



**QUARTERLY REPORT**

**January - March, 2017**

**Prepared by VISIT FLORIDA, Research Office**

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## **CURRENT VITALITY OF THE FLORIDA VISITOR INDUSTRY**

The most recent calendar quarter for which information is available on the vitality of the Florida visitor industry is January-March 2017, also referred to as 2017Q1. This is the best available processing schedule as this report was prepared in June 2017.

The domestic estimation methodology was developed for VISIT FLORIDA by George Washington University and the University of North Florida. Canadian estimates remain derived from Statistics Canada and overseas estimates are derived from aggregate card usage data provided by VisaVue® *Travel* and incorporates data from other independent research sources.

In 2017Q1, Florida hosted 31.1 million visitors, an increase of 2.5% from 2016Q1 based on preliminary estimates. The volume of air visitors was 16 million, while the volume of non-air visitors was 15 million. See the attached report on the Visitor Estimates and Industry Trend Indicators for 2017Q1.

### **CANADA**

Canada is Florida's top international origin country. VISIT FLORIDA's preliminary Q1-2017 estimates indicate 1.3 million Canadians came to Florida in Q1-2017. This is a decrease of 2% from the same quarter the year prior. The volume of air visitors was 694,000, while the volume of non-air visitors was 608,000.

### **OVERSEAS**

VISIT FLORIDA now uses data from VisaVue Travel for its quarterly estimates of overseas visitors to Florida. For 2017Q1 Florida hosted 2.7 million overseas visitors. This is a 1.8% decrease from 2016Q1.

**Florida Tourism Industry Marketing Corporation d/b/a VISIT FLORIDA**  
**Operating**  
**Consolidated Statement of Income and Expense**  
**Nine Months Ended March 31, 2017**

	<b>YTD Actual A</b>	<b>YTD Budget B</b>	<b>YTD Variance C</b>	<b>Budget Remaining D</b>	<b>Projections Adjustments E</b>	<b>Projected Year End Actual A + D + E = F</b>	<b>Annual Budget G</b>	<b>Projected VS Budget F - G = H</b>
<b>Revenues</b>								
State of Florida Proceeds	56,250,000	56,250,000		18,750,000		75,000,000	75,000,000	
Partner Investment	1,796,224	1,900,389	(104,165)	367,706	63,506	2,227,437	2,268,095	(40,658)
Strategic Alliances	58,284	231,266	(172,982)	60,422	122,982	241,688	291,688	(50,000)
Events Revenue	1,545,904	1,716,358	(170,454)	631,638	(115,174)	2,062,368	2,347,996	(285,628)
Trade Show Revenue	1,707,015	1,691,169	15,846			1,707,015	1,691,169	15,846
Welcome Center Revenue	449,658	456,997	(7,339)	18,692	6,896	475,246	475,689	(443)
Reimbursement Revenue	144,384	187,495	(43,111)	62,505	42,061	248,950	250,000	(1,050)
Publication Revenue	172,874	254,000	(81,127)		40,000	212,874	254,000	(41,127)
Interest Income	23,609	34,317	(10,708)	11,443		35,052	45,760	(10,708)
Research Revenue	108,135	105,962	2,173	150		108,285	106,112	2,173
Website Revenue	191,110	385,042	(193,932)	128,352	(104,653)	214,809	513,394	(298,585)
Other Revenue	1,976,473	4,917,962	(2,941,489)	1,481,570	(1,032,820)	2,425,223	6,399,532	(3,974,309)
Industry-Contributed Promotional Value	76,334,717	80,160,000	(3,825,283)	17,720,000	5,356,167	99,410,884	97,880,000	1,530,884
Industry-Cooperative Advertising Value	12,000,836	16,279,188	(4,278,352)	10,138,116	(419,404)	21,719,548	26,417,304	(4,697,756)
<b>Total Revenues</b>	<b>152,759,222</b>	<b>164,570,145</b>	<b>(11,810,923)</b>	<b>49,370,594</b>	<b>3,959,562</b>	<b>206,089,378</b>	<b>213,940,739</b>	<b>(7,851,361)</b>
<b>Expenses</b>								
Salaries & Benefits	9,162,363	9,528,468	(366,105)	4,021,746	(405,175)	12,778,934	13,550,214	(771,280)
Fees & Services	6,289,716	6,517,554	(227,838)	1,842,459	555,154	8,687,329	8,360,013	327,316
Citrus Juice	144,384	187,495	(43,111)	62,505	42,061	248,950	250,000	(1,050)
Office & Computer Supplies	76,028	111,596	(35,568)	30,359	2,846	109,232	141,955	(32,723)
Decorations	123,936	132,358	(8,422)	34,843	6,475	165,254	167,201	(1,947)
Depreciation & Amortization	537,486	569,796	(32,310)	468,101	(158,838)	846,749	1,037,897	(191,148)
Dues & Subscriptions	155,088	201,219	(46,131)	37,069	9,137	201,293	238,288	(36,995)
Printing/ Copying/ Photo	205,514	331,727	(126,213)	44,029	58,463	308,005	375,756	(67,751)
Business Promotion	1,122,280	1,388,338	(266,058)	389,276	52,499	1,564,055	1,777,614	(213,559)
Repairs and Maintenance	111,590	112,226	(636)	26,209	54,849	192,649	138,435	54,214
Equipment Rental	286,180	327,309	(41,129)	39,142	588	325,910	366,451	(40,541)
Postage & Freight	114,783	121,547	(6,764)	44,164	27,289	186,236	165,711	20,525
Fulfillment	223,376	301,492	(78,116)	109,528	5,461	338,365	411,020	(72,655)
Grants	224,793	785,000	(560,207)	529,425	(112,478)	641,740	1,314,425	(672,685)
Insurance Business	83,847	167,529	(83,682)	20,343	82,246	186,436	187,872	(1,436)
Legal	96,684	100,785	(4,101)	40,095	(28,195)	108,584	140,880	(32,296)
Promotional Items	262,385	275,818	(13,433)	67,948	42,323	372,656	343,766	28,890
Registration Fees/Booth Rental	1,399,838	1,406,691	(6,853)	349,712	189,866	1,939,416	1,756,403	183,013
Employee Relocation		8,500	(8,500)	2,500		2,500	11,000	(8,500)
Office Rent	342,742	342,743	(1)	114,621		457,363	457,364	(1)
Research Project	736,228	963,658	(227,430)	165,452	393,861	1,295,541	1,129,110	166,431

**Florida Tourism Industry Marketing Corporation d/b/a VISIT FLORIDA**  
**Operating**  
**Consolidated Statement of Income and Expense**  
**Nine Months Ended March 31, 2017**

