



**PARADISE ADVERTISING AND MARKETING
HAAA/DAYTONA BEACH AREA CVB MEETING
SEPTEMBER 2017**

AGENDA

- Hurricane Irma Marketing Initiative
- Danica Patrick Social Media Report – June, July and August 2017
- Media Placements – June, July and August 2017
- Proof of Performance Snapshots – June and July 2017
- Digital Performance Reports – June, July and August 2017
- Arrivalist Report – June, July and August 2017

HURRICANE IRMA MARKETING INITIATIVE

HURRICANE IRMA MARKETING INITIATIVE

- Paused all media on Sept. 6
- Resumed media on Sept. 18
- Implemented post-hurricane banners to run Sept. 18 through Sept. 30



DANICA PATRICK SOCIAL MEDIA REPORT

JUNE, JULY AND AUGUST 2017

SOCIAL MEDIA JUNE, JULY AND AUGUST 2017

June was a great month for the Danica campaign on all social media platforms. There were (3) videos posted to Facebook and (3) videos posted to Twitter. The positive impact of an increased number of videos posted is evident in the results below. We suggest keeping this campaign frequency for the months moving forward. There was a record high for Video Views on Twitter, with 18,175 views on the Danica campaign videos alone. There was also a steep hike in Video Views on Facebook, totaling 8,059 views on the Danica campaign videos. Much of this record success can be attributed to Danica's influence and reach, as well as posting videos rather than sharing old videos, as we had suggested last month. YouTube had a steady increase in Video Views, reaching 36,402 lifetime views since the launch of the Danica campaign.

Overall Impressions and Interactions on Facebook and Twitter also experienced a rather substantial increase from the month prior. Impressions and Interactions take into consideration all performance on Facebook and Twitter, not just the Danica campaign.

In July, the Daytona Beach Facebook and Twitter pages earned 541,854 impressions and 8,165 interactions. These impressions and interactions are reflective of all content, not just performance from the Danica Patrick campaign. This was a slight decrease from the month prior.

Facebook was the top supporting platform in July for the Danica campaign, garnering 22,646 video views primarily from the Danica Patrick TWIST video. This particular post was shared by Danica Patrick where it earned additional exposure and reach for Patrick's audience, resulting in its exceptional performance. The video views on Twitter were down drastically from the month prior. This is likely due to Danica's Twitter support during the month of June and not during the month of July.

In the month of August, the Daytona Beach Facebook and Twitter pages saw 271,059 total impressions and 4,563 interactions. There was an overall decrease across all KPIs throughout the month from the previous month. This could be attributed to the fact that no Facebook posts or Tweets were shared by Danica Patrick. The months in which the Daytona Beach posts are shared or retweeted by Danica make a very positive impact on the overall performance and reach due to Danica's celebrity following. The month of August Across Facebook, Twitter and YouTube, there were 20,633 new video views on the Danica Patrick campaign. This month, the majority of those new views came from YouTube, equaling 18,198 new video views. Typically, Facebook or Twitter see the most video views on a monthly basis due to Danica's sharing or retweeting

Using popular, but relevant, hashtags on Twitter is a great way to obtain new reach and exposure. The call-to-action links in posts and tagging of Danica Patrick are great practices we recommend continuing throughout the campaign. The frequency and variety of video style and topics was also a good balance for the month.

Continuing to receive Danica's support on the campaign, in addition to tagging Danica Patrick's social pages, will improve the reach and positively impact the total impressions and interactions.

5.6M
TOTAL PAGE IMPRESSIONS
Facebook + Twitter

105.6K
TOTAL FOLLOWERS
Facebook + Twitter

97.9K
TOTAL PAGE INTERACTIONS
Facebook + Twitter

419.9K
TOTAL DANICA VIEWS
Facebook + Twitter + YouTube

RESULTS DELIVERED

GOAL	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
Total Impressions (FB + TW)	1,345,696	1,101,712	469,147	786,802	419,083	665,573	541,854	271,059					5,600,926
New Followers (All)	531	381	314	331	619	405	325	238					3,144
Interactions (All)	16,397	12,091	16,341	2,555	11,508	26,370	8,165	4,563					97,990
Total Danica Video Views on Twitter	2,782	1,919	13,886	n/a	n/a	18,175	465	208					37,435
Total Danica Video Views on FB	181,055	107,523	n/a	1,049	1,206	8,059	22,646	2,227					323,765
Total Danica Video Views on YouTube*	10,675	11,810	18,374	25,386	30,044	36,402	40,511	58,709					58,709

*Total Danica Video Views on YouTube: Views are measured by lifetime totals, not by monthly views.

JUNE CONTENT PERFORMANCE

These were the Danica campaign videos posted to Facebook during the month of June. As previously suggested, by posting videos, rather than sharing old video posts, there was an increase in overall video performance. Reach, Video Views, and Engagements were higher than the previous month. The video in the bottom left was the top performing Facebook video, reaching 12,911 people and garnering 4,795 Video Views and 1,167 Engagements. This video post received more comments from fans and followers than the other (2) Facebook video posts. Many of these comments were individuals that have trips planned to Daytona Beach within the next month. The (2) videos on the right were also posted to the Daytona Beach Facebook page during the month of June. These videos cumulatively reached 9,575 people and earned 3,264 Video Views.

Daytona Beach Area Convention and Visitors Bureau
Published by twest@daytonabeach.com [?] · June 2 ·

Ready for vacation? Let us know how many days until you can relax and recharge in Daytona Beach!

Danica Patrick Relaxing
00:40

Get More Likes, Comments and Shares
Boost this post for \$3 to reach up to 1,100 people.

12,911 people reached

122 40 Comments 22 Shares

Like Comment Share

FACEBOOK
Reach: 12,911
Video Views: 4,795
Engagements: 1,167

Daytona Beach Area Convention and Visitors Bureau
Published by twest@daytonabeach.com [?] · June 22 at 1:12pm ·

Our favorite Summer visitor Danica Patrick will be here very soon! Coke Zero 400 Powered By Coca-Cola, July 1. Get your tix now and celebrate 4th of July, Daytona Beach style.

Behind the Scenes with Danica Patrick - What do you love about...
00:41

Get More Likes, Comments and Shares
Boost this post for \$3 to reach up to 1,100 people.

4,417 people reached

31 2 Shares

Like Comment Share

FACEBOOK
Reach: 4,417
Video Views: 1,480
Engagements: 154

Daytona Beach Area Convention and Visitors Bureau
Published by twest@daytonabeach.com [?] · June 27 at 12:43pm ·

We asked Danica Patrick what Daytona Beach means to her and this is what she said! Wish her well in the Coke Zero 400 Powered By Coca-Cola and we'd love to hear what Daytona Beach means to you!

What Daytona Beach Means - Behind the Scenes with Danica Patrick
00:34

Get More Likes, Comments and Shares
Boost this post for \$3 to reach up to 1,100 people.

5,158 people reached

34 3 Comments 1 Share

Like Comment Share

FACEBOOK
Reach: 5,158
Video Views: 1,784
Engagements: 225

JUNE YOUTUBE VIDEO PERFORMANCE

The Daytona Beach YouTube page saw 6,358 new Video Views, across all Danica Patrick videos, from the previous month. Since January, the Danica Patrick campaign videos have had a total of 36,402 Video Views on YouTube alone. Month-over-month YouTube has had the most steady growth for Video Views, averaging about 5,000 new Video Views monthly.

Below are the top performing (3) videos on YouTube this month based on Views:



Danica Patrick RELAXIN' in Daytona Beach

11,450 views • 5 months ago

Views: 11,450
Minutes Watched: 6,342
Average Duration Watched: 0:33



Danica Patrick SOAKIN' In the Sun In Daytona Beach

4,737 views • 5 months ago

Views: 4,737
Minutes Watched: 360
Average Duration Watched: 0:27



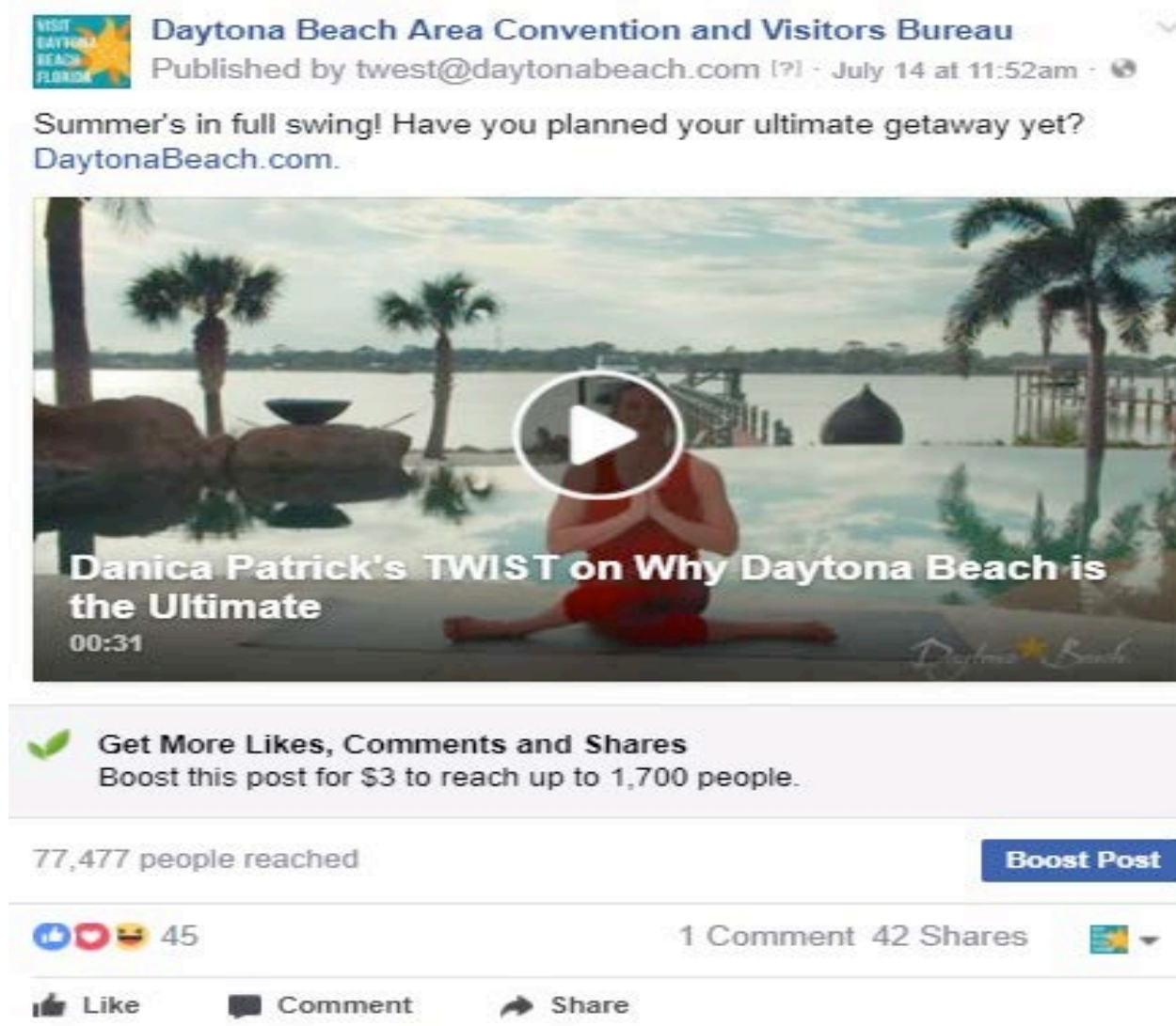
Danica Patrick's TWIST on Why Daytona Beach is the Ultimate

4,661 views • 5 months ago

Views: 4,661
Minutes Watched: 2,528
Average Duration Watched: 0:32

JULY CONTENT PERFORMANCE

These were the Danica campaign videos posted to Facebook during the month of July. The video on the bottom left was the top performing video, reaching 77,477 people and earning 20,216 video views. Using an additional call-to-action in the post copy with the Daytona Beach URL is a great practice. This is also the video that Danica Patrick shared which contributed to its higher than average reach and video view. The image of Danica's shared post can be seen in the middle. The image in the top right was a video post that reached 3,948 people and garnered 1,293 video views and 197 engagements. The image on the bottom right represents the video post from July 28th. This particular post reached 3,595 people and garnered 155 engagements in addition to 1,137 video views.



FACEBOOK
Reach: 77,477
Video Views: 20,216
Engagements: 3,981



FACEBOOK
Reach: 3,948
Video Views: 1,293
Engagements: 197



FACEBOOK
Reach: 3,595
Video Views: 1,137
Engagements: 155

JULY CONTENT PERFORMANCE

Below are the Danica videos shared to Twitter throughout the month of July. The Tweet in the top left was the best performing Tweet of the month for impressions, media views and engagements. This could be attributed to the popular use of hashtag #TuesdayThoughts which potentially garnered new impressions and engagements. This Tweet earned 1,037 impressions, 175 media views and 30 additional engagements. The Tweet in the top right also used common hashtags such as #FridayFeeling. This video earned 142 media views and 911 impressions. The Tweet in the bottom right was a call-to-action for summer vacation planning. This Tweet garnered 831 impressions and 148 media views.



TWITTER
Impressions: 1,037
Media Views: 175
Engagements: 30



TWITTER
Impressions: 911
Media Views: 142
Engagements: 26



TWITTER
Impressions: 831
Media Views: 148
Engagements: 22

JULY YOUTUBE VIDEO PERFORMANCE

The Daytona Beach YouTube page saw 4,109 new video views, across all Danica Patrick videos, during the month of July. Since January, the Danica Patrick campaign videos have had a total of 40,511 video views on YouTube. As expected, the YouTube channel has seen the most consistent growth in month-to-month performance. This is because there is no paid promotion or new postings occurring.

Below are the top performing (3) videos on YouTube. Danica Patrick RELAXIN' had an 11% increase in watch time and a 13% increase in new views. Danica Patrick SOAKIN' and Danica Patrick TWIST both saw about a 4% increase in watch time. Danica Patrick SOAKIN' experienced a 5% increase in views, while Danica Patrick TWIST saw a 6% increase in views.



