



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

VCB Board of Directors Meeting Packet
November 19, 2024 at 1:30 p.m.
Holiday Inn Express & Suites Vilano Beach
140 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
 November 19, 2024 1:30 pm
 Holiday Inn Express & Suites Vilano Beach
 (enter at restaurant on left side of building)
 140 Vilano Rd., St. Augustine, FL 32084

Call to order:

Acknowledge Anti-Trust Statement and Conflict of Interest Statement:

Roll Call:

Public Comments:

Agenda Items

1. Recognition of Commissioner Henry Dean - Past Chair Jason Kern & Chair Charlie Robles
2. Approval of October 2024 Minutes (vote required)
3. President’s Report – Susan Phillips
 - a. Primary Metrics & Departmental Reports – Susan Phillips & VCB Directors
4. October 2024 Financial Report – Dave Chatterton (vote required)
5. October 2024 Advertising/Media Report – Susan Phillips
6. Update on Partner Drops - Susan Phillips

Committee Reports:

Leisure Sales Committee Meeting – Cindy Stavely or Evelyn Lopez-Kelley

Conference Sales Committee Meeting – Jennifer Jenkins

Government Liaisons’ Comments:

St. Johns County Board of County Commissioners: Commissioner Henry Dean

City of St. Augustine: Commissioner Cynthia Garris/Melissa Wissel

City of St. Augustine Beach - Commissioner Don Samora

Ex-officio Comments:

St. Johns County Chamber of Commerce: Isabelle Renault/Bob Porter

St. Johns County Cultural Council: Brenda Swann

New Business:

1. Resolution required for update to Ameris Bank signature cards – Chair Charlie Robles
2. VCB 2025 State of the Tourism Industry discussion – Chair Charlie Robles & Susan Phillips
3. New member acquisition discussion – Chair Charlie Robles
4. Jacksonville hotelier as a VCB associate member discussion – Chair Charlie Robles

Old Business:

1. Advertising RFP/Advertising Contract Management Update – Chair Charlie Robles & Susan Phillips

Adjournment:

ST. JOHNS COUNTY TOURIST DEVELOPMENT TAX
FISCAL YEAR 2024

OCCUPANCY/REPORTING MONTH	OCT	% PY	NOV	% PY	DEC	% PY	JAN	% PY	FEB	% PY	MAR	% PY
GROSS RECEIPTS	\$32,488,036.16	4.3%	\$32,635,663.74	7.9%	\$ 44,077,420.28	10.8%	\$ 36,826,503.76	0.6%	\$ 42,186,914.73	2.5%	\$ 60,573,492.09	3.9%
EXEMPT RECEIPTS	-\$1,711,195.56	25.5%	-\$944,153.94	-22.3%	\$ (1,411,329.88)	2.5%	\$ (1,452,798.16)	-13.7%	\$ (1,321,518.73)	-2.0%	\$ (1,163,145.69)	-15.3%
TAXABLE RECEIPTS	\$ 30,776,840.60	3.4%	\$ 31,691,509.80	9.2%	\$ 42,666,090.40	11.1%	\$ 35,373,705.60	1.2%	\$ 40,865,396.00	2.6%	\$ 59,410,346.40	4.4%
TOTAL TAX COLLECTED	\$ 1,538,842.03	3.4%	\$ 1,584,575.49	9.2%	\$ 2,133,304.52	11.1%	\$ 1,768,685.28	1.2%	\$ 2,043,269.80	2.6%	\$ 2,970,517.32	4.4%
ADJUSTMENTS												
TOTAL TAX DUE	\$ 1,538,842.03	3.4%	\$ 1,584,575.49	9.2%	\$ 2,133,304.52	11.1%	\$ 1,768,685.28	1.2%	\$ 2,043,269.80	2.6%	\$ 2,970,517.32	4.4%
LESS COLLECTION ALLOWANCE	-\$11,256.36		-\$11,199.26		\$ (14,499.07)		\$ (12,862.90)		\$ (15,206.61)		\$ (21,269.03)	
PLUS PENALTY	\$5,781.01		\$12,597.73		\$ 13,103.77		\$ 10,835.79		\$ 6,913.68		\$ 13,068.14	
PLUS INTEREST	\$125.28		\$517.65		\$ 374.57		\$ 359.99		\$ 379.50		\$ 295.53	
TOTAL AMOUNT REMITTED	\$ 1,533,491.96	2.0%	\$ 1,586,491.61	9.5%	\$ 2,132,283.79	11.2%	\$ 1,767,018.16	1.4%	\$ 2,035,356.37	2.4%	\$ 2,962,611.96	4.5%
LESS TAX COLLECTOR & CLERK	\$ (30,669.84)	2.0%	\$ (31,729.83)	9.5%	\$ (42,645.68)	11.2%	\$ (35,340.36)	1.4%	\$ (40,707.13)	2.4%	\$ (59,252.24)	4.5%
NET TO TDC	\$ 1,502,822.12	2.0%	\$ 1,554,761.78	9.5%	\$ 2,089,638.11	11.2%	\$ 1,731,677.80	1.4%	\$ 1,994,649.24	2.4%	\$ 2,903,359.72	4.5%

