



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: January 23, 2024

Attached are your agenda and back up materials for the TDC Meeting scheduled for **2:00 pm on Thursday, January 25, 2024**. 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

Diane Greenwell
Hernando County
Fine Arts Council

Yann Milcendeau
Hernando Beach Motel

Catherine Reeves
The Bistro

Therese White
Motel 6

Tammy J. Heon
Manager, Tourism
Development

Nature's Place to Play

Hernando County Tourist Development Council Meeting

January 25, 2024

2:00-4:00 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.

2:00 **Call to Order**

2:00-2:30 **Approval of the Minutes – *Action Item***

Finance Report – Tammy Heon

Manager's Report – Tammy Heon

Consent Agenda

- Welcome Center Reports
- Leads Reports
- Social Media Analytics
- PR Report

2:30 **Old Business**

- None

2:30-3:30 **New Business**

- Review of FY2022 Economic Impact Data
- AAA/VF Co-op Marketing Opportunity – *Action Item*
- Planning for the Future
 - Tourism Outreach
 - Opportunities for Partner Communications/Engagement
 - Tourism Education
 - Home Grown
 - Tourism Academy
 - Destination App
 - FAM Tours

3:30-3:50 **Reports from the TDC Members**

Brian Hawkins, Hernando County Commissioner

David Bailey, City of Brooksville

Christa Tanner, City of Brooksville

Roger King, The Dolan House

Michael Dolan, FSC Business Consultants

Diane Greenwell, HC Fine Arts Council

Yann Milcendeau, Hernando Beach Motel

Catherine Reeves, The Bistro

Therese White, Motel 6

3:50 **Public Comment**

4:00 **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.”

November 16, 2023 – MINUTES OF MEETING

The Hernando County Tourist Development Council conducted their meeting on Thursday, November 16, 2023, at 3:00 pm. The meeting was held in the conference room at the Brooksville-Tampa Bay Regional Airport Administration Office at 15800 Flight Path Dr., Brooksville. The meeting had been advertised and the public was invited to attend. The following is an attendance record and summary of discussions that took place at the meeting.

MEMBERS PRESENT:

David Bailey
Roger King
Mike Dolan
Diane Greenwell
Yann Milcendeau
Catherine Reeves
Therese White

STAFF:

Tammy Heon, Tourism Development Manager
Valerie Pianta, Director of Economic Development
Michelle Rose, Administrative Assistant II
John Athanason, Multimedia Communications Specialist

ABSENT: Brian Hawkins, Christa Tanner

Tammy Heon awarded the Golden Mermaid to Brenda Peshel and Mario Perez for their extraordinary efforts in assisting with The Tale Trail.

CALL TO ORDER: Roger King called the meeting to order at 3:17 pm, on Thursday, November 16, 2023.

MINUTES of the September 28, 2023, Meeting: A copy of the minutes of the September 28, 2023, TDC Meeting was included in the meeting package.

MOTION: A motion was made by Mike Dolan to approve the minutes of the September 28, 2023, TDC Meeting. Motion seconded by Yann Milcendeau. Motion passed; all in favor and none opposed.

FINANCE REPORT: Tammy Heon

Fiscal Year-End 2022-2023 collections as of October 10, 2023, are a record breaking \$2,227,712; an increase of 12.5% over the previous year's total of \$2,025,041.

TDT collections for October, 2023, are \$168,511; an increase of 23.2% over last year's October collections of \$136,815.

Marketing and Operations Year-End Collections are \$1,822,170.

Destination Development Year-End Collections are \$455,542.

Lodging Comparisons by Lodging Type: Both Hotel/Motel and Vacation Rental Homes are much closer in terms of performance. This is a very good sign for the overall economy, as hotels put more people to work than vacation rental homes. Campground remain a very small portion of our revenue.

Fiscal Year-End 2022-2023 Expenditures were Personnel and Benefits are \$364,140. Operating Expenses were \$1,444,030. Non-Operating Expenses balance was \$1,364,712; all in reserves. Transfer to other funds (health clinic) were \$59,5000 (Chinsegut Hill Insurance). Total YTD Expenses as of November 13th, were \$3,232,382.

The only expense for Destination Development was the balance of the Strategic Plan Study, and that has been paid. The Fiscal Year-End 2022-2023 Balance for Destination Development is nearly \$1 million dollars; \$988,800.

TDT collections for November, 2023, are \$130,213; a decrease of 10.4% over last year's November collections of \$145,240. Expenditures are Personnel and Benefits are \$27,546. Operating Expenses are \$14,664; with \$36,469 encumbered.

MANAGER'S REPORT: Tammy Heon

Florida Adventure Travel Network Survey: As an organization we are trying to survey DMOs and outfitters in the state. Visit Florida and Florida Adventure Travel Network have lists that they are surveying. We have forwarded the survey to our outfitters as well. The question is: how can we work better together? Creating mappable adventure itineraries is a great way to promote multiple partners.

Parks Video/Photo Project: John Athanason has been working with the Public Information Office for the County. They are photographing and videoing all of our county parks, creating up-to-date assets. It is a great team project that should benefit Parks and Recreation as well as Tourism and our residents.

Mermaid for Visit Florida Welcome Center at I-75, Jennings: Florida Department of Transportation said "No," twice. Visit Florida has said that we can put the Mermaid Statue inside the building. A wooden pedestal will be crafted to support her, sometime in December. We will receive a free six-month trial of the inside location. After that, the cost will be \$2,500 per year.

State of the American Traveler: Destinations International Quarterly Research

- ❖ In the face of rising prices and increasing pressures on peoples' time, the desire to travel remains strong among American travelers.
- ❖ In general, a majority of U.S. adults expect to spend more on travel in the year ahead.
- ❖ Affluent Americans continue to travel and spend while less affluent Americans are, in many cases, reporting they do not expect to travel in the year ahead.
- ❖ American Travelers are increasing deciding where and when to go based on unique culinary experiences.
- ❖ While U.S. outbound traveler interests continues to increase, international inbound travel to the U.S. continues to lag due to concerns around personal safety, visa processing delays, and even lingering concerns about COVID.

OLD BUSINESS: TDC Grant Funding Applications

The Grant Funding Application Period had been reopened and extended through November 10, 2023, due to impacts of Hurricane Idalia. Every expected or potential applicant was emailed notification of the extension and the new link to the application.

Coastal Hernando Business Group for The Front Porch Art Walk, scheduled for the first Saturday of each Month: \$1,500.00

They received seven points on the TDC Grant Funding Score Sheet.

Sparacia Witherell Family Winery for The Foggy Longbottom Folk Festival, January 26-28, 2024: \$2,500.00

They received eight points on the TDC Grant Funding Score Sheet. As their total grant amount requested is \$1,725.00, they will receive \$1,725.00.

Hernando County Fine Arts Council for Art in the Park, March 9-10, 2024; additional request: \$3,000.00

They encountered some additional expenses that will affect their marketing budget, including paying park fees.

With the addition of these three Grant Recommendation, our balance of grant funding for the year is \$21,000. Our TDC Grant Funding Budget is \$50,000.00. Tammy was surprised that grant applications were not received on behalf of the Brooksville Blueberry Festival nor Hernando County Preservation Society.

MOTION: A motion was made by Mike Dolan to approve all three Grant Recommendation. Motion seconded by Therese White. Motion passed; all in favor and none opposed. Diane Greenwell abstained from the vote as she is a founding member of, and coordinator for, Coastal Hernando Business Group; the quorum remains in effect.

The TDC Grant Funding recommendations will be presented to the BOCC for approval.

NEW BUSINESS:

TDC Member Application for a Member Collecting the Tax: Therese White

Therese White's term on the TDC ends December 31, 2023. The open position of TDC Collecting TDC Council Member was posted by County Administration. Therese White submitted her application for an additional four-year term; there were no other applicants.

MOTION: A motion was made by David Bailey to approve the TDC Member Application of Therese White. Motion seconded by Catherine Reeves. Motion passed; all in favor and none opposed.

The TDC will recommend to the BOCC the reappointment of Therese White.

Presentation of the 2023-2024 PR Plan/Media Plan: John Athanason

John Athanason presented the 2023-2024 PR Plan/Media Plan to the TDC via Power Point.

Year-Round Key Messaging Priorities:

- ❖ Cycling (Paved and Unpaved Trails)
- ❖ Wellness (Spas, Birding, Nature)
- ❖ Golf (Opening of Cabot and Public Courses)
- ❖ Adventure Travel (Outfitters, Adventure with Local Culture)
- ❖ Unique Food and Dining (Seasonal U-pick)
- ❖ The Arts (Meet the Makers, Outdoor Music Festivals)
- ❖ Pet Friendly (Halo's Hangouts)

Content Calendar for 2024 Monthly PR Plan:

- ❖ Quarterly Theme
- ❖ Monthly Theme
- ❖ Major Holidays and Events
- ❖ National Days/Weeks/Months
- ❖ What's New on Florida's Adventure Coast
- ❖ Media Targets
- ❖ Pitches and Angles
- ❖ Visit Florida PR Calendar

Visit Florida - Top International Origin Markets 2019:

1. Canada
2. United Kingdom
3. Brazil
4. Argentina
5. Colombia
6. Mexico
7. Germany
8. Venezuela
9. France
10. Ecuador

Visit Florida Summary: Florida's top overseas origin country in 2019 was Brazil, which sent 1.4 million visitors to the Sunshine State during the year – a 16% increase from 2018. The UK (1.3 million), Argentina (695,00), Colombia (562,00), and Mexico (468,000) round out the top five.

Overseas visitors to Florida in 2019 - Top Activities:

1. Shopping - 87%
2. Sightseeing - 70%
3. Amusement/Theme Parks - 48%
4. Experience Fine Dining - 24%
5. National Parks/Monuments - 23%
6. Small Towns/Countryside - 22%

7. Art Galleries/Museums - 18%
8. Historical Locations - 17%
9. Guided Tours - 16%
10. Nightclubbing/Dancing - 13%

Influencer from Brazil – Juju na Trip blog May 30-31: She has a major network in Brazil. While here on Florida's Adventure Coast, her itinerary included staying at The Captain's House, eating at Brian's Place, visiting Weeki Wachee, and other activities that she could then talk about on TV, write about on her blog, and post on social media (Instagram, YouTube).

- ❖ Total Exposure/Reach: 1,225,183 people
- ❖ Engagements; 88,455
- ❖ Media Value: \$1,249,871.37

Visit Florida offers us prequalified influencers at no charge. Visit Florida merely asks us to provide the itinerary, lodging, and meals.

Targeted National Publications:

- ❖ American Road
- ❖ Southern Living
- ❖ Golf Digest
- ❖ AAA Travel
- ❖ Garden & Gun
- ❖ Travel + Leisure

Purchase of Information Kiosks: Tammy Heon presented options for the digital information kiosks, budget for F2024. Staff has selected both indoor and outdoor units. Several manufactures and models had been explored. The kiosks can be fully wrapped and branded. Video can be played on the home screen to attract the attention of passersby. Eliminating the need to do double work, our existing website feeds can be displayed, including: calendar of events; lodging; restaurants; and more. The True Omni Kiosk integrates Bandwango Passports and has a photobooth with digital picture frame to further increase engagement and capture first party data.

The outdoor version is \$11,000. The indoor version is \$6,500. The programing is the same for both. They need electricity and internet/Wi-Fi. The delivery time is seventeen to eighteen weeks. Software we pay for annually, \$3,500 for the first kiosk with subsequent kiosks costing \$2,500 each. There is a social wall which is our UGC from our website. Wrapping of kiosks is \$1,200; web cameras are \$200; media players are \$700; plus, additional charges for shipping, installation, and training.

Potential locations include: The Welcome Center, Weeki Wachee Springs State Park, and the upcoming Hernando Beach public parking lot.

Discussions of Locations ensued. Discussion included making the Brooksville Welcome Center unit an outdoor model.

MOTION: A motion was made by David Bailey to approve the purchase of two outdoor kiosk units. Motion seconded by Mike Dolan. Motion passed; all in favor and none opposed.

Change TDC Meeting Time: There is a general consensus to change the meeting time from 3:00 pm to 2:00 pm.

Catherine Reeves and David Bailey leave the meeting at 4:42 pm.

