

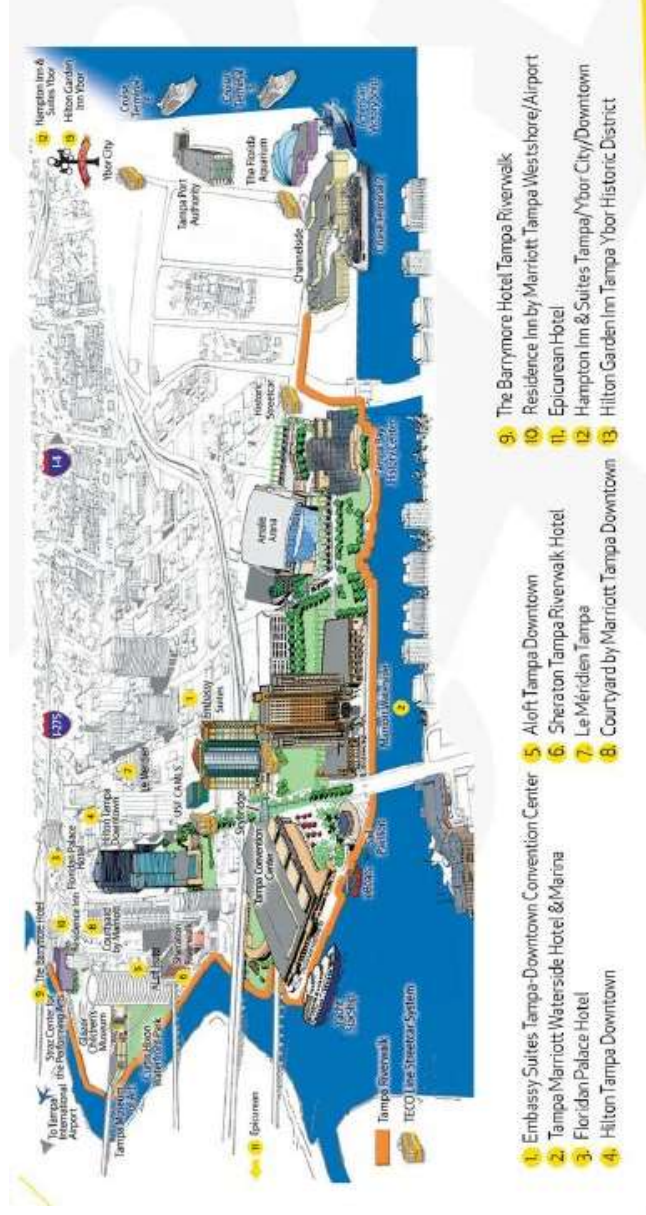
# Treasure Collection Campaign

TREASURE COLLECTION



# Objective

Drive incremental room nights to the Downtown/Ybor City District Hotels.



# Campaign Parameters

Timeframe	May 2018 – September 2018
Geography	Key Out-of-State & In-State Feeder Markets
Media	Digital & Digital Out-of-Home

# Digital

Campaign performance – YTD (May-September 2018)

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## Digital Measurements

This campaign runs on a goal of maximizing a Return on Ad Spend. So for every dollar spend in advertising, we want the maximum return in revenue. We work with the industry leading partners of travel data to help grow ROAS. The goal on ROAS is at least a 3:1 return for the co-op hotel partners. The other metrics are a result of the budget spend, which vary month to month.

## Digital Platforms

Adara: Digital Display/Mobile with Campaign Targeting of "In-Market US high value leisure travelers to TPA/SW Florida, focus on higher yielding stays, competitive conquering consumers east of the Mississippi actively booking/searching for leisure travel to region with a focus on selected markets, ads directed to VTB custom landing page, and pixel on each hotel page to track conversion.

Sojern: Build awareness and consideration for the destination; while driving traffic directly to landing pages that feature TMD hotels. Capitalize on top feeder markets with a propensity to travel to Florida by generating lower funnel exposure for the destination. Leverage the activity on the Riverwalk, sporting events (Lightning) and other attractions/events within proximity to TMD hotels.

