

# AMELIA ISLAND

TOURIST DEVELOPMENT COUNCIL

Date: Wednesday, August 31, 2011  
Location: Fernandina Beach City Hall

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## Agenda

- |       |   |              |
|-------|---|--------------|
| I.    | Call to Order                                     | Danny Leeper |
| II.   | Approval of July 27, 2011 minutes                 | Danny Leeper |
| III.  | Amelia Island Chamber Music Festival              | Mike Spino   |
| IV.   | Financial Report                                  | Jack Healan  |
| V.    | Amelia Island Tourist Development Council Update  |              |
|       | A. Research                                       | Gil Langley  |
|       | 1. STR Report                                     |              |
|       | B. Activity Report – Tracking, PR, Special Events | Staff        |
| V.    | Old Business                                      |              |
| VI.   | New Business                                      |              |
|       | A. September Meeting                              |              |
| VII.  | Public Input                                      |              |
| VIII. | Adjournment                                       |              |

# MINUTES



Board Meeting Minutes of the Amelia Island Tourist Development Council  
Wednesday, July 27, 2011  
3:00 p.m.  
Fernandina Beach City Hall

Present: David Caples, Arlene Filkoff, Holly Germano, Jack Healan, Danny Leeper, Katharine Monahan, Tim Poynter, John Price, Jan Smith  
Absent:  
Staff: Gil Langley, Beth Belcher, Melanie Crawford

**I. Call to Order**

Meeting was called to order by Danny Leeper at 3:00 pm.

**II. Approval of Minutes – June 22, 2011 TDC Board Meeting**

Tim Poynter moved to approve the minutes. John Price seconded.  
Motion carried unanimously.

**III. Finance Committee Report**

Jack Healan presented the finance committee report. It was noted that the finance committee met on July 26, 2011. Gil Langley reported on financials and the bed tax collections. Mr. Langley noted we are still not back to 2007 levels but we did exceed last year's collections by 7.5%. Overall, there is a positive outlook for making projections for the year.

**A. Authorized BOCC Financial**

Gil Langley presented the request to update the authorized TDC financial signatories. The Board of County Commissioners has asked for recommendations for authorized signers for TDC and Mr. Langley suggested Jack Healan and David Caples. Tim Poynter moved to list Jack Healan and David Caples as authorized signatories for the TDC financials. Jan Smith seconded. Motion carried unanimously.

**IV. Amelia Island Tourism Development Council Update**

Research

Gil Langley presented the second quarter research results. Research shows we had 120,300 overnight visitors, with a \$98,975,000 total economic impact for the area. Preliminary annual numbers starting in July 2010 indicate 444,000 overnight guests. Early indications are that the Midwest numbers are up and the Northeast is holding strong.

### STR Report

Gil Langley presented STR report for June 2011. June occupancy was down 1.7%, ADR was up 2.7%, revPAR was up 1%, and revenue was up 0.4% over last year. Year-to-date, occupancy was up 7.6%, ADR up 4.5%, revPAR up 12.5% and revenue was up 11.8%. Hilton Head, Charleston and Fort Walton Beach performed better in our comp set in June.

### Tracking

Gil Langley discussed tracking results for June 2011. Magazine responses are reduced due to ending of larger ad campaigns. Website usage is up 5% for the month of June.

### **Activity Report**

Gil Langley reported on publications including Value Card brochure and visitor guides. A reprint of both has been ordered to fill the need through the end of 2011.

It was noted that Katharina Lane of Hayworth Creative is absent today due to a B-Roll scout of the island. Mr. Langley reported on upcoming media FAMs and promotions available to stakeholders, including the Gator Bowl Patch program.

Mr. Langley reported on special events including the Second Annual Great Southern Tailgate Cook-Off, which is coming along nicely with great response from professional and backyard teams.

## **V. Old Business**

No old business.

## **VI. New Business**

### **A. Visit Jacksonville Tourism Improvement District Proposal**

Gil Langley presented the Visit Jacksonville Tourism Improvement District Proposal. Mr. Langley indicated that VisitJax will be asking for FACVB to support the creation of improvement districts in Florida. It was noted that this proposed district will not be subject to the rules and regulations of the bed tax statute. Mr. Langley requested guidance from the TDC board on whether the organization should support this proposal as presented. The TDC board consensus is to not support this proposal in its current form.

Gil Langley requested that the August TDC board meeting be moved from August 24, 2011 to August 31, 2011 to accommodate staffing needs for the Great Southern Tailgate Cook-Off. Jack Healan moved to postpone the August TDC board meeting to August 31, 2011. Holly Germano seconded. Motion carried unanimously.

## **VII. Public Input**

No public input.

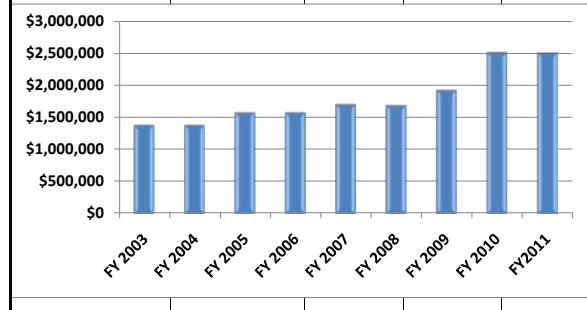
**The meeting adjourned at 3:34 p.m.**

# FINANCIAL

## Amelia Island Tourism Development Tax Monthly Collections



Actual	October	November	December	January	February	March	April	May	June	July	August	September	Total	% Change
FY 2003	\$109,336	\$85,605	\$47,732	\$58,844	\$90,804	\$139,068	\$167,713	\$143,201	\$174,973	\$181,948	\$121,651	\$61,452	\$1,382,327	4.63%
FY 2004	\$100,645	\$70,916	\$44,192	\$77,030	\$86,617	\$153,685	\$170,854	\$157,314	\$156,197	\$188,660	\$109,107	\$67,213	\$1,382,430	0.01%
FY 2005	\$117,549	\$86,194	\$63,252	\$69,679	\$148,538	\$163,800	\$179,477	\$157,081	\$132,026	\$259,316	\$118,756	\$85,516	\$1,581,185	14.38%
FY 2006	\$117,494	\$96,414	\$54,471	\$86,220	\$101,817	\$170,142	\$188,472	\$151,887	\$197,573	\$196,593	\$119,475	\$98,934	\$1,579,492	-0.11%
FY 2007	\$111,564	\$91,570	\$63,904	\$93,105	\$104,652	\$199,152	\$188,917	\$164,364	\$211,842	\$237,445	\$139,506	\$98,800	\$1,704,820	7.93%
FY 2008	\$130,002	\$91,328	\$80,897	\$88,690	\$130,347	\$185,199	\$182,371	\$167,219	\$212,867	\$212,168	\$131,107	\$78,412	\$1,690,606	-0.83%
FY 2009	\$114,995	\$86,222	\$83,281	\$103,468	\$134,956	\$192,886	\$222,010	\$192,204	\$258,233	\$270,768	\$168,665	\$101,974	\$1,929,663	14.14%
FY 2010	\$135,629	\$101,854	\$79,525	\$91,224	\$116,056	\$211,637	\$288,964	\$270,032	\$366,764	\$454,982	\$243,066	\$159,802	\$2,519,533	30.57%
FY2011	\$204,469	\$125,451	\$114,880	\$121,917	\$178,365	\$321,173	\$362,625	\$292,976	\$370,965	\$417,643			\$2,510,463	
% Change	50.76%	23.17%	44.46%	33.65%	53.69%	51.76%	25.49%	8.50%	1.15%	-8.21%	-100.00%	-100.00%	-0.36%	
2% Eqv.	\$102,235	\$62,725	\$57,440	\$60,959	\$89,183	\$160,587	\$181,313	\$146,488	\$185,482	\$208,821	\$0	\$0	\$1,255,232	
% Change - 2008	-21.36%	-31.32%	-29.00%	-31.27%	-31.58%	-13.29%	-0.58%	-12.40%	-12.86%	-1.58%	-100.00%	-100.00%	-25.75%	
3% Eqv.	\$153,352	\$94,088	\$86,160	\$91,438	\$133,774	\$240,880	\$271,969	\$219,732	\$278,224	\$313,232	\$0	\$0	\$1,882,847	
% Change - 2009	13.07%	-7.62%	8.34%	0.23%	15.27%	13.82%	22.50%	14.32%	7.74%	15.68%	-100.00%	-100.00%	-2.43%	
<b>Projected</b>														
FY2011	\$200,731	\$150,744	\$117,697	\$135,012	\$171,764	\$313,222	\$328,575	\$284,462	\$382,185	\$367,527	\$249,625	\$164,596	\$2,866,140	
FY2011 Rev	\$204,469	\$125,451	\$114,880	\$121,917	\$178,365	\$321,173	\$362,625	\$292,976	\$370,965	\$417,643	\$0	\$0	\$2,510,463	
% Change	1.86%	-16.78%	-2.39%	-9.70%	3.84%	2.54%	10.36%	2.99%	-2.94%	13.64%	-100.00%	-100.00%		
<b>YTD</b>														
FY2010	\$135,629	\$237,483	\$317,007	\$408,231	\$524,288	\$735,924	\$1,024,888	\$1,294,920	\$1,661,684	\$2,116,665	\$2,359,731	\$2,519,533		
FY2011	\$204,469	\$329,920	\$444,800	\$566,717	\$745,082	\$1,066,255	\$1,428,880	\$1,721,855	\$2,092,820	\$2,510,463				
% Change	50.76%	38.92%	40.31%	38.82%	42.11%	44.89%	39.42%	32.97%	25.95%	18.60%	-100.00%	-100.00%		



