

AMELIA ISLAND

TOURIST DEVELOPMENT COUNCIL

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

Agenda

- | | | |
|-------|---|--------------|
| I. | Call to Order | Danny Leeper |
| II. | Approval of March 23, 2011 minutes | Danny Leeper |
| III. | Isle of Eight Flags Shrimp Festival | Sandy Price |
| IV. | Finance Committee Report | Jack Healan |
| V. | Amelia Island Tourism Development Council Update | |
| | A. Research | Gil Langley |
| | B. Activity Report – Tracking, PR, Special Events | Staff |
| VI. | MMG Worldwide | Don Montague |
| VII. | Old Business | |
| VIII. | New Business | |
| IX. | Public Input | |
| X. | Adjournment | |

MINUTES



Board Meeting Minutes of the Amelia Island Tourist Development Council
Wednesday, March 23, 2011
3:00 p.m.
Fernandina Beach City Hall

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

I. Call to Order

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

Mr. Caples noted Barbara Halverstadt of Jacksonville International Airport was in attendance. Ms. Halverstadt reported new inbound flights to JAX include Denver and San Juan via Southwest and Jet Blue. She also referred to new service between Miami and Jacksonville on Delta.

II. Approval of Minutes – January 23, 2011 TDC Board Meeting

Tim Poynter moved to approve the minutes. Jan Smith seconded. Motion carried unanimously.

III. Finance Committee Report

Jack Healan presented the finance committee report from their meeting conducted earlier that day.

Gil Langley noted that numerous purchase orders were issued earlier in the year to encumber funds for major programs and as a result line item totals have not changed much. Bed tax revenue is at \$121,000 for January, which is 23% above last year. February's tax report is not in yet, but STR revenue report indicates that those numbers will go up. Jack Healan moved to approve the financials. Tim Poynter seconded. Motion carried unanimously.

IV. Amelia Island Tourism Development Council Update

STR Report

February occupancy was up 18% over 2010. Demand is up 17% and revenue is up 15%. YTD revenue is up 14.1%. We are below in occupancy for competitive set with 52.4%, but are ahead in ADR and Rev PAR. That's primarily due to this being peak season for South Florida. John Price asked if occupancy reflects out-of-order rooms from The Ritz-Carlton. Gil Langley confirmed that it does, but noted we remain positive in year over year growth.

Website (ameliaisland.com) visits were up 10% in February and page views were up 35%. Average time spent on the site is up as well.

Current advertising programs are focusing on the Atlanta market with an *Atlanta Magazine* co-op where stakeholders were invited to participate with the TDC underwriting half of the cost. The eight-page insert will be distributed May 4-5 in the suburbs of Atlanta.

There was a brief discussion on contracting advertising through multiple agencies rather than signing an agency of record. Gil Langley reported this scenario has been beneficial due to increased involvement by the TDC staff and has allowed the TDC to negotiate lower rates on space and secure non-commissionable remnant space.

"Flights for Sites" is a new program the TDC created where hotel partners can offer a meeting group client a free flight to inspect their property. With minimum criteria, the TDC covers the cost of airfare up to \$400. This program has a cap of 50 visits or \$20,000 annual cost to the TDC. Another new program involves group/meeting advertising with a concept of holding a meeting on your own "private island". Details of the program will be presented at the next TDC meeting.

Activity Report

Bretta Walker reported on publications including reprints of the Nature Guide, Visitor Guide, Walking Tour, and Value Card brochure. A new collateral piece with a focus on weddings was distributed.

Interactive updates included new format of our e-newsletter, which now has over 40,000 subscribers. On AmeliaIsland.com, the homepage is being redesigned for overall ease of use. The creative design of the weddings section of AmeliaIsland.com was present, including a new wedding planner section.

Gil Langley explained no headliner has been booked for the Amelia Island Jazz Festival (October 10-12, 2011). Therefore, we are behind on bringing the program information together.

Katharina Lane of Hayworth Creative reported on Public Relations efforts. Amelia Island hosted three writers with confirmed stories on the island. Wealth TV filmed a show on location in Amelia Island for an episode to air in late summer 2011. Hayworth coordinated media, magazines and radio promotions with Visit FLORIDA, Orlando, and Charlotte outlets. Katharina noted that the Harris Teeter promotion recently received an ADRIAN Award.

V. Old Business

No old business.

VI. New Business

Discussion on supporting the simplification of the City alcohol ordinance and ordinance concerning the expansion of vacation rental zoning.

VII. Public Input

Dottie Richards introduced Bob Hartman as the new General Manager of the Residence Inn.

VIII. The meeting adjourned at 3:40 p.m.

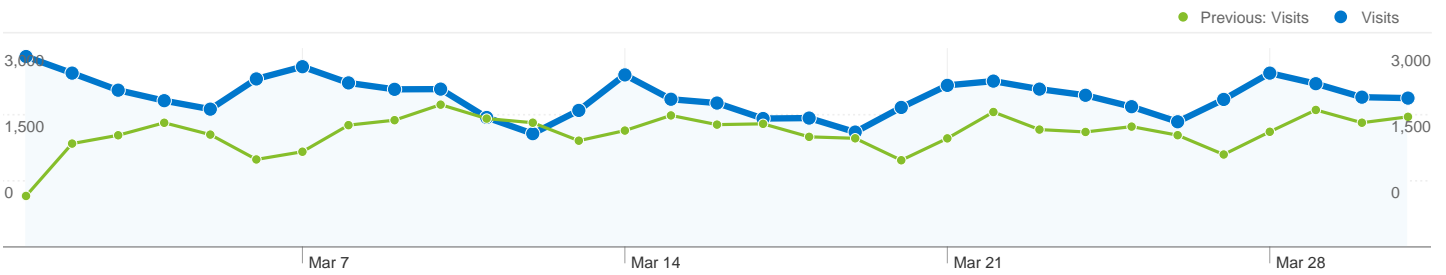
FINANCIAL

TRACKING

Lead Origin	Mar-11	Mar-10	Difference	% change
Phone Calls	48	69	-21	-30.43%
Magazine Labels	4,585	823	3,762	457.11%
VG Requests	457	52	405	778.85%
Web Visits	70,673	53,547	17,126	31.98%
Welcome Center	2,689	1,824	865	47.42%
TOTAL	78,452	54,491	23,961	43.97%

FISCAL YEAR TO DATE

Lead Origin	FY 2011	FY2010	Difference	% change
Phone Calls	153	422	-269	-63.74%
Magazine Labels	16,862	2,647	14,215	537.02%
VG Requests	1,977	1,384	593	42.85%
Web Visits	273,113	275,178	-2,065	-0.75%
Welcome Center	6,917	5,935	982	16.55%
TOTAL	299,022	279,631	19,391	6.93%



Site Usage

70,673 Visits

Previous: 53,547 (31.98%)

31.42% Bounce Rate

Previous: 31.62% (-0.65%)

367,320 Pageviews

Previous: 291,849 (25.86%)

00:04:41 Avg. Time on Site

Previous: 00:04:40 (0.39%)

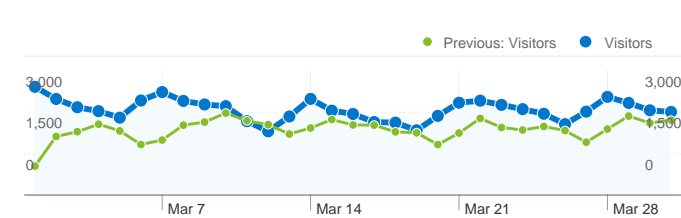
5.20 Pages/Visit

Previous: 5.45 (-4.64%)