Important Dates to Note:

- ❖ Tunnel to Towers mobile museum at Tom Varn Park; November 18th and 19th
- ❖ Small Business Saturday; November 25th
- ❖ Hilly Hundred bicycle ride; December 1st and 2nd
- ❖ Front Porch Art Walk in Hernando Beach; December 2nd
- ❖ Brooksville Christmas Tree Lighting; December 7th
- ❖ Kiwanis Christmas Parade; December 9th

Next TDC Meeting: Thursday, January 25th, 2024, at 2:00 pm

TDC MEMBERS REPORTS:

Yann Milcendeau reported that the restaurant business is up 18%. Since Hurricane Idalia, visitors have canceled reservations and are not renting rooms nor boats.

Diane Greenwell reported that the Hernando County Fine Arts Council is working on a call to artists for Mobil Murals. The Front Porch Art Walk will have the largest turn out for December with a Christmas theme. Art in the Park is March 9th and 10th, 2024, and they are looking for volunteers. The Arts Council is working on fundraising. Giving Tuesday is coming up before year-end. They are planning Stay at Home Gala, details to follow.

Therese White reported that Motel 6 was also affected by Hurricane Idalia but didn't know it at the time. They were struck by lightning and lost their water-well. The Motel must drill a new well. Sand is going through the well and into the building. They are waiting on their permit from SWFWMD. The motel is still in business due to temporary fixes; however, it has been difficult.

Mike Dolan reported that the Florida Coast-to-Coast (bicycle) Trail has their own Facebook Page. The C2C starts in Titusville and ends in St. Petersburg. The bicycle path is about 90% complete with our section due for completion sometime next year. The whole trail is set to be completed by 2027.

Roger King reported that, despite it being the slow time of year, they are staying busy on weekends. They are seeing more bicyclists. He reported that The Dolan House provides a locked garage for guests' bicycles.

Valerie Pianta reported that Cabot Citrus Farms is working on a Hernando Day, for people to visit, as well as a media day and investor day. The first of their cottages will be ready on November 27th, with 37 cottages under construction valued at \$1-3 million dollars each. Cabot will be open to the public beginning in January 2024. They will have a 75 thousand square foot club house; several dining outlets; market place; two pools; skeet

shooting; spa; food trucks; archery; fire station and more, for a \$250 million investment. Cabot donated a foursome round of golf valued at \$1,200 for Whitmore Fund.

PUBLIC COMMENT: None submitted and nothing to report.

The meeting adjourned at 4:59 pm.

Prepared by:
Michelle Rose

FORM 8B MEMORANDUM OF VOTING CONFLICT FOR COUNTY, MUNICIPAL, AND OTHER LOCAL PUBLIC OFFICERS

LAST NAME—FIRST NAME—MIDDLE NAME Greenwell, Jerry "Diane"		NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE Hernando County Tourism Development Council	
MAILING ADDRESS 3267 Flamingo Blvd.		THE BOARD, COUNCIL, COMMISSION, AUTHORITY OR COMMITTEE ON WHICH I SERVE IS A UNIT OF:	
CITY Hernando Beach	COUNTY Hernando	<input type="checkbox"/> CITY <input checked="" type="checkbox"/> COUNTY <input type="checkbox"/> OTHER LOCAL AGENCY	
DATE ON WHICH VOTE OCCURRED November 16, 2023		NAME OF POLITICAL SUBDIVISION: District 2	
		MY POSITION IS: <input type="checkbox"/> ELECTIVE <input checked="" type="checkbox"/> APPOINTIVE	

WHO MUST FILE FORM 8B

This form is for use by any person serving at the county, city, or other local level of government on an appointed or elected board, council, commission, authority, or committee. It applies to members of advisory and non-advisory bodies who are presented with a voting conflict of interest under Section 112.3143, Florida Statutes.

Your responsibilities under the law when faced with voting on a measure in which you have a conflict of interest will vary greatly depending on whether you hold an elective or appointive position. For this reason, please pay close attention to the instructions on this form before completing and filing the form.

INSTRUCTIONS FOR COMPLIANCE WITH SECTION 112.3143, FLORIDA STATUTES

A person holding elective or appointive county, municipal, or other local public office **MUST ABSTAIN** from voting on a measure which would inure to his or her special private gain or loss. Each elected or appointed local officer also **MUST ABSTAIN** from knowingly voting on a measure which would inure to the special gain or loss of a principal (other than a government agency) by whom he or she is retained (including the parent, subsidiary, or sibling organization of a principal by which he or she is retained); to the special private gain or loss of a relative; or to the special private gain or loss of a business associate. Commissioners of community redevelopment agencies (CRAs) under Sec. 163.356 or 163.357, F.S., and officers of independent special tax districts elected on a one-acre, one-vote basis are not prohibited from voting in that capacity.

For purposes of this law, a "relative" includes only the officer's father, mother, son, daughter, husband, wife, brother, sister, father-in-law, mother-in-law, son-in-law, and daughter-in-law. A "business associate" means any person or entity engaged in or carrying on a business enterprise with the officer as a partner, joint venturer, coowner of property, or corporate shareholder (where the shares of the corporation are not listed on any national or regional stock exchange).

* * * * *

ELECTED OFFICERS:

In addition to abstaining from voting in the situations described above, you must disclose the conflict:

PRIOR TO THE VOTE BEING TAKEN by publicly stating to the assembly the nature of your interest in the measure on which you are abstaining from voting; *and*

WITHIN 15 DAYS AFTER THE VOTE OCCURS by completing and filing this form with the person responsible for recording the minutes of the meeting, who should incorporate the form in the minutes.

* * * * *

APPOINTED OFFICERS:

Although you must abstain from voting in the situations described above, you are not prohibited by Section 112.3143 from otherwise participating in these matters. However, you must disclose the nature of the conflict before making any attempt to influence the decision, whether orally or in writing and whether made by you or at your direction.

IF YOU INTEND TO MAKE ANY ATTEMPT TO INFLUENCE THE DECISION PRIOR TO THE MEETING AT WHICH THE VOTE WILL BE TAKEN:

You must complete and file this form (before making any attempt to influence the decision) with the person responsible for recording the minutes of the meeting, who will incorporate the form in the minutes. (Continued on page 2)

APPOINTED OFFICERS (continued)

- A copy of the form must be provided immediately to the other members of the agency.
- The form must be read publicly at the next meeting after the form is filed.

IF YOU MAKE NO ATTEMPT TO INFLUENCE THE DECISION EXCEPT BY DISCUSSION AT THE MEETING:

- You must disclose orally the nature of your conflict in the measure before participating.
- You must complete the form and file it within 15 days after the vote occurs with the person responsible for recording the minutes of the meeting, who must incorporate the form in the minutes. A copy of the form must be provided immediately to the other members of the agency, and the form must be read publicly at the next meeting after the form is filed.

DISCLOSURE OF LOCAL OFFICER'S INTEREST

I, Jerry "Diane" Greenwell, hereby disclose that on November 16, 20 23 :

(a) A measure came or will come before my agency which (check one or more)

- inured to my special private gain or loss;
- inured to the special gain or loss of my business associate, _____ ;
- inured to the special gain or loss of my relative, _____ ;
- inured to the special gain or loss of _____, by whom I am retained; or
- inured to the special gain or loss of Coastal Hernando Business Group, Inc., which is the parent subsidiary, or sibling organization or subsidiary of a principal which has retained me.

(b) The measure before my agency and the nature of my conflicting interest in the measure is as follows:

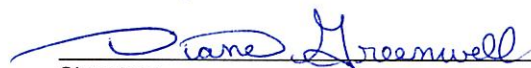
I am an appointed member of the Hernando County Tourism Council. Coastal Hernando Business Group has made grant application on behalf of 1st Saturdays Hernando Beach Front Porch Art Walk for which I am also a founding member and coordinator. Therefore, I recuse myself from voting on this item due to a conflict of interest.

If disclosure of specific information would violate confidentiality or privilege pursuant to law or rules governing attorneys, a public officer, who is also an attorney, may comply with the disclosure requirements of this section by disclosing the nature of the interest in such a way as to provide the public with notice of the conflict.

November 3, 2023

Date Filed

Signature



NOTICE: UNDER PROVISIONS OF FLORIDA STATUTES §112.317, A FAILURE TO MAKE ANY REQUIRED DISCLOSURE CONSTITUTES GROUNDS FOR AND MAY BE PUNISHED BY ONE OR MORE OF THE FOLLOWING: IMPEACHMENT, REMOVAL OR SUSPENSION FROM OFFICE OR EMPLOYMENT, DEMOTION, REDUCTION IN SALARY, REPRIMAND, OR A CIVIL PENALTY NOT TO EXCEED \$10,000.

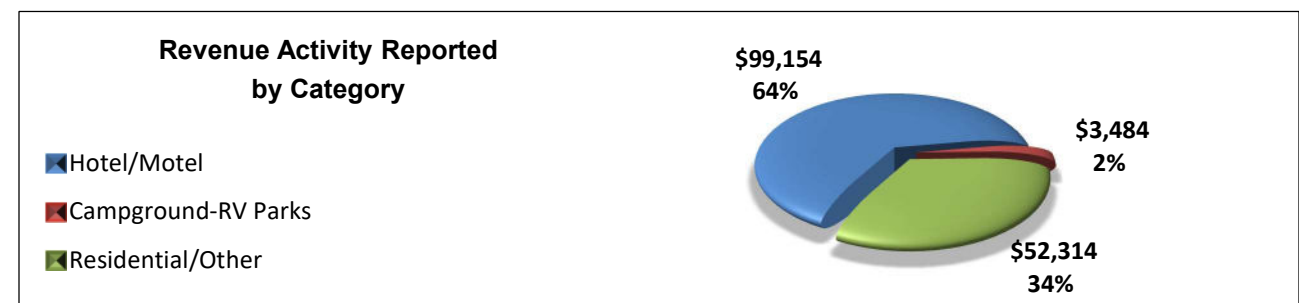
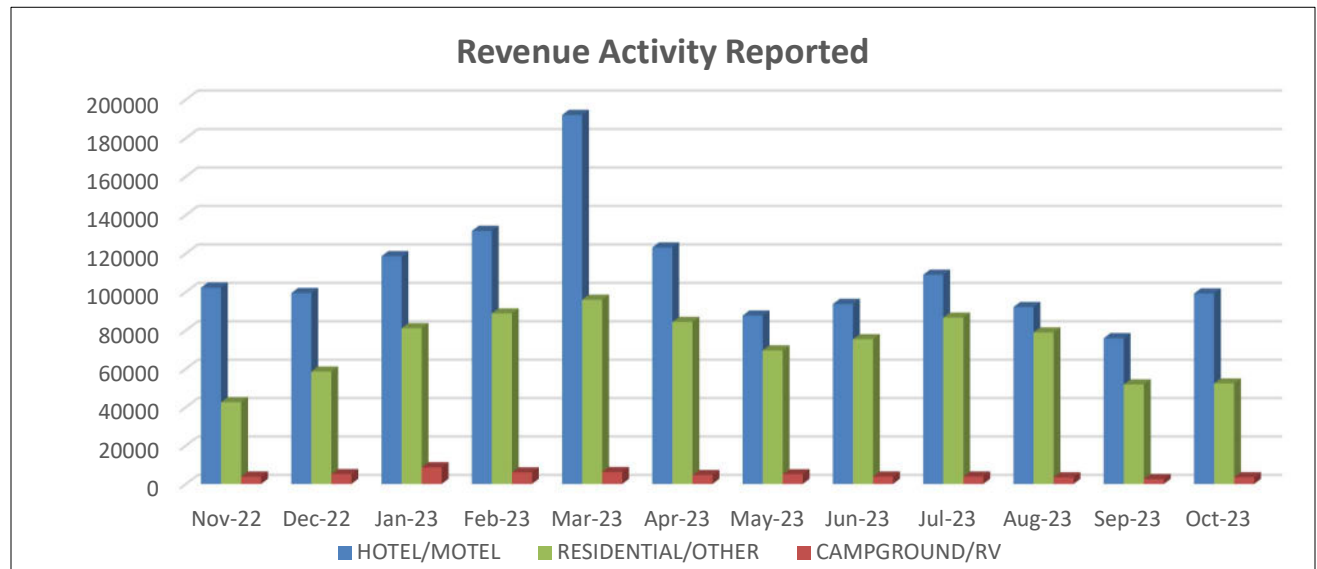
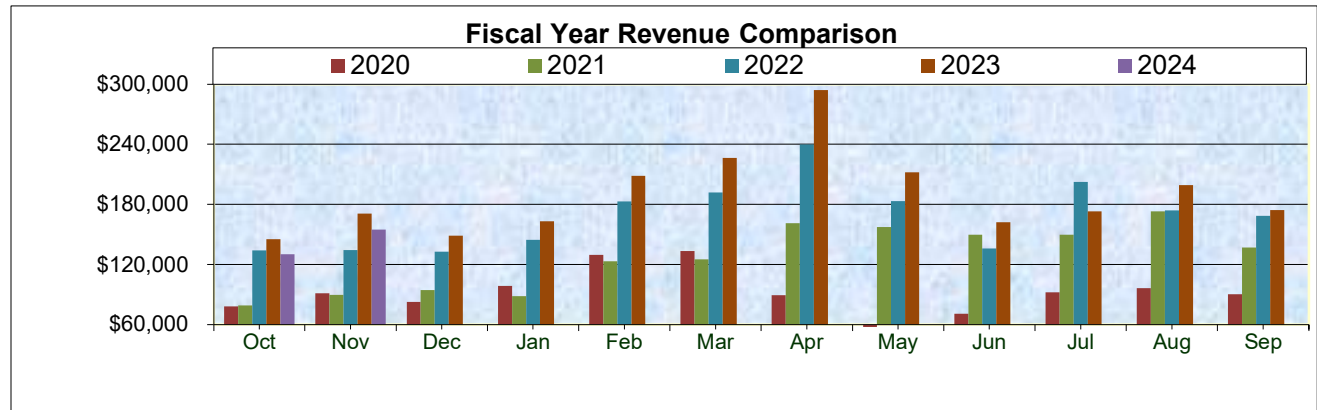


