



CITRUS COUNTY TOURIST DEVELOPMENT



How It Works

FREE to Citrus County Residents

Uses of Tourist Development Tax (TDT) governed by State Statute

TDT collected by State Department of Revenue



State Statute for Tourism

Florida Statute 125.0104 is the governing statute

Defines adoption, implementation, uses, Tourist Development Council makeup

Statute is constantly under attack to expand uses



Awards Won

2020 Visit Florida Flagler Awards –
Bronze: Internet Advertising Niche marketing Website Design

**2020 Best In Show – Budget \$500K to \$2MM Budget
Swimming with the Manatees Campaign Landing Page**

2020 HSMAI Award

Bronze – “Step Into Awesome” Brand Campaign

2021 Visit Florida Flagler Award – Bronze

Resource/Promotional Material – Trade Category

2022 Visit Florida Flagler Award – Bronze

Internet Advertising



Tourism Economic Facts

In 2021, visitors to Citrus County paid an estimated
\$23,915,500 in sales taxes

Visitor spending saves each household an average of
\$370 annually

4600 jobs in Citrus County are Tourism related

1 overnight visitor = **\$637** in Economic Impact



Citrus County Visitor Distribution

January 2021 – December 2021

		Estimated Number of Visitors	CY '21 % Δ	Estimated Direct Expenditures	CY '21 % Δ	Estimated Total Economic Impact	CY '21 % Δ
Overnight: <i>Commercial Lodging</i>	CY '18	522,700	+4.0	\$164,436,500	+26.3	\$274,148,600	+26.3
	CY '19	501,200	+8.5	\$161,723,500	+28.5	\$269,625,400	+28.5
	CY '20	465,100	+16.9	\$153,882,300	+35.0	\$256,552,600	+35.0
	CY '21	543,600	--	\$207,764,800	--	\$346,385,500	--
Overnight: <i>Visiting Friends-Relatives</i>	CY '18	86,800	--	\$16,481,400	+3.9	\$27,477,800	+3.9
	CY '19	88,100	-1.5	\$16,966,300	+1.0	\$28,286,200	+1.0
	CY '20	82,800	+4.8	\$15,725,100	+8.9	\$26,216,900	+8.9
	CY '21	86,800	--	\$17,128,000	--	\$28,555,800	--

Citrus County Visitor Distribution

January 2021 – December 2021

		Estimated Number of Visitors	CY '21 % Δ	Estimated Direct Expenditures	CY '21 % Δ	Estimated Total Economic Impact	CY '21 % Δ
Day-Tripper	CY '18	924,900	+3.1	\$29,162,100	+6.1	\$48,619,100	+6.1
	CY '19	922,000	+3.4	\$29,688,400	+4.3	\$49,496,500	+4.3
	CY '20	857,900	+11.1	\$27,143,500	+14.0	\$45,253,600	+14.0
	CY '21	953,500	--	\$30,953,100	--	\$51,605,000	--
Total Out-of-County Visitation	CY '18	1,534,400	+3.2	\$210,080,000	+21.8	\$350,245,500	+21.8
	CY '19	1,511,300	+4.8	\$208,378,200	+22.8	\$347,408,000	+22.8
	CY '20	1,405,800	+12.7	\$196,750,900	+30.0	\$328,023,100	+30.0
	CY '21	1,583,900	--	\$255,845,900	--	\$426,546,300	--

Estimated Economic Impact

January - December 2020

	CY 2019	CY 2020	% Δ
Q1 <i>(Jan. – Mar.)</i>	\$75,650,900	\$68,311,900	-9.7
Q2 <i>(Apr. – Jun.)</i>	\$69,440,700	\$59,112,600	-14.9
Q3 <i>(Jul. – Sep.)</i>	\$66,856,700	\$71,574,700	+7.1
Q4 <i>(Oct. – Dec.)</i>	\$57,677,100	\$57,553,400	-0.2
Total Eco. Impact	\$269,625,400	\$256,552,600	-4.8

