SUN FUN 2023 EVENT REPORT

ATTENDANCE 200K

VOLUNTEERS 3,000

EXHIBITORS 500 +

REGISTERED AIRCRAFT 3,134

AIRCRAFT OPERATIONS 7,206



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avg. age range 45-65

avg. income \$100K

FLA. RESIDENTS 65%

75% 25%

YOUTH ENGAGEMENT 15K

Your support of the annual SUN 'n FUN Aerospace Expo allows us to continue to ENGAGE, EDUCATE & ACCELERATE the next Generation of Aerospace Professionals.



 $\frac{\text{certificated pilots}}{58\%}$







TOP 10 STATES

Florida

TOP 5 COUNTRIES Canada

Brazil

United Kingdom

Germany

Argentina

OVER 40 COUNTRIES

ATTENDED

Georgia Michigan North Carolina New York Pennsylvania Texas Virginia Tennessee Ohio

AIRCRAFT/RV/TENT CAMPING 2,275





preferred seating 5,200



9/27 CLUB GUESTS 2,350

MEDIA REPS

sponsors 63



FOOD VENDORS



EMAIL MARKETING



AVG. CLICK RATE 3%

Industry Standard 40% Open Rate / 2% Click Rate



WEBSITE

USERS **NEW VISITORS** 502K 75%



PAGE VIEWS SESSIONS 778K 1.8M **AVG. DURATION** 2MIN





MOBILE APP

DOWNLOADS Daily Schedul 6,790 SUNTIUN 9 Map 2023 SAVED SESSIONS 17K+

Fubibitors

Powered by: (3) ESAVIATION

dN'hRNBs **SNF RADIO** LIVE ATC STREAM 1510 AM

UNIQUE LISTENERS CONNECTIONS 51,571 34,700











NATIONAL AVIATION **PUBLICATIONS**

AOPA: 1.5M Impressions EAA: 18K Impressions **AVI-NATION: 8K Impressions** FLYING MAGAZINE: 1M Impressions AVIATION DIGEST: 67K Impressions FLIGHT JOURNAL: 242K Impressions GLOBAL AIR: 170K Impressions **AERO-ERMO: 7K Impressions**





MARKETING EFFORTS

GOOGLE CAMPAIGNS

Search Display CLICK THROUGH RATE COST PER CLICK \$.11 44%

Responsive Display **CLICK THROUGH RATE COST PER CLICK** \$.35 .96%



META CAMPAIGNS

IMPRESSIONS REACH 616K 1.4M **ENGAGEMENTS CLICK THROUGH RATE** 89K 4.25%

CONNECTED TV

IMPRESSIONS

417+

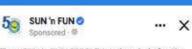
BILLBOARDS

IMPRESSIONS

2.8M







Fly to SUN 'n FUN 2023! Bring the whole family with free admission for kids under 10 and find FUN for everyone.



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APPROX. AD VALUE \$1.25M \$3.25M



QUESTIONS? Contact mgoodson@flysnf.org

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