

# FY23 Quarterly Update

## April - June (Q3 / Spring)

*August 2, 2023*

## Q3 Highlights

- Launched Spring/Summer 2023 Campaign
- Hosted First Partner Value Workshops
- New Website Planning
- Began FY24 Strategic Planning
- FY24 Partner Value Program and Communications Plan





# 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

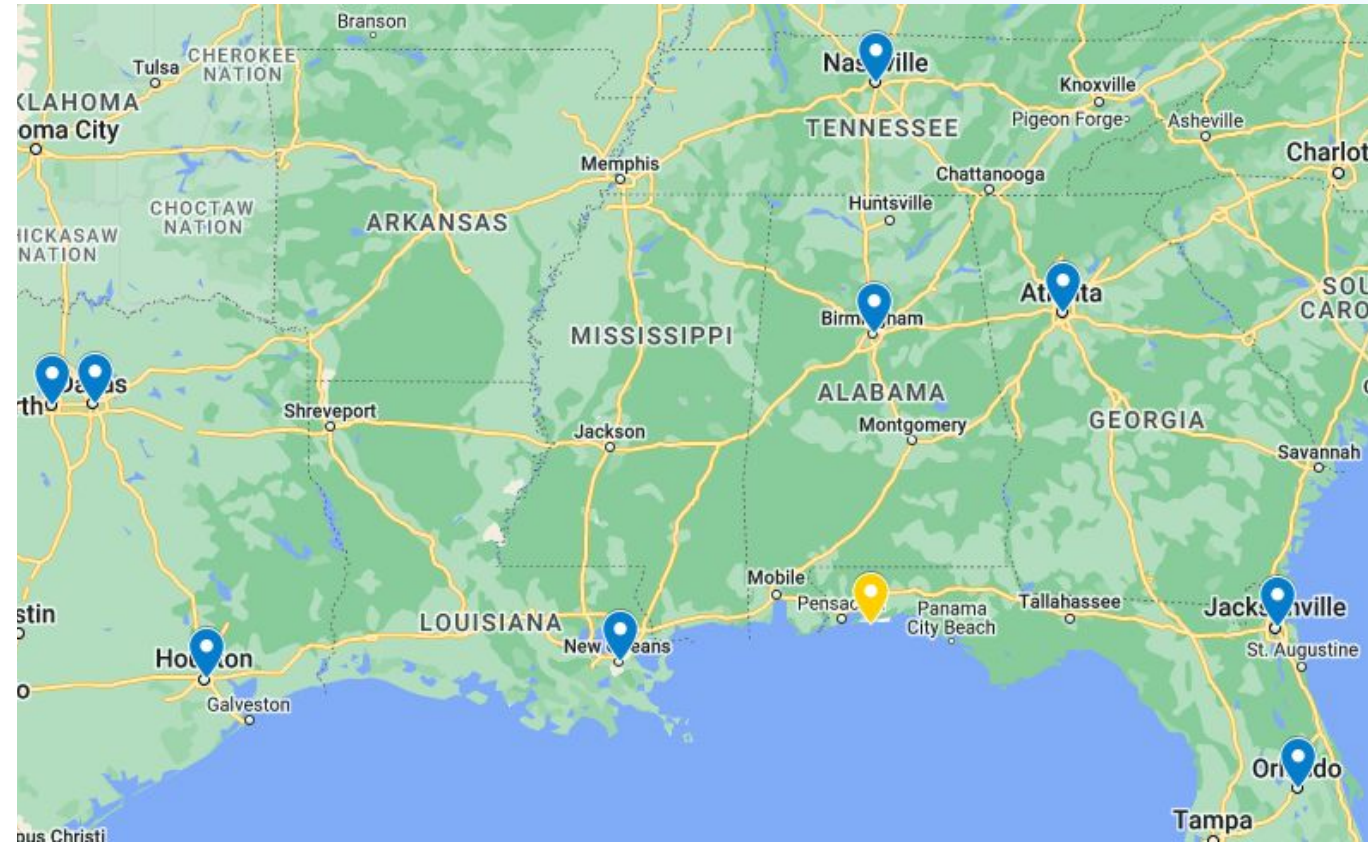
## **Spring/Summer: April - August 2023**

