

AMELIA ISLAND

TOURIST DEVELOPMENT COUNCIL

Date: Wednesday, December 16th, 2009
Location: City Hall – 204 Ash Street – Fernandina Beach, FL

Agenda

- | | | |
|-------|---|---|
| I. | Call to Order | Mike Boyle |
| II. | Approval of October 28 th , 2009 minutes | Mike Boyle |
| III. | Jacksonville Aviation Authority Presentation | Steven Grossman
Executive Director & CEO |
| IV. | Amelia Island Film Festival Presentation | Tony McAdoo |
| V. | Amelia Island Book Festival | Dickie Anderson |
| VI. | Petanque America | Philippe Boets |
| VII. | Amelia Island Tourism Development Council Update | |
| | A. Financial Reports | Jack Healan |
| | B. Tracking Reports | Gil Langley |
| | C. Activity Report – AICVB, Advertising, PR
Special Events | Gil Langley
Rudy Webb
Katharina Lane
Bretta Walker |
| VIII. | Old Business | |
| IX. | New Business | |
| | A. Election of Officers | Mike Boyle |
| X. | Public Input | |
| XI. | Adjournment | |

MINUTES



AITDC Board Meeting Summary
Wednesday, October 28, 2009
The City of Fernandina Beach City Hall

Present: Mike Boyle, David Caples, John Price, Tim Poynter,
Holly Wohlfarth, Harry Krix, Ken Walker

Absent: Jack Healan, Kate Monahan

Staff: Gil Langley, Chris Woolwine, Celeste' Christian, Bretta Vigue

I. Call to Order

Meeting was called to order by Mike Boyle at 3 pm.

II. Approval of Minutes

Motion: To Approve the September 23, 2009 Minutes

Moved by: David Caples Seconded by: Holly Wohlfarth Approved

III. Amelia Island Jazz Festival Update presented by Les DeMerle

The Amelia Island Jazz Festival event with David Sanborn was a world class event. David Sanborn loved Amelia Island and wants to come back. First Baptist Church, a new 1,000 seat venue, was near capacity both nights. Stan Cottle is emailing the final figures to Mr. Langley. With everyone's involvement the Jazz Festival will continue to grow and many thanks to the community for its continued support.

IV. Richard Goldman, Senior Vice President of Amelia Island Plantation and President Elect of Florida's First Coast of Golf announced that it is the FFCG Board tradition to select and honor each year a new member that provides a product and experience that is superior and who contributes to the marketing of golf on the first coast. This year, Florida's First Coast of Golf has awarded this honor to Holly Wohlfarth and the Amelia Hotel at the Beach.

V. Financial Report

End of year bed tax collections.

Our August / September numbers came in stronger than we had anticipated. September collections came in a \$101,974, still 13% below what we collected last year at the 2% level. Occupancy was the same as it was last September. The entire decline was due to weakness in ADR. Bed tax collections for the year came in, at \$1.9 million, 18% below projections even with the increase up to 3%. Overall the collections were ahead 14% over what they were last year at the 2% rate.

The final budget report for FY2009, which ended September 2009 is included in the handout. The revised budget projected \$1.9 million in bed tax collections and carry forwards. We ended up at \$2,145,747 with bed tax collections and carry forwards; an increase over our revised budget of \$160, 438 in total revenue.

The research and administration fees came in \$23,451.84 above the revised budget which is a factor of the increase in the bed tax. The marketing budget came in at \$1.1 million dollars at the end of the year, which is \$18,000 under budget. Travel Trade came in at \$51,507 under budget. Beach Improvements came in at \$86,000 under budget. We saw a total savings of \$128,714 on our expense line items with a total net revenue of \$289,152 at the end of the year.

We plan to ask the Board of County Commissioners to carry forward at least \$100,000 of this budget savings. We will wait until the final budget recap from the clerk's office before we make final recommendations. We stayed within the additional 25% percent budget cut and were very pleased with the performance of the team in staying under that budget projection.

Motion: To accept the Financial Report.

Moved by: Tim Poynter Seconded by: John Price Approved

VI. Amelia Island Tourism Development Council Update

See Handout.

STR Amelia Island report shows occupancy for September 2009 at 39.8%, which is exactly what it was September 2008. We were at the lower end of the competitive set. This years figure includes our newest property, the Residence Inn, Amelia Island, with 133 rooms. We were able to maintain occupancy absorbing those additional 133 rooms. Without the additional inventory, our occupancy would have been up slightly over last years figures.

Our average daily rate came in at \$139.47, leading our competitive set. With revenue per available room, we fell to third in our competitive set at 55.56%. September changes show occupancy flat, ADR down 15.1% (Amelia Island had the greatest loss in ADR in the competitive set), and RevPar was down 15.1%.

YTD occupancy shows Amelia Island at about the middle of the competitive set at 54.7%. Our YTD ADR continues to lead by a significant margin of almost \$50 above the competitive set at \$173.92. We still lead the competitive set on YTD RevPar at \$95.21. YTD percentage changes show our occupancy down 11.3%, ADR down 13%, and RevPar down 22.9%. We have had a challenging year with our properties having to discount their rooms significantly. Most of the competitive set reported having to discount rooms significantly to generate business.

The activity report shows September was good with visitor inquiries up 29.6% over last year. We attribute that to our Fall advertising campaign. Our TV spots are continue until the end of October and are getting very favorable comments. We have been running a social media campaign which includes facebook and have been getting very favorable feedback.

Our promotions, Seaside Salute and Pack your bags, are generating good publicity. People stopping by our visitors center and talking to our team was up 11.5% from last year. Our website visits continue to exceed what they were previously. We were up 30.7%.

Katharina Lane of Hayworth spoke on the programs that they are working on. Geo-caching will include five to fifteen places where they can look for geo caches and find codes that they will write down and once they have all the codes they can bring their card with the codes entered to the visitors center where they will receive a certificate of completion as well as be entered into a drawing for a visit to Amelia Island.

Five Live and Learn packages will be done in 2010. It will tie in a learning opportunity on the island with a one of a kind experience. The five packages will be music, photography and nature, shrimping, art, and history. All will depend on industry participation. Military Channel filmed Return to Salute a program honoring a service member that served in Iraq. The serviceman and his wife had not had a vacation in seven years. They brought them here to Amelia Island Plantation. The show will air November 11, 2009 at 10pm. We will also be in the Redbook February issue with a golf promotion and in the Volusia Flagler Parenting magazine. Hayworth issued a press release on Amelia Island being voted #4 in the top ten North American Island Destinations Reader's Choice Awards. That optimized press release was picked up by NBC Jacksonville, thirty five websites and other TV stations.

The Great Southern Tailgate Cookoff has been postponed to the end of August 2010 and the prize will be increased to \$20,000 to attract more pro teams. The event will most likely be moved to Main Beach or Amelia Island Plantation. The event will be sanctioned by the Kansas City Barbeque Society.

The Petanque International Competition will be November 13-15, 2009. This will be only the 2nd time the competition will have been held in the United States. November 13-22 will be the USTA tournament. November 21 is the Holiday Cookie tour. November 27th is the Pajama Party sale and contest. November 28 is the Fernandina Beach Christmas tree lighting. Mr. and Mrs. Claus will be there for pictures. December 4th and 5th is the Holiday Homes tour and Victorian Tea. Ticket sales are going well. December 12th will be the holiday land parade and the holiday lighted boat parade.

The second annual restaurant week will be the last week of January 2010 from the 24th to the 31st. Book Festival will be February 11th -14th. Film Festival will be February 25th – March 1st and will be changing focus from movie goers to film makers. Over 120 films have been submitted to date and 80 have been pre-screened. Sponsorship packages have been completed and sponsorships are being solicited. The Garden Show will be March 6th and 7th. Sponsors are being solicited. Sand Castle competition will be March 19th – 21st and a logo competition is currently taking place.

Gil Langley recognized Chris Woolwine for her exceptional work in ramping up special events and made the sad announcement that she will be leaving us at the end of the year to pursue other opportunities.

VII. Old Business

.COM Marketing has enacted the grievance process. The first meeting was unproductive and the next meeting will be with a mediator. The next step should it go beyond that will be arbitration.

VIII. New Business

David Caples spoke on behalf of the Finance Committee.

The Finance Committee met to discuss an increase in the bed tax. The committee unanimously agreed to recommend to the board that we increase the bed tax by one percent. Mr. Langley presented the "Draft Enhanced Financial Plan 2010". Mr. Langley also handed out the 2010 Marketing Plan which calls for a \$300,000 increase in our advertising. Mr. Langley has spoken to the lodging partners and they are in support of the increase in the bed tax. Dottie Richards of the Residence Inn, Amelia Island stated that she is "in favor of the penny increase".

Motion: To take the recommendation of an increase in the bed tax by 1% to the Board of County Commissioners for approval.

Moved by: David Caples Seconded by: Tim Poynter Approved

IX. Public Input

Tim Poynter stated that he can't remember a time when there were so many people around.

David Caples expressed his enthusiasm for the one percent increase in the bed tax.

Mike Boyle presented a letter that he penned expressing his opposition to other uses of the bed tax collections.

Mr. Langley reminded everyone that the next TDC board meeting is scheduled for the third Wednesday of December, December 16th at 3pm.

X. Meeting adjourned at 3:57pm.

UPDATE:

Bed Tax

STR Report

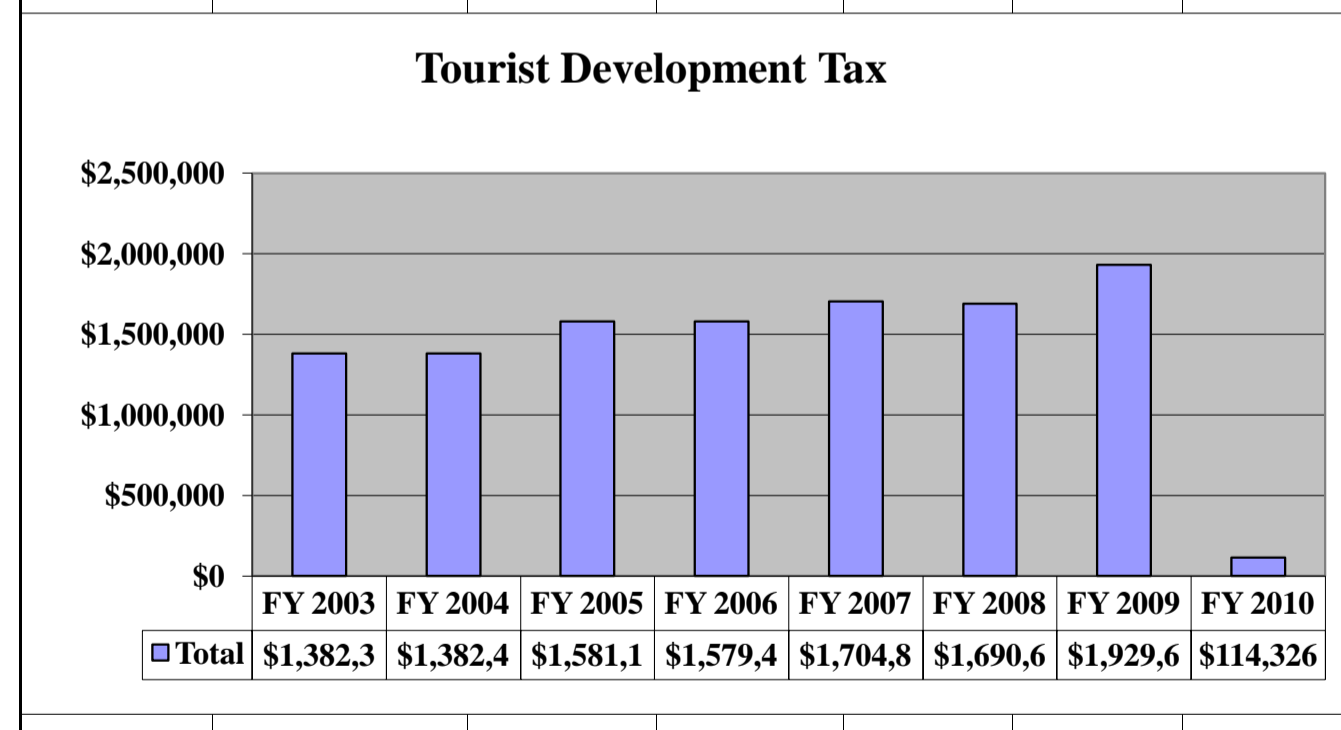
Financial Reports

Activity Report:

**Amelia Island Tourism Development Tax
Monthly Collections**



Actual	October	November	December	January	February	March	April	May	June	July	August	September	Total	% Change
FY 2003	\$109,336	\$85,605	\$47,732	\$58,844	\$90,804	\$139,068	\$167,713	\$143,201	\$174,973	\$181,948	\$121,651	\$61,452	\$1,382,327	4.63%
FY 2004	\$100,645	\$70,916	\$44,192	\$77,030	\$86,617	\$153,685	\$170,854	\$157,314	\$156,197	\$188,660	\$109,107	\$67,213	\$1,382,430	0.01%
FY 2005	\$117,549	\$86,194	\$63,252	\$69,679	\$148,538	\$163,800	\$179,477	\$157,081	\$132,026	\$259,316	\$118,756	\$85,516	\$1,581,185	14.38%
FY 2006	\$117,494	\$96,414	\$54,471	\$86,220	\$101,817	\$170,142	\$188,472	\$151,887	\$197,573	\$196,593	\$119,475	\$98,934	\$1,579,492	-0.11%
FY 2007	\$111,564	\$91,570	\$63,904	\$93,105	\$104,652	\$199,152	\$188,917	\$164,364	\$211,842	\$237,445	\$139,506	\$98,800	\$1,704,820	7.93%
FY 2008	\$130,002	\$91,328	\$80,897	\$88,690	\$130,347	\$185,199	\$182,371	\$167,219	\$212,867	\$212,168	\$131,107	\$78,412	\$1,690,606	-0.83%
FY 2009	\$114,995	\$86,222	\$83,281	\$103,468	\$134,956	\$192,886	\$222,010	\$192,204	\$258,233	\$270,768	\$168,665	\$101,974	\$1,929,663	14.14%
FY 2010	\$114,326												\$114,326	-94.08%
% Change	-0.58%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%		
2% Eqv.	\$76,217													
% Change	-41.37%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%		
Projected														
FY2010	\$115,000	\$85,000	\$83,500	\$103,467	\$134,956	\$195,952	\$222,010	\$192,204	\$258,233	\$270,768	\$168,665	\$101,974	\$1,931,729	
% Change	-0.59%													
YTD														
FY2009	\$114,995	\$201,217	\$284,498	\$387,966	\$522,922	\$715,808	\$937,818	\$1,130,022	\$1,388,255	\$1,659,023	\$1,827,689	\$1,929,663		
FY2010	\$114,326													
% Change	-0.58%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%		





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Amelia Island Tourist Development Council

For the Month of October 2009

Date Created: Nov 19, 2009

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Amelia Island Tourist Development Council

For the month of: October 2009

	Current Month - October 2009 vs October 2008												Year to Date - October 2009 vs October 2008												Participation			
	Occ %		ADR		RevPAR		Percent Change from October 2008						Occ %		ADR		RevPAR		Percent Change from YTD 2008						Properties		Rooms	
	2009	2008	2009	2008	2009	2008	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2009	2008	2009	2008	2009	2008	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Jacksonville, FL	51.7	58.3	82.24	92.94	42.50	54.15	-11.3	-11.5	-21.5	-17.6	5.0	-6.9	53.9	61.1	85.76	94.74	46.22	57.91	-11.8	-9.5	-20.2	-16.3	4.8	-7.6	268	186	27085	22485
Jacksonville Beaches	51.9	56.1	110.13	128.70	57.18	72.26	-7.5	-14.4	-20.9	-15.9	6.3	-1.7	56.8	60.9	121.17	136.94	68.80	83.37	-6.7	-11.5	-17.5	-14.7	3.4	-3.5	101	60	8062	6462
Savannah, GA	60.2	63.9	87.84	97.01	52.92	61.95	-5.7	-9.5	-14.6	-9.5	5.9	-0.1	60.1	62.8	87.13	95.86	52.33	60.22	-4.4	-9.1	-13.1	-8.8	5.0	0.3	161	124	14631	12352
Brunswick/Kingsland, GA	44.9	48.6	95.90	103.11	43.09	50.16	-7.6	-7.0	-14.1	-11.0	3.6	-4.3	53.1	54.9	91.72	105.73	48.70	58.00	-3.2	-13.3	-16.0	-11.3	5.7	2.3	87	54	7309	4634
Daytona Beach, FL	42.4	44.3	86.24	88.48	36.53	39.20	-4.4	-2.5	-6.8	-3.9	3.1	-1.4	51.4	51.6	97.50	105.18	50.11	54.29	-0.4	-7.3	-7.7	-5.2	2.8	2.3	186	60	14270	6843
Charleston, SC	63.7	64.5	107.08	116.33	68.17	75.06	-1.3	-7.9	-9.2	-8.2	1.1	-0.3	63.6	67.2	105.83	116.02	67.33	78.01	-5.4	-8.8	-13.7	-13.1	0.7	-4.7	163	113	17432	13688
Nassau County, FL	43.5	52.2	140.01	166.56	60.94	87.00	-16.7	-15.9	-30.0	-23.3	9.6	-8.7	49.9	57.5	156.64	180.73	78.09	103.87	-13.3	-13.3	-24.8	-20.5	5.7	-8.3	24	14	2225	1984
St Johns County, FL	51.2	53.5	93.74	107.43	48.02	57.45	-4.2	-12.7	-16.4	-13.7	3.2	-1.1	55.1	58.1	101.59	114.17	55.98	66.28	-5.1	-11.0	-15.5	-14.0	1.8	-3.4	80	42	5823	4073
Hilton Head/Beaufort	53.5	54.4	108.24	118.33	57.91	64.31	-1.6	-8.5	-10.0	-11.6	-1.8	-3.3	56.7	58.0	125.05	135.80	70.86	78.74	-2.3	-7.9	-10.0	-8.8	1.4	-0.9	47	31	6465	4200
Fort Walton Beach, FL	41.1	39.8	92.49	105.66	37.97	42.05	3.2	-12.5	-9.7	-7.5	2.4	5.7	50.8	53.2	125.31	139.17	63.72	74.07	-4.5	-10.0	-14.0	-10.7	3.9	-0.8	76	48	9392	6830

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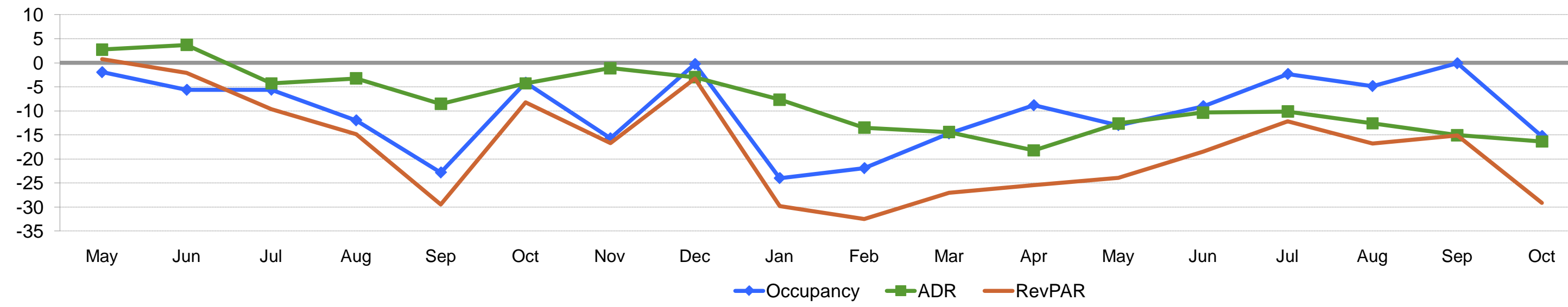
Source 2009 Smith Travel Research, Inc

Tab 3 - Trend Amellia Island Sel Zip

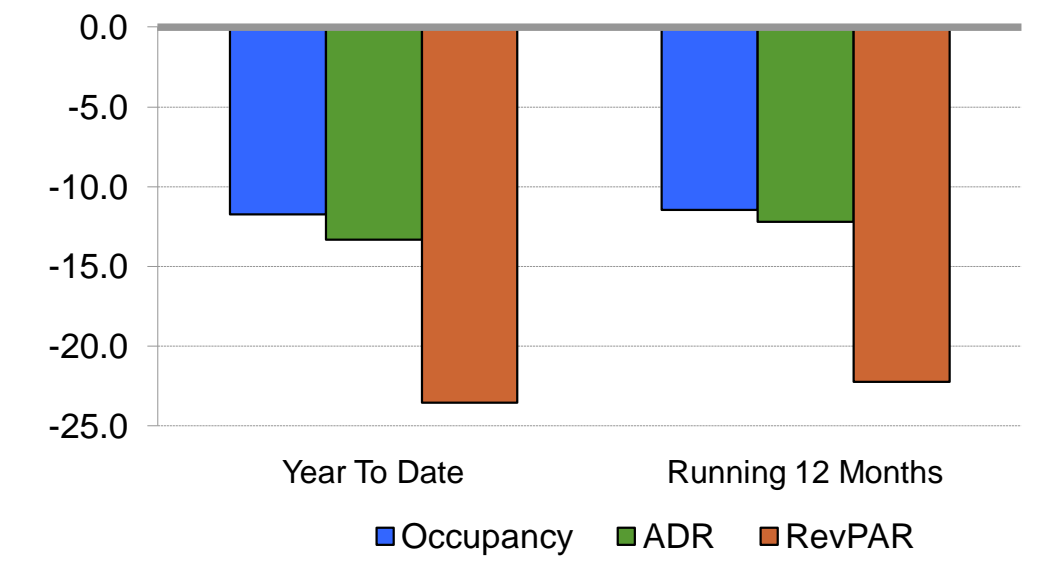
Amellia Island Tourist Development Council
For the Month of October 2009

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2008								2009									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	65.6	73.4	69.9	53.6	39.8	56.0	45.1	36.0	36.8	51.8	58.2	64.3	57.1	66.7	68.3	51.0	39.8	47.5
Last Year	66.9	77.7	74.1	60.9	51.7	58.4	53.6	36.1	48.4	66.4	68.2	70.6	65.6	73.4	69.9	53.6	39.8	56.0
Percent Change	-1.9	-5.6	-5.6	-12.0	-22.8	-4.1	-15.7	-0.2	-24.0	-21.9	-14.7	-8.8	-13.0	-9.0	-2.3	-4.8	-0.1	-15.2

Year To Date		
2007	2008	2009
66.2	61.1	54.0
65.4	66.2	61.1
1.2	-7.6	-11.7

Running 12 Months		
2007	2008	2009
62.8	58.4	51.8
64.0	62.8	58.4
-1.8	-7.0	-11.4

ADR	2008								2009									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	221.49	210.89	200.73	178.87	164.29	181.47	175.98	146.67	150.06	159.22	188.17	183.55	193.54	189.06	180.42	156.35	139.54	151.75
Last Year	215.57	203.34	209.70	184.87	179.64	189.59	177.97	151.21	162.51	184.02	219.86	224.43	221.49	210.89	200.73	178.87	164.29	181.47
Percent Change	2.8	3.7	-4.3	-3.3	-8.5	-4.3	-1.1	-3.0	-7.7	-13.5	-14.4	-18.2	-12.6	-10.4	-10.1	-12.6	-15.1	-16.4

Year To Date		
2007	2008	2009
199.23	198.28	171.83
186.79	199.23	198.28
6.7	-0.5	-13.3

Running 12 Months		
2007	2008	2009
194.64	194.34	170.67
181.31	194.64	194.34
7.4	-0.2	-12.2

RevPAR	2008								2009									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	145.31	154.71	140.36	95.84	65.47	101.66	79.42	52.87	55.19	82.55	109.43	118.05	110.50	126.17	123.24	79.73	55.56	72.05
Last Year	144.23	158.05	155.32	112.55	92.78	110.78	95.31	54.64	78.66	122.24	149.92	158.34	145.31	154.71	140.36	95.84	65.47	101.66
Percent Change	0.8	-2.1	-9.6	-14.8	-29.4	-8.2	-16.7	-3.2	-29.8	-32.5	-27.0	-25.4	-24.0	-18.4	-12.2	-16.8	-15.1	-29.1

