

AMELIA ISLAND

TOURIST DEVELOPMENT COUNCIL

Date: Wednesday, March 23, 2010
Location: Fernandina Beach City Hall

Agenda

- | | | |
|-------|---|--------------|
| I. | Call to Order | Danny Leeper |
| II. | Approval of January 26, 2010 minutes | Danny Leeper |
| III. | Finance Committee Report | Jack Healan |
| IV. | Amelia Island Tourism Development Council Update | |
| | A. STR Report | Gil Langley |
| | B. Activity Report – Tracking, PR, Special Events | Staff |
| V. | Old Business | |
| VI. | New Business | |
| VII. | Public Input | |
| VIII. | Adjournment | |

MINUTES



Board Meeting Minutes of the Amelia Island Tourist Development Council
Wednesday, January 26, 2011
3:00 p.m.
Fernandina Beach City Hall

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

I. Call to Order

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

II. Introduction of New AITDC Appointee Jan Smith

Commissioner Leeper welcomed new TDC board member, Jan Smith.

III. Approval of Minutes – December 22, 2010 TDC Board Meeting

Jack Healan moved to approve the minutes, David Caples seconded.

Motion carried unanimously.

IV. Open Government Briefing

Emily Murphy, Nassau County Assistant Attorney, addressed the board on Florida Sunshine and Open Meetings laws .

V. Amelia Island Chamber Music Festival Presentation

Dr. Neal Coleman, chairman of the Amelia Island Chamber Music Festival presented their report from the 2010 event and plans for 2011. Highlights include 23 concerts including five free events. This is the 10th season celebration, and the goal is to increase audiences by offering more diverse concerts and expanded programming.

Marketing efforts for 2011 include an upgraded ticket brochure mailed to 3,300 targeted ticket buyers, BRAVO! Newsletters in March, April and May, email list server, and Facebook as well as a Valentine's concert postcard. Also being promoted in 2011 is a 50% ticket discount for all visitors with a confirmed Amelia Island hotel room reservation. Mr. Langley noted that in the past the TDC has dedicated part of the marketing budget for Atlanta, Savannah, and Orlando. The event supports our brand and now has an added value with the ticket discount.

VI. Finance Committee Report

Jack Healan reported on the Finance Committee meeting held on January 25, 2011. He reviewed December bed tax collections. Also reviewed budget and recommend approval of a \$339,723 increase in the budget from FY2010 cash carry-forward. Mr. Langley stated that in November the TDC requested that the Board of County Commissioners carry forward funds to help offset the soft months of 2011. This has been approved by the Board of County Commissioners and the finance committee asks that the TDC board increase the budget by like amount. There are no current plans to use the increased funding until the first quarter bed tax numbers are received. Motion by Jack Healan to increase the AITDC budget by \$339,723. Second by Arlene Filkoff. Motion carried unanimously.

Mr. Langley discussed the sales tax highlights for FY2010 and noted that 36% of sales tax comes from hospitality related businesses in Nassau County.

VII. Amelia Island Tourism Development Council Update

Research

Mr. Langley reported on the research performed the last six months of calendar year 2010. Highlights include 214,000 overnight guests, \$119.5 million in direct expenditures, and \$156.3 million in economic impact. There was \$1,665.71 in average spending per party, a 97%+ customer satisfaction with Amelia island as a destination, and the majority - 42.5% of guests - came for the beach.

STR Report

Mr. Langley presented the Smith Travel Research report for December 2010. Highlights include 8.2% increase in occupancy, 12.2% increase in Rev PAR, 7.5% increase in demand and 11.5% increase in revenue over the previous year. We outperformed our competitive set in ADR and Rev PAR. Mr. Langley also reminded the Board that there were 125 rooms per night out of service at The Ritz-Carlton, Amelia Island.

Activity Report

Beth Belcher reported on administration and tourism. Highlights include Restaurant Week with 23 participating restaurants and six sponsors. Also noted was a new off-island participant, Picante Grill, and the fact that venues that are not physically located on Amelia Island but provide an enhancement to our guest experience are being included in our programs.

January publications include an all-new visitor guide, which is the first visitor guide produced by the CVB. 75,000 copies were printed. Distribution includes local accommodations, Florida welcome centers and our mail fulfillment house. The visitor guide is also available on ameliaisland.com, is mobile compatible and is downloadable via iTunes. Mr. Langley also commended the Chamber of Commerce on their new visitor guide.

The island-wide dining guide has been updated and 15,000 are being printed. Distribution will include all local accommodations and the visitor center. Promotions include the Harris Teeter sweepstakes where we are working with Summer Beach Resort on an Amelia Island getaway sweepstakes. For our Valentine's Day promotion – we have partnered with WEJZ 96.1, a Jacksonville-based radio station, on a contest called the “cutest couple” contest where couples are encouraged to upload a photo of themselves to the station's website and be entered to win a trip to Amelia Island including a two-night stay at the Omni, golf at the Golf Club of Amelia with lunch. The promotion runs January 20 through February 10.

Public Relations report by Katharina Lane included more about the Harris Teeter partnership and the additional aspect of special deals at Amelia Island businesses for VIC shoppers that will begin in April. Ms. Lane has worked with PARADE magazine to coordinate a Valentine's Day promotion in print and online, coordinated a promotion with Visit Florida and four Tampa radio stations, and coordinated promotions with WEJZ in Jacksonville, WIRK in West Palm Beach, and WDUV in Tampa. Ms. Lane also coordinated quarterly Facebook promotions for 2011. Writers hosted include Orange Appeal Magazine, Kingston This Week and PBG Lifestyle Magazine.

Mr. Langley noted that the TDC is receiving six ADRIAN awards this week.

VIII. Old Business

Commissioner Leeper asked if the Gator Bowl ads were beneficial. Gil Langley said that two 30-second ads were purchased for \$20,000. The result was national coverage on ESPN in the first half and at the end of the third quarter of the Gator Bowl game.

IX. New Business

SAISSA Beach Monitoring Fee

Gil Langley stated that the TDC has been approached by SAISSA to fund the beach monitoring program. Jack Healan moved to fund \$35,000 to the SAISSA beach monitoring program. Jan Smith seconded. Motion carried unanimously.

X. Public Input

Tony McAdoo of the Amelia Island Film Festival presented their plans for the 2011 event and asked the TDC to increase their investment for this year's event. Jack Healan indicated the marketing funds for 2011 are allocated and this could be considered for 2012 when the budgeting process begins.

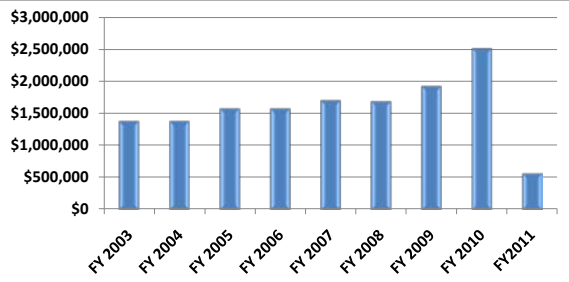
XI. The meeting adjourned at 4:05 pm.