	<b>YTD Actual A</b>	<b>YTD Budget B</b>	<b>YTD Variance C</b>	<b>Budget Remaining D</b>	<b>Projections Adjustments E</b>	<b>Projected Year End Actual A + D + E = F</b>	<b>Annual Budget G</b>	<b>Projected VS Budget F - G = H</b>
Taxes and Licenses	22,855	24,148	(1,293)	460	2,660	25,975	24,608	1,367
Telephone	208,028	230,414	(22,386)	74,402	1,831	284,261	304,816	(20,555)
Temp. Labor	36,788	41,961	(5,173)	19,394	3,072	59,254	61,355	(2,101)
Training	103,671	174,662	(70,991)	53,958	19,338	176,966	228,620	(51,654)
Travel	674,487	1,103,846	(429,359)	457,028	58,330	1,189,845	1,560,874	(371,029)
Travel - Projects (Non-Emp)	1,830,423	1,880,990	(50,567)	407,973	115,120	2,353,516	2,288,963	64,553
Uniforms	11,306	23,302	(11,997)		9,819	21,124	23,302	(2,178)
Utilities	77,640	97,218	(19,578)	25,266	(500)	102,406	122,484	(20,078)
Warehouse-Rent	69,057	80,474	(11,417)	27,154	(1,256)	94,955	107,628	(12,673)
Agency Fees	1,807,635	2,904,436	(1,096,801)	901,498	251,800	2,960,933	3,805,934	(845,001)
Media	22,734,337	31,079,180	(8,344,843)	12,786,228	8,382,715	43,903,281	43,865,408	37,873
Production	2,947,081	4,179,266	(1,232,185)	748,802	133,347	3,829,230	4,928,068	(1,098,838)
Industry Contributed Promotional Value	76,334,717	80,160,000	(3,825,283)	17,720,000	5,356,167	99,410,884	97,880,000	1,530,884
Industry Cooperative Advertising Value	12,000,836	16,279,188	(4,278,352)	10,138,116	(419,404)	21,719,548	26,417,304	(4,697,756)
<b>Total Expense</b>	<b>140,558,102</b>	<b>162,140,934</b>	<b>(21,582,832)</b>	<b>51,799,805</b>	<b>14,731,471</b>	<b>207,089,378</b>	<b>213,940,739</b>	<b>(6,851,361)</b>
<b>Revenue Over Expense</b>	<b>12,201,120</b>	<b>2,429,211</b>	<b>9,771,909</b>	<b>(2,429,211)</b>	<b>(10,771,909)</b>	<b>(1,000,000)</b>	<b>0</b>	<b>(1,000,000)</b>

**Florida Tourism Industry Marketing Corporation d/b/a VISIT FLORIDA**  
**FRLA Marketing Program**  
**Consolidated Statement of Income and Expense**  
**Nine Months Ended March 31, 2017**

	<b>YTD Actual A</b>	<b>YTD Budget B</b>	<b>YTD Variance C</b>	<b>Budget Remaining D</b>	<b>Projections Adjustments E</b>	<b>Projected Year End Actual A + D + E= F</b>	<b>Annual Budget G</b>	<b>Projected VS Budget F - G = H</b>
<b>Revenues</b>								
Hotel Restaurant Trust Fund	1,134,446	1,875,000	(740,554)	625,000	740,554	2,500,000	2,500,000	
Industry Match-FRLA	4,348,536	1,750,000	2,598,536	750,000	(150,000)	4,948,536	2,500,000	2,448,536
<b>Total Revenues</b>	<b>5,482,982</b>	<b>3,625,000</b>	<b>1,857,982</b>	<b>1,375,000</b>	<b>590,554</b>	<b>7,448,536</b>	<b>5,000,000</b>	<b>2,448,536</b>
<b>Expenses</b>								
Fees & Services	254,860	375,003	(120,143)	124,997	114,953	494,810	500,000	(5,190)
Printing/ Copying/ Photo		3,750	(3,750)	1,250	3,750	5,000	5,000	
Business Promotion	18,893	7,500	11,393	2,500	7,500	28,893	10,000	18,893
Equipment Rental	5,097		5,097			5,097		5,097
Travel - Projects (Non-Emp)	2,925	37,500	(34,575)	12,500	37,500	52,925	50,000	2,925
Media					640,560	640,560		640,560
Media-FRLA Marketing Program	722,670	1,290,500	(567,830)	514,500		1,237,170	1,805,000	(567,830)
Production	130,000	130,000				130,000	130,000	
Industry Match FRLA	4,348,536	1,750,000	2,598,536	750,000	(150,000)	4,948,536	2,500,000	2,448,536
<b>Total Expense</b>	<b>5,482,982</b>	<b>3,594,253</b>	<b>1,888,729</b>	<b>1,405,747</b>	<b>654,264</b>	<b>7,542,992</b>	<b>5,000,000</b>	<b>2,542,992</b>
<b>Revenue Over Expense</b>	<b>0</b>	<b>30,747</b>	<b>(30,747)</b>	<b>(30,747)</b>	<b>(63,709)</b>	<b>(94,456)</b>	<b>0</b>	<b>(94,456)</b>

**Florida Tourism Industry Marketing Corporation d/b/a VISIT FLORIDA**  
**Florida for Veterans Program**  
**Consolidated Statement of Income and Expense**  
**Nine Months Ended March 31, 2017**

	<b>YTD Actual A</b>	<b>YTD Budget B</b>	<b>YTD Variance C</b>	<b>Budget Remaining D</b>	<b>Projections Adjustments E</b>	<b>Projected Year End Actual A + D + E= F</b>	<b>Annual Budget G</b>	<b>Projected VS Budget F - G = H</b>
<b>Revenues</b>								
State of Florida Proceeds	801,211	771,000	30,211	229,000	(30,211)	1,000,000	1,000,000	(0)
<b>Total Revenues</b>	<b>801,211</b>	<b>771,000</b>	<b>30,211</b>	<b>229,000</b>	<b>(30,211)</b>	<b>1,000,000</b>	<b>1,000,000</b>	<b>(0)</b>
<b>Expenses</b>								
Fees & Services	65,393	164,997	(99,604)	55,003	(50,982)	69,414	220,000	(150,586)
Printing/ Copying/ Photo	1,949		1,949			1,949		1,949
Postage & Freight	3,241		3,241			3,241		3,241
Research Project	83,000	85,000	(2,000)			83,000	85,000	(2,000)
Travel - Projects (Non-Emp)	6,104	5,000	1,104	2,000	2,733	10,837	7,000	3,837
Agency Fees	100,096	92,250	7,846	30,750	8,809	139,655	123,000	16,655
Media	294,812	367,497	(72,685)	122,503	14,548	431,862	490,000	(58,138)
Production	246,504	56,250	190,254	18,750	(5,325)	259,929	75,000	184,929
<b>Total Expense</b>	<b>801,099</b>	<b>770,994</b>	<b>30,105</b>	<b>229,006</b>	<b>(30,217)</b>	<b>999,888</b>	<b>1,000,000</b>	<b>(113)</b>
<b>Revenue Over Expense</b>	<b>113</b>	<b>6</b>	<b>107</b>	<b>(6)</b>	<b>6</b>	<b>112</b>	<b>0</b>	<b>112</b>

# VISIT FLORIDA Quarterly Report

## January 1, 2017 - March 31, 2017

### Four-Year Objectives by June 30, 2020

- A. Keep Florida top-of-mind among target audiences.
- B. Stimulate balanced incremental growth that delivers the greatest economic impact to Florida.
- C. Identify and engage advocates in promoting the Florida brand.
- D. Promote industry alignment and collective impact through partner investment and thought leadership.

