

# AMELIA ISLAND

TOURIST DEVELOPMENT COUNCIL

Date: Wednesday, October 27, 2010  
Location: Golf Club of Amelia Island

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## Agenda

- |              |   |               |
|--------------|---|---------------|
| <b>I.</b>    | Call to Order                                     | Mike Boyle    |
| <b>II.</b>   | Approval of October 8th, 2010 minutes             | Mike Boyle    |
| <b>III.</b>  | Presentations                                     |               |
|              | A. Summer 2010 Visitor Profile                    | Walter Klages |
| <b>IV.</b>   | Financial Report                                  | Jack Healan   |
| <b>V.</b>    | Amelia Island Tourism Development Council Update  |               |
|              | A. STR Report                                     | Gil Langley   |
|              | B. Activity Report – Tracking, PR, Special Events | Staff         |
| <b>VI.</b>   | Old Business                                      |               |
|              | A. Marketing Plan 2011                            | Gil Langley   |
| <b>VII.</b>  | New Business                                      |               |
|              | A. National Heritage Area                         |               |
| <b>VIII.</b> | Public Input                                      |               |
| <b>IX.</b>   | Adjournment                                       |               |

# MINUTES



Special Meeting Minutes of the Amelia Island Tourist Development Council  
Friday, October 8, 2010  
10:00 a.m.

Present: Mike Boyle, Jack Healan, Harry Krix, Holly Wohlfarth, John Price  
Absent: Katharine Monahan, David Caples, Arlene Filkoff, Tim Poynter  
Staff: Gil Langley, Melanie Crawford  
Guests: David Hallman, Emily Murphy

**I. Call to Order**

Meeting was called to order by Mike Boyle at 10:04 a.m.

**II. Approval of Minutes – September 22, 2010 Board Meeting**

John Price moved to approve the minutes, Jack Healan seconded.  
Motion carried unanimously.

**III. New Business**

**Future Meeting Schedule**

Mr. Langley explained that the normal schedule to hold board meetings is the 4<sup>th</sup> Wednesday of each month. In November, the 4<sup>th</sup> Wednesday falls the day before Thanksgiving. He made the recommendation that this meeting be canceled. The next meeting will be held as scheduled on December 22.

Motion was made by John Price to cancel the November meeting due to Thanksgiving holiday. This motion was seconded by Holly Wohlfarth and motion carried unanimously.

**Renewal of Gator Bowl Contract**

Mr. Langley presented the Gator Bowl Association contract renewal and noted that AITDC has been a sponsor for many years. The Chairman's Weekend has always been held at Amelia Island Plantation and the Gator Bowl Association has explained they will be obtaining proposals from Palm Coast for this event for next year. Mr. Langley recommended that the new contract excluded the \$2,500 sponsorship of the weekend if the GB Association does not commit to having the Chairman's Weekend on Amelia Island.

Motion was made by Harry Krix to move forward with the Gator Bowl Association agreement, with sponsorship of the Chairman's Weekend being offered only if the event is on Amelia Island. This motion was seconded by Jack Healan and carried unanimously.

## **Advertising Recommendation**

Gil Langley gave recap of last three months' evaluation process for the marketing and media buying agency RFQ's. There were 18 proposals with oral presentations and very impressive ideas. Recently, Mr. Langley has renewed a conversation with County Attorney David Hallman proposing a process to expand in house marketing activities as well as utilizing marketing services from a variety of firms based on expertise instead of having just one agency of record.

Mr. Hallman responded that he is in agreement with Mr. Langley's proposal and that in his opinion it complies with County policies while presenting more options for the AITDC to accomplish its mission.

Jack Healan commented that AIP has used this approach for years and it has worked well. Mike Boyle asked the number of years Paradise has been agency of record. Mr. Langley responded 3 years. Discussion ensued on the pros and cons of the proposed approach.

Mr. Healan asked if this proposal is in response to issues pending in the RFQ process. Mr. Hallman explained that his understand is that this recommendation is being made based on sound business principles and are in the best interests of the County. He noted any separate legal issues would be handled by his office.

In order to facilitate the marketing and media buying functions being undertaken by the AICVB, the Motion was made by Jack Healan to recommend to the Board of County Commissioners to reject all previous bids submitted for new marketing and media buying services agency. This was seconded by John Price and carried unanimously.

Emily Murphy was asked if she would like to comment. She reminded of the currently scheduled mediation coming up on October 26 and will designate Gil Langley to represent the AITDC.

## **IV. Old Business**

No old business.

## **V. Meeting adjourned 10:34 a.m.**

# Miscellaneous

# RESEARCH DATA SERVICES, INC.

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TAMPA, FLORIDA 33629  
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## Summer 2010 Visitor Profile Amelia Island Tourist Development Council



***Prepared for:***

Amelia Island Tourist Development Council

***Prepared by:***

Walter J. Klages, Ph.D.

President

Research Data Services, Inc.

***Research@KlagesGroup.com***

September 30, 2010

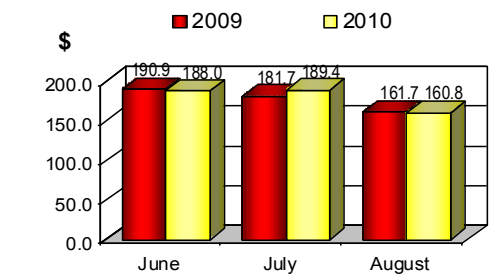
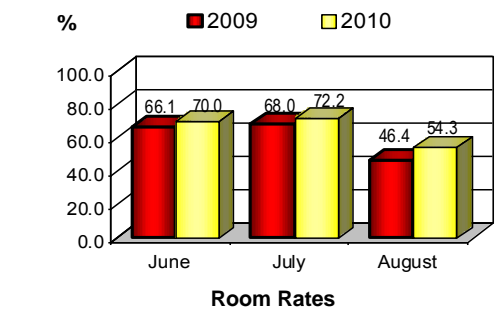
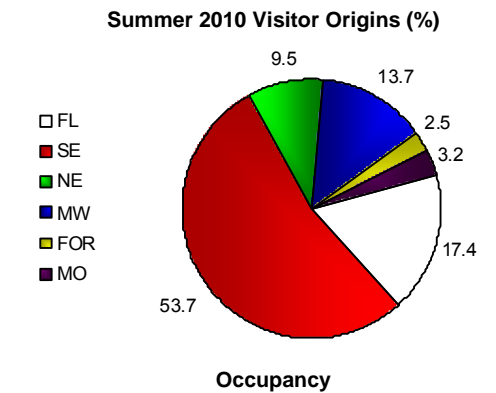
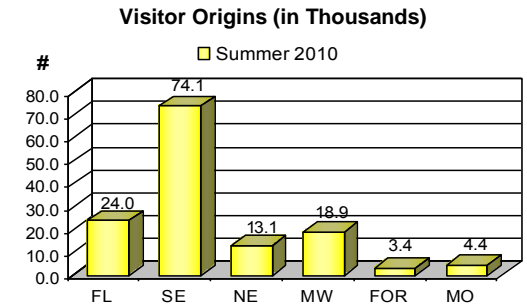
## Amelia Island Visitor Profile: Summer 2010 (June – August)

<b>Visitor Statistics</b>	<b>Summer 2010</b>
Visitors (#)	137,900
Direct Expenditures (\$)	\$79,269,100
Total Economic Impact (\$)	\$104,294,400

<b>Visitor Origin</b>	<b>Summer 2010</b>	
	<b>Relative %</b>	<b># of Visitors</b>
Florida	17.4%	23,995
Southeast	53.7	74,052
Northeast	9.5	13,101
Midwest	13.7	18,892
Foreign	2.5	3,447
Markets of Opportunity	3.2	4,413
<b>Total</b>	<b>100.0</b>	<b>137,900</b>

<b>Occupancy and ADR**</b>	<b>June</b>	<b>July</b>	<b>August</b>
Occupancy 2010	70.0%	72.2%	54.3%
Occupancy 2009	66.1	68.0	46.4
<b>Δ % ('09/'10)</b>	<b>+5.9%</b>	<b>+6.2%</b>	<b>+17.0%</b>
ADR 2010	\$187.95	\$189.39	\$160.75
ADR 2009	190.86	181.69	161.72
<b>Δ % ('09/'10)</b>	<b>-1.5%</b>	<b>+4.2%</b>	<b>-0.6%</b>
RevPAR 2010	\$131.49	\$136.65	\$87.31
RevPAR 2009	126.24	123.47	75.05
<b>Δ % ('09/'10)</b>	<b>+4.2%</b>	<b>+10.7%</b>	<b>+16.3%</b>

\*\* Source: Smith Travel Research



### SUMMER 2010 TOP U.S. FEEDER MARKETS

<u>States of Origin</u>		<u>Feeder Markets</u>	
1. Georgia	31.9%	1. Atlanta	22.2%
2. Florida	17.4	2. Jacksonville	6.3
3. Tennessee	4.4	3. Greater Orlando Area	5.0
4. South Carolina	4.4	4. Tampa/St. Petersburg	3.2
5. North Carolina	4.2	5. New York/New Jersey Metro	3.0
6. Kentucky	3.6	6. Miami/Fort Lauderdale	2.4
7. Pennsylvania	3.5	7. Savannah	2.4
8. Ohio	3.3	8. Washington, D.C.	2.3
9. New York	2.6	9. Charlotte	2.2
10. Illinois	2.5	10. Chicago	2.1

