

AMELIA ISLAND

TOURIST DEVELOPMENT COUNCIL

Date: Wednesday, July 27, 2011
Location: Fernandina Beach City Hall

Agenda

- | | | |
|-------|---|--------------|
| I. | Call to Order | Danny Leeper |
| II. | Approval of June 22, 2011 minutes | Danny Leeper |
| III. | Finance Committee Report | Jack Healan |
| | A. Authorized BOCC Financial | |
| IV. | Amelia Island Tourism Development Council Update | |
| | A. Research | Gil Langley |
| | A. STR Report | |
| | B. Second Quarter Intercept | |
| | B. Activity Report – Tracking, PR, Special Events | Staff |
| V. | Old Business | |
| VI. | New Business | |
| | A. Visit Jacksonville Tourism Improvement District Proposal | Gil Langley |
| VII. | Public Input | |
| VIII. | Adjournment | |

MINUTES



Board Meeting Minutes of the Amelia Island Tourist Development Council
Wednesday, June 22, 2011
3:00 p.m.
Fernandina Beach City Hall

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

I. Call to Order

Meeting was called to order by David Caples at 3:00 pm.

II. Approval of Minutes – May 25, 2011 TDC Board Meeting

Holly Germano moved to approve the minutes. Arlene Filkoff seconded.
Motion carried unanimously.

It was noted that Chairman Danny Leeper is attending the Florida Association of Counties meeting in Orlando.

III. Finance Committee Report

Jack Healan presented the finance committee report. It was noted that the finance committee met on June 21, 2011. Bed tax numbers just came in and not included in reports. Gil Langley reported on financials and there have been no significant changes. Arlene Filkoff moved to approve the financials. John Price seconded.
Motion carried unanimously.

FY2012 Budget Request

Gil Langley presented a FY2012 budget placeholder. The placeholder would essentially flatline the budget for FY 2012 year to account for anticipated significant bed tax loss due to rooms out of order at The Ritz-Carlton and Omni. The FY2012 budget placeholder was approved by the finance committee on June 21, 2011.

IV. Amelia Island Tourism Development Council Update

Research

Gil Langley presented a report from the Klages Group that indicates there were 4,090 tourism-related jobs in Nassau County during 2010, which is about one in every four jobs.

STR Report

Gil Langley presented STR report for May 2011. May occupancy was up 7.3%, revPAR was up 10.2%, demand was up 6.7%, and revenue was up 9.6% over last year. Year-to-date, occupancy was up 10.1%, ADR up 5.3%, revPAR up 15.9% and revenue up 15.2%. Mr. Langley noted that when compared to our competitive set, only Savannah and Charleston exceeded our numbers. Year-to-date occupancy is still trailing a bit due to South Florida peak season being opposite of ours.

Tracking

Gil Langley discussed tracking results for May 2011. Overall, our interactions have increased. Magazine responses are still greatly increased. Website usage is up 19% for the month of May.

Activity Report

Bretta Walker reported on special events including Great Southern Tailgate Cook-Off and confirmed sponsors and new layout of event. Discussion followed regarding the success of last year's event and goals for 2011 as well as discussion of revenue generation.

Beth Belcher reported on interactive. Highlights include historic district walking tour mobile application to be completed in September 2011 as well as an update on Amelia Island CVB Facebook page, and detailed review of BookDirect search results for May.

Katharina Lane reported on PR efforts. Highlights include five recent press visits and two upcoming in August, four promotions with regional radio stations, nine press releases, and six examples of media coverage published in May 2011.

V. Old Business

Fernandina Beach Vacation Rental Ordinance

Gil Langley reported that the City of Fernandina Beach is working toward a consolidated ordinance for vacation home rentals. The first reading of this proposed ordinance will be on July 5, 2011. A new state law was passed that changes made vacation home rentals after June 30, 2011, would apply across an entire community, not just with specific areas. It was noted that vacation home rentals is the fastest growing segment of lodging industry, and makes up 46% of our lodging. Arlene Filkoff reported that the comp plan will be reviewed in August. Gil Langley said that the hospitality industry is singled out in the comp plan and suggests continuing to try to get punitive language toward the lodging industry removed from comp plan. Mr. Langley asked TDC board to review ordinance and provide feedback.

Jack Healan reported on OTA issue. FRLA voted to support AHLA to make sure no legislation is passed to give OTA advantage over lodging industry.

David Caples reminded those who are asked to present or speak at local organizations, to present importance of tourism in the area.

VI. New Business

Fernandina Beach Beach Renourishment Funding Request.

Gil Langley presented the funding request for Fernandina Beach Beach Renourishment. Mr. Langley attended a joint planning meeting of the City of Fernandina Beach and Nassau County Commissions where the Nassau County Commission requested that the TDC pay their portion of the phase one of the beach renourishment project, in the amount of \$25,000. Discussion followed among TDC board members regarding beach renourishment projects on the island. Gil Langley reminded the Board that historically the TDC has allocated to such projects. Jack Healan moved to approve the \$25,000 request from Nassau County to pay their share of requested match of planned beach renourishment. Tim Poynter seconded. Motion carried unanimously. Gil Langley will convey to the Nassau County Commission.

VII. Public Input

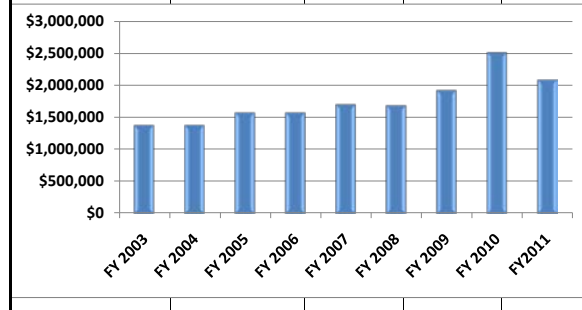
No public input.

VIII. The meeting adjourned at 4:19 p.m.

UPDATE:

**Bed Tax
STR Report**

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	\$370,575				\$2,092,430	
% Change	50.76%	23.17%	44.46%	33.65%	53.69%	51.76%	25.49%	8.50%		-100.00%	-100.00%	-100.00%	-16.95%	
2% Eqv.	\$102,235	\$62,725	\$57,440	\$60,959	\$89,183	\$160,587	\$181,313	\$146,488	\$185,287	\$0	\$0	\$0	\$1,046,215	
% Change - 2008	-21.36%	-31.32%	-29.00%	-31.27%	-31.58%	-13.29%	-0.58%	-12.40%	-12.96%	-100.00%	-100.00%	-100.00%	-38.12%	
3% Eqv.	\$153,352	\$94,088	\$86,160	\$91,438	\$133,774	\$240,880	\$271,969	\$219,732	\$277,931	\$0	\$0	\$0	\$1,569,323	
% Change - 2009	13.07%	-7.62%	8.34%	0.23%	15.27%	13.82%	22.50%	14.32%	7.63%	-100.00%	-100.00%	-100.00%	-37.71%	
Projected														
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	\$370,575	\$0	\$0	\$0	\$2,092,430	
% Change	1.86%	-16.78%	-2.39%	-9.70%	3.84%	2.54%	10.36%	2.99%	-3.04%	-100.00%	-100.00%	-100.00%		
YTD														
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	\$2,092,430					
% Change	50.76%	38.92%	40.31%	38.82%	42.11%	44.89%	39.42%	32.97%	25.92%	-100.00%	-100.00%	-100.00%		





United Kingdom
Blue Fin Building
110 Southwark Street
London SE1 0TA
Phone: +44 (0)20 7922 1930
Fax: +44 (0)20 7922 1931
www.strglobal.com

United States
735 East Main Street
Hendersonville
TN 37075
Phone: +1 (615) 824 8664
Fax: +1 (615) 824 3848
www.str.com

Amelia Island Tourist Development Council

For the Month of June 2011

Date Created: Jul 18, 2011

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Amelia Island Tourist Development Council

For the month of: June 2011

	Current Month - June 2011 vs June 2010												Year to Date - June 2011 vs June 2010										Participation					
	Occ %		ADR		RevPAR		Percent Change from June 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	63.5	60.2	100.78	96.65	64.03	58.22	5.5	4.3	10.0	10.2	0.2	5.7	66.8	62.7	114.98	111.34	76.83	69.76	6.6	3.3	10.1	10.4	0.2	6.9	3598	1952	411537	293105
Jacksonville, FL	61.2	61.5	83.83	82.93	51.29	50.96	-0.4	1.1	0.7	1.0	0.4	-0.0	61.2	58.2	83.05	82.06	50.82	47.74	5.2	1.2	6.4	7.1	0.6	5.8	268	187	26960	21933
Jacksonville Beaches	66.0	66.2	127.18	123.15	83.90	81.51	-0.3	3.3	2.9	2.7	-0.2	-0.6	62.2	59.2	123.62	118.80	76.84	70.34	5.0	4.1	9.2	9.8	0.5	5.5	97	57	7576	5808
Savannah, GA	65.9	64.7	90.66	87.79	59.76	56.80	1.9	3.3	5.2	5.0	-0.2	1.7	63.5	60.8	90.38	87.64	57.38	53.31	4.4	3.1	7.6	7.9	0.2	4.6	164	123	14883	12490
Brunswick/Kingsland, GA	51.2	48.4	109.13	107.94	55.87	52.19	5.9	1.1	7.0	7.4	0.3	6.2	47.5	46.2	90.62	91.23	43.01	42.18	2.7	-0.7	2.0	2.3	0.3	3.0	91	59	7402	4728
Daytona Beach, FL	54.7	51.1	92.13	91.34	50.42	46.67	7.1	0.9	8.0	7.7	-0.3	6.8	53.3	50.4	98.57	98.69	52.54	49.75	5.7	-0.1	5.6	5.0	-0.6	5.1	179	67	13675	8020
Charleston, SC	74.5	72.8	113.26	112.77	84.44	82.11	2.4	0.4	2.8	3.3	0.4	2.8	69.0	64.7	110.13	107.70	75.94	69.70	6.5	2.3	8.9	9.2	0.2	6.7	165	117	17689	13998
Nassau County, FL	63.7	64.6	170.34	166.45	108.54	107.53	-1.4	2.3	0.9	0.5	-0.5	-1.8	57.3	52.4	157.03	152.62	90.03	80.00	9.4	2.9	12.5	12.0	-0.5	8.9	24	15	2111	1917
St Johns County, FL	60.4	60.8	100.81	97.35	60.89	59.18	-0.6	3.6	2.9	2.8	-0.1	-0.8	59.8	57.9	102.73	99.61	61.42	57.63	3.3	3.1	6.6	7.5	0.8	4.2	79	42	5741	3910
Hilton Head/Beaufort	72.9	71.6	142.24	138.20	103.64	98.99	1.7	2.9	4.7	5.6	0.8	2.6	53.0	53.1	119.08	114.48	63.12	60.80	-0.2	4.0	3.8	6.5	2.6	2.4	47	33	6125	4374
Fort Walton Beach, FL	75.4	65.3	163.26	157.45	123.06	102.89	15.3	3.7	19.6	19.2	-0.3	15.0	53.8	49.8	122.40	117.78	65.84	58.66	8.0	3.9	12.2	11.8	-0.4	7.6	85	47	9920	6513

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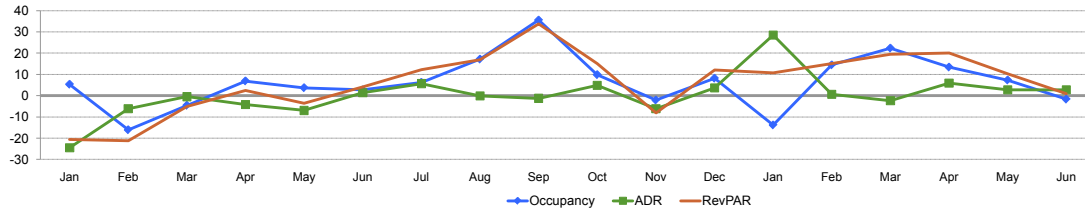
Source 2011 SMITH TRAVEL RESEARCH, Inc.

