➦ 567 shares

Performance

Reach ⓘ

Total

57,219 Worst Best

This post reached more people than 100% of your 50 most recent Facebook posts and stories.

Reach 57,219

Reactions, comments and sh... ⓘ

Total

3,221 Worst Best

This post received more reactions, comments and shares than 100% of your 50 most recent Facebook posts and stories.

Reactions 2,220

Comments 434

Shares 567

Results ⓘ

Total

1 Worst Best

This post received more link clicks than 16% of your 50 most recent Facebook posts and stories.

Link clicks 1

Facebook Analytics: Content – October 1-31, 2022

#2



Boost post

Meet the Artist, Kaylee La Placa: The Mermaid Tale Trail

October 10, 2022 at 12:05 PM

ID: 3220871668155883

Interactions

646 reactions

203 comments

56 shares

Performance

Reach

Total

9,922

Worst | Best

This post reached more people than 98% of your 50 most recent Facebook posts and stories.

Reach 9,922

Reactions, comments and sh...

Total

905

Worst | Best

This post received more reactions, comments and shares than 98% of your 50 most recent Facebook posts and stories.

Reactions	646
Comments	203
Shares	56

Results

Total

--

Link clicks

#3



Boost post

Meet the Artist, Karen Heidler: Destination Mermaids - The Tail Trail

October 1, 2022 at 12:00 PM

ID: 3217480358495014

Interactions

383 reactions

136 comments

32 shares

Performance

Reach

Total

6,087

Worst | Best

This post reached more people than 96% of your 50 most recent Facebook posts and stories.

Reach 6,087

Reactions, comments and sh...

Total

551

Worst | Best

This post received more reactions, comments and shares than 96% of your 50 most recent Facebook posts and stories.

Reactions	383
Comments	136
Shares	32

Results

Total

--

Link clicks

Pinterest Analytics – October 1-31, 2022

Pinterest activity

Impressions ⁱ 4.02k ↓ 11%
 Engagements ⁱ 135 ↓ 19%
 Total audience ⁱ 3.04k ↓ 14%
 Engaged audience ⁱ 109 ↓ 19%



Paddler's Paradise
1.28k Impressions

Top Boards >

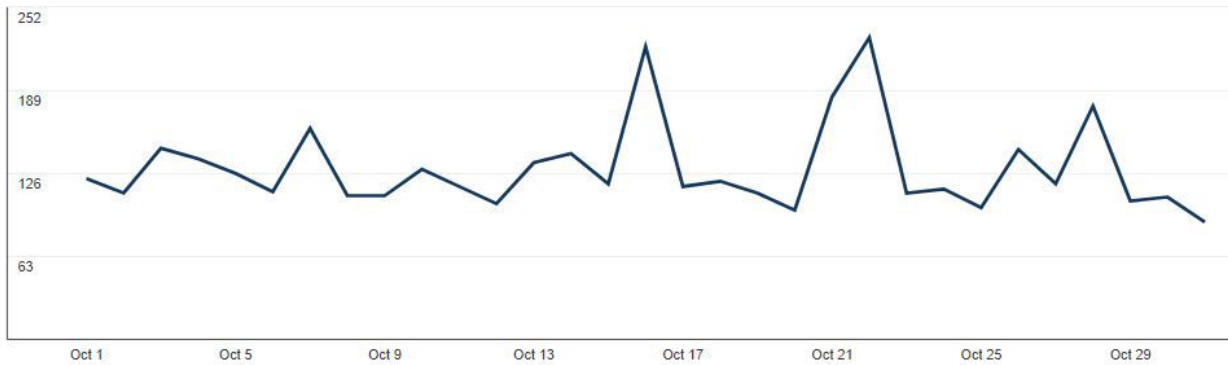


Standard Pin · 1.14k Impressions

Top Pins >

Performance over time

Metric Impressions ⁺ Split by No Split



Metrics Total impressions ⁱ
 Total 4,018

Top Pins

Sort by Impressions Pins created in the last 30 days ⁱ 10/1/2022 – 10/31/2022

Pin	Type	Source	Format	Total impressions ⁱ ↓	
Happy #ManateeMonday! This 'seac...	Organic	Your Pins	Standard	1,137	Promote
11 Florida Springs The Kids Will Be B...	Organic	Your Pins	Standard	305	Promote
IG: @paradiseplaygrounds "NJoy ...	Organic	Your Pins	Standard	172	Promote
Hernando Historical Museum	Organic	Your Pins	Idea	169	Promote
Mermaid Memories	Organic	Your Pins	Standard	128	View
Most People Don't Know There's a Ka...	Organic	Your Pins	Standard	122	Promote
Celebrate #FloridaHikingTrailsMonth ...	Organic	Your Pins	Idea	100	Promote

Twitter Analytics – October 1-31, 2022

Oct 2022 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 887 impressions

Weeki Wachee is a natural wonder. 🌍
Make space for the locals and enjoy the view.