# Amelia Island Visitor Profile: Summer 2010 (June – August)

## Summer 2010

### Length of Stay (Days)

Away from Home	5.9 days
Florida	5.6 days
In Amelia Island	4.6 days

### Party Size (# of People)

3.2 people

### Travel Party (Multiple Response)

Family	47.0%
Couple	37.6
Group of Friends	7.8
Extended Family	5.0
Single	4.7

### Have Children or Young Adults in Immediate Travel Party (% Yes)

45.2%

### Transportation Mode

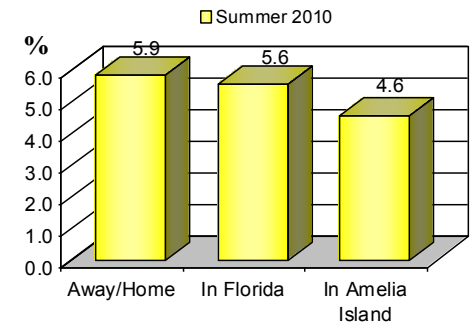
(Multiple Response)

Personal Car	74.2%
Plane	23.8
Rental Car	19.0

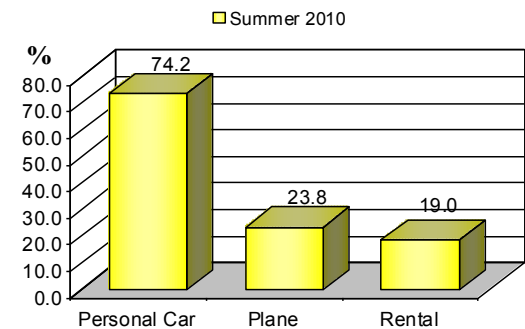
### Airport Deplaned (Base: Flew)

Jacksonville International	79.0%
Orlando International/Sanford	11.7

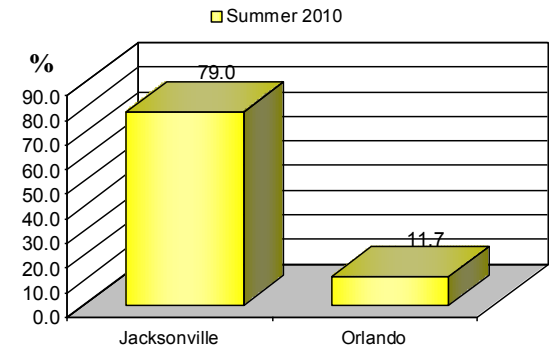
Length of Stay (Days)



Transportation



Airport Deplaned



## Amelia Island Visitor Profile: Summer 2010 (June – August)

### Summer 2010

#### Purpose of Trip (Multiple Response)

Vacation	67.6%
Business/Conference/Meeting	20.6
A Getaway	16.1
Visit with Friends and Relatives	5.6
Wedding	4.1

#### First Visit to (% Yes)

Amelia Island	41.7%
Florida	3.3

#### Average Number of Repeat Visits

to Amelia Island Over the Past Three Years (Base: Repeat Visitors) 3.4 trips

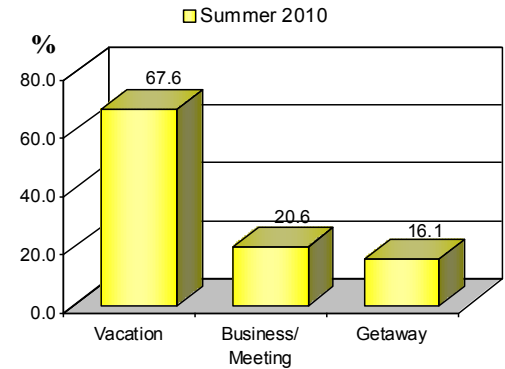
#### Other Southwest Areas Considered for this Trip (Multiple Response)

Considered Only Amelia Island	49.2%
St. Augustine/Ponte Vedra	16.0
Savannah	11.5
Orlando	9.9
Hilton Head	9.7
Panhandle	8.2
Jacksonville	7.0
Myrtle Beach	6.9

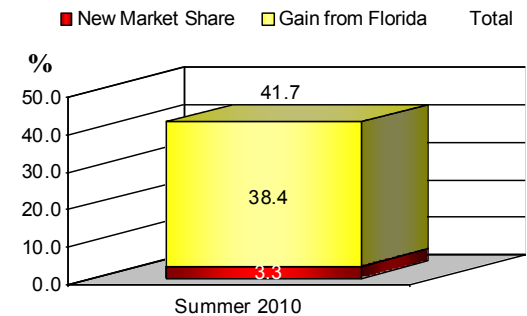
#### Why Chose Amelia Island (Multiple Response)

Beach	42.3%
Previous Experience	25.0
Love/Like the Area	21.6
Never Been/Try Something New	19.4
Recommendation	19.3
Hotel/Accommodations	17.3
Family Oriented Area	16.9
Convenient Location	16.3
Appealing Brochures/Websites	15.9
Nature/Environment	13.2
Business/Meeting	13.0
History	11.5
Weather	10.5
Visiting Friends/Family	9.8
Attractions	8.9

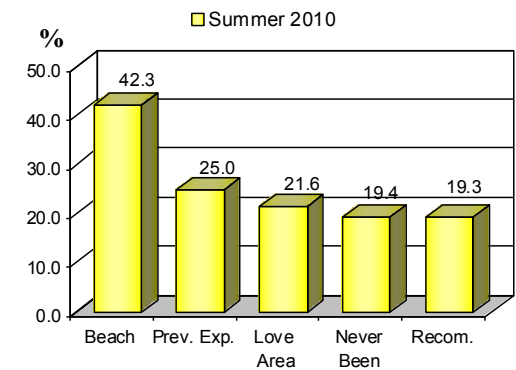
#### Purpose of Trip (Top Three)



#### First Visit to Amelia Island



#### Why Chose Amelia Island (Top Five)



# Amelia Island Visitor Profile: Summer 2010 (June – August)

## Summer 2010

### Information Most Helpful to Visit (Multiple Response)

Internet	63.7%
Previous Visit	38.9
Recommendation	27.6
Family	13.0
Hotel/Accommodations	12.7
Print Media	8.5
Convention/Conference/Meeting	7.0
Business	5.8

### Internet Information Consulted (Multiple Response)

(Base: Use Internet as Information Source)

www.ameliaisland.com	35.2%
Accommodation website	30.0
TripAdvisor	13.3
Traveler Reviews/Blogs	8.9
VRBO (Vacation Rentals by Owner)	8.7
Expedia	7.2
Hotels.com	4.7
Travelocity	4.5
Priceline	4.5

### Attractions Visited (Multiple Response)

Historic Downtown	81.5%
Fort Clinch State Park	30.6
Amelia Island State Park	14.0
Cumberland Island/St. Mary's	10.3
Amelia Island Museum of History	5.0
None	13.6

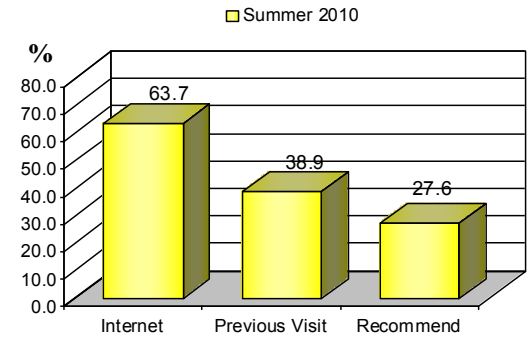
### Satisfaction with Amelia Island

Very Satisfied	78.7%
Satisfied	18.7
<b>Satisfaction Level (Very Satisfied + Satisfied)</b>	<b>97.4%</b>

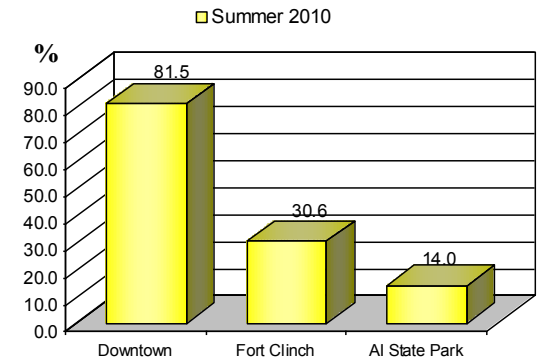
### Recommend Amelia Island to Friends/Relatives

Yes	97.3%
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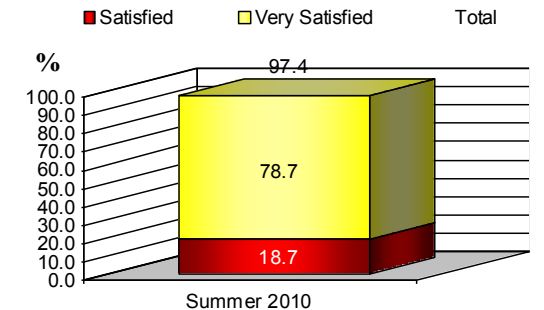
Information Helpful to Visit (Top Three)



Attractions/Theme Parks Visited (Top Three)



Satisfaction with Amelia Island



# Amelia Island Visitor Profile: Summer 2010 (June – August)

## Summer 2010

### Plan to Return (% Yes)

To Local Area	92.8%
Next Year (Base: Return to Local Area)	54.3

### Demographics

Average Age Head of Household (Years)	49.2
Median Annual Household Income	\$116,227

