

ST. JOHNS COUNTY
TOURIST DEVELOPMENT COUNCIL MEETING
APRIL 20, 2026 - 1:30 PM
COUNTY AUDITORIUM

1. CALL TO ORDER – Troy Blevins, Chair
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVAL OF AGENDA (**Action Required**)
5. APPROVAL OF MINUTES (**Action Required**) (Pages 2 – 6)
 - Regular Meeting Minutes – March 16, 2026
 - Public Comment
6. PUBLIC COMMENT – 3 minutes, not related to agenda items
7. REPORT ON BED TAX COLLECTION PROCESSES AND AVAILABLE REPORTING – Jennifer Ravan, SJC Tax Collector
8. VISITOR/ECONOMIC IMPACT STUDY REPORT – Downs & St. Germain Research
 - 2025 Annual Visitation (Pages 8 – 39)
 - 2025 Nights of Lights Economic Impact Report (Pages 40 – 59)
9. MONTHLY REPORTS (Provided in Packets) (Pages 60 – 101)
 - February Bed Tax Collections
 - VCB April Monthly Report
 - 2026 Creative Showcase Video
10. MEMBER COMMENTS
11. NEXT MEETING DATE – May 18, 2026
12. ADJOURN

TDC Regular Meeting – April 20, 2026

Agenda Item 5 – Approval of Minutes (**Action Required**)

- Regular Meeting – March 16, 2026
- Public Comment



**Minutes of Meeting
Tourist Development Council
St. Johns County, Florida**
County Administration Building
500 San Sebastian View
St. Augustine, Florida 32084
March 16, 2026 - 1:30 p.m.

1. CALL TO ORDER

Blevins called the meeting to order at 1:31 p.m.

Present: Troy Blevins, District 5, Chair
Charles Cox, District 3, Vice Chair
Irving Kass, District 2
Nancy Sikes-Kline, Mayor, City of St. Augustine Representative
Michael Gordon, District 4

Absent: Sarah Arnold, BCC Representative
Beth Sweeny, Mayor, St. Augustine Beach City Commission, Seat 2
Michael Wicks, District 4
Regina G. Phillips, District 2

Staff Present: Dena Masters, Senior Tourist Development Council Administrator
Lex Taylor, Deputy County Attorney
Artricia Allen, Deputy Clerk

2. PLEDGE OF ALLEGIANCE

Blevins led the Pledge of Allegiance.

3. ROLL CALL

Masters called the roll.

4. APPROVAL OF AGENDA

Motion by Cox, seconded by Kass, carried 5/0, with Phillips, Arnold, Sweeny, and Wicks absent, to approve the Agenda, as submitted.

Yea: Blevins, Cox, Kass, Sikes-Kline, Gordon

Nay: None

Absent: Phillips, Arnold, Sweeny, Wicks

5. APPROVAL OF MINUTES

Motion by Cox, seconded by Kass, carried 6/0, with Arnold, Sweeny, and Wicks absent, to approve the minutes for February 2, 2026, workshop and February 23, 2026, regular meeting, as submitted.

Yea: Blevins, Cox, Kass, Sikes-Kline, Gordon, Phillips

Nay: None

Absent: Arnold, Sweeny, Wicks

6. PUBLIC COMMENT

There was none.

7. SING OUT LOUD 2025 REVIEW UPDATE

Diana Mzrkovits, Director of Public Relations and Partnerships for St. Johns County Cultural Events, presented an update on the 2025 Sing Out Loud review and future strategy discussion.

Discussion ensued on no events being held at Frances Field in September, while activities would continue throughout the month. Questions were raised about budget impacts, funding carryovers, and the potential use of funds for marketing. Council members supported increasing local promotion of the event and discussed scheduling, venue selection, and application processes.

8. ST. JOHNS CULTURAL COUNCIL UPDATES

Jeff Potts, Director of the Cultural Council, presented an update on the Arts, Heritage, and Culture Grant Scoring criteria and the Black Heritage Trail.

Discussion ensued on peak tourism periods, and adjustments were made to encourage extended events on lower-demand days. Appreciation was expressed for the director's incorporating of Fish Island into the theme and for adding the Frederick Douglass statue to the Black Heritage Trail.

9. SIGNATURE SEASONS INITIATIVE FOLLOW-UP DISCUSSION

Kass presented the details of the signature season initiative. Discussion ensued supporting the marketing strategy, emphasizing repeat visitation, event-driven promotion, and alignment with the arts to increase attendance.

10. MONTHLY REPORTS

Masters stated that the monthly reports were included in the agenda packet and presented the details of the reports. Discussion ensued on lodging data, raising questions about tracking room nights and occupancy rates to better assess performance, as well as obtaining more precise data from the tax collector, including breakdowns by municipality rather than zip code.

Susan Phillips, President and Chief Executive Officer of the St. Augustine, Ponte Vedra, and the Beaches Visitors and Convention Bureau, provided an update that a research firm would present studies on annual visitation and the Nights of Lights event, and displayed a video on the Florida Historic Coast. She also announced that annual tourism workshops would be held to gather stakeholder input, with findings to be shared the following month at the Tourist Development Council meeting.

MEMBER COMMENTS

Blevins introduced Melissa Wissel, City of St. Augustine Communication Director, who invited the community to the first annual St. Augustine Community Table event, to be held on March 27, 2026, in partnership with Flagler College and the St. Augustine Sister Cities Association (Exhibit A).

Blevins spoke on the “Park Bench History” proposal to honor St. Augustine’s 250th anniversary, inspired by the Frederick Douglass bench, featuring historical benches throughout the city. He emphasized engaging children through QR codes and audio storytelling and suggested phased funding. Discussion ensued on supporting public art, concerns about pulling from other history exhibits, kids’ engagement, and funding.

Public Comment:

Susan Phillips, President and Chief Executive Officer of the St. Augustine, Ponte Vedra, and the Beaches Visitors Convention Bureau, spoke in support of the project and stated she would be available to assist.

Jeff Potts, Director of the St. Johns Cultural Council, spoke on slowing the pace to work with local artists and expressed interest in participating in site selection or connecting the Council with local artists.

Blevins requested that City of St. Augustine and County representatives, along with Potts, Phillips, or their delegates, participate in further discussions.

Gordon reported on the Professional Golfers Association Tour event in Ponte Vedra, highlighting high occupancy rates and favorable weather, and noted that preparations would begin for the following year.

Sikes-Kline highlighted the new Visitors Information Center exhibit on Irish roots, noted visitor interaction with the Frederick Douglass bench, and promoted the micro-space for future themed exhibits and local sites.

11. NEXT MEETING DATE

The next meeting was scheduled for April 20, 2026.

12. ADJOURN

With no further business to come before the Council, the meeting adjourned at 2:38 p.m.

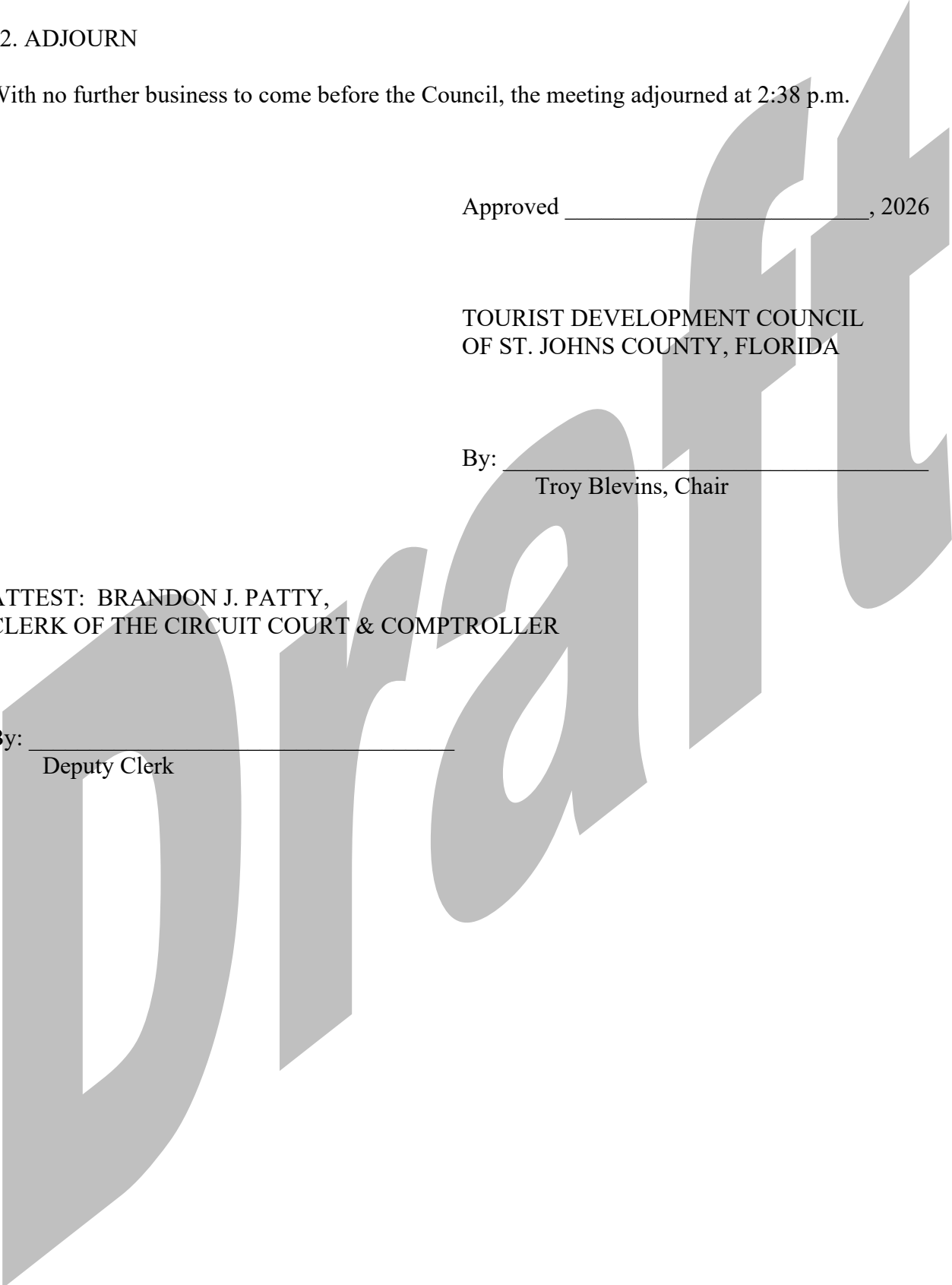
Approved _____, 2026

TOURIST DEVELOPMENT COUNCIL
OF ST. JOHNS COUNTY, FLORIDA

By: _____
Troy Blevins, Chair

ATTEST: BRANDON J. PATTY,
CLERK OF THE CIRCUIT COURT & COMPTROLLER

By: _____
Deputy Clerk



TDC Regular Meeting – April 20, 2026

Agenda Item 7 – Report on Bed Tax Collection Processes and Reporting
Jennifer Ravan, SJC Tax Collector

TDC Regular Meeting – April 20, 2026

Agenda Item 8 – Visitor/Economic Impact Study Report – Downs & St. Germain Research

- 2025 Annual Visitation
- 2025 Nights of Lights Economic Impact

ST. JOHNS COUNTY

Economic Impact & Visitor Tracking Study
January 2025 to December 2025



**ST. AUGUSTINE
PONTE VEDRA**
FLORIDA'S HISTORIC COAST®

ECONOMIC IMPACT



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

VISITORS

CY 2025

St. Johns County attracted

2,791,200

visitors in CY 2025



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

DIRECT SPENDING

CY 2025

St. Johns County visitors spent

\$1,593,477,000

on accommodations, restaurants,
groceries, transportation, attractions,
entertainment, and shopping within the
county in CY 2025



ECONOMIC IMPACT

CY 2025

Visitor spending generated a total economic impact¹ of

\$2,001,797,910

on St. Johns County

¹ Total economic impact is a function of direct spending by visitors in the St. Augustine/Ponte Vedra area, as well as the indirect and induced effects of this spending, such as increased business and household spending generated by tourism dollars. Downs & St. Germain Research uses IMPLAN economic impact analysis modeling to determine the total economic output based on direct expenditure data collected from visitors to the St. Augustine/Ponte Vedra area. Agencies such as FEMA, EPA, Federal Reserve Bank, and the Bureau of Land Management use IMPLAN modeling.



ROOM NIGHTS

CY 2025

St. Johns County visitors
generated

2,370,510

room nights¹ in paid
accommodations within the
county in CY 2025



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

TOURIST DEVELOPMENT TAX

CY 2025

Lodging expenditures by visitors
to St. Johns County generated

\$24,649,055

in TDT¹ collected



LOCAL TAXES SUPPORTED BY VISITORS

CY 2025

Visitors to St. Johns County
supported
\$81,600,490
in local taxes



JOBS & WAGES

CY 2025

Tourism in St. Johns County supported

14,600

local jobs, supporting

\$575,561,680

in wages and salaries within the county



VISITORS SUPPORT JOBS

CY 2025

For every

190

visitors, one job is supported in
St. Johns County



HOUSEHOLD SAVINGS

CY 2025

Visitors to St. Johns County saved residents

\$620

in local taxes per household in CY 2025



VISITOR PROFILE SUMMARY



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

VISITOR PROFILE

CY 2025



80%
Drove

38%
Traveled with Children²

3.3
Travel Party Size¹

4.0
Length of Stay¹

¹Includes visitors staying in paid accommodations, nonpaid accommodations, and day trippers.

²Children are defined as people under 18 years old.

VISITOR TYPE¹

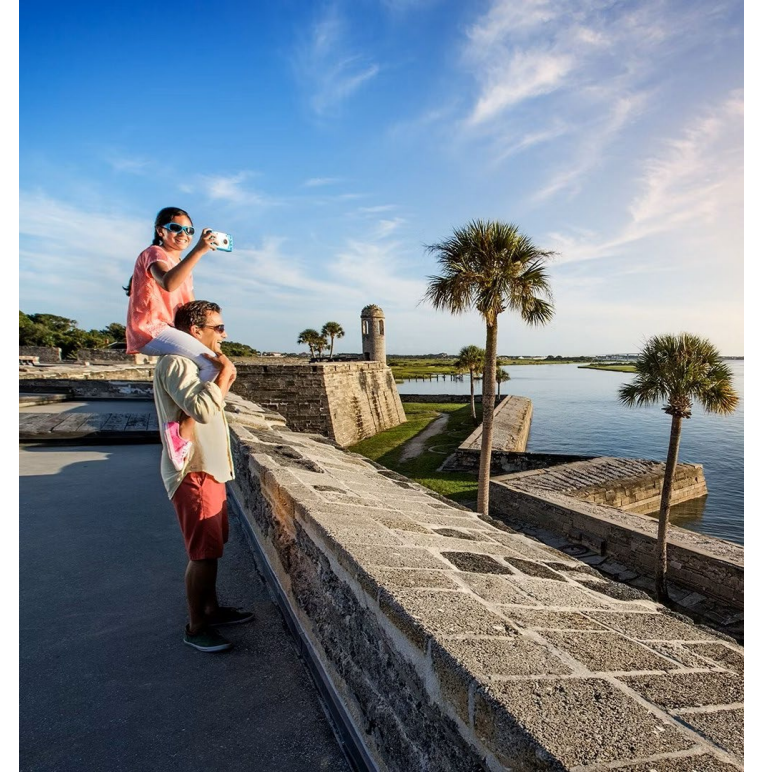
CY 2025



Paid accommodations²
65%



Nonpaid accommodations³
15%



Day trippers
20%

¹See Appendix II for data comparisons by visitor type.

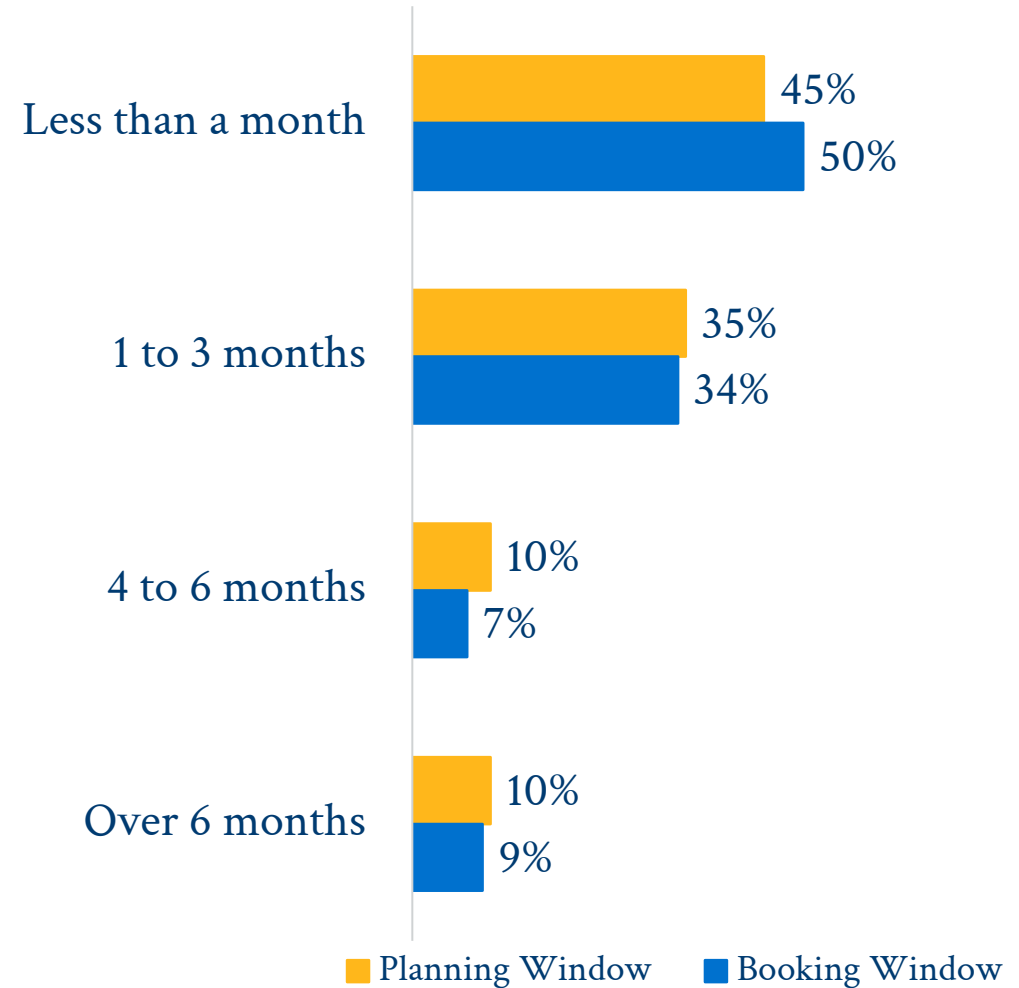
²Visitors staying in a hotel/motel/resort, vacation rental, RV park/campground, and bed & breakfast.

³Visitors staying in a second home, timeshare, or with friends/relatives.

TRIP PLANNING & BOOKING CYCLE: OVERNIGHT VISITORS

CY 2025

On average, overnight visitors¹ **planned** their trip **41 days** in advance and **booked** their trip **30 days** in advance.

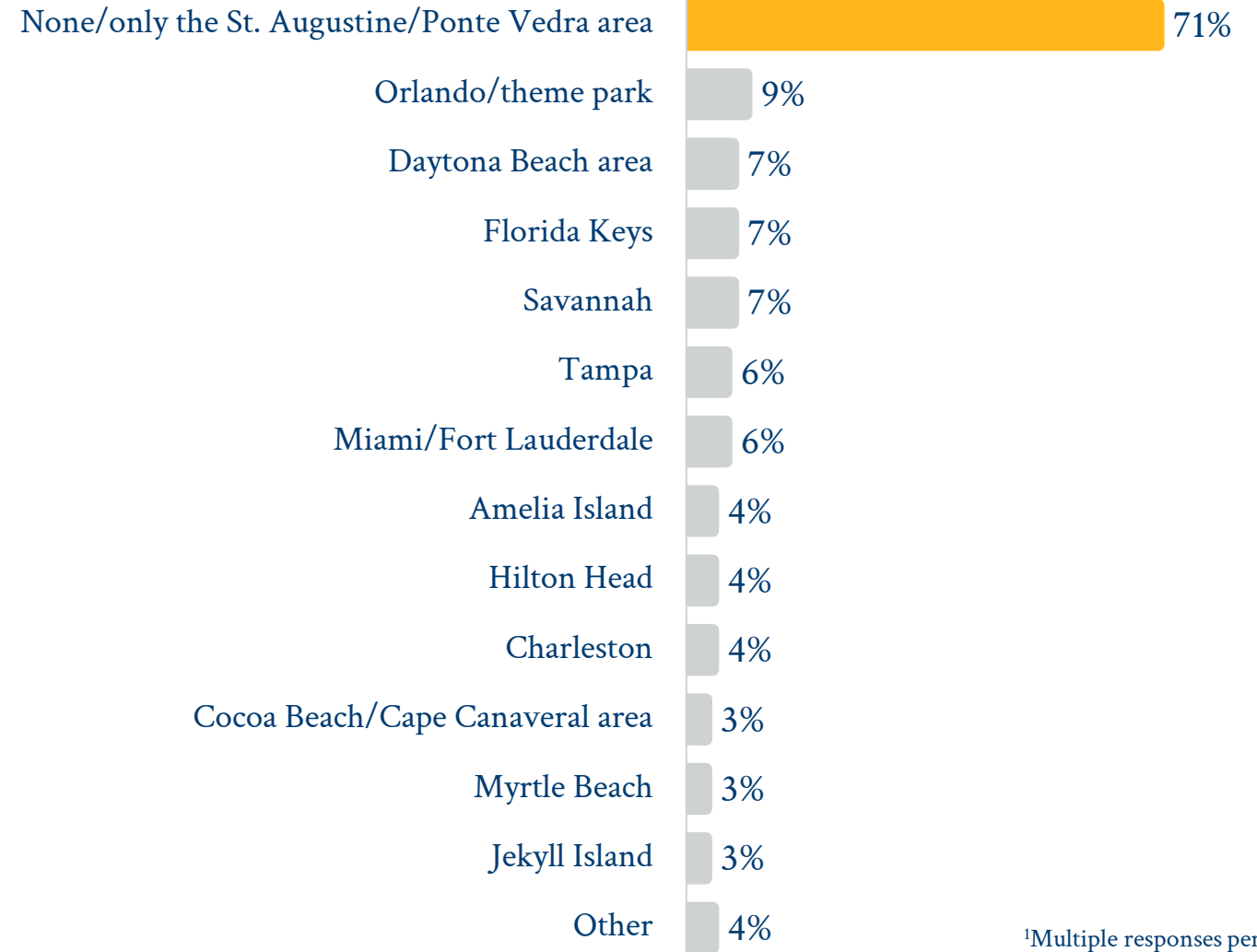


¹Excludes day trippers.

TRIP PLANNING DESTINATIONS¹

CY 2025

Nearly 3 in 4 visitors only considered the St. Augustine/Ponte Vedra area when planning their trip



¹Multiple responses permitted.

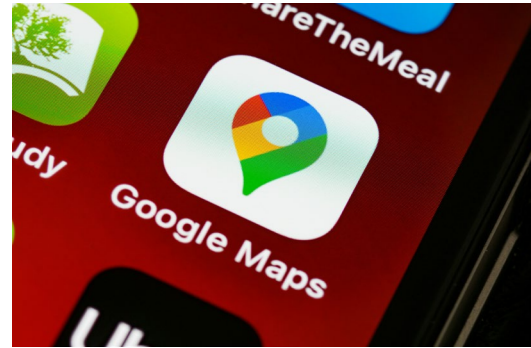


TOP TRIP PLANNING SOURCES¹

CY 2025



Friends/relatives
40%



Mapping websites
37%



Previous Visit
33%



Destination websites²
33%



Hotel websites/apps
28%



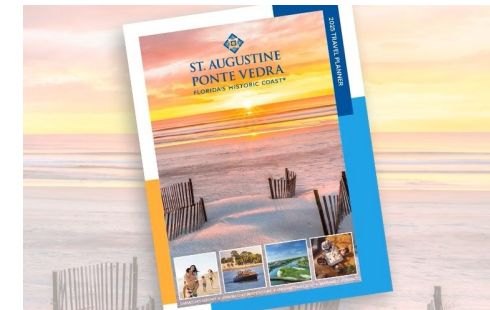
Vacation rental company
27%



Review website/app
26%



Video streaming services
24%



Visitor guide/brochure
21%



TOP REASONS FOR VISITING¹

CY 2025



Beach vacation/leisure trip
48%



Visit friends/relatives
22%



Visit historical sites
20%

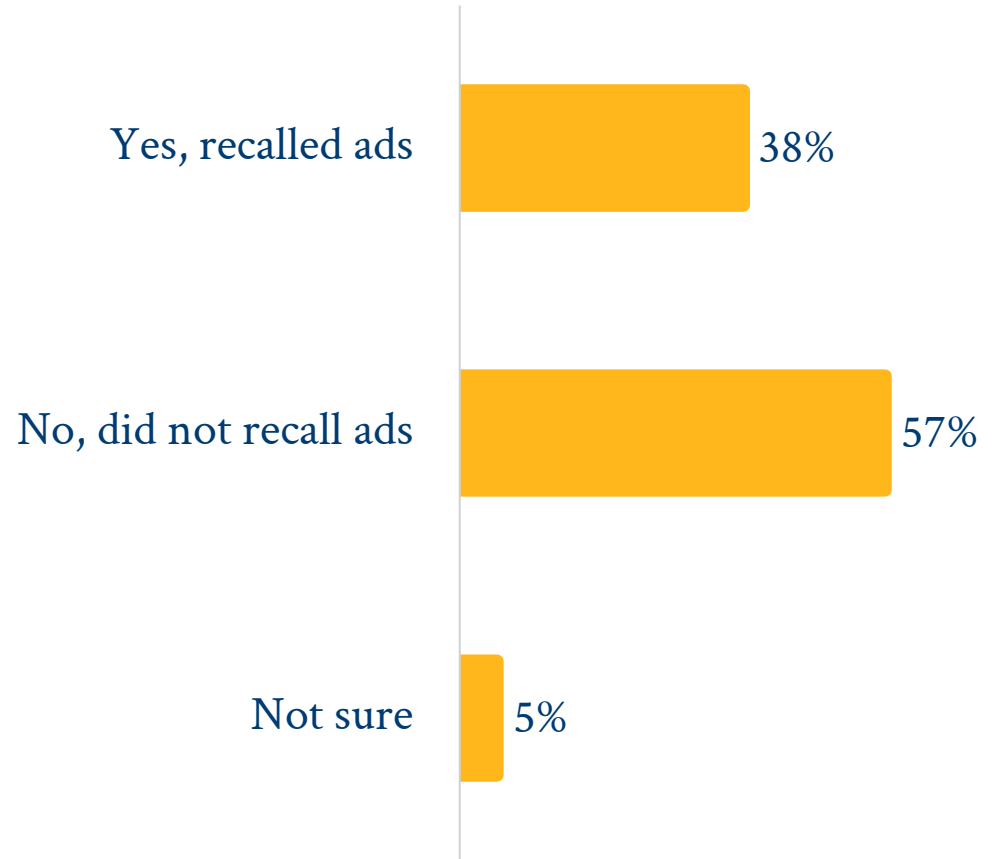
¹Multiple responses permitted.

ADVERTISING RECALL

CY 2025

Nearly 2 in 5 visitors recalled advertising about the St. Augustine/Ponte Vedra area

This information influenced 31% of all visitors to visit the St. Augustine/Ponte Vedra area.



