

AMELIA ISLAND

TOURIST DEVELOPMENT COUNCIL

Date: Wednesday, October 26, 2011
Location: Fernandina Beach City Hall

Agenda

- | | | |
|-------|---|--------------|
| I. | Call to Order | Danny Leeper |
| II. | Approval of August 31, 2011 minutes | Danny Leeper |
| III. | Amelia Island Blues Festival | Susan Hurley |
| IV. | Omni Expansion | Tim Digby |
| V. | Amelia Island Tourism Development Council Update | |
| | A. Research | Gil Langley |
| | A. STR Report | |
| | B. Activity Report – Tracking, PR, Special Events | Staff |
| VI. | Old Business | |
| VII. | New Business | |
| VIII. | Public Input | |
| IX. | Adjournment | |

MINUTES



Board Meeting Minutes of the Amelia Island Tourist Development Council
Wednesday, August 31, 2011
3:00 p.m.
Fernandina Beach City Hall

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

I. Call to Order

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

II. Approval of Minutes – July 27, 2011 TDC Board Meeting

Tim Poynter moved to approve the minutes. Arlene Filkoff seconded. Motion carried unanimously.

III. Amelia Island Chamber Music Festival

Mike Spino of Chamber Music Festival introduced Kimberly Gustafson, who presented results from the 2011 Festival. Specifically, total attendance was 3,400, a 23% increase over last year. It was noted this was the Festival's 10th anniversary. The group sold 90 discounted tickets in conjunction with lodging. The event generated approximately 57 room nights, plus 128 room nights for entertainers.

IV. Finance Committee Report

Jack Healan presented the finance committee report. Gil Langley presented bed tax collections. Mr. Langley indicated we are making progress, but last year was a banner year so it's difficult to compare. Budget report shows we are \$140,000 in revenue over last year to date. Arlene Filkoff moved to approve financials. Jack Healan seconded. Motion carried unanimously.

V. Amelia Island Tourism Development Council Update

STR Report

Gil Langley presented STR report for July 2011. Occupancy for the month of July was down 4.1%, ADR was down 1.6%, RevPAR and Revenue were both down 5.7%. Year to date, Occupancy was up 5.4%, ADR up 3.3%, RevPAR up 8.9%, and Revenue was up 8.3%. Mr. Langley noted that The Ritz-Carlton continues to have ongoing renovations with rooms out of order. In addition, the Gulf states continued to receive advertising allocations from BP for the oil spill to rebuild their market share. For the month of July, Amelia Island is in the middle of pack in occupancy numbers compared to our competitive set, and continues to lead in ADR at \$183.

Tracking

Gil Langley discussed tracking results for July 2011. Website visits down 3.2%, Bounce rate was down a little due to BookDirect search widget being down about 4 days at the end of the month.

Activity Report

Special Events – Gil Langley presented highlights from the recent Great Southern Tailgate Cook-Off. The event was a success and ran very smoothly. There were 39 professional teams and 24 backyard teams who participated in the competition. Mr. Langley recognized TDC staff and volunteers who helped to make the event a success.

Gil Langley presented a 2012 advertising plan preview. Publications for 2012 include Southern Living, and Visit Florida Co-Ops through Collinson Media including Redbook and Audubon. Golf market includes FFCCG programs. Television, radio and online advertising programs are continued at the same level through next year. Online media includes Travel Ad Network, Travelocity, Expedia, Yahoo Geo. Online advertisements will be geo targeted and will include ATL, JAX, BNA and the Northeast again this year.

Hayworth Creative

Katharina Lane reported on Public Relations efforts. Recently hosted writers include *Washington Flyer*, *Washington Times*, Visit Florida Insider. Promotions include *Women's World Magazine* with online exposure in September. Ms. Lane coordinated a third season promo with Wheel of Fortune. Radio promotions include WAPE-FM and WXXJ-FM and three radio promos for Blues Festival. Individual press trip invites were distributed recently with responses from *Orlando Magazine*, *Points North*, *Jacksonville Luxury Living*, *American Baby*, and *Florida Travel & Life*.

VI. Old Business

Jacksonville Aviation Authority

Gil Langley recognized Barbara Halverstadt of the Jacksonville Aviation Authority for featuring Amelia Island in a recent Trip Advisor ad as well as for coordinating meetings between us and Jet Blue.

Concours d'Elegance Sponsorship Renewal

Gil Langley proposed the renewal of Amelia Island's sponsorship of Concours d'Elegance for the next three years at \$15,000 per year. Jack Healan moved to approve the three year renewal of the sponsorship for Concours d'Elegance at \$15,000 per year. Arlene Filkoff seconded. Motion carried unanimously.

VII. New Business

September TDC Meeting

Gil Langley requested that the September TDC meeting be combined with the October meeting due to the Florida Governor's Conference on Tourism being the same week as scheduled September TDC meeting. The TDC Board's consensus is to join September and October meeting, to take place at the time of the regularly scheduled October meeting.

VIII. Public Input

Barbara Halverstadt of JAA mentioned that Amelia Island was selected as destination for airlines planning committees upcoming event.

Bob Hartman of the Residence Inn mentioned government rates have just been announced and have decreased again. Gil Langley noted that Amelia Island is included in the Jax MSA and there have been discussions in the past to propose splitting off to different MSA. Mr. Langley suggests reengaging in these discussions. Another option is to set a seasonal rate.

IX. The meeting adjourned at 3:58 p.m.

FINANCIAL

MUNIS FINANCIAL MANAGEMENT SOLUTIONS

WELCOME TO THE NEIGHBORHOOD



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BOARD OF COMMISSIONERS
YEAR-TO-DATE BUDGET REPORT

PG 1
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FOR 2011 12

ACCOUNTS FOR: 137	AI TOURIST DEVELOP FUND							
ORIGINAL APPROP	REVISED BUDGET	YTD ACTUAL	MTD ACTUAL	ENCUMBRANCE/REQ	AVAILABLE BUDGET	% USED		
37000000 AI TOURIST DEVELOP FUND								
137 .000.312120.	TOURIST DEVELOPMENT TAX							
	-2,852,463.00	-2,852,463.00	-2,881,390.52	-211,852.24	0.00	28,927.52	101.0%	
137 .000.361101.	INTEREST-BANK							
	0.00	0.00	-525.09	-159.07	0.00	525.09	100.0%	
137 .000.361101.EVRB	INTEREST-BANK							
	0.00	0.00	-3,241.32	0.00	0.00	3,241.32	100.0%	
137 .000.361101.FFSB1	INTEREST-BANK							
	0.00	0.00	-28.17	-0.02	0.00	28.17	100.0%	
137 .000.361101.FNB3	INTEREST-BANK							
	0.00	0.00	-1,258.26	0.00	0.00	1,258.26	100.0%	
137 .000.361161.EVRB3	CD INTEREST							
	0.00	0.00	-903.73	-52.82	0.00	903.73	100.0%	
137 .000.361161.EVRB5	CD INTEREST							
	0.00	0.00	-8,349.25	-342.34	0.00	8,349.25	100.0%	
137 .000.399951.	CASH FWD-RESEARCH/ADMIN							
	-35,000.00	-37,809.00	0.00	0.00	0.00	-37,809.00	.0%*	
137 .000.399952.	CASH FWD-MARKETING							
	-800,000.00	-876,852.00	0.00	0.00	0.00	-876,852.00	.0%*	
137 .000.399953.	CASH FWD-TRADE							
	-350,000.00	-302,798.00	0.00	0.00	0.00	-302,798.00	.0%*	
137 .000.399954.	CASH FWD-BEACH IMPROVEMENTS							
	-350,000.00	-399,497.00	0.00	0.00	0.00	-399,497.00	.0%*	
TOTAL AI TOURIST DEVELOP FUND								
	-4,387,463.00	-4,469,419.00	-2,895,696.34	-212,406.49	0.00	-1,573,722.66	64.8%	
37521582 TDC ADMIN FEES-TRANS OUT								
137 .521.582.58.591910.	CLERK ADMINISTRATIVE FEE-CLERK							
	42,787.00	42,787.00	43,220.86	3,177.78	0.00	-433.86	101.0%*	
137 .521.582.58.591910.	TAXCO ADMIN FEE-TAX COLLECTOR							
	42,787.00	42,787.00	43,220.86	3,177.78	0.00	-433.86	101.0%*	
TOTAL TDC ADMIN FEES-TRANS OUT								
	85,574.00	85,574.00	86,441.72	6,355.56	0.00	-867.72	101.0%	
37522552 TDC RESEARCH/ADMIN								
137 .522.552.55.531041.	MANAGEMENT FEE-CVB							
	415,033.00	415,033.00	419,242.29	91,591.53	0.00	-4,209.29	101.0%*	