Tab 3 - Trend Amelia Island Sel Zip

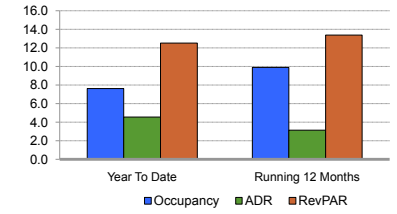
Currency: USD - US Dollar

Amelia Island Tourist Development Council
For the Month of June 2011

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2010												2011					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	38.9	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	69.1
Last Year	36.9	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
Percent Change	5.3	-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	-1.7

Year To Date		
2009	2010	2011
56.1	56.1	60.4
65.1	56.1	56.1
-13.7	-0.1	7.6

Running 12 Months		
2009	2010	2011
53.4	51.1	56.1
60.7	53.4	51.1
-12.1	-4.3	9.9

ADR	2010												2011					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	112.57	148.50	185.62	174.65	179.34	183.07	187.11	157.00	135.73	156.09	134.96	140.76	144.61	149.45	181.29	184.91	184.23	188.01
Last Year	149.25	158.16	186.55	182.19	192.78	180.64	177.06	157.24	137.49	148.88	143.73	135.75	112.57	148.50	185.62	174.65	179.34	183.07
Percent Change	-24.6	-6.1	-0.5	-4.1	-7.0	1.3	5.7	-0.2	-1.3	4.8	-6.1	3.7	28.5	0.6	-2.3	5.9	2.7	2.7

Year To Date		
2009	2010	2011
177.26	168.55	176.21
205.46	177.26	168.55
-13.7	-4.9	4.5

Running 12 Months		
2009	2010	2011
177.20	161.49	166.58
194.98	177.20	161.49
-9.1	-8.9	3.2

RevPAR	2010												2011					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	43.77	66.02	105.23	118.18	104.31	128.76	136.03	86.54	77.23	82.05	53.93	48.17	48.46	76.04	125.72	141.90	114.99	130.00
Last Year	55.10	83.80	110.82	115.36	108.14	123.73	121.18	73.98	57.73	71.26	58.68	42.95	43.77	66.02	105.23	118.18	104.31	128.76
Percent Change	-20.6	-21.2	-5.0	2.5	-3.5	4.1	12.3	17.0	33.8	15.2	-8.1	12.2	10.7	15.2	19.5	20.1	10.2	1.0

Year To Date		
2009	2010	2011
99.53	94.53	106.35
133.74	99.53	94.53
-25.6	-5.0	12.5

Running 12 Months		
2009	2010	2011
94.54	82.46	93.48
118.40	94.54	82.46
-20.2	-12.8	13.4

Supply	2010												2011					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	52,483	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
Last Year	48,360	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
Percent Change	8.5	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

Year To Date		
2009	2010	2011
282,360	306,433	304,623
278,130	282,360	306,433
1.5	8.5	-0.6

Running 12 Months		
2009	2010	2011
569,400	613,822	614,387
556,522	569,400	613,822
2.3	7.8	0.1

Demand	2010												2011					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	20,409	21,076	29,754	34,370	30,527	35,723	37,953	28,774	28,745	27,425	20,176	17,853	17,485	23,975	36,182	38,745	32,565	34,911
Last Year	17,853	23,143	28,729	29,632	27,128	32,055	33,096	24,692	21,325	25,118	20,737	16,604	20,409	21,076	29,754	34,370	30,527	35,723
Percent Change	14.3	-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	-2.3

Year To Date		
2009	2010	2011
158,540	171,859	183,863
181,037	158,540	171,859
-12.4	8.4	7.0

Running 12 Months		
2009	2010	2011
303,797	313,431	344,789
337,954	303,797	313,431
-10.1	3.2	10.0

Revenue	2010												2011					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	2,297,378	3,129,767	5,522,845	6,002,613	5,474,734	6,539,717	7,101,419	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	6,563,496
Last Year	2,664,485	3,660,277	5,359,267	5,398,717	5,229,684	5,790,498	5,860,049	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
Percent Change	-13.8	-14.5	3.1	11.2	4.7	12.9	21.2	16.4	33.1	14.5	-8.6	11.5	10.1	14.5	18.8	19.4	9.6	0.4

Year To Date		
2009	2010	2011
28,102,928	28,967,054	32,398,155
37,195,926	28,102,928	28,967,054
-24.4	3.1	11.8

Running 12 Months		
2009	2010	2011
53,832,028	50,615,782	57,435,394
65,894,866	53,832,028	50,615,782
-18.3	-6.0	13.5

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

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Source 2011 SMITH TRAVEL RESEARCH, Inc.

RESEARCH DATA SERVICES, INC.

777 SOUTH HARBOUR ISLAND BOULEVARD • SUITE 260
TAMPA, FLORIDA 33602
TEL (813) 254-2975 • FAX (813) 223-2986

**Second Quarter 2011 Visitor Profile (*April – June*)
Amelia Island Tourist Development Council**



Prepared for:

Amelia Island Tourist Development Council

Prepared by:

Walter J. Klages, Ph.D.

President

Research Data Services, Inc.

Research@KlagesGroup.com

July 25, 2011

Amelia Island Visitor Profile: Second Quarter 2011 (April - June)

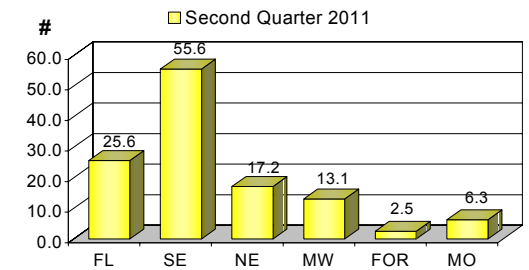
Visitor Statistics	Second Quarter 2011
Visitors (#)	120,300
Direct Expenditures (\$)	\$75,226,000
Total Economic Impact (\$)	\$98,975,000

Visitor Origin	Second Quarter 2011	
	Relative %	# of Visitors
Florida	21.3%	25,624
Southeast	46.2	55,579
Northeast	14.3	17,203
Midwest	10.9	13,113
Foreign	2.1	2,526
Markets of Opportunity	5.2	6,255
Total	100.0	120,300

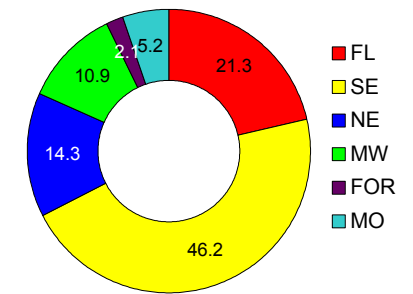
Occupancy and ADR**	April	May	June
Occupancy 2011	76.7%	62.4%	69.1%
Occupancy 2010	67.7	58.2	70.3
Δ % ('10/'11)	+13.3%	+7.2%	-1.7%
ADR 2011	\$184.91	\$184.23	\$188.01
ADR 2010	174.65	179.34	183.07
Δ % ('10/'11)	+5.9%	+2.7%	+2.7%
RevPAR 2011	\$141.90	\$114.99	\$130.00
RevPAR 2010	118.18	104.31	128.76
Δ % ('10/'11)	+20.1%	+10.2%	+1.0%

** Source: Smith Travel Research

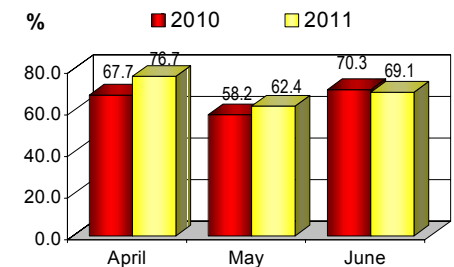
Visitor Origins (in Thousands)



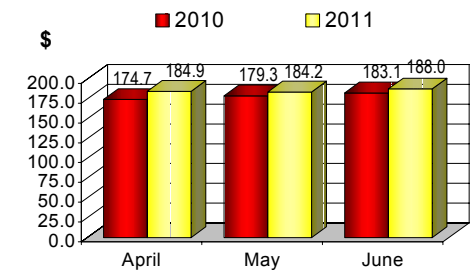
Second Quarter 2011 Visitor Origin Distribution (%)



Occupancy



Room Rates



SECOND QUARTER 2011 TOP DMA's

<u>States of Origin</u>		<u>DMA's</u>	
1. Georgia	27.5%	1. Atlanta	15.6%
2. Florida	21.3	2. Jacksonville	7.6
3. South Carolina	5.1	3. Greater Orlando Area	6.2
4. New York	4.6	4. New York/New Jersey	4.2
5. Tennessee	4.6	5. Savannah	3.2
6. North Carolina	3.8	6. Tampa/St. Petersburg	3.1
7. Ohio	3.5	7. Charlotte	2.4
8. Virginia	3.0	8. Washington, D.C.	2.3
9. Pennsylvania	2.9	9. Philadelphia	2.1
10. Kentucky	2.8	10. Boston	2.0
11. Texas	2.8	11. Tallahassee	2.0

Amelia Island Visitor Profile: Second Quarter 2011 (April – June)

Second Quarter 2011

n = 557

Length of Stay (Days)

Away from Home	6.7 days
Florida	6.2 days
In Amelia Island	5.0 days

Party Size (# of People)

2.8 people

Travel Party (Multiple Response)

Couple	42.5%
Family	35.8
Group of Friends	8.5
Single	7.5
Extended Family	4.6

Have Children or Young Adults in Immediate Travel Party (% Yes)

35.0%

Transportation Mode (Multiple Response)

Personal Car/RV	78.3%
Plane	19.9
Rental Car	14.9

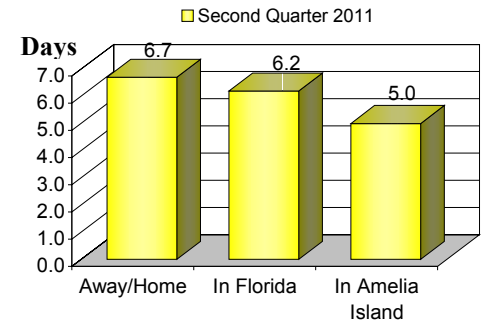
Airport Deplaned (Base: Flew)

Jacksonville International	84.0%
Orlando International/Sanford	10.5

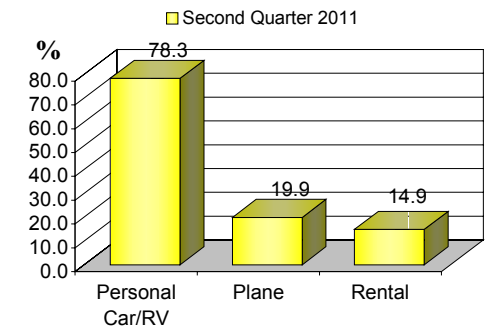
Purpose of Trip (Multiple Response)

Vacation	63.8%
Business/Conference/Meeting	15.5
A Getaway	15.3
Friends and Relatives	13.9
Special Event/Festival	6.4
Wedding	3.8

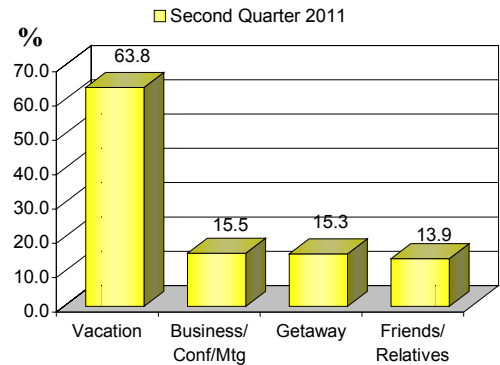
Length of Stay (Days)



Transportation



Purpose of Trip (Top Four)



Amelia Island Visitor Profile: Second Quarter 2011 (April – June)

Second Quarter 2011

n = 557

First Visit to (% Yes)

Amelia Island	42.8%
Florida	3.3

Average Number of Repeat Visits to Amelia Island Over the Past Three Years (Base: Repeat Visitors)

3.7 trips

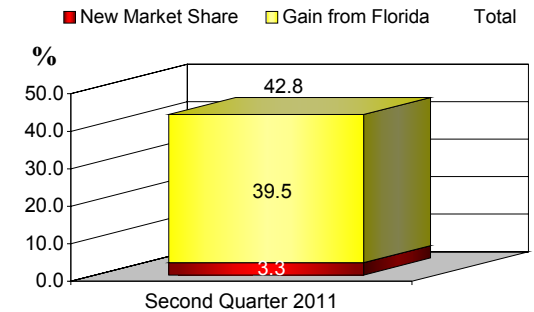
Other Southeast Areas Considered for this Trip (Multiple Response)

Considered Only Amelia Island	46.0%
St. Augustine/Ponte Vedra	13.8
Savannah	13.7
Jacksonville	11.6
Hilton Head	11.3
Orlando	10.0

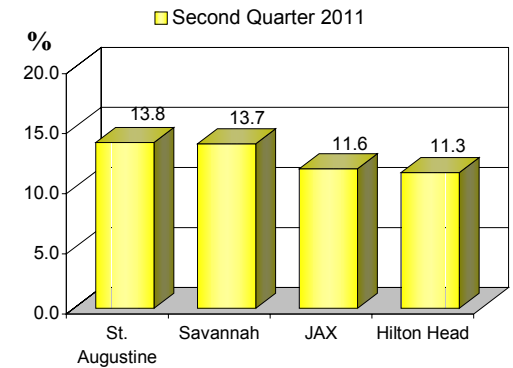
Why Chose Amelia Island (Multiple Response)

Beach	44.8%
Previous Experience	27.7
Love/Like the Area	25.4
Convenient Location	23.3
Recommendation	20.1
Hotel/Accommodations	19.0
Family Oriented Area	18.5
Weather	18.4
Nature/Environment	17.9
Never Been/Try Something New	17.1
Appealing Brochures/Websites	15.4
Visiting with Friends/Family	15.3
History	15.2
Business/Meeting	14.4
Attractions	13.3
Event	11.7
On the Way/Enroute	7.3

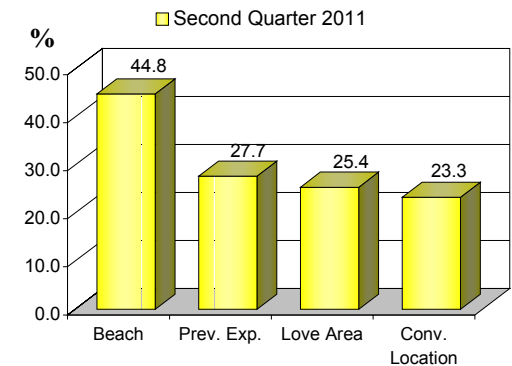
First Visit to Amelia Island



Other Areas Considered (Top Four)