Photo by SUP WEEKI
pic.twitter.com/rbtg7g526L



🔄 2 ❤️ 17

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 1,033 people



CreekerSurviver

@koinlutz FOLLOWS YOU

#BidenMyPresident #ResistanceStrong No DM please

[View profile](#)

Top mention earned 10 engagements



Traci Athanason

@athanasontraci · Oct 13

Happy 75th Weeki Wachee Springs. Great video @adventure_coast! 🍷🍷
twitter.com/adventure_coas...

❤️ 3

[View Tweet](#)

Top media Tweet earned 552 impressions

We would like to thank Dianne Wyatt McDonald and her family for making a special visit to @WeekiWachee Spgs today! 🌍🍷

Diane is an original Aquabelle and co-founder of the Adagio pose, a trademark in the underwater shows to this day!

Hear her story: bit.ly/3rT7NDb

pic.twitter.com/BUYcS6fsmX



🔄 3 ❤️ 7

[View Tweet activity](#)

[View all Tweet activity](#)

OCT 2022 SUMMARY

Tweets

25

Tweet impressions

4,528

Profile visits

230

Mentions

4

New followers

5

OVERVIEW

You reached **+50%** more accounts compared to
Sep 1 - Sep 30

Accounts reached	3,493	>
	+50%	
Accounts engaged	307	>
	+75.4%	
Total followers	3,276	>
	--	

Content You Shared

[See all](#)



Posts	8	>
Stories	1	>
Reels	2	>
Videos	12	>

REACH

3,493
Accounts reached

+50% vs Sep 1 - Sep 30

Followers and non-followers

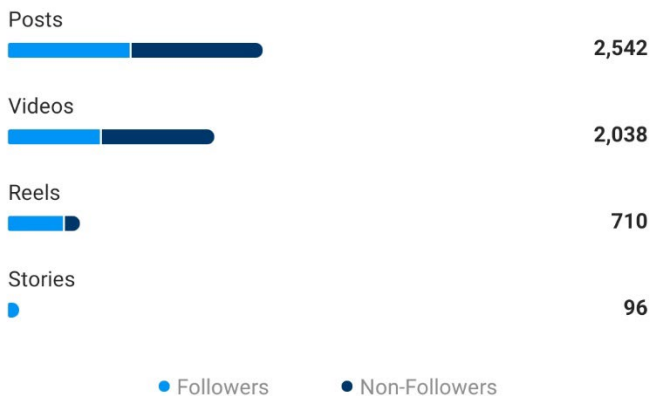
Based on reach



You reached +59.6% more accounts that weren't following you compared to Sep 1 - Sep 30.

Content reach ⓘ

[See all](#)

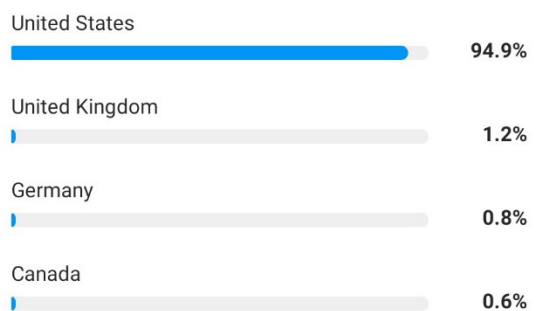


Reached audience ⓘ

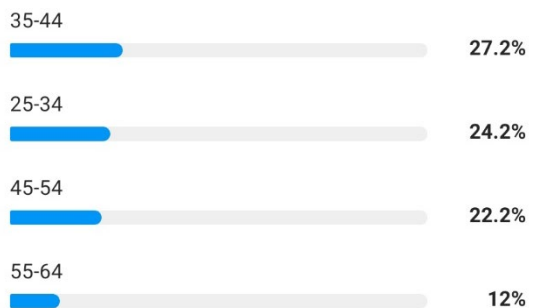
Top cities



Top countries



Top age ranges



Gender



Social Media Report

October 2022

Instagram Analytics – October 1-31, 2022

REACH

Impressions	11,500	+105%
Profile Activity ⓘ	166	
Profile Visits	166	+48.2%
Website Taps	0	-100%
Email Button Taps	0	0%
Call Button Taps	0	0%

