

Tourist Development Council

Seminole County Services Building

February 3, 2022

photo by Stacy Johnson



photo by Stacy Johnson

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**Tourist Development Council
Meeting Agenda
February 3, 2022
Seminole County Services Building**

- | | | |
|-------|--|-----------------------|
| I. | Call to Order | Chair Elizabeth Brown |
| | Pledge of Allegiance followed by Moment of Silence | |
| II. | Welcome and Introductions | |
| III. | Approval of November 2021 TDC Minutes* | |
| IV. | Orlando North Tourism Updates | |
| | a. Administration | Tricia Johnson |
| | b. Leisure Tourism | Gui Cunha |
| | c. Sports Tourism | Danny Trosset |
| VI. | Central Florida Zoo Update | Stephanie Williams |
| VII. | evok Advertising Update | Allison Braunstein |
| VIII. | Old Business | Chair Elizabeth Brown |
| IX. | New Business | |
| X. | Adjourn | |

Next Meeting

Thursday, April 21, 2022
Seminole County Services Building Room 3024
1101 East First Street, Sanford, FL 32771

** These items need formal action by the TDC.*

PERSONS WITH DISABILITIES NEEDING ASSISTANCE TO PARTICIPATE IN ANY OF THESE PROCEEDINGS SHOULD CONTACT THE HUMAN RESOURCES DEPARTMENT, ADA COORDINATOR 48 HOURS IN ADVANCE OF THE MEETING AT 407-665-7941.

PURSUANT TO FLORIDA LAW, THE PUBLIC HAS THE RIGHT TO BE HEARD ON ALL PROPOSITIONS. PUBLIC COMMENT TIME ON PROPOSITIONS SHALL BE THREE (3) MINUTES FOR INDIVIDUALS AND SIX (6) MINUTES FOR GROUP REPRESENTATIVES. PROPER DECORUM WILL BE OBSERVED.

ORLANDO NORTH SEMINOLE COUNTY

TOURIST DEVELOPMENT COUNCIL MEETING THURSDAY, NOVEMBER 18, 2021

Tourist Development Council meeting called to order by Chairman Frank Cirrincione at 3:00 PM

A quorum was established

In Attendance:

Chairman Frank Cirrincione, General Manager Hilton/Orlando Altamonte Springs
Commissioner Lee Constantine, Seminole County Board of County Commissioners, District 3
Commissioner Sarah Reece, City of Altamonte Springs CALNO Representative
Rick Donohue, General Manager, Embassy Suites Orlando North
Jamie Ross, General Manager, Residence Inn Orlando Lake Mary
Mary Sue Weinaug, Owner, Wekiva Island
Brenda Urias-Manager, Travel Marketing Programs, AAA

Excused:

Elizabeth Brown, President, TBI US Operations Inc./OSI Inc. (SFB)
Commissioner Patrick Austin, City of Sanford

Pledge of Allegiance and Moment of Silence

Approval of August 19, 2021 TDC Meeting Minutes

Motion: Commissioner Sarah Reece

Second: Commissioner Patrick Austin

Vote: unanimous

Tourism Update

Administration

Gui Cunha- Administrator

- Tourism Master Plan RFP will be presented to the Board of County Commissioners during the December 2021 meeting. A webinar will be scheduled for all tourism partners to meet and discuss the Tourism Master Plan and Visitor Study project.
- Hotel ARPA Grants are open until the end of December 2021
- New TDC Members to be presented at the first TDC meeting of 2022
- Annual STR Forecast meeting to be scheduled during the first quarter of 2022

Leisure Update

Karen Aplin-Leisure Tourism Director

Event update

- Do Orlando North Youtube launch
- New Tourism Coordinator, Colby Goncalves, mainly responsible for the expansion of Play Orlando North's marketing efforts
- 25 Photo/Video Shoots since the previous TDC Meeting
- ONSC Season 3 Wrap. Season 4 launches in January 2022
- Upcoming Conferences: Tourism Day and Visit Florida Huddle
- FIFA site visit for World Cup 2026
- 2021 Q4 Giveaway campaign

Sports Update

Danny Trosset-Sports Tourism Director

Event update

- FY 2021 had the largest Eco-Impact in Seminole County history
- Fiscal Year 2021 Overview
- December and January events forecast
- PG Impact
- TDC incentive funding analysis
- All venues fiscal year demand indicator analysis
- Upcoming events: ECNL Girls & Boys and NFHCA Field Hockey

Occupancy Update

Gui Cunha-Administrator

- July-September STR demand indicator actuals
- Strong July
- Comp set analysis
- Fiscal Year 2021 TDT actuals
- Vacation rental demand indicators

Central Florida Zoo Update

Dino Ferri-CEO

- Dino will remain with the Central Florida Zoo until January 2022
- Year over year attendance trend
- Annual pass sales update
- Social media content
- Asian Lantern Festival marketing budget
- Expecting the most attended Asian Lantern Festival in Zoo history
- Asian Lantern Festival pricing details

Evok Update

Allison Braunstein-Account Executive

- New Campaign using local influence to attract visitors
- Two phase promotion strategy to include a sports component as well

- Microsite development
- Phase I and II ad strategy details

Old Business

- Chairman Frank Cirrincione, Mary Sue Weinaug, and Brenda Urias honored as the outgoing TDC members
- Commissioner Bob Dallari honors the outgoing TDC members and thanks them for their service. Commissioner Dallari stresses the importance of continued innovation and ensuring that we stay committed to new ideas that can bring continued economic impact to our community.
- Chairman Frank Cirrincione's departing remarks. Thanks everyone in attendance for their continued support. Frank agrees with Commissioner Dallari's message and stresses the importance of continued innovation. Keeping an open mind to new ideas is vital for the future of Seminole County tourism.

New Business

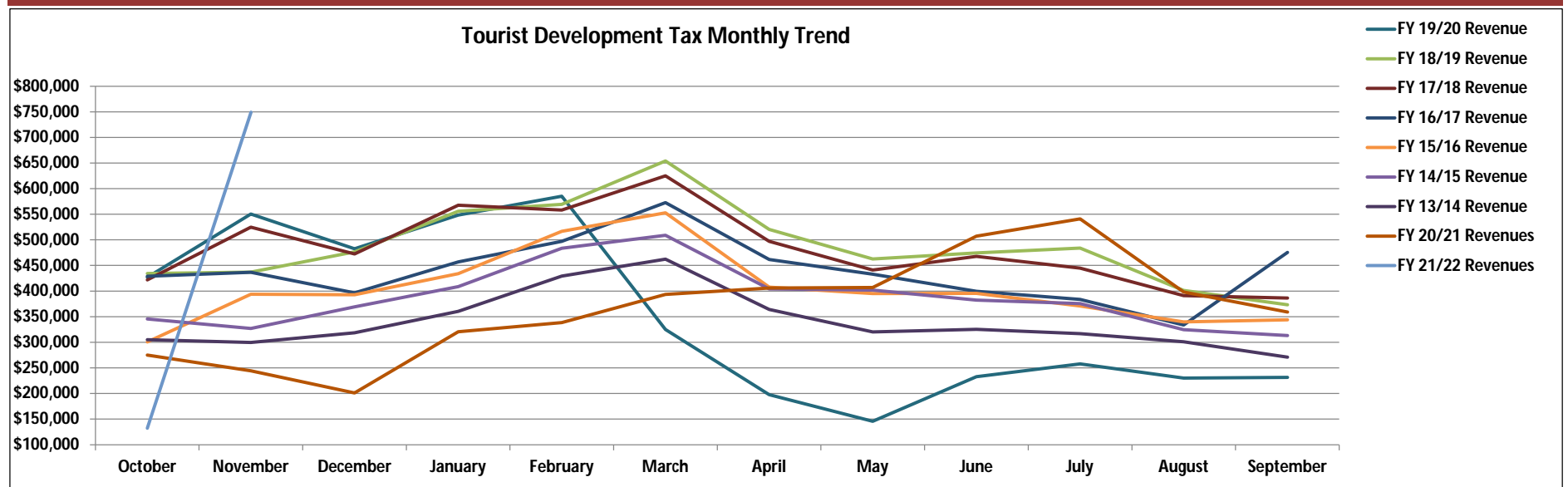
- Next meeting on the first quarter of 2022 (Date TBA) at the Seminole County Services Building

Meeting adjourned 4:30 PM

Seminole County, Florida
TOURIST DEVELOPMENT TAX
 Fiscal Year 2021/22 Revenue Report

Monthly Collections	HISTORY								CURRENT FISCAL YEAR			COMPARISON	
	FY 2013/14	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18	FY 2018/19	FY 2019/20	FY 2020/21	FY 2021/22			FY 21/22 vs FY 20/21	
	Total Collections	Total Collections	Total Collections	Total Collections	Total Collections	Total Collections	Total Collections	Total Collections	Original 3 Cents	2 Cents	Total Collections	Month Over Month/ YTD Over YTD Change In Collection	
October	304,877	345,553	300,862	428,948	421,671	434,438	426,810	274,906	79,480	52,987	132,466	(142,439)	-69.0%
November	299,750	326,885	393,635	436,732	524,762	436,992	550,273	244,092	449,678	299,785	749,463	505,371	36.2%
December	318,536	369,173	392,605	396,424	472,255	476,548	482,643	201,297					
January	360,507	408,691	433,835	456,915	567,724	555,919	548,293	320,404					
February	429,247	483,661	516,610	497,136	558,093	569,125	585,371	338,387					
March	462,593	509,149	552,988	572,832	625,272	654,013	324,781	393,366					
April	364,161	404,355	407,783	461,492	497,187	520,483	197,530	405,926					
May	320,090	401,954	395,282	432,965	440,873	462,655	145,826	406,821					
June	325,397	382,227	395,373	399,489	467,655	474,337	232,610	507,262					
July	316,960	375,695	370,960	383,585	444,707	483,878	257,661	541,239					
August	300,955	324,474	339,798	333,761	391,058	401,322	230,144	397,999					
September	271,010	313,288	343,950	475,615	386,395	373,474	231,559	359,119					
Total	4,074,084	4,645,106	4,843,681	5,275,894	5,797,652	5,843,184	4,213,500	4,390,817	529,158	352,772	881,929	362,932	21.5%
	11.40%	14.02%	4.27%	8.92%	9.89%	0.79%	-27.89%	4.21%	Budgeted Revenue				
	% Chg from Prior Year	% Chg from Prior Year	% Chg from Prior Year	% Chg from Prior Year	% Chg from Prior Year	% Chg from Prior Year	% Chg from Prior Year	% Chg from Prior Year	2,400,000	1,600,000	4,000,000		
									Estimated Revenue				
									2,753,361	1,835,574	4,588,935		
									% Change From PY			4.51%	

Revenue Per Penny	814,817	929,021.24	968,736.20	1,055,178.80	1,159,530.40	1,168,636.78	842,700	176,386
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Leisure

ONSC Podcast

1. Launched Season 4 - January

Campaigns

1. Podcast Campaign Launch - Spreading reach with Youtube ads (will include Video as reference)
2. Orlando North Staycation Giveaway goes live end of March - Any restaurants that would like to be involved, the opportunity is still open and we are looking for partners to be involved in our upcoming giveaway packages
3. 20+ Photo/Video Shoots

Events and Conferences

1. Business Professionals of America (BPA) 2021-22 Judges Event
 - Team serving as judges and coaching students in competitions with Seminole Virtual School
2. CFHLA - Seminole County General Managers Luncheon
3. Tourism Day in Tallahassee
4. Judging: AOHT Hospitality Competition at Rosen College Campus
5. Visit Florida: Florida Huddle and Florida Encounter



Video



Fiscal Year Summary

FY '20/'21 Actuals					
Location	# of Events	Teams	Visitors	Room Nights	Eco Impact
Sports Complex	54	3,304	125,485	27,160	\$31,145,048
All Other Venues	50	1,882	92,023	17,152	\$14,032,180
Total	104	5,186	217,508	44,312	\$45,177,228

FY '21/'22 Projections					
Location	# of Events	Teams	Visitors	Room Nights	Eco Impact
Sports Complex	55	3,882	147,340	46,178	\$38,784,374
All Other Venues	46	2,005	95,906	18,879	\$17,224,343
Total	101	5,887	243,246	65,057	\$56,008,717



Sports Complex Fiscal Year Recap

Sports Complex Actuals					
Fiscal Year	# of Events	Teams	Visitors	Room Nights	Eco Impact
'15/'16	27	1,523	74,458	6,437	\$13,174,148
'16/'17	55	3,493	132,021	11,570	\$18,900,000
'17/'18	64	3,086	146,019	17,093	\$21,820,116
'18/'19	57	3,149	147,854	23,670	\$25,349,765
'19/'20	43	1,811	82,658	17,329	\$16,046,471
'20/'21	54	3,304	125,485	27,160	\$31,145,048
Total	300	16,366	708,495	103,259	\$126,435,548



