



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

**Hernando County
Tourist Development
Council Members**

MEMORANDUM

TO: Members of the Hernando County Tourist Development Council
FROM: Tammy J. Heon, Manager, Tourism Development
SUBJECT: TDC Meeting
DATE: July 24, 2023

Attached are your agenda and back up materials for the TDC Meeting scheduled for **3:00 pm on Thursday, July 27, 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.

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

Tammy J. Heon
Manager, Tourism
Development

Nature's Place to Play

Hernando County Tourist Development Council Meeting

July 27, 2023

3:00-5:00 PM

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



Florida's
ADVENTURE COAST
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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 **Old Business - None**

3:45-4:30 **New Business**

- TDC Grant Funding Discussion - *Action Item*
 - New Grant Category
 - Schedule for FY2024
- The Mermaid Tale Trail - *Action Item*
 - Phase 2

4:30-4:45 **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

4:45-5:00 **Public Comment**

5:00 **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.”

May 25, 2023 – MINUTES OF MEETING

The Hernando County Tourist Development Council conducted their meeting on Thursday, May 25, 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
Christa Tanner

STAFF:

Tammy Heon, Tourism Development Manager, via Zoom
Jeff Rogers, County Administrator
Valerie Pianta, Director of Economic Development
Shannon Werner, Visitors Center Representative
John Athanason, Tourism Marketing Specialist

EXCUSED: David Bailey, Brian Hawkins, Catherine Reeves, and Therese White

CALL TO ORDER: Roger King called the meeting to order at 3:07 pm, on Thursday, May 25, 2023.

2023 Strategic Planning: Summery Presentation by Robert Allen Jr., HCP Associates

This project was divided into two phases: Research Phase and Planning Phase. Robert reported that Tourism in Hernando County continues to grow and be a driver of economic and fiscal impact.

Phase One - Research

- ❖ Secondary Research - Collections Data and Comparisons
- ❖ Field Research - HCP conducted 256 in-person dispatch interviews at two different times periods, summer and winter, at various locations where tourist frequent.
 - During both seasons, a majority of visitors reported visiting the county three times or more in the last five years.
 - Approximately one-quarter of each sample was visiting Hernando County for the first time.
 - Findings show awareness and interest in Hernando County draws visitors from across the country.
 - Fifty to sixty percent of visitors are from the surrounding area.
 - Brand Association – visitors chose between pairs of words that describe the destination
 - Sixty-one percent chose “Easygoing” over “Adventurous”
 - Eighty-nine percent chose “Scenic” over “Lively”
 - Eighty-seven percent chose “Relaxed” over “Outgoing”

❖ Brand Awareness Study - Panel Survey

- HCP collect 1,532 online survey response from a well-balanced mixture of U.S. residents who either had visited or considered visiting Central Florida
- A majority of respondents reported visiting or expressed interest in visiting the Orland/Disney area
- Approximately two percent stated they had visited or expressed interest in visiting Hernando County

❖ Field Research

- Primary reason for visitation to Central Florida (n=907)
 - Attractions offered in Central Florida - 58%
 - Visiting friends or relatives - 38%
 - Business trip - 2%
 - Recommendation of friend, family, or colleague - 2%
- Type of visiting group (n=907)
 - Family - 55%
 - Couples - 15%
 - Small group of friends, four or less - 13%
 - Individual - 8%
 - Large group of friends, five or more - 5%
- Areas actually visited in Central Florida in the past five years (n=912)
 - Orange and Osceola Counties - 73%
 - Hillsborough and Pinellas - 46%
 - Volusia County: Daytona - 31%
 - Brevard County: Cape Coral - 27%
 - Polk County: Lakeland/Winter Haven - 18%
 - Pasco County: Wesley Chapel - 13%
 - Citrus County: Crystal River - 10%
 - Hernando County: Weeki Wachee/Brooksville - 7%
 - Friends or Relatives in/around Hernando County
 - Friends or Relatives near their home
- Memorable Experiences in Hernando County (n=65)
 - Best Part of Hernando County is the Natural Aspects - 62%
 - Attractions/Activities/Amenities - 43%
 - People/Family-Friendly - 22%
 - Retail/Dining - 18%
 - Other - 3%
- Brand Recognition - People were asked if they had heard of any of the following places/destinations in Central Florida (n=1,284)
 - Florida's Adventure Coast was the most recognized - 43%
 - Florida's Nature Coast - 42%
 - Citrus County - 32%
 - Weeki Wachee - 25%
 - Hernando County - 22%
 - Brooksville - 20%
 - None of the Above - 25%

- Prospect's interests for potential future visits to Central Florida, considering the following activities:
 - Manatee Viewing - 66%
 - Historic Old Florida Tours and Attractions - 64%
 - Wintertime Christmas Village Activities - 59%
 - Kayaking Florida's Natural Springs and Waterways - 56%
 - Fishing and Boating - 52%
 - The World Famous Weeki Wachee Mermaids - 51%
 - Craft Brewing and Spirits - 48%
 - Birdwatching and Wildlife Viewing - 48%
 - Agricultural Tourism, including "you-pick" farms and other activities - 48%
 - Bluegrass and Country Music Festivals - 42%
 - Walk, Run, Bike Events, or Marathons in scenic natural areas - 36%
 - Scallop Diving - 31%
 - Motorsports, BMX, and other OHV activities - 31%
 - Golfing - 25%

Phase Two - Planning and Approach

- ❖ Stakeholder Interviews
 - HCP conducted thirteen individual one-on-one stakeholder interviews with hoteliers, community leaders, key tourism-serving businesses, and other high-profile stakeholders in Hernando County.
 - Twenty-eight additional stakeholders participated in an online survey asking similar questions.
 - Hotelier input was mostly unavailable due to hoteliers being too busy to participate
 - More engagement with our partner community is needed
- ❖ Strategic Planning Stakeholder Workshop: On February 28, 2023, a two-hour workshop took place, enabling key stakeholders to review research findings, discuss critical challenges, and provide recommendations for Hernando County.
- ❖ Strategic Planning Staff Workshop: On March 16, 2023, an all-day workshop was organized with Hernando County staff in Tourism and Economic Development. This allowed a comprehensive review of findings and discussions on the key goals and objectives of the New Strategic Plan.
- ❖ Stakeholder Insights
 - Stakeholders felt that "Adventure Coast" does not accurately describe today's Hernando County, and feel that the adoption of the term is weak
 - Stakeholders identified the Weeki Wachee River and State Park identified as primary tourism driver, however also noted that it is already overused
 - Stakeholders argued that large amounts of recent and upcoming development threaten Hernando's "Old Florida" natural beauty and charm
 - Stakeholders identified a weak hotel inventory is a negative factor effecting the market
 - Stakeholders broadly support the notion that Mermaids are crucial to Hernando County's image and future
 - Stakeholders identified Citrus County as the primary competitor for Hernando County Tourism

- Stakeholders believed that a mixture of new public and private developments are necessary to increase tourist activities and increase existing attractions' capacity
- Stakeholders were supportive of sports tourism and meetings/events, but cited hotel inventory as the primary barrier to supporting such activities and markets
- ❖ Lessons from Sport Tourism - Pasco County, Wiregrass Ranch Sport Campus
 - Sports tourism illustrates the potential risk versus reward of substantial investments
 - The company managing the facility focuses on local events, leading to less overnight stays at the sports park hotel
 - Competition among sports complexes in the Tampa Bay area and Hernando County's insufficient hotel inventory could pose challenges
 - A new sports complex may require significant capital investment without yielding the anticipated financial returns
- ❖ Lessons from Meetings and Convention Centers - Pinellas County
 - Sufficient inventory of varied hotel rooms is essential; Hernando County does not have the necessary room inventory.
 - Other negative factors include: recruitment and retention of large-scale events; lack of state-of-the-art facilities; and nearby competition from established conventions destinations
 - Finding a suitable location for convention space
 - It may be prudent for Hernando County to invest in initiatives promoting hotel development and recruitment efforts

Destination Stewardship - Building a destination that wants people to return

Destination Stewardship includes controlled growth and utilization of the natural assets in a responsible manner.

We are building a destination that has assets that can go "bad" in the community perceptions and/or nature. The community can turn against tourism, or damage can occur to natural assets.

Destination Stewardship: Objectives (1)

Emphasize Quality over Quantity of Visitors when Promoting Hernando County

When marketing and promoting, reach people that are in the higher income brackets with interests in eco-tourism, cultural tourism, and historic tourism. Reach people that are willing to travel from out of state, as opposed to day-trippers, thereby increasing average tourist spending and length of stay.

Invest in Enhanced Access to Natural Attractions

Develop and enhance natural amenities for resident and visitors to enjoy. The research suggests that developing the Preserve is a fantastic idea. Creating more public access to the other natural attractions will relieve the pressure on the Weeki Wachee River.

Destination Stewardship: Objectives (2)

Hernando County is Overwhelmingly a Leisure Destination

Encourage investment in higher-end hotels with luxury accommodations and smaller business-oriented spaces to accommodate 500 to 1,000 people. Research suggests that there is a pent-up demand for lodging options.

Promote and Encourage Signature Events

There needs to be an increase in events, with a focus on creating signature events. Encourage with TDC grant funding. Repetitiveness is a good thing in that it builds a brand for the destination. People like having organic and recurring events that draw people from other counties for repeat business. The Wintertime Christmas Village is a culture building attraction, drawing people from far away.

Destination Stewardship: Objectives (3)

Invest in Beautification and Preservation of Hernando County's Urban Assets

Historic tourism has been identified as a current strength with opportunity for more. Hernando County has a unique advantage over some other Central Florida areas. There are older buildings and local historic preservation dedicated to downtown Brooksville. Public art installations and development of green spaces have also been identified as positive steps.

County Alignment: Ensure that the Tourism Vision is Benefiting the Resident Community. Strengthen relationships with local businesses and community organizations through collaboration and joint initiatives. Implement resident education and improve sentiment towards tourism. Inform the community how tourism dollars are reinvested into the destination, and address misconceptions about tourism. Foster welcoming environments for visitors. Boost awareness that tourism gives residents more things to do in their own town. Market research shows that Floridians, in general, are supportive of tourists.

Digital Conversion: Transform the Welcome Center into a modern, unmanned, technology-driven, repurposed community center. Enhance digital storytelling and social platform engagement through videos, podcasts, user-generated content, crowdsourcing, and interactive maps. Support partner businesses' digital marketing efforts.

Comments:

Yann Milcendeau suggested that data implying hotels and motels are losing business to vacation home rental may not be accurate. In FY19-20, the TDC allocated funds for Tourist Development Tax (TDT) software for the Hernando County Clerk's Office. This newly implemented TDT reporting and collection system indicates an increase in vacation home rental activity; when in fact, it is more likely accounting for previously unreported rentals.

Tammy Heon reported that our current vacation home rental inventory is 897; whereas, when we began using the new software our vacation home rental inventory was 670 homes.

Robert Allen reported after the software was implemented, the continued rise in TDT collections from vacation home rentals is indicative of increased lodging demand.

Robert Allen reported that our hotel inventory challenge is hindering potential group customers, for example: business meetings, corporate retreats, leisure groups, sports, and weddings. The desire to book in block is important to those groups. There is a growing aspiration to host more destination weddings, and a block of rooms at a hotel may be desirable over several scattered vacation home rentals.

Roger King reported that it is a challenge to accommodate wedding parties at the Bed and Breakfast. The Dolan House is booked nearly every weekend due to weddings. Also, high quality equestrian events are popular nearly every week.

Valerie Pianta reported that, approximately eight years ago, we conducted hotel feasibility studies for the surrounding areas of the Brooksville-Tampa Bay Regional Airport and have come up short with willing investors. But we are in a different place now and probably at the point to look at another feasibility study and growth.

Tammy Heon reported that there are things that staff has been addressing since the Staff Workshop with HCP Associates on March 16, 2023. There has been a shift towards developing more family-oriented content by referencing more children's activities. We have been encouraging overnight stays by getting partners to combine activities and adventures. For example: after picking blueberries at a local farm, visit The Cannery to make jam. We have expanded our budget to include more niche categories. We have added campaigns in Fish Florida and Golf Florida magazines, and Tammy is looking into bird watching. The TDC has expanded grant funding; we have doubled it. Staff has been talking about different ways to outreach to our partners, including networking and in person visits. Also, we will be building a new partner portal on our website with a wealth of functionality: expanded partner programs, training and how-to information, and grant funding information.

MOTION: A motion was made by Diane Greenwell to approve The Tourism Strategic Plan as presented. Motion seconded by Mike Dolan. Motion passed; all in favor and none opposed.

The Tourism Strategic Plan will be presented to the BOCC for final approval.

FINANCE REPORT: Tammy Heon

March 2023 collections were \$226,542; an increase of 17.5% over March 2022 collections of \$191,880. Year-To-Date collections as of April 19, 2023, are \$1,062,498; an increase of 15.4% over this time last year of \$920,464.

April 2023 collections were \$291,106; an increase of 22.6% over April 2022 collections of \$239,937. Year-To-Date collections as of May 10, 2023, are \$1,356,605; an increase of 16.9% over this time last year of \$1,160,401.

Jeff Rogers asked if this is the highest TDT collections month on record. Tammy replied that she believes it to be the highest; however, she would have to review the figures to be certain.