Expedia: Display and mobile placements to run across the full Expedia Brand Portfolio. Expedia, Hotels.com, Travelocity.com, Orbitz, Hotwire, Cheap Tickets

## Digital: May - September 2018

- Execute and optimize digital campaigns with travel industry leaders that apply their proprietary travel data insights to lead to conversions of room bookings
- Delivery of over 23.4M impressions and an estimated at least \$1.4M in booking revenue for the TMD hotels



Vendor	Impressions	Clicks	CTR	# Rooms Night Booked	ADR	Total Estimated Revenue	Spend (Gross)	ROAS
Adara	6,526,133	23,363	0.3	\$	18	\$ 286,768	\$ 51,39	5.6
Sojern	8,153,409	17,537	0.2	817.55	153	\$ 125,060	\$ 51,378	2.4
Expedia	8,795,318	2,933	0.03%	5,106	210	\$ 1,071,327	\$ 95,625	11.2
<b>Total</b>	<b>23,474,860</b>	<b>43,833</b>	<b>0.19%</b>	<b>7,481</b>	<b>198</b>	<b>\$ 1,483,155</b>	<b>\$ 198,396</b>	<b>7.5</b>

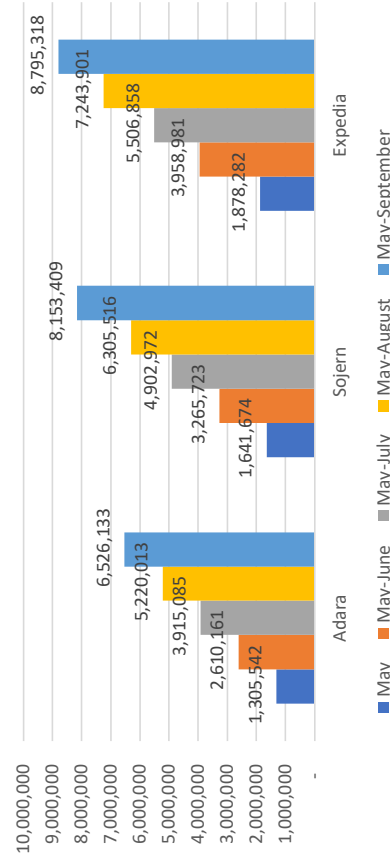
Source: Adara and Expedia as reported by vendor. Sojern estimated (Adara Impact data, weighted to Adara Impact vs Adara campaign reporting - 13 Nights Booked, 18% for Revenue).

Definitions: CTR (Click thru Rate), ADR (Average Daily Rate), ROAS (Return on Ad Spend)

Note: Booking path and reporting varies by vendor; Adara/Sojern: TMD site with link to individual hotel sites; Expedia (includes Expedia.com Hotels.com, Travelocity.com); Data is as of 9/31/18. Based on the attribution window, September 2018 data will not be finalized by partners until November 2018.

# Digital: May - September 2018 Cumulative Performance

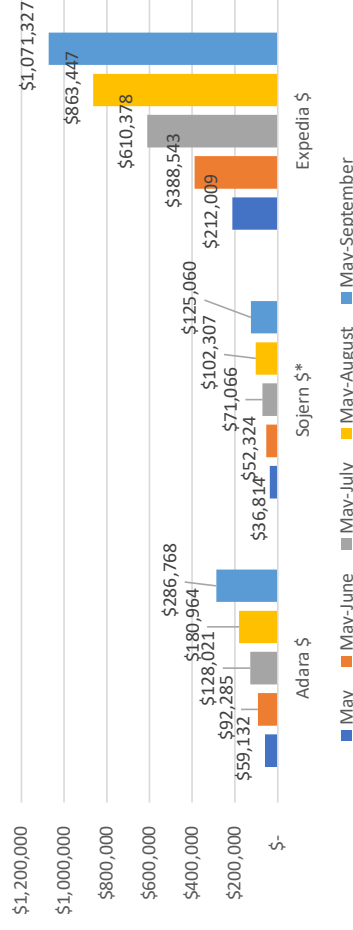
Cumulative Impressions



- Impressions delivery is on pace as scheduled, with the highest impression allocation on Expedia (reflective of a higher budget)
- Total of 23M+ impressions served through September 2018

Source: Vendor reported data, TMD campaigns. May-July- Final. August-September Preliminary.

Cumulative Revenue



- 13 hotel co-op revenue continues to grow with strong delivery seen from May to September
  - Adara and Expedia had larger increase in revenue vs last month
- Total reported revenue \$1.4M+