TOP ADVERTISING SOURCES¹

CY 2025

Base: 38% of visitors who recalled advertising



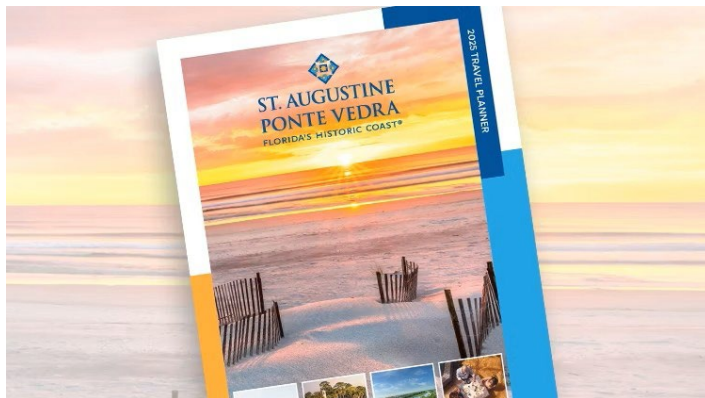
Video streaming services
41%



Friends/relatives social media
40%



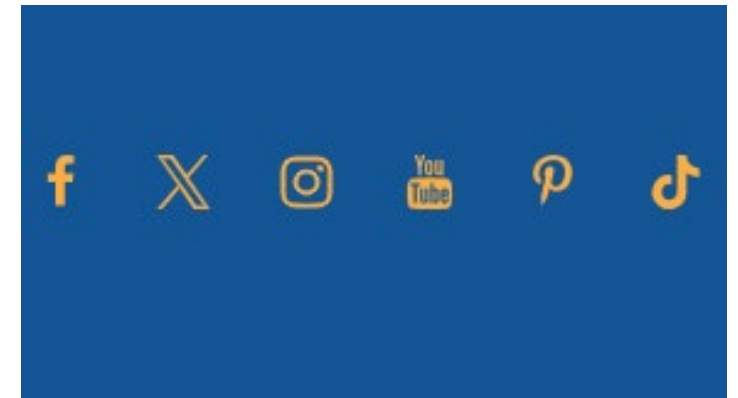
Television
28%



Visitor guide/brochure
26%



Online travel reviews, blogs, stories
25%



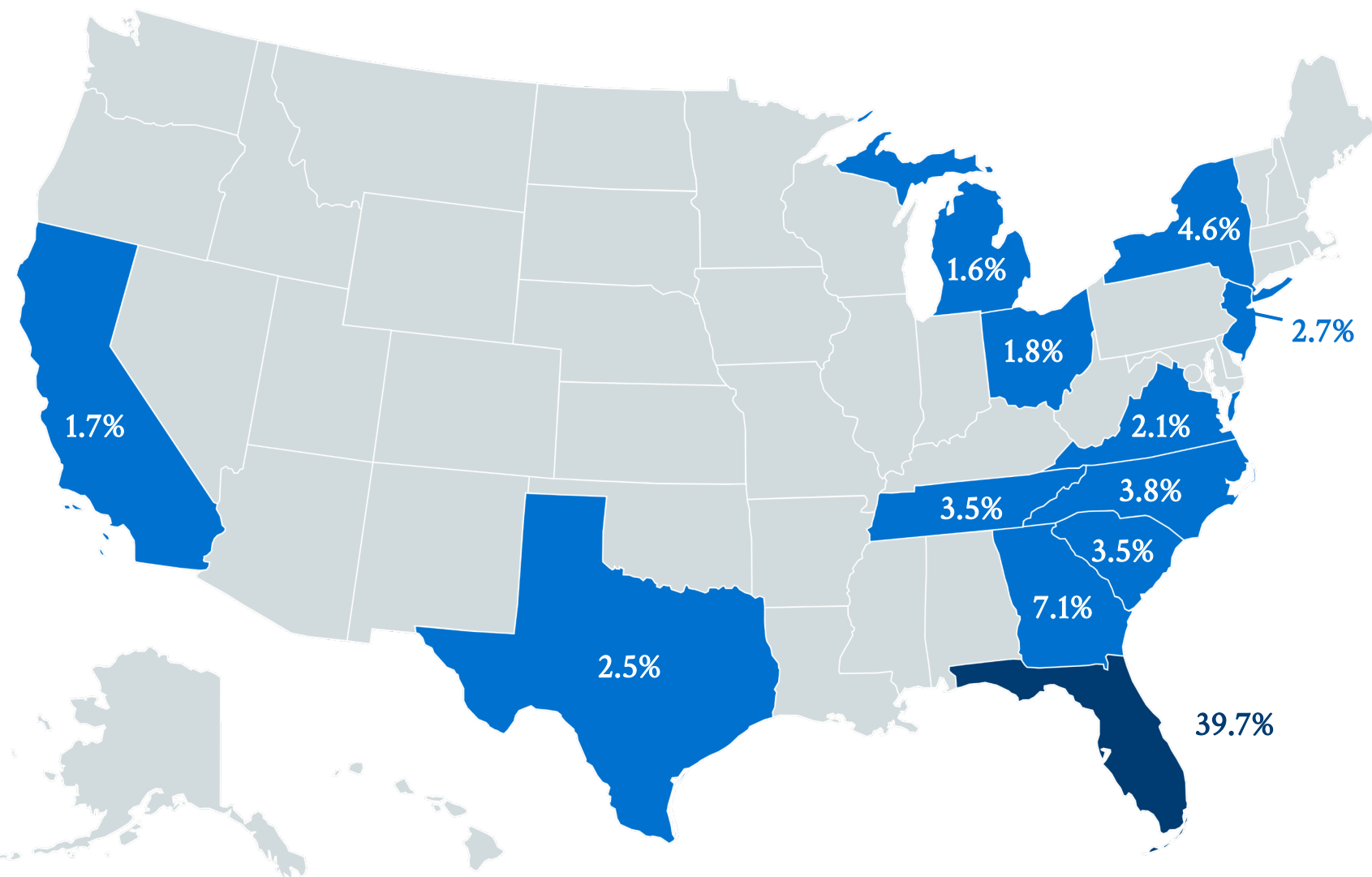
St. Augustine/Ponte Vedra social media
22%



¹Multiple responses permitted.

REGION OF ORIGIN & TOP ORIGIN STATES

CY 2025

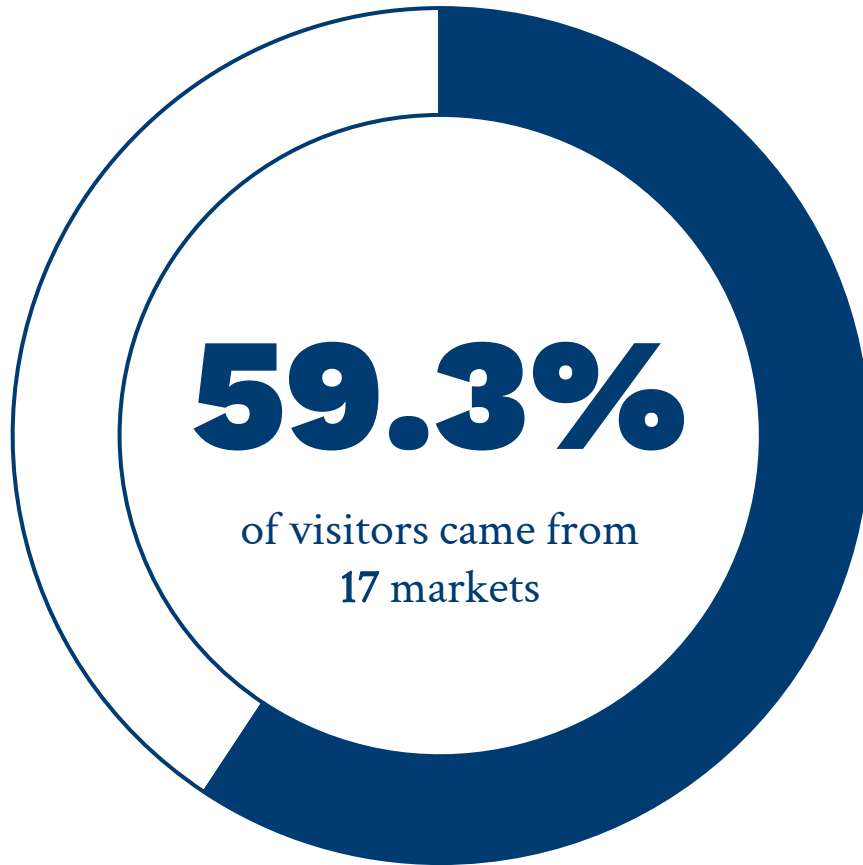


Region of Origin	2025
Florida	39.7%
Southeast	25.1%
Northeast	13.9%
Midwest	10.0%
West	4.2%
International ¹	7.1%

¹The majority of international visitors came from the United Kingdom (1.9%), Canada (1.9%), Germany (0.5%), and Brazil (0.4%).

TOP ORIGIN MARKETS

CY 2025



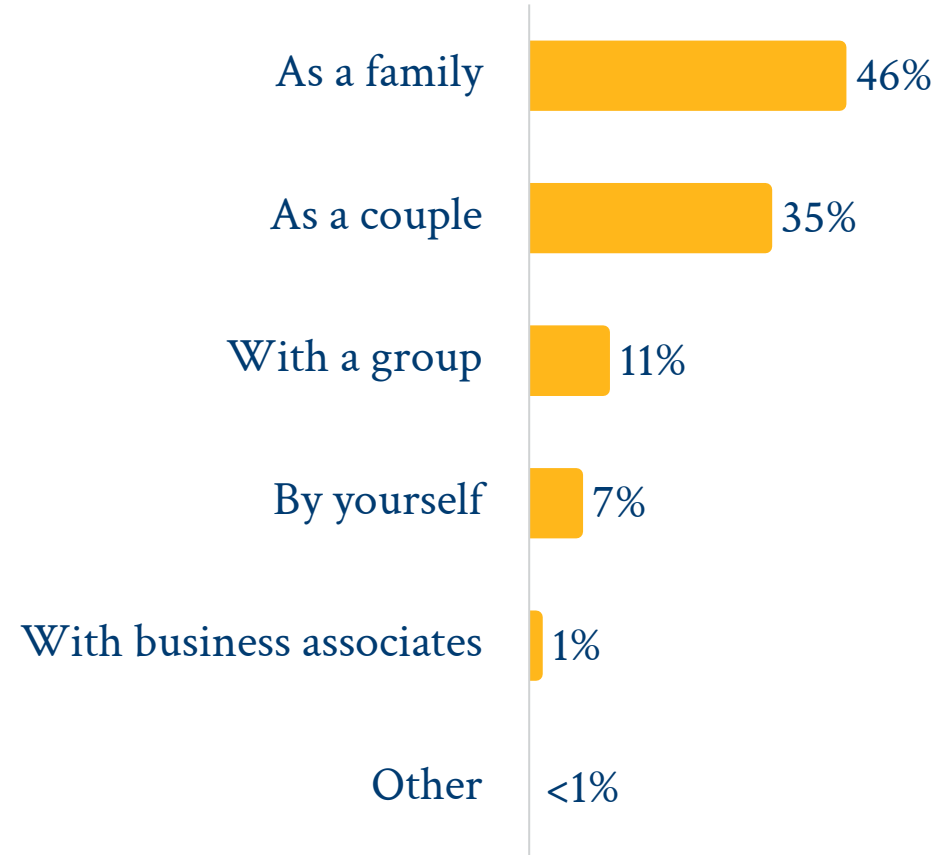
Markets	2025
Jacksonville	12.9%
Orlando – Daytona Beach – Melbourne	10.1%
New York City ¹	6.6%
Miami – Fort Lauderdale	4.6%
Tampa – St. Petersburg	4.5%
Atlanta	4.1%
Gainesville	2.9%
Washington, DC – Hagerstown	1.6%
Savannah	1.4%
Charlotte	1.4%
Philadelphia	1.4%
Nashville	1.3%
Raleigh – Durham	1.3%
Charleston, SC	1.3%
Fort Myers – Naples	1.3%
Dallas – Fort Worth	1.3%
West Palm Beach – Fort Pierce	1.3%

¹New York City market includes some areas in Connecticut, New Jersey, and Pennsylvania.

TRAVEL PARTIES

CY 2025

The majority of visitors **traveled as a family** or **as a couple**.

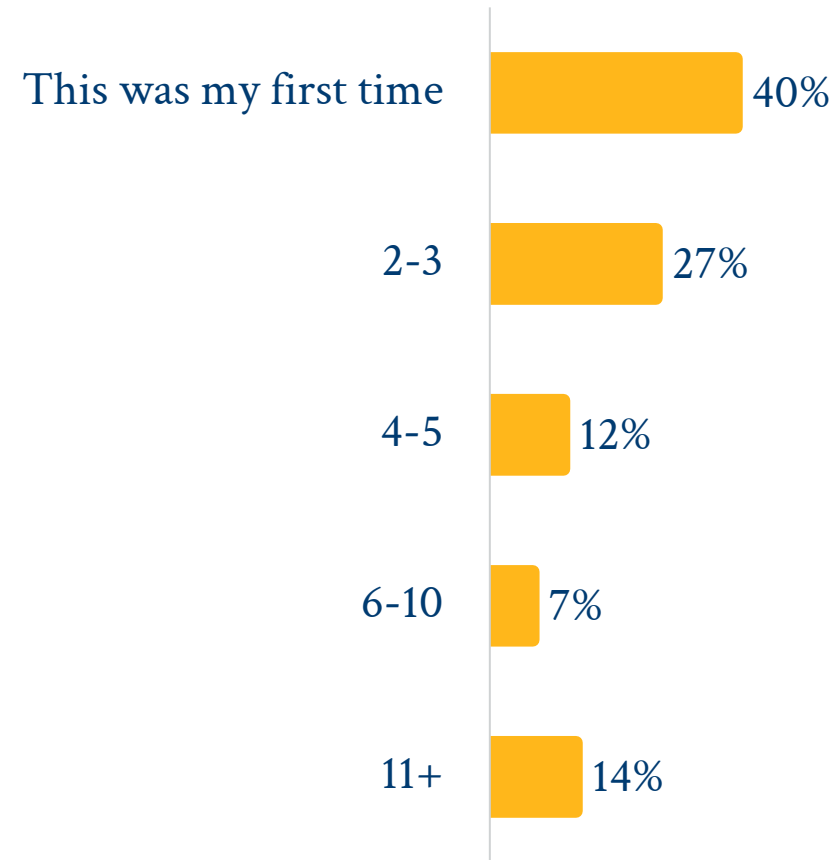


NEW & RETURNING VISITORS¹

CY 2025

2 in 5 visitors said this was their **first time** visiting the St. Augustine/Ponte Vedra area.

1 in 7 visitors were loyalists, having visited **over 10 times**.



¹See Appendix I for data comparison of first-time and repeat visitors.



TOP VISITOR ACTIVITIES¹

CY 2025



Dining out
76%



Visit Downtown St. Augustine
71%



Beach
70%



Visit historical sites
57%



Shopping
49%



Trolley/walking/ghost tour
30%



Spending time with family
30%



Visiting friends/family
29%

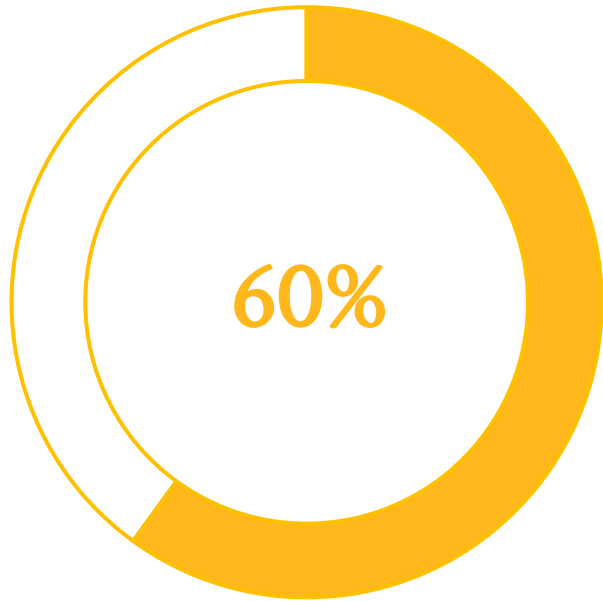


Art galleries and museums
24%

¹Multiple responses permitted.

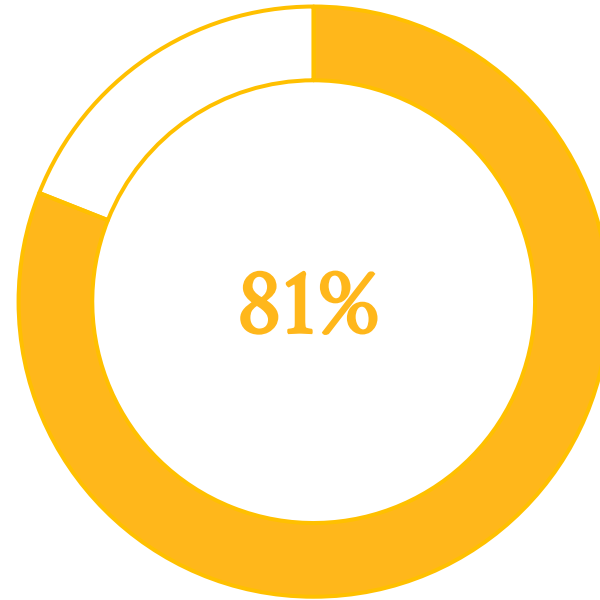
VISITOR RATINGS

CY 2025



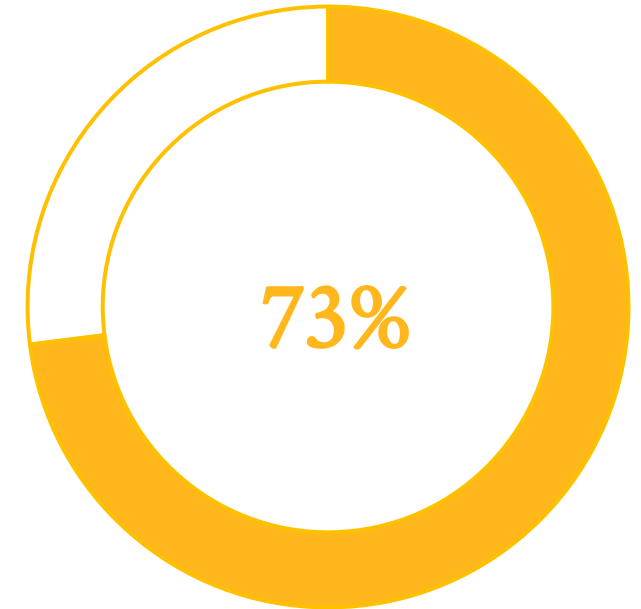
COMPLETELY SATISFIED

3 in 5 visitors were completely satisfied with their trip to the St. Augustine/Ponte Vedra area.



VERY LIKELY TO RECOMMEND

Over 4 in 5 visitors are very likely to recommend the St. Augustine/Ponte Vedra area to others.



VERY LIKELY TO RETURN

Nearly 3 in 4 visitors are very likely to return to the St. Augustine/Ponte Vedra area.

EXECUTIVE SUMMARY



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

KEY PERFORMANCE INDICATORS

CY 2025



2,791,200

TOTAL VISITORS



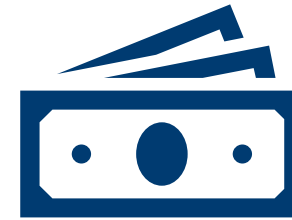
2,370,510

ROOM NIGHTS¹



\$1,593,477,000

DIRECT SPENDING



\$2,001,797,910

ECONOMIC IMPACT



\$24,649,055

TOURIST DEVELOPMENT TAX²

¹ Sources: Smith Travel Research, Key Data and Department of Business and Professional Regulation.
²Source: St. Johns County Tourist Development Council.

LODGING METRICS

CY 2025

Note: Airbnb (effective April 30, 2025) and Vrbo (effective May 30, 2025) have updated how rates are quoted through their platforms. The ADR now includes cleaning fees, platform service fees, and applicable discounts (e.g., weekly or monthly stay discounts). Therefore, the **ADR of vacation rentals may appear inflated** in YOY comparisons now that Key Data is capturing the inclusive price (excluding taxes) rather than the base accommodation rate.

COMBINED



58.3%

Occupancy



\$187.14

Average Daily Rate



\$109.10

Revenue Per Available Room

HOTELS¹



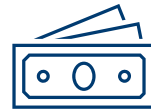
63.2%

Occupancy



\$171.99

Average Daily Rate



\$108.76

Revenue Per Available Room

VACATION RENTALS²



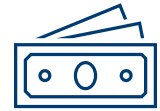
49.0%

Occupancy



\$214.44

Average Daily Rate



\$105.06

Revenue Per Available Room

ANNUAL VISITOR SNAPSHOT

CY 2025

- ◆ On average, overnight visitors¹ **planned** their trip **41 days** in advance and **booked** their trip **30 days** in advance.
- ◆ The top trip planning source were **friends/family** and **mapping websites**. This aligns with national trends as friends/family, general search, and online travel agencies are the most relied upon resources.
- ◆ Visitors' top reasons for traveling to the St. Augustine/Ponte Vedra area included a **beach vacation/leisure trip**, to **visit friends/family**, and to **visit historical sites**.
- ◆ **38%** of visitors recalled advertising about the St. Augustine/Ponte Vedra area. Top ad recall sources were **video streaming services** and **friends/relatives' social media**. **31%** of visitors were influenced by advertising to visit.
- ◆ **64.8%** of visitors traveled from the **Southeast** including **Florida** which accounted for **39.7%** of visitors. The top visitor markets were **Jacksonville** and **Orlando-Daytona Beach-Melbourne**.

- ◆ The majority of visitors traveled as a **family** or as a **couple** with **38%** of visitors traveling with **children**. On average, visitors traveled in parties of **3.3 people**².
- ◆ **40%** of visitors were visiting the St. Augustine/Ponte Vedra area for the **first time**.
- ◆ The majority of visitors **drove** to the area. Of the **19%** of visitors who **flew**, the majority flew into **Jacksonville International Airport**.
- ◆ **65%** of visitors stayed overnight in **paid accommodations**³ and stayed an average of **4.3 nights** – slightly longer than the overall average of 4.0 nights².
- ◆ Top visitor activities were **dining out at restaurants**, **visiting Downtown St. Augustine**, **visiting the beach**, **visiting historical sites**, and **shopping**.

¹Excludes day trippers.

²Includes visitors staying in paid accommodations, nonpaid accommodations, and day trippers.

³Visitors staying in a hotel/motel/resort, vacation rental, RV park/campground, and bed & breakfast.



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

ST. JOHNS COUNTY

Economic Impact & Visitor Tracking Study January 2025 to December 2025

Downs & St. Germain Research
850-906-3111 | www.dsg-research.com

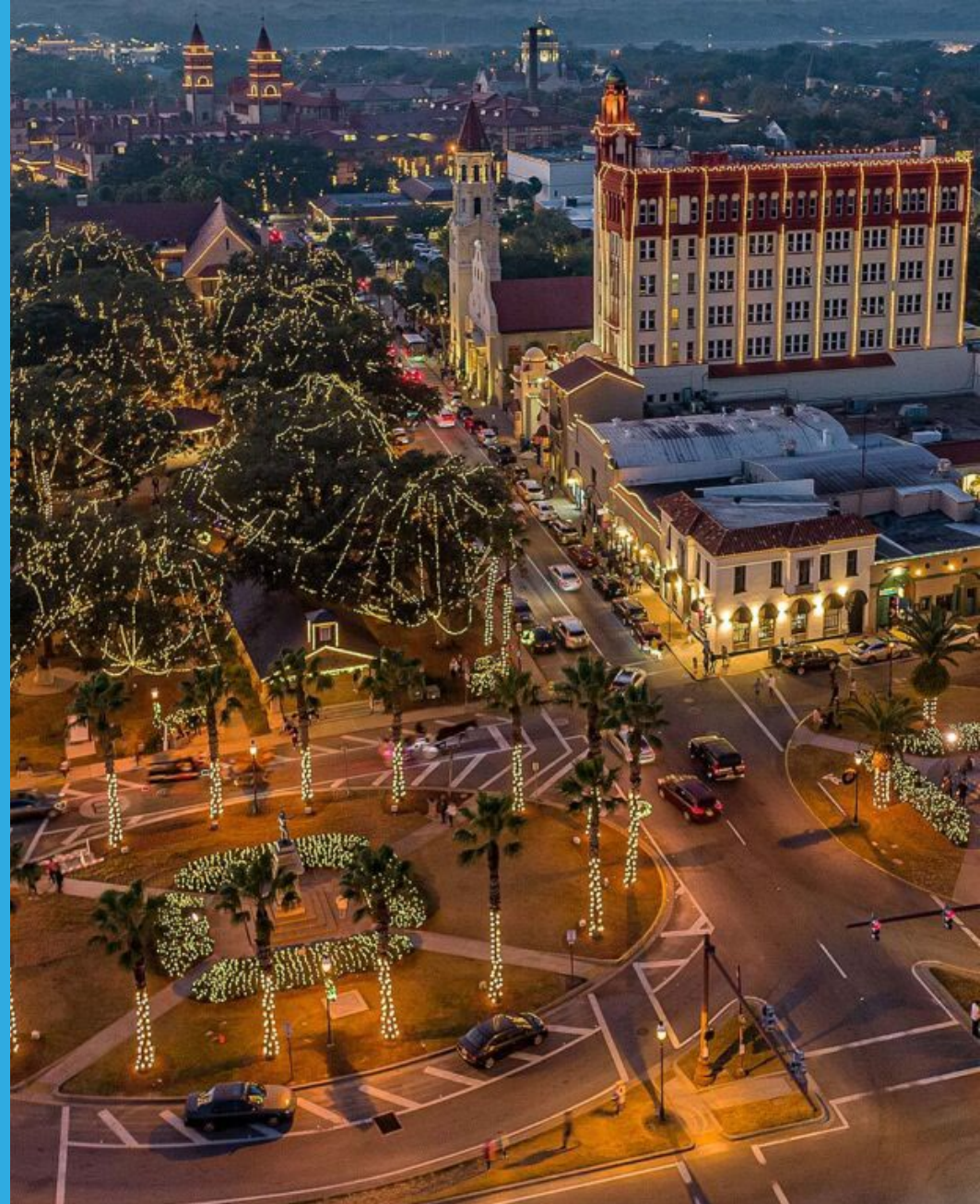


ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

NIGHTS OF LIGHTS ECONOMIC IMPACT REPORT

November 15th, 2025 – January 11th, 2026

BY DOWNS & ST. GERMAIN RESEARCH



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

DS downs & st. germain
RESEARCH

OBJECTIVES AND METHODOLOGY

OBJECTIVE:

To assess the economic impact and overall attendee experience at the 2025-2026 Nights of Lights, held in St. Augustine, FL.

METHODOLOGY:

The data in this report is based on **662** total surveys collected: 589 in-person interviews conducted with Nights of Lights attendees and 73 surveys collected via email outreach, QR codes, and social media.



KEY TAKEAWAYS

KEY TAKEAWAY: ECONOMIC IMPACT



279,600 out-of-county attendees¹ to the 2025-2026 Nights of Lights produced **\$93,707,600 in direct spending** in St. Johns County, resulting in an **economic impact of \$120,704,200.**

¹ Including out-of-county attendees and local residents, 371,900 individuals attended the 2025-2026 Nights of Lights.

ATTENDANCE

371,900

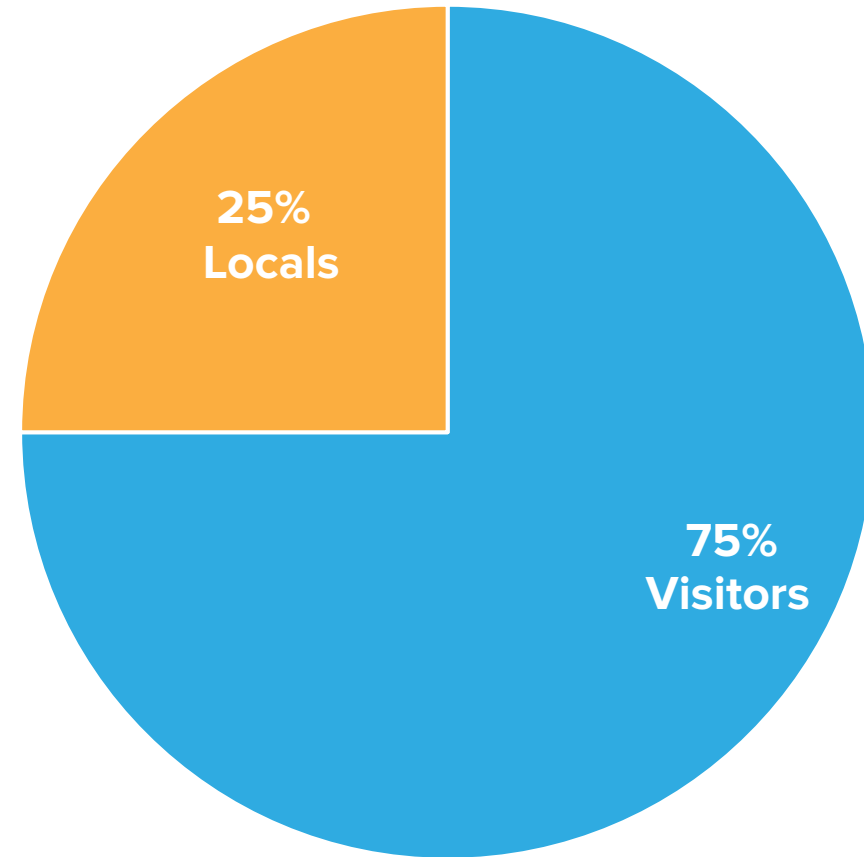
279,600 out-of-county visitors¹ and **92,300** St. Johns County residents attended the 2025-2026 Nights of Lights.

