

# VISIT TALLAHASSEE PUBLIC RELATIONS PUBLICITY REPORT



Oct.1 - Dec. 23, 2014  
 IMPRESSIONS: 157 million+  
 TOTAL CIRCULATION: 187,000  
 TOTAL UNIQUE VISITORS: 2.4 million+  
 TOTAL LISTENERSHIP: 50 million  
 TOTAL MEDIA VALUE: \$212,000+

## Print

Outlet	Article Name	Date	Circulation	Media Value
<i>Women's Running</i>	"I Love Tally"	Oct. 2014	187,000	\$163,000
<b>TOTAL</b>			<b>187,000</b>	<b>\$163,000</b>

## Radio

Outlet	Segment Name	Date	Listenership	Media Value
<i>WJBT-FM &amp; iHeartRADIO (National)</i>	"Football Weekend Getaway in the Capital City"	Oct. 1-8, 2014	50+ million	\$8,500
<b>TOTAL</b>			<b>50,000,000</b>	<b>\$8,500</b>

## Interactive

Site	Title	Date	Unique Visitors	Media Value
Fodors.com	"The Panhandle Travel Guide: Tallahassee"	Dec. 16, 2014	4,300,000+	19,500.00
Tallahassee.com	"Visit Tallahassee Kicks Off New Marketing Push for 2015"	Oct. 3, 2014	109,840	\$1,700
Thrillist	"Your Grown-Up Tallahassee Gameday Survival Guide"	Oct. 2014	2,372,277	\$2,055.97
FamilyTravels OnABudget.com	"Tallahassee Adventuring: Air, Land and "Sea"	Nov. 12, 2014	13,700+	\$2,700.00
FamilyTravels OnABudget.com	"City Tours: A Great Way To Explore New Places"	Nov. 19, 2014	13,700+	\$3,600.00
FamilyTravels OnABudget.com	"Mission San Luis"	Nov. 19, 2014	13,700+	\$7,200.00
<b>TOTAL</b>			<b>2,482,117</b>	<b>\$36,755.00</b>

## Television

Station	Segment	Date	Viewership	Media Value
WCTV-TV Tallahassee	"Tourism Season Begins in Tallahassee"	Oct. 3, 2014	70,000	\$4,000
<b>TOTAL</b>			<b>70,000</b>	<b>\$4,000.00</b>

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# I LOVE TALLY

This panhandle capital is a runner girl's Southern charm.

By Caitlyn Pilkington



ALFRED B. MACLAY STATE GARDENS WALKWAY



ST. MARKS

**F**ree of beaches but full of character, Tallahassee isn't what you think of when you think of Florida. Nestled between the Alabama and Georgia border, this panhandle city has a campy-fun vacation feel, mixed with the energy of a college town. And for runners, there are pancake-flat trails aplenty.

"I consider Tallahassee a premier place for running," says local runner Amanda Heidecker. "Year-round mild temperatures and lush green landscape make it comfortable and visually appealing. There are more than 600 miles of trails with varying surfaces—sand, clay, grass, shell, boardwalk and asphalt—all within a 20-mile radius of downtown."

Plus, this little Sunshine State gem harbors a ton of history. Lucky for us—the moss-draped canopy roads and accompanying paths built back in the 18th century allow for some seriously gorgeous running.

WOMEN'S RUNNING  
OCTOBER 2014 65

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# I LOVE TALLY

## RUN

### Tallahassee-St. Marks Historic Railroad Trail

An obvious choice is the Historic Railroad Trail, which runs 16 miles between Tallahassee and St. Marks. Run north 4.5 miles through the city—an option many FSU students take for a quick out-and-back. Or head south, where the majority of the trail lies. You can stride a straight shot all the way to St. Marks, or opt to deviate onto one of the many trail tangents if you're feeling adventurous.

### Elinor Klapp-Phipps Park

Located in northern Tallahassee, this park contains a lovely series of twisting trails, so it's best to go with an experienced local who can point you in the right direction. Signs are present at the main trailhead on Miller Landing, sending visitors off in many directions, including the popular 3-mile Red Bug Trail. There's plenty of parking in the area, and with trails up to 10-plus miles inside this network, you'll

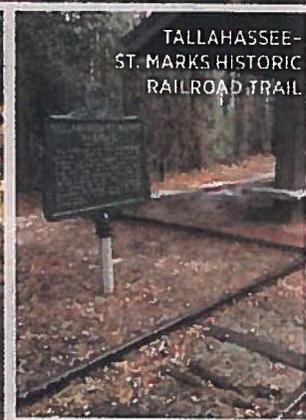
definitely appreciate the short walk back to your car.

### Apalachee Regional Park

If you're in the mood for a shorter jaunt, Apalachee Regional Park offers a quick 3-miler. Created specifically with runners in mind, the trail plays host to many of FSU's cross-country meets. Pack sunscreen, as the route climbs uphill toward a shadeless stretch where runners can spot model planes soaring through the air.

### Fern Trail

Dirt lovers and trail nerds will dig this singletrack wonder, running from downtown Tally to Tom Brown Park and offering a mix of rural and urban aesthetics. Runners can sweat it out parallel to the railroad tracks as they climb beneath Capital Circle, or diverge into the woods for a more secluded feel. Regardless of your direction, the journey runs behind major businesses before finishing in the park, never leading you too far from civilization.



COURTESY OF VISIT TALLAHASSEE



T-N-T HIDE-A-WAY  
KAYAKING

**Before You Go**  
Take a gander at [trillahassee.com](http://trillahassee.com), the go-to website for popular trails and excursions around the city. With links to bloggers' reviews and info about stops for clothing and gear, this site is a great online source for the Tally outdoors.



MANATEE AT  
WAKULLA SPRINGS



TREE-TO-TREE  
ADVENTURES

left satisfied. Try the cinnamon roll combo—you might as well splurge!

## TALLY-HO!

### Tree-to-Tree Adventures

Test your limits along one of Tallahassee Museum's zip line courses, cruising over cypress wetlands and local wildlife. Beginners should try the Canopy Crossing course, a 20-foot-tall cinch, with only two small zip lines. If you want to really fly, Soaring Cypress reaches 60 feet above the ground.

### T-n-T Hide-a-Way Kayaking

Give your gams a break and work out your arms during a three-mile guided kayaking tour down the Wakulla River.

The local guides definitely know their stuff and can maneuver any kayaks that go astray. The waters are calm, so don't be afraid to get lost in the peaceful ambience of floating slowly down the waters and spotting native wildlife. If you're lucky(?), you might spot a gator!

### Wakulla Springs Jungle Cruise Boat Tour

Take an off-day and hop onto a jungle cruise down the Wakulla River, passing creaky docks and ghostly yet beautiful riverside homes. Trees droop low like the necks of the vultures waiting for their next prey. Keep your camera handy and voices low: You're in luck if the feeding manatees surface—they are way too adorable to not snap a shot. 📷

## EAT

### Riverside Cafe

After you exhaust your legs on the St. Marks trail, reward your taste buds at this fun cafe, located—literally—on the Wakulla River. Oysters are aplenty, and when in season, we definitely recommend the stone crab claws that walk fresh off the surrounding shores. There's patio seating, but even inside feels like the outdoors with large windows opening onto the rambling water.

### Paisley Cafe

This tiny cafe packs a big, beautiful punch with its delicate presentation and use

of seven ingredients or fewer with every dish (no high-fructose corn syrup allowed!). Definitely don't skip the slatty brownie—the intense chocolate in every bite raises more eyebrows than the name of the dessert.

### Canopy Road Cafe

For a good ol' American diner, head to this 10-year-old establishment in Midtown Tallahassee. Known for its generous breakfast portions, the two-sided menu may cause heavy drooling. Whether you're seeking a Southern fave slathered in gravy or a gigantic omelet with pretty much any fillings you desire, your post-run cravings will be

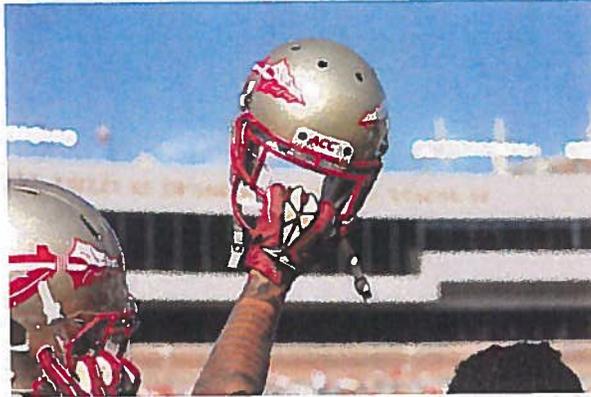
### Tuck-in Time

Exhausted from steamy runs? Lay your pretty head down at Aloft Tallahassee Downtown, a Starwood Hotel property. Resting in the heart of the bustling city area, rooms are as comfortable as the rates, and the Re:Fuel bar downstairs is perfect for a quick caffeine grab or snack as you head up for the evening.





## YOUR GROWN-UP TALLAHASSEE GAMEDAY SURVIVAL GUIDE



Yeah, seven hours is a long drive, but this year you're going to watch the #1 team in the country and, oh yeah, the DEFENDING NATIONAL CHAMPIONS. The last time you could say that was 1999, or when this year's freshmen were three. THREE! That means you might not fit in with all the people slamming Old Crow at AJ's anymore. So where do you go in Tally now that cheap liquor and fast food aren't on the menu? We're here to help.



### **Madison Social**

Although there's no relation to Tallahassee South on Las Olas, this indoor/outdoor spot across from Doak Campbell will be ground zero for bar drinking on gameday. It will also probably be ground zero for the post-gameday hangover brunch, thanks to bacon & banana pancakes and the MadSo burger with a fried avocado, peppered bacon, and Jameson caramelized onions. And with \$6 specialty drinks and \$2 drafts, it might be the spot for Friday happy hour too.



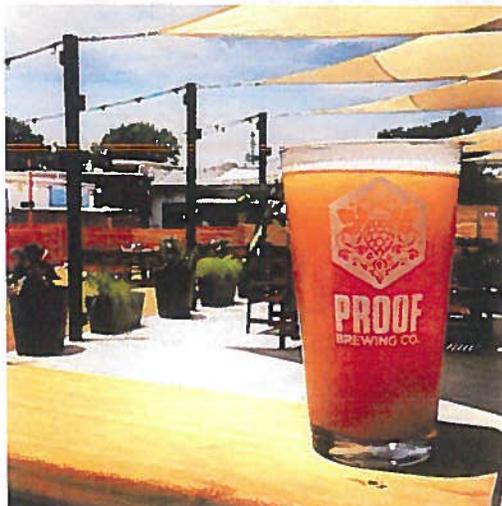
## Wells Brothers Bar and Grill

You probably know this place as Monk's. But due to some legal shenanigans and a deep-seated desire to confuse intoxicated alumni, the name has been changed. However, the menu is still the same, including the peanut-buttery Lip Smacker (with smoked bacon and cheddar on a Kaiser roll) and the Gator-Hater (with bacon, red onions, lettuce, tomato, cheddar cheese, and horseradish mayo on buttered and toasted sourdough). But, strangely, there's no actual Gator.



## Shell Oyster Bar

Back in Miami, we get excited and write whole freaking articles when some resto sells oysters for two hours a day for less than \$5 each. But in the wallet-saving miracle that is Tallahassee, this 69-year-old wood shack will serve you the best oysters in the city for about \$7 a dozen, plus authentic hush puppies and plenty of cold beer.



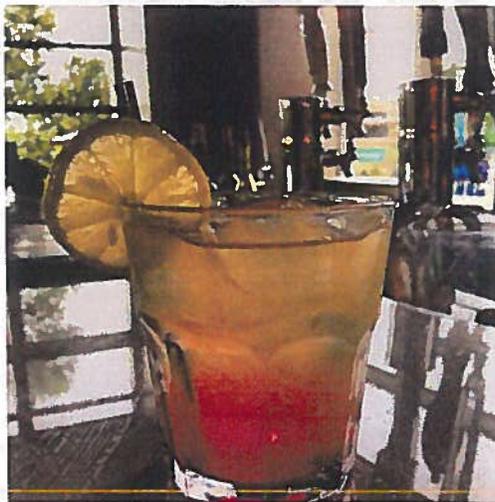
## Proof Brewery

Back in school, spending \$5 on beer usually meant getting an entire case of "ice" something and having enough left over for a bag of Funyuns. But somewhere along the line you realized that there's beer out there that tastes like something other than a bar floor, and this local brewery (which just opened a more sipping-friendly location in Railroad Square) has plenty of it. Pro tip: don't try doing Century Club with their 10% Warpath Imperial IPA.



## Level 8 Lounge at Hotel Duval

Hopefully by now you've started looking at rooftop drinking as more than just a really cool way to see how far you can chuck a Coors Light bottle. If so, you're ready to hit this lounge on the top of the historic Hotel Duval, where you can point out all the rooftops from which you USED to chuck Coors Light bottles, or just enjoy the Tallahassee skyline with a Garnet & Gold, Tallahassee Lassie, or Los Ochos margarita.



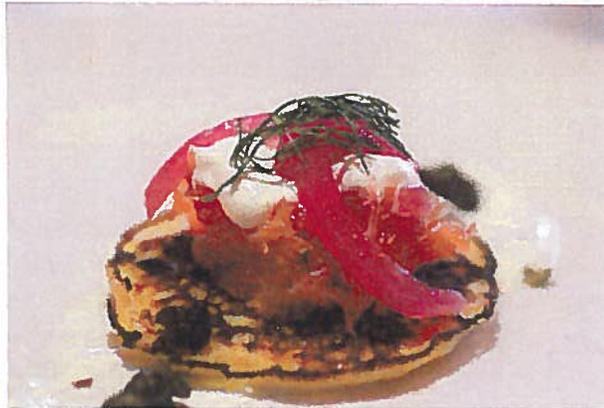
## 101

Although there's a noticeable shortage of dudes with Rollie Fingers 'staches and suspenders, the bartenders at this Downtown craft cocktail den will still mix you the drink of your choice for half-off every day (including game weekends) from 4-7pm, then again from 10:30pm-12:30am. It's still a far cry from a \$2 liquor pitcher when it comes to value, but it's also a far cry from a \$2 liquor pitcher when it comes to hangovers.