\*Sojern estimated revenue

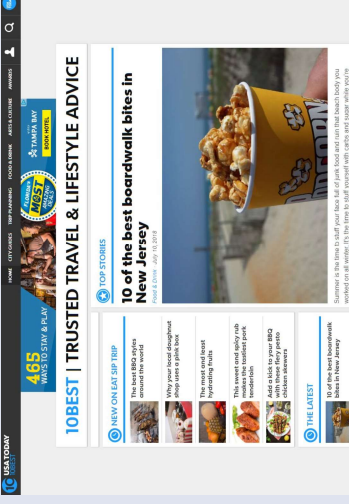
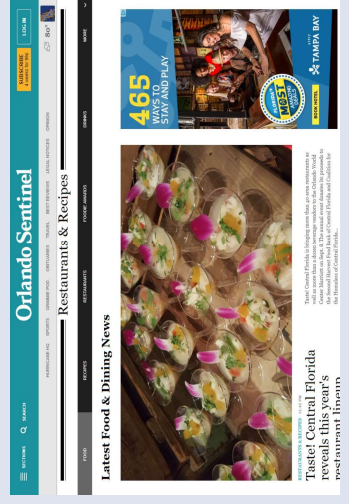
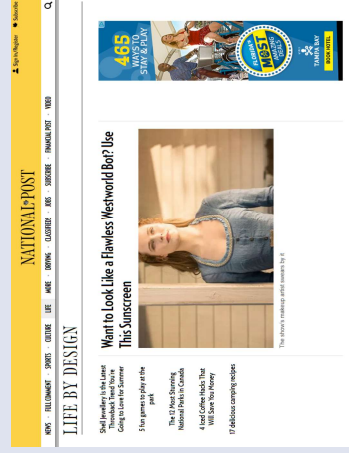
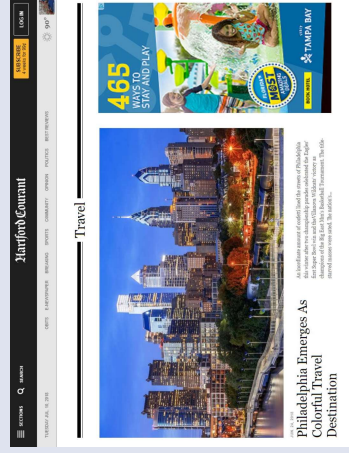


# Adara

Impressions	Clicks	CTR	Hotel Bookings/ Room Nights	Revenue
6,526,133	23,363	0.36%	777 / 1,557	\$286,768

## Campaign Insights

- Top DMA's: Tampa, New York, Orlando, Miami, Chicago
- Avg. length of stay: 2 nights
- Avg. # of travelers: 1.4
- Avg. Advanced Purchase: 36.3
- Total travelers: 1099
- Average daily rate: \$184.18
- Total nights: 1,557
- ROAS: 5.6
  - Positive overall, ROS up vs last month
  - CTR remains strong



# Sojern

Impressions	Clicks	CTR	Conversions (Click to Partner Site)*
8,153,409	17,537	0.222%	563

## Campaign Insights

- Top DMA's (impressions): Tampa-St. Petersburg (Sarasota), Chicago, Atlanta, Orlando-Daytona Beach, Boston
- Top DMA's (clicks): Chicago, Tampa-St. Petersburg (Sarasota), Dallas Worth, Atlanta, Boston
- CTR remains strong
  - Above average compared to vendor benchmark of 0.10-.12%

### AFAR

**EXPERIENTIAL TRAVEL**  
 The Influencer, Kenny Oseihim, Preservationist

**EXPERIENTIAL TRAVEL**  
 The Sweetest Small Towns in the U.S. to Visit This Summer

**EXPERIENTIAL TRAVEL**  
 What It's Like to Sleep on a Glacier in Denali's New (and Only) Luxury Lodge

**EXPERIENTIAL TRAVEL**  
 Japan Now Has a Hello Kitty Bullet Train, and You Can Ride on Other Forms of Transportation

**EXPERIENTIAL TRAVEL**  
 The History of German "Bibs" in Norway's Lofoten Islands Is Less Than 10 Hours from NYC

**EXPERIENTIAL TRAVEL**  
 Back Seat Bikes - Pick Up the Wheels in Seize County, According to a New Survey

**EXPERIENTIAL TRAVEL**  
 With Every Week You Shark Week? This Cruise Is for You

**EXPERIENTIAL TRAVEL**  
 465 WAYS TO STAY AND PLAY

### RareView

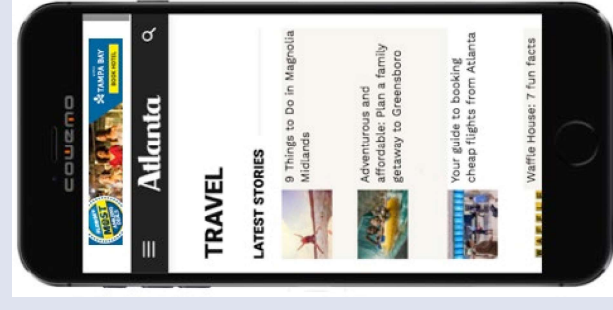
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\*Sojern did not place tracking pixels for all hotels. Conversions are based on: 1. Visits to the VTB landing page 2. Clicks on the individual hotel links from VTB landing page 3. Visits to the Aloft Tampa Downtown website since tracking pixels were provided on partner page (example).