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									\$566,717	
% Change	50.76%	23.17%	44.46%	33.65%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-77.51%	
2% Eqv.	\$102,235	\$62,725	\$57,440	\$60,959	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$283,358	
% Change - 2008	-21.36%	-31.32%	-29.00%	-31.27%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-83.24%	
3% Eqv.	\$153,352	\$94,088	\$86,160	\$91,438	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$425,037	
% Change - 2010	13.07%	-7.62%	8.34%	0.23%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-83.13%	
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	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$566,717	
% Change	1.86%	-16.78%	-2.39%	-9.70%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-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										
% Change	50.76%	38.92%	40.31%	38.82%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-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	\$704,724	\$2,401,888
EXPENSES					
37522552	TDC Admin. 15%	\$358,667	\$415,033	\$105,709	\$309,325
37523552	Marketing - 65%	\$1,478,384	\$2,072,659	\$1,119,773	\$952,886
37523552	Travel Trade - 10%	\$273,570	\$342,231	\$122,496	\$219,735
37525539	Beach Improv. 10%**	\$157,350	\$276,689	\$85,350	\$191,339
EXP. TOTAL		\$2,267,972	\$3,106,612	\$1,433,327	\$1,673,285
NET		\$123,144	\$0	-\$728,603	\$728,603

TRACKING



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Amelia Island Tourist Development Council

For the Month of February 2011

Date Created: Mar 16, 2011

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Amelia Island Tourist Development Council

For the month of: February 2011

	Current Month - February 2011 vs February 2010												Year to Date - February 2011 vs February 2010												Participation			
	Occ %		ADR		RevPAR		Percent Change from February 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	71.2	65.9	121.60	123.32	86.59	81.30	8.0	-1.4	6.5	7.0	0.4	8.5	64.8	61.4	116.70	117.52	75.60	72.20	5.5	-0.7	4.7	5.2	0.4	5.9	3596	1928	411727	289706
Jacksonville, FL	63.1	59.0	79.29	78.39	50.05	46.23	7.0	1.2	8.3	9.0	0.7	7.8	57.4	53.2	77.39	77.02	44.39	40.95	7.9	0.5	8.4	9.2	0.7	8.6	269	184	26993	21771
Jacksonville Beaches	59.7	53.6	109.52	107.88	65.35	57.83	11.3	1.5	13.0	14.0	0.8	12.3	51.1	47.5	106.41	104.01	54.36	49.38	7.6	2.3	10.1	11.0	0.9	8.5	98	56	7600	5761
Savannah, GA	61.7	57.9	83.06	81.87	51.23	47.42	6.5	1.5	8.0	9.2	1.1	7.7	54.0	51.1	80.04	79.75	43.20	40.74	5.6	0.4	6.0	7.2	1.1	6.8	164	123	14894	12283
Brunswick/Kingsland, GA	44.8	45.5	71.95	72.92	32.20	33.18	-1.6	-1.3	-2.9	-2.7	0.3	-1.4	40.7	41.5	70.03	70.98	28.47	29.48	-2.1	-1.3	-3.4	-3.2	0.3	-1.9	92	55	7563	4303
Daytona Beach, FL	56.9	55.3	125.54	131.47	71.42	72.71	2.9	-4.5	-1.8	-1.8	-0.1	2.8	49.1	46.9	106.81	109.73	52.43	51.47	4.6	-2.7	1.9	0.6	-1.2	3.4	180	64	13793	7786
Charleston, SC	60.6	56.7	96.51	94.55	58.48	53.59	6.9	2.1	9.1	9.4	0.2	7.2	53.6	50.8	92.42	90.83	49.58	46.10	5.7	1.8	7.6	7.7	0.1	5.8	164	114	17565	13842
Nassau County, FL	50.5	43.2	130.99	132.58	66.15	57.29	16.9	-1.2	15.5	14.9	-0.5	16.3	42.4	39.9	127.77	118.61	54.16	47.27	6.3	7.7	14.6	14.0	-0.5	5.8	24	13	2111	1776
St Johns County, FL	60.4	55.6	96.70	95.29	58.37	52.94	8.7	1.5	10.3	11.7	1.3	10.1	52.4	48.7	93.82	93.63	49.19	45.60	7.7	0.2	7.9	9.3	1.3	9.1	80	41	5765	3802
Hilton Head/Beaufort	34.8	39.5	85.94	85.30	29.92	33.73	-12.0	0.8	-11.3	-8.9	2.7	-9.6	31.6	33.6	84.89	83.35	26.84	28.04	-6.0	1.8	-4.3	-1.7	2.7	-3.5	49	32	6639	4259
Fort Walton Beach, FL	43.1	40.1	75.67	77.30	32.64	30.98	7.7	-2.1	5.4	5.0	-0.4	7.3	35.6	34.9	74.33	74.86	26.46	26.11	2.1	-0.7	1.3	1.0	-0.4	1.7	80	46	9705	6453

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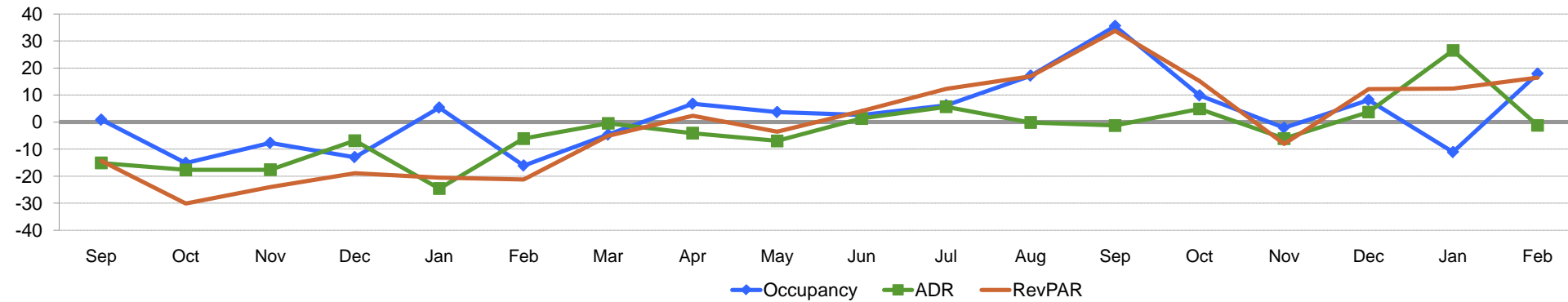
Tab 3 - Trend Amelia Island Sel Zip

Currency: USD - US Dollar

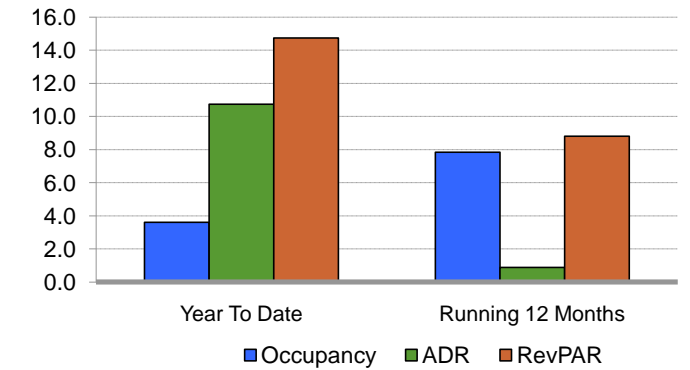
Amelia Island Tourist Development Council

For the Month of February 2011

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2009				2010												2011	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	42.0	47.9	40.8	31.6	38.9	44.5	56.7	67.6	58.2	70.3	72.7	55.1	56.9	52.6	40.0	34.2	34.6	52.4
Last Year	41.6	56.4	44.2	36.4	36.9	53.0	59.5	63.4	56.1	68.5	68.4	47.0	42.0	47.9	40.8	31.6	38.9	44.5
Percent Change	0.9	-15.1	-7.7	-13.0	5.3	-16.1	-4.7	6.8	3.7	2.7	6.2	17.2	35.5	9.8	-2.1	8.2	-11.1	17.9