## **Nefetari's Fine Cuisine & Spirits**

If your definition of "exotic food" now extends beyond what blend of ketchup/soy sauce/Taco Bell packets go best with Top Ramen, absolutely make a point to hit this Indian/African/Caribbean/generally spicy cuisine joint and use some injera bread to scoop up their Ethiopian stew that's got lamb, chicken, or shrimp that's seasoned with berbere spice, veggies, and lentils.



## **Cypress**

Unlike the similarly named Michael Schwartz creation in the Design District, this Tallahassee mainstay isn't just old Florida in theme, it IS old Florida. And while this Southern-style spot near Downtown used to be on your list of "places I'll go when Mom and Dad come to help me move", hopefully by now you've got enough scratch to go and try stuff like blue crab cakes with apple-melon slaw or the Sugar Cane Mopped Ribeye with creamed potatoes and onion rings. Hopefully.



## **Blue Coop/Sweet Grass Dairy**

Don't act like going ALL THE WAY TO GEORGIA is too far to get a burger, you know you did it at least twice a week to get 40s of Mickey's Big Mouth back in the day. It's definitely worth the trip to get fresh-from-the-cow cheeses or this burger at the legendary cheesery's restaurant Blue Coop, where they wood-flame this sucker and top it with fried green tomatoes, pink peppercorn aioli, and hot pimento cheese.



## **Lofty Pursuits**

Why you're bringing kids to a game weekend is a question we're not even going to delve into. But if you (or those people in your group who think tailgates are family events) brought their little ones, this toy store/soda fountain/homemade candy shop is your go-to because they'll give you a front row seat while they make hard candy, sodas, and ice cream treats, PLUS they'll let you play with their pre-programmed wall phone that may or may not call Comcast's customer service line when you dial "666".



## Tallahassee Adventuring: Air, Land and "Sea"



*This is a sponsored post. I received complimentary admission to attractions courtesy of Visit Tallahassee for purposes of this article. All opinions are my own.*

Tallahassee, home of the NCAA football champion Florida State Seminoles and capital of the State of Florida, may not be the first place you think of for an adventure-themed vacation... but it should be among the top! My son (Nathan, 20) and I spent a fabulous weekend there recently and found that Tallahassee and adventure go hand in hand.

### Tallahassee Adventuring by Air

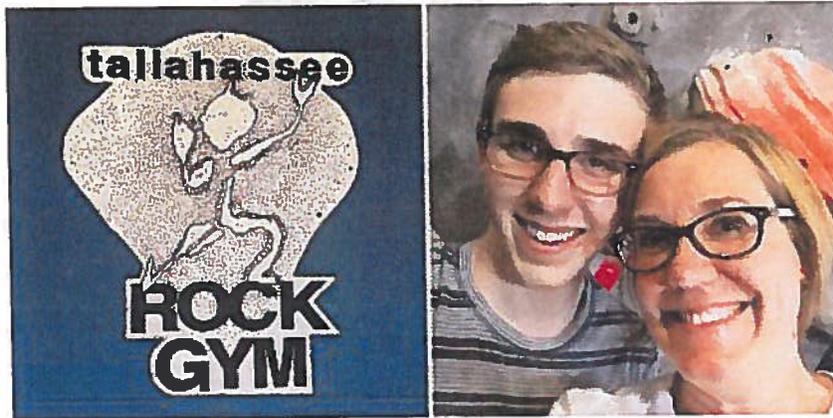


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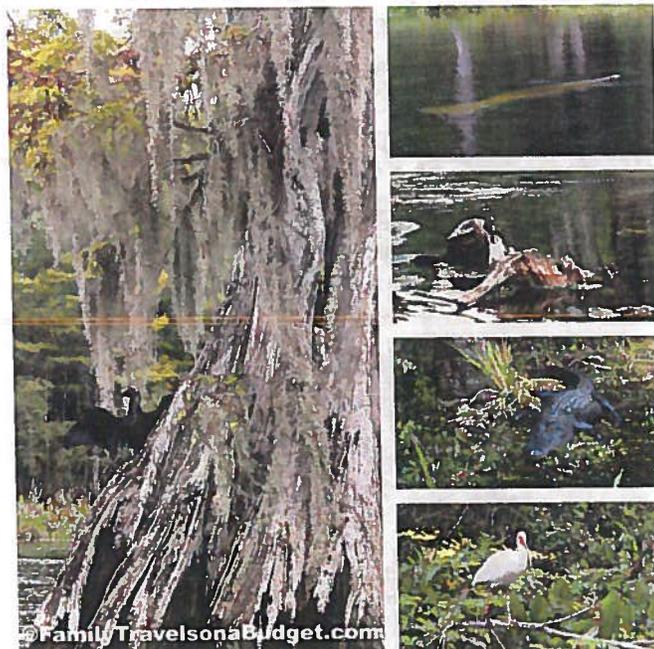
Our weekend began with high flying thrills through the tree tops at Tree to Tree Adventures at the Tallahassee Museum. After a safety briefing, we got harnessed in for our trip through the canopy. We faced challenging obstacles and long zip lines over land, water and even bears! Since I've zip lined a number of courses, I really didn't expect an adrenaline rush from this experience. The combination of high wire challenges and being responsible for my own zip line safety did make this more exhilarating. Of course, like all zip lines, safety is the number one concern. We always had spotters on the ground watching to make sure we did it correctly.

## Tallahassee Adventuring by Land



After an exciting day of exploring like monkeys and the muscle pain to go with it, we headed to Tallahassee Rock Gym to try our hand as mountain goats. Our experience began with a lesson in belaying – safety first you know. We then climbed the rock face, increasing the difficulty level as our comfort improved. Okay — I never got past the first level. Nathan did better, though! When my arms gave out, I called it quits and enjoyed watching my son tackle the wall.

## Tallahassee Adventuring by "Sea"



After flying and climbing, it seemed only fitting to take to the water, exploring the area by kayak. Our guide from TNT Hideaway, an easy drive south of Tallahassee, took us on an escorted tour of the Wakulla River and introduced us to native plants and animals as we searched the river for manatees. When winter temperatures cool the ocean waters, the manatees swim upstream to enjoy the warmer river temperatures. Unfortunately, mid-October is a bit early for manatees, so we didn't see any. The best time to see manatees in the river is mid-November through February.

Later in the day, we ventured over to Wakulla Springs State Park for a River Boat Tour and saw four manatees! This state park, originally a private resort developed by philanthropist and conservationist Edward Ball, has been welcoming guests to swim in the 68 degree waters of Wakulla Springs ever since. In 1966 the park was acquired by the Florida State Parks system and since has been visited by nature lovers, movie history enthusiasts and people just wanting to get away and unplug for a few days. The lodge, built by Ball in 1937, is listed on the National Register of Historic Places, and still welcomes guests today — with quiet rooms, historic charm and expansive views of Wakulla Spring.

Back to the manatees: Did you know that manatees are the only mammal without a natural predator? The hunt no one, subsisting on a diet of green plants, and they are hunted by nothing — not even sharks or whales. The manatee population's only threats are boat propellers and trash that collects in the shallow waters off the Florida coast.

## More Tallahassee Adventuring

With more than 600 miles of hiking and biking trails (including dedicated biking lanes on major roadways), Tallahassee and the surrounding area in Leon County are great for adventuring!

- St. Marks Historic Railroad Trail stretches to the coast, 16 miles south of Tallahassee, and is popular among bikers,
- The Apalachicola National Forest has a number of trails for hiking, biking and horseback riding,
- Tallahassee hosts several biking events throughout the year, including TOSRV (Tour of Southern Rural Visitas) and the Spaghetti 100 (a 100 mile bike route through the region),
- St. Mark's Lighthouse offers 6 miles of hiking trails, and
- The waters of the Gulf of Mexico provide swimming and other water sports fun.

By the way.... after three days of Tallahassee Adventuring, I needed another four to recover! Wow!!! I discovered a few muscles I've never used before. This definitely was a weekend-warrior themed trip, but it was thoroughly enjoyable. I highly recommend Tallahassee for families wanting a weekend away. It's a GREAT destination, especially, for active families of upper elementary kids and above. My son and I thoroughly enjoyed our time away together!

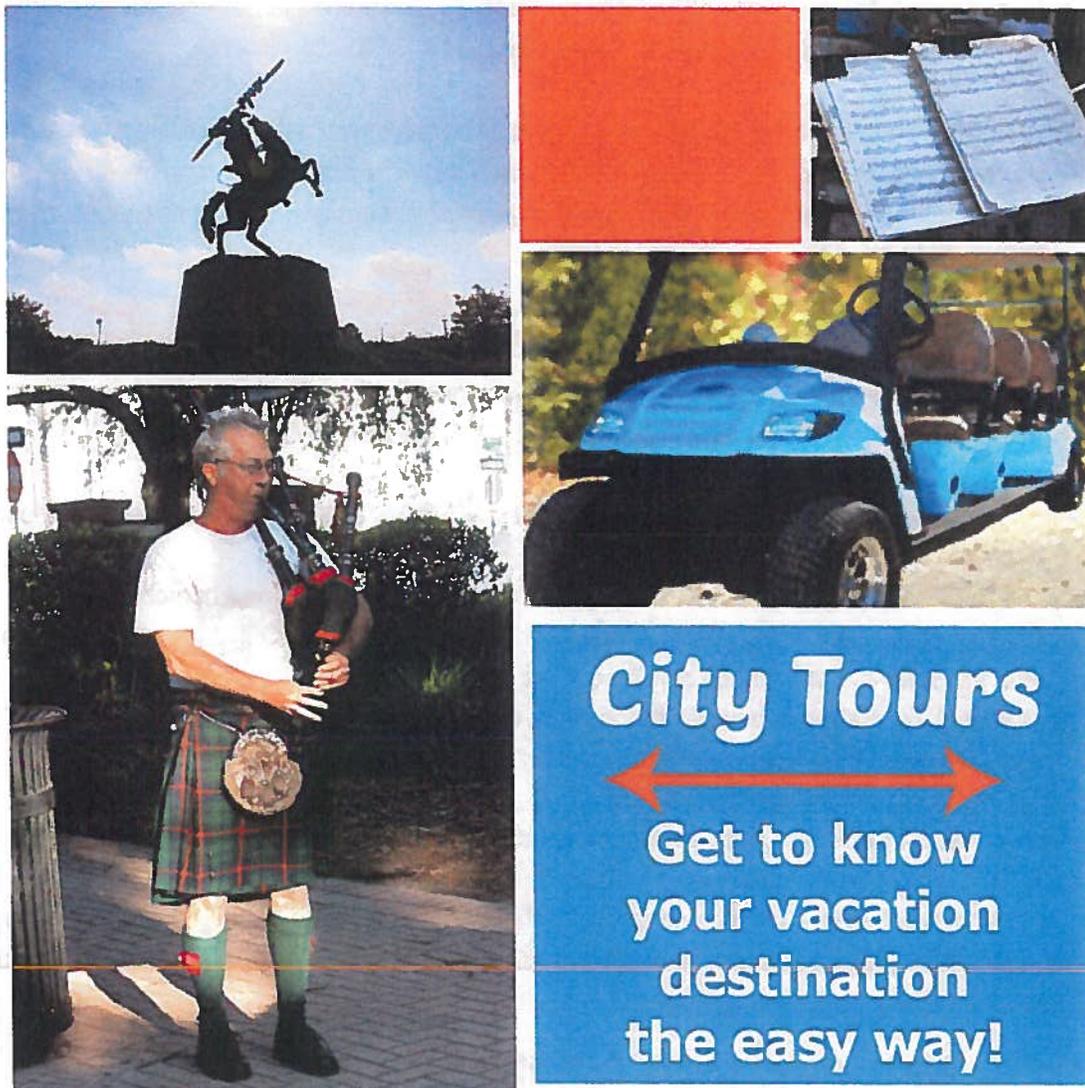
## Plan your own Tallahassee Adventure

Head over to [Visit Tallahassee](#) to plan your own Tallahassee Adventure. For the "less adventurous," Tallahassee is rich in culture, the arts and great dining too!

*Special thanks to Visit Tallahassee and the attractions who arranged this visit for purposes of this post. I had no idea Tallahassee was more than a football town until this trip!*



## City Tours: A great way to explore new places



Have you ever wondered how Baton Rouge earned the nickname “Red Stick”? Or who is buried at the Tennessee State Capitol? When I travel, questions like these swirl through my mind. I never know what I’ll discover. It’s like every destination is a Christmas

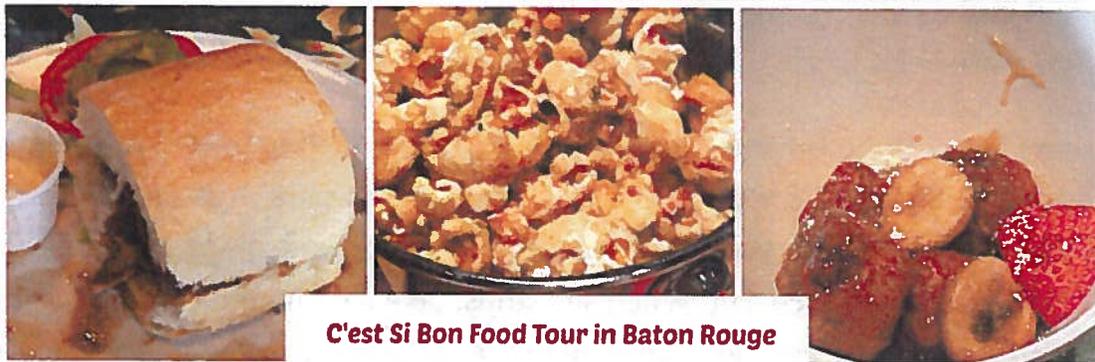
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present wrapped in glistening paper, just waiting to be unwrapped and enjoyed.