Why Chose Amelia Island (Top Four)



Amelia Island Visitor Profile: Second Quarter 2011 (April – June)

Second Quarter 2011

n = 557

Information Most Helpful to Visit (Multiple Response)

Internet	69.1%
Previous Visit	40.5
Recommendation	26.3
Hotel/Accommodations	16.1
Family	16.0
Print Media	15.3
Business/Conference/Meeting	13.6
Special Event	10.7

Internet Information Consulted (Multiple Response)

(Base: Use Internet as Information Source)

www.ameliainland.com	41.8%
Accommodation Website	34.1
TripAdvisor	21.1
Other Destination Websites	17.4
Traveler Reviews/Blogs	11.4
Travelocity	9.3
Expedia	9.2
Airline Websites	8.3
Social Networking Websites (Facebook, etc.)	6.7
VRBO (Vacation Rentals by Owner)	6.4

Attractions Visited (Multiple Response)

Historic Downtown	81.6%
Fort Clinch State Park	35.6
Amelia Island State Park	15.6
Cumberland Island/St. Mary's	10.5
Little Talbot State Park	10.2
Amelia Island Museum of History	9.5
Nature Center – Amelia Island Plantation	6.4
None	15.1

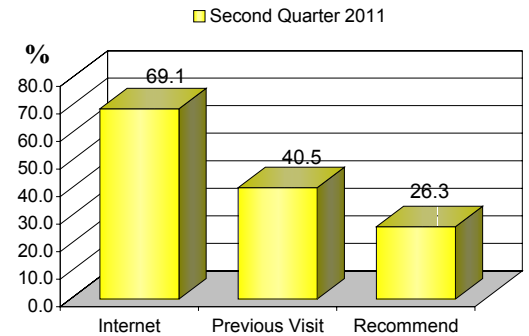
Satisfaction with Amelia Island

Very Satisfied	80.2%
Satisfied	18.7
Satisfaction Level (Very Satisfied + Satisfied)	98.9%

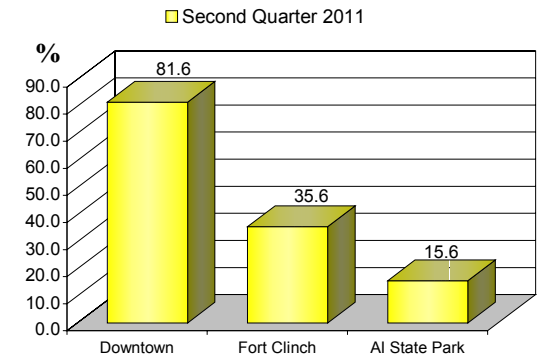
Recommend Amelia Island to Friends/Relatives

Yes	97.7%
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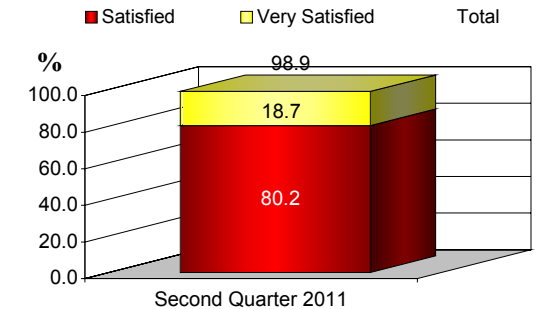
Information Helpful to Visit (Top Three)



Attractions Visited (Top Three)



Satisfaction with Amelia Island



Amelia Island Visitor Profile: Second Quarter 2011 (April – June)

Second Quarter 2011

n = 557

Plan to Return (% Yes)

To Local Area	92.0%
Next Year <i>(Base: Return to Local Area)</i>	57.6

Demographics

Average Age Head of Household (Years)	48.7
Median Annual Household Income	\$111,059

Seen/Read/Heard Amelia Island Information (% Yes) 29.2%

Type of Information Seen (Multiple Response)

(Base: Respondents Reporting Seen/Read/Heard Information)

Internet	72.2%
Magazine	28.2
Travel Guides/Visitor Guides/Brochures	19.8
Television	16.4
Newspaper	11.8

Influenced by Amelia Island Information

(Base: Respondents Reporting Seen/Read/Heard Information)

44.4%

Avg. Party Budget Breakdown

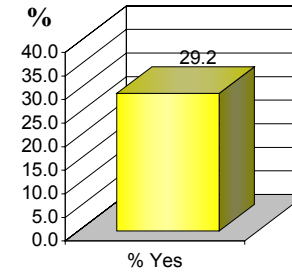
Accommodations	\$774
Restaurant Food/Beverage	397
Grocery Store	78
Admissions to Attractions	47
Other Entertainment	71
Retail Purchases	172
Miscellaneous	212

Amelia Island Base Budget

Total	\$1,751
Per Person/Trip	625
Per Person/Day	125

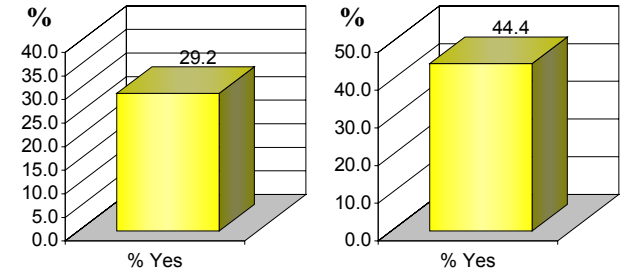
Seen/Read/Heard Information

■ Second Quarter 2011



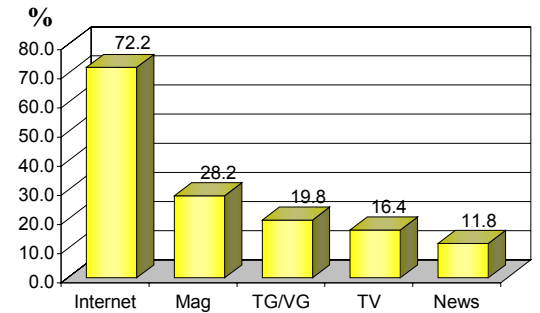
Information Influenced

■ Second Quarter 2011



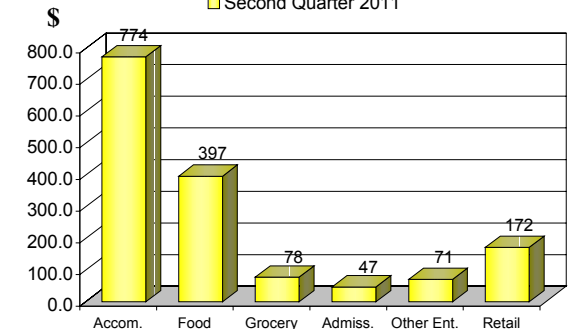
Type of Information Seen

■ Second Quarter 2011



Budget Breakdown

■ Second Quarter 2011

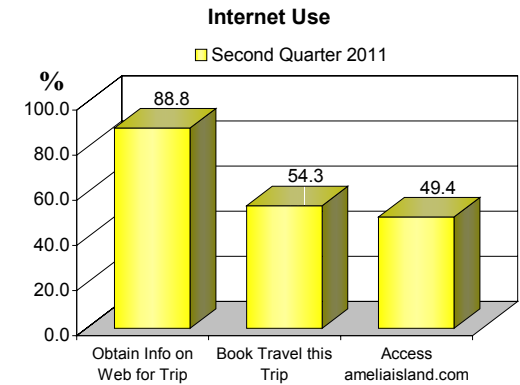


Amelia Island Visitor Profile: Second Quarter 2011 (April – June)

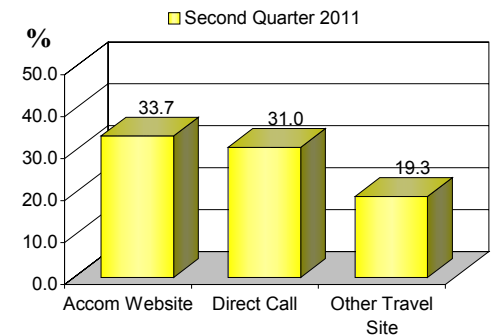
Second Quarter 2011

n = 557

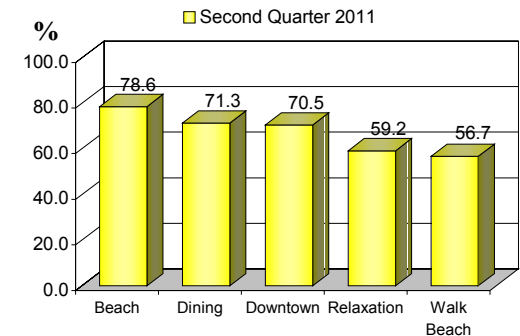
Used Internet to Get Travel Information for this Trip (% Yes)	88.8%
Booked Travel for this Trip on the Internet (% Yes)	54.3
Accessed www.ameliaisland.com (% Yes)	49.4
Did Party Have Lodging Reservations for Stay (% Yes)	88.5%
How Were Reservations Made: <i>(Base: Had Reservations)</i>	
Specific Hotel/Condo Website	33.7%
Direct Call to Hotel/Rental Office	31.0
Other Internet Travel Website	19.3
Activities Enjoyed in Area <i>(Multiple Response)</i>	
Beach	78.6%
Dining Out	71.3
Historic Downtown	70.5
Relaxing	59.2
Walking on the Beach	56.7
Shopping	52.1
Pool	40.4
Sight-Seeing	33.6
Reading	32.6
Swimming	31.4
State Parks	31.0
Shelling	29.6
Wildlife/Environment	23.4
Attractions	20.2
Antiquing	18.7
Visiting Friends/Relatives	17.5
Bars/Nightlife	17.4
Exercising	16.6
Art Galleries	11.9
Photography	11.7
Golfing	11.5
Fishing	11.1
Miniature Golf	10.9
Farmers Market	9.0
Water Cruise	8.9
Bird Watching	6.8



How Were Reservations Made (Top Three)



Activities Enjoyed (Top Five)



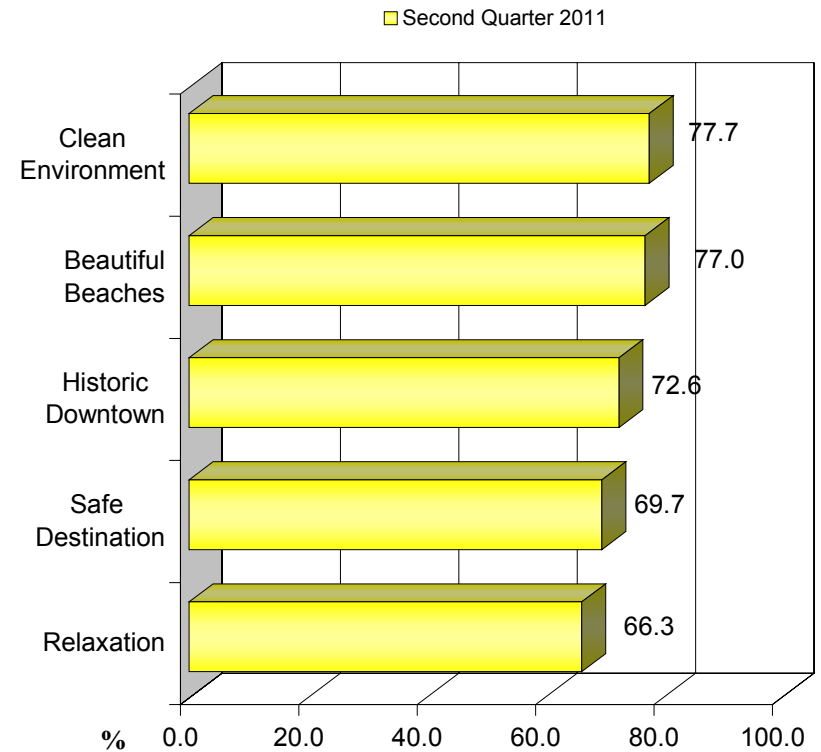
Attributes that Describe Amelia Island Well

Second Quarter 2011

n = 557

Clean Environment	77.7%
Beautiful Beaches	77.0
Historic Downtown	72.6
Safe Destination	69.7
Complete Relaxation	66.3
Good Food & Restaurants	65.3
Family Friendly	64.5
Upscale Accommodations	55.0
A Romantic Place	52.8
Good Value for the Money	52.3
Activities for All Ages	36.5
State Parks	34.6
Good Golfing	15.0
Good Fishing	14.0
Good Water Sports	12.6
Art Galleries	11.5

Attributes that Describe Amelia Island (Top Five)