Marketing and Operations Expenditures of FY 2023 Year-To-Date as of May 22, 2023:

Personnel and Benefits are \$194,447 with an available balance of \$137,646. Operating Expenses are \$473,133 with outstanding encumbrances of \$163,067 and an available balance of \$210,895. Non-Operating Expenses are \$1,501,969; all in reserves. Transfer to other funds (health clinic) are \$6,300 and an available balance of \$42,939 (Chinsegut Hill Insurance). Total YTD Expenses are \$673,880 with outstanding encumbrances of \$163,067. We have an available balance in our budget of \$1,893,449. Tammy reported that we have another banner year thus far.

MINUTES of the March 23, 2023, Meeting: A copy of the minutes of the March 23, 2023, TDC Meeting was included in the meeting package.

MOTION: A motion was made by Mike Dolan to approve the minutes of the March 23, 2023, TDC Meeting. Motion seconded by Yann Milcendeau. Motion passed; all in favor and none opposed.

Next TDC Meeting: Thursday, July 27, 2023; 3:00 pm

TDC MEMBERS REPORTS:

Christa Tanner reported that the City of Brooksville is potentially taking over management of Chinsegut and Hernando Park. There is a moratorium in place with-in Brooksville city limits that effectively pauses development while new standards for development are studied and adopted. The City of Brooksville wants to preserve and restore the historic brick roads. They are still exploring how to install strings of lights downtown.

Valerie Pianta reported that the Office of Economic Development has received an EDO (Economic Development Organization) Award for Business Facilities recognizing innovative or impactful programs and initiatives aimed at improving the communities they serve. The Mid-sized Communities EDO Award is for expedited permitting and inspections to certification program, the EPIC Program. Barrette Outdoor Living with 175,000 square feet, was highlighted.

Additionally, Hernando County Economic Development Director, **Valerie Pianta**, has been named one of the nation's top 50 economic developers by Consultant Connect, a Michigan-based company that consults with economic developers and site selectors.

Mike Dolan reported that he is a new member to the MPO's (Metropolitan Planning Organization) Bicycle/Pedestrian Advisory Committee of Hernando/Citrus Counties.

Yann Milcendeau reported that Hernando Beach is really booming. Hernando Beach Motel, The Captain's House, and The Captain's Boat Rentals are all up 36% over last year; last year was a record-breaking year. He repeatedly emphasized that they need the speed limit reduced.

Diane Greenwell is thankful for the installation of the rumble strips at the triangle of Shoal Line and Osowaw Boulevards. She reported that on June 1, 2023, 2:00 pm at Congressman Bilirakis' office, The Hernando County Fine Arts Council will have a presentation to honor Hernando High School senior, Madeline Teague for winning Best in Show at the 2023 Congressional Art Competition. Her painting, titled *Amour*, is unimaginable for a high school student. The Arts Council will present Miss Teague with a \$1,000 scholarship for her upcoming expenses to visit Washington D.C.; her art work will be on display for one-year. She also reported that the Front Porch Art Walk, featuring twenty-three artists all in one place is scheduled to be held in Hernando Beach on June 3, 2023, 10:00 am until 2:00 pm.

John Athanason reported that there will a Mermaid Statue unveiling for The Mermaid Tale Trail at the Jerome Brown Community Center, at 10:00 am, May 26th. There are a few more upcoming unveilings, and this legendary public art project has been wildly successful. We have submitted the project for a Visit Florida Flagler. We are working diligently with a company that gages the amount of Earned Media that is generated. The Mermaid Tale Trail has received an estimated \$1.4 million worth of Earned Media. That is, publicity or exposure gained from methods other than paid advertising that we have not created ourselves.

PUBLIC COMMENT: None submitted and nothing to report.

The meeting adjourned at 5:06 pm.

Prepared by:
Michelle Rose

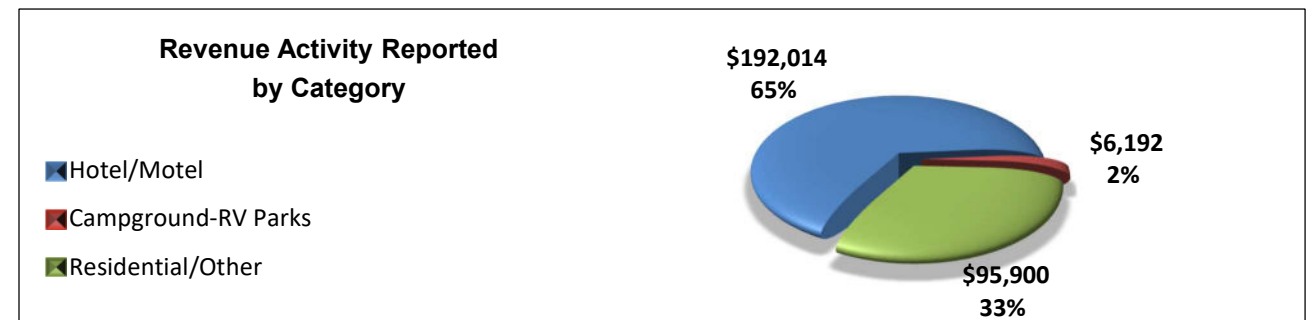
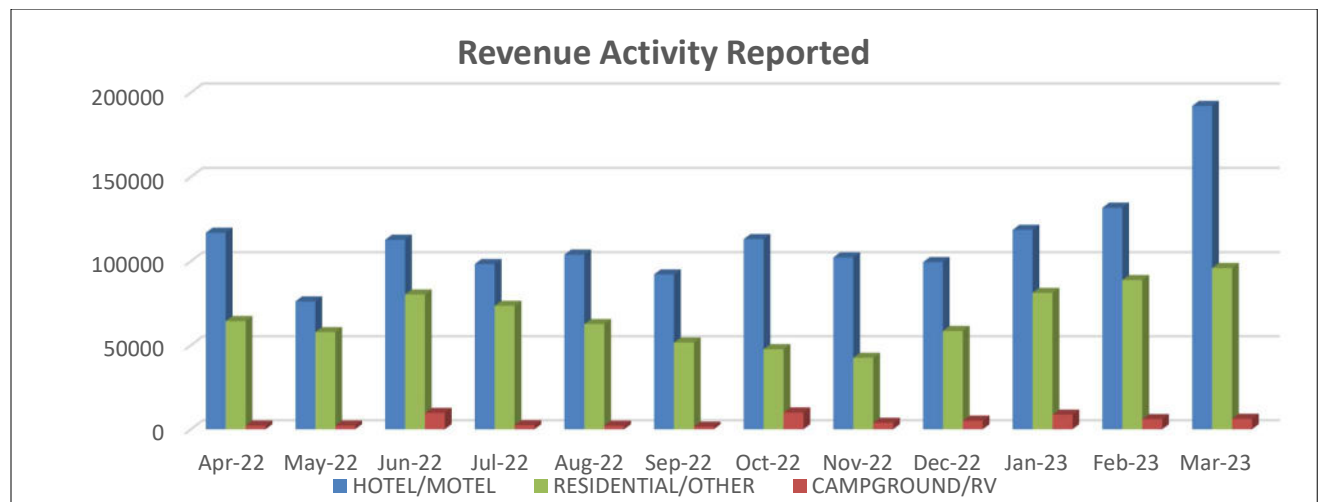
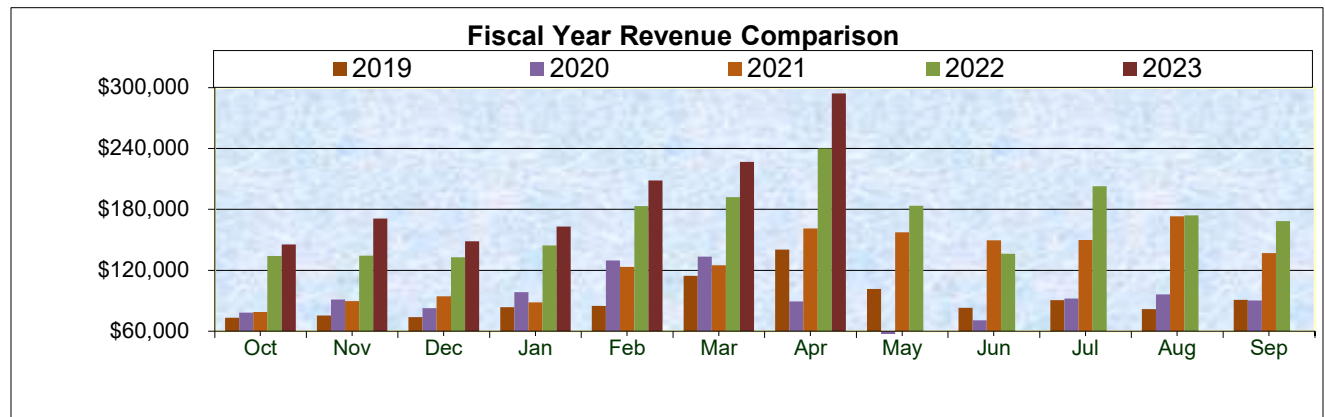


Doug Chorvat, Jr.

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: 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 |
| Total | \$ 294,106 | \$ 239,937 |
| Year-to-Date | \$ 1,356,605 | \$ 1,160,401 |



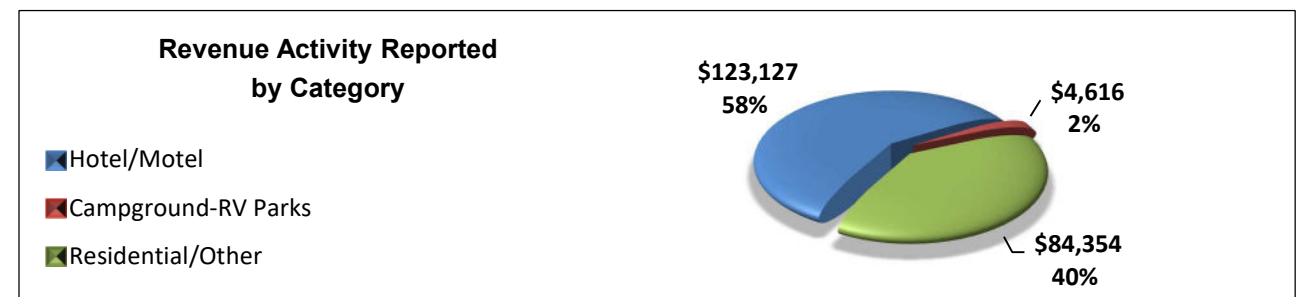
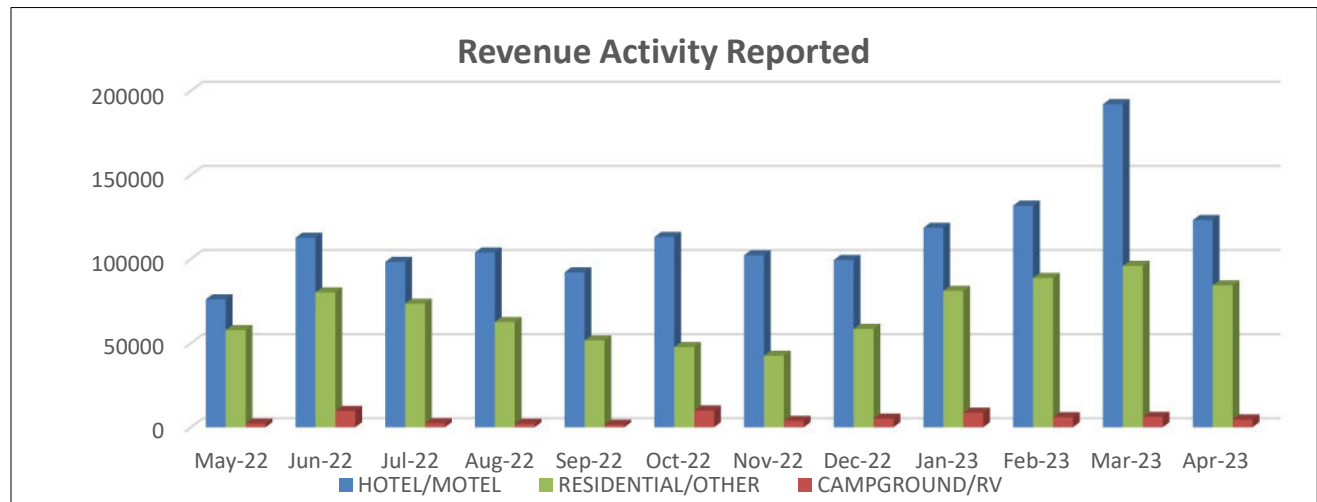
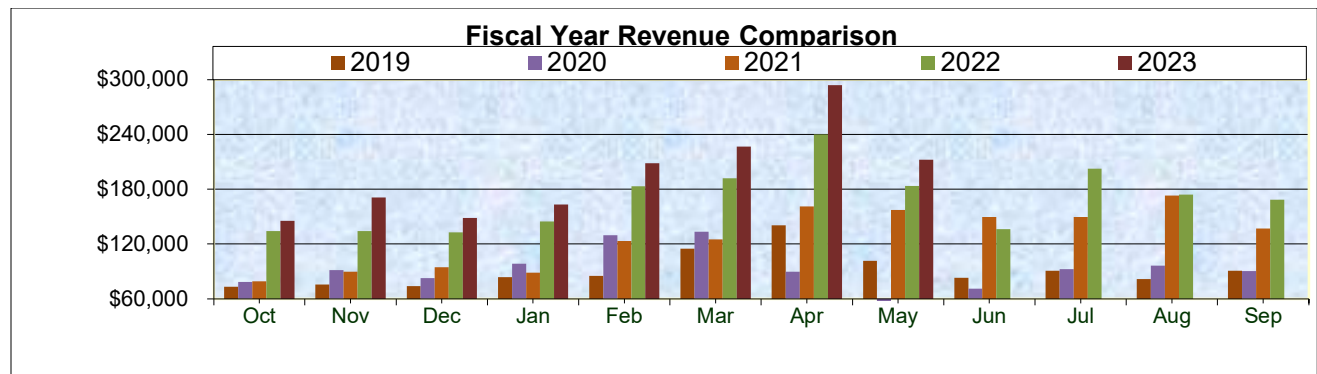


Doug Chorvat, Jr.

