

# FY23 Quarterly Update

## January - March (Q2 / Winter)

*April 6, 2023*





# Campaigns

## **Always On: February - August 2023**

- Impact: February - September
- Campaign: February 13 - August 13

## **Houston Activation & Takeover 2023**

- Impact: March - September
- Campaigns
  - Always on - see above
  - Activation: March 2-3
  - Takeover: 4 weeks around activation
  - Spring/Summer: April 10 - August 13

## **Spring/Summer: April - August 2023**

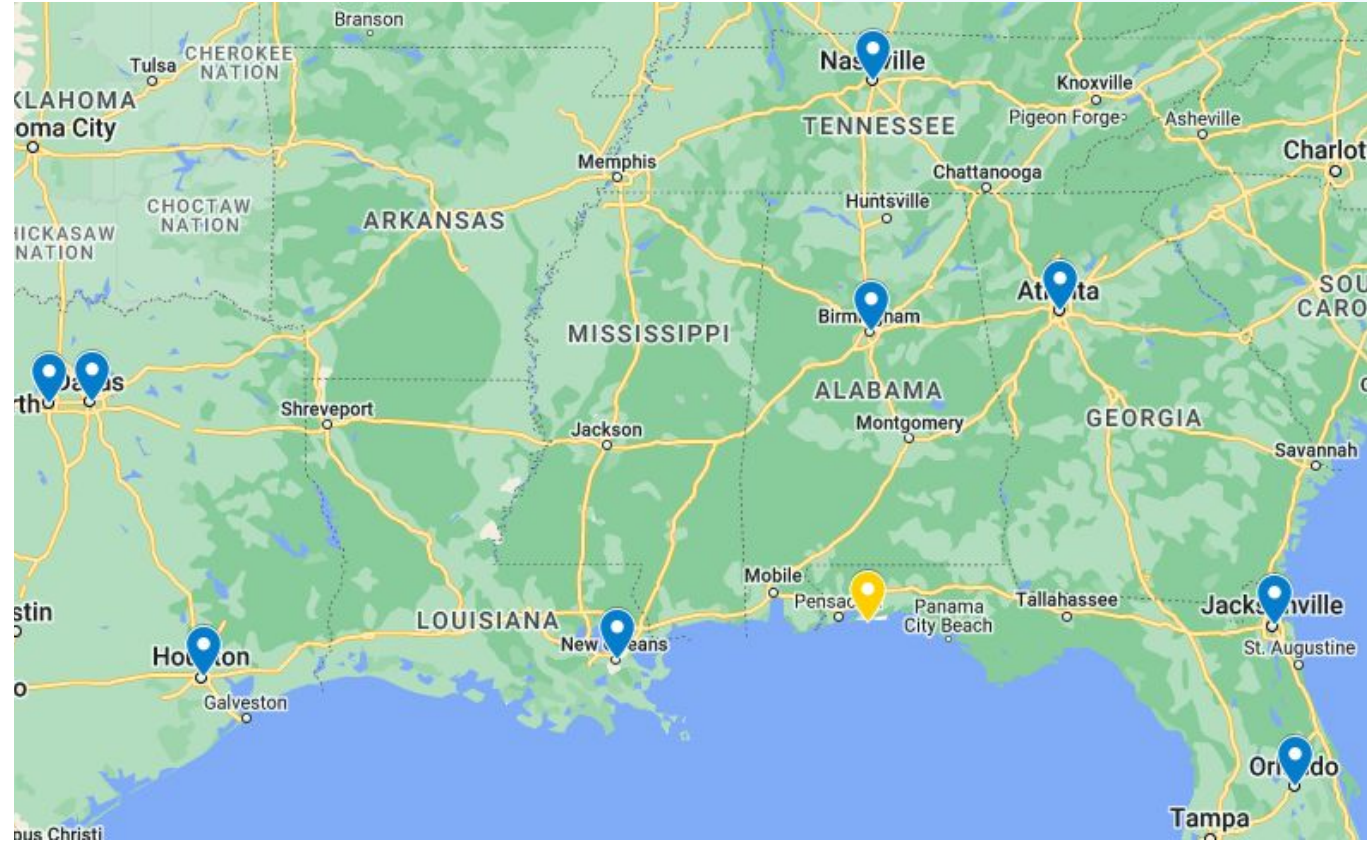
- Impact: Late April - September
- Campaign: April 10 - August 13

