



QUARTERLY REPORT

January – March, 2018

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, 2018, also referred to as 2018Q1. This is the best available processing schedule as this report was prepared in July, 2018.

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 2018Q1, Florida hosted 33.2 million visitors, an increase of 7.4% from 2017Q1 based on preliminary estimates. The volume of air visitors was 16.9 million, while the volume of non-air visitors was 16.3 million. See the attached report on the Visitor Estimates and Industry Trend Indicators for 2018Q1.

CANADA

Canada is Florida's top international origin country. VISIT FLORIDA's preliminary 2018Q1 estimates indicate 1.4 million Canadians came to Florida in 2018Q1. This is an increase of 2.5% from the same quarter the year prior. The volume of air visitors was 780,000, while the volume of non-air visitors was 620,000.

OVERSEAS

VISIT FLORIDA now uses data from VisaVue Travel for its quarterly estimates of overseas visitors to Florida. For 2017Q4 Florida hosted 2.7 million overseas visitors. This is a 0.7% decrease from 2017Q1.

Florida Tourism Industry Marketing Corporation d/b/a VISIT FLORIDA
Operating
Consolidated Statement of Income and Expense
Nine Months Ended March 31, 2018

	YTD Actual A	YTD Budget B	YTD Variance C	Budget Remaining D	Projections Adjustments E	Projected Year End Actual A + D + E= F	Annual Budget G	Projected VS Budget F - G = H
Revenues								
State of Florida Proceeds	56,250,000	56,250,000		18,750,000		75,000,000	75,000,000	
Partner Investment	1,020,668	1,062,272	(41,604)	250,988	(45,882)	1,225,775	1,313,260	(87,485)
Strategic Alliances	123,232	159,999	(36,767)	53,333	(47,500)	129,066	213,332	(84,266)
Events Revenue	683,652	854,104	(170,452)	234,025	(100,100)	817,577	1,088,129	(270,552)
Trade Show Revenue	1,421,899	1,313,967	107,932			1,421,899	1,313,967	107,932
Welcome Center Revenue	387,029	445,252	(58,223)	15,960	602	403,591	461,212	(57,621)
Reimbursement Revenue	152,160	187,384	(35,224)	62,616	(12,576)	202,200	250,000	(47,800)
Publication Revenue	157,175	203,000	(45,825)		40,000	197,175	203,000	(5,825)
Interest Income	19,726	21,753	(2,027)	7,247	(572)	26,401	29,000	(2,599)
Research Revenue	32,960	124,690	(91,730)	150	32,465	65,575	124,840	(59,265)
Website Revenue	7,245	28,795	(21,550)	9,599	(2,399)	14,445	38,394	(23,949)
Other Revenue	691,443	600,900	90,543	75,000	691,433	1,457,875	675,900	781,975
Industry-Contributed Promotional Value	67,350,567	66,000,000	1,350,567	19,000,000	(1,152,760)	85,197,807	85,000,000	197,807
Industry-Cooperative Advertising Value	4,006,188	5,634,315	(1,628,127)	5,449,620	(1,764,710)	7,691,098	11,083,935	(3,392,837)
Total Revenues	132,303,946	132,886,431	(582,485)	43,908,538	(2,361,999)	173,850,486	176,794,969	(2,944,483)
Expenses								
Salaries & Benefits	8,181,144	9,237,672	(1,056,528)	3,927,090	(932,247)	11,175,987	13,164,762	(1,988,775)
Fees & Services	4,792,217	6,362,769	(1,570,552)	2,252,773	1,026,759	8,071,749	8,615,542	(543,793)
Citrus Juice	152,160	187,384	(35,224)	62,616	(12,576)	202,200	250,000	(47,800)
Office & Computer Supplies	54,024	64,181	(10,157)	18,543	11,640	84,207	82,724	1,483
Event Supplies/Resources	65,754	110,093	(44,339)	33,469	(11,601)	87,622	143,562	(55,940)
Depreciation	1,113,174	1,117,455	(4,281)	289,828	(18,478)	1,384,524	1,407,283	(22,759)
Dues & Subscriptions	169,086	146,028	23,058	33,996	13,011	216,093	180,024	36,069
Printing/ Copying/ Photo	317,615	289,313	28,302	42,324	43,471	403,410	331,637	71,773
Business Promotion	738,405	769,125	(30,720)	203,224	(52,809)	888,820	972,349	(83,529)
Repairs and Maintenance	109,350	140,707	(31,357)	22,553	11,238	143,141	163,260	(20,119)
Equipment Rental	275,120	268,443	6,677	52,526	(26,892)	300,754	320,969	(20,215)
Postage & Freight	71,559	153,607	(82,048)	29,602	19,916	121,077	183,209	(62,132)
Fulfillment	72,525	127,499	(54,974)	42,501	5,612	120,638	170,000	(49,362)
Grants	83,830	165,000	(81,170)	290,000	(3,563)	370,267	455,000	(84,733)
Insurance Business	191,336	64,893	126,443	21,630	459	213,426	86,523	126,903
Legal	10,497	25,785	(15,288)	7,595	(1,095)	16,997	33,380	(16,383)
Promotional Items	96,672	161,210	(64,538)	30,781	29,145	156,598	191,991	(35,393)
Registration Fees/Booth Rental	1,088,456	1,115,519	(27,063)	266,878	(45,550)	1,309,784	1,382,397	(72,613)
Employee Relocation	2,922	8,500	(5,578)		1,500	4,422	8,500	(4,078)
Office Rent	353,092	358,491	(5,399)	119,882	(1,800)	471,174	478,373	(7,199)
Research Project	809,054	972,427	(163,373)	155,563	265,662	1,230,279	1,127,990	102,289
Taxes and Licenses	46,856	23,537	23,319	224	1,080	48,160	23,761	24,399

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Nine Months Ended March 31, 2018

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Telephone	172,141	207,448	(35,307)	64,686	1,369	238,196	272,134	(33,938)
Temp. Labor	49,079	36,281	12,798	16,170	(2,953)	62,296	52,451	9,845
Training	29,209	88,692	(59,483)	37,680	28,481	95,370	126,372	(31,002)
Travel	450,066	701,158	(251,092)	243,292	172,671	866,029	944,450	(78,421)
Travel - Projects (Non-Emp)	1,200,520	1,579,666	(379,146)	324,902	154,130	1,679,552	1,904,568	(225,016)
Uniforms	17,606	24,614	(7,008)		8,644	26,250	24,614	1,636
Utilities	90,411	98,093	(7,682)	22,991	(540)	112,862	121,084	(8,222)
Warehouse-Rent	68,014	67,537	477	22,838	9,322	100,174	90,375	9,799
Agency Fees	1,983,506	2,971,438	(987,932)	1,158,501	303,644	3,445,651	4,129,939	(684,288)
Media	15,983,335	30,614,458	(14,631,123)	9,284,563	19,163,014	44,430,912	39,899,021	4,531,891
Production	1,047,315	2,544,948	(1,497,633)	827,842	1,007,802	2,882,960	3,372,790	(489,830)
Industry Contributed Promotional Value	67,350,567	66,000,000	1,350,567	19,000,000	(1,152,760)	85,197,807	85,000,000	197,807
Industry Cooperative Advertising Value	4,006,188	5,634,315	(1,628,127)	5,449,620	(1,764,710)	7,691,098	11,083,935	(3,392,837)
Total Expense	111,242,805	132,438,286	(21,195,481)	44,356,683	18,250,998	173,850,486	176,794,969	(2,944,483)
Revenue Over Expense	21,061,141	448,145	20,612,996	(448,145)	(20,612,996)	(0)	0	(0)

Florida Tourism Industry Marketing Corporation d/b/a VISIT FLORIDA
FRLA Marketing Program
Consolidated Statement of Income and Expense
Nine Months Ended March 31, 2018

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Revenues								
Industry Match-FRLA		348,815	(348,815)				348,815	(348,815)
Total Revenues	0	348,815	(348,815)	0	0	0	348,815	(348,815)
Expenses								
Fees & Services	57,306	38,760	18,546		18,819	76,125	38,760	37,365
Printing/ Copying/ Photo	553		553			553		553
Business Promotion	(787)		(787)			(787)		(787)
Promotional Items	1,600		1,600			1,600		1,600
Travel - Projects (Non-Emp)	3,841		3,841		35,200	39,041		39,041
Media-FRLA Marketing Program	139,342	348,815	(209,473)		136,872	276,214	348,815	(72,601)
Industry Match FRLA		348,815	(348,815)				348,815	(348,815)
Total Expense	201,855	736,390	(534,535)	0	190,891	392,746	736,390	(343,644)
Revenue Over Expense	(201,855)	(387,575)	185,720	0	(190,891)	(392,746)	(387,575)	(5,171)

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, 2018

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Revenues								
State of Florida Proceeds	758,945	770,997	(12,052)	229,003	12,052	1,000,000	1,000,000	
Total Revenues	758,945	770,997	(12,052)	229,003	12,052	1,000,000	1,000,000	0
Expenses								
Salaries & Benefits								
Fees & Services	15,008	164,997	(149,990)	55,003	(50,001)	20,010	220,000	(199,990)
Event Supplies/Resources	855		855			855		855
Dues & Subscriptions	20		20			20		20
Printing/ Copying/ Photo	1,228		1,228			1,228		1,228
Promotional Items	7,448		7,448			7,448		7,448
Research Project	70,000	85,000	(15,000)			70,000	85,000	(15,000)
Travel - Projects (Non-Emp)	4,161	5,000	(839)	2,000	818	6,979	7,000	(21)
Agency Fees	126,448	92,250	34,198	30,750	25,354	182,552	123,000	59,552
Media	260,090	367,500	(107,410)	122,500	37,754	420,344	490,000	(69,656)
Production	273,123	56,250	216,873	18,750	(1,873)	290,000	75,000	215,000
Total Expense	758,379	770,997	(12,618)	229,003	12,052	999,435	1,000,000	(565)
Revenue Over Expense	565	0	565	0	0	565	0	565

VISIT FLORIDA Quarterly Report
Quarter 3, Jan-Mar 2018

Four-Year Objectives by June 30, 2020

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

Department	A	B	C	D
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
Annual Partner Tools released containing detailed profiles of numerous Florida visitor segments to provide partners with insights on Florida's non-resident visitors				X
Completed in-depth Consumer Travel Insights Studies in Brazil, Argentina, Colombia, U.K. and Germany	X	X		
Released preliminary Q4-2017 estimates of visitors to the state which show Florida has 28.5 million visitors, up 6% from the previous quarter the year before.		X		
Released county level economic impact data for 2016.				X
Domestic Marketing and Events				
North America and Canada	A	B	C	D
15th Annual New York Times Show, January 26-28, 2018, New York, New York. This show is the largest consumer show in the United States. This year this show had the largest attendance since its inception with 32,398 attendees (a 7.6% increase over 2017). As a sponsor VISIT FLORIDA was able to include almost 19,000 Vacation Guides in the registration bags that travel agents and consumers received. Florida maps and post cards with beautiful images were distributed during the 3 day show. Show attendees included: 10,268 Travel Trade, 1,384 Media and 22,130 Consumers. Participating partners included: The Original Florida Tourism Task Force, Allegiant Air LLC, Greater Ft. Lauderdale CVB, Panama City Beach CVB, Beaches of Fort Myers & Sanibel, Visit Jacksonville, Wyndham Resorts, Daytona Beach Area CVB, New Smyrna Beach Area Visitors Bureau, Visit St. Petersburg/Clearwater, RiverWay South, Naples, Marco Island Everglades CVB, Visit Central Florida, Visit Pensacola and Emerald Coast CVB.	X		X	X
The Outdoor Adventure Show was held February 22-24, 2018 in Toronto, Canada. This show is the largest consumer show in Québec that brings together buyers and sellers of outdoor adventure products and services. This show attracts a highly passionate audience who love the outdoors, have disposable income and enjoy learning about new destinations. This year the attendance was 26,600. Visit Tampa Bay participated with VISIT FLORIDA.	X		X	X
International Marketing and Events	A	B	C	D
World Travel Market Latin America, April 3-5, 2018, Sao Paulo, Brazil VISIT FLORIDA and Partners showcased Florida products at World Travel Market Latin America, the region's largest travel trade show April 3-5. WTM LATAM attracted over 6,500 industry professionals for the three-day event in the economic powerhouse of São Paulo, Brazil. Attendees had the opportunity to schedule appointments with notable Tour Operators, Online Travel Agencies and Media. Brazil is one Florida's top travel markets, ranking third, with almost 1 million visitors in 2017.	X	X	X	X
Participating Partners: Beaches of Fort Myers & Sanibel, Greater Fort Lauderdale CVB, Hertz, Naples, Marco Island, Everglades CVB, Visit St. Pete/Clearwater				