Other Venues Fiscal Year Recap

All Other Venues Actuals

Fiscal Year	# of Events	Teams	Visitors	Room Nights	Eco Impact
'16/'17	8	265	11,338	954	\$1,405,465
'17/'18	48	1,939	83,848	17,163	\$16,585,948
'18/'19	53	1,955	90,270	17,071	\$12,200,099
'19/'20	40	1,626	78,090	14,668	\$16,138,484
'20/'21	50	1,882	92,023	17,152	\$14,032,180
Total	199	7,667	355,569	67,008	\$60,362,176



Sports Tourism Update – Sports Complex

October-November Actuals			
Month	# of Events	Room Nights	Eco Impact
October	4	1,879	\$3,672,074
November	3	2,981	\$3,867,959
Total	7	4,860	\$7,540,033



Monthly Projections			
Month	# of Events	Room Nights	Eco Impact
December	3	2,190	\$2,062,870
January	4	4,266	\$3,370,090



Sports Tourism – All Other Venues

October-November Actuals

Month	# of Events	Room Nights	Eco Impact
October	4	1,694	\$1,681,186
November	3	1,355	\$1,343,337
Total	7	3,049	\$3,024,523



Monthly Projections

Month	# of Events	Room Nights	Eco Impact
December	2	1,300	\$857,742
January	6	4,494	\$4,105,063



2021 Perfect Game Impact

Month	# of Events	Teams	Visitors	Room Nights	Eco Impact
January	1	30	2,019	420	\$328,774
February	2	137	5,206	974	\$1,221,390
March	1	134	5,092	724	\$1,059,288
April	3	129	5,069	1,053	\$1,091,040
May	3	209	8,882	1,528	\$2,997,070
June	8	316	12,008	2,500	\$3,475,848
July	6	437	16,606	6,522	\$8,655,288
August	2	72	2,998	464	\$724,952
September	3	169	6,422	656	\$1,423,502
October	3	249	9,462	1,496	\$3,299,438
November	1	148	5,624	816	\$1,926,266
December	2	169	6,422	696*	\$1,691,983
Total	32	2,199	85,810	17,849*	\$27,894,842

*pending December room night reconciliation



2022 Upcoming Events

Organization	Event	Date	Location	Teams	Visitors	Room Nights	Eco Impact
ECNL	ECNL Girls	January 7-9, 2022	Seminole Soccer Complex/ Sylvan Lake Park	176	13,172	2,800	\$2,559,678
NFHCA	NFHCA Field Hockey	January 14-16, 2022	BOOMBAAH Sports Complex	90	4,200	1,500	\$2,000,000
ECNL	ECNL Boys	January 21-23, 2022	Seminole Soccer Complex/ Sylvan Lake Park	168	12,296	2,400	\$2,043,013
Seminole State College	CMI Games	February 18-20, 2022	Soldiers Creek	17	1,080	150	\$191,838
HoganLax	Florida Team Training	March 6-23, 2022	BOOMBAAH Sports Complex	20	830	770	\$279,219
FHSAA	Tennis State Championships	April 25-29, 2022	Sanlando/Red Bug/ Sylvan Lake	64	1,600	638	\$407,780
NJCAA	Women's Golf National Championship	May 9-13, 2022	Mayfair Country Club	20	260	300	\$203,924
NCAA	DII Men's/Women's Tennis Championship	May 16-22, 2022	Sanlando	32	784	1,085	\$511,434
Legacy Event Management	Alex Wilcox Classic	June 9-12, 2022	Soldiers Creek/Softball Complex	40	1,760	600	\$1,644,678



2021 Achievements

1. Began Perfect Game, Inc Preferred Operator Agreement
2. Surpassed 100,000 room nights at the Sports Complex
3. Set new room night record for all venues (44,000+)
4. Hosted at least one event 50 out of 52 weeks





Greater Orlando Sports Commission - Seminole County TDC Report

Updated: January 19, 2022

FY 21/22 Calendar							
Event	Contract Status	Contract Term	Event Date	Athletes	Total Visitors	Projected Room Nights	Projected Eco Impact
Girls ECNL Florida Regional League National Event	Recurring	2021-2023	January 7-9, 2022	1,404	5,253	2,301	\$1,936,643
Boys ECNL Florida National Event	Recurring	2021-2023	January 22-24, 2022	1,476	5,508	2,599	\$2,007,293
USA Ultimate World Games Tryout	New	2022	January 29-30, 2022	70	76	60	\$13,837
USA Ultimate World Junior Ultimate Championships East Coast Tryout	New	2022	February 12-13, 2022	100	112	120	\$21,186
HoganLax Florida Team Training	Recurring	2020-2022	March 5-26, 2022	80	124	117	\$107,559
FHSAA Tennis State Championships	Recurring	2021-2023	April 25-29, 2022	512	1,612	638	\$407,780
NCAA DII Men's & Women's Tennis Championships	Renewal	2022	May 16-22, 2022	288	836	1,085	\$636,046
Florida Rush Champions Cup	Renewal	2022	May 20-22, 2022	1,888	6,175	785	\$603,424
Totals				5,818	19,696	7,705	\$5,733,768

Color Key:

Event has not occurred

Event completed

Event completed, not closed out

Event postponed

Event cancelled

Business Development Status			
Event	Dates/Years	Possible Venue(s)	Status
Copa Rayados Internacional	Thanksgiving Week of 2021, 2022, 2023, 2024	Seminole Soccer Complex, Sylvan Lake Park, Boombah Sports Complex	Not Awarded Event Awarded to the Woodlands-Houston
Concacaf U-17 Pre Qualifier	Various Dates in 2022 and 2023	Seminole Soccer Complex, Sylvan Lake Park	Postponed in 2020 and 2021 Researching Dates in 2022
USA Softball U-16 National Championships	July of 2022	Boombah-Soldiers Creek Park, Seminole County Softball Complex, Merrill Park	Event Awarded to Polk County
USA Artistic Swimming Convention	September of 2022, 2023, 2024	Orlando Marriott Lake Mary, Westin Lake Mary	Bid Submitted Not Awarded in 2022 only
USA Artistic Swimming FINA Judges School	October of 2022, 2023, 2024	Orlando Marriott Lake Mary, Westin Lake Mary	Bid Submitted
USA Artistic Swimming National Judges School	December of 2022, 2023, 2024	Orlando Marriott Lake Mary, Westin Lake Mary	Bid Submitted
USA Field Hockey Festival	Thanksgiving Week of 2023	Boombah Sports Complex	Awaiting RFP
Flag Football World Championship Tour	Various Dates in 2023	Boombah Sports Complex, Seminole Soccer Complex, Sylvan Lake Park	No Field Availability in 2022 Researching Dates in 2023
NCAA DII Women's Tennis Festival Championship	May of 2024	Sanlando Park	Bid Awarded
NCAA DII Men's Tennis Festival Championship	May of 2024	Sanlando Park	Bid Awarded
NCAA DII Softball Festival Championship	May of 2024	Boombah-Soldiers Creek Park	Bid Awarded
NCAA DII Women's Tennis Championship	May of 2025	Sanlando Park	Bid Awarded
NCAA DII Men's Tennis Championship	May of 2025	Sanlando Park	Bid Awarded
World Cup 2026	Summer of 2026	TBD	Ongoing Bid Process

Hotel STR Report

Month 2021	Occupancy (%) (YOY)	ADR (\$) (YOY)	Rev PAR (\$) (YOY)
October	66.6 (26.8)	93.29 (17)	62.17 (48.4)
<i>Forecast</i>	<i>67.4</i>	<i>87.68</i>	<i>59.10</i>
November	66.5 (40.1)	96.74 (27.7)	64.36 (78.8)
<i>Forecast</i>	<i>65.5</i>	<i>88.31</i>	<i>57.86</i>
December	68.6 (51.9)	96.73 (19)	66.34 (98.3)
<i>Forecast</i>	<i>62.7</i>	<i>90.01</i>	<i>56.44</i>



Tourism Update

Current Month - October 2021 vs October 2020

	Occ %		ADR		RevPAR		Percent Change from October 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room	Room	Room
										Rev	Avail	Sold
Alachua County, FL	61.0	46.8	106.39	78.69	64.91	36.82	30.4	35.2	76.3	79.5	1.9	32.8
Flagler County, FL	56.5	50.1	143.22	123.64	80.92	62.01	12.7	15.8	30.5	35.1	3.5	16.6
Orange County, FL	60.2	35.8	136.15	90.96	82.00	32.58	68.1	49.7	151.7	208.6	22.6	106.2
Osceola County, FL	52.1	25.2	100.84	72.09	52.57	18.15	107.0	39.9	189.6	249.3	20.6	149.7
Polk County, FL	64.2	53.7	110.45	85.64	70.94	46.02	19.5	29.0	54.1	51.9	-1.4	17.8
Volusia County, FL	57.3	48.3	128.39	99.16	73.52	47.93	18.5	29.5	53.4	52.9	-0.3	18.1

Current Month - November 2021 vs November 2020

	Occ %		ADR		RevPAR		Percent Change from November 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room	Room	Room
										Rev	Avail	Sold
Alachua County, FL	61.3	47.7	116.25	77.06	71.28	36.78	28.5	50.9	93.8	97.2	1.8	30.7
Flagler County, FL	55.5	46.1	140.52	119.22	78.04	55.00	20.4	17.9	41.9	48.4	4.6	25.9
Orange County, FL	65.0	34.4	140.92	89.63	91.58	30.83	89.0	57.2	197.1	253.0	18.8	124.5
Osceola County, FL	54.7	25.8	102.28	73.33	55.99	18.91	112.3	39.5	196.1	253.9	19.5	153.7
Polk County, FL	62.9	48.9	107.75	83.35	67.79	40.76	28.6	29.3	66.3	63.9	-1.4	26.8
Volusia County, FL	55.4	44.5	132.67	94.08	73.48	41.83	24.6	41.0	75.7	75.1	-0.3	24.2



Tourism Update

Current Month - December 2021 vs December 2020												
	Occ %		ADR		RevPAR		Percent Change from December 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	58.2	42.5	94.74	73.80	55.16	31.34	37.1	28.4	76.0	79.1	1.8	39.5
Flagler County, FL	54.4	42.2	135.62	118.09	73.83	49.81	29.1	14.8	48.2	45.0	-2.2	26.2
Orange County, FL	70.5	40.6	156.50	98.81	110.30	40.11	73.6	58.4	175.0	217.0	15.3	100.1
Osceola County, FL	60.9	30.6	129.46	95.27	78.80	29.17	98.8	35.9	170.2	222.9	19.5	137.7
Polk County, FL	64.8	48.5	111.74	83.47	72.39	40.52	33.5	33.9	78.7	76.0	-1.5	31.5
Volusia County, FL	52.6	38.9	119.59	92.55	62.85	36.04	34.9	29.2	74.4	77.2	1.6	37.1



Vacation Rental Key Data Report

Month 2021	Occupancy (%)	ADR (\$)	Rev PAR (\$)
October	40	119	47
November	45	120	53
December	50	123	61



Vacation Rental Key Data Report

Total listings

1,035

Total sleeps

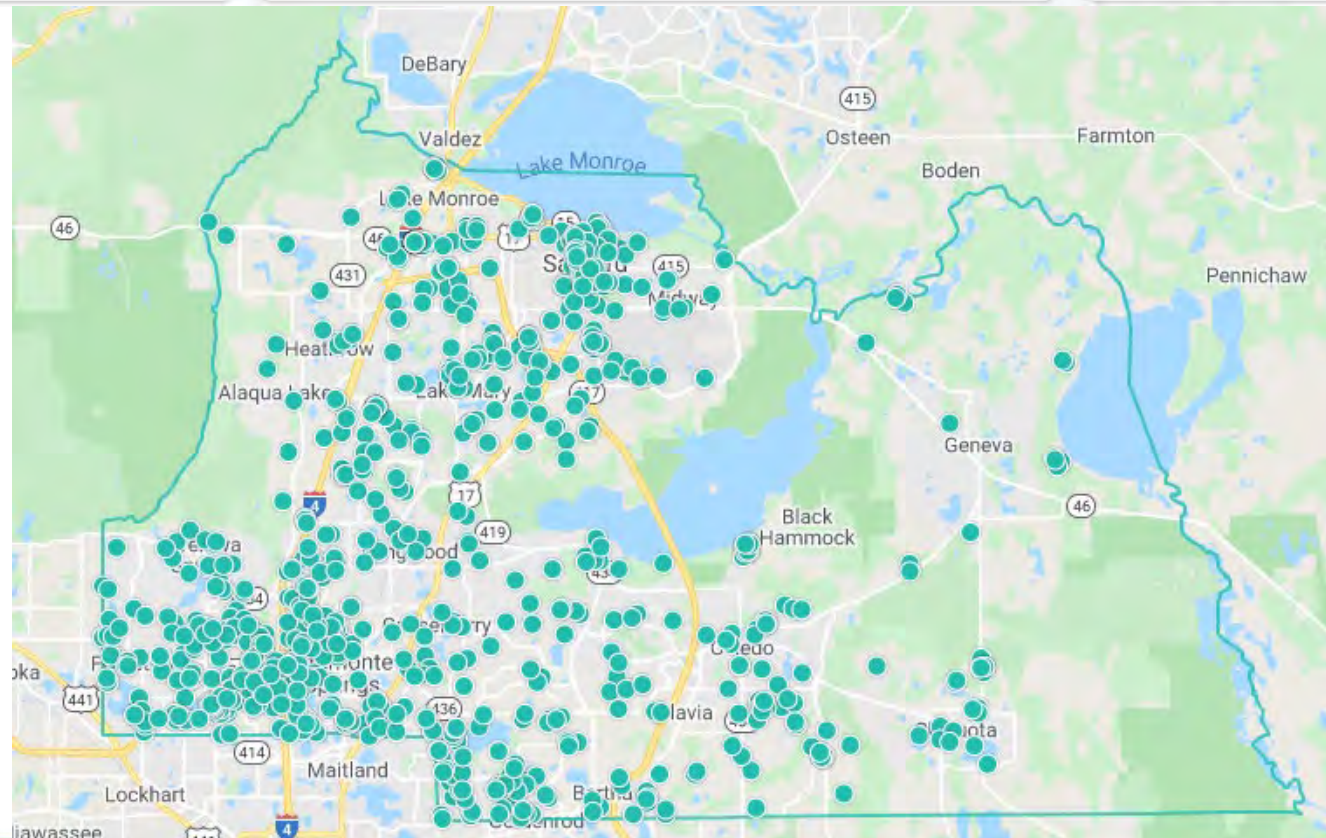
4,614

Rental channel

Airbnb
828 (80%)