## Amelia Island TDC FY2011 Consolidated Budget Report



Account	Description	FY 2010 Actual	FY 2011 Budget	YTD Actual	Available Budget
NET INCOME	Tourist Dev. Funds	\$2,391,116	\$3,106,612	\$2,590,157	\$516,455
EXPENSES					
37522552	TDC Admin. 15%	\$358,667	\$415,033	\$388,524	\$26,509
37523552	Marketing - 65%	\$1,478,384	\$2,072,659	\$1,594,721	\$477,938
37523552	Travel Trade - 10%	\$273,570	\$342,231	\$217,452	\$124,779
37525539	Beach Improv. 10%**	\$157,350	\$276,689	\$85,350	\$191,339
EXP. TOTAL		\$2,267,972	\$3,106,612	\$2,286,047	\$820,565
<b>NET</b>		<b>\$123,144</b>	<b>\$0</b>	<b>\$304,110</b>	<b>-\$304,110</b>

# TRACKING



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www.str.com

## Amelia Island Tourist Development Council

For the Month of July 2011

Date Created: Aug 17, 2011

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# Tab 2 - Multi-Segment

Currency: USD - US Dollar

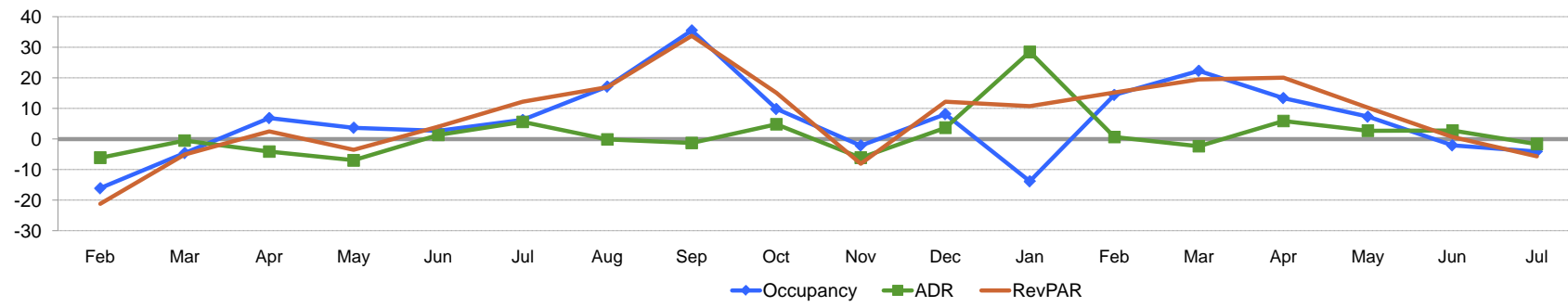
Amelia Island Tourist Development Council

For the month of: July 2011

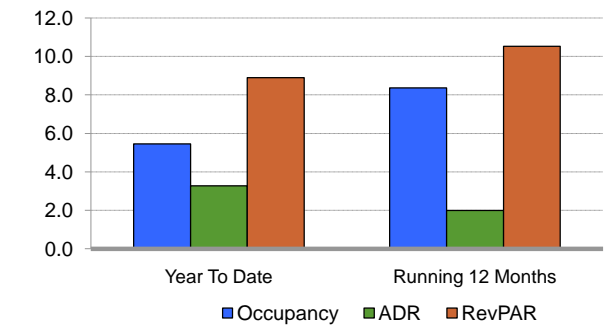
	Current Month - July 2011 vs July 2010												Year to Date - July 2011 vs July 2010												Participation			
	Occ %		ADR		RevPAR		Percent Change from July 2010						Occ %		ADR		RevPAR		Percent Change from YTD 2010						Properties		Rooms	
	2011	2010	2011	2010	2011	2010	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2011	2010	2011	2010	2011	2010	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Florida	68.1	63.6	101.24	94.87	68.97	60.37	7.1	6.7	14.2	14.5	0.2	7.3	67.0	62.8	112.97	108.92	75.71	68.40	6.7	3.7	10.7	10.9	0.2	6.9	3591	1955	411472	291959
Jacksonville, FL	62.7	62.5	84.65	83.55	53.08	52.25	0.3	1.3	1.6	2.1	0.5	0.7	61.4	58.8	83.29	82.29	51.15	48.40	4.4	1.2	5.7	6.3	0.6	5.0	267	186	26943	21894
Jacksonville Beaches	71.4	71.5	127.94	126.63	91.39	90.56	-0.1	1.0	0.9	0.9	-0.0	-0.1	63.5	61.0	124.32	120.15	78.95	73.31	4.1	3.5	7.7	8.1	0.4	4.5	97	56	7576	5769
Savannah, GA	67.5	69.5	87.12	86.55	58.84	60.15	-2.8	0.7	-2.2	-2.2	-0.0	-2.9	64.1	62.1	89.88	87.46	57.59	54.31	3.2	2.8	6.0	6.2	0.2	3.4	165	123	14903	12489
Brunswick/Kingsland, GA	55.9	51.7	108.95	107.53	60.87	55.60	8.1	1.3	9.5	9.8	0.3	8.4	48.7	47.0	93.70	93.85	45.61	44.14	3.5	-0.2	3.3	3.6	0.3	3.8	91	57	7402	4512
Daytona Beach, FL	61.6	62.7	102.95	106.69	63.45	66.89	-1.7	-3.5	-5.1	-5.3	-0.2	-1.9	54.5	52.2	99.41	100.09	54.18	52.26	4.4	-0.7	3.7	3.1	-0.5	3.8	179	70	13695	8221
Charleston, SC	77.6	76.7	113.68	110.23	88.26	84.53	1.3	3.1	4.4	4.3	-0.1	1.2	70.3	66.5	110.79	108.13	77.85	71.87	5.7	2.5	8.3	8.2	-0.1	5.6	164	117	17597	13998
Nassau County, FL	64.8	66.7	166.23	170.05	107.65	113.47	-2.9	-2.3	-5.1	-5.2	-0.0	-3.0	58.4	54.5	158.53	155.73	92.56	84.87	7.1	1.8	9.1	8.6	-0.4	6.7	24	15	2111	1917
St Johns County, FL	67.3	66.6	103.93	100.07	69.90	66.65	1.0	3.9	4.9	4.9	0.0	1.0	60.9	59.1	102.94	99.68	62.66	58.96	2.9	3.3	6.3	7.0	0.7	3.6	79	41	5741	3871
Hilton Head/Beaufort	79.2	80.1	153.71	150.66	121.66	120.63	-1.1	2.0	0.9	1.7	0.8	-0.3	56.8	57.1	126.13	122.01	71.68	69.68	-0.5	3.4	2.9	5.2	2.3	1.8	47	33	6125	4374
Fort Walton Beach, FL	80.9	64.7	171.81	147.47	138.92	95.44	24.9	16.5	45.5	45.3	-0.1	24.7	57.8	52.0	132.80	123.50	76.74	64.21	11.1	7.5	19.5	19.1	-0.3	10.8	86	47	10109	6513

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Monthly Percent Change



Overall Percent Change



Occupancy (%)	2010												2011					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	44.5	56.7	67.7	58.2	70.3	72.7	55.1	56.9	52.6	40.0	34.2	33.5	50.9	69.4	76.7	62.4	68.9	69.7
Last Year	53.0	59.4	63.3	56.1	68.5	68.4	47.0	42.0	47.9	40.8	31.6	38.9	44.5	56.7	67.7	58.2	70.3	72.7
Percent Change	-16.1	-4.6	6.9	3.7	2.7	6.2	17.2	35.5	9.8	-2.1	8.2	-13.8	14.4	22.3	13.4	7.3	-2.1	-4.1

