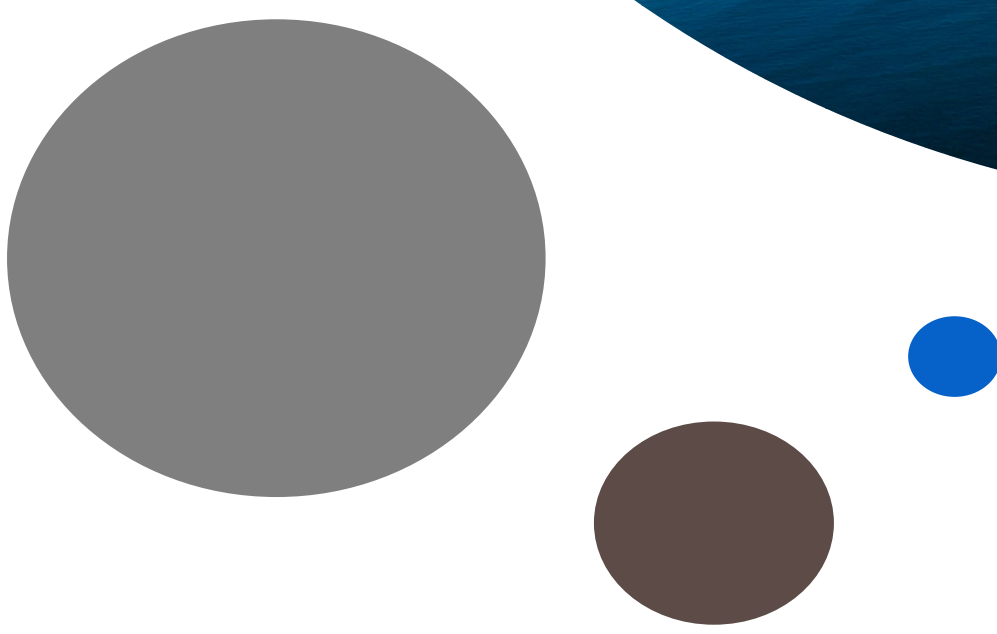





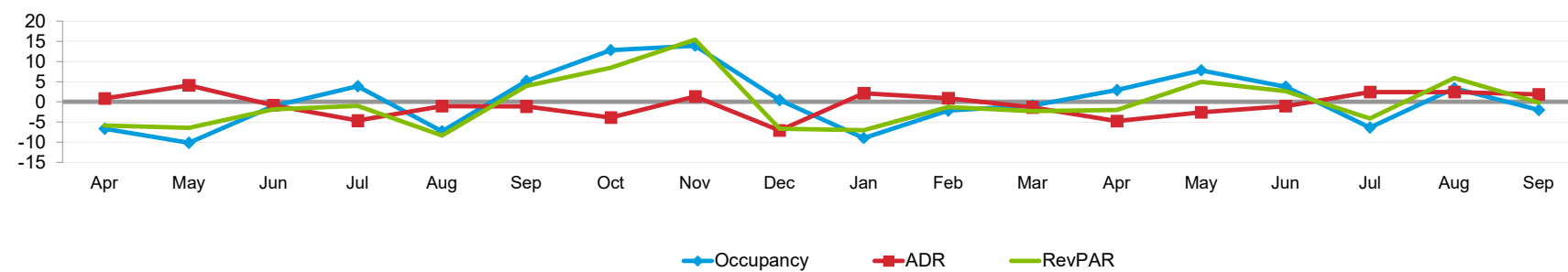
**AITDC 4th Quarter  
Report to the BOCC  
FY2024  
(July - September)**



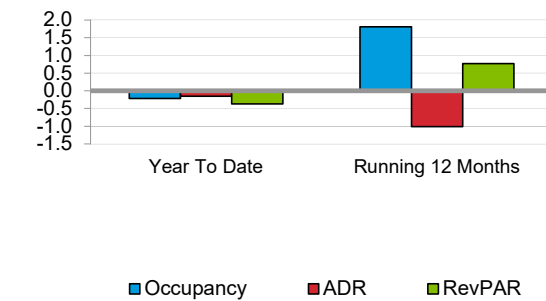
1. Finance:  
(STR, Bed Tax,  
Key Data & Munis)

---

### Monthly Percent Change



### Overall Percent Change



Occupancy (%)	2023									2024								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	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	70.4	54.7	57.6
Last Year	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	75.2	52.9	58.8
Percent Change	-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	-6.4	3.4	-2.0

Year To Date		
2022	2023	2024
65.6	65.5	65.3
60.7	65.6	65.5
8.1	-0.2	-0.2

Running 12 Months		
2022	2023	2024
63.6	62.1	63.2
55.5	63.6	62.1
14.5	-2.3	1.8

ADR	2023									2024								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	362.48	338.26	327.83	324.37	270.01	262.71	266.23	253.06	252.88	230.42	266.93	361.26	345.18	329.39	324.42	332.38	276.69	267.55
Last Year	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	324.37	270.01	262.71
Percent Change	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	2.5	2.5	1.8

Year To Date		
2022	2023	2024
309.13	309.90	309.43
283.34	309.13	309.90
9.1	0.2	-0.2

Running 12 Months		
2022	2023	2024
297.49	300.82	297.76
269.27	297.49	300.82
10.5	1.1	-1.0

RevPAR	2023									2024								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	261.57	215.14	234.25	244.05	142.85	154.43	174.14	144.91	122.30	107.20	183.84	265.90	256.34	225.87	240.55	234.04	151.33	154.10
Last Year	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	244.05	142.85	154.43
Percent Change	-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	-4.1	5.9	-0.2

Year To Date		
2022	2023	2024
202.86	202.91	202.17
171.95	202.86	202.91
18.0	0.0	-0.4

Running 12 Months		
2022	2023	2024
189.17	186.86	188.30
149.54	189.17	186.86
26.5	-1.2	0.8

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

Year To Date		
2022	2023	2024
615,072	615,615	615,615
586,116	615,072	615,615
4.9	0.1	0.0

Running 12 Months		
2022	2023	2024
822,256	823,075	823,075
769,564	822,256	823,075
6.8	0.1	0.0

Demand	2023									2024								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	48,816	44,462	48,339	52,596	36,984	39,767	45,726	38,739	33,808	32,522	43,487	51,452	50,239	47,935	50,162	49,224	38,233	38,964
Last Year	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	52,596	36,984	39,767
Percent Change	-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	-6.4	3.4	-2.0

Year To Date		
2022	2023	2024
403,622	403,082	402,218
355,689	403,622	403,082
13.5	-0.1	-0.2

Running 12 Months		
2022	2023	2024
522,862	511,267	520,491
427,372	522,862	511,267
22.3	-2.2	1.8

Revenue	2023									2024								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	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	11,607,846	18,587,497	17,341,706	15,789,278	16,273,469	16,360,885	10,578,549	10,424,790
Last Year	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	17,060,657	9,986,081	10,447,359
Percent Change	-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	-4.1	5.9	-0.2

Year To Date		
2022	2023	2024
124,773,335	124,915,217	124,457,723
100,782,629	124,773,335	124,915,217
23.8	0.1	-0.4

Running 12 Months		
2022	2023	2024
155,548,028	153,799,041	154,983,902
115,076,756	155,548,028	153,799,041
35.2	-1.1	0.8

Census %	2023									2024								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
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	94.9	94.9	94.9	94.9

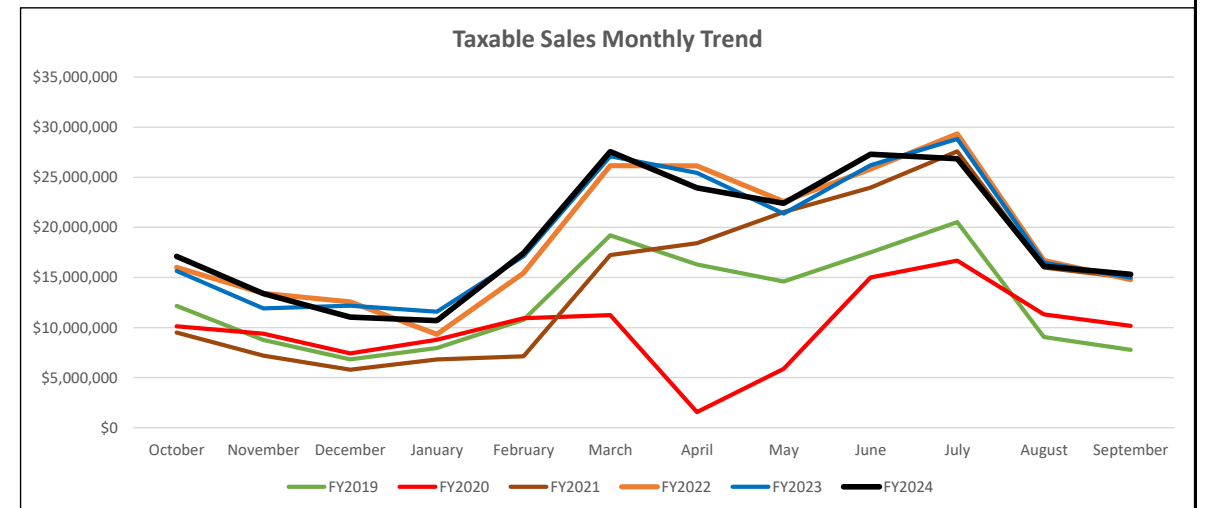
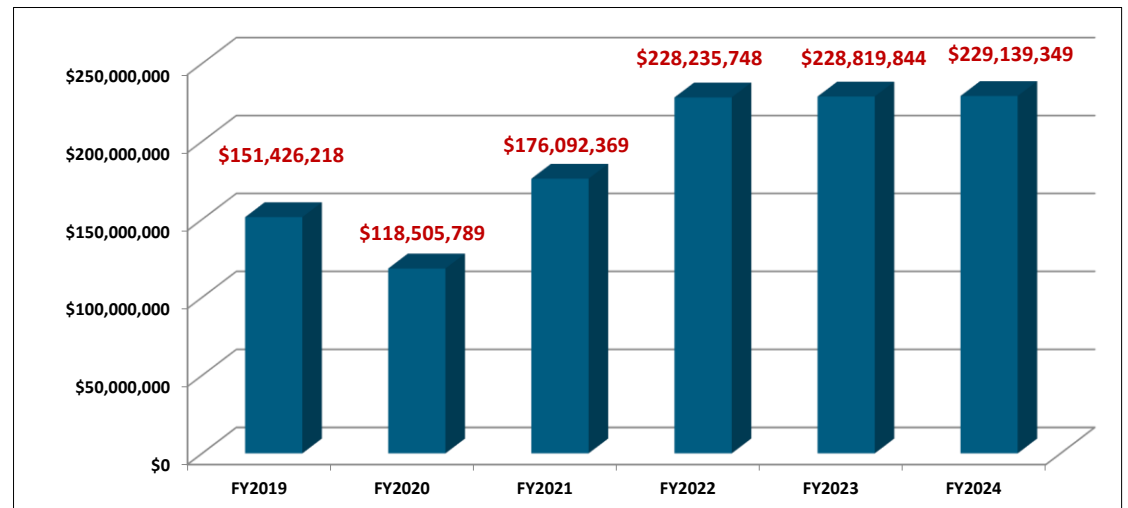
A blank row indicates insufficient data.

# 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	\$17,101,047	\$13,398,411	\$11,038,924	\$10,691,812	\$17,434,480	\$27,560,758	\$23,935,819	\$22,401,258	\$27,297,618	\$26,838,522	\$16,124,304	\$15,316,396	\$229,139,349
<b>% Change</b>	<b>9.2%</b>	<b>12.4%</b>	<b>-9.4%</b>	<b>-7.7%</b>	<b>1.8%</b>	<b>1.8%</b>	<b>-5.9%</b>	<b>4.9%</b>	<b>4.2%</b>	<b>-6.9%</b>	<b>-2.1%</b>	<b>2.3%</b>	<b>0.1%</b>
<b>Sales Monthly</b>													
FY2024 Budget	\$15,600,000	\$13,000,000	\$12,000,000	\$10,500,000	\$16,000,000	\$27,000,000	\$26,500,000	\$22,000,000	\$26,000,000	\$30,000,000	\$17,000,000	\$15,120,000	\$230,720,000
FY2024 Actual	\$17,101,047	\$13,398,411	\$11,038,924	\$10,691,812	\$17,434,480	\$27,560,758	\$23,935,819	\$22,401,258	\$27,297,618	\$26,838,522	\$16,124,304	\$15,316,396	\$229,139,349
<b>% Change</b>	<b>9.6%</b>	<b>3.1%</b>	<b>-8.0%</b>	<b>1.8%</b>	<b>9.0%</b>	<b>2.1%</b>	<b>-9.7%</b>	<b>1.8%</b>	<b>5.0%</b>	<b>-10.5%</b>	<b>-5.2%</b>	<b>1.3%</b>	<b>-0.7%</b>
<b>Sales YTD</b>													
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	\$228,819,844
FY2024	\$17,101,047	\$30,499,458	\$41,538,382	\$52,230,194	\$69,664,674	\$97,225,432	\$121,161,251	\$143,562,509	\$170,860,127	\$197,698,649	\$213,822,953	\$229,139,349	\$229,139,349
<b>% Change</b>	<b>9.2%</b>	<b>10.6%</b>	<b>4.5%</b>	<b>1.7%</b>	<b>1.8%</b>	<b>1.8%</b>	<b>0.1%</b>	<b>0.9%</b>	<b>1.4%</b>	<b>0.2%</b>	<b>0.0%</b>	<b>0.1%</b>	<b>0.1%</b>
<b>Bed Tax Monthly</b>													
FY2023 Actual	\$783,009	\$590,568	\$609,372	\$579,394	\$856,011	\$1,357,684	\$1,264,780	\$1,068,028	\$1,309,673	\$1,441,258	\$831,039	\$748,794	\$11,439,611
FY2024 Actual	\$844,921	\$687,092	\$561,278	\$527,932	\$903,696	\$1,397,617	\$1,214,324	\$1,105,873	\$1,376,725	\$1,357,187	\$806,013	\$758,060	\$11,540,719
<b>% vs FY2023</b>	<b>7.9%</b>	<b>16.3%</b>	<b>-7.9%</b>	<b>-8.9%</b>	<b>5.6%</b>	<b>2.9%</b>	<b>-4.0%</b>	<b>3.5%</b>	<b>5.1%</b>	<b>-5.8%</b>	<b>-3.0%</b>	<b>1.2%</b>	<b>0.9%</b>
FY2024 Budget	\$780,000	\$650,000	\$600,000	\$525,000	\$800,000	\$1,350,000	\$1,325,000	\$1,100,000	\$1,300,000	\$1,500,000	\$850,000	\$756,000	\$11,536,000
<b>% vs Budget</b>	<b>7.7%</b>	<b>5.4%</b>	<b>-6.9%</b>	<b>0.6%</b>	<b>11.5%</b>	<b>3.4%</b>	<b>-9.1%</b>	<b>0.5%</b>	<b>5.6%</b>	<b>-10.5%</b>	<b>-5.5%</b>	<b>0.3%</b>	<b>0.0%</b>
<b>Bed Tax YTD</b>													
FY2023 YTD	\$783,009	\$1,373,577	\$1,982,950	\$2,562,343	\$3,418,354	\$4,776,038	\$6,040,818	\$7,108,847	\$8,418,520	\$9,859,778	\$10,690,817	\$11,439,611	\$11,439,611.12
FY2024 YTD	\$844,921	\$1,532,013	\$2,093,290	\$2,621,222	\$3,524,919	\$4,922,536	\$6,136,860	\$7,242,733	\$8,619,459	\$9,976,645	\$10,782,658	\$11,540,719	\$11,540,718.72
<b>Pace vs LY</b>	<b>7.9%</b>	<b>11.5%</b>	<b>5.6%</b>	<b>2.3%</b>	<b>3.1%</b>	<b>3.1%</b>	<b>1.6%</b>	<b>1.9%</b>	<b>2.4%</b>	<b>1.2%</b>	<b>0.9%</b>	<b>0.9%</b>	<b>0.9%</b>

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	\$229,139,349

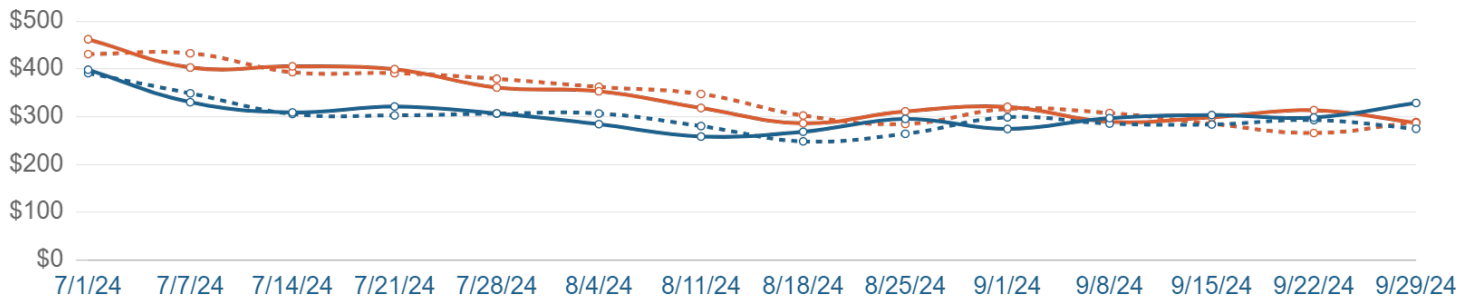


Data Source: Hotel (Direct) | VR (Direct)

KPI	Value	Compared	Difference
ADR (Hotels)	\$305	\$299	2%
ADR (VR)	\$366	\$356	3%
Paid Occupancy % (Hotels)	57.2%	62.0%	-8%
Paid Occupancy % (VR)	35.9%	38.8%	-7%
RevPAR (Hotels)	\$177	\$190	-7%
RevPAR (VR)	\$132	\$138	-5%
Avg. Length of Stay (Hotels)	2.6	2.7	-5%
Avg. Length of Stay (VR)	4.8	5.2	-7%

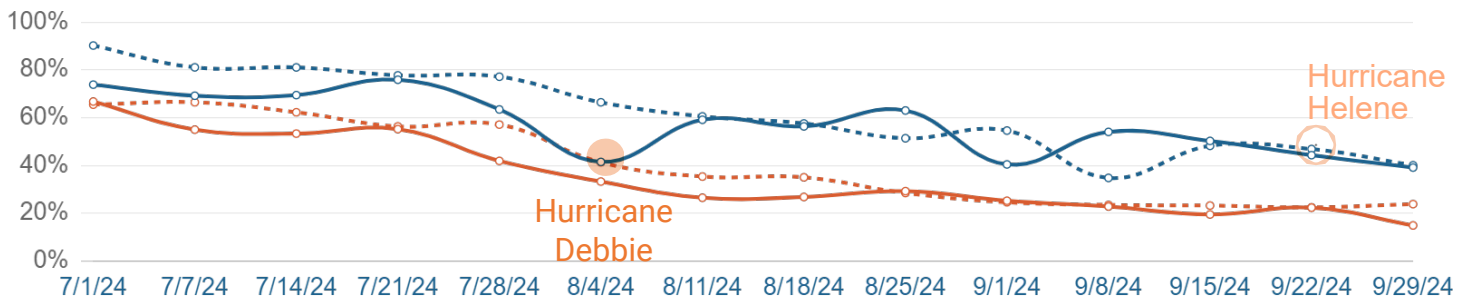
### ADR

- Amelia Island Hotels | 7/1/2024 to 9/30/2024 (as of 08/25/2024)
- Amelia Island Hotels | 7/1/2023 to 9/30/2023 (as of 08/25/2023)
- Amelia Island VRs | 7/1/2024 to 9/30/2024 (as of 08/25/2024)
- Amelia Island VRs | 7/1/2023 to 9/30/2023 (as of 08/25/2023)



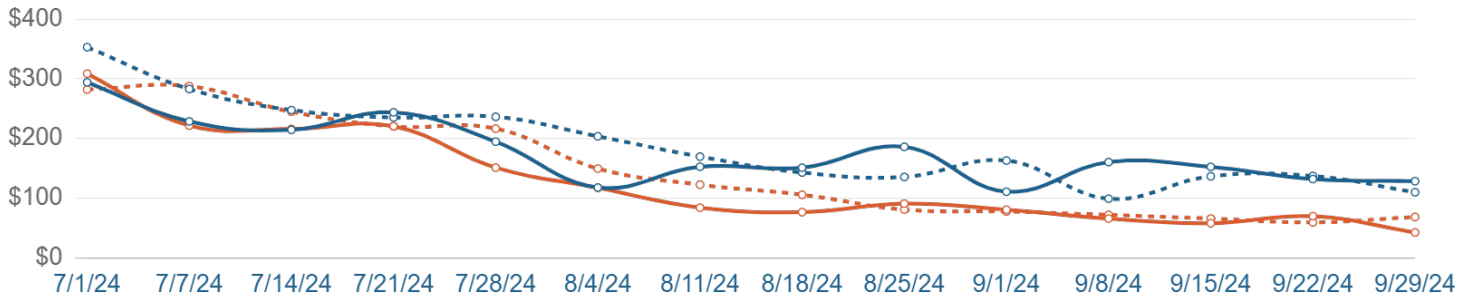
### Paid Occupancy %

- Amelia Island Hotels | 7/1/2024 to 9/30/2024 (as of 08/25/2024)
- Amelia Island Hotels | 7/1/2023 to 9/30/2023 (as of 08/25/2023)
- Amelia Island VRs | 7/1/2024 to 9/30/2024 (as of 08/25/2024)
- Amelia Island VRs | 7/1/2023 to 9/30/2023 (as of 08/25/2023)



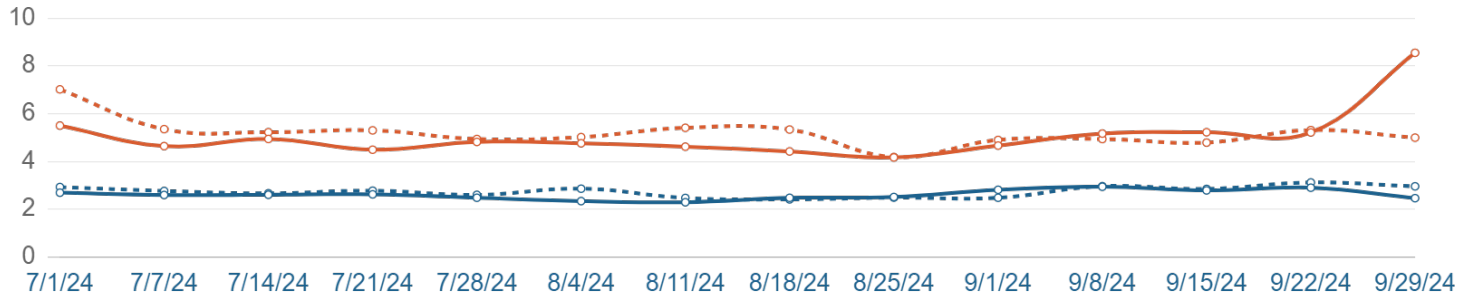
# RevPAR

- Amelia Island Hotels | 7/1/2024 to 9/30/2024 (as of 08/25/2024)
- Amelia Island Hotels | 7/1/2023 to 9/30/2023 (as of 08/25/2023)
- Amelia Island VRs | 7/1/2024 to 9/30/2024 (as of 08/25/2024)
- Amelia Island VRs | 7/1/2023 to 9/30/2023 (as of 08/25/2023)



# Avg. Length of Stay

- Amelia Island Hotels | 7/1/2024 to 9/30/2024 (as of 08/25/2024)
- Amelia Island Hotels | 7/1/2023 to 9/30/2023 (as of 08/25/2023)
- Amelia Island VRs | 7/1/2024 to 9/30/2024 (as of 08/25/2024)
- Amelia Island VRs | 7/1/2023 to 9/30/2023 (as of 08/25/2023)



# BOARD OF COMMISSIONERS



## YEAR-TO-DATE BUDGET REPORT

FOR 2024 13									
ACCOUNTS FOR:	ORIGINAL	TRANFRS/	REVISED				AVAILABLE	PCT	
137 AI TOURIST DEVELOPMENT FUND	APPROP	ADJSTMNTS	BUDGET	YTD	ACTUAL	ENC/REQ	BUDGET	USE/COL	
<b>37000000 AI TOURIST DEVELOP FUND</b>									
37000000 312130 TOURIST DEVELOP	-11,536,000	0	-11,536,000	-11,531,452.57		.00	-4,547.43	100.0%*	
37000000 361101 INTEREST-BANK	0	0	0	-90,679.49		.00	90,679.49	100.0%	
37000000 361101 FFSB1 INTEREST-B	0	0	0	-96,979.20		.00	96,979.20	100.0%	
37000000 361131 USBNK INTEREST -	0	0	0	-472,915.38		.00	472,915.38	100.0%	
37000000 361300 USBNK NET INC (D	0	0	0	-68,542.24		.00	68,542.24	100.0%	
37000000 361400 USBNK GAIN/LOSS	0	0	0	-329,506.79		.00	329,506.79	100.0%	
37000000 369910 REFUND PRIOR YE	0	0	0	-10.00		.00	10.00	100.0%	
37000000 399952 CASH FWD-MARKET	-10,230,604	-2,449,282	-12,679,886		.00	.00	-12,679,886.00	.0%*	
37000000 399953 CASH FWD-TRADE	-2,800,245	-583,397	-3,383,642		.00	.00	-3,383,642.00	.0%*	
37000000 399954 CASH FWD-BEACH	-1,430,084	-197,451	-1,627,535		.00	.00	-1,627,535.00	.0%*	
TOTAL AI TOURIST DEVELOP FUND	-25,996,933	-3,230,130	-29,227,063	-12,590,085.67		.00	-16,636,977.33	43.1%	
<b>37521582 TDC ADMIN FEES-TRANS OUT</b>									
37521582 591910 CLERK ADMINISTRA	173,040	0	173,040	172,971.79		.00	68.21	100.0%	
37521582 591910 TAXCO ADMIN FEE-	173,040	0	173,040	172,971.79		.00	68.21	100.0%	
TOTAL TDC ADMIN FEES-TRANS OUT	346,080	0	346,080	345,943.58		.00	136.42	100.0%	
<b>37522552 TDC RESEARCH/ADMIN</b>									
37522552 531041 MANAGEMENT FEE-	1,678,488	0	1,678,488	1,677,826.34		.00	661.66	100.0%	

# BOARD OF COMMISSIONERS



## YEAR-TO-DATE BUDGET REPORT

FOR 2024 13

ACCOUNTS FOR:	ORIGINAL APPROP	TRANFRS/ADJSTMNTS	REVISED BUDGET	YTD ACTUAL	ENC/REQ	AVAILABLE BUDGET	PCT USE/COL
137 AI TOURIST DEVELOPMENT FUND							
TOTAL TDC RESEARCH/ADMIN	1,678,488	0	1,678,488	1,677,826.34	.00	661.66	100.0%
<b>37523552 TDC MARKETING</b>							
37523552 369900 DOC MISCELLANEOU	0	0	0	-35,984.35	.00	35,984.35	100.0%
37523552 399100 C0112 CASH FORWA	-1,000,000	0	-1,000,000	.00	.00	-1,000,000.00	.0%*
37523552 512000 REGULAR SALARIE	43,973	0	43,973	.00	.00	43,973.00	.0%
37523552 521010 FICA TAXES	2,726	0	2,726	.00	.00	2,726.00	.0%
37523552 521020 MEDICARE TAXES	638	0	638	.00	.00	638.00	.0%
37523552 522000 RETIREMENT	5,237	0	5,237	.00	.00	5,237.00	.0%
37523552 523010 LIFE & HEALTH I	8,250	0	8,250	.00	.00	8,250.00	.0%
37523552 524010 WORKERS' COMPEN	70	0	70	59.52	.00	10.48	85.0%
37523552 531000 PROFESSIONAL SE	300,000	-49,500	250,500	16,384.55	.00	234,115.45	6.5%
37523552 531000 C0112 PROFESSION	2,900,000	0	2,900,000	35,169.55	31,971.96	2,832,858.49	2.3%
37523552 534250 MARKETING DATA	235,000	23,500	258,500	160,932.00	9,000.00	88,568.00	65.7%
37523552 540000 ENTNT TRAVEL AND	7,200	0	7,200	.00	.00	7,200.00	.0%
37523552 540000 LODGE TRAVEL AND	10,000	0	10,000	.00	.00	10,000.00	.0%
37523552 540000 MEALS TRAVEL AND	10,000	0	10,000	.00	.00	10,000.00	.0%
37523552 540000 TRAVL TRAVEL AND	10,000	0	10,000	.00	.00	10,000.00	.0%
37523552 542000 FULFL FREIGHT AN	2,500	0	2,500	1,718.35	.00	781.65	68.7%
37523552 548110 PRODUCTION	642,854	0	642,854	615,730.79	12,550.00	14,573.21	97.7%
37523552 548110 CONTE PRODUCTION	0	4,700	4,700	4,700.00	.00	.00	100.0%
37523552 548110 DESGN PRODUCTION	0	31,432	31,432	31,400.00	32.26	-.26	100.0%*

# BOARD OF COMMISSIONERS



## YEAR-TO-DATE BUDGET REPORT

FOR 2024 13									
ACCOUNTS FOR:	ORIGINAL	TRANFRS/	REVISED				AVAILABLE	PCT	
137 AI TOURIST DEVELOPMENT FUND	APPROP	ADJSTMNTS	BUDGET	YTD	ACTUAL	ENC/REQ	BUDGET	USE/COL	
37523552 548120 PAID MEDIA	3,410,000	1,790,811	5,200,811	4,674,656.09	470,743.82		55,411.09	98.9%	
37523552 548120 AUDIO PAID MEDIA	0	8,333	8,333	8,333.32	.04		-.36	100.0%*	
37523552 548120 DIGIT PAID MEDIA	0	194,254	194,254	192,972.50	1,281.21		.29	100.0%	
37523552 548120 LCPRJ PAID MEDIA	0	21,545	21,545	20,840.00	705.00		.00	100.0%	
37523552 548120 PRINT PAID MEDIA	0	39,000	39,000	29,789.17	2,248.19		6,962.64	82.1%	
37523552 548240 INTERACTIVE	450,000	-52	449,948	383,076.66	28,037.50		38,833.84	91.4%	
37523552 548240 LICEN INTERACTIV	0	40,117	40,117	40,116.58	.00		.42	100.0%	
37523552 548240 TOOLS INTERACTIV	0	5,424	5,424	5,424.00	.00		.00	100.0%	
37523552 548330 ADV IN HOUSE-MI	0	52	52	52.00	.00		.00	100.0%	
37523552 548350 GRANT PARTNERS/S	300,000	-290,399	9,601	.00	.00		9,601.00	.0%	
37523552 548350 LCPRJ PARTNERS/S	400,000	-25,000	375,000	225,000.00	.00		150,000.00	60.0%	
37523552 548350 PRTRN PARTNERS/S	160,000	0	160,000	135,000.00	.00		25,000.00	84.4%	
37523552 548350 SPORT PARTNERS/S	205,000	-205,000	0	.00	.00		.00	.0%	
37523552 548520 SPECIAL EVENTS	5,000	0	5,000	4,109.24	.00		890.76	82.2%	
37523552 548520 DOC SPECIAL EVEN	400,000	152,249	552,249	266,798.89	34,211.16		251,238.95	54.5%	
37523552 548520 HOLDY SPECIAL EV	200,000	92,806	292,806	92,806.60	.00		199,999.40	31.7%	
37523552 548520 RESTW SPECIAL EV	5,000	0	5,000	1,133.00	.00		3,867.00	22.7%	
37523552 548520 SPEC SPECIAL EVE	300,000	-11,949	288,051	60,685.00	.00		227,366.00	21.1%	
37523552 548710 PREXP PUBLIC REL	160,000	0	160,000	140,346.08	.00		19,653.92	87.7%	
TOTAL TDC MARKETING	9,173,448	1,822,323	10,995,771	7,111,249.54	590,781.14		3,293,740.32	70.0%	
<b>37524552 TDC TRADE SHOWS/TRAVEL TR</b>									
37524552 534000 WELMC OTHER CONT	1,200	0	1,200	418.00	.00		782.00	34.8%	

# BOARD OF COMMISSIONERS



## YEAR-TO-DATE BUDGET REPORT

FOR 2024 13								
ACCOUNTS FOR:	ORIGINAL	TRANFRS/	REVISED	YTD	ENC/REQ	AVAILABLE	PCT	
137 AI TOURIST DEVELOPMENT FUND	APPROP	ADJSTMTS	BUDGET	ACTUAL		BUDGET	USE/COL	
37524552 540000 TRAVEL AND PER	0	2,553	2,553	2,553.15	.00	-.15	100.0%*	
37524552 540000 ENTNT TRAVEL AND	2,500	0	2,500	.00	.00	2,500.00	.0%	
37524552 540000 LODGE TRAVEL AND	12,000	20,000	32,000	24,485.54	.00	7,514.46	76.5%	
37524552 540000 MEALS TRAVEL AND	5,000	0	5,000	2,046.18	.00	2,953.82	40.9%	
37524552 540000 SALMS TRAVEL AND	1,000	0	1,000	.00	.00	1,000.00	.0%	
37524552 540000 TRAVL TRAVEL AND	17,500	0	17,500	14,708.99	.00	2,791.01	84.1%	
37524552 541000 WELMC COMMUNICAT	5,500	0	5,500	5,416.60	.00	83.40	98.5%	
37524552 542000 DRAYG FREIGHT AN	80,000	0	80,000	3,377.47	.00	76,622.53	4.2%	
37524552 542000 FULFL FREIGHT AN	55,000	0	55,000	46,429.59	250.00	8,320.41	84.9%	
37524552 542000 POSTG FREIGHT AN	0	22,500	22,500	4,933.10	.00	17,566.90	21.9%	
37524552 543000 WELMC UTILITY SE	5,000	0	5,000	4,236.01	.00	763.99	84.7%	
37524552 544000 WELMC RENTALS AN	18,000	20,000	38,000	22,250.03	.00	15,749.97	58.6%	
37524552 545000 INSURANCE	7,500	0	7,500	.00	.00	7,500.00	.0%	
37524552 545000 WELMC INSURANCE	4,200	0	4,200	1,558.00	.00	2,642.00	37.1%	
37524552 547000 PRINTING-BROCHU	170,000	0	170,000	144,748.28	6,340.10	18,911.62	88.9%	
37524552 548018 INTNL TRAVEL TRA	350,000	0	350,000	203,055.63	52,192.50	94,751.87	72.9%	
37524552 548018 MEETG TRAVEL TRA	300,000	-10,000	290,000	54,278.40	.00	235,721.60	18.7%	
37524552 548018 NICHE TRAVEL TRA	455,000	0	455,000	391,244.35	60,624.73	3,130.92	99.3%	
37524552 548018 TDREL TRAVEL TRA	10,000	50,000	60,000	16,470.56	.00	43,529.44	27.5%	
37524552 548018 TDSHW TRAVEL TRA	180,000	-105,053	74,947	49,956.45	.00	24,990.55	66.7%	
37524552 548019 INCTV HOSPITALIT	100,000	11,982	111,982	15,412.57	.00	96,569.43	13.8%	
37524552 548019 PUBAW HOSPITALIT	45,000	0	45,000	11,228.33	.00	33,771.67	25.0%	

# BOARD OF COMMISSIONERS



## YEAR-TO-DATE BUDGET REPORT

FOR 2024 13

ACCOUNTS FOR:	ORIGINAL APPROP	TRANFRS/ADJSTMTS	REVISED BUDGET	YTD ACTUAL	ENC/REQ	AVAILABLE BUDGET	PCT USE/COL
137 AI TOURIST DEVELOPMENT FUND							
37524552 548019 WELMC HOSPITALIT	15,000	0	15,000	4,755.11	.00	10,244.89	31.7%
37524552 548161 FAMS FAMILIARIZA	15,000	0	15,000	476.25	.00	14,523.75	3.2%
37524552 548161 FLTFS FAMILIARIZ	10,000	0	10,000	.00	.00	10,000.00	.0%
37524552 548161 SALMS FAMILIARIZ	9,592	0	9,592	.00	.00	9,592.00	.0%
37524552 549000 WELMC OTHER CURR	130,000	0	130,000	91,746.32	18,253.68	20,000.00	84.6%
37524552 552007 PROMOTIONAL SUP	50,000	8,534	58,534	49,063.96	.00	9,470.04	83.8%
37524552 554006 DUES/SUBSCRIPT/	30,000	0	30,000	19,567.80	.00	10,432.20	65.2%
TOTAL TDC TRADE SHOWS/TRAVEL TR	2,083,992	20,516	2,104,508	1,184,416.67	137,661.01	782,430.32	62.8%
<b>37525539 TDC BEACH IMPROVEMENTS</b>							
37525539 399100 C0112 CASH FORWA	-3,000,000	0	-3,000,000	.00	.00	-3,000,000.00	.0%*
37525539 534102 CONTRACT SERVIC	30,000	0	30,000	.00	.00	30,000.00	.0%
37525539 534102 OFBCH CONTRACT S	125,000	6,000	131,000	18,000.00	.00	113,000.00	13.7%
37525539 534102 ONBCH CONTRACT S	360,000	27,000	387,000	360,600.00	8,158.75	18,241.25	95.3%
37525539 552000 MISC OPERATING	13,992	0	13,992	10,560.11	.00	3,431.89	75.5%
37525539 554000 DUES & SUBSCRIP	15,000	0	15,000	6,500.00	.00	8,500.00	43.3%
37525539 563000 C0112 IMPROVEMEN	4,100,000	0	4,100,000	178,386.98	247,097.91	3,674,515.11	10.4%
37525539 581202 AID-CITY OF FER	75,000	0	75,000	62,296.35	.00	12,703.65	83.1%
TOTAL TDC BEACH IMPROVEMENTS	1,718,992	33,000	1,751,992	636,343.44	255,256.66	860,391.90	50.9%
<b>37999599 RESERVES</b>							
37999599 599053 RESERVES MARKET	8,330,604	626,959	8,957,563	.00	.00	8,957,563.00	.0%

# BOARD OF COMMISSIONERS



## YEAR-TO-DATE BUDGET REPORT

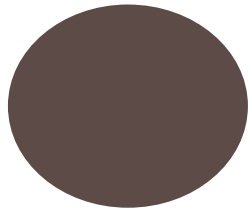
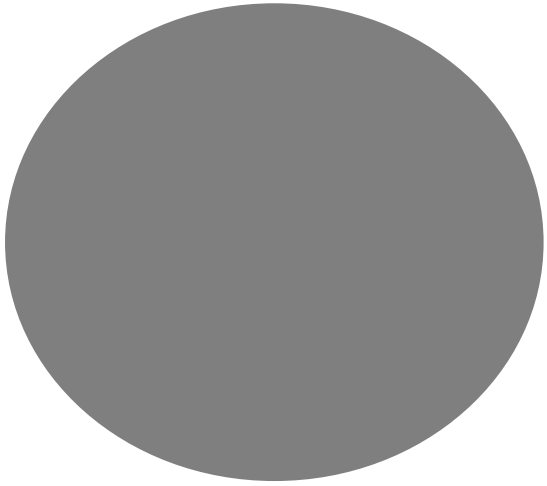
FOR 2024 13								
ACCOUNTS FOR: 137	AI TOURIST DEVELOPMENT FUND	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD ACTUAL	ENC/REQ	AVAILABLE BUDGET	PCT USE/COL
37999599	599054 RESERVES TRADE	1,835,245	562,881	2,398,126	.00	.00	2,398,126.00	.0%
37999599	599055 RESERVES BEACH	830,084	164,451	994,535	.00	.00	994,535.00	.0%
	TOTAL RESERVES	10,995,933	1,354,291	12,350,224	.00	.00	12,350,224.00	.0%
	TOTAL AI TOURIST DEVELOPMENT FUND	0	0	0	-1,634,306.10	983,698.81	650,607.29	100.0%
	TOTAL REVENUES	-29,996,933	-3,230,130	-33,227,063	-12,626,070.02	.00	-20,600,992.98	
	TOTAL EXPENSES	29,996,933	3,230,130	33,227,063	10,991,763.92	983,698.81	21,251,600.27	

**YEAR-TO-DATE BUDGET REPORT**

	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD ACTUAL	ENC/REQ	AVAILABLE BUDGET	PCT USE/COL
--	--------------------	----------------------	-------------------	------------	---------	---------------------	----------------

GRAND TOTAL	0	0	0	-1,634,306.10	983,698.81	650,607.29	100.0%
-------------	---	---	---	---------------	------------	------------	--------

\*\* END OF REPORT - Generated by Nate Aron \*\*



## 2. Research



# Amelia Island CVB

Visitor Tracking Study  
July – September 2024

# STUDY OBJECTIVES: VISITOR JOURNEY



- » Planning cycle
- » Booking cycle
- » Planning sources
- » Reasons for visiting
- » Other places considered
- » Recall of destination messaging

- » Visitor origin
- » Party size
- » Party composition
- » Demographics
- » Number of visits to the area

- » Mode of transportation
- » Accommodations
- » Length of stay
- » Booking
- » Activities in & near destination
- » Visitor spending

- » Satisfaction with the Amelia Island area
- » Evaluation of destination attributes
- » Likelihood of returning
- » Painting a picture for others

- » Number of visitors
- » Expenditures
- » Room nights generated
- » Occupancy, ADR, RevPAR

# EXECUTIVE SUMMARY



# QUARTERLY SNAPSHOT

July – September  
2024

- » This report includes data for all visitors, whereas the FY2023 Q4 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 compared to Q3 (-7 days)
- » Southeast visitation was up compared to Q3 (+11% points), particularly Georgia visitation (+4% points)
- » Despite the lower visitor number, those who visited spent more while in the area compared to last year, contributing to an increase in overall spending



222,700

TOTAL VISITORS

vs. 2023

↓ 4.1%



193,460

ROOM NIGHTS

↓ 2.7%



\$186,373,100

DIRECT SPENDING

↑ 1.9%



846,260

VISITOR DAYS

↓ -1.5%

# VISITOR JOURNEY: ECONOMIC IMPACT



# TOURISM SNAPSHOT: METRICS

	July – September 2023 <sup>1,2</sup>	July – September 2024	% Δ
Visitors	232,200	222,700	-4.1%
Visitor Days	859,140	846,260	-1.5%
Direct Spending	\$182,866,400	\$186,373,100	+1.9%
Economic Impact <sup>3</sup>	\$240,652,200	\$245,267,000	+1.9%

	July – September 2023 <sup>2</sup>	July – September 2024	% Δ
Occupancy <sup>4</sup>	57.6%	55.5%	-3.6%
ADR <sup>4</sup>	\$311.28	\$317.17	+1.9%
RevPAR <sup>4</sup>	\$179.30	\$176.09	-1.8%
Room Nights <sup>4</sup>	198,890	193,460	-2.7%

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

<sup>2</sup>Previous data revised to reflect updated FY2023 Q4 accommodations figures.

<sup>3</sup>An IMPLAN multiplier of 1.32 was used for both FY2023 and FY2024.

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

# VISITOR JOURNEY: PRE-VISIT



# TRIP PLANNING/BOOKING CYCLE\*

- » On average, leisure visitors began planning **31 days** before their trip
- » On average, leisure visitors booked their trip **24 days** before their arrival



# TOP TRIP PLANNING SOURCES\*



**33%** Hotel websites/apps



**30%** Friends/family



**24%** Amelia Island's social media



**16%** Review website/app

# TOP REASONS FOR VISITING\*



**65%** Vacation/leisure



**25%** Visit friends/relatives



**16%** Special occasion or event

# OTHER DESTINATIONS CONSIDERED\*

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

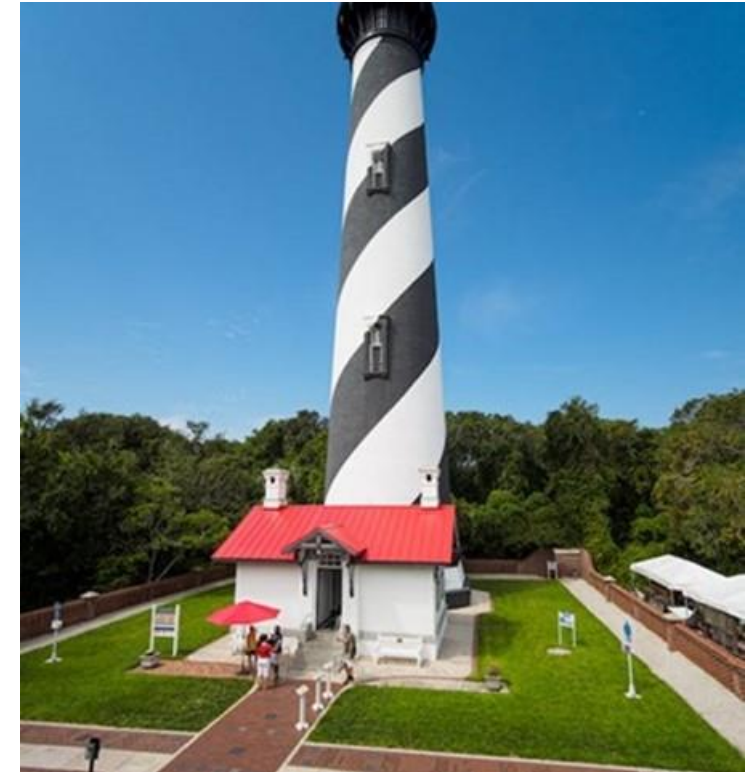
Top other destinations considered:



**15%** Florida Keys



**13%** Savannah



**12%** St. Augustine/Ponte Vedra

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

# ADVERTISING RECALL\*

- » **33%** of leisure visitors recalled advertising about the Amelia Island area
- » This information influenced **15%** of **all** leisure visitors to visit the Amelia Island area

\*Based on visitors traveling for leisure.

# TOP SOURCES OF ADVERTISING RECALL\*

Base: All Leisure Visitors



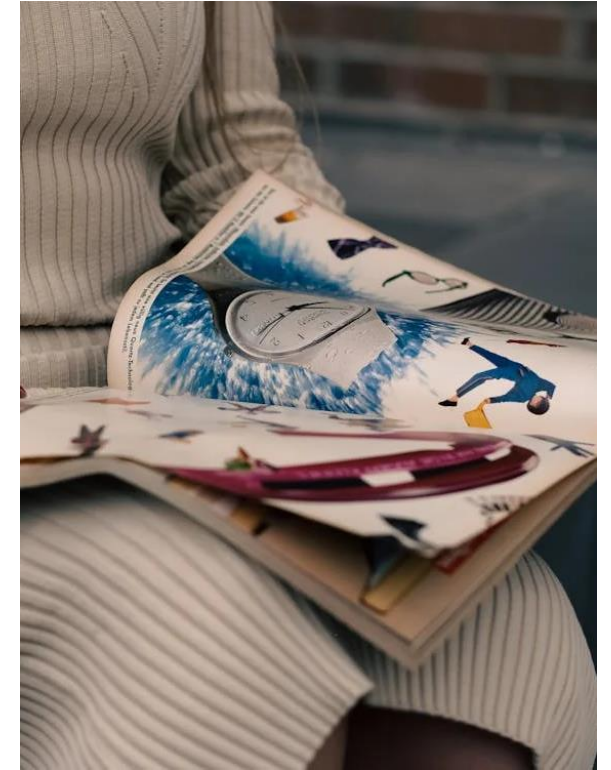
**15%** Magazine article



**15%** Online article



**15%** Amelia Island's social media



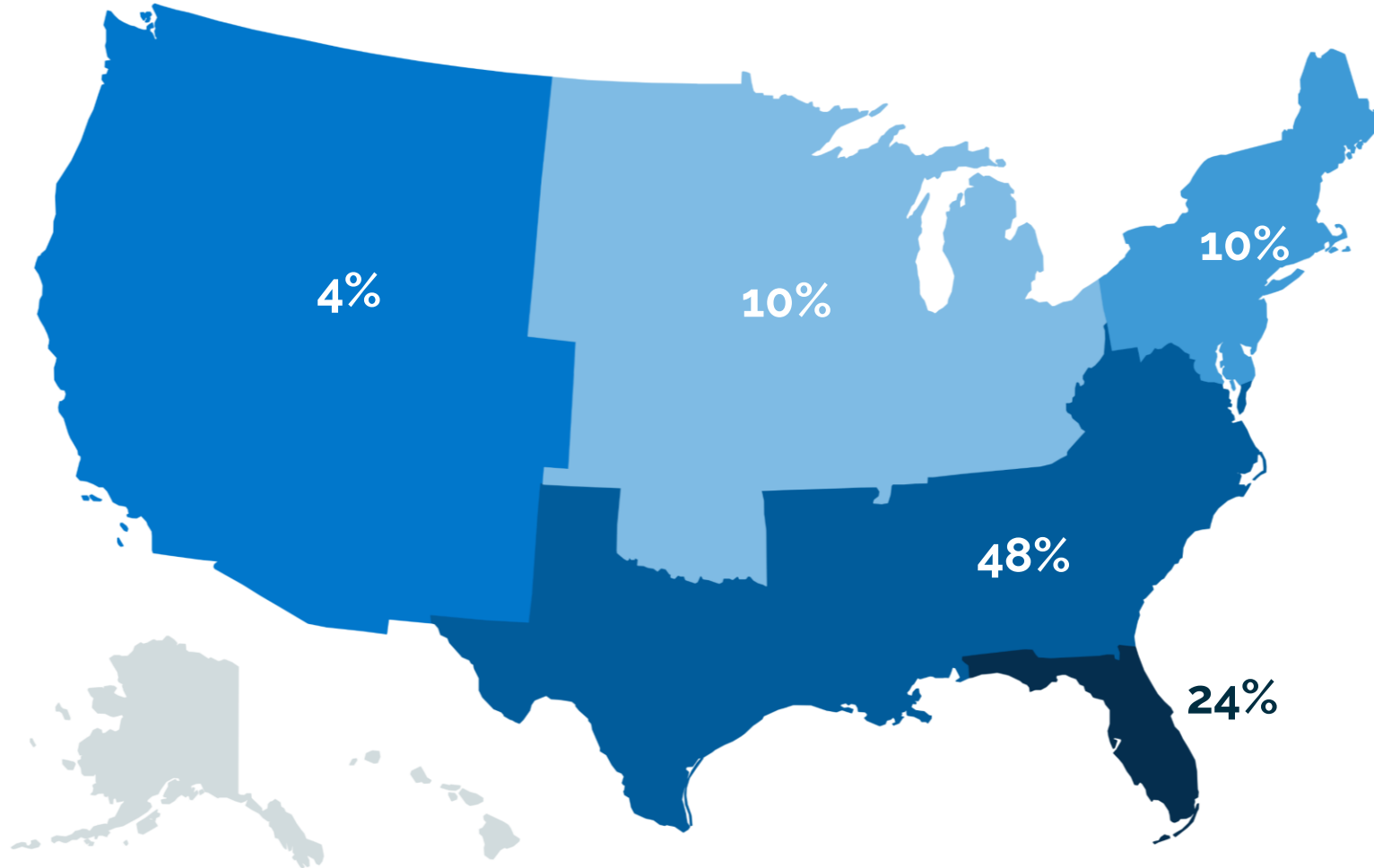
**12%** Magazine ad

# VISITOR JOURNEY: TRAVEL PARTY PROFILE



# REGIONS OF ORIGIN

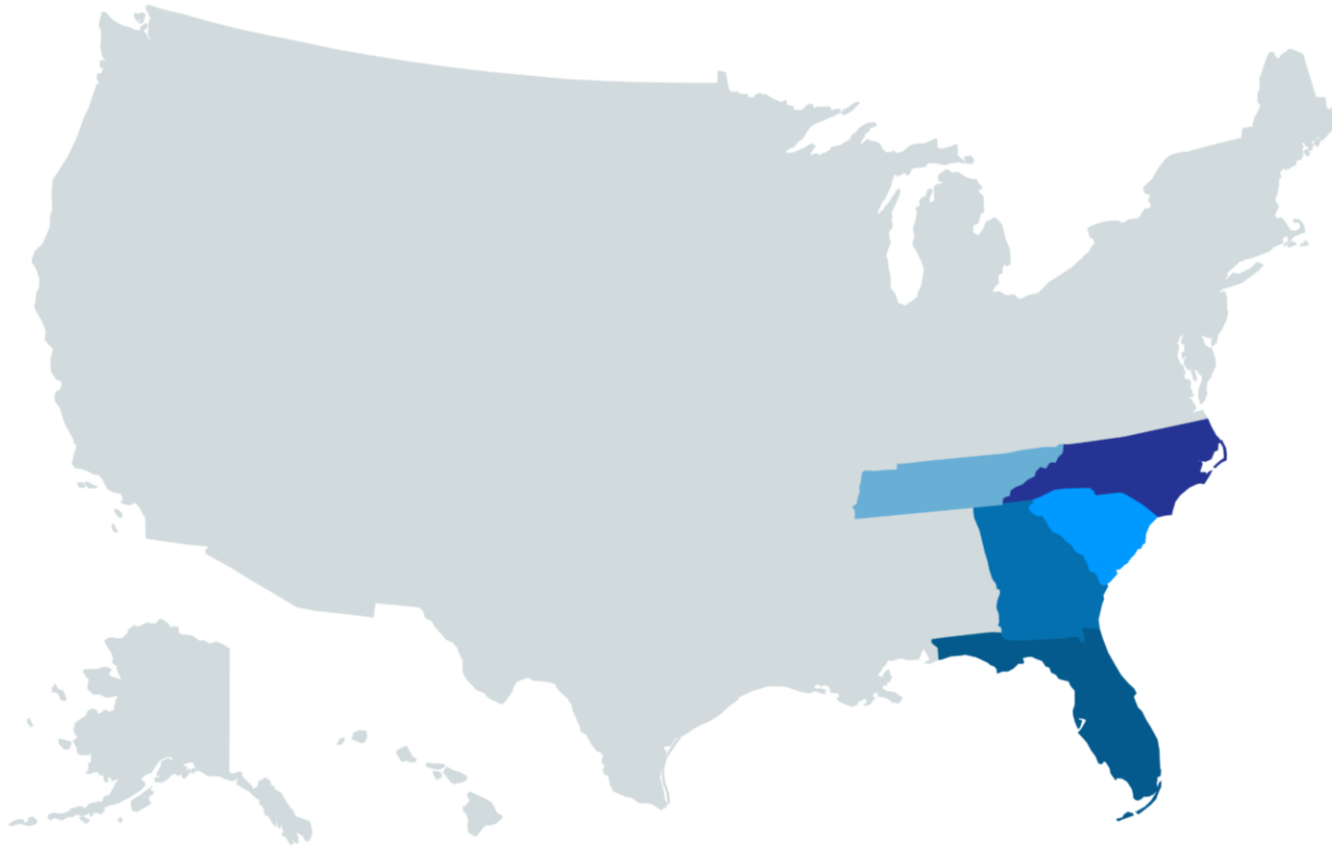
The Southeast, including Florida, accounts for over **7 in 10** visitors.



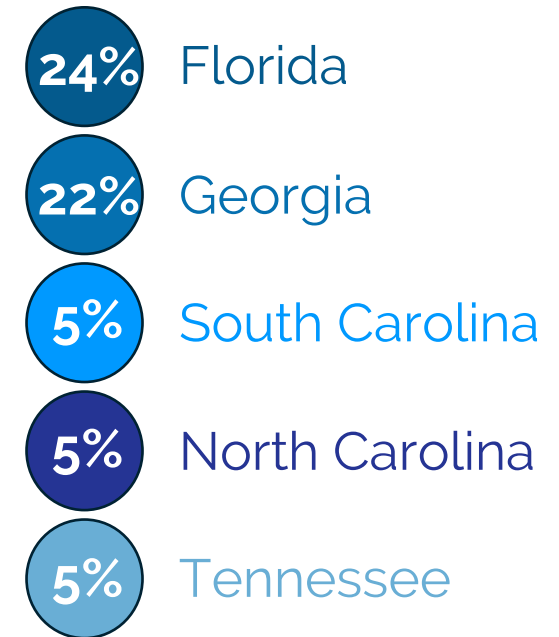
**4%** of visitors traveled to Amelia Island from outside of the U.S.\*

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

# TOP STATES OF ORIGIN



Over 3 in 5 visitors reside in 5 states:



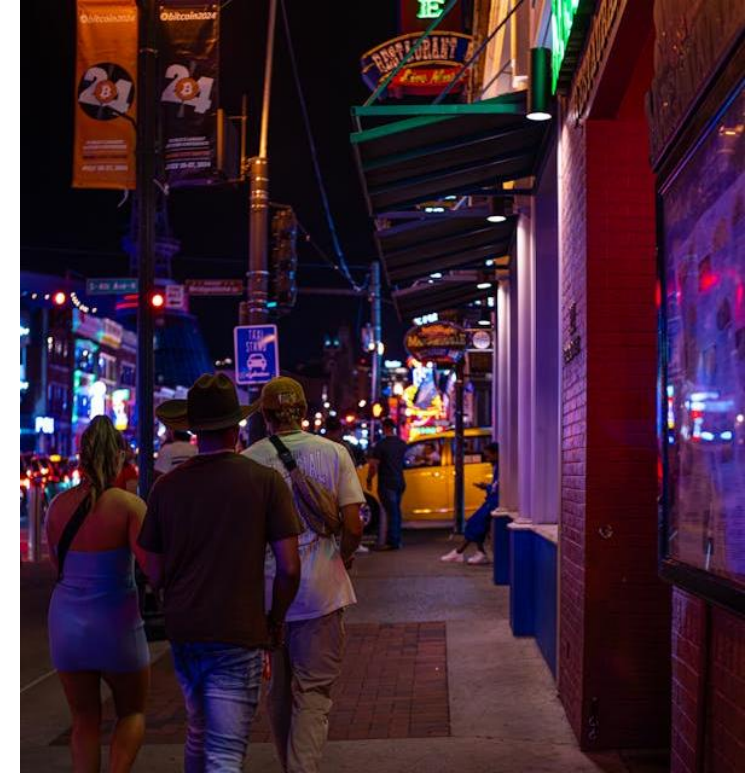
# TOP MARKETS OF ORIGIN



**16%** Jacksonville<sup>1</sup>



**9%** Atlanta<sup>2</sup>



**5%** Nashville<sup>2</sup>

<sup>1</sup>Includes Jacksonville, FL and Brunswick, GA

<sup>2</sup>Markets with direct flights to Jacksonville International Airport

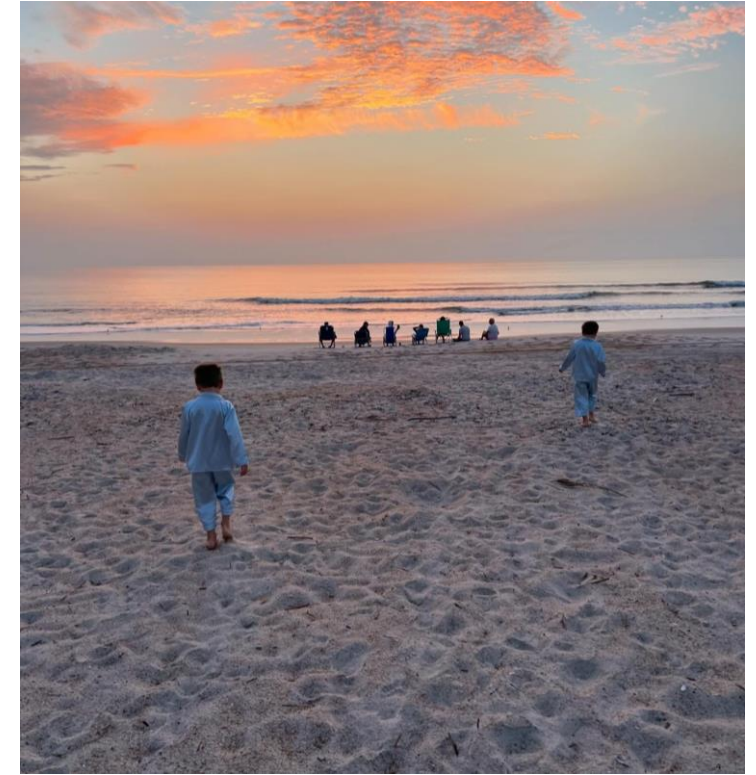
# TRAVEL PARTIES



The typical visitor traveled in a party composed of **2.8** people



Nearly **half** of visitors traveled as a couple



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

# VISITOR PROFILE

- » The typical Amelia Island area visitor:
  - » Is **47** years old
  - » Has an annual household income of **\$164,700**
  - » Is White/Caucasian (**88%**)

# NEW & RETURNING VISITORS

- » Over **2 in 5** were first-time visitors to the Amelia Island area
- » **14%** of visitors were loyalists, having visited over 10 times

# VISITOR JOURNEY: TRIP EXPERIENCE



# TRANSPORTATION

- » **68%** of visitors drove to the Amelia Island area
- » **90%** of visitors who flew to Amelia Island used the **Jacksonville International Airport** (**25%** of all visitors)

# LENGTH OF STAY

- » Typical visitors stayed **3.8 nights** in the Amelia Island area
- » Visitors staying in paid accommodations stayed an average of **4.0 nights** in the area



# TRAVEL/LODGING CHOICES



**45%** Hotel/Motel/  
Resort



**18%** Condo/Rental  
House\*



**15%** Day Tripper

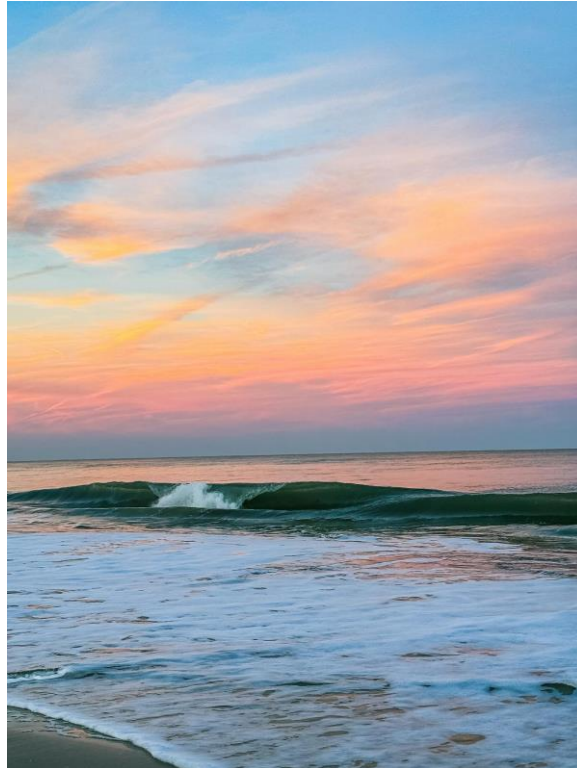


**12%** With  
Friends/Relatives

# TOP ACTIVITIES DURING VISIT\*



**84%** Restaurants



**81%** Beach



**76%** Historic Downtown  
Fernandina Beach



**51%** Shopping

# VISITING HISTORIC DOWNTOWN

- » Those who visited Historic Downtown Fernandina Beach did so an average of **2.2 times** during their stay
- » Afternoon and evening were the most common times to visit Historic Downtown
- » Nearly **9 in 10** visitors came to Historic Downtown Fernandina Beach for its dining opportunities\*

\*Multiple responses permitted.



# TOP OFF-ISLAND ACTIVITIES\*

» The top off-island activity was visiting **restaurants/breweries**, with **1 in 8** visitors to Amelia Island also visiting restaurants or breweries in Yulee, Callahan, or Hilliard



\*Multiple responses permitted.

# TRAVEL PARTY SPENDING

- » The typical travel party spent **\$592** per day and **\$2,250** during their trip
- » The typical visitor spent **\$211** per day and **\$803** during their trip



# VISITOR JOURNEY: POST-TRIP



# VISITOR SATISFACTION

- » Nearly **all** visitors were **satisfied** with their trip to Amelia Island (83% were very satisfied)
- » Nearly **all** visitors would **recommend** the area to others (79% would definitely recommend the area)
- » **98%** of visitors will **return** to the Amelia Island area (68% will definitely return)



# BEACH RATINGS



- » **97%** of visitors rated Amelia Island's beaches as **excellent or very good overall** (74% rated them as excellent)
- » **96%** of visitors rated the **cleanliness** of Amelia Island's beaches as **excellent or very good** (82% rated it as excellent)

# WHY VISITORS CHOSE AMELIA ISLAND\*



*"We came for the golf and stayed for the beauty, serenity, and fine dining."*



*"The online descriptions made it sound quieter and more peaceful than other beach towns."*



*"Family and friends couldn't recommend it highly enough!"*



# DETAILED FINDINGS



# QUARTERLY METRICS

	July – September 2023 <sup>1,2</sup>	July – September 2024	% Δ
Visitors	232,200	222,700	-4.1%
Visitor Days	859,140	846,260	-1.5%
Direct Spending	\$182,866,400	\$186,373,100	+1.9%
Economic Impact <sup>3</sup>	\$240,652,200	\$245,267,000	+1.9%

	July – September 2023 <sup>2</sup>	July – September 2024	% Δ
Occupancy <sup>4</sup>	57.6%	55.5%	-3.6%
ADR <sup>4</sup>	\$311.28	\$317.17	+1.9%
RevPAR <sup>4</sup>	\$179.30	\$176.09	-1.8%
Room Nights <sup>4</sup>	198,890	193,460	-2.7%

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

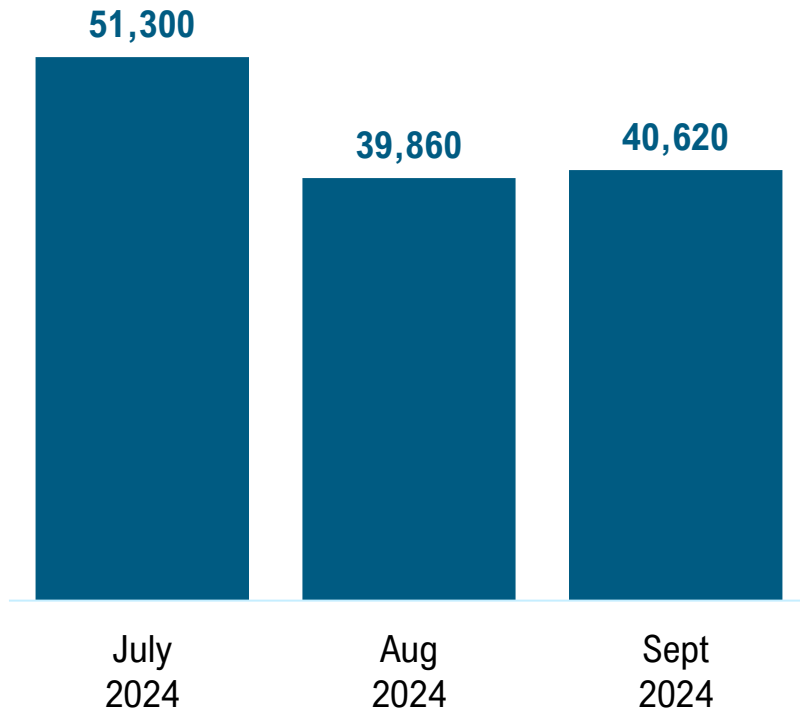
<sup>2</sup>Previous data revised to reflect updated FY2023 Q4 accommodations figures.