Danica Patrick RELAXIN' in Daytona Beach

12,731 views • 6 months ago

Views: 12,731

Minutes Watched: 7,082

Average Duration Watched:

0:33



Danica Patrick SOAKIN' In the Sun In Daytona Beach

5,345 views • 6 months ago

Views: 5,345

Minutes Watched: 2,832

Average Duration Watched:

0:32



Danica Patrick's TWIST on Why Daytona Beach is the Ultimate

5,313 views • 6 months ago

Views: 5,313

Minutes Watched: 2,294

Average Duration Watched: 0:26

AUGUST CONTENT PERFORMANCE

These were the (3) posts shared on Facebook and Twitter during the month of August. The image in the top right was a video posted on August 4th about favorite Daytona Beach memories. This video reached 3,304 people and garnered 1,110 video views in addition to 145 engagements. The post on the bottom left was also posted to Facebook. This post reached 2,730 people organically and garnered 1,117 video views and 203 engagements. The Tweet on the bottom right was the only Danica Tweet to Twitter this month. It reached 1,572 people organically and earned 208 video views and 26 engagements. As mentioned on the previous page, there were no campaign posts or Tweets shared by Danica this month.

Daytona Beach Area Convention and Visitors Bureau
Published by twest@daytonabeach.com [?] · August 11 · 🌐

If you love history, Daytona Beach has fascinating stories to tell! Spend time checking out "Arts and Culture" on [DaytonaBeach.com](#). You'll find more than a few new places to explore the next time you visit.

00:28

Get More Likes, Comments and Shares
Boost this post for \$3 to reach up to 1,100 people.

2,730 people reached [Boost Post](#)

👍👍 19 2 Comments 3 Shares

👍 Like 💬 Comment ➦ Share

FACEBOOK
Reach: 2,730
Video Views: 1,117
Engagements: 203

Daytona Beach Area Convention and Visitors Bureau
Published by twest@daytonabeach.com [?] · August 4 · 🌐

We love hearing your favorite Daytona Beach memories! Please feel free to share, thank you!

00:25

Fondest Daytona Beach Memory - Behind the Scenes with Danica P...

Get More Likes, Comments and Shares
Boost this post for \$3 to reach up to 1,100 people.

3,304 people reached [Boost Post](#)

👍👍 28 4 Comments 1 Share

👍 Like 💬 Comment ➦ Share

OK
1,304
Views: 1,110
Engagements: 145

Daytona Beach
@DaytonaBeachFun

Making memories is what Daytona Beach does best! 198 days 'til the #DAYTONA500 btw :) 🏁❤️

0:18

4:14 PM - 4 Aug 2017 from Daytona Beach, FL

TWITTER
Reach: 1,572
Video Views: 208
Engagements: 26

AUGUST YOUTUBE VIDEO PERFORMANCE

The Daytona Beach YouTube page saw 18,198 new video views in the month of August. This was one of the best performing months for new video views on YouTube. This could be due to new campaign videos that were added to the Daytona Beach YouTube page. The traffic from the new campaign videos could have come across the Danica Patrick campaign videos, therefore, increasing the overall monthly video views.

Danica Patrick RELAXIN', Danica Patrick SOAKIN' and Danica Patrick TWIST continue to be the top performing videos in overall views.



Danica Patrick RELAXIN' in Daytona Beach

DaytonaBeach
Subscribe 227

26,663 views

Add to Share More

4 1

Views: 26,664
Minutes Watched: 14,204
Average Duration Watched: 0:31



Danica Patrick SOAKIN' In the Sun In Daytona Beach

DaytonaBeach
Subscribe 227

6,855 views

Add to Share More

5 0

Views: 6,855
Minutes Watched: 3,666
Average Duration Watched: 0:32



Danica Patrick's TWIST on Why Daytona Beach is the Ultimate

DaytonaBeach
Subscribe 227

6,052 views

Add to Share More

3 0

Views: 6,052
Minutes Watched: 2,616
Average Duration Watched: 0:25

MEDIA PLACEMENTS

JUNE, JULY AND AUGUST 2017

MEDIA PLACEMENTS FOR JUNE, JULY AND AUGUST 2017

	June	July	August
Print	<ul style="list-style-type: none"> • Visit Florida Annual Guide • 2017 Annual Canadian's Guide to Florida • British Visitor Handbook (Semi-Annual) • The Villages Daily Sun • AAA Living South • Orlando Sentinel Explore Florida 	<ul style="list-style-type: none"> • Visit Florida Annual Guide • 2017 Annual Canadian's Guide to Florida • Orlando Sentinel Explore Florida 	<ul style="list-style-type: none"> • Visit Florida Annual Guide • 2017 Annual Canadian's Guide to Florida • The Villages Daily Sun
Out of Home	<ul style="list-style-type: none"> • Directional billboard on I95S s/o sr40 	<ul style="list-style-type: none"> • Directional billboard on I95S s/o sr40 	<ul style="list-style-type: none"> • Directional billboard on I95S s/o sr40
Television	<ul style="list-style-type: none"> • Broadcast: ABC/WFTV Orlando Metro Area • Cable Instate: Tampa/St. Petersburg, Jacksonville, Miami/Ft. Lauderdale, West Palm Beach • Cable In-State/Out-of-state/drive market: Atlanta Metro Area 	<ul style="list-style-type: none"> • Broadcast: ABC/WFTV Orlando Metro Area 	<ul style="list-style-type: none"> • Broadcast: ABC/WFTV Orlando Metro Area



MEDIA PLACEMENTS FOR JUNE, JULY AND AUGUST 2017

	June	July	August
Digital	<p>Orlando Sentinel</p> <ul style="list-style-type: none"> • VisitFlorida.com Retargeting • Adara • Expedia Brand Platforms • Sojern Travel Platforms • TripAdvisor.com • Behavioral Targeting • Contextual Targeting on travel, weather and lifestyle • The Weather Network (Canada) • Retargeting • Weather.com • Interfuse Banner Ad Network • Atlanta Journal Constitution • Max Point • WFTV/ABC Orlando • Travel Spike • Visit Florida Facebook Co-op Promoted Videos • E-newsletters 	<ul style="list-style-type: none"> • Orlando Sentinel • VisitFlorida.com Retargeting • Adara • Expedia Brand Platforms • Sojern Travel Platforms • TripAdvisor.com • Behavioral Targeting • Contextual Targeting on travel, weather and lifestyle • The Weather Network (Canada) • Retargeting • Weather.com • Atlanta Journal Constitution • Max Point • WFTV/ABC Orlando • Travel Spike • Visit Florida Facebook Co-op Promoted Videos • E-newsletters • Amplified Story Telling 	<ul style="list-style-type: none"> • Orlando Sentinel • VisitFlorida.com Retargeting • Adara • Expedia Brand Platforms • Sojern Travel Platforms • TripAdvisor.com • Behavioral Targeting • Contextual Targeting on travel, weather and lifestyle • The Weather Network (Canada) • Retargeting • Weather.com • Atlanta Journal Constitution • Max Point • WFTV/ABC Orlando • Travel Spike • E-newsletters • Amplified Story Telling • Palm Beach Post • Tampa Bay Times



PROOF OF PERFORMANCE SNAPSHOTS

JUNE 2017 PRINT PROOFS OF PERFORMANCE

SUN. Rain: 50% High 91° Low 73° UV Index: 8 Humidity: 80%

Mon. Rain: 30% High 90° Low 75° RealFeel: 115°/87° UV Index: 8 Humidity: 80%

The patented AccuWeather.com RealFeel Temperature® is an exclusive index of effective temperature based on eight weather factors. The higher the AccuWeather.com UV Index™, the greater the need for eye and skin protection. 0-2: Low; 3-5: Moderate; 6-7: High; 8-10: Very High; 11+: Extreme.

National Extremes
High: Palm Springs, CA 109°
Low: Bodie State Park, CA 28°

Almanac
Temperatures for Lonsburg through 4 p.m. yesterday.
Temperature: High 92° Low 76°
Yesterday: 92° 76°
Precipitation: 1.17 inches
Last 24 hours*
Year to Date 18.08

Pollen Index
Trees: Low to High
Grass: Low to High
Weeds: Low to High
Molds: Low to High

Arthritis Index
Low to Extreme

Local Weather Updates: For up-to-the-minute weather reports, tune in to the Weather Center on AM-640 WVLG.

Sun & Moon
First: June 30
Full: July 8
Last: July 16
New: July 23

Tides
Daytona Beach: High 12:25 p.m. Low 6:07 a.m.
Cocoa Beach: High 12:10 p.m. Low 6:10 a.m.
Crystal River: High 7:40 a.m. Low 1:58 a.m.
Cedar Key: High 6:13 a.m. Low 5:21 p.m.

THE WORLD

City	Today	Thu.	Fri.
Amsterdam	73/60/1	68/55/5h	
Beijing	93/73/pc	93/73/pc	
Berlin	83/64/1	73/60/2	
Buenos Aires	59/40/c	62/44/s	
Dubai	108/92/5	112/90/s	
Frankfurt	78/61/1	71/58/v	
Jerusalem	86/66/5	87/65/5	
London	64/54/1	68/58/c	
Madrid	79/54/1	76/52/s	
Mexico City	72/58/1	72/58/1	
Moscow	68/52/5	71/58/v	
Paris	74/58/1	69/57/1/2	
Rio de Janeiro	83/65/5	80/66/5	
Rome	88/70/pc	84/68/s	
Singapore	87/77/c	89/79/c	
Stockholm	66/47/pc	67/55/pc	
Sydney	62/48/5h	63/42/pc	
Tokyo	77/72/v	79/73/pc	

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AUGUST 2017 PRINT PROOFS OF PERFORMANCE



Solitude and Majesty

Crawl from your warm sleeping bag out the tent door, into the darkness and pre-dawn wind whipping across the plateau. Look up at the cathedral of the sky. Watch the whirlpool of constellations spin overhead. Hold your breath.

It's hard not to feel vertigo in the majesty of Montana's wilderness. Whether you seek the rocky heights of a 10,000-foot peak or an endless chain of lakes, a mountain meadow or the endless catch of trout, look into one of the state's most magnificent ranges — the Absaroka-Beartooth Wilderness — to find solitude and grandeur.

Don't be put off by the name of the best way to get in there: the Beaten Path, a 26-mile trail that climbs up and over the Gallatin National Forest watershed divide, winding its way past pond after lake, peak after cliff, meadow after plateau. The trail has a reputation for high foot and horse traffic, but in the five days we backpacked through last summer, my hiking partner Ben Yonema and I saw just a handful of others and embraced the solitude.

One of the beauties of the Montana alpine terrain is how easy it is to wander. We hushwhacked off trail, upstream to Echo Lake. Pike Peak, named for the small, furry rodent that we saw occasionally darting along the trail, was bathed in a tangy sunset, and we were astounded that, literally, with every coat of our reel, we pulled in brook trout well in excess of a foot. Pan-fried trout for dinner and for breakfast.

On the final climb down, we passed so many lakes, we had to resist trying to fish every one of them. The lake names themselves are things to behold: Anvil, Sourdough, Stardust, Courthouse, Fossil, Fizzle, From to Death, No Bones, Dude. Gradually the forest pines closed in, and the trail felt claustrophobic after spending so much time open to the sky. The riot of wildflower reds, oranges and yellows beneath our feet took the edge off our wilderness farewell and re-entry to civilization.

—Mike Eckel, The Associated Press

Experience the Difference

Tampa Bay vs. Chicago Baseball
 Tues. Sept. 19 — \$102 per person

St. Augustine's Night of Lights
 Mon. Nov. 27 — \$55 per person

Saxophonist Dave Katz at Ruth Eckerd Hall
 Wed. Nov. 29 — \$75 pp (Row M, N, O, P)

World of Golf and Night of Lights
 Wed. Dec. 6 — \$94 pp (lunch incl.)

Dressing Downtown & High Tea, St. Augustine
 Wed., Jan. 3, 2018 — \$129 per person

Phantom of the Opera at Straz Center
 Fri., Feb. 23, 2018 — \$132 pp (Orch. Row 4)

Escape to the Keys
 Nov. 4-9, 2018 — \$1256 per person double

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DECEMBER 10
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Wednesday, September 6 Minnesota Twins vs Rays \$75 Per Person

Wednesday, September 20 Chicago Cubs vs Rays \$115 Per Person

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Thanks to amazing seasonal deals, now's the time to save big on one more getaway to Daytona Beach. Plus, you can enter to win a 5-day, 4-night stay at the beautiful Bahama House!

Book your deal and enter The Endless Summer Sweepstakes today.

Visit DaytonaBeachEndlessSummer.com

Daytona Beach

TODAY IN THE VILLAGES

6 A.M. 77° Partly sunny and humid RealFeel: 91° UV Index: 1 Humidity: 95%

9 A.M. 83° Partly sunny and humid RealFeel: 100° UV Index: 2 Humidity: 95%

12 P.M. 88° Partly sunny and humid RealFeel: 113° UV Index: 3 Humidity: 95%

3 P.M. 90° Partly sunny and humid RealFeel: 114° UV Index: 3 Humidity: 95%

6 P.M. 86° Partly sunny and humid RealFeel: 101° UV Index: 1 Humidity: 95%

9 P.M. 80° Mostly cloudy and humid RealFeel: 91° UV Index: 0 Humidity: 95%

Extended Forecast for The Villages

Wed. 92° 77° High Low Rain: 10% RealFeel: 109° UV Index: 9 Humidity: 95%

Thu. 89° 76° High Low Rain: 10% RealFeel: 107° UV Index: 7 Humidity: 95%

Fri. 90° 75° High Low Rain: 10% RealFeel: 108° UV Index: 11 Humidity: 95%

Sat. 90° 75° High Low Rain: 10% RealFeel: 107° UV Index: 6 Humidity: 95%

Sun. 92° 76° High Low Rain: 10% RealFeel: 107° UV Index: 7 Humidity: 95%

Local Weather
 Updated for up to the minute weather reports, tune in to the Weather Center on AM-640 WVLG.

WVUG
 Local Weather Updated for up to the minute weather reports, tune in to the Weather Center on AM-640 WVLG.

