

AMELIA ISLAND

TOURIST DEVELOPMENT COUNCIL

Date: Wednesday, July 28, 2010
Location: City Hall – 204 Ash Street – Fernandina Beach, FL

Agenda

- | | | |
|------|---|-------------|
| I. | Call to Order | Mike Boyle |
| II. | Approval of June 23rd, 2010 minutes | Mike Boyle |
| III. | Financial Report | Jack Healan |
| IV. | Amelia Island Tourism Development Council Update | |
| | A. STR Report | Gil Langley |
| | B. Activity Report – Tracking, PR, Special Events | Staff |
| V. | Old Business | |
| VI. | New Business | |
| VII. | Public Input | |
| IX. | Adjournment | |

MINUTES



Board Meeting Minutes of the Amelia Island Tourist Development Council
Wednesday June 23, 2010
3:00 p.m.
The City of Fernandina Beach City Hall

Present: Mike Boyle, David Caples, Arlene Filkoff, Harry Krix, Tim Poynter, John Price, Holly Wohlfarth
Absent: Jack Healan, Katharine Monahan
Staff: Gil Langlely, Melanie Crawford
Agency: Katharina Lane – Hayworth Creative PR, Cedar Hames – Paradise

I. Call to Order

Meeting was called to order by Mike Boyle at 3:07pm.

II. Approval of Minutes of April 28, 2010 Board Meeting

Holly Wohlfarth moved to approve the minutes, Tim Poynter seconded.
Motion carried unanimously.

III. Presentations:

Walter Klagis was introduced to present meeting planner focus group research and preliminary findings from consumer intercept studies. The interview participants were selected randomly from corporate, as well as nonprofit organizations in Atlanta, Tallahassee, and Jacksonville. Among the key findings were misconceptions related to accessibility of the island and costs factors related to major resorts. He concluded explaining that personalization and visualization – building the brand - is important to sell the location.

The 2010 Isle of Eight Flags Shrimp Festival update was given by Sandy Price. A folder was distributed which included various guides, maps, schedules and demographics. She then gave her report on marketing used, sponsors, and overall economic impact the festival had for Amelia Island. She thanked the TDC for their involvement and acknowledged the numerous volunteers, sponsors, and programs. She then went on to ask the TDC to continue their investment in the Shrimp Festival.

Harry Krix made the motion to approve \$10,000 funding to the 2011 Isle of Eight Flags Shrimp Festival. Seconded by Holly Wohlfarth. Motion carried unanimously with John Price abstaining from the vote.

IV. Financial Report

Mr. Langley reported financials are in line with budget. Bed tax report for May had not been received, so voting will be held until income is in. Complete report will be sent out as soon as the bed tax report is in.

From Smith Travel Research, May marked 3 months in a row that demand and revenue have been up, both of which are very good indicators. Occupancy, ADR, and RevPar continue to trail 2009 numbers.

V. Amelia Island Tourism Development Council Update

Mr. Langley reported that Visitor Center visits are up 5% and on Facebook, 250 more people had signed up as fans of Amelia Island. Harry Krix commented that the Facebook page is a must for all to review. Mr. Langley presented a comparison of 2009 web analytics to current year performance. All of these numbers are available on our Google analytics for viewing. Ameliabeaches.com is up and running which includes live video feeds of our clean beaches. The mobile phone website is now available. Our lodging guide and dining guide are both in the proofing stage.

Paradise Marketing Group

Cedar Hames from Paradise Advertising gave a presentation on the meeting planner campaign. The online ad was discussed as well as promotional items such as banners for trade shows, a customized Amelia Island Rubik's cube, which will all be sent out to top prospects, and the meetings planning direct mail campaign. Mr. Langley commented that we have had one major meeting booked – generating 250 room nights - through this campaign so far.

Hayworth PR

Katharina Lane reported on the numerous promotions currently taking place and being worked on, including radio promotions, giveaways, and a television promotion with FOX/CBS Jacksonville. From July 12-16 their morning newscast will be giving away various activities for two to Amelia Island with a final day grand prize.

Charlotte Magazine is doing an article in their September issue, *Coastal Living* has a piece on Fernandina Beach in September, and *Southern Living* is doing an October story.

VI. Old Business

Gil Langley reported that the County Clerk's office had decided we are to issue a RFQ for the advertising/marketing services. Working with the County Contracting officer, the TDC will be issuing separate RFQ's for brand/creative development and media buying. Mr. Langley will send the documents out for comments once they are completed. Tim Poynter inquired as to why the split. Mr. Langley explained it was essentially to get the most options for consideration.

The Sanibel Visitor's Guide was distributed for review as an example of what we'd like the new Amelia Island Visitor's Guide to be. Ours will need to be more informative, supporting our marketing efforts, and providing details for vacation planning. The staff recommendation is for ours not to be advertising supported in the first year.

Mr. Price made the motion to authorize the 2011 Visitor's Guide to be produced by the AICVB, with total cost being funded internally. Second by Tim Poynter. The motion carried unanimously.

VII. New Business

Mike Boyle explained that questions have been raised by the Board of County Commissioners regarding expansion of the bed tax expansion to I-95. Discussion proceeded if a presentation to the board might be helpful and response was yes but not yet necessary. Decision is to hold off on any further discussion until brought up again by Board of County Commissioners.

Mr. Langley expressed the need for an Interactive and Social Media staff member. This issue was also discussed at Finance Committee meeting, which made the recommendation to allow the AICVB to seek reimbursement for the costs associated. He explained that although this position is vital to our continued marketing success, the current CVB budget will not support it. He requested reimbursement in an amount equal to 10% of the interactive/website budget.

David Caples made motion to approve 10% of the AITDC website/interactive budget to be used to reimburse costs for a new Interactive and Social Media Staff Person at the AICVB. Arlene Filkoff seconded the motion, which carried unanimously.

VIII.No Public Input

Kevin Donahue from Ritz Carlton thanked the AITDC for all efforts made in promoting Amelia Island.

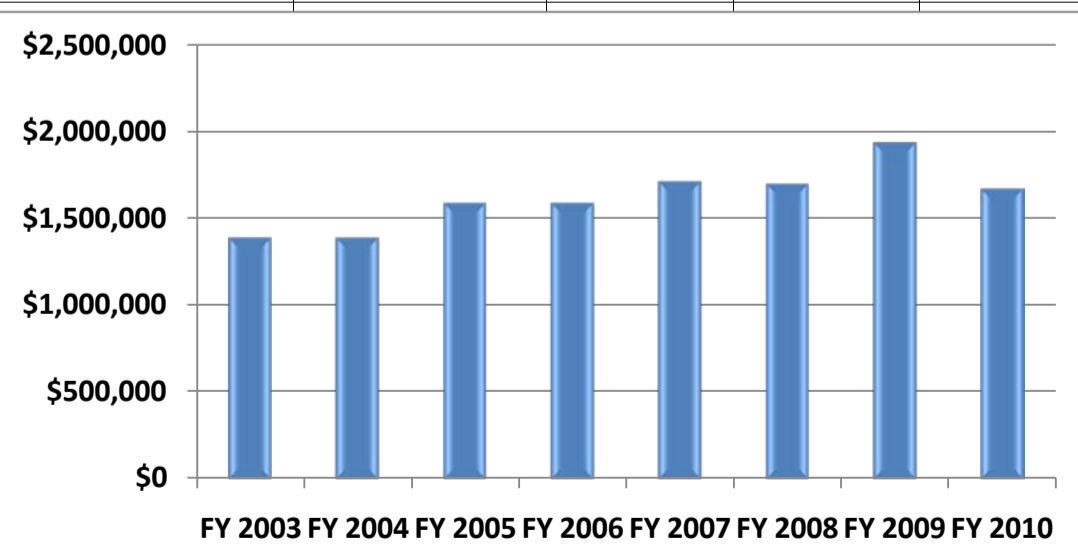
IX. Meeting adjourned 4:39 pm

FINANCIAL

**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 | \$135,629 | \$101,854 | \$79,525 | \$91,224 | \$116,056 | \$211,637 | \$288,964 | \$270,032 | \$366,764 | | | | \$1,661,684 | -13.89% |
| % Change | 17.94% | 18.13% | -4.51% | -11.83% | -14.00% | 9.72% | 30.16% | 40.49% | 42.03% | -100.00% | -100.00% | -100.00% | | |
| 2% Eqv. | \$90,419 | \$67,903 | \$53,016 | \$60,816 | \$77,371 | \$141,091 | \$144,482 | \$135,016 | \$183,382 | | | | | |
| % Change - 2008 | -30.45% | -25.65% | -34.46% | -31.43% | -40.64% | -23.82% | -20.78% | -19.26% | -13.85% | -100.00% | -100.00% | -100.00% | | |
| 3% Eqv. | | | | | | | \$216,723 | \$202,524 | \$275,073 | \$0 | \$0 | \$0 | \$1,246,263 | \$0 |
| % Change - 2009 | | | | | | | -2.38% | 5.37% | 6.52% | -100.00% | -100.00% | -100.00% | -35.42% | -173.66% |
| Projected | | | | | | | | | | | | | \$1,270,160 | |
| 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 | |
| 1% Tax | | | | | | | \$74,003 | \$64,068 | \$86,078 | \$90,256 | \$56,222 | | \$370,627 | |
| FY2010 Rev | \$115,000 | \$85,000 | \$83,500 | \$103,467 | \$134,956 | \$195,952 | \$296,013 | \$256,272 | \$344,311 | \$361,024 | \$224,887 | \$101,974 | \$2,302,356 | |
| % Change | 15.21% | 16.55% | -5.00% | -13.42% | -16.28% | 7.41% | -2.44% | 5.10% | 6.12% | | | | | |
| 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 | \$135,629 | \$237,483 | \$317,007 | \$408,231 | \$524,288 | \$735,924 | \$1,024,888 | \$1,294,920 | \$1,661,684 | | | | | |
| % Change | 17.94% | 18.02% | 11.43% | 5.22% | 0.26% | 2.81% | 9.28% | 14.59% | 19.70% | -100.00% | -100.00% | -100.00% | | |



