

FY2025 ANNUAL REPORT

Florida's Historic Coast
www.FloridasHistoricCoast.com

Morning paddleboarders at the Ponte Vedra Inn & Club.



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®



Fort Mose, reconstructed in 2025.



FY2025 Annual Report

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Message from the **President & CEO**



FY2025 was a year defined by purposeful progress, renewed collaboration, and a steadfast commitment to preserving and promoting what makes Florida's Historic Coast unlike any other destination.

As the travel landscape continued to shift, our team, partners, and community worked together to ensure St. Johns County remained a vibrant, resilient, and welcoming place to visit, and an exceptional place to call home.

Building on the lessons of FY2024 and guided by our strategic priorities, we focused our efforts on attracting higher-spend, longer-stay visitors, expanding our reach into new domestic and niche markets, and strengthening our year-round tourism economy. We continued to elevate the stories that define us, from our nearly 460 years of history to our rich African American and Hispanic heritage, diverse cultural offerings, and extraordinary natural beauty. These authentic experiences continue to set our destination apart and inspire travelers from around the world.

This year also marked an important milestone in the evolution of our brand. Following a comprehensive and highly competitive agency search process, we selected The Tinsley Agency as our new advertising partner. Their demonstrated expertise, creative insights, and strategic alignment with our future needs will help ensure that Florida's Historic Coast continues to stand out in a crowded marketplace and connect meaningfully with today's travelers.

Innovation remained central to our work as well. Enhanced digital strategies, immersive video content, expanded email marketing, and new mobile app initiatives helped us meet travelers where they are and deepen engagement with our brand. Partnerships with VISIT FLORIDA®, the PGA TOUR, JAX Sports, St. Johns Cultural Events, and the St. Johns Cultural Council amplified music tourism, promoted golf, culinary and heritage travel, and strengthened midweek and shoulder-season visitation.

As we look ahead, our focus remains clear: to thoughtfully steward this destination, preserve its cultural and environmental treasures, and ensure tourism continues to support a healthy, balanced, and sustainable future for St. Johns County.

Thank you to our elected officials, industry partners, cultural leaders, tourism stakeholders, residents, and the many ambassadors who contribute to our shared success. Your dedication, collaboration, and belief in the power of this destination continue to move us forward.

Together, we will ensure Florida's Historic Coast remains a place of history, hospitality, and inspiration for generations to come.

Sincerely,

A handwritten signature in black ink that reads "Susan Phillips". The signature is fluid and cursive.

Susan Phillips
President & CEO

St. Augustine, Ponte Vedra & The Beaches
Visitors and Convention Bureau

Importance of Tourism

Travel continues to be a powerful driver of economic growth and community vitality across the United States. Nationally, tourism generates more than **\$1.3 trillion in direct spending each year**, supporting a total economic footprint of nearly **\$2 trillion** and more than **15 million jobs**.

As Florida's largest industry, tourism remains central to the state's economy. In 2024, Florida welcomed **143 million visitors**, generating **\$133.6 billion in economic impact** and supporting nearly **2 million jobs statewide**. Tourism revenue helps fund essential public services, enhances quality of life for residents, and strengthens Florida's position as a leading global destination.

Here in **St. Johns County**, tourism continues to be a powerful economic engine. Visitors to Florida's Historic Coast generate a **\$3.8 billion total economic impact**, including **\$2.5 billion in annual visitor spending**. This activity supports **32,400 jobs**, making tourism the county's largest private-sector employer across hospitality, dining, attractions, transportation, retail, and entertainment.

Tourism also plays a critical role in supporting local infrastructure and public services. More than **\$100 million in visitor-generated taxes** help fund beach renourishment, parks and recreation, historic preservation, transportation improvements, cultural events, and community infrastructure, reducing the burden on local taxpayers.

Beyond the numbers, tourism enriches daily life in meaningful ways. Visitor demand helps sustain restaurants, museums, festivals, live music, arts and cultural programs, recreational experiences, and historic sites that residents enjoy year-round, while supporting continued investment in the character and vitality of Florida's Historic Coast.

As we look ahead, responsible and sustainable tourism remains essential. Through thoughtful marketing, strong partnerships, and stewardship of our natural and cultural resources, tourism will continue to strengthen St. Johns County's economy and enhance quality of life for residents and visitors alike.

HOW TOURISM BENEFITS ST. JOHNS COUNTY:



Economic **IMPACT**

\$3.8 BILLION

Total Annual Economic Impact

\$2.5 BILLION

In Visitor Spending



Jobs **SUPPORTED**

\$32,400 JOBS

Supported By Tourism.

