

AMELIA ISLAND

TOURIST DEVELOPMENT COUNCIL

Date: Wednesday, January 25, 2012
Location: Residence Inn Amelia Island

Agenda

- | | | |
|--------------|---|--------------|
| I. | Call to Order | Danny Leeper |
| II. | Approval of October 26, 2011 minutes | Danny Leeper |
| III. | Presentation - Amelia Island Jazz Festival | Loren Lum |
| IV. | Financial Report | Jack Healan |
| 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, October 26, 2011
3:00 p.m.
Fernandina Beach City Hall

Present: David Caples, Arlene Filkoff, Holly Germano, Danny Leeper, Tim Poynter, John Price, Jan Smith
Absent: Jack Healan, Katharine Monahan
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 – August 31, 2011 TDC Board Meeting

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

III. Amelia Island Blues Festival

Susan Hurley and Jeff Malone presented a report on the inaugural Amelia Island Blues Festival. It was reported that four hotels on Amelia Island sold out during an otherwise typically slow period. For 2012, the Blues Festival plans to expand the event to three days. The Amelia Island Blues Festival requested continued support for 2012 in the amount of \$10,000. Tim Poynter moved to approve the sponsorship of the 2012 Amelia Island Blues Festival in the amount of \$10,000. Arlene Filkoff seconded. Motion carried unanimously.

IV. Omni Expansion

Tim Digby presented a report on the expansion plans for the Omni Amelia Island Plantation.

V. Finance Committee Report

Gil Langley presented the finance committee report. Bed tax collections are up 15% over last year. Mr. Langley reported there is currently \$310,959 net revenue plus the remaining carry forward for 2011 in the amount of \$353,787. Mr. Langley asked the TDC board for approval to carry forward these excess funds from 2011 for a total of \$664,745 to be used as a reserve in 2012 as bed tax collections are expected to decrease with the construction projects taking place at the Omni and The Ritz-Carlton. Arlene Filkoff moved to approve the carry forward of excess funds from 2011 in the amount of \$664,745 over to 2012. Holly Germano seconded. Motion carried unanimously.

VI. Amelia Island Tourism Development Council Update

Research

Gil Langley presented the research data for the third quarter of 2011 (July-September). 66% of guests indicated the internet was most helpful in planning their visit, 42% indicated their previous visit was most helpful in planning their visit. 96.5% of guests said they were very satisfied or satisfied with their visit. Almost 31% of visitors said they had seen our ads. 76% of guests said they saw information about Amelia Island on internet.

STR Report

Gil Langley presented STR report for September 2011. For the month of September, occupancy was up 4.6%, ADR was up 6%, RevPAR was up 10.9%, and Revenue was up 10.8%. Year to date, occupancy was up 3.6%, ADR up 3.2%, RevPAR up 6.9%, and Revenue up 6.5%. Mr. Langley noted that demand is at its highest ever, and there is still room to grow revenue. For the month of September, Amelia Island remains in the middle of the pack in occupancy compared to our competitive set, and continues to lead in ADR at \$173.

Activity Report

Gil Langley presented the five awards earned by Amelia Island in the 2011 Condé Nast Readers Choice Awards. Amelia Island was ranked #8 in Top Ten Islands in the U.S. The Fairbanks House was voted #2 in Top 50 Small Hotels in the U.S. and #56 in the Top 100 Travel Experiences in the World. Elizabeth Pointe Lodge was ranked #6 in Top 30 Small Resorts in the U.S. The Ritz-Carlton was voted #46 among Top U.S. Mainland Resorts.

Mr. Langley reported that thanks to Amelia Island's participation in the Sweet Tea partnership, the destination will receive additional exposure on the new Atlanta Dining Guide iPhone App. It was also reported that Amelia Island was awarded a Silver Flagler Award for 2011 in the Events category for the 2010 Great Southern Tailgate Cook-off.

Beth Belcher presented recent interactive programs and 2012 plans. Website visits for the month of September increased compared to same time last year, and the bounce rate continues to decline. Florida/Georgia football promotions were a success. Amelia Island Bike Trail brochure near completion. Historic Walking Tour mobile application has launched, with augmented reality phase coming soon. Interactive programs for 2012 include Visit Florida co-ops with Travelocity ad campaign for January through March, a mobile banner campaign with ITI Marketing for May, ad campaign with Travel Ad Network for the Spring, and a Southern Living Vacations email campaign for May. An online interactive memory game will be launched in 2012 with weekly prizes for winners.

Katharina Lane presented public relations programs and 2012 plans. Recent press visits include American Baby, Florida Travel & Life, Orlando Magazine, Points North, Jacksonville Luxury Living, VIVE Magazine, Toronto Star. Promotions include WJGL, WGNE and WEJZ in Jacksonville. Press releases included FL/GA,

quarterly round up, winter packages, Condé Nast, Halloween events and activities. Media clips include *Garden & Gun* and *Charlotte Sun* for cook-off, *Birmingham Magazine*, *OrlandoSentinel.com*, *Women's World*, and *Southern Living*.

Ms. Lane also reported public relations highlights from 2011. 2012 public relations plans include press releases, copy for e-newsletters, promotions, hosting writers, promoting special events, industry meeting, FAM trips, media receptions, nature-themed blog, travel media blog for additional distribution of releases to writers, and a Georgia Aquarium partnership.

VII. Old Business

No old business.

VIII. New Business

Gil Langley reported that the Online Travel Agent suit is moving forward. Gil Langley and Traci Bazaar from the Nassau County Tax Collector's Office are scheduled for a deposition in Tallahassee on November 7, 2011 regarding the suit.

Gil Langley reported that the Christian Bus Tours group is arriving in November.

Gil Langley noted that the November TDC board meeting is scheduled for the Wednesday before Thanksgiving. Traditionally, the November and December TDC board meetings are combined due to holiday schedules. Mr. Langley proposed combining the November and December TDC board meetings to meet the third Wednesday of December, which is December 21, 2011. The TDC board consensus to accept Mr. Langley's proposal and schedule the next TDC board meeting on Wednesday, December 21, 2011.

IX. Public Input

Stephen Deucker of The Ritz-Carlton, Amelia Island reported that their new General Manager, Jim McManemon, will be starting November 7, 2011. Katharine Monahan has been promoted to regional vice president for The Ritz-Carlton, and will remain in the area.

Jeff Malone thanked the TDC for their support and sponsorship of the 2012 Amelia Island Blues Festival.

X. The meeting adjourned at 4:21 p.m.

FINANCIAL

Amelia Island TDC December 2011 Financial



Account	Description	CURRENT PERIOD			PRIOR YEAR PERIOD		YEAR -TO-DATE			PRIOR YEAR YTD		ANNUAL BUDGET	
		Actual	Budget	Variance	Actual	Variance	Actual	Budget	Variance	Actual	Variance	2012 Budget	Budget Avl.
INCOME													
312120	<i>Bed Tax Collection</i>	\$162,674	\$130,469	\$32,205	\$125,451	\$37,223	\$584,607	\$530,766	\$53,841	\$489,722	\$94,885	\$3,009,447	\$2,424,840
	<i>Other Income - Reserves</i>	\$0			\$0	\$0	\$0		\$0	\$0			\$0
	TOTAL INCOME	\$162,674	\$130,469	\$32,205	\$125,451	\$37,223	\$584,607	\$530,766	\$53,841	\$489,722	\$94,885	\$3,009,447	\$2,424,840
37521552	<i>Cost of Collections</i>												
549021	Clerk Fee 1.5%	\$2,440	\$1,957	\$483	\$1,882	\$558	\$8,769	\$7,961	\$808	\$7,346	\$1,423	\$45,142	\$36,373
549051	Tax Collector Fee 1.5%	\$2,440	\$1,957	\$483	\$1,882	\$558	\$8,769	\$7,961	\$808	\$7,346	\$1,423	\$45,142	\$36,373
	Total	\$4,880	\$3,914	\$966	\$3,764	\$1,117	\$17,538	\$15,923	\$1,615	\$14,692	\$2,847	\$90,283	\$72,745
NET	Tourist Development Funds	\$157,794	\$126,555	\$31,239	\$121,687	\$36,106	\$567,069	\$514,843	\$52,226	\$475,031	\$92,038	\$2,919,164	\$2,352,095
37522552	<i>TDC Research/Admin. 15%</i>												
531041	Management Fee CVB	\$23,669	\$18,983	\$4,686	\$18,253	\$5,416	\$85,060	\$77,226	\$7,834	\$71,255	\$13,806	\$437,875	\$352,814
37523552	<i>Marketing - 65%</i>												
	<i>Bed Tax</i>	\$102,566	\$82,261	\$20,305	\$79,097	\$23,469	\$368,595	\$334,648	\$33,947	\$308,770	\$59,825	\$1,897,456	\$1,528,862
	<i>Carry Forward</i>			\$0		\$0	\$0		\$0	\$0		\$0	\$0
	Total Available	\$102,566	\$82,261	\$20,305	\$79,097	\$23,469	\$102,566	\$334,648	(\$232,082)	\$308,770	\$59,825	\$1,897,456	\$1,528,862
548110	Ad Production	\$4,994	\$40,000	(\$35,006)	\$0	\$4,994	\$8,254	\$90,000	(\$81,746)	\$23,579	(\$15,325)	\$200,000	\$191,746
548120	Magazine Placement	\$59,150	\$25,000	\$34,150	\$0	\$0	\$118,322	\$55,000	\$63,322	\$758,668	(\$640,346)	\$784,358	\$666,036
548200	Agency Expenses		\$6,000		\$0	\$0	\$0	\$18,000	(\$18,000)	\$23,047	(\$23,047)	\$72,000	\$72,000
548240	Website	\$19,807	\$22,800	(\$2,993)	\$0	\$35,849	\$33,507	\$60,600	(\$27,093)	\$29,363	\$4,144	\$250,000	\$216,493
	Sub-Total	\$83,951	\$93,800	(\$3,849)	\$0	\$83,951	\$160,083	\$223,600	(\$63,517)	\$834,657	(\$674,574)	\$1,306,358	\$1,146,275
	<i>In House Advertising</i>												
548250	Research	\$4,688	\$10,000	(\$5,313)	\$0	\$4,688	\$8,188	\$22,500	(\$14,313)	\$3,500	\$4,688	\$60,000	\$51,813
548330	Newsletter/Telephone	\$4,060	\$3,000	\$1,060	\$0	\$4,060	\$12,262	\$9,000	\$3,262	\$3,988	\$8,274	\$60,000	\$47,738
548350	Golf Getaway		\$0	\$0	\$0	\$0	\$47,509	\$23,750	\$23,759	\$47,500	\$9	\$47,500	(\$9)
	Sub-Total	\$8,747	\$13,000	(\$4,253)	\$0	\$8,747	\$67,958	\$55,250	\$12,708	\$54,988	\$12,971	\$167,500	\$99,542
	<i>Grants & Special Events</i>												
548520	Special Events	\$35,849	\$27,500	\$8,349	\$0	\$35,849	\$50,992	\$72,500	(\$21,508)	\$36,212	\$14,780	\$250,000	\$199,008
548530	Museum Stipend		\$0	\$0	\$0	\$0	\$15,000	\$15,000	\$0	\$15,000	\$0	\$15,000	\$0
548640	Equipment		\$2,600	(\$2,600)	\$0	\$0	\$0	\$6,200	(\$6,200)	\$682	(\$682)	\$13,600	\$13,600
	Sub-Total	\$35,849	\$30,100	\$5,749	\$0	\$35,849	\$65,992	\$93,700	(\$27,708)	\$51,894	\$14,098	\$278,600	\$212,608
	<i>Public Relations</i>												
548710	Agency Fees	\$12,000	\$6,000	\$6,000	\$0	\$12,000	\$24,000	\$18,000	\$6,000	\$12,000	\$12,000	\$72,000	\$48,000
548720	Agency Expenses	\$1,036	\$2,500	(\$1,464)	\$0	\$1,036	\$1,996	\$11,000	(\$9,004)	\$11,964	(\$9,968)	\$50,000	\$48,004
548740	PR Functions On Island		\$1,250	(\$1,250)	\$0	\$0	\$160	\$3,750	(\$3,590)	\$266	(\$106)	\$15,000	\$14,840
548770	Miscellaneous		\$675	(\$675)	\$0	\$0	\$0	\$2,025	(\$2,025)	\$36	(\$36)	\$8,000	\$8,000
	Sub-Total	\$13,036	\$10,425	\$2,611	\$0	\$13,036	\$26,156	\$34,775	(\$8,619)	\$24,266	\$1,890	\$145,000	\$118,844
	Marketing Total	\$141,583	\$147,325	\$258	\$0	\$141,583	\$320,190	\$407,325	(\$87,135)	\$965,804	(\$645,615)	\$1,897,458	\$1,577,268

