



Agenda Report

2725 Judge Fran Jamieson
Way
Viera, FL 32940

New Business - Community Services Group

J.3.

8/27/2024

Subject:

Approval, re: Tourist Development Office (TDO) Proposed FY 2024-25 Marketing & Media Plan, approval for the TDO Director to make Vendor Selections, Negotiate and Execute Agreements with Media and Advertising Vendors

Fiscal Impact:

FY 2023-24 Marketing & Media Plan \$13,385,000.00 (Fund 1441)/Disaster Funds \$1,358,843.00 (Fund 1444).

Dept/Office:

Tourism Development Office

Requested Action:

It is requested that the Board of County Commissioners:

1. Approve the attached proposed FY 2024-25 Marketing & Media Plan for the Tourism Development Office (TDO) in the total amount of \$13,385,000.00, including the selection of the media vendors listed in the 2025 Marketing Plan presentation.
2. It is requested that the Board approve the TDO Director to negotiate and execute contracts, contract amendments, and any necessary contracts for selected marketing, media and advertising firms within the Board approved FY 2024-25 Marketing & Media Plan, upon review and approval by the County Attorney's Office, Risk Management, and Purchasing Services in accordance with Administrative Order AO-29, "Contract and Grant Administration," up to and exceeding \$200,000, the total amount not to exceed \$13,385,000.00.
3. It is also requested the Board approve the ability for the TDO to receive and accept revenue from cooperative advertising partners and grants from organizations (such as the Florida Sports Foundation).
4. It is further authorized that the TDO Director be able to access Disaster Funds (Fund 1444) in the event of a state or local emergency declaration, natural or man-made disaster for the purposes of advertising/marketing/promotional costs of up to and exceeding \$200,000, the total amount not to exceed \$1,358,843.00.
5. The focus of the advertising and promotions for FY 2023/24 will be the following priorities in listed order:
 1. Beaches
 2. Space/Launches
 4. Nature/Outdoors
 5. Attractions/Culture/Events

3. Cruise

6. Shopping/Dining/Downtowns

Summary Explanation and Background:

The Tourism Development Office (TDO) has prepared the attached proposed Marketing & Media Plan for FY 2024-25 in the total amount of \$13,385,000.00. The TDO Marketing & Media plan will remain flexible, and strategically built through seasonal campaigns and marketing partnerships, as market demands may cause changes to the plan throughout the fiscal year. The focus in FY 2024-25 will be on destination marketing of beaches, centering on Cocoa Beach commensurate with the tourism visitation levels that area generates. The core focus of the beaches campaign will highlight the municipality name in a prominent way and the proximity of the beaches to Orlando. Further iterations will concentrate on key aspects of the beaches such as surfing and turtle nesting. The TDC Marketing Committee met on July 16, 2024, and the Tourism Development Council (TDC) met on July 24, 2024, both unanimously approved the plan.

The TDO, when possible, uses unique cooperative advertising partners throughout the county, which translates to larger ad buys and representation; reduced trade shows and sales mission expenses are also realized. This allows a cooperative advertising program to share expenses between the business or entity and the TDO. Sometimes the TDO buys ads or media up front to include the Visit Florida guide and the Tourism Vacation Planner, as well as other programs and then seek reimbursement from partners. It also produces a visitor's guide and seeks partners to help offset the costs of that guide. Some of our partners are the Kennedy Space Center Visitors Complex, Port Canaveral, Melbourne International Airport, City of Cocoa Beach, City of Titusville, City of Palm Bay, City of Melbourne, Cocoa Beach Hotel Motel Association, and Brevard Zoo, among others.

Some of the various types of advertising, marketing, and promotional initiatives in the FY 2024-25 marketing & media plan are: vinyl and digital billboard campaigns throughout Florida and other targeted states; various signage and video at Orlando International Airport; television and streaming video broadcasts; visitor website enhancements; radio and streaming radio advertising; geo-targeted and traffic-focused digital advertising; search engine marketing; public relations; sports grant program; international marketing through Brand USA, Visit Florida, and other vendors; and strategic marketing partnerships.

The goal of these Space Coast marketing initiatives is to draw state, national and international tourists and visitors so they can personally experience Brevard County. This also includes funding for research projects as defined in the attached PowerPoint of the marketing plan. Also, support of sports events, as mentioned above, draws tourists. In the past, they were awarded through an application process and tiered scoring by the TDC Sports Committee and then sent to be approved by the TDC and the Board.

This agenda also requests that during a declared state of emergency (County and/or State) the TDO Director, or County Manager, be able to access Disaster Funds (Fund 1444) in the event of a natural or man-made disaster or emergency for the purposes of advertising/marketing/ promotional costs of up to and exceeding \$200,000. These funds have been designated for this purpose and should be used to help with recovery in the event of a state of emergency or natural or manmade disaster. The fund balance in the disaster fund is \$1,358,843.00 for FY 2024-25.

Clerk to the Board Instructions:

Please send the Board memo to Director, Tourism Development Office, and the County Attorney's Office.



Kimberly Powell, Clerk to the Board, 400 South Street • P.O. Box 999, Titusville, Florida 32781-0999

Telephone: (321) 637-2001

Fax: (321) 264-6972

Kimberly.Powell@brevardclerk.us

August 28, 2024

MEMORANDUM

TO: Peter Cranis, Tourism Development Office Director

RE: Items J.3., Tourist Development Office (TDO) Proposed Fiscal Year 2024-2025 Marketing and Media Plan; Approval for the TDO Director to make Vendor Selections, Negotiate and Execute Agreements with Media and Advertising Vendors

The Board of County Commissioners, in regular session on August 27, 2024, approved the FY 2024-2025 Marketing and Media Plan for the TDO in total the amount of \$13,385,000.00, including the selection of the media vendors listed in the 2025 Marketing Plan presentation; approved you to negotiate and execute contracts, contract amendments, and any necessary contracts for selected marketing, media, and advertising firms within the Board approved FY 2024-2025 Marketing and Media Plan, upon review and approval by the County Attorney's Office, Risk Management, and Purchasing Services in accordance with Administrative Order AO-29, "Contract and Grant Administration," up to and exceeding \$200,000, the total amount not to exceed \$13,385,000.00; approved the ability for the TDO to receive and accept revenue from cooperative advertising partners and grants from organizations (such as the Florida Sports Foundation); authorized you to be able to access Disaster Funds (Fund 1444) in the event of a State or local emergency declaration, natural or man-made disaster for the purpose of advertising/marketing/promotional costs of up to and exceeding \$200,000, the total amount not to exceed \$1,358,843.00; and approved the focus of the advertising and promotions for the FY 2023/24 to be the following priorities in listed order: 1.) Beaches, 2.) Space/Launches, 3.) Cruise, 4.) Nature/Outdoors, 5.) Attractions/Culture/Events, and 6.) Shopping/Dining/Downtowns.

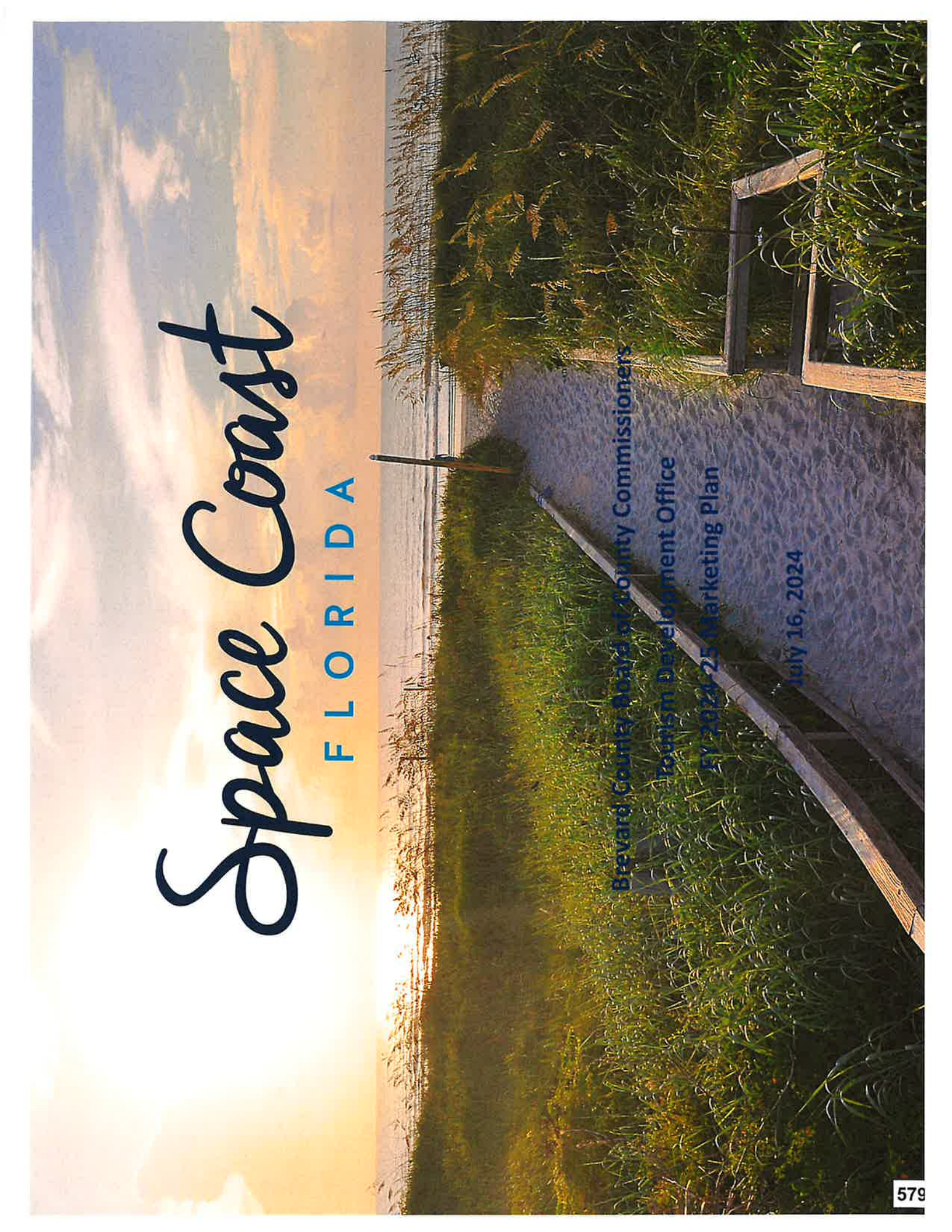
Your continued cooperation is always appreciated.

Sincerely,

BOARD OF COUNTY COMMISSIONERS
RACHEL M. SADOFF, CLERK

Kimberly Powell, Clerk to the Board

cc: County Attorney
Finance
Budget



Space Coast

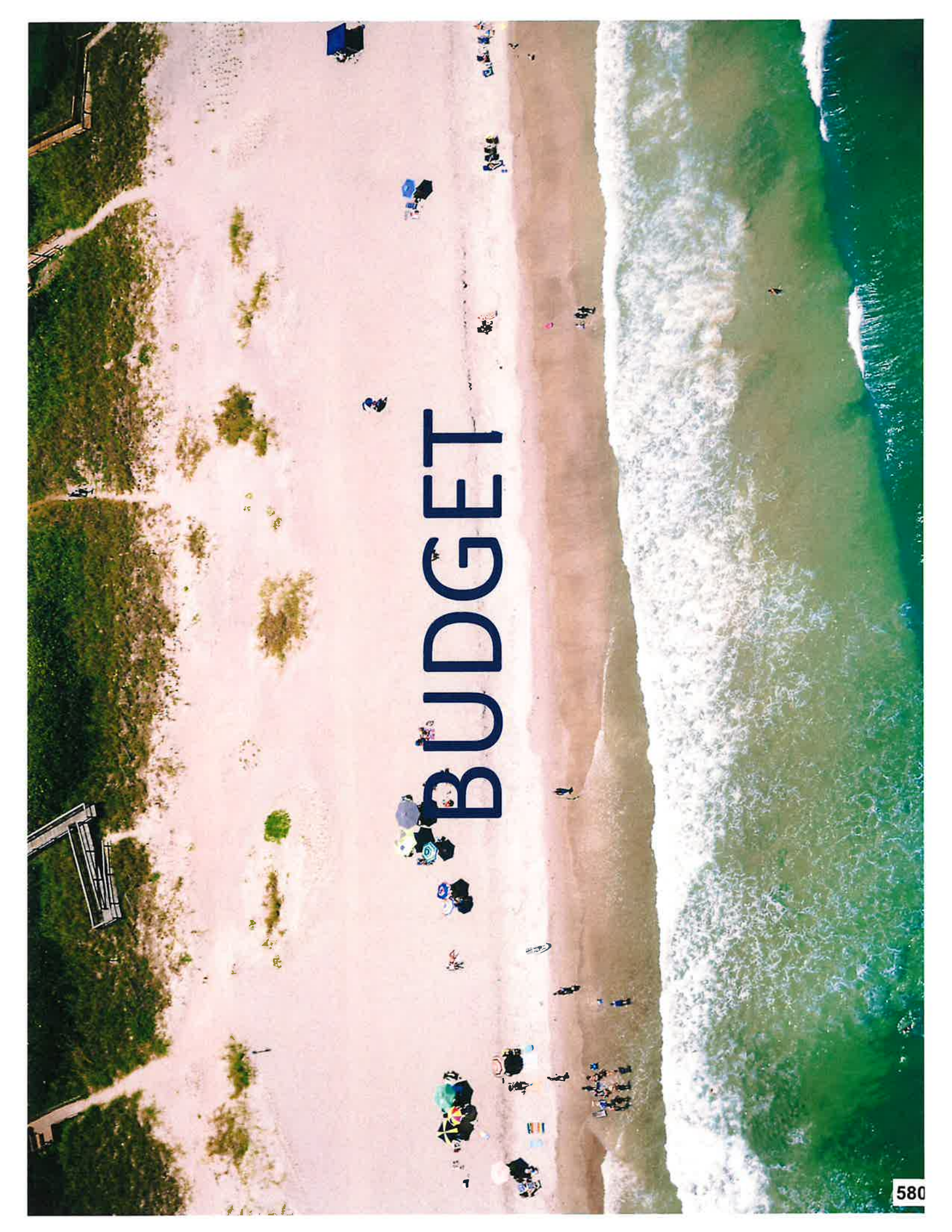
FLORIDA

Brevard County Board of County Commissioners

Tourism Development Office

FY 2024-25 Marketing Plan

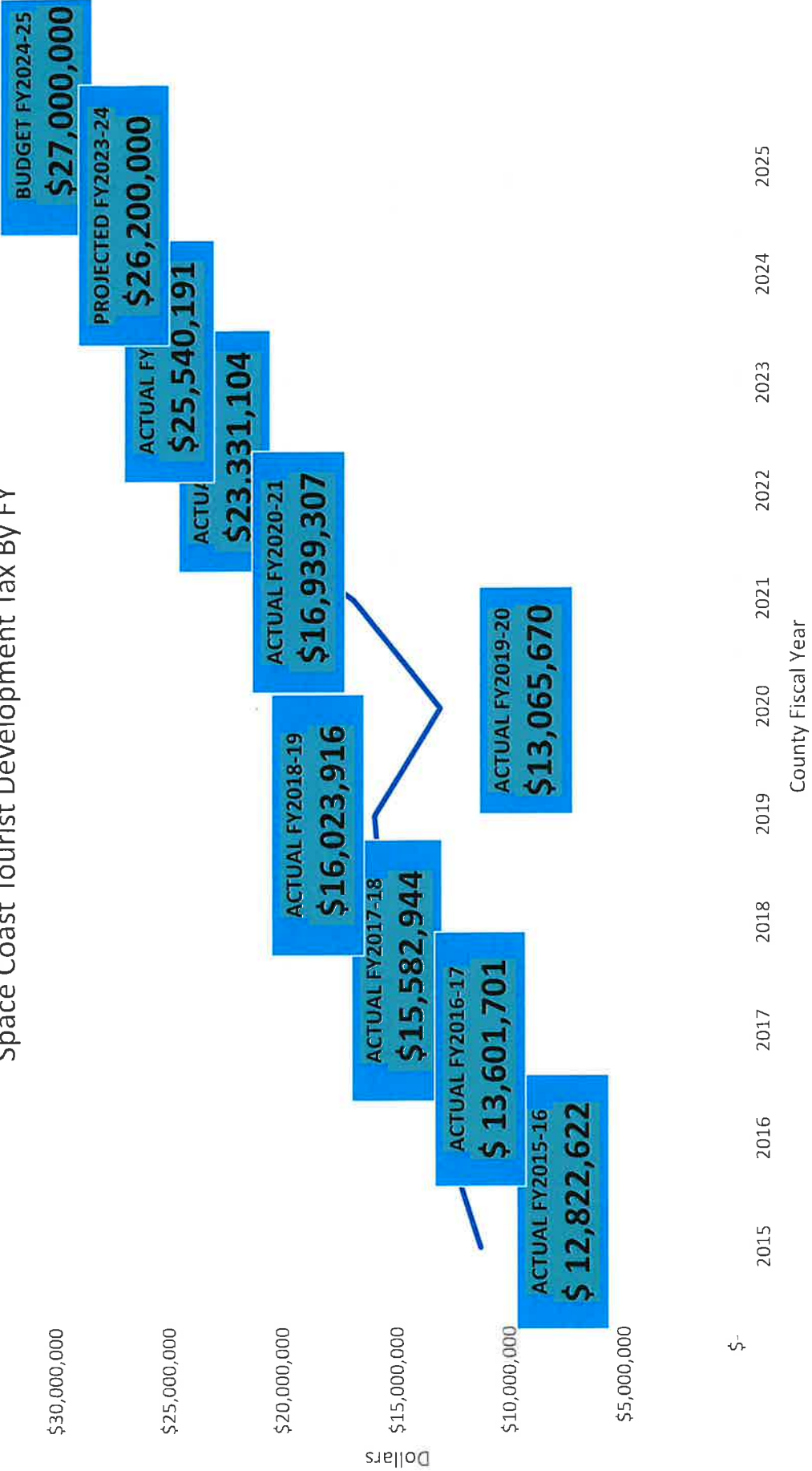
July 16, 2024

An aerial photograph of a beach scene. The ocean is on the right, with white-capped waves breaking onto a sandy shore. Numerous people are scattered across the beach, some sitting on towels or blankets, others standing. Several beach umbrellas are open, and a few small structures or tents are visible. The beach is bordered by green vegetation on the left side.

