COCOA BEACH AIR SHOW

FLORIDA'S SPACE COAST

April 17-18, 2021

We're Teaming Up

NATIONAL
AIR, SEA & SPACE
FOUNDATION™

VALIANT AIR COMMAND

to bring an Air Show back to Brevard in 2021

2020 was the first time in almost 50 years that an air show was not held in the county

2021 Tour

COCOA BEACH • FORT LAUDERDALE • ATLANTA • OCEAN CITY, MD • NEW YORK • ORLANDO

Air Show Live
WWW.AIR.SHOW

COCOA BEACH AIR SHOW
FLORIDA'S SPACE COAST

OC AIR SHOW
OCEAN CITY, MARYLAND
BOARDWALK

FORT LAUDERDALE AIR SHOW
FORT LAUDERDALE BEACH

NEW YORK INT'L AIR SHOW
ORANGE COUNTY AIRPORT

ATLANTA AIR SHOW
FALCON FIELD

CENTRAL FLORIDA SPACE & AIR SHOW
ORLANDO SANFORD INT'L AIRPORT

The AirDotShow Live Tour

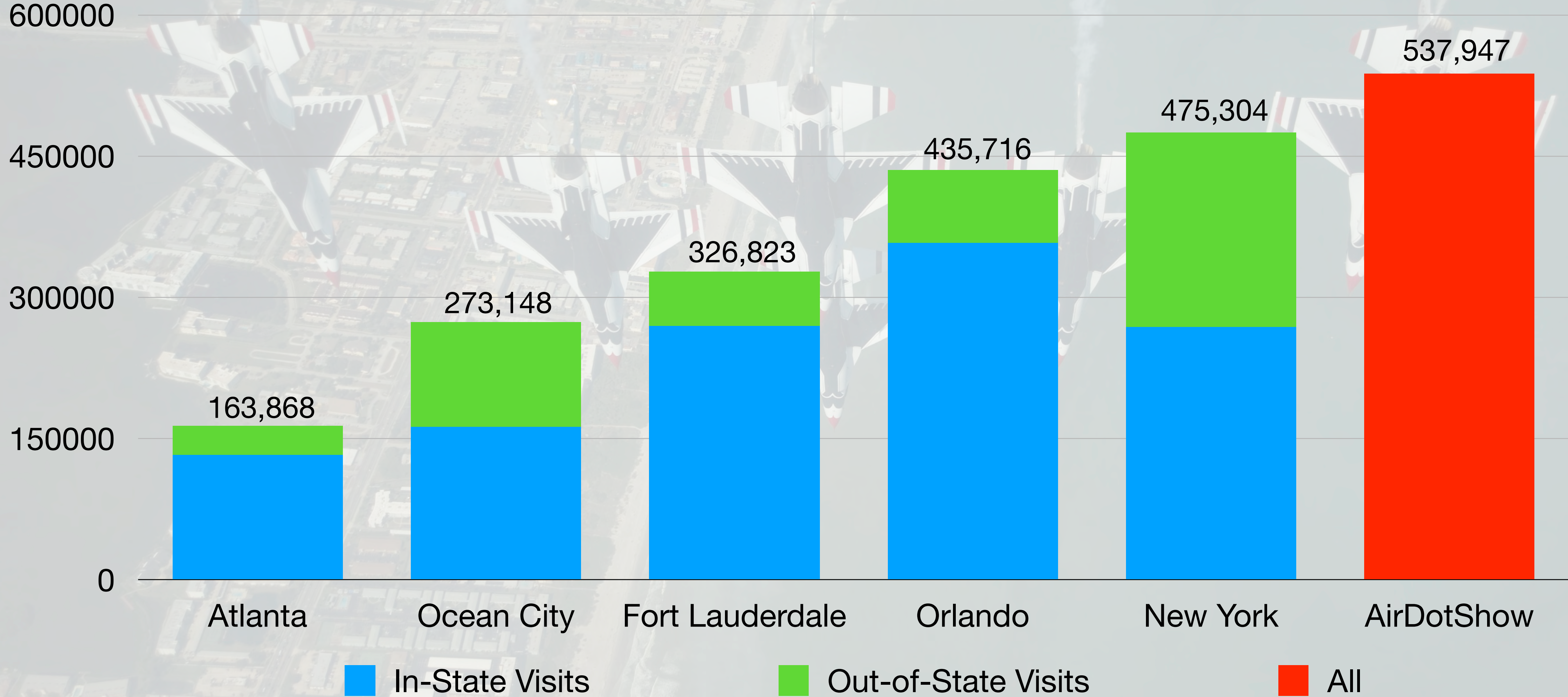## Attracting a national audience to our events