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: May 2023 Tourist Development Tax Collections from April 2023 Activity
DATE: June 14th, 2023

| Comparison of Collections Current Year to Prior Year | | |
|---|---------------------|---------------------|
| | Current Year | Prior Year |
| Tourist Development Tax- May Collections for April Activity | \$ 169,678 | \$ 146,692 |
| Destination Development- May Collections for April Activity | \$ 42,419 | \$ 36,673 |
| Total | \$ 212,097 | \$ 183,365 |
| Year-to-Date | \$ 1,568,702 | \$ 1,343,766 |



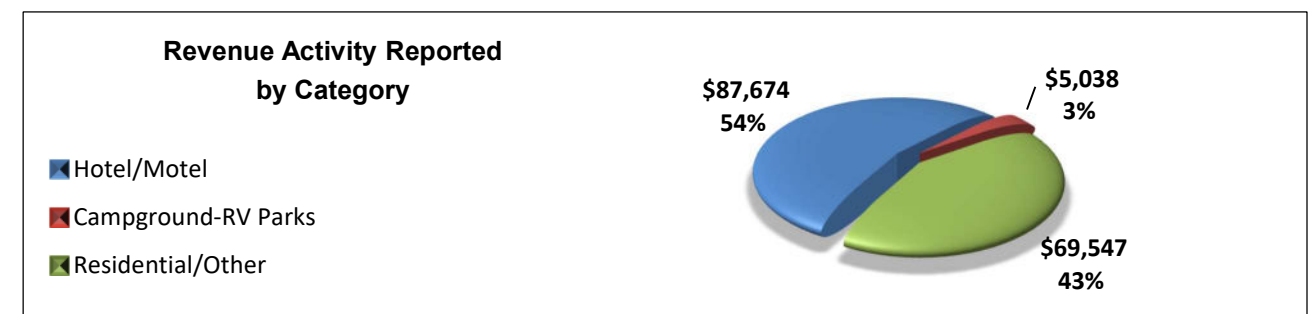
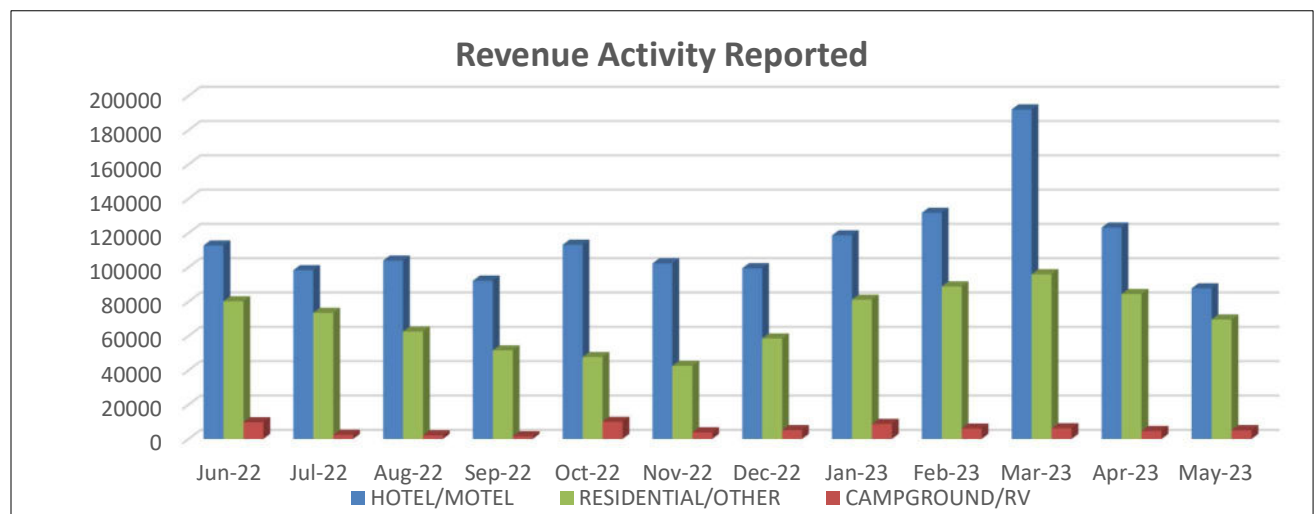
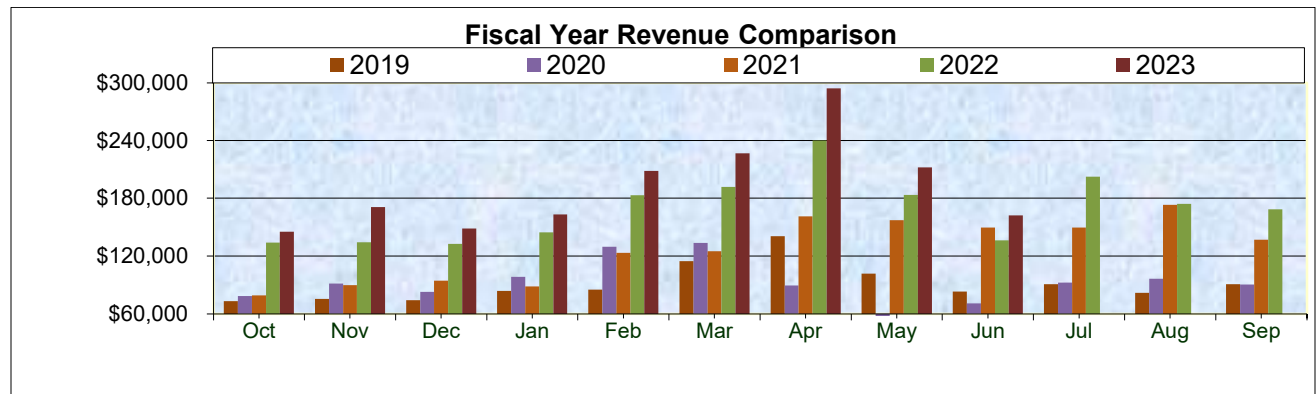


Doug Chorvat, Jr.

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: June 2023 Tourist Development Tax Collections from May 2023 Activity
DATE: July 17th, 2023

| Comparison of Collections Current Year to Prior Year | | |
|--|---------------------|---------------------|
| | Current Year | Prior Year |
| Tourist Development Tax- June Collections for May Activity | \$ 129,807 | \$ 108,884 |
| Destination Development- June Collections for May Activity | \$ 32,452 | \$ 27,221 |
| Total | \$ 162,259 | \$ 136,105 |
| Year-to-Date | \$ 1,730,961 | \$ 1,479,871 |

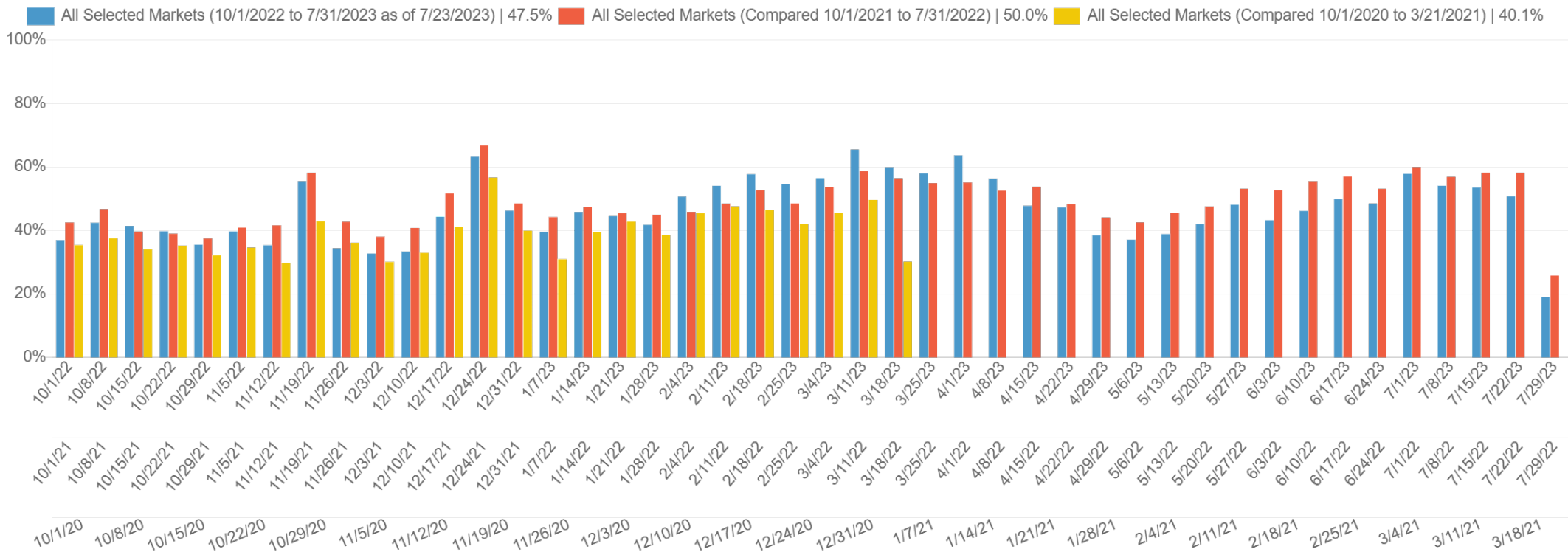


Year-to-Date Expenditures

As of July 24, 2023

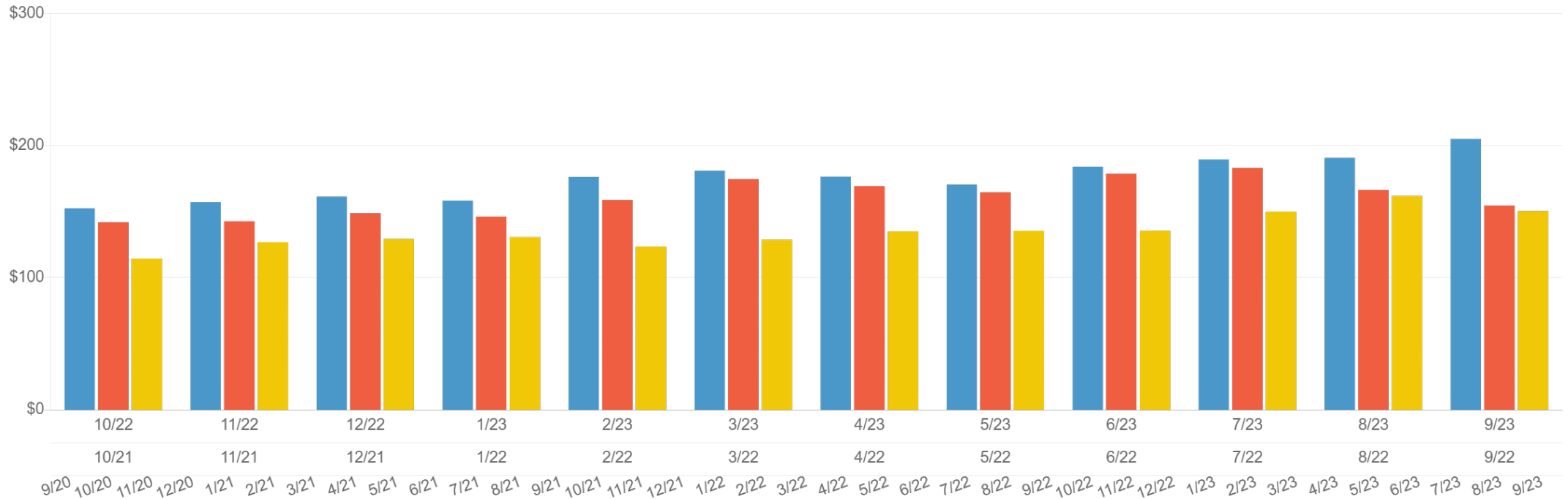
| Account | Budget | YTD Expenses | Outstanding Encumbrances | Balance |
|--------------------------|---------------|---------------------|---------------------------------|----------------|
| Personnel & Benefits | \$332,093 | \$243,304 | \$0 | \$88,789 |
| Operating Expenses | \$1,081,648 | \$584,583 | \$137,298 | \$359,767 |
| Non-Operating Expenses | \$1,243,951 | \$0 | \$0 | \$1,243,951 |
| Transfers to Other Funds | \$56,273 | \$13,334 | \$0 | \$42,939 |
| Total Budget | \$2,713,965 | \$841,221 | \$137,298 | \$1,735,445 |