Amelia Island TDC December 2011 Financial



Account	Description	CURRENT PERIOD			PRIOR YEAR PERIOD		YEAR -TO-DATE			PRIOR YEAR YTD		ANNUAL BUDGET	
		Actual	Budget	Variance	Actual	Variance	Actual	Budget	Variance	Actual	Variance	2012 Budget	Budget Avl.
37523552	Travel Trade - 10%												
	<i>Bed Tax</i>	\$15,779	\$12,655	\$3,124	\$12,169	\$3,611	\$56,707	\$265,131	(\$208,424)	\$47,503	\$9,204	\$291,916	\$235,209
	<i>Carry Forward</i>			\$0		\$0			\$0		\$0		\$0
	<i>Total Available</i>	\$15,779	\$12,655	\$3,124	\$12,169	\$3,611	\$56,707	\$265,131	(\$208,424)	\$47,503	\$9,204	\$291,916	\$235,209
548015	Information Services	\$2,488	\$750	\$1,738	\$0	\$2,488	\$2,488	\$2,500	(\$12)	\$2,400	\$88	\$10,000	\$7,512
548018	Trade Publications		\$5,000	(\$5,000)	\$0	\$0	\$0	\$20,000	(\$20,000)	\$4,500	(\$4,500)	\$50,000	\$50,000
548019	Hospitality Services	\$7,923	\$4,500	\$3,423	\$0	\$7,923	\$13,767	\$13,500	\$267	\$9,863	\$3,904	\$50,000	\$36,233
548111	Dues/Subscript/Training	\$200	\$0	\$200	\$0	\$200	\$200	\$5,000	(\$4,800)	\$3,171	(\$2,971)	\$32,500	\$32,300
548121	Printing-Brochures	\$29,926	\$0	\$29,926	\$0	\$29,926	\$32,746	\$5,000	\$27,746	\$29,500	\$3,246	\$55,000	\$22,254
548131	Freight Federal		\$750	(\$750)	\$0	\$0	\$0	\$2,250	(\$2,250)	\$0	\$0	\$10,000	\$10,000
548141	Registration Trade Shows	\$1,311	\$2,500	(\$1,189)	\$0	\$1,311	\$1,597	\$7,500	(\$5,903)	\$9,245	(\$7,648)	\$20,000	\$18,403
548151	Other Travel Expenses	\$495	\$2,500	(\$2,005)	\$0	\$495	\$1,148	\$7,500	(\$6,352)	\$1,903	(\$755)	\$30,000	\$28,852
548161	On Island FAMS	\$800	\$0	\$800	\$0	\$800	\$1,163	\$0	\$1,163	\$0	\$1,163	\$15,000	\$13,837
548180	Promotional Supplies	\$179	\$0	\$179	\$0	\$179	\$179	\$0	\$179	\$1,628	(\$1,449)	\$19,416	\$19,238
	Travel Trade 10%	\$43,322	\$16,000	\$27,322	\$0	\$43,322	\$53,287	\$63,250	(\$9,963)	\$62,210	(\$8,923)	\$291,916	\$238,629
37525539	Beach Improvements 10%												
	<i>Bed Tax</i>	\$15,779	\$12,655	\$3,124	\$12,169	\$3,611	\$56,707	\$265,131	(\$208,424)	\$47,503	\$9,204	\$291,916	\$235,209
	<i>Carry Forward</i>			\$0		\$0			\$0		\$0		\$0
	<i>Total Available</i>	\$15,779	\$12,655	\$3,124	\$12,169	\$3,611	\$56,707	\$265,131	(\$208,424)	\$47,503	\$9,204	\$291,916	\$235,209
534102	Beach Cleaning	\$5,508	\$2,500	\$3,008	\$0	\$5,508	\$5,508	\$7,500	(\$1,992)	\$80,350	(\$74,842)	\$278,915	\$273,407
549005	Landfill Tipping Fees		\$500	(\$500)	\$0	\$0	\$0	\$1,450	(\$1,450)	\$0	\$0	\$8,000	\$8,000
554000	Dues and Subscriptions		\$0	\$0	\$0	\$0	\$2,500	\$2,500	\$0	\$2,500	\$0	\$5,000	\$2,500
563726	BRSP Reimbursement	\$2,500	\$0	\$2,500	\$0	\$2,500	\$2,500	\$2,500	\$0	\$0	\$2,500	\$0	(\$2,500)
581202	FB Monitoring		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Total	\$8,008	\$3,000	\$5,008	\$0	\$8,008	\$10,508	\$13,950	(\$3,442)	\$82,850	(\$72,342)	\$291,915	\$281,407
EXPENSE TOTAL		\$216,582	\$185,308	\$31,274	\$18,253	\$198,329	\$469,045	\$561,751	(\$92,706)	\$1,182,119	(\$713,074)	\$2,919,164	\$2,450,118
NET		(\$58,789)	(\$58,753)	(\$35)	\$103,434	(\$162,223)	\$98,024	(\$46,908)	\$144,932	(\$707,088)	\$805,112	\$0	(\$98,024)

TRACKING



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Amelia Island Tourist Development Council

For the month of December 2011

Date released: January 1, 2012

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Tab 2 - Multi-Segment

urrency USD US Dollar

Amelia Island Tourist Development Council

For the month of: December 2011

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	2011	2010	2011	2010	2011	2010	cc	D	e	oom e	oom ail	oom Sold	2011	2010	2011	2010	2011	2010	cc	D	e	oom e	oom ail	oom Sold	ensus	Sample	ensus	Sample				
	Florida	57.0	55.2	109.15	105.10	62.18	58.03	3.2	3.9	7.2	7.4	0.2	3.4	62.9	59.2	108.25	103.80	68.13	61.48	6.3	4.3	10.8	10.9	0.1	6.3	3553	1947	409176	291276			
Jacksonville, FL	48.6	48.3	74.55	74.72	36.22	36.07	0.6	-0.2	0.4	0.5	0.1	0.8	58.0	56.2	81.49	80.33	47.28	45.11	3.3	1.4	4.8	5.2	0.4	3.7	262	187	26656	21968				
Jacksonville Beaches	47.4	44.6	107.23	104.63	50.87	46.65	6.4	2.5	9.0	9.0	0.0	6.4	59.0	57.0	120.65	115.72	71.13	65.95	3.5	4.3	7.9	7.2	-0.6	2.8	95	57	7432	5808				
Savannah, GA	48.8	47.3	77.17	75.73	37.63	35.81	3.1	1.9	5.1	5.1	-0.0	3.1	61.1	59.2	88.15	85.42	53.88	50.55	3.3	3.2	6.6	6.7	0.1	3.4	166	124	15026	12509				
Brunswick/Kingsland, GA	39.5	36.2	80.83	77.09	31.94	27.94	9.0	4.9	14.3	5.8	-7.4	0.9	46.3	44.1	94.65	92.16	43.84	40.67	5.0	2.7	7.8	2.9	-4.6	0.1	88	56	6889	4451				
Daytona Beach, FL	31.9	28.7	69.48	70.08	22.15	20.11	11.1	-0.9	10.2	12.3	1.9	13.2	47.5	46.1	92.96	93.35	44.13	43.01	3.0	-0.4	2.6	2.5	-0.2	2.9	178	68	13743	8044				
Charleston, SC	47.4	46.3	98.19	91.73	46.58	42.50	2.4	7.0	9.6	9.0	-0.5	1.9	66.6	64.1	110.05	106.29	73.25	68.15	3.8	3.5	7.5	7.6	0.1	4.0	165	115	17601	13899				
Nassau County, FL	39.0	34.3	124.89	124.75	48.74	42.75	13.9	0.1	14.0	8.9	-4.5	8.8	53.6	50.0	151.28	148.32	81.04	74.12	7.2	2.0	9.3	8.7	-0.6	6.5	22	14	1999	1823				
St Johns County, FL	51.2	47.1	93.79	91.79	48.06	43.26	8.7	2.2	11.1	11.1	0.0	8.7	57.0	55.5	100.78	97.07	57.46	53.90	2.7	3.8	6.6	5.8	-0.7	1.9	77	42	5597	3910				
Hilton Head/Beaufort	32.2	28.4	88.72	84.44	28.59	23.98	13.5	5.1	19.2	17.5	-1.5	11.8	52.5	52.9	120.21	117.78	63.16	62.33	-0.7	2.1	1.3	1.6	0.3	-0.5	46	33	6034	4374				
Fort Walton Beach, FL	27.6	27.9	78.59	73.12	21.70	20.38	-1.0	7.5	6.5	6.3	-0.1	-1.1	52.3	47.0	122.99	113.65	64.32	53.42	11.2	8.2	20.4	19.7	-0.6	10.6	85	45	9852	6140				

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Source 2012 S T T S , nc.