- AirDotShow Live events, like sports teams are identified by their cities

- Every AirDotShow Live event is held in a desirable travel destination

- 15 percent of U.S. online audience self-designates as interested in aviation

- Combine that interest with destination and people will travel to attend

- AirDotShow website and social channels are a portal to the tour events

- Centralized portal appeals to the national aviation interested audience

- The tour events become aerial stadiums, and AirDotShow is the league

Reach of AirDotShow and each tour event

One Year Website Visitor Data

over 2.2 million total visitors

Event	In-State Visits	Out-of-State Visits	All	Total
Atlanta				163,868
Ocean City				273,148
Fort Lauderdale				326,823
Orlando				435,716
New York				475,304
AirDotShow				537,947

Legend:
- In-State Visits (blue)
- Out-of-State Visits (green)
- All (red)

Y-axis values: 0, 150000, 300000, 450000, 600000

2012 Cocoa Beach Air Show

2012 Geographic and Visitor Info

from CocoaBeachAirShow.com - December 10, 2011 to September 25, 2012

- 84,127 total visits
- 57,837 unique visitors
- 4,415 **where-to-stay** page visits
- 3,226 visits from outside the USA
- 17,094 visits from outside Florida
- 63,807 visits from inside Florida

63,807 Florida visits came from:
- 41,531 from outside Brevard County
- 22,276 from Brevard County

2012 Cocoa Beach Air Show

Impact of the Air Show

From a survey conducted by the Space Coast Office of Tourism at Lori Wilson Park at the 2011 Event.
Of the spectators surveyed:

- 64% were from outside Brevard County
- 23% visited Brevard County for the first time
- 75% visited specifically for the Air Show
- 44% stayed overnight

From Brevard 36%

Out-of-State 19%

Out-of-County In Florida 45%
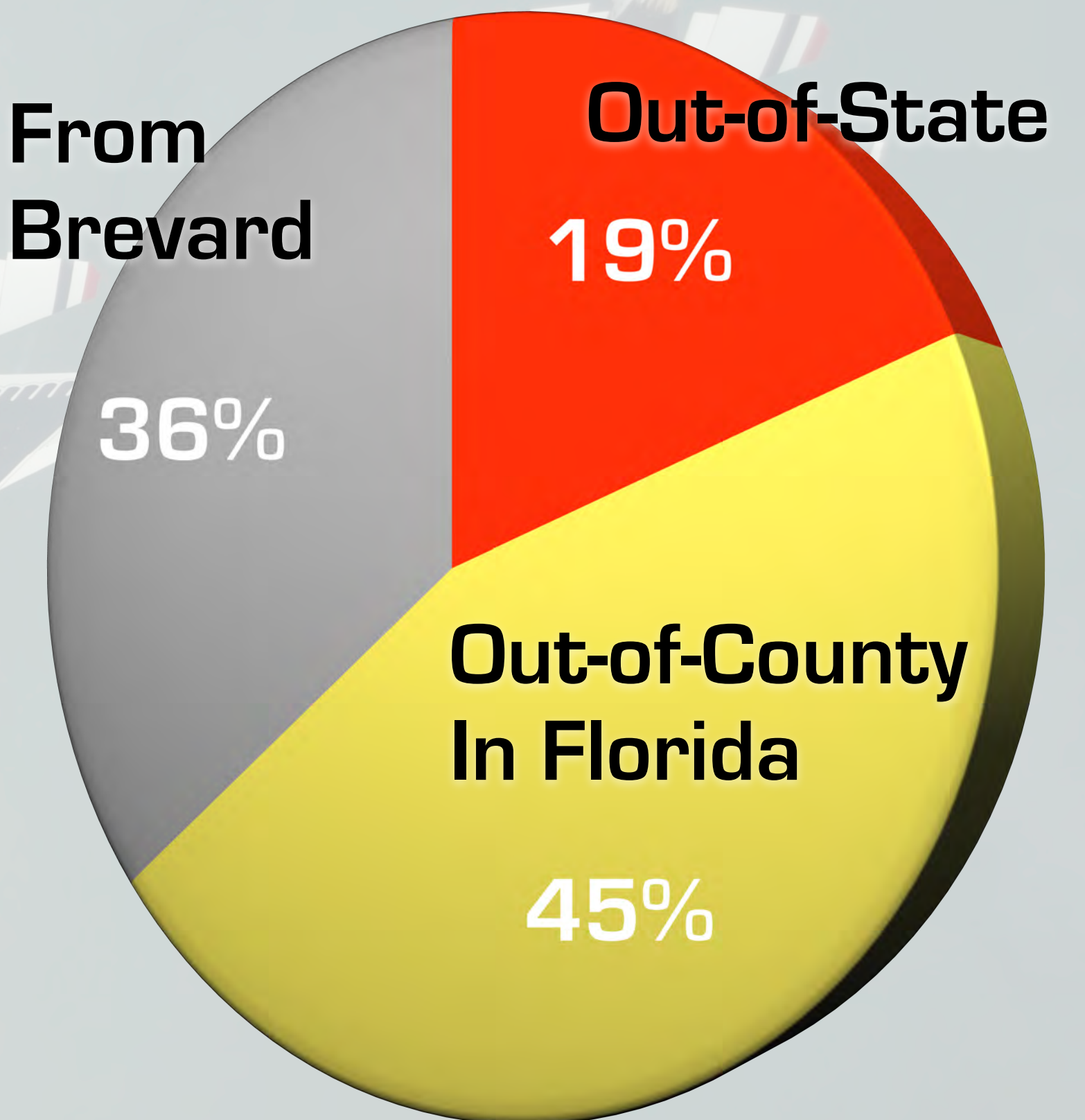
# Cocoa Beach Air Show

