
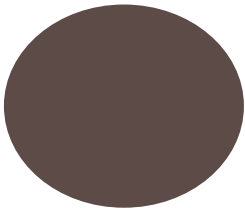
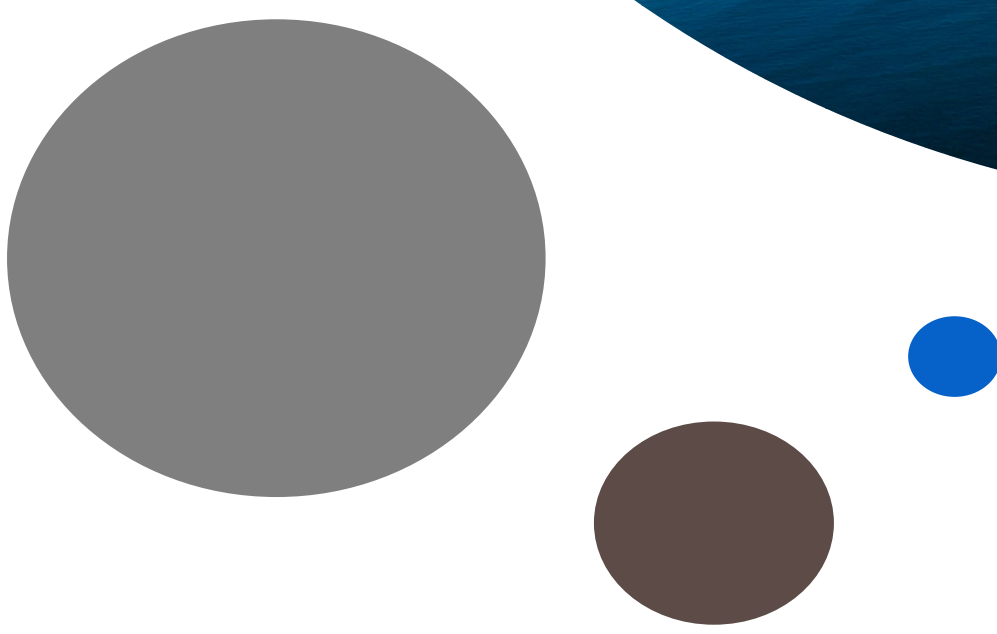

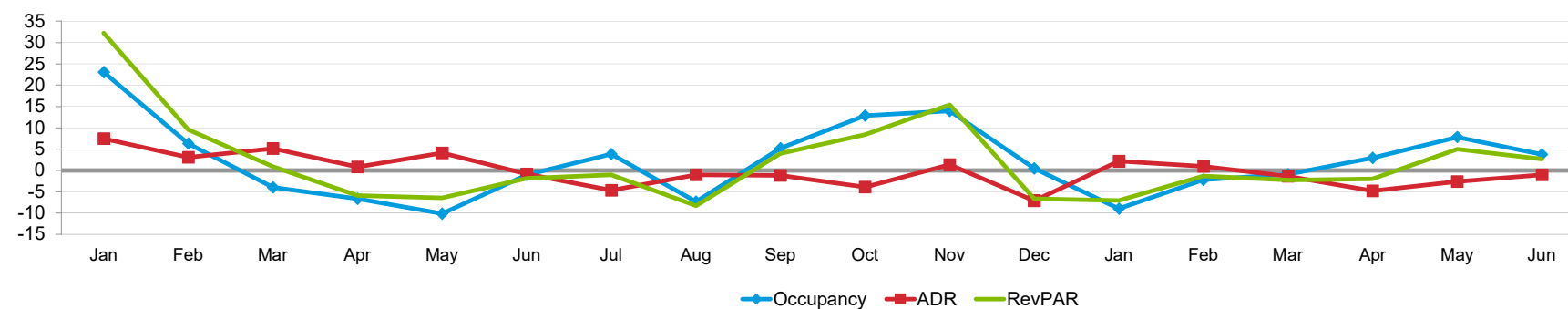
An aerial photograph of a coastal resort town, likely on a barrier island. The foreground shows a wide, sandy beach with gentle waves lapping at the shore. The middle ground is filled with numerous multi-story resort buildings, some with balconies and colorful facades, interspersed with green lawns and parking areas. Behind the buildings is a dense forest of trees. In the background, a large body of water, possibly a bay or inlet, is visible under a clear blue sky with some light clouds. A large, semi-transparent circular overlay is positioned in the bottom right corner, containing the report title in bold black text.

**AITDC 3rd Quarter
Report to the BOCC
FY2024
(April - June)**

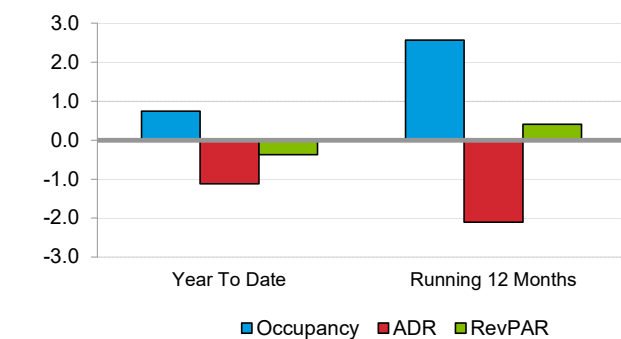


1. Finance:
(STR, Bed Tax,
Key Data & Munis)

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2023												2024					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	51.1	70.4	74.3	72.2	63.6	71.5	75.2	52.9	58.8	65.4	57.3	48.4	46.5	68.9	73.6	74.3	68.6	74.1
Last Year	41.5	66.3	77.4	77.3	70.8	72.2	72.5	57.1	55.9	58.0	50.3	48.1	51.1	70.4	74.3	72.2	63.6	71.5
Percent Change	23.0	6.3	-4.0	-6.7	-10.2	-1.0	3.8	-7.3	5.2	12.8	13.9	0.4	-9.0	-2.2	-0.9	2.9	7.8	3.8

Year To Date			Running 12 Months		
2022	2023	2024	2022	2023	2024
67.5	67.1	67.6	63.9	62.0	63.6
59.4	67.5	67.1	52.7	63.9	62.0
13.7	-0.7	0.7	21.3	-3.0	2.6

ADR	2023												2024					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	225.60	264.46	366.30	362.48	338.26	327.83	324.37	270.01	262.71	266.23	253.06	252.88	230.42	266.96	361.26	345.18	329.39	324.42
Last Year	209.96	256.60	348.52	359.47	324.90	330.50	340.22	272.88	265.85	277.10	249.78	272.19	225.60	264.46	366.30	362.48	338.26	327.83
Percent Change	7.5	3.1	5.1	0.8	4.1	-0.8	-4.7	-1.1	-1.2	-3.9	1.3	-7.1	2.1	0.9	-1.4	-4.8	-2.6	-1.0

Year To Date			Running 12 Months		
2022	2023	2024	2022	2023	2024
314.62	319.36	315.80	295.47	302.73	296.35
279.90	314.62	319.36	253.74	295.47	302.73
12.4	1.5	-1.1	16.4	2.5	-2.1

RevPAR	2023												2024					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	115.31	186.21	272.10	261.57	215.14	234.25	244.05	142.85	154.43	174.14	144.91	122.30	107.20	183.81	265.90	256.34	225.87	240.55
Last Year	87.22	170.00	269.74	277.96	230.00	238.66	246.51	155.80	148.56	160.63	125.56	131.05	115.31	186.21	272.10	261.57	215.14	234.25
Percent Change	32.2	9.5	0.9	-5.9	-6.5	-1.8	-1.0	-8.3	3.9	8.4	15.4	-6.7	-7.0	-1.3	-2.3	-2.0	5.0	2.7

Year To Date			Running 12 Months		
2022	2023	2024	2022	2023	2024
212.46	214.19	213.38	188.79	187.68	188.45
166.20	212.46	214.19	133.68	188.79	187.68
27.8	0.8	-0.4	41.2	-0.6	0.4

Supply	2023												2024					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	69,905	63,140	69,905	67,650	69,905	67,650	69,905	69,905	67,650	69,905	67,650	69,905	69,905	63,140	69,905	67,650	69,905	67,650
Last Year	69,812	63,056	69,812	67,560	69,812	67,560	69,905	69,905	67,650	69,905	67,650	69,905	69,905	63,140	69,905	67,650	69,905	67,650
Percent Change	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Year To Date			Running 12 Months		
2022	2023	2024	2022	2023	2024
407,612	408,155	408,155	821,980	823,075	823,075
378,932	407,612	408,155	745,828	821,980	823,075
7.6	0.1	0.0	10.2	0.1	0.0

Demand	2023												2024					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	35,731	44,458	51,929	48,816	44,462	48,339	52,596	36,984	39,767	45,726	38,739	33,808	32,522	43,475	51,452	50,239	47,935	50,162
Last Year	29,001	41,776	54,032	52,240	49,421	48,786	50,650	39,912	37,804	40,522	34,006	33,657	35,731	44,458	51,929	48,816	44,462	48,339
Percent Change	23.2	6.4	-3.9	-6.6	-10.0	-0.9	3.8	-7.3	5.2	12.8	13.9	0.4	-9.0	-2.2	-0.9	2.9	7.8	3.8

Year To Date			Running 12 Months		
2022	2023	2024	2022	2023	2024
275,256	273,735	275,785	525,185	510,286	523,405
225,000	275,256	273,735	392,924	525,185	510,286
22.3	-0.6	0.7	33.7	-2.8	2.6

Revenue	2023												2024					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	8,061,055	11,757,277	19,021,374	17,694,897	15,039,502	15,847,014	17,060,657	9,986,081	10,447,359	12,173,435	9,803,299	8,549,446	7,493,704	11,605,967	18,587,497	17,341,706	15,789,278	16,273,469
Last Year	6,088,933	10,719,773	18,831,430	18,778,914	16,056,916	16,123,732	17,232,091	10,891,165	10,050,380	11,228,695	8,494,109	9,161,020	8,061,055	11,757,277	19,021,374	17,694,897	15,039,502	15,847,014
Percent Change	32.4	9.7	1.0	-5.8	-6.3	-1.7	-1.0	-8.3	3.9	8.4	15.4	-6.7	-7.0	-1.3	-2.3	-2.0	5.0	2.7

Year To Date			Running 12 Months		
2022	2023	2024	2022	2023	2024
86,599,698	87,421,119	87,091,620	155,178,466	154,478,580	155,111,897
62,978,554	86,599,698	87,421,119	99,700,763	155,178,466	154,478,580
37.5	0.9	-0.4	55.6	-0.5	0.4

Census %	2023												2024					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Census Props	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22
Census Rooms	2255	2255	2255	2255	2255	2255	2255	2255	2255	2255	2255	2255	2255	2255	2255	2255	2255	2255
% Rooms Participants	95.6	95.6	95.6	95.6	95.6	95.6	95.6	95.6	95.6	95.6	95.6	95.6	95.6	95.6	95.6	95.6	95.6	94.9

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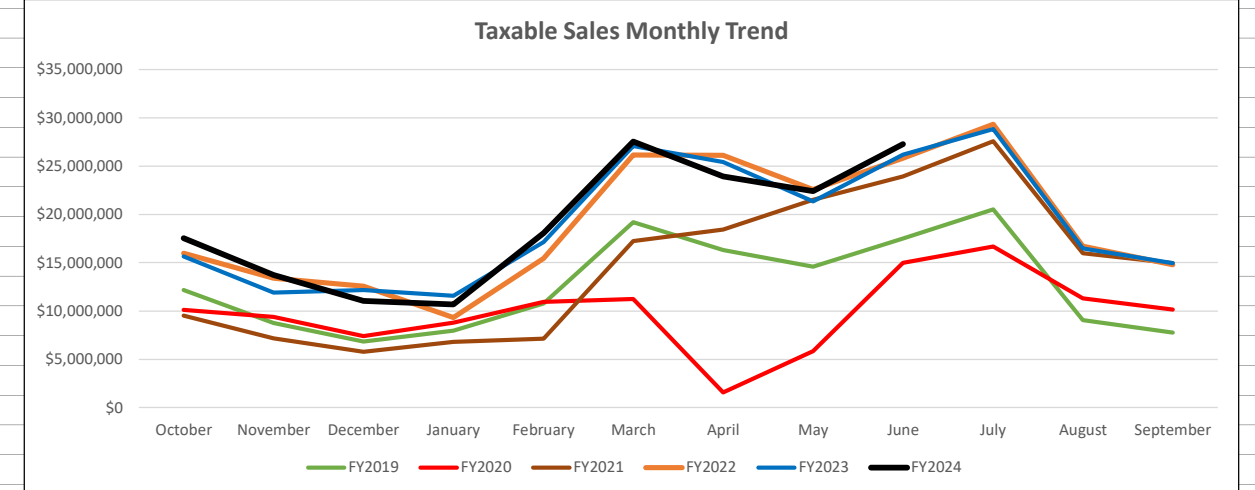
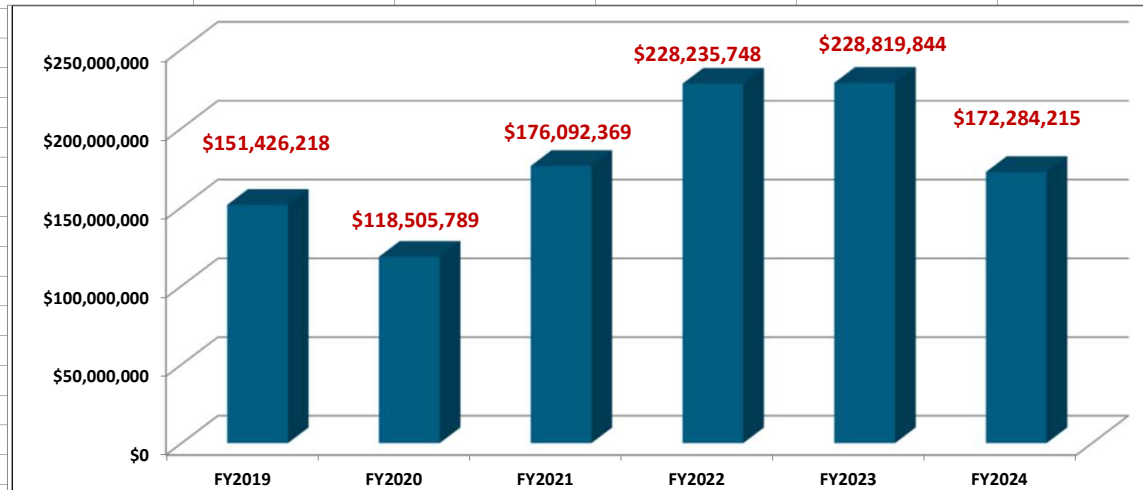
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Amelia Island Tourism Development Council Monthly Taxable Collections



Actual Sales	October	November	December	January	February	March	April	May	June	July	August	September	FY Total
FY 2010	\$3,824,925	\$4,127,108	\$2,662,768	\$3,061,087	\$3,872,714	\$7,180,869	\$7,250,176	\$6,771,684	\$9,192,997	\$11,420,967	\$6,161,937	\$4,134,125	\$69,661,357
FY 2011	\$5,117,877	\$3,146,563	\$2,891,727	\$3,057,380	\$4,477,079	\$8,042,178	\$9,089,680	\$7,348,455	\$9,319,735	\$10,455,155	\$5,315,503	\$4,709,634	\$72,970,966
FY 2012	\$5,873,108	\$4,083,078	\$3,224,742	\$2,732,955	\$4,600,703	\$9,471,861	\$8,896,159	\$7,524,447	\$9,654,444	\$10,416,601	\$6,309,424	\$5,300,489	\$78,088,012
FY 2013	\$5,993,912	\$4,252,420	\$3,048,178	\$3,744,771	\$5,098,560	\$10,724,414	\$10,388,492	\$9,925,245	\$11,911,552	\$12,710,654	\$8,908,306	\$6,817,183	\$93,523,687
FY2014	\$7,475,837	\$6,034,530	\$4,166,409	\$5,565,369	\$6,515,370	\$12,374,283	\$12,550,221	\$12,039,768	\$12,963,890	\$14,986,010	\$9,814,050	\$7,623,141	\$112,108,878
FY2015	\$8,825,683	\$6,296,108	\$5,161,284	\$6,116,785	\$8,198,689	\$13,685,610	\$13,547,538	\$12,378,353	\$14,913,734	\$16,387,766	\$10,972,556	\$9,427,872	\$125,911,979
FY2016	\$9,071,000	\$7,228,216	\$6,394,566	\$6,789,618	\$8,508,848	\$15,822,132	\$13,706,888	\$12,461,791	\$15,209,784	\$17,501,019	\$10,522,990	\$10,223,465	\$133,440,316
FY2017	\$8,004,857	\$7,920,339	\$6,228,205	\$7,028,403	\$9,634,435	\$16,040,637	\$15,611,677	\$13,478,363	\$15,698,386	\$18,932,545	\$10,027,764	\$7,354,342	\$135,959,952
FY2018	\$10,033,381	\$7,804,652	\$6,726,088	\$7,507,735	\$9,731,687	\$17,354,427	\$15,246,878	\$14,076,436	\$17,129,696	\$18,306,670	\$12,131,307	\$10,292,877	\$146,341,834
FY2019	\$12,155,507	\$8,765,734	\$6,823,561	\$7,949,841	\$10,779,734	\$19,202,124	\$16,298,866	\$14,585,578	\$17,510,133	\$20,523,960	\$9,060,000	\$7,771,180	\$151,426,218
FY2020	\$10,128,614	\$9,388,756	\$7,419,955	\$8,789,542	\$10,934,638	\$11,241,038	\$1,562,200	\$5,870,100	\$14,996,600	\$16,680,000	\$11,320,940	\$10,173,407	\$118,505,789
FY2021	\$9,508,249	\$7,184,780	\$5,794,182	\$6,806,312	\$7,120,775	\$17,239,873	\$18,417,341	\$21,535,062	\$23,954,566	\$27,585,945	\$15,980,252	\$14,965,031	\$176,092,369
FY2022	\$15,999,696	\$13,406,000	\$12,559,011	\$9,319,912	\$15,447,968	\$26,164,902	\$26,133,297	\$22,578,237	\$25,826,231	\$29,329,760	\$16,699,314	\$14,771,420	\$228,235,748
FY2023	\$15,657,013	\$11,915,233	\$12,187,448	\$11,580,994	\$17,120,218	\$27,084,287	\$25,441,015	\$21,360,560	\$26,193,459	\$28,825,163	\$16,478,566	\$14,975,887	\$228,819,844
FY2024	\$17,535,768	\$13,748,330	\$11,038,924	\$10,691,812	\$18,073,929	\$27,560,758	\$23,935,819	\$22,401,258	\$27,297,618				\$172,284,215
% Change	12.00%	15.38%	-9.42%	-7.68%	5.57%	1.76%	-5.92%	4.87%	4.22%				
Sales Monthly													
FY2024 Projected	\$15,600,000	\$13,000,000	\$12,000,000	\$9,000,000	\$15,000,000	\$27,000,000	\$27,000,000	\$20,100,000	\$26,000,000	\$30,000,000	\$15,000,000	\$14,492,820	\$224,192,820
FY2024 Actual	\$17,535,768	\$13,748,330	\$11,038,924	\$10,691,812	\$18,073,929	\$27,560,758	\$23,935,819	\$22,401,258	\$27,297,618				\$172,284,215
% Change	12.41%	5.76%	-8.01%	18.80%	20.49%	2.08%	-11.35%	11.45%	4.99%				
Sales YTD													
FY2023	\$15,657,013	\$27,572,246	\$39,759,694	\$51,340,688	\$68,460,906	\$95,545,194	\$120,986,208	\$142,346,768	\$168,540,227	\$197,365,390	\$213,843,957	\$228,819,844	
FY2024	\$17,535,768	\$31,284,098	\$42,323,022	\$53,014,834	\$71,088,762	\$98,649,520	\$122,585,339	\$144,986,598	\$172,284,215				
% Change	12.00%	13.46%	6.45%	3.26%	3.84%	3.25%	1.32%	1.85%	2.22%				
Bed Tax Monthly													
FY2023 Actual	\$783,009	\$595,762	\$609,372	\$579,394	\$856,011	\$1,357,684	\$1,264,780	\$1,068,028	\$1,309,673	\$1,441,258	\$821,835	\$748,794	\$11,435,600
FY2024 Actual	\$876,788	\$687,417	\$551,946	\$534,591	\$903,696	\$1,378,038	\$1,196,791	\$1,120,063	\$1,364,881				\$8,614,211
% vs FY2023	11.98%	15.38%	-9.42%	-7.73%	5.57%	1.50%	-5.38%	4.87%	4.22%				
FY2024 Budget	\$780,000	\$650,000	\$600,000	\$450,000	\$750,000	\$1,350,000	\$1,350,000	\$1,005,000	\$1,300,000	\$1,500,000	\$750,000	\$724,641	\$11,209,641
% vs Budget	11.04%	5.44%	-8.71%	15.82%	17.01%	2.03%	-12.80%	10.27%	4.75%				
Bed Tax YTD													
FY2023 YTD	\$783,009	\$1,378,771	\$1,988,143	\$2,567,537	\$3,423,548	\$4,781,232	\$6,046,012	\$7,114,040	\$8,423,713	\$9,864,971	\$10,686,806	\$11,435,600	
FY2024 YTD	\$876,788	\$1,564,205	\$2,116,151	\$2,650,742	\$3,554,438	\$4,932,476	\$6,129,267	\$7,249,330	\$8,614,211				
Pace vs LY	11.98%	13.45%	6.44%	3.24%	3.82%	3.16%	1.38%	1.90%	2.26%				

FY2015	\$125,911,979
FY2016	\$133,440,316
FY2017	\$135,959,952
FY2018	\$146,341,834
FY2019	\$151,426,218
FY2020	\$118,505,789
FY2021	\$176,092,369
FY2022	\$228,235,748
FY2023	\$228,819,844
FY2024	\$172,284,215

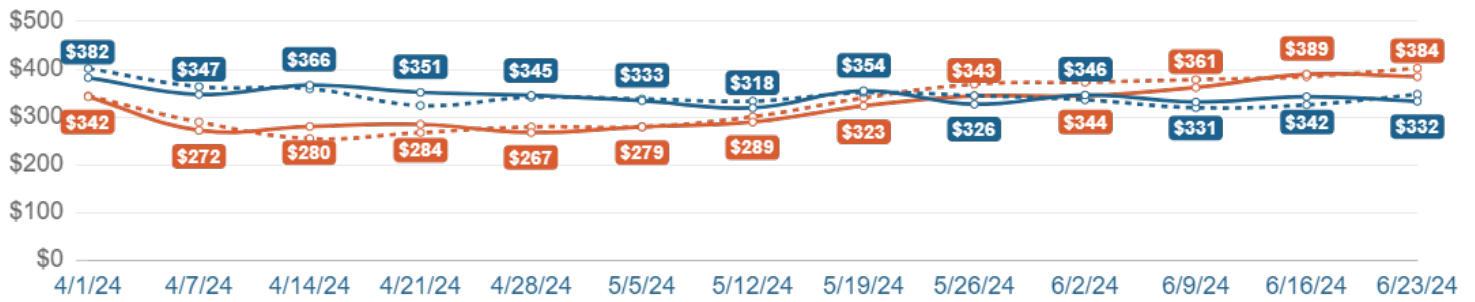


Data Source: Hotel (Direct) | VR (Direct)

KPI	Value	Compared	Difference
ADR (Hotels)	\$345	\$345	-0%
ADR (VR)	\$328	\$334	-2%
Paid Occupancy % (Hotels)	74.3%	72.6%	2%
Paid Occupancy % (VR)	46.4%	49.0%	-5%
RevPAR (Hotels)	\$257	\$251	2%
RevPAR (VR)	\$152	\$164	-7%
Avg. Length of Stay (Hotels)	2.7	2.6	4%
Avg. Length of Stay (VR)	4.9	4.8	1%

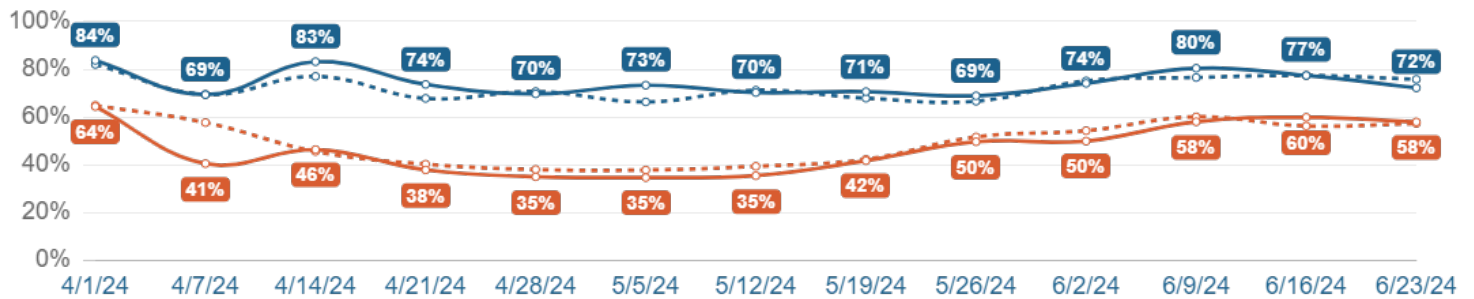
ADR

- Amelia Island Hotels | 4/1/2024 to 6/30/2024 (as of 07/14/2024)
- Amelia Island Hotels | 4/3/2023 to 7/2/2023 (as of 07/16/2023)
- Amelia Island VRs | 4/1/2024 to 6/30/2024 (as of 07/14/2024)
- Amelia Island VRs | 4/3/2023 to 7/2/2023 (as of 07/16/2023)



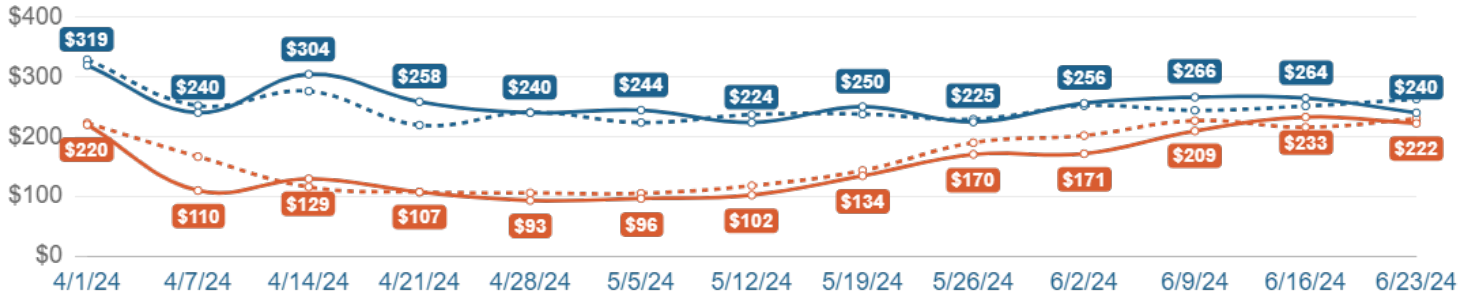
Paid Occupancy %

- Amelia Island Hotels | 4/1/2024 to 6/30/2024 (as of 07/14/2024)
- Amelia Island Hotels | 4/3/2023 to 7/2/2023 (as of 07/16/2023)
- Amelia Island VRs | 4/1/2024 to 6/30/2024 (as of 07/14/2024)
- Amelia Island VRs | 4/3/2023 to 7/2/2023 (as of 07/16/2023)



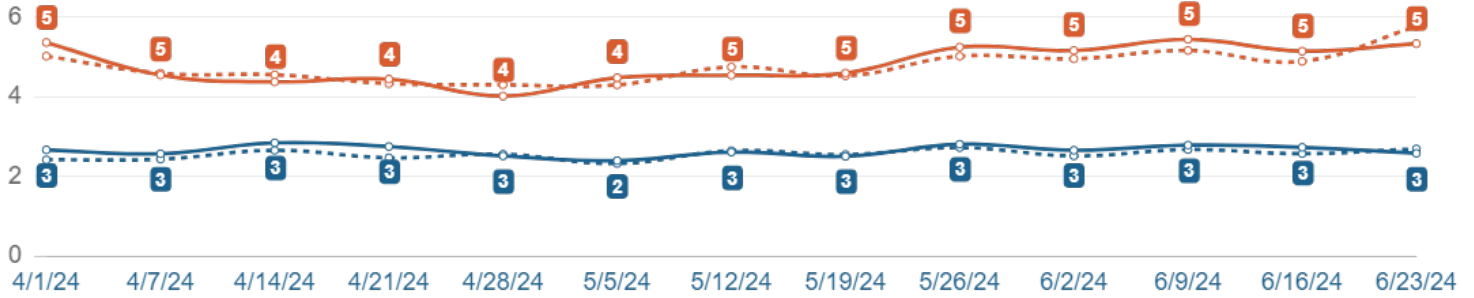
RevPAR

- Amelia Island Hotels | 4/1/2024 to 6/30/2024 (as of 07/14/2024)
- Amelia Island Hotels | 4/3/2023 to 7/2/2023 (as of 07/16/2023)
- Amelia Island VRs | 4/1/2024 to 6/30/2024 (as of 07/14/2024)
- Amelia Island VRs | 4/3/2023 to 7/2/2023 (as of 07/16/2023)



Avg. Length of Stay

- Amelia Island Hotels | 4/1/2024 to 6/30/2024 (as of 07/14/2024)
- Amelia Island Hotels | 4/3/2023 to 7/2/2023 (as of 07/16/2023)
- Amelia Island VRs | 4/1/2024 to 6/30/2024 (as of 07/14/2024)
- Amelia Island VRs | 4/3/2023 to 7/2/2023 (as of 07/16/2023)



BOARD OF COMMISSIONERS



YEAR-TO-DATE BUDGET REPORT

FOR 2023 13									
ACCOUNTS FOR:	ORIGINAL	TRANFRS/	REVISED				AVAILABLE	PCT	
137 AI TOURIST DEVELOPMENT FUND	APPROP	ADJSTMTS	BUDGET	YTD	ACTUAL	ENC/REQ	BUDGET	USE/COL	
37521582 TDC ADMIN FEES-TRANS OUT									
37521582 591910 CLERK ADMINISTRA	168,000	3,232	171,232	171,231.83		.00	.17	100.0%	
37521582 591910 TAXCO ADMIN FEE-	168,000	3,232	171,232	171,231.83		.00	.17	100.0%	
TOTAL TDC ADMIN FEES-TRANS OUT	336,000	6,464	342,464	342,463.66		.00	.34	100.0%	
37522552 TDC RESEARCH/ADMIN									
37522552 531041 MANAGEMENT FEE-	1,629,600	31,349	1,660,949	1,660,949.05		.00	-.05	100.0%*	
TOTAL TDC RESEARCH/ADMIN	1,629,600	31,349	1,660,949	1,660,949.05		.00	-.05	100.0%	
37523552 TDC MARKETING									
37523552 369900 DOC MISCELLANEOU	0	0	0	-29,950.05		.00	29,950.05	100.0%	
37523552 369910 REFUND OF PRIOR	0	0	0	-800.00		.00	800.00	100.0%	
37523552 512000 REGULAR SALARIE	39,975	0	39,975	39,975.00		.00	.00	100.0%	
37523552 521010 FICA TAXES	2,478	0	2,478	2,478.00		.00	.00	100.0%	
37523552 521020 MEDICARE TAXES	580	0	580	580.00		.00	.00	100.0%	
37523552 522000 RETIREMENT	4,761	0	4,761	4,761.00		.00	.00	100.0%	
37523552 523010 LIFE & HEALTH I	7,500	0	7,500	7,500.00		.00	.00	100.0%	
37523552 524010 WORKERS' COMPEN	64	0	64	64.00		.00	.00	100.0%	
37523552 531000 PROFESSIONAL SE	0	158,894	158,894	103,170.62		.00	55,723.38	64.9%	
37523552 531000 C0112 PROFESSION	1,000,000	0	1,000,000	.00		.00	1,000,000.00	.0%	

BOARD OF COMMISSIONERS



YEAR-TO-DATE BUDGET REPORT

FOR 2023 13									
ACCOUNTS FOR:	ORIGINAL	TRANFRS/	REVISED	YTD	ENC/REQ	AVAILABLE	PCT		
137 AI TOURIST DEVELOPMENT FUND	APPROP	ADJSTMTS	BUDGET	ACTUAL		BUDGET	USE/COL		
37523552 531000 LCPRJ PROFESSION	500,000	56,558	556,558	121,143.87	.00	435,414.13	21.8%		
37523552 534250 MARKETING DATA	150,000	0	150,000	118,450.31	.00	31,549.69	79.0%		
37523552 540000 ENTNT TRAVEL AND	7,500	-2,367	5,133	.00	.00	5,133.00	.0%		
37523552 540000 LODGE TRAVEL AND	7,500	0	7,500	2,670.24	.00	4,829.76	35.6%		
37523552 540000 MEALS TRAVEL AND	8,500	0	8,500	155.30	.00	8,344.70	1.8%		
37523552 540000 TRAVL TRAVEL AND	6,000	2,882	8,882	8,366.10	.00	515.90	94.2%		
37523552 542000 FULFL FREIGHT AN	2,500	0	2,500	904.01	.00	1,595.99	36.2%		
37523552 548110 PRODUCTION	100,000	-14,000	86,000	.00	.00	86,000.00	.0%		
37523552 548110 CONTE PRODUCTION	275,000	307,408	582,408	238,554.76	.00	343,853.24	41.0%		
37523552 548110 DESGN PRODUCTION	400,000	75,914	475,914	444,326.65	.00	31,587.35	93.4%		
37523552 548120 AUDIO PAID MEDIA	125,000	2,000	127,000	124,579.34	.00	2,420.66	98.1%		
37523552 548120 DIGIT PAID MEDIA	1,735,000	162,400	1,897,400	1,787,568.28	.00	109,831.72	94.2%		
37523552 548120 INTNL PAID MEDIA	100,000	9,515	109,515	5,550.00	.00	103,965.00	5.1%		
37523552 548120 LCPRJ PAID MEDIA	300,000	0	300,000	89,996.22	.00	210,003.78	30.0%		
37523552 548120 OOH PAID MEDIA	200,000	-175,000	25,000	13,026.78	.00	11,973.22	52.1%		
37523552 548120 PRINT PAID MEDIA	450,000	-49,700	400,300	344,290.34	.00	56,009.66	86.0%		
37523552 548120 VIDEO PAID MEDIA	400,000	0	400,000	387,500.00	.00	12,500.00	96.9%		
37523552 548240 LICEN INTERACTIV	100,000	0	100,000	34,329.59	.00	65,670.41	34.3%		
37523552 548240 SPEC INTERACTIVE	575,000	0	575,000	412,265.00	.00	162,735.00	71.7%		
37523552 548240 TOOLS INTERACTIV	100,000	0	100,000	30,636.16	.00	69,363.84	30.6%		
37523552 548350 AIMOH PARTNERS/S	15,000	0	15,000	15,000.00	.00	.00	100.0%		
37523552 548350 EVNTG PARTNERS/S	55,000	0	55,000	55,000.00	.00	.00	100.0%		

BOARD OF COMMISSIONERS



YEAR-TO-DATE BUDGET REPORT

FOR 2023 13

ACCOUNTS FOR:	ORIGINAL APPROP	TRANFRS/ADJSTMTS	REVISED BUDGET	YTD ACTUAL	ENC/REQ	AVAILABLE BUDGET	PCT USE/COL
137 AI TOURIST DEVELOPMENT FUND							
37523552 548350 FFCG PARTNERS/SP	85,000	0	85,000	85,000.00	.00	.00	100.0%
37523552 548350 JAXSP PARTNERS/S	75,000	0	75,000	50,000.00	.00	25,000.00	66.7%
37523552 548350 LCPRJ PARTNERS/S	544,642	0	544,642	247,100.00	.00	297,542.00	45.4%
37523552 548520 SPECIAL EVENTS	75,000	0	75,000	10,210.02	.00	64,789.98	13.6%
37523552 548520 DOC SPECIAL EVEN	350,000	384,190	734,190	437,978.49	.00	296,211.51	59.7%
37523552 548520 HOLDY SPECIAL EV	200,000	185,613	385,613	278,419.80	.00	107,193.20	72.2%
37523552 548520 RESTW SPECIAL EV	10,000	0	10,000	.00	.00	10,000.00	.0%
37523552 548520 SPEC SPECIAL EVE	200,000	0	200,000	60,595.00	.00	139,405.00	30.3%
37523552 548640 DOC EQUIPMENT	0	515	515	514.15	.00	.85	99.8%
37523552 548710 PREXP PUBLIC REL	73,000	12,000	85,000	58,840.08	.00	26,159.92	69.2%
37523552 548710 PRSPC PUBLIC REL	75,000	0	75,000	72,200.00	.00	2,800.00	96.3%
37523552 552000 MISC OPERATING	6,600	0	6,600	481.75	.00	6,118.25	7.3%
TOTAL TDC MARKETING	8,361,600	1,116,822	9,478,422	5,663,430.81	.00	3,814,991.19	59.8%

37524552 TDC TRADE SHOWS/TRAVEL TR

37524552 534000 WELMC OTHER CONT	1,300	0	1,300	406.00	.00	894.00	31.2%
37524552 540000 ENTNT TRAVEL AND	5,000	-4,000	1,000	.00	.00	1,000.00	.0%
37524552 540000 LODGE TRAVEL AND	6,000	21,500	27,500	18,799.61	.00	8,700.39	68.4%
37524552 540000 MEALS TRAVEL AND	3,000	0	3,000	1,708.54	.00	1,291.46	57.0%
37524552 540000 SALMS TRAVEL AND	1,000	0	1,000	.00	.00	1,000.00	.0%
37524552 540000 TRAVL TRAVEL AND	16,500	4,000	20,500	8,204.13	.00	12,295.87	40.0%
37524552 541000 WELMC COMMUNICAT	6,000	0	6,000	2,181.69	.00	3,818.31	36.4%

BOARD OF COMMISSIONERS



YEAR-TO-DATE BUDGET REPORT

FOR 2023 13									
ACCOUNTS FOR:	ORIGINAL	TRANFRS/	REVISED	YTD	ENC/REQ	AVAILABLE	PCT		
137 AI TOURIST DEVELOPMENT FUND	APPROP	ADJSTMNTS	BUDGET	ACTUAL		BUDGET	USE/COL		
37524552 542000 DRAYG FREIGHT AN	36,000	0	36,000	30,711.93	.00	5,288.07	85.3%		
37524552 542000 FULFL FREIGHT AN	45,000	0	45,000	31,730.82	.00	13,269.18	70.5%		
37524552 542000 POSTG FREIGHT AN	5,000	0	5,000	2,997.96	.00	2,002.04	60.0%		
37524552 543000 WELMC UTILITY SE	5,000	0	5,000	4,485.35	.00	514.65	89.7%		
37524552 544000 WELMC RENTALS AN	16,000	10,000	26,000	25,560.30	.00	439.70	98.3%		
37524552 545000 INSURANCE	7,500	0	7,500	.00	.00	7,500.00	.0%		
37524552 545000 WELMC INSURANCE	4,000	0	4,000	1,558.00	.00	2,442.00	39.0%		
37524552 547000 PRINTING-BROCHU	150,000	-32,000	118,000	47,771.31	.00	70,228.69	40.5%		
37524552 548018 INTNL TRAVEL TRA	265,000	22,608	287,608	194,764.84	.00	92,843.16	67.7%		
37524552 548018 MEETG TRAVEL TRA	25,000	0	25,000	7,500.00	.00	17,500.00	30.0%		
37524552 548018 NICHE TRAVEL TRA	100,000	-40,000	60,000	15,000.00	.00	45,000.00	25.0%		
37524552 548018 TDREL TRAVEL TRA	7,000	20,000	27,000	20,277.31	.00	6,722.69	75.1%		
37524552 548018 TDSHW TRAVEL TRA	25,000	15,000	40,000	25,385.97	.00	14,614.03	63.5%		
37524552 548019 INCTV HOSPITALIT	35,000	0	35,000	318.90	.00	34,681.10	.9%		
37524552 548019 PUBAW HOSPITALIT	25,000	0	25,000	10,784.58	.00	14,215.42	43.1%		
37524552 548019 WELMC HOSPITALIT	13,000	0	13,000	8,336.87	.00	4,663.13	64.1%		
37524552 548161 FAMS FAMILIARIZA	15,000	0	15,000	324.89	.00	14,675.11	2.2%		
37524552 548161 FLTFS FAMILIARIZ	10,000	0	10,000	1,000.00	.00	9,000.00	10.0%		
37524552 548161 SALMS FAMILIARIZ	10,000	0	10,000	.00	.00	10,000.00	.0%		
37524552 549000 WELMC OTHER CURR	130,000	0	130,000	94,301.07	.00	35,698.93	72.5%		
37524552 552000 MISC OPERATING	4,600	0	4,600	1,068.68	.00	3,531.32	23.2%		
37524552 552007 PROMOTIONAL SUP	84,500	13,275	97,775	35,267.74	.00	62,507.26	36.1%		

BOARD OF COMMISSIONERS



YEAR-TO-DATE BUDGET REPORT

FOR 2023 13								
ACCOUNTS FOR:	ORIGINAL	TRANFRS/	REVISED			AVAILABLE	PCT	
137 AI TOURIST DEVELOPMENT FUND	APPROP	ADJSTMTS	BUDGET	YTD ACTUAL	ENC/REQ	BUDGET	USE/COL	
37524552 554006 DUES/SUBSCRIPT/	30,000	0	30,000	14,125.00	.00	15,875.00	47.1%	
TOTAL TDC TRADE SHOWS/TRAVEL TR	1,086,400	30,383	1,116,783	604,571.49	.00	512,211.51	54.1%	
37525539 TDC BEACH IMPROVMENTS								
37525539 534102 CONTRACT SERVIC	11,400	0	11,400	.00	.00	11,400.00	.0%	
37525539 534102 OFBCH CONTRACT S	120,000	-20,264	99,736	58,500.00	.00	41,236.00	58.7%	
37525539 534102 ONBCH CONTRACT S	360,000	0	360,000	330,000.00	.00	30,000.00	91.7%	
37525539 552000 MISC OPERATING	7,500	0	7,500	1,144.86	.00	6,355.14	15.3%	
37525539 554000 DUES & SUBSCRIP	12,500	0	12,500	6,500.00	.00	6,000.00	52.0%	
37525539 563000 C0112 IMPROVEMEN	3,000,000	0	3,000,000	.00	.00	3,000,000.00	.0%	
37525539 581202 AID-CITY OF FER	75,000	20,264	95,264	95,263.23	.00	.77	100.0%	
TOTAL TDC BEACH IMPROVMENTS	3,586,400	0	3,586,400	491,408.09	.00	3,094,991.91	13.7%	
TOTAL AI TOURIST DEVELOPMENT FUND	15,000,000	1,185,018	16,185,018	8,762,823.10	.00	7,422,194.90	54.1%	
TOTAL REVENUES	0	0	0	-30,750.05	.00	30,750.05		
TOTAL EXPENSES	15,000,000	1,185,018	16,185,018	8,793,573.15	.00	7,391,444.85		

BOARD OF COMMISSIONERS

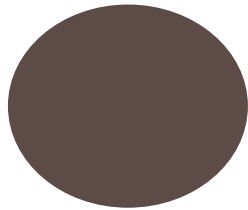
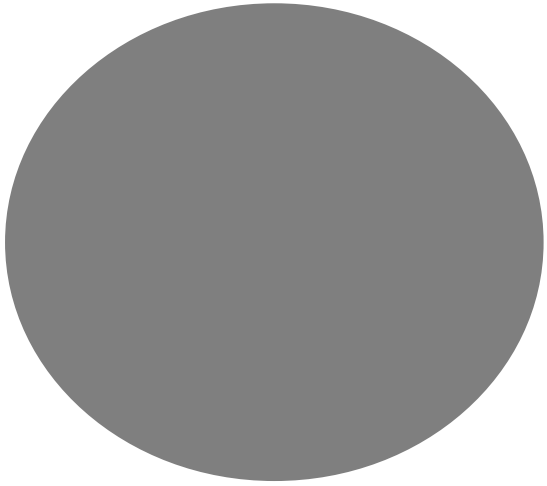


YEAR-TO-DATE BUDGET REPORT

	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD ACTUAL	ENC/REQ	AVAILABLE BUDGET	PCT USE/COL
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GRAND TOTAL	15,000,000	1,185,018	16,185,018	8,762,823.10	.00	7,422,194.90	54.1%
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** END OF REPORT - Generated by Nate Aron **



2. Research



Amelia Island CVB

Visitor Tracking Study
April – June 2024

AMELIA ISLAND
COME MAKE MEMORIES®

 downs & st. germain
RESEARCH



STUDY OBJECTIVES: VISITOR JOURNEY



EXECUTIVE SUMMARY



QUARTERLY SNAPSHOT

April – June
2024

- » This report includes data for all visitors, whereas the FY2023 Q3 report was based solely on data from visitors staying in paid accommodations. Some year-over-year differences will be due to this change in methodology.
- » Booking cycle is shorter than Q2, but longer YOY
- » Southeast visitation is up 13% points from Q2
- » Fewer overnight visitors are staying in paid accommodations compared to Q2; day tripper percent is similar to Q2
- » Total visitor number is up YOY, while length of stay is down



358,100

TOTAL VISITORS

vs. 2023

↑ 3.6%



233,040

ROOM NIGHTS

↑ 3.3%



\$224,969,100

DIRECT SPENDING

↓ 1.4%



1,217,540

VISITOR DAYS

↓ 2.2%

VISITOR JOURNEY: ECONOMIC IMPACT



TOURISM SNAPSHOT: METRICS

	April – June 2023 ^{1,2}	April – June 2024	% Δ
Visitors	345,680	358,100	+3.6%
Visitor Days	1,244,450	1,217,540	-2.2%
Direct Spending	\$228,058,400	\$224,969,100	-1.4%
Economic Impact ³	\$300,124,900	\$296,059,300	-1.4%

	April – June 2023 ²	April – June 2024	% Δ
Occupancy ⁴	66.8%	66.6%	-0.3%
ADR ⁴	\$340.31	\$331.45	-2.6%
RevPAR ⁴	\$227.34	\$220.81	-2.9%
Room Nights ^{4,5}	225,680	233,040	+3.3%

¹This data has been modeled to include all visitors for comparative purposes. Previous data only reported visitors staying in paid accommodations.

²Previous data revised to reflect updated FY2023 Q3 accommodations figures.

³An IMPLAN multiplier of 1.32 was used for both FY2023 and FY2024.

⁴Sources: Research Data Services, Key Data, Smith Travel Research, Florida Department of Business and Professional Regulation.

⁵Room night increase despite a slight decrease in occupancy due to more rental units available in 2024.

VISITOR JOURNEY: PRE-VISIT

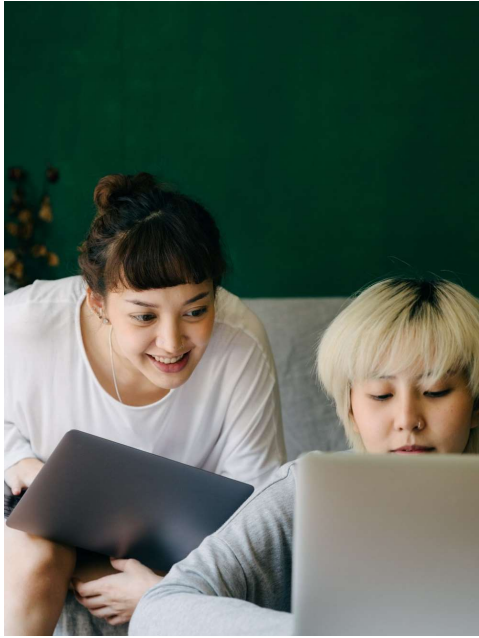


TRIP PLANNING/BOOKING CYCLE*

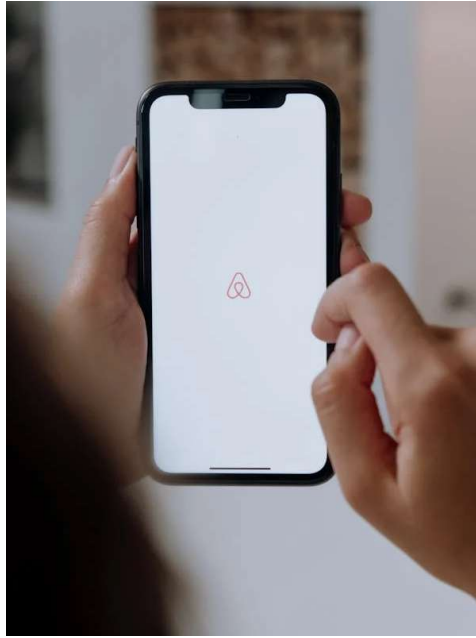
- » On average, leisure visitors began planning **38 days** before their trip
- » On average, leisure visitors booked their trip **31 days** before their arrival



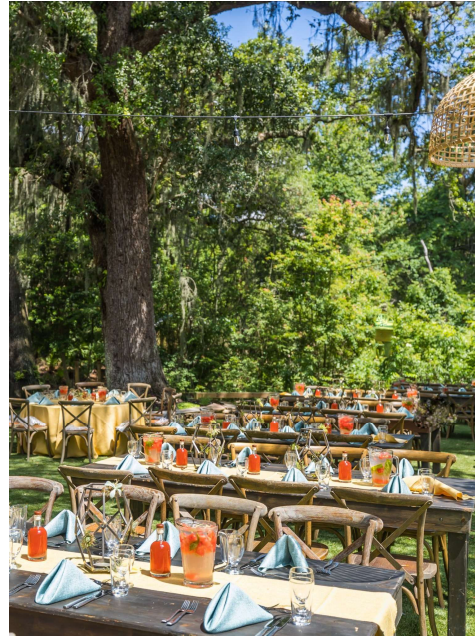
TOP TRIP PLANNING SOURCES*



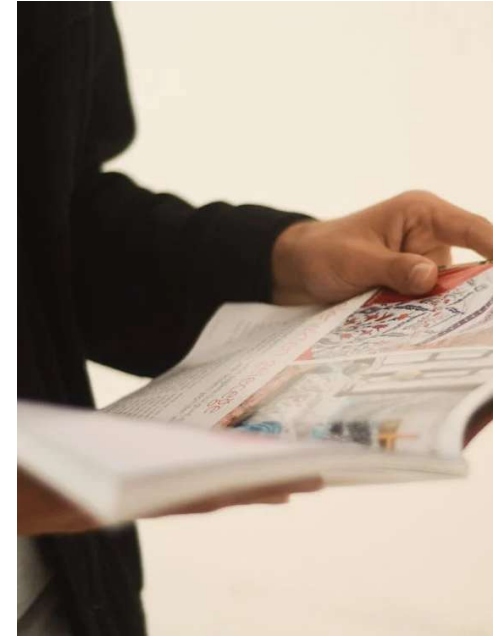
28% Friends/family



25% Airbnb, Vrbo, etc.



23% Hotel websites/apps



21% Magazine

TOP REASONS FOR VISITING*



66% Vacation/leisure



24% Special occasion or event



16% Visit friends/relatives

OTHER DESTINATIONS CONSIDERED*

1 in 3 leisure visitors considered another destination before choosing Amelia Island.

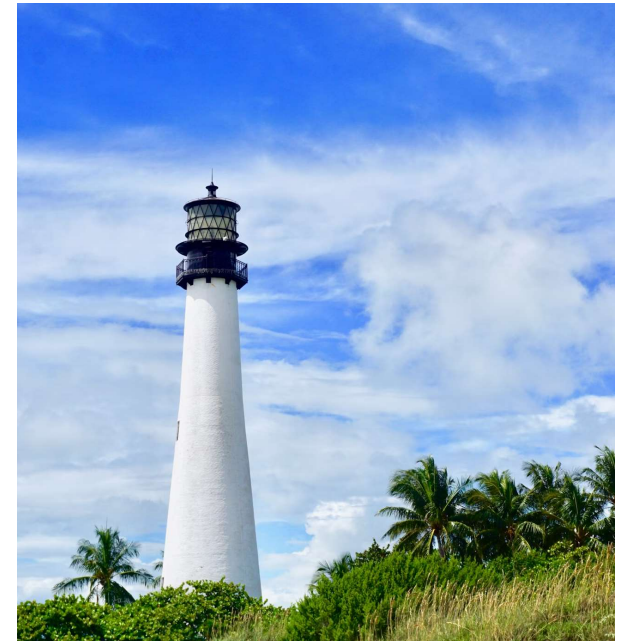
Top other destinations considered:



10% St. Augustine/Ponte Vedra



7% Daytona Beach area



7% Florida Keys

*Multiple responses permitted.
Based on visitors traveling for leisure.

DS downs & st. germain
RESEARCH

ADVERTISING RECALL*

- » **36%** of leisure visitors recalled advertising about the Amelia Island area
- » This information influenced **16%** of **all** leisure visitors to visit the Amelia Island area



*Based on visitors traveling for leisure.

AMELIA ISLAND
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TOP SOURCES OF ADVERTISING RECALL*

Base: All Visitors



13% Online article



13% Amelia Island's social media



10% Magazine article



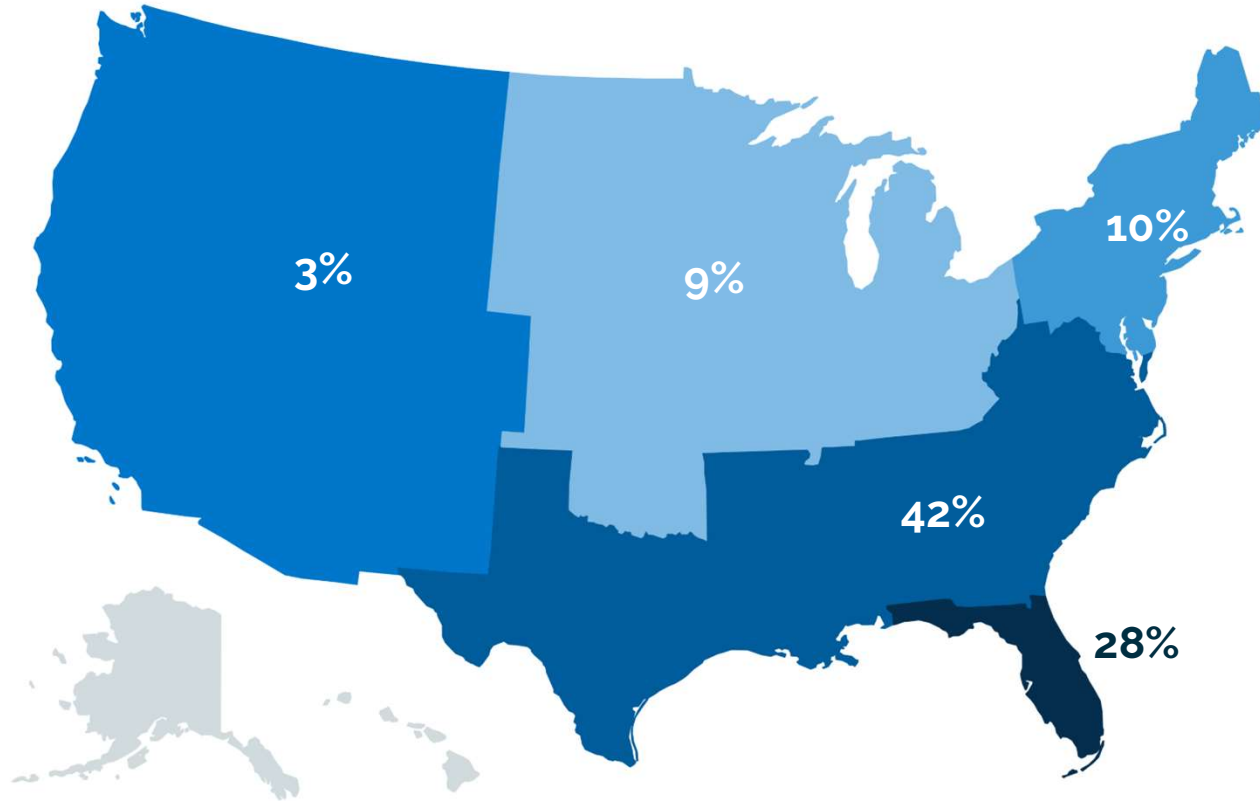
9% Ad on a website

VISITOR JOURNEY: TRAVEL PARTY PROFILE



REGIONS OF ORIGIN

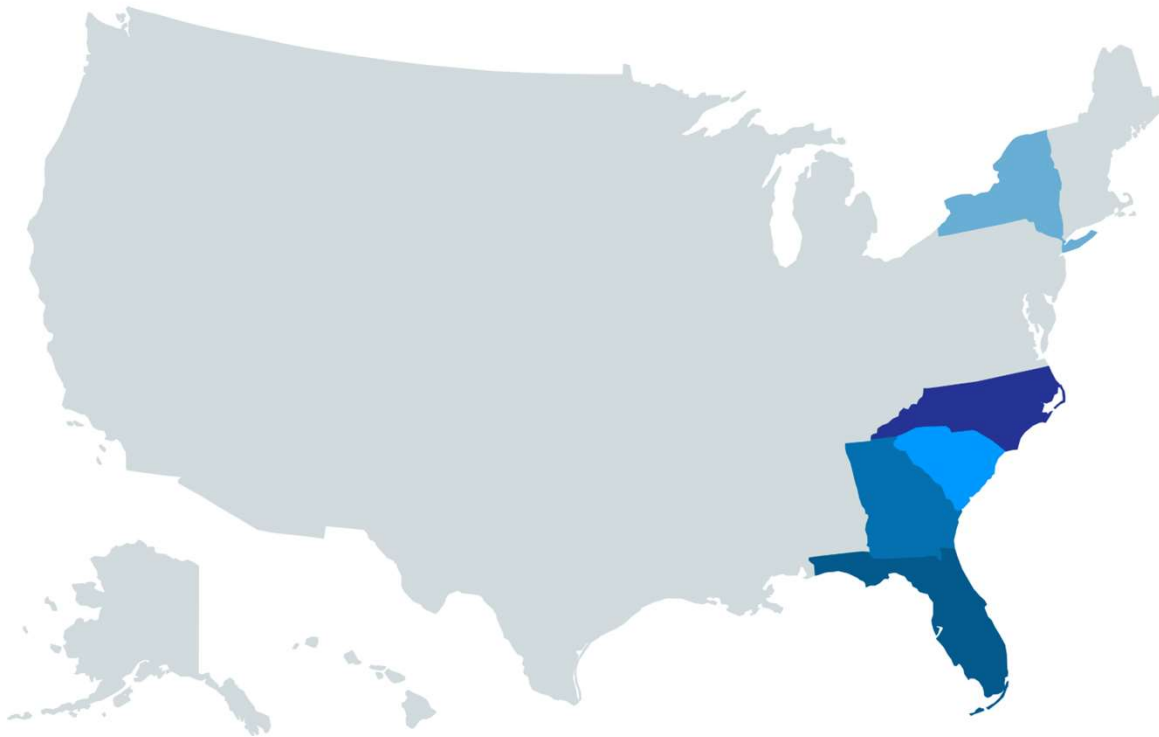
The Southeast, including Florida, accounts for **7 in 10** visitors.



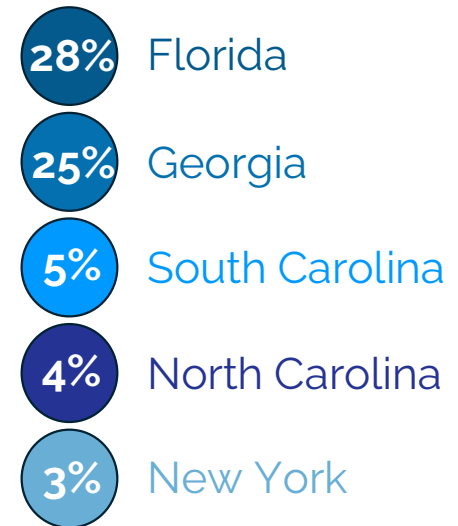
8% of visitors traveled to Amelia Island from outside of the U.S.*

* Top international markets were Canada (2%), the UK (1%), and Germany (1%).

TOP STATES OF ORIGIN



Nearly **2 in 3** visitors reside in **5** states:



TOP MARKETS OF ORIGIN



22% Jacksonville¹



10% Atlanta²



7% Orlando



4% New York²

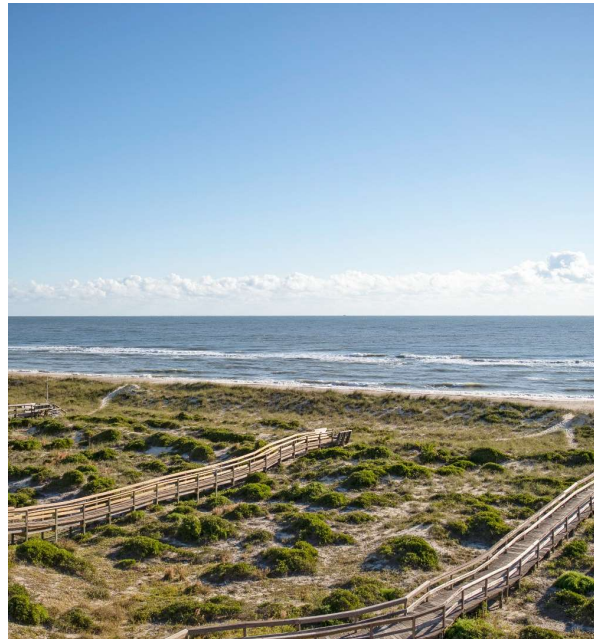
¹Includes Jacksonville, FL and Brunswick, GA

²Markets with direct flights to Jacksonville International Airport

TRAVEL PARTIES



The typical visitor traveled in a party composed of **3.0** people



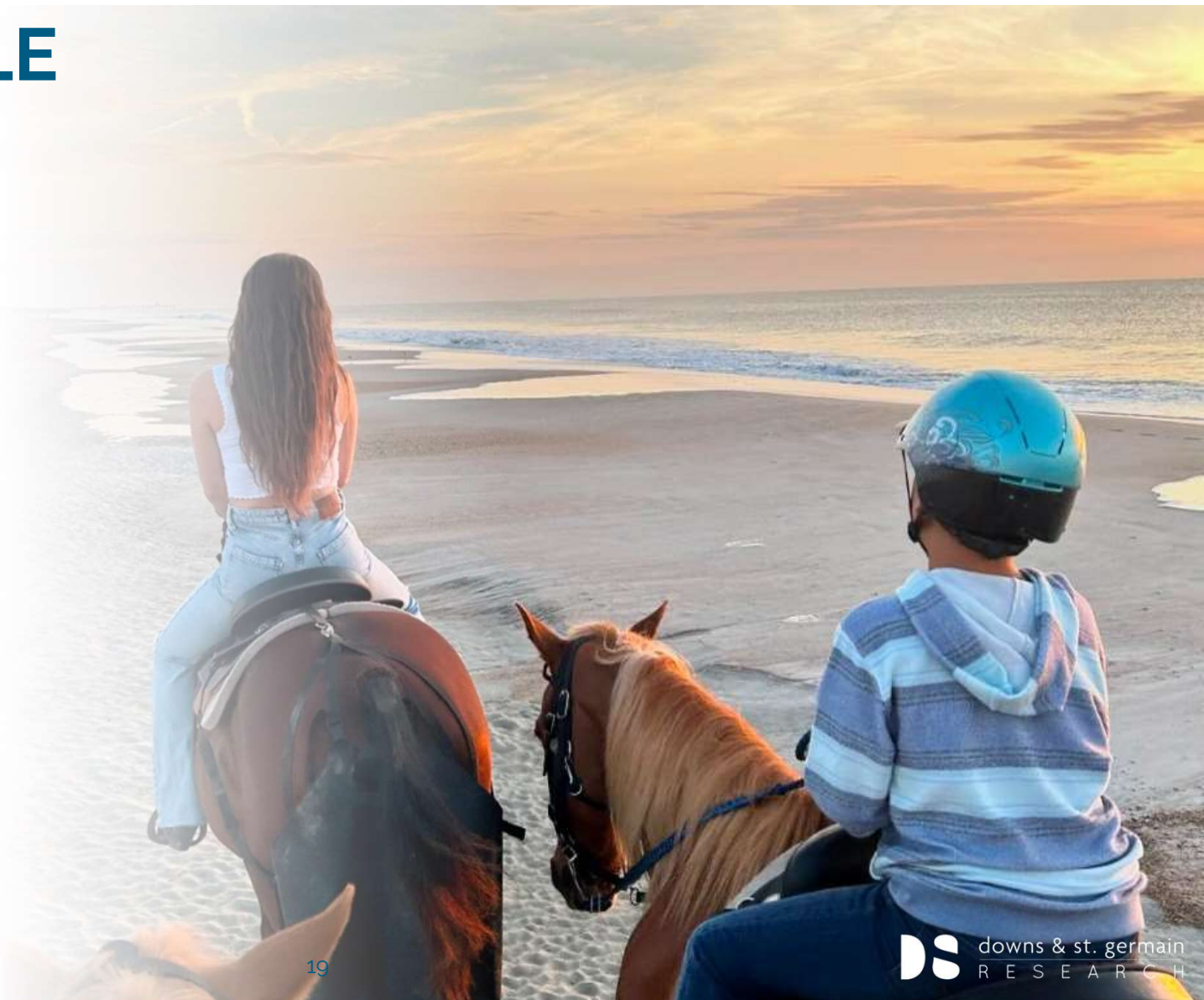
Over **2 in 5** visitors traveled as a couple



3 in 10 traveled with at least one person under the age of 18

VISITOR PROFILE

- » The typical Amelia Island area visitor:
 - » Is **51** years old
 - » Has an annual household income of **\$149,000**
 - » Is White/Caucasian (**87%**)



NEW & RETURNING VISITORS

- » Over **1 in 3** were first-time visitors to the Amelia Island area
- » **15%** of visitors were loyalists, having visited over 10 times



VISITOR JOURNEY: TRIP EXPERIENCE



TRANSPORTATION

- » **73%** of visitors drove to the Amelia Island area
- » **89%** of visitors who flew to Amelia Island used the **Jacksonville International Airport** (**23%** of all visitors)



LENGTH OF STAY

- » Typical visitors stayed **3.4 nights** in the Amelia Island area
- » Visitors staying in paid accommodations stayed an average of **3.7 nights** in the area



TRAVEL/LODGING CHOICES



36% Hotel/Motel/
Resort



23% Day Tripper

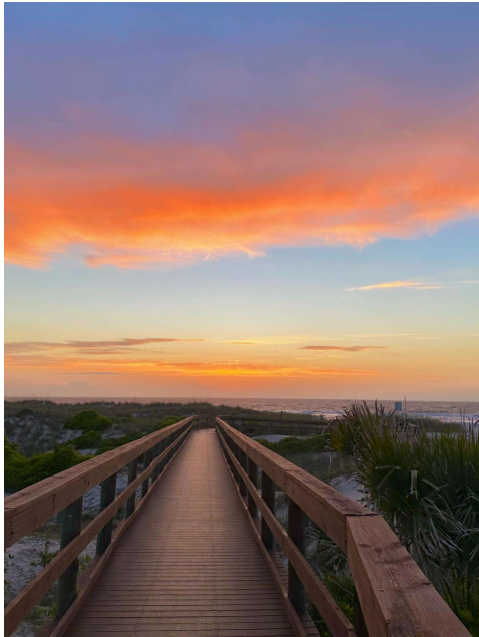


18% With
Friends/Relatives



15% Condo/Rental
House*

TOP ACTIVITIES DURING VISIT*



79% Beach



78% Restaurants



75% Historic Downtown
Fernandina Beach



58% Shopping

VISITING HISTORIC DOWNTOWN

- » Those who visited Historic Downtown Fernandina Beach did so an average of **2.5 times** during their stay
- » Afternoon and evening were the most common times to visit
- » Nearly **9 in 10** visitors came to Historic Downtown Fernandina Beach for its dining opportunities*

*Multiple responses permitted.

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TOP OFF-ISLAND ACTIVITIES*

- » The top off-island activity was **restaurants/breweries**, with nearly **1 in 6** visitors to Amelia Island also visiting restaurants or breweries in Yulee, Callahan, or Hilliard



*Multiple responses permitted.

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TRAVEL PARTY SPENDING

- » The typical travel party spent **\$525** per day and **\$1,785** during their trip
- » The typical visitor spent **\$188** per day and **\$639** during their trip



VISITOR JOURNEY: POST-TRIP



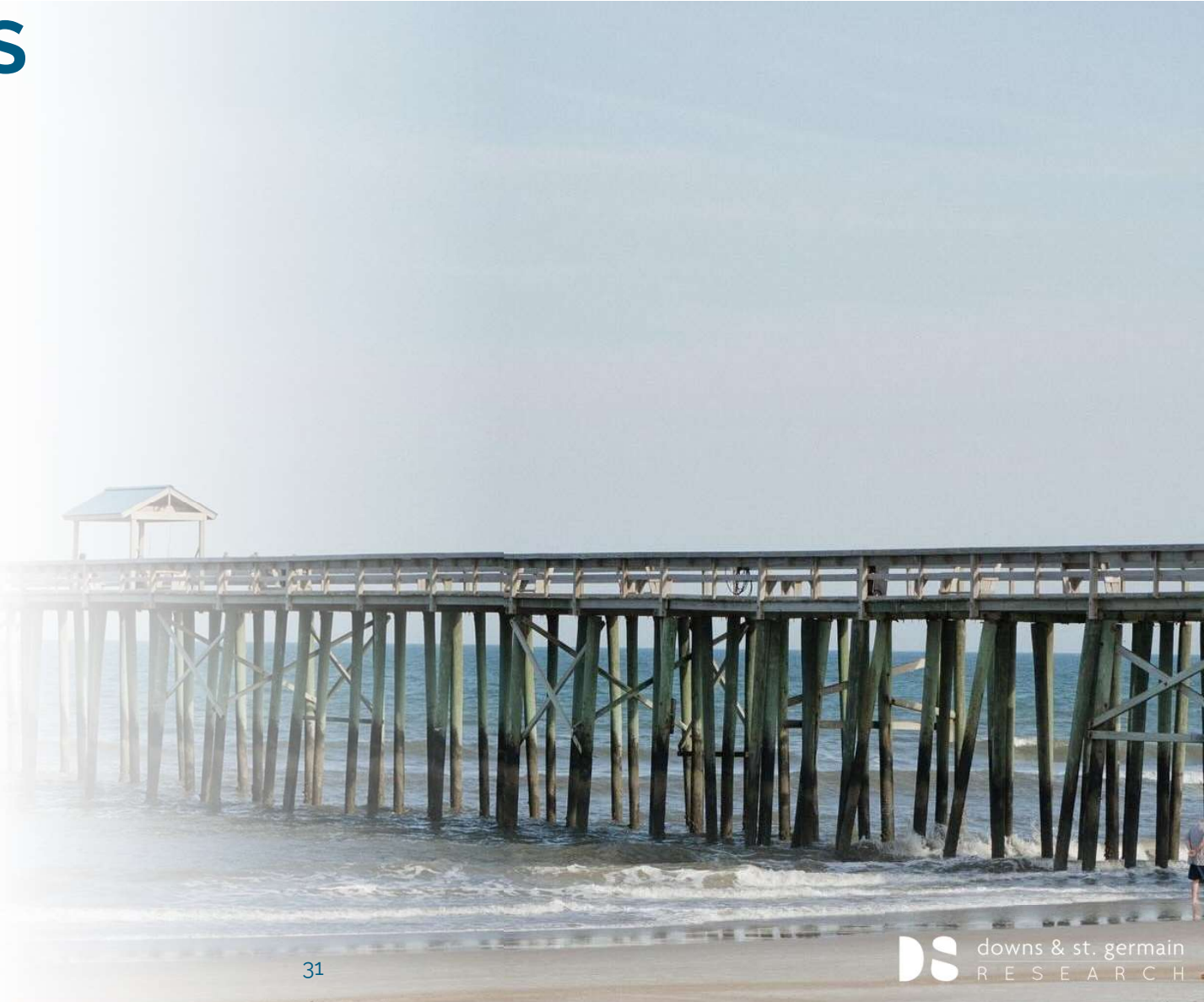
VISITOR SATISFACTION

- » **99%** of visitors were **satisfied** with their trip to Amelia Island (88% were very satisfied)
- » Nearly **all** visitors would **recommend** the area to others (78% would definitely recommend the area)
- » **98%** of visitors will **return** to the Amelia Island area (72% will definitely return)

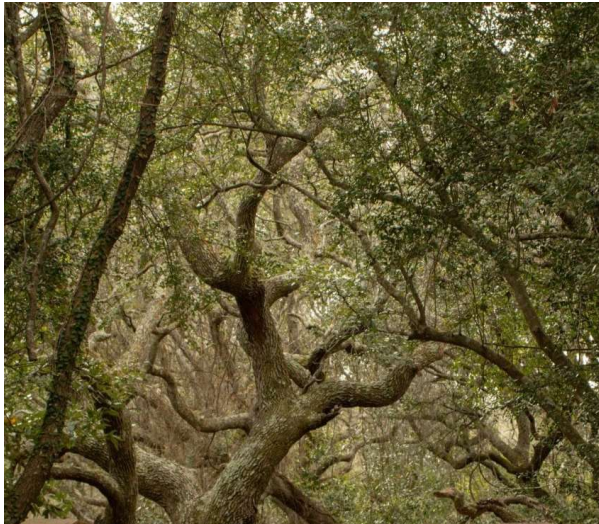


BEACH RATINGS

- » **99%** of visitors rated Amelia Island's beaches as **excellent or very good overall** (88% rated them as excellent)
- » Nearly **all** visitors rated the **cleanliness** of Amelia Island's beaches as **excellent or very good** (95% rated it as excellent)



WHY VISITORS CHOSE AMELIA ISLAND*



"It's much more relaxing than other, more crowded beaches. A nice, quiet little island – truly 'Old Florida'."



"The island has a lot of history, including old architecture. The beaches are glorious, but there's more to do here than just that!"



"Amelia Island is quaint, charming, and tranquil, with good beaches and good people."



*Open-ended responses.
Based on visitors traveling for leisure.

DETAILED FINDINGS



QUARTERLY METRICS

	April – June 2023 ^{1,2}	April – June 2024	% Δ
Visitors	345,680	358,100	+3.6%
Visitor Days	1,244,450	1,217,540	-2.2%
Direct Spending	\$228,058,400	\$224,969,100	-1.4%
Economic Impact ³	\$300,124,900	\$296,059,300	-1.4%

	April – June 2023 ²	April – June 2024	% Δ
Occupancy ⁴	66.8%	66.6%	-0.3%
ADR ⁴	\$340.31	\$331.45	-2.6%
RevPAR ⁴	\$227.34	\$220.81	-2.9%
Room Nights ^{4,5}	225,680	233,040	+3.3%

¹This data has been modeled to include all visitors for comparative purposes. Previous data only reported visitors staying in paid accommodations.

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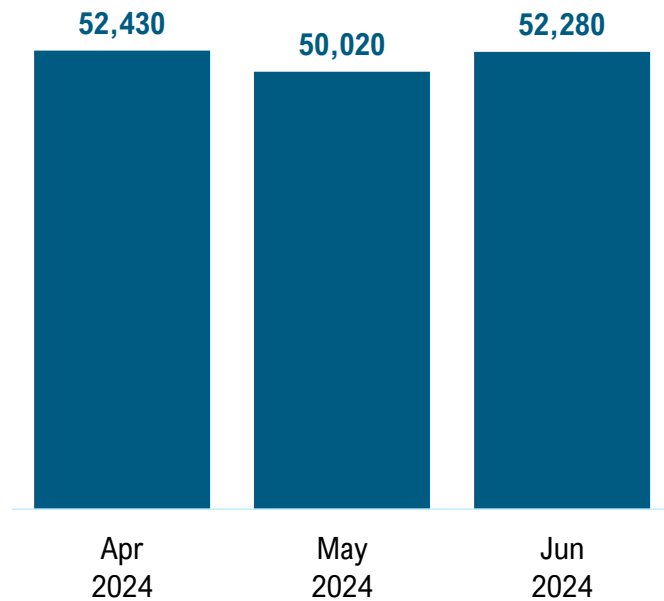
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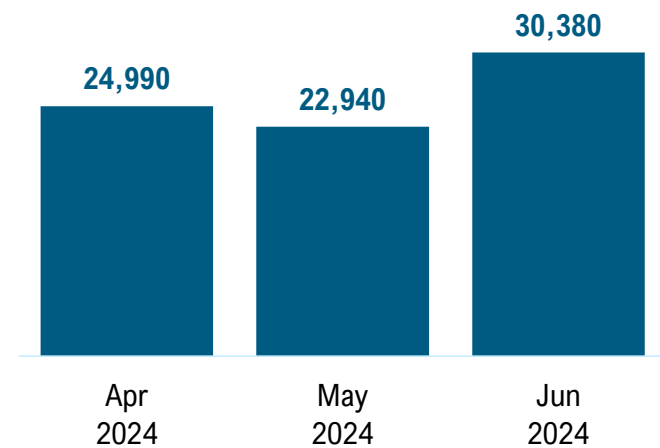
⁵Room night increase despite a slight decrease in occupancy due to more rental units available in 2024.

MONTHLY ROOM NIGHTS

Hotel Room Nights



Vacation Rental Room Nights



MONTHLY VISITOR COUNTS

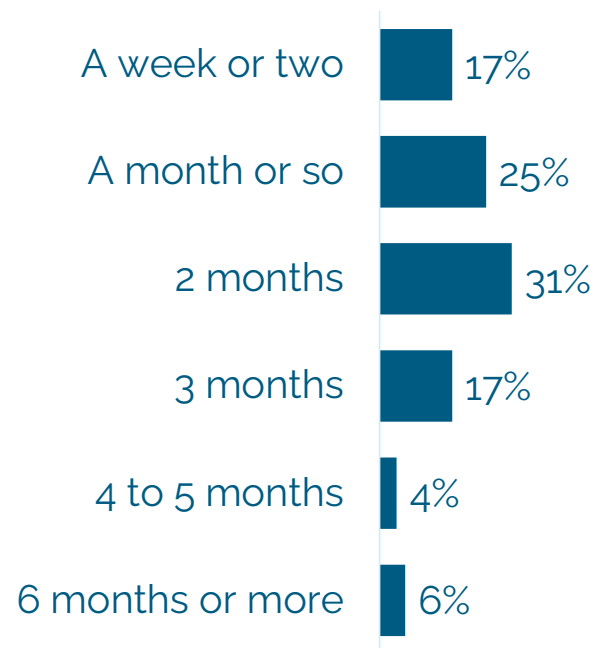
Accommodation Type	April Visitors	May Visitors	June Visitors
Hotel/motel/resort	44,510	41,100	44,390
Day tripper	28,180	26,020	28,100
Non-paid accommodations*	27,360	25,260	27,280
Vacation rental	21,460	18,870	25,570
Total	121,510	111,250	125,340

VISITOR JOURNEY: PRE-VISIT



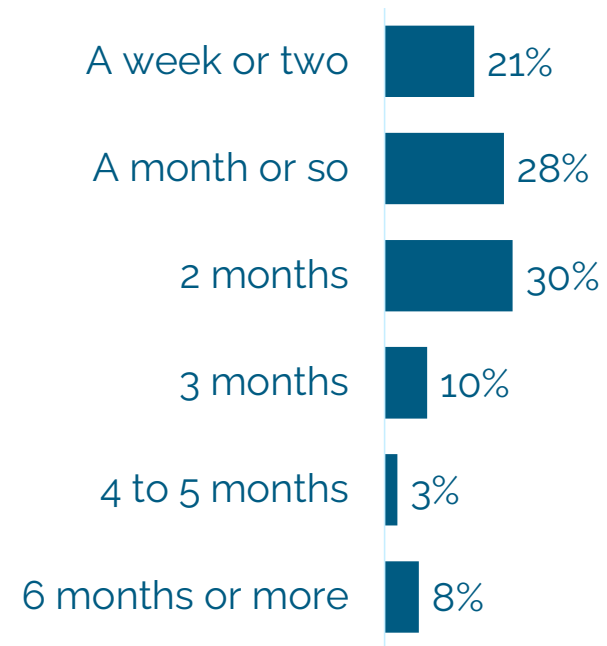
TRIP PLANNING CYCLE*

- » Leisure visitors to Amelia Island have short trip planning windows, as over **2 in 5** planned their trip to the area **1 month or less in advance**
- » On the other hand, over **1 in 4** leisure visitors planned their trip **3 or more months in advance**
- » On average, leisure visitors began planning **38 days** before their trip
- » Leisure visitors staying in paid accommodations began planning **44 days** before their trip



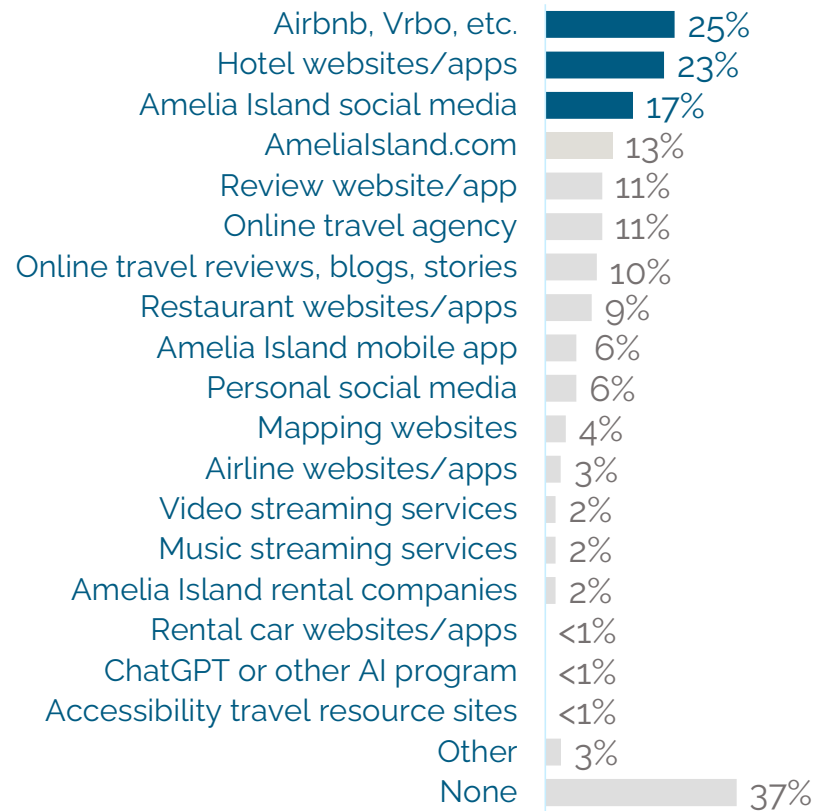
TRIP BOOKING CYCLE*

- » Nearly **half** of leisure visitors booked their trip to the Amelia Island area **a month or less in advance**
- » Over **1 in 5** booked their trip **3 or more months in advance**
- » On average, leisure visitors booked their trip **31 days** before their arrival
- » Leisure visitors staying in paid accommodations booked **39 days** before their arrival



ONLINE TRIP PLANNING SOURCES*

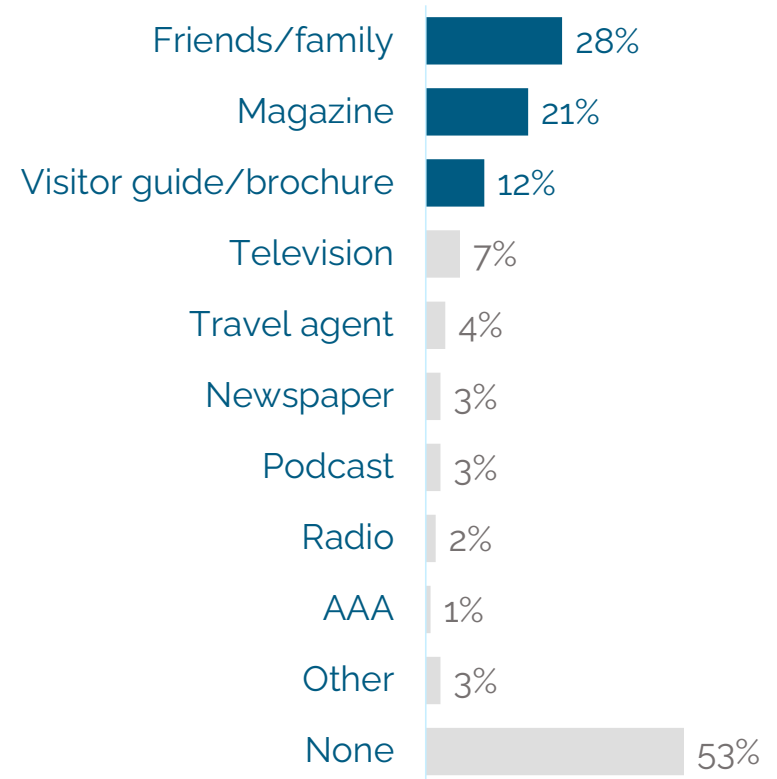
- » Vacation rental websites like **Airbnb or Vrbo** are the **number one online planning source** for leisure trips to Amelia Island, used by **1 in 4** leisure visitors
- » **Hotel websites/apps** are also a strong trip planning source, used by nearly **1 in 4** leisure visitors
- » **Amelia Island's social media** is another strong trip planning source, used by over **1 in 6** leisure visitors



*Multiple responses permitted.
Based on visitors traveling for leisure.