Year To Date	2009	2010	2011
	Occupancy (%)	44.5	41.5
ADR (%)	55.1	44.5	41.5
RevPAR (%)	-19.1	-6.8	3.6

Running 12 Months	2009	2010	2011
	Occupancy (%)	56.0	50.3
ADR (%)	61.6	56.0	50.3
RevPAR (%)	-9.1	-10.2	7.8

ADR	2009				2010												2011	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	137.49	148.88	143.73	135.75	112.57	148.50	185.63	174.66	179.30	183.09	187.11	157.00	135.73	156.09	134.96	140.76	142.39	146.66
Last Year	161.96	180.89	174.49	145.77	149.25	158.16	186.46	182.16	192.75	180.67	177.06	157.24	137.49	148.88	143.73	135.75	112.57	148.50
Percent Change	-15.1	-17.7	-17.6	-6.9	-24.6	-6.1	-0.4	-4.1	-7.0	1.3	5.7	-0.2	-1.3	4.8	-6.1	3.7	26.5	-1.2

Year To Date	2009	2010	2011
	ADR (%)	154.28	130.82
RevPAR (%)	170.44	154.28	130.82
Supply (%)	-9.5	-15.2	10.7

Running 12 Months	2009	2010	2011
	ADR (%)	191.34	162.52
RevPAR (%)	193.65	191.34	162.52
Supply (%)	-1.2	-15.1	0.9

RevPAR	2009				2010												2011	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	57.73	71.26	58.68	42.95	43.77	66.02	105.24	118.13	104.34	128.77	136.03	86.54	77.23	82.05	53.93	48.17	49.22	76.87
Last Year	67.43	101.98	77.21	52.99	55.10	83.80	110.87	115.40	108.19	123.77	121.18	73.98	57.73	71.26	58.68	42.95	43.77	66.02
Percent Change	-14.4	-30.1	-24.0	-19.0	-20.6	-21.2	-5.1	2.4	-3.6	4.0	12.3	17.0	33.8	15.2	-8.1	12.2	12.4	16.4

Year To Date	2009	2010	2011
	RevPAR (%)	68.72	54.33
Supply (%)	93.83	68.72	54.33
Demand (%)	-26.8	-20.9	14.7

Running 12 Months	2009	2010	2011
	RevPAR (%)	107.18	81.77
Supply (%)	119.35	107.18	81.77
Demand (%)	-10.2	-23.7	8.8

Supply	2009				2010												2011	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	50,790	52,483	50,790	52,483	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
Last Year	46,800	48,360	46,800	48,360	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
Percent Change	8.5	8.5	8.5	8.5	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

Year To Date	2009	2010	2011
	Supply	92,040	99,887
Demand	89,267	92,040	99,887
Revenue	3.1	8.5	-0.6

Running 12 Months	2009	2010	2011
	Supply	567,943	597,596
Demand	552,245	567,943	597,596
Revenue	2.8	5.2	3.0

Demand	2009				2010												2011	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	21,325	25,118	20,737	16,604	20,409	21,076	29,755	34,351	30,542	35,722	37,953	28,774	28,745	27,425	20,176	17,853	18,033	24,698
Last Year	19,484	27,265	20,707	17,581	17,853	23,143	28,756	29,649	27,144	32,061	33,096	24,692	21,325	25,118	20,737	16,604	20,409	21,076
Percent Change	9.4	-7.9	0.1	-5.6	14.3	-8.9	3.5	15.9	12.5	11.4	14.7	16.5	34.8	9.2	-2.7	7.5	-11.6	17.2

Year To Date	2009	2010	2011
	Demand	40,996	41,485
Revenue	49,143	40,996	41,485
Census %	-16.6	1.2	3.0

Running 12 Months	2009	2010	2011
	Demand	318,147	300,667
Revenue	340,358	318,147	300,667
Census %	-6.5	-5.5	11.1

Revenue	2009				2010												2011	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	2,931,947	3,739,684	2,980,508	2,253,950	2,297,378	3,129,767	5,523,289	5,999,854	5,476,122	6,540,204	7,101,419	4,517,492	3,901,641	4,280,829	2,722,908	2,512,950	2,567,746	3,622,253
Last Year	3,155,644	4,931,915	3,613,261	2,562,826	2,664,485	3,660,277	5,361,838	5,400,848	5,232,003	5,792,375	5,860,049	3,882,590	2,931,947	3,739,684	2,980,508	2,253,950	2,297,378	3,129,767
Percent Change	-7.1	-24.2	-17.5	-12.1	-13.8	-14.5	3.0	11.1	4.7	12.9	21.2	16.4	33.1	14.5	-8.6	11.5	11.8	15.7

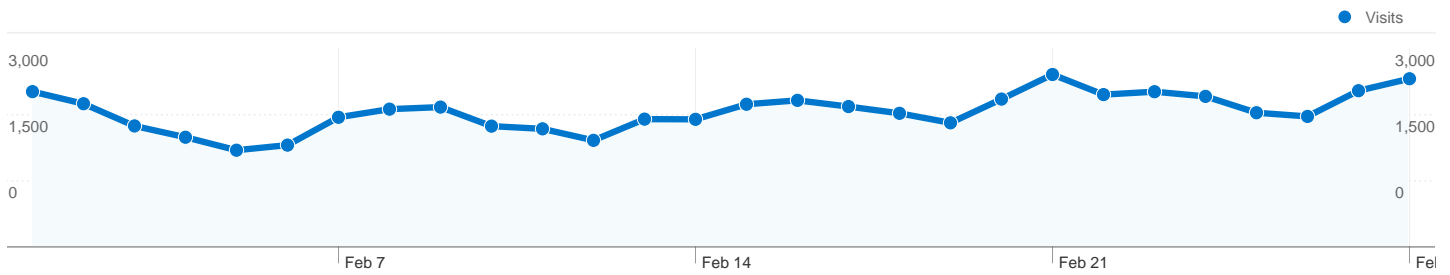
Year To Date	2009	2010	2011
	Revenue	6,324,762	5,427,145
Census %	8,376,023	6,324,762	5,427,145
Supply	-24.5	-14.2	14.1

Running 12 Months	2009	2010	2011
	Revenue	60,873,765	48,862,937
Census %	65,911,342	60,873,765	48,862,937
Supply	-7.6	-19.7	12.1

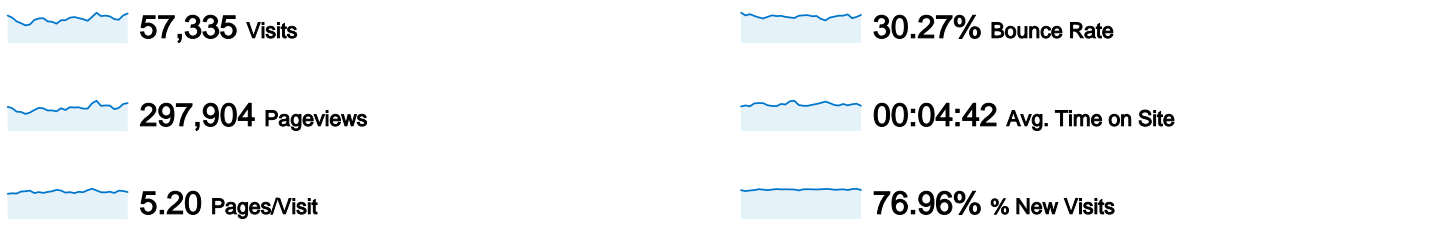
Census %	2009				2010												2011	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Census Props	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14
Census Rooms	1693	1693	1693	1693	1693	1693	1693	1693	1693	1693	1684	1684	1684	1683	1683	1683	1683	1683
% Rooms Participants	96.9	96.9	96.9	96.9	96.9	96.9	96.9	96.9	96.9	96.9	96.9	96.9	81.5	96.9	96.9	96.9	94.1	94.1

A blank row indicates insufficient data.

