



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

VCB Board of Directors Meeting Packet
October 28, 2025, 1:30 p.m.
Solarium at Flagler College (4th floor, above Rotunda)
74 King St., St. Augustine, FL 32084

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ST. AUGUSTINE PONTE VEDRA

FLORIDA'S HISTORIC COAST®

ST. AUGUSTINE, PONTE VEDRA & THE BEACHES VISITORS & CONVENTION BUREAU

Anti-Trust Statement

The purpose of this meeting today is to act upon matters relating to the business of St. Johns County Visitors and Convention Bureau and not to discuss or pursue the business interests of individual companies. We should proceed with caution and alertness, keeping in mind the requirements and prohibitions of Federal and State Antitrust laws. Specifically, but without limitation, there should be no discussions or deliberations relating to pricing methods, allocation of territories or customers, or restraints of trade as to property owners, suppliers or others. We should concern ourselves only with the business of St. Johns County Visitors and Convention Bureau as set forth in the agenda for this meeting.

Conflict of Interest Statement

It is the duty of every member of the Board of Directors who is in any way, directly or indirectly, interested in a contract or proposed contract with the St. Johns County Visitors and Convention Bureau to disclose the nature and extent of such interest and to refrain from voting in respect to the contract or proposed contract.



**ST. AUGUSTINE
PONTE VEDRA**
FLORIDA'S HISTORIC COAST®

VCB Board of Directors Meeting Agenda
October 28, 2025, 1:30 p.m.
Solarium at Flagler College (4th floor, above Rotunda)
74 King St.,
St. Augustine, FL 32084

Call to order:

Acknowledge Anti-Trust Statement and Conflict of Interest Statement:

Roll Call:

Public Comments:

Agenda Items

1. Election of VCB Board Officers (vote required) – Chair Charlie Robles
2. Approval of August 2025 Minutes (vote required)
3. President's Report – Susan Phillips
 - a. Primary Metrics & Departmental Reports – Susan Phillips
4. Financial Reports – Dave Chatterton
5. August & September 2025 Advertising/Media Report – Susan Phillips
6. VCB 2025 Annual Meeting Update – Susan Phillips

Committee Reports:

Leisure Sales Committee – Craig Schoninger

Conference Sales Committee – Craig Schoninger

Government Liaisons' Comments:

St. Johns County Board of County Commissioners: Ann Taylor

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

City of St. Augustine Beach: Commissioner Don Samora

Ex-officio Comments:

St. Johns County Chamber of Commerce: Isabelle Renault

St. Johns County Cultural Council: Jeff Potts

New Business:

1. Check Signature Card (update) – Chair Charlie Robles

Old Business:**Adjournment:**

ST. JOHNS COUNTY TOURIST DEVELOPMENT TAX

FISCAL YEAR 2025

OCCUPANCY/REPORTING MONTH	OCT	% PY	NOV	% PY	DEC	% PY	JAN	% PY	FEB	% PY	MAR	% PY
GROSS RECEIPTS	\$27,592,427.26	-15.1%	\$35,478,105.61	8.7%	\$47,278,718.11	7.3%	\$38,400,339.41	4.3%	\$ 40,719,522.38	-3.5%	\$57,643,609.00	-4.8%
EXEMPT RECEIPTS	-\$1,181,211.46	-31.0%	\$ (1,320,708.41)	39.9%	-\$1,433,321.11	1.6%	-\$1,194,918.21	-17.8%	-\$2,541,163.98	92.3%	-\$1,328,630.80	14.2%
TAXABLE RECEIPTS	\$ 26,411,215.80	-14.2%	\$ 34,157,397.20	7.8%	\$ 45,845,397.00	7.5%	\$ 37,205,421.20	5.2%	\$ 38,178,358.40	-6.6%	\$ 56,314,978.20	-5.2%
TOTAL TAX COLLECTED	\$ 1,320,560.79	-14.2%	\$ 1,707,869.86	7.8%	\$ 2,292,269.85	7.5%	\$1,860,271.06	5.2%	\$ 1,908,917.92	-6.6%	\$ 2,815,748.91	-5.2%
ADJUSTMENTS												
TOTAL TAX DUE	\$ 1,320,560.79	-14.2%	\$ 1,707,869.86	7.8%	\$ 2,292,269.85	7.5%	\$ 1,860,271.06	5.2%	\$ 1,908,917.92	-6.6%	\$ 2,815,748.91	-5.2%
LESS COLLECTION ALLOWANCE	-\$10,886.83		\$ (12,138.80)		-\$16,438.52		-\$12,995.36		-\$14,216.41		-\$21,684.57	
PLUS PENALTY	\$10,068.36		\$ 19,738.92		\$15,201.82		\$14,247.28		\$ 12,500.79		\$9,639.18	
PLUS INTEREST	\$378.31		\$ 631.74		\$661.32		\$963.78		\$ 302.88		\$579.14	
TOTAL AMOUNT REMITTED	\$ 1,320,120.63	-13.9%	\$ 1,716,101.72	8.2%	\$ 2,291,694.47	7.5%	\$ 1,862,486.76	5.4%	\$ 1,907,505.18	-6.3%	\$ 2,804,282.66	-5.3%
LESS TAX COLLECTOR & CLERK	\$ (26,402.41)	-13.9%	\$ (34,322.03)	8.2%	\$ (45,833.89)	7.5%	\$ (37,249.74)	5.4%	\$ (38,150.10)	-6.3%	\$ (56,085.65)	-5.3%
NET TO TDC	\$ 1,293,718.22	-13.9%	\$ 1,681,779.69	8.2%	\$ 2,245,860.58	7.5%	\$ 1,825,237.02	5.4%	\$ 1,869,355.08	-6.3%	\$ 2,748,197.01	-5.3%