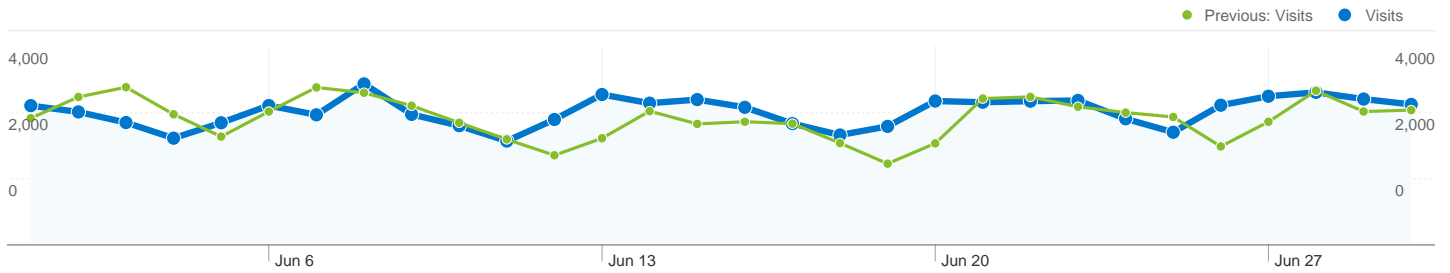
Amelia Island Visitor Profile: July 2010 - June 2011

Visitor Statistics	Jul. - Sep. ' 10		Oct. - Dec. ' 10		Jan. - Mar. ' 11		Apr. - Jun. ' 11		July 2010 - June 2011
H/M/C/C Visitors (#)	125,000		89,800		108,900		120,300		444,000
Direct Expenditures (\$)	\$69,405,000		\$50,124,600		\$61,836,700		\$75,226,000		\$256,592,300
Total Economic Impact	\$91,316,200		\$65,949,000		\$81,358,700		\$98,975,000		\$337,598,900
H/M/C/C Visitor Origins	Jul. - Sep. ' 10		Oct. - Dec. ' 10		Jan. - Mar. ' 11		Apr. - Jun. ' 11		July 2010 - June 2011
	Rel %	# of Vis.	Rel %	# of Vis.	Rel %	# of Vis.	Rel %	# of Vis.	# of Visitors
Florida	14.8	18,500	21.6	19,397	19.8	21,562	21.3	25,624	85,083
Southeast	53.1	66,375	38.4	34,483	35.0	38,115	46.2	55,579	194,552
Northeast	11.3	14,125	13.7	12,303	19.5	21,235	14.3	17,203	64,866
Midwest	14.0	17,500	17.3	15,535	17.0	18,513	10.9	13,113	64,661
Foreign	2.7	3,375	2.8	2,514	3.3	3,594	2.1	2,526	12,009
Markets of Opp.	4.1	5,125	6.2	5,568	5.4	5,881	5.2	6,255	22,829
Total	100.0	125,000	100.0	89,800	100.0	108,900	100.0	120,300	444,000

TRACKING

Amelia Island (No Filters) Dashboard

Jun 1, 2011 - Jun 30, 2011
Comparing to: Jun 1, 2010 - Jun 30, 2010



Site Usage

80,656 Visits

Previous: 76,606 (5.29%)

38.71% Bounce Rate

Previous: 27.05% (43.09%)

327,494 Pageviews

Previous: 460,115 (-28.82%)

00:04:06 Avg. Time on Site

Previous: 00:05:19 (-22.97%)

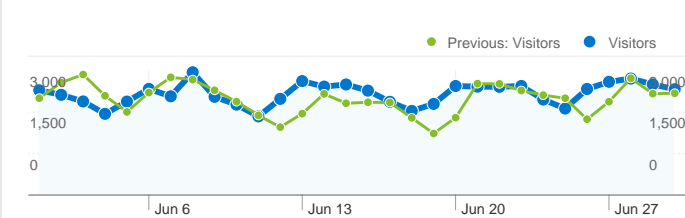
4.06 Pages/Visit

Previous: 6.01 (-32.40%)

76.27% % New Visits

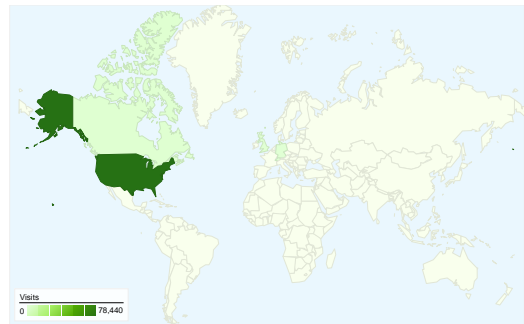
Previous: 76.40% (-0.17%)

Visitors Overview

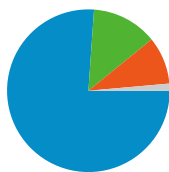


**Visitors
66,256**

Map Overlay

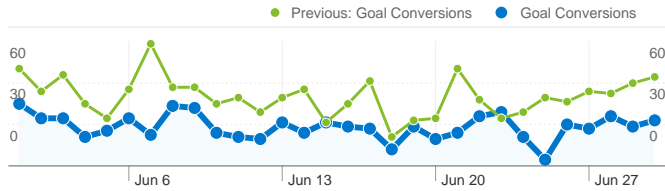


Traffic Sources Overview



- **Search Engines**
61,384.00 (76.11%)
- **Referring Sites**
10,523.00 (13.05%)
- **Direct Traffic**
7,615.00 (9.44%)
- **Other**
1,134 (1.41%)

Goals Overview



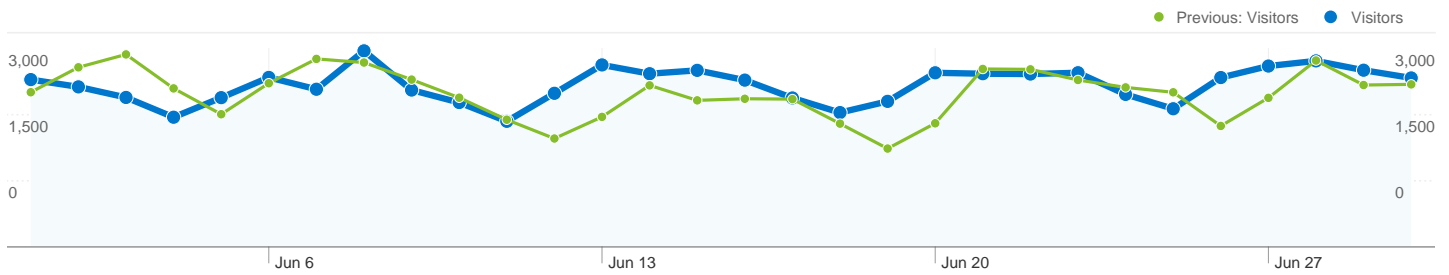
Goal Conversions
566

Content Overview

Pages	Pageviews	% Pageviews
/		
Jun 1, 2011 - Jun 30, 2011	53,532	16.35%
Jun 1, 2010 - Jun 30, 2010	69,338	15.07%
% Change	-22.80%	8.47%
/area-services/accommodations/		
Jun 1, 2011 - Jun 30, 2011	22,879	6.99%
Jun 1, 2010 - Jun 30, 2010	29,698	6.45%
% Change	-22.96%	8.24%
/area-services/accommodations/hotels-motels/		
Jun 1, 2011 - Jun 30, 2011	14,160	4.32%
Jun 1, 2010 - Jun 30, 2010	24,107	5.24%
% Change	-41.26%	-17.48%
/media-gallery/		
Jun 1, 2011 - Jun 30, 2011	11,880	3.63%
Jun 1, 2010 - Jun 30, 2010	11,084	2.41%
% Change	7.18%	50.59%
/about-amelia-island/		
Jun 1, 2011 - Jun 30, 2011	10,084	3.08%
Jun 1, 2010 - Jun 30, 2010	3,860	0.84%
% Change	161.24%	267.04%

Amelia Island (No Filters) Visitors Overview

Jun 1, 2011 - Jun 30, 2011
Comparing to: Jun 1, 2010 - Jun 30, 2010



66,256 people visited this site

80,656 Visits

Previous: 76,606 (5.29%)

66,256 Absolute Unique Visitors

Previous: 62,651 (5.75%)

327,494 Pageviews

Previous: 460,115 (-28.82%)

4.06 Average Pageviews

Previous: 6.01 (-32.40%)

00:04:06 Time on Site

Previous: 00:05:19 (-22.97%)

38.71% Bounce Rate

Previous: 27.05% (43.09%)

76.27% New Visits

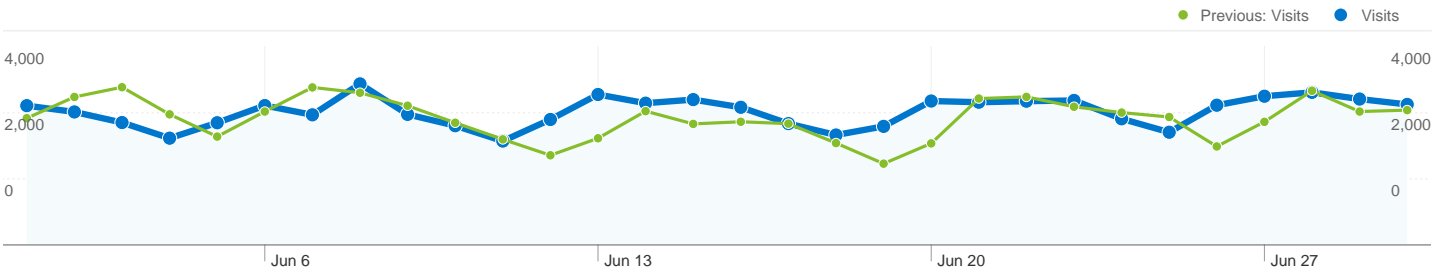
Previous: 76.40% (-0.17%)

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer			Unknown		
Jun 1, 2011 - Jun 30, 2011	46,457	57.60%	Jun 1, 2011 - Jun 30, 2011	80,656	100.00%
Jun 1, 2010 - Jun 30, 2010	53,276	69.55%	Jun 1, 2010 - Jun 30, 2010	15,135	19.75%
% Change	-12.80%	-17.18%	% Change	432.91%	406.40%
Safari			T1		
Jun 1, 2011 - Jun 30, 2011	14,447	17.91%	Jun 1, 2011 - Jun 30, 2011	0	0.00%
Jun 1, 2010 - Jun 30, 2010	8,643	11.28%	Jun 1, 2010 - Jun 30, 2010	8,637	11.27%
% Change	67.15%	58.76%	% Change	-100.00%	-100.00%

Amelia Island (No Filters) Traffic Sources Overview

Jun 1, 2011 - Jun 30, 2011
Comparing to: Jun 1, 2010 - Jun 30, 2010



All traffic sources sent a total of 80,656 visits

9.44% Direct Traffic

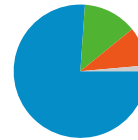
Previous: 11.15% (-15.32%)

13.05% Referring Sites

Previous: 14.90% (-12.47%)

76.11% Search Engines

Previous: 72.84% (4.48%)



- **Search Engines**
61,384.00 (76.11%)
- **Referring Sites**
10,523.00 (13.05%)
- **Direct Traffic**
7,615.00 (9.44%)
- **Other**
1,134 (1.41%)

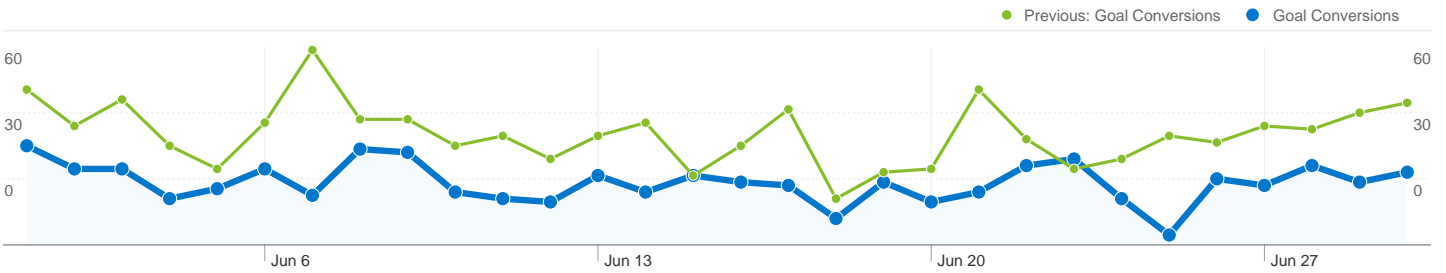
Top Traffic Sources

Sources	Visits	% visits
google (organic)		
Jun 1, 2011 - Jun 30, 2011	47,830	59.30%
Jun 1, 2010 - Jun 30, 2010	42,065	54.91%
% Change	13.70%	8.00%
(direct) ((none))		
Jun 1, 2011 - Jun 30, 2011	7,615	9.44%
Jun 1, 2010 - Jun 30, 2010	8,541	11.15%
% Change	-10.84%	-15.32%
bing (organic)		
Jun 1, 2011 - Jun 30, 2011	5,985	7.42%
Jun 1, 2010 - Jun 30, 2010	5,356	6.99%
% Change	11.74%	6.13%
yahoo (organic)		
Jun 1, 2011 - Jun 30, 2011	5,292	6.56%
Jun 1, 2010 - Jun 30, 2010	5,971	7.79%
% Change	-11.37%	-15.82%
fbfl.us (referral)		