Amelia Island TDC Consolidated Budget Report



| Account | Description | FY 2010 | | | | Available Budget |
|---------------|---------------------------|----------------|-------------|-------------|-------------|------------------|
| | | FY 2009 Actual | Budget | July Actual | YTD Actual | |
| NET INCOME | Tourist Development Funds | \$1,870,073 | \$2,533,287 | \$355,761 | \$1,714,877 | \$818,408 |
| EXPENSES | | | | | | |
| 37522552 | TDC Research/Admin. 15% | \$277,272 | \$334,993 | \$53,364 | \$257,232 | \$77,761 |
| 37523552 | Marketing - 65% | \$1,042,711 | \$1,651,637 | \$88,668 | \$1,399,324 | \$252,312 |
| 37523552 | Travel Trade - 10% | \$231,748 | \$323,329 | \$10,060 | \$197,503 | \$125,826 |
| 37525539 | Beach Improvements 10%** | \$85,350 | \$223,329 | \$0 | \$85,350 | \$137,978 |
| EXPENSE TOTAL | | \$1,694,252 | \$2,521,737 | \$152,092 | \$1,939,408 | \$593,877 |
| NET | | \$232,991 | \$11,550 | \$203,669 | -\$224,531 | \$224,531 |

TRACKING



United Kingdom
Blue Fin Building
110 Southwark Street
London SE1 0TA
Phone: +44 (0)20 7922 1930
Fax: +44 (0)20 7922 1931
www.strglobal.com

United States
735 East Main Street
Hendersonville
TN 37075
Phone: +1 (615) 824 8664
Fax: +1 (615) 824 3848
www.str.com

Amelia Island Tourist Development Council

For the Month of June 2010

Date Created: Jul 17, 2010

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Amelia Island Tourist Development Council

For the month of: June 2010

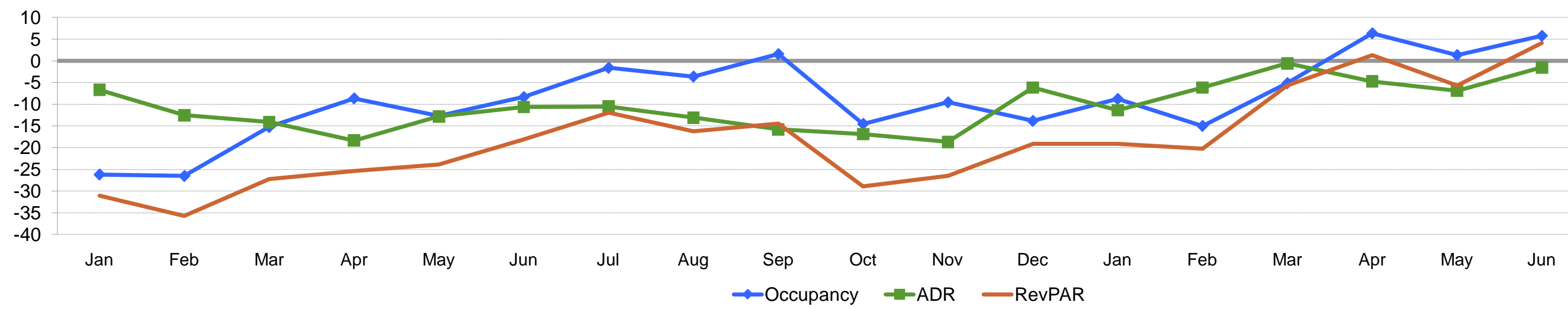
| | Current Month - June 2010 vs June 2009 | | | | | | | | | | | | Year to Date - June 2010 vs June 2009 | | | | | | | | | | | | Participation | | | |
|-------------------------|--|------|--------|--------|--------|--------|-------------------------------|-------|--------|----------|------------|-----------|---------------------------------------|------|--------|--------|--------|-------|------------------------------|-------|--------|----------|------------|-----------|---------------|--------|--------|--------|
| | Occ % | | ADR | | RevPAR | | Percent Change from June 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 | 60.4 | 57.2 | 97.15 | 97.38 | 58.63 | 55.75 | 5.4 | -0.2 | 5.2 | 8.1 | 2.7 | 8.3 | 62.6 | 59.8 | 112.10 | 115.81 | 70.22 | 69.23 | 4.8 | -3.2 | 1.4 | 4.4 | 2.9 | 7.9 | 3593 | 1925 | 411709 | 292703 |
| Jacksonville, FL | 61.5 | 56.1 | 83.64 | 88.41 | 51.46 | 49.58 | 9.7 | -5.4 | 3.8 | 7.5 | 3.5 | 13.6 | 58.1 | 55.3 | 82.50 | 89.35 | 47.90 | 49.45 | 4.9 | -7.7 | -3.1 | 0.0 | 3.3 | 8.3 | 269 | 185 | 27118 | 22080 |
| Jacksonville Beaches | 66.8 | 62.0 | 123.38 | 127.77 | 82.40 | 79.25 | 7.7 | -3.4 | 4.0 | 9.3 | 5.1 | 13.2 | 59.3 | 58.9 | 119.43 | 126.40 | 70.80 | 74.43 | 0.7 | -5.5 | -4.9 | 1.0 | 6.1 | 6.9 | 102 | 60 | 8146 | 6369 |
| Savannah, GA | 64.9 | 65.4 | 88.56 | 86.28 | 57.47 | 56.42 | -0.8 | 2.7 | 1.9 | 6.0 | 4.1 | 3.3 | 61.3 | 59.9 | 87.58 | 88.72 | 53.72 | 53.14 | 2.4 | -1.3 | 1.1 | 5.2 | 4.1 | 6.6 | 165 | 122 | 14947 | 12220 |
| Brunswick/Kingsland, GA | 48.8 | 54.8 | 86.97 | 102.62 | 42.44 | 56.23 | -11.0 | -15.2 | -24.5 | -23.0 | 2.0 | -9.1 | 46.5 | 55.8 | 79.01 | 90.18 | 36.71 | 50.35 | -16.8 | -12.4 | -27.1 | -24.4 | 3.7 | -13.7 | 91 | 53 | 7543 | 4412 |
| Daytona Beach, FL | 53.9 | 53.7 | 95.83 | 88.37 | 51.68 | 47.43 | 0.5 | 8.4 | 9.0 | 7.1 | -1.7 | -1.3 | 53.5 | 53.2 | 101.84 | 102.39 | 54.51 | 54.42 | 0.7 | -0.5 | 0.2 | -2.0 | -2.2 | -1.5 | 181 | 58 | 13797 | 6669 |
| Charleston, SC | 72.7 | 69.1 | 112.61 | 108.57 | 81.85 | 75.01 | 5.2 | 3.7 | 9.1 | 11.5 | 2.1 | 7.5 | 65.0 | 62.6 | 107.59 | 107.33 | 69.95 | 67.18 | 3.9 | 0.2 | 4.1 | 7.1 | 2.9 | 6.9 | 165 | 116 | 17621 | 13941 |
| Nassau County, FL | 64.6 | 59.1 | 171.48 | 176.35 | 110.72 | 104.27 | 9.2 | -2.8 | 6.2 | 12.9 | 6.4 | 16.1 | 50.9 | 50.6 | 158.28 | 165.27 | 80.52 | 83.61 | 0.6 | -4.2 | -3.7 | 2.4 | 6.4 | 7.0 | 24 | 15 | 2225 | 2031 |
| St Johns County, FL | 61.3 | 57.3 | 96.54 | 103.53 | 59.22 | 59.35 | 7.0 | -6.7 | -0.2 | 2.7 | 2.9 | 10.1 | 58.1 | 57.7 | 98.95 | 106.50 | 57.51 | 61.45 | 0.7 | -7.1 | -6.4 | -3.2 | 3.4 | 4.2 | 81 | 41 | 5907 | 3933 |
| Hilton Head/Beaufort | 72.6 | 69.2 | 141.55 | 143.78 | 102.78 | 99.45 | 5.0 | -1.5 | 3.3 | 3.5 | 0.1 | 5.1 | 53.2 | 52.6 | 117.16 | 122.58 | 62.37 | 64.51 | 1.2 | -4.4 | -3.3 | -4.7 | -1.5 | -0.3 | 48 | 32 | 6589 | 4324 |
| Fort Walton Beach, FL | 64.8 | 69.6 | 156.81 | 160.73 | 101.66 | 111.84 | -6.8 | -2.4 | -9.1 | -9.6 | -0.5 | -7.3 | 49.6 | 48.1 | 117.07 | 124.37 | 58.09 | 59.79 | 3.2 | -5.9 | -2.8 | -2.9 | -0.1 | 3.2 | 79 | 48 | 9539 | 6809 |

