

AMELIA ISLAND



TOURIST DEVELOPMENT COUNCIL

Date: Wednesday, May 25, 2011
Location: Fernandina Beach City Hall

Agenda

- | | | |
|--------------|---|-----------------|
| I. | Call to Order | Danny Leeper |
| II. | Approval of April 27, 2011 minutes | Danny Leeper |
| III. | Florida's First Coast of Golf | Dave Reese |
| IV. | Book Direct | Terri Wainscott |
| V. | Finance Committee Report | Jack Healan |
| VI. | Amelia Island Tourism Development Council Update | |
| | A. Research | Gil Langley |
| | B. Activity Report – Tracking, PR, Special Events | Staff |
| VII. | Old Business | |
| VIII. | New Business | |
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| IX. | Public Input | |
| X. | Adjournment | |

MINUTES



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

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

I. Call to Order

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

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

Jack Healan moved to approve the minutes. Holly Germano seconded.
Motion carried unanimously.

III. Isle of Eight Flags Shrimp Festival

Sandy Price, Executive Director of Shrimp Festival, provided an update on festivities surrounding the 2011 Shrimp Festival. New features for this year's festival include a text option to vote for favorite food booth and shrimp dish. Atlanta Rhythm section is headliner for Saturday. Blood mobile will be available. Kids Fun Zone will be tobacco-free area. Grand Marshall for Pirate Parade is Jim Dickey. Georgia Bulldog research vessel will offer tours at the waterfront. Danny Leeper thanked Sandy for her dedication to this event.

IV. Finance Committee Report

Jack Healan presented the finance committee report. Mr. Healan noted that the finance committee did not meet prior to the meeting. Gil Langley provided an overview on financial statements. Bed tax numbers for March came in the morning of the TDC board meeting and one property was not included in bed tax report, but their numbers should come in the next week.

Currently, we are 14% above 2010 collections. Year to date, we are \$19,000 below projections. April is shaping up to be a good month for making up deficit. Year to date budget line items haven't changed much because we encumbered most of the funds. Mr. Langley noted that line item 548330 (in-house misc.), that we use for postage, etc. has only \$2,200 left in that account and will transfer funds from advertising account to accommodate the high number of responses to our advertising campaigns.

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

Research

Gil Langley reviewed the goals put in place at the beginning of the fiscal year and presented the research numbers from the first quarter visitor research. The total economic impact for the first quarter was \$81M. 19% were visitors from Florida, 35% from the Southeast, 19% from the Northeast, 17% from the Midwest and 3.3% from foreign countries (primarily Canada). Mr. Langley noted that international spending on tourism is up in the state of Florida and we need to start paying more attention to this market. Length of stay averaged four days. 56% of visitors were couples, 22.9% were families with children. 75% were from our drive market, and 23% arrived via air. 80% said they were here on vacation or quick getaway. Of those visitors, 51% said this was their first visit. 3.6% were repeat guests. 55% only considered Amelia Island for their trip. 35% of visitors chose Amelia Island because of its beach. 72% used internet as source of information when searching for a destination. 33% indicated they heard of Amelia Island through our marketing efforts. Average spend was \$1,478. Mr. Langley noted that the numbers indicated outstanding results on the reach of our advertising.

STR Report

Gil Langley presented the STR Report for March 2011. Highlights include 22.4% increase in occupancy over last year, 19.5% increase in Rev PAR, 21.7% demand increase, and 18.8% increase in revenue. ADR is \$60 higher than nearest competitor. We are \$35 ahead in Rev PAR. We are outperforming our comp set and state of Florida in most metrics. Year to date, we trail due to reverse seasonality. Demand continues to be strong.

Tracking

Gil Langley noted the increase in visits to websites and response to lead generation programs. There was a 44% increase in interactions compared to last year. Discussion on magazine label increases. Website visits increased 32% over last year.

Activity Report

Gil Langley reported on advertising. Highlights include Atlanta magazine co-op and area newspaper insert, an Orlando magazine co-op which coincide with television and radio placements in those marketplaces. Mr. Langley discussed a current co-op opportunity where partners can opt in to six weeks of radio advertisements.

Discussion on new online reservations system. BookDirect will be new booking engine on ameliaisland.com beginning before summer tourism season. BookDirect is a leasing model with no charge to stakeholders, no commissions, and no wholesale rates. The system interfaces directly with each property's reservation system. Bonus is BookDirect will provide an online reservations system for any property that doesn't have one already in place.

Bretta Walker reported on meetings campaign with Watauga which includes a cost-per-click geo-targeted expandable banner ad and results in extended lead generation. Ms. Walker also noted that the TriRock Race triathlon series is considering Amelia Island as a location for one of their events. Special events we are working with to promote include Shrimp Festival, Wild Amelia Nature Festival and Chamber Music Festival. It was noted that visitor data will be collected by the Klages Group during the Shrimp Festival. The Great Southern Tailgate cook-off site has launched and will include a game featuring mascot, piggy. Ms. Walker noted that the judges list is full and 21 teams are confirmed for the August 26-27 event.

Beth Belcher reported on interactive projects. Highlights include the new weddings section of ameliaisland.com has launched with complete resources for planning a wedding on Amelia Island. Ms. Belcher also reported on interactive online ad campaigns including a Travelocity campaign in the first quarter that targeted NYC, Nashville, and Atlanta and resulted in a 0.56% click through rate, which is nine times the industry average. A second campaign is a co-op with Visit Florida through the Travel Ad Network that runs March 1 through June 30, 2011 with 4.3M impressions. Ms. Belcher also reported on the filming of an Amelia Island episode of Bass 2 Billfish, a fishing show that will air on the Versus Network a total of nine times. Local businesses featured include Amelia Angler, AC Charters, Harbor Front Hampton Inn & Suites, O'Kanes Irish Pub & Eatery, The Crab Trap, and EcoMotion Segway Tours.

VI. MMG Worldwide

Don Montague of MMG Worldwide presented a new meeting advertising concept themed, "Your Island." Gil Langley mentioned this is a large scale campaign and designed to focus on major meeting properties. TDC staff plans to move forward with campaign, and Mr. Langley ensured the board clearly understood the campaign and its focus since it's such a large investment.

VII. Old Business

No old business.

VIII. New Business

Jack Healan updated the board on the status of Visit Florida.

Gil Langley mentioned reference guide created by Melanie Crawford and asked the board to review and provide feedback.

IX. Public Input

No public input.

X. The meeting adjourned at 4:23 p.m.

FINANCIAL

Account	Description	FY 2010 Actual	FY 2011 Budget	YTD Actual	Available Budget
NET INCOME	Tourist Dev. Funds	\$2,391,116	\$3,106,612	\$1,189,276	\$1,917,336
EXPENSES					
37522552	TDC Admin. 15%	\$358,667	\$415,033	\$178,391	\$236,642
37523552	Marketing - 65%	\$1,478,384	\$2,072,659	\$1,314,680	\$757,979
37523552	Travel Trade - 10%	\$273,570	\$342,231	\$174,627	\$167,604
37525539	Beach Improv. 10%**	\$157,350	\$276,689	\$85,350	\$191,339
EXP. TOTAL		\$2,267,972	\$3,106,612	\$1,753,048	\$1,353,564
NET		\$123,144	\$0	-\$563,772	\$563,772

MUNIS FINANCIAL MANAGEMENT SOLUTIONS

WELCOME TO THE NEIGHBORHOOD



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BOARD OF COMMISSIONERS
NEXT YEAR BUDGET HISTORICAL COMPARISON

PG 1
bgnyrpts

PROJECTION: 20121 2011/2012 Budget

FOR PERIOD 99

ACCOUNTS FOR:	PRIOR FY3	PRIOR FY2	LAST FY1	CY	CY REV	PROJECTION	
AI TOURIST DEVELOP FUND	ACTUALS	ACTUALS	ACTUALS	ACTUALS	BUDGET	LEVEL 1	COMMENT
37000000 AI TOURIST DEVELOP FUND							
37000000 312120 TOURIST TX	-1,789,405.86	-1,827,242.98	-2,465,068.10	-725,791.18	-2,852,463.00	3,009,447	5% Increase
37000000 361101 INT-BANK	-12,020.04	-7,285.18	-383.78	-85.61	.00		
37000000 361101 EVRB INT-BANK	.00	.00	.00	-1,162.43	.00		
37000000 361101 FFSB1 INT-BANK	.00	-.27	-2,237.15	-27.98	.00		
37000000 361101 FNB3 INT-BANK	.00	.00	-2,755.60	-921.62	.00		
37000000 361120 INT-SBA	-24,994.29	-3,425.28	.00	.00	.00		
37000000 361161 EVRB1 CD INTERES	.00	-619.55	.00	.00	.00		
37000000 361161 EVRB3 CD INTERES	.00	.00	-337.71	-426.89	.00		
37000000 361161 EVRB5 CD INTERES	.00	.00	-390.48	-3,710.31	.00		
37000000 361161 FAB 2 CD INTERES	.00	-667.43	-10,980.44	.00	.00		
37000000 361161 FNB1 CD INTERES	.00	.00	-1,694.07	.00	.00		
37000000 369300 REF PY-EXP	.00	-6,160.00	.00	.00	.00		
37000000 399951 CS-FW RES	.00	.00	.00	.00	-37,809.00		
37000000 399952 CS-FWD MAR	.00	.00	.00	.00	-876,852.00		
37000000 399953 CS FWD TRD	.00	.00	.00	.00	-302,798.00		
37000000 399954 CS FWD_BCH	.00	.00	.00	.00	-399,497.00		
TOTAL AI TOURIST DEVELOP FUN	-1,826,420.19	-1,845,400.69	-2,483,847.33	-732,126.02	-4,469,419.00		
TOTAL AI TOURIST DEVELOP FUN	-1,826,420.19	-1,845,400.69	-2,483,847.33	-732,126.02	-4,469,419.00		
GRAND TOTAL	-1,826,420.19	-1,845,400.69	-2,483,847.33	-732,126.02	-4,469,419.00		