Vrbo
197 (19%)

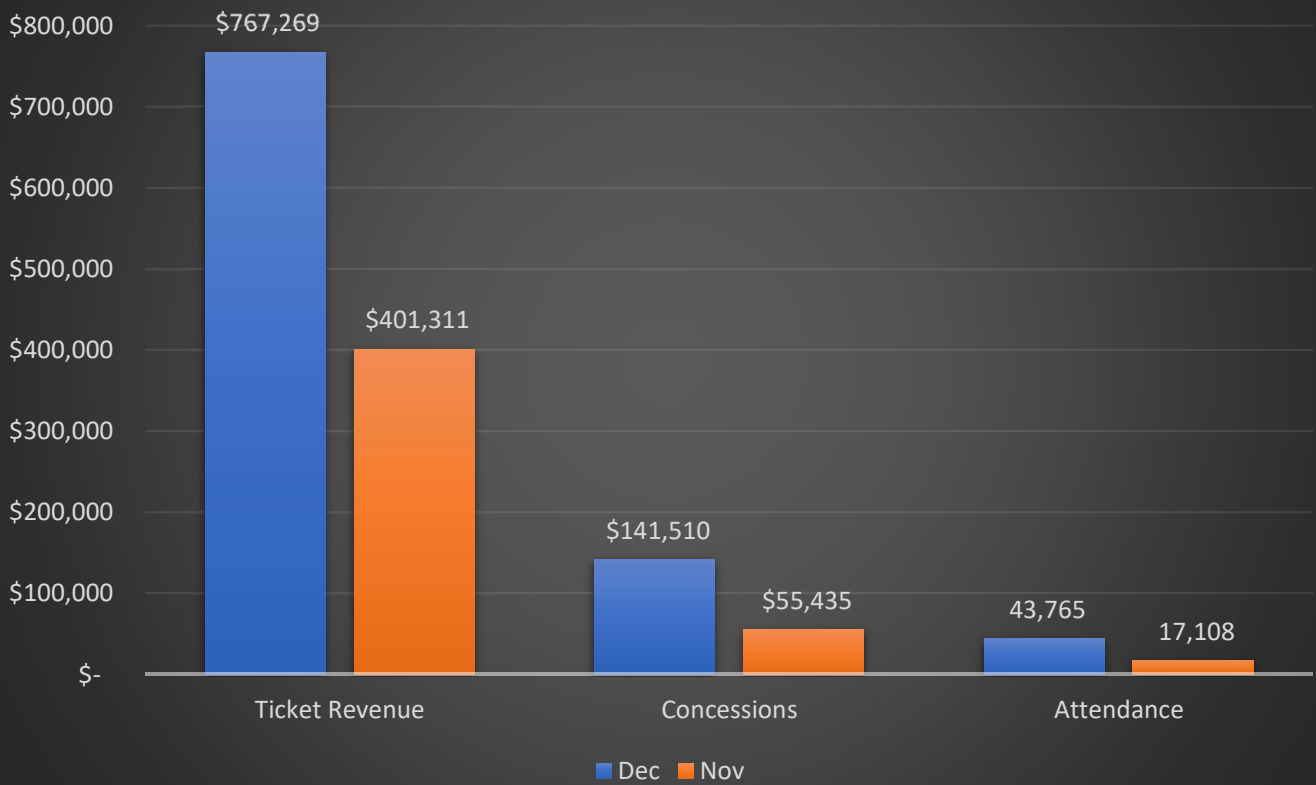
Both
10 (1%)



#WeAreON

ORLANDO NORTH
SEMINOLE COUNTY

Asian Lantern Festival Dec/Nov Summary



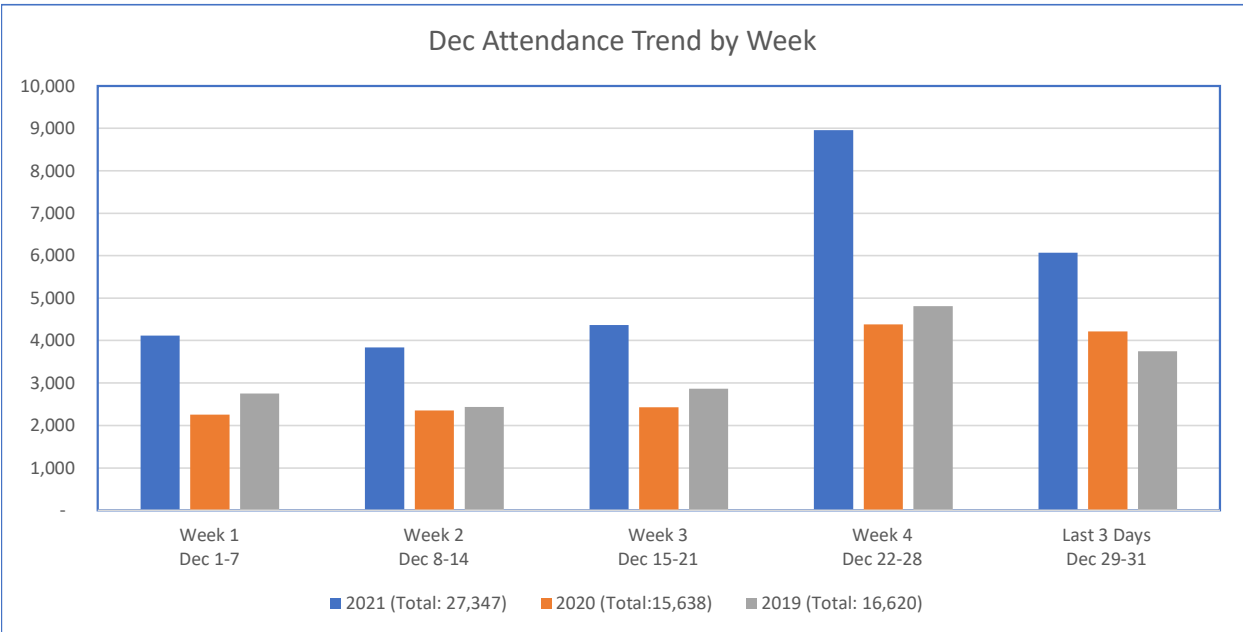
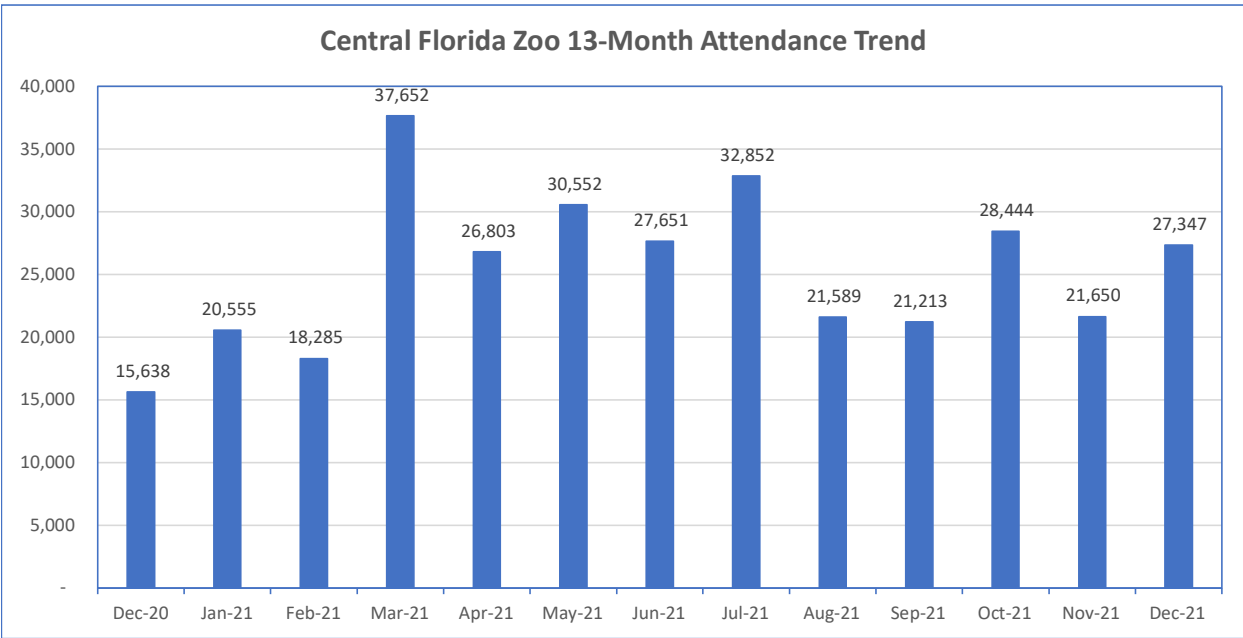
CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
 UNAUDITED MONTHLY RESULTS AS OF DEC 31, 2021