Hernando Paid Occupancy %



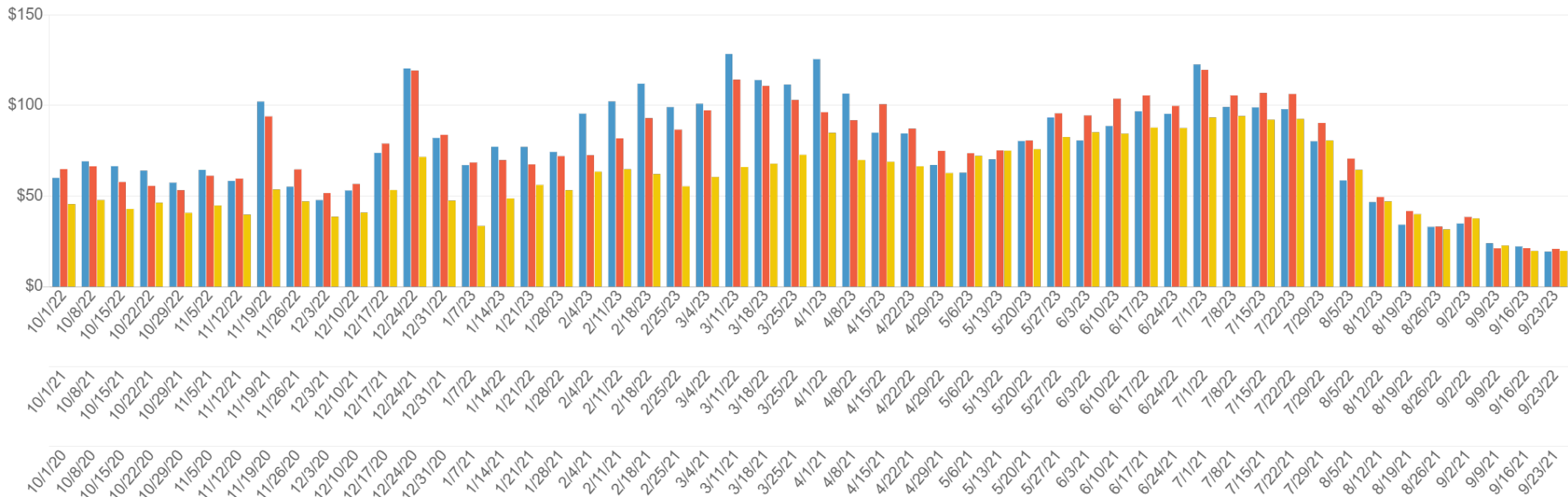
Hernando ADR

■ All Selected Markets (10/1/2022 to 9/30/2023 as of 7/23/2023) | \$175
 ■ All Selected Markets (Compared 10/1/2021 to 9/30/2022) | \$163
 ■ All Selected Markets (Compared 9/30/2020 to 9/30/2023 as of 7/24/2023) | \$163



Hernando RevPAR

■ All Selected Markets (10/1/2022 to 9/30/2023 as of 7/23/2023) | \$76
 ■ All Selected Markets (Compared 10/1/2021 to 9/30/2022 as of 7/25/2022) | \$76
 ■ All Selected Markets (Compared 10/1/2020 to 9/30/2021 as of 7/26/2021) | \$61



PR Report

May 2023



Submitted **JUNE 5**

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



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Video's Created

- [May, 2023 Fishing Report On Florida's Adventure Coast with Captain Oz of Light Lines & Good Times](#)
- [Celebrating National Travel & Tourism Week On Florida's Adventure Coast \(2023\)](#)
- [Spend Mother's Day Weekend at HarvestMoon Fun Farm on Florida's Adventure Coast \(2023\)](#)
- [Unveiling of 'Tifara' at Hernando County Administration For The Mermaid Tale Trail \(2023\)](#)
- [Sweetfields Farm Sunflower U-Pick on Florida's Adventure Coast \(2023\)](#)
- [Unveiling of 'Lily' at Russell Street Park For The Mermaid Tale Trail \(2023\)](#)
- [Chinsegut Conservation Center's Outdoor Classroom on Florida's Adventure Coast \(2023\)](#)

Earned Media

- [Florida's top 5 roadside attractions](#)
- [Florida Icon: Vickie Smith - Florida Trend | Feature](#)
- [Summer Vacation Ideas: The Sunshine State's top five roadside attractions](#)
- [A Nostalgia Trip Along US-41, the South's Route 66 | Condé Nast Traveler](#)
- [Florida vacation: Five mistakes tourists make with trip planning](#)
- [Your road trip season horoscope is here—plus playlists and trip guides for every zodiac sign - Roadtrippers](#)
- [A SUNSHINE STATE of MIND - Fort Myers Florida Weekly](#)
- [If you grow it, they will come: Sunflower maze brings farm fans to Masaryktown](#)
- [26 summer bucket list activities to do in Orlando | Orlando | Orlando Weekly](#)
- [Brooksville is Florida's newest Trail Town](#)

-
- [The 20 best summer bucket list things to do in Tampa Bay](#)
 - [Florida Road Trips](#)

Blogs

- [FIND YOUR ‘HOME-AWAY-FROM-HOME’ ON FLORIDA’S ADVENTURE COAST](#)
- [7 MOTHER’S DAY ADVENTURES IN BROOKSVILLE AND WEEKI WACHEE](#)

PR Report

June 2023



Submitted **JULY 6**

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



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Video's Created

- [Brian's Place - Hernando Beach Celebrating 20 Years on Florida's Adventure Coast \(2023\)](#)
- [June 2023 Fishing Report On Florida's Adventure Coast with Captain Bebout of Bebout Fishin' Time](#)
- [Unveiling of 'Esturia' at The Jerome Brown Community Center For The Mermaid Tale Trail \(2023\)](#)
- [The Liberty Belle - A Charming Stay In Historic Brooksville on Florida's Adventure Coast \(2023\)](#)
- [Fish Responders Charters & Adventures on Hernando Beach, FL \(2023\)](#)
- [Segway Adventures in Historic Downtown Brooksville \(2023\)](#)

Earned Media

- [Want to be a mermaid? Florida is hiring](#)
- [Want to be a mermaid? Florida is hiring](#)
- [25 Weird and Wonderful Roadside Attractions in the USA](#)
- [Make Summer Memories on Florida's Adventure Coast](#)
- [Cabot Citrus Farms: Growing A Legend Cabot Citrus Farms](#)
- [I went to Florida's west coast looking for mermaids – here's what I discovered](#)
- [Meet the explorers of the Weeki Wachee underground river this weekend | WFLA](#)
- [Event to take visitors on virtual underwater exploration of Weeki Wachee Springs cave system | News | suncoastnews.com](#)
- [Mermaid magic alive at Weeki Wachee for more than 75 years](#)
- [21-hole golf course, luxury resort under construction in Hernando County](#)

Blogs

- [Seven summer adventures for families in Brooksville and Weeki Wachee](#)

May 2023 LEADS Report

| LEADS Report Yearly Overlook - May 2023 | | | | | | | | | | | | | |
|--|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----|
| Total Leads for Florida's Adventure Coast* - Fiscal Year 2022-2023: | | | | | 1,796 | | | | | | | | |
| Total New Emails for Florida's Adventure Coast: | | | | | 1,284 | | | | | | | | |
| 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 | 67 | 77 | 121 | 117 | 129 | 123 | 128 | | | | | 864 |
| Emails Included | 36 | 21 | 25 | 57 | 58 | 54 | 57 | 55 | | | | | 363 |
| Weeki Wachee Springs State Park - VISIT FLORIDA MAGAZINE / MILES MEDIA (*Not included in Total Leads) | | | | | | | | | | | | | |
| Total | 105 | 67 | 78 | 109 | 22 | 18 | 16 | 11 | | | | | 426 |
| AAA LIVING WORLD | | | | | | | | | | | | | |
| Total | 7 | 8 | 5 | 5 | 1 | 0 | 0 | 0 | | | | | 26 |
| Emails Included | 4 | 6 | 4 | 2 | 0 | 0 | 0 | 0 | | | | | 16 |
| AMERICAN ROAD MAGAZINE | | | | | | | | | | | | | |
| Total | 158 | 24 | 92 | 75 | 11 | 37 | 43 | 344 | | | | | 784 |
| Emails Included | 158 | 24 | 92 | 75 | 11 | 36 | 43 | 344 | | | | | 783 |
| UNDISCOVERED FLORIDA | | | | | | | | | | | | | |
| Total | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 122 | | | | | 122 |
| Emails Included | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 122 | | | | | 122 |

May 2023 LEADS Report

| LEADS Report - May 2023 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------------------|-------------|-------------|---------------------------------|-------------|-------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|--------------------|-------|---|---|---|---|---|-----|
| TOP STATES & COUNTRIES - ALL LEADS | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Top States: | FL | NY | CA | TX | PA | NC | OH | IL | WI | GA | MI | TN | MO | SC | IN | VA | AL | AZ | MN | KY | LA | MD | CT | OR | MA | KS | NE | AR | CO | WA | NV | ME | MS | NJ | IA | ID | WV | NM | RI | UT | OK | WY | NH | SD | AK | DE | VT | PR | ND | HI | Blank (No Address) | Total | | | | | | |
| ALL LEADS - TOTAL | 78 | 35 | 35 | 34 | 26 | 25 | 25 | 24 | 20 | 17 | 16 | 16 | 16 | 14 | 13 | 13 | 11 | 11 | 10 | 10 | 10 | 10 | 9 | 9 | 8 | 8 | 7 | 7 | 7 | 7 | 6 | 6 | 6 | 5 | 4 | 4 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 587 |
| Top Countries: | ON (CANADA) | QC (CANADA) | Mecklenburg-Vorpommern (Sweden) | NS (CANADA) | Total | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ALL LEADS - TOTAL | 2 | 2 | 2 | 1 | 7 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

BREAKDOWN BY LEAD TYPE

| Top States: | FL | CA | TX | NY | OH | IL | PA | NC | WI | GA | MO | VA | AZ | AL | TN | SC | KY | OR | MD | LA | KS | MN | CT | WA | MI | MA | NE | CO | NV | IN | MS | IA | ID | AR | ME | WV | NM | UT | WY | NJ | OK | NH | SD | AK | ND | Total | | | | |
|---------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-------|---|---|---|-----|
| American Road Leads | 26 | 23 | 21 | 20 | 17 | 15 | 14 | 13 | 11 | 11 | 10 | 9 | 9 | 8 | 8 | 8 | 8 | 7 | 7 | 7 | 6 | 6 | 6 | 6 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 344 |

| Top States & Territories: | FL | TX | PA | NC | WI | TN | IN | NY | OH | MI | IL | GA | MO | SC | MD | MA | VA | AZ | MN | KY | NE | AR | ME | MS | NJ | AL | LA | CT | CO | NV | OK | NH | DE | VT | PR | Total | |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-------|-----|
| Visit Florida - Hernando & Weeki Wachee (unique leads) | 19 | 8 | 8 | 7 | 7 | 7 | 7 | 6 | 6 | 5 | 4 | 4 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 128 |

| Top States & Countries: | FL | CA | NY | MI | IL | NC | TX | PA | SC | RI | OH | WI | GA | MO | LA | MN | CT | IN | AR | NJ | ON (CANADA) | QC (CANADA) | Mecklenburg-Vorpommern | VA | AL | TN | OR | KS | WA | CO | ME | CAN | HI | Blank (No Address) | Total | | |
|-------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-------------|-------------|------------------------|----|----|----|----|----|----|----|----|-----|----|--------------------|-------|---|-----|
| Undiscovered Florida | 33 | 12 | 9 | 6 | 5 | 5 | 5 | 4 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 122 |

May 2023 LEADS Report

| Expected Arrivals (Miles Media Leads Only) - May 2023 | | | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-------|
| All States | FL | PA | GA | NC | TN | CT | IL | MD | MI | MN | MO | NH | NY | SC | VT | TOTAL |
| LEADS | 5 | 4 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 25 |

| Arrival Months - All States/Regions | | | | | | | | | | | | | |
|-------------------------------------|----------|----------|-----------|----------|-----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Month | MAY 2023 | JUN 2023 | JULY 2023 | AUG 2023 | SEPT 2023 | OCT 2023 | NOV 2023 | DEC 2023 | JAN 2024 | FEB 2024 | MAR 2023 | APR 2024 | MAY 2024 |
| Expected Arrivals | 1 | 2 | 6 | 4 | 8 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 1 |

| Arrivals By Region | | | | | | |
|--------------------|-------|-----------|---------|--------------------|------|--------------|
| Region | South | Northeast | Midwest | In-State (Florida) | West | Out of State |
| Leads | 8 | 8 | 4 | 5 | 0 | 0 |

Regions & Included States:

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

June 2023 LEADS Report

| LEADS Report Yearly Overlook - June 2023 | | | | | | | | | | | | | |
|--|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|------------|
| Total Leads for Florida's Adventure Coast* - Fiscal Year 2022-2023: | | | | | 2,013 | | | | | | | | |
| Total New Emails for Florida's Adventure Coast: | | | | | 1,451 | | | | | | | | |
| 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 | 67 | 77 | 121 | 117 | 129 | 123 | 128 | 76 | | | | 940 |
| Emails Included | 36 | 21 | 25 | 57 | 58 | 54 | 57 | 55 | 26 | | | | 389 |
| Weeki Wachee Springs State Park - VISIT FLORIDA MAGAZINE / MILES MEDIA (*Not included in Total Leads) | | | | | | | | | | | | | |
| Total | 105 | 67 | 78 | 109 | 22 | 18 | 16 | 11 | 5 | | | | 431 |
| AAA LIVING WORLD | | | | | | | | | | | | | |
| Total | 7 | 8 | 5 | 5 | 1 | 0 | 0 | 0 | 0 | | | | 26 |
| Emails Included | 4 | 6 | 4 | 2 | 0 | 0 | 0 | 0 | 0 | | | | 16 |
| AMERICAN ROAD MAGAZINE | | | | | | | | | | | | | |
| Total | 158 | 24 | 92 | 75 | 11 | 37 | 43 | 344 | 141 | | | | 925 |
| Emails Included | 158 | 24 | 92 | 75 | 11 | 36 | 43 | 344 | 141 | | | | 924 |
| UNDISCOVERED FLORIDA | | | | | | | | | | | | | |
| Total | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 122 | 0 | | | | 122 |
| Emails Included | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 122 | 0 | | | | 122 |

June 2023 LEADS Report

| LEADS Report - June 2023 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------------------|------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-------|-----|
| TOP STATES & COUNTRIES - ALL LEADS | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Top States: | FL | TX | NC | NY | IL | NJ | OH | MI | GA | PA | CA | VA | AL | TN | SC | KY | LA | NV | MO | OR | WI | MN | UT | AZ | MS | IN | AR | KS | WA | MA | NM | OK | CT | WV | DE | RI | CO | ME | MD | ID | NH | IA | ND | Total | |
| ALL LEADS - TOTAL | 34 | 14 | 12 | 11 | 10 | 9 | 9 | 8 | 8 | 8 | 7 | 7 | 7 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 217 |
| Top Countries: | ENGLAND, GREAT BRITAIN | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ALL LEADS - TOTAL | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

BREAKDOWN BY LEAD TYPE

| Top States: | FL | TX | NY | NC | NJ | CA | IL | OH | MI | GA | VA | TN | KY | PA | LA | NV | OR | AL | SC | MO | WI | MN | UT | AR | KS | WA | MA | NM | OK | AZ | MS | CT | WV | DE | RI | CO | ME | MD | ID | NH | Total | | | |
|---------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-------|---|---|-----|
| American Road Leads | 17 | 11 | 8 | 7 | 7 | 7 | 6 | 6 | 6 | 6 | 5 | 4 | 4 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 141 |

| Top States & Countries: | FL | NC | PA | AL | IL | NY | TX | SC | OH | IN | MI | GA | MO | NJ | VA | AZ | MS | WI | LA | MN | CT | TN | NV | IA | WV | UT | ND | DE | ENGLAND, GREAT BRITAIN | Total |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|------------------------|-------|
| Visit Florida - Hernando & Weeki Wachee (unique leads) | 17 | 5 | 5 | 5 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 77 |

June 2023 LEADS Report

| Expected Arrivals (Miles Media Leads Only) - May 2023 | | | | | | | | | | | | | | | | |
|---|---------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-------|
| All States | FL | NY | OH | SC | PA | AL | IA | IN | LA | MI | MN | NC | NJ | NV | UT | Total |
| LEADS | 5 | 3 | 3 | 3 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 26 |
| Countries | England | | | | | | | | | | | | | | | |
| LEADS | 1 | | | | | | | | | | | | | | | |

| Arrival Months - All States/Regions | | | | | | | | |
|-------------------------------------|-----------|----------|-----------|----------|----------|----------|----------|----------|
| Month | JULY 2023 | AUG 2023 | SEPT 2023 | OCT 2023 | NOV 2023 | DEC 2023 | JAN 2024 | FEB 2024 |
| Expected Arrivals | 6 | 5 | 3 | 3 | 1 | 5 | 3 | 1 |

| Arrivals By Region | | | | | | |
|--------------------|---------|-------|-----------|--------------------|------|--------------|
| Region | Midwest | South | Northeast | In-State (Florida) | West | Out of State |
| Leads | 7 | 6 | 6 | 5 | 2 | 1 |

Regions & Included States:

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

| Brooksville Welcome Center - May 2023 Report | | | | | | |
|---|----------------------|-------------------------------|-----------------------------------|--|-------------------|---------------------|
| Total Walk-ins since opening, approx.*: 6,156 | | | | *Reporting began in June 2020 | | |
| Total Walk-ins for FY 2022-2023, to date: 1,878 | | | | (Fiscal Year: Oct. 1, 2022 - Sept. 30, 2023) | | |
| Total Phone Calls for FY 2022-2023, to date: 1,458 | | | | (Fiscal Year: Oct. 1, 2022 - Sept. 30, 2023) | | |
| Visitors | | | | | | |
| Monthly Visitors | Walk-in Visitors | Walk-in Residents | Brooksville Main Street (approx.) | Total | | |
| May 2023 | 43 | 25 | 7 | 75 | | |
| Conversions | | | | | | |
| Captured Visits: | Lunch / Dinner | Day Visit | Overnight | Intent to Return | Total | |
| Totals | 13 | 14 | 1 | 10 | 38 | |
| Interests & Comments | | | | | | |
| Interests: | Mermaid Tale Trail | Florida's Adventure Coast Map | Florida Mermaid Trail | Things to Do | City / County Map | History / Old Homes |
| Totals | 35 | 28 | 21 | 21 | 10 | 10 |
| Interests: | Weeki Wachee Springs | Cycling | Events & Festivals | Restaurants | Njoy Spirits | Shopping |
| Totals | 8 | 8 | 8 | 6 | 6 | 6 |
| Phone Calls | | | | | | |
| Monthly Phone Calls | In-state | Out of State | Total | | | |
| May 2023 | 136 | 58 | 194 | | | |

| Brooksville Welcome Center - June 2023 Report | | | | | | |
|---|--------------------|-----------------------|-----------------------------------|--|--------------------|----------------------|
| Total Walk-ins since opening, approx.*: 6,284 | | | | *Reporting began in June 2020 | | |
| Total Walk-ins for FY 2022-2023, to date: 2,006 | | | | (Fiscal Year: Oct. 1, 2022 - Sept. 30, 2023) | | |
| Total Phone Calls for FY 2022-2023, to date: 1,657 | | | | (Fiscal Year: Oct. 1, 2022 - Sept. 30, 2023) | | |
| Visitors | | | | | | |
| Monthly Visitors | Walk-in Visitors | Walk-in Residents | Brooksville Main Street (approx.) | Total | | |
| June 2023 | 74 | 32 | 22 | 128 | | |
| Conversions | | | | | | |
| Captured Visits: | Lunch / Dinner | Day Visit | Overnight | Intent to Return | Total | |
| Totals | 19 | 24 | 0 | 14 | 57 | |
| Interests & Comments | | | | | | |
| Interests: | Mermaid Tale Trail | Florida Mermaid Trail | Florida's Adventure Coast Map | Things to Do | Restaurants | Weeki Wachee Springs |
| Totals | 43 | 41 | 13 | 7 | 6 | 5 |
| Interests: | Train Depot | Cycling | Murals | Things to Do with Kids | Events & Festivals | Swimming |
| Totals | 5 | 4 | 4 | 4 | 3 | 3 |
| Phone Calls | | | | | | |
| Monthly Phone Calls | In-state | Out of State | Total | | | |
| June 2023 | 136 | 63 | 199 | | | |

Visitor Information Center - Distributions for May-June 2023

Distributions & Partner Visits

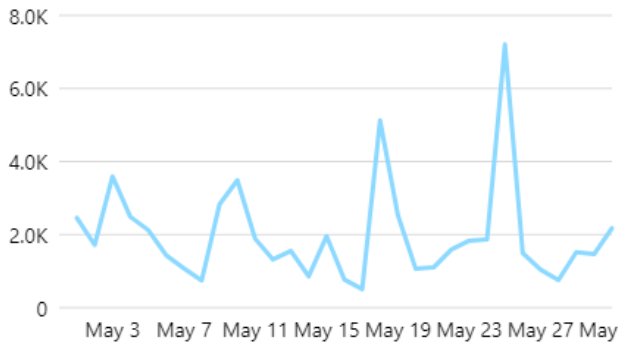
| Partner | FAC General Brochure | FAC Folded Maps | FAC Maps (Tear-off) | FAC Paddling Brochure | Mermaid Tale Trail Map | BMS Events Brochure |
|--|----------------------|-----------------|---------------------|-----------------------|------------------------|---------------------|
| I-10 Welcome Center | 1800 | | | 900 | | |
| Berkshire Hathaway Home Services | | | 100 | | | |
| Brooksville Library | | | | | | 100 |
| Holiday Inn Express I-75 | | | 200 | | | |
| Microtel I-75 | | | 200 | | | |
| Quality Inn & Suites I-75 | | | 200 | | | |
| Days Inn | | | 100 | | | |
| Hampton Inn I-75 | | | 100 | | | |
| Holiday Inn Express Brooksville West | | | 200 | | | |
| Fairfield Inn & Suites | | 100 | | | | |
| Lead Foot City | | | 200 | | | |
| Motel 6 | | 100 | 100 | | | |
| Quality Inn Weeki Wachee | | | 100 | | | |
| Microtel Spring Hill | | | 100 | | | |
| Holiday Inn Express Spring Hill | | | 100 | | | |
| Hampton Inn Spring Hill | | | 100 | | | |
| The Captain's House & Hernando Beach Motel | | | 400 | | | |
| Mary's Fish Camp | | | 100 | | | |
| FLG X Adventure Course | | | 100 | | | |
| The Treiman House Bed & Breakfast | | | 100 | | | |
| Downtown Loser | | | | | 35 | |
| Treasure Coast Realty | | | 100 | | 100 | |
| Totals: | 1800 | 200 | 2600 | 900 | 135 | 100 |

Facebook & Instagram Overview – May 1-31, 2023

Reach

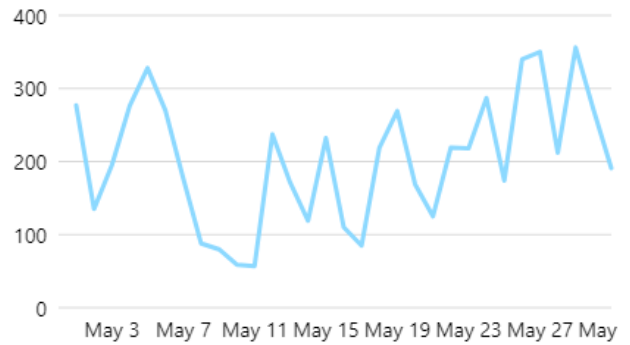
Facebook reach ⓘ

35,931 ↓ 86.9%



Instagram reach ⓘ

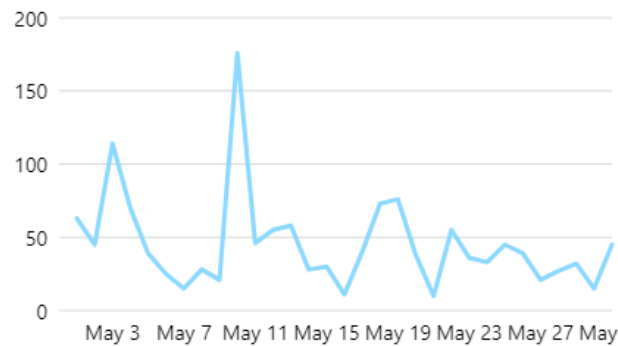
3,595 ↑ 4.7%



Page and profile visits

Facebook visits ⓘ

1,409 ↓ 46.8%



Instagram profile visits ⓘ

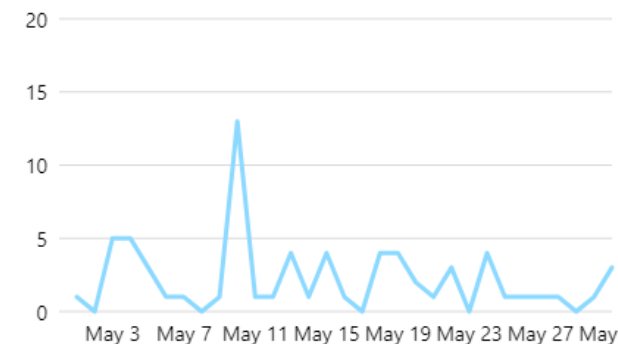
215 ↑ 3.4%



New likes and follows

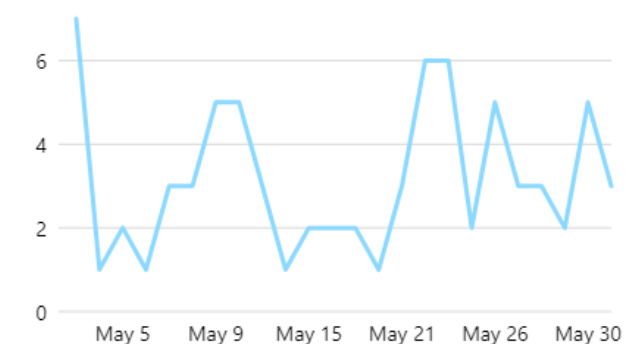
Facebook Page new likes ⓘ

68 ↓ 63.6%



New Instagram followers ⓘ

76 ↑ 11.8%




Facebook Analytics: Content – May 1-31, 2023

| Recent content ↑↓ | Type | Reach ① ↓ | Likes and reacti... ① ↑↓ |
|--|------|-------------------|--------------------------|
| Sparacia Witherell Family Winery & Vineyard (2021) Thu May 25, 9:00am | Post | Boost post | 9,230 140 |
| Happy #InternationalMuseumDay! ... Thu May 18, 9:09am | Post | Boost post | 8,071 146 |
| When it comes to mom, you know ... Wed May 10, 2:00pm | Post | Boost post | 4,324 47 |
| Exploring Brooksville feels like step... Thu May 4, 2:00pm | Post | Boost post | 3,225 65 |
| Looking for some fun and relaxatio... Tue May 23, 2:00pm | Post | Boost post | 2,776 35 |
| Congrats to HarvestMoon Fun Far... Mon May 15, 6:43am | Post | Boost post | 1,659 28 |
| Discover The Mermaid Tale Trail! 🧜 Tue May 9, 5:41am | Post | Boost post | 1,457 17 |
| This post has no text Tue May 30, 9:55am | Post | Boost unavailable | 1,384 24 |
| This post has no text Wed May 3, 11:02am | Post | Boost unavailable | 1,309 16 |
| The Sunflowers are here in Brooksv... Fri May 5, 6:25am | Post | Boost post | 1,096 33 |
| This post has no text Tue May 9, 2:02pm | Post | Boost unavailable | 1,088 12 |