74.89% % New Visits

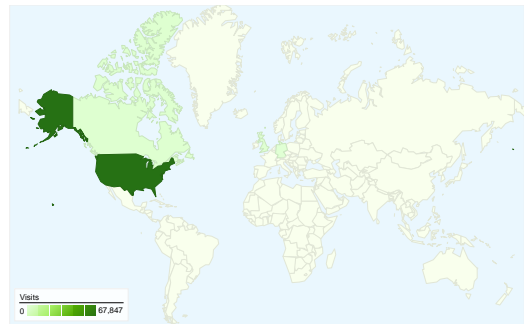
Previous: 76.82% (-2.51%)

Visitors Overview

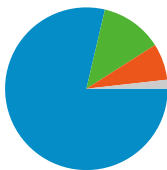


Visitors
57,372

Map Overlay

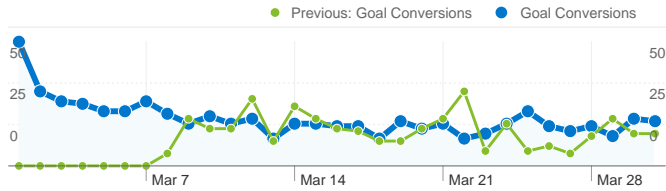


Traffic Sources Overview



- **Search Engines**
55,590.00 (78.66%)
- **Referring Sites**
8,703.00 (12.31%)
- **Direct Traffic**
5,123.00 (7.25%)
- **Other**
1,257 (1.78%)

Goals Overview



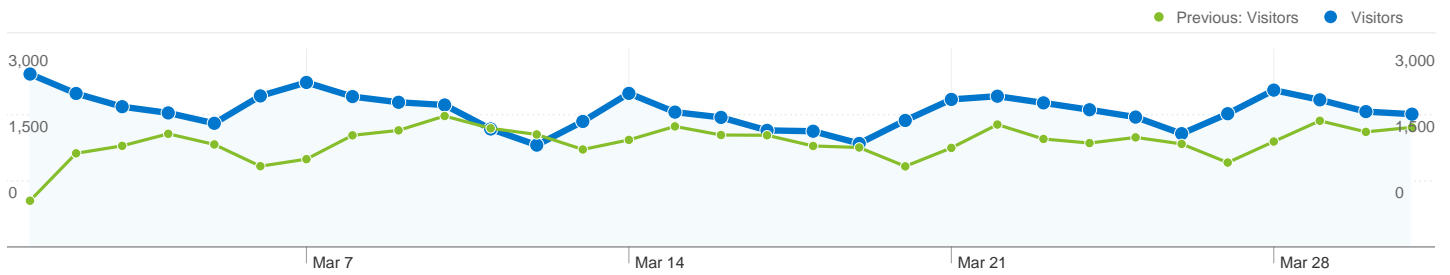
Goal Conversions
591

Content Overview

Pages	Pageviews	% Pageviews
/		
Mar 1, 2011 - Mar 31, 2011	54,640	14.88%
Mar 1, 2010 - Mar 31, 2010	52,761	18.08%
% Change	3.56%	-17.72%
/area-services/accommodations/		
Mar 1, 2011 - Mar 31, 2011	24,399	6.64%
Mar 1, 2010 - Mar 31, 2010	15,837	5.43%
% Change	54.06%	22.41%
/area-services/accommodations/hotels-motels/		
Mar 1, 2011 - Mar 31, 2011	18,664	5.08%
Mar 1, 2010 - Mar 31, 2010	13,021	4.46%
% Change	43.34%	13.89%
/area-services/accommodations/resorts/		
Mar 1, 2011 - Mar 31, 2011	14,594	3.97%
Mar 1, 2010 - Mar 31, 2010	9,511	3.26%
% Change	53.44%	21.92%
/media-gallery/		
Mar 1, 2011 - Mar 31, 2011	11,139	3.03%
Mar 1, 2010 - Mar 31, 2010	7,647	2.62%
% Change	45.66%	15.74%

Amelia Island (No Filters) Visitors Overview

Mar 1, 2011 - Mar 31, 2011
Comparing to: Mar 1, 2010 - Mar 31, 2010



57,372 people visited this site

70,673 Visits

Previous: 53,547 (31.98%)

57,372 Absolute Unique Visitors

Previous: 44,280 (29.57%)

367,320 Pageviews

Previous: 291,849 (25.86%)

5.20 Average Pageviews

Previous: 5.45 (-4.64%)

00:04:41 Time on Site

Previous: 00:04:40 (0.39%)

31.42% Bounce Rate

Previous: 31.62% (-0.65%)

74.89% New Visits

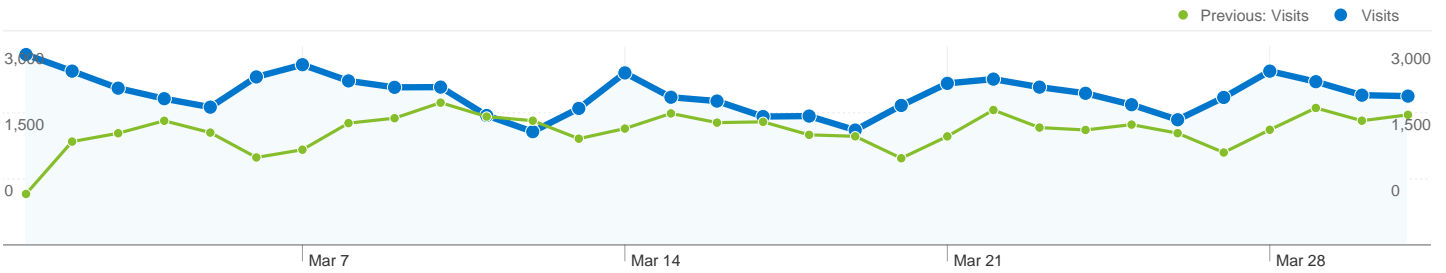
Previous: 76.82% (-2.51%)

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer			Unknown		
Mar 1, 2011 - Mar 31, 2011	43,535	61.60%	Mar 1, 2011 - Mar 31, 2011	70,673	100.00%
Mar 1, 2010 - Mar 31, 2010	35,702	66.67%	Mar 1, 2010 - Mar 31, 2010	10,478	19.57%
% Change	21.94%	-7.61%	% Change	574.49%	411.04%
Safari			T1		
Mar 1, 2011 - Mar 31, 2011	11,555	16.35%	Mar 1, 2011 - Mar 31, 2011	0	0.00%
Mar 1, 2010 - Mar 31, 2010	6,524	12.18%	Mar 1, 2010 - Mar 31, 2010	7,064	13.19%
% Change	77.12%	34.20%	% Change	-100.00%	-100.00%

Amelia Island (No Filters) Traffic Sources Overview


Mar 1, 2011 - Mar 31, 2011
Comparing to: Mar 1, 2010 - Mar 31, 2010



All traffic sources sent a total of 70,673 visits

 **7.25% Direct Traffic**

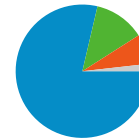
Previous: 9.53% (-23.97%)

 **12.31% Referring Sites**

Previous: 11.52% (6.86%)

 **78.66% Search Engines**

Previous: 78.30% (0.46%)



- **Search Engines**
55,590.00 (78.66%)
- **Referring Sites**
8,703.00 (12.31%)
- **Direct Traffic**
5,123.00 (7.25%)
- **Other**
1,257 (1.78%)