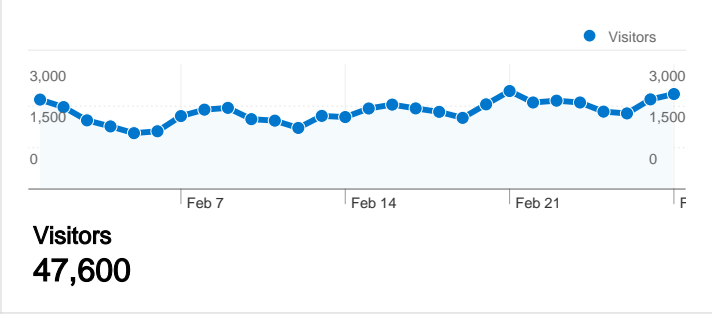
Source 2011 SMITH TRAVEL RESEARCH, Inc.



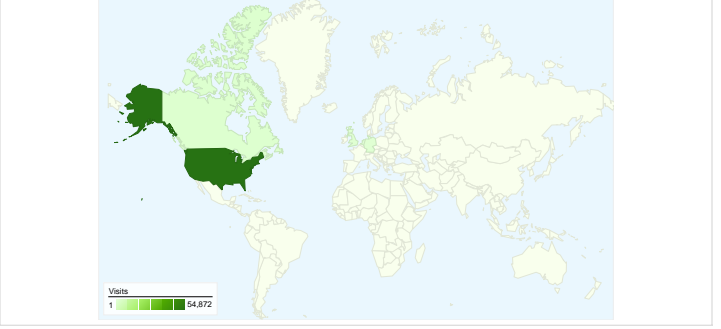
Site Usage



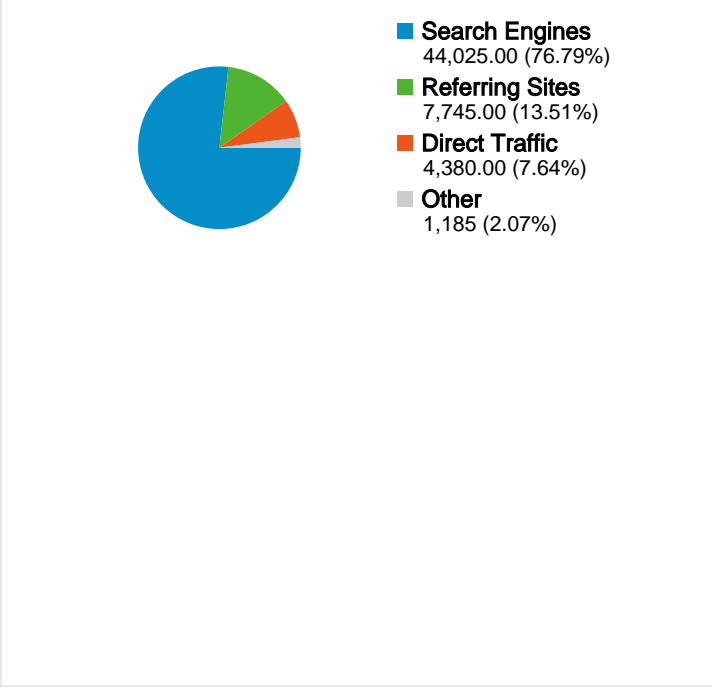
Visitors Overview



Map Overlay

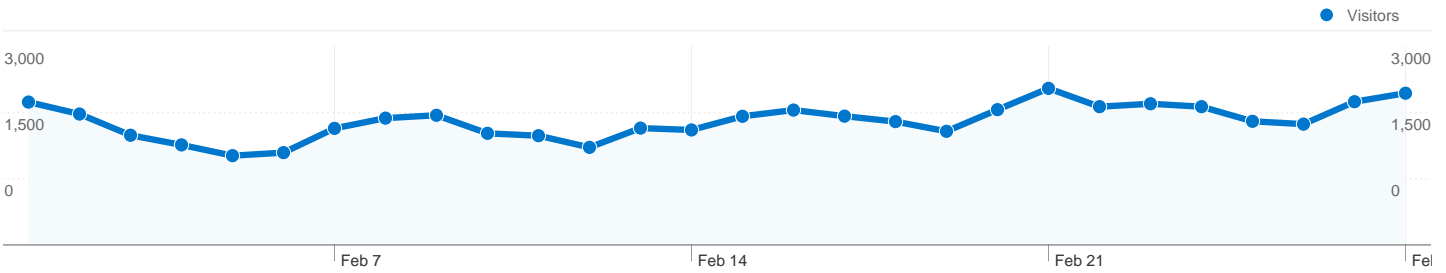


Traffic Sources Overview



Content Overview

Pages	Pageviews	% Pageviews
/	45,843	15.39%
/area-	20,716	6.95%
/area-	15,049	5.05%
/area-	12,397	4.16%
/media-gallery/	8,917	2.99%



47,600 people visited this site

57,335 Visits

47,600 Absolute Unique Visitors

297,904 Pageviews

5.20 Average Pageviews

00:04:42 Time on Site

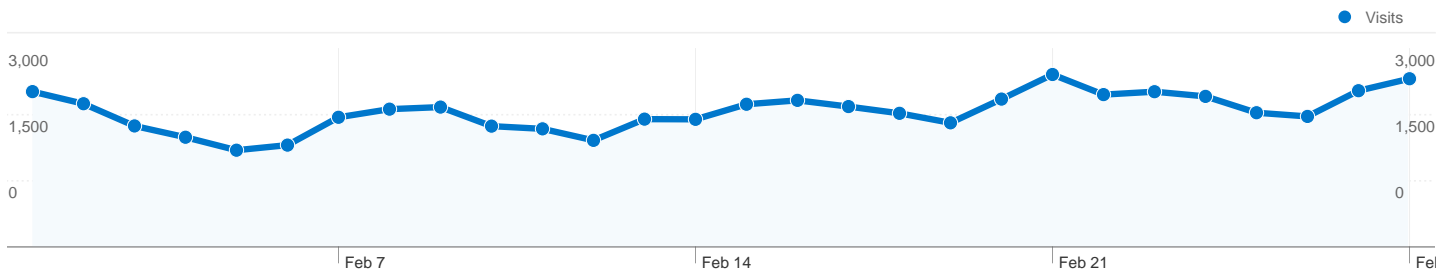
30.27% Bounce Rate

76.96% New Visits

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	35,942	62.69%	Cable	22,209	38.74%
Firefox	8,955	15.62%	Unknown	17,733	30.93%
Safari	8,701	15.18%	DSL	9,714	16.94%
Chrome	3,203	5.59%	T1	6,798	11.86%
Mozilla Compatible Agent	111	0.19%	Dialup	771	1.34%