Year To Date		
2007	2008	2009
131.82	121.23	92.72
122.09	131.82	121.23
8.0	-8.0	-23.5

Running 12 Months		
2007	2008	2009
122.32	113.57	88.33
116.09	122.32	113.57
5.4	-7.2	-22.2

Supply	2008								2009									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	51,584	49,920	51,584	51,584	49,920	51,584	49,920	51,584	51,584	46,592	51,584	49,920	51,584	49,920	51,584	55,707	53,910	55,707
Last Year	50,127	48,510	50,127	50,127	48,510	50,127	48,510	50,127	50,127	45,276	50,127	49,920	51,584	49,920	51,584	49,920	51,584	51,584
Percent Change	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.9	0.0	0.0	0.0	0.0	8.0	8.0	8.0

Year To Date		
2007	2008	2009
491,568	501,626	518,092
480,968	491,568	501,626
2.2	2.0	3.3

Running 12 Months		
2007	2008	2009
590,205	600,263	619,596
576,555	590,205	600,263
2.4	1.7	3.2

Demand	2008								2009									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	33,841	36,621	36,070	27,641	19,893	28,898	22,528	18,593	18,973	24,157	29,998	32,108	29,451	33,315	35,235	28,407	21,465	26,451
Last Year	33,538	37,706	37,129	30,517	25,056	29,291	25,979	18,112	24,265	30,076	34,181	35,219	33,841	36,621	36,070	27,641	19,893	28,898
Percent Change	0.9	-2.9	-2.9	-9.4	-20.6	-1.3	-13.3	2.7	-21.8	-19.7	-12.2	-8.8	-13.0	-9.0	-2.3	2.8	7.9	-8.5

Year To Date		
2007	2008	2009
325,237	306,705	279,560
314,369	325,237	306,705
3.5	-5.7	-8.9

Running 12 Months		
2007	2008	2009
370,923	350,796	320,681
369,155	370,923	350,796
0.5	-5.4	-8.6

Revenue	2008								2009									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	7,495,581	7,723,020	7,240,418	4,944,023	3,268,243	5,244,223	3,964,586	2,727,048	2,846,994	3,846,365	5,644,645	5,893,285	5,699,911	6,298,606	6,357,142	4,441,472	2,995,180	4,013,919
Last Year	7,229,631	7,667,001	7,785,913	5,641,816	4,500,954	5,553,165	4,623,425	2,738,725	3,943,208	5,534,496	7,514,939	7,904,291	7,495,581	7,723,020	7,240,418	4,944,023	3,268,243	5,244,223
Percent Change	3.7	0.7	-7.0	-12.4	-27.4	-5.6	-14.3	-0.4	-27.8	-30.5	-24.9	-25.4	-24.0	-18.4	-12.2	-10.2	-8.4	-23.5

Year To Date		
2007	2008	2009
64,798,159	60,812,442	48,037,519
58,722,352	64,798,159	60,812,442
10.3	-6.2	-21.0

Running 12 Months		
2007	2008	2009
72,196,377	68,174,592	54,729,153
66,931,818	72,196,377	68,174,592
7.9	-5.6	-19.7

Census %	2008								2009									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Census Props	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	14	14	14
Census Rooms	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1797	1797	1797
% Rooms Participants	85.9	85.9	85.9	85.9	85.9	85.9	94.0	94.0	94.0	94.0	94.0	94.0	94.0	94.0	94.0	87.0	94.4	94.4

A blank row indicates insufficient data.

Source 2009 Smith Travel Research, Inc.

TOURISM MARKETING

TOURISM SALES EFFORTS

- ⌘ Distributed brochures to the I95 Welcome Center and I95 accommodations.
- ⌘ Distributed new brochures to Amelia Island accommodators and businesses.
- ⌘ Collected “Hot Rates” and Distributed to the I95 Welcome Center.
- ⌘ Provided information on upcoming B&B Cookie tour, Holiday Christmas tour and Book Festival to tour operators.
- ⌘ Provided “Hot Rates” to travel agents in Florida and Georgia.
- ⌘ Attended GLAMER Palm Beach Gardens.
- ⌘ Visited AAA offices from Fort Lauderdale to Daytona Beach. Distributed Visitor Guides and upcoming event brochures to the AAA leisure sales staff and group sales staff.
- ⌘ Attended the 50th Annual Fort Lauderdale Boat Show Press Conference.
- ⌘ Distributed visitor information at the 50th Annual Fort Lauderdale Boat Show.
- ⌘ Attended National Tour Association Convention in Reno, Nevada.
- ⌘ Attended Florida Encounter in Tampa.
- ⌘ Hosted travel editor from *Florida Travel & Life*.
- ⌘ Provided 70 welcome bags for wedding guests staying on Amelia Island
- ⌘ Provided 40 welcome bags for a motorcoach group.
- ⌘ Provided 15 welcome bags for the JAA Airline Summit.
- ⌘ Provided 100 welcome bags for Petanque.

ADMINISTRATION

- ⌘ Updated Events on the Amelia Island website.
- ⌘ Attended JAA Airline Summit and spoke at luncheon hosted by AIP.
- ⌘ Continued distribution of Amelia Value Cards to the accommodators.
- ⌘ Continued solicitation of Value Card promotion participants.
- ⌘ Attended the JAA Education Meeting.
- ⌘ Attended the wedding planner FAM trip roundtable discussion at The Ritz-Carlton, Amelia Island.
- ⌘ Attended NTA Professional Development Seminars on Strategic Travel Leadership.
- ⌘ Attended the Ribbon Cutting for the City of Fernandina Beach Marina Welcome Center.
- ⌘ Met with Mixed Media in reference to ads for Folio, Fernandina Beach Newsleader, Artrageous brochures, historic walking tour brochures and Restaurant Week collaterals.
- ⌘ Met with Lane Jeeter Manis (AIA) about the Sandcastle Competition
- ⌘ Met with Downtown Merchants and the Island Art Association about the Fall Arts Show
- ⌘ Met with Jan Smith to review logistics for the Garden Show
- ⌘ Met with Anne Kelly and Trish Dooley in reference to the Holiday Home Tour
- ⌘ Met with Dickie Anderson in reference to the Book Festival
- ⌘ Met with Film Festival Committee in reference to the 2010 event
- ⌘ Attended October Artwalk, AI Jazz Festival, October Sounds on Centre, and Pentanque.
- ⌘ Wrote copy and revised map for the new Artrageous brochure
- ⌘ Wrote lodging partners contract for Book Festival
- ⌘ Compiled lists of comp rooms and hotel contracts for Book Festival

- ⌘ Wrote AITDC sponsor contract for Book Festival
- ⌘ Worked on program ad for TDC for Concours 2010. Sent specs, deadlines for program ad to Paradise Advertising for Concours 2010
- ⌘ Ordered reprinting of Cookie Tour rack cards and posters due to closing of Ash Street Inn
- ⌘ Reviewed and printed flyer for new stops on the Cookie Tour
- ⌘ Wrote sponsor contract for Film Festival
- ⌘ Wrote official product sponsor proposal for Film Festival
- ⌘ Reviewed hotel proposals and letters for Film Festival
- ⌘ Reviewed site plans for the Garden Show
- ⌘ Reviewed Coca-Cola contract; wrote response for the Garden Show
- ⌘ Proofed website content for the Garden Show
- ⌘ Proofed rack cards for the Garden Show
- ⌘ Met at site to review moving vendors/food booths for the Garden Show
- ⌘ Wrote contract extension for Carl Butler for the Great Southern Tailgate Cookoff
- ⌘ Met with Stan Cottle regarding Jazz Festival event recap. Met with Caroline Blochinger re: Jazz Festival ticket sales recap
- ⌘ Reviewed ticketing information and discussed CVB's media participation for the Museum Holiday Homes Tour
- ⌘ In preparation for the Photo Shoot for the website, took photos of various venues and sent as requested by MMG, prepared list of contacts for props as requested by MMG, held conference calls with MMG and staff
- ⌘ Wrote sponsor proposals for Restaurant Week
- ⌘ Reviewed Jacksonville AIA's duties and responsibilities for the Sandcastle Competition. Wrote sponsor proposals for the Sandcastle Competition
- ⌘ Wrote official hotel proposal for the Sandcastle Competition
- ⌘ Site review with Jacksonville AIA, city staff, CVB staff for the Sandcastle Competition
- ⌘ Prepared rules and entry form and wrote rules for logo competition for the Sandcastle event
- ⌘ Corresponded with Island Art Association regarding judging the logo for the Sandcastle competition
- ⌘ Talked with Trey Hatch re: moving sand and environmental impact for the Sandcastle competition
- ⌘ Contacted winner of Top Trips to review CVB's responsibilities, reserved rental car and sent information to Hayworth about winners for a possible human interest feature.
- ⌘ Met with John Crawford and County Clerk staff regarding AITDC activities.
- ⌘ Sponsored meeting planner fam with Ritz Carlton Amelia Island
- ⌘ Sponsored meeting planner fam with Amelia Island Plantation
- ⌘ Attended mediation hearing regarding .COM marketing contract dispute

ADVERTISING & MARKETING
PARADISE ADVERTISING

OCTOBER

ADVERTISING

- ⊗ Agency continued to receive and review media placement opportunities such 680theFan in Atlanta, WJXT CH 4 in Jacksonville.
- ⊗ Agency developed creative for a Meetings & Conventions online component which included an eBlast sent to meeting planners, with a contest for the opportunity to win a 4 day / 3 night stay at the Amelia Island Plantation. The eBlast was sent on 10/8 and the contest will go through 12.31.09.
- ⊗ Agency finalized and provided the Front and Back Cover for the upcoming printing of the new Visitor Guide to the printer.
- ⊗ Agency finalized creative materials and copy for the VISIT FLORIDA Reflections American Express eBlast. This eBlast will be sent on Thursday November 12, to 50,000 American Express Cardholders in the New York DMA. Another eBlast will be sent to 50,000 cardholders in December.
- ⊗ Agency negotiated with FCTA for upcoming cable TV campaign.
- ⊗ Agency secured media for the VISIT FLORIDA annual guides which includes a 1/3 page ad in the Annual Guide a 1/3 page ad for the in-state guide, an eBlast and logo and information on the VISIT FLORIDA website. Agency began to develop creative materials for all the elements.
- ⊗ Agency began the process to develop a potential Wedding Insert into a national magazine.
- ⊗ Agency revised the Hampton Inn & Suites Co-op ad for an upcoming insertion.

MISCELLANEOUS

- ⊗ Agency monitored Southern Living Leads
- ⊗ Agency provided logos as requested
- ⊗ Agency continued to develop the plan for 2010
- ⊗ Agency worked with Hayworth Creative to provide information regarding the Cable TV campaign News Release
- ⊗ Agency provided Amelia Island Plantation with a promotional opportunity in Miami. The media value of the promotion is estimated at \$125,000 which includes TV and online exposure. The promotion is in partnership with VISIT FLORIDA.

ADVERTISING & MARKETING
PARADISE ADVERTISING

NOVEMBER

ADVERTISING

- ⊗ Agency continued to receive and review media placement opportunities.
- ⊗ Agency through VISIT FLORIDA Reflections American Express sent an eBlast on Thursday November 12, to 50,000 American Express Cardholders in the New York DMA. More than 11,000 people opened and viewed the eMail – there were 407 click thru's to the www. AmeliaIsland.com website. Another eBlast will be sent to 50,000 cardholders in the Southeast US and Florida in December.
- ⊗ Agency developed co-op advertising opportunities and will present at the December Partners Round Table.
- ⊗ Agency developed print advertisement for Discover America Travel Guide which will be published with VISIT FLORIDA in the following languages – English (UK), Japanese, French, Spanish, German and Italian.
- ⊗ Agency developed creative for VISIT FLORIDA annual guide which also includes online components.
- ⊗ Agency reviewed and approved print insertion for Meetings and Conventions magazine which appear in the December issue.
- ⊗ Agency developed plan for Gator Bowl campaign.
- ⊗ Agency began to develop marketing options for Restaurant Week.

MISC.