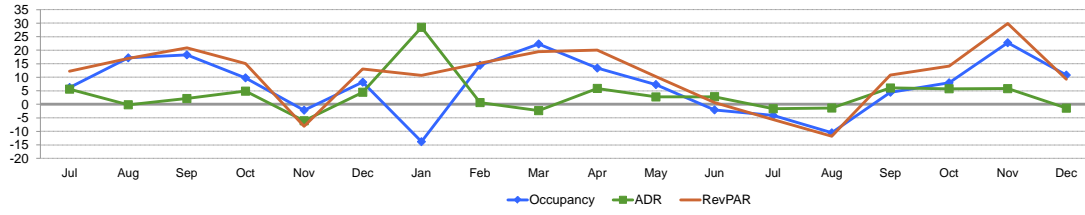
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Tab 3 - Trend Amelia Island Sel Zip

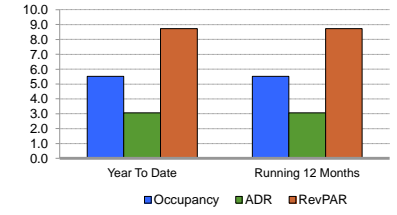
Amelia Island Tourist Development Council
For the Month of December 2011

urrency USD US Dollar

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occupancy	2010						2011											
	ul	ug	Sep	c	o	Dec	an	Fe	ar	pr	ay	un	ul	ug	Sep	c	o	Dec
This Year	72.7	55.1	49.7	52.6	39.9	34.2	33.5	50.9	69.4	76.7	62.4	68.9	69.7	49.3	51.9	56.7	49.0	37.9
Last Year	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	52.6	39.9	34.2
Percent Change	6.2	17.2	18.3	9.8	-2.2	8.2	-13.8	14.4	22.3	13.4	7.3	-2.1	-4.1	-10.5	4.5	8.0	22.8	10.8

D	2010						2011											
	ul	ug	Sep	c	o	Dec	an	Fe	ar	pr	ay	un	ul	ug	Sep	c	o	Dec
This Year	186.98	156.96	140.41	156.09	134.97	141.82	144.61	149.45	181.29	184.91	184.23	188.22	183.91	154.82	148.87	165.07	142.78	139.81
Last Year	177.03	157.23	137.46	148.84	143.72	135.75	112.57	148.50	185.62	174.65	179.34	183.07	186.98	156.96	140.41	156.09	134.97	141.82
Percent Change	5.6	-0.2	2.1	4.9	-6.1	4.5	28.5	0.6	-2.3	5.9	2.7	2.8	-1.6	-1.4	6.0	5.8	5.8	-1.4

e	2010						2011											
	ul	ug	Sep	c	o	Dec	an	Fe	ar	pr	ay	un	ul	ug	Sep	c	o	Dec
This Year	135.96	86.51	69.73	82.03	53.88	48.53	48.46	76.04	125.72	141.90	114.99	129.65	128.23	76.35	77.23	93.65	69.98	53.02
Last Year	121.17	73.95	57.71	71.24	58.65	42.93	43.77	66.02	105.23	118.18	104.31	128.76	135.96	86.51	69.73	82.03	53.88	48.53
Percent Change	12.2	17.0	20.8	15.1	-8.1	13.0	10.7	15.2	19.5	20.1	10.2	0.7	-5.7	-11.7	10.8	14.2	29.9	9.3

Supply	2010						2011											
	ul	ug	Sep	c	o	Dec	an	Fe	ar	pr	ay	un	ul	ug	Sep	c	o	Dec
This Year	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	52,173	50,490	52,173
Last Year	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	52,173	50,490	52,173
Percent Change	7.9	-0.5	-0.5	-0.6	-0.6	-0.6	-0.6	-0.6	-0.6	-0.6	-0.6	-0.6	-0.1	-0.1	-0.1	0.0	0.0	0.0

Demand	2010						2011											
	ul	ug	Sep	c	o	Dec	an	Fe	ar	pr	ay	un	ul	ug	Sep	c	o	Dec
This Year	37,960	28,772	25,089	27,417	20,156	17,852	17,485	23,975	36,182	38,745	32,565	34,780	36,376	25,728	26,193	29,601	24,745	19,784
Last Year	33,101	24,683	21,322	25,121	20,725	16,599	20,409	21,076	29,754	34,370	30,527	35,723	37,960	28,772	25,089	27,417	20,156	17,852
Percent Change	14.7	16.6	17.7	9.1	-2.7	7.5	-14.3	13.8	21.6	12.7	6.7	-2.6	-4.2	-10.6	4.4	8.0	22.8	10.8

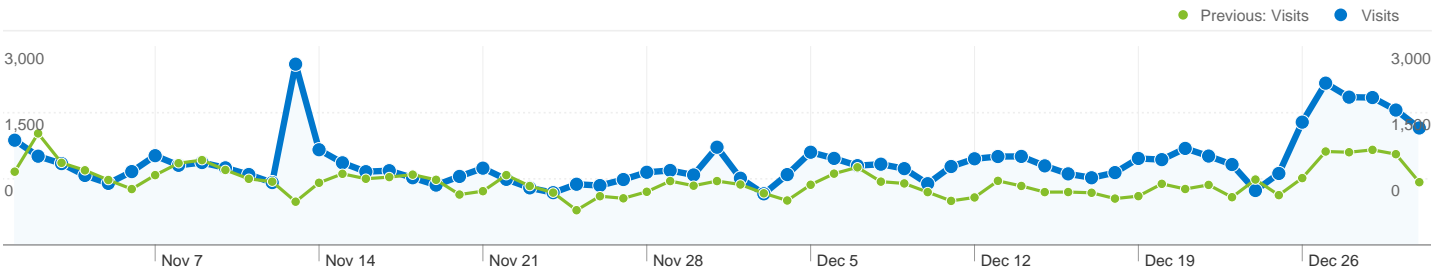
e nue	2010						2011											
	ul	ug	Sep	c	o	Dec	an	Fe	ar	pr	ay	un	ul	ug	Sep	c	o	Dec
This Year	7,097,759	4,516,102	3,522,651	4,279,559	2,720,448	2,531,753	2,528,536	3,583,085	6,559,257	7,164,402	5,999,379	6,546,133	6,689,948	3,983,334	3,899,357	4,886,221	3,533,137	2,766,075
Last Year	5,859,960	3,890,872	2,930,841	3,739,097	2,978,616	2,253,292	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	4,279,559	2,720,448	2,531,753
Percent Change	21.1	16.4	20.2	14.5	-8.7	12.4	10.1	14.5	18.8	19.4	9.6	0.1	-5.7	-11.8	10.7	14.2	29.9	9.3

ensus	2010						2011											
	ul	ug	Sep	c	o	Dec	an	Fe	ar	pr	ay	un	ul	ug	Sep	c	o	Dec
Census Props	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14
Census Rooms	1684	1684	1684	1683	1683	1683	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 2012 S T T S , nc.

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Site Usage

76,899 Visits

Previous: 58,331 (31.83%)

32.42% Bounce Rate

Previous: 36.46% (-11.07%)

319,989 Pageviews

Previous: 276,011 (15.93%)

00:03:40 Avg. Time on Site

Previous: 00:04:04 (-10.07%)

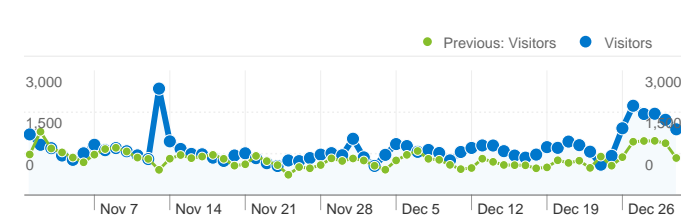
4.16 Pages/Visit

Previous: 4.73 (-12.06%)

76.09% % New Visits

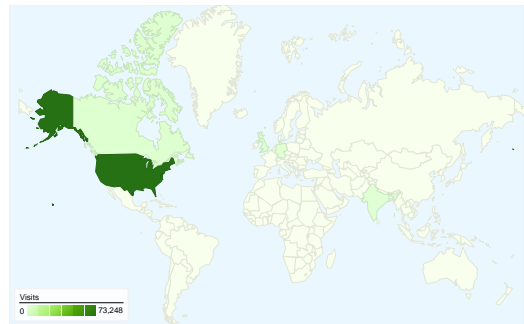
Previous: 77.49% (-1.82%)

