



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

VCB Board of Directors Meeting Packet
February 27, 2024 at 1:30 pm
Hyatt Place Vilano Beach, 117 Vilano Rd.,
St. Augustine, FL 32084

PACKET CONTENTS

ANTI-TRUST & CONFLICT OF INTEREST STATEMENT	PAGE 1
AGENDA	PAGES 2-3
MINUTES FROM JANUARY 2024 MEETING	PAGES 4-9
FINANCIAL STATEMENTS	DISTRIBUTED AT THE MEETING
STR REPORT	DISTRIBUTED AT THE MEETING
TDC BED TAX COLLECTION REPORT	PAGE 10-12
INDUSTRY EMAIL BLAST STATS	PAGES 13
CONSUMER EMAIL BLAST STATS	PAGES 14 & 15
INQUIRY REPORT	PAGES 16-26



**ST. AUGUSTINE
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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
 February 27, 2024 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 January 2024 Minutes – VCB Board Members
2. VCB Strategic Plan Update – Dr. Zac Cole
3. President's Report – Susan Phillips
 - a. Primary Metrics & Departmental Reports – Susan Phillips & VCB Directors
4. Financial Reports – Charlie Robles
5. January 2024 Advertising/Media Reports – Susan Phillips
6. February 2024 Tourism Advisory Workshops Update – Susan Phillips
7. Tourism Employee of the Year Update – Susan Phillips
8. May 2024 State of the Tourism Industry (STI) Annual Event- Susan Phillips

Committee Reports:

Leisure Sales Committee – Cindy Stavely or Evelyn Lopez-Kelley

Conference Sales Committee Meeting – Jennifer Jenkins

Government Liaisons' Comments:

St. Johns County Board of County Commissioners: 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: Christina Parrish Stone

Northeast Florida Regional Airport: Jaime Topp

New Business:

Old Business:

Adjournment:



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

VCB Board of Directors Meeting Minutes
January 23, 2024 at 1:30 pm
Casa Monica Resort & Spa
95 Cordova Street, St. Augustine, FL 32084

Call to order: Chair Jason Kern at 1:35 p.m.

Acknowledge Anti-Trust Statement and Conflict of Interest Statement: Erin Masters

Roll Call: Erin Masters

Present: Jason Kern, Craig Schoninger, Cindy Stavely, Charles Robles, Virginia Whetstone, Lorna MacDonald, Commissioner Cynthia Garris, Melissa Wissel, Commissioner Henry Dean, Isabelle, Renault, and Christina Parrish Stone.

Absent: Shannon Dearin (excused), Dave Chatterton (excused), Vik Patel (excused), Commissioner Dylan Rumrell (excused), Bob Porter (excused), Tera Meeks, and Jaime Topp.

Staff: Susan Phillips, Erin Masters, and Cristina Pulido-Lopez

Others present: Dr. Zac Cole (Flagler College) and several of his tourism class members.

Public Comments: None

Agenda Items

1. Announcements and Welcome
 - a. VCB Chair Jason Kern stated that the newest addition to the VCB Board of Directors, Vik Patel, will join us at the January 2024 Board meeting.
 - b. Jason welcomed Dr. Zac Cole and several Flagler College students to the VCB Board meeting.
2. Approval of October 2023 Minutes
 - a. Motion to approve the October 2023 minutes was made by Craig Schoninger and seconded by Cindy Stavely. **Approved unanimously.**
3. President's Report – Susan Phillips
 - a. Primary Metrics – Susan Phillips