- ⊗ Agency monitored Southern Living Leads
- ⊗ Agency provided logos as requested
- ⊗ Agency continued to develop the plan for 2010
- ⊗ Agency worked with Hayworth Creative to provide photography to hotel partner.

UPCOMING IN DECEMBER

- ⊗ Agency to work with the TDC to continue to finalize the marketing/advertising/media plans for 2010
- ⊗ Agency to finalize all elements for the Gator Bowl campaign.
- ⊗ Agency to finalize all elements for the Restaurant Week campaign.
- ⊗ Agency to refine the marketing program for meetings/groups/weddings targets.
- ⊗ Agency to visit Amelia Island for a workshop to finalize co-op plan and overall plans.
- ⊗ Agency to monitor and provide assistance for upcoming campaigns as needed

PUBLIC RELATIONS
HAYWORTH CREATIVE
OCTOBER

MEDIA DEVELOPMENT

- ⌘ Responded to 15 editorial leads from VISIT FLORIDA, SATW E-news, Travel News Link and HARO; provided 13 editorial leads to appropriate Amelia Island partners.
- ⌘ Continued working on Southeast Tourism Society's Top 20 events submissions. Submitted Amelia Island Chamber Music Festival, Isle of Eight Flags Shrimp Festival and Amelia Island Jazz Festival.
- ⌘ Held Chicago Media Mission on October 19-21. Met with 11 media outlets, including radio, Web and print. Full report to follow in November.
- ⌘ Updated Gator Bowl Fan Guide copy and provided to the Gator Bowl staff.
- ⌘ Finalized coordination of the "Return Salute" filming at Amelia Island Plantation. Show will run on November 11, Veteran's Day, on the Discovery's Military History Channel.
- ⌘ Provided *Parenting* magazine with images for their upcoming article.
- ⌘ Began researching for the Amelia Island Geocaching program. Sent various partners requests to put caches on their property.
- ⌘ Provided Amelia Island Plantation's teacher deal to the Florida Educators contact for inclusion on the web site and November E-Newsletter.
- ⌘ Sent note to the industry requesting information for the 2010 Events Calendar. Began working on calendar, efforts will continue into November.
- ⌘ Contacted freelance writer Roberta Sotonoff to determine interest in visiting Amelia Island. She is waiting to obtain a letter of assignment.
- ⌘ Sent b-roll to Destination Planning for an Amelia Island video they are creating.
- ⌘ Provided *Venice Gondolier-Sun* with images from the Holiday Cookie Tour for possible inclusion in a November or December issue.
- ⌘ Wrote and submitted six event listings to *Florida Monthly* magazine for their 2010 editorial calendar.
- ⌘ Sent images to Lena Katz for Orbitz.com article.
- ⌘ Brainstormed ideas for Live & Learn packages. Five packages to be unveiled in 2010 include Music, Nature/Photography, Shrimping, Art, and History. Began discussing package ideas with certain partners. Package coordination will continue into November.
- ⌘ Provided CoastalCompanion.com with 38 calendar listings for 2010.
- ⌘ Contacted Samsonite regarding possible opportunity for collaboration. Submitted proposal to their public relations department for consideration.
- ⌘ Fact Checked information for 2010 *SportsBusiness Journal* Resource Guide.
- ⌘ Invited six regional magazine writers to visit Amelia Island during the AIBBA Holiday Cookie Tour.

PRESS TRIPS

- ⊗ Finalized itinerary for PJ Goetz, freelancer on assignment for Studio 10 TV, www.studio10.tv, a lifestyle show broadcast on Channel 10 (CBS affiliate in Tampa) from 10-11 a.m. each weekday. Goetz visited on October 1-4.
- ⊗ Worked with VISIT FLORIDA Canada Office to determine interest of Jim and Lian Couper, travel writers from Canada, in visiting Amelia Island. Jim Couper has worked as a freelance writer for more than 12 years, specializing in the outdoors and destination features. In the past year he has written articles for such magazines as *Cottage*, *Pacific Yachting*, *Event*, *Highways* and the *Globe and Mail* newspaper. Lian Couper, his wife, writes travel columns for magazines such as *Seniors Review*, *North of 50* and the web www.ILoveKelowna.com. Began coordinating trip for December. Coordination will continue in November.
- ⊗ Invited four regional magazine writers to visit Amelia Island.
- ⊗ Began coordinating press trip for Kelly Hudson-McPherson of *Florida Travel & Lifestyles*. Trip will be postponed until after January.
- ⊗ Began coordinating press trip for Harvey Hagman on Dec 10 through 12. He is a freelance writer/radio host. He currently has an assignment from Travel 10 on WESR AM/FM in Virginia (along the Eastern Shore). He's also working on a print assignment letter (which he said he'll have by November).
- ⊗ Working to arrange one visit for Tammy York, freelancer, for Sept. 12; she plans to pitch

MEDIA RELEASES

- ⊗ Distributed press release announcing Florida/Georgia Game accommodations and activities. Release was distributed to 195 media outlets in Florida and Georgia.
- ⊗ Revised and distributed an optimized version of the Florida/Georgia release.
- ⊗ Wrote and distributed a press release announcing the Fernandina Farmer's Market recent award. Release was distributed to 225 media outlets.
- ⊗ Wrote and distributed a press release announcing the new television campaign. Release was distributed locally to 74 media outlets.
- ⊗ Requested information and wrote quarterly update press release. Release will be distributed in November.
- ⊗ Sent industry a request for golf packages to determine if a fall golf release is applicable. Release was written and will be distributed in November.
- ⊗ Wrote and distributed press release announcing the *Conde Nast Traveler* recognition. Release was distributed to 349 outlets
- ⊗ Distributed *Conde Nast Traveler* release as an optimized version.

PROMOTIONS

- ⦿ Followed up with *Redbook*. Amelia Island is still tentatively scheduled for the February 2010 promotion.
- ⦿ Sent possible promotional ideas to *Parade Magazine* for consideration in 2010 editorial calendar.
- ⦿ Finalized promotion details for the *Girls' Life* promotion for April/May 2010. Provided certificates, copy suggestions, etc.
- ⦿ Worked with the Residence Inn-Amelia Island and *Volusia Parent/Flagler Parent* to push promotion to December or January 2010, due to the publication's current web site issues.
- ⦿ Sent prize to October Newsletter winner.
- ⦿ Began researching contacts for various supermarkets/retail outlets for securing Point-of-Purchase promotion. Contacted several supermarkets to determine interest. Awaiting response.
- ⦿ Provided copy and image for the November E-Newsletter Promotion.

WEB SITE

- ⦿ Added four Amelia Island Commercials to the Amelia Island CVB You Tube page.
- ⦿ Provided Digital Surgeons with November E-newsletter promotion copy and image.
- ⦿ Contacted MMG Worldwide to determine amount of copy needed for the new site. Awaiting a web matrix with details.
- ⦿ Provided three calendar listings to CVB for addition to the Web site.
- ⦿ Contacted Digital Surgeons about removing Cook-off copy from FL/GA landing page and possibly creating a button for the home page.
- ⦿ Provided suggested edits to preliminary web copy.

MISCELLANEOUS

- ⦿ Researched and wrote copy for the November Amelia Island e-newsletter. Copy was approved and will be distributed by Digital Surgeons in November.
- ⦿ Contacted various partners to determine attendance at upcoming trade shows.
- ⦿ Attended and presented at TDC Meeting on October 28.
- ⦿ Presented CleanTheWorld.org to hospitality partners for consideration.
- ⦿ Obtained news clip from *Conde Nast Traveler* award coverage.
- ⦿ Scheduled meetings with various industry while on Amelia Island.
- ⦿ Created Activity and Publicity Reports.

PUBLIC RELATIONS
HAYWORTH CREATIVE
NOVEMBER

MEDIA DEVELOPMENT

- ⌘ Responded to 34 editorial leads from VISIT FLORIDA, SATW E-news, Travel News Link and HARO.
- ⌘ Continued coordination of Live & Learn packages. Five packages to be unveiled in 2010 include Music, Nature/Photography, Shrimping, Art, and History. Finalization of packages will continue.
- ⌘ Began coordinating an Amelia Island Industry PR Refresher Course. Event will be held on December 16. Invitation was created and distributed.
- ⌘ Provided images to the *Washington Post*.
- ⌘ Created a geocaching PowerPoint to send to industry members to determine interest.
- ⌘ Contacted Jacksonville media and called six sports editors at local newspaper and television stations, pitching the Petanque American Open.
- ⌘ Provided the *Star-Telegram* with images of the Fernandina Farmer's Market.
- ⌘ Provided images for the *First Coast Relocation Guide*.
- ⌘ Followed up with Samsonite regarding possible opportunity for collaboration. They are interested in partnering and on a "Cash for Clunkers" discount.
- ⌘ Continued working on the 2010 Events Calendar.
- ⌘ Followed up with Chicago contacts from the October Media Mission. Full report attached.
- ⌘ Began researching vendors for reusable logo grocery bags. Following CVB approval, bags will be purchased in December for giveaways with the Live & Learn packages and media event.
- ⌘ Began brainstorming/researching for the 2010 Media Reception. We would like to hold a media dinner in Nashville in February. Sent potential location and dates to CVB, awaiting approval.
- ⌘ Provided image of Amelia Island Plantation for TravelwithKids.com.
- ⌘ Added 13 events and two images to VISITFLORIDA.com.

PRESS TRIPS

- ⌘ Finalized press trip for Harvey Hagman on Dec. 10 through 12. He is a freelance writer/radio host. He currently has an assignment from Travel 10 on WESR AM/FM in Virginia (along the Eastern Shore). Sent Welcome Kit to hotel along with finalized itinerary.

- ⌘ Finalized itinerary for VISIT FLORIDA Canada Office's guests Jim and Lian Couper, travel writers from Canada. Jim Couper has worked as a freelance writer for more than 12 years, specializing in the outdoors and destination features. In the past year he has written articles for such magazines as *Cottage*, *Pacific Yachting*, *Event*, *Highways* and the *Globe and Mail* newspaper. Lian Couper, his wife, writes travel columns for magazines such as *Seniors Review*, *North of 50* and the web www.ILoveKelowna.com. Sent Welcome Kit to hotel, along with finalized itinerary.
- ⌘ Working with VISIT FLORIDA Brazil office to host Familia Muller, journalists from Brazil, on December 10. Luciana & Ronny Muller are travel writers and photographers and they tend to mostly travel with their 13-year-old son, Matheus. They write for numerous consumer publications in Brazil such as *Ser Familia*, *Perfil Nautico*, *Brasil Travel News*, *Aventura & Açao*, *Jornal Diario do Comercio*, *Revista Ecoturismo*, *Ecoviagem* and more. Finalized itinerary for the family in November.

MEDIA RELEASES

- ⌘ Wrote and distributed a press release announcing the Amelia Hotel at the Beach award from Florida's First Coast of Golf. Distributed to 95 media outlets.
- ⌘ Distributed Fall Round up press release. Release was distributed to 336 media outlets.
- ⌘ Wrote and distributed Golf Packages press release to 115 media outlets.
- ⌘ Wrote and distributed a media alert announcing the Wheel of Fortune air date. Alert was distributed to 90 media contacts.
- ⌘ Wrote press release announcing winter packages/specials. Release will be distributed in December.
- ⌘ Wrote press release for Restaurant Week. Release is currently in editing. Will be distributed in December.

PROMOTIONS

- ⌘ Attended call with Harris Teeter Supermarkets to discuss possible collaboration. Provided a recap proposal following the call. Amelia Island will partner with Harris Teeter to offer a promotion to their VIC card and eVIC card holders. The promotion will run January through March 2010, and will be held on the Harris Teeter Web site. Amelia Island CVB will also offer special deals for VIC card members. Hayworth sent request for participation for promotion and special deals, awaiting responses.
- ⌘ Provided copy and image for the December E-Newsletter Promotion.
- ⌘ Sent prize to November Newsletter winner.
- ⌘ Sent a request to accommodators for the 2010 E-Newsletter Promotions. Wrote copy for 2010 e-newsletter promos, sending to participants for approval.