<sup>3</sup>An IMPLAN multiplier of 1.32 was used for both FY2023 and FY2024.

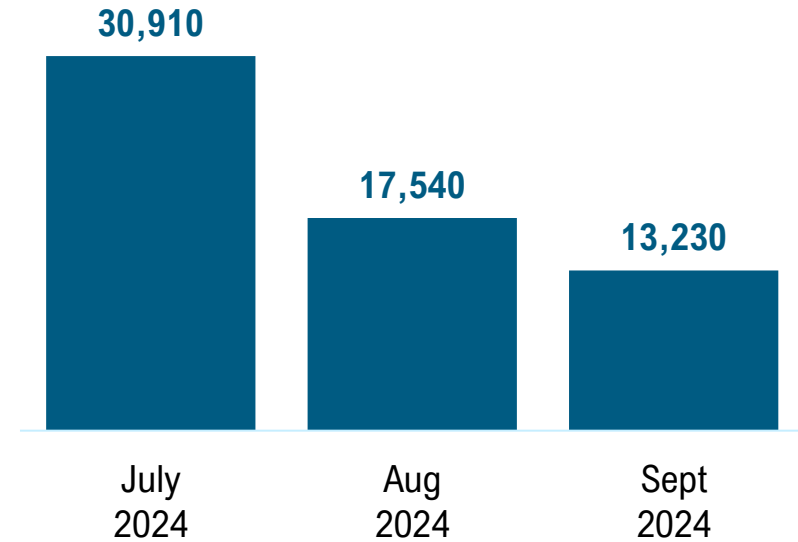
<sup>4</sup>Sources: Research Data Services, Key Data, Smith Travel Research, Florida Department of Business and Professional Regulation.

# MONTHLY ROOM NIGHTS\*

## Hotel Room Nights



## Vacation Rental Room Nights



# MONTHLY VISITOR COUNTS

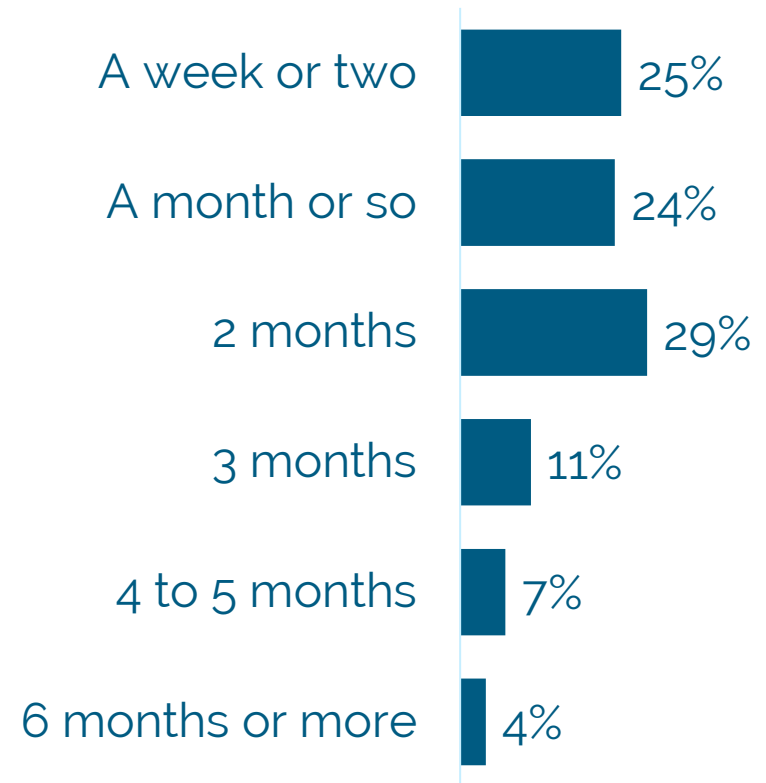
Accommodation Type	July Visitors	August Visitors	September Visitors
Hotel/motel/resort	38,610	30,000	31,590
Day tripper	21,250	12,190	11,360
Non-paid accommodations*	16,990	13,200	13,900
Vacation rental	12,960	10,060	10,590
<b>Total</b>	<b>89,810</b>	<b>65,450</b>	<b>67,440</b>

# VISITOR JOURNEY: PRE-VISIT



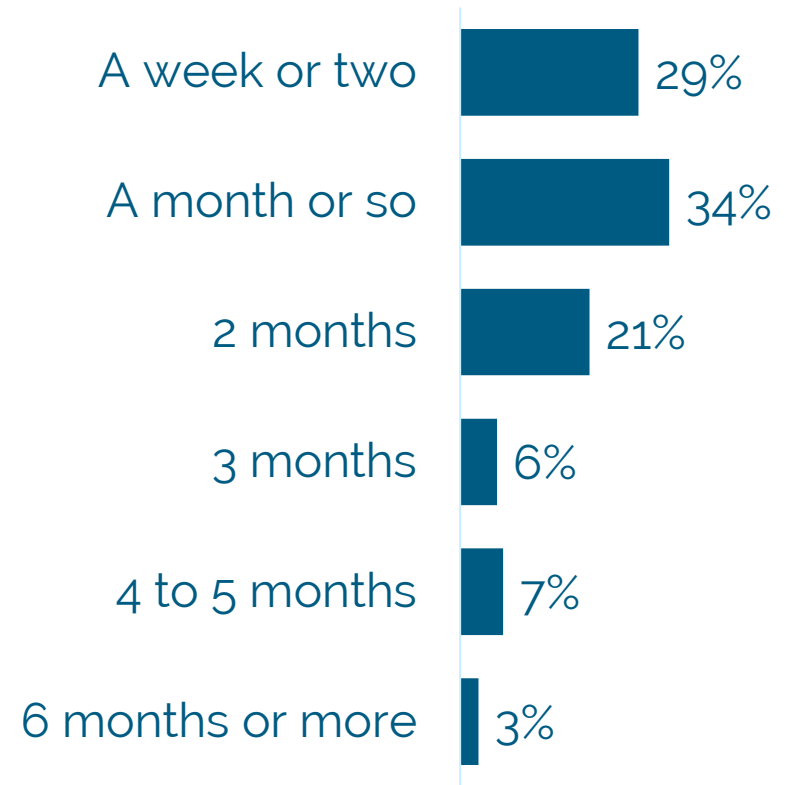
# TRIP PLANNING CYCLE\*

- » Leisure visitors to Amelia Island have short trip planning windows, as nearly **half** planned their trip to the area **1 month or less in advance**
- » On the other hand, over **1 in 5** leisure visitors planned their trip **3 or more months in advance**
- » On average, leisure visitors began planning **31 days** before their trip
- » Leisure visitors staying in paid accommodations began planning **33 days** before their trip



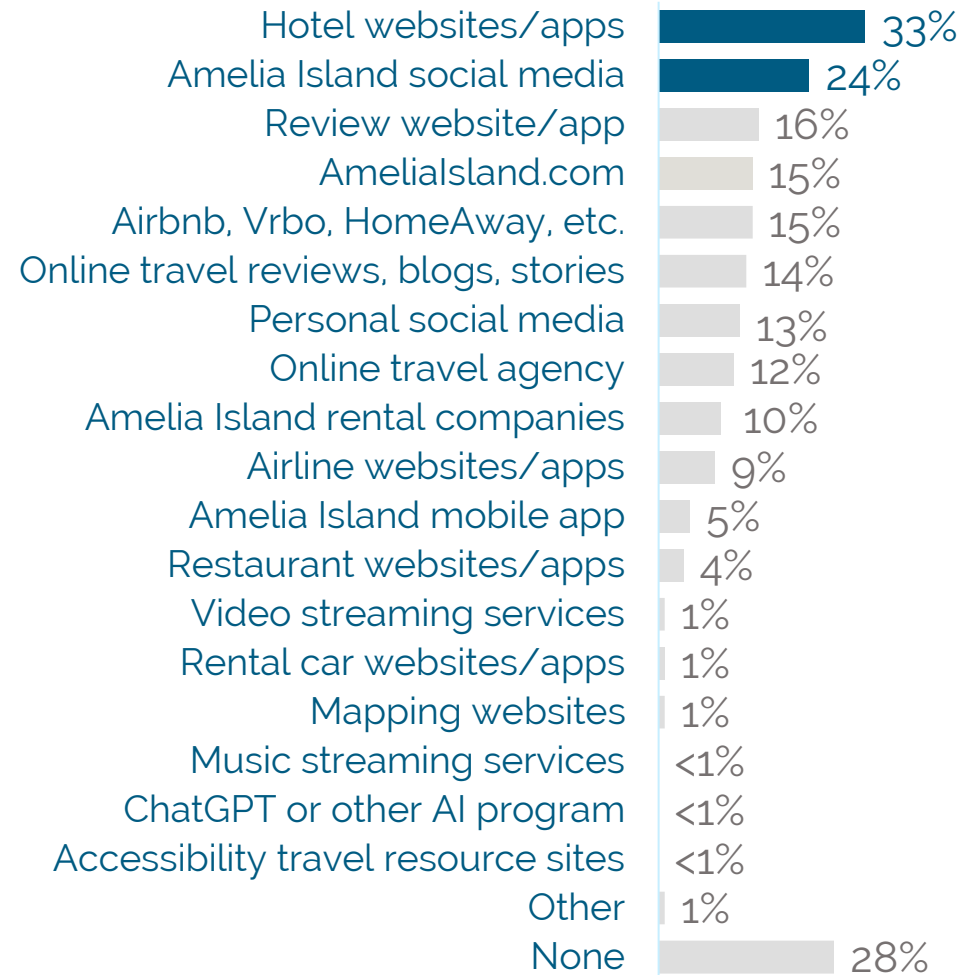
# TRIP BOOKING CYCLE\*

- » Over **3 in 5** leisure visitors booked their trip to the Amelia Island area **a month or less in advance**
- » **1 in 6** booked their trip **3 or more months in advance**
- » On average, leisure visitors booked their trip **24 days** before their arrival
- » Leisure visitors staying in paid accommodations booked **25 days** before their arrival



# ONLINE TRIP PLANNING SOURCES\*

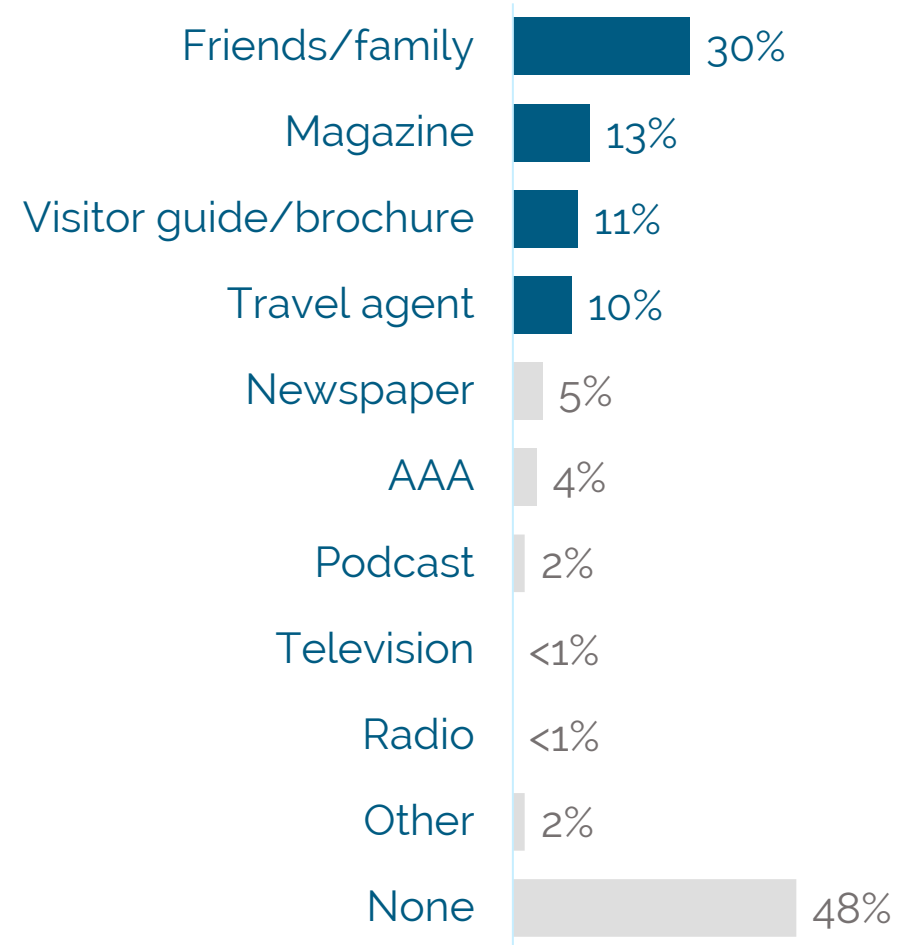
- » Hotel websites/apps were the **number one online planning source** for leisure trips to Amelia Island, used by over **3 in 10** leisure visitors
- » **Amelia Island's social media** was also a strong trip planning source, used by nearly **1 in 4** leisure visitors



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

# OTHER TRIP PLANNING SOURCES\*

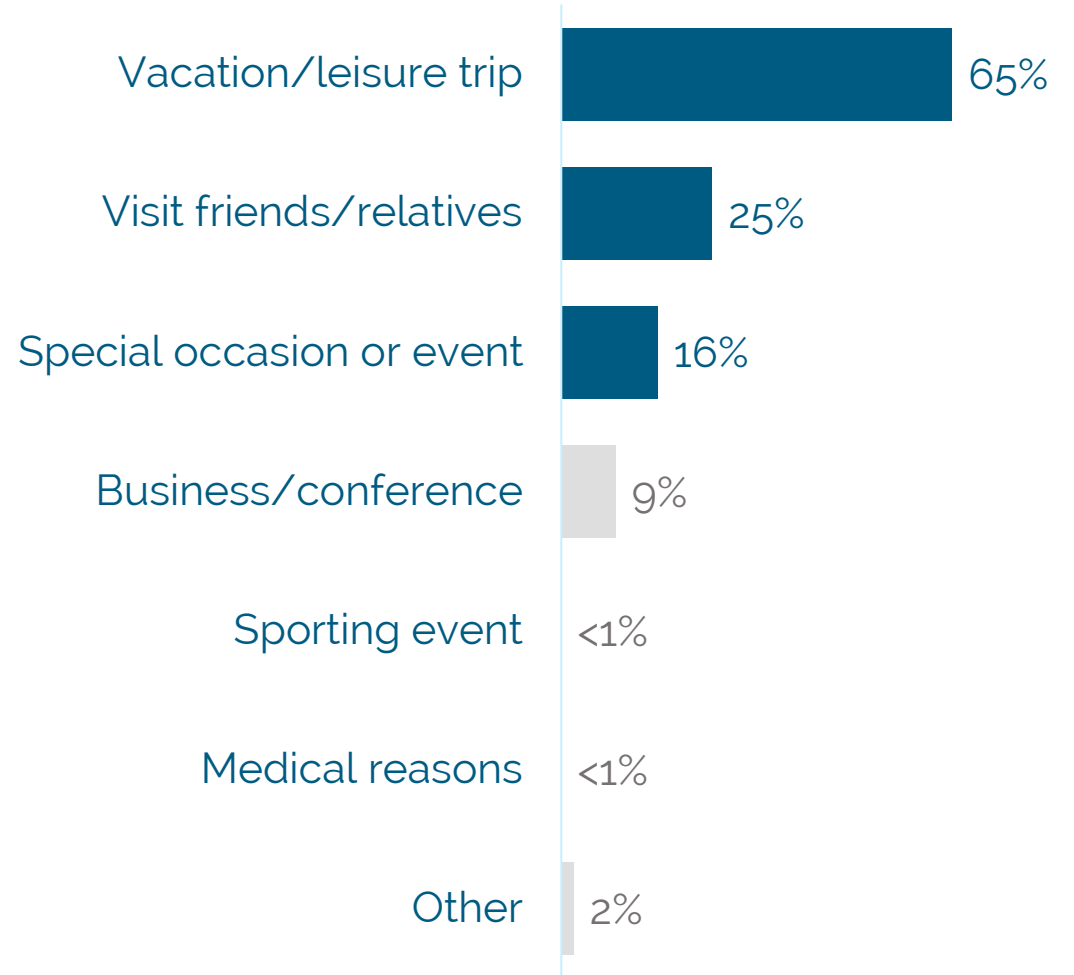
- » **3 in 10** leisure visitors planned their trip to the Amelia Island area by talking to **friends or family**
- » Traditional planning sources such as **magazines** (used by over **1 in 8** leisure visitors) and **visitor guides/brochures** (used by nearly **1 in 8** leisure visitors) were also popular



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

# REASONS FOR VISITING\*

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

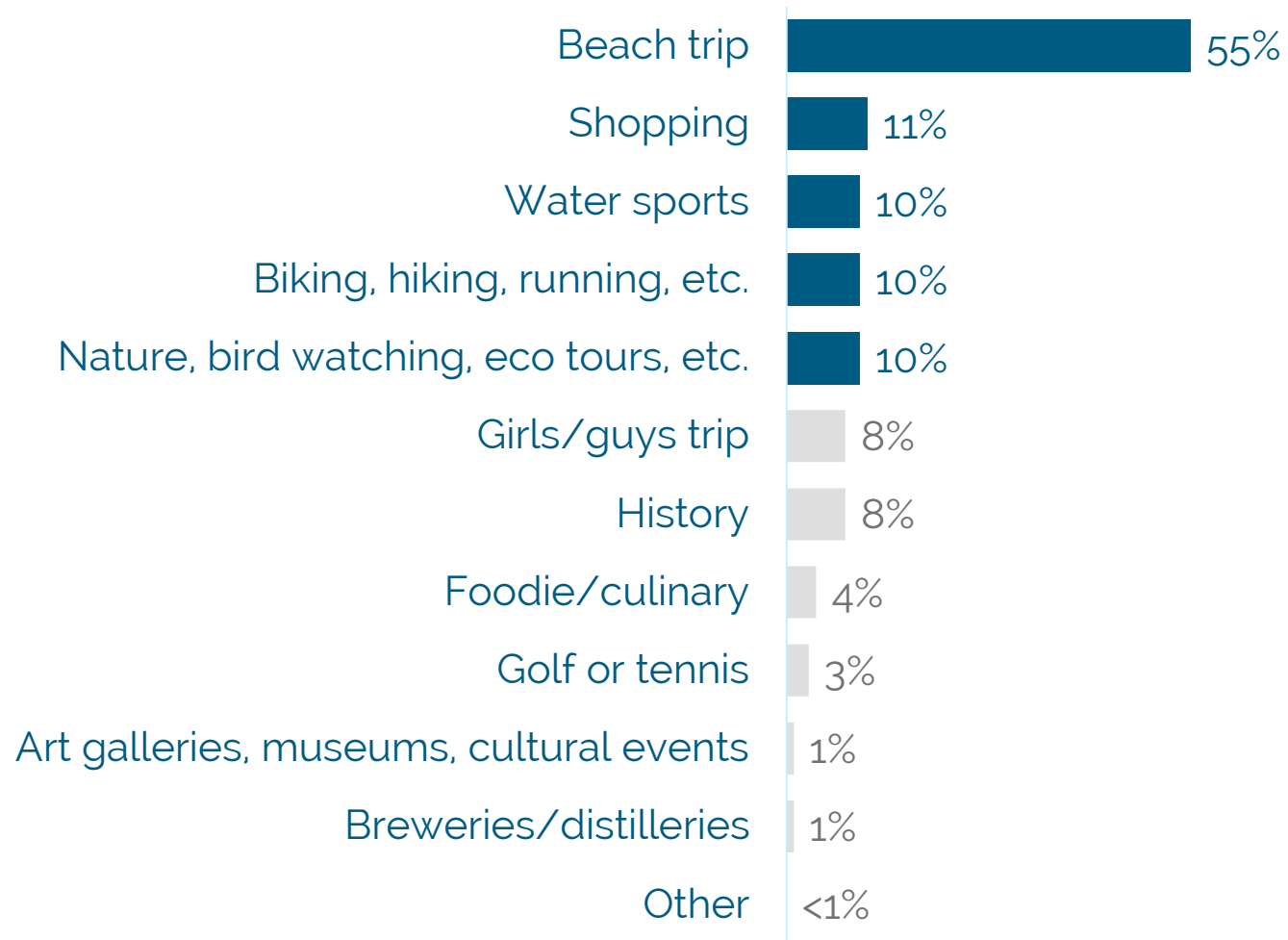


# OPEN-ENDED REASONS FOR VISITING\*



- » “The descriptions we read online made it sound quieter and more peaceful than other beach towns.”
- » “We came for the golf and stayed for the beauty, serenity, and fine dining.”
- » “There is less of a kid and young adult crowd here. It makes for a more chill environment.”
- » “Other beach destinations were 2-3 times more expensive!”
- » “We like the historical attractions here, in addition to the beaches and downtown.”
- » “Family and friends couldn’t recommend it highly enough!”

# TYPE OF VACATION/LEISURE TRIP\*

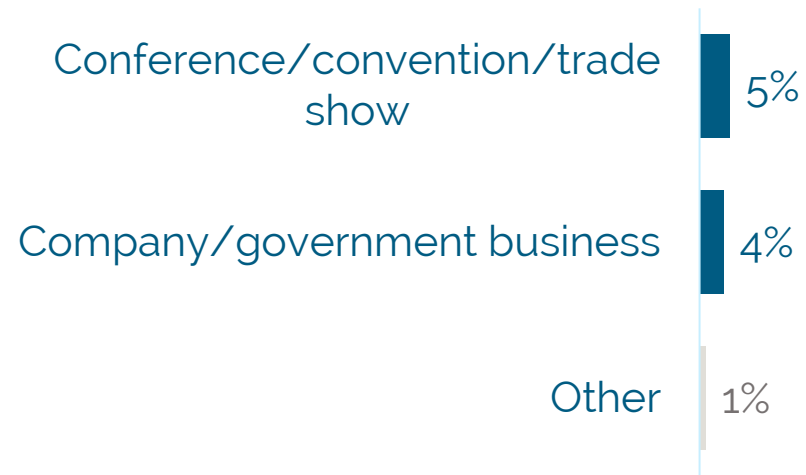


\*Up to 3 responses permitted.  
Based on all visitors traveling for leisure.

# TYPE OF SPECIAL OCCASION OR EVENT\*

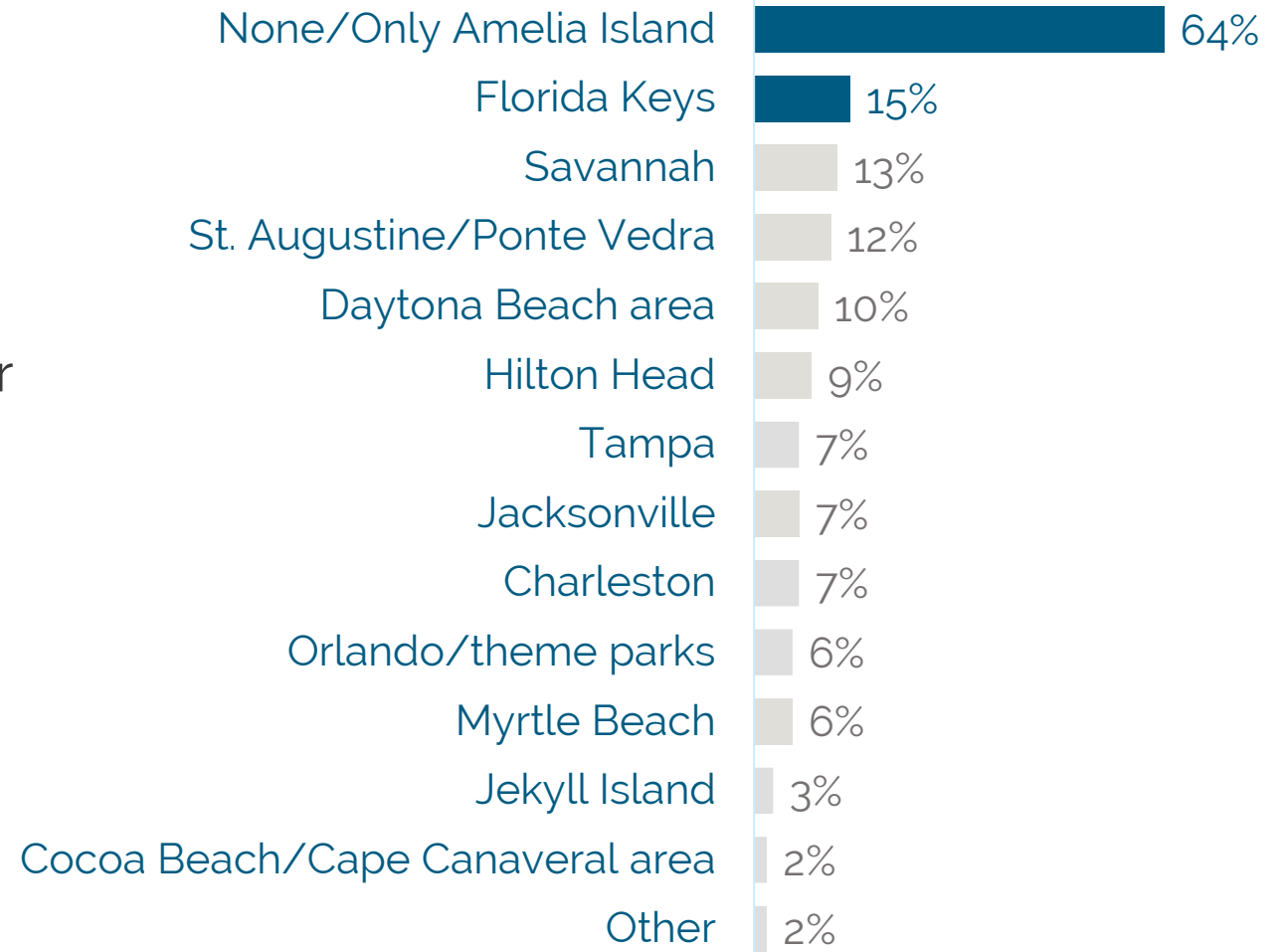


# TYPE OF BUSINESS/CONFERENCE\*



# OTHER DESTINATIONS CONSIDERED\*

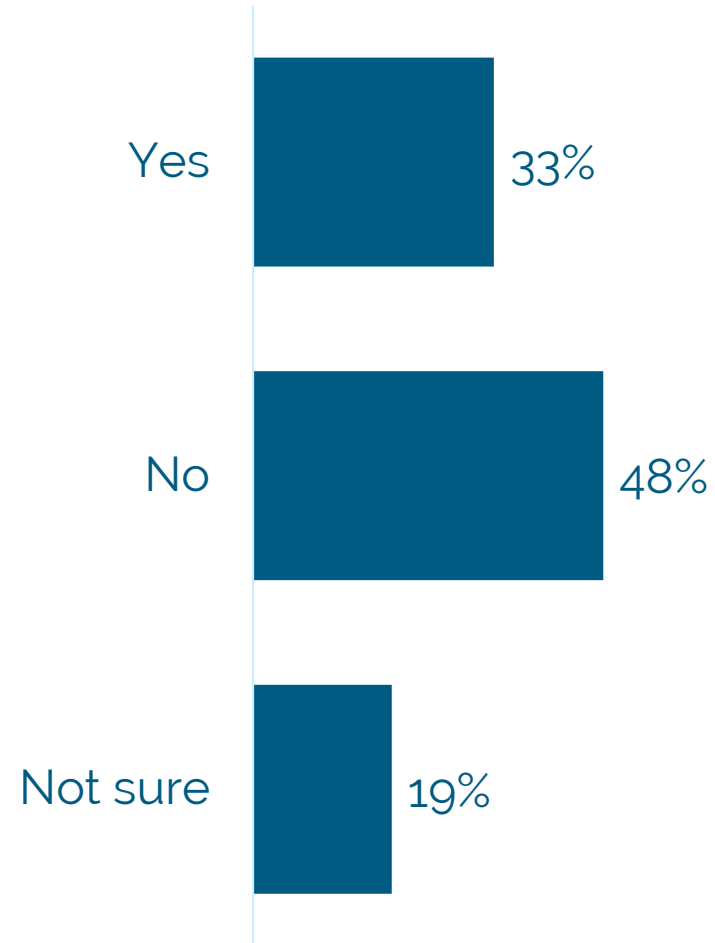
- » Nearly **2 in 3** leisure visitors to the Amelia Island area did not consider visiting any other destinations
- » Nearly **1 in 6** leisure visitors to the area also considered visiting the **Florida Keys**



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

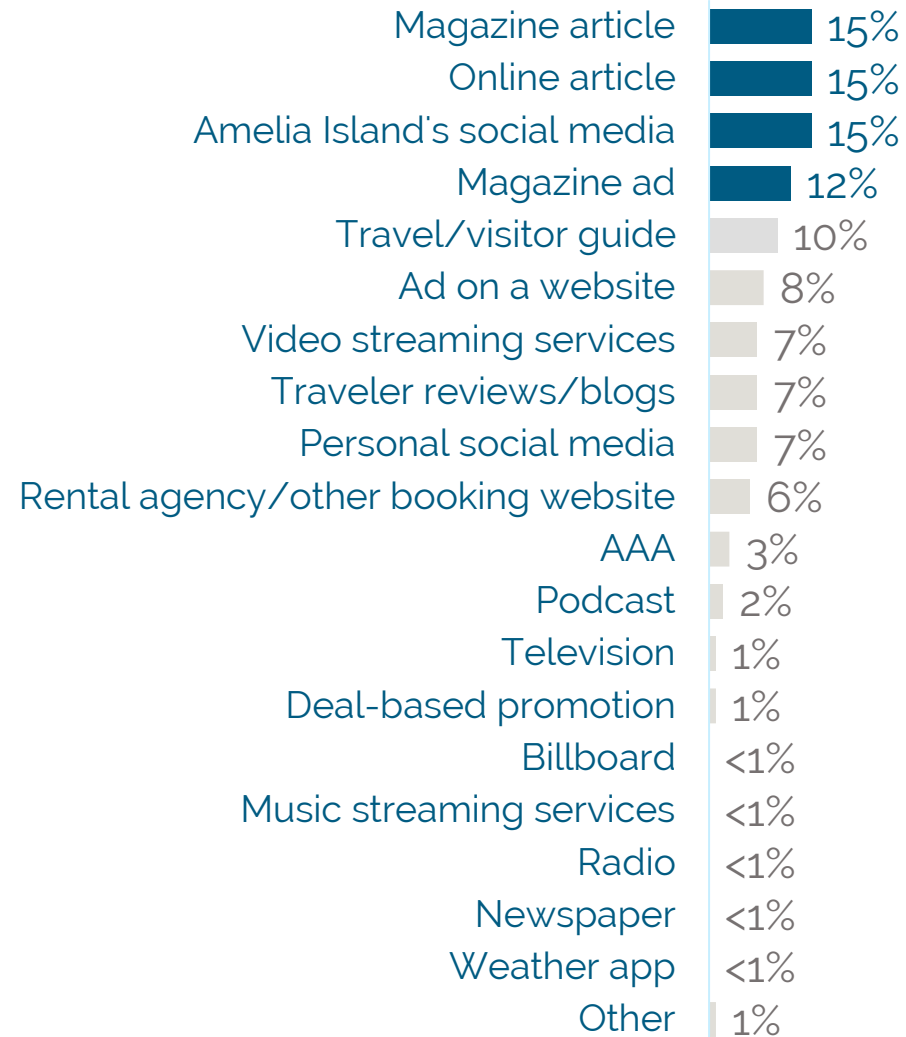
# ADVERTISING RECALL\*

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



# ADVERTISING SOURCES\*

- » Out of **all** leisure visitors, nearly **1 in 6** recalled seeing advertising in a **magazine article**, in an **online article**, or on **Amelia Island's social media**
- » **1 in 8** saw a **magazine advertisement**
- » This information influenced **15%** of **all leisure visitors** to visit the Amelia Island area

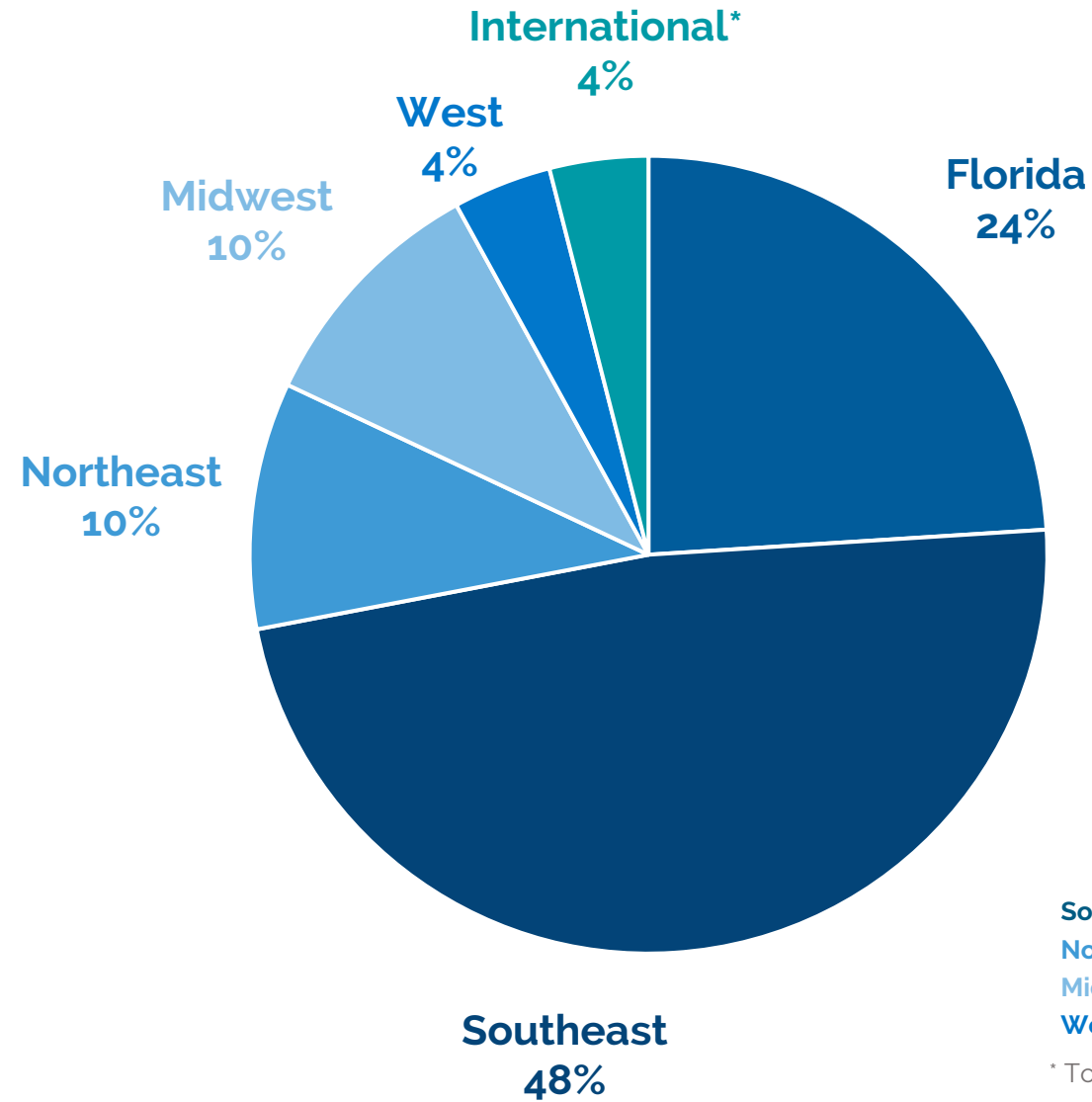


\*Multiple responses permitted.  
Based on all visitors traveling for leisure.

# 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%) and the UK (1%).

# STATE OF ORIGIN

Top States of Origin 2024	
Florida	24%
Georgia	22%
North Carolina	5%
South Carolina	5%
Tennessee	5%
Mississippi	4%
Ohio	3%
Illinois	2%
Maryland	2%
Massachusetts	2%
New Jersey	2%
Texas	2%



# TOP ORIGIN MARKETS

## Top Origin Markets – All Visitors

Jacksonville*	16%
Atlanta**	9%
Nashville**	5%
Charlotte**	4%
Orlando-Daytona Beach-Melbourne	4%
New York**	3%
Tallahassee-Thomasville***	3%
Tampa-St. Petersburg	3%
Boston**	2%
Chattanooga	2%
Savannah	2%
Washington, D.C.-Hagerstown**	2%
West Palm Beach-Ft. Pierce	2%

## Top Origin Markets – Overnight Visitors

Atlanta**	10%
Jacksonville*	10%
Nashville**	6%
Charlotte**	4%
Orlando-Daytona Beach-Melbourne	4%
Boston**	3%
New York**	3%
Tallahassee-Thomasville	3%
Tampa-St. Petersburg	3%
Baltimore**	2%
Chattanooga	2%
Chicago**	2%
Cincinnati**	2%
Columbia, SC	2%
Philadelphia**	2%
Savannah	2%
Washington, D.C.-Hagerstown**	2%
West Palm Beach-Ft. Pierce	2%

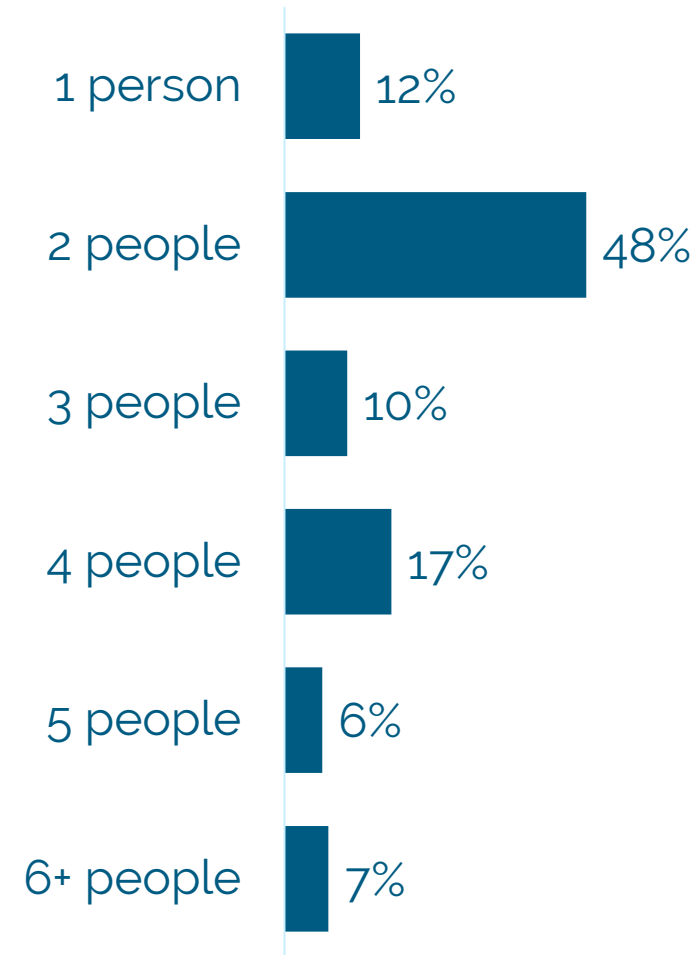
\*Includes Jacksonville, FL and Brunswick, GA.

\*\*Markets with direct flights to Jacksonville International Airport.

\*\*\*Includes counties surrounding Tallahassee, FL and Thomasville, GA.

# TRAVEL PARTY SIZE

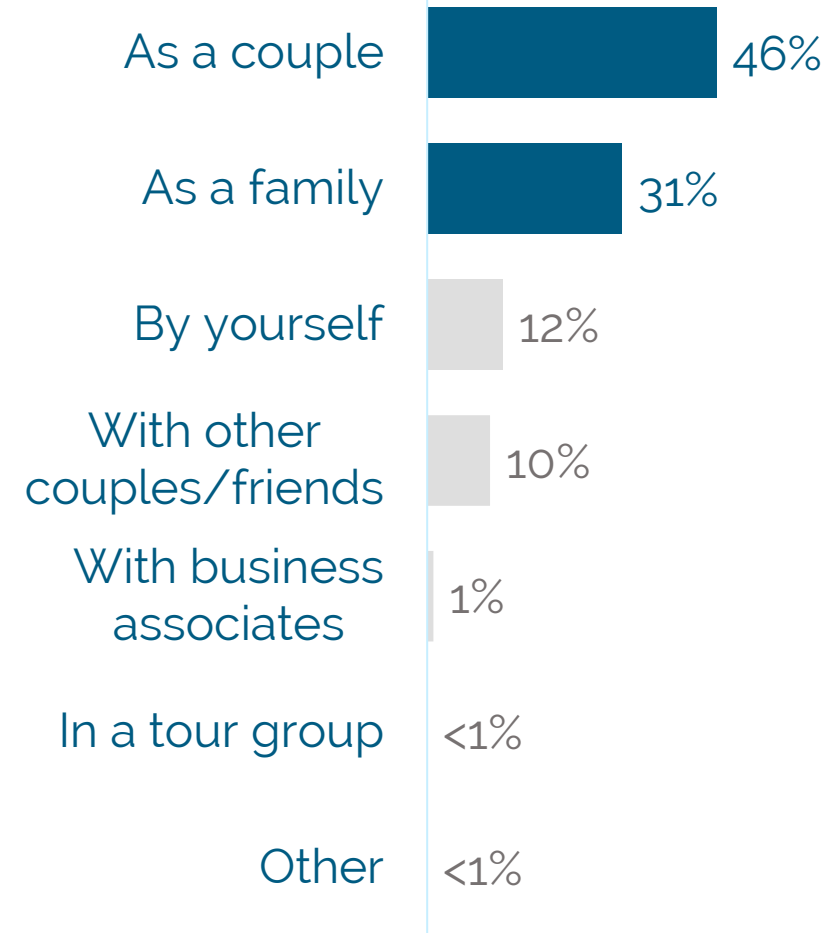
» The typical travel party size was **2.8**



# TRAVEL PARTY TYPE

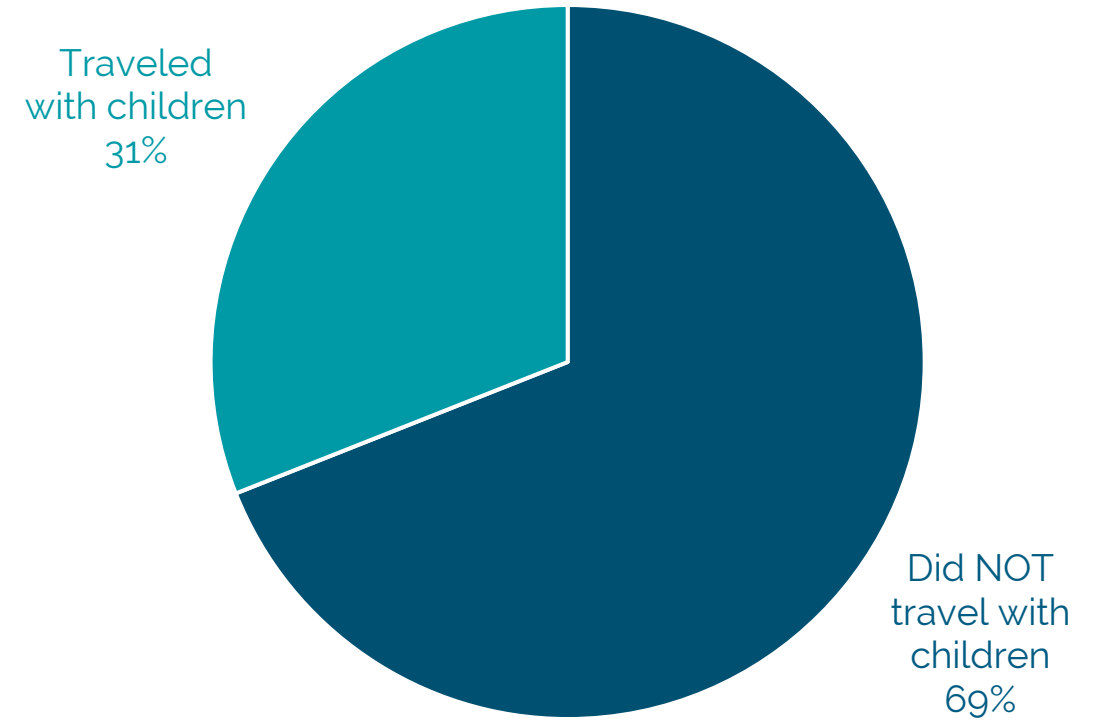
» Nearly **half** of visitors to the Amelia Island area traveled **as a couple**

» Over **3 in 10** visitors traveled **as a family**



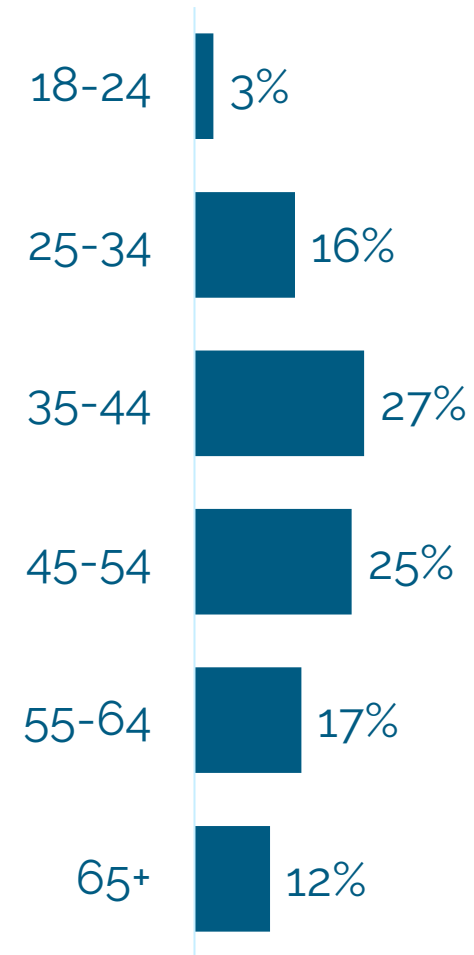
# TRAVELED WITH CHILDREN

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



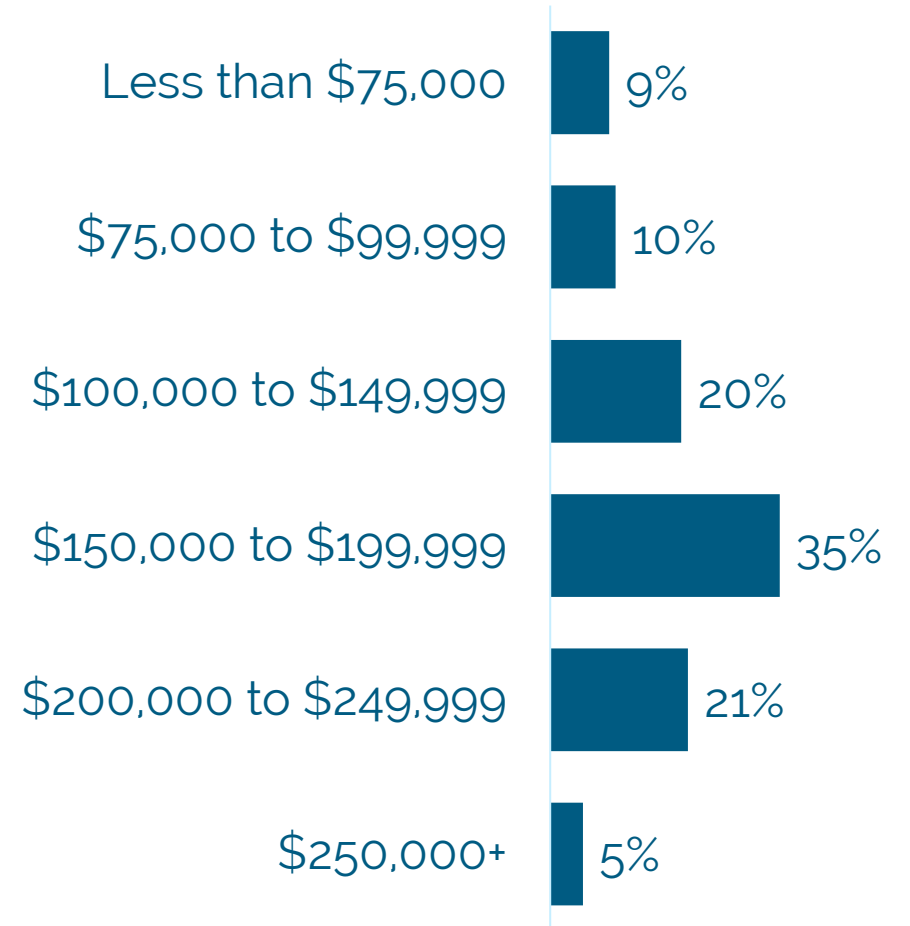
# AGE

» The median age of visitors to the Amelia Island area was **47**



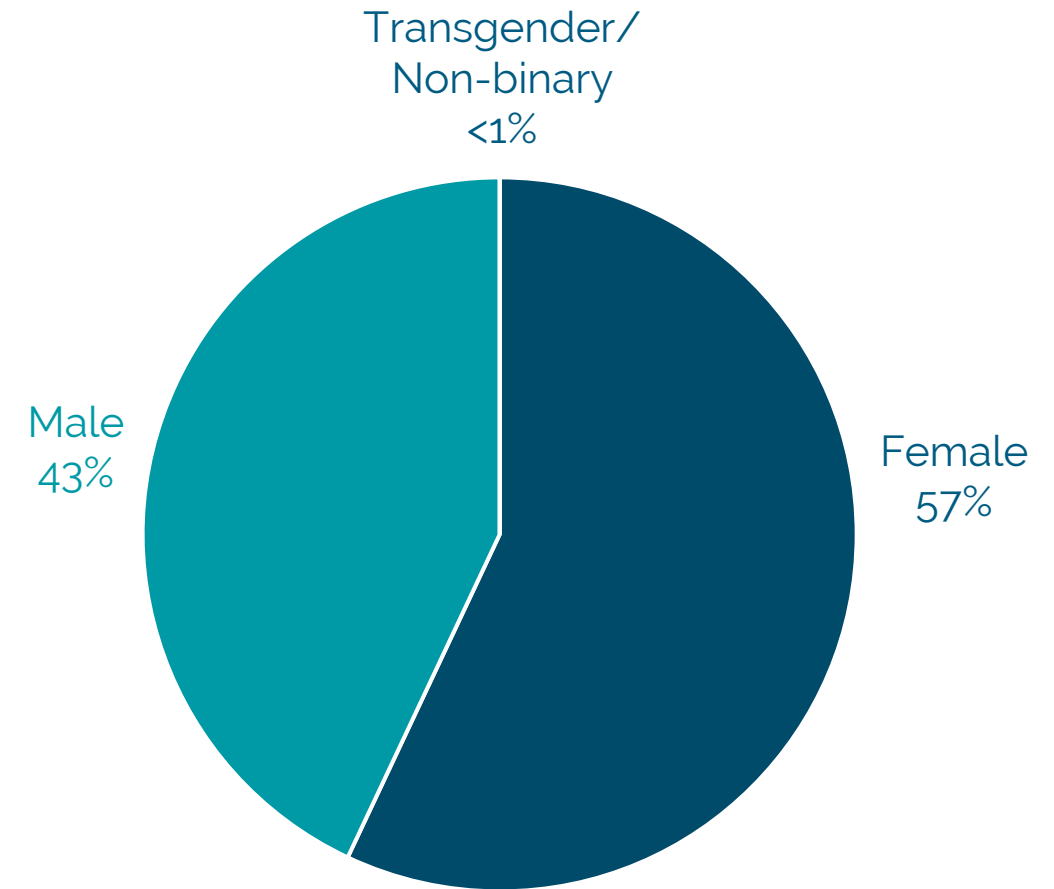
# HOUSEHOLD INCOME

- » Visitors to the Amelia Island area had a median annual household income of **\$164,700**
- » Over **3 in 5** visitors had household incomes over **\$150,000**



# GENDER

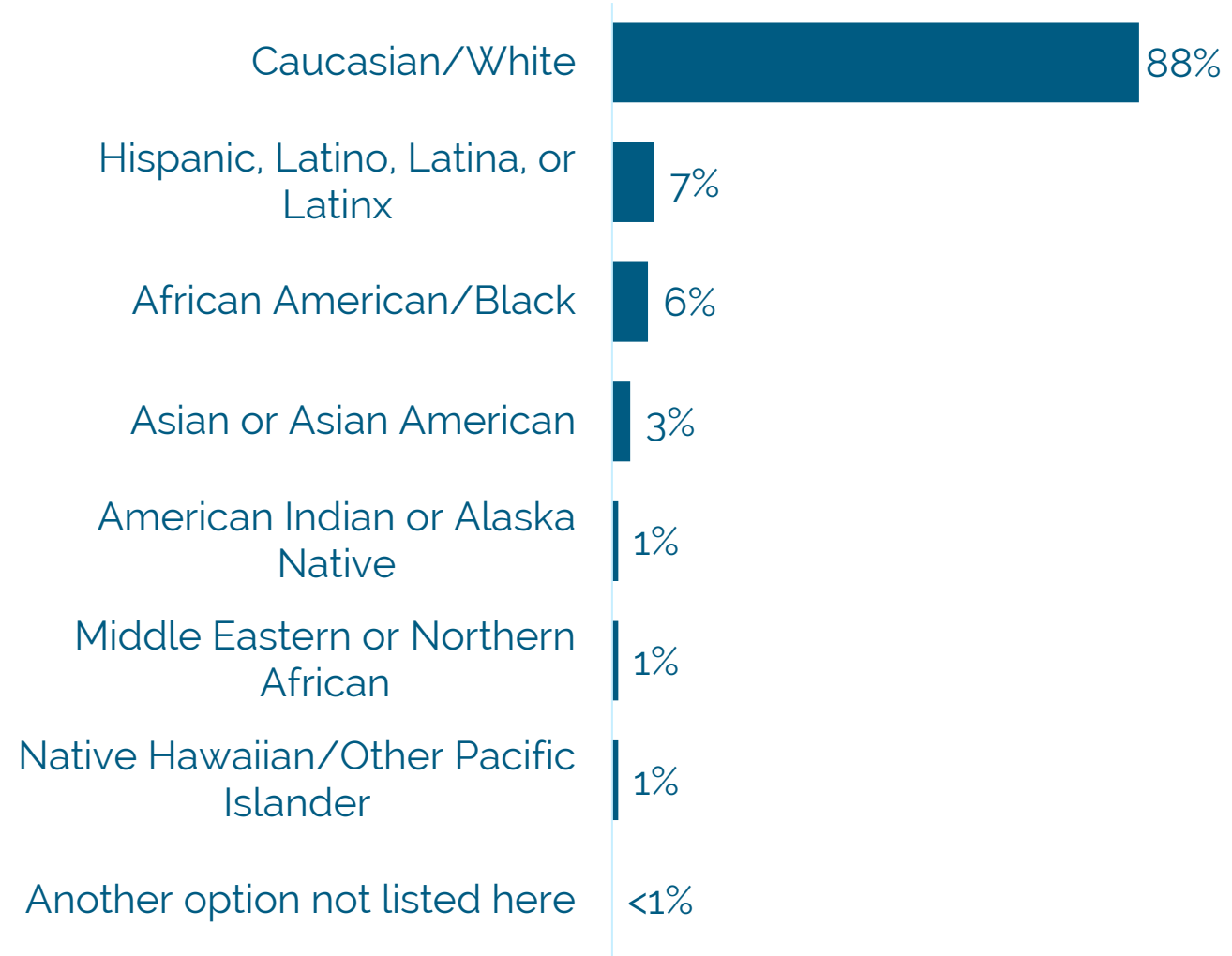
» **57%** of visitors interviewed were **female**\*



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

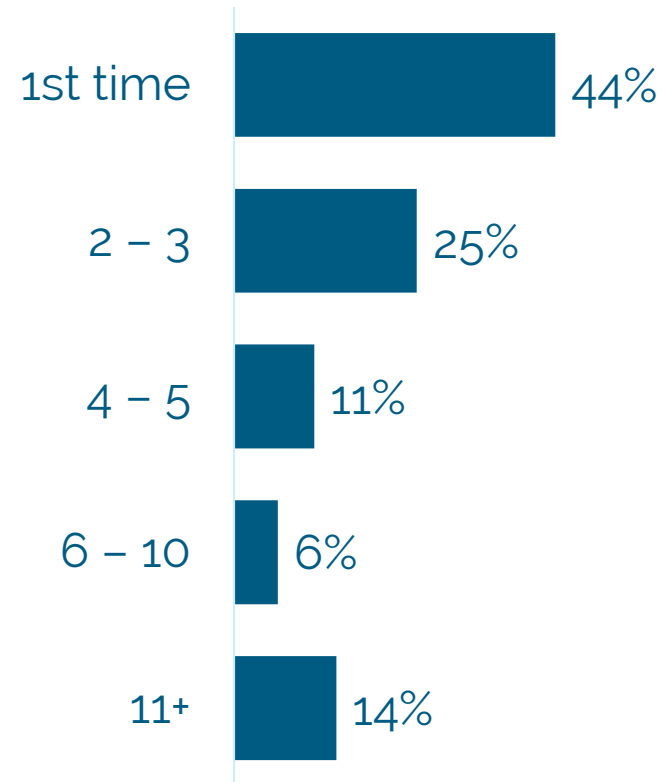
# RACE\*

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



# NEW & RETURNING VISITORS

- » Over **2 in 5** visitors said **this was their first time visiting** the Amelia Island area
- » Nearly **1 in 8** visitors were loyalists, having visited **over 10 times**

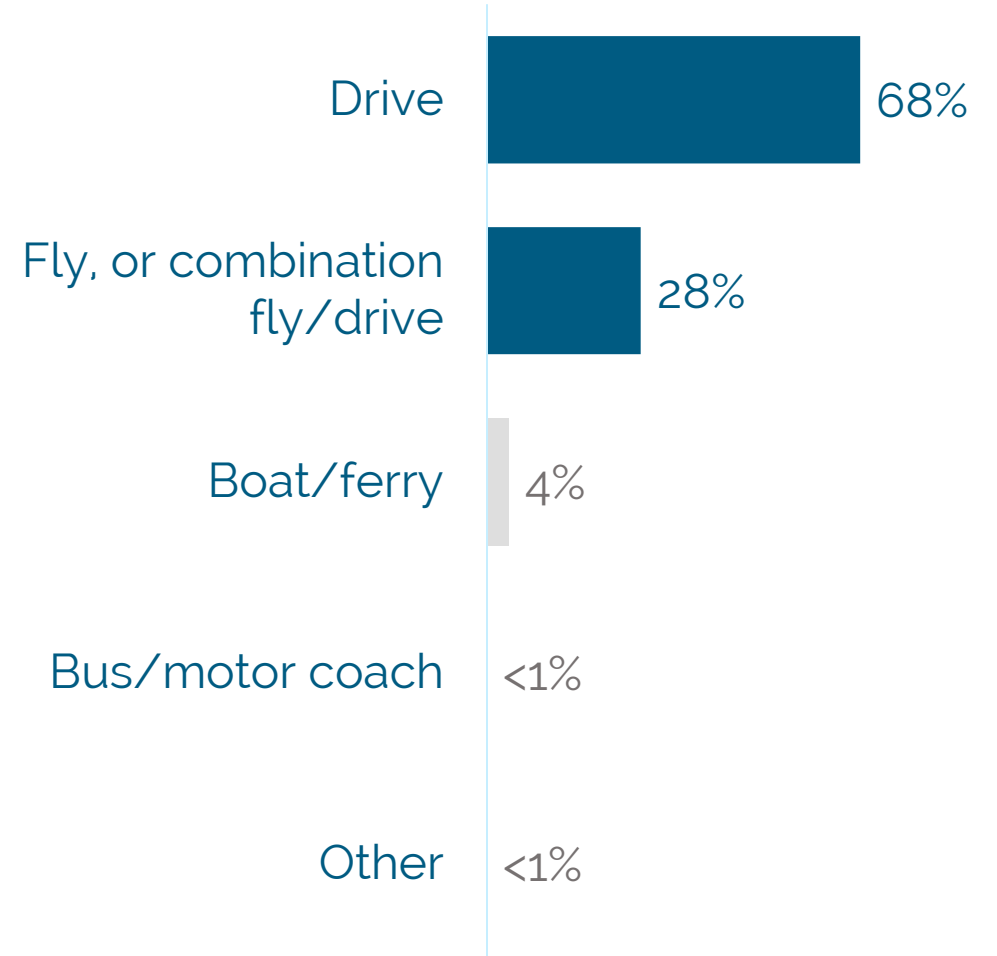


# VISITOR JOURNEY: TRIP EXPERIENCE



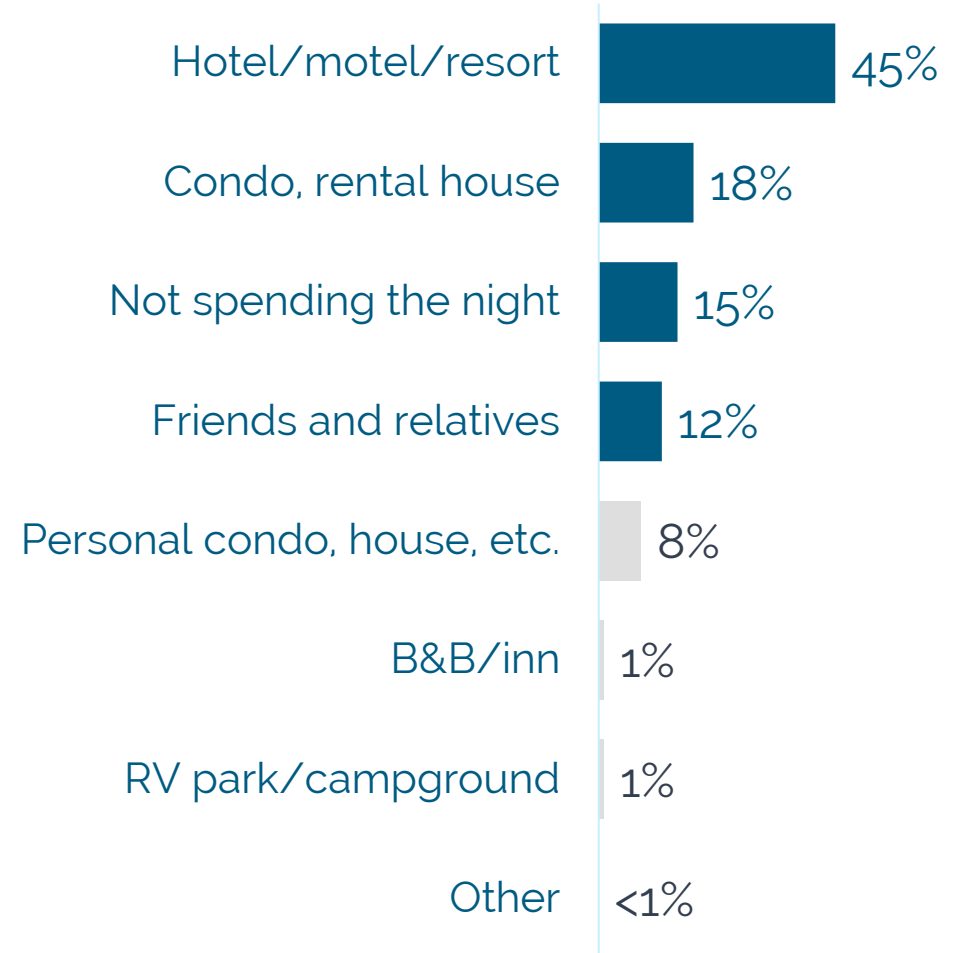
# TRANSPORTATION

- » Nearly **7 in 10** visitors **drove** to the Amelia Island area
- » **90%** of visitors who flew to the area used the **Jacksonville International Airport** (**25%** of all visitors)



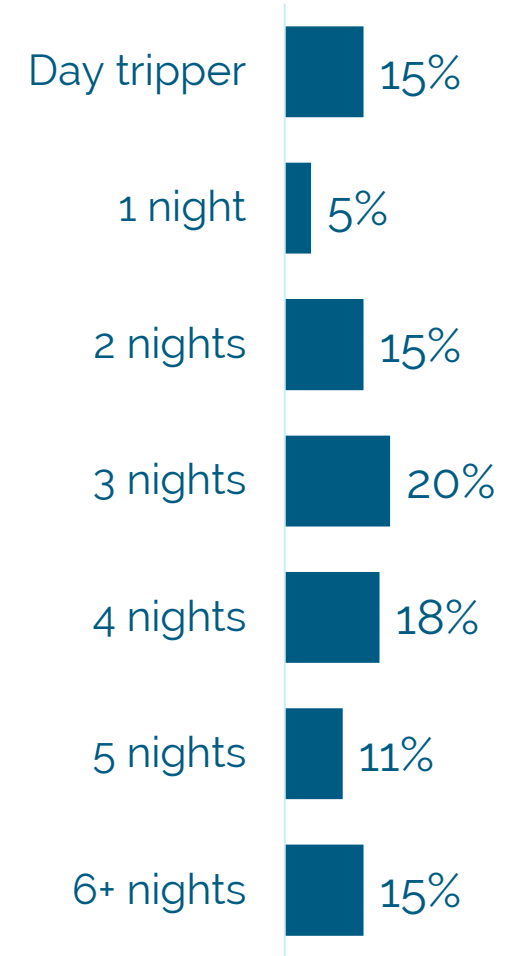
# ACCOMMODATIONS

- » Nearly **half** of visitors stayed overnight in a **hotel, motel, or resort**
- » Nearly **1 in 6** stayed at a **condo or rental house**
- » Nearly **1 in 6** did not stay overnight
- » **1 in 8** stayed with **friends and relatives**



