



Quarterly Update

April – June 2026



View from Welaka Lodge and Resort



Q3 Major Highlights & Wins!

- ✓  **July 4th Events:** Countywide
- ✓  **Madden Media Partnership:** Contracted for Advertising Agency & Website Development (Immersion Trip, Media Plan, Website Dev).
- ✓  **Strategic Brand Preview:** Soft Brand Reveal & Tourism Strategic Plan Preview completed.
- ✓  **New Curated Itineraries:** "Dock & Dine" and "Downtown Palatka" itineraries are now live.



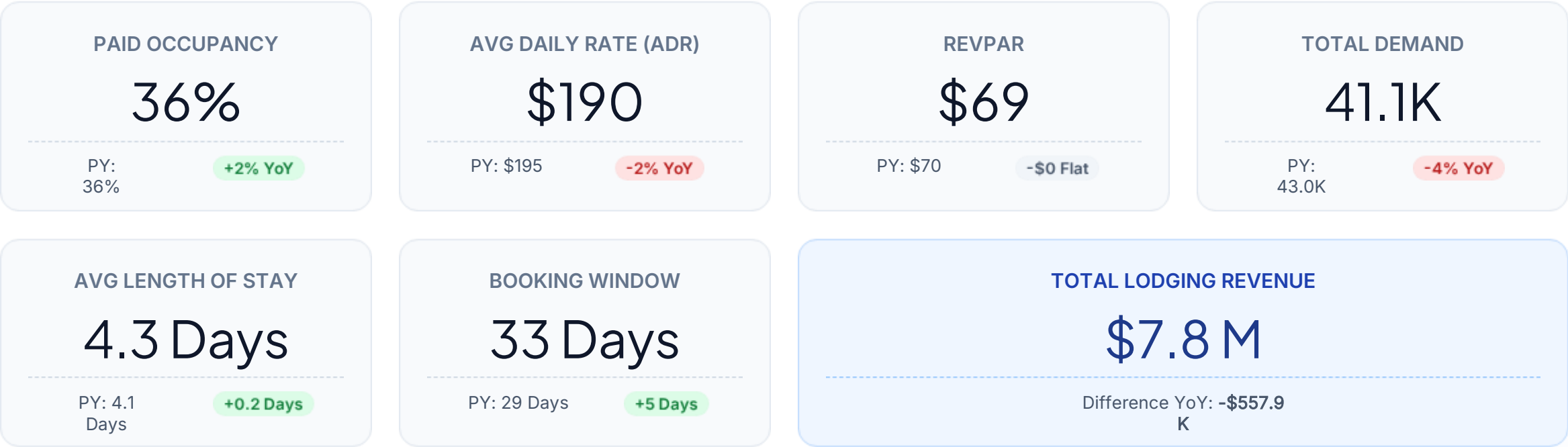
Scarlet Rosemallow at Palatka Water Works Education Center

Vacation Rental Key Performance Indicators

September 1, 2025 - August 3, 2026

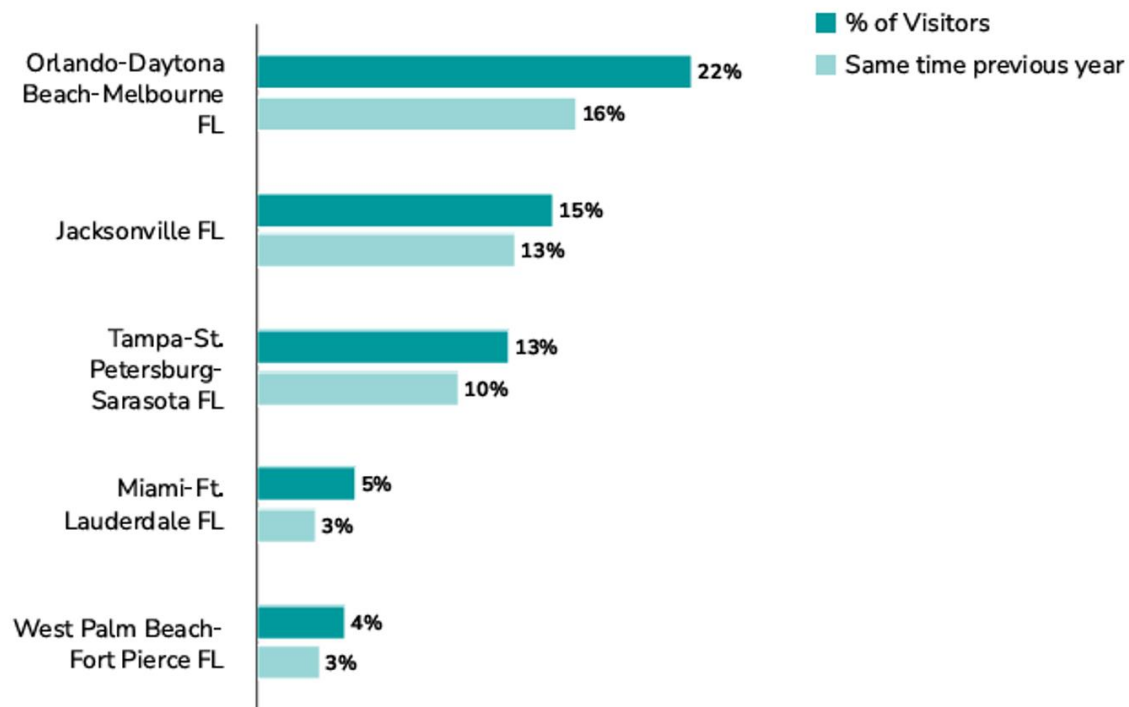


Source: Zartico Lodging Data (Short-Term Vacation Rental Performance)