National Extremes
 High: 107° (Central, CA)
 Low: 30° (Chama, CO)

Almanac
 Temperatures for Leesburg through 4 p.m. yesterday:
 Temperature: 92°
 High: 92°
 Low: 72°
 Precipitation: 0.00
 Wind: 12-16 mph

Arthritis Index
 Low: 100
 High: 100

Sun & Moon
 New: Aug 21
 First: Aug 29
 Full: Sep 13
 Last: Sep 13

Tides
 Daytona Beach: 200 a.m. 0.22 a.m. 2.45 a.m. 5.08 a.m.
 Cocoa Beach: 157 a.m. 0.11 a.m. 2.43 a.m. 5.05 a.m.
 Crystal River: 154 a.m. 0.17 a.m. 2.43 a.m. 5.05 a.m.
 Cedar Key: 248 a.m. 1.23 a.m. 3.56 a.m. 6.19 a.m.

THE NATION
 City Today Wed.
 Albany, NY 81.5/64 81.5/54
 Albuquerque 83.0/71 84.8/61
 Anchorage 88.0/70 88.0/70
 Atlanta 100.7/81 100.7/70
 Baltimore 85.6/73 86.7/62
 Burlington 83.6/71 75.5/42
 Casper 74.6/71 86.9/52
 Charleston, SC 89.7/71 89.7/71
 Columbia 84.9/73 87.9/52
 Concord, NH 84.8/73 83.9/52
 Dayton 84.9/73 87.9/52
 Evansville 89.7/73 89.7/73
 Flagstaff 71.4/61 84.8/52
 Grand Rapids 83.9/73 84.8/52
 Hartford 83.4/73 86.9/52
 Henderson 85.6/73 86.9/52
 Houston 90.9/73 86.9/52
 Indianapolis 88.6/73 88.6/73
 Jackson 88.6/73 88.6/73
 Jacksonville 88.6/73 88.6/73
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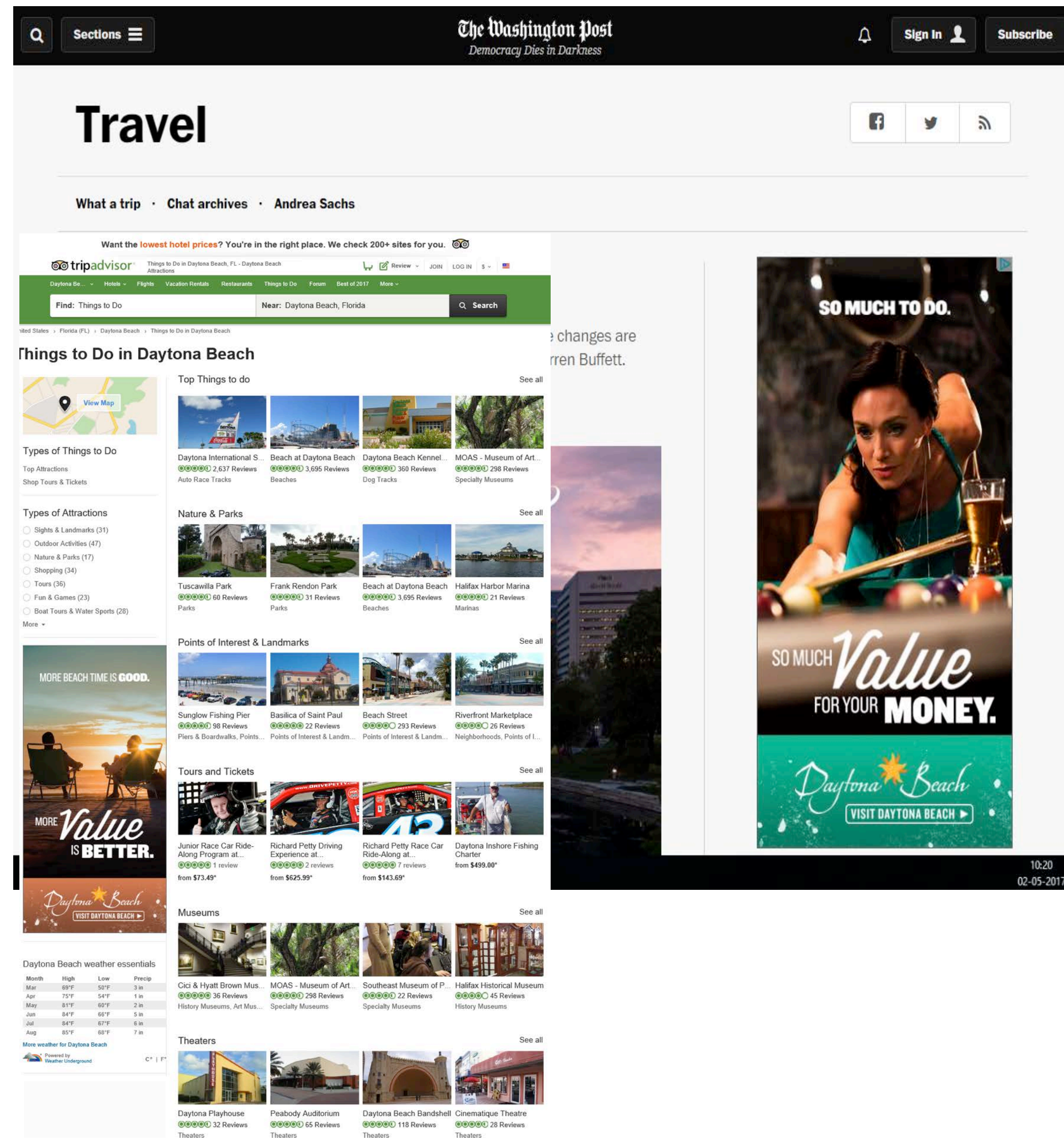
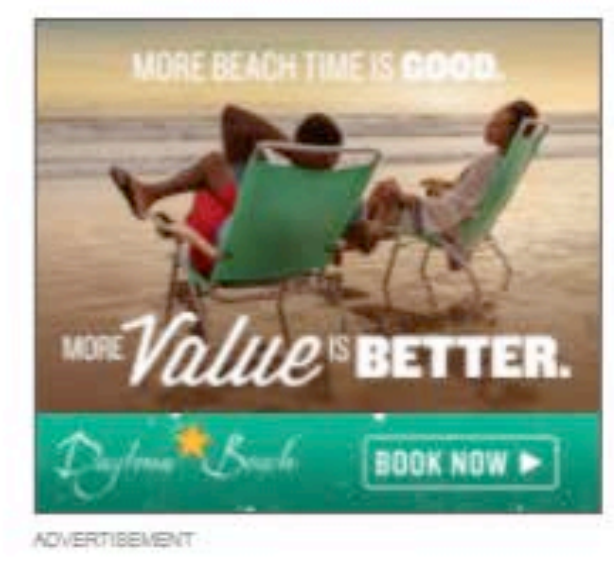
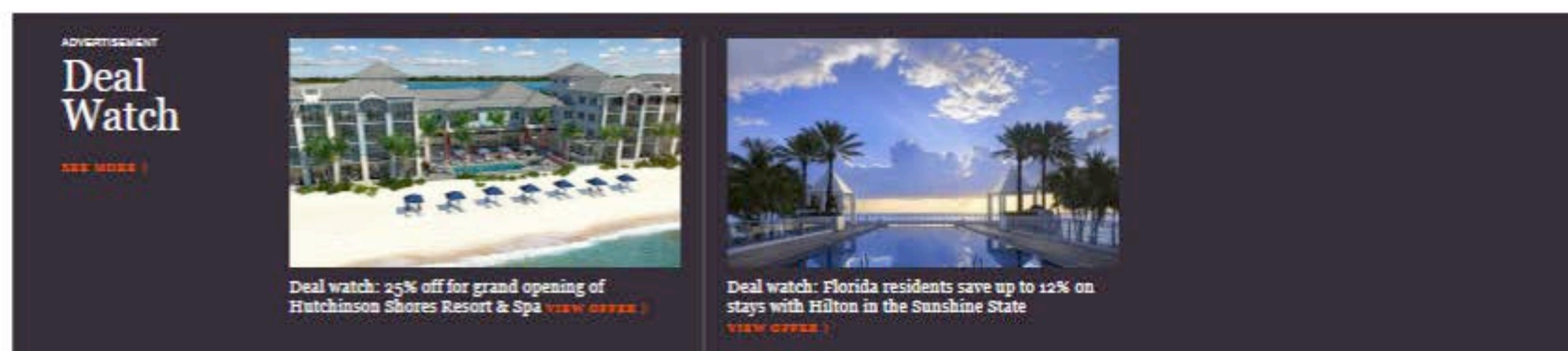
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Six Flags Over Georgia retiring iconic roller coaster

Helena Oliviero
9:27 a.m. Monday, July 17, 2017 Filed in Atlanta News



NEWS

The Georgia Cyclone is going away forever soon. CONTRIBUTED

Six Flags Over Georgia announced today the iconic wooden roller coaster, the Georgia Cyclone, will go away forever after Sunday, July 30.

The Georgia Cyclone is nearly 100 feet tall and reaches speeds of 50 miles per hour. The classic coaster has given nearly 8.7 million rides since opening in 1990. Six Flags Over Georgia is open daily through August 6.

Gene Petriello, spokesman for Six Flags Over Georgia said while he couldn't discuss what might replace the ride, he said in an e-mail, "each year we add a new ride to the park and we

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JUNE 2017 DIGITAL CAMPAIGN DELIVERY

JUNE 2017 OVERVIEW

Row Labels	Spend	Impressions	Clicks	CTR	View-Throughs	VTR	CPM	CPC
The Original American Beach FY17	\$169,434.90	23,054,720	44,186	0.19%	13,448	0.06%	\$7.35	\$3.83
Display	\$106,818.82	18,722,191	28,110	0.15%	12,551	0.07%	\$5.71	\$3.80
Video	\$62,616.08	4,332,529	16,076	0.37%	897	0.02%	\$14.45	\$3.90
County Overage FY 17	\$20,253.32	2,982,764	1,078	0.04%	1,540	0.05%	\$6.79	\$18.79
Display	\$20,253.32	2,982,764	1,078	0.04%	1,540	0.05%	\$6.79	\$18.79
Excess Reserve General FY17	\$32,625.61	4,929,638	1,232	0.02%	6,234	0.13%	\$6.62	\$26.48
Display	\$32,625.61	4,929,638	1,232	0.02%	6,234	0.13%	\$6.62	\$26.48
Grand Total	\$222,313.83	30,967,122	46,496	0.15%	21,222	0.07%	\$7.18	\$4.78

Campaign	Reach	Average Frequency
The Original American Beach FY17	15,375,537	1.49
County Overage FY17	1,361,223	2.19
Excess Reserve General FY17	1,181,820	4.17



Source: Paradise Ad Server

JUNE 2017 DISPLAY

Row Labels	Spend	Impression	Clicks	CTR	CPM	CPC
The Original American Beach FY17	\$106,818.82	18,722,191	28,110	0.15%	\$5.71	\$3.80
Display						
Adara	\$22,160.34	3,113,172	959	0.03%	\$7.12	\$23.11
AJC.com	\$6,308.57	791,336	1,264	0.16%	\$7.97	\$4.99
Choozle	\$22,362.00	6,744,820	7,967	0.12%	\$3.32	\$2.81
Expedia	\$4,474.65	304,758	177	0.06%	\$14.68	\$25.28
Madden Media	\$7,091.86	1,016,026	2,805	0.28%	\$6.98	\$2.53
MaxPoint	\$10,203.08	2,435,300	7,443	0.31%	\$4.19	\$1.37
OrlandoSentinel.com	\$4,983.02	906,528	1,007	0.11%	\$5.50	\$4.95
Sojern	\$8,254.01	1,106,610	3,959	0.36%	\$7.46	\$2.08
TheStar.com	\$0.01	1	0	0.00%	\$10.00	
300x250	\$0.01	1	0	0.00%	\$10.00	
Travel Spike	\$16.87	2,389	0	0.00%	\$7.06	
TripAdvisor.com	\$8,081.75	702,509	1,169	0.17%	\$11.50	\$6.91
Weather.com	\$12,882.66	972,361	864	0.09%	\$13.25	\$14.91
WFTV.com(ABC)	\$0.00	626,381	496	0.08%	\$0.00	\$0.00
County Overage FY 17	\$20,253.32	2,982,764	1,078	0.04%	\$6.79	\$18.79
Display						
Adara	\$12,510.16	1,899,336	551	0.03%	\$6.59	\$22.70
Travel Spike	\$7,743.16	1,083,428	527	0.05%	\$7.15	\$14.69
Excess Reserve General FY17	\$32,625.61	4,929,638	1,232	0.02%	\$6.62	\$26.48
Display						
Adara	\$32,625.61	4,929,638	1,232	0.02%	\$6.62	\$26.48
Grand Total	\$159,697.75	26,634,593	30,420	0.11%	\$6.00	\$5.25



Source: Paradise Ad Server

JUNE 2017 VIDEO

Row Labels	Spend	Impressions	Clicks	Completions	Completion Rate	CTR	CPM	CPC
The Original American Beach FY17	\$62,616.08	4,332,529	16,076	2,683,920	61.95%	0.37%	\$14.45	\$3.90
Video								
AJC.com	\$1,777.36	88,868	313	68,869	77.50%	0.35%	\$20.00	\$5.68
Choozle	\$29,261.19	2,505,673	5,530	1,698,033	67.77%	0.22%	\$11.68	\$5.29
Comcast Miami	\$1,706.65	71,708	314	51,489	71.80%	0.44%	\$23.80	\$5.44
Comcast WPB	\$1,681.45	70,649	284	50,771	71.86%	0.40%	\$23.80	\$5.92
Expedia	\$10,312.81	572,934	293	0	0.00%	0.05%	\$18.00	\$35.20
MaxPoint	\$5,090.52	410,115	4,955	395,419	96.42%	1.21%	\$12.41	\$1.03
OrlandoSentinel.com	\$3,949.79	141,064	1,108	102,975	73.00%	0.79%	\$28.00	\$3.56
Sojern	\$0.00	70,732	368	38,769	54.81%	0.52%	\$0.00	\$0.00
TripAdvisor.com	\$2,503.16	125,158	316	84,495	67.51%	0.25%	\$20.00	\$7.92
Weather.com	\$6,333.15	234,561	2,348	167,122	71.25%	1.00%	\$27.00	\$2.70
WFTV.com(ABC)	\$0.00	41,067	247	25,978	63.26%	0.60%	\$0.00	\$0.00
Grand Total	\$62,616.08	4,332,529	16,076	2,683,920	61.95%	0.37%	\$14.45	\$3.90