Top Posts

Based on reach

Four top posts based on reach are shown. Each post includes a thumbnail image, a reach count in a white circle, and a date below it. The posts are: 1. A man in a yellow shirt sitting on a chair, reach 628, dated Oct 13. 2. A hand holding a sign that says 'STATE BIRD', reach 597, dated Oct 17. 3. A pond scene with a person in a boat, reach 581, dated Oct 24. 4. A blue sign with white text, reach 439, dated Oct 10.

Top Stories

Based on reach

One top story based on reach is shown. It features a person walking on a wooden walkway outdoors. The reach count is 96, and the date is Oct 20. There is a small red heart icon and the text 'FLG X AD.' and 'TAMPA' at the bottom of the story.

Top Reels

Based on reach

Two top reels based on reach are shown. The first reel shows a group of people running in a race, with a reach count of 616 and dated Oct 8. The second reel is a close-up of a woman's face, with a reach count of 160 and dated Oct 20.

Top Videos

Based on reach

Four top videos based on reach are shown. Each video includes a thumbnail image, a reach count in a white circle, and a date below it. The videos are: 1. A statue of a person on a pedestal, reach 814, dated Oct 13. 2. A blurry scene, reach 807, dated Oct 10. 3. A woman in a blue dress, reach 636, dated Oct 25. 4. A seafood market sign, reach 391, dated Oct 15.

ENGAGEMENT

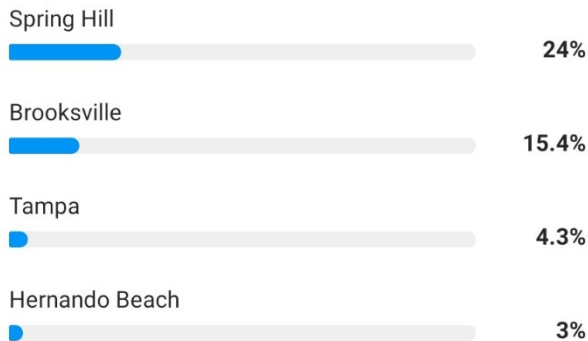
307

Accounts engaged

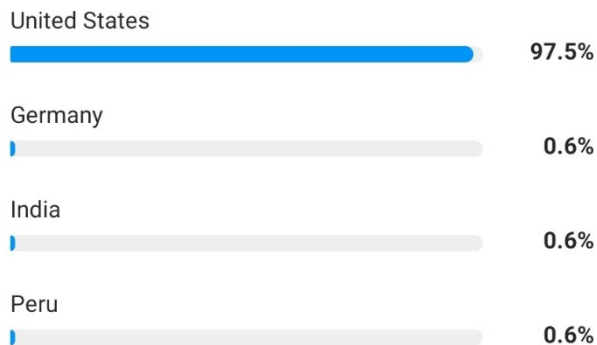
+75.4% vs Sep 1 - Sep 30

Engaged audience ⓘ

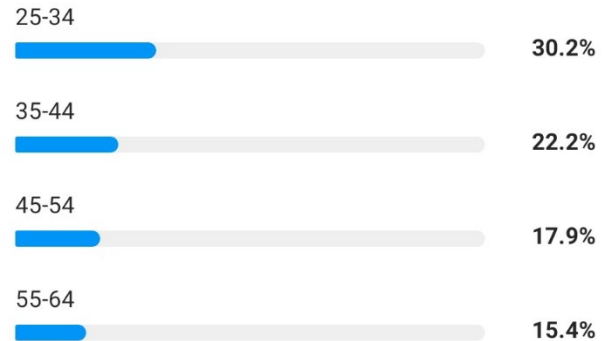
Top cities



Top countries



Top age ranges



Gender



Instagram Analytics – October 1-31, 2022

ENGAGEMENT

Followers and non-followers

Based on accounts engaged



You engaged **+143%** more accounts that weren't following you compared to Sep 1 - Sep 30

Content interactions ⓘ

[See all](#)