Department	A	B	C	D
Domestic	A	B	C	D
<p>New York Times Travel Show, January 27- 29, 2017, New York, New York at Jacob. K. Javits Convention Center, New York City.</p> <p>The New York Times Travel Show now in its fourteenth year, has become an unparalleled destination for the travel industry to meet and for travel enthusiasts to explore new places and book their next trip. The New York Times Travel Show allows VISIT FLORIDA and participating partners the chance to meet with consumers one on one to educate on the many areas of Florida.</p> <p>Again this year, VISIT FLORIDA had Chef Justin Timineri from Department of Agriculture, cooking Fresh from Florida products in the VISIT FLORIDA booth, along with him, Karen Epstein, Manager of the Capitol Welcome Center and Florida Specialist, ready to answer any consumer question.</p> <p>New this year, VISIT FLORIDA and JetBlue Vacations, partnered together to provide Florida vacation deal packages to any consumer who stopped by the VISIT FLORIDA booth.</p> <p>Participating partners included: Visit Pensacola, Panama City Beach CVB, Visit Tampa Bay, Visit St. Petersburg/ Clearwater, The Beaches of Fort Myers &amp; Sanibel, Natural North Florida, Naples, Marco Island &amp; Everglades CVB, Visit Jacksonville, Daytona Beach Area CVB, Experience Kissimmee, Visit Central Florida, Florida's Treasure Coast, Greater Miami Convention &amp; Visitor Bureau, Florida Keys &amp; Key West.</p>	X		X	X

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Department	A	B	C	D
<p>Boston Globe Travel Show, February 10-12, 2017, Boston, MA                      The Boston Globe Travel Show provides the opportunity for consumers to meet face-to-face with destinations from around the world and immerse themselves in travel for the day. It's an event where the entire family can learn, play, plan and book! This year the Boston Globe Travel Show welcomed a 19,925 attendees over 3 days, 18,117 consumers and 1,808 of travel trade.                      In the VISIT FLORIDA booth we had Karen Epstein, Manager of the Capitol Welcome Center and Florida Specialist, ready to answer any consumer question.</p> <p>Participating partners included: Visit Tampa Bay, The Florida Keys and Key West, Daytona Beach CVB, The Beaches Fort Myers and Sanibel, Visit Central Florida, Panama City Beach CVB and Universal Studios Resort.</p>	X		X	X
<p>Chicago Travel Trade Event, March 15 – 16, 2017, Westchester and Chicago, IL.                      VISIT FLORIDA hosted a Travel Agent Event for ASTA Midwest Travel Agents in Westchester, IL. 52 Travel agents attended the event. Networking and presentations provided an opportunity for agents to walk away with many interesting facts about the Florida destinations.</p> <p>VISIT FLORIDA hosted an evening reception for 20 Chicago Travel Agents. Each had the opportunity to network with the Florida Partners and learn more about each destination.</p> <p>Sales Calls were made to 8 Travel Agencies and brochures were distributed to 16 agent during the calls.</p> <p>Participating partners included: Greater Miami CVB, Visit Panama City Beach, St. Johns County VCB, Magic Village Resort, Discover the Palm Beaches, Visit Tampa Bay, Visit Central Florida, Visit St. Pete/Clearwater, Emerald Coast CVB and Visit South Walton. Sunstream Hotels and Resorts participated in Brochure Distribution.</p>	X		X	X
International	A	B	C	D



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Department	A	B	C	D
<p><b>Florida Huddle China Tour Operator FAM, January 6-9, 2017 and January 12-19, 2017; Orlando &amp; Kissimmee, FL; Tampa, St. Petersburg, Clearwater, Ft. Lauderdale &amp; Miami, FL</b> Surrounding Florida Huddle 2017, a group of 10 tour operators and wholesalers were hosted on a pre-familiarization tour of Orlando and Kissimmee, FL, as well as post-familiarization tour of Tampa, St. Petersburg, Clearwater, Ft. Lauderdale and Miami, FL. VISIT FLORIDA and Partners organized itineraries that allowed the participants to experience firsthand the hotels, restaurants and attractions featured in their Florida brochures. The familiarization tour also introduced the tour operators and wholesalers to new destinations, which increased their knowledge and sales opportunities. Many of the familiarization tour participants were first time visitors to these areas of Florida. <b>Participating Partners Included:</b> Experience Kissimmee, Greater Ft. Lauderdale CVB, Greater Miami CVB, Visit Orlando, Visit St. Petersburg/Clearwater, Visit Tampa Bay</p>	X	X		X
<p><b>Florida Huddle UK Tour Operator FAM, January 6-9, 2017 and January 11-13, 2017; Daytona Beach, New Smyrna Beach &amp; Kennedy Space Center, FL</b> VISIT FLORIDA and Partners hosted five key accounts from the UK on a pre-familiarization tour of Daytona Beach, FL and post-familiarization tour of New Smyrna Beach and the Kennedy Space Center. The tour of Daytona Beach included a hard hat inspection of the new Westin, scheduled to open in 2017, Daytona Speedway and VIP tour with the VISIT FLORIDA racing team. The post-familiarization tour exposed the participants to new destinations. The guests plan to add New Smyrna Beach and the Kennedy Space Center to their programs and upcoming brochures. <b>Participating Partners Included:</b> Daytona Beach Chamber of Commerce, New Smyrna Beach Area VB, Kennedy Space Center Visitor Complex</p>	X	X		X
<p><b>Brand USA Seminar, January 9, 2017, Mumbai, India</b> VISIT FLORIDA participated in Brand USA's Discover America Seminar. The event included a networking session and 15 minute presentations by each participant. Approximately 115 travel agents attended the seminar. <b>Participating Partners Included:</b> Greater Miami CVB, Visit Tampa Bay</p>	X	X		X

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Department	A	B	C	D
<p><b><u>Vakantiebeurs, January 10-15, 2017, Utrecht, Netherlands</u></b> Vakantiebeurs is the Netherlands' top trade and consumer fair with over 1,100 exhibitors. This year the show attracted 108,000+ visitors over 5 days. There was a dedicated Brand USA pavilion. VISIT FLORIDA had two partners participate in booth share and five in brochure distribution. Brochure Distribution: Experience Kissimmee, Florida Keys &amp; Key West TDC, Greater Miami CVB, Visit St. Petersburg/Clearwater, SeaWorld Parks &amp; Entertainment <b>Participating Partners Included:</b> Naples, Marco Island and Everglades CVB, The Beaches of Fort Myers and Sanibel</p>	X	X		X
<p><b><u>Florida Huddle German and Mexican Tour Operator FAM, January 12-15, 2017. Kennedy Space Center, Daytona/New Smyrna Beach &amp; Crystal River, FL</u></b> VISIT FLORIDA and Partners hosted seven German/Swiss tour operators and two Mexican tour operators to Central Florida. Participants experienced key attractions and activities, including the Kennedy Space Center, a boat trip to the Ponce Inlet, a tour of Daytona Speedway and swimming with manatees in Crystal River. The program was exciting for participants, who in most cases were first time visitors to these areas of Florida. VISIT FLORIDA will follow-up with the tour operators to better develop and promote Florida related products. <b>Participating partners included:</b> Daytona Beach Chamber of Commerce, Discover Crystal River, Kennedy Space Center Visitor Complex, New Smyrna Beach Area Visitors Bureau</p>	X	X		X
<p><b><u>Florida Huddle India Tour Operator FAM, January 12-18, 2017, Kissimmee, Orlando, Tampa &amp; Miami, FL</u></b> VISIT FLORIDA and Partners hosted eight travel agents in a post-familiarization tour of Kissimmee, Orlando, Tampa and Miami. The senior level agents were from companies such as Thomas Cook, Flamingo Travels, Cutting Edge, Ezeego1, Platinum World Travels, Via.com, Kesari Travels and Orbitz. The itinerary consisted of one night in Tampa, one night in Kissimmee, two nights in Orlando and two nights in Miami. The tour included visits to theme parks, musuems, shopping malls and attractions, as well as hotel site visits. <b>Participating Partners Included:</b> Experience Kissimmee, Greater Miami CVB, Visit Orlando, Visit Tampa Bay</p>	X	X		X