- ⌘ Coordinated promotion with *Scholastic Parent & Child*. Promotion will offer a three-night giveaway to Amelia Island in exchange for \$40,000+ exposure in the magazine and online. AirTran will provide airfare for the promotion, which will run in February/March.
- ⌘ Contacted United Airlines about possible promotions in the Chicago market. Awaiting response.
- ⌘ Contacted five publications, from Paradise Advertising's 2010 media buys, to determine if promotional opportunities are available.
- ⌘ Coordinated and attended call with *Atlanta* magazine to discuss promotional opportunities. Waiting for ad buy to be finalized with Paradise Advertising. Spoke with *Orlando* magazine about promotional advertising opportunities, once ad buy is finalized.
- ⌘ Finalized the *Volusia Parent and Flagler Parent* promotion, which will run in their December issues. Provided certificates and information to the publication.
- ⌘ Worked with WRMF-FM (West Palm Beach) on promotion scheduled for November. The promotion has been moved to January.
- ⌘ Contacted 27 regional and national magazines in Florida and the southeast to determine interest in promotions. Awaiting responses. Follow-up will continue in December.
- ⌘ Sent info about Amelia Island to *Orlando Home & Leisure*, *Jacksonville Magazine*, *Birmingham Parent*, *Piedmont Review*, *Nashville Lifestyles Magazine*, *Westchester Magazine* in response to promotion interest. Awaiting responses from all.

WEB SITE

- ⌘ Wrote copy for boating/leisure and transportation pages on the new Web site. Awaiting CVB approval.
- ⌘ Sent Digital Surgeons information for consideration on Facebook Page.
- ⌘ Reviewed and offered suggestions for Restaurant Week Web copy.

MISCELLANEOUS

- ⌘ Researched and wrote copy for the December Amelia Island e-newsletter. Copy was approved and will be distributed by Digital Surgeons in December.
- ⌘ Created Activity and Publicity Reports.

INTERACTIVE DIGITAL SURGEONS

WEBSITE MAINTENANCE FOR NOVEMBER AND DECEMBER

- Designed and launched newsletters
- Redesigned newsletter signup pages for new promotions (Fairbanks House and Hampton Inn & Suites)
- Designed email signup boxes
- Redesigned and launched November Facebook Sweepstakes
- Chose Sweepstakes winners and posted to Facebook
- Managed subscriber list - adding and removal of subscribers
- Assisted with Amelia Island dashboard help/support
- Designed Bed and Breakfast Cookie Tour banner and removed when event ended
- Designed Holiday Homes Tour banner and removed when event ended
- Removed Pack Your Bags banner from flash rotator
- Designed ameliaisland.com/wva sweepstakes page and daily export of subscriber list
- Daily export of subscriber list from ameliaisland.com/gators
- Added events for Thanksgiving Day and Christmas with a PDF of restaurants open
- Modified Memorable Offers coupon section

NEXT STEPS

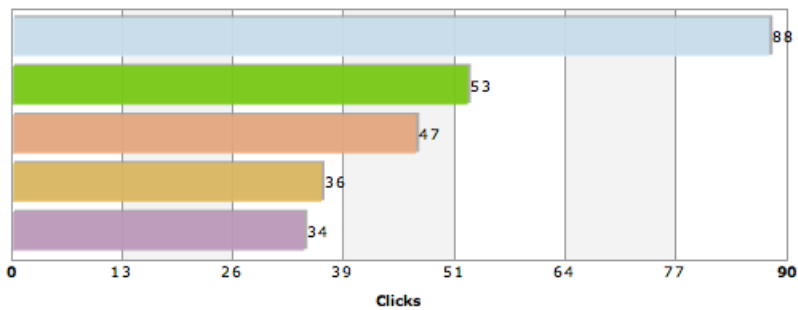
- Creation and launch of January newsletter
- Design Restaurant Week banner
- Design Amelia Island Book Festival banner
- Email sponsorship: design rate card and template design

SOCIAL MEDIA CAMPAIGN

The Facebook Campaign has continued to be successful, with currently 7,698 fans and growing. In November, there were a total of **549** signups from the Facebook sweepstakes.

NOVEMBER NEWSLETTER ANALYSIS

Subscribers	Delivered	Bounced/Undelivered	Click-Through Rate	Forwards	Total Clicks	Unsubscribes
25,904	21,049	51/4,804	9.2%	7	656	102

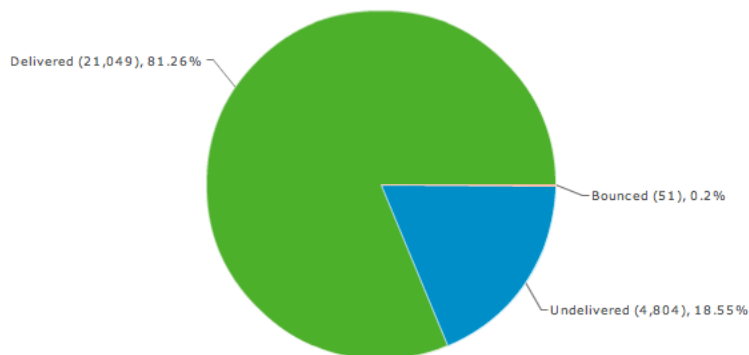


Most Popular Links

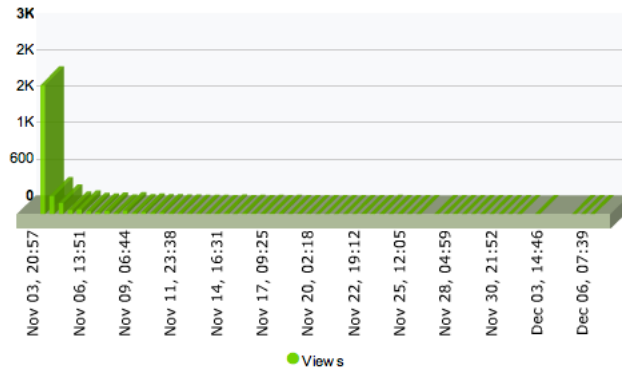
- www.addisononamelia.com (88 clicks)
- www.bedandbreakfast.com (53 clicks)
- www.asyoulikeitamelia.com (47 clicks)
- www.fernandinafarmersmarket.com (36 clicks)
- www.ameliaisland.com (34 clicks)

The click-through rate decreased as a result of more soft bounces from Yahoo than usual. We are working on seasoning the Yahoo emails to reduce complaints and reduce the chances of this happening again in the future.

We are continuing to fine-tune and scrub the integrity and quality of the list to ensure that we have an engaged and interested readership.



View History Over Time:

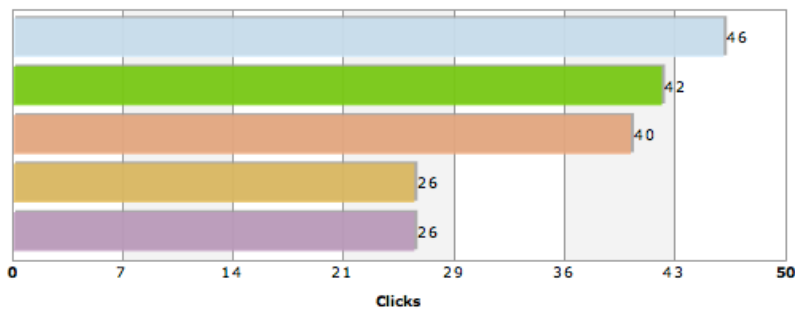


Total Views: 3,208
Unique Viewers: 1,934

As you can see from the above graphs, subscribers are continuing to view the newsletter weeks after launch date.

DECEMBER NEWSLETTER ANALYSIS

Subscribers	Delivered	Bounced/Undelivered	Click-Through Rate	Forwards	Total Clicks	Unsubscribes
26,206	19,166	60/6,980	9.0%	9	430	74



Most Popular Links

- www.ameliaisland.com (46 clicks)
- <http://www.ritzcarlton.com/en/Properties/AmeliaIsland/Default.htm> (42 clicks)
- www.hamptonnandsuitesameliaisland.com (40 clicks)
- http://www.ameliaisland.com/pressrel...eler_s_2009_Readers_Choice_Awards (26 clicks)
- www.facebook.com/ameliaislandflorida (26 clicks)

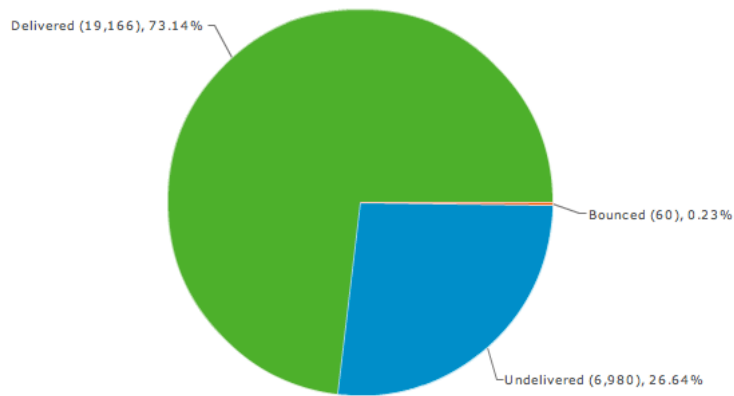
CLICK SUMMARY

There were a total of **430 Clicks** (all instances of recipients who clicked in this email).

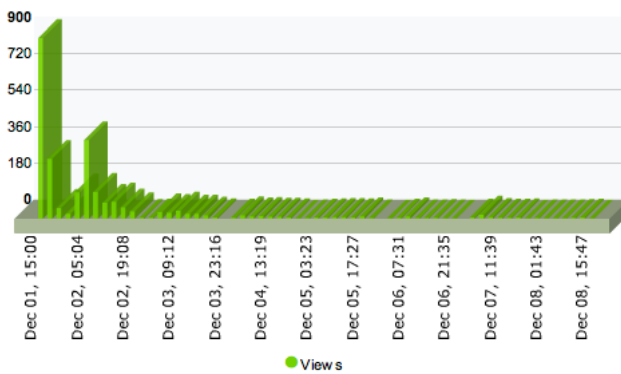
There were a total of **235 Unique Clickers**.

There were a total of **31 Links** throughout the newsletter.

CAMPAIGN SUMMARY



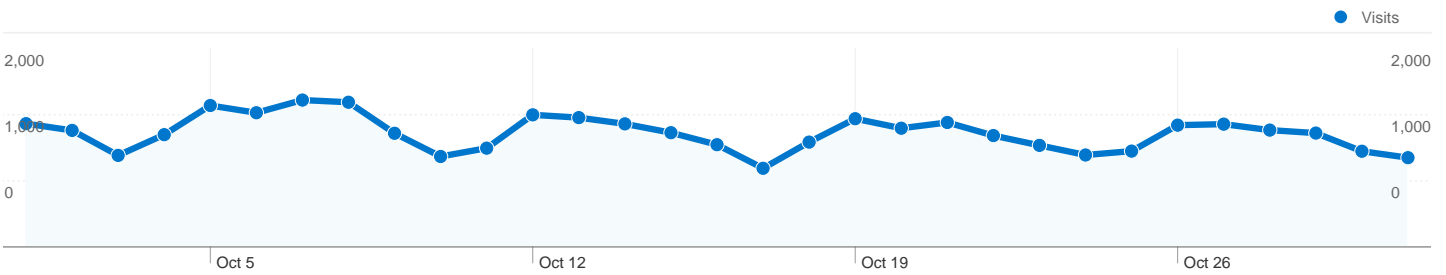
View History Over Time:



Total Views: 2,575

Unique Viewers: 1,722

As you can see from the above graphs, subscribers are continuing to view the newsletter weeks after launch date.