# Target Markets

## Markets

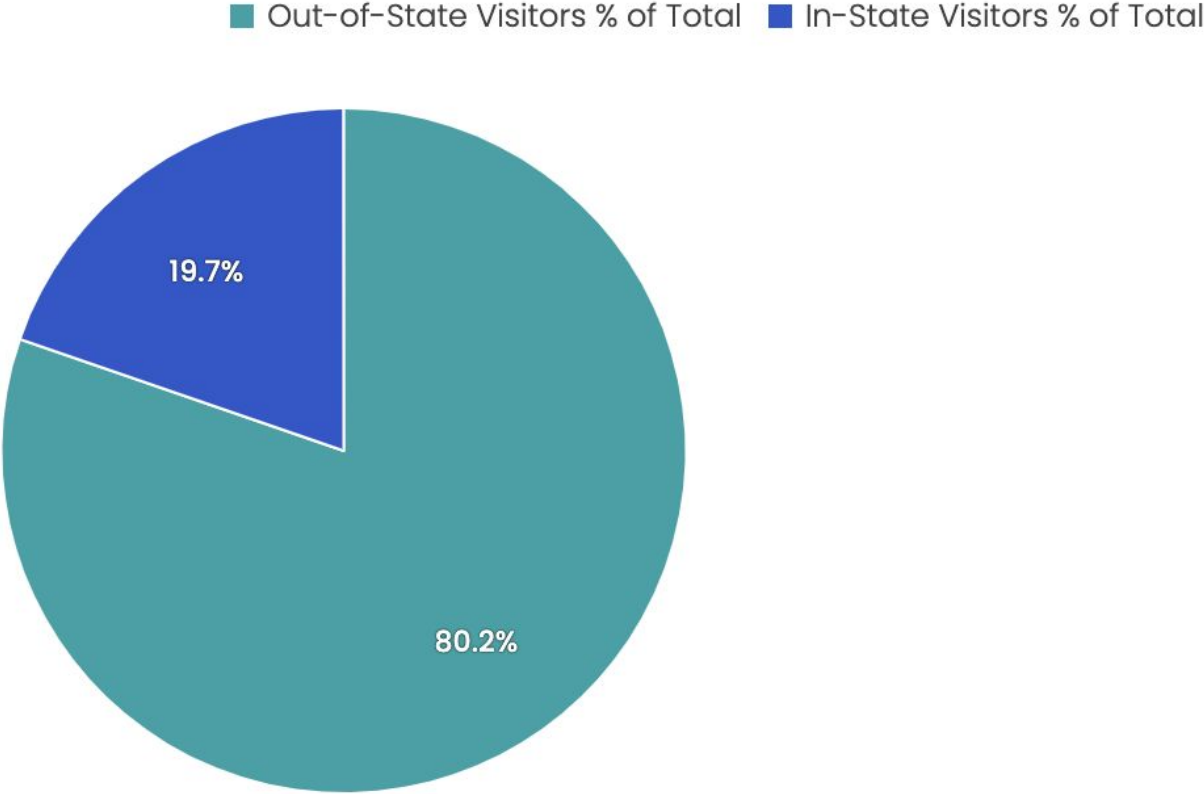
- Atlanta, GA
- Jacksonville, FL
- Nashville, TN
- Dallas-Ft. Worth, TX
- Houston, TX
- Birmingham, AL
- New Orleans, LA
- Orlando, FL