Tourist Development Tax Collections

	FY 19-20	FY 20-21	FY 21-22
October	\$ 103,054.10	\$ 149,096.80	\$ 183,408.11
November	\$ 115,550.63	\$ 133,862.76	\$ 186,163.13
December	\$ 134,627.63	\$ 132,538.40	\$ 193,295.49
January	\$ 155,696.36	\$ 154,483.80	\$ 235,538.14
February	\$ 201,771.97	\$ 188,696.29	\$ 266,918.10
March	\$ 230,853.58	\$ 196,058.73	\$ 309,233.16
April	\$ 138,354.79	\$ 271,040.76	\$ 338,744.84
May	\$ 44,487.42	\$ 227,646.74	\$ 280,369.13
June	\$ 125,316.08	\$ 217,049.40	\$ 251,349.48
July	\$ 182,233.26	\$ 252,375.77	\$ 261,661.05
August	\$ 261,955.95	\$ 315,964.32	\$ 373,895.09
September	\$ 193,666.84	\$ 207,616.59	\$ 246,052.95
Total	\$ 1,887,568.61	\$ 2,446,430.36	\$ 3,126,628.67



TOURISM DEVELOPMENT TAX

February 2022 Revenue

\$ 266,918.10

\$ 49,911.80

February 2023 Revenue

\$ 316,829.90

18.70 %

5th Penny Allocation

\$ 63,365.98

Total Capital Reserve

\$ 666,678.40

2021-22 Fiscal Year Revenue to Date

\$ 1,065,322.97

2022-23 Fiscal Year Revenue to Date

\$ 1,144,845.26

\$ 79,522.29 or 7.46 % Increase YTD



Social Media Numbers*

	Facebook	Instagram	Stories
Crystal River	21	21	85
Floral City	6	6	30
Homosassa	9	8	48
Inverness	11	9	73

* Numbers represent last 90 days of posts



SOCIAL MEDIA



[See insights and ads](#)

[Boost post](#)

You and 1K others

55 comments 177 shares

Post Reach 57,245

Facebook Main
192,740 Followers



[See insights and ads](#)

[Boost post](#)

You and 45 others

2 comments 14 shares

Facebook Fishing
23,518 Followers



Instagram
29,776 Followers



SOCIAL MEDIA

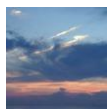
Follower Comparison



@floridashistoriccoast
45.1k followers



@discovercrystalriver
29.7k followers



@visitmeliaisland
28.9k followers



@visitnewsmyrnabeach
26.3k followers



@visit_tally
23.5k followers



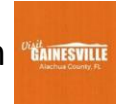
@discoverdaytonabeach
19.8k followers



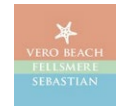
@ocalamarion
17.3k followers



@discovermartin
15k followers



@visitgainesville
14.8k followers



@visitindianriver
12.4k followers

Insights

Instagram:
Feb 23 - March 23

- 672 New followers +2.3%
- <100% than competition
- 67,277 Total Accounts Reached +4.3%

Facebook:
Feb 23 - March 23

- 600,543 Accounts Reached
- 10,703 Page Visits
- Post Engagement 82,720
- 896 New Followers +33.4%

Instagram Stories:

111 Stories Last 30 Days - Focused on Original Content

Promoting Events, Attractions, Shops & Dining

Est. Story Reach 46,102 Best Single Day 1,002

Sales and Marketing

Attended Visit FL Huddle – held meetings with 48 tour operators, wholesale and receptive.

Post Huddle FAM of 8 UK TO's for 2 days.

Follow up on meetings from Huddle

Attended RV Super show in Tampa (5 day consumer show)

Created training deck for upcoming TTG Florida Fest Virtual Event and training.

Gold Medal TO campaign – Co-Op Visit FL in UK, Ireland, Scotland.