Source: Paradise Ad Server

DIGITAL REPORT- JUNE 2017/2016 COMPARISON

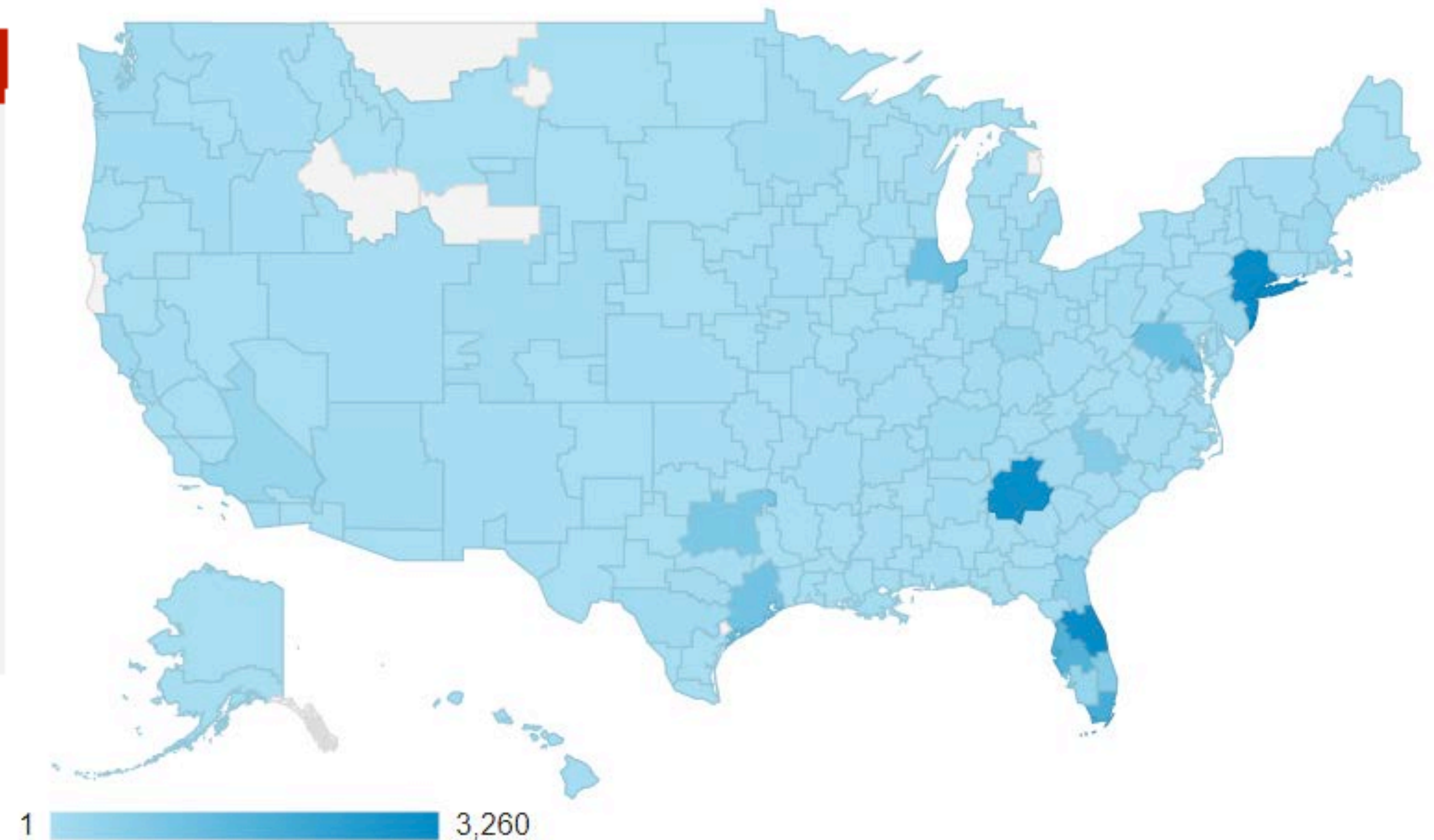
Metric	JUNE 2017	JUNE 2016
Display Impressions	26,634,593	18,550,489
Display CTR	0.11%	0.20%
Video Impressions	4,322,529	6,960,823
Video VCR	61.95%	76.23%



Source: Paradise Ad Server

JUNE 2017 CAMPAIGN VISITOR GEOGRAPHY

Metro	Sessions
New York NY	3,260
Orlando-Daytona Beach-Melbourne FL	3,243
Atlanta GA	3,146
Miami-Ft. Lauderdale FL	1,902
Tampa-St. Petersburg (Sarasota) FL	1,726
Washington DC (Hagerstown MD)	1,203
Chicago IL	1,177
Houston TX	1,044
Dallas-Ft. Worth TX	890



JULY 2017 DIGITAL CAMPAIGN DELIVERY

JULY 2017 OVERVIEW

Row Labels	▼↑	Spend	Impressions	Clicks	CTR	View-Throughs	VTR	CPM	CPC
[-] County Overage FY 17		\$11,198.02	1,697,465	728	0.04%	911	0.05%	\$6.60	\$15.38
Display		\$11,198.02	1,697,465	728	0.04%	911	0.05%	\$6.60	\$15.38
[-] Excess Reserve General FY17		\$27,556.40	4,104,335	610	0.01%	3,569	0.09%	\$6.71	\$45.17
Display		\$27,556.40	4,104,335	610	0.01%	3,569	0.09%	\$6.71	\$45.17
[-] The Original American Beach FY17		\$174,486.93	25,577,104	51,611	0.20%	11,527	0.05%	\$6.82	\$3.38
Display		\$112,295.85	20,830,961	36,637	0.18%	10,842	0.05%	\$5.39	\$3.07
Video		\$62,191.08	4,746,143	14,974	0.32%	685	0.01%	\$13.10	\$4.15
Grand Total		\$213,241.36	31,378,904	52,949	0.17%	16,007	0.05%	\$6.80	\$4.03

Campaign	Reach	Average Frequency
The Original American Beach FY17	15,577,596	1.64
County Overage FY17	511,713	3.30
Excess Reserve General FY17	883,574	4.60



Source: Paradise Ad Server

JULY 2017 DISPLAY

Row Labels	Spend	Impressions	Clicks	CTR	CPM	CPC
[-] County Overage FY 17	\$11,198.02	1,697,465	728	0.04%	\$6.60	\$15.38
[-] Display						
[+] Adara	\$9,419.12	1,451,450	432	0.03%	\$6.49	\$21.80
[+] Travel Spike	\$1,778.90	246,015	296	0.12%	\$7.23	\$6.01
[-] Excess Reserve General FY17	\$27,556.40	4,104,335	610	0.01%	\$6.71	\$45.17
[-] Display						
[+] Adara	\$27,556.40	4,104,335	610	0.01%	\$6.71	\$45.17
[-] The Original American Beach FY17	\$112,295.85	20,830,961	36,637	0.18%	\$5.39	\$3.07
[-] Display						
[+] Adara	\$19,555.64	2,900,708	375	0.01%	\$6.74	\$52.15
[+] AJC.com	\$6,393.04	799,261	1,118	0.14%	\$8.00	\$5.72
[+] Choozle	\$31,186.50	9,164,732	12,475	0.14%	\$3.40	\$2.50
[+] Expedia	\$4,517.26	305,810	194	0.06%	\$14.77	\$23.28
[+] Madden Media	\$10,324.07	1,479,093	3,829	0.26%	\$6.98	\$2.70
[+] MaxPoint	\$6,576.44	1,503,331	10,542	0.70%	\$4.37	\$0.62
[+] OrlandoSentinel.com	\$5,177.75	918,683	690	0.08%	\$5.64	\$7.50
[+] Sojern	\$7,908.46	966,717	3,299	0.34%	\$8.18	\$2.40
[+] Travel Spike	\$3.02	426	0	0.00%	\$7.09	#DIV/0!
[+] TripAdvisor.com	\$8,931.78	828,093	1,549	0.19%	\$10.79	\$5.77
[+] Weather.com	\$11,721.89	882,765	1,288	0.15%	\$13.28	\$9.10
[+] WFTV.com(ABC)	\$0.00	1,081,342	1,278	0.12%	\$0.00	\$0.00
Grand Total	\$151,050.27	26,632,761	37,975	0.14%	\$5.67	\$3.98



Source: Paradise Ad Server

JULY 2017 VIDEO

Row Labels	Spend	Impressions	Clicks	Completions	Completion Rate	CTR	CPM	CPC
The Original American Beach FY17	\$62,191.08	4,746,143	14,974	3,386,849	77.10%	0.32%	\$13.10	\$4.15
Video								
AJC.com	\$1,812.58	90,629	265	72,390	79.96%	0.29%	\$20.00	\$6.84
Choozle	\$45,083.52	3,744,319	7,012	2,647,353	77.90%	0.19%	\$12.04	\$6.43
Expedia	\$0.16	9	0	0	0.00%	0.00%	\$18.00	#DIV/0!
MaxPoint	\$4,806.06	390,341	3,124	310,036	78.02%	0.80%	\$12.31	\$1.54
OrlandoSentinel.com	\$4,032.17	144,006	1,042	104,039	72.48%	0.72%	\$28.00	\$3.87
Sojern	\$0.00	79,875	151	45,013	62.21%	0.19%	\$0.00	\$0.00
TripAdvisor.com	\$784.54	39,227	152	26,960	69.03%	0.39%	\$20.00	\$5.16
Weather.com	\$5,672.05	210,076	2,923	149,262	71.61%	1.39%	\$27.00	\$1.94
WFTV.com(ABC)	\$0.00	47,661	305	31,796	66.18%	0.64%	\$0.00	\$0.00
Grand Total	\$62,191.08	4,746,143	14,974	3,386,849	77.10%	0.32%	\$13.10	\$4.15



Source: Paradise Ad Server

DIGITAL REPORT- JULY 2017/2016 COMPARISON

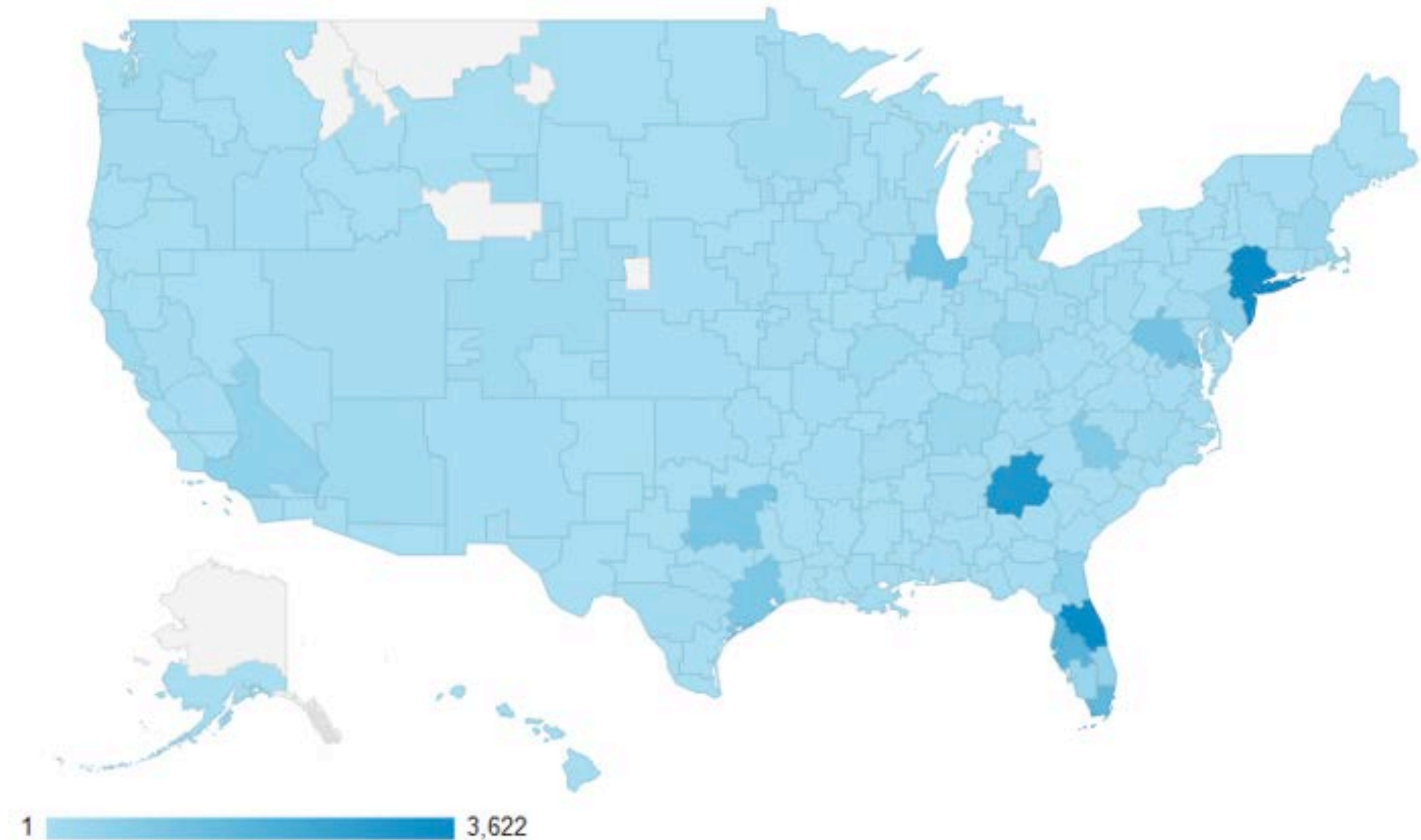
Metric	JULY 2017	JULY 2016
Display Impressions	26,632,761	14,107,835
Display CTR	0.14%	0.20%
Video Impressions	4,746,143	3,040,540
Video VCR	77.10%	69.96%



Source: Paradise Ad Server

JULY 2017 CAMPAIGN VISITOR GEOGRAPHY

Metro	Sessions
New York NY	3,622
Orlando-Daytona Beach-Melbourne FL	3,593
Atlanta GA	3,120
Tampa-St. Petersburg (Sarasota) FL	1,807
Miami-Ft. Lauderdale FL	1,653
Chicago IL	1,327
Washington DC (Hagerstown MD)	1,147
Dallas-Ft. Worth TX	1,069
Houston TX	982
Charlotte NC	865