Visitors Overview

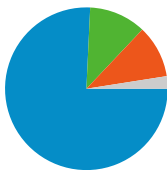


Visitors
61,973

Map Overlay

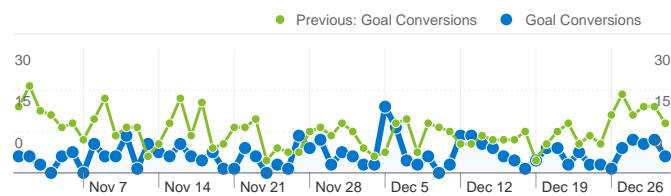


Traffic Sources Overview



- **Search Engines**
58,247.00 (75.74%)
- **Referring Sites**
8,699.00 (11.31%)
- **Direct Traffic**
8,046.00 (10.46%)
- **Other**
1,907 (2.48%)

Goals Overview

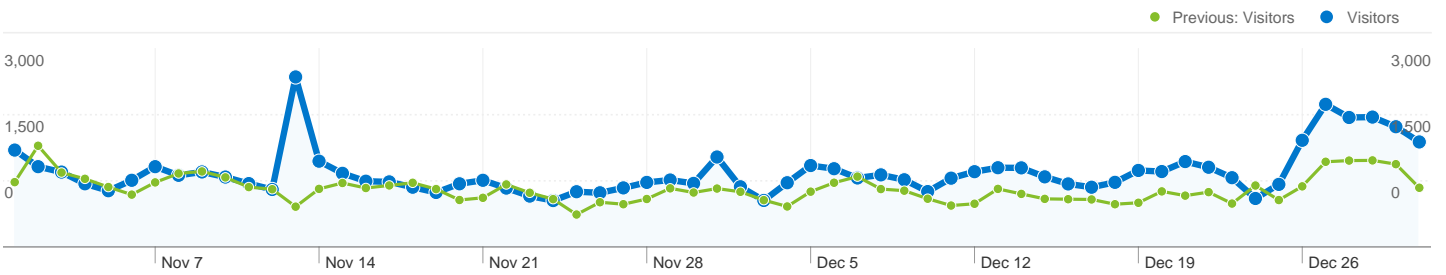


Content Overview


Pages	Pageviews	% Pageviews
/		
Nov 1, 2011 - Dec 31, 2011	52,357	16.36%
Nov 1, 2010 - Dec 31, 2010	47,651	17.26%
% Change	9.88%	-5.22%
/area-services/accommodations/hotels-motels/		
Nov 1, 2011 - Dec 31, 2011	12,756	3.99%
Nov 1, 2010 - Dec 31, 2010	10,825	3.92%
% Change	17.84%	1.64%
/media-gallery/		
Nov 1, 2011 - Dec 31, 2011	12,649	3.95%
Nov 1, 2010 - Dec 31, 2010	8,440	3.06%
% Change	49.87%	29.27%
/about-amelia-island/		
Nov 1, 2011 - Dec 31, 2011	11,515	3.60%
Nov 1, 2010 - Dec 31, 2010	4,071	1.47%
% Change	182.85%	143.98%
/area-services/accommodations/resorts/		
Nov 1, 2011 - Dec 31, 2011	10,499	3.28%
Nov 1, 2010 - Dec 31, 2010	8,715	3.16%
% Change	20.47%	3.91%

Amelia Island (No Filters) Visitors Overview


Nov 1, 2011 - Dec 31, 2011
Comparing to: Nov 1, 2010 - Dec 31, 2010





61,973 people visited this site


 **76,899 Visits**
Previous: 58,331 (31.83%)

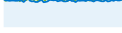
 **61,973 Absolute Unique Visitors**
Previous: 48,050 (28.98%)

 **319,989 Pageviews**
Previous: 276,011 (15.93%)

 **4.16 Average Pageviews**
Previous: 4.73 (-12.06%)

 **00:03:40 Time on Site**
Previous: 00:04:04 (-10.07%)

 **32.42% Bounce Rate**
Previous: 36.46% (-11.07%)

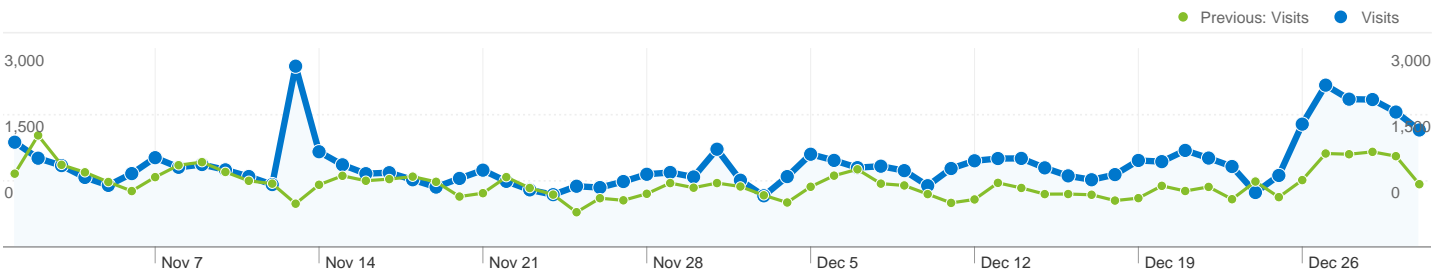
 **76.09% New Visits**
Previous: 77.49% (-1.82%)

Technical Profile

Browser	Visits	% visits
Internet Explorer		
Nov 1, 2011 - Dec 31, 2011	41,953	54.56%
Nov 1, 2010 - Dec 31, 2010	37,047	63.51%
% Change	13.24%	-14.10%
Safari		
Nov 1, 2011 - Dec 31, 2011	15,198	19.76%
Nov 1, 2010 - Dec 31, 2010	8,389	14.38%
% Change	81.17%	37.42%

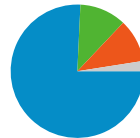
Amelia Island (No Filters) Traffic Sources Overview

Nov 1, 2011 - Dec 31, 2011
Comparing to: Nov 1, 2010 - Dec 31, 2010



All traffic sources sent a total of 76,899 visits

- 10.46% Direct Traffic**
Previous: 11.60% (-9.78%)
- 11.31% Referring Sites**
Previous: 14.11% (-19.81%)
- 75.74% Search Engines**
Previous: 73.34% (3.28%)



- Search Engines**
58,247.00 (75.74%)
- Referring Sites**
8,699.00 (11.31%)
- Direct Traffic**
8,046.00 (10.46%)
- Other**
1,907 (2.48%)

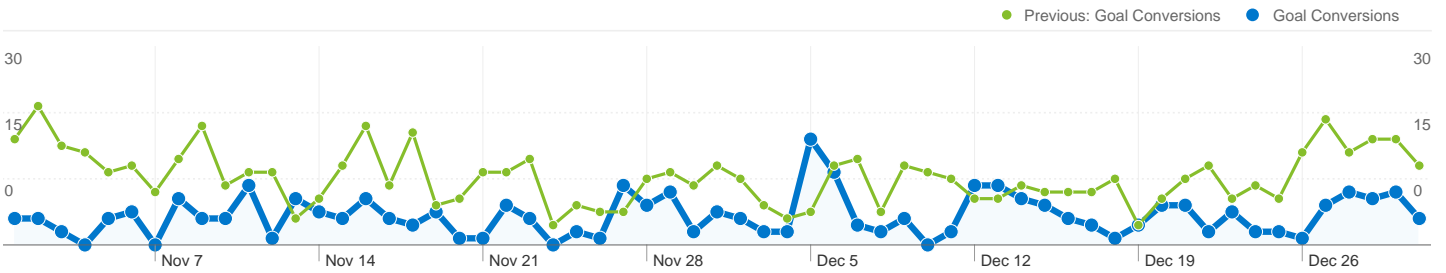
Top Traffic Sources

Sources	Visits	% visits
google (organic)		
Nov 1, 2011 - Dec 31, 2011	35,912	46.70%
Nov 1, 2010 - Dec 31, 2010	34,331	58.86%
% Change	4.61%	-20.65%
google (cpc)		
Nov 1, 2011 - Dec 31, 2011	10,345	13.45%
Nov 1, 2010 - Dec 31, 2010	0	0.00%
% Change	100.00%	100.00%
(direct) ((none))		
Nov 1, 2011 - Dec 31, 2011	8,046	10.46%
Nov 1, 2010 - Dec 31, 2010	6,765	11.60%
% Change	18.94%	-9.78%
bing (organic)		
Nov 1, 2011 - Dec 31, 2011	6,082	7.91%
Nov 1, 2010 - Dec 31, 2010	3,370	5.78%
% Change	80.47%	36.90%
yahoo (organic)		

Keywords	Visits	% visits
amelia island		
Nov 1, 2011 - Dec 31, 2011	22,811	39.16%
Nov 1, 2010 - Dec 31, 2010	22,241	51.99%
% Change	2.56%	-24.68%
(not provided)		
Nov 1, 2011 - Dec 31, 2011	5,758	9.89%
Nov 1, 2010 - Dec 31, 2010	0	0.00%
% Change	100.00%	100.00%
amelia island florida		
Nov 1, 2011 - Dec 31, 2011	3,587	6.16%
Nov 1, 2010 - Dec 31, 2010	1,987	4.64%
% Change	80.52%	32.58%
amelia island fl		
Nov 1, 2011 - Dec 31, 2011	1,274	2.19%
Nov 1, 2010 - Dec 31, 2010	655	1.53%
% Change	94.50%	42.85%
amelia island hotels		

Amelia Island (No Filters) Goals Overview

Nov 1, 2011 - Dec 31, 2011
Comparing to: Nov 1, 2010 - Dec 31, 2010



Visitors completed 269 goal conversions

76 conversions, Goal 1: Newsletter Sign Up
Previous: 146 (-47.95%)

98 conversions, Goal 2: Request Brochure
Previous: 444 (-77.93%)

32 conversions, Goal 3: Meeting RFP
Previous: 2 (1,500.00%)

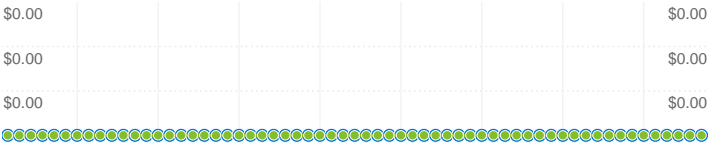
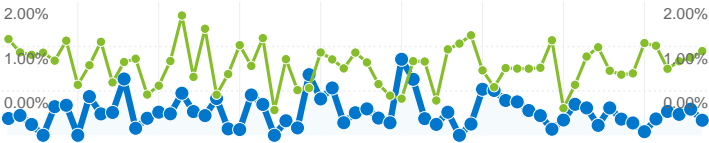
38 conversions, Goal 4: Wedding RFP
Previous: 0 (0.00%)

