



FLORIDA KEYS VISITOR TRENDS

The
Florida Keys
& Key West
... come as you are[®]

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL



Presentation Overview

- Keys Trends
 - Average Visitor Profile Study Trends
 - TDC Ongoing Intercept Visitor Survey
 - VisaVue International Visitors
 - High-Value Visitor Demographics
 - American Express Publishing Amex Transaction Analysis
 - 2007-2010
- Industry Trends for 2012

VISITOR PROFILE STUDY TRENDS

- Some return to normal after Recession impacted trip length & planning
 - Nearly doubled the long stays - 8-14 days; 15 days+
 - Decreases in short stays - 1-3 days
 - Overall trip length +1 day (6.5 days)
 - Gains in trip planning length
 - More 1-3 month or 6 month+ for planning, fewer last minute plans
- Spending still shows some tightness of budget, but may be improving
 - + VPS fewer people looking for special deals and bargains
 - + FDOR data = gains in lodging, restaurants & retail sales
 - -- But Attractions sales continue to falter
 - VPS per party attraction spending still on the decline



VISITOR PROFILE STUDY TRENDS

○ Trip Activities

- Some improvement in Water activities from BP oil spill year
 - Boating, snorkeling, beach activities all up
 - Fishing up three quarters about 25%; but not up in summer
- Cultural Activities & Events big gains
 - In Q1 and Q3, Q4, more than doubled
- Spa & health activities up 25%
- On the other hand, museums/historic areas down.
 - Sightseeing & attractions fluctuated between down quarters and gains
 - Because these are the most popular recreation activities, decreases here probably hurting attraction spending most



VISITOR PROFILE STUDY TRENDS

- Trip Satisfaction
 - Flat at 89% positive
 - Late season visitors, March-May, had highest satisfaction (92%)
- Word of Mouth
 - Down 3% (88% positive)
- Steady increase in Ad Recall
 - March-May, 3 out of 4 travelers recalled seeing Keys ads
 - Up 17% for year
 - Growth strongest in Television and Internet



VISITOR PROFILE STUDY TRENDS

- Average age increasing
 - Was always around 41
 - Now 45-46
 - This year, fewer 18-25 year olds (Gen Y)
 - More 46-60 year old (Baby Boomers)
- More Gay visitors/Fewer Lesbian visitors
 - “Declined to answer” increased
 - FY10 had seen an increase in both Gay & Lesbian respondents



VISITOR PROFILE STUDY TRENDS

- Fluctuating responses on Cuba interest

*If Cuba travel embargo was lifted...interested in visiting? Cuba **AND** Keys or Cuba **INSTEAD**?*

- Overall, less interested in Cuba
- But when interested, more Cuba **INSTEAD** of Keys
 - Especially true of early winter visitors



VISITOR PROFILE STUDY TRENDS

- Top markets remain fairly consistent
- NY still top out-of-state market
- Massachusetts moved into top 10
 - Texas dropped out

State of Origin

Florida

New York

Georgia

Michigan

North Carolina

New Jersey

Pennsylvania

Illinois

California

Massachusetts

Ohio



INTERNATIONAL VISITOR TRENDS – VISA VUE

- Source is data gathered from visa credit card transactions
 - No language barriers as in intercept survey or opt in
 - Every face-to-face transaction
 - Data mined to remove seasonal and permanent residents
- Trends compliment Visitor Profile Study
 - Able to see far more countries
 - Better able to estimate total visitors per country



INTERNATIONAL TRENDS

- 17% increase int'l visitors 1st half 2011 vs. 2010
 - Increase almost across the board with most countries showing some increase
- Top 4 ranking remained unchanged

COUNTRY	Estimate	Percent Change
CANADA	246,000	16%
GERMANY	40,100	5%
UNITED KINGDOM	30,300	6%
FRANCE	26,000	52%



INTERNATIONAL TRENDS

Beyond the top 4

- Not a lot of rank changes beyond top ten
- Switzerland, Brazil moving up
 - Huge growth in both Q2
 - Switzerland up 33%; Brazil up 54%
- Italy moved down, but still grew over last year