### Seen/Read/Heard Amelia Island Message (% Yes)

26.2%

### Type of Message Seen (Multiple Response)

(Base: Respondents Reporting Seen/Read/Heard Message)

Internet	72.2%
Magazine	30.7
Television	12.5
Newspaper	12.4
Travel Guides/Visitor Guides/Brochures	11.9

### Influenced by Amelia Island Message

(Base: Respondents Reporting Seen/Read/Heard Message)

32.2%

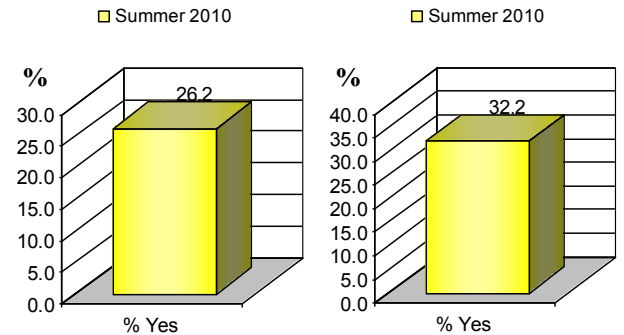
### Avg. Party Budget Breakdown

Accommodations	\$737.98
Food/Beverage	476.07
Grocery Store	82.66
Admissions to Attractions	76.07
Other Entertainment	113.12
Retail Purchases	214.25
Miscellaneous	139.29

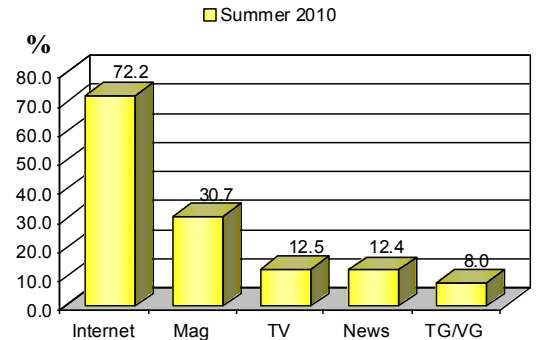
### Amelia Island Base Budget

Total	\$1,839.44
Per Person/Trip	574.83
Per Person/Day	124.96

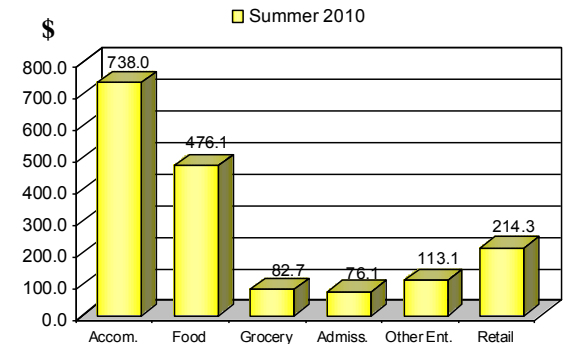
### Seen/Read/Heard Message



### Type of Message Seen (Top Five)



### Budget Breakdown



## Amelia Island Visitor Profile: Summer 2010 (June – August)

### Summer 2010

<b>Used Internet to Get Travel Information for this Trip</b> (% Yes)	85.8%
<b>Booked Travel for this Trip on the Internet</b> (% Yes)	53.7
<b>Accessed <a href="http://www.ameliainland.com">www.ameliainland.com</a></b> (% Yes)	46.4

<b>Did Party Have Lodging Reservations for Stay</b> (% Yes)	91.8%
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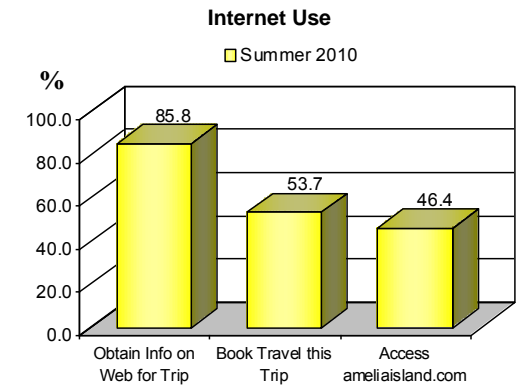
#### How Were Reservations Made:

(Base: Had Reservations)

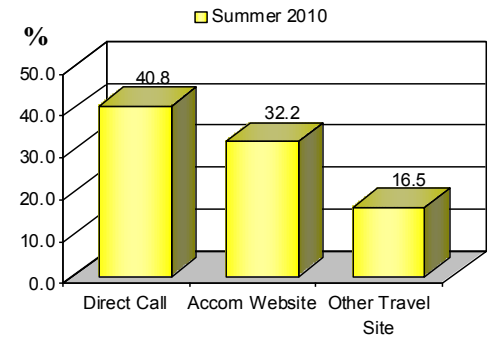
Direct Call to Hotel/Rental Office	40.8%
Specific Hotel/Condo Website	32.2
Other Internet Travel Website	16.5

#### Activities Enjoyed in Area (Multiple Response)

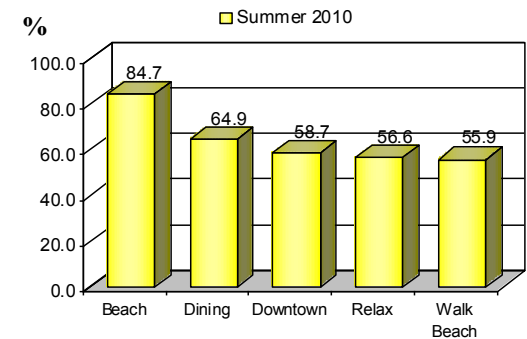
Beach	84.7%
Dining Out	64.9
Historic Downtown	58.7
Relaxing	56.6
Walking on the Beach	55.9
Shopping	51.6
Pool	36.0
Sight-Seeing	33.6
Shelling	31.0
Reading	28.8
Swimming	27.6
State Parks	20.2
Wildlife/Environment	16.4
Visiting Friends/Relatives	13.2
Antiquing	11.0
Bars/Nightlife	10.7
Art Galleries	10.4
Exercising	10.0
Golfing	9.2
Water Cruise	7.3



#### How Were Reservations Made (Top Three)



#### Activities Enjoyed (Top Five)

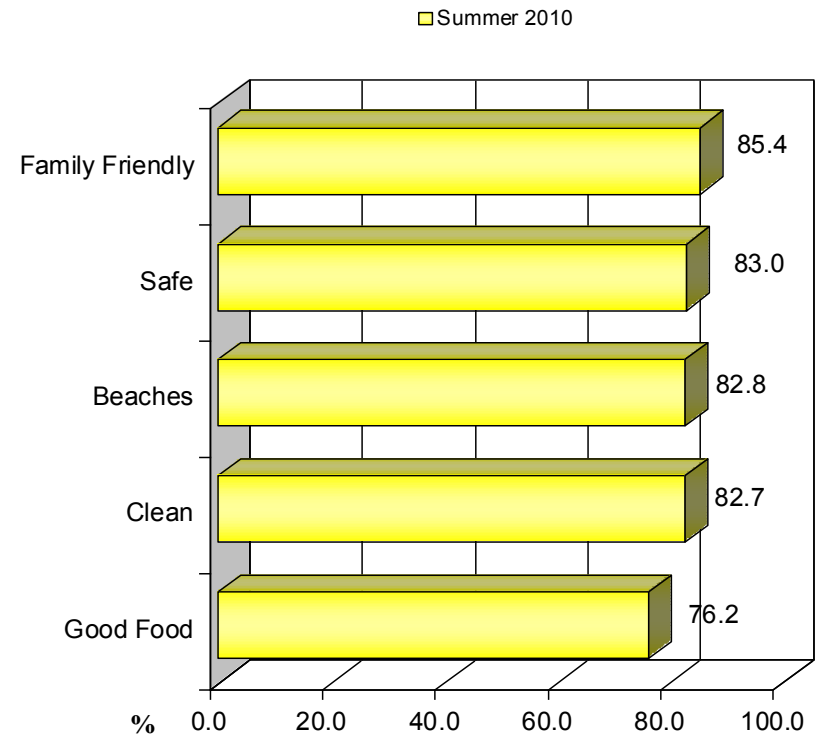


**Attributes that Describe Amelia Island Well**

**Summer 2010**

Family Friendly	85.4%
Safe Destination	83.0
Beautiful Beaches	82.8
Clean Environment	82.7
Good Food & Restaurants	76.2
Complete Relaxation	73.5
Historic Downtown	72.0
Good Value for the Money	63.9
Upscale Accommodations	62.2
A Romantic Place	54.1
Activities for All Ages	50.1
State Parks	36.7
Good Golfing	17.5
Art Galleries	15.6
Good Water Sports	13.1
Good Fishing	12.5

**Attributes that Describe Amelia Island (Top Five)**



# TRACKING



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## Amelia Island Tourist Development Council