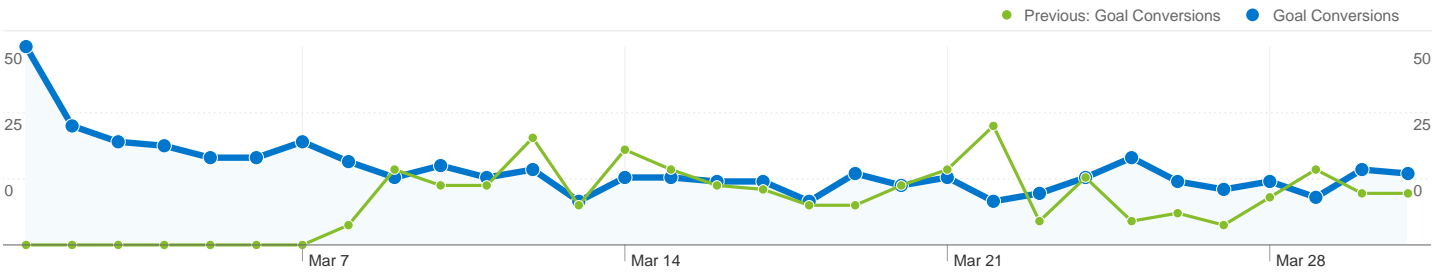
Top Traffic Sources

Sources	Visits	% visits
google (organic)		
Mar 1, 2011 - Mar 31, 2011	44,476	62.93%
Mar 1, 2010 - Mar 31, 2010	32,833	61.32%
% Change	35.46%	2.64%
(direct) ((none))		
Mar 1, 2011 - Mar 31, 2011	5,123	7.25%
Mar 1, 2010 - Mar 31, 2010	5,105	9.53%
% Change	0.35%	-23.97%
bing (organic)		
Mar 1, 2011 - Mar 31, 2011	4,967	7.03%
Mar 1, 2010 - Mar 31, 2010	3,262	6.09%
% Change	52.27%	15.37%
yahoo (organic)		
Mar 1, 2011 - Mar 31, 2011	4,108	5.81%
Mar 1, 2010 - Mar 31, 2010	4,105	7.67%
% Change	0.07%	-24.18%
fbfl.us (referral)		

Keywords	Visits	% visits
amelia island		
Mar 1, 2011 - Mar 31, 2011	29,091	52.33%
Mar 1, 2010 - Mar 31, 2010	19,973	47.64%
% Change	45.65%	9.85%
amelia island florida		
Mar 1, 2011 - Mar 31, 2011	2,750	4.95%
Mar 1, 2010 - Mar 31, 2010	3,803	9.07%
% Change	-27.69%	-45.46%
amelia island hotels		
Mar 1, 2011 - Mar 31, 2011	2,365	4.25%
Mar 1, 2010 - Mar 31, 2010	849	2.03%
% Change	178.56%	110.09%
amelia island fl		
Mar 1, 2011 - Mar 31, 2011	1,693	3.05%
Mar 1, 2010 - Mar 31, 2010	1,085	2.59%
% Change	56.04%	17.68%
amelia island, fl		

Amelia Island (No Filters) Goals Overview

Mar 1, 2011 - Mar 31, 2011
Comparing to: Mar 1, 2010 - Mar 31, 2010



Visitors completed 591 goal conversions

68 conversions, Goal 1: Newsletter Sign Up

Previous: 215 (-68.37%)

490 conversions, Goal 2: Request Brochure

Previous: 104 (371.15%)

4 conversions, Goal 3: Meeting RFP

Previous: 6 (-33.33%)

9 conversions, Goal 4: Wedding RFP

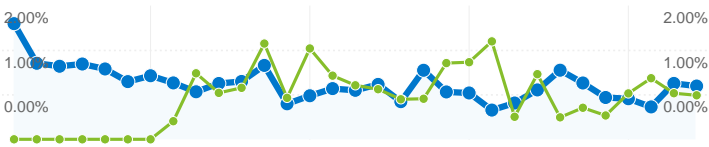
Previous: 0 (0.00%)

20 conversions, Goal 5: Contact Us

Previous: 21 (-4.76%)

Goal Performance

Goal Conversion Rate



Goal Conversion Rate
0.84%

Total Goal Value



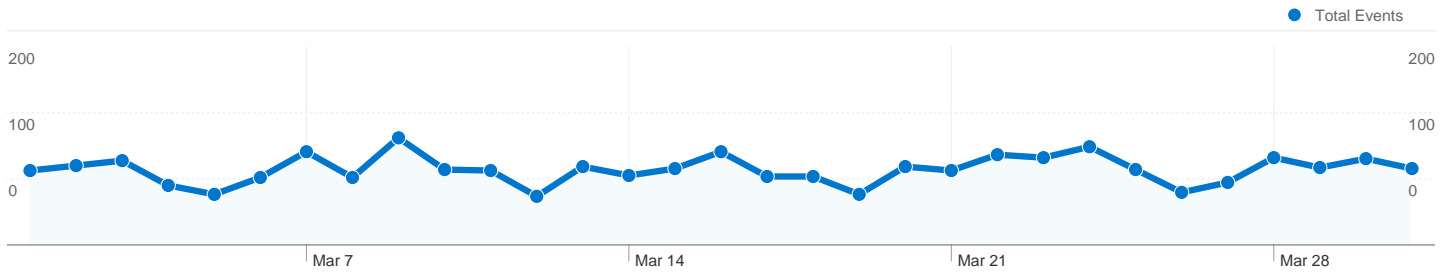
Total Goal Value
\$0.00

Event Tracking Category:

Area Services

Mar 1, 2011 - Mar 31, 2011

Comparing to: Site



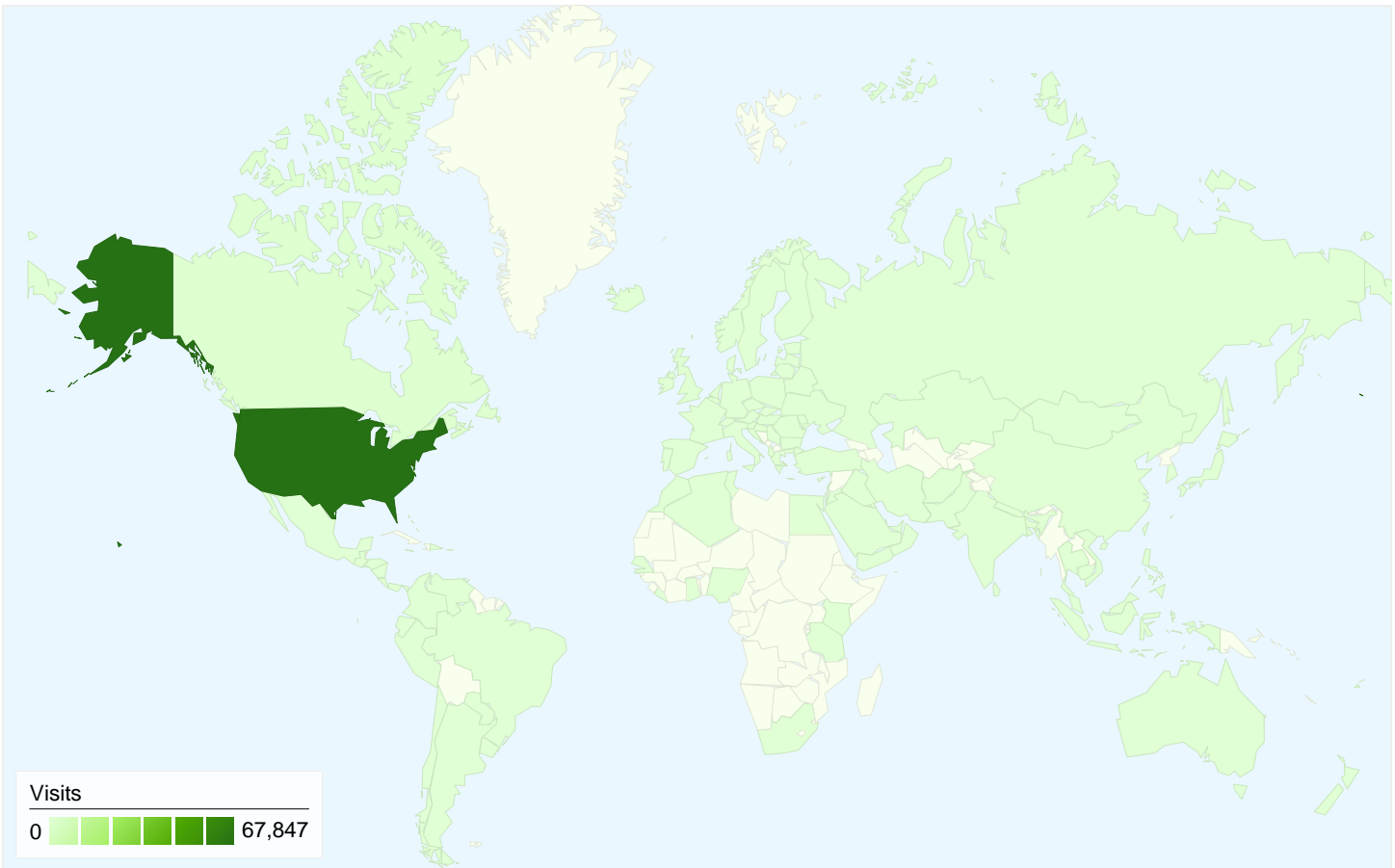
This category recorded 2,352 total events via 13 event actions