Doug Chorvat, Jr.

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: November 2023 Tourist Development Tax Collections from October 2023 Activity
DATE: December 18th, 2023

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
Tourist Development Tax- November Collections for October Activity	\$ 123,962	\$ 136,594
Destination Development- November Collections for October Activity	\$ 30,990	\$ 34,148
Total	\$ 154,952	\$ 170,742
Year-to-Date	\$ 285,165	\$ 315,992



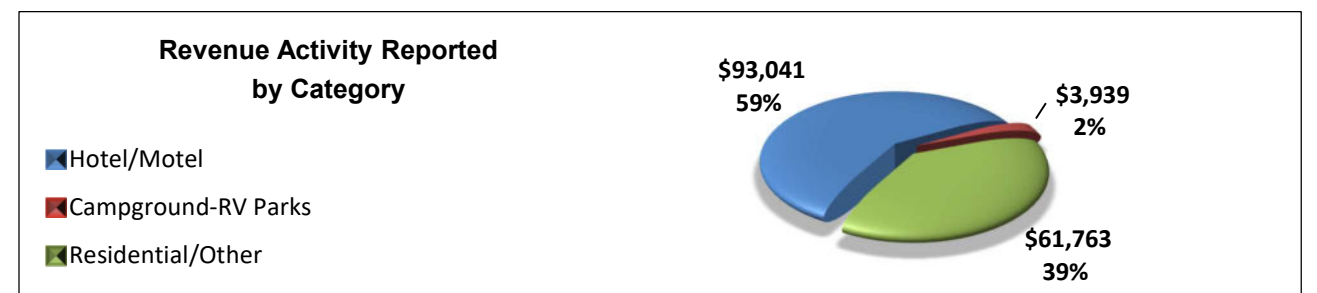
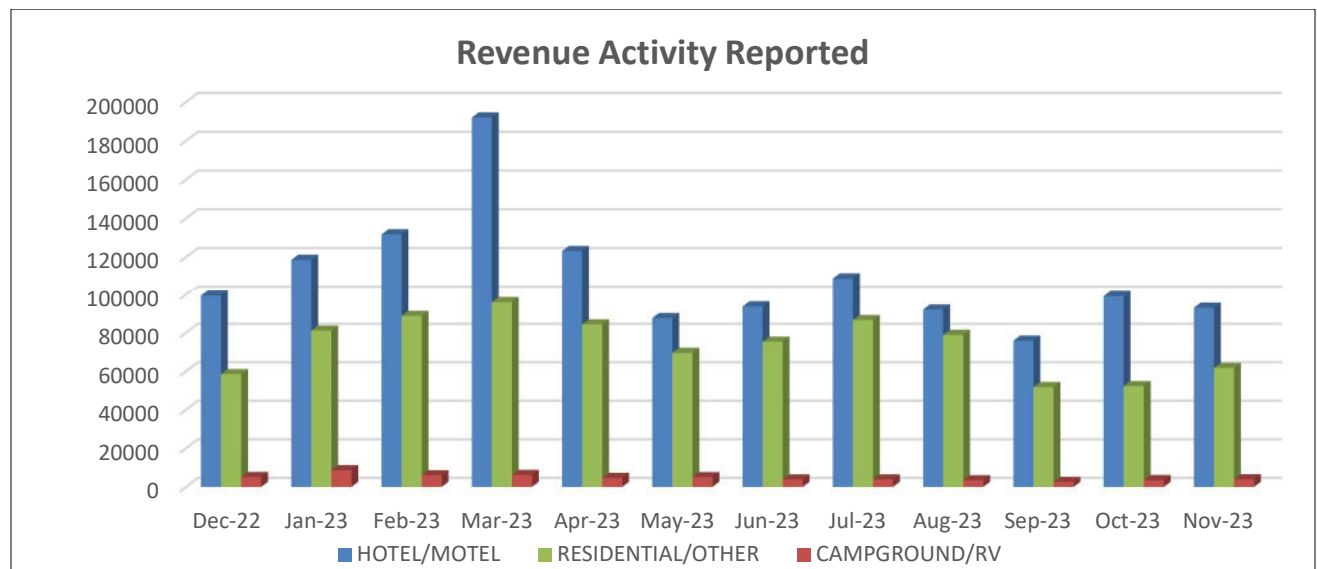
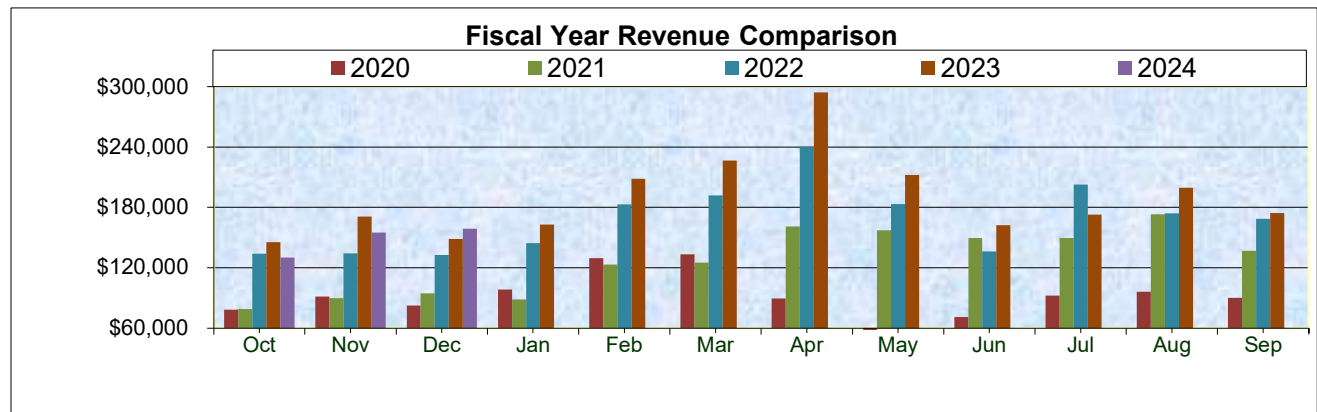


Doug Chorvat, Jr.

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: December 2023 Tourist Development Tax Collections from November 2023 Activity
DATE: January 17th, 2024

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
Tourist Development Tax- December Collections for November Activity	\$ 126,994	\$ 118,869
Destination Development- December Collections for November Activity	\$ 31,749	\$ 29,717
Total	\$ 158,743	\$ 148,586
Year-to-Date	\$ 443,908	\$ 464,579



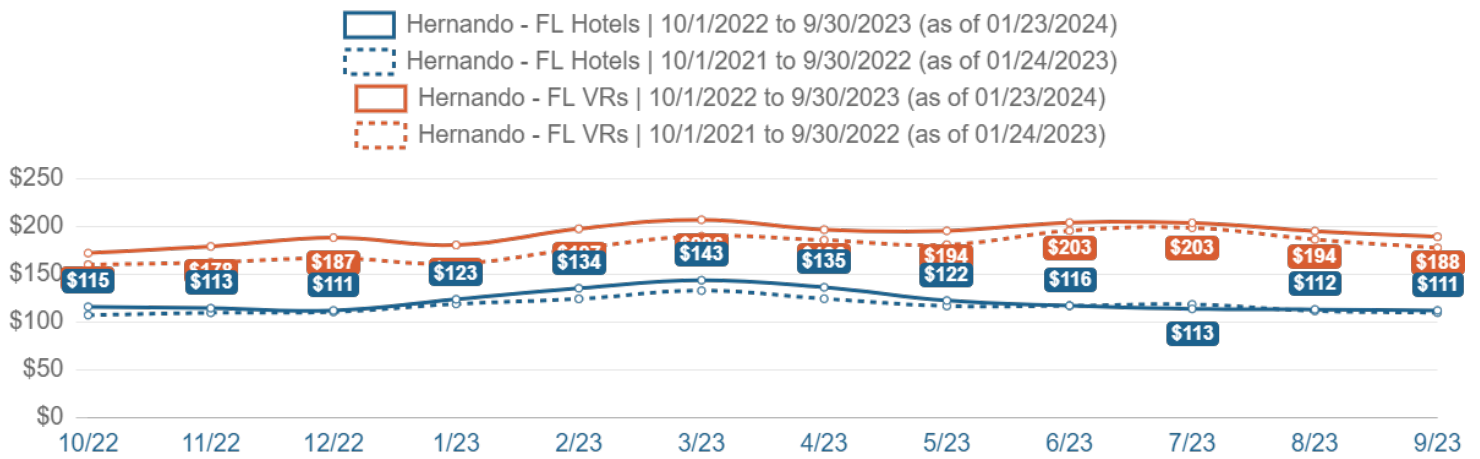
Year-to-Date Expenditures FY2023-24
as of January 23, 2024

Account	Budget	YTD Expenses	Outstanding Encumbrances	Balance
Personnel & Benefits	\$391,686	\$99,198	\$0	\$292,488
Operating Expenses	\$1,495,162	\$140,206	\$247,265	\$1,107,691
Non-Operating Expenses	\$1,364,712	\$0	\$0	\$1,364,712
Transfers to Other Funds	\$59,500	\$0	\$0	\$59,500
Total Budget	\$3,311,060	\$239,404	\$247,265	\$2,824,391

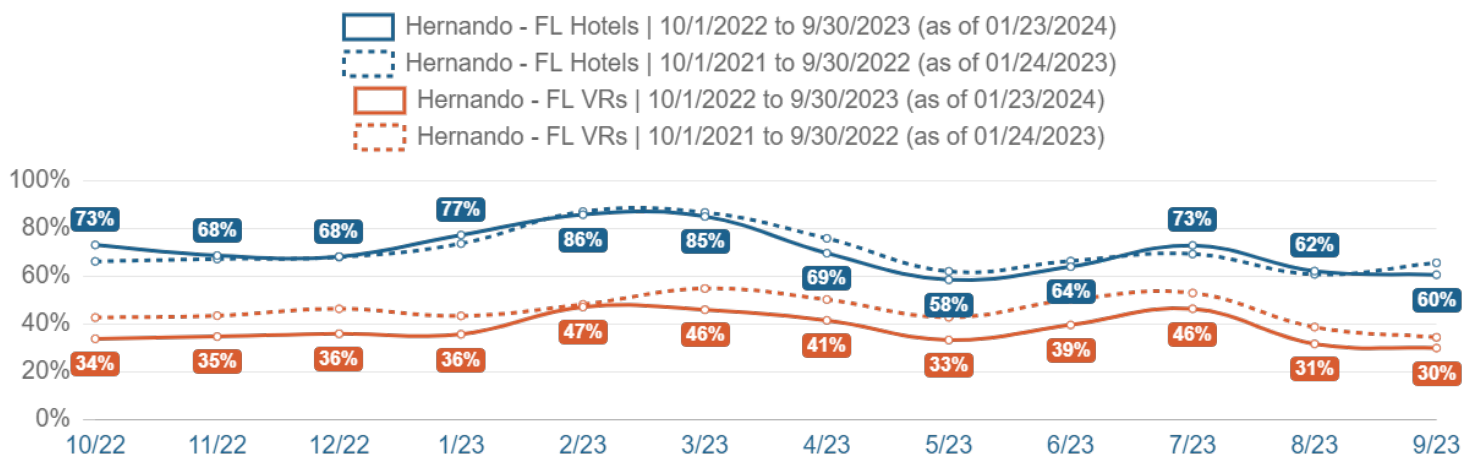
Data Source: Hotel (Direct) | VR (Airbnb/Vrbo combined)