For the Month of September 2010

Date Created: Oct 19, 2010

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# Tab 2 - Multi-Segment

Currency: USD - US Dollar

Amelia Island Tourist Development Council

For the month of: September 2010

	Current Month - September 2010 vs September 2009												Year to Date - September 2010 vs September 2009												Participation			
	Occ %		ADR		RevPAR		Percent Change from September 2009						Occ %		ADR		RevPAR		Percent Change from YTD 2009						Properties		Rooms	
	2010	2009	2010	2009	2010	2009	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2010	2009	2010	2009	2010	2009	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Florida	48.0	43.6	86.76	85.73	41.65	37.40	10.1	1.2	11.4	13.4	1.9	12.1	60.2	57.1	105.35	108.03	63.42	61.65	5.5	-2.5	2.9	5.5	2.6	8.2	3577	1931	411406	293705
Jacksonville, FL	51.3	44.3	76.53	77.23	39.26	34.20	15.9	-0.9	14.8	14.8	-0.0	15.8	57.4	53.2	81.12	86.36	46.58	45.96	7.9	-6.1	1.4	3.8	2.4	10.5	268	185	26859	21865
Jacksonville Beaches	52.8	42.5	105.73	105.77	55.86	44.92	24.4	-0.0	24.3	25.4	0.8	25.4	59.9	56.9	116.94	121.72	70.02	69.28	5.2	-3.9	1.1	6.0	4.9	10.3	102	60	8025	6091
Savannah, GA	57.4	55.2	86.13	87.91	49.41	48.53	3.9	-2.0	1.8	4.0	2.2	6.2	61.1	59.4	86.27	87.59	52.72	52.01	2.9	-1.5	1.4	4.9	3.5	6.5	164	121	14894	12136
Brunswick/Kingsland, GA	39.3	37.5	77.86	92.31	30.57	34.64	4.6	-15.7	-11.8	-10.0	2.0	6.8	45.6	52.7	80.30	93.10	36.60	49.09	-13.6	-13.8	-25.4	-23.1	3.1	-10.9	91	53	7543	4401
Daytona Beach, FL	37.6	34.7	77.60	75.84	29.17	26.33	8.3	2.3	10.8	8.9	-1.7	6.4	51.8	50.1	98.03	98.22	50.78	49.25	3.3	-0.2	3.1	0.9	-2.1	1.1	179	63	13785	7678
Charleston, SC	63.9	57.4	104.47	101.48	66.73	58.24	11.3	2.9	14.6	16.3	1.5	13.0	66.5	62.6	107.25	105.84	71.27	66.28	6.1	1.3	7.5	10.3	2.5	8.8	165	115	17612	13877
Nassau County, FL	51.3	36.9	125.88	124.38	64.63	45.89	39.1	1.2	40.8	40.2	-0.4	38.6	53.8	49.9	151.22	156.04	81.29	77.93	7.6	-3.1	4.3	9.5	5.0	13.0	24	14	2112	1659
St Johns County, FL	46.7	39.1	90.18	90.94	42.16	35.59	19.4	-0.8	18.4	20.0	1.3	21.0	56.9	54.7	97.74	103.52	55.61	56.59	4.1	-5.6	-1.7	1.0	2.8	6.9	80	42	5765	4027
Hilton Head/Beaufort	55.4	54.4	119.11	118.20	66.05	64.35	1.8	0.8	2.6	2.8	0.1	2.0	57.6	56.6	125.89	127.60	72.48	72.20	1.8	-1.3	0.4	-0.5	-0.9	0.8	48	32	6589	4324
Fort Walton Beach, FL	42.0	40.3	101.99	104.93	42.82	42.33	4.1	-2.8	1.2	0.7	-0.4	3.7	50.1	50.8	119.45	129.81	59.89	65.97	-1.3	-8.0	-9.2	-9.4	-0.2	-1.5	79	47	9520	6731

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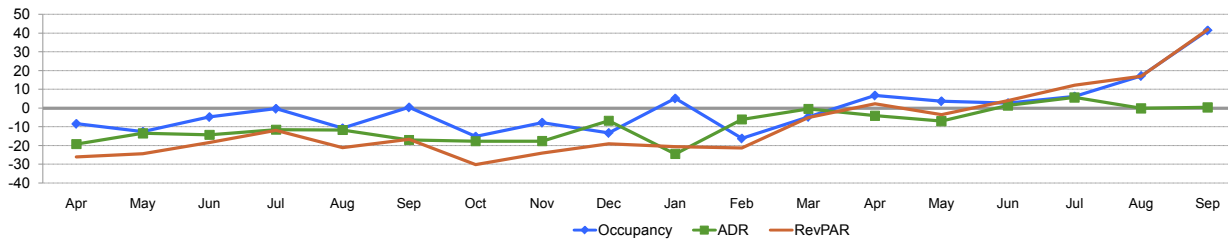
Source 2010 SMITH TRAVEL RESEARCH, Inc.

Tab 3 - Trend Amelia Island Sel Zip

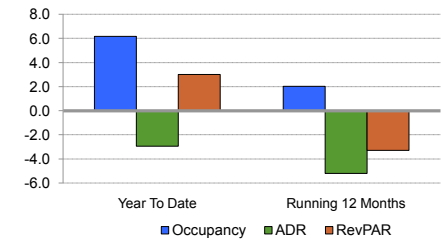
Currency: USD - US Dollar

Amelia Island Tourist Development Council  
For the Month of September 2010

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2009												2010								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep			
This Year	63.4	56.1	68.5	68.4	47.0	40.2	47.9	40.9	31.7	38.9	44.5	56.7	67.6	58.2	70.3	72.7	55.1	56.9			
Last Year	69.1	64.2	71.9	68.6	52.7	40.1	56.4	44.3	36.5	37.0	53.1	59.5	63.4	56.1	68.5	68.4	47.0	40.2			
Percent Change	-8.3	-12.6	-4.7	-0.3	-10.7	0.4	-15.2	-7.7	-13.2	5.2	-16.2	-4.7	6.8	3.7	2.7	6.2	17.2	41.4			

Year To Date			Running 12 Months		
2008	2009	2010	2008	2009	2010
60.6	54.6	58.0	58.0	52.4	53.5
65.8	60.6	54.6	61.6	58.0	52.4
-7.9	-9.9	6.2	-5.9	-9.6	2.0

Year To Date			Running 12 Months		
2008	2009	2010	2008	2009	2010
199.01	171.48	166.41	193.72	171.01	162.10
196.57	199.01	171.48	190.26	193.72	171.01
1.2	-13.8	-3.0	1.8	-11.7	-5.2

ADR	2009												2010								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep			
This Year	182.16	192.75	180.67	177.06	157.24	135.26	148.87	143.62	135.77	112.63	148.46	185.63	174.66	179.30	183.09	187.11	157.00	135.73			
Last Year	225.54	222.72	210.69	200.13	178.05	162.92	180.79	174.39	145.57	149.11	158.05	186.46	182.16	192.75	180.67	177.06	157.24	135.26			
Percent Change	-19.2	-13.5	-14.3	-11.5	-11.7	-17.0	-17.7	-17.6	-6.7	-24.5	-6.1	-0.4	-4.1	-7.0	1.3	5.7	-0.2	0.3			

Year To Date			Running 12 Months		
2008	2009	2010	2008	2009	2010
120.62	93.62	96.44	112.26	89.60	86.65
129.30	120.62	93.62	117.22	112.26	89.60
-6.7	-22.4	3.0	-4.2	-20.2	-3.3

Year To Date			Running 12 Months		
2008	2009	2010	2008	2009	2010
421.650	433.993	461.361	560.846	577.513	617.117
413.049	421.650	433.993	561.813	560.846	577.513
2.1	2.9	6.3	-0.2	3.0	6.9

RevPAR	2009												2010								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep			
This Year	115.40	108.19	123.77	121.18	73.98	54.42	71.28	58.72	42.98	43.86	66.07	105.24	118.13	104.34	128.77	136.03	86.54	77.23			
Last Year	155.90	143.04	151.52	137.37	93.85	65.27	102.03	77.26	53.12	55.22	83.91	110.87	115.40	108.19	123.77	121.18	73.98	54.42			
Percent Change	-26.0	-24.4	-18.3	-11.8	-21.2	-16.6	-30.1	-24.0	-19.1	-20.6	-21.3	-5.1	2.4	-3.6	4.0	12.3	17.0	41.9			

Year To Date			Running 12 Months		
2008	2009	2010	2008	2009	2010
120.62	93.62	96.44	112.26	89.60	86.65
129.30	120.62	93.62	117.22	112.26	89.60
-6.7	-22.4	3.0	-4.2	-20.2	-3.3

Year To Date			Running 12 Months		
2008	2009	2010	2008	2009	2010
421.650	433.993	461.361	560.846	577.513	617.117
413.049	421.650	433.993	561.813	560.846	577.513
2.1	2.9	6.3	-0.2	3.0	6.9

Supply	2009												2010								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep			
This Year	46,800	48,360	46,800	48,360	52,483	50,790	52,483	50,790	52,483	52,483	47,404	52,483	50,790	52,483	50,790	52,204	52,204	50,520			
Last Year	46,800	48,360	46,800	48,360	48,360	46,800	48,360	46,800	48,360	48,360	43,680	48,360	46,800	48,360	46,800	48,360	52,483	50,790			
Percent Change	0.0	0.0	0.0	0.0	8.5	8.5	8.5	8.5	8.5	8.5	8.5	8.5	8.5	8.5	8.5	7.9	-0.5	-0.5			

Year To Date			Running 12 Months		
2008	2009	2010	2008	2009	2010
255,559	236,930	267,376	325,018	302,601	329,885
271,707	255,559	236,930	346,129	325,018	302,601
-5.9	-7.3	12.9	-6.1	-6.9	9.0

