

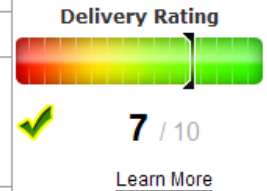


Amelia Island

EMAIL BLAST REPORT

Top Your Year Off With a Trip To Amelia Island For The Holidays! Sent November 26, 2008

Sent:	11/26/2008 - 10:00am (over 2 hours)
From:	info@ameliaisland.com
To:	List: <i>Amelia Island Newsletter (16016)</i> List: <i>Amelia Island Test List (4)</i> List: <i>Com Marketing Test List (7)</i> List: <i>Committee (9)</i>
Subject:	Top Your Year Off With a Trip To Amelia Island For The Holidays!



[Generate detailed report](#)

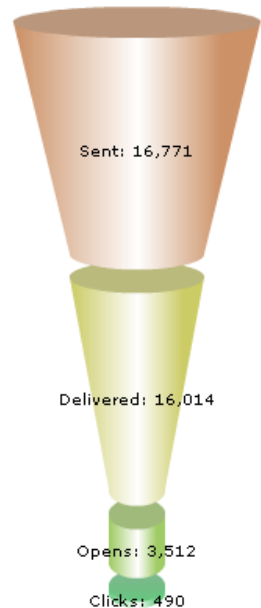
Key Performance Indicators

	Sent	% Delivered	% Open	% Click Through	Clicked / Opened	% Turnover
Results:	16,771	95.5%	21.9%	3.1%	14.0%	4.8%

% Delivered and % Turnover are based on Sent; all other percentages are based on number of messages delivered

Delivery

	Total	% of Sent
Sent:	16,771	-
Delivered:	16,014	95.5%
Undeliverable:	757	4.5%



Actions

	Unique	% Delivered	Average per Contact	Total
Opens:	3,512	21.9%	1.37	4797
Click-Throughs:	490	3.1%	1.50	734

Other Activities

	Unique	% Delivered
Survey Responses:	0	0.0%
Friend Forwards:	1	0.0%
Updates:	0	0.0%
Unsubscribes:	321	2.0%

AMELIA ISLAND FLORIDA



Come Make Memories

3rd Night FREE

4th Night FREE

Come Stay in Beautiful Amelia Island For 3 Nights & Get the 3rd Night Free or Stay For 3 Nights & Get the 4th Night Free!

Amelia Island Tops Reader's Choice Awards – Again!

Amelia Island has done it again! The readers of *Condé Nast Traveler* have voted Amelia Island as one of the Top 10 North American Islands in the 2008 Reader's Choice Awards. The island finished in the 10th spot, ahead of Hilton Head, S.C. and Sanibel, FL, making Amelia the highest ranked island in Florida. The Elizabeth Porter Lodge, a 25-room, oceanfront boutique hotel, was voted #2 among Top Hotels in the U.S. And The Ritz-Carlton, Amelia Island, a 444-room beachfront resort, was also named #13 among Top U.S. Mountain Resorts, up from its #21 ranking in 2007.



10 Great Gifts from Amelia Island

10 Great Gifts from Amelia Island

No matter how long the wish list, holiday shoppers will find it quick and easy to wrap it up on Amelia Island. Here are 10 great gift ideas, just to get you started.

- Hammock in a Hammock Massage at The Ritz-Carlton Spa, Amelia Island
- Personalized and Embroidered Golf Hat from Amelia Island Plantation
- Private Lesson with Ann Cam at Golf Club of Amelia Island
- Cooking with The Amelia Island Inlet Cookbook
- The Amelia Island Charm and Pendant from Amelia's Fine Jewelry
- Limited Edition Road Race Balance Toy from Last Flight Out
- Activity Fun Kit from The Amelia Island Museum of History
- Romantic Horse Carriage Ride through Deweytown, Fernandina Beach
- Ultimate Fudge & Chocolate Sampler from Fernandina's Fantastic Fudge
- Horseback Riding on the Beach

Check out the Amelia Islander Magazine for a full 2008 Gift Guide.



Amelia Island Shopping

An Island Hopping with Holiday Shopping

This holiday season, trade the dreaded crazy crowds, long lines, and parking problems for a shopping experience that is enjoyable – yes, enjoyable – on Amelia Island. With plenty of unique shops and boutiques from which to choose from, Centre Street in downtown Fernandina Beach is a welcome relief for stressed-out shoppers. Since Amelia offers a collection of handbags, jewelry, and much more – all fit under 115' Looking for a special gift for that special someone? Amelia's Fine Jewelry is certain to have something to dazzle your darling. Tuxford Kids and Tuxford Sisters are two stores offering an array of clothing for women and children, with a twist. The Shops at Amelia Island Plantation include a variety of options for holiday shoppers, with clothing stores such as Chico's and Last Flight Out, where visitors can outfit the entire family. And make sure to pick up something for your family's furry friend at the Bark Avenue Pet Boutique – offering everything from collars and carrying bags to puppy spa products.