Source: Google Analytics

AUGUST 2017 DIGITAL CAMPAIGN DELIVERY

AUGUST 2017 OVERVIEW

Row Labels	Spend	Impressions	Clicks	CTR	View-Throughs	VTR	CPM	CPC
[-] County Overage FY 17	\$9,817.80	1,474,066	651	0.04%	707	0.05%	\$6.66	\$15.08
Display	\$9,817.80	1,474,066	651	0.04%	707	0.05%	\$6.66	\$15.08
[-] Excess Reserve General FY17	\$18,757.75	2,845,489	428	0.02%	3,050	0.11%	\$6.59	\$43.83
Display	\$18,757.75	2,845,489	428	0.02%	3,050	0.11%	\$6.59	\$43.83
[-] The Original American Beach FY17	\$160,878.35	23,848,125	48,733	0.20%	10,208	0.04%	\$6.75	\$3.30
Display	\$97,417.23	19,073,662	31,355	0.16%	9,428	0.05%	\$5.11	\$3.11
Video	\$63,461.12	4,774,463	17,378	0.36%	780	0.02%	\$13.29	\$3.65
[-] Endless Summer FY17	\$38,160.71	8,995,210	8,396	0.09%	1,044	0.01%	\$4.24	\$4.55
Display	\$28,432.00	6,658,273	5,694	0.09%	899	0.01%	\$4.27	\$4.99
Mobile	\$6,399.93	1,987,197	2,302	0.12%	116	0.01%	\$3.22	\$2.78
Tablet	\$458.28	91,655	139	0.15%	14	0.02%	\$5.00	\$3.30
Video	\$710.97	47,398	54	0.11%	7	0.01%	\$15.00	\$13.17
Wallpaper Witness	\$2,159.54	210,687	207	0.10%	8	0.00%	\$10.25	\$10.43
[-] Excess Reserve Airline FY17	\$15,269.44	4,507,383	8,092	0.18%	534	0.01%	\$3.39	\$1.89
Display	\$15,269.44	4,507,383	8,092	0.18%	534	0.01%	\$3.39	\$1.89
Grand Total	\$242,884.05	41,670,273	66,300	0.16%	15,543	0.04%	\$5.83	\$3.66

Campaign	Reach	Average Frequency
The Original American Beach FY17	17,048,378	1.39
County Overage FY17	468,309	3.14
Excess Reserve General FY17	631,787	4.50
Endless Summer FY17	5,104,261	1.76
Excess Reserve Airline FY17	3,315,710	1.35



Source: Paradise Ad Server

AUGUST 2017 DISPLAY

Row Labels	Spend	Impressions	Clicks	CTR	CPM	CPC
[-] County Overage FY 17	\$7,380.55	1,131,038	382	0.03%	\$6.53	\$19.32
[-] Display						
[-] Adara	\$7,380.55	1,131,038	382	0.03%	\$6.53	\$19.32
[-] Excess Reserve General FY17	\$18,757.75	2,845,489	428	0.02%	\$6.59	\$43.83
[-] Display						
[-] Adara	\$18,757.75	2,845,489	428	0.02%	\$6.59	\$43.83
[-] The Original American Beach FY17	\$97,414.36	19,073,257	31,355	0.16%	\$5.11	\$3.11
[-] Display						
[-] Adara	\$13,570.54	2,051,047	265	0.01%	\$6.62	\$51.21
[-] AJC.com	\$2,255.81	327,022	517	0.16%	\$6.90	\$4.36
[-] Choozle	\$30,356.39	8,939,013	12,435	0.14%	\$3.40	\$2.44
[-] Expedia	\$4,252.05	285,825	172	0.06%	\$14.88	\$24.72
[-] Madden Media	\$9,742.39	1,395,758	3,323	0.24%	\$6.98	\$2.93
[-] MaxPoint	\$5,579.77	1,274,218	4,603	0.36%	\$4.38	\$1.21
[-] OrlandoSentinel.com	\$4,710.40	828,779	533	0.06%	\$5.68	\$8.84
[-] Sojern	\$6,647.40	819,411	5,763	0.70%	\$8.11	\$1.15
[-] TripAdvisor.com	\$11,153.05	1,250,854	1,404	0.11%	\$8.92	\$7.94
[-] Weather.com	\$9,146.56	688,887	725	0.11%	\$13.28	\$12.62
[-] WFTV.com(ABC)	\$0.00	1,212,443	1,615	0.13%	\$0.00	\$0.00
[-] Endless Summer FY17	\$28,432.00	6,658,273	5,694	0.09%	\$4.27	\$4.99
[-] Display						
[-] Choozle	\$11,009.42	3,832,513	3,922	0.10%	\$2.87	\$2.81
[-] OrlandoSentinel.com	\$0.00	7,679	5	0.07%	\$0.00	\$0.00
[-] Palm Beach Post	\$8,457.81	1,679,756	561	0.03%	\$5.04	\$15.08
300x250	\$3,796.96	677,348	268	0.04%	\$5.61	\$14.17
300x600	\$24.96	189,396	164	0.09%	\$0.13	\$0.15
728x90	\$4,635.89	813,012	129	0.02%	\$5.70	\$35.94
[-] TampaBay.com	\$8,964.76	1,138,325	1,206	0.11%	\$7.88	\$7.43
160x600	\$1,250.10	250,019	164	0.07%	\$5.00	\$7.62
300x250	\$2,555.83	136,311	135	0.10%	\$18.75	\$18.93
300x600	\$2,717.72	543,544	671	0.12%	\$5.00	\$4.05
728x90	\$2,441.11	208,451	236	0.11%	\$11.71	\$10.34
[-] Excess Reserve Airline FY17	\$15,269.44	4,507,383	8,092	0.18%	\$3.39	\$1.89
[-] Display						
[-] Choozle	\$10,197.15	3,567,370	6,212	0.17%	\$2.86	\$1.64
[-] Sojern	\$5,072.29	940,013	1,880	0.20%	\$5.40	\$2.70
Grand Total	\$167,254.10	34,215,440	45,951	0.13%	\$4.89	\$3.64



Source: Paradise Ad Server

AUGUST 2017 VIDEO

Row Labels	Spend	Impressions	Clicks	Completions	Completion Rate	CTR	CPM	CPC
The Original American Beach FY17	\$63,461.12	4,774,463	17,378	3,445,605	78.37%	0.36%	\$13.29	\$3.65
Video								
AJC.com	\$3,428.00	171,400	579	141,716	82.79%	0.34%	\$20.00	\$5.92
Choozle	\$44,445.62	3,681,957	7,456	2,674,581	80.70%	0.20%	\$12.07	\$5.96
MaxPoint	\$3,887.15	315,157	2,628	220,935	69.72%	0.83%	\$12.33	\$1.48
OrlandoSentinel.com	\$4,058.66	144,952	1,386	108,980	75.34%	0.96%	\$28.00	\$2.93
Sojern	\$0.00	97,439	190	60,690	66.79%	0.19%	\$0.00	\$0.00
TripAdvisor.com	\$3,067.16	153,358	331	97,354	64.43%	0.22%	\$20.00	\$9.27
Weather.com	\$4,574.53	169,427	4,543	114,716	68.44%	2.68%	\$27.00	\$1.01
WFTV.com(ABC)	\$0.00	40,773	265	26,633	66.49%	0.65%	\$0.00	\$0.00
Endless Summer	\$710.97	47,398	54	N/A	N/A	0.11%	\$15.00	\$13.17
Video								
Palm Beach Post	\$710.97	47,398	54	N/A	N/A	0.11%	\$15.00	\$13.17
Grand Total	\$64,172.09	4,821,861	17,432	3,445,605	78.37%	0.36%	\$13.31	\$3.68



Source: Paradise Ad Server

DIGITAL REPORT- AUGUST 2017/2016 COMPARISON

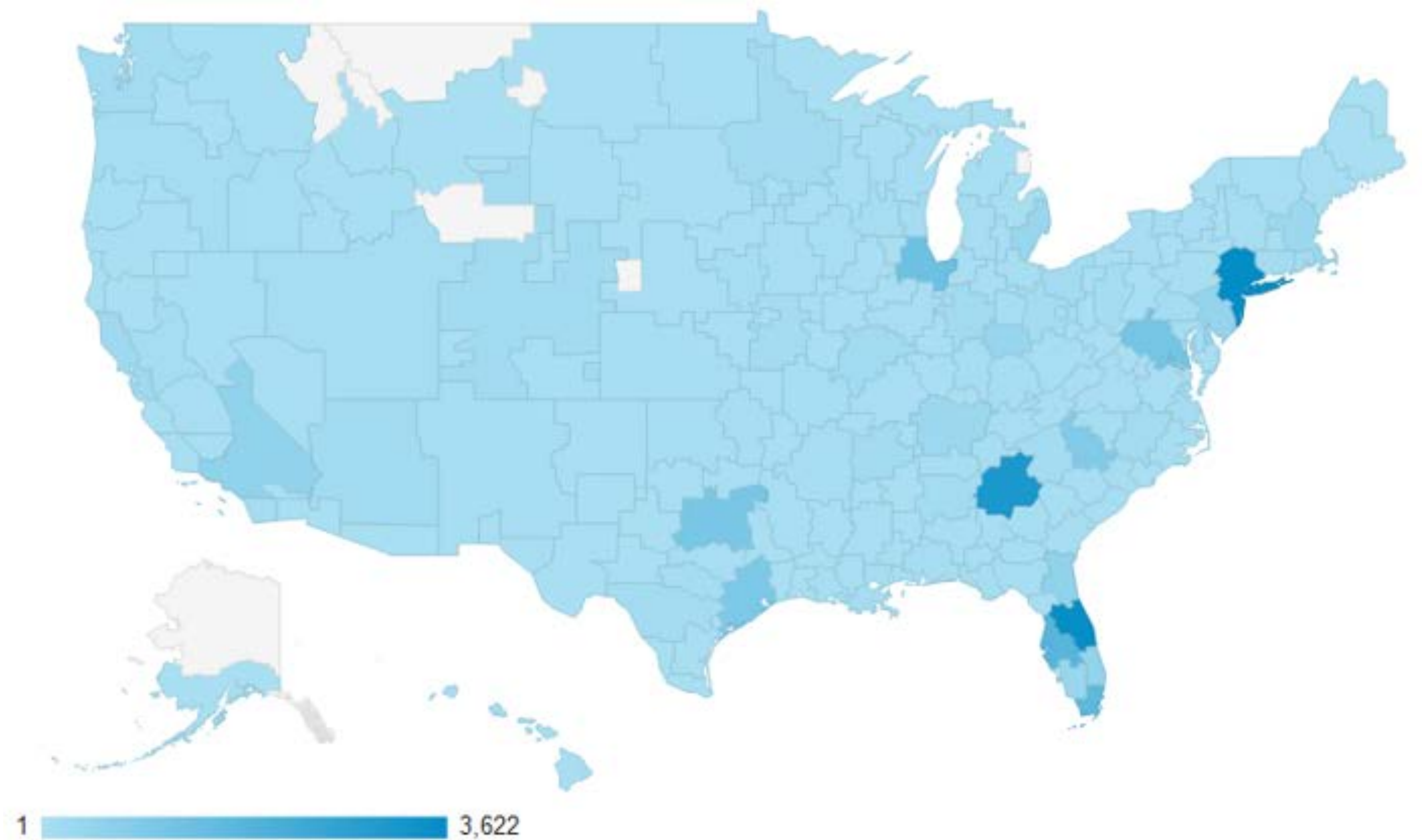
Metric	AUGUST 2017	AUGUST 2016
Display Impressions	34,215,440	13,458,897
Display CTR	0.13%	0.24%
Video Impressions	4,821,861	3,552,734
Video VCR	78.37%	73.00%



Source: Paradise Ad Server

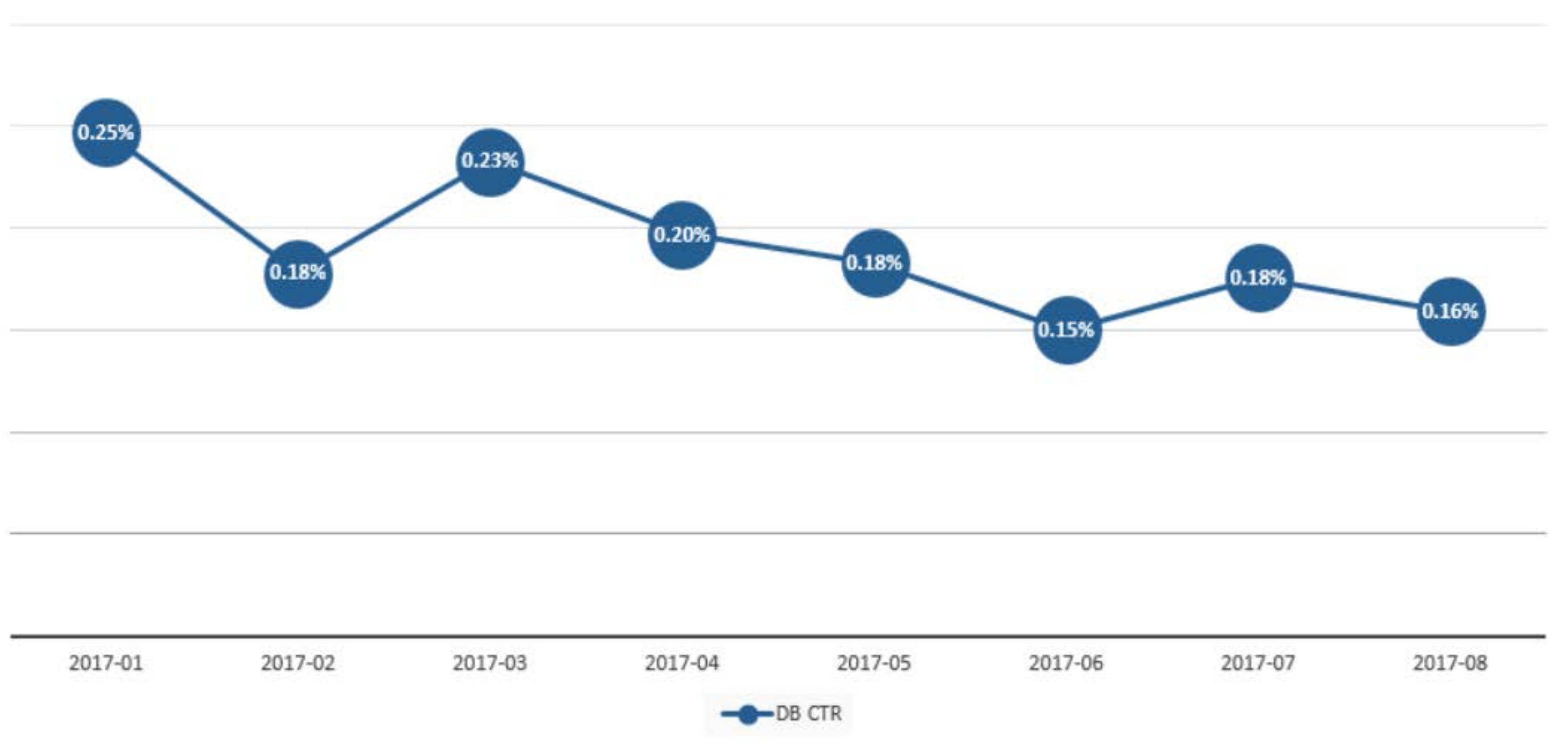
AUGUST 2017 CAMPAIGN VISITOR GEOGRAPHY

Metro	Sessions
New York NY	5,449
Atlanta GA	4,963
Orlando-Daytona Beach-Melbourne FL	4,599
Tampa-St. Petersburg (Sarasota) FL	2,638
Miami-Ft. Lauderdale FL	2,598
Washington DC (Hagerstown MD)	1,103
Chicago IL	1,391
Houston TX	1,052
Los Angeles CA	755
Dallas-Ft. Worth TX	725