	APR	% PY	MAY	% PY	JUNE	% PY	JULY	% PY	AUG	% PY	SEP	% PY	YTD	
GROSS RECEIPTS	\$45,832,407.89	2.8%	\$42,367,335.90	0.8%	\$46,021,728.95	-5.5%	\$ 46,690,308.27	-8.8%	\$ 32,122,651.59	2.4%	\$ -		\$ 460,147,154.37	-1.4%
EXEMPT RECEIPTS	-\$1,216,631.49	-13.2%	-\$1,366,125.70	36.0%	-\$1,158,104.35	-57.7%	-\$946,918.27	-43.3%	-\$991,204.79	-30.0%	\$ -		\$ (14,678,938.57)	
TAXABLE RECEIPTS	\$ 44,615,776.40	3.3%	\$ 41,001,210.20	-0.1%	\$ 44,863,624.60	-2.4%	\$ 45,743,390.00	-7.6%	\$ 31,131,446.80	3.9%	\$ -		\$445,468,215.80	
TOTAL TAX COLLECTED	\$ 2,230,788.82	3.3%	\$ 2,050,060.51	-0.1%	\$ 2,243,181.23	-2.4%	\$ 2,287,169.50	-7.6%	\$ 1,556,572.34	3.9%	\$ -		\$22,273,410.79	-1.1%
ADJUSTMENTS	\$ -													
TOTAL TAX DUE	\$ 2,230,788.82	3.3%	\$ 2,050,060.51	-0.1%	\$ 2,243,181.23	-2.4%	\$ 2,287,169.50	-7.6%	\$ 1,556,572.34	3.9%	\$ -		\$20,030,229.56	
LESS COLLECTION ALLOWANCE	-\$17,304.41		-\$16,387.64		-\$21,324.22		-\$22,731.79		-\$15,648.31		\$ -		\$ (181,756.86)	
PLUS PENALTY	\$34,585.66		\$17,981.33		\$19,042.02		\$ 8,135.49		\$ 9,840.68		\$ -		\$170,981.53	
PLUS INTEREST	\$957.88		\$452.32		\$605.94		\$ 442.33		\$ 429.01		\$ -		\$6,404.65	
TOTAL AMOUNT REMITTED	\$ 2,249,027.95	4.5%	\$ 2,052,106.52	0.3%	\$ 2,241,504.97	-2.3%	\$ 2,273,015.53	-7.7%	\$ 1,551,193.72	3.6%	\$ -		\$22,269,040.11	-0.9%
LESS TAX COLLECTOR & CLERK	\$ (44,980.56)	4.5%	\$ (41,042.13)	0.3%	\$ (44,830.10)	-2.3%	\$ (45,460.32)	-7.7%	\$ (31,023.87)	3.6%	\$ -		\$ (445,380.81)	
NET TO TDC	\$ 2,204,047.39	4.5%	\$ 2,011,064.39	0.3%	\$ 2,196,674.87	-2.3%	\$ 2,227,555.21	-7.7%	\$ 1,520,169.85	3.6%	\$ -		\$21,823,659.30	-0.9%