ITB Berlin – 42 one on one appointments with TO's and media.

Atlanta Outdoor Adventure Travel Show

TTG virtual training of 92 travel agents throughout UK





PR Efforts

Hayworth Creative is our PR firm on contract through Agency of Record, Madden Media

Gosh PR is our UK firm and Lieb is our German firm

HGTV Article

<https://shorturl.at/nTZ46>



+

HAYWORTH PR

DCRF March 23 Publicity Report - HPR

Updated 04/20/2023 09:55



- Content
- Instagram
- Other (TV Coverage)
- Facebook
- Instagram Stories
- Pinterest
- Twitter



- Content
- Instagram
- TikTok
- Pinterest



- Content
- Instagram
- Other (Article 6)
- TikTok
- Facebook
- Instagram Stories
- Pinterest



Filter

Search



Lorraine C. Ladish

198,743 IMPRESSIONS

16,170 VIEWS

4,033 ENGAGEMENTS

YouTube metrics are not aggregated alongside other content channels (learn why)



11,404 IMPRESSIONS



78 IMPRESSIONS



33 IMPRESSIONS

64 STORIES

11,115 UNIQUE IMPRESSIONS

36 ENGAGEMENTS

3 STORIES

78 UNIQUE IMPRESSIONS

1 STORIES

33 UNIQUE IMPRESSIONS



Insights: 03/03/23 4:12pm

257 IMPRESSIONS

255 UNIQUE IMPRESSIONS

1 REPLIES



Insights: 03/09/23 10:35am

37 IMPRESSIONS

37 UNIQUE IMPRESSIONS



Insights: 03/09/23 10:35am

33 IMPRESSIONS

33 UNIQUE IMPRESSIONS





101,545
IMPRESSIONS

329
VIEWS

103
ENGAGEMENTS

Lorraine attended the March Cycling and Strawberry Festival FAM



[View on Pinterest](#)



54,269
IMPRESSIONS

1,077
VIEWS

50
ENGAGEMENTS

10H, 7 MIN 3 MIN
TIME SPENT
AVG. TIME SPENT

Lorraine attended the March Cycling and Strawberry Festival FAM



13 Things to do in Inverness and Floral City Florida

[View on Blog](#)



18,143
IMPRESSIONS

12,270
UNIQUE IMPRESSIONS

3,025
ENGAGEMENTS

Lorraine attended the March Cycling and Strawberry Festival FAM



Viva Fifty English
about a month ago

If you haven't yet been to Inverness and Floral City, here are some activities and places for you to visit.

<https://www.vivafifty.com/inverness-floral-city-guide>



[View on Facebook](#)



Television

RV There Yet

<https://fb.watch/jZ2TEoNK8x/>

Sportsman's Adventures with Capt. Rick Murphy
Episodes featuring fishing in Homosassa and Inverness

Florida Insider Fishing Report with Capt. Rick Murphy

Reel Animals with Capt. Mike Anderson



DISCOVER
CRYSTAL RIVER
FLORIDA

FY22 Marketing Update

October 2021 - September 2022



New Creative FY22



Dive Into
SCALLOP SEASON!

Come experience Scallop Season in Crystal River and Homosassa. Be a part of the tradition that creates memories of a lifetime with family and friends.



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Step Into
AWESOME!



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Reel In
AWESOME!



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Get hooked on amazing Florida fishing!
Catch the fun from our beautiful lakes
to the Gulf of Mexico.





Step Into
AWESOME!

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FIND OUT MORE



Step Into
**SCALLOP
SEASON!**

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FLORIDA

FIND OUT MORE



Step Into
**MANATEE
SEASON!**

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FIND OUT MORE



Step Into
AWESOME!

STAY LONGER & DISCOVER MORE



BOOK MIDWEEK & SAVE

DISCOVER
CRYSTAL RIVER
FLORIDA



Step Into
AWESOME!