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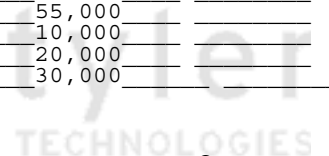
BOARD OF COMMISSIONERS
NEXT YEAR BUDGET HISTORICAL COMPARISON

PG 1
bgnyrpts

PROJECTION: 20121 2011/2012 Budget

FOR PERIOD 99

ACCOUNTS FOR: AI TOURIST DEVELOP FUND	PRIOR FY3 ACTUALS	PRIOR FY2 ACTUALS	LAST FY1 ACTUALS	CY ACTUALS	CY REV BUDGET	PROJECTION LEVEL 1	COMMENT
37521582 TDC ADMIN FEES-TRANS OUT							
37521582 591910 CLERK ADM FEE-CL	25,664.91	28,584.83	36,976.00	10,886.87	42,787.00	45,141	
37521582 591910 TAXCO ADMIN-TC	25,664.91	28,584.82	36,976.00	10,886.87	42,787.00	45,141	
TOTAL TDC ADMIN FEES-TRANS O	51,329.82	57,169.65	73,952.00	21,773.74	85,574.00	90,282	
37522552 TDC RESEARCH/ADMIN							
37522552 531041 MNGT_CVB	261,291.00	277,272.74	358,667.42	105,602.60	415,033.00	437,874	
TOTAL TDC RESEARCH/ADMIN	261,291.00	277,272.74	358,667.42	105,602.60	415,033.00		
37523552 TDC MARKETING							
37523552 548110 ADV CONT-A	85,228.56	70,017.41	65,242.43	35,827.54	175,901.00	200,000	
37523552 548120 ADV CONT-M	531,337.18	535,948.85	807,428.76	761,210.83	1,036,721.00	785,957	
37523552 548200 ADV CONT-A	1,816.85	4,398.03	89,508.90	27,164.65	86,575.00	72,000	
37523552 548240 ADV CONT-W	200,670.74	130,563.65	136,183.27	62,352.75	226,687.00	250,000	
37523552 548250 ADV-FOCUS	12,886.94	4,389.89	24,810.35	33,270.36	55,190.00	60,000	
37523552 548330 ADV IN HOU	.00	.00	.00	44,447.40	60,000.00	60,000	
37523552 548340 ADV IH-NEW	38,464.49	40,979.78	27,705.85	.00	2,285.00	0	
37523552 548350 ADV IN HOU	52,788.00	52,788.00	47,509.00	47,500.00	47,500.00	47,500	
37523552 548510 GRANTS	23,541.24	3,450.06	.00	.00	.00	0	
37523552 548520 SPECIAL EV	87,500.00	79,752.73	135,242.47	52,510.39	199,757.00	250,000	
37523552 548530 GRANT - MU	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000	
37523552 548640 EQUIP	1,977.15	5,054.62	7,862.39	681.59	8,001.00	12,000	
37523552 548710 P R - AGEN	60,000.00	64,700.00	65,906.25	72,000.00	78,094.00	72,000	
37523552 548720 P R - AGEN	52,305.14	31,836.91	54,317.00	19,470.97	55,683.00	50,000	
37523552 548740 P R FUNCTI	1,396.89	3,831.14	1,667.77	422.54	17,832.00	15,000	
37523552 548770 P R - MISC	268.60	.00	.00	36.00	7,433.00	8,000	
TOTAL TDC MARKETING	1,165,181.78	1,042,711.07	1,478,384.44	1,171,895.02	2,072,659.00	1,897,457	
37523581 TRANS OUT-GENERAL-EQUIPMENT							
37523581 591016 TO-G-EQUIP	.00	.00	1,660.51	.00	.00		
TOTAL TRANS OUT-GENERAL-EQUI	.00	.00	1,660.51	.00	.00		
37524552 TDC TRADE SHOWS/TRAVEL TR							
37524552 534000 OT CONT SV	.00	402.38	.00	.00	.00		
37524552 548015 INFO SERV	33,972.82	10,737.61	4,100.55	2,400.00	15,899.00	10,000	
37524552 548018 TT PUB	7,550.63	47,182.78	63,912.53	5,900.00	60,322.00	50,000	
37524552 548019 HOSPITALIT	22,769.36	68,043.08	69,437.88	31,138.67	56,503.00	50,000	
37524552 548111 DUES/SUBSC	18,759.00	42,835.55	18,588.99	5,225.00	31,411.00	32,500	
37524552 548121 PRINTING-B	6,086.07	29,596.49	50,773.82	67,446.13	70,614.00	55,000	
37524552 548131 FREIGHT/FE	1,959.84	1,016.10	49.88	.00	9,188.00	10,000	
37524552 548141 REGIST-REG	12,725.80	11,284.00	21,967.05	14,754.80	18,033.00	20,000	
37524552 548151 OTHER TRAV	25,585.81	8,956.30	14,667.54	8,156.81	30,333.00	30,000	



MUNIS FINANCIAL MANAGEMENT SOLUTIONS

WELCOME TO THE NEIGHBORHOOD



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cwood

BOARD OF COMMISSIONERS
NEXT YEAR BUDGET HISTORICAL COMPARISON

PG 2
bgnyrpts

PROJECTION: 20121 2011/2012 Budget

FOR PERIOD 99

ACCOUNTS FOR: AI TOURIST DEVELOP FUND	PRIOR FY3 ACTUALS	PRIOR FY2 ACTUALS	LAST FY1 ACTUALS	CY ACTUALS	CY REV BUDGET	PROJECTION LEVEL 1	COMMENT
37524552 548161 ON ISLAND	3,465.54	4,620.37	16,330.21	4,305.99	23,670.00	15,000	
37524552 548180 PROMOTIONA	9,664.02	5,220.02	13,741.54	8,271.10	26,258.00	19,416	
37524552 549000 OT CUR CHG	.00	1,854.00	.00	.00	.00		
TOTAL TDC TRADE SHOWS/TRAVEL	142,538.89	231,748.68	273,569.99	147,598.50	342,231.00	291,916	
37525539 TDC BEACH IMPROVMENTS							
37525539 534102 CS-BEACHCL	90,654.74	80,349.96	80,349.96	80,349.96	191,689.00	278,916	
37525539 549005 LF TIPPING	818.38	.00	.00	.00	8,000.00	8,000	
37525539 554000 DUES/SUBSC	.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000	
37525539 563726 BRSP BCH RENMT	250,000.00	.00	.00	.00	.00		
37525539 581202 BRSP AID-F.B.	.00	.00	36,000.00	.00	36,000.00	0	
TOTAL TDC BEACH IMPROVMENTS	341,473.12	85,349.96	121,349.96	85,349.96	240,689.00	291,916	
37525581 BEACH-TRANSFER OUT-OTHER FUNDS							
37525581 591430 TO-SAISS	.00	.00	36,000.00	.00	36,000.00	0	
TOTAL BEACH-TRANSFER OUT-OTH	.00	.00	36,000.00	.00	36,000.00	0	
37999599 RESERVES							
37999599 599052 RESERA/ADM	.00	.00	.00	.00	37,809.00		
37999599 599053 RES-MARKET	.00	.00	.00	.00	602,671.00		
37999599 599054 RES-TRADE	.00	.00	.00	.00	237,256.00		
37999599 599055 RES-BEACH	.00	.00	.00	.00	399,497.00		
TOTAL RESERVES	.00	.00	.00	.00	1,277,233.00		
TOTAL AI TOURIST DEVELOP FUN	1,961,814.61	1,694,252.10	2,343,584.32	1,532,219.82	4,469,419.00		
GRAND TOTAL	1,961,814.61	1,694,252.10	2,343,584.32	1,532,219.82	4,469,419.00		

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TRACKING



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Amelia Island Tourist Development Council

For the Month of April 2011

Date Created: May 16, 2011

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Amelia Island Tourist Development Council