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Department	A	B	C	D
<p>United Kingdom Roadshows, March 7, April 11-12, April 17, April 26 VISIT FLORIDA and Partners participated in a series of educational trainings throughout the UK in March and April to over 160 agents. Listed below is a recap of the shows: Ocean Florida Training March 7, 2018, Romford, England VISIT FLORIDA coordinated an educational training at the Ocean Florida Offices in Romford, England on March 7th. There were 40 agents and 10 operational staff in attendance. VISIT FLORIDA UK office was able to educate the agents on Florida and six partners were able to educate and train the agents about their destination and or product. Participating Partners: Beaches of Fort Myers and Sanibel, Florida Keys & Key West, Daytona Beach Area CVB, Naples, Marco Island, Everglades CVB and Visit Sarasota County.</p> <p>British Airways Marketplace April 10, 2018, Newcastle, Tyneside VISIT FLORIDA coordinated a training around British Airways annual Marketplace to educate the agents on Florida. There were about 30 agents and 10 operational staff in attendance. Over seven partners were able to educate the agents on their destination or product and VISIT FLORIDA was able to provide them with other Florida information.</p> <p>Travel Counsellors Florida Training Day, April 11, 2018, London, England Travel Counsellors is the largest network of homeworking travel agents in the United Kingdom that run their own business and are hard to to access. VISIT FLORIDA coordinated a Florida training event for over 50 travel agents at the Secret Garden at South Place Hotel. VISIT FLORIDA and seven Florida Partners were able to network and educate agents on their destination, attraction, product or hotel. The diverse group of eight Partners allowed agents an opportunity to learn more about the state and what it had to offer. Participating Partners: Beaches of Fort Myers & Sanibel, Daytona Beach CVB, Florida Keys & Key West, Greater Fort Lauderdale CVB, Kennedy Space Center Visitor Complex, Naples, Marco Island, Everglades CVB, Visit St. Pete/Clearwater, Walt Disney World Resorts in Florida.</p> <p>Gold Medal Florida Training Day, April 12, 2018, Preston, UK VISIT FLORIDA held a training day at Gold Medal's head office in Preston, Lancashire. This educational speed date style training event allowed Partners the opportunity to give presentations to a group of 3-4 agents at a time on their destination or product. There were 40 agents who attended the event and seven Partners. Participating Partners: Daytona Beach CVB, Dollar Thrifty Automotive Group, Inc., Florida Keys & Key West, Kennedy Space Center Visitor Complex, Visit Sarasota County, Bradenton Area CVB, Hertz</p> <p>Barrhead of Florida Training, April 17, 2018, Glasgow, England VISIT FLORIDA and partners were invited to Barrhead Travel to attend a Florida immersion day for new starters throughout their shop network at Studio Venue in Glasgow. VISIT FLORIDA and Partners were able to give 20 minute presentations to over 45 agents and train them on their Florida product or destination for those who attended the training. Over eight Florida Partners were in attendance.</p> <p>US Airtours and Travel Planners Training, April 25, 2018, Chigwell Hall, London VISIT FLORIDA held an educational training in Chigwell at the US AirTours and Travelplanners office. Florida Partners were able to give a 10-15 minute presentation to educate them on their destination or product. There were 30 agents and six partners in attendance. Participating Partners: Daytona Beach CVB, Florida Keys & Key West, Greater Fort Lauderdale CVB, Kennedy Space Center Visitor Complex, Naples, Marco Island, Everglades CVB and Visit Sarasota County.</p>	X	X	X	X
<p>China Sales Mission, April 16-26, 2018, Beijing, Guangzhou, Chengdu and Shanghai, China In an effort to share Florida's sunshine with Chinese travelers, VISIT FLORIDA's International Marketing and Public Relations teams hosted a ten-day sales mission to Beijing, Guangzhou, Chengdu, and Shanghai. Ten Industry Partners joined VISIT FLORIDA to engage top travel agents, tour operators and media through sales meetings, appointments, seminars and networking events. In each city, VISIT FLORIDA hosted VIP lunches for 50 key Chinese travel trade professionals to encourage them to extend their Florida offerings. In addition, half-day seminars were held in the afternoon for targeted travel agencies including major outbound tour operators, wholesalers, U.S. receptive tour operators, airlines and other China-based trade associates. In Beijing and Shanghai, one-on-one appointments were scheduled, sales calls were conducted, and VISIT FLORIDA hosted media receptions where Industry Partners met with top-tier journalists and digital influencers to discuss possible story ideas.</p> <p>China, one of Florida's key global markets, is ranked in the top 10 countries for international visitation to the state. Last year, of the 116.5 million total people who came to Florida, nearly 286,000 were from China. Additionally, among Chinese travelers interested in visiting the U.S., interest in the Sunshine State has increased 18 percent over the past four years.</p> <p>Participating Partners: Coral Castle, Grand Beach Hotel Group, Greater Fort Lauderdale CVB, Miami Sunny International, Rodeway Inn & Suites, Royal Caribbean, ShengDa Travel, Sincerely Vacations, Universal Orlando Resort and Walt Disney World.</p>	X	X	X	X
<p>South Brazil Roadshow, May 8-10, 2018, Porto Alegre and Curitiba, Brazil VISIT FLORIDA organized a roadshow through Porto Alegre and Curitiba, Brazil. Partners conducted presentations to 50 travel agents in each city. Each event concluded with an interactive Q&A to test their knowledge of the Florida product.</p> <p>Participating Partners: Best Western Hotels and Resorts, Kennedy Space Center, Hertz Corporation, Kennedy Space Center, Pegasus Transportation, Visit Central Florida, Visit St. Pete/Clearwater and Visit Tampa Bay.</p>	X	X	X	X

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Department	A	B	C	D
<p>IPW, May 19-23, 2018, Denver, CO VISIT FLORIDA joined more than 6,000 attendees from over 70 countries in Denver, Colorado for this year's IPW—the travel industry's premier international marketplace and the largest generator of travel to the U.S.</p> <p>IPW, which took place May 19-23, gathers travel professionals—including U.S. destinations, hotels, attractions and transportation companies, and international tour operators, buyers and wholesalers from around the world—to meet in one place to help bring the world to America.</p> <p>This year's event was attended by approximately 1,000 U.S. travel organizations, more than 1,300 international and domestic buyers, and over 500 members of the media. Over the course of five days, there were 100,000 prescheduled business meetings between suppliers and buyers, expected to result in \$4.7 billion in future international travel to the U.S.</p> <p>VISIT FLORIDA was well represented with a huge presence on the trade show floor. In addition to key staff from across the organization, VISIT FLORIDA brought a strong contingent of international representatives from Canada, China, Germany, Latin America and the UK. The VISIT FLORIDA International team conducted over 180 pre-scheduled appointments with tour operators and travel trade professionals, and the Public Relations team held more than 50 media meetings in addition to facilitating executive interviews with international and domestic writers in the IPW Media Marketplace.</p>	X	X	X	
<p>ARLAG, May 31- June 1, 2018; Guadalajara, Mexico VISIT FLORIDA coordinated a Florida Stand at ARLAG Travel Trade Show on June 1, 2018 in Guadalajara, Mexico. The show attracted over 1200 travel agents and tour operators from Guadalajara and nearby cities of Guanajuato, Aguascalientes, León, Colima, Irapuato, Querétaro, Morelia. There were over 170 booths at the show, which consisted of Destinations, Cruises, Airlines, Car Rental Companies and Hoteliers, etc. VISIT FLORIDA had an opportunity to invite Florida Partners to attend the show to promote their attraction and property.</p> <p>Participating Partners: Kennedy Space Center Visitor Complex, Interstate Hotels & Resorts Brochure Distribution: Legoland Florida and Titusville Area Chamber of Commerce.</p>	X	X	X	X
<p>Mexico Sales Mission, May 29-June 1, 2018, Mexico City, Guadalajara and Monterrey, Mexico VISIT FLORIDA coordinated a Sales Mission in three major cities in Mexico – Mexico City, Guadalajara and Monterrey from May 29, - June 4, 2018. In each city, VISIT FLORIDA held Sales Calls at select tour operator's offices as well as coordinated a luncheon and or breakfast with top tour operators. The two luncheons in Mexico City, held May 29 and May 30, had a combined attendance of 90 top area tour operators. The tour operators were presented an overview about Florida and our attending Partners' product offerings. A total of 46 tour operators joined VISIT FLORIDA and Partners during the May 31st breakfast in Guadalajara. The last luncheon event in Guadalajara, 56 local tour operators attended presentations to educate them on the Florida product.</p> <p>Participating Partners: Visit St. Pete/Clearwater and Kennedy Space Center Visitor Complex</p>	X	X	X	X
<p>Germany Roadshow, June 4-7, 2018, Munich, Wurzburg, Bonn and Aachen, Germany. VISIT FLORIDA teamed up with TUI, this year to organize the 6th Annual Florida Roadshow in four German Cities. TUI played an important role in assisting with recruitment of travel agents to the event in metro areas of Munich (June 4), Wurzburg (June 5), Aachen (June 6) and Bonn (June 7). VISIT FLORIDA and TUI both presented to travel agents before Florida Partners in attendance had an opportunity to present their product to over 140 travel agents in 12-minute tabletop workshop sessions. Partners were happy with the format and expressed an interest to continue a similar format in 2019.</p> <p>Germany is ranked in the top six market for visitation to Florida in 2017 with 472,000 visitors.</p> <p>Participating Partners: The Beaches of Fort Myers & Sanibel, Naples, Marco Island, Everglades, CVB, SeaWorld Parks and Entertainment, Visit St. Pete/Clearwater, Visit Sarasota, Walt Disney World Resort.</p>	X	X	X	X
Public Relations (PR)	A	B	C	D
<p>North America and International Earned Media Coverage - January through March: 1,620,386,354 impressions (YTD: 2,067,946,371)</p>	X			
<p>In-Market PR Programs, Events and Initiatives - January through March: -- Winter Campaign - January-March - UK -- Visit USA Meet the Media Event - January - UK -- TravelZoo Travel Trends Event - January - UK -- TravMedia London Event - January - UK -- VISIT FLORIDA International Summit - February - UK -- VISIT FLORIDA Media Mission - March - UK -- IMM - March - UK</p>	X		X	X