Keywords	Visits	% visits
amelia island		
Jun 1, 2011 - Jun 30, 2011	32,285	52.60%
Jun 1, 2010 - Jun 30, 2010	28,132	50.41%
% Change	14.76%	4.33%
amelia island florida		
Jun 1, 2011 - Jun 30, 2011	2,740	4.46%
Jun 1, 2010 - Jun 30, 2010	3,569	6.40%
% Change	-23.23%	-30.21%
amelia island hotels		
Jun 1, 2011 - Jun 30, 2011	2,285	3.72%
Jun 1, 2010 - Jun 30, 2010	2,788	5.00%
% Change	-18.04%	-25.49%
amelia island fl		
Jun 1, 2011 - Jun 30, 2011	1,489	2.43%
Jun 1, 2010 - Jun 30, 2010	1,589	2.85%
% Change	-6.29%	-14.81%
fernandina beach		

Amelia Island (No Filters)
Goals Overview

Jun 1, 2011 - Jun 30, 2011
 Comparing to: Jun 1, 2010 - Jun 30, 2010



Visitors completed 566 goal conversions

54 conversions, Goal 1: Newsletter Sign Up
 Previous: 403 (-86.60%)

417 conversions, Goal 2: Request Brochure
 Previous: 566 (-26.33%)

12 conversions, Goal 3: Meeting RFP
 Previous: 4 (200.00%)

57 conversions, Goal 4: Wedding RFP
 Previous: 0 (0.00%)

26 conversions, Goal 5: Contact Us
 Previous: 35 (-25.71%)

Goal Performance

Goal Conversion Rate

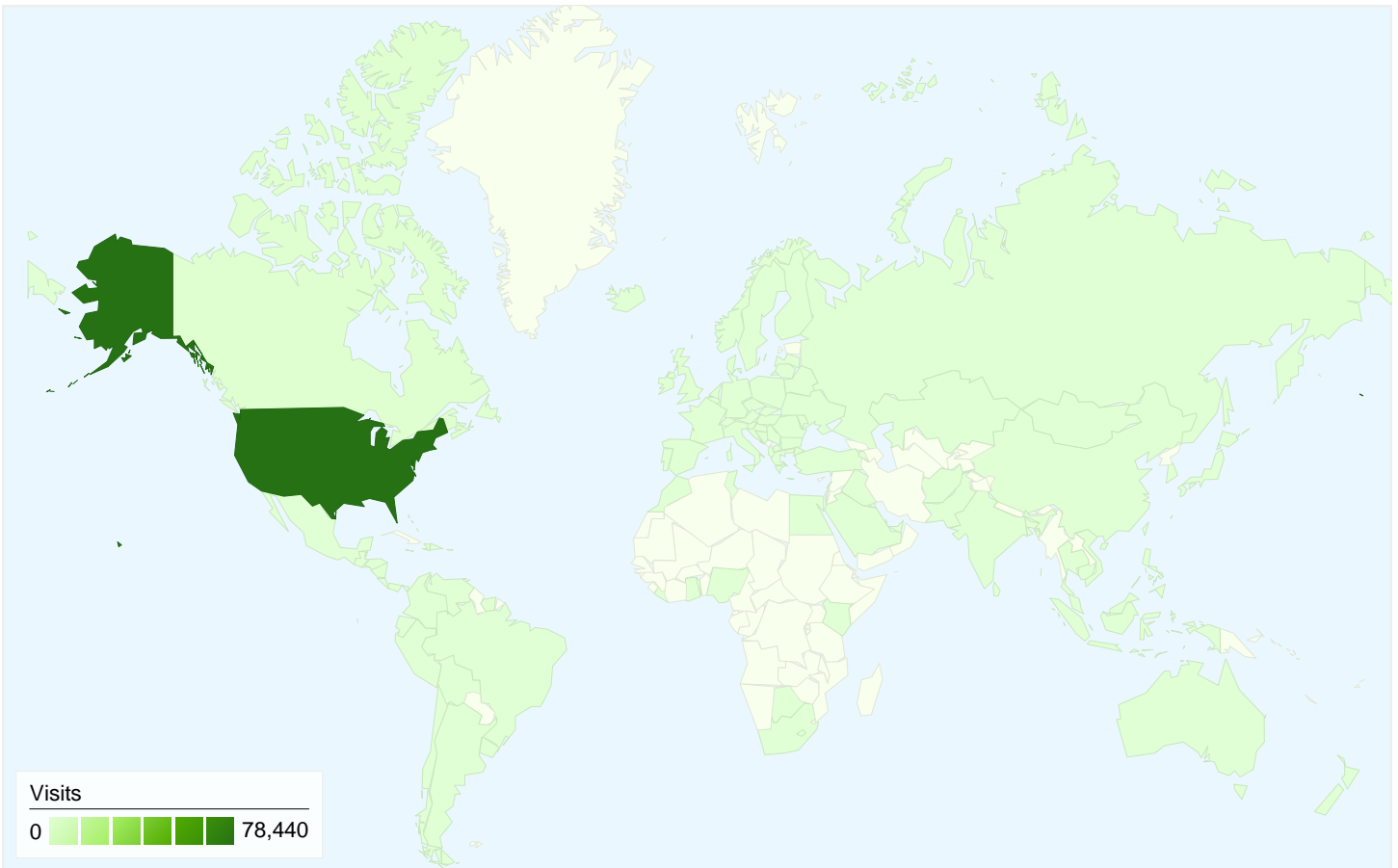


Goal Conversion Rate
0.70%

Total Goal Value



Total Goal Value
\$0.00



80,656 visits came from 119 countries/territories

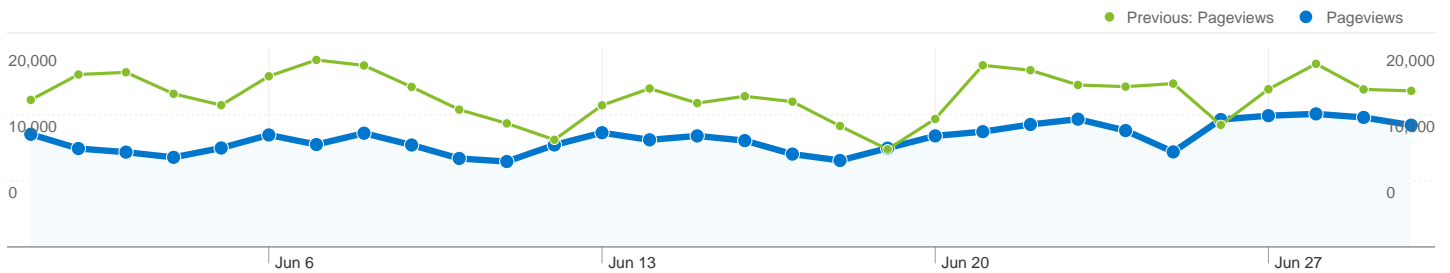
Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
80,656 Previous: 76,606 (5.29%)	4.06 Previous: 6.01 (-32.40%)	00:04:06 Previous: 00:05:19 (-22.97%)	76.30% Previous: 76.44% (-0.18%)	38.71% Previous: 27.05% (43.09%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States					
June 1, 2011 - June 30, 2011	78,440	4.09	00:04:08	76.06%	38.45%
June 1, 2010 - June 30, 2010	74,971	6.03	00:05:20	76.34%	26.80%
% Change	4.63%	-32.20%	-22.48%	-0.37%	43.45%
Canada					
June 1, 2011 - June 30, 2011	776	3.04	00:02:27	86.86%	48.58%
June 1, 2010 - June 30, 2010	474	4.96	00:03:55	82.28%	35.02%
% Change	63.71%	-38.79%	-37.51%	5.56%	38.72%
United Kingdom					
June 1, 2011 - June 30, 2011	337	3.69	00:03:44	80.42%	38.58%

June 1, 2010 - June 30, 2010	245	5.58	00:04:39	82.45%	30.61%
% Change	37.55%	-33.79%	-19.84%	-2.47%	26.01%
Germany					
June 1, 2011 - June 30, 2011	202	3.16	00:02:35	72.28%	53.47%
June 1, 2010 - June 30, 2010	142	4.89	00:04:35	78.17%	40.85%
% Change	42.25%	-35.37%	-43.77%	-7.54%	30.90%
Switzerland					
June 1, 2011 - June 30, 2011	56	2.55	00:01:09	92.86%	53.57%
June 1, 2010 - June 30, 2010	23	5.87	00:05:29	82.61%	39.13%
% Change	143.48%	-56.49%	-79.03%	12.41%	36.90%
India					
June 1, 2011 - June 30, 2011	55	2.20	00:02:04	96.36%	52.73%
June 1, 2010 - June 30, 2010	16	1.69	00:00:24	93.75%	56.25%
% Change	243.75%	30.37%	426.58%	2.79%	-6.26%
(not set)					
June 1, 2011 - June 30, 2011	55	2.49	00:01:41	80.00%	52.73%
June 1, 2010 - June 30, 2010	63	7.24	00:07:51	69.84%	33.33%
% Change	-12.70%	-65.59%	-78.45%	14.55%	58.18%
France					
June 1, 2011 - June 30, 2011	45	3.09	00:03:03	82.22%	46.67%
June 1, 2010 - June 30, 2010	41	6.12	00:05:53	85.37%	26.83%
% Change	9.76%	-49.54%	-48.02%	-3.68%	73.94%
Netherlands					
June 1, 2011 - June 30, 2011	43	2.81	00:02:07	93.02%	39.53%
June 1, 2010 - June 30, 2010	27	5.67	00:06:14	85.19%	29.63%
% Change	59.26%	-50.34%	-65.93%	9.20%	33.43%
Brazil					
June 1, 2011 - June 30, 2011	38	2.82	00:03:17	78.95%	52.63%
June 1, 2010 - June 30, 2010	20	1.80	00:01:23	95.00%	60.00%
% Change	90.00%	56.43%	137.10%	-16.90%	-12.28%
1 - 10 of 119					

Amelia Island (No Filters) Content Overview

Jun 1, 2011 - Jun 30, 2011
Comparing to: Jun 1, 2010 - Jun 30, 2010



Pages on this site were viewed a total of 327,494 times

327,494 Pageviews

Previous: 460,115 (-28.82%)

252,629 Unique Views

Previous: 334,773 (-24.54%)

38.79% Bounce Rate

Previous: 27.12% (43.00%)

Top Content

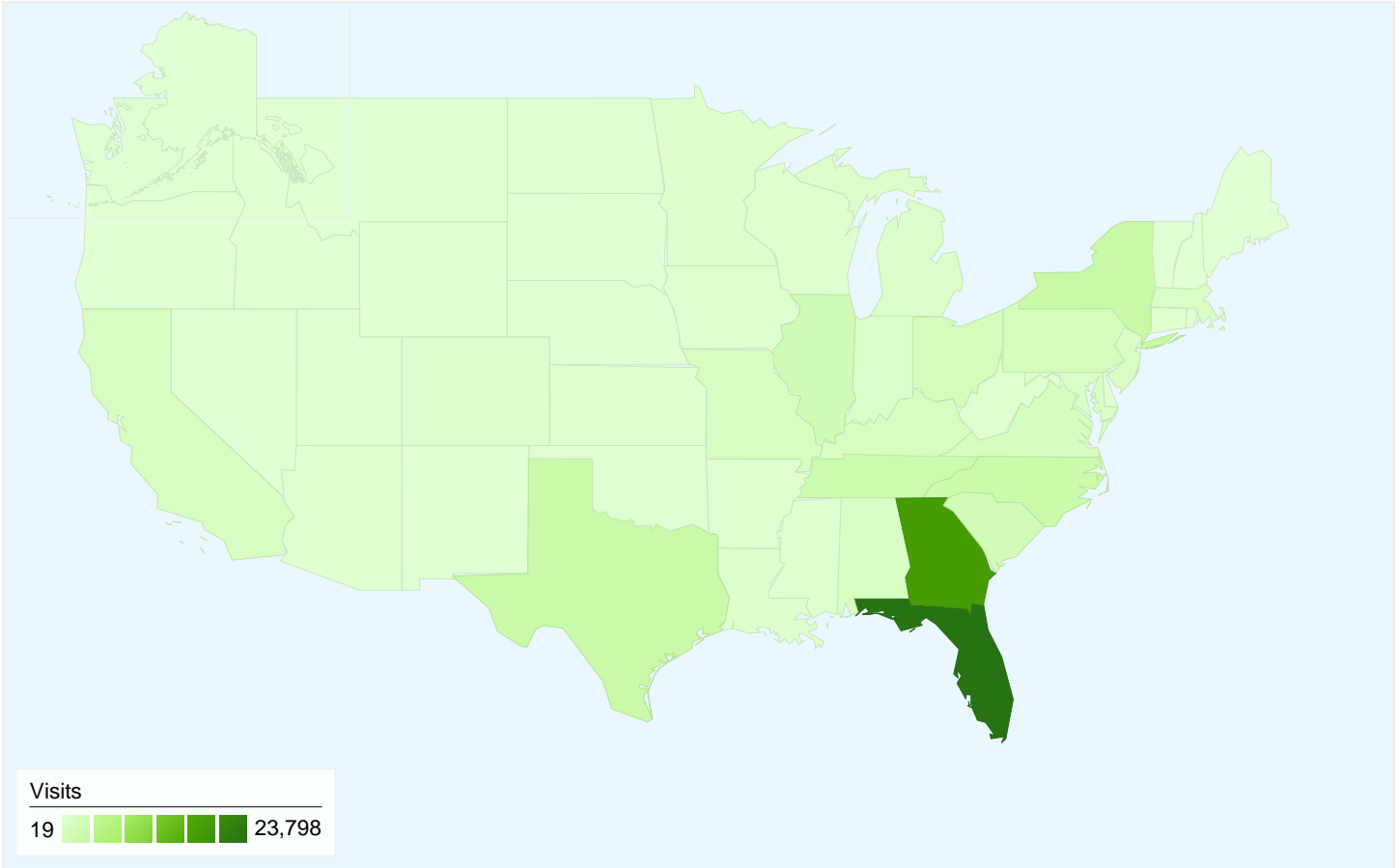
Pages	Pageviews	% Pageviews
/		
Jun 1, 2011 - Jun 30, 2011	53,532	16.35%
Jun 1, 2010 - Jun 30, 2010	69,338	15.07%
% Change	-22.80%	8.47%
/area-services/accommodations/		
Jun 1, 2011 - Jun 30, 2011	22,879	6.99%
Jun 1, 2010 - Jun 30, 2010	29,698	6.45%
% Change	-22.96%	8.24%
/area-services/accommodations/hotels-motels/		
Jun 1, 2011 - Jun 30, 2011	14,160	4.32%
Jun 1, 2010 - Jun 30, 2010	24,107	5.24%
% Change	-41.26%	-17.48%
/media-gallery/		
Jun 1, 2011 - Jun 30, 2011	11,880	3.63%
Jun 1, 2010 - Jun 30, 2010	11,084	2.41%
% Change	7.18%	50.59%
/about-amelia-island/		