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Department	A	B	C	D
<p><b>Consumer Show Series, January 14-22, 2017, Stuttgart, Germany</b> VISIT FLORIDA participated in Germany's major consumer show, which allows VISIT FLORIDA to educate and motivate consumers to travel to Florida. VISIT FLORIDA was included in the Visit USA pavilion. There were approximately 235,000 consumers in attendance. <b>Participating Partners Included:</b> Florida Keys &amp; Key West, Naples Marco Island and Everglades CVB, St. Lucie County, Visit Orlando/Visit Sarasota County, SeaWorld Parks and Entertainment, Visit Orlando, Visit St. Petersburg/Clearwater</p>	X	X		X
<p><b>Irish Travel Awards, January 25, 2017, Dublin, Ireland</b> The Irish Travel Agents Association (ITAA) hosts this annual event to showcase excellence within the industry. VISIT FLORIDA co-hosted a table with SeaWorld Park and Resorts, Universal Orlando Resort and Visit Orlando. Guests at the table included key personnel from Attraction Tickets Direct, British Airways, GetaBed, Tour America and American Holidays. <b>Participating Partners Included:</b> Kimpton Hotels, SeaWorld Parks &amp; Entertainment, Universal Orlando Resort, Visit Orlando</p>	X	X		X
<p><b>Holiday World Dublin, January 27-29, 2017, Dublin, Ireland</b> VISIT FLORIDA participated in this Irish consumer show, with brochure distribution being offered to partners. An estimated 35,000 consumers attended. Consumers included repeat bookers looking for new ideas and first timers who wanted advice on how best to plan. VISIT FLORIDA promoted the new Aer Lingus route to Miami and directed consumers to American Holidays to obtain quotes for travel packages. <b>Participating Partners Included:</b> Experience Kissimmee, The Florida Keys and Key West</p>	X	X		X
<p><b>Consumer Show Series, February 1-5, 2017, Hanover, Germany</b> VISIT FLORIDA participated in Germany's major consumer show, which allows VISIT FLORIDA to educate and motivate consumers to travel to Florida. VISIT FLORIDA participated with North America specialist "America Unlimited." There were approximately 92,500 visitors in attendance. <b>Participating Partners Included:</b> Florida Keys &amp; Key West, Naples Marco Island and Everglades CVB, St. Lucie County, Visit Orlando/Visit Sarasota County, SeaWorld Parks and Entertainment, Visit Orlando, Visit St. Petersburg/Clearwater</p>	X	X		X

# VISIT FLORIDA Quarterly Report

## January 1, 2017 - March 31, 2017

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Department	A	B	C	D
<p><b>Consumer Show Series, February 8-12, 2017, Hamburg, Germany</b> VISIT FLORIDA participated in Germany's major consumer show, Reisen Hamburg, which allows VISIT FLORIDA to educate and motivate consumers to travel to Florida. VISIT FLORIDA was included in the Visit USA pavilion. There were approximately 71,000 consumers in attendance. <b>Participating Partners Included:</b> Florida Keys &amp; Key West, Naples Marco Island and Everglades CVB, St. Lucie County, Visit Orlando/Visit Sarasota County, SeaWorld Parks and Entertainment, Visit Orlando, Visit St. Petersburg/Clearwater</p>	X	X		X
<p><b>SATTE, February 15-17, 2017, New Delhi, India</b> SATTE is considered to be the largest travel trade show in India. The show included 3 days of networking with travel agents, which attracted 700+ potential travel agents to the VISIT FLORIDA booth. <b>Participating Partners Included:</b> 7M Tours, Greater Miami CVB, SeaWorld Parks and Entertainment, Visit Orlando, Visit Tampa Bay</p>	X	X		X
<p><b>Consumer Show Series, February 22-26, 2017, Munich, Germany</b> VISIT FLORIDA participated in Germany's major consumer show, which allows VISIT FLORIDA to educate and motivate consumers to travel to Florida. VISIT FLORIDA was included in the Visit USA pavilion. There were approximately 135,000 consumers in attendance. <b>Participating Partners Included:</b> Florida Keys &amp; Key West, Naples Marco Island and Everglades CVB, St. Lucie County, Visit Orlando/Visit Sarasota County, SeaWorld Parks and Entertainment, Visit Orlando, Visit St. Petersburg/Clearwater</p>	X	X		X
<p><b>Brazil Tour Operator Training, March 7, 2017, Sao Paulo, Brazil</b> VISIT FLORIDA coordinated a training seminar with 20 minute presentations to approximately 50 tour operators, travel agents and media. <b>Participating Partners Included:</b> Cruise America, Discover the Palm Beaches, Greater Ft. Lauderdale CVB, Hertz, Kennedy Space Center Visitor Complex, Naples, Marco Island, Everglades CVB, Visit Central Florida, Visit Tampa Bay</p>	X	X		X
<p><b>Brand USA Seminar, March 8, 2017, New Delhi, India</b> VISIT FLORIDA participated at the Discover America seminar, which included networking sessions and 15 minute presentations by each participant. Greater Miami CVB registered for brochure distribution. <b>Participating Partners Included:</b> Greater Miami CVB</p>	X	X		X

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<p><b><u>ITB, March 8-12, 2017, Berlin, Germany</u></b> ITB is considered to be the "World's Largest Tourism Fair" with approximately 170,000 visitors. An estimated 110,000 trade visitors and 60,000 consumers. VISIT FLORIDA secured appointments with key tour operators, airlines, journalists and bloggers. German tour operator, Flamingo Fernreisen, worked with VISIT FLORIDA during the consumer show days to sell Florida packages. <b>Participating Partners Included:</b> Amelia Island CVB, Beaches of Fort Myers &amp; Sanibel, Benchmark Hotels, CoCo Key Hotel &amp; Water Park, Discover Crystal River, Discover Palm Beaches, Experience Kissimmee, Florida Keys &amp; Key West, Greater Miami CVB, Greater Ft. Lauderdale CVB, Hertz, Kennedy Space Center, Natural North Florida, Napkes, Marco Island, Everglades, Orlando Sanford Airport, Panama City Beach CVB, Rosen Shingle Creek, SeaWorld Parks &amp; Entertainment, Visit Orlando, Visit Sarasota, Visit St. Petersburg/Clearwater, Visit Tampa Bay</p>	X	X		X
<p><b><u>Theme Park Roadshows, March 13-17, 2017, San Luis Potosi, Queretaro, Merida &amp; Cancun, Mexico</u></b> VISIT FLORIDA participated in training sessions in four cities, which included a 30 minute presentation, aimed at promoting theme parks and destinations. <b>Participating Partners Included:</b> Kennedy Space Center</p>	X	X		
<p><b><u>CRD Client Event, March 23, 2017, Hamburg, Germany</u></b> VISIT FLORIDA organized a training event with 75 clients of German tour operator, CRD International. The event educated participants through presentations, games and culinary highlights. <b>Participating Partners Included:</b> Bradenton Area CVB, Greater Ft. Lauderdale CVB, Naples, Marco Island, Everglades CVB, Visit Sarasota, Visit Tampa Bay</p>	X	X		X
<p><b><u>Virgin Holidays Family Dinner, March 23, 2017, West Sussex, UK</u></b> VISIT FLORIDA hosted a key client dinner for VISIT FLORIDA partners and senior executives from Virgin Holidays. The event was an opportunity to network with key senior staff and show our appreciation for all the work they do to promote Florida, as the UK market leader generating 500k room nights a year for the state of Florida. <b>Participating Partners Included:</b> Beaches of Fort Myers and Sanibel, Daytona Beach CVB, Disney Destinations International, Greater Fort Lauderdale CVB, Greater Miami CVB, Merlin Entertainments, Naples, Marco Island and the Everglades, Sarasota and Bradenton Area CVB, SeaWorld Parks &amp; Entertainment, Simon Shopping Destinations, Universal Parks &amp; Resorts, Visit St. Petersburg/Clearwater, Visit Tampa Bay</p>	X	X		X

