



Florida's  
**ADVENTURE COAST**  
BROOKSVILLE ♦ WEEKI WACHEE

**Hernando County  
Tourist Development  
Council Members**

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**MEMORANDUM**

**TO:** Members of the Hernando County Tourist Development Council  
**FROM:** Tammy J. Heon, Manager, Tourism Development  
**SUBJECT:** TDC Meeting  
**DATE:** May 22, 2023

Attached are your agenda and back up materials for the TDC Meeting scheduled for **3:00 pm on Thursday, May 25, 2023**. 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 352-540-6232 or email to [theon@FloridasAdventureCoast.com](mailto:theon@FloridasAdventureCoast.com).

Thank you,

Tammy J. Heon  
Manager, Tourism Development

**Brian Hawkins**  
Hernando County  
Board of County  
Commissioners

**David Bailey**  
City of Brooksville

**Christa Tanner**  
City of Brooksville

**Roger King**  
The Dolan House  
*Chairman*

**Michael Dolan**  
FSC Business Consultants  
*Vice-Chairman*

**Yann Milcendeau**  
Hernando Beach Motel

**Catherine Reeves**  
The Bistro

**Therese White**  
Motel 6

**Diane Greenwell**  
Hernando County  
Fine Arts Council

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**Tammy J. Heon**  
Manager, Tourism  
Development

*Nature's Place to Play*

## Hernando County Tourist Development Council Meeting

March 23, 2023

3:00-5:00 PM



Florida's  
**ADVENTURE COAST**  
BROOKSVILLE ✦ WEEKI WACHEE

**Location:** Florida's Adventure Coast Visitors Bureau Welcome Center,  
205 E. Ft. Dade Ave., Brooksville, FL 34601

### 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**

3:10-4:00      **Presentation of the new Tourism Strategic Plan – Robert Allen, Jr., HCP Associates**  
Discussion / Staff Response  
**Approval of new Tourism Strategic Plan – *Action Item***

**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

4:00            **Old Business**

- None

4:00            **New Business**

- None

4:00-4:20      **Reports from the TDC Members**

Brain Hawkins, Hernando County Commissioner

David Bailey, City of Brooksville

Christa Tanner, City of Brooksville

Michael Dolan, FSC Business Consultants

Diane Greenwell, HC Fine Arts Council

Roger King, The Dolan House

Yann Milcendeau, Hernando Beach Motel

Catherine Reeves, The Bistro

Therese White, Motel 6

4:20-4:30      **Public Comment**

4:30            **Adjournment of Business Meeting**

*Two or more Brookville City Council Members will be attending and participating in the TDC meetings.  
Two or more Hernando County Fine Arts Council Members will be attending and participating in the TDC meetings.*

## 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.”

### March 23, 2023 – MINUTES OF MEETING

The Hernando County Tourist Development Council conducted their meeting on Thursday, March 23, 2023, 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:**

Diane Greenwell  
Mike Dolan  
Roger King  
Yann Milcendeau  
Catherine Reeves  
Christa Tanner  
Therese White

#### **STAFF:**

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

**EXCUSED:** David Bailey and Brian Hawkins

Roger King, Chairman, passed the gavel to Mike Dolan, Vice-Chairman. Mike Dolan was acting Chairman for the meeting.

**CALL TO ORDER:** Mike Dolan called the meeting to order at 3:02 pm, on Thursday, March 23, 2023.

Diane Greenwell, Hernando County Fine Arts Council, introduced herself as the new Tourist Development Council Member.

**MINUTES of the January 26, 2023, Meeting:** A copy of the minutes of the January 26, 2023, TDC Meeting was included in the meeting package.

**MOTION:** A motion was made by Yann Milcendeau to approve the minutes of the January 26, 2023, TDC Meeting. Motion seconded by Roger King. Motion passed; all in favor and none opposed.

**FINANCE REPORT:** Tammy Heon

January 2023 collections were \$163,024; an increase of 12.8% over January 2022 collections of \$144,525. February 2023 collections were \$208,353; an increase of 13.8% over February 2022 collections of \$183,094. Year-To-Date collections as of March 15, 2023, are \$835,956; an increase of 14.7% over this time last year of \$728,584. The break down is Marketing and Operations at \$668,765 and Destination Development at \$167,191.

**Marketing and Operations Expenditures of FY 2023 Year-To-Date as of March 21, 2023:**

Personnel and Benefits are at \$133,107 with an available balance of \$198,986.

Operating Expenses are \$238,260 with outstanding encumbrances of \$93,592 and an available balance of \$515,245. Non-Operating Expenses are \$1,501,969; all in reserves. Transfer to other funds are under budget. We have an available balance in our budget of \$2,259,139. Tammy reported that we are in great shape financially.

**Lodging Comparison:** Tammy reported that Campground/RV revenues have increased, likely due to music festivals this time of year.

Catherine Reeves joined the meeting at 3:09 p.m.

**Economic Impact Report from Visit Florida FY 2021:** Tammy reported that we received our Economic Impact Report from Visit Florida, as it takes about a year-and-a-half to get the data from Visit Florida. Figures in this document are based on spending by visitors during 2021. The figures are generated from domestic out-of-state visitors, international visitors, and residents who traveled at least 50 miles to the destination.

Our TDT, Tourist Development Tax, generated \$1,527,066; translating into total visitor spending of \$231,000,000 on Florida's Adventure Coast. That is an increase of 38.1% increase over visitor spending in 2020, and a 12.2% increase over 2019 visitor spending. The tourism industry supported 6.2% of the jobs in Hernando County with visitor spending.

The tax revenues generated by visitor's spending include State and local taxes of \$27,400,000 and Federal taxes of \$15,900,000. Tax revenues supported: 4,479 jobs; \$39,000,000 in wages; and \$265,400,000 in total business spending.

Tammy noted that Tourism is very big business in Hernando County.

**TOURISM MANAGER'S REPORT:** Tammy Heon

**Arrivalist Data:** Tammy Heon provided a report on visitation, including top origin markets and points of interest in Hernando County.

**Hernando County:** Estimated trips to Hernando County for the calendar year of February 1, 2022, through January 31, 2023, are 438,102 trips.

**The top origins states:**

1	Florida	210,000
2	Georgia	23,000
3	New York	22,000
4	Ohio	16,000
5	Pennsylvania	13,000
6	Michigan	13,000
7	North Carolina	12,000
8	Illinois	9,500



9	Indiana	9,000
10	Tennessee	8,700

**The top origin Designated Market Area:**

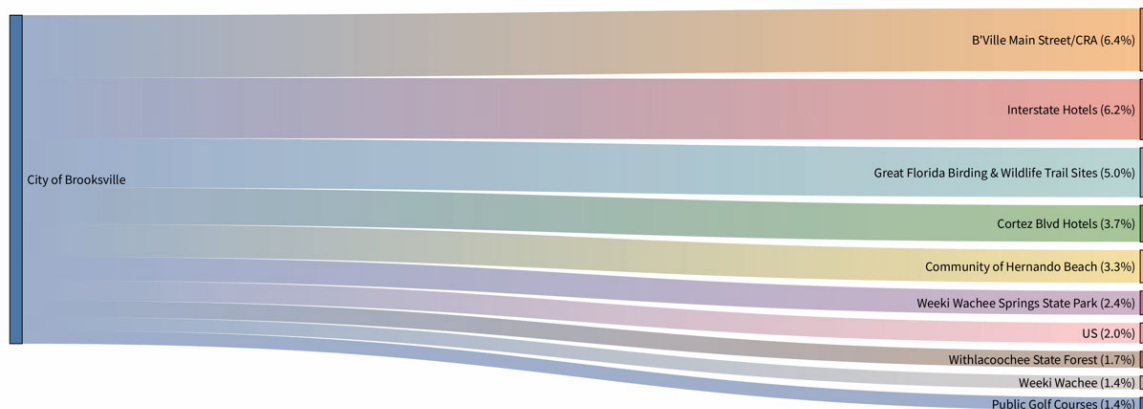
1	Orlando/Daytona Beach	60,000
2	Tampa/Saint Petersburg	56,000
3	Miami/Fort Lauderdale	20,000
4	Fort Myers/Naples	19,000
5	Jacksonville-Brunswick	18,000
6	West Palm Beach/Fort Pierce	17,000
7	New York	16,000
8	Atlanta	12,000
9	Tallahassee/Thomasville	9,000
10	Gainesville	8,600

Arrivalist Data can be further pin pointed to the county and zip code of origin, of which can be very helpful when fine tuning our advertising target markets.

**Trips by Top Ten Points of Interest:**

1	City of Brooksville	24,000
2	Interstate Hotels	19,000
3	US-19 Hotels	18,000
4	Weeki Wachee Springs State Park	17,000
5	Community of Hernando Beach	16,000
6	Great Florida Birding and Wildlife Corridor	10,000
7	Cortez Blvd. Hotels in Central County	6,800
8	Withlacoochee State Forest	4,500
9	Brooksville Main Street Program / CRA	2,900
10	Weeki Wachee	2,900

**Point of Interest Cross Visitation:**



Cross visitation data will allow us to customize the messaging in building itineraries, and more.

**The Villages:** We will have a booth at the Travel Expo in The Villages on April 3, 2023, at The Brownwood Hotel and Spa. Tammy offered to distribute additional literature and brochures from partners. Please deliver collateral by Friday April 28, when we pack the car for the event.

**QR Codes on New Flyers:** Shannon Werner has created a number of different flyers. The top half has a QR that leads to The Florida Mermaid Trail and the bottom half has a QR code that leads to The Mermaid Tale Trail. Also, there is a QR code that leads to the events on our website. Tammy invited TDC Members to take copies for display in their businesses.

**Outreach and Community Relations:** Tammy reported that she had attended several events over the last month. She went to the Art Walk on the first Saturday of the month in Hernando Beach. There were numerous happy artists and the event was well attended. Art in the Park, again this year, was a phenomenal event with a wider variety of artist and vendors; she volunteered for a shift in the hospitality tent. The Florida Nature Coast Bike Fest was very well attended Friday night. Saturday went well until the heavy rain storm caused people to leave the event.

**The Brand Name, “Florida’s Adventure Coast:** Tammy reported that Patricia Laird said that she has met two unrelated couples that have visited and then moved here because of our brand name “Florida’s Adventure Coast.”

**Events Calendar:** Tammy reported that we are getting an update to the Events Calendar on our website. It has been redesigned to be more mobile and user friendly. Now, the information will appear with the photograph which may make our newsletter look better as well.

#### **OLD BUSINESS:**

**Strategic Plan Update:** The feed back from our consult at HCP Associates was that at the Stakeholder Workshop was very positive with great participation and feedback from the attendees. It was a very engaging workshop with a lot of positive conversations. We had our Staff Workshop; we spent the entire day reviewing and discussing the research and how we can begin to implement the recommendations. The review with the County Administrator is scheduled for March 27, 2023, with the final report due in March. The date for presentation to the Board of County Commissioners is yet to be determined.

