



BUILDING BRAND CONNECTIONS

**AT HOME**

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**LIFE IS  
STRESSFUL**



ON VACATION

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LIFE IS  
EASY GOING





## A UNIQUE MESSAGING OPPORTUNITY

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Key TV is part of the Destination Network, a visitor information network serving resort and destination city markets.

Key TV and the Destination Network are unique.

No other network reaches the audience we do as effectively as we do.





# A UNIQUE MESSAGING OPPORTUNITY

## Environment

- Uncluttered
- Relevant, connected & positive
- Ad blocker proof
- Stress free & secure

## Audience

- Engaged
- Receptive
- Relaxed
- Open-minded
- Seeking new experiences

# THE DESTINATION NETWORK

We are not traditional TV.

We are a visitor information service provided *on* the TV... in the quiet comfort and safety of hotel and resort rooms.

Our viewers need, and are actively seeking, the information we provide.



# THE DESTINATION NETWORK

We are always there for them, 24/7/365... on their time table.

We are available when they want and we air *only* what they want.

We are a rich flow of uninterrupted storytelling – your message is not a spot that interrupts a show they are trying to watch. Your story is part of the flow.



# THE DESTINATION NETWORK

We are 100% local.

We are 100% positive.

We are beautiful to watch.

We are the authorities on fun!

We keep our audience in a vacation state of mind, therefore...

we accept no political advertising, no screaming furniture liquidators, used car dealers or personal injury attorneys... or... stuff like that.





# Close to the Point of Purchase

Great marketers shift investments to where conversion performance is highest... closest to the time of purchase by consumers.\* In tourism markets, that means targeting visitors in hotels and resorts.

Visitors are excited to be here. They are nearby, they have money, and they are looking for ways to spend it. We are in the room with them... we are as close to the point of purchase as you can get.



# ENVIRONMENT MATTERS

TV is more than buying audiences. Environment matters. *Where the ad lives is just as important as who it reaches, maybe more.*

Advertisers who limit themselves just to audience buying run the risk of placing ads in front of people at a time when they aren't engaging or responding.

\*Jon Steinlauf, president-national ad sales, [Scripps Networks](#) March 22, 2017 Ad Age



# DNET. DIGITAL. DESTINATION NETWORK

## Total Network Digital Views\*

01/01/2015 – 03/31/2024

**31,395,284**

## App Installs

**1,205,596\*\***

Consistently rated 4+ out of 5

Live Stream & VOD

All platforms



\*Station Websites, Facebook, YouTube, Roku, Mobile Apps, OTT Apps, Client Embed Codes