## **Tour the city to discover its secrets and charms**

In Baton Rouge, I enjoyed the C'est Si Bon food tour, a historical culinary tour of downtown Baton Rouge. I discovered new foods and learned key points of the city's history... like its name: Baton Rouge (French for Red Stick). If you were wondering, the term "Baton Rouge" came about in 1699 when French explorers noticed a red cypress tree stained red that marked the boundary between the Houma and Bayou Goula tribal hunting grounds. The explorers called the tree "le baton rouge" — or "Red Stick" — and the name stuck (Learn more [HERE](#)). By the way, I give the food tour an enthusiastic thumbs up — not only did I get to sample foods from some of the best restaurants in the city, but the company accommodated the food allergies of three of our group members effortlessly.



**C'est Si Bon Food Tour in Baton Rouge**

In Nashville, one of the most family friendly cities I've ever been to, we enjoyed the Music City Duck Tour — and amphibious vehicle ride through downtown that ended with a splashdown into the Cumberland River. The guides there were quite entertaining, mingling history with quacks to passersby, and my daughter still talk about the "truck that turned into a boat." Duck tours are offered in several cities across the country, and they're a great way to discover a new place. (By the way, President James K. Polk and his wife are buried at the State Capitol, as is the Capitol's architect, William Strickland, who died during its construction.)

Of course, major cities like New York and Savannah (to name a few), offer bus and trolley tours. While you can't learn everything about a city through a bus tour, they sure speed up the familiarization process. When my oldest was a freshman in high school, the marching band was in the Macy's Thanksgiving Day Parade. My younger son, Ben, tagged along, and to this day, Ben insists that bus tours should be the first thing we do

whenever we go someplace new!

## **Tour by golf cart**

When in Tallahassee, Florida, the only way to tour the city is in a golf cart named “Wilma.” Well... it’s not the only way to tour the city... but it sure is the fun way! The golf cart’s owner, and Tallahassee’s head cheerleader, Beth LeCivita shares the history of downtown Tallahassee like no other. On her tour, you’ll learn:

- • How Park Avenue got its prestigious name (I won’t tell! I’d hate to spoil the surprise)
- • Where the recycled beer cans are displayed (I promise... without a tour, you’d never know)
- • Why the banker killed himself — and how (It’s not what you might guess)
- • Where to find Tallahassee’s resident witch (And how to tell her apart from her neighbors)
- • And a whole lot more!

Beth’s tours begin at the Downtown Market which gets set up in the Chain of Parks each Saturday morning. After a rousing welcome from the bagpipers — yes, a market that opens with bagpipes — Beth takes visitors on a 30 minute guided tour sharing the city’s colorful history and secret charm. When she stops, take a moment to get a snapshot (Which I failed to do — I was too engrossed in the story to think about pictures. Rare for me!) Beth’s entertaining and informative tours are \$10/person. To schedule a tour or learn more visit the tour website.

## **Tips for selecting city tours**

The key to a truly enjoyable city tour is selecting the right one to meet your needs.

Consider:

1. Who the youngest member is in your group — they tend to have the shortest attention span.
2. Whether the tour involves on and off stops — and if all members of your party can handle that activity.
3. How the tour will complement your desires — foodies might enjoy a culinary tour

more than picky eaters.

4. What you want to learn — Do you want an overview of the city? Or is entertainment the goal?

Different city tours cater to different needs. By selecting the tour that best meets your needs and desires, your whole family, or group, is sure to remember the tour fondly — and who knows, maybe you'll even learn a few things in the process!

We'd love to learn about city tours in other places? Please recommend your favorite tour! We'll add it to our list!



FAMILY *travels* ON A BUDGET

Makers of Staycation in a Box

## Mission San Luis



*I was provided free admission to Mission San Luis for purposes of this article. All opinions are my own. To learn more, read my disclosure policy.*

Wherever I travel, learning the history of the region means a lot to me — enough that I even toured the sewers in Paris a couple years ago (great museum)! My visit to Tallahassee included a trip to Mission San Luis. Having a 20 year old with me, he wasn't excited about it — and as we walked up the driveway to the entrance, he reminded me he had no expectations whatsoever. (Imagine the thoughts running through my mind — at least he was being polite!)

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## About Mission San Luis



Mission San Luis is housed in and behind a grand building — much fancier than I expected. We entered the lobby to be greeted by a costumed volunteer who directed us to the large theater for a historical film explaining the history of the Apalachee, natives of the region for hundreds of years before European settlers came. The movie went on to explain that the Appalachee, recognizing the value of good relations with the Spanish, invited Catholic friars to settle there. Mission San Luis was one of the earliest missions founded in Florida, where friars converted Apalachee to Christianity and Apalachee provide food for the Europeans.

At Mission San Luis, the Spanish friars and Apalachee co-existed peacefully. They shared space, but maintained much of their traditions as well. Sadly, as with much of Native American history, Mission San Luis was abandoned and destroyed by the Spanish colonists to avoid a British takeover. The Apalachee scattered to what is now Pensacola and the Spanish retreated to St. Augustine. A fascinating century of history was lost. An archeological dig at the site of the mission, which is where the museum now sits, provides historians with incredible insight into how the two communities melded so well. It gives us a chance to look back and, perhaps, learn from our history.

These articles provide more information on the history of Mission San Luis if you're interested. It's fascinating — even my son agrees! 😊

- [Mission San Luis official website](#)
- [Mission San Luis information at Visit Tallahassee \(add it to your Tallahassee vacation itinerary\)](#)
- [San Luis de Tamimali — American Latino Heritage](#)
- [Apalachee Facts for Kids \(great for reports or to introduce kids to the Apalachee before visiting\)](#)

## Visiting Mission San Luis

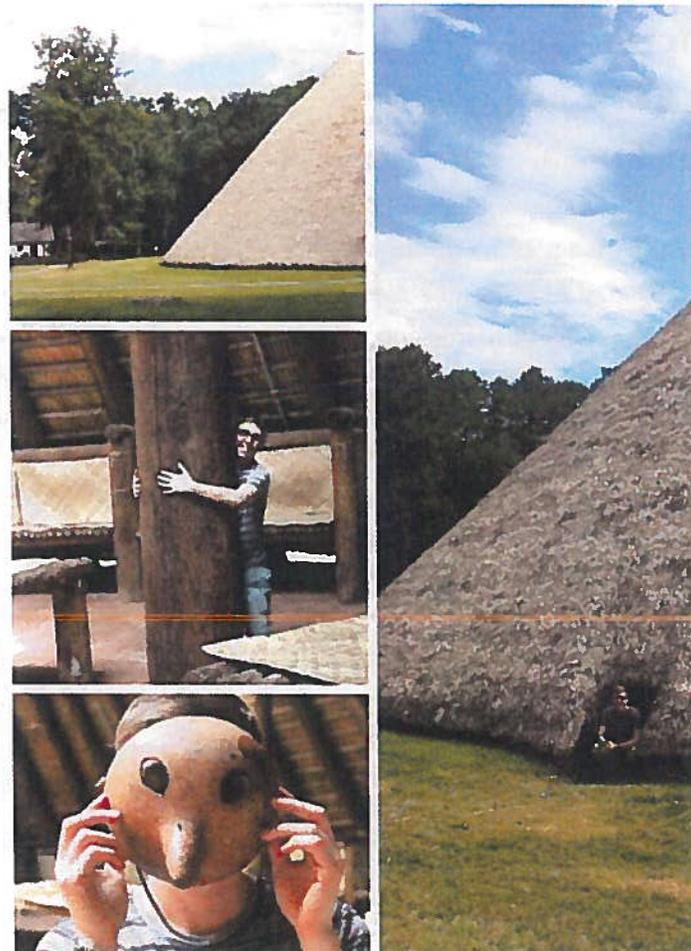
We visited on a Sunday, when the Mission is usually not crowded. Weekdays and Saturdays, guests enjoy live volunteer re-enactments depicting Apalachee and Spanish settler life. The museum also offers a variety of workshops ranging from archery lessons, charcoal making, gardening tours, black powder musket rifle demonstrations and much more. While we didn't get to see most of that, the costumed volunteers who were there energetically shared their knowledge about the period and answered our many questions.

We found the Mission and its history to be fascinating, but I would recommend coordinating a visit with demonstrations that sound intriguing. ([Click here for Events Calendar](#))

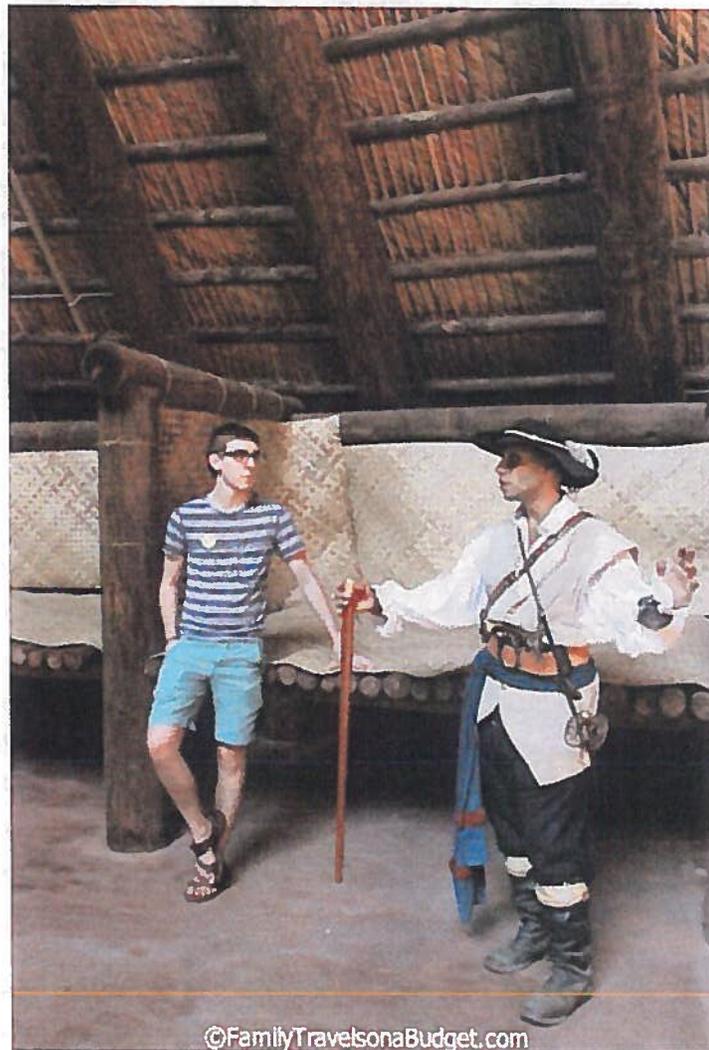
## Highlights of our Tour of Mission San Luis

Perhaps you're wondering what my son thought of the mission? He loved it! Our itinerary provided us about 1.5 hours to tour the museum and grounds, and we ended up staying much longer. Thankfully, the second stop of the day didn't mind!

### The Apalachee Council House



The Council House was essentially the equivalent of today's city hall, town theater and lodge for the 1500 Apalachee residents in the region. The council house here sits on the same footings as the original, spanning more than 140 feet in diameter and stretching more than 5 stories high. The rafters, which hold up the thatched roof, are 72' long and weigh more than 1000 pounds each. The chief would hold court here, making judicial decisions about neighborhood spats and other major decisions affecting the tribe. The entire tribe would congregate here for ceremonies that lasted long into the night. All around the outside edge, visitors could stay the night, with sleeping ledges provided. I'm not sure how much sleep they got while all the ceremonies were going on, but it had to be better than sleeping outdoors unprotected.



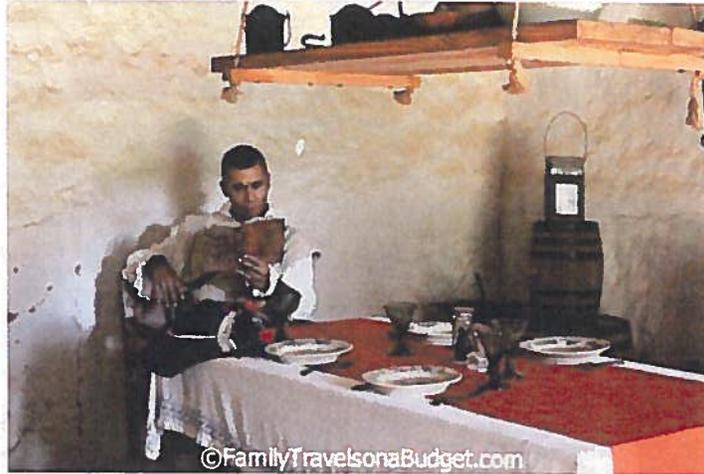
The sleeping nooks behind Nathan and our guide

Our first impression was stunned amazement! Then we had questions:

- • How could they possibly build it? Who knows — engineering genius!