Tab 3 - Trend Amellia Island Sel Zip

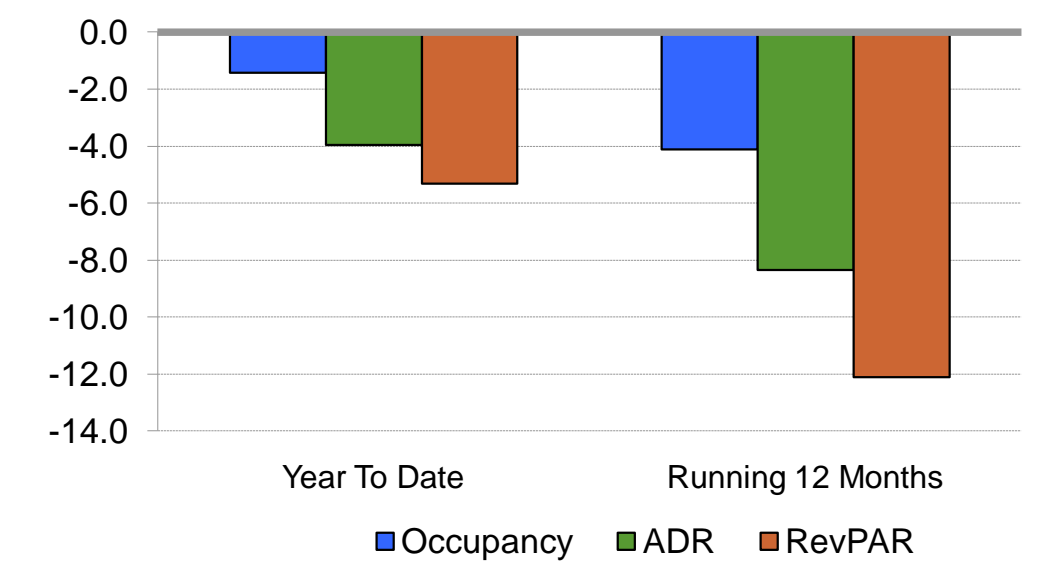
Currency: USD - US Dollar

Amellia Island Tourist Development Council
For the Month of June 2010

Monthly Percent Change



Overall Percent Change



| Occupancy (%) | 2009 | | | | | | | | | | | | 2010 | | | | | |
|----------------|-------|-------|-------|------|-------|------|------|------|------|-------|------|-------|------|-------|------|------|------|------|
| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun |
| This Year | 35.5 | 50.4 | 57.4 | 63.1 | 56.0 | 66.1 | 68.0 | 50.4 | 39.4 | 46.8 | 39.5 | 29.9 | 32.4 | 42.9 | 54.5 | 67.1 | 56.8 | 70.0 |
| Last Year | 48.1 | 68.6 | 67.7 | 69.0 | 64.2 | 72.2 | 69.1 | 52.3 | 38.8 | 54.7 | 43.7 | 34.7 | 35.5 | 50.4 | 57.4 | 63.1 | 56.0 | 66.1 |
| Percent Change | -26.2 | -26.5 | -15.2 | -8.6 | -12.7 | -8.3 | -1.6 | -3.6 | 1.6 | -14.5 | -9.5 | -13.8 | -8.8 | -15.0 | -5.1 | 6.4 | 1.3 | 5.8 |

| Year To Date | | | |
|--------------|-------|------|--|
| 2008 | 2009 | 2010 | |
| 64.9 | 54.7 | 53.9 | |
| 67.2 | 64.9 | 54.7 | |
| -3.5 | -15.7 | -1.4 | |

| Running 12 Months | | | |
|-------------------|-------|------|--|
| 2008 | 2009 | 2010 | |
| 60.5 | 51.8 | 49.7 | |
| 61.1 | 60.5 | 51.8 | |
| -1.0 | -14.4 | -4.1 | |

| ADR | 2009 | | | | | | | | | | | | 2010 | | | | | |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun |
| This Year | 152.38 | 161.18 | 189.57 | 185.95 | 196.04 | 190.86 | 181.64 | 157.85 | 140.42 | 152.98 | 145.62 | 139.61 | 135.04 | 151.28 | 188.45 | 177.16 | 182.50 | 187.95 |
| Last Year | 163.26 | 184.23 | 220.71 | 227.72 | 224.78 | 213.57 | 202.97 | 181.58 | 166.73 | 184.03 | 179.08 | 148.74 | 152.38 | 161.18 | 189.57 | 185.95 | 196.04 | 190.86 |
| Percent Change | -6.7 | -12.5 | -14.1 | -18.3 | -12.8 | -10.6 | -10.5 | -13.1 | -15.8 | -16.9 | -18.7 | -6.1 | -11.4 | -6.1 | -0.6 | -4.7 | -6.9 | -1.5 |

| Year To Date | | | |
|--------------|--------|--------|--|
| 2008 | 2009 | 2010 | |
| 208.26 | 182.09 | 174.88 | |
| 202.92 | 208.26 | 182.09 | |
| 2.6 | -12.6 | -4.0 | |

| Running 12 Months | | | |
|-------------------|--------|--------|--|
| 2008 | 2009 | 2010 | |
| 197.46 | 181.53 | 166.38 | |
| 190.36 | 197.46 | 181.53 | |
| 3.7 | -8.1 | -8.3 | |

| RevPAR | 2009 | | | | | | | | | | | | 2010 | | | | | |
|----------------|-------|--------|--------|--------|--------|--------|--------|-------|-------|--------|-------|-------|-------|-------|--------|--------|--------|--------|
| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun |
| This Year | 54.07 | 81.31 | 108.79 | 117.30 | 109.79 | 126.24 | 123.47 | 79.52 | 55.28 | 71.53 | 57.51 | 41.80 | 43.72 | 64.88 | 102.61 | 118.86 | 103.59 | 131.49 |
| Last Year | 78.45 | 126.44 | 149.43 | 157.24 | 144.20 | 154.11 | 140.19 | 94.90 | 64.63 | 100.65 | 78.17 | 51.68 | 54.07 | 81.31 | 108.79 | 117.30 | 109.79 | 126.24 |
| Percent Change | -31.1 | -35.7 | -27.2 | -25.4 | -23.9 | -18.1 | -11.9 | -16.2 | -14.5 | -28.9 | -26.4 | -19.1 | -19.1 | -20.2 | -5.7 | 1.3 | -5.7 | 4.2 |

| Year To Date | | | |
|--------------|--------|-------|--|
| 2008 | 2009 | 2010 | |
| 135.13 | 99.64 | 94.34 | |
| 136.42 | 135.13 | 99.64 | |
| -0.9 | -26.3 | -5.3 | |

| Running 12 Months | | | |
|-------------------|--------|-------|--|
| 2008 | 2009 | 2010 | |
| 119.51 | 94.05 | 82.66 | |
| 116.36 | 119.51 | 94.05 | |
| 2.7 | -21.3 | -12.1 | |

| Supply | 2009 | | | | | | | | | | | | 2010 | | | | | |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun |
| This Year | 51,584 | 46,592 | 51,584 | 49,920 | 51,584 | 49,920 | 51,584 | 55,707 | 53,910 | 55,707 | 53,910 | 55,707 | 55,707 | 50,316 | 55,707 | 53,910 | 55,707 | 53,910 |
| Last Year | 50,127 | 45,276 | 50,127 | 49,920 | 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 |
| Percent Change | 2.9 | 2.9 | 2.9 | 0.0 | 0.0 | 0.0 | 0.0 | 8.0 | 8.0 | 8.0 | 8.0 | 8.0 | 8.0 | 8.0 | 8.0 | 8.0 | 8.0 | 8.0 |

| Year To Date | | | |
|--------------|---------|---------|--|
| 2008 | 2009 | 2010 | |
| 296,954 | 301,184 | 325,257 | |
| 292,677 | 296,954 | 301,184 | |
| 1.5 | 1.4 | 8.0 | |

| Running 12 Months | | | |
|-------------------|---------|---------|--|
| 2008 | 2009 | 2010 | |
| 594,482 | 607,360 | 651,782 | |
| 588,655 | 594,482 | 607,360 | |
| 1.0 | 2.2 | 7.3 | |

| Demand | 2009 | | | | | | | | | | | | 2010 | | | | | |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun |
| This Year | 18,304 | 23,503 | 29,603 | 31,491 | 28,890 | 33,019 | 35,063 | 28,064 | 21,223 | 26,049 | 21,291 | 16,679 | 18,035 | 21,581 | 30,333 | 36,169 | 31,620 | 37,714 |
| Last Year | 24,088 | 31,074 | 33,938 | 34,469 | 33,092 | 36,021 | 35,628 | 26,960 | 19,350 | 28,211 | 21,792 | 17,922 | 18,304 | 23,503 | 29,603 | 31,491 | 28,890 | 33,019 |
| Percent Change | -24.0 | -24.4 | -12.8 | -8.6 | -12.7 | -8.3 | -1.6 | 4.1 | 9.7 | -7.7 | -2.3 | -6.9 | -1.5 | -8.2 | 2.5 | 14.9 | 9.4 | 14.2 |