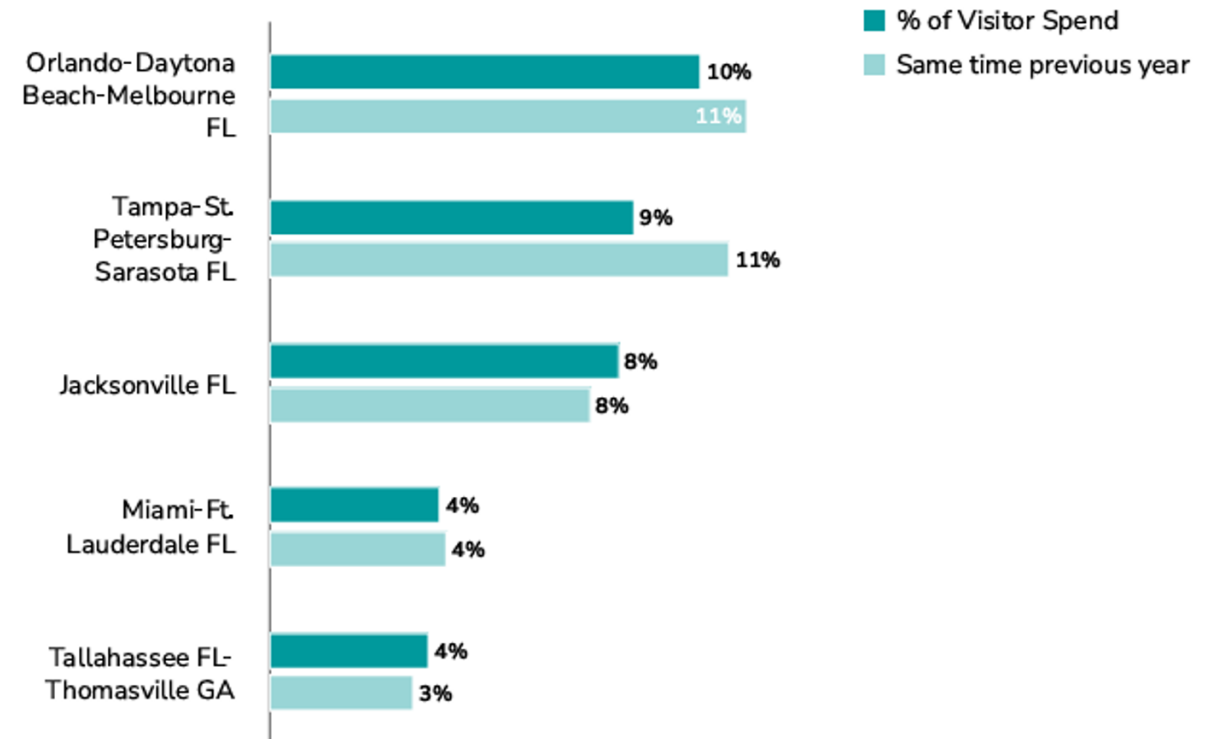


Visitation / Visitor Spend

Top Visitor Markets ▾



Top Spend Markets ▾



Marketing & Development Projects



- ✓  **Content Library:** More than 30+ stories written and published for content library expansion.
- ✓  **Video Storytelling & B-Roll:** 6 custom high-definition promotional videos filmed.
- ✓  **Expedia Campaign:** 3-month co-op ad campaign leveraging Expedia matching funds.
- ✓  **Smithsonian Feature:** "Undiscovered Florida" insert in April Smithsonian Magazine (1,000+ 1st-party leads).
- ✓  **Brand Strategy:** Branding & Tourism Strategic Plan soft reveal executed on April 30th.



Water View at Port Cove RV Campground & Marina, Georgetown

Target Audience Strategy Pillars

Our campaign strategy will prioritize audiences that align with the top visited POIs in destination to increase destination awareness and perception and ultimately drive increased visitation.



Dunns Creek State Park



Doughboys Statue at Memorial Bridge



Woodland Burgers & Wings

Core Demographics

- Primary target audience age group: **35 – 65+** years old with disposable travel income.
- Focusing on eco-tourists, anglers, boaters, and nature lovers seeking authentic outdoor Florida experiences.

3P Data Targeting

- Leveraging geo-location data to retarget previous visitors and capture active travel intent in key feeder markets.



Community & Regional Engagement

Local Tourism Industry

- ✓  TDC Meeting - May
- ✓  Tourism Team Up Events
- ✓  Book Launch: *Images of America – Palatka*
- ✓  TDC Event Grant Workshop

Regional & State Partnerships

- ✓  VISIT FLORIDA Marketing Committee
- ✓  Destinations FL Marketing Summit



Putnam County Booth at Rural Days 2026

Upcoming Meeting



Palatka Riverfront Fountain and the St. Johns River

Tourist Development Council



August 20, 2026 at 9:00 AM

Chamber of Commerce Board Room

Thank You!



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