- Did it get hot with all the people crammed inside? Nope! The thatching provided insulation from the sun's heat, and openings all around the base coupled with the center fire served as air conditioning, pulling cooler ground air in and up with the draft — again, engineering genius!
- How did they get in and out? Through tiny doors! Really! They were forced to bow down as they entered the ceremonial house because the doors did not allow them to walk in upright — genius? Or pride?

### The relationship between Apalachee and Spanish

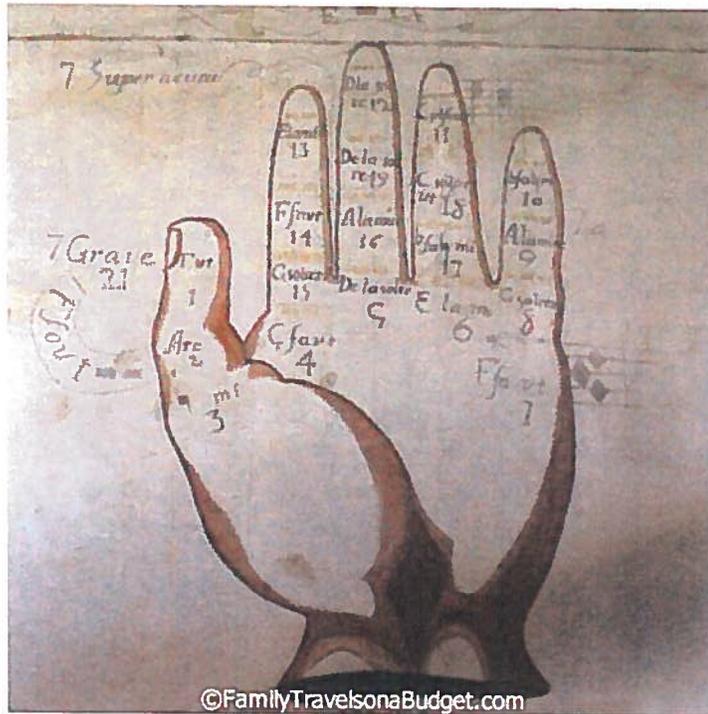


Our guide acting out his role as head of a Spanish home.

As our tour continued, we explored reconstructions of the Spanish homes and learned the “politics” of the place. While the houses were small, furnishings and other items brought in from Spain set the wealthy apart from the poor. The richer Spanish women tended to rule the region. Our guide told us stories of cows trampling crops and other such foolishness that led to community spats — we haven’t learned much in 400 years. He explained how the community was laid out, what the Apalachee did for entertainment and work, as well as how the Spanish lived side by side. We saw the blacksmith’s shop and the Franciscan Church. The friar lived at the church. He was the spiritual leader, the town “doctor” and even the music teacher. He was responsible for teaching the natives Christian ways and his role was revered in the community.

The reconstructed Franciscan Church sits on the same site as the original. More than 900 mission residents are buried beneath the church, so rebuilding it was a challenge. The rebuilt church does not have the same bright colors that were probably painted on the original walls, but it is quite similar to the original structure.

In one room, a Guidonian Hand was painted on the wall. You don’t know what a Guidonian Hand is? Shocker!



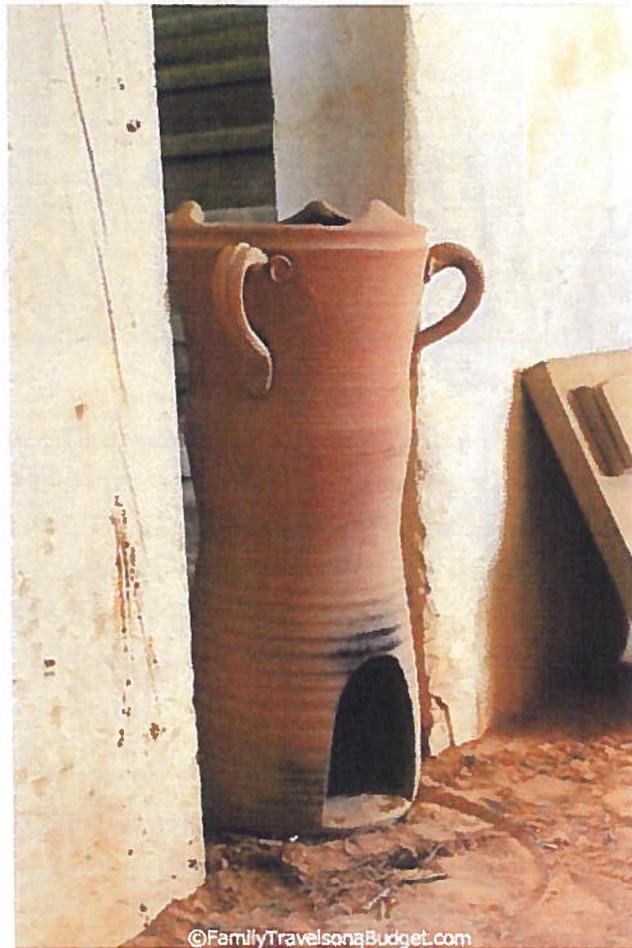
Okay, neither did I... but as it turns out, my son is a music major studying music history this semester, and he was quite happy to share his knowledge. The Guidonian hand was used to help singers learn sight-singing and was developed by Guido of Arezzo, a medieval music theorist. Using the joints of the hand, music teachers could instruct students in musical terms. Each point of the hand represented a specific note.... and you wonder why music is written on a staff of five lines and four spaces! AH HA! (If you want to learn more about Guido, please ask.... I'll have my son answer, because this is all that I know!)

Anyway, the Franciscan priest used the Guidonian hand to teach his young students the music of the church. They could harmonize based on the hand points he used.... make sense?

**The Castillo de San Luis**



Of course, what good is a Spanish outpost without a fort? Mission San Luis does not disappoint here either. On display, guests will see a number of weapons, maps (take a good look! There's a reason they have sea monsters on them), the long table where soldiers ate, and tall pots centered between sections of wall. Most everything is self-explanatory, but the pots — they seemed so strange. We discovered that the soldiers would build fires in the pots on cold nights to heat the walls. The walls were made of conductive clay and heat would radiate from the fire pots throughout the building. They didn't get cold!



### **Tips for visiting Mission San Luis**

This attraction gets high ratings on TripAdvisor for good reason. When visiting, come with an expectancy to learn something new about history. Take time to watch the film — it's well done and explains what you'll see outdoors. Also be sure to explore the museum — which houses a large number of artifacts found at the site and explains how the history of this Mission was rediscovered. It's quite fascinating — and challenges our perception of history.

**Admission**

*The museum is open Tuesday-Sunday, 10:00 a.m. to 4:00 p.m. Closed major holidays.*

*Adult admission is \$5.00*

*Children 2-17 are \$2.00*

**Address**

*2100 West Tennessee Street*

*Tallahassee, Florida USA*

**Other information**

*The park has picnic tables on site and pets are welcome on leashes.*

*Walkways are easy for strollers and wheelchairs.*

*You might see a wedding or two if you go on a Saturday!*

We enjoyed our visit and learned a lot! Thanks again, to the people of Mission San Luis and VisitTallahassee for sponsoring our visit. Go to [VisitTallahassee.com](http://VisitTallahassee.com) to plan your Tallahassee getaway: events, lodging, dining and more!

# Tallahassee • com

Visit Tallahassee kicks off new marketing push for 2015



A banner year for tourism in Leon County has a sequel in the works, with big local events and promotions planned for 2015.

Details of the marketing push were announced Thursday night at the sixth annual Tourism Marketing Rollout, an event held at Miller's Ale House on Apalachee Parkway. Visit Tallahassee officials covered the highlights from the past fiscal year, which ended Sept. 30, and gave the outlook for the next 12 months.

"We are coming off a record year," said Lee Daniel, director of the Leon County Division of Tourism Development, of the nearly \$914 million in direct tourism spending in Leon County. "If you use even a conservative multiplier of 1.4, it's a billion-dollar industry for Tallahassee and Leon County."

There were 2.7 million visitors to the area. Averaged over 365 days, Daniel said that works out to 7,397 visitors and \$2.5 million in direct spending per day. More than 11,000 jobs in Leon County are tourism related.

Visit Tallahassee reported that the local market has had 17 consecutive months of increased hotel occupancy. Bed tax collections, which fund tourism marketing, are up 4.3 percent from a year ago, and hotel revenues are up 6.8 percent. Another

measurement, the hotels' revenue per available room, climbed 9.4 percent.

Daniel said the top draw continues to be the Big Bend's outdoor environment, including 600 miles of trails and the various parks. Historic and heritage venues come in second, with visual and performing arts third.

Fueling some of the promotional effort was Visit Tallahassee's effort to encourage visitors to post their own trip pictures and videos using #IHeartTally. There have been 6,100 submittals so far, plenty to produce a TV commercial highlighting the area's attributes as seen through the eyes of fans.

"Who better to tell our story but people who are passionate about the destination?" Daniel said, noting that Visit Tallahassee's Facebook likes rose 23 percent in the past year to near 39,000 and it now has 5,000 followers on Twitter.

For 2015, the theme is "Naturally Entertaining," which includes plans for more events locally. Among them are the Pink Floyd Light & Sound Show on March 3, the Southern Shakespeare Festival, and the inaugural Word of South Festival that is April 10-12 at Cascades Park.

Word of South will have four performance stages, 36 different events and 100 writers, singers and musicians planning to perform, said Mark Mustian, who is helping organize the event. "We have gotten a great response," he said. "The artists and musicians we have contacted have said, 'Hey, cool.'"

## THE PANHANDLE TRAVEL GUIDE

[OVERVIEW](#)

[TOP EXPERIENCES](#)

[TOP PLACES](#)

[THINGS TO DO](#)

[RESTAURANTS](#)



### TALLAHASSEE

Tallahassee is Florida with a Southern accent. It maintains a tranquility quite different from the sun-and-surf coastal towns. The only Southern capital spared in the Civil War, Tallahassee has preserved its history. Vestiges of the city's colorful past are found throughout. For example, in the capitol complex, the turn-of-the-20th-century Old Capitol building is strikingly paired with the New Capitol skyscraper. The canopies of ancient oaks and spring bowers of azaleas line many streets; among the best "canopy roads" are St. Augustine, Miccosukee, Meridian, Old Bainbridge, and Centerville, all dotted with country stores and antebellum plantation houses. Between March and April, flowers bloom, the legislature is in session, and the Springtime Tallahassee festival is in full swing.

[READ LESS](#) ^



## Tourism Season Begins in Tallahassee



Naturally Entertaining.

That's how one group describes the Capital City.

Dozens of people swarmed Miller's Ale House as part of Visit Tallahassee's official kickoff for the 2015 campaign.

It was a way to celebrate everything about the town. People dressed up as characters and music and food were provided. In the last four years the area has set a record of tourism and the group says it hopes to break that record for a fifth consecutive year.

"I think some of the new media opportunities have really enabled us to be much more focused and zero in on particular niche markets," said director Lee Daniel.

You can describe your favorite place to visit on social media using the hashtag #iHeartTally

# VISIT TALLAHASSEE PUBLIC RELATIONS ACTIVITY REPORT



## December 2014

Below is a snapshot of public relations efforts for Visit Tallahassee, either initiated or completed December 1 - 23, 2014. These are top line items and do not encompass the various efforts executed on a day-to-day basis.

Total Hours: 160

### Media Relations

Garnered coverage on Fodors.com, resulting in a one-page article that covers Tallahassee festivals, canopy roads and the capitol as part of their 2015 travel guide.

Pitching for individual stays for 2015. Target publications include: *Boca Raton, Orlando, Palm Beach, Outside, Boca Life and Savannah.*

Secured trip giveaway prize with THE PRICE IS RIGHT national game show that will highlight an outdoors and nature-themed getaway.

Negotiating promotional partnership with CBS Sports Radio to support 2015 Fall Frenzy campaign.

### News Release

Name	Concept	Status
Critically Acclaimed Chicago Band Extends 20 <sup>th</sup> Anniversary Tour Including a Stop at Tallahassee's Capital City Amphitheater at Cascades Park	Introduces the Wilco concert as a "must see" Grammy Award winning band.	Distributed to Southeast FL, GA, AL, VA, WV. NC, SC, TN, KY, LA, AR metros & newspapers. Pitching to Southeast radio stations after the first of the year.

### Client and Industry Relations

Provided agendas and executed status calls/meetings with Client.

Conducted daily media monitoring of the Leon County Division of Tourism Development/Visit Tallahassee and general news affecting the area.

Screened marketing opportunities for maximum value and return on investment.

## **Publicity Monitoring**

Tracked print, online and broadcast publicity daily through clip service, Google news alerts and various other methods.

**###**



# Overview

	November	December	% Change
<b>Facebook Likes</b>	42,193	42,220	0.06%
PTAT	8,754	1,054	-87.96%
<b>Twitter Followers</b>	5,675	5,736	1.07%
Retweets (% of Total)	86 (42%)	50 (33%)	-41.90%
<b>Instagram Followers</b>	1,072	1,124	4.85%
Likes	1,034	547	-47.10%
<b>Pinterest Followers</b>	143	147	2.80%
Repins and Likes	0	1	100.00%

Above are key metrics for each of the platforms for Visit Tallahassee.

- Month over month, the VT fanbase has continued to grow Facebook, Twitter, Pinterest, and Instagram, especially considering activity being tracked is all organic.
- Total engagement returned to average performance across all platforms, except Pinterest. That is largely due to the success of the Holiday Haul campaign.

# Facebook Performance

- December performance was on par with previous months that were not supported with paid media. Content was not supported in December with paid media. The team attributes this to higher performance in November due to paid media support.