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Department	A	B	C	D
Proactive PR - January through March: -- Ongoing press and influencer trips to the state from key domestic and international markets: -- Domestic - 2 individual press trips -- Canada - 2 individual press trips -- UK - 2 individual press trips -- Germany - 2 individual press trips -- China - 3 individual press trips Influencer Campaigns: -- Domestic: 3 Influencers visited 7+ DMO destinations - February-March -- UK: 5 Influencers visited in 4 DMO destinations and 1 attraction - January-March	X		X	
Media FAM Tours - January through March: -- China: KOL Group Tour to 2 DMO destinations and 2 attraction Partners - January	X		X	
Press Releases - January through March: -- 23 press releases were posted via the media site -- 6 UK press releases: Late Deals (1 for each month in January, February, March), and Florida Friday (1 for each month in January, February, March), Add Romance to Your Florida Getaway, Florida's Beaches are the Best in the USA -- 3 Germany press releases: Green Florida, Let the Games Begin!, VISIT FLORIDA Announces New Record Numbers -- 3 China press releases: What's New in 2018, Anti-season Travel to Florida, Spring Travel to Florida -- 3 Brazil press releases: 4 Places in Florida to Enjoy the Outdoor Sports, VISIT FLORIDA Announces Roadshow in the North and Northeast, 5 Destinations in Florida to Try the Local Gastronomy, Brewery and Wineries	X			
Visitor Services	A	B	C	D
January through March 2018, visitation to the five Official Florida Welcome Centers reflected an increase of +17,641 travelers to Florida compared to the same time period in 2017. The visitor count January through March was 680,118.	X		X	
Staff at the I-95 Florida Welcome Center operate VISIT FLORIDA's live operator assisted 800 call center. January through the end of March 2018, 425 callers received travel and counseling information from our staff on Florida vacation planning and secured information for their upcoming trips to Florida.	X	X	X	
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 the Sun Pass, Ponce De Leon/Falling Waters, Camp Helen/Eden Gardens, Florida Caverns, and Santa Rosa County.	X		X	X
For the period of January through the end of March, the Visitor Services staff made a total of 385 room night reservations for visitors through the Florida Welcome Center Concierge Program. The room night reservations are for hotels and campgrounds and represent \$36,434 in new tourism business for Florida.	X	X	X	
Promotions	A	B	C	D
The "Trip A Day #01" promotion ran from January 1 to January 5, 2018 in Toronto, Canada on CIDC-FM. It generated \$144,413.60 in media value and 1,064,283 impressions for VISIT FLORIDA and The Westin Cape Coral Resort at Marina Village.	X			
The "Trippin Tuesdays - Phase 1" promotion ran from January 1 to January 5, 2018 in Chicago, IL on WKQX-FM. It generated \$129,070.52 in media value and 1,596,817 impressions for VISIT FLORIDA and West Wind Inn.	X			
The "Second Chance Summer Phase 1" promotion ran from January 1 to January 14, 2018 in Washington, DC on WRQX-FM. It generated \$375,071.58 in media value and 2,371,342 impressions for VISIT FLORIDA and Sheraton Bay Point Resort.	X			
A promotion ran with the Gwinnett Daily Post from January 1 to February 28, 2018 in Atlanta, GA. It generated \$270,422.30 in media value and 9,155,564 impressions for VISIT FLORIDA, Don Cesar, and Clearwater Marine Aquarium.	X			
The "Faces for Florida - London Phase 1" promotion ran January 1 to January 12, 2018 in London, UK with Heart FM. It generated \$90,240.97 in media value and 12,156 impressions for VISIT FLORIDA.	X			
The "Florida Flyaway (January 2018)" promotion ran January 5 to January 24, 2018 in New York, Boston, and Philadelphia with Metro Newspapers. It generated \$499,091.00 in media value and 15,605,181 impressions for VISIT FLORIDA, La Concha Hotel & Spa, and Conch Tour Train.	X			
The "Trip A Day to Florida" promotion ran January 6 to January 12, 2018 in Boston, MA with WBQT-FM. It generated \$183,011.20 in media value and 1,552,600 impressions for VISIT FLORIDA and Sundial Beach Resort & Spa.	X			
The "Trip A Day to Florida" promotion ran January 6 to January 12, 2018 in Detroit, Grand Rapids, Toledo with WKQI-FM. It generated \$136,327 in media value and 3,150,964 impressions for VISIT FLORIDA and staySky Suites I-Drive Orlando.	X			

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The "Florida Flyaway #2" promotion ran January 7 to January 13, 2018 in New York with Daily News. It generated \$517,000 in media value and 7,005,898 impressions for VISIT FLORIDA and The Perry Hotel Key West at Stock Island Marina.	X			
The "Trip A Day #2" promotion ran January 8 to January 12, 2018 in Toronto, Canada with CIDC-FM. It generated \$143,067.75 in media value and 1,070,975 impressions for VISIT FLORIDA and Salt Water Vacations.	X			
The "Trippin Tuesdays - Phase 2" promotion ran from January 8 to January 12, 2018 in Chicago, IL on WKQX-FM. It generated \$127,763.79 in media value and 1,514,116 impressions for VISIT FLORIDA and Sandestin Golf and Beach Resort.	X			
The "Fan Trip A Day Winter Escape" promotion ran from January 8 to January 16, 2018 in Dallas, TX on KRLD-FM. It generated \$392,270.99 in media value and 3,963,749 impressions for VISIT FLORIDA, South Seas Island Resort, and Island Kayak.	X			
The "Faces for Florida - London Phase 2" promotion ran January 12 to January 19, 2018 in London, UK with Heart FM. It generated \$358,723.07 in media value and 6,779,512 impressions for VISIT FLORIDA, Disney Destinations, and British Airways.	X			
The "Winter Trip Getaway" promotion ran January 12 - 26, 2018 in Philadelphia, PA. It generated \$200,552.76 in media value and 777,647 impressions for VISIT FLORIDA, Hilton Orlando, and Boggy Creek Airboat Adventures.	X			
The "Trip A Day to Florida - Phase 3" promotion ran January 13 to January 19, 2018 in Boston, MA with WBQT-FM. It generated \$183,029.53 in media value and 1,553,097 impressions for VISIT FLORIDA and staySky Suites I-Drive Orlando.	X			
The "Trip A Day to Florida #2" promotion ran January 13 to January 19, 2018 in Detroit, Grand Rapids, and Toledo with WKQI-FM. It generated \$136,237.00 in media value and 3,151,047 impressions for VISIT FLORIDA and Silver Surf Gulf Beach Resort.	X			
The "Florida Flyaway #3" promotion ran January 14 - January 20, 2018 in New York with The Daily News. It generated \$517,000 in media value and 7,005,898 impressions for VISIT FLORIDA and Anna Maria Island Resorts.	X			
The "Trippin Tuesdays - Phase 3" promotion ran from January 15 to January 19, 2018 in Chicago, IL on WKQX-FM. It generated \$122,806.64 in media value and 1,532,786 impressions for VISIT FLORIDA and Orlando World Center Marriott.	X			
The "Second Chance Summer Phase 2" promotion ran from January 15 to January 21, 2018 in Washington, DC on WRQX-FM. It generated \$189,454.31 in media value and 1,215,716 impressions for VISIT FLORIDA and Tuscana Resort Orlando.	X			
The "Faces for Florida - Heart North West Phase 1" promotion ran January 15 - January 26, 2018 in Manchester/Liverpool, UK with Heart FM North West. It generated \$8,095.80 and 4,823 impressions for VISIT FLORIDA.	X			
The "Faces for Florida - Heart Network Phase 1" promotion ran January 15 - January 26, 2018 with Heart FM in England, Scotland, and Wales. It generated \$11,885.23 in media value and 1,558,234 impressions for VISIT FLORIDA.	X			
The "Trip A Day #3" promotion ran January 15 to January 19, 2018 in Toronto, Canada with CIDC-FM. It generated \$143,572.55 in media value and 1,086,764 impressions for VISIT FLORIDA and Intercontinental Miami.	X			
The "Florida Flyaway" promotion ran January 18 - February 14, 2018 in Boston, MA with Boston Herald. It generated \$546,626.00 in media value and 9,941,434 impressions for VISIT FLORIDA, St. Johns County VCB, and Cedar House Inn.	X			
The "Faces for Florida - London Phase 3" promotion ran January 19 to January 26, 2018 in London, UK with Heart FM. It generated \$814,516.00 in media value and 6,804,687 impressions for VISIT FLORIDA, Broward County Parks & Recreation, British Airways, Sawgrass Recreation Park, Tropical Sailing, Xtreme Action Park, and Greater Fort Lauderdale Convention & Visitors Bureau.	X			
The "Trip A Day to Florida #3" promotion ran January 20 to January 26, 2018 in Detroit, Grand Rapids, and Toledo with WKQI-FM. It generated \$136,340.00 in media value and 3,151,811 impressions for VISIT FLORIDA and TradeWinds Island Resorts.	X			
The "Trip A Day to Florida - Phase 4" promotion ran January 20 to January 26, 2018 in Boston, MA with WBQT-FM. It generated \$183,003.10 in media value and 1,552,882 impressions for VISIT FLORIDA and Tween Waters Inn Island Resort.	X			
The "Winter Escape Getaway" promotion ran January 22 to February 2, 2018 in Atlanta, GA with WWWQ-FM. It generated \$362,255.53 in media value and 7,069,025 impressions for VISIT FLORIDA, Island Queen Cruises, and Loews Miami Beach Hotel.	X			
The "Trippin Tuesdays - Phase 4" promotion ran from January 22 to January 26, 2018 in Chicago, IL on WKQX-FM. It generated \$129,758.82 in media value and 1,622,570 impressions for VISIT FLORIDA and Salt Water Vacations.	X			
The "Second Chance Summer" promotion ran January 22 to January 28, 2018 in Washington, DC with WRQX-FM. It generated \$190,020.03 in media value and 1,209,862 impressions for VISIT FLORIDA and West Wind Inn.	X			
The "Trip A Day #4" promotion ran January 22 to January 26, 2018 in Toronto, Canada with CIDC-FM. It generated \$143,730.67 in media value and 1,073,079 impressions for VISIT FLORIDA and Sirata Beach Resort.	X			