Filtered for event actions containing "accommodations"

Events

Total Events 2,352 % of Site Total: 4.68%	Unique Events 2,225 % of Site Total: 9.30%	Event Value 0 % of Site Total: 0.00%	Avg. Value 0.00 Site Avg: 0.00 (0.00%)	
Event Action	Total Events	Unique Events	Event Value	Avg. Value
Accommodations - Omni Amelia Island Plantation Resort	359	340	0	0.00
Accommodations - Amelia Hotel...At The Beach	352	323	0	0.00
Accommodations - The Ritz-Carlton, Amelia Island	283	276	0	0.00
Accommodations - Hampton Inn & Suites, Amelia Island	259	246	0	0.00
Accommodations - Days Inn & Suites	178	155	0	0.00
Accommodations - Seaside Amelia Inn	163	156	0	0.00
Accommodations - Beachside Motel	146	137	0	0.00
Accommodations - Comfort Suites	135	129	0	0.00
Accommodations - Residence Inn Amelia Island	129	126	0	0.00
Accommodations - Hampton Inn, Amelia Island at Fernandina Beach	111	104	0	0.00
Accommodations - Elizabeth Pointe Lodge	110	109	0	0.00
Accommodations - Amelia Oceanfront Bed & Breakfast	106	103	0	0.00
Accommodations - Villas of Amelia Island Plantation	21	21	0	0.00

1 - 13 of 13



70,673 visits came from 125 countries/territories

Site Usage

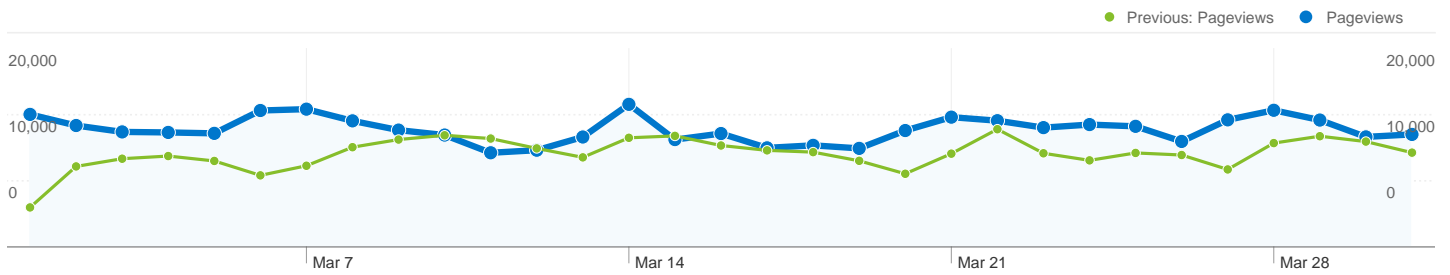
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
70,673 Previous: 53,547 (31.98%)	5.20 Previous: 5.45 (-4.64%)	00:04:41 Previous: 00:04:40 (0.39%)	74.95% Previous: 76.90% (-2.53%)	31.42% Previous: 31.62% (-0.65%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States					
March 1, 2011 - March 31, 2011	67,847	5.24	00:04:43	74.78%	31.04%
March 1, 2010 - March 31, 2010	51,510	5.49	00:04:42	76.64%	31.38%
% Change	31.72%	-4.54%	0.55%	-2.43%	-1.07%
Canada					
March 1, 2011 - March 31, 2011	977	5.04	00:04:21	73.59%	34.60%
March 1, 2010 - March 31, 2010	701	4.92	00:03:39	81.46%	34.24%
% Change	39.37%	2.41%	19.08%	-9.65%	1.05%
United Kingdom					
March 1, 2011 - March 31, 2011	484	4.15	00:03:54	82.02%	34.92%

March 1, 2010 - March 31, 2010	301	4.58	00:04:01	82.72%	32.23%
% Change	60.80%	-9.33%	-2.90%	-0.85%	8.35%
Germany					
March 1, 2011 - March 31, 2011	199	4.27	00:03:38	78.89%	39.70%
March 1, 2010 - March 31, 2010	190	4.52	00:03:43	82.63%	36.32%
% Change	4.74%	-5.63%	-2.36%	-4.52%	9.31%
(not set)					
March 1, 2011 - March 31, 2011	91	3.40	00:02:49	86.81%	50.55%
March 1, 2010 - March 31, 2010	9	2.44	00:02:45	100.00%	55.56%
% Change	911.11%	38.91%	2.51%	-13.19%	-9.01%
Switzerland					
March 1, 2011 - March 31, 2011	68	4.00	00:03:07	77.94%	41.18%
March 1, 2010 - March 31, 2010	36	6.81	00:04:59	83.33%	33.33%
% Change	88.89%	-41.22%	-37.26%	-6.47%	23.53%
Brazil					
March 1, 2011 - March 31, 2011	68	2.57	00:04:52	83.82%	55.88%
March 1, 2010 - March 31, 2010	25	2.76	00:04:07	96.00%	28.00%
% Change	172.00%	-6.76%	18.19%	-12.68%	99.58%
France					
March 1, 2011 - March 31, 2011	62	2.65	00:02:09	82.26%	51.61%
March 1, 2010 - March 31, 2010	45	5.56	00:04:29	77.78%	37.78%
% Change	37.78%	-52.39%	-52.22%	5.76%	36.62%
Italy					
March 1, 2011 - March 31, 2011	62	4.71	00:02:55	66.13%	38.71%
March 1, 2010 - March 31, 2010	23	4.78	00:04:55	86.96%	30.43%
% Change	169.57%	-1.52%	-40.71%	-23.95%	27.19%
Australia					
March 1, 2011 - March 31, 2011	48	2.50	00:01:27	89.58%	50.00%
March 1, 2010 - March 31, 2010	48	3.38	00:02:07	85.42%	22.92%
% Change	0.00%	-25.93%	-32.03%	4.88%	118.18%

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Amelia Island (No Filters) Content Overview


Mar 1, 2011 - Mar 31, 2011
Comparing to: Mar 1, 2010 - Mar 31, 2010



Pages on this site were viewed a total of 367,320 times

 **367,320 Pageviews**

Previous: 291,849 (25.86%)

 **275,876 Unique Views**

Previous: 213,321 (29.32%)

 **31.49% Bounce Rate**

Previous: 31.68% (-0.57%)