KEYS COMPARED TO STATE OF FLORIDA

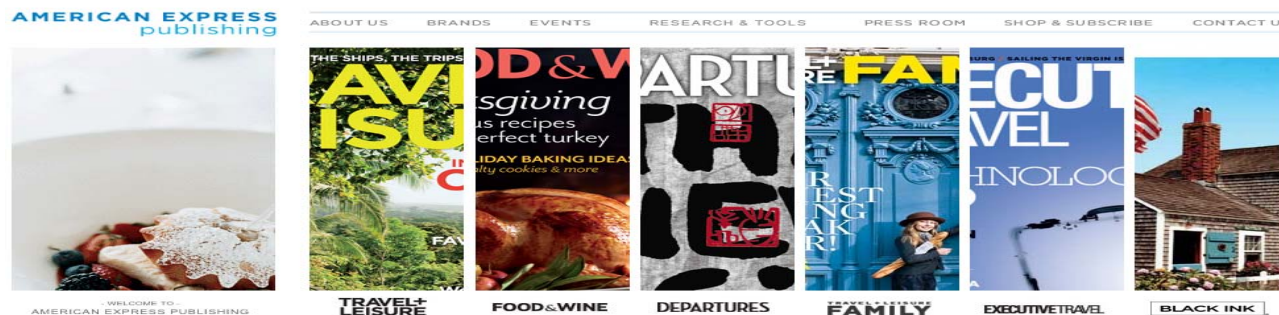
- State saw 16% increase in Foreign visitors 1st half of 2011
- Ranking of top Markets differs from Keys
 - Central & South America out-rank Europe
 - State also saw across the board increases

Keys	State
CANADA	CANDA
GERMANY	UNITED KINGDOM
UNITED KINGDOM	BRAZIL
FRANCE	MEXICO
SWITZERLAND	GERMANY
BRAZIL	COLOMBIA
ITALY	VENEZUELA
SWEDEN	ARGENTINA
DENMARK	FRANCE
SPAIN	SPAIN

American Express Publishing – High Value Visitors

Why American Express Publishing?

- High-Value Customer/Bigger Spenders
 - Amex card holders spend 3x more on travel than non-card members
 - These visitors spent 133% more than average Amex card holder
- Amex card holders who also subscribe to Amex Publishing and visited the Keys
 - 67,000 people in 2010
 - Spent \$128 million in Amex transactions alone
- American Express Publishing includes: **Travel + Leisure, Food & Wine, Departures, Executive Travel**
- We are regular advertisers in these publications