Site Usage

35,598 Visits

44.27% Bounce Rate

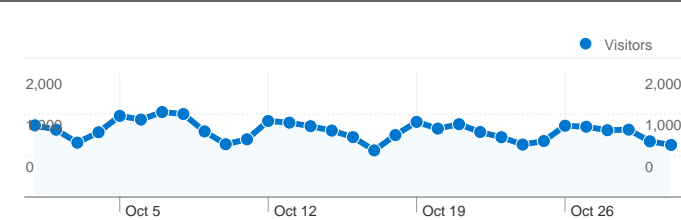
141,930 Pageviews

00:03:07 Avg. Time on Site

3.99 Pages/Visit

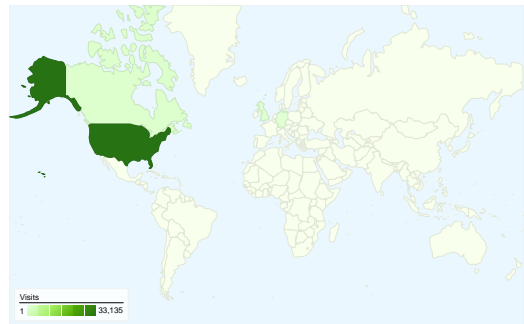
80.07% % New Visits

Visitors Overview

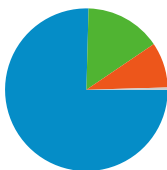


Visitors
30,564

Map Overlay world



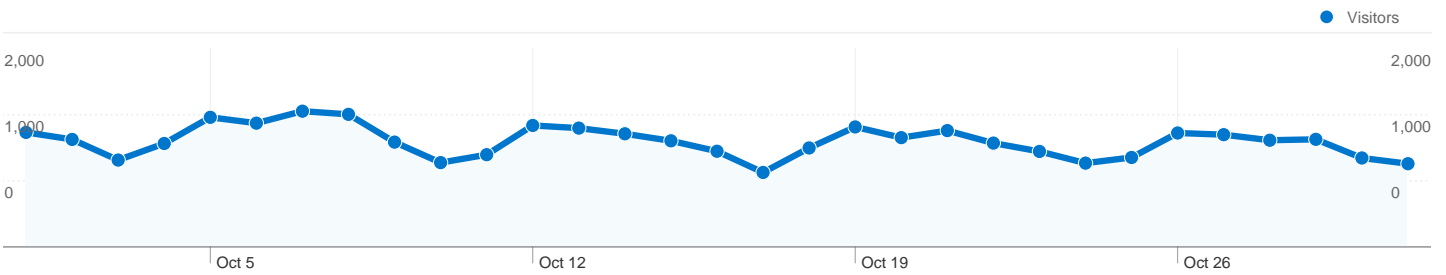
Traffic Sources Overview



- **Search Engines**
26,851.00 (75.43%)
- **Referring Sites**
5,374.00 (15.10%)
- **Direct Traffic**
3,214.00 (9.03%)
- **Other**
159 (0.45%)

Content Overview

Pages	Pageviews	% Pageviews
/	30,774	21.68%
/accommodations/section/hotel	9,697	6.83%
/accommodations/section/resort	5,509	3.88%
/restaurants	4,936	3.48%
/accommodations/section/band	4,724	3.33%



30,564 people visited this site

35,598 Visits

30,564 Absolute Unique Visitors

141,930 Pageviews

3.99 Average Pageviews

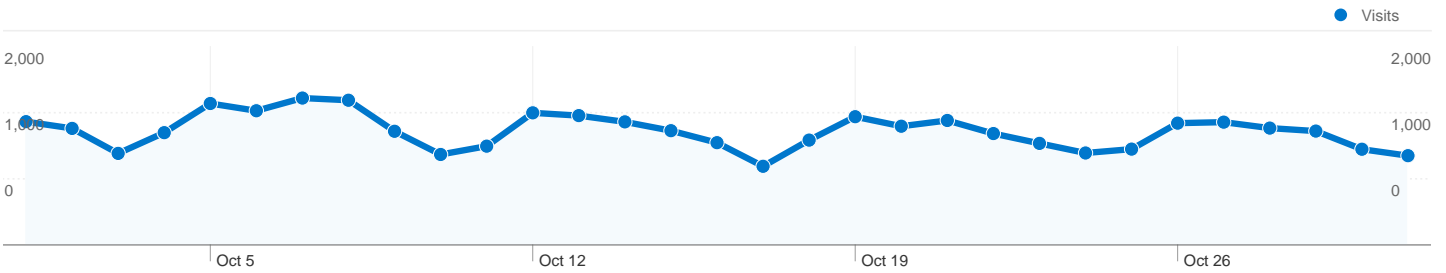
00:03:07 Time on Site

44.27% Bounce Rate




80.07% New Visits

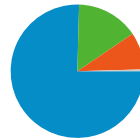
Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	25,089	70.48%	Cable	15,685	44.06%
Firefox	5,903	16.58%	DSL	7,918	22.24%
Safari	3,788	10.64%	Unknown	7,056	19.82%
Chrome	605	1.70%	T1	3,761	10.57%
Mozilla	56	0.16%	Dialup	720	2.02%



All traffic sources sent a total of 35,598 visits

-  **9.03%** Direct Traffic
-  **15.10%** Referring Sites
-  **75.43%** Search Engines

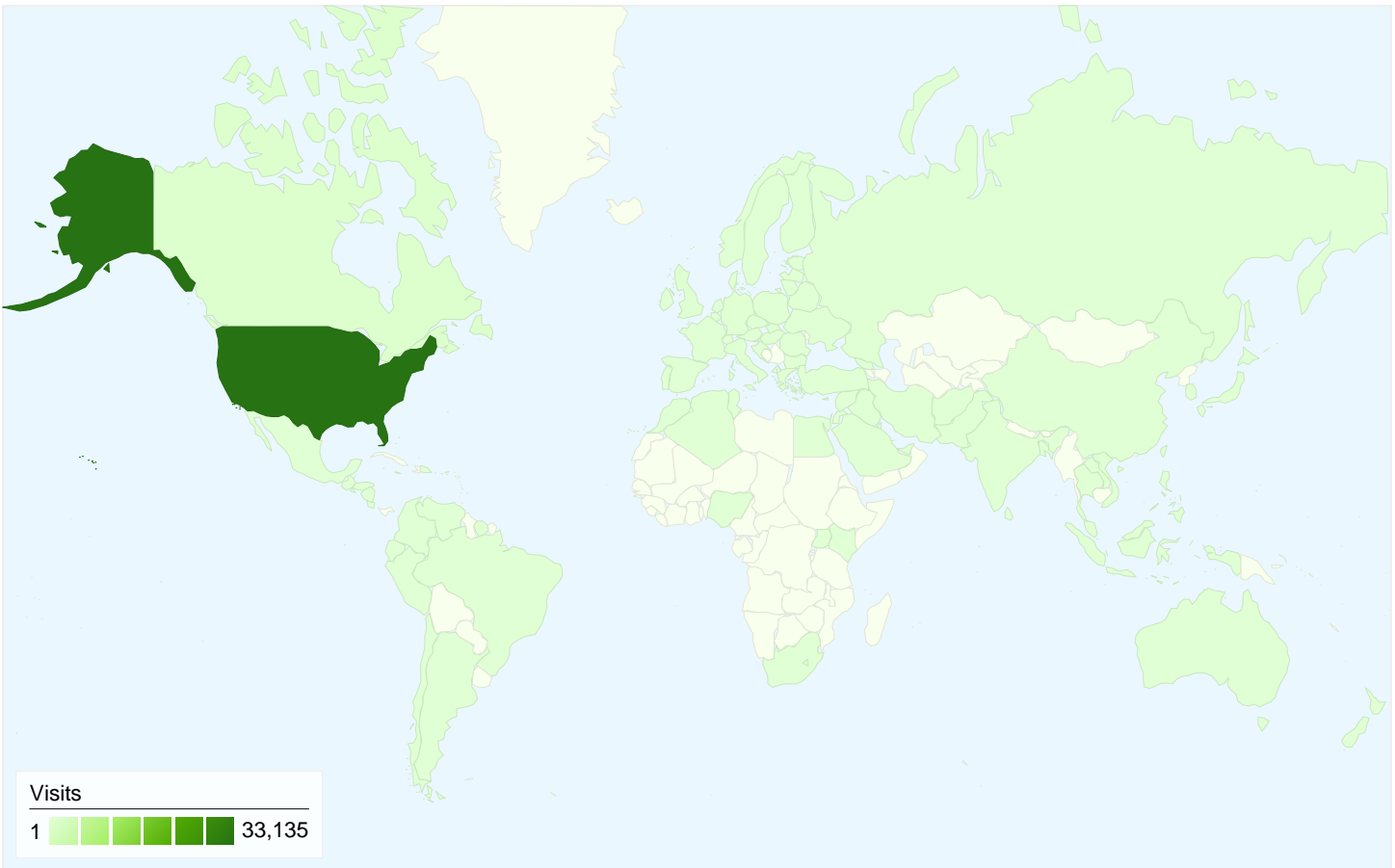


- **Search Engines**
26,851.00 (75.43%)
- **Referring Sites**
5,374.00 (15.10%)
- **Direct Traffic**
3,214.00 (9.03%)
- **Other**
159 (0.45%)

Top Traffic Sources

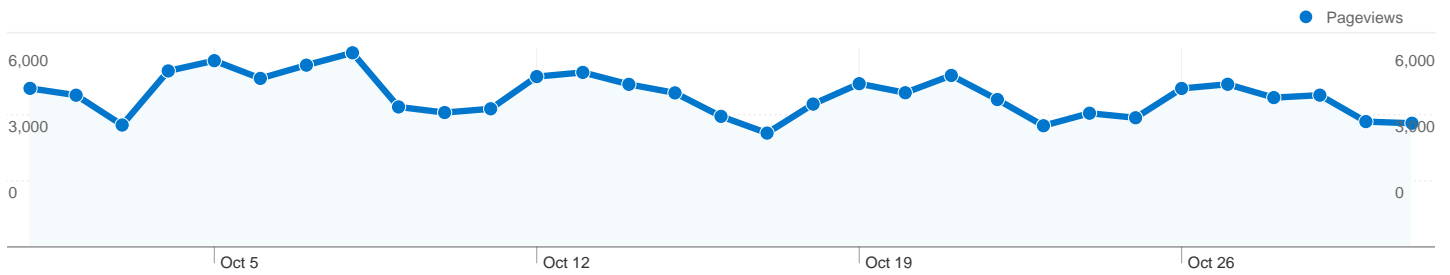
Sources	Visits	% visits
google (organic)	19,936	56.00%
(direct) ((none))	3,214	9.03%
yahoo (organic)	3,116	8.75%
bing (organic)	2,623	7.37%
fbfl.us (referral)	1,397	3.92%

Keywords	Visits	% visits
amelia island	12,600	46.93%
amelia island florida	2,498	9.30%
amelia island fl	723	2.69%
amelia island hotels	632	2.35%
amelia island, fl	553	2.06%



35,598 visits came from 109 countries/territories

Site Usage						
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
35,598 % of Site Total: 100.00%	3.99 Site Avg: 3.99 (0.00%)	00:03:07 Site Avg: 00:03:07 (0.00%)	80.16% Site Avg: 80.07% (0.11%)	44.27% Site Avg: 44.27% (0.00%)		
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
United States	33,135	4.04	00:03:09	79.84%	43.88%	
(not set)	698	4.08	00:03:47	78.22%	39.97%	
Canada	602	3.71	00:02:46	84.55%	43.85%	
United Kingdom	282	2.79	00:01:52	86.17%	54.26%	
Germany	157	3.24	00:02:18	85.35%	46.50%	
Italy	35	2.43	00:00:36	82.86%	65.71%	
Netherlands	35	3.57	00:01:15	65.71%	48.57%	
Brazil	31	2.52	00:02:59	87.10%	64.52%	
France	30	2.27	00:02:13	96.67%	66.67%	



