



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

VCB Board of Directors Meeting Packet
Wednesday, November 19, 2025
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, 2025 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. Approval of October 2025 Minutes (vote required)
2. President's Report – Susan Phillips
 - a. Primary Metrics & Departmental Reports – Susan Phillips
3. October 2025 Financial Report – Sam Palmer (vote required)
4. October 2025 Advertising/Media Report – Susan Phillips
5. Update on Partner Renewals - Susan Phillips

Committee Reports:

Leisure Sales Committee Meeting – Craig Schoninger

Conference Sales Committee Meeting – Craig Schoninger

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 Samora

Ex-officio Comments:

St. Johns County Chamber of Commerce: Isabelle Renault

St. Johns County Cultural Council: Jeff Potts

New Business:

1. Resolution required for update to Ameris Bank signature cards – 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%	\$ 27,907,495.84	9.5%	\$ 488,054,650.21	-1%
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%	\$ (1,057,862.64)	-39.2%	\$ (15,736,801.21)	
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%	\$ 26,849,633.20	13.1%	\$472,317,849.00	
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%	\$ 1,342,481.66	13.1%	\$23,615,892.45	-0.4%
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%	\$ 1,342,481.66	13.1%	\$21,372,711.22	
LESS COLLECTION ALLOWANCE	-\$17,304.41		-\$16,387.64		-\$21,324.22		-\$22,731.79		-\$15,648.31		\$ (10,944.62)		\$ (192,701.48)	
PLUS PENALTY	\$34,585.66		\$17,981.33		\$19,042.02		\$ 8,135.49		\$ 9,840.68		\$ 20,123.82		\$191,105.35	
PLUS INTEREST	\$957.88		\$452.32		\$605.94		\$ 442.33		\$ 429.01		\$ 281.71		\$6,686.36	
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%	\$ 1,351,942.57	14.0%	\$23,620,982.68	-0.2%
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%	\$ (27,038.86)	14.0%	\$ (472,419.67)	
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%	\$ 1,324,903.71	14.0%	\$23,148,563.01	-0.2%

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	\$409,192.76	30.3%	-27.9%	\$218,351.04	16.2%	-21.1%	\$631,968.12	46.7%	17.7%	\$22,270.82	1.6%	0.1%
FY YTD	\$ 8,526,224			\$ 4,031,592			\$ 9,313,385			\$ 363,196		

	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	\$58,207.77	4.3%	-24.8%	\$7,439.44	0.6%	-29.8%	4.9%	\$4,512.62	0.3%	-30.0%	\$ 1,351,942.57
FY YTD	\$ 1,089,287			\$ 176,125				\$ 121,173			\$ 23,620,982

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	\$35,365.23	2.6%	42.3%	\$36,925.79	2.7%	4.6%	\$1,351,942.57
Total							\$23,620,982.68



VCB INDUSTRY EMAIL STATISTICS OCTOBER 2025

Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
Tue, Oct 28, 2025, 12:38 PM	Feast, Give Thanks, & Explore Florida's Historic Coast this Thanksgiving	1,412	574 42%	26 2%	32 2%	0 0%
Tue, Oct 28, 2025, 10:01 AM	VCB Social 1 - Christmas Market	393	193 50%	29 8%	10 3%	0 0%
Mon, Oct 27, 2025, 8:45 AM	THIS WEEK 10-27-25	887	470 54%	81 9%	18 2%	1 1%
Tue, Oct 21, 2025, 10:06 AM	NOL Business Coalition mtg	502	296 60%	6 1%	8 2%	0 0%
Mon, Oct 20, 2025, 9:13 AM	THIS WEEK 10-20-25	920	459 51%	106 12%	12 1%	0 0%
Wed, Oct 15, 2025, 1:11 PM	New Mobile App for St. Augustine's Nights of Lights	1,412	654 47%	70 5%	26 2%	1 1%
Tue, Oct 14, 2025, 10:15 AM	NOL KBYG campaign business fyi	754	345 46%	9 1%	12 2%	0 0%
Mon, Oct 13, 2025, 8:53 AM	THIS WEEK 10-13-25	867	445 52%	48 6%	12 1%	0 0%
Thu, Oct 9, 2025, 11:36 AM	St. Augustine Named One of Top 10 Small Cities in the United States	1,345	580 44%	36 3%	23 2%	0 0%
Tue, Oct 7, 2025, 10:09 AM	PartnerCom week of 9-8-25	496	250 51%	16 3%	9 2%	0 0%
Mon, Oct 6, 2025, 9:49 AM	THIS WEEK 10-6-25	882	441 51%	56 6%	10 1%	0 0%

Key Takeaways:

AI Visibility:

- LLM Sessions: **+5% MoM**
- AI Overview: 433 citations
- ChatGPT: 43 citations

Traffic Performance:

Overall sessions decreased **43% YoY**, driven primarily by:

- google / cpc (-72%)
- google / organic (-14%)
- m.facebook.com / referral (-88%)

Top Partners:

- Embassy Suites by Hilton St. Augustine Beach Oceanfront Resort (**+244%**)
- Bayfront Inn (**+543%**)
- Asado Life (**+119%**)

Top Landing Pages:

- /nights-lights/ (**+59%**), *optimized in October*, first AIO citation for keyword "st augustine christmas lights"
- /events/ (**+45%**)
- /events/holidays/christmas (**+11%**)

Top Markets:

- Jacksonville: **+4%**
- Gainesville: **+35%**
- Tallahassee: **+58%**

Email Performance

Total Subscribers: 272,963

Opt-In Email:

- **Messages Sent:** 41,671
- **CTOR:** 25%
- **Visit to Website:** 1,466
- **Length of Visit:** 0:04:32