SIGN UP FOR A FREE VACATION GUIDE



Amelia Island Plantation Receives Several Honors

In recent months Amelia Island Plantation has received several honors. Travel & Leisure Golf named the property one of the top three resorts in the U.S. for a family golf vacation. Additionally, Terms Magazine has named Amelia Island Plantation as one of the top 50 resorts in the U.S. for 2008. Check out the award-winning Amelia Island Plantation at www.aipfl.com.

New Days Inns & Suites

The Best Western at Amelia Island has changed flags to a Days Inn and Suites. The recently renovated property has added 11 suites with complete kitchens. For more information, visit www.daysinn.com or call 904-277-2300.



Days Inn & Suites

Area Temperature Averages

	December	January	February
High	65	63	65
Low	48	44	47

Upcoming Events

- December 12: Holiday Champagne Dinner at Salt
- December 15: Fernandina Beach Lighted Christmas Boat Parade
- December 25: Christmas Grand Buffet
- December 31: NYE Masquerade Ball
- January 1: Midnight Supper Buffet

Make sure to check out the list of upcoming events on Amelia Island.



Happy Holiday Celebrations Galore

The holidays are always an exciting time on Amelia Island. If you're on island during the month of December, be sure to check out some of the exciting events, such as the Historic Homes for the Holidays, Parade of Pans at the Ocean Holiday Encampment at Fort Clinch. Other visitor-friendly events include a Store Book Tea Party and the Fernandina Beach Lighted Christmas Boat Parade. Amelia Island also offers a variety of ways to ring in the New Year. The Ritz-Carlton, Amelia Island is hosting a New Year's Eve Masquerade Ball, a Kids Celebration, and a Midnight Supper Buffet. Or you can take your pick of New Year's Eve Parties at the infamous Palace Saloon in downtown Fernandina Beach, or at the Falcon's Nest at the Amelia Island Plantation. Additionally, guests at Amelia Hotel at the Beach can take part in their annual Champagne Toast, which includes complimentary champagne, and cheese and crackers. For a full list of fun December events on Amelia Island, visit our [Events Page](http://EventsPage).

Dining Spotlight: Salt

For an unforgettable, one-of-a-kind dining experience, pay a visit to Salt, the signature restaurant at the Ritz-Carlton, Amelia Island, and Florida's Impassioned AAA Five Diamond restaurant. Leading his stellar culinary team, Chef de Cuisine Richard Ossa has created a unique menu with seasonal changes each week. Feathers revel in incredible dishes like Freshwater Crab Salad on a watermelon disc, Kobe Beef Rib Eye and a Trio of Lobster and Citrus Beak. Featuring an elegant oceanfront ambience, Salt offers more than 200 wines and a growing collection of sals from around the world. Salt recently announced the 2009 Cooking Schools, which provide attendees with interactive, hands-on sessions. These two-day schools are presided over by Chef Ossa and allow guests to master professional culinary techniques and experience new tastes. For more information about Salt, click here.



Salt, Ritz-Carlton

2009 Cooking School

- Feb. 23-26: Aphrodisiac Cooking
- April 22-23: Fantastic Spicing and Nutritional Cooking
- June 17-18: Barbecue Around the World
- August 12-13: American Barbecue (barbecuing, smoking, grilling)
- Dec. 16-17: Holiday Classics

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 E-mail: info@commarketing.com
 E-mail: info@commarketing.com | [Lipitor Profile](http://LipitorProfile)

This email was sent by: Amelia Island Official Tourism
 132 Centre Street, Amelia Island, FL 32034, US