¹ Including day trippers and overnight visitors.

ATTENDEES

◆ **3 in 4** Nights of Lights attendees were visitors to the area

Do you live in St. Johns County, Florida for at least 6 months of the year?



THE AVERAGE VISITOR

- ❖ On average, out-of-county attendees spent **2.2** nights in the area
- ❖ The average out-of-county attendee travel party size was **3.5** people



DIRECT SPENDING

\$93,707,600

2025-2026 Nights of Lights attendees who **live outside** of St. Johns County spent \$93,707,600¹ in the county during their stay.

¹On accommodations, restaurants, groceries, transportation, attractions, entertainment, tickets, shopping, and “other” expenses.

TOTAL ECONOMIC IMPACT

\$120,704,200

When including indirect and induced effects¹ of direct spending, the total economic impact of people attending the 2025-2026 Nights of Lights who **live outside** of St. Johns County was \$120,704,200.²

¹ Indirect effects are increased business spending resulting from tourism dollars. Induced effects are increased household spending resulting from tourism dollars.

²On accommodations, restaurants, groceries, transportation, attractions, entertainment, tickets, shopping, and “other” expenses.

ROOM NIGHTS

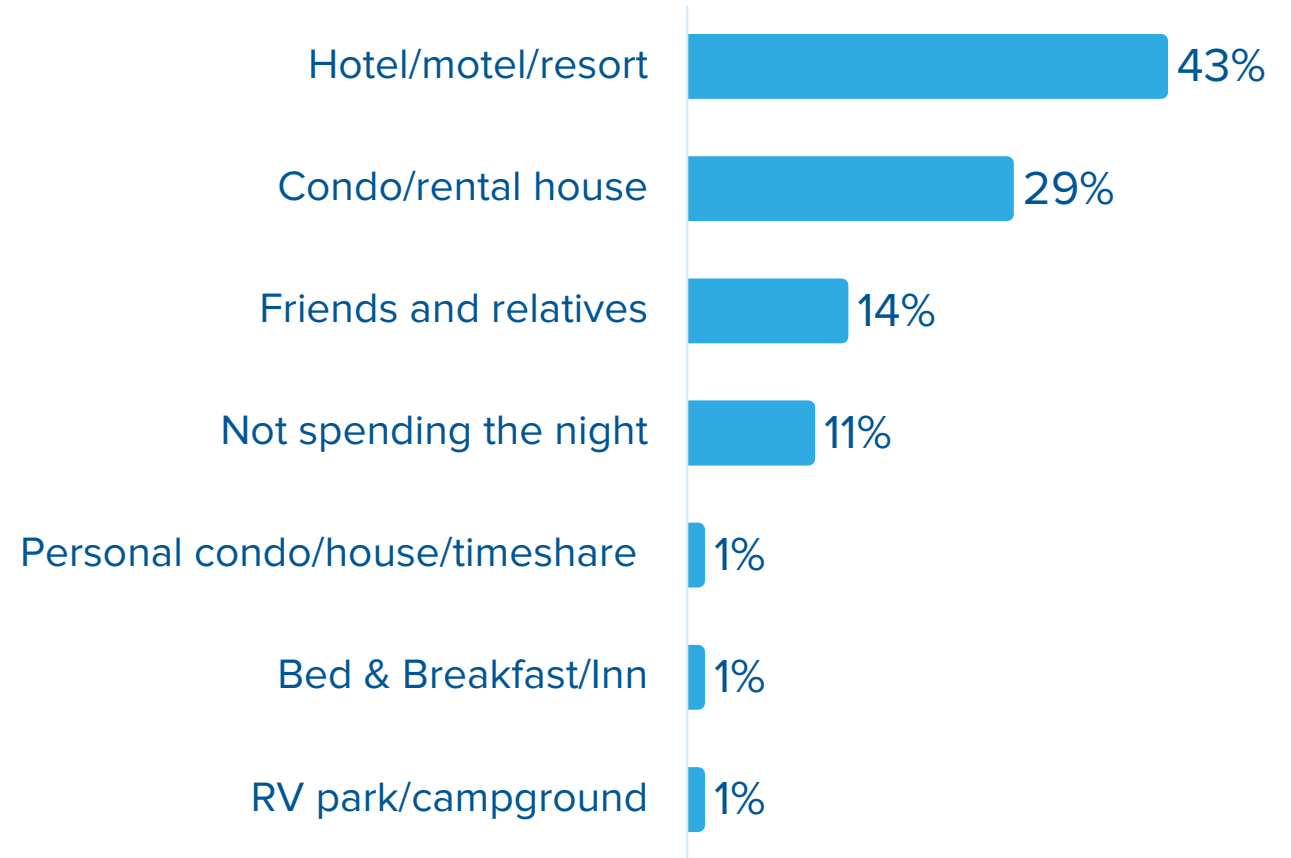
165,790

Attendees who **live outside** of St. Johns County stayed 165,790 nights in hotels, motels, etc. while attending the 2025-2026 Nights of Lights.

VISITOR TYPE

- ◆ Nearly **3 in 4** out-of-county attendees stayed in paid accommodations¹ while attending Nights of Lights
- ◆ **15%** stayed with friends/family or in a personal second home
- ◆ **11%** did not stay overnight in the area

In what type of accommodations did you stay/are you staying in St. Augustine/Ponte Vedra?

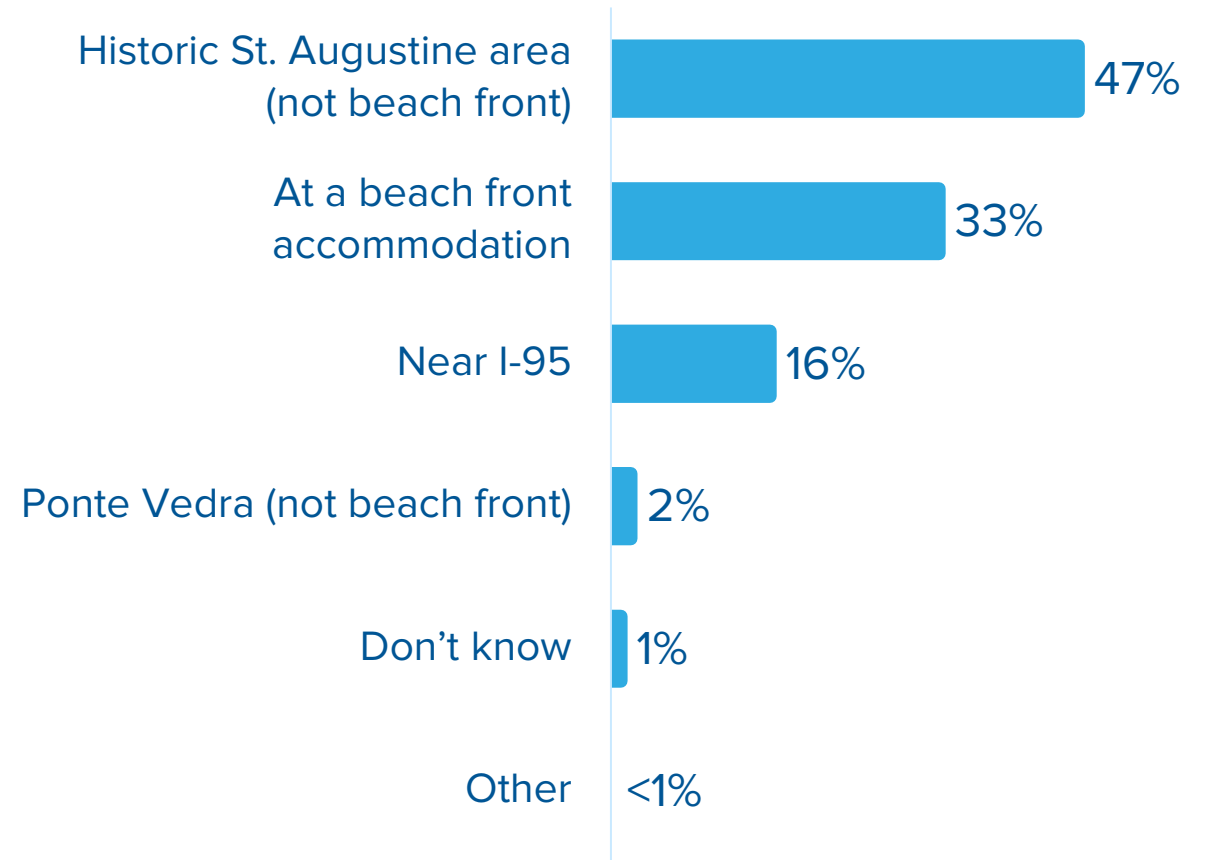


¹Includes visitors staying in a hotel/motel/resort; condo/rental house; B&B/inn; or RV park/campground.

ACCOMMODATION LOCATION

- ◆ Nearly **half** of overnight out-of-county attendees stayed in the Historic St. Augustine area
- ◆ **1 in 3** stayed at a beach front accommodation
- ◆ Nearly **1 in 6** stayed near I-95

In which part of the St. Augustine/Ponte Vedra area did you stay?¹



¹Based on visitors staying overnight in the St. Augustine/Ponte Vedra area.

KEY TAKEAWAY : NIGHTS OF LIGHTS AS A VISITOR DRAW



Over **3 in 4** out-of-county Nights of Lights attendees came to the St. Augustine/Ponte Vedra area mainly to see the lights.

Nights of Lights was the singular draw to the area for nearly **7 in 10** out-of-county attendees.

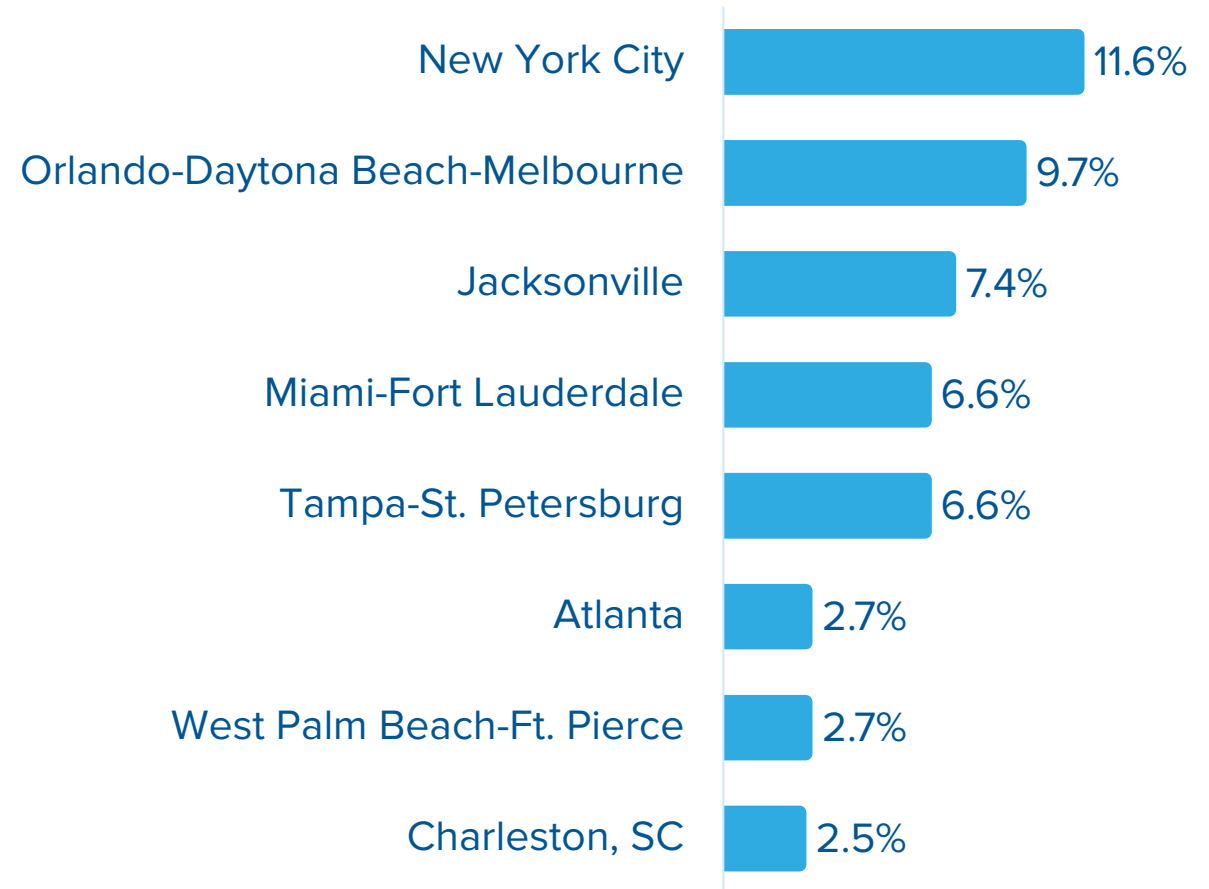
While many visitors traveled from elsewhere in Florida, the **top out-of-county** attendee market was **New York City**.

The event's **ability to draw a large number of attendees** from outside the area highlights its key role as a visitor draw.

ORIGIN MARKETS

- While most out-of-county attendees travel from elsewhere in Florida, the top origin market is **New York City**
- Florida attendees most commonly travel from the **Orlando** area

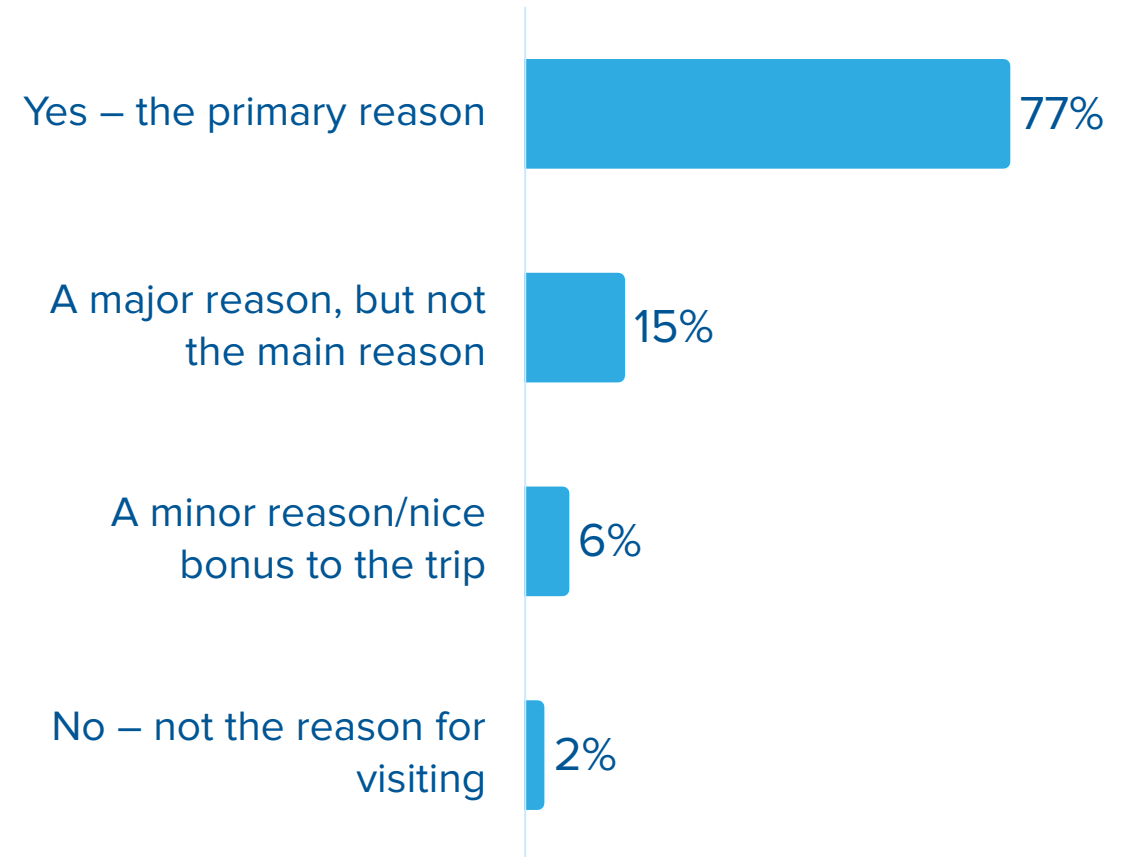
Top Markets



MAIN REASON

❖ Nights of Lights was the main reason **over 3 in 4** out-of-town attendees came to the area

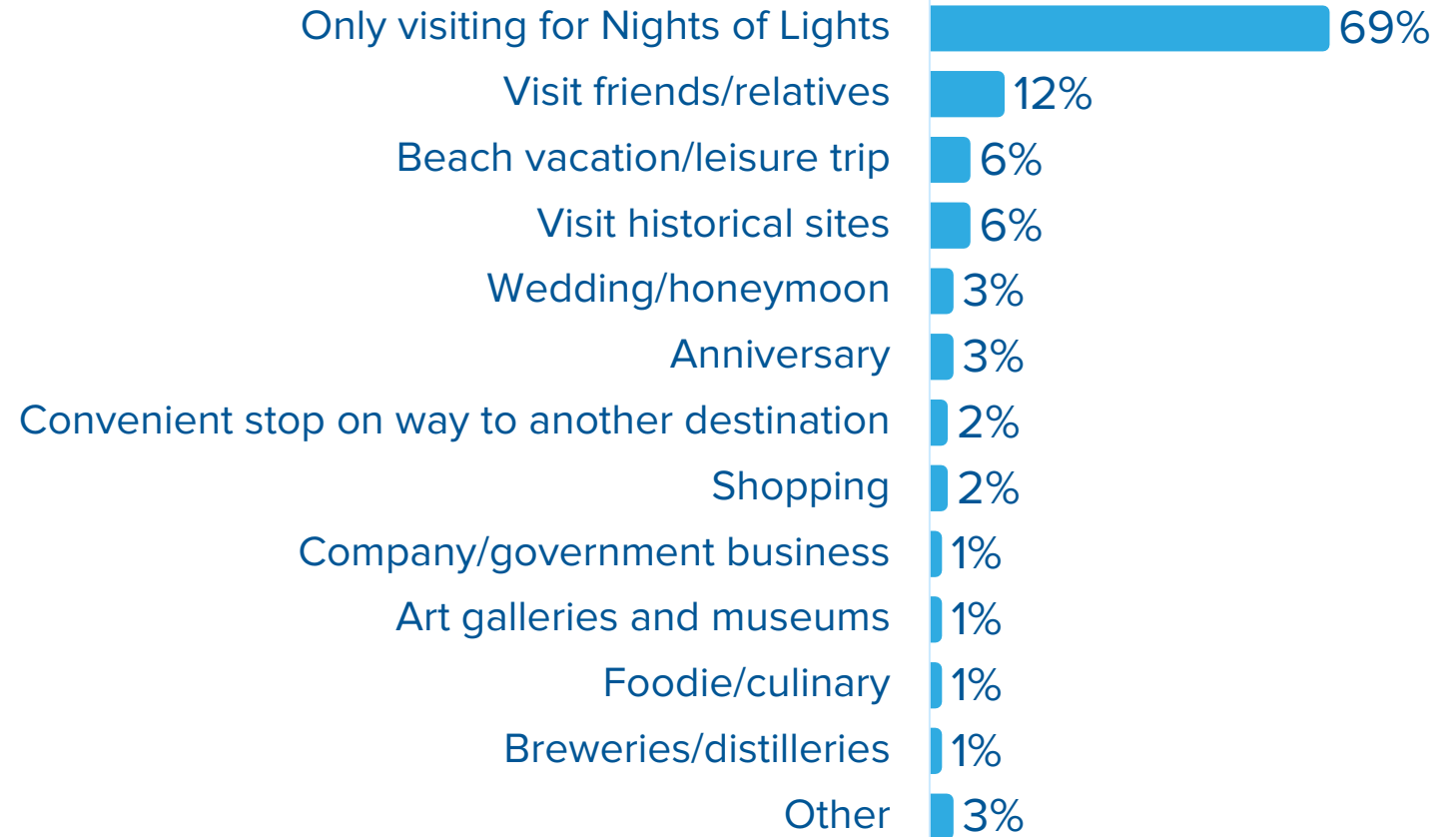
Was Nights of Lights your main reason for coming to the St. Augustine/Ponte Vedra area?



OTHER MAIN REASONS

- ◆ Nearly **7 in 10** out-of-county attendees were **only** in the area for Nights of Lights
- ◆ **12%** were also in the area to visit friends or relatives
- ◆ **12%** were visiting for leisure and/or to see the area's historical sites

In addition to Nights of Lights, were there other main reasons for taking this trip to the St Augustine/Ponte Vedra area?*



*Multiple responses permitted. Percents based on all visitors. Includes reasons chosen by 1% of visitors or more.

KEY TAKEAWAY: FIRST-TIME AND REPEAT ATTENDEES



Nearly **4 in 5** out-of-county Nights of Lights attendees had never been to the event before.

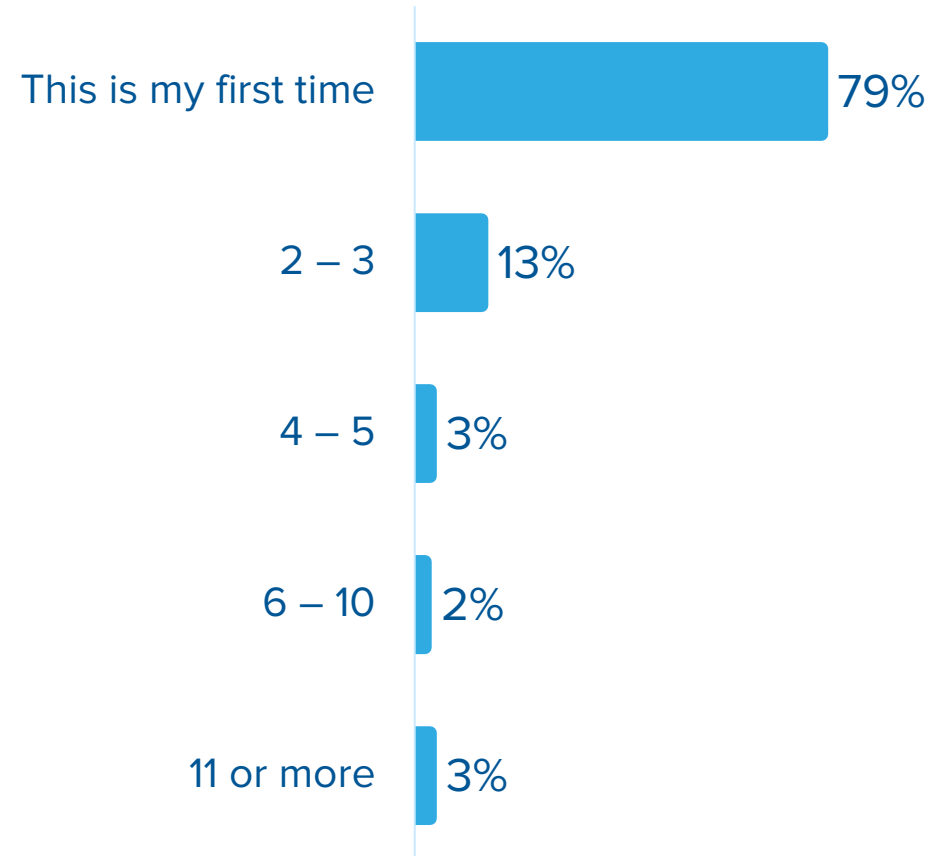
Word of mouth is important: attendees most commonly heard about the event from friends or family, through social media, or in online travel reviews.

This data highlights an opportunity to turn strong interest from new attendees into repeat visits.

FIRST-TIME ATTENDEES

◆ Nearly **4 in 5** out-of-county attendees were attending Nights of Lights for the first time

Approximately how many times have you ever attended Nights of Lights?



AWARENESS SOURCE

Over **3 in 4** out-of-county attendees heard about Nights of Lights from friends or relatives

Nearly **half** saw information about Nights of Lights on their personal social media or in online travel reviews, blogs, or stories

How did you hear about Nights of Lights?*

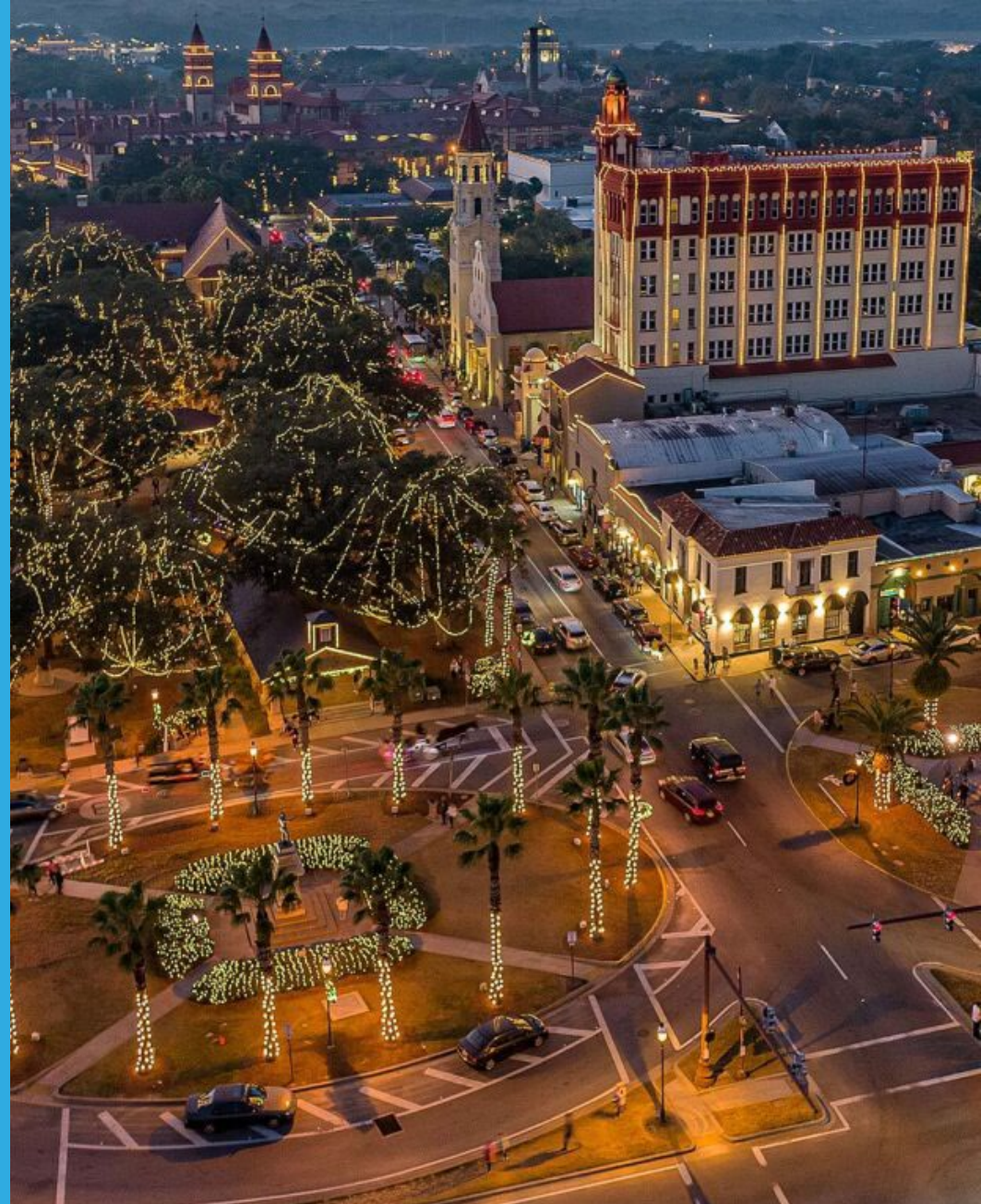


*Multiple responses permitted.