A signature event for the community

- General viewing is free of charge

- The aerial stage is two miles wide and 500 feet hight

- Spectators can watch from the beach, their backyard, boat or hotel balcony

- It can be held responsibly in the era of social distancing

- It will boost tourism and attract destination visitors

- It's an uplifting and inspiring event for local residents of Brevard County

HOST HOTEL PAGE
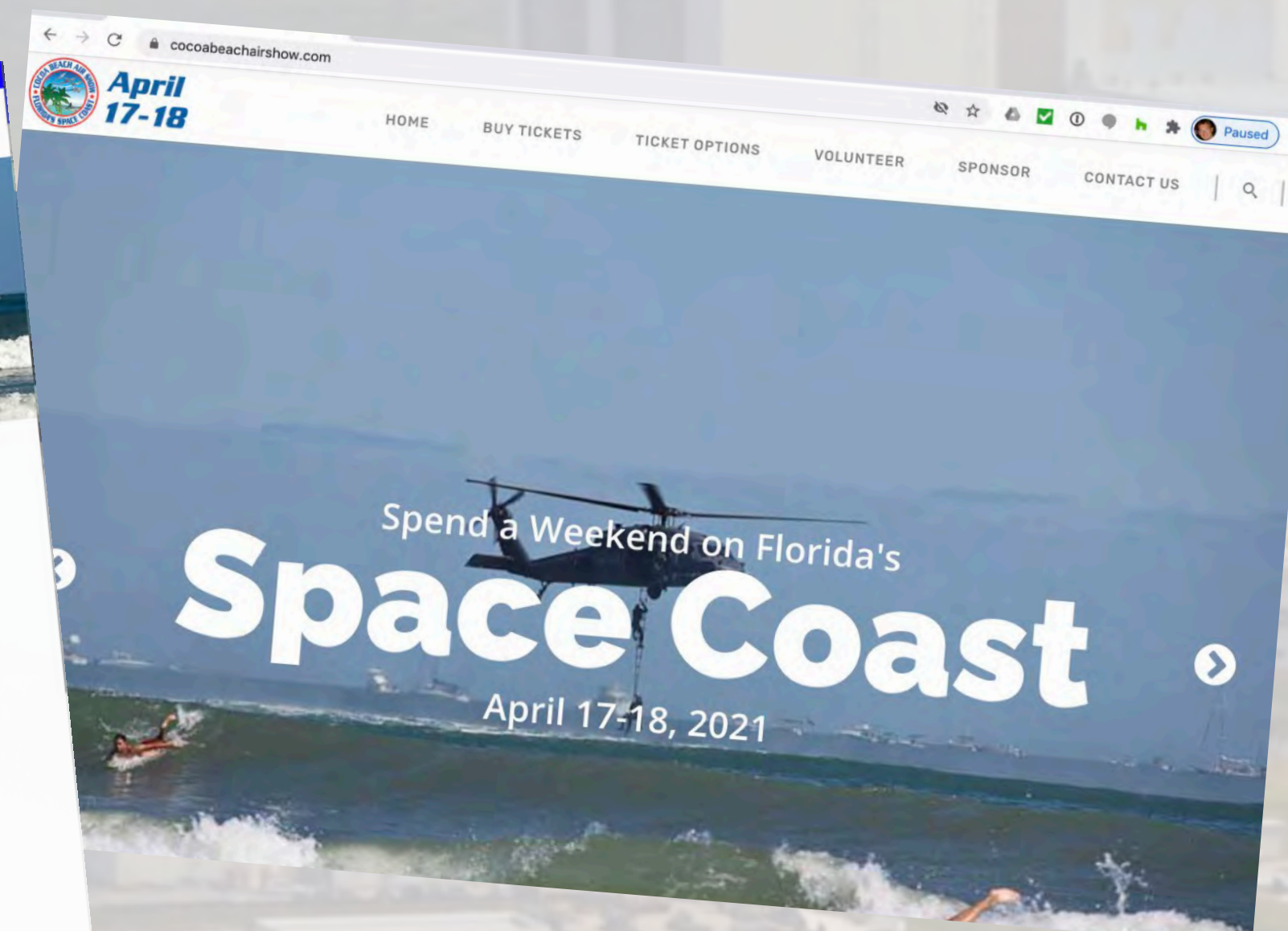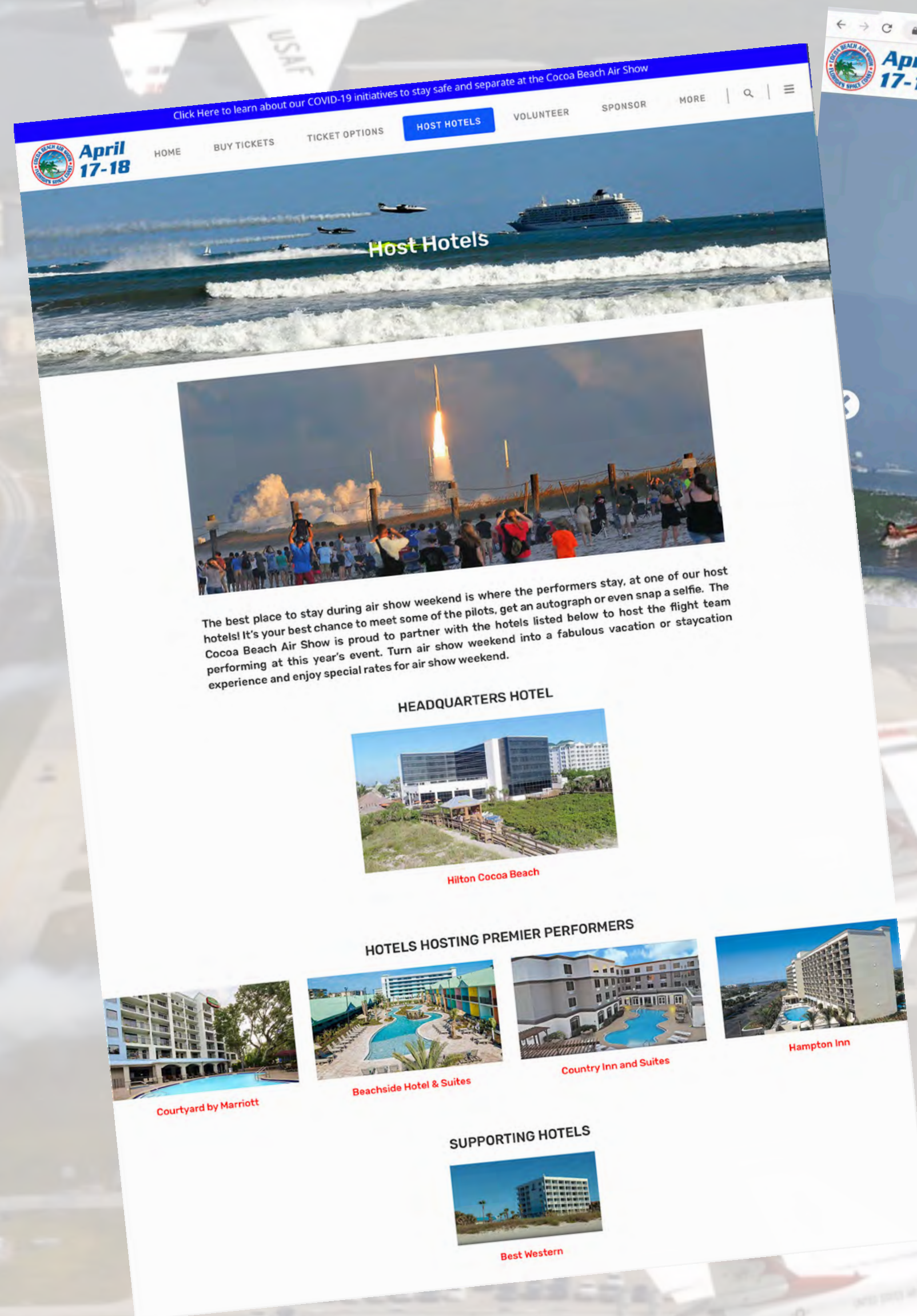
Host Hotel Page Highlights