For the month of: April 2011

	Current Month - April 2011 vs April 2010												Year to Date - April 2011 vs April 2010										Participation					
	Occ %		ADR		RevPAR		Percent Change from April 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	69.4	64.4	119.47	111.69	82.94	71.94	7.8	7.0	15.3	15.3	-0.0	7.7	69.3	64.8	120.36	117.35	83.37	76.01	6.9	2.6	9.7	10.0	0.3	7.2	3590	1926	410276	288623
Jacksonville, FL	63.6	61.1	86.44	84.60	54.98	51.71	4.0	2.2	6.3	7.1	0.7	4.8	61.7	57.6	81.57	81.01	50.31	46.65	7.1	0.7	7.8	8.6	0.7	7.9	268	185	26969	21805
Jacksonville Beaches	70.6	69.9	130.20	121.07	91.90	84.69	0.9	7.5	8.5	9.4	0.9	1.8	61.3	57.5	118.50	113.91	72.69	65.52	6.6	4.0	10.9	11.9	0.9	7.5	97	57	7576	5808
Savannah, GA	71.7	68.6	96.73	92.17	69.34	63.25	4.5	4.9	9.6	9.5	-0.1	4.3	62.3	59.3	89.08	86.75	55.51	51.45	5.1	2.7	7.9	8.4	0.4	5.5	164	119	14887	12021
Brunswick/Kingsland, GA	53.3	51.8	82.24	81.86	43.84	42.38	3.0	0.5	3.4	3.8	0.3	3.3	47.4	45.9	75.38	75.77	35.74	34.80	3.2	-0.5	2.7	3.0	0.3	3.5	92	58	7566	4530
Daytona Beach, FL	55.4	51.8	92.37	91.92	51.18	47.59	7.0	0.5	7.6	-1.3	-8.3	-1.8	54.5	51.0	103.85	103.84	56.57	52.94	6.8	0.0	6.9	3.9	-2.7	3.9	173	60	12584	6819
Charleston, SC	82.2	74.8	122.60	118.18	100.81	88.39	9.9	3.7	14.0	14.2	0.1	10.0	65.9	61.5	106.51	104.09	70.14	63.97	7.2	2.3	9.7	9.8	0.1	7.3	165	113	17687	13757
Nassau County, FL	71.4	62.4	167.09	159.43	119.27	99.41	14.5	4.8	20.0	19.4	-0.5	13.9	55.1	49.1	151.87	145.09	83.65	71.24	12.2	4.7	17.4	16.9	-0.5	11.7	24	14	2111	1823
St Johns County, FL	65.2	67.6	104.96	99.69	68.39	67.44	-3.7	5.3	1.4	2.7	1.3	-2.4	60.2	57.8	99.57	97.50	59.99	56.36	4.2	2.1	6.4	7.8	1.3	5.6	79	42	5741	3910
Hilton Head/Beaufort	66.2	67.3	131.63	126.43	87.17	85.10	-1.6	4.1	2.4	5.2	2.7	1.0	46.0	46.7	107.39	104.16	49.44	48.68	-1.5	3.1	1.6	4.3	2.7	1.2	49	33	6639	4374
Fort Walton Beach, FL	59.6	57.1	124.73	120.62	74.34	68.87	4.4	3.4	7.9	7.5	-0.4	4.0	47.0	45.1	102.26	100.09	48.03	45.09	4.2	2.2	6.5	6.1	-0.4	3.9	84	47	9884	6513

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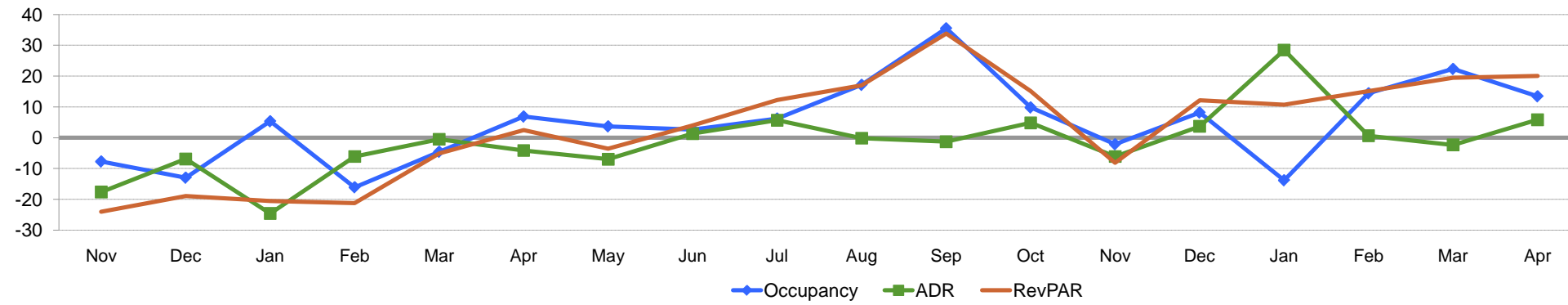
Tab 3 - Trend Amelia Island Sel Zip

Currency: USD - US Dollar

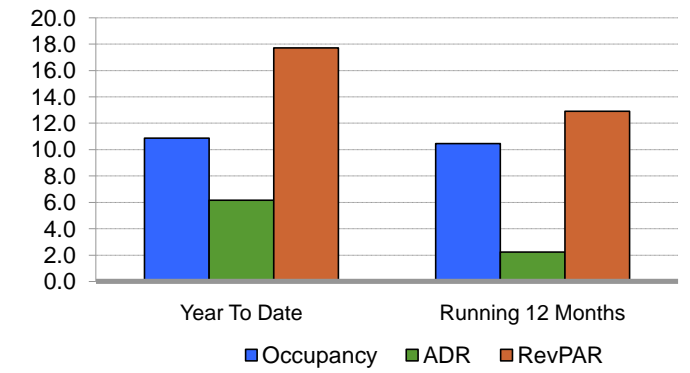
Amelia Island Tourist Development Council

For the Month of April 2011

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2009		2010												2011			
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	40.8	31.6	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	76.8
Last Year	44.2	36.4	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
Percent Change	-7.7	-13.0	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

Year To Date	2009	2010	2011
	Occupancy (%)	53.1	52.0
ADR (%)	62.8	53.1	52.0
RevPAR (%)	-15.5	-2.1	10.9

Running 12 Months	2009	2010	2011
	Occupancy (%)	54.6	50.6
ADR (%)	61.0	54.6	50.6
RevPAR (%)	-10.5	-7.3	10.4

ADR	2009		2010												2011			
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	143.73	135.75	112.57	148.50	185.62	174.65	179.30	183.09	187.11	157.00	135.73	156.09	134.96	140.76	144.61	149.45	181.29	184.85
Last Year	174.49	145.77	149.25	158.16	186.55	182.19	192.75	180.67	177.06	157.24	137.49	148.88	143.73	135.75	112.57	148.50	185.62	174.65
Percent Change	-17.6	-6.9	-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	5.8

Year To Date	2009	2010	2011
	ADR (%)	171.93	160.52
RevPAR (%)	199.42	171.93	160.52
Percent Change	-13.8	-6.6	6.2

Running 12 Months	2009	2010	2011
	ADR (%)	183.73	161.97
RevPAR (%)	192.94	183.73	161.97
Percent Change	-4.8	-11.8	2.2

RevPAR	2009		2010												2011			
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	58.68	42.95	43.77	66.02	105.23	118.18	104.34	128.77	136.03	86.54	77.23	82.05	53.93	48.17	48.46	76.04	125.72	141.90
Last Year	77.21	52.99	55.10	83.80	110.82	115.36	108.19	123.77	121.18	73.98	57.73	71.26	58.68	42.95	43.77	66.02	105.23	118.18
Percent Change	-24.0	-19.0	-20.6	-21.2	-5.0	2.5	-3.6	4.0	12.3	17.0	33.8	15.2	-8.1	12.2	10.7	15.2	19.5	20.1

Year To Date	2009	2010	2011
	RevPAR (%)	91.25	83.44
Percent Change	125.22	91.25	83.44
Percent Change	-27.1	-8.6	17.7

Running 12 Months	2009	2010	2011
	RevPAR (%)	100.28	81.93
Percent Change	117.68	100.28	81.93
Percent Change	-14.8	-18.3	12.9

Supply	2009		2010												2011			
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	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	52,173	50,490
Last Year	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	52,483	50,790
Percent Change	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	-0.6	-0.6

Year To Date	2009	2010	2011
	Supply	187,200	203,160
Percent Change	182,970	187,200	203,160
Percent Change	2.3	8.5	-0.6

Running 12 Months	2009	2010	2011
	Supply	569,400	605,709
Percent Change	553,655	569,400	605,709
Percent Change	2.8	6.4	1.5

Demand	2009		2010												2011			
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	20,737	16,604	20,409	21,076	29,754	34,370	30,542	35,722	37,953	28,774	28,745	27,425	20,176	17,853	17,485	23,975	36,182	38,759
Last Year	20,707	17,581	17,853	23,143	28,729	29,632	27,144	32,061	33,096	24,692	21,325	25,118	20,737	16,604	20,409	21,076	29,754	34,370
Percent Change	0.1	-5.6	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	12.8

Year To Date	2009	2010	2011
	Demand	99,357	105,609
Percent Change	114,886	99,357	105,609
Percent Change	-13.5	6.3	10.2

Running 12 Months	2009	2010	2011
	Demand	310,765	306,386
Percent Change	337,695	310,765	306,386
Percent Change	-8.0	-1.4	12.1

Revenue	2009		2010												2011			
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	2,980,508	2,253,950	2,297,378	3,129,767	5,522,845	6,002,613	5,476,122	6,540,204	7,101,419	4,517,492	3,901,641	4,280,829	2,722,908	2,512,950	2,528,536	3,583,085	6,559,257	7,164,530
Last Year	3,613,261	2,562,826	2,664,485	3,660,277	5,359,267	5,398,717	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	5,522,845	6,002,613
Percent Change	-17.5	-12.1	-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

Year To Date	2009	2010	2011
	Revenue	17,082,746	16,952,603
Percent Change	22,910,950	17,082,746	16,952,603
Percent Change	-25.4	-0.8	17.0

