FY22-23 Digital Media Plan SPRING/SUMMER





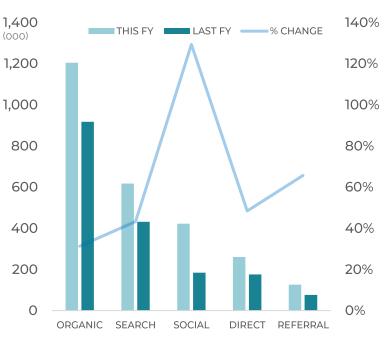
Agenda

- Digital Performance Review
- Strategy and Approach
- The Spring/Summer Media Plans
- Questions



Ad buys

- We're seeing solid results, with many ad units over-indexing;
- There's a good mix of media that's generating strong gains Year/Year for every channel;
- Technology (learning and optimizing) is working in our favor, driving gains in key metrics.



SITE VISITS: 01 OCT-22 through 15MAR-23 Year over Year

Paid Search

- Every metric for nearly every month had solid growth;
- Clicks aren't everything, but converting to actual time on site we still see solid performance: from 783,080 in OCT-22 to just shy of 1 million minutes for March.

CHANNEL	OCT-22	NOV-22	DEC-22	JAN-23	FEB-23	MAR-23
CLICKS	87,321	99,991	105,142	127,896	125,121	138,454
CTR	6.81%	7.61%	8.84%	8.20%	9.42%	11.57%
СРС	\$0.68	\$0.59	\$0.56	\$0.46	\$0.47	\$0.43
COST	\$ 59k	\$ 59k	\$ 59k	\$ 59k	\$ 59k	\$ 59k

Overall Winter Media Performance

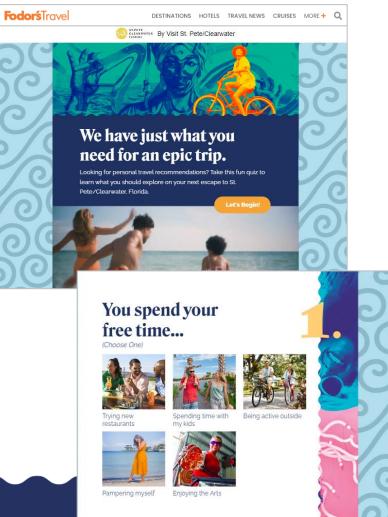
- Pageviews and Engagements are up a significant amount due to prospecting efforts
- Engagement Rate is very strong and the highest we have seen YTD



Native + Rich Media

- The Canvas Quiz tactic has only been live for a month but we're already seeing great results
- Interactive presentation of fun things to do so audiences can explore what excites them
- 18,000 engagements with strong CTR to the quiz for Fly (0.47%) and Drive (0.39%)





Strategy & Approach





Outlook

We have some potential headwinds that we need to watch carefully

HOTEL PERFORMANCE (STR): MAR-2023 YoY

Hotel Occupancy	Hotel ADR	Hotel Demand	Hotel Revenue
83.8%	\$263	580.9 K	\$153.7 M
-1% from 84%	-2% from \$268	-1% from 587k	-3% from \$158

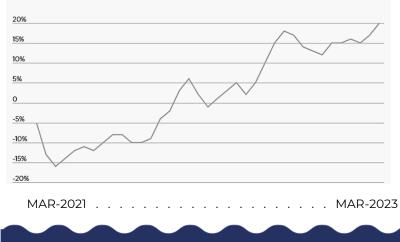
SHORT-TERM RENTAL PERFORMANCE (KEY DATA): MAR-2023 YoY



TOP DMA'S - SEASONAL VISITATION TRENDS (SUMMER-FALL: -6.5%)



PERCENT CHANGE: TRAVEL PRICES



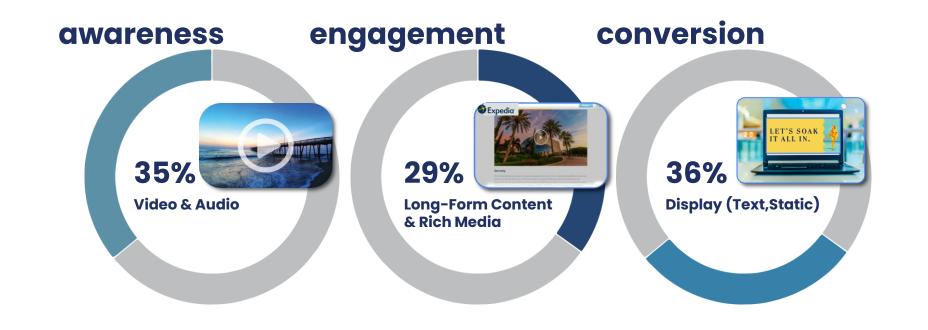
FY22-23 Spring/Summer Direction

- Innovation is a hallmark of VSPC and Miles, but there's also value in sticking with what's working well;
- There's added efficiency too, since extensions don't have spend-minimums we'd face trying out new partners;
- We also want to build awareness, as this was proven to drive positive sentiment and consideration and our current buys do just that;
- By and large, the direction for Spring/Summer should be to stay the course.