| Year To Date | | | |
|--------------|---------|---------|--|
| 2008 | 2009 | 2010 | |
| 192,682 | 164,810 | 175,452 | |
| 196,766 | 192,682 | 164,810 | |
| -2.1 | -14.5 | 6.5 | |

| Running 12 Months | | | |
|-------------------|---------|---------|--|
| 2008 | 2009 | 2010 | |
| 359,805 | 314,673 | 323,821 | |
| 359,817 | 359,805 | 314,673 | |
| 0.0 | -12.5 | 2.9 | |

| Revenue | 2009 | | | | | | | | | | | | 2010 | | | | | |
|----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun |
| This Year | 2,789,135 | 3,788,221 | 5,611,966 | 5,855,862 | 5,663,652 | 6,302,116 | 6,368,899 | 4,429,912 | 2,980,067 | 3,984,966 | 3,100,307 | 2,328,597 | 2,435,532 | 3,264,693 | 5,716,281 | 6,407,696 | 5,770,737 | 7,088,383 |
| Last Year | 3,932,595 | 5,724,883 | 7,490,291 | 7,849,187 | 7,438,400 | 7,693,168 | 7,231,323 | 4,895,344 | 3,226,165 | 5,191,683 | 3,902,440 | 2,665,713 | 2,789,135 | 3,788,221 | 5,611,966 | 5,855,862 | 5,663,652 | 6,302,116 |
| Percent Change | -29.1 | -33.8 | -25.1 | -25.4 | -23.9 | -18.1 | -11.9 | -9.5 | -7.6 | -23.2 | -20.6 | -12.6 | -12.7 | -13.8 | 1.9 | 9.4 | 1.9 | 12.5 |

| Year To Date | | | |
|--------------|------------|------------|--|
| 2008 | 2009 | 2010 | |
| 40,128,524 | 30,010,952 | 30,683,322 | |
| 39,927,976 | 40,128,524 | 30,010,952 | |
| 0.5 | -25.2 | 2.2 | |

| Running 12 Months | | | |
|-------------------|------------|------------|--|
| 2008 | 2009 | 2010 | |
| 71,046,183 | 57,123,620 | 53,876,070 | |
| 68,496,380 | 71,046,183 | 57,123,620 | |
| 3.7 | -19.6 | -5.7 | |

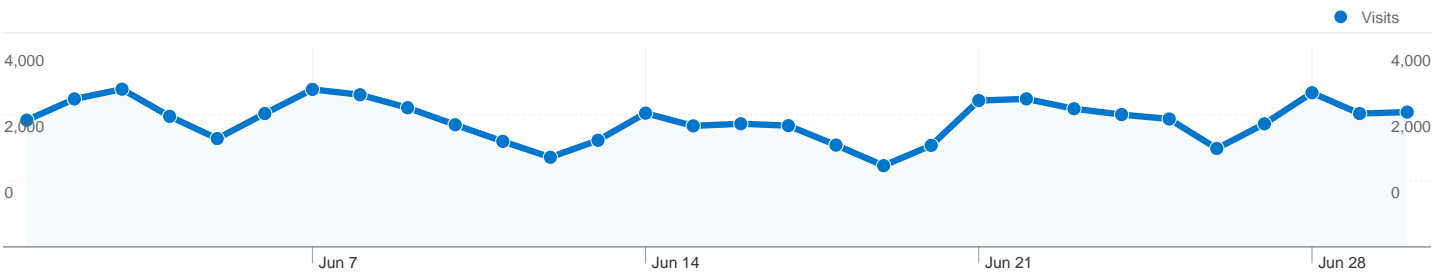
| Census % | 2009 | | | | | | | | | | | | 2010 | | | | | |
|----------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun |
| Census Props | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 14 | 14 | 14 | 14 | 14 | 14 | 14 | 14 | 14 | 14 | 14 |
| Census Rooms | 1664 | 1664 | 1664 | 1664 | 1664 | 1664 | 1664 | 1797 | 1797 | 1797 | 1797 | 1797 | 1797 | 1797 | 1797 | 1797 | 1797 | 1797 |
| % Rooms Participants | 96.8 | 96.8 | 96.8 | 96.8 | 96.8 | 96.8 | 96.8 | 89.6 | 97.1 | 97.1 | 97.1 | 97.1 | 97.1 | 97.1 | 97.1 | 97.1 | 97.1 | 97.1 |

A blank row indicates insufficient data.

Source 2010 SMITH TRAVEL RESEARCH, Inc.

Amelia Island (No Filters)
Dashboard

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



Site Usage

76,606 Visits

27.05% Bounce Rate

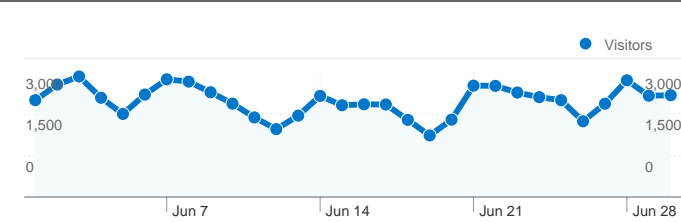
460,115 Pageviews

00:05:19 Avg. Time on Site

6.01 Pages/Visit

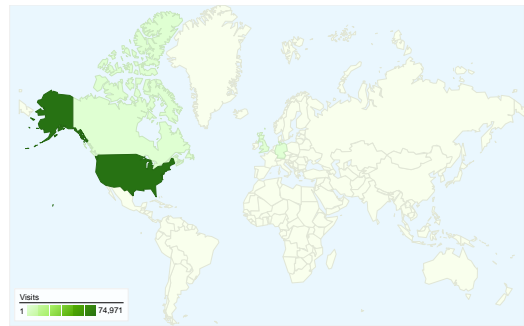
76.40% % New Visits

Visitors Overview

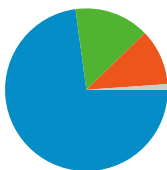


Visitors
62,651

Map Overlay



Traffic Sources Overview



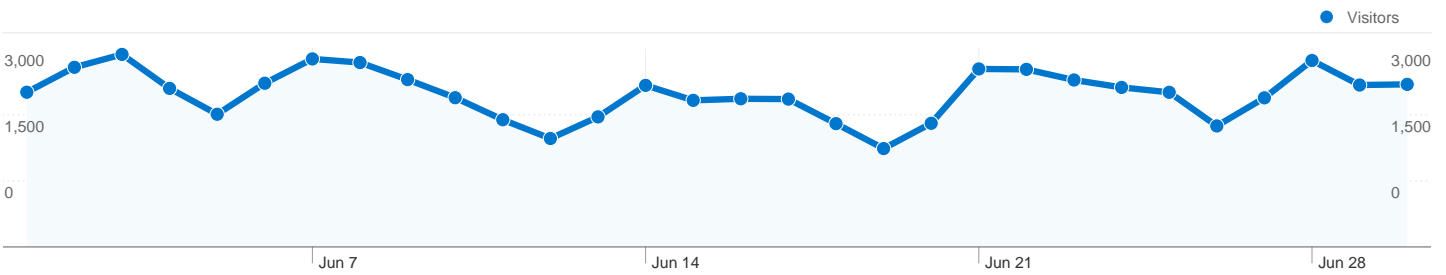
- **Search Engines**
55,802.00 (72.84%)
- **Referring Sites**
11,418.00 (14.90%)
- **Direct Traffic**
8,541.00 (11.15%)
- **Other**
845 (1.10%)

Content Overview

| Pages | Pageviews | % Pageviews |
|--------|-----------|-------------|
| / | 69,338 | 15.07% |
| /area- | 29,698 | 6.45% |
| /area- | 24,107 | 5.24% |
| /area- | 19,114 | 4.15% |
| /area- | 16,004 | 3.48% |

Amelia Island (No Filters)
Visitors Overview

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



62,651 people visited this site

76,606 Visits

62,651 Absolute Unique Visitors

460,115 Pageviews

6.01 Average Pageviews

00:05:19 Time on Site

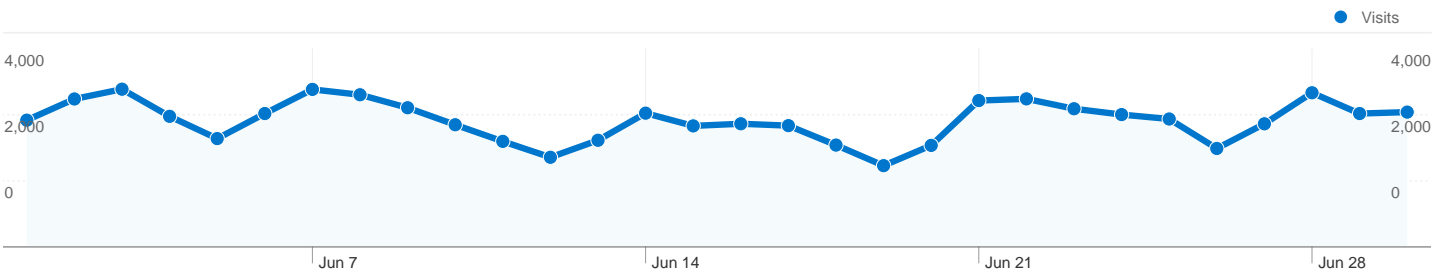
27.05% Bounce Rate

76.40% New Visits




Technical Profile

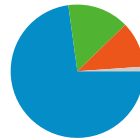
| Browser | Visits | % visits | Connection Speed | Visits | % visits |
|--------------------------|--------|----------|------------------|--------|----------|
| Internet Explorer | 53,276 | 69.55% | Cable | 30,900 | 40.34% |
| Firefox | 11,364 | 14.83% | DSL | 19,913 | 25.99% |
| Safari | 8,643 | 11.28% | Unknown | 15,132 | 19.75% |
| Chrome | 2,640 | 3.45% | T1 | 8,637 | 11.27% |
| Mozilla Compatible Agent | 207 | 0.27% | Dialup | 1,423 | 1.86% |