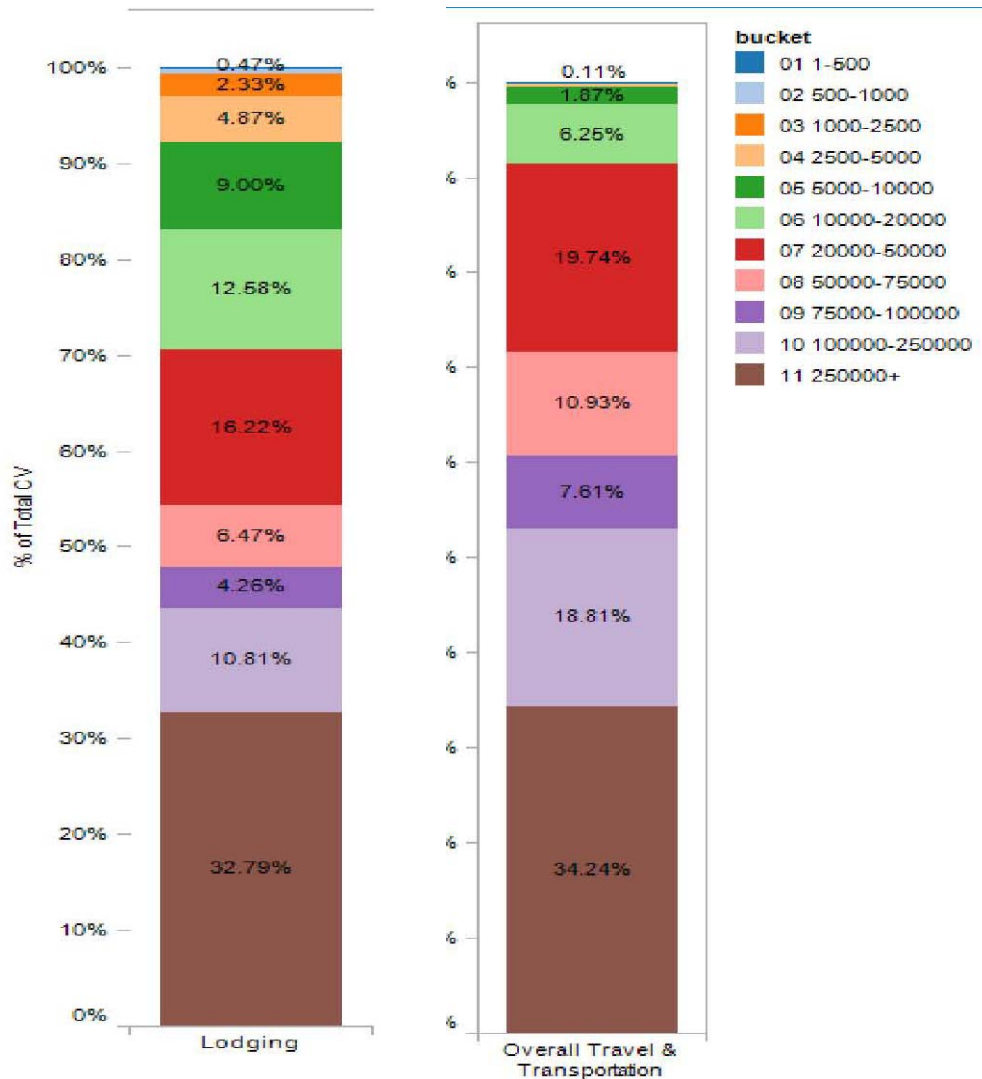
Spending by Our Customers: Top 20 Industries Worldwide

Category	Average Spend Index	Average Spend
Overall Travel & Transportation (Inc. Restaurants)	5.6	\$51,582
Restaurants/Bars/Nightclubs	4.8	\$10,514
Theme Parks	4.6	\$1,963
Lodging	4.1	\$14,040
Entertainment	4.0	\$3,795
Overall Internet Shopping	3.8	\$8,407
Cruise	3.8	\$7,690
Motor Coach	3.7	\$777
Electronics + Computers	3.6	\$8,053
Apparel	3.5	\$4,153
Overall Total Family	3.5	\$2,575
Overall Mail Order	3.3	\$4,871
Electronics (exc. HH Appliances & Computers)	3.3	\$5,354
Home Improvement	3.3	\$5,769
Auto Maintenance	3.3	\$5,771
Marinas	3.3	\$2,679
Other Travel & Transportation	3.1	\$2,049
Home Furnishings	3.1	\$4,393
Box Office	3.0	\$1,966
Women's Clothing	3.0	\$2,195

- Big Annual Travel Spenders
 - \$51k in overall Travel
 - \$14K in lodging
- Index higher than average Amex Customer
 - Overall Travel Spend 5.6x higher
 - Lodging 4X
- Restaurants, bars, Theme Parks, Entertainment, Cruises also much higher index



Big Keys Spenders Worldwide Spending Power



➤ Segment of customers spend over \$250k annually on travel with Amex
 34% of total Travel Spend was made by our highest spending customers
 33% of worldwide lodging spend from our customers

Brand Preference –

Shopped 5x More Frequently than Avg Amex Customer

- Brands are customers more frequently shop at Brooks Brothers, Gucci, Tiffany, Tommy Bahama
- See Hilton Head, Las Vegas, Miami, New Orleans, Aspen
- Locally – STAYING: Casa Morada, Cheeca, Little Palm;
EATING: Morada Bay, Old Tavernier Restaurant; SHOPPING: Anthony's Key Largo