Other Source Subscribers Email:

- **Messages Sent:** 163,883
- **CTOR:** 38%
- **Visit to Website:** 750
- **Length of Visit:** 0:03:30

Tasks Completed in October:

- **Optimize:** Christmas Holiday page
- **Enhance:** Thanksgiving Dining blog
- **Optimize:** Nights of Lights page

Upcoming Tasks:

November:

- **Optimize:** Nights of Lights Shuttle page
- **Enhance:** Holiday Shopping blog
- **Enhance:** Offbeat blog

December:

- **Optimize:** New Years Eve page
- **Optimize:** Whats Open for Christmas blog
- **Enhance:** Best Beaches blog



Executive Summary



GA4 Performance



GSC Performance



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST

St. Johns County Visitors & Convention Bureau

Call Center Statistics

October 1 - October 31, 2025

Total Calls Received:	121
Total Call Minutes:	458.5
Average Answer Time:	11
Brochures Ordered:	19

St. Johns County Visitors & Convention Bureau

Requests By Guide

October 1 - October 31, 2025

<u>Guide</u>	<u># of Requests</u>
St Augustine Travel Planner	827
<u>GRAND TOTAL</u>	<u>827</u>

St. Johns County Visitors & Convention Bureau

Requests By Source

October 1 - October 31, 2025

<u>Guide</u>	<u># of Requests</u>
WebTraveler	250
Nights of Lights	238
Summer Events Calendar	206
2025 Visit Florida Magazine	67
Catalog Only	44
Call Center	19
2024 Visit Florida Magazine	3
GRAND TOTAL	827

St. Johns County Visitors & Convention Bureau

Requests By State

October 1 - October 31, 2025

<u>STATE</u>	<u># of Requests</u>	<u>%</u>
FL	293	35.4%
IL	50	6.0%
GA	46	5.6%
NC	46	5.6%
SC	44	5.3%
NJ	33	4.0%
NY	29	3.5%
OH	25	3.0%
PA	25	3.0%
WI	23	2.8%
VA	19	2.3%
IN	18	2.2%
TX	16	1.9%
TN	15	1.8%
MI	14	1.7%
AL	10	1.2%
MD	10	1.2%
MO	9	1.1%
CA	8	1.0%
MN	8	1.0%
AZ	7	0.8%
Foreign	7	0.8%
ME	7	0.8%
CT	6	0.7%
MA	6	0.7%
OK	6	0.7%
AR	5	0.6%
KY	5	0.6%
LA	5	0.6%
MS	5	0.6%
CO	4	0.5%
DE	3	0.4%
KS	3	0.4%
WV	3	0.4%
IA	2	0.2%
ND	2	0.2%

NE	2	0.2%
NH	2	0.2%
NV	2	0.2%
ID	1	0.1%
PR	1	0.1%
UT	1	0.1%
VT	1	0.1%
GRAND TOTAL	827	

St. Johns County Visitors & Convention Bureau

Requests By Country

October 1 - October 31, 2025

<u>COUNTRY</u>	<u># of Requests</u>	<u>%</u>
USA	820	99.15%
Italy	3	0.36%
Argentina	1	0.12%
Canda	1	0.12%
France	1	0.12%
United Kingdom	1	0.12%
<u>GRAND TOTAL</u>	<u>827</u>	

St. Johns County Visitors & Convention Bureau

Have you visited our area before?

October 1 - October 31, 2025

<u>Visit Before?</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
No	10	53%	133	72%
Yes	9	47%	53	28%
TOTAL	19		186	

St. Johns County Visitors & Convention Bureau

When do you plan to visit? (Month Year)

October 1 - October 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	4%
Mar-25	0	0%	11	6%
Apr-25	0	0%	1	1%
May-25	0	0%	3	2%
Jun-25	0	0%	16	9%
Jul-25	0	0%	15	8%
Aug-25	0	0%	16	9%
Sep-25	0	0%	18	10%
Oct-25	1	5%	19	10%
Nov-25	2	11%	19	10%
Dec-25	8	42%	19	10%
Jan-26	2	11%	7	4%
Feb-26	1	5%	4	2%
Mar-26	3	16%	7	4%
Apr-26	1	5%	1	1%
May-26	1	5%	1	1%
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	0	0%	21	11%
Unsure 2026	0	0%	0	0%
TOTAL	19		186	

St. Johns County Visitors & Convention Bureau

How long do you plan to stay?

October 1 - October 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%	3	2%
2 days	3	16%	13	7%
3 days	6	32%	56	30%
1 week	7	37%	63	34%
2 weeks	0	0%	7	4%
3 weeks	0	0%	1	1%
1 month	1	5%	3	2%
2 months	0	0%	0	0%
3 months	1	5%	2	1%
Don't know	1	5%	38	20%
TOTAL	19		186	

St. Johns County Visitors & Convention Bureau

How many people will be traveling in your party?

October 1 - October 31, 2025

<u>Number of People</u>	<u>This</u>			
	<u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1	1	5%	12	6%
2	17	89%	86	46%
3	0	0%	15	8%
Four or more	1	5%	46	25%
Don't know	0	0%	27	15%
TOTAL	19		186	

St. Johns County Visitors & Convention Bureau

What type of accommodations are you interested in?

October 1 - October 31, 2025

<u>Type</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
All	17	89%	147	79%
Hotel / Motel	2	11%	23	12%
Bed / Breakfast	0	0%	4	2%
Condo	0	0%	6	3%
RV	0	0%	2	1%
Single Family	0	0%	2	1%
Efficiency / Suite	0	0%	2	1%
TOTAL	19		186	