- i. Smith Travel Research for October 2023 Traditional Lodging reflects some improvements. Year-over-year, Occupancy is down -5.5%; ADR is up +2.7%; RevPAR is down -3.0%; Supply is up +1.8%; and Demand was down -3.8%. Susan commented on the fact that many comp set destinations are seeing similar, if not significantly greater, declines.
- ii. Key Data analytics for October 2023 reflects some upward trends. Year-over-year, Occupancy is up +7.0%; ADR is down -2.0%; RevPAL is up +5.0%; and Supply is up +17.0%.
- iii. Bed Tax Collections through September 2023 were up +4.2% year-over-year, with FYTD running +4.5% ahead of prior year.
- iv. Website performance continues to be strong for October 2023 with 158,297 visits (up +19%) and 9,261 referrals to partner listings.
 1. Top five landing pages were Nights of Lights; Events/Holidays/Christmas; Events/This Weekend in St. Augustine; Events/Holidays/Halloween; and, Things to Do Free.
 2. Top website sessions by city showed Jacksonville, Miami (+171% year-over-year), Atlanta, Orlando/Daytona (+15% year-over-year), and New York as the top origin cities for website traffic.
- v. The recently launched Hispanic (ViajaStAugustine.com) microsite had 1,130 visits with 3:56 average time on site, and a 68.67% engagement rate.
- vi. VIC visitation for October 2023 year-over-year was down at the Ponte Vedra VIC (-57.5%). The St. Augustine Downtown VIC was up (+13.1%), and the Jacksonville Airport VIC was up (+13.3%).
- vii. The October 2023 Partnership Report was down -1%, with several new partner restaurants expected to join mid fiscal year.
- viii. Social media's growth continued in October 2023. Facebook and Instagram reels are doing well with a +1.9% and +9.0% year-over-year increase in fans/followers, respectively. TikTok continues to perform well with our Millennial demographic with 564,000 total video views during this reporting period. YouTube continues to be strong with 459,729 views-to-date, an +8.5% year-over-year increase.
- ix. Publicity FYTD declined year-over-year by -26% for October 2023. We anticipate an increase in stories and coverage for the Nights of Lights season which will be included in November 2023 results.
- x. The VCB Sales Team's attendance at tradeshow in October 2023 resulted in 27 leads. For the October 2023 group leads, 52% were from the

southeast, 22% from the mid-west, 15% from the northeast, and 11% from the west.

- xi. October 2023 solicitations were up compared to goal (+7%).
- xii. Florida's First Coast of Golf's September 2023 business was up, with rooms and rounds up +14% each, year-over-year. Digital traffic was up +40% year-over-year and up +30% FYTD year-over-year.
- xiii. Susan provided high level comments regarding the following projects:
 - 1. New 30th anniversary Nights of Lights logo was shared with the City of St. Augustine, the St. Johns County Chamber, and Old Town Trolleys for use in Nights of Lights signage and holiday materials.
 - 2. The VCB hired a new social media coordinator (Kaycee Sapp) and has posted a new Research Manager position.
 - 3. Downs & St. Germain Research is working on an abbreviated economic impact study for the 30th annual Nights of Lights. They are also working on an updated destination economic impact study (last one was for the period ending June 2022).
 - 4. Congratulations to the town of Hastings for being designated as a Florida Main Street, in addition to hosting a very successful Thanksgiving weekend art show.
 - 5. Strategic development planning is in process with agency for digital and video to promote select B2B verticals (sports tourism, agri-tourism, weddings, off-the-beaten path, cultural travel) with end of 1Q2024 launch.
 - 6. Working with the St. Johns County legislative team to develop a St. Johns County destination pitch for the proposed first Florida Black History Museum.
 - 7. VCB Holiday Open House will be held at the VCB offices on Friday, December 8th from 1:00-4:00 p.m.
- 4. Financial Reports – Charles Robles
 - a. The October 2023 financials are pretty much as expected for the new fiscal year.
 - i. FYTD income through October 31, 2023 was \$565,346 actual against a \$1,017,882 budget (this was due to an invoice timing issue for the initial advertising payment; all subsequent SJC core service and advertising invoice payments are now current through November 2023).
 - ii. FYTD expenses for Administrative Overhead was \$81,632 against a \$89,687 budget or \$8,055 under budget (due to payroll timing/insurance savings from Medicare Part B premiums).