#1

Boost post



Sparacia Witherell Family Winery & Vineyard (2021)
May 25, 2023 at 12:00 PM
ID: 551493190527534

Interactions

140 reactions
 19 comments
 29 shares

Performance

Reach ①

Total
9,230

Worst Best

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

Reach 9,230

Reactions, comments and shares ①

Total
188

Worst Best

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

Reactions 140
Comments 19
Shares 29

Results ①

Total
2

Worst Best

This post received more link clicks than 28% of your 50 most recent Facebook posts and stories.

Link clicks 2

#2



Boost post

Happy #InternationalMuseumDay! Ready to discover some of Florida's most ...

May 18, 2023 at 12:09 PM

ID: 547355917607928

Interactions

👍 146 reactions 💬 10 comments ➦ 26 shares

Performance

Reach

Total
8,071



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

Reach 8,071

Reactions, comments and shares

Total
182



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

| | |
|-----------|-----|
| Reactions | 146 |
| Comments | 10 |
| Shares | 26 |

Results

Total
--

Link clicks --

#3



Boost post

When it comes to mom, you know she deserves the best! 💕 ✨ A few Mothe...

May 10, 2023 at 5:00 PM

ID: 542796198063700

Interactions

👍 47 reactions 💬 3 comments ➦ 8 shares

Performance

Reach

Total
4,324



This post reached more Accounts Center accounts than 93% of your 50 most recent Facebook posts and stories.

Reach 4,324

Reactions, comments and shares

Total
58



This post received more reactions, comments and shares than 87% of your 50 most recent Facebook posts and stories.

| | |
|-----------|----|
| Reactions | 47 |
| Comments | 3 |
| Shares | 8 |

Results

Total
5



This post received more link clicks than 35% of your 50 most recent Facebook posts and stories.

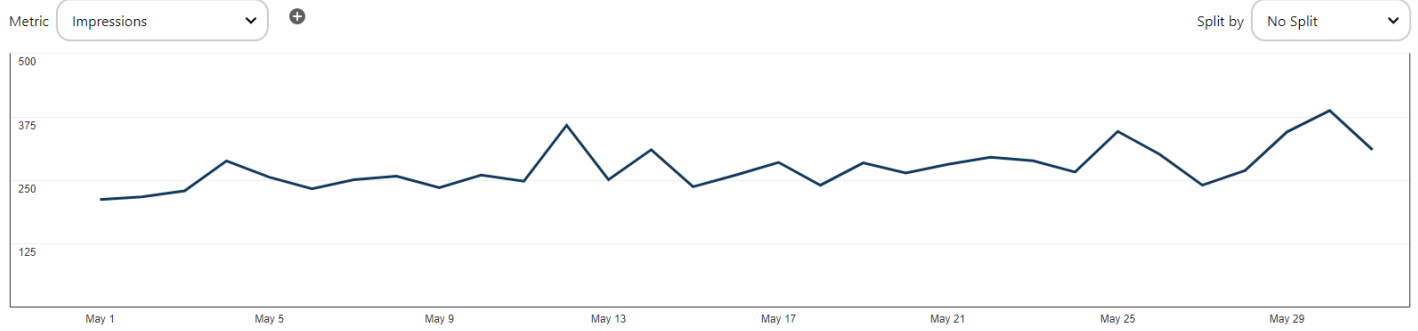
Link clicks 5

Pinterest Analytics – May 1-31, 2023

Pinterest activity

Impressions ¹ **8.5k** ↑ 8.1%
 Engagements ¹ **402** ↑ 12%
 Total audience ¹ **6.62k** ↑ 10%
 Engaged audience ¹ **323** ↑ 17%

Performance over time



Metrics

Total — Total impressions ¹ 8,504

Top Pins

Sort by: Impressions ▼ Pins created in the last 30 days ¹

| Pin | Type | Source | Format | Total impressions ¹ ↓ |
|--|---------|-----------|----------|----------------------------------|
| Happy #ManateeMonday! This 'seac... | Organic | Your Pins | Standard | 4,547 |
| 11 Florida Springs The Kids Will Be B... | Organic | Your Pins | Standard | 932 |
| A legendary 'mermaid' still swimming... | Organic | Your Pins | Standard | 267 |
| Watch for Manatees on Florida's Adv... | Organic | Your Pins | Standard | 250 |
| IG: @paradiseparkgrounds "NJoy ... | Organic | Your Pins | Standard | 221 |
| You Should Have Your Next Photo Sh... | Organic | Your Pins | Standard | 146 |
| This #ThrowbackThursday, enjoy this ... | Organic | Your Pins | Standard | 137 |
| Mary's Fish Camp | Organic | Your Pins | Standard | 95 |

Top boards

Sort by: Impressions ▼

5/1/2023 – 5/31/2023 ¹



Paddler's Paradise
123 Pins 4.61k Impressions



Feelin' Florida
303 Pins 1.17k Impressions



Weeki Wachee Springs...
538 Pins 747 Impressions

Twitter Analytics – May 1-31, 2023

Tweet activity

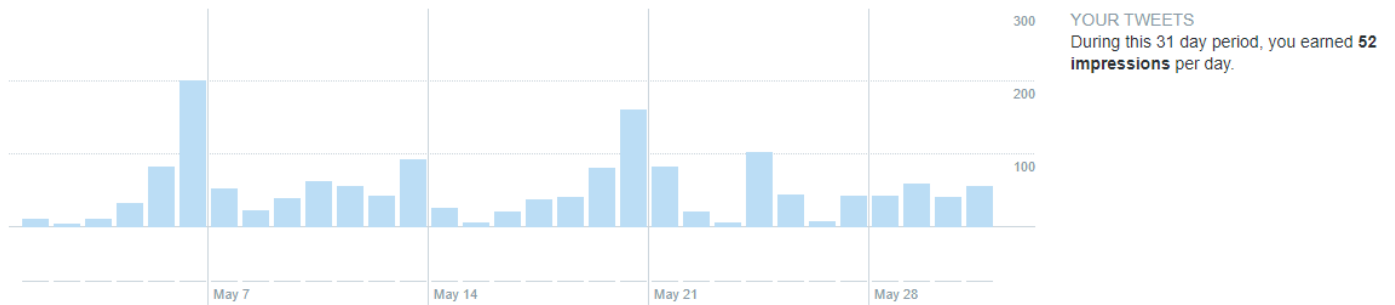


FL's Adventure Coast @adventure_coast

Discover great dining for brunch and mimosas, hidden gems and outdoor adventures to check out this Mother's Day!
<https://floridasadventurecoast.com/7-mothers-day-adventures-in-brooksville-and-weeki-wachee/> ...

| | |
|-------------------|-----|
| Impressions | 237 |
| Total engagements | 8 |
| Link clicks | 4 |
| Retweets | 2 |
| Likes | 2 |

Your Tweets earned **1.6K impressions** over this **31 day** period



Instagram Analytics – May 1-31, 2023

OVERVIEW

Overview

You reached **+6.6%** more accounts compared to
Apr 1 - Apr 30

| | | |
|------------------|--------------|---|
| Accounts reached | 3,595 | > |
| | +6.6% | |
| Accounts engaged | 236 | > |
| | -8.2% | |
| Total followers | 3,557 | > |

Content You Shared

[See all](#)



| | | |
|-------|----|---|
| Posts | 12 | > |
| Reels | 4 | > |

Instagram Analytics – May 1-31, 2023

REACH

3,595

Accounts reached

See how people have viewed your content over the last month compared to the previous cycle.



Impressions **9,513**
+0.4%

Top Content

Based on reach

All

Followers

Non-followers



Followers

Non-Followers



572

May 1



512

May 26



465

May 4



347

May 18

Profile Activity ⓘ

222

vs Apr 1 - Apr 30

+4.7%

Profile Visits

215

+5.3%

External link taps

7

-12.5%

Email Button Taps

0

0%

Call Button Taps

0

0%

Instagram Analytics – May 1-31, 2023

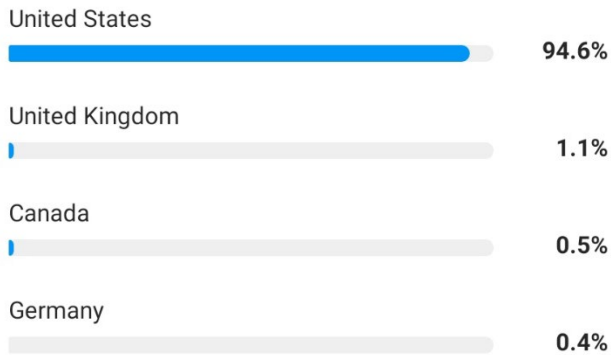
REACH - CONTINUED

Reached audience ⓘ

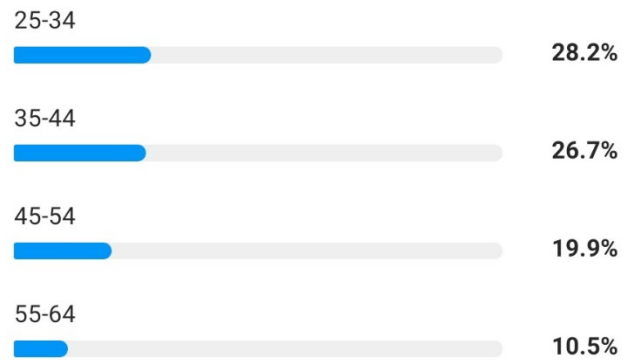
Top cities



Top countries



Top age ranges



Gender



Instagram Analytics – May 1-31, 2023

ENGAGEMENT

464

Content Interactions

-12.3% vs Apr 1 - Apr 30

Top Content

Based on engagement



All

Followers

Non-followers

Posts



237

Reels



67

Videos



6

Followers

Non-Followers



59

May 4



38

May 18



34

May 26



26

May 27

Post Interactions

vs Apr 1 - Apr 30

351

-4.7%

Likes

286

Comments

6

Saves

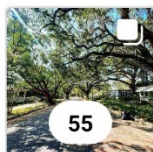
16

Shares

29

Top Posts

Based on likes



55

May 4



37

May 18



26

May 27



23

May 30

Reels Interactions

vs Apr 1 - Apr 30

99

-37.4%

Likes

88

Comments

2

Saves

4

Shares

5

Top Reels

Based on likes



34

May 26



18

May 19



16

May 12



12

May 24

Top Reels

Based on likes



34

May 26



18

May 19



16

May 12



12

May 24

Video Interactions

vs Apr 1 - Apr 30

14

+366%

Likes

10

Comments

1

Shares

2

Saves

1

Instagram Analytics – May 1-31, 2023

ENGAGEMENT - CONTINUED

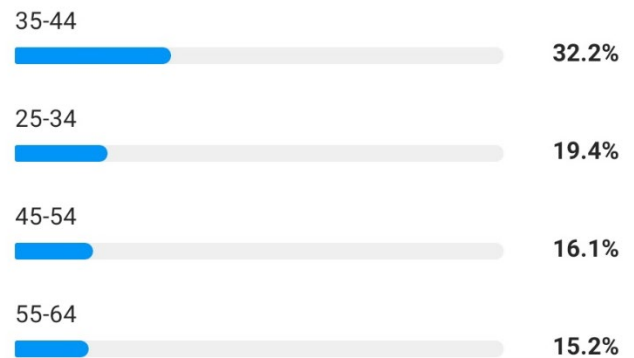
236

Accounts engaged

See how people have interacted with your content over the last month compared to the previous cycle.