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The "Winter Warm-Up Phase 1" promotion ran nationally January 24 - January 28, 2018 with The Kidd Kraddick Morning Show. It generated \$290,424.30 in media value and 1,795,321 impressions for VISIT FLORIDA.	X			
The "Faces for Florida Phase 4" promotion ran January 26 to February 2, 2018 in London, UK. It generated \$352,080.12 in media value and 6,802,522 impressions for VISIT FLORIDA, United Park Services, British Airways, The Chihuly Collection, Pinellas County Board of County Commissioners, Clearwater Marine Aquarium, The Tropics Boat Tours, and Renaissance Vinoy Resort and Golf Club.	X			
The "Faces for Florida - Heart Network Phase 2" promotion ran January 26 - February 2, 2018 with Heart FM in England, Scotland, and Wales. It generated \$4,817,912.90 in media value and 1,548,133 impressions for VISIT FLORIDA, and Disney Destinations.	X			
The "Faces for Florida - Heart Northwest Phase 2" promotion ran January 26 - February 2, 2018 in Manchester/Liverpool, UK with Heart FM. It generated \$544,363.00 and 2,463,875 impressions for VISIT FLORIDA, Disney Destinations, and Thomas Cook.	X			
The "Trip A Day to Florida #4" promotion ran January 27 to February 2, 2018 in Detroit, Grand Rapids, and Toledo with WKQI-FM. It generated \$136,848.00 in media value and 3,152,270 impressions for VISIT FLORIDA and Lake Buena Vista Resort Village & Spa.	X			
The "Winter Warm-Up Phase 2" promotion ran nationally January 29 - February 9, 2018 with The Kidd Kraddick Morning Show. It generated \$1,795,321.35 in media value and 9,354,864 impressions for VISIT FLORIDA, and Beacon South Beach Hotel.	X			
The "Trippin Tuesdays - Phase 5" promotion ran from January 29 to February 2, 2018 in Chicago, IL on WKQX-FM. It generated \$122,360.51 in media value and 1,501,963 impressions for VISIT FLORIDA and Tween Waters Island Resorts.	X			
The "Florida Flyaway - Phase 1" promotion ran from January 29 - May 1, 2018 in Nassau/Suffolk, NY on WBZO-FM. It generated \$112,020.87 in media value and 1,679,633 impressions for VISIT FLORIDA and Waterstone Resort & Marina.	X			
The "Second Chance Summer - Phase 4" promotion ran January 29 to February 4, 2018 in Washington, DC with WRQX-FM. It generated \$190,572.20 in media value and 1,209,312 impressions for VISIT FLORIDA and Sandestin Gold and Beach Resort.	X			
The "Trip A Day #5" promotion ran January 29 to February 2, 2018 in Toronto, Canada with CIDC-FM. It generated \$143,599.91 in media value and 1,070,048 impressions for VISIT FLORIDA and SouthSeas Island Resort.	X			
The "Sunshine Hotline - Phase 1" promotion ran January 29 - February 9, 2018 in Chicago, IL with WLUP-FM. It generated \$321,963.68 in media value and 4,296,742 impressions for VISIT FLORIDA and Beacon South Beach Hotel.	X			
The "Trip A Day - Phase 1" promotion ran February 1 - February 7, 2018 in Dallas, TX with KLTY-FM. It generated \$175,267.67 in media value and 2,780,469 impressions for VISIT FLORIDA and Orlando World Center Marriott.	X			
The "Mojo in the Morning - Trip A Day - Phase 1" promotion ran February 2 - February 9, 2018 in Detroit, Grand Rapids, and Toledo with WKQI-FM. It generated \$136,289.00 in media value and 3,152,119 impressions for VISIT FLORIDA and Tween Waters Inn Island Resort.	X			
The "Faces for Florida Phase 5" promotion ran February 2 - February 9, 2018 in London, UK. It generated \$304,512.97 in media value and 6,63,934 impressions for VISIT FLORIDA, British Airways, Blue Coast Shop, Daytona Beach Parasail, Marine Science Center, and Daytona International Speedway.	X			
The "Faces for Florida - Heart Northwest Phase 3" promotion ran February 2 - February 9, 2018 in Manchester/Liverpool, UK with Heart FM. It generated \$189,640.89 and 2,463,865 impressions for VISIT FLORIDA, Broward County Parks & Recreation, Xtreme Action Park, Greater Fort Lauderdale CVB, and Tropical Sailing.	X			
The "Faces for Florida - Heart Network - Phase 3" promotion ran February 2 - February 9, 2018 in England, Scotland, and Wales. It generated \$6,243,603.39 in media value and 2,110,236 impressions for VISIT FLORIDA, Broward County Parks & Recreation, Sawgrass Recreation Parl, Tropical Sailing, and Xtreme Action Park.	X			
The "Florida Flyaway" promotion ran in print February 4 to February 10, 2018 in New York, with New York Daily News. It generated \$517,000.00 in media value and 6,819,163 impressions for VISIT FLORIDA and Wyndham Orlando Resort International.	X			
The "Cabin Fever Reliever - Phase 1" promotion ran February 5 - February 16, 2108 in Atlanta, GA with WKHX-FM. It generated \$394,800.00 in media value and 2,946,300 impressions for VISIT FLORIDA, Medieval Times, and Hilton Orlando.	X			
The "Winter Warm-Up Phase 3" promotion ran nationally February 5 - February 9, 2018 with The Kidd Kraddick Morning Show. It generated \$1,468,279.55 in media value and 7,572,444 impressions for VISIT FLORIDA, and TradeWinds Island Resorts.	X			
The "Escape The Cold - Phase 1" promotion ran February 5 - February 9, 2018 in Indianapolis, IN with WNTR-FM. It generated \$126,331.16 in media value and 1,750,442 impressions for VISIT FLORIDA and Sandestin Golf and Beach Resort.	X			
The "Phillies Spring Training" promotion ran February 5 - March 6, 2018 in Philadelphia, PA with WBEN-FM. It generated \$171,172.01 in media value and 2,060,920 impressions for VISIT FLORIDA, Clearwater Marine Aquarium, and Shephard's Beach Resort.	X			
The "Snow Bird Winter Flyaway" promotion ran February 5 - Febraury 23, 2018 in Syracuse, NY with WAQX-FM. It generated \$53,167.00 in media value and 638,240 impressions for VISIT FLORIDA, and Holiday Inn Harbourside.	X			

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The "Energy Jet Valentine's Day" promotion ran February 7 - February 14, 2018 in Toronto, ON with CHWE-FM. It generated \$155,343.94 in media value and 1,001,158 impressions for VISIT FLORIDA, Souther Star Glass Bottom Boats, and Southern Vacation Rentals.	X			
The "Trip A Day - Phase 2" promotion ran February 8 - February 14, 2018 in Dallas, TX with KLTY-FM. It generated \$184,574.49 in media value and 2,942,600 impressions for VISIT FLORIDA and Henderson Beach Resort.	X			
The "Mojo in the Morning - Trip A Day - Phase 2" promotion ran February 9 - February 16, 2018 in Detroit, Grand Rapids, and Toledo with WKQI-FM. It generated \$136,570.00 in media value and 3,148,999 impressions for VISIT FLORIDA and St. James Bay.	X			
The "Faces for Florida - Heart Northwest Phase 4" promotion ran February 9 - February 16, 2018 in Manchester/Liverpool, UK with Heart FM. It generated \$229,373.55 and 2,914,109 impressions for VISIT FLORIDA, The Chihuly Collection, Thomas Cook UK Ltd, United Park Services, Inc. at Fort De Sota, The Hotel Zamora, Clearwater Marine Aquarium, The Tropics Boat Tours, and Pinellas County Board of County Commissioners.	X			
The "Faces for Florida - Heart Network Phase 4" promotion ran February 9 - February 16, 2018 with Heart FM in England, Scotland, and Wales. It generated \$3,847,710.43 in media value and 1,223,124 impressions for VISIT FLORIDA, United Park Services, Inc. at Fort De Soto, The Chihuly Collections, The Tropics Boat Tours, Pinellas County Board of County Commissioners, Clearwater Marine Aquarium, and Sheraton Sand Key Resort.	X			
The "Sweet Z1035 Valentine's Day Contest" promotion ran February 9 - February 14, 2018 in Toronto, ON with CIDC-FM. It generated \$152,587.25 in media value and 1,424,938 impressions for VISIT FLORIDA, Kayak Excursions, and DiamondHead Beach Resort.	X			
The "Florida Flyaway - Phase 2" promotion ran from February 10 - May 1, 2018, 2018 in Nassau/Suffolk, NY on WBZO-FM. It generated \$89,198.45 in media value and 1,344,932 impressions for VISIT FLORIDA and The Inn on Fifth.	X			
The "Escape The Cold - Phase 2" promotion ran February 12 - February 16, 2018 in Indianapolis, IN with WNTR-FM. It generated \$126,277.70 in media value and 1,740,995 impressions for VISIT FLORIDA and Sundial Beach Resort & Spa.	X			
The "Family Florida Flyaway - Phase 1" promotion ran February 12 - February 16, 2018 in Madison, WI with WOLX-FM. It generated \$63,872.87 in media value and 1,252,698 impressions for VISIT FLORIDA and Sheraton Bay Point.	X			
The "Sunshine Hotline - Phase 2" promotion ran February 12 - February 16, 2018 in Chicago, IL with WLUP-FM. It generated \$161,980.40 in media value and 2,154,236 impressions for VISIT FLORIDA and Sheraton Sand Key Resort.	X			
The "Trip A Day - Phase 3" promotion ran February 15 - February 21, 2018 in Dallas, TX with KLTY-FM. It generated \$183,349.43 in media value and 2,921,350 impressions for VISIT FLORIDA, and Hilton Orlando.	X			
The "Faces for Florida - Heart Northwest Phase 5" promotion ran February 16 - February 23, 2018 in Manchester/Liverpool, UK with Heart FM. It generated \$189,627.58 and 2,462,830 impressions for VISIT FLORIDA, Marine Science Center, Daytona Beach Parasail, Blue Coast Shop, Thomas Cook UK Ltd, Halifax Area Advertising Authority, Hard Rock Hotel Daytona Beach, and Daytona International Speedway.	X			
The "Faces for Florida - Heart Network - Phase 5" promotion ran February 17 - February 23, 2018 in England, Scotland, and Wales. It generated \$5,067,413.19 in media value and 1,687,349 impressions for VISIT FLORIDA, Daytona International Speedway, Halifax Area Advertising Authority, Hard Rock Hotel Daytona Beach, Daytona Beach Parasail, Blue Coast Shop, and Marine Science Center.	X			
The "Florida Flyaway - Phase 3" promotion ran from February 17 - May 1, 2018, 2018 in Nassau/Suffolk, NY on WBZO-FM. It generated \$85,839.76 in media value and 1,313,224 impressions for VISIT FLORIDA and Islander Resort & Conference Center.	X			
The "Cabin Fever Reliever - Phase 2" promotion ran February 18 - February 23, 2108 in Atlanta, GA with WKHX-FM. It generated \$226,612.34 in media value and 1,744,525 impressions for VISIT FLORIDA, Ripley's Believe It Or Not - Panama City, and Sheraton Bay Point Resort.	X			
The "Escape The Cold - Phase 3" promotion ran February 19 - February 23, 2018 in Indianapolis, IN with WNTR-FM. It generated \$126,280.40 in media value and 1,748,779 impressions for VISIT FLORIDA and Coco Key Hotel and Water Resort.	X			
The "Mojo in the Morning - Trip A Day - Phase 3" promotion ran February 19 - February 23, 2018 in Detroit, Grand Rapids, and Toledo with WKQI-FM. It generated \$136,687.00 in media value and 3,150,553 impressions for VISIT FLORIDA and Anna Maria Island Resorts.	X			
The "Trip A Day to FLA - Phase 1" promotion ran February 19 - February 25, 2018 in Boston, MA with WXLO-FM. It generated \$424,389.48 in media value and 4,329,784 impressions for VISIT FLORIDA and GullWing Beach Resort.	X			
The "Landshark Lager & Project Time Off - Take Time Off in Florida" promotion ran February 19 - April 13, 2018 in Multi-States. It generated \$1.00 in media vlaue and 6,900,000 impressions for VISIT FLORIDA.	X			
The "Landshark Lager & Project Time Off - Explore Your Own Backyard" promotion ran February 19 - April 13, 2018 in Florida. It generated \$1.00 in media vlaue and 1,500,000 impressions for VISIT FLORIDA.	X			
The "Family Florida Flyaway - Phase 2" promotion ran February 19 - February 23, 2018 in Madison, WI with WOLX-FM. It generated \$63,872.87 in media value and 1,252,698 impressions for VISIT FLORIDA and Sheraton Bay Point.	X			
The "Sunshine Hotline - Phase 3" promotion ran February 19 - February 23, 2018 in Chicago, IL with WLUP-FM. It generated \$175,131.60 in media value and 2,372,604 impressions for VISIT FLORIDA and South Seas Island Resort.	X			