OTHER TRIP PLANNING SOURCES*

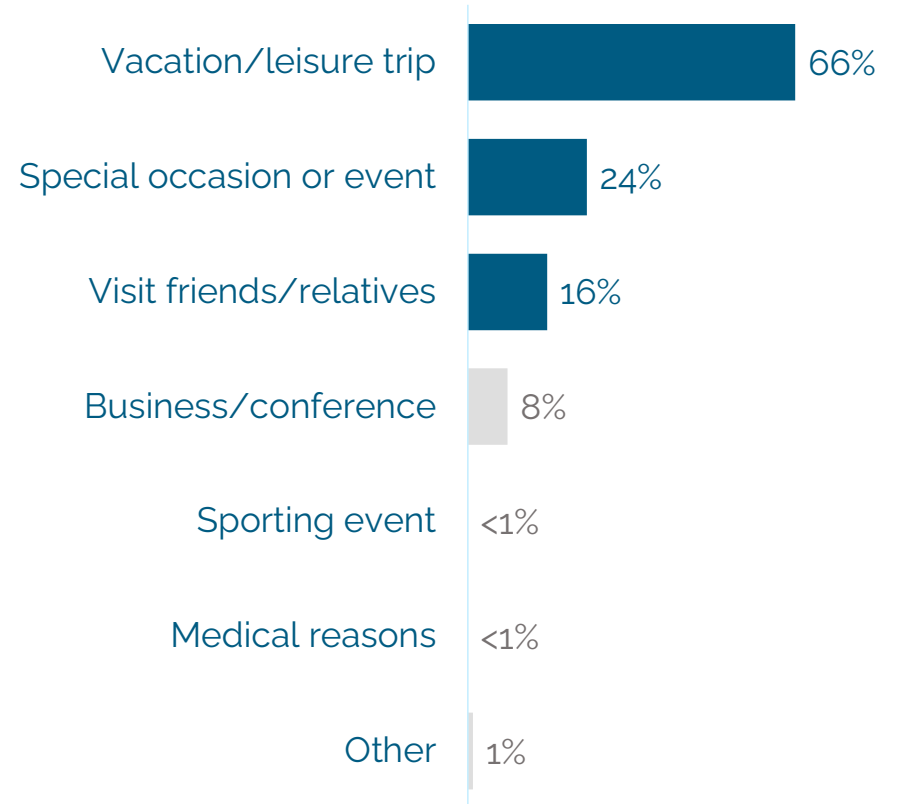
- » Nearly **3 in 10** leisure visitors planned their trip to the Amelia Island area by talking to **friends or family**
- » Traditional planning sources such as **magazines** (used by over **1 in 5** leisure visitors) and **visitor guides/brochures** (used by **1 in 8** leisure visitors) were also popular



*Multiple responses permitted.
Based on visitors traveling for leisure.

REASONS FOR VISITING*

- » **2 in 3** visitors came to Amelia Island for a **vacation/leisure trip**
- » Nearly **1 in 4** visitors came for a **special occasion or event**
- » **1 in 6** came to **visit friends and relatives**

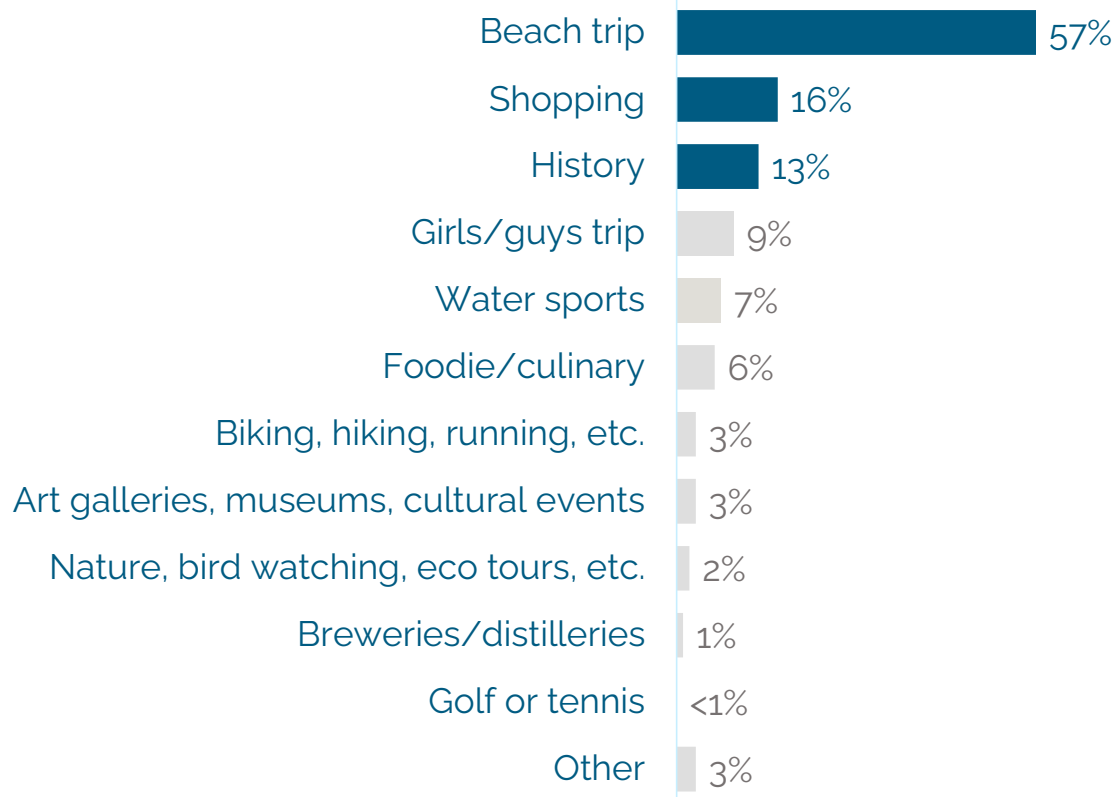


OPEN-ENDED REASONS FOR VISITING*



- » “Amelia Island has the perfect mix of things to do: the beach, restaurants, bars, and shops.”
- » “The area has the best beaches. They’re beautiful and have a laid-back feel.”
- » “We came to Amelia Island because we had never been, and we’d heard good things!”
- » “It’s a family-friendly place – plenty to do for us parents as well as for the kids.”
- » “We choose Amelia Island for the quiet and the beautiful scenery. It’s a very pretty area!”

TYPE OF VACATION/LEISURE TRIP*

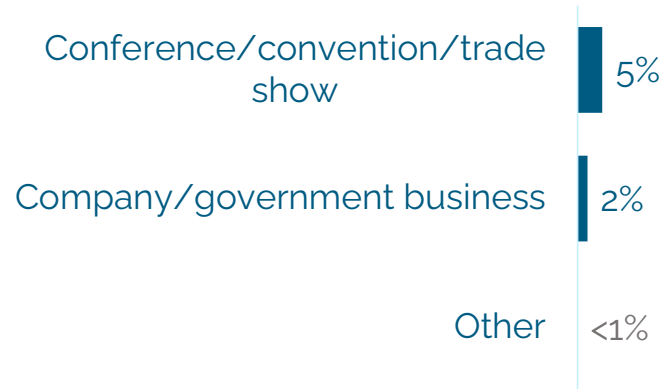


*Up to 3 responses permitted.
Based on all visitors traveling for leisure.

TYPE OF SPECIAL OCCASION OR EVENT*



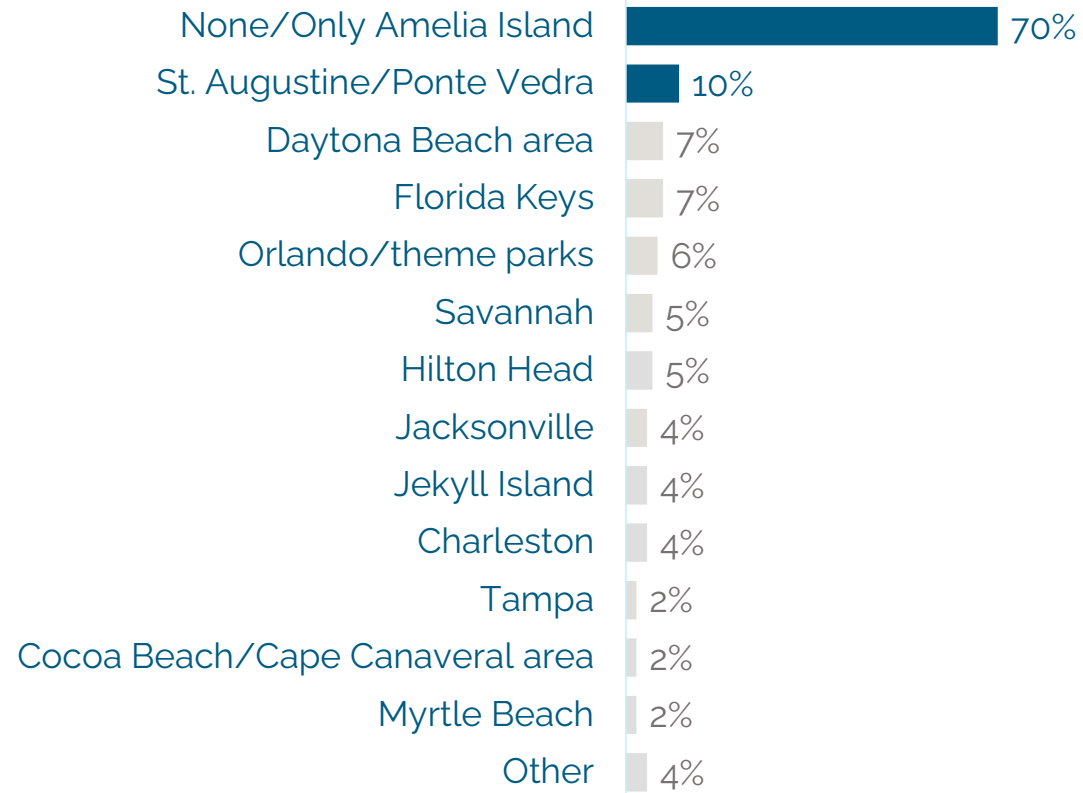
TYPE OF BUSINESS/CONFERENCE*



OTHER DESTINATIONS CONSIDERED*

» **7 in 10** leisure visitors to the Amelia Island area did not consider visiting any other destinations

» **1 in 10** leisure visitors to the area also considered visiting **St. Augustine/Ponte Vedra**

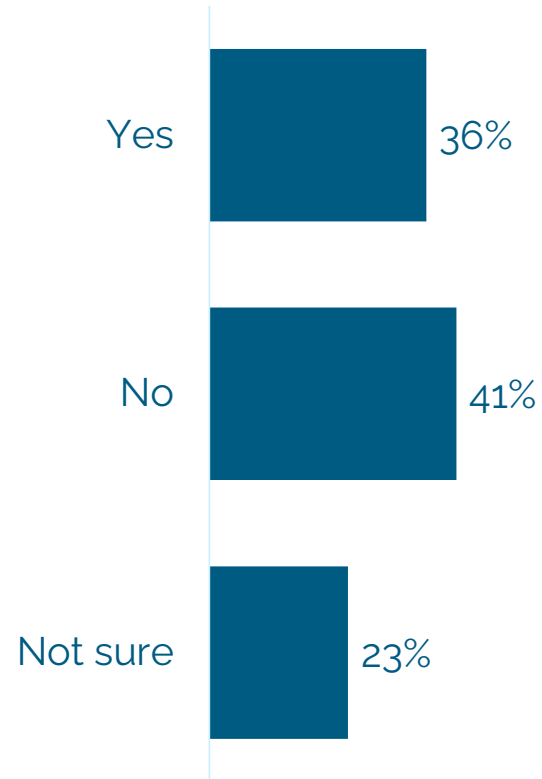


*Multiple responses permitted.
Based on visitors traveling for leisure.

DS downs & st. germain
RESEARCH

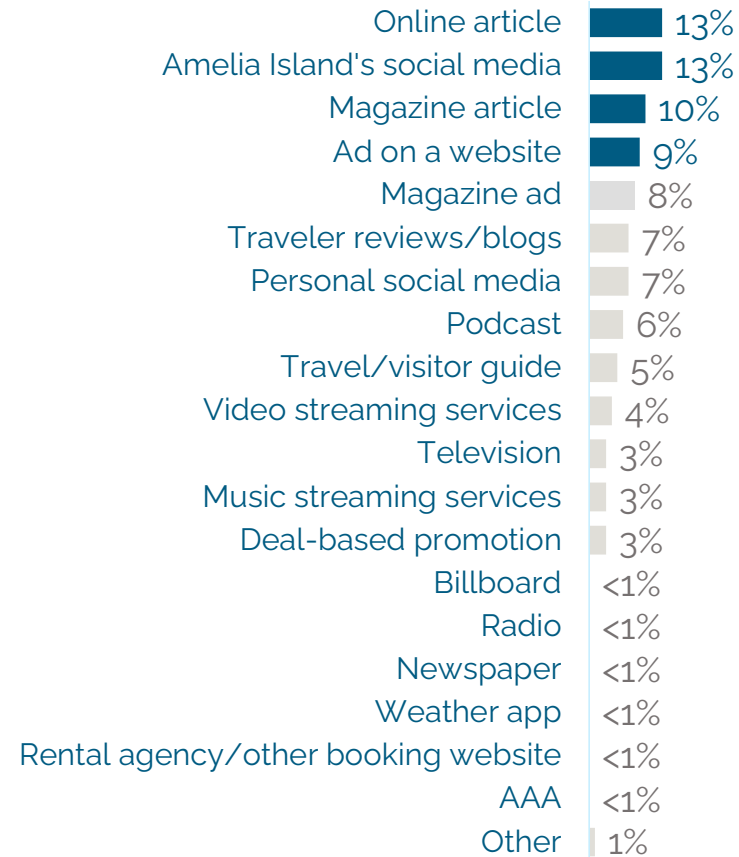
ADVERTISING RECALL*

» Over **1 in 3** leisure visitors recalled seeing advertising about the Amelia Island area



ADVERTISING SOURCES*

- » Out of **all** leisure visitors, over **1 in 8** recalled seeing advertising in an **online article** or on **Amelia Island's social media**
- » Around **1 in 10** saw advertising in a **magazine article** or in an **ad on a website**
- » This information influenced **16%** of **all leisure visitors** to visit the Amelia Island area

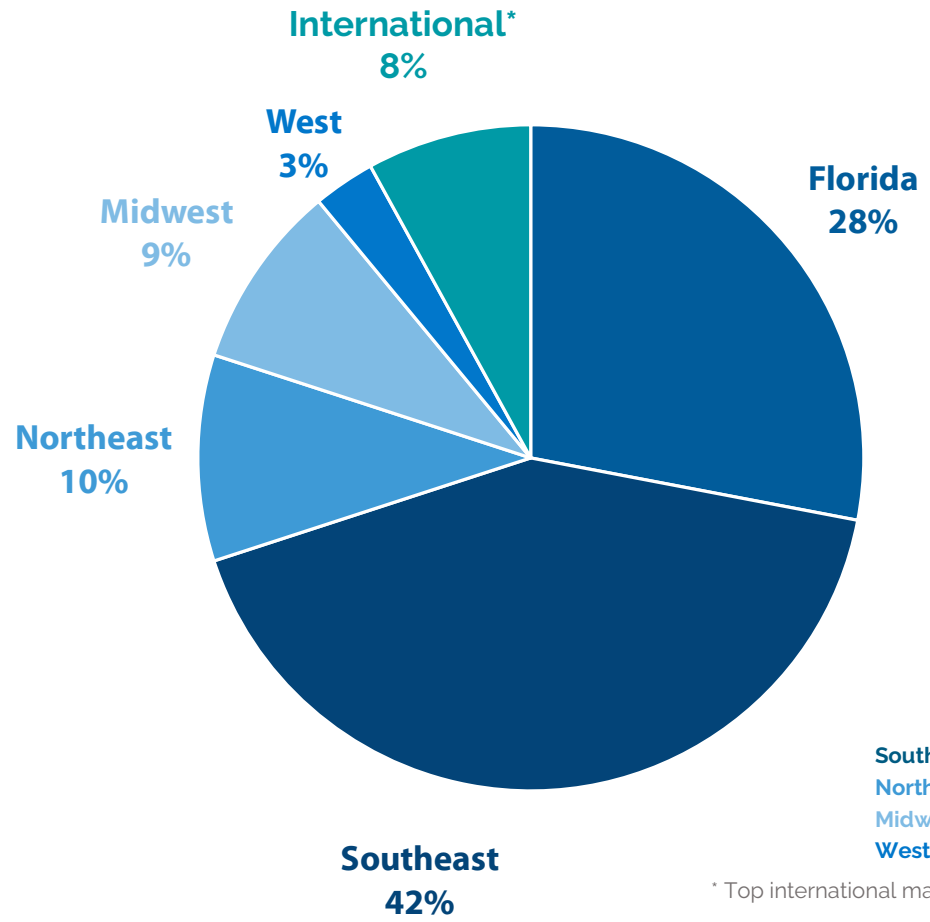


*Multiple responses permitted.
Based on all visitors traveling for leisure.

VISITOR JOURNEY: TRAVEL PARTY PROFILE



REGION OF ORIGIN



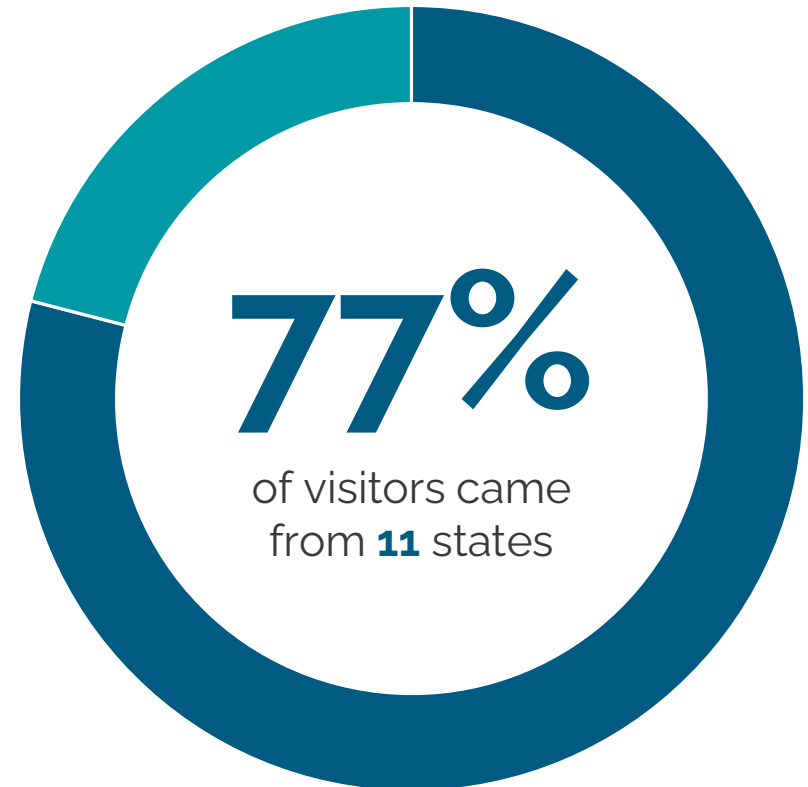
Southeast: TX, AR, LA, TN, MS, AL, VA, WV, NC, SC, GA
Northeast: MD, DE, PA, NJ, NY, CT, RI, MA, VT, NH, ME
Midwest: KY, OH, IN, MI, WI, IL, MN, IA, MO, ND, SD, NE, KS, OK
West: WA, OR, CA, NV, ID, MT, WY, CO, UT, AZ, NM, AK, HI

* Top international markets include Canada (2%), the UK (1%), and Germany (1%).

STATE OF ORIGIN

Top States of Origin 2024

Florida	28%
Georgia	25%
South Carolina	5%
North Carolina	4%
New York	3%
Illinois	2%
Minnesota	2%
Ohio	2%
Pennsylvania	2%
Tennessee	2%
Virginia	2%



TOP ORIGIN MARKETS

Top Origin Markets – All Visitors

Jacksonville**	22%
Atlanta*	10%
Orlando-Daytona Beach-Melbourne	7%
New York*	4%
Savannah	3%
Charlotte*	2%
Greenville, SC Area	2%
Macon	2%
Minneapolis-St. Paul*	2%
Tampa-St. Petersburg	2%

Top Origin Markets – Overnight Visitors

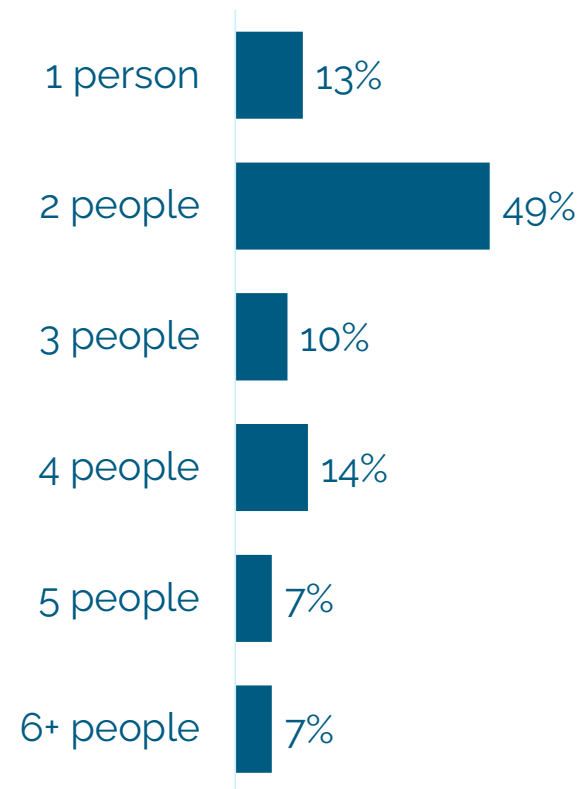
Atlanta*	13%
Jacksonville	10%
Orlando-Daytona Beach-Melbourne	6%
New York*	5%
Savannah	3%
Charlotte*	2%
Columbus, GA	2%
Greenville, SC Area	2%
Macon	2%
Minneapolis-St. Paul*	2%
Philadelphia*	2%
Raleigh-Durham	2%
Tallahassee-Thomasville	2%
Tampa-St. Petersburg	2%

*Markets with direct flights to Jacksonville International Airport

**Includes Jacksonville, FL and Brunswick, GA.

TRAVEL PARTY SIZE

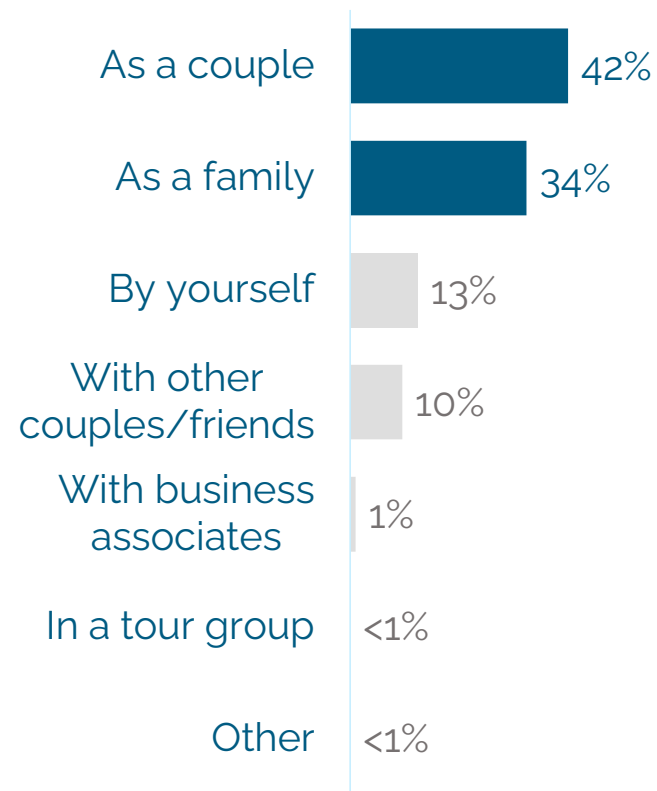
» The typical travel party size was **3.0**



TRAVEL PARTY TYPE

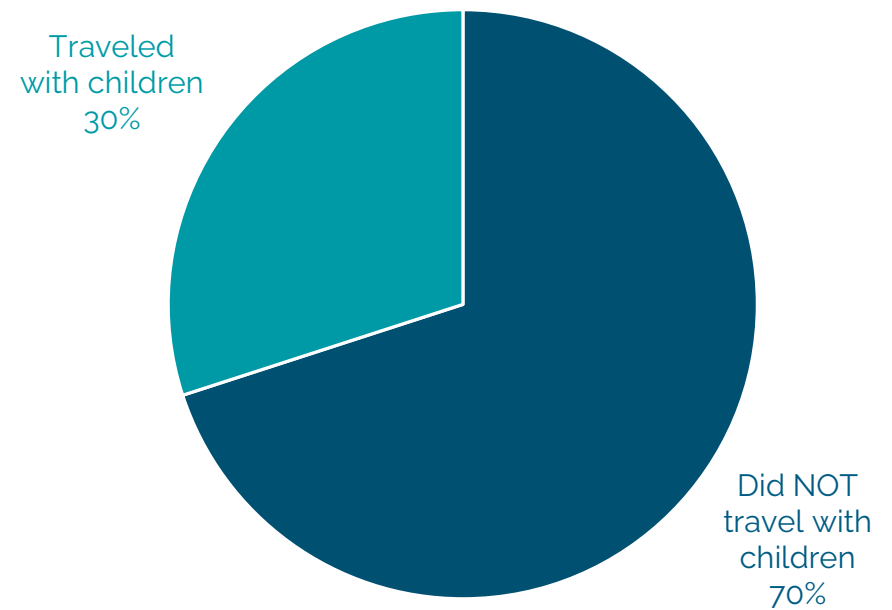
» Over **2 in 5** visitors to the Amelia Island area traveled **as a couple**

» Over **1 in 3** visitors traveled **as a family**



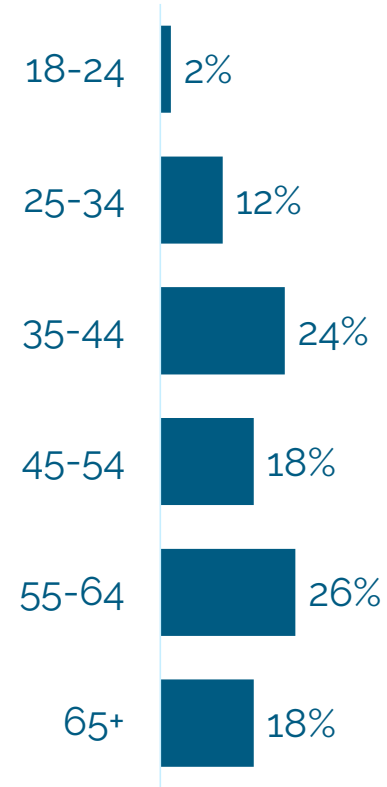
TRAVELED WITH CHILDREN

» **3 in 10** travel parties included children under the age of 18



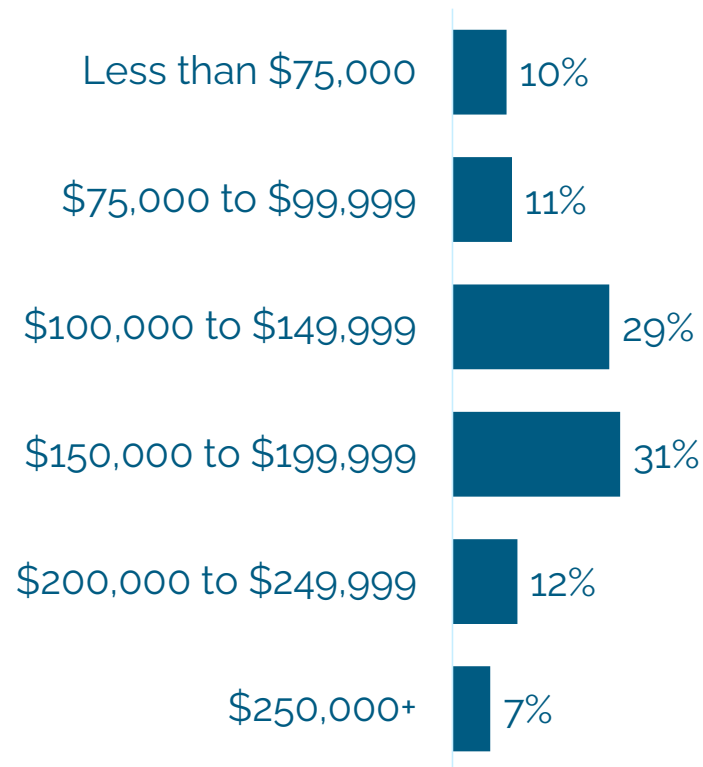
AGE

» The median age of visitors to the Amelia Island area was **51**



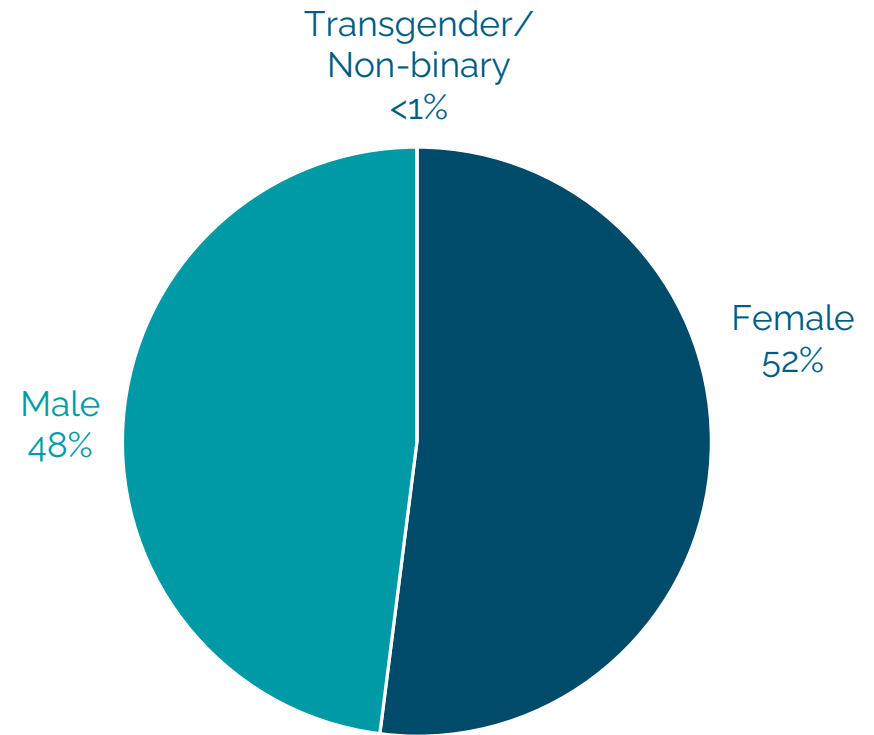
HOUSEHOLD INCOME

- » Visitors to the Amelia Island area had a median annual household income of **\$149,000**
- » **Half** of visitors had household incomes over **\$150,000**



GENDER

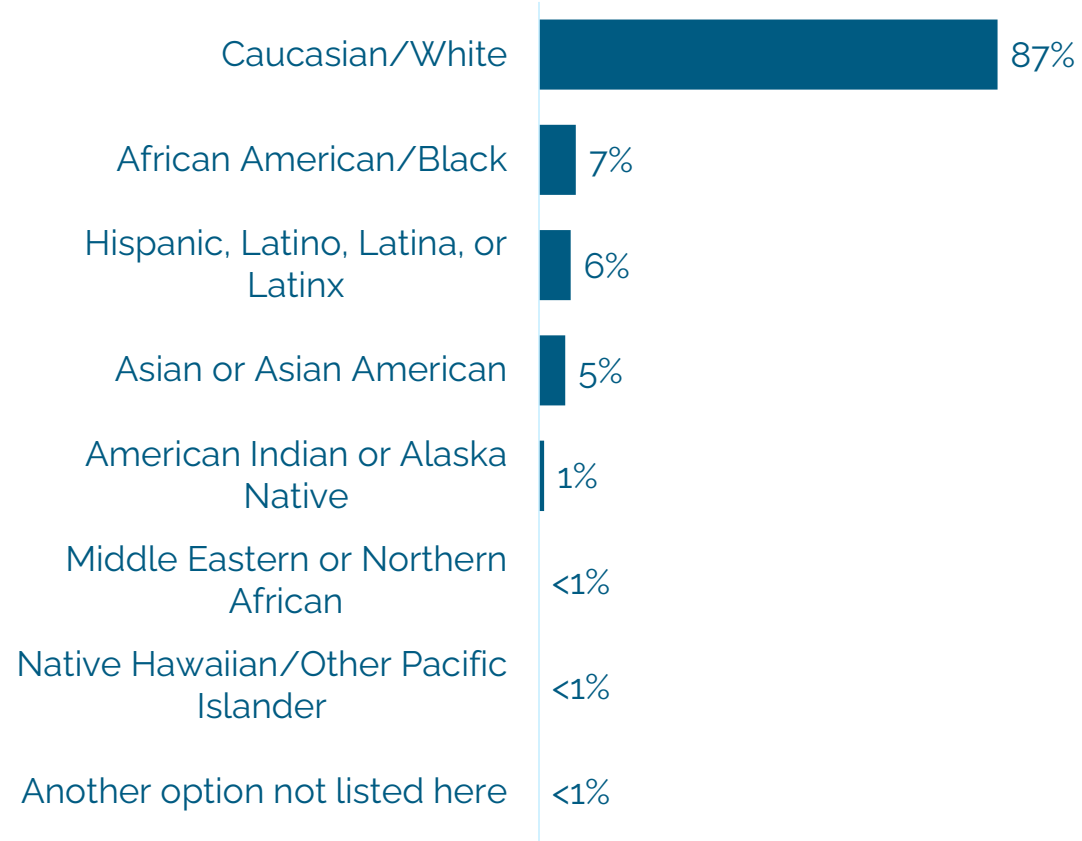
» **52%** of visitors interviewed were **female***



*Gender of member of travel party interviewed.
May be influenced by visitors' willingness to complete a survey.

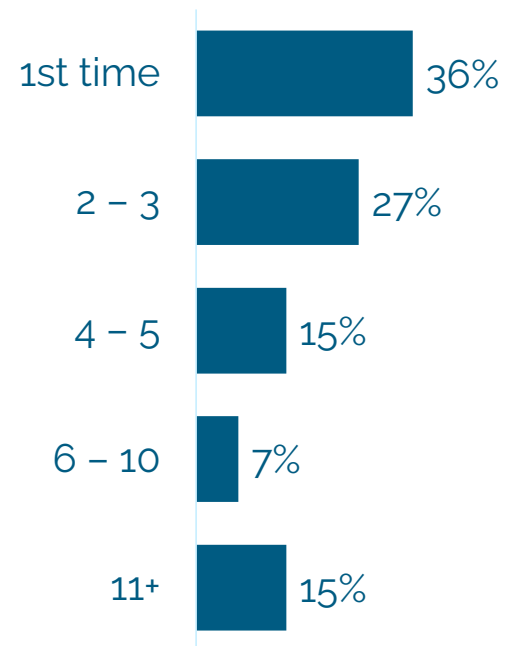
RACE*

» Nearly **9 in 10** visitors to the Amelia Island area were **Caucasian/White**



NEW & RETURNING VISITORS

- » Over **1 in 3** visitors said **this was their first time visiting** the Amelia Island area
- » Nearly **1 in 6** visitors were loyalists, having visited **over 10 times**

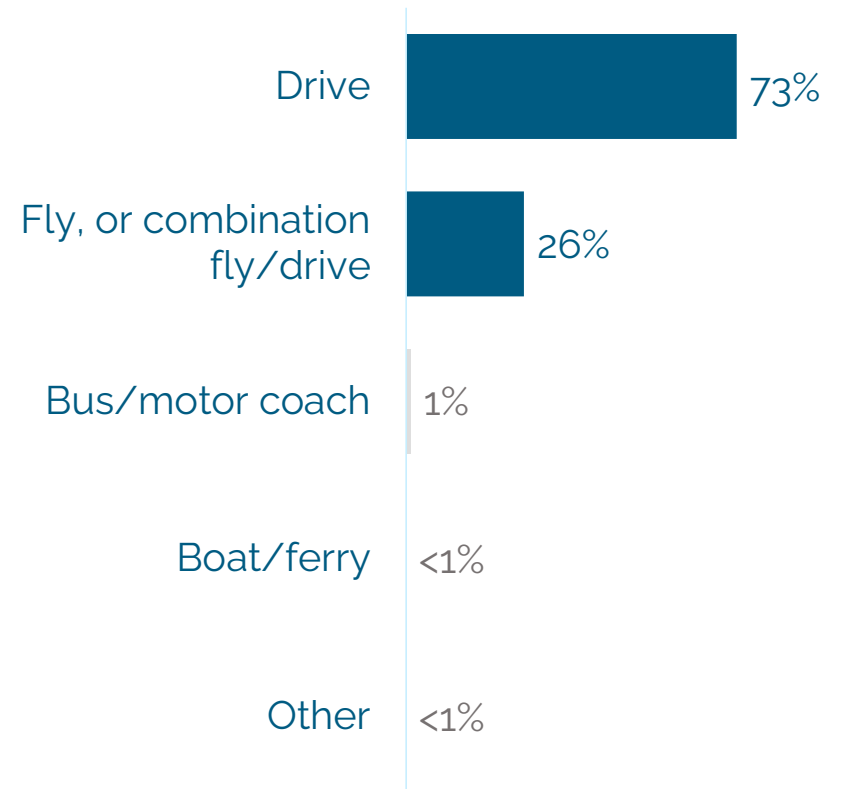


VISITOR JOURNEY: TRIP EXPERIENCE



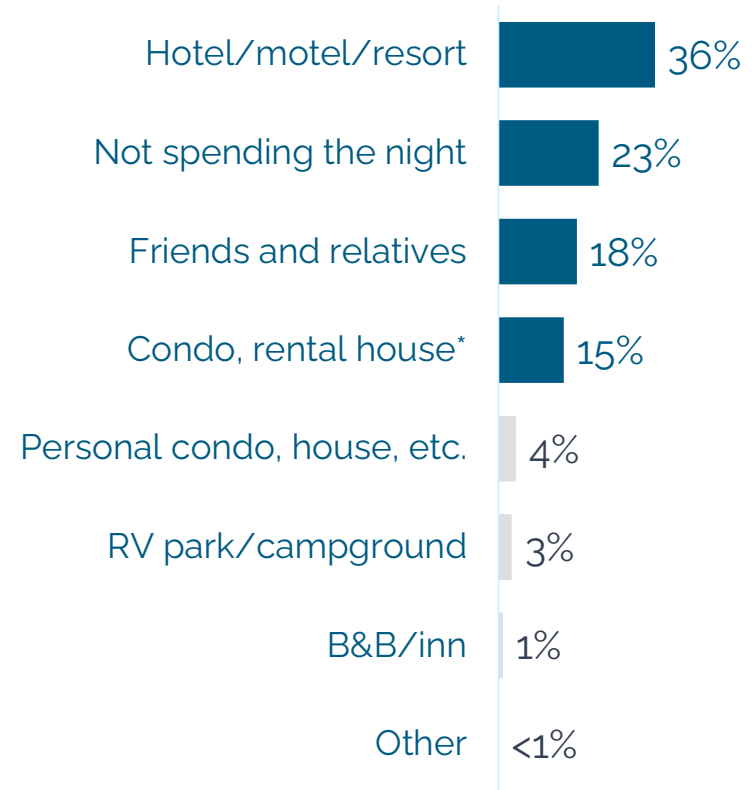
TRANSPORTATION

- » Nearly **3 in 4** visitors **drove** to the Amelia Island area
- » **89%** of visitors who flew to the area used the **Jacksonville International Airport** (**23%** of all visitors)



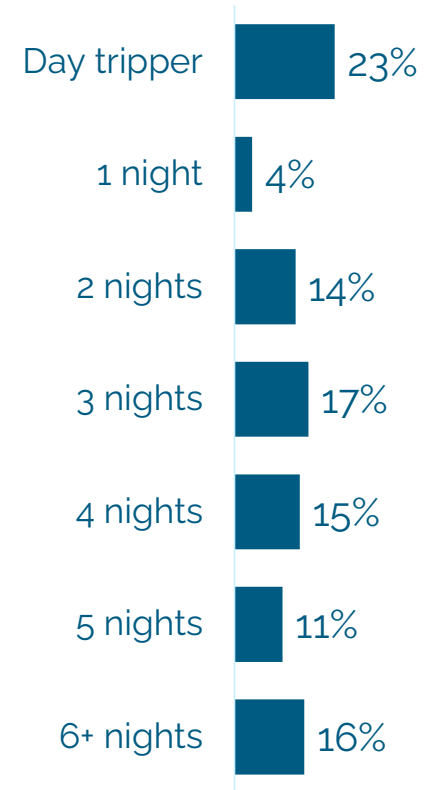
ACCOMMODATIONS

- » Over **1 in 3** visitors stayed overnight in a **hotel, motel, or resort**
- » Nearly **1 in 5** stayed with **friends and relatives**
- » Nearly **1 in 4** did not stay overnight
- » Nearly **1 in 6** stayed at a **condo or rental house**



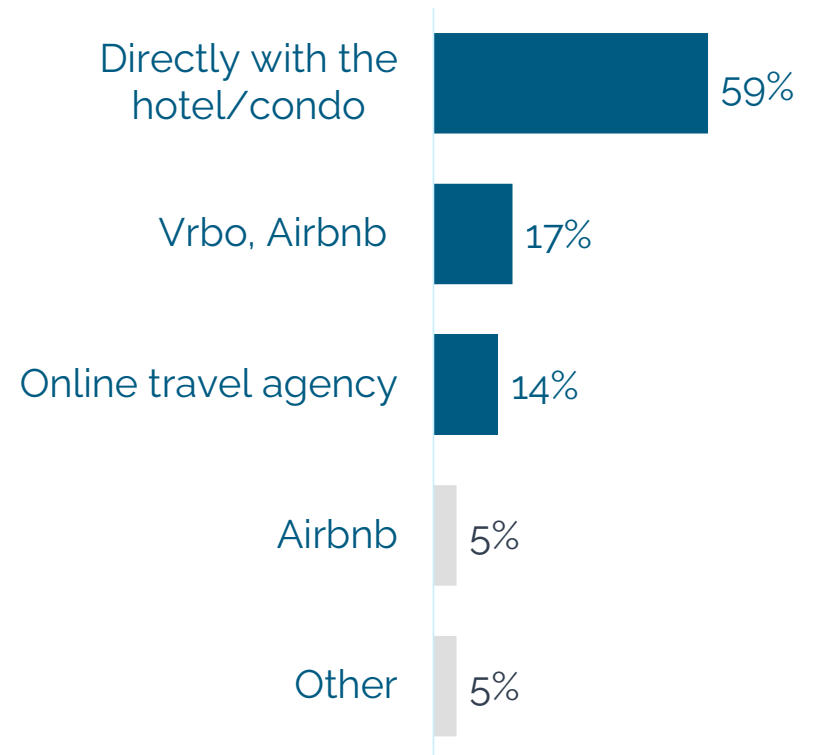
NIGHTS STAYED

- » Typical visitors stayed **3.4 nights** in the Amelia Island area
- » Typical visitors staying in paid accommodations stayed **3.7 nights** in the Amelia Island area



ACCOMMODATION BOOKING

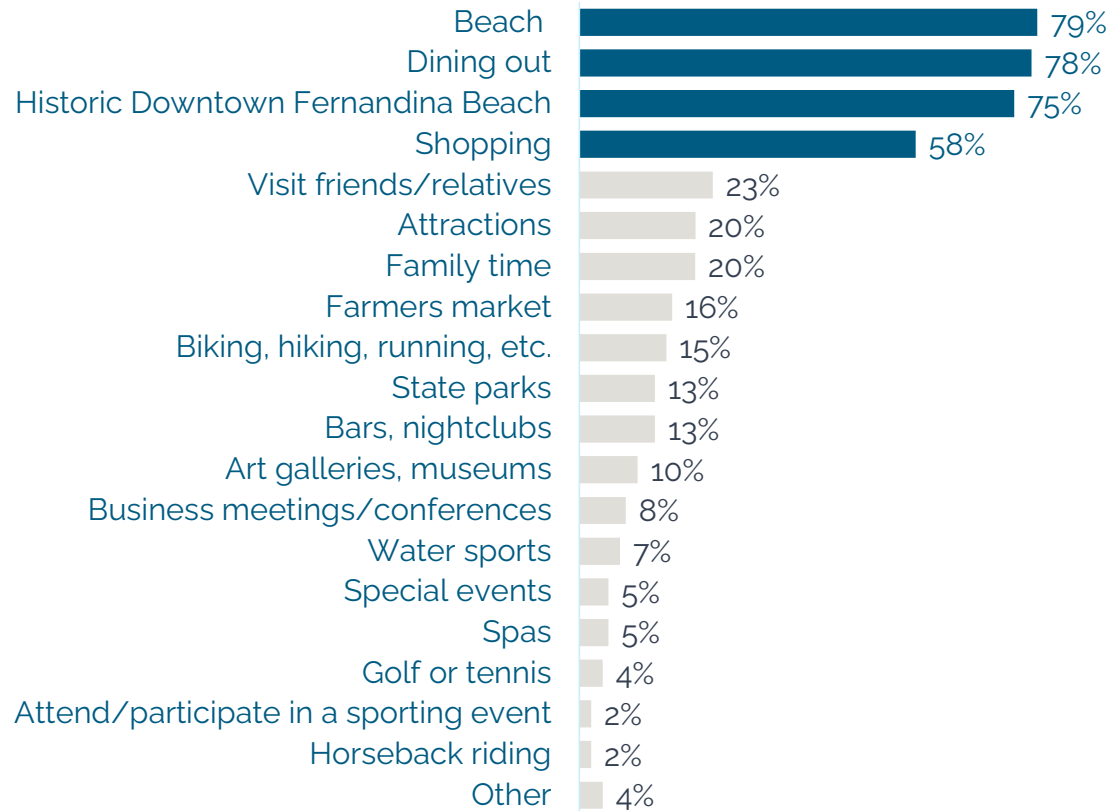
- » Nearly **3 in 5** visitors booked their trip to the Amelia Island area **directly with the hotel/condo**
- » Over **1 in 6** visitors booked through **Vrbo or Airbnb**



VISITOR ACTIVITIES*

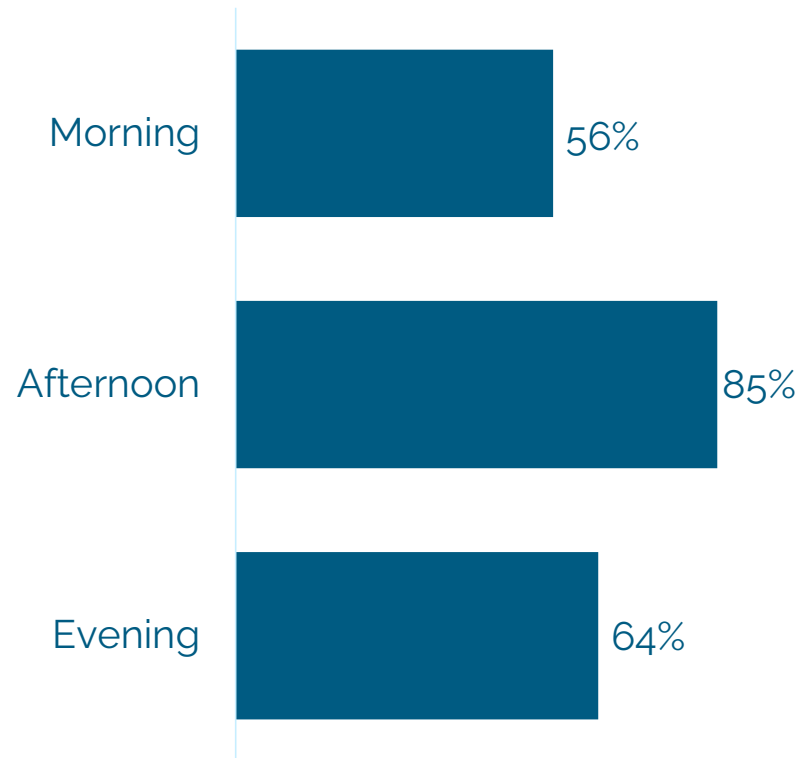
» Top activities enjoyed by visitors this quarter included:

- » **Visiting the beach**
- » **Eating at restaurants**
- » **Exploring Historic Downtown Fernandina Beach**
- » **Shopping**



VISITING HISTORIC DOWNTOWN*

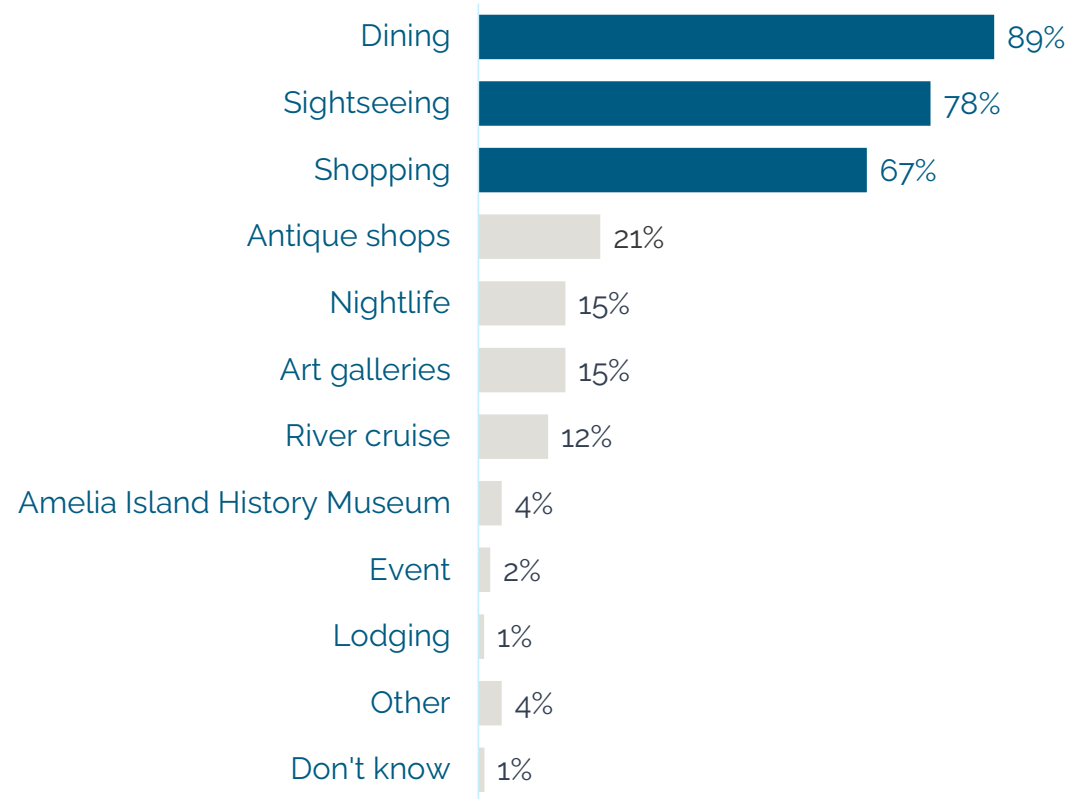
- » Those who visited **Historic Downtown Fernandina Beach** did so an average of **2.5 times** during their stay
- » Nearly **9 in 10** visited during the **afternoon**



*Multiple responses permitted.
Based on all visitors to Historic Downtown.

REASON FOR VISITING HISTORIC DOWNTOWN*

- » Nearly **9 in 10** visitors to Historic Downtown Fernandina Beach go there to **dine at restaurants**
- » Nearly **4 in 5** go to the area to **sightsee**
- » Over **2 in 3** go to the area to **shop**



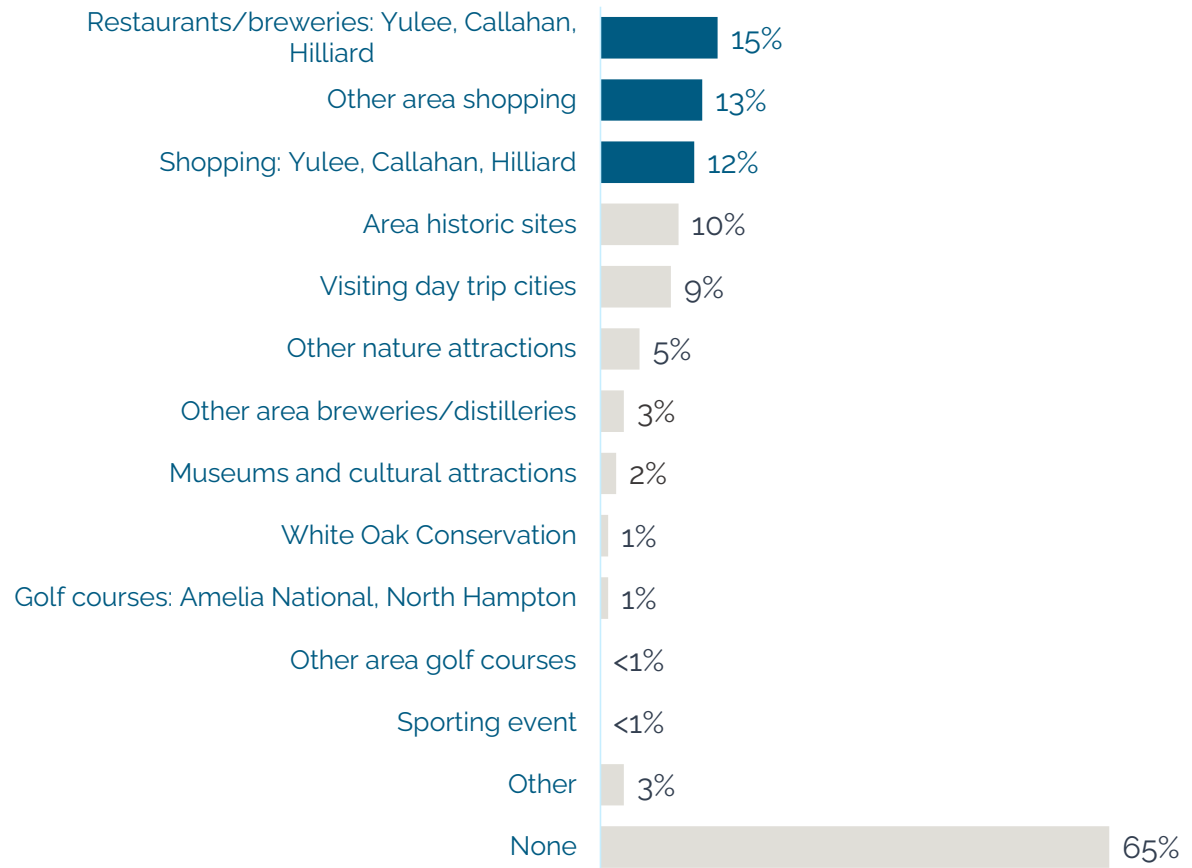
AREAS FOR IMPROVEMENT: DOWNTOWN*



- » Better solutions for parking
- » More activities for children
- » More public restrooms
- » More benches and picnic tables, particularly along the waterfront
- » More coffee shops
- » However, visitors love the pocket park, the flowers, the benches honoring loved ones, and the overall quaint charm.

OFF-ISLAND ACTIVITIES*

- » Around **1 in 7** visitors to Amelia Island also visit **restaurants, breweries, and shops** in Yulee, Callahan, or Hilliard
- » Nearly **2 in 3** Amelia Island visitors do not engage in any activities off-island



*Multiple responses permitted.

TRAVEL PARTY SPENDING

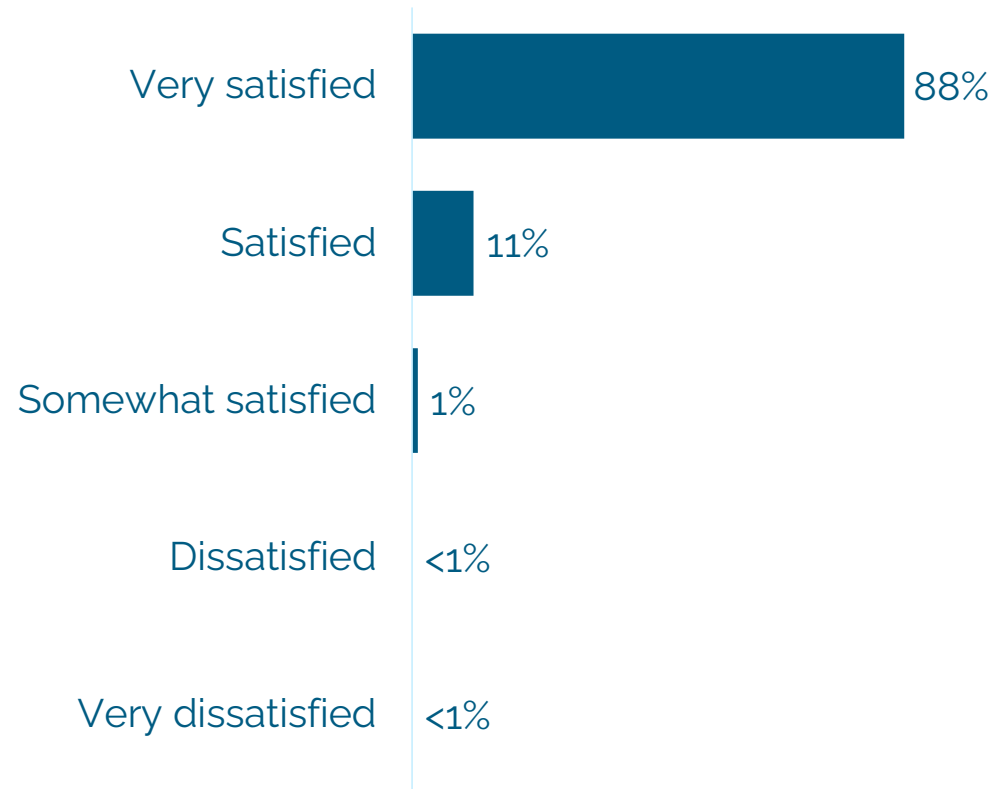
	Daily Spending	Total Spending
Accommodations	\$181	\$615
Restaurants	\$123	\$418
Groceries	\$42	\$143
Shopping	\$99	\$337
Activities & attractions	\$36	\$122
Transportation	\$32	\$109
Other	\$11	\$37
Total	\$524	\$1,782

VISITOR JOURNEY: POST-TRIP



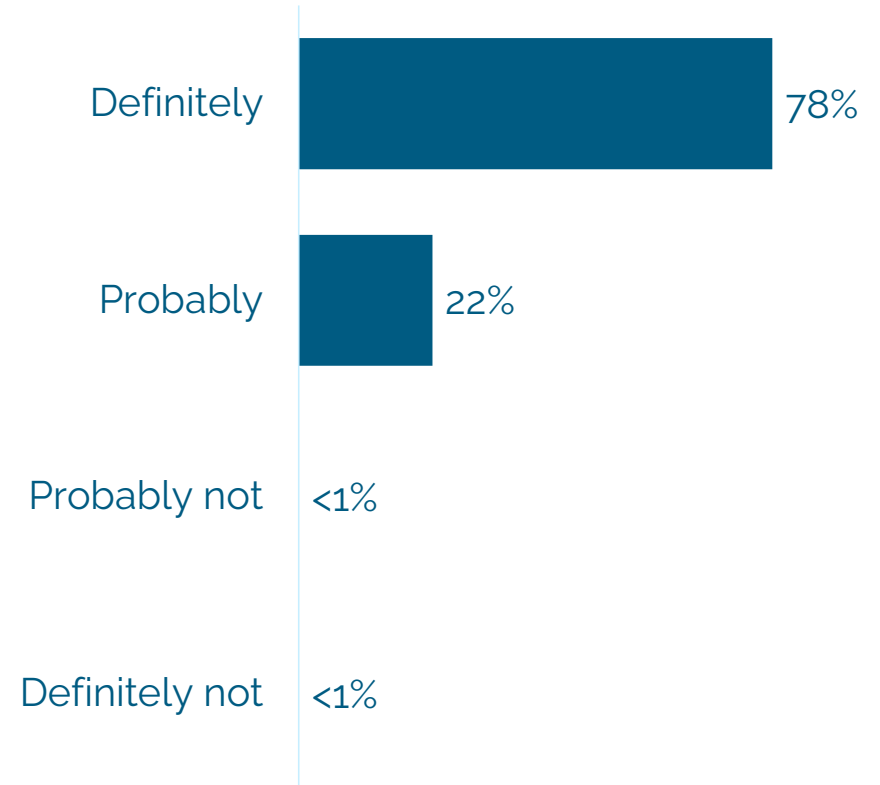
VISITOR SATISFACTION

- » **99%** of visitors were **satisfied** with their trip to Amelia Island
- » Nearly **9 in 10** visitors were **very satisfied** with their trip to Amelia Island



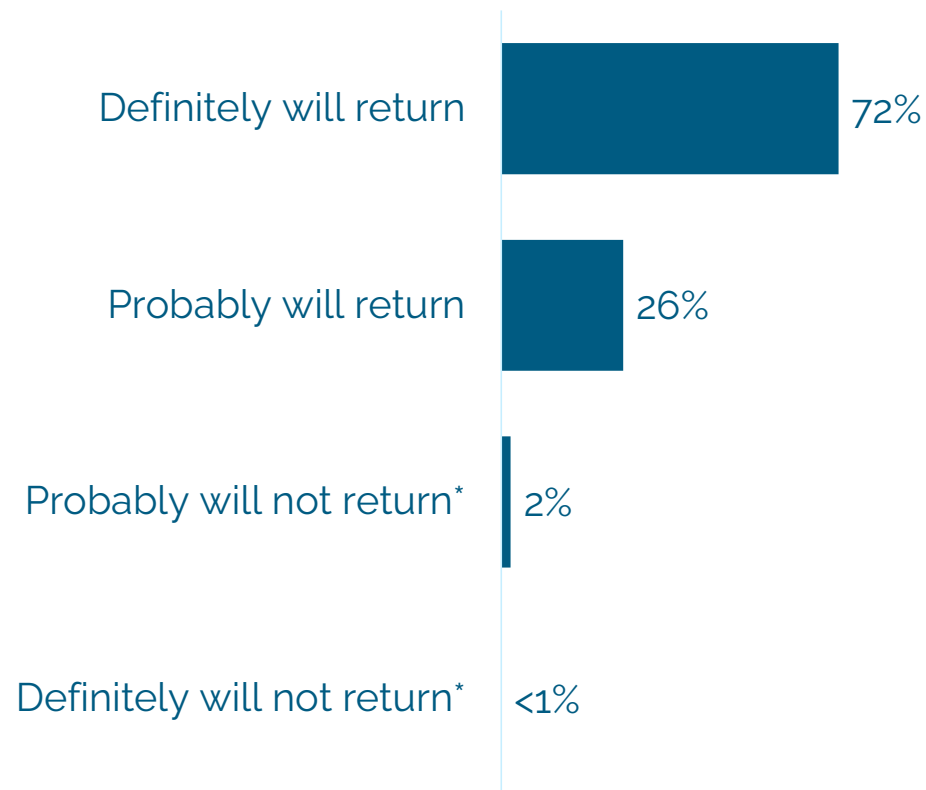
RECOMMENDATION

- » **Nearly all** visitors would recommend the Amelia Island area to others
- » Nearly **4 in 5** would definitely recommend the area



LIKELIHOOD OF RETURNING

- » **98%** of visitors **will return** to the Amelia Island area
- » Over **7 in 10** visitors will **definitely return** to the Amelia Island area
- » The most frequently stated reasons for not returning were only having gone for a specific occasion and a preference for variety in vacation spots

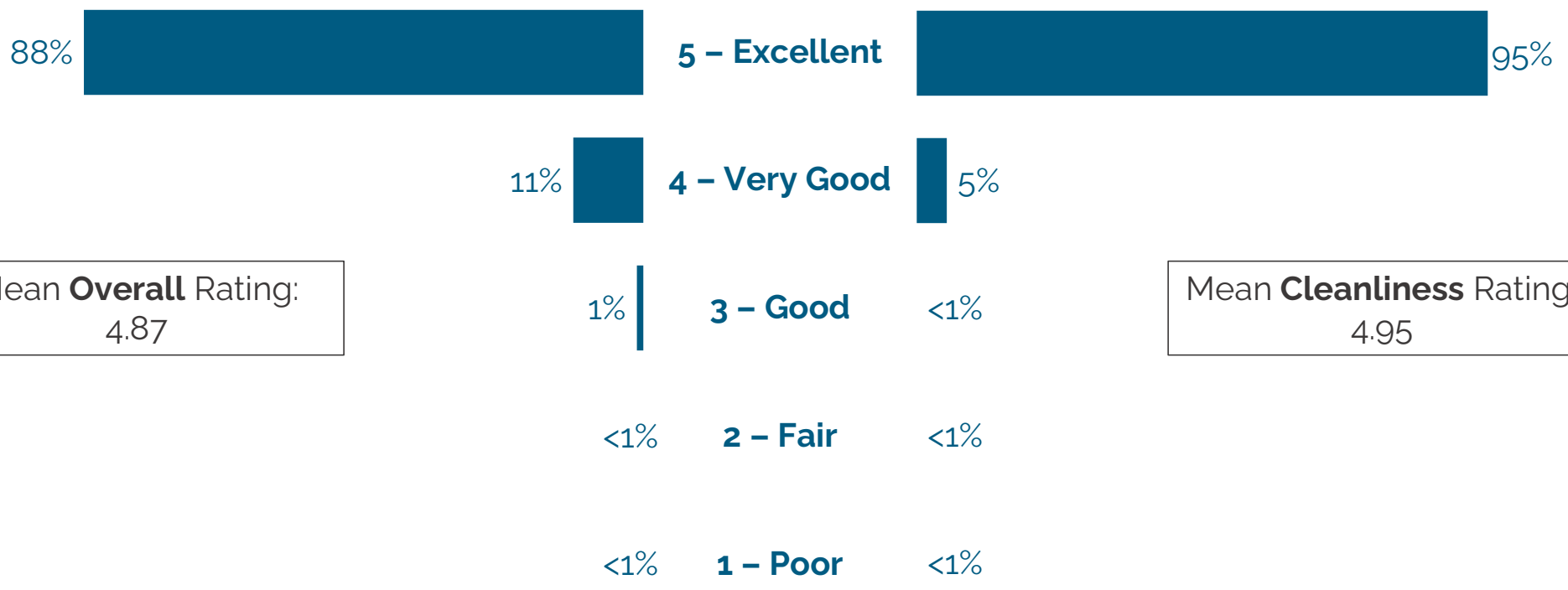


*Those who said they will not return were asked why they were uncertain.

BEACH RATINGS

Overall Beach Rating

Beach Cleanliness Rating



Mean **Overall** Rating:
4.87

Mean **Cleanliness** Rating:
4.95

AREA DESCRIPTIONS*



- » "Amelia Island is quaint, charming, and tranquil, with good beaches and good people!"
- » "It's a high-end beach town. Downtown is remarkable, and the beaches are first-class. It reminds me of Portugal!"
- » "The parking is easy, which makes me feel like you want visitors here!"
- » "It's much more relaxing than other, more crowded beaches. A nice, quiet little island – truly 'Old Florida'."
- » "Amelia Island is a chill, idyllic destination with a growth problem."
- » "The island has a lot of history, including old architecture. The beaches are glorious, but there's more to do here than just that!"
- » "It's a great place for anything – a wedding, a conference, a guys' golf trip, or a family vacation."

METHODOLOGY



Visitor Tracking Study

- » Interviews were completed with [531 visitors](#) in person at events, the beach, The Shops at The Omni, downtown, and online, between [April 1, 2024](#), and [June 30, 2024](#).

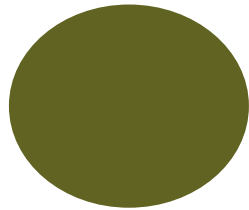
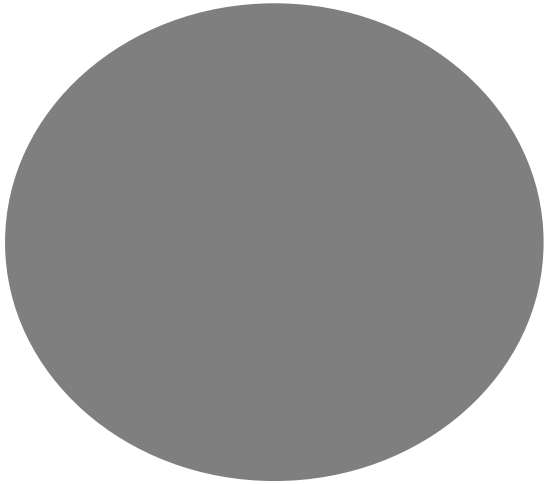
Amelia Island CVB

Visitor Tracking Study April – June 2024

Downs & St. Germain Research
contact@dsg-research.com
850-906-3111 | www.dsg-research.com

AMELIA ISLAND
COME MAKE MEMORIES®





3. Tourism Activity Reports



Tourism Activity Report

April 2024

Mission Statement

Created by the Nassau County Board of County Commissioners in 1988, the Amelia Island Tourist Development Council (AITDC) oversees the development and marketing of Amelia Island as a world-class tourism destination. As provided by Florida law, the AITDC is responsible for the expenditure of revenues received from the levy and imposition of the tourism development tax.

The goals of the AITDC are to generate visitation to Amelia Island and its attractions/special events, thereby increasing tax revenues, including sales taxes and those imposed on the hospitality industry. In turn, those tax revenues may be used to improve the quality of life for the citizens of the community, provide support for beach re-nourishment, and ensure a viable hospitality industry.

The key marketing focus areas of Amelia Island TDC are:

Events & Promotions:

- Visitor Services
- Partnership Meetings
- Travel & Trade
- Special Events

Marketing:

- Operations
- Strategy
- Website & Digital
- Content & Social
- Collateral

Public Relations:

- Writers & Influencers
- Press & Outreach
- Communication
- Promotions

Events & Promotions

Visitor Services

- April 2024 – Number of Visitors – 2,750; Number of Welcome Bags Prepared – 370
- On-Going Operations: Prepare welcome packets for meetings and tours, check hotel availability, assist visitors with area information and direction to visitors, encouraging first-time and repeat visitation, assist with dining, and hotel reservations, encouraging first-time and repeat visitation. Displays and distributes information of potential interest to guests including lodging activities and events. Assist conference groups with area information when needed.

Partner Relations

- Continued planning and development of Dining Month promotion.
- Development of Amelia Island Shrimp Challenge 2024, May 1st – August 30th
- Attended Destination Florida Marketing Summit Clearwater providing DMO best practices and current trends in the market.
- Strategy call with Downs and St Germain for intercept and online surveying
- Continued Wheel the World accessibility partnership, built relationships with partners to be involved
- Attended Main Street Meet & Greet to network with tourism partners
- Meet with Florida First Coast of Golf, Jenna Craven, to discuss packaging on Ameliasland.com
- Monthly Newsletter resumed with new layout

Community Outreach and Program Development

- Attended Destinations Florida Marketing Summit in Clearwater, FL
- Produced updated turtle (clean, flat, and dark) season video. Continued partnering with the County, City of Fernandina, and 10 other conservation organizations to enhance our turtle protection and Leave No Trace efforts. Identified areas of improvement and collaboration.
- Briefed Nassau Chamber on TDT Expansion efforts on Mainland/Westside; scheduled follow-up Board of Directors presentation
- Attended Nassau Prosperity Alliance Steering Committee and presented at NE FL Regional Leadership Academy
- Presented to Nonprofit Roundtable Meeting
- NCEDB Lunch with Howard Holley
- Participated in an Interview with Audubon International Stewardship Magazine on conservation efforts
- Continued working on a public awareness campaign for TDT expansion efforts
- Meet with Richard Restino, Arts & Culture Nassau about new structure/activities.
- Attended Fernandina 200 Meetings to finalize 2024 activities.
- Finalized efforts for Nassau County to be the future home of the Florida Museum of Black History, including responding to media requests. Made it to the final round of 8 (#5) destinations. Cut in final round for St. John's County
- Continued working on efforts to fund the Mural Festival and gain formal approvals.
- Continued planning for Downtown to Dunes Trash Cleanup with Keep Nassau Beautiful, Fernandina Beach Main Street, and Leadership Nassau Alums.

Travel & Trade – Meetings, Consumer, International

- As part of Global Meeting Industry Day, conducted an outreach to all on-island meetings properties educating innovative Corporate Social Responsibility initiatives.
- Attended Destinations Florida annual Marketing Summit and Board Meeting
- Completed all pre-event initiatives for IPW global conference.
- Finalized all efforts and media strategy associated with incremental Q3/Q4 efforts.
- Destination was featured within the May issue of Convention South Magazine with article, advertorial and full-page ad.
- Provided Cvent follow up efforts for all posted meetings RFPs

Special Events

- Execution of Global Meetings Industry Day with Hampton Inn downtown, Omni Amelia Island, Ritz-Carlton, Amelia Island, Residence Inn, and partnering with Nassau County Humane Society highlighting how Amelia Island values meetings and events. The Amelia Island event garnered global recognition as featured on the US Travel Association “Thank You” email.
- Met with Hagerty regarding *The Amelia* results and economic impact. Began work on the amendment for the 2025 event for sponsorship.
- Submission of Dickens on Centre contract paperwork for Jason Woods (entertainment), Kristen Siech (entertainment), Coastal Current (electric & power), AVL (staging and production).
- Attended various 2nd Annual Songwriter Festival events, representing AICVB/TDC.
- Worked with Starmark on vendor page and payment system for Dickens on Centre.
- Reviewed, agreed on recommendation, and submission of four sponsorships – Amelia Island Museum of History, Nassau Sports Fishing Association, North Florida Bicycle Club, and Fernandina Beach Main Street.
- Continued work on various logistical details pertaining to the May 18, Bicentennial Opening of the Beaches event.

Marketing

Operations

- Ongoing work on PO requisitions, tracking, invoice processing, managing FY 23 budget and FY24 budget including reallocations and incremental spending
- Ongoing updates to digital signage system in Welcome Center using in-house management platform OptiSigns supporting key messaging – both brand and events like Amelia Island Chamber Music Festival, Fernandina Beach Songwriters Festival, Isle of Eight Flags Shrimp Festival, Fish to Fork and Wild Amelia Nature Festival
- Ongoing work on FY24 budgeting and forecasting based on actual TDT collections, plans and market conditions

Strategy







- Continuous execution and oversight of the annual marketing plan
- FY24 media plan development, monitoring and optimization across all media channels including digital and social channels
 - Responding to 1Q marketing conditions showing softness in projected occupancy, planned and executed key incremental media campaigns targeted at lower funnel travelers:
 - Building awareness and interest in key opportunity international markets “Golden Horseshoe” around Toronto, Canada
 - Launched nationwide promotion in Canada with the Weather Network as an extension of weather-trigger campaign to drive new international visitation
 - Incrementally allocated \$250,000 in media spend to drive immediate/near term visitation and conversion in SE region (GA, SC, NC, TN, VA) plus Orlando, FL
 - Given emerging travel trends in 2024 and the negative impact on travel of inflation, launched strategic incremental media response for FY Q3 – Q4 targeting:
 - Southeast origin markets (FL, GL, SC, NC, VA, TN)
 - Meetings industry professions
 - Northeast and Mid-West key fly markets inclusive of NY and Chicago
 - Golden Horseshoe region of Ontario in FYQ4 to convert off-season visitation (Nov-Feb)
 - UK market and tour operators
 - September Dining Month promotion within SE drive market to create an annual legacy event during seasonally slow month of September
 - Approve creative executions for media program rollouts – updating creative for Brand, SEM, social and niche marketing
 - Refresh appropriate marketing executions to avoid wear out in paid media and social
 - Planning event marketing campaigns and executions including Amelia Island Chamber Music Festival, Amelia Island Songwriters Festival, Shrimp Festival, NTTW, Fish to Fork and Wild Amelia Nature Festival
- Dedicated Meetings support launched and ongoing via digital media and e-marketing
- Local planning and media purchasing in development supporting events as a key brand pillar and in conjunction with key strategic partners
- Ongoing optimization of partner coop programs; coordination with external publishers, agency and internal stakeholders for AICVB dedicated email marketing program
- Ongoing refresh and optimization of cooperative program with Florida’s First Coast of Golf including planning media, messaging and program support for Golfweek Couples Weekend event at Omni Amelia Island Resort on November 17-20, 2024
- Continuous review, optimization and execution of cross-channel Marketing Dashboard for content, blog and email messaging including SEM strategy and partner support
- Ongoing meetings, weddings and group program creative including leveraging partner content

Website & Digital

- Launched Ameliasland.com on WordPress CMS platform 10/1/23
- Launched email leisure program with Starmark support on 10/1/23 consisting of 3-4 emails per month targeted at the leisure consumer
- Dedicated Meetings and Weddings website redesign and optimization ongoing.
- Ongoing creative design, development and launch of AICVB dedicated email marketing program
- Meeting email messaging program targeting planners, tour operators and international travel agents launched
- Continuous update of Calendar of Events featuring Festivals & Events, plus Activities
- Design and development of custom, targeted landing pages to key messaging targets: Meeting Planners, Tour Operators and Travel Agents, plus Press
- Ongoing work on database management and optimization – continual monitoring and optimizing of Welcome series to incorporate demographics and psychographics of existing base for further targeting, increasing data collection and adding new subscribers
- Identified key messaging verticals by month to leverage communications across blogs, email, website and social media to drive business across key segments and holiday and cultural events. April is Nature month with Easter and April Fools Day as well as National Beer Day (3/7), Golfer's Day (4/10) and Earth Day (4/22) in the month
- Blogs in March: Let us Help you Pack your 'Beach Bag', First Friday Foodie Feature: The Patio, Lizzie Fortunato Jewelry Collab, CSR Initiatives for Meetings Groups, Wedding Spotlight, Ways to Get Around, Let There be Brunch!, Quirky National Holidays, Artisanal Finds: Shopping for Treasures on Amelia Island.
- Emails in March: THE RITZ-CARLTON, AMELIA ISLAND exclusive, Nature Lover's Getaway Itinerary/Your Guide to Kayaking On and Off Amelia Island, First Friday Foodie Feature: The Patio, Let There be Brunch!/ OMNI AMELIA ISLAND RESORT/Things to Do on the Water.
- Added animated graphic for additional brand or event messaging as appropriate on each email.