Year To Date			Running 12 Months		
2008	2009	2010	2008	2009	2010
50,858,193	40,629,140	44,494,020	62,961,708	51,747,602	53,472,888
53,408,585	50,858,193	40,629,140	65,855,207	62,961,708	51,747,602
-4.8	-20.1	9.5	-4.4	-17.8	3.3

Demand	2009												2010								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep			
This Year	29,649	27,144	32,061	33,096	24,692	20,433	25,129	20,765	16,615	20,437	21,097	29,755	34,351	30,542	35,722	37,953	28,774	28,745			
Last Year	32,349	31,058	33,657	33,196	25,490	18,750	27,291	20,734	17,646	17,908	23,191	28,756	29,649	27,144	32,061	33,096	24,692	20,433			
Percent Change	-8.3	-12.6	-4.7	-0.3	-3.1	9.0	-7.9	0.1	-5.8	14.1	-9.0	3.5	15.9	12.5	11.4	14.7	16.5	40.7			

Year To Date			Running 12 Months		
2008	2009	2010	2008	2009	2010
50,858,193	40,629,140	44,494,020	62,961,708	51,747,602	53,472,888
53,408,585	50,858,193	40,629,140	65,855,207	62,961,708	51,747,602
-4.8	-20.1	9.5	-4.4	-17.8	3.3

Year To Date			Running 12 Months		
2008	2009	2010	2008	2009	2010
50,858,193	40,629,140	44,494,020	62,961,708	51,747,602	53,472,888
53,408,585	50,858,193	40,629,140	65,855,207	62,961,708	51,747,602
-4.8	-20.1	9.5	-4.4	-17.8	3.3

Revenue	2009												2010								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep			
This Year	5,400,848	5,232,003	5,792,375	5,860,049	3,882,590	2,763,850	3,740,848	2,982,268	2,255,752	2,301,883	3,132,123	5,523,289	5,999,854	5,476,122	6,540,204	7,101,419	4,517,492	3,901,634			
Last Year	7,295,888	6,917,367	7,091,237	6,643,360	4,538,471	3,054,677	4,933,965	3,615,765	2,568,732	2,670,263	3,665,324	5,361,838	5,400,848	5,232,003	5,792,375	5,860,049	3,882,590	2,763,850			
Percent Change	-26.0	-24.4	-18.3	-11.8	-14.5	-9.5	-24.2	-17.5	-12.2	-13.8	-14.5	3.0	11.1	4.7	12.9	21.2	16.4	41.2			

Year To Date			Running 12 Months		
2008	2009	2010	2008	2009	2010
50,858,193	40,629,140	44,494,020	62,961,708	51,747,602	53,472,888
53,408,585	50,858,193	40,629,140	65,855,207	62,961,708	51,747,602
-4.8	-20.1	9.5	-4.4	-17.8	3.3

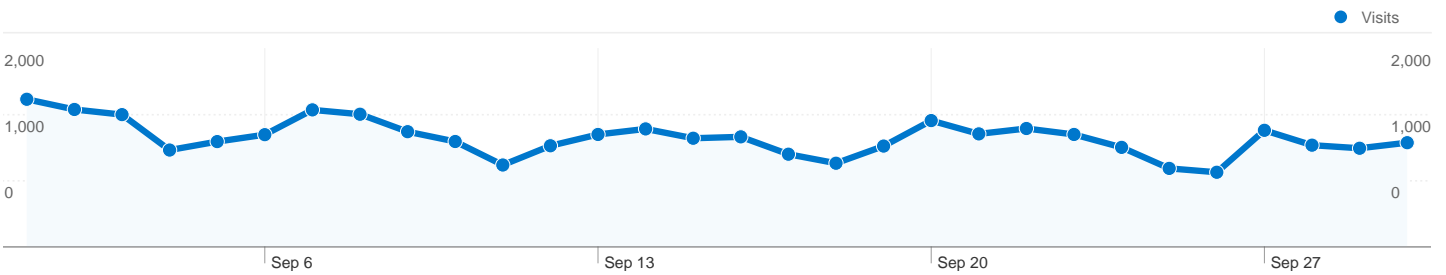
Year To Date			Running 12 Months		
2008	2009	2010	2008	2009	2010
50,858,193	40,629,140	44,494,020	62,961,708	51,747,602	53,472,888
53,408,585	50,858,193	40,629,140	65,855,207	62,961,708	51,747,602
-4.8	-20.1	9.5	-4.4	-17.8	3.3

Census %	2009												2010								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep			
Census Props	13	13	13	13	14	14	14	14	14	14	14	14	14	14	14	14	14	14			
Census Rooms	1560	1560	1560	1560	1693	1693	1693	1693	1693	1693	1693	1693	1693	1693	1693	1684	1684	1684			
% Rooms Participants	96.6	96.6	96.6	96.6	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	81.5			

A blank row indicates insufficient data.

Source 2010 SMITH TRAVEL RESEARCH, Inc.





Site Usage

33,036 Visits

32.13% Bounce Rate

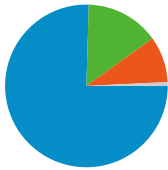
173,889 Pageviews

00:04:33 Avg. Time on Site

5.26 Pages/Visit

75.86% % New Visits

Traffic Sources Overview

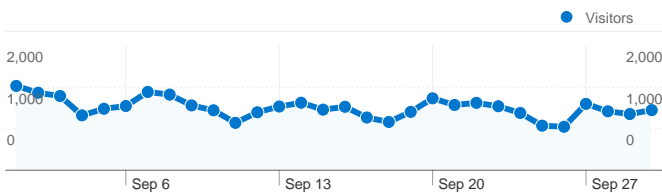


- Search Engines  
24,928.00 (75.46%)
- Referring Sites  
4,834.00 (14.63%)
- Direct Traffic  
3,026.00 (9.16%)
- Other  
248 (0.75%)

Content Overview

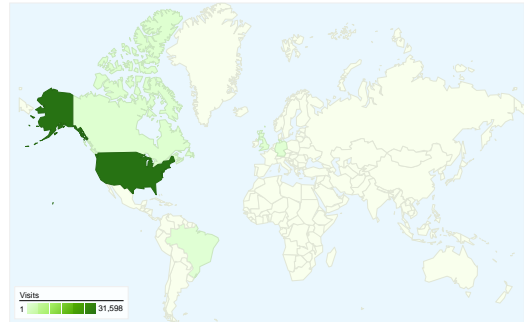
Pages	Pageviews	% Pageviews
/	29,117	16.74%
/area-	10,576	6.08%
/area-	8,154	4.69%
/area-	5,504	3.17%
/media-gallery/	5,062	2.91%

Visitors Overview



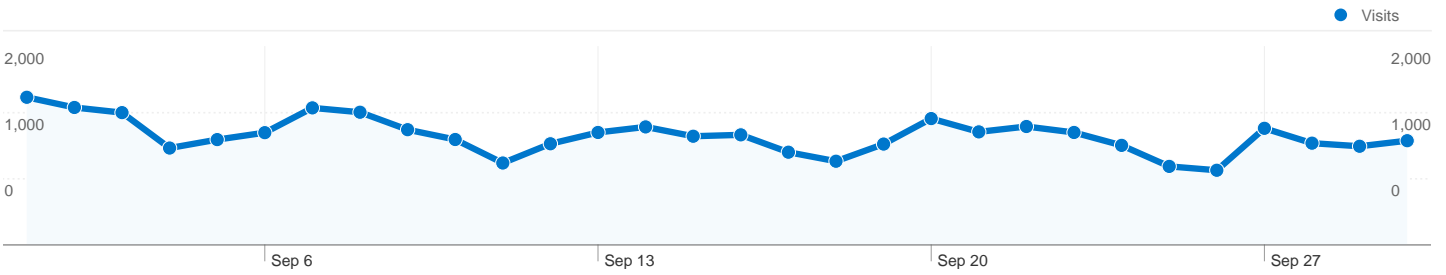
Visitors  
27,370

Map Overlay






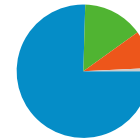
# Amelia Island Traffic Sources Overview

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



All traffic sources sent a total of 33,036 visits

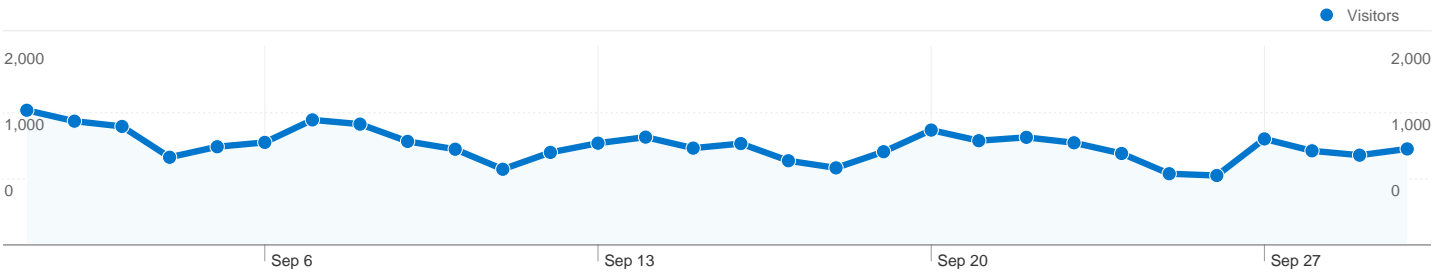
-  9.16% Direct Traffic
-  14.63% Referring Sites
-  75.46% Search Engines