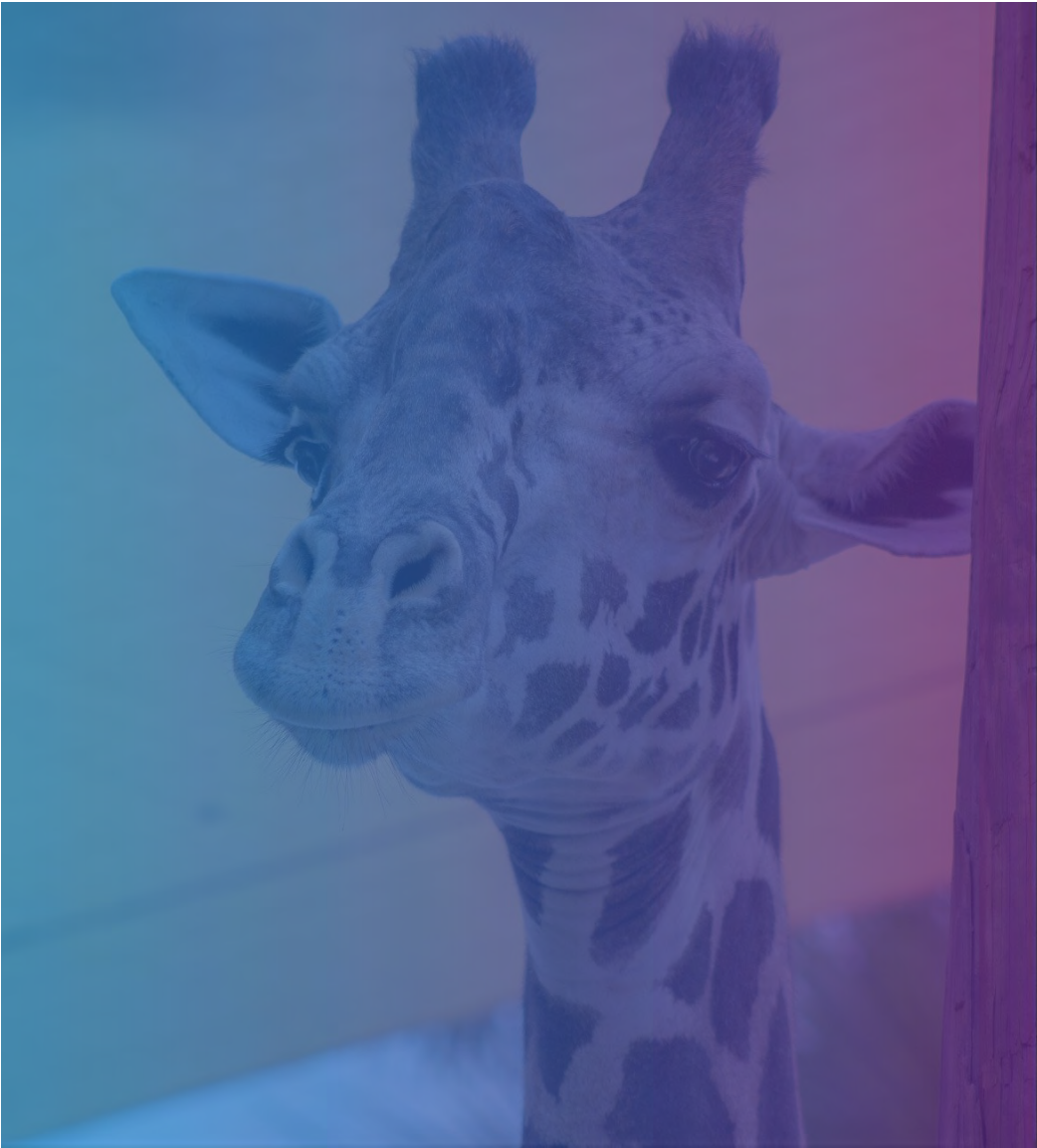
	Dec-21	Nov-21	M-O-M	%
	Unaudited Actuals	Unaudited Actuals	Dec/Nov	Change
Revenues				
Annual passholders	\$ 68,694	\$ 66,744	\$ 1,950	3%
Gate	\$ 247,011	\$ 189,966	\$ 57,045	30%
Group sales	\$ 2,337	\$ 4,790	\$ (2,453)	-51%
Concessions	\$ 13,868	\$ 7,821	\$ 6,047	77%
Gift shop	\$ 72,150	\$ 7,583	\$ 64,567	851%
Government support	\$ -	\$ 357,280	\$ (357,280)	-100%
Education	\$ 10,075	\$ 11,237	\$ (1,162)	-10%
WMD net rental	\$ 6,229	\$ 3,401	\$ 2,828	83%
Public support	\$ 65,222	\$ 25,622	\$ 39,600	155%
Net event revenues	\$ 442,626	\$ 357,563	\$ 85,063	24%
Zipline	\$ 22,165	\$ 12,659	\$ 9,506	75%
Train/Carousel	\$ 5,275	\$ 5,064	\$ 211	4%
Other revenues	\$ 20,870	\$ 57,416	\$ (36,546)	-64%
Total revenues	976,522	1,107,147	\$ (130,625)	-12%
Operating expenses				
Payroll	\$ 244,945	\$ 241,128	\$ 3,817	2%
Animal care	\$ 21,236	\$ 16,227	\$ 5,009	31%
Facilities repair and maintenance	\$ 15,606	\$ 20,165	\$ (4,559)	-23%
Advertising	\$ 4,572	\$ 6,713	\$ (2,141)	-32%
Insurance	\$ 56,042	\$ 56,151	\$ (109)	0%
Utilities	\$ 16,450	\$ 15,543	\$ 907	6%
Professional fees	\$ 3,150	\$ 3,050	\$ 100	3%
Employee expenses	\$ 1,307	\$ 4,686	\$ (3,379)	-72%
Office expenses/website/credit card fees	\$ 623	\$ 8,139	\$ (7,516)	-92%
Project Expenses	\$ 598	\$ 21,749	\$ (21,151)	-97%
Printing	\$ 15	\$ 8,226	\$ (8,212)	-100%
Supplies	\$ 15,746	\$ 11,545	\$ 4,201	36%
Other operating expenses	\$ 17,191	\$ 51,461	\$ (34,270)	-67%
Total operating expenses	397,482	464,785	\$ (67,303)	-14%
Net operating income before depreciation	\$ 579,040	\$ 642,361	\$ (63,321)	-10%

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
 UNAUDITED MONTHLY RESULTS AS OF DEC 31, 2021

	Dec-21	Dec-20	Y-O-Y	%
	Unaudited Actuals	Unaudited Actuals	2021/2020	Change
Revenues				
Annual passholders	\$ 68,694	\$ 39,612	\$ 29,081	73%
Gate	\$ 247,011	164,404	\$ 82,607	50%
Group sales	\$ 2,337	1,567	\$ 770	49%
Concessions	\$ 13,868	4,097	\$ 9,771	238%
Gift shop	\$ 72,150	19,133	\$ 53,017	277%
Government support	\$ -	300,000	\$ (300,000)	-100%
Education	\$ 10,075	3,883	\$ 6,192	159%
WMD net rental	\$ 6,229	12,217	\$ (5,988)	-49%
Public support	\$ 65,222	97,249	\$ (32,027)	-33%
Net event revenues	\$ 442,626	(774)	\$ 443,400	-57273%
Zipline	\$ 22,165	18,551	\$ 3,614	19%
Train/Carousel	\$ 5,275	3,007	\$ 2,268	75%
Other revenues	\$ 20,870	29,127	\$ (8,257)	-28%
Total revenues	976,522	\$ 692,074	\$ 284,448	41%
Operating expenses				
Payroll	\$ 244,945	\$ 206,354	\$ 38,590	19%
Animal care	\$ 21,236	24,502	\$ (3,266)	-13%
Facilities repair and maintenance	\$ 15,606	24,118	\$ (8,512)	-35%
Advertising	\$ 4,572	26,622	\$ (22,050)	-83%
Insurance	\$ 56,042	45,532	\$ 10,511	23%
Utilities	\$ 16,450	17,965	\$ (1,514)	-8%
Professional fees	\$ 3,150	17,188	\$ (14,038)	-82%
Employee expenses	\$ 1,307	2,729	\$ (1,422)	-52%
Office expenses/website/credit card fees	\$ 623	17,878	\$ (17,255)	-97%
Project Expenses	\$ 598	288,622	\$ (288,023)	-100%
Printing	\$ 15	531	\$ (516)	-97%
Supplies	\$ 15,746	5,192	\$ 10,555	203%
Other operating expenses	\$ 17,191	16,290	\$ 902	6%
Total operating expenses	397,482	\$ 693,521	\$ (296,039)	-43%
Net operating income before depreciation	\$ 579,040	\$ (1,447)	\$ 580,487	100%

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
UNAUDITED MONTHLY RESULTS AS OF DEC 31, 2021



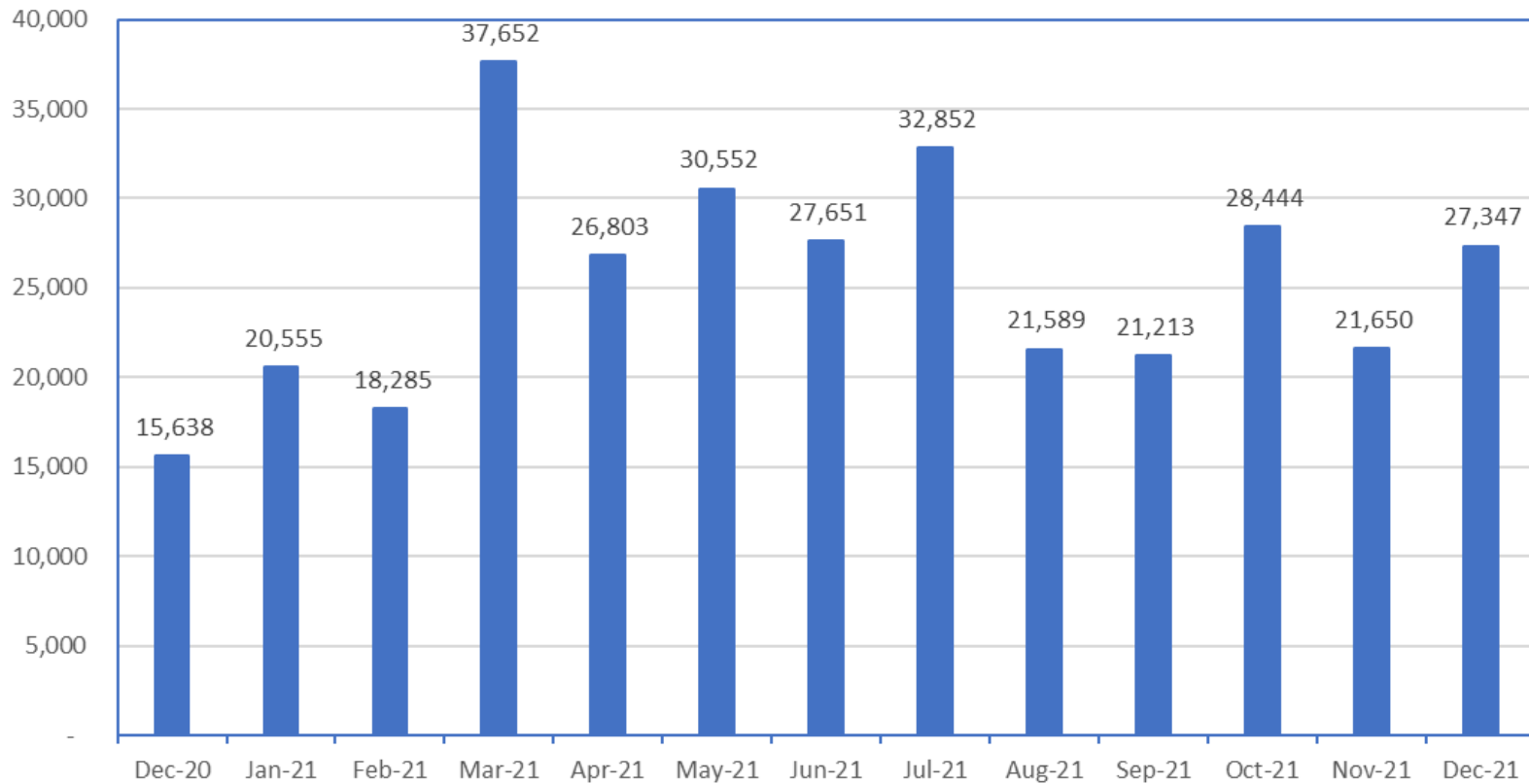


January TDC Update

www.centralfloridazoo.org

13-Month Attendance Trend

Central Florida Zoo 13-Month Attendance Trend



Fiscal YTD Attendance

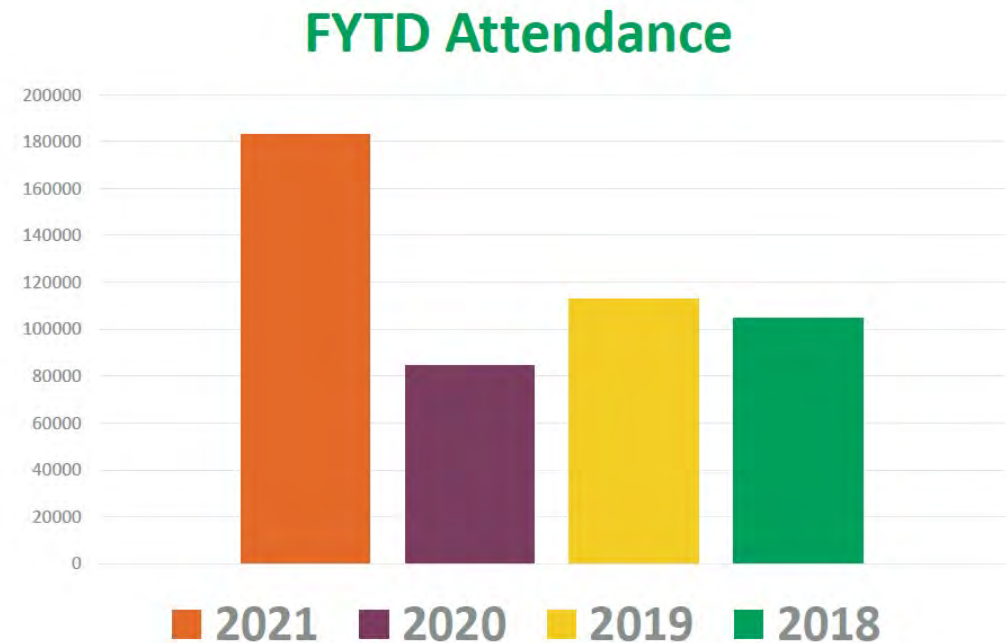
July 1 - December 31, 2021

214,099

VS 2020: 121k / 130%

VS 2019: 87k / 68%

VS 2018: 97.6k / 84%



Fiscal YTD Revenue

	Visitation Related		Future/Not Visitation Related	Total	Revenue Mix
	Revenue	Per Cap	Revenue		
Admission	\$1,528,047.02	\$7.14	\$23,614.58	\$1,551,661.60	32.01%
Annual Pass	\$411,799.25	\$1.92		\$411,799.25	8.49%
Attraction	\$141,535.67	\$0.66	\$116.86	\$141,652.53	2.92%
Birthday Party	\$15,929.00	\$0.07	\$1,580.00	\$17,509.00	0.36%
Donation			\$49,340.42	\$49,340.42	1.02%
Education			\$57,459.01	\$57,459.01	1.19%
Food & Beverage	\$656,663.37	\$3.07		\$656,663.37	13.55%
Food & Beverage - Tent	\$98,218.71	\$0.47		\$98,218.71	2.03%
Food & Beverage - Mobile	\$28,497.62	\$0.13		\$28,497.62	0.59%
Rentals	\$9,794.29	\$0.05	\$9,255.66	\$19,049.95	0.39%
Retail	\$306,971.33	\$1.43		\$306,971.33	6.33%
Retail Cart	\$20,737.00	\$0.22		\$20,737.00	0.43%
Seminole Aerial Adventure			\$115,918.36	\$115,918.36	2.39%
Special Events	\$1,183,006.77	\$5.53	\$189,453.50	\$1,372,460.27	28.31%
Grand Total	\$4,400,696	\$20.69	\$446,738	\$4,847,938	

*Excludes Zoo/Food Bucks sales, Zoo/Food Bucks are included in the category of the product they are redeemed for.