Content & Social

Full report can be found in your packet for reference.

Profile	Audience	Impressions	Engagements	Video Views	Published Posts
Reporting Period Apr 1, 2024 – Apr 30, 2024	42,545	13,490,765	52,587	891,958	187
 visitameliaisland	34,668	1,387,751	7,812	39,749	119
 @AmeliaIslandFlo	3,228	1,590	69	0	8
 Amelia Island, Florida	1,745	25,934	1,276	25,934	8
 Amelia Island, Florida	1,248	2,434	678	0	2
 Visit Amelia Island	1,040	N/A	107	378,200	6
 visitameliaisland	593	N/A	N/A	N/A	10
 Amelia Island	23	12,073,056	42,645	448,075	34

Collateral

- 255 Visitor Guides requested online and shipped.
- 14730 destination brochures distributed in market.
- Special event materials distributed to partners including Singer Song Writer Festival posters, Shrimpfest Fun Run fliers, Isle of 8K Beach Run Posters, Bicentennial Opening of the Beaches event posters.
- Reprinted Amelia Island Dining Guide (25,000 delivered to storage).
- Leave No Trace boardwalk signage reprinted, provided 2 signs for south end condo boardwalk renovation project.

Public Relations

Writers/Influencers

- Finalized itinerary and hosted Nikki Van Son/nikki.vs (April 12-14). Coordinated during her visit as necessary. Followed up afterward. Coverage published.
- Finalized itinerary and helped Innisfree host Su-Jit Lin (April 14-17). Coordinated during her visit as necessary. Followed up afterward. Coverage pending.
- Finalized itinerary and hosted Paige Minear/The Pink Clutch Blog (April 19-21). Coordinated during her visit as necessary. Followed up afterward. Coverage published.
- Finalized itinerary and executed Pets Welcome Here TV shoot (April 29-May 1). Coordinated during shoot as necessary. Followed up afterward. Episode pending.

- Continued planning MICE Media FAM Tour for this summer (Aug TBD).
 - Coordinating lodging partners and dates. Secured The Ritz-Carlton, Amelia Island (Aug. 6-8).
 - Created media list and got approval from client.
- Started planning media visit for Shannon Devine/devinefairytale (May 10-12). Secured The Williams House.
- Started planning media visit for Brittney Naylor/A Mom Well Traveled Blog (May 12-14). Secured Springhill Suites.
- Started planning paid content creator visit for host Brianna Steele/adventuresofatwinmom (June 13-16). Secured Hampton Inn & Suites.
- Continued planning paid content creator visit with Amanda Steijlen to highlight accessibility (June 27-30). Secured Springhill Suites.
- Started planning media visit assistance for Kendra Cunningham/itsmekendrac (July).
- Started planning media visit for Jennifer Pickering/curatedbyjennifer (July 24-26). Secured The Addison on Amelia Island.
- Started planning media visit for Amber Capps/thelongweekender (Aug).
- Continued planning paid content creator visit for Nick and Madison Hearn/thecapturingcouple (Aug. 16-18). Secured Omni Amelia Island Resort.
- Started planning media visit for Cathy Martin/SouthPark Magazine (Aug. 21-24). Secured The Ritz-Carlton, Amelia Island.
- Followed up with Dave Pollard/Toronto Sun after his visit (Nov.). Coverage pending in May.

Press/Outreach

- Prepared release for summer events and distributed nationally.
 - Secured radio interview with First Coast Connect on WJCT News 89.9 FM (May 2). Provided talking points to client and prepped for interview.
- Prepared pitch for summer on Amelia Island and distributed nationally.
 - Sent freelancer Jessica Farthing information about river cruises and the wild horses on Cumberland Island for story with Southern Living.
 - Sent freelancer Lynn Coulter information about dog-friendly beaches for story with HGTV.
- Prepared pitch for Global Meetings Industry Day and distributed to local and industry media. Coverage secured.
 - Correction requested with Smart Meetings.
- Started planning MICE Media Mailers with client. Sent suggested items for the box with messaging.
- Vetted Road Trippin Feature on DC TV and suggested holding until FY25. Client agreed.
- Completed survey for VISIT FLORIDA “Multigen” SMT (March 26) and shared coverage report with client.
- Provided information about Green Lodging properties to freelancer Carrie Bell for story with The Points Guy.
- Followed up with Jayln Robinson/Travel and Leisure about Best Small Towns 2024.
- Provided information about downtown Fernandina Beach to Jennifer Green with Atlanta Magazine.

- Reviewed Audubon International's Earth Day release and provided edits.
- Submitted VISIT FLORIDA Editorial leads for What's New Summer 2024 and Sundowner Spots.
- Submitted Tourism Marketing Today Quick Trip about Global Meetings Industry Day.

Promotional / Partnerships

- Connected with Yelp Jacksonville to discuss Elite event in August prior to Restaurant Month.
- Continued planning Garden & Gun + Amelia Island Supper event. Reviewed proposal, met with Garden & Gun and Amelia Island, confirmed participation, assisting with site visit, etc.

Misc.

- Vetting reactive requests and passing if applicable.
- Bi-weekly meetings with AICVB.
- Provided activity and publicity reports.
- Share press visit coverage with partners.

Tourism Activity Report

May 2024

Mission Statement

Created by the Nassau County Board of County Commissioners in 1988, the Amelia Island Tourist Development Council (AITDC) oversees the development and marketing of Amelia Island as a world-class tourism destination. As provided by Florida law, the AITDC is responsible for the expenditure of revenues received from the levy and imposition of the tourism development tax.

The goals of the AITDC are to generate visitation to Amelia Island and its attractions/special events, thereby increasing tax revenues, including sales taxes and those imposed on the hospitality industry. In turn, those tax revenues may be used to improve the quality of life for the citizens of the community, provide support for beach re-nourishment, and ensure a viable hospitality industry.

The key marketing focus areas of Amelia Island TDC are:

Events & Promotions:

- Visitor Services
- Partnership Meetings
- Travel & Trade
- Special Events

Marketing:

- Operations
- Strategy
- Website & Digital
- Content & Social
- Collateral

Public Relations:

- Writers & Influencers
- Press & Outreach
- Communication
- Promotions

Events & Promotions

Visitor Services

- May 2024 – Number of Visitors – 2,511; Number of Welcome Bags Prepared – 150
- On-Going Operations: Prepare welcome packets for meetings and tours, check hotel availability, assist visitors with area information and direction to visitors, encouraging first-time and repeat visitation, assist with dining, and hotel reservations, encouraging first-time and repeat visitation. Displays and distributes information of potential interest to guests including lodging activities and events. Assist conference groups with area information when needed.

Partner Relations

- Met with Florida's First Coast of Golf to discuss partnership with Golf packages.
- Developed partnership with Barnabas Center and possible charitable piece to September Dining Month.
- Assisted with the Bicentennial Opening of the Beaches event and 5k beach run setup and break down.
- Connected local children's book author with the JAI "Amelia Island Marketplace" purchasing.
- Initiated the outreach to area restaurants for participation in the 2024 Inaugural Amelia Island Dining Month

Community Outreach and Program Development

- Made a presentation to the Nassau chapter of the Northeast FL Builders Association providing an overview and impact of tourism on the destination
- Conducted a site walk-through with Garden and Gun Magazine for the October event
- Presented to the Florida Restaurant and Lodging Association and the 85 attending members along with Jacksonville, St John & Clay County CVBs on the state of the region.
- Met with Mason Dixon polling to discuss polling Mainland residents to support TDT expansion.
- Presented to the Nassau County Economic Development Board to discuss potential TDT expansion to the mainland.
- Presented to Chamber of Commerce Board of Directors to discuss potential support of TDT expansion.
- Presented to the Westside Prayer Breakfast in Callahan re: TDT expansion.
- Attended WestSide Regional Lunch to discuss potential support of TDT expansion.
- Co-sponsored and attended the "Downtown to Dunes" Clean-up with Keep Nassau Beautiful. Coordinated attendance by AI Ambassadors to assist.
- Met with executive leaders of Barnabas to discuss potential alignment and partnership with upcoming Amelia Island Dining Month.

Travel & Trade – Meetings, Consumer, International

- Attended IPW Travel Trade Conference in Los Angeles May 3-8, executing a total of 44 pre-scheduled meetings negotiating international destination sales.
- Conducted meetings with Golfweek relating to November Couples Golf event logistics
- Reviewed and facilitated distribution and vetting of 40 CVENT meeting RFPs to destination hotels.
- Met with TravPRO to provide strategic platform input.
- Attended the Florida's First Coast of Golf Board Meeting to discuss the state of Golf in the destination.
- Attended Global Traveler meeting and received designation of "Best US Island"

- Wrote and submitted entries for the 2024 Visit Florida Flagler Awards.

Special Events

- PRI and Luxe Picnics by Les contracts and packets in process for Dickens on Centre.
- Finalized Shrimp Challenge signage and giveaways for Shrimp Festival through August 31, 2024.
- Finalized Dickens on Centre 2024 vendor application to open on May 8 to past vendors.
- Organized AICVB team and participation in Shrimp Festival Parade.
- Launched Shrimp Challenge.
- Secured Annual Meeting date and location.
- Attended Keep Nassau Beautiful Cocktails in the Garden event, representing AICVB/TDC
- Executed Bicentennial Opening of the Beaches event at Main Beach Park and Isle of 8K Run at Peters Point.
- Dickens on Centre vendor applications open and sold out by month's end with 101 vendors.
- Attended and presented Sponsorship recommendations for funding at TDC meeting.
- Met with Yelp to discuss Yelp Elite event surrounding Amelia Island Dining Month.

Marketing

Operations

- Ongoing work on PO requisitions, tracking, invoice processing, managing FY 23 budget and FY24 budget including reallocations and incremental spending
- Ongoing updates to digital signage system in Welcome Center using in-house management platform OptiSigns supporting key messaging – both brand and events like Sounds on Centre, Amelia Island Dining Month, Kingfish Tournament, Amelia Island Dance Festival, and Les DeMerle Jazz Festival
- Ongoing work on FY24 budgeting and forecasting based on actual TDT collections, plans and market conditions

Strategy

- Analyze weekly STR report and KeyData information and distribute performance report to stakeholders weekly.
- Continuous execution and oversight of the annual marketing plan
- FY24 media plan development, monitoring and optimization across all media channels including digital and social channels
 - Responding to 1Q marketing conditions showing softness in projected occupancy, planned and executed key incremental media campaigns targeted at lower funnel travelers:

- Building awareness and interest in key opportunity international markets “Golden Horseshoe” around Toronto, Canada
- Launched nationwide promotion in Canada with the Weather Network as an extension of weather-trigger campaign to drive new international visitation
- Incrementally allocated \$250,000 in media spend to drive immediate/near term visitation and conversion in SE region (GA, SC, NC, TN, VA) plus Orlando, FL
- Given emerging travel trends in 2024 and the negative impact on travel of inflation, launched strategic incremental media response for FY Q3 – Q4 targeting:
 - Southeast origin markets (FL, GA, SC, NC, VA, TN)
 - Meetings industry professions
 - Northeast and Mid-West key fly markets inclusive of NY and Chicago
 - Golden Horseshoe region of Ontario in FYQ4 to convert off-season visitation (Nov-Feb)
 - UK market and tour operators
 - September Dining Month promotion within SE drive market to create an annual legacy event during seasonally slow month of September
- Approve creative executions for media program rollouts – updating creative for Brand, SEM, social and niche marketing
- Refresh appropriate marketing executions to avoid wear out in paid media and social
- Planning event marketing campaigns and executions including Amelia Island Chamber Music Festival, Amelia Island Songwriters Festival, Shrimp Festival, NTTW, Fish to Fork and Wild Amelia Nature Festival
- Dedicated Meetings support launched and ongoing via digital media and e-marketing
- Local planning and media purchasing in development supporting events as a key brand pillar and in conjunction with key strategic partners
- Ongoing optimization of partner coop programs; coordination with external publishers, agency and internal stakeholders for AICVB dedicated email marketing program
- Ongoing refresh and optimization of cooperative program with Florida’s First Coast of Golf including planning media, messaging and program support for Golfweek Couples Weekend event at Omni Amelia Island Resort on November 17-20, 2024
- Continuous review, optimization and execution of cross-channel Marketing Dashboard for content, blog and email messaging including SEM strategy and partner support
- Ongoing meetings, weddings and group program creative including leveraging partner content
- Extensive ideations and strategic direction on the evolution of the 2024 Consumer Inspiration Guide as well as the development of a new on-island consumer piece, the 2024 Consumer Discovery Guide






Website & Digital

- Launched Ameliasland.com on WordPress CMS platform 10/1/23
- Launched email leisure program with Starmark support on 10/1/23 consisting of 3-4 emails per month targeted at the leisure consumer
- Dedicated Meetings and Weddings website redesign and optimization ongoing.
- Ongoing creative design, development and launch of AICVB dedicated email marketing program
- Meeting email messaging program targeting planners, tour operators and international travel agents launched
- Continuous update of Calendar of Events featuring Festivals & Events, plus Activities
- Design and development of custom, targeted landing pages to key messaging targets: Meeting Planners, Tour Operators and Travel Agents, plus Press
- Ongoing work on database management and optimization – continual monitoring and optimizing of Welcome series to incorporate demographics and psychographics of existing base for further targeting, increasing data collection and adding new subscribers
- Identified key messaging verticals by month to leverage communications across blogs, email, website and social media to drive business across key segments and holiday and cultural events. May is General month with Memorial Day and May Day as well as International Tiara Day (5/24), National Wine Day (5/25) and National Chocolate Chip Day (5/15) in the month
- Blogs in May: Going Green is an Easy Lifestyle on Amelia Island; First Friday Foodie Feature: Marche Burette; Kids Summer Camps; Savoring the Flavors of Amelia Island's Food Truck Scene; Wedding Spotlight; Frozen Cocktails for that Island Summer Heat; Thrilling Teen Adventures on Amelia Island; What's New This Summer; Amelia Island After Dark: The Island's Most Unique Nightlife Experiences; Summer Events.
- Emails in May: RESIDENCE INN exclusive; Oh, The Places You'll Go – a Father's Day Itinerary/OMNI AMELIA ISLAND RESORT/First Friday Foodie Feature: Marche Burette; Artisan Finds: Shopping for Treasures on Amelia Island/HAMPTON INN DOWNTOWN/Summer Camps on Amelia Island.
- Added animated graphic for additional brand or event messaging as appropriate on each email.

Content & Social

Full report can be found in your packet for reference.

Tourism Activity Report

Profile	Audience	Impressions	Engagements	Video Views	Published Posts
Reporting Period May 1, 2024 – May 31, 2024	158,276	9,506,609	34,818	1,526,821	168
 Amelia Island	115,182	9,058,619	26,528	594,359	22
 visitameliaisland	35,124	419,339	6,245	46,163	113
 @AmeliaIslandFlo	3,233	1,379	95	0	6
 Amelia Island, Florida	1,814	21,812	751	21,812	7
 Amelia Island, Florida	1,279	5,460	1,095	0	5
 Visit Amelia Island	1,050	N/A	104	864,487	2
 Visit Amelia Island	594	N/A	N/A	N/A	13

Collateral

- 25 cases of destination brochures distributed to local tourism partners
- 400 Inspiration Guides shipped to fulfill online requests.

Public Relations

Writers/Influencers

- Executed Pets Welcome Here TV shoot (April 29-May 1). Followed up after visit. Received syndication information and shared with client. Received preview of episode and shared with client.
- Finalized itinerary and hosted Shannon Devine/devinefairytale (May 10-12). Assisted during visit as necessary, followed up after visit, coverage published.
- Finalized itinerary and hosted Brittney Naylor/A Mom Well Traveled Blog (May 12-14). Assisted during visit as necessary, followed up after visit, coverage published.
- Continued planning paid content creator visit for host Brianna Steele/adventuresofatwinmom (June 13-16).
- Continued planning paid content creator visit with Amanda Steijlen to highlight accessibility (June 27-30).
- Connected with Rachel Malpeli/Miami Herald about upcoming stay on Amelia Island. Agreed to assist with one activity and one meal (July). Started planning.

- Received request from Colin Mukri/colinandmeg, vetted and agreed to reimburse for entry to Fort Clinch State Park (July).
- Continued planning media visit for Jennifer Pickering/curatedbyjennifer (July 24-26).
- Continued planning MICE Media FAM Tour for this summer (Aug 6-10).
- Met with Innisfree but they did not respond about hosting. Secured Hampton Inn & Suites Aug. 8-10.
- Finalized RSVP form and invite graphic.
- Finalized media list and invited media. Secured two writers: Lydia Gregory, Managing Editor / Recommend and Staff Writer / Prevue; Lisa Grimaldi, Northstar Meetings Group/M&C/Incentive. Did follow up to first group of invites.
- Started planning itinerary.
- Continued planning media visit for Amber Capps/thelongweekender (Aug). Secured Destination Amelia.
- Discussing future press visit with Rita Cook/The Insider Mag.
- Started discussing future press visit with Diana Blinks/withtheblinks.
- Started discussing future press visit with Anna Leigh Wilson/thebucketlistvagabond.
- Pitched Amelia Island as host for Jim Root's new television series on Amazon.
- Prepared list of foodie influencers and writers for future hosting and upcoming foodie media mailer.

Press/Outreach

- Prepared pitch for new flights at JAX (tie in with summer) and distributed to key markets.
- Prepared release for 2023 Voice of Tourism report and National Travel and Tourism week recap and distributed locally and to trade. Coverage published.
- Prepared release for Global Traveler Best Island in the U.S. award and distributed nationally and to trade. Coverage published.
- Coordinated interview with Gil Langley and WJCT.
- Continued planning MICE Media Mailers with client. Connected with Bill Diaz at Media Fast about video bifolds.
- Provided images of dog-friendly beaches to Lynn Coulter for HGTV.com.
- Submitted HERO lead to Zachary Mack for Best Life article on best foodie road trips in the U.S.
- Provided image release to WhereverFamily for summer pitch article.
- Submitted VISIT FLORIDA Editorial leads for Luxury.
- Submitted Tourism Marketing Today NTTW recap.
- Submitted Tourism Marketing Today Quick Trip about Global Travel Best Island award.

Promotional / Partnerships

- Received and reviewed social media giveaway opportunities with Orlando Weekly and Creative Loafing and sent to client for review (for Dining Month).
- Started planning foodie influencer media mailer campaign for Dining Month, Amelia Island Cookout and Worth Tasting event.
- Outreach to The Ritz-Carlton, Amelia Island to meet and include in campaign.
- Met with Yelp Jacksonville solo and with client to plan Dining Month Elite event (Aug. 22).
- Continued planning Garden & Gun + Amelia Island Supper event. Their team visited to review venue options.

Misc.

- Provided recap of ATLSFW for award entries.
- Provided the FY25 Program of Work. Started prepping the FY25 PR budget and streamlining FY25 PR plans.
- Vetting reactive requests and passing if applicable.
- Bi-weekly meetings with AICVB.
- Provided activity and publicity reports.
- Share press visit coverage with partners.

Tourism Activity Report

June 2024

Mission Statement

Created by the Nassau County Board of County Commissioners in 1988, the Amelia Island Tourist Development Council (AITDC) oversees the development and marketing of Amelia Island as a world-class tourism destination. As provided by Florida law, the AITDC is responsible for the expenditure of revenues received from the levy and imposition of the tourism development tax.

The goals of the AITDC are to generate visitation to Amelia Island and its attractions/special events, thereby increasing tax revenues, including sales taxes and those imposed on the hospitality industry. In turn, those tax revenues may be used to improve the quality of life for the citizens of the community, provide support for beach re-nourishment, and ensure a viable hospitality industry.

The key marketing focus areas of Amelia Island TDC are:

Events & Promotions:

- Visitor Services
- Partnership Meetings
- Travel & Trade
- Special Events

Marketing:

- Operations
- Strategy
- Website & Digital
- Content & Social
- Collateral

Public Relations:

- Writers & Influencers
- Press & Outreach
- Communication
- Promotions

Events & Promotions

Visitor Services

- June 2024 – Number of Visitors – 2,575; Number of Welcome Bags Prepared – 329
- On-Going Operations: Prepare welcome packets for meetings and tours, check hotel availability, assist visitors with area information and direction to visitors, encouraging first-time and repeat visitation, assist with dining, and hotel reservations, encouraging first-time and repeat visitation. Displays and distributes information of potential interest to guests including lodging activities and events. Assist conference groups with area information when needed.

Partner Relations

- New partners business listings setup: Holy Grounds Coffee House and Mimi's Coffee and Boba Tea
- Attended Ribbon Cutting for Surf & Sand and Ash Street Cigar
- Met with Innisfree corporate leadership
- Met with Sunshine VR to familiarize with business and develop a possible meetings / small group venue.
- Met with three Downs & St. Germain surveyors to ensure success of interviewing at new venue.
- Met with senior execs with HVS to discuss overall state of Tourism in Nassau County
- Secured participation commitment by 23 area restaurants for the September Amelia Island Dining Month program.
- Completed the creation of Amelia Island Dining Month creative toolkit for participants.

Community Outreach and Program Development

- Attended the quarterly Nassau County Emergency Operations workshop
- Managed Mason Dixon polling operation to determine next steps re: TDT expansion.
- Support for new Arts and Culture Nassau board, determining how best to support

Travel & Trade – Meetings, Consumer, International

- Reviewed and facilitated distribution and vetting of 43 CVENT meeting RFPs to destination hotels.
- Continued to provide app development input to TravPRO.

Special Events

- Review of Sponsorship amendments for renewal of events for The Amelia (Hagerty), Amelia Island Cookout (Ritz-Carlton, Amelia Island), Seaside Karate Classic (Fernandina Beach Dojo).
- Review and scoring of drone show RFP for Dickens on Centre.
- Meetings with third party suppliers for Dickens After Dark event on December 14.
- Attended BOCC meeting for holiday lighting and Dickens entertainment approvals.
- Formulated theme and meeting flow for Annual Strategic Marketing Meeting in August.
- Work with team to secure restaurant participation for inaugural Amelia Island Dining Month.
- Continued work on Dickens on Centre supplier contracts for production, staging, and transportation.
- Set-up of new ticketing platform for Dickens Enchanted Village and Dickens After Dark.
- Review of five TDC Sponsorship Funding requests for upcoming 2024 and 2025 events and programs.

Marketing

Operations

- Ongoing work on PO requisitions, tracking, invoice processing, managing FY 23 budget and FY24 budget including reallocations and incremental spending
- Ongoing updates to digital signage system in Welcome Center using in-house management platform OptiSigns supporting key messaging – both brand and events like Sounds on Centre, Amelia Island Dining Month, Kingfish Tournament, Amelia Island Dance Festival, and Les DeMerle Jazz Festival
- Ongoing work on FY24 budgeting and forecasting based on actual TDT collections, plans and market conditions

Strategy

- Provide ongoing strategic direction on the brand vision and marketing execution
- Facilitated meetings between Wildlight and a potential Sports Complex developer
- Began development of the FY 2025 Strategic Marketing Plan
- Analyze weekly STR report and KeyData information and distribute performance report to stakeholders weekly.
- Continuous execution and oversight of the annual marketing plan
- FY24 media plan development, monitoring and optimization across all media channels including digital and social channels
 - Responding to 1Q marketing conditions showing softness in projected occupancy, planned and executed key incremental media campaigns targeted at lower funnel travelers:
 - Building awareness and interest in key opportunity international markets “Golden Horseshoe” around Toronto, Canada
 - Launched nationwide promotion in Canada with the Weather Network as an extension of weather-trigger campaign to drive new international visitation
 - Incrementally allocated \$250,000 in media spend to drive immediate/near term visitation and conversion in SE region (GA, SC, NC, TN, VA) plus Orlando, FL
 - Given emerging travel trends in 2024 and the negative impact on travel of inflation, launched strategic incremental media response for FY Q3 – Q4 targeting:
 - Southeast origin markets (FL, GA, SC, NC, VA, TN)
 - Meetings industry professions
 - Northeast and Mid-West key fly markets inclusive of NY and Chicago
 - Golden Horseshoe region of Ontario in FYQ4 to convert off-season visitation (Nov-Feb)
 - UK market and tour operators
 - September Dining Month promotion within SE drive market to create an annual legacy event during seasonally slow month of September
 - Approve creative executions for media program rollouts – updating creative for Brand, SEM, social and niche marketing

- Refresh appropriate marketing executions to avoid wear out in paid media and social
- Planning event marketing campaigns and executions including Amelia Island Chamber Music Festival, Amelia Island Songwriters Festival, Shrimp Festival, NTTW, Fish to Fork and Wild Amelia Nature Festival
- Dedicated Meetings support launched and ongoing via digital media and e-marketing
- Local planning and media purchasing in development supporting events as a key brand pillar and in conjunction with key strategic partners
- Ongoing optimization of partner coop programs; coordination with external publishers, agency and internal stakeholders for AICVB dedicated email marketing program
- Ongoing refresh and optimization of cooperative program with Florida's First Coast of Golf including planning media, messaging and program support for Golfweek Couples Weekend event at Omni Amelia Island Resort on November 17-20, 2024
- Continuous review, optimization and execution of cross-channel Marketing Dashboard for content, blog and email messaging including SEM strategy and partner support
- Ongoing meetings, weddings and group program creative including leveraging partner content
- Extensive ideations and strategic direction on the evolution of the 2024 Consumer Inspiration Guide as well as the development of a new on-island consumer piece, the 2024 Consumer Discovery Guide. Extensive content review and development of printer specifications of both books. Finalized Inspiration Guide for release to printer.








Website & Digital

- Launched Ameliainland.com on WordPress CMS platform 10/1/23
- Launched email leisure program with Starmark support on 10/1/23 consisting of 3-4 emails per month targeted at the leisure consumer
- Dedicated Meetings and Weddings website redesign and optimization ongoing.
- Ongoing creative design, development and launch of AICVB dedicated email marketing program
- Meeting email messaging program targeting planners, tour operators and international travel agents launched
- Continuous update of Calendar of Events featuring Festivals & Events, plus Activities
- Design and development of custom, targeted landing pages to key messaging targets: Meeting Planners, Tour Operators and Travel Agents, plus Press
- Developed key functionality to expand user experience: Beach Bag favoriting plus the opportunity to share your Beach Bag social with friends; On-island customer homepage featuring key information best for optimizing the on-island experience. Added key communications components to Arts & Culture and Foodie Travel Guide to highlight key events interesting to that vertical target.

- Ongoing work on database management and optimization – continual monitoring and optimizing of Welcome series to incorporate demographics and psychographics of existing base for further targeting, increasing data collection and adding new subscribers
- Identified key messaging verticals by month to leverage communications across blogs, email, website and social media to drive business across key segments and holiday and cultural events. June is Beach month with Pride Month, Juneteenth and Father’s Day as well as World Ocean’s Day (6/8), National Golf Card Day (6/13) and World Nature Conservation Day (6/28) in the month
- Blogs in June: Father’s Day; First Friday Foodie Feature: Wicked Bao; July 4th Activities; The History of Amelia Island’s Eight Flags; Top 10 Restaurants with Scenic Water Views; Team-Building Activities on Amelia Island; Beach Safety; Trivia Nights on Amelia Island.
- Emails in June: SAND & SURF FORMERLY COMFORT SUITES exclusive; July 4th Activities/Beach Lovers Itinerary/First Friday Foodie Feature: Wicked Bao; The History of Amelia Island’s Eight Flags/INNKEEPERS (Addison, Fairbanks, Williams House, Blue Heron)/Top 10 Restaurants with Scenic Water Views.
- Added animated graphic for additional brand or event messaging as appropriate on each email.

Content & Social

Full report can be found in your packet for reference.

Profile	Audience	Impressions	Engagements	Video Views	Published Posts
Reporting Period Jun 1, 2024 – Jun 30, 2024	159,830	7,812,351	34,095	1,763,777	119
 Amelia Island	116,163	7,457,477	27,514	788,524	22
 visitameliaisland	35,596	323,119	5,712	155,458	74
 @AmeliaslandFlo	3,247	2,238	110	0	5
 Amelia Island, Florida	1,874	29,073	639	29,073	6
 Amelia Island, Florida	1,291	444	56	0	0
 Visit Amelia Island	1,060	N/A	64	790,722	1
 Visit Amelia Island	599	N/A	N/A	N/A	11

Collateral

- 22 cases of destination brochures distributed to local tourism partners.
- 329 Inspiration Guides shipped to fulfill online requests.

- Historic Walking Tour booklet reprinted (25,000 qty)
- New Inspiration Guide being developed for mailers and trade shows
- New Discovery Guide being developed for in market detailed information
- Amelia Island Dining Month Posters and Rack cards being designed for print

Public Relations

Writers/Influencers

- Followed up with Pets Welcome Here TV (April 29-May 1) about local air date and updated syndication report. Also worked with her to add episode to Amelia Island landing page and copy edits.
- Attended meeting with client and Brand USA for Amelia Island “Lucky in Love” episode planning.
- Finalized itinerary and hosted Colin Mukri/colinandmeg (June 12-16). Assisted during visit as necessary, followed up after visit, coverage published.
- Finalized itinerary and hosted Brianna Steele/adventuresofatwinmom (June 13-16). Assisted during visit as necessary, followed up after visit, coverage published.
- Finalized itinerary and hosted Amanda Steijlen to highlight accessibility (June 27-30). Assisted during visit as necessary, followed up after visit, coverage pending.
- Continued planning visit for Malpeli/Miami Herald (July 5-10). Agreed to assist with one activity and one meal.
- Connected with Chelle Walton/USA Today freelancer and agreed to host (July 9-11). Started planning visit.
- Continued planning media visit for Jennifer Pickering/curatedbyjennifer (July 24-26).
- Continued planning MICE Media FAM Tour for this summer (Aug 6-10). Confirmed media booking flights. Followed up with media invites and secured additional writer, Eming Piansay/Smart Meetings. Followed up again and in talks with Jen Juergens/freelancer for Meetings Today and Christine Loomis/freelancer for Corporate & Incentive Travel.
- Continued planning media visit for Amber Capps/thelongweekender (Aug 16-18).
- Continued discussing future press visit with Diana Blinks/withtheblinks.
- Continued discussing future press visit with Anna Leigh Wilson/thebucketlistvagabond. Decided to pass.
- Reached out to Kae Lani Palmisa/Philadelphia Magazine and invited to visit in the future. No response.

Press/Outreach

- Prepared pitch for Fourth of July and distributed to local and drive markets.
- Conducted outreach to publications in Savannah, Hilton Head and Southeast U.S. for Dining Month Advertorial. Met with LOCAL Life (Hilton Head) and The Local Palate (SE U.S.).
- Continued planning MICE Media Mailers with client.
- Sent summer pitches/releases to lead with Liz Zack, freelancer.
- Sent summer pitches/releases to Helen M Cauley for Summer Fun story in Atlanta Journal-Constitution.

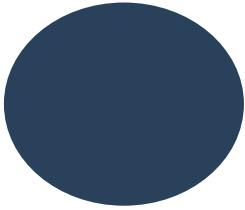
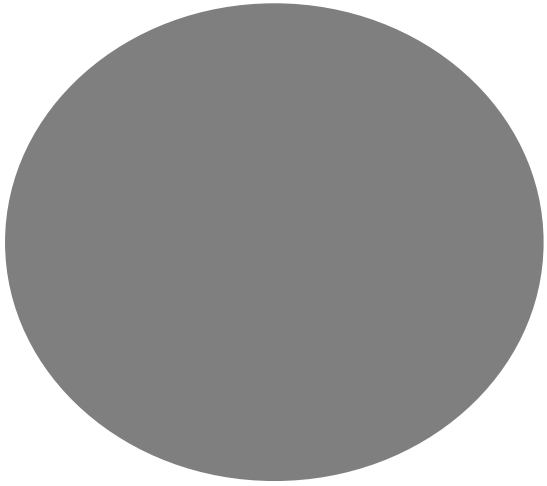
- Submitted pitches to VISIT FLORIDA for Florida for Foodies, Family-Friendly Florida and Budget-Friendly Family Florida.

Promotional / Partnerships

- Provided ideas for Christmas in July (Dickens on Centre related) and discussed with client.
- Continued planning social media giveaway with Orlando Weekly and Creative Loafing (for Dining Month). Secured partners for prize package. Worked with client to provide copy and images.
- Continued planning foodie influencer media mailer campaign for Dining Month, Amelia Island Cookout and Worth Tasting event. Setup meeting with Ritz to gauge involvement. Secured partners for prize package. Sent invites to influencers and secured four: Urvi Patel/Bostonfoodieeats, Laurie Schroeder/laurielivinglife, Kiera Andrews/thisbabeeats, and Donovan Mendez/eatclickrepeat_.
- Continued planning Yelp Elite Jacksonville Dining Month Elite event (Aug. 22). Secured venue.
- Continued planning Garden & Gun Supper. Decided to pass on offering tickets to media.

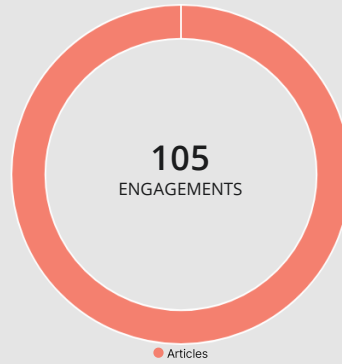
Misc.

- Discussed remaining FY24 Budget and drafted plan.
- Provided the FY25 PR budget and FY25 PR Budget Planning Doc.
- Updated Crisis Communication document and reviewed final.
- Vetting reactive requests and passing if applicable.
- Bi-weekly meetings with AICVB.
- Provided activity and publicity reports.
- Share press visit coverage with partners.



4. Publicity Reports





180.34M
IMPRESSIONS

<https://www.yahoo.com/news/sunshine-state-thrills-guide-best-010000644.html?guccounter=1>

[View on Blog](#)

12.08M
IMPRESSIONS

77
ENGAGEMENTS

The South's Most Legendary Dive Bars
Including historic dimly lit dives, breezy sand-floored tiki spots, old-school piano bars, and beyond. When it's time for a tippie, these 25 best dive bars in the South don't...

Southern Living / Kaitlyn Yarbrough / Mar 16

[View on Blog](#)

8.98M
IMPRESSIONS

1
ENGAGEMENTS

Sunshine State Thrills: A Guide to the Best Outdoor Adventures in Florida
Florida's sun-kissed landscapes and diverse ecosystems are a haven for outdoor adventure activities that promise excitement, beauty, and a whole lot of fun.

Miami Herald / Apr 22

[View on Blog](#)

3.8M
IMPRESSIONS

1
ENGAGEMENTS

7 Florida Beaches To Visit For Every Traveler Type
Seeking the perfect Florida getaway? Here are several beaches in Florida tailored for different types of travelers, from surfers to party-goers.

TheTravel / Julie Tsang / Apr 1

[View on Blog](#)

2.79M
IMPRESSIONS

1
ENGAGEMENTS

Jazz Fest. Shrimp Fest. stadium concerts and other fun things to do in Jacksonville in May
Three stadium concerts in eight days, Shrimp Fest and Jazz Fest are just a few of the fun things to do around Jacksonville in May.

The Florida Times-Union / Tom Szaroleta / Apr 29

[View on Blog](#)

TN **2.07M**
IMPRESSIONS


2
ENGAGEMENTS

*Mentions Amelia Island ranking too


This Nashville pub was voted among the most 'legendary' dive bars by Southern Living
This Nashville pub represents everything there is to love about dive bars: eclectic decor, a welcoming atmosphere and good, cheap beer.


The Tennessee

[View on Blog](#)


 **55,085**
IMPRESSIONS

Meetings Today Print



 **44,000**
IMPRESSIONS

1
ENGAGEMENTS




GMD 2024: Events Scheduled for Global Meetings Industry Day

To mark GMD, Smart Meetings chatted with Geoff Freeman, president and CEO of U.S. Travel Association to

[View on Blog](#)

dnj **42,431**
IMPRESSIONS

*Mentions Amelia Island ranking too




This Nashville pub was voted among the most 'legendary' dive bars by Southern Living

This Nashville pub represents everything there is to love about dive bars: eclectic decor, a welcoming atmosphere and good, cheap beer.

[View on Blog](#)

LC. **41,300**
IMPRESSIONS

*Mentions Amelia Island ranking too




This Nashville pub was voted among the most 'legendary' dive bars by Southern Living

This Nashville pub represents everything there is to love about dive bars: eclectic decor, a welcoming atmosphere and good, cheap beer.

[View on Blog](#)

+ **20,223**
IMPRESSIONS

20
ENGAGEMENTS




Earth Day Signals Call for Green Lodging, Sustainable Community Certification

The Sustainable Communities certification from Audubon International is founded in the three pillars of sustainability – a healthy local environment.

+ Club + Resort Business C&RB Staff / Apr 22

[View on Blog](#)

m **13,652**
IMPRESSIONS



A Pawsitive Impact and More Southern Hospitality News

Discover new and renovated meeting and event spaces across Georgia, South Carolina, and Texas, along with


[View on Blog](#)


 **4,789**
IMPRESSIONS

Fernandina Beach News Leader Print

Pawsitive Impact Unleashed for Global Meetings Industry



 **2,475**
IMPRESSIONS



Audubon International Celebrates Green Communities for Earth Day

<https://www.greenlodgingnews.com/audubon-international-celebrates-green-communities-for-earth-day/>

[View on Blog](#)

 **1**
ENGAGEMENTS


Impressions unknown




KAREN KUZSEL


<https://karenkuzsel.com/2024/04/19/4308/>

[View on Blog](#)


 **1**
ENGAGEMENTS

Impressions unknown



Flipbook by  **issuu** [Publish for free](#)


[View on Blog](#)




Tourism Marketing Today Print

Impressions unknown

[View on Blog](#)



Impressions unknown

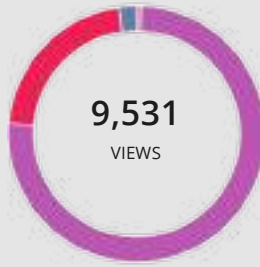


Around JaxPort: Before or After Your Cruise
The Jacksonville cruise port, called JaxPort, is the homeport for the Carnival Elation which plies the Atlantic year-round to the eastern Caribbean, namely the Bahamas.

[View on Blog](#)



- Articles
- Other (Convention South Print)
- Other (Toronto Sun Print)
- Other (Fernandina Beach News-Leader Print)
- Instagram
- TikTok
- Facebook
- Instagram Stories



- Articles
- Instagram
- TikTok
- Facebook



- Articles
- Instagram
- TikTok
- Facebook
- Instagram Stories

These metrics are not aggregated alongside other content channels ([learn why](#))

General Coverage ▾



420.28M
IMPRESSIONS

The 10 Friendliest Towns in the South
Southerners are known for their hospitality, but these 10 cities and towns go above and beyond. Whether you're looking to just relax, or if you're going for that beach life, these are the best spots to visit.

Yakoo Life

[View on Blog](#)

420.28M
IMPRESSIONS

The 10 Best Beach Towns in Florida (Because You Need to Get Away From Here)
Get away from it all.

[View on Blog](#)

19M
IMPRESSIONS

The Best Beach Vacation Spots For Families in 2024
Here are the best of the best right here in the U.S.

True Out United States

[View on Blog](#)

12.08M
IMPRESSIONS

113
ARTICLES

These Are The South's Friendliest Towns
Southerners are known for their hospitality, but these 10 cities and towns go above and beyond. Whether you're looking to just relax, or if you're going for that beach life, these are the best spots to visit.

Southern Living

[View on Blog](#)

5.63M
IMPRESSIONS

246
ARTICLES

The 10 Best Beach Towns in Florida (Because You Need to Get Away From Here)
If you're looking for a great getaway, look no further than these 10 of the best beach towns in Florida. Not only are they beautiful, but they also offer a wide variety of amenities.

FunViva

[View on Blog](#)

3.8M
IMPRESSIONS

2
ARTICLES

10 Best Summer Towns With The Best Beaches in Florida
Summer is here in Florida, and it's time to get out there. Here are 10 of the best beach towns in Florida.

The Travel

[View on Blog](#)

3.8M
IMPRESSIONS

4
HEADLINES



Islands in the U.S. that feel like Europe
The U.S. is home to several islands that capture the essence of European landscapes, culture, and architecture.

The Traveler Travel Inspiration | May 22

[View on Bing](#)

3.8M
IMPRESSIONS

1
HEADLINE



7 Cheap Islands in the US That Are Caribbean Alternatives
Do you love the US for a beach vacation closer home? Islands in America are perfect and fully accessible for anyone who wishes.

The Traveler Travel Inspiration | May 22

[View on Bing](#)

3.03M
IMPRESSIONS

1
HEADLINE

Posted Nov. 2022



Historic St. Augustine and cozy Amelia Island offer amazing Florida options

[View on Bing](#)

S **2.22M**
IMPRESSIONS

1
HEADLINE



New issue of 'Explore Florida & the Caribbean' is going online
It's an annual issue on the web-based tip of the iceberg. *Explore Florida & the Caribbean* provides a guide to the Southern US's tropical islands and the...

Sun Journal Local News | May 22

[View on Bing](#)

OS **1.99M**
IMPRESSIONS

1
HEADLINE



New issue of 'Explore Florida & the Caribbean' is going online
It's an annual issue on the web-based tip of the iceberg. *Explore Florida & the Caribbean* provides a guide to the Southern US's tropical islands and the...

Orlando Sentinel Local News | May 22

[View on Bing](#)

807,294
IMPRESSIONS

1
HEADLINE



Florida has the 'Shark Tooth Capital of the World' - Or beaches where you can find them
The US is home to the 'Shark Tooth Capital of the World'. Here are the best locations in the state for shark hunters to find shark teeth in 2024.

Savanna Reads Home Local News | May 22

[View on Bing](#)

All **334,251**
IMPRESSIONS

9
HEADLINES



Essential Southern Beach trips
Whether you're looking to kick back or unwind or see some special sights, here's your guide to the best beach trips in the South.

Atlanta Magazine Local News | May 22

[View on Bing](#)

114,962
IMPRESSIONS

Toronto Sun Print

Posted Nov. 2022

[View on Bing](#)

46,000
IMPRESSIONS

Page 18 - Rhythmic
Page 102 - Wild Amelia Nature Festival
Page 104 - Amelia Island Dance Festival



City and Shore Explore Florida May 2024 Page 18
cityandshore.com

[View on Bing](#)

44,139
IMPRESSIONS

22
IMPRESSIONS

Pages 60-61
Weekend Jun 2024



Network by **Passio** **Dalbert Inc.**

[View on Bing](#)

43,928
IMPRESSIONS

Interview with Mackinn about summer events around 21:00



Snaps in the Duval County jail
What this article is all about: Snaps in Duval County jail when inmates are the problem of drug trading and...
Read more at the Duval County jail

[View on Bing](#)

25,403
IMPRESSIONS

24
IMPRESSIONS



Family Fun on Amelia Island
Family Fun on Amelia Island, Florida has not to be missed as well as all the fun of events.

Wiseover Family **Wiseover Family**

[View on Bing](#)

18,003
IMPRESSIONS

Convention South Print



ATL of the crazy

ECO-RELECTIC
STAG designer Sydney Dean was inspired by the natural light...
www.ecorelectic.com

[View on Bing](#)

10,042
IMPRESSIONS

1
IMPRESSIONS

1,034 **41**
VIEWS ENGAGEMENTS

[View on TikTok](#)

4,789
IMPRESSIONS

Fernandina Beach News-Leader Print

Report shows Nassau County residents support \$2.2 billion in 2023



NNTW

1,592
IMPRESSIONS

1
IMPRESSIONS



Embrace an island destination for your next meeting or event
What an incredible beach to be a island location...
Read more at the island location...

[View on Bing](#)

1,083
IMPRESSIONS

Instagram Story





1,083

MPHIGONE



southboundz...

1,083 followers

[View profile](#)



[View on Instagram](#)

Brittney Naylor ▾

 64,804
IMPRESSIONS

 5,043
VIEWS

 1,208
ENGAGEMENTS

YouTube metrics are not aggregated alongside other content channels (Learn why)

 **702**
ALL PINS SUCCESSFUL

1 PINS
692 IMPRESSIONS
35 ENGAGEMENTS



Insights:
ELC/ALL E/2020
702 IMPRESSIONS
692 UNCLE IMPRESSIONS
35 ENGAGEMENTS

 **645**
ALL PINS SUCCESSFUL

1 PINS
645 IMPRESSIONS
34 ENGAGEMENTS



Insights:
ELC/ALL E/2020
645 IMPRESSIONS
645 UNCLE IMPRESSIONS
34 ENGAGEMENTS

 **583**
ALL PINS SUCCESSFUL

1 PINS
583 IMPRESSIONS
36 ENGAGEMENTS



Insights:
ELC/ALL E/2020
583 IMPRESSIONS
583 UNCLE IMPRESSIONS
36 ENGAGEMENTS

 **541**
ALL PINS SUCCESSFUL

1 PINS
533 IMPRESSIONS
37 ENGAGEMENTS



Insights:
ELC/ALL E/2020
541 IMPRESSIONS
533 UNCLE IMPRESSIONS

 **296**
ALL PINS SUCCESSFUL

1 PINS
293 IMPRESSIONS
34 ENGAGEMENTS



Insights:
ELC/ALL E/2020
296 IMPRESSIONS
293 UNCLE IMPRESSIONS
34 ENGAGEMENTS

 **118**
ALL PINS SUCCESSFUL

1 PINS
117 IMPRESSIONS
37 ENGAGEMENTS



Insights:
ELC/ALL E/2020
118 IMPRESSIONS
117 UNCLE IMPRESSIONS
37 ENGAGEMENTS

112
IMPRESSIONS

1 UNCLE ENGAGEMENTS
112 UNCLE IMPRESSIONS
10 ENGAGEMENTS

Insights:
8/14/24 8:10am



112
IMPRESSIONS

112
UNCLE
IMPRESSIONS

10
ENGAGEMENTS

110
IMPRESSIONS

1 UNCLE ENGAGEMENTS
104 UNCLE IMPRESSIONS
36 ENGAGEMENTS

Insights:
8/14/24 8:25am



110
IMPRESSIONS

104
UNCLE
IMPRESSIONS

36
ENGAGEMENTS

108
IMPRESSIONS

1 UNCLE ENGAGEMENTS
107 UNCLE IMPRESSIONS
35 ENGAGEMENTS

Insights:
8/14/24 7:18am



108
IMPRESSIONS

107
UNCLE
IMPRESSIONS

35
ENGAGEMENTS

107
IMPRESSIONS

1 UNCLE ENGAGEMENTS
104 UNCLE IMPRESSIONS
34 ENGAGEMENTS

Insights:
8/14/24 8:15am



107
IMPRESSIONS

104
UNCLE
IMPRESSIONS

34
ENGAGEMENTS

104
IMPRESSIONS

1 UNCLE ENGAGEMENTS
104 UNCLE IMPRESSIONS
1 REPLY

Insights:
8/14/24 7:49am



104
IMPRESSIONS

104
UNCLE
IMPRESSIONS

1
REPLIES

94
IMPRESSIONS

1 UNCLE ENGAGEMENTS
94 UNCLE IMPRESSIONS
34 ENGAGEMENTS

Insights:
8/14/24 8:23am



94
IMPRESSIONS

94
UNCLE
IMPRESSIONS

34
ENGAGEMENTS

87
IMPRESSIONS

1 UNCLE ENGAGEMENTS
86 UNCLE IMPRESSIONS
34 ENGAGEMENTS

Insights:
8/14/24 7:32am



87
IMPRESSIONS

86
UNCLE
IMPRESSIONS

34
ENGAGEMENTS

82
IMPRESSIONS

1 UNCLE ENGAGEMENTS
80 UNCLE IMPRESSIONS

Insights:
8/14/24 12:03am



82
IMPRESSIONS

80
UNCLE
IMPRESSIONS

56,000
IMPRESSIONS

55 UNCLE ENGAGEMENTS
10 REPLY

Insights:
8/14/24 8:23am



**The Ultimate Family Meal in
Aneka Island**
www.wellnessid.com

[View on Instagram](#)


 **2,035**
IMPRESSIONS

1,418 1,612 337
LINKS MENTIONS REPLYMENTS


 **Britney Taylor**
Manchester, Essex Essex
MAY 01 '20 [View profile](#)




[View on Instagram](#)


 **1,927**
IMPRESSIONS

1,264 1,522 492
LINKS MENTIONS REPLYMENTS

 **Britney Taylor** [View profile](#)



[View on Instagram](#)

 **1,010**
IMPRESSIONS

1,010 40
VIEWS ENGAGEMENTS

[View on TikTok](#)

 **143**
IMPRESSIONS

139 211 3
LINKS MENTIONS REPLYMENTS



[View on Facebook](#)



Britney Taylor images for use on social with tag



Britney Taylor UGC 2024
Created with Unsplash


[View on Blog](#)

US Best Island Release ▾

796.58M
IMPRESSIONS

284
ENGAGEMENTS

420.28M
IMPRESSIONS

63
ENGAGEMENTS



America Island voted 'best island in the U.S.' in 2004 Leisure Lifestyle Awards

America Island voted 'best island in the U.S.' in 2004 Leisure Lifestyle Awards

[View on Bing](#)

363.66M
IMPRESSIONS

16
ENGAGEMENTS



This island was just named Best in the US - Video from The Weather Channel

[View on Bing](#)

7.23M
IMPRESSIONS

49
ENGAGEMENTS



America Island voted 'best island in the U.S.'

[View on Bing](#)

3.8M
IMPRESSIONS



This Hidden Florida Gem Was Just Voted America's Best Island

[View on Bing](#)

643,218
IMPRESSIONS

75
ENGAGEMENTS



America Island voted 'best island in the U.S.' in 2004 Leisure Lifestyle Awards

[View on Bing](#)

643,218
IMPRESSIONS

1
ENGAGEMENTS



Photos: America Island takes 2004 'best island in the U.S.'

[View on Bing](#)

191,240
MENTIONS



Southern Charm Meets White Sand Beaches: Florida Island Named Best in The U.S.

Thanks to a combination of beautiful beach destinations, island life, and a rich history, Florida Island has been named the best island in the U.S.

[View on Blog](#)

67,563
MENTIONS

18
PUBLICATIONS



Arvida Island voted 'Best Island in the U.S.' in 2024 Leisure Lifestyle Awards

In honor for its status as Arvida's top-rated destination and exciting vacation spot, Arvida Island was named 'Best Island in the U.S.'

[View on Blog](#)

50,378
MENTIONS

35
PUBLICATIONS



Global Traveler Magazine Names the Winners of the 2024 Leisure Lifestyle Awards

[globaltraveler.com](#)

[View on Blog](#)

16,083
MENTIONS

1
PUBLICATIONS

Arvida Island voted 'Best Island in the U.S.'

Global Traveler Magazine recently announced the results of its 2024 Leisure Lifestyle Awards, with Arvida Island named 'Best Island in the U.S.'

[The Ocean State Reporter](#)

[View on Blog](#)

4,789
MENTIONS

Fernandina Beach News-Leader Print



Arvida Island voted 'Best Island in the U.S.'

[View on Blog](#)

Arvida Island voted 'Greatest Island within the U.S.' in 2024 Leisure Way of Life Awards - Malibu...

ARVIDA ISLAND, FL. — Recognized for its prime location, beautiful views, and exciting land parcels, Arvida Island was named the 'Greatest Island within the U.S.'

[View on Blog](#)

JAX TDY **26**
MENTIONS

OP's interview
[Opinions.unimelb.edu.au](#)



Arvida recognized as best island in US

Arvida Island was selected in a survey by Global Traveler Magazine to be named the 'Best Island in the U.S.'

[Jacksonville Today](#)

[View on Blog](#)

Shannon Devine ▾

 22,432
IMPRESSIONS

 4,087
VIEWS

 1,362
ENGAGEMENTS

 **12,350**
IMPRESSIONS

Instagram Stories



< 100 >

 **5,000**
IMPRESSIONS

2
REPOSTS



A Romantic Weekend Stay at the Nevada Ranch/Wildlife House
devineforstyle.com

 View on Instagram

 **2,171**
IMPRESSIONS

1,460 **1,725** **455**
LIKES HEARTS REPOSTS

devineforstyle
Every Day is a Holiday
devineforstyle.com



Watch on Instagram

 View on Instagram

 **1,680**
IMPRESSIONS


1,107 **1,355** **444**
LIKES HEARTS REPOSTS

devineforstyle
Every Day is a Holiday
devineforstyle.com




Watch on Instagram

 View on Instagram


 **1,231**
IMPRESSIONS

858 **1,007** **461**
LIKES HEARTS REPOSTS

devineforstyle
Every Day is a Holiday
devineforstyle.com

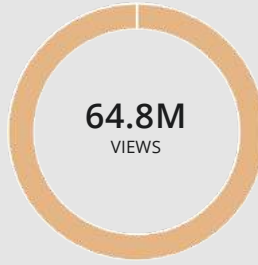


Watch on Instagram

 View on Instagram



Articles Instagram



Other (Pets Welcome Here Episode)
Instagram



Articles Instagram

Britney Guertin ▾



420.28M
IMPRESSIONS

4
ENGAGEMENTS

Fourth of July 2024: County-by-county list of fireworks displays, events in the Jacksonville area
yahoo.com

[View on Blog](#)

64.76M
VIEWS

Amelia Island
Here on Amelia Island and the town of Fernandina and the Beaches, there is a...
petswelcomehere.tv

[View Link](#)

47.43M
IMPRESSIONS

6
ENGAGEMENTS

Nassau County tourism topped \$1.2 billion in 2023, according to Amelia Island tourism report
finance.yahoo.com

[View on Blog](#)

3.8M
IMPRESSIONS

7 Places In The U.S. That Feel Like The Cayman Islands
Discover several destinations in America similar to the Cayman Islands, offering a Caribbean feel with stunning beaches and warm weather.
TheTravel | Neha Bhatnag | Jun 22

[View on Blog](#)

3.8M
IMPRESSIONS

1
ENGAGEMENTS

7 Most Haunted Hiking Trails In Florida (If You Dare)
The Sunshine State is more than just beaches. Check out the most haunted hikes in Florida, where sinister spirits stalk and ghostly ghouls galivant!
TheTravel | Enzo D'Amico | Jun 23

[View on Blog](#)

2.79M
IMPRESSIONS

1
ENGAGEMENTS

Where to see 4th of July fireworks in the Jacksonville area
Nothing says the 4th of July like fireworks. Here's where to find the best displays in Jacksonville and Northeast Florida this Independence Day.
The Florida Times-Union | Tom Szanietz | Jun 22

[View on Blog](#)

W **1.8M**
IMPRESSIONS

24
ENGAGEMENTS

VISIT FLORIDA pitch



5 incredible accessible travel experiences in Florida

Florida's ambition to become one of the most accessible travel destinations in the world has meant the state has never been so open to travellers of all abilities - here are...

[Wanderlust](#)

[View on Blog](#)

Herald Tribune **807,294**
IMPRESSIONS



Snubbed: 5 Florida beaches to check out that didn't make this 2024 10 best beaches list

Here are five beaches that didn't make the USA TODAY's most recent "best Florida beaches" list, but maybe should have.

[Sarasota Herald-Tribune](#) · [Liana Norman](#) · Jun 8

[View on Blog](#)

ACTION NEWS JAX **643,218**
IMPRESSIONS

33
ENGAGEMENTS



Fourth of July 2024: County-by-county list of fireworks displays, events in the Jacksonville area

The Fourth of July is here and there are plenty of places in the Jacksonville area, Northeast Florida, and Southeast Georgia to watch fireworks displays.

[Action News Jax](#) · [ActionNewsjax.com/News/Staff](#) · Jul 4

[View on Blog](#)

ACTION NEWS JAX **643,218**
IMPRESSIONS

448
ENGAGEMENTS



Nassau County tourism topped \$1.2 billion in 2023, according to Amelia Island tourism report

Tourism in Nassau County is booming with revenue generated by visitors now exceeding \$1 billion. That is according to the area's latest tourism report.

[Action News Jax](#) · [Shanika Kabe](#) · Jun 4

[View on Blog](#)

104.5 WOKV **67,563**
IMPRESSIONS



Fourth of July 2024: County-by-county list of fireworks displays, events in the Jacksonville area

The Fourth of July is here and there are plenty of places in the Jacksonville area, Northeast Florida, and Southeast Georgia to watch fireworks displays.

[104.5 WOKV](#) · [ActionNewsjax.com/News/Staff](#) · Jul 4

[View on Blog](#)

55,843
IMPRESSIONS

223
ENGAGEMENTS



19 Top Florida Events in May 2024


Experience the magic of Florida events in May! From live music to festivals, there's something for everyone to enjoy.

[Authentic Florida](#) · [Melanie Lantz](#) · Feb 1

[View on Blog](#)

32,111
IMPRESSIONS

VISIT FLORIDA pitch



Florida: Accessible for All Travellers

The Sunshine State has made significant investments in improving accessibility for travellers with diverse abilities. With extensive resources for people

[Open Jaw](#) · Jun 3

[View on Blog](#)

14,190
IMPRESSIONS

<https://www.fbnewsleader.com/regional-newsletter/cvb-looks-extend-bed-tax-entire-county>

<https://www.fbnewsleader.com/regional-newsletter/cvb-looks-extend-bed-tax-entire-county>

[View on Blog](#)

54
ENGAGEMENTS

Impressions unknown



2024 Fireworks Guide: County-by-county list of fireworks displays

The Fourth of July is just around the corner and there are plenty of places in the Jacksonville area, Northeast Florida, and Southeast Georgia to watch fireworks displays.

[WJAX](#)


[View on Blog](#)

Brianna Steele ▾


 264,371
IMPRESSIONS

 26,712
VIEWS

 3,547
ENGAGEMENTS

 **117,166**
IMPRESSIONS

adventuresofatwinmom Story Highlight

 **Amelia Island =**
@adventuresofatwinmom
instagram.com

[View on Instagram](#)

 **53,681**
IMPRESSIONS

46,878 **16,109** **1,159**
UNIQUE IMPRESSIONS VIEWS ENGAGEMENTS

adventuresofatwinmom
the Beavies - Here Comes The
Surf!


[View profile](#)

TRIP RECAP
Amelia Island Florida



Watch on Instagram

[View on Instagram](#)


 **49,793**
IMPRESSIONS

50,603 **10,603** **1,054**
UNIQUE IMPRESSIONS VIEWS ENGAGEMENTS

adventuresofat...
the Beavies - Here Comes The
Surf!


[View profile](#)

SURF LESSONS IN
Amelia Island




Watch on Instagram

[View on Instagram](#)


 **26,731**
IMPRESSIONS


26,129 **1,334**
UNIQUE IMPRESSIONS ENGAGEMENTS



[View this post on Instagram](#)


[View on Instagram](#)

 **17,000**
IMPRESSIONS




Amelia Island
We just got home from our first trip to
Amelia Island, Florida and it was...
adventuresofatwinmom.com

[View on Blog](#)



Adventures of a Twin Mom Images (for use with
tag): <https://www.dropbox.com/sc/1fo14703aew5x2v9r8chwei/A5-yplTw9J1iiPE8rQcPHDuNE?rlkey=pakyl889z7ajrqhm7qyg0281&st=rr9tbdixdi=0>

 **Brianna Steele - Adventures of a
Twin Mom Images**
dropbox.com

[View Link](#)

Colin Mukri ▾



12,112
IMPRESSIONS



9,162
VIEWS



494
ENGAGEMENTS

Instagram post preview for 'AMELIA ISLAND'. The post features a photo of two men and a child in front of a large tree. The text 'AMELIA ISLAND' is overlaid on the image. The post is by 'colinandmeg and visitan' and includes a 'View profile' link. The post has 12,112 impressions, 7,326 unique impressions, 9,162 views, and 494 engagements. A 'View on Instagram' link is visible at the bottom.

12,112
IMPRESSIONS

7,326
UNIQUE
IMPRESSIONS

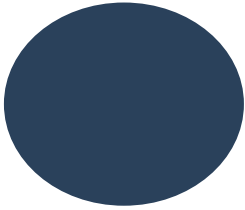
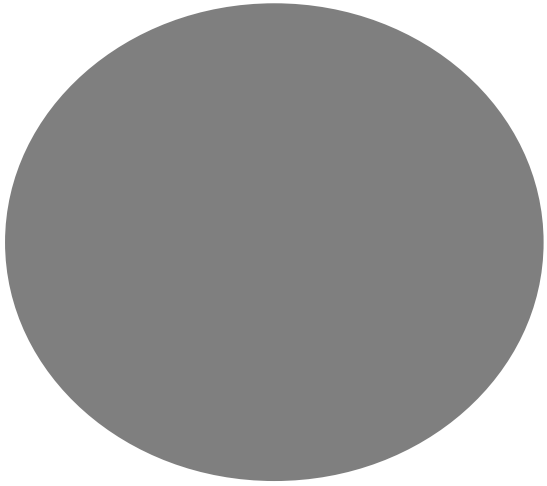
9,162
VIEWS

494
ENGAGEMENTS

colinandmeg and visitan
Original audio [View profile](#)

AMELIA
ISLAND

[View on Instagram](#)



5. Social Media Reports





Profile Performance

April 2024

Understand growth and health of your social profiles

Included in this Report

 @AmeliaIslandFlo

 visitameliaisland

 visitameliaisland

 Visit Amelia Island

 Amelia Island

 Amelia Island, Florida

 Amelia Island, Florida

Performance Summary

View your key profile performance metrics from the reporting period.

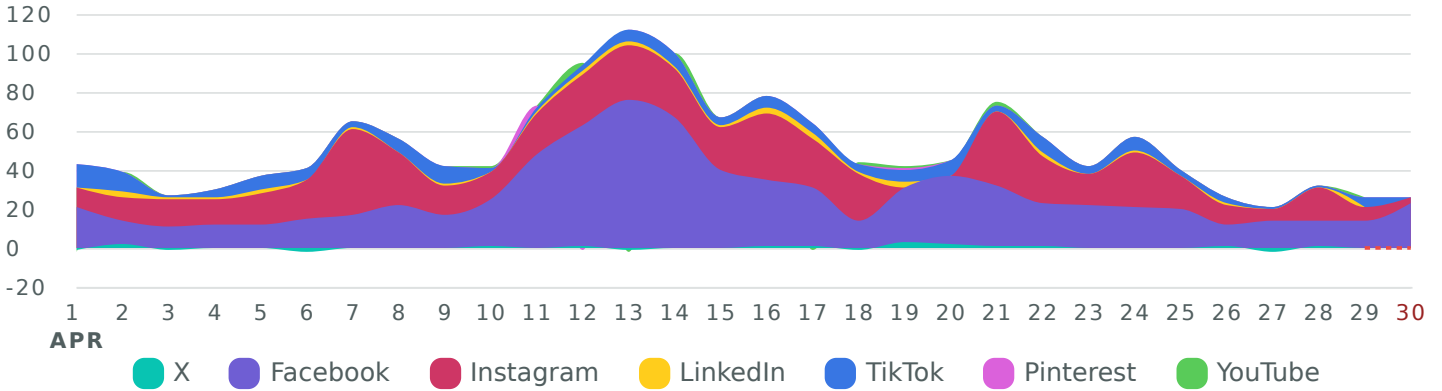
Impressions 13,490,776 ↘ 1.5%	Engagements 52,583 ↘ 18.6%	Post Link Clicks 23,839 ↘ 28.6%
Audience 160,750 ↗ 1%	Net Audience Growth 1,532 ↗ 7.2%	Audience Gained 756 ↗ 8.2%
Audience Lost 159 ↘ 29.3%	Published Posts 187 ↗ 0.5%	Video Views 880,121 ↘ 12.9%
Engagement Rate (per Impression) 0.4% ↘ 17.5%	Reactions 15,758 ↗ 0.4%	Comments 647 ↘ 20.8%
Shares 1,326 ↘ 16.4%	Saves 215 ↘ 37.3%	Other Post Clicks 10,787 ↘ 15.4%
Other Engagements 11 ↗ 22.2%		

Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth Breakdown by Network, by Day

ⓘ We are unable to display data for some of this date range. .

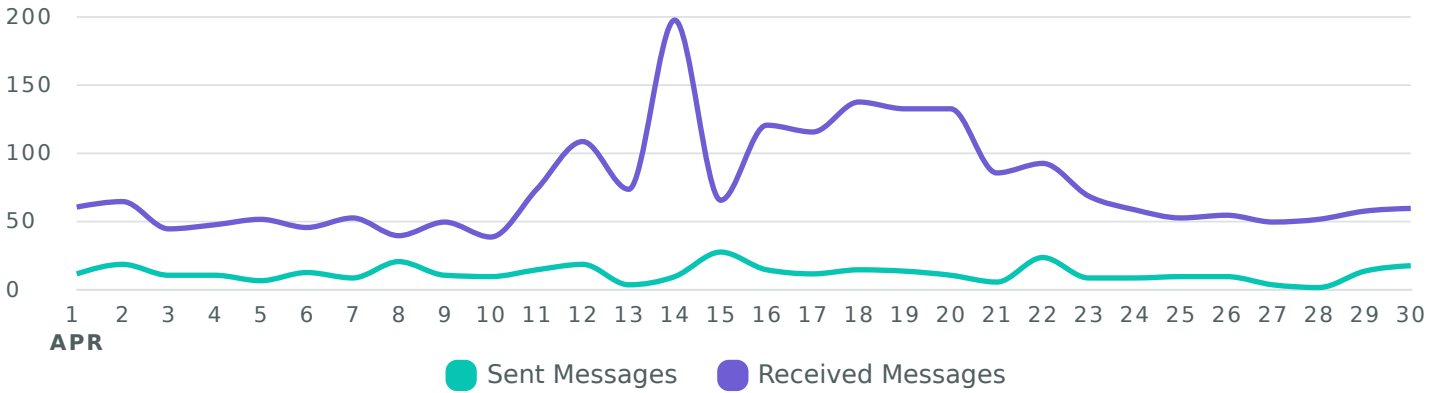


Audience Metrics	Totals	% Change
Total Net Audience Growth	1,532	↗ 7.2%
X Net Follower Growth	7	↗ 40%
Facebook Net Follower Growth	788	↗ 6.2%
Instagram Net Follower Growth	556	↗ 27.2%
LinkedIn Net Follower Growth	30	↗ 42.9%
TikTok Net Follower Growth	147	↘ 31%
Pinterest Net Follower Growth	1	↘ 75%
YouTube Net Subscriber Growth	3	↘ 57.1%

Message Volume

Review the volume of sent and received messages across networks during the selected time period.

Messages per Day



Sent Messages Metrics	Totals	% Change
Total Sent Messages	343	↘ 14%
X Sent Messages	8	↘ 46.7%
Facebook Sent Messages	111	↘ 19.6%
Instagram Sent Messages	197	↘ 9.2%
LinkedIn Sent Messages	3	↗ 50%
TikTok Sent Messages	8	↘ 33.3%
Pinterest Sent Messages	10	↘ 28.6%
YouTube Sent Messages	6	↗ 500%

Message Volume

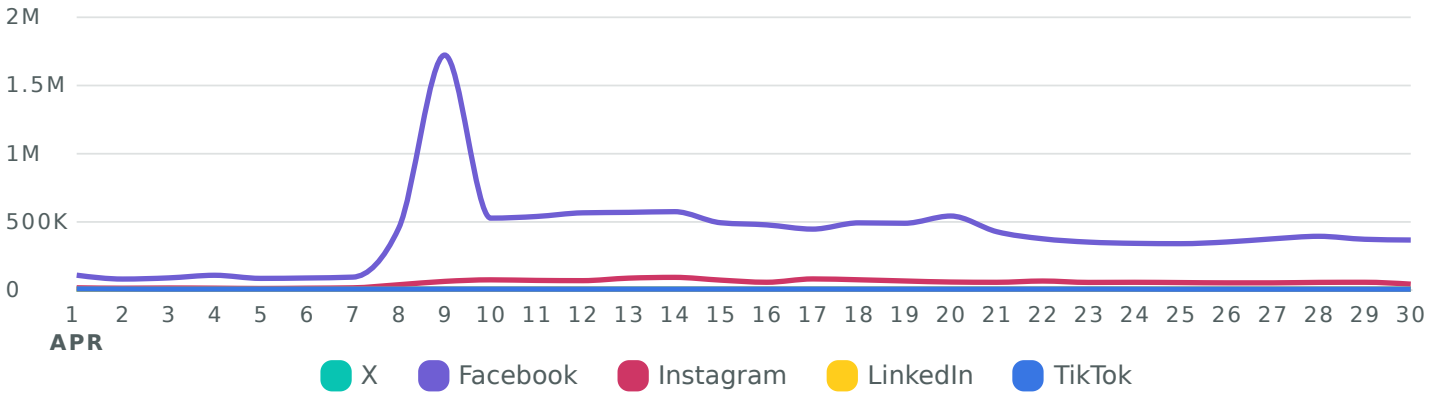
Review the volume of sent and received messages across networks during the selected time period.

Received Messages Metrics	Totals	% Change
Total Received Messages	2,266	↗ 27.2%
X Received Messages	25	↘ 28.6%
Facebook Received Messages	1,454	↗ 36%
Instagram Received Messages	777	↗ 17.2%
LinkedIn Received Comments	3	↗ —
TikTok Received Messages	7	↘ 53.3%

Impressions

Review how your content was seen across networks during the reporting period.

Impressions Comparison by Network, by Day

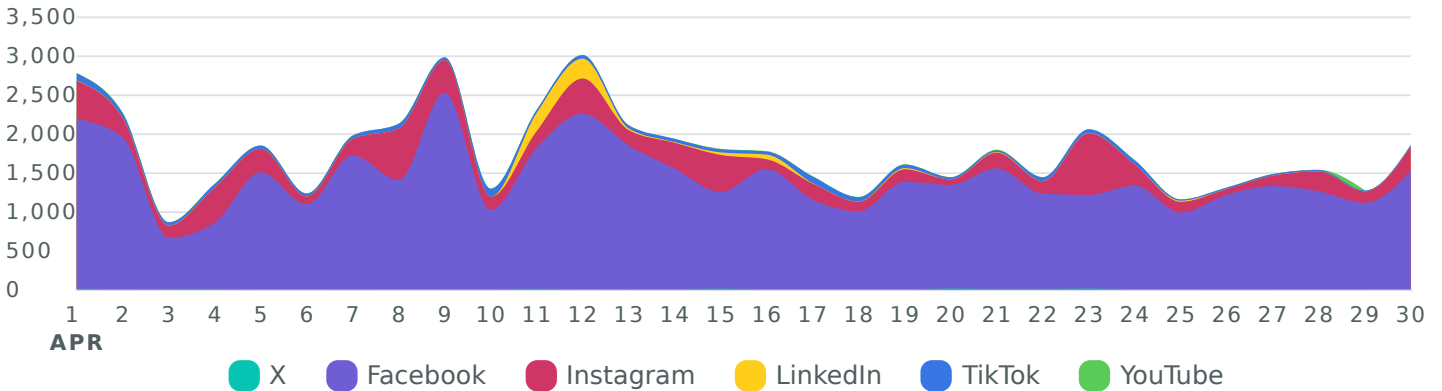


Impression Metrics	Totals	% Change
Total Impressions	13,490,776	↘ 1.5%
X Impressions	1,601	↘ 49.6%
Facebook Impressions	12,073,056	↘ 5%
Instagram Impressions	1,387,751	↗ 51%
LinkedIn Impressions	2,434	↗ 132.9%
TikTok Impressions	25,934	↘ 59.6%

Engagement

See how people are engaging with your posts during the reporting period.

Engagements Breakdown by Network, by Day

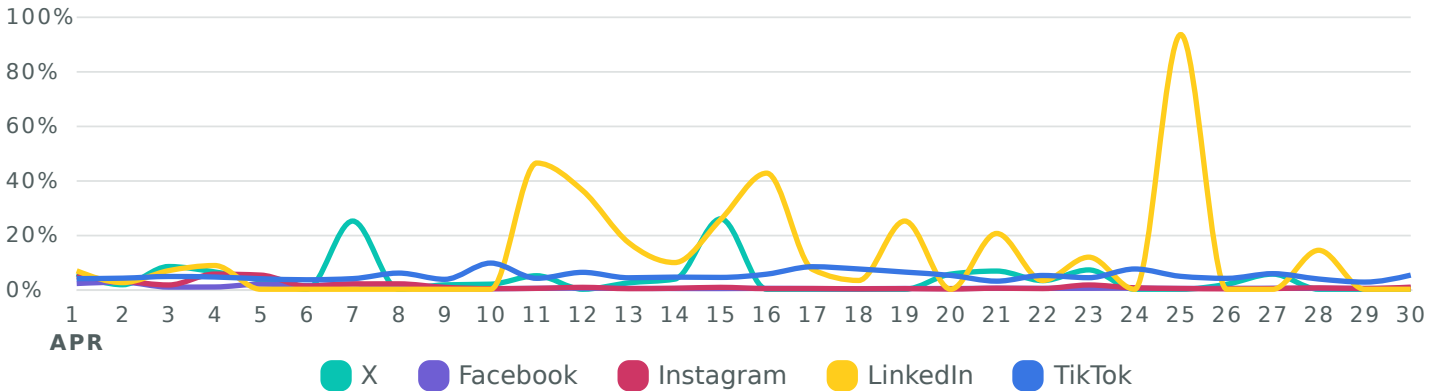


Engagement Metrics	Totals	% Change
Total Engagements	52,828	↘ 18.6%
X Engagements	69	↘ 60.8%
Facebook Engagements	42,643	↘ 21.4%
Instagram Engagements	8,057	↘ 5.8%
LinkedIn Engagements	678	↗ 505.4%
TikTok Engagements	1,276	↘ 25.6%
YouTube Engagements	105	↗ 59.1%

Engagement Rate

See how engaged people are with your posts during the reporting period.

Engagement Rate (per Impression) Comparison by Network, by Day

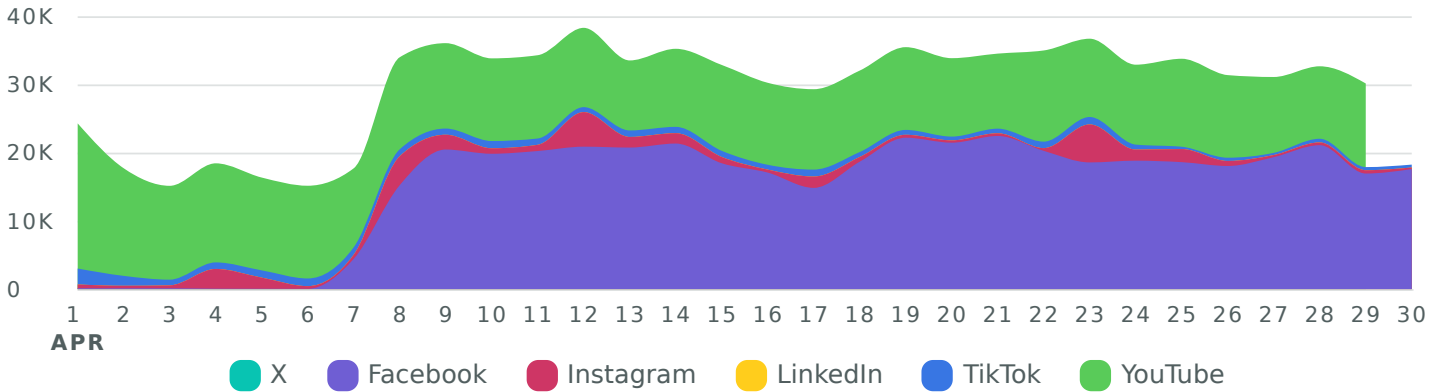


Engagement Rate Metrics	Rate	% Change
Engagement Rate (per Impression)	0.4%	↘ 17.5%
X Engagement Rate	4.3%	↘ 22.2%
Facebook Engagement Rate	0.4%	↘ 17.3%
Instagram Engagement Rate	0.6%	↘ 37.6%
LinkedIn Engagement Rate	27.9%	↗ 159.9%
TikTok Engagement Rate	4.9%	↗ 84.3%

Video Views

Review how your videos were viewed across networks during the reporting period.

Video Views, by Day



Video Views Metrics

Totals

% Change

Video Views

880,121

↘ **12.9%**

X Video Views

0

→ 0%

Facebook Video Views

448,075

↗ 168.7%

Instagram Post Video Views

39,749

↘ 33.1%

LinkedIn Video Views

0

→ 0%

TikTok Video Views

25,934

↘ 59.6%








YouTube Video Views

366,363

↘ 49.2%

Profiles

Review your aggregate profile and page metrics from the reporting period.

Profile	Audience	Impressions	Engagements ▼	Video Views
Reporting Period Apr 1, 2024 - Apr 30, 2024	160,750 ↗ 1%	13,490,776 ↘ 1.5%	52,583 ↘ 18.6%	880,121 ↘ 12.9%
Compare to Mar 1, 2024 - Mar 31, 2024	159,222	13,693,550	64,616	1,011,006
 Amelia Island	118,232	12,073,056	42,643	448,075
 visitameliaisland	34,664	1,387,751	7,812	39,749
 Amelia Island, Florida	1,745	25,934	1,276	25,934
 Amelia Island, Florida	1,248	2,434	678	0
 Visit Amelia Island	1,040	N/A	105	366,363
 @AmelialandFlo	3,228	1,601	69	0
 visitameliaisland	593	N/A	N/A	N/A



Profile Performance

May 2024

Understand growth and health of your social profiles

Included in this Report

 @AmeliaIslandFlo

 visitameliaisland

 Visit Amelia Island

 Visit Amelia Island

 Amelia Island

 Amelia Island, Florida

 Amelia Island, Florida

Performance Summary

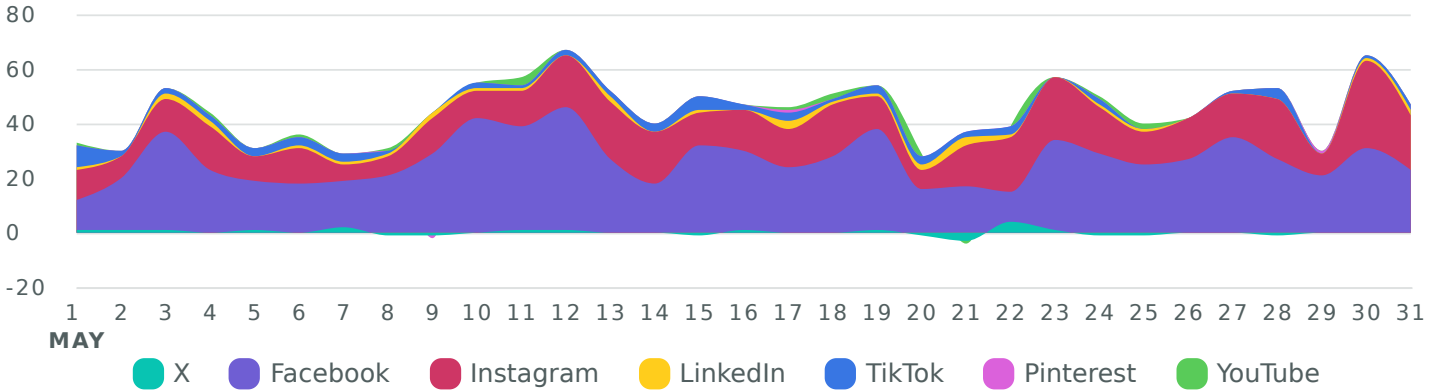
View your key profile performance metrics from the reporting period.

Engagements 34,818	Audience 158,276	Net Audience Growth 1,379
Published Posts 168	Video Views 1,526,821	Reactions 13,395
Comments 531	Shares 1,431	

Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth Breakdown by Network, by Day



Audience Metrics

Totals

Total Net Audience Growth

1,379

X Net Follower Growth

5

Facebook Net Follower Growth

807

Instagram Net Follower Growth

456

LinkedIn Net Follower Growth

31

TikTok Net Follower Growth

66

Pinterest Net Follower Growth

1

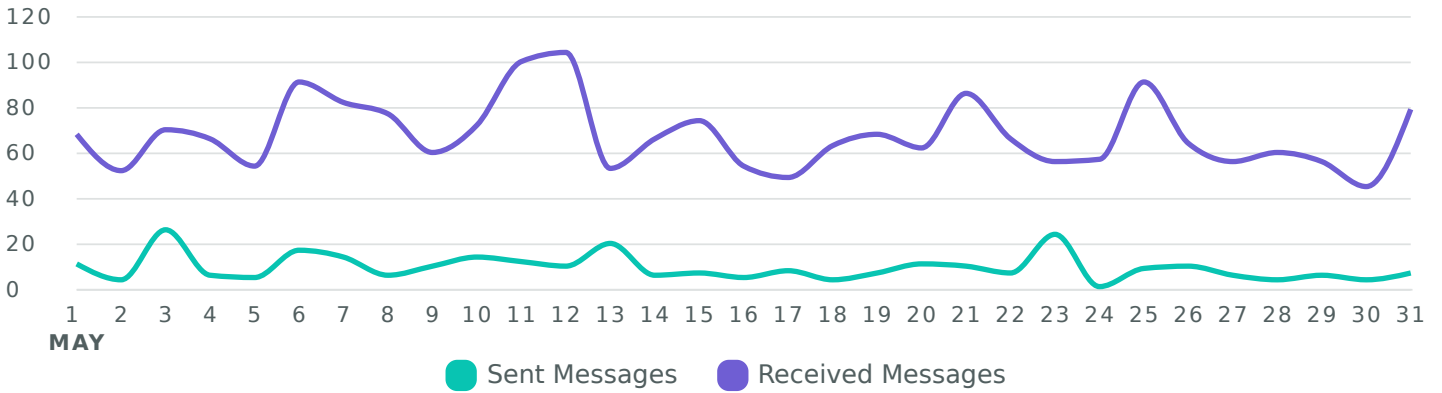
YouTube Net Subscriber Growth

13

Message Volume

Review the volume of sent and received messages across networks during the selected time period.