FY2025 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

OCC. MNTH	H/M	%	PV+-	Condo	%	PV+-	Apts	%	PV+-
October	\$831,589.44	63.0%	-13.9%	\$150,640.19	11.4%	-13.8%	\$258,887.70	19.6%	-11.0%
November	\$1,118,948.60	65.2%	12.3%	\$157,385.40	9.2%	12.4%	\$338,867.19	19.7%	4.4%
December	\$1,423,365.12	62.1%	6.0%	\$196,800.91	8.6%	-9.3%	\$507,725.79	22.2%	21.7%
2025 January	\$1,070,233.46	57.5%	10.1%	\$258,708.48	13.9%	-8.4%	\$404,603.49	21.7%	12.2%
February	\$1,089,405.16	57.1%	-5.5%	\$323,880.55	17.0%	-4.3%	\$357,851.32	18.8%	-8.4%
March	\$1,577,812.82	56.3%	-6.0%	\$466,116.13	16.6%	-6.6%	\$598,757.85	21.4%	-4.4%
April	\$1,276,570.35	56.8%	-0.1%	\$335,280.33	14.9%	5.6%	\$502,471.46	22.3%	17.3%
May	\$1,150,599.12	56.1%	-2.9%	\$311,374.53	15.2%	8.1%	\$452,059.41	22.0%	-2.8%
June	\$1,007,231.16	44.9%	-1.6%	\$540,118.78	24.1%	-9.3%	\$588,288.74	26.2%	4.4%
July	\$1,041,270.93	45.8%	-7.4%	\$563,149.75	24.8%	-3.0%	\$588,959.59	25.9%	-12.2%
August	\$783,010.98	50.5%	0.0%	\$253,230.86	16.3%	3.4%	\$438,508.05	28.3%	12.1%
September									

OCC. MNTH	Camp	%	PV+-	B&B	%	PV+-	TOTAL
October	\$33,042.41	2.5%	-28.0%	\$45,960.89	3.5%	-18.2%	\$1,320,120.63
November	\$38,680.67	2.3%	-33.9%	\$62,219.86	3.6%	-6.6%	\$1,716,101.72
December	\$67,927.97	3.0%	32.1%	\$95,874.68	4.2%	-7.7%	\$2,291,694.47
2025 January	\$65,609.95	3.5%	-19.6%	\$63,331.38	3.4%	-10.5%	\$1,862,486.76
February	\$77,163.52	4.0%	-6.3%	\$59,204.63	3.1%	-16.5%	\$1,907,505.18
March	\$85,562.96	3.1%	18.4%	\$76,032.90	2.7%	-10.6%	\$2,804,282.66
April	\$66,628.72	3.0%	12.4%	\$68,077.09	3.0%	-1.6%	\$2,249,027.95
May	\$80,390.52	3.9%	59.6%	\$57,682.94	2.8%	-2.5%	\$2,052,106.52
June	\$56,972.10	2.5%	-8.0%	\$48,894.19	2.2%	-0.5%	\$2,241,504.97
July	\$43,662.58	1.9%	-1.0%	\$35,972.68	1.6%	-16.4%	\$2,273,015.53
August	\$34,370.22	2.2%	-20.5%	\$42,073.61	2.7%	19.8%	\$1,551,193.72
September							
Total							\$22,269,040.11

FY 2025 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE

ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

FY2025	Anastasia Island			Ponte Vedra Beach			St. Augustine/Villano/N. Bch			Shores/South/207		
	32080	% TTL	+/- PY	32082	% TTL	+/- PY	32084	% TTL	+/- PY	32086	% TTL	+/- PY
OCT	\$388,397.75	29.4%	-15.3%	\$249,063.57	18.9%	-28.2%	\$542,600.54	41.1%	-9.4%	\$22,125.58	1.7%	2.8%
NOV	\$502,601.36	29.3%	18.8%	\$304,702.42	17.8%	-3.1%	\$774,005.27	45.1%	7.5%	\$12,746.40	0.7%	-56.6%
DEC	\$658,287.57	28.7%	4.7%	\$241,630.95	10.5%	-11.4%	\$1,186,923.21	51.8%	10.7%	\$43,263.01	1.9%	82.3%
JAN	\$555,175.32	29.8%	-3.3%	\$369,761.37	19.9%	23.1%	\$789,635.44	42.4%	6.9%	\$33,834.34	1.8%	-15.5%
FEB	\$664,840.53	34.9%	-5.2%	\$317,754.18	16.7%	-15.9%	\$762,459.53	40.0%	-3.0%	\$39,143.53	2.1%	-5.0%
MAR	\$1,049,553.84	37.4%	-0.7%	\$529,032.15	18.9%	-17.7%	\$1,031,772.56	36.8%	-3.2%	\$43,050.22	1.5%	54.6%
APR	\$839,665.80	37.3%	11.9%	\$436,975.62	19.4%	-6.3%	\$828,671.08	36.8%	5.5%	\$30,043.36	1.3%	59.8%
MAY	\$755,287.96	36.8%	7.4%	\$373,500.36	18.2%	-20.2%	\$756,020.53	36.8%	2.7%	\$50,324.93	2.5%	174.8%
JUN	\$1,034,463.66	46.2%	47.1%	\$348,184.96	15.5%	-25.6%	\$737,427.98	32.9%	0.2%	\$26,496.68	1.2%	44.7%
JUL	\$1,069,596.47	47.1%	-2.9%	\$351,394.17	15.5%	-7.5%	\$711,435.84	31.3%	3.4%	\$20,455.74	0.9%	-23.8%
AUG	\$599,161.00	38.6%	-45.5%	\$291,240.82	18.8%	-39.2%	\$560,465.17	36.1%	-23.9%	\$19,441.00	1.3%	-5.5%
SEP												
FY YTD	\$ 8,117,031			\$ 3,813,241			\$ 8,681,417			\$ 340,925		