	November	December	% Change
Page Likes	42,193	42,220	0.06%
Total Reach	370,300	28,906	-92.19%
Post Engagements	6,017	1,064	-82.32%
Engagement Rate	1.6%	3.7%	126.53%
#HeartTally Mentions	202	91	-54.95%

## Audience Growth



## Daily Reach



# Facebook Performance

- Top posts from Facebook were those featuring new content like #TallyTrivia, Florida State football activities, and user generated content. The success of these posts reveal the varied interests of the Visit Tallahassee fanbase, from nature lovers to sports fans.

**Visit Tallahassee**  
December 12 at 10:25am

**Dad you know:** Tallahassee was the site of America's first Christmas in 1539.  
You can find more about the celebration here: <http://bit.ly/1KkuuZA>. Share your own #TallyTrivia with us below! #HeartTally



Reach: 17,200  
Engagement: 527  
Clicks: 595

**Visit Tallahassee**  
December 5 at 8:00pm

Looking to extend the nation's longest winning streak, Florida State Seminoles Football is in Charlotte for the ACC Football Championship against Georgia Tech Football! Share your Seminole pride with us this weekend using #HeartTally. #Gonolias



Reach: 1,841  
Engagement: 119  
Clicks: 25

**Visit Tallahassee**  
December 13 at 11:00am

Yes, Florida has fall color and you can find it in Tallahassee! Just ask Instagram user @theastwordsu. #HeartTally



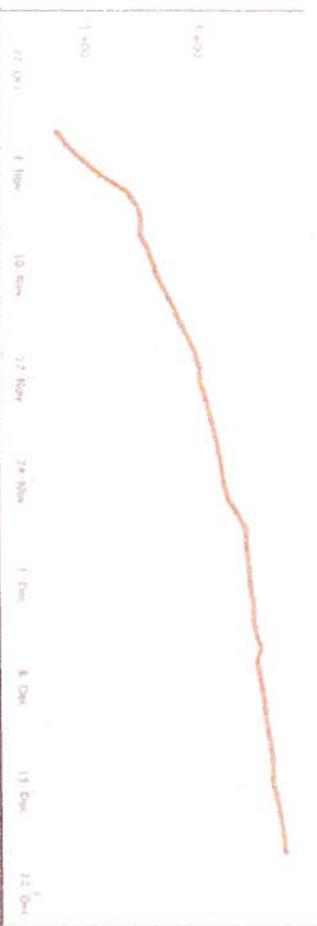
Reach: 1,362  
Engagement: 105  
Clicks: 16

# Twitter Performance

- Twitter performance was on par with average performance seen in previous months.
- #IHearTally mentions occurred at a more frequent rate, and have already generated 2 million impressions in comparison to November's 2.5 million. This is positive performance given that content in November was supported with paid media.

	November	December	% Change
Followers	5,675	5,736	1.07%
Total Impressions	63,635	19,628	-69.16%
Post Engagements	1,702	528	-68.98%
Engagement Rate	2.7%	2.7%	0.58%
#IHearTally Mentions	1,004	676	-32.67%

## Audience Growth



## Daily Impressions



# Twitter Performance

- Visit Tallahassee's top posts from Twitter included new content like #Tally trivia, celebrating the FSU Women's Soccer championship win, and an announcement for the annual Elf Night. The success of these posts reveal that users are activated around around the destination's unique, key attributes and events.

#1 Best Tally Visit Tallahassee

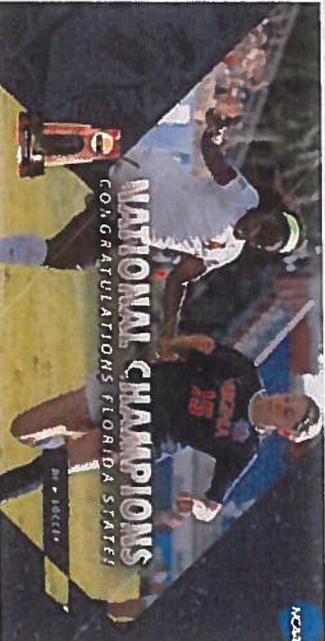
Did you know: Tallahassee was the site of America's first Christmas in 1539! What's your favorite #TallyTrivia fact? #HeartTally

10:24 AM · 10 Dec 2014

13 RETWEETS 5 FAVORITES

Impressions: 1,363  
Engagements: 29

#1 Best Tally Visit Tallahassee



The @FSU\_Soccer team won the @NCAA national championship over the @UVAWSoccer team! #HeartTally

5:51 PM · 7 Dec 2014

9 RETWEETS 6 FAVORITES

Impressions: 1,507  
Engagements: 43

#1 Best Tally Visit Tallahassee

Stroll through Dorothy B. Owen Park and sip on hot cider & cookies at the 15th annual Elf Night, 12/18! bit.ly/voo0X7J #HeartTally

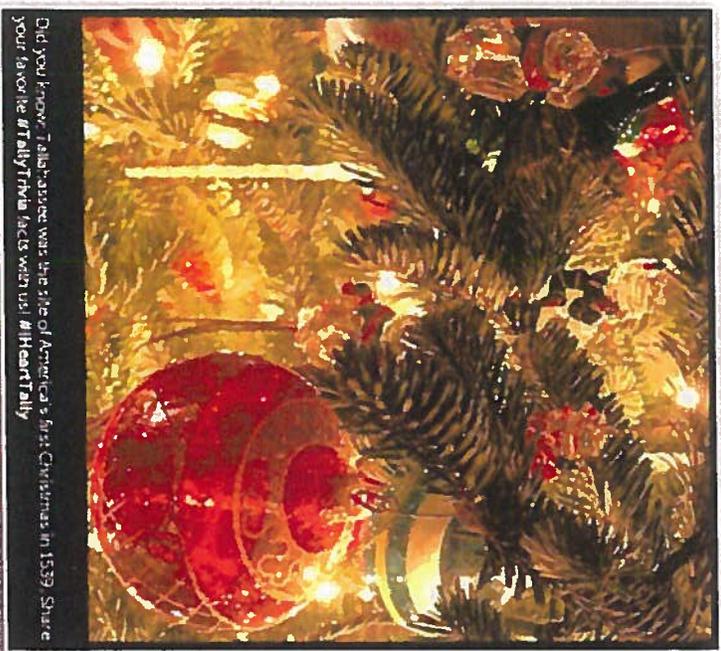
5:32 PM · 5 Dec 2014

2 RETWEETS 3 FAVORITES

Impressions: 1,073  
Engagements: 15

# Instagram Performance

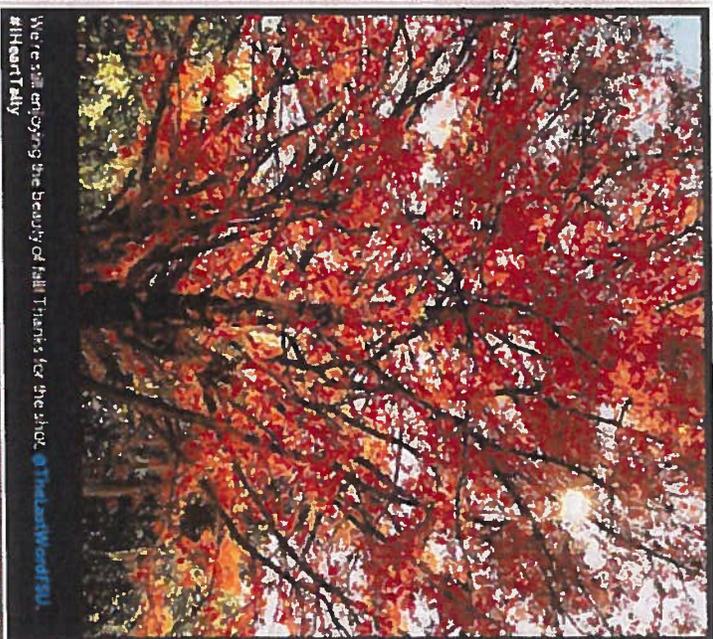
- Instagram posts from December revealed high engagement. Users were activated around content featuring nature and new content like the #TallyTrivia post.
- #HeartTally has seen 348 mentions in December, which is 8.5% fewer mentions than the 505 mentions in November, but a higher rate of mentions considering the shorter time period in December. December averages 18 mentions a day, to November's 16 mentions a day. The team attributes this to higher engagement driven from paid media support on Facebook and Twitter in November.



Did you know TallyTally was the title of America's first Christmas in 1539. Share your favorite #TallyTrivia facts with us! #HeartTally

Likes: 49

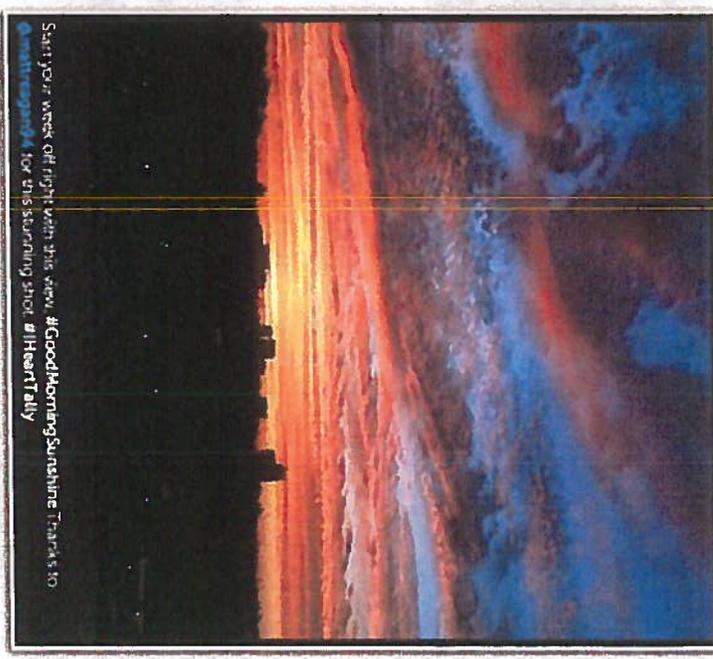
Comments: 0



We're still enjoying the beauty of Fall! Thanks for the shot! 🍁 #TallyTally #TallyTally

Likes: 49

Comments: 1



Start your week off right with this view! #GoodMorningSunshine Thanks to @westinghouse4 for this stunning shot! #HeartTally

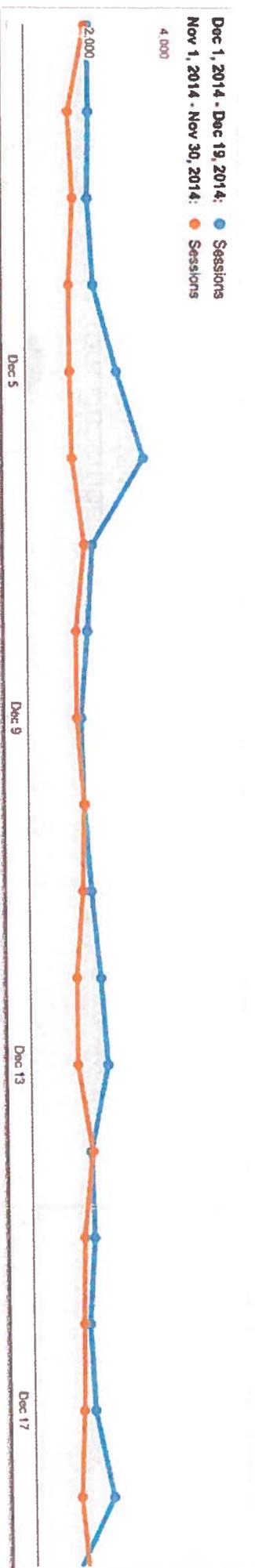
Likes: 51

Comments: 2

# Website Referrals

- Below are traffic metrics on Visit Tallahassee's website, as directed via Facebook.
- Considering the shorter period, Visit Tallahassee saw positive performance in terms of overall sessions, new sessions, and pages per session, showing more new visits to the site. Lower performance took place in terms of session duration and bounce rate, indicating that visits to the site were very brief.
- A peak in site visits occurred on December 6, with a post for the Tallahassee Symphony Orchestra.

SESSIONS	% NEW SESSIONS		PAGES/SESSION		AVG. SESSION DURATION (MIN)		BOUNCE RATE		
	NOV	DEC	NOV	DEC	NOV	DEC	NOV	DEC	
310	280	67.1%	81.8%	1.56	1.42	0:47	0:36	78.1%	82.5%



# Takeaways

- Visit Tallahassee's Facebook fanbase has experienced some growth, but overall engagement decreased month-over-month.
  - This relative decline can be attributed to November's high performance with paid media, as compared to December's purely organic performance. Also potentially attributable are some changes with Facebook policies that are beginning to impact organic engagement between brands and individual users.
- Visit Tallahassee has seen more growth on Twitter in terms of followers, but returned to average performance in terms of engagements and overall impressions.
  - The delayed growth on this platform can be attributed to paid content not being served in December, bringing performance metrics down to average levels for the time period. Content around sports and local attractions generated the highest numbers of organic engagement.
- Moving Forward, Visit Tallahassee should expect excellent performance and increased engagement, especially if serving paid media content, or if highlighting key Tallahassee qualities.
  - Posts with specific calls to action and those implementing professional images, accounted for the highest performances, both tools which will be continually utilized moving forward.
- The Visit Tallahassee website saw more success in terms of visitation and new sessions.
  - Visits to the site were not as long as in previous months, potentially due to the fact that content drove users to event-specific websites more often than to the Visit Tallahassee site.
- #IHeartTally mentions generated relatively high counts on all applicable platforms this month. These continued levels of mentions indicate successful user activation around the hashtag as fans and visitors attended popular events and frequented local businesses and venues.
  - Moving forward, we will continue to use popular local events to promote #IHeartTally, sharing professional, partner, and user generated images in order to further drive engagements.