Pages on this site were viewed a total of 141,930 times

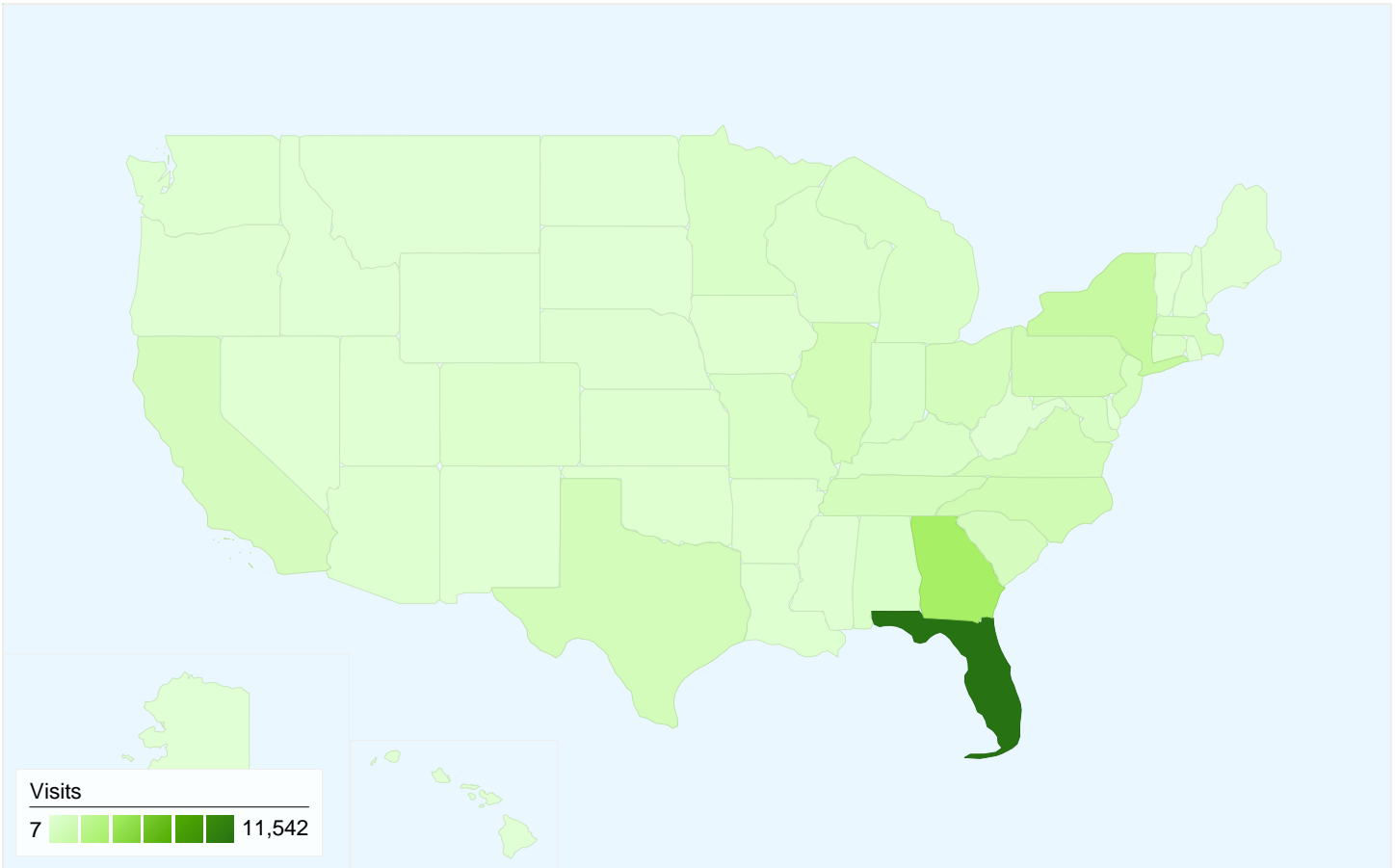
141,930 Pageviews

103,867 Unique Views

44.28% Bounce Rate

Top Content

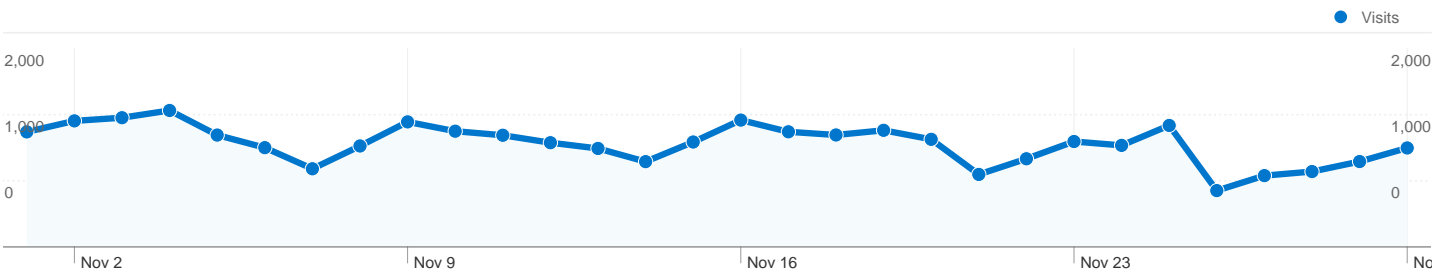
Pages	Pageviews	% Pageviews
/	30,774	21.68%
/accommodations/section/hotel	9,697	6.83%
/accommodations/section/resort	5,509	3.88%
/restaurants	4,936	3.48%
/accommodations/section/bandb	4,724	3.33%



This country/territory sent 33,135 visits via 52 regions

Site Usage

Region	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Visits 33,135 % of Site Total: 93.08%	Pages/Visit 4.04 Site Avg: 3.99 (1.32%)	Avg. Time on Site 00:03:09 Site Avg: 00:03:07 (1.10%)	% New Visits 79.84% Site Avg: 80.07% (-0.29%)	Bounce Rate 43.88% Site Avg: 44.27% (-0.90%)	
Florida	11,542	4.42	00:03:28	76.80%	41.65%
Georgia	3,785	4.41	00:03:42	78.39%	39.74%
New York	1,676	3.25	00:02:12	81.92%	50.89%
Pennsylvania	1,102	3.66	00:02:32	79.40%	46.91%
North Carolina	1,081	4.09	00:03:25	83.35%	41.17%
Illinois	963	3.85	00:02:56	81.93%	44.34%
Virginia	889	3.83	00:02:58	81.55%	43.98%
Texas	871	3.24	00:02:30	87.03%	50.06%
Tennessee	842	4.46	00:03:42	77.43%	42.16%



Site Usage

31,229 Visits

43.74% Bounce Rate

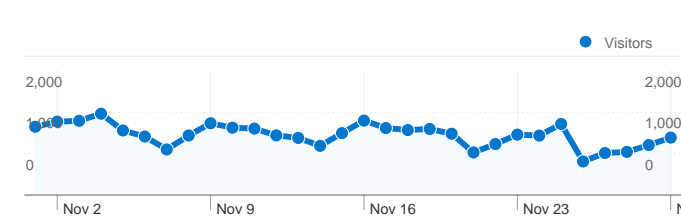
128,309 Pageviews

00:03:11 Avg. Time on Site

4.11 Pages/Visit

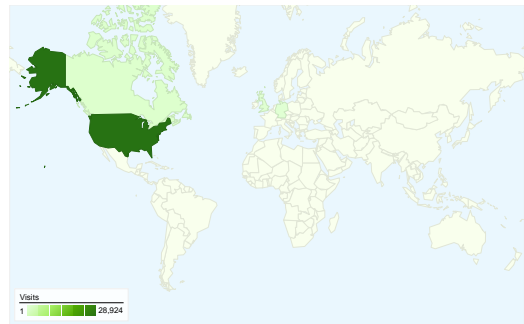
80.48% % New Visits

Visitors Overview

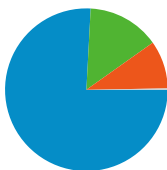


Visitors
26,947

Map Overlay world



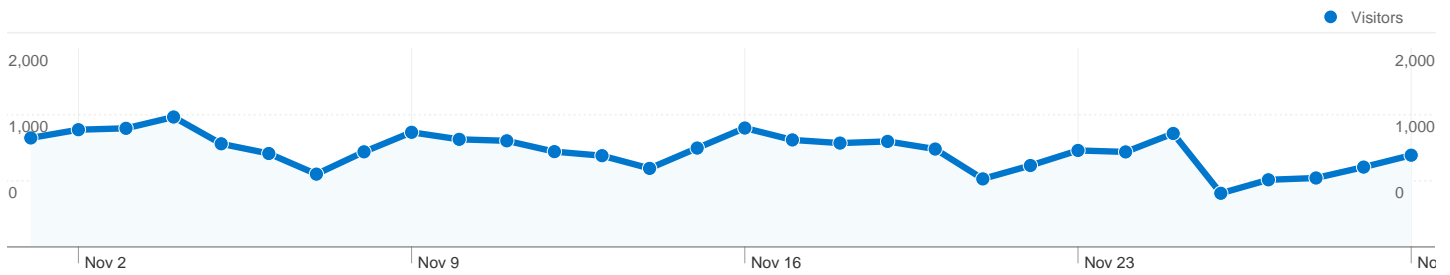
Traffic Sources Overview



- **Search Engines**
23,685.00 (75.84%)
- **Referring Sites**
4,478.00 (14.34%)
- **Direct Traffic**
2,984.00 (9.56%)
- **Other**
82 (0.26%)

Content Overview

Pages	Pageviews	% Pageviews
/	27,206	21.20%
/accommodations/section/hotel	8,162	6.36%
/accommodations/section/resort	5,080	3.96%
/accommodations/section/band	4,284	3.34%
/restaurants	4,005	3.12%



26,947 people visited this site

31,229 Visits

26,947 Absolute Unique Visitors

128,309 Pageviews

4.11 Average Pageviews

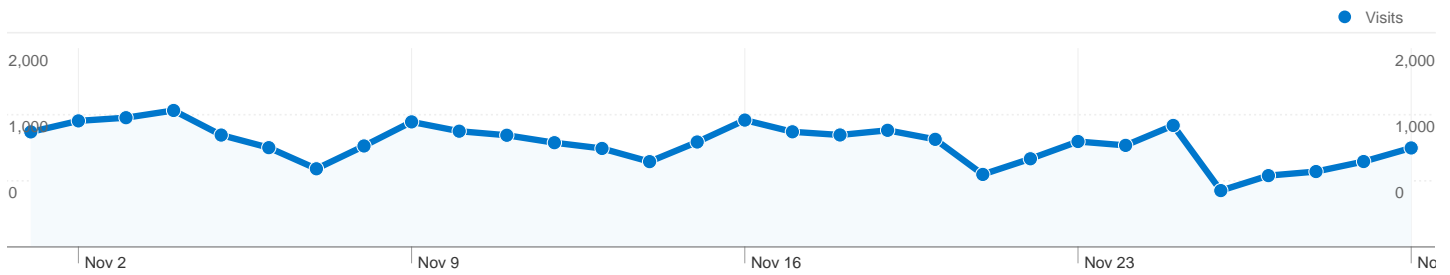
00:03:11 Time on Site

43.74% Bounce Rate

80.48% New Visits

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	21,504	68.86%	Cable	14,179	45.40%
Firefox	5,493	17.59%	DSL	6,928	22.18%
Safari	3,415	10.94%	Unknown	5,859	18.76%
Chrome	654	2.09%	T1	3,223	10.32%
Mozilla	43	0.14%	Dialup	661	2.12%

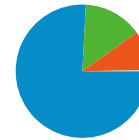


All traffic sources sent a total of 31,229 visits

9.56% Direct Traffic

14.34% Referring Sites

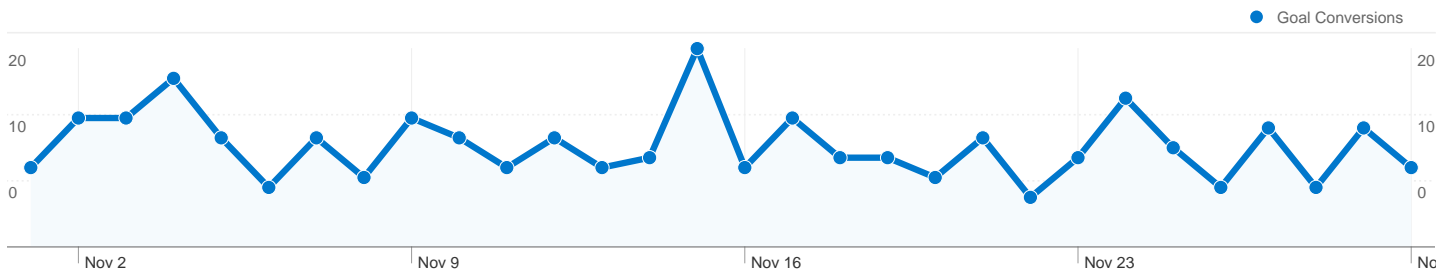
75.84% Search Engines



- **Search Engines**
23,685.00 (75.84%)
- **Referring Sites**
4,478.00 (14.34%)
- **Direct Traffic**
2,984.00 (9.56%)
- **Other**
82 (0.26%)

