



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

VCB Board of Directors Meeting Packet
June 24, 2025, 1:30 p.m.
Hyatt Place St. Augustine/ Vilano Beach
117 Vilano Rd., 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.



VCB Board of Directors Meeting Agenda
 June 24, 2025 1:30 pm
 Hyatt Place, Vilano Beach
 117 Vilano Road
 St. Augustine, FL 32084

Call to order:

Acknowledge Anti-Trust Statement and Conflict of Interest Statement

Roll Call:

Public Comments:

Agenda Items

1. Approval of April 2025 Minutes – VCB Board of Directors
2. President's Report – Susan Phillips
 - a. Primary Metrics & Departmental Reports – Susan Phillips & VCB Directors
3. Financial Reports – Dave Chatterton
4. April & May 2025 Advertising/Media Report – Susan Phillips
5. May 2025 State of the Tourism Industry Recap – Susan Phillips
6. Distribution of FY2026 Marketing Plan – Susan Phillips

Committee Reports:

Leisure Sales Committee – Cindy Stavely or Evelyn Lopez-Kelley

Conference Sales Committee – Jennifer Jenkins

Government Liaisons' Comments:

St. Johns County Board of County Commissioners: Commissioner Ann Taylor

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

City of St. Augustine Beach: Commissioner Don Somora

Ex-officio Comments:

St. Johns County Chamber of Commerce: Isabelle Renault

St. Johns County Cultural Council: Jeff Potts

New Business:

1. VCB Annual Meeting (September 2025) Location Approval – Charlie Robles

Old Business:

1. Update on VCB Board Nomination Process – Chair Charlie Robles

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% | \$ - | | \$ - | | \$ - | | \$ - | | \$ - | | \$ 292,945,129.66 | -0.2% |
| EXEMPT RECEIPTS | -\$1,216,631.49 | -13.2% | \$ - | | \$ - | | \$ - | | \$ - | | \$ - | | \$ (10,216,585.46) | |
| TAXABLE RECEIPTS | \$ 44,615,776.40 | 3.3% | \$ - | | \$ - | | \$ - | | \$ - | | \$ - | | \$282,728,544.20 | |
| TOTAL TAX COLLECTED | \$ 2,230,788.82 | 3.3% | \$ - | | \$ - | | \$ - | | \$ - | | \$ - | | \$14,136,427.21 | -0.4% |
| ADJUSTMENTS | \$ - | | | | | | | | | | | | | |
| TOTAL TAX DUE | \$ 2,230,788.82 | 3.3% | \$ - | | \$ - | | \$ - | | \$ - | | \$ - | | \$14,136,427.21 | |
| LESS COLLECTION ALLOWANCE | -\$17,304.41 | | \$ - | | \$ - | | \$ - | | \$ - | | \$ - | | \$ (105,664.90) | |
| PLUS PENALTY | \$34,585.66 | | \$ - | | \$ - | | \$ - | | \$ - | | \$ - | | \$115,982.01 | |
| PLUS INTEREST | \$957.88 | | \$ - | | \$ - | | \$ - | | \$ - | | \$ - | | \$4,475.05 | |
| TOTAL AMOUNT REMITTED | \$ 2,249,027.95 | 4.5% | \$ - | | \$ - | | \$ - | | \$ - | | \$ - | | \$14,151,219.37 | |
| LESS TAX COLLECTOR & CLERK | \$ (44,980.56) | 4.5% | \$ - | | \$ - | | \$ - | | \$ - | | \$ - | | \$ (283,024.39) | |
| NET TO TDC | \$ 2,204,047.39 | 4.5% | \$ - | | \$ - | | \$ - | | \$ - | | \$ - | | \$13,868,194.98 | -0.1% |

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 | | | | | | | | | | | | |
| JUN | | | | | | | | | | | | |
| JUL | | | | | | | | | | | | |
| AUG | | | | | | | | | | | | |
| SEP | | | | | | | | | | | | |
| FY YTD | \$ 4,658,522 | | | \$ 2,448,920 | | | \$ 5,916,068 | | | \$ 224,206 | | |

| | 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 | | | | | | | | | | | |
| JUN | | | | | | | | | | | |
| JUL | | | | | | | | | | | |
| AUG | | | | | | | | | | | |
| SEP | | | | | | | | | | | |
| FY YTD | \$ 698,365 | | | \$ 122,692 | | | | \$ 82,446 | | | \$ 14,151,219 |

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 | | | | | | | | | |
| June | | | | | | | | | |
| July | | | | | | | | | |
| August | | | | | | | | | |
| 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 | | | | | | | |
| June | | | | | | | |
| July | | | | | | | |
| August | | | | | | | |
| September | | | | | | | |
| Total | | | | | | | \$14,151,219.37 |