Running 12 Months	2009	2010	2011
	Revenue	57,096,822	49,625,709
Percent Change	65,155,977	57,096,822	49,625,709
Percent Change	-12.4	-13.1	14.6

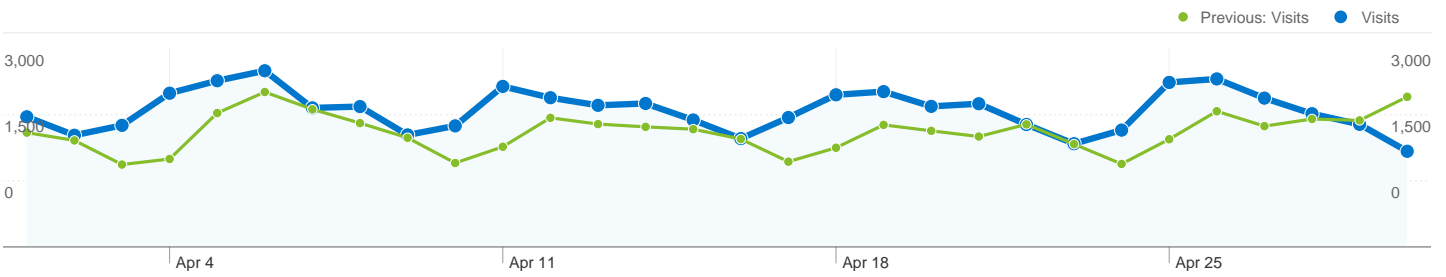
Census %	2009		2010												2011			
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Census Props	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14
Census Rooms	1693	1693	1693	1693	1693	1693	1693	1693	1684	1684	1684	1683	1683	1683	1683	1683	1683	1683
% Rooms Participants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

A blank row indicates insufficient data.

Source 2011 SMITH TRAVEL RESEARCH, Inc.

Amelia Island (No Filters) Dashboard

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



Site Usage

61,982 Visits

Previous: 52,068 (19.04%)

31.94% Bounce Rate

Previous: 32.76% (-2.52%)

311,317 Pageviews

Previous: 266,889 (16.65%)

00:04:30 Avg. Time on Site

Previous: 00:04:30 (0.24%)

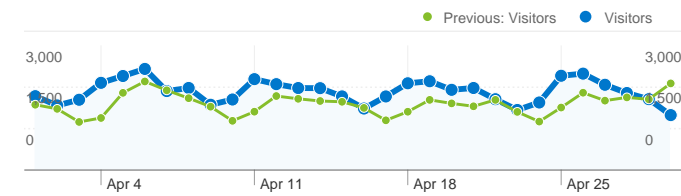
5.02 Pages/Visit

Previous: 5.13 (-2.01%)

76.30% % New Visits

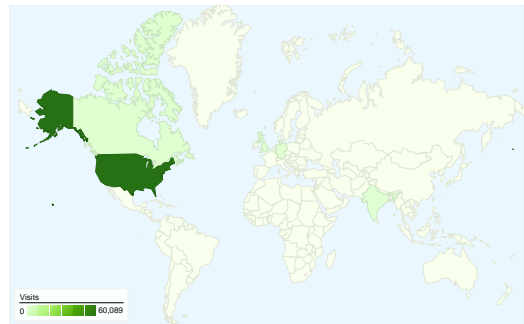
Previous: 78.40% (-2.68%)

Visitors Overview

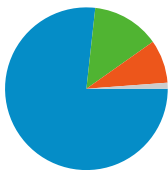


Visitors
51,558

Map Overlay

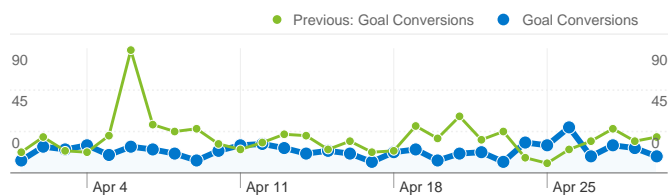


Traffic Sources Overview



- **Search Engines**
47,570.00 (76.75%)
- **Referring Sites**
8,346.00 (13.47%)
- **Direct Traffic**
5,332.00 (8.60%)
- **Other**
734 (1.18%)

Goals Overview



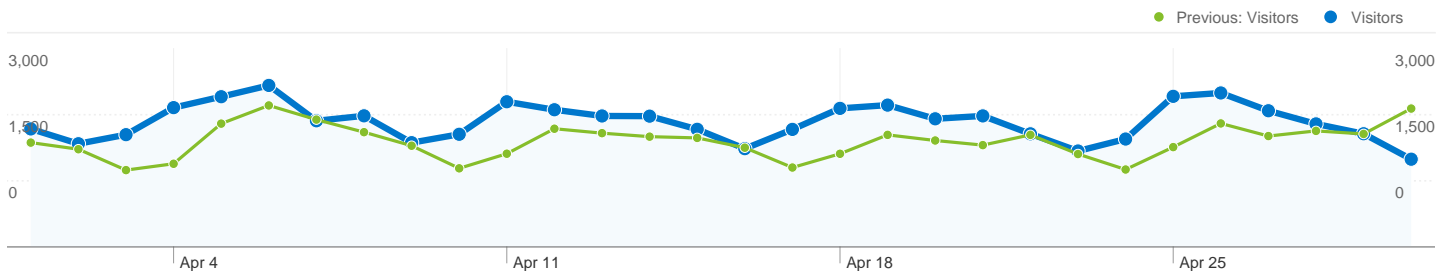
Goal Conversions
479

Content Overview

Pages	Pageviews	% Pageviews
/		
Apr 1, 2011 - Apr 30, 2011	44,936	14.43%
Apr 1, 2010 - Apr 30, 2010	47,425	17.77%
% Change	-5.25%	-18.77%
/area-services/accommodations/		
Apr 1, 2011 - Apr 30, 2011	21,574	6.93%
Apr 1, 2010 - Apr 30, 2010	15,499	5.81%
% Change	39.20%	19.33%
/area-services/accommodations/hotels-motels/		
Apr 1, 2011 - Apr 30, 2011	16,021	5.15%
Apr 1, 2010 - Apr 30, 2010	12,298	4.61%
% Change	30.27%	11.68%
/area-services/accommodations/resorts/		
Apr 1, 2011 - Apr 30, 2011	12,122	3.89%
Apr 1, 2010 - Apr 30, 2010	8,884	3.33%
% Change	36.45%	16.98%
/media-gallery/		
Apr 1, 2011 - Apr 30, 2011	9,481	3.05%
Apr 1, 2010 - Apr 30, 2010	7,424	2.78%
% Change	27.71%	9.48%

Amelia Island (No Filters) Visitors Overview

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



51,558 people visited this site

61,982 Visits

Previous: 52,068 (19.04%)

51,558 Absolute Unique Visitors

Previous: 43,990 (17.20%)

311,317 Pageviews

Previous: 266,889 (16.65%)

5.02 Average Pageviews

Previous: 5.13 (-2.01%)

00:04:30 Time on Site

Previous: 00:04:30 (0.24%)

31.94% Bounce Rate

Previous: 32.76% (-2.52%)

76.30% New Visits

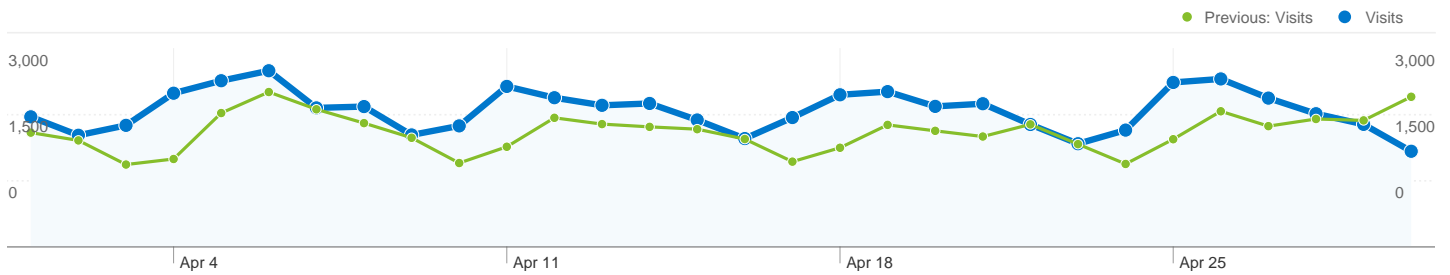
Previous: 78.40% (-2.68%)

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer			Unknown		
Apr 1, 2011 - Apr 30, 2011	38,884	62.73%	Apr 1, 2011 - Apr 30, 2011	61,982	100.00%
Apr 1, 2010 - Apr 30, 2010	34,996	67.21%	Apr 1, 2010 - Apr 30, 2010	10,801	20.74%
% Change	11.11%	-6.66%	% Change	473.85%	382.07%
Safari			T1		
Apr 1, 2011 - Apr 30, 2011	9,458	15.26%	Apr 1, 2011 - Apr 30, 2011	0	0.00%
Apr 1, 2010 - Apr 30, 2010	6,099	11.71%	Apr 1, 2010 - Apr 30, 2010	7,153	13.74%
% Change	55.07%	30.27%	% Change	-100.00%	-100.00%