☆ Each hotel has a feature image on the page

☆ Referral link to each hotel website or micro-site page

☆ Post show page geographic and click tracking

2020 FORT LAUDERDALE STATS
October 7 - November 22, 2020

Pageviews

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	9,780 % of Total: 1.04% (937,349)	4,160 % of Total: 1.12% (372,959)	00:01:16 Avg for View: 00:00:37 (104.33%)	866 % of Total: 0.45% (190,364)	1.57% Avg for View: 1.33% (18.24%)	22.03% Avg for View: 20.31% (8.50%)	$1.75 % of Total: 60.42% ($2.90)
1. /where-to-stay/	9,780 (100.00%)	4,160 (100.00%)	00:01:16	866 (100.00%)	1.57%	22.03%	$1.75 (100.00%)

Total Events

Event Action	Total Events	Unique Events	Event Value	Avg. Value
	2,166 % of Total: 5.61% (38,619)	1,931 % of Total: 5.83% (33,135)	0 % of Total: 0.00% (0)	0.00 Avg for View: 0.00 (0.00%)
1. Click Harbor Beach Image	539 (24.88%)	465 (24.08%)	0 (0.00%)	0.00
2. Click Sonesta Image	461 (21.28%)	415 (21.49%)	0 (0.00%)	0.00
3. Click Conrad Image	393 (18.14%)	353 (18.28%)	0 (0.00%)	0.00
4. Click Pelican Grand Image	378 (17.45%)	348 (18.02%)	0 (0.00%)	0.00
5. Click Bahia Mar Image	283 (13.07%)	244 (12.64%)	0 (0.00%)	0.00
6. Click Riverside Image	112 (5.17%)	106 (5.49%)	0 (0.00%)	0.00