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The "Girls Night Out" promotion ran February 20 - March 23, 2018 in Atlanta, GA with WWVQ-FM. It generated \$1,114,751.13 in media value and 20,032,977 impressions for VISIT FLORIDA and Ocean Key Resort & Spa.	X			
The "Trip A Day - Phase 4" promotion ran February 22 - February 28, 2018 in Dallas, TX with KLTU-FM. It generated \$88,132.88 in media value and 1,350,616 impressions for VISIT FLORIDA and Conrad Fort Lauderdale Beach.	X			
The "Family Florida Flyaway - Phase 3" promotion ran February 25 - March 2, 2018 in Madison, WI with WOLX-FM. It generated \$63,811.55 in media value and 1,247,921 impressions for VISIT FLORIDA and Sirata Beach Resort.	X			
The "Florida Funds & Fun Name Game - Phase 1" promotion ran February 26 - March 2 in Raleigh, NC with WPLW-FM. It generated \$64,258.62 in media value and 744,876 impressions for VISIT FLORIDA.	X			
The "Fish & Chips" promotion ran February 26 - March 23, 2018 in Detroit, MI with WCSX-FM. It generated \$243,875.77 in media value and 6,933,351 impressions for VISIT FLORIDA, Fernandina Beach Golf Course, Seaside Amelia Inn, and World Golf Hall of Fame.	X			
The "Escape The Cold - Phase 4" promotion ran February 26 - March 2, 2018 in Indianapolis, IN with WNTR-FM. It generated \$126,256.10 in media value and 1,747,684 impressions for VISIT FLORIDA and TradeWinds Island Resort.	X			
The "Mojo in the Morning - Trip A Day - Phase 4" promotion ran February 26 - March 2, 2018 in Detroit, Grand Rapids, and Toledo with WKQI-FM. It generated \$136,645.00 in media value and 3,151,218 impressions for VISIT FLORIDA and South Seas Island Resort.	X			
The "Trip A Day to FLA - Phase 2" promotion ran February 26 - March 4, 2018 in Boston, MA with WXLO-FM. It generated \$424,368.76 in media value and 4,331,906 impressions for VISIT FLORIDA and Orlando World Center Marriott.	X			
The "THE PLAYERS Championship" promotion ran February 26 - April 2, 2018 in Philadelphia, PA with WBEN-FM. It generated \$154,022.25 in media value and 2,019,333 impressions for VISIT FLORIDA, St. Augustine, Ponte Vedra & The Beaches VCB, The Players Championship, Visit Jacksonville, and Renaissance World Golf Village Resort.	X			
The "Florida Flyaway - Phase 5" promotion ran from March 3 - May 1, 2018, 2018 in Nassau/Suffolk, NY on WBZO-FM. It generated \$85,811.08 in media value and 1,311,536 impressions for VISIT FLORIDA and Caribe Cove Resort By Wyndham Vacation Rentals.	X			
The "Family Florida Flyaway - Phase 4" promotion ran March 3 - March 9, 2018 in Madison, WI with WOLX-FM. It generated \$63,799.67 in media value and 1,245,088 impressions for VISIT FLORIDA and Hilton Orlando.	X			
The "Florida Funds & Fun Name Game - Phase 2" promotion ran March 5 - March 9, 2018 in Raleigh, NC with WPLW-FM. It generated \$70,500.78 in media value and 828,710 impressions for VISIT FLORIDA and Tuscana Resort Orlando by Aston Hotels.	X			
The "Trip A Day - Phase 1" promotion ran March 5 - March 9, 2018 in Tampa, FL with WRBQ-FM. It generated \$131,805.69 in media value and 1,174,453 impressions for VISIT FLORIDA and Loews Miami Beach Hotel.	X			
The "Escape The Cold - Phase 5" promotion ran March 5 - March 9, 2018 in Indianapolis, IN with WNTR-FM. It generated \$126,227.80 in media value and 1,748,005 impressions for VISIT FLORIDA, and Hilton Cocoa Beach Oceanfront.	X			
The "Florida Flyaway" promotion ran in print March 5 - April 11, 2018 in Boston, MA with Boston Herald. It generated \$582,168.44 in media value and 4,331,856 impressions for VISIT FLORIDA, Florida Keys & Key West Tourist Development Council, The Gates Hotel Key West, and Conch Tour Train.	X			
The "Trip A Day to FLA - Phase 3" promotion ran March 5 - March 11, 2018 in Boston, MA with WXLO-FM. It generated \$424,326.52 in media value and 4,331,856 impressions for VISIT FLORIDA and BridgeWalk, a Landmark Resort.	X			
The "Mojo in the Morning - Trip A Day to Florida - Phase 1" promotion ran March 5 - March 9, 2018 in Detroit, Grand Rapids, and Toledo with WKQI-FM. It generated \$136,428.00 in media value and 3,150,735 impressions for VISIT FLORIDA and Salt Water Vacations.	X			
The "Bailey and Southside's Trip A Day Florida Getaway - Phase 1" promotion ran March 3 - March 9, 2018 in Atlanta, GA with WNNX-FM. It generated \$205,083.01 in media value and 3,277,599 impressions for VISIT FLORIDA and TradeWinds Island Resorts.	X			
The "Energy Jet Heads to the Sunshine State - Phase 1" promotion ran March 5 - March 16, 2018 in Winnipeg, Canada with CHWE-FM. It generated \$144,219.88 in media value and 890,614 impressions for VISIT FLORIDA, Medieval Times Dinner & Tournament, and Bahama Bay Resort.	X			
The "Florida Flyaway - Phase 6" promotion ran from March 10 - May 1, 2018, 2018 in Nassau/Suffolk, NY on WBZO-FM. It generated \$88,343.07 in media value and 1,342,612 impressions for VISIT FLORIDA and Plantation on Crystal River.	X			
The "Florida Funds & Fun Name Game - Phase 3" promotion ran March 12 - March 16, 2018 in Raleigh, NC with WPLW-FM. It generated \$70,493.27 in media value and 828,502 impressions for VISIT FLORIDA and Sonesta Fort Lauderdale Beach.	X			
The "Escape The Cold - Phase 6" promotion ran March 12 - March 16, 2018 in Indianapolis, IN with WNTR-FM. It generated \$126,261.50 in media value and 1,748,570 impressions for VISIT FLORIDA, and Sheraton Sand Key Resort.	X			

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The "Mojo in the Morning - Trip A Day to Florida - Phase 2" promotion ran March 12 - March 16, 2018 in Detroit, Grand Rapids, and Toledo with WKQI-FM. It generated \$136,389.00 in media value and 3,151,354 impressions for VISIT FLORIDA and Magic Village Resort.	X			
The "Bailey and Southside's Trip A Day Florida Getaway - Phase 2" promotion ran March 12 - March 16, 2018 in Atlanta, GA with WNNX-FM. It generated \$209,048.78 in media value and 3,376,287 impressions for VISIT FLORIDA and Hammock Beach Resort.	X			
The "Trip A Day - Phase 2" promotion ran March 12 - March 16, 2018 in Tampa, FL with WRBQ-FM. It generated \$137,877.60 in media value and 1,222,810 impressions for VISIT FLORIDA and Plantation on Crystal River.	X			
The "Trippin Tuesdays - Phase 1" promotion ran from March 14 - March 20, 2018 in Chicgo, IL with WKQX-FM. It generated \$121,016.17 in media value and 1,501,866 impressions for VISIT FLORIDA and Caribe Cove Resort By Wyndham Vacation Rentals.	X			
The "Trip A Day - Phase 3" promotion ran March 19 - March 23, 2018 in Tampa, FL with WRBQ-FM. It generated \$139,285.88 in media value and 1,242,236 impressions for VISIT FLORIDA and Port of the Islands Everglades Adventure Resort.	X			
The "Mojo in the Morning - Trip A Day to Florida - Phase 3" promotion ran March 19 - March 23, 2018 in Detroit, Grand Rapids, and Toledo with WKQI-FM. It generated \$136,586.00 in media value and 3,151,642 impressions for VISIT FLORIDA and Beacon South Beach Hotel.	X			
The "Bailey and Southside's Trip A Day Florida Getaway - Phase 3" promotion ran March 19 - March 23, 2018 in Atlanta, GA with WNNX-FM. It generated \$208,210.74 in media value and 3,408,667 impressions for VISIT FLORIDA and South Seas Island Resort.	X			
The "Florida Funds & Fun Name Game - Phase 4" promotion ran March 19 - March 23, 2018 in Raleigh, NC with WPLW-FM. It generated \$70,688.39 in media value and 828,592 impressions for VISIT FLORIDA and Hilton Cocoa Beach Oceanfront.	X			
The "Trip A Day - Phase 1" promotion ran March 19 - March 23, 2018 in Chicago, IL with WLS-FM. It generated \$126,032.68 in media value and 1,535,908 impressions for VISIT FLORIDA.	X			
The "Trippin Tuesdays - Phase 2" promotion ran from March 21 - March 27, 2018 in Chicago, IL with WKQX-FM. It generated \$124,024.18 in media value and 1,542,919 impressions for VISIT FLORIDA and Southern Rentals and Real Estate.	X			
The "I'm Sick of the Snow(Man) Instagram Contest" promotion ran March 23 - March 27, 2018. It generated 5,600,000 impressions for VISIT FLORIDA.	X			
The "Florida Flyaway" promotion ran in print March 25 - March 31, 2018 in New York with Daily News. It generated \$ 517,000 in media value and 5,646,855 impressions for VISIT FLORIDA, Medieval Times Dinner & Tournament, and Magic Village Resort.	X			
The "Florida Funds & Fun Name Game - Phase 5" promotion ran March 26 - March 30, 2018 in Raleigh, NC with WPLW-FM. It generated \$76,941.30 in media value and 912,265 impressions for VISIT FLORIDA and Sandestin Golf and Beach Resort.	X			
The "POP ROCKS" promotion ran March 26 - June 16, 2018 in Atlanta, GA with WNNX-FM. It generated \$2,395,100.00 in media value and 35,634,500 impressions for VISIT FLORIDA and SeaWorld Orlando.	X			
The "Trip A Day - Phase 4" promotion ran March 26 - March 30, 2018 in Tampa, FL with WRBQ-FM. It generated \$139,092.34 in media value and 3,150,976 impressions for VISIT FLORIDA and DoubleTree By Hilton Hotel Orlando at SeaWorld.	X			
The "Mojo in the Morning - Trip A Day to Florida - Phase 4" promotion ran March 26 - March 30, 2018 in Detroit, Grand Rapids, and Toledo with WKQI-FM. It generated \$136,521.00 in media value and 3,150,976 impressions for VISIT FLORIDA and Sirata Beach Resort.	X			
The "Bailey and Southside's Trip A Day Florida Getaway - Phase 4" promotion ran March 26 - March 30, 2018 in Atlanta, GA with WNNX-FM. It generated \$191,883.01 in media value and 2,869,830 impressions for VISIT FLORIDA and Sheraton Bay Point Resort.	X			
The "Trip A Day - Phase 2" promotion ran March 26 - March 30, 2018 in Chicago, IL with WLS-FM. It generated \$125,004.12 in media value and 1,421,229 impressions for VISIT FLORIDA and JW Marriott Island Beach Resort.	X			
The "Trippin Tuesdays - Phase 3" promotion ran from March 28 - April 3, 2018 in Chicago, IL with WKQX-FM. It generated \$126,132.45 in media value and 1,421,229 impressions for VISIT FLORIDA and Anna Maria Island Resorts.	X			
The "Trip A Day - Phase 1" promotion ran March 31 - April 6, 2018 in Boston, MA with WODS-FM. It generated \$146,032.46 in media value and 1,238,493 impressions for VISIT FLORIDA and TradeWinds Island Resorts.	X			
Advertising	A	B	C	D
NORTH AMERICAN (US & Canadian Markets)				
PRINT				
Co-op				
January: Boston Globe, New York Times, AAA Going North, AFAR, A Canadian's Guide to Travel, Coastal Living, Prevue, Bridal Guide Digital	X	X		X