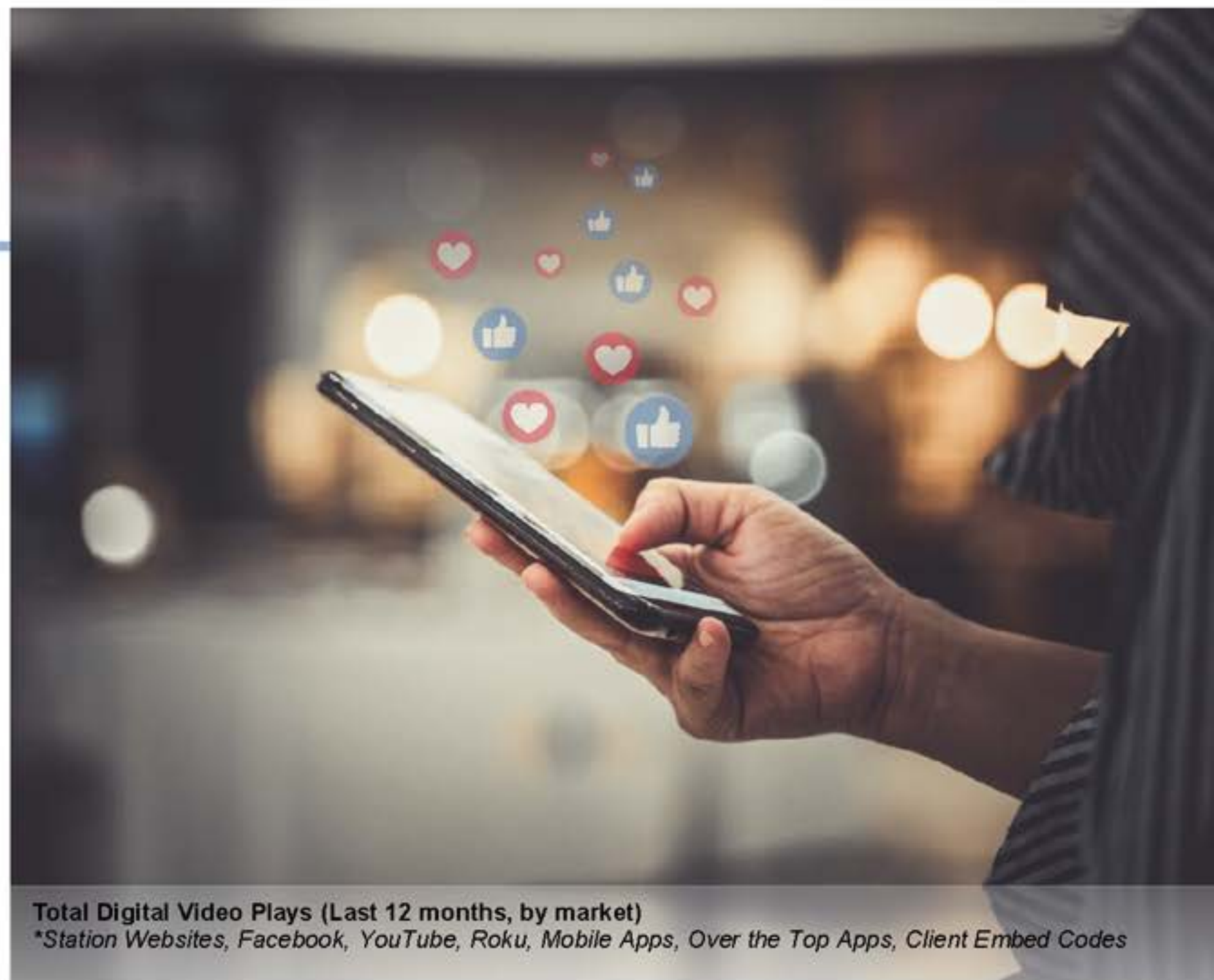
\*\*Roku, Apple TV, Amazon Fire, Android, iOS