NIGHTS OF LIGHTS ECONOMIC IMPACT REPORT

November 15th, 2025 – January 11th, 2026

By Downs & St. Germain Research
contact@dsg-research.com
850-906-3111 | www.dsg-research.com



TDC Regular Meeting – April 20, 2026

Agenda Item Monthly Reports

- Bed Tax Report – February Collections
- VCB Update

FY2026 MONTHLY LOTDT DASHBOARD

Occupancy Month	Net to TDC	+/- PY
February	\$ 1,936,067	3.6%
FYTD	\$ 9,090,623	1.96%
% OF BUDGET		41.7%
% OF FY		38.7%

BUDGETED \$ \$ 23,503,220

February 26 Collection Accounts

Description	Count
RV/MH Park or Campground	25
Hotel or Motel	91
Condo / COOP	2328
Apartment / House / Mobile Home	2341
Bed & Breakfast	34
Management Co.	1
Other	9
Total	4829

Collection by Municipality

City of St. Augustine	\$	541,341
Ponte Vedra Beach	\$	377,792
City of St. Augustine Beach	\$	261,308

ST. JOHNS COUNTY TOURIST DEVELOPMENT TAX
FISCAL YEAR 2026

OCCUPANCY/REPORTING MONTH	OCT	% PY	NOV	% PY	DEC	% PY	JAN	% PY
GROSS RECEIPTS	\$29,287,405.71	6.1%	\$37,297,247.14	5.1%	\$48,691,057.90	3.0%	\$35,303,204.12	-8.1%
EXEMPT RECEIPTS	-\$1,215,706.71	2.9%	-\$940,725.34	-28.8%	-\$1,231,116.70	-14.1%	-\$1,426,938.12	19.4%
TAXABLE RECEIPTS	\$ 28,071,699.00	6.3%	\$ 36,356,521.80	6.4%	\$ 47,459,941.20	3.5%	\$ 33,876,266.00	-8.9%
TOTAL TAX COLLECTED	\$ 1,403,584.95	6.3%	\$ 1,817,826.09	6.4%	\$ 2,372,997.06	3.5%	\$ 1,693,813.30	-8.9%
ADJUSTMENTS								
TOTAL TAX DUE	\$ 1,403,584.95	6.3%	\$ 1,817,826.09	6.4%	\$ 2,372,997.06	3.5%	\$ 1,693,813.30	-8.9%
LESS COLLECTION ALLOWANCE	-\$11,457.89		-\$14,459.31		-\$17,992.94		-\$13,653.96	
PLUS PENALTY	\$11,689.91		\$19,288.17		\$25,246.30		\$11,131.09	
PLUS INTEREST	\$409.29		\$1,008.05		\$705.95		\$431.09	
TOTAL AMOUNT REMITTED	\$ 1,404,226.26	6.4%	\$ 1,823,663.00	6.3%	\$ 2,380,956.37	3.9%	\$ 1,691,721.52	-9.2%
LESS TAX COLLECTOR & CLERK	\$ (28,084.53)	6.4%	\$ (36,473.26)	6.3%	\$ (47,619.13)	3.9%	\$ (33,834.43)	-9.2%
NET TO TDC	\$ 1,376,141.73	6.4%	\$ 1,787,189.74	6.3%	\$ 2,333,337.24	3.9%	\$ 1,657,887.09	-9.2%

	FEB	% PY	MAR	% PY	APR	% PY	MAY	% PY
GROSS RECEIPTS	\$ 40,881,777.94	0.4%						
EXEMPT RECEIPTS	-\$1,433,531.94	-43.6%						
TAXABLE RECEIPTS	\$ 39,448,246.00	3.3%						
TOTAL TAX COLLECTED	\$ 1,972,412.30	3.3%						
ADJUSTMENTS								
TOTAL TAX DUE	\$ 1,972,412.30	3.3%						
LESS COLLECTION ALLOWANCE	-\$16,662.92							
PLUS PENALTY	\$ 17,880.85							
PLUS INTEREST	\$ 1,948.79							
TOTAL AMOUNT REMITTED	\$ 1,975,579.02	3.6%						
LESS TAX COLLECTOR & CLERK	\$ (39,511.58)	3.6%						
NET TO TDC	\$ 1,936,067.44	3.6%						

	JUNE	% PY	JULY	% PY	AUG	% PY	SEP	% PY	YTD
GROSS RECEIPTS									\$191,460,692.81
EXEMPT RECEIPTS									-\$6,248,018.81
TAXABLE RECEIPTS									\$185,212,674.00
TOTAL TAX COLLECTED									\$9,260,633.70
ADJUSTMENTS									
TOTAL TAX DUE									\$9,260,633.70
LESS COLLECTION ALLOWANCE									
PLUS PENALTY									
PLUS INTEREST									
TOTAL AMOUNT REMITTED									\$9,276,146.17
LESS TAX COLLECTOR & CLERK									-\$185,522.92
NET TO TDC									\$9,090,623.25

Net TDT Revenue to the Tourism Department by Fiscal Year

	FY22	+ /-	FY23	+ /-	FY24	+ /-	FY25	+ /-	FY26	+ /-
October	\$ 1,433,249	87.6%	\$ 1,472,774	2.8%	\$ 1,502,822	2.0%	\$ 1,293,718	-13.9%	\$ 1,376,142	6.4%
November	\$ 1,411,921	92.3%	\$ 1,419,713	0.6%	\$ 1,554,762	9.5%	\$ 1,681,780	8.2%	\$ 1,787,190	6.3%
December	\$ 1,848,637	105.3%	\$ 1,878,754	1.6%	\$ 2,089,638	11.2%	\$ 2,245,861	7.5%	\$ 2,333,337	3.9%
January	\$ 1,339,161	77.6%	\$ 1,707,915	27.5%	\$ 1,731,678	1.4%	\$ 1,825,237	5.1%	\$ 1,657,887	-9.2%
February	\$ 1,829,297	92.4%	\$ 1,947,956	6.5%	\$ 1,994,649	2.4%	\$ 1,869,355	-6.7%	\$ 1,936,067	3.6%
March	\$ 2,580,026	74.4%	\$ 2,778,964	7.7%	\$ 2,903,360	4.5%	\$ 2,748,197	-5.6%		
April	\$ 2,337,424	62.6%	\$ 2,439,606	4.4%	\$ 2,109,250	-13.5%	\$ 2,204,047	4.3%		
May	\$ 1,862,167	30.2%	\$ 1,899,752	2.0%	\$ 2,005,957	5.6%	\$ 2,011,064	0.3%		
June	\$ 2,188,339	28.5%	\$ 2,263,926	3.5%	\$ 2,248,389	-0.7%	\$ 2,196,675	-2.4%		
July	\$ 2,517,580	28.8%	\$ 2,584,377	2.7%	\$ 2,413,376	-6.6%	\$ 2,227,555	-8.3%		
August	\$ 1,515,709	13.8%	\$ 1,405,773	-7.3%	\$ 1,467,943	4.4%	\$ 1,520,170	3.4%		
September	\$ 1,336,608	41.2%	\$ 1,392,580	4.2%	\$ 1,162,523	-16.5%	\$ 1,324,904	12.3%		
Total	\$ 22,200,117		\$ 23,192,091		\$ 23,184,347		\$ 23,148,562		\$ 9,090,623	
Per Penny	\$ 4,440,023		\$ 4,638,418		\$ 4,636,869		\$ 4,629,712		\$ 1,818,125	
Per Penny Growth	23.5%		4.5%		0.0%		-0.2%			

Red indicates months in which the TDT collections were less than the collections of the same month in the prior year

FY 2026 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

OCC. MNTH	H/M	% of Ttl	PV+-	Condo	% of Ttl	PV+-	Apts	% of Ttl	PV+-
October	\$881,121.06	62.7%	6.0%	\$150,139.24	10.7%	-0.3%	\$279,991.92	19.9%	8.2%
November	\$1,128,634.03	61.9%	0.9%	\$171,068.72	9.4%	8.7%	\$397,515.84	21.8%	17.3%
December	\$1,472,859.42	61.9%	3.5%	\$189,145.39	7.9%	-3.9%	\$568,758.25	23.9%	12.0%
2026 January	\$965,414.55	57.1%	-9.8%	\$263,814.61	15.6%	2.0%	\$351,259.45	20.8%	-13.2%
February	\$1,121,874.84	56.8%	3.0%	\$294,214.36	14.9%	-9.2%	\$407,685.45	20.6%	13.9%
March									
April									
May									
June									
July									
August									
September									
TOTAL	\$ 5,569,903.90			\$ 1,068,382.32			\$ 2,005,210.91		

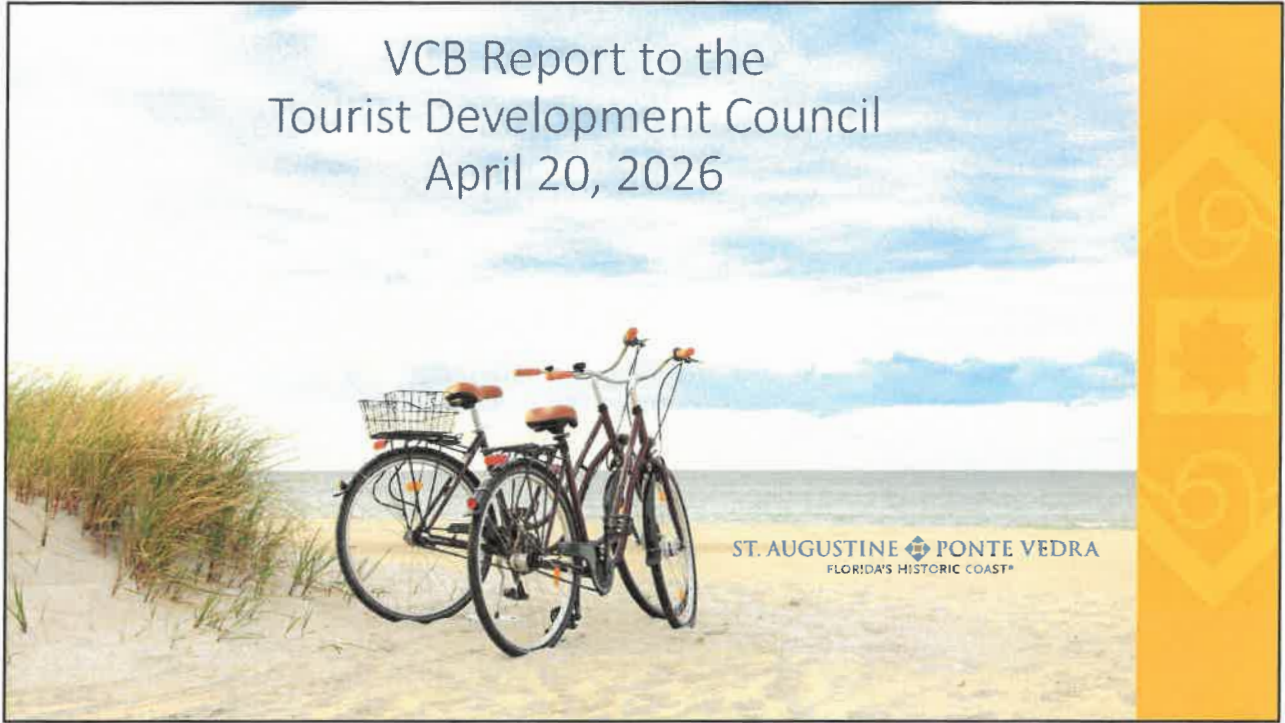
OCC. MNTH	Camp	% of Ttl	PV+-	B&B	% of Ttl	PV+-	TOTAL
October	\$40,792.33	2.9%	23.5%	\$52,191.71	3.7%	13.6%	\$1,404,236.26
November	\$51,663.20	2.8%	33.6%	\$74,781.21	4.1%	20.2%	\$1,823,663.00
December	\$60,937.86	2.6%	-10.3%	\$89,255.45	3.7%	-6.9%	\$2,380,956.37
2026 January	\$49,376.20	2.9%	-24.7%	\$61,856.81	3.7%	-2.3%	\$ 1,691,721.62
February	\$78,292.42	4.0%	1.5%	\$73,511.95	3.7%	24.2%	\$ 1,975,579.02
March							\$ -
April							\$ -
May							\$ -
June							\$ -
July							\$ -
August							\$ -
September							\$ -
TOTAL	\$ 281,062.01			\$ 351,597.13			\$ 9,276,156.27

FY 2026 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE

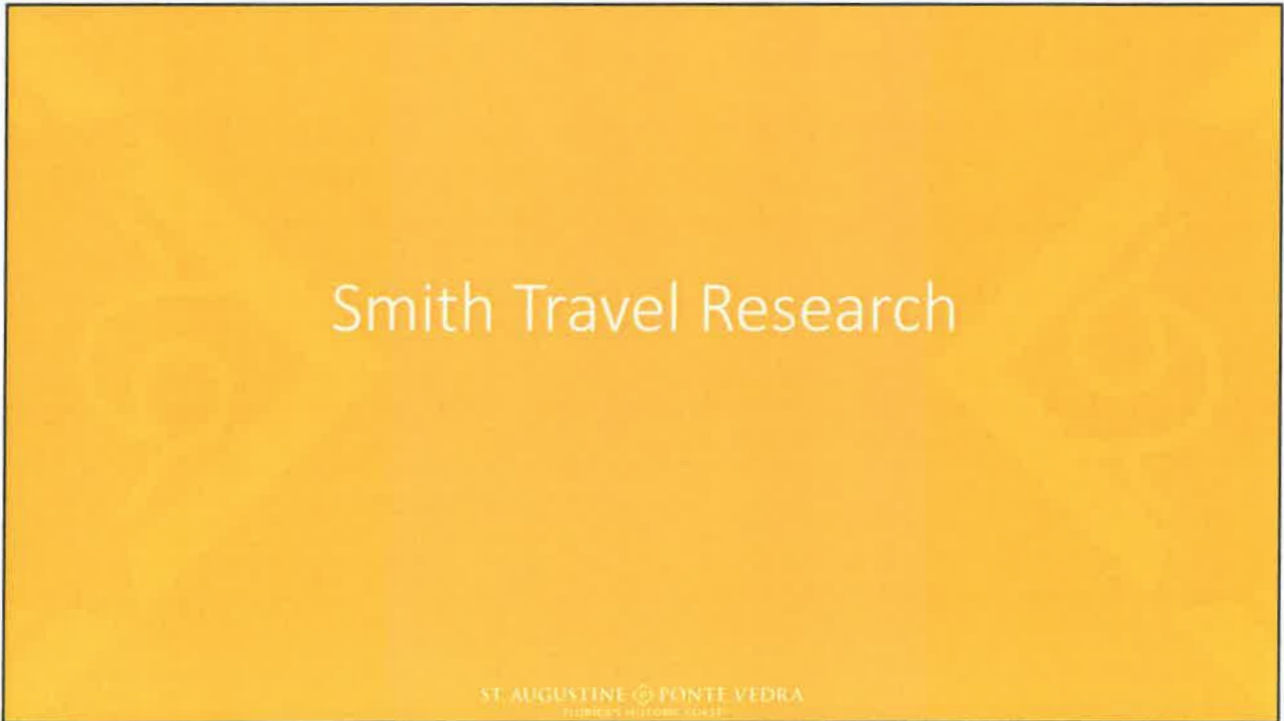
ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

	Anastasia Island			Ponte Vedra Beach			St. Augustine/Villano/N. Bch			Shores/South/207		
	32080	% TTL	+/- PY	32082	% TTL	+/- PY	32084	% TTL	+/- PY	32086	% TTL	+/- PY
Fiscal Year 2026												
OCT	\$427,312.70	30.4%	10.0%	\$293,104.14	20.9%	17.7%	\$564,887.43	40.2%	4.1%	\$18,567.31	1.3%	-16.1%
NOV	\$487,835.05	26.8%	-2.9%	\$335,403.36	18.4%	10.1%	\$850,369.51	46.6%	9.9%	\$25,236.72	1.4%	98.0%
DEC	\$654,948.55	27.5%	-0.5%	\$284,664.08	12.0%	17.8%	\$1,252,209.38	52.6%	5.5%	\$34,740.71	1.5%	-19.7%
JAN	\$547,002.16	32.3%	-1.5%	\$279,810.55	16.5%	-24.3%	\$734,506.31	43.4%	-7.0%	\$22,566.41	1.3%	-33.3%
FEB	\$639,255.41	32.4%	-3.8%	\$378,813.48	19.2%	19.2%	\$801,300.65	40.6%	5.1%	\$28,824.34	1.5%	-26.4%
MAR												
APR												
MAY												
JUN												
JUL												
AUG												
SEP												
FY YTD \$	2,756,354			\$ 1,571,796			\$ 4,203,273			\$ 129,935		

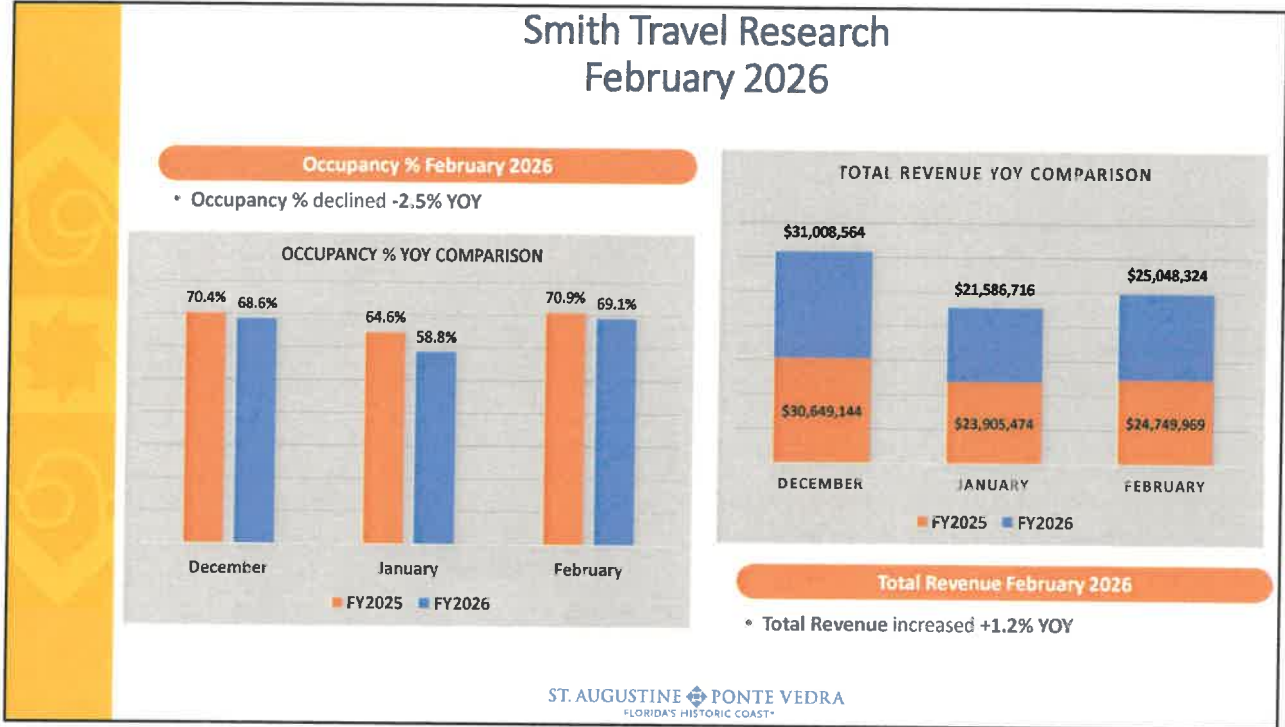
	WGV + west of I95			I95&SR16 + Palencia			Other			TOTAL	
	32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95	OTHER	% TTL		+/- PY
OCT	\$80,242.99	5.7%	-8.3%	\$14,476.56	1.0%	0.5%	6.7%	\$5,635.13	0.4%	-64.8%	\$1,404,226.26
NOV	\$101,537.26	5.6%	3.2%	\$15,157.05	0.8%	-10.2%	6.4%	\$8,124.05	0.4%	19.6%	\$1,823,663.00
DEC	\$120,280.65	5.1%	-0.1%	\$21,869.89	0.9%	-5.7%	6.0%	\$12,243.11	0.5%	-31.8%	\$2,380,956.37
JAN	\$85,522.48	5.1%	-6.4%	\$13,677.09	0.8%	1.2%	5.9%	\$8,636.62	0.5%	-6.5%	\$1,691,721.62
FEB	\$101,812.14	5.2%	6.1%	\$17,780.23	0.9%	7.4%	6.1%	\$7,792.77	0.4%	-27.7%	\$1,975,579.02
MAR											
APR											
MAY											
JUN											
JUL											
AUG											
SEP											
FY YTD \$	489,396			\$ 82,961			\$ 42,432				\$9,276,146.27



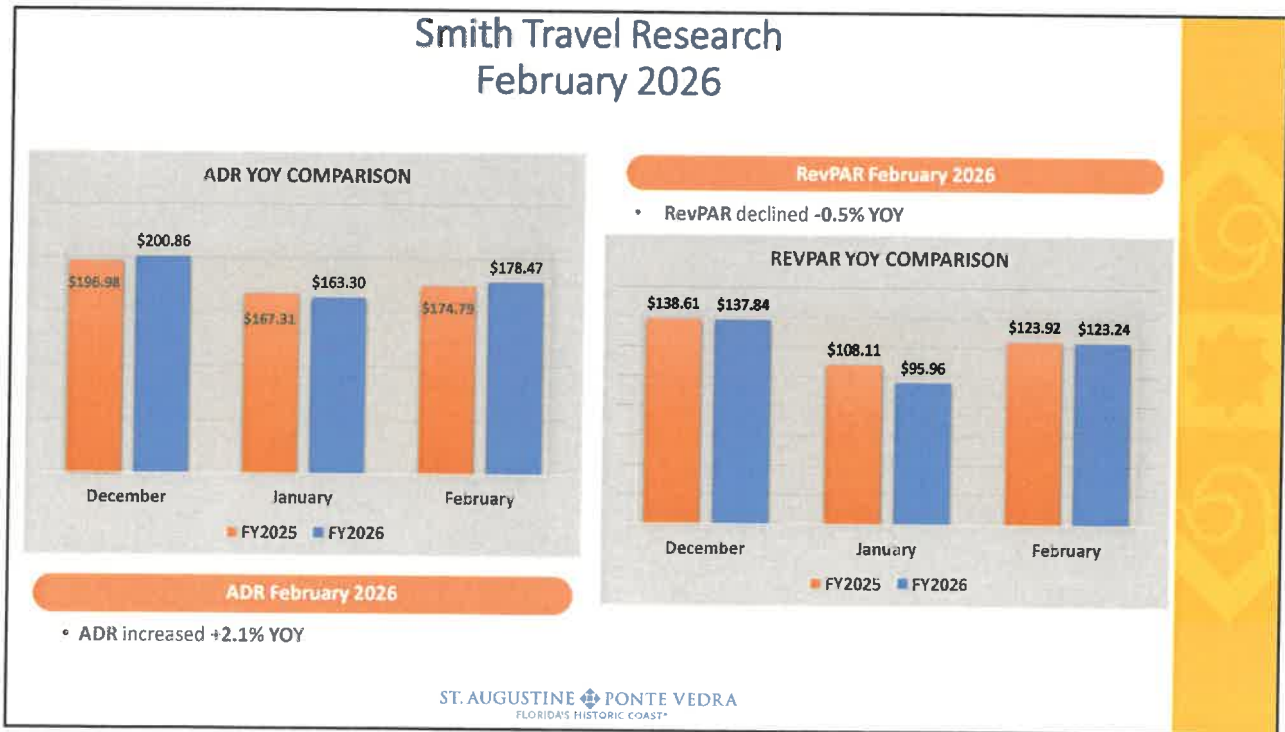
1



2

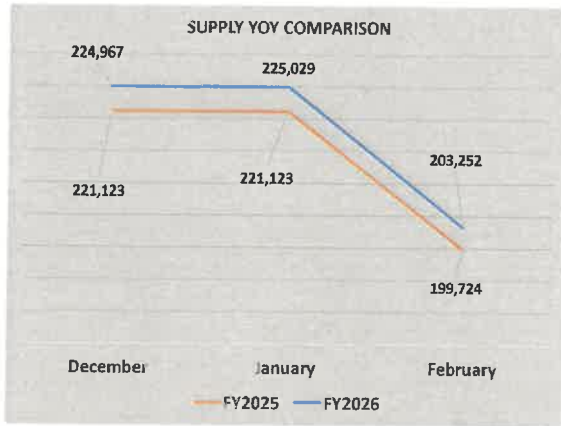


3



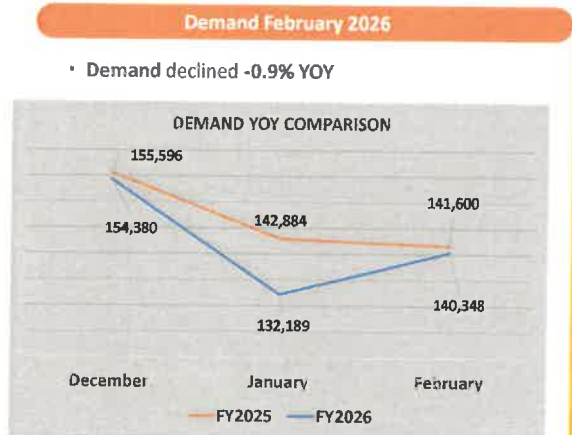
4

Smith Travel Research February 2026



Supply February 2026

• Supply increased +1.8% YOY



Demand February 2026

• Demand declined -0.9% YOY

5

February 2026 vs. February 2025 Comp Set

	Current Month February 2026 vs February 2025						
	Occ %	ADR	Percent Change from February 2025				Room Rev
			Occ	ADR	RevPAR	Room	
Hillsborough County, FL	82.5	203.73	-4.7	-4.4	-8.9	-7.9	
Nassau County, FL	70.7	254.57	3.9	1.6	5.5	-0.9	
Pinellas County, FL	79.4	230.02	-8.1	-0.6	-8.7	-5.7	
St Johns County, FL	69.1	178.47	-2.6	2.1	-0.6	1.2	
Charleston, SC	68.7	167.37	2.3	2.2	4.5	4.6	
Jacksonville, FL	70.9	142.34	-1.7	0.4	-1.3	1.6	
Myrtle Beach, SC	39.2	85.67	-4.0	0.3	-3.7	-5.0	
Orlando, FL	81.6	240.59	1.4	6.3	7.8	8.8	
Sarasota, FL	81.0	282.81	-1.2	7.0	5.8	5.9	
Savannah, GA	64.1	144.97	-8.4	1.4	-7.1	-3.8	
Fort Walton Beach, FL	54.1	115.99	4.7	1.5	6.3	8.8	
Daytona Beach, FL	64.9	201.35	-1.3	2.2	0.9	3.9	
Zip Code 32084+	72.5	169.67	-3.5	-1.6	-5.1	0.4	
Zip Code 32080+	66.1	150.22	-3.8	-2.3	-6.0	-5.9	
Zip Code 32092+	64.9	120.75	-6.4	-1.2	-7.4	-12.0	
Ponte Vedra+	71.8	305.03	5.9	8.8	15.2	15.2	