Travel

ARIA HOTEL & CASINO
BOURBON STREET PUB INC
CASA MORADA RESORT
CHEECA LODGE
CHEECA LODGE & SPA
CITYCENTER ARIA
DOLLAR RENT A CAR
FONTAINEBLEAU RESORTS
FOUR SEASONS HOTELS MIAMI
HAMPTON INN
HILTON CASA MARINA RESORT
HILTON KEY LARGO GRANDE
ISLAND CITY FLYING SERVICE
KEY LARGO BOAT MART
LITTLE PALM ISLAND RESORTS
MANDARIN ORIENTAL
MARINEMAX-OCEAN REEF CLUB
MARRIOTT PALM BEACH
MHR KEY WEST MARINA
MIAMI BEACH MARINA
MONTAGE BEVERLY HILLS

Restaurants

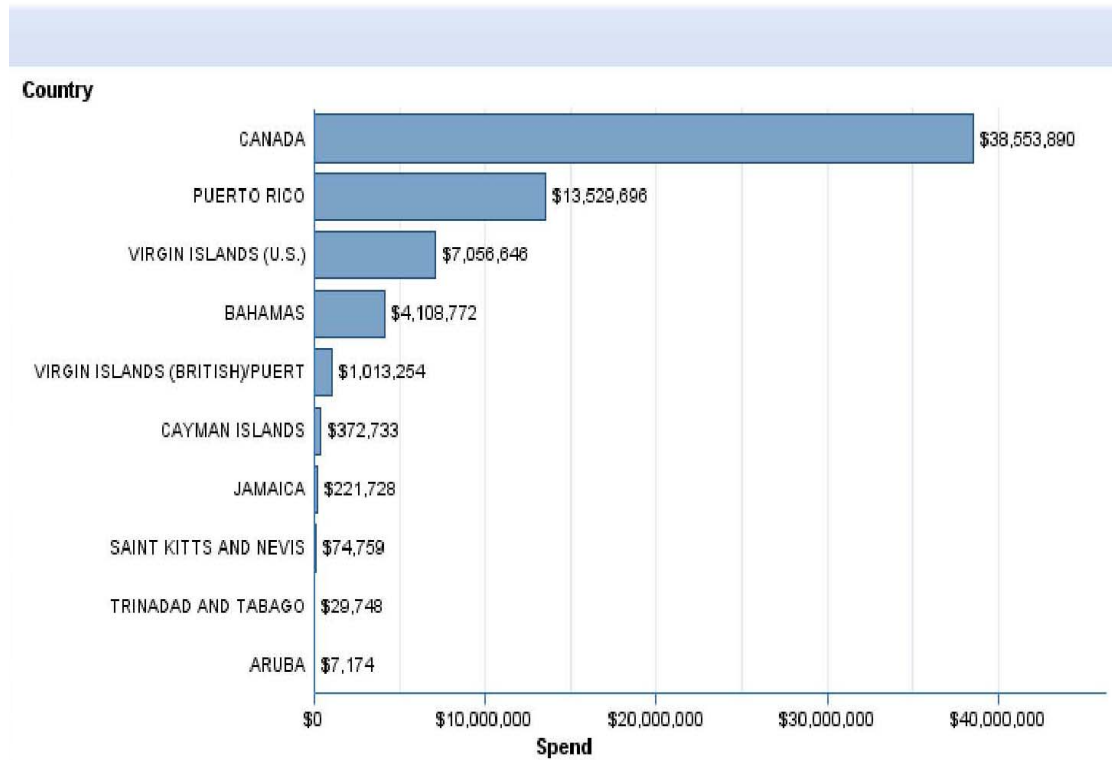
ANTONIA'S
AUREOLE
BARBACCO
BISTRO DU MIDI
BRASAVIVA
BRICCO
CAFE DES ARTISTES
CAFFE ABRACCI
DORO
DRESSLERS
HAVANA HARRY'S
HUEY'S
IL MULINO ASPEN
J ALEXANDER
LA TRATTORIA
MAIALINO
MANNY'S MIAMI
MICHAELS RESTAURANT
MORADA BAY
MR CHOW
OLD TAVERNIER RESTAURANT

Retail

ANTHONY'S OF KEY LARGO
ANTHROPOLOGIE
BILLABONG-USA
BROOKS BROTHERS
BURBERRY'S
CALYPSO ST BARTH
CAPRETTO SHOES
COLE-HAAN
DAMIANI
ELYSSE OF KEY WEST
FACONNABLE USA
GUCCI
H & M
HARVARD NECKWEAR
SALVATORE FERRAGAMO
TIFFANY AND COMPANY
TOMMY BAHAMA
TOURNEAU

Who do we compete with for these travel dollars internationally?