MUNIS FINANCIAL MANAGEMENT SOLUTIONS

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BOARD OF COMMISSIONERS
YEAR-TO-DATE BUDGET REPORT

PG 2
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FOR 2011 12

ACCOUNTS FOR: 137	AI TOURIST DEVELOP FUND						
ORIGINAL APPROP	REVISED BUDGET	YTD ACTUAL	MTD ACTUAL	ENCUMBRANCE/REQ	AVAILABLE BUDGET	% USED	

TOTAL TDC RESEARCH/ADMIN	415,033.00	419,242.29	91,591.53	0.00	-4,209.29	101.0%	
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37523552 TDC MARKETING

137 .523.552.55.548110. ADV CONT-AD PRODUCTIONS	75,000.00	175,901.00	66,126.69	960.00	0.00	109,774.31	37.6%
137 .523.552.55.548120. ADV CONT-MAG PLACEMENT	950,000.00	976,721.00	923,751.12	285,590.94	240.00	52,729.88	94.6%
137 .523.552.55.548200. ADV CONT-AGENCY EXPENSES	77,500.00	86,575.00	29,005.52	751.94	6,488.58	51,080.90	41.0%
137 .523.552.55.548240. ADV CONT-WEBSITE	200,000.00	224,687.00	163,275.32	32,856.10	10,000.00	51,411.68	77.1%
137 .523.552.55.548250. ADV CONT-FOCUS GROUP RESERVE	40,000.00	55,190.00	45,632.86	7,675.00	0.00	9,557.14	82.7%
137 .523.552.55.548330. ADV IN HOUSE-MISC	60,000.00	120,000.00	97,770.89	7,586.10	0.00	22,229.11	81.5%
137 .523.552.55.548340. ADV IH-NEWSLETTER/TOLL PH	0.00	2,285.00	0.00	0.00	0.00	2,285.00	.0%
137 .523.552.55.548350. ADV IN HOUSE-GOLF GETAWAY	47,500.00	47,500.00	47,500.00	0.00	0.00	0.00	100.0%
137 .523.552.55.548520. SPECIAL EVENTS	200,000.00	199,757.00	165,319.10	71,198.41	0.00	34,437.90	82.8%
137 .523.552.55.548530. GRANT - MUSEUM STIPEND	0.00	15,000.00	15,000.00	0.00	0.00	0.00	100.0%
137 .523.552.55.548640. EQUIPMENT	7,500.00	8,001.00	681.59	0.00	0.00	7,319.41	8.5%
137 .523.552.55.548710. P R - AGENCY FEES	72,000.00	78,094.00	63,500.00	6,000.00	0.00	14,594.00	81.3%
137 .523.552.55.548720. P R - AGENCY EXPENSES	55,000.00	55,683.00	29,039.58	3,040.37	15,000.00	11,643.42	79.1%
137 .523.552.55.548740. P R FUNCTIONS-ON ISLAND	10,000.00	17,832.00	5,337.28	4,414.81	0.00	12,494.72	29.9%
137 .523.552.55.548770. P R - MISC/AIR FARES	3,978.00	7,433.00	36.00	0.00	0.00	7,397.00	.5%

TOTAL TDC MARKETING	1,798,478.00	2,070,659.00	1,651,975.95	420,073.67	31,728.58	386,954.47	81.3%
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37523581 TRANS OUT-GENERAL-EQUIPMENT

137 .523.581.58.591016. TRANS OUT-GENERAL-EQUIPMENT	0.00	2,000.00	1,162.50	461.33	0.00	837.50	58.1%
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MUNIS FINANCIAL MANAGEMENT SOLUTIONS

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BOARD OF COMMISSIONERS
YEAR-TO-DATE BUDGET REPORT

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FOR 2011 12

ACCOUNTS FOR: 137	AI TOURIST DEVELOP FUND						
ORIGINAL APPROP	REVISED BUDGET	YTD ACTUAL	MTD ACTUAL	ENCUMBRANCE/REQ	AVAILABLE BUDGET	% USED	
TOTAL TRANS OUT-GENERAL-EQUIPMENT							
0.00	2,000.00	1,162.50	461.33	0.00	837.50	58.1%	
37524552 TDC TRADE SHOWS/TRAVEL TR							
137 .524.552.55.548015.	INFORMATION SERVICES						
10,000.00	15,899.00	3,407.50	1,007.50	0.00	12,491.50	21.4%	
137 .524.552.55.548018.	TRAVEL TRADE PUBLICATIONS						
25,000.00	35,322.00	15,538.00	397.00	0.00	19,784.00	44.0%	
137 .524.552.55.548019.	HOSPITALITY SERVICES						
75,000.00	66,503.00	66,165.26	9,035.75	0.00	337.74	99.5%	
137 .524.552.55.548111.	DUES/SUBSCRIPT/TRAINING						
27,500.00	31,411.00	9,262.25	2,336.00	0.00	22,148.75	29.5%	
137 .524.552.55.548121.	PRINTING-BROCHURES						
50,000.00	85,614.00	87,976.62	16,623.59	0.00	-2,362.62	102.8%*	
137 .524.552.55.548131.	FREIGHT/FEDERAL						
4,189.00	9,188.00	0.00	0.00	0.00	9,188.00	.0%	
137 .524.552.55.548141.	REGIST-REG-TRADE SHOWS						
15,000.00	18,033.00	15,168.02	534.00	0.00	2,864.98	84.1%	
137 .524.552.55.548151.	OTHER TRAVEL EXPENSE						
25,000.00	30,333.00	14,904.19	517.90	0.00	15,428.81	49.1%	
137 .524.552.55.548161.	ON ISLAND - FAMS						
20,000.00	23,670.00	15,142.97	3,142.80	0.00	8,527.03	64.0%	
137 .524.552.55.548180.	PROMOTIONAL SUPPLIES						
25,000.00	26,258.00	24,737.82	720.96	0.00	1,520.18	94.2%	
TOTAL TDC TRADE SHOWS/TRAVEL TR							
276,689.00	342,231.00	252,302.63	34,315.50	0.00	89,928.37	73.7%	
37525539 TDC BEACH IMPROVEMENTS							
137 .525.539.53.534102.	CONTRACT SERVICE-BEACH CLEAN						
263,689.00	193,689.00	80,349.96	14,579.16	0.00	113,339.04	41.5%	
137 .525.539.53.549005.	LANDFILL TIPPING FEES						
8,000.00	8,000.00	0.00	0.00	0.00	8,000.00	.0%	
137 .525.539.53.554000.	DUES & SUBSCRIPTIONS						
0.00	5,000.00	5,000.00	0.00	0.00	0.00	100.0%	
137 .525.539.53.563726.	BEACH RENOURISHMENT						
5,000.00	0.00	0.00	0.00	0.00	0.00	.0%*	

MUNIS FINANCIAL MANAGEMENT SOLUTIONS

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BOARD OF COMMISSIONERS
YEAR-TO-DATE BUDGET REPORT

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FOR 2011 12

ACCOUNTS FOR: 137	AI TOURIST DEVELOP FUND							
ORIGINAL APPROP	REVISED BUDGET	YTD ACTUAL	MTD ACTUAL	ENCUMBRANCE/REQ	AVAILABLE BUDGET	% USED		
137 .525.539.53.581202.BRSP AID-CITY OF FERNANDINA BCH	0.00 35,000.00	0.00	0.00	0.00	35,000.00	.0%		
TOTAL TDC BEACH IMPROVMENTS	276,689.00 241,689.00	85,349.96	14,579.16	0.00	156,339.04	35.3%		
37525581 BEACH-TRANSFER OUT-OTHER FUNDS								
137 .525.581.58.591430. TRANSFER OUT-SAISS	0.00 35,000.00	35,000.00	0.00	0.00	0.00	100.0%		
TOTAL BEACH-TRANSFER OUT-OTHER FU	0.00 35,000.00	35,000.00	0.00	0.00	0.00	100.0%		
37999599 RESERVES								
137 .999.599.59.599052. RESERVES RESEARCH/ADMINISTRATI	35,000.00 37,809.00	0.00	0.00	0.00	37,809.00	.0%		
137 .999.599.59.599053. RESERVES MARKETING	800,000.00 602,671.00	0.00	0.00	0.00	602,671.00	.0%		
137 .999.599.59.599054. RESERVES TRADE	350,000.00 237,256.00	0.00	0.00	0.00	237,256.00	.0%		
137 .999.599.59.599055. RESERVES BEACH	350,000.00 399,497.00	0.00	0.00	0.00	399,497.00	.0%		
TOTAL RESERVES	1,535,000.00 1,277,233.00	0.00	0.00	0.00	1,277,233.00	.0%		
TOTAL AI TOURIST DEVELOP FUND	0.00 0.00	-364,221.29	354,970.26	31,728.58	332,492.71	100.0%		
TOTAL REVENUES	-4,387,463.00 -4,469,419.00	-2,895,696.34	-212,406.49	0.00	-1,573,722.66			
TOTAL EXPENSES	4,387,463.00 4,469,419.00	2,531,475.05	567,376.75	31,728.58	1,906,215.37			