ADR	2010												2011					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	148.50	185.62	174.65	179.34	183.07	186.98	157.00	135.73	156.09	134.96	140.76	144.61	149.45	181.29	184.91	184.23	188.22	183.91
Last Year	158.16	186.55	182.19	192.78	180.64	177.03	157.24	137.49	148.88	143.73	135.75	112.57	148.50	185.62	174.65	179.34	183.07	186.98
Percent Change	-6.1	-0.5	-4.1	-7.0	1.3	5.6	-0.2	-1.3	4.8	-6.1	3.7	28.5	0.6	-2.3	5.9	2.7	2.8	-1.6

RevPAR	2010												2011					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	66.02	105.23	118.18	104.31	128.76	135.96	86.54	77.23	82.05	53.93	48.17	48.46	76.04	125.72	141.90	114.99	129.65	128.23
Last Year	83.80	110.82	115.36	108.14	123.73	121.17	73.98	57.73	71.26	58.68	42.95	43.77	66.02	105.23	118.18	104.31	128.76	135.96
Percent Change	-21.2	-5.0	2.5	-3.5	4.1	12.2	17.0	33.8	15.2	-8.1	12.2	10.7	15.2	19.5	20.1	10.2	0.7	-5.7

Supply	2010												2011					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	47,404	52,483	50,790	52,483	50,790	52,204	52,204	50,520	52,173	50,490	52,173	52,173	47,124	52,173	50,490	52,173	50,490	52,173
Last Year	43,680	48,360	46,800	48,360	46,800	48,360	52,483	50,790	52,483	50,790	52,483	52,483	47,404	52,483	50,790	52,483	50,790	52,204
Percent Change	8.5	8.5	8.5	8.5	8.5	7.9	-0.5	-0.5	-0.6	-0.6	-0.6	-0.6	-0.6	-0.6	-0.6	-0.6	-0.6	-0.1

Demand	2010												2011					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	21,076	29,754	34,370	30,527	35,723	37,960	28,774	28,745	27,425	20,176	17,853	17,485	23,975	36,182	38,745	32,565	34,780	36,376
Last Year	23,143	28,729	29,632	27,128	32,055	33,101	24,692	21,325	25,118	20,737	16,604	20,409	21,076	29,754	34,370	30,527	35,723	37,960
Percent Change	-8.9	3.6	16.0	12.5	11.4	14.7	16.5	34.8	9.2	-2.7	7.5	-14.3	13.8	21.6	12.7	6.7	-2.6	-4.2

Revenue	2010												2011					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	3,129,767	5,522,845	6,002,613	5,474,734	6,539,717	7,097,759	4,517,492	3,901,641	4,280,829	2,722,908	2,512,950	2,528,536	3,583,085	6,559,257	7,164,402	5,999,379	6,546,133	6,689,948
Last Year	3,660,277	5,359,267	5,398,717	5,229,684	5,790,498	5,859,960	3,882,590	2,931,947	3,739,684	2,980,508	2,253,950	2,297,378	3,129,767	5,522,845	6,002,613	5,474,734	6,539,717	7,097,759
Percent Change	-14.5	3.1	11.2	4.7	12.9	21.1	16.4	33.1	14.5	-8.6	11.5	10.1	14.5	18.8	19.4	9.6	0.1	-5.7

Census %	2010												2011					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Census Props	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14
Census Rooms	1693	1693	1693	1693	1693	1684	1684	1684	1683	1683	1683	1683	1683	1683	1683	1683	1683	1683
% Rooms Participants	96.9	96.9	96.9	96.9	96.9	96.9	96.9	81.5	96.9	96.9	96.9	96.9	96.9	96.9	96.9	96.9	96.9	96.9

Year To Date			Running 12 Months		
2009	2010	2011	2009	2010	2011
57.9	58.5	61.7	53.2	51.5	55.8
65.9	57.9	58.5	60.4	53.2	51.5
-12.0	1.0	5.4	-11.9	-3.1	8.4

Year To Date			Running 12 Months		
2009	2010	2011	2009	2010	2011
177.22	171.89	177.51	174.63	162.91	166.16
204.58	177.22	171.89	194.36	174.63	162.91
-13.4	-3.0	3.3	-10.2	-6.7	2.0

Year To Date			Running 12 Months		
2009	2010	2011	2009	2010	2011
102.69	100.56	109.50	92.89	83.95	92.79
134.75	102.69	100.56	117.39	92.89	83.95
-23.8	-2.1	8.9	-20.9	-9.6	10.5

Year To Date			Running 12 Months		
2009	2010	2011	2009	2010	2011
330,720	358,637	356,796	569,400	617,666	614,356
326,490	330,720	358,637	557,979	569,400	617,666
1.3	8.4	-0.5	2.0	8.5	-0.5

Year To Date			Running 12 Months		
2009	2010	2011	2009	2010	2011
191,641	209,819	220,108	302,879	318,295	343,081
215,056	191,641	209,819	337,002	302,879	318,295
-10.9	9.5	4.9	-10.1	5.1	7.8

Year To Date			Running 12 Months		
2009	2010	2011	2009	2010	2011
33,962,888	36,064,813	39,070,740	52,892,028	51,853,492	57,006,560
43,995,886	33,962,888	36,064,813	65,501,253	52,892,028	51,853,492
-22.8	6.2	8.3	-19.3	-2.0	9.9

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Source 2011 SMITH TRAVEL RESEARCH, Inc.

# ACTIVITY

JULY 2011

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**TOURISM MARKETING**

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**Tourism Sales Efforts**

- ⊗ Distributed brochures to island accommodations.
- ⊗ Responded to Meeting, Wedding, Tour, and Receptive requests.
- ⊗ Collected and distributed weekly “Hot Rates” to I-95 welcome center.
- ⊗ Provided information bags for corporate, wedding, T/T groups.
- ⊗ Provided brochures to island partners for their sales efforts.
- ⊗ Welcomed two motor coaches to the historic district.
- ⊗ Met with local group to organize regional baseball tournament
- ⊗ Conducted telephone interview with NTA *Courier* magazine
- ⊗ Met with Holiday Homes Tour committee on marketing efforts
- ⊗ Met with Phyllis Davis on museum initiatives
- ⊗ Met with David Reese on FY2012 Golf Co-Op Advertising

**Administration**

- ⊗ Participated in Resort Rental enforcement discussion group
- ⊗ Met with Gator Bowl regarding GSTC.
- ⊗ Ongoing planning efforts for Great Southern Tailgate Cook-Off.
- ⊗ Met with County Attorney and Park/Recreation related to request for bed tax use.
- ⊗ Met with Genesis Group to discuss AI tourism development opportunities.
- ⊗ Met with Fernandina Beach Parking Committee to discuss paid parking at the beach
- ⊗ Attended DMAI Annual Meeting in New Orleans
- ⊗ Attended NFLHA Board Meeting in Jacksonville
- ⊗ Attended FACVB Board Meeting in Lakeland
- ⊗ Met with NCEDC on economic development issues as part of their Master Planning process.

**Interactive**

- ⊗ Meetings with web agencies to discuss micro sites.
- ⊗ Website updates for Amelia Island.com, gstailgatecookoff.com, amelianature.com and event calendar.
- ⊗ Participated in weekly status updates with MMG on ongoing projects.
- ⊗ Posted updates on Facebook and Twitter.
- ⊗ Conference calls with Collinson Media regarding walking tour mobile app.
- ⊗ Responded to guest inquiries from websites and provided information.

## ADVERTISING & MARKETING

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### **Advertising**

- ⊗ Agency continued to receive and review media placement opportunities.
- ⊗ Agency monitored the Spring/Summer campaign. Campaign scheduled to end August 21.
- ⊗ Agency produced and trafficked co-op radio spots with partner properties – Residence Inn Amelia Island and Amelia Hotel at the Beach. Radio spots end August 7.
- ⊗ Agency produced and trafficked radio spots for the Great Southern Tailgate BBQ Cookoff. Radio spots start again on August 16.
- ⊗ Agency produced radio spots for Valentine’s Day. Spots will air in February 2012.
- ⊗ Agency coordinated with Hayworth on their upcoming B-Roll shoot.
- ⊗ Agency created and sent ad for the Redbook Magazine Florida Travel Planner section.
- ⊗ Agency updated half page ad for the University of Florida versus the University of Georgia football game for the Atlanta Magazine.
- ⊗ Agency met with client to present creative options. Also discussed were eNewsletters, promotions, and interactive/social media game promotion. Client’s future needs and next year’s marketing plans were discussed as well.
- ⊗ Agency created and sent an ad for the annual guidebook for the Southeast Tourism Society – Escape to the Southeast.

### **Upcoming in August**

- ⊗ Continue to monitor Spring/Summer media campaign, which ends August 21.
- ⊗ Agency to refine creative execution with a focus on television.
- ⊗ Agency to research the value of the Amelia Island “Never Saw the Ocean” promotion.
- ⊗ Agency to estimate and begin developing the interactive memory game.
- ⊗ Agency to develop 2011-2012 marketing/media recommendations.