Top 10 Countries Visited, by Total Annual Spend



- Canada biggest Int'l spend
 - Largely business card
- Consumer card spend big in Puerto Rico
Virgin Islands
Bahamas
Caymans
Jamaica



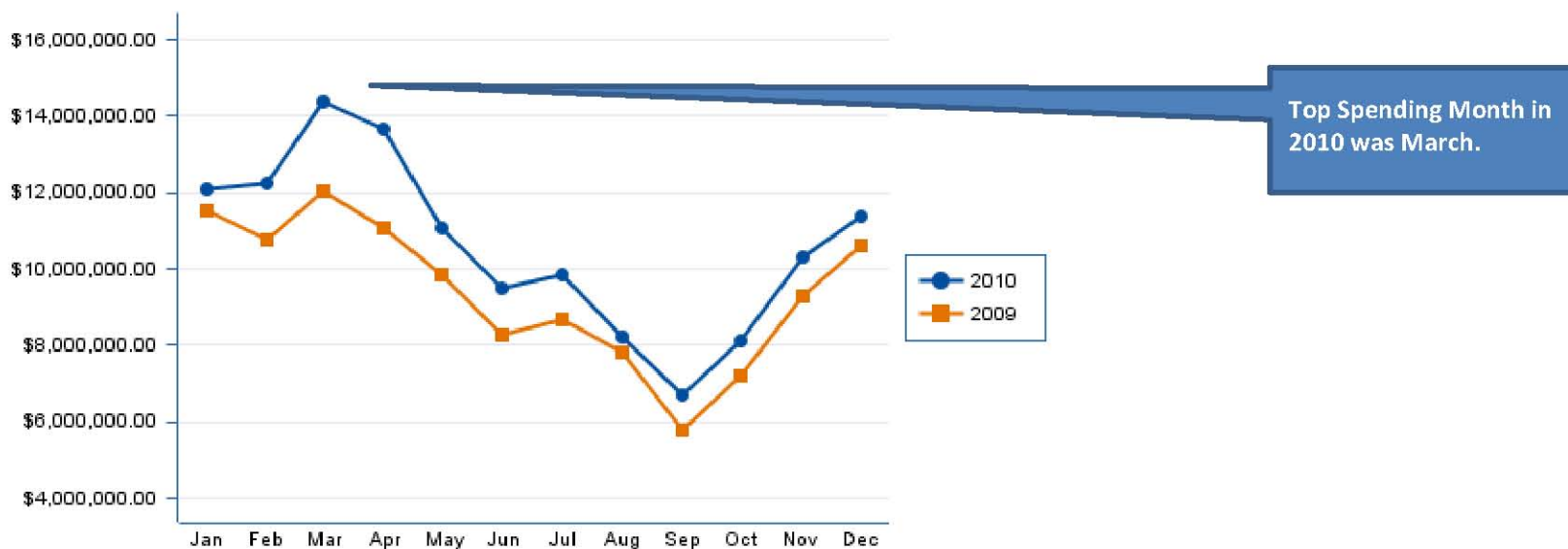
SPENDING IN YOUR DESTINATION

TOTAL SPEND (OVERALL & MONTHLY)

In Key West

Location	Spend	Customers	Average Spend
KeyWest	\$127,542,387	67,073	\$1,902

In Your Location: 2 Years Trending, Total Spend



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SPENDING IN YOUR DESTINATION

AVERAGE SPEND BY MONTH



Top Average Spending Month: December

Note: Monthly average spend is calculated by dividing total monthly spend and the number of customers.