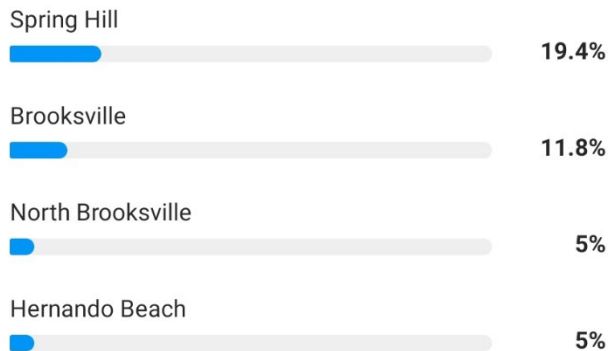


Top age ranges



Engaged audience (i)

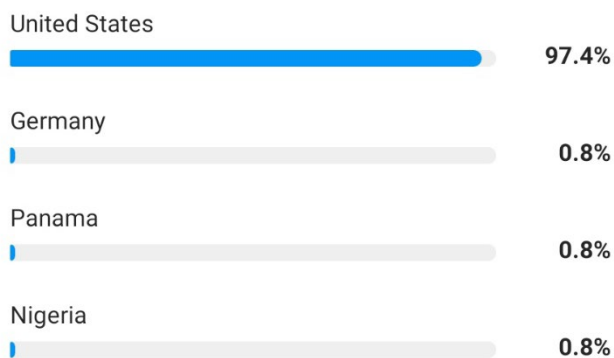
Top cities



Gender



Top countries



Instagram Analytics – May 1-31, 2023

FOLLOWERS

3,557
Followers

Growth

- Overall 54
- Follows 76
- Unfollows 22



Most Active Times

Hours Days

< Sundays >



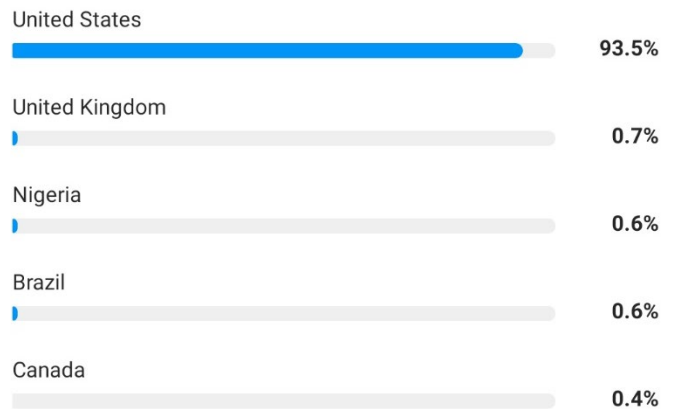
Top Locations

of your followers

Cities Countries



Cities Countries



Gender

of your followers

67.4%
Women



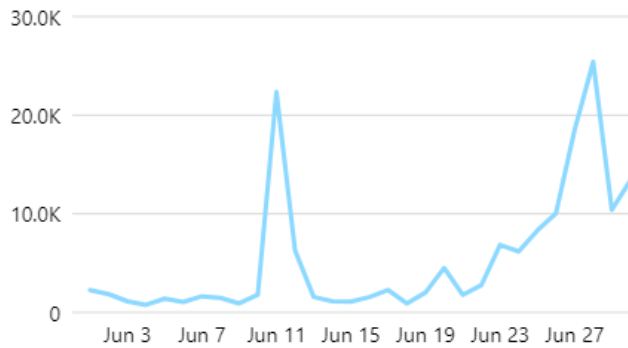
32.5%
Men

Facebook & Instagram Overview – June 1-30, 2023

Reach

Facebook reach ⓘ

120,184 ↑ 248.7%



Instagram reach ⓘ

6,235 ↑ 79.9%



Page and profile visits

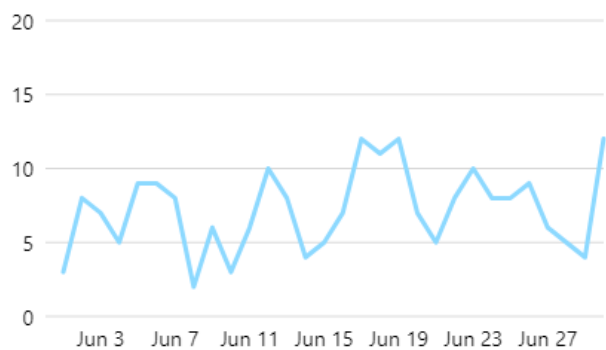
Facebook visits ⓘ

1,239 ↓ 7.9%



Instagram profile visits ⓘ

217 ↑ 9.6%



New likes and follows

Facebook Page new likes ⓘ

60 ↓ 10.4%













New Instagram followers ⓘ

66 ↓ 4.3%

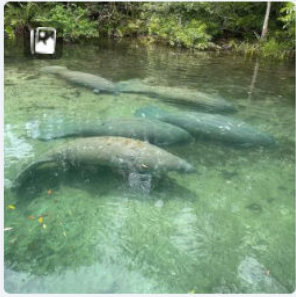


Facebook Analytics: Content – June 1-30, 2023

| Recent content ¹⁴ | Type | Reach ¹ ↓ | Likes and reacti... ¹⁴ |
|---|------|----------------------|-----------------------------------|
|  Manatees on the move 🌊 Slow d... Sat Jun 10, 2:10pm | Post | Boost p... | 27,764 584 |
|  Nestled within a natural preserve i... Fri Jun 30, 2:00pm | Post | Boost p... | 20,058 419 |
|  Scalloping Season begins July 1st o... Sat Jun 24, 9:01am | Post | Boost p... | 6,234 67 |
|  This post has no text Tue Jun 20, 5:42am | Post | Boost unavailable | 5,111 88 |
|  It's CORN! 🌽 Celebrate #National... Sun Jun 11, 6:00am | Post | Boost p... | 4,157 96 |
|  June 2023 Fishing Report with Capt... Fri Jun 2, 2:30pm | Post | Boost p... | 2,414 97 |
|  A one-of-its-kind golf course is co... Thu Jun 22, 9:00am | Post | Boost p... | 1,875 17 |
|  This post has no text Mon Jun 19, 6:02am | Post | Boost unavailable | 1,833 21 |
|  This post has no text Mon Jun 26, 7:25am | Post | Boost unavailable | 1,590 23 |
|  This post has no text Wed Jun 7, 2:07pm | Post | Boost unavailable | 1,588 12 |

#1

Boost post



Manatees on the move 🌊 Slow down this Summer, and enjoy the view of the...

June 10, 2023 at 5:10 PM

ID: 561474626196057

Interactions


👍 584 reactions 💬 18 comments ➦ 91 shares

Performance

| | | |
|--|--|---|
| <p>Reach ¹</p> <p>Total</p> <p>27,764</p> <p style="text-align: center;">Worst Best</p> <p>This post reached more Accounts Center accounts than 100% of your 50 most recent Facebook posts and stories.</p> <hr/> <p>Reach 27,764</p> | <p>Reactions, comments and shares ¹</p> <p>Total</p> <p>693</p> <p style="text-align: center;">Worst Best</p> <p>This post received more reactions, comments and shares than 100% of your 50 most recent Facebook posts and stories.</p> <hr/> <p>Reactions 584</p> <p>Comments 18</p> <p>Shares 91</p> | <p>Results ¹</p> <p>Total</p> <p>1</p> <p style="text-align: center;">Worst Best</p> <p>This post received more link clicks than 22% of your 50 most recent Facebook posts and stories.</p> <hr/> <p>Link clicks 1</p> |
|--|--|---|

#2

Boost post



Nestled within a natural preserve in Weeki Wachee, NJoy Spirits Distillery is a...

June 30, 2023 at 5:00 PM
ID: 572998715043648

Interactions

419 reactions
 148 comments
 54 shares

Performance

Reach ⓘ

Total
20,058

Worst Best

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

Reach 20,058

Reactions, comments and shares ⓘ

Total
621

Worst Best

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

| | |
|-----------|-----|
| Reactions | 419 |
| Comments | 148 |
| Shares | 54 |

Results ⓘ

Total
137


Worst Best

This post received more link clicks than 83% of your 50 most recent Facebook posts and stories.

Link clicks 137

#3

Boost post



Scalloping Season begins July 1st on #FLAdventureCoast! 🌊🦞 Get ready wi...

June 24, 2023 at 12:01 PM
ID: 568747835468736

Interactions

67 reactions
 14 comments
 19 shares

Performance

Reach ⓘ

Total
6,234

Worst Best

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

Reach 6,234

Reactions, comments and shares ⓘ

Total
100

Worst Best

This post received more reactions, comments and shares than 89% of your 50 most recent Facebook posts and stories.

| | |
|-----------|----|
| Reactions | 67 |
| Comments | 14 |
| Shares | 19 |

Results ⓘ

Total
27

Worst Best

This post received more link clicks than 61% of your 50 most recent Facebook posts and stories.

Link clicks 27

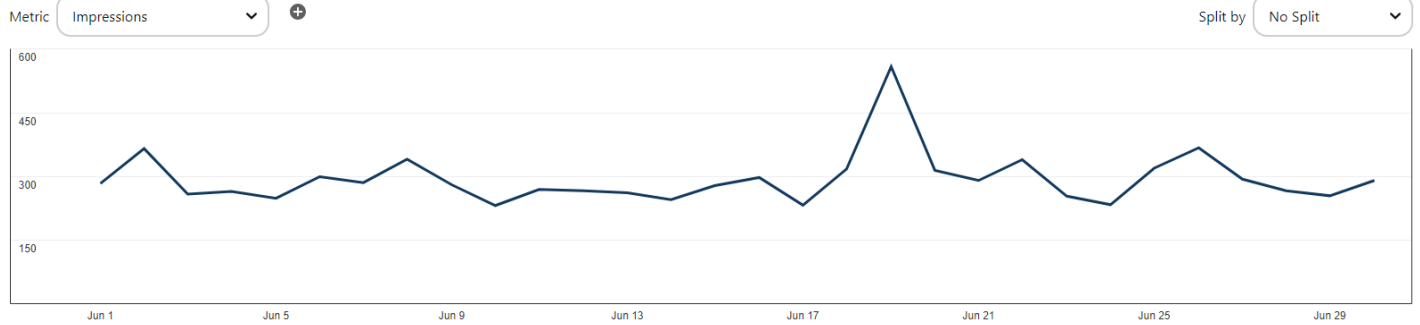
Page 3

Pinterest Analytics – June 1-30, 2023

Pinterest activity

Impressions ¹ **8.79k** ↑ 6%
 Engagements ¹ **382** ↓ 3%
 Total audience ¹ **6.39k** ↓ 1.2%
 Engaged audience ¹ **295** ↓ 6.6%

Performance over time



Metrics

Total — **8,794** Total impressions ¹

Top Pins

Sort by: Impressions + Pins created in the last 30 days ¹

| Pin | Type | Source | Format | Total impressions ¹ ↓ |
|--|---------|-----------|----------|----------------------------------|
| Happy #ManateeMonday! This 'seac... | Organic | Your Pins | Standard | 5,836 |
| 11 Florida Springs The Kids Will Be B... | Organic | Your Pins | Standard | 429 |
| Watch for Manatees on Florida's Adv... | Organic | Your Pins | Standard | 208 |
| This #ThrowbackThursday, enjoy this ... | Organic | Your Pins | Standard | 164 |
| You Should Have Your Next Photo Sh... | Organic | Your Pins | Standard | 127 |
| IG: @paradiseplaygrounds "NJoy ... | Organic | Your Pins | Standard | 126 |
| Bramble Creek Farm: UPick Blackberri... | Organic | Your Pins | Standard | 75 |
| Mermaid Memories | Organic | Your Pins | Standard | 61 |

Top boards

Sort by: Impressions +

6/1/2023 – 6/30/2023 ¹



Paddler's Paradise
123 Pins 5.92k Impressions



Feelin' Florida
303 Pins 594 Impressions



Nature's Place to Play
422 Pins 520 Impressions

Twitter Analytics – June 1-30, 2023

Jun 2023 - 30 days

TWEET HIGHLIGHTS

Top Tweet earned 359 impressions

Manatees on the move 🐢 Slow down this Summer, and enjoy the view of these lovable giants on the river!