	WGV + west of I95			I95&SR16 + Palencia				Other			
	32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95	OTHER	% TTL	+/- PY	TOTAL
OCT	\$87,517.29	6.6%	-3.1%	\$14,402.56	1.1%	30.2%	7.7%	\$16,013.34	1.2%	147.8%	\$ 1,320,120.63
NOV	\$98,374.55	5.7%	21.3%	\$16,879.96	1.0%	23.4%	6.7%	\$6,791.76	0.4%	37.7%	\$ 1,716,101.72
DEC	\$120,448.10	5.3%	12.1%	\$23,200.63	1.0%	32.2%	6.3%	\$17,941.00	0.8%	79.9%	\$ 2,291,694.47
JAN	\$91,329.46	4.9%	5.6%	\$13,512.13	0.7%	-5.7%	5.6%	\$9,238.70	0.5%	-28.3%	\$ 1,862,486.76
FEB	\$95,972.78	5.0%	-8.4%	\$16,560.17	0.9%	-0.7%	5.9%	\$10,774.46	0.6%	42.7%	\$ 1,907,505.18
MAR	\$116,438.45	4.2%	-16.3%	\$22,518.54	0.8%	16.0%	5.0%	\$11,916.90	0.4%	19.7%	\$ 2,804,282.66
APR	\$88,283.90	3.9%	-18.1%	\$15,617.90	0.7%	0.8%	4.6%	\$9,770.29	0.4%	22.5%	\$ 2,249,027.95
MAY	\$94,711.91	4.6%	-3.3%	\$13,120.05	0.6%	-13.7%	5.3%	\$9,140.78	0.4%	8.9%	\$ 2,052,106.52
JUN	\$73,330.23	3.3%	-25.1%	\$11,274.92	0.5%	-25.8%	3.8%	\$10,326.54	0.5%	23.0%	\$ 2,241,504.97
JUL	\$ 97,818.78	4.3%	11.5%	\$ 13,535.44	0.6%	536.7%	4.9%	\$ 8,779.09	0.4%	13.0%	\$ 2,273,015.53
AUG	\$66,853.35	4.3%	-15.7%	\$8,063.63	0.5%	-67.8%	4.8%	\$5,967.75	0.4%	-73.6%	\$ 1,551,192.72
SEP											
FY YTD	\$ 1,031,079			\$ 168,686				\$ 116,661			\$ 22,269,039