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Department	A	B	C	D
<b>German Roadshow, March 27-30, 2017, Hamburg, Kassel, Augsburg, Germany &amp; Salzburg, Austria</b> VISIT FLORIDA and partners, in cooperation with German tour operator, DER Touristik, presented their product/destination in workshop sessions to 160+ travel agents. <b>Participating Partners Included:</b> Greater Ft. Lauderdale CVB, Kennedy Space Center, Naples, Marco Island, Everglades CVB, SeaWorld Parks & Entertainment, The Beaches of Fort Myers & Sanibel, The Florida Keys & Key West, Visit Orlando, Visit St. Petersburg/Clearwater	X	X		X
<b>Ocean Florida Family Dinner, March 30, 2017, London, England</b> VISIT FLORIDA organized a networking dinner with Ocean Florida, one of the UK's top Florida specialists, with sub-brand Ocean Beds being the #1 Florida receptive operator. Ocean Beds generates over 60,000 passengers from Europe each year. The dinner provided networking opportunities with senior personnel from key departments. <b>Participating Partners Included:</b> Beaches of Fort Myers & Sanibel, Naples, Marco Island and the Everglades, SeaWorld Parks & Entertainment, Universal Parks & Resorts and Visit St. Petersburg/Clearwater	X	X		X
Research	A	B	C	D
The Research team responded to data requests from Partners, government, media, the public and industry. Also responded to ad hoc requests internally			X	X
Released preliminary Q4-2016 estimates of visitors to the state which show Florida has 27 million visitors, up 4% from the previous quarter the year before.		X		
Working on the Segmentation Study	X	X	X	X
Continued with the Zika Tracking Study		X	X	X
Worked on Partner Tools and Marketing Plan	X	X	X	X
Public Relations	A	B	C	D
North America and International Earned Media Coverage - January through March: 863,465,064 (YTD: 1,511,370,847)	X			

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Department	A	B	C	D
<b>In-Market PR Programs, Events and Initiatives:</b> -- London Takeover Activation - January 12 & February 14 -- Florida Huddle Media Marketplace - Florida Huddle tradeshow, - January 9-11 -- UK TravMedia Event in London - January 24 -- NY Times Travel Show & TravMedia Event in NYC - January 27 - 29 -- ITB in Germany - March 8 - 10 -- UK Media Mission - March 18 - 24	X		X	X
<b>Proactive PR</b> -- Journalist Mr. Xi Lei from Men's Uno and Mr. Liu Shuai from Times Travel magazine press tours - February (China) -- Ms. Zhang YanChu and Ms. Zhang Hui from Modern lady press tours - March (China) -- Ongoing press and influencer trips to the state from key domestic and internal markets and audiences	X		X	
<b>Media FAM Tours:</b> -- Post-Florida Huddle Group Media FAM - January 12 - 14 -- Brazil Group Media FAM - February 3 - 10 -- China KOL FAM - February 8 - 17 -- Canada Group Media FAM - February 26 - March 5	X		X	

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Department	A	B	C	D
Press Releases: 36 press releases -- 1 domestic press release: FYI: 50 More Days of Winter -- 1 Brazil press release: Say "yes" in Florida -- 1 Brazil press release: Sports holiday in Florida -- 1 Brazil press release: Florida welcomes a fun filled 2017 -- 1 Brazil press release: Florida attracts tourists with authentic Christmas climate -- 1 Brazil press release: Theme park lovers and Black Friday -- 1 Brazil press release: Florida celebrates its own Carnival with many colors -- 1 Canada press release: Beat the heat with Florida's coolest destinations and attractions -- 1 Canada press release: Family, Florida, Fun: Vacations for all generations -- 1 Canada press release: New Year, New Ways to experience Florida -- 1 Canada press release: Florida getaways for your mind, body and soul -- 1 China press release: Travel to Florida in the New Year -- 1 China press release: Enjoy Mardi Gras in Florida -- 1 Germany press release: A look behind the scenes in Florida -- 1 Germany press release: Parachuting Christmas men... -- 1 Germany press release: Water activities in Florida... -- 1 Germany press release: Relax in Florida... -- 1 Germany press release: Dancing mermaids... -- 1 Germany press release: Sports and magic... -- 1 Germany press release: Architectural masterpieces of Florida -- 1 Germany press release: Florida – dream destination... -- 1 India press release: Kid-friendly fun begins in Florida -- 1 India press release: Flourishing art and culture in Florida -- 1 India press release: Exotic spa experiences in Florida -- 1 Mexico press release: Art for moms in Florida -- 1 Mexico press release: Art for kids in Florida -- 1 Mexico press release: Inspiration for your senses: Art in Florida -- 1 Mexico press release: Threads between time and space: Museums in Florida	X			



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Department	A	B	C	D
Press releases list continued... -- 1 Mexico press release: Shopping and more in Florida -- 1 Mexico press release: Get out of the ordinary and come to Florida on Thanksgiving! -- 1 Mexico press release: Florida for Valentine's Day -- 1 Mexico press release: The Magi buy their gifts in Florida! -- 1 Mexico press release: The real Christmas is here in Florida -- 1 Mexico press release: The most relaxing beaches to enjoy as a couple -- 1 Mexico press release: Romantic dinners in Florida -- 1 UK press release: Valentine's Day in Florida	X			
Advertising	A	B	C	D

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Department	A	B	C	D
<p>DOMESTIC ADVERTISING PRINT</p> <p>Co-Op January Boston Globe, New York Times, Toronto Star (CA), AAA Living, AFAR, Canadia Guide to Florida, Prevue, Collinson Affluent, Chicago Magazine, Florida Trend, Passport Magazine</p> <p>February Chicago Magazine, New York Magazine, Boston Magazine, Brides, Golf Magazine, Boston Globe, Conde Nast Traveler, Dreamscapes (CA), Hemispheres United Air, Golf Digest, Coastal Living, Meetings and Conventions, Collinson (Out-of-state), Madden's Reflections, Oprah Magazine, Passport Magazine</p> <p>March Bridal Guide, Martha Stewart Weddings, The Local Palate, AAA Living, Travel &amp; Leisure, PCMA Convene, MPI, Sherman's Travel Media, Passport Magazine</p> <p>Dedicated January Coastal Living, New York Times (Newspaper), Food &amp; Wine, New York Magazine, Southern Living, Travel &amp; Leisure</p> <p>February Endless Vacation, New York Times (Newspaper), Conde Nast Traveler, Golf Magazine</p> <p>March New York Times Magazine</p>	X	X		X