- iii. FYTD expenses for Promotional Expenses was \$131,912 against a \$205,657 budget or \$73,745 under budget (due to advertising invoice timing; however, brochure distribution, professional fees/research and tradeshow were over and will be closer to budget next month).
 - iv. **FYTD net income for October 2023 was \$351,802.**
 - b. Approval of October 2023 Financials
 - i. Motion to approve the October 2023 financials was made by Craig Schoninger and seconded by Jason Kern. **Approved unanimously.**
- 5. October 2023 Advertising/Media Report – Susan Phillips
 - a. October 2023 advertising consisted of:
 - i. Digital (Google Display, Google Paid Search, Tripadvisor, YouTube)
 - ii. Facebook/Instagram
 - iii. Villages Newcomers Guide (annual)
 - iv. VISIT FLORIDA Official Travel Guide
- 6. Update on Partner Drops – Susan Phillips
 - a. This year's partner drop list is down significantly from prior years. We have eight partners on the recommended drop list for non-payment: Agustin Inn, At Journey's End, Barney's Beach Service, Casa de Vino 57, Dog Rose Brewing Co, Hilton Garden Inn Ponte Vedra Beach, Historic Inn, and Victorian House Bed & Breakfast.
 - i. Motion to approve the recommended drop list for non-payment was made by Charles Robles and seconded by Virginia Whetstone. **Approved unanimously.**
- 7. VCB 2024 State of the Tourism Industry Meeting – Susan Phillips
 - a. The VCB's State of the Tourism Industry Meeting will be held on Friday, May 10th from 8:15 a.m.-11:00 a.m. at the Renaissance World Golf Village. Susan asked Chair Kern to appoint a small committee to assist with identifying a theme, keynote speaker, emcee, and Tourism Impact Award recipient. The committee will consist of Jason Kern, Cindy Stavelly, Melissa Wissel, Charles Robles, and Isabelle Renault.

Committee Reports:

Conference Sales Committee – William McBroom

- The Conference Sales Committee did not meet this past month (next meeting is December 13, 2023).

Leisure Sales Committee – Cindy Stavelly & Evelyn Lopez-Kelley

- Cindy advised that the Leisure Sales Committee discussed an event at the Sun City Center, the I-95 Welcome Center takeover, and the VCB Travel Agent Academy (Evelyn has created five chapters for this). Dr. Zac Cole noted that he would like for his class to beta-test the materials.

Government Liaisons' Comments:

St. Johns County Board of County Commissioners: Henry Dean

1. Commissioner Dean shared information about the FLUM (Future Land Use Map) which is part of the County's strategic planning process and comprehensive plan update to be finalized later this year. Information is available on the County's website.
2. He also provided details regarding a new water testing facility, the new Kehe Company food distribution center, and Home Again's new homeless facility on SR 16.

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

1. Commissioner Garris provided an update on the City of St. Augustine funding for Home Again as well as the new homeless day center on SR 207. She also provided information about Dining with Dignity relocating in February to a new location and an update on the Broudy's Parking Garage project which is now moving forward.

City of St. Augustine Beach: Commissioner Dylan Rumrell

Ex-officio Comments:

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

1. Isabelle Renault provided an update on the group of businesses serving on the County Comprehensive Plan Committee, which includes the tourism industry, to provide insight into the plans for St. Johns County's growth over the next 25 years. Susan Phillips is on this committee representing the tourism community.
2. Isabelle also gave a brief update on the Attainable Housing Coalition and asked everyone to join the coalition (flyers are available and the VCB will be sharing this in upcoming PartnerCom communications).

St. Johns Cultural Council: Christina Parrish Stone

1. Christina Parrish Stone shared updates regarding a Spanish language Cultural Guide and upcoming festivals.

2. The St. Johns Cultural Council will have a holiday open house on December 7th from 4:30-6:30 p.m. at the Waterworks.

Northeast Florida Regional Airport: Jaime Topp

New Business:

1. Presentation of New Ponte Vedra Wellness Website – Isabelle Renault
 - a. Isabelle provided background information about the history of the Ponte Vedra Naturally website which was part of the destination architect plan. She shared a presentation about the new Ponte Vedra Wellness website, which is linked from and to the VCB's website. The next focus for website content will be on development of Ponte Vedra arts and heritage (which will be included on the site).
2. VCB Strategic Plan Review Process – Dr. Zac Cole
 - a. Dr. Cole shared that the assessment phase will start in January 2024 with a 30-45 minute discussion and tourism destination survey with individual VCB Board members. February 2024 will be a ½ day workshop to identify priorities and focus moving forward. The final report will be presented at either the March or April 2024 VCB Board meeting.

Old Business:

1. None.

Adjournment: Meeting adjourned at 3:45 p.m.

The next VCB Board of Directors meeting will be at The Casa Monica Resort & Spa, St. Augustine on January 23, 2024.