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BOARD OF COMMISSIONERS
YEAR-TO-DATE BUDGET REPORT

PG 5
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FOR 2011 12

ORIGINAL APPROP	REVISED BUDGET	YTD ACTUAL	MTD ACTUAL	ENCUMBRANCE/REQ	AVAILABLE BUDGET	% USED
GRAND TOTAL 0.00	0.00	-364,221.29	354,970.26	31,728.58	332,492.71	100.0%

** END OF REPORT - Generated by Gil Langley **

TRACKING



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Amelia Island Tourist Development Council

For the Month of September 2011

Date Created: Oct 17, 2011

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Amelia Island Tourist Development Council

For the month of: September 2011

	Current Month - September 2011 vs September 2010												Year to Date - September 2011 vs September 2010												Participation			
	Occ %		ADR		RevPAR		Percent Change from September 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	52.9	48.1	91.51	86.15	48.39	41.41	10.0	6.2	16.8	17.0	0.1	10.1	64.4	60.3	109.25	104.97	70.36	63.27	6.8	4.1	11.2	11.3	0.1	7.0	3573	1946	410112	290001
Jacksonville, FL	52.3	51.0	77.79	76.16	40.66	38.82	2.6	2.1	4.7	5.2	0.5	3.0	59.4	57.4	82.25	81.19	48.87	46.60	3.5	1.3	4.9	5.1	0.2	3.8	264	187	26769	21960
Jacksonville Beaches	51.7	50.6	112.51	106.42	58.17	53.85	2.2	5.7	8.0	8.0	-0.0	2.2	61.3	59.3	122.66	118.05	75.14	70.00	3.3	3.9	7.3	6.4	-0.8	2.4	95	57	7432	5808
Savannah, GA	60.4	56.3	87.81	87.00	53.06	48.97	7.3	0.9	8.4	8.3	-0.0	7.3	62.7	60.6	88.88	86.64	55.69	52.49	3.4	2.6	6.1	6.2	0.1	3.6	165	123	14906	12492
Brunswick/Kingsland, GA	40.3	38.2	98.85	91.95	39.81	35.17	5.3	7.5	13.2	9.5	-3.2	1.9	47.1	45.4	95.36	94.70	44.89	42.95	3.8	0.7	4.5	3.2	-1.3	2.5	90	57	7141	4512
Daytona Beach, FL	35.1	36.4	77.93	77.66	27.36	28.25	-3.5	0.3	-3.1	-3.2	-0.1	-3.5	50.9	49.6	96.22	96.51	48.99	47.82	2.7	-0.3	2.4	2.1	-0.3	2.4	179	69	13695	8111
Charleston, SC	66.8	63.7	111.18	104.74	74.25	66.68	4.9	6.1	11.4	11.8	0.4	5.3	69.4	66.2	110.24	107.33	76.55	71.05	4.9	2.7	7.7	7.7	-0.0	4.9	164	115	17598	13891
Nassau County, FL	50.2	45.6	131.59	128.60	66.07	58.64	10.1	2.3	12.7	12.6	-0.0	10.1	56.1	53.1	154.14	151.79	86.47	80.61	5.6	1.6	7.3	6.9	-0.3	5.3	24	14	2111	1823
St Johns County, FL	47.4	46.8	94.28	90.67	44.65	42.43	1.2	4.0	5.2	5.2	0.0	1.2	58.4	56.9	101.75	98.08	59.39	55.78	2.6	3.7	6.5	5.4	-1.0	1.6	77	42	5597	3910
Hilton Head/Beaufort	55.2	55.0	115.01	116.28	63.44	63.94	0.3	-1.1	-0.8	0.0	0.8	1.1	56.6	57.2	125.48	122.88	71.06	70.34	-1.1	2.1	1.0	3.0	2.0	0.9	47	33	6125	4374
Fort Walton Beach, FL	48.9	43.3	108.94	102.78	53.31	44.52	13.0	6.0	19.7	19.6	-0.2	12.8	57.8	51.4	129.98	120.50	75.13	61.94	12.5	7.9	21.3	21.0	-0.3	12.1	86	47	9926	6330

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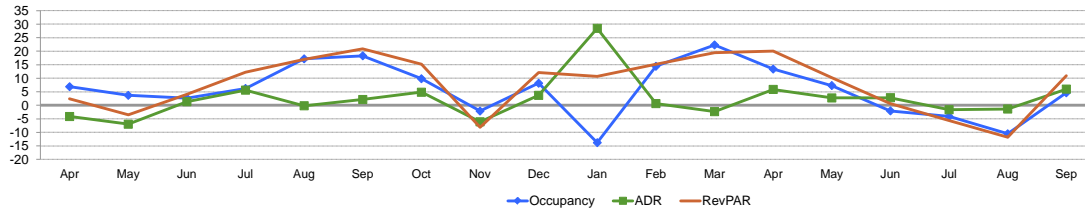
Source 2011 SMITH TRAVEL RESEARCH, Inc.

Tab 3 - Trend Amelia Island Sel Zip

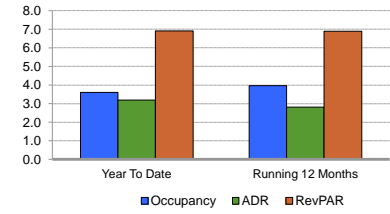
Currency: USD - US Dollar

Amelia Island Tourist Development Council
For the Month of September 2011

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2010												2011					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	67.7	58.2	70.3	72.7	55.1	49.7	52.6	40.0	34.2	33.5	50.9	69.4	76.7	62.4	68.9	69.7	49.3	52.0
Last Year	63.3	56.1	68.5	68.4	47.0	42.0	47.9	40.8	31.6	38.9	44.5	56.7	67.7	58.2	70.3	72.7	55.1	49.7
Percent Change	6.9	3.7	2.7	6.2	17.2	18.3	9.8	-2.1	8.2	-13.8	14.4	22.3	13.4	7.3	-2.1	-4.1	-10.5	4.6

ADR	2010												2011					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	174.65	179.34	183.07	186.98	156.96	140.41	156.09	134.96	140.76	144.61	149.45	181.29	184.91	184.23	188.22	183.91	154.82	148.82
Last Year	182.19	192.78	180.64	177.03	157.23	137.46	148.88	143.73	135.75	112.57	148.50	185.62	174.65	179.34	183.07	186.98	156.96	140.41
Percent Change	-4.1	-7.0	1.3	5.6	-0.2	2.1	4.8	-6.1	3.7	28.5	0.6	-2.3	5.9	2.7	2.8	-1.6	-1.4	6.0

RevPAR	2010												2011					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	118.18	104.31	128.76	135.96	86.51	69.73	82.05	53.93	48.17	48.46	76.04	125.72	141.90	114.99	129.65	128.23	76.35	77.32
Last Year	115.36	108.14	123.73	121.17	73.95	57.71	71.26	58.68	42.95	43.77	66.02	105.23	118.18	104.31	128.76	135.96	86.51	69.73
Percent Change	2.5	-3.5	4.1	12.2	17.0	20.8	15.2	-8.1	12.2	10.7	15.2	19.5	20.1	10.2	0.7	-5.7	-11.7	10.9