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

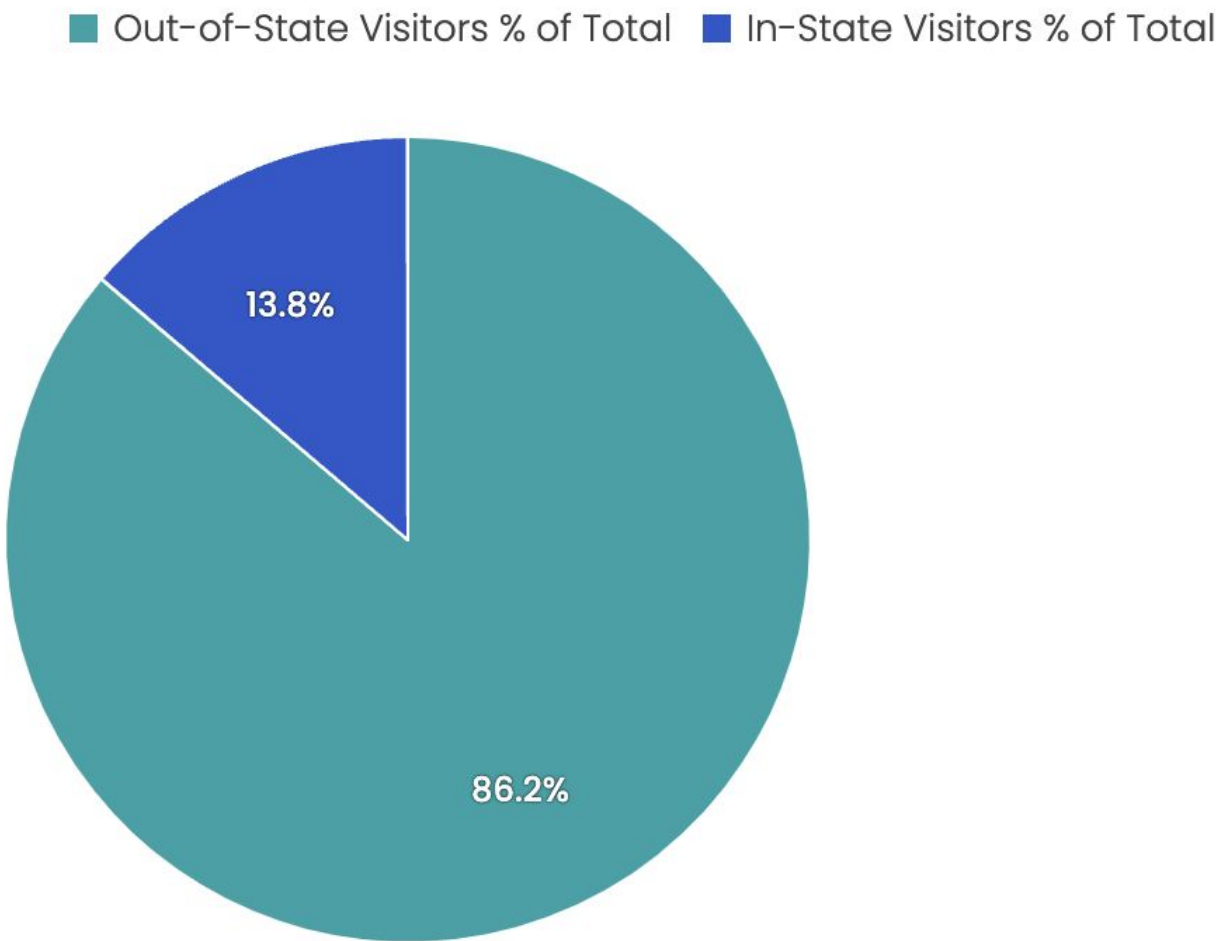
# Target Markets

## Markets