STAY LONGER & DISCOVER MORE



BOOK MIDWEEK & SAVE

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FLORIDA



Step Into
YUMMMM!

STAY LONGER & DISCOVER MORE



BOOK MIDWEEK & SAVE

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Step Into
AWESOME!




MANATEE
CAPITAL
OF THE
WORLD

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Step Into
AWARENESS!



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Step Into
ADVENTURE!



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Reel In
AWESOME!



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Get hooked on amazing Florida fishing!
Catch the fun from our beautiful lakes
to the Gulf of Mexico.



Step Into
AWARENESS!



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As the manatee capital of the world we take conservation seriously. Learn how you can play an active role in our efforts at DiscoverCrystalRiverFL.com/Manatee-Conservation.



Dive Into
SCALLOP SEASON!

Come experience Scallop Season in Crystal River and Homosassa. Be a part of the tradition that creates memories of a lifetime with family and friends.



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DiscoverCrystalRiverFL.com/scalloping





Step Into
AWESOME!



Swim through crystal clear waters, meet majestic manatees, create your own adventures, and discover all that the Crystal River area has to offer. charitable.travel/crystal-river.com



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Step Into
ADVENTURE!



Swim through crystal clear waters, meet majestic manatees, create your own adventures, and discover all that the Crystal River area has to offer. DiscoverCrystalRiverFL.com



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Step Into
AWESOME!



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Crystal clear waters, majestic manatees and adventures everywhere you turn—there's so much to discover in Crystal River. Step into wow and holy sea cow!



Campaign Success (FY '22)

INCREASED SITE TRAFFIC

53% INCREASE
IN NEW USERS YEAR
OVER YEAR
(over 500K new people)

20% INCREASE
IN PARTNER
REFERRALS

ATTRACTING VISITORS

35% INCREASE
IN VISITS FROM FAMILY
VACATIONERS

29% INCREASE
IN VISITS FROM TRAVELERS IN
MARKET TO ORLANDO

VIDEO CONSUMED

OVER
2.27 YEARS
OF BRANDED
CONTENT
CONSUMED

SOCIAL ENGAGEMENT

OVER
532,000
COMMENTS,
SHARES,
SAVES,
REACTIONS &
PAGE
ENGAGEMENTS



Annual Digital Performance

LET'S GET DOWN TO BRASS TACKS, SHALL WE?

64.86M+
BRANDED IMPRESSIONS

532,825
SOCIAL ENGAGEMENTS

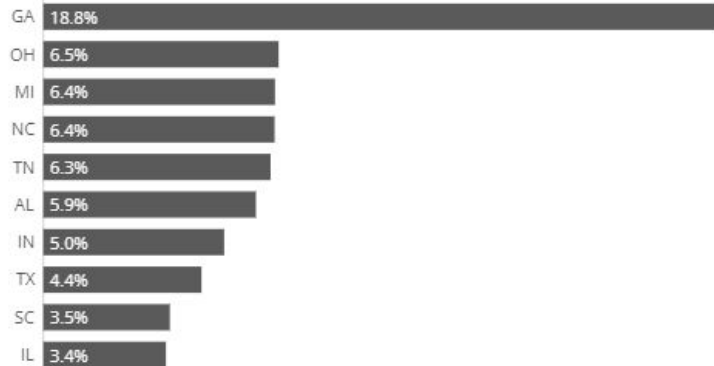
SEM/RLSA LEISURE	DISPLAY PROSPECTING/ SMART	DISPLAY REMARKETING	FB & IG MARKETING	DISCOVERY	CONTENT MARKETING	VIDEO/OTT
126,897 clicks	143,059 clicks	10.2M+ impressions	289,870 clicks	900,503 impressions	19,439 clicks	2.4M+ views
1.06M+ impressions	18.8M+ impressions	43,583 clicks	14.9MM+ impressions	35,675 clicks	12.1M+ impressions	6.8M+ impressions
11.80% CTR	0.76% CTR	0.43% CTR	1.94% CTR	3.96% CTR	3:30 avg time on page	35.2% VTR
49.20% <i>bounce rate</i>	82% <i>bounce rate</i>	78% <i>bounce rate</i>	51,381 post reactions	70% <i>bounce rate</i>	.16% CTR	2.27 years of <i>Branded content</i>
2.58 avg pages per session	1.24 avg pages per session	1.32 avg pages per session	14,200 Comments, Saves, & Shares	1.92 avg pages per session		46,294 clicks
Avg CTR: 4.68%	Avg CTR: 0.20%	Avg CTR: 0.20%	Avg CTR: 1.00%	Avg CTR 1.00%	Avg CTR .10%	Avg VTR: 22%