Top Content

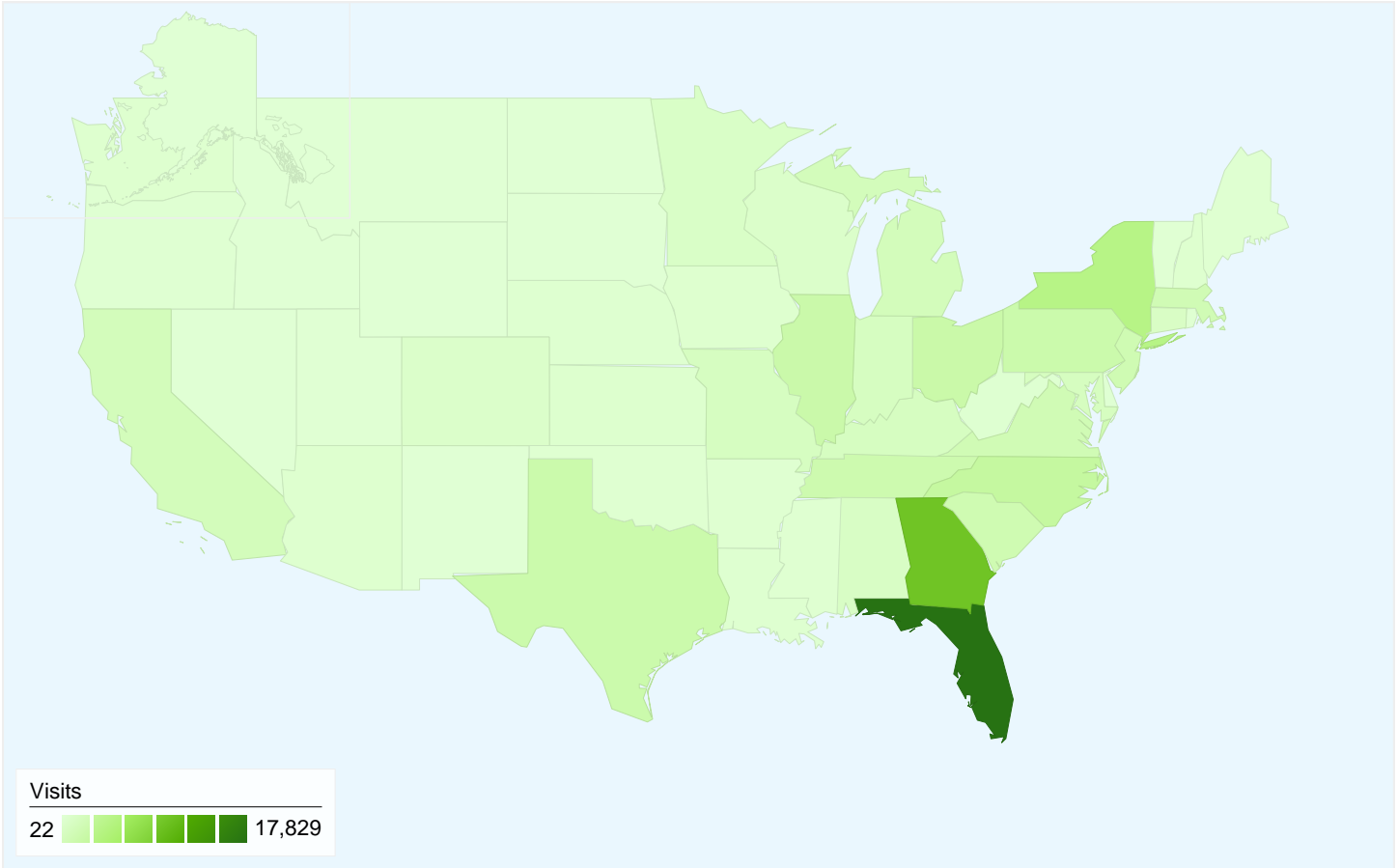
Pages	Pageviews	% Pageviews
/		
Mar 1, 2011 - Mar 31, 2011	54,640	14.88%
Mar 1, 2010 - Mar 31, 2010	52,761	18.08%
% Change	3.56%	-17.72%
/area-services/accommodations/		
Mar 1, 2011 - Mar 31, 2011	24,399	6.64%
Mar 1, 2010 - Mar 31, 2010	15,837	5.43%
% Change	54.06%	22.41%
/area-services/accommodations/hotels-motels/		
Mar 1, 2011 - Mar 31, 2011	18,664	5.08%
Mar 1, 2010 - Mar 31, 2010	13,021	4.46%
% Change	43.34%	13.89%
/area-services/accommodations/resorts/		
Mar 1, 2011 - Mar 31, 2011	14,594	3.97%
Mar 1, 2010 - Mar 31, 2010	9,511	3.26%
% Change	53.44%	21.92%
/media-gallery/		

Country/Territory Detail:

United States

Mar 1, 2011 - Mar 31, 2011

Comparing to: Mar 1, 2010 - Mar 31, 2010



This country/territory sent 67,847 visits via 52 regions

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
67,847 Previous: 51,510 (31.72%)	5.24 Previous: 5.49 (-4.54%)	00:04:43 Previous: 00:04:42 (0.55%)	74.78% Previous: 76.64% (-2.43%)	31.04% Previous: 31.38% (-1.07%)	
Region	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Florida					
March 1, 2011 - March 31, 2011	17,829	5.33	00:04:54	72.98%	32.53%
March 1, 2010 - March 31, 2010	13,629	5.42	00:04:49	73.40%	33.44%
% Change	30.82%	-1.49%	1.48%	-0.57%	-2.73%
Georgia					
March 1, 2011 - March 31, 2011	9,701	5.59	00:05:23	72.77%	27.16%
March 1, 2010 - March 31, 2010	7,611	5.94	00:05:13	77.19%	27.28%
% Change	27.46%	-6.04%	3.17%	-5.73%	-0.42%
New York					

March 1, 2011 - March 31, 2011	4,152	4.73	00:04:05	76.49%	34.10%
March 1, 2010 - March 31, 2010	3,430	5.04	00:04:14	79.39%	35.57%
% Change	21.05%	-6.18%	-3.57%	-3.65%	-4.12%
North Carolina					
March 1, 2011 - March 31, 2011	2,770	5.45	00:04:54	76.21%	28.05%
March 1, 2010 - March 31, 2010	2,344	5.73	00:04:39	78.11%	31.31%
% Change	18.17%	-4.76%	5.45%	-2.44%	-10.42%
Ohio					
March 1, 2011 - March 31, 2011	2,313	5.68	00:05:31	71.94%	26.59%
March 1, 2010 - March 31, 2010	1,548	5.79	00:04:39	77.39%	29.78%
% Change	49.42%	-2.00%	18.78%	-7.04%	-10.72%
Illinois					
March 1, 2011 - March 31, 2011	2,251	5.25	00:04:26	77.70%	29.14%
March 1, 2010 - March 31, 2010	1,582	5.63	00:04:23	79.14%	29.08%
% Change	42.29%	-6.67%	1.05%	-1.82%	0.23%
Texas					
March 1, 2011 - March 31, 2011	2,163	4.93	00:04:12	78.55%	31.85%
March 1, 2010 - March 31, 2010	1,431	5.28	00:04:18	81.62%	32.49%
% Change	51.15%	-6.67%	-2.45%	-3.76%	-1.97%
Pennsylvania					
March 1, 2011 - March 31, 2011	2,149	5.06	00:04:25	76.36%	32.81%
March 1, 2010 - March 31, 2010	1,620	5.76	00:04:29	80.99%	27.90%
% Change	32.65%	-12.10%	-1.28%	-5.71%	17.58%
Tennessee					
March 1, 2011 - March 31, 2011	1,982	5.80	00:05:00	77.19%	28.46%
March 1, 2010 - March 31, 2010	1,469	6.04	00:05:16	79.92%	26.28%
% Change	34.92%	-3.95%	-4.85%	-3.41%	8.30%
South Carolina					
March 1, 2011 - March 31, 2011	1,811	5.80	00:05:19	76.59%	24.79%
March 1, 2010 - March 31, 2010	1,301	6.13	00:05:00	78.02%	26.67%
% Change	39.20%	-5.30%	6.34%	-1.83%	-7.04%

1 - 10 of 52

ACTIVITY

TOURISM MARKETING

Tourism Sales Efforts

- ⊗ Distributed brochures to island accommodations.
- ⊗ Exhibited at Elite Atlanta Bridal Show, distributed list to lodging partners.
- ⊗ Responded to Meeting, Wedding, Tour, and Receptive requests.
- ⊗ Collected and distributed weekly “Hot Rates” to I-95 welcome center.
- ⊗ Provided 785 information bags for corporate and wedding groups.
- ⊗ Welcomed 12 motor coaches to the historic district.
- ⊗ Development of potential new Race Series meetings and conference calls.
- ⊗ Triathlon meetings Omni and City of FB.