ST. JOHNS COUNTY TOURIST DEVELOPMENT TAX
FISCAL YEAR 2023

OCCUPANCY/REPORTING MONTH	OCT	% PY	NOV	% PY	DEC	% PY	JAN	% PY	FEB	% PY	MAR	% PY
GROSS RECEIPTS	\$ 31,137,967.94	2.2%	\$ 30,249,583.62	1.2%	\$ 39,770,195.54	2.4%	\$ 36,620,019.99	29.0%	\$ 41,171,556.98	6.9%	\$ 58,300,569.55	7.7%
EXEMPT RECEIPTS	\$ (1,363,608.14)	25.2%	\$ (1,215,164.82)	32.2%	\$ (1,376,879.34)	39.1%	\$ (1,682,908.59)	73.9%	\$ (1,348,770.98)	21.1%	\$ (1,374,043.55)	10.6%
TAXABLE RECEIPTS	\$ 29,774,359.80	1.4%	\$ 29,034,418.80	0.2%	\$ 38,393,316.20	1.5%	\$ 34,937,111.40	27.4%	\$ 39,822,786.00	6.5%	\$ 56,926,526.00	7.7%
TOTAL TAX COLLECTED	\$ 1,488,717.99	1.4%	\$ 1,451,720.94	0.2%	\$ 1,919,665.81	1.5%	\$ 1,746,855.57	27.4%	\$ 1,991,139.30	6.5%	\$ 2,846,326.30	7.7%
ADJUSTMENTS												
TOTAL TAX DUE	\$ 1,488,717.99	1.4%	\$ 1,451,720.94	0.2%	\$ 1,919,665.81	1.5%	\$ 1,746,855.57	27.4%	\$ 1,991,139.30	6.5%	\$ 2,846,326.30	7.7%
LESS COLLECTION ALLOWANCE	\$ (8,866.53)	16.8%	\$ (10,684.24)	27.8%	\$ (12,152.24)	26.9%	\$ (11,826.94)	19.0%	\$ (13,380.51)	19.3%	\$ (18,394.21)	19.7%
PLUS PENALTY	\$ 21,987.69		\$ 7,459.65		\$ 9,402.27		\$ 7,576.59		\$ 9,712.55		\$ 7,590.32	
PLUS INTEREST	\$ 991.51		\$ 190.34		\$ 179.89		\$ 165.63		\$ 239.23		\$ 155.49	
TOTAL AMOUNT REMITTED	\$ 1,502,830.66	2.8%	\$ 1,448,686.69	0.6%	\$ 1,917,095.73	1.6%	\$ 1,742,770.85	27.5%	\$ 1,987,710.57	6.5%	\$ 2,835,677.90	7.7%
LESS TAX COLLECTOR & CLERK	\$ (30,056.61)	2.8%	\$ (28,973.73)	0.6%	\$ (38,341.91)	1.6%	\$ (34,855.42)	27.5%	\$ (39,754.21)	6.5%	\$ (56,713.56)	7.7%
NET TO TDC	\$ 1,472,774.05	2.8%	\$ 1,419,712.96	0.6%	\$ 1,878,753.82	1.6%	\$ 1,707,915.43	27.5%	\$ 1,947,956.36	6.5%	\$ 2,778,964.34	7.7%