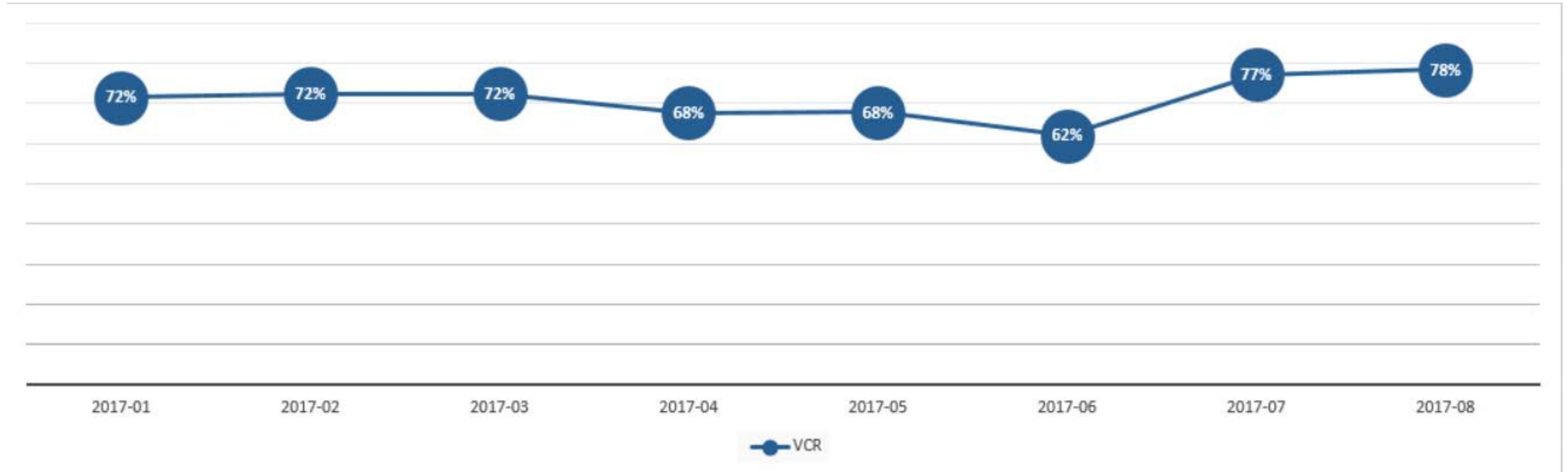
Source: Google Analytics

CLICK THROUGH RATE TREND



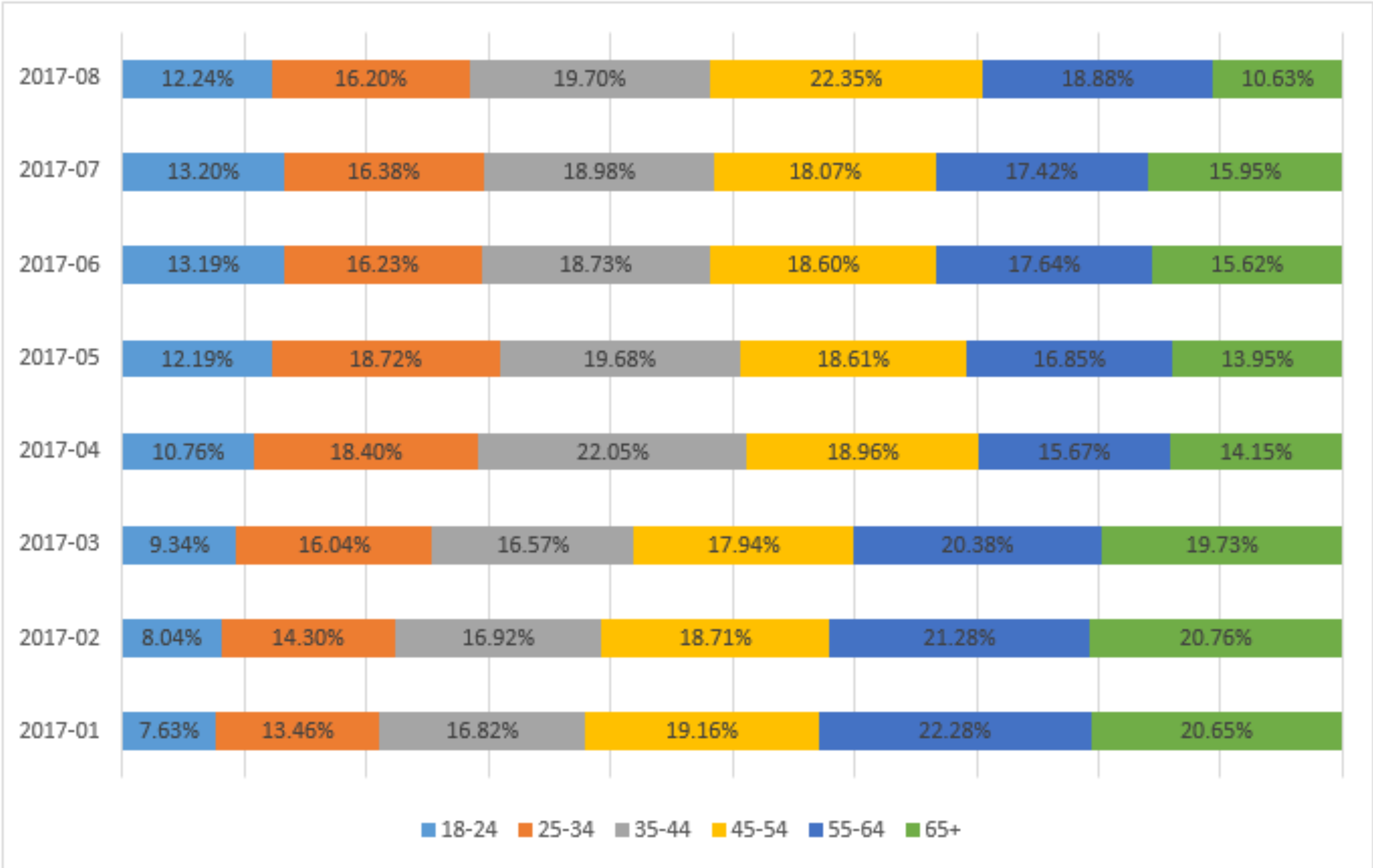
Source: Paradise Ad Server / Google Display Benchmark for Tourist Destinations

VIDEO COMPLETION RATE TREND



Source: Paradise Ad Server

CAMPAIGN VISITOR DEMOGRAPHICS TREND



Source: Google Analytics

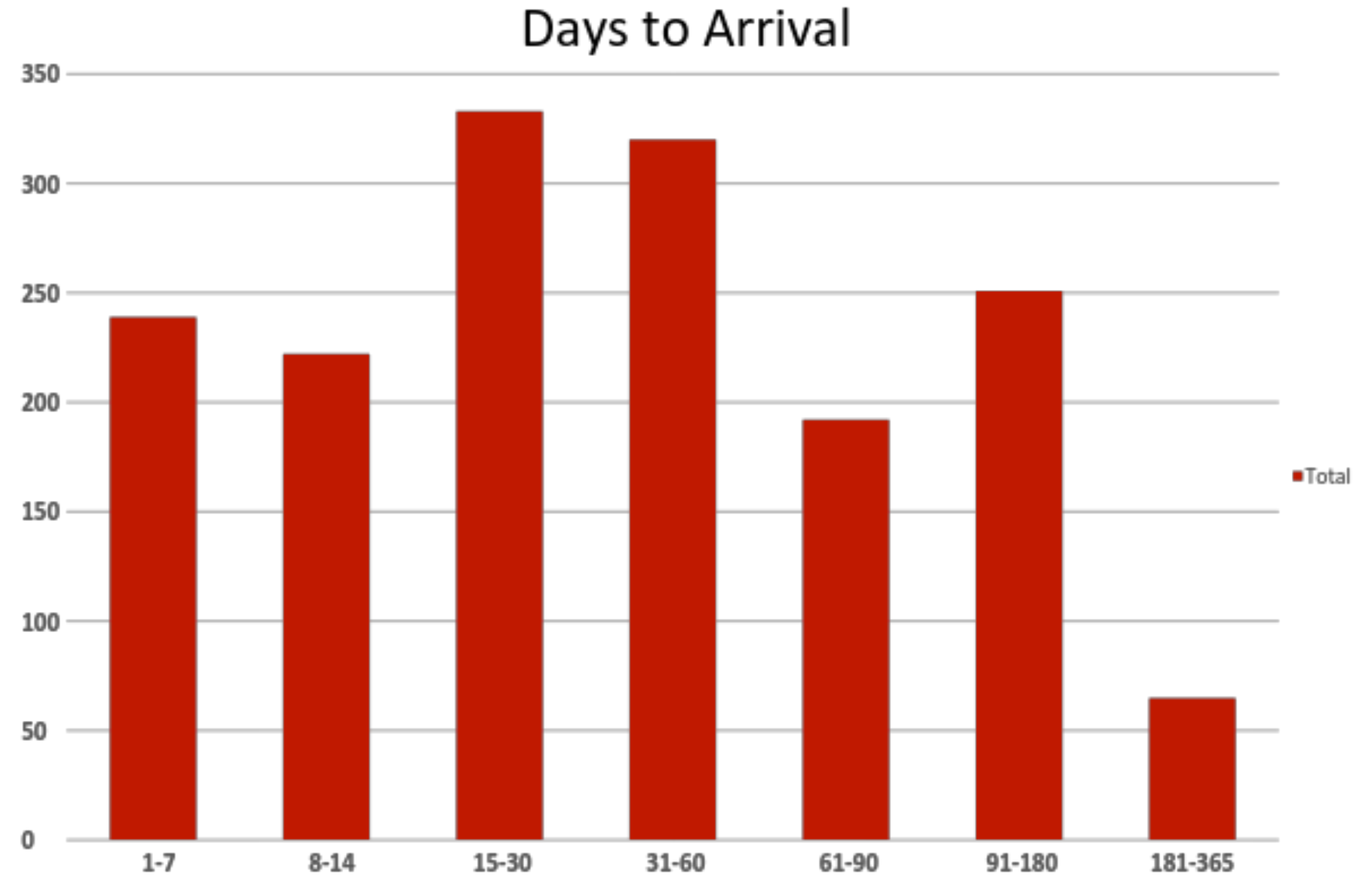
ARRIVALIST REPORT



ARRIVALIST

DAYS TO ARRIVAL JUNE 2017

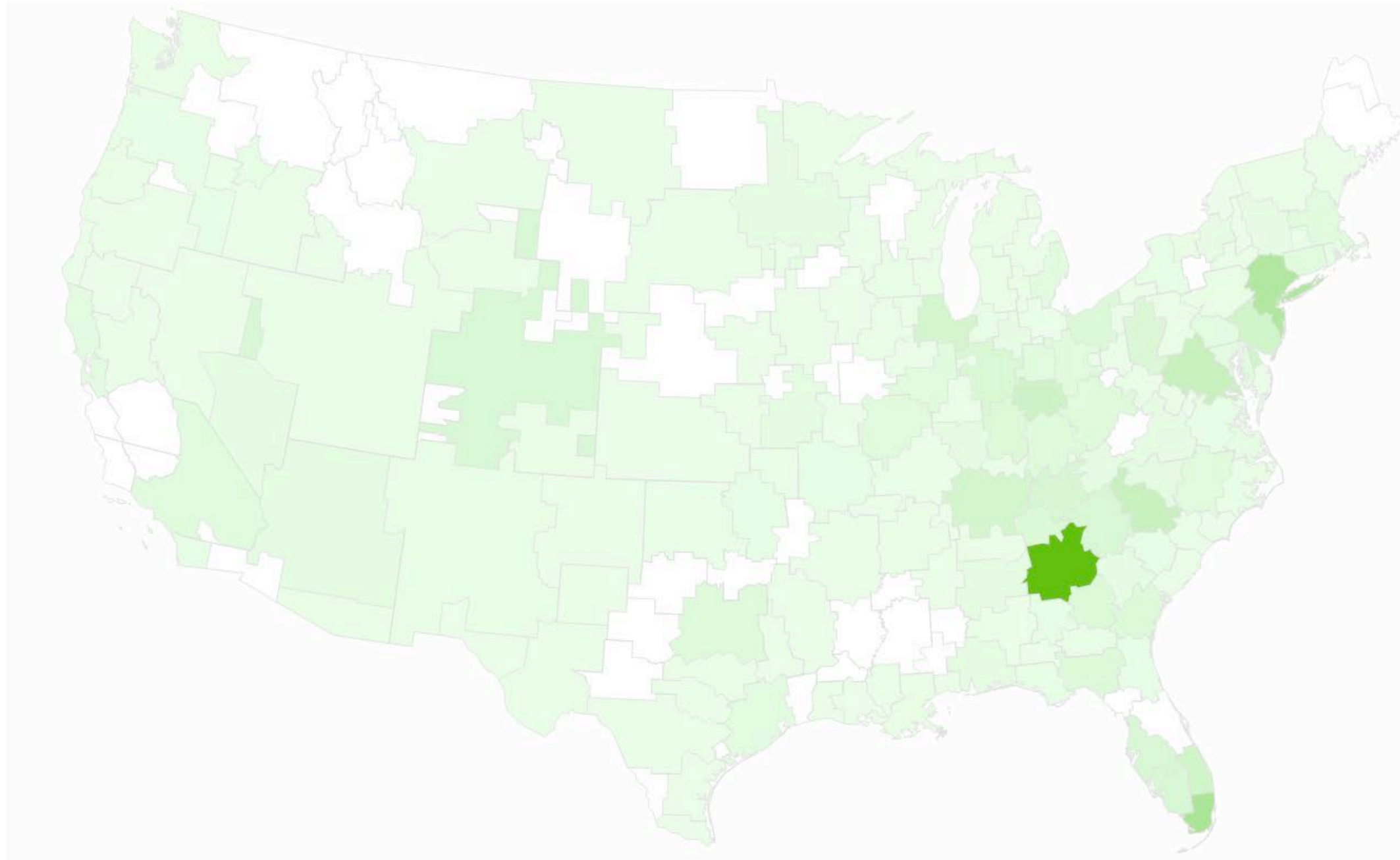
- **1,622** arrivals in June.
- Highest percentage occurred between **15-60** days after first exposure to digital advertising.
- **91-180** exposure windows also drove a significant number of arrivals.