KPI	Value	Compared	Difference
ADR (Hotels)	\$121	\$116	4%
ADR (VR)	\$194	\$180	7%
Occupancy (Hotels)	70.3%	70.5%	-0%
Occupancy (VR)	37.6%	45.4%	-17%
RevPAR (Hotels)	\$86	\$83	4%
RevPAR (VR)	\$73	\$82	-11%
Revenue (Hotels)	\$21,036,219	\$20,233,938	4%
Revenue (VR)	\$23,379,610	\$18,116,743	29%

ADR

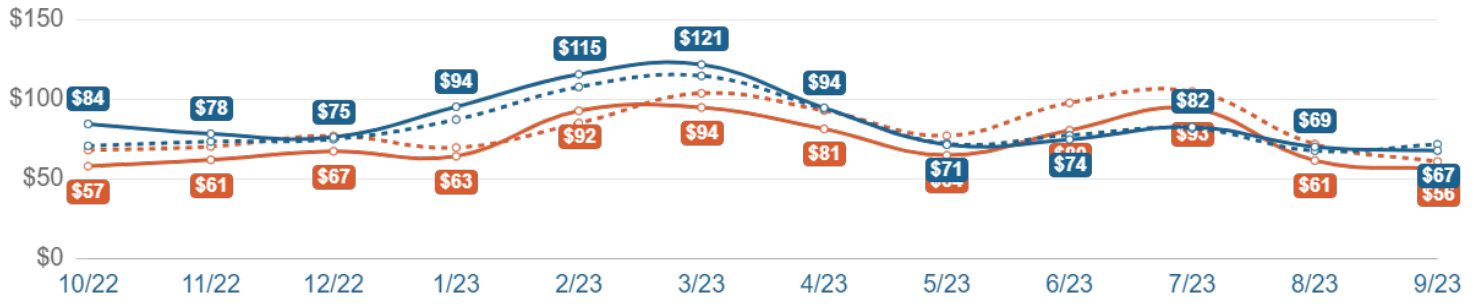


Occupancy



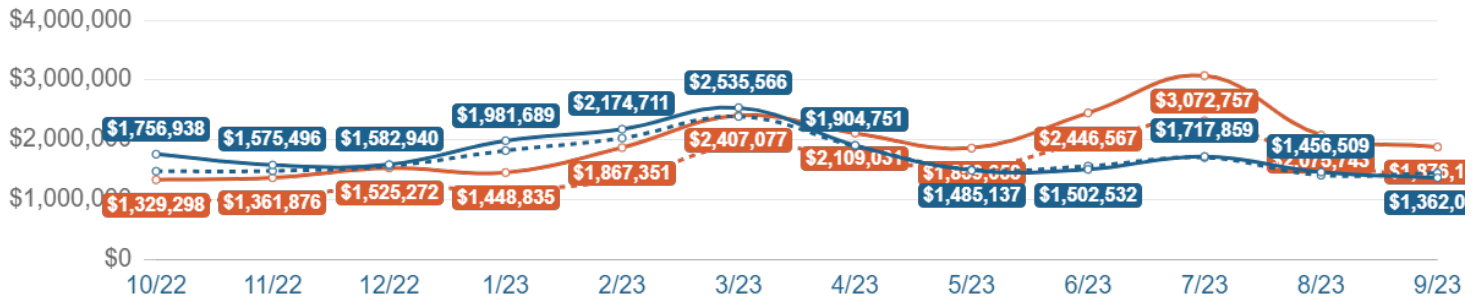
RevPAR

- ▬ Hernando - FL Hotels | 10/1/2022 to 9/30/2023 (as of 01/23/2024)
- - - Hernando - FL Hotels | 10/1/2021 to 9/30/2022 (as of 01/24/2023)
- ▬ Hernando - FL VRs | 10/1/2022 to 9/30/2023 (as of 01/23/2024)
- - - Hernando - FL VRs | 10/1/2021 to 9/30/2022 (as of 01/24/2023)



Revenue

- ▬ Hernando - FL Hotels | 10/1/2022 to 9/30/2023 (as of 01/23/2024)
- - - Hernando - FL Hotels | 10/1/2021 to 9/30/2022 (as of 01/24/2023)
- ▬ Hernando - FL VRs | 10/1/2022 to 9/30/2023 (as of 01/23/2024)
- - - Hernando - FL VRs | 10/1/2021 to 9/30/2022 (as of 01/24/2023)



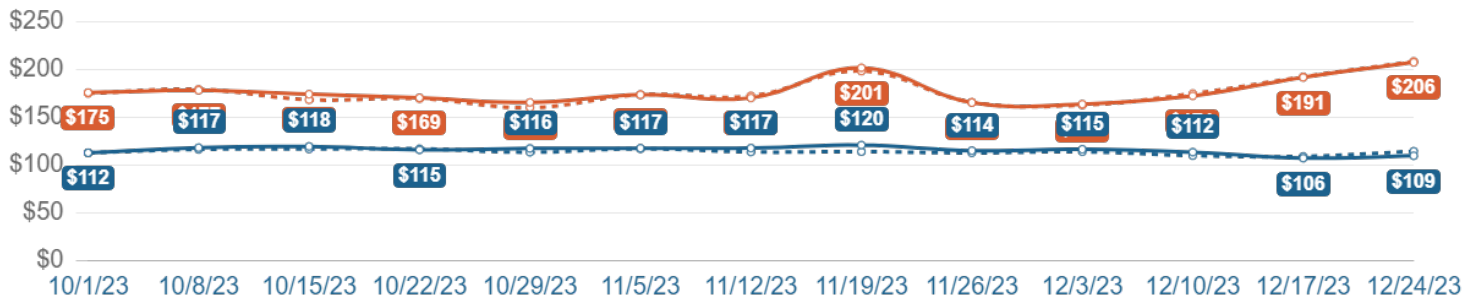
Copyright Key Data, LLC 2024
 Created: 1/23/24 12:01 PM
 Market(s): Hernando - FL
 Filter(s): none

Data Source: Hotel (Direct) | VR (Airbnb/Vrbo combined)

KPI	Value	Compared	Difference
ADR (Hotels)	\$115	\$113	1%
ADR (VR)	\$181	\$180	1%
Occupancy (Hotels)	65.5%	69.5%	-6%
Occupancy (VR)	28.3%	34.7%	-18%
RevPAR (Hotels)	\$75	\$79	-5%
RevPAR (VR)	\$51	\$62	-18%
Revenue (Hotels)	\$4,650,555	\$4,855,229	-4%
Revenue (VR)	\$5,401,150	\$4,181,882	29%

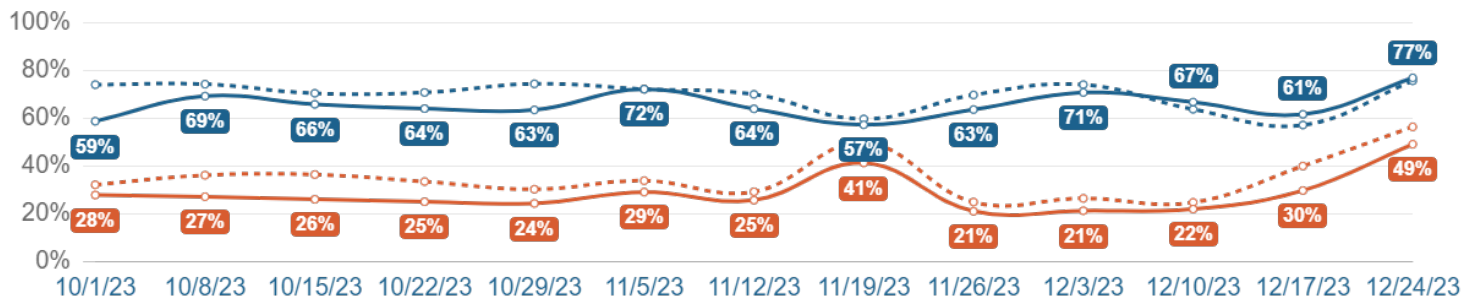
ADR

- Hernando - FL Hotels | 10/1/2023 to 12/30/2023 (as of 01/23/2024)
- Hernando - FL Hotels | 10/2/2022 to 12/31/2022 (as of 01/24/2023)
- Hernando - FL VRs | 10/1/2023 to 12/30/2023 (as of 01/23/2024)
- Hernando - FL VRs | 10/2/2022 to 12/31/2022 (as of 01/24/2023)



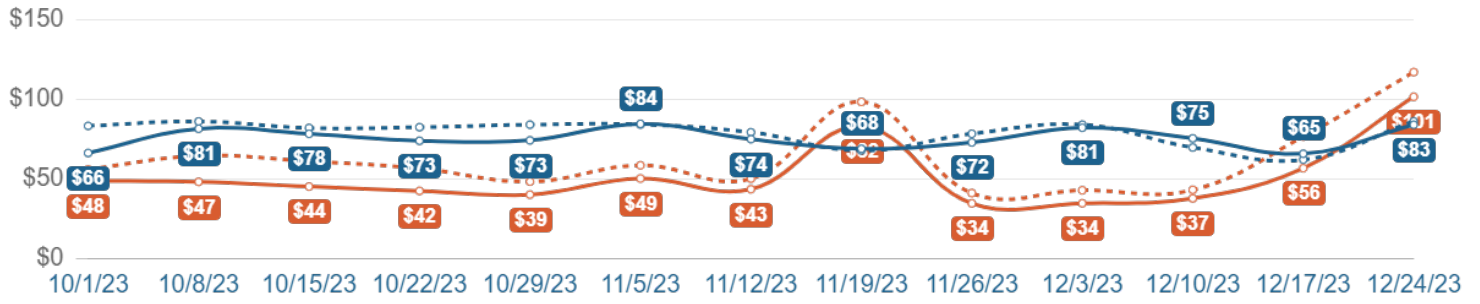
Occupancy

- Hernando - FL Hotels | 10/1/2023 to 12/30/2023 (as of 01/23/2024)
- Hernando - FL Hotels | 10/2/2022 to 12/31/2022 (as of 01/24/2023)
- Hernando - FL VRs | 10/1/2023 to 12/30/2023 (as of 01/23/2024)
- Hernando - FL VRs | 10/2/2022 to 12/31/2022 (as of 01/24/2023)