Country/Territory Detail:

United States

Jun 1, 2011 - Jun 30, 2011

Comparing to: Jun 1, 2010 - Jun 30, 2010



This country/territory sent 78,440 visits via 52 regions

Site Usage

Visits 78,440 Previous: 74,971 (4.63%)	Pages/Visit 4.09 Previous: 6.03 (-32.20%)	Avg. Time on Site 00:04:08 Previous: 00:05:20 (-22.48%)	% New Visits 76.06% Previous: 76.34% (-0.37%)	Bounce Rate 38.45% Previous: 26.80% (43.45%)	
Region	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Florida					
June 1, 2011 - June 30, 2011	23,798	4.11	00:04:13	74.55%	39.20%
June 1, 2010 - June 30, 2010	18,334	5.92	00:05:19	75.26%	28.53%
% Change	29.80%	-30.57%	-20.52%	-0.94%	37.38%
Georgia					
June 1, 2011 - June 30, 2011	17,890	4.21	00:04:17	74.86%	37.84%
June 1, 2010 - June 30, 2010	18,958	6.17	00:05:42	75.55%	25.00%
% Change	-5.63%	-31.81%	-24.74%	-0.91%	51.35%
New York					

June 1, 2011 - June 30, 2011	3,179	3.55	00:03:33	83.08%	43.16%
June 1, 2010 - June 30, 2010	2,879	5.26	00:04:32	79.85%	29.94%
% Change	10.42%	-32.39%	-21.65%	4.04%	44.14%
Texas					
June 1, 2011 - June 30, 2011	3,057	3.96	00:03:59	78.87%	37.29%
June 1, 2010 - June 30, 2010	2,797	5.79	00:04:50	79.55%	27.57%
% Change	9.30%	-31.60%	-17.48%	-0.86%	35.28%
North Carolina					
June 1, 2011 - June 30, 2011	2,932	3.93	00:03:53	77.49%	38.13%
June 1, 2010 - June 30, 2010	2,080	5.94	00:05:13	78.03%	27.45%
% Change	40.96%	-33.72%	-25.53%	-0.69%	38.90%
Tennessee					
June 1, 2011 - June 30, 2011	2,739	4.52	00:04:26	69.59%	34.17%
June 1, 2010 - June 30, 2010	4,271	6.53	00:05:36	76.61%	22.62%
% Change	-35.87%	-30.79%	-20.76%	-9.17%	51.09%
Illinois					
June 1, 2011 - June 30, 2011	2,186	3.79	00:03:29	79.00%	41.72%
June 1, 2010 - June 30, 2010	1,622	5.93	00:05:14	77.74%	26.14%
% Change	34.77%	-36.08%	-33.59%	1.62%	59.60%
South Carolina					
June 1, 2011 - June 30, 2011	2,081	4.52	00:05:02	75.88%	32.05%
June 1, 2010 - June 30, 2010	1,710	6.41	00:05:39	74.97%	24.62%
% Change	21.70%	-29.42%	-10.69%	1.21%	30.19%
Pennsylvania					
June 1, 2011 - June 30, 2011	1,728	3.69	00:03:29	80.84%	38.48%
June 1, 2010 - June 30, 2010	1,369	5.95	00:04:52	75.97%	28.41%
% Change	26.22%	-37.94%	-28.23%	6.42%	35.44%
Ohio					
June 1, 2011 - June 30, 2011	1,707	4.31	00:04:19	73.76%	34.92%
June 1, 2010 - June 30, 2010	1,790	6.54	00:05:43	77.43%	24.58%
% Change	-4.64%	-34.09%	-24.43%	-4.75%	42.04%

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BookDirect™ Searches

AmeliaIsland.com

June 1-30, 2011

Total	All Lodging
23,494	23,494

BookDirect™ Clicks

Pages:

Total	Booking Engine Results List View	Booking Engine Results Map View	Directory Price Calendar	Map Page
24,312	22,895	351	273	793

Categories:

Total	All Lodging	Bed & Breakfasts	Hotels, Motels & Inns	Resorts, Retreats & Lodges	RV & Campgrounds	Vacation Rentals & Cabins
24,312	23,989	32	107	98	9	77

Buttons:

Total	BookDirect Button	More Info Button	Picture Link	Title
24,312	1,521	13,323	3,321	6,147

Search to Click Ratio 1 : 1.03

Lodging Reports

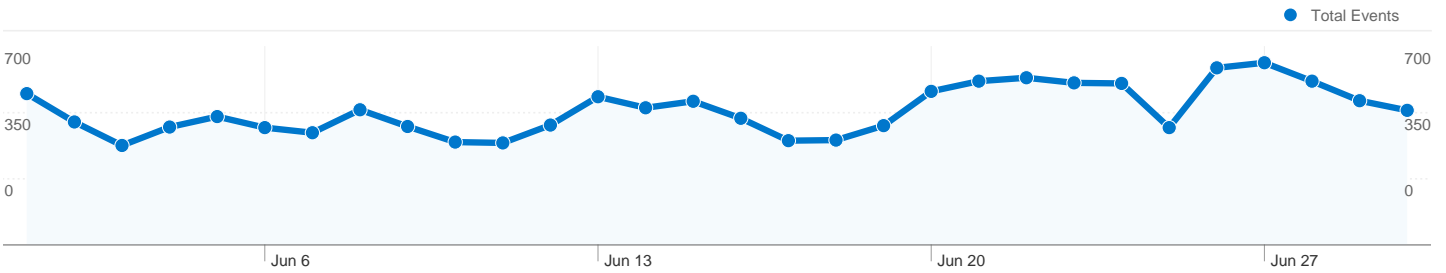
Name	Total Clicks ▼
Amelia Hotel at the Beach	2,887
Seaside Amelia Inn	2,540
Omni Amelia Island Plantation	1,492
The Ritz-Carlton, Amelia Island	1,415
Residence Inn Amelia Island	1,086
Comfort Suites Oceanview	1,067
Elizabeth Pointe Lodge	956
Days Inn & Suites At Amelia Island	839
Summer Beach Resort	837
AmeliaVacations.com	828
Amelia Oceanfront Bed & Breakfast	781
Hampton Inn Amelia Island at Fernandina Beach	756
Amelia Rental And Management Services	713
Florida House Inn	699
Oceans Of Amelia	692
Fairbanks House	656
Amelia Island Resort Rentals	649
Hampton Inn & Suites Amelia Island	601
The Pelicans Condominiums	585
Amelia South Condominiums	570
Amelia Surf & Racquet Club, Florida Properties	546
Addison On Amelia	528
Hoyt House Bed & Breakfast	518
Beachside Motel	513
Atlantis On Amelia	365
Ketch Courtyard	344
Amelia Island Williams House	300
Fort Clinch State Park	284

Event Tracking Category:

Area Services

Jun 1, 2011 - Jun 30, 2011

Comparing to: Site



This category recorded 14,255 total events via 46 event actions

Filtered for event actions containing "accommodation"

Events

Event Action	Total Events	Unique Events	Event Value	Avg. Value
Total Events 14,255 % of Site Total: 39.39%	Unique Events 13,150 % of Site Total: 82.74%	Event Value 0 % of Site Total: 0.00%	Avg. Value 0.00 Site Avg: 0.00 (0.00%)	
Accommodation - Omni Amelia Island Plantation Resort	1,279	1,198	0	0.00
Accommodation - Amelia Hotel...At The Beach	1,244	1,160	0	0.00
Accommodation - Seaside Amelia Inn	985	925	0	0.00
Accommodation - The Ritz-Carlton, Amelia Island	898	847	0	0.00
Accommodation - Summer Beach Resort	879	809	0	0.00
Accommodation - Beachside Motel	679	628	0	0.00
Accommodation - Elizabeth Pointe Lodge	523	478	0	0.00
Accommodation - Amelia Oceanfront Bed & Breakfast	479	442	0	0.00
Accommodation - Hampton Inn & Suites, Amelia Island	464	405	0	0.00
Accommodation - Amelia Rental & Management Services	462	437	0	0.00
Accommodation - Fort Clinch State Park	426	387	0	0.00
Accommodation - Amelia Island Resort Rentals	410	379	0	0.00
Accommodation - Days Inn & Suites	379	343	0	0.00
Accommodation - Amelia Island Williams House	336	291	0	0.00
Accommodation - Amelia South Condominiums	330	313	0	0.00
Accommodation - Comfort Suites	309	277	0	0.00
Accommodation - Amelia Island Vacation	284	262	0	0.00
Accommodation - Addison on Amelia	281	250	0	0.00
Accommodation - Residence Inn Amelia Island	272	253	0	0.00

Accommodations - Amelia Hotel...At The Beach	257	245	0	0.00
Accommodation - Fairbanks House	254	234	0	0.00
Accommodation - Amelia by the Sea	237	218	0	0.00
Accommodations - Omni Amelia Island Plantation Resort	209	197	0	0.00
Accommodation - Hampton Inn, Amelia Island at Fernandina Beach	184	174	0	0.00
Accommodation - Florida House Inn	175	166	0	0.00
Accommodation - Premier Beach Rentals	175	114	0	0.00
Accommodation - Sand Dollar Villas	157	147	0	0.00
Accommodation - AmeliaVacations.Com by ERA Fernandina Beach Realty	152	142	0	0.00
Accommodation - Hoyt House	144	126	0	0.00
Accommodations - Hampton Inn & Suites, Amelia Island	135	132	0	0.00
Accommodations - The Ritz-Carlton, Amelia Island	127	125	0	0.00
Accommodations - Beachside Motel	126	115	0	0.00
Accommodations - Seaside Amelia Inn	123	113	0	0.00
Accommodations - Days Inn & Suites	119	111	0	0.00
Accommodation - Amelia Surf & Racquet Club	104	99	0	0.00
Accommodations - Comfort Suites	103	90	0	0.00
Accommodation - Villas of Amelia Island Plantation	96	92	0	0.00
Accommodation - Oceans of Amelia	92	86	0	0.00
Accommodations - Residence Inn Amelia Island	61	59	0	0.00
Accommodations - Amelia Oceanfront Bed & Breakfast	58	52	0	0.00
Accommodations - Hampton Inn, Amelia Island at Fernandina Beach	58	54	0	0.00
Accommodation - Atlantis on Amelia	54	45	0	0.00
Accommodation - The Pelicans Condominiums	54	51	0	0.00
Accommodation - Ketch Courtyard	53	51	0	0.00
Accommodations - Elizabeth Pointe Lodge	17	16	0	0.00
Accommodations - Villas of Amelia Island Plantation	12	12	0	0.00

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ACTIVITY

JUNE 2011

TOURISM MARKETING

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 112 guests from motor coaches to the historic district.
- ⊗ Participated in site visit with NADOA.
- ⊗ Destination Showcase in Chicago.

Administration

- ⊗ Attended VisitFlorida Board of Directors meeting.
- ⊗ Attended FFCG Board of Directors meeting.
- ⊗ Participated in Resort Rental enforcement discussion group
- ⊗ Met with Gator Bowl regarding GSTC.
- ⊗ Participated in media tour with Eileen Ogintz of ‘Taking the Kids’ blog.
- ⊗ Meeting with Visit Florida to discuss ongoing marketing efforts.
- ⊗ Meeting with prospective fulfillment house.
- ⊗ Ongoing planning efforts for Great Southern Tailgate Cook-Off.