Voyage Results

Visiting States

Some interesting changes in visitation have occurred when comparing FY'21 to FY'22 specifically the shift in the increase in visitation % from Georgia and the movement of both North Carolina, Indiana, and New York.

Top 10 Visiting states FY '21



Top 10 Visiting states FY '22



Voyage Results

Top Attractions

Some interesting changes in visitation to top attractions when comparing FY'21 to FY'22. There is a clear shift in air travel & RV travel along with increases in shopping and high end stays and attractions.

Top 10 Attractions FY '21

1. Citrus Avenue Shopping District - 21.3%
2. Plantation Adventure Center - 8.2%
3. Crystal River Riverwalk - 7.5%
4. Hunter's Springs Parks - 6.3%
5. Homosassa Springs Wildlife State Park - 5.2%
6. CR Preserve/Archaeological Park - 4.9%
7. Three Sisters Springs - 4.8%
8. Kings Bay park - 3.6%
9. Encore Crystal Isles RV Resort - 3.4%
10. Tampa International - 3.4%

Top 10 Attractions FY '22

- 1. Citrus Avenue Shopping District - 24.4%**
- 2. Plantation Adventure Center - 8.5%**
3. Crystal River Riverwalk - 6.5%
4. Homosassa Springs Wildlife State Park - 5.8%
5. Hunter's Springs Parks - 4.6%
- 6. Tampa International - 4.6%**
- 7. Encore Crystal Isles RV Resort - 4.3%**
8. Three Sisters Springs - 4.0%
9. CR Preserve/Archaeological Park - 3.6%
10. Kings Bay park - 3.0%





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FLORIDA

FY23 Marketing Update

October 2022 - April 2023



FY23 Q1 Digital Performance

LET'S GET DOWN TO BRASS TACKS, SHALL WE?