# DNET. DIGITAL. DESTINATION NETWORK

## One Year Total Digital Views\*

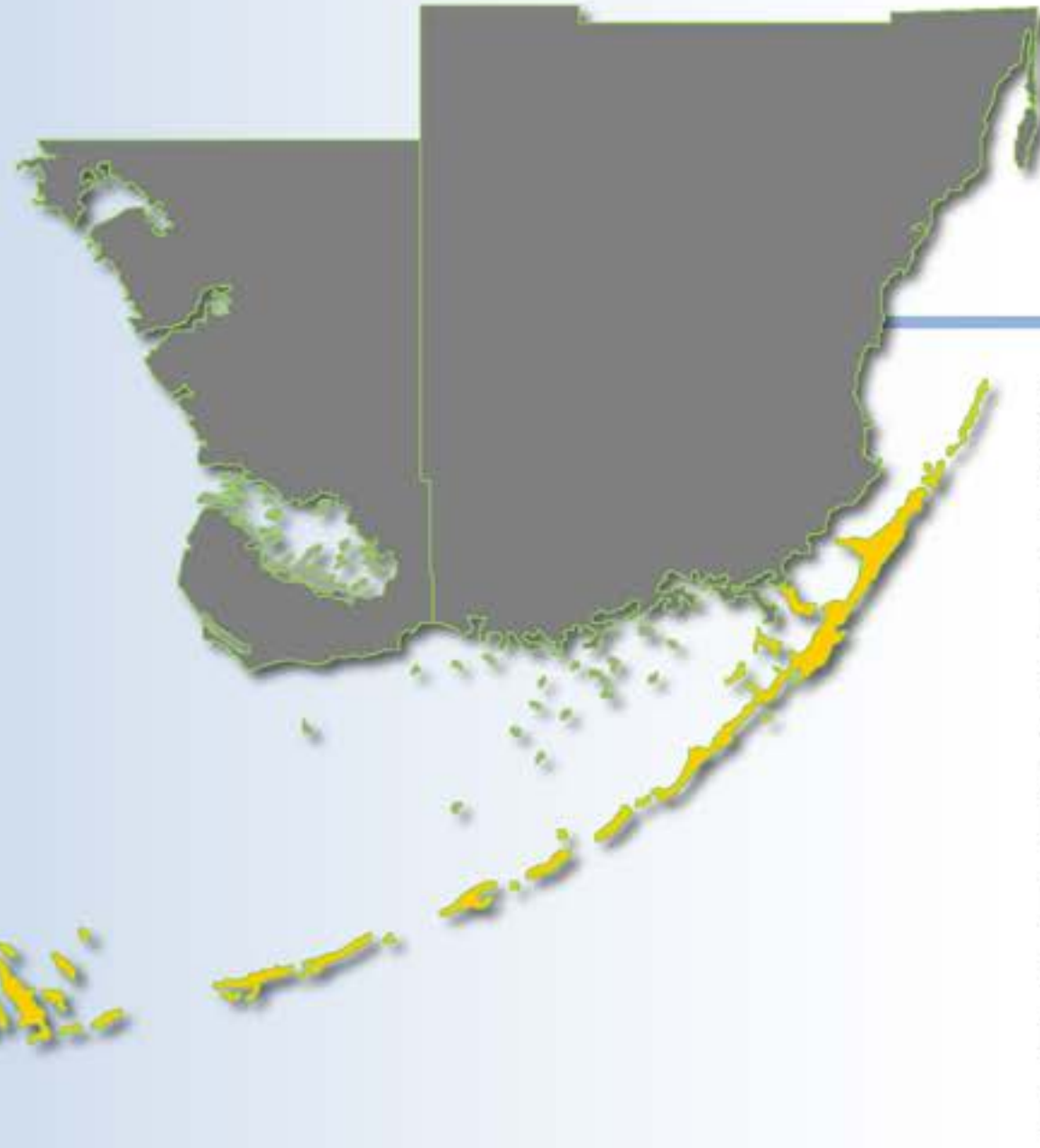
04/01/2023 – 03/31/2024

Panama City	<b>9,954,376</b>
Myrtle Beach   Pawleys Island	<b>3,789,114</b>
Alabama   Florida Gulf Coast	<b>1,000,117</b>
Florida Keys   Key West	<b>373,244</b>
New Orleans	<b>117,888</b>
Atlanta	<b>111,012</b>
<b>Total 6 Markets</b>	<b>15,644,088</b>



Total Digital Video Plays (Last 12 months, by market)

\*Station Websites, Facebook, YouTube, Roku, Mobile Apps, Over the Top Apps, Client Embed Codes



# KEY WEST AND THE FLORIDA KEYS

## Overnight Visitors

3,131,500<sup>#</sup>

## Transient Rooms

Key West 6,119

Lower, Middle & Upper Keys 3,315

## Residential

Population Monroe County 77,136<sup>\*\*\*</sup>

Population Key West 25,208<sup>\*\*\*</sup>

Population Marathon 8,877<sup>\*\*\*</sup>

Households 55,390<sup>\*</sup>

Monroe County Median Household Income

\$60,652<sup>\*\*\*</sup> (3<sup>rd</sup> highest in Florida)