25 conversions, Goal 5: Contact Us
Previous: 34 (-26.47%)

Goal Performance

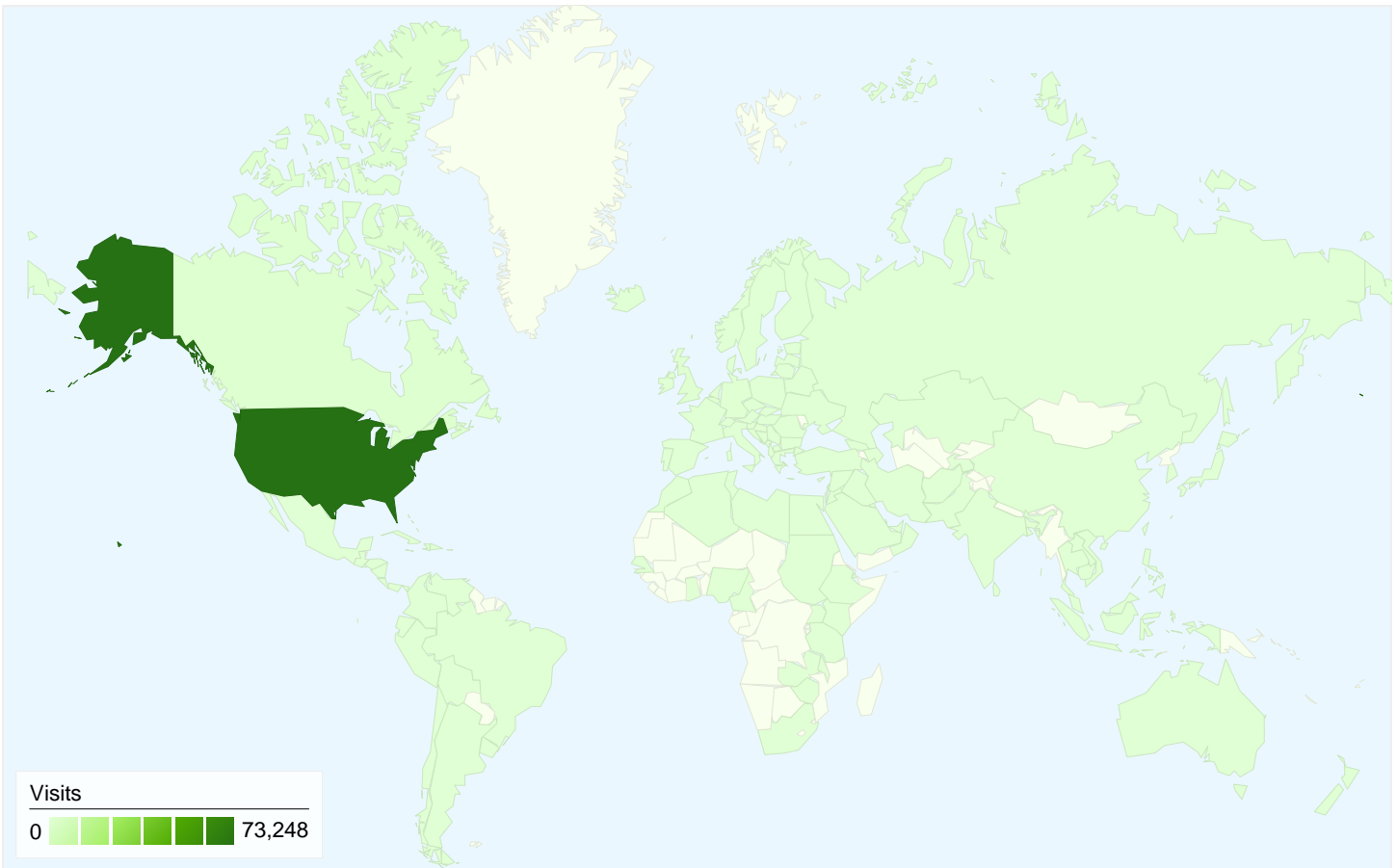
Goal Conversion Rate

Total Goal Value



Goal Conversion Rate
0.35%

Total Goal Value
\$0.00



76,899 visits came from 140 countries/territories

Site Usage

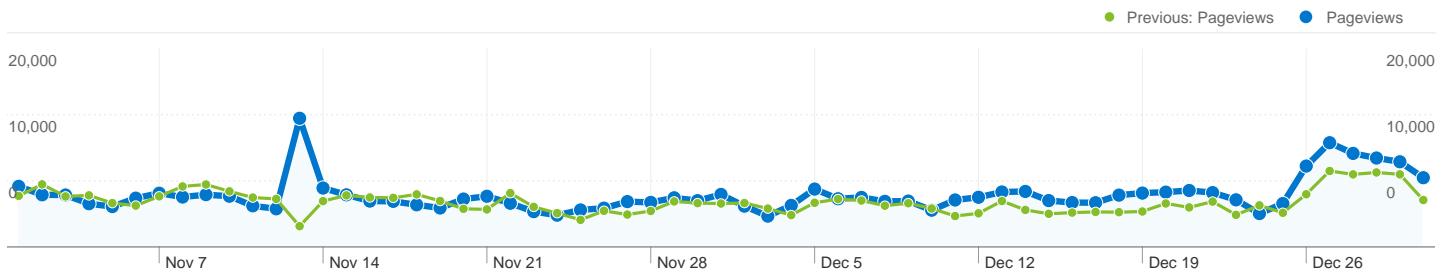
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
76,899 Previous: 58,331 (31.83%)	4.16 Previous: 4.73 (-12.06%)	00:03:40 Previous: 00:04:04 (-10.07%)	76.12% Previous: 77.53% (-1.82%)	32.42% Previous: 36.46% (-11.07%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States					
November 1, 2011 - December 31, 2011	73,248	4.18	00:03:41	75.78%	32.23%
November 1, 2010 - December 31, 2010	55,603	4.76	00:04:06	77.23%	36.19%
% Change	31.73%	-12.17%	-9.99%	-1.89%	-10.95%
Canada					
November 1, 2011 - December 31, 2011	1,180	4.57	00:03:52	82.29%	28.05%
November 1, 2010 - December 31, 2010	1,042	5.00	00:04:26	83.49%	34.64%
% Change	13.24%	-8.61%	-12.82%	-1.44%	-19.03%
United Kingdom					
November 1, 2011 - December 31, 2011	629	4.26	00:03:33	79.65%	28.46%

November 1, 2010 - December 31, 2010	337	4.15	00:03:06	86.35%	41.54%
% Change	86.65%	2.71%	14.89%	-7.76%	-31.50%
Germany					
November 1, 2011 - December 31, 2011	262	3.77	00:02:42	78.63%	31.68%
November 1, 2010 - December 31, 2010	209	5.06	00:04:29	82.30%	35.41%
% Change	25.36%	-25.43%	-39.91%	-4.46%	-10.53%
India					
November 1, 2011 - December 31, 2011	130	2.92	00:02:09	90.00%	61.54%
November 1, 2010 - December 31, 2010	45	1.67	00:01:45	95.56%	66.67%
% Change	188.89%	74.92%	22.78%	-5.81%	-7.69%
Netherlands					
November 1, 2011 - December 31, 2011	82	4.50	00:04:14	73.17%	31.71%
November 1, 2010 - December 31, 2010	57	3.75	00:02:09	92.98%	29.82%
% Change	43.86%	19.86%	96.81%	-21.31%	6.31%
Brazil					
November 1, 2011 - December 31, 2011	80	3.61	00:04:28	83.75%	51.25%
November 1, 2010 - December 31, 2010	71	3.28	00:03:08	87.32%	49.30%
% Change	12.68%	10.08%	42.21%	-4.09%	3.96%
France					
November 1, 2011 - December 31, 2011	72	3.08	00:03:05	87.50%	41.67%
November 1, 2010 - December 31, 2010	62	2.56	00:01:52	80.65%	62.90%
% Change	16.13%	20.23%	64.97%	8.50%	-33.76%
Switzerland					
November 1, 2011 - December 31, 2011	64	3.47	00:03:23	84.38%	23.44%
November 1, 2010 - December 31, 2010	37	3.76	00:02:33	86.49%	45.95%
% Change	72.97%	-7.67%	32.76%	-2.44%	-48.99%
(not set)					
November 1, 2011 - December 31, 2011	62	2.71	00:01:51	85.48%	61.29%
November 1, 2010 - December 31, 2010	11	4.36	00:06:43	90.91%	27.27%
% Change	463.64%	-37.90%	-72.52%	-5.97%	124.73%

1 - 10 of 140

Amelia Island (No Filters) Content Overview

Nov 1, 2011 - Dec 31, 2011
Comparing to: Nov 1, 2010 - Dec 31, 2010



Pages on this site were viewed a total of 319,989 times

 **319,989** Pageviews

Previous: 276,011 (15.93%)

 **246,841** Unique Views

Previous: 208,711 (18.27%)

 **32.47%** Bounce Rate

Previous: 36.53% (-11.11%)