VCB INDUSTRY EMAIL STATISTICS MAY 2025

| Time Sent ↑ | Campaign Name | Sends | Opens | Clicks | Bounces | Unsubscribes |
|--------------------------------|---|-------|------------|-----------|----------|--------------|
| Mon, May 5, 2025, 1:53 PM | THIS WEEK,5-5-2025 | 904 | 427 48% | 36 4% | 7 1% | 1 1% |
| Tue, May 6, 2025, 11:51 AM | Fish Tournament Season is Florida's Historic Coast with Year-Round Tournaments | 1,373 | 592 43% | 23 2% | 12 1% | 0 0% |
| Wed, May 7, 2025, 10:11 AM | No Tickets, No Hassle, Just Fun with Sunkissed Staycations | 1,422 | 568 40% | 28 2% | 12 1% | 0 0% |
| Wed, May 7, 2025, 10:19 AM | 2025 STI evite - 5 | 479 | 241 51% | 16 3% | 3 1% | 0 0% |
| Mon, May 12, 2025, 9:20 AM | THIS WEEK, 5-12-2025 | 1,090 | 468 43% | 39 4% | 7 1% | 0 0% |
| Tue, May 13, 2025, 10:17 AM | VCB Social 5-28 - 33 Speakeasy by Odd Birds - 1 | 367 | 204 56% | 37 10% | 1 1% | 0 0% |
| Mon, May 19, 2025, 9:16 AM | THIS WEEK, 5-19-2025 | 694 | 316 46% | 38 6% | 10 1% | 0 0% |
| Tue, May 20, 2025, 10:10 AM | Social Media Seminar - June 12 - 1 | 496 | 243 50% | 21 4% | 9 2% | 0 0% |
| Wed, May 21, 2025, 10:07 AM | 2025 Group & Meeting Guide announcement - 1 | 471 | 241 52% | 35 8% | 8 2% | 0 0% |
| Mon, May 26, 2025, 8:18 AM | THIS WEEK, 5-26-2025 | 701 | 335 48% | 34 5% | 10 1% | 0 0% |
| Wed, May 28, 2025, 10:10 AM | Social Media Seminar - June 12 - 2 | 499 | 236 47% | 14 3% | 1 1% | 0 0% |

Email Performance

Opt-in Subscribers

37,737

MESSAGES SENT

21%

CTOR

645

SESSIONS

0:02:39

AVG. SESSION
DURATION

Other Source Subscribers

161,665

MESSAGES SENT

42%

CTOR

344

SESSIONS

0:02:42

AVG. SESSION
DURATION

St. Johns County Visitors & Convention Bureau

Call Center Statistics

May 1 - May 31, 2025

| | |
|-----------------------|--------|
| Total Calls Received: | 93 |
| Total Call Minutes: | 357 |
| Average Answer Time: | 16 sec |
| Brochures Ordered: | 22 |

St. Johns County Visitors & Convention Bureau

Requests By Guide

May 1 - May 31, 2025

| <u>Guide</u> | <u># of Requests</u> |
|-----------------------------|----------------------|
| St Augustine Travel Planner | 1031 |
| <u>GRAND TOTAL</u> | <u>1031</u> |

St. Johns County Visitors & Convention Bureau

Requests By Source

May 1 - May 31, 2025

| <u>Guide</u> | <u># of Requests</u> |
|-----------------------------|----------------------|
| WebTraveler | 768 |
| 2024 Visit Florida Magazine | 1 |
| 2025 Visit Florida Magazine | 26 |
| Call Center | 22 |
| Spring Events Calendar | 214 |
| GRAND TOTAL | 1031 |

St. Johns County Visitors & Convention Bureau

Requests By State

May 1 - May 31, 2025

| <u>STATE</u> | <u># of Requests</u> | <u>%</u> |
|--------------|----------------------|----------|
| FL | 215 | 20.9% |
| GA | 85 | 8.2% |
| NY | 67 | 6.5% |
| SC | 65 | 6.3% |
| TX | 58 | 5.6% |
| IL | 47 | 4.6% |
| NC | 44 | 4.3% |
| NJ | 43 | 4.2% |
| OH | 39 | 3.8% |
| PA | 29 | 2.8% |
| CA | 27 | 2.6% |
| TN | 21 | 2.0% |
| KY | 20 | 1.9% |
| MI | 18 | 1.7% |
| VA | 18 | 1.7% |
| MO | 17 | 1.6% |
| AL | 16 | 1.6% |
| WI | 16 | 1.6% |
| IN | 15 | 1.5% |
| Foreign | 14 | 1.4% |
| LA | 14 | 1.4% |
| MD | 12 | 1.2% |
| MN | 12 | 1.2% |
| WA | 12 | 1.2% |
| MS | 11 | 1.1% |
| MA | 10 | 1.0% |
| AR | 8 | 0.8% |
| CT | 8 | 0.8% |
| IA | 8 | 0.8% |
| OK | 7 | 0.7% |
| AZ | 6 | 0.6% |
| CO | 6 | 0.6% |
| UT | 6 | 0.6% |
| WV | 6 | 0.6% |
| KS | 5 | 0.5% |
| DE | 4 | 0.4% |

| | | |
|--------------------|-------------|------|
| NM | 4 | 0.4% |
| NV | 4 | 0.4% |
| ME | 2 | 0.2% |
| NH | 2 | 0.2% |
| OR | 2 | 0.2% |
| AE | 1 | 0.1% |
| DC | 1 | 0.1% |
| MT | 1 | 0.1% |
| ND | 1 | 0.1% |
| NE | 1 | 0.1% |
| RI | 1 | 0.1% |
| SD | 1 | 0.1% |
| VT | 1 | 0.1% |
| GRAND TOTAL | 1031 | |