Cable 30,000<sup>\*\*</sup> OTT & Apps 191,515<sup>~</sup>

Over 2x Monroe  
County Population

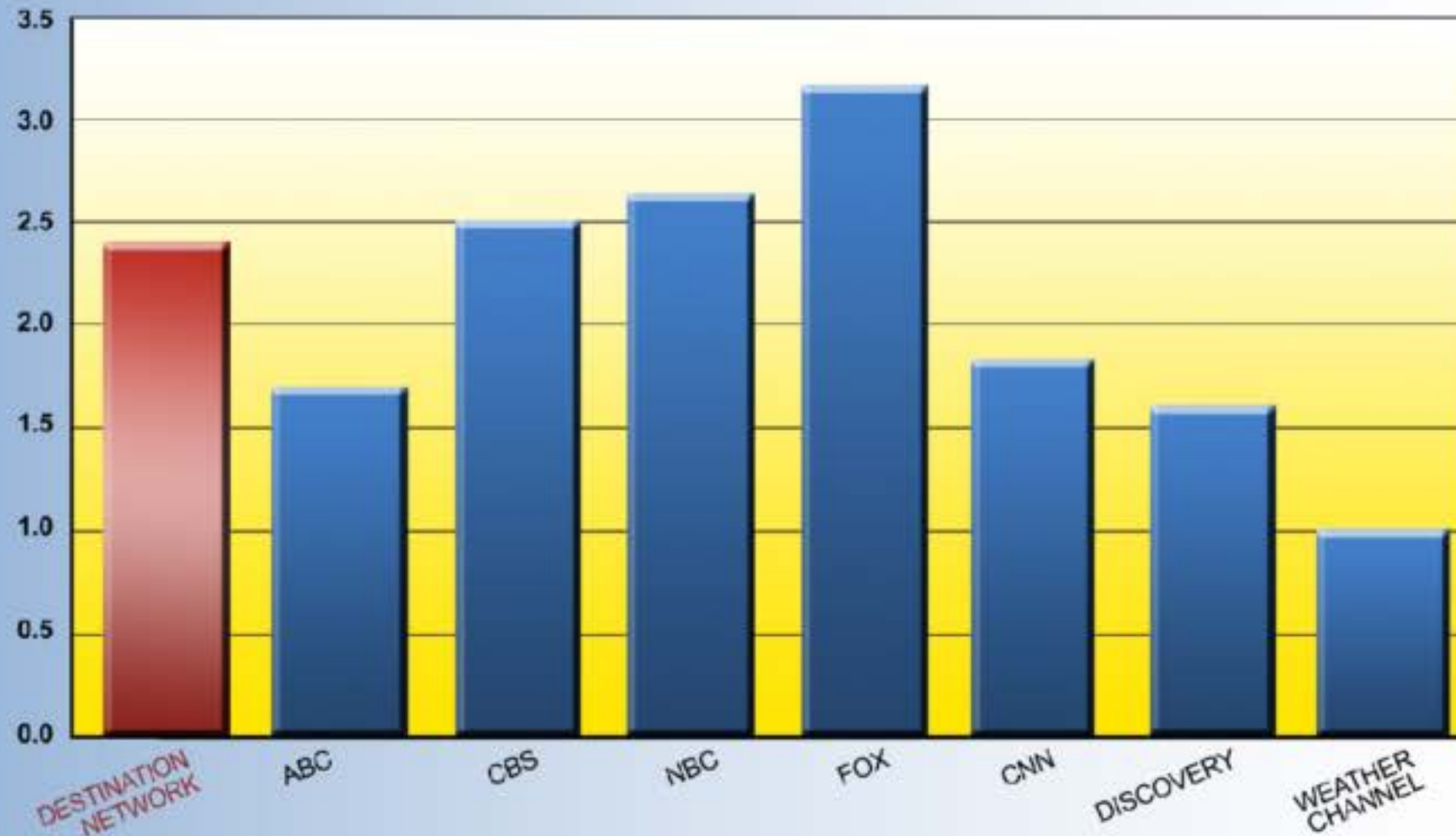
<sup>#</sup>Key West Chamber of Commerce 2017

<sup>\*\*</sup>Comcast May, 2020<sup>\*\*\*</sup>Source: August 2018 American Airlines for Key West International Airport

<sup>\*\*</sup>Roku, Apple TV, Amazon Fire, Android, iOS March 2024 - Key TV Average Viewing Time over Two Hours!