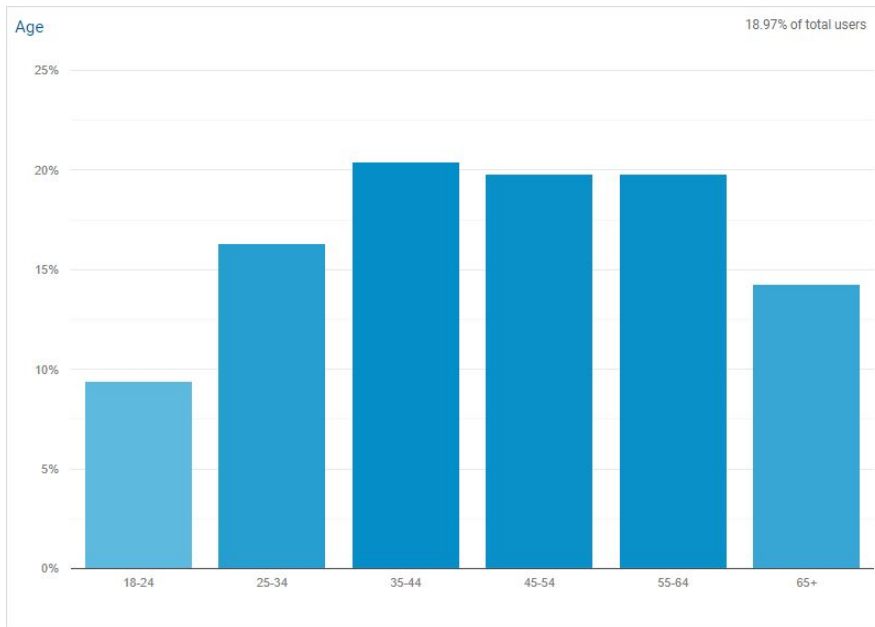
9.3M+
BRANDED IMPRESSIONS

SEM/RLSA LEISURE	DISPLAY PROSPECTING/ SMART	DISPLAY REMARKETING	FB & IG MARKETING	DISCOVERY	CONTENT MARKETING	VIDEO/OTT
97,829 clicks	75,809 clicks	7.89M+ impressions	111,455 clicks	450,639 impressions	14,699 clicks	1,071,016 views
699,033 impressions	9.34M+ impressions	25,058 clicks	5.53 MM+ impressions	23,261 clicks	7.2M+ impressions	2.24 MM+ impressions
13.99% CTR	0.81% CTR	0.32% CTR	2.01% CTR	5.16% CTR	4:13 avg time on page	47.74% VTR
52.57% <i>bounce rate</i>	83% <i>bounce rate</i>	77% <i>bounce rate</i>	18,165 post reactions	74% <i>bounce rate</i>	.20% CTR	1.01 YEARS of Branded content
2.00 avg pages per session	1.22 avg pages per session	1.34 avg pages per session	4,429 Comments, Saves, & Shares	1.64 avg pages per session		29,760 clicks
Avg CTR: 4.68%	Avg CTR: 0.20%	Avg CTR: 0.20%	Avg CTR: 1.00%	Avg CTR 1.00%	Avg CTR .10%	Avg VTR: 22%

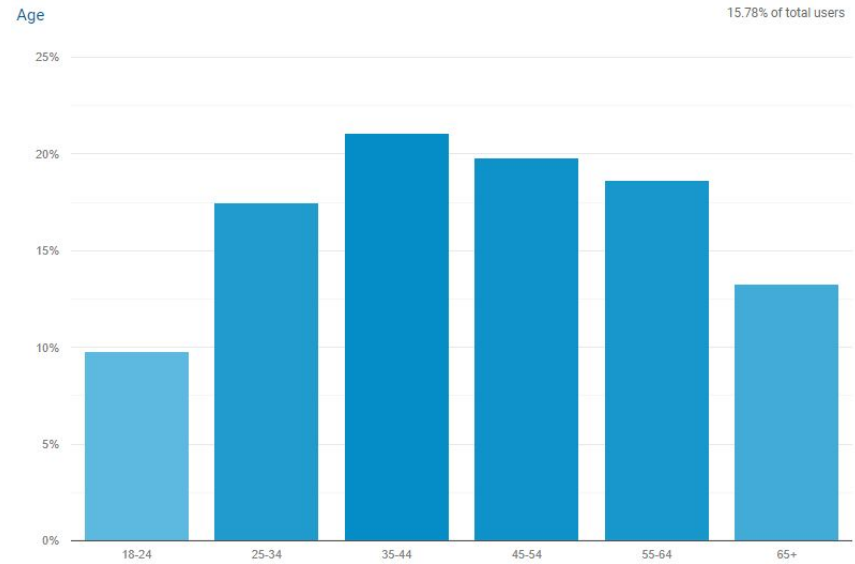
FY '23 Demographic Change

FY of '22 showed the largest percentage of visitors were 35-44+ at 20.43%. This increased **21.32%** to date for FY '23. This is an increase of **11,300+ sessions**.

Website Age Distribution FY '22



Website Age Distribution to date FY '23





Future Projects