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Department	A	B	C	D
DIGITAL				
Co-Op				
January				
Google Display Network, Google Lightbox/YouTube				
Accuweather, New York Times, Outbrain, Pandora, Travelspike, TripAdvisor, Weather Channel				
February				
Google Display Network, Google Lightbox/YouTube				
Accuweather, New York Times, Outbrain, Pandora, Travelspike, TripAdvisor, Weather Channel				
March				
Accuweather, Google Display Network, Google Lightbox				
Dedicated				
January				
Expedia, Facebook, Twitter, Digital TV (Roku, Amazon Fire, Apple TV, Chromecast), Accuweather, New York Times, Outbrain, Pandora, Travelspike, TripAdvisor, Weather Channel				
Google Display Network, Google Lightbox/YouTube				
February				
BET, Facebook, Digital TV (Roku, Amazon Fire, Apple TV, Chromecast), Accuweather, New York Times, Outbrain, Pandora, Travelspike, TripAdvisor, Weather Channel				
Google Display Network, Google Lightbox/YouTube				
March				
Facebook				

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Department	A	B	C	D
<b>BROADCAST</b>				
Co-Op January :10 Early Morning News Sponsorships (Boston, Chicago, New York, Philadelphia, Washington DC) Traffic/Weather Radio Sponsorships (Boston, Chicago, Philadelphia)				
February (None)				
March (None)	X	X		
Dedicated January Video On-Demand (Comcast and Cablevision)				
February Video On-Demand (Comcast and Cablevision), BET Network (National)				
March Video On-Demand (Comcast and Cablevision)				

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Department	A	B	C	D
OUT OF HOME				
Co-Op				
January				
Digital Transit (Boston, Chicago, New York, Philadelphia, Washington DC),				
Cinema (Boston, Chicago, New York, Philadelphia)				
Taxi TV (Boston, Chicago, New York, Philadelphia)				
Taxi Toppers (Chicago)				
February				
Digital Transit (Boston, Chicago, New York, Philadelphia, Washington DC),				
Taxi TV (Boston, Chicago, New York, Philadelphia)				
Taxi Toppers (Chicago)				
March	X	X		
(None)				
Dedicated				
January				
Welcome Center Billboards				
February				
Welcome Center Billboards				
BP Digital Billboards (Boston, Chicago, New York, Philadelphia)				
March				
Welcome Center Billboards				

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Department	A	B	C	D
WEBSITE				
Overall traffic to the site was down in the 3rd quarter of the fiscal year (January - March 2017) compared to the same period in 2016. Visits were down 13% from 3,381,207 in 2016 to 2,953,597 in 2017. Pageviews were down 16% from 7,140,032 to 6,032,448. Top pages viewed in the last quarter were Home, Search Results, Beaches, Events Calendar, and 5 Great Places to See Florida Manatees.	X	X		X
Promotions	A	B	C	D
The Solutions with Impact, " <b>Jamieson New Year, Healthier You - January 2017</b> " promotion ran nationally in Canada from January 1 to February 28, 2017 and featured Tween Waters Inn Isalnd Resort. It generated \$133,449 in media value and 3.5 million impressions.	X			
The " <b>Warmer Side of Winter Sweepstakes #1 - January 2017</b> " promotion ran from January 1 to January 7, 2017 with the New York Daily News and featured the Hyatt Regency Orlando. It generated \$464,450.01 in media value and 6.4 million impressions.	X			
The " <b>Trip A Day to FLA #1 - January 2017</b> " promotion ran from January 2 to January 17, 2017 on KLTY-FM in Dallas and featured ResortQuest by Wyndham Vacation Rentals. It generated \$239,825 in media value and 1.7 million impressions.	X			
The " <b>Fast Forward to Summer Florida Flyaway - January</b> " promotion ran from January 2 to January 27, 2017 on WNNF-FM in Cincinnati and featured Hilton Orlando. It generated \$228,200 in media value and 1.3 million impressions.	X			
The " <b>Faces for Florida - Heart London</b> " promotion ran from January 2 to February 10, 2017 on HEART-FM in London featuring Universal Orlando Resort, Experience Kissimmee, Disney Destinations, and Visit Tampa Bay. It generated \$1.5 million in media value and 37.7 million impressions.	X			

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Department	A	B	C	D
The " <b>Florida Flyaway #1 - January 2017</b> " promotion ran from January 2 to January 6, 2017 in Chicago on iHeartMedia Chicago stations. It generated \$1.1 million in media value and 9.3 million impressions for VISIT FLORIDA, Sheraton Bay Point Resort, and Gulf World Marine Park.	X			
The " <b>Universal Orlando Resort - January 2017</b> " promotion ran on WKTU-FM in New York from January 5 to February 17 2017. It generated \$700,000 in media value and 5 million impressions for VISIT FLORIDA and Universal Orlando Resort.	X			
The " <b>Warmer Side of Winter Sweepstakes #2 - January 2017</b> " promotion ran from January 8 to January 14, 2017 with the New York Daily News and featured Bellasera Resort. It generated \$332,725 in media value and 4.2 million impressions	X			
The " <b>Florida Flyaway #2 - January 2017</b> " promotion ran from January 9 to January 13, 2017 in Chicago on iHearMedia Chicago stations. It generated \$1.1 million in media value and 6.5 million impressions for VISIT FLORIDA, staySky Hotels & Resorts, and La Nouba™ by Cirque du Soleil®	X			
The " <b>Universal Orlando Resort - January 2017</b> " promotion ran on WQSR-FM in Washington, DC. from January 9 to February 3, 2017. It generated \$129,500 in media value and 1.5 million impressions for VISIT FLORIDA and Universal Orlando Resort.	X			
The " <b>Mojo in the Morning's Florida Trip a Day week 1 - January 2017</b> " promotion ran from January 10 to January 13, 2017 on WKQI-FM in Detroit and featured Tween Waters Inn Island Resort. It generated \$120,000 in media value and 2.1 million impressions.	X			
The " <b>Trip a Day to Florida #2 - January 2017</b> " promotion ran from January 12 to January 20, 2017 on WBQT-FM in Boston and featured DiamondHead Beach Resort. It generated \$162,700 in media value and 2.5 million impressions.	X			

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The " <b>Warmer Side of Winter Sweepstakes #2 - January 2017</b> " promotion ran from January 8 to January 14, 2017 with the New York Daily News and featured Sonesta Fort Lauderdale Beach. It generated \$523,025 in media value and 7.3 million impressions	X			
The " <b>Universal Orlando Resort - January 2017</b> " promotion ran on WZMX-FM in Hartford from January 16 to February 27, 2017. It generated \$290,000 in media value and 3.8 million impressions for VISIT FLORIDA and Universal Orlando Resort.	X			
The " <b>Weather Network Promotion - Week 3</b> " promotion ran from January 16 to January 22, 2017 nationally in Canada on The Weather Network with Pelmorex Canada Inc. It generated \$29,379.22 in media value and 150,000 impressions for VISIT FLORIDA and Universal Orlando Resort	X			
The " <b>Mojo in the Morning's Florida Trip a Day week 2 - January 2017</b> " promotion ran from January 16 to January 20, 2017 on WKQI-FM in Detroit and featured Little Harbor Resort. It generated \$169,500 in media value and 2.9 million impressions.	X			
The " <b>Trip A Day to Florida #3 - January 2017</b> " promotion ran from January 20 to January 28, 2017 on WBQT-FM in Boston and featured Caribe Cove Resort by Wyndham Vacation Rentals. It generated \$162,700 in media value and 2.5 million impressions.	X			
The " <b>Mojo in the Morning's Florida Trip a Day week 3 - January 2017</b> " promotion ran from January 23 to January 27, 2017 on WKQI-FM in Detroit and featured Bahama Bay Resort & Spa by Wyndham Vacation Rentals. It generated \$169,500 in media value and 2.9 million impressions.	X			
The " <b>Weather Network Promotion - Week 4</b> " promotion ran from January 23 to January 29, 2017 nationally in Canada on The Weather Network with Pelmorex Canada Inc. It generated \$29,379.22 in media value and 150,000 impressions for VISIT FLORIDA, The Dali Museum, Pinellas County Board of County Commissioners, Clearwater Marine Aquarium, and Renaissance Vinoy Resort and Golf Club.	X			