Tactical Summary



Geographic Targeting

Drive

 Florida Excluding Tampa DMA (local)

Fly

- All States East of the Mississippi River + Texas + Ontario, Canada
- Priority Markets to align with BVK's Traditional Opportunity Markets:
 - Atlanta, Cincinnati, Indianapolis, Nashville, Chicago

Orlando-Daytona Beach-Melb... Chicago IL New York NY Indianapolis IN Miami-Ft. Lauderdale FL Detroit MI Minneapolis-St. Paul MN Philadelphia PA Ft. Myers-Naples FL Jacksonville FL source: zartico 2% 4% 6% 8% 10%

Top 10 Origin Markets by Visitation with their Spend

Visitors % of Total Visitor Spending % of Total

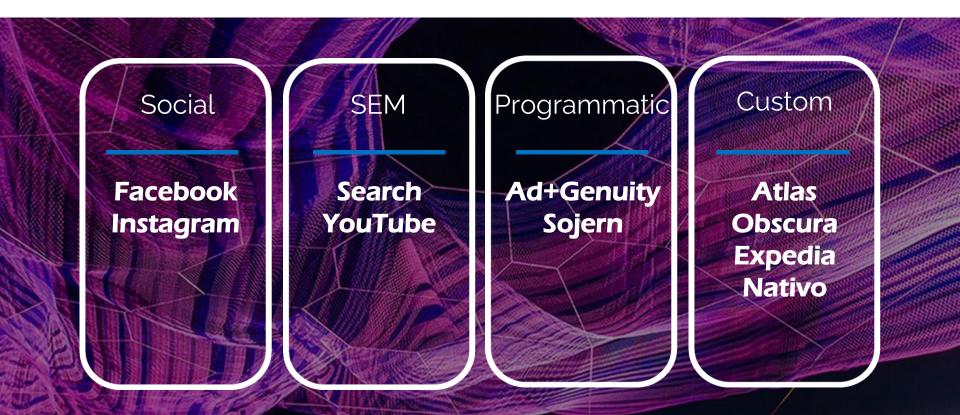
Split budget 75/25 Fly/Drive during Winter months and 50/50 during Summer months

Spring/Summer Plan





Spring/Summer Always-On



Summer



ST.PETE CLEARWATER



Ad+genuity: OTT/CTV

- Premium streaming apps including PlutoTV, DirecTV, Samsung TV Plus, and Amazon's FreeVee
- Travel enthusiasts in not exposed to VSPC linear TV spot



Hulu

- 115M viewers, 60% of whom are cordless
- 30s commercials are unskippable and run during premium content
- 07s premium slate runs prior to 30s spot for increased brand recall

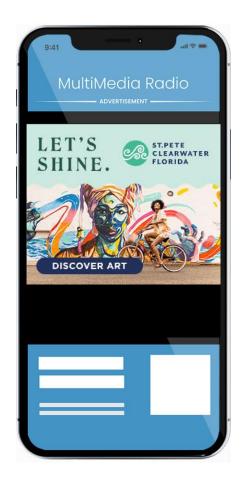




premium slate

Programmatic Audio

- Targeting travel enthusiasts in key markets while they are on the go and listening to their favorite tunes & podcasts
- :15 and :30 audio lengths available



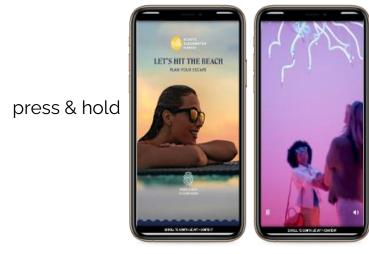
Undertone

- Can extend buy no minimum
- Fun, interactive and delivers lots of inspiration and awareness without requiring a website visit
- This tactic shines in terms of time spent with the ad unit and drives strong site visits



PadSquad

- Can extend buy no minimum
- High impact, full-screen mobile ad units politely reveal to users in-feed
- **Proven performers**
 - Press & Hold Duo (video) 0
 - Scroller Gallery Ο
- Drives engagement and interaction within the ad creative itself