Asian Lantern Festival

Sales Breakdown

Pricing Category	Description	Qty	Mix %	Revenue
Annual Pass	Asian Lantern Festival Age 3+ (AP)	1,889	2.11%	\$30,977.50
	Asian Lantern Festival Child (2 & Under) (AP)	485	0.54%	\$0.00
	Total	2,374	2.65%	\$30,977.50
Non-Pass Holder	Asian Lantern Festival Age 3+	31,439	35.08%	\$609,774.00
	Asian Lantern Festival Age 3+ (4P)	52,434	58.50%	\$740,532.50
	Asian Lantern Festival Age 3+ (AD/G)	302	0.34%	\$4,530.00
	Asian Lantern Festival Child (2 & Under)	2,490	2.78%	\$0.00
	Asian Lantern Festival Complimentary (AD)	190	0.21%	\$0.00
	Asian Lantern Festival Complimentary (Dtd)	2	0.00%	\$0.00
	Total	86,857	96.91%	\$1,354,836.50
Zoo Employee/Volunteer	Asian Lantern Festival Age 3+ (EE/V)	400	0.45%	\$4,506.00
	Total	400	0.45%	\$4,506.00
Total		89,631	100.00%	\$1,390,320.00

Highlights

- 89,631 tickets sold for total admission revenue of \$1,390,320.00
- \$16.11 per cap
- 93% of ticket inventory sold
- On average 41% of ticket sales occurred within 48 hours of the event.




2021 Media & Market Plan

Media Type	Vendor	Budget
Broadcast TV	Spectrum (On-air & Streaming Across Central Florida)	\$35,000
	Production	\$1,400
Billboards	Clear Channel	\$13,600
Radio	The Wolf	\$3,200
	Cox Radio	\$13,500
Digital	I-4 Corridor, Jacksonville, South Florida	\$8,000
	Tampa Boost with Historic Sanford	\$5,000
	Influencer Posts	\$1,500
Local Print	Volusia Paper	\$400
	Lake Mary Life	\$500
	Sanford Herald	\$500
Signage & Printer	Street Banners	\$1,750
	Zoo Banners and Signage	\$2,000
	Flyers and Rack Cards	\$1,000
Public Relations	Media Event	\$1,000
	Multiple Releases & Ongoing Pitching	
	Pro Photography	\$500
	Video	\$1,000
	Media Tickets	\$1,250
	Agency Staff Time (Events, PR, Digital, Social)	\$8,000
	Zoo Staff Time (PR)	\$3,500
	Wire Costs	\$500
Owned Media	Zoo Website/Top Banner	\$10,000
	Zoo E-blasts 3x /Month	
	SEO Blog Featuring Festival	
	Zoo Social Media Channel	
		\$113,100

THE CENTRAL FLORIDA ZOO & BOTANICAL GARDENS PRESENTS

ASIAN LANTERN FESTIVAL

Into the Wild

SPONSORED BY 



November 19, 2021 – January 16, 2022

6:00 PM to 10:00 PM

Buy Tickets in Advance Online at
Centralfloridazoo.org



HITS

Asian Lantern Festival

[Orlando on the Cheap](#)

[Orlando Magazine](#)

[Orlando Magazine](#)

[Orlando Date Night Guide](#)

[Orlando Date Night Guide](#)

[Orlando Sentinel](#)

[Orlando Attractions](#)

[Fox 35](#), [Fox 35](#), [Fox 35](#), [Fox 35](#), [Fox 35](#),

[Fox 35](#)

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[Yahoo! News](#)

[WKMG WKMG](#)

[Spectrum News 13](#), [Spectrum News](#)

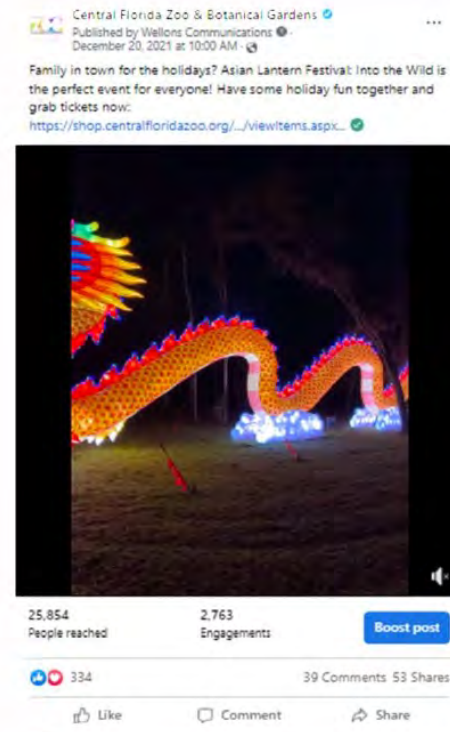
[13](#)



Top Performing Social Media Posts



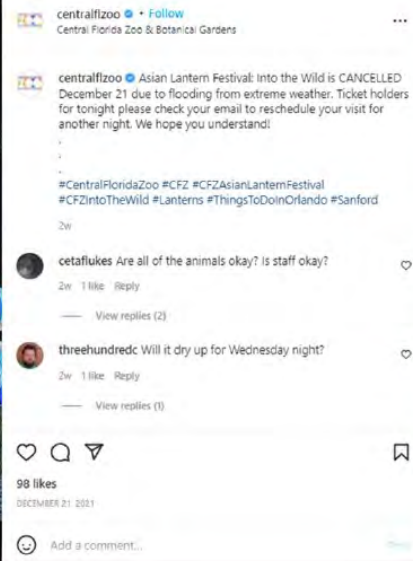
Reached 52,987 people with 9,791 engagements on Facebook. Received 3,778 likes, 148 comments, 327 shares.



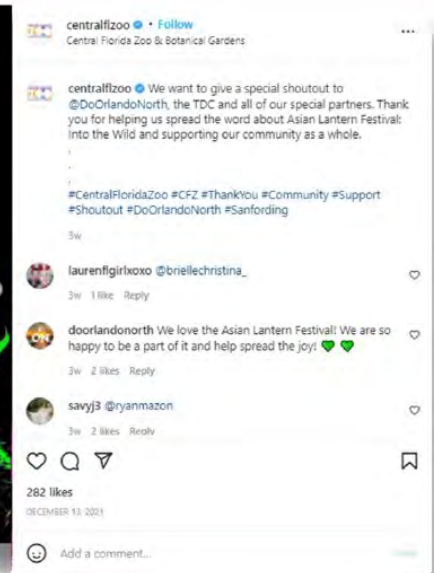
Reached 25,854 people with 2,763 engagements. Received 334 likes, 39 comments, and 53 shares.



Top Performing Social Media Posts



Reached 3,867 people with 31 profile visits on Instagram.
Received 98 likes, 5 comments, 6 shares and 7 saves.



Reached 3,660 people with 43 profile visits on Instagram.
Received 282 likes, 4 comments, 52 shares and 6 saves.





Thank You



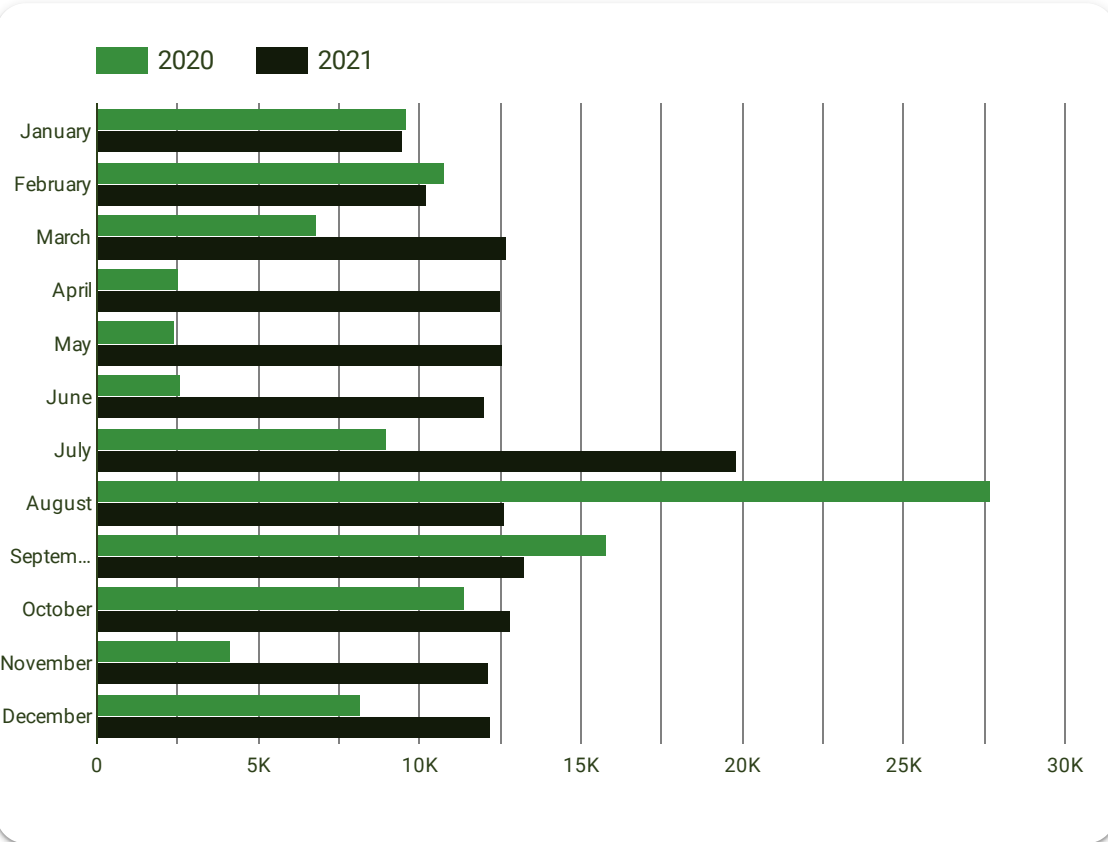
evok Reporting

IDEAS
WORKS
RESULTS

Seminole CVB
December 2021

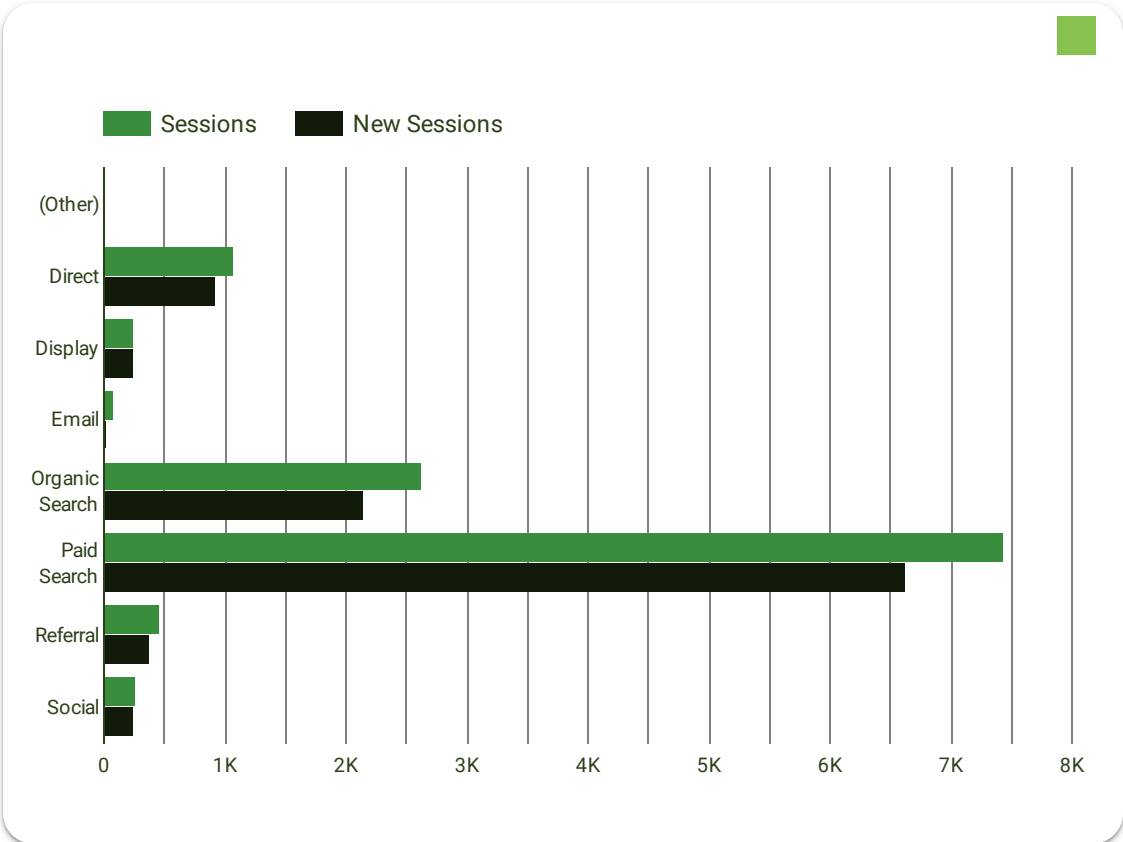
Traffic Trends: Total Sessions

Objective: Increase New Sessions YoY



Traffic by Channel: Sessions & New Sessions

Objective: Comparison of Sessions and New Sessions by Channel



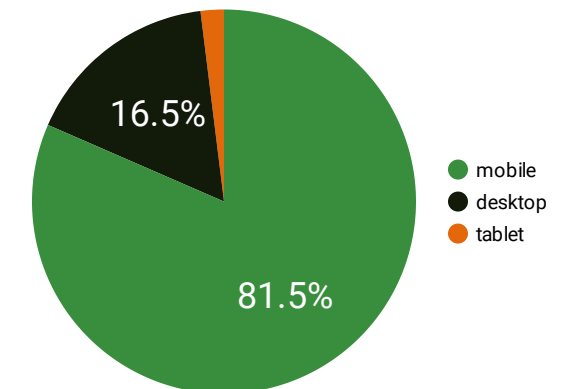
Traffic by Source: Sessions and Engagement Metrics