Host Hotel Page

★ 9,780 total visits in six weeks

★ 4,160 unique visitors in six weeks

★ Average time on page of 1 minute 16 seconds
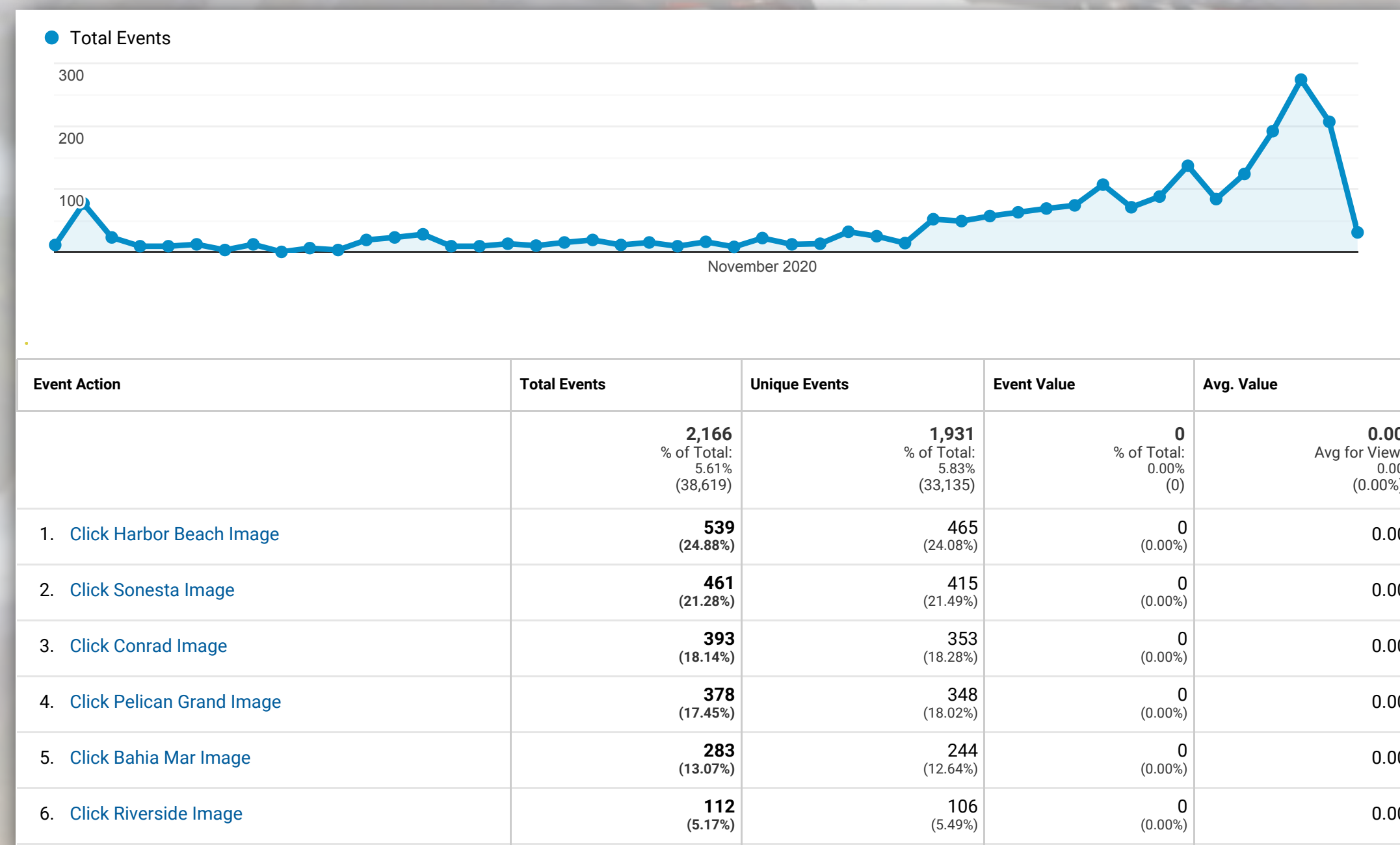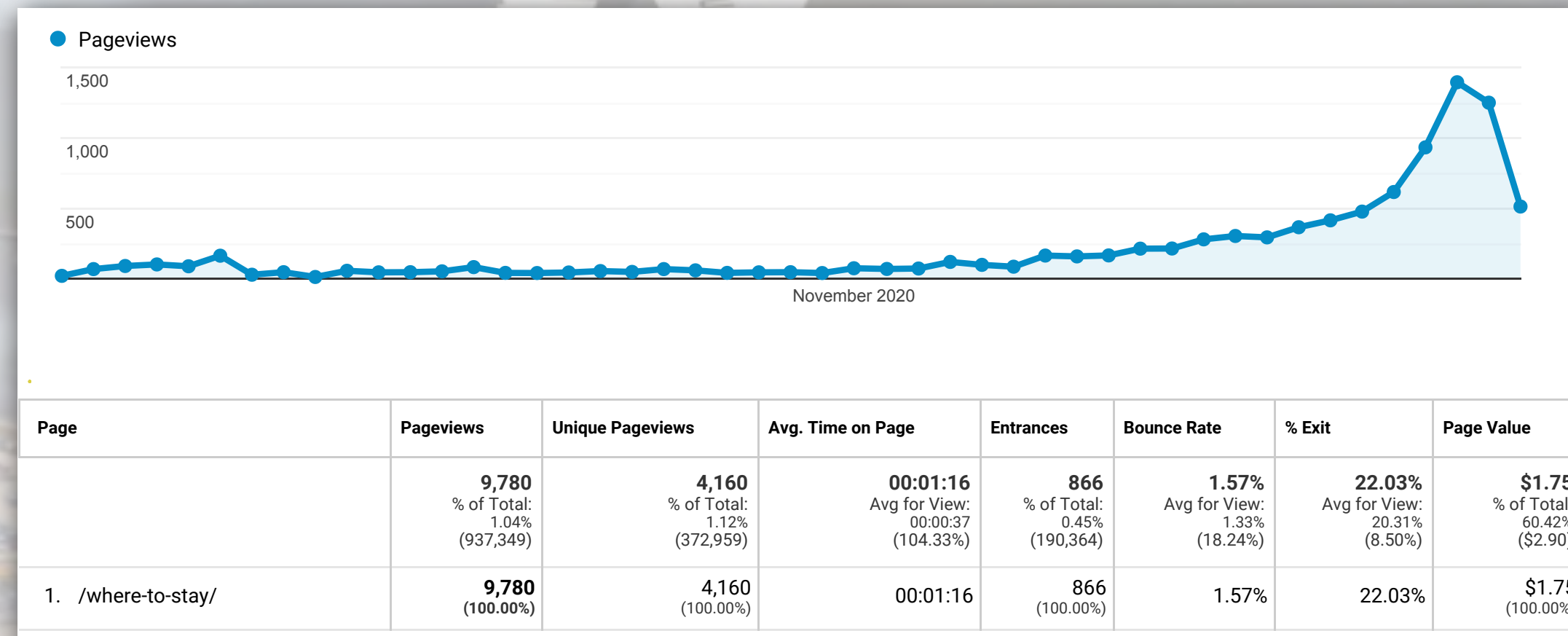
Hotel Click-thru Tracking