Amelia Island (No Filters) Traffic Sources Overview

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



All traffic sources sent a total of 61,982 visits

8.60% Direct Traffic

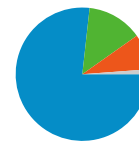
Previous: 14.04% (-38.74%)

13.47% Referring Sites

Previous: 13.60% (-0.96%)

76.75% Search Engines

Previous: 71.51% (7.32%)



- **Search Engines**
47,570.00 (76.75%)
- **Referring Sites**
8,346.00 (13.47%)
- **Direct Traffic**
5,332.00 (8.60%)
- **Other**
734 (1.18%)

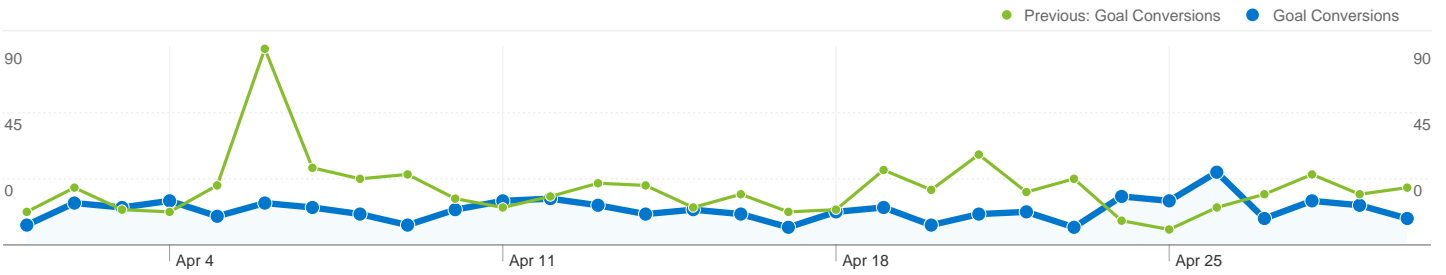
Top Traffic Sources

Sources	Visits	% visits
google (organic)		
Apr 1, 2011 - Apr 30, 2011	37,526	60.54%
Apr 1, 2010 - Apr 30, 2010	28,730	55.18%
% Change	30.62%	9.72%
(direct) ((none))		
Apr 1, 2011 - Apr 30, 2011	5,332	8.60%
Apr 1, 2010 - Apr 30, 2010	7,312	14.04%
% Change	-27.08%	-38.74%
bing (organic)		
Apr 1, 2011 - Apr 30, 2011	4,546	7.33%
Apr 1, 2010 - Apr 30, 2010	2,933	5.63%
% Change	54.99%	30.20%
yahoo (organic)		
Apr 1, 2011 - Apr 30, 2011	3,759	6.06%
Apr 1, 2010 - Apr 30, 2010	4,102	7.88%
% Change	-8.36%	-23.02%
fbfl.us (referral)		

Keywords	Visits	% visits
amelia island		
Apr 1, 2011 - Apr 30, 2011	24,465	51.43%
Apr 1, 2010 - Apr 30, 2010	18,140	48.72%
% Change	34.87%	5.57%
amelia island florida		
Apr 1, 2011 - Apr 30, 2011	2,473	5.20%
Apr 1, 2010 - Apr 30, 2010	3,655	9.82%
% Change	-32.34%	-47.04%
amelia island hotels		
Apr 1, 2011 - Apr 30, 2011	1,962	4.12%
Apr 1, 2010 - Apr 30, 2010	992	2.66%
% Change	97.78%	54.81%
amelia island fl		
Apr 1, 2011 - Apr 30, 2011	1,329	2.79%
Apr 1, 2010 - Apr 30, 2010	1,026	2.76%
% Change	29.53%	1.39%
amelia island, fl		

Amelia Island (No Filters) Goals Overview

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



Visitors completed 479 goal conversions

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

Previous: 336 (-79.17%)

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

Previous: 393 (-5.09%)

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

Previous: 7 (-28.57%)

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

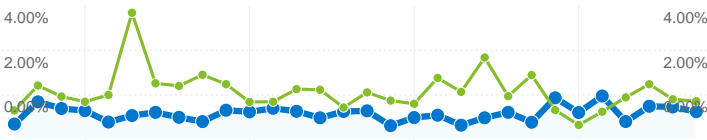
Previous: 1 (1,600.00%)

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

Previous: 27 (-48.15%)