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The " <b>Trip A Day to FLA #3 - January 2017</b> " promotion ran from January 24 to January 31, 2017 on KLTY-FM in Dallas and featured CoCo Key Hotel and Water Resort Orlando. It generated \$202,300 in media value and 1.2 million impressions.	X			
The " <b>Mojo in the Morning's Florida Trip a Day week 4 - January 2017</b> " promotion ran from January 30 to February 3, 2017 on WKQI-FM in Detroit and featured Innisbrook, A Salamander Golf & Spa Resort. It generated \$169,500 in media value and 2.9 million impressions.	X			
The " <b>Trip A Day to FLA Phase 1 - February 2017</b> " promotion with the Kidd Kraddick Morning Show on YEA Networks ran nationally in the US from January 30 to February 10, 2017. It generated \$1.1 million in media value and 10.2 million impressions for VISIT FLORIDA, Grand Boulevard At Sandestin, and ResortQuest by Wyndham Vacation Rentals.	X			
The " <b>Trip a Day 2017 #1 - January 2017</b> " promotion ran from January 30 to February 3, 2017 on CIDC-FM in Toronto and featured Beacon Hotel South Beach. It generated \$125,375 in media value and 1.4 million impressions.	X			
The " <b>Florida Pride Tour: Miami - February 2017</b> " promotion ran from January 20 to February 20, 2017 on CIRR-FM in Toronto. It generated \$118,450 in media value and 1.5 million impressions for VISIT FLORIDA.	X			
The " <b>Universal Orlando Resort - February 2017</b> " promotion ran with WKSC-FM in Chicago from February 6 to February 24, 2017. It generated \$110,500 in media value and 3 million impressions for VISIT FLORIDA and Universal Orlando Resort.	X			
The " <b>Trip a Day 2017 #2 - January 2017</b> " promotion ran from February 3 to February 10, 2017 on CIDC-FM in Toronto and featured Sirata Beach Resort. It generated \$125,375 in media value and 1.4 million impressions.	X			

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The " <b>Finally Friday Phase 1 - February 2017</b> " promotion ran from February 6 to March 3, 2017 on WPLW-FM in Raleigh and featured Holiday Inn Hotel & Suites - Harbourside. It generated \$163,800 in media value and 918,000 impressions.	X			
The " <b>Mojo in the Morning's Florida Trip a Day week 6 - February 2017</b> " promotion ran from February 6 to February 10, 2017 on WKQI-FM in Detroit and featured Sirata Beach Resort. It generated \$169,500 in media value and 2.9 million impressions.	X			
The " <b>Florida Getaway Song of the Day - January 2017</b> " promotion ran from February 6 to March 3, 2017 on WRQX-FM in Washington, DC. It generated \$984,000 in media value and 6.1 million impressions for VISIT FLORIDA, Hawthorn Suites by Wyndham Lake Buena Vista, Enclave Hotel & Suites, staySky Suites I-Drive Orlando, and Lake Buena Vista Resort Village & Spa.	X			
The " <b>Get Warm 2017 - February 2017</b> " promotion ran from February 7 to March 3, 2017 on WRRM-FM in Cincinnati and featured Reunion Resort, A Salamander Golf & Spa Resort, Medieval Times Dinner & Tournament, and Boggy Creek Airboat Rides. It generated \$277,500 in media value and 3 million impressions.	X			
The " <b>Florida Flyaway - March 2017</b> " promotion ran from February 7 to March 31, 2017 on WBZO-FM in New York and featured Park Shore Resort. It generated \$360,625 in media value and 7.7 million impressions.	X			
The " <b>Road Trip to Florida #3 - February 2017</b> " promotion ran from February 9 to March 3, 2017 with the Boston Herald. It generated \$616,400 in media value and 7.2 million impressions for VISIT FLORIDA, Experience Kissimmee, Gatorland 'The Alligator Capital of the World', Gaylord Palms Resort & Convention Center, and Wild Florida Airboats LLC.	X			
The " <b>Trip A Day to FLA Phase 2 - February 2017</b> " promotion with the Kidd Kraddick Morning Show on YEA Networks ran nationally in the US from February 13 to February 17, 2017 and featured TradeWinds Island Resorts. It generated \$512,500 in media value and 4.6 million impressions.	X			

## VISIT FLORIDA Quarterly Report

### January 1, 2017 - March 31, 2017

### Four-Year Objectives by June 30, 2020

- A. Keep Florida top-of-mind among target audiences.
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Department	A	B	C	D
The " <b>Trip a Day 2017 #3 - January 2017</b> " promotion ran from February 13 to February 17, 2017 on CIDC-FM in Toronto and featured Bahama Bay Resort & Spa by Wyndham Vacation Rentals. It generated \$125,375 in media value and 1.4 million impressions.	X			
The " <b>Mojo in the Morning's Florida Trip a Day week 7 - February 2017</b> " promotion ran from February 13 to February 17, 2017 on WKQI-FM in Detroit and featured Pointe Estero Beach Resort. It generated \$169,500 in media value and 2.9 million impressions.	X			
The " <b>Universal Orlando Resort - March 2017</b> " promotion ran from February 17, 2017 to March 17, 2017 on WMGK-FM in Philadelphia. It generated \$287,750 in media value and 4.2 million impressions for VISIT FLORIDA and Universal Orlando Resort.	X			
The " <b>Universal Orlando Resort Class Trip - February 2017</b> " ran from February 19 to March 11, 2017 with the New York Daily News. It generated \$1.57 million in media value and 13.4 million impressions for VISIT FLORIDA and Universal Orlando Resort	X			
The " <b>Trip A Day to FLA Phase 3 - February 2017</b> " promotion with the Kidd Kraddick Morning Show on YEA Networks ran nationally in the US from February 20 to February 24, 2017 and featured 'Tween Waters Inn Island Resort. It generated \$512,500 in media value and 4.6 million impressions.	X			
The " <b>Trip a Day 2017 #4 - January 2017</b> " promotion ran from February 20 to February 24, 2017 on CIDC-FM in Toronto and featured Sonesta Fort Lauderdale Beach. It generated \$125,375 in media value and 1.4 million impressions.	X			
The " <b>Mojo in the Morning's Florida Trip a Day week 5 - February 2017</b> " promotion ran from February 20 to February 24, 2017 on WKQI-FM in Detroit and featured The Gates Hotel South Beach. It generated \$169,500 in media value and 2.9 million impressions.	X			