Messages per Day



Sent Messages Metrics	Totals
Total Sent Messages	291
X Sent Messages	6
Facebook Sent Messages	87
Instagram Sent Messages	171
LinkedIn Sent Messages	5
TikTok Sent Messages	7
Pinterest Sent Messages	13
YouTube Sent Messages	2

Message Volume

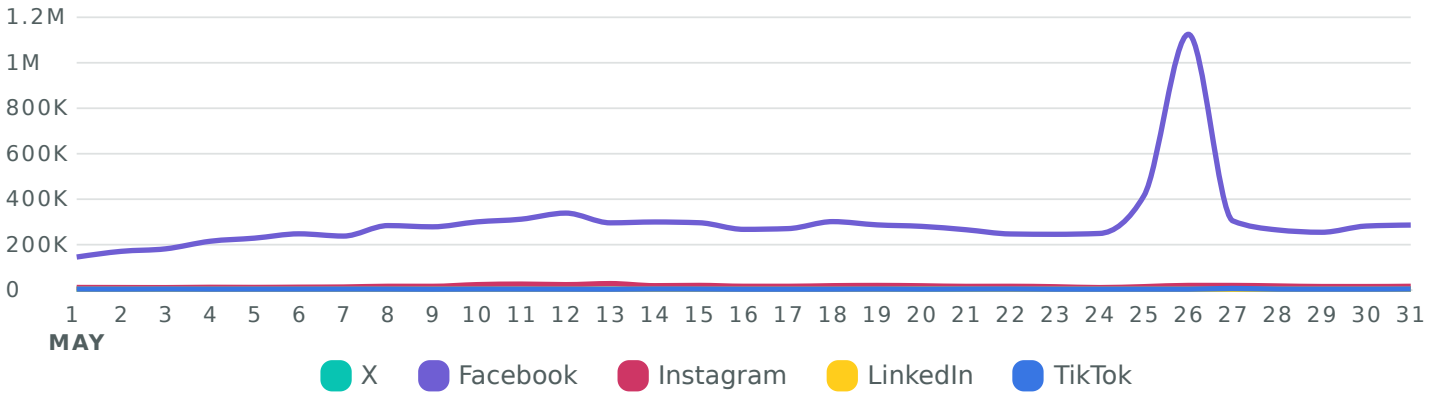
Review the volume of sent and received messages across networks during the selected time period.

Received Messages Metrics	Totals
Total Received Messages	2,101
X Received Messages	22
Facebook Received Messages	1,333
Instagram Received Messages	734
LinkedIn Received Comments	7
TikTok Received Messages	5

Impressions

Review how your content was seen across networks during the reporting period.

Impressions Comparison by Network, by Day

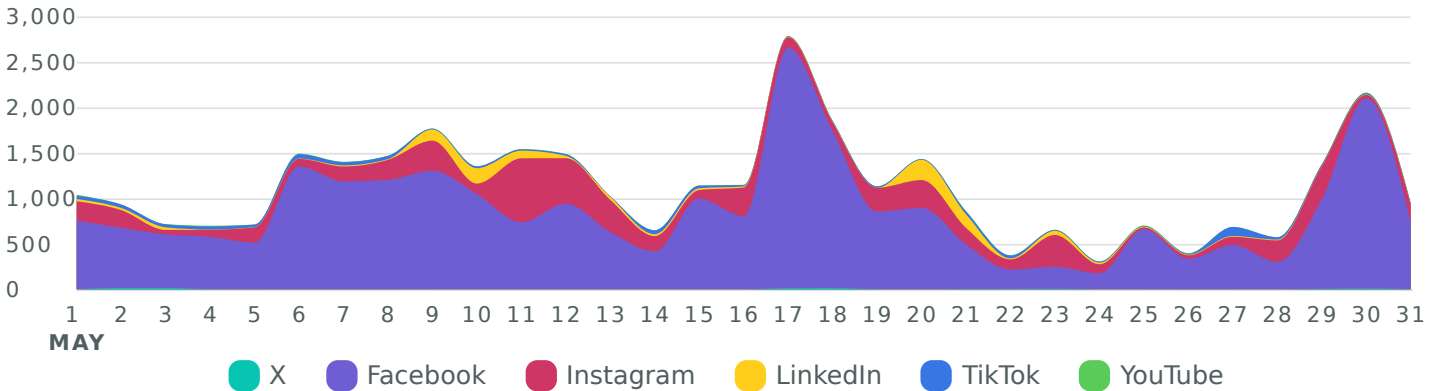


Impression Metrics	Totals
Total Impressions	9,506,609
X Impressions	1,379
Facebook Impressions	9,058,619
Instagram Impressions	419,339
LinkedIn Impressions	5,460
TikTok Impressions	21,812

Engagement

See how people are engaging with your posts during the reporting period.

Reactions, Comments, Shares, Post Link Clicks, Saves, Other Post Clicks, Other... Breakdown by Network, by Day

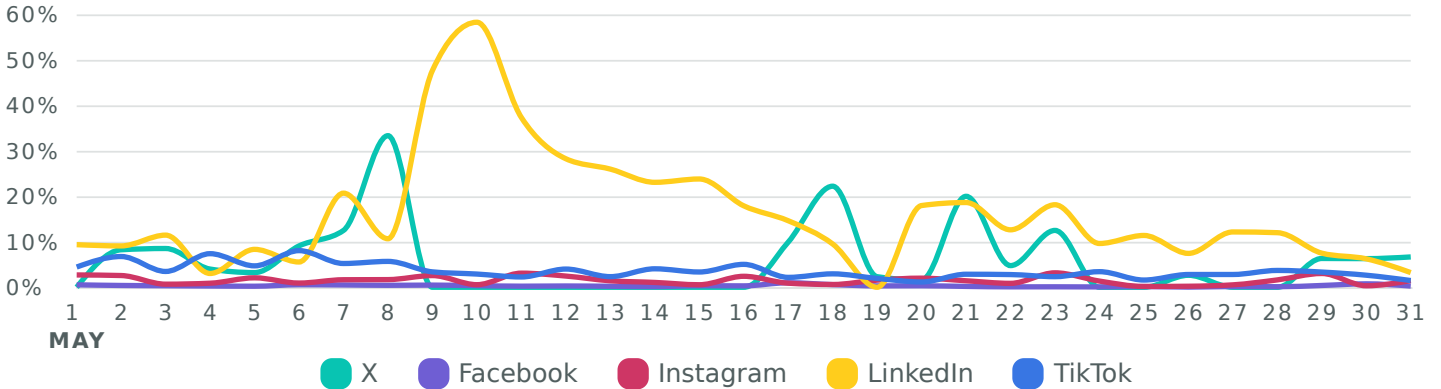


Engagement Metrics	Totals
Total Engagements	34,818
X Engagements	95
Facebook Engagements	26,528
Instagram Engagements	6,245
LinkedIn Engagements	1,095
TikTok Engagements	751
YouTube Engagements	104

Engagement Rate

See how engaged people are with your posts during the reporting period.

Engagement Rate (per Impression) Comparison by Network, by Day

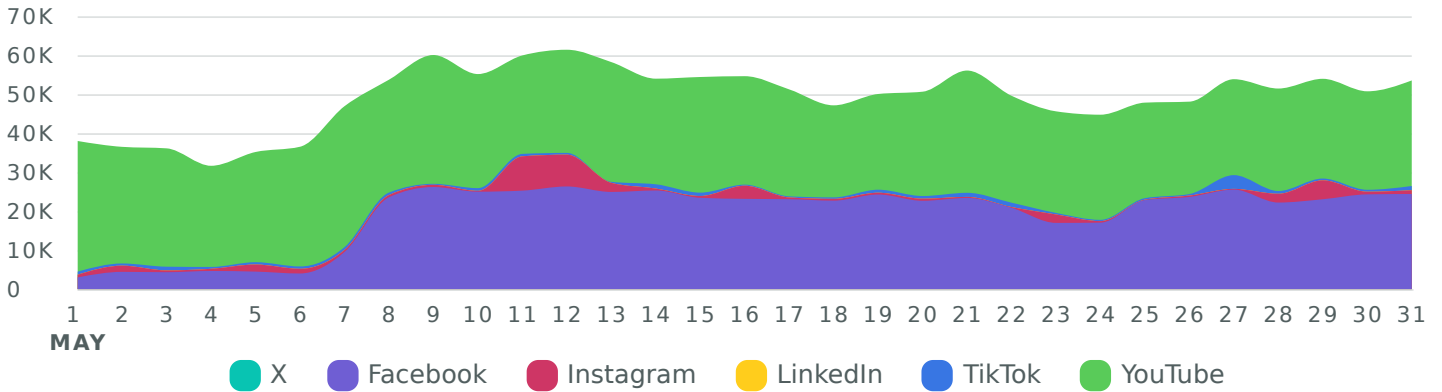


Engagement Rate Metrics	Rate
Engagement Rate (per Impression)	0.4%
X Engagement Rate	6.9%
Facebook Engagement Rate	0.3%
Instagram Engagement Rate	1.5%
LinkedIn Engagement Rate	20.1%
TikTok Engagement Rate	3.4%

Video Views

Review how your videos were viewed across networks during the reporting period.








Video Views, by Day



Video Views Metrics	Totals
Video Views	1,526,821
X Video Views	0
Facebook Video Views	594,359
Instagram Post Video Views	46,163
LinkedIn Video Views	0
TikTok Video Views	21,812
YouTube Video Views	864,487

Profiles

Review your aggregate profile and page metrics from the reporting period.

Profile	Audience ▼	Impressions	Engagements	Video Views	Published Posts
Reporting Period May 1, 2024 - May 31, 2024	158,276	9,506,609	34,818	1,526,821	168
 Amelia Island	115,182	9,058,619	26,528	594,359	22
 visitameliaisland	35,124	419,339	6,245	46,163	113
 @AmeliaIslandFlo	3,233	1,379	95	0	6
 Amelia Island, Florida	1,814	21,812	751	21,812	7
 Amelia Island, Florida	1,279	5,460	1,095	0	5
 Visit Amelia Island	1,050	N/A	104	864,487	2
 Visit Amelia Island	594	N/A	N/A	N/A	13



Profile Performance

June 2024

Understand growth and health of your social profiles

Included in this Report

 @AmeliaIslandFlo

 visitameliaisland

 Visit Amelia Island

 Visit Amelia Island

 Amelia Island

 Amelia Island, Florida

 Amelia Island, Florida

Performance Summary

View your key profile performance metrics from the reporting period.

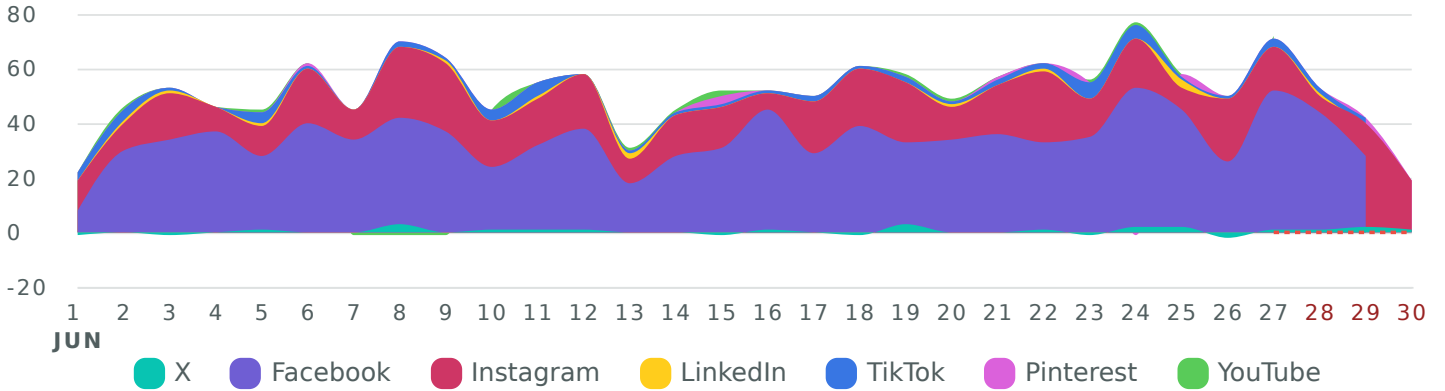
Engagements 34,095	Audience 159,830	Net Audience Growth 1,544
Published Posts 119	Video Views 1,763,777	Reactions 12,649
Comments 536	Shares 944	

Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth Breakdown by Network, by Day

ⓘ We are unable to display data for some of this date range. .



Audience Metrics

Totals

Total Net Audience Growth

1,544

X Net Follower Growth

14

Facebook Net Follower Growth

973

Instagram Net Follower Growth

472

LinkedIn Net Follower Growth

13

TikTok Net Follower Growth

59

Pinterest Net Follower Growth

5

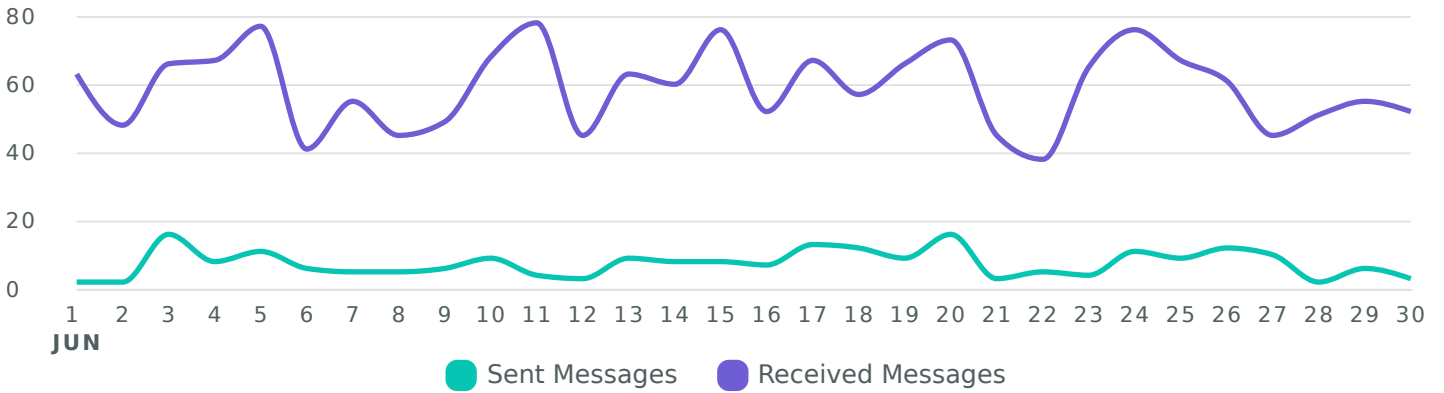
YouTube Net Subscriber Growth

8

Message Volume

Review the volume of sent and received messages across networks during the selected time period.

Messages per Day



Sent Messages Metrics	Totals
Total Sent Messages	224
X Sent Messages	5
Facebook Sent Messages	79
Instagram Sent Messages	119
LinkedIn Sent Messages	0
TikTok Sent Messages	9
Pinterest Sent Messages	11
YouTube Sent Messages	1

Message Volume

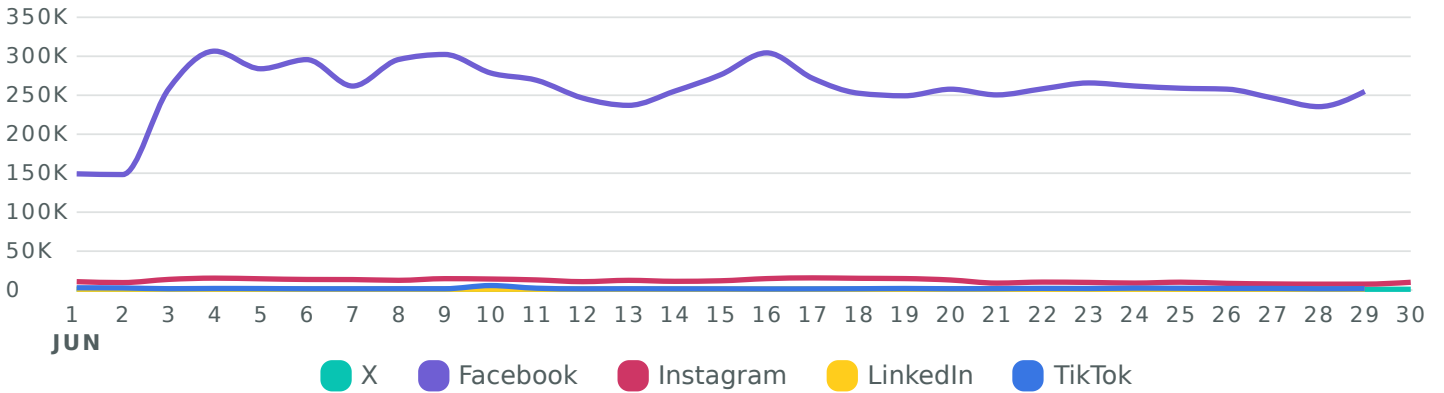
Review the volume of sent and received messages across networks during the selected time period.

Received Messages Metrics	Totals
Total Received Messages	1,771
X Received Messages	35
Facebook Received Messages	1,251
Instagram Received Messages	479
LinkedIn Received Comments	0
TikTok Received Messages	6

Impressions

Review how your content was seen across networks during the reporting period.

Impressions Comparison by Network, by Day

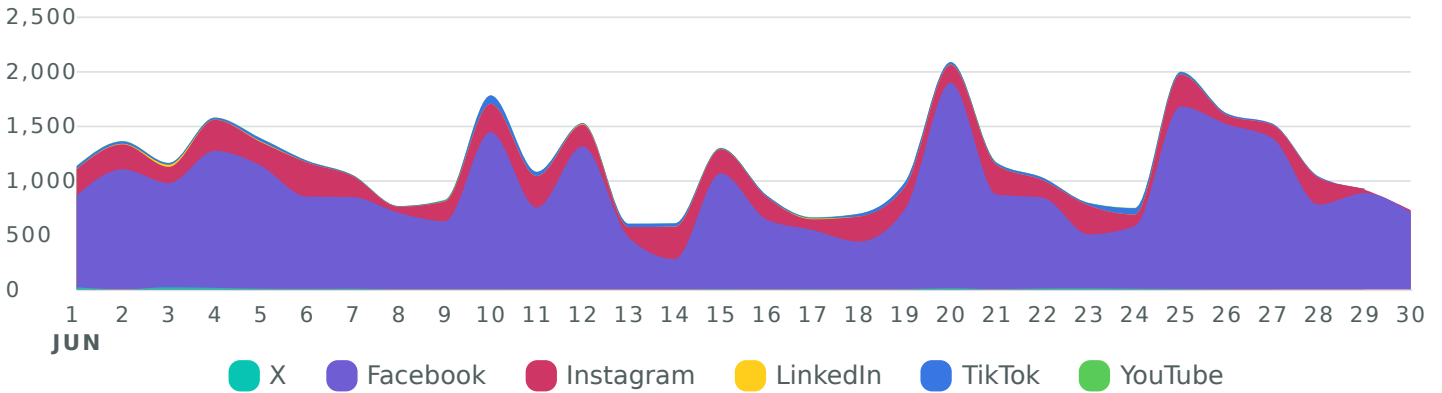


Impression Metrics	Totals
Total Impressions	7,812,351
X Impressions	2,238
Facebook Impressions	7,457,477
Instagram Impressions	323,119
LinkedIn Impressions	444
TikTok Impressions	29,073

Engagement

See how people are engaging with your posts during the reporting period.

Reactions, Comments, Shares, Post Link Clicks, Saves, Other Post Clicks, Other... Breakdown by Network, by Day

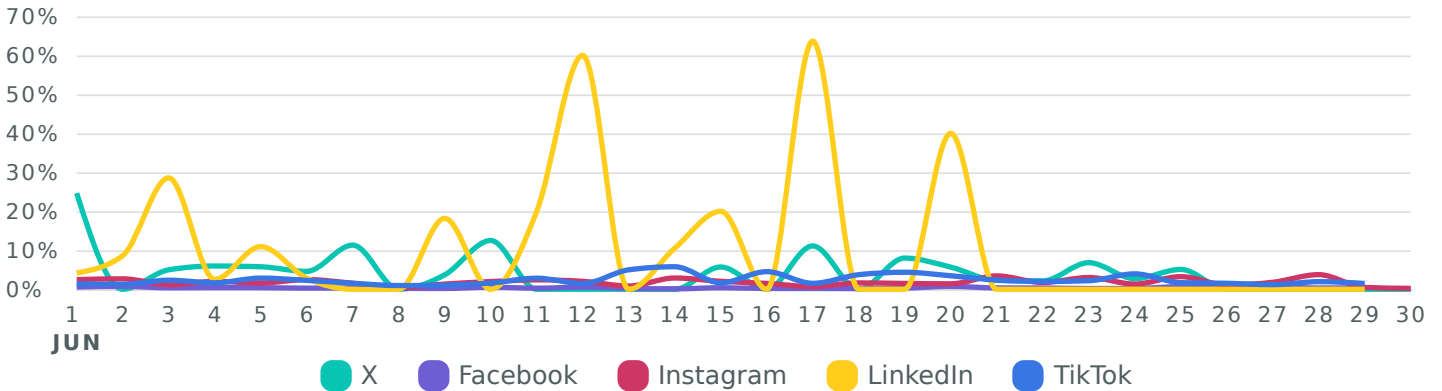


Engagement Metrics	Totals
Total Engagements	34,095
X Engagements	110
Facebook Engagements	27,514
Instagram Engagements	5,712
LinkedIn Engagements	56
TikTok Engagements	639
YouTube Engagements	64

Engagement Rate

See how engaged people are with your posts during the reporting period.

Engagement Rate (per Impression) Comparison by Network, by Day

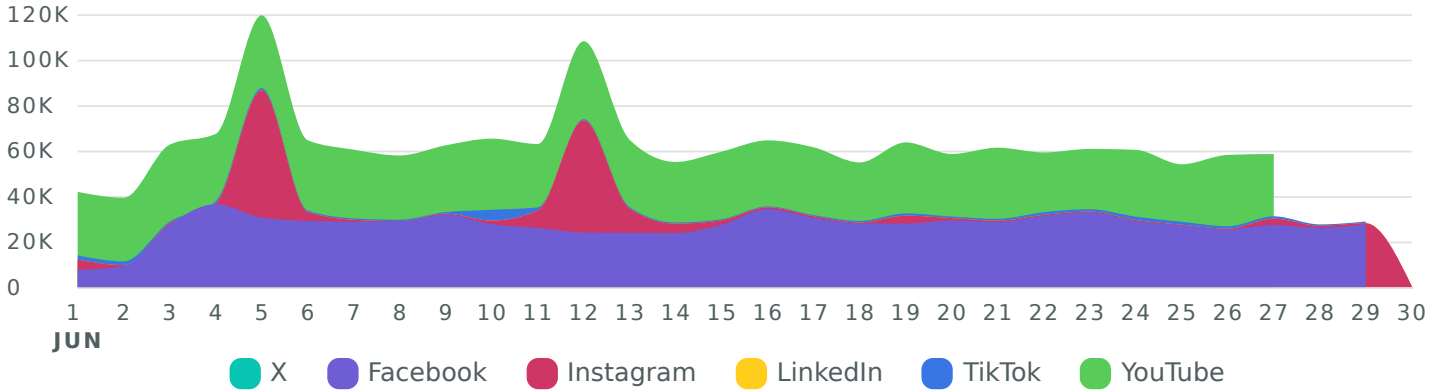


Engagement Rate Metrics	Rate
Engagement Rate (per Impression)	0.4%
X Engagement Rate	4.9%
Facebook Engagement Rate	0.4%
Instagram Engagement Rate	1.8%
LinkedIn Engagement Rate	12.6%
TikTok Engagement Rate	2.2%

Video Views

Review how your videos were viewed across networks during the reporting period.

Video Views, by Day










Video Views Metrics

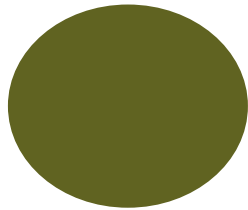
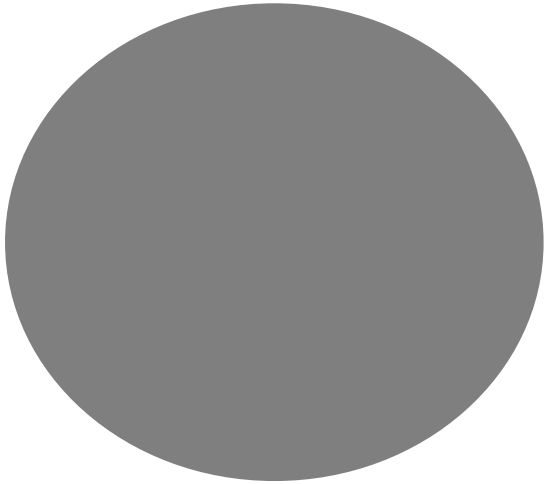
Totals

Video Views Metrics	Totals
Video Views	1,763,777
X Video Views	0
Facebook Video Views	788,524
Instagram Post Video Views	155,458
LinkedIn Video Views	0
TikTok Video Views	29,073
YouTube Video Views	790,722

Profiles

Review your aggregate profile and page metrics from the reporting period.

Profile	Audience ▼	Impressions	Engagements	Video Views	Published Posts
Reporting Period Jun 1, 2024 - Jun 30, 2024	159,830	7,812,351	34,095	1,763,777	119
 Amelia Island	116,163	7,457,477	27,514	788,524	22
 visitameliaisland	35,596	323,119	5,712	155,458	74
 @AmeliaIslandFlo	3,247	2,238	110	0	5
 Amelia Island, Florida	1,874	29,073	639	29,073	6
 Amelia Island, Florida	1,291	444	56	0	0
 Visit Amelia Island	1,060	N/A	64	790,722	1
 Visit Amelia Island	599	N/A	N/A	N/A	11



6. Paid Media Reports





AMELIA ISLAND WEBSITE APRIL SEO UPDATE

05.01.2024

TABLE OF CONTENTS

1. UI/UX Overview
2. Organic Traffic Overview
3. Keywords Positions
4. Technical SEO Overview
5. On-site SEO Overview
6. Off-site SEO Overview
7. Best Practices
8. Next Steps



UI/UX OVERVIEW



UI/UX - Summary - Apr 2024

Total User Sessions Analyzed: 1127

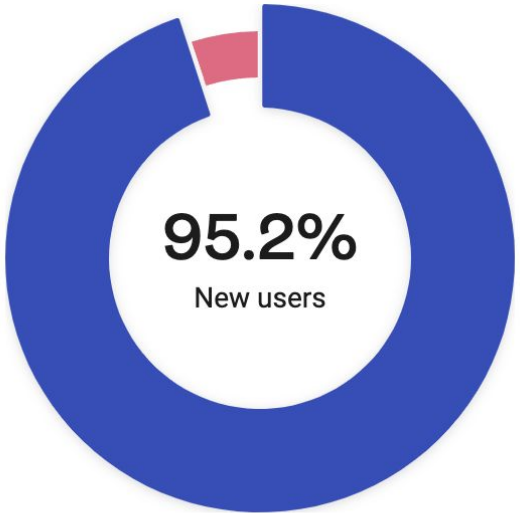
- **Mobile:** 812
- **Tablet:** 71
- **Desktop:** 244

Insights and Recommendations:

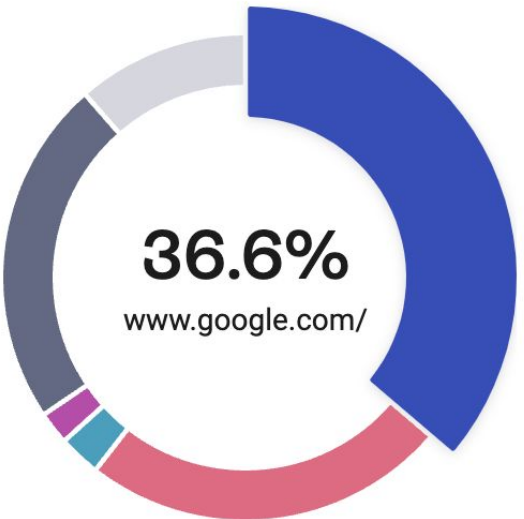
- Very few clicks on Z Grid Buttons. Consider **updating Z grid content** to keep it fresh.
- Users tend to click on Z-Grid photo which currently has no response. We recommend linking it to the relevant blog post.
- **27%** increase in tablet users compared to last month. Website functions seamlessly in all common device sizes including tablets.
- Most clicked item on the homepage is the partner slider **9.23%** of all clicks, followed by Travel Guide slider.
- Most users scroll down through the top **34.6%** of the homepage (6.6% more than March)
- Place any important **call-to-action** banners (e.g; request inspiration guide banner once new page is live) above the halfway point of the homepage to ensure it is viewed by the most number of people.
- Clicking activity is **excellent** which suggests that there are sufficient number of clear, prominent and actionable CTAs and interactive widgets on the homepage.
- The linear cursor movement on the homepage indicates that users are having a **frictionless browsing experience**.
- There were no **rage clicks** reported on the homepage.
- **Request a guide** received 0.43% of all clicks in the month of April.
 - Suggest we remove this block and then add it again with the new travel guide when ready.
- **Trip planning** and map icons in the header navigation received **2 clicks** each while, **Calendar** received **0**
- **Media, About, FB** and **phone number** were the only options in the **footer** with clicks/interaction. Consider adding phone number in the header menu if receiving calls is not an issue.



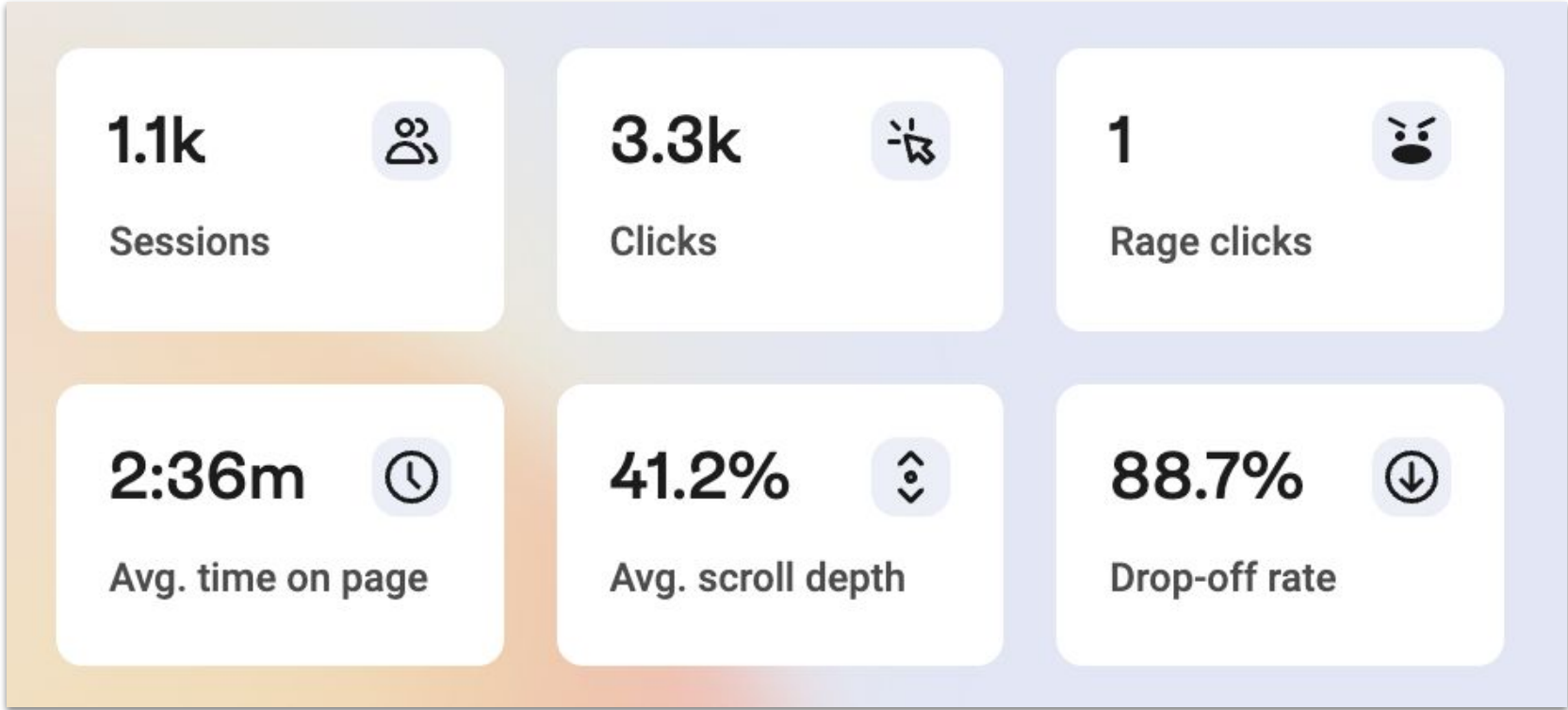
UI/UX - Summary - Apr 2024



● New users ● Returning users



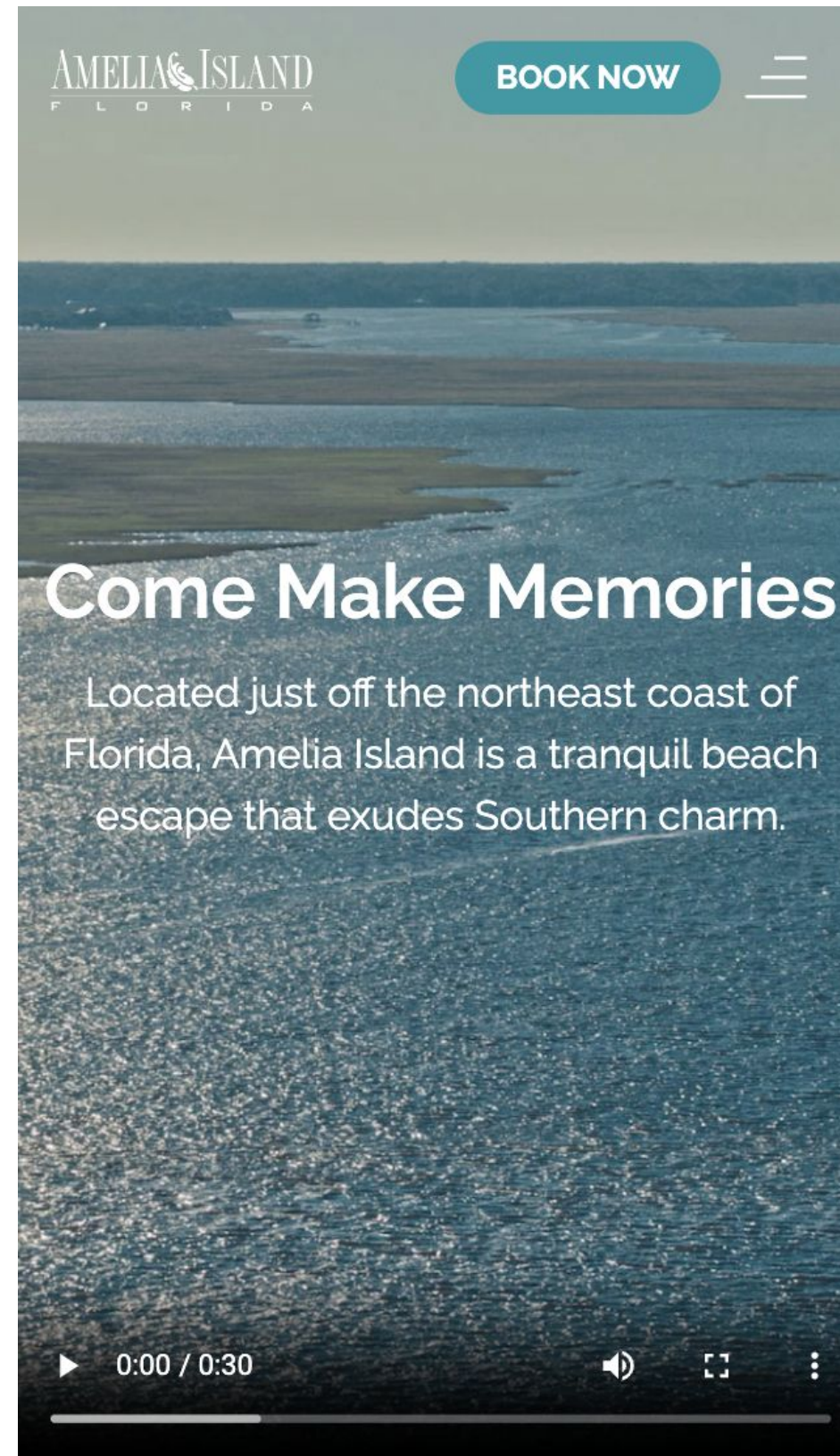
● www.google.com/ ● m.facebook.com/ ● l.facebook.com/
● www.bing.com/ ● Has no value ● Other



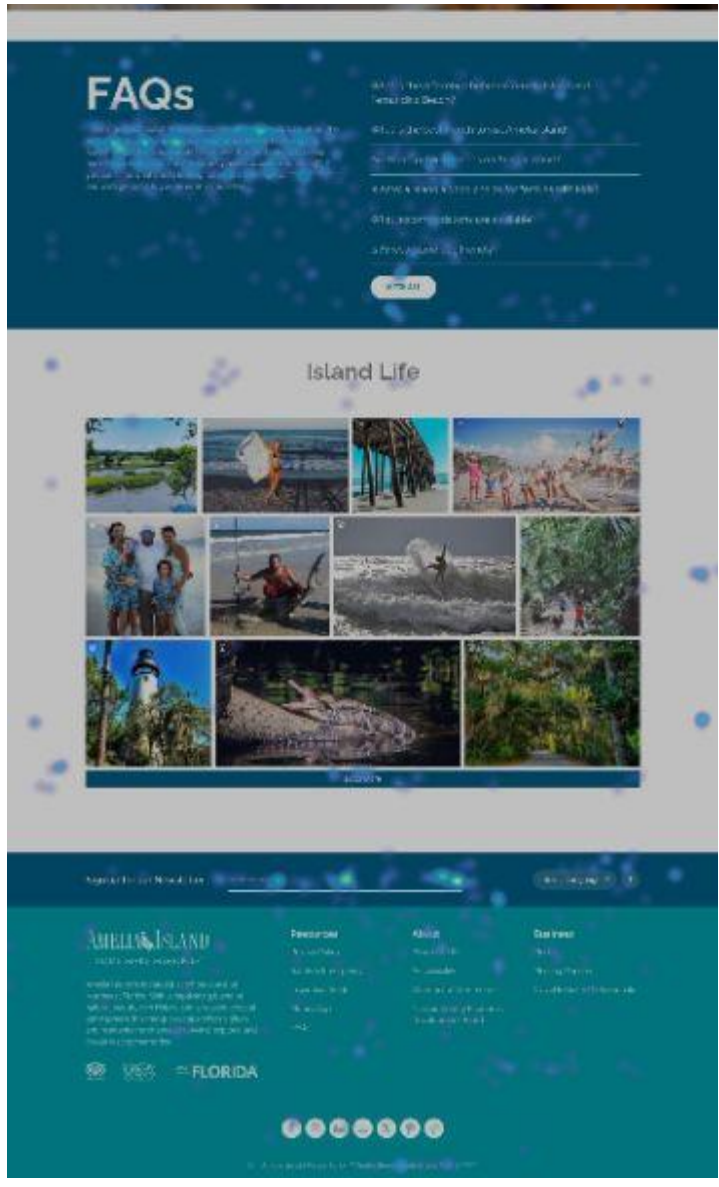
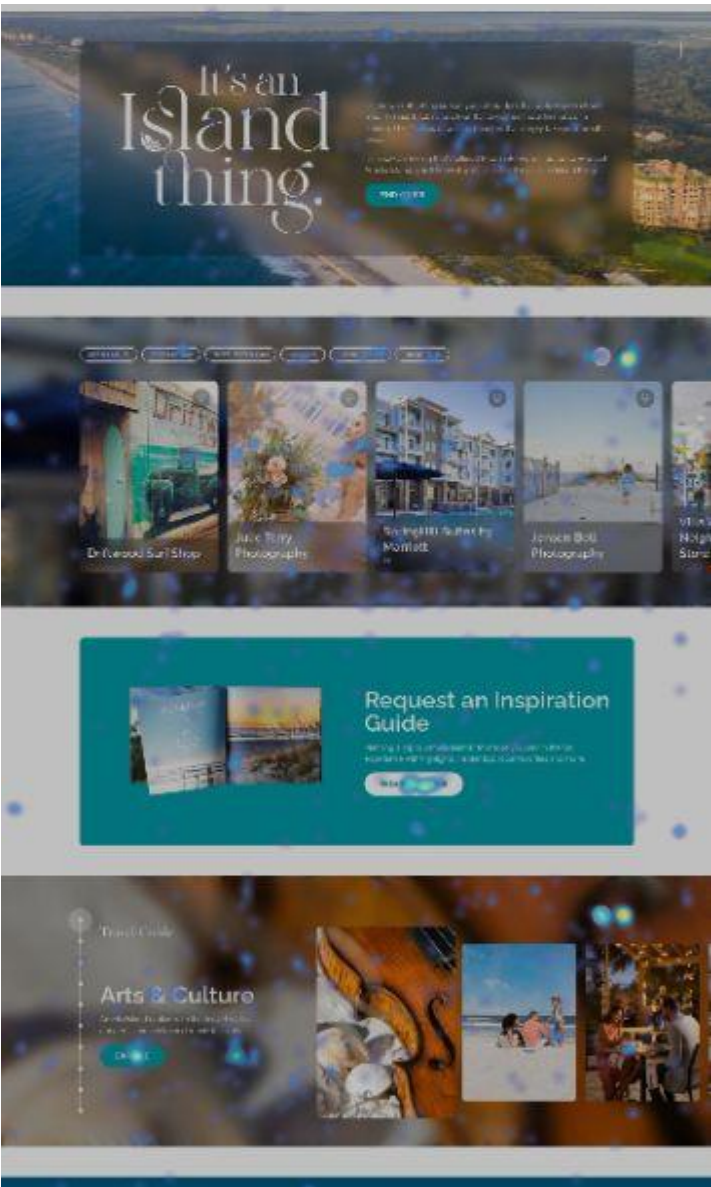
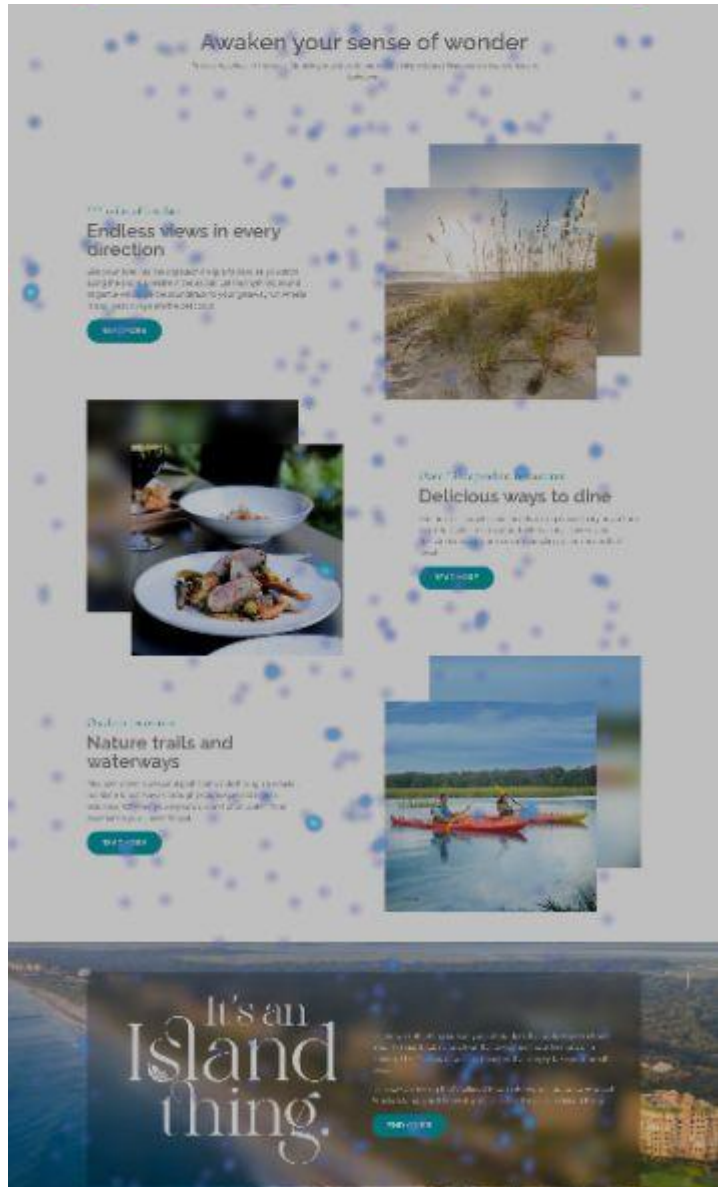
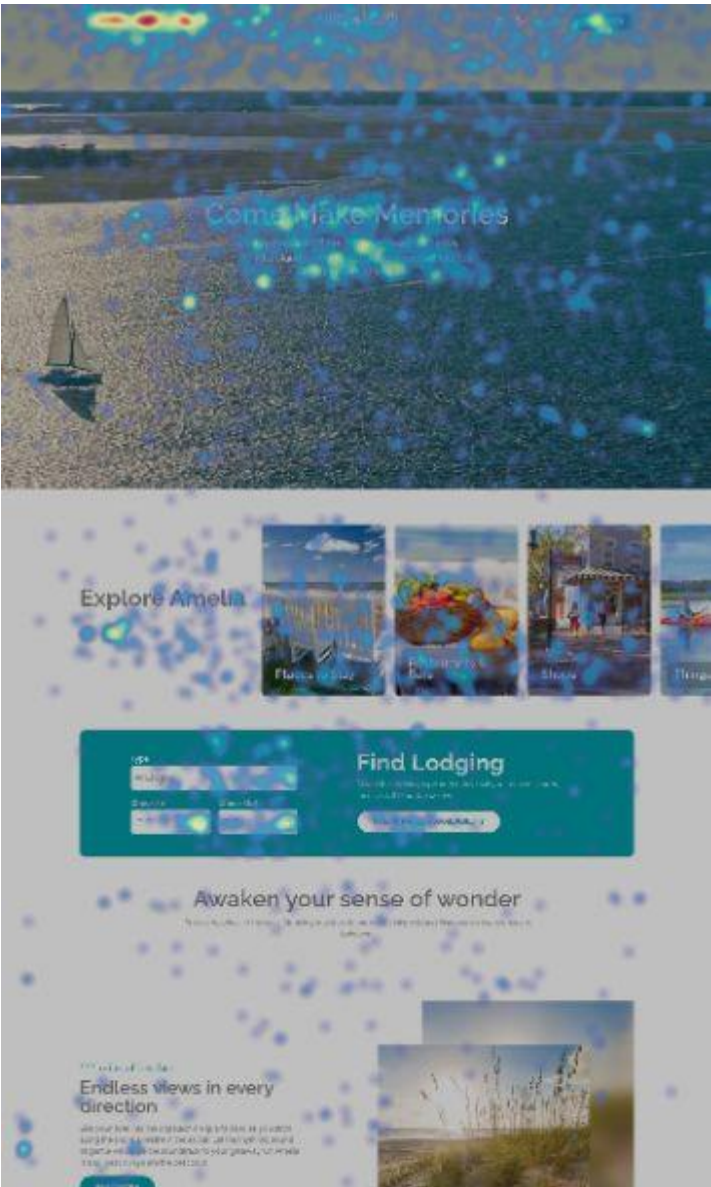
UI/UX - Mobile Session Overview - Apr 2024

- **Clicks: 39**
- **Text Input: 0**
- **Rage Click: 0**
- **U-Turns: 0**
- **Errors: 0**

View session recording [here](#):



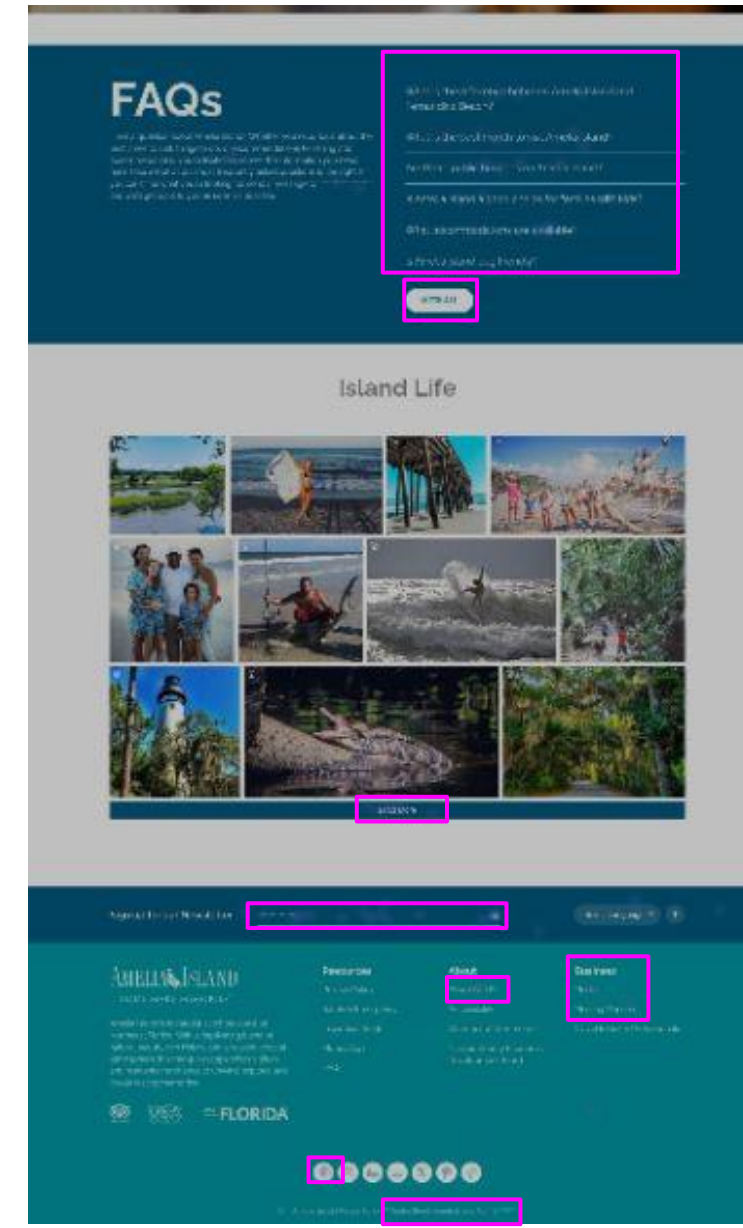
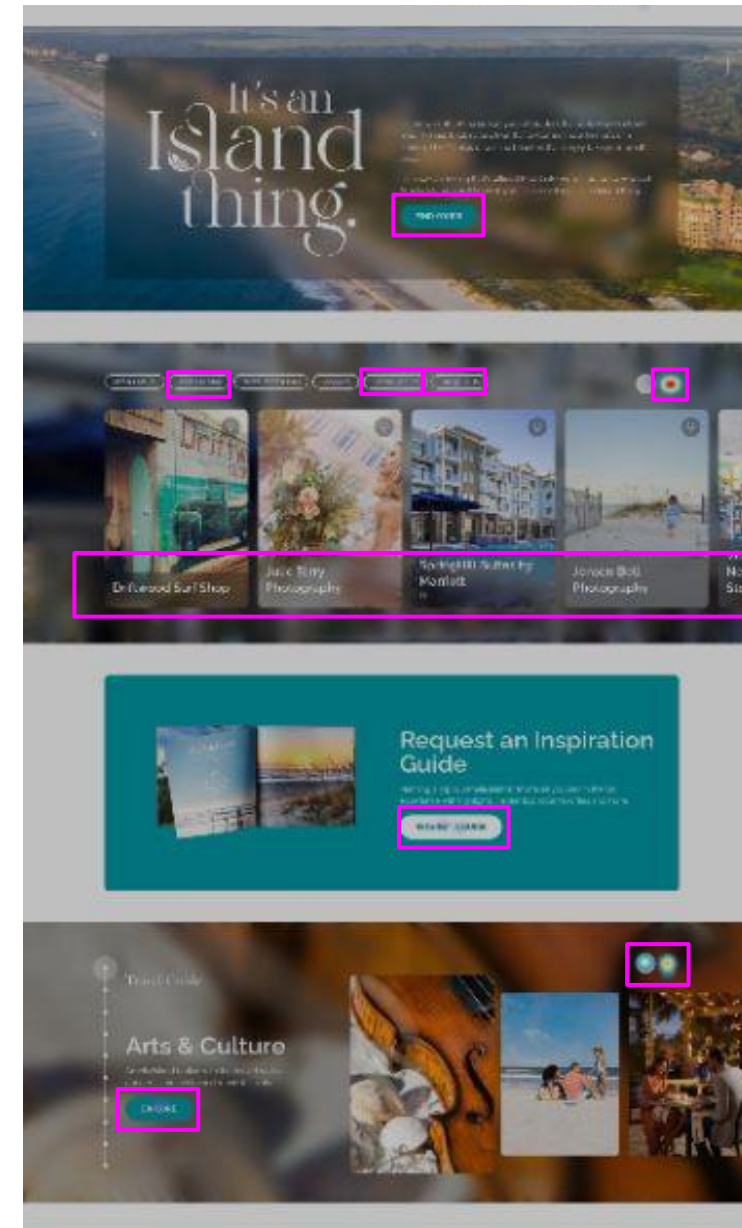
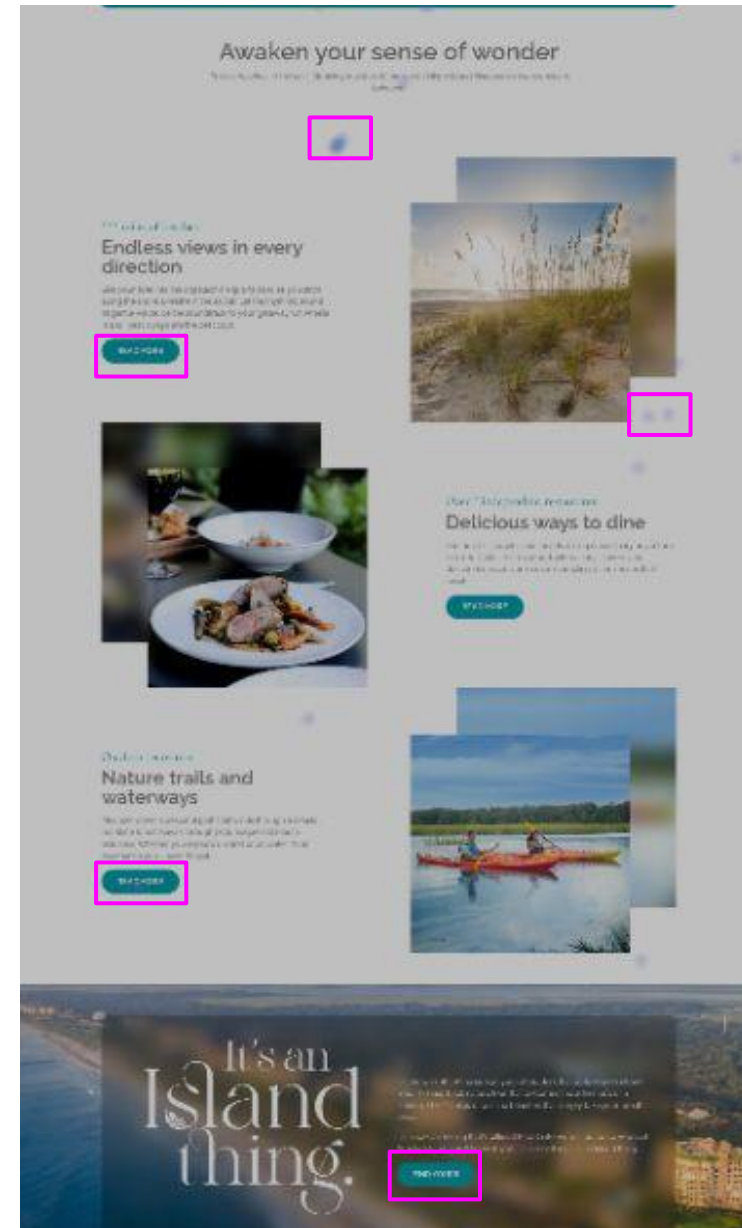
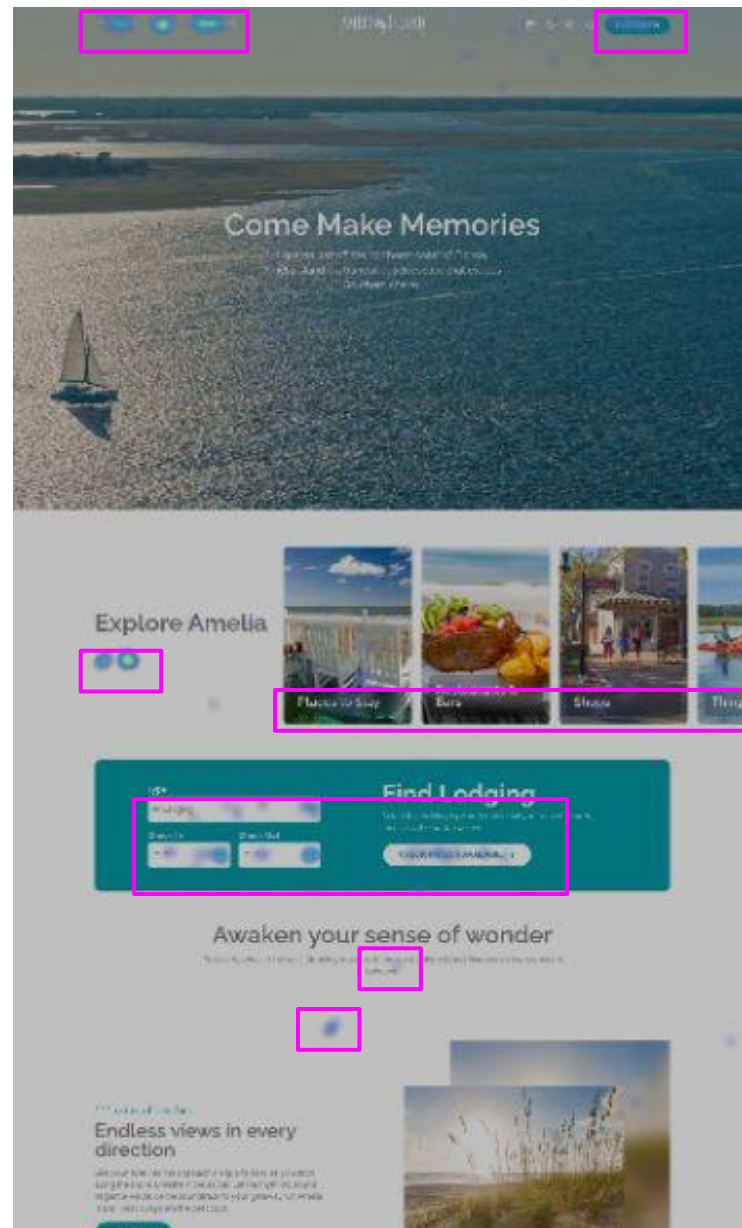
Heatmaps - Move - Apr 2024



Lots of activity throughout homepage specially around header navigation, buttons, sliders, and FAQ accordions.

**Color spot/gradient showcases cursor movement, warmer color suggests longer cursor pause.*

Heatmaps - Clicks Apr 2024

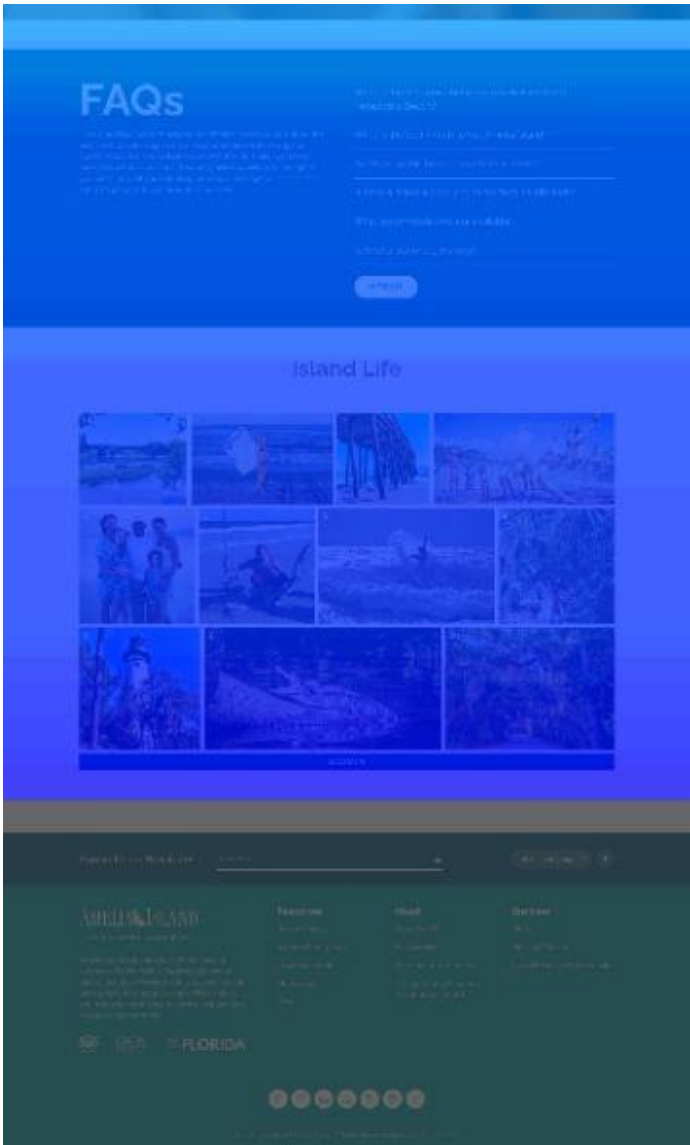
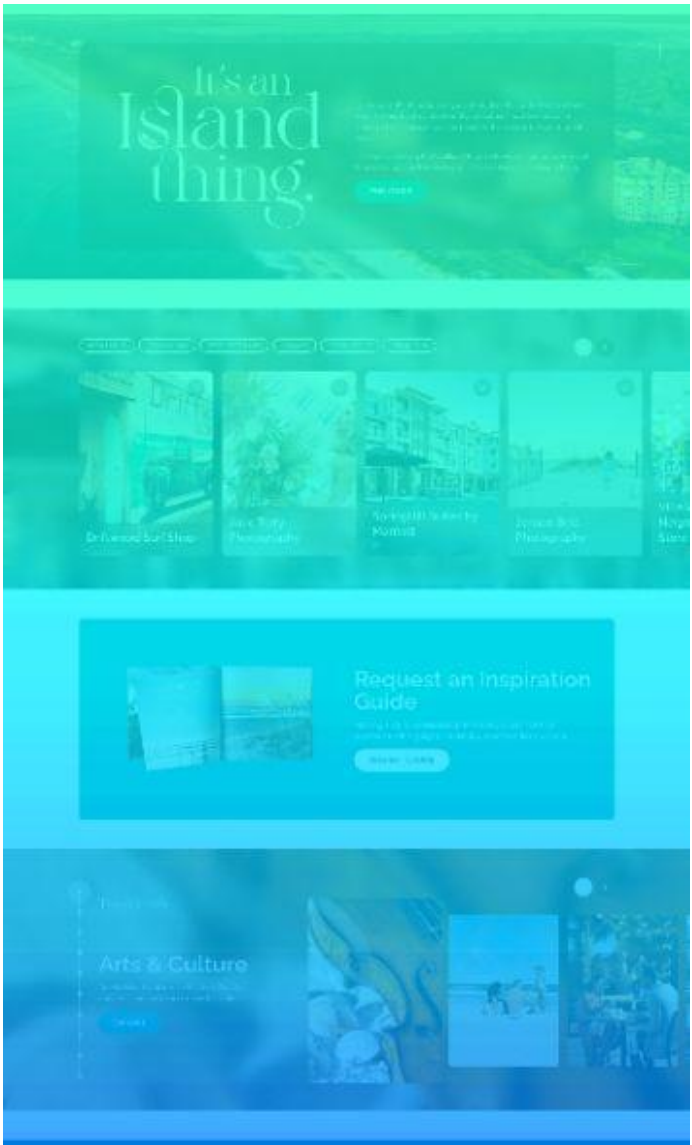
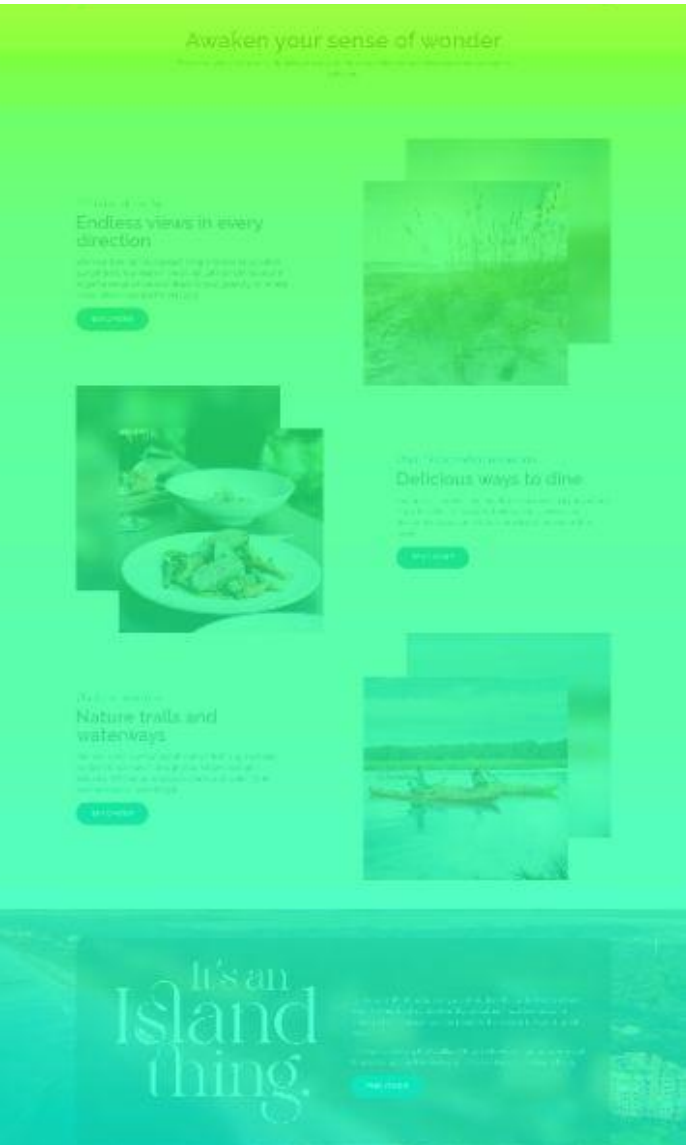
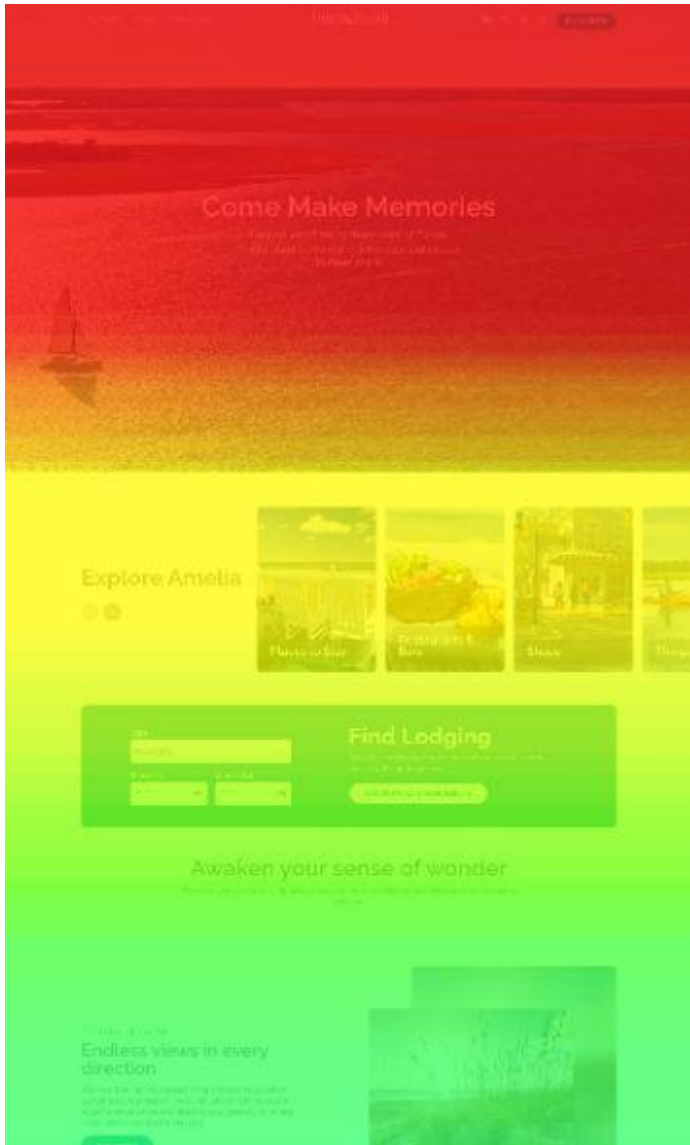


Interaction and clicks on header navigation, scroll arrows, booking widget, "Learn More" buttons, partner tabs and travel guide slider, FAQ accordions, photo gallery and footer menu

8 *Each color dot showcases user clicks, the larger the size of the spot, the more user clicked the area.