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



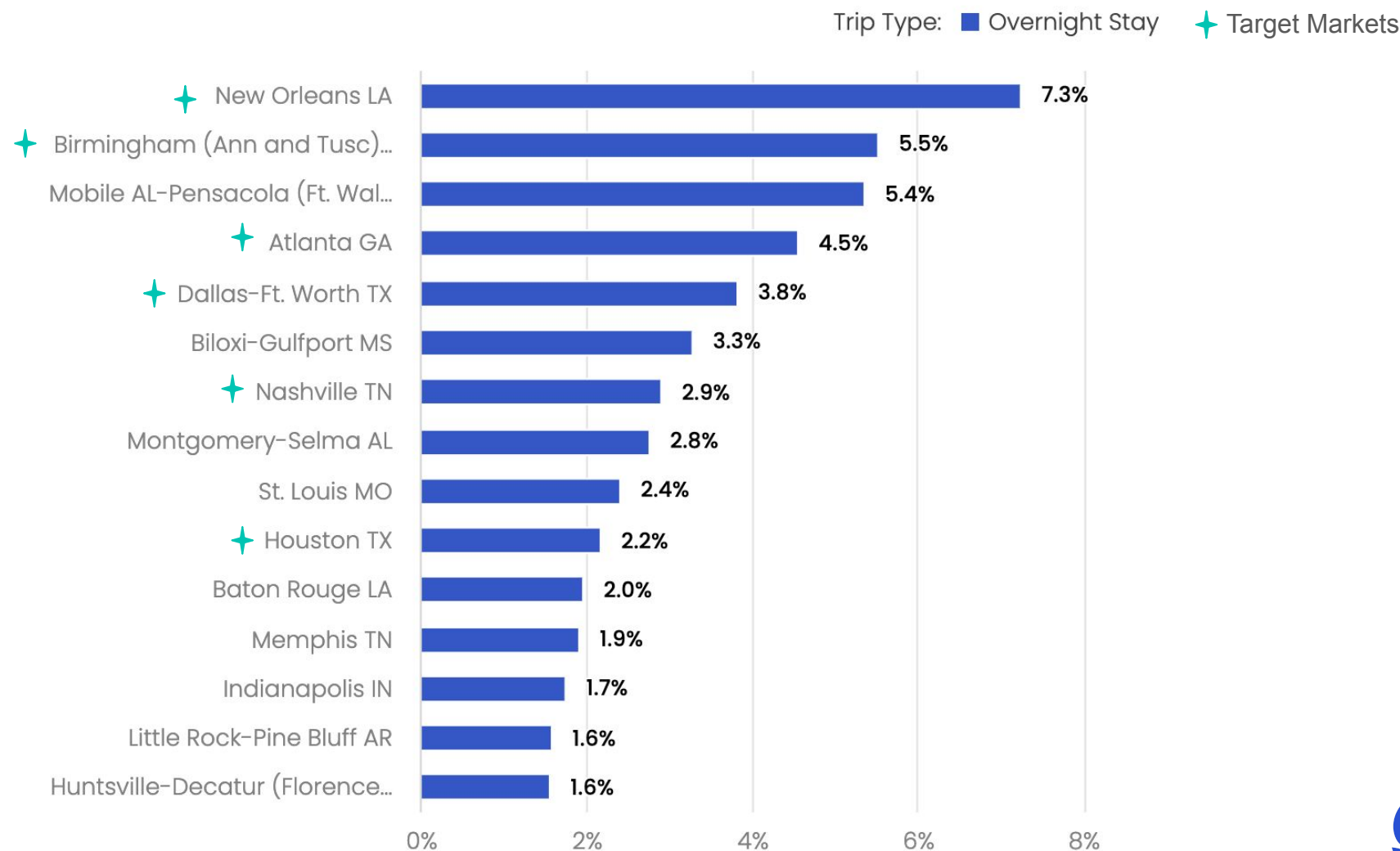
# Q3 (Spring) Insights: In State vs Out of State Visitation