618

Content Interactions

+134% vs Sep 1 - Sep 30

Video Interactions

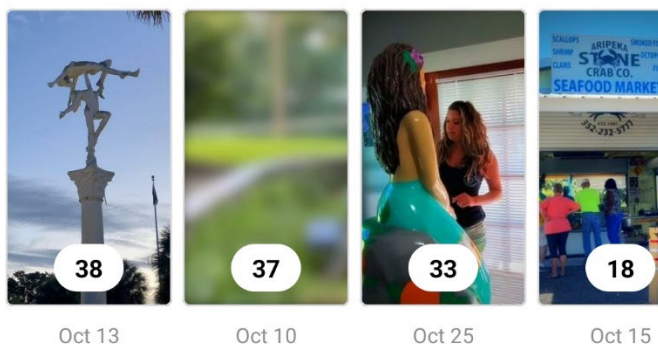
vs Sep 1 - Sep 30

287
+195%

Likes	228
Comments	18
Shares	38
Saves	3

Top Videos

Based on interactions



Post Interactions

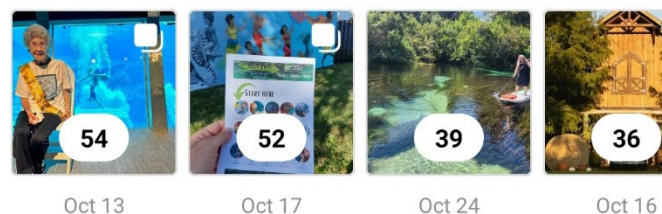
vs Sep 1 - Sep 30

282
+432%

Likes	245
Comments	10
Saves	11
Shares	11

Top Posts

Based on likes



Reels Interactions

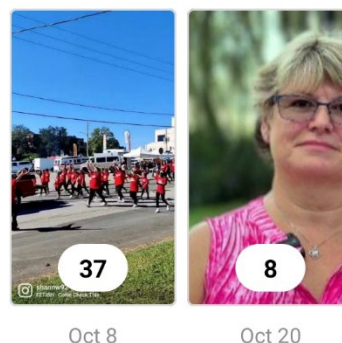
vs Sep 1 - Sep 30

49
-56.7%

Likes	48
Comments	1

Top Reels

Based on likes

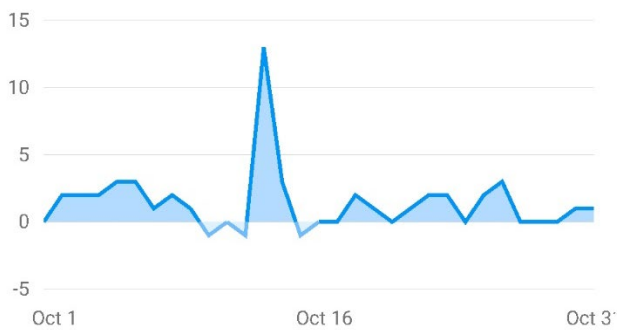


FOLLOWERS

3,276
Followers

Growth

- Overall 44
- Follows 65
- Unfollows 21



Top Locations

of your followers

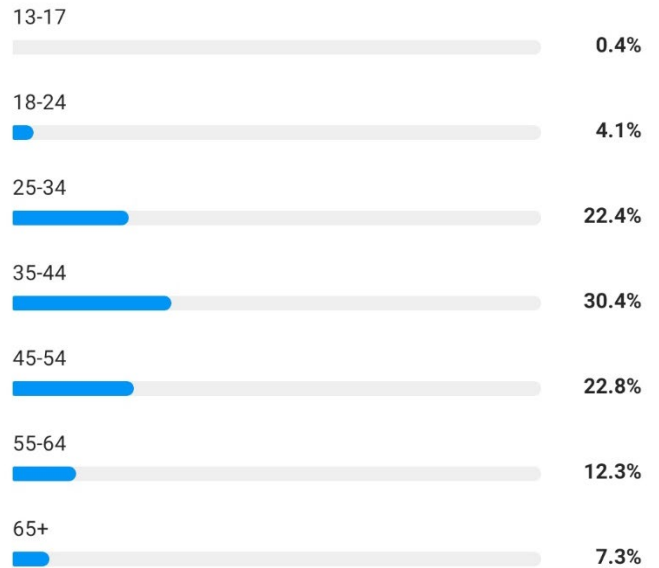
Cities Countries



Age Range

of your followers

All Men Women



Gender

of your followers



Most Active Times

Hours Days