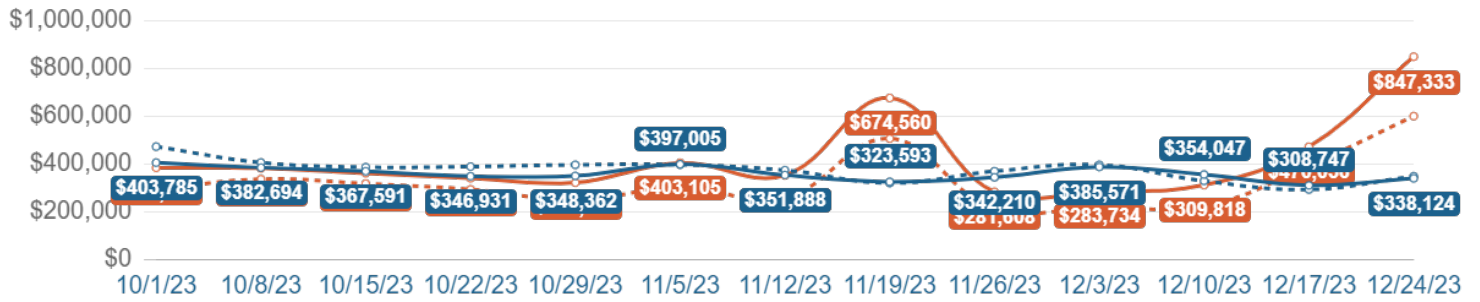
RevPAR

- ▬ Hernando - FL Hotels | 10/1/2023 to 12/30/2023 (as of 01/23/2024)
- - - Hernando - FL Hotels | 10/2/2022 to 12/31/2022 (as of 01/24/2023)
- ▬ Hernando - FL VRs | 10/1/2023 to 12/30/2023 (as of 01/23/2024)
- - - Hernando - FL VRs | 10/2/2022 to 12/31/2022 (as of 01/24/2023)



Revenue

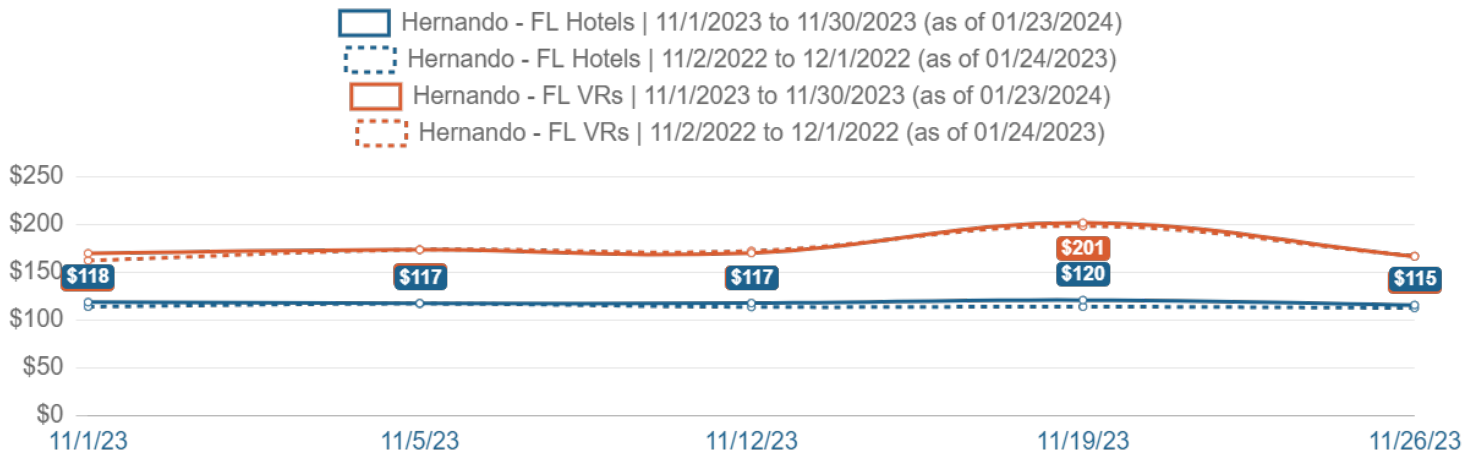
- ▬ Hernando - FL Hotels | 10/1/2023 to 12/30/2023 (as of 01/23/2024)
- - - Hernando - FL Hotels | 10/2/2022 to 12/31/2022 (as of 01/24/2023)
- ▬ Hernando - FL VRs | 10/1/2023 to 12/30/2023 (as of 01/23/2024)
- - - Hernando - FL VRs | 10/2/2022 to 12/31/2022 (as of 01/24/2023)



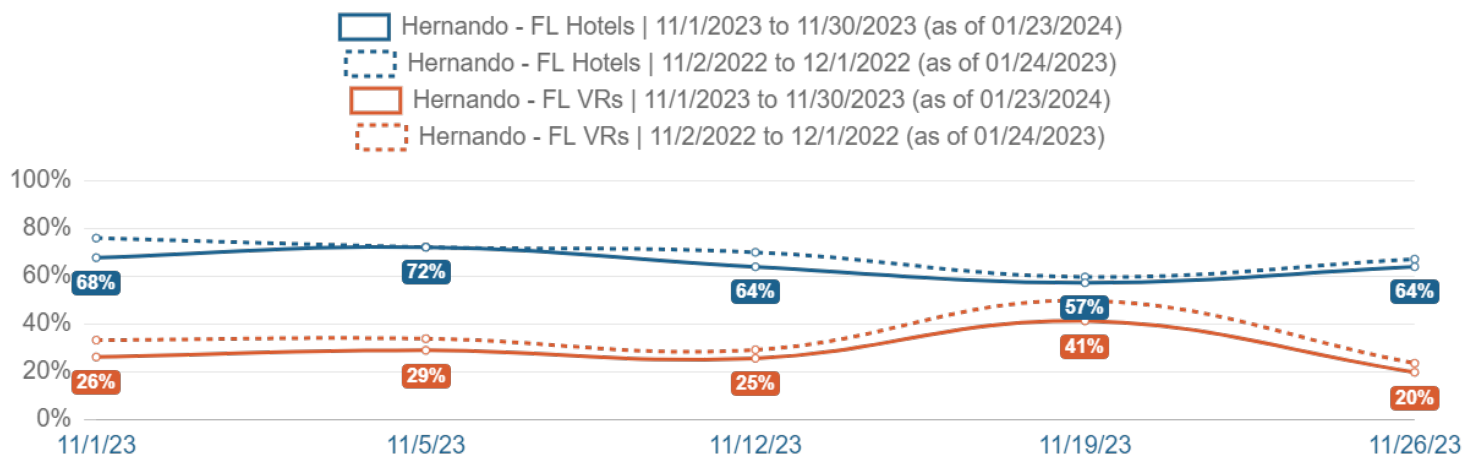
Data Source: Hotel (Direct) | VR (Airbnb/Vrbo combined)

KPI	Value	Compared	Difference
ADR (Hotels)	\$118	\$114	3%
ADR (VR)	\$181	\$179	1%
Occupancy (Hotels)	64.8%	68.8%	-6%
Occupancy (VR)	29.0%	34.5%	-16%
RevPAR (Hotels)	\$76	\$78	-3%
RevPAR (VR)	\$52	\$62	-15%
Revenue (Hotels)	\$1,539,057	\$1,577,139	-2%
Revenue (VR)	\$1,819,125	\$1,361,990	34%

ADR

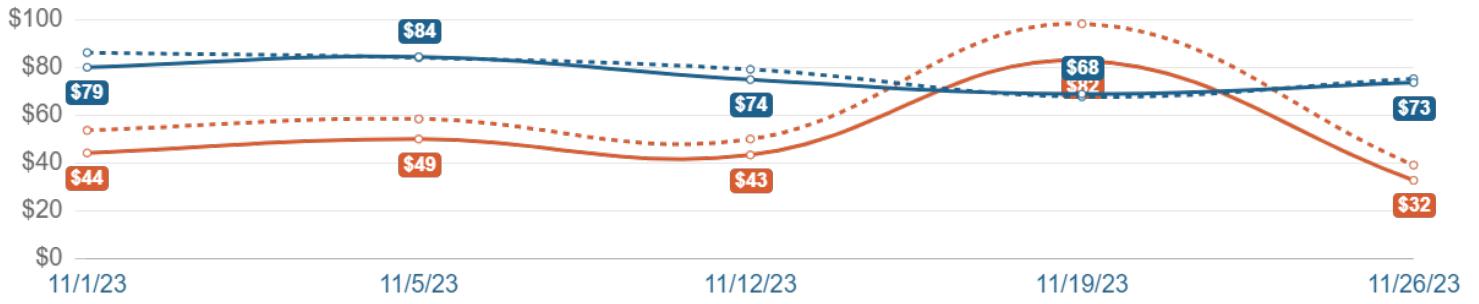


Occupancy



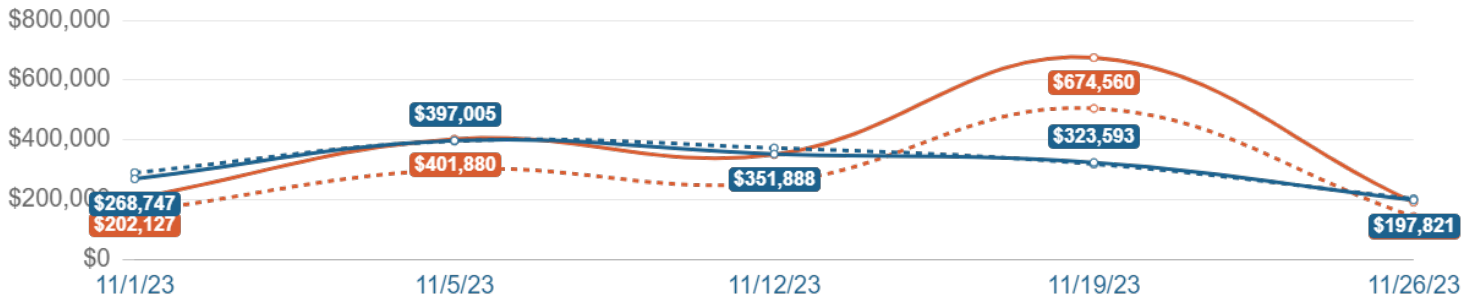
RevPAR

- ▬ Hernando - FL Hotels | 11/1/2023 to 11/30/2023 (as of 01/23/2024)
- - - Hernando - FL Hotels | 11/2/2022 to 12/1/2022 (as of 01/24/2023)
- ▬ Hernando - FL VRs | 11/1/2023 to 11/30/2023 (as of 01/23/2024)
- - - Hernando - FL VRs | 11/2/2022 to 12/1/2022 (as of 01/24/2023)



Revenue

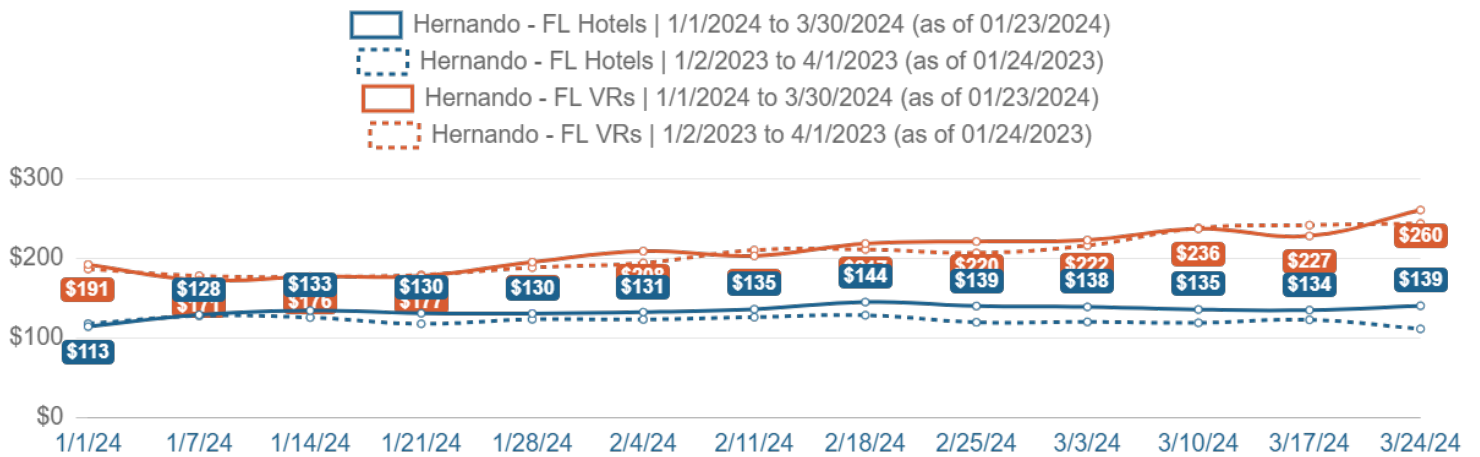
- ▬ Hernando - FL Hotels | 11/1/2023 to 11/30/2023 (as of 01/23/2024)
- - - Hernando - FL Hotels | 11/2/2022 to 12/1/2022 (as of 01/24/2023)
- ▬ Hernando - FL VRs | 11/1/2023 to 11/30/2023 (as of 01/23/2024)
- - - Hernando - FL VRs | 11/2/2022 to 12/1/2022 (as of 01/24/2023)