Traffic Sources Overview



All traffic sources sent a total of 76,606 visits

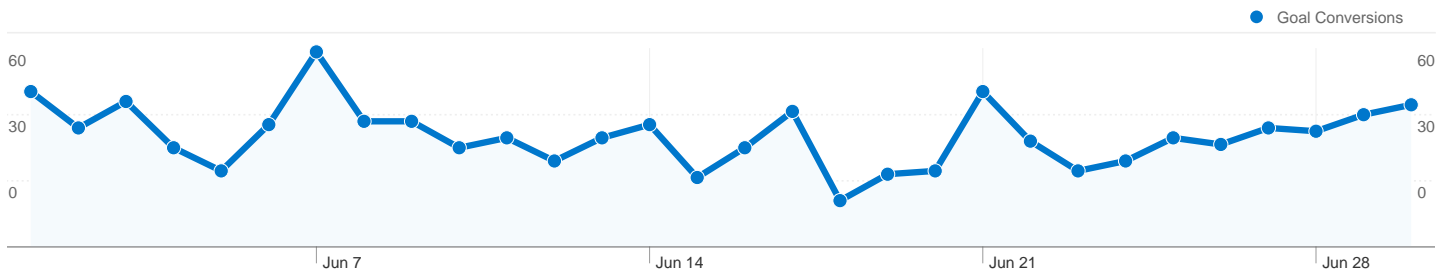
-  **11.15%** Direct Traffic
-  **14.90%** Referring Sites
-  **72.84%** Search Engines



- **Search Engines**
55,802.00 (72.84%)
- **Referring Sites**
11,418.00 (14.90%)
- **Direct Traffic**
8,541.00 (11.15%)
- **Other**
845 (1.10%)

Top Traffic Sources

| Sources | Visits | % visits | Keywords | Visits | % visits |
|--------------------|--------|----------|--------------------------|--------|----------|
| google (organic) | 42,065 | 54.91% | amelia island | 28,132 | 50.41% |
| (direct) ((none)) | 8,541 | 11.15% | amelia island florida | 3,569 | 6.40% |
| yahoo (organic) | 5,971 | 7.79% | amelia island hotels | 2,788 | 5.00% |
| bing (organic) | 5,356 | 6.99% | amelia island fl | 1,589 | 2.85% |
| fbfl.us (referral) | 4,583 | 5.98% | amelia island plantation | 975 | 1.75% |



Visitors completed 1,008 goal conversions

403 conversions, Goal 1: Newsletter Sign Up

566 conversions, Goal 2: Request Brochure

4 conversions, Goal 3: Meeting RFP

0 conversions, Goal 4: Wedding RFP

35 conversions, Goal 5: Contact Us

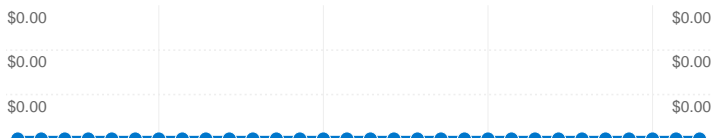
Goal Performance

Goal Conversion Rate

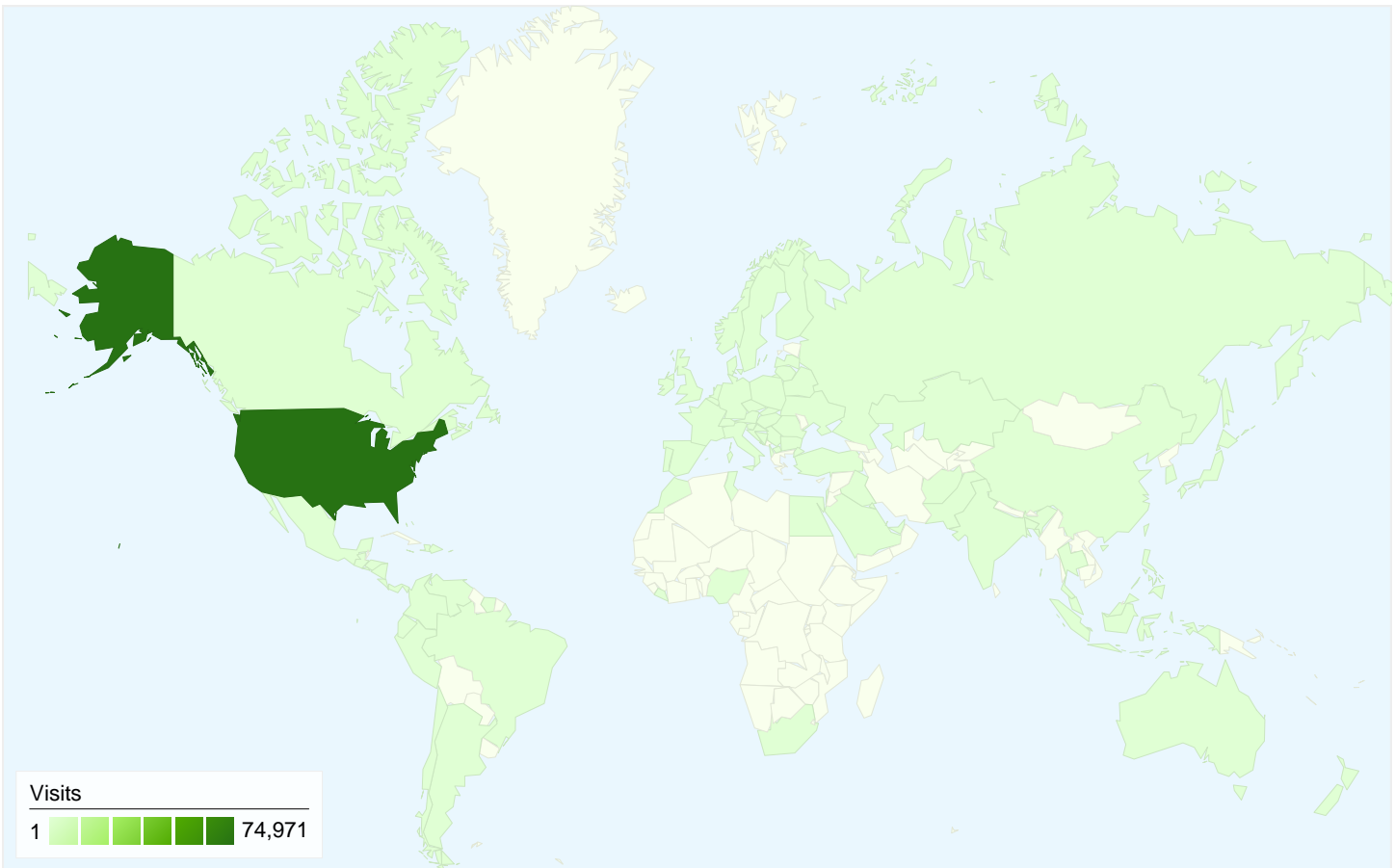


Goal Conversion Rate
1.32%

Total Goal Value



Total Goal Value
\$0.00

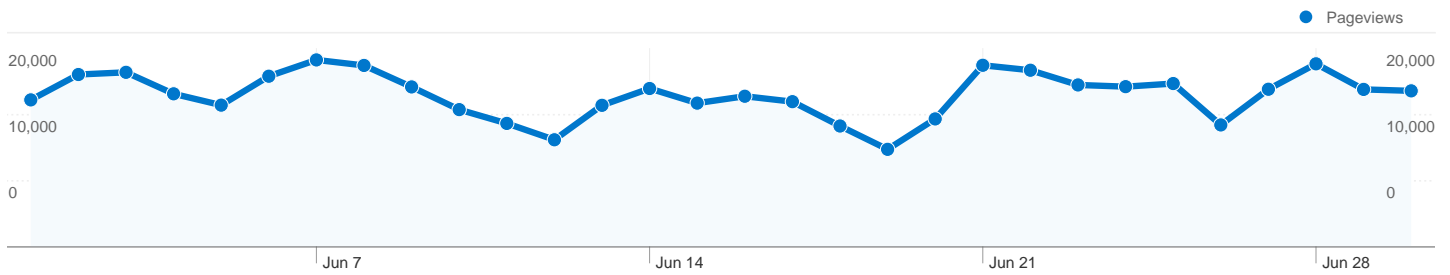


76,606 visits came from 98 countries/territories


Site Usage

| Country/Territory | Visits | Pages/Visit | Avg. Time on Site | % New Visits | Bounce Rate |
|---|--|--|---|--|-------------|
| Visits 76,606 % of Site Total: 100.00% | Pages/Visit 6.01 Site Avg: 6.01 (0.00%) | Avg. Time on Site 00:05:19 Site Avg: 00:05:19 (0.00%) | % New Visits 76.44% Site Avg: 76.40% (0.05%) | Bounce Rate 27.05% Site Avg: 27.05% (0.00%) | |
| United States | 74,971 | 6.03 | 00:05:20 | 76.34% | 26.80% |
| Canada | 474 | 4.96 | 00:03:55 | 82.28% | 35.02% |
| United Kingdom | 245 | 5.58 | 00:04:39 | 82.45% | 30.61% |
| Germany | 142 | 4.89 | 00:04:35 | 78.17% | 40.85% |
| (not set) | 63 | 7.24 | 00:07:51 | 69.84% | 33.33% |
| Colombia | 49 | 4.49 | 00:06:05 | 28.57% | 71.43% |
| France | 41 | 6.12 | 00:05:53 | 85.37% | 26.83% |
| Italy | 32 | 6.66 | 00:03:12 | 93.75% | 25.00% |
| Netherlands | 27 | 5.67 | 00:06:14 | 85.19% | 29.63% |