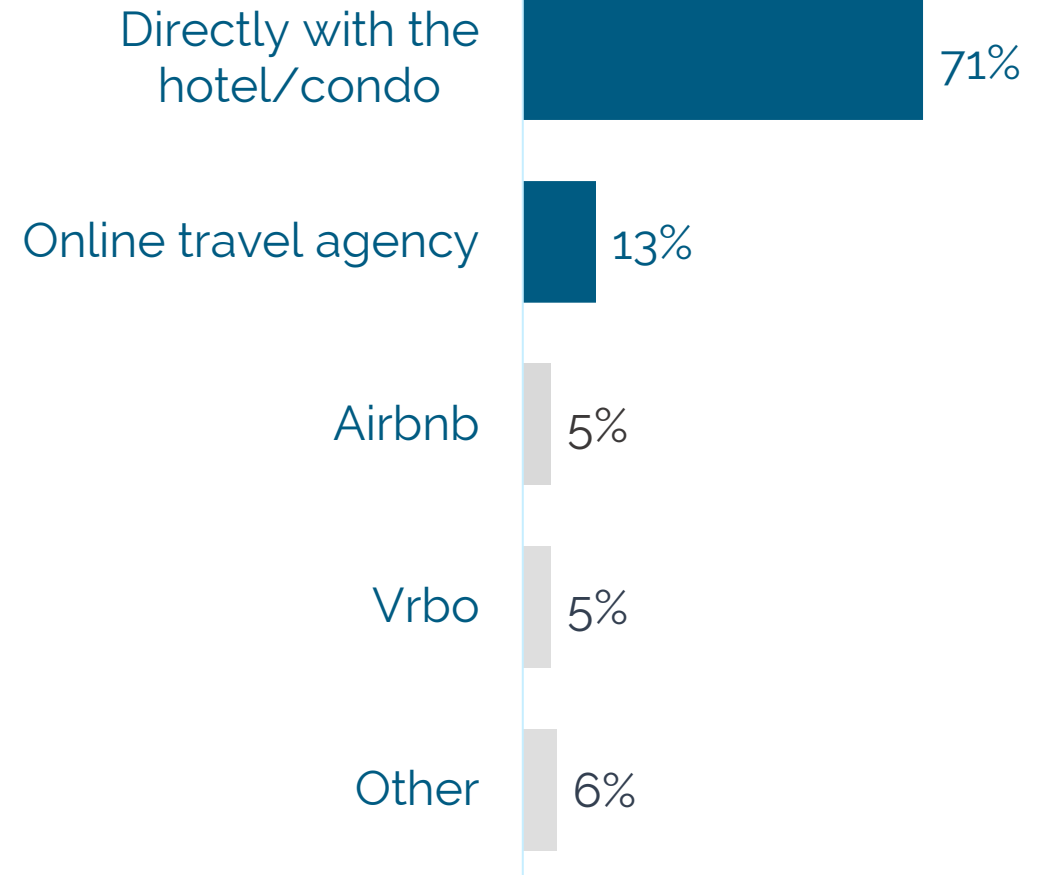
# NIGHTS STAYED

- » Typical visitors stayed **3.8 nights** in the Amelia Island area
- » Typical visitors staying in paid accommodations stayed **4.0 nights** in the Amelia Island area



# ACCOMMODATION BOOKING

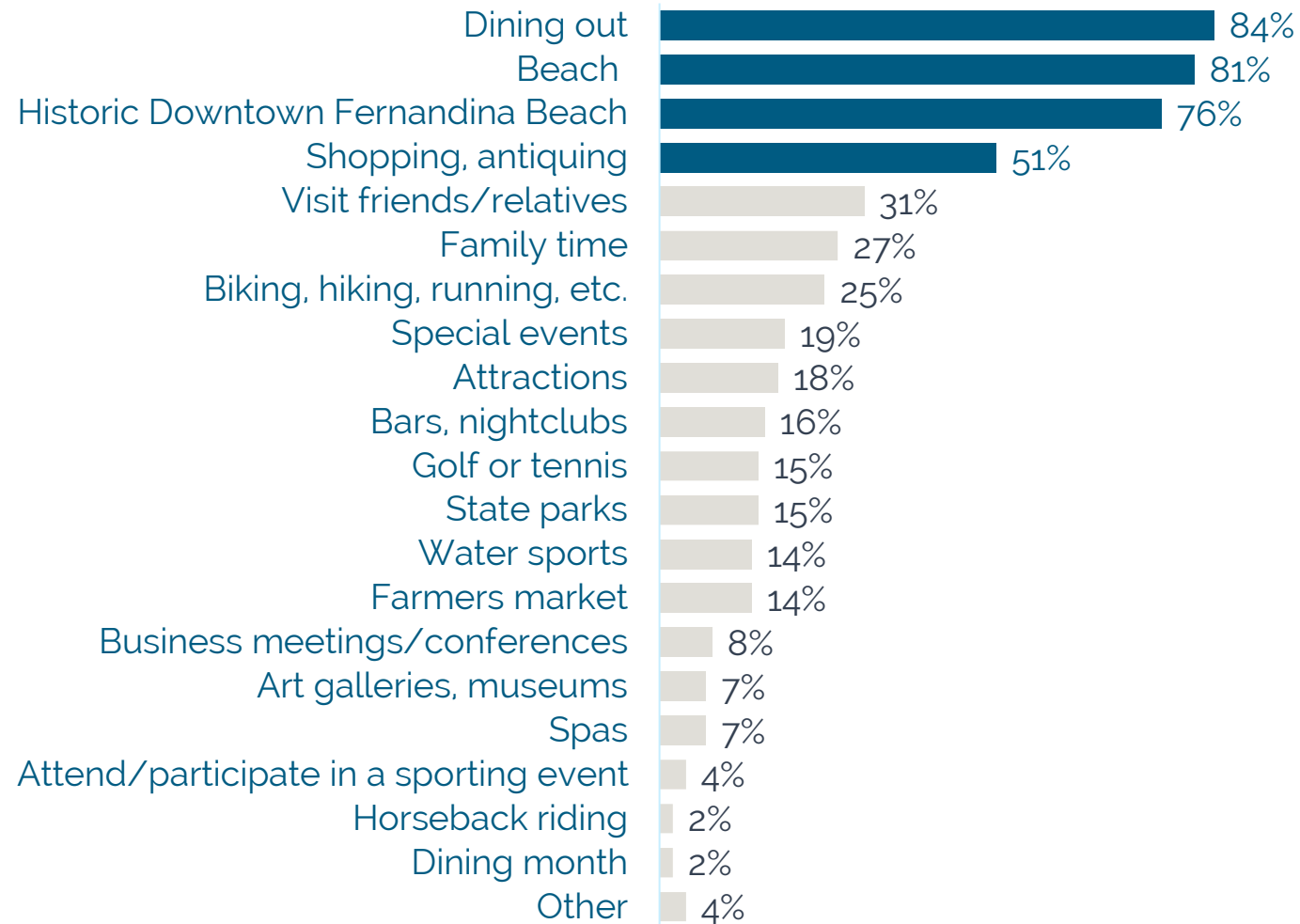
- » Nearly **3 in 5** visitors booked their trip to the Amelia Island area **directly with the hotel/condo**
- » Over **1 in 8** visitors booked through **an online travel agency**



# VISITOR ACTIVITIES\*

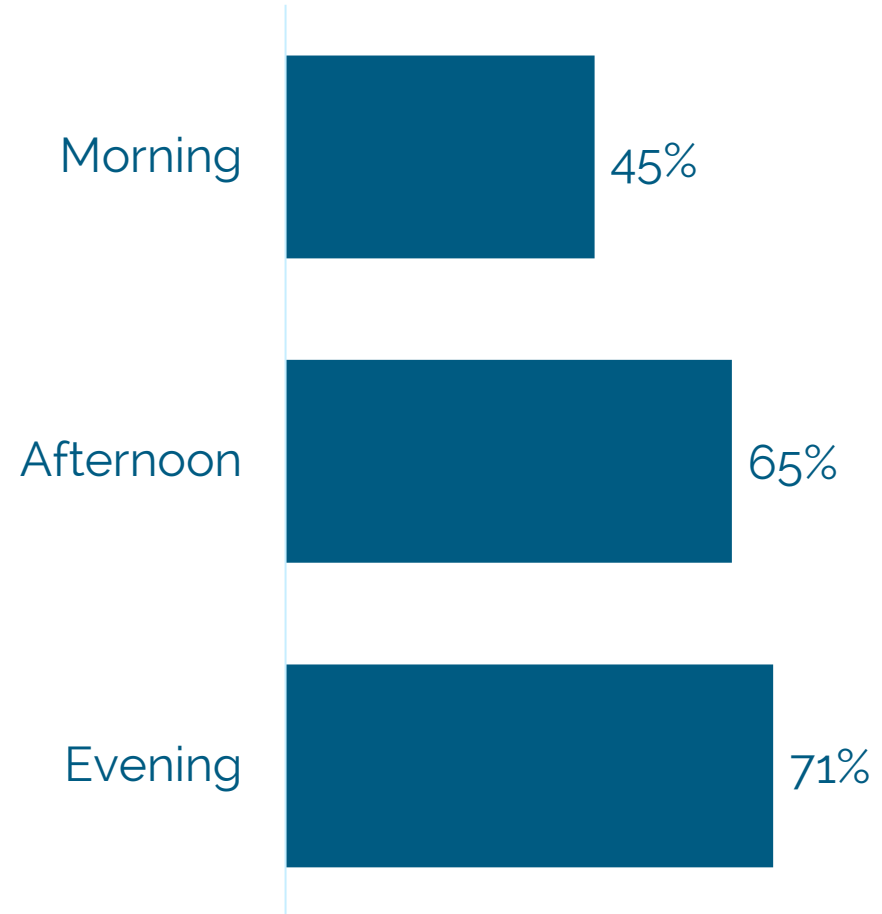
» Top activities enjoyed by visitors this quarter included:

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



# VISITING HISTORIC DOWNTOWN\*

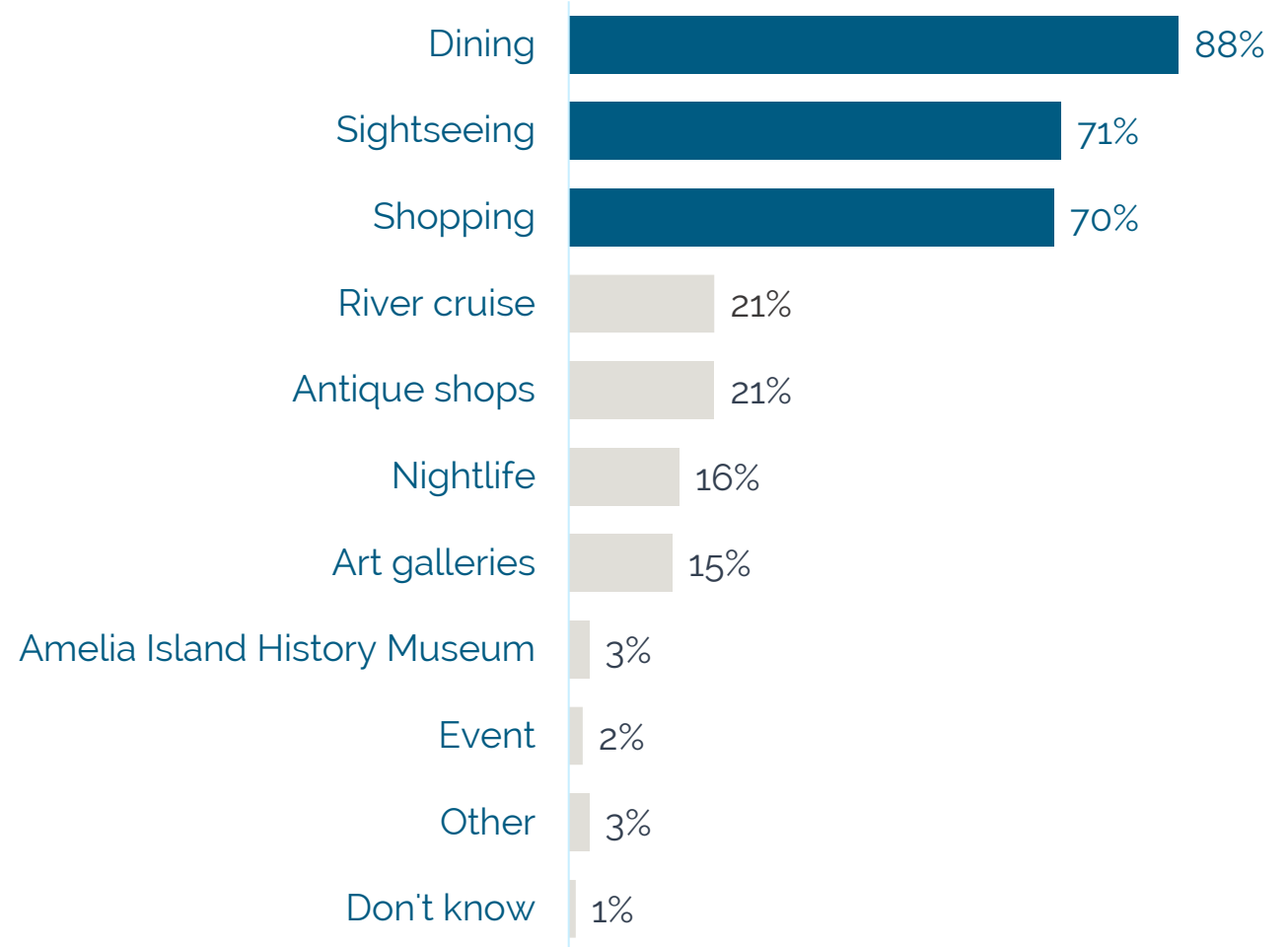
- » Those who visited **Historic Downtown Fernandina Beach** did so an average of **2.2 times** during their stay
- » Over **7 in 10** visited during the **evening**



\*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**
- » Around **7 in 10** go to the area to **sightsee** or to **shop**



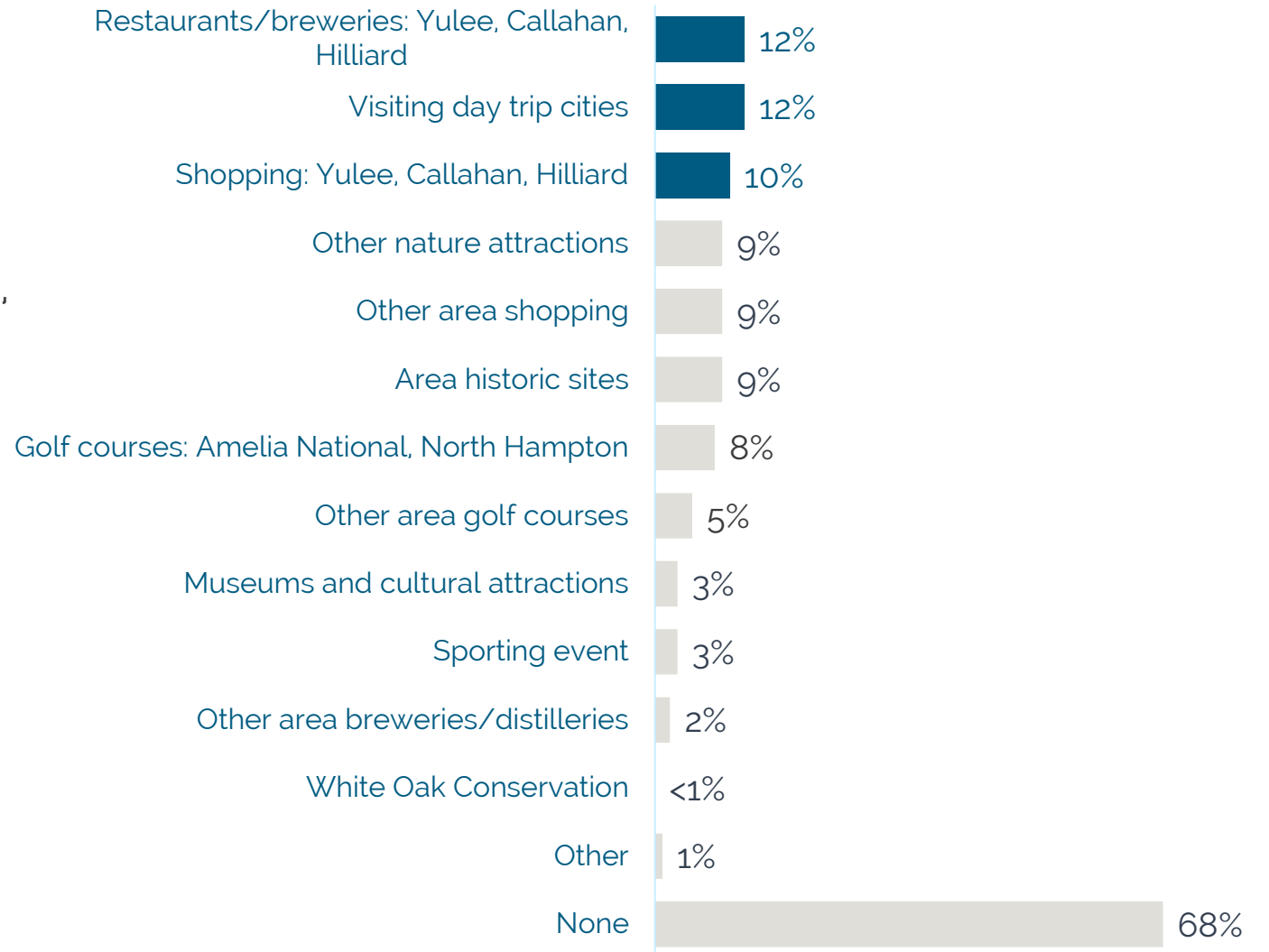
# AREAS FOR IMPROVEMENT: DOWNTOWN\*



- » More public parking, particularly at night
- » More directional signs
- » More activities for children
- » More public restrooms
- » More benches and picnic tables, particularly along the waterfront
- » More water fill stations
- » However, visitors love the architecture, the flowers, the benches honoring loved ones, and the dog friendliness.

# OFF-ISLAND ACTIVITIES\*

- » **1 in 8** visitors to Amelia Island also visit **restaurants** and **breweries** in Yulee, Callahan, or Hilliard
- » Another **1 in 8** visit day trip cities in the area
- » Nearly **7 in 10** Amelia Island visitors do not engage in any activities off-island



\*Multiple responses permitted.

# TRAVEL PARTY SPENDING

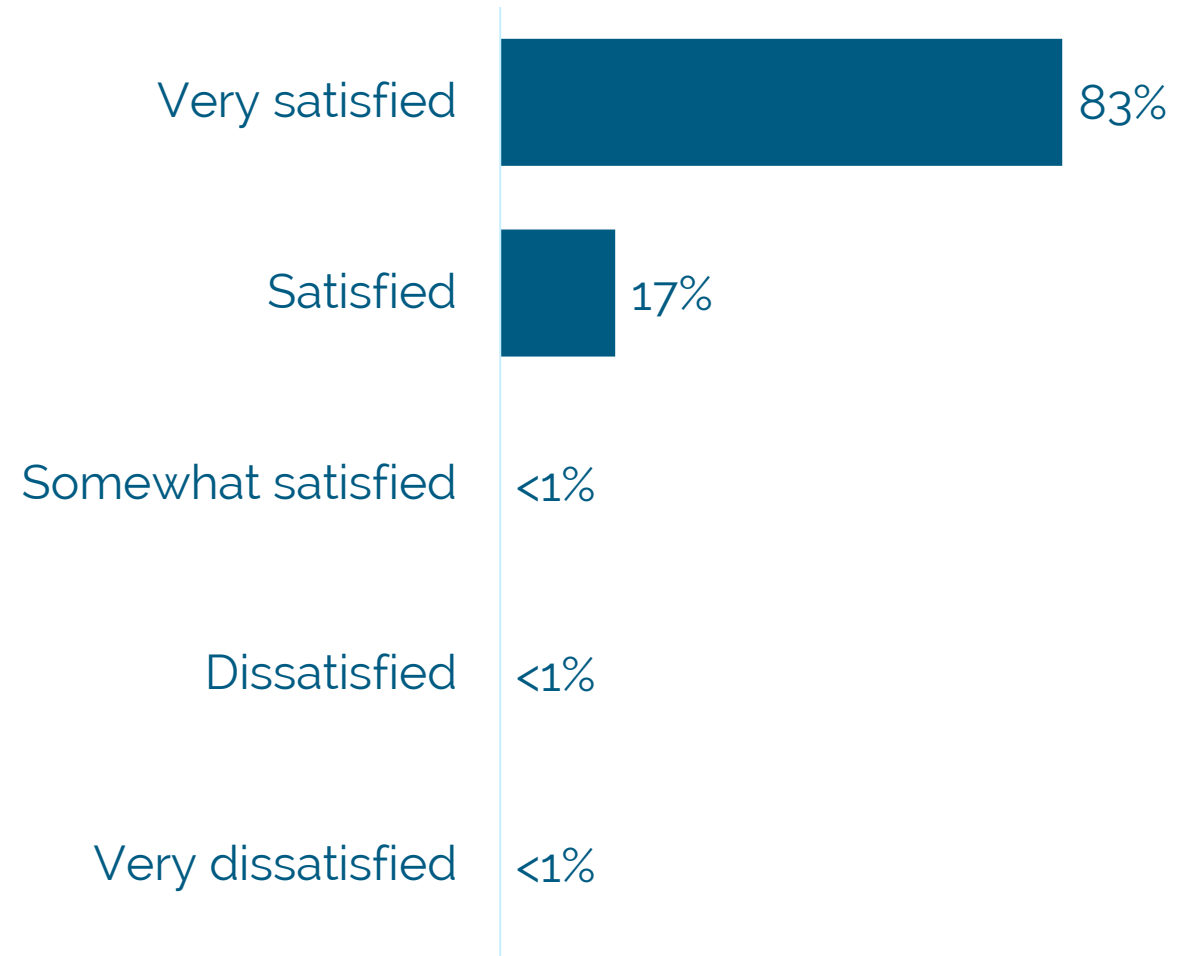
	Daily Spending	Total Spending
Accommodations	\$207	\$787
Restaurants	\$153	\$581
Groceries	\$34	\$129
Shopping	\$91	\$346
Activities & attractions	\$53	\$201
Transportation	\$38	\$144
Other	\$16	\$61
<b>Total</b>	<b>\$592</b>	<b>\$2,250</b>

# VISITOR JOURNEY: POST-TRIP



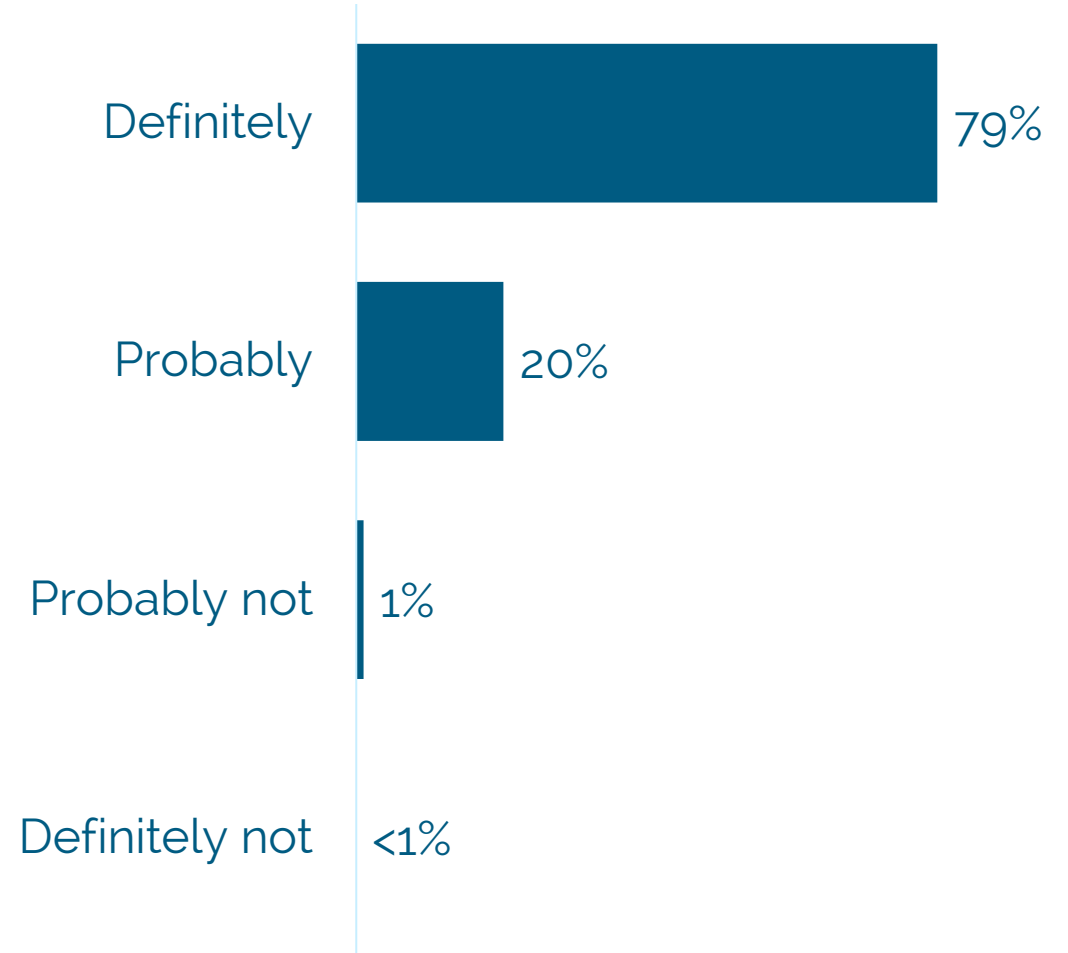
# VISITOR SATISFACTION

- » Nearly **all** visitors were **satisfied** with their trip to Amelia Island
- » **5 in 6** visitors were **very satisfied** with their trip to Amelia Island



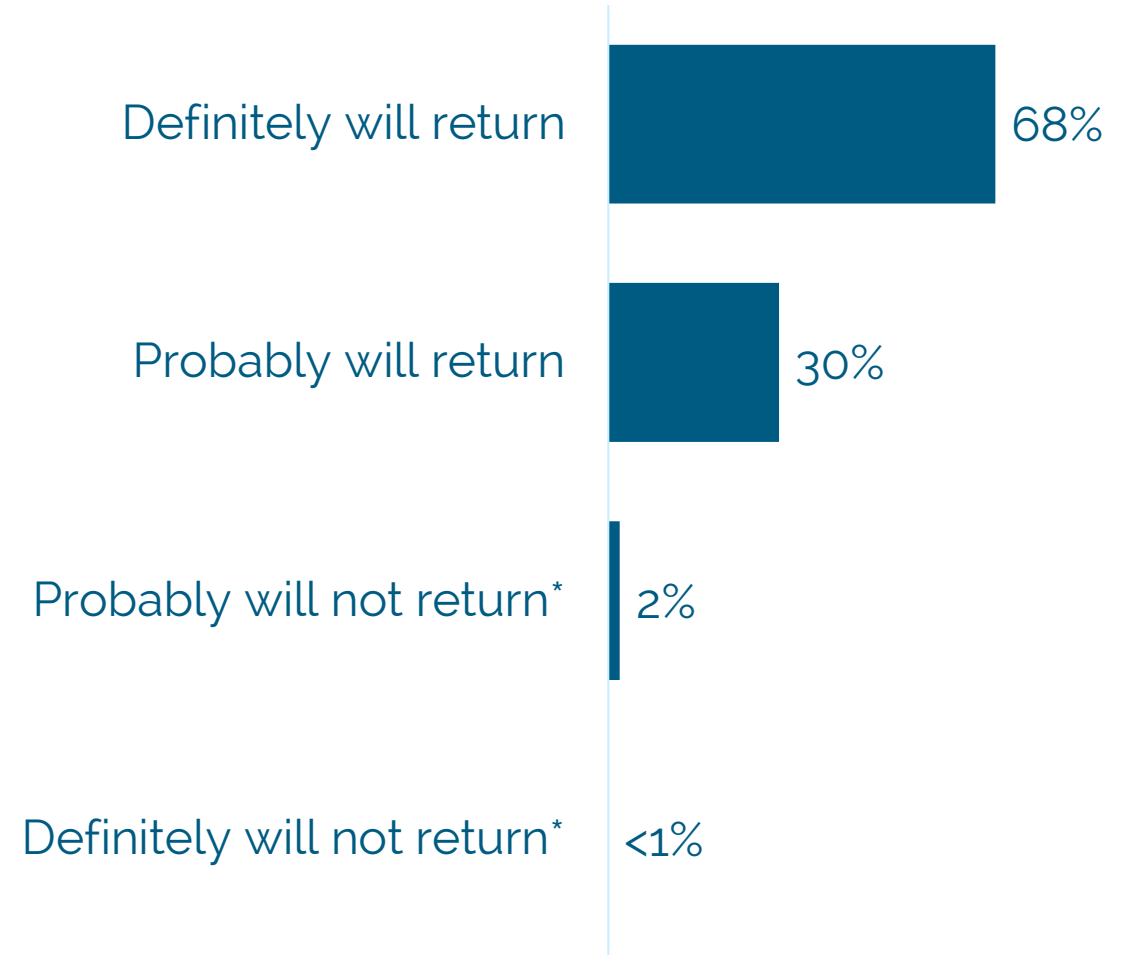
# RECOMMENDATION

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



# LIKELIHOOD OF RETURNING

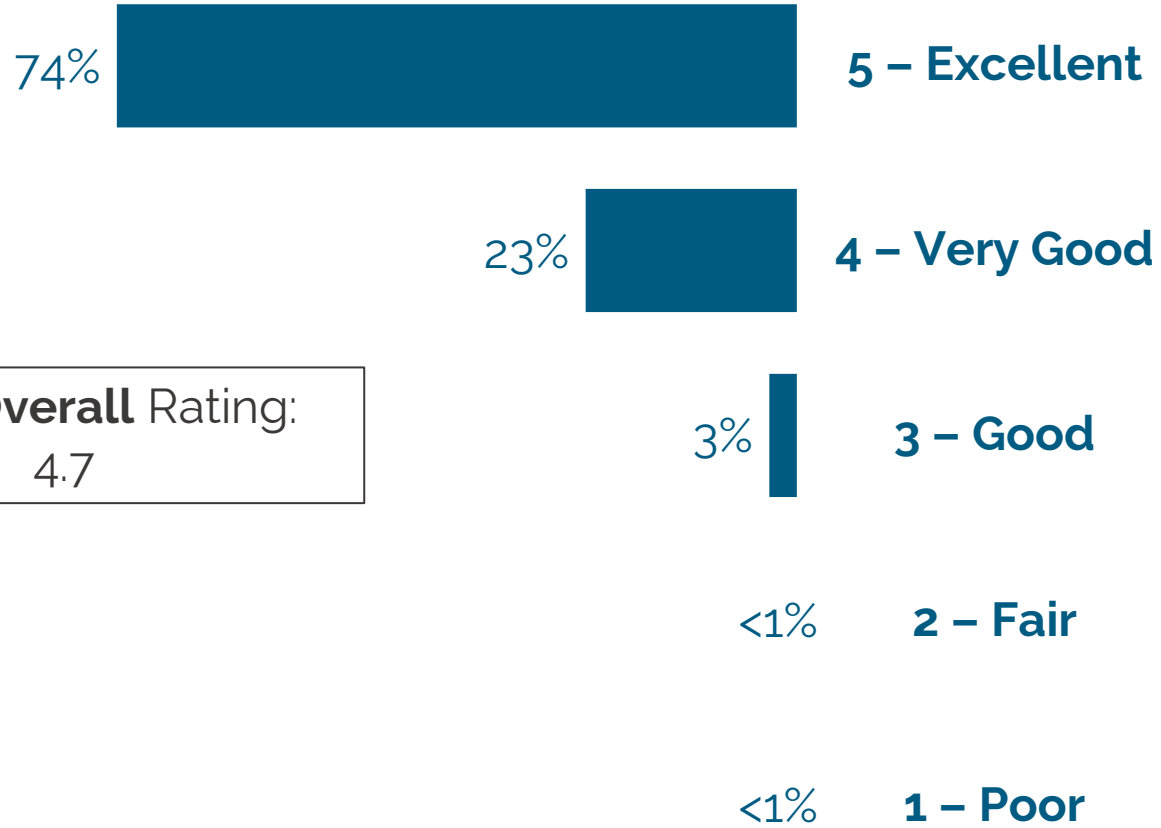
- » **98%** of visitors **will return** to the Amelia Island area
- » Nearly **7 in 10** visitors will **definitely return** to the Amelia Island area
- » The most frequently stated reasons for not returning were a preference for **variety** in vacation spots and difficulties with **parking**



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

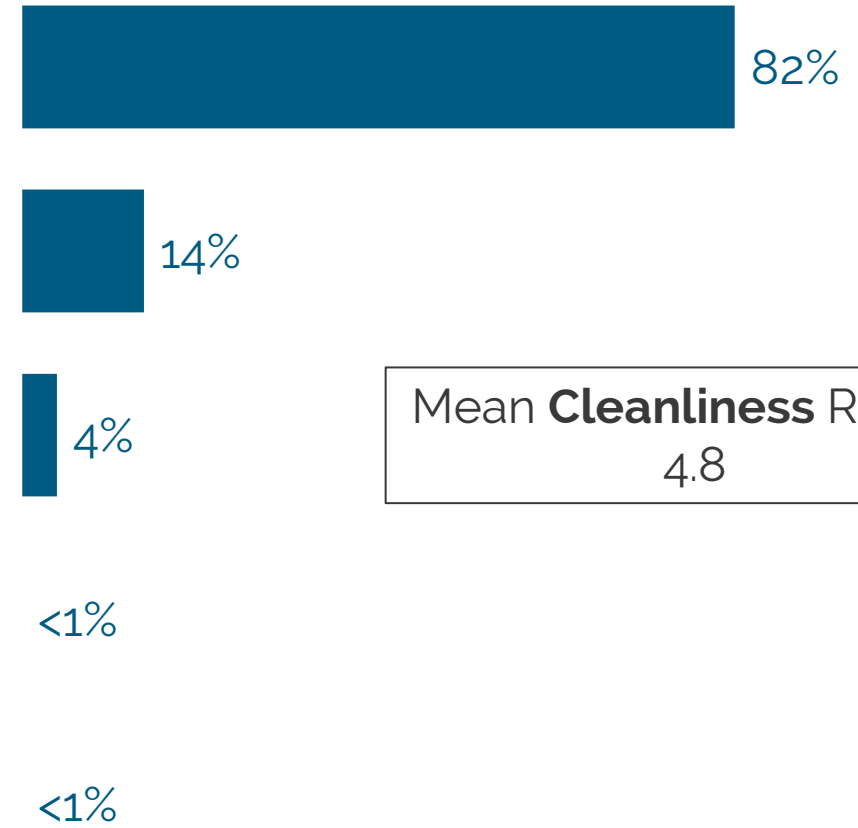
# BEACH RATINGS

## Overall Beach Rating



Mean **Overall** Rating:  
4.7

## Beach Cleanliness Rating



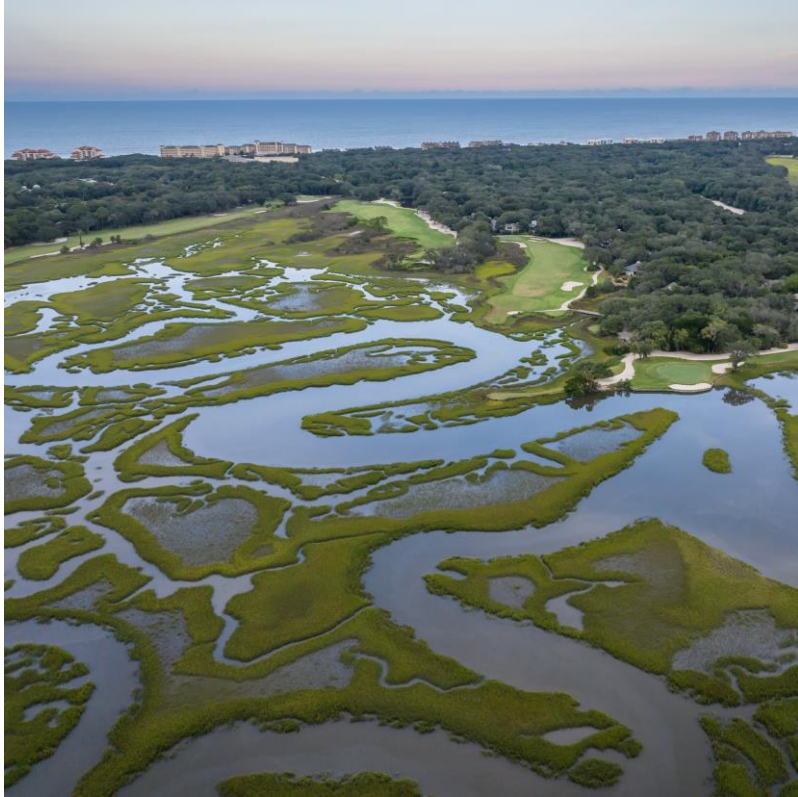
Mean **Cleanliness** Rating:  
4.8

# AREA DESCRIPTIONS\*



- » “With the beautiful ocean views and great dining, this place is a sanctuary. An oasis for all ages!”
- » “Amelia Island is perfect for both business and leisure travel – there’s plenty for the family to do while you’re in meetings.”
- » “There are so many opportunities to be active: water sports, walking and biking paths, golfing, and of course, swimming!”
- » “Chill and charming with a classic old Florida feel. We always feel very safe here.”
- » “Everyone is so friendly! You won’t find better customer service.”
- » “Shopping, spas, and bars: the perfect girls’ trip.”
- » “There is a gorgeous restored downtown with centuries-old buildings. The architecture! The dining! The flowers!”
- » “The atmosphere is tranquil and the scenery is picturesque. We didn’t want to leave.”

\*Open-ended responses. Multiple responses permitted.



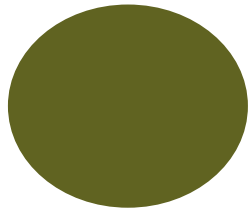
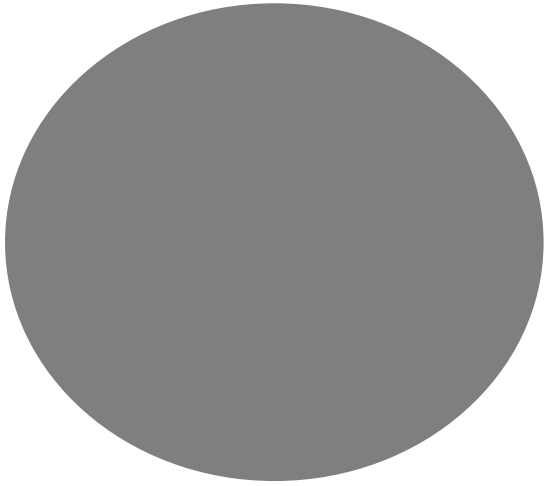
## Visitor Tracking Study

- » Interviews were completed with **504 visitors** in person at events, the beach, The Shops at The Omni, downtown, and online, between **July 1, 2024, and September 30, 2024.**

# Amelia Island CVB

## Visitor Tracking Study July – September 2024

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



### 3. Tourism Activity Reports



# Tourism Activity Report

---

July 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

July 2024 – Number of Visitors – 2,256; Number of Welcome Bags Prepared – 132

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

July resulted in the collection and assembly of all event logistics and restaurant participation relating to the inaugural Amelia Island Dining Month. This included the collection of all restaurant menus and required information from the 24 participating restaurants.

## Community Outreach and Program Development

A significant amount of development relating to the inaugural Amelia Island Dining Month took place relating to program logistics and tracking for the event.

## Travel & Trade – Meetings, Consumer, International

Continued to provide content input and design surrounding the development of a dedicated training platform for Travel Agents designed to educate this valuable resource that possess the ability to encourage consideration among first time visitors to the destination. The platform will reside on TravPRO and will be an asset for global travel industry professionals.

July marked a month of significant level of targeted media within the Northeast USA, Southeast, Midwest, Canada, as well as the Meeting & Group segment responding to persistent softening in booking pace. A concentrated effort of advertorial and inspirational long format communications was applied to all segments to create a unique inspirational education to the region.

During the month of July, the CVB helped to facilitate a total of 35 RFPs while distributing them to accommodation partners able to consider the line of business within the allotted and targeted timing of the meeting.

Cellet reported in June that they had communicated with the New Barrhead Product Manager. This has resulted in a confirmation that Barrhead Travel wish to continue with the direction of travel in relation to Training and Product Development The first session was reported and the news that the roll out of training will see a full training session run in their Northern England facility and a series of 30-minute slots at their weekly team meetings. It was confirmed that following the appointment of the new product manager this is still a firm commitment. The first of those will be a therefore still take place in this reporting month on the 31st July and will be fully reported on in August.

The ongoing work to support the agreed Hays Travel campaign has continued apace with a series of assets prepared in conjunction with Hays and signed off. These were prepared scrutinised and sent to Amelia Island with notations and comments for signing off by Madison Jozsa in AI CVB. Cellet have been working on these assets to progress towards the deadline for submission in July.

Cellet is working with Visit Florida on a group press trip into Amelia Island, 8-11 September 2024, 5 journalists and 2 reps. The confirmed journalists are:

- Scottish Sun – circulation 90,000, readership 250,000 UMV 7million
- Irish Daily Star – circulation 44,000, readership 130,000
- National World (70 regional websites) - UMV TB

Cellet represented the destination and the CVB as Amelia Island was featured within the prestigious National Geographic Food Festival in July in London reaching 7,280 affluent international travelers over 2 days. The Ritz-Carlton Amelia Island partnered with the CVB by providing a unique Island Cookbook and a recipe card for an Island inspired signature dish.

## Special Events

- o Continued work on Annual Strategic Marketing Meeting including invitation, agenda, and logistics.
- o Review of TDC Sponsorship Funding Applications from six organizations for Special Events or Programs in FY2025.
- o Submission of TDC Sponsorship Funding renewals for Amelia Island Cookout, Hagerty (The Amelia), Fernandina DOJO (Seaside Karate Classic), and Amelia Island Chamber Music Festival.
- o Continued work on Dickens on Centre contracts for main performers and production.
- o Secured Snyder Plumbing and Electric as a sponsor for both Enchanted Village and Illuminated Procession.
- o Review and recommendation of four (4) TDC Sponsorships for September TDC meeting.
- o Marketing plan drafts for events that submitted sponsorship applications.
- o Finalize agenda and run of show for Annual Strategic Marketing Meeting and track RSVPs of partners and stakeholders attending.
- o Collaborate with the Director of Marketing, PR/Social manager, and marketing consultant on event blogs through the end of the calendar year.

## Marketing

---

### Operations

- o Ongoing work on PO requisitions, tracking, invoice processing, managing FY 24 budget including reallocations and incremental spending
- o 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
- o Ongoing work on FY25 budgeting and forecasting based on actual TDT collections, plans and market conditions

## Strategy

The team continued to closely monitor future booking pace as the State of Florida continued to witness continued weakness and vulnerability in bookings. As a result, the team was concentrated on executing the elevated media communications strategy that was approved in May with a concentrated marketing push within the northeast USA, Southeast, Midwest, Canada, the Meeting & Group segment as well as launching the inaugural Amelia Island Dining Month media campaigns.

- During the month of July, the organization was strategically focused on the completion of the 2024/2025 Strategic Marketing Plan that would be showcased within the Annual Strategic Marketing Summit.
- On July 22<sup>nd</sup> the team conducted a day-long Blue-Sky planning session with agency reps as we looked ahead to the next fiscal year on items that would cut the marketing clutter during a competitive landscape ahead.
- Significant planning and execution took place regarding the logistics of the August Strategic Marketing Summit.
- Provide ongoing strategic direction on the brand vision and marketing execution
- Analyze weekly STR report and KeyData information and distribute performance report to stakeholders weekly.
- 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 Dance Festival, and Amelia Island Dining Month
- 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 creative development on the evolution of the 2024 Consumer Inspiration Guide as well as 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 three key targets: 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 1<sup>st</sup> party data 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. July is Arts & Culture month with Independence Day as well as International Kissing Day (7/6), Shark Awareness Day (7/15) and National Bikini Day (7/5) in the month
- Blogs in July: Wedding Spotlight – Oyster Bay Yacht Club; Historic Homes and Architecture; Conference Leisure Activities; Ice Cream Island; What Makes Amelia Island Golf Courses So Unforgettable; Amelia Island Pizza Joints – Kid Approved; First Timers Getaway; Places off the Beaten Path; Beat the Heat – Places to Escape the Heat.
- Emails in July: Art Lovers Itinerary/Thrilling Teen Adventures on Amelia Island/Dining Month; Trivia Nights on Amelia Island/OMNI AMELIA ISLAND RESORT/Ice Cream Island; THE RITZ-CARLTON, AMELIA ISLAND exclusive.
- In July, 406 Inspiration Guides requested online and shipped directly to consumer homes.

## Content & Social

Profile	Audience ▼	Impressions	Engagements	Video Views	Published Posts
<b>Reporting Period</b> Jul 1, 2024 – Jul 31, 2024	<b>161,447</b>	<b>7,985,229</b>	<b>30,769</b>	<b>1,583,618</b>	<b>141</b>
 <b>Amelia Island</b>	117,116	7,547,358	24,166	577,229	22
 <b>visitameliaisland</b>	36,144	413,188	5,610	102,048	96
 <b>@AmeliaslandFlo</b>	3,260	1,677	89	37	8
 <b>Amelia Island, Florida</b>	1,946	19,771	518	19,771	4
 <b>Amelia Island, Florida</b>	1,309	3,235	291	0	2
 <b>Visit Amelia Island</b>	1,070	N/A	95	884,533	2
 <b>Visit Amelia Island</b>	602	N/A	N/A	N/A	7

## Collateral

The team continued to finalize the complete reimagination and development of the existing Visitors Guide to address the emerging needs of the traveler with a dedicated **Inspiration Guide** targeting

and generating interest and intent to visit among first time visitors as well as a new **Discovery Guide** designed to educate and inspire in-market visitors as to all the activities within the destination.

## Public Relations

### Writers/Influencers

- Finalized itinerary and helped host Rachel Malpeli/Miami Herald (July 5-10). Agreed to assist with one activity and one meal.
- Continued planning itinerary for Chelle Walton/USA Today freelancer (July 9-11). She had to postpone though due to family emergency.
- Finalized itinerary and hosted Jennifer Pickering/curatedbyjennifer (July 24-26). Assisted during visit as necessary and followed up after visit. Coverage published.
- Finalized itinerary and hosted Kenra Cunningham/itsmekendrac (July 27-30). Assisted during visit as necessary and followed up after visit. Coverage published.
- Continued planning MICE Media FAM (Aug 6-10) with four media attendees at The Ritz-Carlton, Amelia Island and Hampton Inn & Suites.
  - Met with The Ritz to confirm itinerary.
- Continued planning itinerary for Amber Capps/thelongweekender (Aug 16-18).
- Started planning itinerary for Nick and Madison Hearn/thecapturingcouple (Aug. 16-18).
- Invited select media to visit in Aug/Sept with a foodie angle ahead of Dining Month:
  - Ricky Ly/Tasty Chomps – not likely, looking at general foodie visit in 2025.
  - Caro and Tina Jimenez/alwayshungryatl – sent a paid proposal and decided to pass.
  - Chelsea Fetter/chelsea.fetter – started discussing dates.
  - Kelly Stillwell/ kastilwell – not available.
  - Cora Bolds – started discussing dates.
- Received request from Jennifer Cunningham from Newsweek for Oct. Started discussing visit.
- Followed up with Kae Lani Palmisa/Philadelphia Magazine about future visit. Also reached out to Kristen Schott/Philadelphia Magazine and connected about visit in 2025.

### Press/Outreach

- Prepared pitch for Christmas in July (recap) and sent to local and trade media.
- Prepared release for Travel +Leisure's World's Best Awards and distributed to local and trade media.
- Prepared release for Amelia Island Dining Month and distributed to local and key markets.

- Secured River City Live segment in Aug. and started planning.
  - Provided image approval/credit for Blake Guthrie/The Atlanta Journal-Constitution.
- Shared advertorial options for Dining Month. Secured and coordinated advertorial for Dining Month with The Local Palate (SE U.S.).
- Submitted pitch for VISIT FLORIDA Canada Media Mission.
- Continued planning MICE Media Mailers with client.
- Submitted information to Jeryl Brunner for Fourth of July story in Parade.
- Received inquiry from Paige Townley for October issue of ConventionSouth about health and wellness. Connected her directly with The Ritz-Carlton, Amelia Island to learn more about spa renovation.
- Submitted pitch about pétanque to Laurie Wilson for Next Avenue/PBS.
- Fact checked information for Julie Bielenberg/freelancer.
- Sent images and info to Rebecca Kleinman for Sotheby's Magazine lead.
- Submitted Tourism Marketing Today Quick Trip about Travel + Leisure's World's Best Awards.
- Submitted pitches to VISIT FLORIDA for Beaches Who Brunch, World Rivers Day, Taste of Florida's Culinary, and Ghost Tourism.

### **Promotional / Partnerships**

- Submitted and secured VISIT FLORIDA radio promotion with 102.9 The Wolf (KMNB-FM) in Minneapolis. Provided assets to VF and prize package.
- Continued planning social media giveaway with Orlando Weekly and Creative Loafing (for Dining Month).
- Continued planning foodie influencer media mailer campaign for Dining Month, Amelia Island Cookout and Worth Tasting event.
- Continued planning Yelp Elite Jacksonville Dining Month Elite event (Aug. 22).

### **Misc.**

- Met with client to discuss Cold Weather Tour in FY2025.
- Provided PR metrics for the 2025 Marketing Plan.
- 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

---

August 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

---

## Budget Plan 2025

### **Overview**

Developed as mandated by the Amelia Island Strategic Tourism Plan, the proposed budget for FY 2025 for the Amelia Island Tourist Development Council (AITDC) has been drafted using the TDT projected revenue of \$11,536,000 and a reserve amount of \$10,658,331 for a total budget amount of \$21,848,251.

The uncertainty in global economic growth; political and social instability; renewed threats against the tourism industry; ongoing danger of natural and health related issues; and questionable consumer confidence, lead us to forecast a flatten growth line in the coming year.

The FY2025 Marketing Plan focuses on robust efforts to significantly increase brand awareness in high value markets. The result will be reaching and influencing high-yield visitors to choose Amelia Island. The marketing plan calls for expanded efforts in digital, content, international, and the travel trade industry. Where appropriate, special events shall be developed to address need periods. There will be an expanded focus on the meeting and conference organizations. The attached draft budget reflects these goals.

This financial synopsis provides details designed to provide insight into major programming expenses. Line items without a narrative are self-explanatory or have not changed significantly from previous years.

**Budget FY24/25 totals, including some use of Reserves.**

TDC Marketing Budget - \$12,565,122

Includes \$174,700 for County Employee Liaison \*

Includes \$4,227,858 for County Improvements \*

Travel Trade – \$2,160,840

Beach – \$5,443,811

Includes \$4,789,811 for County Improvements \*

\*(County Manager)

---

## Financial Synopsis

**Marketing Budget - \$12,565,122**

**Production (\$500k) Down 22%**

All production related costs such as agency fees, services or labor for designing and producing content and materials including advertisements, collateral, and special event related marketing and promotional needs, as well related expenses to the production of owned content assets such as photography, videography, drone, copy writing and editing.

**Media (\$4M) Up 17.3%**

Paid media expenses cover the costs associated with the placement and execution of paid brand advertising and content marketing as well as media effectiveness evaluation across all mediums including but not limited to digital, audio, video, out-of-home and print media, for both domestic and international markets. Paid media programs will maintain the strategy of increasing brand awareness in emerging marketing, driving conversions in high-yield growth markets and maintaining visitation from our established markets. The overarching goal is to continue our focus on growing visitor yield over volume by targeting visitors who will stay longer and spend more. We will continue the process of in-house media buying where appropriate supporting events, partner programs and community initiatives. A portion of this budget also includes expenses to execute the ongoing partner co-op programs.

### **Partnerships/Sponsorships/Grants (\$1,145,054)**

Marketing partnerships are essential to our continued success -showcasing the destination while maximizing cooperative opportunities in the northeast Florida region. Partnerships and sponsorships include the Amelia Island Museum of History, Fernandina Beach Main Street, Jacksonville Sports Council, and Florida's First Coast of Golf. Sponsorships for third-party events and organizations that aim to target out-of-county visitors during need periods for the lodging industry and increase in-market spending include programs such as the Shrimp Festival, Chamber Music Festival, Jazz Festival, and The Amelia.

### **Special Events (\$1,082,500)**

Special Event-related expenses focus on attracting overnight visitation in well-defined need periods. Event expenses are related to producing AITDC "owned" events including Dickens on Centre, Amelia Island Christmas, and Amelia Island Restaurant Week.

### **Public Relations (\$170,000)**

All expenses related to the development and execution of a cohesive, strategic public relations effort, including a monthly retainer for the public relations agency, which manages an ongoing program of media outreach and development, promotions, group/individual media visits, crisis communications, and various activations, sponsorships, collaborations, and other initiatives designed to generate earned media coverage. PR expenses include combined line items from previous annual budget projections for the design and production of materials for use in media outreach, such as a media kit for travel writers, news organizations and trade publications. The PR plan will include leveraging promotional opportunities to reach key audiences and markets and will continue to involve hosted site visits for well-respected, qualified travel media.

### **Travel Trade (\$2,160,840)**

Expenses related to the development and preservation of relationships and outreach in the travel, tourism, hospitality, tour operator media and marketing related industries including inbound familiarization trips, outbound sales missions, seminars, trade show operations, incentive programs and sales. With travel trade conventions back to full production post-pandemic, the budget includes costs associated with registrations for an increased schedule of trade shows for consumers, travel trade, meeting planners and international travel professionals. Visitor service expenses for hosting or operating hospitality programs for meetings and leisure group business. The management and operations of the Amelia Island Welcome Center, including staffing, is included. Public awareness programs will create in-market awareness of tourism activities and benefits.

## **Beach Improvements (\$5,443,811)**

### **Beach Cleaning (\$360,000)**

The AITDC will fund and monitor beach cleaning services from the water line landward to the easternmost toe of the frontal dune system. Beach areas must be cleaned, and all personal items left unattended shall be removed. During marine turtle nesting season, beach areas must not be cleaned until they have been surveyed for turtle crawls/nests. (May 1st–Nov 1s) Contractor shall clean the Atlantic Ocean beach area in Nassau County beaches from the southern boundary of the city limits south to the northern boundary of Amelia Island State Park, and clean City of Fernandina beaches from the southern boundary of the city limits north to the southern boundary of Fort Clinch State Park.

### **Beach Facility – Restroom Cleaning (\$125,000)**

The AITDC will fund and monitor the overall cleanliness and sanitation of all beach park restroom facilities. Within this contract all services are subject to periodic inspection by the corresponding jurisdiction of said facilities. Cleaning services within facilities will include all surfaces, fixtures, appliances and hardware within the interior confines of said facility. Contractor shall provide services from 7:00am to 7:00pm during On-Season usage with an occurrence rate of facility cleaning service no less than four times per day per facility. During the Off-Season contractor shall provide services from 7:00am to 4:00pm with an occurrence rate of facility cleaning services no less than three times per day per facility.

## Visitor Services

August 2024 – Number of Visitors – 1,651; 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

August resulted in the final event logistics surrounding Amelia Island Dining Month. This included the distribution of marketing collateral and menus for the 24 participating restaurants .

## Community Outreach and Program Development

The CVB hosted in partnership with US Travel Association a community roundtable discussion on tourism with representatives spanning the entire destination with Congressman Aaron Bean on August 9.

## Travel & Trade – Meetings, Consumer, International

The next to final modifications were made to the TravPRO travel agent training module that is set to launch globally to travel professionals during the month of September.

August continued to reflect a significant level of targeted media within the Northeast USA, Southeast, Midwest, Canada, as well as the Meeting & Group segment responding to persistent softening in booking pace.

Extensive conversations took place with Jacksonville International Airport relating to potential incremental international airline service.

During the month of August, the CVB helped to facilitate a total of 37 RFPs while distributing them to accommodation partners able to consider the line of business within the allotted and targeted timing of the meeting.

## Special Events

- Final prep for Annual Strategic Marketing Meeting
- Successful execution of Annual Strategic Marketing Meeting with Olympics theme to present 2025 marketing plan.
- Final details with team to attend Governor's Conference on Tourism.
- Attended Florida Governor's Conference on Tourism representing Amelia Island at awards and attending breakout sessions.
- In collaboration with Social Media/PR Manager, final prep and execution of Yelp event to promote Dining Month.
- Continued work on Dickens on Centre entertainment schedule
- Continued work on Enchanted Village (EV) with new snow globes added to bring EV to 10 snow globes being offered to commemorate Dickens on Centre 10<sup>th</sup> Anniversary
- Continued work on Dickens After Dark adding some fresh elements to the event at Lesesne House
- Continued work on Centre Street vendor locations and S 2<sup>nd</sup> Street now that construction has been completed and scaffolding removed from specific areas
- Continued work with organization for marketing of upcoming special events for Fall (September through November).

## Marketing

---

### Operations

The entire team mobilized and initiated all Emergency Operations efforts in preparation for the arrival of Hurricane Debbie the week of August 5<sup>th</sup>. This year the organization proactively updated an online shared platform that allows assigned (out of market) representatives from our PR agency to conduct

outreach (post incident) to determine accommodations availability so that we are able to assist the EOC post event in securing shelter for potential first responders, power companies, evacuees etc. This module was poised and ready to be initiated yet fortunately Hurricane Debbie did not provide regional impact requiring such efforts.

- Ongoing work on PO requisitions, tracking, invoice processing, managing FY 24 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 FY25 budgeting and forecasting based on actual TDT collections, plans and market conditions

## Strategy

- The team finalized the 2024 / 2025 Marketing Plan in preparation and roll out during the August 13<sup>th</sup> Strategic Marketing Summit featuring the attendance of over 100 destination partners.



<https://www.flipsnack.com/7FD78B77C6F/fy2025-amelia-island-marketing-plan/full-view.html>

- Extensive conversations took place with research expert Longwoods International with regards to the potential solicitation of a Resident Sentiment research effort as well as a Brand Health Assessment to ensure the best understanding of emerging perceptions and needs among domestic and international visitors and how our destination brand aligns with their everchanging desires.
- The team attended the 2024 Florida Governor's Conference on Tourism in Tampa which is the single largest collaborative and educational conference within the State of Florida for emerging visitation trends and metrics.
- The team continued to closely monitor future booking pace as the State of Florida continued to witness continued weakness and vulnerability in bookings. As a result, the team continued

to execute the elevated media communications strategy that was approved in May with a concentrated marketing push within the northeast USA, Southeast, Midwest, Canada, the Meeting & Group segment as well as launching the inaugural Amelia Island Dining Month media campaigns.

- Provide ongoing strategic direction on the brand vision and marketing execution
- Analyze weekly STR report and KeyData information and distribute performance report to stakeholders weekly.
- 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 Dining Month, Island Hop Beer Festival, Amelia Island Cookout and Jazz 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
- Launched Inspiration Guide at annual marketing meeting to key stakeholder. Distribution of new brochure to key consumer touchpoints and to fulfillment house along with dedicated envelope and sticker aligned with brand strategy.
- Finalization of 2024 Discovery Guide and in-market collateral resource for visitors looking for activities, shopping, nature and beach safety. Set to launch mid-September.

## 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 three key targets: 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 1<sup>st</sup> party data 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. August is Golf month no national holidays but National Lighthouse Day (8/7), Waffle Day (8/24) and National Women’s Day (8/9) in the month
- Blogs in August: First Friday Foogie Spotlight: Sliders Seaside Grill; Fall Events; Fall on Amelia Island; Dining/Drinking/Shopping OTB; Wedding Spotlight; Couples Getaway – Traveling with Friends; Sights, Sips and Sunsets on the Water: Cruises, Tours and Charters; Historic Legends and Leaders of Amelia Island’s Storied Past; Raise a Glass to National Red Wine Day; Your Guide to Fall Fashion Finds on Amelia Island.

- Emails in August: First Timers Getaway Itinerary/What Makes Amelia Island Golf Courses So Unforgettable/Beat the Heat – Places to Escape the Heat; Fall Events/First Friday Foodie Spotlight: Sliders Seaside Grill/Historic Homes and Architecture from Amelia Island’s Storied Past; Couples Trip Getaway Itinerary/Sights, Sips and Sunsets on the Water: Cruises, Tours and Charters/More for Golf Lovers Itinerary .
- In August, 345 Inspiration Guides requested online and shipped directly to consumer homes.

## Content & Social

Profile	Audience ▼	Impressions	Engagements	Video Views	Published Posts
<b>Reporting Period</b> Aug 1, 2024 – Aug 31, 2024	<b>163,753</b>	<b>9,476,539</b>	<b>44,616</b>	<b>2,067,408</b>	<b>162</b>
 <b>Amelia Island</b>	118,076	8,625,533	38,092	880,182	21
 <b>visitameliaisland</b>	37,382	831,142	4,813	33,661	117
 <b>@AmeliaIslandFlo</b>	3,283	2,375	113	5	11
 <b>Amelia Island, Florida</b>	2,006	15,678	577	15,678	5
 <b>Amelia Island, Florida</b>	1,320	1,811	722	0	2
 <b>Visit Amelia Island</b>	1,080	N/A	299	1,137,882	2
 <b>Visit Amelia Island</b>	606	N/A	N/A	N/A	4

## Public Relations

### Writers/Influencers

- Finalized plans for MICE Media FAM (Aug 6-10) with four media attendees at The Ritz-Carlton, Amelia Island and Hampton Inn & Suites. Had to postpone due to Tropical Storm Debby.
  - Started planning four individual visits for Jen Juergens/freelancer at Meetings Today (Sept. 22-26); Eming Pinasy/Smart Meetings (Oct. 21-25); Lydia Gregory/Recommend and Prevue (Nov. TBD); and Lisa Grimaldi/Northstar Meeting Group (TBD).
  - Sent new invites to additional MICE Media for Sept. 22-26. No responses.

- o Connected with and setup craft beer tours for Cass Enright/A Quick Beer (Aug. 16-17).
  - o Finalized itinerary and hosted Amber Capps/thelongweekender (Aug 16-18). Assisted during visit as necessary. Followed up after visit. Coverage pending.
  - o Finalized itinerary and hosted Nick and Madison Hearn/thecapturingcouple (Aug. 16-18). Assisted during visit as necessary. Followed up after visit. Coverage published.
  - o Started planning media visit for Cathy Martin/SouthPark Magazine (Aug. 21-24). Assisted during visit as necessary. Followed up after visit. Coverage pending.
  - o Continued planning Dining Month media visit for Chelsea Fetter/chelsea.fetter (Sept. 6-8).
  - o Connected with and started planning media visit for Sarah Phinney/sarahsoutdooradventuresfl (Sept. 8-10).
- Continued planning Dining Month media visit for Cora Bolds/coraincolor (Sept. 9-11).

### **Press/Outreach**

- o Prepared and distributed Flagler Awards 2024 release.
- o Pitched fall events part one blog to travel / food / drive market media.
- o Sent Dining Month reminder to media.
  - o Sent additional Dining Month information and images to Bill Dawers with The Atlanta Journal-Constitution.
- o Secured Good Morning Jacksonville segments (Sept. 13 and Sept. 21). Started planning.
- o Finalized plans and executed River City Live Dining Month segments (Aug. 13).
- o Created Dining Month talking points for TV segments.
- o Executed MICE Media Mailers to nine media outlets.
- o Executed Dining Month Media Mailer with eight influencers.
- o Submitted pitch for VISIT FLORIDA Boston/Chicago Media Mission.
- o Generated event suggestions for Cold Weather Media Tour.
- o Coordinated phone interview with AICVB VP and Lisa Simundson/Recommend for “What’s New in Florida” (with Family Travel as a secondary theme) article.
- o Submitted food scene pitch to Flamingo Magazine for Taste issue in Nov.
- o Submitted pitch for Garden & Gun on “Finding ‘The Calm’ in the South.”
- o Submitted pitch for Forbes for “Best non-physical/free souvenirs.”
- o Submitted pitch for Forbes for “Top Sunset Destinations in the U.S.”
- o Submitted outdoor adventures/off the beaten path and culinary cravings to H M Cauley for The Atlanta Journal-Constitution.

- o Sent images to Lynn Terry/Southern Home magazine for feature on upscale Florida retreats.
- o Submitted Tourism Marketing Today Quick Trip about Christmas in July.
- o Submitted pitches to VISIT FLORIDA for Golf Lovers Day, What's New this Winter, Holiday Happenings & Festivities, and Outdoor Adventure.

**Promotional / Partnerships**

- o Finalized details and executed VISIT FLORIDA radio promotion with 102.9 The Wolf (KMNB-FM) in Minneapolis (Aug. 10-18).
- o Finalized and executed advertorial for Dining Month with The Local Palate (SE U.S.).
- o Executed social media giveaway with Orlando Weekly and Creative Loafing (Dining Month).
- o Finalized plans and executed Yelp Elite Jacksonville Dining Month Elite event (Aug. 22).

**Misc.**

- o Started drafting FY25 PR Forecast.
- o Met with Omni Amelia Island Resort to discuss FY25 PR opportunities.
- o Attended Industry Marketing Meeting.
- o Vetting reactive requests and passing if applicable.
- o Bi-weekly meetings with AICVB.
- o Provided activity and publicity reports.
- o Share press visit coverage with partners.

# Tourism Activity Report

---

September 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

---

### Overview

During the last week of September, the destination responded to the approach and near-impact of Hurricane Helene on the region on September 26. While the storm itself impacted the panhandle region and presented significant threat to the Tallahassee region and regions further inland into Georgia, Amelia Island felt significant rain impacts and localized flooding following a significant 21-day rainfall event preceding the storms arrival. As part of the alignment with the Nassau County Emergency Operations Center the CVB aligned with the area's hotel and lodging partners to identify and communicate available shelter availability and vacancy to those evacuating the panhandle region. In preparation for such an event, the CVB in 2024 devised a thorough team strategy to

inventory such accommodation availability. This was the first opportunity to fully implement the new system.

## Visitor Services

September 2024 – Number of Visitors – 2,704; Number of Welcome Bags Prepared – 64

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

September 1-30 marked the inaugural Amelia Island Dining Month initiative including the participation of 24 local restaurant partners featuring \$35/\$55 prix-fixe dinner menus. In addition to showcasing the region's culinary capabilities the event also integrated Barnabas Center as a charitable partner with \$1 from each meal benefiting the charity. Extensive marketing across the SE USA with concentrations within the Central Florida I4 corridor designed to target foodies attending the Orlando Magical Dining event and the Epcot International Food and Wine Festival.

## Travel & Trade – Meetings, Consumer, International

September ushered in the launch of a global travel professional training platform called TravPRO. The online training portal offers a series of modules that educate, inspire and train those in the travel industry to be a certified Amelia Island Insider.

September 18<sup>th</sup> the CVB had the opportunity to meet with a familiarize the destination with a total of 13 senior travel industry destination product executives from Brazil (as facilitated by Brand USA). These executives were touring the SE United States trying to identify emerging destinations that might appeal to their clients in Latin America.

The CVB hosted freelance writer Jennifer Juergens from industry magazine Meetings Today to provide a detailed destination overview on the capabilities of the area relating to meetings and conventions.

During the month of September, the CVB helped to facilitate a total of 19 RFPs while distributing them to accommodation partners able to consider the line of business within the allotted and targeted timing of the meeting.

## Special Events

- Successful execution of the inaugural Amelia Island Dining Month September 1-30, 2024
- TDC Meeting presentation of Annual Meeting recap, Dickens on Centre, seven sponsorships
- Dickens on Centre prep for Enchanted Village reservations and Dickens After Dark Marley's Masquerade tickets opening on October 1.
- Attended BOCC meeting for TDC sponsorship approvals.
- Attended and presented at TDC meeting. Reported Annual Meeting recap and Dickens on Centre update. Presented seven sponsorships for recommendation and approval.
- Continued Dickens on Centre festival planning including:
  - Logistics, organization, and creative pre-event activities.
  - fiscal year end invoices for payment, contract purchase order rollovers, invoices for new fiscal year payment.
- Marketing plan review for first quarter special events and programs
- Attended Amelia Island Jazz Festival sponsorship event.