	APR	% PY	MAY	% PY	JUNE	% PY	JULY	% PY	AUG	% PY	SEP	% PY	YTD
GROSS RECEIPTS	\$44,603,364.86	-12.8%	\$42,047,834.64	4.0%	\$48,720,085.01	1.3%	\$51,188,400.49	-5.9%	\$31,370,588.88	5.4%	\$25,475,858.10	-14.2%	\$ 492,194,162.74
EXEMPT RECEIPTS	-\$1,401,599.66	21.1%	-\$1,004,799.44	-32.2%	-\$2,739,042.21	62.0%	-\$1,670,738.29	19.5%	-\$1,415,188.08	32.1%	-\$1,740,330.90	31.1%	\$ (17,975,840.54)
TAXABLE RECEIPTS	\$ 43,201,765.20	-13.6%	\$ 41,043,035.20	5.4%	\$ 45,981,042.80	-0.9%	\$ 49,517,662.20	-6.5%	\$ 29,955,400.80	4.4%	\$ 23,735,527.20	-16.3%	\$474,218,322.20
TOTAL TAX COLLECTED	\$ 2,160,088.26	-13.6%	\$ 2,052,151.76	5.4%	\$ 2,299,052.14	-0.9%	\$ 2,475,883.11	-6.5%	\$ 1,497,770.04	4.4%	\$ 1,186,776.36	-16.3%	\$23,710,916.11
ADJUSTMENTS	0												
TOTAL TAX DUE	\$ 2,160,088.26	-13.6%	\$ 2,052,151.76	5.4%	\$ 2,299,052.14	-0.9%	\$ 2,475,883.11	-6.5%	\$ 1,497,770.04	4.4%	\$ 1,186,776.36	-16.3%	\$21,411,863.97
LESS COLLECTION ALLOWANCE	-\$15,734.65		-\$15,593.70		-\$20,517.69		-\$21,869.84		-\$13,247.18		-\$10,465.23		\$ (183,721.52)
PLUS PENALTY	\$7,667.76		\$10,079.70		\$15,186.69		\$8,293.18		\$12,770.94		\$9,650.62		\$125,949.01
PLUS INTEREST	\$274.62		\$256.76		\$553.65		\$322.37		\$607.56		\$286.27		\$4,353.75
TOTAL AMOUNT REMITTED	\$ 2,152,295.99	-13.5%	\$ 2,046,894.52	5.6%	\$ 2,294,274.79	-0.7%	\$ 2,462,628.82	-6.6%	\$ 1,497,901.36	4.4%	\$ 1,186,248.02	-16.5%	\$23,657,497.35
LESS TAX COLLECTOR & CLERK	\$ (43,045.92)	-13.5%	\$ (40,937.89)	5.6%	\$ (45,885.50)	-0.7%	\$ (49,252.58)	-6.6%	\$ (29,958.03)	4.4%	\$ (23,724.96)	-16.5%	\$ (473,149.95)
NET TO TDC	\$ 2,109,250.07	-13.5%	\$ 2,005,956.63	5.6%	\$ 2,248,389.29	-0.7%	\$ 2,413,376.24	-6.6%	\$ 1,467,943.33	4.4%	\$ 1,162,523.06	-16.5%	\$23,184,347.40