**The Mermaid Tale Trail:** The not yet placed mermaid statues are temporarily being stored here in The Hall of the Welcome Center due to concerns about liability by Weeki Wachee Springs State Park. We are having scheduling challenges in moving and installing the cement pads that the mermaid statues sit upon. Alice, the mermaid statue that was hit by a car in downtown Brooksville, is damaged beyond repair; and she has been removed.

#### **NEW BUSINESS:**

##### **FY 2024 Budget:**

**Florida’s Adventure Coast 2022-2023 Marketing Priorities:** Tammy reminded the TDC of our marketing priorities:

- ❖ Capitalize on the Volumes of Content on FloridasAdventureCoast.com
- ❖ Reach the Right Customer at the Right Time, with the Right Content
- ❖ Continue to Promote the Great Outdoors and Adventure Travel
- ❖ Continue to Promote The Mermaid Tale Trail

**Revenues:** With a \$2,000,000 budget; \$1,600,000 will be allocated to Marketing and Operations and \$400,000 to Destination Development. There will be no revenues from sales of merchandise; only interest income from investments. Brooksville Main Street Program will continue to pay for some of the utilities and maintenance of the building.

**Key Points to Note:** In general, most line items will increase by five to ten percent in consideration of inflation. Brochure distribution is likely to increase due to fuel prices. Personnel and benefits are likely to increase; Human Services will finalize those numbers later this year. Building expenses are likely to increase mainly due to insurance. There has also been an increase in water usage this past year.

**Operating Expenses:** There will be an increase in printing and binding. We will redesign our collateral and reprint all materials in the upcoming year. Tammy has been waiting for data and the final report from the Strategic Plan before moving forward with a redesign.

Tammy added a \$1,500 membership to the Family Travel Association. She feels we will benefit from their research and data, due to the change of demographics of visitors in the destination and increases in family travel.

Education and travel budgets will be increased. Shannon Werner will attend a few more conferences with Tammy Heon and John Athanason because of Shannon's growing marketing responsibilities. Additionally, Tammy plans to pursue her CDME through Destinations International. The Certified Destination Management Executive is the tourism industry's highest individual educational achievement and prepares senior executive to thrive in a constantly changing environment. Once Tammy has earned her credentials; we can start the process of getting the destination certified.

**Marketing Services:** There will be money added for the typesetting and redesign of our collateral.

Website expenses will increase with the additions of an AI (Artificial Intelligence) powered chatbot and digital passport.

**Clerk's Fees:** The clerk's fees go up with an increase in collections. Tammy has allowed for a five percent increase in the TDT collection software, Host Compliance.

**Grants, Special Projects and Community Support:** TDC Grant funding will be increased by 100%, bringing it up to \$50,000. Once this budget has been approved, Tammy will follow up with a press release that announces our increased grant funding and how important it is to promote events that draw visitors.

There will be an increase of \$5,000 for Chinsegut Hill to possibly help kick start some marketing when it is under new management.

**Marketing Programs:** There will be an increase in our internet marketing budget. Tammy is particularly interested in a new publishing program where our content and stories are published on other sites. There will be

an increase in the budget line for FAM Tours to host more media and influencers. There is an increase in trade show line item to allow for media meet-ups and press opportunities.

**Interfund Transfers:** Chinsegut Hill will have a slight reduction of insurance costs; It is less than anticipated in the last two years.

**Budget Reserves:** The County now requires 25% in reserves we are currently way above that level.

**Destinations Development Expenditures:** There are currently no planned expenditures in FY 2024.

**MOTION:** A motion was made by Roger King to approve the budget as presented. Motion seconded by Yann Milcendeau. Motion passed; all in favor and none opposed.

**IMPORTANT DATES TO REMEMBER:**

HCP Presentation to BOCC and/or TDC is yet to be determined

Dedication of Chinsegut Conservation Center as a Birding Gateway, April 15<sup>th</sup>, 2023; 10:00am

Brooksville Blueberry Festival

- ❖ April 29<sup>th</sup>, 2023; 10:00 am until 10:00 pm
- ❖ April 30<sup>th</sup>, 2023; 10:00 am until 6:00 pm

**Next TDC Meeting:** Thursday, May 25<sup>th</sup>, 2023; 3:00 pm

**TDC MEMBERS REPORTS:** None submitted and nothing to report.

**PUBLIC COMMENT:** None submitted and nothing to report.

The meeting adjourned at 4:34 pm.

Prepared by:  
Michelle Rose

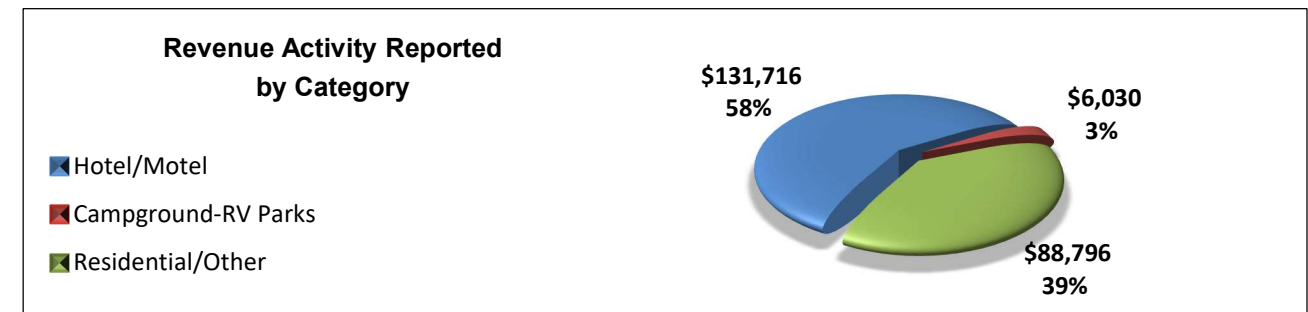
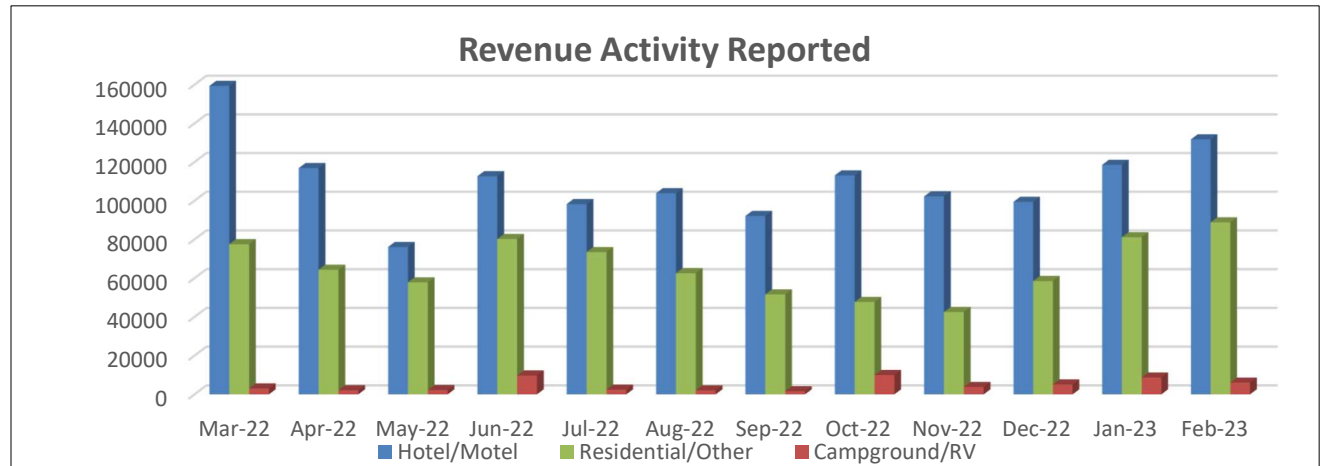
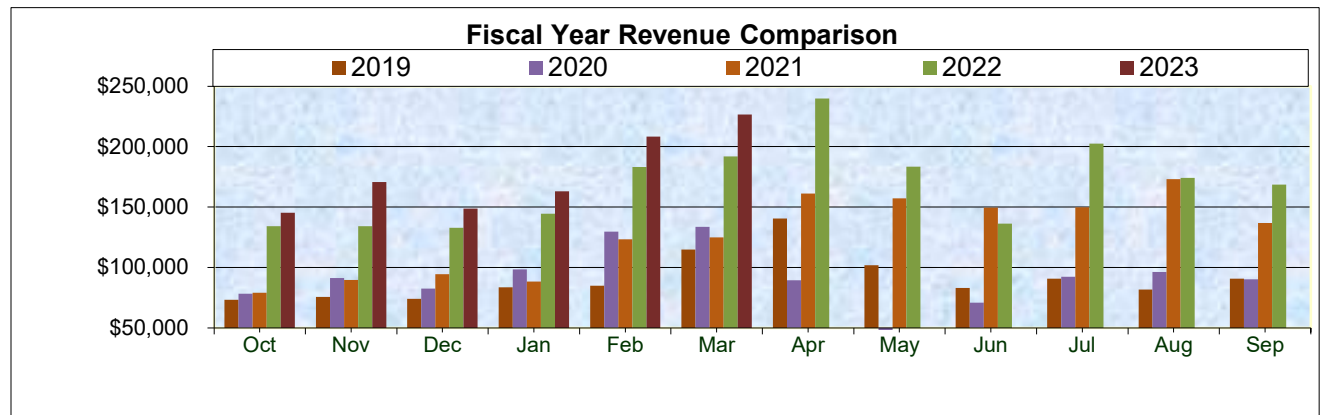


# Doug Chorvat, Jr.

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:** March 2023 Tourist Development Tax Collections from February 2023 Activity  
**DATE:** April 19th, 2023

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
Tourist Development Tax- March Collections for February Activity	\$ 181,234	\$ 153,504
Destination Development- March Collections for February Activity	\$ 45,308	\$ 38,376
<b>Total</b>	<b>\$ 226,542</b>	<b>\$ 191,880</b>
<b>Year-to-Date</b>	<b>\$ 1,062,498</b>	<b>\$ 920,464</b>