Top Content

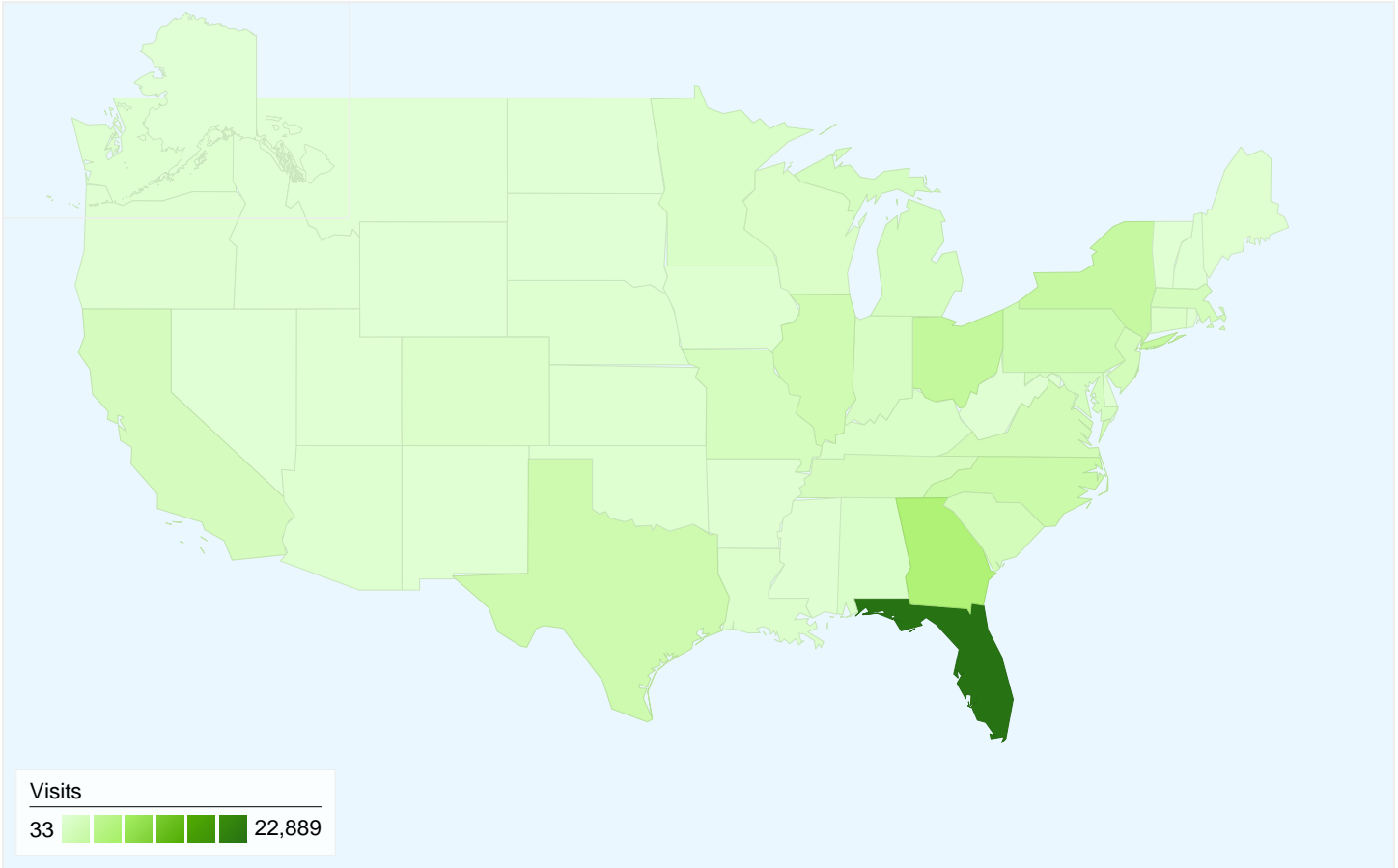
Pages	Pageviews	% Pageviews
/		
Nov 1, 2011 - Dec 31, 2011	52,357	16.36%
Nov 1, 2010 - Dec 31, 2010	47,651	17.26%
% Change	9.88%	-5.22%
/area-services/accommodations/hotels-motels/		
Nov 1, 2011 - Dec 31, 2011	12,756	3.99%
Nov 1, 2010 - Dec 31, 2010	10,825	3.92%
% Change	17.84%	1.64%
/media-gallery/		
Nov 1, 2011 - Dec 31, 2011	12,649	3.95%
Nov 1, 2010 - Dec 31, 2010	8,440	3.06%
% Change	49.87%	29.27%
/about-amelia-island/		
Nov 1, 2011 - Dec 31, 2011	11,515	3.60%
Nov 1, 2010 - Dec 31, 2010	4,071	1.47%
% Change	182.85%	143.98%
/area-services/accommodations/resorts/		

Country/Territory Detail:

United States

Nov 1, 2011 - Dec 31, 2011

Comparing to: Nov 1, 2010 - Dec 31, 2010



This country/territory sent 73,248 visits via 52 regions

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
73,248 Previous: 55,603 (31.73%)	4.18 Previous: 4.76 (-12.17%)	00:03:41 Previous: 00:04:06 (-9.99%)	75.78% Previous: 77.23% (-1.89%)	32.23% Previous: 36.19% (-10.95%)	
Region	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Florida					
November 1, 2011 - December 31, 2011	22,889	4.19	00:03:58	70.94%	33.96%
November 1, 2010 - December 31, 2010	17,670	4.61	00:04:02	72.68%	41.64%
% Change	29.54%	-8.99%	-1.60%	-2.39%	-18.45%
Georgia					
November 1, 2011 - December 31, 2011	6,445	4.28	00:04:01	72.60%	30.55%
November 1, 2010 - December 31, 2010	5,614	5.09	00:04:39	76.90%	31.28%
% Change	14.80%	-15.90%	-13.59%	-5.59%	-2.33%
Ohio					

November 1, 2011 - December 31, 2011	3,751	3.58	00:03:04	77.82%	40.87%
November 1, 2010 - December 31, 2010	1,556	5.16	00:04:27	76.80%	32.65%
% Change	141.07%	-30.74%	-30.92%	1.33%	25.18%
New York					
November 1, 2011 - December 31, 2011	3,603	4.12	00:03:18	80.54%	29.39%
November 1, 2010 - December 31, 2010	3,599	4.45	00:03:38	79.94%	35.48%
% Change	0.11%	-7.45%	-9.16%	0.76%	-17.16%
North Carolina					
November 1, 2011 - December 31, 2011	2,868	4.35	00:03:46	75.77%	29.36%
November 1, 2010 - December 31, 2010	2,086	5.34	00:04:34	79.48%	28.43%
% Change	37.49%	-18.58%	-17.35%	-4.67%	3.27%
Texas					
November 1, 2011 - December 31, 2011	2,579	3.74	00:03:07	80.38%	35.83%
November 1, 2010 - December 31, 2010	1,580	4.75	00:03:47	83.35%	34.05%
% Change	63.23%	-21.14%	-17.50%	-3.57%	5.22%
Pennsylvania					
November 1, 2011 - December 31, 2011	2,380	4.42	00:03:48	77.14%	26.72%
November 1, 2010 - December 31, 2010	1,646	4.96	00:03:58	81.11%	32.32%
% Change	44.59%	-10.87%	-4.16%	-4.89%	-17.32%
Illinois					
November 1, 2011 - December 31, 2011	2,283	4.13	00:03:21	80.64%	30.75%
November 1, 2010 - December 31, 2010	1,673	4.95	00:03:49	82.07%	30.01%
% Change	36.46%	-16.59%	-11.96%	-1.74%	2.48%
Virginia					
November 1, 2011 - December 31, 2011	1,970	4.22	00:03:45	78.58%	29.85%
November 1, 2010 - December 31, 2010	1,380	4.52	00:03:46	79.78%	34.28%
% Change	42.75%	-6.67%	-0.68%	-1.51%	-12.92%
South Carolina					
November 1, 2011 - December 31, 2011	1,781	4.88	00:04:27	75.52%	25.10%
November 1, 2010 - December 31, 2010	1,213	5.40	00:04:45	78.24%	28.77%
% Change	46.83%	-9.66%	-6.08%	-3.47%	-12.77%

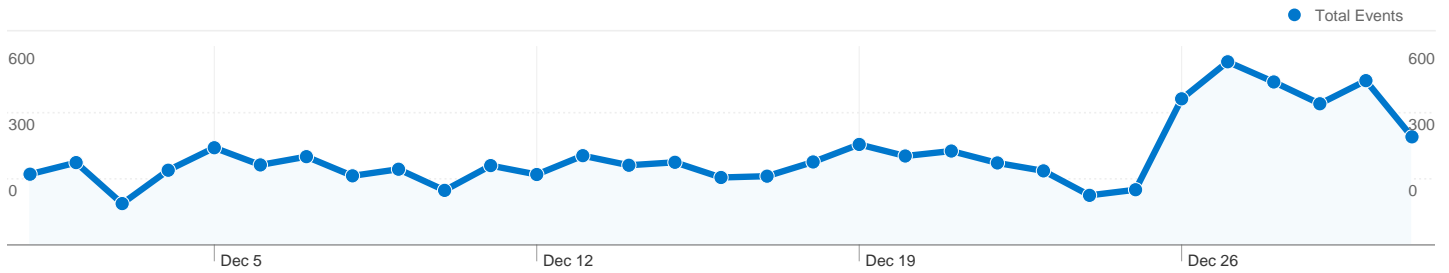
1 - 10 of 52

Event Tracking Category:

Area Services

Dec 1, 2011 - Dec 31, 2011

Comparing to: Site



This category recorded 8,483 total events via 34 event actions

Filtered for event actions containing "accommodation"

Events

Event Action	Total Events	Unique Events	Event Value	Avg. Value
Total Events 8,483 % of Site Total: 47.30%	Unique Events 7,718 % of Site Total: 88.39%	Event Value 0 % of Site Total: 0.00%	Avg. Value 0.00 Site Avg: 0.00 (0.00%)	
Accommodation - Omni Amelia Island Plantation Resort	1,046	971	0	0.00
Accommodation - The Ritz-Carlton, Amelia Island	878	806	0	0.00
Accommodation - Amelia Hotel...At The Beach	670	575	0	0.00
Accommodation - Seaside Amelia Inn	511	479	0	0.00
Accommodation - Elizabeth Pointe Lodge	417	370	0	0.00
Accommodation - Summer Beach Resort	392	363	0	0.00
Accommodation - Amelia by the Sea	316	294	0	0.00
Accommodation - Amelia Oceanfront Bed & Breakfast	311	290	0	0.00
Accommodation - Amelia Island Williams House	285	258	0	0.00
Accommodation - Addison on Amelia	261	230	0	0.00
Accommodation - Hampton Inn & Suites, Amelia Island	261	235	0	0.00
Accommodation - Residence Inn Amelia Island	239	223	0	0.00
Accommodation - Fort Clinch State Park	233	218	0	0.00
Accommodation - Fairbanks House	232	209	0	0.00
Accommodation - Beachside Motel	202	179	0	0.00
Accommodation - Amelia Island Resort Rentals	189	172	0	0.00
Accommodation - Hoyt House	180	157	0	0.00
Accommodation - Villas of Amelia Island Plantation	178	171	0	0.00
Accommodation - AmeliaVacations.com by ERA Fernandina Beach Realty	176	163	0	0.00