Traffic Sources Overview

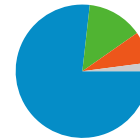


All traffic sources sent a total of 57,335 visits

7.64% Direct Traffic

13.51% Referring Sites

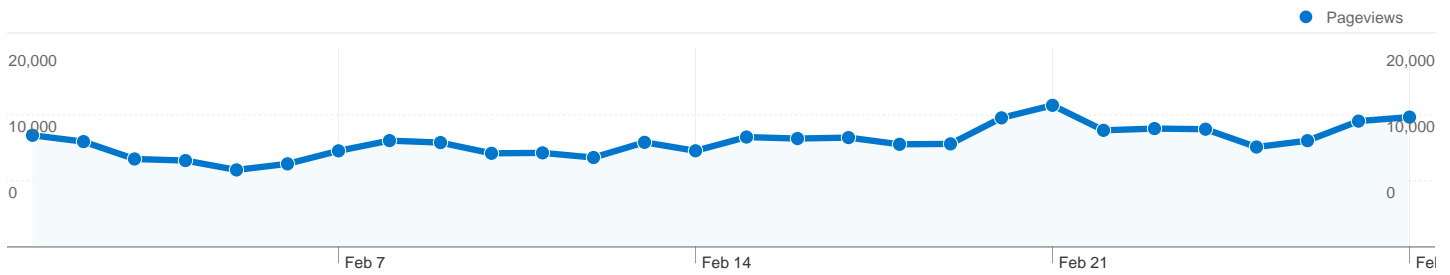
76.79% Search Engines



- **Search Engines**
44,025.00 (76.79%)
- **Referring Sites**
7,745.00 (13.51%)
- **Direct Traffic**
4,380.00 (7.64%)
- **Other**
1,185 (2.07%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	35,038	61.11%	amelia island	23,219	52.74%
(direct) ((none))	4,380	7.64%	amelia island florida	2,510	5.70%
bing (organic)	3,987	6.95%	amelia island hotels	1,731	3.93%
yahoo (organic)	3,288	5.73%	amelia island fl	1,059	2.41%
fbfl.us (referral)	2,236	3.90%	amelia island plantation	766	1.74%



Pages on this site were viewed a total of 297,904 times

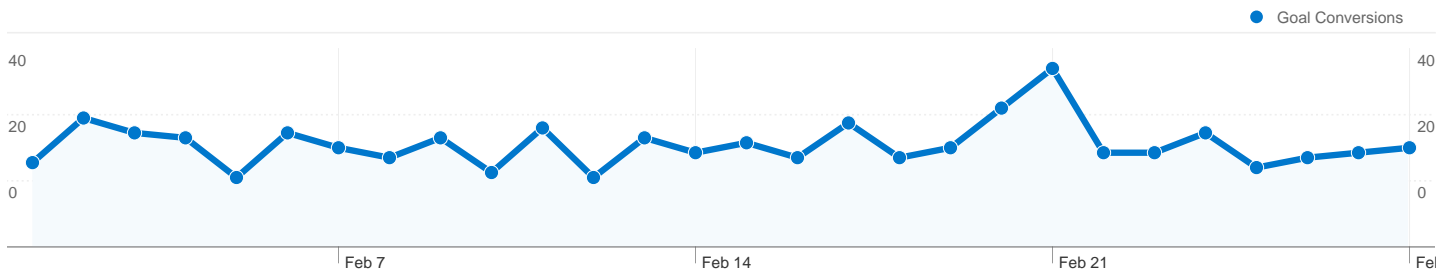
297,904 Pageviews

223,927 Unique Views

30.35% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/	45,843	15.39%
/area-services/accommodations/	20,716	6.95%
/area-services/accommodations/hotels-motels/	15,049	5.05%
/area-services/accommodations/resorts/	12,397	4.16%
/media-gallery/	8,917	2.99%