Administration

- ⊗ Participated in Visit FL, MPI, Empowermint webinars.
- ⊗ Attended IEG Sponsorship Conference in Chicago.
- ⊗ Participated in Simple view webinar.
- ⊗ Site visit w/Jeff Dawson re: banner program for Historic Dist, Visitor Center.
- ⊗ Participated in weekly conference calls with MMG.
- ⊗ Meeting with Gator Bowl to discuss cook-off partnership development.
- ⊗ Proofed press releases for Hayworth.
- ⊗ Worked with RENDA on Blues Festival fundraiser radio campaign.
- ⊗ Development of Meeting campaign with Watauga and Z-Graph.
- ⊗ Meeting with Phil Scanlon to discuss Bike Trail development.

Interactive

- ⊗ Meeting with HFBA to discuss new website.
- ⊗ Conference call with Audubon/Green Mtn Media to discuss online app.
- ⊗ Meeting(s) with MyWebRefresh to discuss micro sites.
- ⊗ Conference calls with MMG to discuss refresh, wedding pages.
- ⊗ Website updates for Amelia Island.com, event calendar.
- ⊗ Participated in weekly conference calls with MMG.
- ⊗ Monthly conference call with Z-Graph to discuss e-newsletter analytics.
- ⊗ Posted updates on Facebook and Twitter.
- ⊗ Hosted Bass 2 Billfish television crew and coordinated visit/details for Amelia Island episode.
- ⊗ Conference calls with agencies regarding development of new walking tour mobile application.
- ⊗ Worked with Travel Ad Network on Visit Florida co-op online ad.
- ⊗ Worked with Travelocity on ongoing online ad campaign.
- ⊗ Launched Great Southern Tailgate cook-off website, Facebook page, and Twitter page.
- ⊗ Daily updates to events calendar.
- ⊗ E-newsletter content and image management and delivery.

- ⊗ Created landing page for Harris Teeter promotion.
- ⊗ Worked with Southern Living on travel newsletter campaign.
- ⊗ Conference Call with Dalton Agency regarding Summer Beach Facebook presence and strategy.
- ⊗ Meetings and conference calls with local stakeholders regarding their social media presence.
- ⊗ Assisted Museum of History in obtaining items for auction conducted by the Madison, GA CVB.

ADVERTISING & MARKETING

Advertising

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

Upcoming in April

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

PUBLIC RELATIONS HAYWORTH CREATIVE

Media Development

- ⊗ Responded to 20 editorial leads from VISIT FLORIDA, SATW E-news, Media Kitty, and HARO.
- ⊗ Provided writer from TravelwithKids.com with requested information about Omni Amelia Island Plantation.
- ⊗ Submitted events for the March VISIT FLORIDA E-Newsletter.
- ⊗ Submitted Hampton Inn & Suites for the Bing Travel media lead for rooftop pools.
- ⊗ Added 10 events to VisitFlorida.com.
- ⊗ Provided images to Orlando Home & Leisure magazine for an upcoming outdoor adventure issue.
- ⊗ Provided JIA Marketing Department with B-roll to consider for a commercial. Also provided high resolution images in case they can use them.
- ⊗ Met one-on-one with journalists in the Atlanta area for the Atlanta Media Mission. Report included with activity report. Handled all follow-up.
- ⊗ Wrote copy points for the May/June Florida Travel + Life advertorial.
- ⊗ Provided East Central Floridian View with information and images for their April issue.
- ⊗ Participated in interview with Going on Faith magazine for their April/May issue.
- ⊗ Provided shrimping information to Central Florida News 13 for consideration.
- ⊗ Send images to Florida Monthly to consider for their April issue.
- ⊗ Provided CVB with list of suggested B-roll shots for approval. Will work to coordinate public relations b-roll shooting in the upcoming months.
- ⊗ Provided information to Atlanta magazine for advertorial consideration.
- ⊗ Pitched a freelancer for Southern Living on a possible story idea about T-Rays Burger Station.
- ⊗ Sent a note to Food Network to determine correct contact for BBQ with Bobby Flay, for possible cook-off coverage. Follow up will continue in April.

Press Trips

- ⊗ Rescheduled visit for Jodie Jacobs, freelance writer on assignment for What's Happening, a Chicago community paper (100,000 circulation), visit. She will be visiting in June.
- ⊗ Finalized last minute requests for freelance writer Sally Friedman, on assignment for Icon (16,000 circulation), a lifestyle/arts magazine in the Philadelphia/New Jersey area, during her February 27- March 2 trip. Followed up after her visit.
- ⊗ Finalized details with Wealth TV for their visit March 14-18. The show will be a half-hour (in 3D and 2D) called Off the Beaten Path – Amelia Island. Coordinated an interview with Gil Langley for the show. Provided press materials.
- ⊗ Continued working on potential itinerary for a First Coast of Golf FAM trip post-Players Championship. The FAM trip did not have enough writers to participate in the group trip to the destination; therefore, Amelia Island will not participate in the FAM.

- ⊗ Coordinated trip for Susan Kohlback of www.wickedgoodtraveltips.com (1,665 unique monthly visitors) for March 16 and 17. Provided her with a press kit, itinerary and thank you note following her trip.
- ⊗ Coordinated trip for Ana Bonet at Alma Magazine (120,000 circulation). Her visit was March 15 – 17. Prepared itinerary and sent welcome kit for her trip. Contacted publication following her visit.
- ⊗ Worked with Visit Jacksonville to host writer Ramona Creel on Amelia Island for a day. She is writing a book titled Tin Can Travels scheduled to come out early 2012 and blogs about her travels now. She visited on March 17.
- ⊗ Worked with Florida's First Coast of Golf to coordinated trip for Florida Golf Central Magazine (circ 50,000), which serves 15 counties that make up North & Central Florida. They will publish a story about Amelia River and FB Golf Club but will also feature a where to stay/eat section. Visit occurred March 16-17. Prepared itinerary and welcome kit for writer.
- ⊗ Worked with Mary Jo Plouf, from Travelroads.com, on a press trip scheduled for June 1 and 2. Itinerary will be coordinated in May.

Media Releases

- ⊗ Distributed press release announcing special ticket deal for all hotel guest for Amelia Island Chamber Music Festival. Press release was distributed to 433 media outlets, including Florida and Georgia calendar contacts, select national dailies, Florida and southeast magazines and dailies and arts publications.
- ⊗ Wrote Weddings Packages press release. Press release will be distributed in April.
- ⊗ Wrote press release about Harris Teeter discounts. Release will be distributed in April.
- ⊗ Wrote press release announcing Shrimp Festival packages and specials. Release was distributed to 83 select Florida dailies and magazines, as well as online outlets.