	APR	% PY	MAY	% PY	JUN	% PY	JUL	% PY	AUG	% PY	SEP	% PY	YTD
GROSS RECEIPTS	\$ 51,154,219.10	4.7%	\$ 40,423,534.14	3.1%	\$ 48,073,785.95	3.8%	\$54,381,242.01	2.5%	\$ 29,772,567.93	-7.0%	\$29,702,563.47	4.2%	\$ 490,757,806.22
EXEMPT RECEIPTS	\$ (1,157,627.70)	14.2%	\$ (1,482,744.14)	43.2%	\$ (1,690,634.55)	13.8%	\$-1,397,829.01	-0.3%	\$-1,071,169.33	8.5%	\$-1,327,946.47	20.9%	\$ (16,489,326.62)
TAXABLE RECEIPTS	\$ 49,996,591.40	4.5%	\$ 38,940,790.00	2.0%	\$ 46,383,151.40	3.5%	\$ 52,983,413.00	2.6%	\$ 28,701,398.60	-7.5%	\$ 28,374,617.00	3.5%	\$ 474,268,479.60
TOTAL TAX COLLECTED	\$ 2,499,829.57	4.5%	\$ 1,947,039.50	2.0%	\$ 2,319,157.57	3.5%	\$ 2,649,170.65	2.6%	\$ 1,435,069.93	-7.5%	\$ 1,418,730.85	3.5%	\$ 23,713,423.98
ADJUSTMENTS	\$ -												
TOTAL TAX DUE	\$ 2,499,829.57	4.5%	\$ 1,947,039.50	2.0%	\$ 2,319,157.57	3.5%	\$ 2,649,170.65	2.6%	\$ 1,435,069.93	-7.5%	\$ 1,418,730.85	3.5%	\$ 23,713,423.98
LESS COLLECTION ALLOWANCE	\$ (16,827.27)		\$ (14,238.73)		\$ (18,001.95)		\$ (20,797.01)		\$ (11,646.29)		\$ (10,958.90)		\$ (167,774.82)
PLUS PENALTY	\$ 6,255.24		\$ 5,636.56		\$ 8,794.15		\$8,606.45		\$ 10,690.40		\$ 12,894.77		\$ 116,606.64
PLUS INTEREST	\$ 136.71		\$ 85.52		\$ 179.06		\$139.38		\$ 347.78		\$ 333.33		\$ 3,143.87
TOTAL AMOUNT REMITTED	\$ 2,489,394.25	4.4%	\$ 1,938,522.85	2.0%	\$ 2,310,128.83	3.5%	\$ 2,637,119.47	2.7%	\$ 1,434,461.82	-7.3%	\$ 1,421,000.05	4.2%	\$ 23,665,399.67
LESS TAX COLLECTOR & CLERK	\$ (49,787.89)	4.4%	\$ (38,770.46)	2.0%	\$ (46,202.58)	3.5%	\$ (52,742.39)	2.7%	\$ (28,689.24)	-7.3%	\$ (28,420.00)	4.2%	\$ (473,307.99)
NET TO TDC	\$ 2,439,606.37	4.4%	\$ 1,899,752.39	2.0%	\$ 2,263,926.25	3.5%	\$ 2,584,377.08	2.7%	\$ 1,405,772.58	-7.3%	\$ 1,392,580.05	4.2%	\$ 23,192,091.68

Budgeted \$ 21,986,880
% of Budget 100%
% of FY 105.5%

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%						
EXEMPT RECEIPTS	-\$1,711,195.56	25.5%	-\$944,153.94	-22.3%	\$ (1,411,329.88)	2.5%						
TAXABLE RECEIPTS	\$ 30,776,840.60	3.4%	\$ 31,691,509.80	9.2%	\$ 42,666,090.40	11.1%						
TOTAL TAX COLLECTED	\$ 1,538,842.03	3.4%	\$ 1,584,575.49	9.2%	\$ 2,133,304.52	11.1%						
ADJUSTMENTS												
TOTAL TAX DUE	\$ 1,538,842.03	3.4%	\$ 1,584,575.49	9.2%	\$ 2,133,304.52	11.1%						
LESS COLLECTION ALLOWANCE	-\$11,256.36		-\$11,199.26		\$ (14,499.07)							
PLUS PENALTY	\$5,781.01		\$12,597.73		\$ 13,103.77							
PLUS INTEREST	\$125.28		\$517.65		\$ 374.57							
TOTAL AMOUNT REMITTED	\$ 1,533,491.96	2.0%	\$ 1,586,491.61	9.5%	\$ 2,132,283.79	11.2%						
LESS TAX COLLECTOR & CLERK	\$ (30,669.84)	2.0%	\$ (31,729.83)	9.5%	\$ (42,645.68)	11.2%						
NET TO TDC	\$ 1,502,822.12	2.0%	\$ 1,554,761.78	9.5%	\$ 2,089,638.11	11.2%						

	APR	% PY	MAY	% PY	JUNE	% PY	JULY	% PY	AUG	% PY	SEP	% PY	YTD	
GROSS RECEIPTS													\$ 109,201,120.18	8%
EXEMPT RECEIPTS													\$ (4,066,679.38)	
TAXABLE RECEIPTS													\$105,134,440.80	
TOTAL TAX COLLECTED													\$5,256,722.04	8%
ADJUSTMENTS													\$0.00	
TOTAL TAX DUE													\$5,256,722.04	
LESS COLLECTION ALLOWANCE													\$ (36,954.69)	
PLUS PENALTY													\$31,482.51	
PLUS INTEREST													\$1,017.50	
TOTAL AMOUNT REMITTED													\$5,252,267.36	8%
LESS TAX COLLECTOR & CLERK													\$ (105,045.35)	
NET TO TDC													\$5,147,222.01	8%