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Where do these visitors reside? ...DMAs

Top 15 DMAs Where Your Customer Live:
Share of Spend in Your Destination

DMA	Percent Share
Miami/Ft. Lauderdale	33.74
New York	11.41
West Palm Bch	4.71
Tampa/St. Pete	3.52
Orlando/Daytona	3.41
Atlanta	2.53
Philadelphia	2.52
Boston	2.33
Washington DC	2.13
Ft. Myers/Naples	1.74
Chicago	1.63
Houston - TX	1.46
Los Angeles - CA	1.25
Cleveland	1.22
Baltimore MD	1.14

- All spending
 1. Miami/Ft Lauderdale
 2. New York
 3. West Palm
- Isolate to lodging spending changes order
 1. New York
 2. Miami/Ft Lauderdale
 3. West Palm
 4. Boston
 5. DC
 6. Philadelphia
 7. Chicago
- Miami/Ft Lauderdale top spend is Retail #1, Restaurants #2, Lodging #3



Is Recession Affecting Top DMAs?

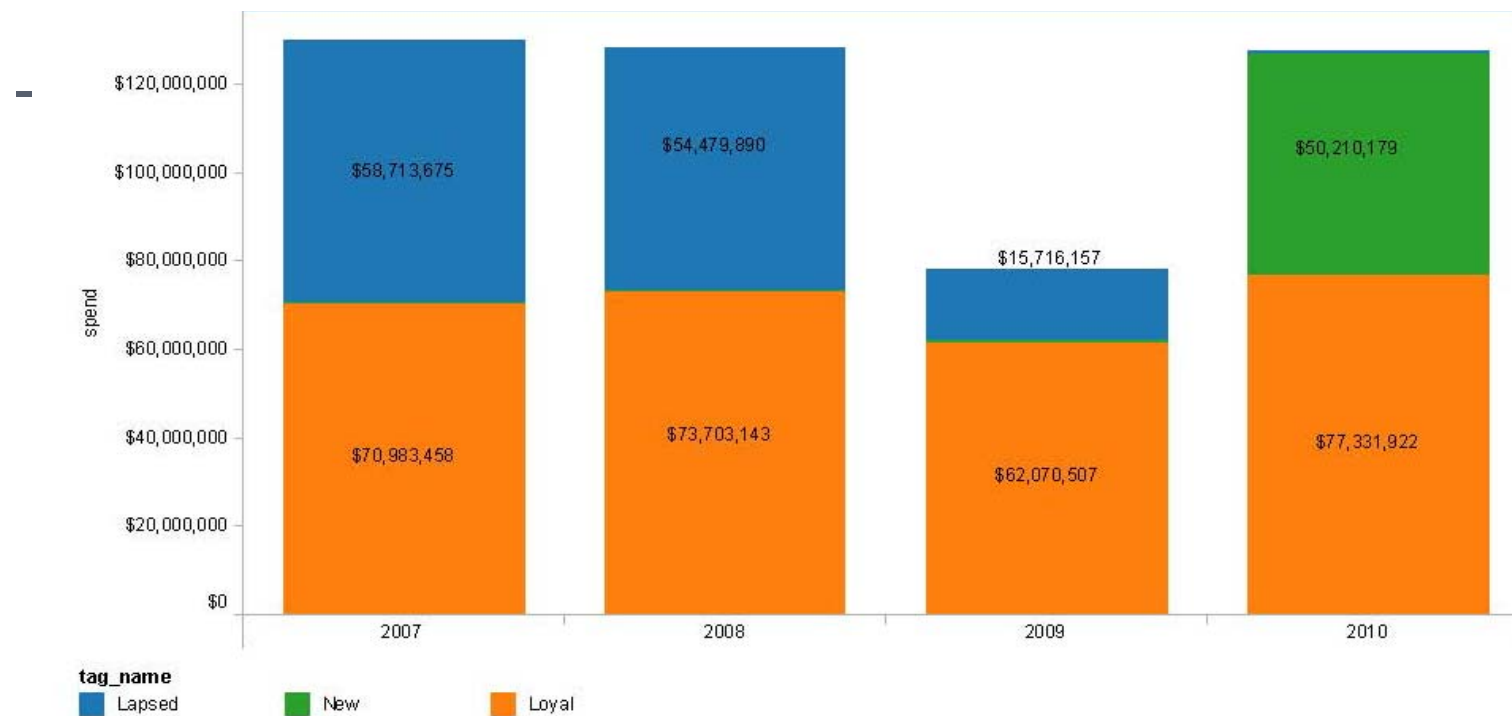
Rank	DMA	2007	2008	2009	2010
1	Miami/Ft. Lauderdale	32.78%	32.48%	31.82%	33.60%
2	New York	11.55%	11.25%	11.32%	11.44%
3	West Palm Bch	4.56%	4.72%	4.47%	4.69%
4	Tampa/St. Pete	4.44%	4.04%	4.13%	3.52%
5	Orlando/Daytona	3.22%	3.95%	3.59%	3.36%
6	Atlanta	2.44%	2.53%	2.78%	2.53%
7	Philadelphia	2.43%	2.72%	2.77%	2.52%
8	Boston	2.38%	2.43%	2.42%	2.34%
9	Washington DC	1.95%	2.25%	2.18%	2.14%
10	Ft. Myers/Naples	2.10%	2.18%	1.83%	1.74%
11	Chicago	1.61%	1.89%	1.71%	1.65%
12	Houston - TX	1.44%	1.48%	1.41%	1.46%
13	Los Angeles - CA	1.30%	1.13%	1.16%	1.26%
14	Cleveland	1.12%	1.18%	1.46%	1.23%
15	Baltimore MD	1.17%	0.84%	0.90%	1.15%
16	Jacksonville	1.22%	1.05%	1.08%	1.06%
17	Detroit	0.94%	0.84%	0.87%	1.03%
18	Dallas - Ft. Worth - TX	0.93%	0.94%	0.99%	0.99%
19	Cincinnati	0.98%	0.95%	0.92%	0.82%
20	Hartford/New Haven CT	0.70%	0.75%	0.96%	0.71%