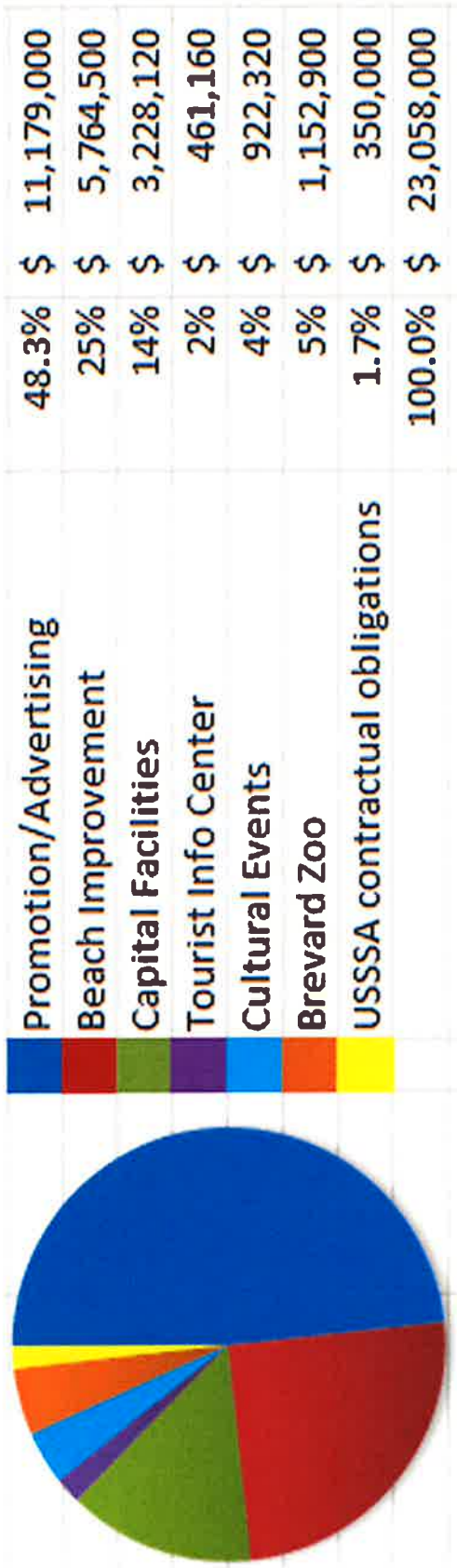
BUDGET

FY 2024-25 TDT BUDGET

Space Coast Tourist Development Tax By FY



FY 2024-25 NET REVENUE BY FUND - \$27M BUDGET



ADVERTISING/PROMOTIONS FUND - 1441

REVENUES:		<u>FY2023/24</u>	<u>FY2024/25</u>
TDT Allocation	(25% of first 2 cents and 100% of 5 th cent)	\$8,100,000	\$8,100,000
Intra-Transfer from Fund 1448	(rest of 4 th cent)	\$4,216,105	\$4,233,800
Fund 1441 Balance Forward		\$4,000,000	\$1,850,000
Earned Interest		\$23,750	\$47,500
Less 5% Statutory Reduction		\$(405,000)	\$(405,000)
Less Transfer Fund 1440 - Admin		\$(591,300)	\$(591,300)
Intra-Transfer from Fund 1443	(Sacrifice Park)	\$0	\$150,000
TOTAL REVENUES		\$15,343,555	\$13,385,000

ADVERTISING/PROMOTIONS FUND - 1441

- 50% to District 2/Cocoa Beach
- International markets – UK, Europe, Canada
- Continuation of On Florida's Space Coast
- Expansion of domestic markets where possible

EXPENSES:	<u>FY2023/24</u>	<u>FY2024/25</u>
Promotional Activities	\$14,353,555	\$12,420,000
Media Relations	\$275,000	\$250,000
Software	\$70,000	\$70,000
Sports Marketing	\$340,000	\$340,000
Travel Expenses	\$32,000	\$32,000
Membership Dues	\$30,000	\$30,000
Tax Collector	<u>\$243,000</u>	<u>\$243,000</u>
TOTAL EXPENSES	\$15,343,555	\$13,385,000

MARKETING SPLIT BY DISTRICT

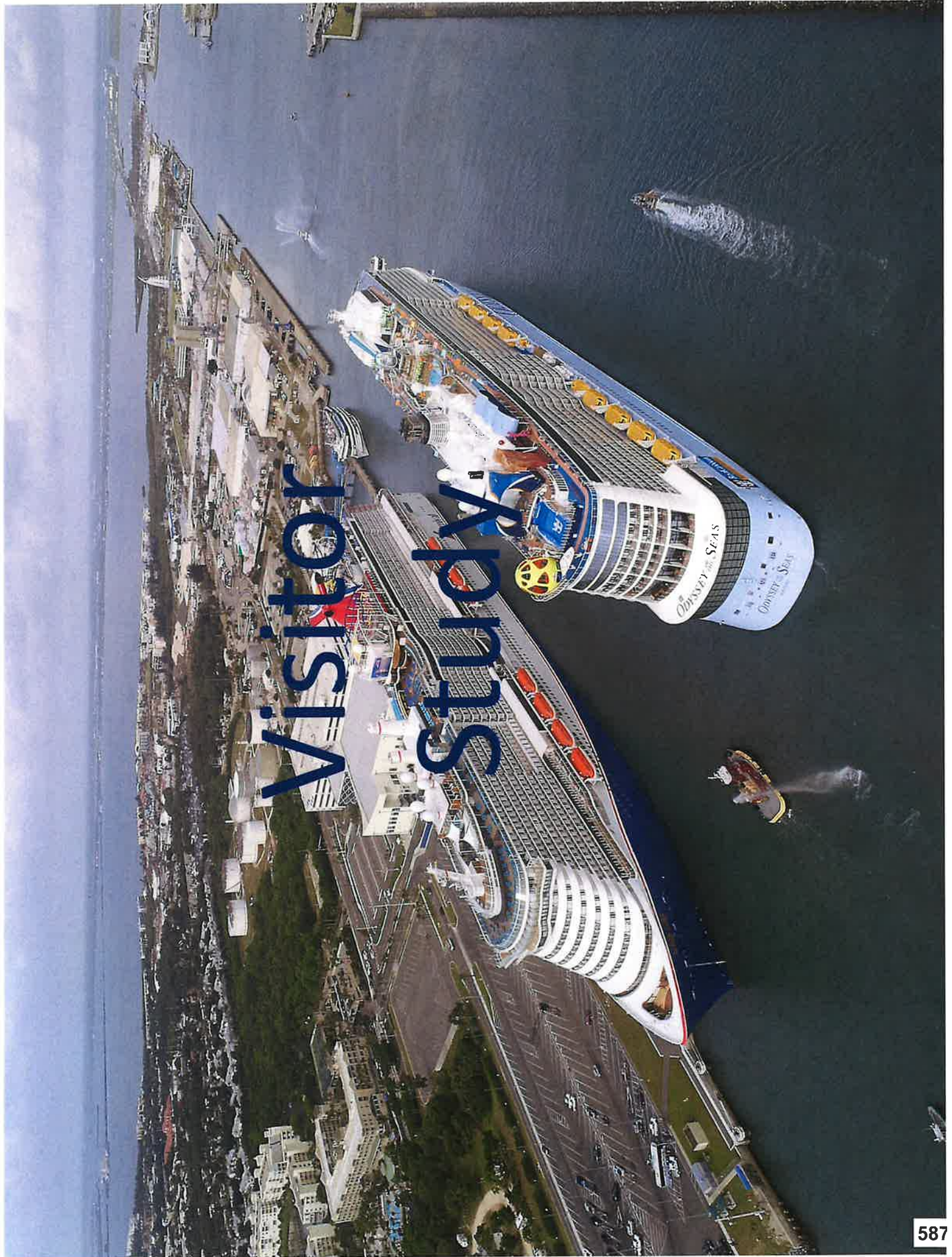
<u>Total</u>		<u>D1</u>	<u>D2</u>	<u>D3</u>	<u>D4</u>	<u>D5</u>
Shared Expenses	\$3,000,000	\$600,000	\$600,000	\$600,000	\$600,000	\$600,000
Media Expenses	\$10,385,000	\$1,073,125	\$6,092,500	\$1,073,125	\$1,073,125	\$1,073,125
TOTAL EXPENSES:		<u>D1</u>	<u>D2</u>	<u>D3</u>	<u>D4</u>	<u>D5</u>
	\$13,385,000	\$1,673,125 12.5%	\$6,692,501 50%	\$1,673,125 12.5%	\$1,673,125 12.5%	\$1,673,125 12.5%

Note: D2 includes Cocoa Beach and Port Canaveral; D3, D4 and D5 split Melbourne and the Beaches.

MARKETING DISASTER FUND - 1444

REVENUE:	FY2023/24	FY2024/25
Earned Interest	\$10,000	\$15,000
Statutory Reduction 5%	(\$500)	(\$750)
Fund 1444 Balance Forward	\$1,304,687	\$1,344,593
NET REVENUE:	\$1,313,687	\$1,358,843
EXPENSES:		
Restricted Reserves	\$1,313,687	\$1,358,843
TOTAL EXPENSES:	\$ 1,313,687	\$1,358,843

Visitor Study



NEW VISITOR TRACKING STUDY DATA

Visitor study conducted with over 2,500 visitors in 2023:

Pre-Visit – How they planned their trip

- 63% of visitors saw some kind of promotion from Space Coast before they arrived
- VisitSpaceCoast.com – 40%
- Visitflorida.com – 34%
- Spacecoastlaunches.com – 31%
- Trip Advisor – 25%

NEW VISITOR TRACKING STUDY DATA

Advertising Sources (where they saw us):

- Social Media Video – 48%
- Website – 37%
- Social Media Other – 36%
- Billboard – 29%
- Vacation planner – 28%
- TV (streaming, other) – 25%
- News Stories – 24%
- YouTube – 19%
- Magazine – 17%
- Airport Display – 16%
- Radio – 10%

NEW VISITOR TRACKING STUDY DATA

Visitor Demographics/Purpose of Trip:

- Median age – 46, average annual household income \$97,000
- 54% fly/46% drive
- 37% from Florida, 17% from the South, 12% from Northeast, 17% from Midwest, 12% from the West, and 5% International
- Average party size – 3.1 (37% party of 2; 19% party of 3; 16% party of 4)
- 47% had children
- 60% came on vacation (32% visiting family/friends)
- Going to the beach (68%) or engaging in a space-related activity (41% watching a rocket launch, 29% visiting KSC) topped the list of activities, along with shopping (61%) and sightseeing (48%).
- 40% did some kind of outdoor activity (hiking, biking, bird watching, etc.) and 22% did some kind of watersport (surfing, boating, kayaking, water skiing, etc.).

NEW VISITOR TRACKING STUDY DATA

Accommodations:

- Hotel/Motel – 36%
- Stayed with Family/Friends – 28%
- Short-term rental – 26%
- B&B – 3%
- RV/Campground – 3%

Visited:

- Cocoa Beach/Cape Canaveral – 33%
- Melbourne – 14%
- Titusville – 12%
- Melbourne Beach and South Beaches – 10%
- Palm Bay – 9%

NEW VISITOR TRACKING STUDY DATA

Length of stay/Average spending:

- Average length of stay is 4.5 nights (18% for 2 nights; 19% for 3 nights)
- Average spend per visitor is \$197 per day and \$891 per trip
- Average spending per party is \$2,762
 - Lodging – 17.3%
 - Dining and Beverages – 24.8%
 - Recreation and Entertainment – 21.5%
 - Retail Shopping – 19.5%
 - Gas – 5.5%
 - Local Transportation – 4.3%
 - Other services – 7.1%

NEW VISITOR TRACKING STUDY DATA

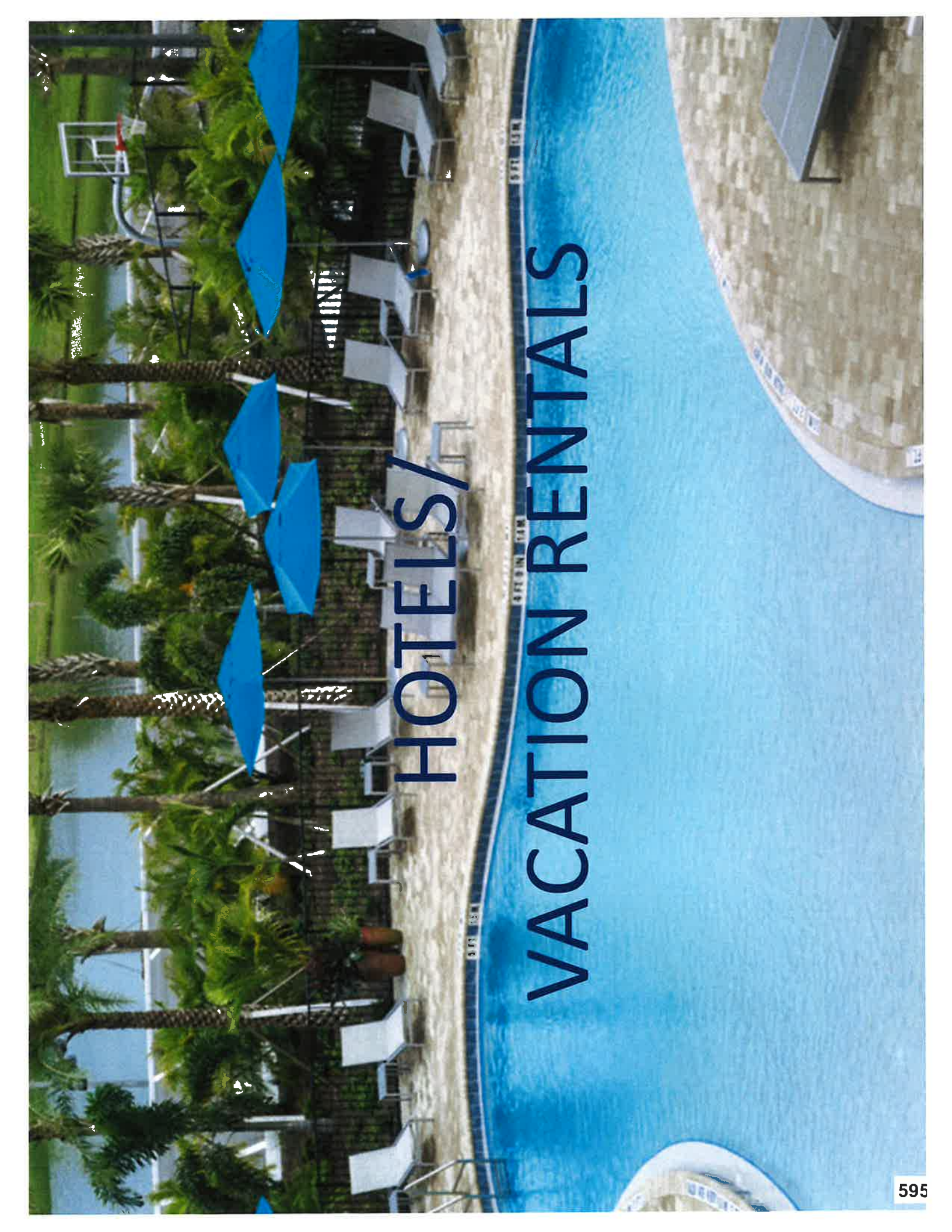
Cruise Passengers:

- 28% took an overnight cruise
- 91% stayed in an overnight accommodation
- 27% stayed both pre- and post-cruise, 45% stayed pre-cruise only
- For pre-cruise, 19% stayed for 2 nights, 36% for 3+ nights
- Travel party size is 3.6 and length of stay is 3.6 nights
- Per party spending is higher at \$3,072
- Average age is 38 and average household income is \$115,000

NEW VISITOR TRACKING STUDY DATA

International/Business/Post-Trip:

- International travelers represent 4% of the total
- Median age of 43 and HH Income of \$108,000
- Main countries of origin are Canada, UK, Germany.
- Business travelers represent 5% of the total
- 81% say they are very likely to return with 93% being likely or very likely to return
- 92% are likely or very likely to recommend to their friends and family
- 33% expect to visit again within 3 months; 24% within 6 months; and 22% within a year

A large, curved swimming pool with clear blue water. Along the pool's edge, there are several white lounge chairs and blue patio umbrellas. In the background, there are palm trees and a basketball hoop. The pool deck is made of light-colored tiles.

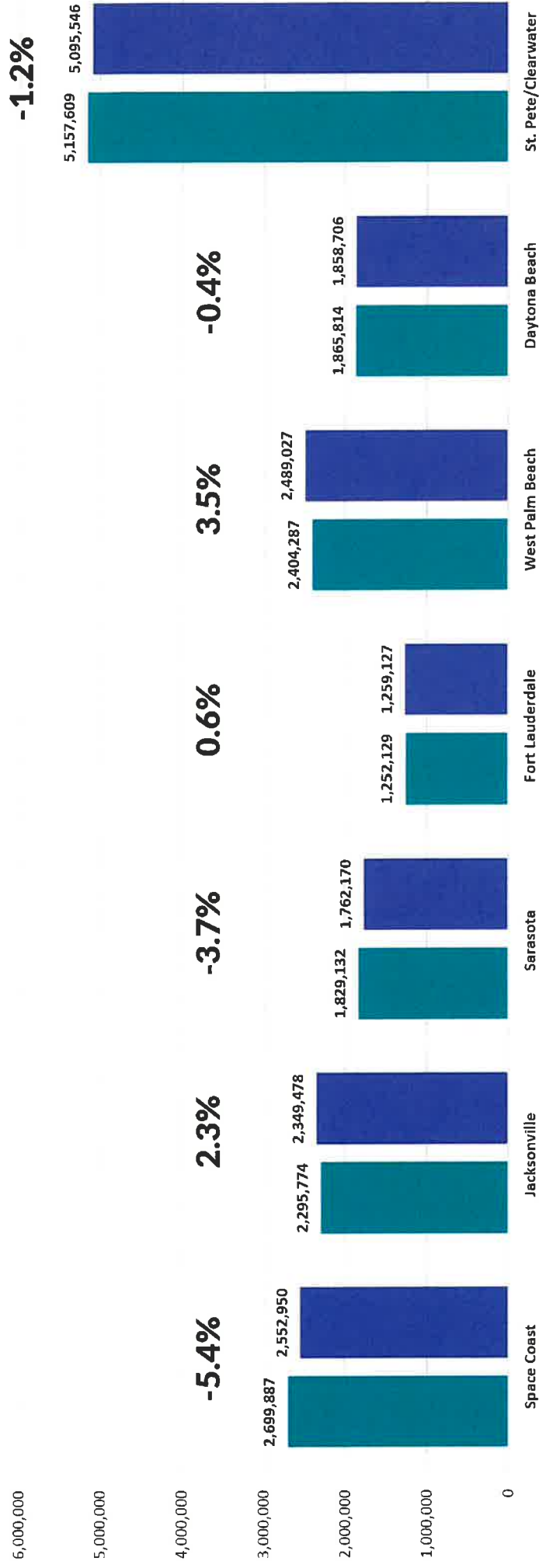
HOTELS/ VACATION RENTALS

INVENTORY/ROOM NIGHT DEMAND

- Hotel inventory grew a little in 2023. There were 4 new hotels added which replaced the room inventory that was lost when the International Palms (480 rooms) was taken out of inventory in late 2022. Current inventory is 10,735.
- Anticipated inventory growth in 2024 is approximately 900 rooms/7 hotels slated to open.
- From a Room Night Demand (RND) perspective, the County was at 2.55 million hotel rooms rented in 2023, down from 2.7 million in 2022, mostly due to the International Palms being taken out of inventory.
- Room Night Demand is anticipated to increase in 2024 with the additional inventory that has been added.