VISIT FLORIDA Quarterly Report
Quarter 3, Jan-Mar 2018

Four-Year Objectives by June 30, 2020

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

Department	A	B	C	D
February: Chicago Magazine, Brides, Golf Digest, Boston Globe, Endless Vacation, Dreamscapes, National Geographic Traveler, Garden & Gun, AARP The Magazine	X	X		X
March: Conde Nast Traveler, Atlanta Magazine, Charlotte Magazine, Bridal Guide, Martha Stewart Weddings & Digital, AAA Going North, Travel & Leisure, Coastal Living, Sherman's Travel Media, Enews, PCMA, Convene, Outdoor Photographer, Midwest Living, New Orleans Magazine	X	X		X
DEDICATED				
January: Travel + Leisure, Chicago Magazine, Southern Living, Food & Wine, New York Times, Sunday Travel, Oprah, Zoomer Toronto Life	X	X		X
February: Coastal Living, Conde Nast Traveler, New York Times Magazine, Philadelphia Magazine, Texas Monthly	X	X		X
March: New York Times Magazine, Voyages	X	X		X
DIGITAL				
Co-op				
January: Adara, AccuWeather, Expedia, Fodor's, Kayak, Pandora, Priceline, Trip Advisor, WeatherChannel	X	X	X	X
February: Adara, AccuWeather, Expedia, Fodor's, Kayak, Pandora, Priceline, Trip Advisor, Weather Channel	X	X	X	X
March: Adara, AccuWeather, Expedia, Fodor's, Kayak, Pandora, Priceline, Trip Advisor, Weather Channel	X	X	X	X
DEDICATED				
US				
January: Adara, AccuWeather, Expedia, Fodor's, Google (GDN & Lightbox), Kayak, Pandora, Priceline, Trip Advisor, WeatherChannel, YouTube, Content distribution in Taboola, Google and Youtube	X	X	X	
February: Adara, AccuWeather, Expedia, Fodor's, Google (GDN & Lightbox) Kayak, Pandora, Priceline, Trip Advisor, Weather Channel, YouTube, NY Times Content Program, Content distribution in Taboola, Google and YouTube	X	X	X	
March: Adara, AccuWeather, Expedia, Fodor's, Google (GDN & Lightbox), Kayak, Pandora, Priceline, Trip Advisor, Weather Channel, YouTube, NY Times Content Program, Sojern	X	X	X	
Canada				
January - February: Expedia, Kayak, Priceline	X	X	X	
BROADCAST				
Co-op				
January: None				
February: None				
March: None				
DEDICATED				
January:				
Broadcast & Cable TV: 15 second Spots in Boston, Chicago, New York, Philadelphia, Washington DC	X	X	X	
Streaming TV: 15 second Spots in ABC, CBS, NBC, Gamut and Scripps Network	X	X	X	
Digital TV: VISIT FLORIDA Channel	X	X	X	
Radio: Canada Calling Program	X	X	X	
February:				
Broadcast & Cable TV: 15 second Spots in Boston, Chicago, New York Philadelphia, Washington DC	X	X	X	
Streaming TV: 15 second Spots in ABC, CBS, NBC, Gamut and Scripps Network	X	X	X	
Digital TV: VISIT FLORIDA Channel	X	X	X	
Radio: Canada Calling Program	X	X	X	
March:				
Digital TV: VISIT FLORIDA Channel	X	X	X	
Radio: Canada Calling Program	X	X	X	
OUT-OF-HOME				
Co-op				

VISIT FLORIDA Quarterly Report
Quarter 3, Jan-Mar 2018

Four-Year Objectives by June 30, 2020

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

Department	A	B	C	D
January: None				
February: None				
March: None				
DEDICATED				
January:				
Times Square Digital Spectacular (Reuters & Nasdaq Buildings)	X	X	X	
Digital Billboards (12 Markets) Atlanta, Boston, Charlotte, Chicago, Cleveland, Dallas, Detroit, Houston, New Orleans, New York Philadelphia, Raleigh	X	X	X	
Digital Transit- US (Boston, NY, DC, Chicago & Philadelphia)	X	X	X	
NY City Subway Clocks (193 Clocks - All Stations)	X	X	X	
Welcome Center Billboards	X	X	X	
February:				
Times Square Digital Spectacular (Reuters & Nasdaq Buildings)	X	X	X	
Digital Billboards (12 Markets) Atlanta, Boston, Charlotte, Chicago, Cleveland, Dallas, Detroit, Houston, New Orleans, New York Philadelphia, Raleigh	X	X	X	
Digital Transit- US (Boston, NY, DC, Chicago & Philadelphia)	X	X	X	
Welcome Center Billboards	X	X	X	
March:				
Simon Malls: (14 Locations)	X	X	X	
Welcome Center Billboards	X	X	X	
INTERNATIONAL ADVERTISING				
OUT-OF-HOME				
Co-op				
March:				
UK: Digital 6 Sheets & Tube Car Card Panels	X	X	X	X
Germany: Thomas Cook Magazine	X	X	X	X
DEDICATED				
March: UK Digital 6 Sheet & Tube Car Card Panels	X	X		X
DIGITAL				
Co-op				
March: Germany: Kayak, TripAdvisor, Expedia, Sojern	X	X	X	X
DEDICATED				
March:				
Germany: Holiday Check, Kayak, TripAdvisor, Expedia, Sojern				
UK: Lonely Planet, Kayak, Independent, Telegraph, TripAdvisor, Expedia, Sojern, Youtube	X	X	X	

Florida Visitor Estimates and Travel Industry Trend Indicators

2018 Quarter One

(January - March)

and

Revised Calendar Year 2017

(January - December)

Summary of Preliminary Visitor Estimates and Travel Industry Trend Indicators

Quarter One 2018: January - March

- Preliminary estimates show 33.2 million total visitors (in person-trips) traveled to Florida during the first quarter of 2018. This represents an increase of 7.4% from the same period in 2017. Domestic visitors accounted for 88% of total visitors, while overseas and Canadian visitors accounted for 8% and 4%, respectively.
- An estimated 29.1 million domestic visitors traveled to Florida during the first three months of 2018, an increase of 8.5% from the same period the previous year. During the period, domestic air visitors are estimated to have increased by 8.2% and domestic non-air visitors by 8.7%.
- The preliminary air/non-air split for domestic, non-residents to Florida during quarter one 2018 has been estimated at 46.3%/53.7%. The comparable split during quarter one 2017 was estimated at 46.4%/53.6%.
- Preliminary estimates of Canadians traveling to Florida during the months of January through March 2018 indicate a 2.5% increase in visitation, compared to the same period in 2017.
- Overseas visitation during the first quarter of 2018 is preliminarily estimated at 2.7 million, a decrease of 0.7%, compared to same period in 2017.
- Total enplanements at 18 Florida airports during quarter one 2018 increased 7.6% from quarter one 2017. Orlando International reported the most enplaned passengers at nearly 6 million (+9.5%), followed closely by Miami International with enplaned passengers reaching nearly 5.7 million (+3.2%).
- Domestic enplanements at 18 Florida airports increased 7.6% from the quarter one 2017 with 1.4 million more enplaned domestic passengers reported.
- The average daily rate (ADR) for hotel rooms in Florida during quarter one 2018 increased 7.2% from the same period in 2017.
- Rooms sold during the quarter one 2018 were up 3.3% compared the quarter one 2017. Occupancy for quarter one 2018 was up 1.9% from the previous year.

Note: All preliminary estimates of visitor volume shown in the tables are in italics.



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Preliminary Florida Visitor Estimates

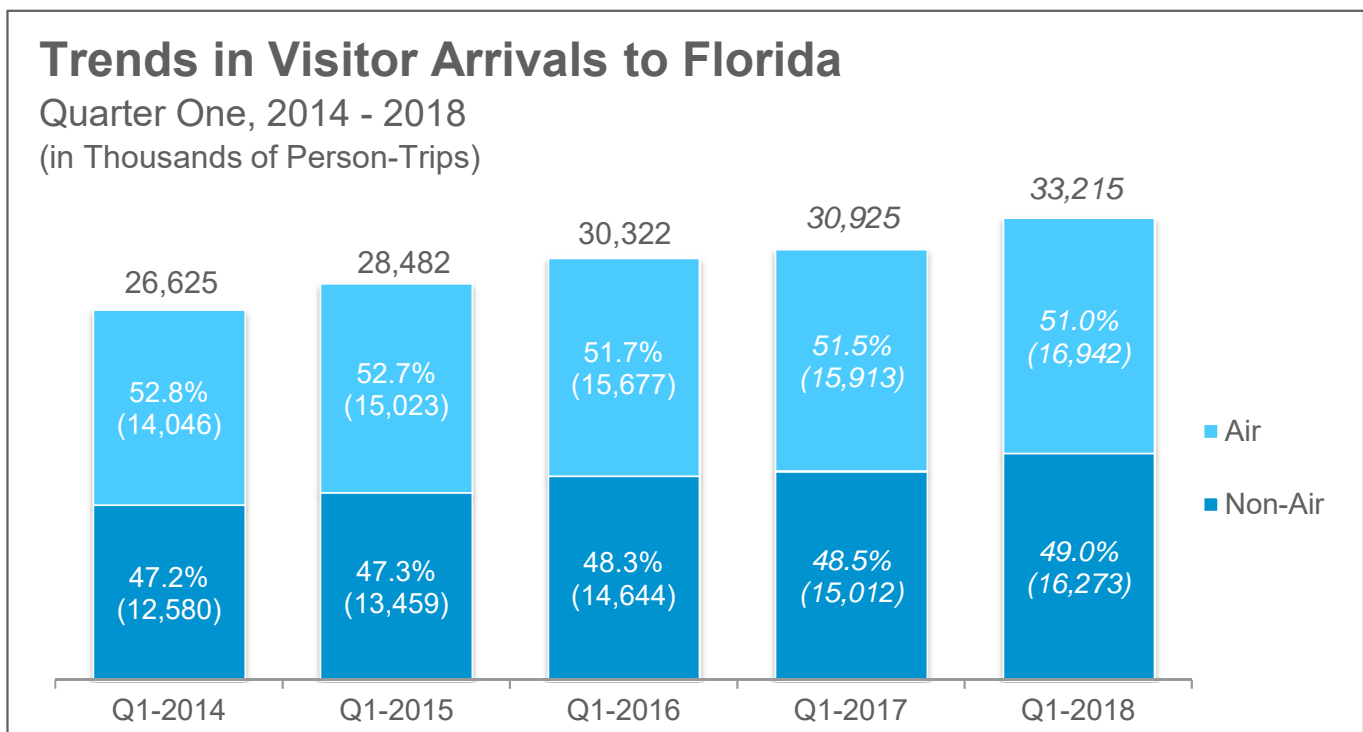
2018 Quarter One

(January - March)

Preliminary Estimates of Visitors to Florida

Quarter One, 2018: January - March
(in Thousands of Person-Trips)

Year		Domestic	Overseas	Canada	Total	% of Total
2017	Air	12,469 *	2,685	758	15,913 *	51.5%
	Non-Air	14,404 *	**	608	15,012 *	48.5%
	Total	26,874 *	2,685	1,366	30,925 *	100.0%
2018	Air	13,496	2,666	780	16,942	51.0%
	Non-Air	15,653	**	620	16,273	49.0%
	Total	29,148	2,666	1,400	33,215	100.0%
% Change 18/17		8.5%	-0.7%	2.5%	7.4%	



Note: Estimates shown in italics are preliminary.