\*April - June 2023; Overnight visitation only

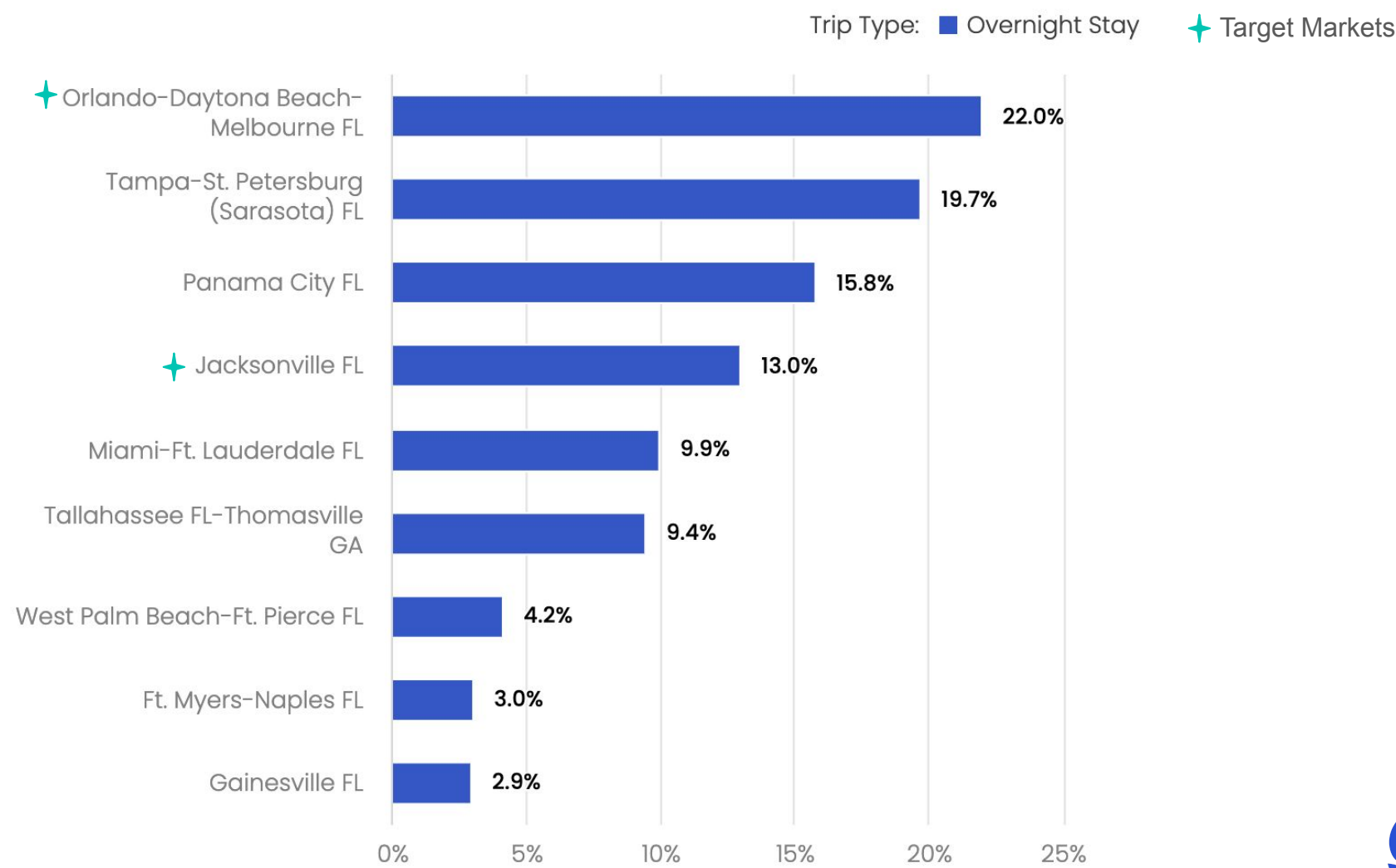


# Q3 (Spring) Insights: Top 15 Out-of-State Markets