FY 2024 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE
ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

FY2024	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	\$458,785.26	29.9%	10.4%	\$346,735.47	22.6%	-3.1%	\$598,594.10	39.0%	2.6%	\$21,514.87	1.4%	13.5%
NOV	\$423,126.90	26.7%	1.4%	\$314,505.09	19.8%	15.5%	\$719,780.00	45.4%	16.3%	\$29,354.81	1.9%	20.5%
DEC	\$628,926.94	29.5%	16.3%	\$272,734.53	12.8%	-9.8%	\$1,071,943.43	50.3%	18.6%	\$23,732.91	1.1%	-24.2%
JAN	\$573,896.91	32.5%	-2.2%	\$300,487.45	17.0%	5.1%	\$738,881.66	41.8%	4.3%	\$40,059.75	2.3%	1.2%
FEB	\$701,438.41	34.5%	-1.5%	\$377,805.70	18.6%	2.6%	\$785,933.94	38.6%	7.4%	\$41,194.76	2.0%	2.6%
MAR	\$1,057,288.74	35.7%	8.9%	\$643,142.66	21.7%	7.3%	\$1,065,916.32	36.0%	-0.2%	\$27,850.75	0.9%	12.8%
APR	\$750,688.08	34.9%	-21.4%	\$466,336.04	21.7%	-10.1%	\$785,190.44	36.5%	-5.6%	\$18,803.06	0.9%	-67.4%
MAY	\$703,253.57	34.4%	-0.7%	\$467,851.99	22.9%	21.0%	\$735,947.33	36.0%	4.6%	\$18,310.61	0.9%	-31.6%
JUN	\$1,101,863.27	48.0%	6.8%	\$379,891.90	16.6%	-9.1%	\$688,057.00	30.0%	-3.9%	\$26,852.80	1.2%	-3.7%
JUL	\$1,099,610.73	44.7%	-11.2%	\$479,198.70	19.5%	2.6%	\$736,363.50	29.9%	-7.8%	\$20,581.09	0.8%	-19.7%
AUG	\$567,500.34	37.9%	1.8%	\$276,619.01	18.5%	2.5%	\$537,126.12	35.9%	7.3%	\$22,253.30	1.5%	26.5%
SEP	\$402,861.51	34.0%	-15.6%	\$243,207.09	20.5%	-17.1%	\$447,515.92	37.7%	-17.9%	\$11,826.08	1.0%	-32.5%
FY YTD	\$ 8,469,241			\$ 4,568,516			\$ 8,911,250			\$ 302,335		

	WGV + west of I95			I95&SR16 + Palencia			Other			TOTAL	
	32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95	OTHER	% TTL		+/- PY
OCT	\$90,336.88	5.9%	-15.1%	\$11,063.05	0.7%	-24.2%	6.6%	\$6,462.33	0.4%	12.1%	\$ 1,533,491.96
NOV	\$81,116.49	5.1%	-13.0%	\$13,675.00	0.9%	-6.8%	6.0%	\$4,933.31	0.3%	-38.4%	\$ 1,586,491.60
DEC	\$107,424.60	5.0%	1.7%	\$17,548.50	0.8%	-7.0%	5.9%	\$9,972.88	0.5%	-29.6%	\$ 2,132,283.79
JAN	\$86,479.78	4.9%	-13.2%	\$14,326.45	0.8%	-12.3%	5.7%	\$12,886.16	0.7%	121.0%	\$ 1,767,018.16
FEB	\$104,764.89	5.1%	-7.0%	\$16,668.54	0.8%	7.6%	6.0%	\$7,550.13	0.4%	-1.6%	\$ 2,035,356.37
MAR	\$139,048.70	4.7%	0.8%	\$19,411.47	0.7%	-25.7%	5.3%	\$9,953.32	0.3%	7.4%	\$ 2,962,611.96
APR	\$107,804.93	5.0%	8.8%	\$15,496.40	0.7%	-14.4%	5.7%	\$7,977.04	0.4%	-13.7%	\$ 2,152,295.99
MAY	\$97,939.81	4.8%	8.1%	\$15,198.44	0.7%	7.8%	5.5%	\$8,392.77	0.4%	3.9%	\$ 2,046,894.52
JUN	\$87,716.53	3.8%	-5.9%	\$2,125.78	0.1%	-86.6%	3.9%	\$7,767.51	0.3%	-3.3%	\$ 2,294,274.79
JUL	\$79,299.79	3.2%	-9.8%	\$25,010.09	1.0%	153.0%	4.2%	\$22,564.92	0.9%	139.9%	\$ 2,462,628.82
AUG	\$77,353.74	5.2%	2.4%	\$10,602.63	0.7%	44.1%	5.9%	\$6,446.22	0.4%	4.6%	\$ 1,497,901.36
SEP	\$66,701.48	5.6%	-13.1%	\$8,704.23	0.7%	33.4%	6.4%	\$5,431.71	0.5%	18.8%	\$ 1,186,248.02
FY YTD	\$ 1,125,988			\$ 169,831				\$ 110,338			\$ 23,657,497