**Strategy:** *Quality over quantity*





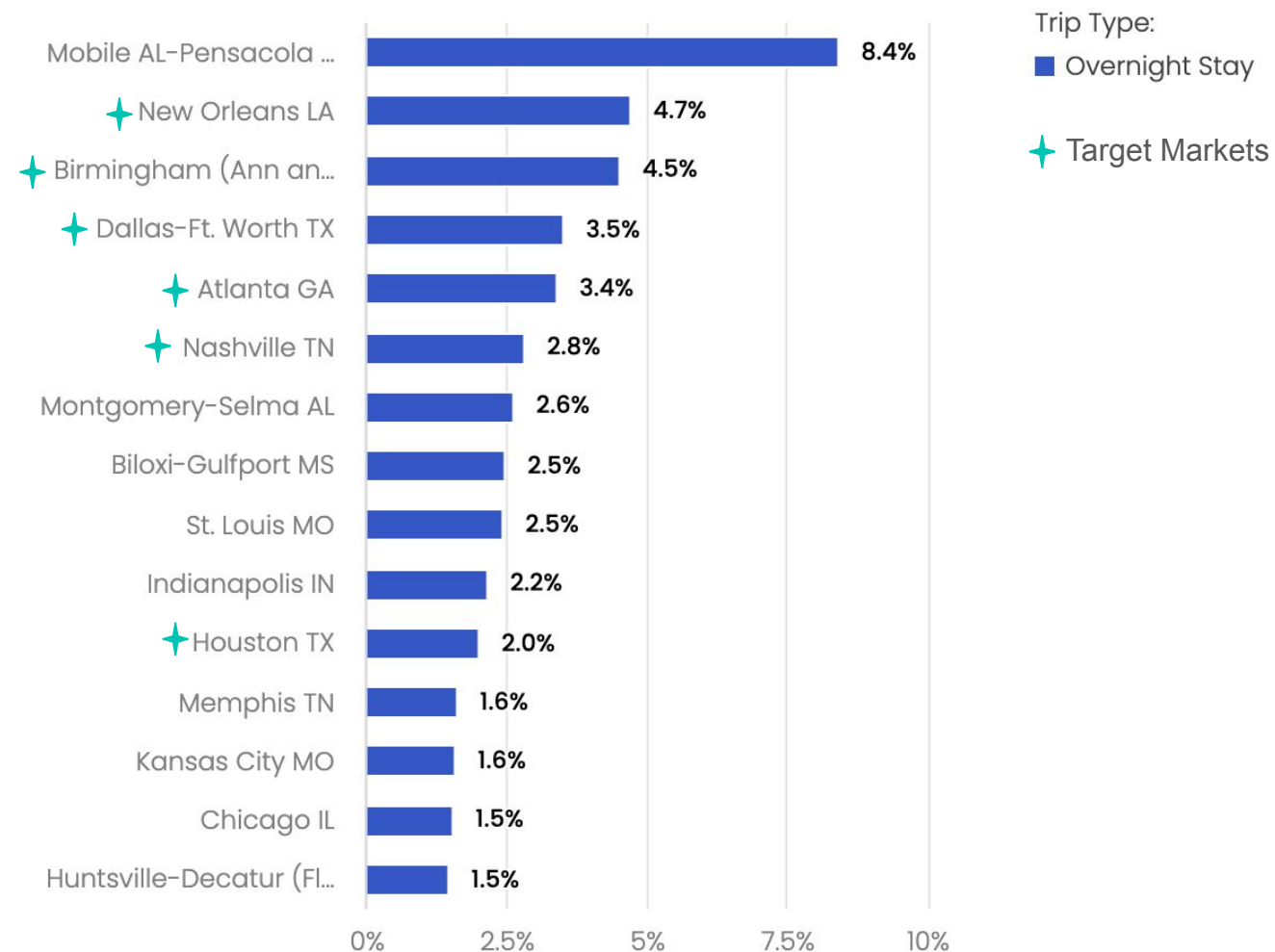
# Q2 (Winter) Insights: In State vs Out of State Visitation