Largest private sector employer in the country.



Local **TAX RELIEF**

\$100+ MILLION

in visitor-paid taxes.

Supports public services and infrastructure.



Community & **CULTURE**

Supports **festivals, arts, music, museums & historic sites**.



Local **SPENDING EFFECT**

Tourism wages and spending circulate through the local economy, **benefiting small businesses and residents**.

BOARD OF DIRECTORS

COMMITTEES AND STAFF

EXECUTIVE COMMITTEE OFFICERS

Chairman

Charles Robles
The Collector Luxury Inn & Gardens

Vice Chairman

Craig Schoninger
Ponte Vedra Resorts

Treasurer

Dave Chatterton
Historic Tours of America

Secretary

Cindy Stavely
St. Augustine Pirate & Treasure Museum

Past Chairman

Jason Kern
Embassy Suites St. Augustine Beach Resort

BOARD MEMBERS

Stephen Boudreau
World Golf Village Renaissance
St. Augustine Resort.

Lorna MacDonald
Raintree Restaurant

Vik Patel
Renaissance St. Augustine Historic Downtown

Chad Light
Ponce de Leon's Fountain of Youth
Archaeological Park

GOVERNMENT LIAISONS & EX-OFFICIOS

Commissioner Ann Taylor
St. Johns County Board of
County Commissioners

Commissioner Don Samora
St. Augustine Beach
City Commission

Commissioner Jon DePreter/Melissa Wissel
City of St. Augustine Commission

Isabelle Renault
St. Johns County Chamber
of Commerce

Jeff Potts
St. Johns Cultural Council

Susan Phillips
St. Johns County VCB

VCB COMMITTEES

Conference Sales Committee

Heather Alexander
Hyatt Place Vilano Beach

Stephen Baker
Hammock Beach Resort

Joni Barkley
Casa Monica Resort & Spa

Jeffrey Heckard
Renaissance St. Augustine Historic District

Christian Joransen
World Golf Villages Renaissance
St. Augustine Resort

Meredith Livingston
Sawgrass Marriott Golf Resort & Spa

Jennifer Moore