\*April - June 2023; Overnight visitation only

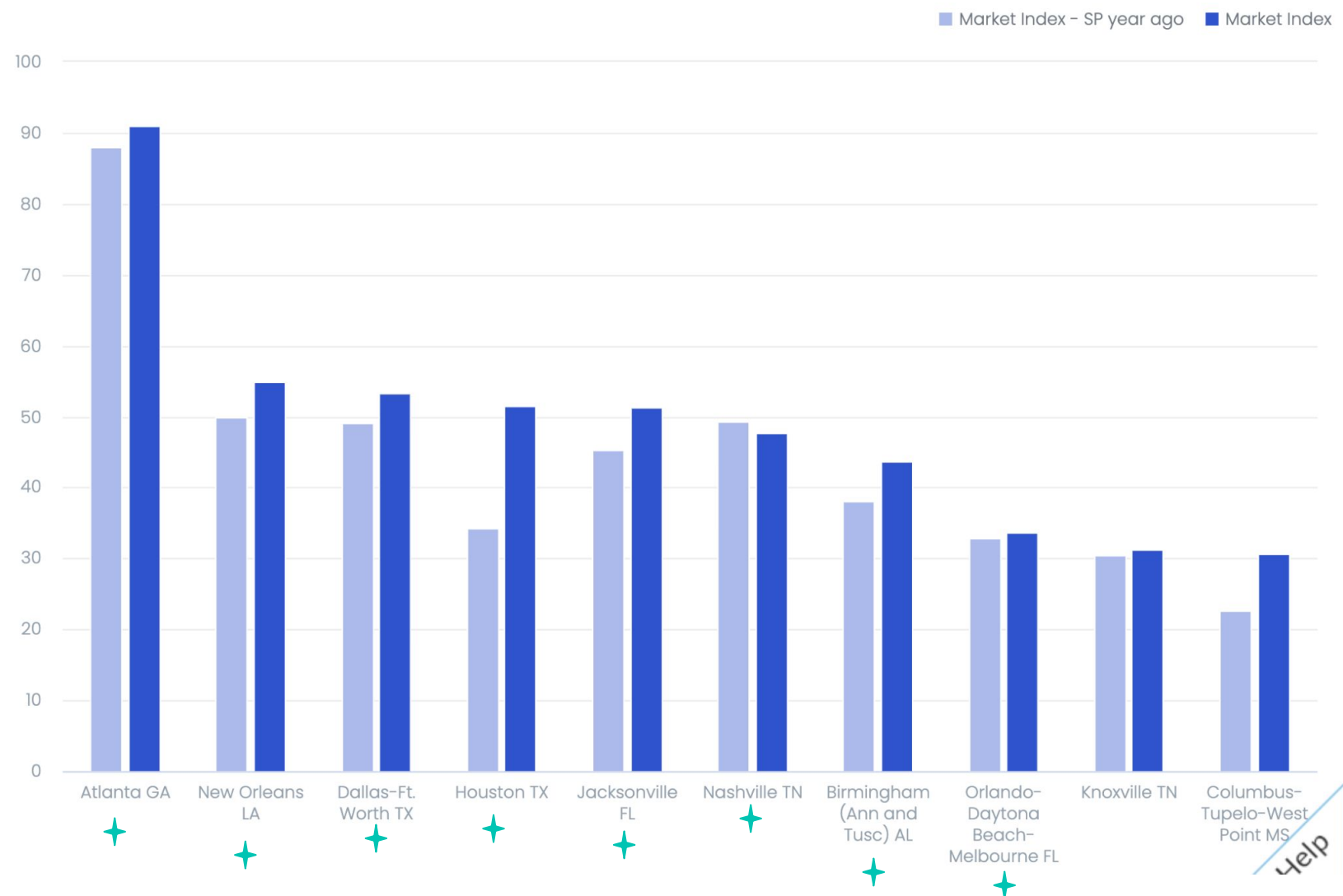
# Q3 (Spring) Insights: Top 10 In-State Markets