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## PUBLIC RELATIONS-HAYWORTH CREATIVE

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### Media Development

- ⊗ Responded to 10 editorial leads from VISIT FLORIDA, SATW E-news, Media Kitty, and HARO.
- ⊗ Finalized B-roll scout list and coordinated scout with videographer. Unfortunately, scout had to be postponed due to videographer delay. Rescheduled for early August.
- ⊗ Provided Points North magazine with images from the 2010 Great Southern Tailgate Cook-off for inclusion in an online Travel Tidbits story.
- ⊗ Coordinated interview with Gil Langley and NTA's Courier magazine. The writer was working on a feature piece about Florida and wanted to include Amelia Island. Also, provided images to the publication.
- ⊗ Wrote advertorial and submitted image for Meeting Mentor magazine.
- ⊗ Worked with Southern Family Magazine to provide a press kit for information about Amelia Island for an upcoming trip.
- ⊗ Discussed opportunity with Destination Guide regarding possible participation. Hayworth recommended the CVB pass on this opportunity, due to minimal exposure anticipated.
- ⊗ Provided SheKnows.com with information and images for a northeast Florida dining article.
- ⊗ Provided Atlanta Magazine with information for their upcoming September issue.
- ⊗ Sent information to Atlanta Weddings for consideration in their upcoming destination weddings article.
- ⊗ Touched base with Holiday Home Tour contact to discuss various PR promotional activities.
- ⊗ Contacted the booking agent for two of the cook-off bands to determine interest in radio interviews. Awaiting response.
- ⊗ Spoke with BTC Communications about a possible "One Tank Travel" piece. At this time, Hayworth recommended passing. They have a low viewership, as their BTC Vision is just getting started. Possibly something to consider for the future.
- ⊗ Worked with Where To Retire Magazine to schedule an interview. Interview will take place in August.
- ⊗ Began working on obtaining professional barbeque tips for diningtools.com.
- ⊗ Provided American Baby with information about maternity spa treatments on Amelia Island.
- ⊗ Sent the TODAY Show information about Labor Day packages.
- ⊗ Sent Labor Day packages to Frommers.com for consideration.

### Press Trips

- ⊗ Created an invitation for an individual press trip for select media through the end of September 2011. Sent invitation to 99 choice journalists. Follow up will continue in August.
  - Began working with *Travelgirl* magazine on a potential visit in September.
  - Suggested story ideas to VISIT FLORIDA Deals Blogger for potential trip.
- ⊗ Finalized Mike McCarthy's, at Washington Flyer (122,904 circulation), press trip in August. Provided welcome kit to writer prior to his trip. Follow up will continue in August.

- ⊗ Revised itinerary for Lisa Ruth who changed her visit August 7-10. Ruth is a freelancer on assignment for Donne Tempo magazine (online) and Washington Post (545,345 circulation).
- ⊗ Requested correction from Eileen Ogintz for her column regarding Amelia Island.

### **Media Releases**

- ⊗ Distributed press release about the Cook-off entertainment line-up. Release was distributed to 582 media outlets, including Florida, southeast and select national dailies, regional magazines, food writers, food and travel blogs, and online outlets.
- ⊗ Distributed press release announcing the updated AmeliaNature.com Web site. Press release was distributed to 497 media contacts, including outdoor, Florida Daily, freelancers specializing in outdoor, select national dailies and trade publications.
- ⊗ Wrote release regarding accommodation discounts during the Great Southern Tailgate Cook-off. Release will be distributed in August.
- ⊗ Revised Cook-off Lineup release for optimized distribution. Sent to TDC for approval. Release will be distributed in August.
- ⊗ Continued updating the press room with current press releases.

### **Promotions**

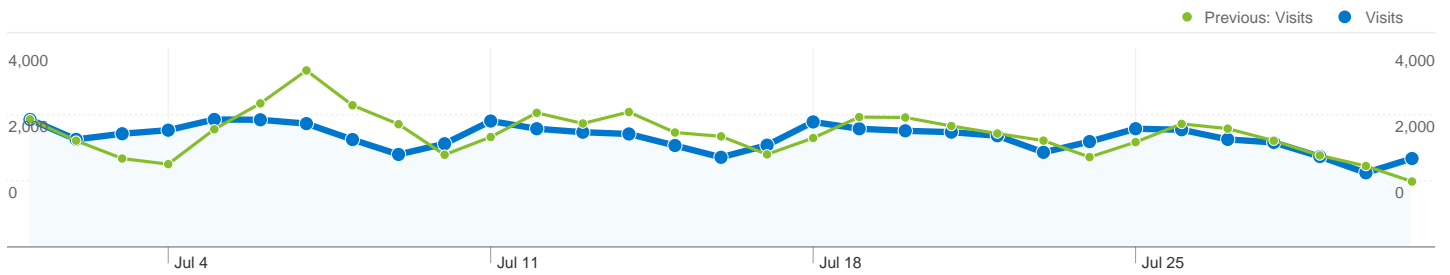
- ⊗ Worked with Harris Teeter and various Amelia Island partners to obtain certificates for the prize. Awaiting a few certificates. Will send prize to winner in August.
- ⊗ Finalized promotion with Woman's World (circulation: 1, 275,890) for September 2011 issue. Provided images, copy points, and links.
- ⊗ Finalized promotion with WAPE-FM (#2 station in Jacksonville market, Pop Contemporary Hits format). Promo will take place September 5 through 11 and offers \$15,600 in media exposure.
- ⊗ Presented a promotion with Let's Make a Deal game show, however, we could not find a partner that could participate.
- ⊗ Finalized another promotion with Wheel of Fortune. Promotion will offer \$60K in media exposure through two 10 second mentions.
- ⊗ Coordinated two separate promotions with WAPE-FM (#2 station in Jacksonville market, Pop Contemporary Hits format) and WXXJ-FM (#6 station in Jacksonville market, Alternative Format) for the Wedding Expo in Jacksonville. The promo takes place July 22 through August 8 and offers \$15K in media exchange. As an added value, they also offered a complimentary booth at the event to the two partners who donated stays.
- ⊗ Contacted 16 stations in Jacksonville market to determine interest in a possible promotion with the Blues Festival. Two showed interest but said they'd get back with us. Follow-up will continue in August.

### **Miscellaneous**

- ⊗ Researched and wrote copy for the August Amelia Island e-newsletter. Copy was approved and will be distributed by Z-Graph in August.
- ⊗ Prepared Activity, Forecast and Publicity Reports.

# Amelia Island (No Filters) Dashboard

Jul 1, 2011 - Jul 31, 2011  
Comparing to: Jul 1, 2010 - Jul 31, 2010



## Site Usage

**68,489 Visits**

Previous: 70,753 (-3.20%)

**29.85% Bounce Rate**

Previous: 34.57% (-13.67%)

**359,890 Pageviews**

Previous: 390,065 (-7.74%)

**00:04:39 Avg. Time on Site**

Previous: 00:04:46 (-2.46%)

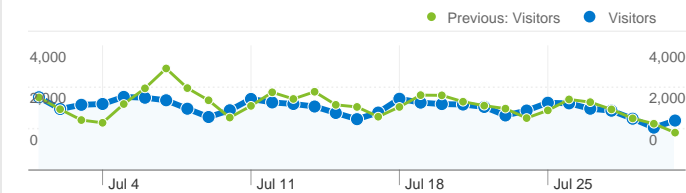
**5.25 Pages/Visit**

Previous: 5.51 (-4.69%)

**75.01% % New Visits**

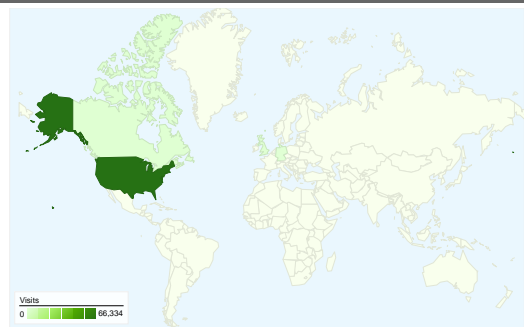
Previous: 76.96% (-2.54%)