Guy Harvey Resort

Chris Pranis
Embassy Suites St. Augustine
Beach Resort

Chris Quinlan
Hilton St. Augustine Historic Bayfront

Daniel Walsh
Ponte Vedra Inn & Club and The Lodge & Club

Leisure Sales Committee

James Adams
Sawgrass Marriott Golf Resort & Spa

Grace Alexander
Hyatt Place Vilano Beach

Rebecca "Rosie" Kassell
Home2 Suites

Michele Kuziola
Naples Hotel Group

Shannon Lake
Beacher's Lodge Oceanfront Suites

Karyn Lally
Courtyard St. Augustine, I-95

Diane Lane
Ancient City Tours

Melissa Mezick
Jalaram Properties

Karen Niedordorfer
Hampton Inn & Suites, Vilano Beach

Laura Pazzini
Hammock Beach Resort

Carol Spivey
DoubleTree by Hilton St. Augustine
Historic District

Cindy Stavely
St. Augustine Pirate & Treasure Museum

Advertising Committee

Jason Kern
Embassy Suites by Hilton St. Augustine

Dave Chatterton
Historic Tours of America

Charles Robles
The Collector Luxury Inn & Gardens

Craig Schoninger
Ponte Vedra Resorts

Cindy Stavely
St. Augustine Pirate & Treasure Museum

VCB STAFF

Susan Phillips
President/CEO

Christina Pulido-Lopez
Office Manager

Erin Masters
Website, Database &
Analytics Manager

Lisa Mondello
Marketing & Database Manager

Barbara Golden
Communications Manager

Stacey Sather
Senior Creative & Content Manager

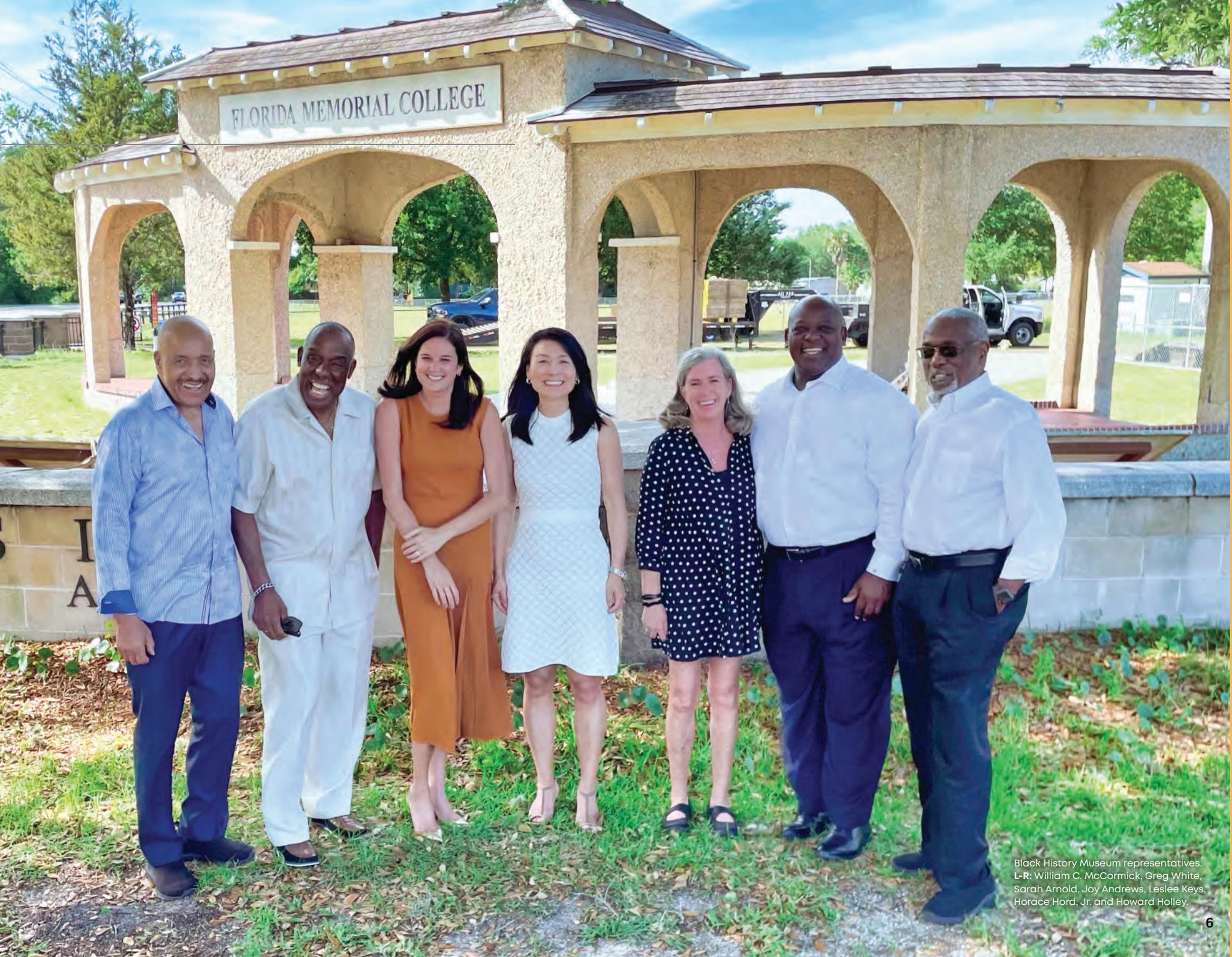
Kaycee Sapp
Senior Social Media Coordinator

Jennifer Jenkins
Director of Conference Sales

Evelyn Lopez-Kelley
Director of Leisure Sales

John Tharpe
Sales & Services Manager

LaNae Keating
Sales Coordinator



FLORIDA MEMORIAL COLLEGE

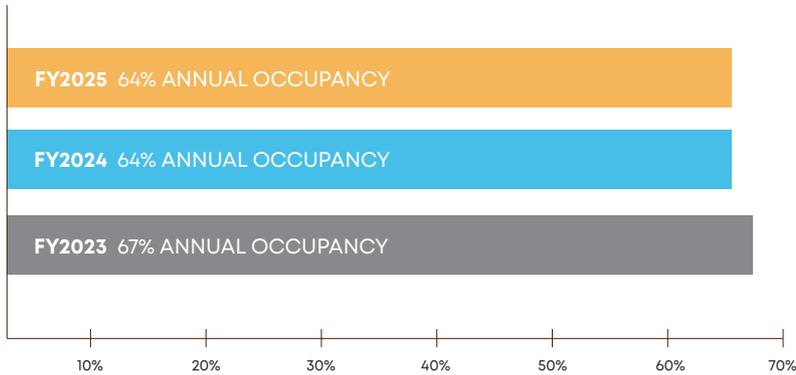
Black History Museum representatives.
L-R: William C. McCormick, Greg White,
Sarah Arnold, Joy Andrews, Leslee Keys,
Horace Hord, Jr. and Howard Holley.