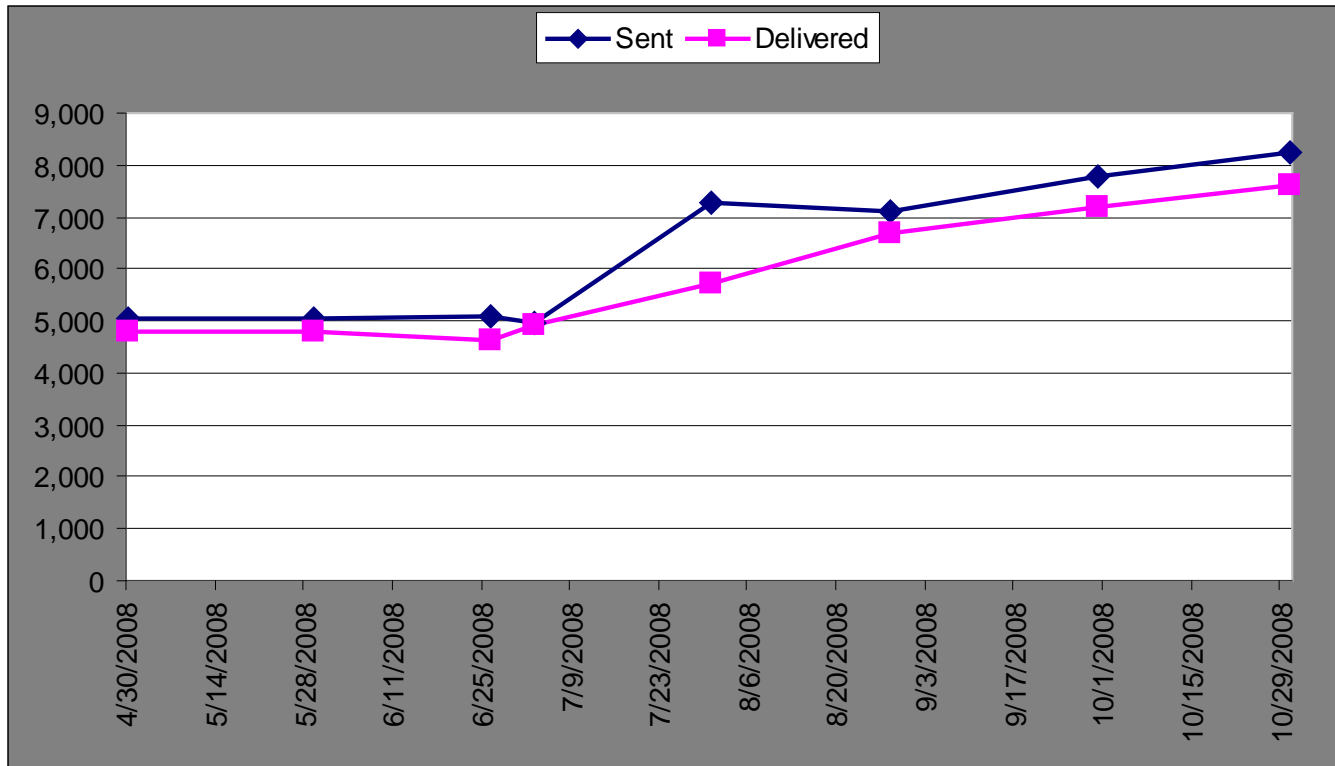


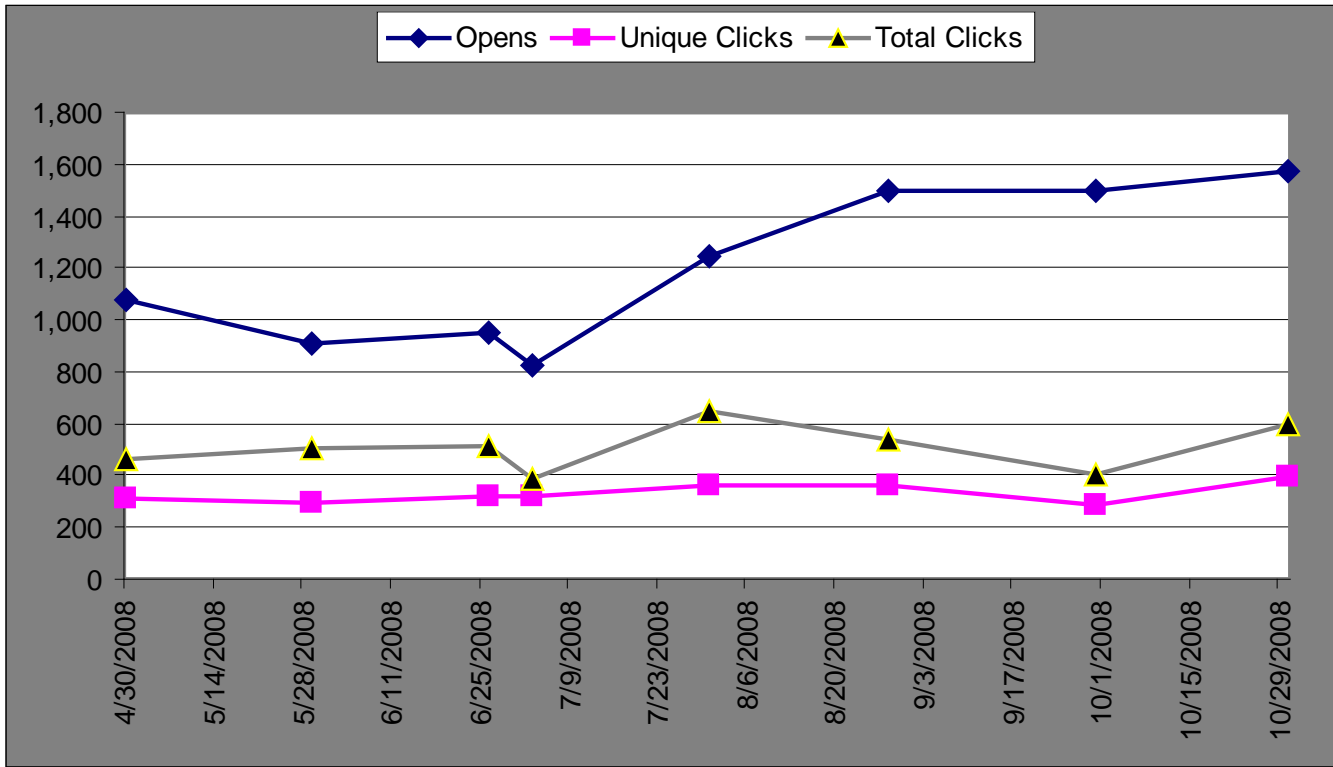
Date	Subject Line	Sent	Delivered	Opens	Unique Clicks	Total Clicks	U. CTR	Open %	Deliverability	Unsubscribe %
4/30/2008	Plan Your Next Vacation in Amelia Island Florida!!!	5,026	4,791	1,080	315	459	6.6%	22.5%	95.3%	0.1%
5/29/2008	Start Your Summer With A Vacation to Amelia Island	5,053	4,796	911	294	508	6.1%	19.0%	95.0%	0.2%
6/26/2008	Pack Your Bags & Spend the 4th on Amelia Island	5,105	4,619	949	319	516	6.9%	20.5%	90.5%	0.2%
7/3/2008	Register to Win A \$500 Gift Card For Amelia Island	4,972	4,907	825	319	391	6.5%	16.8%	98.7%	0.1%
7/31/2008	Complete Your Summer With A Fabulous Vacation in Amelia Is	7,256	5,707	1,249	359	647	6.3%	21.9%	78.7%	0.8%
8/28/2008	Start the Fall Season with a Trip to Beautiful Amelia Island!	7,092	6,680	1,494	364	535	5.4%	22.4%	92.2%	0.8%
9/30/2008	Book Your Fall Fun on Northeast Florida's Amelia Island!!!	7,760	7,194	1,493	287	407	4.0%	20.8%	92.7%	0.8%
10/30/2008	This Year Enjoy The Holiday Season On Amelia Island!	8,250	7,617	1,571	398	598	5.2%	20.6%	92.3%	0.7%
11/26/2008	Top Your Year Off With a Trip To Amelia Island For The	16,771	16,014	3,512	490	734	3.1%	21.9%	95.5%	2.0%

The **“Top Your Year Off With a Trip To Amelia Island For The Holidays!”** was sent out to **16,771** email address, with an **open rate of 21.9%**.

This month we **doubled the email contact list to just over 16K email addresses**. Our unique clicks did go down, but this is likely attributed to addition of email addresses. Our **sender rating** dropped from **9/10 to 7/10**. This is mainly due to the total unsubscribes. With so many new email addresses being added to the database, this is to be expected. Next month’s email will have significantly less Unsubscribes

The quality of the email database is very high, hence the **Deliverability Rate of 95.5%**.





AMELIA ISLAND

F L O R I D A



Come Make Memories

3rd Night FREE

4th Night FREE

Come Stay in Beautiful Amelia Island For 2 Nights & Get the 3rd Night Free or Stay For 3 Nights & Get the 4th Night Free!

Amelia Island Tops Reader's

202 Clicks

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102 Clicks

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In recent months Amelia Island Plantation has received

We highly recommend continuing the 3rd Night and 4th Night FREE promotion as it is popular with the email recipients, as well as continuing the "Vacation Guide".