Promotions

- ⊗ Worked to obtain copies of the PARADE promotion. Provided opt-ins to the partners and copies of the promotion will be included in the April Publicity Report.
- ⊗ Obtained Harris Teeter prize from partners.
- ⊗ Coordinated a promotion with WOCL-FM (#4 Station among ages 25-54 in Orlando, Classic Hits format). The promotion includes \$23,250 in media exposure in exchange for six, two-night stays. The promotion is scheduled to run the week of June 13.
- ⊗ Coordinated promotion with Charlotte Home & Garden. Promotion includes a full page ad in Spring/Summer issue and online exposure for \$11,500 in media coverage.
- ⊗ Pitched promotion with Game Show Network for an Amelia Island on a promotion revolving around "Royals Week". The promotion would have run on the Newlywed Show, a modernized version of 70s TV classic airing Monday-Friday at 6 p.m. on GSN – with 73 million subscriber TV network and online game sites. Property declined to participate.
- ⊗ Worked with National Geographic Kids on a potential promotion. Hayworth was unable to locate an airline willing to participate in the promotion.
- ⊗ Began working on submissions for the Southeast Tourism Society's Top 20 events for October through December. Entries will be submitted in April.

Miscellaneous

- ⊗ Researched and wrote copy for the April Amelia Island e-newsletter. Copy was approved and will be distributed by Z-Graph in April.
- ⊗ Worked with CVB and Harris Teeter to finalize special deals landing page and sent link to the participating partners to review.
- ⊗ Worked with a graphic designer to create Amelia Island CVB folders for PR and administrative use. Folders will be printed in April.
- ⊗ Attended and reported at TDC meeting on March 23.
- ⊗ Created Activity, Forecast and Publicity Reports.

Atlanta Media Mission March 15-16, 2011 Recap Report – Amelia Island

Atlanta Magazine

63,144/Monthly

Created to showcase the unique spirit of Atlanta, Georgia. Covers the people, issues, events, politics and scandals that make Atlanta such an exciting place to live. Covers entertainment, pop culture, urban affairs, shopping, sports, recreation, dining, interior decorating, style and the arts.

She covers towns, destinations, resorts and mixes it up. For example, she's covering Memphis in May and covered Miami Beach in Feb. '11 with a focus on the Fontainebleau. Covers mostly drive market, but not exclusively. She's thinking weekend getaway, but it's not stated that way on the getaway page, so it can be a little farther. Covers one getaway feature every month, and then a cover story on travel 2x/year that is more comprehensive with four themes and allows for coverage of 18-20 destinations. They cover all travel anonymously, so accepts no comps, will accept the occasional press rate, but she never provides assignment letters for freelancers. Uses freelance and staff for travel and stories.

Opportunities:

- Interested in possible story on Amelia Island and anything new going on with Omni AIP. Sent follow up.

Jill Becker

Freelance Journalist

Used to be on staff at *American Way* years ago. Also used to write for AA.com/women. She currently writes a hotels column for Examiner.com and also contributes to *Harper Traveler* (Andrew Harper Travel Club), and *Virtuoso Life*. Looking to begin her own hotel blog. She will be attending POW WOW this year in San Fran.

Upscale Magazine

181,399 national circulation

Established in 1989 and written for the professional, sophisticated, yet trendy young African-American who is interested in the issues affecting his or her community. Committed to upward mobility through business, education and entertainment.

She's putting together her Florida drive trip now for possibly June timeframe. Will have a beachy focus, but then wants to supplement with off-the-beaten-path as she's done in the past when she covered SLR. *Upscale* just changed the layout of the book in August (travel hasn't suffered at all and receives additional pages some months) and re-launched their web site and are looking to enhance domestic travel online as int'l. travel tends to get more ink in print. Tends to cover a main feature and then sidebars on dining, accommodations, etc. Likes to take individual press trips for domestic travel.

Opportunities:

- Remembers Heaven in a Hammock treatment from the AITDC media event and that interests her – might be possible for *Spa* magazine. Followed up with writer.

Atlanta Journal-Constitution

384,110 Sunday Circulation

The leading general interest daily paper in Atlanta. The Atlanta Constitution was founded in 1868 and the Atlanta Journal was founded in 1883. The two papers combined weekend sections in 1950, but did not fully combine until 2001. The paper covers world and local news as well as sports, entertainment, weather, business and travel. In August 2009, the paper joined a national sports content-sharing alliance with several other papers across the country. The paper also offers multiple special sections, including a Better Health section and a weekend arts section.

AJC only covers the SE. Two travel sections: SE Roundup (themed) and Roadtrip (conceivably) and often tied to an event. Will occasionally cover properties (i.e., Valentine's Day packages, etc.) Typically, a destination story with a sidebar. No longer experiential travel, but providing readers with ideas as they have no travel budget. Relies on PR people more than ever these days and does use freelance, but they write about what they know or what they get from us. Freelancers can't accept trips. They work on a two-month lead time.

Opportunities:

- Send her anything holiday; for every holiday (annual events preferred)
- Send all events and hot deals

Plan Your Meetings

1,271 unique visitors/mo. to site

Serves as a free resource for people who plan meetings. Offers city guides, in addition to information on convention and visitors bureaus, hotels, transportation providers and other industry suppliers.

Plan Your Meetings is a complete marketing program including online monthly news and destination guides, best practices & advice on how to plan better written by meeting planners; social media platforms; print – no packages in print as properties buy ad space for this; live events and tradeshow. 2011 theme is innovation, so seeking experiential packages (been there done that with we've built bikes, etc. – looking for new ideas). Would be interested in CSR activities, web conferencing capabilities in meeting spaces, etc.

Encore has the occasional travel feature and also buzz travel items (w/in drive market); think, upscale, family-friendly for this audience. *Encore* publishes a wrap for each art entity in Atlanta (i.e., Fox Theatre) and reach depends on the # of shows, how many they print, etc. but ranges to 1.2+ million circ. 2-3 month lead time.

KeepAmericaWeird.com is another url they own and would be interested in any weird hotels or quirky travel items to list here.

Opportunities:

- Always interested in case studies and what's new

Points North

68,587 monthly regional circulation

Written for affluent, prestigious readers and covers the upscale, active lifestyle. Features interesting personalities with ties to the Atlanta area.

They cover one travel feature in every issue as well as a 'tidbits' section that includes packages and news items. Focusing more on family travel now. Staff does most travel and all first-person stories; prefers individual visits. They can accept comps. Prefers one destination at a time as they normally take long weekend trips, but they would consider grouping together two clients depending on their proximity. They do their 'Beach Planner' issue every Spring with a focus on the SE; shorter features and then a calendar or beach package. They do one promo giveaway each month in 'All Points Bulletin' section.

Opportunities:

- Interested in any Omni AIP reno
- Keep sending packages, news, etc.

Modern Luxury Media

The Men's Book, Jezebel, The Atlantan, Atlantan Brides, San Francisco, San Francisco Brides, Modern Luxury Dallas, Dallas Brides, Modern Luxury Houston, Houston Brides, Modern Luxury Hawaii, CS Interiors, CS, Angeleno, Riviera San Diego, Front Desk Chicago, Riviera Interiors, Manhattan, Miami, Chicago Social Brides, Angeleno Interiors

She runs all travel through Atlanta for Modern Luxury brands. Her city mags are a global hot list for what's new anywhere. For her bridal pubs, the focus is more on luxury, than new as they need to know the quality and service level of the visitor experience is there. Covering weekend escapes in *Jezebel* August issue

Opportunities:

- What's new on AI (especially if Omni launches a new reno)
- Also send major event info.

Conducted media calls with the following:

DolceDolce.com

1,621 unique visitors/month

Created for women and focused on a wide range of women's interests. Covers travel, decor, fashion, health, beauty, life, style and cooking.