Heatmaps - Scroll - Apr 2024

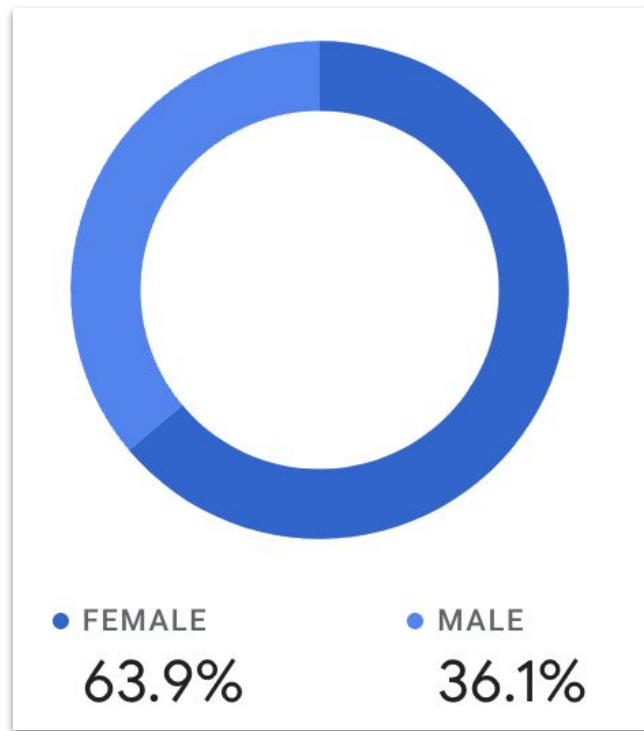


Scroll score is fair. **34.6%** of visitors scroll down upto FAQs section. **6.6%** more than last (Mar) month (**28%**)

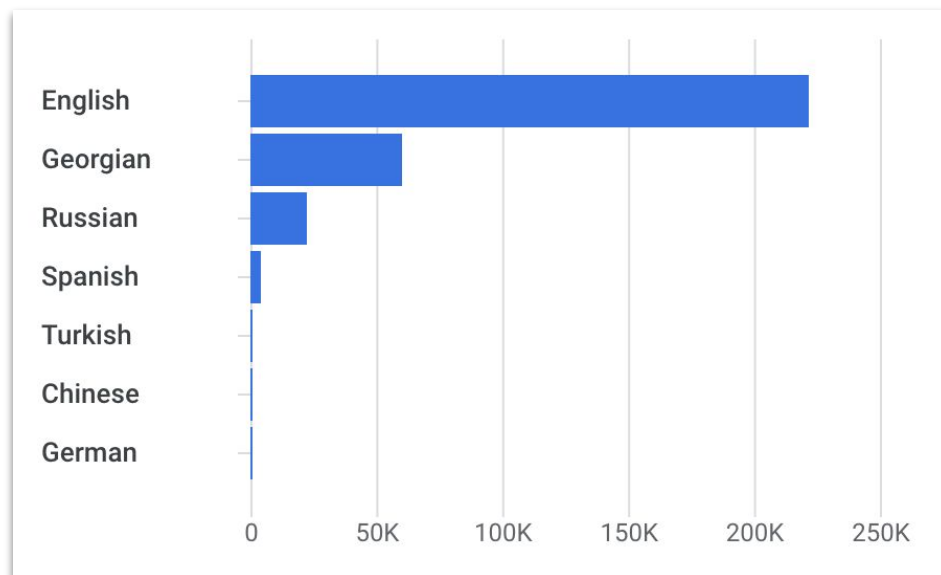
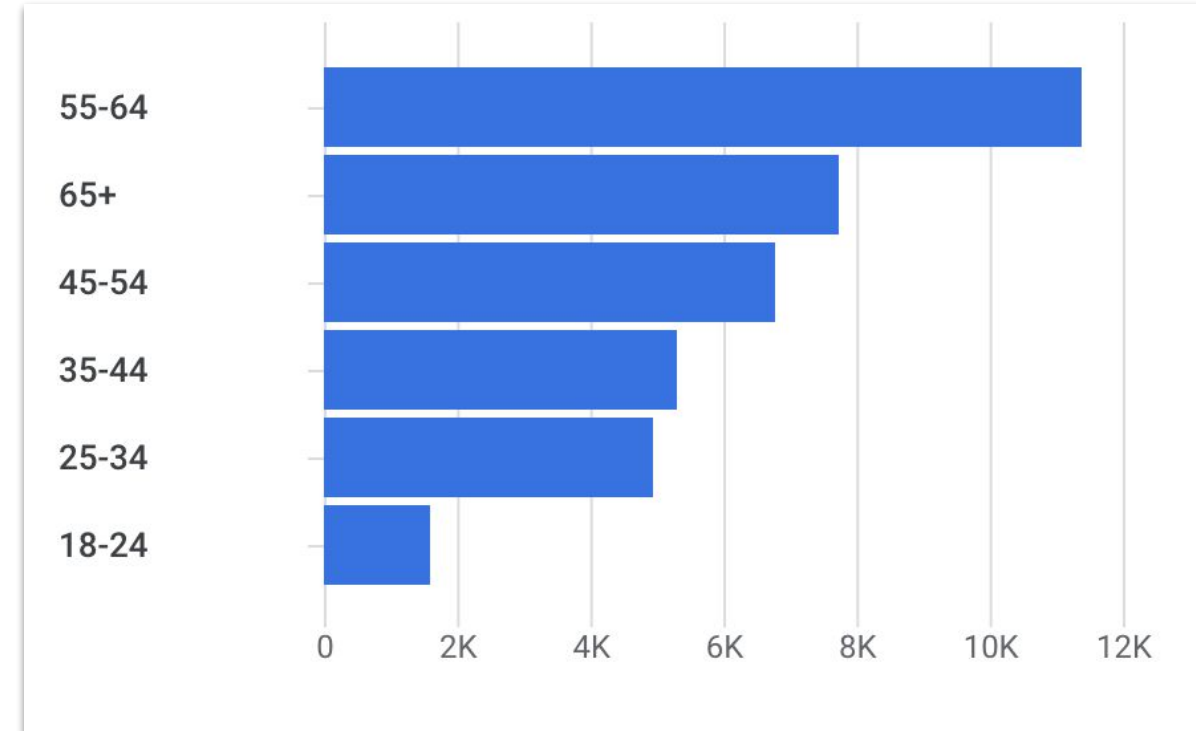
RED: 100% **YELLOW:** >85% **GREEN:** >60% **BLUE:** >20%



UI/UX - User Demographics Apr 2024



CITY	USERS
Tbilisi	64K
Atlanta	16K
New York	11K
Chicago	8.4K
Ashburn	5.8K
Los Angeles	5.5K
Batumi	5.2K



INTERESTS	USERS
News & Politics/Avid...	18K
Media & Entertainme...	16K
Media & Entertainme...	15K
Media & Entertainme...	12K
Food & Dining/Cooki...	11K
Lifestyles & Hobbies...	11K
Shoppers/Shopping ...	11K



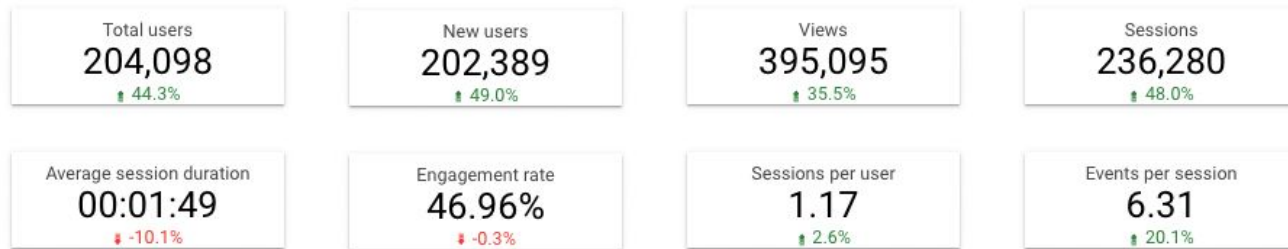
Website Summary - April 2024



Apr 1, 2024 - Apr 30, 2024

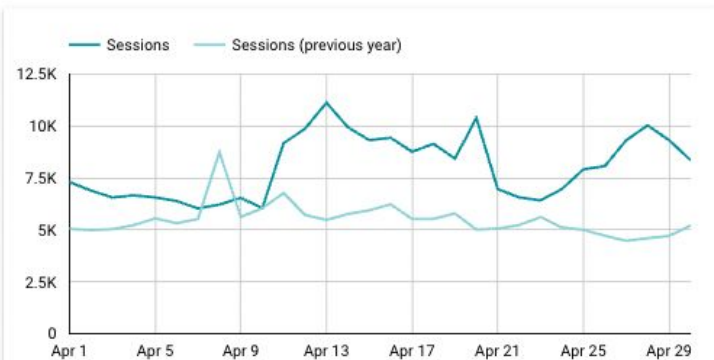
First user default channel group

Website Performance

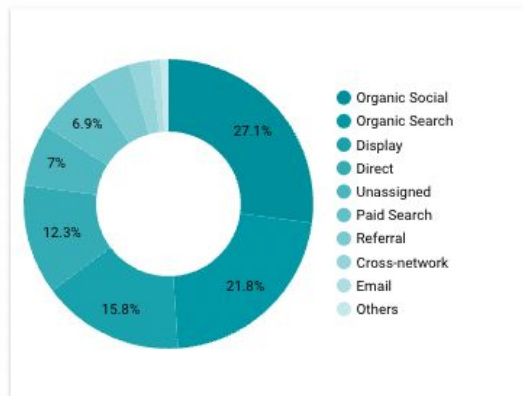


Traffic and Acquisition

Session Trend YoY



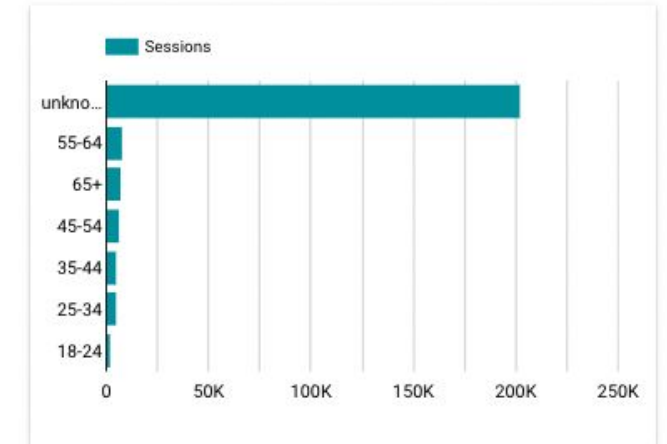
Top Acquisition Channels by Total Users



Sessions by Location

Region	Session...	% Δ	City	Session...	% Δ
1. Florida	45,984	77.4% ↑	1. (not set)	26,816	50.0% ↑
2. Georgia	36,660	72.8% ↑	2. Atlanta	16,678	58.7% ↑
3. New York	16,265	11.6% ↑	3. New York	10,555	16.8% ↑
4. North Carolina	15,969	86.9% ↑	4. Miami	6,610	393.3% ↑
5. Virginia	15,692	94.7% ↑	5. Chicago	5,645	41.3% ↑
6. Tennessee	11,221	245.4% ↑	6. Ashburn	5,587	79.9% ↑
7. South Carolina	9,174	162.2% ↑	7. Jacksonville	4,801	6.1% ↑
8. Texas	8,823	58.5% ↑	8. Orlando	4,117	55.5% ↑
9. Illinois	8,495	26.4% ↑	9. Fernandina Be...	3,123	-1.5% ↓
10. California	8,230	-11.8% ↓	10. Los Angeles	2,557	-20.6% ↓

Sessions by Age



Top Performing Landing Pages

Landing page	Sessions	Views	Average session duration
1. /	113,519	181,037	00:01:40
2. /travel-guides/romance	17,935	36,378	00:01:05
3. /activity/fernandina-beach-farmers-market-2	14,479	14,883	00:00:03
4. /places-to-stay	10,206	21,203	00:03:08
5. /things-to-do	7,102	17,903	00:03:46
6. (not set)	5,942	0	00:00:28
7. /blog/top-10-adrenaline-packed-adventures-on-amelia-isl...	5,921	6,718	00:00:24
8. /meetings	5,203	6,895	00:00:40

Website Summary



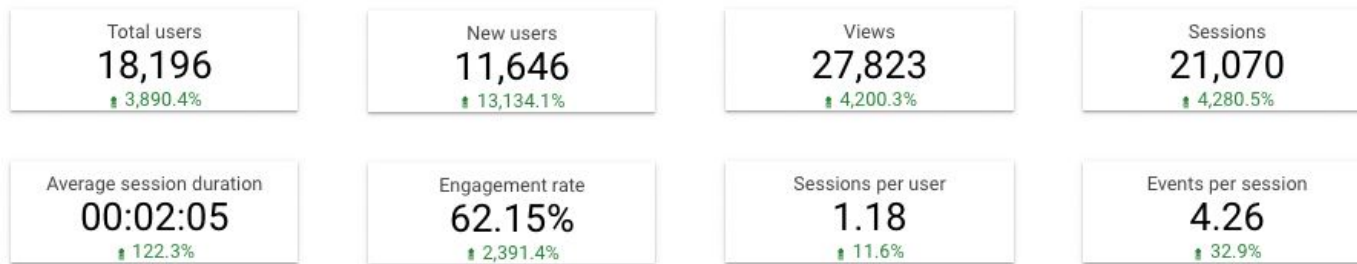
Website Summary - Blog - April 2024



Apr 1, 2024 - Apr 30, 2024

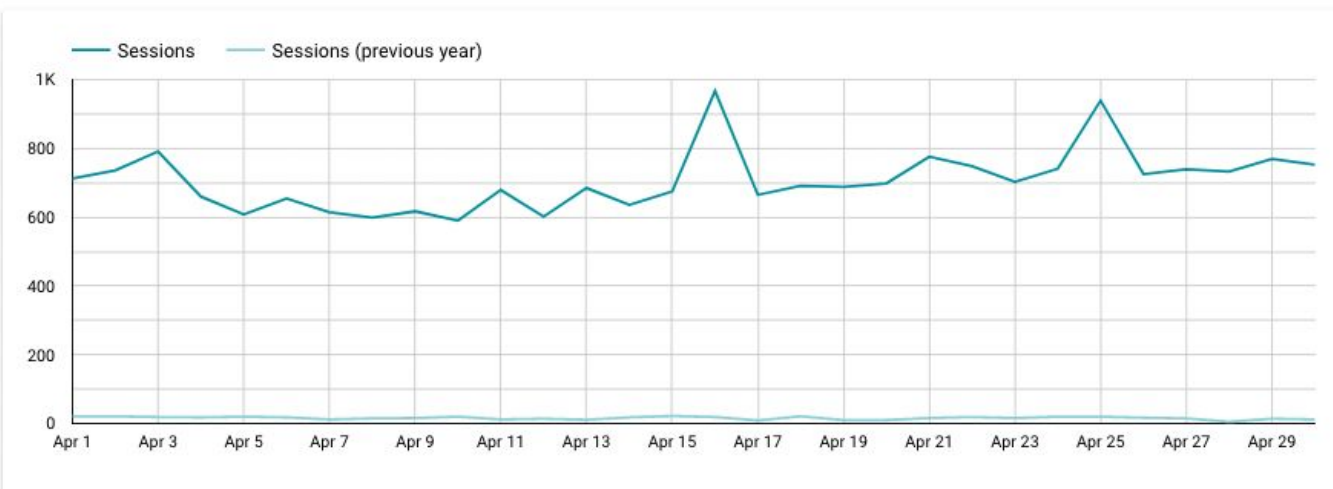
First user default channel group

Website Performance (Blog)



Traffic and Acquisition

Session Trend YoY



Top Performing Landing Pages

Landing page	Page path and screen class	Sessions...	Views	Avg. Session Duration
1. /blog/top-10-adrenaline-packed-adventures-on-amelia-island	/blog/top-10-adrenaline-packed-adventures-on-amelia-island/	5,921	6,201	00:00:18
2. /things-to-do	/blog/from-a-z-26-things-to-see-do-in-historic-downtown/	924	1,026	00:03:07
3. /travel-guides/downtown	/blog/from-a-z-26-things-to-see-do-in-historic-downtown/	608	691	00:02:37
4. /blog/from-a-z-26-things-to-see-do-in-historic-downtown	/blog/from-a-z-26-things-to-see-do-in-historic-downtown/	490	537	00:01:48
5. /	/blog/from-a-z-26-things-to-see-do-in-historic-downtown/	440	485	00:02:55
6. /blog/the-ultimate-kids-vacation	/blog/the-ultimate-kids-vacation/	416	460	00:02:45
7. /blog/lets-brunch-and-celebrate-mom	/blog/lets-brunch-and-celebrate-mom/	402	446	00:02:59
8. /blog/activities-on-the-water-lets-make-waves	/blog/activities-on-the-water-lets-make-waves/	311	357	00:01:09

1 - 100 / 2379 < >



GA Conversions - April 2024



Apr 1, 2024 - Apr 30, 2024

First user default channel group

Events and Conversions Performance Summary

Event count
1,491,525

Conversions
19,532

Events per session
6.31

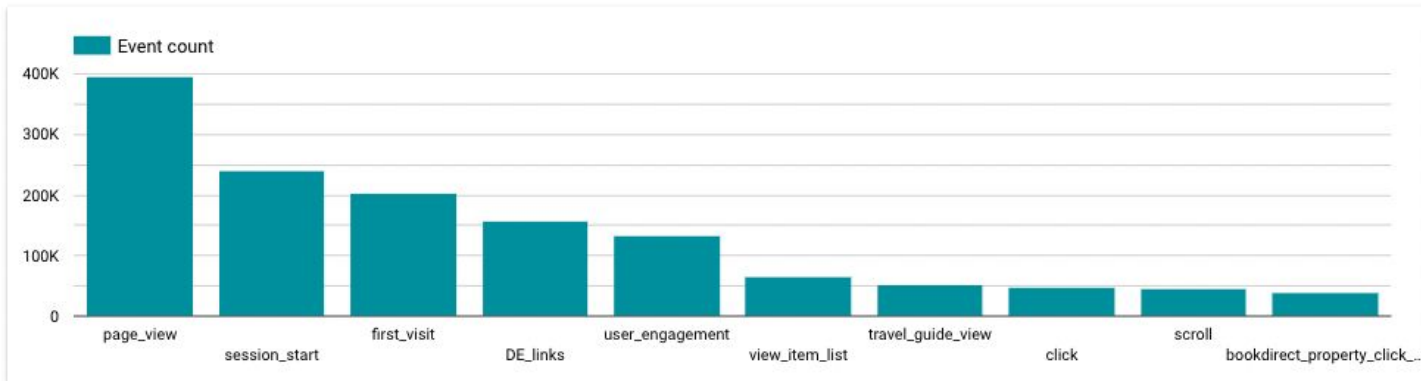
Session conversion rate
8.23%

Newsletter Sign Up
1,283

Meetings RFP
5

Weddings RFP
71

Book Now
38,398



[Google Analytics Conversions](#)

Events and Conversions Performance Breakdown

Conversions

Event name	Event count	Sessions	Events per session
1. page_view	395,095	229,746	1.72
2. session_start	240,955	236,189	1.02
3. first_visit	202,389	200,324	1.01
4. DE_links	158,201	49,414	3.2
5. user_engagement	133,418	81,418	1.64
6. view_item_list	65,602	15,562	4.22
7. travel_guide_view	52,865	30,448	1.74
8. click	47,241	28,963	1.63
9. scroll	44,860	28,918	1.55

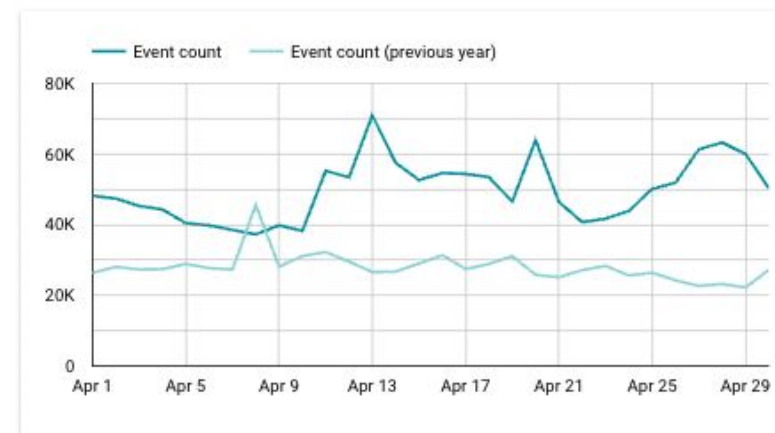
Outbound Partner Links

Outbound Link Partner	Event count
1. Omni Amelia Island Resort - Amelia Island	850
2. The Ritz-Carlton, Amelia Island - Amelia Island	411
3. Barefoot Amelia Beach Rentals - Amelia Island	328
4. A1A Beach Vacations - Amelia Island	296
5. Marlin and Barrel Distillery - Amelia Island	275
6. Atlantic Recreation Center - Amelia Island	274
7. The Villas of Amelia Island - Amelia Island	249
8. eWheelz - Amelia Island	226

Form Submission Count

Form Name	Event count
1. /inspiration-guide/	394
2. /dickens-on-centre/vendors/vendor-application/	20
3. /weddings/request-information/	17
4. /content/submit-an-event/	15
5. /content/submit-a-business/	11
6. /meetings/	3
7. /travel-industry-professionals/	3
8. /meetings/request-information/	2

Events Trend YoY



Events by Channel/Campaign

First user default channel group	Event count
1. Organic Search	446,505
2. Direct	255,417
3. Organic Social	235,498
4. Display	182,782
5. Paid Search	138,149
6. Referral	102,980
7. Unassigned	78,207
8. Cross-network	26,103



Email Performance - April 2024

Performance by Email Campaign

Subject Line	Date	Sent	Delivered	Opens	Unique Opens	Unique Open Rate	Clicks	Unique Clicks	Click Rate	Bounces	CPUO
Jump, dive or dig into these top picks for Ma...	Apr 25, 2024	68,925	68,701	27,442	21,030	30.61%	1,033	836	1.5%	224	2.7%
Amelia Island CVB Partner Newsletter	Apr 25, 2024	743	725	737	357	49.24%	59	46	7.94%	18	4.76%
See what makes NE Florida so naturally fun ...	Apr 16, 2024	118,739	117,822	29,796	22,498	19.09%	954	817	0.8%	917	2.85%
Unforgettable Moments Await You on a Clas...	Apr 5, 2024	66,937	66,853	32,650	23,916	35.77%	880	762	1.31%	84	2.3%

Total users

2,311

New users

2,210

Views

5,629

Sessions

2,857

First user campaign	Landing page	Sessions	Views	Average session duration
1. it's_an_island_thing	/	618	1,379	00:02:44
2. it's_an_island_thing	/places-to-stay	313	623	00:03:12
3. (not set)	/	254	471	00:02:02
4. it's_an_island_thing	/blog/activities-on-the-water-lets-make-waves	238	445	00:02:04
5. it's_an_island_thing	/blog/first-friday-foodie-feature-the-patio-at-5th-and-ash	232	495	00:02:38
6. island_inspired_meetings	/meetings	176	220	00:00:42
7. it's_an_island_thing	/itineraries/nature-lovers-nataway	172	204	00:03:03

1 - 100 / 172 < >

Sessions by Country

First user source / m...	Country	Sessions
1. ameliaisland / email	United States	1,296
2. travelandleisure / email	United States	797
3. hs_email / email	United States	271
4. usae / email	United States	201
5. Mailchimp / email	United States	142
6. northstar / email	United States	46
7. Jacksonville Travel Guide	United States	25

1 - 48 / 48 < >

Sessions by City

First user source / me...	City	Sessions
1. ameliaisland / email	(not set)	128
2. ameliaisland / email	Atlanta	109
3. travelandleisure / email	Atlanta	93
4. travelandleisure / email	(not set)	79
5. ameliaisland / email	Ashburn	79
6. usae / email	Ashburn	77
7. hs_email / email	Atlanta	67

1 - 100 / 1180 < >

[Email Performance](#)



ORGANIC TRAFFIC OVERVIEW

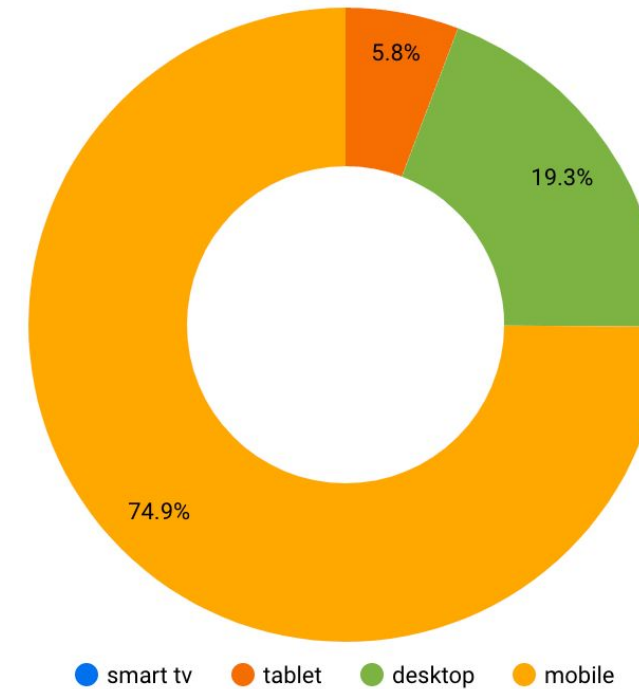


ORGANIC TRAFFIC OVERVIEW - MoM

APRIL 1, 2024 - APRIL 30, 2024

APRIL 1, 2024 - APRIL 30, 2024 vs. MARCH 1, 2024 - MARCH 29, 2024

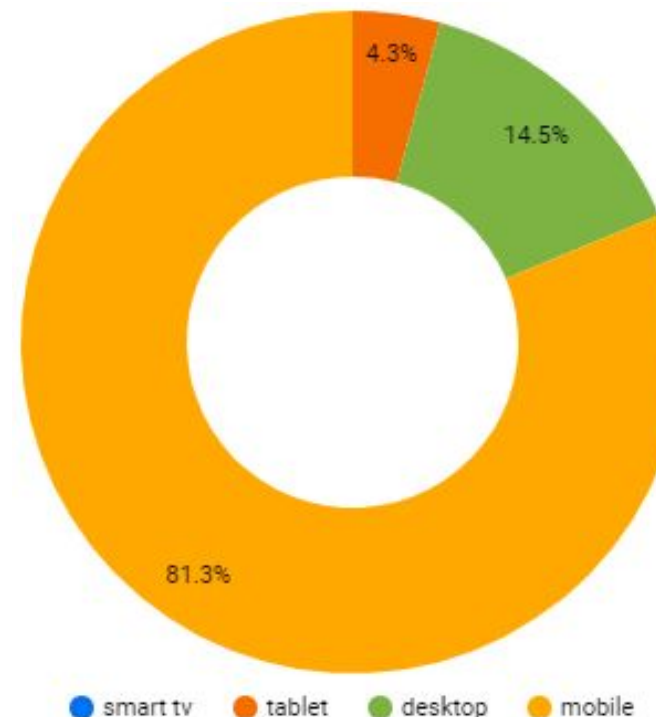
Sessions -6.46% 60,352 vs 64,519	Pages / Session -1.45% 2.04 vs 2.07	Bounce Rate +3.95% 32.65% vs 31.41%
New Users -6.33% 43,331 vs 46,259	Avg. Session Duration -4.88% 00:03:15 vs 00:03:25	



Organic Traffic Overview - MoM

- Organic sessions decreased **6.46%** MoM
- New users, average session duration also decreased slightly
- Notable MoM decreases to
 - [Restaurants & Dining](#) (-15.23%)
 - [Homepage](#) (-10.17%)
 - [Places to Stay](#) (-4.67%)
 - [Things to Do](#) (-8.23%)
 - [Downtown Travel Guide](#) (-13.00%)
- Slight traffic decreases to every site suggests decreased overall volume, not decreases to overall keyword rankings
- Pages/session, bounce rate remained largely the same. No negative user experience impacting site traffic downtrends. Likely simple a drop in MoM overall search volume.

MARCH 1, 2024 - MARCH 29, 2024



Session primary...Channel Group) +	↓ Users	New users	Views	Sessions	Bounce rate
	202,301 100% of total	202,389 100% of total	395,095 100% of total	236,280 100% of total	53.04% Avg 0%
Organic Social	55,395	55,326	75,320	61,377	80.48%
Organic Search	45,413	43,331	123,192	60,352	32.65%
Display	32,708	32,747	56,939	34,678	69.73%
Direct	24,391	24,239	44,331	29,018	37.22%
Unassigned	14,781	14,315	27,118	16,157	58.52%
Paid Search	14,365	13,988	36,288	16,689	30.3%
Referral	9,962	9,622	17,854	11,966	30.09%
Cross-network	4,823	4,816	6,108	5,099	51.4%
Email	2,366	2,208	5,851	2,961	44.51%
Organic Video	1,790	1,762	2,056	1,871	94.17%



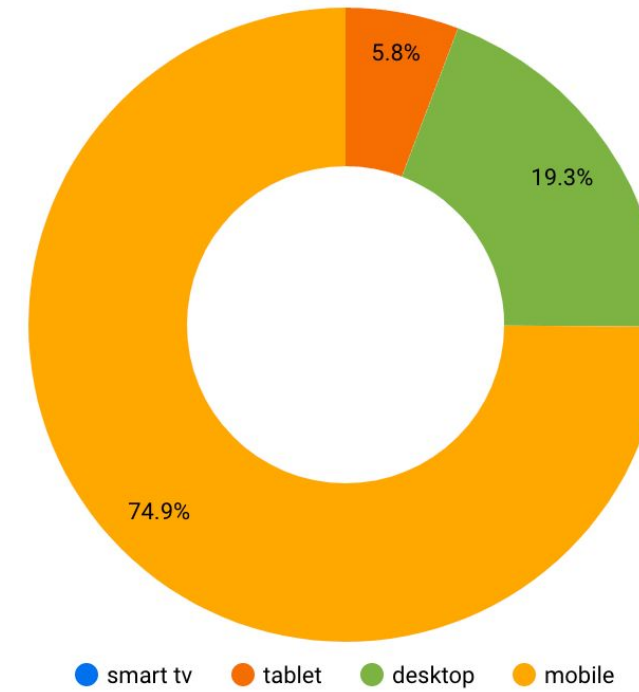
ORGANIC TRAFFIC OVERVIEW - YoY

APRIL 1, 2024 - APRIL 30, 2024 vs. APRIL 1, 2023 - APRIL 30, 2023

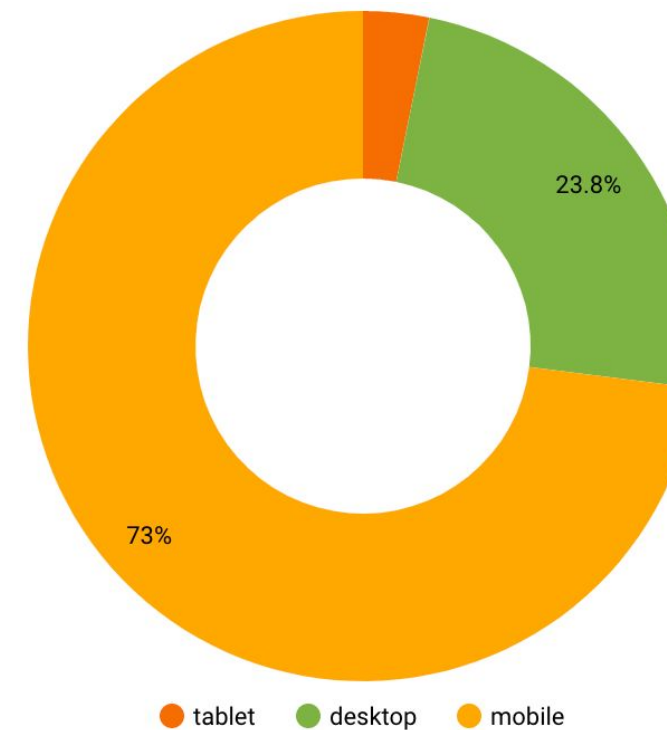
Sessions -5.83% 60,352 vs 64,088	Pages / Session -2.86% 2.04 vs 2.10	Bounce Rate -35.91% 32.65% vs 50.94%
New Users -11.31% 43,331 vs 48,857	Avg. Session Duration +42.05% 00:03:15 vs 00:01:53	

Default Channel Grouping	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	144,609 <small>% of Total: 100.00% (144,609)</small>	142,855 <small>% of Total: 100.00% (142,855)</small>	170,349 <small>% of Total: 100.00% (170,349)</small>	62.37% <small>Avg for View: 62.37% (0.00%)</small>	1.78 <small>Avg for View: 1.78 (0.00%)</small>	00:01:20 <small>Avg for View: 00:01:20 (0.00%)</small>
1. Organic Search	51,595 (34.79%)	48,857 (34.20%)	64,088 (37.62%)	50.94%	2.10	00:02:06
2. Display	29,563 (19.93%)	28,778 (20.14%)	30,356 (17.82%)	70.63%	1.64	00:00:21
3. (Other)	29,037 (19.58%)	28,677 (20.07%)	31,841 (18.69%)	83.50%	1.24	00:00:15
4. Direct	20,555 (13.86%)	20,431 (14.30%)	23,535 (13.82%)	57.67%	1.53	00:01:41
5. Referral	9,012 (6.08%)	8,208 (5.75%)	10,486 (6.16%)	55.45%	2.12	00:01:57
6. Paid Search	6,724 (4.53%)	6,354 (4.45%)	7,754 (4.55%)	61.75%	2.08	00:01:10
7. Email	1,612 (1.09%)	1,365 (0.96%)	2,071 (1.22%)	59.92%	2.06	00:02:02
8. Social	204 (0.14%)	185 (0.13%)	218 (0.13%)	66.51%	1.59	00:01:02

APRIL 1, 2024 - APRIL 30, 2024



APRIL 1, 2023 - APRIL 30, 2023



Organic Traffic Overview - YoY

- Like MoM sessions, total YoY sessions also decreased slightly.
- Bounce rate, average session duration continue to improve massively YoY - suggesting improved user experience.
- Organic new users down **16.71%** YoY; total new users up **117.65%** (141,548 to 308,099)
- No surprise in slight sessions drop. In 2023, sessions decreased slightly (**10.41%**) before rebounding in May. We saw the same trend in 2024.
- We're maintaining that massive uptick in pages with greater intent (Places to Stay, travel guides, etc.) this month, along with decrease in entry-level pages (Homepage, Activities, etc.). This trend greatly suggests two trends:

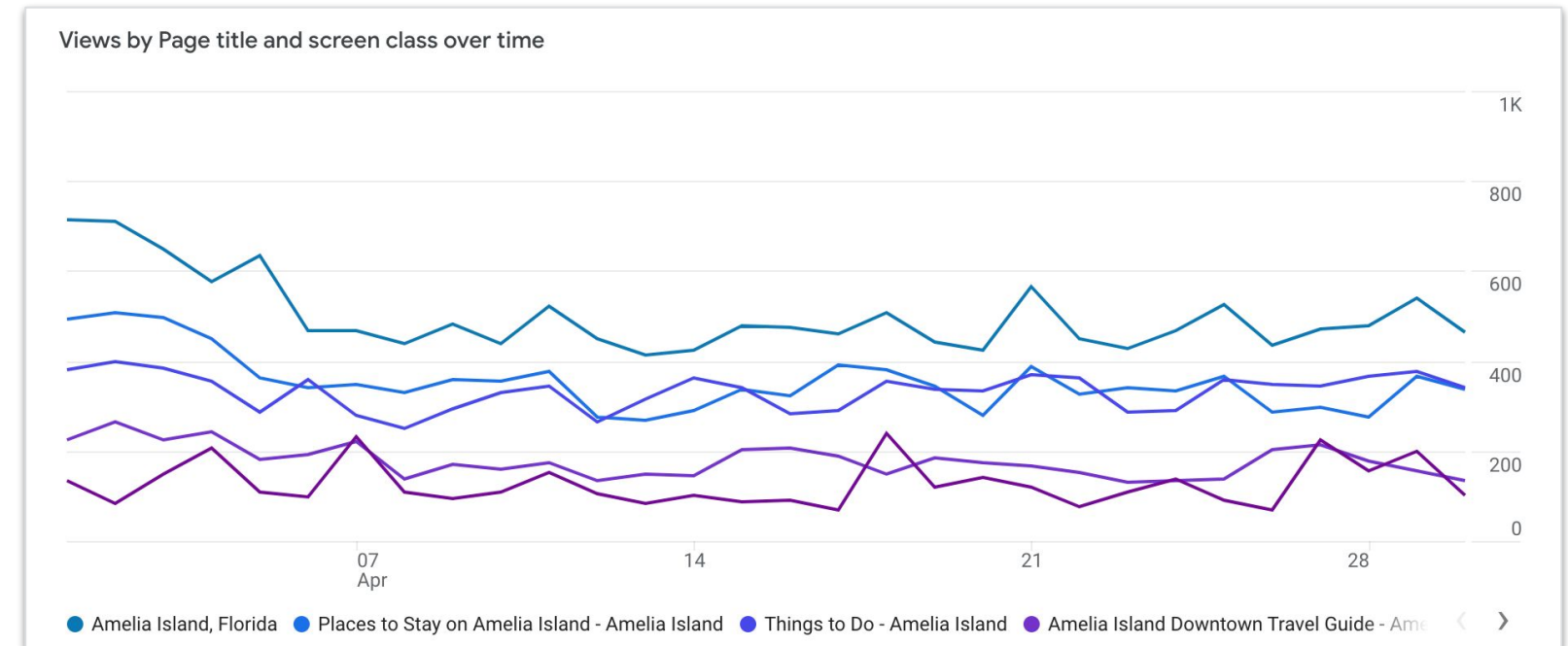
- Better YoY indexation of pages deeper within the website - both in organic search results, and as featured snippets.
- More direct user navigation to deeper-intent pages, and away from those first-level pages with navigational features.



TOP PAGES ORGANIC | APRIL 1, 2024 - APRIL 30, 2024



Page title and screen class ▾ +	↓ Views	Users	Views per user	Average session duration	Sessions	Bounce rate
	123,192 100% of total	45,413 100% of total	2.71 Avg 0%	3m 15s Avg 0%	60,352 100% of total	32.65% Avg 0%
Amelia Island, Florida	14,995	10,511	1.43	1m 27s	12,863	29.15%
Places to Stay on Amelia Island - Amelia Island	10,619	6,205	1.71	2m 17s	7,142	16.16%
Things to Do - Amelia Island	9,972	6,871	1.45	1m 53s	7,930	23.58%
Amelia Island Downtown Travel Guide - Amelia Island	5,323	3,610	1.47	1m 52s	4,263	21.04%
Webcams, Photos and Videos - Amelia Island	3,795	1,347	2.82	2m 22s	2,444	20.29%
Amelia Island Restaurants and Dining - Amelia Island	2,914	1,841	1.58	2m 10s	2,117	11.9%
Brett's Waterway Cafe - Amelia Island	2,462	1,567	1.57	1m 59s	1,858	22.07%
From A - Z: 26 Things to See & Do in Historic Downtown - Amelia Island	2,329	1,875	1.24	2m 45s	2,165	10.25%
Shops - Amelia Island	2,302	1,472	1.56	2m 02s	1,744	17.49%
Festivals & Events Archive - Amelia Island	1,941	1,527	1.27	1m 44s	1,717	17.65%



KEYWORDS POSITIONS



TOP ORGANIC KEYWORDS | Organic Rankings - Desktop

Keyword	Intent	Position	SF	Traffic	Traffic %	Volume	KD %	URL
+ amelia island >>	I N	1	10	72.4K	49.56	90.5K	83	www.ameliaisland.com/
+ amelia island fl >>	I N	1	8	4.3K	2.95	5.4K	76	www.ameliaisland.com/
+ things to do in amelia island >>	I	1	6	2.3K	1.58	2.9K	48	www.ameliaisland.com/things-to-do/
+ amelia island 32034 >>	I	1	8	1.5K	1.04	1.9K	53	www.ameliaisland.com/
+ amelia island beach >>	C	1	7	1.3K	0.87	1.6K	55	www.ameliaisland.com/travel-guides/beaches/
+ amelia island things to do >>	I	1	6	1K	0.71	1.3K	43	www.ameliaisland.com/things-to-do/
+ what to do in amelia island >>	I	1	6	1K	0.71	1.3K	43	www.ameliaisland.com/things-to-do/
+ amelia island resorts >>	C	2	7	811	0.55	9.9K	47	www.ameliaisland.com/places-to-stay/
+ stuff to do in amelia island >>	I	1	5	800	0.54	1K	40	www.ameliaisland.com/things-to-do/
+ things to do amelia island >>	I	1	6	800	0.54	1K	43	www.ameliaisland.com/things-to-do/
+ things to do in amelia island florida >>	I	1	6	800	0.54	1K	48	www.ameliaisland.com/things-to-do/
+ things to do on amelia island >>	I	1	7	704	0.48	880	47	www.ameliaisland.com/things-to-do/
+ downtown amelia island >>	I	1	7	704	0.48	880	29	www.ameliaisland.com/travel-guides/downtown/
+ amelia island hotels >>	C	1	6	704	0.48	27.1K	66	www.ameliaisland.com/places-to-stay/
+ amelia island >>	I N	?	10	633	0.43	90.5K	83	www.ameliaisland.com/blog/10-reasons-to-travel-to-amelia-island-in-2023/
+ amelia island beaches >>	C	1	6	576	0.39	720	43	www.ameliaisland.com/travel-guides/beaches/

Organic Keyword Overview

- **Four new keywords** in top 3 over past month, including:
 - omni at amelia island (5th to 2nd)
 - electric bike rental amelia island (4th to 2nd)
 - omni amelia island plantation resort (4th to 3rd)
- **Forty-six keywords** gained positioning within top 10 results, including:
 - best things to do amelia island (2nd to 1st)
 - blue heron inn (14th to 8th)
 - fernandina beach fort clinch (9th to 8th)
 - kayak amelia (12th to 7th)
- **Thirty-three keywords** lost some positioning within the top 10, including:
 - brett's amelia island (1st to 2nd)
 - brett's waterway cafe fernandina (2nd to 3rd)
 - hampton inn fernandina beach fl (6th to 7th)
 - florida island (8th to 9th)



TOP ORGANIC KEYWORDS | Organic Rankings - Mobile



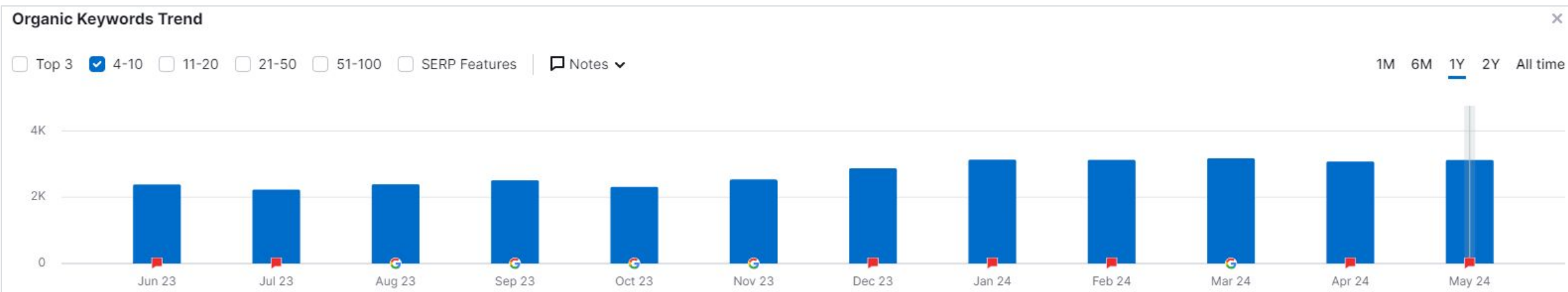
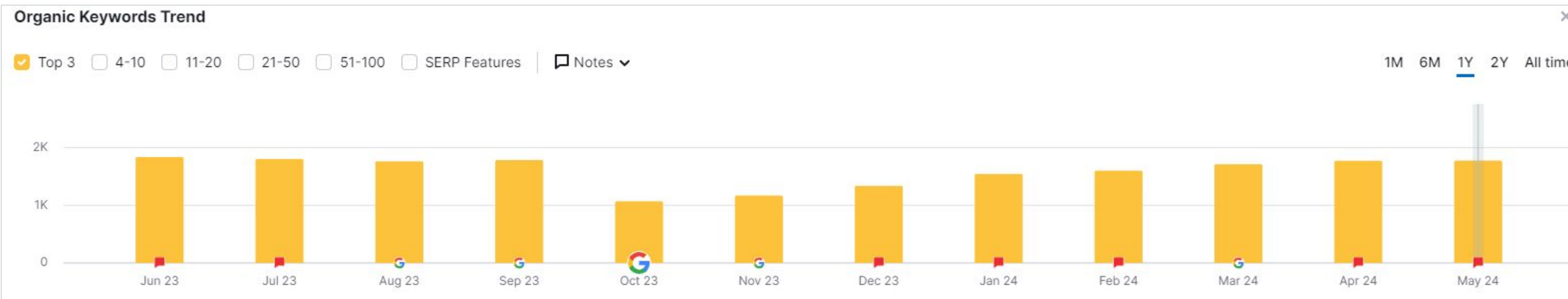
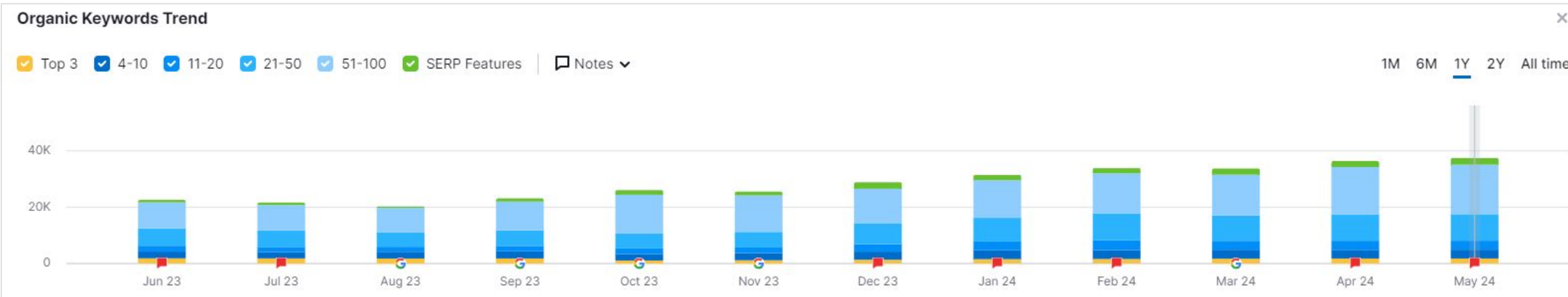
Organic Keyword Overview

- [Two new keywords](#) in top 3 over past month:
 - amelia island condo rentals (5th to 3rd)
 - oceanside amelia island (4th to 3rd)
- [Nine keywords](#) gained positioning within top 10 results, including:
 - where is amelia island fl (6th to 5th)
 - amelia island events (2nd to 1st)
 - island off of florida (8th to 5th)
- Only [nine keywords](#) saw any form of decrease in mobile search results.



Keyword	Intent	Position	SF	Traffic	Traffic %	Volume	KD %	URL
+ amelia island >>	I N	1	5	2.4K	4.92	90.5K	82	www.ameliaisland.com/
+ things to do in amelia island >>	C I	1	4	2.3K	4.85	2.9K	38	www.ameliaisland.com/things-to-do/
+ amelia island things to do >>	C	1	4	1K	2.17	1.3K	37	www.ameliaisland.com/things-to-do/
+ what to do in amelia island >>	C I	1	4	1K	2.17	1.3K	39	www.ameliaisland.com/things-to-do/
+ amelia island resorts >>	C	2	4	811	1.69	9.9K	56	www.ameliaisland.com/places-to-stay/
+ stuff to do in amelia island >>	C	1	4	800	1.67	1K	40	www.ameliaisland.com/things-to-do/
+ things to do amelia island >>	C	1	4	800	1.67	1K	42	www.ameliaisland.com/things-to-do/
+ things to do in amelia island florida >>	C	1	5	800	1.67	1K	45	www.ameliaisland.com/things-to-do/
+ things to do on amelia island >>	C	1	4	704	1.47	880	42	www.ameliaisland.com/things-to-do/
+ downtown amelia island >>	I	1	8	704	1.47	880	35	www.ameliaisland.com/travel-guides/downtown/
+ amelia island restaurants >>	C	2	5	664	1.38	8.1K	23	www.ameliaisland.com/restaurants-bars/
+ amelia island beaches >>	C	1	6	576	1.20	720	36	www.ameliaisland.com/travel-guides/beaches/
+ fernandina beach >>	N	6	6	526	1.10	40.5K	57	www.ameliaisland.com/
+ brett's waterway amelia island >>	T	1	4	472	0.98	590	33	www.ameliaisland.com/partners/bretts-waterway-cafe/
+ amelia island georgia >>	I	1	6	472	0.98	590	47	www.ameliaisland.com/
+ amelia island resort >>	C	2	8	360	0.75	4.4K	36	www.ameliaisland.com/places-to-stay/

ORGANIC KEYWORDS | Trends - Desktop

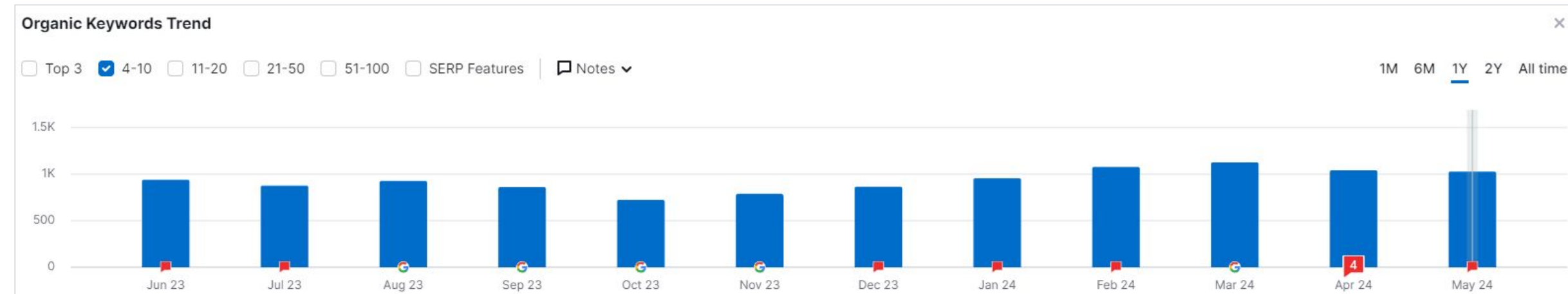
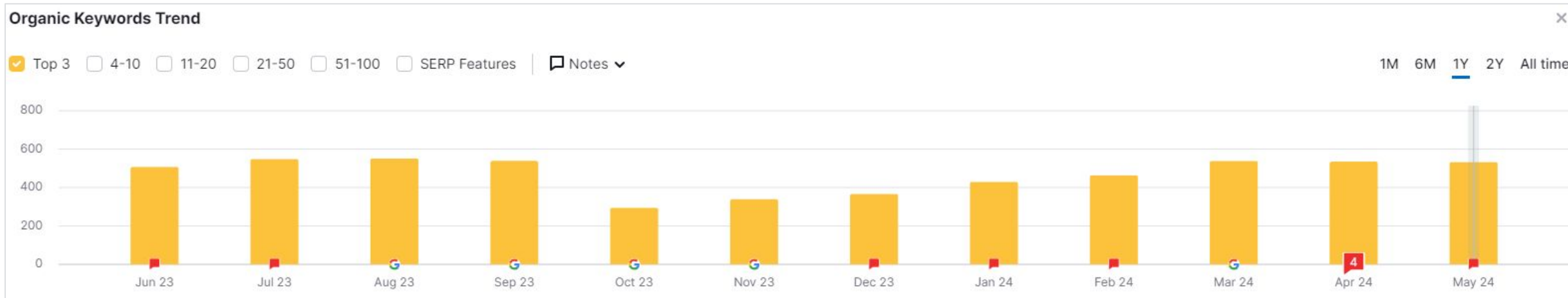
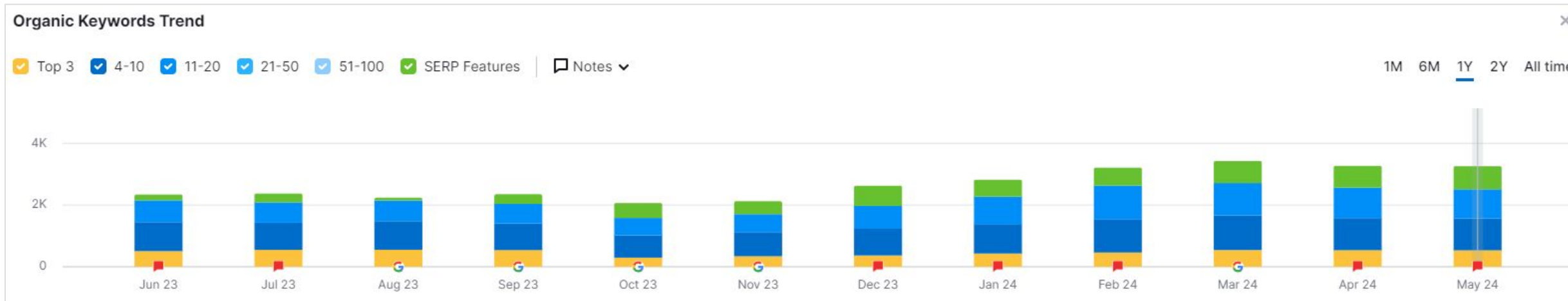


Organic Keyword Overview

- Twenty-two keywords featured in positive SERP feature improvements, including:
 - amelia island hotels
 - what to do in amelia island
 - amelia island lodging
 - best places to eat amelia island
- An equal number of keywords saw SERP feature drop-off or loss, including:
 - florida island
 - things to do in fernandina beach
 - amelia island florida hotels
 - amelia island history



ORGANIC KEYWORDS | Trends - Mobile



Organic Keyword Overview

- [Nineteen keywords](#) featured in positive SERP feature improvements, including:
 - amelia island florida
 - amelia island things to do
 - hotels in amelia island
 - downtown amelia island florida
- [Ten keywords](#) saw SERP feature drop-off or loss, including:
 - amelia island things to do
 - amelia island fl weather
 - amelia island temperature
 - camping amelia island



ORGANIC RANKINGS | SERP Features

SERP Features

Linking to domain

Featured snippet 4 keywords	Sitelinks 234 keywords	Image 1.8K keywords	People also ask 746 keywords	Knowledge panel 1 keywords	FAQ 0 keywords	Reviews 0 keywords	News 0 keywords	Video 0 keywords	Featured video 0 keywords
Video carousel 0 keywords	Short videos 0 keywords	Local pack 0 keywords	Top stories 0 keywords	Recipes 0 keywords	Jobs 0 keywords	Web stories 0 keywords	X 0 keywords	X carousel 0 keywords	Application 0 keywords
Application list 0 keywords	Find results on 0 keywords								

Not linking to domain

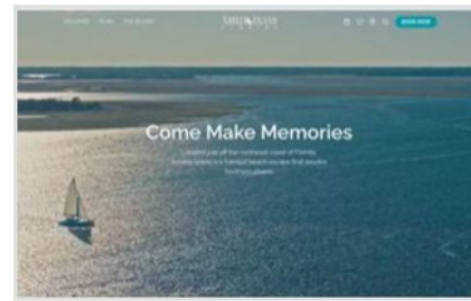
Featured snippet 43 keywords	Sitelinks 2.2K keywords	Reviews 2K keywords	Instant answer 127 keywords	Image 2.9K keywords	Featured images 1K keywords	Video 590 keywords	Video carousel 192 keywords	Short videos 447 keywords	People also ask 1.4K keywords
Local pack 770 keywords	Knowledge panel 1.2K keywords	Top stories 8 keywords	Events 25 keywords	Hotels pack 470 keywords	Flights 25 keywords	Recipes 2 keywords	X 5 keywords	X carousel 53 keywords	Application 17 keywords
Address pack 194 keywords	See results about 10 keywords	Related searches 735 keywords	Popular products 8 keywords	Shopping ads 3 keywords	Ads top 11 keywords	FAQ 0 keywords	News 0 keywords	Image pack 0 keywords	Featured video 0 keywords
Jobs 0 keywords	Web stories 0 keywords	Application list 0 keywords	Find results on 0 keywords	Related products 0 keywords	Ads bottom 0 keywords				



TECHNICAL SEO PERFORMANCE



PERFORMANCE OVERVIEW



Archived Performance Report for:

<https://www.ameliaisland.com/>

Share

Report generated: Thu, May 9, 2024 1:27 PM -0400 (monitored job)

[View latest report »](#)

Test Server Location: San Antonio, TX, USA

Using: Chrome 117.0.0.0, Lighthouse 11.0.0

Analysis options: 1440x900

GTmetrix Grade [?]

D	Performance [?] 58%	Structure [?] 68%
----------	--	--------------------------------------

Web Vitals [?]

LCP [?] 918ms	TBT [?] 2.5s	CLS [?] 0	<input type="button" value="Save"/>
----------------------------------	---------------------------------	------------------------------	-------------------------------------

First Contentful Paint [?]

Good - Nothing to do here

918ms

Time to Interactive [?]

Much longer than recommended

8.5s

Speed Index [?]

Much longer than recommended

8.7s

Total Blocking Time [?]

Much longer than recommended

2.5s

Largest Contentful Paint [?]

Good - Nothing to do here

918ms

Cumulative Layout Shift [?]

Good - Nothing to do here

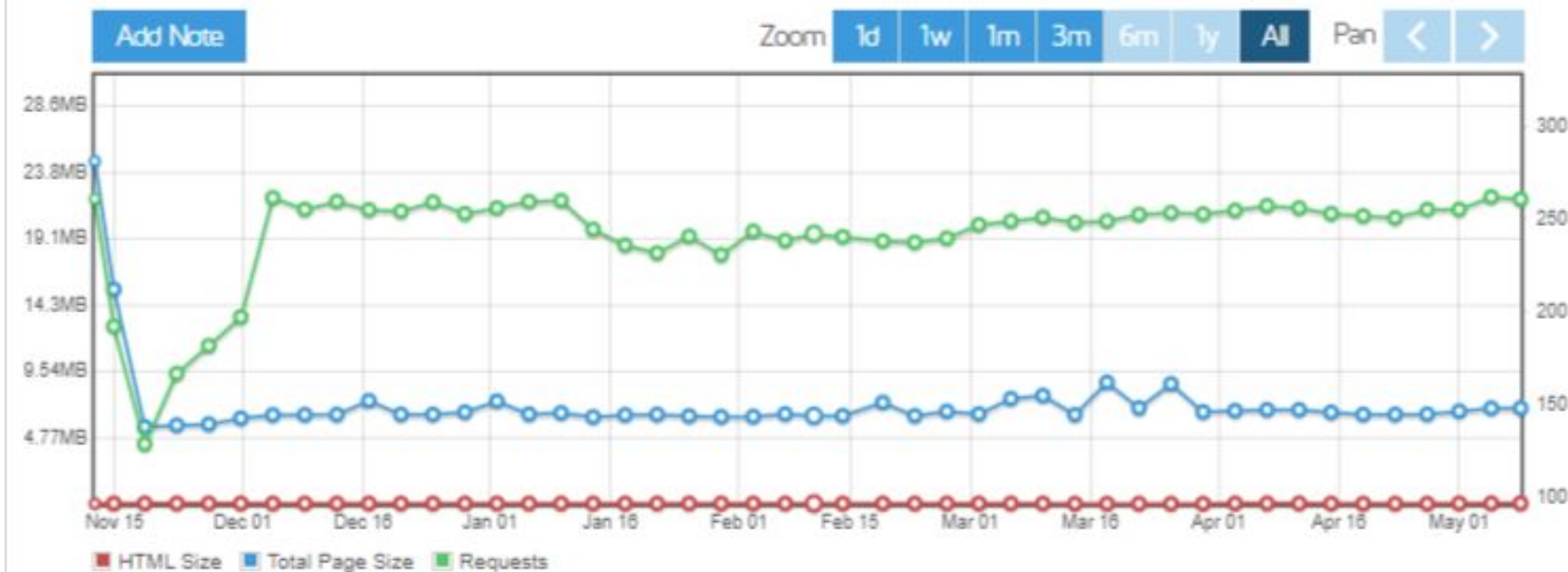
0



PERFORMANCE OVERVIEW



Page sizes and request counts



Performance Overview

- Some new slowdowns from Google Translation tag, which we will monitor for improvement over the next 30 days.
- Majority of the remaining code is still recognizable and necessary across the website. Includes GTM, CrowdRiff, Wistia, and other Google APIs. While this isn't bloat, there's little room to further optimize without cutting out core elements.
- Some of the only large network payloads are due to drone footage, which is also necessary.



PERFORMANCE | MOBILE



Performance

Values are estimated and may vary. The [performance score](#) is calculated directly from these metrics. [See calculator.](#)

▲ 0-49 ■ 50-89 ● 90-100



Core Web Vitals Assessment: **Passed**

Expand view



OTHER NOTABLE METRICS



📅 Latest 28-day collection period 📱 Various mobile devices 📊 Many samples ([Chrome UX Report](#))
🕒 Full visit durations 🌐 Various network connections 🔄 All Chrome versions

METRICS

▲ First Contentful Paint
5.0 s

▲ Total Blocking Time
7,930 ms

▲ Speed Index
7.2 s

▲ Largest Contentful Paint
7.7 s

● Cumulative Layout Shift
0.011

Expand view



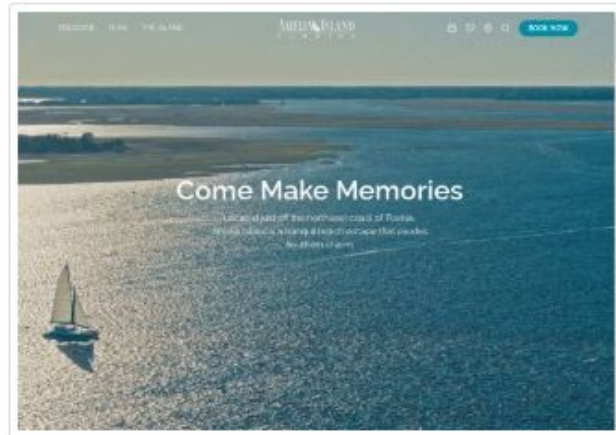
PERFORMANCE | DESKTOP

60

Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)

▲ 0-49 ■ 50-89 ● 90-100



Core Web Vitals Assessment: **Passed** ⓘ

Expand view



OTHER NOTABLE METRICS



📅 Latest 28-day collection period 🖥️ Various desktop devices 📊 Many samples ([Chrome UX Report](#))
🕒 Full visit durations 🌐 Various network connections 🔄 All Chrome versions

METRICS

Expand view

■ First Contentful Paint
1.1 s

▲ Total Blocking Time
1,300 ms

■ Speed Index
2.1 s

■ Largest Contentful Paint
1.5 s

● Cumulative Layout Shift
0



SITEMAPS

Item	Status	Comments	Source
Page XML Sitemaps			
Found Page XML Sitemaps?	Pass	Site contains a sitemap index accessible through the root domain	https://www.ameliaisland.com/sitemap.xml
Page XML Sitemap(s) Listed in Robots.txt	Pass	Page XML sitemap not listed in robots.txt	https://www.ameliaisland.com/sitemap.xml
Page XML Sitemap(s) is Listed in GSC	Pass	Sitemap present in GSC	Google Search Console
Page XML Sitemap with Broken Links	Pass	0 Broken links in page XML Sitemap	https://www.ameliaisland.com/sitemap.xml and logisticin
Mobile XML Sitemaps			
Found Mobile Pages?	NA	NA	NA
Found Mobile XML Sitemaps	NA	NA	NA
Mobile XML Sitemap(s) Listed in Robots.txt	NA	NA	NA
Mobile XML Sitemap(s) Listed in GSC	NA	NA	NA
Mobile XML Sitemap(s) with Broken Links	NA	NA	NA
Video XML Sitemaps			
Found Videos?	Pass	https://www.ameliaisland.com/Video-Tour	Found in the sitemap: https://www.ameliaisland.com/Google-Search-Console
Found Video XML Sitemaps	Not Found	NA	NA
Video XML Sitemap(s) Listed in Robots.txt	Not Found	NA	NA
Video XML Sitemap(s) Listed in GSC	Pass	(42) Videos all indexed, no critical issues	Google Search console
Video XML Sitemap(s) with Broken Links	Not Found	NA	NA
Image XML Sitemaps			
Found Images?	Pass	Images were found when the site was crawled	ScreamingFrog site crawl
Found Images XML Sitemaps	Not Found	No images were found in the Sitemap	https://www.ameliaisland.com/sitemap.xml
Image XML Sitemap(s) Listed in Robots.txt	Not Found	No image sitemap is listed within the robots.txt	https://www.ameliaisland.com/robots.txt
Image XML Sitemap(s) Listed in GSC	Not Found	No image sitemap was submitted to GSC	Google Search Console
Image XML Sitemap(s) with Broken Links	Not Found	No dedicated image sitemap	https://www.ameliaisland.com/sitemap.xml
Pagination <rel="prev", rel="next">	Pass	Site has pagination correctly addressed with canonical tags	ScreamingFrog site crawl (pagination)
Use of session IDs or other unique identifiers/parameters	Pass	no pages with special url identifiers are indexed	ScreamingFrog site crawl
Use of splash or gateway pages	Pass	No use of a splash or gateway page	https://www.ameliaisland.com
Site accessible without Javascript (disable JS)	Pass	website performed with JS disabled	Chrome Web Developer
Custom 404 Page	Pass	Verified	Checked this 404 page: https://www.ameliaisland.com/Custom-404-Page



ON-SITE SEO OVERVIEW



ON-SITE OVERVIEW

On-Page Tagging/Markup Issues			
Page Source META tags (ie.: <title>, meta description in head)	Pass	Meta tag present in head	www.ameliaisland.com
<title>:			
Title Located in head?	Pass	Title located in head	ScreamingFrog Crawl
Missing <title>	NA	Title tag exists	ScreamingFrog Crawl
Duplicate <title>	Fail	1,932 duplicate titles on shared URL	ScreamingFrog Crawl
Title Size:	NA	NA	ScreamingFrog Crawl
Over 60 characters	Fail	368 titles above 60 characters	ScreamingFrog Crawl
Below 30 characters	Fail	112 titles below 30 characters	ScreamingFrog Crawl
Over 561 pixels	Fail	314 titles above 561 pixels	ScreamingFrog Crawl
Below 200 pixels	Fail	15 titles below 200 pixels	ScreamingFrog Crawl
Same as H1	Fail	10 titles same as page H1 tag	ScreamingFrog Crawl
Multiple	Pass	0 occurrences of multiple title tags	ScreamingFrog Crawl
<meta description>			
Meta Description Located in head?	Pass	Meta description tag is located inside the <head> within the site's source code	ScreamingFrog Crawl
Missing Meta Description	Fail	2,898 missing meta descriptions	ScreamingFrog Crawl
Duplicate Meta Descriptions	Pass	0 duplicate meta descriptions	ScreamingFrog Crawl
Size of Meta Description:	NA	NA	ScreamingFrog Crawl
Over 155 characters	Pass	0 meta descriptions over character limit	ScreamingFrog Crawl
Below 70 characters	Pass	0 Meta descriptions below 70 characters	ScreamingFrog Crawl
Over 985 pixels	Pass	0 meta descriptions over 985 pixels	ScreamingFrog Crawl
Below 400 pixels	Pass	0 meta descriptions below 400 pixels	ScreamingFrog Crawl
Page Headings (H1-H6)			
Headings Placement in Landing Page	Pass	Headings are placed correctly across site	Site's Source code
H1:	NA	H1s initially populated	ScreamingFrog Crawl
Missing H1 Heading	Fail	21 missing H1s	ScreamingFrog Crawl
Duplicate Headings	Fail	1,967 duplicate H1s	ScreamingFrog Crawl
Over 70 characters	Fail	9 H1s over 70 characters	ScreamingFrog Crawl
Multiple H1	Fail	269 pages with multiple H1s	ScreamingFrog Crawl
H2:	NA	H2s initially populated	ScreamingFrog Crawl
Missing H2	Not Found	11 missing H2s (not always necessary)	ScreamingFrog Crawl
Duplicate H2 Headings	Fail	2,652 duplicate H2s	ScreamingFrog Crawl
Over 70 characters	Fail	6 H2s over 70 characters	ScreamingFrog Crawl
Multiple H2	NA	2,786 pages with multiple H2s (acceptable)	ScreamingFrog Crawl
Meta Keywords	Pass	2,990 meta keywords on site	ScreamingFrog Crawl



Schema Markup

✘ Structured Data Test

Your webpage doesn't take the advantages of HTML Microdata specifications in order to markup structured data. View Google's guide for getting started with microdata.

The screenshot shows the Schema.org website interface. The URL being tested is <https://www.ameliaisland.com/>. The page source code is visible on the left, showing HTML tags and JavaScript code. On the right, the 'Detected' section shows the following results:

Item	Errors	Warnings	Items
WebPage	0	0	1
VideoObject	0	0	1

Starmark built new Schema to highlight event, food, lodging, etc. details in SERP results. Schema currently in UAT environment, to be rolled out sitewide later this month.



IMAGE OPTIMIZATION

High Avoid enormous network payloads LCP Total size was 10.3MB ^

Large network payloads cost users real money and are highly correlated with long load times. Consider using a plugin like Imagify to [reduce the size of large images with a few clicks](#) » [Learn how to improve this](#)

URL	TRANSFER SIZE
https://www.ameliaisland.com/static/Montage_Drone%20Footage_1920x1080_IT-Broadband%20High.mp4	4.00MB
https://www.ameliaisland.com/static/Montage_Drone%20Footage_1920x1080_IT-Broadband%20High.mp4	2.34MB
https://www.ameliaisland.com/	412KB
https://www.ameliaisland.com/wp-content/uploads/AIC-Video-Poster-Frame-1.jpg	398KB
https://www.gstatic.com/recaptcha/releases/yjbW55W42X033P7TdVf9Ft4p/recaptcha__en.js	200KB
https://www.gstatic.com/recaptcha/releases/yjbW55W42X033P7TdVf9Ft4p/recaptcha__en.js	200KB
https://www.ameliaisland.com/wp-content/themes/wp-theme-aic/fontawesome/webfonts/fa-solid-900.woff2	147KB
https://fast.wistia.com/assets/external/E-v1.js?ver=6.4.3	134KB
https://www.googletagmanager.com/gtag/js?id=G-8RL7Y0CYE9&id=dataLayer&cx=c	107KB
https://www.googletagmanager.com/gtag/js?id=G-7K0ZZ7HWF4	102KB

Med Use explicit width and height on image elements CLS 1 image found ^

Set an explicit width and height on image elements to reduce layout shifts and improve CLS. [Learn how to improve this](#)

FAILING ELEMENTS

logo

```

```

Image Optimization

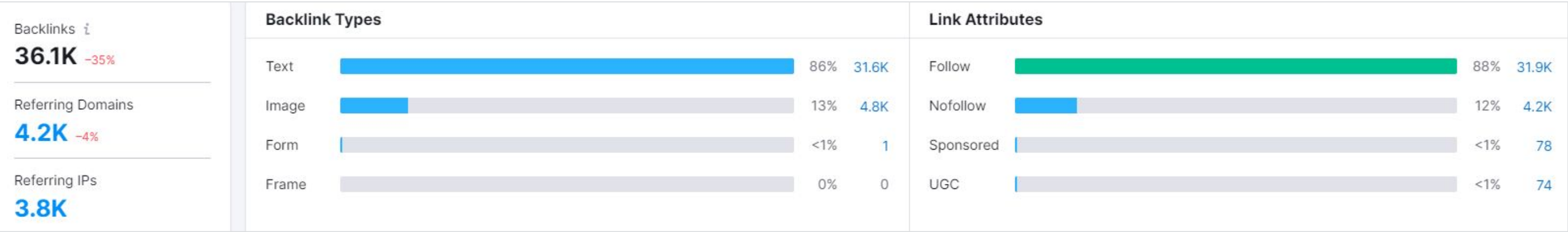
- 2,919 images over 100 kb
- 1,884 images missing alt text
- 1,295 images missing size (height, width) attributes



OFF-SITE SEO OVERVIEW



OFF-SITE SEO | Backlink Analysis



Anchor Text	Backlinks	Domains
www.ameliaisland.com	16,959	191
ameliaisland.com	2,029	245
amelia island	1,975	744
ameliaisland	1,114	56
<i>Empty Anchor</i>	691	243
dickens on centre	331	79
webcams - amelia island, florida	328	194
web address	200	1
website	151	33
amelia island coffee - amelia island, florida	146	61
amelia hotel at the beach - amelia island, florida	144	62
amelia island, florida	133	59
https://www.ameliaisland.com/blog/april-2018/one-island-three-unique-experiences	112	5
676247. ameliaisland.com	112	63
amelia island is a dreamy seaside getaway	112	111
this gorgeous island off the coast of florida	111	110

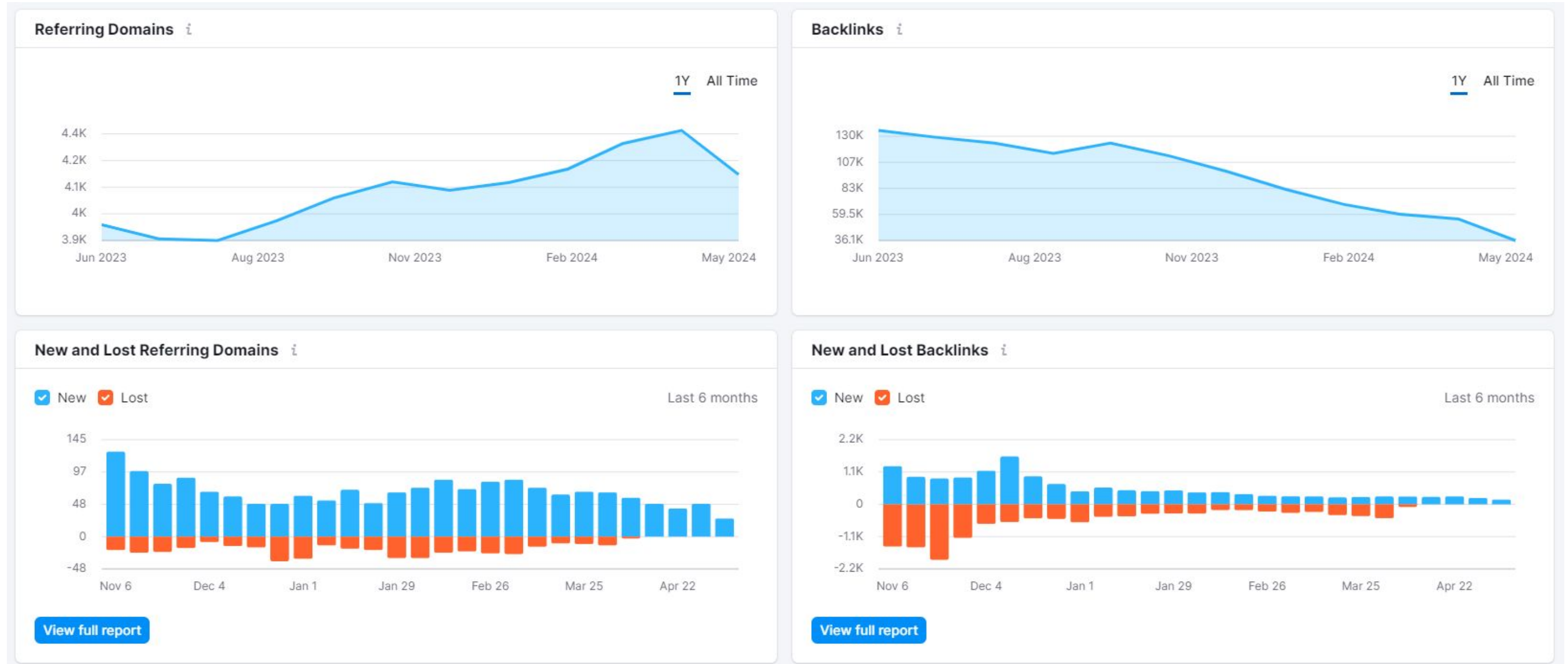
Top Anchors



[View full report](#)



OFF-SITE SEO | Backlink Analysis



Similar to last month, mostly low quality backlinks were lost. As soon as new Schema is installed, however, Starmark will launch a link outreach campaign to help recover some of those lost links.



SEO BEST PRACTICES



SEO STRATEGY OVERVIEW | STARMARK'S APPROACH TO SEO

- **CATER TO THE USER**
 - User Experience (UX) is always #1
 - Fast page load times
 - Mobile-friendly
 - Fluid blend of functionality & design
- **BE MINDFUL OF SEARCH INTENT**
 - Research relevant topics
 - Review search volume, competition & semantics
 - Provide competitive content GAP analysis
 - Develop your content pillars & clusters to maintain focus
- **THINK TECHNICAL**
 - Optimize crawl budget as much as possible by increasing crawlability of site
 - Implement the core on-page SEO elements
 - Data structure, information architecture & SEO work together
- **BUILD YOUR BRAND**
 - Build links & relationships
 - Solidify trust, authority & expertise
 - Attract users to site from off-site signals
- **OPTIMIZE & SCALE**
 - SEO is an ongoing process, it only gets better
 - Methodical auditing & optimizing on-site, off-site & technical SEO elements
 - Continuously create valuable content



PILLARS OF SEO SUCCESS



OFF-PAGE SEO

Inbound links from influential sites are what help your content (page) rank higher than the competition.

TECHNICAL SEO

Websites must be developed in a way that ensures Google can properly find and understand the content, while meeting a long-list of specific guidelines.

ON-PAGE SEO

Quality content that targets your audience's consumer journey search intents, interests and behavior is critical to being found online.



FOCUS ON USER INTENT



User Intent

- Google’s algorithm standards have evolved from a time when search engines were robotic, mechanical, and mathematical; to become what we see today. A much more **sharp machine focused in serving the user with the information they really want.**

User intent is the goal someone has in mind when typing a query into @Google, says @neilpatel. #SEO

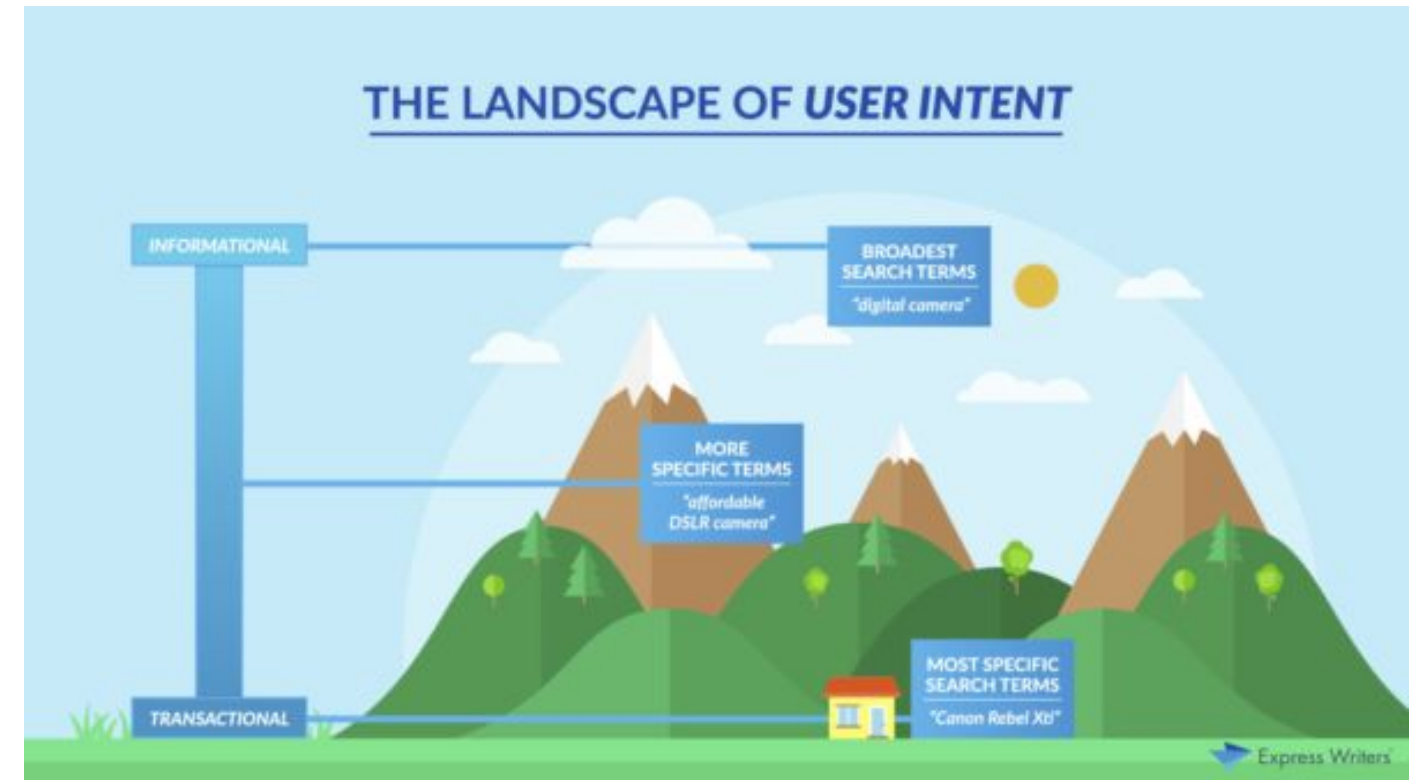
CLICK TO TWEET

- As such, **user intent is the key to creating the content that enhances the relevance of your pages and improves your SEO.**

Types of User Intent

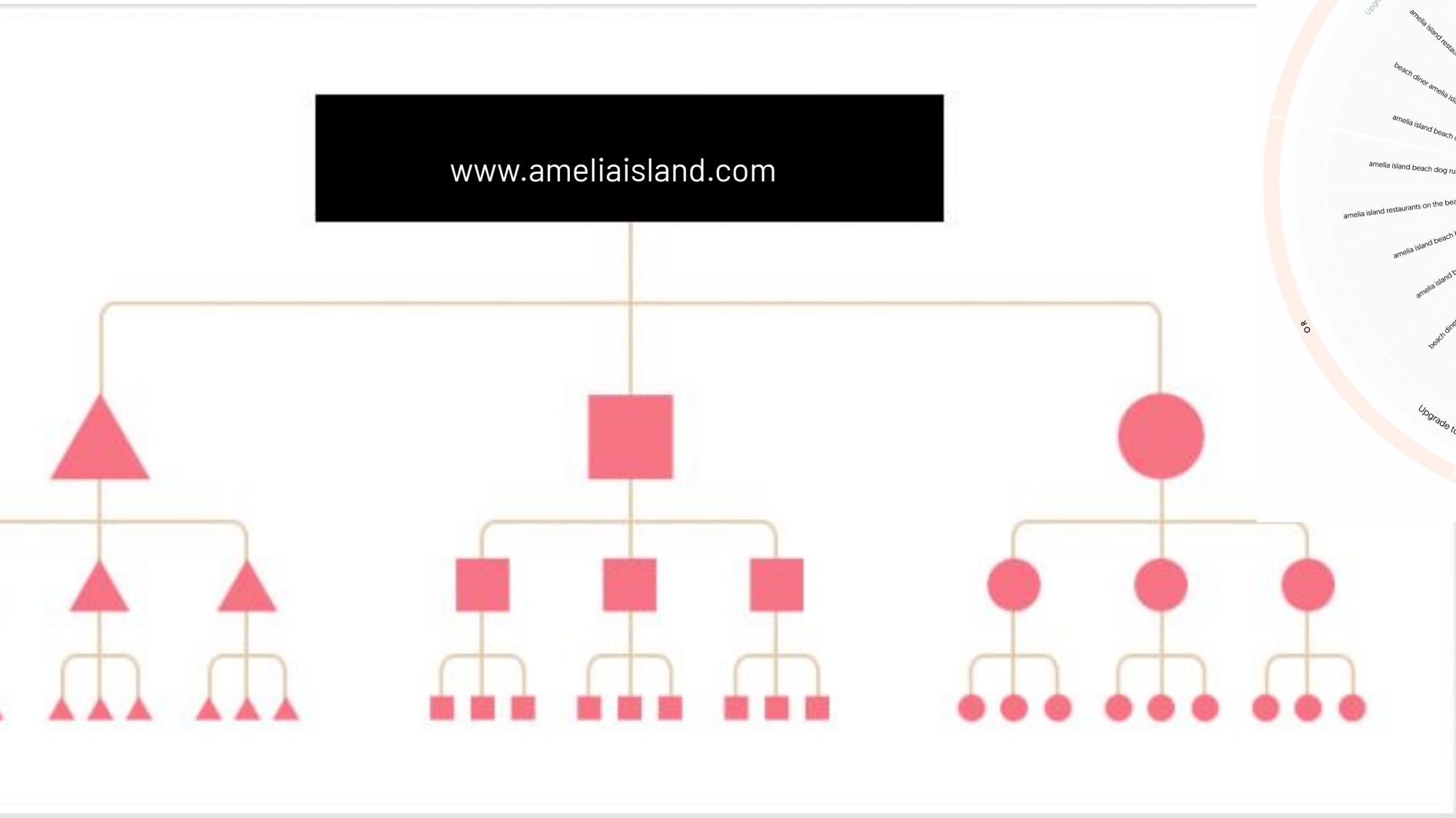
- Not all Google queries are created equal. In fact, intent can (and does) differ from person to person and time to time.
 - **Transactional:** A person wants to buy something.
 - **Navigational:** A person seeks for a specific resource, page, or site.
 - **Informational:** A person wants additional information on a topic or answers to their questions.

Our mission is to **organize** the world’s **information** and make it **universally accessible** and **useful.**



PILLARS AND CLUSTERS | SCALABLE CONTENT STRATEGY

Visual representation of how the pillars & clusters would unfold based on search demand analysis & KW research



CORE WEB VITALS & USER EXPERIENCE



core web vitals as ranking factor



All



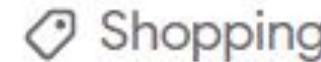
Images



News



Videos



Shopping



More

Settings

Tools

About 1,040,000 results (0.66 seconds)

Core Web Vitals will become an official **ranking factor** in May 2021. So, what does that mean for your website? Using its **core** updates, Google is increasingly putting the user experience first, with the search engine delivering the best-possible content for the respective search queries. Feb 16, 2021



OTHER SEO ELEMENTS TO KEEP ON THE LOOP

Besides the key elements to optimize in our category pages, here is a list of other things to keep in mind when looking to improve SEO performance across the board:

- **Page load time (Core Web Vitals and experience update)**
- **Sitemaps and robots.txt files**
- Revisit your site's crawl budget (based on page or business priority)
- **Address backlink profile**
- Be aware of keyword cannibalisation
- Canonicalization of category and subcategory variants
- A/B Testing to improve UI and UX on category pages
- Small descriptions inside title pages (backbone for internal linking)
- **Schema Markup**
- Optimize for Google SERP features
- User generated Content
- **Populate image alt attributes, height + width attributes**
- Implement Reviews (deeper pages and product pages)



NEXT STEPS



WHAT'S NEXT?

March 2024

- **Address new metadata optimization opportunities (duplicate/missing meta titles, meta descriptions, header tags) from rolling events** (ongoing)
- **Advanced Schema build-out**
 - **Place, Property, Location, Event**
- **Begin Advanced Schema tests in production environment**
- **Integrate new location-specific keywords for position tracking and reporting** (ongoing)
- **Continue to monitor network payloads for unexpected activity**
 - Gstatic tags
 - Wistia media tags
 - GTM tags
 - Crowdriff tags

April 2024

- **Address new metadata optimization opportunities (duplicate/missing meta titles, meta descriptions, header tags) from rolling events** (ongoing)
- **Officially launch email campaign to restore lost backlinks from referring domains, after Schema integration on live site**
- **Install Advanced Schema into live site after successful dev site performance**
 - Place, Property, Location, Event data
- **Outline plans for content to satisfy keywords which could stand a refresh, including location-specific restaurants, events, etc.**
- **Continue to integrate new location-specific keywords for position tracking**
- **Continue to populate new missing alt tags from recently uploaded images**
- **Continue to monitor network payloads** (ongoing)
 - Review Gstatic tags
 - Review Wistia media tags
 - Review GTM tags
 - Review Crowdriff tags

*All action items are in the optimization story this sprint.



WE ARE 



AMELIA ISLAND WEBSITE MAY SEO UPDATE

06.2024

TABLE OF CONTENTS

1. UI/UX Overview
2. Organic Traffic Overview
3. Keywords Positions
4. Technical SEO Overview
5. On-site SEO Overview
6. Off-site SEO Overview
7. Best Practices
8. Next Steps



UI/UX OVERVIEW



UI/UX - Summary - May 2024

Total User Sessions Analyzed: 1127

- **Mobile:** 845
- **Tablet:** 55
- **Desktop:** 219

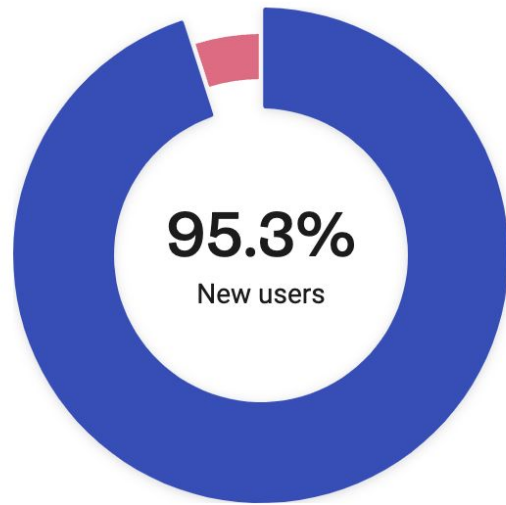
Insights and Recommendations:

- Faster load times than last month.
- Very few clicks on Z Grid Buttons. Consider **updating Z grid content** to keep it fresh.
- Users tend to click on Z-Grid photo which currently has no response. We recommend linking it to the relevant blog post.
- Partner slider continues to be the most clicked/interacted item (**12.87%** of all clicks), followed by the booking widget.
- Most users scroll down through the top **27.8%** of the homepage (6.8% less than April)
- Place any important **call-to-action** banners (e.g; request inspiration guide banner once new page is live) above the halfway point of the homepage to ensure it is viewed by the most number of people.
- Clicking activity is **good** which suggests that there are sufficient number of clear, prominent and actionable CTAs and interactive widgets on the homepage.
- The linear cursor movement on the homepage indicates that users are having a **frictionless browsing experience**.
- There were no **rage clicks** reported on the homepage.
- **Request a guide** received 0.68% of all clicks in the month of May.
 - Suggest we remove this block and then add it again with the new travel guide when ready.
- **Trip planning** and map icons in the header navigation received did not receive any clicks.
- **Media, Accessibility, and FB** were the only options in the **footer** with clicks/interaction.

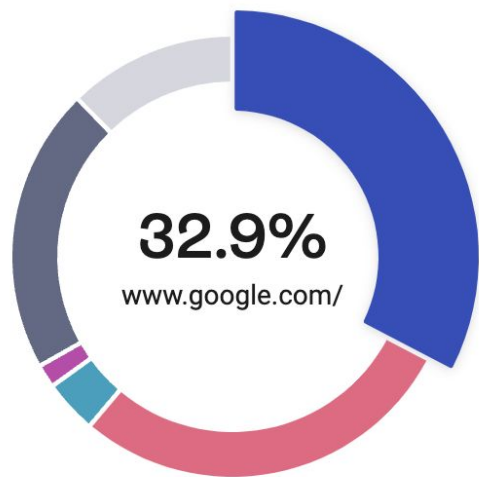
For detailed review of the Homepage user activity, please refer to the next slides.