\*January - March 2023; Overnight visitation only



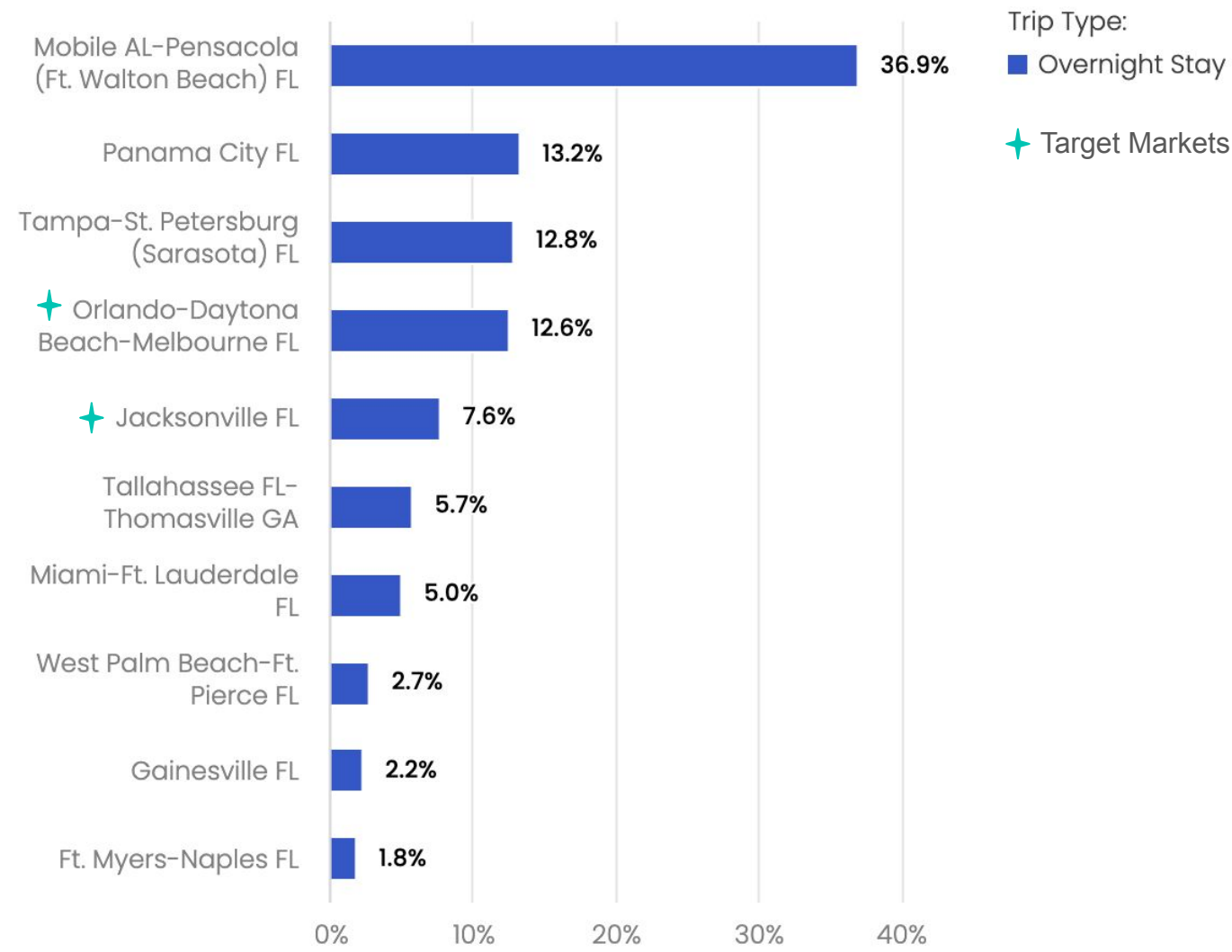
# Q2 (Winter) Insights: Top 15 Out-of-State Markets