INVENTORY/ROOM NIGHT DEMAND

Calendar 2023 Room Night Demand



Data compiled from STR reports

VACATION RENTALS

- Short-term Vacation Rentals inventory has grown incredibly since 2020. In 2021, we tracked 3,800 vacation rental units. Then in 2022, that number grew to over 6,800.
- Currently the inventory is over 7,300 - nearly 5,000 in Airbnb and nearly 2,400 in VRBO (there is clearly an overlap in these two platforms, so we tend to focus on Airbnb numbers).
- Revenue increased 15% in 2023 over 2022 and while Average Daily Rate went up 6%, Occupancy dropped 14%, dropping Revenue Per Available Room by 9%.
- We are beginning to see some flattening in the growth of inventory which may be a result of declining occupancy in this space. Additional pressure will be put on this market by the increase in hotel inventory.
- Vacation rentals still account for 1/3 of TDT collections.

Data compiled from Key Data reports

STRATEGIC CONSIDERATIONS



STRATEGIC CONSIDERATIONS

1. INCREASE DESTINATION DEMAND FROM KEY SOURCE MARKETS (Domestic & International)

- Identify key source markets using Datafy population movement intelligence analysis.
- Conduct Return on Investment (ROI) analysis by market and adjust spending in markets to maximize results.
- Increase length of campaigns to influence shoulder season travel.
- Utilize proximity to theme parks, direct flight routes and cruise port to develop messaging that stands out from competitors.
- In partnership with existing agencies and vendors, continue to grow marketing, media outreach, and advisor education efforts in Canada, UK and select European Union Countries.

3. CREATE FLEXIBLE PLANS TO RESPOND TO MARKET CONDITIONS

- Monitor market conditions in key areas.
- Work with agency media team to create agile campaign briefs and media implementation plans.
- Adapt target markets, campaign budget allocation and messaging as needed.

2. OPTIMIZE EFFORTS WITH DATA FIRST DECISIONS

- Utilize trackable digital products in conjunction with analytics platforms, to make data driven decisions and optimize campaigns.
- Optimize vendor selection to the high performing platforms that measure direct impact of dollars spent.
- Analyze booking data and audience insights to identify and reach our primary audiences, improving ADR & RevPAR as a result.
- Conduct research studies including STR/short-term vacation rental reports, visitor spending analysis, and awareness studies.

4. MAXIMIZE INDUSTRY RELATIONSHIPS TO AMPLIFY MESSAGES TO NEW AUDIENCES

- Educate consumers and travel agents on new cruise ships, new routes and growth at Port Canaveral to keep passengers staying in county.
- Work with Melbourne Orlando International Airport to support new domestic and international routes with advertising programs.
- Continue co-op marketing plan supporting TUI's flights to their Central Florida Hub at MLB.
- Coordinate joint sales missions to targeted markets with hotels and cruise lines.

STRATEGIC CONSIDERATIONS

5. TELL COMPELLING DESTINATION STORIES AND BUILD BRAND AMBASSADORS

- Host media familiarization (FAM) tours showcasing the unique features of the Space Coast.
- Develop rich story pitches for international, national and regional media outlets.
- Invite qualified Content Creators in market to showcase the destination through their lens and online platforms.
- Distribute quality destination content through social media platforms with images, blogs and short form video.
- Create personalized opportunities for visitors to engage with such as itineraries on the website and custom email preferences.
- Collect and engage with user generated content through Crowdriff platform.

7. RAISE AWARENESS OF FLORIDA'S SPACE COAST WITH TRAVEL ADVISORS, TOUR OPERATORS, AND EVENT ORGANIZERS

- Utilize remote and online education platforms to make connections with advisors.
- Attend key in-person conferences.
- Coordinate and host travel advisors in market.
- Distribute new business leads to industry partners.
- Participate in sales mission trips with industry partners.
- Attend key sports conferences to develop new business leads.

6. CONTINUE LONG-TERM PLANNING THAT HAS A POSITIVE IMPACT ON THE DESTINATION

- Identify and focus on our high value visitors who will stay longer and contribute to positive impacts on beaches and waterways.
- Provide education and share programs that allow visitors to engage in waterway cleanups, wildlife awareness and learn more about the destination's natural resources.
- Seek out opportunities to tell the story of the Space Coast's sustainability and eco-tourism efforts.

8. BE A TRUSTED RESOURCE TO OUR COMMUNITY AND INDUSTRY

- Provide access to research reports, campaign results and market information.
- Create regular electronic messaging to update stakeholders on upcoming destination news, available resources, and important market updates.
- Host Sales Action Team meetings to collaborate with local industry members on future initiatives.

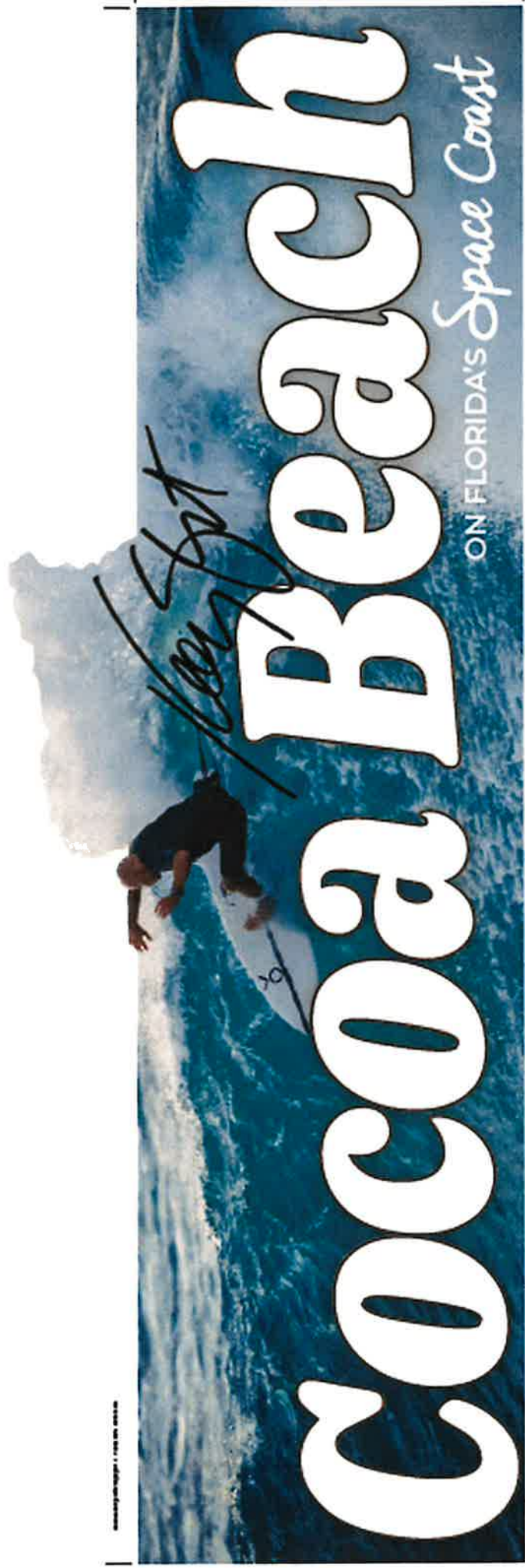
CREATIVE OVERVIEW



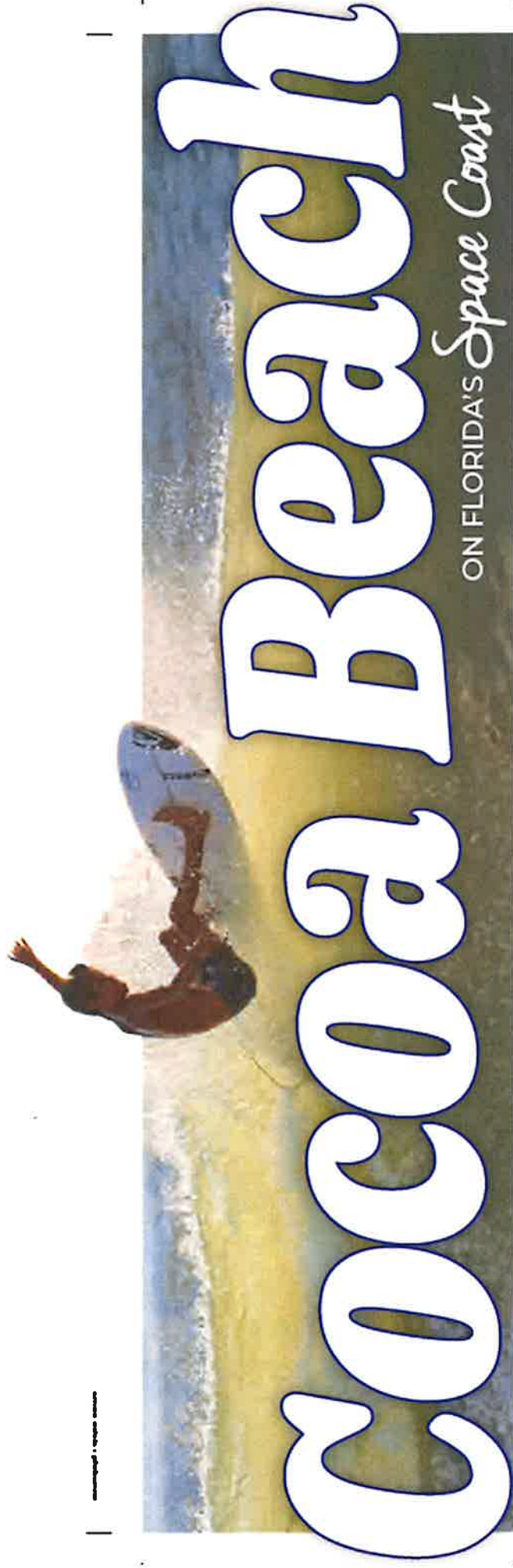
CREATIVE OVERVIEW

- District 2/Cocoa Beach desired a heavy billboard campaign which can be seen by the multiple creative executions. Melbourne, Titusville, and Palm Bay are still featured on some billboards.
- There are a variety of digital creative executions for each municipality.
- TV commercials/videos are in production, but the countdown commercial is very well received and has won numerous awards. TV for Cocoa Beach is being refined with the agency taking the lead.
- “On Florida’s Space Coast” is still being used as a payoff line/logo in all advertising.