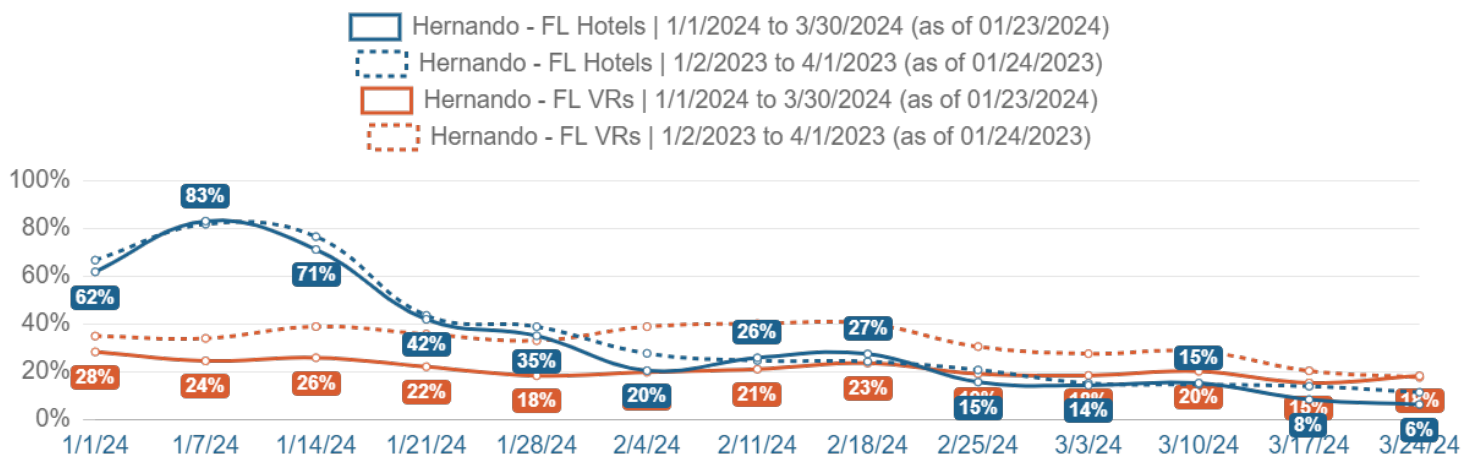
Data Source: Hotel (Direct) | VR (Airbnb/Vrbo combined)

KPI	Value	Compared	Difference
ADR (Hotels)	\$133	\$121	10%
ADR (VR)	\$206	\$202	2%
Occupancy (Hotels)	32.6%	35.2%	-7%
Occupancy (VR)	20.9%	31.7%	-34%
RevPAR (Hotels)	\$43	\$43	-1%
RevPAR (VR)	\$43	\$64	-33%
Revenue (Hotels)	\$2,601,348	\$2,628,654	-1%
Revenue (VR)	\$4,674,067	\$4,389,696	6%

ADR

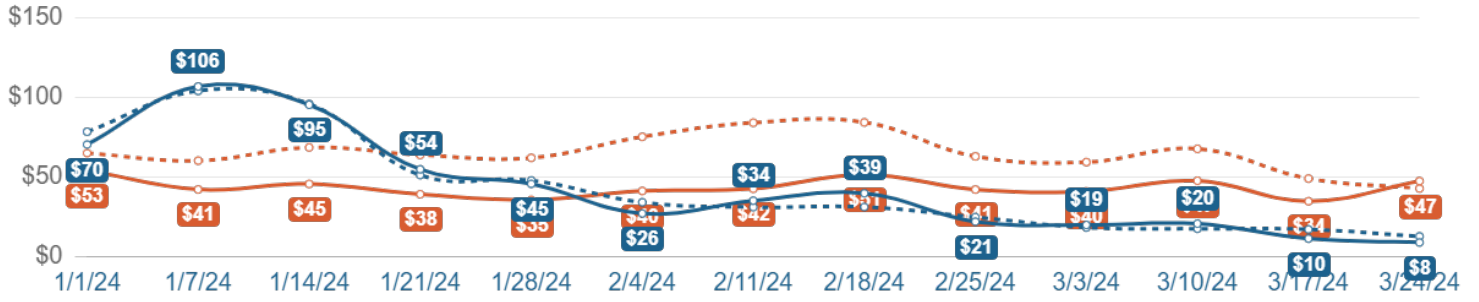


Occupancy



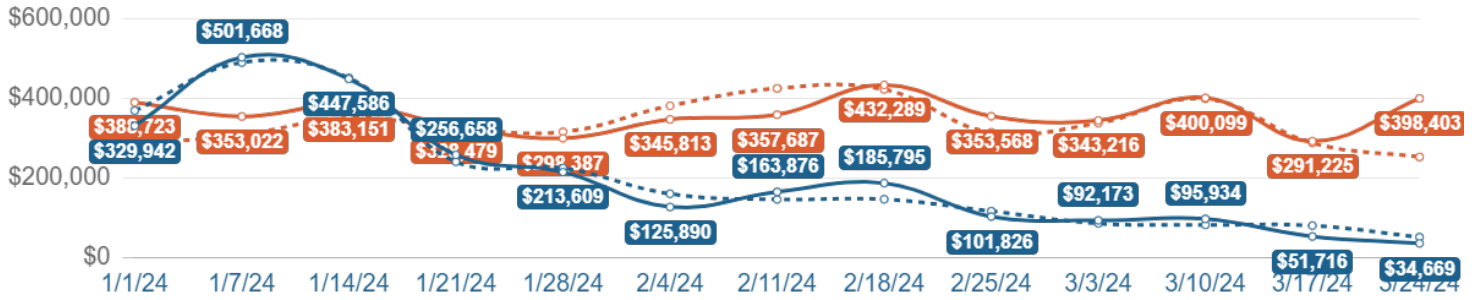
RevPAR

- ▭ Hernando - FL Hotels | 1/1/2024 to 3/30/2024 (as of 01/23/2024)
- ▭ Hernando - FL Hotels | 1/2/2023 to 4/1/2023 (as of 01/24/2023)
- ▭ Hernando - FL VRs | 1/1/2024 to 3/30/2024 (as of 01/23/2024)
- ▭ Hernando - FL VRs | 1/2/2023 to 4/1/2023 (as of 01/24/2023)



Revenue

- ▭ Hernando - FL Hotels | 1/1/2024 to 3/30/2024 (as of 01/23/2024)
- ▭ Hernando - FL Hotels | 1/2/2023 to 4/1/2023 (as of 01/24/2023)
- ▭ Hernando - FL VRs | 1/1/2024 to 3/30/2024 (as of 01/23/2024)
- ▭ Hernando - FL VRs | 1/2/2023 to 4/1/2023 (as of 01/24/2023)

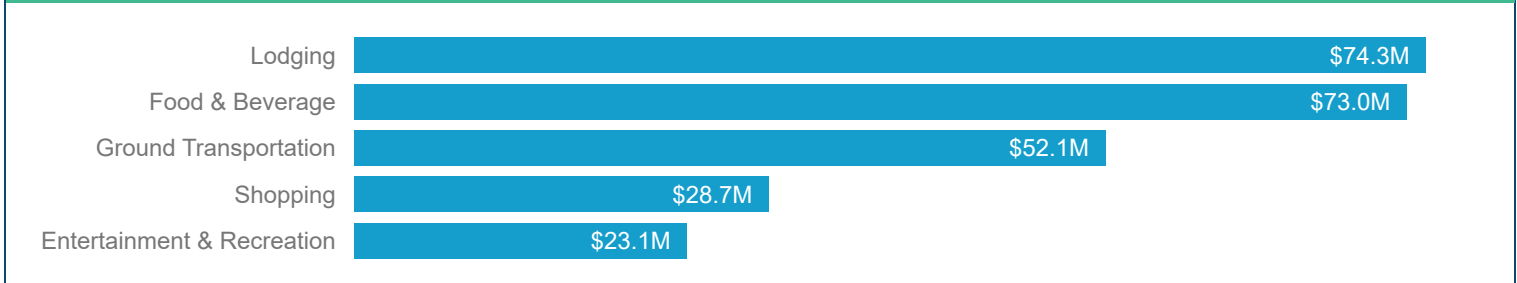


2022 ECONOMIC IMPACT OF TOURISM

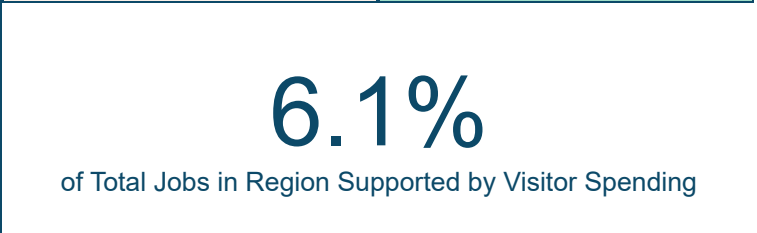
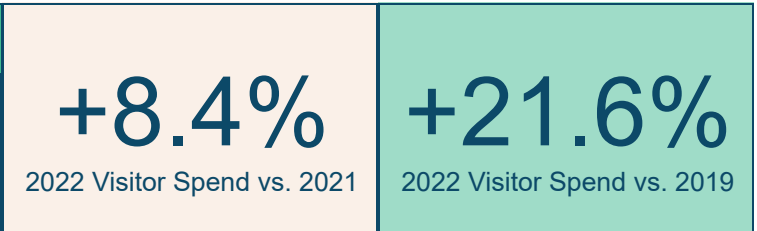
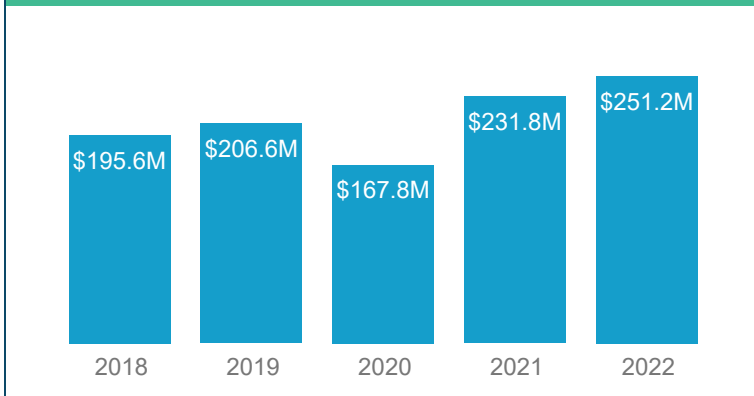


Hernando County

Visitor Spending by Category



Total Visitor Spending



\$29.9M

State & Local Taxes Generated

\$17.6M

Federal Taxes Generated

	Direct	Indirect	Induced	Total
GDP	\$63.3M	\$30.7M	\$10.1M	\$104.1M
Jobs	4,001	607	163	4,771
Wages	\$20.1M	\$19.4M	\$5.6M	\$45.1M
Total Business Spending	\$206.4M	\$63.5M	\$18.3M	\$288.3M

Figures in this document are based on spending by visitors during 2022, including domestic out-of-state visitors, international visitors, and Florida residents who traveled at least 50 miles to the destination. They also include both day and overnight trips. Indirect impacts are impacts on non-tourism businesses which provide supplies to tourism businesses (e.g. restaurant suppliers). Induced impacts are impacts on non-tourism businesses due to spending of wages by employees of tourism businesses (e.g. the money spent by a tourism business employee at a grocery store). "Total Business Spending" is the amount paid to suppliers by businesses.

Sources: Rockport Analytics, Bureau of Economic Analysis

OUR NEW DIGITAL MAGAZINE ONLINE

Welcome To *On The GO with AAA** Digital Magazine

Our new digital publication gives members a powerful tool to research, create and execute road trips and other vacations in the USA!

ISSUE RELEASE DATES for 2024:

March 5 - May 7 - July 2 - Aug 6 - Oct 8 - Nov 5

Special Rate for our inaugural issue!

\$5,000 which includes a sponsored content story! it's a 58% discount to give you a great start digitally. We are sending a link to 4,000,000 members in our eNL, and will continue to promote the magazine throughout the month.