\*January - March 2023; Overnight visitation only



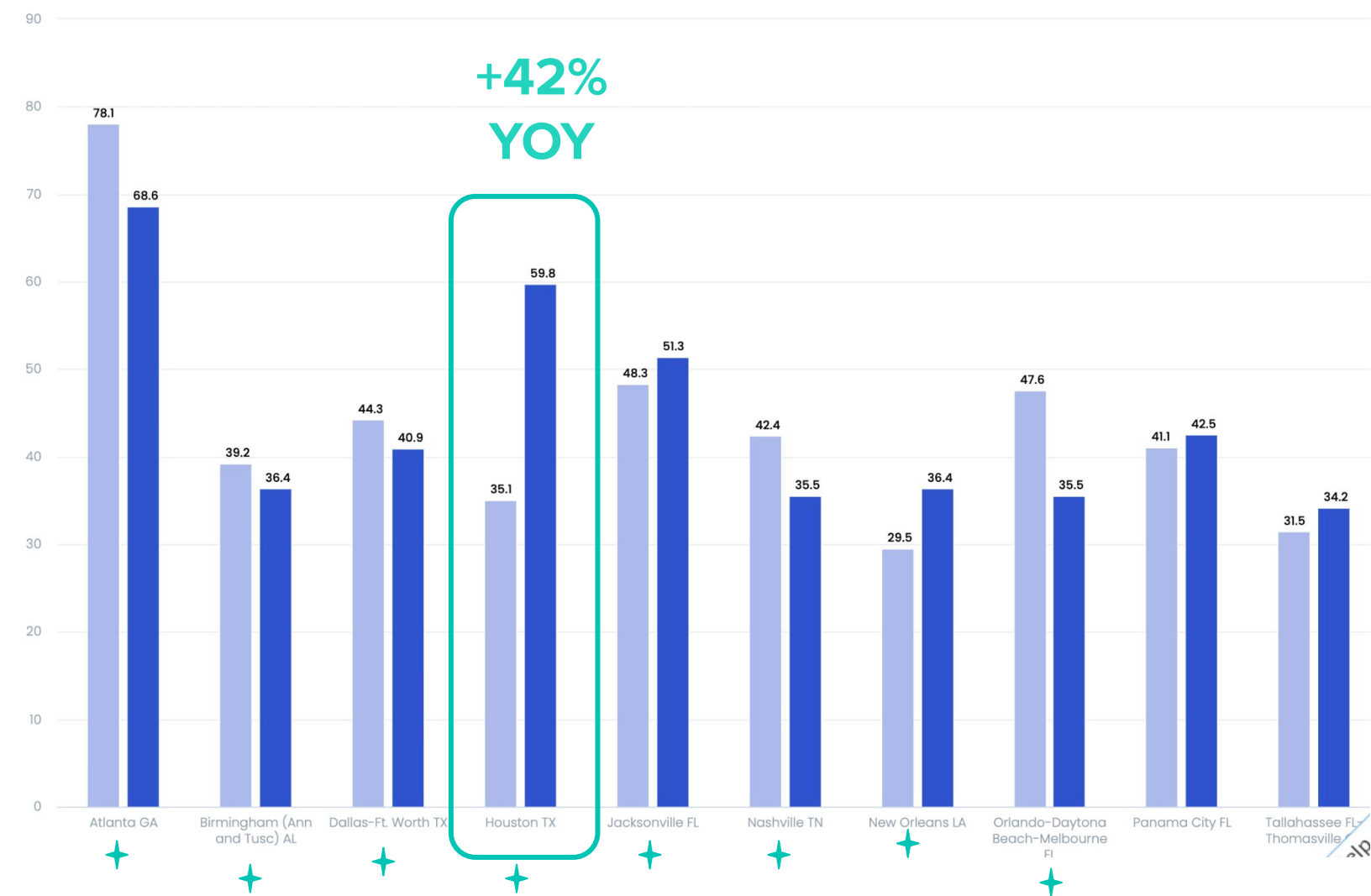
# Q2 (Winter) Insights: Top 10 In-State Markets



\*January - March 2023; Overnight visitation only



# Q2 (Winter) Insights: Top 10 Market Index



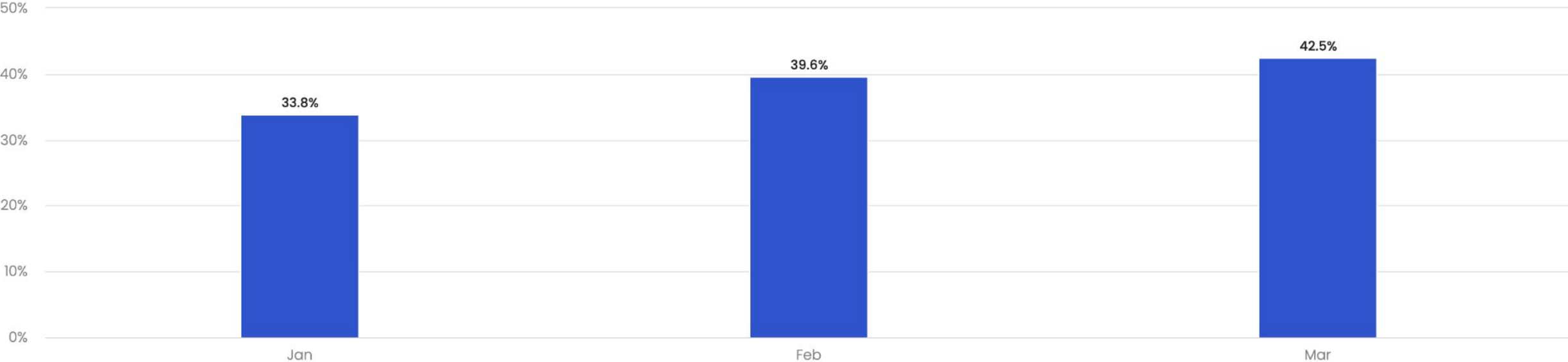
The Market Index looks at the **relationship between website traffic, visitation, and visitor spending** from those origin markets.