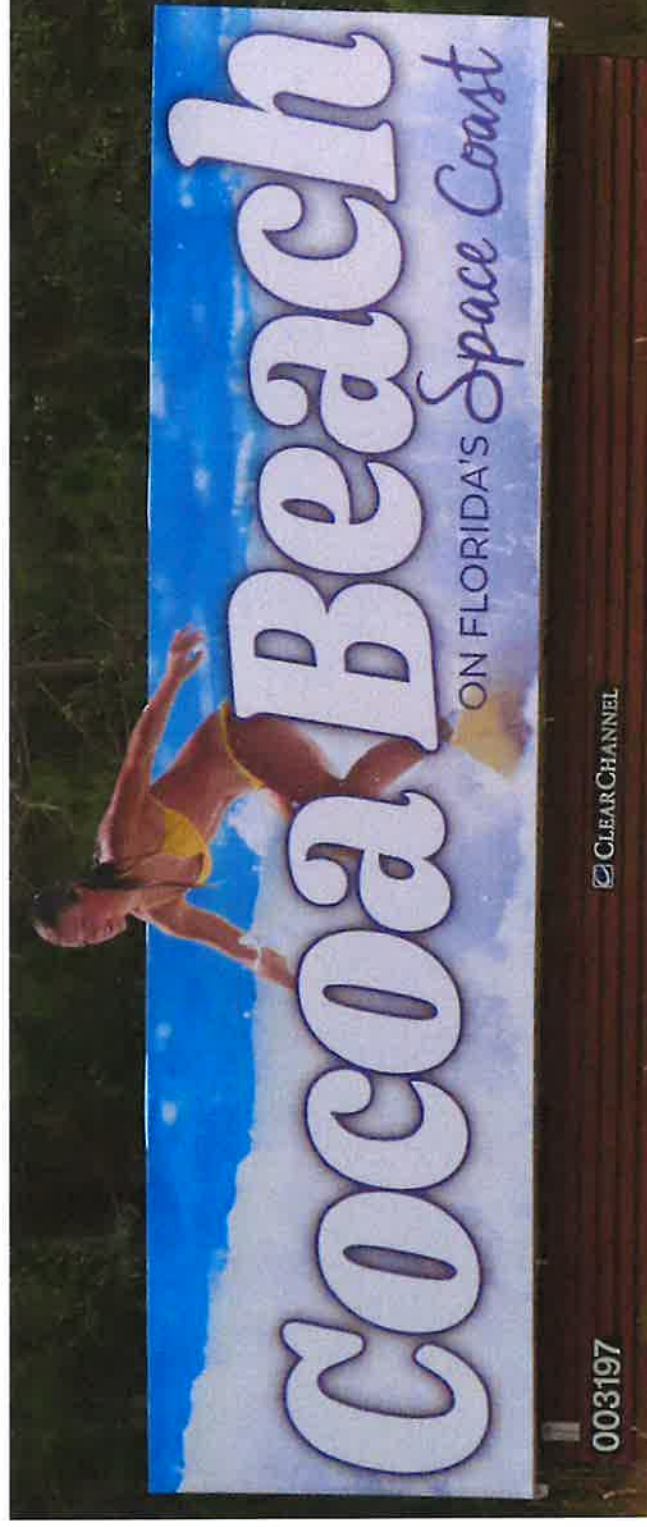
BILLBOARDS



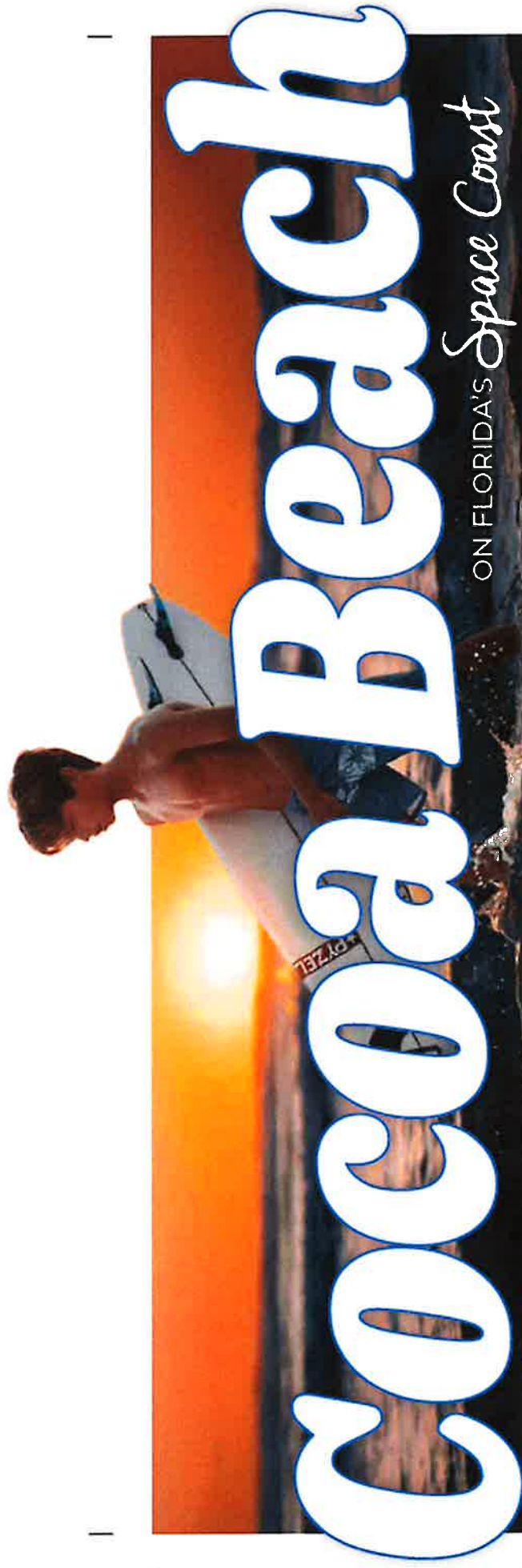
BILLBOARDS



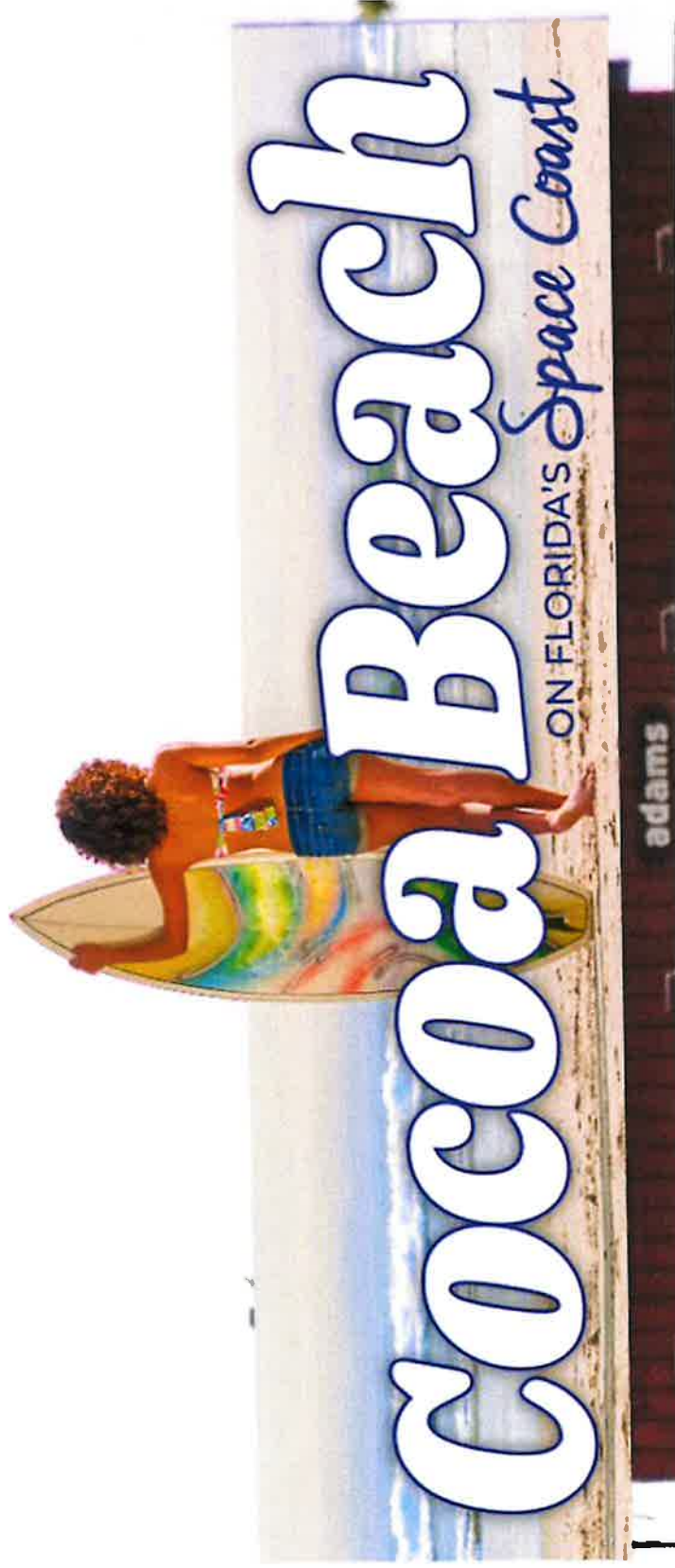
BILLBOARDS



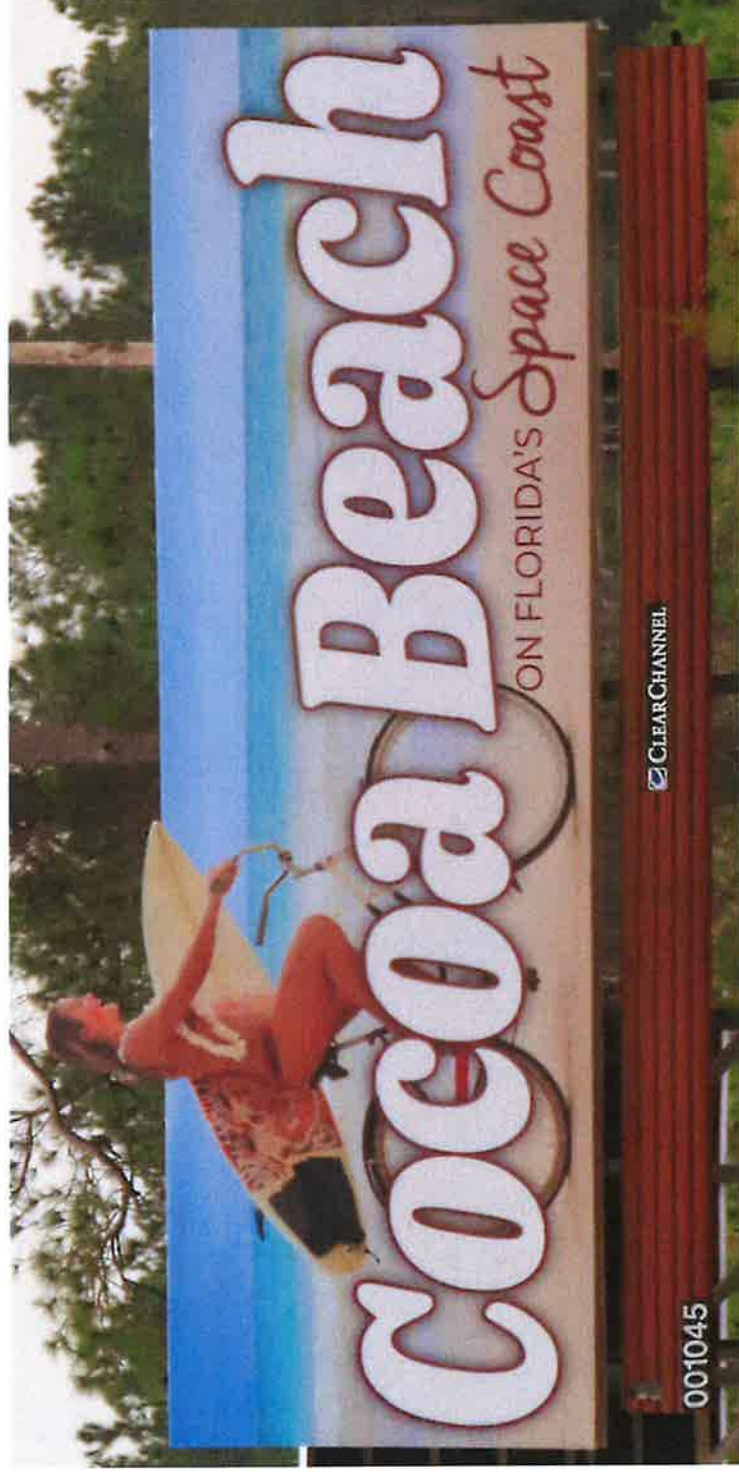
BILLBOARDS



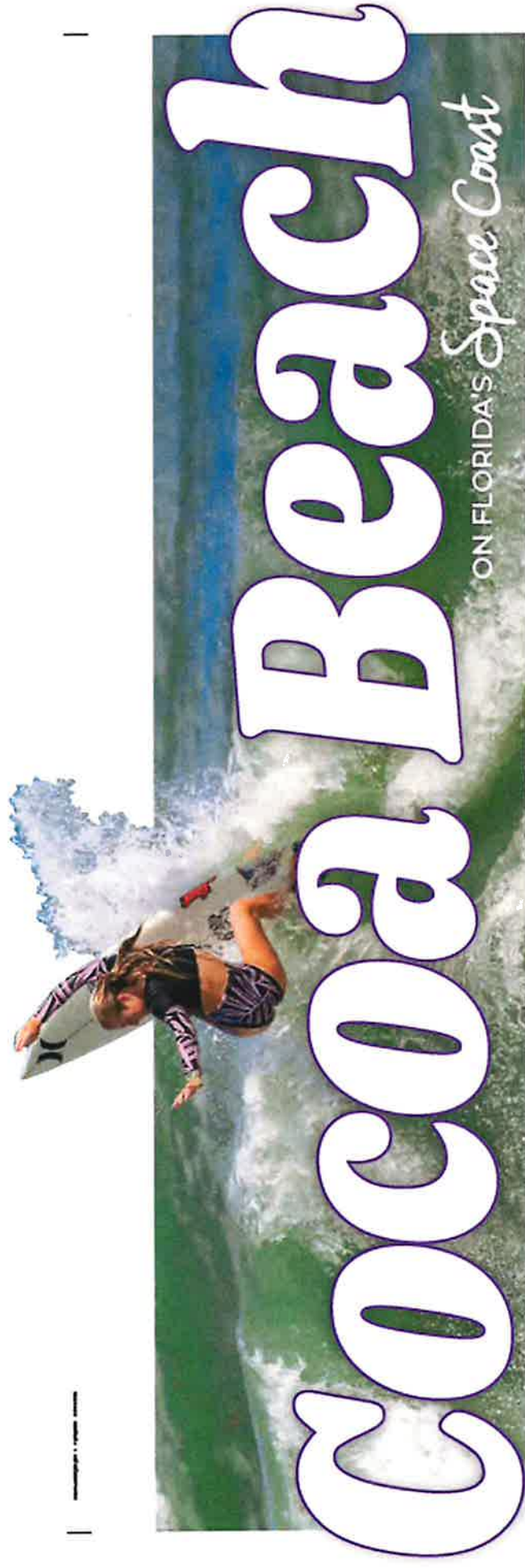
BILLBOARDS



BILLBOARDS



BILLBOARDS



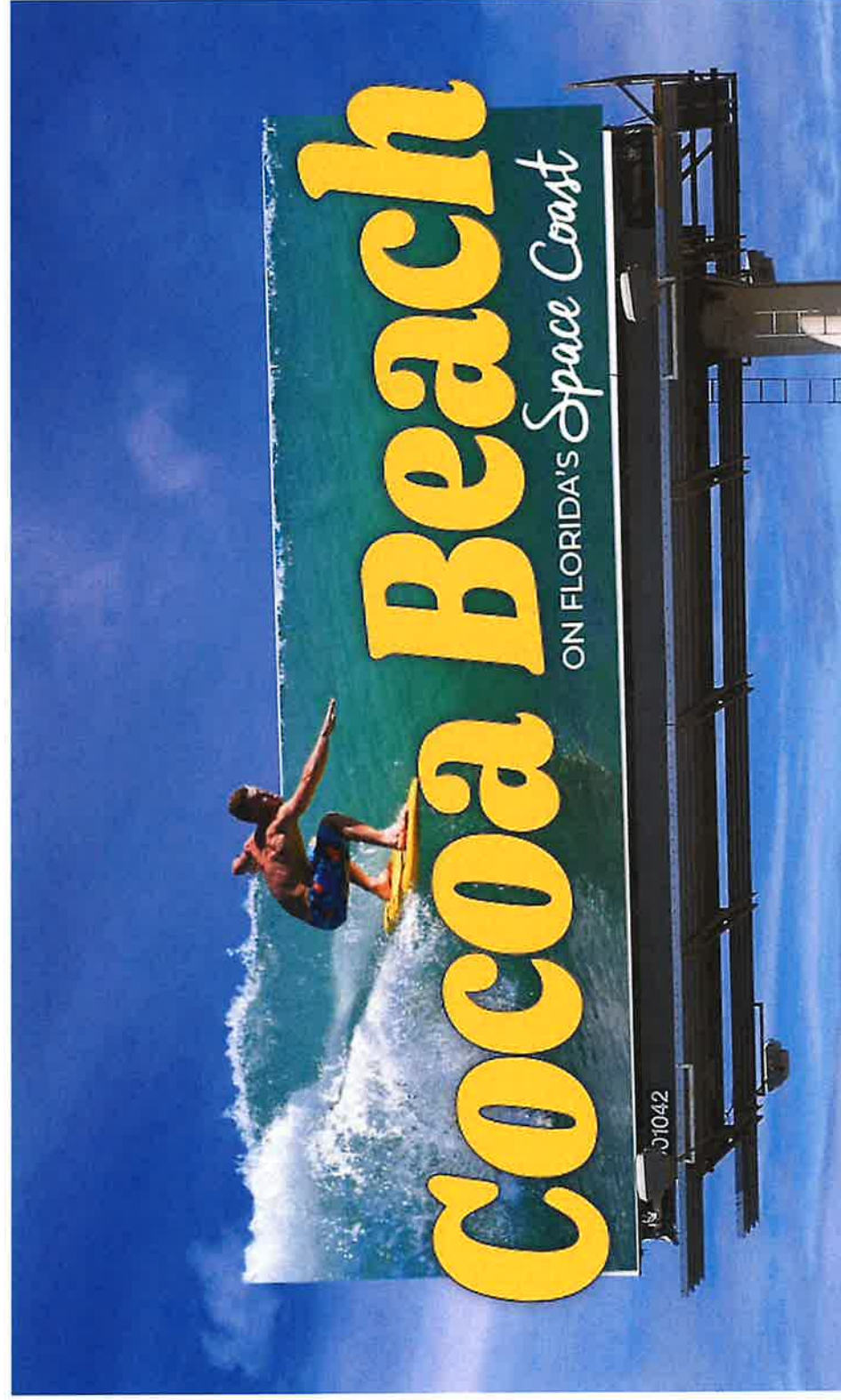
BILLBOARDS



BILLBOARDS



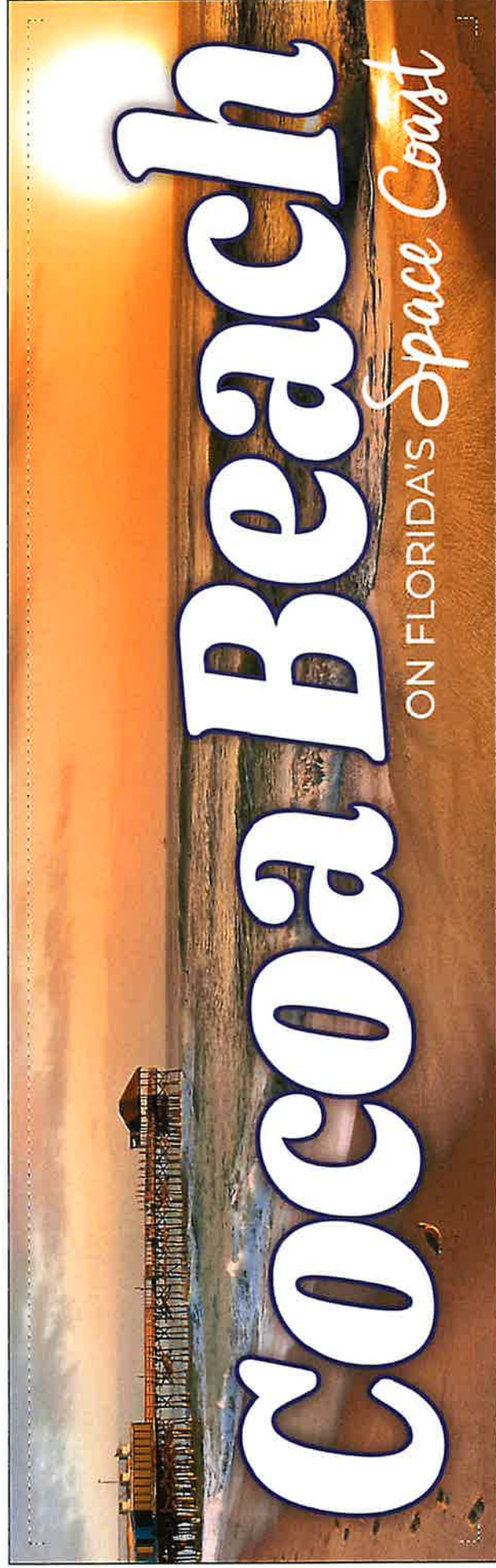
BILLBOARDS



BILLBOARDS



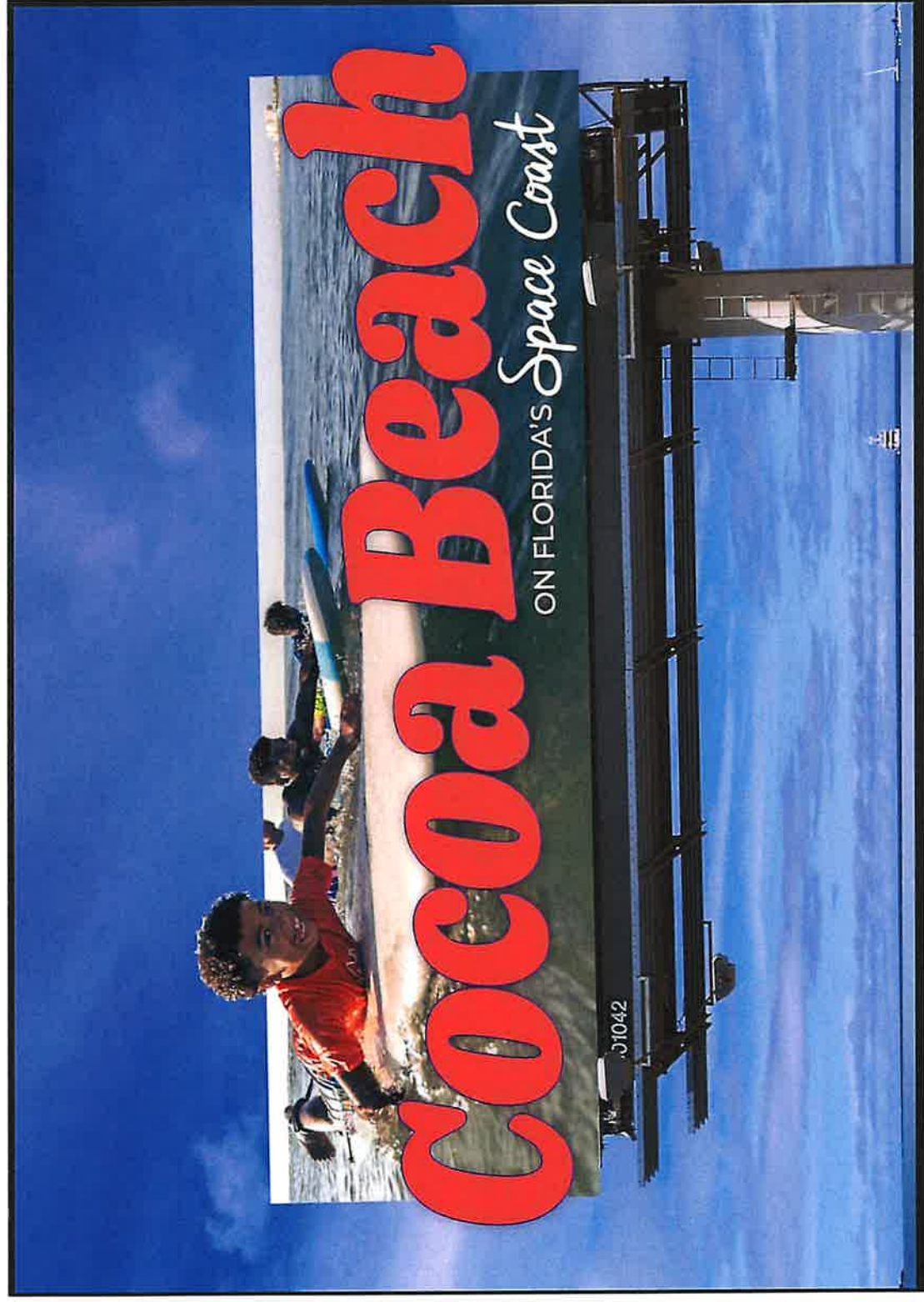
BILLBOARDS



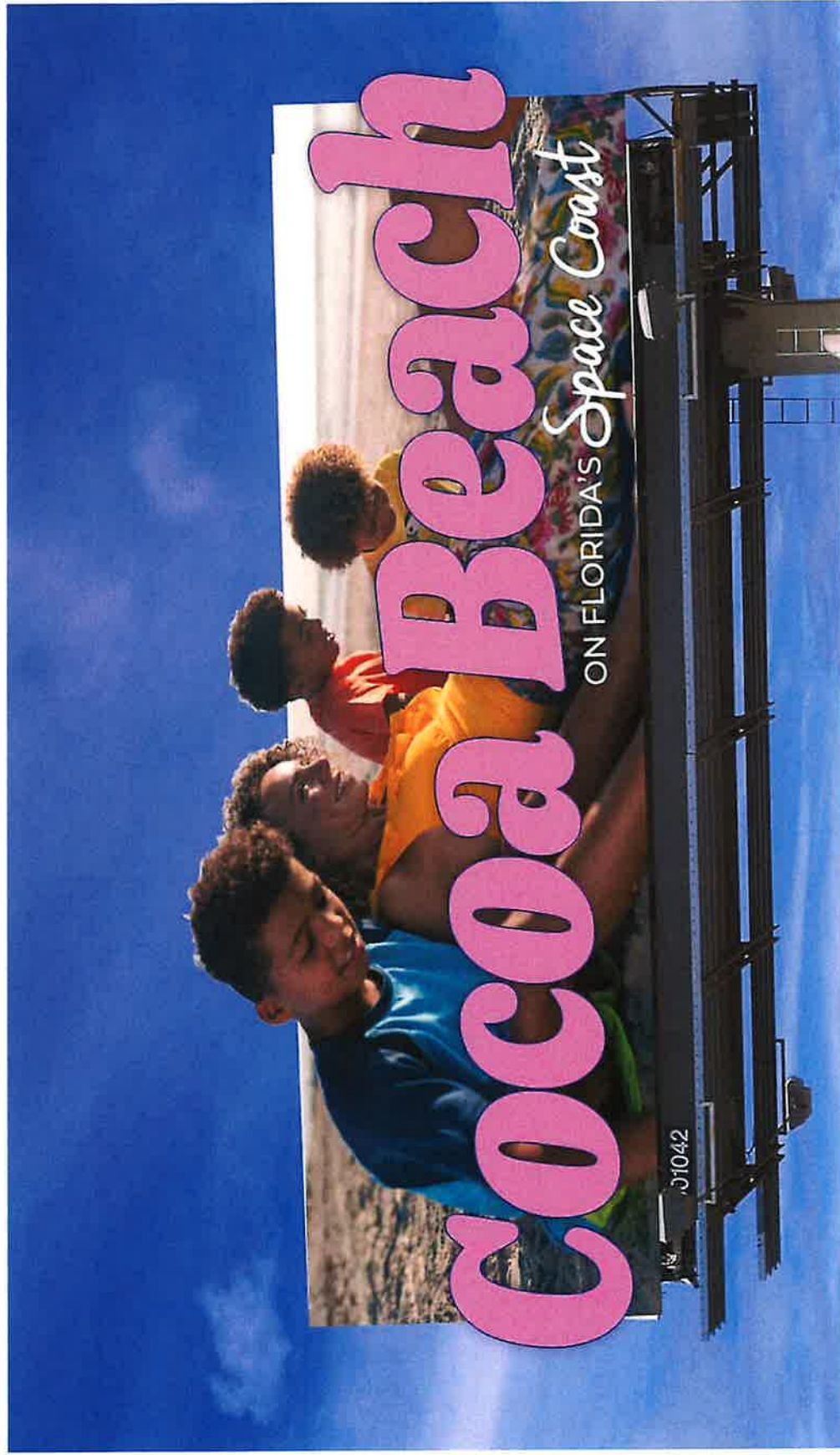
BILLBOARDS



BILLBOARDS



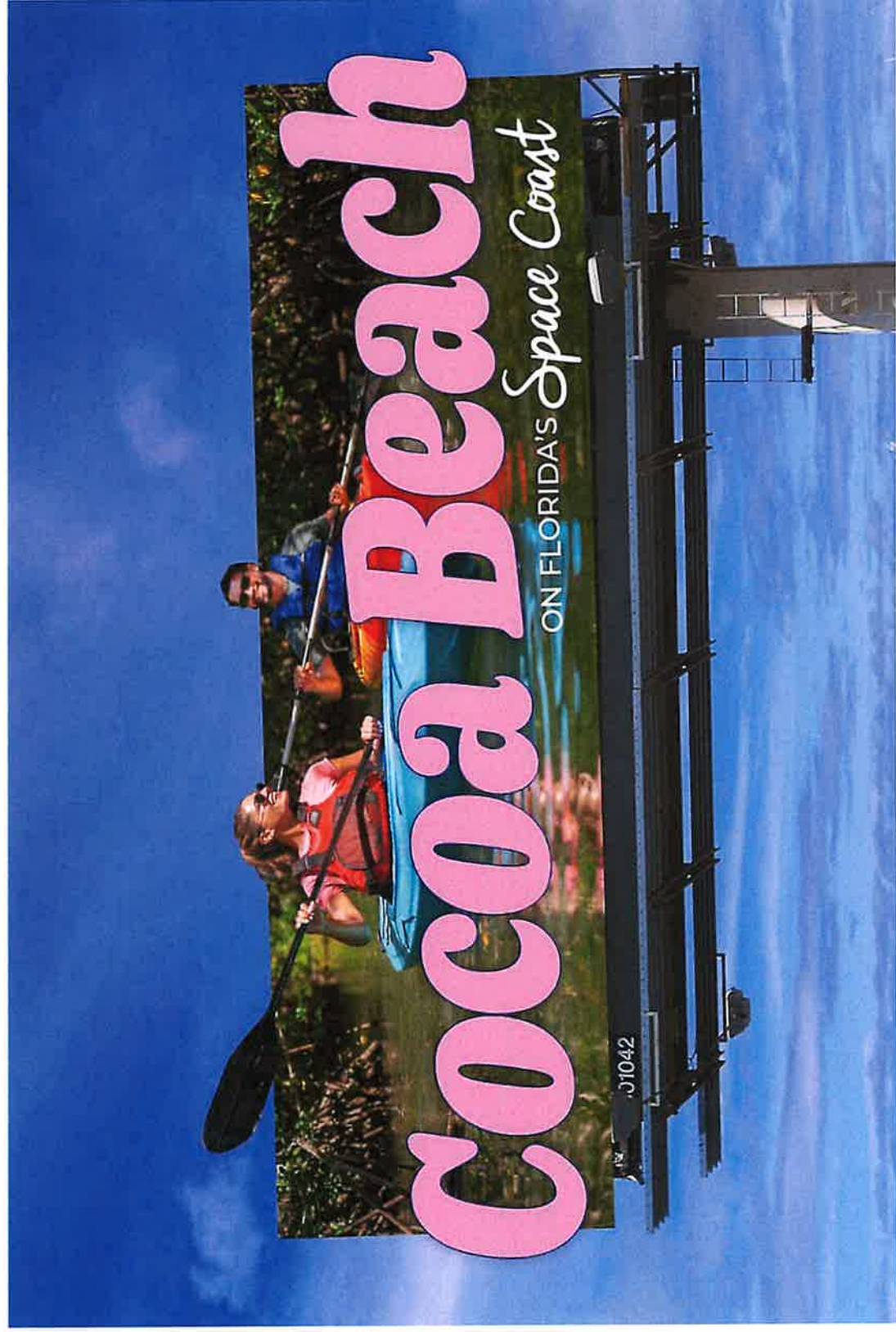
BILLBOARDS



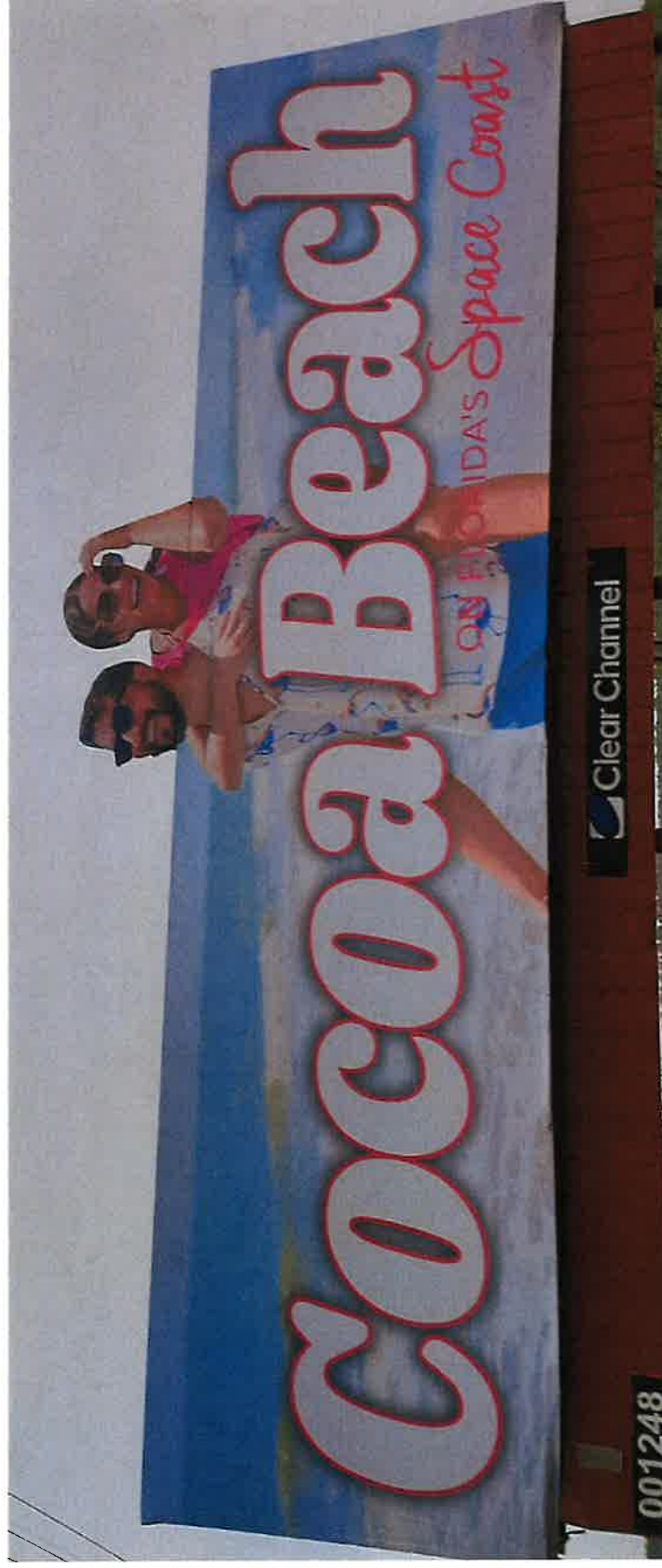
BILLBOARDS



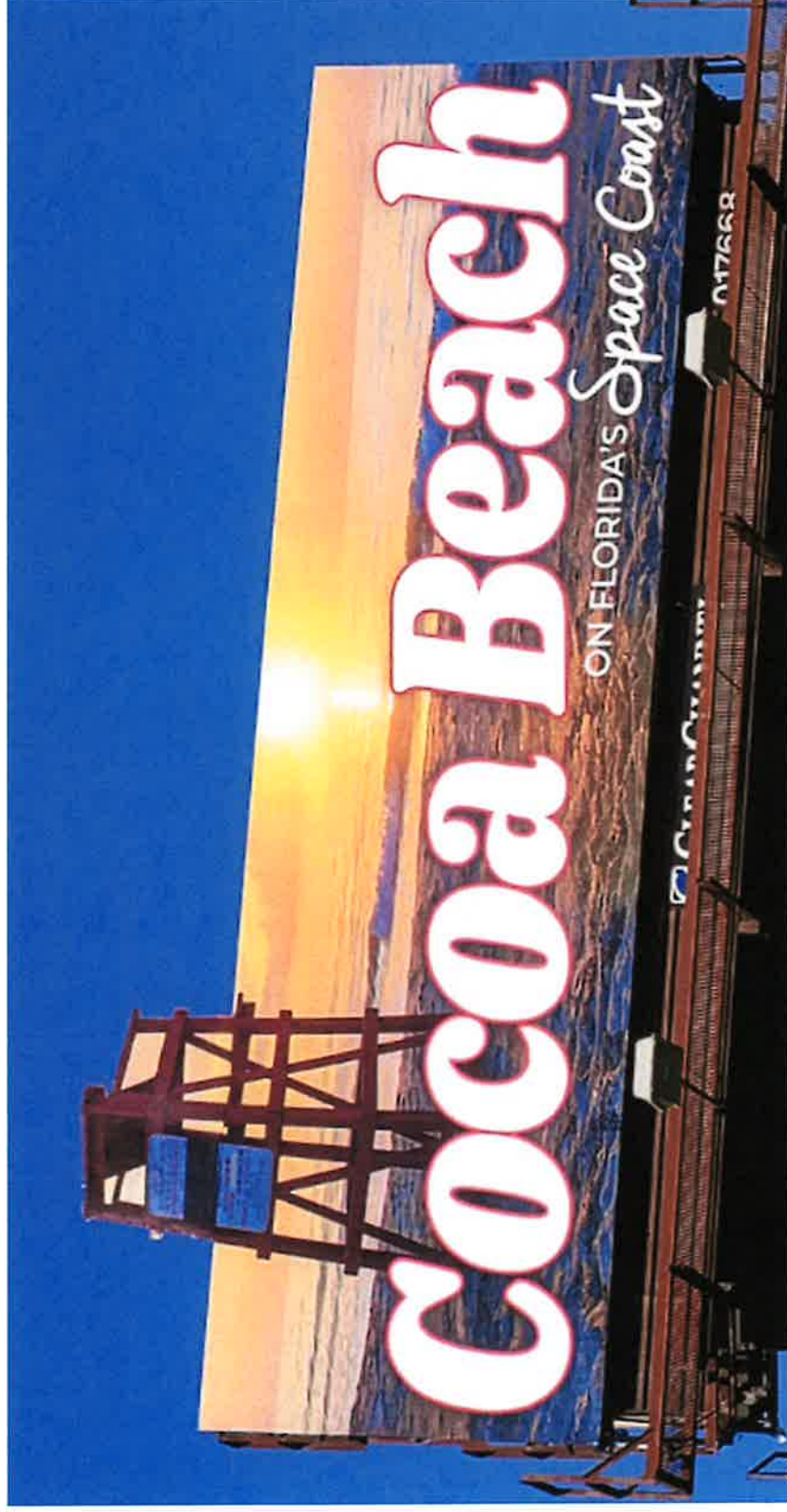
BILLBOARDS



BILLBOARDS



BILLBOARDS



BILLBOARDS



BILLBOARDS



BILLBOARDS



BILLBOARDS

Melbourne
& the Beaches

UNDER THE **SEA**
& OVER THE **MOON**

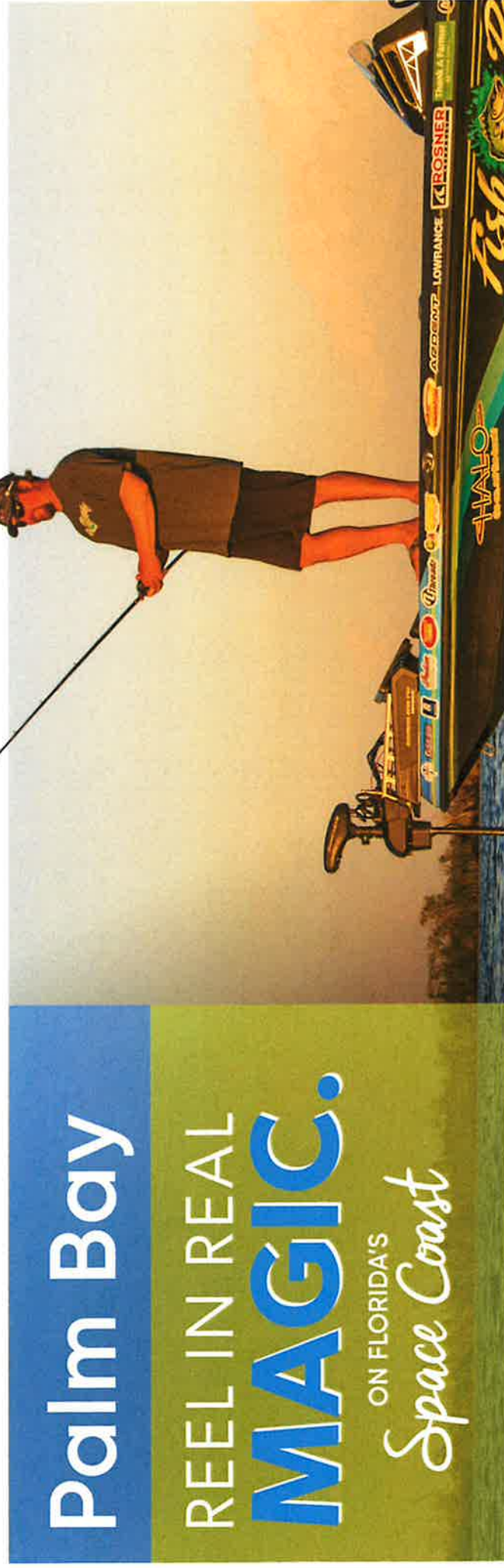
ON FLORIDA'S
Space Coast



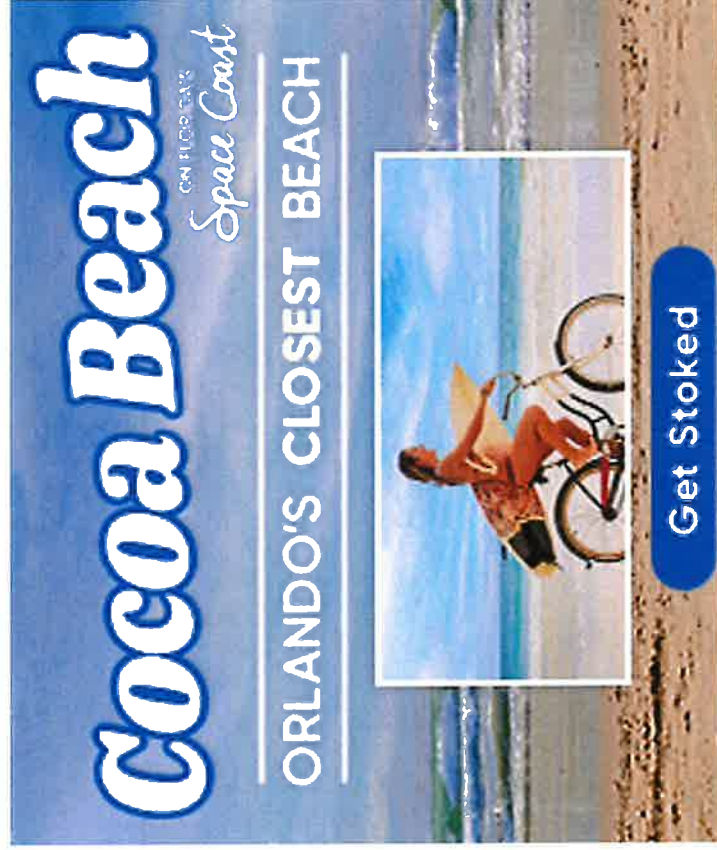
BILLBOARDS



BILLBOARDS



DIGITAL ADS



Cocoa Beach
ORLANDO'S
Space Coast

ORLANDO'S CLOSEST BEACH



Get Stoked



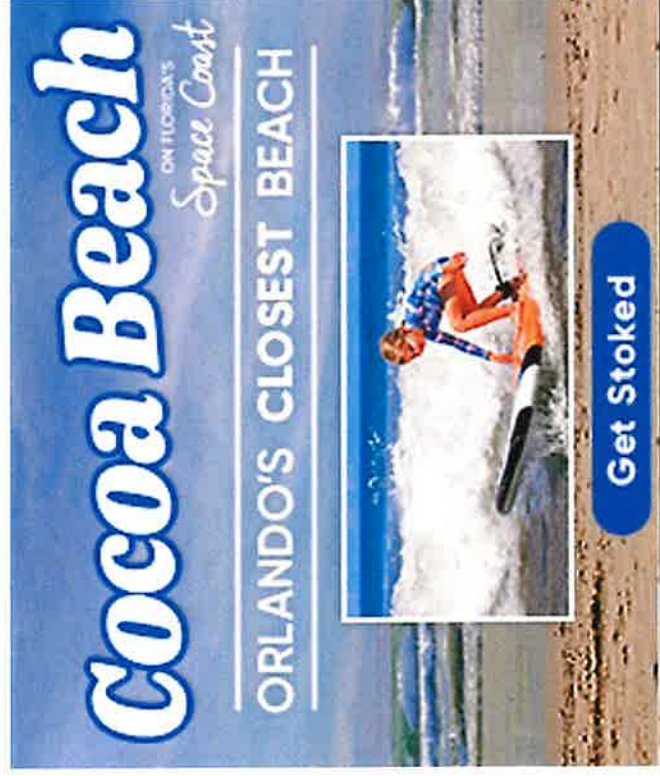
Cocoa Beach
ORLANDO'S
Space Coast

ORLANDO'S CLOSEST BEACH

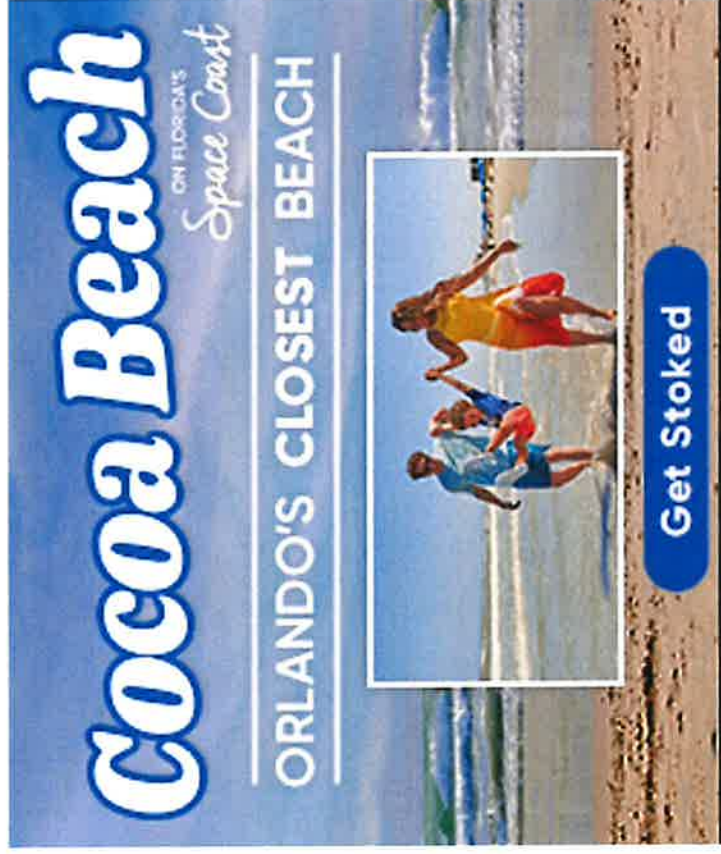


Get Stoked

DIGITAL ADS



DIGITAL ADS



Cocoa Beach
ON FLORIDA'S
Space Coast