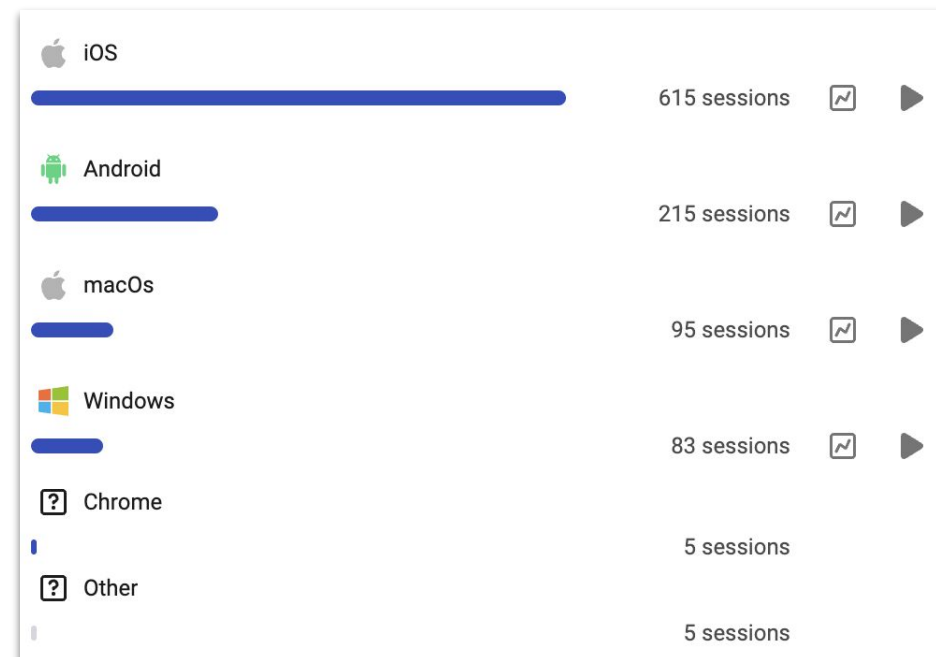
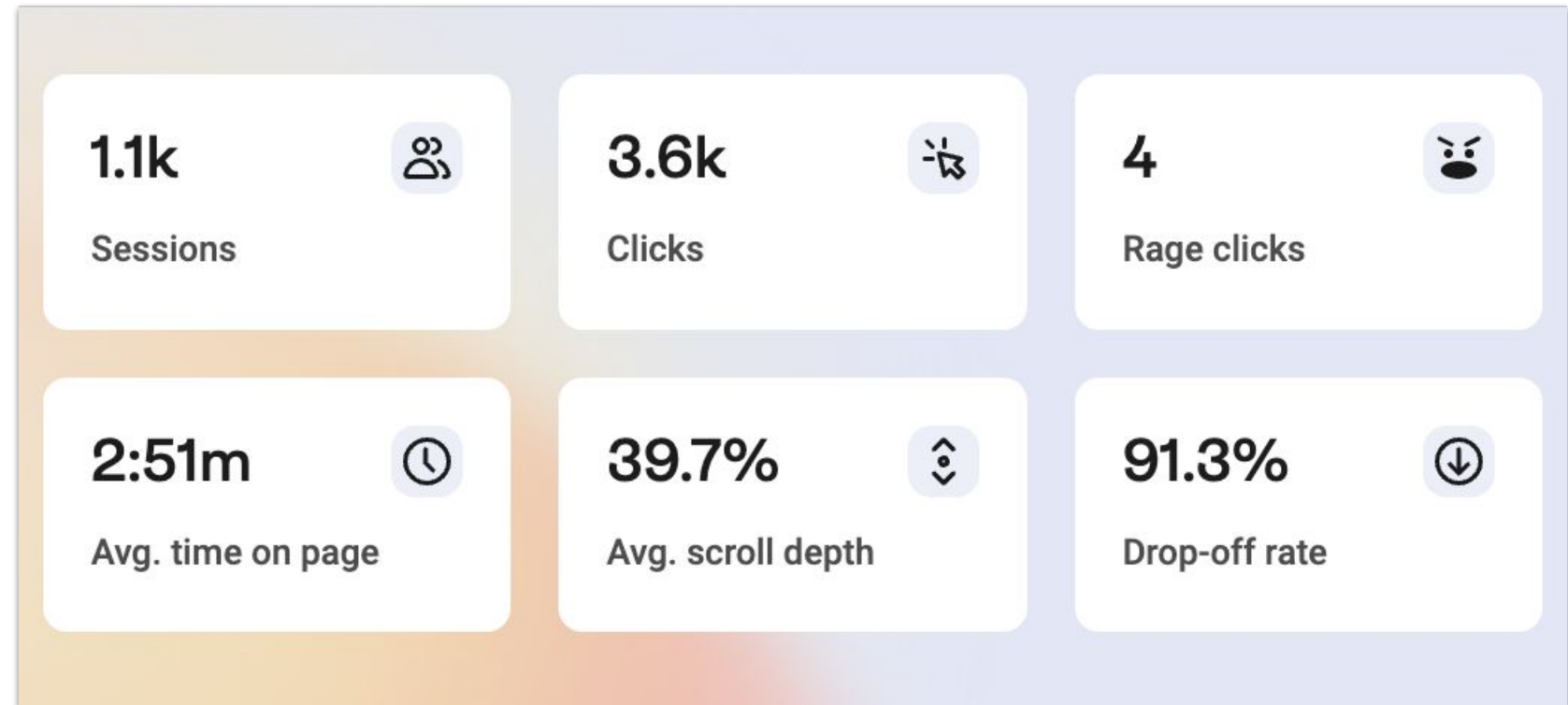
UI/UX - Summary - May 2024



● New users ● Returning users



● www.google.com/ ● m.facebook.com/ ● l.facebook.com/
● search.yahoo.com/ ● Has no value ● Other



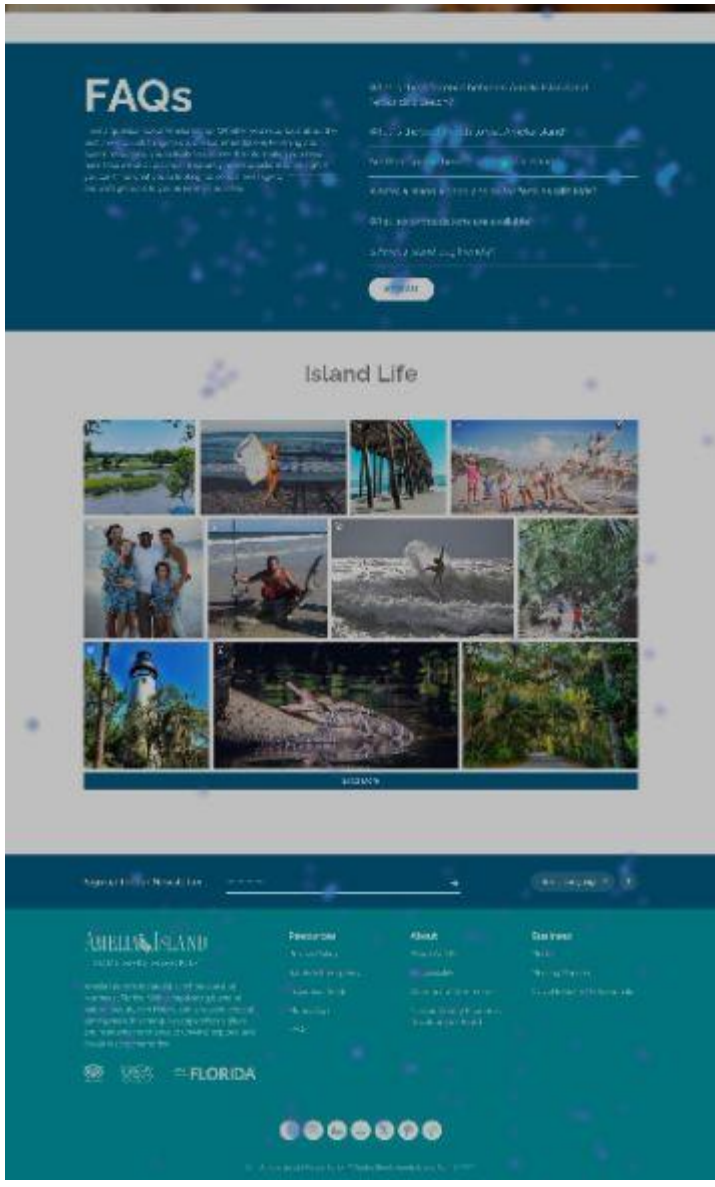
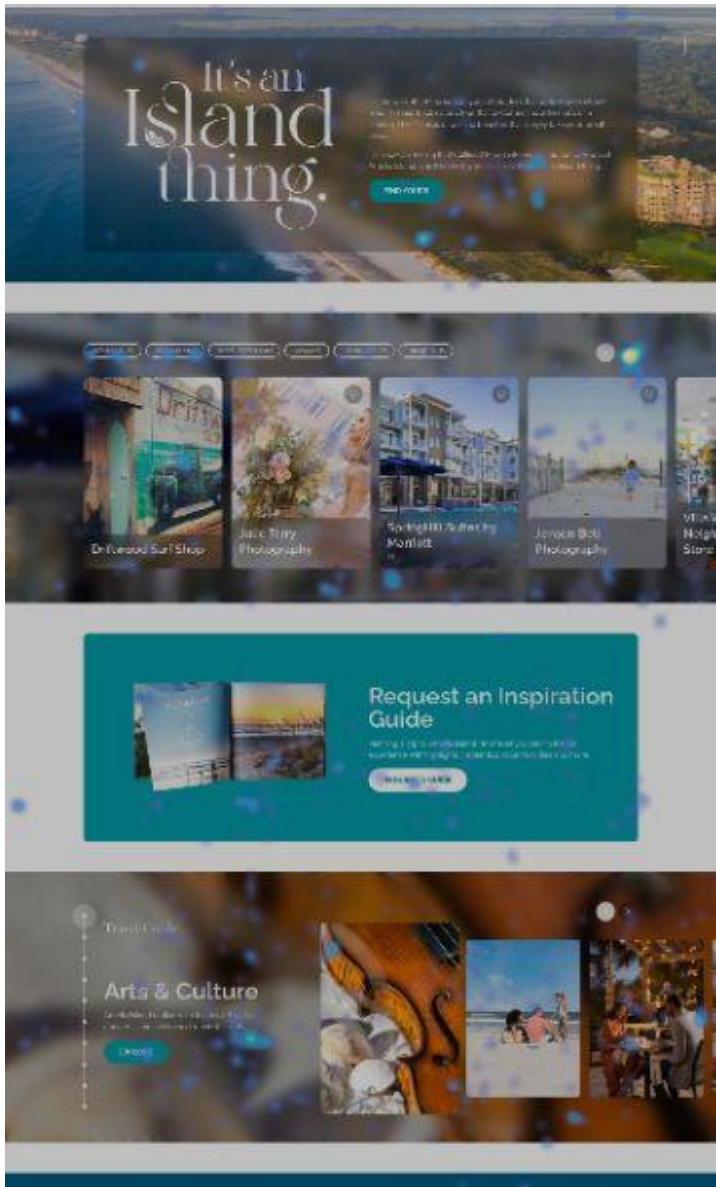
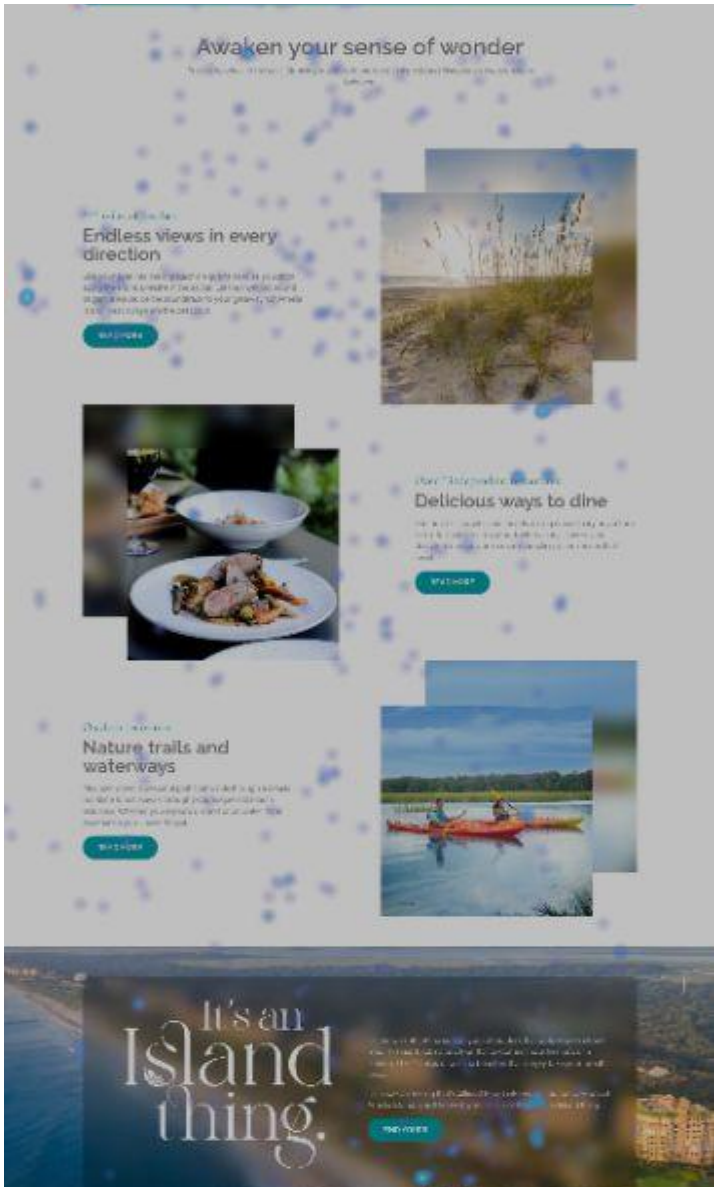
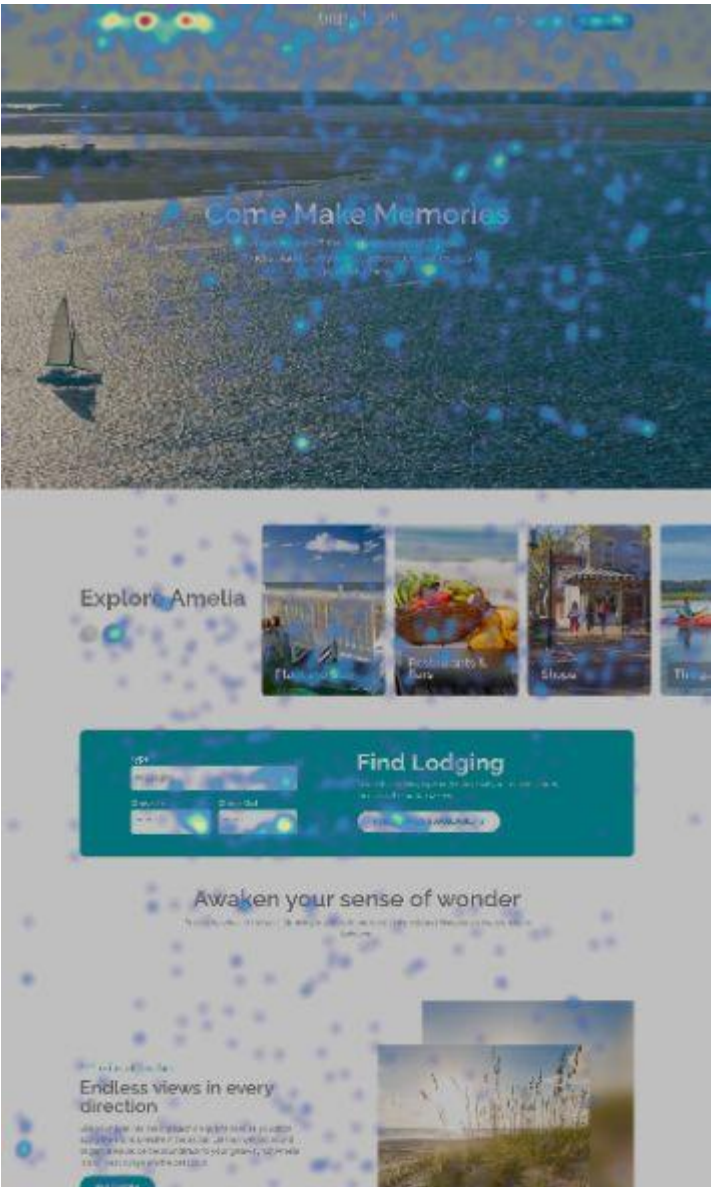
UI/UX - Mobile Session Overview - May 2024

- Clicks: 27
- Text Input: 0
- Rage Click: 0
- U-Turns: 0
- Errors: 0

View session recording [here](#):



Heatmaps - Move - May 2024

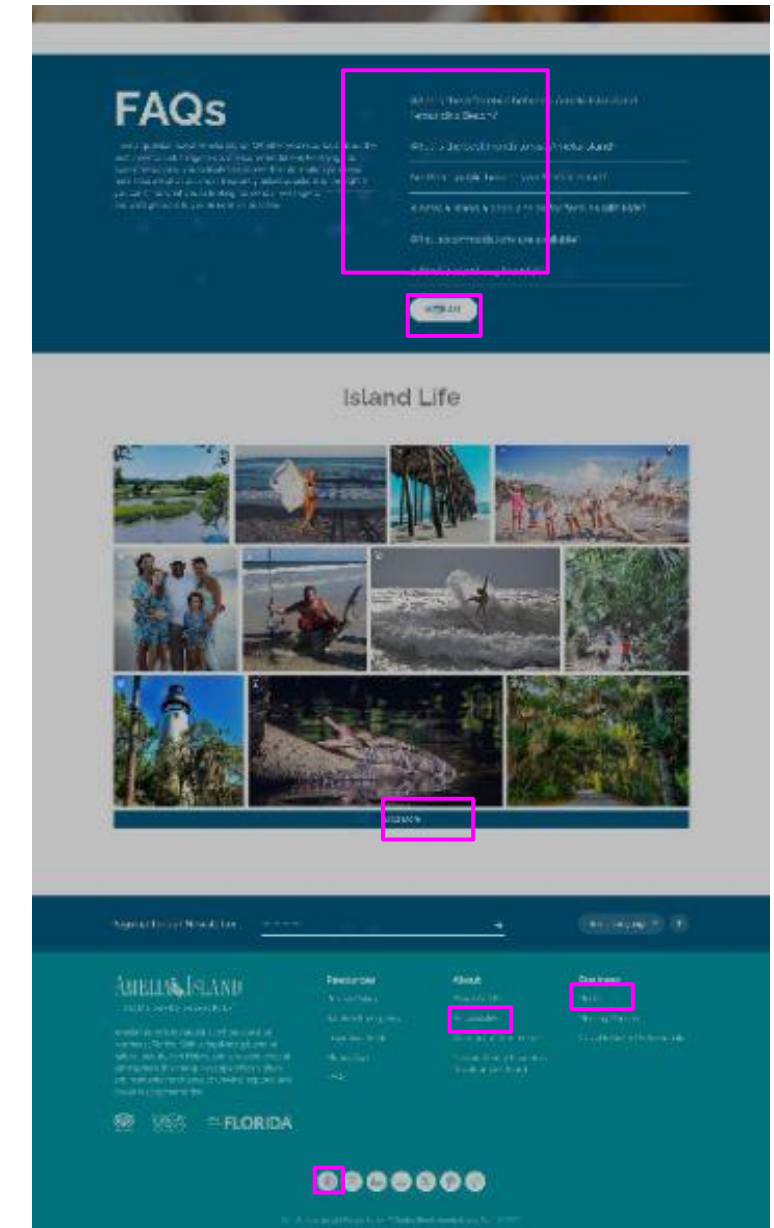
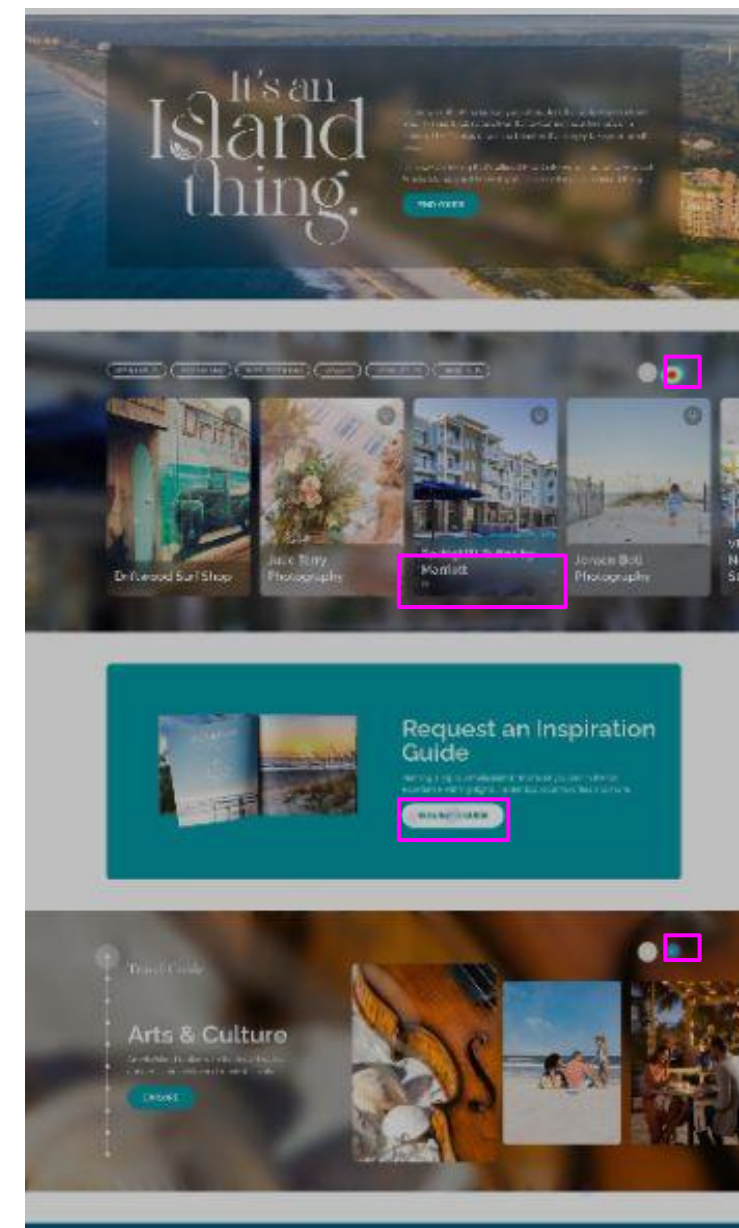
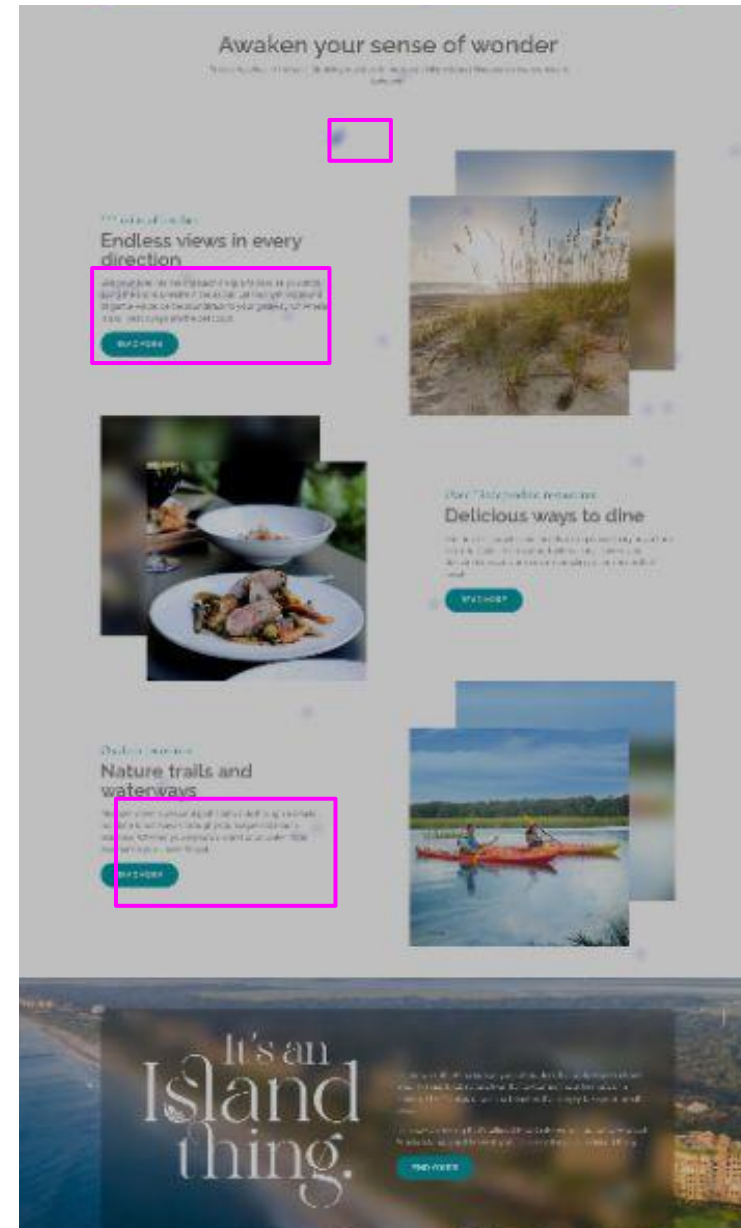
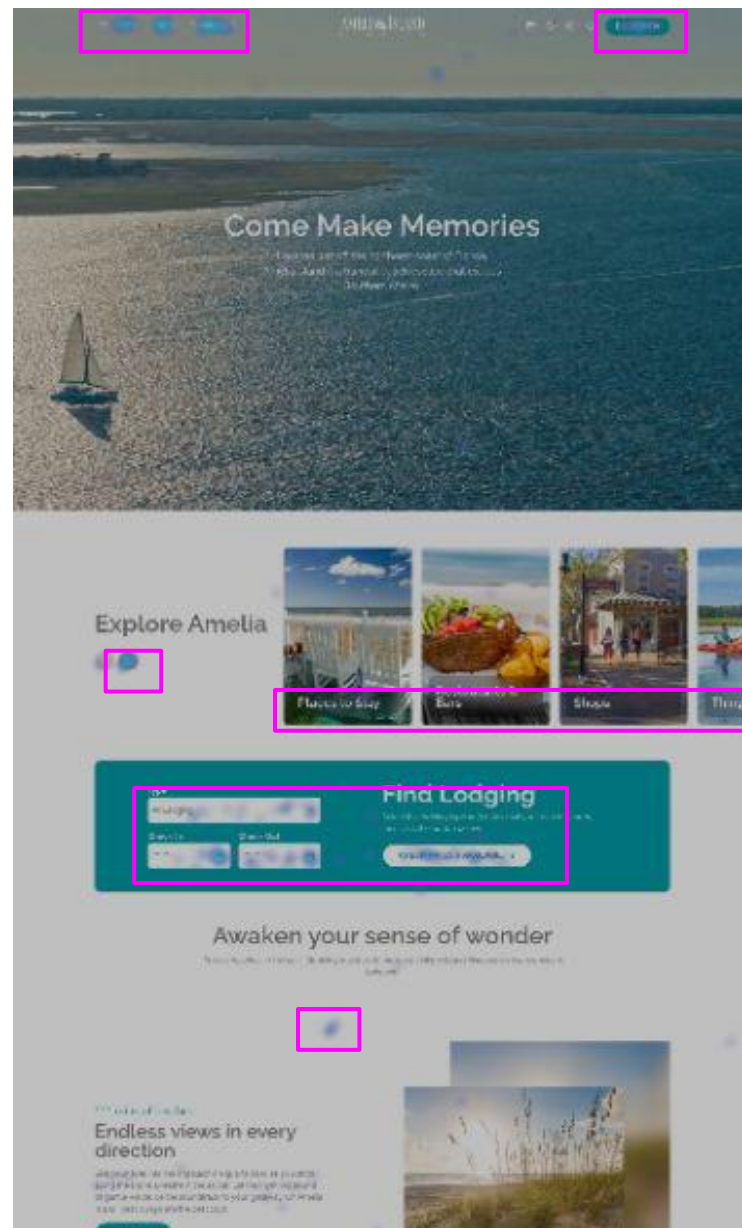


Lots of activity throughout homepage specially around header navigation, CTAs, sliders, FAQ accordion and Footer menu.

*Color spot/gradient showcases cursor movement, warmer color suggests longer cursor pause.



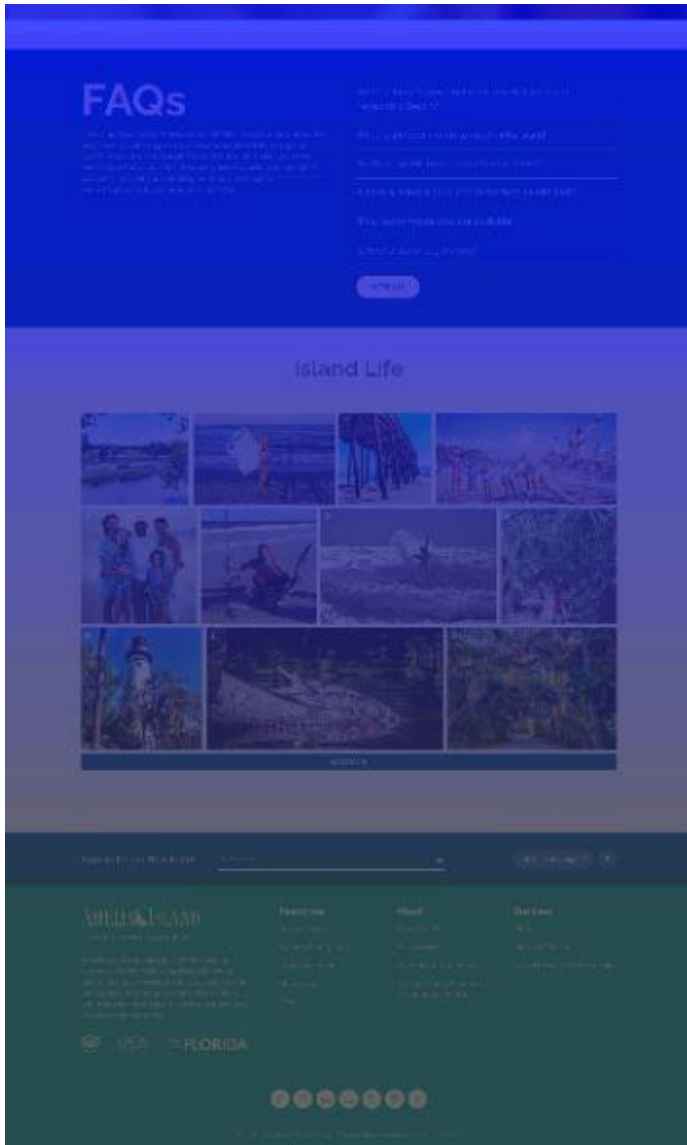
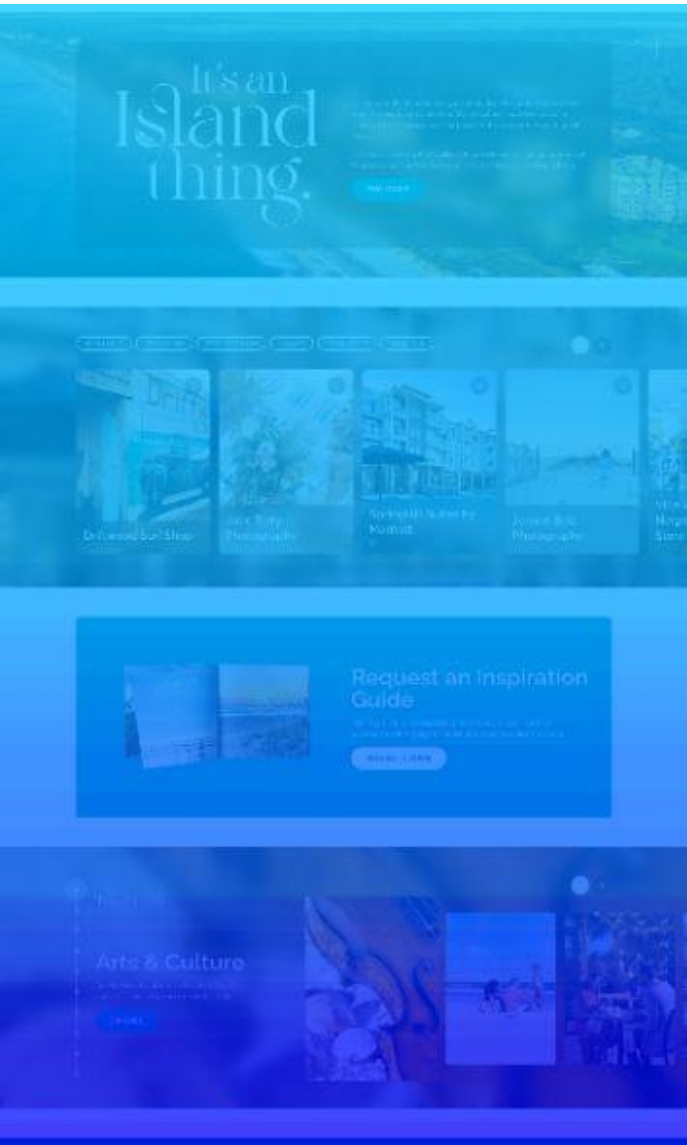
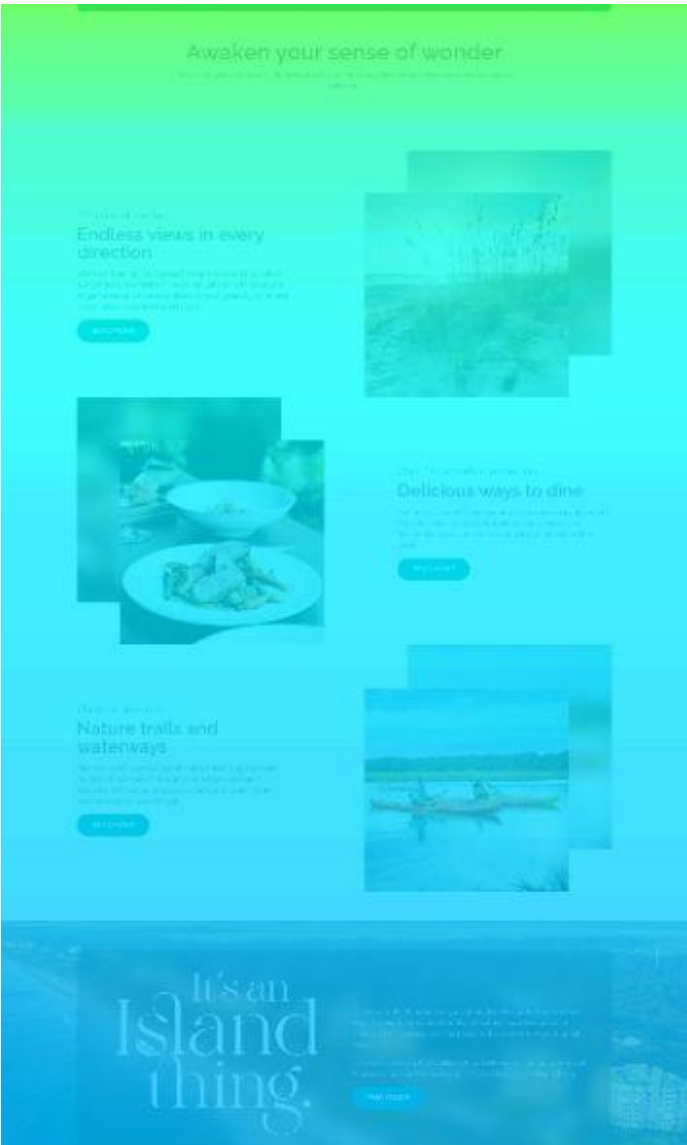
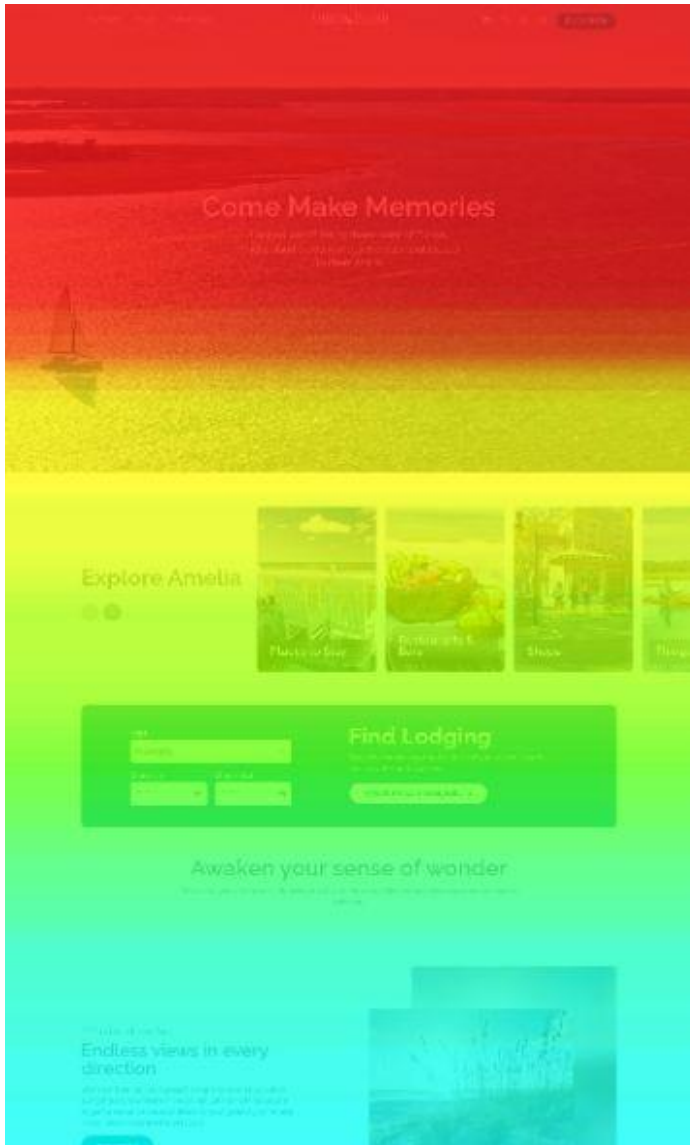
Heatmaps - Clicks May 2024



Interaction and clicks on header navigation, scroll down arrows, booking widget, partner tabs and travel guide slider, FAQ accordions, footer menu. Less clicking activity than last month.

8 *Each color dot showcases user clicks, the larger the size of the spot, the more user clicked the area.

Heatmaps - Scroll - May 2024

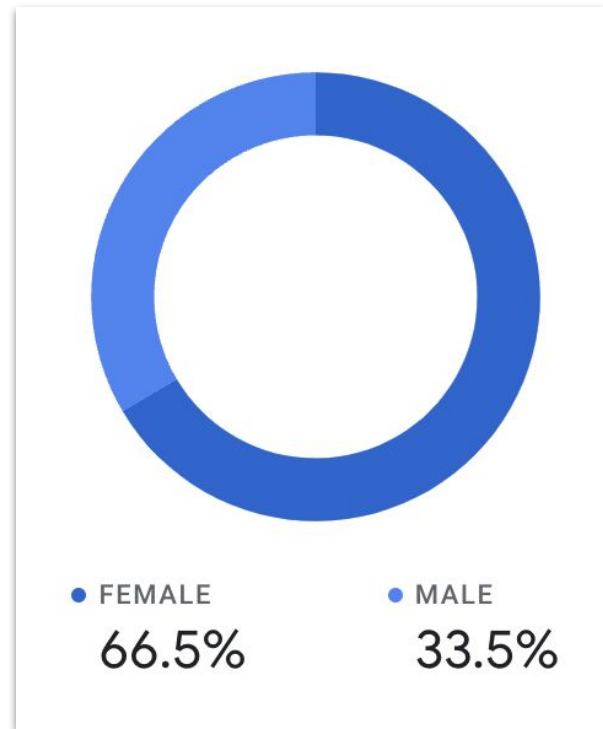


Scroll score is fair. **27.8%** of visitors scroll down upto FAQs section. **6.8%** less than last (Mar) month (**34.6%**)

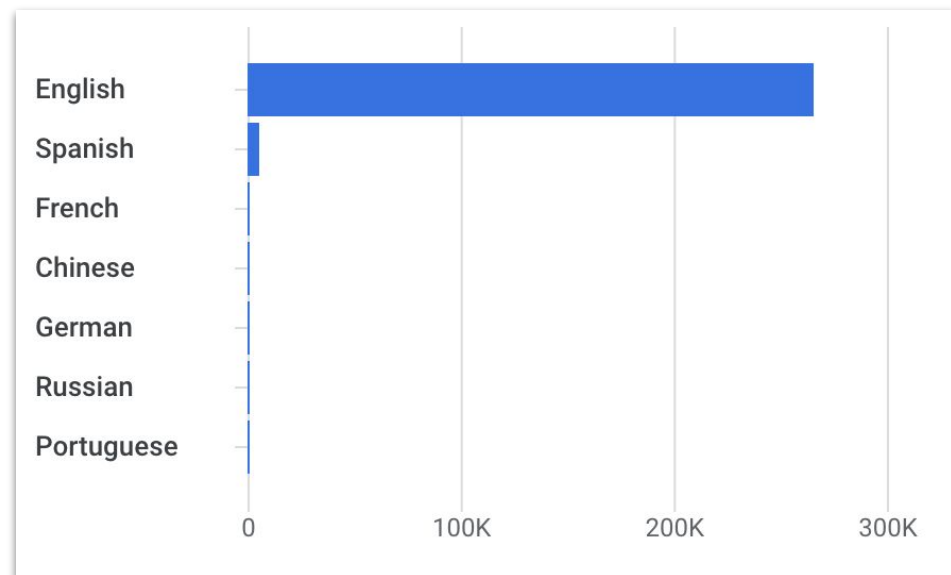
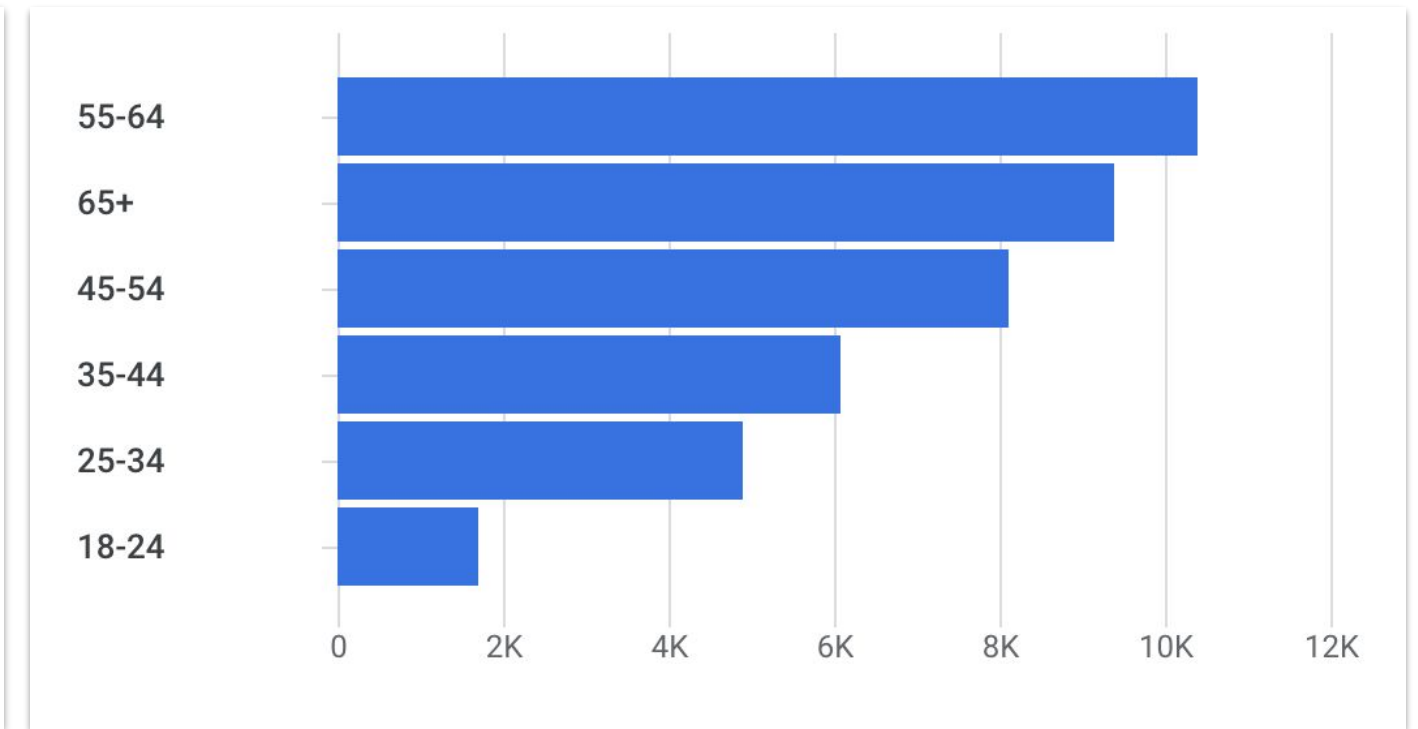
RED: 100% **YELLOW:** >85% **GREEN:** >60% **BLUE:** >20%



UI/UX - User Demographics May 2024



CITY	USERS
Atlanta	16K
Miami	12K
New York	12K
Ashburn	6.1K
Chicago	5.6K
Jacksonville	4.7K
Orlando	4.2K



INTERESTS	USERS
News & Politics/Avid...	21K
Shoppers/Shopping ...	16K
Food & Dining/Cooki...	16K
Home & Garden/Ho...	15K
Travel/Travel Buffs	15K
Media & Entertainme...	14K
Lifestyles & Hobbies...	13K



Website Summary - May 2024

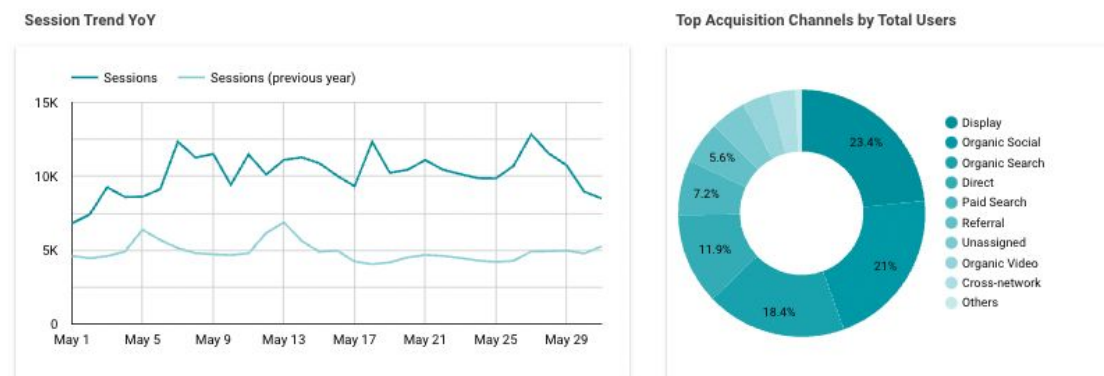


May 1, 2024 - May 31, 2024 | First user default channel group

Website Performance

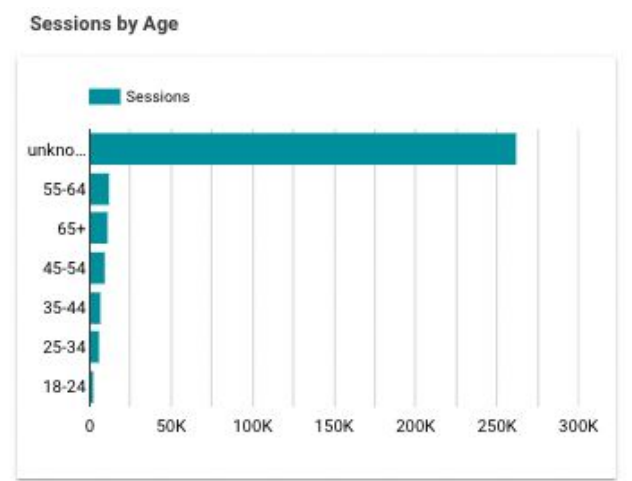
Total users 273,403 ↑ 115.6%	New users 268,577 ↑ 118.0%	Views 485,056 ↑ 81.0%	Sessions 310,190 ↑ 100.6%
Average session duration 00:01:45 ↓ -13.1%	Engagement rate 45.04% ↓ -8.9%	Sessions per user 1.14 ↓ -7.3%	Events per session 6.58 ↑ 30.0%

Traffic and Acquisition



Sessions by Location

Region	Session...	% Δ	City	Session...	% Δ
1. Florida	68,183	128.6% ↑	1. (not set)	54,477	248.1% ↑
2. Georgia	41,190	85.0% ↑	2. Atlanta	18,579	66.4% ↑
3. (not set)	23,092	383.9% ↑	3. Miami	13,774	485.9% ↑
4. New York	19,084	68.1% ↑	4. New York	13,267	105.8% ↑
5. Virginia	18,074	121.8% ↑	5. Ashburn	7,087	121.5% ↑
6. North Carolina	17,942	153.6% ↑	6. Chicago	6,492	104.4% ↑
7. Texas	15,032	189.0% ↑	7. Jacksonville	5,710	-21.1% ↓
8. Tennessee	12,657	296.6% ↑	8. Orlando	5,106	82.5% ↑
9. California	10,909	102.8% ↑	9. Houston	3,371	909.3% ↑
10. Illinois	10,068	85.2% ↑	10. Fernandina Be...	3,179	12.5% ↑




Top Performing Landing Pages

Landing page	Sessions	Views	Average session duration
1. /	175,469	259,276	00:01:28
2. /travel-guides/romance	19,101	32,357	00:01:06
3. /itineraries/nature-lovers-getaway	12,951	13,579	00:00:04
4. /places-to-stay	11,835	24,631	00:03:23
5. /things-to-do	8,783	23,304	00:04:20
6. (not set)	6,960	0	00:00:58
7. /meetings	5,399	6,596	00:00:32
8. /travel-guides/downtown	3,842	10,766	00:04:27

Website Summary



Website Summary - Blog - May 2024



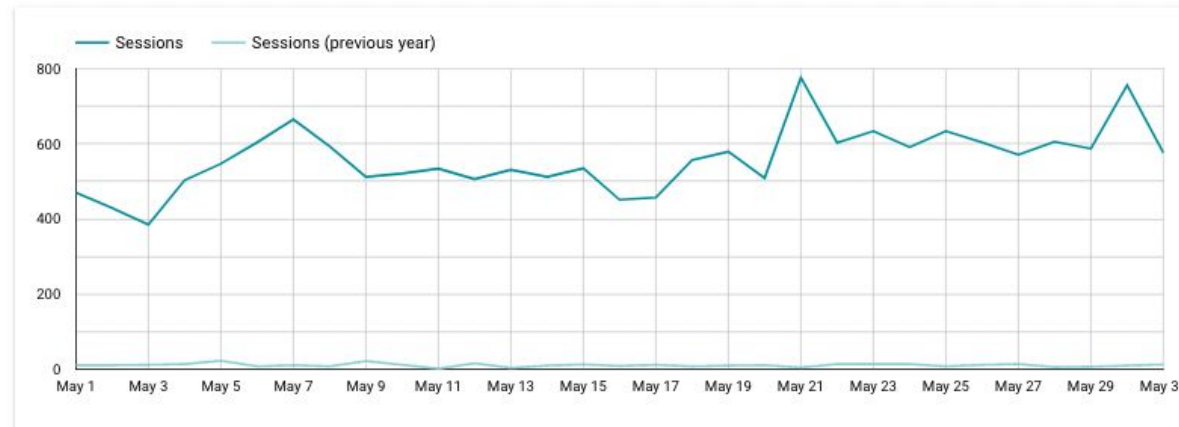
May 1, 2024 - May 31, 2024
First user default channel group

Website Performance (Blog)

Total users 14,151 ↑ 4,378.2%	New users 7,206 ↑ 51,371.4%	Views 24,082 ↑ 4,834.8%	Sessions 17,588 ↑ 5,012.8%
Average session duration 00:02:41 ↑ 120.8%	Engagement rate 75.89% ↑ 2,075.4%	Sessions per user 1.26 ↑ 15.5%	Events per session 4.49 ↑ 38.3%

Traffic and Acquisition

Session Trend YoY



Top Performing Landing Pages

Landing page	Page path and screen class	Sessions...	Views	Avg. Session Duration
1. /things-to-do	/blog/from-a-z-26-things-to-see-do-in-historic-downtown/	1,107	1,213	00:02:54
2. /travel-guides/downtown	/blog/from-a-z-26-things-to-see-do-in-historic-downtown/	621	706	00:02:33
3. /blog/10-reasons-to-travel-to-amelia-island-in-2023	/blog/10-reasons-to-travel-to-amelia-island-in-2023/	583	625	00:02:00
4. /blog/lets-brunch-and-celebrate-mom	/blog/lets-brunch-and-celebrate-mom/	563	660	00:02:49
5. /blog/summer-camps-on-amelia-island	/blog/summer-camps-on-amelia-island/	456	533	00:03:05
6. /blog/the-ultimate-kids-vacation	/blog/the-ultimate-kids-vacation/	447	492	00:02:07
7. /	/blog/from-a-z-26-things-to-see-do-in-historic-downtown/	424	469	00:02:38
8. /things-to-do	/blog/activities-on-the-water-lets-make-waves/	421	528	00:01:40

1 - 100 / 2505 < >

[Website Summary - Blog](#)



GA Website Events - May 2024

AMELIA ISLAND FLORIDA

May 1, 2024 - May 31, 2024

Source / Medium

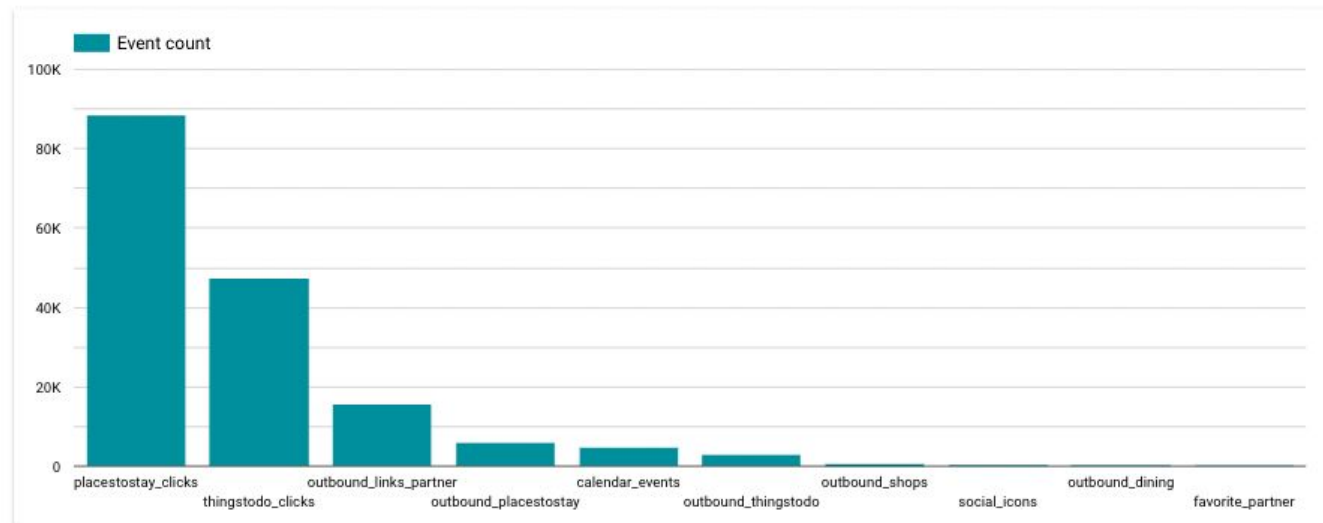
Event name

General Website Events

Event count: **167,056**

Events per session: **6.28**

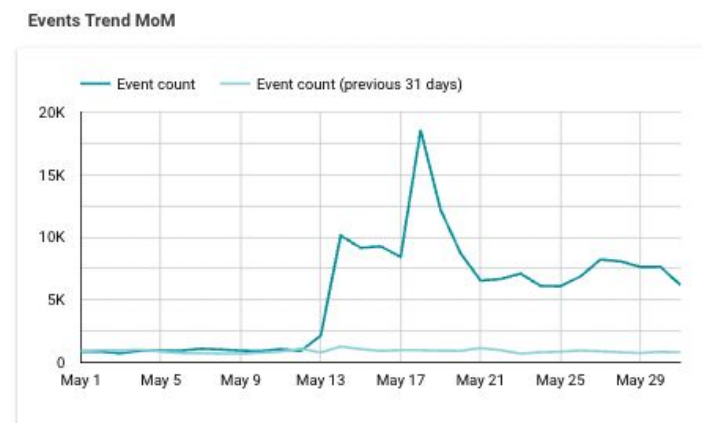
Overall Key Event Rate: **7.69%**



Events and Conversions Performance Breakdown

Conversions

Event name	Event count	Sessions	Events per session	Session k...
1. placestay_clicks	88,439	11,945	7.4	0%
2. thingstodo_clicks	47,358	7,485	6.33	0%
3. outbound_links_partner	15,683	11,092	1.41	0%
4. outbound_placestay	6,040	4,030	1.5	0%
5. calendar_events	4,759	2,493	1.91	0%
6. outbound_thingstodo	3,033	1,657	1.83	0%
7. outbound_shops	692	412	1.68	0%
8. social_icons	391	298	1.31	0%
9. outbound_dining	290	100	1.74	0%



Events by Channel/Campaign

First user default channel group	Event count
1. Organic Search	56,730
2. Paid Search	41,743
3. Organic Social	29,903
4. Direct	15,245
5. Unassigned	13,770
6. Referral	4,613
7. Cross-network	2,392
8. Email	2,164

General Website Events



GA Website Outbound Links - May 2024

Outbound Partner Links

Outbound Link Partner	Event count
1. Omni Amelia Island Resort - Amelia Island	886
2. The Ritz-Carlton, Amelia Island - Amelia Island	495
3. A1A Beach Vacations - Amelia Island	408
4. Atlantic Recreation Center - Amelia Island	395
5. Barefoot Amelia Beach Rentals - Amelia Island	373
6. eWheelz - Amelia Island	266
7. The Villas of Amelia Island - Amelia Island	254
8. Marlin and Barrel Distillery - Amelia Island	238

1 - 100 / 357 < >

Outbound Partner Links - Things to Do

Things to Do	Event count
1. From A - Z: 26 Things to See & Do in Historic Downtown - ...	83
2. Forza Watersports - Amelia Island	46
3. A Perfect Labor Day Weekend - Three Ways - Amelia Isla...	36
4. Barefoot Flyers PPG - Amelia Island	33
5. Jeffers Carriages - Amelia Island	32
6. Coast eBike Adventures - Amelia Island	30
7. eWheelz - Amelia Island	30
8. Windward Sailing - Amelia Island	28

1 - 100 / 123 < >

Outbound Partner Links - Shopping

Shop Partner	Event count
1. https://www.omnihotels.com/hotels/amelia-island/thing...	30
2. Salty Threads at The Shops at Omni Amelia Island - Amel...	10
3. The Salty Local - Amelia Island	9
4. http://www.thesaltylocal.com/	9
5. https://www.facebook.com/profile.php?id=1000638885...	8
6. Nana Teresa's Bake Shop - Amelia Island	7
7. https://www.thesaltylocal.com/	7
8. Color Wear - Amelia Island	6

1 - 100 / 104 < >

Outbound Partner Links - Accomodations

Accomodations	Event count
1. Omni Amelia Island Resort - Amelia Island	287
2. The Ritz-Carlton, Amelia Island - Amelia Island	146
3. A1A Beach Vacations - Amelia Island	112
4. The Villas of Amelia Island - Amelia Island	84
5. Sea Cottages of Amelia - Amelia Island	81
6. Barefoot Amelia Beach Rentals - Amelia Island	80
7. Courtyard by Marriott Amelia Island - Amelia Island	63
8. Amelia Island Getaways - Amelia Island	58

1 - 65 / 65 < >

Outbound Partner Links - Dining

Dining Partner	Event count
1. Foodie - Amelia Island	13
2. https://www.pogoskitchen.com/	13
3. http://ameliaislanddavids.com/	9
4. http://www.traysburgerstation.com/	8
5. https://burlingamerestaurant.com/	8
6. Pepper's Cocina Mexicana & Tequila Bar - Amelia Island	4
7. https://www.gardenstreetbistro.com/	4
8. Webcams, Photos and Videos - Amelia Island	3

1 - 66 / 66 < >

Favorited Partners

Favorite_Partner	Event count
1. Amelia Island Restaurants and Dining - Amelia Island	68
2. Shops - Amelia Island	46
3. Things to Do - Amelia Island	22
4. Amelia Island, Florida	18
5. Amelia Island Arts & Entertainment Travel Guide - Amelia...	12
6. Places to Stay on Amelia Island - Amelia Island	11
7. Brett's Waterway Cafe - Amelia Island	8
8. Amelia Island Nature & Outdoors Travel Guide - Amelia Is...	5

1 - 43 / 43 < >

[General Website Events](#)



Email Performance - May 2024

Performance by Email Campaign

Subject Line	Date	Sent	Delivered	Opens	Unique Opens	Unique Open Rate	Clicks	Unique Clicks	Click Rate	Bounces	CPUO
Summer stays and ways to play 🌞🌴	May 30, 2024	130,825	129,883	28,282	22,512	17.33%	1,318	1,066	1.01%	942	2.92%
Get the summer vacation you, and dad, dese...	May 23, 2024	68,225	68,130	29,272	22,646	33.24%	1,314	1,126	1.93%	95	3.06%
Your Perfect Getaway Awaits at Residence In...	May 13, 2024	67,876	67,655	28,968	21,613	31.95%	1,405	1,155	2.07%	221	3.71%

Total users 2,122 ↑ 43.0%	New users 2,046 ↑ 45.5%	Views 4,788 ↑ 27.3%	Sessions 2,593 ↑ 37.6%	Average session duration 00:02:30 ↓ -4.3%
--	--------------------------------------	----------------------------------	-------------------------------------	--

First user campaign	Landing page	Sessions	Views	Average session duration
1. it's_an_island_thing	/travel-guides/dining-nightlife	406	690	00:02:23
2. it's_an_island_thing	/	384	872	00:02:35
3. it's_an_island_thing	/places-to-stay	233	413	00:02:56
4. it's_an_island_thing	/itineraries/oh-the-places-youll-go-a-fathers-day-version	210	266	00:01:28
5. it's_an_island_thing	/things-to-do	149	341	00:03:10
6. it's_an_island_thing	/blog/artisanal-finds-shopping-for-treasures-on-amelia-island	137	236	00:02:12
7. it's_an_island_thing	/itineraries/florida	125	180	00:02:30

Sessions by Country

First user source / m...	Country	Sessions
1. ameliaisland / email	United States	1,119
2. foodandwine / email	United States	762
3. travelandleisure / email	United States	380
4. Mailchimp / email	United States	101
5. usae / email	United States	77
6. ameliaisland / email	Canada	60
7. Mailchimp / email	Canada	27

Sessions by City

First user source / me...	City	Sessions
1. ameliaisland / email	(not set)	148
2. foodandwine / email	(not set)	121
3. ameliaisland / email	Atlanta	85
4. ameliaisland / email	Ashburn	69
5. ameliaisland / email	Miami	62
6. foodandwine / email	Miami	53
7. foodandwine / email	Atlanta	44

[Email Performance](#)



ORGANIC TRAFFIC OVERVIEW



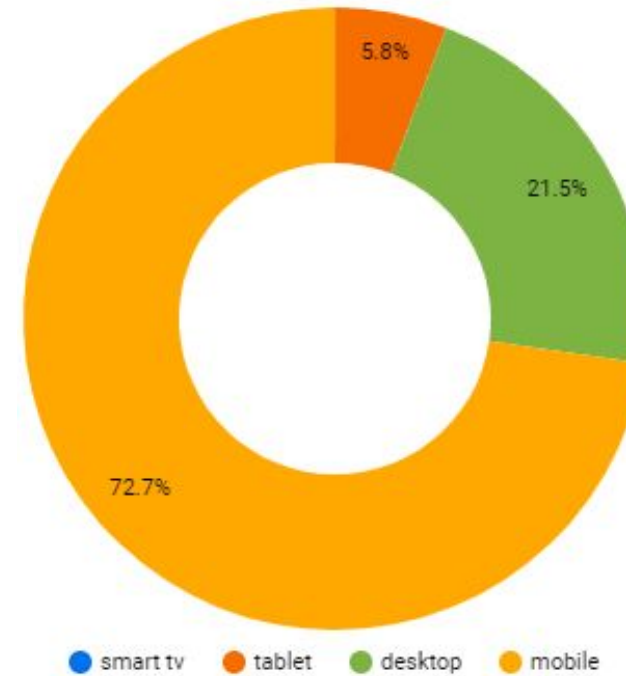
ORGANIC TRAFFIC OVERVIEW - MoM

MAY 1, 2024 - MAY 31, 2024 vs. APRIL 1, 2024 - APRIL 30, 2024

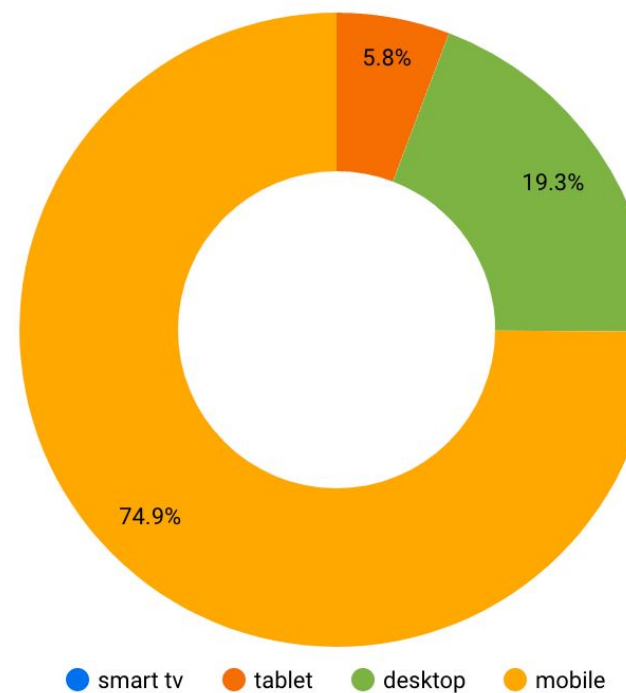
Sessions +10.65% 66,778 vs 60,352	Pages / Session +0.49% 2.05 vs 2.04	Bounce Rate -2.51% 31.83% vs 32.65%
New Users +10.85% 48,034 vs 43,331	Avg. Session Duration +3.59% 00:03:22 vs 00:03:15	

Session primary...Channel Group) +	↓ Users	New users	Views	Sessions	Bounce rate
	271,783 100% of total	268,577 100% of total	485,056 100% of total	310,190 100% of total	54.96% Avg 0%
Display	64,378	64,720	81,840	67,357	86.14%
Organic Social	56,915	55,979	81,781	62,733	72.25%
Organic Search	51,078	48,034	136,851	66,778	31.83%
Direct	31,532	31,140	55,330	36,841	30.88%
Paid Search	20,055	19,515	49,311	22,943	29.67%
Referral	15,726	15,358	26,376	18,567	24.94%
Unassigned	13,436	12,506	22,580	14,992	64.95%
Organic Video	10,039	9,969	12,373	10,916	89.15%
Cross-network	9,196	9,111	13,512	10,410	58.14%
Email	2,176	2,044	4,851	2,675	42.06%

MAY 1, 2024 - MAY 31, 2024



APRIL 1, 2024 - APRIL 30, 2024



Organic Traffic Overview - MoM

- Organic sessions increased **10.65%** MoM
- New users, average session duration, pages/session all increased
- Notable MoM traffic increases to:
 - [Things to Do](#) (+17.73%)
 - [Restaurants & Dining](#) (+7.27%)
 - [Homepage](#) (+7.19%)
 - [Downtown Travel Guide](#) (+0.86%)
- Incremental MoM traffic decreases to:
 - [Places to Stay](#) (-0.16%)
 - [Webcams, Photos and Videos](#) (-1.87%)
- Considerable traffic increases to most important website pages suggests seasonal volume shifts and successful island-related volume rankings.
- Pages/session remains largely the same for second straight month. No negative user experience impacting downtrends there.



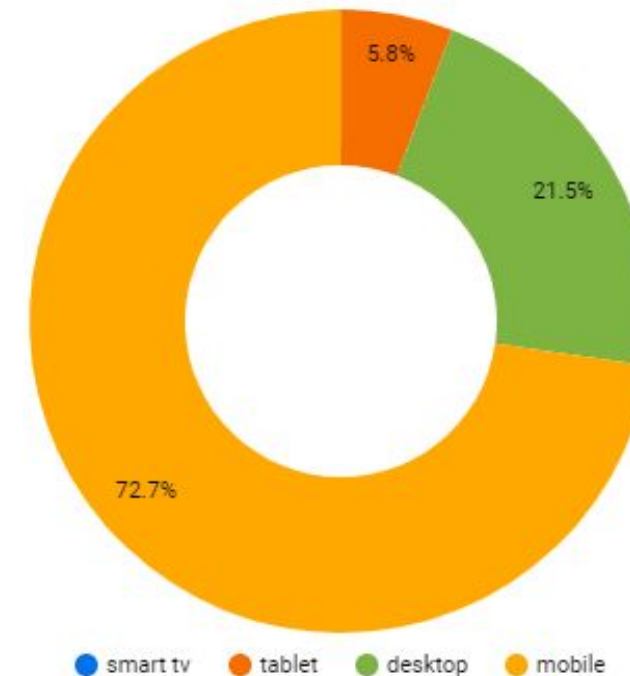
ORGANIC TRAFFIC OVERVIEW - YoY

MAY 1, 2024 - MAY 31, 2024 vs. MAY 1, 2023 - MAY 31, 2023

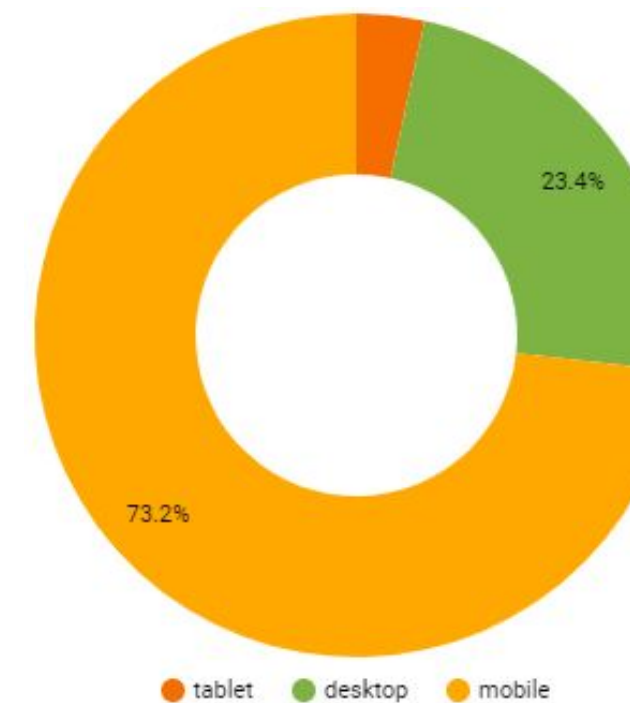
Sessions -4.40% 66,778 vs 69,849	Pages / Session +3.54% 2.05 vs 1.98	Bounce Rate -39.57% 31.83% vs 52.67
New Users -9.81% 48,034 vs 53,259	Avg. Session Duration +72.65% 00:03:22 vs 00:01:57	

Default Channel Grouping	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	128,422 <small>% of Total: 100.00% (128,422)</small>	124,181 <small>% of Total: 100.00% (124,181)</small>	151,176 <small>% of Total: 100.00% (151,176)</small>	61.74% <small>Avg for View: 61.74% (0.00%)</small>	1.78 <small>Avg for View: 1.78 (0.00%)</small>	00:01:22 <small>Avg for View: 00:01:22 (0.00%)</small>
1. Organic Search	56,062 (43.28%)	53,259 (42.89%)	69,849 (46.20%)	52.67%	1.98	00:01:57
2. Display	28,296 (21.85%)	28,003 (22.55%)	29,855 (19.75%)	74.49%	1.58	00:00:19
3. (Other)	16,428 (12.68%)	15,928 (12.83%)	17,574 (11.62%)	85.73%	1.25	00:00:18
4. Direct	15,473 (11.95%)	15,088 (12.15%)	18,162 (12.01%)	53.45%	1.57	00:01:43
5. Paid Search	6,769 (5.23%)	6,399 (5.15%)	7,787 (5.15%)	64.44%	1.99	00:01:04
6. Referral	4,778 (3.69%)	3,970 (3.20%)	5,777 (3.82%)	54.65%	2.18	00:02:10
7. Email	1,539 (1.19%)	1,369 (1.10%)	1,986 (1.31%)	62.19%	1.94	00:01:53
8. Social	175 (0.14%)	165 (0.13%)	186 (0.12%)	69.35%	1.46	00:00:45

MAY 1, 2024 - MAY 31, 2024



MAY 1, 2023 - MAY 31, 2023



Organic Traffic Overview - YoY

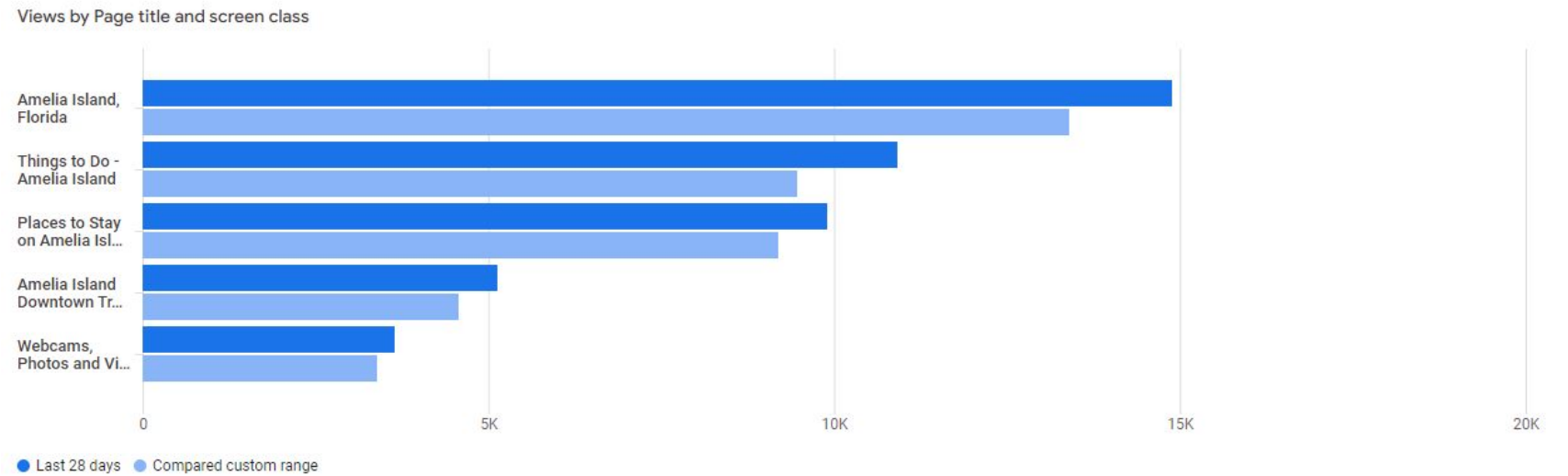
- Total YoY sessions decreased 4.40%, in line with tracked seasonality to date.
- Bounce rate, average session duration, and pages per session continue to improve massively YoY - suggesting improved user experience and better drill-down into deeper website pages.
- Organic new users down 9.81% YoY; total new users up 111.63% (128,422 to 271,783)
- April sessions decrease – and May increase – follows YoY seasonal trends.
- Notable YoY traffic increases to:
 - [Places to Stay](#) (+216.75%)
 - [Things to Do](#) (+106.91%)
 - [Downtown Travel Guide](#) (+26.03%)
 - [Webcams, Photos and Videos](#) (+77.25%)
- We're maintaining that massive uptick in pages with greater intent (Places to Stay, Things to Do, Downtown Travel Guide, etc.), alongside decrease in entry-level pages (Homepage, Activities, etc.). This suggests better YoY indexation of deeper content and more direct user navigation away from entry-level pages – both positive trends.