6

Glossary of Terms

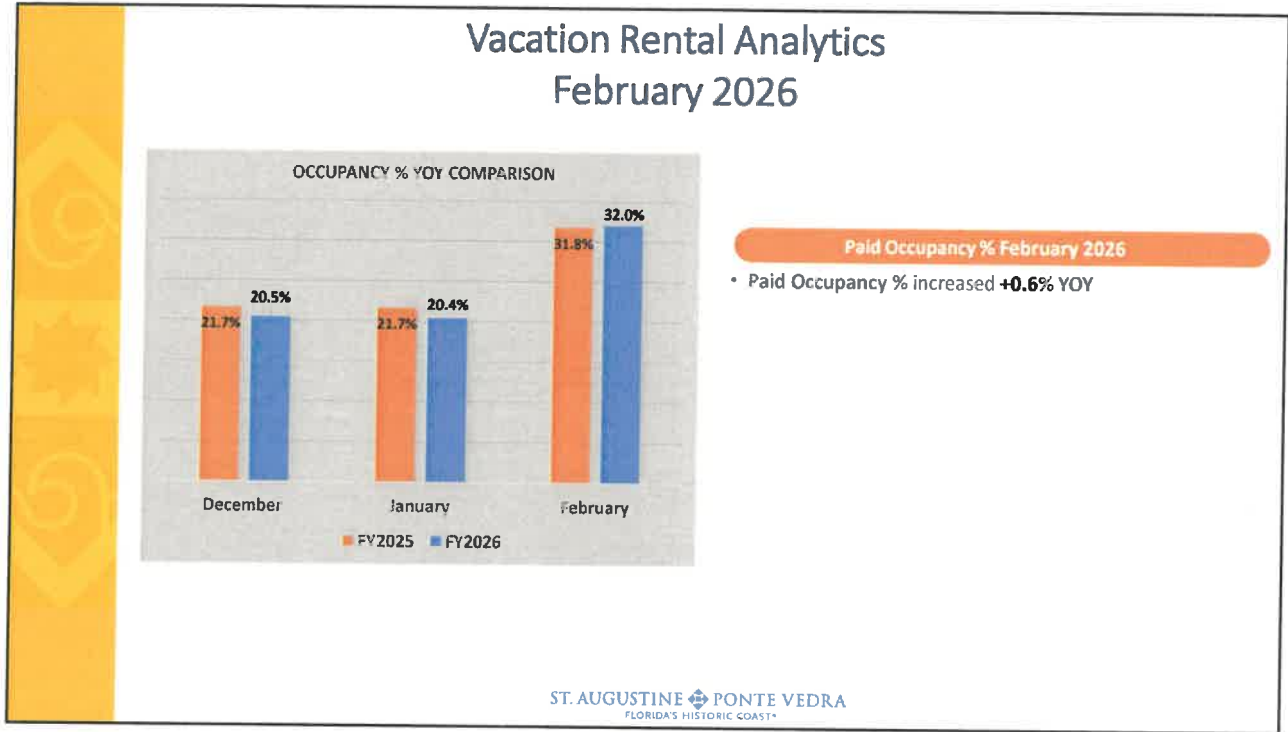
- Room Night=> One room times one night, it is a basic component of calculations for occupancy, demand, supply, ADR and RevPAR/L;
- Occupancy=> Percent of available room nights that are occupied in a given period of time (Room nights sold divided by available room nights expressed as a percentage);
- ADR=> Average Daily Room Rate (Revenue from the sale of room nights divided by the number of room nights occupied);
- RevPAR/L=> Average revenue per available room night or listing night (Revenue from the sale of rooms in a specific period divided by all available room nights for the period);
- Demand=> Number of room nights sold in a given period of time;
- Supply=> Total number of room nights or listing nights available for sale in a given period (Smith Travel Research (STR) requires that a room be out of order for at least six months before it can be taken out of available room counts);
- Gross Revenue=> Revenue from the sale of rooms in a given period;
- FYTD=> Fiscal year to date

7

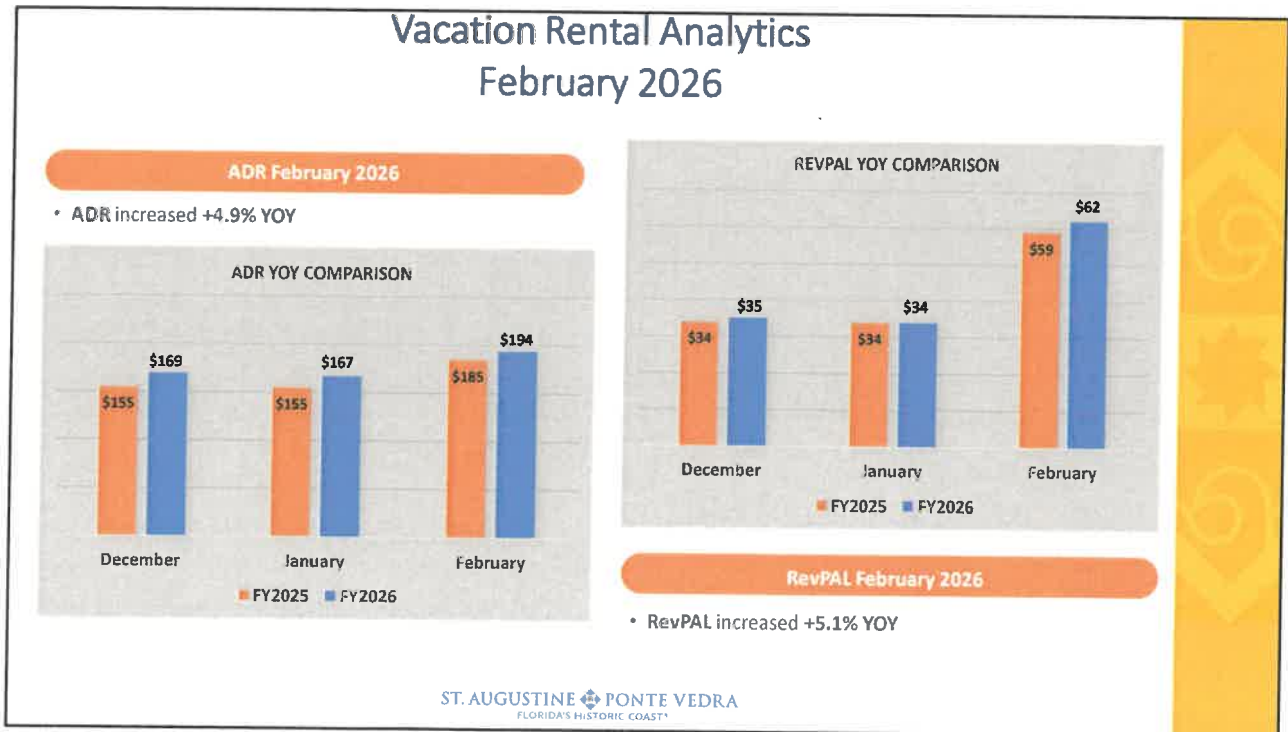
Vacation Rental Analytics (Key Data) + Tourist Development Tax Collections

ST. AUGUSTINE  PONTE VEDRA
A COMMUNITY OF STUNNING QUALITY

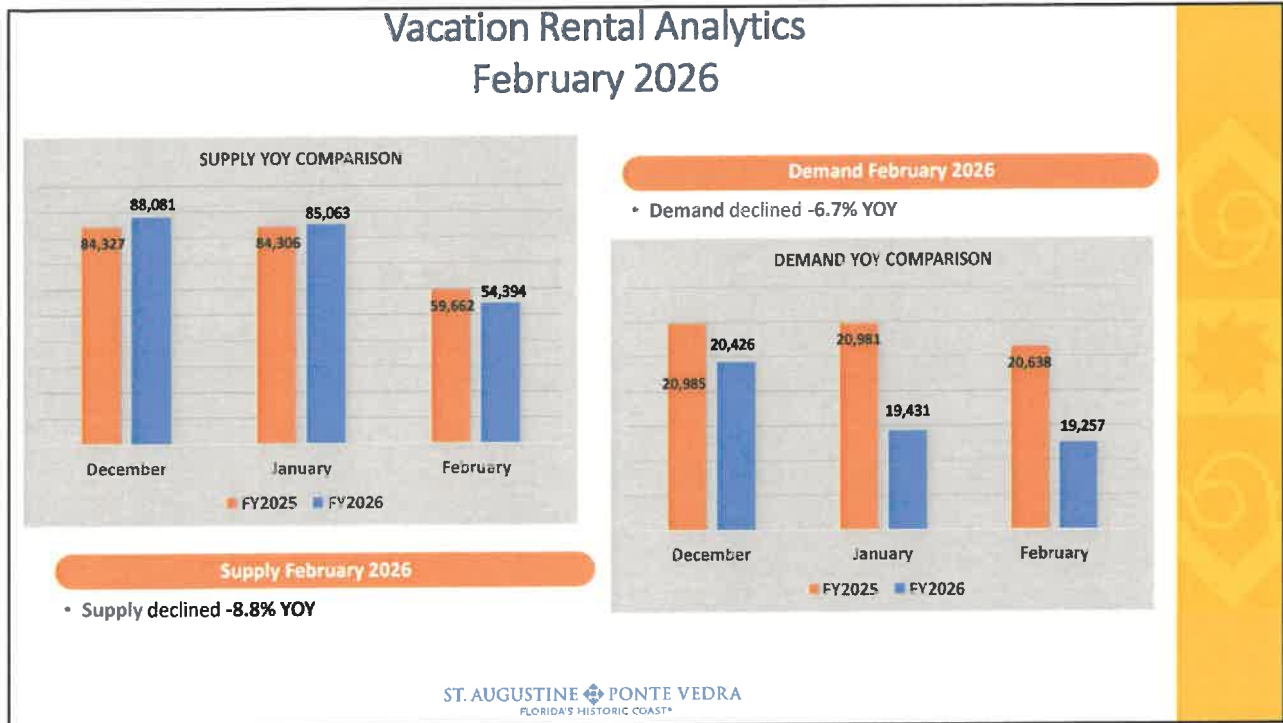
8



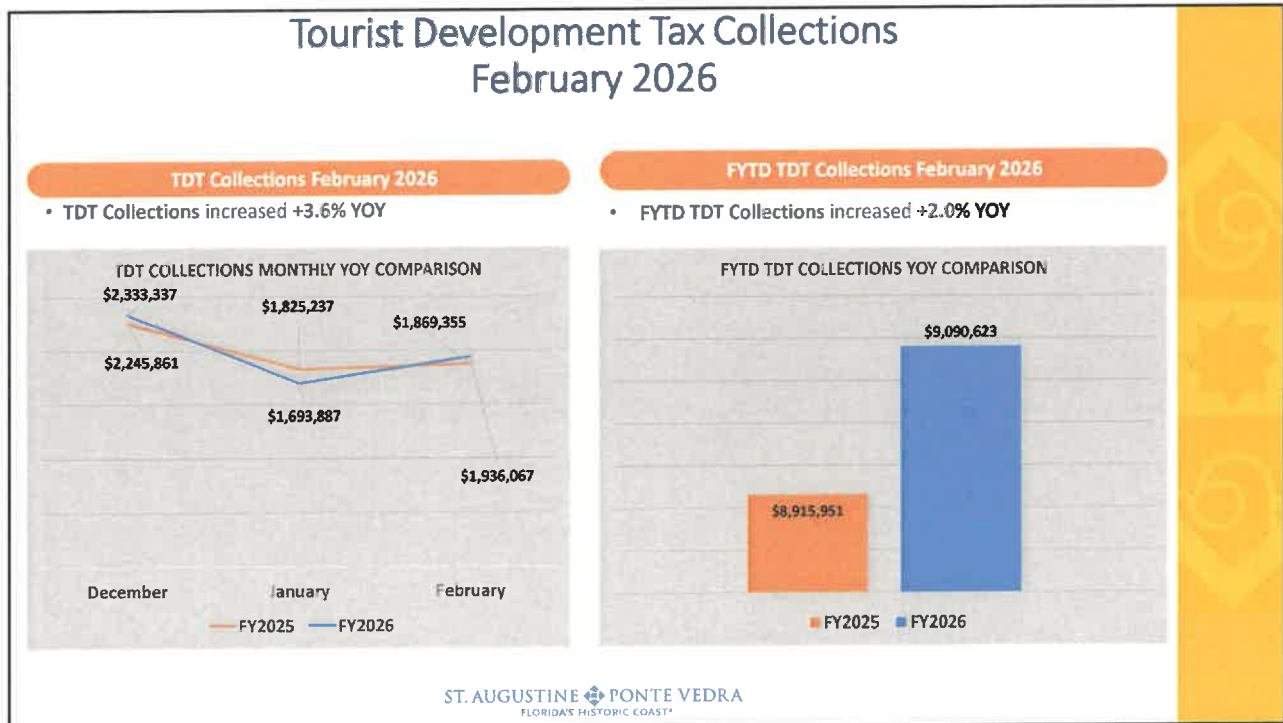
9



10



11

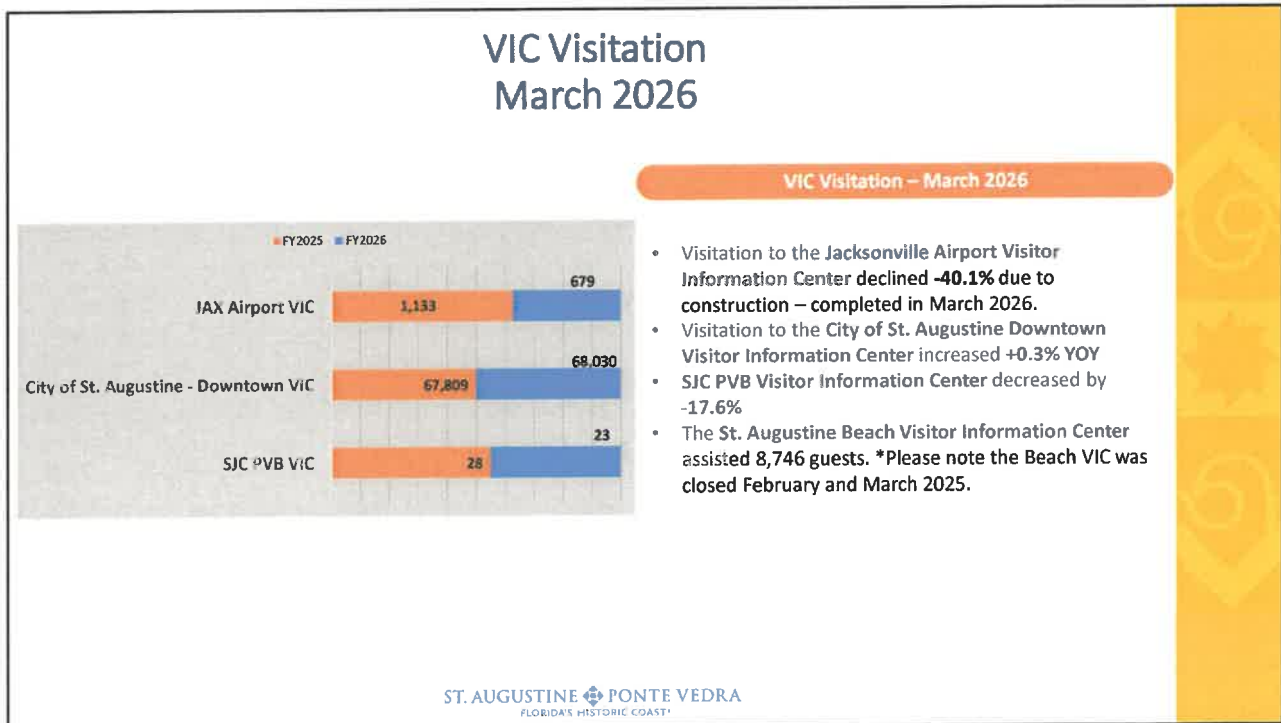


12

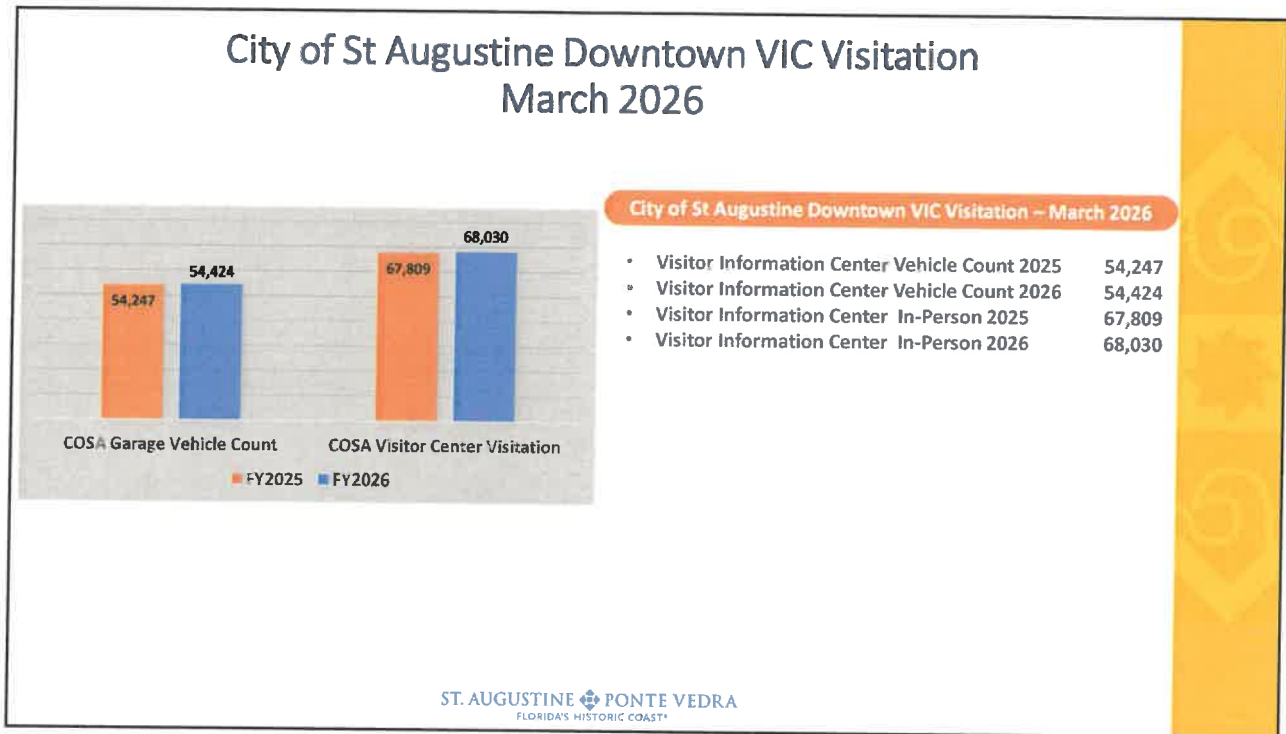
Visitor Information Centers Visitation

ST. AUGUSTINE & PONTE VEDRA
FLORIDA'S HISTORIC COAST

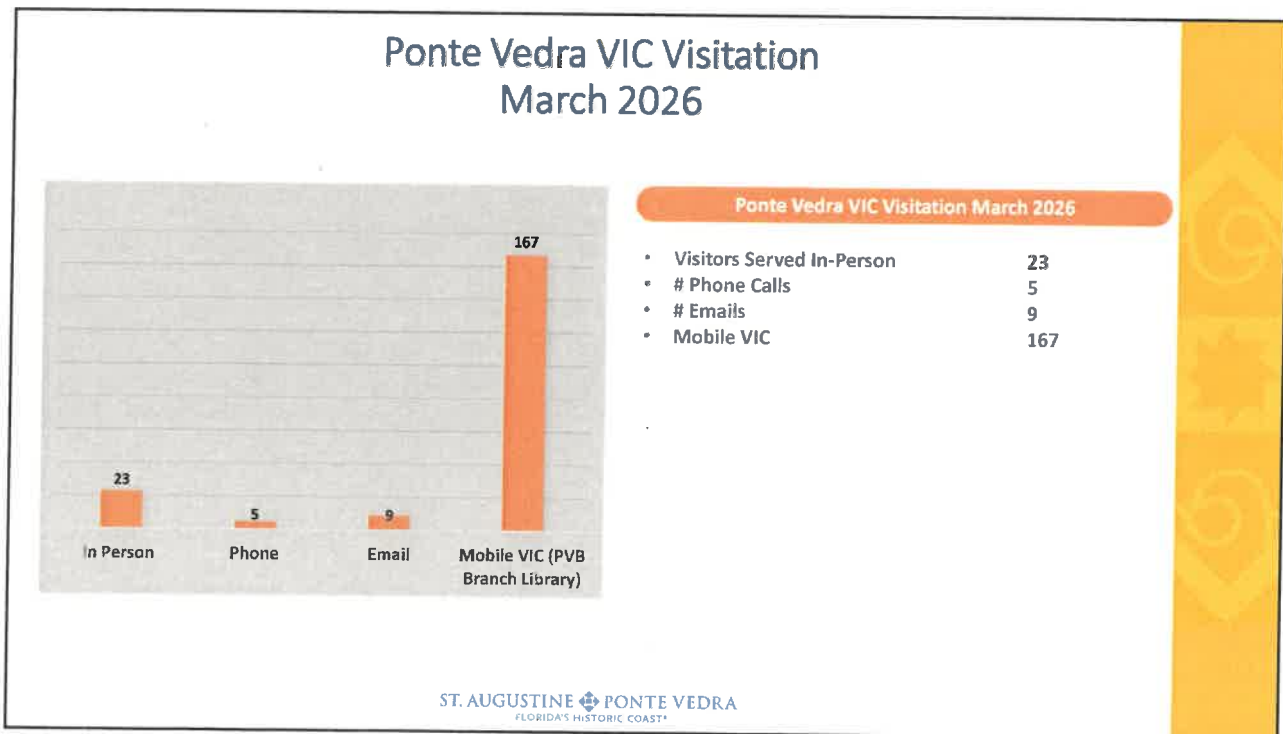
13



14

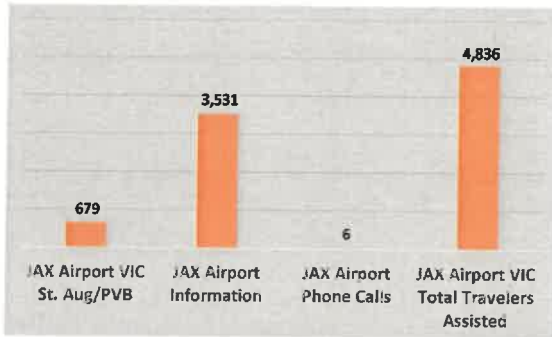


15



16

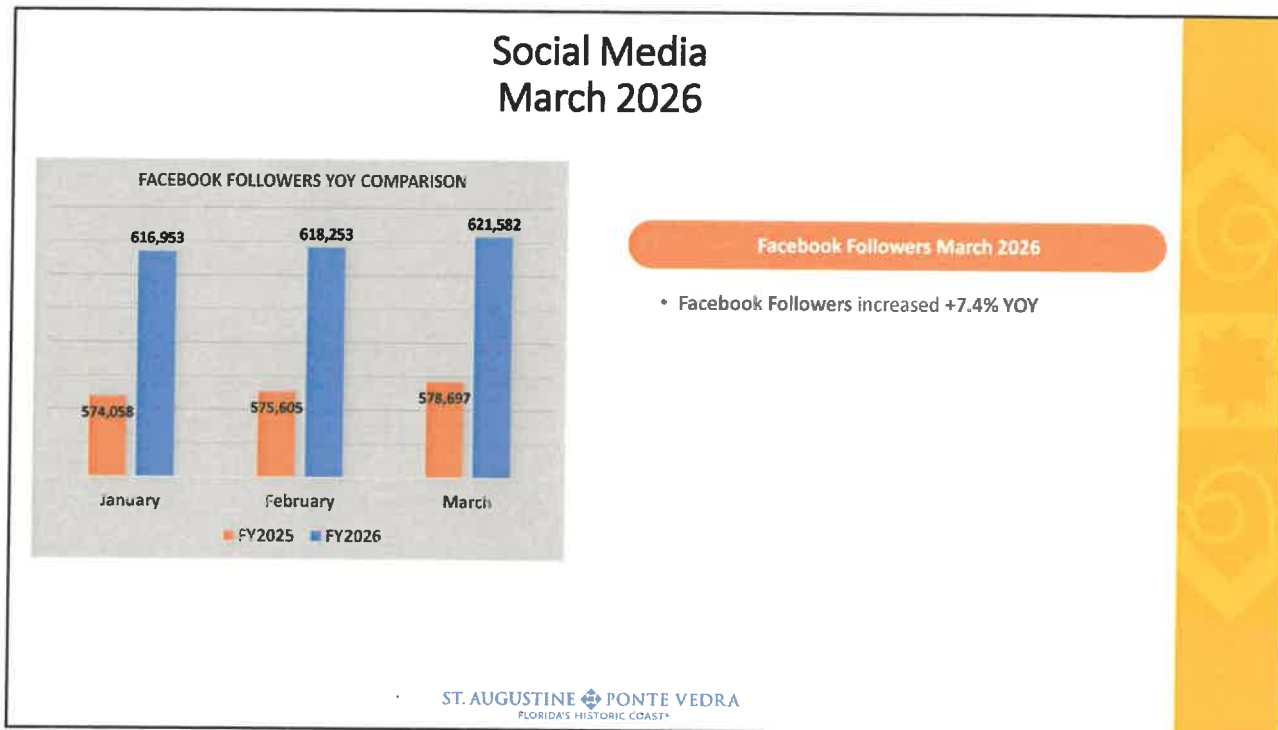
Jacksonville Airport VIC Visitation March 2026



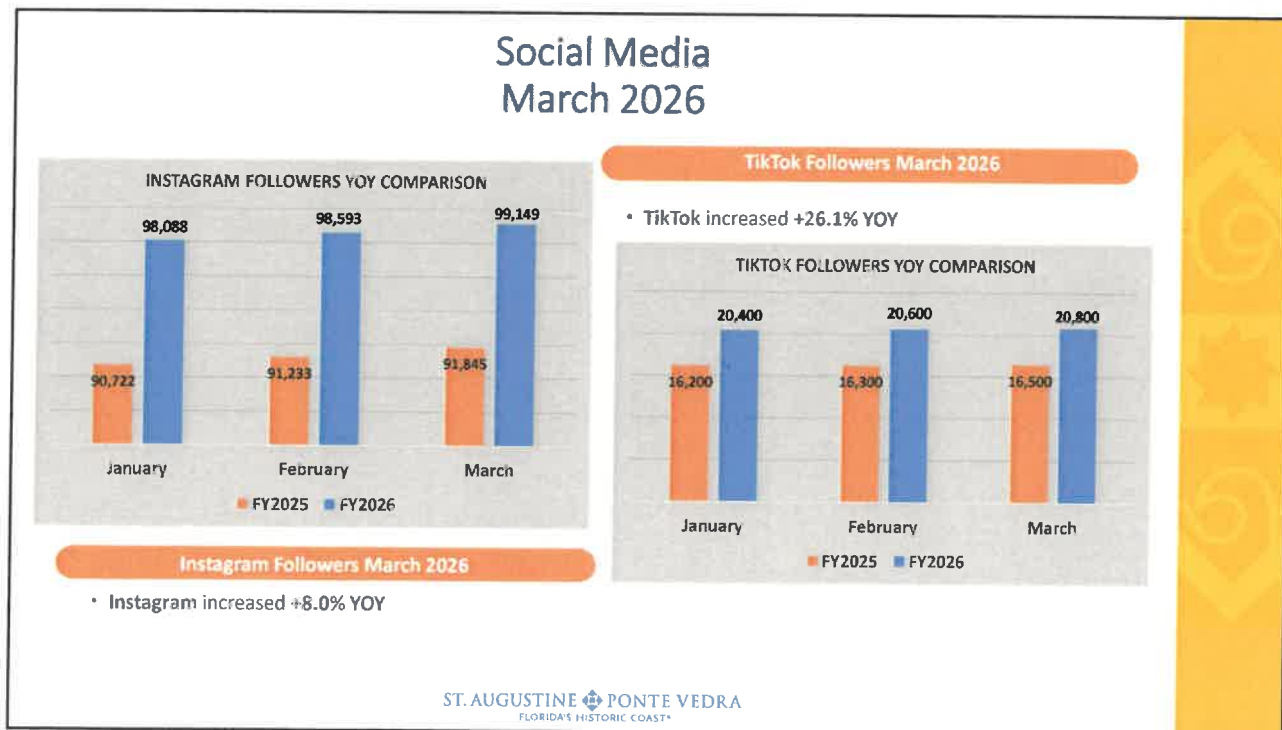
Jacksonville Airport VIC Visitation – March 2026

- Jacksonville Airport VIC St. Aug & PV 679
- Jacksonville Airport VIC Airport Information 3,531
- Jacksonville Airport VIC Phone Calls 6
- Jacksonville Airport VIC Visitor In-Person 2026 4,836