ORLANDO'S CLOSEST BEACH



Get Stoked



Cocoa Beach
ON FLORIDA'S
Space Coast



ORLANDO'S CLOSEST BEACH

Get Stoked

DIGITAL ADS



DIGITAL ADS



DIGITAL ADS



DIGITAL ADS



DIGITAL ADS



DIGITAL ADS



DIGITAL ADS



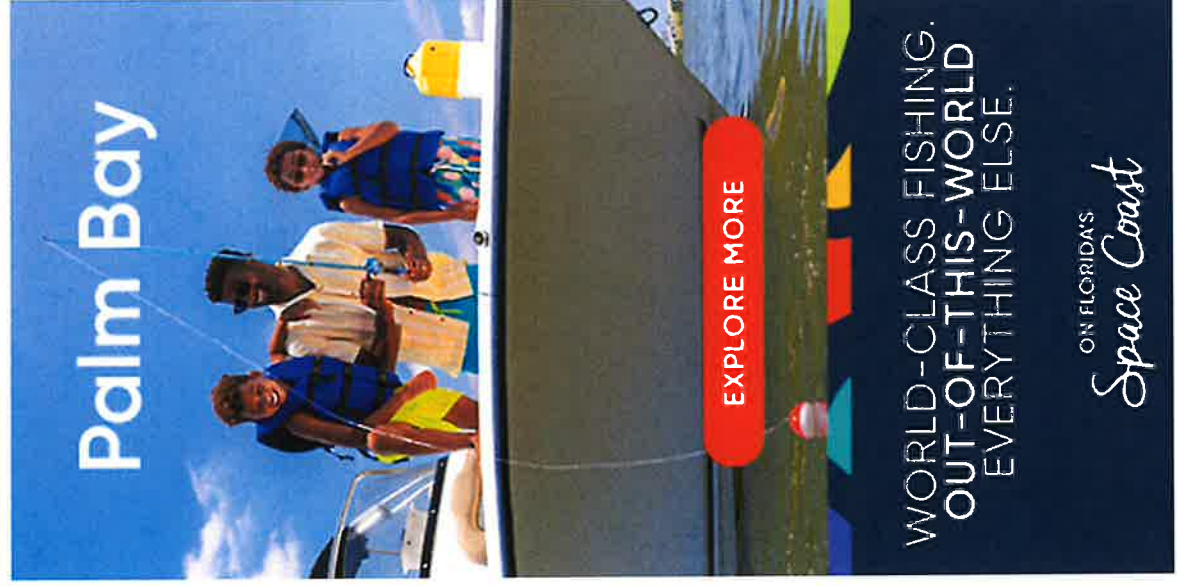
DIGITAL ADS



DIGITAL ADS

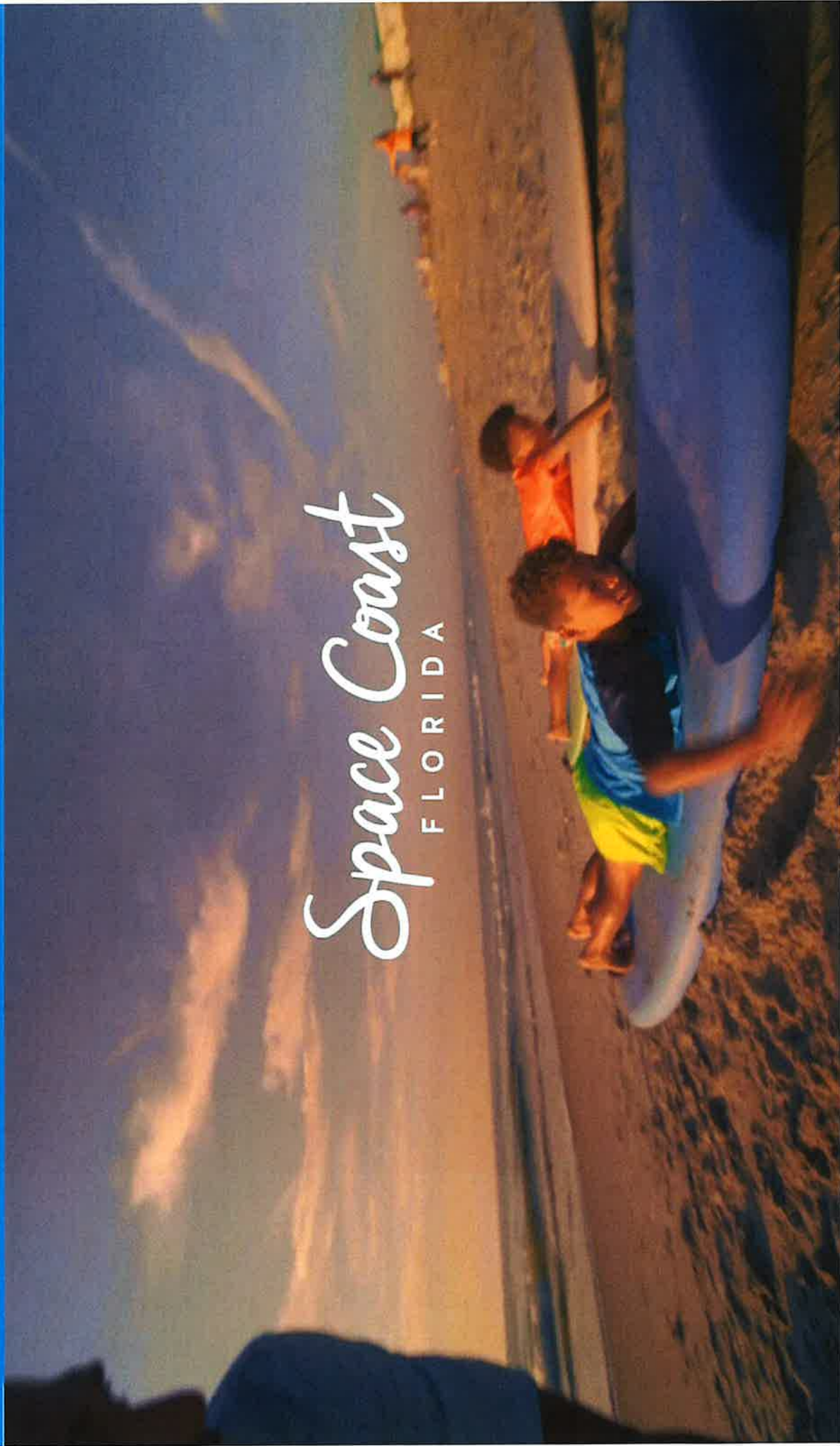


DIGITAL ADS



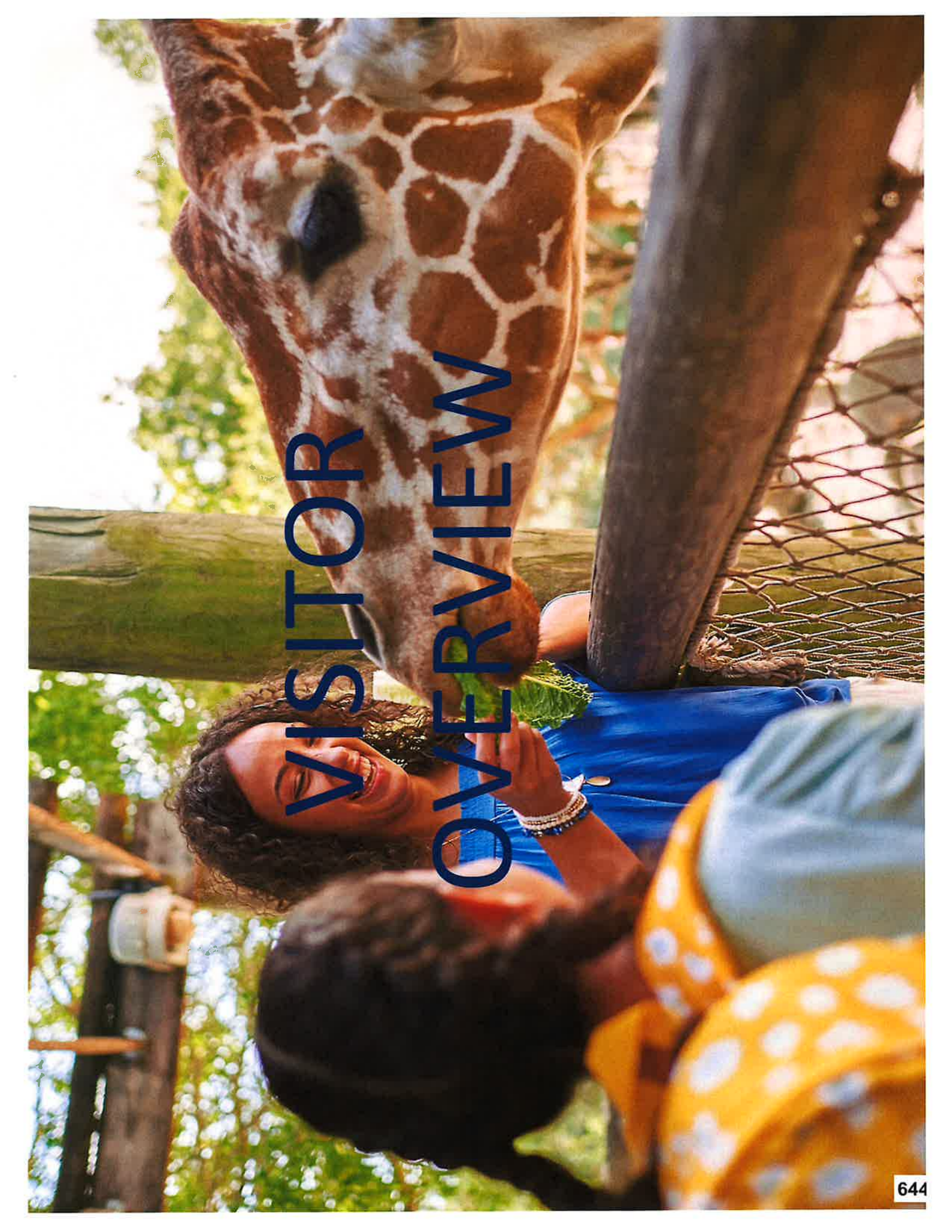
TV COMMERCIALS

Space Coast
FLORIDA



TV COMMERCIALS



A photograph of a woman with curly hair, wearing a blue shirt and a beaded bracelet, smiling as she feeds a giraffe through a chain-link fence. The giraffe's head is in the foreground, showing its characteristic brown and white patterned coat. A child with dark hair, wearing a yellow shirt with white polka dots, is partially visible in the foreground. The background shows a wooden fence and green foliage.

VISITOR OVERVIEW

WHO IS THE SPACE COAST VISITOR?

Space Coast visitors are family-oriented with a desire to travel. They are a couple traveling without children, a small family with kids or even a multigenerational group traveling with their grandparents, siblings, and extended family.

They take multiple getaways throughout the year and seek out destinations they can easily get to, where they can comfortably relax from their busy lives and just reconnect with each other.