★ 2,166 total click thrus to six different hotels

★ 1,932 unique click thrus (unique visitors)

2021 Cocoa Beach Website Stats
December 28, 2020 - January 17, 2021

Region	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Completed Purchase (Goal 4 Conversion Rate)	Completed Purchase (Goal 4 Completions)
	4,909 % of Total: 97.98% (5,010)	4,905 % of Total: 97.98% (5,006)	6,287 % of Total: 98.36% (6,392)	58.85% Avg for View: 59.06% (-0.35%)	2.26 Avg for View: 2.25 (0.50%)	00:02:14 Avg for View: 00:02:12 (1.13%)	3.87% Avg for View: 3.80% (1.67%)	243 % of Total: 100.00% (243)
1. Florida	4,158 (83.86%)	4,143 (84.46%)	5,261 (83.68%)	58.22%	2.25	00:02:12	4.05%	213 (87.65%)
2. Illinois	37 (0.75%)	34 (0.69%)	64 (1.02%)	67.19%	1.84	00:01:07	7.81%	5 (2.06%)
3. California	51 (1.03%)	51 (1.04%)	56 (0.89%)	66.07%	2.09	00:02:18	7.14%	4 (1.65%)
4. North Carolina	77 (1.55%)	68 (1.39%)	108 (1.72%)	47.22%	3.74	00:05:15	3.70%	4 (1.65%)
5. Georgia	65 (1.31%)	57 (1.16%)	84 (1.34%)	60.71%	1.90	00:01:57	3.57%	3 (1.23%)
6. Colorado	19 (0.38%)	19 (0.39%)	22 (0.35%)	45.45%	2.91	00:02:51	9.09%	2 (0.82%)
7. Indiana	11 (0.22%)	10 (0.20%)	19 (0.30%)	84.21%	2.11	00:00:37	10.53%	2 (0.82%)
8. Texas	64 (1.29%)	61 (1.24%)	72 (1.15%)	73.61%	1.53	00:00:59	2.78%	2 (0.82%)
9. Arizona	8 (0.16%)	7 (0.14%)	9 (0.14%)	44.44%	2.44	00:02:53	11.11%	1 (0.41%)
10. Louisiana	3 (0.06%)	3 (0.06%)	4 (0.06%)	50.00%	2.50	00:03:19	25.00%	1 (0.41%)