FY2024 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

OCC. MNTH	H/M	%	PV+-	Condo	%	PV+-	Apts	%	PV+-
October	\$965,713.21	63.0%	-0.1%	\$174,758.10	11.4%	3.3%	\$290,978.14	19.0%	6.4%
November	\$996,715.32	62.8%	7.2%	\$140,001.45	8.8%	-4.9%	\$324,584.74	20.5%	18.2%
December	\$1,342,883.84	63.0%	6.7%	\$216,882.95	10.2%	9.8%	\$417,240.38	19.6%	29.4%
2024 January	\$971,674.24	55.0%	-0.4%	\$282,359.02	16.0%	4.9%	\$360,583.11	20.4%	10.2%
February	\$1,152,962.35	56.6%	-0.6%	\$338,312.47	16.6%	-1.2%	\$390,867.16	19.2%	17.3%
March	\$1,679,403.86	56.7%	-2.6%	\$499,274.57	16.9%	28.4%	\$626,604.29	21.2%	19.0%
April	\$1,278,084.51	59.4%	-7.2%	\$317,376.14	14.7%	-26.9%	\$428,365.25	19.9%	-13.1%
May	\$1,184,491.16	57.9%	4.6%	\$287,980.10	14.1%	-5.3%	\$464,876.43	22.7%	23.0%
June	\$1,023,829.29	44.6%	-8.3%	\$595,813.32	26.0%	6.8%	\$563,602.73	24.6%	10.4%
July	\$1,124,347.49	45.7%	-8.0%	\$580,432.07	23.6%	-13.0%	\$670,701.33	27.2%	5.7%
August	\$783,233.97	52.3%	-1.4%	\$245,015.26	16.4%	-0.5%	\$391,307.46	26.1%	21.7%
September	\$703,149.39	59.3%	-15.9%	\$164,201.84	13.8%	-14.9%	\$258,746.15	21.8%	-14.3%

OCC. MNTH	Camp	%	PV+-	B&B	%	PV+-	TOTAL
October	\$45,875.33	3.0%	-8.3%	\$56,167.18	3.7%	29.0%	\$ 1,533,491.96
November	\$58,556.22	3.7%	20.2%	\$66,633.88	4.2%	37.4%	\$ 1,586,491.61
December	\$51,422.75	2.4%	-2.7%	\$103,853.87	4.9%	20.6%	\$ 2,132,283.79
2024 January	\$81,619.84	4.6%	-16.0%	\$70,781.95	4.0%	-4.3%	\$ 1,767,018.16
February	\$82,319.67	4.0%	-1.9%	\$70,894.72	3.5%	3.4%	\$ 2,035,356.37
March	\$72,277.50	2.4%	-0.5%	\$85,051.74	2.9%	-31.4%	\$ 2,962,611.96
April	\$59,282.56	2.8%	-40.9%	\$69,187.53	3.2%	-18.4%	\$ 2,152,295.99
May	\$50,382.28	2.5%	-18.8%	\$59,164.55	2.9%	-4.5%	\$ 2,046,894.52
June	\$61,902.41	2.7%	-3.0%	\$49,127.04	2.1%	-20.8%	\$ 2,294,274.79
July	\$44,108.01	1.8%	-24.8%	\$43,039.92	1.7%	-19.9%	\$ 2,462,628.82
August	\$43,219.90	2.9%	12.5%	\$35,124.77	2.3%	3.1%	\$ 1,497,901.36
September	\$24,852.30	2.1%	-36.9%	\$35,298.34	3.0%	-30.9%	\$ 1,186,248.02