## NIELSEN RATINGS



Destination Network is rated as part of the Outside Television affiliate network. Destination markets that have participated in ratings studies include Atlanta, New Orleans, Panama City, Destin/Mobile/Pensacola, Key West and Myrtle Beach/Pawleys Island.

Overall Nielsen Ratings for the year 2018

## WHY THEY WATCH

- 70% Dining
- 69% Check out Local Market
- 53% Learn the Local Lifestyle
- 51% Sports & Activities
- 51% Outdoor Conditions
- 47% Shopping
- 28% Nightlife
- 22% Things To Do with Kids
- 14% Find Local Real Estate



\*Source: Intercept Interviews in RSN/Outside/Beach TV Markets

## HOW THEY WATCH

Research reveals guests rank local Visitor Information among the top 3 most important TV options. \*\*

Hotel guests watch an average of 4 hours of TV per day.

52% of guests watch Visitor Information TV when available.

Average daily time viewing Visitor Information TV exceeds 100 minutes.

Over 80% of travelers operate devices while watching TV.



\*\*2016 In-Room Entertainment Preference Study/ ADB's Business TV, October 12, 2016



## WHAT THEY WATCH

"Television remains the best channel for conveying emotional brand images and sustaining them over time." Leading advertisers continue to partner online video with television - combining television's powerful immersive experience and broad reach with online video's ability to target and optimize frequency. Taken together, these two media are increasingly and critically important to advertisers' campaigns.\*



\*Zenith The ROI Agency February 2019

# OUR GREATEST STRENGTH

Building brand connections with a  
special audience...  
in a special place...  
in a very special frame of mind.





A FAMILIAR, TRUSTED ADVISOR AND ESSENTIAL RESOURCE TO MILLIONS OF TRAVELERS  
A VALUED PARTNER AND SERVICE PROVIDER TO THE HOSPITALITY INDUSTRY

1987-2024 37 YEARS

# VISITOR INFORMATION CHANNELS ARE TOP TIER FOR TRAVELERS

73% of Millennials consider their Hotel TV “Very Important” vs. 54% of older guests.

Hotel and Local Information channels, OTT, broadcast channels, free VOD, Group Messaging and ability to pause live TV are the most important television services to hotel guests.

Note: DNET stations may be included in two or more ‘most important’ categories: Broadcast TV, Local Information Channels, Free VOD and OTT (Roku, Apple TV, etc.) Some properties may choose to use all four options offered by DNET.™ “2016 In-Room Entertainment Preference Study” ADB’s Business TV October 12, 2016



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## ROI TOP PERFORMERS

“By 2021, we expect television and video to have a combined 48.8% share of global ‘display’ advertising – a higher share than television ever achieved on its own.

Television and online video are working harder for advertisers than ever before.”<sup>\*</sup> Maximizing ROI through multi-screen viewership opportunities is the driving principle at Destination Network.