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Department	A	B	C	D
The " <b>BEN'S Spring Training Getaway - March 2017</b> " promotion ran from February 20 to March 22, 2017 on WBEN-FM in Philadelphia and featured Sheraton Sand Key Resort and Clearwater Marine Aquarium. It generated \$166,450 in media value and 1.9 million impressions.	X			
The " <b>Reach the Beach - March 2017</b> " promotion ran from February 20 to April 9, 2017 on WLXT-FM in Petoskey/Traverse City and featured Sheraton Sand Key and Clearwater Marine Aquarium. It generated \$147,100 in media value and 1.05 million impressions.	X			
The " <b>Q100's Trip a Day to Florida Flyaway #1 - February 2017</b> " promotion ran from February 20 to February 26, 2017 on WWWQ-FM in Atlanta and featured The Shores Resort & Spa. It generated \$217,700 in media value and 2.8 million impressions.	X			
The " <b>Birthday on the Beach - February 2017</b> " promotion ran from February 21 to March 17, 2017 on WNRQ-FM in Nashville and featured Southern Rentals and Real Estate. It generated \$142,750 in media value and 1.8 million impressions.	X			
The " <b>Universal Orlando Resort - March 2017</b> " promotion ran from February 24 to March 10, 2017 on WBQT-FM in Boston. It generated \$705,000 in media value and 7.8 million impressions for VISIT FLORIDA and Universal Orlando Resort.	X			
The " <b>Trip A Day to FLA Phase 4 - February 2017</b> " promotion with the Kidd Kraddick Morning Show on YEA Networks ran nationally in the US from February 27 to March 3, 2017 and featured Sheraton Bay Point Resort. It generated \$552,500 in media value and 5 million impressions.	X			
The " <b>Universal Orlando Resort 2017 - March 2017</b> " promotion ran from February 27 to March 24, 2017 on WASH-FM in Washington, DC. It generated \$462,250 in media value and 6.3 million impressions for VISIT FLORIDA and Universal Orlando Resort.	X			

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Department	A	B	C	D
The " <b>Free Florida Fridays - February 2017</b> " promotion ran from February 17 to April 2, 2017 on WNNX-FM in Atlanta and featured ResortQuest by Wyndham Vacation Rentals. It generated \$627,200 in media value and 5 million impressions.	X			
The " <b>Q100's Trip a Day to Florida Flyaway #2 - February 2017</b> " promotion ran from February 27 to March 5, 2017 on WWWQ-FM in Atlanta and featured Sandestin Golf and Beach Resort. It generated \$217,700 in media value and 2.3 million impressions.	X			
The " <b>Escape the Room, Escape to Florida - March 2017</b> " promotion ran from March 1 to May 31, 2017 on WXLO-FM in Boston and featured Lake Buena Vista Resort Village & Spa. It generated \$312,000 in media value and 2.9 million impressions.	X			
The " <b>Fish &amp; Chips - March 2017</b> " promotion ran from March 3 to March 30, 2017 on WCSX-FM in Detroit and featured Sawgrass Marriott Golf Resort & Spa. It generated \$174,800 in media value and 3.9 million impressions.	X			
The " <b>Florida Family Flyaway #2 - March 2017</b> " promotion ran from March 6 to April 7, 2017 on WNTR-FM in Indianapolis and featured TradeWinds Island Resorts and Clearwater Marine Aquarium. It generated \$518,000 in media value and 3.2 million impressions.	X			
The " <b>Finally Friday Phase 2 - March 2017</b> " promotion ran from March 6 to March 31, 2017 on WPLW-FM in Raleigh and featured Sheraton Bay Point Resort. It generated \$163,800 in media value and 918,000 impressions.	X			
The " <b>Q100's Trip a Day to Florida Flyaway #3 - March 2017</b> " promotion ran from March 6 to March 12, 2017 on WWWQ-FM in Atlanta and featured One Ocean Resort & Spa. It generated \$217,700 in media value and 2.3 million impressions.	X			

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Department	A	B	C	D
The " <b>Florida Flyaway #5 - March 2017</b> " promotion ran from March 11 to March 24, 2017 on CKDO-FM in Toronto and featured Caribe Cove Resort by Wyndham Vacation Rentals and Boggy Creek Airboat Rides. It generated \$41,250 in media value and 1 million impressions.	X			
The " <b>LITE FM Vacation - May 2017</b> " promotion ran from March 13 to May 21, 2017 on WLTW-FM in New York. It generated \$622,500 in media value and 6.1 million impressions.	X			
The " <b>Sunshine State Song of the Day - March 2017</b> " promotion ran from March 13 to March 17, 2017 on WSHE-FM in Chicago and featured TradeWinds Island Resorts. It generated \$330,242 in media value and 1.2 million impressions.	X			
The " <b>Q100's Trip a Day to Florida Flyaway #4 - March 2017</b> " promotion ran from March 13 to March 19, 2017 on WWWQ-FM in Atlanta and featured Eden Roc Miami Beach. It generated \$217,200 in media value and 2.8 million impressions.	X			
The " <b>You Make the Pick 2017 NFL Draft Sweepstakes</b> " promotion with the Jacksonville Jaguars ran nationally in the United Kingdom from March 17 to April 14, 2017. It generated 2.9 million impressions for VISIT FLORIDA, World Golf Hall of Fame At World Golf Village, and Amelia River Cruises.	X			
The " <b>Universal Orlando Resort November - March 2017</b> " promotion ran from March 19 to April 12, 2017 with the Boston Globe. It generated \$663,956 in media value and 11 million impressions for VISIT FLORIDA and Universal Orlando Resort	X			
The " <b>CBS-FM Florida Escape - March 2017</b> " promotion ran from March 20 to April 2, 2017 on WCBS-FM in New York and featured The Shores Resort & Spa. It generated \$328,000 in media value and 6.7 million impressions.	X			

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Department	A	B	C	D
The " <b>Universal Orlando Resort - March 2017</b> " promotion ran from March 24 to April 17, 2017 on WOMC-FM in Detroit. It generated \$222,350 in media value and 3.7 million impressions for VISIT FLORIDA and Universal Orlando Resort.	X			
The " <b>Florida Flyaway #6 - March 2017</b> " promotion ran from March 25 to April 7, 2017 on CKDO-FM in Toronto and featured Sonesta Fort Lauderdale Beach. It generated \$39,675 in media value and 964,229 impressions.	X			
The Daily News, " <b>THE PLAYERS Championship - March 2017</b> " promotion ran from March 26 to April 1, 2017 with the New York Daily News and featured Florida's First Coast of Golf. It generated \$520,025 in media value and 7.3 million impressions.	X			
The " <b>Florida Golf Getaway - March 2017</b> " promotion ran from March 27 to April 30, 2017 on WPRT-FM in Nashville and featured Sheraton Bay Point Resort. It generated \$208,000 in media value and 672,000 impressions.	X			
Visitor Services	A	B	C	D
January through March, visitation to the five Official Florida Welcome Centers reflected a decrease of -28,008 travelers to Florida compared to the same period in 2016. The total number of visitors through the end of March was 646,348 reflecting a decrease of -.4.2% over 2016.	X		X	
Staff at the I-95 Florida Welcome Center operate VISIT FLORIDA's live operator assisted call center. January through the end of March 2017, 256 callers received travel and conseling information from our staff on Florida vacation planning and secured information for their upcoming trips to Florida.	X	X	X	

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Department	A	B	C	D
Florida Tourism Industry members partnered with the Florida Welcome Centers to showcase their products to the traveling public through our lobby booth program. Participants were Visit Jacksonville, Amelia Island TDC, Holiday Inn Oceanfront Resort, World Golf Hall of Fame, and St. Augustine CVB.	X		X	X
For the period of January through the end of March the Visitor Services staff made a total of 565 room night reservations for visitors through the Florida Welcome Center Concierge Program. The room night reservations are for Florida hotels and campgrounds and represent \$55,738 in new tourism business for Florida.	X	X	X	