LODGING PERFORMANCE

FY2025 METRICS

ANNUAL OCCUPANCY

TRADITIONAL LODGING



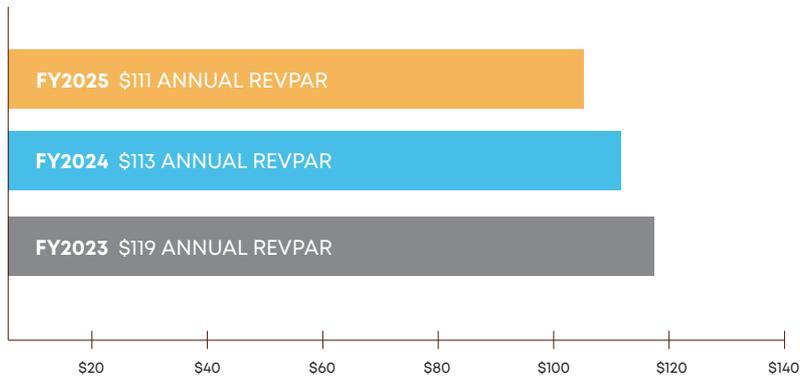
ANNUAL ADR

TRADITIONAL LODGING



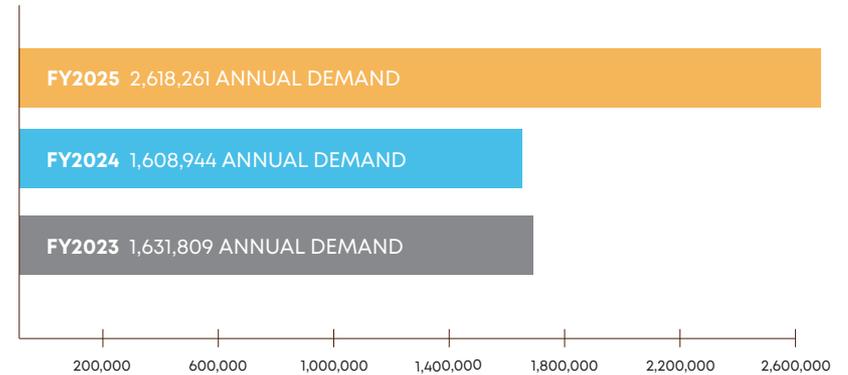
ANNUAL REVPAR

TRADITIONAL LODGING



ANNUAL DEMAND

TRADITIONAL LODGING



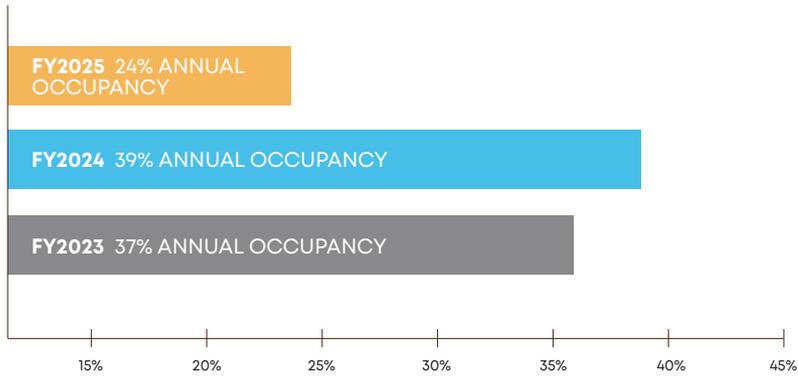
SOURCE: Smith Travel Research

LODGING PERFORMANCE

FY2025 METRICS

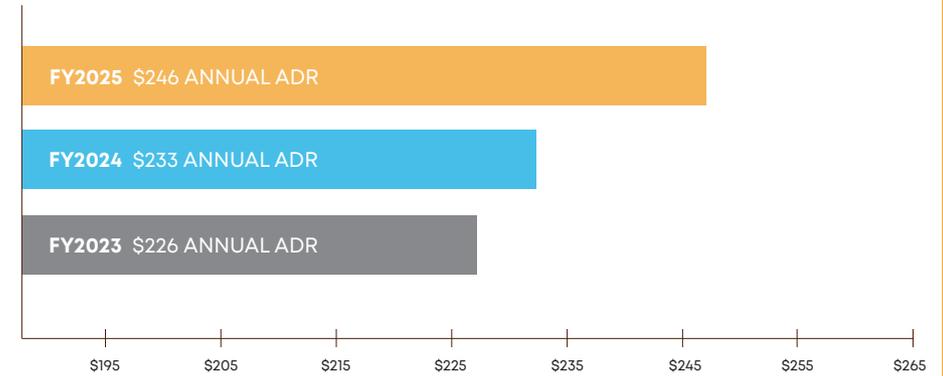
ANNUAL OCCUPANCY

VACATION RENTALS



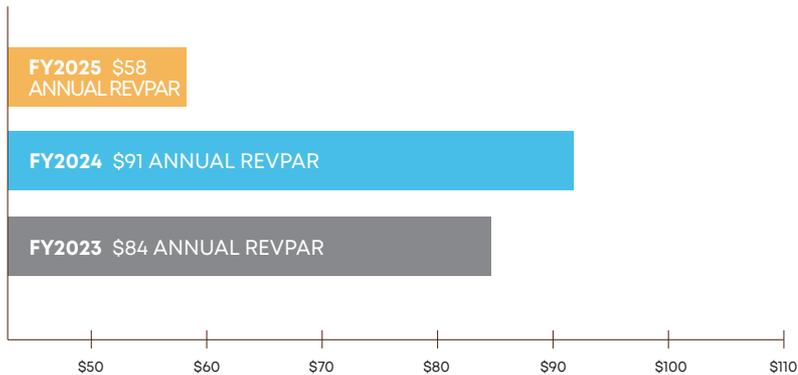
ANNUAL ADR

VACATION RENTALS



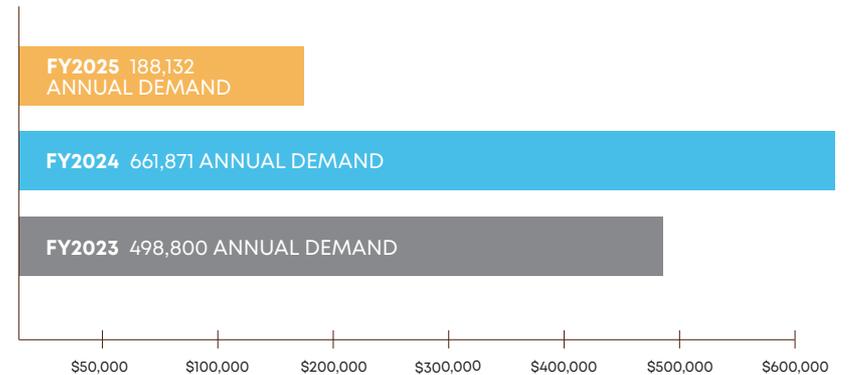
ANNUAL REVPAR

VACATION RENTALS



ANNUAL DEMAND

VACATION RENTALS



SOURCE: Key Data

TOURIST DEVELOPMENT TAX COLLECTIONS

\$23,148,563

FY2025 TOURIST DEVELOPMENT TAX COLLECTIONS

-0.2% DECREASE FROM FY2024



VCB FY2025 OPERATING BUDGET

\$7,754,000

FY2025 SPENDING ALLOCATION

100% OF BUDGETED TOTAL • \$9,792 REMAINING

FY2025 SPENDING ALLOCATION	ACTUAL	% OF TOTAL	BUDGETED	% OF TOTAL
ADVERTISING:	\$4,497,976	58%	\$4,500,000	58%
PROMOTIONAL FUNDS:	\$763,806	10%	\$720,322	9%
WEB DEVELOPMENT & eCRM:	\$227,127	3%	\$188,891	2%
PUBLIC RELATIONS:	\$291,644	4%	\$314,401	4%
SALES:	\$399,913	5%	\$423,792	6%
FULFILLMENT & DISTRIBUTION:	\$105,412	1%	\$156,924	2%
RESEARCH/PROFESSIONAL FEES:	\$137,301	2%	\$80,270	1%
TOTAL MARKETING RELATED SPEND:	\$6,423,179	83%	\$6,384,600	82%
REMAINING OVERHEAD:	\$1,321,029	17%	\$1,369,400	18%
GRAND TOTAL:	\$7,744,208	100.0%	\$7,754,000	100.0%



Golf Tourism ROI Powered by the PGA TOUR

Golf tourism is a defining driver of St. Johns County's visitor economy, anchored by a long-standing partnership with the **PGA TOUR** and the global prestige of **THE PLAYERS® Championship at TPC Sawgrass**. Together, these assets position Florida's Historic Coast among the most recognizable and respected golf destinations in the world.

As the PGA TOUR's flagship event, THE PLAYERS Championship delivers unparalleled visibility for the destination. PGA TOUR broadcasts and digital platforms reach audiences in **more than 200 countries and territories**, connecting St. Johns County with millions of golf fans and high-value travelers each season. This exposure extends well beyond tournament week, reinforcing destination awareness year-round through broadcast, digital, and social storytelling.