# Overview

	October	November	% Change
Facebook Likes	40,314	42,193	4.66%
PTAT	10,918	8,754	-19.82%
Twitter Followers	5,339	5,675	6.29%
Retweets (% of Total)	176 (26.8%)	86 (42%)	-51.10%
Instagram Followers	926	1,072	15.77%
Likes	991	1,034	4.34%
Pinterest Followers	53	143	169.81%
Repins and Likes	1	0	-100.00%

Above are key metrics for each of the platforms for Visit Tallahassee.

Month over month, followership has grown by a significantly high interval on Facebook, Twitter, Pinterest, and Instagram.

# Facebook Performance

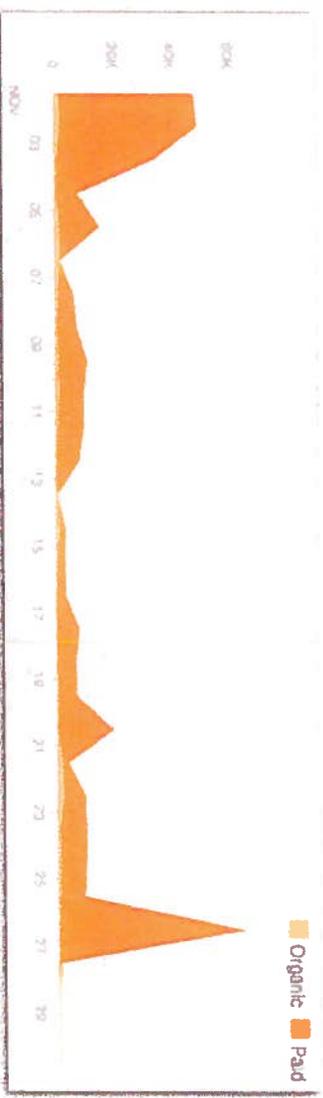
- Facebook performance did see higher fanbase growth than in October, however overall engagement was lower. This is on par with the higher media spend in October resulting in higher engagement.

	October	November	% Change
Page Likes	40,314	42,193	4.66%
Total Reach	488,944	370,300	-24.27%
Post Engagements	10,955	6,017	-45.08%
Engagement Rate	2.2%	1.6%	-27.48%
#HeartTally Mentions	211	202	-4.27%

Audience Growth



Daily Reach



# Facebook Performance

- Top posts from Facebook were those featuring currently promoted events, such as the Family of Fans' Sweepstakes post and Holiday Haul Pinterest campaign posts. The paid media generated an increase of engagement and reach.
- Engagement and reach during the Holiday Haul Pinterest campaign was significantly higher than the established Family of Fans post.

**Visit Tallahassee**  
November 13 at 8:05am · Enter

Get your home ready for the holidays with fun, festive decorations! Visit our Holiday Haul board on Pinterest for great holiday craft ideas, pin some of your own using #HolidayHaul and #HeartTally, and enter our sweepstakes for a chance to win a \$500 Visa gift card, 2-night hotel stay at Four Points by Sheraton, Tallahassee Downtown, and 3 hour limo service!

Full details here: <http://a.pgfb.me/m/mkqR#HeartTally>

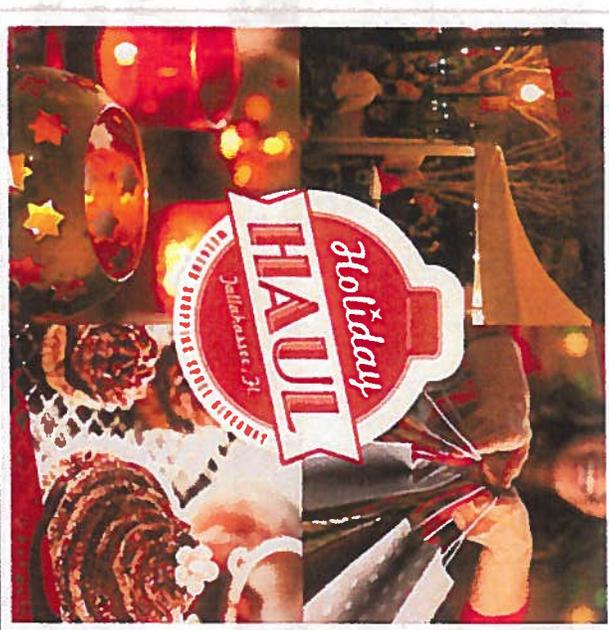


Reach: 73,952  
Engagement: 2,752  
Clicks: 505

**Visit Tallahassee**  
November 7 at 9:50pm

It's the Happiest Time of the Year! Our #HolidayHaul Sweepstakes starts today on Pinterest and you could win a \$500 Visa gift card, 2-night hotel stay at Four Points by Sheraton, Tallahassee Downtown, and 3 hour limo service to enjoy shopping on us! To enter, follow the steps below.

Step 1) Create a Holiday Haul Tallahassee Pinterest Board  
Step 2) Pin your favorite holiday pins using both #HolidayHaul and #HeartTally... See More

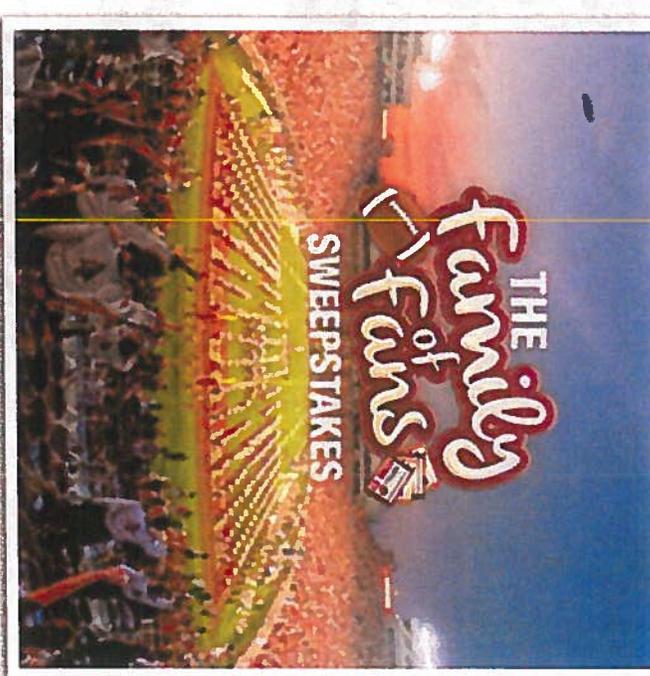


Reach: 29,776  
Engagement: 1,070  
Clicks: 278

the / **zimmerman** / agency

**Visit Tallahassee**  
November 1

Three Families Will Win. One of Them Could Be Yours for the Florida State Seminoles Football vs. Boston College Athletics game. Enter by November 5 to win tickets and prize packages on: <http://a.pgfb.me/ZdsR0v>. #HeartTally



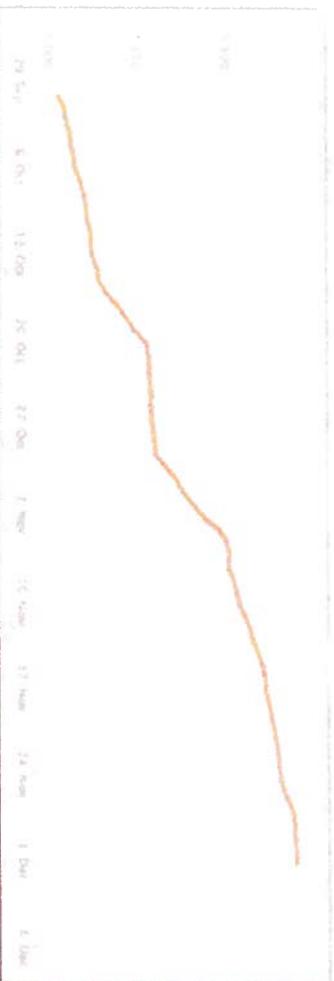
Reach: 8,332  
Engagement: 251  
Clicks: 176

# Twitter Performance

- Twitter's fanbase growth is consistent with October's. Overall engagement was lower this month. This is on par with the higher media spend in October resulting in higher engagement.

	October	November	% Change
Followers	5,339	5,675	6.29%
Total Impressions	87,687	63,635	-27.43%
Post Engagements	2,322	1,702	-26.70%
Engagement Rate	2.6%	2.7%	1.00%
#HeartTally Mentions	2,042	1,004	-50.83%

## Audience Growth



## Daily Impressions



# Twitter Performance

- Top posts from Twitter reveal users were successfully activated and engaged around the Family of Fans' Sweepstakes and Holiday Haul Pinterest campaign. Engagement on these posts was high in both organic and promoted reach.
- Engagement during the The Holiday Haul Pinterest campaign was on par with the established Family of Fans campaign.



 Visit Tallahassee  
 @Visit\_Tally  
 Follow

Visit our #HolidayHaul @Pinterest board for festive decor & to enter our sweeps! [bit.ly/10Aqo7I](http://bit.ly/10Aqo7I) #IHearTally  
 6:20 PM - 13 Nov 2014

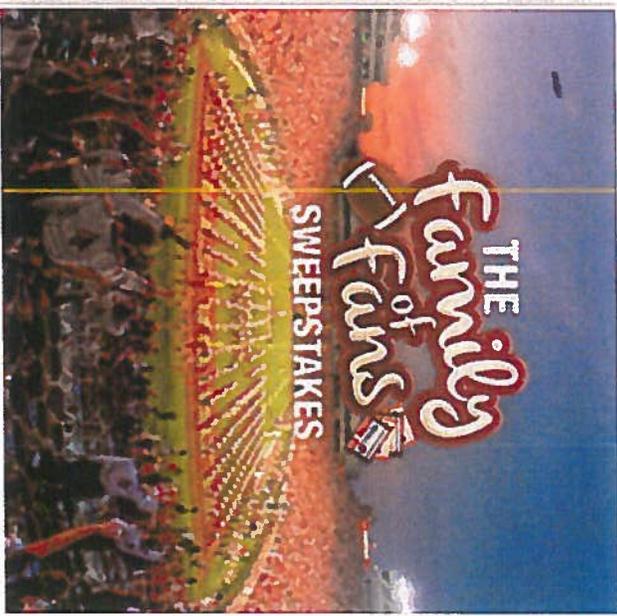
Impressions: 26,166  
 Favorites: 1  
 Retweets: 1  
 Replies: 1  
 Clicks: 84



 Visit Tallahassee  
 @Visit\_Tally  
 Follow

One more day left to enter the #HolidayHaul Sweeps for a chance to win BIG! [bit.ly/10Aqo7I](http://bit.ly/10Aqo7I) #IHearTally  
 12:29 PM - 25 Nov 2014

Impressions: 24,468  
 Favorites: 3  
 Retweets: 3  
 Clicks: 136



 Visit Tallahassee  
 @Visit\_Tally  
 Follow

Deadline! Enter to win tix & prizes for @FSU\_Football vs. @BostonCollege, by 11/5 [bit.ly/1vLd4rB](http://bit.ly/1vLd4rB) #IHearTally  
 11:00 AM - 1 Nov 2014

Impressions: 28,352  
 Favorites: 11  
 Replies: 2  
 Retweets: 4  
 Clicks: 387

the / **zimmerman** / agency

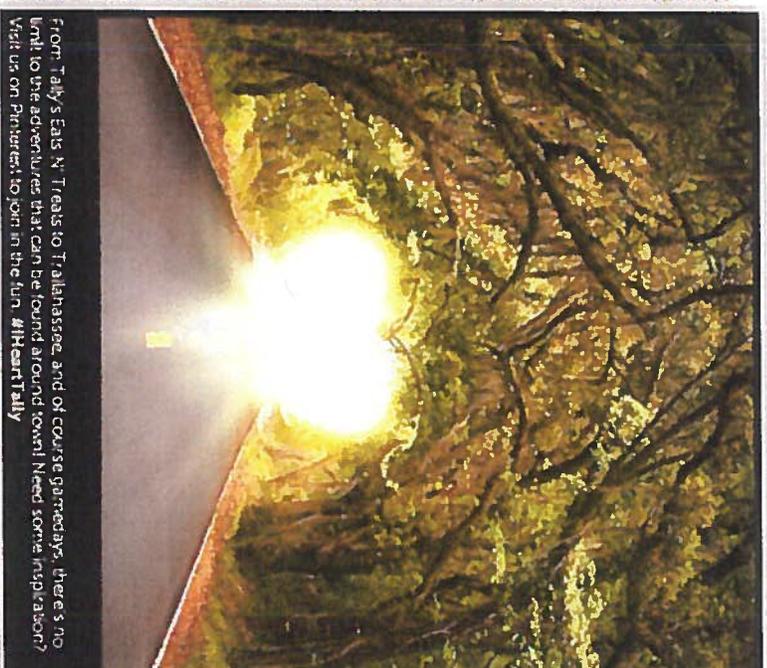
# Instagram Performance

- Instagram posts from November revealed high engagement around key Tallahassee attributes, college football, and community support during the FSU tragedy.