Interactive

- ⊗ Meetings with MyWeb Refresh to discuss micro sites.
- ⊗ Website updates for Amelia Island.com, meetonamelia.com, gstailgatecookoff.com, amelianature.com and event calendar.
- ⊗ Participated in weekly status updates with MMG on ongoing projects.
- ⊗ Conference call with Z-Graph to discuss e-newsletter analytics.
- ⊗ Posted updates on Facebook and Twitter.
- ⊗ Conference calls with Collinson Media regarding walking tour mobile app.
- ⊗ Launched June eNews content on ameliaisland.com.
- ⊗ Responded to guest inquiries on TripAdvisor.com.
- ⊗ Responded to guest inquiries from websites and provided information.
- ⊗ Meeting with local stakeholder to discuss Facebook strategy.
- ⊗ Worked with Zgraph on eNewsletter management and delivery.
- ⊗ Participated in Visit Jacksonville marketing website training.
- ⊗ Conference calls with MMG and BookDirect regarding styling of booking engine.
- ⊗ Working with Omni and MyWeb Refresh on beaches webcam.

ADVERTISING & MARKETING

Advertising

- ⊗ Agency continued to receive and review media placement opportunities including; *Florida Travel and Lifestyles Magazine, Orlando Magazine, radio and online opportunities.*
- ⊗ Agency monitored *Southern Living* leads.
- ⊗ Agency pursued a Radio Promotion in Jacksonville and provided the opportunity to potential partners for their review.
- ⊗ Agency secured media placement opportunity in the annual guide book for the Southeast Tourism Society – *Escape to the Southeast*. Creative will be produced in July for the insertion.
- ⊗ Agency monitored the Spring/Summer campaign.
- ⊗ Agency began to develop a media campaign for the upcoming *Great Southern Tailgate BBQ Cookoff*. Once media is determined creative will be placed.
- ⊗ Agency wrote scripts for co-op Radio campaigns in Jacksonville and Southeast Georgia with 2 partner properties – Residence Inn Amelia Island and Amelia Hotel at the Beach. Copy was provided to the partners for review. The co-op campaigns start July 18.

Upcoming in July

- ⊗ Continue to monitor the Spring/Summer campaign media campaign which ends in August
- ⊗ Develop creative materials for upcoming media placements
- ⊗ Agency to monitor and provide assistance for upcoming campaigns as needed
- ⊗ Agency to meet with Gil Langley to discuss creative and other upcoming initiatives
- ⊗ Begin to develop the 2011/2012 marketing plan

PUBLIC RELATIONS-HAYWORTH CREATIVE

Media Development

- ⊗ Responded to 16 editorial leads from VISIT FLORIDA, SATW E-news, Media Kitty, and HARO.
- ⊗ Provided Washington Post with requested information for a deals column.
- ⊗ Sent copy, events list and images to Travelhost First Coast.
- ⊗ Provided several events to Florida Monthly for consideration in upcoming issues.
- ⊗ Sent Georgia Magazine information to consider for an upcoming Northeast Florida issue.
- ⊗ Provided Florida Golf Central with images and information for upcoming article.
- ⊗ Finished Florida media mission follow up. Full report (excluding South Florida) is provided with June Activity report. South Florida report will follow in July.
- ⊗ Provided Kara Chalmers, VISIT FLORIDA Dining Insider, with information about Chef Niko Anagnostou, Sous Chef at The Ritz-Carlton, and Amelia Island's Salt winning "Last Chef Standing" competition for consideration on her blog.
- ⊗ Provided information to Amy Wimmer Schwarb for a possible Amelia Island story with VISIT FLORIDA.
- ⊗ Provided images to Jacksonville Magazine for an upcoming issue.
- ⊗ Followed up with Food Network about covering the Great Southern Tailgate Cook-off. The producer said they have finished filming for this season and have not determined if there will be a second season yet. They will touch base with Hayworth if any opportunities arise.
- ⊗ Sent B-roll footage to BBC Worldwide Productions for consideration.
- ⊗ Looked up barbeque specific publications for the TDC staff.
- ⊗ Drafted nomination for Concours d'Elegance for Southeast Tourism Society's (STS) top 20 Events in January – March 2012. Nomination was completed and submitted to the STS.

Press Trips

- ⊗ Continued finalizing Mike McCarthy's, at Washington Flyer (122,904 circulation), press trip in August. Coordination will continue in July.
- ⊗ Provided Eileen Ogintz, who visited on June 3-5, with additional information following her visit. Also provided images upon request.
- ⊗ Finalized itinerary for Tim McDonald, VISIT FLORIDA's Golf Insider, who visited June 9 through 11. Provided host property with welcome kit and followed up after his visit.
- ⊗ Sent thank you note to Mary Jo Plouf, freelance writer, who visited June 1 through 5. Her story appeared in Travelroads.com (which has anywhere from 1,500 to 3,000 unique visitors per month). Sent thank you note and followed up after her visit.
- ⊗ Finalized itinerary with Lauren Tjaden, VISIT FLORIDA's Beach Insider, for her June 13-15 visit. Provided host hotel with welcome kit and sent thank you and follow up after her trip.

- ⊗ Sent thank you and follow up to Jodie Jacobs' visit to Amelia Island. Jacobs was on assignment for What's Happening! (Chicago) and visited June 4-6.
- ⊗ Continued finalizing itinerary for Lisa Ruth to visit August 9-12. Ruth is a freelancer on assignment for Donne Tempo magazine (online) and Washington Post (545,345 circulation).
- ⊗ Coordinated press visit for Libby McMillan, freelancer with an assignment for a feature about Amelia Island for the Toti group of magazines serving all of SW Florida. McMillan visited June 23-25. Prepared welcome kit and followed up after her visit.

Media Releases

- ⊗ Finalized and distributed press release calling for Great Southern Tailgate Cook-off entries. Release was distributed to 426 journalists, including the Florida and southeast dailies and lifestyle magazines, calendar editors in the southeast, online, blogs, food- and barbecue-specific writers, local, and select national dailies.
- ⊗ Wrote and distributed media alert about Petanque American Open. Alert was distributed to 246 journalists, including calendar editors from local, regional and national lifestyle magazines and dailies, select travel journalists from local, regional and national dailies, online media and travel blogs.
- ⊗ Wrote and distributed press release announcing honeymoon and romance packages on Amelia Island. Release was distributed to 368 media outlets on the bridal and romance distribution lists, as well as online travel, local, freelance writers focusing on bridal publications, and travel blogs.
- ⊗ Drafted press release about the Cook-off entertainment line-up. Awaiting final approval from CVB and release will be distributed in July.
- ⊗ Requested Florida Resident rates from accommodators for a potential release. Unfortunately, there were not enough responses to prepare a press release.
- ⊗ Wrote press release announcing the updated AmeliaNature.com Web site. Press release is currently being reviewed by the CVB and will be distributed in July.
- ⊗ Continued updating the press room with current press releases.

Promotions

- ⊗ Coordinated two promotions with WMGF-FM (Orlando radio, ranked #11, Lite rock format). Promotions ran June 13 through 19 and June 27 through July 3 and provided \$13,200 in media exposure.
- ⊗ Worked with WAPE-FM in Jacksonville (ranked #5, Contemporary Hits) to coordinate promotion. The promotion runs June 27 through July 10 and offers \$17,200 in media exposure.
- ⊗ Provided WDUV-FM with copy points, images, etc for the July SASSY promotion.
- ⊗ Presented promotional opportunity with WMIA-FM (#12 radio station in Miami, Hot AC format) to several partners, however, they decided not to participate.
- ⊗ Sent WESH-TV prize from promotion.
- ⊗ Mailed certificates to Charlotte Home & Garden for winner.

- ⊗ Coordinated promotion with WEJZ-FM in Jacksonville (ranked #2, AC format). The promotion will run July 5 through 23 and provides Amelia Island and partners with \$10,000 in media exposure.
- ⊗ Submitted proposal to Woman's World (circulation: 1, 275,890) for consideration. Awaiting feedback.
- ⊗ Provided WGNE-FM with certificates for the promotion.

Miscellaneous

- ⊗ Researched and wrote copy for the July Amelia Island e-newsletter. Copy was approved and will be distributed by Z-Graph in July.
- ⊗ Added deals and press releases onto AICVB's VISIT FLORIDA page.
- ⊗ Attended and reported at the June TDC meeting on June 22.
- ⊗ Prepared Activity, Forecast and Publicity Reports.

Florida Media Mission April & May 2011 Recap Report

Tampa

AAA Going Places

2.3 million circ.

Magazine distributed to AAA members in the Southern region including Florida, Georgia and parts of Tennessee. The magazine is still the main form of communication, but they are really beefing up their online presence. They have a weekly e-newsletter that goes out now and travel-related items are usually pulled from the magazine. It is not primarily a travel magazine like it used to be – they have lots of lifestyle pieces now. Reader feedback showed they wanted something a little more rounded. Media age of a AAA member is 54. Covers worldwide travel, but has a strong emphasis on regional and domestic travel. Cruising is very popular and they feature Florida and the Southeast very frequently. Other than travel features, the “Here and There” section provides opportunity with small bits on information on area events, exhibits and packages. They typically look for quirky items for this section and pull it from the calendar section. The calendar section is the most read in the magazine. Florida issue is always May/June. VISIT FLORIDA sponsors it. Have about a three-four month lead time. Resorts are usually mentioned in destination pieces, but it is very rare that they would do a feature on just a resort.

Follow-up:

- Submit considerations for calendar listings or Here & There ideas.

Tampa Bay Metro

30,000 circ.

Bi-monthly lifestyle magazine for residents and visitors of the Tampa Bay area. The magazine covers fashion, things to do in the area, dining, travel, health and home. Travel is in every issue and is mostly domestic. There are also plenty of opportunities with culinary articles. They will take press trips. They publish *Tampa Bay Weddings*, as well, which comes out twice per year. There are some opportunities here for destination weddings articles.

Follow-Up:

- It has been awhile since they have visited Amelia Island. Taking a look at the calendar and would like to visit again.

Susan Barnes, freelancer

Susan writes frequently for Air Tran's in-flight magazine, *Go*. She specifically writes the Tampa Bay feature, which is included bi-monthly. She looks for everything new, different and unique – loves hidden gems. She also writes a lot for DuPont Registry, where she has free reign to cover a variety of travel and lifestyle pieces. Open to pitches for these. Also, open to press visits.

Follow-Up:

- Forward information on Girlfriend's Getaway ideas and packages

Trekaroo, Travel Web Site

Trekaroo – www.trekaroo.com – is dedicated to family travel in the United States. They provide information and tips on destinations and resorts. We have opportunity to pitch content for the destination overviews and the blog. They are trying to build up their presence on Facebook and twitter through the Monday Madness promotions. Latest numbers on Compete, report approx. 57,035 unique monthly visitors.

Follow-up:

- Explore possible visit or participation on Monday Madness promotion

Cox Radio

WDUV-FM (The Dove) – Easy Listening - #1

WWRM-FM (Magic 94.9) – Adult Contemporary - #5

WXGL-FM (The Eagle) – Classic Hits - #9

WHPT -FM (The Bone) – Rock - #11

WPOI-FM (The Point) – 70s, 80s, 90s, - #14

Cox also has 97x, but the promotions manager was unable to meet. Dropped off client list for him.

WSUN-FM (97x) – Alternative - #16

WWRM & WDUV - looking to do more newsletter incentive promos to beef up their newsletter numbers and increase Facebook followers.

Jacksonville

Jacksonville Magazine

20,593 circ.

Covers life and business in Jacksonville, the Beaches, St. Augustine, Amelia Island, Orange Park and other cities in northeastern Florida. Written for affluent, educated and concerned readers who want to live life better. They are currently working on the May issue. They have one travel page per section and looking for new and noteworthy items to include. Additionally, they have a Home, Parent and History section in each addition – and can often do a short blurb about our clients, if they fit into that section. They like doing promos with destinations and are doing more and more (include Web and in-book exposure).

Follow up:

- Continue sending press releases and appropriate pitches
- Interested in Golf Resort Pass for OAIP – send details when announced
- Continue sending events for Amelia Island

Jacksonville Luxury Living

25,000 circ.

Published for affluent residents of Jacksonville, FL and covers local attractions, travel, society and weddings. They only feature upscale destinations and properties. They work several months in advance. They prefer group trips but are willing to do individual press trips. Make sure all press trips go through Kathryn. She will assign a writer/freelancer to take the trip. They are currently looking for info for their July/August and September/October issues. They also have a wedding magazine, so great if you can tie in weddings with a visit to any of our properties.

Follow up:

- Interested in Golf Resort Pass for OAIP, send details when announced
- Continue sending AI events

Clear Channel Radio

WQIK-FM – Country, #3

WSOL-FM – Urban AC, #5

WJBT-FM – Urban, #9

WJGH-FM – Classic Hits, #10

WFKS-FM – CHR, #12

WFXH-AM – Sports, #20

They are very interested in summer promotions with our client. They will send us promotions and we can let them know if we can do them. They were interested in Amelia Island – particularly B & Bs – due to drive market.

Judy Wells

She writes regularly for the *Washington Post* (who is not covering Florida at the moment), and tries to get her stories sold in as many outlets as possible. She just started a monthly segment on the Jacksonville NPR station. The show covers events (near and far), fun and unique travel

experiences, Deal of the Day, one tank trips and a “What it’s like to... (ie “go on safari”)” section. Her specialties include luxury travel, off-the-wall destinations and attractions, culture, fine arts, architecture, crafts, cruising, soft adventure, equestrian, golf, a native's expertise on Florida and Georgia, Turkey, and easier travel.