\*April - June 2023; Overnight visitation only



# Q3 (Spring) Insights: Top 10 Market Index



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

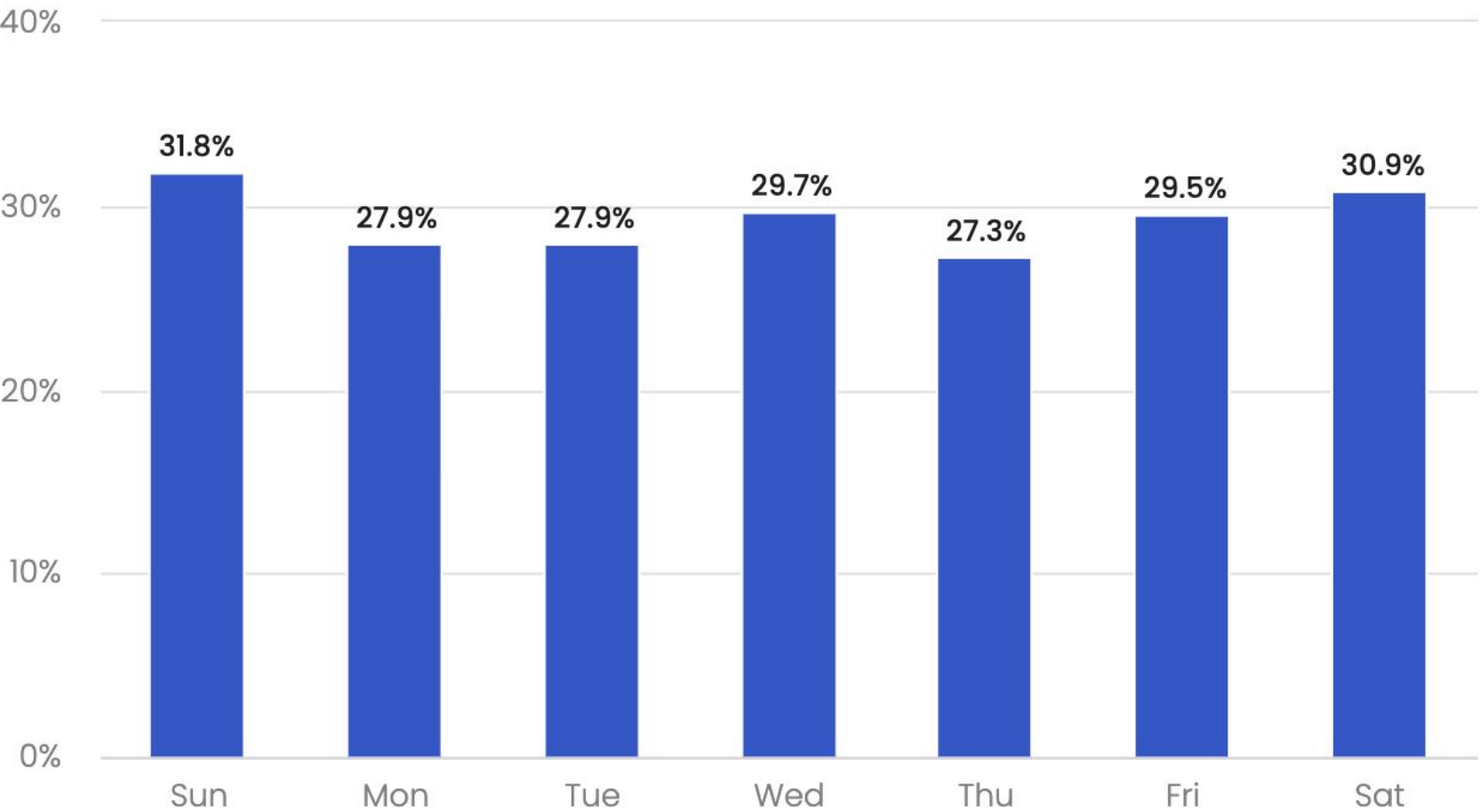
All data values scaled 0-100 with 100 being the top value in any category.

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

**\*April - June 2023; Overnight visitation only**



# Q3 (Spring) Insights: Visitation by Day of Week



Aligns with YOY data

\*April - June 2023; Overnight visitation only



WELCOME TO

*Navarre Beach*

FLORIDA'S MOST RELAXING PLACE

THANK YOU

PARADISE

2023