St. Johns County Visitors & Convention Bureau

Requests By Country

May 1 - May 31, 2025

| <u>COUNTRY</u> | <u># of Requests</u> | <u>%</u> |
|--------------------|----------------------|----------|
| USA | 1017 | 98.64% |
| Canada | 6 | 0.58% |
| Argentina | 1 | 0.10% |
| Australia | 1 | 0.10% |
| Brazil | 1 | 0.10% |
| France | 1 | 0.10% |
| Iran | 1 | 0.10% |
| Italy | 1 | 0.10% |
| United Kingdom | 1 | 0.10% |
| Uruguay | 1 | 0.10% |
| GRAND TOTAL | 1031 | |

St. Johns County Visitors & Convention Bureau

Have you visited our area before?

May 1 - May 31, 2025

| <u>Visit Before?</u> | <u>This month</u> | <u>Month %</u> | <u>YTD</u> | <u>YTD%</u> |
|--------------------------|-----------------------|----------------|------------|-------------|
| No | 17 | 77% | 78 | 77% |
| Yes | 5 | 23% | 23 | 23% |
| TOTAL | 22 | | 101 | |

St. Johns County Visitors & Convention Bureau

When do you plan to visit? (Month Year)

May 1 - May 31, 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 | 8% |
| Mar-25 | 0 | 0% | 11 | 11% |
| Apr-25 | 0 | 0% | 1 | 1% |
| May-25 | 0 | 0% | 3 | 3% |
| Jun-25 | 8 | 36% | 22 | 22% |
| Jul-25 | 3 | 14% | 8 | 8% |
| Aug-25 | 2 | 9% | 5 | 5% |
| Sep-25 | 3 | 14% | 9 | 9% |
| Oct-25 | 0 | 0% | 5 | 5% |
| Nov-25 | 3 | 14% | 6 | 6% |
| Dec-25 | 0 | 0% | 2 | 2% |
| Jan-26 | 0 | 0% | 0 | 0% |
| Feb-26 | 0 | 0% | 0 | 0% |
| Mar-26 | 0 | 0% | 0 | 0% |
| 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 | 3 | 14% | 21 | 21% |
| Unsure 2026 | 0 | 0% | 0 | 0% |
| TOTAL | 22 | | 101 | |

St. Johns County Visitors & Convention Bureau

How long do you plan to stay?

May 1 - May 31, 2025

| <u>Length of Stay</u> | <u>This</u> <u>month</u> | <u>Month %</u> | <u>YTD</u> | <u>YTD%</u> |
|-----------------------|-----------------------------|----------------|------------|-------------|
| 1 day | 0 | 0% | 1 | 1% |
| 2 days | 2 | 9% | 5 | 5% |
| 3 days | 4 | 18% | 22 | 22% |
| 1 week | 8 | 36% | 37 | 37% |
| 2 weeks | 3 | 14% | 7 | 7% |
| 3 weeks | 0 | 0% | 0 | 0% |
| 1 month | 0 | 0% | 1 | 1% |
| 2 months | 0 | 0% | 0 | 0% |
| 3 months | 0 | 0% | 0 | 0% |
| Don't know | 5 | 23% | 28 | 28% |
| TOTAL | 22 | | 101 | |

St. Johns County Visitors & Convention Bureau

How many people will be traveling in your party?

May 1 - May 31, 2025

| <u>Number of People</u> | <u>This</u> | | | |
|--------------------------------|---------------------|-----------------------|-------------------|--------------------|
| | <u>month</u> | <u>Month %</u> | <u>YTD</u> | <u>YTD%</u> |
| 1 | 0 | 0% | 2 | 2% |
| 2 | 11 | 50% | 36 | 36% |
| 3 | 3 | 14% | 11 | 11% |
| Four or more | 4 | 18% | 28 | 28% |
| Don't know | 4 | 18% | 24 | 24% |
| TOTAL | 22 | | 101 | |

St. Johns County Visitors & Convention Bureau

What type of accommodations are you interested in?

May 1 - May 31, 2025

| <u>Type</u> | <u>This</u> <u>month</u> | <u>Month %</u> | <u>YTD</u> | <u>YTD%</u> |
|--------------------|-----------------------------|----------------|------------|-------------|
| All | 12 | 55% | 80 | 79% |
| Hotel / Motel | 6 | 27% | 14 | 14% |
| Bed / Breakfast | 1 | 5% | 1 | 1% |
| Condo | 3 | 14% | 4 | 4% |
| RV | 0 | 0% | 1 | 1% |
| Single Family | 0 | 0% | 1 | 1% |
| Efficiency / Suite | 0 | 0% | 0 | 0% |
| TOTAL | 22 | | 101 | |