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

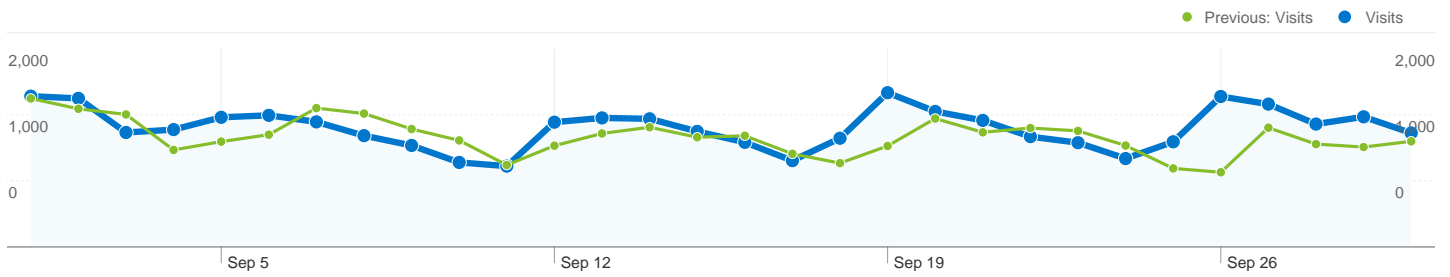
Demand	2010												2011					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	34,370	30,527	35,723	37,960	28,772	25,089	27,425	20,176	17,853	17,485	23,975	36,182	38,745	32,565	34,780	36,376	25,728	26,233
Last Year	29,632	27,128	32,055	33,101	24,683	21,322	25,118	20,737	16,604	20,409	21,076	29,754	34,370	30,527	35,723	37,960	28,772	25,089
Percent Change	16.0	12.5	11.4	14.7	16.6	17.7	9.2	-2.7	7.5	-14.3	13.8	21.6	12.7	6.7	-2.6	-4.2	-10.6	4.6

Revenue	2010												2011					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	6,002,613	5,474,734	6,539,717	7,097,759	4,516,102	3,522,651	4,280,829	2,722,908	2,512,950	2,528,536	3,583,085	6,559,257	7,164,402	5,999,379	6,546,133	6,689,948	3,983,334	3,903,948
Last Year	5,398,717	5,229,684	5,790,498	5,859,960	3,880,872	2,930,841	3,739,684	2,980,508	2,253,950	2,297,378	3,129,767	5,522,845	6,002,613	5,474,734	6,539,717	7,097,759	4,516,102	3,522,651
Percent Change	11.2	4.7	12.9	21.1	16.4	20.2	14.5	-8.6	11.5	10.1	14.5	18.8	19.4	9.6	0.1	-5.7	-11.8	10.8

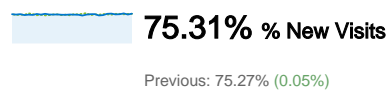
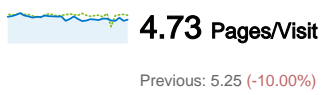
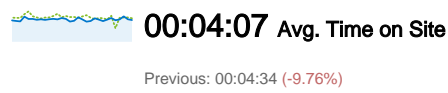
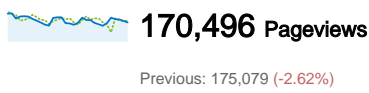
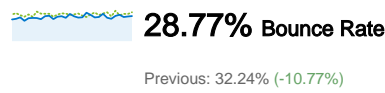
Census %	2010												2011					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Census Props	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14
Census Rooms	1693	1693	1693	1684	1684	1684	1683	1683	1683	1683	1683	1683	1683	1683	1683	1683	1683	1683
% Rooms Participants	96.9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

A blank row indicates insufficient data.

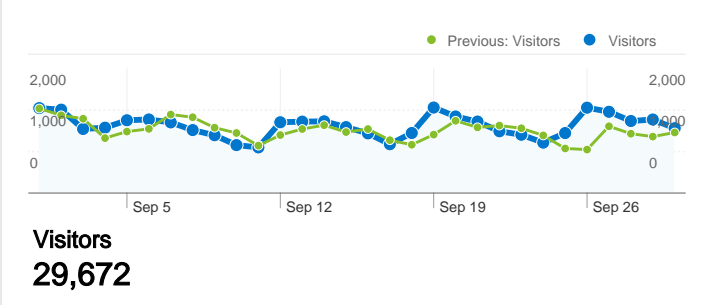
Source 2011 SMITH TRAVEL RESEARCH, Inc.



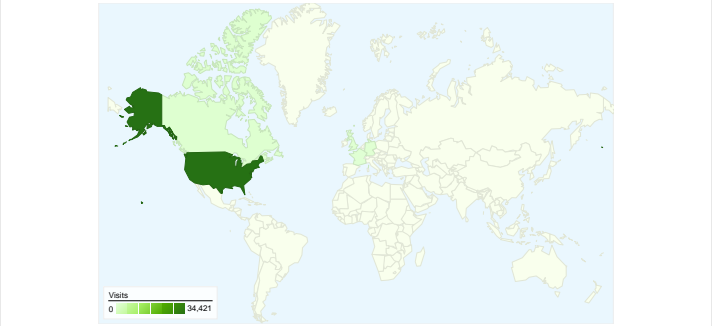
Site Usage



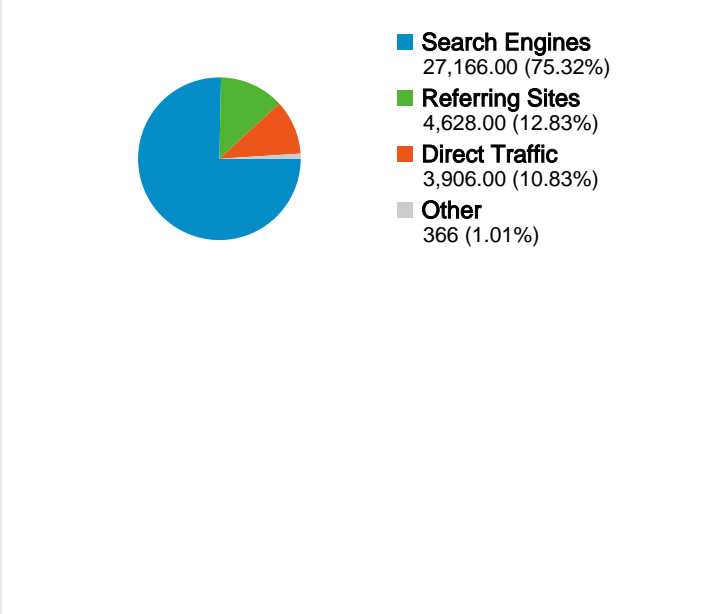
Visitors Overview



Map Overlay

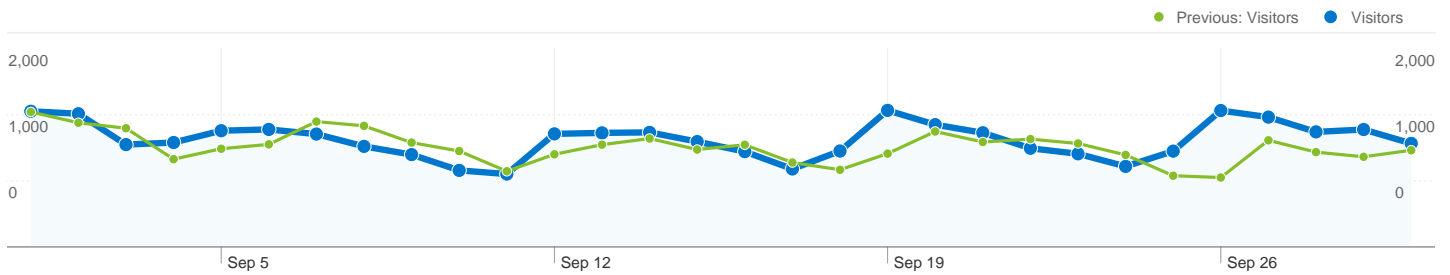


Traffic Sources Overview



Amelia Island (No Filters) Visitors Overview

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



29,672 people visited this site

36,067 Visits

Previous: 33,331 (8.21%)

29,672 Absolute Unique Visitors

Previous: 27,411 (8.25%)

170,496 Pageviews

Previous: 175,079 (-2.62%)

4.73 Average Pageviews

Previous: 5.25 (-10.00%)

00:04:07 Time on Site

Previous: 00:04:34 (-9.76%)

28.77% Bounce Rate

Previous: 32.24% (-10.77%)