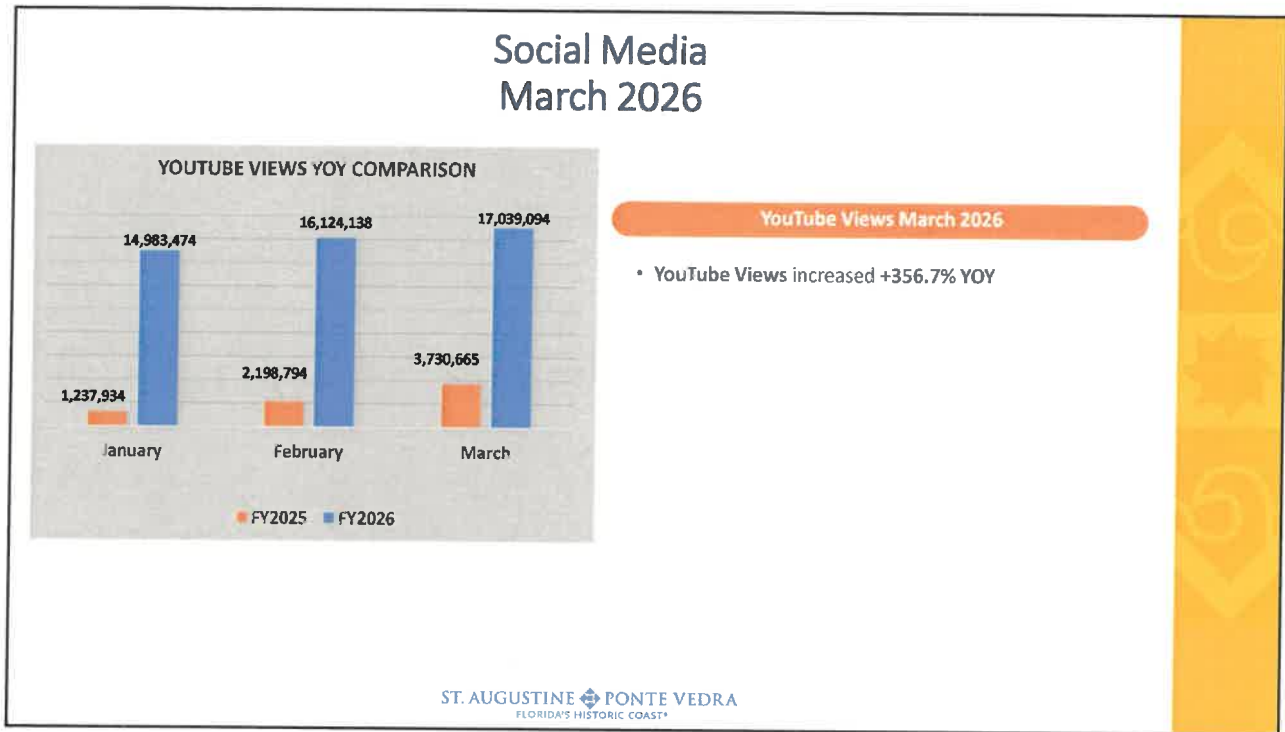
Social Media



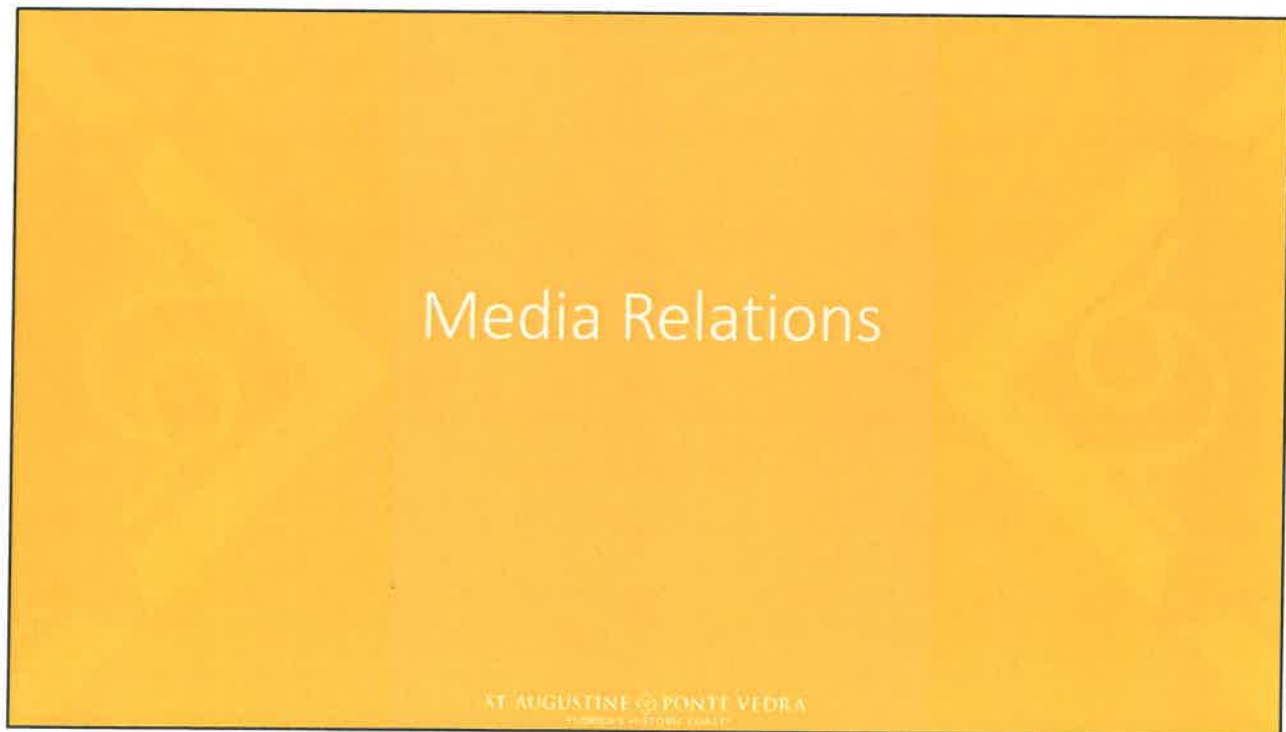
19



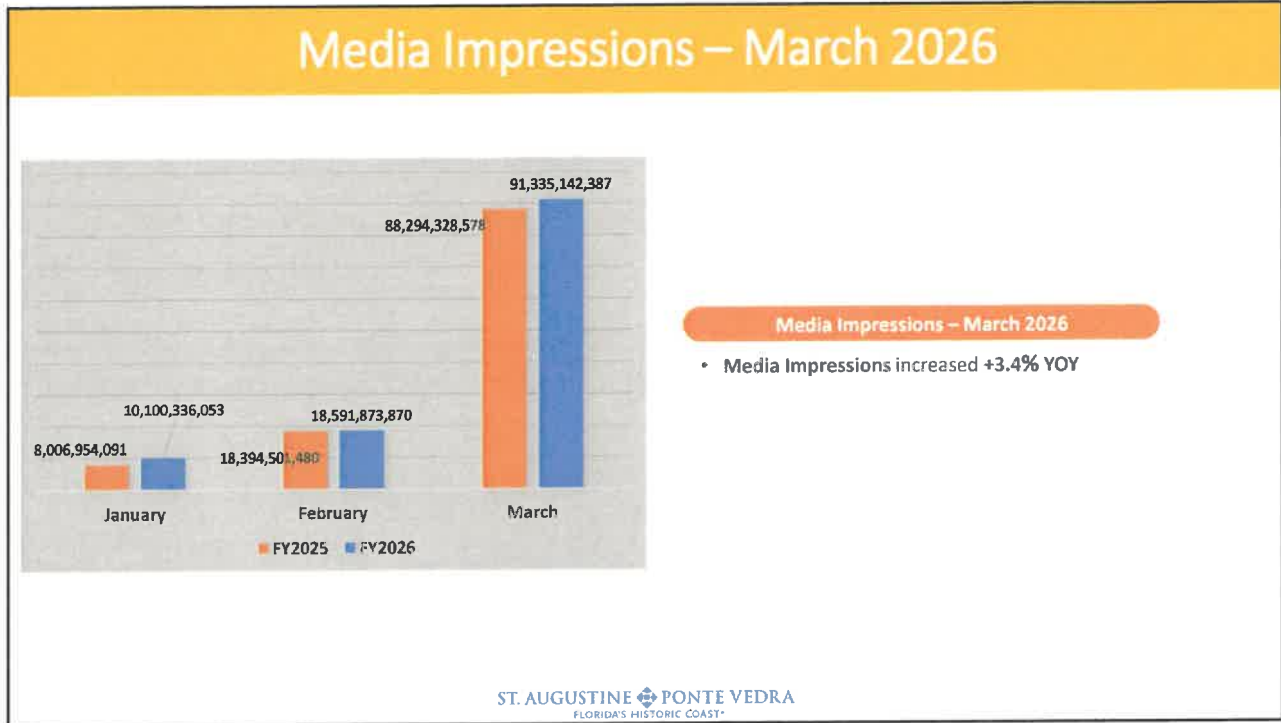
20



21




22



23


Top National Stories – March 2026

- US News & World Report – [Best East Coast Vacation Spots – St. Augustine #1](#)



42 Million Impressions

- MSN.com – [A Florida Pirate History Road Trip w/ Hidden Treasure Stops You Can Actually Visit](#)



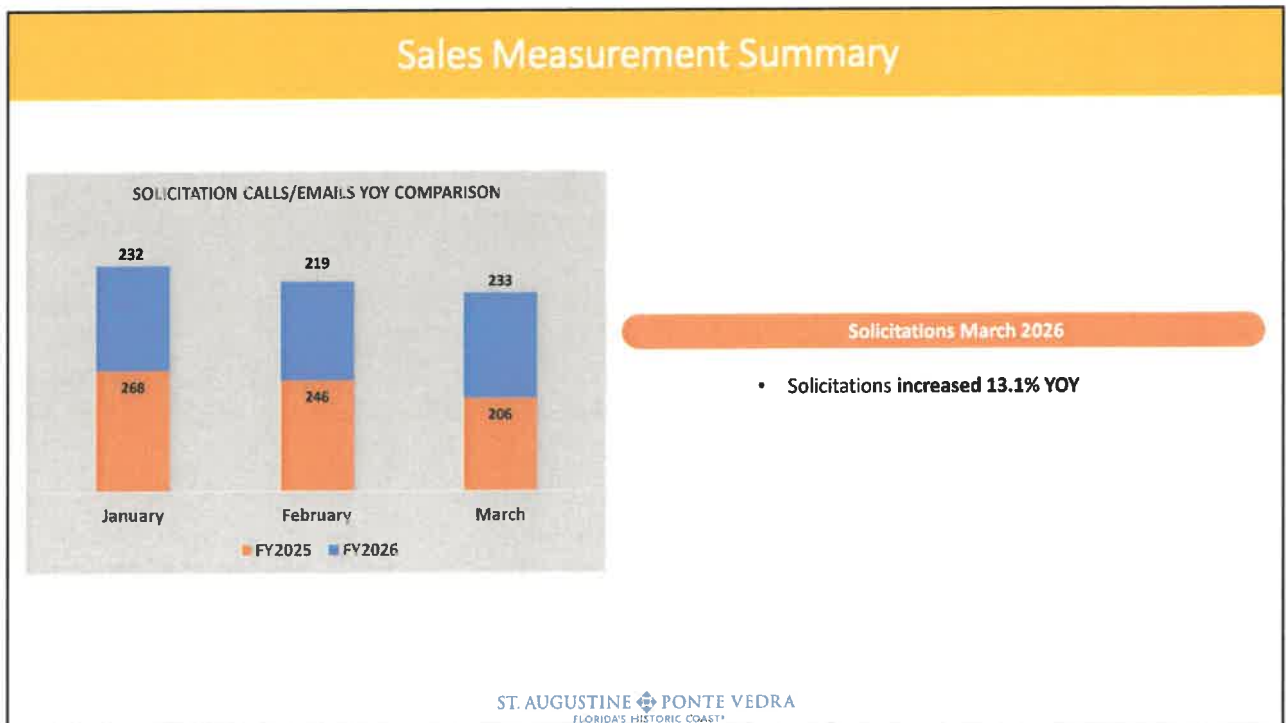
86 Million Impressions

ST. AUGUSTINE + PONTE VEDRA
FLORIDA'S HISTORIC COAST™

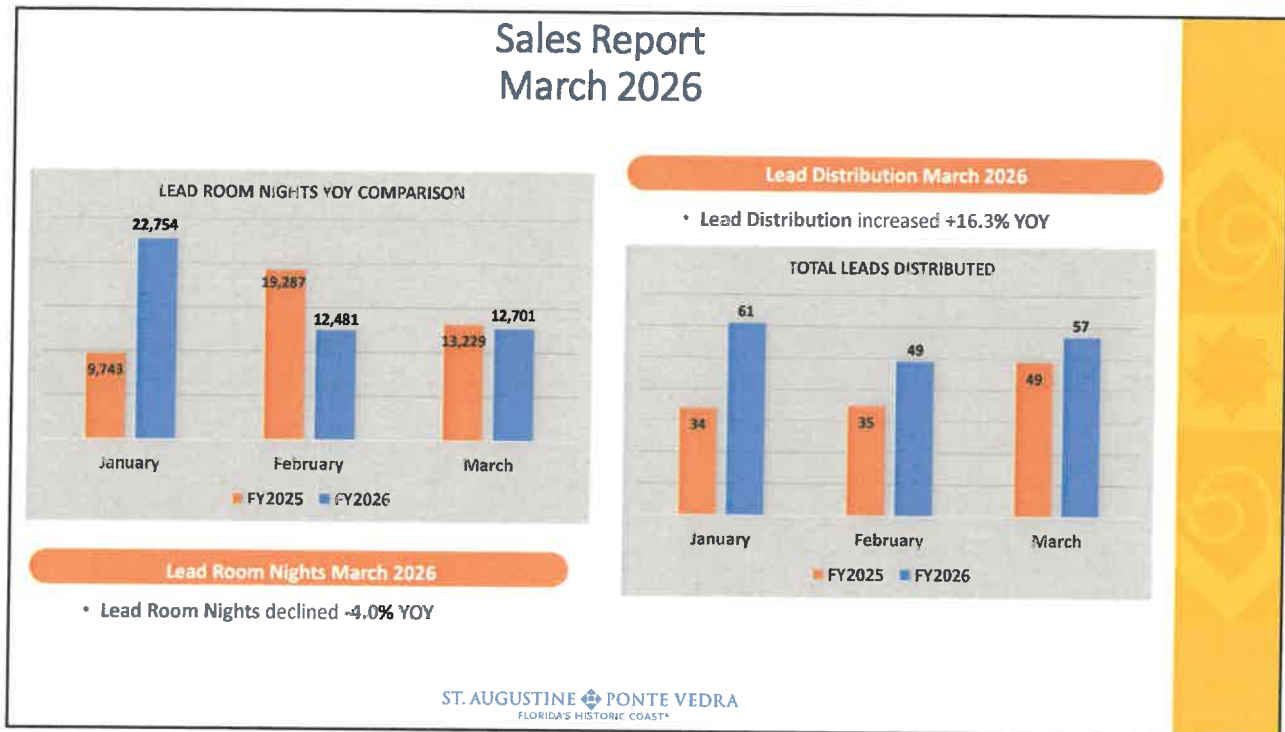
24



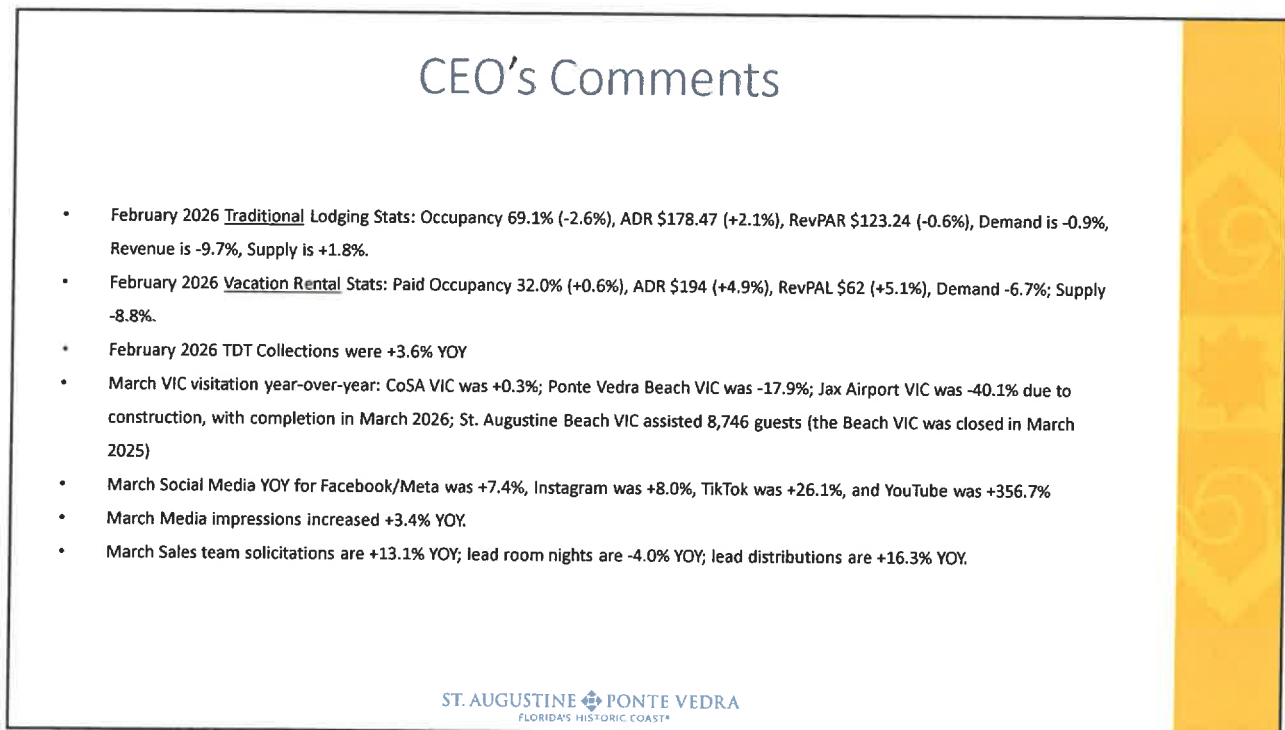
25



26



27



28



29



30

TABLE OF CONTENTS

- Summary
- SJC Site Traffic/Performance Metrics
- Leisure Campaign Summaries
- B2B Search, Programmatic Display & LinkedIn Campaign Summaries
- Co-Op Summaries

31

SUMMARY

- For the month of March 2026, the paid media campaign was comprised of the following media channels/tactics and continued highlighting the new brand messaging launch of "Welcome to The New World"
 - Paid Search (Branded/Non-Branded)
 - Paid Social Media (FB/IG) & FB Lead Ads
 - YouTube
 - Programmatic Display & CTV Video
 - Out-of-Home Digital Billboards
 - Programmatic Display with OTA Partners (Tripadvisor + Expedia)
 - Spot TV + Cable (News Emphasis)
- During the month of March 2026, Tinsley continued to run various Brand & Co-Op campaigns within Social Media, CTV and Print
- The B2B campaigns continued in the month of March 2026 across Search, Social & Display

©20 Tinsley

32

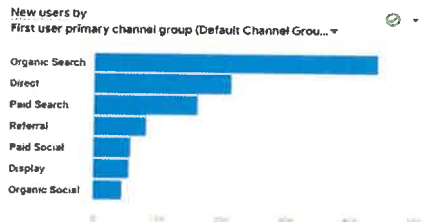
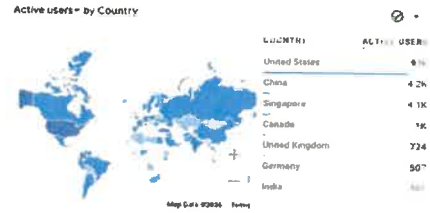
FloridasHistoricCoast.com Site Traffic

- Overall, March 2026 generated a total of 111k total Active Users of which 109k were new, which represents a +21% increase month-over-month.
- We are continuing to filter out bot-related traffic from China & Singapore; which reduces visitation by approximately 8.3k, to a grand total of 102.7K.
- Average engagement time per active user came in at 1 min, 05 sec duration; which was relatively consistent with February 2026.

- United States accounted for the lion share of Active Users (97k), followed by China (4.2k) & Singapore (4.1k), of which is being filtered out. The next country contributing is Canada (1K), followed by The UK (724), then rounding out with Germany (507).



- Although we saw a 21% increase MoM, we will be filtering out 8.3K visitors which we believe to be bot-traffic predominantly coming out of China



- Organic Search accounts for the lion share of New Users, followed by Direct, Paid Search, Referral, Paid Social and rounding out with Display.



- Top Views by Page were St Augustine & Ponte Vedra, Events & Festivals, as well as Meetings & Events, followed by Things to Do, Best Hotels and Events This Weekend

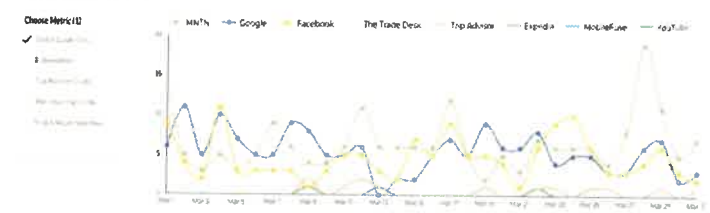


33

Floridashistoriccoast.com Analytics Dashboard

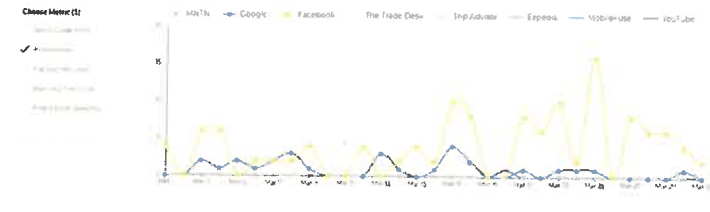
- During the month of March 2026, the paid digital campaign generated:
- 556 Visitor Guide Conversions; primarily driven by Google, Social (Meta: FB/IG) & CTV (MNTN)
 - Overall, we have seen a positive momentum since mid-February, resulting in a +10% increase in conversions MOM.
 - 155 E-Newsletter Subscriptions; primarily driven by Social (Meta: FB/IG), Google & CTV (MNTN)
 - 815 Facebook Lead Ads, which yields a +26% increase MOM.

Daily Metrics by Channel



Total March Lead Ads = 815

Daily Metrics by Channel



34

Floridashistoriccoast.com Analytics Dashboard cont'd

- In addition to Impressions, Clicks, CTRs and Primary + Secondary KPIs; the Tinsley Advanced Dashboard can also track site-level actions across all platforms.
- The specific site-level actions that are being measured include soft-button clicks for the following Metrics:
 - Trip Planner Clicks
 - Plan Your Trip Clicks
 - Find A Room Clicks

Grand Total site-level actions through soft-button clicks = 2,481 actions; representing a +11% growth MoM.



trip planner

Plan Your Trip

Find A Room

The campaign generated 225 Trip Planner clicks:

- Paid Search generated 166
- Paid Social generated 45
- (Of which SA Food + Wine generated 3 actions)
- Display generated 14

The campaign generated 192 Plan Your Trip clicks:

- Paid Search generated 161
- Paid Social generated 23
- (Of which SA Food + Wine generated 2 actions)
- Display generated 7
- YouTube generated 1

The campaign generated 2,064 Find A Room clicks:

- Search generated 1,143
- Paid Social generated 797
- (Of which SA Food + Wine generated 2 actions and St. Augustine Sailing generated 6 actions)
- Display generated 122
- YouTube generated 2



35

Leisure



36

Paid Search: Google AdWords - Leisure

- Google Paid Search is an evergreen schedule and delivered 104,257 impressions and 16,248 clicks from 3/1-3/31/2026; yielding a 15.58% CTR. This exceeds Travel benchmark CTRs by +53%. This month the CPC came in at \$0.93 which is 51% below CPC benchmarks.
- The campaign includes both Brand and Generic (Non-Branded) campaigns.



Top 20 Keywords (ranked by Clicks and CTR)

Keyword	Impressions	Clicks	CTR	CPC
st augustine florida	10,694	2,300	21.79%	\$0.85
things to do in st augustine	1,731	368	21.41%	\$0.71
st augustine travel	2,438	364	14.95%	\$2.33
things to do in st augustine florida	1,105	824	29.32%	\$0.72
st augustine trips	1,385	297	21.44%	\$2.07
st augustine events	1,013	288	27.94%	\$0.62
st augustine fl what to do	972	262	26.95%	\$0.84
st augustine tourism	604	172	29.30%	\$0.98
st augustine what to do	600	172	28.67%	\$0.96
what is there to do in st augustine florida	596	171	28.69%	\$0.95
st augustine sightseeing	831	150	18.05%	\$1.14
st augustine historic district	605	134	18.91%	\$0.87
what to do in st augustine fl	501	113	22.18%	\$0.96
st augustine fl	656	107	16.31%	\$1.14
things to do in st augustine fl	354	106	36.90%	\$0.74
st augustine things to do	472	100	21.19%	\$0.80
what st augustine	297	92	30.98%	\$0.99
st augustine what to do there	326	82	25.15%	\$0.80
st augustine florida hotels	377	70	18.57%	\$2.61
st augustine this weekend	328	69	21.04%	\$0.84

Travel Industry Benchmarks – Google CTR: 10.16%; CPC = \$1.92



37

Paid Social: Facebook/Instagram - Leisure

- Facebook/Instagram delivered 945,120 impressions and 26,725 clicks from 3/1-3/31/2026; yielding a 2.83% CTR; which exceeded Travel benchmarks by +29%.
 - The campaign incorporates in-feed static units and Lead Ads, and a total of 815 Lead Ads were generated.
- For the month of March 2026, we ran evergreen branding messaging and continued with "Welcome to The New World" creative with the following variations; "Horse Beach", "Woman Surf", "Couple Beach", "Family Beach", "Kayakers" & "Kayak Surf".

"Evergreen Branding" -- Display Creative



"Welcome to The New World" - Display Creative



Travel Industry Benchmarks – Social CTR: 2.20%



38

YouTube - Leisure

- YouTube delivered 1,294,826 impressions and 1,660 clicks from 3/1-3/31/2026; yielding a 0.13% CTR and a \$0.01 CPV rate. The CPV rate exceeds Travel benchmarks by +81%.
 - YouTube generated Completed Video Views, generating a 55.35% Video Completed Rate; which exceeds View Rate benchmarks by +87%.
- For the month of March 2026, we continued with the "Welcome to The New World" creatives: "Age of Discovery", "Quiet Places" and "Celebration of Arts".

"Age of Discovery" :30 Commercial



"Quiet Places" :30 Commercial



"Celebration of Arts" :30 Commercial



Travel Industry Benchmarks – YouTube CTR: 0.78%; \$0.047 CPV & 29.60% Video Completion Rate

Tinsley

39

Programmatic Display - Leisure

- Programmatic Display delivered 974,410 impressions and 2,615 clicks from 3/1-3/31/2026; yielding a 0.27% CTR; which is a +28% improvement MoM.
 - Programmatic Display is running across brand-safe sites purchased on **The Trade Desk**.
- For the month of March, we ran evergreen branding messaging and continued with the variations of the "Welcome to The New World" creative. The variations include "Horse Beach", "Woman Surf", "Couple Beach", "Family Beach", "Kayakers" & "Kayak Surf".
- We also launched a new High-Impact unit called "Light-House" via the Trade Desk, on 2/2/2026, which is improving overall performance.
- Additionally, in late March 2026, Weather-Triggered Programmatic banners were also activated. This campaign delivered approximately 5,899 impressions and 12 clicks, achieving a .20% CTR.

"Evergreen Branding" Display Creative



"Welcome to The New World" Display Creative



Kargo "Light House" Rich Media (Video)



Travel Industry Benchmarks – Display CTR: 0.44%

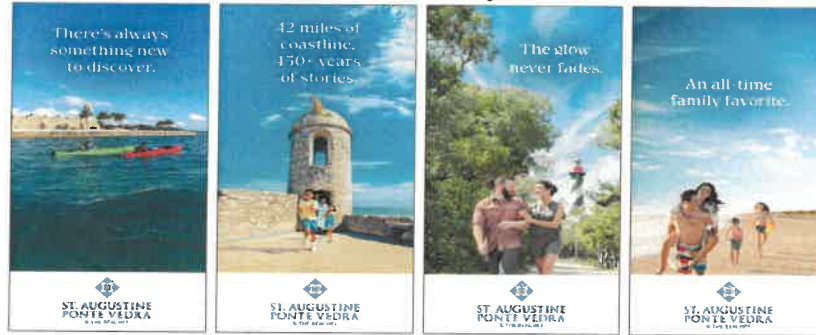
Tinsley

40

Site Direct Tripadvisor + Expedia - Leisure

- Both Tripadvisor and Expedia campaigns launched in November 2025.
- For the month of March, the following impressions and clicks were delivered:
 - Tripadvisor Display delivered 989,100 impressions and 1,120 clicks from 3/1-3/31/2026; yielding a 0.11% CTR
 - The Brand Channel Lites launched in January 2026 with both Social and Display which is the primary driver of overall improvement of delivery.
 - Expedia Display delivered 103,258 impressions and 335 Page View Conversions from 3/1-3/31/2026. Additional insights are provided from the site and will be featured in Quarterly Recaps.