Objective: Comparison YoY of New Sessions, Sessions and Engagement by Traffic Source

Source / Medium	New Sessions	% Δ	Sessions	Bounce Rate	Avg. Session
1. google / cpc	6,340	24.1% ↑	7,144	45.37%	00:01:08
2. google / organic	2,084	256.2% ↑	2,563	78.77%	00:00:55
3. (direct) / (none)	920	114.0% ↑	1,074	79.33%	00:00:49
4. facebook / cpc	277	-	286	97.2%	00:00:05
5. lonely-planet / display	142	-	142	100%	00:00:00

Traffic by Device: Total Sessions

Objective: Comparison of Traffic by Device



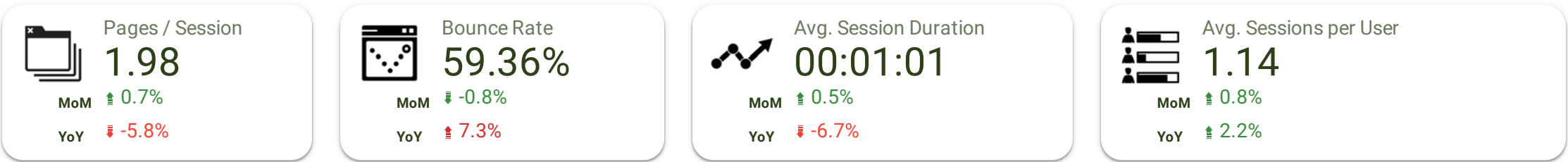
Website Score Cards: Site Traffic Metrics

Objective: Increase Traffic Metrics to gain more visitors to website



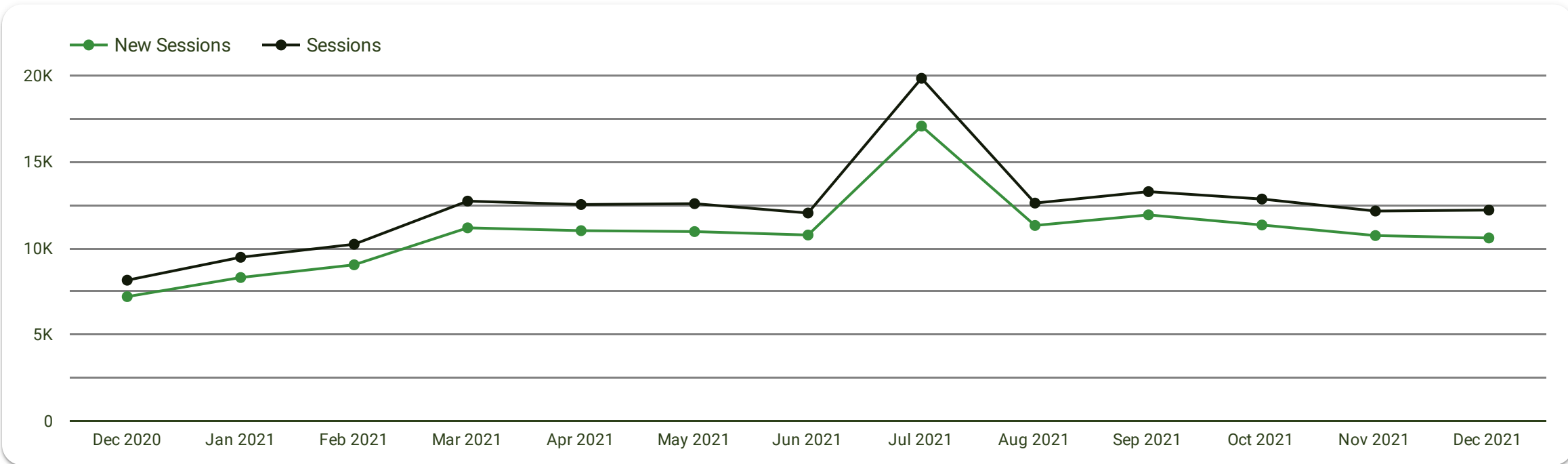
Website Score Cards: Site Engagement Metrics

Objective: Increase Engagement Metrics to deliver a better user experience to website visitors



Top Traffic Metrics: 12-Month Running Trend

Objective: Shows Yearly Growth Trend of New Sessions & Total Sessions



Top Landing Pages: Traffic and Engagement Metrics

Objective: Increase Sessions, Pages/Session and Session Duration while lowering Bounce Rates

Landing Page	New Users	% Δ	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
/things-to-do	5,012	64.8% ↑	5,324	31.74%	2.54	00:01:22
/things-to-do/restaurants/default.aspx	718	1,182.1% ↑	764	81.15%	1.39	00:00:28
/calendar/event/32nd-annual-sanford-holiday-tour-of-homes	682	-	937	82.18%	1.43	00:01:01
/default.aspx	628	-53.1% ↓	732	68.99%	1.98	00:01:14
/things-to-do/nature-and-outdoors/default.aspx	392	-61.8% ↓	430	85.81%	1.26	00:00:23
/blog/post/most-haunted-places-orlando-north-seminole-cou...	238	-	278	93.53%	1.1	00:00:20
/blog/post/3-top-hidden-nature-trails-in-orlando-north/defaul...	235	3,816.7% ↑	266	93.23%	1.16	00:00:15
/calendar/event/winter-wonderland-tree-lighting-and-toys-for-...	226	-	260	73.85%	1.73	00:01:00
/calendar/event/lake-mary-new-years-eve-block-party	145	339.4% ↑	159	68.55%	1.97	00:00:53
/things-to-do/default.aspx	120	-3.2% ↓	135	53.33%	2.37	00:01:34

1 - 10 / 811

Geographical Breakdown of Audience: Region & City based on Geolocation IP

Objective: Increase demographic insights of future visitors to the website

Region	City	New Users	% Δ	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Florida	Orlando	1,789	124.7% ↑	2,138	61.97%	1.86	00:01:01
Florida	Sanford	333	158.1% ↑	468	69.23%	2.02	00:01:40
Virginia	Ashburn	182	435.3% ↑	182	96.7%	1.1	00:00:06
Georgia	Atlanta	166	58.1% ↑	185	60.54%	1.84	00:00:55
San Juan	San Juan	166	59.6% ↑	195	61.54%	1.78	00:00:42

1 - 5 / 1958

Google Search Console: Organic Traffic Queries Compared MoM

Objective: Show Organic Search Traffic by Search Query

	Organic Search Term	Impressions ▾	% Δ	Clicks	% Δ	Site CTR	% Δ	Average Position
1.	restaurants near me	14,014	-50.3% ↓	1	-	0.01%	-	13.48
2.	food near me	6,328	-67.2% ↓	0	-100.0% ↓	0%	-100.0% ↓	15.11
3.	restaurants	1,950	-57.8% ↓	0	-100.0% ↓	0%	-100.0% ↓	12.64
4.	orlando county	1,554	49.7% ↑	0	-	0%	-	10.56
5.	food places near me	1,046	-17.0% ↓	0	-	0%	-	11.26
6.	wekiva island	988	196.7% ↑	6	500.0% ↑	0.61%	102.2% ↑	20.51
7.	orlando zoo	864	215.3% ↑	0	-	0%	-	11.57
8.	best restaurants near me	808	9.0% ↑	0	-100.0% ↓	0%	-100.0% ↓	12.49
9.	things to do in orlando	737	2,203.1% ↑	0	-	0%	-	79.99
10.	luxmore grande estate	701	4,281.3% ↑	1	-	0.14%	-	9.24

1 - 10 / 11002 < >

Google Search Console: Organic Traffic Queries Compared YoY

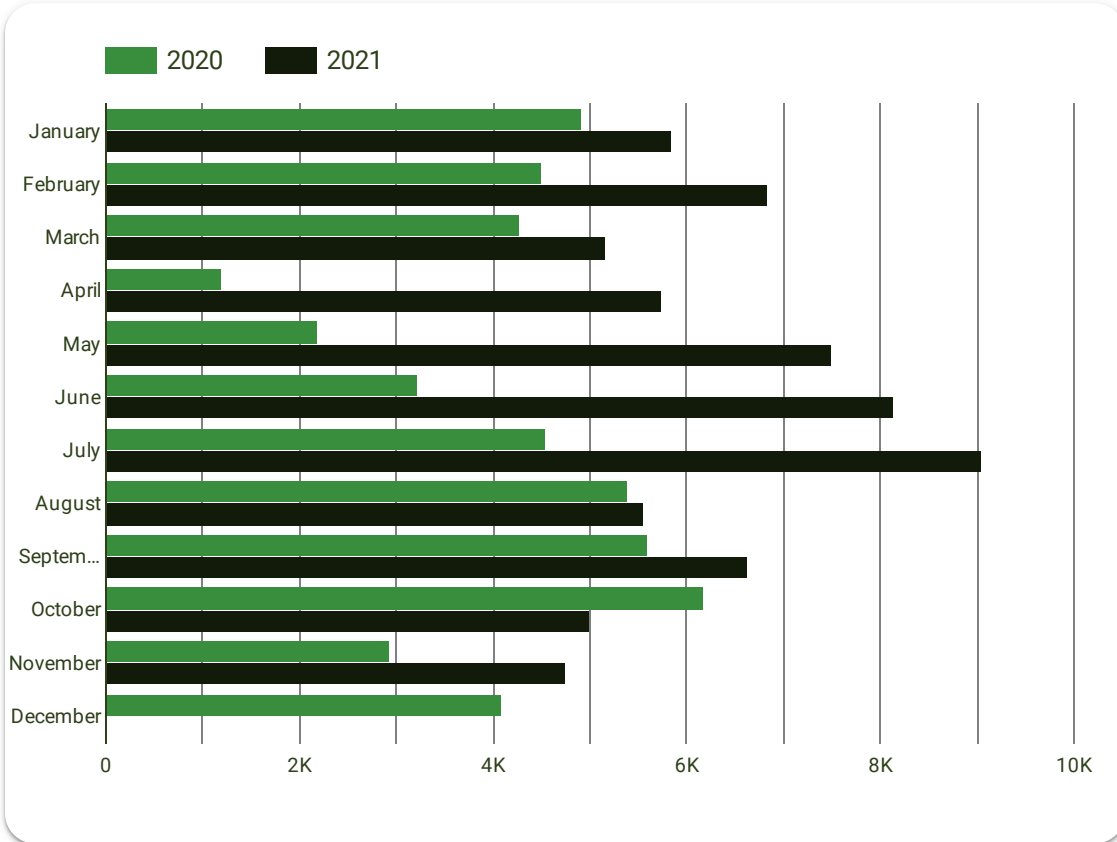
Objective: Show Organic Search Traffic by Search Query

	Organic Search Term	Impressions ▾	% Δ	Clicks	% Δ	Site CTR	% Δ	Average Position
1.	restaurants near me	14,014	24,925.0% ↑	1	-	0.01%	-	13.48
2.	food near me	6,328	45,100.0% ↑	0	-	0%	-	15.11
3.	restaurants	1,950	4,656.1% ↑	0	-	0%	-	12.64
4.	orlando county	1,554	1,380.0% ↑	0	-	0%	-	10.56
5.	food places near me	1,046	-	0	-	0%	-	11.26
6.	wekiva island	988	45.5% ↑	6	500.0% ↑	0.61%	312.3% ↑	20.51
7.	orlando zoo	864	-3.5% ↓	0	-	0%	-	11.57
8.	best restaurants near me	808	-	0	-	0%	-	12.49
9.	things to do in orlando	737	4,506.3% ↑	0	-	0%	-	79.99
10.	luxmore grande estate	701	376.9% ↑	1	-	0.14%	-	9.24