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

VCB INDUSTRY EMAIL STATISTICS OCTOBER 2024

Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
Tue, Oct 29, 2024, 1:06 PM	PartnerCom 10-25-24	483	242 51%	24 5%	5 1%	0 0%
Tue, Oct 29, 2024, 10:29 AM	VCB Social 10/20 Home2 Suites - 3	485	190 40%	6 1%	5 1%	0 0%
Mon, Oct 28, 2024, 9:49 AM	THIS WEEK, 10-28-2024	910	383 42%	31 3%	7 1%	0 0%
Tue, Oct 22, 2024, 11:04 AM	VCB Social 10/20 Home2 Suites - 2	474	209 44%	10 2%	3 1%	0 0%
Mon, Oct 21, 2024, 8:55 AM	THIS WEEK, 10-21-2024	929	362 40%	19 2%	13 1%	0 0%
Tue, Oct 15, 2024, 8:47 AM	VCB Social 10/20 Home2 Suites - 1	481	224 47%	21 4%	7 1%	2 1%
Mon, Oct 14, 2024, 11:45 AM	FHC Opens Its Hearts to Floridians Impacted by Hurricane Milton	1,415	662 47%	127 9%	17 1%	1 1%
Mon, Oct 14, 2024, 8:34 AM	THIS WEEK, 10-14-2024	933	408 44%	32 3%	11 1%	0 0%
Fri, Oct 11, 2024, 8:15 AM	FHC We Are Here For You Campaign	416	186 45%	24 6%	6 1%	0 0%
Mon, Oct 7, 2024, 1:55 PM	Must-Do Experiences Video Playlist	1,373	595 44%	76 6%	15 1%	1 1%
Fri, Oct 4, 2024, 9:47 AM	Florida's Historic Coast New AI Know-It-All Assistant	1,445	607 43%	59 4%	22 2%	0 0%
Tue, Oct 1, 2024, 3:44 PM	It's Not too LAte to sign up for the Virtual Hispanic Media Webinar	438	240 55%	43 10%	5 1%	0 0%

Email Performance

Opt-in Subscribers

34,905

MESSAGES SENT

47%

CTOR

1,756

SESSIONS

04:18

AVG. SESSION
DURATION

Other Source Subscribers

194,140

MESSAGES SENT

48%

CTOR

1,152

SESSIONS

04:39

AVG. SESSION
DURATION

St. Johns County Visitors & Convention Bureau

Call Center Statistics

October 1 - October 31, 2024

Total Calls Received:	44
Total Call Minutes:	157.5
Average Answer Time:	364
Brochures Ordered:	5

St. Johns County Visitors & Convention Bureau

Requests By Guide

October 1 - October 31, 2024

<u>Guide</u>	<u># of Requests</u>
St Augustine Travel Planner	717
<u>GRAND TOTAL</u>	<u>717</u>

St. Johns County Visitors & Convention Bureau

Requests By Source

October 1 - October 31, 2024

<u>Guide</u>	<u># of Requests</u>
WebTraveler	358
2023 Visit Florida Magazine	4
2024 Visit Florida Magazine	80
Call Center	5
Nights of Lights	270
<u>GRAND TOTAL</u>	<u>717</u>