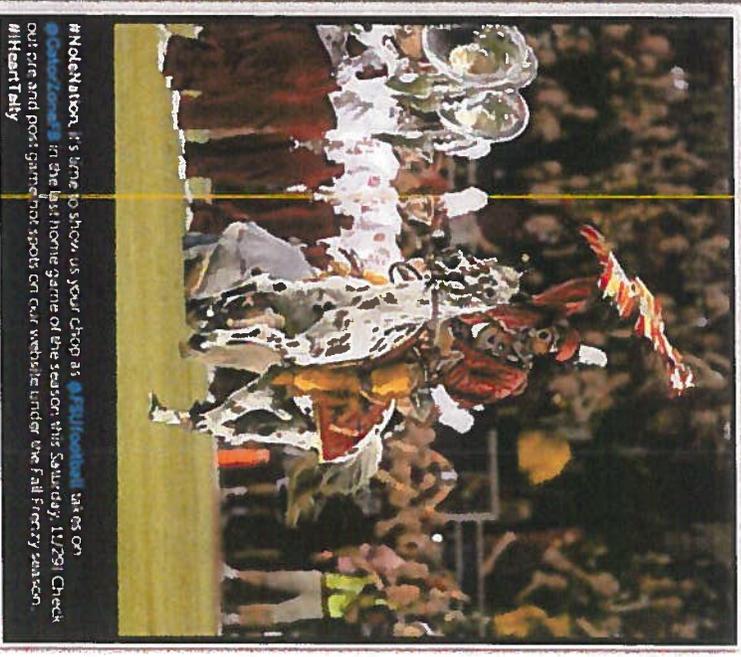
Our hearts go out to those affected by the [#Hondakatahasky](#) tragedy. [#WeAreFSU](#)

Likes: 103  
Comments: 0



From Tally's Eats N' Treats to Tallahassee, and of course gardens, there's no limit to the adventures that can be found around town! Need some inspiration? Visit us on Pinterest to join in the fun. [#HeartTally](#)

Likes: 87  
Comments: 3



[#NoNation](#), it's time to show us your Chop as [@FSUfootball](#) take on [@OleMiss](#) in the last home game of the season this Saturday, 11/29! Check out pre and post game hot spots on our website under the Fall Frenzy season. [#HeartTally](#)

Likes: 70  
Comments: 0

# Paid Media

■ In November, paid media content for Visit Tallahassee featured the Holiday Haul Pinterest campaign and Family of Fans post. Below are the results and key metrics of those campaigns as it ran this month.

## Facebook

- Active Posts: 14
- Reach: 210,061
- Engagements: 7,497
- New Page Likes: 1,706
- Total Spent: \$3,852.88
- Cost/Engagement: \$0.51

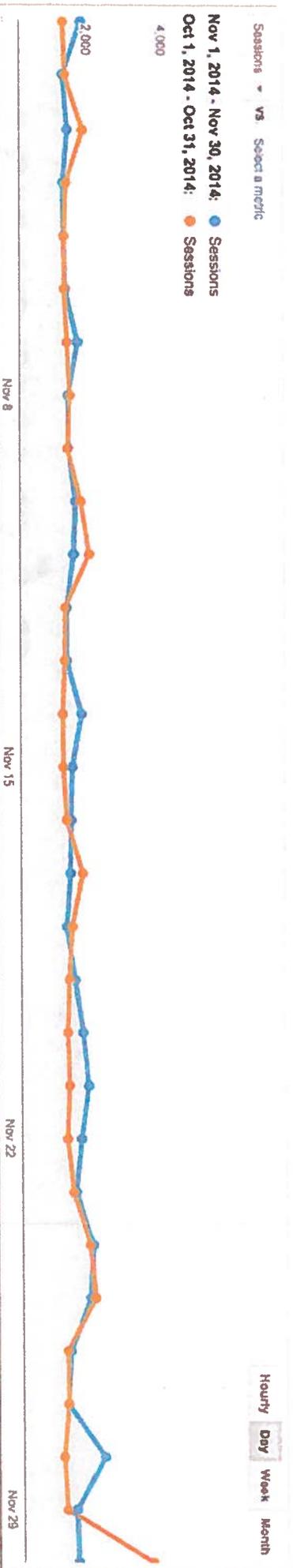
## Twitter

- Active Posts: 14
- Impressions: 261,888
- Engagements: 1,407
- Total Spent: \$1,247.54
- Cost/Engagement: \$0.89

# Website Referrals

- Below are traffic metrics on Visit Tallahassee's website, as directed via Facebook.
  - Visit Tallahassee's percentage of new sessions increased. Overall sessions, pages/session, session duration, and bounce rate was lower, indicating that visits were less frequent and occurred for a shorter period of time.
  - A peak in site visits occurred on November 28 which was near the end of the Holiday Haul campaign.

SESSIONS	% NEW SESSIONS		PAGES/SESSION		AVG. SESSION DURATION (MIN)		BOUNCE RATE		
	OCT	NOV	OCT	NOV	OCT	NOV	OCT	NOV	
337	310	64.4%	67.1%	2.15	1.56	1:59	0:47	73.0%	78.1%



# Takeaways

- Visit Tallahassee's Facebook fanbase experienced higher growth, but overall engagement decreased month-over-month.
  - This relative decline can be attributed to October's higher media budget and support. November performance is on par with previous months. Additionally, Facebook policies were updated and are beginning to impact organic engagement and paid content.
- Visit Tallahassee's fanbase growth on Twitter increased in terms of followers, but generated lower engagements and overall impressions.
  - This can be attributed to October's higher media budget and support. Content around events, such as football, still generated high numbers of organic engagement.
- Moving Forward, Visit Tallahassee should expect excellent performance and increased engagement, especially when serving paid media content and featuring key attributes.
  - Posts that include specific call to actions posts and professional images, accounted for the highest engagement interaction.
- The Visit Tallahassee website saw success in terms of more new sessions this month.
  - Visits to the site were not as long or as varied as in the previous month, potentially due to the fact that content drove users to event-specific websites more often than to the Visit Tallahassee site.
- High activation continues around the #IHeartTally campaign.
  - Lower mentions this month can be attributed to a higher media spend and support in October.
  - Moving forward, we will continue to tag content about key attributes, dining, and memorable experiences with #IHeartTally to further drive engagements.



**VISIT TALLAHASSEE DECEMBER 2014 ADVERTISING  
ACTIVITY REPORT  
December 22, 2014**

**PROJECTS COMPLETED**

Capital Cuisine Restaurant Week Rackcards  
Delivered 12/17

Business Card Reprints  
Delivered 12/16

Trails.VisitFlorida.com Banners  
Delivered 12/22

Southern Living Feb Bonus Ad  
Delivered 12/10

FSU/IMG Extension :15 Radio Read  
Delivered 12/23

FSU/IMG Extension :30 Radio Spot  
Delivered 12/23

**PROJECTS UNDERWAY**

Van Wrap Redesign  
Anticipated delivery 1/9

#IHeartTally Handouts  
Anticipated delivery 1/9

Website Maintenance Spring on Stage  
Anticipated delivery 1/9

### **UPCOMING MEDIA PLACEMENTS**

Visit Florida Magazine-January 2014-December 2015  
Trails.VisitFlorida.com-January –September 2015  
Seminoles Football Extension Package (Radio)-January 2015  
TripAdvisor.com- October-September 2015  
Huddled Masses February – April 2015  
FAMUAthletics.com November-June 2015  
Southern Living Magazine February 2015  
Tallahassee Magazine Jan-Feb 2015  
Search Engine Activation Program-Google, Yahoo, Bing-October 2014-  
September 2015



## Executive Summary

Due to the report delivery prior to the end of the December, month end data is not fully compatible to November. However compared to year-over-year, both total and unique page views increased (12.2% and 6.68% respectively). Visitors in December were most interested with seasonal events and Tallahassee traditions such as Elf Night and the Christmas parade. Mobile continues to outpace year-over-year performance with an increase of 71% in 2014.

Website Metric	December
Sessions	37,292
Users	29,619
Page Views	82,698
Avg Pages Viewed per Session	2.22
Avg Session Duration	01:32
New Sessions	69.06%
Mobile Sessions	19,087 (51.18%)
Mobile + Tablet Sessions	22,511 (60.36%)

## Behavior Flow

The map below shows the user experience upon landing on the site.





## Top Content

The chart below shows the top pages viewed on the site.

Page	December Page Views	% of Total Page Views
Seasons: Winter Nights Holiday Lights	16,781	20.29%
Homepage	9,009	10.89%
Events	8,649	10.46%
Explore	4,938	5.97%
Dine	2,143	2.59%
Explore: Nightlife	2,123	2.57%
Article: Elf Night @ Dorothy B. Owen Park	2,120	2.56%
Explore: Outdoors and Nature	1,675	2.03%
Explore: Shopping	1,322	1.60%
Explore: History & Heritage	1,148	1.39%

## Keywords

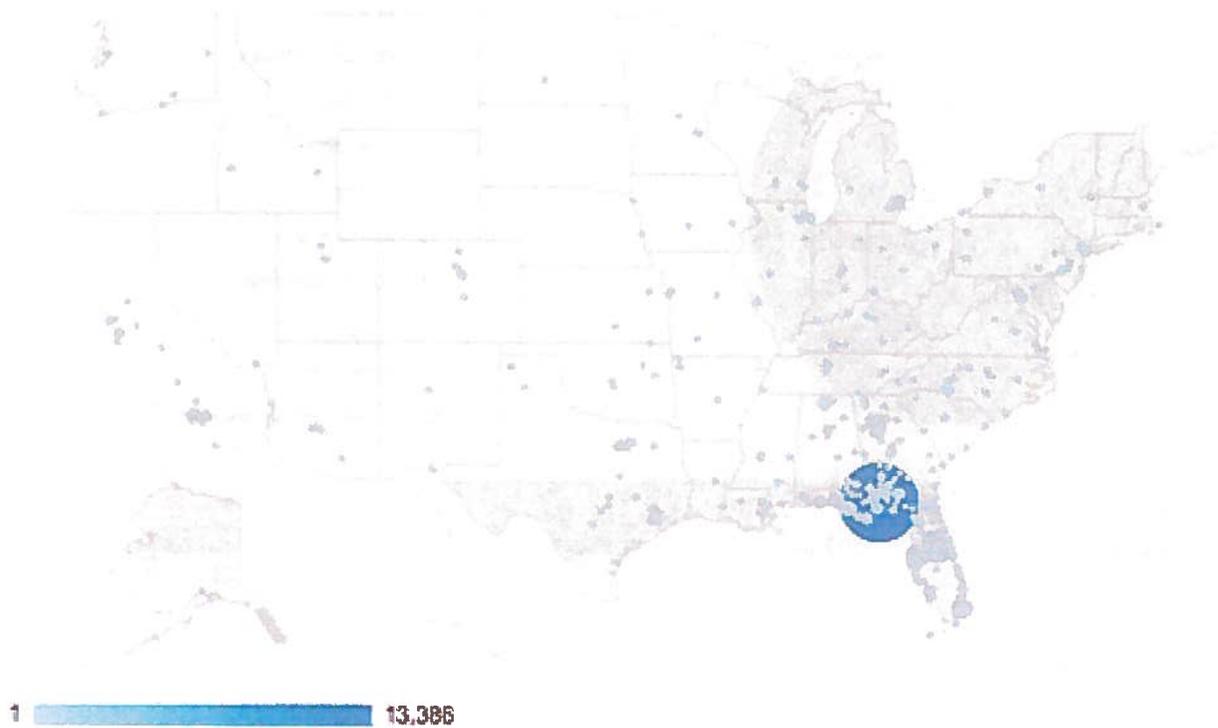
Listed below are the top ten organic keywords used to find the website.

Keywords	Sessions
tallahassee fl	130
tallahassee	130
elf nights tallahassee 2014	107
tallahassee events	95
tallahassee christmas parade	76
things to do in tallahassee	56
tallahassee florida	53
Dorothy b oven park christmas lights	49
tallahassee christmas parade 2014	49



## Geography

The map below shows a concentration of visits by city and state.



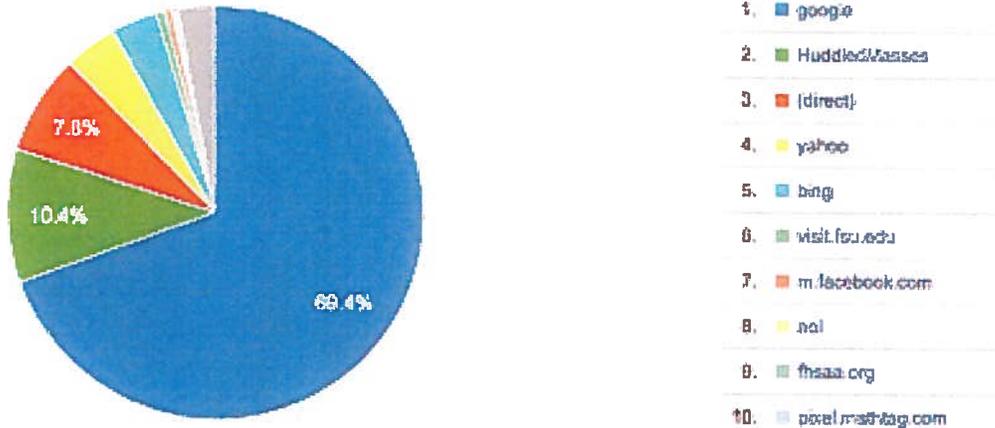
State	Visits
Florida	23,515
Georgia	2,285
Alabama	773
Texas	667
California	534
North Carolina	528
New York	441
Illinois	338
Pennsylvania	262

City	Visits
Tallahassee, FL	13,386
Orlando, FL	2,283
Bay Lake, FL	1,052
Miami, FL	685
Tampa, FL	662
Miami Beach, FL	653
Atlanta, GA	639
Panama City Beach, FL	409
Charlotte, NC	289



## Traffic Sources

This chart shows how many sessions originated from a specific source.



Traffic Source	December Sessions
Google (organic)	22,293
Digital Banners (Huddled Masses)	3,871
Google (CPC)	3,598
Direct Traffic	2,911
Yahoo (organic)	1,591

## Top Referring URLs

The chart below shows the top websites that referred traffic to VisitTallahassee.com.