Their perfect vacation may be discovering an uncrowded beach or getting the chance to witness a unique natural phenomena. It might be checking off a bucket list item such as viewing a rocket launch or trying out the newest cruise ship!

They want to discover unique destinations that they perceive as good value, that are friendly and welcoming, and that they can come back to year after year.

WHO IS THE SPACE COAST VISITOR?

TARGET AUDIENCES

- Adults 35-54+
- HHI \$100k+
 - Subsegment of higher affluent households (\$150k+)
- Propensity to travel
 - Interests in beach, space, nature, Orlando, Florida
- Cruise intenders
- Families with children in the household
- Households without children
 - Early career adults 25-34
 - Active retirees, 60+
- Multi-generational groups
- Florida Markets: Miami/Fort Lauderdale, West Palm Beach, Orlando, Tampa/St. Pete
- Out of State Markets: Atlanta, Charlotte, New York, Boston, Washington DC, Philadelphia, Chicago, Detroit
 - Airline Partnership Markets: Pittsburgh, Allentown, Minneapolis, NEW MARKETS TBA
- International Markets: UK, Canada, European Union
- ** Ongoing monitoring of economic conditions will continue into next year, and we will be flexible in adjusting, removing or adding to our target markets and re-allocating budget as needed to respond appropriately and maximize spending.