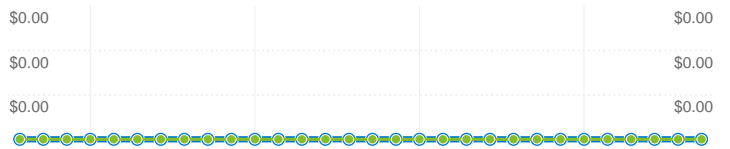
Goal Performance

Goal Conversion Rate

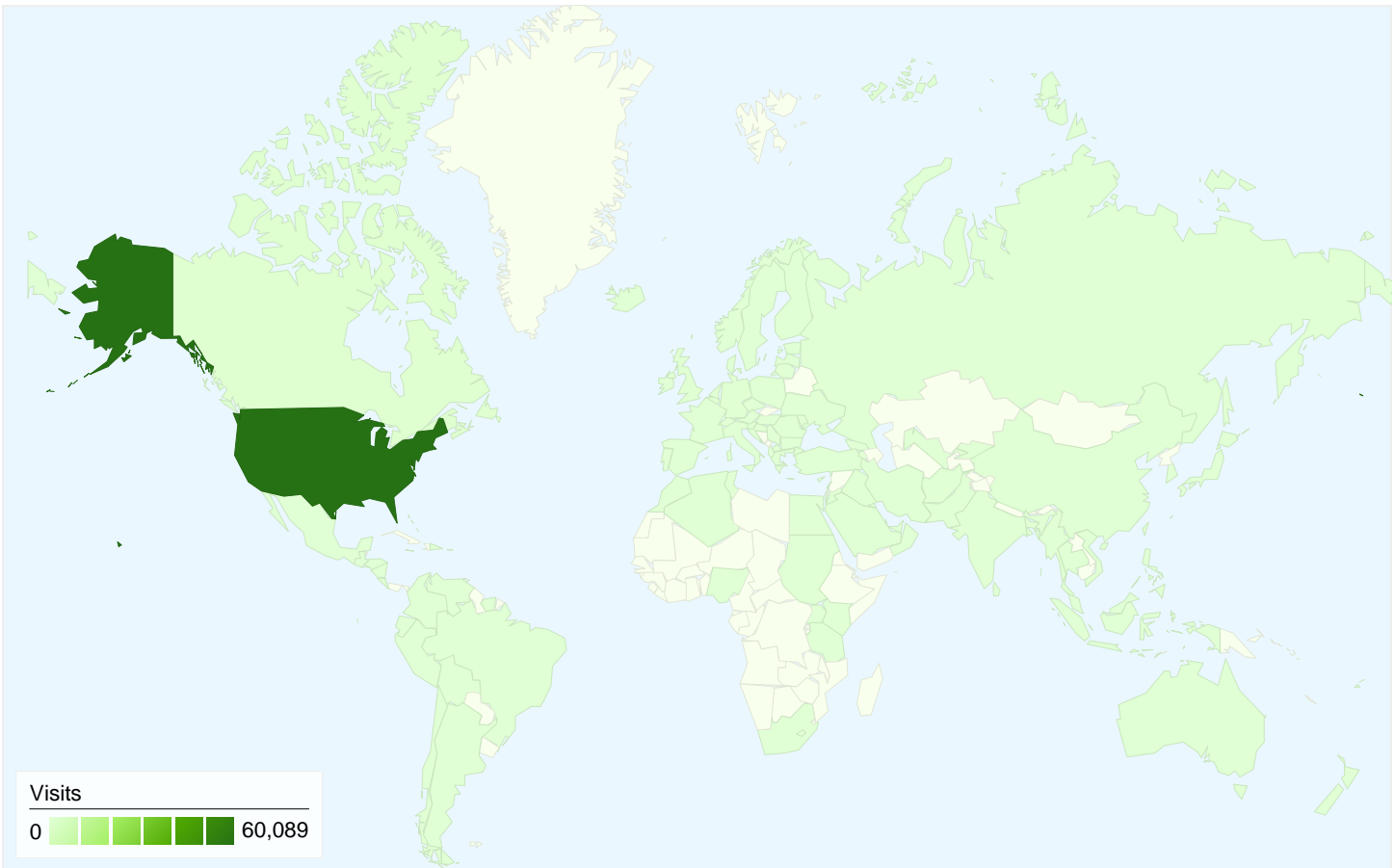


Goal Conversion Rate
0.77%

Total Goal Value



Total Goal Value
\$0.00



61,982 visits came from 119 countries/territories

Site Usage

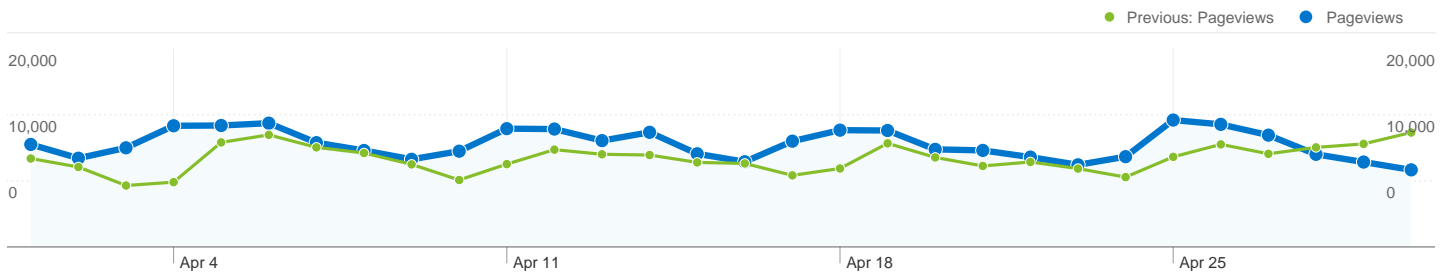
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
61,982 Previous: 52,068 (19.04%)	5.02 Previous: 5.13 (-2.01%)	00:04:30 Previous: 00:04:30 (0.24%)	76.30% Previous: 78.46% (-2.76%)	31.94% Previous: 32.76% (-2.52%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States					
April 1, 2011 - April 30, 2011	60,089	5.05	00:04:32	76.07%	31.69%
April 1, 2010 - April 30, 2010	50,340	5.16	00:04:32	78.30%	32.47%
% Change	19.37%	-2.22%	0.18%	-2.85%	-2.40%
Canada					
April 1, 2011 - April 30, 2011	549	4.94	00:04:03	83.79%	31.88%
April 1, 2010 - April 30, 2010	502	4.44	00:03:37	85.66%	35.86%
% Change	9.36%	11.43%	11.96%	-2.18%	-11.10%
United Kingdom					
April 1, 2011 - April 30, 2011	304	4.67	00:03:47	81.91%	29.28%

April 1, 2010 - April 30, 2010	274	4.14	00:03:25	83.58%	38.69%
% Change	10.95%	12.86%	10.89%	-2.00%	-24.32%
Germany					
April 1, 2011 - April 30, 2011	179	4.01	00:03:23	79.33%	40.78%
April 1, 2010 - April 30, 2010	141	4.81	00:03:58	77.30%	41.84%
% Change	26.95%	-16.70%	-14.59%	2.62%	-2.54%
India					
April 1, 2011 - April 30, 2011	54	2.41	00:02:39	90.74%	57.41%
April 1, 2010 - April 30, 2010	48	3.29	00:03:32	85.42%	37.50%
% Change	12.50%	-26.86%	-24.83%	6.23%	53.09%
Brazil					
April 1, 2011 - April 30, 2011	49	3.00	00:02:11	95.92%	59.18%
April 1, 2010 - April 30, 2010	23	2.22	00:01:07	95.65%	52.17%
% Change	113.04%	35.29%	96.23%	0.28%	13.44%
Switzerland					
April 1, 2011 - April 30, 2011	48	4.85	00:02:50	85.42%	35.42%
April 1, 2010 - April 30, 2010	37	4.89	00:02:45	83.78%	27.03%
% Change	29.73%	-0.77%	3.21%	1.95%	31.04%
(not set)					
April 1, 2011 - April 30, 2011	48	5.56	00:04:55	64.58%	37.50%
April 1, 2010 - April 30, 2010	18	2.06	00:03:38	77.78%	61.11%
% Change	166.67%	170.61%	35.13%	-16.96%	-38.64%
Australia					
April 1, 2011 - April 30, 2011	44	2.36	00:02:04	93.18%	56.82%
April 1, 2010 - April 30, 2010	39	2.74	00:02:32	84.62%	56.41%
% Change	12.82%	-13.85%	-18.26%	10.12%	0.72%
Italy					
April 1, 2011 - April 30, 2011	41	4.12	00:03:50	80.49%	26.83%
April 1, 2010 - April 30, 2010	21	3.48	00:03:02	90.48%	38.10%
% Change	95.24%	18.58%	26.39%	-11.04%	-29.57%


1 - 10 of 119

Amelia Island (No Filters) Content Overview

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



Pages on this site were viewed a total of 311,317 times

 **311,317** Pageviews

Previous: 266,889 (16.65%)

 **232,451** Unique Views

Previous: 197,169 (17.89%)

 **32.00%** Bounce Rate

Previous: 32.83% (-2.53%)

Top Content

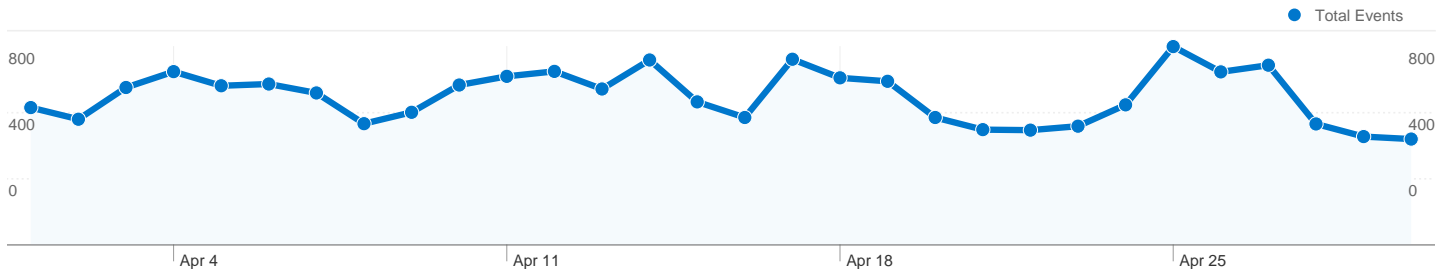
Pages	Pageviews	% Pageviews
/		
Apr 1, 2011 - Apr 30, 2011	44,936	14.43%
Apr 1, 2010 - Apr 30, 2010	47,425	17.77%
% Change	-5.25%	-18.77%
/area-services/accommodations/		
Apr 1, 2011 - Apr 30, 2011	21,574	6.93%
Apr 1, 2010 - Apr 30, 2010	15,499	5.81%
% Change	39.20%	19.33%
/area-services/accommodations/hotels-motels/		
Apr 1, 2011 - Apr 30, 2011	16,021	5.15%
Apr 1, 2010 - Apr 30, 2010	12,298	4.61%
% Change	30.27%	11.68%
/area-services/accommodations/resorts/		
Apr 1, 2011 - Apr 30, 2011	12,122	3.89%
Apr 1, 2010 - Apr 30, 2010	8,884	3.33%
% Change	36.45%	16.98%
/media-gallery/		

Event Tracking Category:

Area Services

Apr 1, 2011 - Apr 30, 2011

Comparing to: Site



This category recorded 17,958 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 17,958 % of Site Total: 42.42%	Unique Events 16,456 % of Site Total: 80.96%	Event Value 0 % of Site Total: 0.00%	Avg. Value 0.00 Site Avg: 0.00 (0.00%)	
Accommodation - Omni Amelia Island Plantation Resort	1,660	1,526	0	0.00
Accommodation - Amelia Hotel...At The Beach	1,491	1,360	0	0.00
Accommodation - The Ritz-Carlton, Amelia Island	1,139	1,065	0	0.00
Accommodation - Seaside Amelia Inn	1,099	1,035	0	0.00
Accommodation - Summer Beach Resort	1,039	957	0	0.00
Accommodation - Beachside Motel	783	723	0	0.00
Accommodation - Amelia Oceanfront Bed & Breakfast	629	579	0	0.00
Accommodation - Elizabeth Pointe Lodge	616	543	0	0.00
Accommodation - Amelia Island Resort Rentals	608	558	0	0.00
Accommodation - Hampton Inn & Suites, Amelia Island	604	539	0	0.00
Accommodation - Amelia Rental & Management Services	566	529	0	0.00
Accommodation - Fort Clinch State Park	482	428	0	0.00
Accommodation - Amelia Island Williams House	448	399	0	0.00
Accommodation - Days Inn & Suites	439	383	0	0.00
Accommodation - Amelia Island Vacation	430	392	0	0.00
Accommodation - Fairbanks House	382	338	0	0.00
Accommodation - Comfort Suites	366	338	0	0.00
Accommodation - Addison on Amelia	365	335	0	0.00
Accommodation - Residence Inn Amelia Island	350	334	0	0.00

Accommodation - Amelia South Condominiums	333	312	0	0.00
Accommodations - Amelia Hotel...At The Beach	328	310	0	0.00
Accommodation - Amelia by the Sea	312	294	0	0.00
Accommodations - Omni Amelia Island Plantation Resort	270	256	0	0.00
Accommodation - Premier Beach Rentals	252	170	0	0.00
Accommodation - Hampton Inn, Amelia Island at Fernandina Beach	243	231	0	0.00
Accommodation - Florida House Inn	239	212	0	0.00
Accommodation - Hoyt House	230	197	0	0.00
Accommodations - The Ritz-Carlton, Amelia Island	222	217	0	0.00
Accommodation - AmeliaVacations.Com by ERA Fernandina Beach Realty	207	188	0	0.00
Accommodations - Hampton Inn & Suites, Amelia Island	179	175	0	0.00
Accommodation - Villas of Amelia Island Plantation	162	154	0	0.00
Accommodation - Sand Dollar Villas	156	136	0	0.00
Accommodations - Comfort Suites	148	137	0	0.00
Accommodations - Beachside Motel	145	132	0	0.00
Accommodations - Seaside Amelia Inn	137	132	0	0.00
Accommodations - Days Inn & Suites	123	112	0	0.00
Accommodations - Elizabeth Pointe Lodge	104	99	0	0.00
Accommodation - Amelia Surf & Racquet Club	102	95	0	0.00
Accommodation - Oceans of Amelia	96	90	0	0.00
Accommodations - Residence Inn Amelia Island	94	90	0	0.00
Accommodations - Hampton Inn, Amelia Island at Fernandina Beach	86	79	0	0.00
Accommodation - The Pelicans Condominiums	79	77	0	0.00
Accommodations - Amelia Oceanfront Bed & Breakfast	77	74	0	0.00
Accommodation - Atlantis on Amelia	70	60	0	0.00
Accommodation - Ketch Courtyard	52	51	0	0.00
Accommodations - Villas of Amelia Island Plantation	16	15	0	0.00

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ACTIVITY

A P R I L 2 0 1 1

TOURISM MARKETING

Tourism Sales Efforts

- ⊗ Exhibited at Elite Atlanta Bridal Show, distributed list to lodging partners.
- ⊗ Responded to Meeting, Wedding, Tour, and Receptive requests.
- ⊗ Collected and distributed weekly “Hot Rates” to I-95 welcome center.
- ⊗ Provided 1,015 information bags for corporate, wedding, T/T groups.
- ⊗ Welcomed 11 motor coaches to the historic district.
- ⊗ Planning visit with Sunshine Express tours, confirmed for 5/17-19.
- ⊗ Meetings with City regarding new route for Tour Buses arrival in HD.
- ⊗ Meeting with FBPD and City to discuss potential Tri-Rock triathlon route.