75.31% New Visits

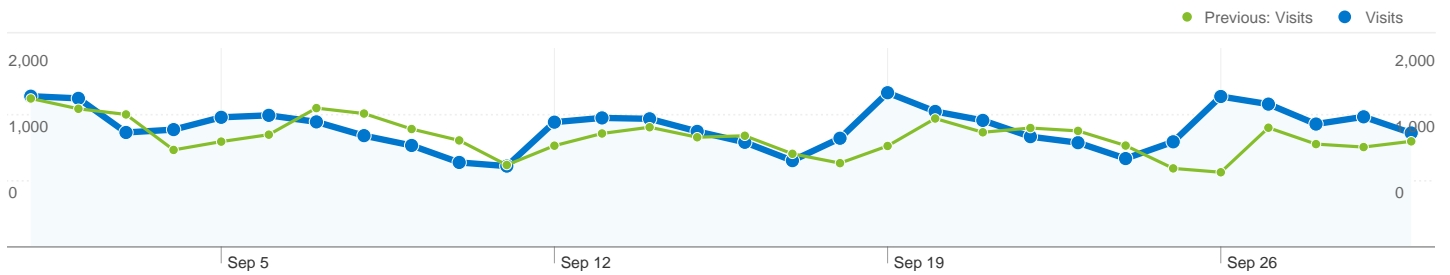
Previous: 75.27% (0.05%)

Technical Profile




Browser	Visits	% visits
Internet Explorer		
Sep 1, 2011 - Sep 30, 2011	20,756	57.55%
Sep 1, 2010 - Sep 30, 2010	22,217	66.66%
% Change	-6.58%	-13.66%
Safari		
Sep 1, 2011 - Sep 30, 2011	6,126	16.99%
Sep 1, 2010 - Sep 30, 2010	4,240	12.72%
% Change	44.48%	33.52%

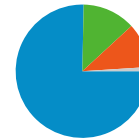
Amelia Island (No Filters) Traffic Sources Overview

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



All traffic sources sent a total of 36,066 visits

- 
10.83% Direct Traffic
 Previous: 9.43% (14.82%)
- 
12.83% Referring Sites
 Previous: 15.65% (-18.02%)
- 
75.32% Search Engines
 Previous: 74.91% (0.56%)

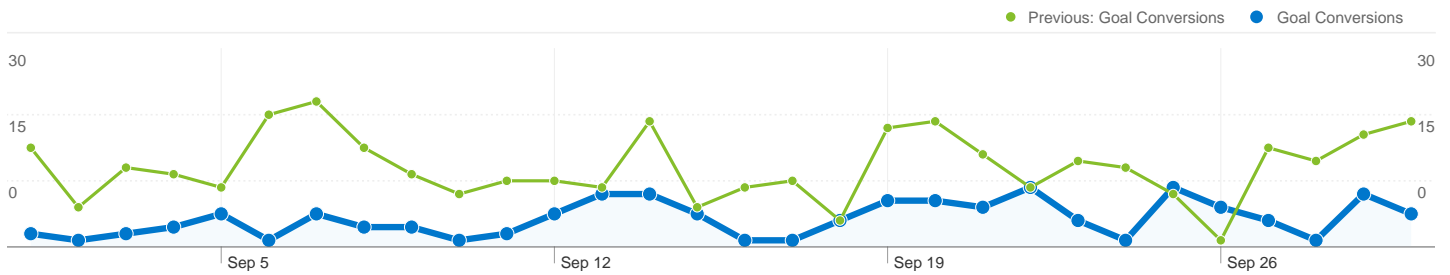


- **Search Engines**
 27,166.00 (75.32%)
- **Referring Sites**
 4,628.00 (12.83%)
- **Direct Traffic**
 3,906.00 (10.83%)
- **Other**
 366 (1.01%)

Top Traffic Sources

Sources	Visits	% visits
google (organic)		
Sep 1, 2011 - Sep 30, 2011	20,785	57.63%
Sep 1, 2010 - Sep 30, 2010	19,614	58.85%
% Change	5.97%	-2.07%
(direct) ((none))		
Sep 1, 2011 - Sep 30, 2011	3,906	10.83%
Sep 1, 2010 - Sep 30, 2010	3,144	9.43%
% Change	24.24%	14.82%
bing (organic)		
Sep 1, 2011 - Sep 30, 2011	2,746	7.61%
Sep 1, 2010 - Sep 30, 2010	2,171	6.51%
% Change	26.49%	16.89%
yahoo (organic)		
Sep 1, 2011 - Sep 30, 2011	2,401	6.66%
Sep 1, 2010 - Sep 30, 2010	2,102	6.31%
% Change	14.22%	5.56%
fbfl.us (referral)		

Keywords	Visits	% visits
amelia island		
Sep 1, 2011 - Sep 30, 2011	11,890	43.77%
Sep 1, 2010 - Sep 30, 2010	13,208	52.90%
% Change	-9.98%	-17.27%
amelia island florida		
Sep 1, 2011 - Sep 30, 2011	1,690	6.22%
Sep 1, 2010 - Sep 30, 2010	1,273	5.10%
% Change	32.76%	22.01%
amelia island hotels		
Sep 1, 2011 - Sep 30, 2011	788	2.90%
Sep 1, 2010 - Sep 30, 2010	1,087	4.35%
% Change	-27.51%	-33.37%
amelia island fl		
Sep 1, 2011 - Sep 30, 2011	582	2.14%
Sep 1, 2010 - Sep 30, 2010	376	1.51%
% Change	54.79%	42.26%
amelia island plantation		



Visitors completed 127 goal conversions

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

Previous: 68 (-72.06%)

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

Previous: 280 (-81.07%)

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

Previous: 0 (0.00%)

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

Previous: 0 (0.00%)

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

Previous: 16 (-6.25%)