All data values scaled 0-100 with 100 being the top value in any category.

The individual components are averaged together (simple average) to create the Index.

\*January - March 2023; Overnight visitation only

# Q2 (Winter) Insights: Visitation by Month

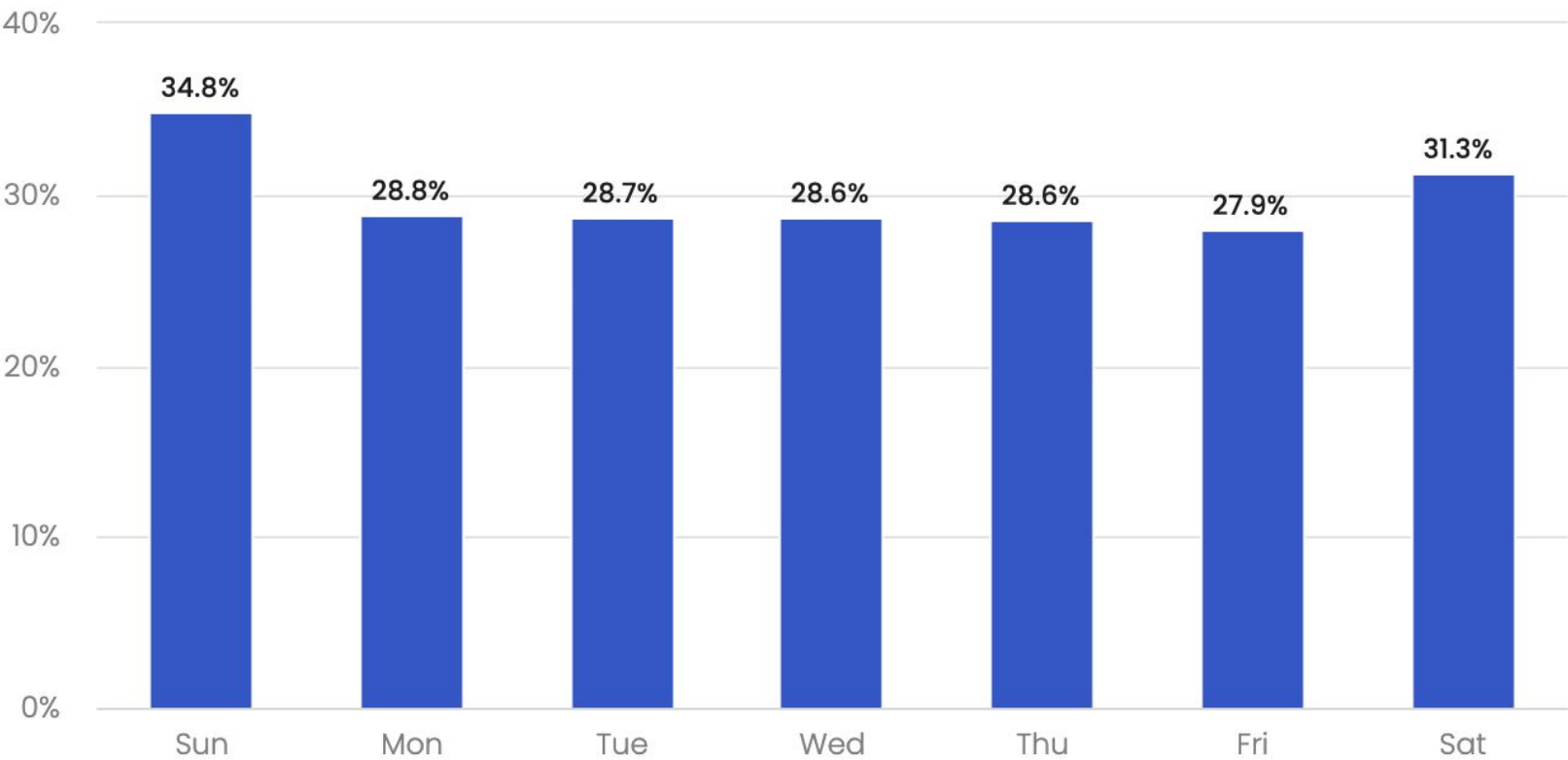


\*January - March 2023; Overnight visitation only