## Marketing

---

### Operations

During the last week of September, the destination responded to the approach and near-impact of Hurricane Helene on the region on September 26. While the storm itself impacted the panhandle region and presented significant threat to the Tallahassee region and regions further inland into Georgia, Amelia Island felt significant rain impacts and localized flooding following a significant 21-day rainfall event preceding the storms arrival. As part of the alignment with the Nassau County Emergency Operations Center the CVB aligned with the area's hotel and lodging partners to identify and communicate available shelter availability and vacancy to those evacuating the panhandle region. In preparation for such an event, the CVB in 2024 devised a thorough team strategy to inventory such accommodation availability. This was the first opportunity to fully implement the new system.

- Ongoing work on PO requisitions, tracking, invoice processing, managing FY 24 budget including reallocations and incremental spending and final billing
- 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, Island Hop Beer Fest, Amelia Island Cookout and Amelia Island Opera.
- Ongoing work on FY25 budgeting and forecasting based on actual TDT collections, plans and market conditions.

## Strategy

- The team continued to closely monitor future booking pace as the State of Florida continued to witness continued weakness and vulnerability in bookings. As a result, the team continued to execute the elevated media communications strategy that was approved in May with a concentrated marketing push within the northeast USA, Southeast, Midwest, Canada, the Meeting & Group segment as well as launching the inaugural Amelia Island Dining Month media campaigns.
- Provide ongoing strategic direction on the brand vision and marketing execution
- Analyze weekly STR report and KeyData information and distribute performance report to stakeholders weekly.
- FY24 media plan 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 Cookout, Golfweek Couples Event on Amelia Island, Right Whale Festival and Dickens on Centre
- 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
- Ongoing Inspiration Guide distribution to key consumer touchpoints and to fulfillment house along with dedicated envelope and sticker aligned with brand strategy.
- Broad launch of Discovery Guide as in-market collateral resource for visitors looking for activities, shopping, nature and beach safety



## 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 three key targets: 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 1<sup>st</sup> party data 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. September is History and Mystery month with Labor Day (9/1) as a national holiday and National Peanut Day (9/13), National Guacamole Day (9/16), National Miniature Golf Day (9/21) and First Day of Autumn (9/22) in the month
- Blogs in September: Fall Events; Spots Every Seafoodie Should Visit on Amelia Island; A-Z: 26 dishes to taste on Amelia Island; Autumn's Embrace: Why Fall Weddings on Amelia Island Are

Magical; Restaurants Open on Monday; Celebrate a Warm and Cheerful Holiday Season on Amelia Island; Must Try Sandwiches on Amelia Island; Pub Crawling on Amelia Island

- Emails in September: History Lovers Itinerary/HAMPTON INN & SUITES/Your Guide to Fall Fashion Finds; OMNI AMELIA ISLAND RESORT; Historic Legends and Leaders of Amelia Island/SURF & SAND/Spots Every Seafoodie Should Visit on Amelia Island

## Content & Social

Profile	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
<b>Reporting Period</b> Sep 1, 2024 – Sep 30, 2024	<b>164,487</b>	<b>912</b>	<b>120</b>	<b>6,630,831</b>	<b>18,279</b>	<b>0.3%</b>	<b>1,124,870</b>
 @AmeliaIslandFlo	3,306	23	5	1,009	59	5.8%	1
 Amelia Island	118,473	574	22	6,317,933	12,966	0.2%	433,434
 Amelia Island, Florida	1,326	8	2	1,800	439	24.4%	0
 Amelia Island, Florida	2,073	66	5	39,759	1,223	3.1%	39,759
 Visit Amelia Island	609	3	4	N/A	N/A	N/A	N/A
 Visit Amelia Island	1,100	20	1	N/A	211	N/A	637,182
 visitameliaisland	37,600	218	81	270,330	3,381	1.3%	14,494

## Collateral

Coordinated the bulk distribution of Inspiration Guides to I95, I75 and I10 Visitor Centers as well as the Jacksonville International Airport welcome desk and the Mayport Naval Base Tickets & Travel Center. Approximately 6,500 pieces of collateral were delivered to tourism partner businesses. Approximately 183 inspiration guides were requested online and shipped directly to home addresses in the month of September.

## Public Relations

### Writers/Influencers

- Finalized planning MICE media visit for Jen Juergens/freelancer at Meetings Today (Sept. 22-26); continued planning MICE media visits for Eming Pinasy/Smart Meetings (Oct. 21-25); Lydia Gregory/Recommend and Prevue (Nov. TBD); and Lisa Grimaldi/Northstar Meeting Group (TBD).
- Finalized itinerary and hosted Dining Month media visit for Chelsea Fetter/chelsea.fetter (Sept. 6-8).
- Finalized itinerary and hosted Dining Month media visit for Cora Bolds/coraincolor (Sept. 9-11).

- Finalized itinerary for Sarah Phinney/sarahsoutdooradventuresfl (Sept. 8-10). She had to postpone due to health.
- Connected with and vetted Jennifer Cunningham/Newsweek and approved media visit assistance (she arranged her own lodging) (Oct. 20-26). Started planning media visit.
- Connected with Noelle Foley/influencer and started to vet.
- Connected with Michiel Perry/BSB Media and set meeting to discuss potential collaborations.
- Followed up with Cathy Martin/SouthPark Magazine after her visit. Coverage pending.

### **Press/Outreach**

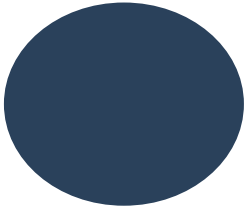
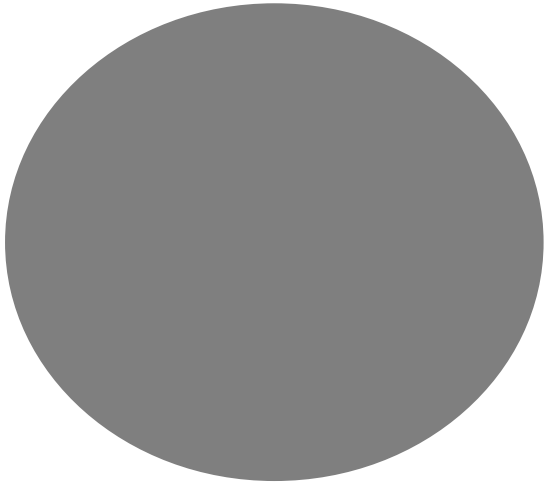
- Prepared Conde Nast Traveler Readers' Choice Awards release.
- Followed up with Fernandina Beach News-Leader, Fernandina Observer, Florida Times-Union about Dining Month. Fernandina Observer coverage published.
- Finalized plans and executed Good Morning Jacksonville segments (Sept. 13 and Sept. 21).
- Prepared two PR Adrian Award submissions.
- Continued planning Feb. 2025 Cold Weather Media Tour. Reached out to Cleveland and Columbus (Ohio) CVBs for restaurant partner recommendations. Meetings set for Oct.
- Sent Air Canada and JAX Airport release about new flights to Canada media and VISIT FLORIDA.
- Provided additional Flagler Awards info to Fernandina Beach News-Leader. Coverage published.
- Submitted fall events to HERO lead for MSN.com USA-based Fall Lifestyle Events. Not selected.
- Submitted Tourism Marketing Today Quick Trip about Dining Month Yelp event.
- Drafted Tourism Marketing Today Quick Trip about Conde Nast Traveler Readers' Choice Awards.
- Submitted pitches to VISIT FLORIDA for Christmas Shopping.
- Identified and connected AICVB to new lodging partner (Amelia Island Treehouse) for future PR pitches.
- Started 2024-2025 Press Kit updates.

### **Promotional / Partnerships**

- Reviewed Florida Gators proposal and provided recommendations; secured 2024 partnership.
- Connected with Melissa Benavides with ACC Aviation about potential partnership for Concours or similar high-end event. Meeting set for Oct.
- Followed up with VISIT FLORIDA about radio promotion with 102.9 The Wolf (KMNB-FM) in Minneapolis (Aug. 10-18) results and winners.
- Coordinating two winner's prize packages for social media giveaway with Orlando Weekly and Creative Loafing (Dining Month).

**Misc.**

- Finalized FY25 PR Forecast.
- Vetting reactive requests and passing if applicable.
- Bi-weekly meetings with AICVB.
- Provided activity and publicity reports.
- Share press visit coverage with partners.

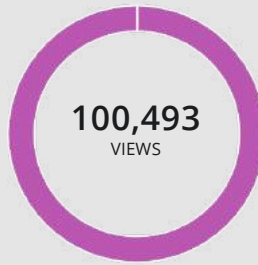


# 4. Publicity Reports





Articles Other (Orange Appeal Print) Other (Fernandina Beach News Leader Print) Instagram Instagram Stories



Articles Instagram



Articles Instagram Instagram Stories

Jennifer Pickering



**586**  
IMPRESSIONS

1 STORES 560 UNIQUE IMPRESSIONS 1 ENGAGEMENTS

**Insights:**  
07/27/24 3:37pm  
**586** IMPRESSIONS  
**560** UNIQUE IMPRESSIONS  
**1** REPLIES

**548**  
IMPRESSIONS

1 STORES 548 UNIQUE IMPRESSIONS

**Insights:**  
07/28/24 6:40pm  
**548** IMPRESSIONS  
**548** UNIQUE IMPRESSIONS

**524**  
IMPRESSIONS

1 STORES 509 UNIQUE IMPRESSIONS

**Insights:**  
07/27/24 3:47pm  
**524** IMPRESSIONS  
**509** UNIQUE IMPRESSIONS

**514**  
IMPRESSIONS

1 STORES 512 UNIQUE IMPRESSIONS

**Insights:**  
07/28/24 6:29pm  
**514** IMPRESSIONS  
**512** UNIQUE IMPRESSIONS

**514**  
IMPRESSIONS


1 STORES 494 UNIQUE IMPRESSIONS 1 ENGAGEMENTS

**Insights:**  
07/27/24 3:34pm  
**514** IMPRESSIONS  
**494** UNIQUE IMPRESSIONS  
**1** REPLIES

**502**  
IMPRESSIONS

1 STORES 485 UNIQUE IMPRESSIONS

**Insights:**  
07/27/24 5:06pm  
**502** IMPRESSIONS  
**485** UNIQUE IMPRESSIONS


 **497**  
IMPRESSIONS


**1** STORES      **483**  
UNIQUE IMPRESSIONS

**Insights:**  
07/27/24 5:02pm

**497**  
IMPRESSIONS

**483**  
UNIQUE IMPRESSIONS




 **79**  
IMPRESSIONS


**1** STORES      **79**  
UNIQUE IMPRESSIONS

**Insights:**  
07/28/24 6:28pm

**79**  
IMPRESSIONS

**79**  
UNIQUE IMPRESSIONS




 **76**  
IMPRESSIONS


**1** STORES      **76**  
UNIQUE IMPRESSIONS

**Insights:**  
07/27/24 3:35pm

**76**  
IMPRESSIONS

**76**  
UNIQUE IMPRESSIONS




 **74**  
IMPRESSIONS


**1** STORES      **74**  
UNIQUE IMPRESSIONS

**Insights:**  
07/27/24 3:35pm

**74**  
IMPRESSIONS

**74**  
UNIQUE IMPRESSIONS




 **73**  
IMPRESSIONS


**1** STORES      **73**  
UNIQUE IMPRESSIONS

**Insights:**  
07/27/24 5:03pm

**73**  
IMPRESSIONS

**73**  
UNIQUE IMPRESSIONS




 **73**  
IMPRESSIONS


**1** STORES      **73**  
UNIQUE IMPRESSIONS

**Insights:**  
07/27/24 3:34pm

**73**  
IMPRESSIONS

**73**  
UNIQUE IMPRESSIONS




 **72**  
IMPRESSIONS

**1** STORES      **72**  
UNIQUE IMPRESSIONS

**Insights:**  
07/28/24 6:33pm

**72**  
IMPRESSIONS

**72**  
UNIQUE IMPRESSIONS



 **72**  
IMPRESSIONS

**1** STORES      **72**  
UNIQUE IMPRESSIONS

**Insights:**  
07/28/24 6:32pm

**72**  
IMPRESSIONS

**72**  
UNIQUE IMPRESSIONS



 **71**  
IMPRESSIONS


**1** STORES      **71**  
UNIQUE IMPRESSIONS

**Insights:**  
07/28/24 6:34pm

**71**  
IMPRESSIONS

**71**  
UNIQUE IMPRESSIONS





 **71**  
IMPRESSIONS

**1** STORES      **71** UNIQUE IMPRESSIONS      **2** ENGAGEMENTS

**Insights:**  
07/28/24 6:32pm

**71** IMPRESSIONS  
**71** UNIQUE IMPRESSIONS  
**2** REPLIES





 **69**  
IMPRESSIONS

**1** STORES      **69** UNIQUE IMPRESSIONS      **1** ENGAGEMENTS

**Insights:**  
07/27/24 4:56pm

**69** IMPRESSIONS  
**69** UNIQUE IMPRESSIONS  
**1** REPLIES





 **69**  
IMPRESSIONS

**1** STORES      **69** UNIQUE IMPRESSIONS

**Insights:**  
07/27/24 3:45pm

**69** IMPRESSIONS  
**69** UNIQUE IMPRESSIONS




 **68**  
IMPRESSIONS

**1** STORES      **68** UNIQUE IMPRESSIONS

**Insights:**  
07/28/24 6:36pm

**68** IMPRESSIONS  
**68** UNIQUE IMPRESSIONS



 **67**  
IMPRESSIONS

**1** STORES      **67** UNIQUE IMPRESSIONS

**Insights:**  
07/28/24 6:37pm

**67** IMPRESSIONS  
**67** UNIQUE IMPRESSIONS




 **67**  
IMPRESSIONS

**1** STORES      **67** UNIQUE IMPRESSIONS

**Insights:**  
07/27/24 3:36pm

**67** IMPRESSIONS  
**67** UNIQUE IMPRESSIONS





 **66**  
IMPRESSIONS

**1** STORES      **66** UNIQUE IMPRESSIONS

**Insights:**  
07/27/24 5:03pm

**66** IMPRESSIONS  
**66** UNIQUE IMPRESSIONS





 **66**  
IMPRESSIONS

**1** STORES      **66** UNIQUE IMPRESSIONS

**Insights:**  
07/27/24 3:47pm

**66** IMPRESSIONS  
**66** UNIQUE IMPRESSIONS





 **65**  
IMPRESSIONS

**1** STORES      **64** UNIQUE IMPRESSIONS

**Insights:**  
07/28/24 6:44pm

**65** IMPRESSIONS  
**64** UNIQUE IMPRESSIONS





 **65**  
IMPRESSIONS

**1** STORES      **64** UNIQUE IMPRESSIONS

**Insights:**  
07/28/24 6:44pm

**65** IMPRESSIONS  
**64** UNIQUE IMPRESSIONS




 **64**  
IMPRESSIONS

**1** STORES      **64** UNIQUE IMPRESSIONS      **1** ENGAGEMENTS

**Insights:**  
07/28/24 6:38pm

**64** IMPRESSIONS  
**64** UNIQUE IMPRESSIONS  
**1** REPLIES





 **64**  
IMPRESSIONS

**1** STORES      **64** UNIQUE IMPRESSIONS

**Insights:**  
07/27/24 5:01pm

**64** IMPRESSIONS  
**64** UNIQUE IMPRESSIONS





 **64**  
IMPRESSIONS

**1** STORES      **64** UNIQUE IMPRESSIONS

**Insights:**  
07/27/24 4:59pm

**64** IMPRESSIONS  
**64** UNIQUE IMPRESSIONS





 **63**  
IMPRESSIONS

**1** STORES      **62** UNIQUE IMPRESSIONS

**Insights:**  
07/28/24 6:43pm

**63** IMPRESSIONS  
**62** UNIQUE IMPRESSIONS





 **63**  
IMPRESSIONS

**1** STORES      **63** UNIQUE IMPRESSIONS

**Insights:**  
07/28/24 6:36pm

**63** IMPRESSIONS  
**63** UNIQUE IMPRESSIONS





 **63**  
IMPRESSIONS

**1** STORES      **63** UNIQUE IMPRESSIONS

**Insights:**  
07/27/24 4:58pm

**63** IMPRESSIONS  
**63** UNIQUE IMPRESSIONS





 **63**  
IMPRESSIONS

**1** STORES      **63** UNIQUE IMPRESSIONS

**Insights:**  
07/27/24 3:47pm

**63** IMPRESSIONS  
**63** UNIQUE IMPRESSIONS





 **63**  
IMPRESSIONS

**1** STORES      **63** UNIQUE IMPRESSIONS


**Insights:**  
07/27/24 3:46pm

**63** IMPRESSIONS  
**63** UNIQUE IMPRESSIONS




 **63**  
IMPRESSIONS

**1** STORES      **63** UNIQUE IMPRESSIONS




**Insights:**  
07/27/24 3:45pm

**63** IMPRESSIONS  
**63** UNIQUE IMPRESSIONS

 **62**  
IMPRESSIONS

**1** STORES      **61** UNIQUE IMPRESSIONS



**Insights:**  
07/28/24 6:44pm

**62** IMPRESSIONS  
**61** UNIQUE IMPRESSIONS


 **62**  
IMPRESSIONS

**1** STORES      **62** UNIQUE IMPRESSIONS




**Insights:**  
07/27/24 5:05pm

**62** IMPRESSIONS  
**62** UNIQUE IMPRESSIONS


 **61**  
IMPRESSIONS

**1** STORES      **61** UNIQUE IMPRESSIONS      **1** ENGAGEMENTS




**Insights:**  
07/28/24 6:39pm

**61** IMPRESSIONS  
**61** UNIQUE IMPRESSIONS  
**1** REPLIES


 **60**  
IMPRESSIONS

**1** STORES      **60** UNIQUE IMPRESSIONS




**Insights:**  
07/28/24 6:41pm

**60** IMPRESSIONS  
**60** UNIQUE IMPRESSIONS


 **60**  
IMPRESSIONS

**1** STORES      **60** UNIQUE IMPRESSIONS




**Insights:**  
07/28/24 6:40pm

**60** IMPRESSIONS  
**60** UNIQUE IMPRESSIONS

 **60**  
IMPRESSIONS

**1** STORES      **60** UNIQUE IMPRESSIONS



**Insights:**  
07/27/24 5:00pm


**60** IMPRESSIONS  
**60** UNIQUE IMPRESSIONS

 **157.19M**  
IMPRESSIONS



**Amelia Island Travel Guide**  
I would like to thank Amelia Island for hosting me. All thoughts and opinions...  
[curatedbyjennifer.com](https://curatedbyjennifer.com)


[View on Blog](#)

 **2,901**  
IMPRESSIONS

**1,852** UNIQUE IMPRESSIONS      **2,245** VIEWS      **200** ENGAGEMENTS


[curatedbyjennifer](#)  
Sabrina Carpenter - Please Please Please (feat. Justin Bieber)

[View profile](#)





[Watch on Instagram](#)

[View on Instagram](#)

 **2,312**  
IMPRESSIONS


**1,124** **1,452** **292**  
UNIQUE IMPRESSIONS VIEWS ENGAGEMENTS

 **curatedbyjennifer**  
Lance & Linton, NC Cannon  
- Best Time's Right Now [View profile](#)





[Watch on Instagram](#)

[View on Instagram](#)

 **2,312**  
IMPRESSIONS

**1,124** **1,452** **292**  
UNIQUE IMPRESSIONS VIEWS ENGAGEMENTS

 **curatedbyjennifer**  
Lance & Linton, NC Cannon  
- Best Time's Right Now [View profile](#)



[Watch on Instagram](#)

[View on Instagram](#)

*042* **82**  
VIEWS

**3** **1H, 53 MIN**  
ENGAGEMENTS TIME SPENT



**Amelia Island Travel Guide**  
I would like to thank Amelia Island for hosting me. All thoughts and opinions...  
[curatedbyjennifer.com](http://curatedbyjennifer.com)


[View on Blog](#)

General Coverage ▾

68.82M  
IMPRESSIONS

258  
ENGAGEMENTS

**AOL** 16.64M  
IMPRESSIONS




**The 10 Best Cities To Vacation In Florida**  
For family vacations, romantic trips, mother-daughter getaways, and solo adventures.  
AOL Staff

[View on Blog](#)

**SL** 12.08M  
IMPRESSIONS

76  
ENGAGEMENTS



**The Best Cities To Vacation In Florida**  
Florida is a destination for family vacations, romantic trips, mother-daughter getaways, and solo adventures. While where you go depends on whom you're traveling with and...  
Southern Living | Lisa A. Beach | Jul 4

[View on Blog](#)

**T+L** 11.99M  
IMPRESSIONS

108  
ENGAGEMENTS




**15 Best Islands in the Continental U.S. — Beautiful Views, Serene Nature, and Laid-back...**  
The best islands in the continental U.S. in our annual "World's Best Awards" survey for 2024.  
Travel + Leisure | Lisa Harren Batts | Jul 9

[View on Blog](#)

**T+L** 11.99M  
IMPRESSIONS

17  
ENGAGEMENTS



**This Private Island Resort Was Voted No. 1 in Florida — and it's a Romantic, Adults-only Slice o...**  
The best resorts in Florida in our annual "World's Best Awards" survey for 2024.  
Travel + Leisure | Rachel Chase | Jul 9

[View on Blog](#)

**JBJ** 7.23M  
IMPRESSIONS



**Amelia Island resort makes 'World's Best' list**  
The survey results showcase emerging trends and destinations that are resonating with today's travelers, T+L says.  
Jacksonville Business Journal | Stuart Kierhage | Jul 10

[View on Blog](#)

**A** 2.81M  
IMPRESSIONS

5  
ENGAGEMENTS




**Where to celebrate the 4th with fireworks around Northeast Florida, Southeast Georgia**  
Residents across Northeast Florida and Southeast Georgia are ready to celebrate Independence Day with food, fun, fanfare — and, of course, fireworks.

[View on Blog](#)

**6** **2.33M**  
IMPRESSIONS

**31**  
ENGAGEMENTS



**These are the 15 best beaches in Florida. Do you agree?**


To determine which ranked on top, researchers used a variety of factors, including atmosphere, convenience and aesthetics.

**WKMG News 6 & ClickOrlando** Anthony Talbot | Jul 15

[View on Blog](#)

**FOX 35** **2.13M**  
IMPRESSIONS

**3**  
ENGAGEMENTS



**The 10 best vacation destinations in Florida: report**

Choosing where to vacation in Florida is a challenge because there is so much to see and do. Here are the best cities to vacation in!

**FOX 35 Orlando** | Jul 16

[View on Blog](#)

**REPORT JAX** **643,218**  
IMPRESSIONS

**1**  
ENGAGEMENTS



**3 local islands named best in continental U.S. by Travel + Leisure magazine**

Three local islands were voted the best in the continental United States during the "World's Best Awards" survey for 2024 by Travel + Leisure magazine.

**Action News Jax** Chase Berger | Jul 25

[View on Blog](#)

**471,837**  
IMPRESSIONS

**15**  
ENGAGEMENTS



**Pétanque for the Gold**

The endearing and enduring game of pétanque might not be an Olympic event, but it represents the best of France

**Next Avenue** | Jul 24

[View on Blog](#)

**L** **426,288**  
IMPRESSIONS



**7 Exhilarating Last-Minute End-Of-Summer Vacays**

End summer with a budget-friendly getaway to Blakelyville, GA, or New Smyrna, Vero Beach, and St. Augustine, FL. Enjoy charming stays, dining, and activities.

**Central Florida Lifestyle** | Jul 19

[View on Blog](#)

**35,250**  
IMPRESSIONS

**Orange Appeal Print**

**16,083**  
IMPRESSIONS

**Amelia Island to host Fourth festivities**

There may be no better place to celebrate the Fourth of July than Amelia Island, where friends and family gather to enjoy long summer days and a sizzling selection of star...

**The Ponte Vedra Recorder** | Jul 5

[View on Blog](#)

**9,000**  
IMPRESSIONS



**CHRISTMAS IN JULY!**

Thursday, July 25th 11am-4pm  
Amelia Island Welcome Center

Beat the summer heat and get a taste of holiday cheer! Join your friends at Amelia Island Welcome Center for some festive family-friendly fun.

**Christmas in July**

On July 25 from 11 a.m. to 4 p.m., beat the summer heat and get a taste of holiday cheer! Join your friends at Amelia Island Welcome Center for some festive family-friendly fun.


**Amelia Islander Magazine** Karan Miller

[View on Blog](#)

**4,789**  
IMPRESSIONS

**Fernandina Beach News Leader Print**

Amelia Island voted No. 2 on 'World's Best Island' list




Impressions unknown



**Two local islands rated the best in continental US**

The Golden Isles in Georgia and Amelia Island topped a survey by Travel + Leisure magazine.

 Jacksonville Today · Randy Rogucki · Jul 11


[View on Blog](#)

Impressions unknown



**Plan your July 4th: Jacksonville area events**

Fireworks will fly high over many parts of Jacksonville and Northeast Florida on Thursday, the 4th of July.

 Jacksonville Today · Dan Scantlin · Jul 1

[View on Blog](#)

Amanda Steijlen ▾

114,512 IMPRESSIONS


95,262 VIEWS

2,597 ENGAGEMENTS

65,070 IMPRESSIONS

58,659 UNIQUE IMPRESSIONS   60,288 VIEWS   977 ENGAGEMENTS


amandasteijlen and visit  
Original audio   [View profile](#)



[View on Instagram](#)

28,178 IMPRESSIONS

20,400 UNIQUE IMPRESSIONS   23,461 VIEWS   305 ENGAGEMENTS



[View this post on Instagram](#)

[View on Instagram](#)

17,173 IMPRESSIONS

10,780 UNIQUE IMPRESSIONS   11,513 VIEWS   661 ENGAGEMENTS

amandasteijlen and inst  
Local House - Magic in The  
Hampshire (Feat. Lil Yachty)   [View profile](#)




[Watch on Instagram](#)

[View on Instagram](#)

4,091 IMPRESSIONS

3,989 UNIQUE IMPRESSIONS   654 ENGAGEMENTS

amandasteij...  
69.2k followers   [View profile](#)



[View on Instagram](#)

Dining Month ▾

10.7M  
IMPRESSIONS

20  
ENGAGEMENTS



7.23M  
IMPRESSIONS

1  
ENGAGEMENTS



**Amelia Island serving up inaugural 'dining month' in September**

Twenty-four of the island's restaurants will offer prix fixe dinners for either \$35 or \$55 all month long.

[Jacksonville Business Journal](#) · James Cannon · Jul 10

[View on Blog](#)



3.46M  
IMPRESSIONS

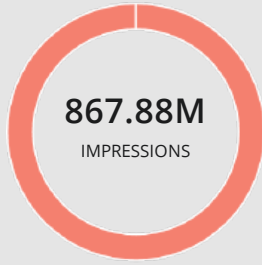
19  
ENGAGEMENTS



**Savor some spectacular dishes this summer at these culinary destinations**

Summer Travel: Visit these 10 destinations, mostly around the United States, to take part in a culinary adventure and taste unique dishes.

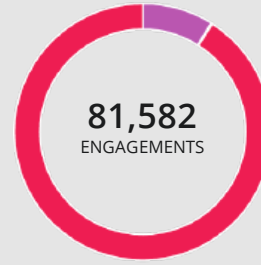
[View on Blog](#)



Instagram Articles LinkedIn  
Instagram Stories Facebook TikTok

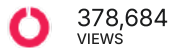


Instagram TikTok



Instagram Articles LinkedIn  
Instagram Stories Facebook TikTok

Kendra cunningham ▾



**356**  
IMPRESSIONS

1 STORES 353 UNIQUE IMPRESSIONS 1 ENGAGEMENTS

Insights:  
08/02/24 2:01pm

**356**  
IMPRESSIONS

**353**  
UNIQUE IMPRESSIONS

**1**  
REPLIES

**351**  
IMPRESSIONS

1 STORES 342 UNIQUE IMPRESSIONS 1 ENGAGEMENTS

Insights:  
07/31/24 12:53pm

**351**  
IMPRESSIONS

**342**  
UNIQUE IMPRESSIONS

**1**  
REPLIES

**350**  
IMPRESSIONS

1 STORES 341 UNIQUE IMPRESSIONS 1 ENGAGEMENTS

Insights:  
07/30/24 5:27pm

**350**  
IMPRESSIONS

**341**  
UNIQUE IMPRESSIONS

**1**  
REPLIES

**313**  
IMPRESSIONS

1 STORES 302 UNIQUE IMPRESSIONS 3 ENGAGEMENTS

Insights:  
07/30/24 1:14pm

**313**  
IMPRESSIONS

**302**  
UNIQUE IMPRESSIONS

**3**  
REPLIES

**274**  
IMPRESSIONS

1 STORES 268 UNIQUE IMPRESSIONS

Insights:  
07/30/24 5:51pm


**274**  
IMPRESSIONS

**268**  
UNIQUE IMPRESSIONS

**321,018**  
IMPRESSIONS

321,018 VIEWS 69,493 ENGAGEMENTS

[View on TikTok](#)


 **8,214**  
IMPRESSIONS

---

8,214 VIEWS      780 ENGAGEMENTS

---

[View on TikTok](#)


 **8,023**  
IMPRESSIONS

---

8,023 VIEWS      739 ENGAGEMENTS

---

[View on TikTok](#)


 **7,800**  
IMPRESSIONS

---

7,800 VIEWS      889 ENGAGEMENTS

---

[View on TikTok](#)


 **7,523**  
IMPRESSIONS

---

7,523 VIEWS      696 ENGAGEMENTS

---

[View on TikTok](#)


 **5,007**  
IMPRESSIONS

---

5,007 VIEWS      457 ENGAGEMENTS

---


[View on TikTok](#)

 **4,876**  
IMPRESSIONS


---

4,876 VIEWS      433 ENGAGEMENTS

---



[View on TikTok](#)

 **4,843**  
IMPRESSIONS

---


4,843 VIEWS      321 ENGAGEMENTS

---

GREGOR  
MACGREGOR'S w  
MINI LINKS & DRINKS

---

[View on TikTok](#)


 **3,772**  
IMPRESSIONS

---

3,772 VIEWS      358 ENGAGEMENTS

---


[View on TikTok](#)

 **3,063**  
IMPRESSIONS

---


1,700 UNIQUE IMPRESSIONS      2,161 VIEWS      182 ENGAGEMENTS

---





[View profile](#)

[View on Instagram](#)


 **2,289**  
IMPRESSIONS

**1,499** **1,862** **81**  
UNIQUE IMPRESSIONS VIEWS ENGAGEMENTS

 Itsmekend...  
Original audio [View profile](#)



[View on Instagram](#)


 **2,216**  
IMPRESSIONS

**1,575** **1,886** **51**  
UNIQUE IMPRESSIONS VIEWS ENGAGEMENTS


 Itsmekend...  
Original audio [View profile](#)




[View on Instagram](#)


 **1,225**  
IMPRESSIONS

**661** **888** **61**  
UNIQUE IMPRESSIONS VIEWS ENGAGEMENTS


 Itsmekend...  
Original audio [View profile](#)




[View on Instagram](#)

 **1,091**  
IMPRESSIONS

**628** **811** **82**  
UNIQUE IMPRESSIONS VIEWS ENGAGEMENTS

 Itsmekend...  
Original audio [View profile](#)



[View on Instagram](#)

General Coverage ▾

859.72M  
IMPRESSIONS

70  
ENGAGEMENTS

 **420.28M**  
IMPRESSIONS

 **The 12 Best Fall Getaways in Florida (Because There's Way More to See Than Just Beaches)**  
purewow.com

[View on Blog](#)

 **420.28M**  
IMPRESSIONS

 **Amelia Island announces list of Fall 2024 events: Season of culinary delights, music and...**  
yahoo.com

[View on Blog](#)

 **8.74M**  
IMPRESSIONS

**2**  
ENGAGEMENTS

 **How This Small Florida Town Quietly Became The Coolest Place In The South**  
Fernandina Beach in Florida is a charming beach town known for its rich history, diverse dining options, and local...  
onlyinyoustate.com / Angie Slajmon

[View on Blog](#)


 **3.8M**  
IMPRESSIONS

 **10 Florida Beaches to Hit Up This Labor Day Weekend**  
If you're looking for some fun in the sun this Labor Day, these 10 Sunshine State beaches are it:  
TheTravel / Erica Blair / Aug 22


[View on Blog](#)

 **3.55M**  
IMPRESSIONS


**51**  
ENGAGEMENTS

 **The 12 Best Fall Getaways in Florida (Because There's Way More to See Than Just Beaches)**  
Autumn isn't just for leaf-peeping. From haunted houses in Tampa to a film's Diogenes-riest, these fall getaways in Florida feature the best places to visit as sweeter weather...  
PureWow / Aug 9

[View on Blog](#)

 **2.33M**  
IMPRESSIONS


**2**  
ENGAGEMENTS

 **These are the 20 best places to visit in Florida this year. Have you been?**  
What's the best place to spend a hard-earned vacation in the Sunshine State? This ranking just might have the answer.  
WKMG News 6 & ClickOrlando / Anthony Talbot / Aug 1

[View on Blog](#)

**643,218**  
IMPRESSIONS

**6**  
ENGAGEMENTS



**Amelia Island announces list of Fall 2024 events: Season of culinary delights, music and family fun**

The fall, Amelia Island is brimming with events that promise to delight food lovers, dance enthusiasts, jazz aficionados, and families alike. Here's a guide to the must-...

Action News Jax · ActionNewsjax.com News Staff · Aug 17

[View on Blog](#)

**104.5 WKVY** **67,563**  
IMPRESSIONS



**Amelia Island announces list of Fall 2024 events: Season of culinary delights, music and family fun**

The fall, Amelia Island is brimming with events that promise to delight food lovers, dance enthusiasts, jazz aficionados, and families alike. Here's a guide to the must-...

104.5 WKVY · ActionNewsjax.com News Staff · Aug 17

[View on Blog](#)

**16,083**  
IMPRESSIONS



**Amelia Island voted a favorite**

Located just off the northeastern coast of Florida, Amelia Island has been voted No. 2 among the 'Best Islands in the Continental United States' by readers of Travel + Leisure...

The Ponte Vedra Recorder · Aug 17

[View on Blog](#)

**16,083**  
IMPRESSIONS

**5**  
ENGAGEMENTS

**'Christmas in July' previews Dickens event**



[View on Blog](#)

**4,207**  
IMPRESSIONS

**2**  
ENGAGEMENTS



**Florida Jewel: Fall Into Amelia Island!**

By Nanette Wiser: Northeast Florida's coastal treasure, Amelia Island is a barrier island rich in colorful history and breath-taking natural beauty. Amelia Island offers long...

LinkedIn Editors · Nanette Wiser · Aug 12

[View on LinkedIn](#)

**1**  
ENGAGEMENTS

Impressions unknown



**The best beaches within a 6 hour drive of Atlanta**

Go visit the beach before summer ends!

Axios Atlanta · Wilbert P. Robbins III · Aug 2

[View on Blog](#)

**1**  
ENGAGEMENTS

Impressions unknown



<https://karenkuznet.com/2024/08/10/4404/>

[View on Blog](#)

**Tourism Marketing Today Quick Trip Print**

Impressions unknown

[View on Blog](#)

**GF**

Impressions unknown

**Enjoy Fall 2024 on Amelia Island: Everything from Food, Dance, Beer and Magic**



[View on Blog](#)



Impressions unknown



**U.S. Travel joins Congressman Bean for "Travel Works" Power Hour in Amelia Island, Florida**

The U.S. Travel Association conducted a "Travel Works for America" Power Hour with U.S. Congressman Aaron Bean

[View on Blog](#)

16,913 IMPRESSIONS


6,382 VIEWS

518 ENGAGEMENTS

**7,507**  
IMPRESSIONS

13,300 VIEWS      840 ENGAGEMENTS

**clampabay** always music ANGEL OF MY DREAMS + BETTER OFF ALONE [View profile](#)



**Foodie Paradise**  
Less than 4 hrs. after Food Paradise  
JANUARY 2024, FL

[View on Instagram](#)

**1,081**  
IMPRESSIONS

1 STORES      1,016 UNIQUE IMPRESSIONS

**Insights:**  
08/21/24 4:25pm



**1,081**  
IMPRESSIONS

**1,016**  
UNIQUE IMPRESSIONS

**1,032**  
IMPRESSIONS

1 STORES      967 UNIQUE IMPRESSIONS

**Insights:**  
08/21/24 4:25pm




**1,032**  
IMPRESSIONS

**967**  
UNIQUE IMPRESSIONS

**830**  
IMPRESSIONS

1 STORES      778 UNIQUE IMPRESSIONS      2 ENGAGEMENTS

**Insights:**  
08/21/24 9:25pm



**830**  
IMPRESSIONS


**778**  
UNIQUE IMPRESSIONS

**2**  
ENGAGEMENTS

**523**  
IMPRESSIONS

1 STORES      523 UNIQUE IMPRESSIONS      1 ENGAGEMENTS

**Insights:**  
08/21/24 9:20pm



**523**  
IMPRESSIONS


**523**  
UNIQUE IMPRESSIONS

**1**  
ENGAGEMENTS

**509**  
IMPRESSIONS

1 STORES      509 UNIQUE IMPRESSIONS      1 ENGAGEMENTS


**Insights:**  
08/21/24 9:21pm



**509**  
IMPRESSIONS

**509**  
UNIQUE IMPRESSIONS

**1**  
REPLIES


 **499**  
IMPRESSIONS


1 STORES      499 UNIQUE IMPRESSIONS

Insights:  
08/21/24 9:21pm

**499**  
IMPRESSIONS

**499**  
UNIQUE IMPRESSIONS



 **486**  
IMPRESSIONS


1 STORES      486 UNIQUE IMPRESSIONS      2 ENGAGEMENTS


Insights:  
08/21/24 9:23pm

**486**  
IMPRESSIONS

**486**  
UNIQUE IMPRESSIONS

**2**  
ENGAGEMENTS



 **480**  
IMPRESSIONS


1 STORES      480 UNIQUE IMPRESSIONS      1 ENGAGEMENTS


Insights:  
08/21/24 9:24pm

**480**  
IMPRESSIONS

**480**  
UNIQUE IMPRESSIONS

**1**  
ENGAGEMENTS




 **465**  
IMPRESSIONS

1 STORES      465 UNIQUE IMPRESSIONS

Insights:  
08/21/24 9:24pm

**465**  
IMPRESSIONS

**465**  
UNIQUE IMPRESSIONS



 **448**  
IMPRESSIONS

1 STORES      448 UNIQUE IMPRESSIONS      3 ENGAGEMENTS


Insights:  
08/21/24 9:25pm

**448**  
IMPRESSIONS

**448**  
UNIQUE IMPRESSIONS

**3**  
ENGAGEMENTS




 **444**  
IMPRESSIONS

1 STORES      444 UNIQUE IMPRESSIONS

Insights:  
08/21/24 9:25pm

**444**  
IMPRESSIONS

**444**  
UNIQUE IMPRESSIONS



 **437**  
IMPRESSIONS


1 STORES      434 UNIQUE IMPRESSIONS

Insights:  
08/21/24 9:26pm

**437**  
IMPRESSIONS

**434**  
UNIQUE IMPRESSIONS




 **243**  
IMPRESSIONS


1 STORES      242 UNIQUE IMPRESSIONS

Insights:  
08/21/24 9:22pm

**243**  
IMPRESSIONS

**242**  
UNIQUE IMPRESSIONS




 **8,241**  
IMPRESSIONS

6,236 UNIQUE IMPRESSIONS      6,382 VIEWS      507 ENGAGEMENTS

the capturing couple and Wilfred - Everything We Need [View profile](#)

Watch on Instagram

[View on Instagram](#)



6,328 IMPRESSIONS

3,662 VIEWS

610 ENGAGEMENTS

**459**  
IMPRESSIONS

1 STORES    449 UNIQUE IMPRESSIONS    6 ENGAGEMENTS

**Insights:**  
08/23/24 5:17pm

**459**  
IMPRESSIONS

**449**  
UNIQUE IMPRESSIONS

**6**  
REPLIES

**149**  
IMPRESSIONS

1 STORES    148 UNIQUE IMPRESSIONS    1 ENGAGEMENTS

**Insights:**  
08/23/24 9:18pm

**149**  
IMPRESSIONS

**148**  
UNIQUE IMPRESSIONS

**1**  
REPLIES

**140**  
IMPRESSIONS

1 STORES    140 UNIQUE IMPRESSIONS    1 ENGAGEMENTS

**Insights:**  
08/23/24 5:18pm

**140**  
IMPRESSIONS

**140**  
UNIQUE IMPRESSIONS

**1**  
REPLIES

**131**  
IMPRESSIONS

1 STORES    131 UNIQUE IMPRESSIONS

**128**  
IMPRESSIONS

1 STORES    128 UNIQUE IMPRESSIONS    1 ENGAGEMENTS

**Insights:**  
08/23/24 5:23pm

**128**  
IMPRESSIONS

**128**  
UNIQUE IMPRESSIONS

**1**  
REPLIES

**121**  
IMPRESSIONS


1 STORES    121 UNIQUE IMPRESSIONS    1 ENGAGEMENTS

**Insights:**  
08/23/24 5:24pm


**121**  
IMPRESSIONS

**121**  
UNIQUE IMPRESSIONS

**1**  
REPLIES

 **120**  
IMPRESSIONS

1 STORES    120 UNIQUE IMPRESSIONS    3 ENGAGEMENTS

 Insights:  
08/23/24 5:57pm

**120** IMPRESSIONS

**120** UNIQUE IMPRESSIONS

**3** REPLIES

 **113**  
IMPRESSIONS


1 STORES    113 UNIQUE IMPRESSIONS    1 ENGAGEMENTS

 Insights:  
08/23/24 5:58pm

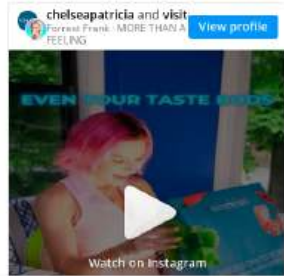
**113** IMPRESSIONS

**113** UNIQUE IMPRESSIONS

**1** REPLIES

 **4,967**  
IMPRESSIONS

3,434 UNIQUE IMPRESSIONS    3,662 VIEWS    596 ENGAGEMENTS

 Insights:  
chelseapatricia and visit  
Forrest Frank - MORE THAN A FEELING [View profile](#)

**Watch on Instagram**

[View on Instagram](#)

Dining Month ▾

7,616,922 IMPRESSIONS

57,400 VIEWS

3,625 ENGAGEMENTS

**3.46M** IMPRESSIONS



**September restaurant news from the Georgia coast and beyond**

September 2024 coastal dining news for Georgia and beyond includes big culinary news from Amelia Island, Florida and Charleston, South Carolina.

[View on Blog](#)

**2.81M** IMPRESSIONS

15 ENGAGEMENTS

River City Live Segment



**Amelia Island Dining Month preview**

September marks Amelia Island Dining Month, a celebration where local chefs display their culinary skills at the island's most popular restaurants. Throughout the...

[View on Blog](#)

**1.3M** IMPRESSIONS

14 ENGAGEMENTS



**Amelia Island: Enticing cuisine, golf and nature**

Amelia Island offers an island playground of top culinary delights, championship golf and the unique Okefenokee Swamp.


[TravelMole - Editorial Team](#)

[View on Blog](#)

**24,570** IMPRESSIONS

44,100 VIEWS      2,731 ENGAGEMENTS

[orlandoweekly](#)  
James Brown - The Playback [View profile](#)



[View on Instagram](#)

**16,083** IMPRESSIONS

10 ENGAGEMENTS

**THE RECORDER**

Amelia Island serves up inaugural Dining Month




[View on Blog](#)

**7,507** IMPRESSIONS

13,300 VIEWS      840 ENGAGEMENTS

[citampabay](#)  
Always from: ANGEL OF MY DREAMS x BETTER OFF ALONE [View profile](#)



[View on Instagram](#)

Impressions unknown



**Amelia Island Serving Up "Dining Month" in September**

Time to plan your next trip, foodies! Amelia Island, Florida, is serving up its inaugural "Dining Month" in September.


[View on Blog](#)

Food Freaks Guide ▾


 **7,088**  
IMPRESSIONS

 **4,067**  
VIEWS

 **204**  
ENGAGEMENTS


 **550**  
IMPRESSIONS

**1** STORES      **531** UNIQUE IMPRESSIONS




Insights:  
08/21/24 11:11am

**550** IMPRESSIONS  
**531** UNIQUE IMPRESSIONS


 **343**  
IMPRESSIONS

**1** STORES      **343** UNIQUE IMPRESSIONS




Insights:  
08/21/24 12:58pm

**343** IMPRESSIONS  
**343** UNIQUE IMPRESSIONS

 **311**  
IMPRESSIONS

**1** STORES      **295** UNIQUE IMPRESSIONS      **2** ENGAGEMENTS



Insights:  
08/20/24 10:09pm

**311** IMPRESSIONS  
**295** UNIQUE IMPRESSIONS  
**2** REPLIES


 **289**  
IMPRESSIONS

**1** STORES      **276** UNIQUE IMPRESSIONS





Insights:  
08/20/24 10:10pm

**289** IMPRESSIONS  
**276** UNIQUE IMPRESSIONS


 **5,595**  
IMPRESSIONS

**3,968** UNIQUE IMPRESSIONS      **4,067** VIEWS      **202** ENGAGEMENTS





[View this post on Instagram](#)

 [View on Instagram](#)

Dining Month Yelp Event

51,304 IMPRESSIONS

9,363 VIEWS

247 ENGAGEMENTS

20,544 IMPRESSIONS

Yelp Jacksonville Instagram Stories




Watch on Instagram

View on Instagram

20,544 IMPRESSIONS

6,278 VIEWS 163 ENGAGEMENTS

yelpjacksonville and bab...  
Original audio View profile




Watch on Instagram

View on Instagram

9,787 IMPRESSIONS

925 VIEWS

90awithus and dauids\_re...  
DINS, Daphne Willis · Good...  
View profile



Watch on Instagram

View on Instagram

429 IMPRESSIONS

2,160 VIEWS 84 ENGAGEMENTS

allebarmarketing and dav...  
Stacey, Hines · Like View profile



Watch on Instagram

View on Instagram

**Ikela Braggs**

 **8,288**  
IMPRESSIONS

 **1,365**  
VIEWS

 **425**  
ENGAGEMENTS

 **48**  
IMPRESSIONS


**1** STORES      **48** UNIQUE IMPRESSIONS

 **Insights:**  
08/22/24 11:58pm  
**48** IMPRESSIONS  
**48** UNIQUE IMPRESSIONS


 **46**  
IMPRESSIONS

**1** STORES      **46** UNIQUE IMPRESSIONS

 **Insights:**  
08/23/24 12:03am  
**46** IMPRESSIONS  
**46** UNIQUE IMPRESSIONS

 **8,194**  
IMPRESSIONS

**355** UNIQUE IMPRESSIONS      **1,365** VIEWS      **425** ENGAGEMENTS

 **foodie\_sob**  
demolaxolmiat · Original audio      [View profile](#)

[View on Instagram](#)

Kiera Andrews ▾


10,152 IMPRESSIONS

77 ENGAGEMENTS


 **2,412**  
IMPRESSIONS


1 STORES      2,398  
UNIQUE IMPRESSIONS

 Insights:  
08/19/24 9:37pm  
**2,412**  
IMPRESSIONS  
**2,398**  
UNIQUE  
IMPRESSIONS


 **7,649**  
IMPRESSIONS

5,229 UNIQUE IMPRESSIONS      74 ENGAGEMENTS


 **thisbabeats** 57.6K followers [View profile](#)



[View on Instagram](#)

 **91**  
IMPRESSIONS

91 UNIQUE IMPRESSIONS      3 ENGAGEMENTS

 **This Babe Eats**  
August 19 at 2:32 PM

Amelia Island Dining Month starts on September 1st! I made this fun mailer filled with local goods to celebrate. I made some delicious blackened shrimp tacos with [Seafood Shack](#) Cajun seasoning 🌶️

All September long 24 restaurants throughout Amelia Island have \$35 and \$55 prix-fixe menus and \$1 from each donation to a local non-profit, Barnabas Nass.

You can head to [ameliaisland.com/diningmonth](https://ameliaisland.com/diningmonth) to plan your trip 🗺️ AND I'll be making my first trip soon so if you have any recommendations please comment!

[#ThisBabeEats](#) [#AmeliaIsland](#) [#AmeliaIsland](#)

[View on Facebook](#)

Donovan Menezes ▾

 2,508  
IMPRESSIONS

 1,884  
VIEWS

 61  
ENGAGEMENTS

 **97**  
IMPRESSIONS

**1** STORES      **97** UNIQUE IMPRESSIONS

 Insights:  
08/23/24 6:39pm  
**97** IMPRESSIONS  
**97** UNIQUE IMPRESSIONS

 **83**  
IMPRESSIONS

**1** STORES      **83** UNIQUE IMPRESSIONS

 Insights:  
08/23/24 6:47pm  
**83** IMPRESSIONS  
**83** UNIQUE IMPRESSIONS

 **2,328**  
IMPRESSIONS

**1,860** UNIQUE IMPRESSIONS      **1,884** VIEWS      **61** ENGAGEMENTS


 **EatClickRepeat | Atlanta Content Creator on Instagram: "AMELIA ISLAND DINING..."**  
0 likes, 0 comments · eatclickrepeat\_ on Aug. 23, 2024 · AMELIA...  
instagram.com

[View on Instagram](#)


Laurie Schroeder ▾

 48,798  
IMPRESSIONS


 233  
ENGAGEMENTS

 **46,720**  
IMPRESSIONS


**Instagram Story**




[View on Instagram](#)

 **2,078**  
IMPRESSIONS

**1,768** **233**  
UNIQUE IMPRESSIONS ENGAGEMENTS

 **laurielivinlife and joun...**  
Amelia Island [View profile](#)




[View on Instagram](#)

Urvi Patel ▾


 2,163  
IMPRESSIONS

 1,573  
VIEWS


 192  
ENGAGEMENTS

 **90**  
IMPRESSIONS

**1** STORES      **88** UNIQUE IMPRESSIONS


 **90** IMPRESSIONS  
**88** UNIQUE IMPRESSIONS


Insights:  
08/19/24 1:55pm

 **2,073**  
IMPRESSIONS

**1,318** UNIQUE IMPRESSIONS      **1,573** VIEWS      **192** ENGAGEMENTS

Deliverable for Amelia island

 **bostonfoodieeats**  
Kali Uchi - Young Rich & p  
Love (KAYTRANADA Remix) [View profile](#)



[View on Instagram](#)

Nikka Shae ▾

 1,052  
IMPRESSIONS

 691  
ENGAGEMENTS

 **221**  
IMPRESSIONS

**1** STORES    **218** UNIQUE IMPRESSIONS    **1** ENGAGEMENTS

**Insights:**  
08/21/24 5:51pm

**221** IMPRESSIONS

**218** UNIQUE IMPRESSIONS

**1** REPLIES



 **831**  
IMPRESSIONS

**728** UNIQUE IMPRESSIONS    **690** ENGAGEMENTS

 **ohnikka**  
Amelia Island [View profile](#)



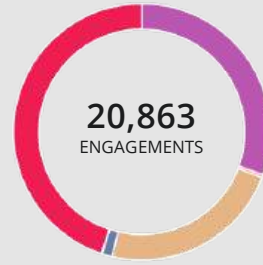
[View on Instagram](#)



Instagram Articles Facebook  
Instagram Stories TikTok



Instagram  
Other (WTLV First Coast News Good Morning Jacksonville)  
Other (WJXT News4Jax River City Live)  
Other (WJXT News4Jax River City Live)  
TikTok



Instagram Articles  
Other (Fernandina Beach News Leader)  
Facebook Instagram Stories TikTok

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

Dining Month



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



90.04M  
IMPRESSIONS

**Verandah at the Omni stops by Good Morning Jacksonville for Dining Month on Amelia Island**  
Throughout the month of September, 24 different restaurants are taking part in Dining Month on Amelia Island.  
WTLV-TV Jacksonville (Sat-Dom) Sep 27

[View on Blog](#)

2.81M  
IMPRESSIONS

**Coast inside Ritz Carlton Amelia part of Amelia Island Dining Month**  
Amelia Island Dining Month is in full service mode. 24 restaurants are participating in the experience to offer diners a foodie experience with a lot of flavorful variety...  
WJXT News4JAX Sep 25

[View on Blog](#)

2.81M  
IMPRESSIONS

**Barnabas: Bridging People, Help, and Hope in Nassau County**  
Barnabas provides help and hope to individuals and families in need throughout Nassau County, FL, with the goal of improving their stability, health, and well-being.  
WJXT News4JAX Sep 11

[View on Blog](#)

2.81M  
IMPRESSIONS

**Fooding Around at David's Restaurant & Lounge**  
David's Restaurant & Lounge in Fernandina Beach delivers an elegant dining experience, emphasizing fresh and sustainable ingredients. Led by renowned chef David...  
WJXT News4JAX Sep 19

[View on Blog](#)

2.81M  
IMPRESSIONS

**Experience Upscale Dining and Amelia Islands' Culinary Celebration at David's Restaurant &...**  
David's Restaurant & Lounge in Fernandina Beach delivers an elegant dining experience, emphasizing fresh and sustainable ingredients. Led by renowned chef David...  
WJXT News4JAX Sep 4

[View on Blog](#)

847,615  
IMPRESSIONS

**Experience Upscale Dining and Amelia Islands' Culinary Celebration at David's Restaurant &...**  
David's Restaurant & Lounge in Fernandina Beach delivers an elegant dining experience, emphasizing fresh and sustainable ingredients. Led by renowned chef David...  
WJXT News4JAX Sep 4

[View on Blog](#)



 **20,510**  
VIEWS


**WJXT News4Jax River City Live**


River City Live Segment (Barnabas Center)  
Click here to view  
segment: [https://mms.tvoyes.com/MediaCenterPlaye.aspx?u=aHR0cDovL211ZGh5Y2VudGVyLnR2Z2lkcy5p20vZG93bm9wYWR0bWVhYXRid2F5LmFzci5p2FVXNlckIjEPT\\_EyODADNjcmTURJR0dyMjMhMzEwOCZNRFRlZlZlQWQ7NDYyOCZlUeXBIPU11ZGll](https://mms.tvoyes.com/MediaCenterPlaye.aspx?u=aHR0cDovL211ZGh5Y2VudGVyLnR2Z2lkcy5p20vZG93bm9wYWR0bWVhYXRid2F5LmFzci5p2FVXNlckIjEPT_EyODADNjcmTURJR0dyMjMhMzEwOCZNRFRlZlZlQWQ7NDYyOCZlUeXBIPU11ZGll)


 **10,566**  
VIEWS

**WTLV First Coast News Good Morning Jacksonville**

WTLV First Coast News Good Morning Jacksonville Segment (9/14)  
Click here to view  
segment: [https://mms.tvoyes.com/MediaCenterPlaye.aspx?u=aHR0cDovL211ZGh5Y2VudGVyLnR2Z2lkcy5p20vZG93bm9wYWR0bWVhYXRid2F5LmFzci5p2FVXNlckIjEPT\\_EyODADNjcmTURJR0dyMjMhMzEwOCZNRFRlZlZlQWQ7NDYyOCZlUeXBIPU11ZGll](https://mms.tvoyes.com/MediaCenterPlaye.aspx?u=aHR0cDovL211ZGh5Y2VudGVyLnR2Z2lkcy5p20vZG93bm9wYWR0bWVhYXRid2F5LmFzci5p2FVXNlckIjEPT_EyODADNjcmTURJR0dyMjMhMzEwOCZNRFRlZlZlQWQ7NDYyOCZlUeXBIPU11ZGll)

 **9,000**  
IMPRESSIONS



**September is Amelia Island Dining Month!**  
 Amelia Island Magazine SALES & MARKETING

[View on Blog](#)

 **6,888**  
VIEWS

**WTLV First Coast News Good Morning Jacksonville**

WTLV First Coast News Good Morning Jacksonville Segment  
Click here to view  
segment: [https://mms.tvoyes.com/MediaCenterPlaye.aspx?u=aHR0cDovL211ZGh5Y2VudGVyLnR2Z2lkcy5p20vZG93bm9wYWR0bWVhYXRid2F5LmFzci5p2FVXNlckIjEPT\\_EyODADNjcmTURJR0dyMjMhMzEwOCZNRFRlZlZlQWQ7NDYyOCZlUeXBIPU11ZGll](https://mms.tvoyes.com/MediaCenterPlaye.aspx?u=aHR0cDovL211ZGh5Y2VudGVyLnR2Z2lkcy5p20vZG93bm9wYWR0bWVhYXRid2F5LmFzci5p2FVXNlckIjEPT_EyODADNjcmTURJR0dyMjMhMzEwOCZNRFRlZlZlQWQ7NDYyOCZlUeXBIPU11ZGll)

 **2,100**  
IMPRESSIONS



**An Epicurean Adventure Awaits on Amelia Island**  
flemingomag.com

[View on Blog](#)

General Coverage ▾

66.3M IMPRESSIONS

5,116 ENGAGEMENTS

**Y!** 43.87M IMPRESSIONS

1 ENGAGEMENTS




Amelia Island wins six awards for excellence in tourism marketing at Visit Florida's 2024 Flagler...  
yahoo.com

[View on Blog](#)

**SL** 12.08M IMPRESSIONS

35 ENGAGEMENTS




**Why You Should Take A River Cruise In The Southeast This Fall**

From the Mississippi River to the Chesapeake Bay and Intracoastal Waterway, we take a look at how to enjoy a river cruise in the South this fall.

[View on Blog](#)

**8.98M** IMPRESSIONS



**Make your next family vacation the best yet with this four-day Amelia Island itinerary**

Ready for a family trip that blends adventure and relaxation? Discover how to make magical memories on Amelia Island with our 4-day itinerary.

[View on Blog](#)

**NEWS JAX** 643,218 IMPRESSIONS

13 ENGAGEMENTS



**Amelia Island wins six awards for excellence in tourism marketing at Visit Florida's 2024 Flagler...**

Amelia Island stood out by winning four prestigious Henry Awards in the categories of Resource/Promotional Material-Trade, Direct Marketing, Mobile Marketing, and Radio...

Action News Jax · Actionnewsjax.com News Staff · Sep 1

[View on Blog](#)

**f** 541,000 IMPRESSIONS

272 ENGAGEMENTS

Action News Jax · about a month ago


Amelia Island stood out by winning four prestigious Henry Awards in the categories of Resource/Promotional Material-Trade, Direct Marketing, Mobile Marketing, and Radio Advertising.



[View on Facebook](#)

**104.5 WKVJ** 67,563 IMPRESSIONS

1 ENGAGEMENTS



**Amelia Island wins six awards for excellence in tourism marketing at Visit Florida's 2024 Flagler...**

Amelia Island stood out by winning four prestigious Henry Awards in the categories of Resource/Promotional Material-Trade, Direct Marketing, Mobile Marketing, and Radio...

104.5 WKVJ · Actionnewsjax.com News Staff · Sep 1

[View on Blog](#)

 **48,311**  
IMPRESSIONS

**Recommend Print**



 **26,217**  
IMPRESSIONS



**What's New—Florida Family Adventures**

With its beaches, theme parks and natural attractions, you'd be hard-pressed to find a more family-friendly destination than the Sunshine State.

 **Recommend** Lita Simonsen · Sep 13

 [View on Blog](#)


 **25,403**  
IMPRESSIONS


**5**  
ENGAGEMENTS



**Whereverfamily.com Announces the Winners of the 2024 Wherever Awards**  
whereverfamily.com


 [View on Blog](#)


 **8,172**  
IMPRESSIONS



**Embracing Midlife Travel**

Expert tips for crafting unforgettable journeys that broaden your horizons and breathe new life into every day.

 **Best Self Atlanta** · Sep 18

 [View on Blog](#)

 **4,789**  
IMPRESSIONS

**Fernandina Beach News Leader**




 **4,789**  
ENGAGEMENTS

**Fernandina Beach News Leader**



**CVB receives six Fieger Awards**

 < 1/2 >




**Tourism Marketing Today**


Impressions unknown




 51,614  
IMPRESSIONS

 37,170  
VIEWS

 3,147  
ENGAGEMENTS

 **850**  
IMPRESSIONS

1 STORES    810 UNIQUE IMPRESSIONS    1 ENGAGEMENTS

 **Insights:**  
09/09/24 12:32am

**850**  
IMPRESSIONS

**810**  
UNIQUE IMPRESSIONS

**1**  
ENGAGEMENTS

 **619**  
IMPRESSIONS


1 STORES    608 UNIQUE IMPRESSIONS    11 ENGAGEMENTS

 **Insights:**  
09/09/24 12:24am

**619**  
IMPRESSIONS

**608**  
UNIQUE IMPRESSIONS

**11**  
ENGAGEMENTS


 **577**  
IMPRESSIONS

1 STORES    568 UNIQUE IMPRESSIONS


 **Insights:**  
09/09/24 12:24am

**577**  
IMPRESSIONS

**568**  
UNIQUE IMPRESSIONS

 **553**  
IMPRESSIONS

1 STORES    539 UNIQUE IMPRESSIONS

 **Insights:**  
09/09/24 12:26am

**553**  
IMPRESSIONS

**539**  
UNIQUE IMPRESSIONS

 **471**  
IMPRESSIONS

1 STORES    460 UNIQUE IMPRESSIONS    2 ENGAGEMENTS

 **Insights:**  
09/09/24 12:25am

**471**  
IMPRESSIONS

**460**  
UNIQUE IMPRESSIONS

**2**  
ENGAGEMENTS

 **433**  
IMPRESSIONS

1 STORES    424 UNIQUE IMPRESSIONS    1 ENGAGEMENTS

 **Insights:**  
09/09/24 12:30am

**433**  
IMPRESSIONS

**424**  
UNIQUE IMPRESSIONS

**1**  
ENGAGEMENTS

 **421**  
IMPRESSIONS

1 STORES    414 UNIQUE IMPRESSIONS    1 ENGAGEMENTS


**Insights:**  
09/09/24 12:30am

**421**  
IMPRESSIONS

**414**  
UNIQUE IMPRESSIONS

**1**  
REPLIES




 **410**  
IMPRESSIONS


1 STORES    401 UNIQUE IMPRESSIONS

**Insights:**  
09/09/24 12:32am

**410**  
IMPRESSIONS


**401**  
UNIQUE IMPRESSIONS




 **15,979**  
IMPRESSIONS

12,737 UNIQUE IMPRESSIONS    12,661 VIEWS    1,098 ENGAGEMENTS

**chelsea.fetter and saltlif** [View profile](#)  
Original audio




[View on Instagram](#)


 **15,979**  
IMPRESSIONS

12,737 UNIQUE IMPRESSIONS    12,661 VIEWS    1,098 ENGAGEMENTS

**chelsea.fetter and saltlif** [View profile](#)  
Original audio




[View on Instagram](#)

 **15,322**  
IMPRESSIONS

10,995 UNIQUE IMPRESSIONS    11,848 VIEWS    935 ENGAGEMENTS

**chelsea.fetter and visitat** [View profile](#)  
Wyley Smith - Sweet Love (Acoustic)



[Watch on Instagram](#)


[View on Instagram](#)

Amber Capps ▾


 405,841  
IMPRESSIONS

 337,561  
VIEWS


 10,959  
ENGAGEMENTS

 **229,175**  
IMPRESSIONS


**229,175** VIEWS      **5,690** ENGAGEMENTS



**TikTok · Amber Capps**  
5386 likes, 24 comments · Hands down one of the best restaurants in Amelia Island, Florida! We ordered the tuna bao buns, singapore style chili shrimp, fried corn ribs, flax...


 TikTok

[View on TikTok](#)


 **55,390**  
IMPRESSIONS

**25,000** VIEWS      **808** ENGAGEMENTS

the\_longweekender and madzornalley · I Know What You Want: Flare x Madcon Alley [View profile](#)




[View on Instagram](#)


 **55,390**  
IMPRESSIONS

**17,500** VIEWS      **788** ENGAGEMENTS

the\_longweekender and tickskirts · Birds in a feather = bleeding love [View profile](#)



[View on Instagram](#)

 **35,185**  
IMPRESSIONS

**35,185** VIEWS      **1,588** ENGAGEMENTS


[View on TikTok](#)

 **30,646**  
IMPRESSIONS


**30,646** VIEWS      **2,084** ENGAGEMENTS




[View on TikTok](#)



Images to use with credit:  
[https://www.dropbox.com/sc/fo/uidr6ay8rh827y38zpg0e/Al\\_dHTfPYINt9AckBukMzF4?rlkey=8rnktd6c3pDlbb7ovcyglezq&e=15dl=0](https://www.dropbox.com/sc/fo/uidr6ay8rh827y38zpg0e/Al_dHTfPYINt9AckBukMzF4?rlkey=8rnktd6c3pDlbb7ovcyglezq&e=15dl=0)



**Amelia Island 2024**  
Shared with Dropbox

 [View on Blog](#)

Cora Bolds ▾

5,110 IMPRESSIONS

1,611 ENGAGEMENTS


 **2,282**  
IMPRESSIONS

**1,895** **523**  
UNIQUE IMPRESSIONS ENGAGEMENTS


 coraincolor  
Amelia Island [View profile](#)




[View on Instagram](#)


 **1,518**  
IMPRESSIONS

**1,418** **512**  
UNIQUE IMPRESSIONS ENGAGEMENTS


 coraincolor  
Amelia Island [View profile](#)




[View on Instagram](#)

 **1,310**  
IMPRESSIONS

**1,140** **576**  
UNIQUE IMPRESSIONS ENGAGEMENTS

 coraincolor and masonsl  
Amelia Island [View profile](#)



[View on Instagram](#)

Dining Month Yelp Event ▾

 5,263  
IMPRESSIONS

 9  
ENGAGEMENTS

 **4,500**  
IMPRESSIONS



**easy102.9**  
**FOXX FOOD TALK**  
with @Yelpizzabonville

**Foxx Food Talk - September 5th, 2024**  
Toni chats with Rachel Traversano from YELP Jacksonville about all things Hot & New in Northeast Florida! This week is all about Amelia Island Dining Month!