## Visitors Overview

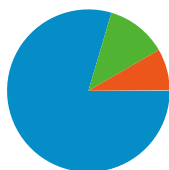


**Visitors  
55,911**

## Map Overlay



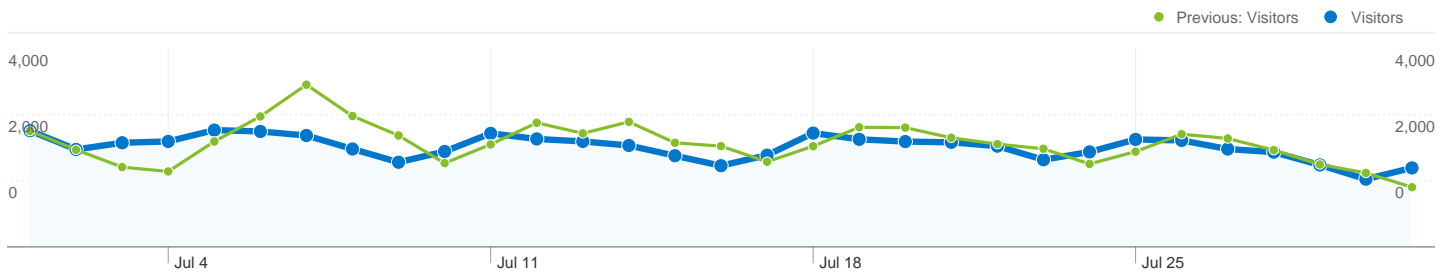
## Traffic Sources Overview



- **Search Engines**  
54,492.00 (79.56%)
- **Referring Sites**  
8,282.00 (12.09%)
- **Direct Traffic**  
5,648.00 (8.25%)
- **Other**  
67 (0.10%)

# Amelia Island (No Filters) Visitors Overview

Jul 1, 2011 - Jul 31, 2011  
Comparing to: Jul 1, 2010 - Jul 31, 2010



## 55,911 people visited this site

**68,489** Visits

Previous: 70,753 (-3.20%)

**55,911** Absolute Unique Visitors

Previous: 58,588 (-4.57%)

**359,890** Pageviews

Previous: 390,065 (-7.74%)

**5.25** Average Pageviews

Previous: 5.51 (-4.69%)

**00:04:39** Time on Site

Previous: 00:04:46 (-2.46%)

**29.85%** Bounce Rate

Previous: 34.57% (-13.67%)

**75.01%** New Visits

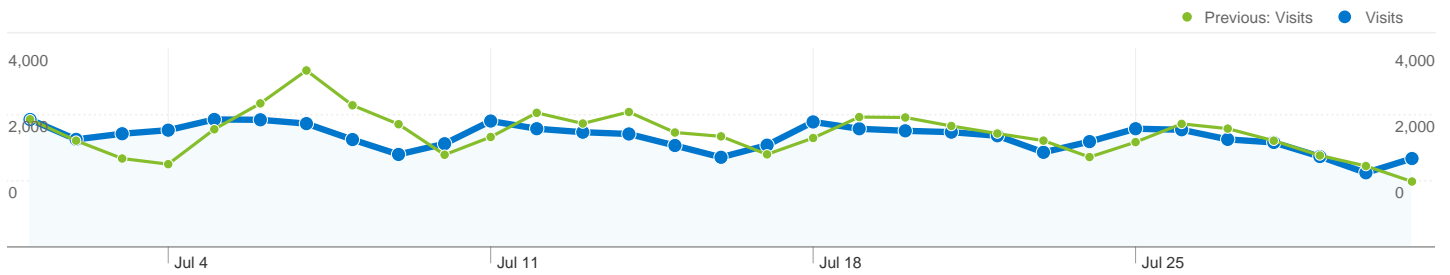
Previous: 76.96% (-2.54%)

## Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer			Unknown		
Jul 1, 2011 - Jul 31, 2011	40,641	59.34%	Jul 1, 2011 - Jul 31, 2011	68,489	100.00%
Jul 1, 2010 - Jul 31, 2010	50,729	71.70%	Jul 1, 2010 - Jul 31, 2010	13,839	19.56%
% Change	-19.89%	-17.24%	% Change	394.90%	411.26%
Safari			T1		
Jul 1, 2011 - Jul 31, 2011	11,705	17.09%	Jul 1, 2011 - Jul 31, 2011	0	0.00%
Jul 1, 2010 - Jul 31, 2010	7,171	10.14%	Jul 1, 2010 - Jul 31, 2010	9,727	13.75%
% Change	63.23%	68.62%	% Change	-100.00%	-100.00%

# Amelia Island (No Filters) Traffic Sources Overview

Jul 1, 2011 - Jul 31, 2011  
Comparing to: Jul 1, 2010 - Jul 31, 2010



All traffic sources sent a total of 68,489 visits

**8.25% Direct Traffic**

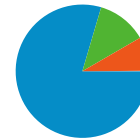
Previous: 18.18% (-54.63%)

**12.09% Referring Sites**

Previous: 17.99% (-32.78%)

**79.56% Search Engines**

Previous: 63.65% (25.01%)



- **Search Engines**  
54,492.00 (79.56%)
- **Referring Sites**  
8,282.00 (12.09%)
- **Direct Traffic**  
5,648.00 (8.25%)
- **Other**  
67 (0.10%)

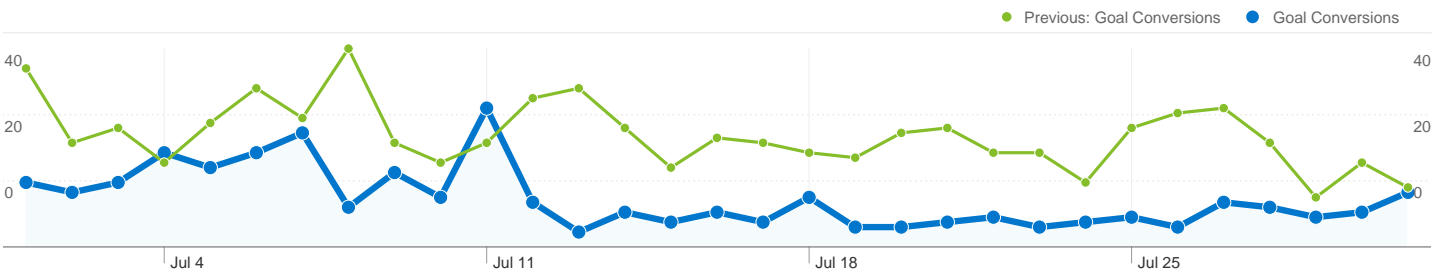
## Top Traffic Sources

Sources	Visits	% visits
google (organic)		
Jul 1, 2011 - Jul 31, 2011	42,307	61.77%
Jul 1, 2010 - Jul 31, 2010	34,093	48.19%
% Change	24.09%	28.19%
(direct) ((none))		
Jul 1, 2011 - Jul 31, 2011	5,648	8.25%
Jul 1, 2010 - Jul 31, 2010	12,860	18.18%
% Change	-56.08%	-54.63%
bing (organic)		
Jul 1, 2011 - Jul 31, 2011	5,186	7.57%
Jul 1, 2010 - Jul 31, 2010	4,111	5.81%
% Change	26.15%	30.32%
yahoo (organic)		
Jul 1, 2011 - Jul 31, 2011	4,752	6.94%
Jul 1, 2010 - Jul 31, 2010	4,817	6.81%
% Change	-1.35%	1.91%
fbfl.us (referral)		

Keywords	Visits	% visits
amelia island		
Jul 1, 2011 - Jul 31, 2011	27,317	50.13%
Jul 1, 2010 - Jul 31, 2010	22,813	50.66%
% Change	19.74%	-1.04%
amelia island florida		
Jul 1, 2011 - Jul 31, 2011	2,814	5.16%
Jul 1, 2010 - Jul 31, 2010	3,002	6.67%
% Change	-6.26%	-22.54%
amelia island hotels		
Jul 1, 2011 - Jul 31, 2011	1,824	3.35%
Jul 1, 2010 - Jul 31, 2010	2,267	5.03%
% Change	-19.54%	-33.51%
amelia island fl		
Jul 1, 2011 - Jul 31, 2011	1,347	2.47%
Jul 1, 2010 - Jul 31, 2010	829	1.84%
% Change	62.48%	34.28%
amelia island plantation		

Amelia Island (No Filters)  
**Goals Overview**

**Jul 1, 2011 - Jul 31, 2011**  
 Comparing to: Jul 1, 2010 - Jul 31, 2010



**Visitors completed 300 goal conversions**

**53 conversions, Goal 1: Newsletter Sign Up**

Previous: 153 (-65.36%)

**198 conversions, Goal 2: Request Brochure**

Previous: 508 (-61.02%)

**4 conversions, Goal 3: Meeting RFP**

Previous: 1 (300.00%)

**25 conversions, Goal 4: Wedding RFP**

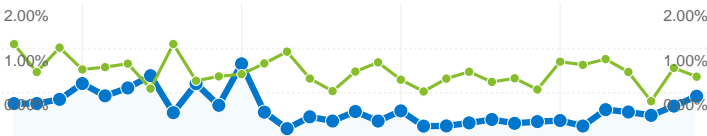
Previous: 0 (0.00%)

**20 conversions, Goal 5: Contact Us**

Previous: 37 (-45.95%)