PGA TOUR audiences closely align with Florida's Historic Coast's target visitor profile of affluent, travel-motivated consumers who tend to stay longer, spend more, and travel in groups. Championship golf serves as both a travel catalyst and a brand halo, driving visitation across lodging, dining, retail, and experiences throughout the county.

Through strategic alignment with the PGA TOUR, the VCB continues to leverage championship golf not only as a signature event asset, but as a **year-round economic engine** that supports local businesses, jobs, and community vitality across St. Johns County.

WHY THE PGA TOUR MATTERS:



Flagship **EVENT**

THE PLAYERS CHAMPIONSHIP

PGA TOUR's flagship tournament at TPC Sawgrass



Global **REACH**

Broadcast & digital distribution in

200+ COUNTRIES & TERRITORIES



High **VALUE AUDIENCE**

AFFLUENT TRAVEL MOTIVATED FANS

aligned with longer stays and higher spending.



Year-Round **EXPOSURE**

Broadcast, digital and social storytelling beyond

TOURNAMENT WEEK



Economic **IMPACT**

CHAMPIONSHIP GOLF DRIVES

year-round brand exposure and visitation across lodging, dining, retail, and experiences.



PAID ADVERTISING

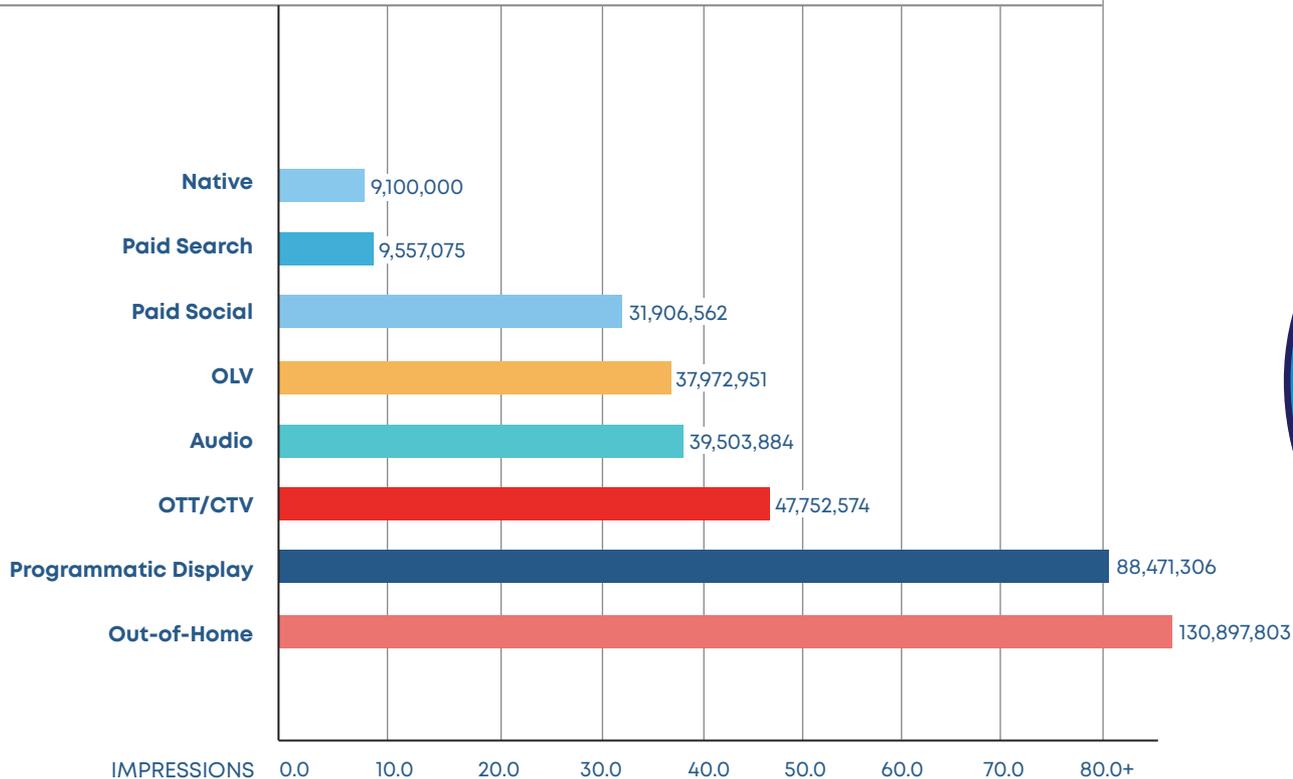
Traditional & Digital

395 MILLION
TOTAL IMPRESSIONS

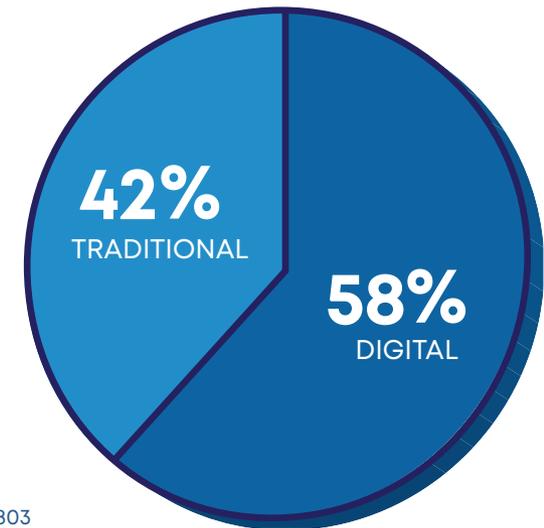
48%
DIGITAL IMPRESSIONS

3,206,274
CLICKS

ADVERTISING IMPRESSIONS



\$3.6 MILLION
PAID ADVERTISING
SPEND

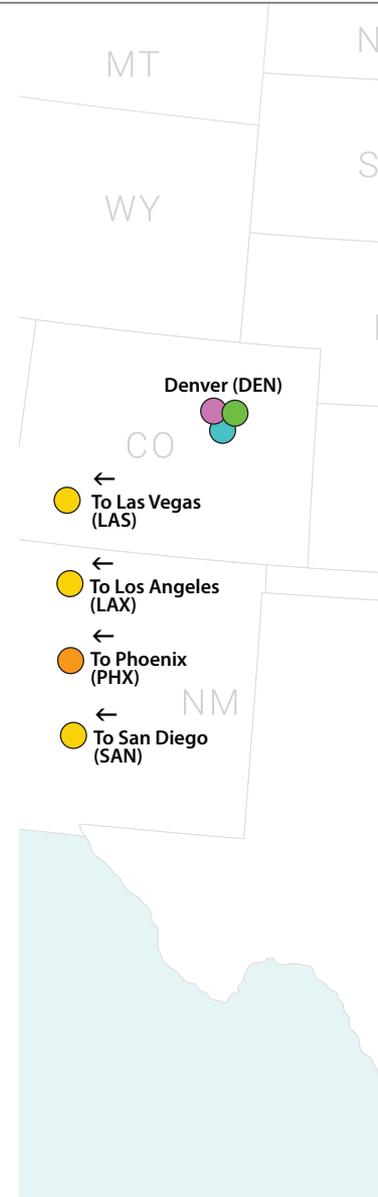


PAID ADVERTISING