 **Easy 102.9** Toni Iolo · Sep 4

[View on Blog](#)

 **763**  
IMPRESSIONS

**9**  
ENGAGEMENTS

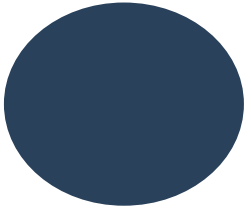
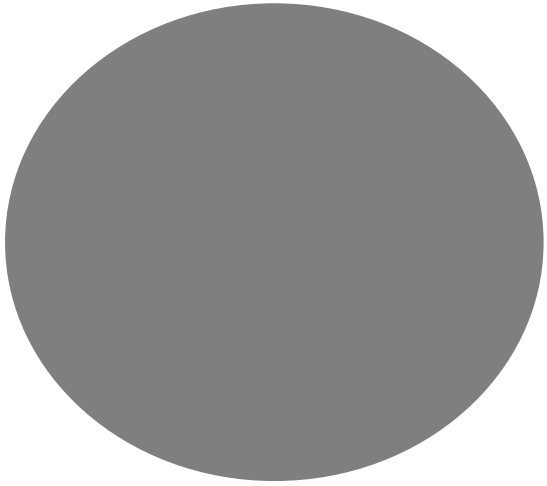
 **easy102.9**  
Original audio [View profile](#)



[View more on Instagram](#)

[View on Instagram](#)



# 5. Social Media Reports





# Profile Performance

July 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

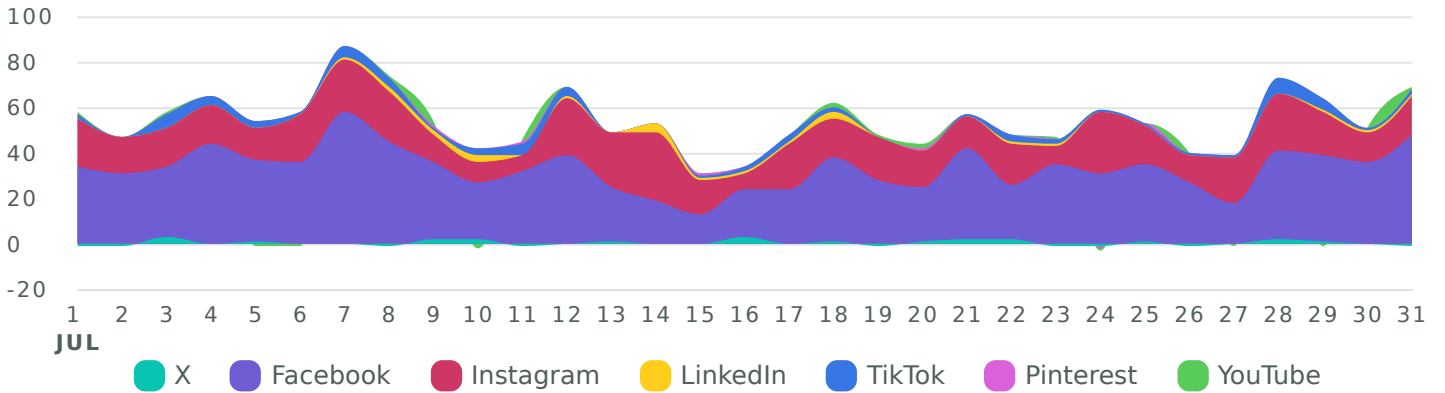
View your key profile performance metrics from the reporting period.

Engagements <b>30,769</b>	Audience <b>161,447</b>	Net Audience Growth <b>1,664</b>
Published Posts <b>141</b>	Video Views <b>1,583,618</b>	Reactions <b>11,343</b>
Comments <b>481</b>	Shares <b>1,160</b>	

## Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth Breakdown by Network, by Day

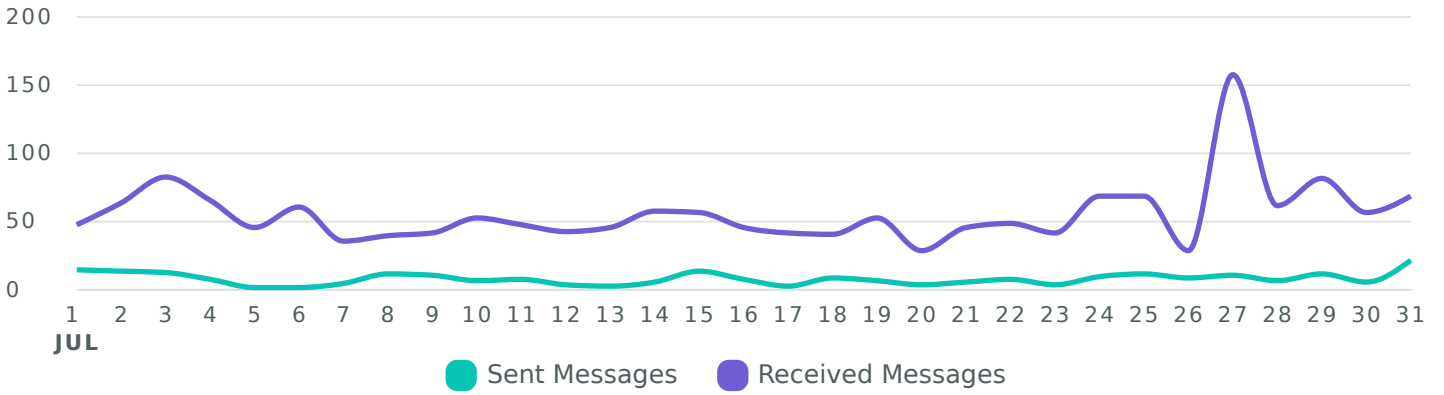


Audience Metrics	Totals
<b>Total Net Audience Growth</b>	<b>1,664</b>
X Net Follower Growth	13
Facebook Net Follower Growth	1,005
Instagram Net Follower Growth	542
LinkedIn Net Follower Growth	24
TikTok Net Follower Growth	71
Pinterest Net Follower Growth	3
YouTube Net Subscriber Growth	6

## Message Volume

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

Messages per Day



Sent Messages Metrics	Totals
<b>Total Sent Messages</b>	<b>231</b>
X Sent Messages	8
Facebook Sent Messages	70
Instagram Sent Messages	138
LinkedIn Sent Messages	2
TikTok Sent Messages	4
Pinterest Sent Messages	7
YouTube Sent Messages	2

## Message Volume

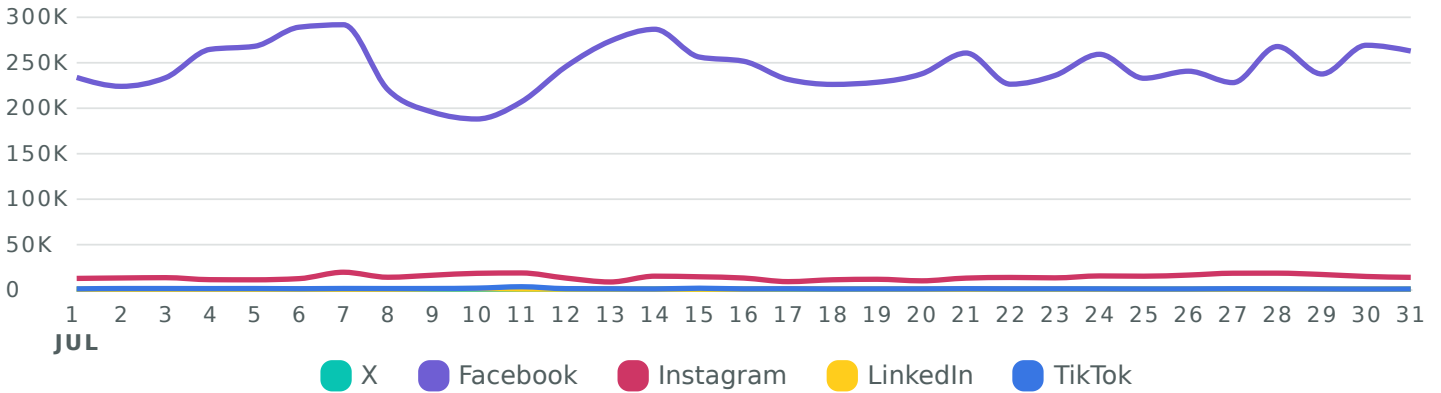
Review the volume of sent and received messages across networks during the selected time period.

Received Messages Metrics	Totals
<b>Total Received Messages</b>	<b>1,703</b>
X Received Messages	47
Facebook Received Messages	1,077
Instagram Received Messages	561
LinkedIn Received Comments	10
TikTok Received Messages	8

## Impressions

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

Impressions Comparison by Network, by Day

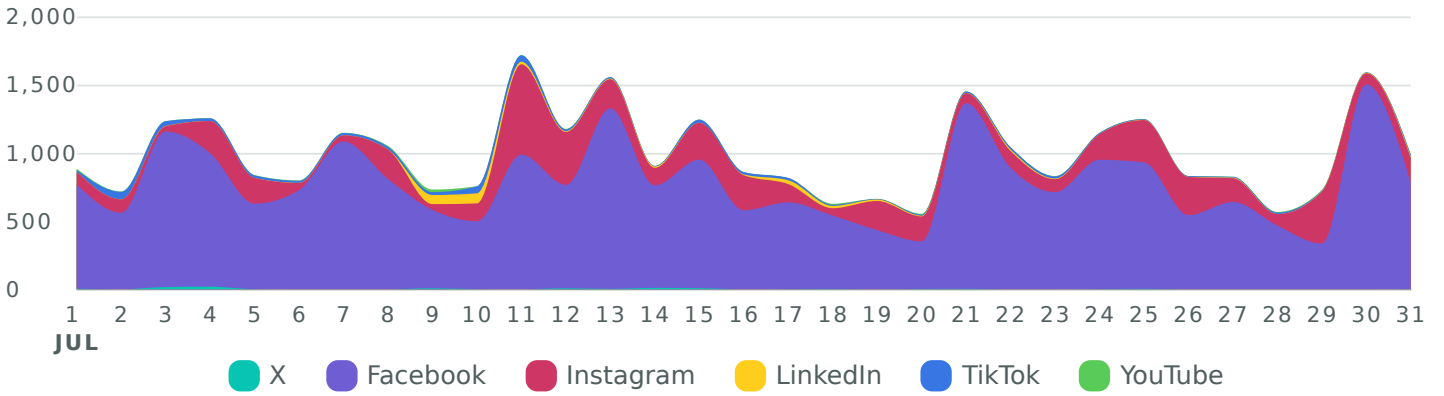


Impression Metrics	Totals
<b>Total Impressions</b>	<b>7,985,229</b>
X Impressions	1,677
Facebook Impressions	7,547,358
Instagram Impressions	413,188
LinkedIn Impressions	3,235
TikTok Impressions	19,771

## 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

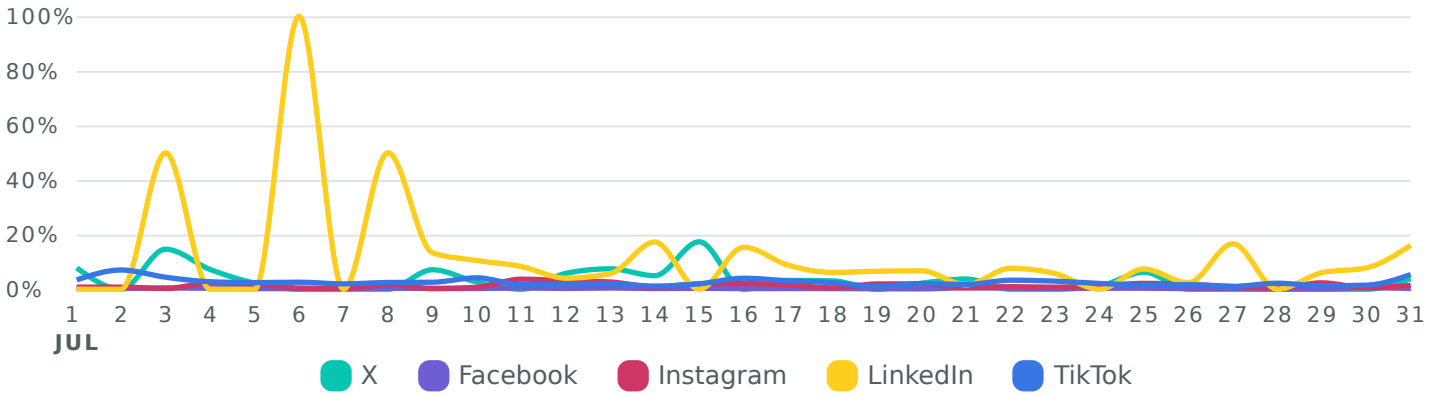


Engagement Metrics	Totals
<b>Total Engagements</b>	<b>30,769</b>
X Engagements	89
Facebook Engagements	24,166
Instagram Engagements	5,610
LinkedIn Engagements	291
TikTok Engagements	518
YouTube Engagements	95

## Engagement Rate

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

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

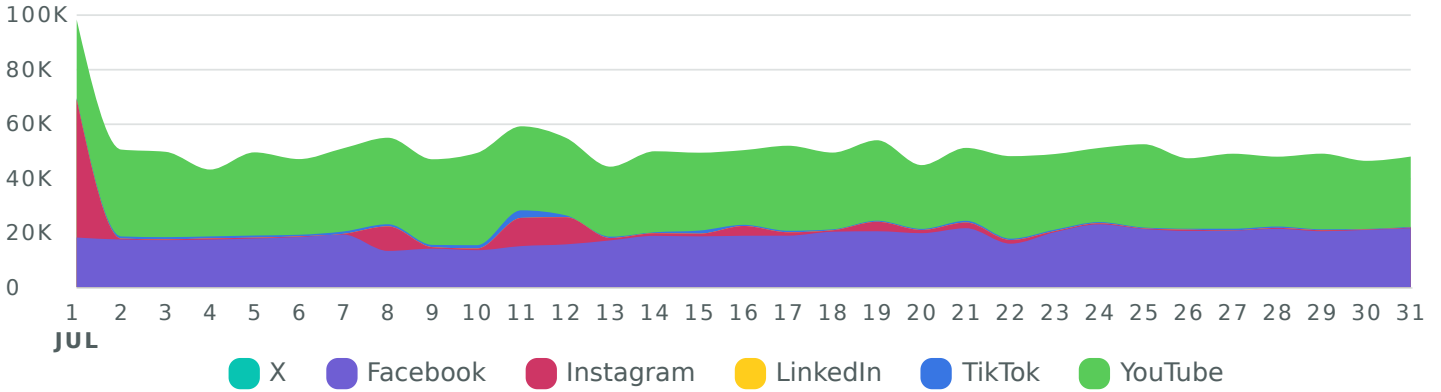


Engagement Rate Metrics	Rate
<b>Engagement Rate (per Impression)</b>	<b>0.4%</b>
X Engagement Rate	5.3%
Facebook Engagement Rate	0.3%
Instagram Engagement Rate	1.4%
LinkedIn Engagement Rate	9.0%
TikTok Engagement Rate	2.6%

## Video Views

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








Video Views, by Day



Video Views Metrics	Totals
<b>Video Views</b>	<b>1,583,618</b>
X Video Views	37
Facebook Video Views	577,229
Instagram Post Video Views	102,048
LinkedIn Video Views	0
TikTok Video Views	19,771
YouTube Video Views	884,533

## Profiles

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

Profile	Audience ▼	Impressions	Engagements	Video Views	Published Posts
<b>Reporting Period</b> Jul 1, 2024 - Jul 31, 2024	<b>161,447</b>	<b>7,985,229</b>	<b>30,769</b>	<b>1,583,618</b>	<b>141</b>
 <b>Amelia Island</b>	117,116	7,547,358	24,166	577,229	22
 <b>visitameliaisland</b>	36,144	413,188	5,610	102,048	96
 <b>@AmelialandFlo</b>	3,260	1,677	89	37	8
 <b>Amelia Island, Florida</b>	1,946	19,771	518	19,771	4
 <b>Amelia Island, Florida</b>	1,309	3,235	291	0	2
 <b>Visit Amelia Island</b>	1,070	N/A	95	884,533	2
 <b>Visit Amelia Island</b>	602	N/A	N/A	N/A	7



# Profile Performance

August 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.

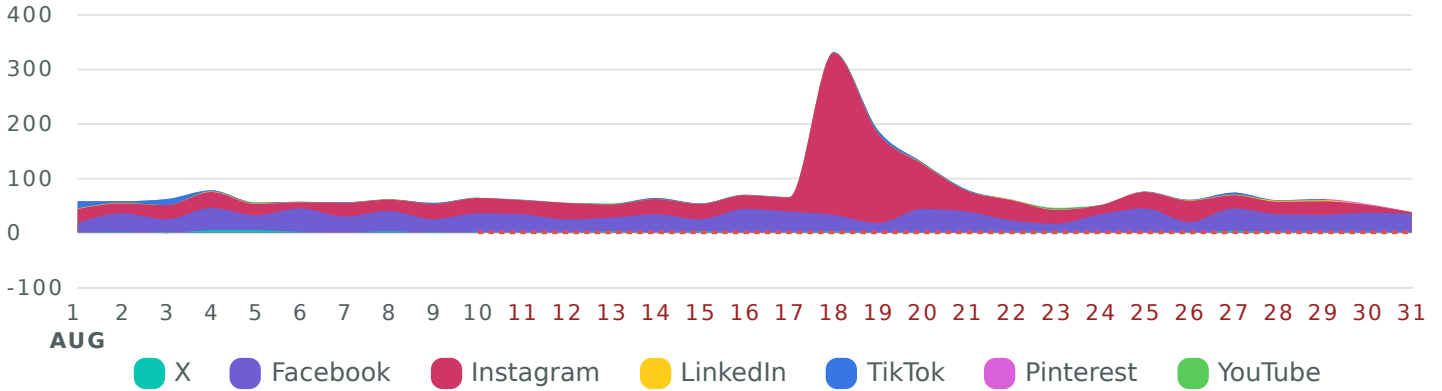
Engagements <b>44,616</b>	Audience <b>163,753</b>	Net Audience Growth <b>2,302</b>
Published Posts <b>162</b>	Video Views <b>2,067,408</b>	Reactions <b>10,465</b>
Comments <b>491</b>	Shares <b>756</b>	

## 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

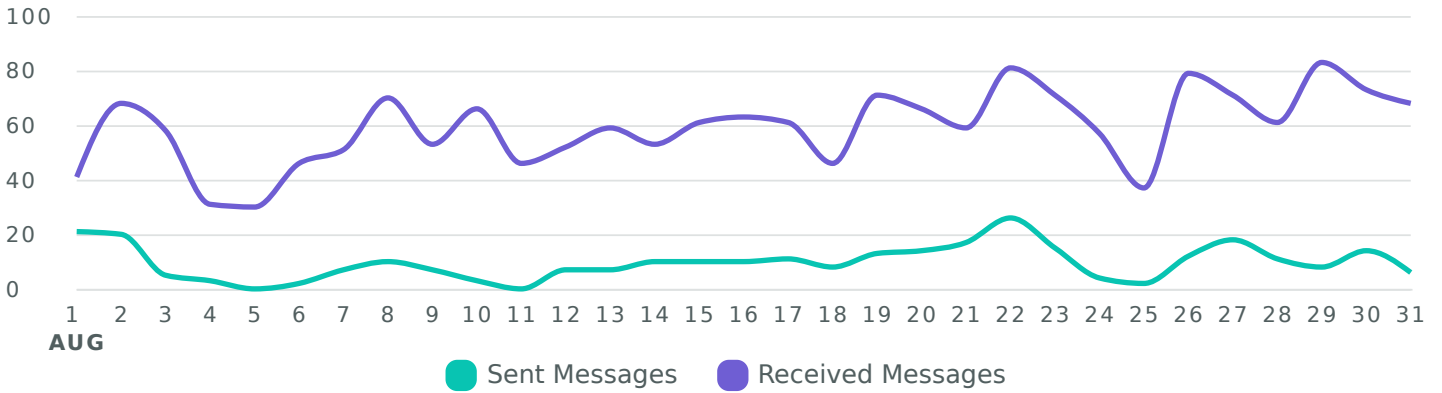
Totals

Audience Metrics	Totals
<b>Total Net Audience Growth</b>	<b>2,302</b>
X Net Follower Growth	23
Facebook Net Follower Growth	960
Instagram Net Follower Growth	1,238
LinkedIn Net Follower Growth	13
TikTok Net Follower Growth	61
Pinterest Net Follower Growth	2
YouTube Net Subscriber Growth	5

## Message Volume

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

Messages per Day



Sent Messages Metrics	Totals
<b>Total Sent Messages</b>	<b>301</b>
X Sent Messages	11
Facebook Sent Messages	67
Instagram Sent Messages	210
LinkedIn Sent Messages	2
TikTok Sent Messages	5
Pinterest Sent Messages	4
YouTube Sent Messages	2

## Message Volume

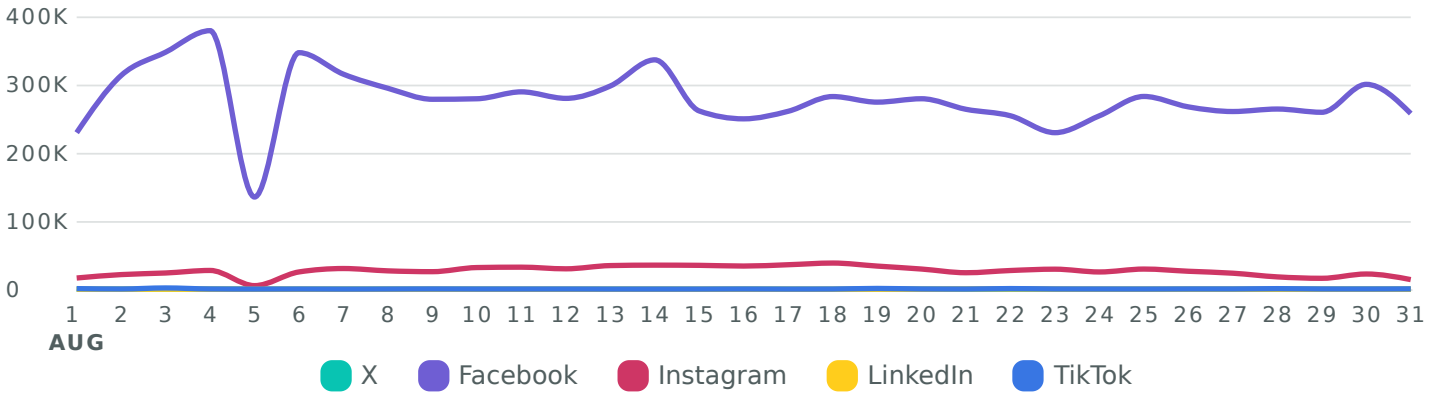
Review the volume of sent and received messages across networks during the selected time period.

Received Messages Metrics	Totals
<b>Total Received Messages</b>	<b>1,832</b>
X Received Messages	49
Facebook Received Messages	1,141
Instagram Received Messages	623
LinkedIn Received Comments	5
TikTok Received Messages	14

## Impressions

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

Impressions Comparison by Network, by Day

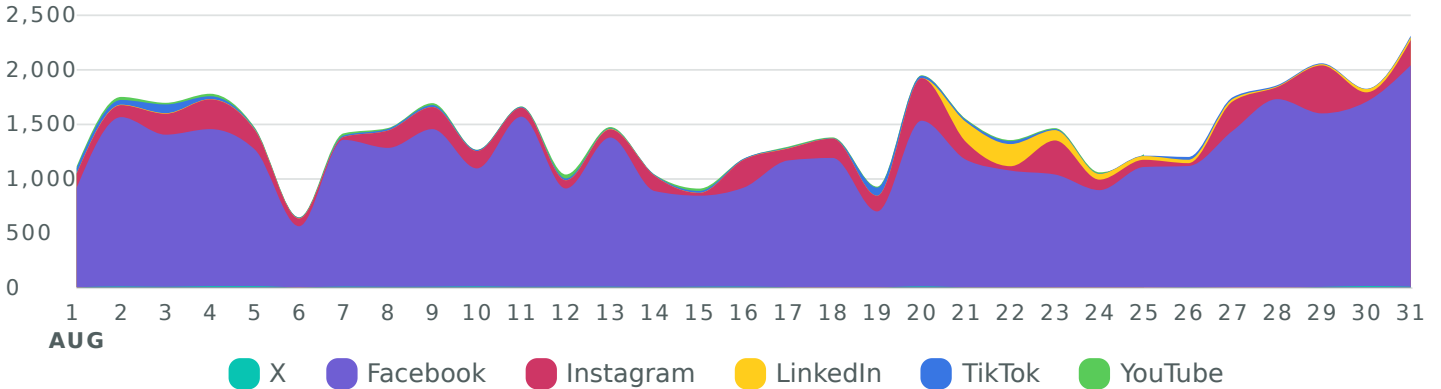


Impression Metrics	Totals
<b>Total Impressions</b>	<b>9,476,539</b>
X Impressions	2,375
Facebook Impressions	8,625,533
Instagram Impressions	831,142
LinkedIn Impressions	1,811
TikTok Impressions	15,678

## 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

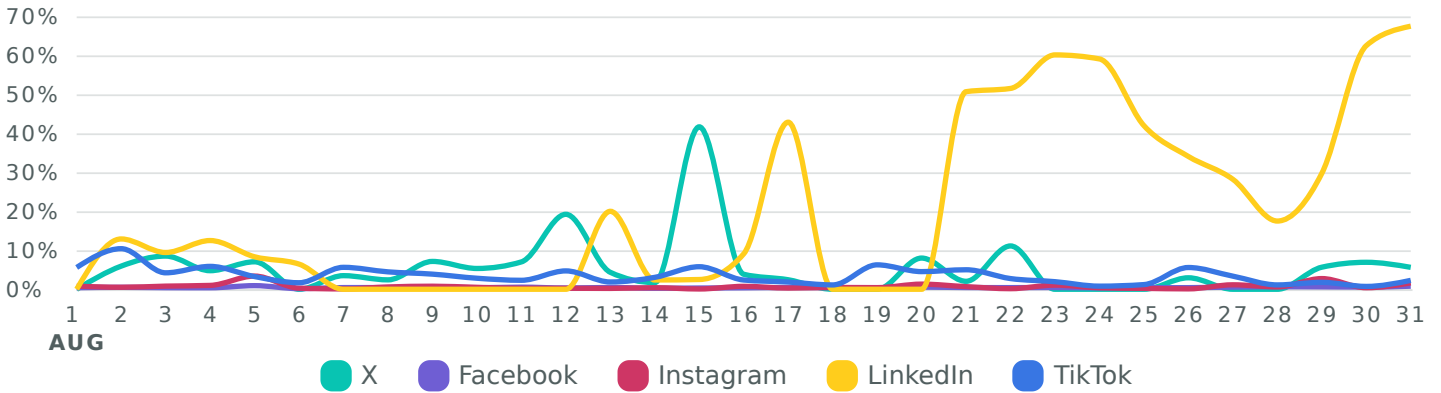


Engagement Metrics	Totals
<b>Total Engagements</b>	<b>44,616</b>
X Engagements	113
Facebook Engagements	38,092
Instagram Engagements	4,813
LinkedIn Engagements	722
TikTok Engagements	577
YouTube Engagements	299

## Engagement Rate

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

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

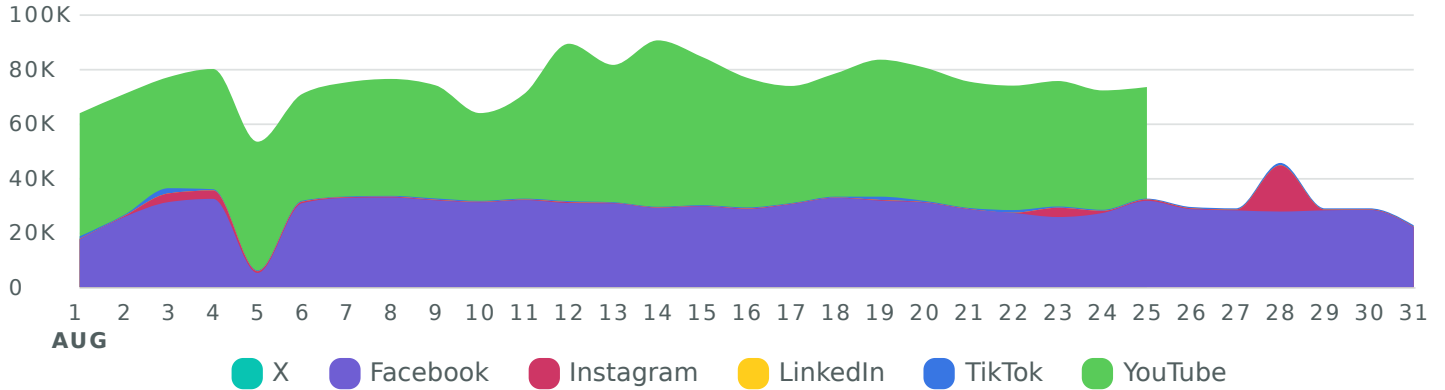


Engagement Rate Metrics	Rate
<b>Engagement Rate (per Impression)</b>	<b>0.5%</b>
X Engagement Rate	4.8%
Facebook Engagement Rate	0.4%
Instagram Engagement Rate	0.6%
LinkedIn Engagement Rate	39.9%
TikTok Engagement Rate	3.7%

## Video Views

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

Video Views, by Day










Video Views Metrics

Totals

Metric	Totals
<b>Video Views</b>	<b>2,067,408</b>
X Video Views	5
Facebook Video Views	880,182
Instagram Post Video Views	33,661
LinkedIn Video Views	0
TikTok Video Views	15,678
YouTube Video Views	1,137,882

## Profiles

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

Profile	Audience ▼	Impressions	Engagements	Video Views	Published Posts
<b>Reporting Period</b> Aug 1, 2024 - Aug 31, 2024	<b>163,753</b>	<b>9,476,539</b>	<b>44,616</b>	<b>2,067,408</b>	<b>162</b>
 <b>Amelia Island</b>	118,076	8,625,533	38,092	880,182	21
 <b>visitameliaisland</b>	37,382	831,142	4,813	33,661	117
 <b>@AmelialandFlo</b>	3,283	2,375	113	5	11
 <b>Amelia Island, Florida</b>	2,006	15,678	577	15,678	5
 <b>Amelia Island, Florida</b>	1,320	1,811	722	0	2
 <b>Visit Amelia Island</b>	1,080	N/A	299	1,137,882	2
 <b>Visit Amelia Island</b>	606	N/A	N/A	N/A	4









# Profile Performance

9/1/2024 - 9/30/2024



## Included in this Report

### Sources

X @AmeliaIslandFlo  Amelia Island  visitameliaisland  Amelia Island, Florida  
 visitameliaisland  Visit Amelia Island  ameliaislandflorida

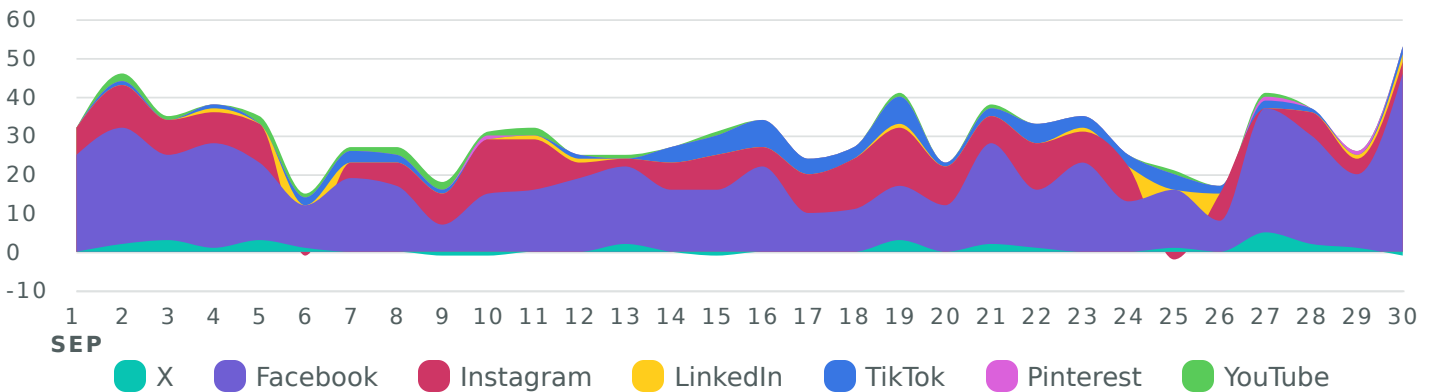
## Performance Summary

View your key profile performance metrics from the reporting period.

Impressions <b>6,630,831</b>	Engagements <b>18,279</b>	Post Link Clicks <b>6,299</b>
Engagement Rate (per Impression) <b>0.3%</b>		

## Audience Growth

See how your audience grew during the reporting period.



Audience Metrics	Totals
<b>Net Audience Growth</b>	<b>912</b>
X Net Follower Growth	23
Facebook Net Follower Growth	574
Instagram Net Follower Growth	218
LinkedIn Net Follower Growth	8
TikTok Net Follower Growth	66
Pinterest Net Follower Growth	3

## Audience Growth

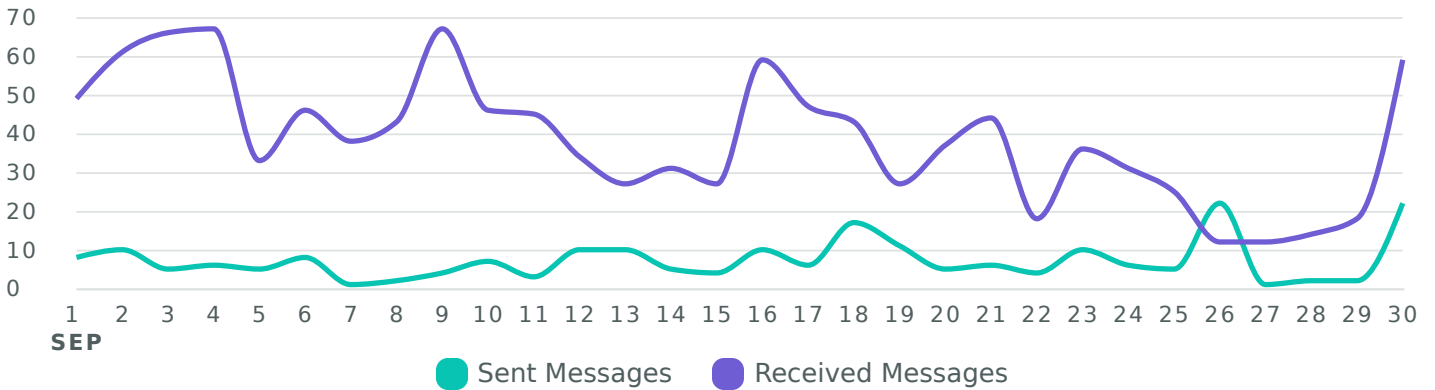
See how your audience grew during the reporting period.

Audience Metrics	Totals
YouTube Net Subscriber Growth	20

## Message Volume

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

Messages per Day



Sent Messages Metrics	Totals
<b>Total Sent Messages</b>	<b>217</b>
X Sent Messages	5
Facebook Sent Messages	75
Instagram Sent Messages	120
LinkedIn Sent Messages	2
TikTok Sent Messages	6
Pinterest Sent Messages	8

## Message Volume

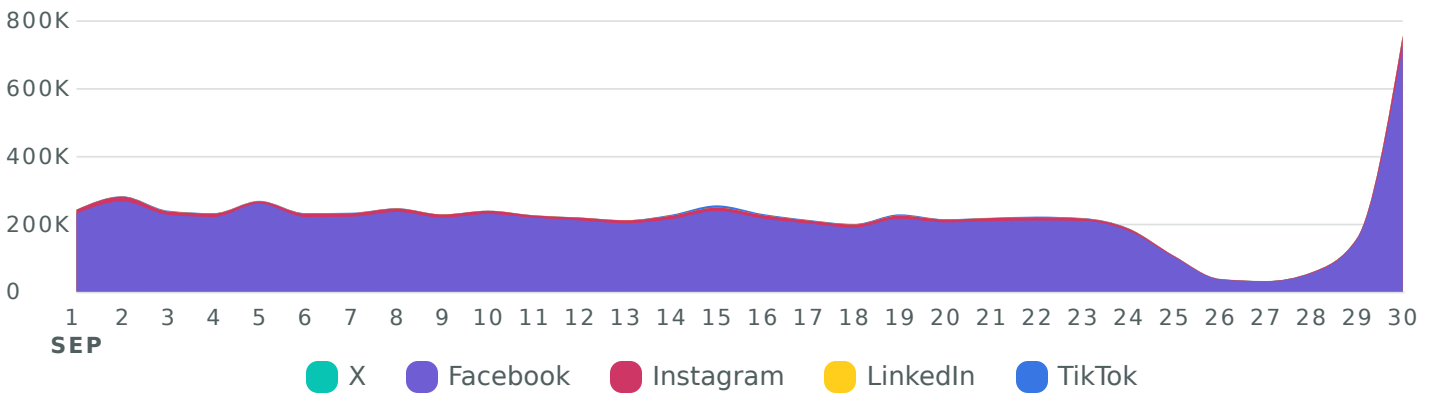
Review the volume of sent and received messages across networks during the selected time period.

Sent Messages Metrics	Totals
YouTube Sent Messages	1

Received Messages Metrics	Totals
<b>Total Received Messages</b>	<b>1,162</b>
X Received Messages	44
Facebook Received Messages	675
Instagram Received Messages	424
LinkedIn Received Messages	5
TikTok Received Messages	14

## Impressions

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



Impression Metrics	Totals
<b>Impressions</b>	<b>6,630,831</b>
X Impressions	1,009

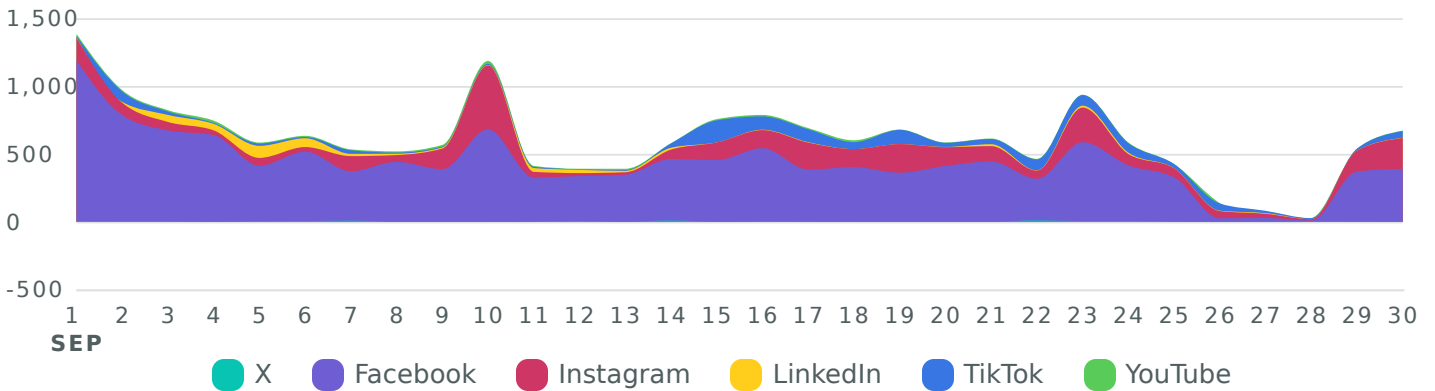
## Impressions

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

Impression Metrics	Totals
<b>Facebook Impressions</b>	<b>6,317,933</b>
Instagram Impressions	270,330
LinkedIn Impressions	1,800
TikTok Impressions	39,759

## Engagements

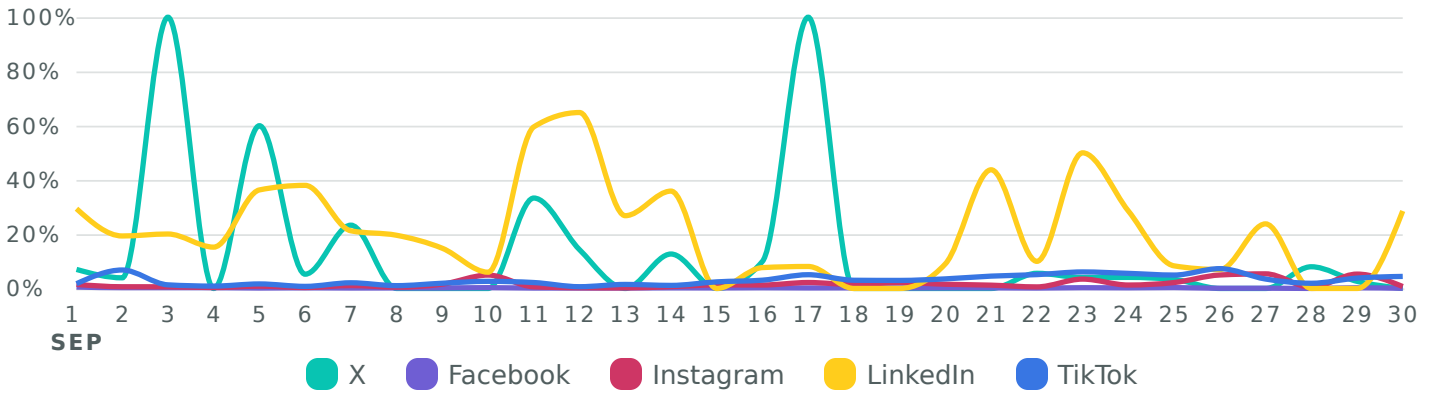
See how people are engaging with your posts during the reporting period.



Engagement Metrics	Totals
<b>Engagements</b>	<b>18,279</b>
X Engagements	59
Facebook Engagements	12,966
Instagram Engagements	3,381
LinkedIn Engagements	439
TikTok Engagements	1,223
YouTube Engagements	211

## Engagement Rate

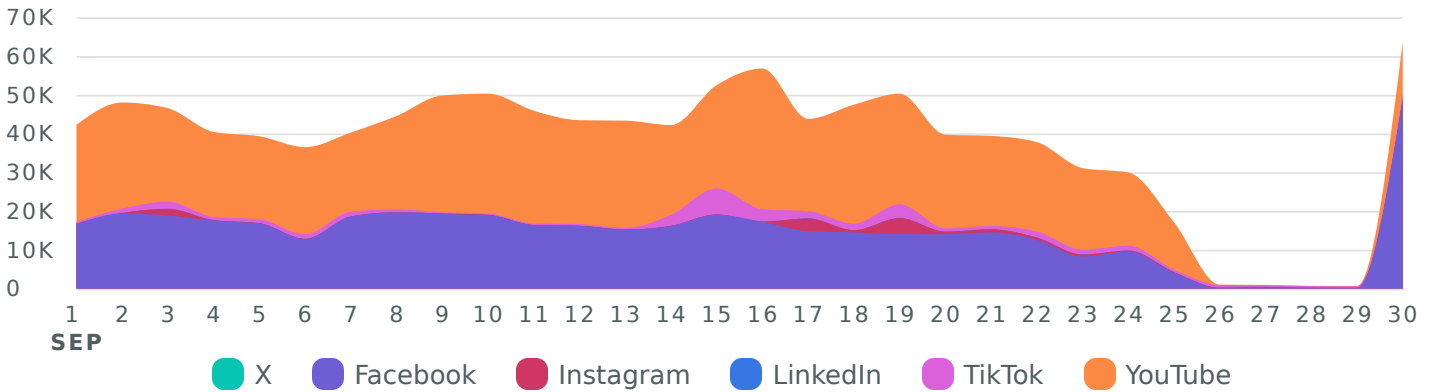
See how engaged people are with your posts during the reporting period.



Engagement Rate Metrics	Rate
<b>Engagement Rate (per Impression)</b>	<b>0.3%</b>
X Engagement Rate	5.8%
Facebook Engagement Rate	0.2%
Instagram Engagement Rate	1.3%
LinkedIn Engagement Rate	24.4%
TikTok Engagement Rate	3.1%

## Video Views

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



Video Views Metrics	Totals
<b>Video Views</b>	<b>1,124,870</b>
X Video Views	1
Facebook Video Views	433,434
Instagram Post Video Views	14,494
LinkedIn Video Views	0
TikTok Video Views	39,759
YouTube Video Views	637,182

## Profiles

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







↑ Ascending by Profile

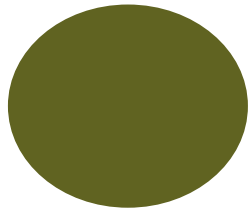
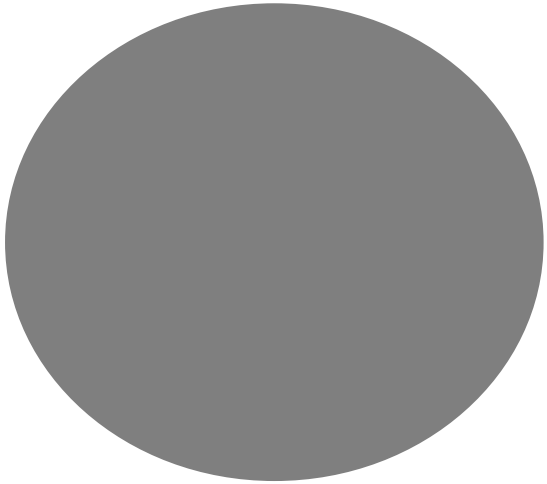
Profile	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
<b>Reporting Period</b>	<b>164,487</b>	<b>912</b>	<b>120</b>	<b>6,630,831</b>	<b>18,279</b>	<b>0.3%</b>	<b>1,124,870</b>
Sep 1, 2024 - Sep 30, 2024							
<b>@Ameliasland Flo</b>	3,306	23	5	1,009	59	5.8%	1

## Profiles

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

↑ Ascending by Profile

Profile	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
 <b>Amelia Island</b>	118,473	574	22	6,317,933	12,966	0.2%	433,434
 <b>Amelia Island, Florida</b>	1,326	8	2	1,800	439	24.4%	0
 <b>Amelia Island, Florida</b>	2,073	66	5	39,759	1,223	3.1%	39,759
 <b>Visit Amelia Island</b>	609	3	4	N/A	N/A	N/A	N/A
 <b>Visit Amelia Island</b>	1,100	20	1	N/A	211	N/A	637,182
 <b>visitameliaisland</b>	37,600	218	81	270,330	3,381	1.3%	14,494



## 6. Paid Media Reports





# AMELIA ISLAND WEBSITE JULY SEO UPDATE

08.2024

# 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 - July 2024

## Total User Sessions Analyzed: 1,149

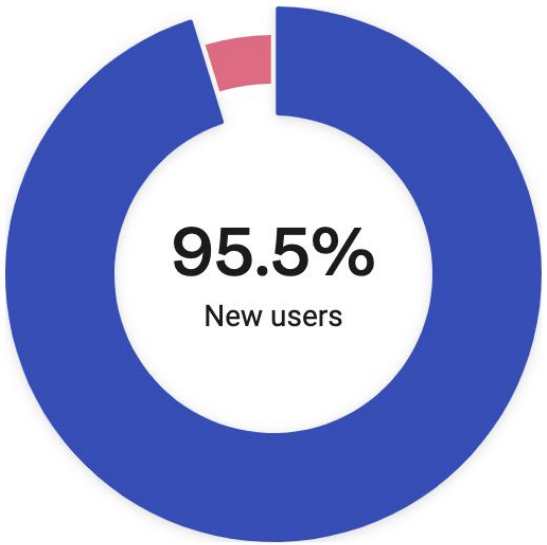
- **Mobile:** 900
- **Tablet:** 50
- **Desktop:** 199

## Insights and Recommendations:

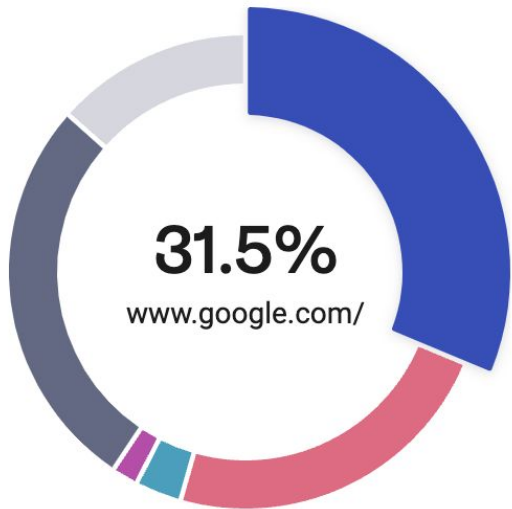
- Heavy interaction on the homepage **Video Masthead**. Consider adding a button on top of the video masthead that takes users to a Island highlights page to inspire travel.
- Very few clicks on Z Grid Buttons. Consider **updating Z grid content** to keep it fresh. *This will be part of our new content update story we just planned.*
- Booking widget received the most clicks followed by the partner slider
- Scroll activity increased **6.9%** from last month. Most users scroll down through the top **35.6%** of the homepage
- 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.
- Higher drop-off rates than before, consider refreshing content to keep visitors engaged. *This will be part of our new content update story we just planned.*
- 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 clicks in the month of July.
  - Will continue to monitor results to see impact of updated Inspiration Guide homepage component
- **Trip planning** and **map icons** in the header navigation bar did not receive any clicks.
- **Social Icons, Media and About** were the only options in the **footer** with clicks/interaction.



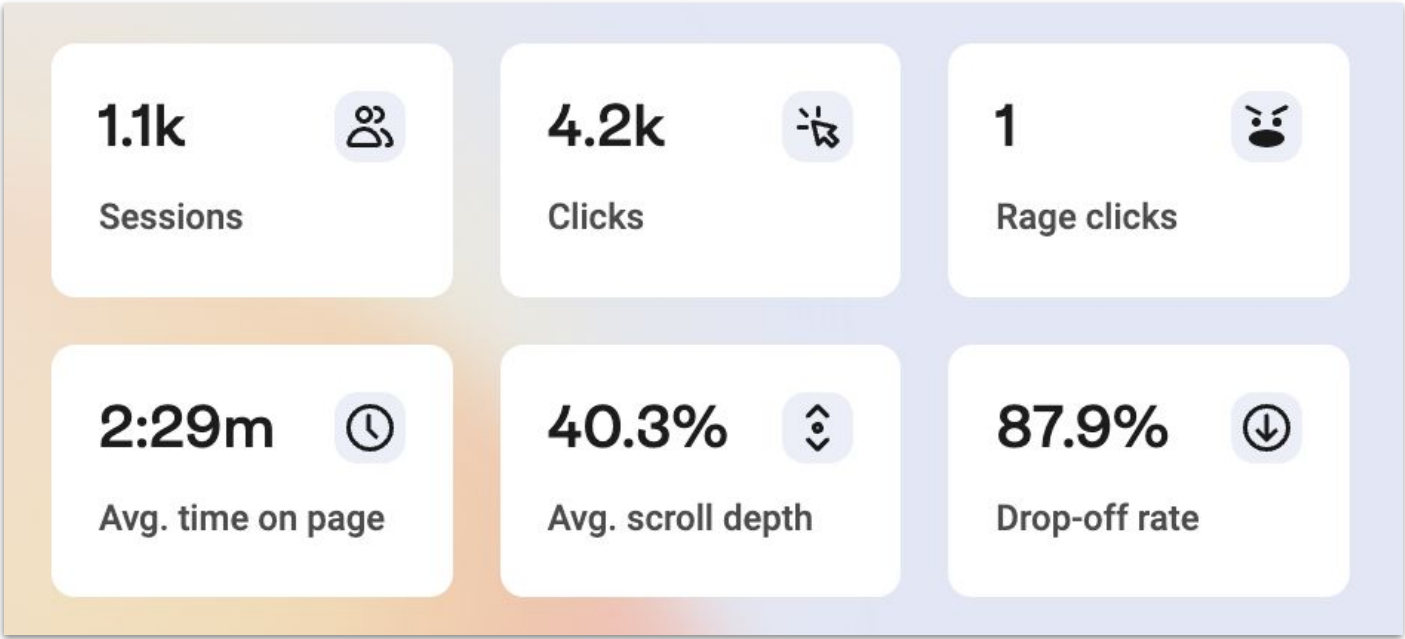
# UI/UX: Summary - July 2024



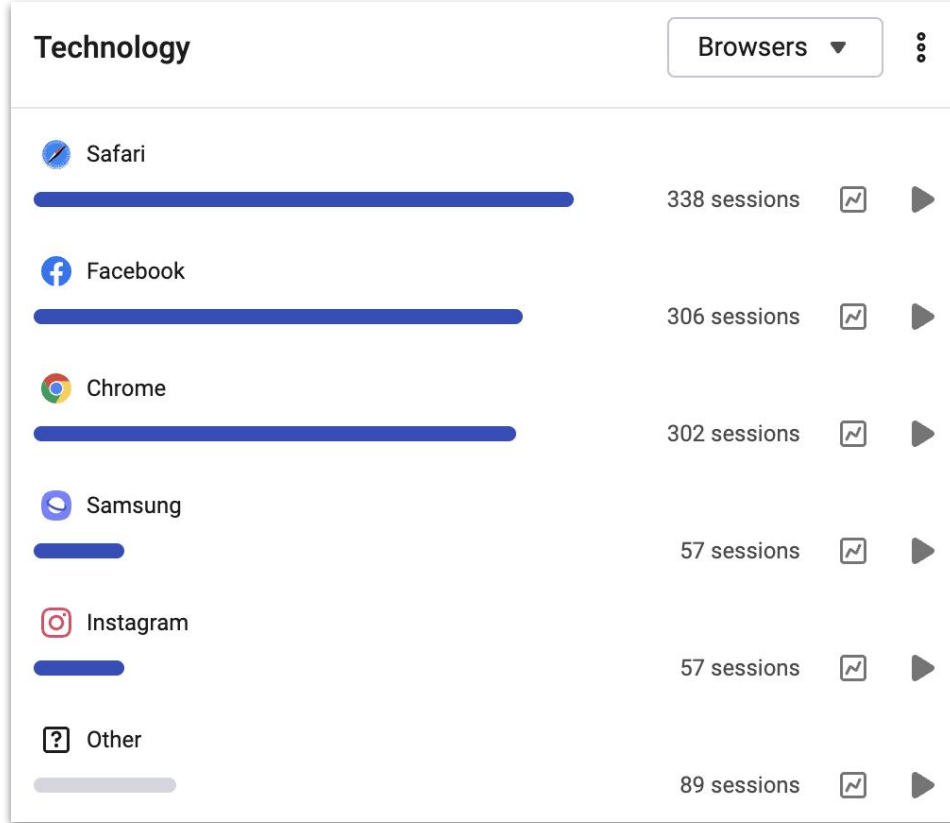
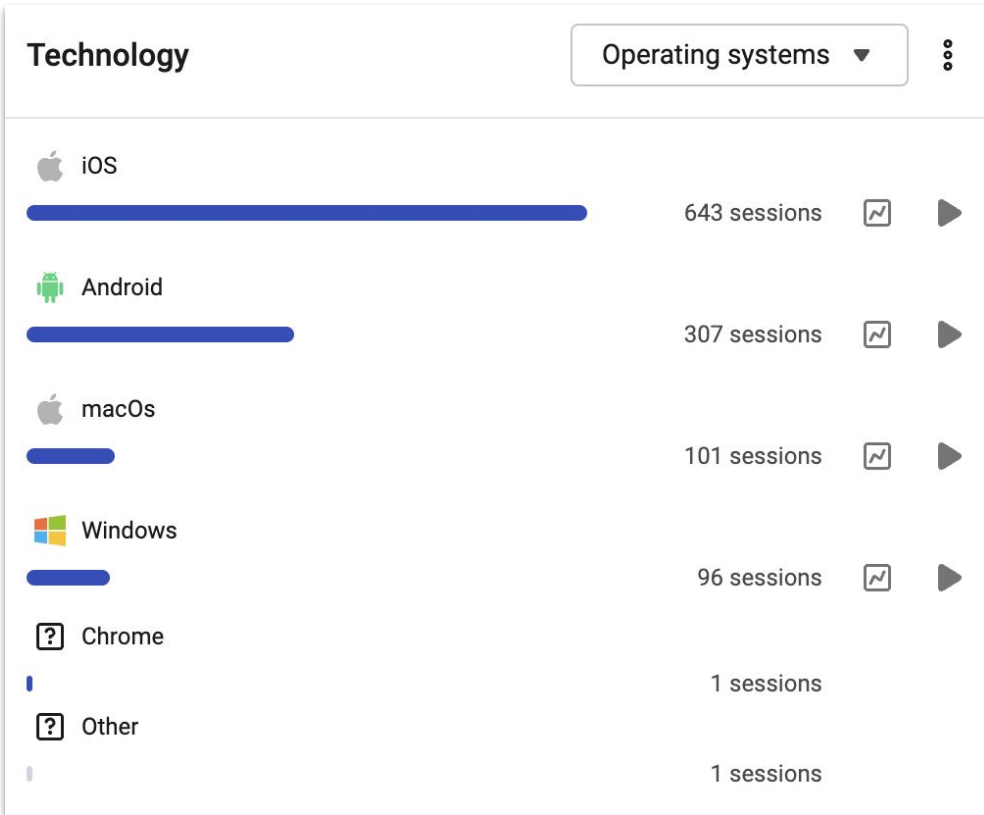
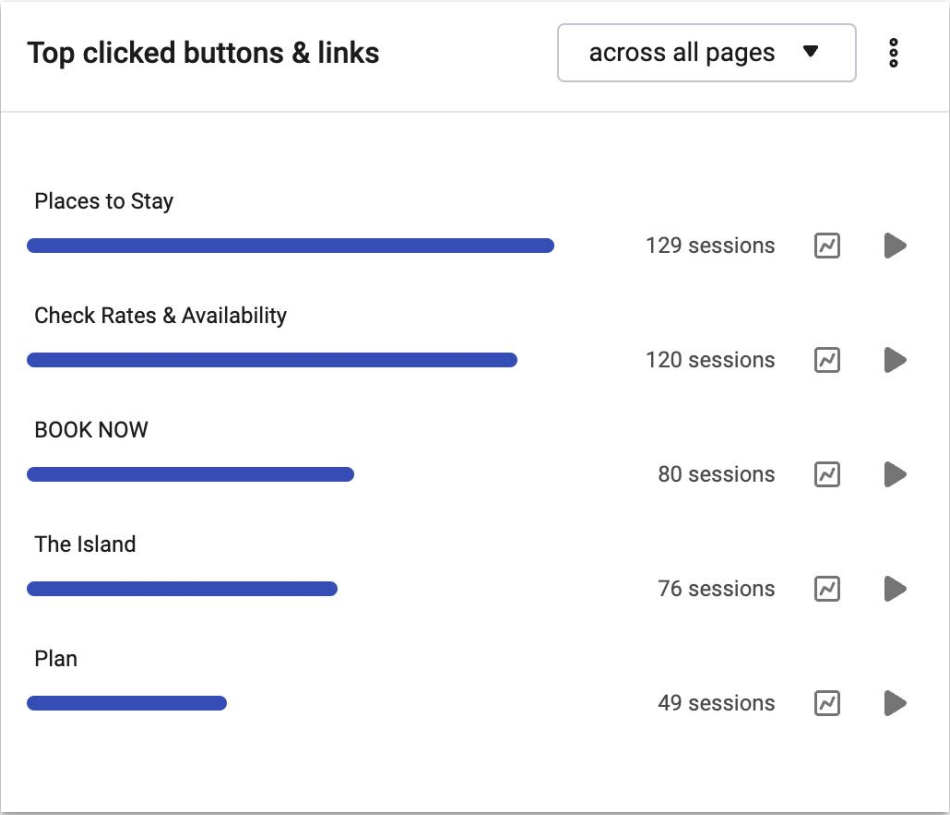
● New users ● Returning users



● www.google.com/ ● m.facebook.com/ ● l.facebook.com/  
 ● googleads.g.doubleclick.net/ ● Has no value ● Other



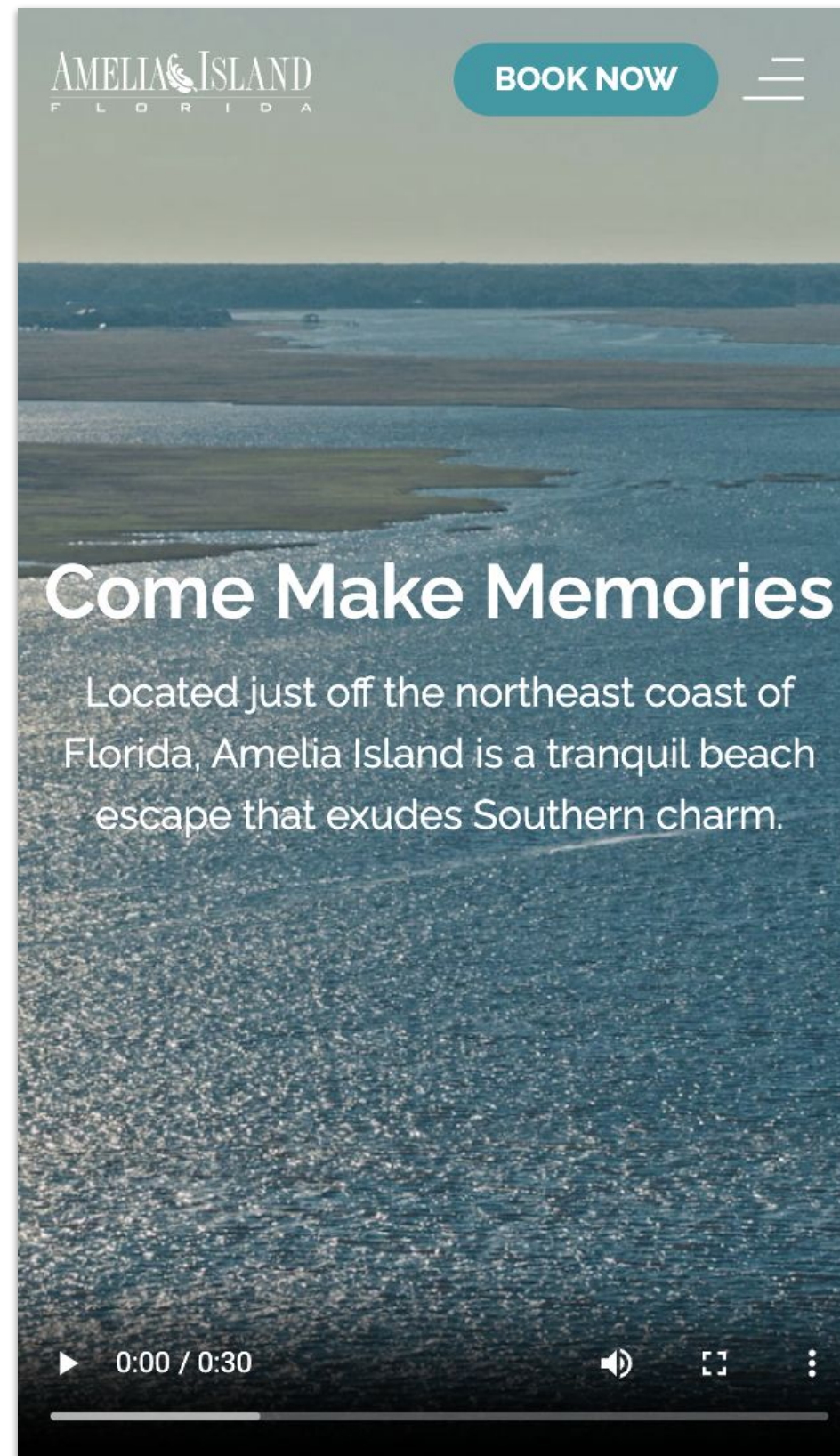
# UI/UX: Summary - July 2024



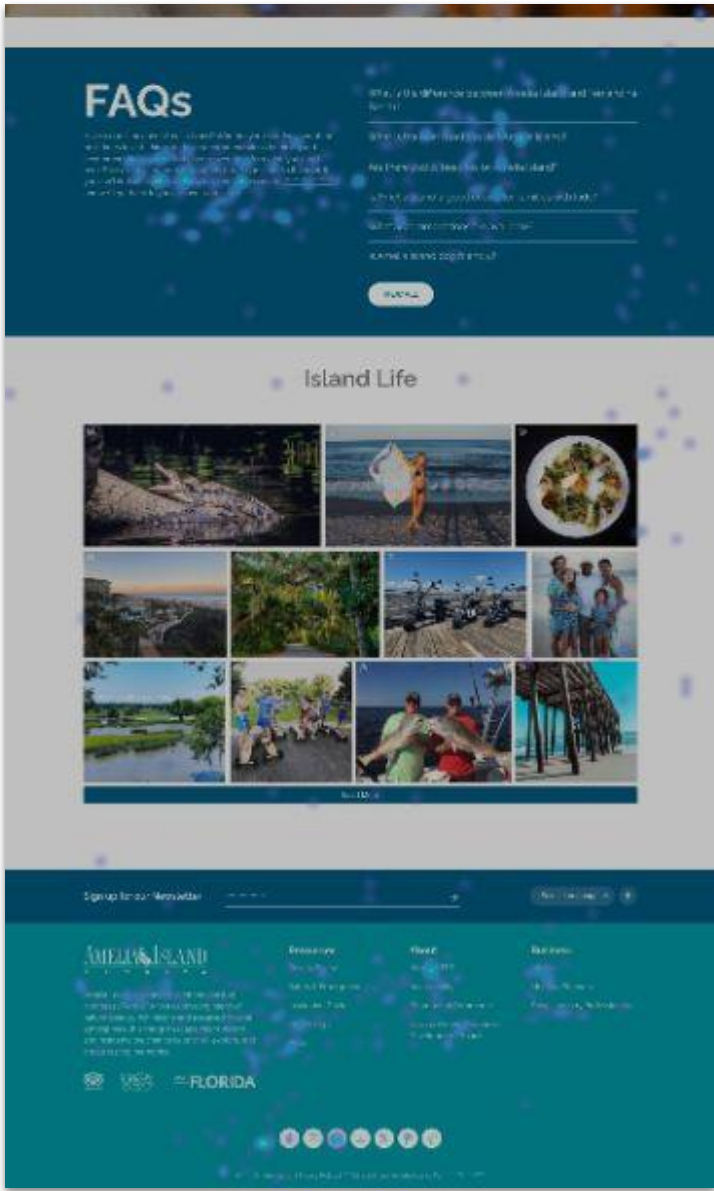
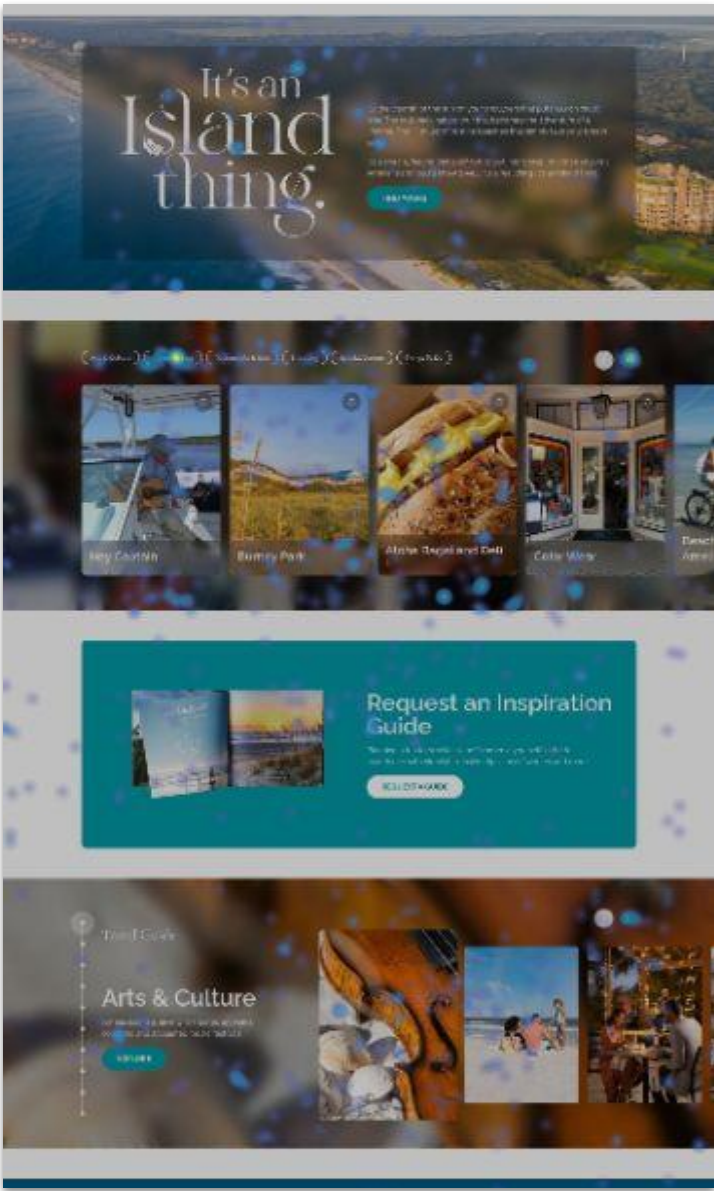
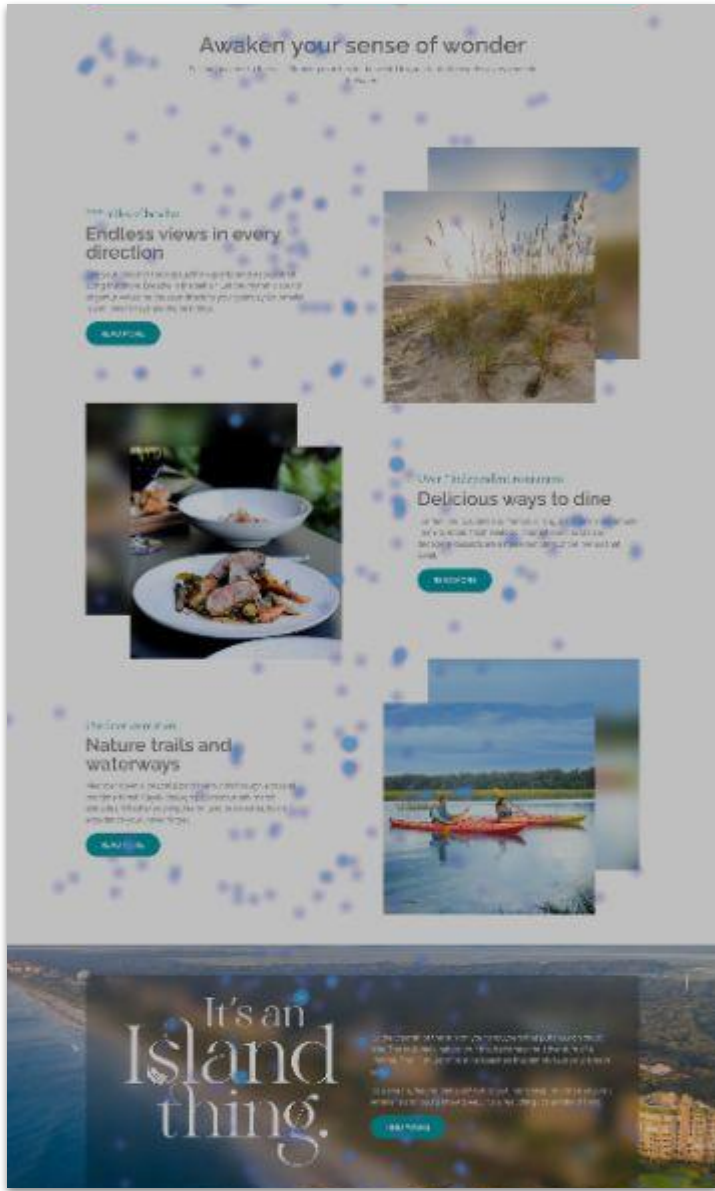
## UI/UX: Mobile Session Overview - July 2024

- **Clicks: 47**
- **Text Input: 0**
- **Rage Click: 0**
- **U-Turns: 0**
- **Errors: 0**

View session recording [here](#).