TOP PAGES ORGANIC | MAY 1, 2024 - MAY 31, 2024



Page title and screen class +	↓ Views	Users	Views per user	Average session duration	Sessions	Bounce rate
	127,064 100% of total	47,099 100% of total	2.70 Avg 0%	3m 22s Avg 0%	63,371 100% of total	31.68% Avg 0%
Amelia Island, Florida	14,884	10,314	1.44	1m 35s	12,558	29.69%
Things to Do - Amelia Island	10,916	7,640	1.43	2m 10s	8,735	22.23%
Places to Stay on Amelia Island - Amelia Island	9,894	6,041	1.64	2m 27s	6,885	15.54%
Amelia Island Downtown Travel Guide - Amelia Island	5,126	3,669	1.40	2m 04s	4,201	20.47%
Webcams, Photos and Videos - Amelia Island	3,644	1,461	2.49	3m 40s	2,918	22.96%
Amelia Island Restaurants and Dining - Amelia Island	3,003	1,890	1.59	2m 16s	2,157	12.89%
From A - Z: 26 Things to See & Do in Historic Downtown - Amelia Island	2,234	1,815	1.23	2m 35s	2,075	9.16%
Brett's Waterway Cafe - Amelia Island	2,219	1,482	1.50	1m 53s	1,749	25.16%
Shops - Amelia Island	2,185	1,464	1.49	2m 18s	1,693	11.58%
Amelia Island Beach Travel Guide - Amelia Island	2,152	1,632	1.32	1m 59s	1,872	21.42%
Festivals & Events Archive - Amelia Island	1,812	1,462	1.24	1m 38s	1,656	17.15%
About Amelia Island, Florida - Amelia Island	1,517	1,257	1.21	1m 17s	1,370	22.55%
Getting Here and Around Amelia Island, Florida - Amelia Island	1,456	1,206	1.21	2m 08s	1,423	28.53%
Omni Amelia Island Resort - Amelia Island	1,117	935	1.19	4m 50s	1,056	14.58%
Amelia Island Dining & Nightlife Travel Guide - Amelia Island	841	601	1.40	2m 01s	719	12.1%
Atlantic Recreation Center - Amelia Island	818	600	1.36	1m 29s	728	25.55%
Peters Point Park - Amelia Island	721	552	1.31	1m 33s	686	32.94%
Wild Amelia Nature Festival - Amelia Island	674	395	1.71	1m 29s	519	30.06%
Activities on the Water. Let's Make Waves! - Amelia Island	653	485	1.35	1m 39s	535	5.23%
Dickens on Centre Festival	648	327	1.98	3m 18s	422	31.52%
The Ritz-Carlton, Amelia Island - Amelia Island	605	524	1.15	2m 09s	573	9.42%
10 Reasons to Travel to Amelia Island in 2023	593	506	1.17	2m 14s	576	24.83%
Island Weather - Amelia Island	543	468	1.16	1m 36s	518	24.13%
Interview With John Grisham At The Amelia Island Book Festival - Amelia Island	525	446	1.18	1m 44s	510	43.53%
Your Guide to All Things at Main Beach - Amelia Island	506	255	1.98	2m 15s	295	15.25%



KEYWORDS POSITIONS



TOP ORGANIC KEYWORDS | Organic Rankings - Desktop

Keyword	Intent	Position	SF	Traffic	Traffic %	Volume	KD %	URL
+ amelia island florida >>	I N	1	8	11.8K	11.36	14.8K	75	www.ameliaisland.com/
+ amelia island fl >>	I N	1	8	3.5K	3.38	4.4K	69	www.ameliaisland.com/
+ amelia island >>	I N	1	7	2.4K	2.25	90.5K	84	www.ameliaisland.com/
+ things to do in amelia island >>	I	1	6	2.3K	2.22	2.9K	35	www.ameliaisland.com/things-to-do/
+ things to do in amelia island florida >>	I	1	6	1.5K	1.45	1.9K	43	www.ameliaisland.com/things-to-do/
+ hotels amelia island florida >>	C	1	7	1.3K	1.22	1.6K	61	www.ameliaisland.com/places-to-stay/
+ amelia island beach >>	C	1	7	1.3K	1.22	1.6K	52	www.ameliaisland.com/travel-guides/beaches/
+ stuff to do in amelia island >>	I	1	7	1K	0.99	1.3K	33	www.ameliaisland.com/things-to-do/
+ amelia island things to do >>	I	1	6	1K	0.99	1.3K	40	www.ameliaisland.com/things-to-do/
+ amelia island >>	I N		7	814	0.78	90.5K	84	www.ameliaisland.com/about/
+ amelia island resorts >>	I T	2	7	811	0.77	9.9K	53	www.ameliaisland.com/places-to-stay/
+ things to do on amelia island >>	I	1	6	800	0.76	1K	43	www.ameliaisland.com/things-to-do/
+ things to do amelia island >>	I	1	6	800	0.76	1K	44	www.ameliaisland.com/things-to-do/
+ hotels near amelia island florida >>	C	1	6	800	0.76	1K	61	www.ameliaisland.com/places-to-stay/
+ what to do in amelia island >>	I	1	6	800	0.76	1K	42	www.ameliaisland.com/things-to-do/
+ amelia island dining >>	C	1	8	704	0.67	880	47	www.ameliaisland.com/restaurants-bars/
+ amelia island beaches >>	C	1	6	704	0.67	880	42	www.ameliaisland.com/travel-guides/beaches/
+ amelia island golf courses >>	C	1	7	704	0.67	880	35	www.ameliaisland.com/travel-guides/golf/
+ amelia beach florida >>	N	1	6	704	0.67	880	59	www.ameliaisland.com/
+ amelia island hotels >>	C	1	6	704	0.67	27.1K	65	www.ameliaisland.com/places-to-stay/
+ brett's waterway cafe amelia island >>	I T	1	5	704	0.67	880	31	www.ameliaisland.com/partners/bretts-waterway-cafe/
+ hotels in amelia island fl >>	C	1	7	704	0.67	880	61	www.ameliaisland.com/places-to-stay/
+ downtown amelia island >>	I T	1	7	576	0.55	720	27	www.ameliaisland.com/travel-guides/downtown/
+ amelia island beachfront >>	C	1	8	576	0.55	720	28	www.ameliaisland.com/places-to-stay/

Organic Keyword Overview

- **Ten new keywords** in top 3 over past month, including:
 - fernandina beach florida (4th to 3rd)
 - amelia island ghost tours (8th to 2nd)
 - things to do at fernandina beach (5th to 3rd)
- **Forty keywords** gained positioning within top 10 results, including:
 - amelia island lighthouse (8th to 7th)
 - amelia island bike path (2nd to 1st)
 - brett's fernandina beach fl (3rd to 2nd)
 - best restaurant amelia island (7th to 4th)
- **Twenty-six keywords** lost some positioning within the top 10, including:
 - island near me (6th to 8th)
 - amelia island resort (5th to 6th)
 - florida islands (7th to 8th)
 - amelia island florida map (5th to 6th)



TOP ORGANIC KEYWORDS | Organic Rankings - Mobile

Keyword	Intent	Position	SF	Traffic	Traffic %	Volume	KD %	URL
+ fernandina beach fl >>	I N	7	7	3.2K	5.11	8.1K	59	www.ameliaisland.com/
+ amelia island >>	I N	1	7	2.4K	3.71	90.5K	83	www.ameliaisland.com/
+ things to do in amelia island >>	C	1	4	2.3K	3.66	2.9K	44	www.ameliaisland.com/things-to-do/
+ amelia island 32034 >>	I	1	5	1.5K	2.39	1.9K	54	www.ameliaisland.com/
+ amelia island beach >>	I	1	5	1.3K	2.02	1.6K	57	www.ameliaisland.com/travel-guides/beaches/
+ things to do in amelia island florida >>	C	1	4	1.3K	2.02	1.6K	41	www.ameliaisland.com/things-to-do/
+ amelia island things to do >>	C	1	4	1K	1.64	1.3K	42	www.ameliaisland.com/things-to-do/
+ springhill suites >>	N	7	5	810	1.27	135K	55	www.ameliaisland.com/partners/springhill-suites-by-marriott/
+ things to do on amelia island >>	C	1	5	800	1.26	1K	37	www.ameliaisland.com/things-to-do/
+ things to do amelia island >>	C	1	4	800	1.26	1K	42	www.ameliaisland.com/things-to-do/
+ amelia island beaches >>	C	1	6	704	1.11	880	36	www.ameliaisland.com/travel-guides/beaches/
+ amelia island hotels >>	C	1	3	704	1.11	27.1K	64	www.ameliaisland.com/places-to-stay/
+ amelia island >>	I N	7	7	633	0.99	90.5K	83	www.ameliaisland.com/blog/10-reasons-to-travel-to-amelia-island-in-2023/
+ amelia island >>	I N	1	6	576	0.90	720	78	www.ameliaisland.com/
+ downtown amelia island >>	I T	1	7	576	0.90	720	32	www.ameliaisland.com/travel-guides/downtown/
+ closest airport to amelia island >>	C	1	7	576	0.90	720	32	www.ameliaisland.com/getting-to-amelia-island/
+ fernandina beach >>	N	5	5	526	0.83	40.5K	62	www.ameliaisland.com/
+ fernandina >>	N	6	6	520	0.82	1.3K	57	www.ameliaisland.com/
+ amelia beach in florida >>	I	1	5	472	0.74	590	60	www.ameliaisland.com/
+ amelia island georgia >>	I	1	5	472	0.74	590	59	www.ameliaisland.com/
+ downtown amelia island florida >>	I	1	7	472	0.74	590	25	www.ameliaisland.com/travel-guides/downtown/
+ amelia island florida things to do >>	C	1	4	472	0.74	590	32	www.ameliaisland.com/things-to-do/
+ amelia island >>	I N	7	7	452	0.71	90.5K	83	www.ameliaisland.com/
+ dickens on centre 2023 >>	I	1	3	384	0.60	480	10	www.ameliaisland.com/dickens-on-centre/

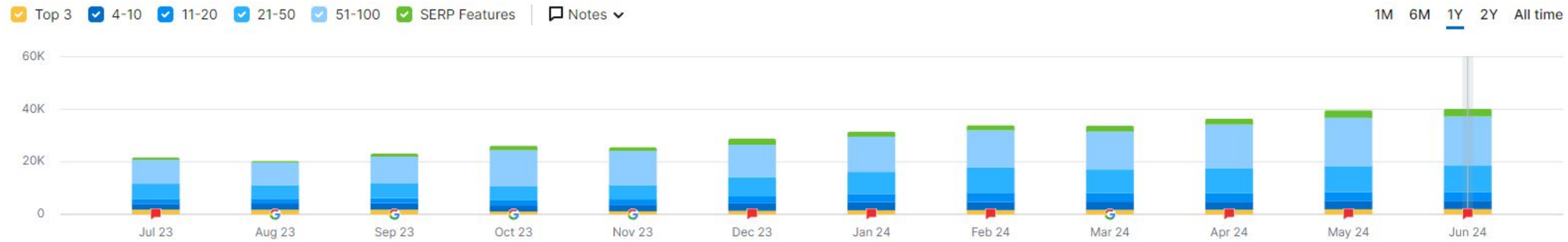
Organic Keyword Overview

- **One new keyword** in top 3 over past month:
 - where is amelia island fl (10th to 1st)
- **Six keywords** gained positioning within top 10 results, including:
 - fort clinch state park (7th to 4th)
 - beach resorts amelia island (3rd to 2nd)
 - amelia island fl weather (9th to 8th)
- Only **13 keywords** saw any form of decrease in mobile search results. These include:
 - amelia island condo rentals (3rd to 5th)
 - restaurant fernandina beach fl (5th to 8th)
 - where is amelia island fl (5th to 7th)



ORGANIC KEYWORDS | Trends - Desktop

Organic Keywords Trend



Organic Keywords Trend



Organic Keywords Trend



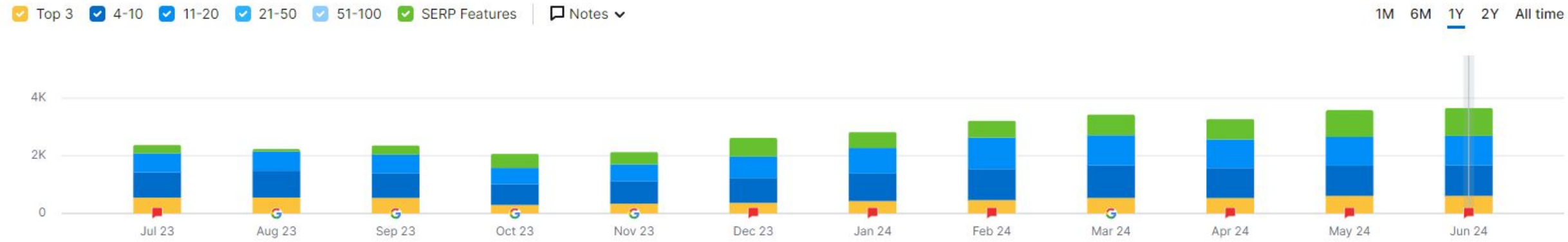
Organic Keyword Overview

- Thirty keywords featured in positive SERP feature improvements, including:
 - fernandina beach hotels
 - amelia island florida
 - amelia island resort
 - hotels amelia island
 - wedding venues in fernandina beach florida
- 22 keywords saw SERP feature drop-off or loss, including:
 - fort clinch
 - antique stores in fernandina beach fl
 - fishing pier amelia island
 - amelia island to st augustine fl

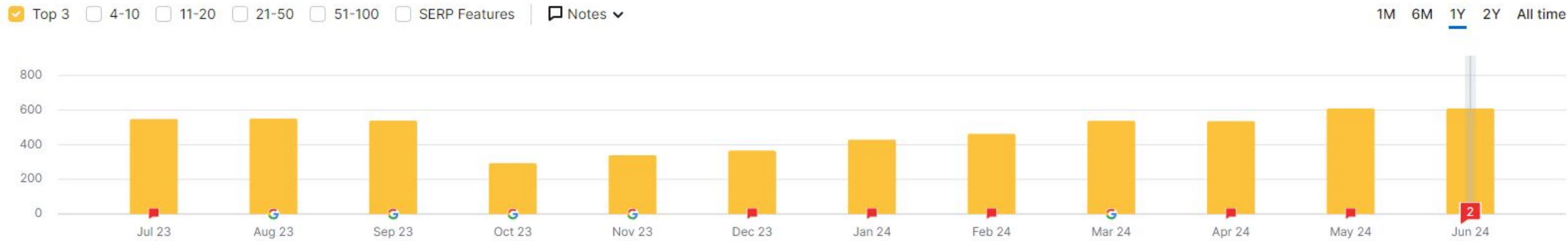


ORGANIC KEYWORDS | Trends - Mobile

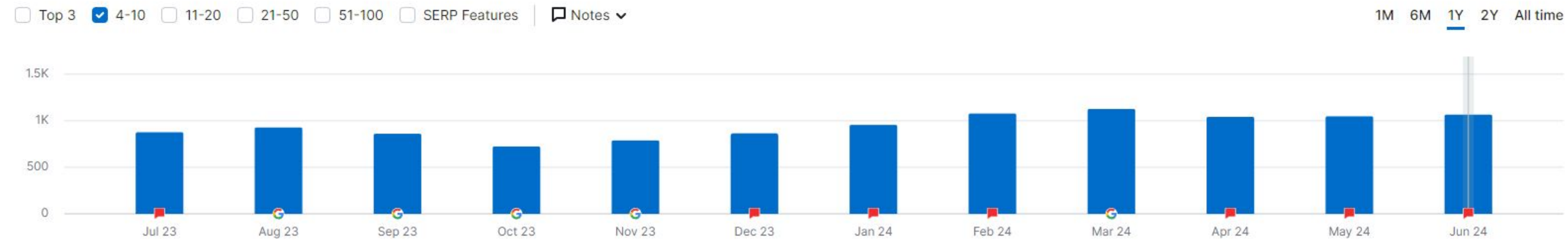
Organic Keywords Trend



Organic Keywords Trend



Organic Keywords Trend



Organic Keyword Overview

- [14 keywords](#) featured in positive SERP feature improvements, including:
 - amelia island weather by month
 - amelia island florida
 - amelia island temperature
 - hotels near amelia island
 - beach resorts amelia island
- [11 keywords](#) saw SERP feature drop-off or loss, including:
 - island off of florida
 - golf courses in jacksonville florida
 - port of fernandina
 - ritz carlton fernandina beach



ORGANIC RANKINGS | SERP Features

SERP Features

Linking to domain

Featured snippet 21 keywords	Sitelinks 849 keywords	Image 9.3K keywords	People also ask 2.8K keywords	Local pack 1 keywords	Knowledge panel 31 keywords	FAQ 0 keywords	Reviews 0 keywords
Indented 0 keywords	News 0 keywords	Video 0 keywords	Featured video 0 keywords	Video carousel 0 keywords	Top stories 0 keywords	Recipes 0 keywords	Jobs 0 keywords
X 0 keywords	X carousel 0 keywords	Find results on 0 keywords					

Not linking to domain

Featured snippet 1.8K keywords	Sitelinks 25.4K keywords	FAQ 50 keywords	Reviews 33K keywords	Instant answer 1.4K keywords	Image 29.1K keywords	Image pack 27.3K keywords	Video 31.4K keywords
Video carousel 2K keywords	People also ask 18.4K keywords	Local pack 9.6K keywords	Knowledge panel 11.5K keywords	Carousel 439 keywords	Top stories 95 keywords	Events 880 keywords	Hotels pack 3.8K keywords
Flights 86 keywords	Recipes 241 keywords	Jobs 58 keywords	X 23 keywords	X carousel 204 keywords	Address pack 956 keywords	See results about 590 keywords	Related searches 37.5K keywords
Related products 11 keywords	Popular products 696 keywords	Shopping ads 66 keywords	Ads top 391 keywords	Ads bottom 867 keywords	Indented 0 keywords	News 0 keywords	Featured video 0 keywords
Find results on 0 keywords							



TECHNICAL SEO PERFORMANCE



PERFORMANCE OVERVIEW

First Contentful Paint ?	Good - Nothing to do here 751ms	Time to Interactive ?	Much longer than recommended 8.3s
Speed Index ?	Much longer than recommended 8.3s	Total Blocking Time ?	Much longer than recommended 1.4s
Largest Contentful Paint ?	Good - Nothing to do here 1.1s	Cumulative Layout Shift ?	Good - Nothing to do here 0



Latest Performance Report for: <https://www.ameliainland.com/>

Report generated: Wed, Jun 5, 2024 9:18 PM -0400 (monitored job)
Test Server Location: 🇺🇸 San Antonio, TX, USA
Using: 🦊 Chrome 117.0.0.0, 🏠 Lighthouse 11.0.0
Analysis options: 1440x900

GTmetrix Grade ?

D	Performance ? 58%	Structure ? 68%
----------	-----------------------------	---------------------------

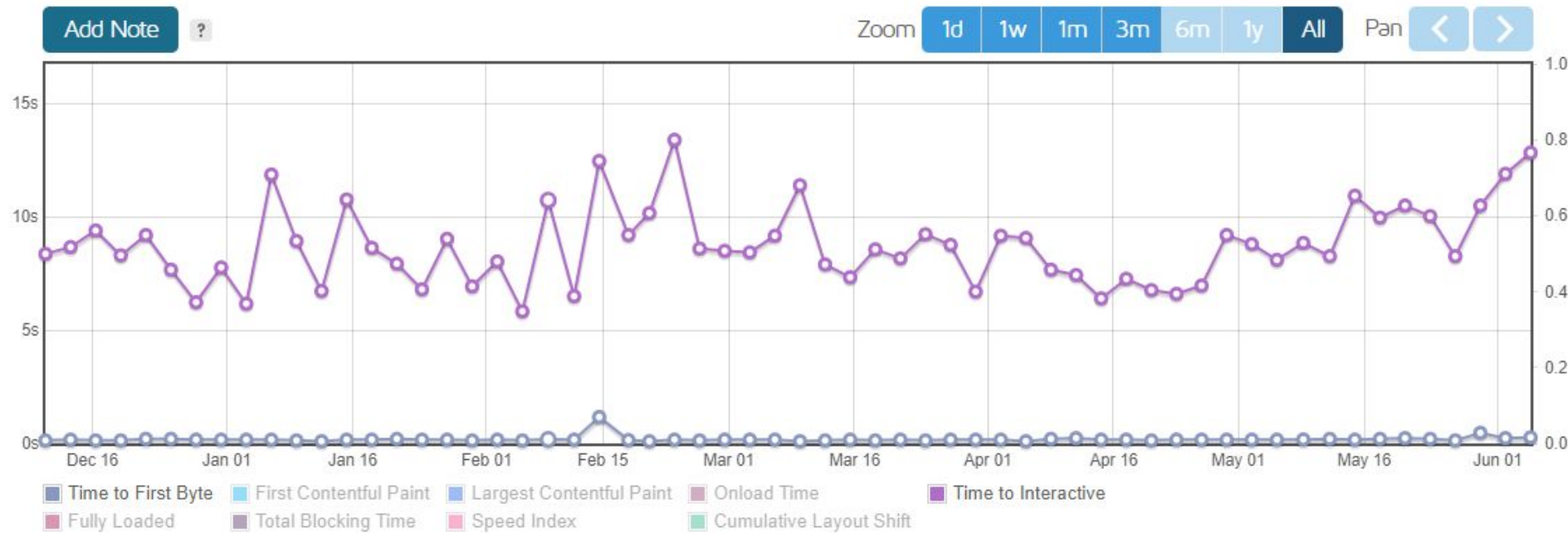
Web Vitals ?

Largest Contentful Paint ? 1.1s	Total Blocking Time ? 1.4s	Cumulative Layout Shift ? 0
---	--------------------------------------	---------------------------------------



PERFORMANCE OVERVIEW

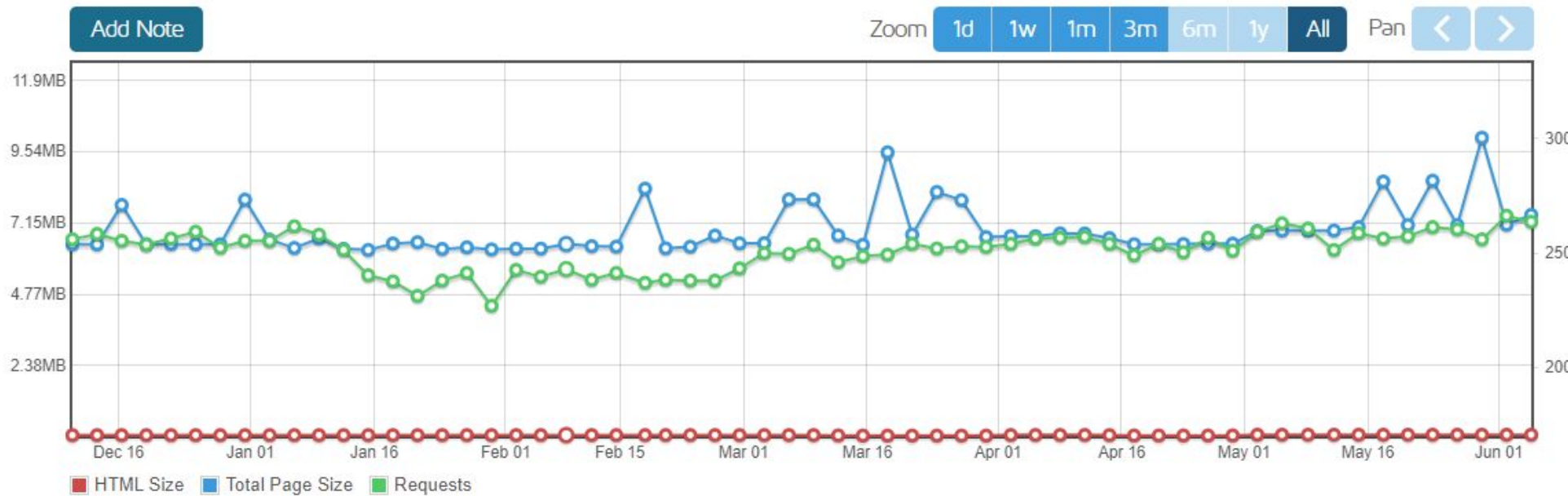
Page metrics



Performance Overview

- Average time to interaction scaled one second, to 13 total seconds, alongside slight increase to both page size and request counts.
- Overall page score has remained consistent, as majority of large payloads are required for site operations (drone footage, website theme, Wistia, Google Tag Manager, etc).

Page sizes and request counts



PERFORMANCE | MOBILE

30

Performance

92

Accessibility

96

Best Practices

77

SEO

30

Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. [See calculator.](#)

▲ 0-49 ■ 50-89 ● 90-100

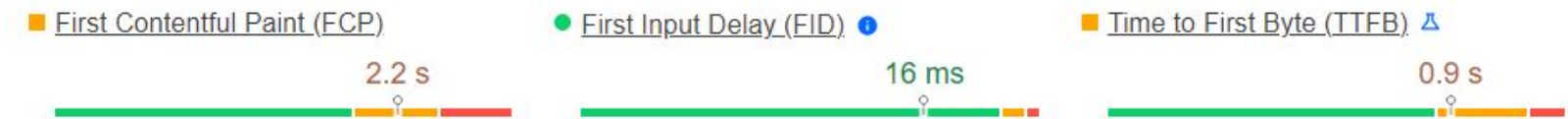


Core Web Vitals Assessment: **Failed** ⓘ

Expand view



OTHER NOTABLE METRICS



METRICS

▲ First Contentful Paint
4.9 s

▲ Total Blocking Time
7,050 ms

▲ Speed Index
7.5 s

▲ Largest Contentful Paint
7.6 s

● Cumulative Layout Shift
0.011

📅 Latest 28-day collection period

🕒 Full visit durations

📱 Various mobile devices

🌐 Various network connections

👥 Many samples ([Chrome UX Report](#))

🌐 All Chrome versions



PERFORMANCE | DESKTOP



Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. [See calculator.](#)

▲ 0-49 ■ 50-89 ● 90-100

METRICS

■ First Contentful Paint
1.0 s

▲ Total Blocking Time
410 ms

■ Speed Index
2.0 s



■ Largest Contentful Paint
1.9 s

● Cumulative Layout Shift
0

Core Web Vitals Assessment: **Passed** ⓘ

Expand view

● Largest Contentful Paint (LCP)
1.7 s

● Interaction to Next Paint (INP)
174 ms

● Cumulative Layout Shift (CLS)
0

OTHER NOTABLE METRICS

● First Contentful Paint (FCP)
1.6 s

● First Input Delay (FID) ⓘ
6 ms

● Time to First Byte (TTFB) ⓘ
0.6 s



SITEMAPS

Item	Status	Comments	Source
Page XML Sitemaps			
Found Page XML Sitemaps?	Pass	Site contains a sitemap index accessible through the root domain	https://www.ameliaisland.com/sitemap.xml
Page XML Sitemap(s) Listed in Robots.txt	Pass	Page XML sitemap not listed in robots.txt	https://www.ameliaisland.com/sitemap.xml
Page XML Sitemap(s) is Listed in GSC	Pass	Sitemap present in GSC	Google Search Console
Page XML Sitemap with Broken Links	Pass	0 Broken links in page XML Sitemap	https://www.ameliaisland.com/sitemap.xml and logisticin
Mobile XML Sitemaps			
Found Mobile Pages?	NA	NA	NA
Found Mobile XML Sitemaps	NA	NA	NA
Mobile XML Sitemap(s) Listed in Robots.txt	NA	NA	NA
Mobile XML Sitemap(s) Listed in GSC	NA	NA	NA
Mobile XML Sitemap(s) with Broken Links	NA	NA	NA
Video XML Sitemaps			
Found Videos?	Pass	https://www.ameliaisland.com/Video-Tour	Found in the sitemap: https://www.ameliaisland.com/Google-Search-Console
Found Video XML Sitemaps	Not Found	NA	NA
Video XML Sitemap(s) Listed in Robots.txt	Not Found	NA	NA
Video XML Sitemap(s) Listed in GSC	Pass	(42) Videos all indexed, no critical issues	Google Search console
Video XML Sitemap(s) with Broken Links	Not Found	NA	NA
Image XML Sitemaps			
Found Images?	Pass	Images were found when the site was crawled	ScreamingFrog site crawl
Found Images XML Sitemaps	Not Found	No images were found in the Sitemap	https://www.ameliaisland.com/sitemap.xml
Image XML Sitemap(s) Listed in Robots.txt	Not Found	No image sitemap is listed within the robots.txt	https://www.ameliaisland.com/robots.txt
Image XML Sitemap(s) Listed in GSC	Not Found	No image sitemap was submitted to GSC	Google Search Console
Image XML Sitemap(s) with Broken Links	Not Found	No dedicated image sitemap	https://www.ameliaisland.com/sitemap.xml
Pagination (<rel="prev", rel="next")	Pass	Site has pagination correctly addressed with canonical tags	ScreamingFrog site crawl (pagination)
Use of session IDs or other unique identifiers/parameters	Pass	no pages with special url identifiers are indexed	ScreamingFrog site crawl
Use of splash or gateway pages	Pass	No use of a splash or gateway page	https://www.ameliaisland.com
Site accessible without Javascript (disable JS)	Pass	website performed with JS disabled	Chrome Web Developer
Custom 404 Page	Pass	Verified	Checked this 404 page: https://www.ameliaisland.com/Custom-404-Page



ON-SITE SEO OVERVIEW



ON-SITE OVERVIEW

On-Page Tagging/Markup Issues

Page Source META tags (ie.: <title>, meta description in head)	Pass	Meta tag present in head	www.ameliaisland.com
<title>:			
Title Located in head?	Pass	Title located in head	ScreamingFrog Crawl
Missing <title>	NA	Title tag exists	ScreamingFrog Crawl
Duplicate <title>	Fail	1,932 duplicate titles on shared URL	ScreamingFrog Crawl
Title Size:	NA	NA	ScreamingFrog Crawl
Over 60 characters	Fail	378 titles above 60 characters	ScreamingFrog Crawl
Below 30 characters	Fail	106 titles below 30 characters	ScreamingFrog Crawl
Over 561 pixels	Fail	409 titles above 561 pixels	ScreamingFrog Crawl
Below 200 pixels	Fail	19 titles below 200 pixels	ScreamingFrog Crawl
Same as H1	Fail	12 titles same as page H1 tag	ScreamingFrog Crawl
Multiple	Pass	0 occurrences of multiple title tags	ScreamingFrog Crawl
<meta description>			
Meta Description Located in head?	Pass	Meta description tag is located inside the <head> within the site's source code	ScreamingFrog Crawl
Missing Meta Description	Fail	3,098 missing meta descriptions	ScreamingFrog Crawl
Duplicate Meta Descriptions	Pass	0 duplicate meta descriptions	ScreamingFrog Crawl
Size of Meta Description:	NA	NA	ScreamingFrog Crawl
Over 155 characters	Pass	0 meta descriptions over character limit	ScreamingFrog Crawl
Below 70 characters	Pass	0 Meta descriptions below 70 characters	ScreamingFrog Crawl
Over 985 pixels	Pass	0 meta descriptions over 985 pixels	ScreamingFrog Crawl
Below 400 pixels	Pass	0 meta descriptions below 400 pixels	ScreamingFrog Crawl
Page Headings (H1-H6)			
Headings Placement in Landing Page	Pass	Headings are placed correctly across site	Site's Source code
H1:	NA	H1s initially populated	ScreamingFrog Crawl
Missing H1 Heading	Fail	24 missing H1s	ScreamingFrog Crawl
Duplicate Headings	Fail	1,990 duplicate H1s	ScreamingFrog Crawl
Over 70 characters	Fail	14 H1s over 70 characters	ScreamingFrog Crawl
Multiple H1	Fail	275 pages with multiple H1s	ScreamingFrog Crawl
H2:	NA	H2s initially populated	ScreamingFrog Crawl
Missing H2	Not Found	11 missing H2s (not always necessary)	ScreamingFrog Crawl
Duplicate H2 Headings	Fail	2,652 duplicate H2s	ScreamingFrog Crawl
Over 70 characters	Fail	5 H2s over 70 characters	ScreamingFrog Crawl
Multiple H2	NA	2,328 pages with multiple H2s (acceptable)	ScreamingFrog Crawl
Meta Keywords	Pass	3,104 meta keywords on site	ScreamingFrog Crawl



Schema Markup

✘ Structured Data Test

Your webpage doesn't take the advantages of HTML Microdata specifications in order to markup structured data. View Google's guide for getting started with microdata.

The screenshot shows the Schema.org Structured Data Test interface. The left pane displays the HTML source code of the page, including a Google Tag Manager script and various meta tags. The right pane shows the results of the test, indicating that two schemas were detected: WebPage and VideoObject, each with 0 errors, 0 warnings, and 1 item.

Detected	0 ERRORS	0 WARNINGS	2 ITEMS
WebPage	0 ERRORS	0 WARNINGS	1 ITEM
VideoObject	0 ERRORS	0 WARNINGS	1 ITEM

Starmark built new Schema to highlight event, food, lodging, etc. details in SERP results. Schema will be tested over the next 30 days with results in the next monthly report.



IMAGE OPTIMIZATION

High Avoid enormous network payloads LCP Total size was 9.50MB ^

Large network payloads cost users real money and are highly correlated with long load times.

Consider using a plugin like Imagify to [reduce the size of large images with a few clicks](#) »

[Learn how to improve this](#)

URL	TRANSFER SIZE
https://www.ameliaisland.com/static/Montage_Drone%20Footage_1920x1080_IT-Broadband%20High.mp4	3.00MB
https://www.ameliaisland.com/static/Montage_Drone%20Footage_1920x1080_IT-Broadband%20High.mp4	2.34MB
https://www.ameliaisland.com/	412KB
https://www.ameliaisland.com/wp-content/uploads/AIC-Video-Poster-Frame-1.jpg	398KB
https://www.gstatic.com/recaptcha/releases/9pvHvq7kSOTqgZusUzJ6ewaF/recaptcha_en.js	203KB
https://www.gstatic.com/recaptcha/releases/9pvHvq7kSOTqgZusUzJ6ewaF/recaptcha_en.js	203KB
https://static.sojern.com/sdk/latest/sojern.min.js	170KB
https://www.ameliaisland.com/wp-content/themes/wp-theme-aic/fontawesome/webfonts/fa-solid-900.woff2	147KB
https://fast.wistia.com/assets/external/E-v1.js?ver=6.4.3	134KB
https://www.googletagmanager.com/gtag/js?id=G-8RL7Y0CYE9&l=dataLayer&cx=c	109KB

Med Use explicit width and height on image elements CLS 1 image found ^

Set an explicit width and height on image elements to reduce layout shifts and improve CLS.

[Learn how to improve this](#)

FAILING ELEMENTS

logo

```

```

Image Optimization

- 3,218 images over 100 kb
- 2,979 images missing alt text
- 1,463 images missing size (height, width) attributes



OFF-SITE SEO OVERVIEW



OFF-SITE SEO | Backlink Analysis

Backlinks ⁱ
31.9K -21%

Referring Domains
4.1K -5%

Referring IPs
3.7K

Backlink Types

Text	<div style="width: 85%;"></div>	85%	27.6K
Image	<div style="width: 14%;"></div>	14%	4.7K
Form	<div style="width: <1%;"></div>	<1%	1
Frame	<div style="width: 0%;"></div>	0%	0

Link Attributes

Follow	<div style="width: 88%;"></div>	88%	28K
Nofollow	<div style="width: 12%;"></div>	12%	3.9K
Sponsored	<div style="width: <1%;"></div>	<1%	78
UGC	<div style="width: <1%;"></div>	<1%	70

Anchor Text	Backlinks	Domains
www.ameliaisland.com	12,858	195
amelia island	1,617	749
ameliaisland.com	1,348	248
ameliaisland	1,109	57
amelia island, florida,	874	4
full schedule of events	871	1
Empty Anchor	657	241
webcams - amelia island, florida	297	178
web address	200	1
website	152	36
amelia island, florida	136	60
amelia island coffee - amelia island, florida	128	55
amelia hotel at the beach - amelia island, florida	117	53
dickens on centre	113	78
amelia island is a dreamy seaside getaway	111	110
this gorgeous island off the coast of florida	110	109
amelia island blog - island insider tennis - amelia island, florida	108	69
http://www.ameliaisland.com/	105	47
676247.ameliaisland.com	102	56
fernandina beach golf club - amelia island, florida	94	61
amelia island restaurant week	90	42
https://www.ameliaisland.com/blog/april-2018/one-island-three-unique-experiences	89	5
amelia river golf club - amelia island, florida	88	55

Top Anchors ⁱ

amelia island, florida, webcams - amelia island, florida

amelia island ameliaisland.com Empty Anchor

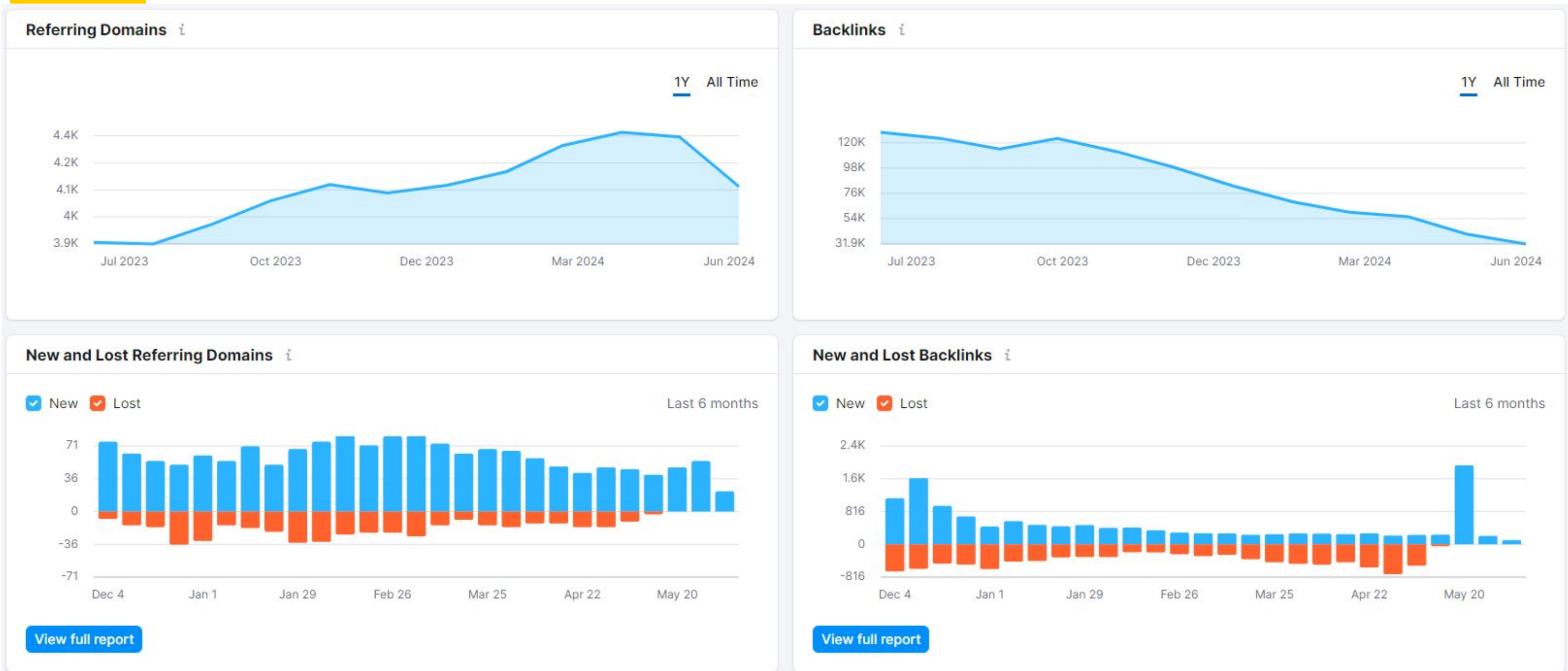
www.ameliaisland.com

web address ameliaisland full schedule of events

website



OFF-SITE SEO | Backlink Analysis



Website saw uptick of new referring domains in May – particularly between May 20-26, with [1,967 new backlinks](#) acquired during that period.



SEO BEST PRACTICES



SEO STRATEGY OVERVIEW | STARMARK'S APPROACH TO SEO

- **CATER TO THE USER**
 - User Experience (UX) is always #1
 - Fast page load times
 - Mobile-friendly
 - Fluid blend of functionality & design
- **BE MINDFUL OF SEARCH INTENT**
 - Research relevant topics
 - Review search volume, competition & semantics
 - Provide competitive content GAP analysis
 - Develop your content pillars & clusters to maintain focus
- **THINK TECHNICAL**
 - Optimize crawl budget as much as possible by increasing crawlability of site
 - Implement the core on-page SEO elements
 - Data structure, information architecture & SEO work together
- **BUILD YOUR BRAND**
 - Build links & relationships
 - Solidify trust, authority & expertise
 - Attract users to site from off-site signals
- **OPTIMIZE & SCALE**
 - SEO is an ongoing process, it only gets better
 - Methodical auditing & optimizing on-site, off-site & technical SEO elements
 - Continuously create valuable content



PILLARS OF SEO SUCCESS



OFF-PAGE SEO

Inbound links from influential sites are what help your content (page) rank higher than the competition.

TECHNICAL SEO

Websites must be developed in a way that ensures Google can properly find and understand the content, while meeting a long-list of specific guidelines.

ON-PAGE SEO

Quality content that targets your audience's consumer journey search intents, interests and behavior is critical to being found online.



FOCUS ON USER INTENT



User Intent

- Google’s algorithm standards have evolved from a time when search engines were robotic, mechanical, and mathematical; to become what we see today. A much more **sharp machine focused in serving the user with the information they really want.**

User intent is the goal someone has in mind when typing a query into @Google, says @neilpatel. #SEO

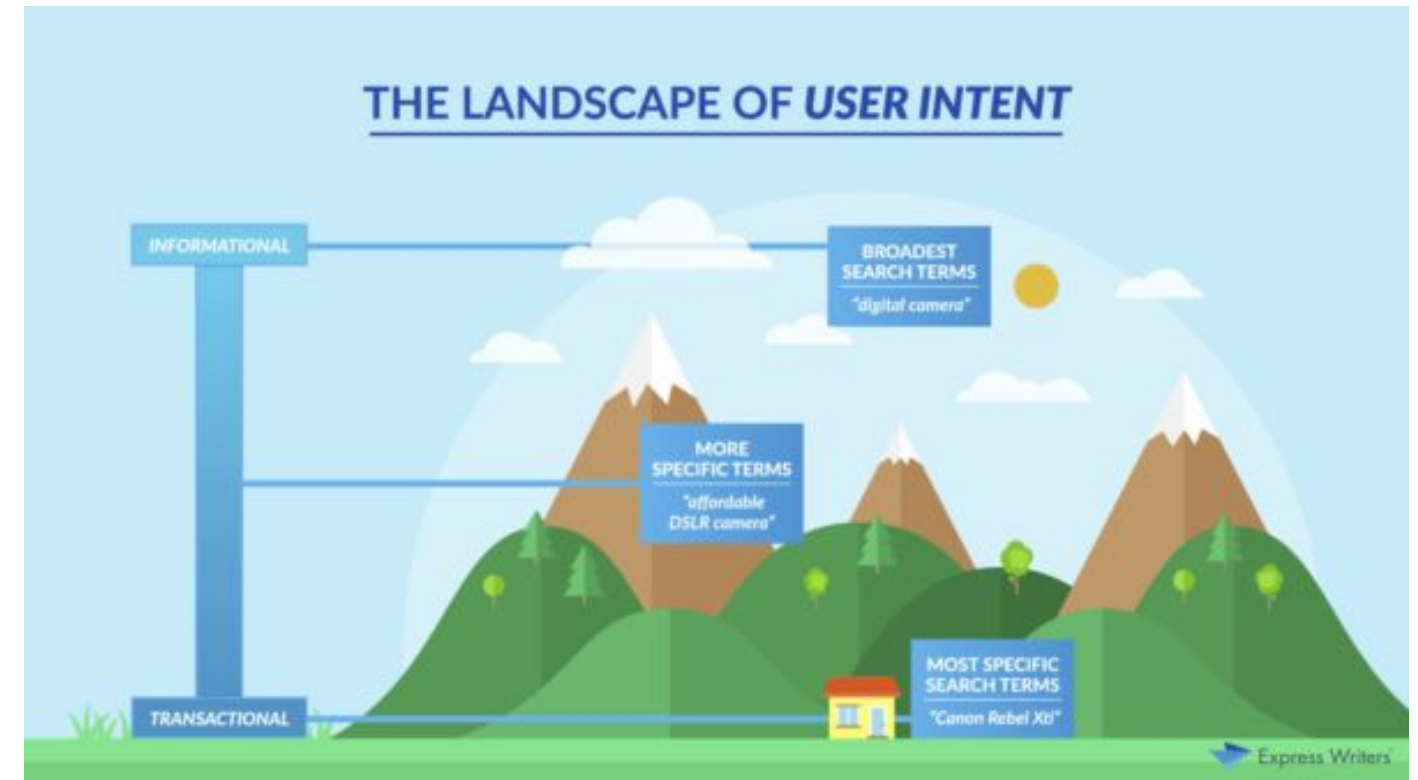
CLICK TO TWEET

- As such, **user intent is the key to creating the content that enhances the relevance of your pages and improves your SEO.**

Types of User Intent

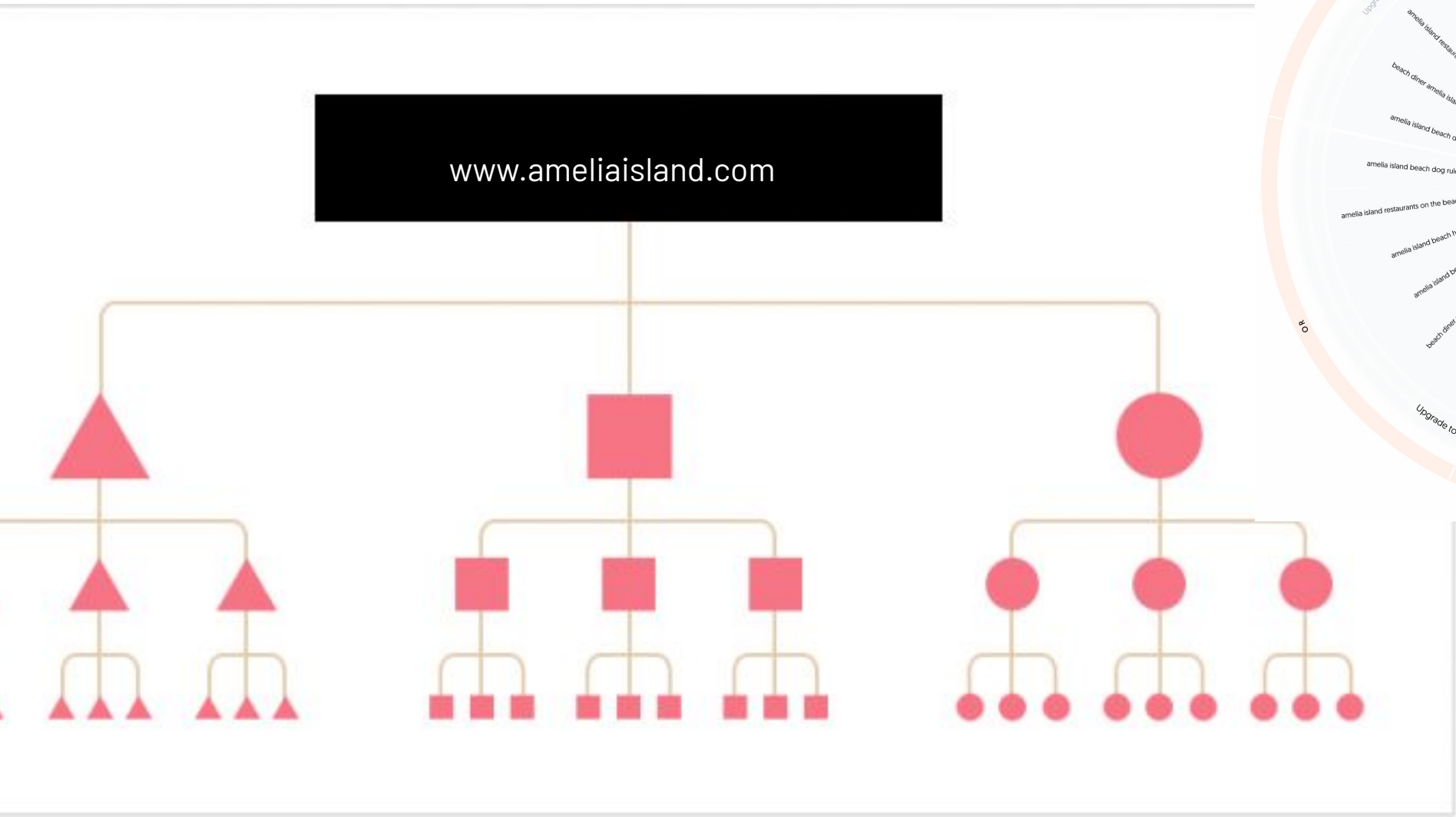
- Not all Google queries are created equal. In fact, intent can (and does) differ from person to person and time to time.
 - **Transactional:** A person wants to buy something.
 - **Navigational:** A person seeks for a specific resource, page, or site.
 - **Informational:** A person wants additional information on a topic or answers to their questions.

Our mission is to **organize** the world’s **information** and make it **universally accessible** and **useful.**



PILLARS AND CLUSTERS | SCALABLE CONTENT STRATEGY

Visual representation of how the pillars & clusters would unfold based on search demand analysis & KW research



CORE WEB VITALS & USER EXPERIENCE



core web vitals as ranking factor



All

Images

News

Videos

Shopping

More

Settings

Tools

About 1,040,000 results (0.66 seconds)

Core Web Vitals will become an official **ranking factor** in May 2021. So, what does that mean for your website? Using its **core** updates, Google is increasingly putting the user experience first, with the search engine delivering the best-possible content for the respective search queries. Feb 16, 2021



OTHER SEO ELEMENTS TO KEEP ON THE LOOP

Besides the key elements to optimize in our category pages, here is a list of other things to keep in mind when looking to improve SEO performance across the board:

- **Page load time (Core Web Vitals and experience update)**
- **Sitemaps and robots.txt files**
- Revisit your site's crawl budget (based on page or business priority)
- **Address backlink profile**
- Be aware of keyword cannibalisation
- Canonicalization of category and subcategory variants
- A/B Testing to improve UI and UX on category pages
- Small descriptions inside title pages (backbone for internal linking)
- **Schema Markup**
- Optimize for Google SERP features
- User generated Content
- **Populate image alt attributes, height + width attributes**
- Implement Reviews (deeper pages and product pages)



NEXT STEPS



WHAT'S NEXT?

May 2024

- **Address new metadata optimization opportunities (duplicate/missing meta titles, meta descriptions, header tags) from rolling events** (ongoing)
- **Advanced Schema build-out**
 - **Place, Property, Location, Event**
- **Roll out Advanced Schema to live website environment after successful UAT testing**
- **Disavow any new toxic or low-quality backlinks**
- **Integrate new location-specific keywords for position tracking and reporting** (ongoing)
- **Continue to monitor network payloads for unexpected activity**
 - Gstatic tags
 - Wistia media tags
 - GTM tags
 - Crowdriff tags

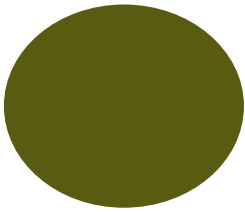
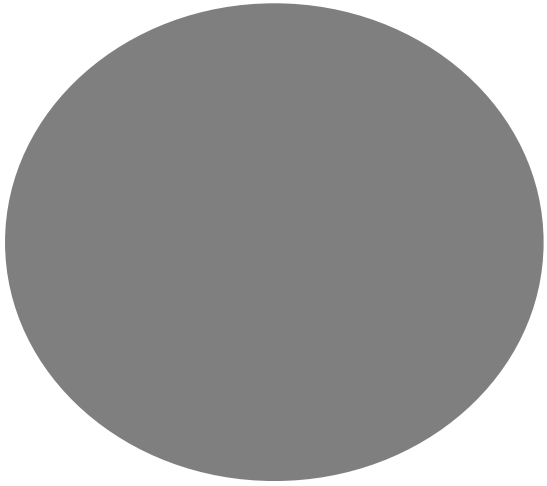
June 2024

- **Address new metadata optimization opportunities (duplicate/missing meta titles, meta descriptions, header tags) from rolling events** (ongoing)
- **Test Advanced Schema in production environment before rolling out to live pages after successful UAT performance**
 - Place, Property, Location, Event data
- **Outline plans for content to satisfy keywords which could stand a refresh, including location-specific restaurants, events, etc.**
- **Continue to integrate new location-specific keywords for position tracking**
- **Continue to populate new missing alt tags from recently uploaded images**
- **Continue to monitor network payloads** (ongoing)
 - Review Gstatic tags
 - Review Wistia media tags
 - Review GTM tags
 - Review Crowdriff tags

*All action items are in the optimization story this sprint.



WE ARE 



**7. Website |
(ameliaisland.com)
Performance Reports**



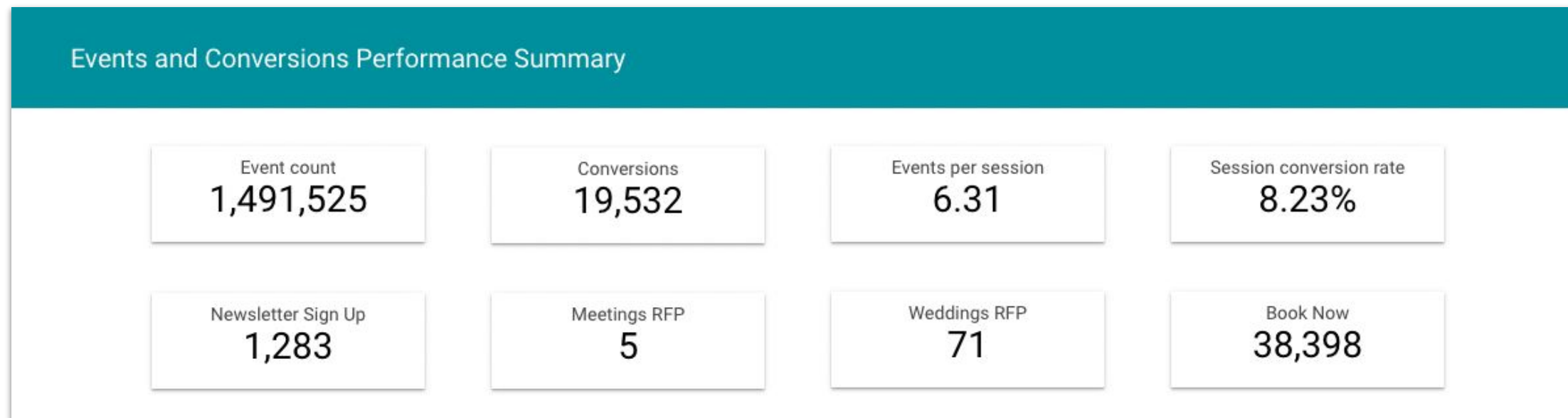
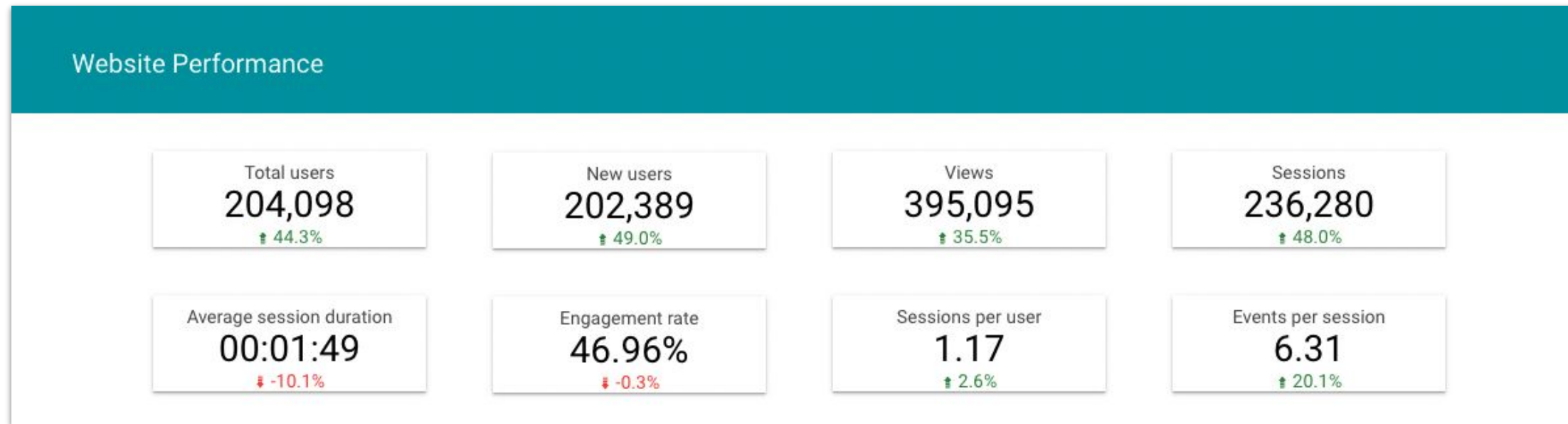
Amelia Island Email Performance Report April 2024

5.1.2024

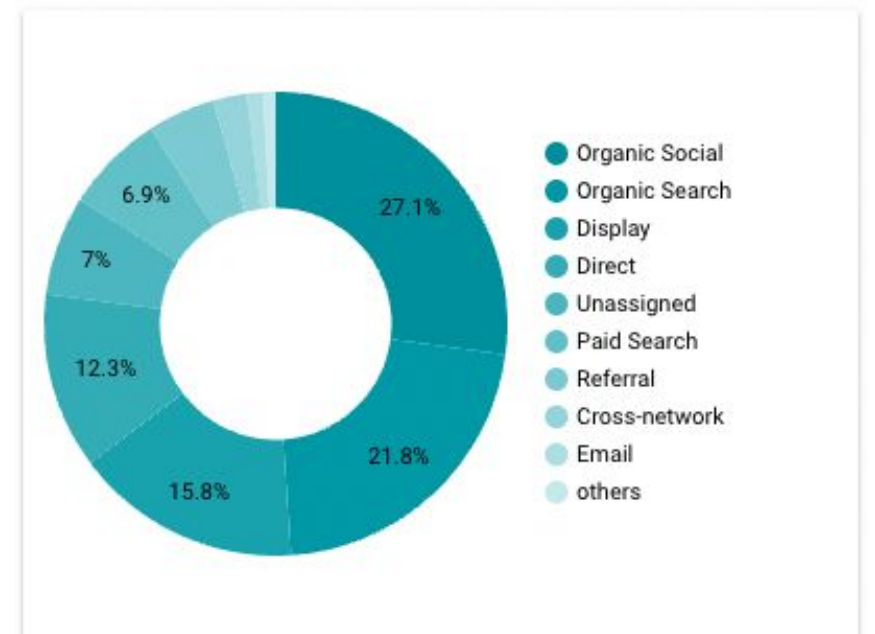


EXECUTIVE SUMMARY

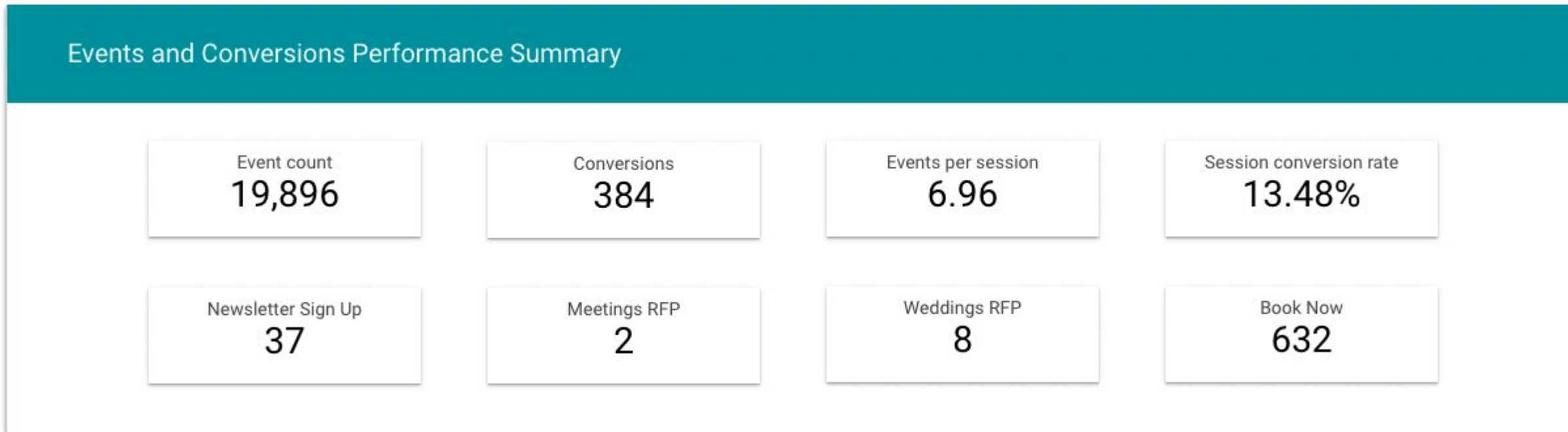
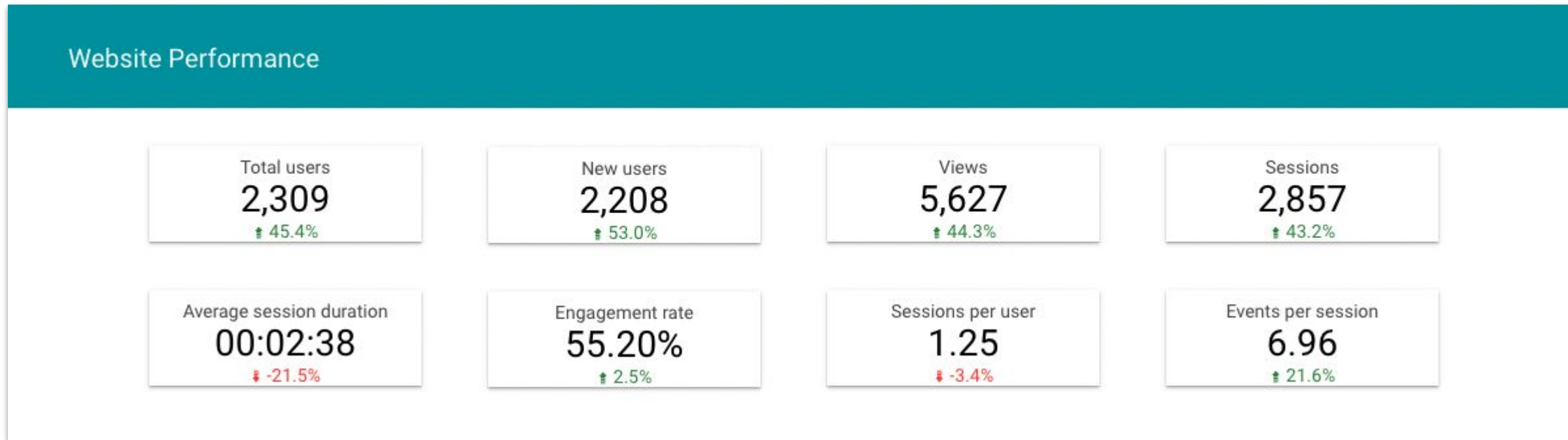
EXECUTIVE SUMMARY | Website Performance (All Traffic) - April 1st, 2024 - April 30, 2024



Top Acquisition Channels by Total Users



EXECUTIVE SUMMARY | Website Performance (Email Traffic) - April 1st, 2024 - April 30, 2024





01

EMAIL PERFORMANCE

EMAIL PERFORMANCE | Leisure - Email 1/3

April 1 Email: Ritz Carlton Exclusive

Subject Line: Unforgettable Moments Await You on a Classic Beach Vacation at The Ritz-Carlton, Amelia Island

Deployment Date: April 5, 2024

Audience/Segment: Leisure/Engagement-Engaged Expanded Drive Markets

Email Metrics:

- **Delivered:** 66,853
- **Unique Opens:** 23,892
- **Opens:** 32,512
- **Unique Open Rate:** 35.74%
- **Clicks:** 877
- **Clicked Rate:** 1.31%
- **Clicks per Unique Opens:** 2.29%

Top Links Clicked:

- **BOOK THE FAMILY VACATION PACKAGE:** 314
 - The Ritz-Carlton Family Vacation Package
- **RESERVE NOW:** 83
 - Amelia Island Cookout
- **AMELIA ISLAND:** 81
- **BOOK SERVICES:** 77
 - The Ritz-Carlton Spa

Performance Highlights:

- **Website Sessions:** 196
- **Website Engaged Sessions:** 97
- **Website Views:** 985
- **Website Average Session Duration:** 4:35

AMELIA ISLAND FLORIDA

Places to Stay | Things to Do | Spa | Travel Guide

Extraordinary Luxury, Pristine Natural Beauty

Enjoy extraordinary luxury and immerse natural beauty as you explore 13 miles of pristine beaches on Amelia Island. On guided tours with resort Naturalists kayaking through tidal creeks or just building sandcastles, families will experience unforgettable moments. Relax and rejuvenate in our newly reimagined world-class Spa or dine together beachside in one of five award-winning restaurants. History beckons in nearby Fernandina, a colorful and charming glimpse of old Florida.

[BOOK THE FAMILY VACATION PACKAGE](#)

A Newly Reimagined Wellness Destination: The Spa at The Ritz-Carlton, Amelia Island

The Ritz-Carlton, Amelia Island reveals a new world-class destination for beauty and wellness: the resort's Spa & Wellness Center. Encompassing 27,000 sq. ft. of dedicated indoor space and a new 4,000 sq. ft. Wellness Center and Motion Studio, the Spa offers programs for optimum wellness. Synthesizing advanced anti-aging therapies including Thermaight 360 and Hydralactol to CBD-infused treatments and ancient therapies like Karido and Yoga Nidra, your stay can be rewarding in mind, body and spirit.

[BOOK SERVICES](#)

On the Water, Off the Beaten Path

Thrilling adventures await and treasures yet to be revealed on Amelia Island. From people-powered to chartered private cruises, you'll discover island sights and sounds that can only be experienced from water. Catch a view of wild horses or forgotten ruins on Cumberland Island, explore the salt marsh and its unique wildlife or discover the secret fishing spots of our resort chefs. Guests of all ages will long remember participating in the resort's exclusive Dolphin Research Tour: chattering dolphins and locations, using hydrophones to listen to the calls and recording observations for an ongoing study with the resort's marine biologist.

[RESERVE ON REALTIME RESERVATIONS](#)

A Recipe for Adventure

If epicurean delights are central to your vacation, look no further than the award-winning restaurants of The Ritz-Carlton, Amelia Island. The whole family will find something to love, from the down-home, lowcountry favorites of Tidewater Grill to the AAA Five Diamond elegance of Salt. If you prefer the dinner on the dunes, Coquina Spanish influenced menu and incredible views delight as does the Lobby Bar's acclaimed sushi. Local favorite Coast offers an all-day menu of elevated Southern classics and an ever-changing offering of Chef's Kitchen Table and summer holiday cookouts make summer special.

Be sure to reserve tickets for our second annual Amelia Island Cookout, October 17-20, 2024.

[RESERVE NOW](#)

Disconnect to Reconnect

Escape to a realm of rejuvenation and self-discovery at the Weekend Wellness Retreat April 19-21, hosted in the newly reimagined Spa and Wellness Center at The Ritz-Carlton, Amelia Island. This immersive experience promises to nurture your body, mind and spirit. Indulge in a transformative assessment with activities designed to assess your well-being. Whether you're taking your first steps towards self-care or are a seasoned enthusiast, our retreat offers a diverse array of offerings tailored to every level, from invigorating fitness sessions to serene yoga practices, dynamic movement workshops to breathers, meditation sessions, each moment is crafted to empower and inspire.

[PURCHASE TICKETS](#)

Connect With Us On Social

#AmeliaIsland

f i X v p in d

AMELIA ISLAND

Amelia Island Travel Engagement Center
1500 Camino de Fernandina Beach, FL 32034

If you no longer wish to receive email from us, you can [unsubscribe](#) or [unsubscribe](#).
Contact us based on the email address listed.



EMAIL PERFORMANCE | Leisure - Email 1/3

Links Clicked	Total clicks	Unique clicks
marriott.com/offers/family-vacation-package-off-113501/jaxam-the-ritz-carlton-amelia-island	314 (35.8%)	256 (33.7%)
ameliaislandcookout.com/	83 (9.5%)	76 (10.0%)
ameliaisland.com/	81 (9.2%)	69 (9.1%)
na.globalspa.marriott.com/jaxam/11614827/home	77 (8.8%)	69 (9.1%)
eventbrite.com/e/wellness-retreat-tickets-825493532377	56 (6.4%)	50 (6.6%)
ritzcarltonameliaisland.ipoolside.com/	50 (5.7%)	37 (4.9%)
linkedin.com/company/ameliaislandflorida/	49 (5.6%)	46 (6.1%)
ameliaisland.com/places-to-stay/	44 (5.0%)	34 (4.5%)
ameliaisland.com/things-to-do/	19 (2.2%)	15 (2.0%)
ritzcarlton.com/en/hotels/jaxam-the-ritz-carlton-amelia-island/overview/	17 (1.9%)	17 (2.2%)
instagram.com/p/C3tAIAIvs0g/	11 (1.3%)	9 (1.2%)
instagram.com/p/C5MGx_5Sc6b/	11 (1.3%)	9 (1.2%)
instagram.com/p/C5J2IODvYd6/	10 (1.1%)	10 (1.3%)
instagram.com/p/C3VhEnG0Fc1/	8 (0.9%)	8 (1.1%)
saltameliaisland.com/	7 (0.8%)	6 (0.8%)
ameliaisland.taplink.ws/	6 (0.7%)	6 (0.8%)
ameliaisland.com/travel-guides/	6 (0.7%)	5 (0.7%)
instagram.com/p/C4MTi4-uzWh/	6 (0.7%)	6 (0.8%)
facebook.com/AmeliasIslandFlorida	5 (0.6%)	5 (0.7%)
instagram.com/p/C4bAIMNJ1X0/	4 (0.5%)	4 (0.5%)
instagram.com/visitameliaisland/	3 (0.3%)	2 (0.3%)
tiktok.com/@ameliaislandflorida	3 (0.3%)	2 (0.3%)
youtube.com/c/ameliaislandflorida	2 (0.2%)	2 (0.3%)
pinterest.com/visitameliaisland/	2 (0.2%)	2 (0.3%)
ameliaisland.com/blog/	2 (0.2%)	2 (0.3%)
twitter.com/ameliaislandflo	1 (0.1%)	1 (0.1%)



EMAIL PERFORMANCE | Leisure - Email 2/3

April 2 Email: Brand

Subject Line: See what makes NE Florida so naturally fun 🌞🌳🌊

Preview Copy: Amelia Island, Florida, has your next great adventure, from outdoor journeys to must-try restaurants.

Deployment Date: April 16, 2024

Audience/Segment: Leisure / Engagement-Newsletter Subscribers

Email Metrics:

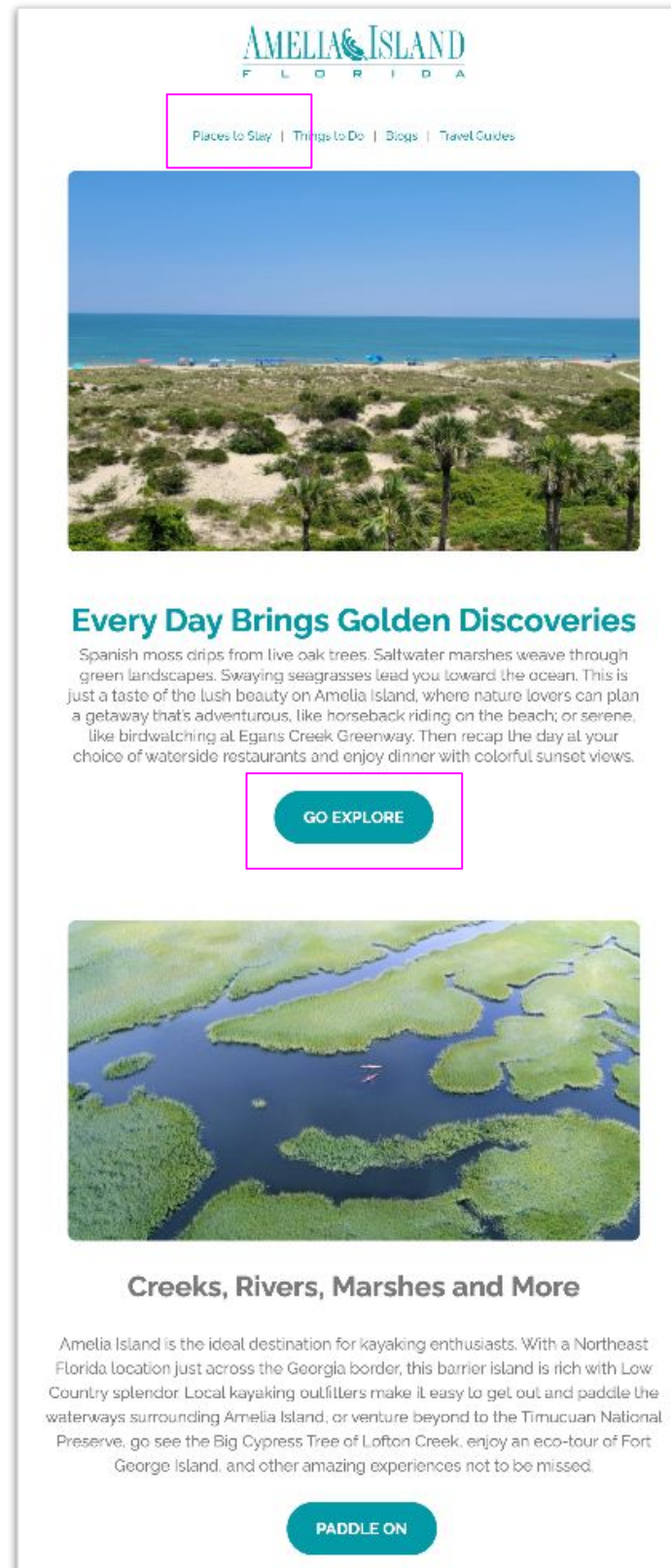
- **Delivered:** 117,822
- **Unique Opens:** 22,424
- **Opens:** 29,417
- **Unique Open Rate:** 19.03%
- **Clicks:** 947
- **Clicked Rate:** 0.80%
- **Clicks per Unique Opens:** 2.85%

Top Links Clicked:

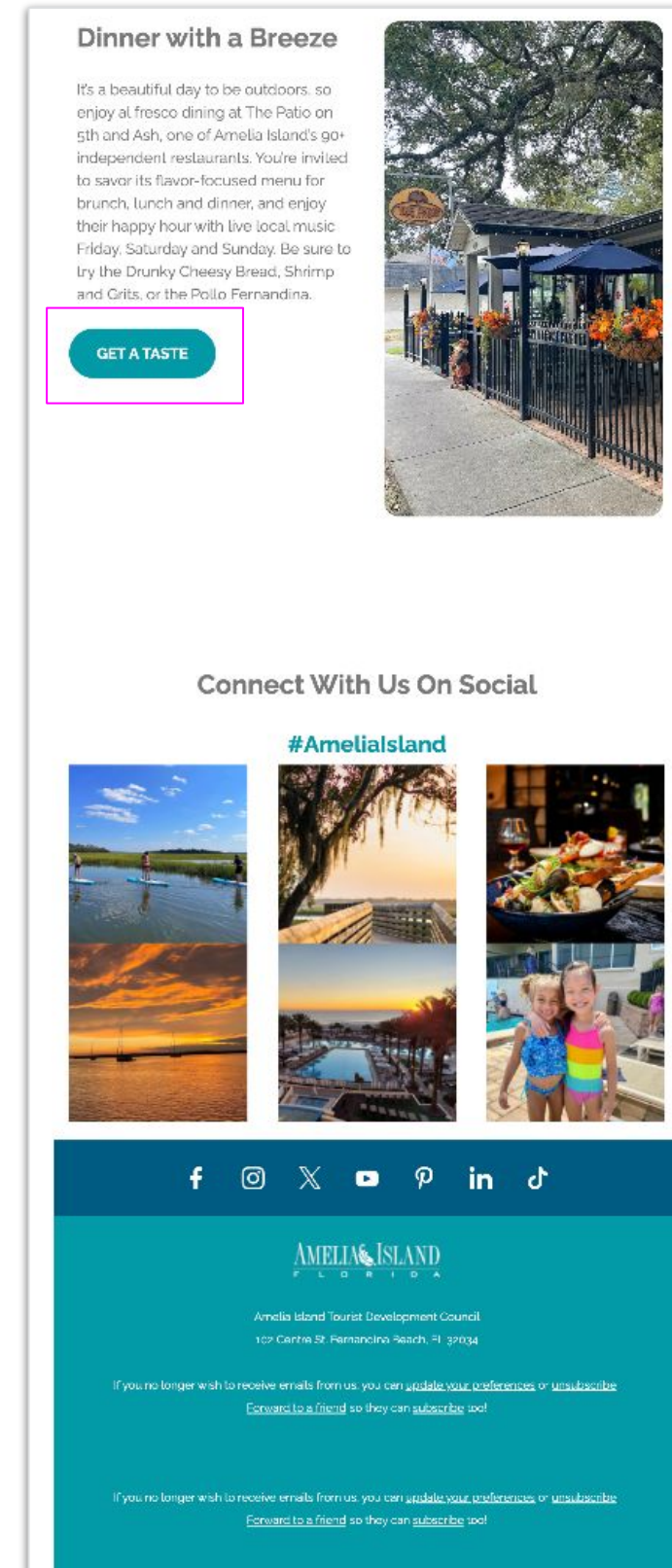
- **GET A TASTE:** 304
 - First Friday Foodie Feature: The Patio at 5th and Ash
- **GO EXPLORE:** 231
 - Nature Lovers Getaway
- **Places to Stay:** 104

Performance Highlights:

- **Website Sessions:** 452
- **Website Engaged Sessions:** 254
- **Website Views:** 513
- **Website Average Session Duration:** 1:42



The screenshot shows the Amelia Island Florida website. At the top is the logo and navigation links: "Places to Stay", "Things to Do", "Diogs", and "Travel Guides". Below is a large image of a beach with palm trees and a blue button labeled "GET A TASTE". The main section is titled "Every Day Brings Golden Discoveries" and features a paragraph about the island's natural beauty and a "GO EXPLORE" button. Below this is another large image of a marshy area with a red button labeled "PADDLE ON".



The screenshot shows the second section of the Amelia Island Florida website. It features a "Dinner with a Breeze" section with a paragraph about dining at The Patio and a "GET A TASTE" button. Below this is a "Connect With Us On Social" section with a grid of social media images and a "#AmeliaIsland" hashtag. The footer includes social media icons, the Amelia Island Florida logo, and contact information for the Amelia Island Tourist Development Council.



EMAIL PERFORMANCE | Leisure - Email 2/3

Links Clicked	Total clicks	Unique clicks
ameliaisland.com/blog/first-friday-foodie-feature-the-patio-at-5th-and-ash/	304 (32.1%)	247 (30.4%)
ameliaisland.com/itineraries/nature-lovers-getaway/	231 (24.4%)	197 (24.3%)
ameliaisland.com/places-to-stay/	104 (11.0%)	81 (10.0%)
ameliaisland.com/blog/your-guide-to-kayaking-on-and-off-amelia-island/	53 (5.6%)	48 (5.9%)
facebook.com/AmeliaIslandFlorida	32 (3.4%)	29 (3.6%)
instagram.com/p/Cosabi80dbJ/	29 (3.1%)	27 (3.3%)
ameliaisland.com/	26 (2.7%)	22 (2.7%)
youtube.com/c/ameliaislandflorida	25 (2.6%)	22 (2.7%)
ameliaisland.taplink.ws/	25 (2.6%)	20 (2.5%)
ameliaisland.com/things-to-do/	24 (2.5%)	24 (3.0%)
ameliaisland.com/travel-guides/	18 (1.9%)	17 (2.1%)
instagram.com/p/Cf1khKlrwda/	14 (1.5%)	14 (1.7%)
instagram.com/p/Cro9VLZLVZz/	13 (1.4%)	9 (1.1%)
instagram.com/visitameliaisland/p/C5WLb0vMTNi/	12 (1.3%)	11 (1.4%)
instagram.com/p/C4tJf4iMNF4/	11 (1.2%)	11 (1.4%)
instagram.com/visitameliaisland/	9 (1.0%)	8 (1.0%)
instagram.com/visitameliaisland/p/C5J2IODvYd6/	7 (0.7%)	6 (0.7%)
ameliaisland.com/blog/	4 (0.4%)	4 (0.5%)
pinterest.com/visitameliaisland/	3 (0.3%)	2 (0.2%)
twitter.com/ameliaislandflo	1 (0.1%)	1 (0.1%)
linkedin.com/company/ameliaislandflorida/	1 (0.1%)	1 (0.1%)
tiktok.com/@ameliaislandflorida	1 (0.1%)	1 (0.1%)



EMAIL PERFORMANCE | Leisure - Email 3/3

April 3 Email: Omni Amelia Island Inclusive

Subject Line: Jump, dive or dig into these top picks for May 🚤🥞🌸

PREVIEW COPY: On-the-water fun, special offers and delicious ways to dine on Amelia Island

Deployment Date: April 30, 2024

Audience/Segment: Leisure/Engagement-Engaged Expanded Drive Markets

Email Metrics:

- **Delivered:** 68,701
- **Unique Opens:** 20,791
- **Opens:** 26,696
- **Unique Open Rate:** 30.26%
- **Clicks:** 1,014
- **Clicked Rate:** 1.47%
- **Clicks per Unique Opens:** 2.66%

Top Links Clicked:

- **DIVE IN:** 331
 - Activities on the Water. Let's Make Waves!
- **BOOK NOW:** 200
 - Omni: SUN-SATIONAL SUNDAYS
- **LET'S CELEBRATE:** 110
 - Let's Brunch And Celebrate Mom!

Performance Highlights:

- **Website Sessions:** 292
- **Website Engaged Sessions:** 168
- **Website Views:** 327
- **Website Average Session Duration:** 1:14

AMELIA ISLAND FLORIDA

Places to Stay | Things to Do | Blogs | Travel Guides

10 Epic Ways to Make a Splash

Water is a way of life on Amelia Island, and we have no shortage of ways to enjoy it. It's easy to start your day with a chill ride and amp it up in the afternoon with a thrill ride. From serene ways to paddle through the marshland to wind-in-your-hair while riding the waves, here are some of our favorite ways to get out on the water. Prefer to reel in what's under the surface? We have plenty of that, too.

DIVE IN

Sun-Sational Sundays at Omni Amelia Island Resort

Sun-Sational Sundays at Omni Amelia Island Resort are back! Enjoy up to 25% in savings when you arrive on a Sunday. Endless experiences await with oceanfront accommodations, a multi-tiered poolscape with an adult-only pool, ten dining options, championship golf, full-service spa, and outdoor activities.

OMNI
AMELIA ISLAND

BOOK NOW

Your table is ready

Whether you're craving classic Southern comfort food or innovative dishes crafted by local chefs, brunch on Amelia Island is a feast for the senses. Gather 'round and celebrate Mom (or yourself!) on Mother's Day at any of the island's restaurants that do brunch and...well, do brunch. You'll delight in the choice of menus, bottomless beverages of the adult variety, and views as sweet as that pecan toffee cinnamon roll you've been saving room for at these top spots for a savory brunch.

LET'S CELEBRATE

Connect With Us On Social

#AmeliaIsland

f i X y p in j

AMELIA ISLAND FLORIDA

Amelia Island Tourist Development Council
102 Corbie St. Fernandina Beach, FL 32034

If you no longer wish to receive emails from us, you can [update your preferences](#) or [unsubscribe](#).
[Forward to a friend](#) so they can subscribe, too!

If you no longer wish to receive emails from us, you can [update your preferences](#) or [unsubscribe](#).
[Forward to a friend](#) so they can subscribe, too!