Goal Performance

Goal Conversion Rate

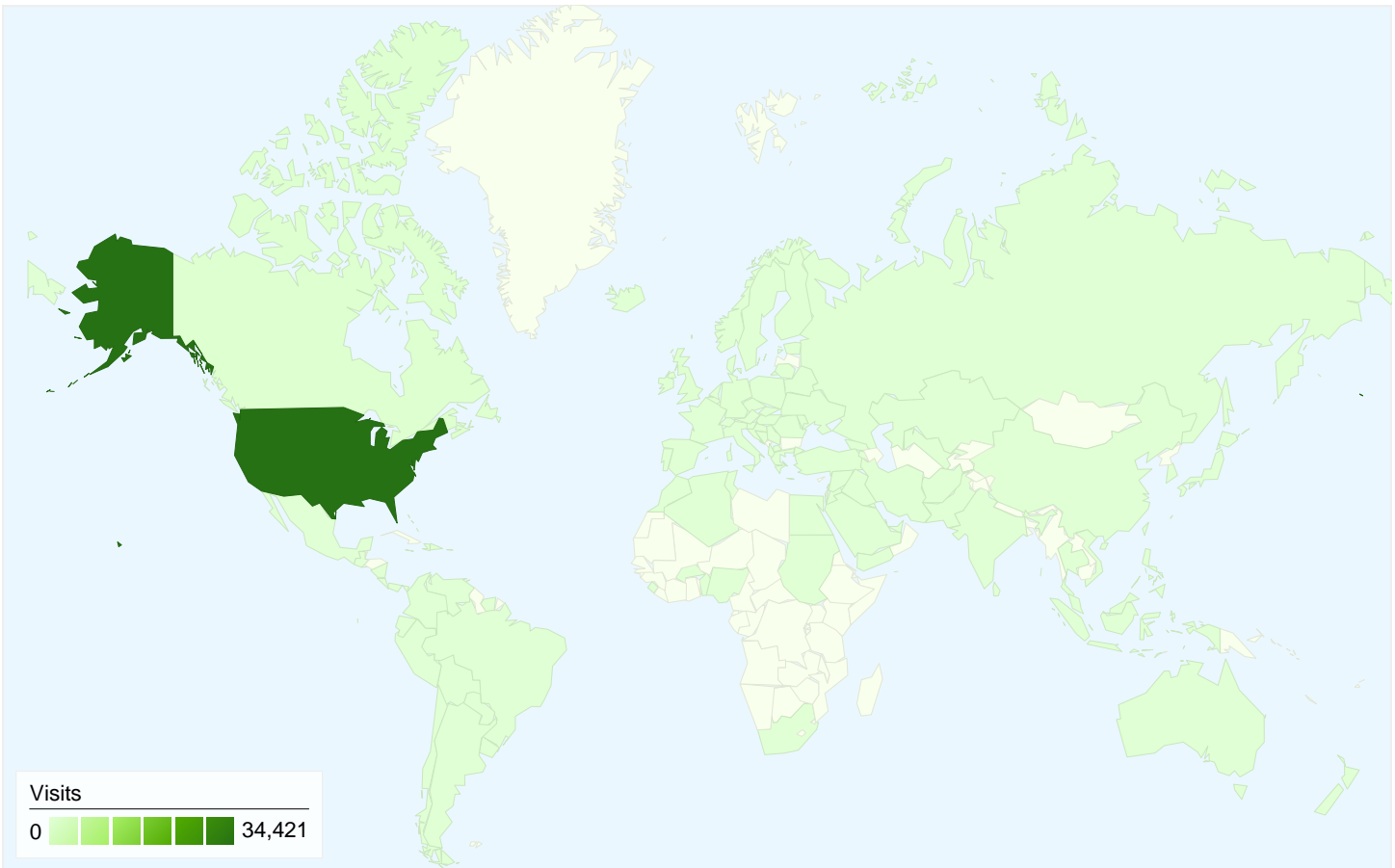


Goal Conversion Rate
0.35%

Total Goal Value



Total Goal Value
\$0.00



36,066 visits came from 120 countries/territories

Site Usage

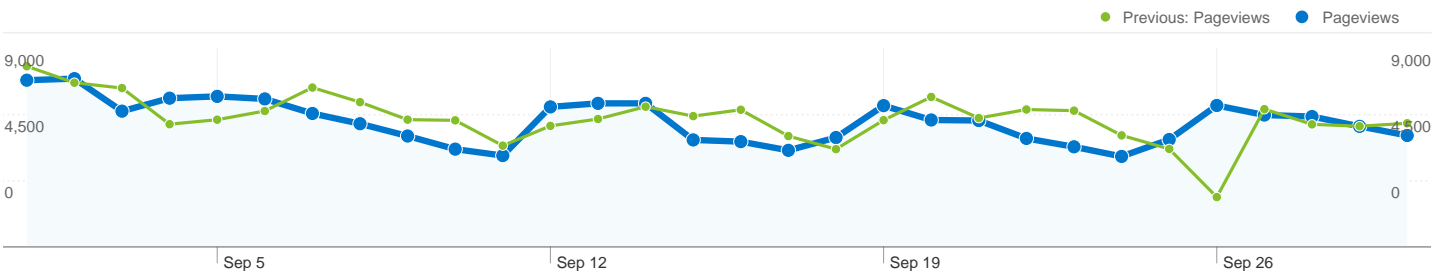
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
36,066 Previous: 33,331 (8.21%)	4.73 Previous: 5.25 (-10.00%)	00:04:07 Previous: 00:04:34 (-9.76%)	75.36% Previous: 75.33% (0.05%)	28.77% Previous: 32.24% (-10.77%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States					
September 1, 2011 - September 30, 2011	34,421	4.76	00:04:09	75.07%	28.50%
September 1, 2010 - September 30, 2010	31,893	5.29	00:04:36	74.97%	31.97%
% Change	7.93%	-10.12%	-9.65%	0.13%	-10.84%
Canada					
September 1, 2011 - September 30, 2011	454	4.65	00:03:34	82.60%	26.21%
September 1, 2010 - September 30, 2010	382	5.19	00:03:54	82.20%	31.68%
% Change	18.85%	-10.47%	-8.34%	0.49%	-17.25%
United Kingdom					
September 1, 2011 - September 30, 2011	293	4.62	00:04:06	81.23%	29.69%

September 1, 2010 - September 30, 2010	283	5.12	00:04:24	75.62%	33.92%
% Change	3.53%	-9.68%	-7.05%	7.42%	-12.47%
Germany					
September 1, 2011 - September 30, 2011	164	4.02	00:03:23	73.78%	35.98%
September 1, 2010 - September 30, 2010	136	4.71	00:03:56	80.15%	38.24%
% Change	20.59%	-14.62%	-13.90%	-7.94%	-5.91%
France					
September 1, 2011 - September 30, 2011	50	2.48	00:02:01	62.00%	54.00%
September 1, 2010 - September 30, 2010	52	4.85	00:02:59	78.85%	34.62%
% Change	-3.85%	-48.83%	-32.43%	-21.37%	56.00%
Australia					
September 1, 2011 - September 30, 2011	46	4.00	00:02:41	84.78%	30.43%
September 1, 2010 - September 30, 2010	27	2.11	00:02:49	100.00%	55.56%
% Change	70.37%	89.47%	-4.94%	-15.22%	-45.22%
India					
September 1, 2011 - September 30, 2011	39	1.90	00:01:51	84.62%	56.41%
September 1, 2010 - September 30, 2010	35	2.09	00:02:10	82.86%	42.86%
% Change	11.43%	-9.03%	-14.72%	2.12%	31.62%
Switzerland					
September 1, 2011 - September 30, 2011	36	3.83	00:03:57	86.11%	30.56%
September 1, 2010 - September 30, 2010	44	5.30	00:04:19	81.82%	31.82%
% Change	-18.18%	-27.61%	-8.51%	5.25%	-3.97%
Netherlands					
September 1, 2011 - September 30, 2011	33	4.48	00:03:07	87.88%	24.24%
September 1, 2010 - September 30, 2010	26	3.88	00:01:51	88.46%	42.31%
% Change	26.92%	15.45%	68.02%	-0.66%	-42.70%
Belgium					
September 1, 2011 - September 30, 2011	25	2.52	00:01:12	76.00%	40.00%
September 1, 2010 - September 30, 2010	11	2.64	00:02:30	72.73%	36.36%
% Change	127.27%	-4.41%	-51.99%	4.50%	10.00%

1 - 10 of 120

Amelia Island (No Filters) Content Overview

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



Pages on this site were viewed a total of 170,496 times

- 170,496 Pageviews**
Previous: 175,079 (-2.62%)
- 130,890 Unique Views**
Previous: 129,431 (1.13%)
- 28.83% Bounce Rate**
Previous: 32.32% (-10.80%)

Top Content

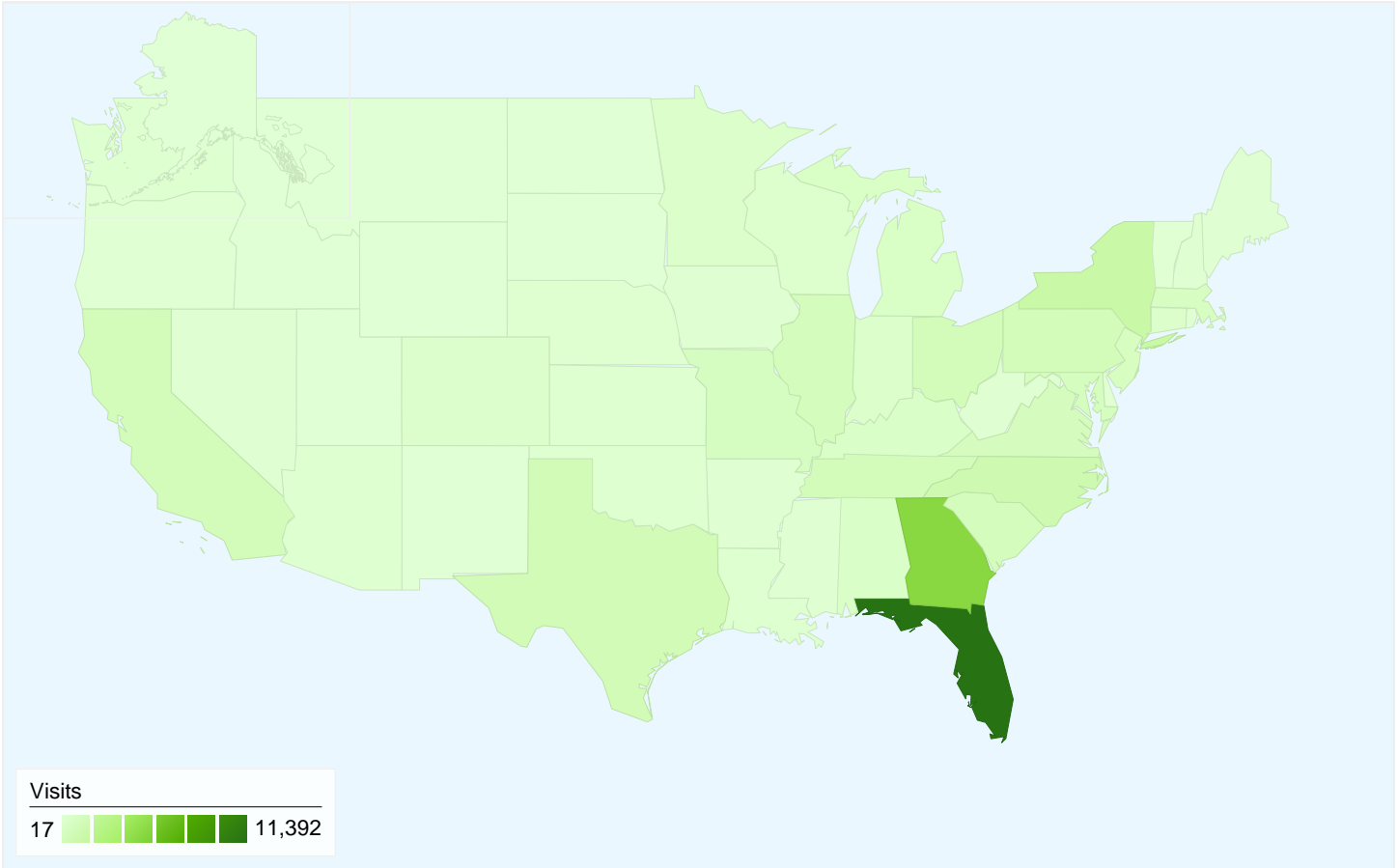
Pages	Pageviews	% Pageviews
/		
Sep 1, 2011 - Sep 30, 2011	23,932	14.04%
Sep 1, 2010 - Sep 30, 2010	29,475	16.84%
% Change	-18.81%	-16.62%
/area-services/accommodations/hotels-motels/		
Sep 1, 2011 - Sep 30, 2011	7,991	4.69%
Sep 1, 2010 - Sep 30, 2010	8,160	4.66%
% Change	-2.07%	0.56%
/area-services/accommodations/		
Sep 1, 2011 - Sep 30, 2011	5,660	3.32%
Sep 1, 2010 - Sep 30, 2010	10,566	6.03%
% Change	-46.43%	-44.99%
/about-amelia-island/		
Sep 1, 2011 - Sep 30, 2011	5,578	3.27%
Sep 1, 2010 - Sep 30, 2010	2,234	1.28%
% Change	149.69%	156.40%
/media-gallery/		