# Heatmaps: Move - July 2024

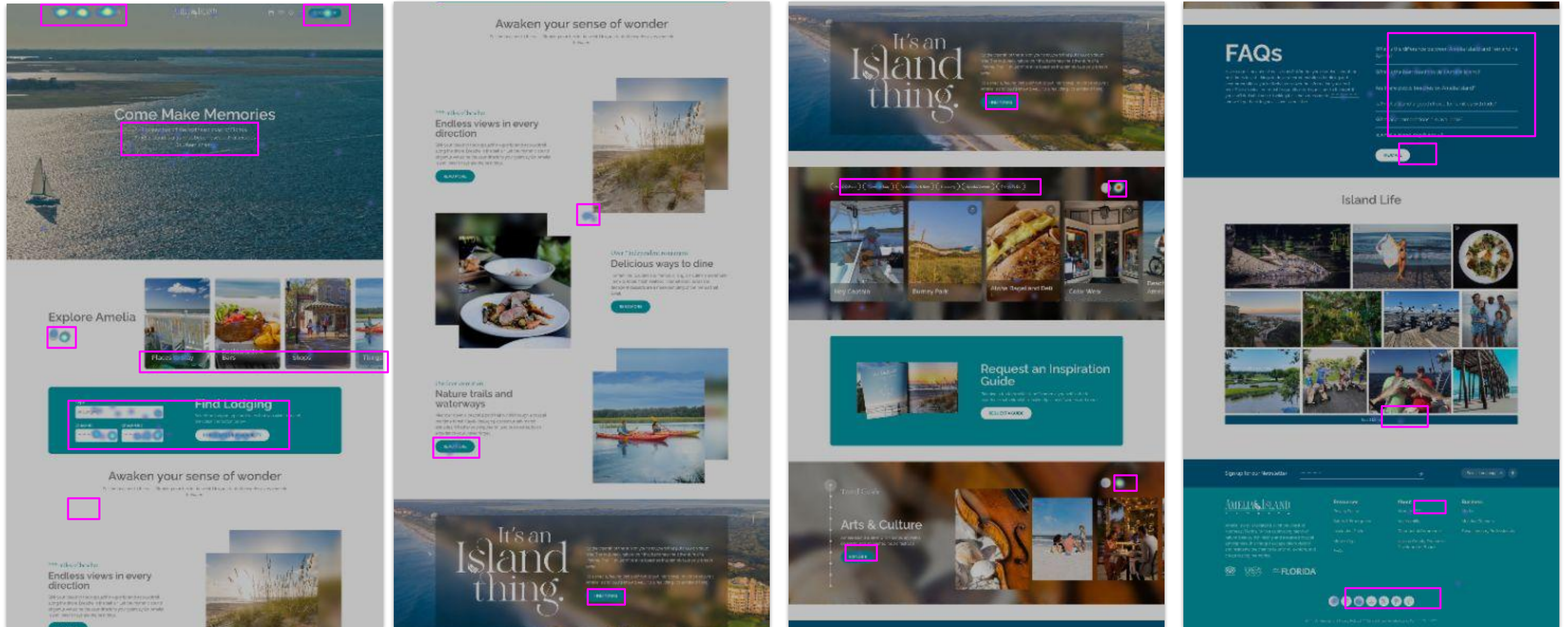


Significant activity throughout homepage specially around header menu, Sliders, Booking widget, FAQ accordion and Footer menu.

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



# Heatmaps: Clicks - July 2024

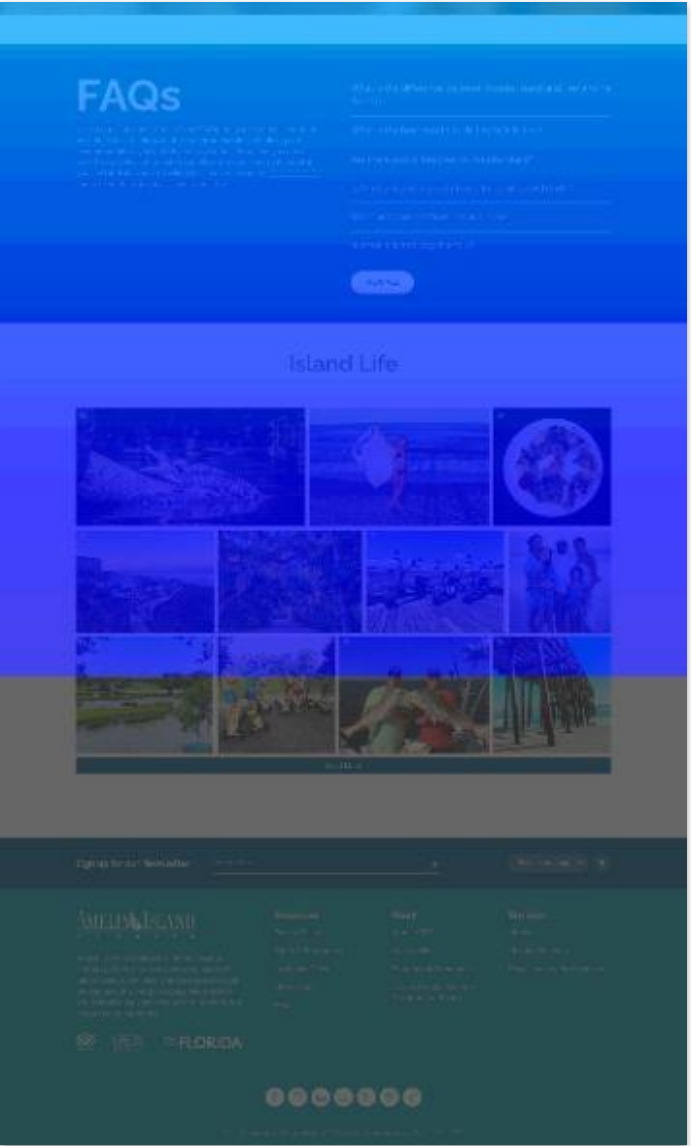
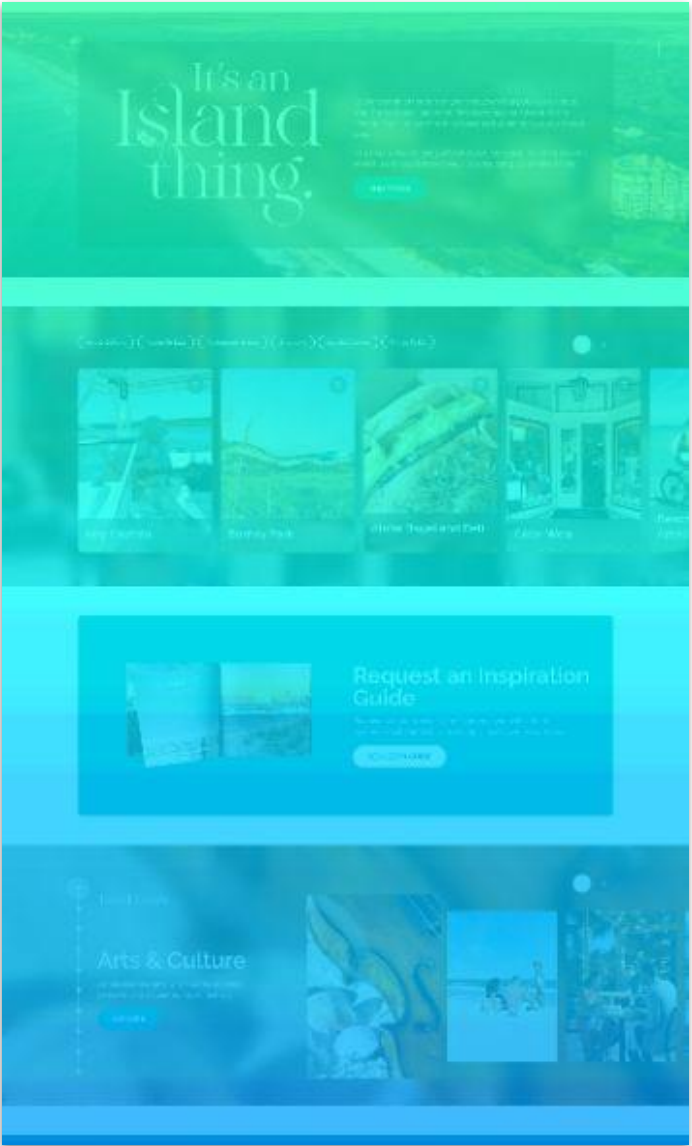
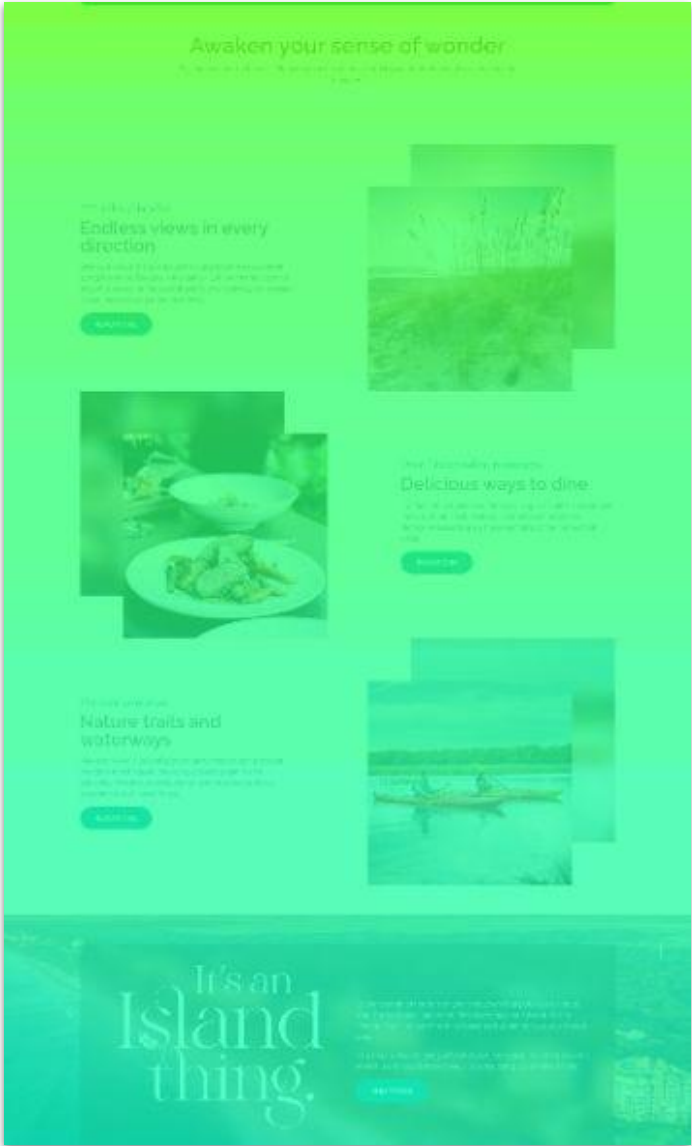


Good amount of interaction and clicks on header navigation, scroll arrows, booking widget, partner tabs and travel guide slider, FAQ accordions, social icons menu in the footer. Clicking activity is comparable to last month (June).

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



# Heatmaps: Scroll - July 2024

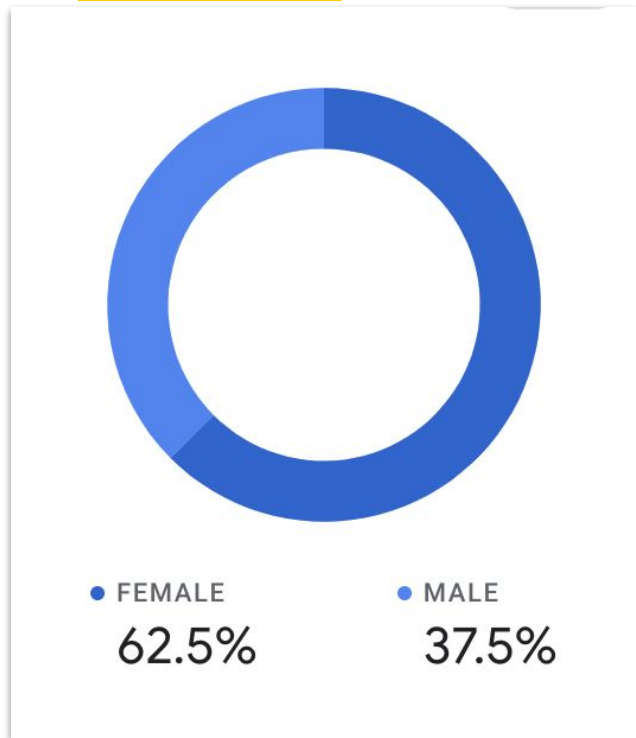


Scroll score is fair. **35.6%** of visitors scroll down upto FAQs section. **6.9%** more than last month (June) (**28.7%**)

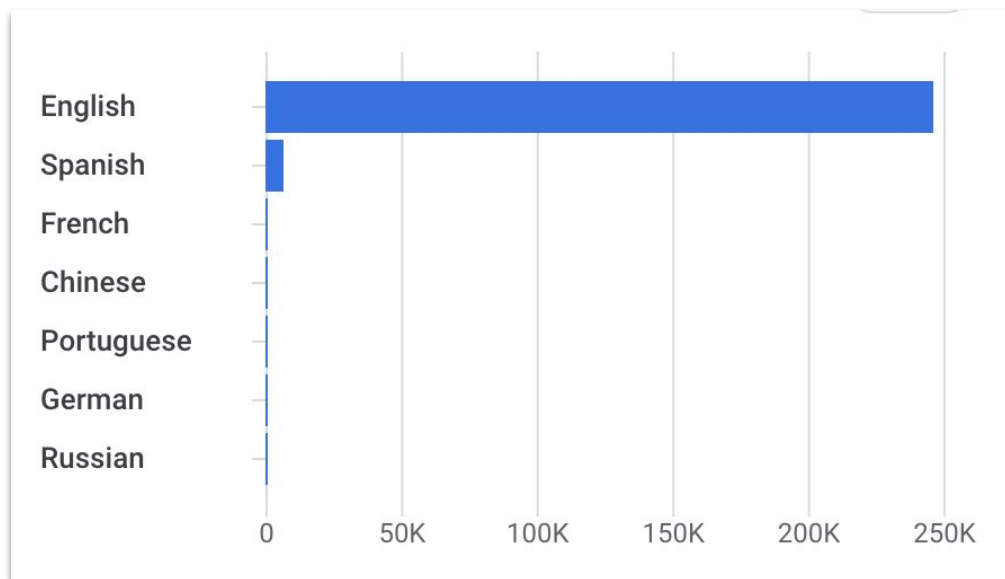
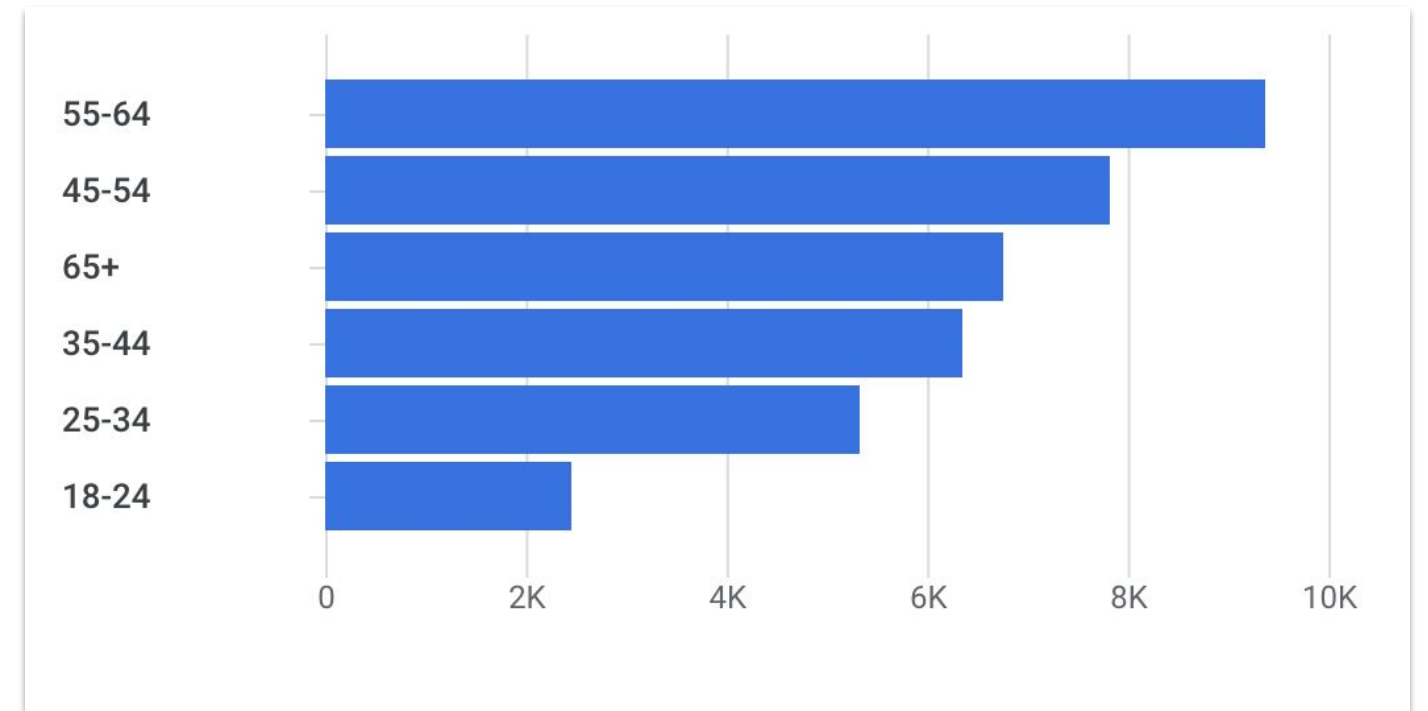
**RED:** 100%   **YELLOW:** >85%   **GREEN:** >60%   **BLUE:** >20%



# UI/UX: User Demographics - July 2024



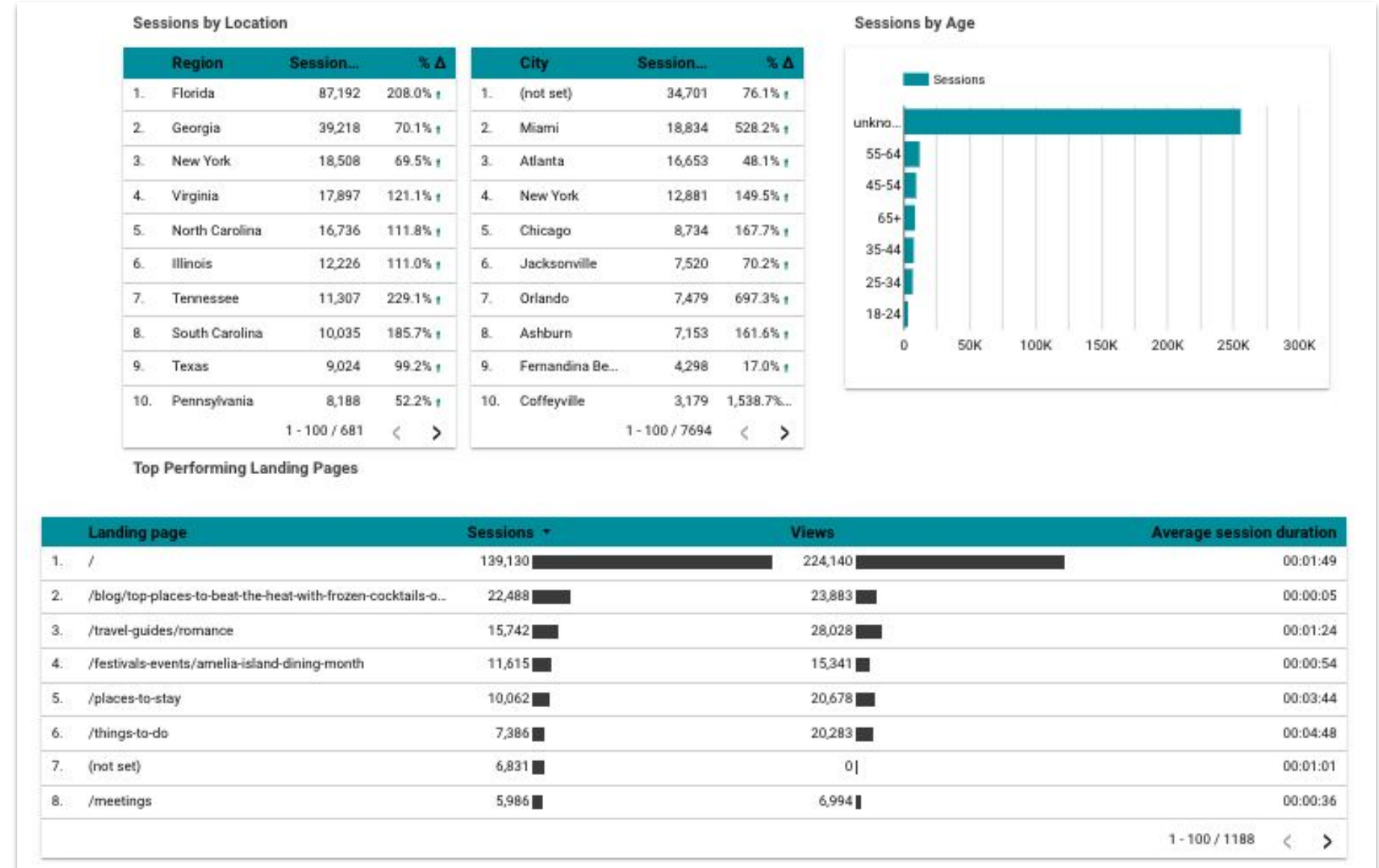
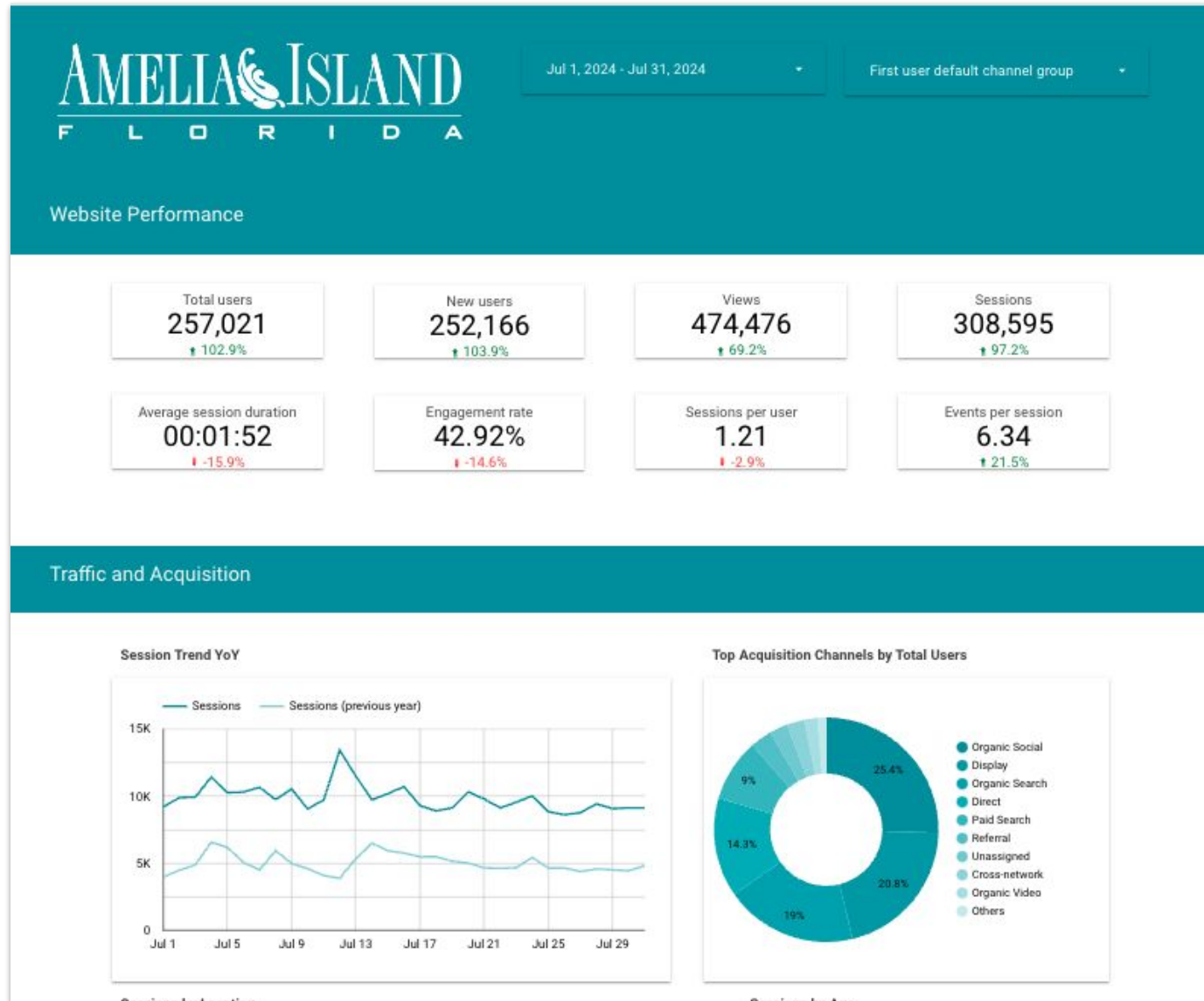
CITY	USERS
Miami	16K
Atlanta	14K
New York	11K
Chicago	7.5K
Ashburn	6.5K
Orlando	6.3K
Jacksonville	6K



INTERESTS	USERS
News & Politics/Avid...	17K
Food & Dining/Cooki...	13K
Travel/Travel Buffs	13K
Shoppers/Shopping ...	13K
Lifestyles & Hobbies...	11K
Home & Garden/Ho...	11K
Media & Entertainme...	10K




# Website Summary - July 2024



## Website Summary



# Website Summary: Blog - July 2024


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

Website Performance (Blog)

Total users

**38,665**

↑ 8,976.3%

New users

**30,601**

↑ 138,995.5%

Views

**49,638**

↑ 6,338.1%

Sessions

**42,393**

↑ 8,787.4%

Average session duration

**00:01:17**

↓ -19.9%

Engagement rate

**37.43%**

↑ 1,015.8%

Sessions per user

**1.11**

↓ -0.8%

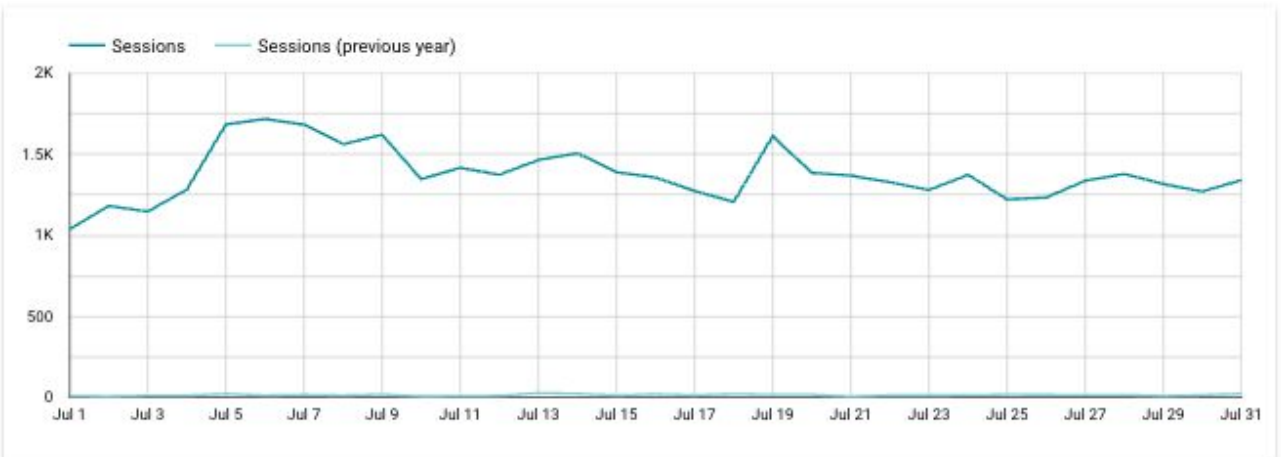
Events per session

**3.67**

↓ -2.2%

Traffic and Acquisition

Session Trend YoY



**Top Performing Landing Pages**

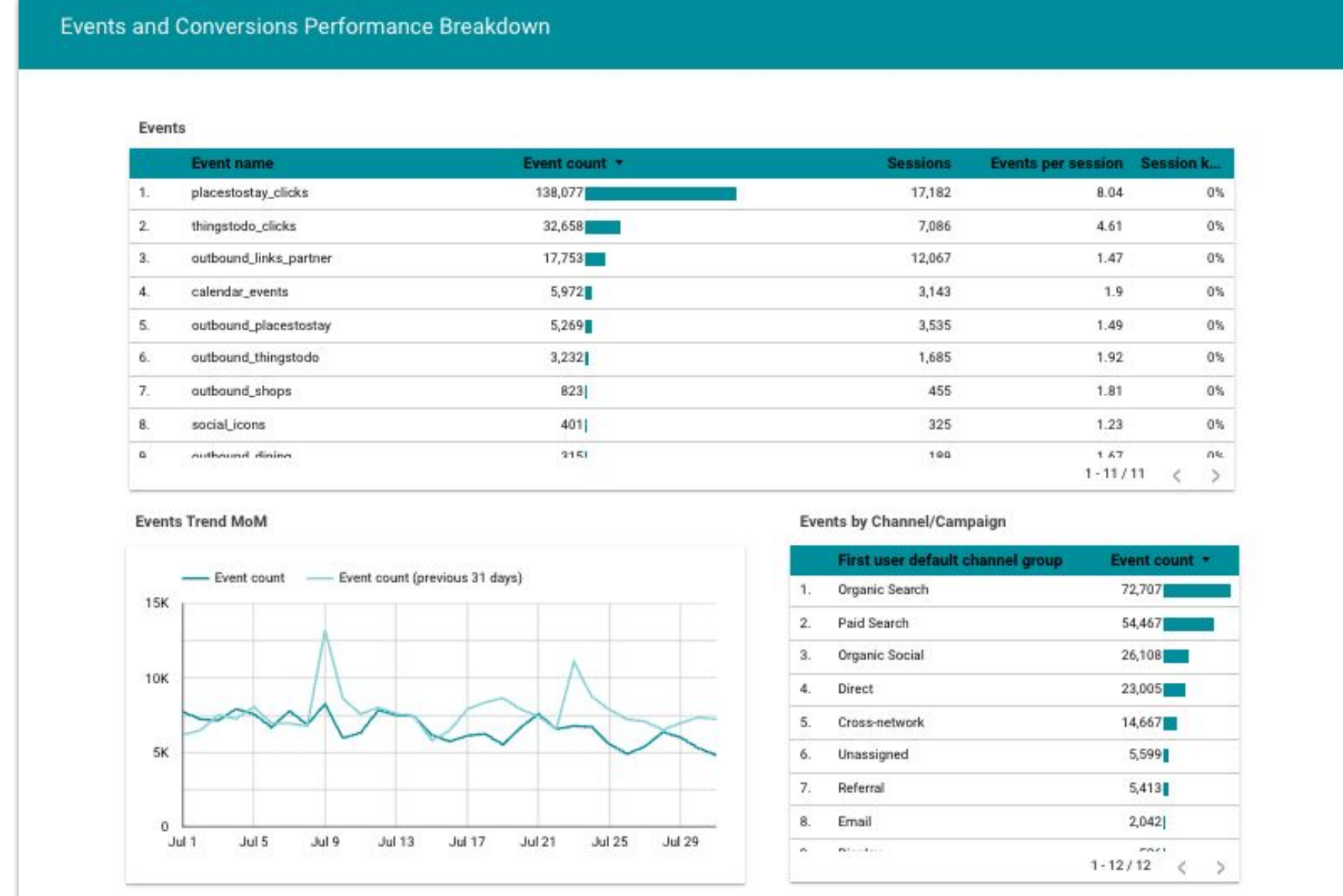
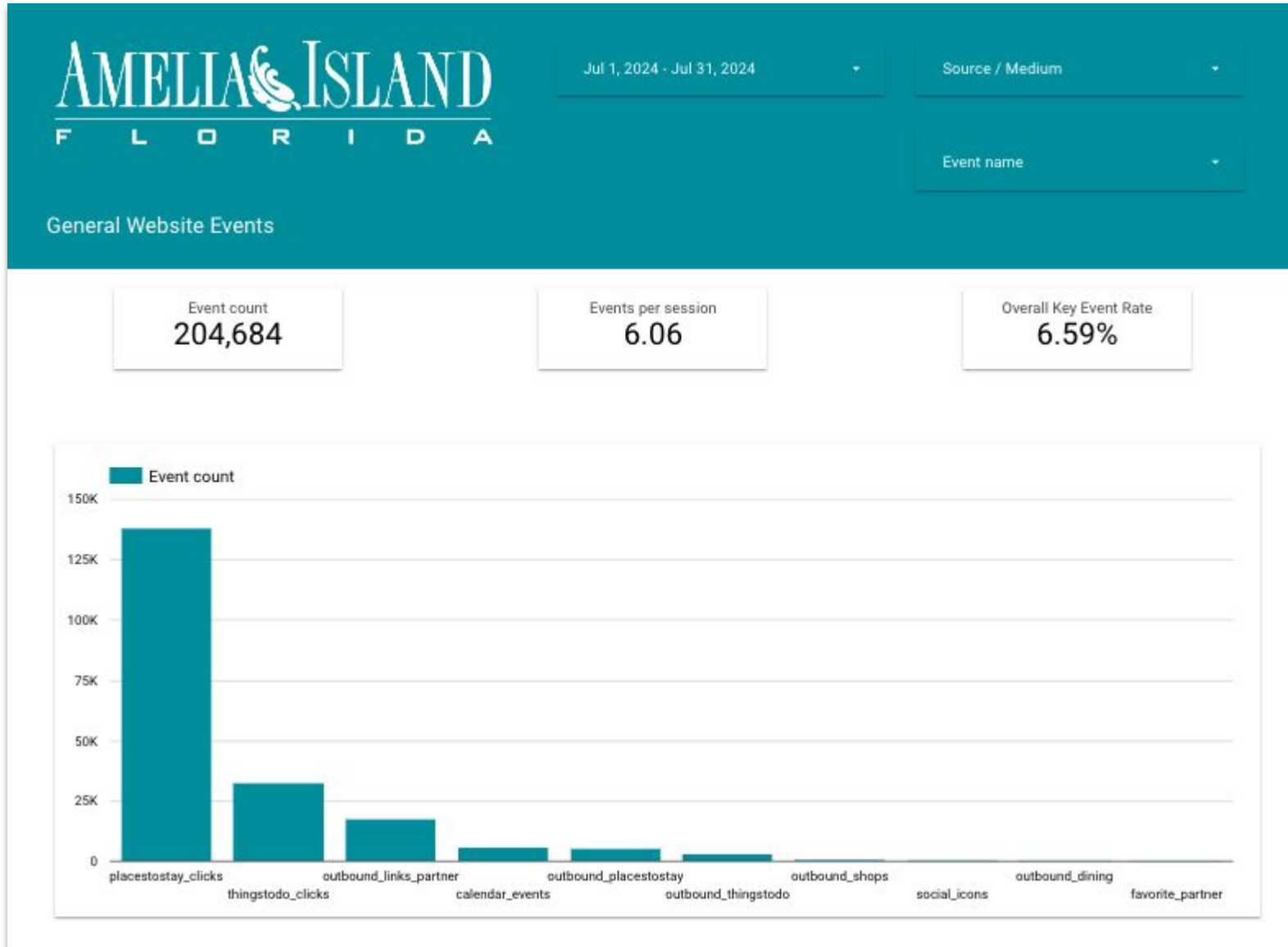
	Landing page	Page path and screen class	Sessions...	Views	Avg. Session Duration
1.	/blog/top-places-to-beat-the-heat-with-frozen-cocktails-on-amelia...	/blog/top-places-to-beat-the-heat-with-frozen-cocktails-on-amelia-isl...	22,488	23,480	00:00:04
2.	/things-to-do	/blog/from-a-z-26-things-to-see-do-in-historic-downtown/	970	1,060	00:03:02
3.	/travel-guides/downtown	/blog/from-a-z-26-things-to-see-do-in-historic-downtown/	762	850	00:02:51
4.	/blog/celebrate-july-4th-on-amelia-island	/blog/celebrate-july-4th-on-amelia-island/	647	687	00:02:15
5.	/blog/john-grisham-interview-amelia-island-book-festival	/blog/john-grisham-interview-amelia-island-book-festival/	594	644	00:01:45
6.	/blog/get-reel-your-guide-to-fishing-on-and-around-amelia-island	/blog/get-reel-your-guide-to-fishing-on-and-around-amelia-island/	439	481	00:02:22
7.	/	/blog/from-a-z-26-things-to-see-do-in-historic-downtown/	435	493	00:02:30
8.	/blog/top-10-amelia-island-restaurants-with-scenic-water-views	/blog/top-10-amelia-island-restaurants-with-scenic-water-views/	430	527	00:01:44

1 - 100 / 2743 < >

[Website Summary - Blog](#)



# GA Website: Events - July 2024



## [General Website Events](#)



# GA Website: Outbound Links - July 2024

## Outbound Partner Links

Outbound Link Partner	Event count
1. Omni Amelia Island Resort - Amelia Island	797
2. The Ritz-Carlton, Amelia Island - Amelia Island	505
3. eWheelz - Amelia Island	343
4. Barefoot Amelia Beach Rentals - Amelia Island	312
5. Atlantic Recreation Center - Amelia Island	311
6. A1A Beach Vacations - Amelia Island	292
7. Marlin and Barrel Distillery - Amelia Island	270
8. The Villas of Amelia Island - Amelia Island	264

1 - 100 / 379 < >

## Outbound Partner Links - Things to Do

Things to Do	Event count
1. From A - Z: 26 Things to See & Do in Historic Downtown - ...	347
2. Barefoot Flyers PPG - Amelia Island	138
3. Coast eBike Adventures - Amelia Island	132
4. Forza Watersports - Amelia Island	116
5. Backwater Cat Adventure - Amelia Island	114
6. eWheelz - Amelia Island	105
7. A Perfect Labor Day Weekend - Three Ways - Amelia Isla...	99
8. Jeffers Carriages - Amelia Island	91

1 - 100 / 157 < >

## Outbound Partner Links - Dining

Dining Partner	Event count
1. Foodie - Amelia Island	138
2. 5 Restaurants On Amelia Island With Epic Views - Amelia...	27
3. Amelia Island Dining Month - Amelia Island	17
4. Falcon's Nest at Omni Amelia Island Resort - Amelia Isla...	9
5. The Addison on Amelia Island - Amelia Island	9
6. Amelia Island Dining & Nightlife Travel Guide - Amelia Isl...	6
7. Dining in History - Amelia Island	6
8. The Beech Street Grill - Amelia Island	6

1 - 52 / 52 < >

## Outbound Partner Links - Shopping

Shop Partner	Event count
1. Salty Threads at The Shops at Omni Amelia Island Resor...	73
2. The Salty Local - Amelia Island	56
3. Harlow's on Beech - Amelia Island	49
4. Vintage Donuts - Amelia Island	45
5. Nana Teresa's Bake Shop - Amelia Island	41
6. Eight Flags Antique Market - Amelia Island	31
7. Amelia Linen and Wood - Amelia Island	26
8. ISOLA Home - Amelia Island	26

1 - 77 / 77 < >

## Outbound Partner Links - Accomodations

Accomodations	Event count
1. Omni Amelia Island Resort - Amelia Island	929
2. The Ritz-Carlton, Amelia Island - Amelia Island	631
3. The Villas of Amelia Island - Amelia Island	334
4. Barefoot Amelia Beach Rentals - Amelia Island	299
5. A1A Beach Vacations - Amelia Island	276
6. Courtyard by Marriott Amelia Island - Amelia Island	268
7. Sea Cottages of Amelia - Amelia Island	251
8. Amelia Island Getaways - Amelia Island	208

1 - 77 / 77 < >

## Favorited Partners

Favorite_Partner	Event count
1. Things to Do - Amelia Island	29
2. Shops - Amelia Island	16
3. Festivals & Events Archive - Amelia Island	10
4. Amelia Island, Florida	9
5. Amelia Island Restaurants and Dining - Amelia Island	7
6. Amelia Island Family Travel Guide - Amelia Island	5
7. Brett's Waterway Cafe - Amelia Island	5
8. Filetes de queso Philly Boyz - Isla Amelia	5

1 - 41 / 41 < >

## [General Website Events](#)



# Email Performance - July 2024

## [Email Performance](#)

Performance by Email Campaign											
Subject Line	Date	Sent	Delivered	Opens	Unique Opens	Unique Open Rate	Clicks	Unique Clicks	Click Rate	Bounces	CPUO
Savor The Last Days of Summer at The Ritz-...	Jul 30, 2024	71,227	71,016	28,131	22,354	31.48%	1,548	1,320	2.17%	211	3.53%
Amelia Island Strategic Marketing Meeting 2...	Jul 26, 2024	734	711	575	311	43.74%	47	36	6.4%	23	9.32%
There's so much happening on the island thi...	Jul 19, 2024	70,559	70,312	30,598	23,235	33.05%	1,774	1,460	2.51%	247	3.63%
Amelia Island Strategic Marketing Meeting 2...	Jul 19, 2024	739	715	776	372	52.03%	120	80	16.24%	24	12.9%
Discover more fun reasons to love Amelia Isl...	Jul 9, 2024	134,654	133,674	32,097	24,510	18.34%	1,728	1,421	1.28%	980	3.41%

### Email Performance Summary

Total users

**2,701**

↓ -6.6%

New users

**2,601**

↓ -7.1%

Views

**5,106**

↓ -31.0%

Sessions

**3,230**

↓ -9.6%

Average session duration

**00:01:55**

↓ -26.0%

	First user campaign	Landing page	Sessions	Views	Average session duration
1.	it's_an_island_thing	/festivals-events/golfweek-couples-event	809	894	00:01:11
2.	it's_an_island_thing	/festivals-events/amelia-island-dining-month	466	821	00:01:54
3.	it's_an_island_thing	/	361	699	00:02:19
4.	it's_an_island_thing	/blog/trivia-nights-on-amelia-island	251	378	00:01:50
5.	it's_an_island_thing	/places-to-stay	161	291	00:02:34
6.	it's_an_island_thing	/things-to-do	147	362	00:03:30
7.	it's_an_island_thing	/how-to-visit-amelia-island	122	101	00:02:14

#### Sessions by Country

	First user source / m...	Country	Sessions
1.	ameliaisland / email	United States	1,608
2.	golfweek / email	United States	690
3.	foodandwine / email	United States	312
4.	Mailchimp / email	United States	153
5.	golfweek / email	(not set)	131
6.	conventionsouth_ / email	United States	76
7.	traveltips / email	United States	27

#### Sessions by City

	First user source / me...	City	Sessions
1.	golfweek / email	(not set)	229
2.	ameliaisland / email	(not set)	215
3.	ameliaisland / email	Miami	139
4.	ameliaisland / email	Atlanta	106
5.	ameliaisland / email	Ashburn	97
6.	golfweek / email	Ashburn	61
7.	ameliaisland / email	Isleworth	47



# ORGANIC TRAFFIC OVERVIEW

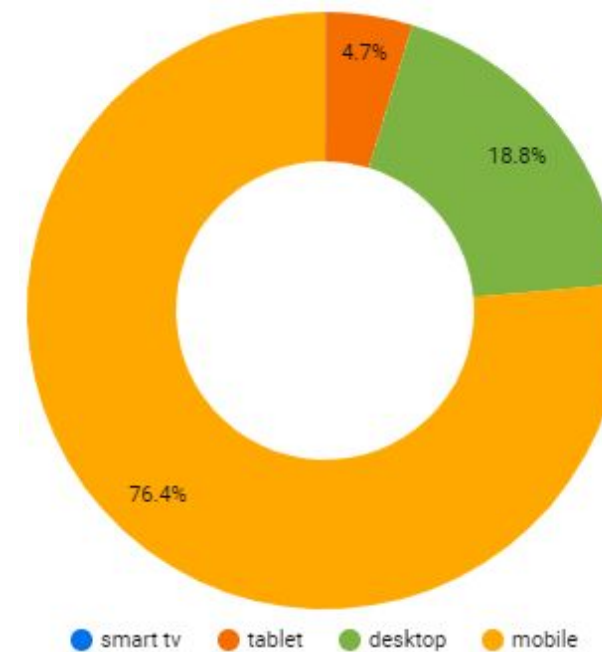


# Organic Traffic Overview - MoM

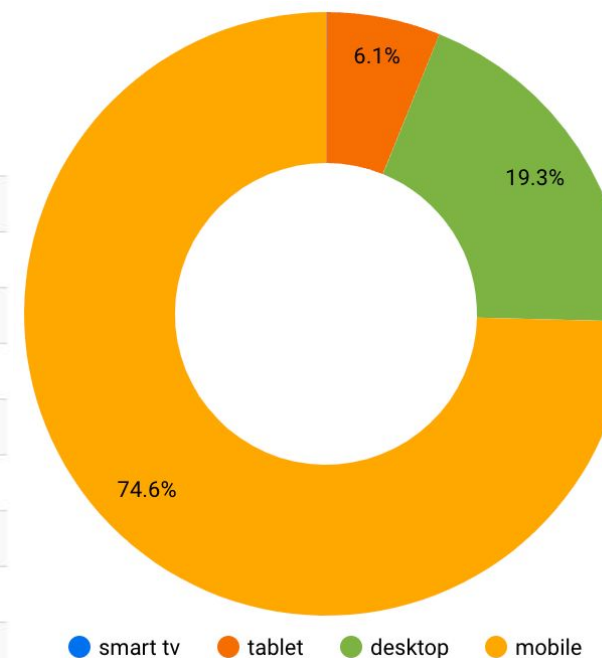
JULY 1, 2024 - JULY 31, 2024

JULY 1, 2024 - JULY 31, 2024 vs. JUNE 1, 2024 - JUNE 30, 2024

Sessions <b>-4.84%</b> 68,447 vs 71,926	Pages / Session <b>-1.98%</b> 1.98 vs 2.02	Bounce Rate <b>+3.70%</b> 33.87% vs 32.66%
New Users <b>-6.73%</b> 46,948 vs 50,335	Avg. Session Duration <b>-0.95%</b> 00:03:29 vs 00:03:31	



JUNE 1, 2024 - JUNE 31, 2024



## Organic Traffic Overview - MoM

- Organic sessions decreased **4.84%** MoM after June's record traffic highs; pages/session, new users, average session duration also down incrementally
- Increase in ratio of mobile traffic (76.4%) to desktop (18.8%) and tablet (4.7%) traffic over June's figures
- Notable MoM traffic increases to:
  - [Hometown 4th of July Fireworks](#) (+146.00%)
  - [Dickens on Centre Festival](#) (+69.77%)
  - [Omni Amelia Island Resort](#) (+1.34%)
- Notable MoM traffic decreases to:
  - [Homepage](#) (-9.25%)
  - [Things to Do](#) (-22.38%)
  - [Places to Stay](#) (-16.91%)
- Continual traffic trend away from homepage and toward deeper-level website pages. Directions, photos/videos page traffic increases suggest more informational traffic from prospective island visitors before conversion.



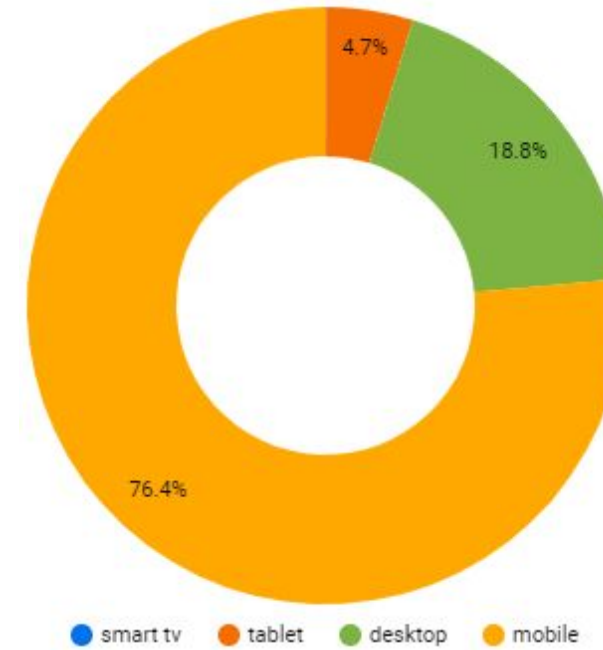
Session primary...Channel Group)	Users	New users	Views	Sessions	Bounce rate
	255,103 100% of total	252,166 100% of total	474,476 100% of total	308,595 100% of total	57.08% Avg 0%
Organic Social	64,871	65,020	91,336	71,769	75.17%
Display	53,474	53,046	75,875	59,577	81.39%
Organic Search	49,779	46,948	135,580	68,447	33.87%
Direct	36,115	35,617	65,285	42,424	36.8%
Paid Search	23,546	22,732	52,990	26,366	36.66%
Referral	8,348	7,873	15,102	10,189	31.01%
Unassigned	7,497	6,693	11,821	8,288	70.83%
Cross-network	6,566	6,390	13,251	8,082	53.11%
Organic Video	4,945	4,796	6,402	5,563	85.89%
Email	2,789	2,604	6,164	3,473	49.93%

# Organic Traffic Overview - YoY

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

Sessions <b>-0.58%</b> 68,447 vs 68,844	Pages / Session <b>-7.04%</b> 1.98 vs 2.13	Bounce Rate <b>+12.64%</b> 33.87% vs 30.07%
New Users <b>-6.27%</b> 46,948 vs 50,091	Avg. Session Duration <b>+8.29%</b> 00:03:29 vs 00:03:13	

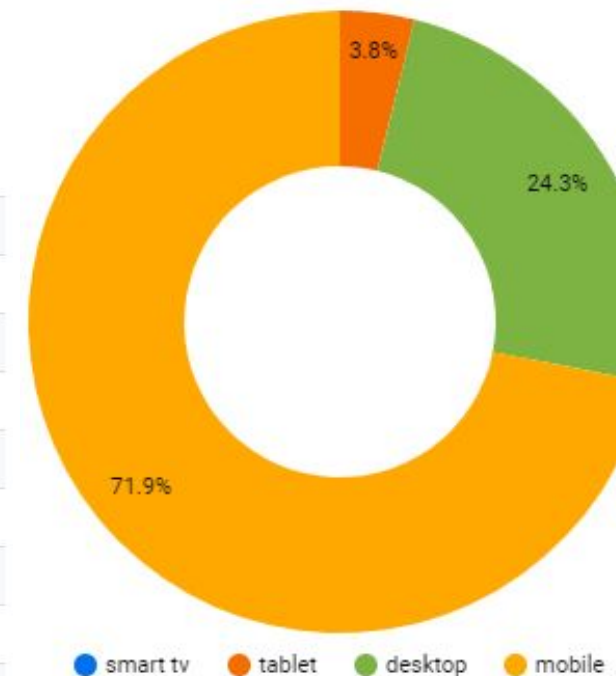
JULY 1, 2024 - JULY 31, 2024



## Organic Traffic Overview - YoY

- Total YoY sessions decreased by **0.58%**.
- Average organic session duration trending upwards of three minutes, an **8.29%** uptick from July '23 figure.
- Organic new users down **6.27%** YoY; total new users up **103.14%** (125,577 to 255,103)
- Notable YoY traffic increases to:
  - [Webcams, Photos and Videos](#) (+44.41%)
  - [Getting Here and Around Amelia Island](#) (+27.63%)
  - [Omni Amelia Island Resort](#) (+13.59)
- Notable YoY traffic decreases to:
  - [Things to Do](#) (-17.19%)
  - [Places to Stay](#) (-7.26%)

JULY 1, 2023 - JULY 31, 2023



- New traffic improvements to pages visited by potential island visitors (Webcams, Photos and Videos, Getting Here and Around Amelia Island, etc.) alongside decrease in entry-level pages like homepage, Things To Do, etc. This suggests *better YoY indexation of deeper content*, but also indicates more comprehensive search process among potential customers yet to convert.

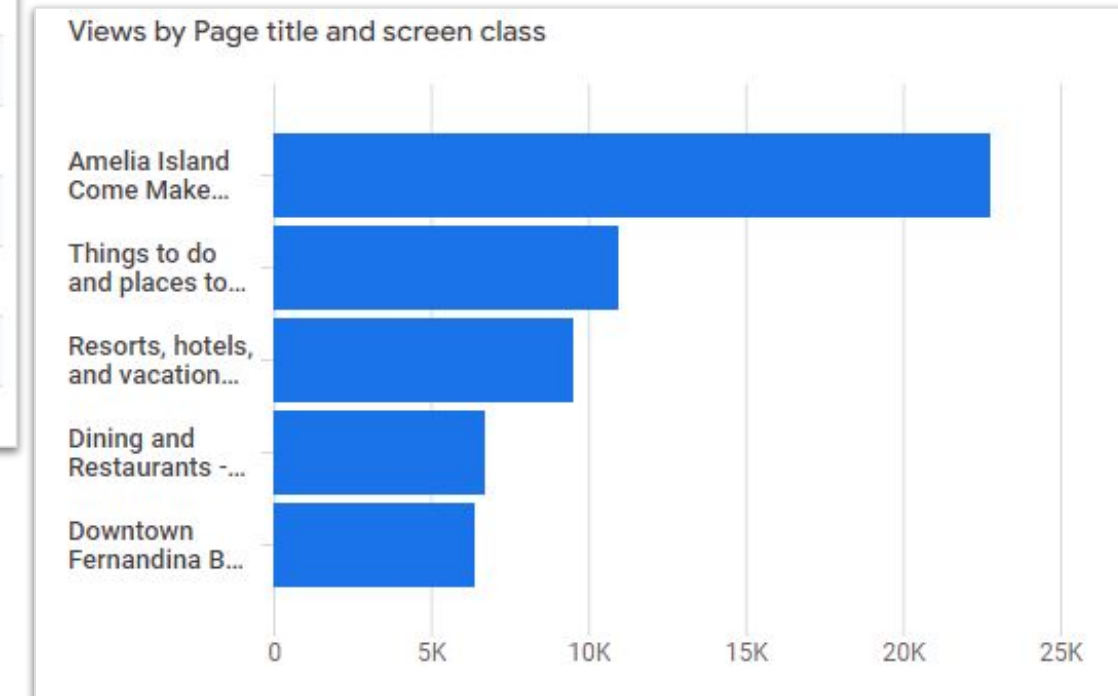
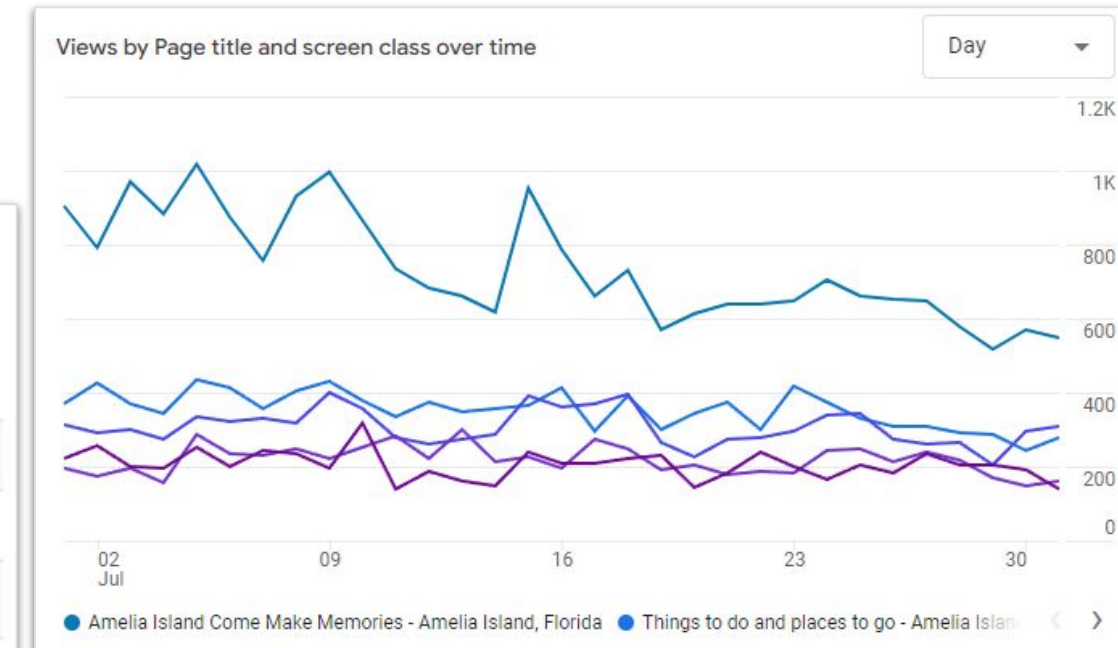


Session primary...Channel Group)	Users	New users	Views	Sessions	Bounce rate
	125,577 100% of total	123,673 100% of total	280,421 100% of total	156,449 100% of total	49.72% Avg 0%
Organic Search	52,441	50,091	146,711	68,844	30.68%
Display	21,618	21,822	27,184	23,539	87.45%
Organic Social	16,348	16,135	21,719	17,240	72.53%
Direct	12,297	12,084	27,063	15,246	53.11%
Referral	8,232	7,947	21,572	9,935	36.37%
Paid Search	7,537	7,337	18,926	8,791	35.14%
Organic Video	3,566	3,552	4,249	3,611	89.67%
Email	3,063	2,814	8,646	3,942	39.12%
Unassigned	2,233	1,809	4,259	2,643	69.92%
Paid Video	71	71	79	75	80%

# Top Pages: Organic - July 1, 2024 - July 31, 2024



Page title and screen class	Views	Users	Views per user	Average session duration	Sessions	Bounce rate
	146,711 100% of total	52,441 100% of total	2.80 Avg 0%	3m 13s Avg 0%	68,844 100% of total	30.68% Avg 0%
Amelia Island Come Make Memories - Amelia Island, Florida	22,798	13,891	1.64	1m 52s	16,676	39.29%
Things to do and places to go - Amelia Island, Florida	10,958	6,149	1.78	1m 48s	6,808	51.41%
Resorts, hotels, and vacation rentals on Amelia Island, Florida - Amelia Island, Florida	9,500	4,462	2.13	1m 59s	4,896	62.44%
Dining and Restaurants - Amelia Island, Florida	6,751	3,237	2.09	1m 52s	3,684	84.53%
Downtown Fernandina Beach Guide - Amelia Island, Florida	6,365	3,504	1.82	1m 44s	4,195	38.52%
Calendar of Events - Amelia Island, Florida	5,914	2,559	2.31	3m 00s	2,977	46.36%
Hometown 4th of July Fireworks - Amelia Island, Florida	4,152	2,882	1.44	2m 26s	3,838	45%
Brett's Waterway Cafe - Amelia Island, Florida	3,773	2,124	1.78	1m 56s	2,528	27.49%
Webcams - Amelia Island, Florida	3,172	1,360	2.33	2m 30s	2,820	33.33%
Beaches Travel Guide - Amelia Island, Florida	2,955	1,886	1.57	1m 52s	2,147	77.08%



# KEYWORDS POSITIONS



# Top Organic Keywords: Organic Rankings - Desktop

Keyword	Intent	Position	SF	Traffic	Traffic %	Volume	KD %	URL	SERP
amelia island >>	I N	1	10	72.4K	39.84	90.5K	88	www.ameliaisland.com/	
amelia island florida >>	I N	1	10	11.8K	6.51	14.8K	77	www.ameliaisland.com/	
amelia island fl >>	I N	1	9	2.9K	1.58	3.6K	74	www.ameliaisland.com/	
things to do in amelia island >>	I	1	7	2.3K	1.27	2.9K	48	www.ameliaisland.com/things-to-do/	
where is amelia island >>	I N	1	7	2.3K	1.27	2.9K	56	www.ameliaisland.com/	
amelia island 32034 >>	I	1	8	1.9K	1.05	2.4K	49	www.ameliaisland.com/	
things to do in amelia island florida >>	I	1	7	1.9K	1.05	2.4K	44	www.ameliaisland.com/things-to-do/	
restaurants in amelia island >>	C	1	6	1.3K	0.70	1.6K	46	www.ameliaisland.com/restaurants-bars/	
amelia island attractions >>	I	1	8	1.3K	0.70	1.6K	30	www.ameliaisland.com/things-to-do/	
amelia island beach >>	C	1	6	1.3K	0.70	1.6K	47	www.ameliaisland.com/travel-guides/beaches/	
amelia island dining >>	C	1	8	1K	0.57	1.3K	43	www.ameliaisland.com/restaurants-bars/	
stuff to do in amelia island >>	I	1	7	1K	0.57	1.3K	41	www.ameliaisland.com/things-to-do/	
amelia island resort >>	T	2	9	871	0.47	6.6K	54	www.ameliaisland.com/places-to-stay/	
amelia island resorts >>	T	2	7	811	0.44	9.9K	49	www.ameliaisland.com/places-to-stay/	
ameila island >>	I N	1	9	800	0.44	1K	82	www.ameliaisland.com/	

## Organic Keywords Overview

- Eight new keywords in top 3 over past month, including:
  - amelia island directions (6th to 3rd)
  - amelia island stays (outside top 100 to 1st)
  - surf fernandina beach (4th to 3rd)
  - espana fernandina beach florida (5th to 3rd)
- Thirty-three keywords gained positioning within top 10 results, including:
  - restaurants fernandina beach amelia island (8th to 6th)
  - amelia island surf shop (7th to 4th)
  - hampton inn and suites amelia island
  - fernandina beach fl (6th to 5th)
  - amelia at the beach hotel (7th to 6th)
- Twenty-four keywords lost some positioning within the top 10, including:
  - fernandina beach restaurants (3rd to 6th)
  - amelia island lighthouse (7th to 8th)
  - downtown fernandina restaurants (2nd to 5th)
  - amelia island massage (3rd to 7th)