Target Markets



-  
-  
-  
-  
-  
-  
-  
-  
-  
-  





Air Markets are complemented by strong regional **Drive Markets** that deliver high-volume visitation.

Key drive markets are:

- Atlanta, GA
- Charleston, SC
- Charlotte, NC
- Gainesville, FL
- Miami, FL
- Orlando, FL
- Savannah, GA
- St. Petersburg, FL
- Tampa, FL





WEBSITE/eCRM

FloridasHistoricCoast.com

2,985,279
TOTAL WEBSITE VISITS
-13% DECREASE FROM FY2024

948,528
ORGANIC VISITS
-13% DECREASE FROM FY2024

197,703
BUSINESS REFERRALS
-5% DECREASE FROM FY2024



E-CRM
271,219
SUBSCRIBERS
+21% INCREASE OVER FY2024



COMMUNICATIONS

Public Relations & Social Media

199.9 BILLION

TOTAL ANNUAL MEDIA IMPRESSIONS

+33% OVER FY2025 GOAL

18.9 BILLION

VCB GENERATED MEDIA COVERAGE IMPRESSIONS

+11% OVER FY2025 GOAL

6.9 BILLION

HISPANIC MEDIA IMPRESSIONS

+250% OVER FY2025 GOAL (INCLUDED IN FY2025 ANNUAL MEDIA IMPRESSIONS ABOVE)

SOCIAL MEDIA



131

JOURNALISTS/INFLUENCERS HOSTED

19.1% over FY2024 media hostings



95,184

INSTAGRAM FOLLOWERS

12.1% over FY2025 goal



596,634

FACEBOOK FOLLOWERS

6.4% over FY2025 goal



14,129

TWITTER FOLLOWERS

99.8% of FY2025 goal



1,531,367

YOUTUBE LIFETIME VIEWS

194.4% over FY2025 goal



2,368

NEW LINKEDIN FOLLOWERS

21.4% over FY2025 goal



SALES

Sales Leads and Room Nights

164,730

ROOM NIGHTS

+4.5% OVER FY2025 GOAL

2,564

PROSPECTING CALLS/EMAILS

+13.1% OVER FY2025 GOAL

525

LEADS SOURCED

+37.1% OVER FY2025 GOAL



GROUP CLOSING FUND (GCF)