- ✓ Our client partners can showcase their attraction, property or activity online, constantly interacting with our membership.
- ✓ With a variety of combinations available, clients can create integrated marketing campaigns across channels within AAA to capture the most attention.
- ✓ Our internal web metrics demonstrate a low bounce rate, a solid time on page which indicates members are reading entire articles, and extended time on site, showing they are looking at new pages promoted on their landing page.

AD SIZES

- Full page (no scrolling): 800 wide x 1200 tall
- Full page (with scrolling): 800 wide x 2300 tall
- Half page (no scrolling): 800 wide x 590 tall



VISIT FLORIDA Special Section



Themed Co-op Sections



Co-ops

Advertorial Pages

*subject to change



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

PR Report

November 2023





Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Video's Created

- [Nov. 2023 Fishing Report On Florida's Adventure Coast w/ Captain Gary of Reel Shallow Fishn Charters](#)
- [Festival of Trees 2023 on Florida's Adventure Coast Short](#)
- [Festival of Trees on Florida's Adventure Coast \(2023\)](#)
- [Tunnel to Towers 9/11 Mobile Exhibit on Florida's Adventure Coast \(2023\)](#)
- [Christmas in Brooksville on Florida's Adventure Coast \(2023\)](#)
- [Whiskey in the Woods at NJoy Spirits & Distillery on Florida's Adventure Coast](#)





Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Earned Media

- [Meet artists at Front Porch Art Walk in Hernando Beach | Arts & Entertainment | suncoastnews.com](#)
- [Hernando's Tourism Marketing Grant Application is Now Extended - Hernando Sun](#)
- [Boyett's Grove & Citrus Attraction offers a toast to Florida](#)
- [The 13 Best Places For a Photoshoot in Florida - AZ Animals](#)
- [11 Small Towns in Florida to Visit for a Weekend Getaway – WorldAtlas](#)
- [I've Lived in Florida All My Life, and These Are the Most Beautiful Places in the Sunshine State](#)
- [Florida: Exploring the Treasures of the Sunshine State](#)
- [8 Places to View Manatees During the Winter Months - A-Z Animals](#)
- [Hernando County moving ahead with plan to install 12 new artificial reefs](#)
- [Chop down your own Christmas tree at this Gem of Tampa Bay](#)
- [10 Hidden Gem Towns In Florida That Should Be On Your Bucket List This Winter](#)
- [County Looking To Expand String of Artificial Reefs - Hernando Sun](#)
- [Artificial reef balls to be installed on Hernando County's coast | wtsp.com](#)
- [Richloam General Store Brings Back Sweet Memories - NatureCoaster.com](#)
- [Harvest Moon Fun Farm hosts an old-fashioned country Christmas party](#)



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Blogs

- [Magical Manatees On Florida's Adventure Coast](#)
- [Shop Local On Florida's Adventure Coast](#)





Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

PR Report

December 2023





Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Video's Created

- [Dec. 2023 Fishing Report On Florida's Adventure Coast w/ Captain Lowell of Bebout Fishin' Time](#)
- [Christmas in Brooksville! \(Short\)](#)
- [Foggy Longbitches Folk Festival on Florida's Adventure Coast \(2024\)](#)





Earned Media

- [Christmas in Brooksville on Florida's Adventure Coast - NatureCoaster.com](#)
- [10 Unique & Fun Things To Do In Florida](#)
- [The 14 Most Beautiful Places in Florida](#)
- [Best Places To Go Tubing In Florida](#)
- [Holidays in the Garden: Nature Coast Botanical Gardens in Spring Hill](#)
- [What are the famous sculptures or public art in Florida?](#)
- [A brief history and traditions of Christmas in Florida | Observer Local News | Palm Coast Observer and Ormond Beach Observer](#)
- [Story on Mermaids Holiday Show](#)
- [Foggy Longbitches Folk Festival - NatureCoaster.com](#)





Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Blogs

- [Make the Season Bright with Holiday Events on Florida's Adventure Coast](#)
- [Hop on a Bike and Discover Hidden Gems on Florida's Adventure Coast](#)

October 2023 LEADS Report

LEADS Report																																																		
TOP STATES & COUNTRIES - ALL LEADS																																																		
Top States:	FL	NY	GA	OH	PA	TX	MI	NJ	NC	CT	IL	IN	CA	WI	KY	MO	AL	AZ	SC	VA	OR	MN	WA	MA	NH	TN	MS	ME	OK	LA	UT	NV	CO	ID	MD	AR	RI	IA	KS	ND	VT	NE	DE	WV	SD	NM	Total			
ALL LEADS - TOTAL	592	38	32	25	24	22	21	15	15	15	14	14	14	13	11	11	10	10	9	9	8	6	6	5	5	5	4	3	3	3	3	3	3	3	3	3	2	2	2	2	2	1	1	1	1	1	1	1	1	993
Top Countries and Territories:	ON (CANADA)	Swiss	Total																																															
ALL LEADS - TOTAL	1	1	2																																															

BREAKDOWN BY LEAD TYPE

Top States:	FL	TX	OH	NY	PA	NC	MI	AZ	NJ	CA	GA	OR	WA	WI	IL	MO	CT	VA	KY	AL	IN	MN	TN	MS	OK	NV	ID	NH	UT	KS	SC	MA	LA	CO	AR	IA	ME	MD	ND	WV	M	Total					
American Road Leads	15	15	11	8	8	8	8	8	7	7	6	6	6	5	5	5	5	4	4	3	3	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	176

Top States & Countries:	FL	NY	PA	GA	NC	TX	WI	AL	SC	MI	IL	IN	VA	OH	NJ	CA	MO	MN	KY	OR	MA	TN	MS	LA	AZ	OK	NV	CO	ID	AR	RI	IA	NE	ON (CANADA)	Other Blank	Total								
Visit Florida - Hernando & Weeki Wachee (unique leads)	18	15	9	7	7	6	5	5	5	4	4	4	4	3	3	3	3	3	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	131

Top States & Countries:	FL	GA	NY	OH	CT	MI	PA	IN	NJ	IL	KY	CA	WI	MO	NH	SC	AL	MA	ME	MD	TX	AZ	VA	MN	TN	UT	CO	ND	RI	VT	DE	SD	Total											
Advanced Travel & Tourism	559	19	15	11	10	9	7	7	5	5	5	4	3	3	3	3	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	688

October 2023 LEADS Report

LEADS Report Yearly Overview													
Total Leads for Florida's Adventure Coast* - Fiscal Year 2023-2024:					995								
Total New Emails for Florida's Adventure Coast:					902								
Month	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	8/21/202	Sep-24	
Florida's Adventure Coast - VISIT FLORIDA MAGAZINE - (Miles Media)													
Total	131												131
Emails Included	38												38
Weeki Wachee Springs State Park - VISIT FLORIDA MAGAZINE / MILES MEDIA (*Not included in Total Leads)													
Total	0												0
AAA LIVING WORLD													
Total	0												0
Emails Included	0												0
AMERICAN ROAD MAGAZINE													
Total	176												176
Emails Included	176												176
UNDISCOVERED FLORIDA													
Total	0												0
Emails Included	0												0
Advanced Travel & Tourism													
Total	688												688
Emails Included	688												688

October 2023 LEADS Report

Expected Arrivals (Miles Media Leads Only)																						
All States	NY	FL	PA	WI	GA	IN	NC	OH	VA	MI	MO	NJ	SC	TN	TX	AL	CA	CO	MA	NE	NV	RI
LEADS	8	6	6	4	3	3	3	3	3	2	2	2	2	2	2	1	1	1	1	1	1	1

Arrival Months - All States/Regions													
Month	OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024	MAR 2024	APR 2024	MAY 2024	JUNE 2024	JULY 2024	AUG 2024	SEPT 2024	JAN 2025
Expected Arrivals	6	12	10	10	8	3	3	0	2	3	1	1	1

Arrivals By Region						
Region	South	Northeast	Midwest	In-State (Florida)	West	Out of Country
Leads	16	18	15	6	3	2

Regions & Included States:

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

November 2023 LEADS Report

LEADS Report

TOP STATES & COUNTRIES - ALL LEADS

Top States:	FL	MO	PA	CA	VA	TN	NC	OH	MS	IN	KS	MA	WV	MI	WI	WA	TX	AL	MD	NY	IL	KY	AZ	AR	GA	CT	NJ	VT	OK	LA	MT	Total
ALL LEADS - TOTAL	14	6	6	4	4	4	4	4	4	4	3	3	3	3	3	3	3	2	2	2	2	2	2	1	1	1	1	1	1	1	1	96
Top Countries and Territories:																																
ALL LEADS - TOTAL	0																															

BREAKDOWN BY LEAD TYPE

Top States:	FL	MO	CA	VA	KS	TN	NC	MA	WV	PA	OH	MS	MI	WI	WA	AL	MD	GA	CT	NJ	Total
American Road Leads	6	4	4	3	3	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	39

Top States & Countries:	FL	PA	IN	OH	TX	MS	NY	MI	IL	KY	WI	MO	AZ	TN	NC	WA	AR	AL	MA	MD	VA	VT	OK	LA	WV	MT	Total
Visit Florida - Hernando & Weeki Wachee (unique leads)	8	5	4	3	3	3	2	2	2	2	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	57

November 2023 LEADS Report

LEADS Report Yearly Overlook													
Total Leads for Florida's Adventure Coast* - Fiscal Year 2023-2024:					1,091								
Total New Emails for Florida's Adventure Coast:					961								
Month	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	8/21/202	Sep-24	
Florida's Adventure Coast - VISIT FLORIDA MAGAZINE - (Miles Media)													
Total	131	57											188
Emails Included	38	20											58
Weeki Wachee Springs State Park - VISIT FLORIDA MAGAZINE / MILES MEDIA (*Not included in Total Leads)													
Total	0	0											0
AAA LIVING WORLD													
Total	0	0											0
Emails Included	0	0											0
AMERICAN ROAD MAGAZINE													
Total	176	39											215
Emails Included	176	39											215
UNDISCOVERED FLORIDA													
Total	0	0											0
Emails Included	0	0											0
Advanced Travel & Tourism													
Total	688	0											688
Emails Included	688	0											688

November 2023 LEADS Report

Expected Arrivals (Miles Media Leads Only)																	
All States	FL	PA	MI	MS	WA	AZ	IL	IN	KY	MO	MT	NC	NY	OH	TN	TX	VT
LEADS	3	3	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1

Arrival Months - All States/Regions									
Month	NOV 2023	DEC 2023	JAN 2024	FEB 2024	MAR 2024	APR 2024	MAY 2024	JUNE 2024	JULY 2024
Expected Arrivals	3	5	4	6	2	2	0	1	1

Arrivals By Region						
Region	South	Northeast	Midwest	In-State (Florida)	West	Out of Country
Leads	6	5	6	3	4	0

Regions & Included States:

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

December 2023 LEADS Report

LEADS Report																										
TOP STATES & COUNTRIES - ALL LEADS																										
Top States:	FL	GA	PA	AL	NY	NC	OH	IN	WV	TX	IL	CT	NJ	MN	MO	KS	WA	MD	KY	NH	SC	DE	OR	NV	IA	Total
ALL LEADS - TOTAL	8	5	4	4	4	3	2	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	55
Top Countries and Territories:																										
ALL LEADS - TOTAL	0																									

BREAKDOWN BY LEAD TYPE																										
Top States & Countries:	FL	GA	PA	AL	NY	NC	OH	IN	WV	TX	IL	CT	NJ	MN	MO	KS	WA	MD	KY	NH	SC	DE	OR	NV	IA	Total
Visit Florida - Hernando & Weeki Wachee (unique leads)	8	5	4	4	4	3	2	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	55

December 2023 LEADS Report

LEADS Report Yearly Overlook													
Total Leads for Florida's Adventure Coast* - Fiscal Year 2023-2024:					1,146								
Total New Emails for Florida's Adventure Coast:					984								
Month	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	8/21/202	Sep-24	
Florida's Adventure Coast - VISIT FLORIDA MAGAZINE - (Miles Media)													
Total	131	57	55										243
Emails Included	38	20	23										81
Weeki Wachee Springs State Park - VISIT FLORIDA MAGAZINE / MILES MEDIA (*Not included in Total Leads)													
Total	0	0	0										0
AAA LIVING WORLD													
Total	0	0	0										0
Emails Included	0	0	0										0
AMERICAN ROAD MAGAZINE													
Total	176	39	0										215
Emails Included	176	39	0										215
UNDISCOVERED FLORIDA													
Total	0	0	0										0
Emails Included	0	0	0										0
Advanced Travel & Tourism													
Total	688	0	0										688
Emails Included	688	0	0										688