Editor hasn't been to Florida before – she has more int'l travel experience. They cover a few travel features per year. Newsletter publishes weekly. Demo is urban professional and educated women ages 20-50 mostly U.S. and Canadian-Montreal, Toronto, Vancouver, some international readership. Four-year-old online publication. Has contributors all over and one in St. Pete that might be able to cover our properties pretty well. Her contributors do accept press trips and individual preferred. Big on culture – i.e. film festivals - and a more upscale focus. Seeking unique experiences and pretty places. As well as young and exciting trends.

Opportunities:

- Sent Amelia Island high and shoulder seasons

Hope Philbrick

Freelance journalist

Conducted phone call with Hope who now is a contributing editor for Where2NowMag.com (3,358 unique visitors/mo.) and also writes for *Columbia County* magazine (Augusta, GA), *The Atlantan* (Modern Luxury), Patch.com, and *Where Atlanta* (along with several other cities)

Her editor at Where2NowMag.com wants more Florida coverage and Hope is interested in visiting more than one of our clients on a drive-in trip. She tries to gauge if a client is interested in hosting her first before she pitches story to editors, but won't accept a trip without an assignment.

Ronda Penrice

Freelance journalist

Right now mainly writes travel and automotive reviews for Uptown magazine's web site, uptownmagazine.com (11k+ unique mo. visitors on compete.com – Cision doesn't list it and Ronda says they have 200k uniques/mo.) Is hoping to add more lifestyle pieces to automotive reviews and cover destinations as road trips within an 8-hour drive. Writes occasionally for *Uptown* in print and is working on them to include a 'weekend getaway' section. Occasionally writes for Heart & Soul (AITDC hosted her for a family reunion story in 2008). Uptownmagazine.com also publishes a newsletter 2x/week similar to Daily Candy – think \$38k package at Mandarin Oriental, so upscale content. Likes to cover boutique properties, luxury vacation rentals, unique drinks and unique spa treatments. Her editor is a foodie, so they are interested in always hearing about Food & Wine Fests.

Opportunities:

- Send her any 'news' that is appropriate
- Interested in possibly visiting Amelia Island again (for uptownmagazine.com)

Vivian Holley

Travel Editor, Southern Seasons

And contributing editor for *Recommend* and pitches to other outlets as well. She does take press trips, accepts comps, and all travel with *Southern Seasons* are feature articles (3-4 page spread); travels both domestic & internationally for them.

Apryl Chapman Thomas

Freelance journalist

Still writing for *Southern Hospitality-Traveler* and *Southern Hospitality-Professional*, *Florida Monthly*, and her blog that she's reinventing at a new url and will email to us soon – Southern Trippin' still focusing on SE travel. She does accept individual press visits for Southern Hospitality publications.

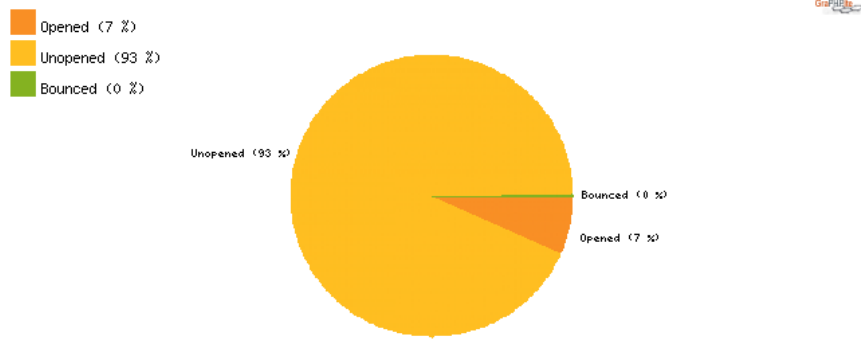
Emailed Amelia Island information and news items to the following:

- *Travelgirl* magazine
- *Fenuxe* magazine
- FamilyTravelFun.com (812 Unique mo. visitors)
- Hotel-online.com does not editorialize. They distribute news that is relevant to hotel owners, property managers, developers, lenders, meeting planners etc. Interested in receiving business-oriented releases.
- *Connect, Rejuvenate, Collaborate*
- *Atlanta Parent*
- *The Piedmont Review*
- WSB-TV (Promos)
- WXIA-TV (Promos)

Statistics Snapshot

Email Subject	March into an Eventful Spring on Amelia Island – March 2011 News
Contact List	Web Site Contacts
Start Sending	March 1 2011, 1:11 pm
Finished Sending	March 2 2011, 9:21 am
Sending Time	20 hours, 11 minutes
Sent To	40,632 of 40,633
Sent By	Amelia Island Tourist Development Council
Opened	3,965 Total Opens / 2,814 Unique Opens
Open Rate:	6.93%
Click-through Rate:	1.81%
Bounced	2

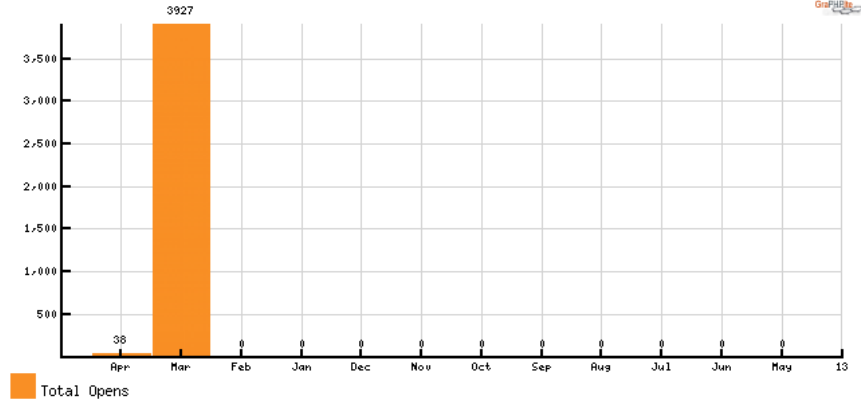
Email Campaign Summary Graph



Opens Summary

Total Emails:	40,632
Total Opens:	3,965
Most Opens (Date/Time):	Mar 2011
Total Unique Opens:	2,814
Average Opens:	0.1
Open Rate:	6.93%

Email Campaign Opens

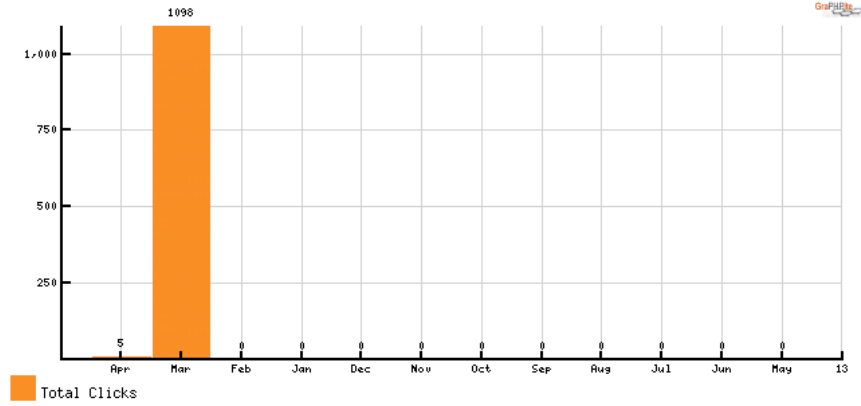


Link Clicks Summary

Total Clicks:	1,103
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Individual links that have been clicked: 19
Most Popular: <http://www.ameliaisland.com/new-visitor-guide/>
Average Clicks (Per Email Open): 0.3
Click-through Rate: 1.81%

Email Campaign Links



Bounce Summary

Total Bounces: 2
Total Soft Bounces: 0
Total Hard Bounces: 2

Email Campaign Bounces