Visitors completed 579 goal conversions

86 conversions, Goal 1: Newsletter Sign Up

463 conversions, Goal 2: Request Brochure

1 conversions, Goal 3: Meeting RFP

7 conversions, Goal 4: Wedding RFP

22 conversions, Goal 5: Contact Us

Goal Performance

Goal Conversion Rate

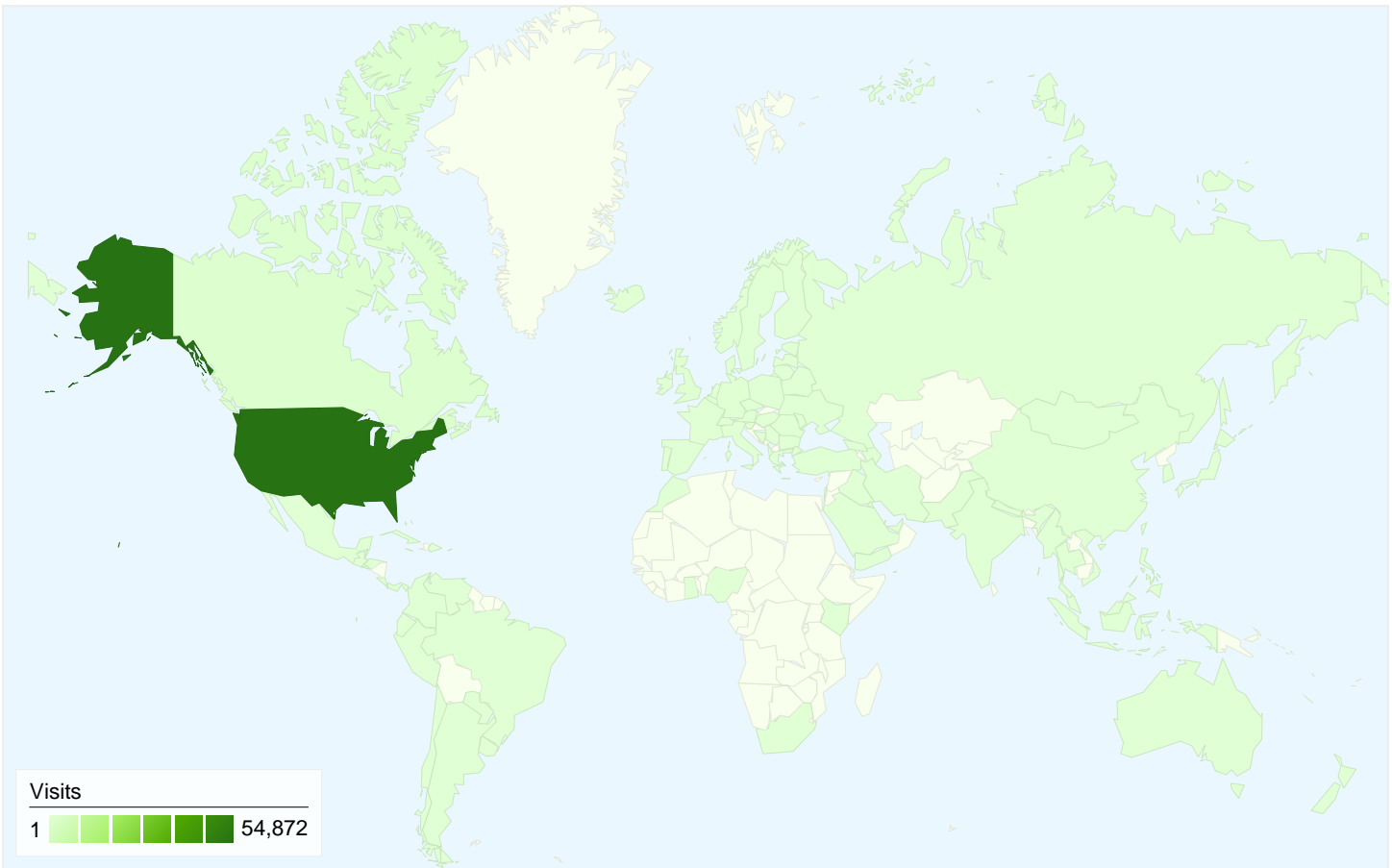


Goal Conversion Rate
1.01%

Total Goal Value



Total Goal Value
\$0.00



57,335 visits came from 108 countries/territories

Site Usage

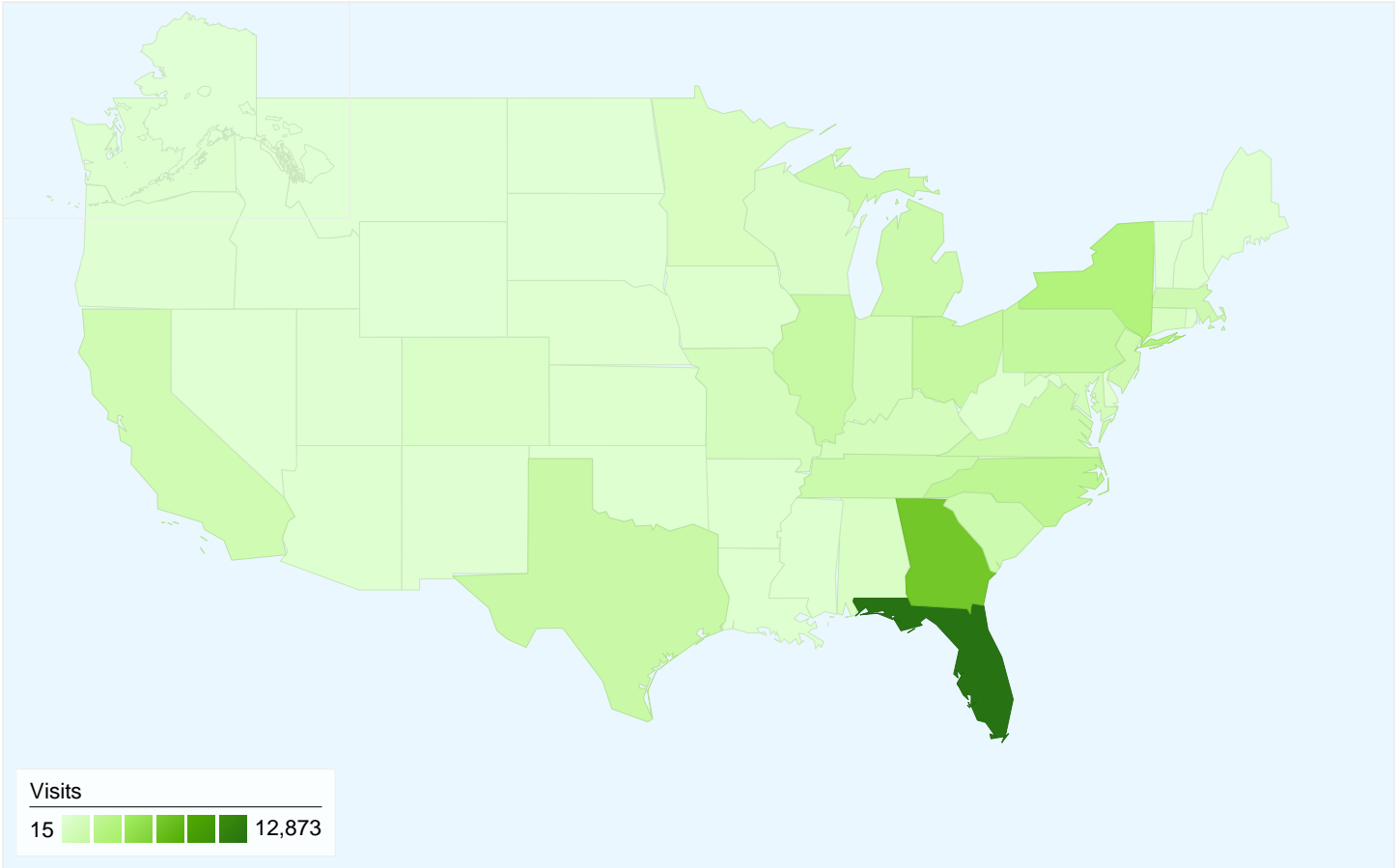
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	54,872	5.24	00:04:45	76.73%	29.93%
Canada	938	4.94	00:04:25	81.98%	31.98%
United Kingdom	357	4.11	00:03:32	83.47%	31.65%
Germany	172	4.66	00:03:53	74.42%	34.88%
Netherlands	57	4.40	00:04:32	89.47%	38.60%
France	54	2.78	00:02:28	87.04%	46.30%
Italy	51	3.53	00:02:47	82.35%	47.06%
Belgium	45	3.91	00:04:37	73.33%	26.67%
Brazil	45	4.62	00:05:46	86.67%	28.89%

Country/Territory Detail:

United States

Feb 1, 2011 - Feb 28, 2011

Comparing to: Site



This country/territory sent 54,872 visits via 52 regions

Site Usage

Visits 54,872 % of Site Total: 95.70%	Pages/Visit 5.24 Site Avg: 5.20 (0.78%)	Avg. Time on Site 00:04:45 Site Avg: 00:04:42 (0.80%)	% New Visits 76.73% Site Avg: 76.96% (-0.31%)	Bounce Rate 29.93% Site Avg: 30.27% (-1.13%)	
Region	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Florida	12,873	5.05	00:04:40	74.74%	33.77%
Georgia	6,846	5.69	00:05:23	74.99%	26.83%
New York	3,405	4.99	00:04:08	78.47%	30.54%
North Carolina	2,508	5.39	00:04:47	77.27%	26.95%
Pennsylvania	2,076	5.20	00:04:44	77.79%	27.50%
Ohio	2,003	5.47	00:05:07	75.09%	27.61%
Illinois	1,871	5.35	00:04:35	77.61%	28.17%
Texas	1,731	4.99	00:04:31	79.32%	28.25%
Virginia	1,624	4.87	00:04:20	79.99%	29.25%

ACTIVITY

FEBRUARY 2011

TOURISM MARKETING

Tourism Sales Efforts

- ⊗ Distributed brochures to island accommodations
- ⊗ Exhibited at Elite Charleston Bridal Show, distributed to lodging partners.
- ⊗ Responded to Meeting requests, emailed to island accommodations.
- ⊗ Collected and distributed weekly “Hot Rates” to I-95 welcome center.
- ⊗ Provided 423 information bags for corporate and wedding groups.
- ⊗ Welcomed 8 motor coaches to the historic district.
- ⊗ Meeting with Ritz/Omni to develop new race series.
- ⊗ Meeting with Omni to discuss new celebrity tennis match.