Content Overview



Pages on this site were viewed a total of 460,115 times

 460,115 Pageviews

 334,773 Unique Views

 27.12% Bounce Rate

Top Content

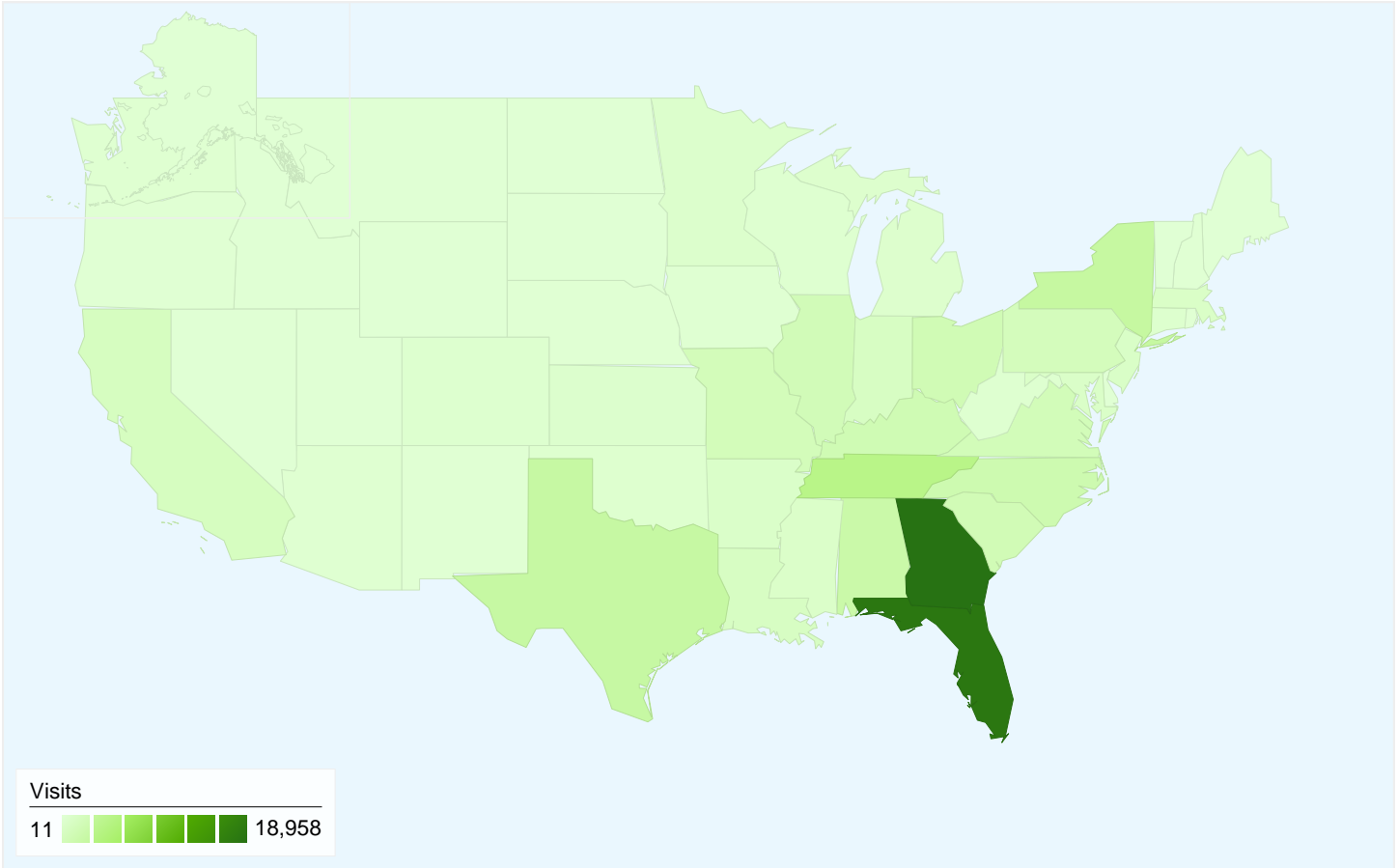
| Pages | Pageviews | % Pageviews |
|--|-----------|-------------|
| / | 69,338 | 15.07% |
| /area-services/accommodations/ | 29,698 | 6.45% |
| /area-services/accommodations/hotels-motels/ | 24,107 | 5.24% |
| /area-services/accommodations/condos-home-rentals/ | 19,114 | 4.15% |
| /area-services/accommodations/resorts/ | 16,004 | 3.48% |

Country/Territory Detail:

United States

Jun 1, 2010 - Jun 30, 2010

Comparing to: Site



This country/territory sent 74,971 visits via 52 regions

Site Usage

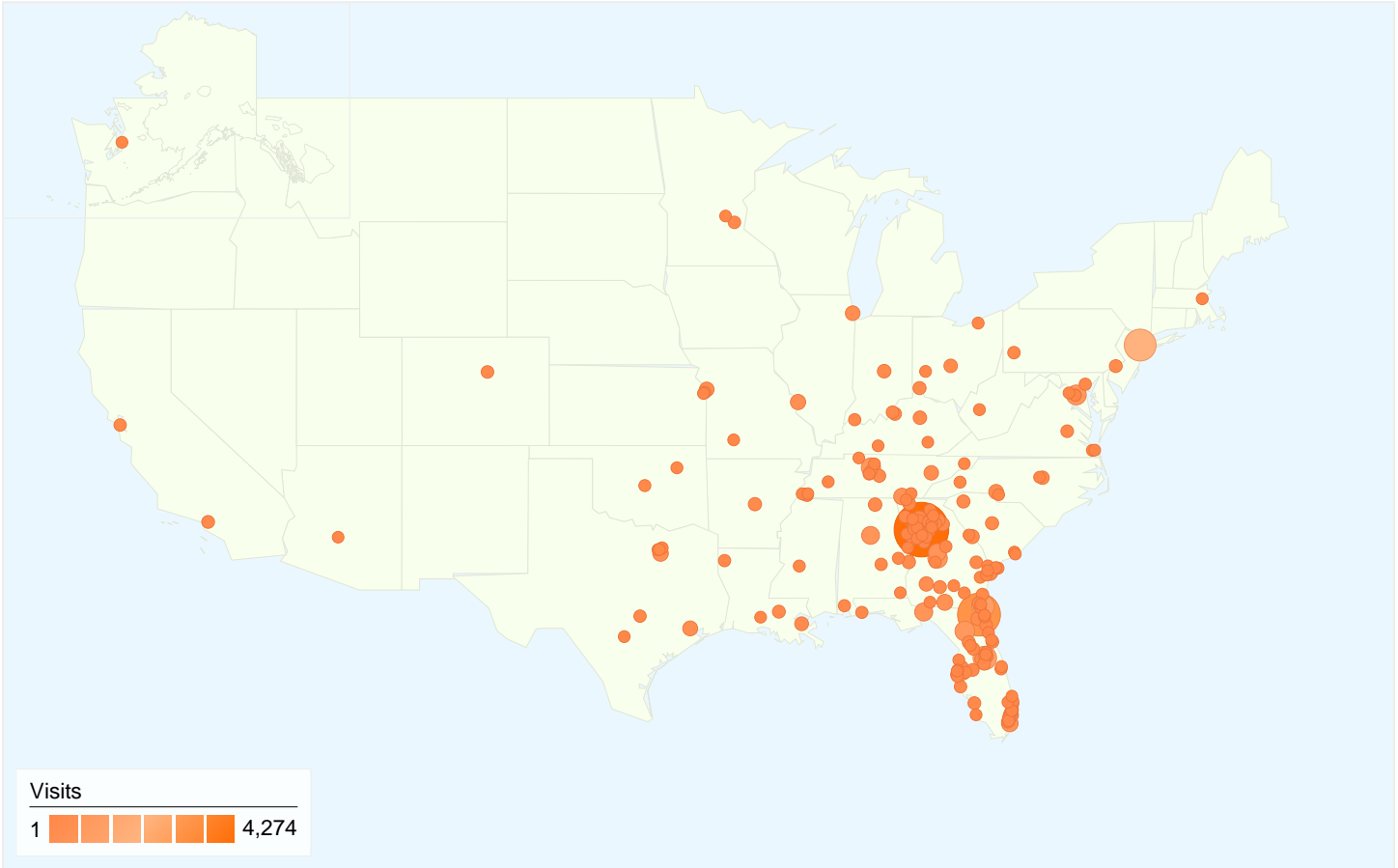
| Region | Visits | Pages/Visit | Avg. Time on Site | % New Visits | Bounce Rate |
|--|--|--|--|---|-------------|
| Visits 74,971 % of Site Total: 97.87% | Pages/Visit 6.03 Site Avg: 6.01 (0.42%) | Avg. Time on Site 00:05:20 Site Avg: 00:05:19 (0.36%) | % New Visits 76.34% Site Avg: 76.40% (-0.08%) | Bounce Rate 26.80% Site Avg: 27.05% (-0.92%) | |
| Georgia | 18,958 | 6.17 | 00:05:42 | 75.55% | 25.00% |
| Florida | 18,334 | 5.92 | 00:05:19 | 75.26% | 28.53% |
| Tennessee | 4,271 | 6.53 | 00:05:36 | 76.61% | 22.62% |
| New York | 2,879 | 5.26 | 00:04:32 | 79.85% | 29.94% |
| Texas | 2,797 | 5.79 | 00:04:50 | 79.55% | 27.57% |
| Alabama | 2,434 | 6.68 | 00:05:50 | 76.91% | 21.82% |
| North Carolina | 2,080 | 5.94 | 00:05:13 | 78.03% | 27.45% |
| Kentucky | 1,841 | 7.01 | 00:05:51 | 78.54% | 20.37% |
| Ohio | 1,790 | 6.54 | 00:05:43 | 77.43% | 24.58% |