Country/Territory Detail:

United States

Sep 1, 2011 - Sep 30, 2011

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



This country/territory sent 34,421 visits via 52 regions

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
34,421 Previous: 31,893 (7.93%)	4.76 Previous: 5.29 (-10.12%)	00:04:09 Previous: 00:04:36 (-9.65%)	75.07% Previous: 74.97% (0.13%)	28.50% Previous: 31.97% (-10.84%)	
Region	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Florida					
September 1, 2011 - September 30, 2011	11,392	5.00	00:04:24	73.02%	28.52%
September 1, 2010 - September 30, 2010	10,424	5.50	00:05:00	71.49%	32.84%
% Change	9.29%	-9.04%	-12.01%	2.14%	-13.15%
Georgia					
September 1, 2011 - September 30, 2011	5,099	5.04	00:04:43	71.31%	26.22%
September 1, 2010 - September 30, 2010	4,911	5.86	00:05:23	72.59%	26.78%
% Change	3.83%	-13.99%	-12.47%	-1.77%	-2.08%
New York					

September 1, 2011 - September 30, 2011	1,530	4.54	00:03:36	77.45%	27.71%
September 1, 2010 - September 30, 2010	1,814	4.73	00:03:39	76.35%	34.51%
% Change	-15.66%	-4.06%	-1.22%	1.44%	-19.70%
North Carolina					
September 1, 2011 - September 30, 2011	1,241	4.68	00:04:15	76.95%	26.35%
September 1, 2010 - September 30, 2010	1,003	5.01	00:04:14	75.97%	30.81%
% Change	23.73%	-6.53%	0.13%	1.29%	-14.47%
Texas					
September 1, 2011 - September 30, 2011	1,035	4.44	00:03:48	77.20%	30.72%
September 1, 2010 - September 30, 2010	962	5.02	00:03:48	82.43%	33.58%
% Change	7.59%	-11.39%	0.23%	-6.35%	-8.49%
Ohio					
September 1, 2011 - September 30, 2011	908	4.74	00:03:33	71.37%	28.52%
September 1, 2010 - September 30, 2010	734	5.43	00:04:39	78.88%	32.02%
% Change	23.71%	-12.69%	-23.54%	-9.53%	-10.91%
Tennessee					
September 1, 2011 - September 30, 2011	889	4.83	00:04:25	76.60%	22.72%
September 1, 2010 - September 30, 2010	954	5.82	00:04:36	72.33%	30.19%
% Change	-6.81%	-17.05%	-3.97%	5.91%	-24.73%
California					
September 1, 2011 - September 30, 2011	862	3.70	00:02:56	82.71%	40.37%
September 1, 2010 - September 30, 2010	934	3.77	00:02:51	86.51%	44.97%
% Change	-7.71%	-1.95%	2.86%	-4.39%	-10.22%
Pennsylvania					
September 1, 2011 - September 30, 2011	861	4.34	00:03:43	79.91%	25.78%
September 1, 2010 - September 30, 2010	872	5.29	00:04:04	80.96%	30.39%
% Change	-1.26%	-17.81%	-8.33%	-1.30%	-15.16%
South Carolina					
September 1, 2011 - September 30, 2011	839	5.10	00:04:24	76.04%	26.46%
September 1, 2010 - September 30, 2010	806	5.62	00:04:36	73.57%	27.79%
% Change	4.09%	-9.17%	-4.42%	3.36%	-4.79%

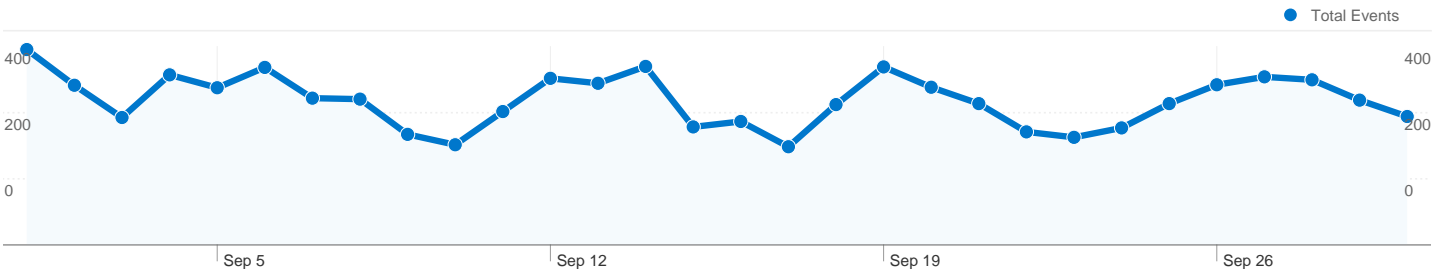
1 - 10 of 52

Event Tracking Category:

Area Services

Sep 1, 2011 - Sep 30, 2011

Comparing to: Site



This category recorded 8,739 total events via 33 event actions

Filtered for event actions containing "accommodation"

Events

Event Action	Total Events	Unique Events	Event Value	Avg. Value
Total Events 8,739 % of Site Total: 45.42%	Unique Events 7,997 % of Site Total: 87.58%	Event Value 0 % of Site Total: 0.00%	Avg. Value 0.00 Site Avg: 0.00 (0.00%)	
Accommodation - Omni Amelia Island Plantation Resort	1,013	929	0	0.00
Accommodation - Amelia Hotel...At The Beach	813	746	0	0.00
Accommodation - The Ritz-Carlton, Amelia Island	767	699	0	0.00
Accommodation - Seaside Amelia Inn	668	635	0	0.00
Accommodation - Elizabeth Pointe Lodge	429	385	0	0.00
Accommodation - Beachside Motel	413	365	0	0.00
Accommodation - Summer Beach Resort	404	379	0	0.00
Accommodation - Hampton Inn & Suites, Amelia Island	366	329	0	0.00
Accommodation - Amelia Oceanfront Bed & Breakfast	359	332	0	0.00
Accommodation - Fort Clinch State Park	262	245	0	0.00
Accommodation - Amelia Island Williams House	257	242	0	0.00
Accommodation - Days Inn & Suites	230	202	0	0.00
Accommodation - Addison on Amelia	226	197	0	0.00
Accommodation - Fairbanks House	219	194	0	0.00
Accommodation - Amelia Island Resort Rentals	218	206	0	0.00
Accommodation - Amelia Rental & Management Services	199	188	0	0.00
Accommodation - Residence Inn Amelia Island	192	182	0	0.00
Accommodation - Comfort Suites	186	173	0	0.00
Accommodation - Hampton Inn, Amelia Island at Fernandina Beach	153	139	0	0.00

Accommodation - Amelia Island Vacation	152	135	0	0.00
Accommodation - Premier Beach Rentals	148	105	0	0.00
Accommodation - Villas of Amelia Island Plantation	138	131	0	0.00
Accommodation - Florida House Inn	137	125	0	0.00
Accommodation - AmeliaVacations.Com by ERA Fernandina Beach Realty	134	128	0	0.00
Accommodation - Hoyt House	134	125	0	0.00
Accommodation - Amelia South Condominiums	123	117	0	0.00
Accommodation - Amelia by the Sea	120	111	0	0.00
Accommodation - Amelia Surf & Racquet Club	64	57	0	0.00
Accommodation - Oceans of Amelia	61	57	0	0.00
Accommodation - Sand Dollar Villas	61	51	0	0.00
Accommodation - The Pelicans Condominiums	37	33	0	0.00
Accommodation - Atlantis on Amelia	28	27	0	0.00
Accommodation - Ketch Courtyard	28	28	0	0.00
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ACTIVITY

SEPTEMBER 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.
- ⊗ Met with representatives from 77th Artillery Association regarding 2012 Group.
- ⊗ Provided visitor guides to National Association for Charter School Authorizers.
- ⊗ Welcomed 224 guests from motor coaches to the historic district.