- **Search Engines**  
24,928.00 (75.46%)
- **Referring Sites**  
4,834.00 (14.63%)
- **Direct Traffic**  
3,026.00 (9.16%)
- **Other**  
248 (0.75%)

## Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	19,575	59.25%	amelia island	13,205	52.97%
(direct) ((none))	3,026	9.16%	amelia island florida	1,273	5.11%
bing (organic)	2,171	6.57%	amelia island hotels	1,087	4.36%
yahoo (organic)	2,102	6.36%	fernandina beach	473	1.90%
fbfl.us (referral)	1,668	5.05%	amelia island, fl	403	1.62%



**27,370 people visited this site**

**33,036** Visits

**27,370** Absolute Unique Visitors

**173,889** Pageviews

**5.26** Average Pageviews

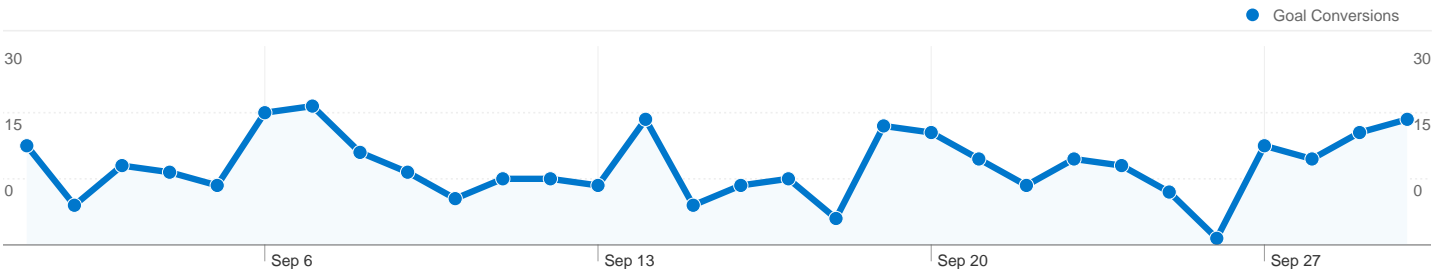
**00:04:33** Time on Site

**32.13%** Bounce Rate

**75.86%** New Visits

**Technical Profile**

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	21,975	66.52%	Cable	14,453	43.75%
Firefox	5,410	16.38%	DSL	7,629	23.09%
Safari	4,229	12.80%	Unknown	5,501	16.65%
Chrome	1,402	4.24%	T1	4,626	14.00%
Opera	9	0.03%	Dialup	749	2.27%



