

# MARKETING & EVENT NUMBERS



**\$6.7 M** Gross Revenue Generated

**\$300 K** Raised for Project Skylab  
22,000 ACE expansion

**\$249 M** Economic Impact  
I-4 corridor (2018 study)

## LOCAL TV COVERAGE

**425** Television spots on local news stations (April only)

**9 hrs.** Local media coverage news stories (30 seconds - 2 minutes each)

**\$2.6 M** Advertising Value of local media coverage

**\$9.74 M** Viewership of local media coverage

## LIVE AIRSHOW TV

**2.4 M** Viewers of Live Airshow TV Broadcast

**100+** Countries where LASTV Broadcast was viewed

## SOCIAL MEDIA

**23.3 M Impressions / 551% increase**

**1.2 M Engagements / 751 % increase**

**11,618 (628%) Increased Followers**



**112,458 Followers**

87% Men • 12% Women • 1% Nonbinary/unspecified



**27,300 Followers**

79% Men • 17% Women • 4% Nonbinary/unspecified



**22,800 Followers**

81% Men • 19% Women

- Attendance 200,000+
- Int'l Attendees 419
- Countries represented 38
- Volunteers 2,923
- Volunteer hours 68,272
- Volunteer sandwiches 15,488
- Media Registrations 258
- Bloodmobile donors 162
- Bottled water sold 31,104
- Campsites 1,800
- VIP Upgraded ticket SOLD OUT
- Preferred Seating SOLD OUT
- Exhibits 383
- Exhibit spaces sold 539
- Exhibitors 2,265
- 1st time Exhibitors 77
- Paradise City Forums 352
- SnF Forums 315
- Hands-on Workshops 1,524
- Aircraft Campers 466
- Aircraft operations 7,144
- Aircraft parking 3,590
- Homebuilts 365
- Warbirds 459
- Vintage 925
- LSA 750
- GA 1,068
- Rotorcraft 23
- Fly-by Showcases 46
- Showplanes Judged 102
- Parking added 2,000 parking spots

## NATIONAL ADVERTISING

**\$267 K**

- AOPA \$85 K

- EAA \$29 K

- Flying Magazine \$70 K

- Aviators Hotline \$13 K

- Tampa International Airport \$50 K

- GA News \$20 K

## LOCAL / REGIONAL ADVERTISING

**\$103 K**

## SUN 'N FUN RADIO

**63 K** Hits on the audio stream

**46 K** Unique Listeners

## GOOGLE AD WORDS

**59 K Clicks**

**3.6 M Impressions**