VCB INDUSTRY EMAIL STATISTICS SEPTEMBER 2025

Time Sent ↑	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
Mon, Sep 1, 2025, 2:03 PM	2026 Travel Planner display advertising sales - 2	531	256 49%	29 6%	6 1%	0 0%
Tue, Sep 2, 2025, 10:23 AM	New Flavors, Stays, and Adventures Come to Florida's Historic Coast This Fall	1,384	599 44%	58 4%	15 1%	0 0%
Tue, Sep 2, 2025, 12:30 PM	THIS WEEK 9-1-25	873	411 47%	38 4%	6 1%	0 0%
Wed, Sep 3, 2025, 12:40 PM	Hispanic Heritage Seminar - Sept. 30	465	232 50%	24 5%	4 1%	0 0%
Thu, Sep 4, 2025, 10:23 AM	FY2026 Co-op Meeting Notice2	445	229 52%	28 6%	5 1%	0 0%
Thu, Sep 4, 2025, 2:45 PM	2025 Annual Meeting Invite - 3	495	264 54%	38 8%	5 1%	0 0%
Mon, Sep 8, 2025, 9:14 AM	THIS WEEK 9-8-25	932	462 50%	36 4%	6 1%	0 0%
Mon, Sep 8, 2025, 2:04 PM	2026 Travel Planner display advertising sales - 3	730	334 47%	24 3%	20 3%	0 0%
Tue, Sep 9, 2025, 9:52 AM	September is Locals Month for St. Johns County Residents	664	315 48%	35 5%	5 1%	0 0%
Wed, Sep 10, 2025, 11:10 AM	Spooky Season is a Scream on Florida's Historic Coast	1,370	613 45%	40 3%	17 1%	0 0%
Wed, Sep 10, 2025, 2:18 PM	FY2026 Co-op Advertising Opportunities Available	450	235 53%	25 6%	3 1%	2 1%
Thu, Sep 11, 2025, 10:14 AM	2025 Annual Meeting Invite - 4	429	215 51%	37 9%	4 1%	0 0%
Fri, Sep 12, 2025, 10:11 AM	AI Seminar - September 25th - 3	446	212 48%	28 6%	5 1%	0 0%
Mon, Sep 15, 2025, 9:13 AM	THIS WEEK 9-15-25	932	450 49%	38 4%	6 1%	0 0%
Tue, Sep 16, 2025, 10:55 AM	2025 Thanksgiving Dining	39	17 44%	5 13%	0 0%	0 0%
Wed, Sep 17, 2025, 10:04 AM	VCB Social 1-2 - PASTA - 1	377	206 55%	23 6%	1 1%	0 0%
Thu, Sep 18, 2025, 5:06 PM	2025 Annual Meeting Invite - 5	378	191 51%	22 6%	3 1%	0 0%
Fri, Sep 19, 2025, 9:40 AM	FHC partner deals - Nights of Lights	464	223 48%	24 5%	3 1%	0 0%
Mon, Sep 22, 2025, 8:50 AM	THIS WEEK 9-22-25	882	423 49%	32 4%	15 2%	0 0%
Mon, Sep 22, 2025, 1:55 PM	Reminder - Hispanic Heritage Seminar - Sept. 30	484	234 49%	15 3%	9 2%	0 0%
Tue, Sep 23, 2025, 10:02 AM	VCB Social 1-2 - PASTA - 2	493	252 52%	25 5%	6 1%	0 0%
Tue, Sep 23, 2025, 1:20 PM	Historic Coasts' Agricultural Roots with New Harvest Trail Experience	1,278	580 46%	37 3%	23 2%	0 0%
Mon, Sep 29, 2025, 8:59 AM	spots still open for tomorrow's Hispanic Heritage Seminar - Sept. 30	464	221 48%	16 3%	6 1%	0 0%
Mon, Sep 29, 2025, 9:09 AM	THIS WEEK 9-29-25	882	417 48%	42 5%	12 1%	1 1%
Tue, Sep 30, 2025, 10:04 AM	VCB Social 1-2 - PASTA - 3	381	187 50%	20 5%	5 1%	0 0%

Email Performance

Opt-in Subscribers

41,004

MESSAGES SENT

44%

CTOR

1,734

SESSIONS

0:04:26

AVG. SESSION
DURATION

Other Source Subscribers

163,586

MESSAGES SENT

37%

CTOR

677

SESSIONS

0:03:26

AVG. SESSION
DURATION

St. Johns County Visitors & Convention Bureau

Call Center Statistics

September 1 - September 30, 2025

Total Calls Received:	83
Total Call Minutes:	319.5
Average Answer Time:	11.3
Brochures Ordered:	18

St. Johns County Visitors & Convention Bureau

Requests By Guide

September 1 - September 30, 2025

<u>Guide</u>	<u># of Requests</u>
St Augustine Travel Planner	727
<u>GRAND TOTAL</u>	<u>727</u>

St. Johns County Visitors & Convention Bureau

Requests By Source

September 1 - September 30, 2025

<u>Guide</u>	<u># of Requests</u>
WebTraveler	218
2023 Visit Florida Magazine	1
2024 Visit Florida Magazine	9
2025 Visit Florida Magazine	131
Call Center	18
Summer Events Calendar	350
<u>GRAND TOTAL</u>	<u>727</u>