1 - 10 / 11002 < >

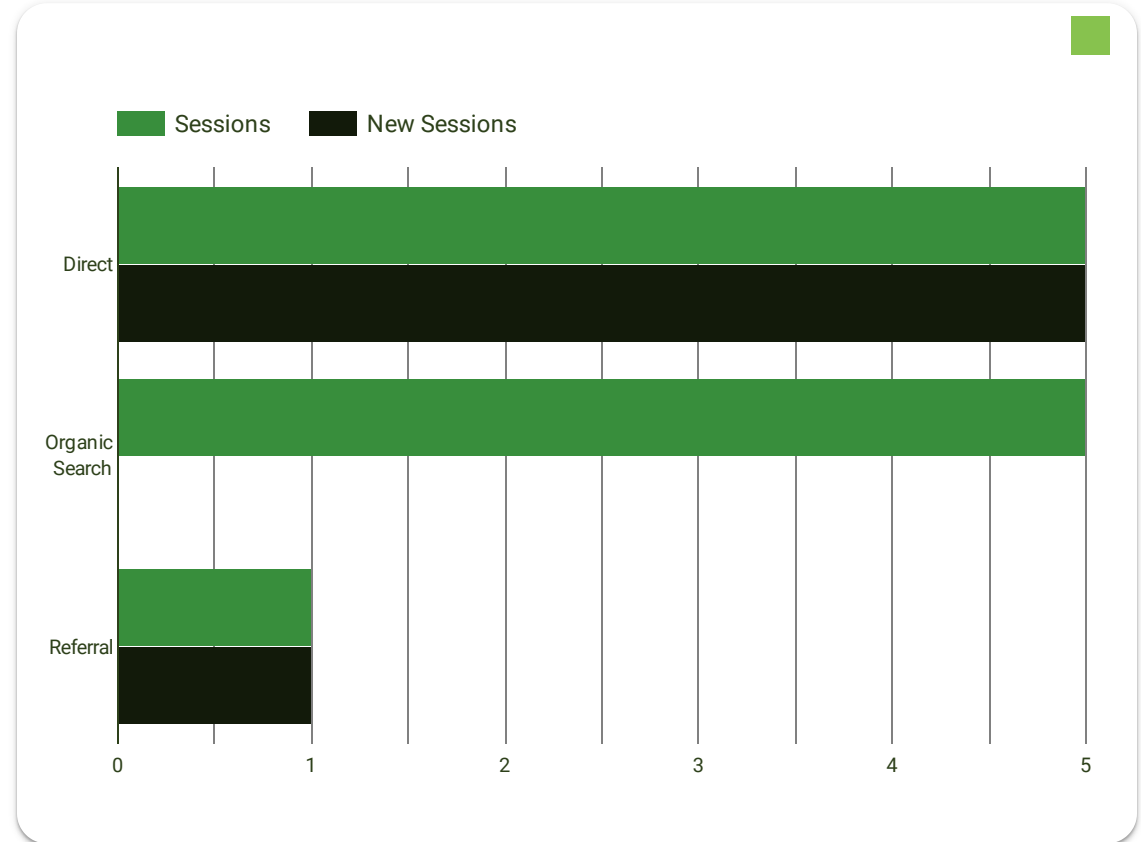
Traffic Trends: Total Sessions

Objective: Increase New Sessions YoY



Traffic by Channel: Sessions & New Sessions

Objective: Comparison of Sessions and New Sessions by Channel



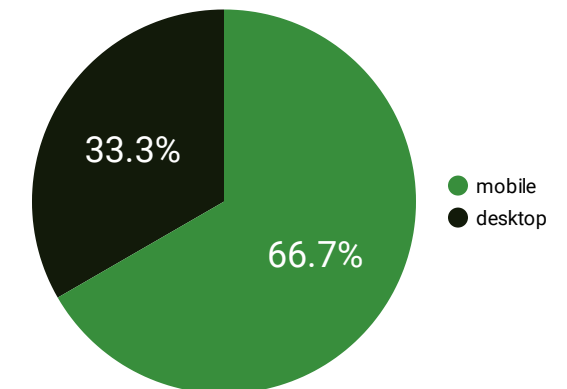
Traffic by Source: Sessions and Engagement Metrics

Objective: Comparison of New Sessions, Sessions and Engagement by Traffic Source

Source / Medium	New Sessions	% Δ	Sessions	Bounce Rate	Avg. Session
1. (direct) / (none)	5	-98.6% ↓	5	100%	00:00:00
2. nfhca.org / referral	1	-	1	100%	00:00:00
3. google / organic	0	-100.0% ↓	5	100%	00:00:00

Traffic by Device: New Sessions

Objective: Comparison of Traffic by Device



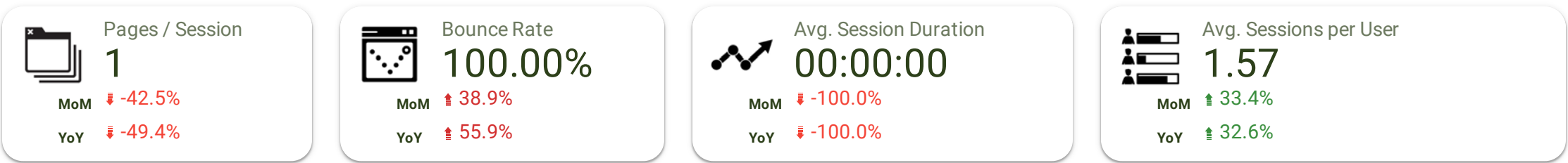
Website Score Cards: Site Traffic Metrics

Objective: Increase Traffic Metrics to gain more visitors to website



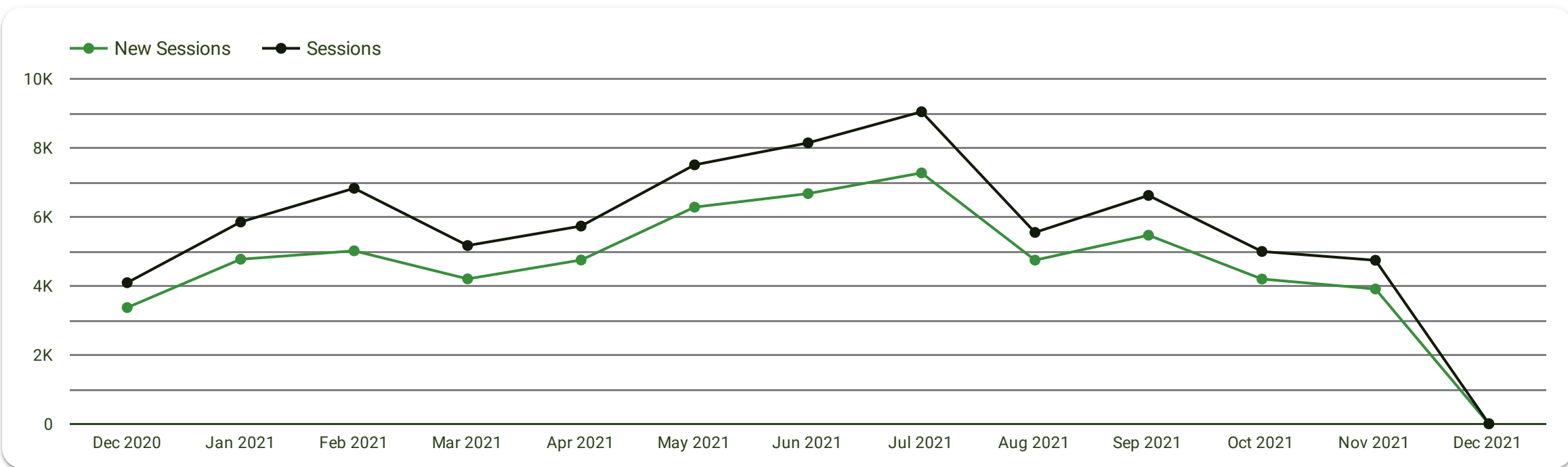
Website Score Cards: Site Engagement Metrics

Objective: Increase Engagement Metrics to deliver a better user experience to website visitors



Top Traffic Metrics: 12-Month Running Trend

Objective: Shows Yearly Growth Trend of New Sessions & Total Sessions



Top Landing Pages: Traffic and Engagement Metrics

Objective: Increase Sessions, Pages/Session and Session Duration while lowering Bounce Rates

Landing Page	New Users	% Δ	Sessions	% Δ	Bounce Rate	% Δ	Pages / Session	% Δ	Avg. Session Duration	% Δ
/	4	-97.1% ↓	4	-97.6% ↓	100%	32.5% ↑	1	-44.7% ↓	00:00:00	-100.0% ↓
/events	1	-94.4% ↓	1	-97.6% ↓	100%	110.0% ↑	1	-60.0% ↓	00:00:00	-100.0% ↓
/facilities/details/boo...	1	-99.9% ↓	1	-99.9% ↓	100%	84.2% ↑	1	-54.2% ↓	00:00:00	-100.0% ↓
/facilities/details/boo...	0	-100.0% ↓	5	-97.3% ↓	100%	59.3% ↑	1	-47.5% ↓	00:00:00	-100.0% ↓

1 - 4 / 4 < >

Geographical Breakdown of Audience: Region & City based on Geolocation IP

Objective: Increase demographic insights of future visitors to the website

Region	City	New Users	% Δ	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Shanxi	(not set)	4	-73.3% ↓	4	100%	1	00:00:00
Florida	Oviedo	1	-96.8% ↓	1	100%	1	00:00:00
District of Colu...	Washington	1	-90.9% ↓	1	100%	1	00:00:00
Pennsylvania	Philadelphia	0	-100.0% ↓	5	100%	1	00:00:00

1 - 4 / 4 < >



Amount spent
\$1,000.00
↓ -16.7%

Impressions
307,832
↑ 3.5%

CPM
\$3.25
↓ -19.5%

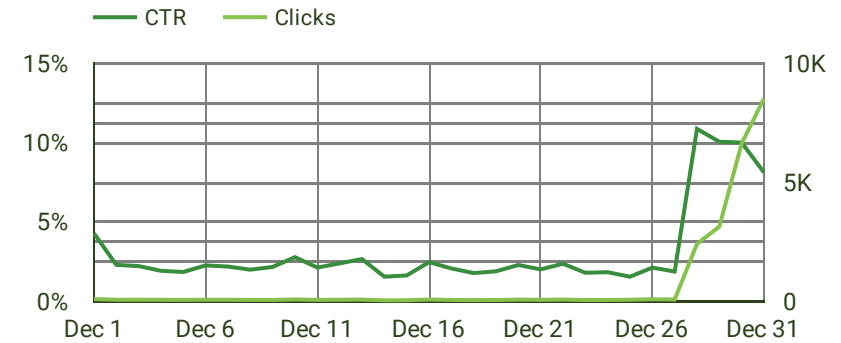
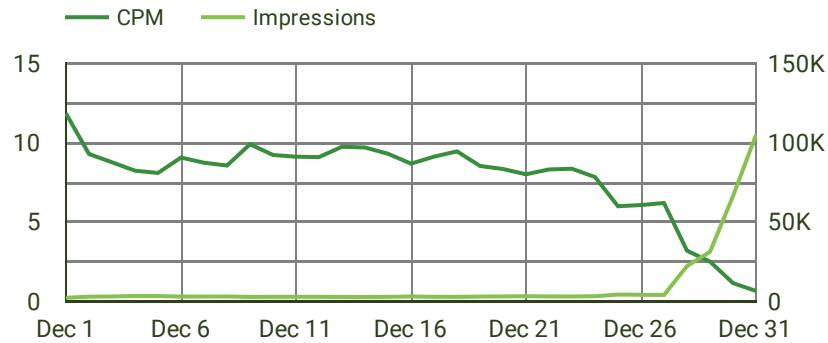
Link clicks
1,894
↓ -17.4%

CPC
\$0.53
↑ 0.9%

CTR (link click-through rate)
0.62%
↓ -20.2%



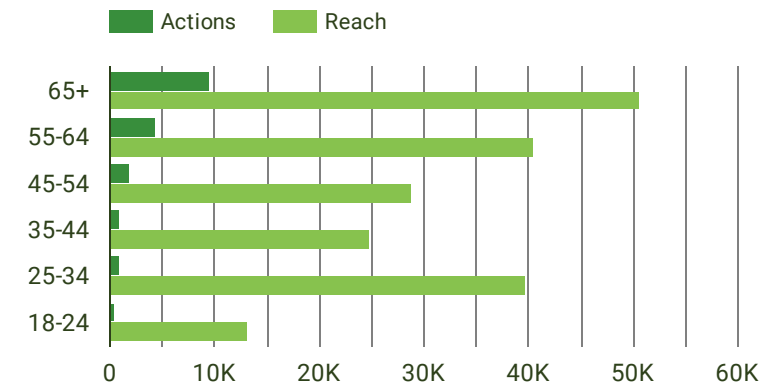
Reach
197,815
↓ -1.6%



Top Campaigns

Ads: by Age - (Actions and Reach)