Metro	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Completed Purchase (Goal 4 Conversion Rate)	Completed Purchase (Goal 4 Completions)
	4,158 % of Total: 82.99% (5,010)	4,143 % of Total: 82.76% (5,006)	5,261 % of Total: 82.31% (6,392)	58.22% Avg for View: 59.06% (-1.42%)	2.25 Avg for View: 2.25 (0.07%)	00:02:12 Avg for View: 00:02:12 (0.11%)	4.05% Avg for View: 3.80% (5.50%)	213 % of Total: 87.65% (243)
1. Orlando-Daytona Beach-Melbourne FL	3,458 (81.71%)	3,415 (82.43%)	4,270 (81.16%)	58.59%	2.21	00:02:06	4.12%	176 (82.63%)
2. Miami-Ft. Lauderdale FL	297 (7.02%)	274 (6.61%)	395 (7.51%)	57.72%	2.30	00:02:46	3.29%	13 (6.10%)
3. West Palm Beach-Ft. Pierce FL	169 (3.99%)	166 (4.01%)	206 (3.92%)	56.31%	2.61	00:02:59	3.40%	7 (3.29%)
4. Tampa-St. Petersburg (Sarasota) FL	138 (3.26%)	130 (3.14%)	178 (3.38%)	56.74%	2.54	00:02:21	4.49%	8 (3.76%)
5. (not set)	73 (1.72%)	68 (1.64%)	83 (1.58%)	60.24%	2.02	00:01:34	2.41%	2 (0.94%)
6. Jacksonville FL	44 (1.04%)	38 (0.92%)	51 (0.97%)	62.75%	2.25	00:01:59	1.96%	1 (0.47%)
7. Ft. Myers-Naples FL	22 (0.52%)	21 (0.51%)	36 (0.68%)	44.44%	3.75	00:04:50	8.33%	3 (1.41%)
8. Tallahassee FL-Thomasville GA	12 (0.28%)	12 (0.29%)	20 (0.38%)	45.00%	2.40	00:03:01	5.00%	1 (0.47%)
9. Mobile AL-Pensacola (Ft. Walton Beach) FL	10 (0.24%)	10 (0.24%)	12 (0.23%)	66.67%	1.75	00:02:20	8.33%	1 (0.47%)
10. Gainesville FL	6 (0.14%)	6 (0.14%)	7 (0.13%)	14.29%	2.86	00:06:42	14.29%	1 (0.47%)

Website Visitor Geographics

- 6,287 total visits
- 4,909 unique visitors
- 1,026 from outside Florida
- 991 outside Orlando DMA in FL
- 4,270 from inside Orlando DMA

32% from outside Orlando DMA

Ticket Purchase Geographics

- 30 from outside Florida
- 37 outside Orlando DMA in FL
- 176 from inside Orlando DMA

30% from outside Orlando DMA

AirDotShow Livestream
Virtually attending an AirDotShow Live event

For those who don't make it to Show Center, we bring Show Center to them

Engaging game-style broadcast and virtual dashboard portal, average viewing time of 24 minutes

Viewers provide contact info to get free access to the Livestream

A national email subscriber list is rapidly developing with every new broadcast

A global audience is able to virtually attend every AirDotShow Live event

Viewers from all 50 states and more than 100 countries virtually attended an AirDotShow Live event in 2020

AirDotShow On Demand provides a year-round opportunity to attend post-event

Aviation enthusiasts around the nation and the world continue to attend our 2020 AirDotShow Live events

AirDotShow Livestream and On Demand provide national exposure to each host city

"Virtually experience it here then come see it for real" encourages viewers to plan a trip to attend in the future

2021 Cocoa Beach Air Show

TDC Support Request

- ✈ The **NASSF** is seeking a total of **$100,000** in financial support from the TDC for the **2021** event

- ✈ We have been awarded a cultural grant of **$5,831**

- ✈ We are requesting an additional **$94,169** in financial support