St. Johns County Visitors & Convention Bureau

Requests By State

October 1 - October 31, 2024

<u>STATE</u>	<u># of Requests</u>	<u>%</u>
FL	245	34.2%
GA	39	5.4%
SC	35	4.9%
PA	32	4.5%
OH	27	3.8%
MI	25	3.5%
NC	23	3.2%
NY	23	3.2%
TN	22	3.1%
MN	19	2.6%
Foreign	18	2.5%
IL	18	2.5%
TX	16	2.2%
MA	15	2.1%
NJ	13	1.8%
WI	13	1.8%
AL	12	1.7%
IN	11	1.5%
CT	9	1.3%
MO	9	1.3%
VA	9	1.3%
MD	8	1.1%
OK	8	1.1%
AZ	6	0.8%
CA	6	0.8%
KY	6	0.8%
LA	6	0.8%
IA	5	0.7%
ME	5	0.7%
CO	4	0.6%
MS	4	0.6%
PR	4	0.6%
AR	3	0.4%
KS	3	0.4%
NH	3	0.4%
DE	2	0.3%

NE	2	0.3%
VT	2	0.3%
WA	2	0.3%
WV	2	0.3%
NM	1	0.1%
RI	1	0.1%
WY	1	0.1%
GRAND TOTAL	717	

St. Johns County Visitors & Convention Bureau

Requests By Country

October 1 - October 31, 2024

<u>COUNTRY</u>	<u># of Requests</u>	<u>%</u>
USA	699	97.49%
Canada	11	1.53%
United Kingdom	4	0.56%
Argentina	1	0.14%
Guernsey	1	0.14%
Italy	1	0.14%
<u>GRAND TOTAL</u>	<u>717</u>	

St. Johns County Visitors & Convention Bureau

Have you visited our area before?

October 1 - October 31, 2024

<u>Visit Before?</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
No	2	40%	217	61%
Yes	3	60%	140	39%
TOTAL	5		357	

St. Johns County Visitors & Convention Bureau

When do you plan to visit? (Month Year)

October 1 - October 31, 2024

<u>When Visiting?</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
Jan-24	0	0%	2	1%
Feb-24	0	0%	24	7%
Mar-24	0	0%	40	11%
Apr-24	0	0%	34	10%
May-24	0	0%	39	11%
Jun-24	0	0%	33	9%
Jul-24	0	0%	30	8%
Aug-24	0	0%	15	4%
Sep-24	0	0%	21	6%
Oct-24	0	0%	31	9%
Nov-24	1	20%	16	4%
Dec-24	3	60%	21	6%
Jan-25	0	0%	1	0%
Feb-25	0	0%	3	1%
Mar-25	1	20%	5	1%
Apr-25	0	0%	2	1%
May-25	0	0%	5	1%
Jun-25	0	0%	2	1%
Jul-25	0	0%	0	0%
Aug-25	0	0%	1	0%
Sep-25	0	0%	0	0%
Oct-25	0	0%	0	0%
Nov-25	0	0%	0	0%
Dec-25	0	0%	1	0%
Unsure 2024	0	0%	28	8%
Unsure 2025	0	0%	3	1%
TOTAL	5		357	

St. Johns County Visitors & Convention Bureau

How long do you plan to stay?

October 1 - October 31, 2024

<u>Length of Stay</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1 day	0	0%	8	2%
2 days	0	0%	41	11%
3 days	1	20%	97	27%
1 week	2	40%	139	39%
2 weeks	1	20%	8	2%
3 weeks	0	0%	6	2%
1 month	0	0%	3	1%
2 months	0	0%	2	1%
3 months	0	0%	0	0%
Don't know	1	20%	53	15%
TOTAL	5		357	

St. Johns County Visitors & Convention Bureau

How many people will be traveling in your party?

October 1 - October 31, 2024

<u>Number of People</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1	0	0%	12	3%
2	2	40%	162	45%
3	0	0%	33	9%
Four or more	3	60%	106	30%
Don't know	0	0%	44	12%
TOTAL	5		357	

St. Johns County Visitors & Convention Bureau

What type of accommodations are you interested in?

October 1 - October 31, 2024

<u>Type</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
All	5	100%	293	82%
Hotel / Motel	0	0%	49	14%
Bed / Breakfast	0	0%	8	2%
Condo	0	0%	4	1%
RV	0	0%	2	1%
Single Family	0	0%	1	0%
Efficiency / Suite	0	0%	0	0%
TOTAL	5		357	