# Top Organic Keywords: Organic Rankings - Mobile

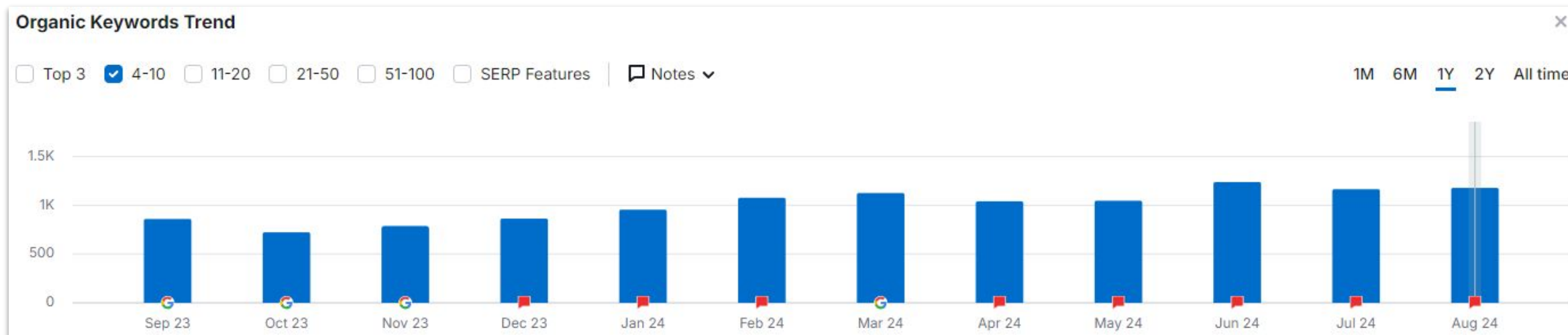
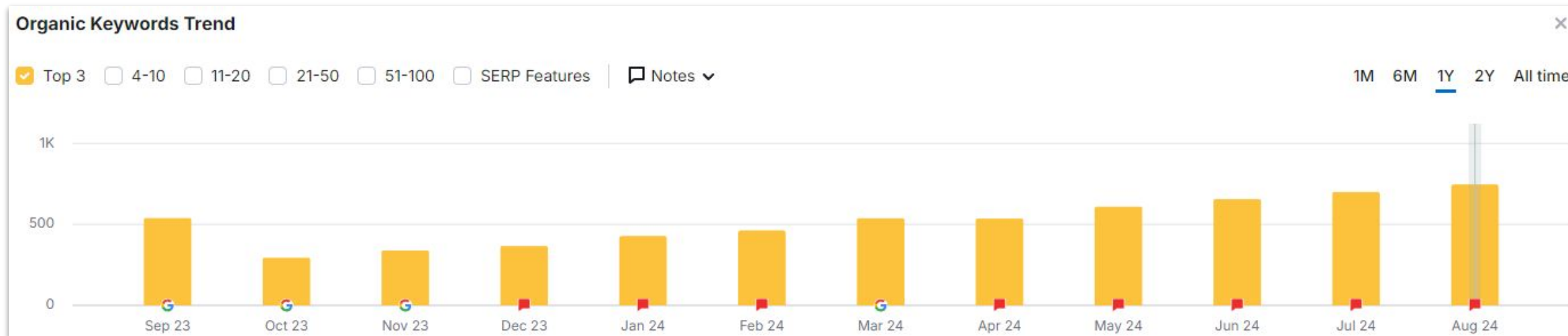
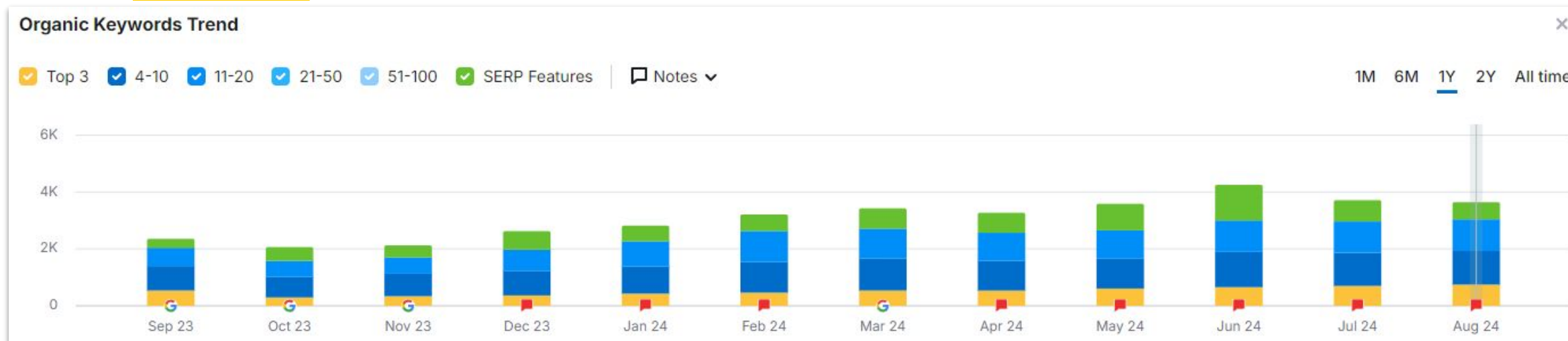
## Organic Keyword Overview

Keyword	Intent	Position	SF	Traffic	Traffic %	Volume	KD %	URL
amelia island >>	I N	1	8	72.4K	32.75	90.5K	84	www.ameliaisland.com/
amelia island hotels >>	C	1	4	21.7K	9.80	27.1K	63	www.ameliaisland.com/places-to-stay/
amelia island florida >>	I N	1	6	11.8K	5.35	14.8K	72	www.ameliaisland.com/
hotels amelia island >>	C	1	3	5.3K	2.38	6.6K	59	www.ameliaisland.com/places-to-stay/
amelia island florida hotels >>	C	1	4	3.5K	1.59	4.4K	60	www.ameliaisland.com/places-to-stay/
fernandina beach fl >>	N	10		3.2K	1.46	8.1K	66	www.ameliaisland.com/
amelia island fl >>	I N	1	6	2.9K	1.30	3.6K	75	www.ameliaisland.com/
things to do in amelia island >>	C	1	8	2.3K	1.04	2.9K	37	www.ameliaisland.com/things-to-do/
places to stay in amelia island >>	C	1	6	2.3K	1.04	2.9K	57	www.ameliaisland.com/places-to-stay/
amelia island 32034 >>	I	1	5	1.9K	0.86	2.4K	60	www.ameliaisland.com/
hotels in amelia island florida >>	C	1	3	1.9K	0.86	2.4K	58	www.ameliaisland.com/places-to-stay/
amelia island florida united states >>	I	1	7	1.9K	0.86	2.4K	62	www.ameliaisland.com/
amelia island hotels on the beach >>	C	1	3	1.5K	0.68	1.9K	46	www.ameliaisland.com/places-to-stay/
hotels amelia island fl >>	C	1	3	1.5K	0.68	1.9K	58	www.ameliaisland.com/places-to-stay/

- [Seven new keywords](#) in top 3 over past month:
  - the surf motel fernandina beach (outside top 100 to 3rd)
  - golf courses amelia island florida (6th to 3rd)
  - fernandina historic district (4th to 2nd)
  - amelia island florida attractions (outside top 100 to 1st)
- [Eleven keywords](#) gained positioning into top 10 results, including:
  - amelia island bed and breakfast (8th to 5th)
  - hotels amelia island fernandina beach fl (8th to 5th)
  - golf courses amelia island florida (6th to 2nd)
- [Five keywords](#) lost some positioning within top 10, including:
  - things to do in fernandina beach (3rd to 5th)
  - amelia island bed and breakfast (6th to 8th)
  - fernandina historic district (2nd to 4th)



# Organic Keywords: Trends - Desktop

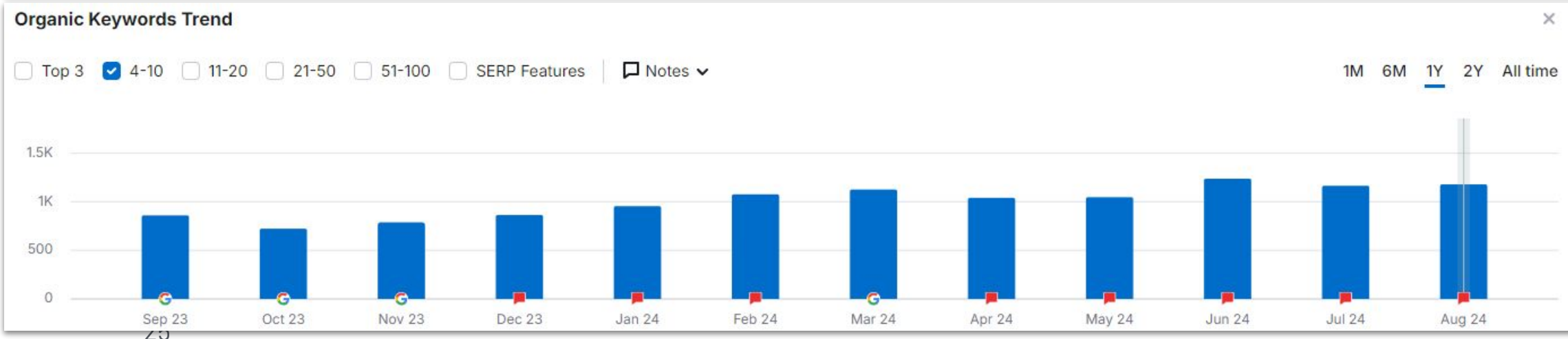
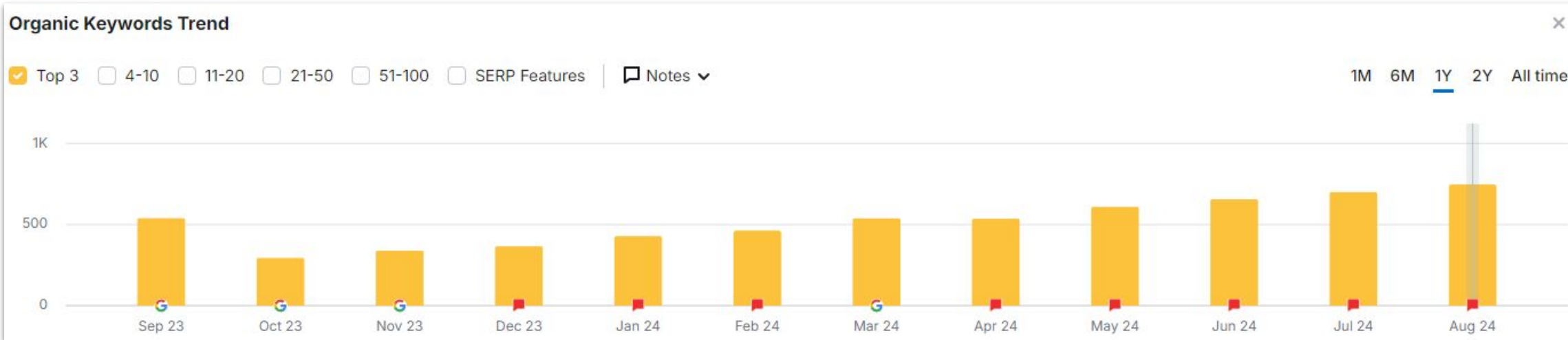
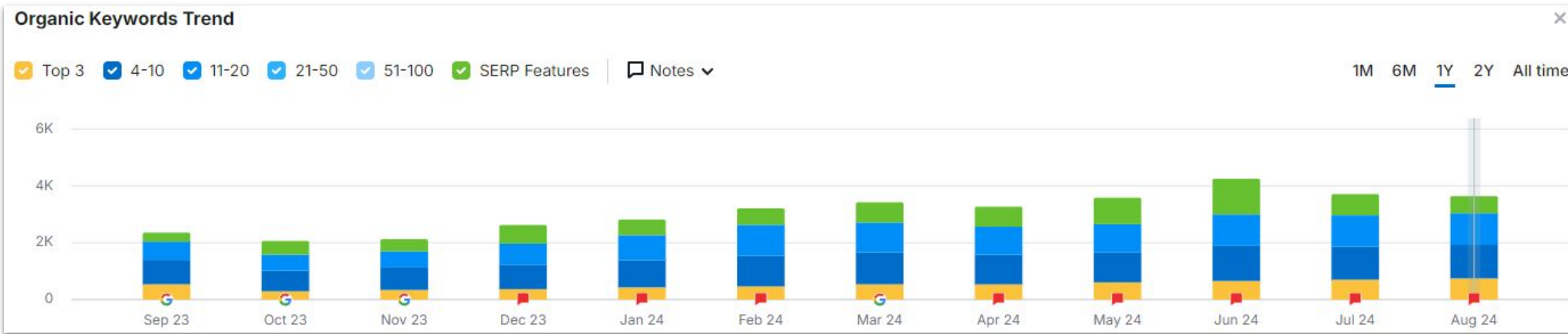


## Organic Keyword Overview

- Thirty-two keywords added to SERP features, including:
  - amelia island weather
  - amelia island hotels
  - amelia island resorts
  - bretts amelia island
  - amelia island resorts on the beach
- Forty-six keywords saw SERP feature drop-off or loss, including:
  - ritz carlton amelia island florida
  - amelia island weather february
  - amelia island photos
  - amelia island florida map
  - hampton inn and suites amelia island



# Organic Keywords: Trends - Mobile



## Organic Keyword Overview

- [Fifteen keywords](#) added to SERP features, including:
  - hampton amelia island fl
  - amelia island map
  - forecast for amelia island florida
  - places to stay in amelia island florida
  - island off coast of florida
- [Nineteen keywords](#) saw SERP feature drop-off or loss, including:
  - florida state road a1a
  - amelia island florida hotels
  - golf courses amelia island florida
  - places to stay on amelia island
  - walkers landing amelia island



# Organic Rankings - SERP Features

## SERP Features

### Linking to domain

<b>Featured snippet</b> 15 keywords	<b>Sitelinks</b> 871 keywords	<b>Image</b> 9.4K keywords	<b>People also ask</b> 2.7K keywords	<b>Local pack</b> 3 keywords	<b>Knowledge panel</b> 30 keywords	<b>Things to Know</b> 75 keywords	<b>FAQ</b> 0 keywords	<b>Reviews</b> 0 keywords
<b>Indented</b> 0 keywords	<b>News</b> 0 keywords	<b>Video</b> 0 keywords	<b>Featured video</b> 0 keywords	<b>Video carousel</b> 0 keywords	<b>Top stories</b> 0 keywords	<b>Recipes</b> 0 keywords	<b>Jobs</b> 0 keywords	<b>X</b> 0 keywords
<b>X carousel</b> 0 keywords	<b>Buying Guide</b> 0 keywords	<b>Datasets</b> 0 keywords	<b>Discussions an...</b> 0 keywords	<b>Explore Brands</b> 0 keywords	<b>Find results on</b> 0 keywords	<b>Organic Carousel</b> 0 keywords	<b>Questions and ...</b> 0 keywords	

### Not linking to domain


<b>Featured snippet</b> 1.7K keywords	<b>Sitelinks</b> 27.5K keywords	<b>Reviews</b> 34.9K keywords	<b>Instant answer</b> 1.5K keywords	<b>News</b> 1 keyword	<b>Image</b> 30.1K keywords	<b>Video</b> 31.9K keywords	<b>Featured video</b> 1 keyword	<b>Video carousel</b> 2.2K keywords
<b>People also ask</b> 20.4K keywords	<b>Local pack</b> 9.7K keywords	<b>Knowledge panel</b> 12.1K keywords	<b>Carousel</b> 461 keywords	<b>Top stories</b> 114 keywords	<b>Events</b> 861 keywords	<b>Hotels pack</b> 4K keywords	<b>Flights</b> 88 keywords	<b>Recipes</b> 230 keywords
<b>Jobs</b> 82 keywords	<b>X</b> 90 keywords	<b>X carousel</b> 268 keywords	<b>Address pack</b> 845 keywords	<b>Buying Guide</b> 17 keywords	<b>Datasets</b> 19 keywords	<b>Discussions an...</b> 5.5K keywords	<b>Explore Brands</b> 93 keywords	<b>Related searches</b> 39.1K keywords
<b>Related products</b> 5 keywords	<b>People also sea...</b> 500 keywords	<b>Popular products</b> 659 keywords	<b>Questions and ...</b> 15 keywords	<b>Refine</b> 15 keywords	<b>See results about</b> 605 keywords	<b>Things to Know</b> 1.5K keywords	<b>Shopping ads</b> 63 keywords	<b>Ads top</b> 661 keywords
<b>Ads middle</b> 12 keywords	<b>Ads bottom</b> 1.5K keywords	<b>Image pack</b> 28.5K keywords	<b>FAQ</b> 0 keywords	<b>Indented</b> 0 keywords	<b>Find results on</b> 0 keywords	<b>Organic Carousel</b> 0 keywords		



# TECHNICAL SEO PERFORMANCE



# Performance Overview



## Latest Performance Report for:

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

Report generated: Wed, Aug 7, 2024 7:43 PM -0400  
Test Server Location: 🇨🇦 Vancouver, Canada  
Using: 🌐 Chrome 117.0.0.0, Lighthouse 11.0.0  
Analysis options:  1440x900  Video

**GTmetrix Grade** ?

<b>D</b>	Performance ? <b>62%</b>	Structure ? <b>73%</b>
----------	-----------------------------	---------------------------

**Web Vitals** ?

Largest Contentful Paint ? <b>747ms</b>	Total Blocking Time ? <b>848ms</b>	Cumulative Layout Shift ? <b>0</b>
--	---------------------------------------	---------------------------------------

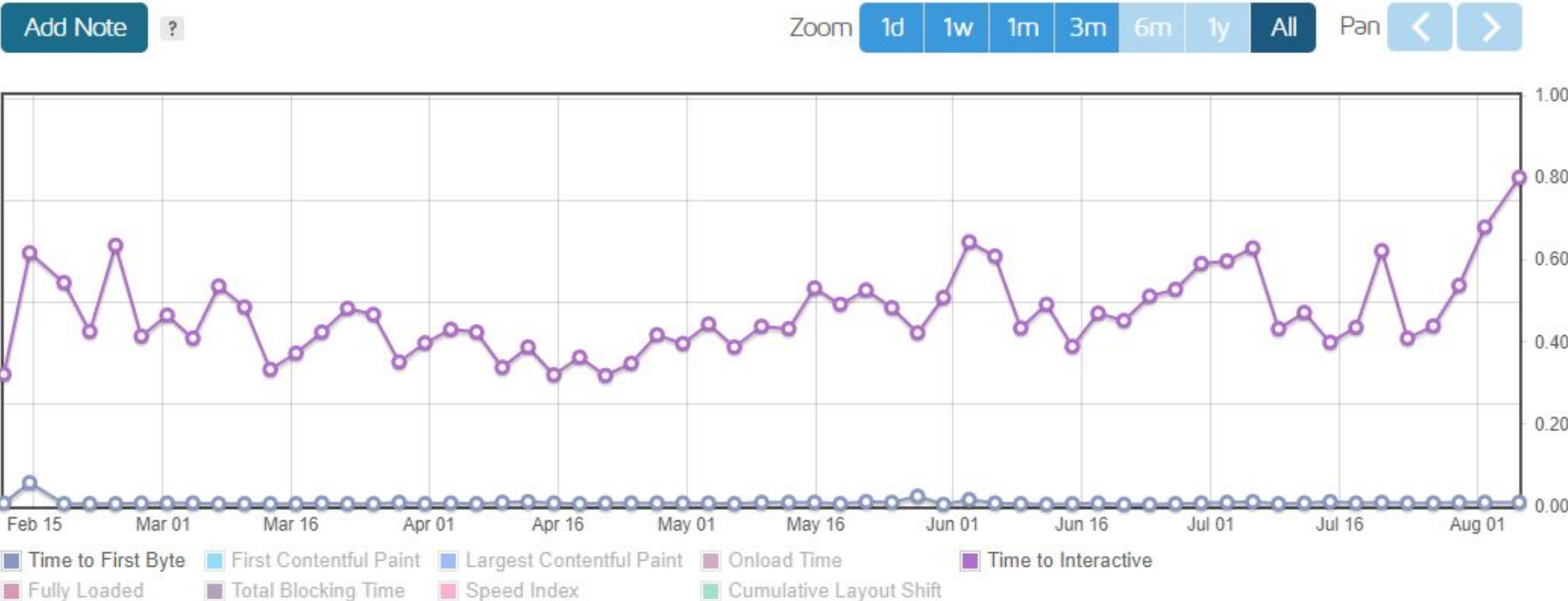
First Contentful Paint ?	Good - Nothing to do here <b>912ms</b>	Time to Interactive ?	Much longer than recommended <b>5.0s</b>
Speed Index ?	Much longer than recommended <b>8.0s</b>	Total Blocking Time ?	Much longer than recommended <b>376ms</b>
Largest Contentful Paint ?	Good - Nothing to do here <b>912ms</b>	Cumulative Layout Shift ?	Good - Nothing to do here <b>0</b>



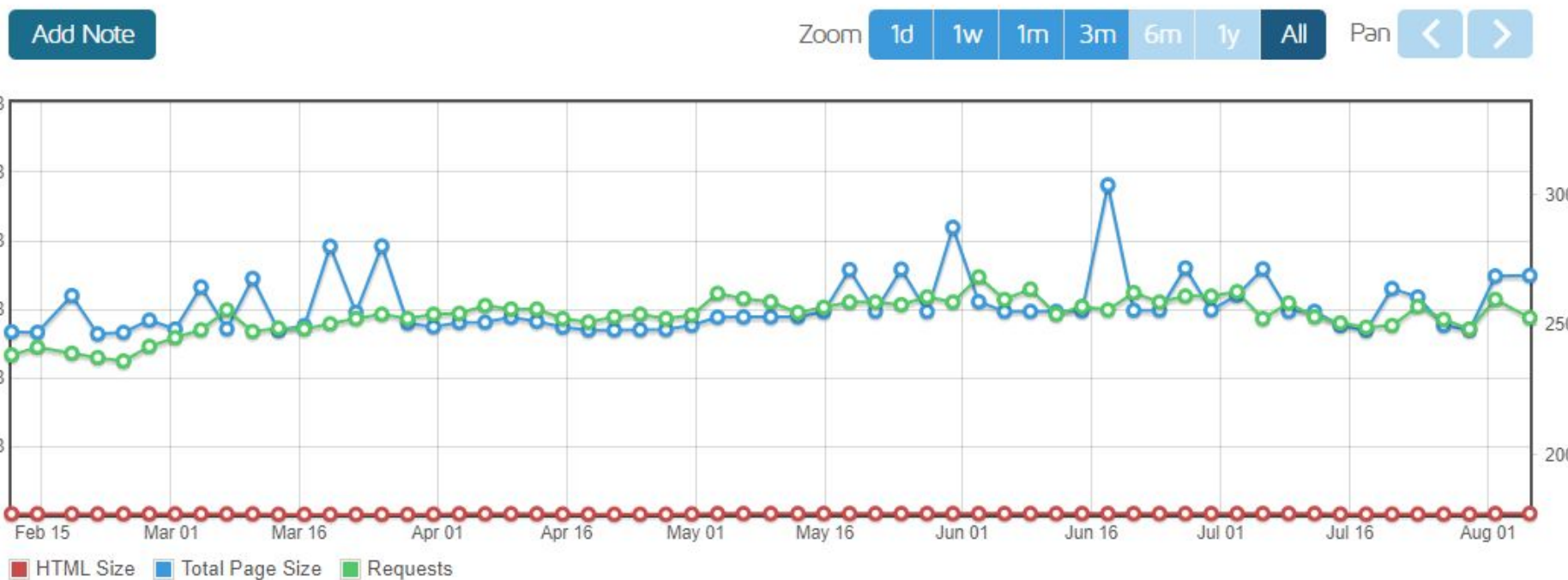
# Performance Overview



## Page metrics



## Page sizes and request counts

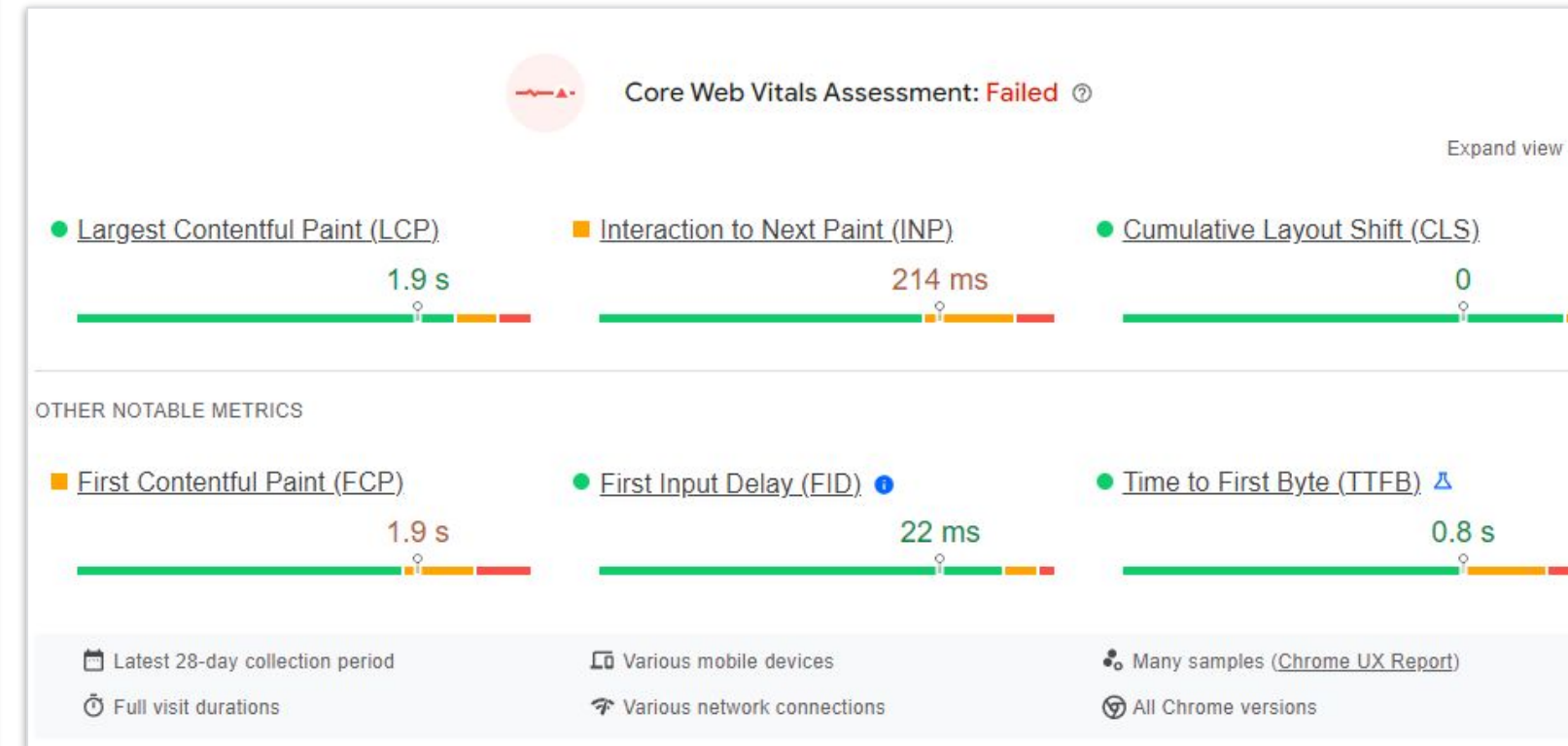
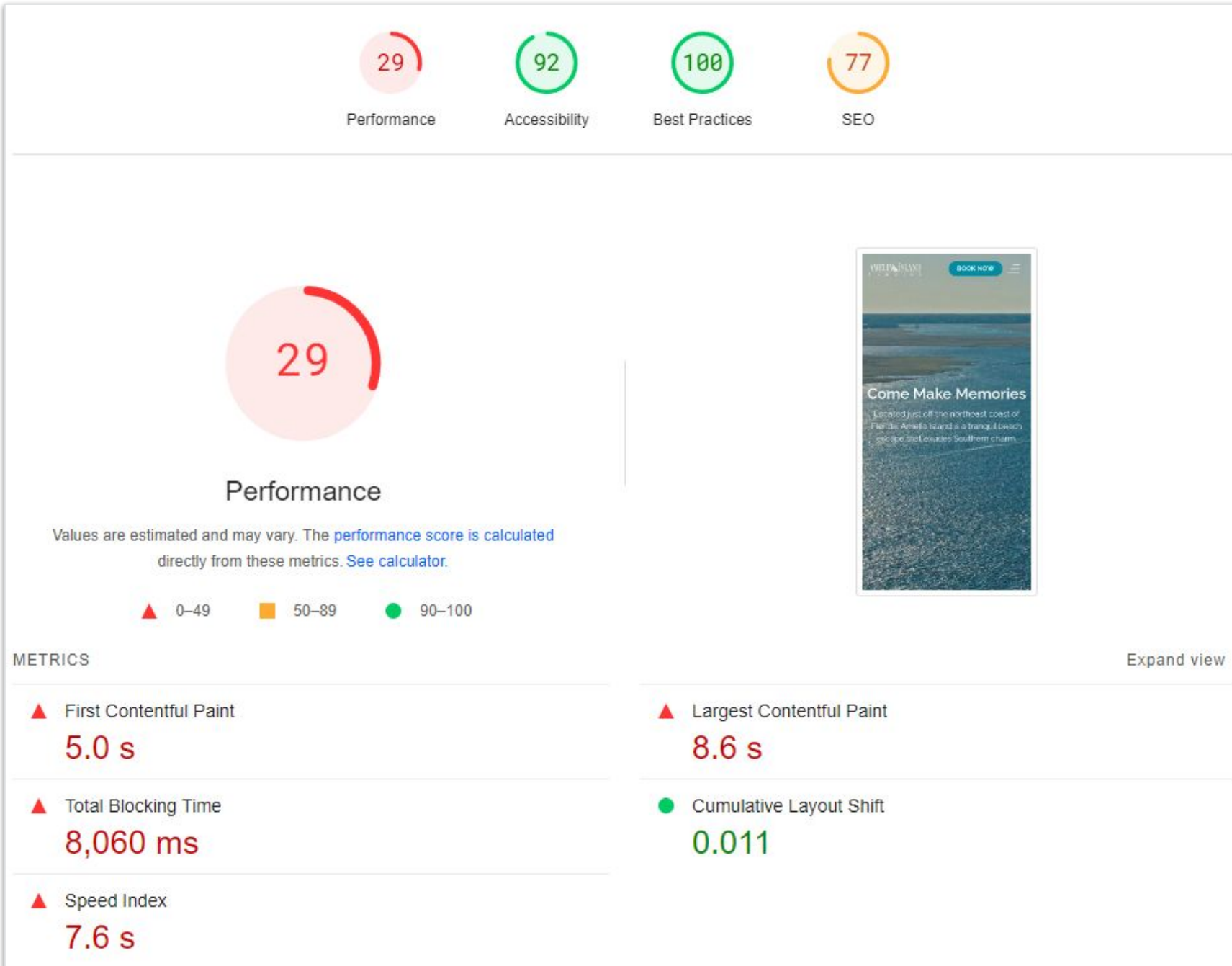


### Performance Overview:

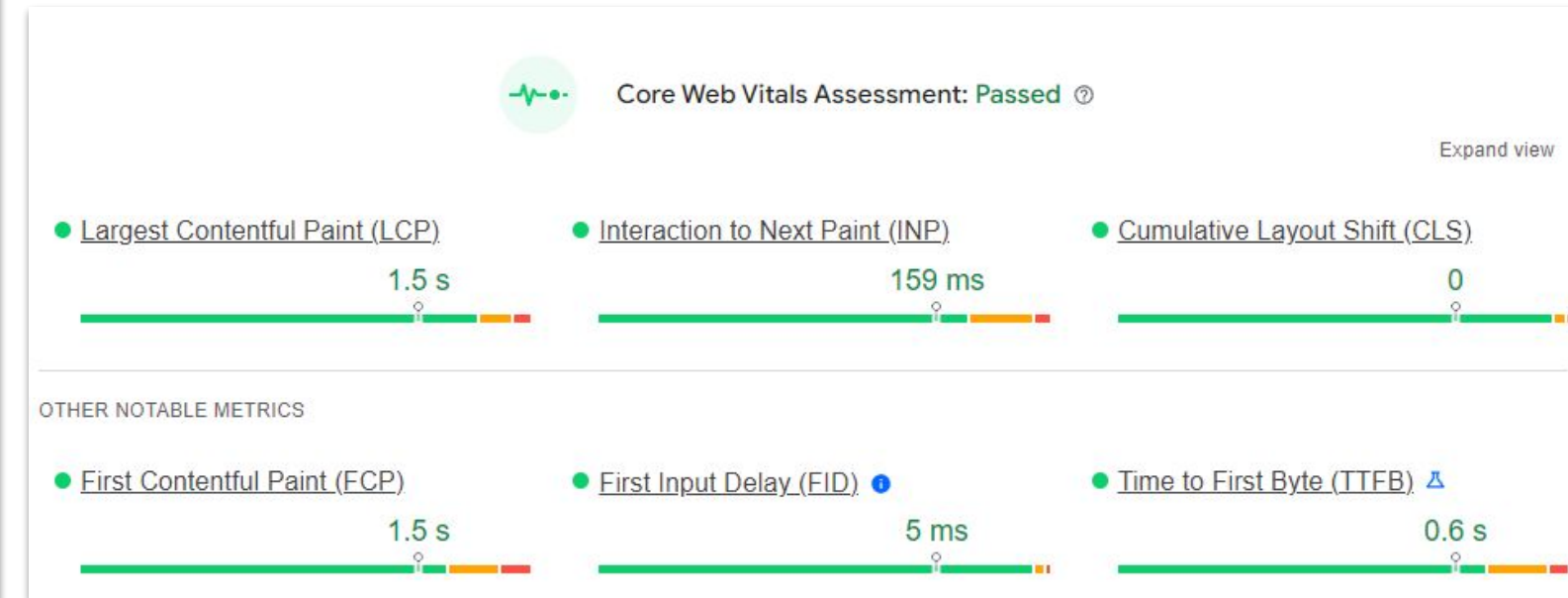
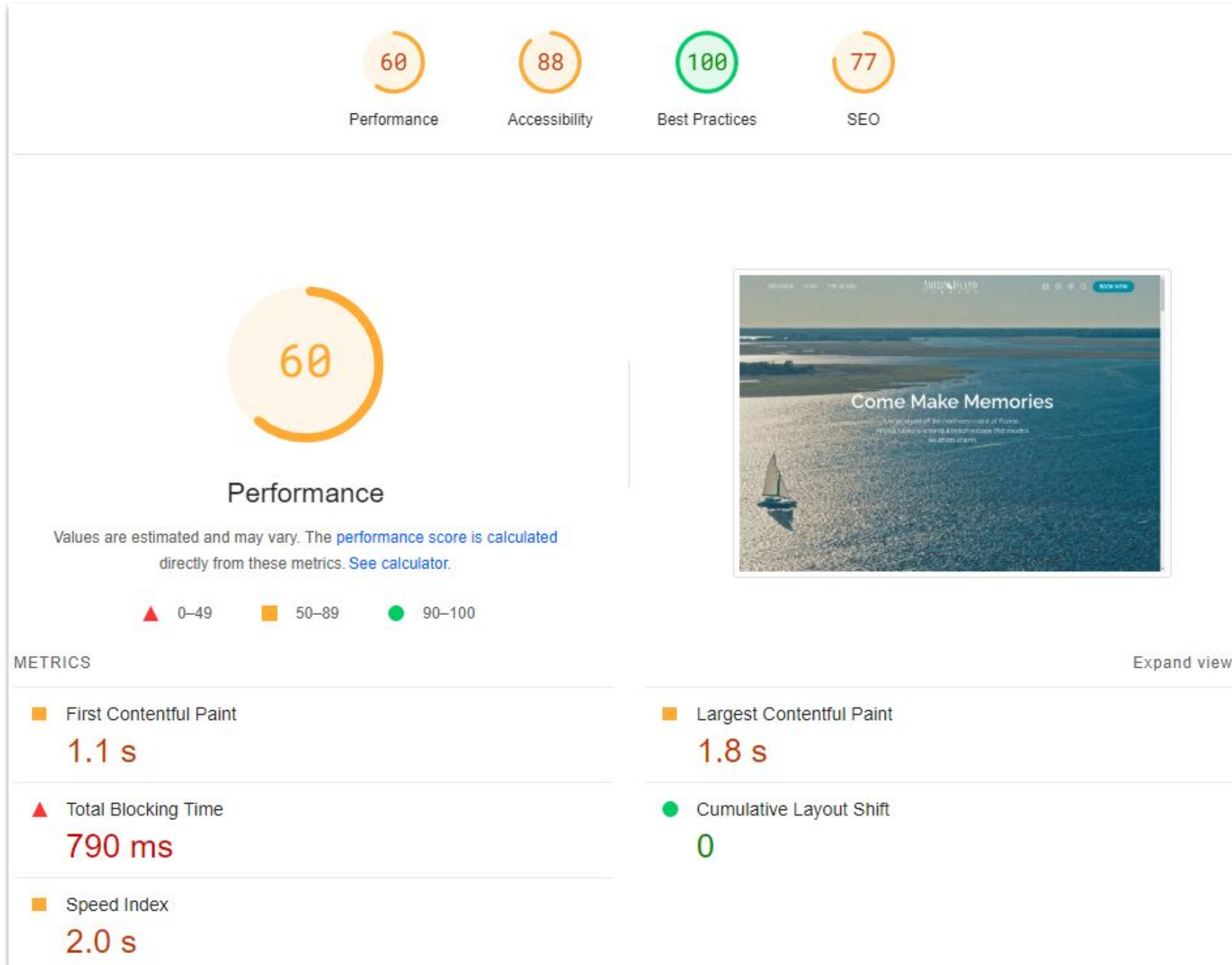
- Page size and request count maintain their expected trajectory, alongside parallels in third-party code (Wistia, Google Tag Manager, etc.) requests. All anticipated.
- Page performance and structure scores also remained largely consistent, with slight fluctuations before resuming consistent 65%-70% grade - the standards we've maintained since first integrating third-party code.



# Performance - Mobile



# Performance - Desktop



# Sitemaps

Item	Status	Comments	Source
<b>Page XML Sitemaps</b>			
Found Page XML Sitemaps?	Pass	Site contains a sitemap index accessible through the root domain	<a href="https://www.ameliaisland.com/sitemap.xml">https://www.ameliaisland.com/sitemap.xml</a>
Page XML Sitemap(s) Listed in Robots.txt	Pass	Page XML sitemap not listed in robots.txt	<a href="https://www.ameliaisland.com/sitemap.xml">https://www.ameliaisland.com/sitemap.xml</a>
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	<a href="https://www.ameliaisland.com/sitemap.xml">https://www.ameliaisland.com/sitemap.xml</a> and <a href="#">logisticin</a>
<b>Mobile XML Sitemaps</b>			
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
<b>Video XML Sitemaps</b>			
Found Videos?	Pass	<a href="https://www.ameliaisland.com/Video-Tour">https://www.ameliaisland.com/Video-Tour</a>	Found in the sitemap: <a href="https://www.ameliaisland.com/Google-Search-Console">https://www.ameliaisland.com/Google-Search-Console</a>
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	<a href="#">Google Search console</a>
Video XML Sitemap(s) with Broken Links	Not Found	NA	NA
<b>Image XML Sitemaps</b>			
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	<a href="https://www.ameliaisland.com/sitemap.xml">https://www.ameliaisland.com/sitemap.xml</a>
Image XML Sitemap(s) Listed in Robots.txt	Not Found	No image sitemap is listed within the robots.txt	<a href="https://www.ameliaisland.com/robots.txt">https://www.ameliaisland.com/robots.txt</a>
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	<a href="https://www.ameliaisland.com/sitemap.xml">https://www.ameliaisland.com/sitemap.xml</a>
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	<a href="https://www.ameliaisland.com">https://www.ameliaisland.com</a>
Site accessible without Javascript (disable JS)	Pass	website performed with JS disabled	Chrome Web Developer
Custom 404 Page	Pass	Verified	Checked this 404 page: <a href="https://www.ameliaisland.com/Custom-404-Page">https://www.ameliaisland.com/Custom-404-Page</a>



# ON-SITE SEO OVERVIEW



# Overview

On-Page Tagging/Markup Issues			
Page Source META tags (ie.: <title>, meta description in head)	Pass	Meta tag present in head	<a href="http://www.ameliainland.com">www.ameliainland.com</a>
<title>:			
Title Located in head?	Pass	Title located in head	ScreamingFrog Crawl
Missing <title>	NA	Title tag exists	ScreamingFrog Crawl
Duplicate <title>	Fail	2,047 duplicate titles on shared URL	ScreamingFrog Crawl
Title Size:	NA	NA	ScreamingFrog Crawl
Over 60 characters	Fail	312 titles above 60 characters	ScreamingFrog Crawl
Below 30 characters	Fail	97 titles below 30 characters	ScreamingFrog Crawl
Over 561 pixels	Fail	398 titles above 561 pixels	ScreamingFrog Crawl
Below 200 pixels	Fail	11 titles below 200 pixels	ScreamingFrog Crawl
Same as H1	Fail	09 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	4,083 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	14 missing H1s	ScreamingFrog Crawl
Duplicate Headings	Fail	2,032 duplicate H1s	ScreamingFrog Crawl
Over 70 characters	Fail	14 H1s over 70 characters	ScreamingFrog Crawl
Multiple H1	Fail	193 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	2,491 duplicate H2s	ScreamingFrog Crawl
Over 70 characters	Fail	5 H2s over 70 characters	ScreamingFrog Crawl
Multiple H2	NA	2,509pages with multiple H2s (acceptable)	ScreamingFrog Crawl
Meta Keywords	Pass	3,190 meta keywords on site	ScreamingFrog Crawl



# Schema Markup

Schema live with **no new issues.**

WebPage		0 ERRORS 0 WARNINGS ^
ID:	https://www.ameliaisland.com/	
@type	WebPage	
@id	https://www.ameliaisland.com/	
url	https://www.ameliaisland.com/	
name	Amelia Island, Florida	
datePublished	2023-06-22T17:29:06+00:00	
dateModified	2024-03-06T15:44:59+00:00	
description	Located just off the northeast coast of Florida, Amelia Island is a pristine beach escape embraced by Southern charm-only 30 minutes from Jacksonville.	
inLanguage	en-US	
isPartOf		
@type	WebSite	
@id	https://www.ameliaisland.com/#website	
url	https://www.ameliaisland.com/	
name	Amelia Island	
inLanguage	en-US	
publisher		
@type	Organization	
@id	https://www.ameliaisland.com/#organization	
name	Amelia Island	
url	https://www.ameliaisland.com/	
sameAs	https://www.facebook.com/AmeliaIslandFlorida	
sameAs	https://x.com/ameliaislandfio	
sameAs	https://www.instagram.com/visitameliaisland/	
sameAs	https://www.youtube.com/c/ameliaislandflorida	
sameAs	https://www.tiktok.com/@ameliaislandflorida	
sameAs	https://www.linkedin.com/company/ameliaislandflorida/	
sameAs	https://www.pinterest.com/visitameliaisland/	
logo		
@type	ImageObject	
@id	https://www.ameliaisland.com/#/schema/logo/image/	
inLanguage	en-US	
url	https://www.ameliaisland.com/wp-content/uploads/AMI_logo_florida_blue.svg	
contentUrl	https://www.ameliaisland.com/wp-content/uploads/AMI_logo_florida_blue.svg	
width	1024	
height	1024	
caption	Amelia Island	

image	
@type	ImageObject
@id	https://www.ameliaisland.com/#/schema/logo/image/
inLanguage	en-US
url	https://www.ameliaisland.com/wp-content/uploads/AMI_logo_florida_blue.svg
contentUrl	https://www.ameliaisland.com/wp-content/uploads/AMI_logo_florida_blue.svg
width	1024
height	1024
caption	Amelia Island
potentialAction	
@type	SearchAction
target	
@type	EntryPoint
urlTemplate	https://www.ameliaisland.com/?s={search_term_string}
query-input	
@type	PropertyValueSpecification
valueRequired	http://schema.org/True
valueName	search_term_string
about	
@type	Organization
@id	https://www.ameliaisland.com/#organization
name	Amelia Island
url	https://www.ameliaisland.com/
sameAs	https://www.facebook.com/AmeliaIslandFlorida
sameAs	https://x.com/ameliaislandfio
sameAs	https://www.instagram.com/visitameliaisland/
sameAs	https://www.youtube.com/c/ameliaislandflorida
sameAs	https://www.tiktok.com/@ameliaislandflorida
sameAs	https://www.linkedin.com/company/ameliaislandflorida/
sameAs	https://www.pinterest.com/visitameliaisland/
logo	
@type	ImageObject
@id	https://www.ameliaisland.com/#/schema/logo/image/
inLanguage	en-US
url	https://www.ameliaisland.com/wp-content/uploads/AMI_logo_florida_blue.svg
contentUrl	https://www.ameliaisland.com/wp-content/uploads/AMI_logo_florida_blue.svg
width	1024
height	1024
caption	Amelia Island

image	
@type	ImageObject
@id	https://www.ameliaisland.com/#/schema/logo/image/
inLanguage	en-US
url	https://www.ameliaisland.com/wp-content/uploads/AMI_logo_florida_blue.svg
contentUrl	https://www.ameliaisland.com/wp-content/uploads/AMI_logo_florida_blue.svg
width	1024
height	1024
caption	Amelia Island
breadcrumb	
@type	BreadcrumbList
@id	https://www.ameliaisland.com/#breadcrumb
itemListElement	
@type	Listitem
position	1
name	Home
potentialAction	
@type	ReadAction
target	
@type	EntryPoint
urlTemplate	https://www.ameliaisland.com/

Starmark built new Schema to highlight event, food, lodging, etc. details in SERP results. Schema tested successfully in production environment last month and has been moved to live environment, with no reported issues.



# Image Optimization

**High** Avoid enormous network payloads LCP Total size was 12.3MB

Large network payloads cost users real money and are highly correlated with long load times. [Learn how to improve this](#)

URL	TRANSFER SIZE
<a href="https://www.ameliaisland.com/static/Montage_Drone%20Footage_1920x1080_IT-Broadband%20High.mp4">https://www.ameliaisland.com/static/Montage_Drone%20Footage_1920x1080_IT-Broadband%20High.mp4</a>	4.38MB
<a href="https://www.ameliaisland.com/static/Montage_Drone%20Footage_1920x1080_IT-Broadband%20High.mp4">https://www.ameliaisland.com/static/Montage_Drone%20Footage_1920x1080_IT-Broadband%20High.mp4</a>	4.00MB
<a href="https://www.ameliaisland.com/">https://www.ameliaisland.com/</a>	413KB
<a href="https://www.ameliaisland.com/wp-content/uploads/AIC-Video-Poster-Frame-1.jpg">https://www.ameliaisland.com/wp-content/uploads/AIC-Video-Poster-Frame-1.jpg</a>	398KB
<a href="https://www.gstatic.com/recaptcha/releases/ZpyzC9NQw3gYt1GHTrnprhx/recaptcha_en.js">https://www.gstatic.com/recaptcha/releases/ZpyzC9NQw3gYt1GHTrnprhx/recaptcha_en.js</a>	210KB
<a href="https://www.gstatic.com/recaptcha/releases/ZpyzC9NQw3gYt1GHTrnprhx/recaptcha_en.js">https://www.gstatic.com/recaptcha/releases/ZpyzC9NQw3gYt1GHTrnprhx/recaptcha_en.js</a>	210KB
<a href="https://www.ameliaisland.com/wp-content/themes/wp-theme-aic/fontawesome/webfonts/fa-solid-900.woff2">https://www.ameliaisland.com/wp-content/themes/wp-theme-aic/fontawesome/webfonts/fa-solid-900.woff2</a>	147KB
<a href="https://fast.wistia.com/assets/external/E-v1.js?ver=6.5.5">https://fast.wistia.com/assets/external/E-v1.js?ver=6.5.5</a>	135KB
<a href="https://www.googletagmanager.com/gtag/js?id=G-8RL7Y0CYE9&amp;l=dataLayer&amp;cx=c">https://www.googletagmanager.com/gtag/js?id=G-8RL7Y0CYE9&amp;l=dataLayer&amp;cx=c</a>	109KB
<a href="https://www.googletagmanager.com/gtm.js?id=GTM-WWJBXW">https://www.googletagmanager.com/gtm.js?id=GTM-WWJBXW</a>	105KB

**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:

- 3,967 images over 100 kb
- 3,442 images missing alt text
- 1,956 images missing size (height, width) attributes

**Page Details** ?

Pages with smaller total sizes and fewer requests tend to load faster.

**24.5s**  
Fully Loaded Time

Total Page Size - 11.3MB

Video 7.41MB	JS 2.36MB	IMG 0.99MB
-----------------	--------------	---------------

Total Page Requests - 254

JS 35.8%	IMG 33.5%	HTML 9.8%	Other 8.7%	CSS 8.3%
-------------	--------------	--------------	---------------	-------------

Look into reducing JavaScript, reducing web-fonts, and image optimization to ensure a lightweight and streamlined website.



# OFF-SITE SEO OVERVIEW



# Off-Site SEO- Backlink Analysis

Referring Domains *i*  
**4.2K** -4%

Backlinks *i*  
**29K** -9%

Monthly Visits *i*  
**95.3K**

Organic Traffic *i*  
**190K** ✓

Outbound Domains *i*  
**1K**

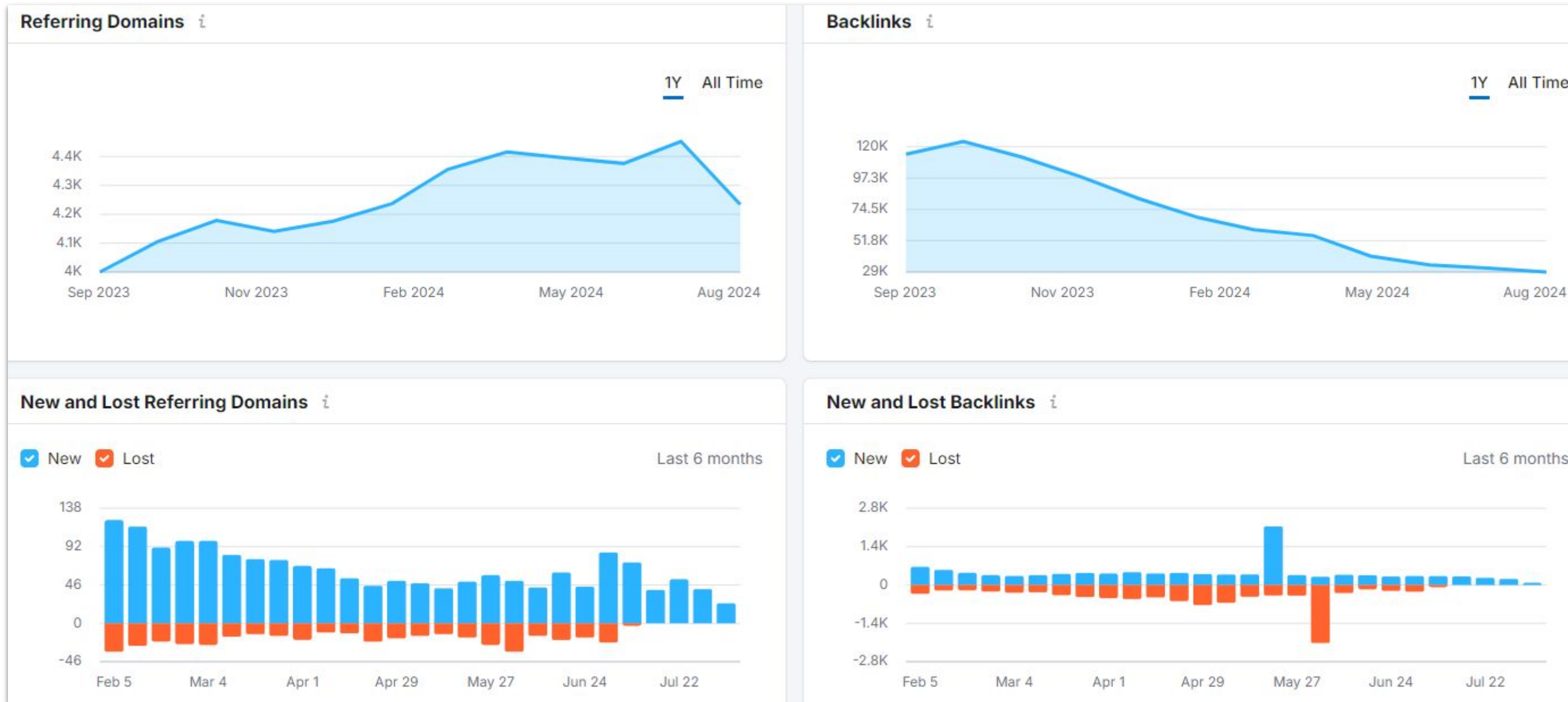
Anchor Text	Backlinks <i>f</i>	Domains
www.ameliaisland.com	10,038	216
amelia island	1,599	747
Empty Anchor	1,332	254
ameliaisland	1,121	57
amelia island, florida,	874	4
full schedule of events	871	1
ameliaisland.com	630	232
webcams - amelia island, florida	253	151
web address	200	1
website	154	38
amelia island, florida	135	63
amelia hotel at the beach - amelia island, florida	119	52
amelia island blog - island insider tennis - amelia island, florida	116	67
http://www.ameliaisland.com/	116	47
amelia island is a dreamy seaside getaway	114	113
amelia island coffee - amelia island, florida	112	51
this gorgeous island off the coast of florida	111	110
dickens on centre	105	73
amelia island restaurant week	102	42
fernandina beach golf club - amelia island, florida	101	69

## Top Anchors *i*

amelia island, florida,  
 web address amelia island Empty Anchor  
**www.ameliaisland.com**  
 webcams - amelia island, florida ameliaisland  
 ameliaisland.com website full schedule of events



# Off-Site SEO - Backlink Analysis



Website saw flurry of new referring domains in June. It did not lose a single backlink during the back half of the month – while gaining 223 new backlinks during that same time span.



# SEO BEST PRACTICES

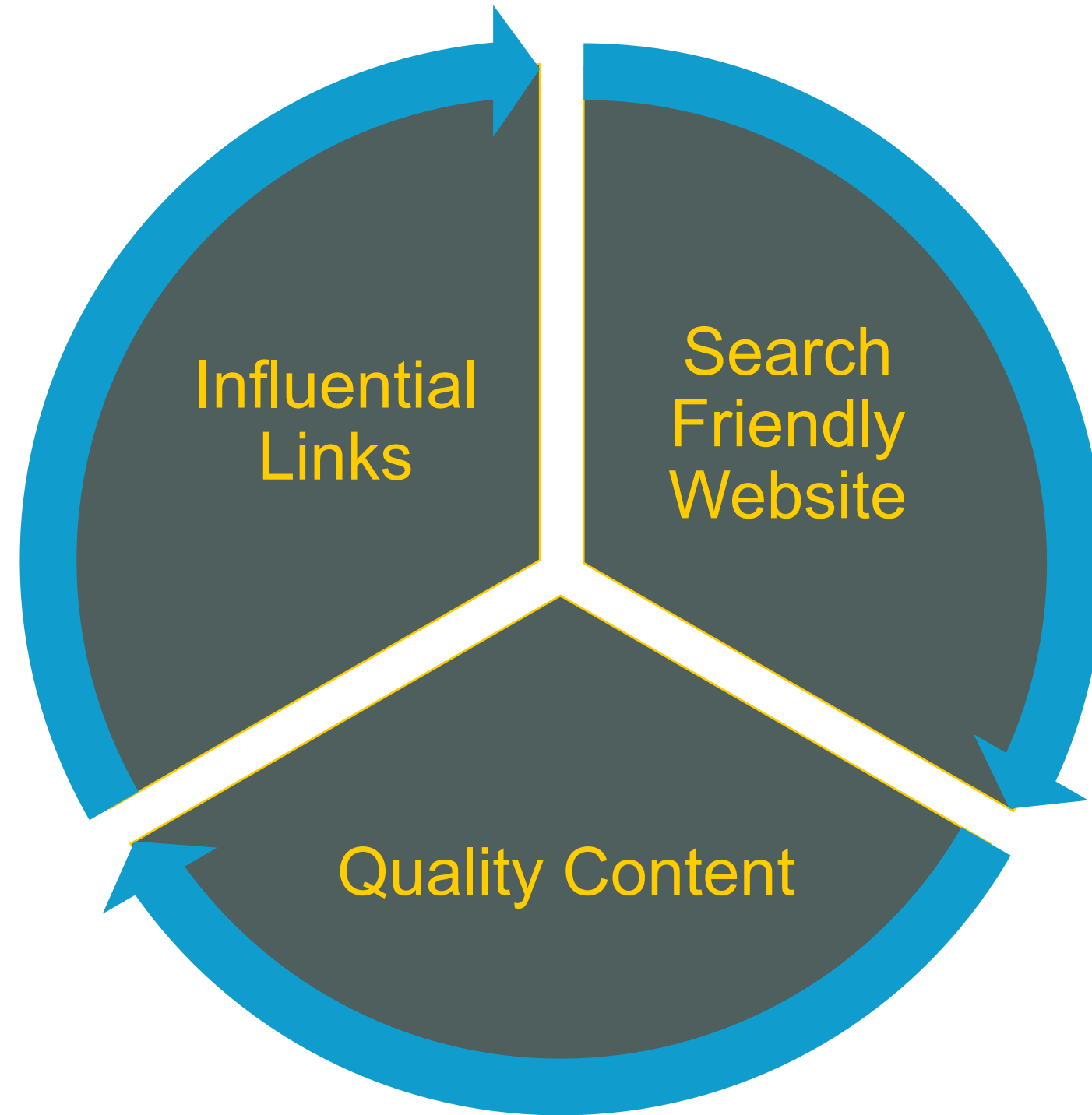


# SEO Strategy Overview - Starmark's Approach to SEO

- **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

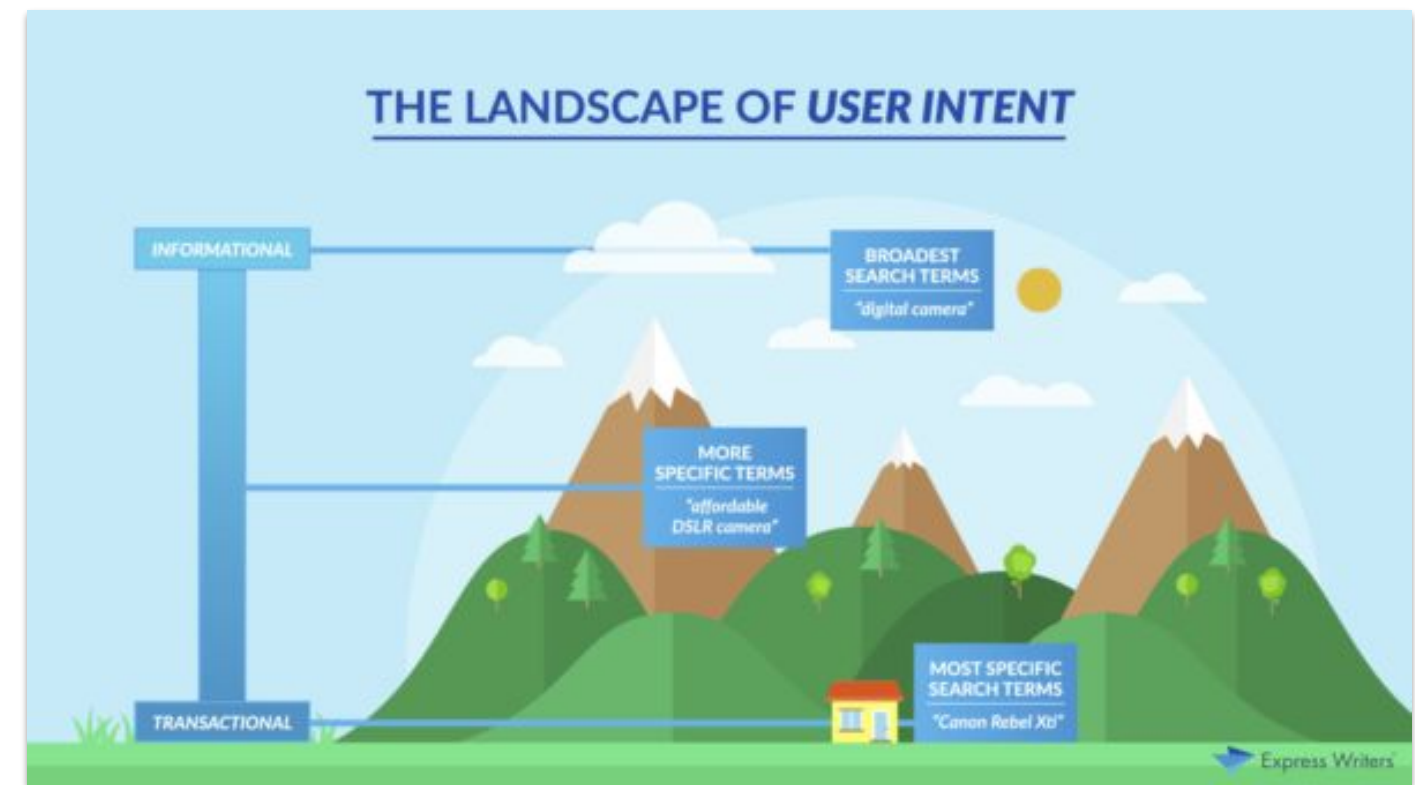
CLICK TO TWEET

- 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

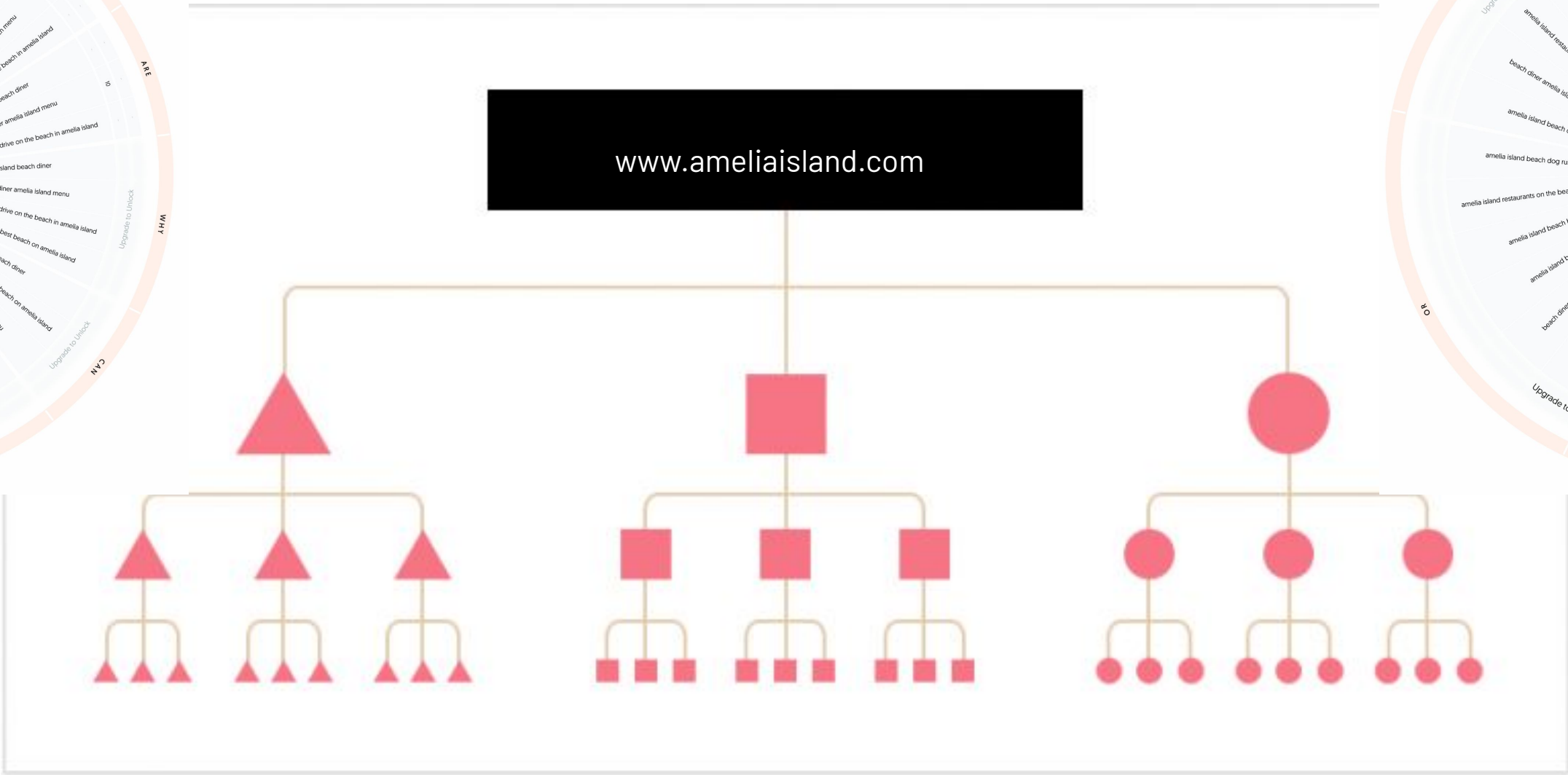
- Not all Google queries are created equal. In fact, intent can (and does) differ from person to person and time to time.
  - **Transactional:** A person wants to buy something.
  - **Navigational:** A person seeks for a specific resource, page, or site.
  - **Informational:** A person wants additional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

July 2024

- **Address new metadata optimization opportunities (duplicate/missing meta titles, meta descriptions, header tags) from rolling events** (ongoing)
- **Integrate new location-specific keywords** (restaurants, events, hotels, destinations, etc.) **for position tracking and reporting** (ongoing)
- **Roll out Advanced Schema to live environment after successful UAT testing performance**
  - Place, Property, Location, Event data
- **Further optimize webcam-related keywords to prioritize newly-earned traffic to /island-views page**
- **Continue to populate new missing alt tags from recently uploaded images** (ongoing)
- **Continue to monitor network payloads for site speed challenges** (ongoing)
  - Review Gstatic tags
  - Review Wistia media tags
  - Review GTM tags
  - Review Crowdriff tags

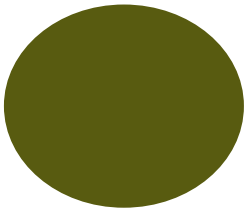
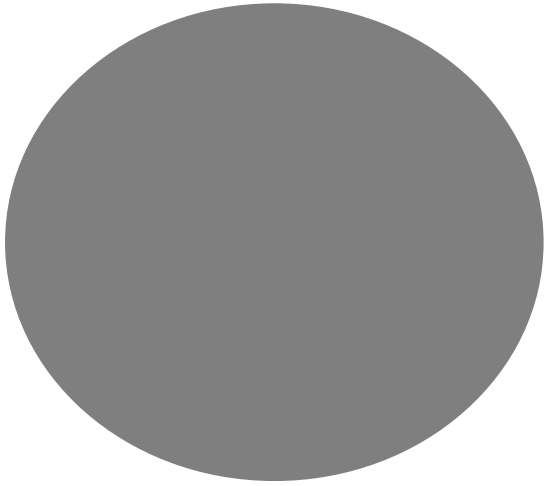
August 2024

- **Address new metadata optimization opportunities (duplicate/missing meta titles, meta descriptions, header tags) from rolling events** (ongoing)
- **Review gateway website pages** (homepage, Things to Do, Places to Stay , etc.) **pages for optimization opportunities to improve user experience at website entry**
- **Monitor Advanced Schema in live environment** (ongoing)
  - Place, Property, Location, Event data
- **Continue to populate new missing alt tags from recently uploaded images** (ongoing)
- **Continue to monitor network payloads for site speed challenges** (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 July 2024

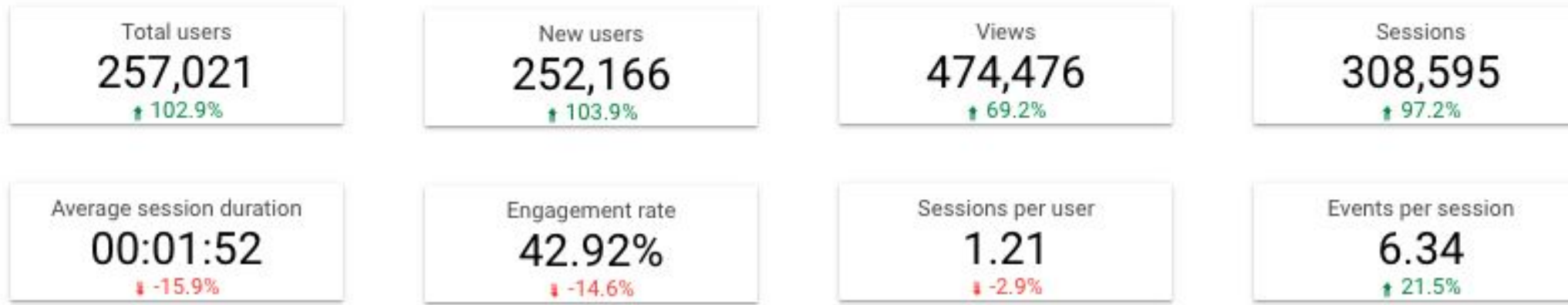
6.2024



# EXECUTIVE SUMMARY

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

## Website Performance



## Events Summary



### Leisure & Weddings Key Events



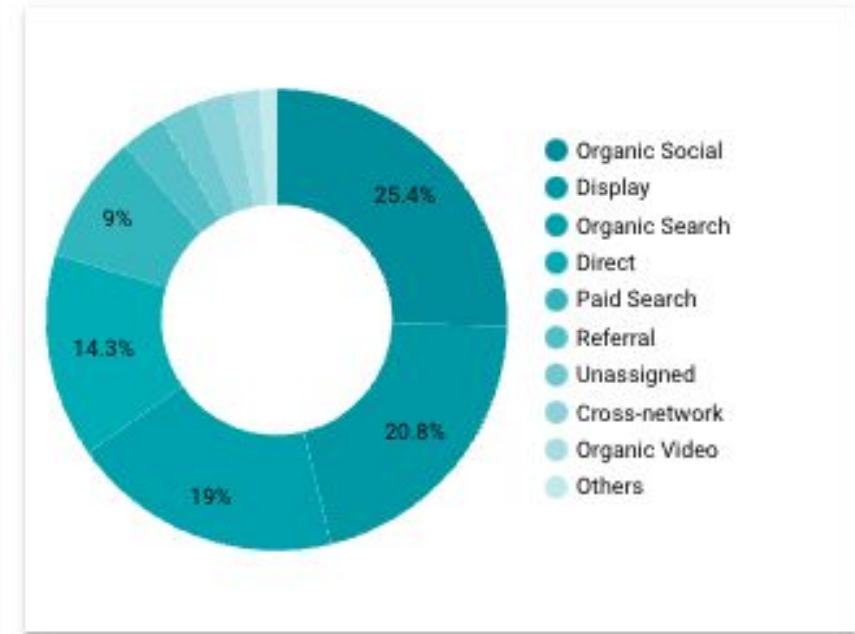
### Meeting Planners Key Events



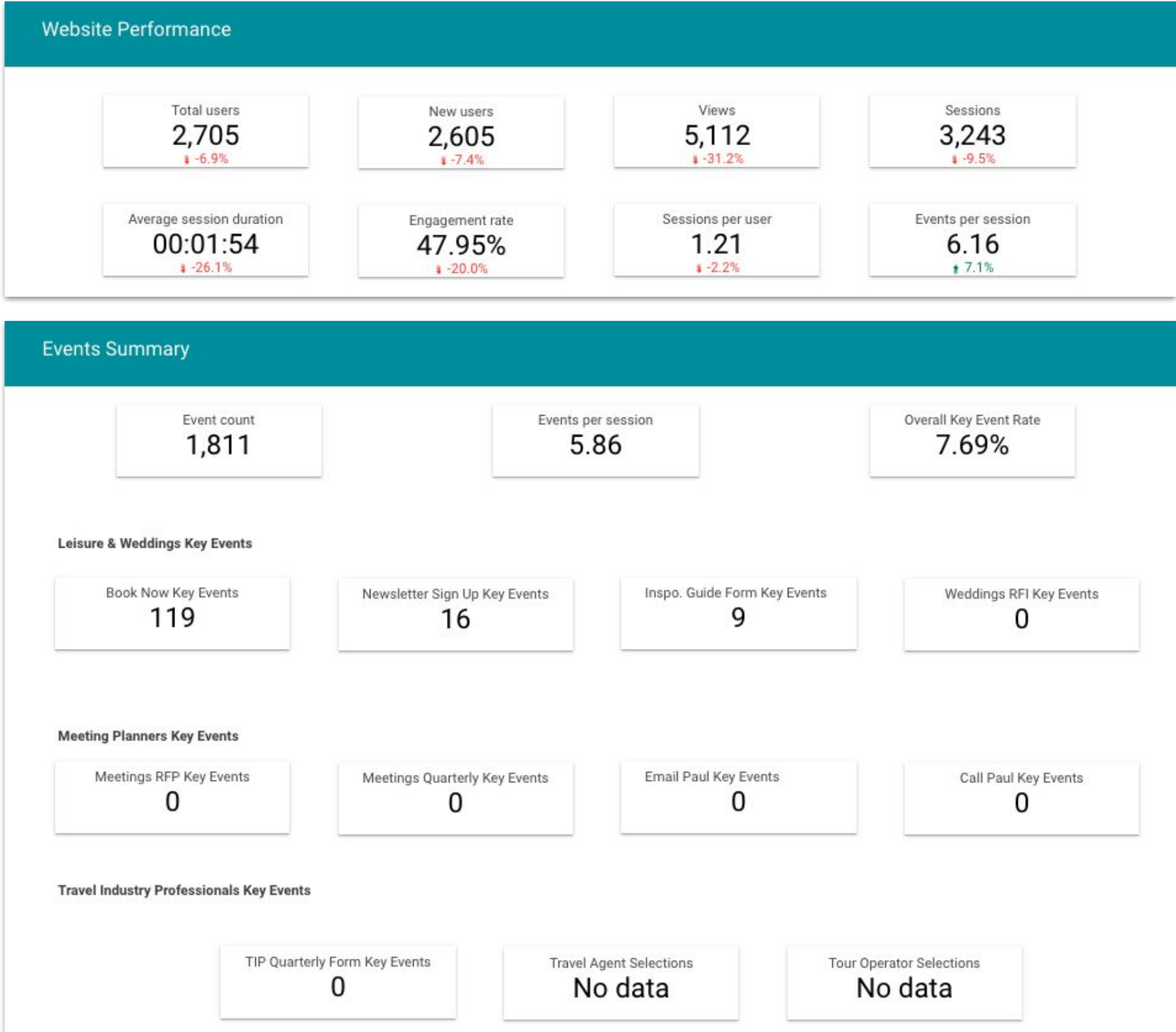
### Travel Industry Professionals Key Events



## Top Acquisition Channels by Total Users



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





01

# EMAIL PERFORMANCE

# EMAIL PERFORMANCE | Leisure - Email 1/3

**July 1 Email:** Brand Email

**Subject Line:** Discover more fun reasons to love Amelia Island 🌞🎨🏄

**Preview Text:** Explore exciting ideas for art lovers, teens and gourmands on Amelia Island, Florida

**Deployment Date:** July 9, 2024

**Audience/Segment:** Leisure/Engagement-Newsletter Subscriber (All)

- New Audience/Segment Name: Subscriber-All Newsletter Subscribers
  - Will be reflected in all reports moving forward

## Email Metrics:

- **Delivered:** 133,674
- **Unique Opens:** 24,520
- **Opens:** 32,150
- **Unique Open Rate:** 18.34%
- **Clicks:** 1,729
- **Clicked Rate:** 1.29%
- **Clicks per Unique Opens:** 3.41%

## Top Buttons Clicked:

- **GET A TASTE:** 500
  - Amelia Island Dining Month
- **Places to Stay:** 187
- **GET INSPIRED:** 125
  - Art Lovers


## Performance Highlights:

- **Website Sessions:** 590
- **Website Engaged Sessions:** 345
- **Website Views:** 683
- **Website Average Session Duration:** 1:36

View this email in your browser

AMELIA ISLAND  
FLORIDA


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



### Celebrate Amelia Island's Dining Scene

The longer you stay, the more you can savor during Amelia Island Dining Month. **Sept 1-30** With \$35 and \$55 prix-fixe dinner menus, you can plan the ultimate foodie getaway as the island's signature restaurants put their best flavors forward. And your good taste goes to a great cause. One dollar from select meals benefits Barnabas Center, helping neighbors in need.