- Amex looked at pre recession spending thru now
- No big change in demographic pattern
 - Percentages stayed fairly consistent
 - Most within 0.5 to 1 percentage points



Loyal Spending Customer Segment

- We see in looking at 4 year pattern, a loyal frequently returning customer base
- 2009 brought a dip in spending; group not unaffected
 - Bounced back in 2010
- Also continue to attract new spend from this demographic



Other Insights from Amex Report

- Most are 45-64 years old
- These customers are Internet Savvy
 - Spend 3.8x the average in online shopping
 - Avg \$8k per year
- They spend more on eating out
 - 5x more than average cardholder
- They spend more on fashion
 - 3x the average on fashion
 - Avg \$4k per year
- Top air travel leg is LaGuardia to Ft. Lauderdale and LaGuardia to Miami

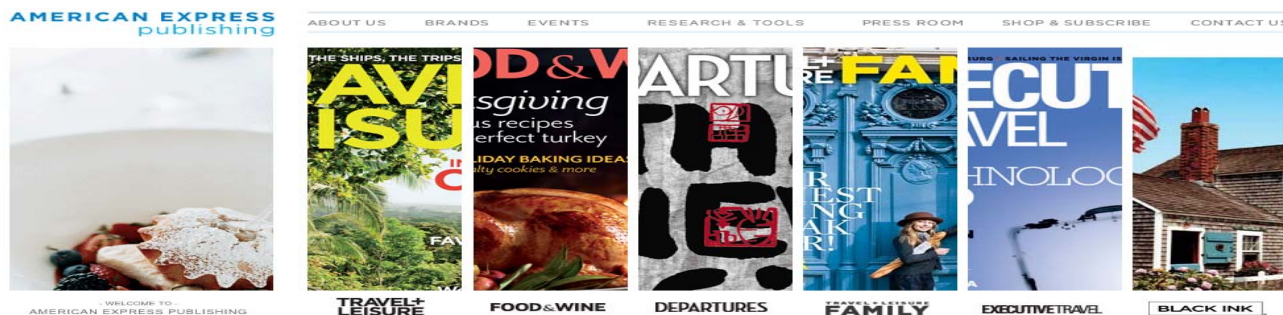


Reaching Amex Publishing Customer

- Our FY12 plan includes further Generic & Key West ads
 - Travel + Leisure, Food & Wine, Departures
 - Looking at Executive Travel
- Also have Co-Ops for local lodging