ST.PETE CLEARWATED

LET'S DI



scroller

Summary

ST.PETE CLEARWATER

0





VSPC FY22-23 Consumer Digital Media Plan

FY22-23 Flowchart

Unallocated: \$105k

	VSPC P/22/23 Consumer Digital Modia Plan															
Verder	Tank	Rasser et al Des scipiles	Targeting Databa	Repts when	04 share	Manager and an	Des anders	January 1	Pelevary	Marsh	April	May 1 In Tel 1911	James -		Ag	Table Spars
Allma you Chu	-	Programma lo les les en rides; 1 lb 3.														MP 2, 40 1
	Inchester Maleur	3Ds Dachdersam station star Tranifs on basels >1 Bs with our born shire a min min and for miniformal in small expension of				37,810	87,888	87,100	87,4 00	87, 880	37,880	37,888	87,4 10	\$7,4 H	87,800	-
	Influent Video (Teach.)	24 Be with one have white a value value and have additioned in oral response or	What of the strate is not, to use the schead, as real	μц		μμ	17.000	2.12	2.12	27.000	17.40	87.800	2.12	87.4.00	87.800	867,801
Advapteda		Interget # Head Beermals has the look a related of paids here the lock remains	Ma of Lethanic roll, is order shadt, a rol nuclear: let re-anter I has roll inter-aire surgescels: sia Asian a Con Ina Drive: 3. Phy	ΗП												
	Native Display	eng age ner el C area consister lo saling carrons el cr cárrors age agés.	Driver & My	ШЦ												35.0,700
	Display	ain een age opte. 26 annie ei 16.8 kan een niewen.			84,718	\$3,000	81,000	8,700	\$4,000	80,000	81,000	\$1,000	\$4,7.00	\$4,000	\$4,000	No. 100
	Per Pail Viller	Per Pol Voles				10.00	80,000	8,78	8,78	50,000	10,000	10,000	\$4,750	\$1,750	11,000	NF 2, 40 1
30. per	Native Display	Interget + Housilie or scale tex. The local a cuite of a publicitor is the local massari	C sufficient has not before size s. R. senaration es. In 20. Pro Int/Chen sound en and some per little size sized in en. Driver: R. Phys.	FTT	87,1 m	\$7,800	87,880	87,100	87,000	87, 880	87,600	87,880	87,0 00	87,000	87,800	833,000
a per	Pitch In and Disalar	reaction of the part of the second se	and sampe lifes de situat à m. Dise & Pg		\$3.0.00	8.3/80	83,786	\$2,7.00	\$2,7.00	80,000	82,880	83,100	82,0 00	\$2,0 00	8.3,000	20.000
		Mill have over science, traduational area AV Flight to pass 1, to over entries, man have builder over some the about diabet all an own is over have build			84,410	34,800	34,800	84,8 00	34,010	34, 870	34,870	54,400	34,4 00	54,010	8.4,800	
	Carman	ar resident and do her to	Mis of Lorise costal a rai					2.10,120	1.10.20	11.00	11001	11.01	210,020	1.10.20	11001	81 28,0 10
Nation	Native Adulas	Adulates proceeded site and the axis, and distributed are one reduced to I proceive	Min of lowing world a rel and sales Parpose to be going to a anti-laser I cell'sation is Drive 3. My	μш												8100,000
	Nation States.	Spices was an spice of property and particle Addeds parents but die of the additional and dishthe shell and one one, reduce do of provide mo- scale the trans- National sequences in a full surrows, are then full set.	Line x H				ΠŪ	8 m. 1 m.	a. 10,0100	A 10 (188)	A.1 10/10/10	A 10 (188)	A 10, 188	a. 50,0100	815080	17 A, 10 C
	a Casher Pasar	Rok and Mike I Can have Combred 3.	Allen D Inc see Realism	hтт				-	-			2,14		-	14,01	A1 (0.0 c)
Alles Diese s	Casher Pagan	Window Pite Deep Vision Name over Pite hand Blow on y	Driver, Phys. Nackersol	μμ	+++++	817,77.8	817,778	817,778	8.17,7.76	8.17 ,776	10.410	814,881	814, 481	8.14,8.81	814,481	81 80,000
			Parete se 21 Performand er slags pars, e um pallter des lealer slag pars, im baler de slige loris toppers, and						_	_			_	_	_	
Report to	High Report Nation & Miles	Many saw and codia of slates sails alterny boundary. To od Ryallight banding pagar	sited in allow, she paper 6, institution site silves listers, happenes, and lare illes. Driver & Hy	ШП							ШТ					80 28,0 00