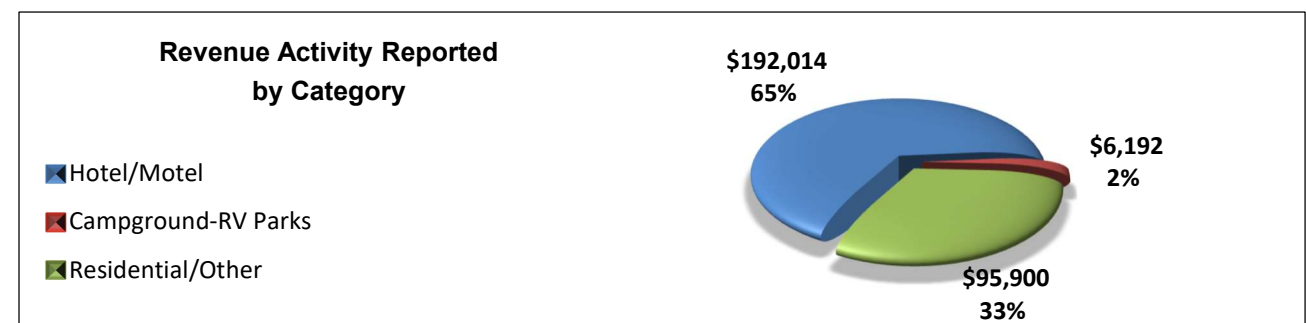
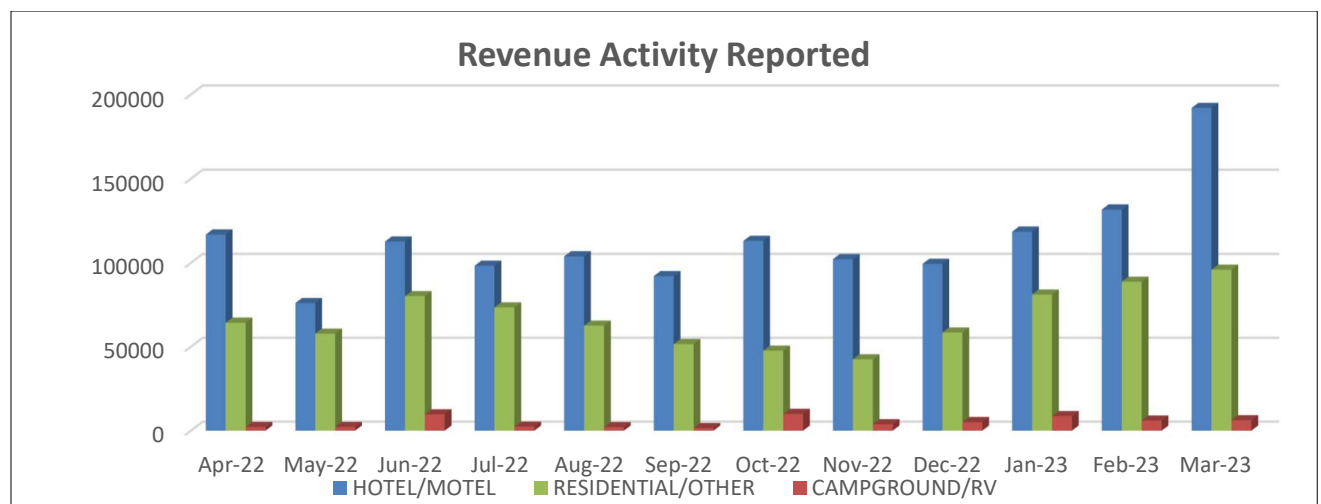
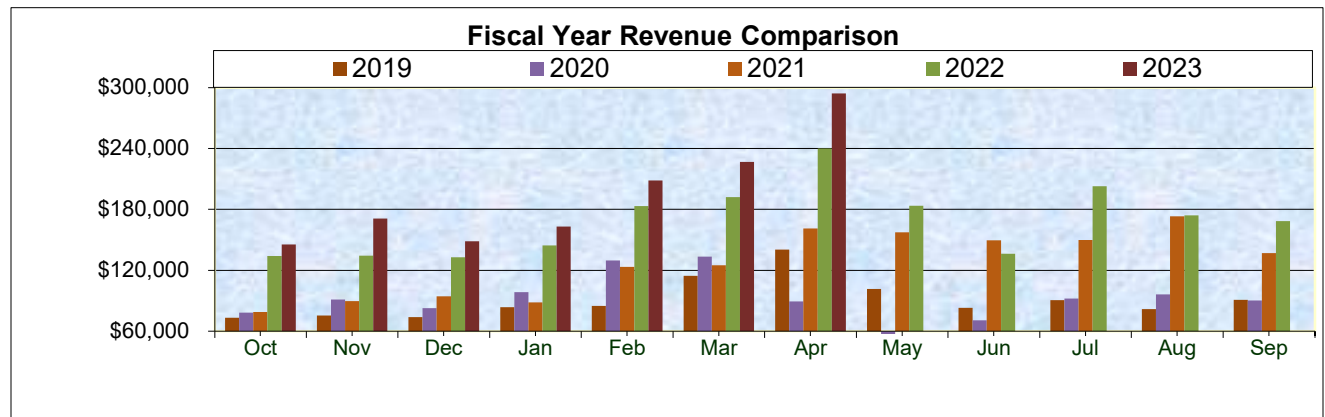


# Doug Chorvat, Jr.

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:** April 2023 Tourist Development Tax Collections from March 2023 Activity  
**DATE:** May 10th, 2023

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
Tourist Development Tax- April Collections for March Activity	\$ 235,285	\$ 191,950
Destination Development- April Collections for March Activity	\$ 58,821	\$ 47,987
<b>Total</b>	<b>\$ 294,106</b>	<b>\$ 239,937</b>
<b>Year-to-Date</b>	<b>\$ 1,356,605</b>	<b>\$ 1,160,401</b>



**Year-to-Date Expenditures**

**As of May 22, 2023**

<b>Account</b>	<b>Budget</b>	<b>YTD Expenses</b>	<b>Outstanding Encumbrances</b>	<b>Balance</b>
Personnel & Benefits	\$332,093	\$194,447	\$0	\$137,646
Operating Expenses	\$847,096	\$473,133	\$163,067	\$210,895
Non-Operating Expenses	\$1,501,969	\$0	\$0	\$1,501,969
Transfers to Other Funds	\$49,239	\$6,300	\$0	\$42,939
Total Budget	\$2,730,397	\$673,880	\$163,067	\$1,893,449



# PR Report

## March 2023

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Submitted APRIL 10

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



Florida's  
**ADVENTURE COAST**  
BROOKSVILLE ♦ WEEKI WACHEE



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## Video's Created

- [38th Annual 'Art in the Park' on Florida's Adventure Coast \(2023\)](#)
- [Unveiling of 'Flora' for The Mermaid Tale Trail at The Greater Hernando Chamber of Commerce \(2023\)](#)
- [Rusted Jade Art Collective on Florida's Adventure Coast \(2023\)](#)
- [Unveiling of 'The Way Home' for The Mermaid Tale Trail by Century 21 Alliance Realty \(2023\)](#)
- [Will McLean Music Festival on Florida's Adventure Coast \(2023\)](#)
- [Nature Coast Bike Fest on Florida's Adventure Coast \(2023\)](#)
- [Unveiling of 'Nova' at Roger's Park for The Mermaid Tale Trail Sponsored by Sarah Hill Realty \(2023\)](#)
- [Margo's Blueberry Farm - From Bark to Berries \(2023\)](#)
- [Unveiling of 'Nico & The Velvet Underwater' For The Mermaid Tale Trail \(2023\)](#)
- [Unveiling of 'The Kraken' at The Silver Dolphin Restaurant For The Mermaid Tale Trail \(2023\)](#)
- [Unveiling of 'Clarise' at Sparacia Witherell Family Winery For The Mermaid Tale Trail \(2023\)](#)
- [The Unveiling of 'Ila' at Wellcome OM For The Mermaid Tale Trail \(2023\)](#)
- [Unveiling of 'Patience' For The Mermaid Tale Trail on Florida's Adventure Coast \(2023\)](#)
- [Halo's Hangouts on Florida's Adventure Coast - Hernando Beach Tropical Grille \(2023\)](#)

## Earned Media

- [Weeki Wachee Springs State Park welcomes public to "SPRING BREAK DAY TRIP"](#)
- [Photo Essay: Mermaids of Weeki Wachee Springs State Park](#)
- [A walk on Florida's wild side \(as told through a series of animal encounters\) - Atlanta Magazine](#)
- [Exploring Florida's Adventure Coast, Brooksville - Weeki Wachee](#)

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## Blogs

- [ARTISTIC COMMUNITIES ON FLORIDA'S ADVENTURE COAST](#)
- [SPRING BREAK ADVENTURES – A GETAWAY GUIDE FOR NON-PARTY ANIMALS](#)

# PR Report

April 2023

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Submitted **MAY 22**

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Florida's Adventure Coast Visitors Bureau

Authored by: John Athanason



Florida's  
**ADVENTURE COAST**  
BROOKSVILLE ♦ WEEKI WACHEE

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## Video's Created

- [April, 2023 Fishing Report On Florida's Adventure Coast with Captain Oz of Light Lines & Good Times](#)
- [1946 Wine, Beer, & Small Plates on Florida's Adventure Coast \(2023\)](#)
- [Neptune's Grotto Old Florida Adventure Retreat on Florida's Adventure Coast \(2023\)](#)
- [Upicktopia U-Pick Farm on Florida's Adventure Coast \(2023\)](#)
- [Unveiling of 'Lorelei' at Weaver Group Realty For The Mermaid Tale Trail \(2023\)](#)
- [Halo's Hangouts - Fickett Hammock Preserve on Florida's Adventure Coast \(2023\)](#)

## Earned Media

- [75 Years of Mermaids... and Counting – Heartland LIVING Magazine](#)
- [A 21-Hole Golf Course? Cabot Citrus Farms Unveils Plans For Unique Third Layout](#)
- [Celebrate Everything Blueberry and Colt Ford at the Brooksville Blueberry Festival](#)
- [10 Top Water Parks In Florida](#)
- [7 Storybook Florida Spots You Can Visit & Each One Is Like Stepping Into A Fantasy World – Narcity](#)
- [20 Best Florida State Parks To Explore In 2023](#)
- [Netflix Series From 'Queer Eye' Producers Dives Into Mermaid Culture](#)

## Blogs

- [CELEBRATE EARTH DAY AT THE WELLCOME OM INTEGRAL HEALING & WELLNESS CENTER](#)
- [BLUEBERRY SEASON: A SPRINGTIME FAMILY ADVENTURE](#)

# March 2023 LEADS Report

## LEADS Report - March 2023

### TOP STATES & COUNTRIES - ALL LEADS

Top States:	FL	TX	IL	OH	PA	IN	KY	NJ	NY	MI	GA	OK	CA	WI	SC	MA	CT	NC	VA	MS	MD	IA	KS	AL	AZ	NV	WA	MO	ME	TN	ID	NE	LA	ND	CO	PR	ON (CANADA)	Total	
<b>ALL LEADS - TOTAL</b>	25	9	9	9	8	8	6	6	6	6	5	5	5	5	5	5	5	4	4	4	4	3	2	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1	168