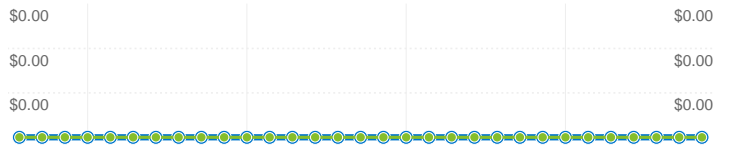
**Goal Performance**

**Goal Conversion Rate**

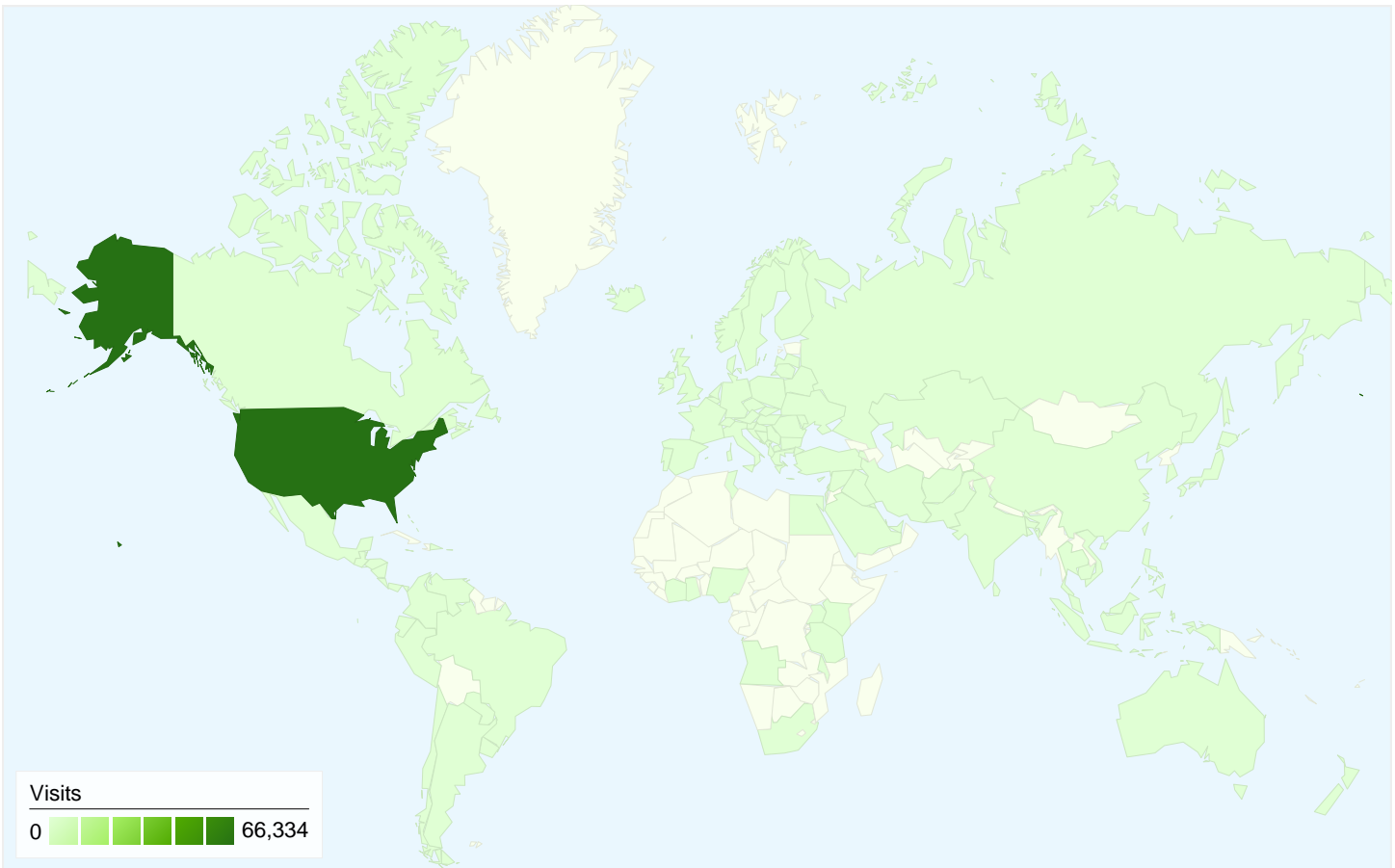


**Goal Conversion Rate**  
**0.44%**

**Total Goal Value**



**Total Goal Value**  
**\$0.00**



**68,489 visits came from 123 countries/territories**

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
<b>68,489</b> Previous: 70,753 (-3.20%)	<b>5.25</b> Previous: 5.51 (-4.69%)	<b>00:04:39</b> Previous: 00:04:46 (-2.46%)	<b>75.06%</b> Previous: 77.04% (-2.57%)	<b>29.85%</b> Previous: 34.57% (-13.67%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
<b>United States</b>					
July 1, 2011 - July 31, 2011	<b>66,334</b>	5.30	00:04:42	74.85%	29.59%
July 1, 2010 - July 31, 2010	<b>67,779</b>	5.63	00:04:53	76.46%	33.22%
% Change	<b>-2.13%</b>	<b>-5.84%</b>	<b>-3.83%</b>	<b>-2.12%</b>	<b>-10.93%</b>
<b>Canada</b>					
July 1, 2011 - July 31, 2011	<b>489</b>	5.03	00:03:43	77.30%	24.74%
July 1, 2010 - July 31, 2010	<b>545</b>	4.41	00:03:07	87.34%	47.16%
% Change	<b>-10.28%</b>	<b>14.00%</b>	<b>19.64%</b>	<b>-11.49%</b>	<b>-47.53%</b>
<b>United Kingdom</b>					
July 1, 2011 - July 31, 2011	<b>420</b>	3.94	00:03:46	80.24%	30.95%