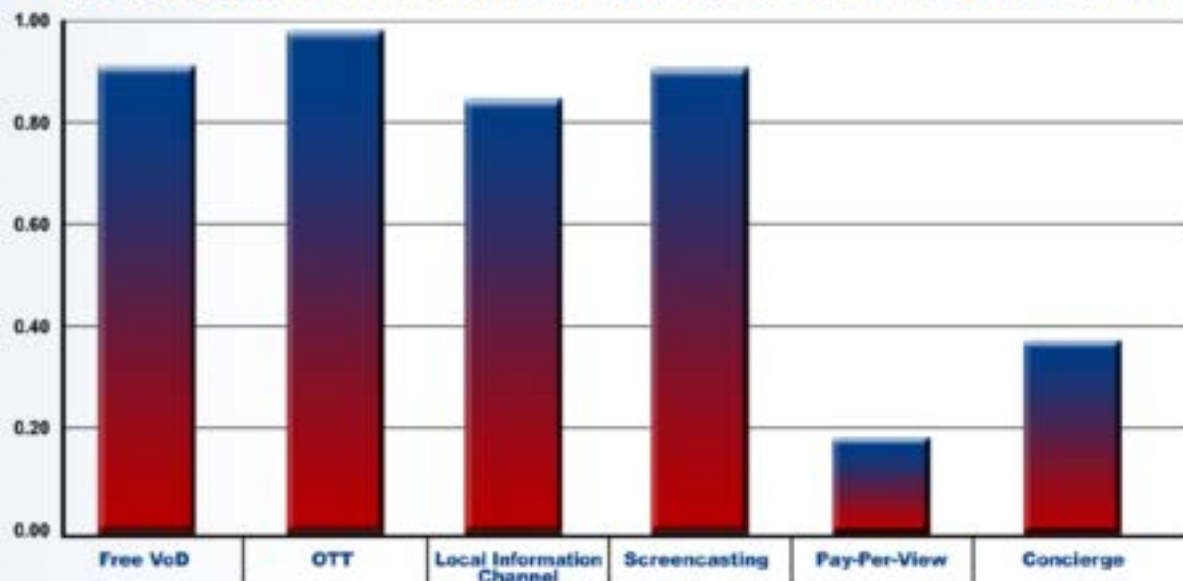


\* Zenith The ROI Agency February 2019

## RESEARCH & REFERENCE

With all age groups, OTT (Netflix, etc.) ranked 98%, Free VOD 90% and Local Information Channels 84%. They also want to be able to view their own content on hotel room televisions (screencasting).

**HOTEL GUEST IN ROOM ENTERTAINMENT PREFERENCES**



\*\*"2016 In-Room Entertainment Preference Study" ADB's Business TV October 12, 2016

## RESEARCH & REFERENCE

The traveling audience is 3.6 times more likely to watch Destination stations than other networks while traveling; they are more likely to try new products, and they experience over 30% greater ad recall.\*



\*Source: Nielsen Media Research, Telephone Coincidentally dating back to 2009



## LODGING INDUSTRY REPORTS

The TV is the design and media center of the room. It's the first thing guests see and has the greatest impact on the overall impression of an establishment. Luxury or affordable, resort or hotel, the number one guestroom technology request is WIFI and #2 is HD & Smart TV.



## DIGITAL CONTENT CREATION PARTNERSHIP

Facebook CEO Mark Zuckerberg says, *"We see a world that is video first with video at the heart of all our apps and services."*

We help our clients navigate the complex and ever-changing art of social media content management with an arsenal of experience, skill and creativity... backed up by a massive video library accumulated over three decades.





## Longer Videos Mean Higher Engagement

Wochit's Social Index, reveals videos longer than 90 seconds see 78.8% more shares and 74.6% more views when compared to videos of other lengths. There was also a correlation between the number of videos published on social platforms and the number of followers of that page. Publishers that increased their video posting saw their follower numbers increase accordingly.

## HOW DO THEY FIND US?

Lodging technology is moving rapidly. Guests enjoy an impressive array of user friendly on-screen channel guides and Welcome Apps. In addition, we advertise in Visitor Magazines, sponsor special events and promote our station direct to guests through our network of lodging partners via other in-room guest information products.