Administration

- ⊗ Participated in Simple View, MPI, Empowermint webinars.
- ⊗ Attended HFBA General Meeting
- ⊗ Attended Sweet Tea Meeting in Savannah.
- ⊗ Sweet Tea conference call re: Collaborate sponsorship.
- ⊗ Worked with MMG re: ad campaign.
- ⊗ Met with OMNI AIP Interactive team.
- ⊗ Met with Florida Times Union Editorial Board regarding VisitFlorida.
- ⊗ Coordinated legislative affairs activities.
- ⊗ Worked on ordinance revisions in FB regarding alcohol sales and vacation rentals.
- ⊗ Attended FACVB Marketing Conference in Crystal River
- ⊗ Meetings with Tandem Payment Solutions re: ATM solution for VC.
- ⊗ Meeting with RENDA re: cook-off sponsorship opps.
- ⊗ Meeting with Jan Davis re: Holiday Homes tour.
- ⊗ Attended MPI educational meeting and board meeting.
- ⊗ Launched meetings campaign with Watauga.

Interactive

- ⊗ Conference call with Audubon/Green Mountain Media to discuss online app.
- ⊗ Meeting(s) with MyWeb Refresh to discuss micro sites.
- ⊗ Conference calls with MMG on refresh, wedding pages, and other projects..
- ⊗ Launched new weddings section of ameliaisland.com.
- ⊗ Monthly conference call with Z-Graph to discuss e-newsletter analytics
- ⊗ Posted updates on Facebook and Twitter
- ⊗ Reviewing agency proposals for new walking tour mobile app
- ⊗ Continued working with Travel Ad Network on online ad and e-newsletter.
- ⊗ Continued to work with Travelocity on phase two of online ad campaign.
- ⊗ Worked with Zgraph on E-Newsletter management and delivery.
- ⊗ Continued to assist local stakeholders with social media.
- ⊗ Worked with BookDirect on implementation of new accommodations booking engine

ADVERTISING & MARKETING

Advertising

- ⊗ Agency continued to receive and review media placement opportunities including; VISIT FLORIDA, Florida Travel+Life, etc.
- ⊗ Agency monitored Southern Living leads.
- ⊗ Agency provided creative materials for Southern Living Magazine – June issue.
- ⊗ Agency also provided Southern Living with images and copy that will be utilized on SouthLivingVacations.com.
- ⊗ Agency provided creative materials to GordonsGuide.com for (2) eNewsletters that will be deployed to their entire opt-in database on April 15th and May 1st.
- ⊗ Agency monitored Bass 2 Billfish Show on Versus Network which had the following air dates – April 8, 9, 14 and May 17,18 and 23.
- ⊗ Agency provided hi-rez photos as well as other creative elements upon request.
- ⊗ Agency provided added value materials (copy and photos) to Orlando Magazine.
- ⊗ Agency reviewed current 800 numbers and provided input on those that the agency is using in marketing for CVB review.
- ⊗ Agency researched and negotiated the following promotions to be offered to the CVB and its partners: WOKV Radio, Pirates of the Caribbean, 104.7 the Fish in Atlanta.
- ⊗ Agency reviewed the 1st quarter research report.
- ⊗ Agency negotiated and secured a deeply discounted radio buy in Atlanta reflecting a 50-60% discount on the cost per spot.
- ⊗ Agency placed all media buys for the Spring/Summer Leisure campaign which launched on April 4th. This included Cable, Radio and online.
- ⊗ Agency coordinated the creative development for the Yahoo.com online buy.

Upcoming in May

- ⊗ Monitor the Spring/Summer campaign media campaign.
- ⊗ Develop creative materials for upcoming media placements.
- ⊗ Develop entries for the VISIT FLORIDA Flagler Awards.
- ⊗ Provide a recap of the overall media value for the Spring Summer media campaign.
- ⊗ Agency to monitor and provide assistance for upcoming campaigns as needed.
- ⊗ Agency to meet with Gil Langley to discuss creative and other initiatives.

PUBLIC RELATIONS-HAYWORTH CREATIVE

Media Development

- ⊗ Responded to 10 editorial leads from VISIT FLORIDA, SATW E-news, Media Kitty, and HARO.
- ⊗ Researched and provided proposal to Amelia Island CVB for a Sweet Tea collaborative Media Event in New York City. Event locations were researched and potential vendors contacted. Amelia Island has decided to put this event on hold until next year due to lack of participation from Sweet Tea Partners. Amelia Island will bring up at next meeting to determine interest and potentially add into budgets for next fiscal year.
- ⊗ Began working with a potential vendor for b-roll footage. Working to obtain a quote and determine if within budget.
- ⊗ Assisted in obtaining an editorial board meeting and editorial column with Florida Times-Union for Gil Langley and Jack Healan of the Amelia Island Convention and Visitors Bureau. The editorial column also ran in the Daytona Beach News-Journal and Fernandina Beach News-Leader.
- ⊗ Submitted Holiday Home Tour and Amelia Island Jazz Festival to Southeast Tourism Society's Top 20 events.
- ⊗ Followed up with Food Network to determine correct contact for BBQ with Bobby Flay, for possible cook-off coverage. Follow up will continue in May.
- ⊗ Sent a note to TLC to determine interest in possible cook-off coverage. Follow up will continue in May.
- ⊗ Researched and provided information about shrimping to Central Florida News 13 reporter to consider for a story.
- ⊗ Fact checked Amelia Island story for Fyllis Hockman, a freelance writer who visited Amelia Island several years ago.
- ⊗ Provided Gainesville magazine with images for an upcoming story.
- ⊗ Provided WeGoPlaces.com with requested information to update their Web site.
- ⊗ Sent M&C Magazine information to consider for their June Florida supplement.
- ⊗ Send images to the Venice Gondolier for a story about the Amelia Island Chamber Music Festival.
- ⊗ Provided AirTran Airways Go magazine with information to consider for their July "Off-Season Florida" article.
- ⊗ Invited VISIT FLORIDA outsiders to visit Amelia Island. Awaiting responses.
- ⊗ Held one-on-one meetings in Washington DC and surrounding areas April 5-7. Follow-up and a recap report will follow in May.
- ⊗ Attended the VISIT FLORIDA Media Reception in Toronto on Thursday, April 28 at Hotel Le Germain Maple Leaf Square. The event was a huge success with more than 50 travel writers/freelancers in attendance. Each participant was allowed one minute to present his/her various destination(s)/attraction(s). In addition, each attendee was provided with a thumb drive containing a four-page press release for each industry participant. Hayworth Creative will conduct follow-up with each of the attendees and those unable to attend. Held 10 additional desk-side meetings with various media while in Toronto. Recap report will follow in Mid-May.
- ⊗ Began working on the Florida Media Mission. In April, Hayworth held appointments in Tampa, Orlando and Jacksonville. The Florida Media Mission is scheduled to be completed by the end of May. A full recap report will follow in May.
- ⊗ Fact checked VISIT FLORIDA blog on Amelia Island Chamber Music Festival for Florida Insider.

Press Trips

- ⊗ Began working with Take the Kids columnist, Eileen Ogintz, to host her for several activities before and after her Flagler Award judging in June. Will continue finalizing itinerary with her in May.
- ⊗ Began working on itinerary for Mary Jo Plouf –freelance writer –visiting Amelia June 1 through 3. The story will appear in Travelroads.com (which has anywhere from 1,500 to 3,000 unique visitors per month. She is the editor. She also writes for a variety of other sites - 55-alive.com, Retirementhomes.com and TravelLady.com. Itinerary will be finalized in May.
- ⊗ Began working with Mike McCarthy, at Washington Flyer (122,904 circulation), on a press trip in early August. Trip coordination will continue into May.