* Revised

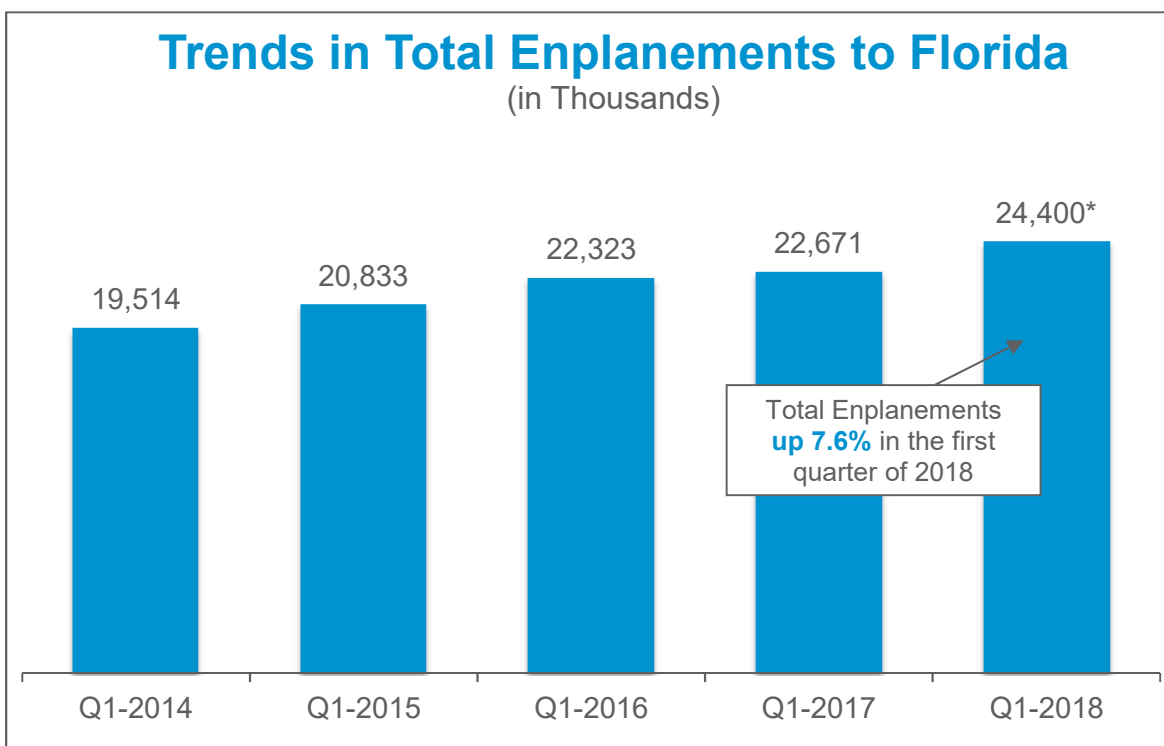
** Not available

Source: TNS TravelsAmerica, D.K. Shifflet, Individual Florida Airports; U.S. Dept. of Commerce, ITA, Office of Travel & Tourism Industries; Statistics Canada; VisaVue Travel; Diio aviation data

Total Enplanements at Major Florida Airports

Quarter One 2018 - 2017: January - March

Airport	Quarter One 2017	Quarter One 2018	% Change '18/'17
Daytona	89,871	91,367	1.7%
Ft. Lauderdale	4,275,983	4,690,347	9.7%
Ft. Myers	1,547,480	1,683,157	8.8%
Jacksonville	650,734	689,671	6.0%
Key West	125,482	126,360	0.7%
Melbourne*	57,427	56,246	-2.1%
Miami	5,530,639	5,708,548	3.2%
Okaloosa*	100,690	117,629	16.8%
Orlando International	5,459,131	5,978,804	9.5%
Orlando Sanford	339,582	375,264	10.5%
Palm Beach	998,026	1,016,228	1.8%
Panama City	89,265	95,941	7.5%
Pensacola	173,652	195,299	12.5%
Punta Gorda	175,469	222,676	26.9%
Sarasota	190,162	180,804	-4.9%
St. Petersburg-Clearwater	249,485	280,319	12.4%
Tallahassee	84,140	91,272	8.5%
Tampa	2,533,401	2,800,045	10.5%
Total*	22,670,619	24,399,977	7.6%



Source: Individual airports

*includes estimated MLB and VPS estimates for March 2018 enplanements.

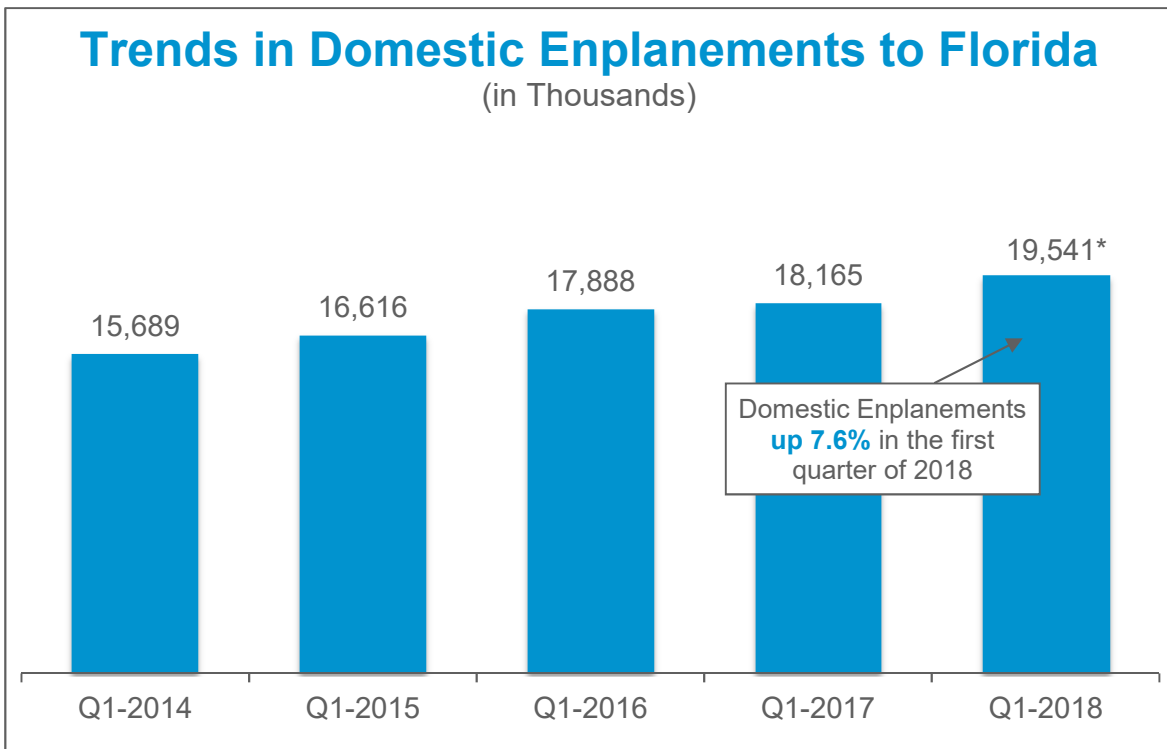


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Domestic Enplanements at Major Florida Airports

Quarter One 2017 - 2018: January - March

Airport	Quarter One 2017	Quarter One 2018	% Change '18/'17
Daytona	89,363	90,929	1.8%
Ft. Lauderdale	3,327,623	3,576,283	7.5%
Ft. Myers	1,463,950	1,610,182	10.0%
Jacksonville	650,027	688,016	5.8%
Key West	125,482	126,360	0.7%
Melbourne*	57,427	56,246	-2.1%
Miami	2,923,064	3,002,906	2.7%
Okaloosa*	100,690	117,629	16.8%
Orlando International	4,794,477	5,221,953	8.9%
Orlando Sanford	326,759	364,158	11.4%
Palm Beach	956,554	974,705	1.9%
Panama City	89,265	95,941	7.5%
Pensacola	173,652	195,299	12.5%
Punta Gorda	175,469	222,676	26.9%
Sarasota	173,427	168,515	-2.8%
St. Petersburg-Clearwater	241,497	272,556	12.9%
Tallahassee	84,140	91,272	8.5%
Tampa	2,412,576	2,665,484	10.5%
Total*	18,165,442	19,541,110	7.6%



Source: Individual airports

*includes estimated MLB and VPS estimates for March 2018 enplanements.



VISITFLORIDA

Revised Preliminary Florida Visitor Estimates

Calendar Year 2017

(January - December)

Revised Preliminary Estimates of Visitors to Florida by Quarter

Calendar Year 2017: January - December

(in Thousands of Person-Trips)

		Domestic	Overseas	Canadian	Total	% of Total
Q1	Air	12,469 *	2,685	758	15,913 *	51.5%
	Non-Air	14,404 *	**	608	15,012 *	48.5%
	Total	26,874 *	2,685	1,366	30,925 *	100.0%
	% Change 17/16	2.5% *	-2.7%	2.3%	2.0% *	
Q2	Air	11,109 *	2,609	387	14,104 *	48.0%
	Non-Air	14,726 *	**	534	15,260 *	52.0%
	Total	25,834 *	2,609	921	29,364 *	100.0%
	% Change 17/16	5.3% *	0.5%	3.3%	4.8% *	
Q3	Air	9,224 *	2,631	322	12,177 *	43.9%
	Non-Air	15,373 *	**	164	15,537 *	56.1%
	Total	24,597 *	2,631	486	27,715 *	100.0%
	% Change 17/16	3.5% *	-7.4%	13.3%	2.5% *	
Q4	Air	11,264 *	2,752	471	14,487 *	50.9%
	Non-Air	13,767 *	**	234	14,001 *	49.1%
	Total	25,031 *	2,752	705	28,488 *	100.0%
	% Change 17/16	7.1% *	-7.1%	2.2%	5.4% *	
CY 2017	Air	44,066 *	10,677	1,938	56,681 *	48.7%
	Non-Air	58,270 *	**	1,540	59,810 *	51.3%
	Total	102,336 *	10,677	3,478	116,491 *	100.0%
	% Change 17/16	4.5% *	-4.3%	4.0%	3.6% *	

Note: Figures in italics are considered preliminary. Figures have been rounded to the nearest thousand and may not sum to the total as a result. Figures shown in the table released May 15, 2018.