Source: Arrivalist

TOP ORIGIN MARKETS JUNE 2017

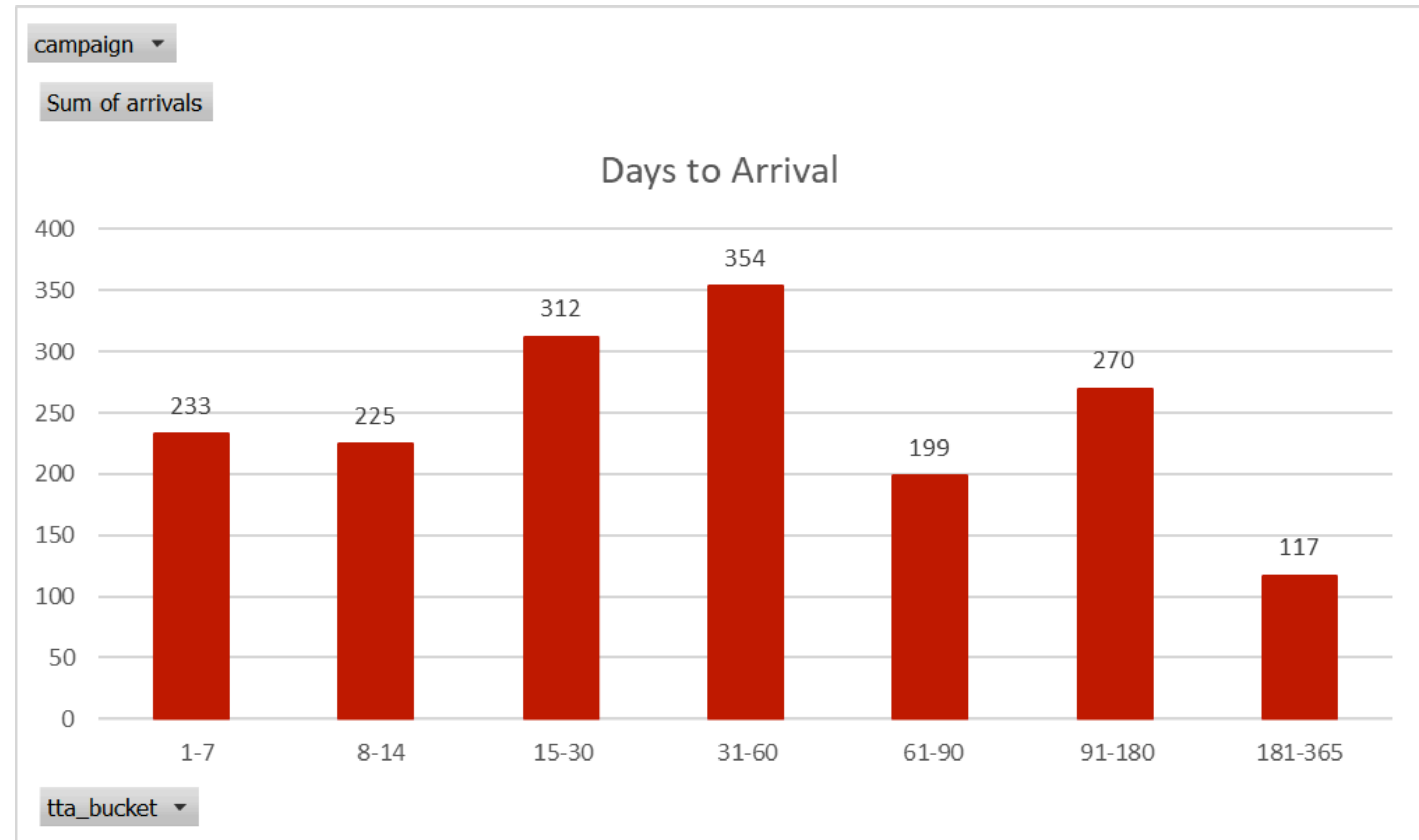
- **Atlanta** led all markets in tracked arrivals in June.
- **Knoxville & Chattanooga** had the highest ratio of arrivals to exposures with average APM of **0.42**



	Exposures	Arrival %	Arrivals	APM
Atlanta	2,835,564	13%	210	0.07
Miami/Fort Lauderdale	1,589,679	6%	92	0.06
New York	3,350,919	5%	82	0.02
Washington Dc	818,657	3%	49	0.06
Charlotte	520,612	3%	49	0.09
Cincinnati	241,446	3%	42	0.17
West Palm Beach/Fort Pierce	630,530	2%	37	0.06
Philadelphia	491,224	2%	37	0.08
Nashville	169,780	2%	33	0.19
Chicago	1,029,368	2%	32	0.03
Knoxville	64,970	2%	27	0.42
Indianapolis	137,331	2%	26	0.19
Tampa/Saint Petersburg	1,876,603	2%	25	0.01
Fort Myers/Naples	363,999	2%	25	0.07
Denver	143,939	2%	25	0.17
Greenville/Spartanburg/ Asheville/Anderson	106,388	2%	25	0.23
Pittsburgh	123,948	1%	23	0.19
Chattanooga	54,159	1%	22	0.41
Cleveland	199,116	1%	21	0.11

DAYS TO ARRIVAL JULY 2017

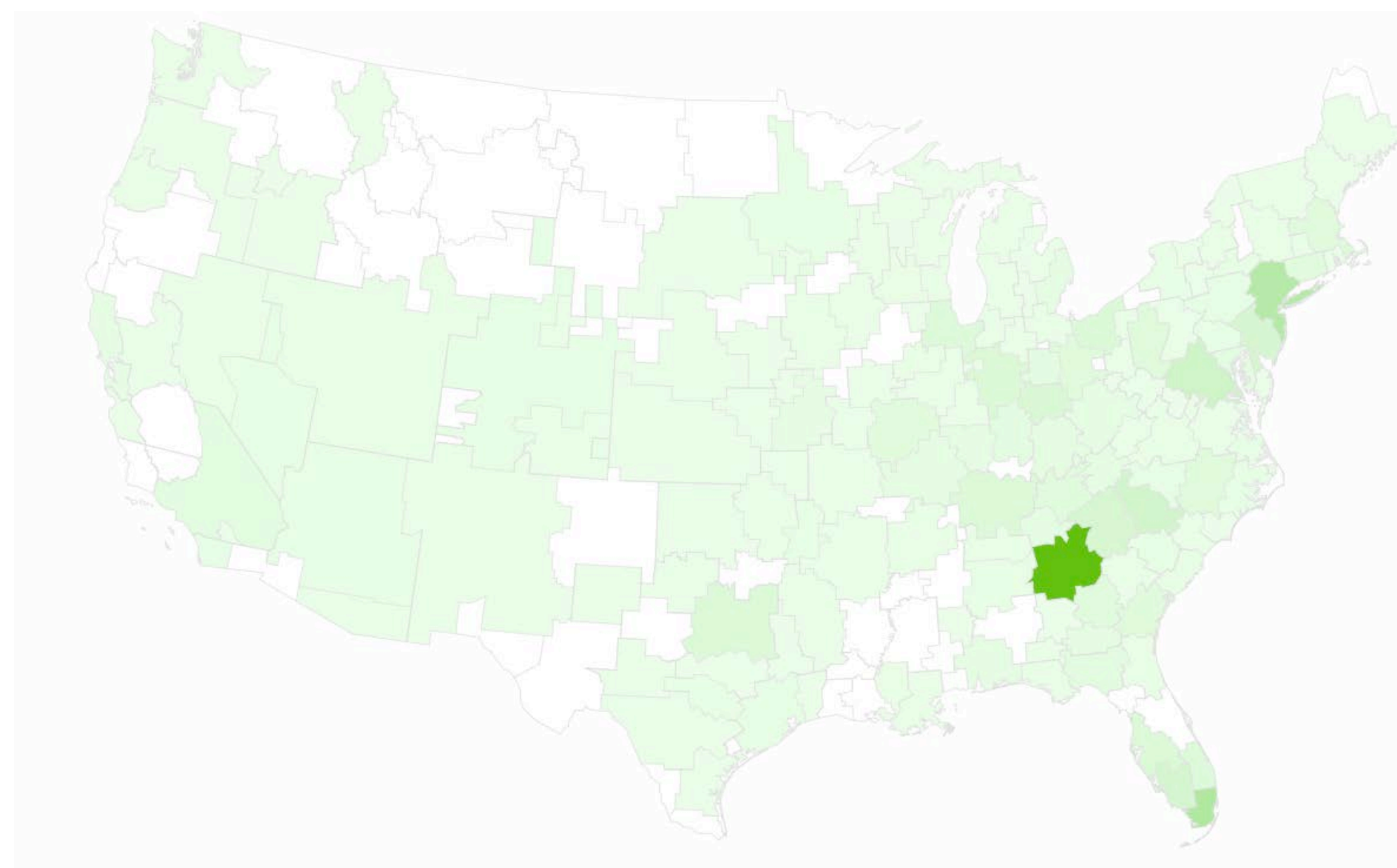
- **1,622** arrivals in June.
- Highest percentage occurred between **15-60** days after first exposure to digital advertising.
- **91-180** exposure windows also drove a significant number of arrivals.



Source: Arrivalist

TOP ORIGIN MARKETS JULY 2017

- **Atlanta** led all markets in tracked arrivals in July.
- **Binghamton** had the highest ratio of arrivals to exposures with average APM of **0.42**



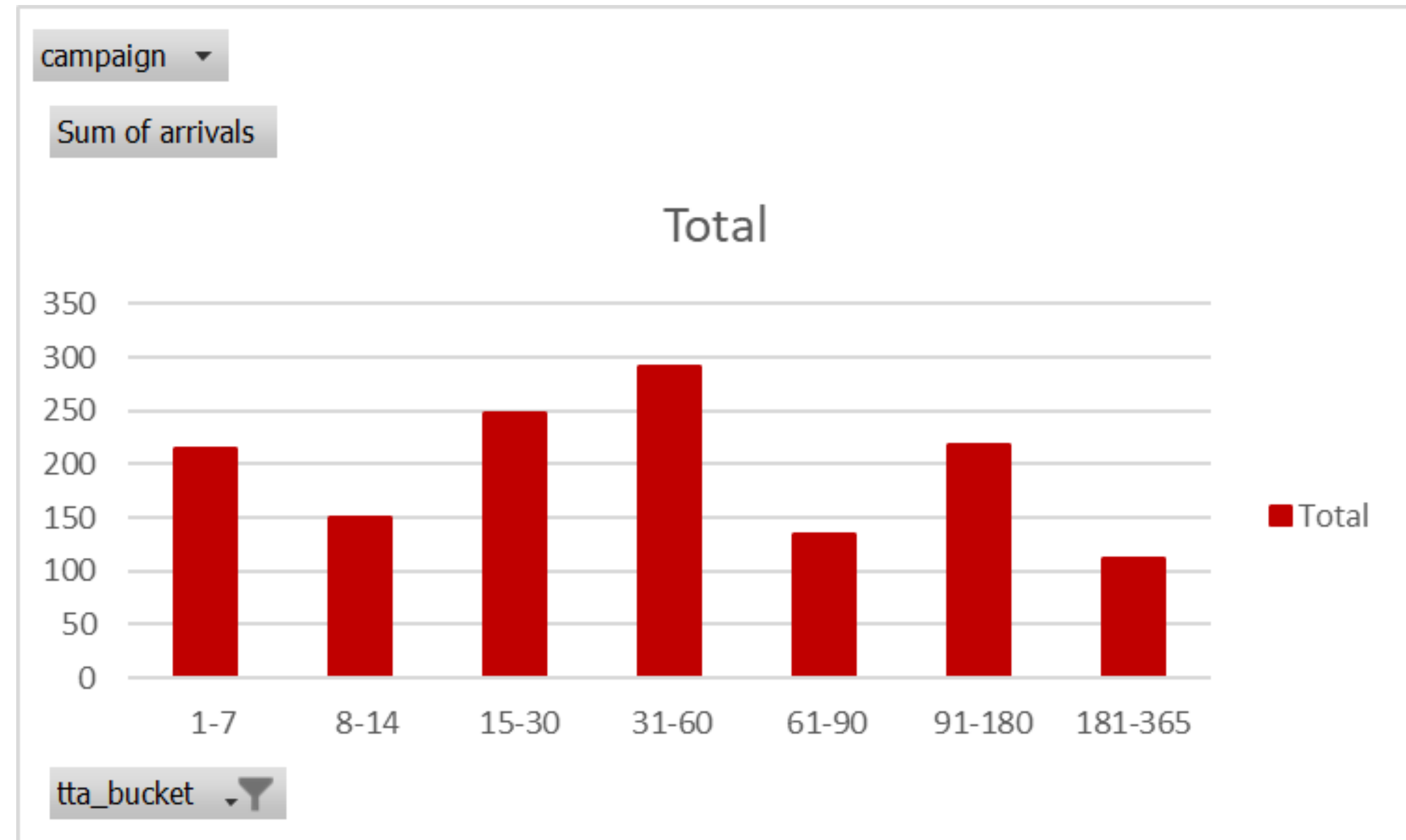
DMA	Exposures	Arrivals %	Arrivals	APM
Atlanta	2,942,004	17.23%	282	0.10
Miami/Fort Lauderdale	1,478,952	6.84%	112	0.08
New York	2,626,679	6.11%	100	0.04
Washington Dc	692,355	3.12%	51	0.07
Charlotte	606,561	2.75%	45	0.07
Fort Myers/Naples	372,529	2.50%	41	0.11
Philadelphia	521,444	2.32%	38	0.07
Greenville/Spartanburg/Asheville/Anderson	116,329	2.20%	36	0.31
Cincinnati	210,878	1.95%	32	0.15
Indianapolis	164,145	1.77%	29	0.18
Cleveland	197,680	1.71%	28	0.14
Nashville	199,208	1.65%	27	0.14
Dallas/Fort Worth	617,584	1.59%	26	0.04
Tampa/Saint Petersburg	1,767,344	1.59%	26	0.01
West Palm Beach/Fort Pierce	538,806	1.47%	24	0.04
Chicago	1,044,298	1.47%	24	0.02
Columbus-Oh	154,933	1.34%	22	0.14
Savannah	54,914	1.28%	21	0.38
Pittsburgh	164,871	1.28%	21	0.13
Raleigh/Durham	216,933	1.28%	21	0.10
Boston	523,649	1.22%	20	0.04
Macon	49,013	1.16%	19	0.39
Knoxville	81,679	1.16%	19	0.23
Hartford/New Haven	146,610	1.10%	18	0.12
Saint Louis	201,920	1.10%	18	0.09
Tallahassee/Thomasville	86,987	0.98%	16	0.18
Dayton	72,971	0.79%	13	0.18
Louisville	94,090	0.79%	13	0.14
Baltimore	150,911	0.79%	13	0.09
Los Angeles	864,293	0.79%	13	0.02
Albany-Ga	28,992	0.73%	12	0.41
Tri-Cities-Tn-Va	29,741	0.73%	12	0.40
Lexington	65,899	0.73%	12	0.18
Chattanooga	74,069	0.67%	11	0.15
Paducah/Cape Girardeau/Harrisburg/Mt Vernon	33,719	0.61%	10	0.30
Evansville	36,983	0.61%	10	0.27
Charleston/Huntington	42,831	0.61%	10	0.23
Mobile/Pensacola/Fort Walton Beach	112,489	0.61%	10	0.09
Detroit	388,608	0.61%	10	0.03
Kansas City	157,425	0.55%	9	0.06
San Francisco/Oakland/San Jose	457,122	0.55%	9	0.02
Fort Smith/Fayetteville/Springdale/Rogers	28,991	0.49%	8	0.28
Columbia-Sc	63,593	0.49%	8	0.13
Wilkes Barre/Scranton	64,746	0.49%	8	0.12
Greensboro/High Point/Winston-Salem	87,844	0.49%	8	0.09
Harrisburg/Lancaster/Lebanon/York	91,427	0.49%	8	0.09
Denver	205,627	0.49%	8	0.04
Houston	515,432	0.49%	8	0.02
Binghamton	16,619	0.43%	7	0.42