### BREAKDOWN BY LEAD TYPE

Top States & Countries:	FL	OH	IN	MI	PA	IL	NY	WI	SC	MA	CT	KY	OK	NJ	MD	CA	GA	IA	TX	NC	VA	MS	MO	ME	KS	AL	LA	AZ	NV	ND	WA	CO	PR	ON (CANADA)	Total			
<b>Visit Florida - Hernando &amp; Weeki Wachee (unique leads)</b>	20	8	8	6	6	6	5	5	5	5	5	4	4	4	4	4	3	3	3	3	3	3	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	131

Top States:	TX	FL	IL	PA	KY	NJ	GA	OH	NY	OK	CA	NC	VA	MS	KS	AL	AZ	NV	WA	TN	ID	NE	Total
<b>American Road Leads</b>	6	5	3	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	37



# March 2023 LEADS Report

Expected Arrivals (Miles Media Leads Only) - March 2023																										
All States	OH	FL	PA	IL	CT	IA	MD	MI	NJ	OK	SC	WI	CO	GA	IN	KS	KY	LA	MA	MO	MS	NC	NV	ON (Canada)	TOTAL	
LEADS	6	5	5	4	2	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	48

Arrival Months - All States/Regions												
Month	MAR 2023	APR 2023	MAY 2023	JUN 2023	JULY 2023	AUG 2023	SEPT 2023	OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024
Expected Arrivals	3	6	10	8	5	4	1	4	2	1	1	3

Arrivals By Region						
Region	Midwest	South	Northeast	West	In-State (Florida)	International (Canada)
Leads	19	11	10	2	5	1

**Regions & Included States:**

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

# April 2023 LEADS Report

<b>LEADS Report Yearly Overlook - April 2023</b>													
<b>Total Leads for Florida's Adventure Coast* - Fiscal Year 2022-2023:</b>					<b>1,202</b>								
<b>Total New Emails for Florida's Adventure Coast:</b>					<b>763</b>								
<b>Month</b>	<b>Oct-22</b>	<b>Nov-22</b>	<b>Dec-22</b>	<b>Jan-23</b>	<b>Feb-23</b>	<b>Mar-23</b>	<b>Apr-23</b>	<b>May-23</b>	<b>Jun-23</b>	<b>Jul-23</b>	<b>Aug-23</b>	<b>Sep-23</b>	
<b>Florida's Adventure Coast - VISIT FLORIDA MAGAZINE - (Miles Media)</b>													
Total	102	67	77	121	117	129	123						<b>736</b>
Emails Included	36	21	25	57	58	54	57						<b>308</b>
<b>Weeki Wachee Springs State Park - VISIT FLORIDA MAGAZINE / MILES MEDIA (*Not included in Total Leads)</b>													
Total	105	67	78	109	22	18	16						<b>415</b>
<b>AAA LIVING WORLD</b>													
Total	7	8	5	5	1	0	0						<b>26</b>
Emails Included	4	6	4	2	0	0	0						<b>16</b>
<b>AMERICAN ROAD MAGAZINE</b>													
Total	158	24	92	75	11	37	43						<b>440</b>
Emails Included	158	24	92	75	11	36	43						<b>439</b>

# April 2023 LEADS Report

LEADS Report - April 2023																																															
TOP STATES & COUNTRIES - ALL LEADS																																															
Top States:	FL	PA	OH	GA	TX	MI	IL	NJ	TN	CA	IN	NC	NY	AL	VA	OK	WI	AZ	SC	NE	KY	MA	MO	AR	CT	NV	CO	IA	OR	MN	MS	DE	WV	VT	SD	NM	PR	UT	WY	AK	ME	ON (CANADA)	DC	Total			
ALL LEADS - TOTAL	18	13	11	9	9	9	9	9	6	6	5	5	4	4	4	3	3	3	3	3	2	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	166

## BREAKDOWN BY LEAD TYPE

Top States & Countries:	FL	OH	PA	GA	IL	TX	MI	TN	CA	NJ	VA	NC	AL	OK	NE	IN	NY	WI	AZ	SC	KY	MA	MO	AR	CO	NV	IA	MS	DE	WV	VT	NM	PR	WY	ON (CANADA)	DC	Total						
Visit Florida - Hernando & Weeki Wachee (unique leads)	18	10	8	7	7	6	6	5	5	4	4	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	1	123

Top States:	PA	NJ	TX	MI	IN	GA	IL	NC	NY	CT	OH	TN	CA	AL	WI	AZ	SC	NV	OR	MN	SD	UT	AK	ME	Total
American Road Leads	5	5	3	3	3	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	43



# April 2023 LEADS Report

Expected Arrivals (Miles Media Leads Only) - March 2023																										
All States	FL	GA	MI	PA	IL	TX	CA	CO	KY	NE	NJ	OH	OK	WI	AR	IN	MO	MS	NC	NM	SC	TN	VA	VT	WY	TOTAL
LEADS	9	5	5	4	3	3	2	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	56

Arrival Months - All States/Regions											
Month	APR 2023	MAY 2023	JUN 2023	JULY 2023	AUG 2023	SEPT 2023	OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024
Expected Arrivals	5	17	13	7	5	3	0	3	1	1	1

Arrivals By Region						
Region	Midwest	South	Northeast	West	In-State (Florida)	Out of State
Leads	16	18	7	6	9	0

## Regions & Included States:

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

<b>Brooksville Welcome Center - March 2023 Report</b>						
<b>Total Walk-ins since opening, approx.*: 5,758</b>				*Reporting began in June 2020		
<b>Total Walk-ins for FY 2022-2023, to date: 1,480</b>				(Fiscal Year: Oct. 1, 2022 - Sept. 30, 2023)		
<b>Total Phone Calls for FY 2022-2023, to date: 1087</b>				(Fiscal Year: Oct. 1, 2022 - Sept. 30, 2023)		
<b>Visitors</b>						
Monthly Visitors	Walk-in Visitors	Walk-in Residents	Brooksville Main Street (approx.)	Total		
<b>March 2023</b>	134	147	20	<b>301</b>		
<b>Conversions</b>						
Captured Visits:	Lunch / Dinner	Day Visit	Overnight	Intent to Return	Total	
<b>Totals</b>	18	40	2	16	<b>76</b>	
<b>Interests &amp; Comments</b>						
Interests:	Mermaid Tale Trail	Florida Mermaid Trail	Florida's Adventure Coast Map	Things to Do	Restaurants	Events & Festivals
<b>Totals</b>	94	60	42	28	15	15
Interests:	City / County Map	Weeki Wachee Springs State Park	Florida Map	History & Old Homes	Wildlife	Breweries
<b>Totals</b>	15	11	10	7	7	6
<b>Phone Calls</b>						
Monthly Phone Calls	In-state	Out of State	Total			
<b>March 2023</b>	80	79	<b>159</b>			

<b>Brooksville Welcome Center - April 2023 Report</b>						
<b>Total Walk-ins since opening, approx.*: 6,081</b>				*Reporting began in June 2020		
<b>Total Walk-ins for FY 2022-2023, to date: 1,803</b>				(Fiscal Year: Oct. 1, 2022 - Sept. 30, 2023)		
<b>Total Phone Calls for FY 2022-2023, to date: 1087</b>				(Fiscal Year: Oct. 1, 2022 - Sept. 30, 2023)		
<b>Visitors</b>						
Monthly Visitors	Walk-in Visitors	Walk-in Residents	Brooksville Main Street (approx.)	Brooksville Blueberry Festival (approx.)	Total	
April 2023	21	46	36	220	323	
<b>Conversions</b>						
Captured Visits:	Lunch / Dinner	Day Visit	Overnight	Intent to Return	Total	
Totals	13	9	2	5	29	
<b>Interests &amp; Comments</b>						
Interests:	Mermaid Tale Trail	Florida Mermaid Trail	Florida's Adventure Coast Map	Events & Festivals	Restaurants	History & Old Homes
Totals	33	19	15	11	10	9
Interests:	May-Stringer House Museum	Things to Do	City / County Map	Things to Do with Kids	Directions	Shopping
Totals	8	7	7	6	5	5
<b>Phone Calls</b>						
Monthly Phone Calls	In-state	Out of State	Total			
April 2023	N/A	N/A	0			

Visitor Information Center - Distributions for March-April 2023

Distributions & Partner Visits

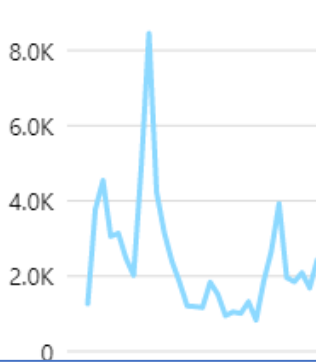
Partner	FAC General Brochure	FAC Folded Maps	FAC Maps (Tear-off)	FAC Paddling Brochure	FAC Golf Brochure	Chinsegut Hill Historic Site	Weeki Wachee Springs Brochure	Florida Mermaid Trail Map	Mermaid Tale Trail Map	BMS Events Brochure	Brooksville Shopping Flyer	Hand Sanitizers
Hernando County Arts Council									30			
Treasures from the Heart								25				
Spring Hill Souvenirs		200	100									
The Dolan House B&B						25		25				
Legacy Lane Weddings		50										
Wesleyan Village		50						25				
Country Depot			100							100		
Blueberry Fest								75		500		
Historic Hernando Preservation Society		100						60				
Easy Street			200					100		200		
Travel Expo in The Villages	300	300		100			100		100	200		
<b>Totals:</b>	<b>300</b>	<b>700</b>	<b>400</b>	<b>100</b>	<b>0</b>	<b>25</b>	<b>100</b>	<b>310</b>	<b>130</b>	<b>1000</b>	<b>0</b>	<b>0</b>