* Revised

** Not applicable

Source: TNS TravelsAmerica; D.K. Shifflet & Associates, Inc; Individual Florida Airports; Statistics Canada; U.S. Department of Commerce, ITA, Tourism Industries; Visa Vue Travel; Diio, LLC aviation data

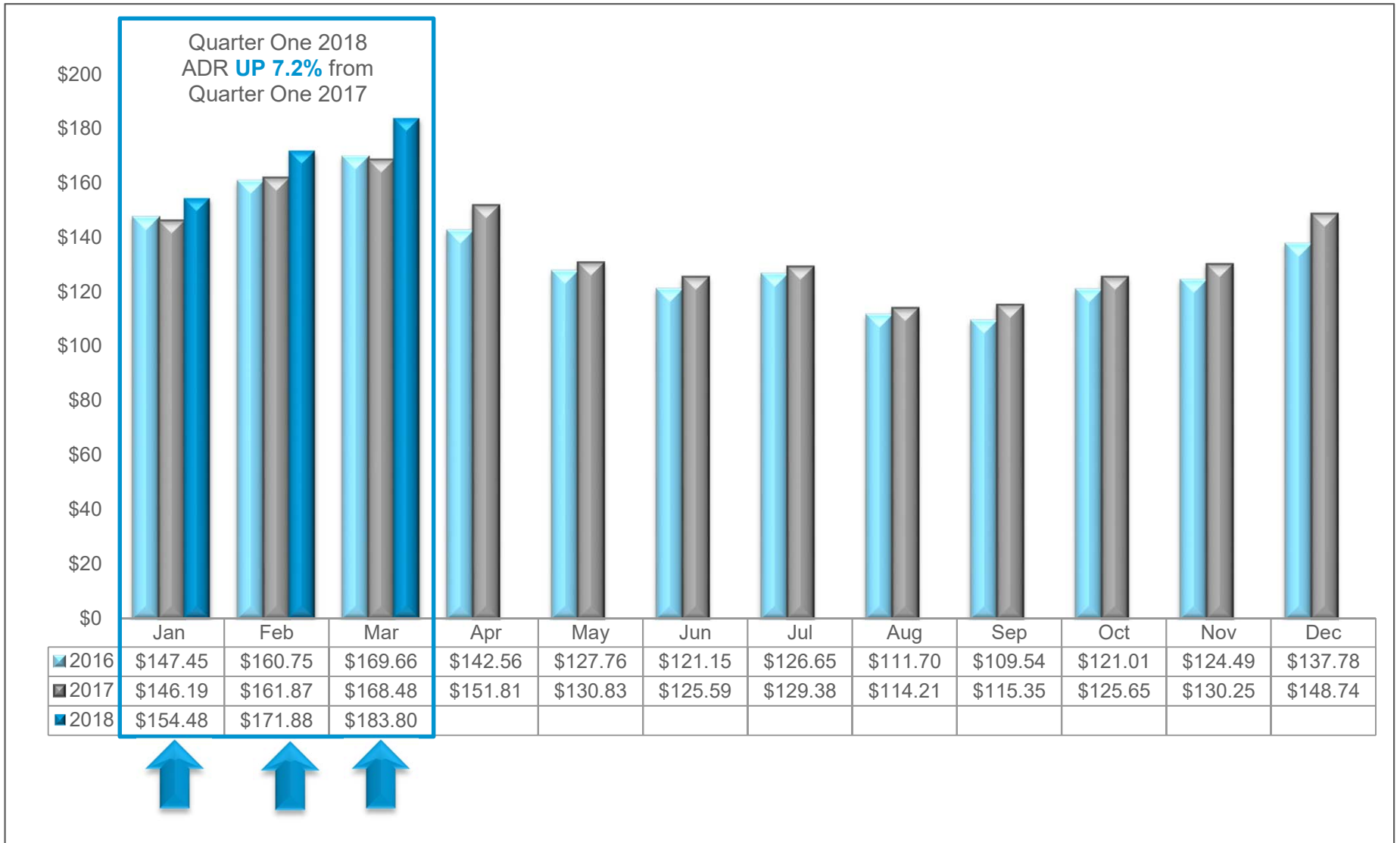
Tourism Industry Trend Indicators

2018 Quarter One

(January - March)

Monthly Hotel Average Daily Rate (ADR) Trends

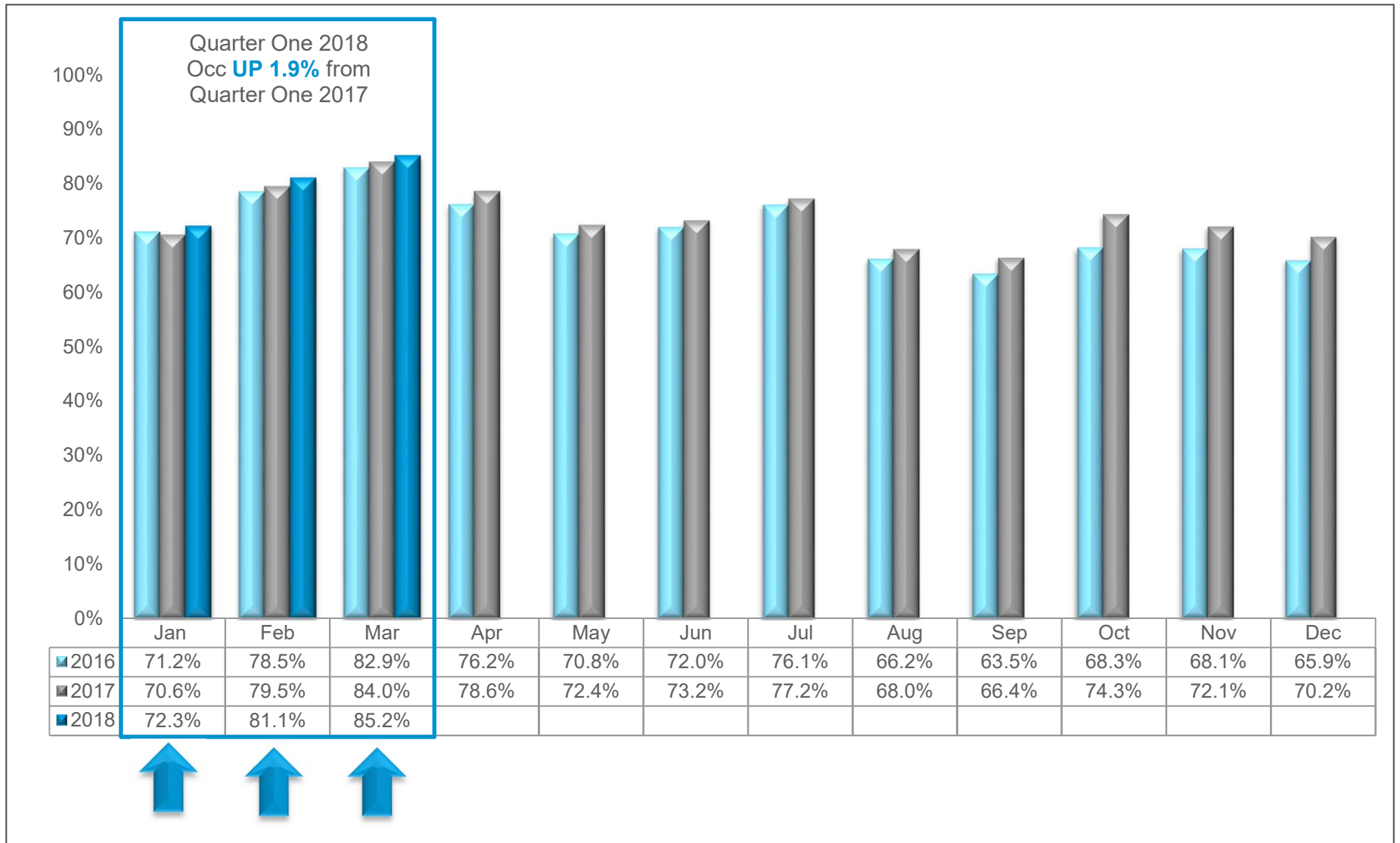
Calendar Year 2016 - March 2018



Source: STR, Inc.

Monthly Hotel Occupancy Trends

Calendar Year 2016 - March 2018

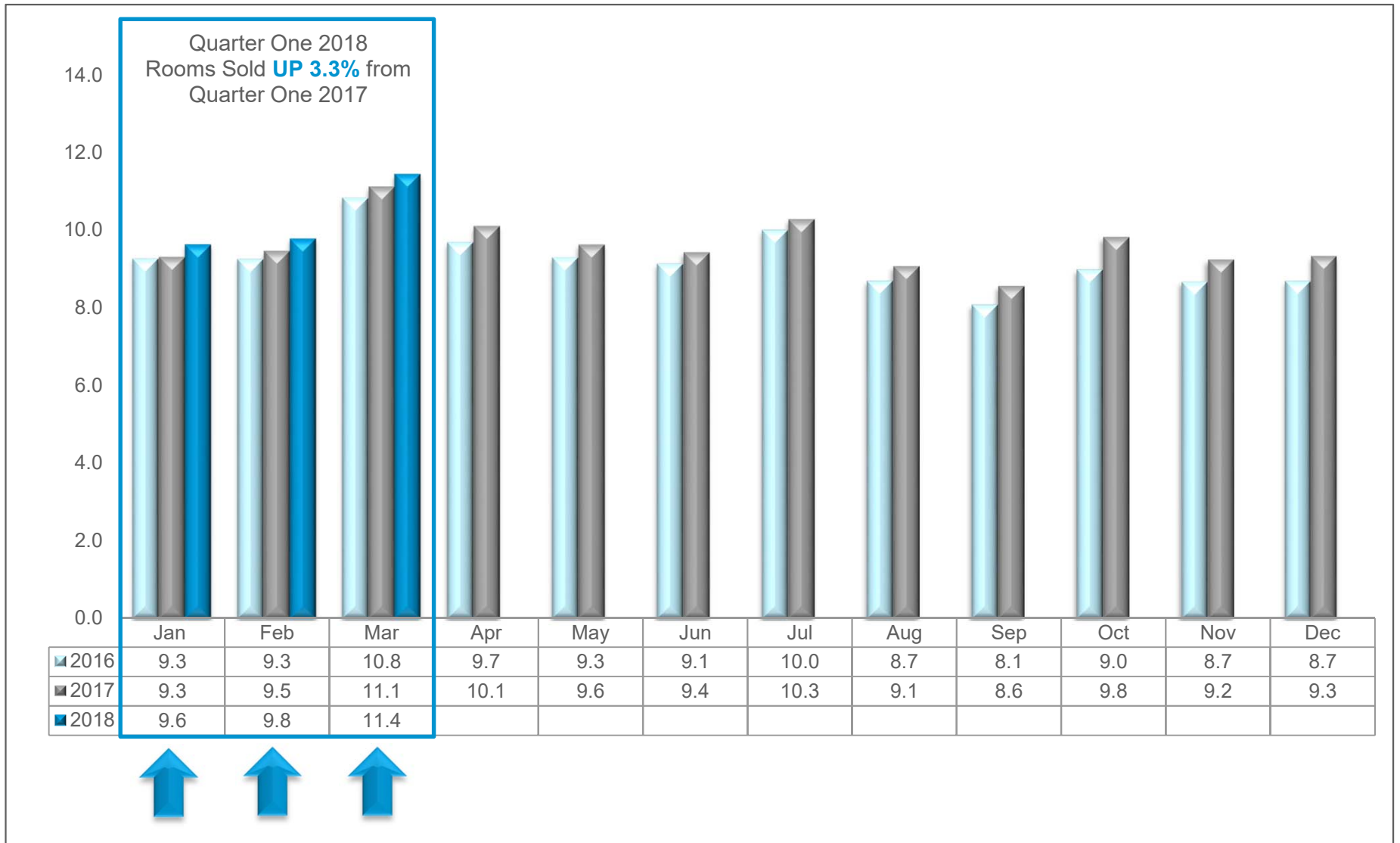


Source: STR, Inc.

Demand in Rooms Sold

Calendar Year 2016 - March 2018

(in Millions)



Source: STR, Inc.

MONTHLY HIGHWAY WELCOME CENTER VISITORS

Calendar Year 2016 - Quarter 1 2017