Administration

- ⊗ Worked with Mixed Media on updating design for Cook-off sponsor packages, and dining guide.
- ⊗ Participated in Visit FL, MPI, Empowermint webinars.
- ⊗ Meeting with Tour Time to discuss schedule, and opportunities.
- ⊗ Participated in D3000 and ACT webinars.
- ⊗ Meetings with Accommodations to discuss their Social Media efforts.
- ⊗ Launched Facebook promotion.
- ⊗ Launched Cook-Off website.
- ⊗ Attended event meetings regarding Kite Festival.
- ⊗ Meeting with HFBA to discuss new website.
- ⊗ Conference call with Watauga/Z-Graph to discuss meeting planner campaign.
- ⊗ Conference call with Audubon/Green Mountain Media to discuss online app.
- ⊗ Meeting(s) with MyWeb refresh to discuss micro sites.
- ⊗ Conference calls with MMG to discuss refresh, wedding pages.
- ⊗ Website updates for AmeliaIsland.com, event calendar.
- ⊗ Participated in weekly conference calls with MMG.
- ⊗ Monthly conference call with Z-Graph to discuss e-newsletter analytics.
- ⊗ Worked with RENDA on Valentine’s Day campaign.
- ⊗ Posted upcoming events on Facebook and Twitter.
- ⊗ Proofed press releases for Hayworth.
- ⊗ Participated in Dickens on Centre Meetings.
- ⊗ Worked with Travelocity on consumer campaign.
- ⊗ Attended DMAI Foundation Dinner
- ⊗ Attended DMAI Destination Showcase - Washington, DC
- ⊗ Attend Kyle Petty Motorcycle Rally Meeting
- ⊗ Attend Amelia Island Kite Festival Meeting

ADVERTISING & MARKETING

Advertising

- ⊗ Agency continued to receive and review media placement opportunities including; AirTran Magazine, Orlando Magazine, Black Meetings Magazine, etc.
- ⊗ Agency monitored Southern Living leads.
- ⊗ Agency provided creative materials for Full Page ad in Orlando Magazine - the April issue.
- ⊗ Agency provided creative materials for Southern Living Magazine – travel planner ad that highlighted the Chamber Music Festival.
- ⊗ Agency also developed half page full color ad for Chamber Music Festival that will appear in upcoming issues of Atlanta Magazine, Points North Magazine, and Charleston Magazine.
- ⊗ Agency provided creative for Concours d’Elegance Program.
- ⊗ Agency provided creative materials for VISIT FLORIDA Co-Op in Redbook Magazine.
- ⊗ Agency updated www.MeetOnAmelia.com (meetings microsite) and provided files for the transfer of the site to a local vendor.
- ⊗ Agency provided a list of production vendors that have been utilized over the course of the 4 year relationship.
- ⊗ Agency provided a co-op recap of involvement that included the Omni Amelia Island Plantation.
- ⊗ Agency provided suggestions for photography – Capturing the Chamber Music Festival concerts at Fort Clinch.
- ⊗ Agency provided hi-rez photos as well as other creative elements upon request.
- ⊗ Agency revised initial marketing/advertising media plan for Spring/Summer campaign.

Upcoming in March

- ⊗ Finalize Spring/Summer campaign media plan
- ⊗ Begin to place media for Spring/Summer Campaign
- ⊗ Develop creative elements needed for upcoming campaign
- ⊗ Agency to monitor and provide assistance for upcoming campaigns as needed

**PUBLIC RELATIONS
HAYWORTH CREATIVE**

Media Development

- ⊗ Responded to 9 editorial leads from VISIT FLORIDA, SATW E-news, Media Kitty, and HARO.
- ⊗ Provided information for the Spring/Summer issue of *Essentially America*.
- ⊗ Sent information to AAA's *Worth the Drive* editorial staff.
- ⊗ Fact checked calendar listing for *American Profile's* Happenings column for the week of April 10.
- ⊗ Obtained images of Beech Street Grill for Hilda Mitrani's blog.
- ⊗ Submitted activities to WeGoPlaces.com for consideration on their Web site.
- ⊗ Provided *Coastal Companion* with event listings.
- ⊗ Sent information and quote to *Meetings South* for their April Florida issue.
- ⊗ Sent information to *South Magazine* for their April/May issue.
- ⊗ Coordinated interviews with the Florida House Inn and Maritime Museum and freelance writer Apryl Chapman Thomas.
- ⊗ Provided information to Honeymoons.com for consideration in their top romantic destinations.

Press Trips

- ⊗ Finalized visit for Jodie Jacobs, freelance writer on assignment for *What's Happening*, a Chicago community paper (100,000 circulation), visit. She will be visiting April 3-6.
- ⊗ Created welcome kit, sent thank you note and provided follow up materials to Christopher Hayes visit. He is with *PBG Lifestyle Magazine* (12,000 circulation). Hayes visited Amelia Island February 18-20.
- ⊗ Coordinated press trip for freelance writer Sally Friedman, on assignment for *Icon* (16,000 circulation), a lifestyle/arts magazine in the Philadelphia/New Jersey area for February 27- March 2. Coordinated itinerary and sent welcome kit for her visit.
- ⊗ Worked with Wealth TV to assist in scheduling interviews for a visit March 14-18. The show will be a half-hour (in 3D and 2D) called *Off the Beaten Path – Amelia Island*.
- ⊗ Followed up with past writers to obtain clips.
- ⊗ Worked on potential itinerary for a First Coast of Golf FAM trip post-Players Championship. Will finalize FAM details in March.
- ⊗ Worked with Mary Jo Plouf, from Travelroads.com, on a potential press trip. Awaiting dates from the writer.

Media Releases

- ⊗ Wrote and distributed press release for what's new on Amelia Island. Release was distributed to 441 media contacts, including local, Florida and southeast dailies, certain national outlets, Florida and southeast magazines, travel trade publications, meetings publications, bloggers and online.
- ⊗ Distributed optimized Visitor Guide release through Marketwire.
- ⊗ Wrote and distributed Jan through March events press release. Release was sent to 300 media contacts, including local, Florida, Georgia and Southeast dailies and magazines, and online.
- ⊗ Wrote and distributed press release announcing events for April – June. Release was distributed to 366 media contacts, including local, Florida, Georgia and Southeast dailies and magazines, bloggers and online.
- ⊗ Wrote press release announcing accommodation deals for Katie Ride for Life. Press release was sent to 128 press contacts including calendar editors, online, Florida magazines and dailies and cycling trades.
- ⊗ Wrote press release announcing special ticket deal for all hotel guest for AICMF. Press release will be distributed in March.
- ⊗ Sent request to industry regarding wedding packages and Mother's Day packages for upcoming March releases.

Promotions

- ⊗ Presented possible Trekaroo.com promotion to the CVB for consideration. The CVB decided to pass at this time, but possibly revisit later in the year.
- ⊗ Continued following up regarding promotional opportunity with WOKV-FM to industry partners. WOKV-FM declined to participate at this time.
- ⊗ Presented promotional opportunity with *The Flyer Magazine*, free coupon publication mailed to 1.19 million households throughout the Tampa Bay area. Promotion required five, two-night stays in exchange for \$190,500 in media exposure. No partners wanted to participate.
- ⊗ Sent certificates for the WEJZ Home and Patio Show promotion.
- ⊗ Finalized promotion with VISIT FLORIDA and WESH-TV (NBC affiliate in Orlando). Promotion includes 65,550 in media exposure.