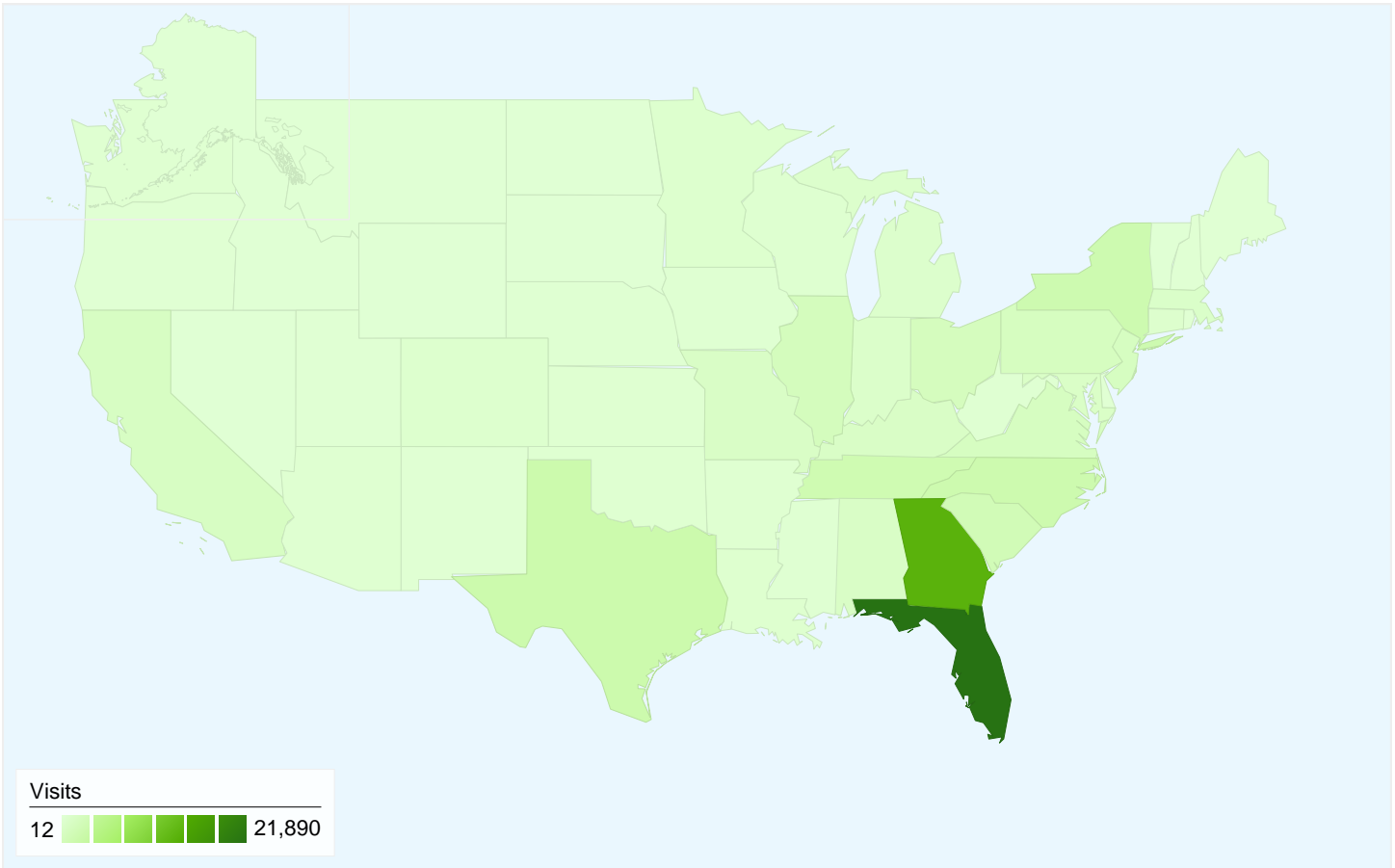
July 1, 2010 - July 31, 2010	<b>367</b>	4.26	00:03:31	86.92%	50.41%
% Change	<b>14.44%</b>	<b>-7.42%</b>	6.64%	<b>-7.69%</b>	<b>-38.60%</b>
Germany					
July 1, 2011 - July 31, 2011	<b>194</b>	4.09	00:03:17	87.11%	40.21%
July 1, 2010 - July 31, 2010	<b>239</b>	3.85	00:03:26	85.36%	53.97%
% Change	<b>-18.83%</b>	6.31%	<b>-4.40%</b>	2.06%	<b>-25.51%</b>
(not set)					
July 1, 2011 - July 31, 2011	<b>95</b>	2.32	00:02:17	61.05%	58.95%
July 1, 2010 - July 31, 2010	<b>7</b>	7.00	00:16:40	85.71%	14.29%
% Change	<b>1,257.14%</b>	<b>-66.92%</b>	<b>-86.30%</b>	<b>-28.77%</b>	<b>312.63%</b>
Netherlands					
July 1, 2011 - July 31, 2011	<b>62</b>	5.65	00:05:25	79.03%	32.26%
July 1, 2010 - July 31, 2010	<b>61</b>	3.13	00:02:03	93.44%	57.38%
% Change	<b>1.64%</b>	80.29%	163.82%	<b>-15.42%</b>	<b>-43.78%</b>
Australia					
July 1, 2011 - July 31, 2011	<b>53</b>	5.15	00:03:15	94.34%	33.96%
July 1, 2010 - July 31, 2010	<b>49</b>	2.04	00:00:43	100.00%	79.59%
% Change	<b>8.16%</b>	152.40%	352.03%	<b>-5.66%</b>	<b>-57.33%</b>
Brazil					
July 1, 2011 - July 31, 2011	<b>50</b>	2.92	00:03:05	72.00%	56.00%
July 1, 2010 - July 31, 2010	<b>178</b>	1.65	00:00:55	96.07%	69.10%
% Change	<b>-71.91%</b>	77.39%	234.63%	<b>-25.05%</b>	<b>-18.96%</b>
India					
July 1, 2011 - July 31, 2011	<b>50</b>	2.60	00:02:59	92.00%	52.00%
July 1, 2010 - July 31, 2010	<b>103</b>	1.65	00:00:55	93.20%	80.58%
% Change	<b>-51.46%</b>	57.53%	224.36%	<b>-1.29%</b>	<b>-35.47%</b>
Switzerland					
July 1, 2011 - July 31, 2011	<b>47</b>	4.02	00:01:38	78.72%	38.30%
July 1, 2010 - July 31, 2010	<b>45</b>	3.40	00:01:25	100.00%	68.89%
% Change	<b>4.44%</b>	18.27%	14.48%	<b>-21.28%</b>	<b>-44.41%</b>

1 - 10 of 123

# Country/Territory Detail:

United States

Jul 1, 2011 - Jul 31, 2011  
Comparing to: Jul 1, 2010 - Jul 31, 2010



## This country/territory sent 66,334 visits via 52 regions

Site Usage

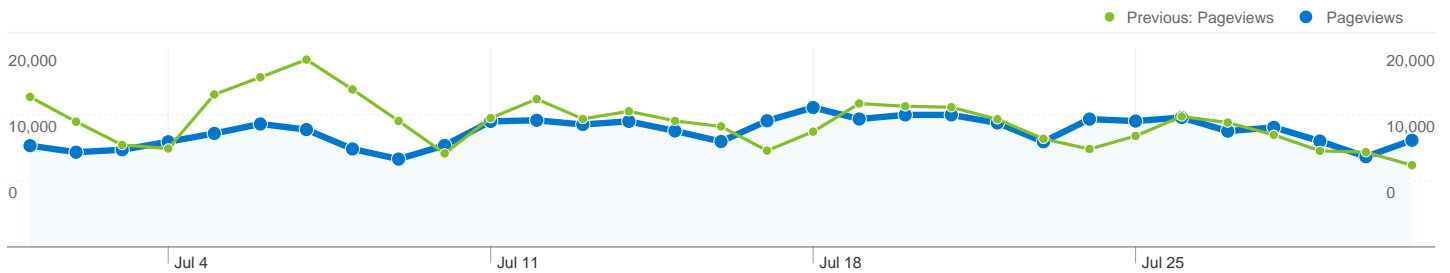
<b>Visits</b> <b>66,334</b> Previous: 67,779 (-2.13%)	<b>Pages/Visit</b> <b>5.30</b> Previous: 5.63 (-5.84%)	<b>Avg. Time on Site</b> <b>00:04:42</b> Previous: 00:04:53 (-3.83%)	<b>% New Visits</b> <b>74.85%</b> Previous: 76.46% (-2.12%)	<b>Bounce Rate</b> <b>29.59%</b> Previous: 33.22% (-10.93%)	
Region	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
<b>Florida</b>					
July 1, 2011 - July 31, 2011	21,890	5.37	00:04:49	72.96%	30.15%
July 1, 2010 - July 31, 2010	20,418	5.54	00:04:52	75.53%	36.10%
% Change	7.21%	-3.03%	-0.76%	-3.40%	-16.48%
<b>Georgia</b>					
July 1, 2011 - July 31, 2011	13,779	5.45	00:05:02	73.58%	29.04%
July 1, 2010 - July 31, 2010	13,599	6.24	00:05:43	73.08%	24.05%
% Change	1.32%	-12.73%	-12.18%	0.69%	20.72%
<b>Texas</b>					

July 1, 2011 - July 31, 2011	2,542	5.00	00:04:16	76.48%	31.00%
July 1, 2010 - July 31, 2010	1,867	5.92	00:05:04	79.06%	26.57%
% Change	36.15%	-15.59%	-15.67%	-3.27%	16.68%
North Carolina					
July 1, 2011 - July 31, 2011	2,432	5.40	00:04:45	77.55%	26.19%
July 1, 2010 - July 31, 2010	2,460	5.22	00:04:38	80.93%	29.31%
% Change	-1.14%	3.39%	2.74%	-4.18%	-10.63%
New York					
July 1, 2011 - July 31, 2011	2,371	4.76	00:03:59	77.35%	32.39%
July 1, 2010 - July 31, 2010	2,761	5.70	00:05:03	77.51%	26.98%
% Change	-14.13%	-16.53%	-21.08%	-0.20%	20.04%
Tennessee					
July 1, 2011 - July 31, 2011	2,217	5.40	00:04:55	65.36%	30.76%
July 1, 2010 - July 31, 2010	2,673	6.49	00:05:44	72.39%	24.21%
% Change	-17.06%	-16.83%	-14.30%	-9.71%	27.09%
South Carolina					
July 1, 2011 - July 31, 2011	1,887	5.59	00:04:53	74.83%	28.30%
July 1, 2010 - July 31, 2010	1,898	6.94	00:05:57	70.81%	27.40%
% Change	-0.58%	-19.44%	-18.06%	5.67%	3.29%
Illinois					
July 1, 2011 - July 31, 2011	1,518	5.00	00:04:05	78.99%	29.64%
July 1, 2010 - July 31, 2010	1,307	6.50	00:05:05	76.13%	27.08%
% Change	16.14%	-23.20%	-19.72%	3.75%	9.45%
Ohio					
July 1, 2011 - July 31, 2011	1,459	5.47	00:04:30	75.19%	23.78%
July 1, 2010 - July 31, 2010	1,589	5.76	00:05:01	77.34%	28.57%
% Change	-8.18%	-4.95%	-10.30%	-2.79%	-16.76%
Pennsylvania					
July 1, 2011 - July 31, 2011	1,351	5.65	00:04:26	75.65%	27.76%
July 1, 2010 - July 31, 2010	1,342	5.38	00:04:19	80.10%	32.34%
% Change	0.67%	4.93%	2.82%	-5.56%	-14.17%