The screenshot shows the 'Keys Co-Op' website. At the top, there are navigation tabs for various categories: GENERIC, KEY LARGO, ISLA FLORADA, MARATHON, LOWER KEYS, KEY WEST, CULTURAL, FISH, DIVE, and IMAGE GALLERY. Below this is a table titled 'Generic' with columns for Program Name, Circulation/Impressions, Insertion Dates, Check/Ratecard's Due, TDC Ad Size/Spec's, Participation Rate, and Sample Ad. The table lists several programs including 'AMEX Visit Florida Insert Package', 'Generic Los Angeles Winter 2012', and 'Destination Weddings &'. To the right of the table is a 'Contact' sidebar with information for Jessica Taylor-Smith or John Underwood, including a phone number (800-773-1242) and email address (jessica@tinley.com).

Program Name (click to go to sheet)	Circulation/Impressions	Insertion Dates	Check/Ratecard's Due	TDC Ad Size/Spec's	Participation Rate	Sample Ad
AMEX Visit Florida Insert Package	1,150,000	March-May	12/1/11	Full Page, 4C	\$2,000	
Generic Los Angeles Winter 2012	950,000	Jan/Feb	12/12/11	Banners & eNewsletter	\$475	
Destination Weddings & ...	100,000	Jan-Feb	12/12/11	Full Page, 4C	\$1,000	



LOOKING FORWARD – TRAVEL FORECAST 2012

- TripAdvisor 2012 Travel Trends Forecast
 - What people “say” they will do in 2012
- 80% will spend “more” or “the same” amount
 - Most budgeting at least \$3,000
 - 57% budgeting \$5,000 or more
- Supermajority (90%) taking **2** or more trips
 - A quarter will take **5** or more trips



MORE TRIP TRENDS

○ Trending Up

	Took in 2011	Planning to take in 2012
Cultural Trips	38%	42%
Cruises	19%	23%
Island Escapes	22%	24%

- Cultural Trip - desire to combine “precious downtime with enriching experiences”

○ Trending Down

	Took in 2011	Planning to take in 2012
Amusement Parks	14%	12%
Lake Trips	14%	12%
Hiking Trips	11%	10%



LODGING TRIP TRENDS

○ Trending Up

	Stayed in 2011	Planning to Stay in 2012
B&Bs/Inns	24%	26%
Vacation Rentals	35%	36%
All Inclusive Resorts	16%	18%

○ Trending Down

	Stayed in 2011	Planning to Stay in 2012
Hotels	87%	83%
Staying with Friends and Families	45%	43%



MOBILE DEVICES A “GO-TO” RESOURCE

- About half of US Travelers will
 - Use phone as a travel resource (44%)
 - Use phone **at destination** for travel needs (47%)
- Phone as a research tool
 - 26% for Accommodations
 - 27% for Attractions
 - 37% for Restaurants
- Use Travel Apps
 - 31% on mobile device or smartphone
 - 16% on their tablet



LGBT Trends - Community Marketing Group 16th Annual Survey

- LGBT Travel increased 2011
 - After declines '10, '09
- If # of rooms factored into top destination analysis, Key West among most popular
 - Also Provincetown, Palm Springs
 - By volume alone, NYC, Las Vegas
- LGBT more “urban core traveler” than “Eco” or “outdoor”
 - Gay men far more likely to be “urban core”
- “Mid-range” accommodations most in demand
 - Followed by economy then luxury



Community Marketing Survey Continued...

- Family Friendly increasing in importance
 - But still small overall percent
 - Gay men 3%, Lesbians 19% children under age of 18
- Travel Planning
 - 3 to 4 websites used before booking
 - Location, Location, Location; then price, free Wi-Fi and gay friendly rep
- Mobile Devices –
 - 71% Gay men, 62% Lesbians own smart phone
 - 60% use during trip to find local resources



My Contact Information

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