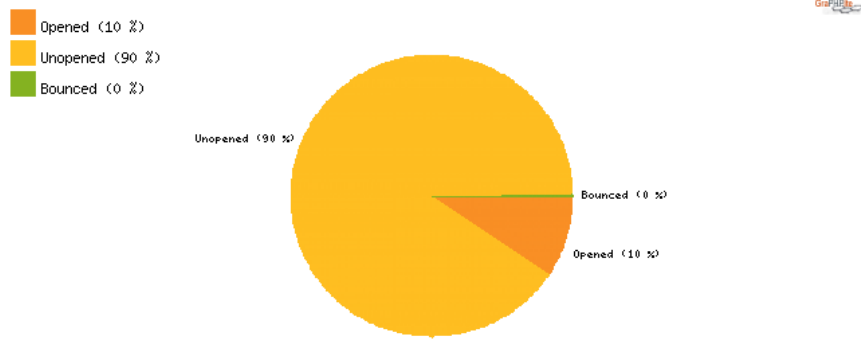
Miscellaneous

- ⊗ Researched and wrote copy for the March Amelia Island e-newsletter. Copy was approved and will be distributed by Z-Graph in March.
- ⊗ Provided subject line ideas for the March Newsletter.
- ⊗ Worked with graphic designer to have Geocache Challenge logo and entry form revised.
- ⊗ Wrote copy for the Harris Teeter special deals landing page and submitted to the TDC for approval.
- ⊗ Created Activity and Publicity Reports.

Statistics Snapshot

Email Subject	In Love, On Island – Valentine's Day with Amelia – February 2011 News
Contact List	Web Site Contacts
Start Sending	February 1 2011, 3:11 pm
Finished Sending	February 1 2011, 5:31 pm
Sending Time	2 hours, 21 minutes
Sent To	39,705 of 39,705
Sent By	Amelia Island Tourist Development Council
Opened	5,126 Total Opens / 3,806 Unique Opens
Open Rate:	9.59%
Click-through Rate:	2.04%
Bounced	1

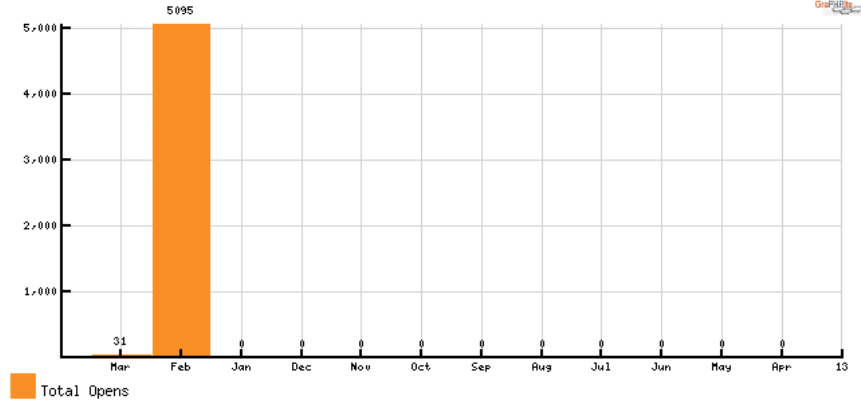
Email Campaign Summary Graph



Opens Summary

Total Emails:	39,705
Total Opens:	5,126
Most Opens (Date/Time):	Feb 2011
Total Unique Opens:	3,806
Average Opens:	0.1
Open Rate:	9.59%

Email Campaign Opens

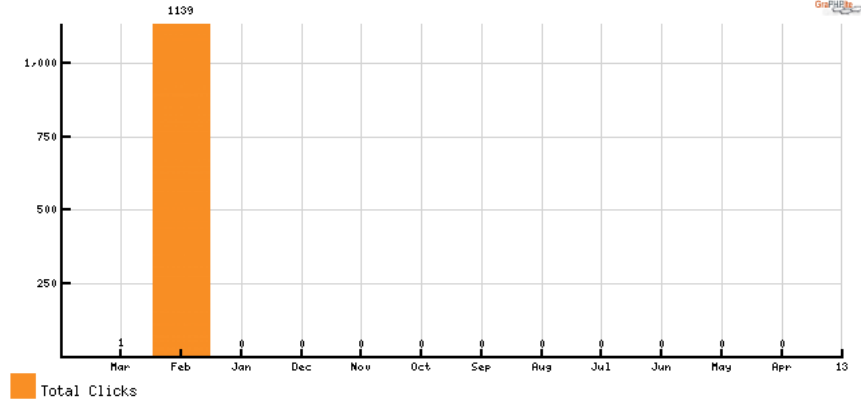


Link Clicks Summary

Total Clicks:	1,140
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Individual links that have been clicked: 19
 Most Popular: <http://www.ameliaisland.com/amelia-island-for-free/>
 Average Clicks (Per Email Open): 0.2
 Click-through Rate: 2.04%

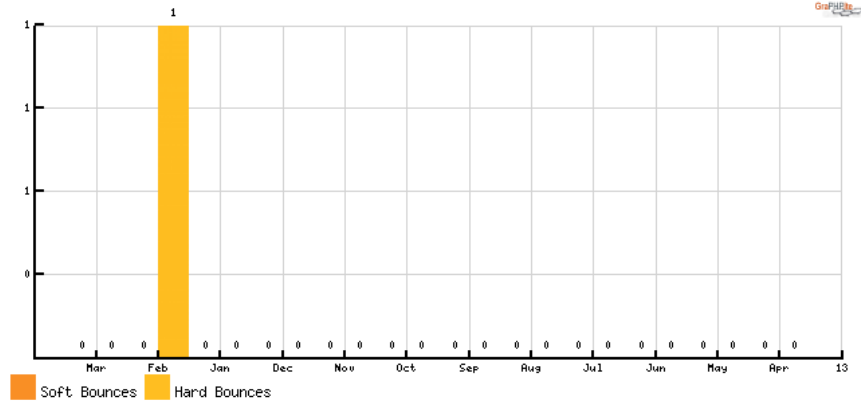
Email Campaign Links



Bounce Summary

Total Bounces: 1
 Total Soft Bounces: 0
 Total Hard Bounces: 1

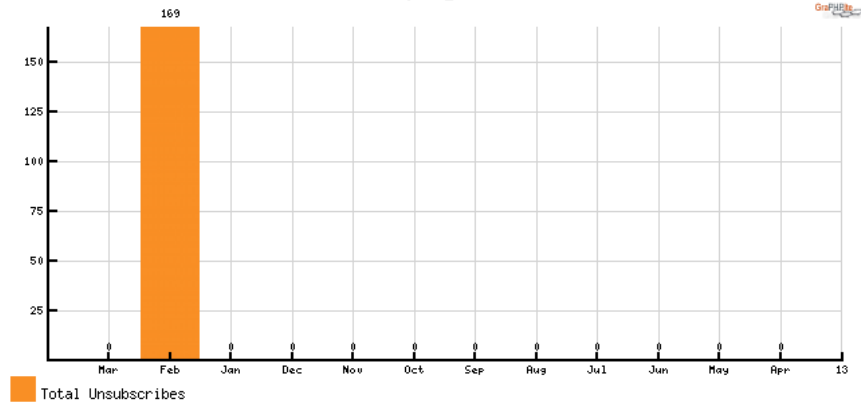
Email Campaign Bounces



Unsubscribe Summary

Total Unsubscribes: 169
 Most Unsubscribes: Feb 2011

Email Campaign Unsubscribes



Forwards Summary

Total Forwards: 11
Total Signups: 0

Email Campaign Forwards