-						30.8,10.0	306,300	308, 199	3 28,0 00	308,180		308,330	308,000	3 28,0 00	\$2.8,12.0	<u> </u>
	We also a 'big go of Display	How we mak me bigg would adoptop a styreter should make a solid media	Went fore come a rel Associated for an els a rel a pp score s. Pla	ШΤ				No. or other					ТШТ			82.0,700.0
Arrest		server leg. 20 s objective entropy parts and which of her part observed to an external		lπ	11111	1100	ΤΠ	a4,7 m		ΤΠ			1111	IΠΠ		81 20,0 00
	CTVDTTVike Commercials	CTV/aniar lyan. Amazon Rhundra TV: Indulina	The set Rollandard systems would represent to MOPC from a TV spect for insuremental represents					541,000	80.000	1			++++		1	
		cance and it, a part adeal is record only like.	The locate convolution can be Berland II store B. Pilly convolution					827, 820	8.27,810							87 8,000
Phales	O TT View Commonial	20x siline rowing proceed with selline Fully, second strates 10x Spream but by source on all sec	Divery 'P' is and as shown. Driver & Py					NF, 4G	3 (8,4 (3						1	81 38/8 28
-	Provident Ref	many prior to 20% alsoing first past of beneficial to add the plane	Driver & Phy.	ШΤ				8.4.2	8.4.2			ППТ	ТПТ			813,074
1000	Bulley Allerty	A second tax over repared in law over a value and is from in from of the law over	Mix of la relatede only a crede shank, a real is static re-a cankies lower. RCPCT	ΠT		_										N 1,000
		A second survey required by law our a value and to the law from of the law our with us or in Lie but required on to 1 st survey, with Lie and Lie and leg a relia order of	o sale or or makin how. ROPOT large log I or math he colors. Drive: R. Phy Mix of holtz of color or in order shall	нц	8.10,0.00	810,000	810,000	810,000	8.10,010	810,000					++++	-
Participant.	2 Me Life Place Media setts	2.25 ghire part, palle men al sets with read one information can also	We of Lorder of our and a real to order share large ling I or an and the orders. Datum R. My	μш		810.000	312.000	310.000	1.1.0.00	212.000						88.0,00.0
Carbon .	Native Cardeni	RC unrelidy to parent outs hips, of bound remarks from	Autors L could to taken of an ex- Robert M anter to: A Barel et, Chike egge, Colik estates, Netsfeellite a est T are par	Ш		ΠT	TTT									80.0.000
		1X Cly Galin sportsonich	Europ (C.L.y. Chakder conlig)					80,7 00	8.10,0.00	810,000						- ·
Pagers	Casher Pagare	Includes, have parget a deer linking to the Hop per oppy part tree lithedisers, and a new loss descloyed a subsecule	Hepperson res. National										$+ \dots$		μш	82.0,00.0
And Printer	CTVDTTVike Conversion	Wieler Go Dp. Eller Peologie	T so coll below size v. Rieden 1 Phy Mintee Iv.				340,480	340, 800								81 28,0 00
	Display and Delete Villes	Reso e ty Gold Removieling Pastage	VisilPle this, more sale relations, and Instantions My Ule states	μц		Ш			1.000	-						8100,000
Type in g	1	1							TITT					1		<u>+</u>
		20 s sides wereing per a referable of te- permises 0.00 statements as we sail COV/amine types						11111								81.00,0.00
	CTVDTTVike Conversity		To and Eri Isasian Is. Referal Drive E Pip markets	HH					+					8 76,0 00	87 8,000	1
Advaption	·	Are access 20mm ming TV: Installing sourcest 20mm and lower ong Dar Parameter and Areas and Param Series.		μш		μш		шш								841,000
	Marcan ing Analas	20. and it with and capite red or reporter learners, narring assessed light showning sarokers (eq. Pandoar,	To avail 10 of baselines in 10 sizes 10 obj													10 (0,0 (0)
			D doe D oby										3687, 1992	3,75,0 00	87 8,00 0	
Phile	O TT View Common and	20. since weight and sides of an Halo, serve desire	Divery IP is and as shown on Driver & Par	μш		++++	++++	μ	+ 1 1 1					3.48,0.00	No. 8,100 C	81.30,0.00
	Press Area Baller	10% "protect had by" o table or can allow many prior to 20% shoring their paul al longing long of the scheme.		ш		μπ	Ш	μιμ	+	$+ \cdots$	μιι			1.11.0	87.0.00.0	80.0,000