Budgeted \$ 24,011,790
% of Budget 25.0%
% of FY 21.4%

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									
February									
March									
April									
May									
June									
July									
August									
September									

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							
February							
March							
April							
May							
June							
July							
August							
September							

FY 2024 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE

ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

[illegible][illegible]



VCB INDUSTRY EMAIL STATISTICS JANUARY 2024

Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
Sun, Dec 31, 2023, 4:15 PM	THIS WEEK, 1-1-2024	897	388 44%	23 3%	17 2%	1 1%
Thu, Dec 28, 2023, 10:05 AM	VCB Social Jan 9 2024 - Essential Energy Spa - 1	479	276 58%	50 11%	5 1%	0 0%
Sun, Dec 24, 2023, 10:01 AM	THIS WEEK, 12-25-2023	868	373 44%	16 2%	18 2%	0 0%
Wed, Dec 20, 2023, 10:25 AM	FL Museum of Black History Public Survey	873	380 44%	23 3%	7 1%	2 1%
Tue, Dec 19, 2023, 12:27 PM	8th Annual Jimmy Jam BBQ Slam Returns to Northeast Florida	1,477	566 41%	12 1%	84 6%	2 1%
Mon, Dec 18, 2023, 8:49 AM	THIS WEEK, 12-18-2023	664	286 43%	30 5%	6 1%	0 0%
Fri, Dec 15, 2023, 1:15 PM	2023 Holiday Card to media contacts	996	388 42%	2 1%	82 8%	0 0%
Fri, Dec 15, 2023, 11:01 AM	2023 Holiday Card	497	215 44%	1 1%	6 1%	0 0%
Thu, Dec 14, 2023, 3:58 PM	PartnerCom 12-14-23	498	222 46%	8 2%	12 2%	1 1%
Wed, Dec 13, 2023, 1:48 PM	Find New Traditions this Holiday Season on Florida's Historic Coast	1,404	547 41%	28 2%	81 6%	0 0%
Mon, Dec 11, 2023, 10:11 AM	THIS WEEK, 12-11-2023	905	376 42%	29 3%	12 1%	2 1%
Thu, Dec 7, 2023, 10:15 AM	Spring (Feb-May) COE event outreach	490	219 46%	12 3%	10 2%	0 0%
Wed, Dec 6, 2023, 8:46 AM	Give the Gift of Memorable Experiences from Florida's Historic Coast.	1,412	581 44%	8 1%	87 6%	3 1%
Mon, Dec 4, 2023, 10:12 AM	VCB Holiday Open House 12-8-23 - 2	501	223 45%	1 1%	6 1%	0 0%
Mon, Dec 4, 2023, 9:05 AM	THIS WEEK, 12-4-2023	898	377 43%	28 3%	11 1%	0 0%

Email Marketing

Email Performance

Opt-in Subscribers

25,876

MESSAGES SENT

15%

CTOR

652

SESSIONS

03:56

AVG. SESSION
DURATION

Other Source Subscribers

164,981

MESSAGES SENT

47%

CTOR

753

SESSIONS

02:29

AVG. SESSION
DURATION

St. Johns County Visitors & Convention Bureau

Call Center Statistics

January 1 - January 31, 2024

Total Calls Received:	200
Total Call Minutes:	587
Average Answer Time:	30 sec
Brochures Ordered:	37

St. Johns County Visitors & Convention Bureau

Requests By Guide

January 1 - January 31, 2024

<u>Guide</u>	<u># of Requests</u>
St Augustine Travel Planner	910
<u>GRAND TOTAL</u>	<u>910</u>

St. Johns County Visitors & Convention Bureau

Requests By Source

January 1 - January 31, 2024

<u>Guide</u>	<u># of Requests</u>
WebTraveler	458
2022 Visit Florida Magazine	1
2023 Visit Florida Magazine	86
2024 Visit Florida Magazine	3
Call Center	37
Nights of Lights	325
<u>GRAND TOTAL</u>	<u>910</u>