Administration

- ⊗ Post-event meetings and updates for Great Southern Tailgate Cook-Off
- ⊗ Met with local residents regarding FB airport
- ⊗ Met with Amelia Island Film Society
- ⊗ Met with Rep. Janet Atkins regarding tourism issues
- ⊗ Spoke to AI International Business Club
- ⊗ Participated in Airline Summit Planning Sessions
- ⊗ Attended NCEDC Annual Dinner
- ⊗ Attended Florida Governor's Conference on Tourism

Interactive

- ⊗ Website updates for AmeliaIsland.com and event calendar.
- ⊗ Posted updates on Facebook and Twitter.
- ⊗ Responded to guest inquiries from websites and provided information.
- ⊗ Worked with Zgraph on special Florida/Georgia email campaign.
- ⊗ Created Florida/Georgia landing page for FL/GA special offer
- ⊗ Launched new landing pages on ameliaisland.com for beach web cameras.
- ⊗ Worked with MMG on social media refresh design.
- ⊗ Conference calls with Visit Florida partners regarding official co-ops for 2012.
- ⊗ Worked with Collinson Media on final details for historic district walking tour mobile app.
- ⊗ Updates and final design tweaks for bike trail brochure.
- ⊗ Facilitated proposal process for Arts & Culture Nassau website design
- ⊗ Conference calls regarding destination golf video project
- ⊗ Worked with WJCT on advertising for fall special events.
- ⊗ Coordinating Bass 2 Billfish TV visit for November 2011.

SEPTEMBER 2011

ADVERTISING

Advertising

- ⊗ Agency continued to receive and review media placement opportunities.
- ⊗ Agency developed 2011-2012 media recommendations.
- ⊗ Agency submitted the Amelia Island Visitor Guide to the Adrian Awards.
- ⊗ Agency began development of the interactive memory game.
- ⊗ Agency developed First Coast of Golf co-op ad for the Sports Illustrated November issue.
- ⊗ Agency developed New York Times T-Travel ad for the November 20, 2011 issue.
- ⊗ Agency developed an ad for the Audubon Magazine November 2011 issue.
- ⊗ Agency developed an ad for the Florida Travel & Life November/December 2011 issue.
- ⊗ Agency developed and placed radio spots in Atlanta, Gainesville and Tampa promoting Amelia Island's hotel partners' special promotional pricing for the Florida vs. Georgia football weekend.
- ⊗ Agency continued discussions regarding the eNewsletters.
- ⊗ Agency began revising the Amelia Island visitor guide.

Upcoming in October

- ⊗ Agency to continue to finalize 2011-2012 marketing recommendations.
- ⊗ Agency to continue revising the Amelia Island visitor guide.
- ⊗ Dependent on Client approval, Agency will begin to produce TV spots.
- ⊗ The Amelia Island triathlon ad running on Competitor.com is scheduled to end October 9, 2011.

PUBLIC RELATIONS
HAYWORTH CREATIVE

Media Development

- ⊗ Responded to 10 editorial leads from VISIT FLORIDA, SATW E-news, Media Kitty, and HARO.
- ⊗ Sent information to Audubon Magazine for the November 2011 Great Florida Birding Trail advertorial. Also provided link to the image library.
- ⊗ Provided quote to Meetings South for an upcoming article about Amelia Island.
- ⊗ Worked with editor for "1,000 Places to See Before You Die" to obtain high resolution images for the next edition of the book.
- ⊗ Provided b-roll for The Week the Women Went, which will air on Lifetime.
- ⊗ Worked with New York Times Magazine on an advertorial article.
- ⊗ Continued negotiations about the b-roll opportunities with Applebox. Provided final shot list to the CVB for approval.
- ⊗ Assisted Southern Hospitality Magazine in obtaining interviews with local restaurants.
- ⊗ Sent information about the Silver Flagler Award to local publications.

Press Trips

- ⊗ Finalized itinerary for Jim Byers, from Toronto Star (circulation 600,000), for a one-night visit on Amelia Island on October 14.
- ⊗ Continued follow up for individual press trips with select media.
- ⊗ Finalized coordinating press trip for Points North magazine (upscale Atlanta publication, circulation 70,000). Bre Humphries visited September 24-27. Provided welcome kit and thank you note. Also sent images as a follow up.
- ⊗ Worked with Orlando Magazine (circulation 40,000) to finalize itinerary Mike Boslet on September 23-25. Welcome kit and thank you were sent to writer. Additional itinerary changes were made during Boslet's visit.
- ⊗ Finalized press trip for Jacksonville Luxury Living (circulation 25,000) for September 30 – October 2 press. Welcome kit and thank you note sent to writer.
- ⊗ Finalized press trip for Florida Travel + Life (circulation 103,389). Paul Love visited September 8-10. Sent welcome kit and thank you note.
- ⊗ Secured press visit for Florida Travel + Life photographer following Love's visit. Photographer visited (September 17 - 19).
- ⊗ Finalized itinerary for VIVE Magazine (circulation 75,000). Margarita Abrishami will visit October 9-11.
- ⊗ Worked with American Baby magazine (national, 2+ million circulation) to finalize press trip for September 8-10. Welcome kit and thank you note sent to writer. Additional follow up included a list of babymoon packages from Amelia Island accommodators.

Media Releases

- ⊗ Wrote and distributed the What's New on Amelia Island quarterly press release. The release was distributed to 324 media outlets, including daily newspapers in Florida, Southeast US and certain national markets, online, travel blogs, regional magazines, local media and travel trades.
- ⊗ Distributed Petanque American Open information to daily newspapers in Florida and Georgia. Release was sent to 36 media outlets.
- ⊗ Wrote and distributed release about Florida vs. Georgia game. Release was sent to 580 journalists, including Florida and Georgia dailies, magazines, online outlets and blogs with both travel and sports writers included. Additionally, select national blogs and dailies were included in the distribution.
- ⊗ Wrote press release promoting winter packages on Amelia Island. Release was sent to the CVB for approval and will be distributed in early October.
- ⊗ Wrote press release announcing Halloween activities on Amelia Island. Release was provided to the CVB for approval and will be distributed in early October.
- ⊗ Distributed optimized Florida vs. Georgia deals release via Marketwire.
- ⊗ Continued updating the press room with current press releases.

Promotions

- ⊗ Coordinated promotion with WEJZ-FM (#5 station in the Jacksonville Market, Adult Contemporary format). The promotion is in conjunction with the Southern Women's Show (Oct 20-23) and offers a promotional value of promotional value of \$5,500. Provided copy points, logos, etc.
- ⊗ Coordinated a promotion with WEJZ & WGNE in October for Breathe Right. The promotion takes place October 10 through November 20 and is valued at \$4,100 per station (\$8,200 total). WGNE-FM is the #4 station in Jacksonville with a Country format and WEJZ-FM is the #5 station in Jacksonville with an adult contemporary format. Provided copy points, logos, etc.
- ⊗ Provided opportunity for Omni Amelia Island Plantation to participate in an additional Wheel of Fortune promotion (in addition to the current agreement for this season). They passed on the opportunity.
- ⊗ Contacted two golf publications about possible promotions. Additional publications will be contacted in October.

Miscellaneous

- ⊗ Researched and wrote copy for the October Amelia Island e-newsletter. Copy was approved and will be distributed by Z-Graph in October.
- ⊗ Held call with Amelia Island Garden Show to discuss possible opportunities for partnership.
- ⊗ Held a call with Anne Cain to discuss ways to work together.
- ⊗ Attended editorial meeting with Southern Living at Governor's Conference.
- ⊗ Prepared Activity and Publicity Reports.