## Facebook & Instagram Overview – March 1-31, 2023

### Reach

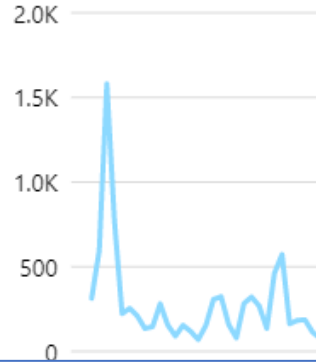
Facebook Page reach ⓘ

50,818 ↑ 20.3%



Instagram reach ⓘ

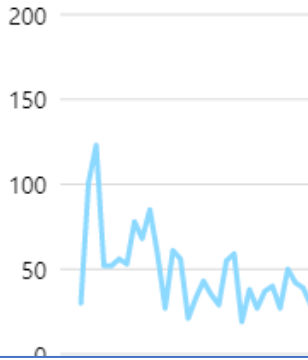
4,891 ↑ 52.6%



### Page and profile visits

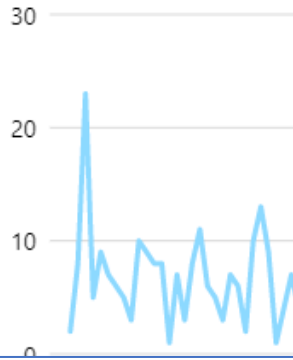
Facebook Page visits ⓘ

1,524 ↓ 12.9%



Instagram profile visits ⓘ

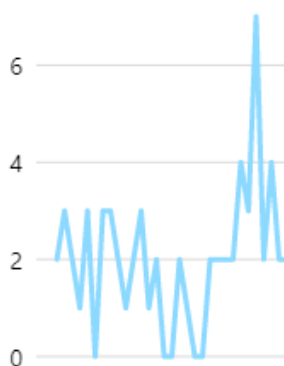
210 ↑ 45.8%



### New likes and follows

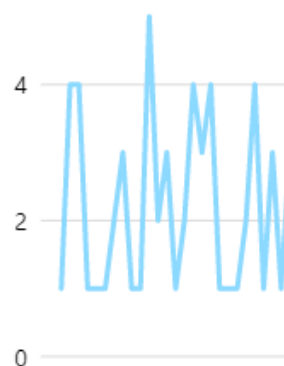
Facebook Page new likes ⓘ

63 ↑ 5%










New Instagram followers ⓘ

60 ↑ 33.3%




## Facebook Analytics: Content – March 1-31, 2023

### All content

Recent content ↑↓	Type	Reach ⓘ ↓	Likes and react... ⓘ ↑↓
 Nature Coast Bike Fest on Florida's Adventure Coast Tue Mar 7, 6:10am	Post	Boost post	15,813 292
 The perfect way to end a day in West Palm Beach Sun Mar 26, 10:00am	Post	Boost post	7,973 171
 Margo's Blueberry Farm - From Bar to Farm Fri Mar 10, 9:00am	Post	Boost post	6,375 241
 The 38th Annual 'Art in the Park' 2023 Thu Mar 2, 12:07pm	Post	Boost post	6,091 248
 Make plans for the 38th Annual Art in the Park Thu Mar 2, 7:00am	Post	Boost post	5,347 165
 Rusted Jade Art Collective on Florida's Adventure Coast Fri Mar 3, 5:55am	Post	Boost post	3,684 207
 This post has no text Thu Mar 9, 5:56am	Post	Boost unavailable	3,557 42
 Will McLean Music Festival 2023 on Florida's Adventure Coast Mon Mar 6, 12:27pm	Post	Boost post	2,851 50




#1

Boost post



**Nature Coast Bike Fest on Florida's Adventure Coast**  
March 7, 2023 at 9:10 AM  
ID: 506199728390214

Interactions

 292 reactions
 68 comments
 163 shares

---

**Performance**

**Reach** ⓘ

Total **15,813** Worst  Best

This post reached more Accounts Center accounts than **96%** of your 50 most recent Facebook posts and stories.

Reach	15,813
-------	--------

**Reactions, comments and shares** ⓘ

Total **523** Worst  Best

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

Reactions	292
Comments	68
Shares	163

**Results** ⓘ

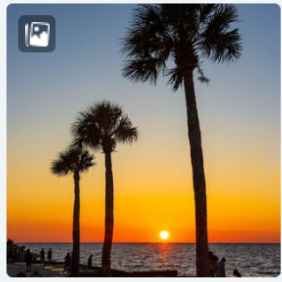
Total **180** Worst  Best

This post received more link clicks than **88%** of your 50 most recent Facebook posts and stories.

Link clicks	180
-------------	-----

#2

Boost post



**The perfect way to end a day in Weeki Wachee! 🌴🌍 With its peaceful views ...**  
 March 26, 2023 at 1:00 PM  
 ID: 517073843969469

Interactions

👍 171 reactions
💬 7 comments
➦ 39 shares

---

**Performance**

**Reach** ⓘ

Total  
**7,973**

Worst  Best

This post reached more Accounts Center accounts than **92%** of your 50 most recent Facebook posts and stories.

---

Reach 7,973

**Reactions, comments and sh...** ⓘ

Total  
**217**

Worst  Best

This post received more reactions, comments and shares than **90%** of your 50 most recent Facebook posts and stories.

---

Reactions	171
Comments	7
Shares	39

**Results** ⓘ


Total  
--

---

Link clicks --

#3

Boost post



**Margo's Blueberry Farm - From Bark to Berries**  
 March 10, 2023 at 12:00 PM  
 ID: 508010824875771

Interactions

👍 241 reactions
💬 32 comments
➦ 57 shares

---

**Performance**

**Reach** ⓘ

Total  
**6,375**

Worst  Best

This post reached more Accounts Center accounts than **92%** of your 50 most recent Facebook posts and stories.

---

Reach 6,375

**Reactions, comments and sh...** ⓘ

Total  
**330**

Worst  Best

This post received more reactions, comments and shares than **92%** of your 50 most recent Facebook posts and stories.

---

Reactions	241
Comments	32
Shares	57

**Results** ⓘ

Total  
**7**

Worst  Best

This post received more link clicks than **20%** of your 50 most recent Facebook posts and stories.

---

Link clicks 7

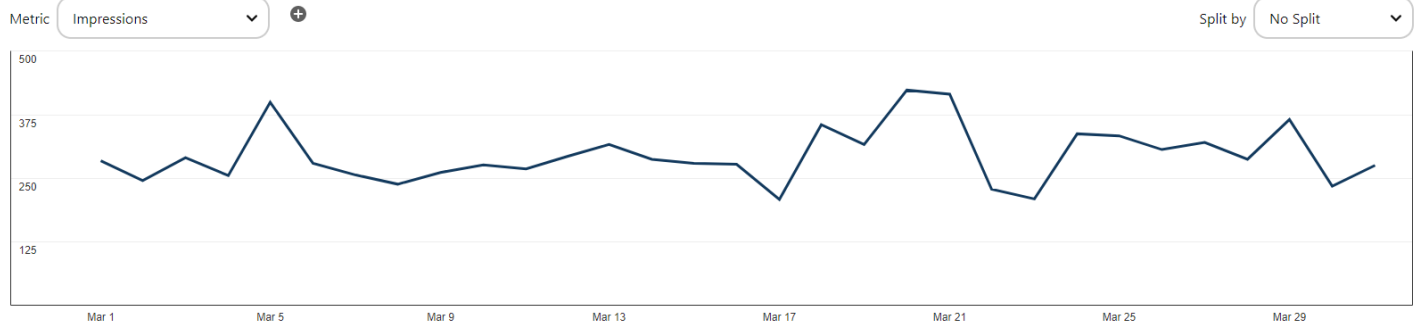
Page 3

## Pinterest Analytics – March 1-31, 2023

### Pinterest activity

Impressions <sup>1</sup> **9.11k** ↑ 29%   
 Engagements <sup>1</sup> **349** ↑ 14%   
 Total audience <sup>1</sup> **6.66k** ↑ 28%   
 Engaged audience <sup>1</sup> **280** ↑ 13%

### Performance over time



### Metrics

Total impressions <sup>1</sup>

Total

9,114

### Top Pins

Sort by: Impressions +  Pins created in the last 30 days <sup>1</sup> 3/1/2023 – 3/31/2023 <sup>1</sup>

Pin	Type	Source	Format	Total impressions <sup>1</sup>	
Happy #ManateeMonday! This 'seac...	Organic	Your Pins	Standard	5,162	Promote
11 Florida Springs The Kids Will Be B...	Organic	Your Pins	Standard	394	Promote
Watch for Manatees on Florida's Adv...	Organic	Your Pins	Standard	364	Promote
Mary's Fish Camp	Organic	Your Pins	Standard	253	Promote
IG: @paradiseparcplaygrounds "NJoy ...	Organic	Your Pins	Standard	197	Promote
Mermaid Memories	Organic	Your Pins	Standard	194	View
You Should Have Your Next Photo Sh...	Organic	Your Pins	Standard	159	Promote
Florida Nature Coast Bike Fest	Organic	Your Pins	Video	106	Promote

50 rows <sup>1</sup>

### Top boards

Sort by: Impressions + 3/1/2023 – 3/31/2023 <sup>1</sup>



**Paddler's Paradise**  
122 Pins    5,29k Impressions



**Feelin' Florida**  
303 Pins    797 Impressions



**Nature's Place to Play**  
418 Pins    686 Impressions



## Twitter Analytics – March 1-31, 2023

Mar 2023 • 31 days

### TWEET HIGHLIGHTS

**Top Tweet** earned 306 impressions

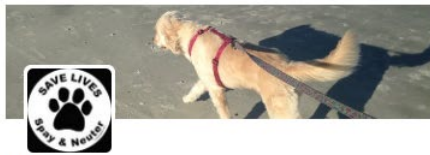
Unveiling of 'Nico & The Velvet Underwater' For The Mermaid Tale Trail ...  
[youtu.be/uRpLBt6wZ1w](https://youtu.be/uRpLBt6wZ1w) via @YouTube

♥ 2

[View Tweet activity](#)

[View all Tweet activity](#)

**Top Follower** followed by 334 people



**Lise**

@LMEM12 [FOLLOWS YOU](#)

"The average dog is a nicer person than the average person."

[View profile](#)

**Top mention** earned 51 engagements



**Halo The Golden Retriever** 🐾

@RetrieverHalo - Mar 10

Having a fun time with Momma on the #MermaidTaleTrail at @adventure\_coast  
[pic.twitter.com/17povIH6gq](https://pic.twitter.com/17povIH6gq)



↩ 1 ↻ 3 ♥ 22

[View Tweet](#)

**Top media Tweet** earned 217 impressions

The perfect way to end a day in Weeki Wachee! 🌴🌊 With its peaceful views on the Gulf of Mexico, Pine Island Beach Park is the perfect spot to relax on #FLAdventureCoast.