## RESEARCH & REFERENCE

### Visitors Household Annual Income

**Key West Only:** 68.2% range from \$75,000 to over \$150,000

**All Districts Combined:** 67% range from \$75,000 to over \$150,000

### Visitors Average Age

**Key West:** 47

**All Districts Combined:** 45.42



\*Source: July 2016 TDC Florida Keys Visitor Profile Survey County-wide Quarterly Summary 2015 - 2016 All Districts

## DESTINATION NETWORK

Atlanta

New Orleans

Florida & Alabama Gulf Coast

Myrtle Beach

Pawleys Island &  
Georgetown County

Key West & the Florida Keys



# PROGRAM LINE UP

**Island Days Daily 6-10a** A daytime guide to daytime fun and exploration: sports and recreation, attractions, special events, parks and neighborhoods, with shopping reviews, local history and culture.

**Sneak Prevue Daily 10a-12p** A preview of the Keys best restaurants and nightlife, with lunch recommendations and the best Bloody Marys.

**Destination Network Daily 12-2p & Weekends 9-10am** Travel, Architecture, Interior Design and real estate.

**Florida Keys Daily 2-4p** It's check-in time for most hotels & condos. As guests unpack, they turn us on for a review of the best shopping, galleries, watersports, local characters and local color.

**Prime Dining Daily 4-8p** Celebrity chefs, Margit Bistray's restaurant reviews and spectacular preparations of local dishes have made Prime Dining one of our most popular and successful dayparts. Perfect timing... just before dinner.

**Tropical Nights Nightly 8p-12a** Theatre, restaurant reviews, celebrity chefs, special events, cocktails, wine and local craft beers, with a spotlight and the Key's vibrant music, arts and culture scene

**Late Night Late Night 12-6a** The best late night entertainment, with a focus on local musicians and artists, targeting the hospitality and entertainment industry.

## Our Shows

**Local News 10 Minute Updates at the top of the hour** - Good news only! Current exhibits & special events, sports, dining tips, parks and wildlife, plus interviews with local leaders and local happenings.

**Nightlife Nightly 7-8p & 12-1a** Colorful reviews of the best nightlife and entertainment options. Concerts, events, musicians & the best bartenders.

**Margit's Top 5 Restaurant Countdown Daily 10-12am, 4-7pm & Nightly between 8 and 11:30pm** Professional Food Critic and Travel Writer, hosts our network's most popular show... where to eat! Of Course!

**Destination Travel 7x per day** An innovative and fun way to learn what the Keys have in common with New Orleans, Atlanta, the Grand Strand of South Carolina, Key West and the Gulf Coast of Florida & Alabama

**Game Day Every day 7:30am & 6:30pm plus Weekends 9:30am & 10:30pm** Hosted show opening with five editorial recommendations for best places to watch the games. Sponsorship, Avails & Adjacencies

**What's for Breakfast? Every morning 5:45, 6:45 & 8:45am plus Weekend Brunch Previews** Non-hosted overview of five best breakfast spots and weekend brunch reviews. Sponsorship, Avails & Adjacencies

**Keys Kids Monday-Wednesday 12:30-1p & 1:30-2p** Educational programming for kids 13-16



# THE RATINGS PROGRAM

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**Overview:** Studies conducted with Nielsen Media Research (NMR) 12 times per year. Outside/Destination conducted its first ratings study with Nielsen April, 1997.

**Method:** Telephone coincidental

**Sample:** Mix of visitors staying in resort lodging properties, condos, rental homes, and second homes as well as locals; Call list is typically 80% market visitors and 20% market residents.

**Frequency:** Outside/Destination Network collects ratings data each month and produces quarterly reports.

**Sample size:** NMR calls about 2,700 people in a typical quarter (more than 10,000 people annually).

**Market measurement:** At least 50% of sub base every quarter. The entire plan is approved by Nielsen at the start of each study period.

**Reports:** NMR collects and reports ratings, share, VPVH, and age demo % data; Outside Television provides this data to Management Science Associates (MSA) to produce buy analysis reports/posts for national advertisers.





## CONTACT INFORMATION

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Email:

[sales@destinationnetwork.com](mailto:sales@destinationnetwork.com)

Phone:

(850) 234-2773 x118