St. Johns County Visitors & Convention Bureau

Requests By State

September 1 - September 30, 2025

<u>STATE</u>	<u># of Requests</u>	<u>%</u>
FL	230	31.6%
GA	65	8.9%
SC	54	7.4%
NC	39	5.4%
IL	24	3.3%
OH	24	3.3%
TX	24	3.3%
NY	23	3.2%
PA	23	3.2%
NJ	21	2.9%
MI	15	2.1%
AL	14	1.9%
CA	14	1.9%
MO	13	1.8%
TN	11	1.5%
IN	10	1.4%
WI	10	1.4%
MD	9	1.2%
MN	9	1.2%
Foreign	8	1.1%
KY	8	1.1%
WA	8	1.1%
CT	7	1.0%
VA	7	1.0%
LA	6	0.8%
MA	6	0.8%
AR	5	0.7%
CO	5	0.7%
ME	5	0.7%
MS	4	0.6%
NV	4	0.6%
AZ	3	0.4%
OK	3	0.4%
OR	3	0.4%
WV	3	0.4%
DE	2	0.3%

KS	2	0.3%
RI	2	0.3%
IA	1	0.1%
NE	1	0.1%
PR	1	0.1%
UT	1	0.1%
GRAND TOTAL	727	

St. Johns County Visitors & Convention Bureau

Requests By Country

September 1 - September 30, 2025

<u>COUNTRY</u>	<u># of Requests</u>	<u>%</u>
USA	719	98.90%
Brazil	1	0.14%
Canda	1	0.14%
France	1	0.14%
Germany	1	0.14%
India	1	0.14%
Spain	1	0.14%
Turkey	1	0.14%
United Kingdom	1	0.14%
<u>GRAND TOTAL</u>	<u>727</u>	

St. Johns County Visitors & Convention Bureau

Have you visited our area before?

September 1 - September 30, 2025

<u>Visit Before?</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
No	14	78%	123	74%
Yes	4	22%	44	26%
TOTAL	18		167	

St. Johns County Visitors & Convention Bureau

When do you plan to visit? (Month Year)

September 1 - September 30, 2025

<u>When Visiting?</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
Jan-25	0	0%	0	0%
Feb-25	0	0%	8	5%
Mar-25	0	0%	11	7%
Apr-25	0	0%	1	1%
May-25	0	0%	3	2%
Jun-25	0	0%	16	10%
Jul-25	0	0%	15	9%
Aug-25	0	0%	16	10%
Sep-25	3	17%	18	11%
Oct-25	3	17%	18	11%
Nov-25	3	17%	17	10%
Dec-25	2	11%	11	7%
Jan-26	3	17%	5	3%
Feb-26	2	11%	3	2%
Mar-26	1	6%	4	2%
Apr-26	0	0%	0	0%
May-26	0	0%	0	0%
Jun-26	0	0%	0	0%
Jul-26	0	0%	0	0%
Aug-26	0	0%	0	0%
Sep-26	0	0%	0	0%
Oct-26	0	0%	0	0%
Nov-26	0	0%	0	0%
Dec-26	0	0%	0	0%
Unsure 2025	1	6%	21	13%
Unsure 2026	0	0%	0	0%
TOTAL	18		167	

St. Johns County Visitors & Convention Bureau

How long do you plan to stay?

September 1 - September 30, 2025

<u>Length of Stay</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1 day	1	6%	3	2%
2 days	1	6%	10	6%
3 days	7	39%	50	30%
1 week	3	17%	56	34%
2 weeks	0	0%	7	4%
3 weeks	1	6%	1	1%
1 month	1	6%	2	1%
2 months	0	0%	0	0%
3 months	0	0%	1	1%
Don't know	4	22%	37	22%
TOTAL	18		167	

St. Johns County Visitors & Convention Bureau

How many people will be traveling in your party?

September 1 - September 30, 2025

<u>Number of People</u>	<u>This</u>			
	<u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1	1	6%	11	7%
2	8	44%	69	41%
3	1	6%	15	9%
Four or more	6	33%	45	27%
Don't know	2	11%	27	16%
TOTAL	18		167	

St. Johns County Visitors & Convention Bureau

What type of accommodations are you interested in?

September 1 - September 30, 2025

<u>Type</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
All	14	78%	130	78%
Hotel / Motel	3	17%	21	13%
Bed / Breakfast	0	0%	4	2%
Condo	1	6%	6	4%
RV	0	0%	2	1%
Single Family	0	0%	2	1%
Efficiency / Suite	0	0%	2	1%
TOTAL	18		167	