Campaign na...	Cost	CPC (link)	Reach	Imp. ▾	CTR (link clic...	Link clicks
2021 - Promoted Posts	\$200	200	151.2K	210K	+0%	1
2021 - Website Traffic	\$500	1.3	26.1K	55.1K	0.69%	381
2021 - Hotel Booking LC	\$300	0.2	22.3K	42.7K	3.54%	1.5K





Amount spent
\$1,000.00
0.0%

Impressions
94,580
↑ 87.4%

CPM
\$10.57
↓ -46.6%

Link clicks
1,500
↑ 8.1%

CPC
\$0.67
↓ -7.5%

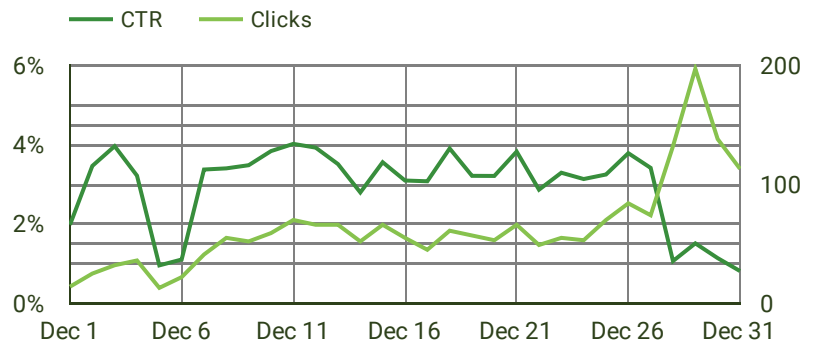
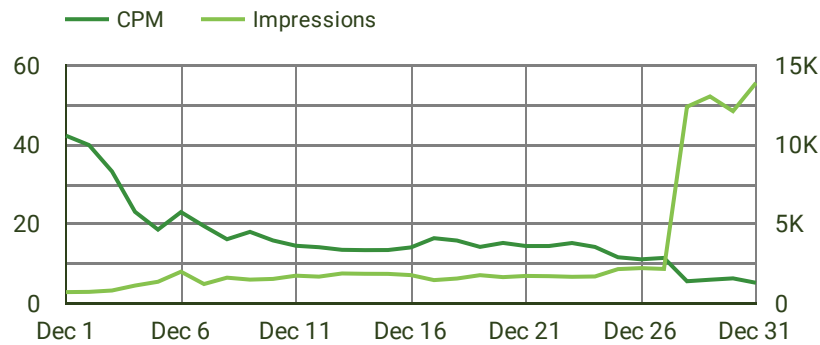
CTR (link click-through rate)
1.59%
↓ -42.3%



Impressions
94,580
↑ 87.4%



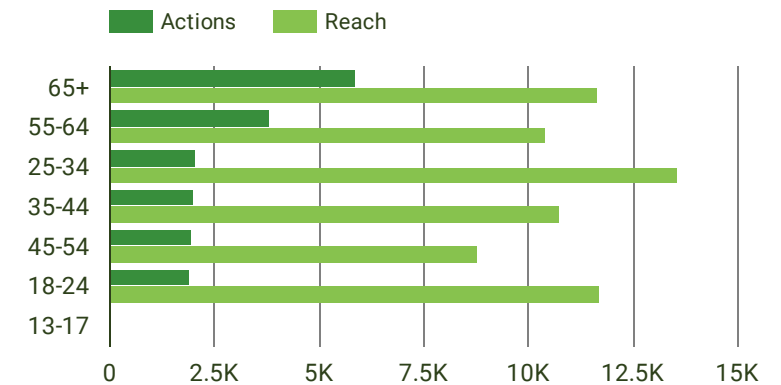
Reach
66,880
↑ 93.3%







































Top Campaigns

Ads: by Age - (Actions and Reach)

Campaign na...	Cost	CPC (link)	Reach	Imp. ▾	CTR (link clic...	Link clicks
2021 - Website Traffic	\$800	0.5	31.5K	50.9K	2.87%	1.5K
2021 Promoted Posts	\$200	5.1	35.3K	43.7K	0.09%	39



Campaign Name ▾	Media Type	Ad Type	Impressions	Clicks	CTR	CPC	CPM	CPR
1. Web Traffic Sports Oct.	Pinterest	Digital	35,802 	234 	0.65% 	\$1.43 	\$9.38 	\$1.43 
2. Web Traffic Sports Nov.	Pinterest	Digital	34,676 	296 	0.85% 	\$1.12 	\$9.58 	\$1.12 
3. Web Traffic Sports Dec.	Pinterest	Digital	44,249 	285 	0.64% 	\$1.17 	\$7.54 	\$1.17 
4. Web Traffic Leisure Oct.	Pinterest	Digital	39,404 	439 	1.11% 	\$0.97 	\$10.84 	\$0.97 
5. Web Traffic Leisure Nov.	Pinterest	Digital	42,603 	530 	1.24% 	\$0.81 	\$10.02 	\$0.81 
6. Web Traffic Leisure Dec.	Pinterest	Digital	53,421 	474 	0.89% 	\$0.9 	\$7.96 	\$0.9 
Grand total			250,155	2,258	0.9%	\$1.01	\$9.12	\$1.01

Google AdWords: Monthly Summary of All PPC Metrics

Objective: Increase Impressions, Clicks and CTR. Lower Cost and CPC.

Impressions
116,831
↓ -7.27%



Clicks
8,505
↓ -3.13%



CTR
7.28%
↑ 4.46%



Cost
\$3,039.72
↓ -3.96%



CPC
\$0.36
↓ -0.86%



Google AdWords: Summary of Search Campaigns this Month

Objective: Increase Impressions, Clicks and CTR.

Campaign	Impressions	Clicks	CTR
1. Do Orlando - Leisure	92,303	6,851	7.42%
2. Play Orlando - Sports	24,528	1,654	6.74%

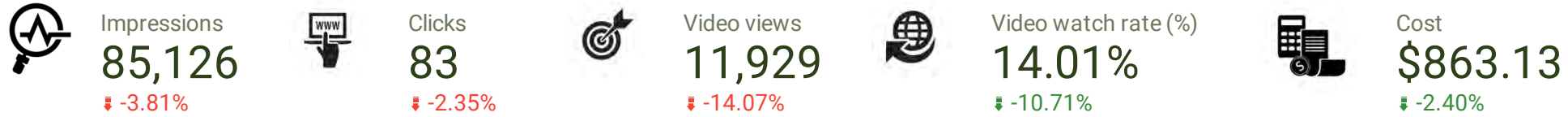
Google AdWords: Summary of Search Campaigns this Month

Objective: Summarize Impressions, Clicks and CTR by Ad Group

Ad type	Campaign name	Ad group name	Impressions	Clicks	CTR
1. Responsive search ad	Do Orlando - Leisure	Things to do	61,973	5,253	8.48%
2. Responsive search ad	Do Orlando - Leisure	FOOD	18,281	802	4.39%
3. Responsive search ad	Play Orlando - Sports	Sports	7,230	514	7.11%
4. Responsive search ad	Do Orlando - Leisure	Parks	7,093	441	6.22%
5. Responsive search ad	Play Orlando - Sports	Soccer	5,686	428	7.53%
6. Responsive search ad	Play Orlando - Sports	Football	3,788	293	7.73%
7. Responsive search ad	Do Orlando - Leisure	Nature Trails	2,943	239	8.12%
8. Responsive search ad	Play Orlando - Sports	Baseball	2,795	190	6.8%
9. Responsive search ad	Play Orlando - Sports	Tennis	1,890	91	4.81%
10. Expanded text ad	Play Orlando - Sports	Sports	1,102	51	4.63%

Google Ads: Summary of All Youtube Metrics

Objective: Increase Impressions, Clicks and CTR. Lower Cost and CPC.



Google Ads: Summary of Do Orlando North Youtube Campaigns

Objective: Increase Impressions, Clicks and CTR.

Campaign	Impressions	Clicks	CTR	Video views	Video watch rate (%)
1. Do 15 Sec Non-Skippable CPM - Youtube	23,580	20	0.08%	0	
2. Do 30 Sec Skippable CPV - Youtube	11,162	4	0.04%	4,845	43.41%
Grand total	34,742	24	0.07%	4,845	43.41%

Google Ads: Summary of Play Orlando North Youtube Campaigns

Objective: Increase Impressions, Clicks and CTR.

Campaign	Impressions	Clicks	CTR	Video views	Video watch rate (%)
1. Play 15 Sec Non-Skippable CPM - Youtube	33,468	50	0.15%	0	
2. Play 30 Sec Skippable CPV - Youtube	16,916	9	0.05%	7,084	41.88%
Grand total	50,384	59	0.12%	7,084	41.88%

Google AdWords: Summary of Search Keyword Performance

Objective: Summarize Impressions, Clicks and CTR by Keyword

	Campaign name	Ad group name	Keyword text	Clicks ▾	Impressions	CTR
1.	Do Orlando - Leisure	Things to do	things to do in orlando	1,980	22,880	8.65%
2.	Do Orlando - Leisure	Things to do	fun things to do in orlando	1,525	17,044	8.95%
3.	Do Orlando - Leisure	Things to do	places to visit in Orlando	1,004	11,701	8.58%
4.	Do Orlando - Leisure	Things to do	fun things to do in central Florida	492	5,328	9.23%
5.	Do Orlando - Leisure	Parks	parks in Orlando	396	6,125	6.47%
6.	Do Orlando - Leisure	FOOD	orlando restaurants	377	9,011	4.18%
7.	Play Orlando - Sports	Soccer	Soccer Tournament	244	3,192	7.64%
8.	Play Orlando - Sports	Sports	Sports Tournament	223	3,365	6.63%
9.	Do Orlando - Leisure	FOOD	best food in Orlando	221	4,969	4.45%
10.	Do Orlando - Leisure	Things to do	things to do in central Florida	140	2,742	5.11%
11.	Play Orlando - Sports	Baseball	Baseball Tournament	134	1,855	7.22%
12.	Play Orlando - Sports	Sports	Sports Event	124	1,803	6.88%
13.	Play Orlando - Sports	Football	Football Event	123	1,290	9.53%
14.	Play Orlando - Sports	Football	Football Tournament	114	1,747	6.53%
15.	Do Orlando - Leisure	Things to do	places to visit in central Florida	109	2,119	5.14%
16.	Play Orlando - Sports	Sports	Sports Complex	107	1,555	6.88%
17.	Play Orlando - Sports	Soccer	Soccer Event	105	1,425	7.37%
18.	Do Orlando - Leisure	Nature Trails	orlando hiking trails	71	598	11.87%
19.	Do Orlando - Leisure	FOOD	orlando takeout	69	1,345	5.13%
20.	Do Orlando - Leisure	FOOD	takeout in orlando	68	1,325	5.13%



Dec 1, 2021 - Dec 31, 2021



Email Metrics Compared MoM

Open rate
24.71%
No data

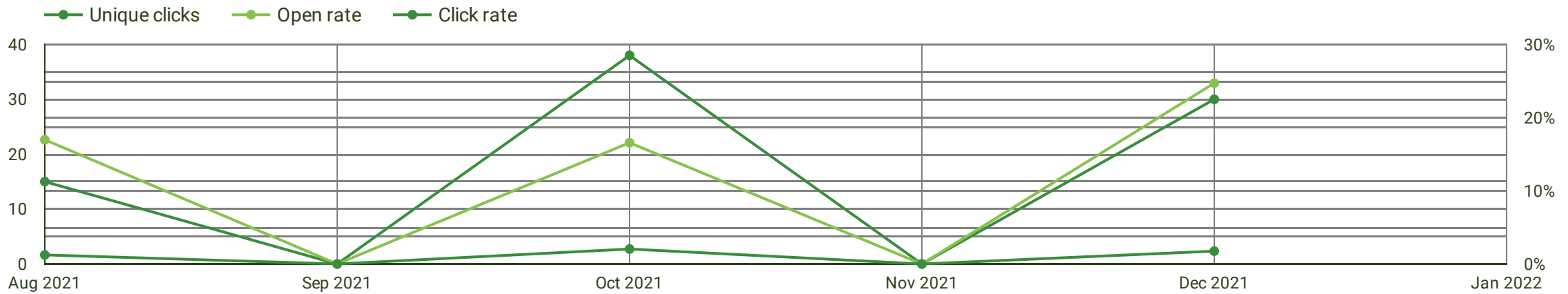
Click rate
1.75%
No data

Bounce rate
1.01%
No data

Unique clicks
30
No data

Total clicks
34
No data

Unsubscribes
6
No data



Campaign name	Emails sent	Unique opens	Unsubscribes	Open rate	Click rate	Unique clicks
1. December Newsletter 2...	1,382	338	6	24.71%	1.75%	30

STR Report