Country/Territory Detail:

United States

Jun 1, 2010 - Jun 30, 2010

Comparing to: Site



This country/territory sent 74,971 visits via 4,231 cities

Site Usage

| City | Visits | Pages/Visit | Avg. Time on Site | % New Visits | Bounce Rate |
|------------------|--------|-------------|-------------------|--------------|-------------|
| Atlanta | 4,274 | 5.66 | 00:05:32 | 77.28% | 29.27% |
| Jacksonville | 3,126 | 5.69 | 00:04:47 | 73.00% | 30.87% |
| New York | 2,045 | 5.27 | 00:04:42 | 79.02% | 30.56% |
| Orlando | 1,225 | 6.00 | 00:05:46 | 81.55% | 25.80% |
| Fernandina Beach | 1,117 | 6.08 | 00:03:49 | 52.19% | 34.02% |
| Washington | 870 | 3.70 | 00:03:14 | 78.85% | 42.64% |
| Gainesville | 862 | 6.40 | 00:06:15 | 76.91% | 23.67% |
| Warner Robins | 831 | 6.38 | 00:06:17 | 74.61% | 21.54% |
| Nashville | 806 | 6.02 | 00:04:43 | 74.69% | 27.05% |

ACTIVITY

JUNE 2010 REPORT

TOURISM MARKETING

Tourism Sales Efforts

- ⊗ Distributed brochures to the I95 Visit Florida Welcome Center, JIA and Accommodations
- ⊗ Exhibited at the Chicago Destination Showcase
- ⊗ Provided island information to tour operators, meeting planners and wedding inquiries
- ⊗ Coordinated 250 welcome bags for corporate meetings and weddings
- ⊗ Meeting and Wedding RFP's distributed to island accommodations
- ⊗ Assisted meeting planners and brides with transportation and activity logistics
- ⊗ Welcomed seven motor coaches to the historic district
- ⊗ Attended FACVB Destination Summit
- ⊗ Mailing to Travel South Tour Operators

Administration

- ⊗ Attended Amelia Hotel open house
- ⊗ Meeting with USTA Kelly Gunterman to discuss Men's and Women's Futures Tournaments
- ⊗ Continued solicitation of more Value Card promotion participants
- ⊗ Conference call with Chamber Music Festival re: recap of the 2010 season
- ⊗ Proofed press releases, brochure proofs and the e-newsletter
- ⊗ Held weekly conference calls with Carl Butler with regard to the BBQ Cookoff.
- ⊗ Coordinated WJCT Creativeworkx film shoot for the B&B's
- ⊗ Met with Visit Jacksonville Kimberly Morgan
- ⊗ Event planning for BBQ Cook-off, including solicitation of sponsorships, assisting teams with registrations, permitting, creating vendor applications, site planning
- ⊗ Met with Florida Public Utilities and City of FB re: water and electricity at Main Beach
- ⊗ Met with Film Festival to discuss adding film maker resource landing page on the Amelia Island website
- ⊗ Conference calls with MMG to discuss website enhancements, mobile site
- ⊗ Worked with Myweb refresh on Ameliabeaches.com website, AITDC refresh, event banner ads
- ⊗ Worked with Harrington Designs on Amelianature.com, learning word press CMS
- ⊗ Trumba Event calendar updates and enhancements to Amelia Island.com
- ⊗ Worked with Dawson & Associated to create the new Amelia Island fact sheet
- ⊗ Posted upcoming events on Facebook and Twitter
- ⊗ Developed and proof read content for Accommodations Guide and Island Wide Dining Guide and value card brochure
- ⊗ Attended Kingfish Tournament reception at the waterfront
- ⊗ Met with Petanque tournament event organizer to discuss sponsorship, marketing/PR and sent out RFP on his behalf to island accommodations
- ⊗ Developed content for USA 800 help screens
- ⊗ Discussed Visitor Guide development process with Miles Media
- ⊗ Worked with Mixed Media to develop Jazz Festival save the date advertisement. Ad placement in Jax Times Union during the Jazz Festival

ADVERTISING & MARKETING

Advertising

- ⦿ Agency continued to receive and review media placement opportunities – examples of potential media opportunities include – Good Housekeeping Magazine, Meeting Mentor, etc.
- ⦿ Agency monitored Southern Living leads.
- ⦿ Agency made adjustments to the new marketing program targeting the group/meetings market Atlanta, Baltimore, New Jersey and Philadelphia.
- ⦿ Agency monitored inquiries to the site, digital guide and existing meetings section of AmeliaIsland.com.
- ⦿ Agency provided content to be updated and migrated to the existing AmeliaIsland.com meetings section of that site.
- ⦿ Agency developed the eBlast which will be sent to Meeting Planners/C-Level executives in mid July.
- ⦿ Agency reviewed research on Meeting Planners.
- ⦿ Agency provided input and feedback on Fact Sheets that were developed internally by the CVB.
- ⦿ Agency coordinated with Jacksonville Media to initiate potential sponsorships of the Great Southern Tailgate Cookoff.
- ⦿ Agency continued to work with the Beach Collection of properties on a new brochure and map. Agency is expecting the brochure to be complete in July.
- ⦿ Agency approved all creative materials and assets for VISIT FLORIDA June eNewsletter which will be sent to an opt-in subscriber list.
- ⦿ Agency secured media in the Southeast Tourism Society’s “Escape to the Southeast” publication which is distributed to travelers throughout the southeast US.
- ⦿ Agency coordinated a Co-Op opportunity in the Atlanta Journal Constitution. The program will include 2 Inserts into the newspaper (end of July and September) and will include 6 co-op partners. The agency has started to develop the insert and is waiting on information to come from each co-op partner. The insert will reach nearly 160,000 residents in the Atlanta market.
- ⦿ Agency provided final artwork for pop up displays for tradeshow and event purposes
- ⦿ Agency monitored the Spring/Summer Leisure campaign.

Upcoming in June

- ⦿ Agency to monitor Spring/Summer campaign.
- ⦿ Agency to monitor the Group/C-Level Executive marketing campaign.
- ⦿ Agency to monitor and provide assistance for upcoming campaigns as needed.
- ⦿ Agency to finalize designs for collateral for the Beach Collection of properties.
- ⦿ Agency to look at potential opportunities to expand or enhance current marketing efforts.
- ⦿ Agency to start to develop plans and ideas for 2010/2011 budget year.

**PUBLIC RELATIONS
HAYWORTH CREATIVE**

Media Development

- ⦿ Responded to 18 editorial leads from VISIT FLORIDA, SATW E-news, Media Kitty, and HARO.
- ⦿ Coordinated photo shoot for Southern Living photographer. The “Best Fall Towns” article is scheduled to run in the October issue.
- ⦿ Provided the Waterway Guide with images and information for their upcoming issues.
- ⦿ Worked with Girlfriend Getaways magazine to possibly include package information in their September issue. Space was cut but they will try to include online.
- ⦿ Provided VIVE magazine link to the image library.
- ⦿ Submitted Amelia Island Concours d’Elegance for the Southeast Tourism Society’s Top 20 events.
- ⦿ Submitted several upcoming events to Southern Living’s online calendar.
- ⦿ Submitted seven events onto the VISIT FLORIDA Web site.
- ⦿ Provided information about the Amelia Island twitter account and Web cam to Florida Live.
- ⦿ Provided Florida Travel + Life information about 2011 events and story ideas for their editorial planning session.
- ⦿ Attended Travel Blogger’s Exchange Conference (TBEX) in New York City June 25-27 which was attended by more than 250 travel bloggers from the U.S. and Canada. Attended all sessions, networking functions and trade show portions of event. Provided bloggers with detailed information on Amelia Island. In addition, provided Hayworth Creative sponsored item in the “swag bags” along with information about the resorts. Obtained vacation giveaway from client and presented to blogger during the show. Currently conducting follow-up with all bloggers met during the show.