## Visitors completed 358 goal conversions

68 conversions, Goal 1: Newsletter Sign Up

274 conversions, Goal 2: Request Brochure

0 conversions, Goal 3: Meeting RFP

0 conversions, Goal 4: Wedding RFP

16 conversions, Goal 5: Contact Us

## Goal Performance

Goal Conversion Rate



Goal Conversion Rate  
1.08%

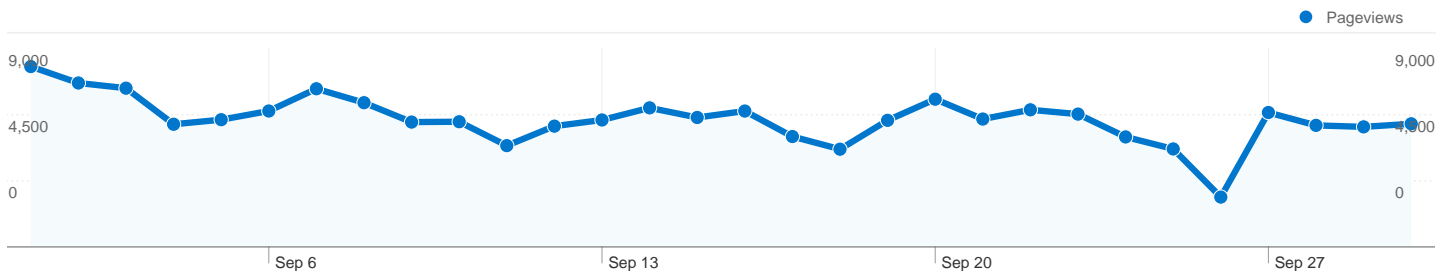
Total Goal Value



Total Goal Value  
\$0.00

Amelia Island  
**Content Overview**

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



Pages on this site were viewed a total of 173,889 times

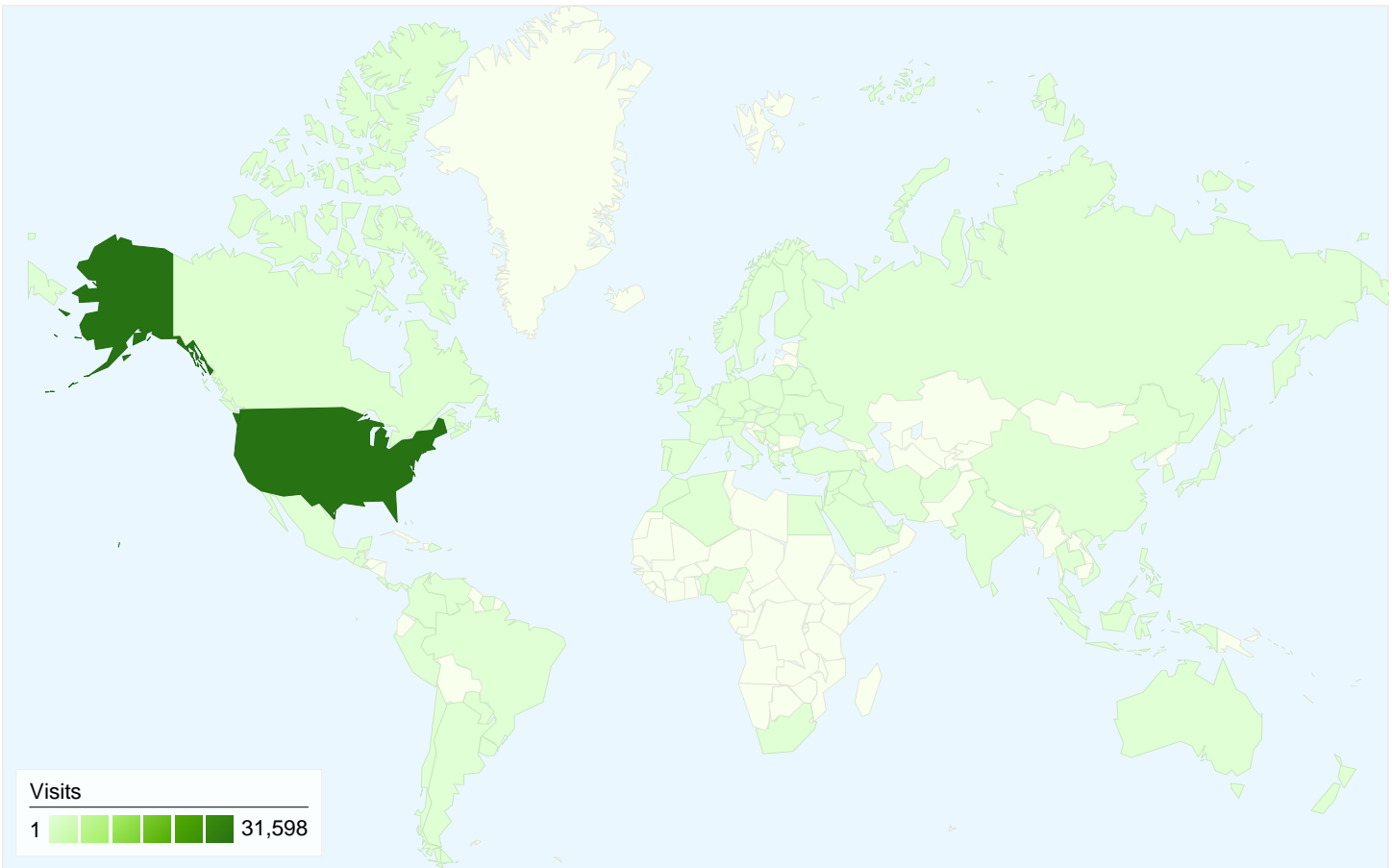
173,889 Pageviews

128,512 Unique Views

32.22% Bounce Rate

**Top Content**

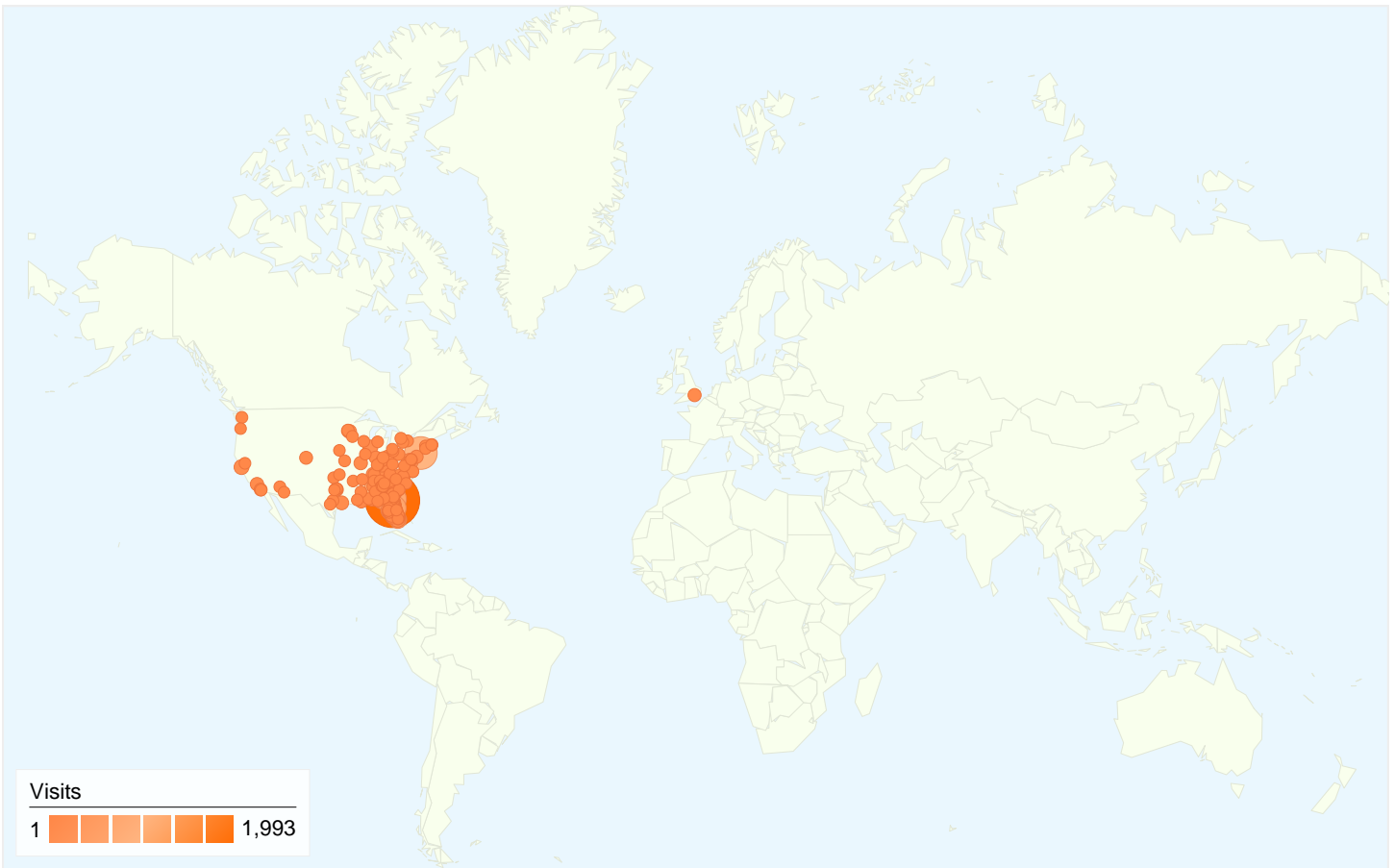
Pages	Pageviews	% Pageviews
/	29,117	16.74%
/area-services/accommodations/	10,576	6.08%
/area-services/accommodations/hotels-motels/	8,154	4.69%
/area-services/accommodations/resorts/	5,504	3.17%
/media-gallery/	5,062	2.91%



**33,036 visits came from 96 countries/territories**

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	31,598	5.31	00:04:34	75.58%	31.85%
Canada	382	5.19	00:03:54	82.20%	31.68%
United Kingdom	283	5.12	00:04:24	75.62%	33.92%
Germany	136	4.71	00:03:56	80.15%	38.24%
Brazil	55	2.31	00:01:39	92.73%	70.91%
France	52	4.85	00:02:59	78.85%	34.62%
Switzerland	44	5.30	00:04:19	81.82%	31.82%
India	35	2.09	00:02:10	82.86%	42.86%
Italy	33	3.15	00:03:21	87.88%	45.45%



**33,036 visits came from 3,878 cities**

Site Usage

City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Jacksonville	1,993	5.52	00:04:25	76.62%	30.36%
Atlanta	1,109	5.36	00:04:34	76.19%	27.59%
New York	1,001	5.00	00:03:59	78.32%	33.17%
Fernandina Beach	705	4.91	00:03:25	51.91%	36.74%
Orlando	657	6.04	00:05:49	71.84%	28.92%
Gainesville	439	6.28	00:05:41	71.30%	25.28%
Tallahassee	355	6.47	00:06:09	70.70%	25.92%
Miami	310	4.65	00:04:22	71.94%	37.42%
Tampa	298	4.98	00:06:01	68.79%	35.57%

# ACTIVITY

SEPTEMBER 2010 REPORT

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**TOURISM MARKETING**

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**Tourism Sales Efforts**

- ⊗ Distributed Jazz Festival, Cookie Tour, Arts Festival and other brochures on and off- island accommodations and businesses
- ⊗ Participated in Florida Motor coach Association conference
- ⊗ Responded to Wedding and Meeting requests, emailed to Island accommodations
- ⊗ Collected and distributed weekly “Hot Rates” to I-95 welcome center
- ⊗ Responded to media and collateral requests from meeting planners and hotels
- ⊗ Provided 489 information bags for corporate and wedding groups
- ⊗ Welcomed 7 motor coaches to the historic district
- ⊗ Site visit with BOMA for 2011 for an off-site event with 250 guests
- ⊗ Coordinated island tour for 25 travel agents with gift bags
- ⊗ Provided 75 gift bags for Gator Bowl Chairman’s Club Event
- ⊗ Provided 15 welcome gift bags for Omni Global Directors visit
- ⊗ Responded to individual requests for island information via website, Visit Florida, and other travel sites
- ⊗ Island information for CORFAC registration desk

**Administration**

- ⊗ Sent thank you emails and 2011 applications to GSTC teams
- ⊗ Participated in Empower mint webinars
- ⊗ Participated in D3000 training
- ⊗ Produced rack cards and posters for Arts Festival
- ⊗ Conference Call with Collinson Media and Audubon to discuss Amelia Nature enhancements
- ⊗ Attended NEDC Annual dinner
- ⊗ Proofed press releases, brochure proofs and e-newsletter
- ⊗ Met with Jazz Festival, My Web Refresh, Film Festival
- ⊗ Attended Advertising RFQ presentations
- ⊗ Conference calls with writers/designers/printers to discuss visitor guide
- ⊗ Conference call with Jeff Dawson to discuss Bike Map brochure
- ⊗ Assisted Jazz Festival with securing lodging partners and sponsorship with FI Travel & Life
- ⊗ Attended Florida Governor’s Conference on Tourism and met with travel writers
- ⊗ Attended Travelocity Partners Conference
- ⊗ Attended webinar for Visit Florida Trails Website
- ⊗ Conference Calls with MMG Worldwide regarding ongoing enhancements for ameliaisland.com
- ⊗ Promotion of FL/GA sweepstakes through social media
- ⊗ Updated Amelia Island websites including event calendar listings
- ⊗ Promoted events on Facebook and Twitter
- ⊗ Officially launched AmeliaNature.com
- ⊗ Participated in Restoration Foundation program on downtown revitalization
- ⊗ Meet with Sweet Tea Partners on 2011 program
- ⊗ Participated in Chairman's Club Weekend for Gator Bowl

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## ADVERTISING & MARKETING

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### Advertising

- ⊗ Agency continued to receive and review media placement opportunities
- ⊗ Agency monitored Southern Living leads
- ⊗ Agency finalized the Beach Collection Brochure
- ⊗ Agency developed a Sweepstakes landing page for the Florida vs. Georgia football game. There have been 500 entries since the site went live, which will be included in the overall database.
- ⊗ Agency submitted numerous entries for the upcoming Adrian Awards which is the award presented by HSMAI (Hospitality Sales and Marketing Association International) for outstanding marketing in tourism
- ⊗ Agency developed a niche ad for the Nature market which will be featured in the November issue of Audubon Magazine
- ⊗ Agency developed and secured space for the Fall Instate Insert Co-Op with Visit Florida. The program includes a 1/3 page ad and multiple online ad components.
- ⊗ Agency developed a ½ page print ad focusing on the Jazz Festival. The ad will be featured in the October issue of Florida Monthly Magazine.
- ⊗ Agency developed multiple creative elements for co-op programs with First Coast of Golf. The elements include:
  - ◆ *Sports Illustrated* cover wrap ad
  - ◆ 1/3 page ad for Visit Florida Co-Op
  - ◆ Golf Package copy and photography for a program with Golf.com and the Golf Channel
- ⊗ Agency developed materials for the Weddings Market and two upcoming co-op programs with Visit Florida
  - ◆ Weddings and Honeymoons – which included a half page editorial, photos and online ads
  - ◆ Visit Florida Bridal Guide – which included a half page ad and editorial coverage
- ⊗ Agency provided Atlanta Magazine with information regarding an online Sweepstakes and information for the Florida vs. Georgia football game
- ⊗ Agency reviewed research provided by the Klages Group
- ⊗ Agency developed new program for upcoming campaigns “Welcome to my Amelia”
- ⊗ Agency began to develop media and marketing plan for new fiscal year

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**PUBLIC RELATIONS  
HAYWORTH CREATIVE**

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**Media Development**

- ⊗ Responded to 15 editorial leads from VISIT FLORIDA, SATW E-news, Media Kitty, and HARO.
- ⊗ Presented Jacksonville Business Journal with story idea on the record occupancy in July 2010. Coordinated interview and worked with writer on story.
- ⊗ Submitted the Shrimp Festival for the STS Top 20 events in 2011.
- ⊗ Contacted Sarah Sekula from Where Magazine about an article about treasure hunting.
- ⊗ Provided information to Audubon for an article they are writing for November. Fact checked article.
- ⊗ Began working on the 2011 Calendar listings. Will continue into October.
- ⊗ Sent b-roll to Go World Publishing for a video project with TripTelevision.
- ⊗ Provided Jim Winnerman with information for an upcoming radio show.
- ⊗ Fact checked for Delta's Sky magazine.
- ⊗ Provided Recommend magazine with interview answers for the November issue.