📷: IG hillsandhollers\_photography  
[pic.twitter.com/XBGHqC0sRF](https://pic.twitter.com/XBGHqC0sRF)



♥ 3

[View Tweet activity](#)

[View all Tweet activity](#)

### MAR 2023 SUMMARY

Tweets

28

Tweet impressions

2,455

Profile visits

142

Mentions

7

New followers

4

## Instagram Analytics – March 1-31, 2023

### OVERVIEW

### Overview

You reached **+52.5%** more accounts compared to Jan 29 - Feb 28

Accounts reached	4,891	>
	<b>+52.5%</b>	
Accounts engaged	356	>
	<b>+53.4%</b>	
Total followers	3,471	>
	-	

### Content You Shared

[See all](#)



Posts	5	>
Stories	1	>
Reels	17	>

## Instagram Analytics – March 1-31, 2023

### REACH

**4,891**  
Accounts reached

+52.5% vs Jan 29 - Feb 28

#### Followers and non-followers

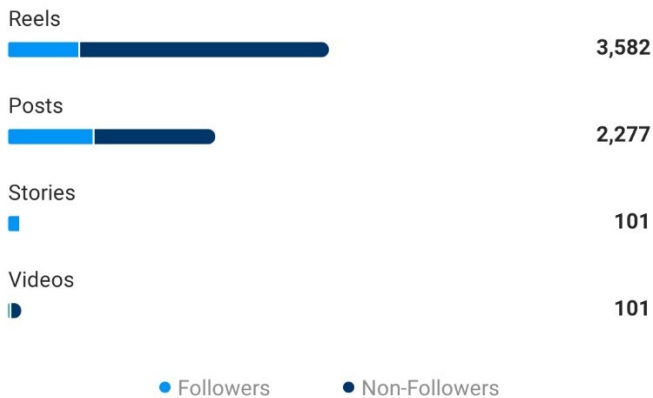
Based on reach



You reached +76.4% more accounts that weren't following you compared to Jan 29 - Feb 28.

#### Content reach ⓘ

[See all](#)



#### Top Content

Based on reach



#### Profile Activity ⓘ

**215**

Profile Visits	210	+45.8%
External link taps	5	+150%
Email Button Taps	0	0%
Call Button Taps	0	0%

## Instagram Analytics – March 1-31, 2023

### ENGAGEMENT

**356**  
**Accounts engaged**  
+53.4% vs Jan 29 - Feb 28

**Followers and non-followers**  
Based on accounts engaged

**163**  
Followers

**193**  
Non-followers

You engaged **+114%** more accounts that weren't following you compared to Jan 29 - Feb 28

**Content interactions** ⓘ [See all](#)

**675**  
Content Interactions  
+47.3% vs Jan 29 - Feb 28

Video Interactions	5
vs Jan 29 - Feb 28	+150%
Likes	4
Saves	1

**Reels Interactions** **463**  
+88.9%  
vs Jan 29 - Feb 28

Likes	358
Comments	34
Saves	15
Shares	56

**Top Reels** >  
Based on likes

**126**  
Mar 3

**66**  
Mar 2

**19**  
Mar 6

**17**  
Mar 28

**Post Interactions** **207**  
0%  
vs Jan 29 - Feb 28

Likes	166
Comments	7
Saves	5
Shares	19

**Top Posts** >  
Based on likes

**44**  
Mar 25

**43**  
Mar 22

**30**  
Mar 26

**26**  
Mar 3

## Instagram Analytics – March 1-31, 2023

### FOLLOWERS

**3,471**  
Followers

#### Growth

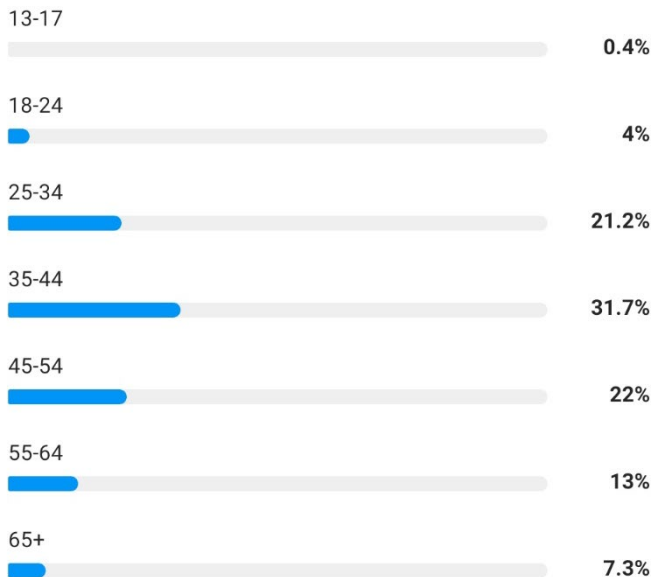
- Overall 38
- Follows 60
- Unfollows 22