Media Releases

- ⊗ Made revisions to Weddings Packages press release. Press release will be distributed in May, when Weddings section of AmeliaIsland.com is complete.
- ⊗ Distributed press release about Harris Teeter discounts. Release was distributed to 122 media outlets, including local media for all Harris Teeter store locations, supermarket trades and online media.
- ⊗ Distributed optimized version of the Harris Teeter discount press release through Marketwire.
- ⊗ Wrote press release announcing the renewal of the Amelia Island Geocaching Challenge. Release will be distributed in early May.
- ⊗ Wrote and submitted press release for VISIT FLORIDA's media flash drive, which will be submitted at POW WOW.
- ⊗ Wrote the Fall Events release, which is currently being edited internally. Release will be distributed in May.
- ⊗ Wrote Free Night, Any Night press release. Release will be distributed in May.

Promotions

- ⊗ Sent prize to PARADE promotion winner and provided participating partners with winner's information.
- ⊗ Coordinated promotion with WSOL-FM , the #6 ranked station in Jacksonville and Urban Adult Contemporary format. Promotion provides a weekend stay in exchange for \$14,050 in media exposure.
- ⊗ Coordinated promotion with WJBT-FM, the number 10 station in Jacksonville and an Urban Contemporary format. Promotion gives away a weekend stay in exchange for \$14,050 in media exposure.
- ⊗ Obtained WOCL-FM promo certificates and provided to the station.

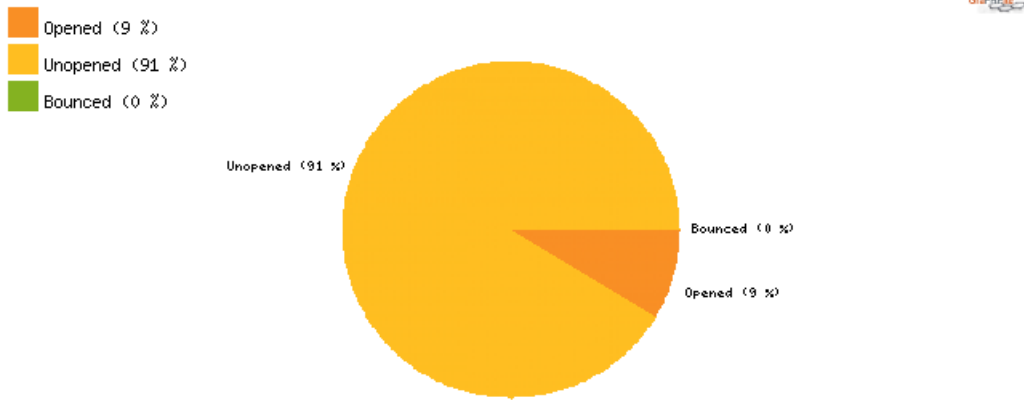
Miscellaneous

- ⊗ Researched and wrote copy for the May Amelia Island e-newsletter. Copy was approved and will be distributed by Z-Graph in May.
- ⊗ Continued working with a graphic designer to finalize Amelia Island CVB folders for PR and administrative use. Folders will be printed in May.
- ⊗ Assisted CVB with various editing projects.
- ⊗ Contacted partners to make sure geocaches are still hidden in the appropriate places.
- ⊗ Created Activity and Publicity Reports.

Statistics Snapshot

Email Subject	Make a Splash on Amelia Island! - April 2011 News
Contact List	Web Site Contacts
Start Sending	April 5 2011, 3:01 pm
Finished Sending	April 5 2011, 3:29 pm
Sending Time	28 minutes, 21 seconds
Sent To	44,752 of 44,752
Sent By	Amelia Island Tourist Development Council
Opened	5,491 Total Opens / 3,918 Unique Opens
Open Rate:	8.75%
Click-through Rate:	2.24%
Bounced	0

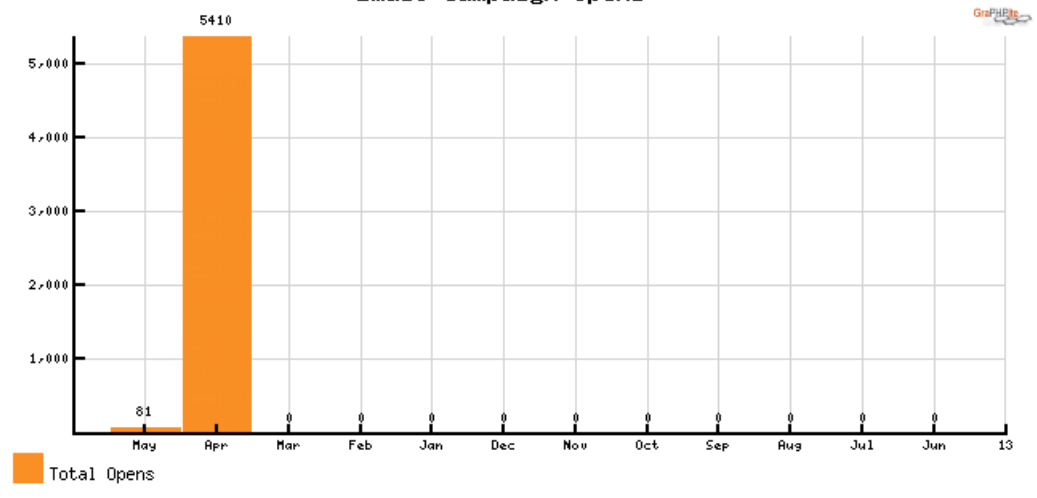
Email Campaign Summary Graph



Opens Summary

Total Emails:	44,752
Total Opens:	5,491
Most Opens (Date/Time):	Apr 2011
Total Unique Opens:	3,918
Average Opens:	0.1
Open Rate:	8.75%

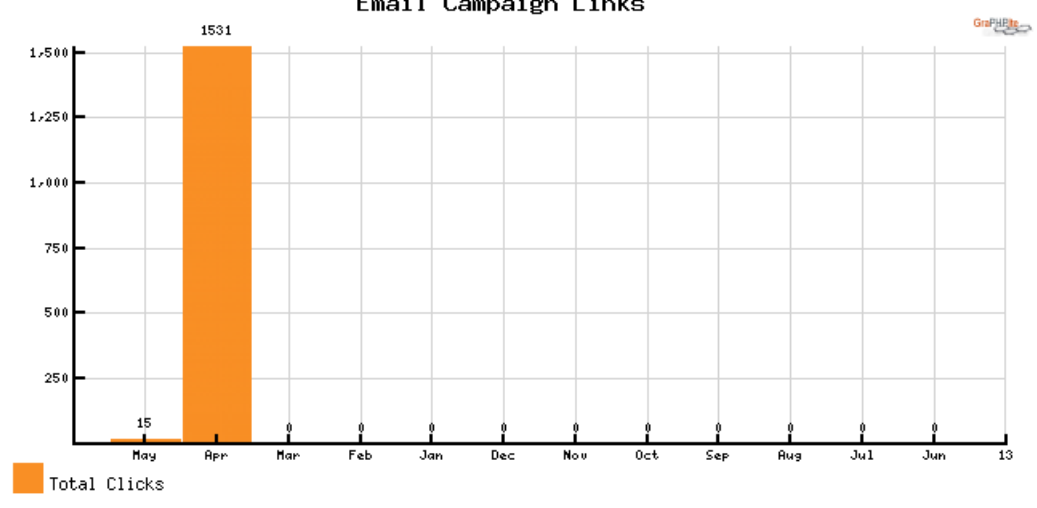
Email Campaign Opens



Link Clicks Summary

Total Clicks:	1,546
Individual links that have been clicked:	19
Most Popular:	http://www.ameliainland.com/best-swimming-places
Average Clicks (Per Email Open):	0.3
Click-through Rate:	2.24%

Email Campaign Links

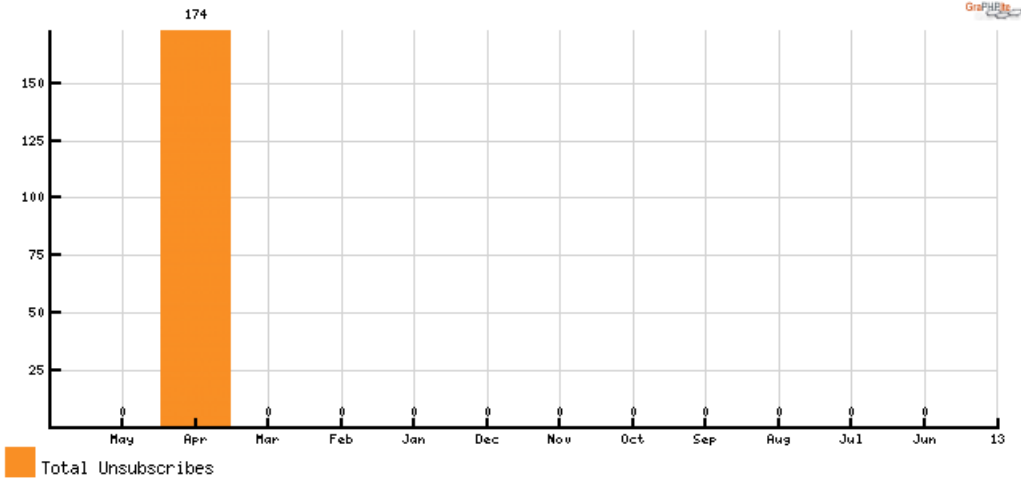


Unsubscribe Summary

Total Unsubscribes: 174

Most Unsubscribes: Apr 2011

Email Campaign Unsubscribes



Forwards Summary

Total Forwards: 6

Total Signups: 0

Email Campaign Forwards