**Press Trips**

- ⊗ Coordinated press trip and itinerary for VIVE magazine (circulation 75,000) for a September visit; however, the writer had to cancel the trip due to an illness in the family. Will work to reschedule.
- ⊗ Finalized itinerary for Julie Henning of Road Trips for Families (Avg. Unique Monthly Visitors 2,014) with information for her trip. She visited Sept 24-26. Assisted her during her trip and sent a thank you note.
- ⊗ Coordinated press trip for Hilda Mitrani (VISIT FLORIDA Off the Beaten Path expert) for October 3-5. Finalized itinerary and provided welcome kit to the host hotel.
- ⊗ Finalized itinerary for Charlotte Post (circulation 12,500) writer, Erica Singleton, who will be visiting on October 16-20.

**Media Releases**

- ⊗ Wrote and distributed FL/GA game press release. Release was sent to 335 media outlets in Florida and Georgia (dailies and select magazines), online and travel blogs.
- ⊗ Created and sent out a press release about the Pack Your Bags program. The release was distributed to 654 media outlets, including local, Florida magazines and dailies, national dailies, southeast magazines and dailies, online, travel blogs and select freelancers.
- ⊗ Distributed the FL/GA game release as an optimized release through Marketwire.
- ⊗ Wrote and distributed a Halloween events press release. The release was sent to 306 media in the local, Florida, Georgia and online markets.
- ⊗ Wrote press release about the Holiday events on Amelia Island. Release will be distributed in October.
- ⊗ Wrote and distributed local PR campaign release to local media.

### **Promotions**

- ⊗ Waiting on response from the CVB with a list of ideas on ways to partner with Harris Teeter in 2011.
- ⊗ Provided WDUV-FM in Tampa copy, logos and images for the October promotion with Addison on Amelia.
- ⊗ Finalize Harris Teeter prize and sent to the winner. Also worked with the winner to secure dates at the property.
- ⊗ Coordinated promotion with Jacksonville Magazine for the Best of Jacksonville party. The CVB and participating partners will receive online, print and event exposure.
- ⊗ Contacted Women's Health winner and sent prize.
- ⊗ Secured prize for the Central Florida's Lifestyle promotion. Provided to the publication.
- ⊗ Contacted Channel 4 (WJXT-TV) and Renda Broadcasting about possible promotions with Amelia Island Jazz Festival. WSOS-FM and WEJZ-FM will do online and facebook promotions for the Festival in the week prior to the event.
- ⊗ Coordinated hotel reservation for the WLOQ-FM winner.

### **Miscellaneous**

- ⊗ Researched and wrote copy for the October Amelia Island e-newsletter. Copy was approved and will be distributed by Digital Surgeons in October.
- ⊗ Finalized Marketing Plan intro and provided to the CVB.
- ⊗ Submitted two entries into HSMIA Adrian Award submissions.
- ⊗ Coordinated and attended four meetings with editorial staff during VISIT FLORIDA's Governor's Conference.
- ⊗ Ordered clips from the Great Southern Tailgate Cook-off television coverage.
- ⊗ Attended the advertising presentations on September 16.
- ⊗ Attended and presented at the TDC meeting on September 22.
- ⊗ Reviewed summer business research and sent suggestions to the CVB.
- ⊗ Created Activity, Forecast and Publicity Reports.

## INTERACTIVE DIGITAL SURGEONS

### WEBSITE MAINTENANCE FOR September

- Launched September Newsletter
- Managed subscriber list - adding and removal of subscribers
- Redesign Amelia Island Hotels Tab (“Accommodations”) on Facebook

### NEXT STEPS

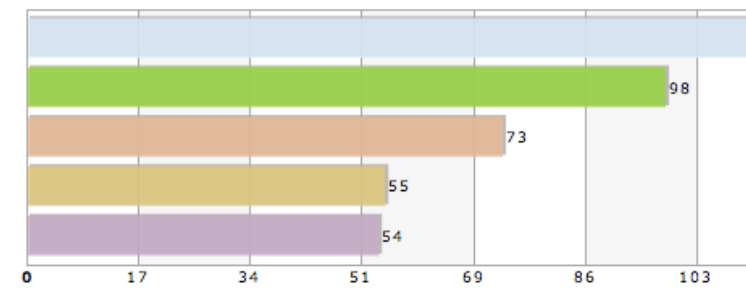
- Launch October Newsletter
- Manage subscriber list – adding and removal of subscribers

### SEPTEMBER NEWSLETTER ANALYSIS

*Delivered:* September 7, 2010

There were **4,054 Unique Viewers**. The number of **Unique Clickers** was **473**.

Subscribers	Delivered	Bounced/Undelivered	Click-Through Rate	Forwards	Total Clicks	Unsubscribes
34,428	30,396	272/3,760	13.3%	10	1,260	183

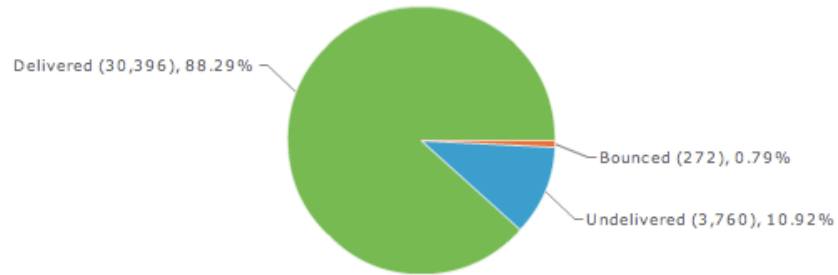


### **Clicks:**

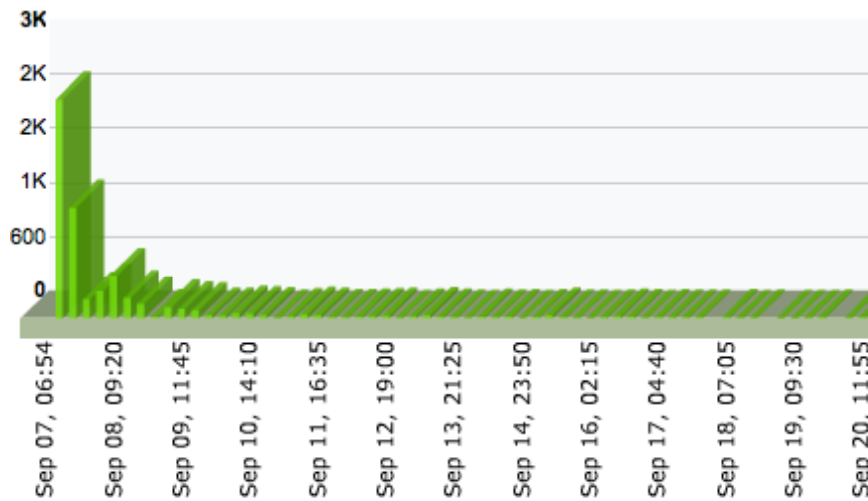
There were a total of **39 links** throughout the newsletter. The 5 most popular links were:

- <http://www.ameliaisland.com> (**116 clicks**)
- <http://www.amelianature.com/calendar.aspx> (**98 clicks**)
- <http://www.ameliaisland.com> (**73 clicks**)
- <http://www.facebook.com/AmeliaIslandFlorida> (**55 clicks**)
- <http://www.ameliaislandjazzfestival.com/> (**54 clicks**)

**CAMPAIGN SUMMARY**



**View History Over Time:**



**Total Views:** 6,105 (all instances of recipients who viewed this email)  
**Unique Viewers:** 4,054

# **New Business**



October 19, 2010

Ms. Leslie White  
Heritage Area Coordinator  
St. Augustine Lighthouse and Museum, Inc.  
81 Lighthouse Ave.  
St. Augustine, FL 32080

Dear Ms. White:

On behalf of the Amelia Island Tourist Development Council, we offer our support of the proposed designation of Northeast Florida as the Nation's Oldest Port National Heritage Area. This national designation would certainly enhance the importance of our coastal areas and waterways. Preserving and promoting historical, cultural, and recreational landmarks will add value and importance as well as economic opportunities. The results can only mean stronger tourism, supporting growth and prosperity in St. Johns, Duval, Flagler, and Nassau counties.

We look forward to the recognition designating the Nation's Oldest Port National Heritage Area.

Sincerely,

Gil Langley, CAE  
Managing Director  
Amelia Island TDC  
402B Centre Street  
Amelia Island, Florida 32034  
904-277-4369

*Amelia Island - Voted #6 in the Top 10 North American Islands by Conde Nast Traveler's 2010 Reader's Choice Awards.*