St. Johns County Visitors & Convention Bureau

Requests By State

January 1 - January 31, 2024

<u>STATE</u>	<u># of Requests</u>	<u>%</u>
FL	232	25.5%
OH	47	5.2%
PA	47	5.2%
IL	44	4.8%
NY	44	4.8%
TN	37	4.1%
GA	36	4.0%
NC	34	3.7%
SC	34	3.7%
WI	32	3.5%
Foreign	25	2.7%
IN	25	2.7%
MI	25	2.7%
KY	20	2.2%
VA	19	2.1%
AL	18	2.0%
MO	18	2.0%
MN	17	1.9%
NJ	16	1.8%
MA	15	1.6%
MD	15	1.6%
CT	12	1.3%
TX	11	1.2%
CA	9	1.0%
IA	9	1.0%
LA	8	0.9%
MS	7	0.8%
NH	7	0.8%
CO	6	0.7%
AR	5	0.5%
KS	5	0.5%
DE	3	0.3%
ME	3	0.3%
ND	3	0.3%
NE	3	0.3%
AZ	2	0.2%

MT	2	0.2%
NV	2	0.2%
OK	2	0.2%
OR	2	0.2%
WA	2	0.2%
WV	2	0.2%
PR	1	0.1%
RI	1	0.1%
SD	1	0.1%
UT	1	0.1%
VT	1	0.1%
GRAND TOTAL	910	

St. Johns County Visitors & Convention Bureau

Requests By Country

January 1 - January 31, 2024

<u>COUNTRY</u>	<u># of Requests</u>	<u>%</u>
USA	885	97.25%
Canada	17	1.87%
France	2	0.22%
India	2	0.22%
Brazil	1	0.11%
Peru	1	0.11%
Spain	1	0.11%
Switzerland	1	0.11%
GRAND TOTAL	910	

St. Johns County Visitors & Convention Bureau

Have you visited our area before?

January 1 - January 31, 2024

<u>Visit Before?</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
No	15	41%	15	41%
Yes	22	59%	22	59%
TOTAL	37		37	

St. Johns County Visitors & Convention Bureau

When do you plan to visit? (Month Year)

January 1 - January 31, 2024

<u>When Visiting?</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
Jan-24	2	5%	2	5%
Feb-24	10	27%	10	27%
Mar-24	9	24%	9	24%
Apr-24	5	14%	5	14%
May-24	6	16%	6	16%
Jun-24	0	0%	0	0%
Jul-24	3	8%	3	8%
Aug-24	1	3%	1	3%
Sep-24	0	0%	0	0%
Oct-24	0	0%	0	0%
Nov-24	0	0%	0	0%
Dec-24	0	0%	0	0%
Jan-25	0	0%	0	0%
Feb-25	0	0%	0	0%
Mar-25	0	0%	0	0%
Unsure 2024	1	3%	1	3%
Unsure 2025	0	0%	0	0%
TOTAL	37		37	

St. Johns County Visitors & Convention Bureau

How long do you plan to stay?

January 1 - January 31, 2024

<u>Length of Stay</u>	<u>This</u>			
	<u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1 day	1	3%	1	3%
2 days	5	14%	5	14%
3 days	9	24%	9	24%
1 week	15	41%	15	41%
2 weeks	3	8%	3	8%
3 weeks	0	0%	0	0%
1 month	0	0%	0	0%
2 months	0	0%	0	0%
3 months	0	0%	0	0%
Don't know	4	11%	4	11%
TOTAL	37		37	

St. Johns County Visitors & Convention Bureau

How many people will be traveling in your party?

January 1 - January 31, 2024

<u>Number of People</u>	<u>This</u>			
	<u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1	2	5%	2	5%
2	18	49%	18	49%
3	3	8%	3	8%
Four or more	11	30%	11	30%
Don't know	3	8%	3	8%
TOTAL	37		37	

St. Johns County Visitors & Convention Bureau

What type of accommodations are you interested in?

January 1 - January 31, 2024

<u>Type</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
All	26	70%	26	70%
Hotel / Motel	2	5%	2	5%
Bed / Breakfast	7	19%	7	19%
Condo	2	5%	2	5%
RV	0	0%	0	0%
Single Family	0	0%	0	0%
Efficiency / Suite	0	0%	0	0%
TOTAL	37		37	