\$117,155

DEFINITE & PENDING GCF OFFERS FOR
GROUPS STAYING IN FY2025-2030

38,467

ROOM NIGHTS

\$11,046,147

ROOM REVENUE

\$5,287,935

FOOD & BEVERAGE REVENUE

\$16,334,076

TOTAL REVENUE



FY2025 MILESTONES

- **HOSTED 31** meeting planners, tour operators, travel agents, group leaders and brides
- **ATTENDED 60** Sales Initiatives (Industry Events)
- **APPROVED 50** Group Closing Fund proposals, with a 20% closure rate

CO-OPERATIVE

Advertising

112

CO-OP ADVERTISING SPOTS

\$27,190

CO-OP MEDIA SPEND



LOCAL TOURISM

Industry Programs

334

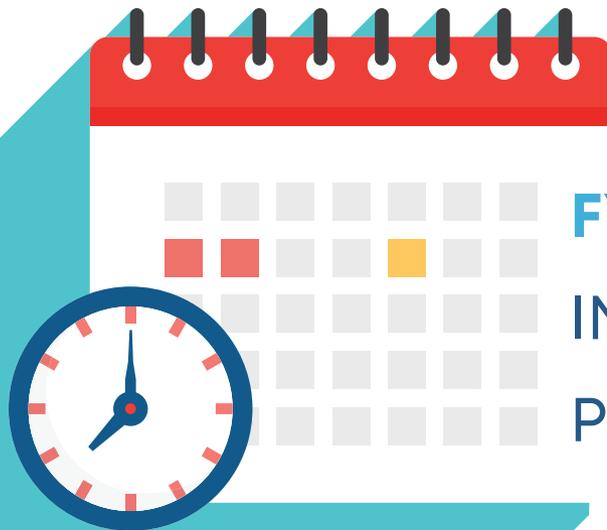
TOTAL NUMBER
OF TOURISM
STAKEHOLDERS

33

TOTAL NUMBER
OF
NEW STAKEHOLDERS

18

TOURISM RESOURCE
TRAINING
ORIENTATIONS



FY2025 TOURISM INDUSTRY ANNUAL PROGRAMS

April 15 & June 12

Social Media workshops

May 8

(Embassy Suites, St. Augustine Beach)

State of Tourism Industry Meeting

September 24

(Ancient City Farmstead)

VCB Annual Meeting

September 25

Co-op workshop



TOURISM

Economic Impact in St. Johns County

\$2.5 Billion

DIRECT SPENDING

IN JULY 2021-JUNE 2022 (+47.1% OVER 2017)

\$3.8 Billion

TOTAL ECONOMIC IMPACT

+58.3% OVER 2017

\$101.1 Million

**LOCAL TAXES PAID
BY VISITORS**

+94.4% OVER 2017

32,400

**JOBS SUPPORTED
BY TOURISM**

+11.1% OVER 2017

\$53.6 Million

**NET BENEFIT TO
ST. JOHNS COUNTY**
AFTER COST OF VISITOR SERVICES



LONGER STAYS & Larger Party Sizes

5.5 Nights + 3.2 People

(Up 111% over 2017)

(+28% over 2017)

NOTE: Previous economic data reported by TDC for 2017.

Nights of Lights

KNOW BEFORE YOU GO



NightsOfLights.com

ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST

ST. AUGUSTINE, PONTE VEDRA & THE BEACHES RESORTS AND CONVENTION BUREAU

Nights of Lights

KNOW BEFORE YOU GO

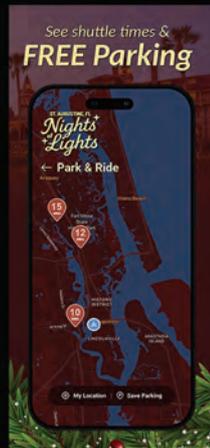
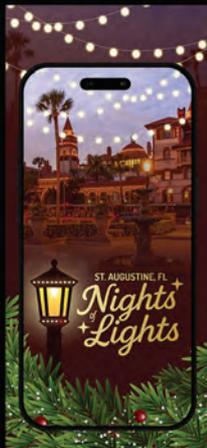


November 15 through January 11

NightsOfLights.com




Nights of Lights





Sunrise kayaking on Florida's Historic Coast.



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®