📷: IG weekiwacheeretreatfl
pic.twitter.com/QJ6RruYV9g



🔄 2 ❤️ 18

[View Tweet activity](#)

[View all Tweet activity](#)

Top mention earned 28 engagements



Tracey Danger

@DollysDay · Jun 8

A little tail about my new sexy career... thank you [@VISITFLORIDA](#)

[@DiscoverCR_FL](#) [@adventure_coast](#)

[@goshpr](#) [@TelegraphTravel](#)

[@WeekiWacheeSpgs](#) [@rhondylou](#)

[#littlemermaid](#) [#florida](#)

[twitter.com/TelegraphTrave...](#)

🔄 1 🗨️ 1 ❤️ 10

[View Tweet](#)

Top media Tweet earned 127 impressions

Nestled within a natural preserve in Weeki Wachee, NJoy Spirits Distillery is a hidden gem and maker of award-winning whiskey, rum and gin! 🍷🌴

Visit on the weekend for tours and tastings: [NjoySpirits.com](#) [pic.twitter.com/GLfhkuGeg](#)



🔄 1 ❤️ 1

JUN 2023 SUMMARY

Tweets

8

Tweet impressions

1,908

Profile visits

76

New followers

4

Instagram Analytics – June 1-30, 2023

OVERVIEW

Overview

You reached **+73.4%** more accounts compared to
May 1 - May 31

| | | |
|------------------|------------------------|---|
| Accounts reached | 6,235 +73.4% | > |
| Accounts engaged | 239 +1.2% | > |
| Total followers | 3,575 | > |

Content You Shared

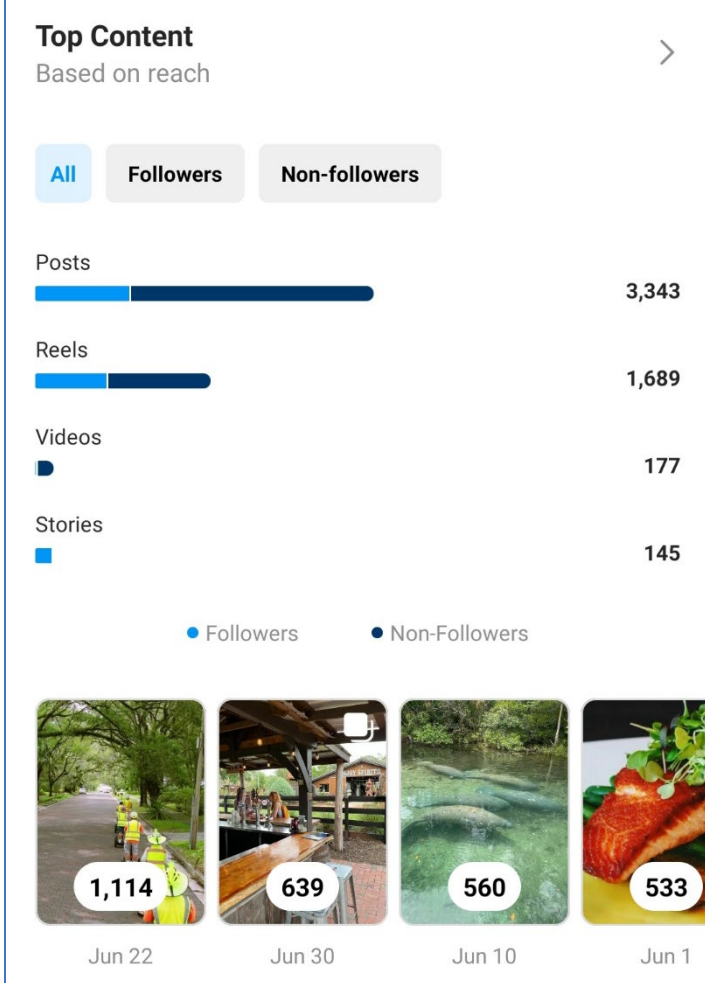
[See all](#)



| | | |
|---------|----|---|
| Posts | 12 | > |
| Stories | 6 | > |
| Reels | 6 | > |

Instagram Analytics – June 1-30, 2023

REACH



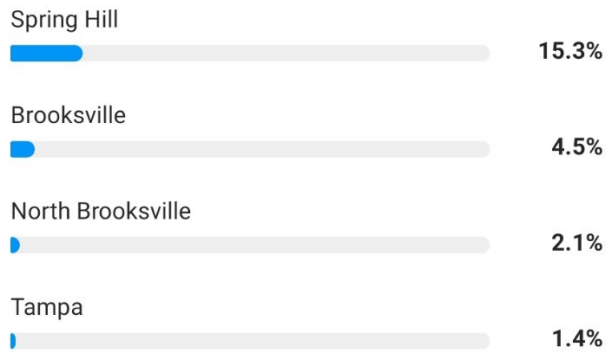
| | |
|--------------------|---|
| Profile Activity ⓘ | 221 |
| vs May 1 - May 31 | -0.5% |
| Profile Visits | 217 +0.9% |
| External link taps | 4 -42.9% |
| Email Button Taps | 0 0% |
| Call Button Taps | 0 0% |

Instagram Analytics – June 1-30, 2023

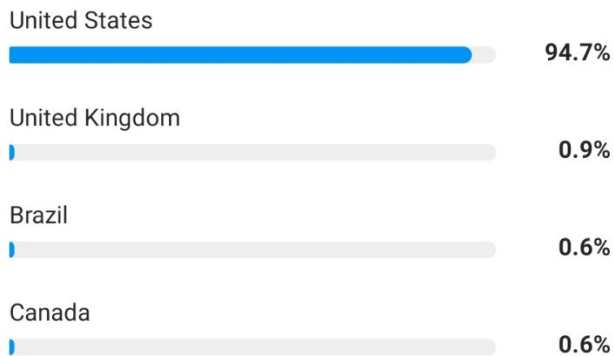
REACH - CONTINUED

Reached audience ⓘ

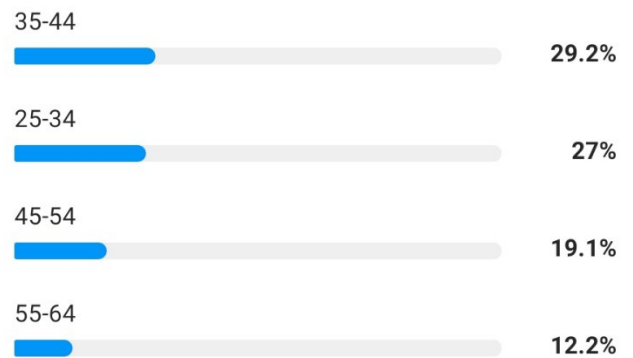
Top cities



Top countries



Top age ranges



Gender



Instagram Analytics – June 1-30, 2023

ENGAGEMENT

239

Accounts engaged

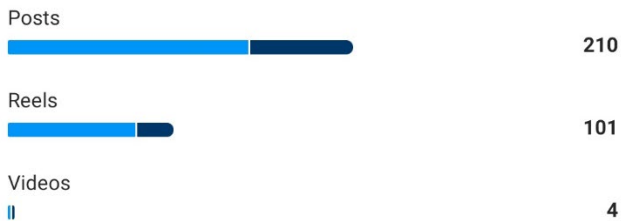
See how people have interacted with your content over the last month compared to the previous cycle.



Top Content

Based on engagement

All Followers Non-followers

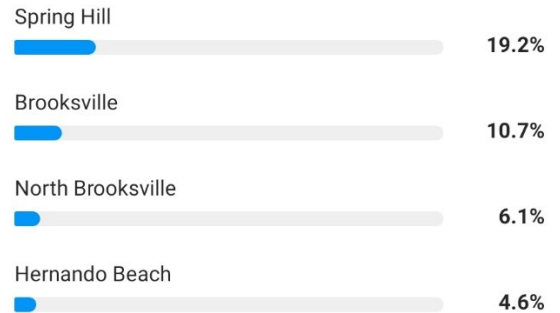


• Followers • Non-Followers

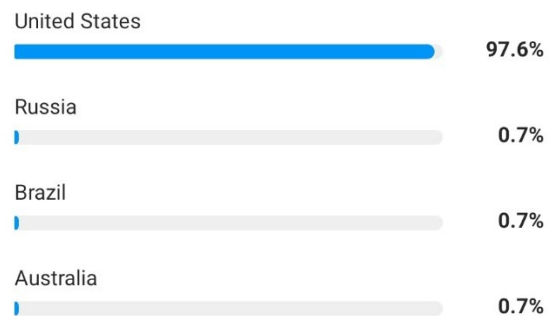


Engaged audience ⓘ

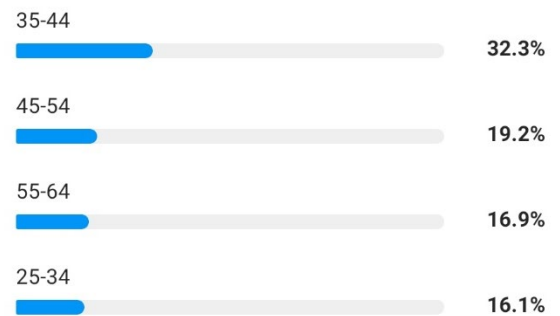
Top cities



Top countries



Top age ranges



Gender



Instagram Analytics – June 1-30, 2023

ENGAGEMENT - CONTINUED

Content interactions ⓘ

[See all](#)

576

Content Interactions

0.6% from ads

+24.1% vs May 1 - May 31

Post Interactions

383

vs May 1 - May 31

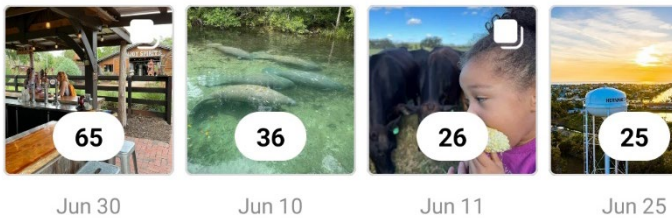
+9.1%

| | |
|----------|-----|
| Likes | 323 |
| Comments | 8 |
| Saves | 11 |
| Shares | 31 |

Top Posts

Based on likes

>



Reels Interactions

182

vs May 1 - May 31

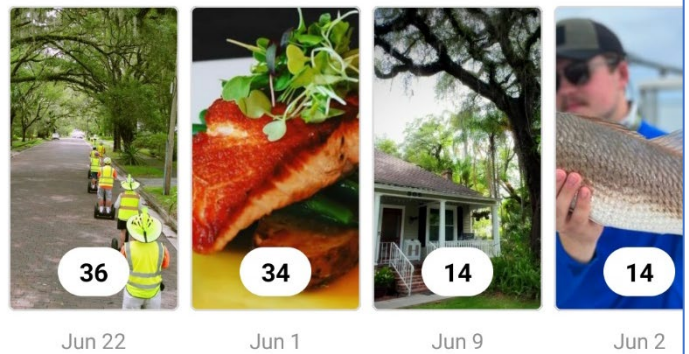
+83.8%

| | |
|----------|-----|
| Likes | 158 |
| Comments | 4 |
| Saves | 5 |
| Shares | 15 |

Top Reels

Based on likes

>



Video Interactions

7

vs May 1 - May 31

-50%

| | |
|-------|---|
| Likes | 7 |
|-------|---|

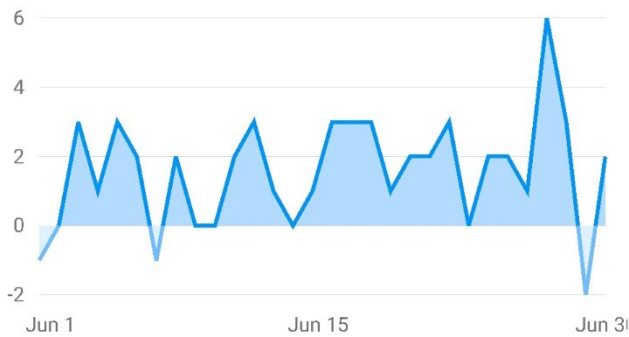
Instagram Analytics – June 1-30, 2023

FOLLOWERS

3,575
Followers

Growth

- Overall 47
- Follows 66
- Unfollows 19



Top Locations

of your followers

Cities Countries

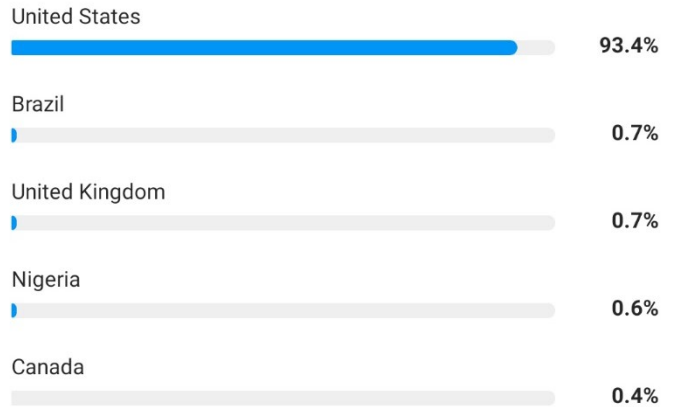


Gender

of your followers



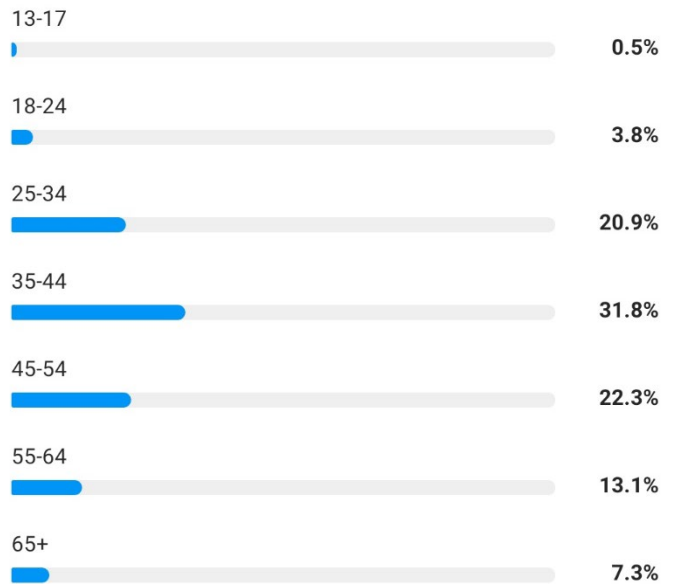
Cities Countries



Age Range

of your followers

All Men Women



Most Active Times

Hours Days