TOP SOURCE MARKETS

Out-of-State Source Markets - Visited Brevard	Share of Total 2023	Florida Source Markets - Visited Brevard	Share of Total 2023
1Atlanta	3.94%	1Orlando-Daytona Bch	13.67%
2New York	3.14%	2West Palm Beach-Ft. Pierce	9.25%
3Washington-DC -Hagrstwn	1.81%	3Tampa-St. Pete -Sarasota	8.48%
4Charlotte	1.76%	4Miami-Ft. Lauderdale	7.96%
5Philadelphia	1.49%	5Jacksonville	5.49%
6Chicago	1.36%	6Ft. Myers-Naples	1.08%
7Boston -Manchester	1.08%	7Gainesville	0.90%
8Detroit	1.01%	8Tallahassee-Thomasville	0.93%
9Greenvll-Spart-Ashevl-And	1.01%	9Mobile-Pensacola -Ft Walt	0.56%
10Raleigh-Durham -Fayetteville	1.00%	10Panama City	0.33%
11Dallas-Ft. Worth	0.94%		
12Nashville	0.82%	International Source Markets	
13Savannah	0.81%	1Canada	
14Indianapolis	0.78%	2United Kingdom	
15Houston	0.76%	3Germany	
16Cleveland-Akron -Canton	0.75%	4Ireland	
17Minneapolis-St. Paul	0.70%		
18Los Angeles	0.68%		
19Denver	0.64%		
20St. Louis	0.61%		

** Highlighted markets note marketing spend in the past

MEDIA BEHAVIORS

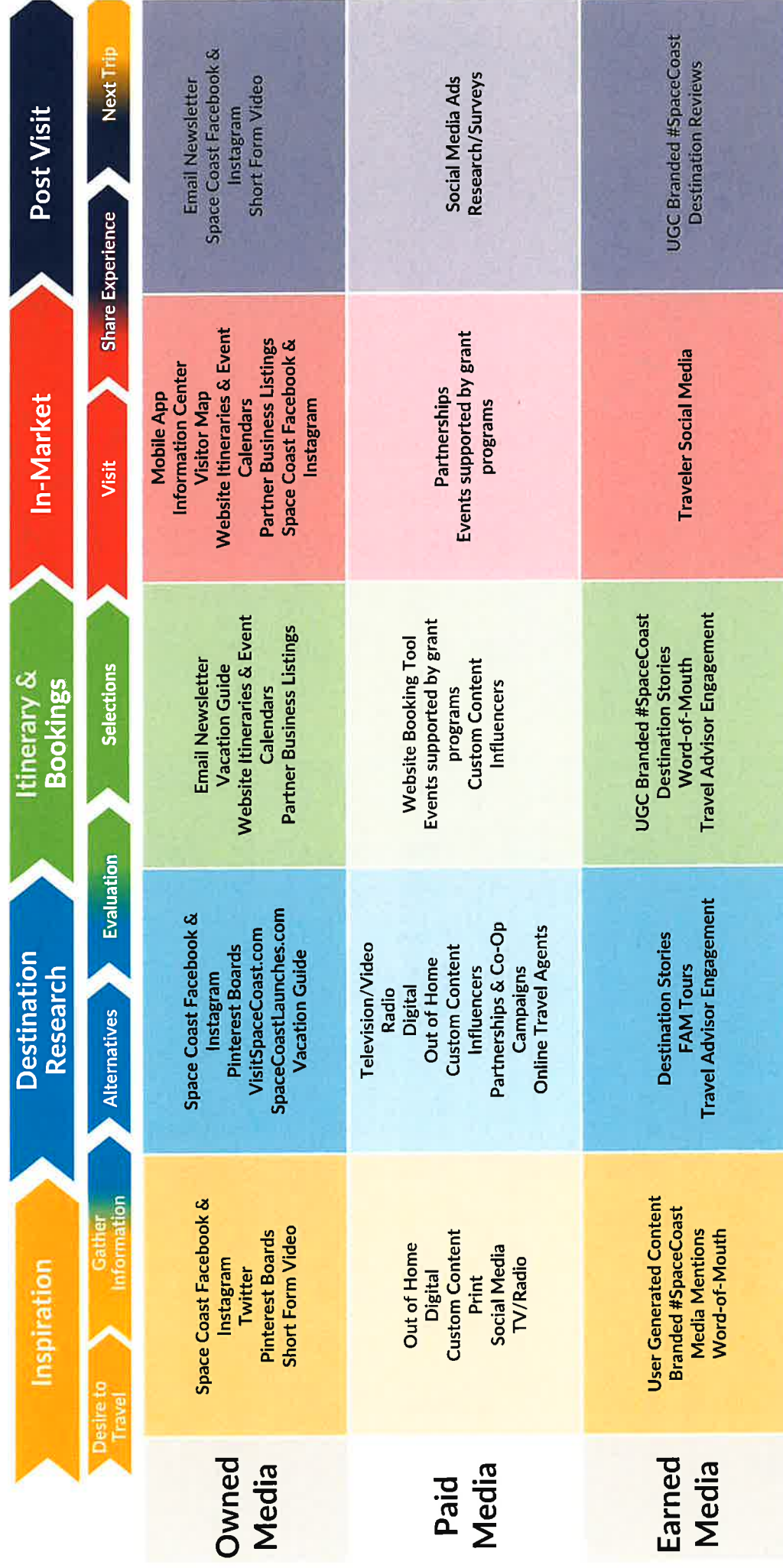
The Space Coast visitor does above average online research on social media and travel sites before making a vacation decision, they seek recommendations from trusted people in their circle of influence, they own multiple types of technology and still utilize some traditional media; however, they are increasingly switching to consuming media in new formats allowing them to access content on demand (ex. streaming).



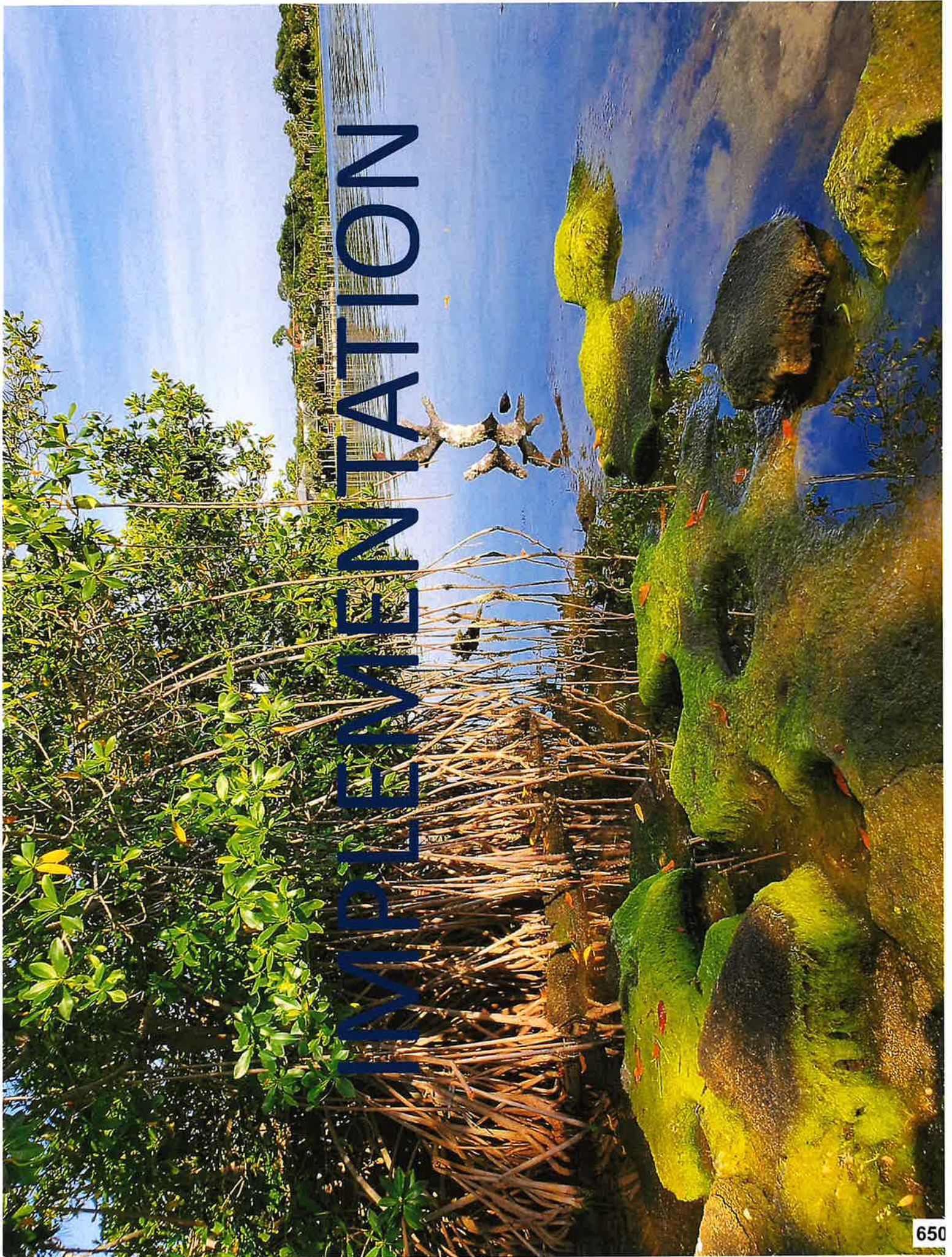
By using a digital first approach to media placement, our plan identifies the target audience first and allows us to reach them with messages wherever they are and then follow them through their planning journey. Utilizing advanced solutions allows the Space Coast to be competitive, maximize our advertising dollars, and develop a deeper understanding of our visitor.

Source: SCOT Brand Research Study

VACATION PLANNING JOURNEY

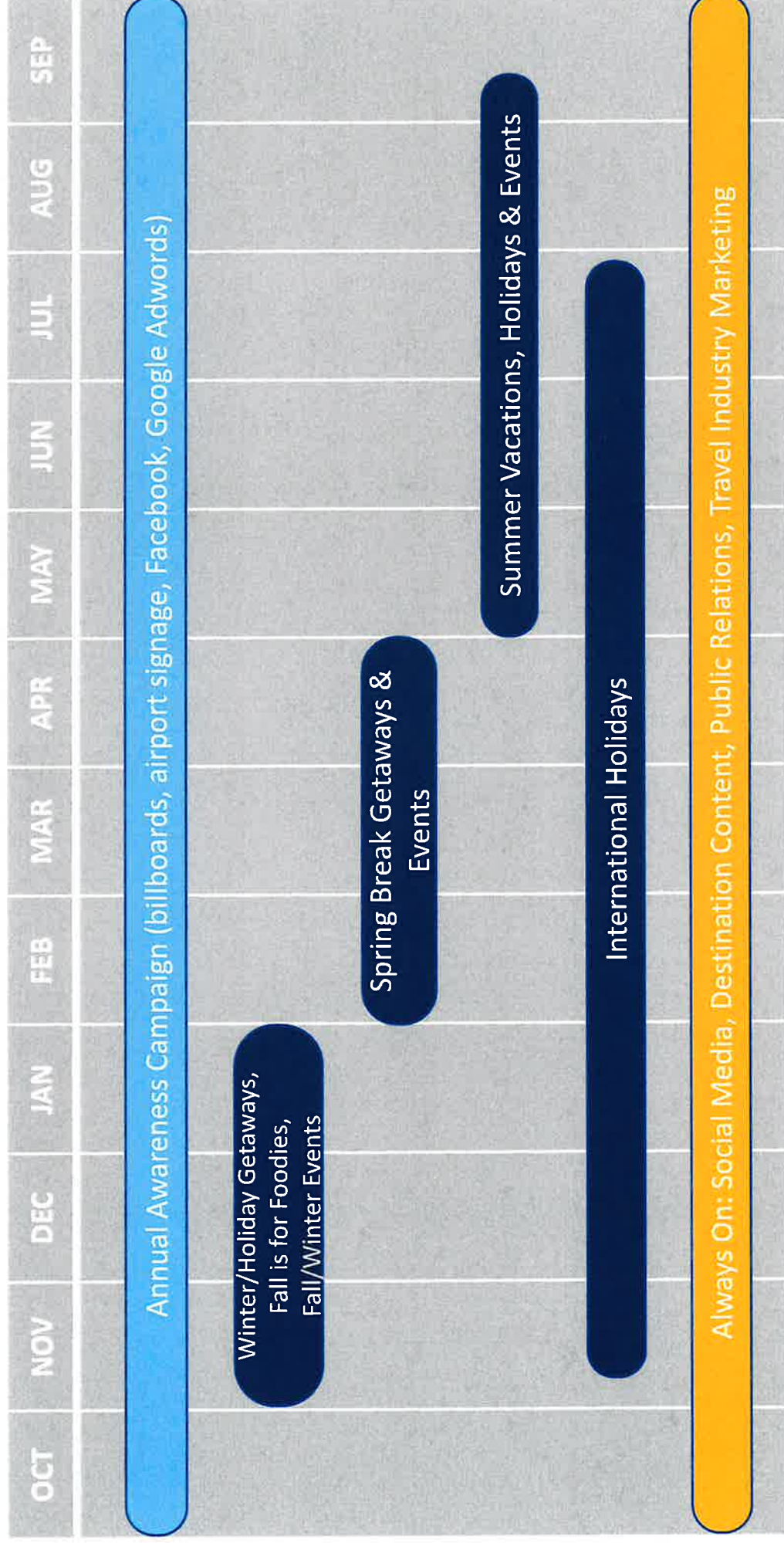


IMPLEMENTATION



MESSAGING CALENDAR

Featuring a targeted mix of always-on branding awareness messages, conversion-focused seasonal advertising and specialty niche campaigns



ADVERTISING CAMPAIGN OVERVIEWS

CREATE ADVERTISING CAMPAIGNS THAT INCREASE DESTINATION DEMAND AND INFLUENCE OVERNIGHT STAYS FROM KEY MARKETS

Annual Campaign - \$2,470,000

Brand awareness placements such as out of home (billboards), airport signage, search keywords and paid social media.

Seasonal Campaigns - \$7,035,000

Layered media placements to raise awareness, generate leads, and increase conversions. Includes TV & streaming, radio & audio, programmatic digital, custom content outlets, paid social media.

- *Estimated budget by season: Fall/Winter - \$1,000,000
Spring - \$2,400,000
Summer - \$3,635,000*
- *Destination events will receive some level of support depending on the size of the event. The expenses for promotion of events are included in the budget by season.*
- *Note: For the Fall Campaign, the elections will take up a significant amount of media time in October, so other than a maintenance level of media, the fall campaign will begin after November 5. It will extend into January to promote winter travel.*
- *Ongoing monitoring of economic conditions will continue into next year, and we will be flexible in adjusting, removing or adding to our target markets and re-allocating budget as needed to respond appropriately and maximize spending.*

INTEGRATED ADVERTISING PLATFORMS AND POSSIBLE VENDORS

Out-of-Home (billboards, airport signage, brochure distribution)

- Raise awareness and leverage targeting of travelers through high traffic routes, baggage claim, and rental car locations. Also, possible construction of a permanent, rocket-shaped board at Orlando Airport and SR 528. Also, wrap of Brightline train.
 - Clear Channel, Lamar, Outfront, BeSeen, GSTV, JCDecaux (Orlando International Airport), Murphy Media Group, Consult McIntyre, LLC, MCO, FPIS, Kenney Communications, White Clouds, Atomic Props, Kern Studios, Outdoor Image, Moss Holding, All Service Graphics, Brightline, Vomela Transportation Group, Florida Warehouse and Storage, International Minute Press, PakMail, Saddle Creek Logistic Services

Radio (digital, traditional, podcasts)

- Connect with highly engaged targeted audience where they are consuming audio.
 - iHeart Radio, Pandora, Spotify, NPR

Digital Advertising (programmatic display, search, video)

- Meet the targeted potential visitor online with the right message to match where they are in the planning process. Continually optimizing to drive bookings.
 - Google (Alphabet), Adara, Conversant, Sojern, TravelSpike, Nativo, Dstillery, Expedia, Undertone, Illumin, Causal IQ, GumGum, Accuweather, Foursquare, Journera, Priceline, A.ki, Groundtruth, Simpli.fi

Paid Social Media

- Inspire the visitor, engage with them throughout their planning process and drive leads for more information.
 - Facebook/Instagram (Meta), YouTube

Video (cable/connected tv/streaming/social)

- Increase awareness and target prospective travelers with high impact creative.
 - Comcast, Spectrum, SpotX (Magnite), Hulu, Visit Florida Co-Ops

Specialty Outlets & Custom Content Providers

- Generate relevant long form custom editorial, video & social content to engage the consumer and drive quality leads.
 - Lonely Planet, Smithsonian, Conde Nast, AAA, Visit Florida, Orlando Magazine, Parent Magazine, Atlanta Parent, Space Coast Fun Guide/Belden Communications, Graft UK Guide, Misty Wells Let's Take It Outside, JT Kenney Fishing, Matador Network, RV There Yet, Florida Golf Guide, Fish Florida, Major League Fishing, LocalIQ, Orlando Sentinel, Student Group Travel, Atlas Obscura, National Geographic, Outcoast, Places to Love, Travel Weekly, Mommy Poppins, Blair Wiggins Outdoors MPI-McCabe, Bill Dance Outdoors, TravelZoo, TripAdvisor, Family Travel with Colleen Kelly, Tinybeans, Maverick Multimedia, Destination Media, McCabe Productions/RV There Yet, Miles Partnership

PERFORMANCE METRICS

ASSESS CAMPAIGN PERFORMANCE

- Prioritize tactics that can be measured and utilize results to improve efforts to reach potential visitors.
- Utilize comprehensive suite of resources to measure performance indicators and results:
 - Market growth reports (Room Night Demand, RevPAR, Tourism Development Tax Growth)
 - Booking data reported through Adara & Expedia
 - Direct advertising influence as reported by survey respondents
 - Measurement goals set for marketing key performance indicators
 - Competitor and trend analysis via market research, leading industry organizations

Possible Vendors: Datorama/Salesforce, Adara, Google Analytics, Meta, Datafy, Expedia, SEMRush, Downs & St. Germain

Performance Tactic	Budget FY 2024-25
Tourist Development Tax Growth	3.00%
Tourist Development Tax Collection	\$27,000,000
Social Media Follower Growth	30,000
Social Media Engagement - Paid	7,000,000
Facebook - Brand Awareness Digital Impressions - Paid	100,000,000
Google - Brand Awareness - Paid	50,000,000
Digital Advertising Impressions	250,000,000
Digital App/Launch Console Downloads	100,000
Connected & Cable TV Impressions	40,000,000
Email Lead Generation	10,000
Email Open Rate	35%
Email Click Through To Open Rate	25%
Vacation Planner Views & Website Requests	20,000
Website Total Users	2,000,000
Website Average Session Duration	1:00
Billboard Impressions	500,000,000
Earned Media Value	\$ 10,000,000
Media ROI	55 to 1

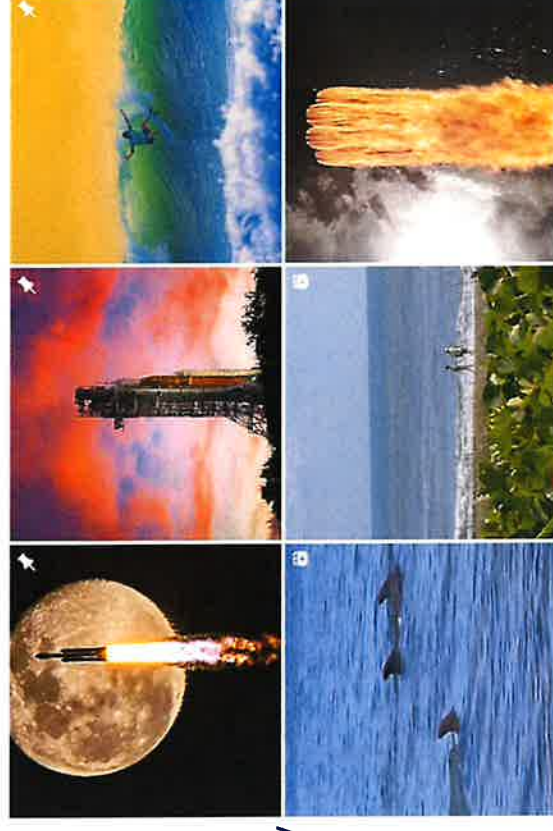
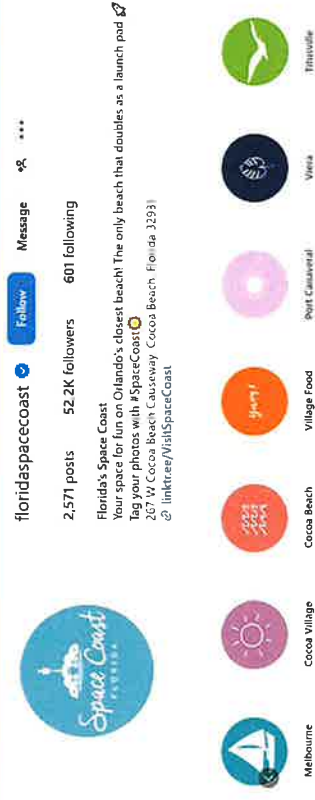
EARNED & OWNED MEDIA

CREATIVE, PRODUCTION, CONTENT, SOCIAL MEDIA, AND WEBSITE

INSPIRE AND ENGAGE WITH VISITORS FROM AROUND THE WORLD. PROVIDE USEFUL, ACCURATE, TIMELY DESTINATION INFORMATION TO VISITORS.