Judy also has three Web sites:

www.Wellswords.com is an overgrown calling card with bio, story archives and product reviews.
www.TravelontheLevel.com is a website and blog for those of us who want to keep traveling but need to or want to do so with less strenuous walking and fewer stairs.

www.FoodAfar.com is a website and blog of recipes from a travel writer and fellow travelers.

Follow up:

- Keep her informed of events and festivals

Renda Broadcasting

WGNE-FM – Country, #8

WEJZ-FM – AC, #1

WMUV-FM – Classic Country, #15

WSOS-FM – Classic Rock, #21

All formats are the same as in the past, except for WSOS which is now a classic rock station. They are primarily only doing giveaways on the morning shows at this time (they’ve been given a lot of restrictions lately), but events are starting to pick back up. They have a few promotions they want to work with us on and will send proposals shortly.

Cox Radio

WXXJ-FM – Alternative, #7

WFYV-FM – Active Rock, #10

WAPE-FM – CHR, #4

WOKV-AM – News/Talk, #1 (tied w/WEJZ)

WJGL-FM – Classic Hits, #6

They too were very interested in promotions with us. Summer is a big promo time for them.

Florida Doctor

They offer three publications:

Health Source is a monthly publication to North Florida and South Georgia readership. It educates consumers about healthcare providers; targets the modern day, health conscious individual, while also reaching the general public; and provides information on current medical developments and events. The primary readership are women so they do a lot of family-angled stories. Approximately 35K to 55K printed monthly. They reach approximately 32K online.

Mature Matters magazine is directed to consumers in the 55+ market. Mature Matters is published 3 times a year and is distributed throughout North Florida and South Georgia and targets the Baby Boomers and their families. Each issue has a 120K readership. Budget travel would be good for this market.

Florida Doctor - Previously two publications titled Central Florida Doctor and North Florida Doctor. Targets physicians in Florida, primarily in the 9 counties in NE Florida. Aimed at high income, high net worth decision makers in the medical industry. The publication is monthly with a circulation of 12,000. They are open to family oriented and upscale pitches.

They used to have a travel writer who wrote “fluff” pieces, but they cut that as a regular feature. But, they still do run some travel. They are open to both individual and group press trips. Please pitch them any ideas. In particular, they are interested in family angles. They also do monthly promotions and would be interested in working with our clients on such a giveaway. It would need to be a family angle and with Health Source. She said the promotion would need to run online and they would promote it in the e-newsletter (4K subscribers) and on their twitter page as well.

Opportunities:

- Pitch any ideas for stories for the various publications directly to Vanessa.

Orlando Media Mission
April 28-29, 2011
Recap Report

Orlando Magazine
Orlando Wedding

27,357/Monthly

Created as a lifestyle magazine for family-oriented, young professionals in the Orlando area. Informs the active Central Floridian on matters of lifestyle, regional news, business, recreation and sports as well as coverage of people, trends and events.

They are redesigning book within the next four months to include more travel and move travel to front of the book – more features, less round ups. Will also allow for more images and more prominent placement opportunities. Will focus more on lifestyle coverage instead of just property or destination recaps – think 48 hrs. in...Best Kept Secrets...and focusing on destinations for niche stories like culinary, tennis, golf, etc.

Orlando Home & Leisure Magazine

27,500/Monthly

Serves as a city lifestyle and entertainment magazine targeting affluent Central Florida residents. Guides readers on where to go and what to do. Features include information on entertainment, local art festivals, fashion, dining, weekend escapes, outdoor living, gardening, home design and decor and local adventures.

Wants and hopes to do more travel soon. He sends a staffer or freelancer on visits and that's a luxury to find the time; they require all comps as have no travel budget. Always includes host property and will do it like 'stay here and here's 10 things to do with this as your homebase'. They cover two features in every issue, and then departmental, but very formatted. Travel falls last, unfortunately and only if ads support the additional content. But, he can do one of his features with a travel angle, like recent outdoor adventure story.

Orange Appeal Magazine

18,000/Bi-Monthly

Dedicated to women in Central Florida and features life lessons, news and information about food, fashion, health, money and career. Each issue showcases community programs and organizations that benefit women and girls.

Still working on July/August issue, so may be able to squeeze in some press visits before they publish that issue. Thinking of doing a travel roundup. Really enjoyed her recent visit to Amelia Island.

Ed Schmidt

Freelance Journalist

Mostly covers meetings & conventions and golf and writes for blog.cvent.com/blog– blogs and destination profiles (typically 500 words); PGA Tour Partners (strictly online); *Stratos* (private jet inflight); *Corporate Meetings and Incentives*; and these days mostly advertorial for Bonnier Corp. and *Successful Meeting*. Cvent.com is increasing its inventory and they haven't covered the Florida Gulf Coast yet. Said he mentioned AI in recent coverage.

Orlando Sentinel

172,271/daily

Continue sending releases (along with images) as they needs both to fulfill blog content. The editor likes the blog to focus on close destinations, but goes a little further and likes quirky things. He covered AI a couple of years ago with a 'ghosts & pirates' story. He does write larger travel broadsheet stories a few times per year. And his content is shared with all papers within their ownership group (6-12). He is planning some summer travel, but he's got it all set already – Hwy 30a, just visited Charlotte Harbor, etc.

Follow up:

- He would revisit AI soon; maybe Omni is the opportunity
- Continue to send him all releases for the blog (along with images, when appropriate)

***WPOZ-FM* (Z88.3)**

#2 station in current Arbitron new PPM ratings

A non-commercial Christian station, so no trade allowed by FCC. Donation only and they will provide a donation receipt that our clients can use for tax credit. Will offer options for use of client certificates from on-air mentions (rare) to online and social media exposure – including logo, photos, links coupled with monthly van stops. They can't provide written proof of when spots aired due to FCC regulations, but they can verbalize it – but know that any good contest they do on-air gets lots of name mentions. And they always want certificates for their prize closet inventory.

Follow up:

- Can always send her client certificates if interested

WMGF-FM (Magic 107.7)

Tied at #11 in current Arbitron new PPM ratings

Advertisers get first preference with all on-air promos, but they do like third-party relationships where Amelia Island could work with their advertisers and they also will do occasional promos with us direct. All promos usually encompass on-air, online, and social media. There are usually only up to three name mentions on air when working– so we can't have four partners mentioned.

Follow up:

- Currently working on 107 Days of Summer promo where every day they will offer a different prize and if the winner doesn't claim it rolls over to the next day. Trips would be stand-alone and three mentions per giveaway (one trip/week). She's still working out details and will be in touch.

WJHM-FM (102 JAMZ)

Tied at #11 in current Arbitron new PPM ratings

18-34 yr. old is station's main demo; interested in girls' getaways, family getaways. Is always interested in any Hallmark holidays for trip giveaways and loves the idea of a 'beach house' getaway.

WLOQ-FM (103.1)

Tied at #11 in current Arbitron new PPM ratings

Almost completely new staff in the last eight months. They are no longer owned by same family as OH&L, but they do still partner with OH&L and OBJ on print ads to promote the station. They currently have a great partnership with Air Tran and think it will continue through the merger where they do a 'Trip-A-Day' at 10:31 a.m. everyday – just flights, no accommodations and also on Monday's every hour from 6 a.m. to 7 p.m. If they come up with a cool promo idea for listeners, then they'll approach us. Most everything else, though, needs to come

with an ad buy including promoting a jazz event with a weekend getaway. Anything they do, however, is on-air, onsite events and online.

Follow up:

- They are working on a 'smooth ride home' concept with Mercedes in weekday afternoons as well as something with BMW and a sunset campaign so would possibly approach us for trip giveaways when the listener wins use of a luxury car.

WOMX-FM (Mix 105.1)

Tied at #4 in current Arbitron new PPM ratings

WOCL-FM (Sunny 105.9) #8

Much easier to do promos on Sunny as Mix is so artist-driven and they don't have as many: 30 promo spots available; most Mix will do is 35. But she will look into tying in with more events on Mix. She said that both stations stream live online now, so their site numbers have increased dramatically and the sites are blog-based, so need lots of content. Both were just revamped one year ago. So, for our promos she'll take expanded copy and images and videos.

And here's the deal on the new **PPM ratings** for Arbitron – they used to be diary-based, but are now meter-based. It's a meter that people wear and it pulls up radio signals they listen to. This has changed how stations operate completely. And the meters are given out based on people's home phone numbers which is odd as most don't have one anymore, so it seems to benefit some stations, while hurting others. They're finding that with this new system their listenership is growing overall compared to how they measured before, but it's a much smaller window – they listen, but only for five minutes, etc. And to win placement, you have to win the quarter – have someone listen to you for five whole minutes within that quarter hour. And the meters are measured ages 6+ instead of 12+. They feel Orlando is grossly under sampled. So, for

promotions, this means that any promotions now need to be huge, clean and of great value to the listener to keep them listening.

Follow up:

- She will check with Mix about doing another summer beach house getaway

Florida Travel + Life magazine

103,389 circ.

Established in March 2005 and written as a guide to the luxury living available in Florida for residents and visitors. Explores what makes Florida unique and attractive, from its distinctive architecture and cuisine to its entertainment and luxurious residential communities. Celebrates the chefs, artists and business icons who breathe life into the state's culture.

They have a few main contributing writers and are following same editorial direction as last year – basically a travel mag, and not really much home content at all. Will be launching a new digital mag this summer, beginning with the June

issue – different content and format. Will still offer print edition online as well and now offer that through iTunes and not just Zinio.

Follow up:

- Interested in Amelia geocache; neither were familiar with concept; I explained in detail and then sent them recent Chicago Trip clip to illustrate

Opportunities:

- Interested in Amelia Island for a visit
- Send events

2: The Source for Couples Magazine

Monthly iPad, 95,458 circ. (when print)

Established in 2004 for young, urban couples and aims to give guidance and advice to couples entering life partnerships and forming new households. Use to be quarterly print publication but now monthly iPad magazine. Due to the new format, they are taking a North American focus, rather than Canadian only. They offer an iPhone app and often do specific apps, such as a destination wedding app. They offer a regular travel section with one or two travel features per issue. The publication's editorial calendar is very loose, which gives them a lot of flexibility. They have writers in the Canada and US that they can send on press trips. Eventually, they plan to revamp the Web site to fit the new look of the magazine. They don't cover much on events; if they do it would have to be a major annual event. They are looking for interesting and quirky (fun) outdoor travel for couples. They like photos to accompany information. Also, looking for information about destination weddings. They do promotional giveaways, and have contacts at some of the Canadian airlines.

Opportunities:

- Send quirky, fun outdoor activity pitches
- Send info on destination weddings

Aurelie Resch**Freelance Writer**

Resch is a French freelance writer who writes primarily for *L'Express*, (www.lexpress.to) a well-respected French language newspaper in Toronto, print circulation 35,000. She is a member of Association des auteurs de l'Ontario Français, Women in Film and Television, Canadian Association of journalists, Société des Auteurs de Radio, Télévision et Cinéma and Writers' Union of Canada. She also mentioned a few other publications during the meeting, however, the only other publications mentioned on her Web site are *Liason* and *Queen's Quarterly* (neither of which I'm familiar with).

Toronto Star**Daily, 419,070 circ.**

Toronto Star, established in 1892, is a 100+ page, four color, broadsheet newspaper. It covers the city of Toronto as well as growing suburbs such as Oshawa, Newmarket, Richmond Hill, Markham, Vaughan, Brampton, Mississauga and Oakville, Ontario.

The *Toronto Star* has started using the *New York Times* 36 Hours articles. However, they call them Two Days and Two Nights. Byers said they only use some of the *NYT* articles, and his writers do destinations that are more applicable to Toronto residents (Canada, Florida, and Caribbean). The Travel section runs on Thursdays and Saturdays and is typically between 24 and 26 pages. He is interested in having his Golf Columnist cover Amelia Island.

Opportunities:

- KL will follow up about Golf Columnist
- Send all packages/deals

VF Media Reception**Sherel Purcell – Freelance Writer**

According to her Suite101.com bio, Purcell is a contributor to NOW Magazine (readership 406,000), Dreamscapes (116,000), Halifax Chronicle Herald (110,000), Driven (100,000), Frommer's Budget Travel, Outpostmagazine.com, Citizen Guides, Chesapeake Family Magazine, ETC News, Bakers Journal, EXintheCity.com. She and her husband/photographer are going to travel around the perimeter of Florida and would like to stop off at as many destinations as possible. Interested in golf and dining. She just signed a contract as the new golf writer for AOL Canada.

Jacqueline Swartz – Freelance Writer

She writes for several publications including Elle Canada, Nuvomagazine.com, examiner.com, Canadian Jewish News. She covers primarily culture and food (no family). She was interested in Amelia Island.

Hendrik Breuer – Freelancer

He writes primarily for German/European publications – including Welt am Sonntag and Tages-Anzeiger as well as in leading special interest magazines such as Germany's Fliegenfischen fly fishing magazine. He covers outdoor and fishing. He would like to come visit Amelia Island, but probably won't be able to for a year or so.

Tara Nolan – Freelancer and CanadianGardening.com

Interested in any botanical gardens. Also send details on the Amelia Island Audubon Society partnership when finalized.

John Kernaghan – Freelancer Writer, former Spectator

Wanted information about Fort Clinch State Park.