Source: Arrivalist

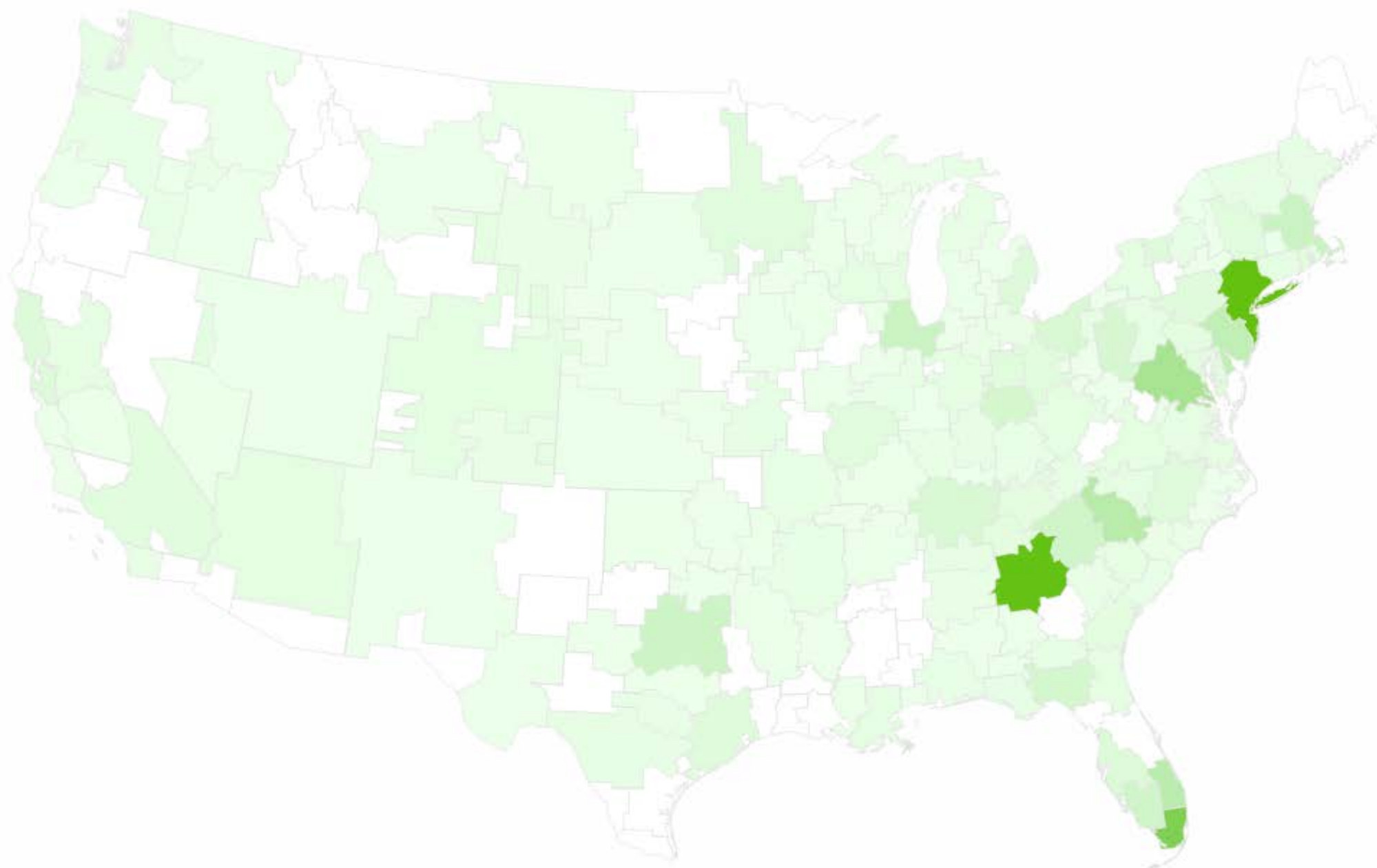
DAYS TO ARRIVAL AUGUST 2017

- **1,368** arrivals in August.
- Highest percentage occurred between **15-60** days after first exposure to digital advertising.
- **91-180** exposure windows also drove a significant number of arrivals.



TOP ORIGIN MARKETS AUGUST 2017

- **New York** led all markets in tracked arrivals in August.
- **North Platte** had the highest ratio of arrivals to exposures with average APM of **1.02**



DMA	Exposures	Arrivals %	Arrivals	APM
New York	4,771,080	9.97%	130	0.03
Atlanta	4,629,627	9.89%	129	0.03
Miami/Fort Lauderdale	2,445,782	7.82%	102	0.04
Washington Dc	758,010	4.75%	62	0.08
Charlotte	522,246	3.53%	46	0.09
West Palm Beach/Fort Pierce	1,650,279	3.37%	44	0.03
Philadelphia	494,871	2.91%	38	0.08
Boston	505,560	2.22%	29	0.06
Chicago	1,011,683	2.22%	29	0.03
Dallas/Fort Worth	593,771	2.07%	27	0.05
Greenville/Spartanburg/Asheville/Anderson	123,066	1.92%	25	0.20
Fort Myers/Naples	380,866	1.92%	25	0.07
Tallahassee/Thomasville	106,629	1.61%	21	0.20
Cincinnati	192,482	1.61%	21	0.11
Pittsburgh	138,346	1.46%	19	0.14
Cleveland	192,613	1.30%	17	0.09
Nashville	232,514	1.30%	17	0.07
Tampa/Saint Petersburg	2,916,810	1.07%	14	0.00
San Francisco/Oakland/San Jose	412,632	1.00%	13	0.03
Detroit	424,585	1.00%	13	0.03
Rochester-Ny	46,534	0.92%	12	0.26
Raleigh/Durham	216,990	0.92%	12	0.06
Wilkes Barre/Scranton	49,134	0.84%	11	0.22
Houston	516,988	0.84%	11	0.02
Dayton	69,140	0.77%	10	0.14
Albany/Schenectady/Troy	69,565	0.77%	10	0.14
Columbus-Oh	166,291	0.77%	10	0.06
Saint Louis	169,513	0.77%	10	0.06
Minneapolis/Saint Paul	234,809	0.77%	10	0.04
Baltimore	213,078	0.69%	9	0.04
Los Angeles	817,142	0.69%	9	0.01
Savannah	47,212	0.61%	8	0.17
Chattanooga	55,649	0.61%	8	0.14
Providence/New Bedford	62,813	0.61%	8	0.13



Source: Arrivalist

ARRIVALS PER THOUSAND IMPRESSIONS- CAMPAIGN TO AUGUST 31, 2017

- Of the arrivals tracked to date, **75.79%** were first exposed to display advertising while an additional **24.21%** first visited the web site.

Row Labels	Sum of arrivals	Sum of % Arrivals	Sum of exposures	Sum of APM
Display				
AARP	23	0.15%	818,685	0.03
Adara	2,796	17.76%	45,736,300	0.06
AJC.com	319	2.03%	8,716,025	0.04
CanadianTraveller.com	15	0.10%	1,331,379	0.01
Choozle	3,009	19.11%	72,365,020	0.04
Expedia	538	3.42%	4,868,450	0.11
Madden-Media	270	1.72%	11,194,868	0.02
MaxPoint	101	0.64%	13,761,357	0.01
OrlandoSentinel.com	795	5.05%	10,301,890	0.08
other	0	0.00%	3	0.00
ShermansTravel.com	11	0.07%	273,270	0.04
Sojern	666	4.23%	11,438,496	0.06
TheStar.com	122	0.77%	4,364,534	0.03
TheWeatherNetwork.com	47	0.30%	914,934	0.05
Travel-Spike	187	1.19%	5,815,958	0.03
Trip-Adviser	77	0.49%	658,147	0.12
TripAdvisor.com	1,301	8.26%	8,439,562	0.15
Weather.com	204	1.30%	10,551,620	0.02
WFTV.com	35	0.22%	320,718	0.11
WFTV.com(ABC)	143	0.91%	4,336,292	0.03
Display Total	10,659	67.71%	216,207,508	0.05
other				
other	0	0.00%	2	0.00
other Total	0	0.00%	2	0.00
Page-Visit				
DaytonaBeach.com	3,811	24.21%	5,763,495	0.66
Page-Visit Total	3,811	24.21%	5,763,495	0.66
Pre-Roll				
Choozle	0	0.00%	115	0.00
MiamiHerald.com	1	0.01%	458,605	0.00
other	0	0.00%	1	0.00
PalmBeachPost.com	0	0.00%	190,101	0.00
Sojern	0	0.00%	33	0.00
Tampa Bay Times	0	0.00%	10,698	0.00
WFLA.com	0	0.00%	28,073	0.00
Pre-Roll Total	1	0.01%	687,626	0.00
Site-Visit				

Cont . Row Labels	Sum of arrivals	Sum of % Arrivals	Sum of exposures	Sum of APM
DaytonaBeach.com	65	0.41%	35,280	1.84
Site-Visit Total	65	0.41%	35,280	1.84
Standard Data				
Adara	0	0.00%	27	0.00
CanadianTraveller.com	0	0.00%	9	0.00
Choozle	46	0.29%	10,116,384	0.00
OrlandoSentinel.com	0	0.00%	92,681	0.00
other	0	0.00%	2	0.00
Sojern	15	0.10%	1,004,591	0.01
TheStar.com	0	0.00%	31	0.00
Standard Data Total	61	0.39%	11,213,725	0.01
Standard Retargeted				
Adara	0	0.00%	12	0.00
Sojern	5	0.03%	55,206	0.09
Standard Retargeted Total	5	0.03%	55,218	0.09
Standard RON				
Adara	0	0.00%	5	0.00
other	0	0.00%	22	0.00
Sojern	1	0.01%	114,225	0.01
Standard RON Total	1	0.01%	114,252	0.01
Standard Site				
MiamiHerald.com	3	0.02%	186,759	0.02
OrlandoSentinel.com	1	0.01%	8,043	0.12
PalmBeachPost.com	10	0.06%	1,363,228	0.01
Tampa Bay Times	15	0.10%	1,498,035	0.01
WFLA.com	0	0.00%	104,144	0.00
Standard Site Total	29	0.18%	3,160,209	0.01
Unknown				
unknown	0	0.00%	3,599	0.00
Unknown Total	0	0.00%	3,599	0.00
Video				
AJC.com	32	0.20%	837,184	0.04
Choozle	383	2.43%	26,949,002	0.01
Comcast-Miami	9	0.06%	325,974	0.03
Comcast-WPB	5	0.03%	124,123	0.04
MaxPoint	34	0.22%	3,298,419	0.01
OrlandoSentinel.com	188	1.19%	1,883,072	0.10
Sojern	191	1.21%	1,305,185	0.15
TheStar.com	9	0.06%	569,432	0.02
TheWeatherNetwork.com	7	0.04%	397,820	0.02
TripAdvisor.com	208	1.32%	1,029,673	0.20
Weather.com	37	0.24%	2,726,480	0.01
WFTV.com(ABC)	7	0.04%	281,556	0.02
Video Total	1,110	7.05%	39,727,920	0.03
Grand Total	15,742	100.00%	276,968,834	0.06



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