# Q2 (Winter) Insights: Visitation by Day of Week

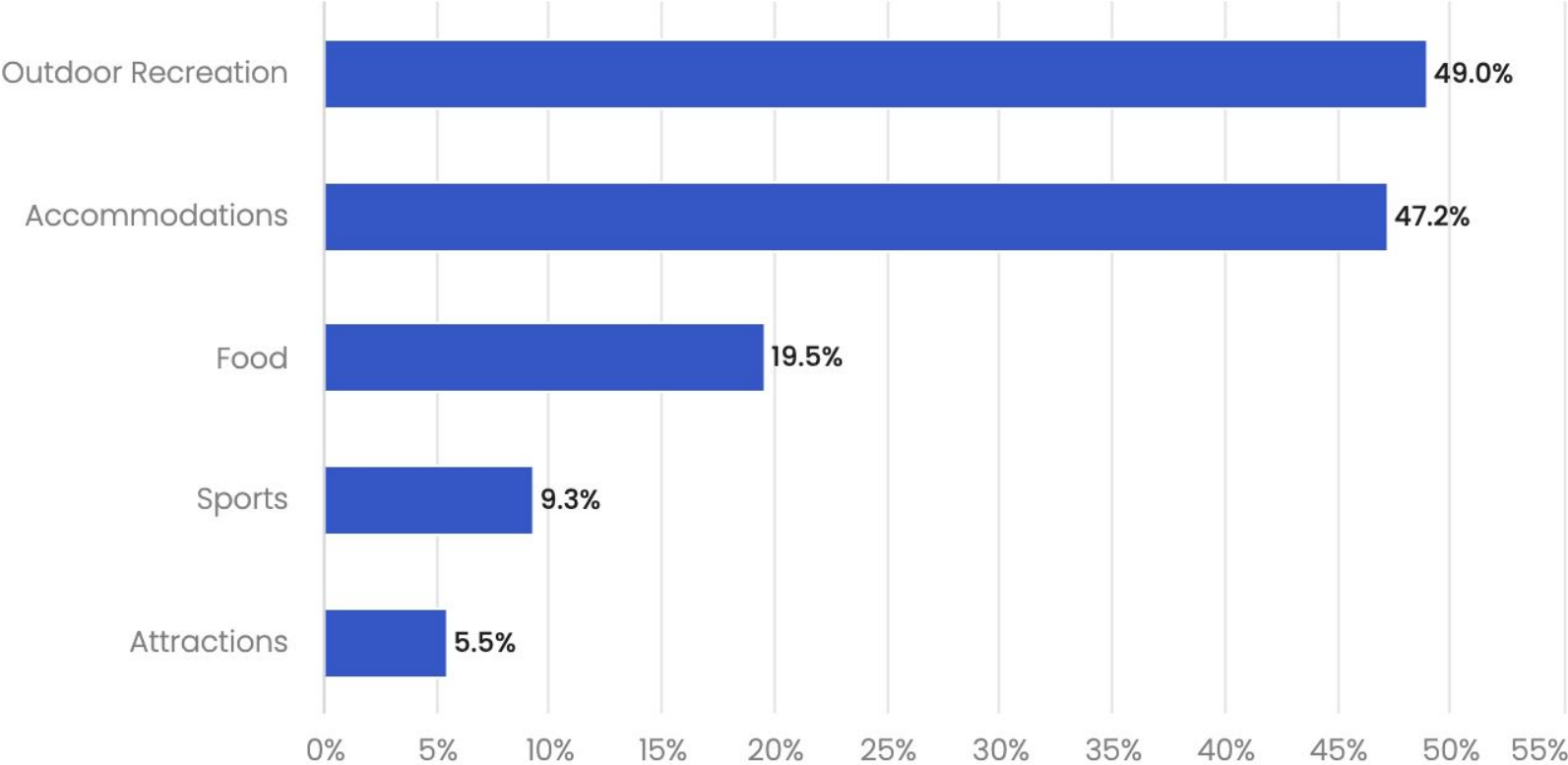


Aligns with YOY data

\*January - March 2023; Overnight visitation only



# Q2 (Winter) Insights: Types of Activities Enjoyed

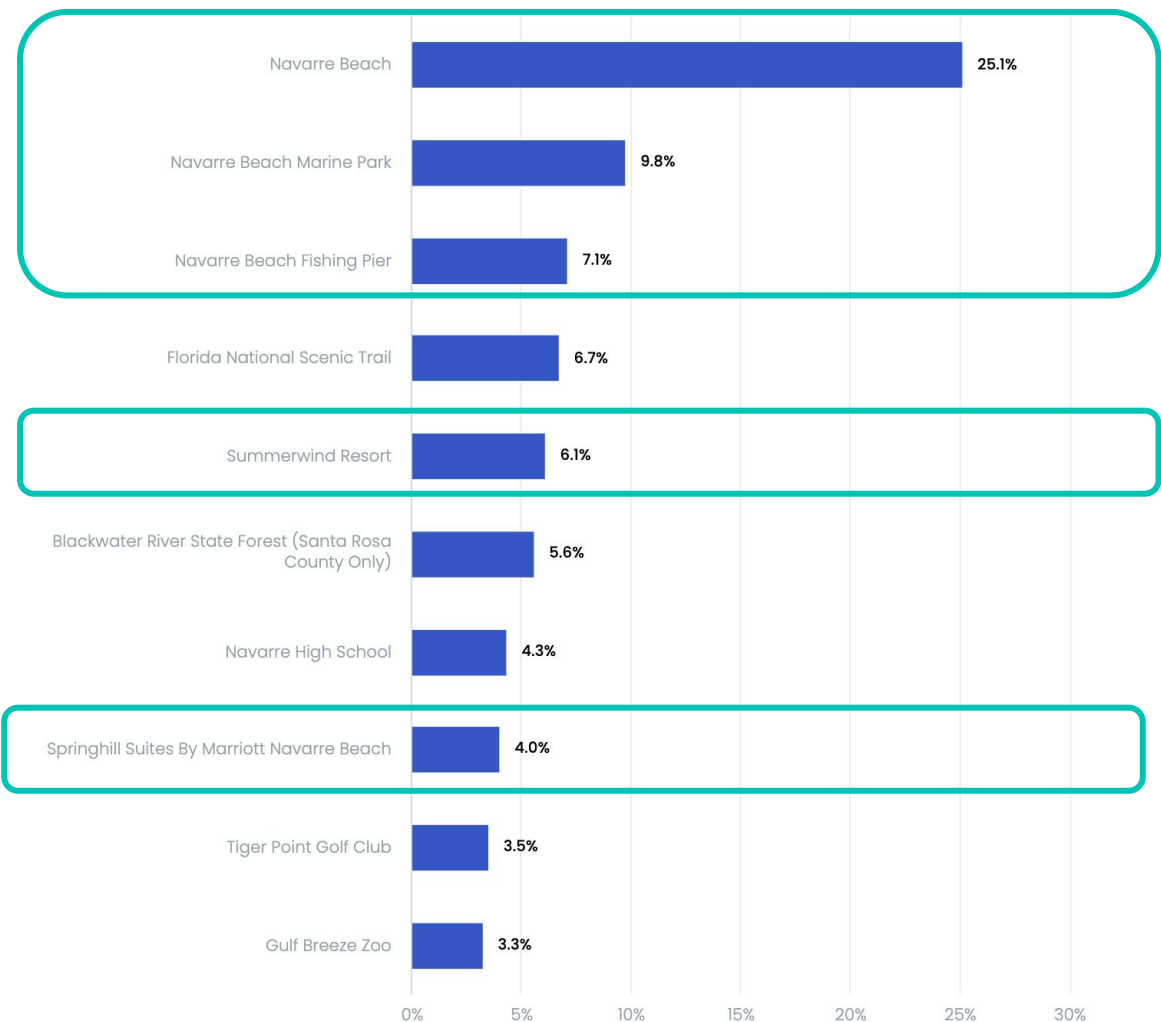


Aligns with communication and content plan.

\*January - March 2023; Overnight visitation only



# Q2 (Winter) Insights: Specific Points of Interest



+52% Beach /  
Water Locations

Aligns with communication and  
content plan.

\*January - March 2023; Overnight visitation only



WELCOME TO

*Navarre Beach*

FLORIDA'S MOST RELAXING PLACE

THANK YOU

PARADISE | FY23