FY22-23 Digital Media Plan SPRING/SUMMER





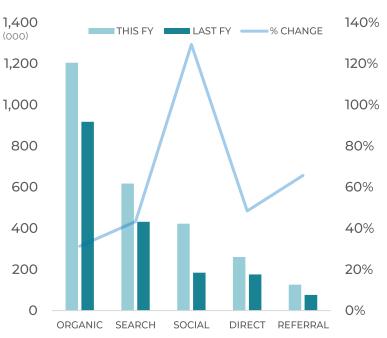
Agenda

- 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

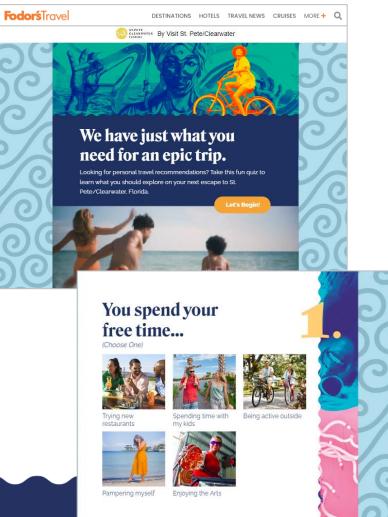
- Pageviews and Engagements are up a significant amount due to prospecting efforts
- Engagement Rate is very strong and the highest we have seen YTD



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

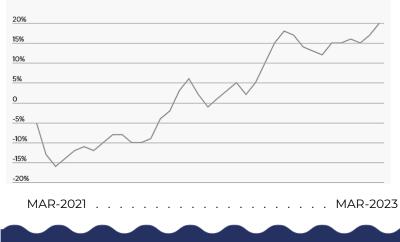
SHORT-TERM RENTAL PERFORMANCE (KEY DATA): MAR-2023 YoY



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



PERCENT CHANGE: TRAVEL PRICES



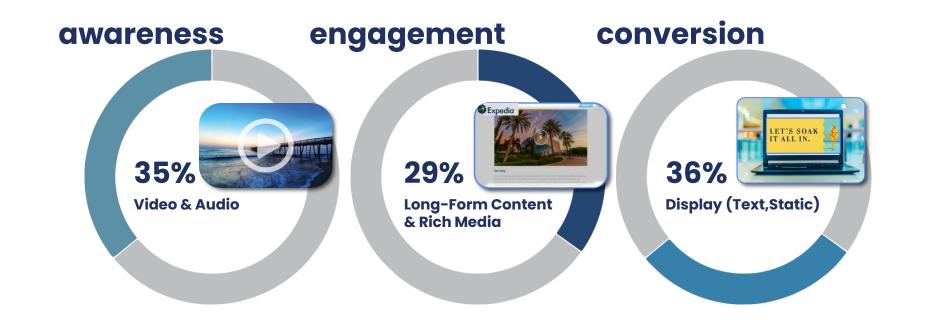
FY22-23 Spring/Summer Direction

- 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

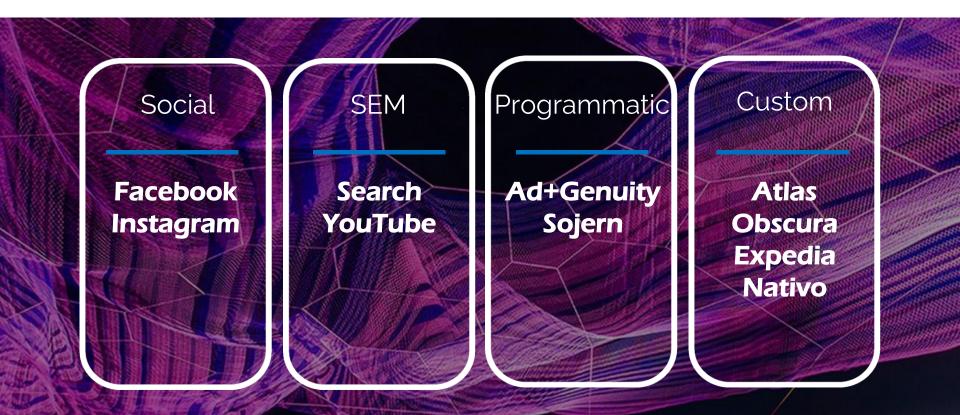
Split budget 75/25 Fly/Drive during Winter months and 50/50 during Summer months

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

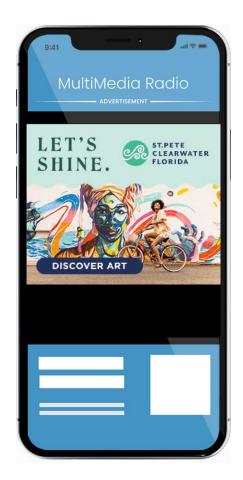




premium slate

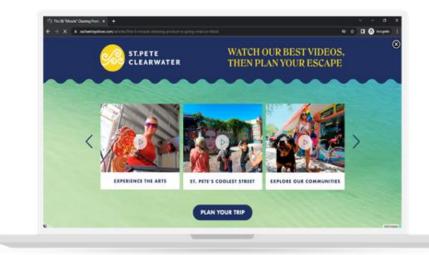
Programmatic Audio

- 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



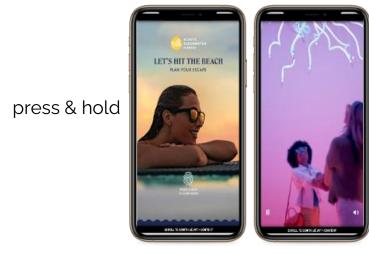
Undertone

- 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



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Summary

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VSPC FY22-23 Consumer Digital Media Plan

FY22-23 Flowchart

Unallocated: \$105k

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