Press Trips

- ⦿ Continued finalizing press trip with Kim Orlando and her family (and cameraman). They will visit on July 9-11 to film. Following the production of the short (5-minute) film, TravelingMom.com will make sure the video is distributed on top blogs, as well as allow the CVB to use the video on our YouTube page etc.
- ⦿ Conducted follow up with Nina Kokotas Hahn of Orbitz Blog on a potential press visit. She is postponing her visit.
- ⦿ Scheduled revisit of Harvey Hagman for July 9-11. Harvey Hagman 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 has been assigned to produce an article and original photography on the topic "Amelia Island: Paradise on a Florida Barrier Island" for the Life / Travel section of The World and I Online. Coordinated itinerary.
- ⦿ Finalized press visit for Gloria Stuart from Gulfstream Media Group, which publishes Boca Life, Gold Coast, Palm Beacher, Stuart, Jupiter, and Fort Lauderdale mags (circ. 71,000). She will be working on a golf story and visiting on June 28-31.
- ⦿ Continued working on press trip for Erica Singleton of Charlotte Post (circ. 12,500) for October. Itinerary will be coordinated during the summer.

- ⊗ Worked on a potential press trip for Julie Henning of Road Trips for Families (Avg. Unique Monthly Visitors 2,014). She will be visiting on Sept 24-26. Itinerary finalization will be completed in July.
- ⊗ Coordinated press visit for Tara Bradley, freelance writer for Charlotte Magazine (circulation 34,722). Bradley will visit July 9-11 and focus on three typical and three unique activities on Amelia Island.

Media Releases

- ⊗ Requested information from the industry for the Summer Round Up press release. Release will be written and distributed in July.
- ⊗ Began writing the Meetings press release. Release will be finished and distributed in July.

Promotions

- ⊗ Pitched several Chicago lifestyle magazines for promotions with Amelia Island.
- ⊗ Held call with Time Out Chicago, a weekly lifestyle magazine with a circulation of 52,120, regarding possible promotions. Created a proposal following conversation. Awaiting the publication's changes and will send to CVB in July.
- ⊗ Pitched WLOQ-FM (the only strictly jazz station in the area, and ranked #16 in the area), regarding possible promotions with the Amelia Island Jazz Festival. Awaiting response.
- ⊗ Sent prize to Charlotte Parent winner.
- ⊗ Finalized promotion in July and August with 97.1 The River (WSRV-FM - #10 in Atlanta, classic hits). Promotion provides \$20,000 in media exposure in exchange for two vacation packages for a family of four. Sent copy points, logos, images, certificates and brochures to the station.
- ⊗ Finalized promotion with Jacksonville's CBS/FOX (WAWS-TV & WTEV-TV) stations. From July 12-18, the station will give away tickets for two to an activity (golf, segway, etc) on Amelia Island each day that week. A grand prize will also be offered with all the activity tickets plus a stay at a local bed and breakfast. The promotion offers a media value of \$14,250, and will be included in their newscasts. Sent copy points, logos, images, and certificates.
- ⊗ Provided a giveaway at TBEX. The door prize was announced from the podium with a description and included a photo on-screen. It went to one of 250 mommy/travel bloggers.
- ⊗ Contacted May E-Newsletter promotion winner. Received no response.
- ⊗ Sent the April E-Newsletter promotion winner the prize.
- ⊗ Coordinated a promotion with WKTK (#4 Gainesville/Ocala -Adult Contemporary with a 5.0 rating). Promotion fell through on the station's end. They will keep Amelia Island in mind for the future.

Great Southern Tailgate Cookoff

- ⊗ Finalized the Harris Teeter Microsite. Worked as a liaison between the CVB and Harris Teeter.
- ⊗ Pitched Fox/CBS Jacksonville on a weeklong promotion prior to the cookoff. Brainstormed daily prize ideas and will pitch them in early July.

Deepwater Horizon Oil Spill

- ⦿ Attended two VF webinars on June 10 and 24 and one conference call with FACVB on July 1.

Miscellaneous

- ⦿ Researched and wrote copy for the July Amelia Island e-newsletter. Copy was approved and will be distributed by Digital Surgeons in July.
- ⦿ Sent new geocache entry forms to participating hotels.
- ⦿ Attended and presented at TDC meeting on June 23.
- ⦿ Met with Amy Hille to re-hide the Amelia Island Plantation geocache.
- ⦿ Created Forecast, Activity and Publicity Reports.

**INTERACTIVE
DIGITAL SURGEONS**

Website Maintenance for June

- ☉ Launched June Newsletter
- ☉ Managed subscriber list - adding and removal of subscribers

Next Steps

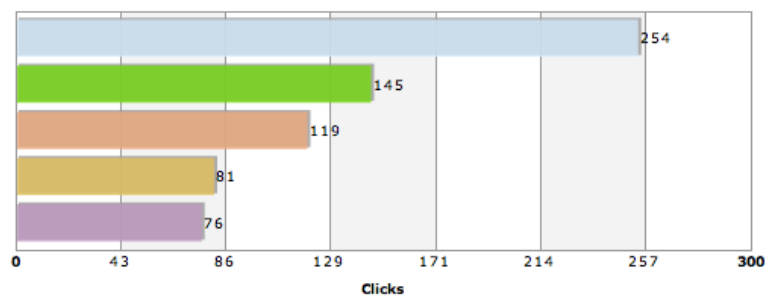
- ☉ Launch July Newsletter
- ☉ Manage subscriber list – adding and removal of subscribers

May Newsletter Analysis

Delivered: June 3, 2010

There were **2,552 Unique Viewers**. The number of **Unique Clickers** was **637**.

| Subscribers | Delivered | Bounced/Undelivered | Click-Through Rate | Forwards | Total Clicks | Unsubscribes |
|-------------|-----------|---------------------|--------------------|----------|--------------|--------------|
| 30,609 | 20,695 | 257/9,657 | 12.3% | 1 | 1,028 | 79 |

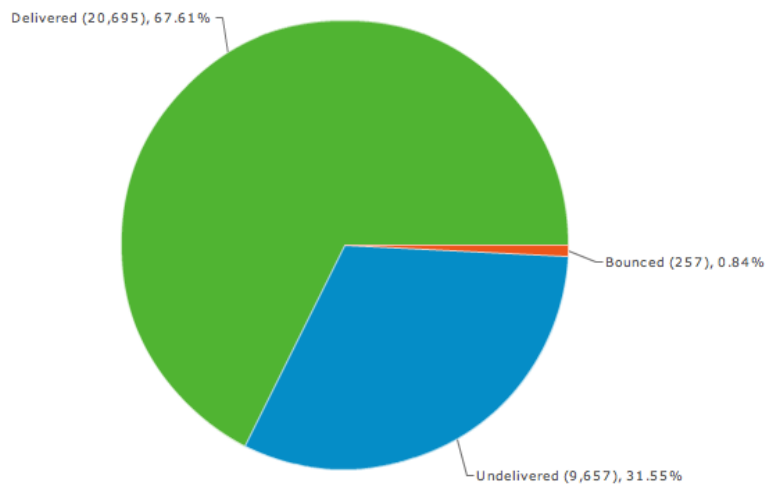


Clicks:

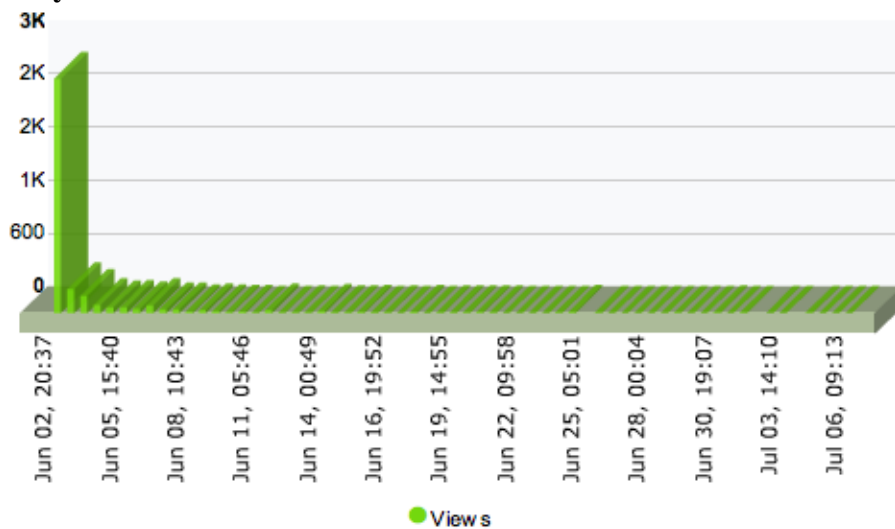
There were a total of **35 links** throughout the newsletter. The 5 most popular links were:

- <http://www.ameliaisland.com/Summertime-Deals-2010> (**254 clicks**)
- <http://www.ameliaisland.com/Summertime-Deals-2010> (**145 clicks**)
- <http://www.htameliaisland.com/> (**119 clicks**)
- <http://www.brightmorningscafe.com/> (**81 clicks**)
- <http://www.ameliaisland.com> (**76 clicks**)

CAMPAIGN SUMMARY



View History Over Time:



Total Views: 3,894 (all instances of recipients who viewed this email)

Unique Viewers: 2,552

We are continuing to see the same trend; subscribers are still viewing the newsletter even throughout the entire month.