“Evergreen Branding”



Travel Industry Benchmarks – Display CTR: 0.44%

Tinsley

41

Programmatic Video (CTV) - Leisure

- Programmatic Video/CTV delivered impressions 2,006,046 impressions from 3/1-3/31/2026; and has generated an 86.42% Video Completion Rate, which exceeds benchmarks by +88%.
 - Programmatic CTV Video is running across brand-safe sites purchased through **The Trade Desk** on a platform called **MNTN**.
- For the month of March 2026, we continued with the “Welcome to The New World” creatives: “Age of Discovery”, “Quiet Places” and “Celebration of Arts”.

“Age of Discovery” :30 Commercial



“Quiet Places” :30 Commercial



“Celebration of Arts” :30 Commercial



Travel Industry Benchmarks Video Completion Rate (VCR): 46%

Tinsley

42

Spot TV + Cable: “News-Emphasis” - Leisure

- As part of the launch of the “Welcome to The New World”; we have activated Local Spot TV + Cable in high engagement markets, targeting A35-64; HHI \$135k+ continuing with the “news-centric” approach.
- The campaign reflects approximately 70% Spot TV across major News stations such as ABC, CBS, FOX, and NBC, and 30% within Cable News featuring FOX/CNBC and MSNOW/CNN.
- The Spot TV campaign will run 100% :30s and has launched with “Age of Discovery” for the first week, followed by “Quiet Places” and “Celebration of Arts” in following weeks. The campaign will continue to use a variation of all three creative messages.
 - Markets reflect both Drive markets such as Atlanta, Miami, Orlando, Savannah, WPB and introduces NE + Midwest markets such as Dallas, Chicago and New York.
 - A special Olympics-centric campaign was also purchased in the Jacksonville and Orlando DMA and included a client on-air segment which led up to the March 6th Opening Ceremony within First Coast News Lifestyle program.
 - Total Spot TV + Cable impressions for March 2026 is estimated at 15,412,698 impressions.
 - Looking at GA4; we have seen strong momentum of traffic volume peak in mid-to-late February 2026; where we ran Olympics programming in Jacksonville and Atlanta. We are continuing to see consistent peaks throughout the month of March 2026.



©20 Tinsley

43

Spot TV + Cable: “News Emphasis” - Leisure

- “Welcome to The New World” video campaign features the following versions which will air throughout the duration of the FYQ2 campaign (January – March 2026).

“Age of Discovery” :30 Commercial



“Quiet Places” :30 Commercial



“Celebration of Arts” :30 Commercial



©20 Tinsley

44

Out-of-Home: Digital Billboards - Leisure

- The annual Digital Billboard program continues within both Charleston, SC and Savannah, GA for the month of March 2026.
 - Savannah, GA will have one 12' x 50' Digital Billboard running annually, located at: I-95 0.3 mi N/O US-80 ES (North Facing).
 - The Savannah digital billboard delivered approximately 422,300 impressions.
 - Charleston, SC will utilize a Rotary Digital Billboard campaign (with 1 unit running across a pool of 17 units throughout the year); with the March 2026 location being at: I 26 s/s, 0.75 mi w/o Exit 197 Nexton Pkwy, facing west
 - The Charleston digital board delivered approximately 480,00 impressions.

OOH Creative



45

Leisure Golf Marketing: LINKS “Featured” Partner Newsletter

LINKS

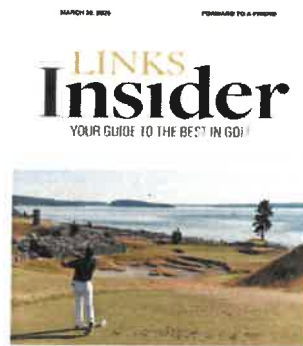
3/20/2026 LINKS Insider “Featured” Partner E-Newsletter (Mid Position)

Performance

- Sends: 115,770
- Total Opens: 58,021
- Open Rate: 50.12%
- Clicks: 184
- Click Rate: 0.10%

Take-Aways

- Achieved a 50.47% Open Rate
- Achieved a 0.1% CTR



Long Cove Club: Where Championship Golf Meets a Welcoming Community

Featuring a nationally ranked Peter Dye golf course, Long Cove Club delivers a relaxed yet elite club experience defined by championship golf, scenic beauty, and an engaged, welcoming membership.

St. Augustine, Ponte Vedra & The Beaches

Challenge yourself on more than a dozen legendary courses in the birthplace of golf in America, and enjoy the magical world class resorts, social-fresh culture, and an excellent nightlife.

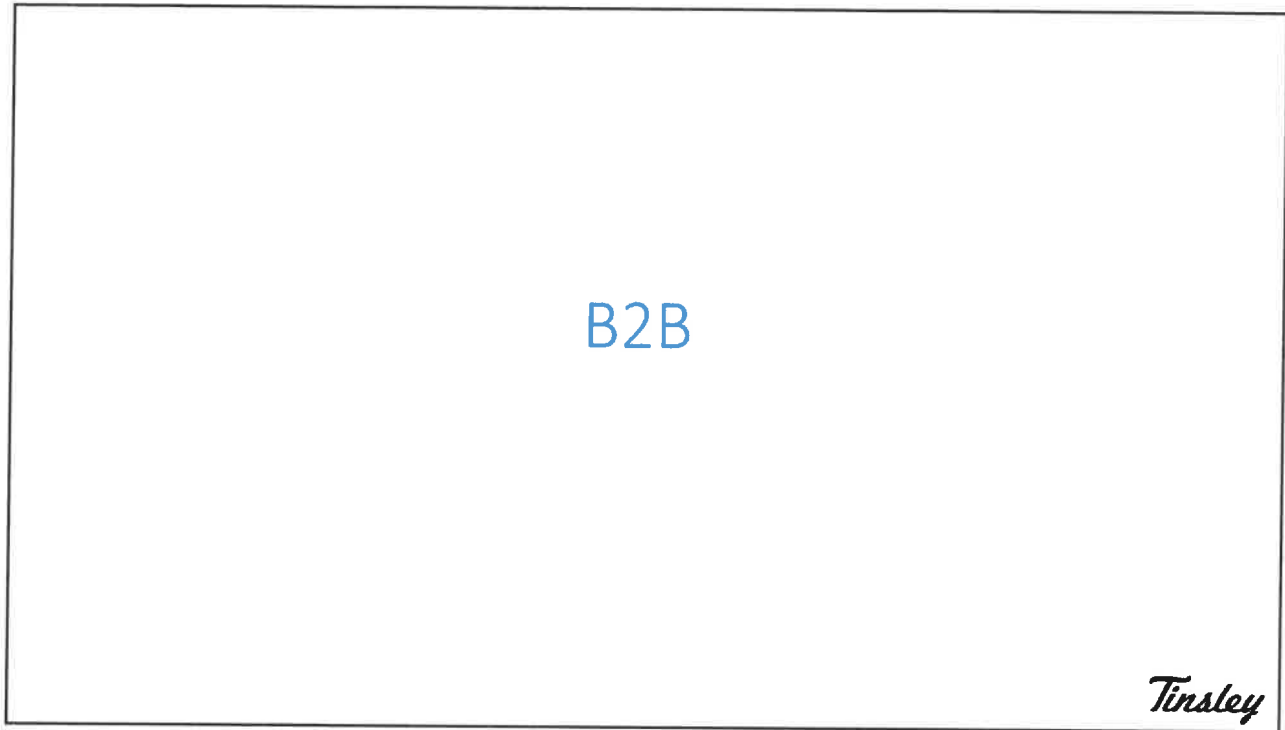
3/20/2026 LINKS Insider: Featured Partner E-Newsletter



Source: LINKS Insider (partner publishing account)
Open Rate: 50.12% CTR: 0.10%



46



B2B

Tinsley

47

Paid Search: Google AdWords - B2B

- The B2B Google Paid Search campaign generated 18,248 impressions and 2,647 clicks from 3/1-3/31/2026, yielding a 19.01% CTR; which is now exceeding benchmarks by +87%. This month the CPC came in at \$1.17 which is 39% below CPC benchmarks.
 - This is a result of our optimizations to the B2B search campaign to reflect National and Regional copy; refining keywords to include "Weddings" & "Reunions". This month we also saw 10x "Contact Us" requests and 6x "Wedding/Reunion Contact Us" page views.
- The campaign includes ad groups against Meetings: Events, Meetings: Retreats, and Tour: Group Travel Ad Group.

B2B Site Links, Callouts, Structured Snippets & Call Assets



Top 20 Keywords (ranked by Clicks and CTR)

Keywords	Impressions	Clicks	CTR	CPC
affordable family reunion destinations	3,312	844	25%	\$3.98
outdoor wedding venues	2,561	742	29%	\$1.61
best family reunion locations	2,784	858	24%	\$1.22
reunion events	1,013	283	28%	\$0.82
best wedding venues	2,055	249	12%	\$1.43
best wedding venues	1,518	193	13%	\$1.42
reunion this weekend	328	68	21%	\$0.64
reunion things to do this weekend	192	30	16%	\$1.01
cheap wedding venues	376	28	7%	\$1.49
things to do in reunion this weekend	100	23	23%	\$1.10
best reunion events	198	24	12%	\$0.74
reunion calendar of events	81	17	21%	\$0.63
reunion events	33	13	39%	\$0.66
events in reunion	63	12	19%	\$0.43
events in reunion this weekend	74	10	14%	\$0.74
meeting and conference venues	36	9	25%	\$1.51
reunion christmas lights	98	9	9%	\$1.40
events in reunion	40	8	20%	\$0.60
events in reunion florida	10	8	80%	\$0.60
what's going on in reunion this weekend	19	5	26%	\$0.81

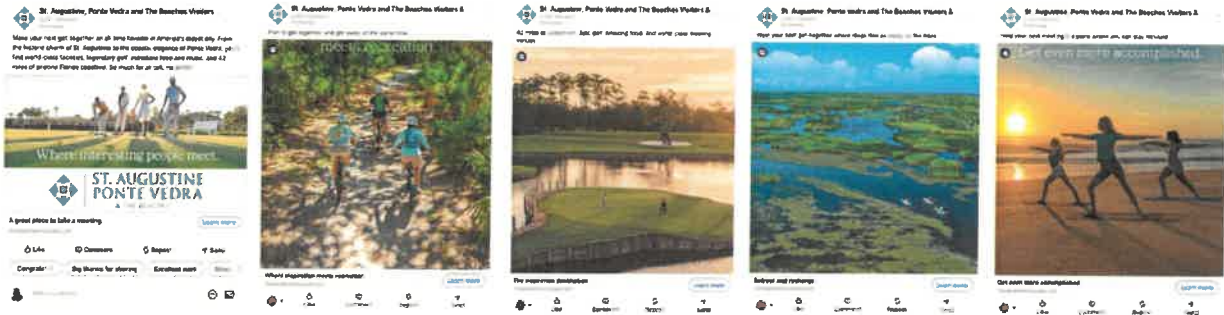
Travel Industry Benchmarks - Google CTR: 10.16%

Tinsley

48

Paid Social: LinkedIn - B2B

- The B2B LinkedIn delivered 190,656 impressions and 2,994 clicks from 3/1-3/31/2026; yielding a 1.57% CTR, which exceeds Travel benchmarks by nearly 3x.
- For the month of March 2026, we introduced new B2B "Welcome to The New World" in-feed static creative with the following variations; including "Biking", "Golf", "Kayak", "Yoga", etc.



Travel Industry Benchmarks LinkedIn CTR: 0.04%-0.06%



49

Programmatic Display - B2B

- B2B Programmatic Display delivered 298,402 impressions and 376 clicks from 3/1-3/31/2026; yielding a 0.13% CTR; which is a +1.6x improvement MOM.
 - Programmatic Display is running across brand-safe sites purchased on *The Trade Desk*.
- We have integrated Pre-Roll Video back in November 2025 and continue to see improved performance. New "Meetings" videos launched in March 2026.
 - This portion yielded 20,502 impressions and generated .16% CTR.
- For the month of March 2026, we introduced new B2B "Welcome to The New World" creative messaging with the following variations; including, "Biking", "Golf", "Kayak", "Yoga", etc.



Travel Industry Benchmarks—Display CTR: 0.44%



50

Recommend: March/April 2026 Issue - B2B

Recommend offers National exposure; targeting Travel Advisors in the U.S & Canada.

Placement

- A Two-Page Spread ran in the March/April 2026 Issue with "Sunshine State of Mind – Florida Insider Guide" editorial focus.

Audience

- 15,000 print copies are distributed and reach a total readership of 42,000 Travel Advisors.
- The Digital edition is sent out to 35,746 Travel Advisors reaching 64,343 total



Tinsley

53

Florida Trend: March 2026 Issue – B2B

Florida Trend is a monthly business magazine serving as a premier source for Florida business news, industry analysis, and economic trends.

It covers topics such as economic development, law, real estate, and technology, offering in-depth insights into the state's diverse industries

Placement

- The March 2026 issue reflected a P4C + Advertorial within the Leadership Insights/Destination Florida - Florida's Convention & Business Bureaus edition.

Audience

- Targets 270,000 top-level executives and business leaders in Florida

LEADERSHIP INSIGHTS
DESTINATION FLORIDA

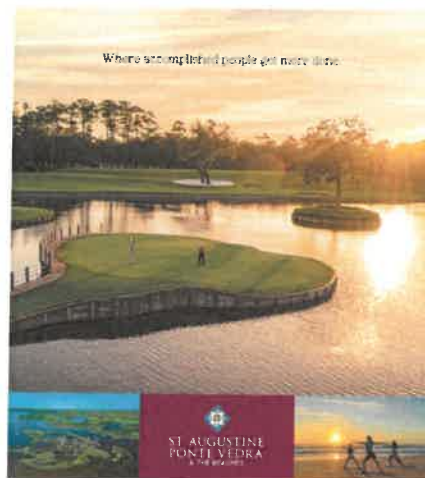
St. Johns County Visitors & Convention Bureau

Executive Interview
Suzanne Phillips, President and CEO
Candy Schenck, Director of Human Resources and Strategy, Phoenix

Key Takeaways
St. Johns County is a premier destination for business and tourism, offering a unique blend of natural beauty, cultural heritage, and world-class amenities. The county's strategic focus on economic development and infrastructure investment has positioned it as a leading choice for businesses and visitors alike.

Key Takeaways
St. Johns County is a premier destination for business and tourism, offering a unique blend of natural beauty, cultural heritage, and world-class amenities. The county's strategic focus on economic development and infrastructure investment has positioned it as a leading choice for businesses and visitors alike.

Key Takeaways
St. Johns County is a premier destination for business and tourism, offering a unique blend of natural beauty, cultural heritage, and world-class amenities. The county's strategic focus on economic development and infrastructure investment has positioned it as a leading choice for businesses and visitors alike.



ST AUGUSTINE FONTE VEDRA

Where accomplished people get their fix

Tinsley

54

Co-Op

Tinsley

55

CTV (MNTN): Spring 2026 Co-Op Video

New in FY2026; we have extended Co-Op opportunities with CTV Video, featuring :30 Video Ads

- For the month of March 2026, the Spring 2026 campaign has run March 2nd – March 29th across the MNTN CTV platform.
- Overall, the campaign reflects a total of five partners; outlined below:
 - Beacher's Lodge Oceanfront Suites
 - Hastings Main Street
 - SA Food + Wine Festival
 - St. Augustine Sailing
 - Whiskey, Wine & Wildlife
- Each partner is scheduled to receive a minimum of 20,000 impressions across the duration of the campaign (3/2-3/29/2026); and each partner has exceeded minimum impression volume during the lifetime of the campaign.
- Campaign Parameters:
 - Target Audience: Adults 25-54
 - Markets include; Atlanta, Charleston, Charlotte, Chicago, Dallas, Gainesville, Greenville-Spartanburg-Asheville-Anderson, Jacksonville, Miami-Fort Lauderdale, New York, Orlando, Raleigh-Durham, Savannah, Tampa-St. Petersburg, Washington DC

Travel Industry Benchmarks – Social CTR: 2.20%

Tinsley

56

CTV (MNTN): Spring Co-Op Video

Spring Co-Op CTV - Beachers Lodge: 3/2-3/29/2026

State	Impressions	TV Commercials Aired	Total Verified Views	View Rate	Households Reached	Total Conversions
Atlanta, GA	2,457	2,457	0	0.00%	2,021	0
Charleston, SC	340	340	0	0.00%	289	0
Charlotte, NC	1,728	1,728	0	0.00%	1,183	0
Chicago, IL	1,875	1,875	0	0.00%	1,604	0
Dallas-Ft. Worth, TX	1,858	1,858	0	0.00%	1,454	0
Gainesville, FL	150	150	0	0.00%	127	0
Greenville-Spartanburg, SC-Ashville, NC-Anderson, SC	878	878	0	0.00%	635	0
Jacksonville, FL	1,039	1,039	7	1.00%	701	0
Miami-Ft. Lauderdale, FL	785	785	0	0.00%	678	0
New York, NY	4,099	4,099	3	0.09%	3,450	0
Orlando-Daytona Beach-Melbourne, FL	1,422	1,422	3	0.27%	1,118	0
Raleigh-Durham (Fayetteville), NC	1,243	1,243	0	0.00%	961	0
Savannah, GA	460	460	0	0.00%	376	0
Tampa-St. Petersburg (Sarasota), FL	1,416	1,416	0	0.00%	1,173	0
Washington, DC (Hagerstown, MD)	2,117	2,117	0	0.00%	1,506	0
Unknown	18	18	0	0.00%	18	0
Grand Total Beachers Lodge Spring CTV	21,885	21,885	13	0.09%	17,394	0



Each partner is scheduled to receive a minimum of 20,000 impressions across the duration of the campaign and this partner has exceeded minimums.

Tinsley

57

CTV (MNTN): Spring 2026 Co-Op Video

Spring 2026 Co-Op CTV – Hastings Main Street (3/2-3/29/2026)

State	Impressions	TV Commercials Aired	Total Verified Views	View Rate	Households Reached	Total Conversions
Atlanta, GA	2,736	2,736	1	0.04%	2,300	1
Charleston, SC	429	429	2	0.62%	322	0
Charlotte, NC	1,711	1,711	0	0.00%	1,185	0
Chicago, IL	1,971	1,971	0	0.00%	1,676	0
Dallas-Ft. Worth, TX	2,054	2,054	0	0.00%	1,649	0
Gainesville, FL	153	153	0	0.00%	140	0
Greenville-Spartanburg, SC-Ashville, NC-Anderson, SC	852	852	0	0.00%	722	0
Jacksonville, FL	1,278	1,278	1	0.08%	796	0
Miami-Ft. Lauderdale, FL	847	847	0	0.00%	738	0
New York, NY	4,464	4,464	3	0.08%	3,814	0
Orlando-Daytona Beach-Melbourne, FL	1,458	1,458	1	0.08%	1,212	0
Raleigh-Durham (Fayetteville), NC	1,409	1,409	0	0.00%	1,135	0
Savannah, GA	484	484	0	0.00%	407	0
Tampa-St. Petersburg (Sarasota), FL	1,655	1,655	1	0.07%	1,343	0
Washington, DC (Hagerstown, MD)	2,341	2,341	2	0.13%	1,797	0
Unknown	22	22	0	0.00%	21	0
Grand Total Hastings Main Street Spring CTV	25,874	25,874	13	0.09%	19,257	1



Each partner is scheduled to receive a minimum of 20,000 impressions across the duration of the campaign and this partner has exceeded minimums.

Tinsley

58

CTV (MNTN): Spring 2026 Co-Op Video

Spring 2026 Co-Op CTV – St. Augustine Food + Wine Festival (3/2-3/29/2026)

State	Impressions	TV Commercials Aired	Total Verified Views	View Rate	Households Reached	Total Conversions
Atlanta, GA	2,561	2,561	3	0.14%	2,113	0
Charleston, SC	368	368	0	0.00%	306	0
Charlotte, NC	1,859	1,859	0	0.00%	1,272	0
Chicago, IL	1,926	1,926	0	0.00%	1,632	0
Dallas-Ft. Worth, TX	1,922	1,922	0	0.00%	1,545	0
Gainesville, FL	182	182	0	0.00%	128	0
Greenville-Spartanburg, SC-Ashville, NC-Anderson, SC	907	907	0	0.00%	682	0
Jacksonville, FL	1,225	1,225	4	0.51%	779	0
Miami-Ft. Lauderdale, FL	887	887	1	0.12%	786	0
New York, NY	4,569	4,569	1	0.03%	3,840	0
Orlando-Daytona Beach-Melbourne, FL	1,560	1,560	4	0.33%	1,199	0
Raleigh-Durham (Fayetteville), NC	1,399	1,399	0	0.00%	1,126	0
Savannah, GA	527	527	0	0.00%	431	0
Tampa-St. Petersburg (Sarasota), FL	1,566	1,566	6	0.50%	1,204	1
Washington, DC (Hagerstown, MD)	2,431	2,431	0	0.00%	1,933	0
Unknown	14	14	0	0.00%	14	1
Grand Total SA Food + Wine Festival Spring CTV	25,983	25,983	18	0.30%	18,980	2



Each partner is scheduled to receive a minimum of 20,000 Impressions across the duration of the campaign and this partner has exceeded minimums.

Tinsley

59

CTV (MNTN): Spring 2026 Co-Op Video

Spring 2026 Co-Op CTV – St. Augustine Sailing (3/2-3/29/2026)

State	Impressions	TV Commercials Aired	Total Verified Views	View Rate	Households Reached	Total Conversions
Atlanta, GA	2,522	2,522	0	0.00%	2,082	0
Charleston, SC	336	336	0	0.00%	286	0
Charlotte, NC	1,835	1,835	0	0.00%	1,247	0
Chicago, IL	2,061	2,061	0	0.00%	1,676	0
Dallas-Ft. Worth, TX	1,846	1,846	0	0.00%	1,460	0
Gainesville, FL	152	152	0	0.00%	128	0
Greenville-Spartanburg, SC-Ashville, NC-Anderson, SC	993	993	2	0.29%	694	0
Jacksonville, FL	1,085	1,085	3	0.40%	750	0
Miami-Ft. Lauderdale, FL	955	955	2	0.27%	732	0
New York, NY	4,432	4,432	5	0.13%	3,748	0
Orlando-Daytona Beach-Melbourne, FL	1,545	1,545	6	0.49%	1,213	0
Raleigh-Durham (Fayetteville), NC	1,340	1,340	0	0.00%	1,039	0
Savannah, GA	533	533	1	0.24%	420	0
Tampa-St. Petersburg (Sarasota), FL	1,603	1,603	1	0.08%	1,287	0
Washington, DC (Hagerstown, MD)	2,434	2,434	0	0.00%	1,855	0
Unknown	19	19	0	0.00%	18	0
Grand Total St Augustine Sailing Spring CTV	23,691	23,691	20	0.12%	18,637	0



Each partner is scheduled to receive a minimum of 20,000 Impressions across the duration of the campaign and this partner has exceeded minimums.

Tinsley

60

CTV (MNTN): Spring 2026 Co-Op Video

Spring 2026 Co-Op CTV – Whiskey, Wine & Wildlife (3/2-3/29/2026)

DMA	Impressions	TV Commercials Spots	Total Verified Views	CPM Rate	Households Reached	Total Commercials
Atlanta, GA	2,670	2,670	1	0.05%	2,132	0
Charleston, SC	400	400	1	0.33%	311	0
Charlotte, NC	1,873	1,873	0	0.00%	1,292	0
Chicago, IL	2,053	2,053	0	0.00%	1,717	0
Dallas-Ft. Worth, TX	2,027	2,027	4	0.25%	1,591	0
Gainesville, FL	167	167	0	0.00%	130	0
Greenville-Spartanburg, SC-Asheville, NC-Anderson, SC	598	598	0	0.00%	705	0
Jacksonville, FL	1,106	1,106	4	0.52%	774	0
Miami-Ft. Lauderdale, FL	871	871	0	0.00%	745	0
New York, NY	4,462	4,462	0	0.00%	3,774	0
Orlando-Daytona Beach-Melbourne, FL	1,409	1,409	0	0.00%	1,185	0
Raleigh-Durham (Fayetteville), NC	1,355	1,355	1	0.09%	1,066	0
Savannah, GA	533	533	0	0.00%	429	0
Tampa-St. Petersburg (Sarasota), FL	1,617	1,617	0	0.00%	1,341	0
Washington, DC (Hagerstown, MD)	2,384	2,384	1	0.11%	1,827	0
Unbrnwn	19	19	0	0.00%	15	1
Grand Total Whiskey Wine Wildlife Spring CTV	23,944	23,944	13	0.08%	19,038	1



Each partner is scheduled to receive a minimum of 20,000 impressions across the duration of the campaign and this partner has exceeded minimums.

Tinsley

61

Paid Social: Meta (Facebook/Instagram) – Niche Segmentation Campaigns (Culinary, Luxury & Historic) Co-Op

- For the month of March 2026, we are continuing with three Co-Op Social Niche Segmentation campaigns, that were scheduled to run February 23rd – March 29th, across Facebook/Instagram.

- o This report reflects March activity spanning 3/1-3/29/2026:

Placements

Luxury Traveler
• Feb 23 – Mar 29, 2026

Culinary Enthusiast
• Feb 23 – Mar 29, 2026

Historic Aficionado
• Feb 23 – Mar 29, 2026

Audience + Geography

Target: Adults 25-64, Affluent Traveler
• Atlanta, Charleston, Charlotte, Gainesville, Greenville-Spartanburg-Asheville-Anderson, Jacksonville, Miami-Fort Lauderdale, Orlando-Daytona Beach, Raleigh-Durham, Savannah, Tampa-St. Petersburg

Target: Adults 25-64, Culinary Adventurer
• Atlanta, Charleston, Charlotte, Gainesville, Greenville-Spartanburg-Asheville-Anderson, Jacksonville, Miami-Fort Lauderdale, Orlando-Daytona Beach, Raleigh-Durham, Savannah, Tampa-St. Petersburg

Target: Adults 25-64, Cultural and Heritage Traveler
• Atlanta, Charleston, Charlotte, Gainesville, Greenville-Spartanburg-Asheville-Anderson, Jacksonville, Miami-Fort Lauderdale, Orlando-Daytona Beach, Raleigh-Durham, Savannah, Tampa-St. Petersburg

Partners:

- St. Augustine Distillery
- St. Augustine Sailing
- SA Food + Wine Festiva;
- St. Augustine Art Association

Partners:

- City Gates Spirits
- St. Augustine Distillery
- St. Augustine Sailing
- SA Food + Wine Festival

Partners:

- Lincolnville Museum
- SA Food + Wine Festival
- Villa Zorayda Museum

- Each partner is scheduled to receive a minimum of 50,000 impressions across the duration of the campaign (2/23 - 3/29/2026).