Accommodation - Florida House Inn	166	153	0	0.00
Accommodation - Premier Beach Rentals	163	123	0	0.00
Accommodation - Amelia Rental & Management Services	162	153	0	0.00
Accommodation - Hampton Inn, Amelia Island at Fernandina Beach	153	145	0	0.00
Accommodation - Amelia Island Vacation	143	136	0	0.00
Accommodation - Days Inn & Suites	140	119	0	0.00
Accommodation - Comfort Suites	120	115	0	0.00
Accommodation - Amelia South Condominiums	80	67	0	0.00
Accommodation - Blue Heron Inn	80	67	0	0.00
Accommodation - Amelia Surf & Racquet Club	71	71	0	0.00
Accommodation - Sand Dollar Villas	63	50	0	0.00
Accommodation - Atlantis on Amelia	52	46	0	0.00
Accommodation - The Pelicans Condominiums	47	45	0	0.00
Accommodation - Oceans of Amelia	45	44	0	0.00
Accommodation - Ketch Courtyard	21	21	0	0.00

1 - 34 of 34

Traffic

Monthly Global People
12/12/11 - 1/10/12

— Directly Measured Rough Estimate



ameliaisland.com

Directly Measured 

● GLOBAL	31.9K	Max: 31.9K	1/10/12
● GB	230	Max: 230	1/10/12
● CA	496	Max: 496	1/10/12
● US	30.6K	Max: 30.6K	1/10/12

US Demographics

Updated Jan 6, 2012 ~ Next: Jan 18, 2012 by 9AM PST

40%	Male
60%	Female
12%	Under 18
29%	18-34
32%	35-49
27%	50+
81%	Cauc.
6%	Afr. Am.
3%	Asian
8%	Hisp.
1%	Other
54%	No Kids
46%	Has Kids
14%	\$0-30k
25%	\$30-60k
29%	\$60-100k
32%	\$100k+
35%	No College
46%	College
18%	Grad. Sch.

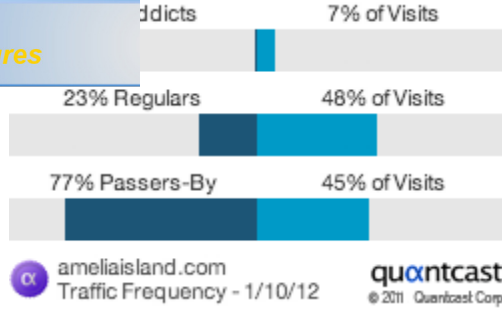
Traffic Frequency

Global

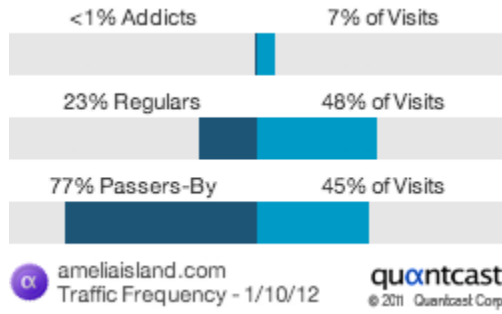


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US



ACTIVITY

NOVEMBER & DECEMBER 2011

TOURISM MARKETING (NOV)

Tourism Sales Efforts

- ⊗ Distributed brochures to island accommodations.
- ⊗ Responded to Meeting, Wedding, Tour, and Receptive requests.
- ⊗
- ⊗ Provided information bags for corporate, wedding, T/T groups.
- ⊗ Welcomed 696 guests from motor coaches to the historic district.

Administration

- ⊗ Working with stakeholders to update listings in the dining guide, visitor guide and value card brochure for 2012 as well as Seaside Salute and Free Night Any Night promotional programs.

Interactive

- ⊗ 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 November email campaign.
- ⊗ Created article pages on ameliaisland.com for November email campaign.
- ⊗ Worked with Visit Florida partners on official co-ops for 2012.
- ⊗ Working with Museum of History to obtain assets for phase two of walking tour app.
- ⊗ Worked with Arts and Culture Nassau on their website.
- ⊗ Worked with HFBA on their new website.
- ⊗ Handled Bass 2 Billfish TV visit.
- ⊗ Distributed media alert regarding Bass 2 Billfish visit.
- ⊗ Conference calls regarding re-launch of D3000 system.
- ⊗ Coordinated radio advertising for B&B Cookie Tour.
- ⊗ Created holiday dining guide for Thanksgiving.
- ⊗ Restaurant Week coordination.
- ⊗ Secured KCBS sanctioning for Third Annual Great Southern Tailgate Cook-Off.
- ⊗ Secured City permit for 2012 Great Southern Tailgate Cook-Off.
- ⊗ Launched Gator Bowl sweepstakes landing pages and paid search campaign.
- ⊗ Worked with Gator Bowl on Amelia Island content for GatorBowl.com.
- ⊗ Working on bike trail mobile application.
- ⊗ Petanque, B&B Cookie Tour, and Holiday Home Tour banner ads for ameliaisland.com.
- ⊗ Worked with FlipKey.com on link sharing between sites.

ADVERTISING & MARKETING (NOV)

Advertising

- ⊗ Agency continued to receive and review media placement opportunities.
- ⊗ Agency developed 2011- 2012 media recommendations.
- ⊗ Agency continued to revise and update the Amelia Island Visitor Guide. Printing scheduled for beginning of December.
- ⊗ Agency continued beta testing for the interactive memory game. Game finalization is scheduled for December.
- ⊗ Agency developed and submitted an ad for the Southern Living Magazine January 2012 issue.
- ⊗ Agency began developing the Amelia Island B&B Association ad for the VISIT FLORIDA GLBT marketing campaign.
- ⊗ Agency developed and submitted an ad for the Atlanta Magazine January 2012 issue.
- ⊗ Agency developed and submitted a golf themed ad for PLAY FLA Magazine.
- ⊗ Agency developed and submitted a mobile banner ad for the Atlanta Magazine Dining mobile app.
- ⊗ Agency continued discussions regarding the eNewsletters and TV spots.

Upcoming in December

- ⊗ Agency to continue to execute 2011 – 2012 marketing recommendations.
- ⊗ Agency to finalize revisions to the Amelia Island Visitor Guide.
- ⊗ Agency to continue discussion regarding new creative direction for ads.
- ⊗ Develop and coordinate radio spots and media placement for the Gator Bowl Sweepstakes media campaign.
- ⊗ Dependent on Client direction, Agency will begin to produce TV spots.
- ⊗ Continue development of the eNewsletter program.
- ⊗ Finalize the interactive memory game.

**PUBLIC RELATIONS
HAYWORTH CREATIVE (NOV)**

Media Development

- ⊗ Responded to 8 editorial leads from VISIT FLORIDA, SATW E-news, Media Kitty, and HARO.
- ⊗ Provided images to Lisa Ruth for her upcoming Washington Times article.
- ⊗ Researched food hub angle for Cooking Light. Unfortunately, the publication wasn't able to include Amelia Island.
- ⊗ Continued working with Applebox Productions to obtain tentative date for b-roll filming in the spring.
- ⊗ Provided images to Sherman's Travel to consider for blog about holiday events on Amelia Island.
- ⊗ Provided bridal and honeymoon information to Kristen Maneri, on assignment for Canada's Florida Travel Guide.
- ⊗ Drafted Atlanta Weddings advertorial copy and provided to the publication.
- ⊗ Submitted event for consideration in the Atlanta Magazine e-newsletter.
- ⊗ Provided images for VISITFLORIDA.com's upcoming story on Fernandina Beach.
- ⊗ Sent images and information for SheKnows.com story about great lunch spots in the Jacksonville area.
- ⊗ Provided information to freelance writer working on an article for Redbook magazine about vacation home rental destinations for spring break.
- ⊗ Provided images to the Toronto Star for upcoming golf story.

Press Trips

- ⊗ Worked with Florida Travel + Life (circulation 103,389) to schedule a visit for Alisson Clark for a romance angle. Clark will visit January 7. Itinerary will be coordinated in December.
- ⊗ Finalized itinerary for Jan Schroder, from Travelgirl (circulation 150,000). Schroder visited on November 4-6. Thank you was sent to her following her visit.

Media Releases

- ⊗ Revised and distributed holiday events press release. Release was distributed to 271 media outlets, including Florida and southeast lifestyle publications, dailies and online outlets, as well as select national publications.
- ⊗ Wrote and distributed a press release announcing package in conjunction with the Garden Show. The press release was distributed to Florida and southeast lifestyle magazine and local magazines as well as all contacts (including newspapers) in the packages and calendar distribution list. The release will also be sent to online and dailies in January.
- ⊗ Wrote packages release for the Gator Bowl. Release is currently being edited and will be distributed in early December.
- ⊗ Wrote optimized press release for Gator Bowl. Release is awaiting team announcement in December.

- ⊗ Created and distributed a holiday events SEO press release. The release was distributed via Marketwire.
- ⊗ Wrote and distributed a press release announcing the Adrian Awards. Release was distributed primarily to local and regional media.
- ⊗ Continued updating the press room with current press releases.