BUDGET \$1,270,000

- Create inspiring and engaging assets with mixed media to be distributed among multiple channels.
- Develop fun social media promotions to drive engagement (scavenger hunts, post a picture, win prizes at VIC)
- Create month-long themed promotions – Museum Month, Downtown Month, etc.
- Collect and curate user generated content with Crowdriff.
- Foster destination champions by participating in online community conversations with #SpaceCoast.
- Work with content creators to enhance destination footprint online.
- Utilize trending topics & performance metrics to refine content strategy.
- Grow interest-based consumer email list and create high quality content delivered through automated funnels.
- Develop new video b-roll package and partner use photo albums.

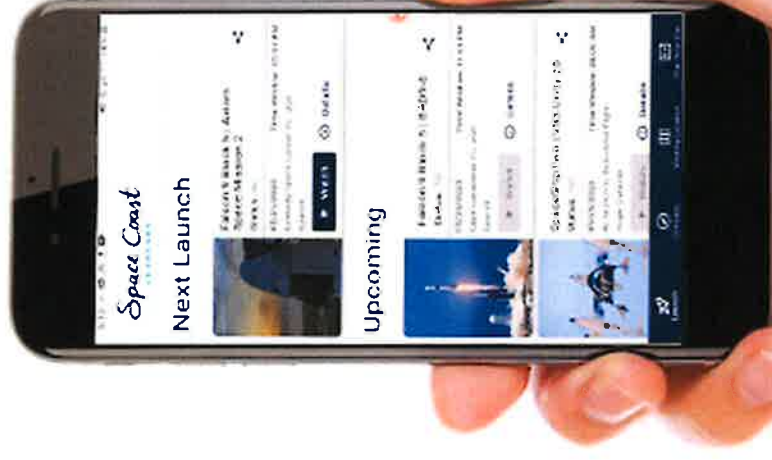


Possible Vendors: &Barr, Current, Concepta, Crowdriff, Loomly, Cassie Fischer, Amazon Web Services, Flywheel, Cloudflare, GoDaddy, Adobe, Campaign Monitor, Issuu, Proxi, ASG, Tinify, Keeper, Influencekit, Amplitude, Pendo, aRes, Eternal Fire Media, WordPress, Space Coast Advertising, Carine Carmack, All Media Marketing, Geiger, Robert Mutchler, NPI Productions, Pioneer-Coastal Lithographic, Vimeo

CREATIVE, PRODUCTION, CONTENT, SOCIAL MEDIA, AND WEBSITE (CONT.)

- Website and application hosting and domain management services.
- Ongoing website search engine optimizations and accessibility efforts.
- Creative design, advertising production, print photography, TV, video, and radio commercial production, agency support.
- Connect to community stakeholders through regular industry newsletter.
- Connect offline content with online resources – ex. use of QR Codes and trackable links in the guide.
- Create .org business site to host business to business-based resources.

Possible Vendors: On the Spot Media, Shutterstock, Getty Images, iStock, Pond5, Envato Elements, Giles Partington (Gesture Digital), Christian Stewart, Oxenfree Film & Motion, Adam Showen (Dog Water Films), Rich Johnson (Spectacle Photo), Nick Pecori, Diamond View Studios, Indie Atlantic Films, Scott Cook, Scott Harben, John Deeb, Diamond Model and Talent Agency, Professionally Pretty, Level Talent Group, BMG Global, Sprout Kids Agency, Stephanie Mazzeo, Tracie Cervero, Kellie Lynn Dreher, Ana Crane, Mary Cucci (Word Charmers), Bulletproof Proofing, Retouchup.com, Amazon, Target, Walmart, Amy Malizia, AVISPL, Erin McGrath (Creating Margin)



PUBLIC RELATIONS AND FILM

GENERATE POSITIVE EARNED MEDIA FOR THE DESTINATION

BUDGET: \$250,000

- Public Relations Initiatives
 - Use beach, space, cruise, and nature to drive year-round local, regional, national, international outreach and coverage.
 - Host content creator social media programs & media familiarization tours (FAMs) in market to showcase new experiences, seasonal events, and unique experiences.
 - Inspire prospective travelers with rich storytelling aligned with key marketing messages.
 - Leverage the number of launches for media stories and position office as Tourism Office for Space.
- Space Coast Film Commission
 - Review & file film permits for Brevard County. Assists filmmakers in securing locations, connecting with County/Municipality services, and adhering to local ordinances.
 - Works to attract productions to the area to bring revenue, increase awareness of the Space Coast and can encourage fans of the film to visit to experience in person.



Possible Vendors: Butin PR, Visit Florida, Film Florida

ADDITIONAL MARKETING ACTIVITIES



STRATEGIC CO-OPS & PARTNERSHIPS

MAXIMIZE RELATIONSHIPS AND AMPLIFY DESTINATION MESSAGE TO NEW AUDIENCES

BUDGET: \$300,000

- Melbourne Orlando International Airport (MLB): support increased air service growth with new markets and drive demand from direct service markets.
- Port Canaveral: support increased cruise demand and drive overnight stays pre and post cruise.
- Chambers of Commerce: support efforts to educate the visitor on what to do while in market, lengthen their stays. Promote the area as a great place to live, work, and play.
- Economic Development Commission (EDC): Continue to work with Mission Space Coast initiative and support the unified brand where it makes sense to set our region apart for business, talent attraction and retention in addition to tourism. Also, continue partnership on Launches & Lagers program.



Possible Vendors: MLB, Space Coast EDC, Chambers of Commerce (Titusville, Palm Bay, Melbourne, Cocoa Beach), Port Canaveral, Royal Caribbean, Carnival, Norwegian, MSC, Allegiant Airways, Sun Country Airlines, Delta Airlines, American Airlines, Cocoa Beach Hotel & Lodging Association, Viera Company, Visit Orlando, Delaware North

SPORTS

INCREASE AWARENESS OF FLORIDA'S SPACE COAST AS A TOP DESTINATION FOR SPORTS TEAMS AND COMPETITION EVENTS

BUDGET: \$340,000

Administer Support Programs

- Support sporting events and competitions to reach national and regional audiences and increase overnight stays.
- Award qualified events with marketing support.
- Events that reach a minimum of 200 room nights can get up to \$25,000 in Marketing Support funding including payment for rental of Brevard County facilities as determined by TDO staff.

Event Promotion/Sponsorship

- Work with event planners to integrate event messaging into appropriate marketing outlets and sponsor where appropriate.

Identify and pursue sports marketing & competition opportunities that generate economic impact for Brevard County.

Exhibit & Conduct Meetings at Industry Shows.

- Sports ETA, FSF Annual Summit, Dad Vail Regatta, Intercollegiate Women's Lacrosse, National Fastpitch Coaches, American Baseball Coaches



Possible Vendors: USSSA, NCAA, Inside Pitch (ABCA), Fastpitch Delivery (NFCA), AVCA Magazine, US Lacrosse, Big Time Softball, Due North Media, Sunshine Sports Council, Florida Sports Foundation, TEAMS, US Sports Congress, US Rowing, Jefferson Dad Vail Regatta, Brevard County Parks & Rec, National Recreation and Park Association, Florida Recreation and Park Association, Florida High School Athletic Association, National Federation of State High School Associations, Amateur Athletic Union, The Esports Journal, Intercollegiate Women's Lacrosse Coaches Association, National Junior College Athletic Association, Sunshine State Conference, National Association of Intercollegiate Athletics, Playeasy, Great Scott Productions, Maverick/Space Coast Daily, Sports Destination Management, Play On, Inc., Sports ETA, Seamans Media, Row2K, Rowing News, 4Imprint, Boombah, Overnight Prints, SEQL, Team IP

SPORTS



ON FLORIDA'S
Space Coast

SCORE BIG ON THE SPACE COAST!
Host your sporting event here.

[LEARN MORE](#)



ON FLORIDA'S
Space Coast

**PLAY WHERE THE ROCKETS PLAY.
LACROSSE ON THE SPACE COAST.**
Host your sporting event here.

[LEARN MORE](#)



ON FLORIDA'S
Space Coast

**ROW TO VICTORY ON
THE SPACE COAST!**
Host your sporting event here.

[LEARN MORE](#)

Possible Event Organizers: Central Brevard Soccer, Inc., Eastern Florida State College, American Junior Golf Assoc., Eastern Surfing Assoc., Space Coast United Soccer Club, Canales Legacy Unlimited, Columbia University Women's Golf, National Kidney Foundation of FL, Softball Magazine, Inc., Beach 'N Boards Fest, LLC, American Cancer Society, Inc., Space Coast Spring Training, Perfect Game Baseball, Ripken Baseball, Prep Baseball Tournaments, Prep Baseball Report Baseball, DS Sports Events, IBC Baseball, Triple Crown Baseball, RussMatt Baseball, United Soccer League, Smooth Running, LLC, National Women's Soccer League, Brevard Soccer Academy, Titusville Soccer Club, Brevard Soccer Club, Florida Youth Soccer Youth Association, United States Soccer Federation, United States Fastpitch Association, Florida Tech Softball, HBCU Invitational Softball, International Senior Softball Association, Florida Tech Lacrosse, Florida Travel Lacrosse League, Brevard Bulls Basketball, NJCAA and member institutions, NJCAA and member institutions, C1N

Possible Event Organizers (continued): Taylored Athletes Basketball American Basketball Association, Florida Sunblazers Basketball, Dynasty Basketball, Youth Basketball of America, University of Louisville Women's Golf, College Hockey South, Florida Tech Hockey, Florida Tech eSports, Florida Tech, Space Force Marathon, Eastern Surfing Association, FIRST Robotics, USA Ultimate, Amateur Athletic Union, Brevard Public Schools, Professional Disc Golf Association, United Flag Football League, Cape Coast Volleyball Club, Sebastian River Rowing, Florida Tech Rowing, Space Coast Crew, United States Tennis Association, Sunshine State Conference, Florida Sports Foundation, Florida High School Association, Amateur Athletic Union, Intercollegiate Women's Lacrosse Coaches Association, Rockledge Youth Football, Mid-Florida Football Conference, NAIA and member institutions, NCCAA and member institutions, NFHS, BCASCA Cricket, Viera Hawks Cricket Club

INTERNATIONAL

GROW MARKET BASE IN TARGETED INTERNATIONAL LOCATIONS

BUDGET \$1,000,000

- Continue working with TUI to increase awareness of the Space Coast with the UK consumer, as well as Germany and Ireland.
- Drive demand from Canada through targeted advertising placements.
- Utilize partners for international co-op advertising programs, agent training opportunities, and marketing placements.
- Contracted with Tricia Henson Consulting for International Representation by Rukhsana Timmis in the UK and the European Union.
- Coordinate media pitches with existing PR agency, Butin's, London based publicist.
- Conduct survey research to track results.



Possible Vendors: BrandUSA/Miles Partnership, Visit Florida, TUI/Intercruises, Sunwing/West Jet, Porter, Tricia Henson Consulting, Rogers Media, The Telegraph, KSCVC, Graft Multi Media

TRAVEL INDUSTRY RELATIONS

RAISE AWARENESS OF FLORIDA'S SPACE COAST WITH TRAVEL ADVISORS AND TOUR OPERATORS

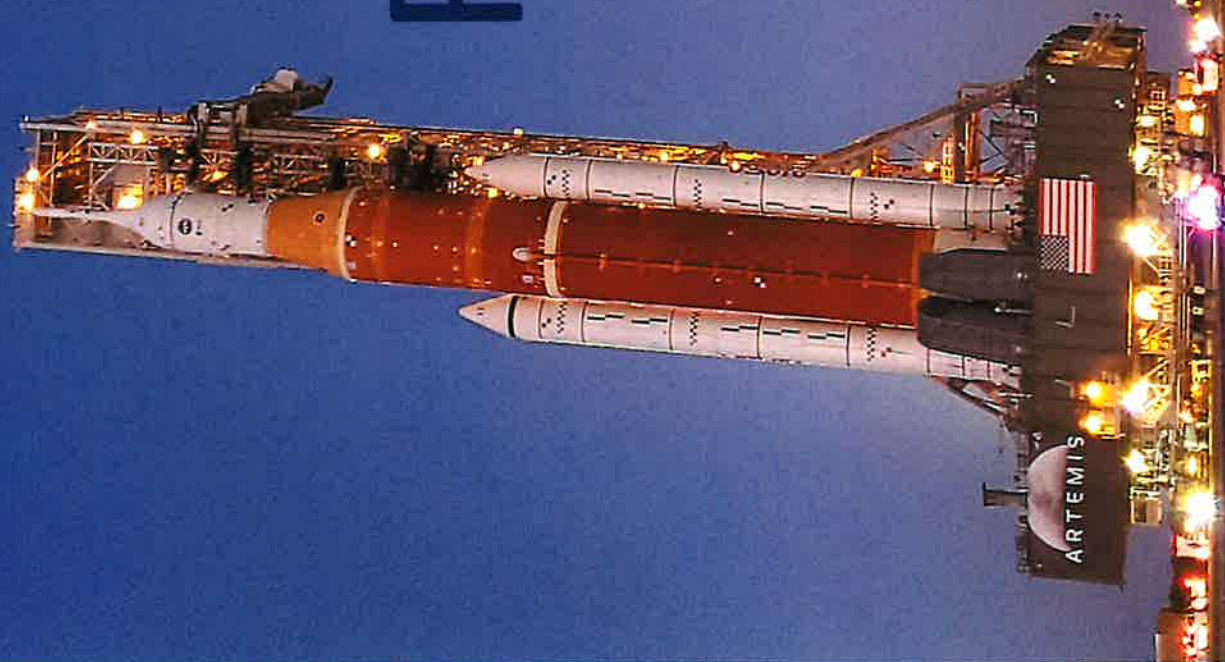
BUDGET: \$45,000

- Provide online training through webinars with travel advisors, online travel agency call centers and tour operators. Continue to build out Travel Professionals webpage.
- Host travel advisor familiarization (FAM) tours for cruise planners, group planners and specialty travel markets by exposing them to our destination to increase their clients' stays and spend.
- Exhibit & conduct meetings at industry shows.
 - Cruise360, Cruise World, Florida Huddle, American Society of Travel Agents (ASTA), Travel Advisors of the Mid-South (TAMS), IPW (when in Southeast), Peninsula Shows, Connect
- Sales mission with cruise lines and area hotels.
- Travel Advisors destination monthly e-newsletter featuring what's new, changes at Port Canaveral, MLB, hotels and area attractions, and opportunities for increased commissions.
- Support the meetings market with additional website support and industry marketing.
- Support the meetings market with memberships in appropriate meeting planner organizations.
- Conduct meeting planner familiarization (FAM) tours and sales blitzes in key markets.



Possible Vendors: Visit Florida, ASTA, AAA, US Travel, CLIA, Northstar, Royal Caribbean International, Celebrity Cruises, Carnival Cruise Line, Travel Market Report, Vacation Access, Peninsula Shows, BTM Coaches, MPI, FSAE, Cvent.

RESEARCH



RESEARCH

USE RESEARCH TO MAXIMIZE DATA AND OPTIMIZE EFFORTS

BUDGET: \$220,000

Datafy:

- Measures population movement around the destination
- Event attendance measurement
- Points of Interest foot traffic

Downs & St. Germain Research:

- Conducts surveys such as Brand Awareness and Visitor Economic Impact
- Allows agile response to research questions

STR & Key Data Dashboard:

- Resource providing market insights on hotel and vacation rentals



Possible Vendors: STR, Downs & St. Germain Research, Datafy, Florida Tech, Key Data, Zartico, Adara, Arrivalist, Rockport Analytics, Tourism Economics, Wantstats Research

OTHER BUDGETED ITEMS

Remaining Items in Marketing Budget

\$305,000

- Travel Expenses (\$32,000)
- Memberships (\$30,000)
- Tax Collector Allocation (\$243,000)



Possible Vendors: FADMO/Destinations Florida, Sportfishing, Visit Florida, Outdoor Writers, National Association of Sports Comm, Film Florida, FPRA, PRSA, Visit Orlando, LEAD, TTRA, ESTO, FHIA, US Travel Association

THANK YOU!

Q & A