# Expedia

Impressions	Clicks	CTR	Room Nights Booked	Revenue
8,795,318	2,933	0.03%	5,106	\$1,071,327

## Campaign Insights

- Top DMA's (impressions): New York, Orlando, Chicago, Miami, Philadelphia
- Length of stay: 57% stayed 1 night
- Person count: 64% multi-adult
- Package or Standalone: 95% booked as standalone
- Travel Window: 37% booked 0-6 days in advan
- Average daily rate: \$210
- Total nights: 5,106
- ROAS: 11.2
  - Positive. No vendor benchmark (based on specific hotel co-op campaign)



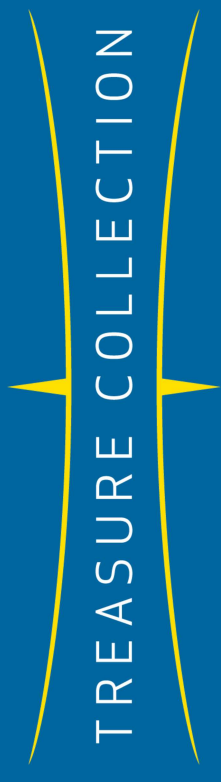
## Digital Summary

- Campaign hit over \$1.4M in revenue in September with over 23M impressions being served
- Continue campaign through FY19 to drive incremental travel during need periods for the Treasure Collection properties

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# Appendix - Digital





# Appendix - Digital

Based on the Tampa Bay Lightning Play-off Schedule, strategically placed and flighted units placed nearby NHL stadiums



## Out-of-Home - April/May 2018

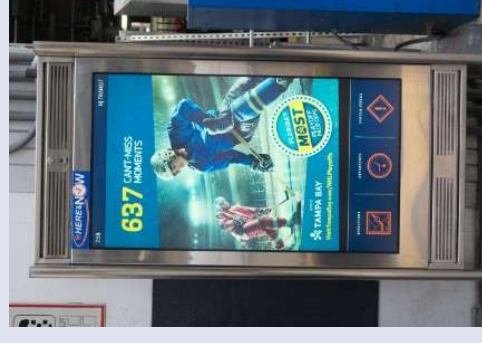
- Strategically placed and flighted media based on the Tampa Bay Lightning Play-off schedule
- Creative updated to align with team colors and CTA to custom TMD landing page
- Delivered over 12M impressions in April/May 2018 (12M incremental impressions if these ads had not run there would be NO exposure)



Market	Impressions
New Jersey	2,853,635
Boston	7,717,995
Washington	1,836,500
<b>Total</b>	<b>12,408,130</b>

## New Jersey

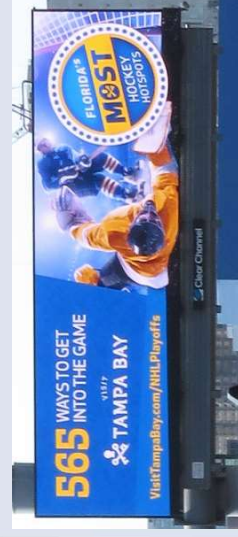
- Round 1: TB Lightning vs. New Jersey Devils
  - Stadium: Prudential Center, New Jersey
  - Timing: 4/16-4/22
  - Units: Digital Transit, Digital Bulletins
    - Targeted passengers close to stadium & major highways surrounding the stadium
  - Impressions: 2,853,635





## Boston

- Round 2: TB Lightning vs. Boston Bruins
  - Stadium: TD Garden, Boston
  - Timing: 4/30-5/6
  - Units: Digital Transit, Digital Bulletins
    - Targeted passengers close to the stadium & major highways surrounding the stadium
  - Impressions: 7,717,995



## Washington D.C.

- Round 3: TB Lighting vs. Washington Capitals
  - Stadium: Capital One Arena, Washington D.C
  - Timing: 5/14-5/20
  - Units: Digital Transit
    - Targeted passengers close to the stadium & surrounding areas
  - Impressions: 1,836,500



# Convention Sales TMD Activity

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## Convention Activity

- **T. D. Jakes Ministries – The Potter’s House**  
International Pastors and Leadership Conference  
\$30,000 – TMD Funds  
5,201 room nights and \$5,568,164 in economic impact for April 2019

Thank You

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