Promotions

- ⊗ Worked with Harris Teeter to secure a partnership again in 2012. The partnership will consist of a giveaway to Amelia Island from January through March and special deals April through December. Reviewed sweepstakes rules and collateral.
- ⊗ Finalized partnership with Georgia Aquarium. Partnership will include a giveaway to Amelia Island from January through March and special deals to Amelia Island from May through December. Giveaway will be promoted in the aquarium, online, in e-newsletters and on social media. Coordinated giveaway with the industry.
- ⊗ Worked with Paradise Advertising for ad for the PBG Lifestyle magazine promotion. Also worked with the publication regarding images, logos, information, etc. for their article.
- ⊗ Worked with Wheel of Fortune to obtain tentative run-date for the promotion – April 25.
- ⊗ Sent Woman’s World winner the certificates from the promotion.
- ⊗ Coordinated a promotion with Orlando Wedding magazine. The promotion includes \$4,750 in media exposure, including in-book, online, and contestant leads. Promotion will take place from December to June 2012. Provided publication with logos, images and copy points. Orlando Wedding magazine is a biannual publication with a yearly circulation of 20,000 on newsstands, at bridal events, retail outlets and bridal service providers providing excellent exposure of the property to potential brides.

Miscellaneous

- ⊗ Researched and wrote copy for the December Amelia Island e-newsletter. Copy was approved and will be distributed by Z-Graph in December.
- ⊗ Created and distributed invite for the Annual Industry update. Took reservations for the event and coordinated with the Residence Inn, Amelia Island for the event. Meeting scheduled for December 15.
- ⊗ Wrote dining spotlight and obtained recipe for the Visitor Guide.
- ⊗ Prepared Activity and Publicity Reports.

TOURISM MARKETING (DEC)

Tourism Sales Efforts

- ⊗ Distributed brochures to island accommodations.
- ⊗ Responded to Meeting, Wedding, Tour, and Receptive requests.
- ⊗
- ⊗ Provided information bags for corporate, wedding, T/T groups.
- ⊗ Welcomed 81 guests from motor coaches to the historic district.

Administration

- ⊗ Finalized new dining guide, visitor guide, Artrageous Artwalk brochure and value card brochure for 2012.
- ⊗ Created holiday dining guide for Christmas and New Year's.
- ⊗ Restaurant Week event coordination.
- ⊗ D3000 system training.
- ⊗ Attended Blue Heron Inn ribbon cutting ceremony.
- ⊗ Held annual industry meeting to update stakeholders on 2011 accomplishments and 2012 initiatives.
- ⊗ Updated the value card landing page for 2012
- ⊗ Updated the Artrageous Artwalk landing page for 2012

Interactive

- ⊗ Updates for AmeliaIsland.com and event calendar.
- ⊗ Posted updates on Facebook and Twitter.
- ⊗ Responded to guest inquiries from websites and provided information.
- ⊗ Finalized Visit Florida official interactive co-ops for 2012.
- ⊗ Working with Museum of History to obtain assets for phase two of walking tour app.
- ⊗ Working with Arts and Culture Nassau on their website.
- ⊗ Worked with HFBA on their new website.
- ⊗ Finalized production details for upcoming Amelia Island episode of Bass 2 Billfish.
- ⊗ Working with D3000 system and MMGY Global to streamline visitor inquiry recording.
- ⊗ Working on bike trail mobile application.
- ⊗ Holiday Dining and Gator Bowl banner ads for ameliaisland.com.
- ⊗ Gator Bowl pole banner and street banner campaign featuring new sponsor logo.
- ⊗ Weekly conference calls with MMGY Global regarding ameliaisland.com.
- ⊗ Worked with Book Direct/Jack Rabbit Systems to correct search engine display.
- ⊗ Coordinated ESPN advertising during Gator Bowl game.
- ⊗ Working with Paradise Advertising and Zgraph to transition eNewsletter distribution for 2012.
- ⊗ Handled Gator Bowl Sweepstakes and coordinated prizes with winner.

ADVERTISING & MARKETING (DEC)

Advertising

- ⊗ Agency continued to receive and review media placement opportunities.
- ⊗ Agency continued to revise and update the Amelia Island Visitor Guide. Finalization and printing is scheduled for January 2012.
- ⊗ Agency continued beta testing for the interactive memory game. Game finalization is scheduled for January 2012.
- ⊗ Agency finalized and submitted the Amelia Island B&B Association ad for the VISIT FLORIDA GLBT marketing campaign.
- ⊗ Agency developed and submitted an ad for the Orlando Weddings Magazine Spring/Summer 2012 issue.
- ⊗ Agency developed and submitted a static online banner ad for the Atlanta Magazine website dining section.
- ⊗ Agency began development of the flash online banner ad for the Atlanta Magazine website Dining section.
- ⊗ Agency developed and coordinated a :30 and :15 second radio spot and media placement for the Gator Bowl Sweepstakes media campaign.
- ⊗ Agency coordinated shipping and delivery of :30 second TV spot to air during the 2012 Gator Bowl, which was broadcasted nationwide on ESPN.

Upcoming in January

- ⊗ Agency to continue to execute 2011 – 2012 marketing recommendations.
- ⊗ Agency to finalize the Amelia Island Visitor Guide.
- ⊗ Agency to begin development of the memory game mobile app.
- ⊗ Agency to finalize and submit the flash online banner ad for the Atlanta Magazine website Dining section.
- ⊗ Agency to continue discussion regarding new creative direction for ads.
- ⊗ Agency to finalize the interactive memory game.
- ⊗ Agency to develop new eNewsletter template and deploy the January issue.

**PUBLIC RELATIONS
HAYWORTH CREATIVE (DEC)**

Media Development

- ⊗ Responded to 9 editorial leads from VISIT FLORIDA, SATW E-news, Media Kitty, and HARO.
- ⊗ Continued working with freelance writer working on an article for Redbook magazine about vacation home rental destinations for spring break.
- ⊗ Provided information to Florida Insider magazine about possible volunteer angles for AI.
- ⊗ Submitted the Great Southern Tailgate Cook-off to the SE Tourism Society's Top 20 events.
- ⊗ Provided information about Amelia Island to TALK Magazine for consideration in an upcoming article.
- ⊗ Obtained editorial calendars from a variety of publications for 2012.
- ⊗ Provided Jacksonville Magazine information about Restaurant Week.
- ⊗ Sent an image and information to Atlanta Magazine for Restaurant Week.
- ⊗ Sent images to Dalia Colon regarding Gator Bowl packages.
- ⊗ Obtained a new giveaway for the Amelia Island Geocaching Challenge. Provided CVB with updates for the site for the 2012 program.
- ⊗ Continued trying to nail down a date for b-roll filming in the spring. Waiting for feedback from the CVB.
- ⊗ Coordinated interview via email between writer for Florida Doctor and David Caples regarding staycations at B&Bs.
- ⊗ Provided PBG Lifestyle magazine with a list of contacts for various businesses she was looking to interview.
- ⊗ Worked with The Week The Women Went (TV show on TLC) to obtain permission to use b-roll from Elizabeth Wilkes Photography.
- ⊗ Provided Dalia Colon, from VISIT FLORIDA, images from restaurant week for an upcoming blog.
- ⊗ Began updating press kit for 2012. Will finalize press kit in early 2012.

Press Trips

- ⊗ Finalized itinerary for Florida Travel + Life (circulation 103,389) freelancer Alisson Clark, working on a romance angle. Clark will visit January 7. Welcome kit was prepared and sent.
- ⊗ Provided Jan Schroder, from Travelgirl (circulation 150,000) with information following her visit. Here article is scheduled to come out in January.
- ⊗ Worked to coordinate a trip for Susan Breslow (about.com, Honeymoons). She is planning to visit in late February. Working with JetBlue on potentially hosting her airfare. Her travel arrangements will be finalized in January. About.com has between 45 and 50 million unique monthly visitors each month.
- ⊗ Worked with Blake Miller on a potential press trip to Amelia Island. Miller is a freelance writer for Home By Design magazine (circulation 400,000+ to high-end homeowners), published by By Design Publishing, which is a division of Network Communications Inc.

(NCI), the largest and most-diversified publisher of information for the local real estate market in North America. Trip details will be finalized in January.

- ⊗ Assisted with coordinating destination activities for Ritz-Carlton, Amelia Island Golf Fam trip.
- ⊗ Coordinated a press trip for Mitchell Smyth, freelancer for the Toronto Sun, for February 14-16. Itinerary will be coordinated in January.
- ⊗ Followed up with past writers regarding stories.

Media Releases

- ⊗ Finalized and distributed SEO press release for Gator Bowl. Release was distributed via Marketwire.
- ⊗ Wrote and distributed a traditional press release for media regarding Gator Bowl. The press release was distributed to 275 media, including local, sports, Florida/Ohio dailies, online and football bloggers media lists.
- ⊗ Wrote and distributed press release for 2012 Restaurant Week. The release was distributed to more than 600 media contacts, including the local, Florida and southwest dailies, food beat, and online media lists.
- ⊗ Distributed release announcing numbers from Fiscal Year 2011. Release was distributed to local media.
- ⊗ Began writing the 2012 events release. Press release will be finalized and distributed in January.

Promotions

- ⊗ Provided suggested changes to Orlando Wedding for their promotional giveaway.
- ⊗ Continued following up with Georgia Aquarium on the partnership. Provided copy points, logos, images, etc. Awaiting response from AirTran before moving forward.
- ⊗ Sent industry information about participating in both the Harris Teeter and Georgia Aquarium special deals programs. Will follow up in January.
- ⊗ Provided images, copy points and logos to PBG Lifestyle magazine for the upcoming promotion.
- ⊗ Worked on coordinating a possible promotion with SELF magazine. Submitted promotional giveaway, awaiting approval.
- ⊗ Provided industry with promotional opportunity with Volusia/Flagler Parent magazine. Will finalize details in January. The Volusia Parent edition has a 35K circulation and Flagler Parent edition has a 15k circulation.

Miscellaneous

- ⊗ Researched and wrote copy for the January Amelia Island e-newsletter. Copy was approved and will be distributed by Paradise Advertising in January.
- ⊗ Followed up with RSVPs for the Annual Industry update. Attended and presented at the event on December 15. The meeting had more than 40 attendees.
- ⊗ Met with pr and marketing staff at the OAIP for a recap of the re-imagination.
- ⊗ Held call with Hoyt House regarding the Geocaching Challenge.
- ⊗ Prepared Activity and Publicity Reports.

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