1 - 10 of 52

# Amelia Island (No Filters) Content Overview

Jul 1, 2011 - Jul 31, 2011  
Comparing to: Jul 1, 2010 - Jul 31, 2010



Pages on this site were viewed a total of 359,890 times

**359,890 Pageviews**

Previous: 390,065 (-7.74%)

**272,031 Unique Views**

Previous: 287,100 (-5.25%)

**29.92% Bounce Rate**

Previous: 34.67% (-13.68%)

## Top Content

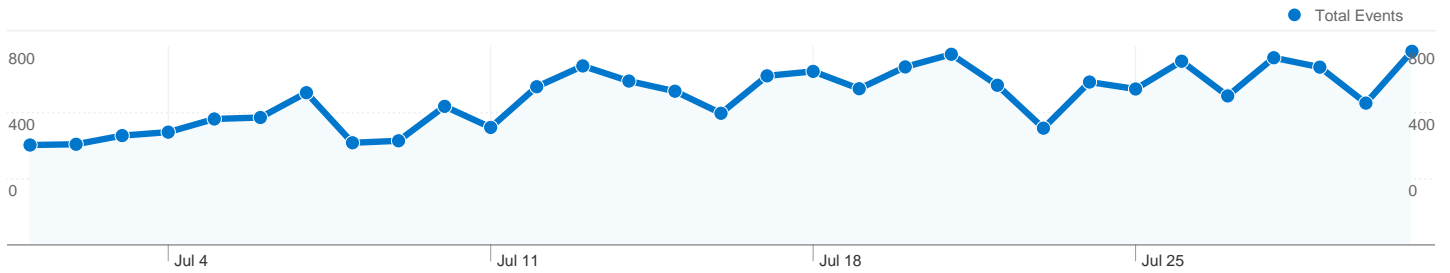
Pages	Pageviews	% Pageviews
/		
Jul 1, 2011 - Jul 31, 2011	47,707	13.26%
Jul 1, 2010 - Jul 31, 2010	64,156	16.45%
% Change	-25.64%	-19.40%
/area-services/accommodations/hotels-motels/		
Jul 1, 2011 - Jul 31, 2011	17,298	4.81%
Jul 1, 2010 - Jul 31, 2010	19,877	5.10%
% Change	-12.97%	-5.68%
/area-services/accommodations/		
Jul 1, 2011 - Jul 31, 2011	15,831	4.40%
Jul 1, 2010 - Jul 31, 2010	25,840	6.62%
% Change	-38.73%	-33.60%
/media-gallery/		
Jul 1, 2011 - Jul 31, 2011	12,345	3.43%
Jul 1, 2010 - Jul 31, 2010	9,992	2.56%
% Change	23.55%	33.91%
/area-services/accommodations/resorts/		

# Event Tracking Category:

Area Services

Jul 1, 2011 - Jul 31, 2011

Comparing to: Site



**This category recorded 18,445 total events via 45 event actions**

Filtered for event actions containing "accommodation"

Events

Event Action	Total Events	Unique Events	Event Value	Avg. Value
<b>Total Events</b> <b>18,445</b> % of Site Total: 45.21%	<b>Unique Events</b> <b>16,834</b> % of Site Total: 94.85%	<b>Event Value</b> <b>0</b> % of Site Total: 0.00%	<b>Avg. Value</b> <b>0.00</b> Site Avg: 0.00 (0.00%)	
Accommodation - Omni Amelia Island Plantation Resort	1,742	1,605	0	0.00
Accommodation - Amelia Hotel...At The Beach	1,690	1,554	0	0.00
Accommodation - The Ritz-Carlton, Amelia Island	1,205	1,146	0	0.00
Accommodation - Seaside Amelia Inn	1,174	1,109	0	0.00
Accommodation - Beachside Motel	1,017	919	0	0.00
Accommodation - Summer Beach Resort	955	885	0	0.00
Accommodation - Elizabeth Pointe Lodge	775	691	0	0.00
Accommodation - Hampton Inn & Suites, Amelia Island	723	624	0	0.00
Accommodation - Amelia Oceanfront Bed & Breakfast	669	603	0	0.00
Accommodation - Days Inn & Suites	531	465	0	0.00
Accommodation - Amelia Rental & Management Services	492	453	0	0.00
Accommodation - Amelia Island Resort Rentals	483	444	0	0.00
Accommodation - Fort Clinch State Park	471	435	0	0.00
Accommodation - Amelia Island Williams House	464	417	0	0.00
Accommodation - Comfort Suites	459	415	0	0.00
Accommodation - Fairbanks House	421	368	0	0.00
Accommodation - Addison on Amelia	385	351	0	0.00
Accommodation - Amelia South Condominiums	382	350	0	0.00
Accommodation - Amelia Island Vacation	357	316	0	0.00

Accommodation - Amelia by the Sea	<b>338</b>	300	0	0.00
Accommodation - Residence Inn Amelia Island	<b>332</b>	318	0	0.00
Accommodations - Amelia Hotel...At The Beach	<b>258</b>	242	0	0.00
Accommodation - Premier Beach Rentals	<b>250</b>	177	0	0.00
Accommodation - Florida House Inn	<b>236</b>	216	0	0.00
Accommodation - Hampton Inn, Amelia Island at Fernandina Beach	<b>235</b>	218	0	0.00
Accommodations - Omni Amelia Island Plantation Resort	<b>219</b>	207	0	0.00
Accommodation - AmeliaVacations.Com by ERA Fernandina Beach Realty	<b>202</b>	180	0	0.00
Accommodation - Hoyt House	<b>194</b>	168	0	0.00
Accommodation - Villas of Amelia Island Plantation	<b>170</b>	155	0	0.00
Accommodations - Hampton Inn & Suites, Amelia Island	<b>156</b>	137	0	0.00
Accommodation - Sand Dollar Villas	<b>152</b>	139	0	0.00
Accommodations - The Ritz-Carlton, Amelia Island	<b>145</b>	137	0	0.00
Accommodations - Beachside Motel	<b>143</b>	136	0	0.00
Accommodations - Seaside Amelia Inn	<b>137</b>	128	0	0.00
Accommodation - Oceans of Amelia	<b>132</b>	121	0	0.00
Accommodations - Days Inn & Suites	<b>128</b>	119	0	0.00
Accommodations - Comfort Suites	<b>115</b>	102	0	0.00
Accommodation - Amelia Surf & Racquet Club	<b>97</b>	93	0	0.00
Accommodations - Residence Inn Amelia Island	<b>87</b>	81	0	0.00
Accommodation - The Pelicans Condominiums	<b>70</b>	68	0	0.00
Accommodations - Hampton Inn, Amelia Island at Fernandina Beach	<b>66</b>	61	0	0.00
Accommodation - Ketch Courtyard	<b>65</b>	65	0	0.00
Accommodation - Atlantis on Amelia	<b>62</b>	56	0	0.00
Accommodations - Amelia Oceanfront Bed & Breakfast	<b>40</b>	39	0	0.00
Accommodations - Villas of Amelia Island Plantation	<b>21</b>	21	0	0.00
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## Lodging Reports

Name	Total Clicks ▼
Amelia Hotel at the Beach	1,919
Seaside Amelia Inn	1,256
Omni Amelia Island Plantation	1,040
The Ritz-Carlton, Amelia Island	846
Comfort Suites Oceanview	769
Days Inn & Suites At Amelia Island	689
Residence Inn Amelia Island	602
Elizabeth Pointe Lodge	577
Amelia Oceanfront Bed & Breakfast	521
Summer Beach Resort	501
Hampton Inn Amelia Island at Fernandina Beach	469
Amelia Rental And Management Services	428
Beachside Motel	419
Fairbanks House	390
Hampton Inn & Suites Amelia Island	387
Florida House Inn	381
Oceans Of Amelia	379
Amelia South Condominiums	373
Addison on Amelia	353
The Pelicans Condominiums	348
Hoyt House Bed & Breakfast	321
Amelia Island Resort Rentals	313
AmeliaVacations.com	305
Amelia Surf & Racquet Club, Florida Properties	249
Atlantis On Amelia	235
Fort Clinch State Park	201
Amelia Island Williams House	201
Ketch Courtyard	198
Amelia Island Vacation	158

## BookDirect Searches

ameliaisland.com

July 2011

Total	All Lodging
15,307	15,307

## BookDirect Clicks

Pages:

Total	Booking Engine Results List View	Booking Engine Results Map View	Directory Price Calendar	Map Page
14,828	13,900	198	169	561

Categories:

Total	All Lodging	Bed & Breakfasts	Hotels, Motels & Inns	Resorts, Retreats & Lodges	RV & Campgrounds	Vacation Rentals & Cabins
14,828	14,508	37	136	63	14	70

Buttons:

Total	BookDirect Button	More Info Button	Picture Link	Title
14,828	987	7,997	2,064	3,780

Search to Click Ratio 1 : 0.97