Top Traffic Sources


Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	18,012	57.68%	amelia island	11,413	48.19%
(direct) ((none))	2,984	9.56%	amelia island florida	1,950	8.23%
yahoo (organic)	2,520	8.07%	amelia island fl	515	2.17%
bing (organic)	2,173	6.96%	fernandina beach	474	2.00%
fbfl.us (referral)	1,112	3.56%	amelia island hotels	432	1.82%



Visitors completed 306 goal conversions

 10 conversions, Goal 1: Seaside Salute Submit

 296 conversions, Goal 2: Vacation Guide Request

 0 conversions, Goal 3: Click to Download Guide

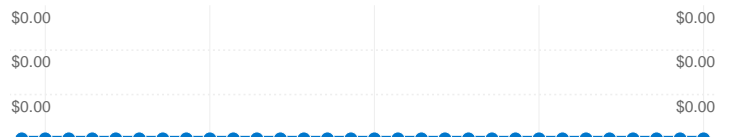
Goal Performance

Goal Conversion Rate

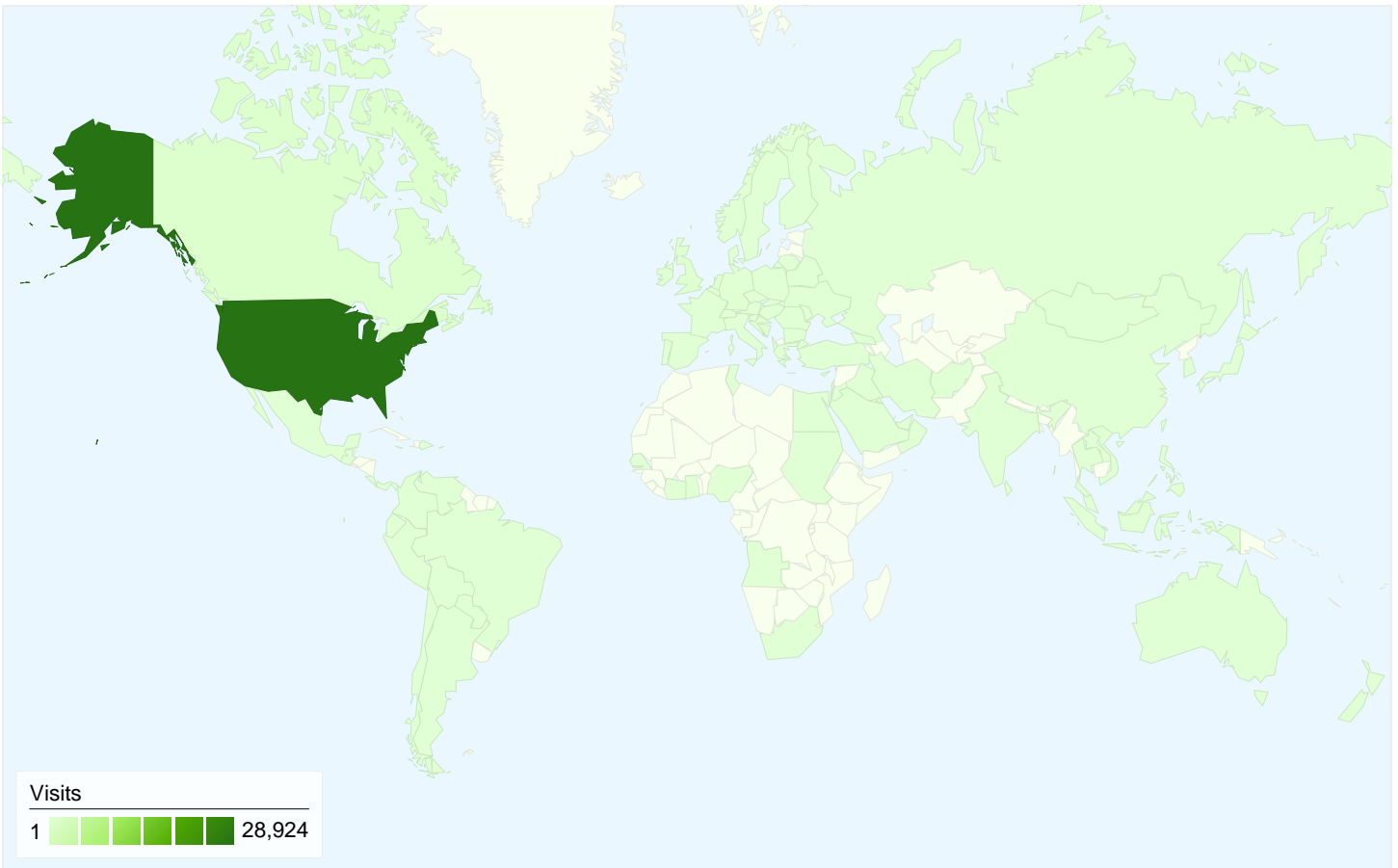


Goal Conversion Rate
 0.98%

Total Goal Value



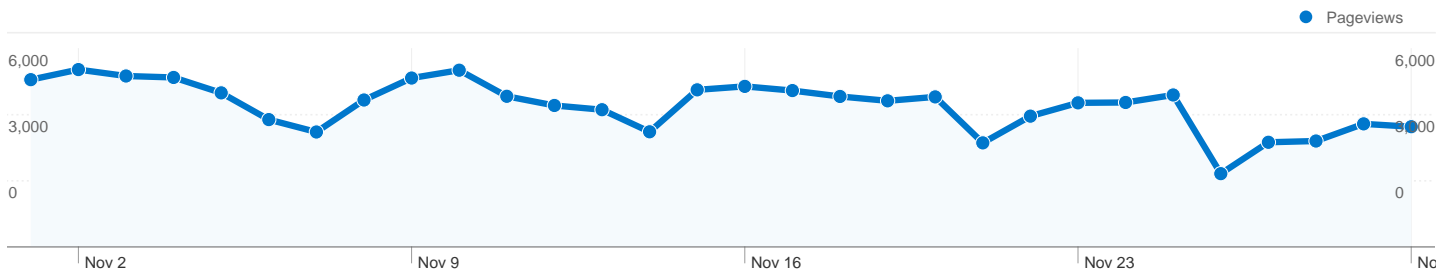
Total Goal Value
 \$0.00



31,229 visits came from 110 countries/territories

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Visits 31,229 % of Site Total: 100.00%	Pages/Visit 4.11 Site Avg: 4.11 (0.00%)	Avg. Time on Site 00:03:11 Site Avg: 00:03:11 (0.00%)	% New Visits 80.55% Site Avg: 80.48% (0.09%)	Bounce Rate 43.74% Site Avg: 43.74% (0.00%)	
United States	28,924	4.16	00:03:14	80.37%	43.04%
Canada	599	3.36	00:02:18	83.64%	53.59%
(not set)	555	4.77	00:03:40	76.04%	40.00%
United Kingdom	264	3.75	00:02:44	84.09%	49.62%
Germany	162	3.26	00:02:47	72.22%	58.02%
Netherlands	43	4.14	00:02:31	72.09%	37.21%
Australia	36	1.94	00:02:13	91.67%	77.78%
France	35	3.57	00:02:20	88.57%	57.14%
India	28	2.39	00:01:51	78.57%	50.00%



Pages on this site were viewed a total of 128,309 times

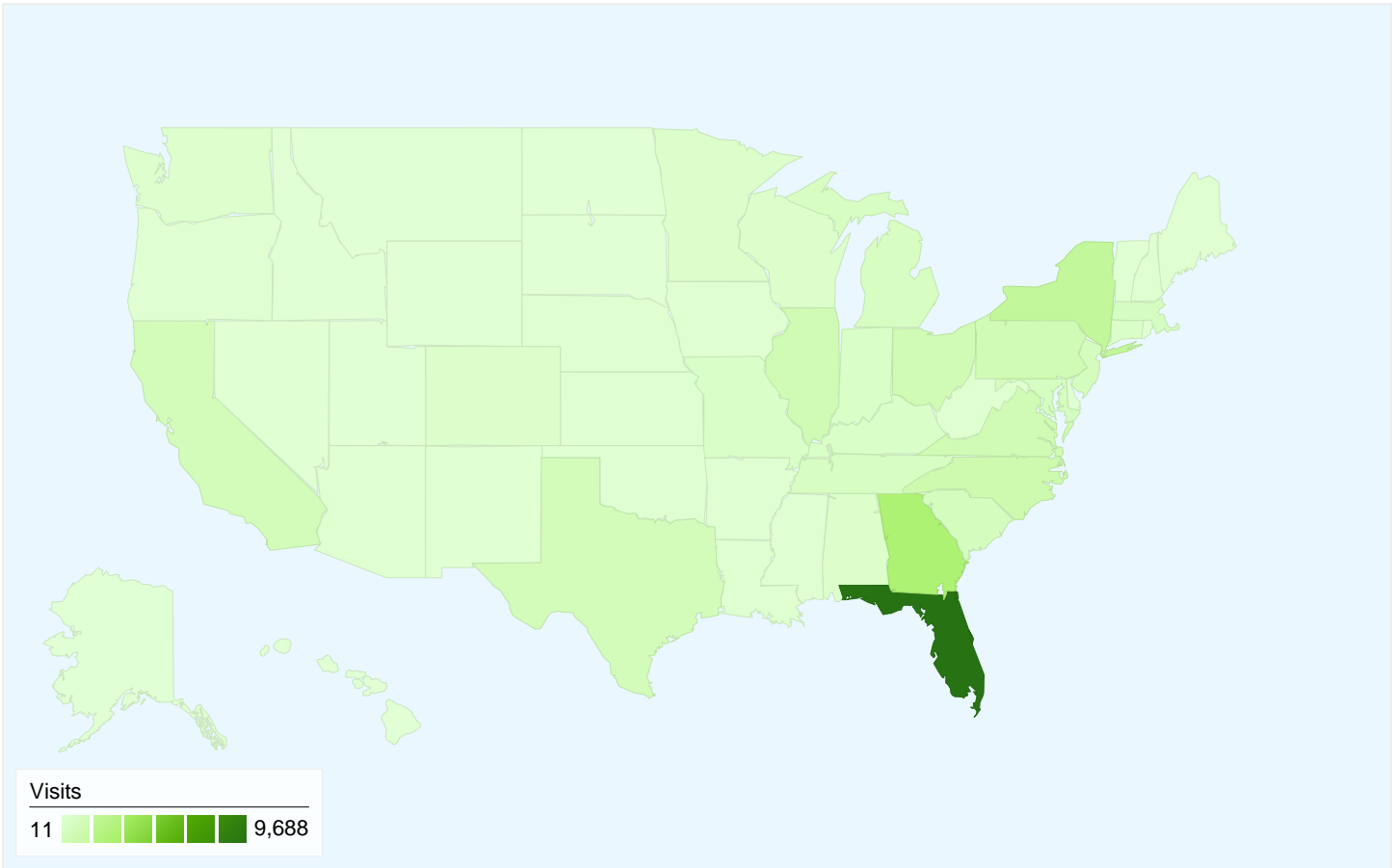
 **128,309** Pageviews

 **93,760** Unique Views

 **43.74%** Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/	27,206	21.20%
/accommodations/section/hotel	8,162	6.36%
/accommodations/section/resort	5,080	3.96%
/accommodations/section/bandb	4,284	3.34%
/restaurants	4,005	3.12%



This country/territory sent 28,924 visits via 52 regions

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
28,924 % of Site Total: 92.62%	4.16 Site Avg: 4.11 (1.18%)	00:03:14 Site Avg: 00:03:11 (1.62%)	80.37% Site Avg: 80.48% (-0.15%)	43.04% Site Avg: 43.74% (-1.59%)	
Region	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Florida	9,688	4.52	00:03:30	76.49%	41.32%
Georgia	2,761	4.49	00:03:32	80.19%	39.95%
New York	1,660	3.64	00:02:46	82.05%	46.33%
North Carolina	1,090	4.36	00:03:36	80.28%	39.36%
Virginia	954	3.67	00:02:46	81.03%	44.55%
Illinois	953	3.83	00:02:54	82.69%	45.65%
Pennsylvania	937	3.90	00:03:08	82.50%	43.12%
Ohio	936	4.56	00:03:41	82.48%	41.56%
California	769	3.12	00:02:13	87.91%	52.41%