#### Age Range

of your followers

- All**
- Men
- Women



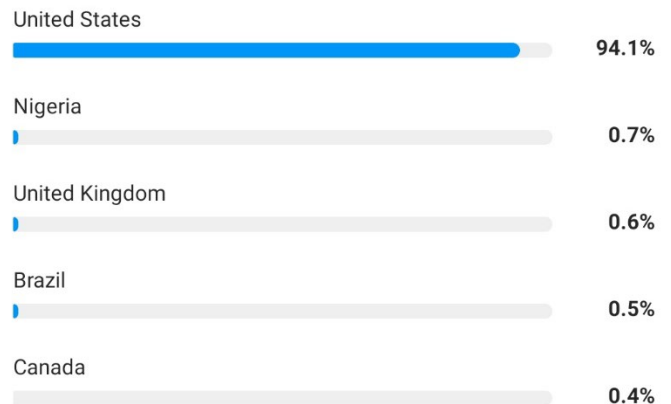
#### Top Locations

of your followers

- Cities**
- Countries

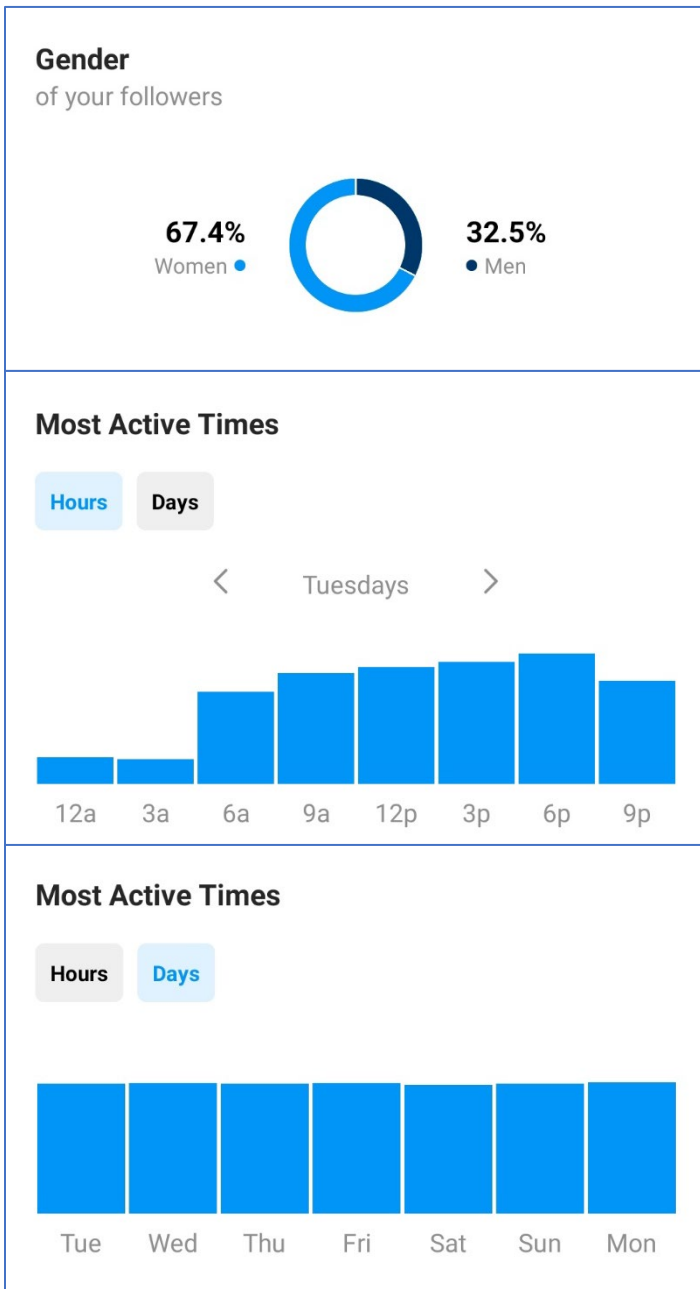


- Cities
- Countries**



## Instagram Analytics – March 1-31, 2023

### FOLLOWERS - CONTINUED

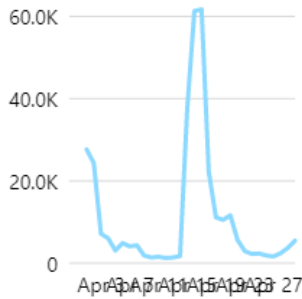


## Facebook & Instagram Overview – April 1-30, 2023

### Reach

Facebook Page reach ⓘ

271,013 ↑ 439.8%



Instagram reach ⓘ

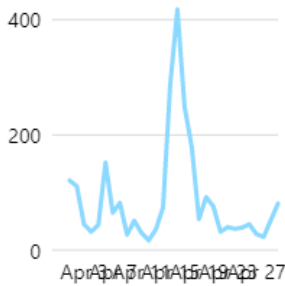
3,370 ↓ 30.3%



### Page and profile visits

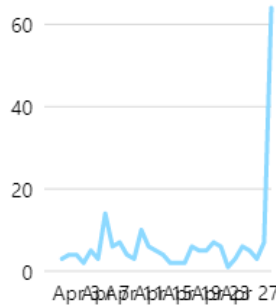
Facebook Page visits ⓘ

2,619 ↑ 75.3%



Instagram profile visits ⓘ

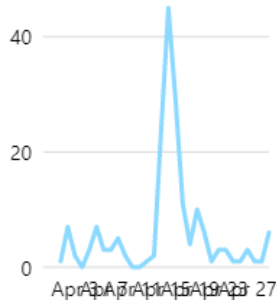
204 ↓ 1.9%



### New likes and follows

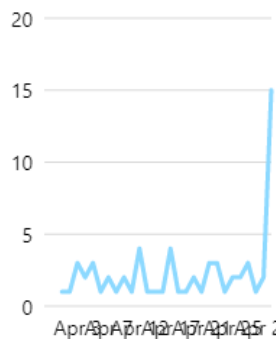
Facebook Page new likes ⓘ

185 ↑ 203.3%



New Instagram followers ⓘ

65 ↑ 10.2%



## Facebook & Instagram Audience – April 1-30, 2023

Current audience

Potential audience

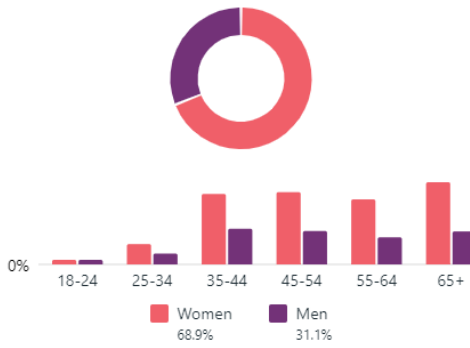
Facebook Page followers ⓘ

53,978

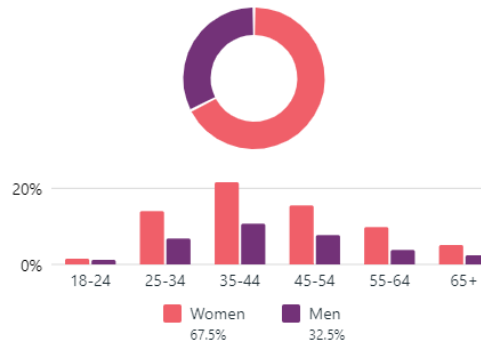
Instagram followers ⓘ

3,485

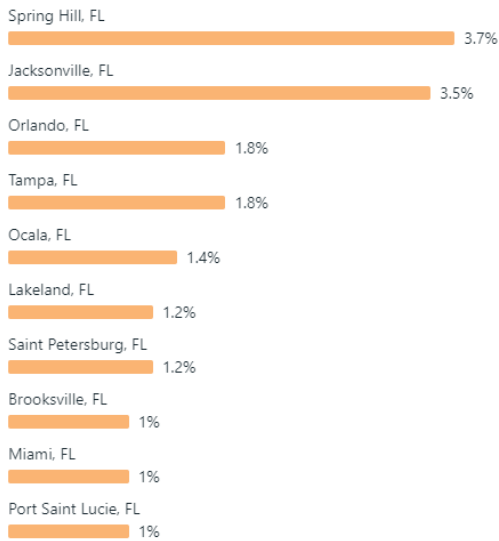
Age & gender ⓘ



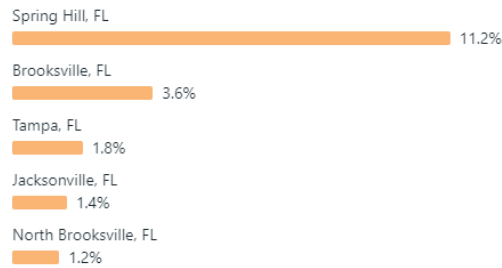
Age & gender ⓘ



Top cities



Top cities



Top countries










- United States
- Puerto Rico
- United Kingdom
- Brazil
- Canada
- Germany
- Italy
- Mexico
- Nigeria

Top countries

- United States
- Nigeria
- Brazil
- United Kingdom
- Canada

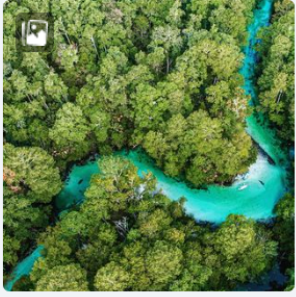


## Facebook Analytics: Content – April 1-30, 2023

All content					
Recent content ↑↓	Type	Reach ⓘ ↓	Likes and react... ⓘ ↑↓		
 Good morning from Weeki Wachee... Sat Apr 15, 6:10am	Post	Boost post	202,075	4,996	
 Edit: We hope you had a Happy Ap... Sat Apr 1, 9:08am	Post	Boost post	56,002	555	
 Neptune's Grotto Old Florida Adve... Wed Apr 12, 12:30pm	Post	Boost post	13,846	281	
 1946 Wine, Beer, & Small Plates on... Thu Apr 6, 12:12pm	Post	Boost post	11,076	598	
 Congrats to the Richloam General ... Tue Apr 4, 11:57am	Post	Boost post	5,242	129	
 April, 2023 Fishing Report On Flori... Fri Apr 7, 2:00pm	Post	Boost post	2,859	184	
 "This year, to celebrate 75 years of ... Sat Apr 8, 5:48am	Post	Boost post	2,403	69	
 It's official - Blueberry Season has ... Sat Apr 1, 11:49am	Post	Boost unavailable	2,350	28	
 This post has no text Sat Apr 29, 4:57pm	Post	Boost unavailable	2,104	22	

#1

Boost post



**Good morning from Weeki Wachee.** 🌿 📍 IG springbungalow  
April 15, 2023 at 9:10 AM  
ID: 528238002853053

Interactions

👍 4,996 reactions
💬 848 comments
🔗 727 shares

---

**Performance**

**Reach** ⓘ

Total  
**202,075** Worst  Best

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

---

Reach 202,075

**Reactions, comments and sh...** ⓘ

Total  
**6,571** Worst  Best

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

---

Reactions 4,996  
Comments 848  
Shares 727

**Results** ⓘ

Total  
**18** Worst  Best

This post received more link clicks than 56% of your 50 most recent Facebook posts and stories.

---

Link clicks 18

#2



Boost post

**Edit: We hope you had a Happy April Fool's Day!** 🤡🤡🤡 Photo: a photoshoppe...  
 April 1, 2023 at 12:08 PM

ID: 520555196954667

Interactions

👍 555 reactions    💬 84 comments    ➦ 80 shares

### Performance

#### Reach

Total  
**56,002**    Worst  Best

This post reached more Accounts Center accounts than **98%** of your 50 most recent Facebook posts and stories.

Reach 56,002

#### Reactions, comments and sh...

Total  
**719**    Worst  Best

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

Reactions	555
Comments	84
Shares	80

#### Results

Total  
 --

Link clicks --

#3



Boost post

**Neptune's Grotto Old Florida Adventure Retreat on Florida's Adventure Coast**  
 April 12, 2023 at 3:30 PM

ID: 526634113013442

Interactions

👍 281 reactions    💬 67 comments    ➦ 54 shares

### Performance

#### Reach

Total  
**13,846**    Worst  Best

This post reached more Accounts Center accounts than **98%** of your 50 most recent Facebook posts and stories.

Reach 13,846

#### Reactions, comments and sh...

Total  
**402**    Worst  Best

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

Reactions	281
Comments	67
Shares	54

#### Results

Total  
**130**    Worst  Best

This post received more link clicks than **96%** of your 50 most recent Facebook posts and stories.

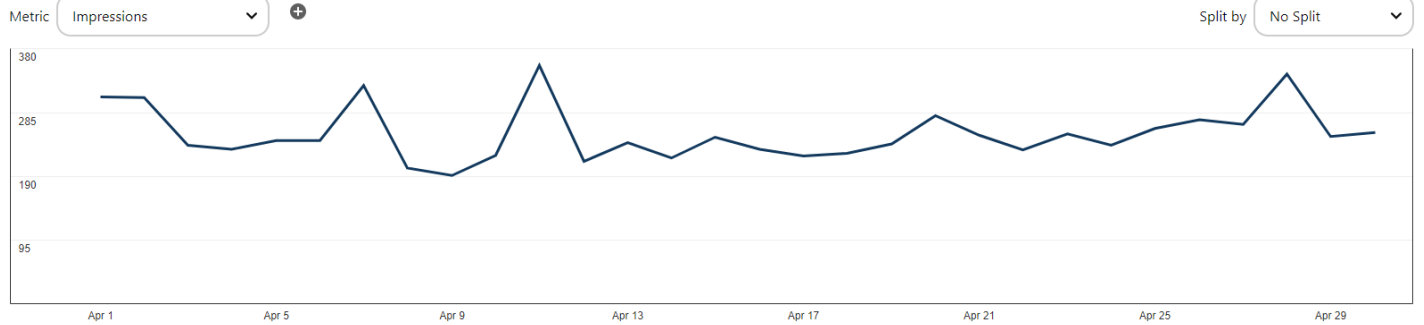
Link clicks 130

## Pinterest Analytics – April 1-30, 2023

### Pinterest activity

**Impressions** 7.59k ↓ 14%    
 **Engagements** 351 ↑ 3.2%    
 **Total audience** 5.8k ↓ 10%    
 **Engaged audience** 268 ↓ 1.1%

### Performance over time



### Metrics

Total impressions: 7,587

### Top Pins

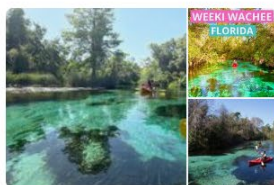
Sort by: Impressions      Pins created in the last 30 days

Pin	Type	Source	Format	Total impressions ↓
Happy #ManateeMonday! This 'seac...	Organic	Your Pins	Standard	4,102
11 Florida Springs The Kids Will Be B...	Organic	Your Pins	Standard	648
Watch for Manatees on Florida's Adv...	Organic	Your Pins	Standard	267
Marker 48 named the winner of the 2...	Organic	Your Pins	Standard	176
IG: @paradiseparkgrounds "NJoy ...	Organic	Your Pins	Standard	164
Mermaid Memories	Organic	Your Pins	Standard	119
Escape Artist Spring Hill	Organic	Your Pins	Standard	116
Sweetfields Farm	Organic	Your Pins	Video	113

### Top boards

Sort by: Impressions

4/1/2023 – 4/30/2023



**Paddler's Paradise**  
122 Pins     4.19k Impressions



**Feelin' Florida**  
303 Pins     887 Impressions



**Nature's Place to Play**  
419 Pins     639 Impressions

## Twitter Analytics – April 1-30, 2023

Apr 2023 - 30 days

### TWEET HIGHLIGHTS

#### Top Tweet earned 301 impressions

The Baby Bird Shower begins tomorrow at 8am at Chinsegut Conservation Center! Enjoy a guided bird walk, animal ambassadors, a bake sale, native plants and more while helping support licensed wildlife rehabilitators in Hernando and Citrus Counties: [bit.ly/3oif7cP](https://bit.ly/3oif7cP)  
[pic.twitter.com/B6fZJ46le6](https://pic.twitter.com/B6fZJ46le6)

You are cordially invited to Chinsegut's

### Baby Bird Shower



🔄 1 ❤️ 5

[View Tweet activity](#)

[View all Tweet activity](#)

#### Top Follower followed by 2,209 people



**SAVAGE**

@SavageRender FOLLOWS YOU

Creating shit inspired by vivid dreams and wild thoughts...

[View profile](#)

#### Top mention earned 14 engagements



**AuthenticFlorida.com**

@AuthenticFL · Apr 4

From @adventure\_coast: What's better than a breakfast of shrimp and grits, homemade pancakes or a giant cinnamon roll? 😊 Enjoy southern hospitality and a great meal at the Florida Cracker Kitchen, a much-loved restaurant in historic Brooksville.

📷: IG floridacrackerkitchen  
[pic.twitter.com/4OkMI37bWk](https://pic.twitter.com/4OkMI37bWk)



🔄 3 ❤️ 7

[View Tweet](#)

#### Top media Tweet earned 86 impressions

What's better than a breakfast of shrimp and grits, homemade pancakes or a giant cinnamon roll? 😊 Enjoy southern hospitality and a great meal at the Florida Cracker Kitchen, a much-loved restaurant in historic Brooksville.