December 2023 LEADS Report

Expected Arrivals (Miles Media Leads Only)																					
All States	FL	PA	NY	MN	AL	WV	CT	DE	GA	IA	IL	IN	KS	NC	NH	NJ	NV	OH	SC	TX	WA
LEADS	3	3	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

Arrival Months - All States/Regions												
Month	DEC 2023	JAN 2024	FEB 2024	MAR 2024	APR 2024	MAY 2024	JUNE 2024	JULY 2024	AUG 2024	SEPT 2024	OCT 2024	NOV 2024
Expected Arrivals	1	6	7	3	3	1	4	2	1	0	0	1

Arrivals By Region						
Region	South	Northeast	Midwest	In-State (Florida)	West	Out of Country
Leads	9	8	7	3	2	0

Regions & Included States:

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

Brooksville Welcome Center - November 2023 Report						
Total Walk-ins since opening, approx.*: 6,783				*Reporting began in June 2020		
Total Walk-ins for FY 2023-2024, to date: 230				(Fiscal Year: Oct. 1, 2023 - Sept. 30, 2024)		
Total Phone Calls for FY 2023-2024, to date: 270				(Fiscal Year: Oct. 1, 2023 - Sept. 30, 2024)		
Visitors						
Monthly Visitors	Walk-in Visitors	Walk-in Residents	Brooksville Main Street (approx.)	Total		
Nov. 2023	35	89	15	139		
Conversions						
Captured Visits:	Lunch / Dinner	Day Visit	Overnight	Intent to Return	Total	
Totals	3	16	5	2	26	
Interests & Comments						
Interests:	Florida Mermaid Trail	Festival of Trees	Mermaid Tale Trail	Things to Do	Florida's Adventure Coast Map	Restaurants
Totals	50	42	41	33	22	12
Interests:	Museums	New Resident	Weeki Wachee Springs	Things to Do with Kids	Shopping	Hiking / Nature Trails
Totals	11	10	10	7	5	5
Phone Calls						
Monthly Phone Calls	In-state	Out of State	Total			
Nov. 2023	71	72	143			

Brooksville Welcome Center - December 2023 Report						
Total Walk-ins since opening, approx.*: 6,858				*Reporting began in June 2020		
Total Walk-ins for FY 2023-2024, to date: 305				(Fiscal Year: Oct. 1, 2023 - Sept. 30, 2024)		
Total Phone Calls for FY 2023-2024, to date: 359				(Fiscal Year: Oct. 1, 2023 - Sept. 30, 2024)		
Visitors						
Monthly Visitors	Walk-in Visitors	Walk-in Residents	Brooksville Main Street (approx.)	Total		
Dec. 2023	34	16	25	75		
Conversions						
Captured Visits:	Lunch / Dinner	Day Visit	Overnight	Intent to Return	Total	
Totals	10	19	7	2	38	
Interests & Comments						
Interests:	Florida's Adventure Coast Map	Things to Do	Florida Mermaid Trail	Mermaid Tale Trail	Events & Festivals	History & Old Homes
Totals	20	17	15	14	5	4
Interests:	May-Stringer House	Cycling	Restaurants	Weeki Wachee Springs	Croom Motorcycle Area	City / County Parks
Totals	3	3	3	2	2	2
Phone Calls						
Monthly Phone Calls	In-state	Out of State	Total			
Dec. 2023	57	32	89			

Visitor Information Center - Distributions for November-December 2023



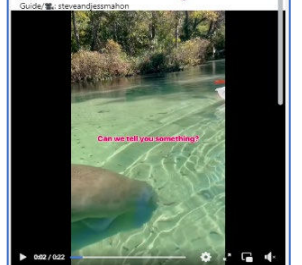
Distributions & Partner Visits

Partner / Event:	FAC General Brochure	FAC Maps (Tear-off)	FAC Maps (Folded)	FAC Paddling Brochure	Mermaid Tale Trail Map	Florida Mermaid Trail Map	Brooksville Murals Walking Tour	Brooksville Restaurants (One-Sheet)	Shops of Brooksville (One-Sheet)	FAC Local Points of Interest (One-Sheet)
Vacation Rental Hernando Beach	100	100		50	100	25				
Spring Hill Souvenirs		200			200					
Wesleyan Village							25	25	25	25
Totals:	100	300	0	50	300	25	25	25	25	25

Social Media Analytics Overview - November 1-30, 2023

Facebook	Reach - Total 210,043 (-46.6%)	Content Interactions 5,500 (+106.9%)	New Page Likes 69 (-15.9%)	Page Visits 1,824 (-13.5%)	vs Oct. 2023
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Top Videos / Posts (by Reach):

#1		<p>Reach: 121,335</p> <p>Reactions: 2,038</p> <p>Shares: 255</p>		<p>Reach: 81,609</p> <p>Reactions: 694</p> <p>Shares: 140</p>
#3		<p>Reach: 6,443</p> <p>Reactions: 211</p> <p>Shares: 88</p>	<p>Topics: Manatees, historic Brooksville</p>	

Instagram	Reach - Total 3,840 (-48.2%)	New followers 58 (+28.9%)	Profile Visits 154 (+4.8%)	Impressions 11,200 (-17.2%)	Engagement 813 (+37.7%)
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*Further Insights continued on separate page

Twitter	New Followers -	Impressions 2,447			
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Pinterest	Total Audience 4.02K (+21%)	Engaged Audience 170 (+45%)	Impressions 5.17K (+22%)	Engagements 200 (+30%)	Outbound Clicks 10 (-50%)
Top Pins: Manatees, Weeki Wachee Springs History and Mermaids					
Top Boards: Paddler's Paradise, Weeki Wachee Springs, Nature's Place to Play					

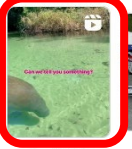
Instagram Analytics - Deep Dive for November 2023

Reach

	Followers	Non-followers	Total	Percent from ads
<u>Accounts Reached:</u>	1,480 (+58.7%)	2,360	3,840	0.0%
<u>Impressions:</u>	11,200 0	vs. Oct. 2023		


Top Content (based on Reach):

Reels	Posts	Stories	Videos
3,108	1,938	160	45




1,485
Accounts reached

1,228 Followers
257 Non-followers



1,155
Accounts reached

743 Followers
412 Non-followers



607
Accounts reached

552 Followers
55 Non-Followers

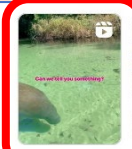
Profile Activity	Profile Visits	External Link Taps	Email Button Taps	Call Button Taps
160 (+1.9%)	154 (+4.7%)	6 (-40%)	-	-

Engagement

	Followers	Non-followers	Total	
<u>Accounts Engaged:</u>	308 (+56%)	84	392	
	Reels Interactions	Posts Interactions	Stories Interactions	Total
<u>Content Interactions:</u>	409 (+36.3%)	403 (+39.9%)	1 0%	813 (+37.7%)

Top Content (based on engagement):


Reels	Posts	Stories
280	234	15



Keep an eye out - It's officially Manatee Season on Flo...

fladventurecoast · Original audio
November 15, 2023 · Duration 0:22


1960
129
1
20
4



Stop by the Let's Do Some Good- Hero Festival...

fladventurecoast · Original audio
November 17, 2023 · Duration 0:57

1722
67
0
15
2





November 7, 2023 at 2:55 PM

55
5
6
0

Social Media Analytics Overview - December 1-31, 2023

Facebook	Reach - Total	Content Interactions	New Page Follows	Page Visits	
	40.7K (-80.7%)	1.1K (-80.8%)	25 (-63.8%)	1,049 (-43.3%)	vs Nov. 2023

Top Videos / Posts (by Reach):

#1	<p>Ready to meet Santa, watch a Christmas boat parade and enjoy more festive fun in Brooksville and Weeki Wachee? 🎄🌊🎅</p> <p>Here's the line-up of Christmas & Holiday events happening this weekend on #FLAdventureCoast!</p> <ul style="list-style-type: none"> • Christmas Under the Moon at HarvestMoon Fun Farm Dec. 1 & 2 • ... See more 	<p>Reach: 13,627</p> <p>Reactions: 73</p> <p>Shares: 37</p>	#2	<p>Immerse yourself in the vibrant art scene of Hernando Beach on the first Saturday of every month. From 10 AM to 2 PM, stroll along the scenic Shoal Line Boulevard and discover a treasure trove of artistic creations from over 30 local artists. You'll also get to explore local restaurants like Brian's Place and the Silver Dolphin Restaurant! 🎨🍷</p> <p>The next Hernando Beach Front Porch Art Walk is January 6th, 2024!</p> <p>#FLAdventureCoast #weekiwachee #hernandobeach</p> 	<p>Reach: 7,249</p> <p>Reactions: 46</p> <p>Shares: 12</p>
#3	<p>There's something undeniably magical about the waters of Weeki Wachee 🌊</p> <p>📍 @partysandpweekiwachee</p> 	<p>Reach: 3,090</p> <p>Reactions: 33</p> <p>Shares: 9</p>	<p>Topics:</p> <ul style="list-style-type: none"> Christmas and Holiday Events Front Porch Art Walk Kayaking Weeki Wachee 		

Instagram	Reach - Total	New followers	Profile Visits	Impressions	Engagement
	3,094 (-20.1%)	40 (-34.4%)	120 (-23.6%)	6,764 (-39.7%)	299 (-63.3%)

*Further Insights continued on separate page

Twitter	New Followers	Impressions			
	-	785			

Pinterest	Total Audience	Engaged Audience	Impressions	Engagements	Outbound Clicks
	3.82K (-6.3%)	165 (-4.6%)	5.13K (-2.6%)	213 (+3.9%)	15 (+25%)

Top Pins: Manatees, Brooksville Christmas events, Weeki Wachee Mermaids, Holiday events

Top Boards: Paddler's Paradise, Nature's Place to Play, Weeki Wachee Springs

Instagram Analytics - Deep Dive for December 2023

Reach

	Followers	Non-followers	Total	Percent from ads
Accounts Reached:	699	2,395 (+1.4%)	3,094	0.0%
Impressions:	6,764 (-39.7%)	vs. Nov. 2023		

Top Content (based on Reach):

Reels	Posts	Stories	Videos
2,177	1,513	268	47

 1,203 <small>Accounts reached</small> <div style="display: flex; justify-content: space-around;"> 266 Followers 937 Non-followers </div>	 439 <small>Accounts reached</small> <div style="display: flex; justify-content: space-around;"> 325 Followers 114 Non-Followers </div>	 420 <small>Accounts reached</small> <div style="display: flex; justify-content: space-around;"> 329 Followers 91 Non-Followers </div>
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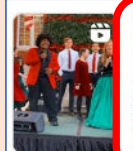
Profile Activity	Profile Visits	External Link Taps	Email Button Taps	Call Button Taps
123 (-23.2%)	120 (-22.1%)	3 (-50%)	-	-

Engagement

	Followers	Non-followers	Total	
Accounts Engaged:	120	79	199	
	Posts	Reels	Stories	Total
Content Interactions:	198 (-50.9%)	98 (-76.1%)	3 (+200%)	299 (-63.3%)

Top Content (based on engagement):

Posts	Reels	Stories
133	84	16

 Christmas on Main Street is almost here! 🎄🌲... <small>December 6, 2023 · Duration 0:24</small> <div style="display: flex; justify-content: space-between; width: 100%;"> ▶ 1840 ♥ 48 💬 0 📌 7 🔖 0 </div>	 <small>December 27, 2023 at 2:00 PM</small> <div style="display: flex; justify-content: space-between; width: 100%;"> ♥ 33 💬 2 📌 1 🔖 1 </div>	 <small>December 29, 2023 at 2:25 PM</small> <div style="display: flex; justify-content: space-between; width: 100%;"> ♥ 26 💬 1 📌 3 🔖 2 </div>
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