Referring Site	December Sessions
visit.fsu.edu	249
facebook.com	230
fhsaa.org	63
pixel.mathtag.com (media related)	58
famu.edu	52
fsu.edu	49
bing.com	41
twitter.com	35
50states.com	31

Client: Visit Tallahassee  
Report: Website Activity Report  
Period: December 1 - 21, 2014

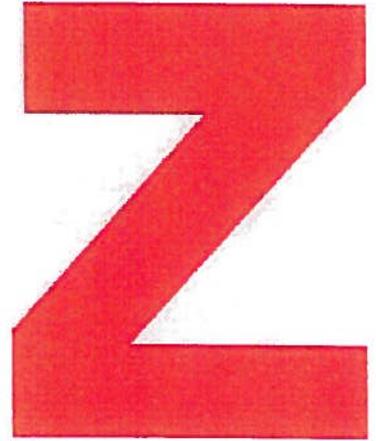


## Search Words

Listed below are the top ten searches on VisitTallahassee.com for all sessions.

Searched Words (All)	Page Views
elf night	4
ice skating	4
north lauderdale	3
christmas	4
christmas parade	2
dorthy b ovan park	2
holiday haul	2
planaterium	2
sports council	2





**VISIT TALLAHASSEE NOVEMBER 2014 ADVERTISING  
ACTIVITY REPORT  
December 10, 2014**

**PROJECTS COMPLETED**

2014-2015 Annual Plan Presentation  
Delivered 11/6

Visit Florida Transportation Map  
Delivered 11/6

Consumer Welcome Email  
Delivered 11/7

Spring Amphitheater Concert Announcement  
Delivered 11/14

Cross Country Video Edits  
Delivered 11/14

Holiday Haul Sweepstakes  
Delivered 11/7

Consumer Email Holiday Haul and Spring Amphitheater Concerts  
Delivered 11/12

Holiday Haul Sweepstakes Banners  
Delivered 11/12

Holiday Banners  
Delivered 11/19

Southern Living Feb Insertion  
Delivered 11/25

Tallahassee Magazine Jan-Feb Insertion  
Delivered 11/25

## **PROJECTS UNDERWAY**

Capital Cuisine Restaurant Week Rackcards  
Anticipated delivery 12/12

Business Card Reprints  
Anticipated delivery 12/12

Van Wrap Redesign  
Anticipated delivery 12/19

#IHeartTally Handouts  
Anticipated delivery 12/19

Trails.VisitFlorida.com Banners  
Anticipated delivery 12/22

## **UPCOMING MEDIA PLACEMENTS**

Visit Florida Magazine-January 2014-December 2015  
Visit Florida Transportation Map-January-December 2014  
Seminoles Fall Football Package (TV, Radio, Pre-Roll Video, Banner Ads, Email Blasts)-October-November 2014  
TripAdvisor.com- October-September 2015  
FAMUAthletics.com November-June 2015  
Mobile Huddled Masses – November-December 2014  
Southern Living Magazine February 2015  
Tallahassee Magazine Jan-Feb 2015  
Search Engine Activation Program-Google, Yahoo, Bing-October 2014-September 2015

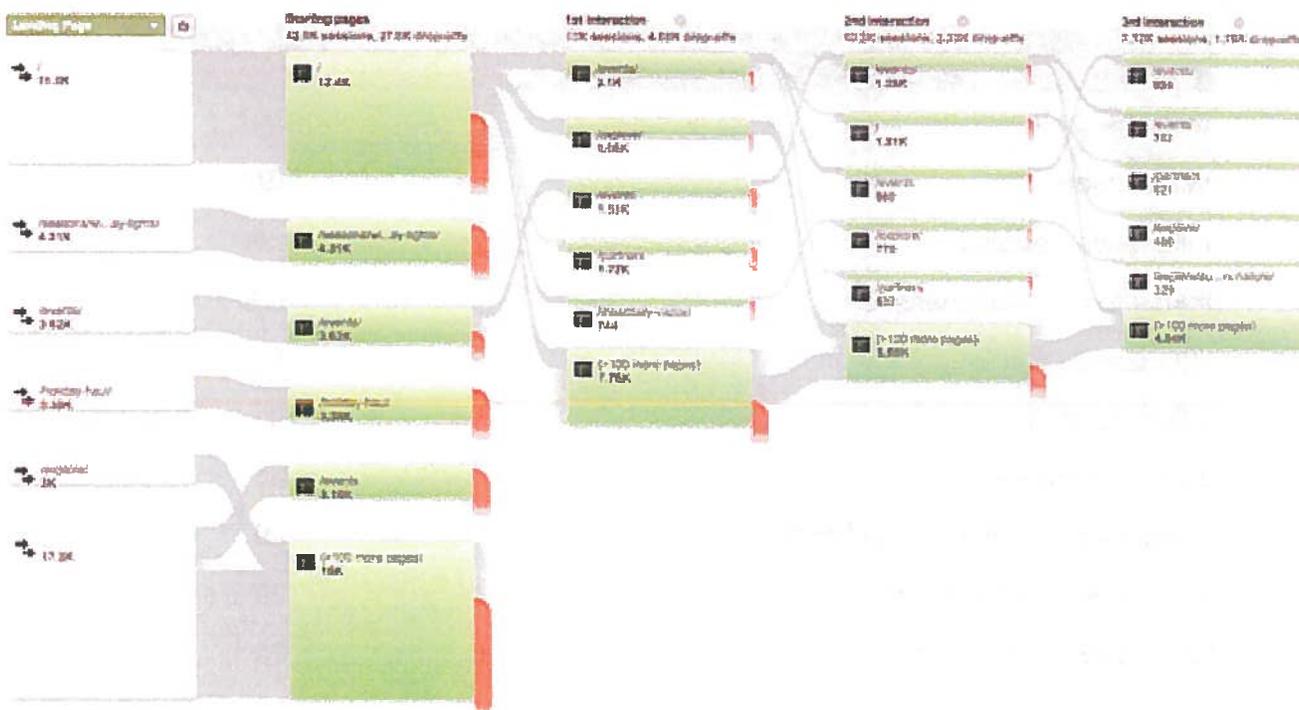


## Executive Summary

In November, sessions, users, and page views increased over 20% year-over-year. Mobile traffic shows consistent growth surpassing desktop traffic with over 46% of all sessions. Holiday-related content received over 9,500 page views with the kick off of the winter campaign. On average, users landing on the Winter Nights, Holiday Lights or Holiday Haul pages spent over three minutes engaging with content. Geographically, visitation from Tallahassee, Orlando, and Miami were the largest contributors this month.

Website Metric	November
Sessions	42,863
Users	34,715
Page Views	112,182
Avg Pages Viewed per Session	2.62
Avg Session Duration	01:47
New Sessions	72.27%
Mobile Sessions	20,042 (46.76%)
Mobile + Tablet Sessions	34,684 (57.59%)

## Behavior Flow





## Top Content

The chart below shows the top pages viewed on the site.

Page	November Page Views	% of Total Page Views
Homepage	14,702	13.11%
Events	12,338	11.00%
Explore	8,332	7.43%
Seasons: Winter Nights Holiday Lights	5,687	5.07%
Holiday Haul	4,071	3.63%
Explore: Nightlife	3,367	3.00%
Explore: Outdoors & Nature	3,116	2.78%
Dine	3,051	2.72%
Explore: Shopping	2,116	1.89%
Explore: History & Heritage	1,995	1.78%

## Keywords

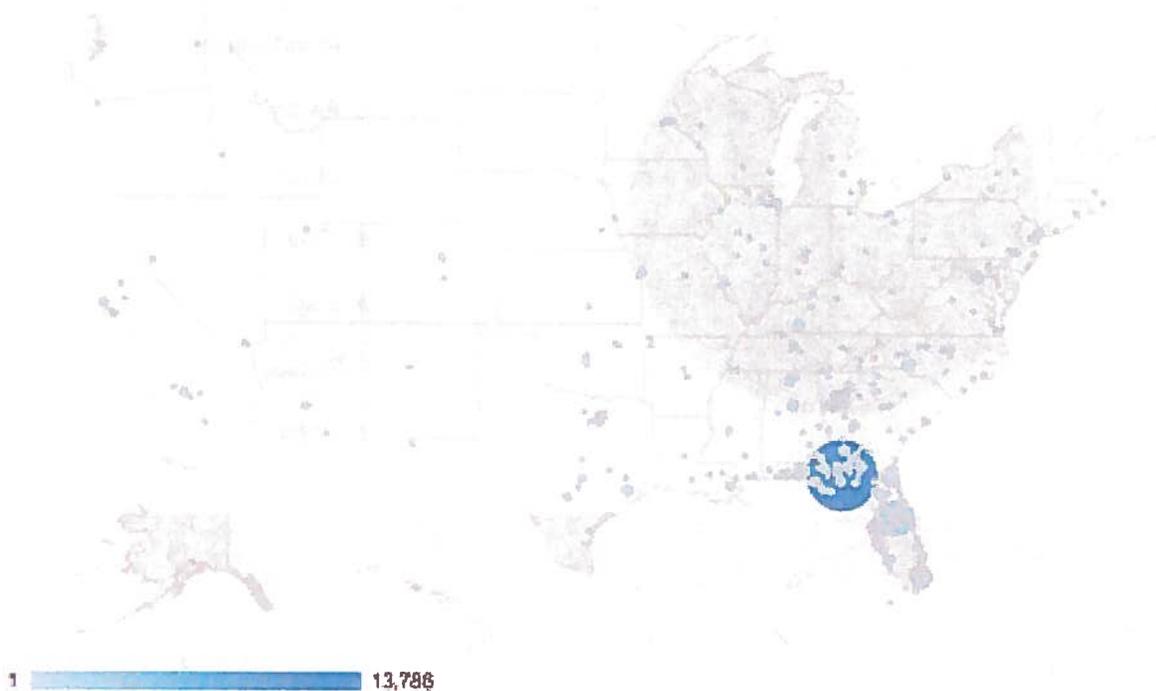
Listed below are the top ten organic keywords used to find the website.

Keywords	Sessions
tallahassee fl	252
tallahassee	192
tallahassee events	121
things to do in tallahassee	118
tallahassee florida	92
tallahassee, fl	91
visit tallahassee	61
things to do in tallahassee florida	29
what to do in tallahassee	28
tallahassee restaurants	26



## Geography

The map below shows a concentration of visits by city and state.



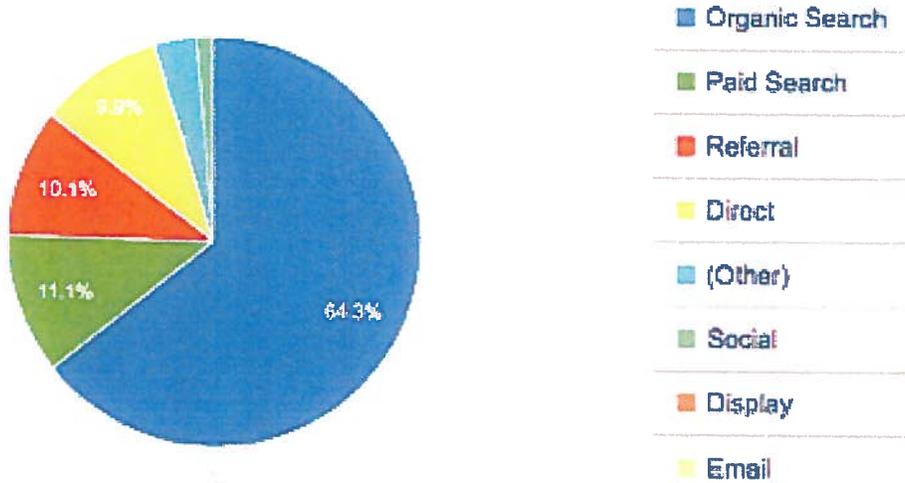
State	Visits
Florida	26,829
Georgia	2,710
Alabama	946
Texas	844
California	659
North Carolina	658
New York	553
Illinois	489
Pennsylvania	392
Tennessee	362

City	Visits
Tallahassee, FL	13,786
Orlando, FL	3,165
Miami, FL	1,294
Tampa, FL	841
Atlanta, GA	751
Jacksonville, FL	424
Miami Beach, FL	423
Sky Lake, FL	375
Charlotte, NC	328
Decatur, AL	287



## Traffic Sources

This chart shows how many sessions originated from a specific source.



Traffic Source	November Sessions
Google (organic)	24,024
Google (CPC)	4,858
Direct Traffic	4,249
Pixel.mathtag.com (referral: media-related)	2,189
Yahoo (organic)	1,845

## Top Referring URLs

The chart below shows the top websites that referred traffic to VisitTallahassee.com.

Referring Site	November Sessions
pixel.mathtag.com (media-related)	2,189
visit.fsu.edu	490
facebook.com	309
twitter.com	191
fhsaa.org	140
seminoles.com	116
famu.edu	69
50states.com	57
pinterest.com	39
search.tb.ask.com	36



## Search Words

Listed below are the top ten searches on VisitTallahassee.com for all sessions and out of market sessions only.

Searched Words (All)	Page Views
Capital Cuisine Restaurant Week	5
mr roboto	5
football games	4
grayhound station	4
holiday haul	4
movie	4
new year	4
all time fun events in tallahassee	3
Calendar	3
Christmas parade	3

Searched Words (Out of Market Only)	Page Views
Capital Cuisine Restaurant Week	5
mr roboto	5
football games	4
grayhound station	4
movie	4
all time fun events in tallahassee	3
Calendar	3
Restaurant	3
today	3
zip line	3