Links days of	Bed here: Addressie of	A second tax mere required to have our a reducted to the late from of the late second with so, or to be letter many short for 1 sti-	Who of the barries out, in order shault, in real in social reconstructions. BESPET	пп												841,000
		to a serie serie i i i a serie require care of a serie of	large ling i som ante har orders. Delser B. Phy									810,018	\$10,000	8.10,0.00	810,000	-
Pallipial	Press & Held Dan	Michaeler ordy, partil edge remail in themes with that others usoner opportes edge to pars, s- a end build to other a needinard edutes:	Min of lowing size of a relie order shad large log low matching other. Drives 3, Phys.	μμ					+111			810,000	810,000	8.10,0.00	\$10,000	840,000
Ce Op	1	2020 Carry Dree Bage. Least partner Car Dy opporte elly : partnere hann Draibill y to program.	In Manhael To another their rules of			- 11	TTTT	11111	TTTT	ттт			1111		1111	T
Adquestly	Nation, Display, or DLV	si windh	VERC sile relarget ing it. Includion. Driver+ Pip	84, 199	84,4 10	A 1,000		нш					μШ			812,000
	D enline line Rhe asses o	Can have, inter and iter same local locies, pine- anal resignage: 35 another sense res.						μππ	$\Pi \Pi$							83.0,000
Terretow		de situit e con rice i + par ber des la dire las lége pres el si sis CPC ais	The solution out relation. Redend D store R. Pdg Mar Lebs.	hπ	1.00	a. 1,40	TIT	1111					1111	IIII	1111	1
	Prochan d De silvad is n - 31 and Die w	offee law bings; promoting of the CPC ands and Errord Braight Insikales, 2020 K for commission and an and		ШЦ												81.45,0.00
Mail Plants	Dader	Coll pill of Coll Dy Program; Program mails and a Patholics mails in	InMastel 3 ander Islevakes, VP sile et ageling 3.4 stallars	tπ	3.75,0 00	87 1,00 0	1117	11111	1111	1117				htti	+++++	817,800
Triperalities	Notes Sea 1	Incom Mult Plan Kan Nellow and strated length I wheek All and a common T dynalither are mi	Enterni F by Master by RPC and F bobie has reliefe rates.										327, 820			
-	Distant	annen Tripadolar anne 160 al 10 lapadolar interpanjon an Esperatul	Driver+ Hy RPC Tuner I Intensions Notices I									810,000				830,000
Department of the set							1		1	1	815,000	810,000	1	1	315,000	-
Carol	Ar mail Equation of the	3 Diamond Lisling+ sapper log advertising in order parkerges	Corri we n		17 34.4 00	30.4.17 H	190.29	816279	1	1 80.79	-	110 41	D.B.1.81	Decem	-	35.4,17.8
		At her	Digital Net Total ing Extende (IPC of Digital Total) Net Total + Al Denning		113,00				212.007	211230	37.3%	2122	211110	211.717	210,221	2141.034
Part at 1	Roand out Dage rise Proc. b., Visiter-	Resourced to be along used and														
In state same 2		Managed by V8PC	Values	Parent Trans.or	3.30,0 00	83 0,02 0	300,000	322, 222	3.35,0 00	300,000	82 0,02 0	320,700	828, 188	3.35,010	33 5,00 0	\$3.30,000
Pieteran, I	Provided Phys.	bless Plen, buck-deres is of obless and all alls a machine in fall an long	To avoid informers, I. B. Aregunan sols. Do into B. P. ()					88.0.00	8.10,0.00	810,000			1111			_
1838	Sports Auto.	Verland shirt-anit, proceeded in the Por- You Perel	S anders, VEPC billioners, L Installers, Drive & Pa						84,0.00	80, 199	84,700	84,789	84,010			820,000
	-		Service Net Total	20	23 4,69 0	114,000	230,000	14000	314,000	14,00	233,000	233, 000	134,000	110,000	230,000	1284.0
Gauge	Photo Zeneral-Auto-	Paid Research: Alt-	Park Research date		10.00		-	30,000	140.00		N 1.00	80.00	200,000	1000		N 40,000
YouTskeep and the	There is a William	الدحمر طنطريها	Vision level a orderal sail													81 27,0 00
Peaks of TV								100,000								
1.4.1.2. 1.4.1							820 (2010	2213,464	8 807, 328	8287,784	8166,270	126 1 1 1 1	8 340,780	2.016, 015	20 10,0 10 61,0 10	B4,144,213
actors 14 Japan Distance - 20 Japan																

Budget Summary: \$4,250,000 Total Net Media