📷: IG floridacrackerkitchen  
[pic.twitter.com/WtjQKHIBkD](https://pic.twitter.com/WtjQKHIBkD)



❤️ 1

[View Tweet activity](#)

[View all Tweet activity](#)

### APR 2023 SUMMARY

Tweets

21

Tweet impressions

1,700

Profile visits

107

Mentions

4

New followers

-2

## Instagram Analytics – April 1-30, 2023

### OVERVIEW

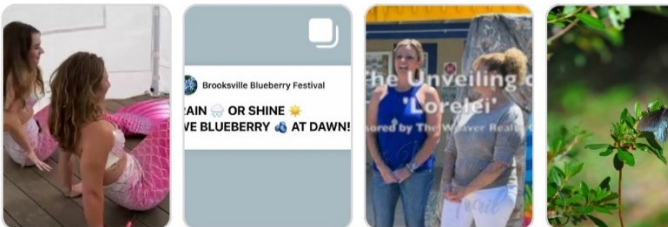
#### Overview

You gained **43** more followers compared to Mar 1 - Mar 31.

Accounts reached	3,370	>
	-31.1%	
Accounts engaged	257	>
	-27.9%	
Total followers	3,471	>
	-	

#### Content You Shared

[See all](#)



Posts 12 >

Reels 6 >



## Instagram Analytics – April 1-30, 2023

### REACH

# 3,370

## Accounts reached

-31.1% vs Mar 1 - Mar 31


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Impressions	9,472 -22.5%
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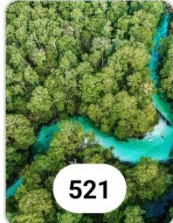
### Top Content

Based on reach >




**747**

Apr 29




**521**

Apr 15



**481**

Apr 21



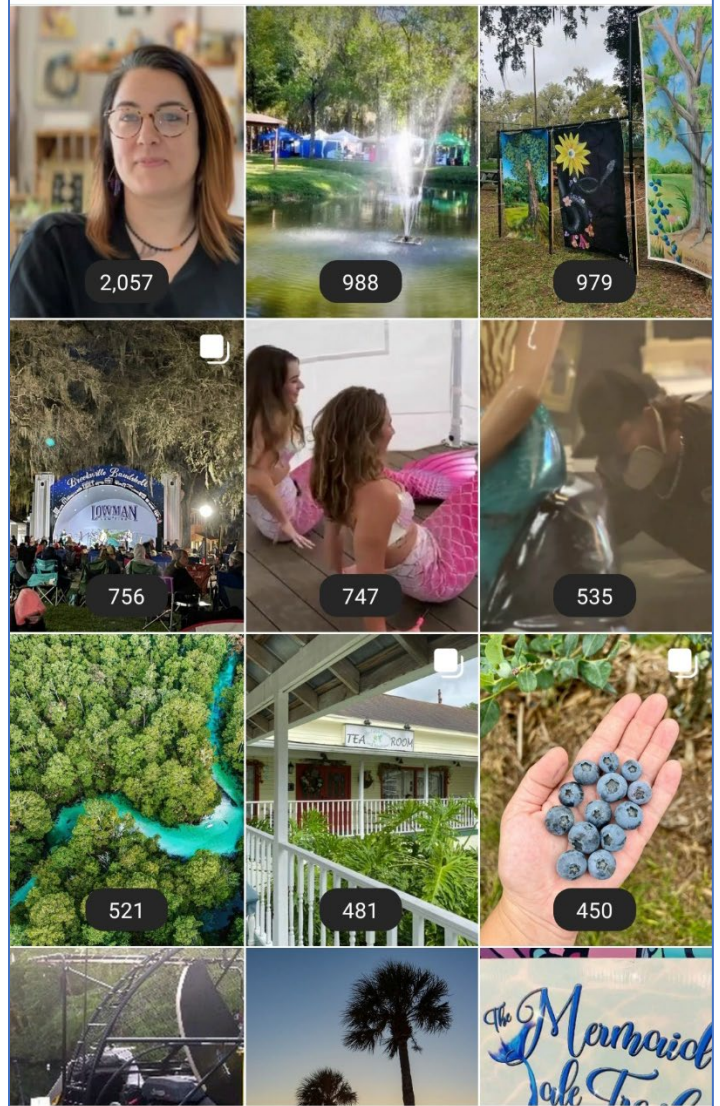
**450**

Apr 8

---

<b>Profile Activity</b> ⓘ	<b>212</b>
Profile Visits	204 -2.9%
External link taps	8 +60%
Email Button Taps	0 0%
Call Button Taps	0 0%

### Accounts reached



## Instagram Analytics – April 1-30, 2023

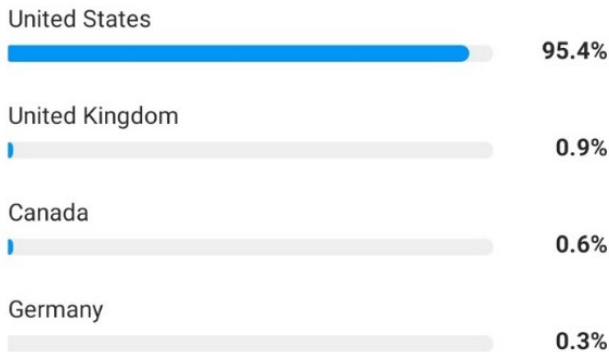
### REACH - CONTINUED

#### Reached audience ⓘ

##### Top cities



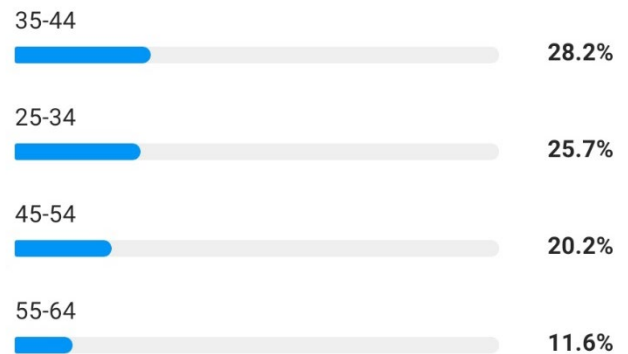
##### Top countries



##### Gender



#### Top age ranges



#### Followers and non-followers

Based on reach



#### Content reach ⓘ

[See all](#)



Impressions: 9,472 (-22.5%)



## Instagram Analytics – April 1-30, 2023

### ENGAGEMENT

**257**  
**Accounts engaged**  
-27.9% vs Mar 1 - Mar 31



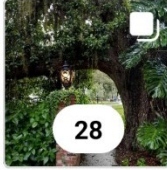

**Content interactions** ⓘ [See all](#)

**530**  
Content Interactions  
-21.5% vs Mar 1 - Mar 31

**Post Interactions** **369**  
vs Mar 1 - Mar 31 **+78.2%**

Likes	300
Comments	22
Saves	11
Shares	7





**Top Posts** >  
Based on likes

			
<b>38</b>	<b>33</b>	<b>28</b>	<b>28</b>
Apr 15	Apr 21	Apr 20	Apr 18

**Reels Interactions** **158**  
vs Mar 1 - Mar 31 -65.9%

Likes	132
Comments	8
Saves	2
Shares	16

**Top Reels** >  
Based on likes

			
<b>53</b>	<b>21</b>	<b>20</b>	<b>14</b>
Apr 29	Apr 12	Apr 14	Apr 7

**Video Interactions** **3**  
vs Mar 1 - Mar 31 -40%

Likes	1
Saves	2

## Instagram Analytics – April 1-30, 2023

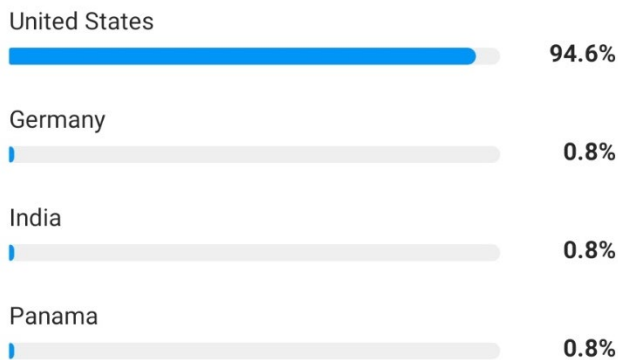
### ENGAGEMENT - CONTINUED

#### Engaged audience ⓘ

##### Top cities



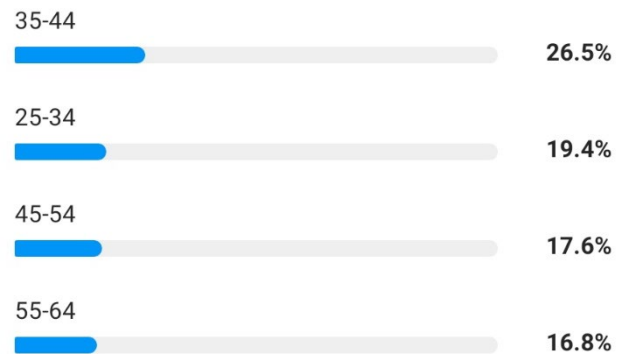
##### Top countries



##### Gender



#### Top age ranges



#### Followers and non-followers

Based on accounts engaged



## Instagram Analytics – April 1-30, 2023

### FOLLOWERS

**3,491**  
Followers

#### Growth

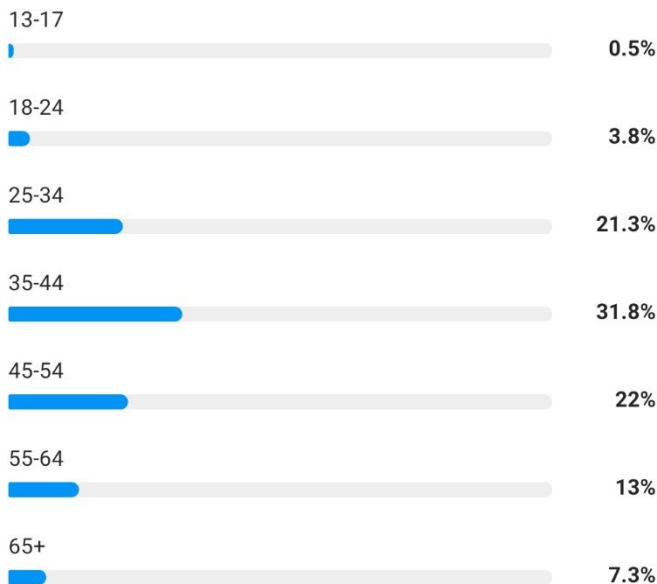
- Overall 43
- Follows 65
- Unfollows 22



#### Age Range

of your followers

All Men Women



#### Gender

of your followers



#### Top Locations

of your followers

Cities Countries



#### Top Locations

of your followers

Cities Countries