EMAIL PERFORMANCE | Leisure - Email 3/3

Links Clicked	Total clicks	Unique clicks
ameliaisland.com/blog/activities-on-the-water-lets-make-waves/	331 (32.6%)	277 (33.7%)
omnihotels.com/hotels/amelia-island/specials/sunsational-sunday	200 (19.7%)	141 (17.2%)
ameliaisland.com/blog/lets-brunch-and-celebrate-mom/	110 (10.8%)	84 (10.2%)
ameliaisland.com/places-to-stay/	72 (7.1%)	52 (6.3%)
ameliaisland.com/	56 (5.5%)	36 (4.4%)
ameliaisland.com/things-to-do/	45 (4.4%)	26 (3.2%)
ameliaisland.com/travel-guides/	26 (2.6%)	21 (2.6%)
instagram.com/p/C5ta2fg0THm/	22 (2.2%)	19 (2.3%)
instagram.com/p/C3YEBoWvfs2	20 (2.0%)	15 (1.8%)
ameliaisland.taplink.ws/	19 (1.9%)	17 (2.1%)
instagram.com/p/C5MGx_5Sc6b/	18 (1.8%)	16 (1.9%)
instagram.com/p/C5gvNOVRCdz/	17 (1.7%)	15 (1.8%)
ameliaisland.com/blog/	16 (1.6%)	14 (1.7%)
instagram.com/p/C5wkkkPPmW6	15 (1.5%)	12 (1.5%)
facebook.com/AmeliaIslandFlorida	8 (0.8%)	8 (1.0%)
pinterest.com/visitameliaisland/	8 (0.8%)	7 (0.9%)
instagram.com/visitameliaisland/	7 (0.7%)	6 (0.7%)
twitter.com/ameliaislandflo	7 (0.7%)	7 (0.9%)
youtube.com/c/ameliaislandflorida	7 (0.7%)	6 (0.7%)
linkedin.com/company/ameliaislandflorida/	7 (0.7%)	7 (0.9%)
instagram.com/visitameliaisland/p/C327Ro6sP2S/	4 (0.4%)	3 (0.4%)
tiktok.com/@ameliaislandflorida	1 (0.1%)	1 (0.1%)



WE ARE 



Amelia Island Email Performance Report May 2024

6.2024



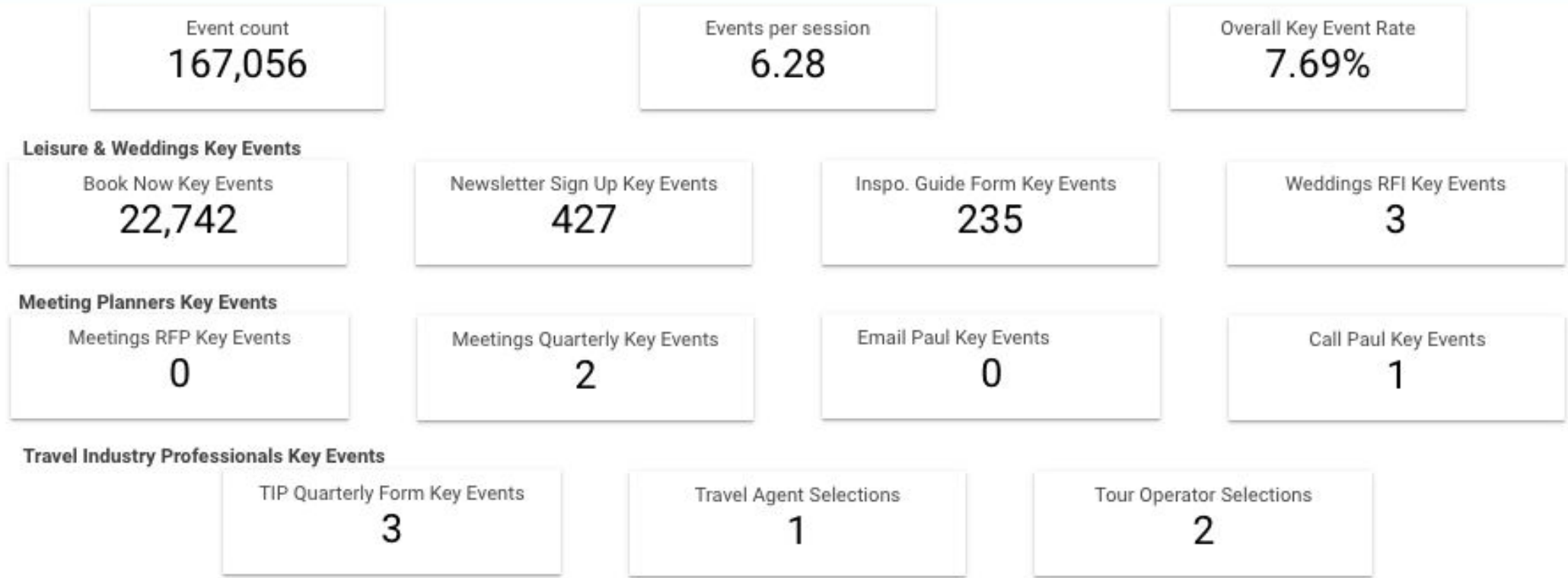
EXECUTIVE SUMMARY

EXECUTIVE SUMMARY | Website Performance (All Traffic) - May 1st, 2024 - May 31st, 2024

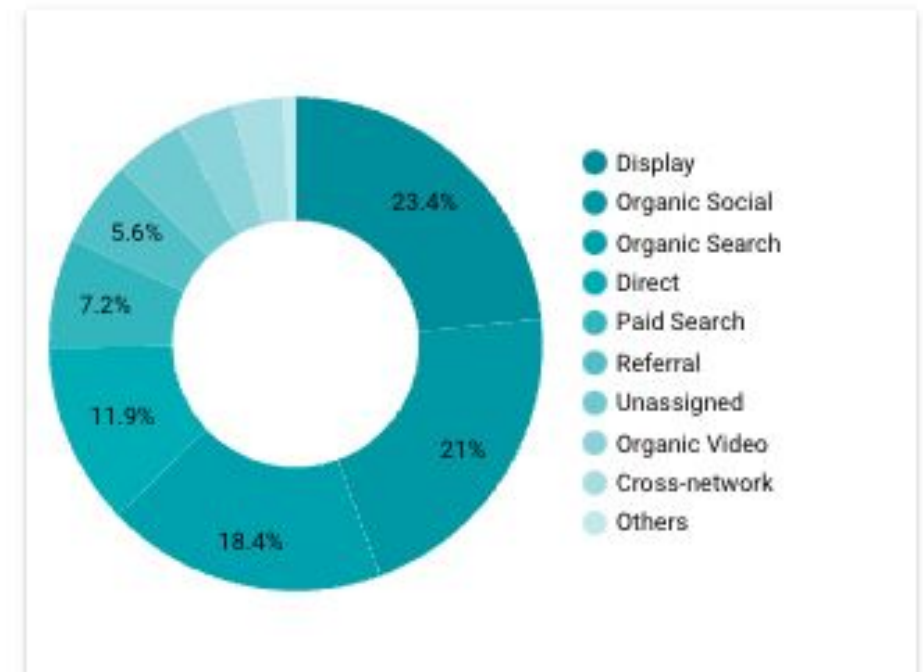
Website Performance



Website Events and Key Events

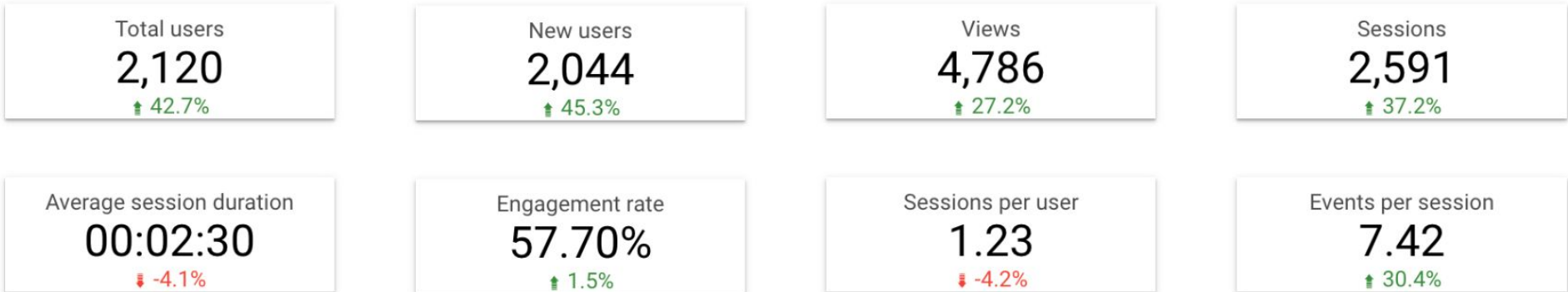


Top Acquisition Channels by Total Users

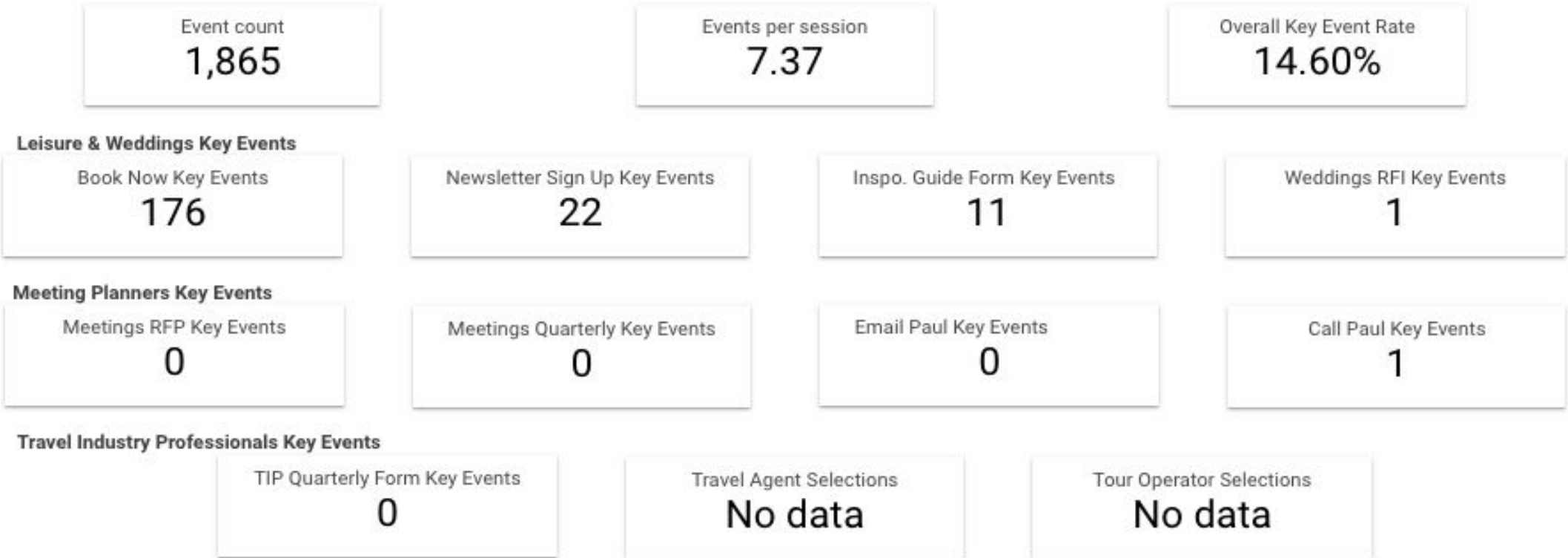


EXECUTIVE SUMMARY | Website Performance (Email Traffic) - May 1st, 2024 - May 31st, 2024

Website Performance



Website Events and Key Events





01

EMAIL PERFORMANCE

EMAIL PERFORMANCE | Leisure - Email 1/3

May 1 Email: Residence Inn Exclusive

Subject Line: Your Perfect Getaway Awaits at Residence Inn Amelia Island

Deployment Date: May 13, 2024

Audience/Segment: Leisure/Engagement-Engaged Expanded Drive Markets

Email Metrics:

- **Delivered:** 67,655
- **Unique Opens:** 21,629
- **Opens:** 29,086
- **Unique Open Rate:** 31.97%
- **Clicks:** 1,405
- **Clicked Rate:** 2.07%
- **Clicks per Unique Opens:** 3.7%


Top Links Clicked:

- **BOOK NOW/First Image:** 678
 - RESIDENCE INN AMELIA ISLAND
- **AMELIA ISLAND:** 108
- **Places to Stay:** 106


Performance Highlights:

- **Website Sessions:** 239
- **Website Engaged Sessions:** 141
- **Website Views:** 642
- **Website Average Session Duration:** 3:55

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Places to Stay | Things to Do | Blogs | Travel Guides



Discover Amelia Island at the Residence Inn by Marriott

An all-suite, extended stay property that's located just two blocks from the beach, the Residence Inn Amelia Island features amenities such as an outdoor pool, a fire pit, and a 24-hour fitness center. You can enjoy many great attractions like Fort Clinch State Park and the Fernandina Beach Historic District featuring local restaurants, shops, and excursions so you are free to explore the many treasures we have to offer.

Residence INN | AMELIA ISLAND, FL
BY MARRIOTT


The Residence Inn by Marriott offers guests flexible spaces and amenities to help maintain a healthy balance and routine while traveling. Complimentary features include a hot buffet breakfast, shuttle around Amelia Island, and free parking for guests. We are pet friendly too!

Enjoy the award-winning Amelia Island with our **Island Explorer** package. When you stay with us, you will receive 2 bike rentals, entry into Fort Clinch State Park, passes for 2 to Gregor MacGregor's Mini Links, and a \$25 gas card. Use code ZJL when making your reservation. Come experience why Amelia Island is consistently rated as a top traveler destination.

BOOK NOW

Connect With Us On Social

#AmeliaIsland



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AMELIA ISLAND
FLORIDA

Amelia Island Tourist Development Council
102 Centre St. Fernandina Beach, FL 32034

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EMAIL PERFORMANCE | Leisure - Email 1/3

Links Clicked	Total clicks	Unique clicks
marriott.com/en-us/hotels/jaxar-residence-inn-amelia-island/overview/	678 (48.2%)	541 (46.8%)
ameliaisland.com/	108 (7.7%)	88 (7.6%)
ameliaisland.com/places-to-stay/	106 (7.5%)	83 (7.2%)
ameliaisland.com/things-to-do/	96 (6.8%)	69 (6.0%)
instagram.com/p/C6FBe5MLTgi/	55 (3.9%)	47 (4.1%)
instagram.com/p/C6o16eEuhHG/	52 (3.7%)	44 (3.8%)
ameliaisland.com/travel-guides/	46 (3.3%)	33 (2.9%)
ameliaisland.taplink.ws/	40 (2.8%)	29 (2.5%)
tiktok.com/@ameliaislandflorida	37 (2.6%)	34 (2.9%)
ameliaisland.com/blog/	36 (2.6%)	25 (2.2%)
instagram.com/p/C56j90_rURi/	35 (2.5%)	28 (2.4%)
instagram.com/p/C5ta2fq0THm/	34 (2.4%)	31 (2.7%)
instagram.com/p/C6rKzY505eM/	34 (2.4%)	27 (2.3%)
instagram.com/p/C5wm_-xAVdA/	20 (1.4%)	15 (1.3%)
facebook.com/AmeliaIslandFlorida	8 (0.6%)	7 (0.6%)
instagram.com/visitameliaisland/	8 (0.6%)	7 (0.6%)
linkedin.com/company/ameliaislandflorida/	5 (0.4%)	4 (0.3%)
youtube.com/c/ameliaislandflorida	3 (0.2%)	3 (0.3%)
pinterest.com/visitameliaisland/	3 (0.2%)	2 (0.2%)
twitter.com/ameliaislandflo	2 (0.1%)	2 (0.2%)



EMAIL PERFORMANCE | Leisure - Email 2/3

May 2 Email: Omni Inclusive

Subject Line: Get the summer vacation you, and dad, deserve 🌞🌊

Preview Copy: Plan the perfect June getaway, with adventure, savings and more.

Deployment Date: May 23, 2024

Audience/Segment: Leisure/Engagement-Engaged Expanded Drive Markets

Email Metrics:

- **Delivered:** 68,130
- **Unique Opens:** 22,703
- **Opens:** 29,485
- **Unique Open Rate:** 33.32%
- **Clicks:** 1,323
- **Clicked Rate:** 1.94%
- **Clicks per Unique Opens:** 3.07%

Top Links Clicked:

- **SEE MORE/First Picture:** 297
 - Oh, The Places You'll Go - A Father's Day Version
- **BOOK NOW:** 266
 - Omni Sun-Sational Sundays
- **Places to Stay:** 81


Performance Highlights:

- **Website Sessions:** 322
- **Website Engaged Sessions:** 179
- **Website Views:** 351
- **Website Average Session Duration:** 1:29

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AMELIA ISLAND
FLORIDA


Places to Stay | Things to Do | Blogs | Travel Guides



Show Dad Some New Horizons This Father's Day

Over the bridge and off the island, you'll find a day of rugged fun tailor-made for dads. Book a tour in the Okefenokee Swamp, a passageway to a more primitive time filled with gators, turtles, birds and the lushness of nature. Try something completely different at A1A Axe Throwing, then savor familiar Southern favorites at Down Under restaurant. Their seafood and waterfront views are the perfect end to an unforgettable Father's Day.

See More




Save on a Luxury Oceanfront Stay

Sun-Sational Sundays at Omni Amelia Island Resort are back! Enjoy up to 25% in savings when you arrive on a Sunday. Endless experiences await with oceanfront accommodations, a multi-tiered poolscape with an adults-only pool, 10 dining options, championship golf, full-service spa and outdoor activities.

OMNI
AMELIA ISLAND

BOOK NOW

Savor the Ambiance at Marché Burette




For breakfast and weekend brunch connoisseurs, Marché Burette is love at first sight. Dine inside under the whimsical white umbrellas or outside overlooking the water as you enjoy delicately scrambled eggs, bacon, homemade pastries, and more. Late risers have a delicious lunch waiting for them as well, including the French Dip, Curry Lentil Salad or Spring Asparagus Soup. This Omni Amelia Island Resort restaurant is also a market, so pick up a gourmet gift or savory souvenir before you head off on your next Amelia Island adventure.

GET A TASTE

Connect With Us On Social

#AmeliaIsland



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FLORIDA

Amelia Island Tourist Development Council
102 Centre St. Fernandina Beach, FL 32034

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Forward to a friend so they can subscribe too!



EMAIL PERFORMANCE | Leisure - Email 2/3

Links Clicked	Total clicks	Unique clicks
ameliaisland.com/itineraries/oh-the-places-youll-go-a-fathers-day-version/	297 (22.4%)	253 (22.3%)
omnihotels.com/hotels/amelia-island/specials/sunsational-sunday	266 (20.1%)	195 (17.2%)
ameliaisland.com/blog/first-friday-foodie-feature-marche-burette/	152 (11.5%)	124 (10.9%)
ameliaisland.com/places-to-stay/	81 (6.1%)	65 (5.7%)
ameliaisland.com/partners/omni-amelia-island-resort/	78 (5.9%)	64 (5.6%)
ameliaisland.com/blog/	77 (5.8%)	68 (6.0%)
instagram.com/visitameliaisland/p/C67EwFsJq7v/	71 (5.4%)	64 (5.6%)
ameliaisland.com/things-to-do/	52 (3.9%)	45 (4.0%)
instagram.com/p/C64Zw_LgAyt/	51 (3.8%)	43 (3.8%)
ameliaisland.com/	49 (3.7%)	32 (2.8%)
instagram.com/visitameliaisland/p/C61hhwBvrVu/	28 (2.1%)	26 (2.3%)
instagram.com/visitameliaisland/p/C7Cy6F6MHjX/	23 (1.7%)	21 (1.8%)
ameliaisland.taplink.ws/	22 (1.7%)	18 (1.6%)
ameliaisland.com/travel-guides/	22 (1.7%)	21 (1.8%)
instagram.com/p/CgWy1KoOoOH/	19 (1.4%)	18 (1.6%)
facebook.com/AmeliaIslandFlorida	14 (1.1%)	11 (1.0%)
instagram.com/visitameliaisland/p/C7KsZG5ucok/	11 (0.8%)	10 (0.9%)
instagram.com/visitameliaisland/	4 (0.3%)	4 (0.4%)
tiktok.com/@ameliaislandflorida	3 (0.2%)	3 (0.3%)
youtube.com/c/ameliaislandflorida	2 (0.2%)	2 (0.2%)
linkedin.com/company/ameliaislandflorida/	2 (0.2%)	2 (0.2%)
twitter.com/ameliaislandflo	1 (0.1%)	1 (0.1%)
pinterest.com/visitameliaisland/	1 (0.1%)	1 (0.1%)



EMAIL PERFORMANCE | Leisure - Email 3/3

May 3 Email: Hampton Inn Inclusive

Subject Line: Summer stays and ways to play 🌞🏖️

Preview Copy: Sun, sea and shopping this summer on Amelia Island

Deployment Date: May 30, 2024

Audience/Segment: Leisure / Engagement-Newsletter Subscribers

Email Metrics:

- **Delivered:** 129,883
- **Unique Opens:** 22,729
- **Opens:** 28,818
- **Unique Open Rate:** 17.5%
- **Clicks:** 1,333
- **Clicked Rate:** 1.02%
- **Clicks per Unique Opens:** 2.93%

Top Links Clicked:

- **BOOK NOW:** 364
 - HAMPTON INN & SUITES AMELIA ISLAND-HISTORIC HARBOR FRONT
- **LET'S SHOP:** 229
 - Artisanal Finds: Shopping for Treasures on Amelia Island
- **Places to Stay:** 130


Performance Highlights:

- **Website Sessions:** 195
- **Website Engaged Sessions:** 113
- **Website Views:** 223
- **Website Average Session Duration:** 1:36

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AMELIA ISLAND
FLORIDA


Places to Stay | Things to Do | Blogs | Travel Guides



Soak up the Arts & Culture on Amelia Island

Did you know Amelia Island is home to an entire community of local artists? For years they've been drawn to the culture and serenity of our island life. From galleries and boutiques, to artisan markets and unique gift shops, you can see how they draw inspiration from the island's natural beauty. Stroll the streets of downtown Fernandina Beach, and you'll find a treasure trove of handmade gifts, souvenirs and other fabulous finds. Pro tip: bring an extra suitcase because you'll need the extra room when you head back home.

LET'S SHOP



Save on a "Sweet Escape"


Whether you're coming from out of town or just ready for a staycation, now's the time to book at the Hampton Inn & Suites Amelia Island-Historic Harbor Front. Enjoy marina sunset views, free parking, a delicious breakfast buffet and a 20% discount on new reservations for stays in June through September 2024. You'll be walking distance to 50 nearby restaurants and shops, and just minutes away from the beach.

To book your Sweet Escape, use promo code **PDK**.

Based on availability

Hampton Inn & Suites
by HILTON

BOOK NOW




Summer camps kids, and parents, love

We love summer on Amelia Island. It's the perfect season to enjoy all the ways for families to play. In addition to quality time together, we invite you to take advantage of the many day and weekly summer camps available. From outdoor adventure and sports to art and tech, they're a great way for your kids to explore nature, stay active, get creative and make new friends. And if you're staying at The Ritz-Carlton, Amelia Island or Omni Amelia Island Resort, they offer supervised, kid-centric programs to inspire their youngest guests.

EXPLORE NOW

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102 Canal St, Fernandina Beach, FL 32034

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EMAIL PERFORMANCE | Leisure - Email 3/3

Links Clicked	Total clicks	Unique clicks
hilton.com/en/hotels/aishshx-hampton-suites-amelia-island-historic-harbor-front/	364 (27.2%)	278 (25.8%)
ameliaisland.com/blog/artisanal-finds-shopping-for-treasures-on-amelia-island/	229 (17.1%)	181 (16.8%)
ameliaisland.com/	132 (9.9%)	99 (9.2%)
ameliaisland.com/places-to-stay/	130 (9.7%)	96 (8.9%)
ameliaisland.com/blog/summer-camps-on-amelia-island/	113 (8.5%)	82 (7.6%)
ameliaisland.com/things-to-do/	102 (7.6%)	66 (6.1%)
facebook.com/AmeliaIslandFlorida	56 (4.2%)	52 (4.8%)
ameliaisland.com/travel-guides/	36 (2.7%)	30 (2.8%)
instagram.com/p/C6o16eEuhHG/	28 (2.1%)	25 (2.3%)
instagram.com/p/C6RczcuusiT/	25 (1.9%)	21 (1.9%)
ameliaisland.taplink.ws/	23 (1.7%)	20 (1.9%)
ameliaisland.com/blog/	23 (1.7%)	20 (1.9%)
instagram.com/p/C5_bALVMbur/	18 (1.3%)	14 (1.3%)
instagram.com/p/C3EAVnbvEqz/	16 (1.2%)	14 (1.3%)
instagram.com/p/C56j90_rURi/	15 (1.1%)	15 (1.4%)
instagram.com/visitameliaisland/	7 (0.5%)	7 (0.6%)
instagram.com/p/C6wxr5bRekM/	4 (0.3%)	4 (0.4%)
twitter.com/ameliaislandflo	3 (0.2%)	3 (0.3%)
tiktok.com/@ameliaislandflorida	3 (0.2%)	3 (0.3%)
youtube.com/c/ameliaislandflorida	3 (0.2%)	3 (0.3%)
pinterest.com/visitameliaisland/	3 (0.2%)	3 (0.3%)
linkedin.com/company/ameliaislandflorida/	3 (0.2%)	3 (0.3%)





AMELIA ISLAND

F L O R I D A

Apr 1, 2024 - Apr 30, 2024

Website

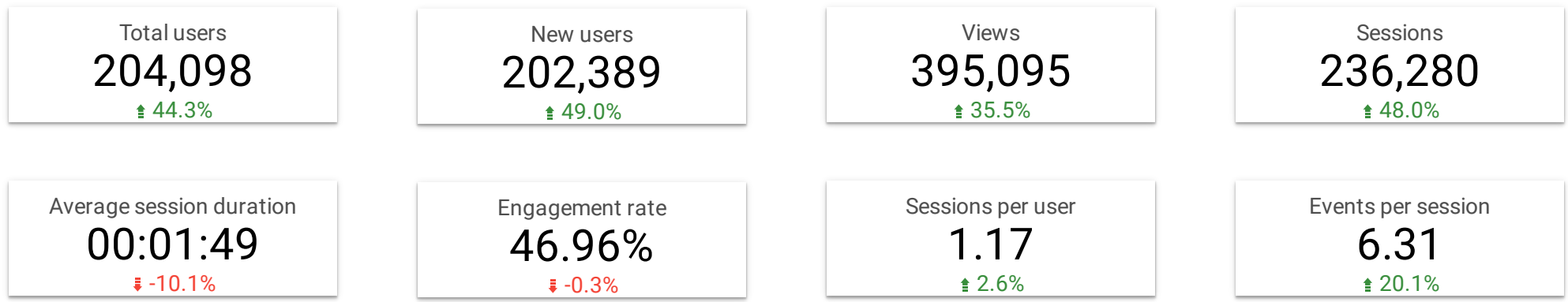
Blog

Conversions

Email

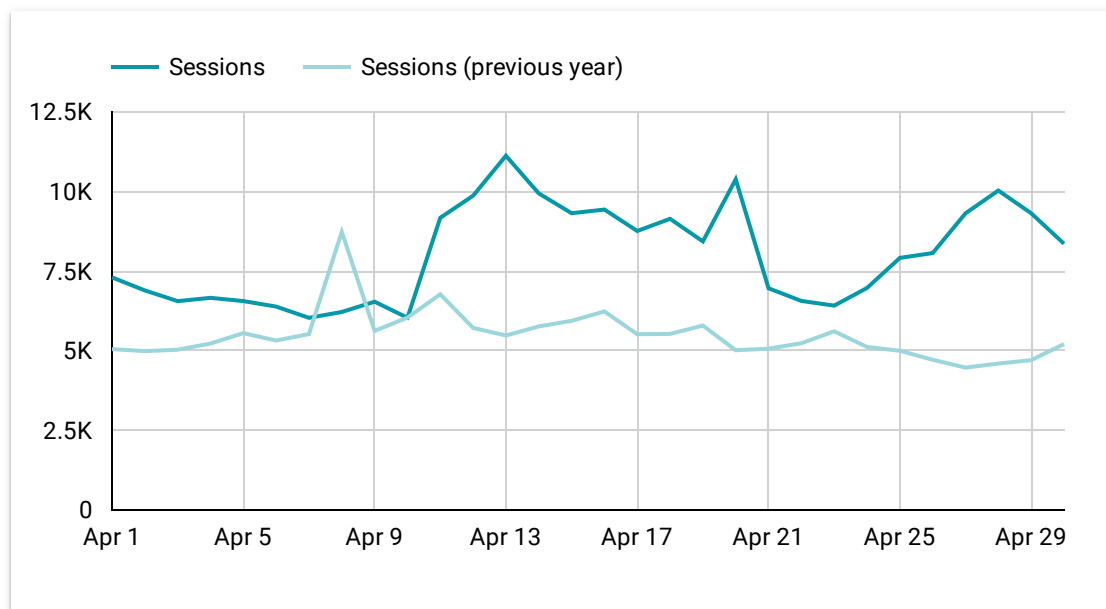
Paid Media

Website Performance

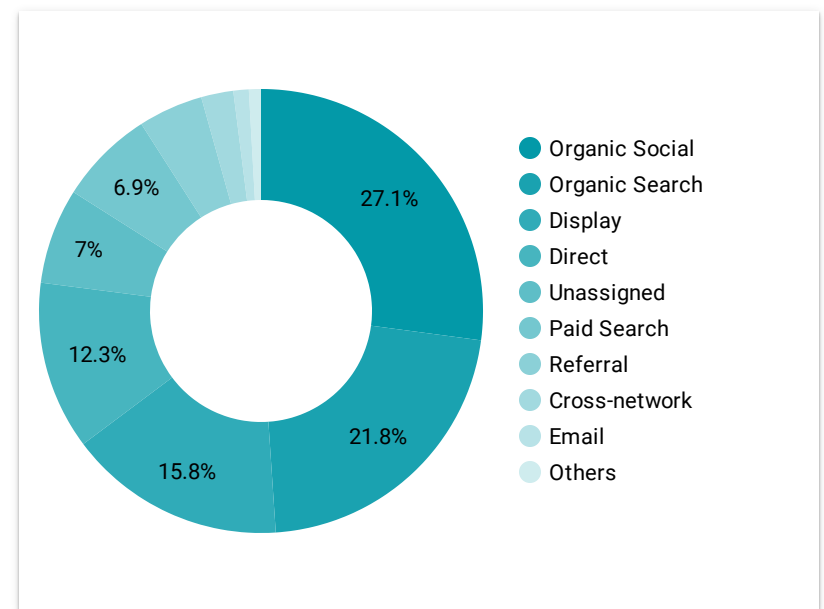


Traffic and Acquisition

Session Trend YoY



Top Acquisition Channels by Total Users



Sessions by Location

Region	Session...	% Δ
1. Florida	45,984	77.4% ↑
2. Georgia	36,660	72.8% ↑
3. New York	16,265	11.6% ↑
4. North Carolina	15,969	86.9% ↑
5. Virginia	15,692	94.7% ↑
6. Tennessee	11,221	245.4% ↑
7. South Carolina	9,174	162.2% ↑
8. Texas	8,823	58.5% ↑
9. Illinois	8,495	26.4% ↑
10. California	8,230	-11.8% ↓

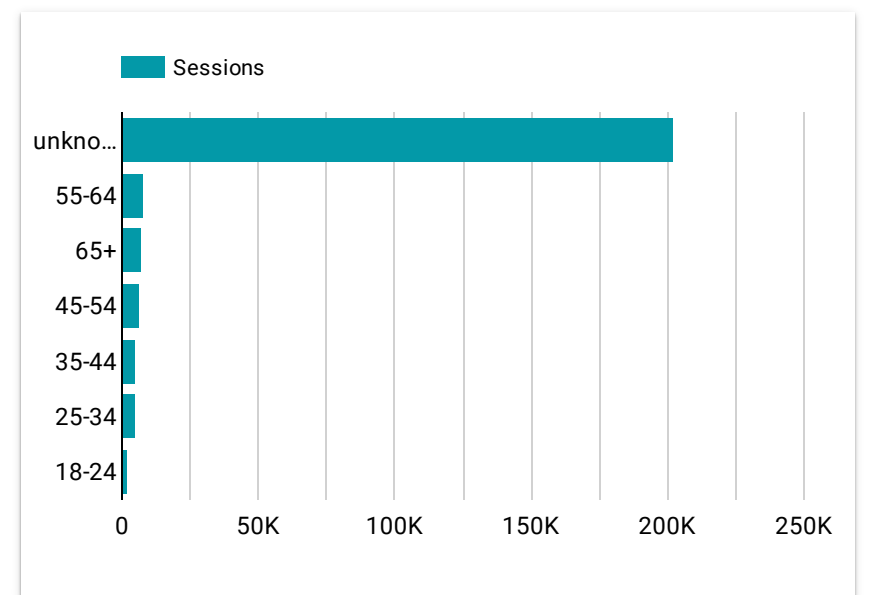
1 - 100 / 526

Sessions by Age

City	Session...	% Δ
1. (not set)	26,816	50.0% ↑
2. Atlanta	16,678	58.7% ↑
3. New York	10,555	16.8% ↑
4. Miami	6,610	393.3% ↑
5. Chicago	5,645	41.3% ↑
6. Ashburn	5,587	79.9% ↑
7. Jacksonville	4,801	6.1% ↑
8. Orlando	4,117	55.5% ↑
9. Fernandina B...	3,123	-1.5% ↓
10. Los Angeles	2,557	-20.6% ↓

1 - 100 / 6973

Sessions by Age

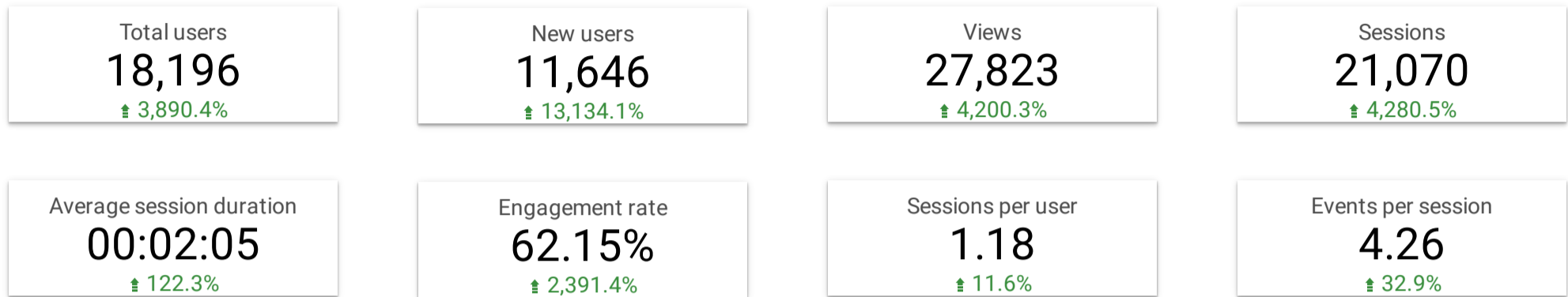


Top Performing Landing Pages

Landing page	Sessions	Views	Average session duration
1. /	113,519	181,037	00:01:40
2. /travel-guides/romance	17,935	36,378	00:01:05
3. /activity/fernandina-beach-farmers-market-2	14,479	14,883	00:00:03
4. /places-to-stay	10,206	21,203	00:03:08
5. /things-to-do	7,102	17,903	00:03:46
6. (not set)	5,942	0	00:00:28
7. /blog/top-10-adrenaline-packed-adventures-on-amelia-i...	5,921	6,718	00:00:24
8. /meetings	5,203	6,895	00:00:40

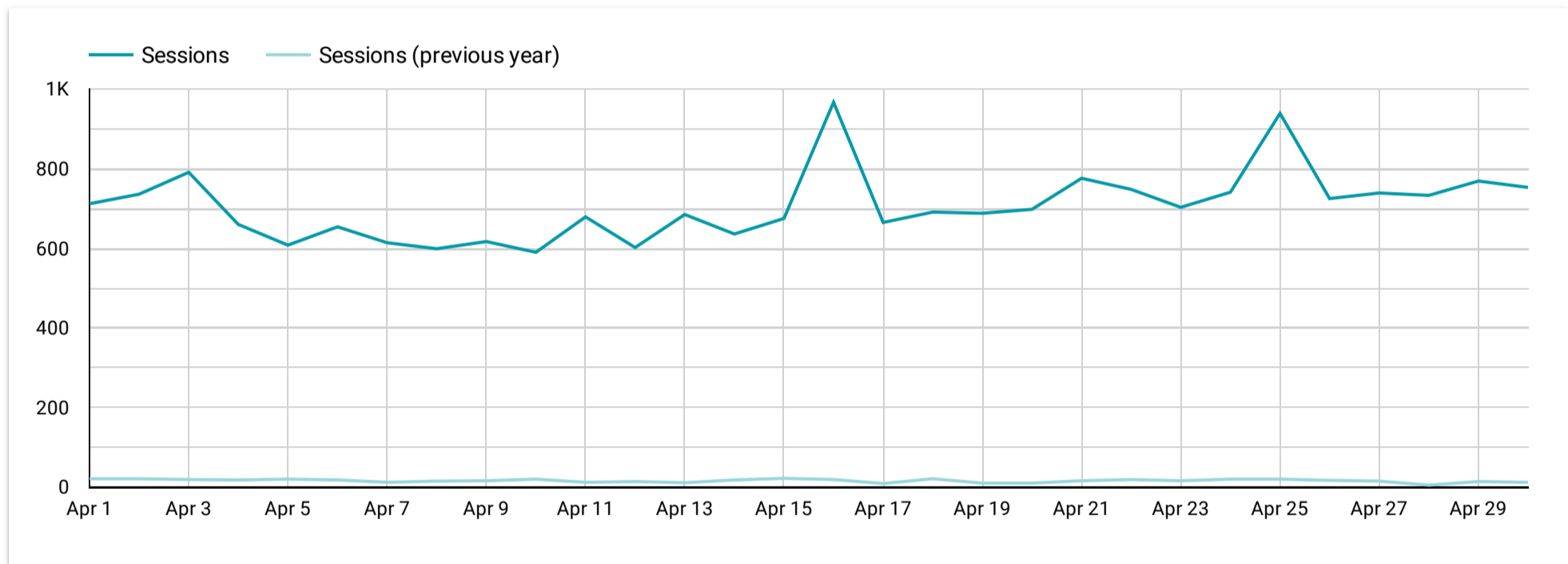
1 - 100 / 1125

Website Performance (Blog)



Traffic and Acquisition

Session Trend YoY

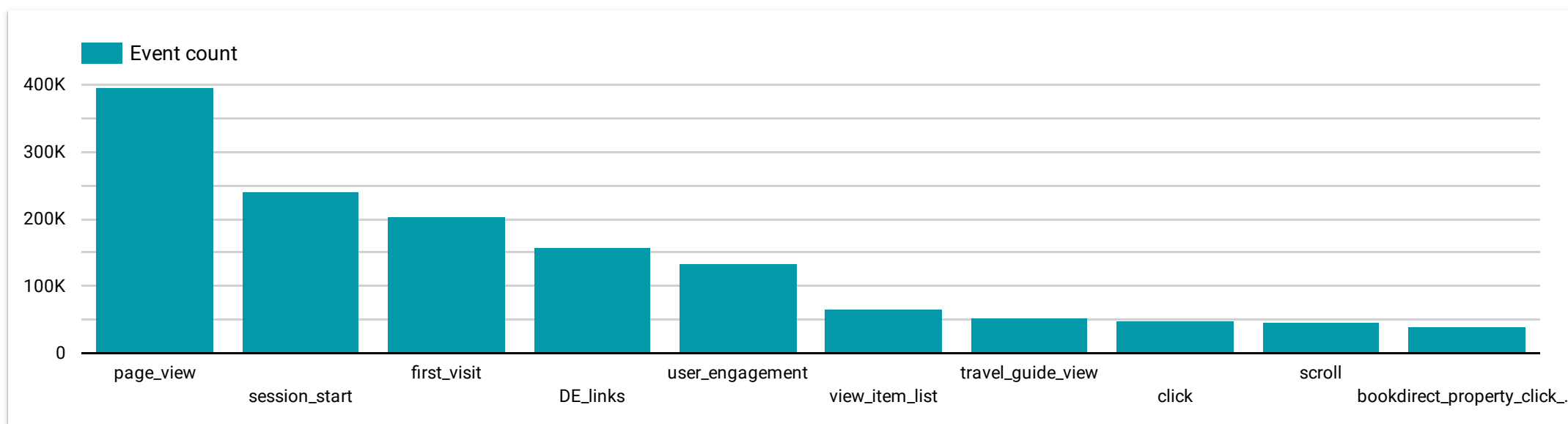


Top Performing Landing Pages

	Landing page	Page path and screen class	Sessions...	Views	Avg. Session Duration
1.	/blog/top-10-adrenaline-packed-adventures-on-amelia-island	/blog/top-10-adrenaline-packed-adventures-on-amelia-island/	5,921	6,201	00:00:18
2.	/things-to-do	/blog/from-a-z-26-things-to-see-do-in-historic-downtown/	924	1,026	00:03:07
3.	/travel-guides/downtown	/blog/from-a-z-26-things-to-see-do-in-historic-downtown/	608	691	00:02:37
4.	/blog/from-a-z-26-things-to-see-do-in-historic-downtown	/blog/from-a-z-26-things-to-see-do-in-historic-downtown/	490	537	00:01:48
5.	/	/blog/from-a-z-26-things-to-see-do-in-historic-downtown/	440	485	00:02:55
6.	/blog/the-ultimate-kids-vacation	/blog/the-ultimate-kids-vacation/	416	460	00:02:45
7.	/blog/lets-brunch-and-celebrate-mom	/blog/lets-brunch-and-celebrate-mom/	402	446	00:02:59
8.	/blog/activities-on-the-water-lets-make-waves	/blog/activities-on-the-water-lets-make-waves/	311	357	00:01:09

Events and Conversions Performance Summary

Event count 1,491,525	Conversions 19,532	Events per session 6.31	Session conversion rate 8.23%
Newsletter Sign Up 1,283	Meetings RFP 5	Weddings RFP 71	Book Now 38,398



Events and Conversions Performance Breakdown

Conversions

Event name	Event count	Sessions	Events per session
1. page_view	395,095	229,746	1.72
2. session_start	240,955	236,189	1.02
3. first_visit	202,389	200,324	1.01
4. DE_links	158,201	49,414	3.2
5. user_engagement	133,418	81,418	1.64
6. view_item_list	65,602	15,562	4.22
7. travel_guide_view	52,865	30,448	1.74
8. click	47,241	28,963	1.63
9. scroll	46,860	38,218	1.23

1 - 33 / 33

Outbound Partner Links

Outbound Link Partner	Event count
1. Omni Amelia Island Resort - Amelia Island	850
2. The Ritz-Carlton, Amelia Island - Amelia Island	411
3. Barefoot Amelia Beach Rentals - Amelia Island	328
4. A1A Beach Vacations - Amelia Island	296
5. Marlin and Barrel Distillery - Amelia Island	275
6. Atlantic Recreation Center - Amelia Island	274
7. The Villas of Amelia Island - Amelia Island	249
8. eWheelz - Amelia Island	226

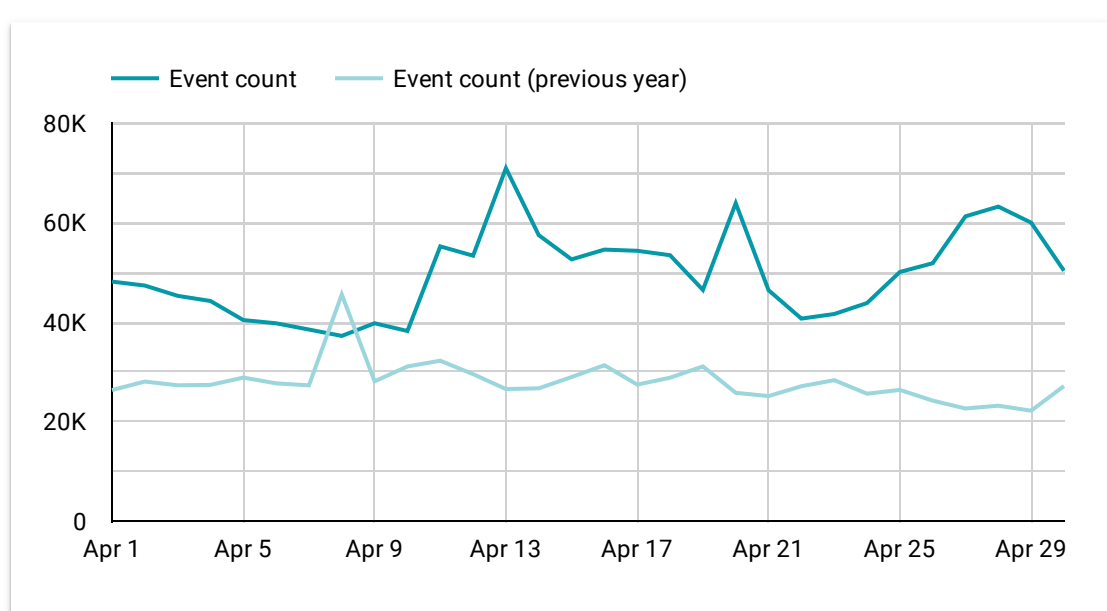
1 - 100 / 358

Form Submission Count

Form Name	Event count
1. /inspiration-guide/	394
2. /dickens-on-centre/vendors/vendor-application/	20
3. /weddings/request-information/	17
4. /content/submit-an-event/	15
5. /content/submit-a-business/	11
6. /meetings/	3
7. /travel-industry-professionals/	3
8. /meetings/request-information/	2

1 - 9 / 9

Events Trend YoY



Events by Channel/Campaign

First user default channel group	Event count
1. Organic Search	446,505
2. Direct	255,417
3. Organic Social	235,498
4. Display	182,782
5. Paid Search	138,149
6. Referral	102,980
7. Unassigned	78,207
8. Cross-network	26,103
9. Email	10,896

1 - 14 / 14

Mailchimp Performance

Performance by Email Campaign

Subject Line	Date	Sent	Delivered	Opens	Unique Opens	Unique Open Rate	Clicks	Unique Clicks	Click Rate	Bounces	CPUO
Jump, dive or dig into these top picks for M...	Apr 25, 2024	68,925	68,701	28,100	21,196	30.85%	1,054	848	1.53%	224	2.72%
Amelia Island CVB Partner Newsletter	Apr 25, 2024	743	725	765	360	49.66%	61	48	8.21%	18	5%
See what makes NE Florida so naturally fun...	Apr 16, 2024	118,739	117,822	30,209	22,580	19.16%	970	823	0.82%	917	2.85%
Unforgettable Moments Await You on a Cla...	Apr 5, 2024	66,937	66,853	32,721	23,931	35.8%	886	765	1.32%	84	2.3%
Grand total		255,344	254,101	91,795	-	-	2,971	-	1.16%	1,243	-

Leisure

Subject Line	Date	Sent	Delivered	Opens	Unique Opens	Unique Open Rate	Clicks	Unique Clicks	Click Rate	Bounces	CPUO
Jump, dive or dig into these top picks for M...	Apr 25, 2024	68,925	68,701	28,100	21,196	30.85%	1,054	848	1.53%	224	2.72%
See what makes NE Florida so naturally fun...	Apr 16, 2024	118,739	117,822	30,209	22,580	19.16%	970	823	0.82%	917	2.85%
Unforgettable Moments Await You on a Cla...	Apr 5, 2024	66,937	66,853	32,721	23,931	35.8%	886	765	1.32%	84	2.3%
Grand total		254,601	253,376	91,030	-	-	2,910	-	1.14%	1,225	-

Meeting Planners

Subject Line	Date	Sent	Delivered	Opens	Unique Opens	Unique Open Rate	Clicks	Unique Clicks	Click Rate	Bounces	CPUO
No data											
Grand total		-	-	-	-	-	-	-	-	-	-

Amelia Island Tourism Industry Database - all

Subject Line	Date	Sent	Delivered	Opens	Unique Opens	Unique ...	Clicks	Unique Clicks	Click Rate	Bounces	CPUO
Amelia Island CVB Partner Newsletter	Apr 25, 2024	743	725	765	360	49.66%	61	48	8.21%	18	5%
Grand total		743	725	765	360	49.66%	61	48	8.21%	18	5%

Travel Industry Professionals

Subject Line	Date	Sent	Delivered	Opens	Unique Opens	Unique ...	Clicks	Unique Clicks	Click Rate	Bounces	CPUO
No data											
Grand total		-	-	-	-	-	-	-	-	-	-

Email Performance Summary

Total users

2,311

New users

2,210

Views

5,629

Sessions

2,857

First user campaign	Landing page	Sessions	Views	Average session duration
1. it's_an_island_thing	/	618	1,379	00:02:44
2. it's_an_island_thing	/places-to-stay	313	623	00:03:12
3. (not set)	/	254	471	00:02:02
4. it's_an_island_thing	/blog/activities-on-the-water-lets-make-waves	238	445	00:02:04
5. it's_an_island_thing	/blog/first-friday-foodie-feature-the-patio-at-5th-and-ash	232	495	00:02:38
6. island_inspired_meetings	/meetings	176	220	00:00:42
7. it's an island thing	/itineraries/nature-lovers-getaway	172	294	00:03:03

Sessions by Country

First user source / m...	Country	Sessions
1. ameliaisland / email	United States	1,296
2. travelandleisure / email	United States	797
3. hs_email / email	United States	271
4. usae / email	United States	201
5. Mailchimp / email	United States	142
6. northstar / email	United States	46
7. .Jacksonville Today Audi	United States	25

Sessions by City

First user source / me...	City	Sessions
1. ameliaisland / email	(not set)	128
2. ameliaisland / email	Atlanta	109
3. travelandleisure / email	Atlanta	93
4. travelandleisure / email	(not set)	79
5. ameliaisland / email	Ashburn	79
6. usae / email	Ashburn	77
7. hs_email / email	Atlanta	62

Glossary

Common Metric Definitions

Organic - Non-paid marketing term (for example, organic traffic refers to visitors to your website who found you through non-paid efforts (such as a Google search results). Paid traffic refers to any media spent to acquire the traffic (such as through a Google ad).

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Engaged Session - A session that lasts longer than 10 second, has a conversion event, or has at least 2 pageviews or screenviews.

Engagement Rate - Percentage of total sessions that were engaged sessions.

Session Duration - The average length of a session in a particular time period . Session duration varies by the source of the traffic, but should generally be over 1 minute. For example, direct (when a user arrives to your website by typing the URL or going to it from their Favorites menu) and organic traffic tend to spend more time.

Sessions per User - The number of sessions created per User

Time on Page – The amount of time users spent viewing a specified page, screen, or set of pages or screens. Much like session duration, time on page varies by the source of traffic. In general, a 1 minute serves as a good benchmark for time spent on a single page.

Views - Number of total pages viewed by all users during all sessions

Total Users - Total number of people that visited the website in the specified date range

New Users - Number of people who visited the website the website for the first time in the specified date range

Conversions and Events

Newsletter Sign Up - Sign ups on /Plan-Your-Trip page & footer

Meetings RFP - Form submissions on /Meetings/Request-Information page

Wedding RFP - Form submissions on /Weddings/Request-Information page

Book Now - Clicks on Book Now buttons

AMELIA ISLAND

F L O R I D A

May 1, 2024 - May 31, 2024

Website

Blog

Website
Events

Email

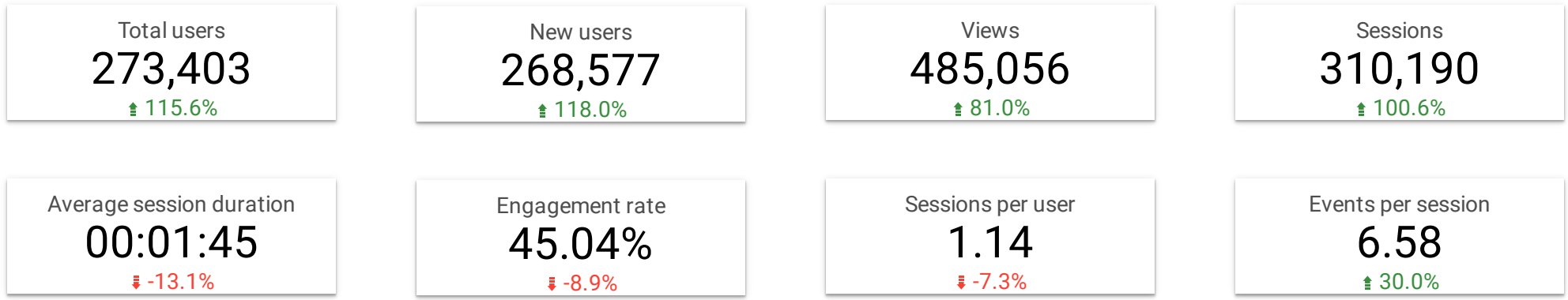
Paid Media

Leisure/Weddings

Meeting Planners

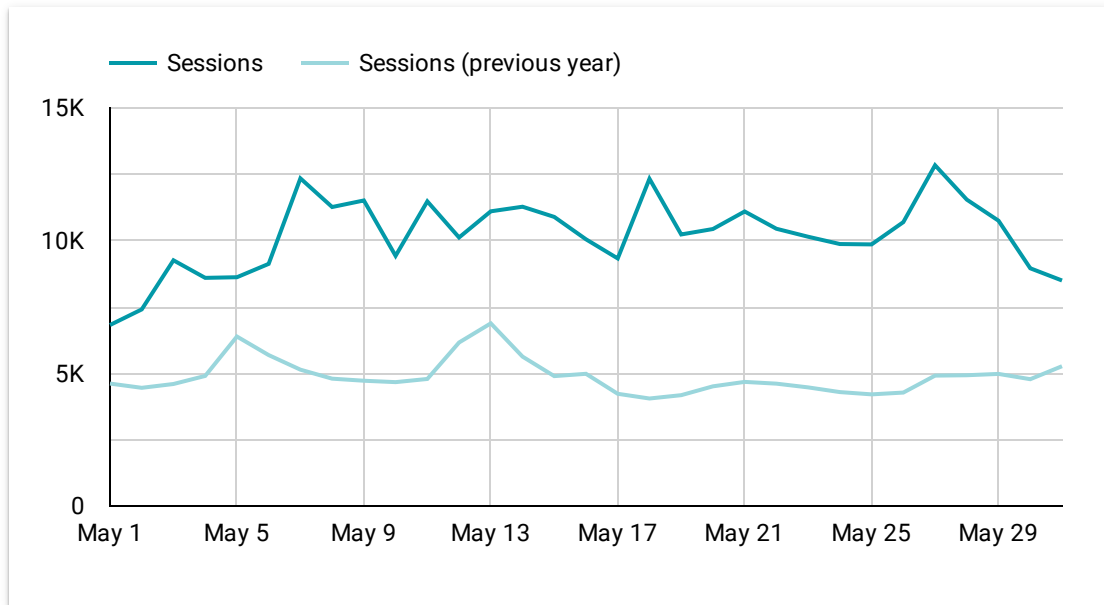
Travel Industry
Professionals

Website Performance

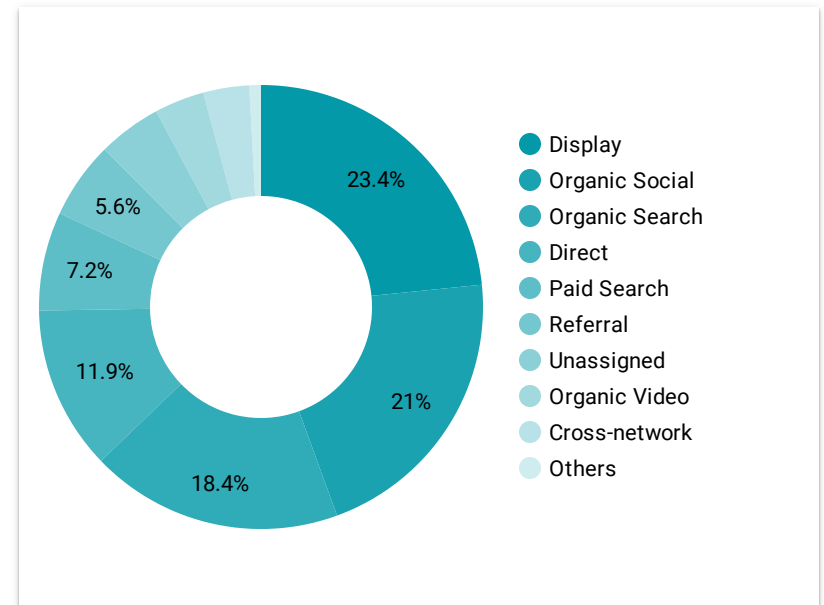


Traffic and Acquisition

Session Trend YoY



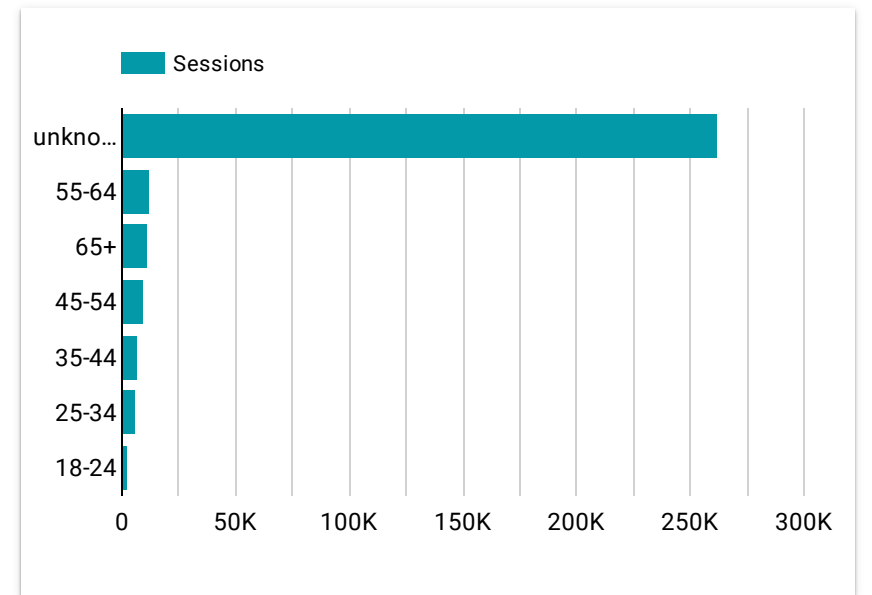
Top Acquisition Channels by Total Users



Sessions by Location

Region	Session...	% Δ	City	Session...	% Δ
1. Florida	68,183	128.6% ↑	1. (not set)	54,477	248.1% ↑
2. Georgia	41,190	85.0% ↑	2. Atlanta	18,579	66.4% ↑
3. (not set)	23,092	383.9% ↑	3. Miami	13,774	485.9% ↑
4. New York	19,084	68.1% ↑	4. New York	13,267	105.8% ↑
5. Virginia	18,074	121.8% ↑	5. Ashburn	7,087	121.5% ↑
6. North Carolina	17,942	153.6% ↑	6. Chicago	6,492	104.4% ↑
7. Texas	15,032	189.0% ↑	7. Jacksonville	5,710	-21.1% ↓
8. Tennessee	12,657	296.6% ↑	8. Orlando	5,106	82.5% ↑
9. California	10,909	102.8% ↑	9. Houston	3,371	909.3% ↑
10. Illinois	10,068	85.2% ↑	10. Fernandina B...	3,179	12.5% ↑

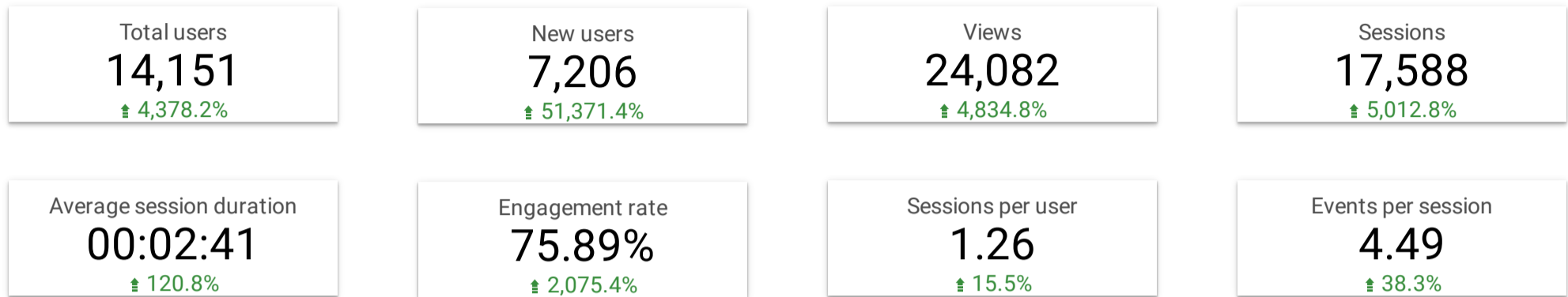
Sessions by Age



Top Performing Landing Pages

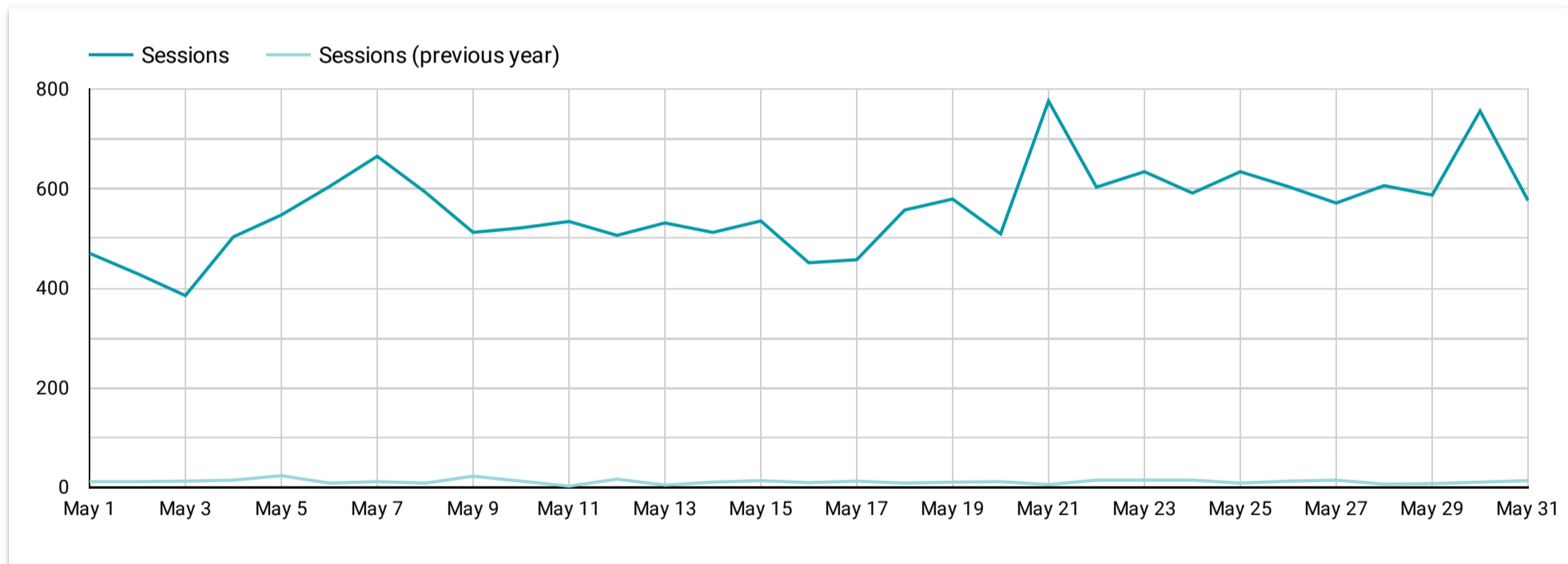
Landing page	Sessions	Views	Average session duration
1. /	175,469	259,276	00:01:28
2. /travel-guides/romance	19,101	32,357	00:01:06
3. /itineraries/nature-lovers-getaway	12,951	13,579	00:00:04
4. /places-to-stay	11,835	24,631	00:03:23
5. /things-to-do	8,783	23,304	00:04:20
6. (not set)	6,960	0	00:00:58
7. /meetings	5,399	6,596	00:00:32
8. /travel-guides/downtown	3,842	10,766	00:04:27

Website Performance (Blog)



Traffic and Acquisition

Session Trend YoY



Top Performing Landing Pages

	Landing page	Page path and screen class	Sessions...	Views	Avg. Session Duration
1.	/things-to-do	/blog/from-a-z-26-things-to-see-do-in-historic-downtown/	1,107	1,213	00:02:54
2.	/travel-guides/downtown	/blog/from-a-z-26-things-to-see-do-in-historic-downtown/	621	706	00:02:33
3.	/blog/10-reasons-to-travel-to-amelia-island-in-2023	/blog/10-reasons-to-travel-to-amelia-island-in-2023/	583	625	00:02:00
4.	/blog/lets-brunch-and-celebrate-mom	/blog/lets-brunch-and-celebrate-mom/	563	660	00:02:49
5.	/blog/summer-camps-on-amelia-island	/blog/summer-camps-on-amelia-island/	456	533	00:03:05
6.	/blog/the-ultimate-kids-vacation	/blog/the-ultimate-kids-vacation/	447	492	00:02:07
7.	/	/blog/from-a-z-26-things-to-see-do-in-historic-downtown/	424	469	00:02:38
8.	/things-to-do	/blog/activities-on-the-water-lets-make-waves/	421	528	00:01:40

May 1, 2024 - May 31, 2024

Source / Medium

Event name

Events Summary

Event count
167,056

Events per session
6.28

Overall Key Event Rate
7.69%

Leisure & Weddings Key Events

Book Now Key Events
22,742

Newsletter Sign Up Key Events
427

Inspo. Guide Form Key Events
235

Weddings RFI Key Events
3

Meeting Planners Key Events

Meetings RFP Key Events
0

Meetings Quarterly Key Events
2

Email Paul Key Events
0

Call Paul Key Events
1

Travel Industry Professionals Key Events

TIP Quarterly Form Key Events
3

Travel Agent Selections
1

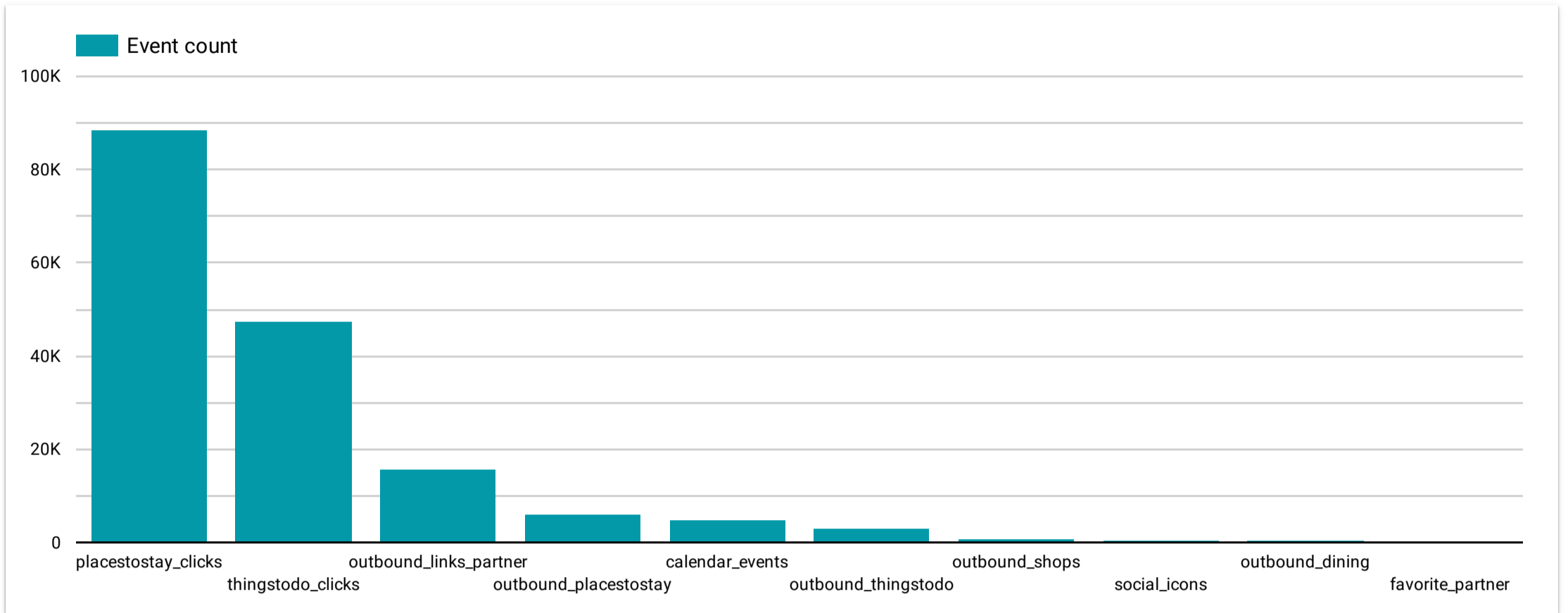
Tour Operator Selections
2

General Website Events

Event count
167,056

Events per session
6.28

Overall Key Event Rate
7.69%

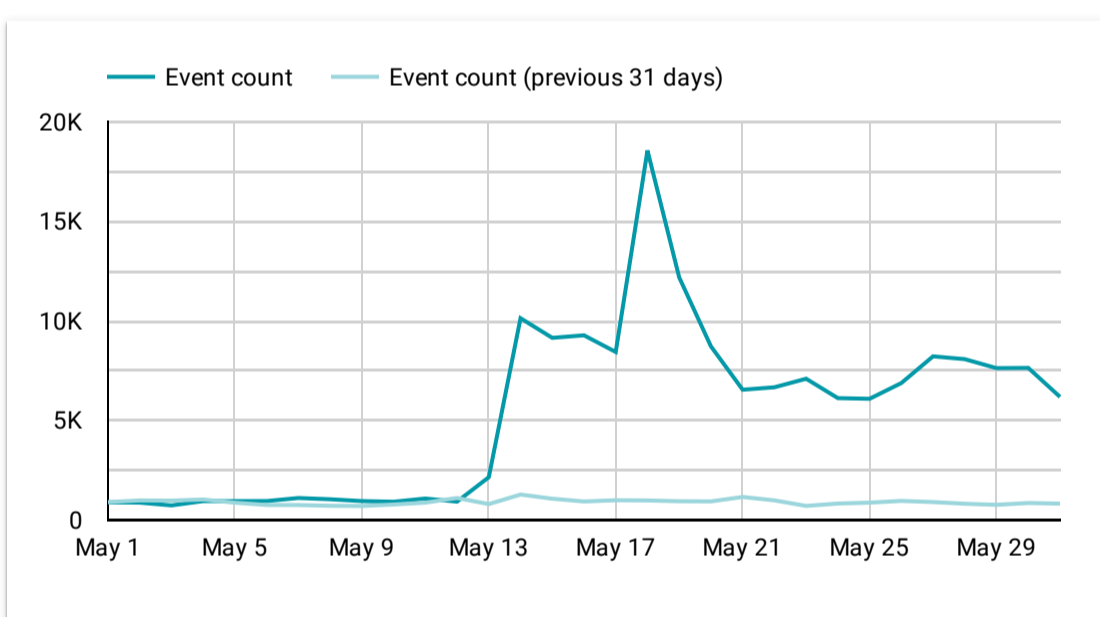


Events and Conversions Performance Breakdown

Conversions

Event name	Event count	Sessions	Events per session	Session k...
1. placestostay_clicks	88,439	11,945	7.4	0%
2. thingstodo_clicks	47,358	7,485	6.33	0%
3. outbound_links_partner	15,683	11,092	1.41	0%
4. outbound_placestostay	6,040	4,030	1.5	0%
5. calendar_events	4,759	2,493	1.91	0%
6. outbound_thingstodo	3,033	1,657	1.83	0%
7. outbound_shops	692	412	1.68	0%
8. social_icons	391	298	1.31	0%
9. outbound dining	330	190	1.74	0%

Events Trend MoM



Events by Channel/Campaign

First user default channel group	Event count
1. Organic Search	56,730
2. Paid Search	41,743
3. Organic Social	29,903
4. Direct	15,245
5. Unassigned	13,770
6. Referral	4,613
7. Cross-network	2,392
8. Email	2,164

Outbound Partner Links

Outbound Link Partner	Event count
1. Omni Amelia Island Resort - Amelia Island	886
2. The Ritz-Carlton, Amelia Island - Amelia Island	495
3. A1A Beach Vacations - Amelia Island	408
4. Atlantic Recreation Center - Amelia Island	395
5. Barefoot Amelia Beach Rentals - Amelia Island	373
6. eWheelz - Amelia Island	266
7. The Villas of Amelia Island - Amelia Island	254
8. Marlin and Barrel Distillery - Amelia Island	238

Outbound Partner Links - Things to Do

Things to Do	Event count
1. From A - Z: 26 Things to See & Do in Historic Downtown ...	83
2. Forza Watersports - Amelia Island	46
3. A Perfect Labor Day Weekend - Three Ways - Amelia Isla...	36
4. Barefoot Flyers PPG - Amelia Island	33
5. Jeffers Carriages - Amelia Island	32
6. Coast eBike Adventures - Amelia Island	30
7. eWheelz - Amelia Island	30
8. Windward Sailing - Amelia Island	28

Outbound Partner Links - Shopping

Shop Partner	Event count
1. https://www.omnihotels.com/hotels/amelia-island/thin...	30
2. Salty Threads at The Shops at Omni Amelia Island - Am...	10
3. The Salty Local - Amelia Island	9
4. http://www.thesaltylocal.com/	9
5. https://www.facebook.com/profile.php?id=1000638885...	8
6. Nana Teresa's Bake Shop - Amelia Island	7
7. https://www.thesaltylocal.com/	7
8. Color Wear - Amelia Island	6

Outbound Partner Links - Accomodations

Accomodations	Event count
1. Omni Amelia Island Resort - Amelia Island	287
2. The Ritz-Carlton, Amelia Island - Amelia Island	146
3. A1A Beach Vacations - Amelia Island	112
4. The Villas of Amelia Island - Amelia Island	84
5. Sea Cottages of Amelia - Amelia Island	81
6. Barefoot Amelia Beach Rentals - Amelia Island	80
7. Courtyard by Marriott Amelia Island - Amelia Island	63
8. Amelia Island Getaways - Amelia Island	58

Outbound Partner Links - Dining

Dining Partner	Event count
1. Foodie - Amelia Island	13
2. https://www.pogoskitchen.com/	13
3. http://ameliaislanddavids.com/	9
4. http://www.traysburgerstation.com/	8
5. https://burlingamerestaurant.com/	8
6. Pepper's Cocina Mexicana & Tequila Bar - Amelia Island	4
7. https://www.gardenstreetbistro.com/	4
8. Webcams, Photos and Videos - Amelia Island	3

Favorited Partners

Favorite_Partner	Event count
1. Amelia Island Restaurants and Dining - Amelia Island	68
2. Shops - Amelia Island	46
3. Things to Do - Amelia Island	22
4. Amelia Island, Florida	18
5. Amelia Island Arts & Entertainment Travel Guide - Ameli...	12
6. Places to Stay on Amelia Island - Amelia Island	11
7. Brett's Waterway Cafe - Amelia Island	8
8. Amelia Island Nature & Outdoors Travel Guide - Amelia I...	5

Leisure & Weddings Key Events

Book Now Key Events

22,742

Newsletter Sign Up Key Events

427

Inspo. Guide Form Key Events

235

Weddings RFI Key Events

3

Events by Medium / Source

	Medium	Source	Campaign	Total users	Sessions	Book Now Key Ev...	Newsletter Key ...	Inspo Guide Key...	Weddings Key Ev...
1.	organic	google	(organic)	46,302	60,456	4,466	103	38	0
2.	social	facebook	it's_an_island_thing	41,370	44,756	2,522	64	31	0
3.	(none)	(direct)	(direct)	32,748	40,348	1,818	94	35	0
4.	display	adara	it's_an_island_thing	25,832	26,492	56	1	0	0
5.	display	padsquad	weddings	12,217	12,793	86	1	0	0
6.	display	sojern	it's_an_island_thing	11,466	11,550	29	0	0	0
7.	cpc	google	20240226 - Amelia Island - Leisur...	9,397	11,530	3,996	22	22	0
8.	cpc	google	20231004 - Amelia Island - Perfor...	9,178	10,383	1,612	9	3	0
9.	video	adara	it's_an_island_thing	8,509	9,359	43	0	0	0
10.	social	facebook	it's_an_island_thing_conversions	7,664	8,484	2,530	15	7	0
11.	display	padsquad	it's_an_island_thing	7,578	8,007	55	1	0	0
12.	display	epsilon	it's_an_island_thing	6,883	7,147	20	1	0	0
13.	referral	travelzoo.com	(referral)	6,265	7,296	6	0	0	0

Meeting Planners Key Events

Meetings RFP Key Events
0

Meetings Quarterly Key Events
2

Email Paul Key Events
0

Call Paul Key Events
1

Conversions by Medium/Source

	Medium	Source	Campaign	Total users...	Sessions	Meetings RFP Key E...	Meetings Quarterly Ke...	Email Paul Key E...	Call Paul Key Ev...
1.	social	facebook	meetings	4,320	4,820	0	1	0	0
2.	email	ameliaisland	it's_an_island_thing	956	1,182	0	0	0	1
3.	cpc	meta	meetings-leadgen-202405	113	121	0	1	0	0

Explore Venues Buttons

	Meetings Explore Venue	Event count
1.	https://www.ameliaisland.com/partners/omni-amelia-island-resort/?tab=meetings	97
2.	https://www.ameliaisland.com/partners/courtyard-by-marriott-amelia-island/?tab=meetings	33
3.	https://www.ameliaisland.com/partners/the-ritz-carlton-amelia-island/?tab=meetings	33
4.	https://www.ameliaisland.com/partners/residence-inn-amelia-island/?tab=meetings	15
5.	https://www.ameliaisland.com/partners/hampton-inn-suites-amelia-island/?tab=meetings	14
6.		4

Travel Industry Professionals Key Events

TIP Quarterly Form Key Events

3

Travel Agent Selections

1

Tour Operator Selections

2

Conversions by Channel

	Medium	Source	Campaign	Total users	Sessions	TIP Quarterly Form Key Events
1.	(none)	(direct)	(direct)	32,748	40,348	3
2.	referral	q4laddisononamelia.cmail19.com	(referral)	1	1	0
3.	email	MailChimp	welcome-updatepro...	2	3	0
4.	(not set)	epsilon	(not set)	1	1	0
5.	(not set)	syndication	(not set)	12	12	0
6.	(not set)	travelzoo	(not set)	3	5	0
7.	3Demail=	3Dameliaisland	(not set)	2	2	0
8.	cpc	google	(not set)	643	709	0
9.	email	hs_email	(not set)	1	1	0
10.	website	GolfStayAndPlays	(not set)	1	1	0
11.	cpc	google	(organic)	25	30	0
12.	organic	aol	(organic)	34	38	0
13.	organic	baidu	(organic)	16	16	0

1 - 100 / 475 < >

Quarterly Email Form Selection

	TIP form selection	Medium	Source	Key events
1.	Travel Agent, Yes	(none)	(direct)	1
2.	Tour Operator, Yes	(none)	(direct)	2

1 - 2 / 2 < >

Mailchimp Performance

Performance by Email Campaign

Subject Line	Date	Sent	Delivered	Opens	Unique Opens	Unique Open Rate	Clicks	Unique Clicks	Click Rate	Bounces	CPUO
Summer stays and ways to play 🌞🏖️	May 30, 20...	130,825	129,882	30,816	23,265	17.91%	1,381	1,106	1.06%	943	2.97%
Get the summer vacation you, and dad, des...	May 23, 20...	68,225	68,130	30,485	22,927	33.65%	1,332	1,141	1.95%	95	3.06%
Your Perfect Getaway Awaits at Residence I...	May 13, 20...	67,876	67,655	29,534	21,716	32.1%	1,410	1,159	2.08%	221	3.7%
Grand total		266,926	265,667	90,835	-	-	4,123	-	1.54%	1,259	-

1 - 3 / 3 < >

Leisure

Subject Line	Date	Sent	Delivered	Opens	Unique Opens	Unique Open Rate	Clicks	Unique Clicks	Click Rate	Bounces	CPUO
Summer stays and ways to play 🌞🏖️	May 30, 20...	130,825	129,882	30,816	23,265	17.91%	1,381	1,106	1.06%	943	2.97%
Get the summer vacation you, and dad, des...	May 23, 20...	68,225	68,130	30,485	22,927	33.65%	1,332	1,141	1.95%	95	3.06%
Your Perfect Getaway Awaits at Residence I...	May 13, 20...	67,876	67,655	29,534	21,716	32.1%	1,410	1,159	2.08%	221	3.7%
Grand total		266,926	265,667	90,835	-	-	4,123	-	1.54%	1,259	-

1 - 3 / 3 < >

Meeting Planners

Subject Line	Date	Sent	Delivered	Opens	Unique Opens	Unique Open Rate	Clicks	Unique Clicks	Click Rate	Bounces	CPUO
No data											
Grand total		-	-	-	-	-	-	-	-	-	-

Amelia Island Tourism Industry Database - all

Subject Line	Date	Sent	Delivered	Opens	Unique Opens	Unique ...	Clicks	Unique Clicks	Click Rate	Bounces	CPUO
No data											
Grand total		-	-	-	-	-	-	-	-	-	-

Travel Industry Professionals

Subject Line	Date	Sent	Delivered	Opens	Unique Opens	Unique ...	Clicks	Unique Clicks	Click Rate	Bounces	CPUO
No data											
Grand total		-	-	-	-	-	-	-	-	-	-

Email Performance Summary

<p>Total users</p> <p>2,122</p> <p>↑ 43.0%</p>	<p>New users</p> <p>2,046</p> <p>↑ 45.5%</p>	<p>Views</p> <p>4,788</p> <p>↑ 27.3%</p>	<p>Sessions</p> <p>2,593</p> <p>↑ 37.6%</p>	<p>Average session duration</p> <p>00:02:30</p> <p>↓ -4.3%</p>
---	---	---	--	---

First user campaign	Landing page	Sessions	Views	Average session duration
1. it's_an_island_thing	/travel-guides/dining-nightlife	406	690	00:02:23
2. it's_an_island_thing	/	384	872	00:02:35
3. it's_an_island_thing	/places-to-stay	233	413	00:02:56
4. it's_an_island_thing	/itineraries/oh-the-places-youll-go-a-fathers-day-version	210	266	00:01:28
5. it's_an_island_thing	/things-to-do	149	341	00:03:10
6. it's_an_island_thing	/blog/artisanal-finds-shopping-for-treasures-on-amelia-island	137	236	00:02:12
7. it's an island thing	/itineraries/foodie	125	189	00:02:30

1 - 100 / 131 < >

Sessions by Country

First user source / m...	Country	Sessions
1. ameliainland / email	United States	1,119
2. foodandwine / email	United States	762
3. travelandleisure / email	United States	380
4. Mailchimp / email	United States	101
5. usae / email	United States	77
6. ameliainland / email	Canada	60
7. Mailchimp / email	Canada	27

1 - 38 / 38 < >

Sessions by City

First user source / me...	City	Sessions
1. ameliainland / email	(not set)	148
2. foodandwine / email	(not set)	121
3. ameliainland / email	Atlanta	85
4. ameliainland / email	Ashburn	69
5. ameliainland / email	Miami	62
6. foodandwine / email	Miami	53
7. foodandwine / email	Atlanta	44

1 - 100 / 1102 < >

Glossary

Common Metric Definitions

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Engaged Session - A session that lasts longer than 10 second, has a key event, or has at least 2 pageviews or screenviews.

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Time on Page – The amount of time users spent viewing a specified page, screen, or set of pages or screens. Much like session duration, time on page varies by the source of traffic. In general, a 1 minute serves as a good benchmark for time spent on a single page.

Views - Number of total pages viewed by all users during all sessions

Total Users - Total number of people that visited the website in the specified date range

New Users - Number of people who visited the website the website for the first time in the specified date range

Events - Measures a specific interaction or occurrence on the website

Key Events - (formerly named Conversions) An event that measures an action that is particularly important to the success of the business

Key Events

call_paul - User clicks on Paul's phone number on Meetings RFP page

email_paul - User clicks on Paul's email on Meetings RFP page

meetings_rfp_submit - User successfully submits Meetings RFP

meetings_quarterly_submit - User submits form to receive quarterly email for meeting planners

weddings_request_info - User submits Weddings Request Information Form

bookdirect_property_click_through - User clicks on "BOOK NOW" or "CHECK RATES & AVAILABILITY"

inspiration_guide_form_submit - User submits inspiration guide form

newsletter_footer_sign_up - User submits newsletter form at website footer

tip_quarterly_submit - User submits Travel Industry Professionals Quarterly Email Form

Events

thingstodo_clicks - User clicks on any link on Things to Do page

submit_event_form - User submits Submit an Event form

submit_business_form - User submits Submit a Business form

social_icons - Any button with a social icon is clicked on any page

placestostay_clicks - User clicks on any link on Places to Stay page

outbound_thingstodo - User visits a things to do partner website

outbound_shops - User visits a shopping partner website

outbound_placestostay - User visits a Places to Stay partner website

outbound_links_partner - User clicks on a "VIEW WEBSITE" button that takes them to an outbound partner website

outbound_dining - User visits a dining partner website

homepage_button_select - User clicks on buttons on main menu: Discover, Plan, The Island

favorite_partner - User "hearts" a partner

dickens_vendor_submission - User submits Dickens vendor form

calendar_events - User clicks on an event on the calendar

app_play_pageview - User clicks on Google Play or App Store button to download the App

meetings_rfp_begin - User lands on Meetings RFP page

meetings_explore_venue - User clicks on any "explore venue" button for Meetings

meeting_planner_toolkit_resources - User clicks on any link on the Meeting Planner page

weddings_request_info_begin - User submits Weddings Request Information Form

inspiration_guide_form - User visits inspiration guide form

travel_guide_view - User views travel guides pages

weddings_clicks - User clicks on any link on Weddings page

tip_clicks - User clicks on any link on Travel Industry Professionals page