Tinsley

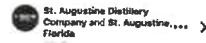
62

Paid Social: Meta (Facebook/Instagram) – Luxury Travelers Co-Op

Geo Region	Ad Group	Impressions	Clicks	CTR	CPA
Atlanta	BHV/DEMO - Luxury St Augustine Distillery	36,297	46	0.13%	\$1.33
Augusta-Aiken	BHV/DEMO - Luxury St Augustine Distillery	6	0	0.00%	N/A
Charleston, SC	BHV/DEMO - Luxury St Augustine Distillery	5,301	1	0.02%	\$8.75
Charlotte	BHV/DEMO - Luxury St Augustine Distillery	23,411	19	0.08%	\$2.13
Columbia, SC	BHV/DEMO - Luxury St Augustine Distillery	6	0	0.00%	N/A
Gainesville	BHV/DEMO - Luxury St Augustine Distillery	2,930	5	0.17%	\$1.12
Greenville-Spartanburg-Anderson	BHV/DEMO - Luxury St Augustine Distillery	20,011	25	0.12%	\$1.45
Jacksonville	BHV/DEMO - Luxury St Augustine Distillery	12,895	28	0.22%	\$0.80
Knoxville	BHV/DEMO - Luxury St Augustine Distillery	5	0	0.00%	N/A
Macon	BHV/DEMO - Luxury St Augustine Distillery	285	0	0.00%	N/A
Miami-Ft. Lauderdale	BHV/DEMO - Luxury St Augustine Distillery	34,823	21	0.14%	\$1.02
Orlando-Daytona Beach-Melbourne	BHV/DEMO - Luxury St Augustine Distillery	21,979	41	0.19%	\$0.90
Raleigh-Durham (Fayetteville)	BHV/DEMO - Luxury St Augustine Distillery	18,798	19	0.10%	\$1.75
Savannah	BHV/DEMO - Luxury St Augustine Distillery	6,862	9	0.13%	\$1.33
Tampa-St. Pete (Sarasota)	BHV/DEMO - Luxury St Augustine Distillery	24,514	38	0.16%	\$1.09
Tri-Cities, TN-VA	BHV/DEMO - Luxury St Augustine Distillery	15	0	0.00%	N/A
Sub-Total Luxury St Augustine Distillery (3/1-3/25)		188,136	254	0.14%	\$1.24

Geo Region	Ad Group	Impressions	Clicks	CTR	CPA
Atlanta	BHV/DEMO - Luxury St Augustine Sailing	29,941	40	0.13%	\$0.00
Augusta-Aiken	BHV/DEMO - Luxury St Augustine Sailing	5,724	6	0.20%	\$0.00
Charleston, SC	BHV/DEMO - Luxury St Augustine Sailing	20,030	18	0.09%	\$0.00
Charlotte	BHV/DEMO - Luxury St Augustine Sailing	12	0	0.00%	\$0.00
Columbia, SC	BHV/DEMO - Luxury St Augustine Sailing	2,617	1	0.04%	\$0.00
Gainesville	BHV/DEMO - Luxury St Augustine Sailing	3	0	0.00%	\$0.00
Greensboro-High Point-Winston-Salem	BHV/DEMO - Luxury St Augustine Sailing	19,050	21	0.11%	\$0.09
Greenville-Spartanburg-Anderson	BHV/DEMO - Luxury St Augustine Sailing	11,003	9	0.08%	\$0.00
Jacksonville	BHV/DEMO - Luxury St Augustine Sailing	16	0	0.00%	\$0.00
Knoxville	BHV/DEMO - Luxury St Augustine Sailing	210	1	0.48%	\$0.00
Macon	BHV/DEMO - Luxury St Augustine Sailing	10,351	15	0.14%	\$0.00
Miami-Ft. Lauderdale	BHV/DEMO - Luxury St Augustine Sailing	16,435	22	0.13%	\$0.00
Orlando-Daytona Beach-Melbourne	BHV/DEMO - Luxury St Augustine Sailing	16,155	34	0.09%	\$0.00
Raleigh-Durham (Fayetteville)	BHV/DEMO - Luxury St Augustine Sailing	7,113	6	0.08%	\$0.00
Savannah	BHV/DEMO - Luxury St Augustine Sailing	19,167	22	0.11%	\$0.00
Tampa-St. Pete (Sarasota)	BHV/DEMO - Luxury St Augustine Sailing	7	0	0.00%	\$0.00
Tri-Cities, TN-VA	BHV/DEMO - Luxury St Augustine Sailing	157,982	176	0.11%	\$1.82
Sub-Total Luxury St Augustine Sailing (3/1-3/25)		157,982	176	0.11%	\$1.82

Each partner is scheduled to receive a minimum of 50,000 impressions across the duration of the campaign
Travel Industry Benchmarks – Social CTR: 2.20%



Explore unforgettable accommodations in St. Augustine, Ponte Vedra & The Beaches along Florida's Historic Coast.



Explore unforgettable accommodations in St. Augustine, Ponte Vedra & The Beaches along Florida's Historic Coast.



Sell Into Sunset in Pure Luxury

Tinsley

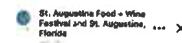
63

Paid Social: Meta (Facebook/Instagram) – Luxury Travelers Co-Op

Geo Region	Ad Group	Impressions	Clicks	CTR	CPA
Atlanta	BHV/DEMO - Luxury SA Food + Wine	36,081	87	0.24%	\$0.63
Augusta-Aiken	BHV/DEMO - Luxury SA Food + Wine	6	0	0.00%	N/A
Charleston, SC	BHV/DEMO - Luxury SA Food + Wine	5,666	25	0.44%	\$0.96
Charlotte	BHV/DEMO - Luxury SA Food + Wine	21,563	45	0.21%	\$0.72
Columbia, SC	BHV/DEMO - Luxury SA Food + Wine	7	0	0.00%	N/A
Gainesville	BHV/DEMO - Luxury SA Food + Wine	3,600	39	0.53%	\$0.90
Greenville-Spartanburg-Anderson	BHV/DEMO - Luxury SA Food + Wine	15,449	29	0.19%	\$0.81
Jacksonville	BHV/DEMO - Luxury SA Food + Wine	16,418	80	0.49%	\$0.32
Knoxville	BHV/DEMO - Luxury SA Food + Wine	9	0	0.00%	N/A
Macon	BHV/DEMO - Luxury SA Food + Wine	299	1	0.33%	\$0.40
Miami-Ft. Lauderdale	BHV/DEMO - Luxury SA Food + Wine	16,735	44	0.26%	\$0.52
Orlando-Daytona Beach-Melbourne	BHV/DEMO - Luxury SA Food + Wine	29,425	142	0.48%	\$0.34
Raleigh-Durham (Fayetteville)	BHV/DEMO - Luxury SA Food + Wine	16,859	21	0.12%	\$1.24
Savannah	BHV/DEMO - Luxury SA Food + Wine	7,113	35	0.49%	\$0.32
Tampa-St. Pete (Sarasota)	BHV/DEMO - Luxury SA Food + Wine	35,011	112	0.32%	\$0.50
Tri-Cities, TN-VA	BHV/DEMO - Luxury SA Food + Wine	7	0	0.00%	N/A
Sub-Total Luxury SA Food + Wine (3/1-3/25)		204,248	640	0.31%	\$0.48

Geo Region	Ad Group	Impressions	Clicks	CTR	CPA
Atlanta	BHV/DEMO - Luxury Art Association	33,754	107	0.32%	\$0.48
Augusta-Aiken	BHV/DEMO - Luxury Art Association	4	0	0.00%	N/A
Charleston, SC	BHV/DEMO - Luxury Art Association	5,624	18	0.32%	\$0.51
Charlotte	BHV/DEMO - Luxury Art Association	19,318	46	0.24%	\$0.65
Columbia, SC	BHV/DEMO - Luxury Art Association	0	0	0.00%	N/A
Gainesville	BHV/DEMO - Luxury Art Association	4,316	21	0.49%	\$0.32
Greenville-Spartanburg-Anderson	BHV/DEMO - Luxury Art Association	14,954	51	0.34%	\$0.46
Jacksonville	BHV/DEMO - Luxury Art Association	16,158	103	0.64%	\$0.24
Knoxville	BHV/DEMO - Luxury Art Association	10	0	0.00%	N/A
Macon	BHV/DEMO - Luxury Art Association	260	0	0.00%	N/A
Miami-Ft. Lauderdale	BHV/DEMO - Luxury Art Association	14,773	56	0.38%	\$0.39
Myrtle Beach-Florence	BHV/DEMO - Luxury Art Association	3	0	0.00%	N/A
Orlando-Daytona Beach-Melbourne	BHV/DEMO - Luxury Art Association	32,710	131	0.40%	\$0.38
Raleigh-Durham (Fayetteville)	BHV/DEMO - Luxury Art Association	16,586	37	0.22%	\$0.71
Savannah	BHV/DEMO - Luxury Art Association	5,515	24	0.44%	\$0.36
Tampa-St. Pete (Sarasota)	BHV/DEMO - Luxury Art Association	37,936	112	0.30%	\$0.52
Tri-Cities, TN-VA	BHV/DEMO - Luxury Art Association	14	0	0.00%	N/A
Sub-Total Luxury Art Association (3/1-3/25)		201,690	706	0.35%	\$0.44

Each partner is scheduled to receive a minimum of 50,000 impressions across the duration of the campaign
Travel Industry Benchmarks – Social CTR: 2.20%



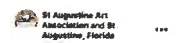
Explore unforgettable accommodations in St. Augustine, Ponte Vedra & The Beaches along Florida's Historic Coast.



Explore centuries of artistry in St. Augustine, Ponte Vedra & The Beaches along Florida's Historic Coast.



Making Art History Artists of St. Augustine



Explore centuries of artistry in St. Augustine, Ponte Vedra & The Beaches along Florida's Historic Coast.



Making Art History Artists of St. Augustine

Tinsley

64

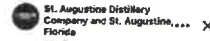
Paid Social: Meta (Facebook/Instagram) – Culinary Enthusiasts Co-Op

Geo Region	Ad Group	Impressions	Clicks	CTR	CPC
Atlanta	BHV/DEMO - Culinary SA Distillery	23,532	41	0.17%	\$0.31
Augusta-Aiken	BHV/DEMO - Culinary SA Distillery	3	0	0.00%	N/A
Charleston, SC	BHV/DEMO - Culinary SA Distillery	4,135	8	0.22%	\$0.83
Charlotte	BHV/DEMO - Culinary SA Distillery	13,016	22	0.17%	\$0.94
Columbia, SC	BHV/DEMO - Culinary SA Distillery	4	0	0.00%	N/A
Greenville	BHV/DEMO - Culinary SA Distillery	2,038	7	0.34%	\$0.48
Greenville-Spartanburg-Anderson	BHV/DEMO - Culinary SA Distillery	10,313	23	0.22%	\$0.79
Jacksonville	BHV/DEMO - Culinary SA Distillery	10,095	30	0.30%	\$0.59
Knoxville	BHV/DEMO - Culinary SA Distillery	14	0	0.00%	N/A
Macon	BHV/DEMO - Culinary SA Distillery	160	0	0.00%	N/A
Miami-FL-Lauderdale	BHV/DEMO - Culinary SA Distillery	11,896	26	0.21%	\$0.70
Orlando-Daytona Beach-Melbourne	BHV/DEMO - Culinary SA Distillery	17,497	43	0.25%	\$0.68
Raleigh-Durham (Fayetteville)	BHV/DEMO - Culinary SA Distillery	10,431	16	0.15%	\$1.05
Savannah	BHV/DEMO - Culinary SA Distillery	4,808	9	0.20%	\$0.81
Tampa-St. Pete (Sarasota)	BHV/DEMO - Culinary SA Distillery	19,538	41	0.21%	\$0.75
Tri-Cities, TN-VA	BHV/DEMO - Culinary SA Distillery	5	0	0.00%	N/A
Sub-Total Culinary Enthusiasts SA Distillery (3/1-3/29)		127,083	286	0.23%	\$0.78

Geo Region	Ad Group	Impressions	Clicks	CTR	CPC
Atlanta	BHV/DEMO - Culinary City Gate Spirits	25,742	37	0.14%	\$1.18
Augusta-Aiken	BHV/DEMO - Culinary City Gate Spirits	3	0	0.00%	N/A
Charleston, SC	BHV/DEMO - Culinary City Gate Spirits	3,670	4	0.11%	\$1.64
Charlotte	BHV/DEMO - Culinary City Gate Spirits	17,114	20	0.12%	\$1.50
Columbia, SC	BHV/DEMO - Culinary City Gate Spirits	2	0	0.00%	N/A
Greenville	BHV/DEMO - Culinary City Gate Spirits	2,071	3	0.14%	\$1.31
Greenville-Spartanburg-Anderson	BHV/DEMO - Culinary City Gate Spirits	14,480	18	0.12%	\$1.44
Jacksonville	BHV/DEMO - Culinary City Gate Spirits	8,460	16	0.19%	\$0.88
Knoxville	BHV/DEMO - Culinary City Gate Spirits	10	0	0.00%	N/A
Macon	BHV/DEMO - Culinary City Gate Spirits	288	1	0.35%	\$0.82
Miami-FL-Lauderdale	BHV/DEMO - Culinary City Gate Spirits	10,399	15	0.14%	\$0.99
Orlando-Daytona Beach-Melbourne	BHV/DEMO - Culinary City Gate Spirits	14,781	23	0.16%	\$1.05
Raleigh-Durham (Fayetteville)	BHV/DEMO - Culinary City Gate Spirits	13,858	21	0.15%	\$1.15
Savannah	BHV/DEMO - Culinary City Gate Spirits	5,044	6	0.12%	\$1.32
Tampa-St. Pete (Sarasota)	BHV/DEMO - Culinary City Gate Spirits	18,342	22	0.13%	\$1.17
Tri-Cities, TN-VA	BHV/DEMO - Culinary City Gate Spirits	10	0	0.00%	N/A
Sub-Total Culinary Enthusiasts City Gate Spirits (3/1-3/29)		132,254	186	0.14%	\$1.19

Each partner is scheduled to receive a minimum of 50,000 impressions across the duration of the campaign

Travel Industry Benchmarks – Social CTR: 2.20%



Explore ocean-fresh cuisine in St. Augustine, Ponte Vedra & The Beaches along Florida's Historic Coast.



Explore ocean-fresh cuisine in St. Augustine, Ponte Vedra & The Beaches along Florida's Historic Coast.



Whiskey, moonshine & more



65

Paid Social: Meta (Facebook/Instagram) – Culinary Enthusiasts Co-Op

Geo Region	Ad Group	Impressions	Clicks	CTR	CPC
Atlanta	BHV/DEMO - Culinary - St. Augustine Sailing	23,988	19	0.08%	\$2.25
Augusta-Aiken	BHV/DEMO - Culinary - St. Augustine Sailing	7	0	0.00%	N/A
Charleston, SC	BHV/DEMO - Culinary - St. Augustine Sailing	4,051	5	0.12%	\$1.50
Charlotte	BHV/DEMO - Culinary - St. Augustine Sailing	16,183	17	0.11%	\$1.73
Columbia, SC	BHV/DEMO - Culinary - St. Augustine Sailing	4	0	0.00%	N/A
Greenville	BHV/DEMO - Culinary - St. Augustine Sailing	2,065	0	0.00%	N/A
Greenville-Spartanburg-Anderson	BHV/DEMO - Culinary - St. Augustine Sailing	14,782	14	0.09%	\$2.06
Jacksonville	BHV/DEMO - Culinary - St. Augustine Sailing	8,884	11	0.13%	\$1.40
Knoxville	BHV/DEMO - Culinary - St. Augustine Sailing	5	0	0.00%	N/A
Macon	BHV/DEMO - Culinary - St. Augustine Sailing	181	0	0.00%	N/A
Miami-FL-Lauderdale	BHV/DEMO - Culinary - St. Augustine Sailing	8,344	13	0.14%	\$1.06
Orlando-Daytona Beach-Melbourne	BHV/DEMO - Culinary - St. Augustine Sailing	13,355	17	0.13%	\$1.35
Raleigh-Durham (Fayetteville)	BHV/DEMO - Culinary - St. Augustine Sailing	12,881	17	0.13%	\$1.36
Savannah	BHV/DEMO - Culinary - St. Augustine Sailing	5,449	4	0.07%	\$2.64
Tampa-St. Pete (Sarasota)	BHV/DEMO - Culinary - St. Augustine Sailing	15,919	19	0.12%	\$1.41
Tri-Cities, TN-VA	BHV/DEMO - Culinary - St. Augustine Sailing	10	0	0.00%	N/A
Sub-Total Culinary Enthusiasts SA Sailing (3/1-3/29)		126,878	136	0.11%	\$1.65

Geo Region	Ad Group	Impressions	Clicks	CTR	CPC
Atlanta	BHV/DEMO - Culinary SA Food + Wine	24,857	72	0.29%	\$0.54
Augusta-Aiken	BHV/DEMO - Culinary SA Food + Wine	4	0	0.00%	N/A
Charleston, SC	BHV/DEMO - Culinary SA Food + Wine	3,825	13	0.34%	\$0.48
Charlotte	BHV/DEMO - Culinary SA Food + Wine	15,044	37	0.25%	\$0.68
Columbia, SC	BHV/DEMO - Culinary SA Food + Wine	2	0	0.00%	N/A
Greenville	BHV/DEMO - Culinary SA Food + Wine	2,355	12	0.51%	\$0.33
Greenville-Spartanburg-Anderson	BHV/DEMO - Culinary SA Food + Wine	10,770	17	0.16%	\$1.08
Jacksonville	BHV/DEMO - Culinary SA Food + Wine	10,499	70	0.67%	\$0.26
Knoxville	BHV/DEMO - Culinary SA Food + Wine	11	0	0.00%	N/A
Macon	BHV/DEMO - Culinary SA Food + Wine	235	0	0.00%	N/A
Miami-FL-Lauderdale	BHV/DEMO - Culinary SA Food + Wine	10,519	22	0.21%	\$0.75
Orlando-Daytona Beach-Melbourne	BHV/DEMO - Culinary SA Food + Wine	19,120	86	0.50%	\$0.34
Raleigh-Durham (Fayetteville)	BHV/DEMO - Culinary SA Food + Wine	11,773	19	0.16%	\$0.98
Savannah	BHV/DEMO - Culinary SA Food + Wine	4,649	11	0.24%	\$0.72
Tampa-St. Pete (Sarasota)	BHV/DEMO - Culinary SA Food + Wine	22,583	77	0.34%	\$0.51
Tri-Cities, TN-VA	BHV/DEMO - Culinary SA Food + Wine	3	0	0.00%	N/A
Sub-Total Culinary Enthusiasts SA Food + Wine (3/1-3/29)		136,049	445	0.33%	\$0.51

Each partner is scheduled to receive a minimum of 50,000 impressions across the duration of the campaign

Travel Industry Benchmarks – Social CTR: 2.20%



Explore ocean-fresh cuisine in St. Augustine, Ponte Vedra & The Beaches along Florida's Historic Coast.



Luxury Sunset Dinner Sail Awaits



Explore ocean-fresh cuisine in St. Augustine, Ponte Vedra & The Beaches along Florida's Historic Coast.



St. Augustine's Best Week of Food + Drink



66

Paid Social: Meta (Facebook/Instagram) – Historic Aficionado Co-Op Completed

Geo Region	Ad Group	Impressions	Clicks	CTR	CPC
Atlanta	BHV/DEMO - Historic Lincolnville Museum	29,847	36	0.13%	\$1.50
Augusta-Aiken	BHV/DEMO - Historic Lincolnville Museum	6	0	0.00%	N/A
Charleston, SC	BHV/DEMO - Historic Lincolnville Museum	4,418	6	0.14%	\$1.36
Charlotte	BHV/DEMO - Historic Lincolnville Museum	19,361	32	0.17%	\$1.38
Columbia, SC	BHV/DEMO - Historic Lincolnville Museum	6	0	0.00%	N/A
Gainesville	BHV/DEMO - Historic Lincolnville Museum	3,032	5	0.16%	\$1.33
Greenville-Spartanburg-Anderson	BHV/DEMO - Historic Lincolnville Museum	16,725	25	0.15%	\$1.30
Jacksonville	BHV/DEMO - Historic Lincolnville Museum	11,764	27	0.23%	\$0.87
Knoxville	BHV/DEMO - Historic Lincolnville Museum	6	0	0.00%	N/A
Macon	BHV/DEMO - Historic Lincolnville Museum	216	0	0.00%	N/A
Miami-FL-Lauderdale	BHV/DEMO - Historic Lincolnville Museum	11,565	20	0.17%	\$0.89
Orlando-Daytona Beach-Melbourne	BHV/DEMO - Historic Lincolnville Museum	21,685	48	0.22%	\$0.86
Raleigh-Durham (Fayetteville)	BHV/DEMO - Historic Lincolnville Museum	15,490	27	0.17%	\$1.11
Savannah	BHV/DEMO - Historic Lincolnville Museum	8,490	10	0.18%	\$1.09
Tampa-St. Pete (Sarasota)	BHV/DEMO - Historic Lincolnville Museum	25,412	54	0.21%	\$0.93
Tri-Cities, TN-VA	BHV/DEMO - Historic Lincolnville Museum	20	0	0.00%	N/A
Sub-Total Historic Aficionado Lincolnville Museum (3/1-3/28)		395,373	352	0.09%	\$1.09

Geo Region	Ad Group	Impressions	Clicks	CTR	CPC
Atlanta	BHV/DEMO - Historic Food + Wine	30,593	95	0.31%	\$0.55
Augusta-Aiken	BHV/DEMO - Historic Food + Wine	6	0	0.00%	N/A
Charleston, SC	BHV/DEMO - Historic Food + Wine	5,163	13	0.25%	\$0.68
Charlotte	BHV/DEMO - Historic Food + Wine	19,358	59	0.30%	\$0.55
Columbia, SC	BHV/DEMO - Historic Food + Wine	8	0	0.00%	N/A
Gainesville	BHV/DEMO - Historic Food + Wine	2,660	36	1.28%	\$0.12
Greenville-Spartanburg-Anderson	BHV/DEMO - Historic Food + Wine	13,257	32	0.24%	\$0.69
Jacksonville	BHV/DEMO - Historic Food + Wine	14,540	102	0.70%	\$0.23
Knoxville	BHV/DEMO - Historic Food + Wine	13	0	0.00%	N/A
Macon	BHV/DEMO - Historic Food + Wine	184	0	0.00%	N/A
Miami-FL-Lauderdale	BHV/DEMO - Historic Food + Wine	12,677	54	0.27%	\$0.63
Orlando-Daytona Beach-Melbourne	BHV/DEMO - Historic Food + Wine	28,242	190	0.67%	\$0.25
Raleigh-Durham (Fayetteville)	BHV/DEMO - Historic Food + Wine	15,250	29	0.19%	\$0.89
Richmond-Petersburg	BHV/DEMO - Historic Food + Wine	1	0	0.00%	N/A
Savannah	BHV/DEMO - Historic Food + Wine	6,820	29	0.49%	\$0.35
Tampa-St. Pete (Sarasota)	BHV/DEMO - Historic Food + Wine	33,803	154	0.46%	\$0.37
Tri-Cities, TN-VA	BHV/DEMO - Historic Food + Wine	7	0	0.00%	N/A
Sub-Total Historic Aficionado Food + Wine (3/1-3/28)		381,859	773	0.49%	\$0.39

Each partner is scheduled to receive a minimum of 50,000 Impressions across the duration of the campaign

Travel Industry Benchmarks – Social CTR: 2.20%



Tinsley

67

Paid Social: Meta (Facebook/Instagram) – Historic Aficionado Co-Op

Geo Region	Ad Group	Impressions	Clicks	CTR	CPC
Atlanta	BHV/DEMO - Historic Villa Zorayda	31,348	96	0.31%	\$0.55
Augusta-Aiken	BHV/DEMO - Historic Villa Zorayda	4	0	0.00%	N/A
Charleston, SC	BHV/DEMO - Historic Villa Zorayda	4,739	17	0.36%	\$0.47
Charlotte	BHV/DEMO - Historic Villa Zorayda	18,845	41	0.22%	\$0.77
Columbia, SC	BHV/DEMO - Historic Villa Zorayda	3	0	0.00%	N/A
Gainesville	BHV/DEMO - Historic Villa Zorayda	3,425	18	0.53%	\$0.34
Greenville-Spartanburg-Anderson	BHV/DEMO - Historic Villa Zorayda	14,570	49	0.34%	\$0.51
Jacksonville	BHV/DEMO - Historic Villa Zorayda	13,500	69	0.51%	\$0.34
Knoxville	BHV/DEMO - Historic Villa Zorayda	6	0	0.00%	N/A
Macon	BHV/DEMO - Historic Villa Zorayda	316	0	0.00%	N/A
Miami-FL-Lauderdale	BHV/DEMO - Historic Villa Zorayda	14,270	57	0.40%	\$0.41
Orlando-Daytona Beach-Melbourne	BHV/DEMO - Historic Villa Zorayda	26,824	121	0.45%	\$0.39
Raleigh-Durham (Fayetteville)	BHV/DEMO - Historic Villa Zorayda	14,735	45	0.31%	\$0.56
Savannah	BHV/DEMO - Historic Villa Zorayda	5,286	15	0.28%	\$0.61
Tampa-St. Pete (Sarasota)	BHV/DEMO - Historic Villa Zorayda	31,227	141	0.45%	\$0.40
Tri-Cities, TN-VA	BHV/DEMO - Historic Villa Zorayda	13	0	0.00%	N/A
Sub-Total Historic Aficionado Historic Villa Zorayda (3/1-3/28)		379,309	669	0.37%	\$0.46

Each partner is scheduled to receive a minimum of 50,000 Impressions across the duration of the campaign

Travel Industry Benchmarks – Social CTR: 2.20%



Tinsley

68

Co-Op Print: Atlanta Magazine

Atlanta MAGAZINE

Atlanta Magazine is the city's premier general-interest magazine and has received over 300 awards. It has been providing readers with a mix of content since 1961.

Placement

- A Two-Page Spread ran in the March 2026 Visit Florida section

Audience

- Affluent, educated, and curious Florida lovers
- Distributed directly as well as at newsstands, prominent supermarkets, bookstores and in major Florida airports
- 62,000 circulation



Tinsley

69

Co-Op Print: Flamingo Magazine

FLAMINGO MAGAZINE

Flamingo is an award-winning Florida-based lifestyle magazine targeting natives, newcomers, part-timers, and tourists who are passionately pursuing Florida's good life.

Placement

- A FP4C ran in the Spring 2026 Edition (March-May 2026), which is the "10th Anniversary Issue"

Audience

- Affluent, educated, and curious Florida lovers
- Distributed directly as well as at newsstands, prominent supermarkets, bookstores and in major Florida airports.
- 20,000 circulation



Tinsley

70

Co-Op Print: The Villages Magazine

The Villages

The Villages is a monthly publication edited for residents of one of the fastest-growing metro areas. The Villages is a trusted source for its primarily retiree readers.

Placement

- A FP4C ran in the March 2026 Travel Issue

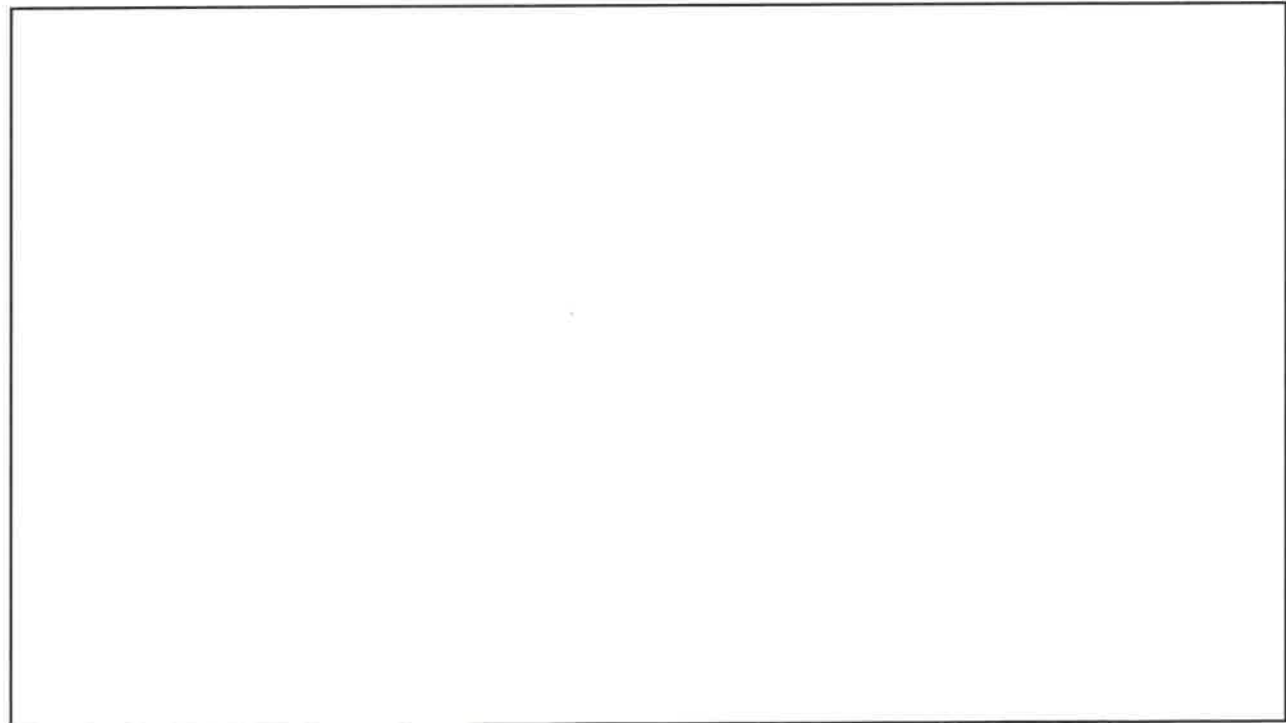
The Audience

- Mature Purpose Pursuers – active retirees
- 123,000 residents – one of Florida's fastest growing cities.



Tinsley

71



72