GET A TASTE




### Set Your Artsy Side Free

Creativity is in the air on Amelia Island. You can see it in the vibrant work of area artists, taste it in the tempting creations by local chefs, and feel it in music and dance performances that touch your soul. Explore this and more in our Art Lovers Itinerary, and design your ideal stay in this Northeast Florida paradise.

GET INSPIRED

## Unplugged Adventure That's Teen-Approved


Traveling with teens? On Amelia Island, they'll love getting out on the water, into nature, on the course and onto the court. Check out these thrilling activities that'll keep them active, engaged and excited to try something new. With so many ways for them to play, the only thing they won't want to do, is leave.



EXPLORE

## Connect With Us On Social

#Ameliasland



f i X g m

AMELIA ISLAND  
FLORIDA

Amelia Island Tourist Development Council  
102 Centre 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!



## EMAIL PERFORMANCE | Leisure - Email 1/3

Links Clicked	Total clicks	Unique clicks
<a href="https://ameliaisland.com/festivals-events/amelia-island-dining-month/">ameliaisland.com/festivals-events/amelia-island-dining-month/</a>	614 (35.5%)	445 (31.3%)
<a href="https://ameliaisland.com/places-to-stay/">ameliaisland.com/places-to-stay/</a>	187 (10.8%)	160 (11.2%)
<a href="https://ameliaisland.com/itineraries/art-lovers/">ameliaisland.com/itineraries/art-lovers/</a>	161 (9.3%)	127 (8.9%)
<a href="https://ameliaisland.com/blog/thrilling-teen-adventures-on-amelia-island/">ameliaisland.com/blog/thrilling-teen-adventures-on-amelia-island/</a>	143 (8.3%)	108 (7.6%)
<a href="https://ameliaisland.com/things-to-do/">ameliaisland.com/things-to-do/</a>	120 (6.9%)	98 (6.9%)
<a href="https://ameliaisland.com/">ameliaisland.com/</a>	109 (6.3%)	87 (6.1%)
<a href="https://instagram.com/p/CkLNGJ3L72h/">instagram.com/p/CkLNGJ3L72h/</a>	75 (4.3%)	69 (4.8%)
<a href="https://tiktok.com/@ameliaislandflorida">tiktok.com/@ameliaislandflorida</a>	56 (3.2%)	52 (3.7%)
<a href="https://ameliaisland.com/travel-guides/">ameliaisland.com/travel-guides/</a>	51 (2.9%)	38 (2.7%)
<a href="https://ameliaisland.com/blog/">ameliaisland.com/blog/</a>	48 (2.8%)	36 (2.5%)
<a href="https://ameliaisland.taplink.ws/">ameliaisland.taplink.ws/</a>	39 (2.3%)	36 (2.5%)
<a href="https://instagram.com/p/C5bz06jr9t5/">instagram.com/p/C5bz06jr9t5/</a>	35 (2.0%)	31 (2.2%)
<a href="https://instagram.com/visitameliaisland/p/C8u-7l_tuFZ/">instagram.com/visitameliaisland/p/C8u-7l_tuFZ/</a>	23 (1.3%)	20 (1.4%)
<a href="https://instagram.com/p/Ce70JiLOS8f/">instagram.com/p/Ce70JiLOS8f/</a>	23 (1.3%)	21 (1.5%)
<a href="https://instagram.com/visitameliaisland/p/C85CxqZJs7m/">instagram.com/visitameliaisland/p/C85CxqZJs7m/</a>	22 (1.3%)	19 (1.3%)
<a href="https://facebook.com/AmeliaIslandFlorida">facebook.com/AmeliaIslandFlorida</a>	9 (0.5%)	8 (0.6%)
<a href="https://instagram.com/visitameliaisland/p/C8lf0mvtzoT/">instagram.com/visitameliaisland/p/C8lf0mvtzoT/</a>	7 (0.4%)	6 (0.4%)
<a href="https://instagram.com/visitameliaisland/">instagram.com/visitameliaisland/</a>	6 (0.3%)	6 (0.4%)
<a href="https://twitter.com/ameliaislandflo">twitter.com/ameliaislandflo</a>	3 (0.2%)	3 (0.2%)



# EMAIL PERFORMANCE | Leisure - Email 2/3

**July 2 Email:** Omni Amelia Island Resort Inclusive

**Subject Line:** There's so much happening on the island this summer 🍹🛏️🍦

**Preview Copy:** From sweet victories to sweet deals to sweet scoops, explore what's happening on Amelia Island.

**Deployment Date:** July 19, 2024

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

## Email Metrics:


- **Delivered:** 70,312
- **Unique Opens:** 23,255
- **Opens:** 30,681
- **Unique Open Rate:** 33.12%
- **Clicks:** 1,775
- **Clicked Rate:** 2.52%
- **Clicks per Unique Opens:** 3.63%

## Top Buttons Clicked:


- **FIND THE FUN:** 342
  - Trivia Nights on Amelia Island
- **BOOK NOW:** 258
  - Omni Jingle in July
- **GET THE SCOOP:** 178
  - Ice Cream Island

## Performance Highlights:

- **Website Sessions:** 488
- **Website Engaged Sessions:** 246
- **Website Views:** 553
- **Website Average Session Duration:** 1:23




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



### Raise a Glass to Trivia Nights

On this Northeast Florida paradise, there's a place for people who know such valuable facts as the names of all three musketeers or how many dimples are on a golf ball. Explore these eight trivia party hot spots on Amelia Island, where you can show off your brain power while you make new friends and enjoy cocktails, brews and unforgettable food.


[FIND THE FUN](#)



### Jingle in July Offer

Holiday cheer comes early this year. Save 30% on your stay at Omni Amelia Island Resort when you book two nights for this holiday season with the Jingle in July offer. Offer valid for stays between October 31, 2024, and January 12, 2025. Subject to availability.


**Book:** July 19-24, 2024  
**Stay:** October 31, 2024 - January 12, 2025



[BOOK NOW](#)

### Ice Cream Is the Coolest


Some of the best summer memories are made with an ice cream in your hand. And wherever your island activities take you, from downtown Fernandina Beach to Main Beach and beyond, you're never too far from a chill, delicious treat as only Amelia Island can serve it. Take your tastebuds on a tour, from gelato to classic sundaes to a fro-yo masterpiece at these favorite frozen hot spots.




[GET THE SCOOP](#)

### Connect With Us On Social

#AmeliaIsland



[f](#) [@](#) [X](#) [globe](#) [t](#)



Amelia Island Tourist Development Council  
102 Centre 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!



## EMAIL PERFORMANCE | Leisure - Email 2/3

Links Clicked	Total clicks	Unique clicks
<a href="https://ameliaisland.com/blog/trivia-nights-on-amelia-island/">ameliaisland.com/blog/trivia-nights-on-amelia-island/</a>	425 (23.9%)	354 (24.2%)
<a href="https://omnihotels.com/hotels/amelia-island/specials/jingle-in-july">omnihotels.com/hotels/amelia-island/specials/jingle-in-july</a>	363 (20.5%)	224 (15.3%)
<a href="https://ameliaisland.com/blog/ice-cream-island/">ameliaisland.com/blog/ice-cream-island/</a>	204 (11.5%)	171 (11.7%)
<a href="https://ameliaisland.com/things-to-do/">ameliaisland.com/things-to-do/</a>	133 (7.5%)	106 (7.3%)
<a href="https://ameliaisland.com/places-to-stay/">ameliaisland.com/places-to-stay/</a>	126 (7.1%)	101 (6.9%)
<a href="https://ameliaisland.com/travel-guides/">ameliaisland.com/travel-guides/</a>	111 (6.3%)	91 (6.2%)
<a href="https://ameliaisland.com/">ameliaisland.com/</a>	104 (5.9%)	82 (5.6%)
<a href="https://instagram.com/visitameliaisland/p/C9NIs61AZ8q/">instagram.com/visitameliaisland/p/C9NIs61AZ8q/</a>	72 (4.1%)	66 (4.5%)
<a href="https://ameliaisland.com/blog/">ameliaisland.com/blog/</a>	53 (3.0%)	39 (2.7%)
<a href="https://instagram.com/p/CuwuVRSup5y/">instagram.com/p/CuwuVRSup5y/</a>	36 (2.0%)	31 (2.1%)
<a href="https://ameliaisland.taplink.ws/">ameliaisland.taplink.ws/</a>	33 (1.9%)	28 (1.9%)
<a href="https://instagram.com/visitameliaisland/p/C9a45_BMNYF/">instagram.com/visitameliaisland/p/C9a45_BMNYF/</a>	30 (1.7%)	27 (1.8%)
<a href="https://instagram.com/p/CCRCA07DpkJ/">instagram.com/p/CCRCA07DpkJ/</a>	24 (1.4%)	22 (1.5%)
<a href="https://instagram.com/visitameliaisland/p/C8-mV2a0DMG/">instagram.com/visitameliaisland/p/C8-mV2a0DMG/</a>	21 (1.2%)	18 (1.2%)
<a href="https://instagram.com/p/CbOXX0lpDgi/">instagram.com/p/CbOXX0lpDgi/</a>	18 (1.0%)	16 (1.1%)
<a href="https://facebook.com/AmeliaIslandFlorida">facebook.com/AmeliaIslandFlorida</a>	9 (0.5%)	8 (0.5%)
<a href="https://instagram.com/visitameliaisland/">instagram.com/visitameliaisland/</a>	6 (0.3%)	4 (0.3%)
<a href="https://twitter.com/ameliaislandflo">twitter.com/ameliaislandflo</a>	4 (0.2%)	4 (0.3%)
<a href="https://tiktok.com/@ameliaislandflorida">tiktok.com/@ameliaislandflorida</a>	3 (0.2%)	3 (0.2%)



# EMAIL PERFORMANCE | Leisure - Email 3/3

## July 3 Email: Ritz-Carlton Exclusive

**Subject Line:** Savor The Last Days of Summer at The Ritz-Carlton, Amelia Island 🌞

**Deployment Date:** July 30, 2024

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

### Email Metrics:

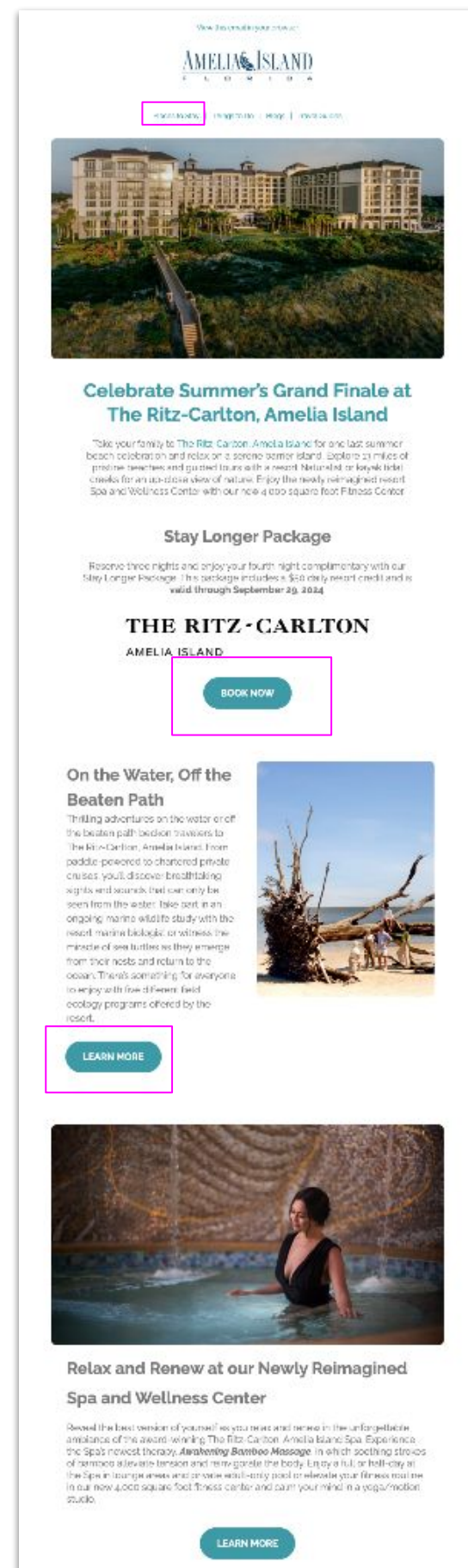
- **Delivered:** 71,016
- **Unique Opens:** 22,565
- **Opens:** 28,277
- **Unique Open Rate:** 31.57%
- **Clicks:** 1,551
- **Clicked Rate:** 2.18%
- **Clicks per Unique Opens:** 3.53%

### Top Buttons Clicked:

- **BOOK NOW:** 418
  - Stay Longer with Us
- **LEARN MORE:** 132
  - Welcome to The Ritz-Carlton, Amelia Island
- **Places to Stay:** 105

### Performance Highlights:

- **Website Sessions:** 134
- **Website Engaged Sessions:** 98
- **Website Views:** 233
- **Website Average Session Duration:** 2:49



## EMAIL PERFORMANCE | Leisure - Email 3/3

Links Clicked	Total clicks	Unique clicks
<a href="https://marriott.com/offers/stay-longer-with-us-OFF-75638/JAXAM-the-ritz-carlton-amelia-island">marriott.com/offers/stay-longer-with-us-OFF-75638/JAXAM-the-ritz-carlton-amelia-island</a>	515 (33.1%)	419 (31.5%)
<a href="https://ritzcarlton.com/en/hotels/jaxam-the-ritz-carlton-amelia-island/overview/">ritzcarlton.com/en/hotels/jaxam-the-ritz-carlton-amelia-island/overview/</a>	344 (22.1%)	194 (14.6%)
<a href="https://ameliaislandcookout.com/">ameliaislandcookout.com/</a>	108 (6.9%)	90 (6.8%)
<a href="https://ameliaisland.com/places-to-stay/">ameliaisland.com/places-to-stay/</a>	105 (6.7%)	86 (6.5%)
<a href="https://ameliaisland.com/">ameliaisland.com/</a>	103 (6.6%)	83 (6.2%)
<a href="https://ameliaisland.com/things-to-do/">ameliaisland.com/things-to-do/</a>	102 (6.5%)	87 (6.5%)
<a href="https://ritzcarlton.com/en/hotels/jaxam-the-ritz-carlton-amelia-island/overview/">ritzcarlton.com/en/hotels/jaxam-the-ritz-carlton-amelia-island/overview/</a>	83 (5.3%)	68 (5.1%)
<a href="https://instagram.com/p/C7PN2__s6AL/">instagram.com/p/C7PN2__s6AL/</a>	60 (3.9%)	56 (4.2%)
<a href="https://ameliaisland.com/blog/">ameliaisland.com/blog/</a>	47 (3.0%)	34 (2.6%)
<a href="https://ameliaisland.com/travel-guides/">ameliaisland.com/travel-guides/</a>	44 (2.8%)	31 (2.3%)
<a href="https://ameliaisland.taplink.ws/">ameliaisland.taplink.ws/</a>	11 (0.7%)	10 (0.8%)
<a href="https://instagram.com/p/C8hqkolJlhz/">instagram.com/p/C8hqkolJlhz/</a>	11 (0.7%)	10 (0.8%)
<a href="https://instagram.com/p/C9Nls61AZ8q/">instagram.com/p/C9Nls61AZ8q/</a>	6 (0.4%)	6 (0.5%)
<a href="https://instagram.com/p/C9fZL-bp5qc/">instagram.com/p/C9fZL-bp5qc/</a>	6 (0.4%)	5 (0.4%)
<a href="https://facebook.com/AmeliaIslandFlorida">facebook.com/AmeliaIslandFlorida</a>	3 (0.2%)	3 (0.2%)
<a href="https://instagram.com/p/C9lC_x0yM0b/">instagram.com/p/C9lC_x0yM0b/</a>	3 (0.2%)	3 (0.2%)
<a href="https://instagram.com/p/C8lf0mvtzoT/">instagram.com/p/C8lf0mvtzoT/</a>	2 (0.1%)	2 (0.2%)
<a href="https://instagram.com/visitameliaisland/">instagram.com/visitameliaisland/</a>	2 (0.1%)	2 (0.2%)
<a href="https://tiktok.com/@ameliaislandflorida">tiktok.com/@ameliaislandflorida</a>	2 (0.1%)	2 (0.2%)
<a href="https://twitter.com/ameliaislandflo">twitter.com/ameliaislandflo</a>	1 (0.1%)	1 (0.1%)







# Amelia Island Email Performance Report August 2024

August 2024



02

# MAILCHIMP UPDATES

# MAILCHIMP NEW PRODUCTS - Apple MPP

## What is Apple MPP?

- Apple Mail Privacy Protection (MPP) is a feature that hides users' IP addresses and preloads email content, making open rate tracking less accurate.

## How does it affect email marketing results?

- It inflates open rates by counting emails as "opened" even if the recipient hasn't actively opened them.

## What is Mailchimp doing about it?

- Mailchimp has introduced a tool to exclude Apple MPP opens from reports, providing more accurate data.

## How to use Mailchimp's new Apple MPP exclusion tool?

- Enable "Exclude Apple MPP for more accurate open data." This feature is available under Analytics > Marketing Dashboard, and will only affect the results displayed in that view

***In order to remain consistent with reporting, monthly email reports will not exclude Apple MPP.***

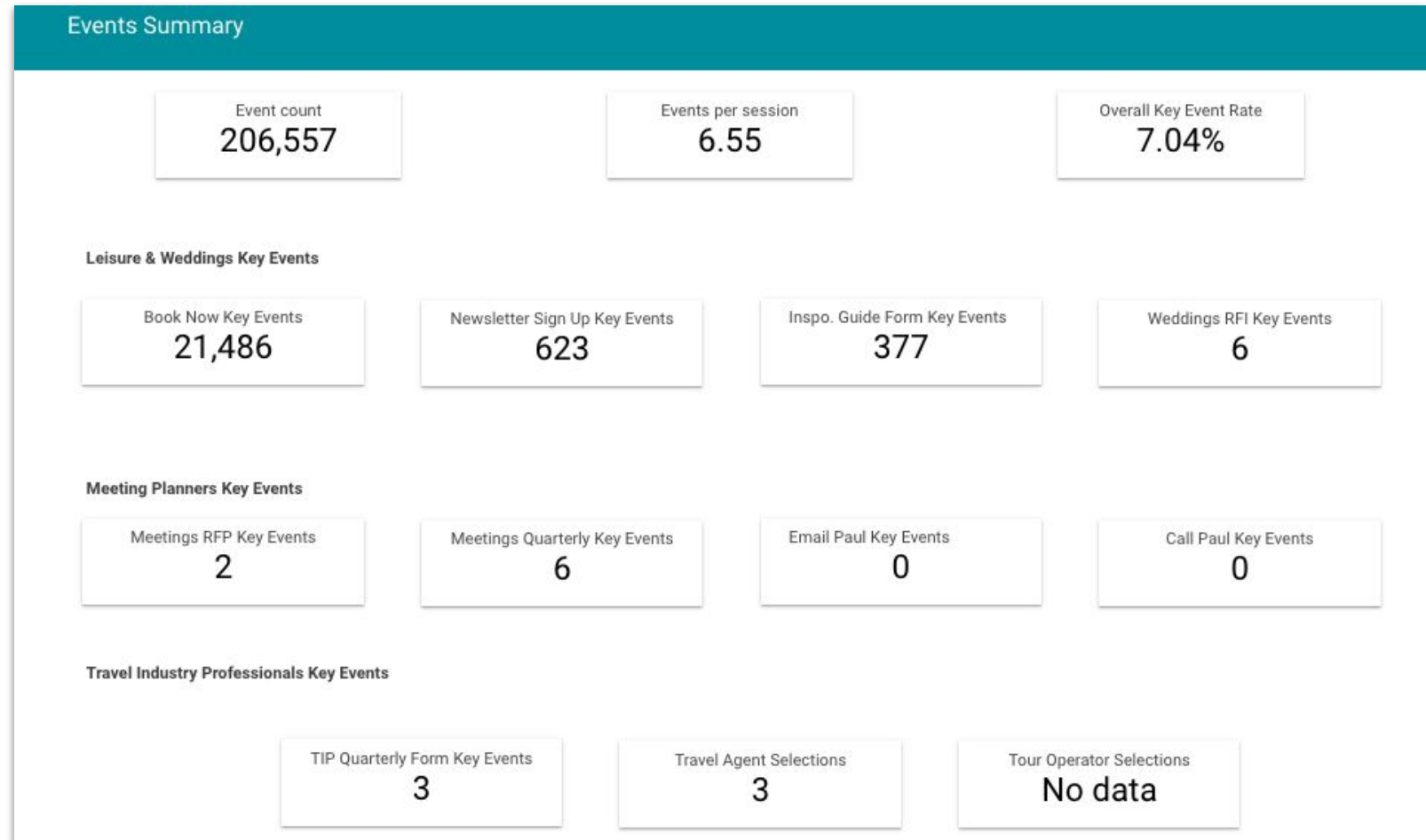
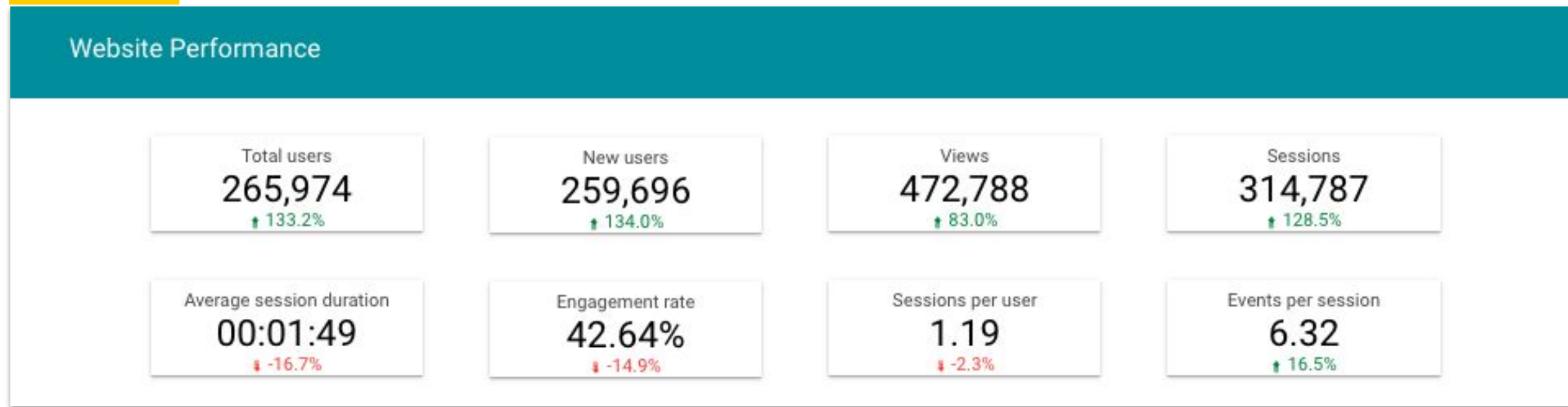
The screenshot shows the Mailchimp Marketing dashboard interface. On the left is a navigation sidebar with 'Analytics' and 'Marketing dashboard' highlighted. The main content area is titled 'Marketing dashboard' and contains several filter controls: 'Audience' (Leisure), 'Date range' (Last 30 days), 'Comparison' (Previous 30 days), and 'Filter by message name' (3 messages selected). A red circle highlights a toggle switch labeled 'Exclude Apple MPP for more accurate open data.' with a 'New' badge. Below the filters, the 'Performance' tab is active, showing a 'Monitor performance' section with a note 'includes Apple MPP'.



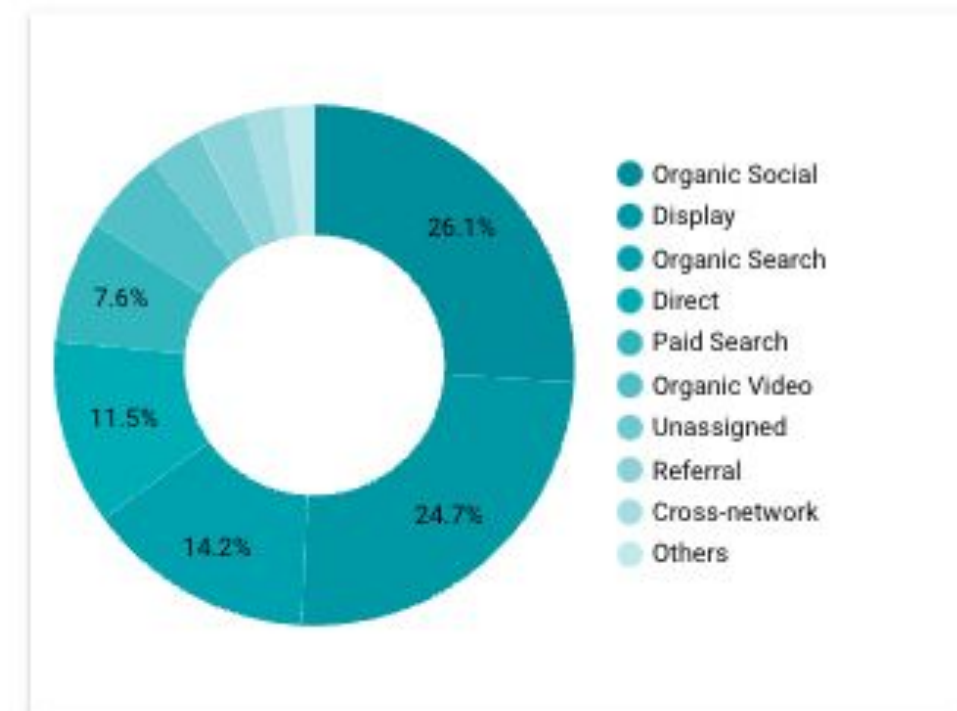


# EXECUTIVE SUMMARY

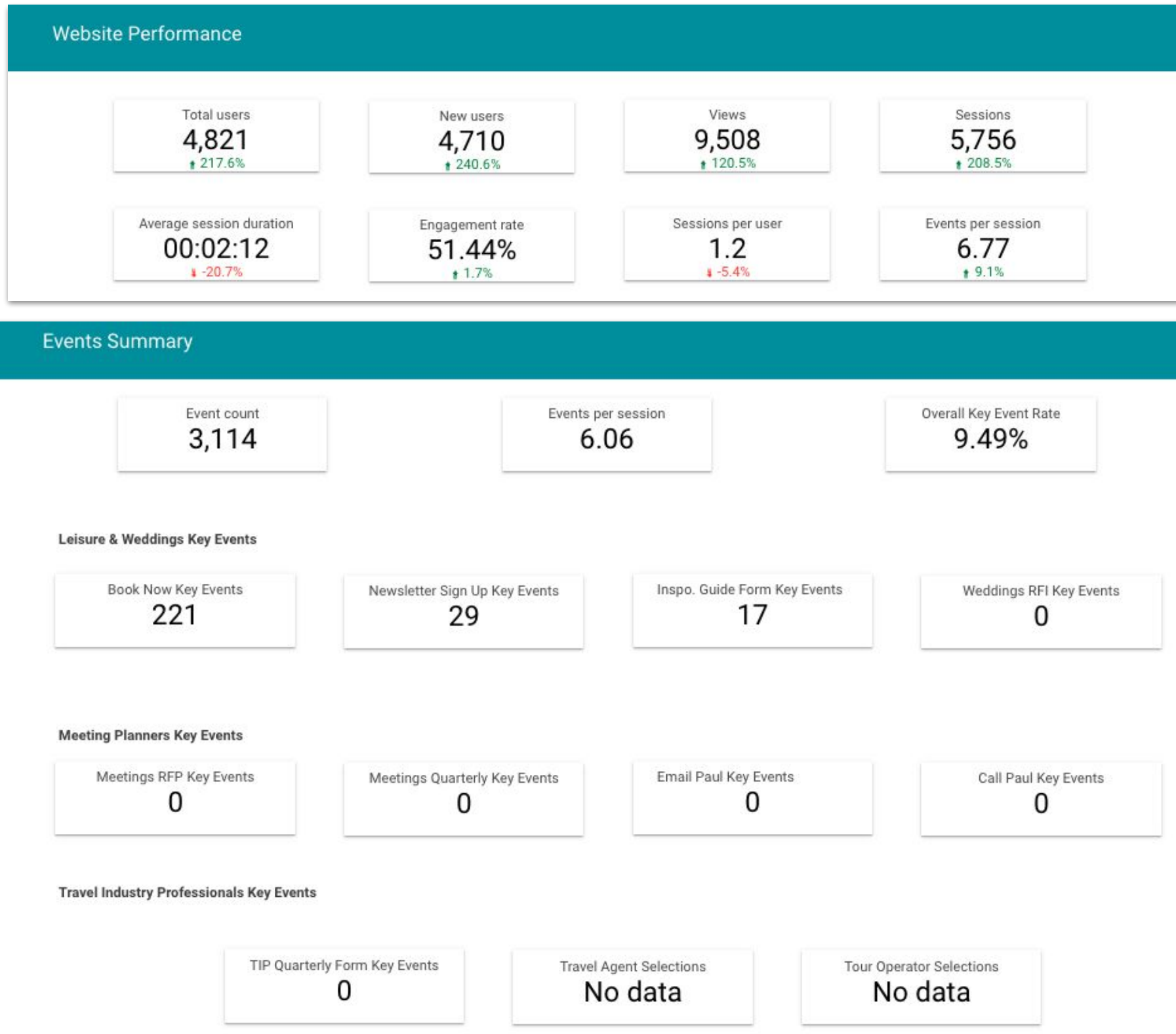
# EXECUTIVE SUMMARY | Website Performance (All Traffic) - August 1st, 2024 - August 31st, 2024



Top Acquisition Channels by Total Users



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





01

# EMAIL PERFORMANCE

# EMAIL PERFORMANCE | Leisure - Email 1/3

**August 1 Email:** Brand Email

**Subject Line:** Set your OOO for a well-deserved getaway 🏃🕶️🌴

**Preview Copy:** Every visit is a win on Amelia Island, featuring spectacular golf, activities and dining.

**Deployment Date:** August 8, 2024

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

## Email Metrics:

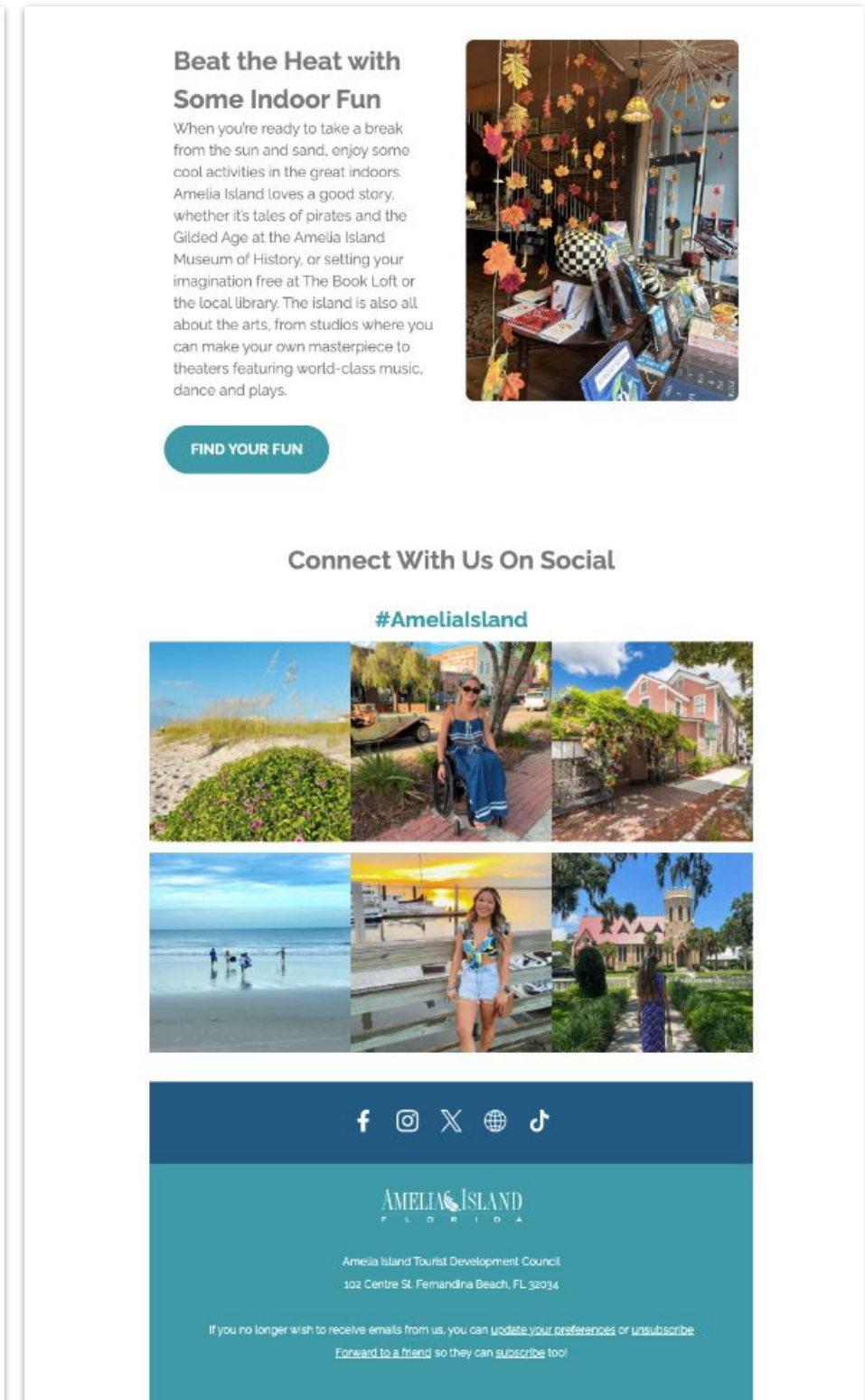
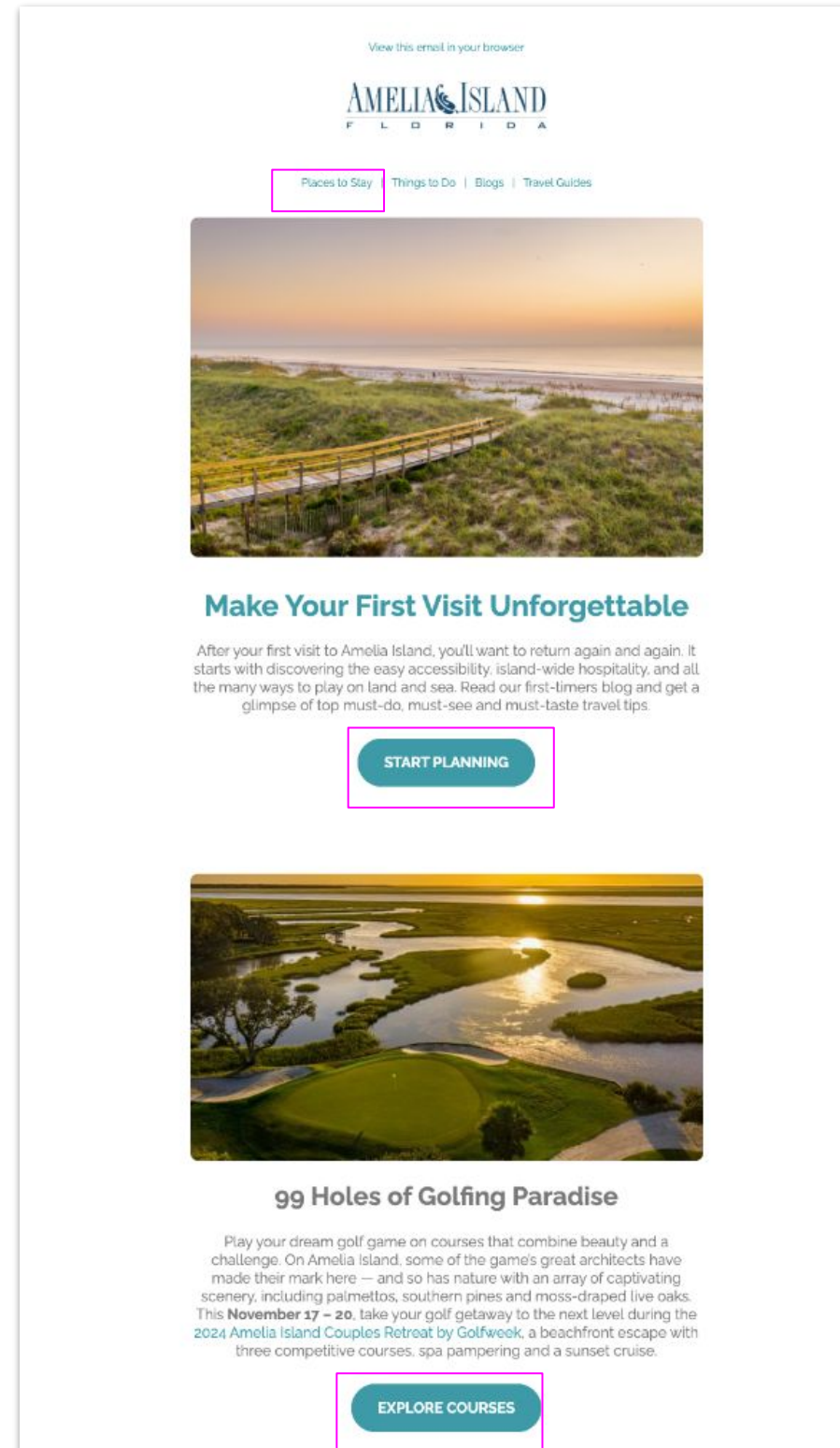
- **Delivered:** 69,582
- **Unique Opens:** 24,724
- **Opens:** 32,533
- **Unique Open Rate:** 35.53%
- **Clicks:** 1,533
- **Clicked Rate:** 2.2%
- **Clicks per Unique Opens:** 3.1%

## Top Buttons Clicked:

- **START PLANNING:** 378
  - A First-Timer's Guide to Amelia Island
- **EXPLORE COURSES:** 140
  - What Makes Amelia Island Golf Courses So Unforgettable?
- **Places to Stay:** 131

## Performance Highlights:

- **Website Sessions:** 586
- **Website Engaged Sessions:** 371
- **Website Views:** 686
- **Website Average Session Duration:** 0:20



## EMAIL PERFORMANCE | Leisure - Email 1/3

Links Clicked	Total clicks	Unique clicks
<a href="https://ameliaisland.com/blog/a-first-timers-guide-to-amelia-island/">ameliaisland.com/blog/a-first-timers-guide-to-amelia-island/</a>	481 (31.3%)	387 (29.1%)
<a href="https://ameliaisland.com/blog/what-makes-amelia-island-golf-courses-so-unforgettable/">ameliaisland.com/blog/what-makes-amelia-island-golf-courses-so-unforgettable/</a>	164 (10.7%)	130 (9.8%)
<a href="https://ameliaisland.com/blog/dodge-the-rain-or-beat-the-heat-with-these-indoor-activities/">ameliaisland.com/blog/dodge-the-rain-or-beat-the-heat-with-these-indoor-activities/</a>	131 (8.5%)	98 (7.4%)
<a href="https://ameliaisland.com/places-to-stay/">ameliaisland.com/places-to-stay/</a>	131 (8.5%)	115 (8.6%)
<a href="https://ameliaisland.com/things-to-do/">ameliaisland.com/things-to-do/</a>	110 (7.1%)	99 (7.4%)
<a href="https://instagram.com/p/C-F676BPtRF/">instagram.com/p/C-F676BPtRF/</a>	94 (6.1%)	87 (6.5%)
<a href="https://ameliaisland.com/">ameliaisland.com/</a>	87 (5.7%)	75 (5.6%)
<a href="https://instagram.com/p/C-BSES-sEhd/">instagram.com/p/C-BSES-sEhd/</a>	50 (3.2%)	42 (3.2%)
<a href="https://ameliaisland.taplink.ws/">ameliaisland.taplink.ws/</a>	46 (3.0%)	38 (2.9%)
<a href="https://ameliaisland.com/blog/">ameliaisland.com/blog/</a>	41 (2.7%)	39 (2.9%)
<a href="https://ameliaisland.com/festivals-events/golfweek-couples-event/">ameliaisland.com/festivals-events/golfweek-couples-event/</a>	41 (2.7%)	34 (2.6%)
<a href="https://instagram.com/p/Cga0kwgJtIS/">instagram.com/p/Cga0kwgJtIS/</a>	37 (2.4%)	31 (2.3%)
<a href="https://instagram.com/p/C9uyCgmNh6D/">instagram.com/p/C9uyCgmNh6D/</a>	36 (2.3%)	32 (2.4%)
<a href="https://ameliaisland.com/travel-guides/">ameliaisland.com/travel-guides/</a>	34 (2.2%)	31 (2.3%)
<a href="https://instagram.com/p/C95qN010DIB/">instagram.com/p/C95qN010DIB/</a>	12 (0.8%)	11 (0.8%)
<a href="https://instagram.com/p/C9-7tHSMIiu/">instagram.com/p/C9-7tHSMIiu/</a>	12 (0.8%)	12 (0.9%)
<a href="https://facebook.com/AmeliaIslandFlorida">facebook.com/AmeliaIslandFlorida</a>	12 (0.8%)	12 (0.9%)
<a href="https://instagram.com/visitameliaisland/">instagram.com/visitameliaisland/</a>	11 (0.7%)	10 (0.8%)
<a href="https://twitter.com/ameliaislandflo">twitter.com/ameliaislandflo</a>	5 (0.3%)	5 (0.4%)
<a href="https://tiktok.com/@ameliaislandflorida">tiktok.com/@ameliaislandflorida</a>	4 (0.3%)	4 (0.3%)



# EMAIL PERFORMANCE | Leisure - Email 2/3

**August 2 Email:** Brand

**Subject Line:** There's an amazing getaway waiting for you 🌴

**Preview Copy:** Amelia Island is kicking off fall with Dining Month, arts events, living history and more.

**Deployment Date:** July 22, 2024

**Audience:** Leisure/Subscriber-All Newsletter Subscribers

## Email Metrics:

- **Delivered:** 138,206
- **Unique Opens:** 25,093
- **Opens:** 32,949
- **Unique Open Rate:** 18.16%
- **Clicks:** 2,338
- **Clicked Rate:** 1.68%
- **Clicks per Unique Opens:** 4.96%

## Top Buttons Clicked:

- **LET'S GET AWAY:** 554
  - Fall, on Amelia Island: A Season of Flavor, Rhythm, and Fun
- **LEARN MORE:** 301
  - Amelia Island Dining Month
- **SEE MORE:** 266
  - Exploring History and Architecture in Downtown Fernandina Beach

## Performance Highlights:

- **Website Sessions:** 1,095
- **Website Engaged Sessions:** 673
- **Website Views:** 1,334
- **Website Average Session Duration:** 0:27

View this email in your browser

AMELIA ISLAND FLORIDA

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

### Fall Events Bring a Season of Excitement

Summer may be waning, but autumn on Amelia Island offers a new chapter of discovery for foodies, culture lovers, couples and families. See why the Amelia Island Cookout is not your average BBQ. Explore diverse jazz styles at the 21st annual Les DeMerie Jazz Festival. At the Northeast Florida Fair, relive the joy of childhood with candied apples and rides that light up the night. But this is just to whet your appetite. Find more events and start planning.

**LET'S GET AWAY**

### Good Food and Great Fun

Island-style dining is the specialty at Sliders Seaside Grill, where the ocean views, live music and chill vibe at the Tiki Hut might make you lose track of time. Hungry guests of all ages love Sliders for its diverse menu of favorites and indulgences, and the playground out back is perfect for keeping the kids busy while you slowly savor your crab-topped flounder, shrimp and grits, or house made key lime pie.

**GRAB A BITE**

### Turrets, Gingerbread and More Historic Charms

The architectural eye candy on Amelia Island draws visitors from far and wide who want to admire the prolific details of the historic homes in Fernandina Beach. Join a tour such as the annual Holiday Home Tour and get their back story. Or you could just go shopping, where you'll find these timeless gems preserved and repurposed as art galleries, restaurants and boutiques, as well as historic B&Bs.

**SEE MORE**

### AMELIA ISLAND, FL DINING MONTH

Sun, Sea, Seasonings.

From Sept 1-30, explore \$35 and \$65 prix-fixe dinner menus. The more you stay, the more you can savor.

**LEARN MORE**

### Connect With Us On Social

#AmeliaIsland

f i X g t

AMELIA ISLAND

Amelia Island Travel Development Council  
302 Centre St. Fernandina Beach, FL 32034

If you no longer wish to receive emails from us, you can [unsubscribe](#), [update our preferences](#), or [unsubscribe](#) [backwards to a friend](#) so they can [subscribe](#) for you!



## EMAIL PERFORMANCE | Leisure - Email 2/3

Links Clicked	Total clicks	Unique clicks
<a href="https://ameliaisland.com/blog/fall-on-amelia-island-a-season-of-flavor-rhythm-and-fun/">ameliaisland.com/blog/fall-on-amelia-island-a-season-of-flavor-rhythm-and-fun/</a>	676 (28.9%)	549 (28.1%)
<a href="https://ameliaisland.com/blog/exploring-history-and-architecture-in-downtown-fernandina-beach/">ameliaisland.com/blog/exploring-history-and-architecture-in-downtown-fernandina-beach/</a>	350 (15.0%)	287 (14.7%)
<a href="https://ameliaisland.com/festivals-events/amelia-island-dining-month/">ameliaisland.com/festivals-events/amelia-island-dining-month/</a>	321 (13.7%)	211 (10.8%)
<a href="https://ameliaisland.com/blog/first-friday-food-feature-sliders-seaside-grill/">ameliaisland.com/blog/first-friday-food-feature-sliders-seaside-grill/</a>	280 (12.0%)	202 (10.3%)
<a href="https://ameliaisland.com/places-to-stay/">ameliaisland.com/places-to-stay/</a>	170 (7.3%)	150 (7.7%)
<a href="https://ameliaisland.com/things-to-do/">ameliaisland.com/things-to-do/</a>	123 (5.3%)	114 (5.8%)
<a href="https://ameliaisland.com/travel-guides/">ameliaisland.com/travel-guides/</a>	107 (4.6%)	89 (4.6%)
<a href="https://ameliaisland.com/">ameliaisland.com/</a>	94 (4.0%)	85 (4.4%)
<a href="https://ameliaisland.com/blog/">ameliaisland.com/blog/</a>	43 (1.8%)	38 (1.9%)
<a href="https://ameliaisland.taplink.ws/">ameliaisland.taplink.ws/</a>	39 (1.7%)	30 (1.5%)
<a href="https://instagram.com/p/C-0bPK9pVVv/">instagram.com/p/C-0bPK9pVVv/</a>	36 (1.5%)	31 (1.6%)
<a href="https://instagram.com/p/CghZsttuJPi/">instagram.com/p/CghZsttuJPi/</a>	20 (0.9%)	16 (0.8%)
<a href="https://instagram.com/visitameliaisland/p/C-vpw6ps8mM/">instagram.com/visitameliaisland/p/C-vpw6ps8mM/</a>	17 (0.7%)	17 (0.9%)
<a href="https://instagram.com/p/C-tJpwqNDEa/">instagram.com/p/C-tJpwqNDEa/</a>	14 (0.6%)	14 (0.7%)
<a href="https://instagram.com/p/C-nw96hxswW/">instagram.com/p/C-nw96hxswW/</a>	13 (0.6%)	13 (0.7%)
<a href="https://facebook.com/AmeliaIslandFlorida">facebook.com/AmeliaIslandFlorida</a>	12 (0.5%)	9 (0.5%)
<a href="https://instagram.com/p/C-bJAW0tYJI/">instagram.com/p/C-bJAW0tYJI/</a>	9 (0.4%)	9 (0.5%)
<a href="https://ameliaisland.com/">ameliaisland.com/</a>	5 (0.2%)	5 (0.3%)
<a href="https://instagram.com/visitameliaisland/">instagram.com/visitameliaisland/</a>	4 (0.2%)	4 (0.2%)
<a href="https://twitter.com/ameliaislandflo">twitter.com/ameliaislandflo</a>	4 (0.2%)	4 (0.2%)
<a href="https://tiktok.com/@ameliaislandflorida">tiktok.com/@ameliaislandflorida</a>	4 (0.2%)	4 (0.2%)



# EMAIL PERFORMANCE | Leisure - Email 3/3

**August 3 Email:** Brand

**Subject Line:** We've got your favorite things for a fall getaway 🍂

**Preview Copy:** From sunrise golf to sunset cruises, enjoy the beauty of a getaway on Amelia Island.

**Deployment Date:** August 29, 2024

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

## Email Metrics:

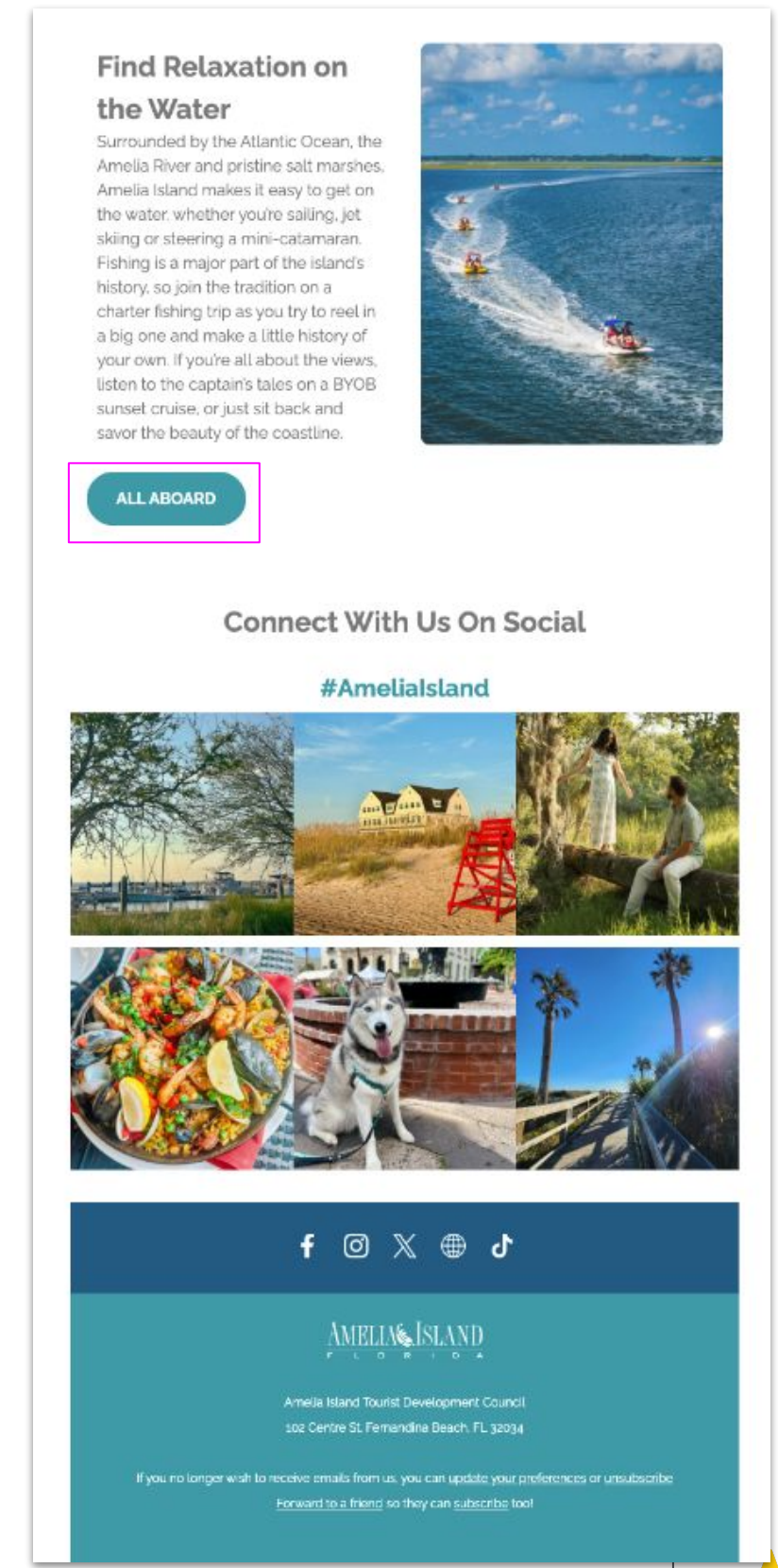
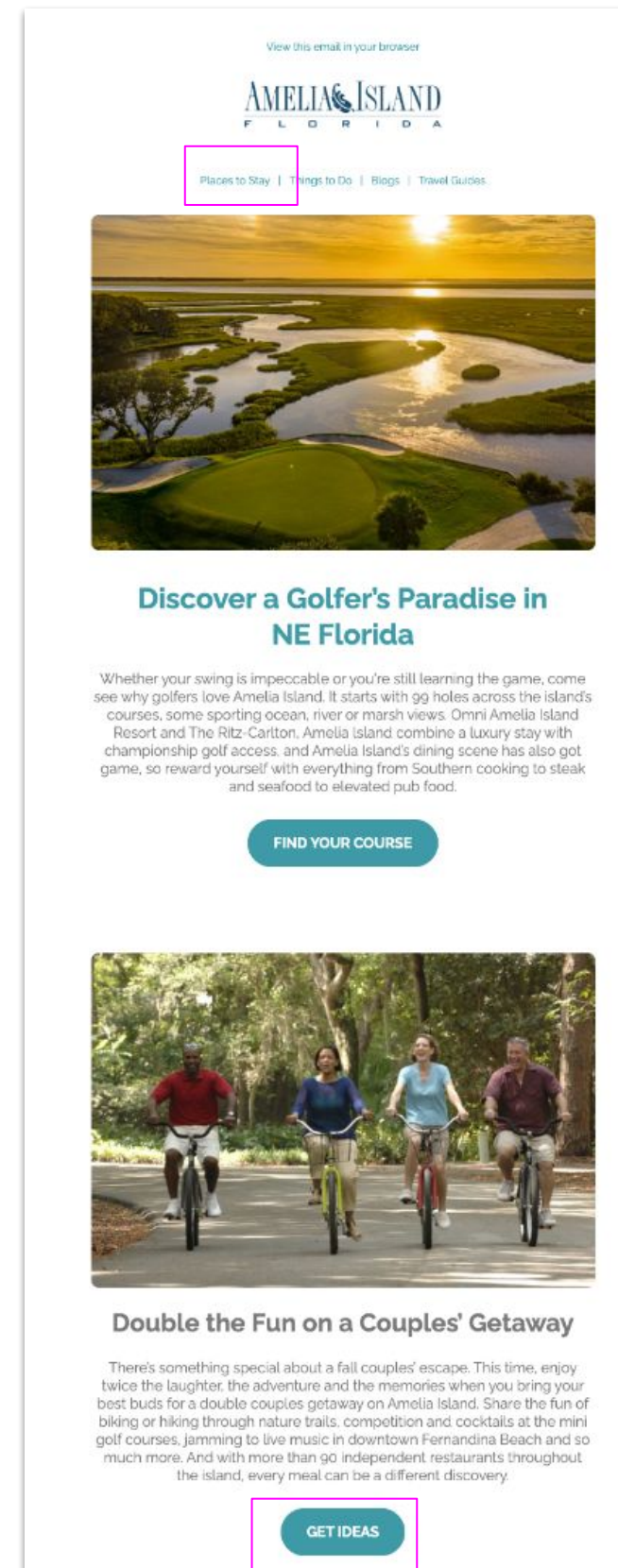
- **Delivered:** 72,602
- **Unique Opens:** 23,745
- **Opens:** 30,409
- **Unique Open Rate:** 32.71%
- **Clicks:** 1,424
- **Clicked Rate:** 1.95%
- **Clicks per Unique Opens:** 2.75%

## Top Buttons Clicked:

- **GET IDEAS:** 271
  - A Couples' Getaway to Amelia Island
- **Places to Stay:** 140
- **ALL ABOARD:** 140
  - Sights, Sips, and Sunsets on the Water: Cruises, Tours, and Charters

## Performance Highlights:

- **Website Sessions:** 433
- **Website Engaged Sessions:** 267
- **Website Views:** 511
- **Website Average Session Duration:** 0:20



## EMAIL PERFORMANCE | Leisure - Email 3/3

Links Clicked	Total clicks	Unique clicks
<a href="https://ameliaisland.com/blog/a-couples-getaway-to-amelia-island/">ameliaisland.com/blog/a-couples-getaway-to-amelia-island/</a>	299 (21.0%)	229 (19.0%)
<a href="https://ameliaisland.com/blog/sights-sips-and-sunsets-on-the-water-cruises-tours-and-charters/">ameliaisland.com/blog/sights-sips-and-sunsets-on-the-water-cruises-tours-and-charters/</a>	248 (17.4%)	194 (16.1%)
<a href="https://ameliaisland.com/itineraries/golf-lovers-part-two/">ameliaisland.com/itineraries/golf-lovers-part-two/</a>	164 (11.5%)	126 (10.5%)
<a href="https://ameliaisland.com/places-to-stay/">ameliaisland.com/places-to-stay/</a>	140 (9.8%)	119 (9.9%)
<a href="https://ameliaisland.com/things-to-do/">ameliaisland.com/things-to-do/</a>	125 (8.8%)	106 (8.8%)
<a href="https://ameliaisland.com/">ameliaisland.com/</a>	95 (6.7%)	84 (7.0%)
<a href="https://instagram.com/p/C1sMCPwu2pC/">instagram.com/p/C1sMCPwu2pC/</a>	75 (5.3%)	64 (5.3%)
<a href="https://ameliaisland.com/travel-guides/">ameliaisland.com/travel-guides/</a>	46 (3.2%)	32 (2.7%)
<a href="https://ameliaisland.taplink.ws/">ameliaisland.taplink.ws/</a>	46 (3.2%)	37 (3.1%)
<a href="https://ameliaisland.com/blog/">ameliaisland.com/blog/</a>	38 (2.7%)	34 (2.8%)
<a href="https://instagram.com/visitameliaisland/p/C_BrbtI0xEh/">instagram.com/visitameliaisland/p/C_BrbtI0xEh/</a>	35 (2.5%)	31 (2.6%)
<a href="https://instagram.com/visitameliaisland/p/C-5T2K60DxF/">instagram.com/visitameliaisland/p/C-5T2K60DxF/</a>	28 (2.0%)	27 (2.2%)
<a href="https://instagram.com/visitameliaisland/p/C-3Xj_0tenJ/">instagram.com/visitameliaisland/p/C-3Xj_0tenJ/</a>	27 (1.9%)	26 (2.2%)
<a href="https://instagram.com/p/C_JJIWtRKL4/">instagram.com/p/C_JJIWtRKL4/</a>	14 (1.0%)	13 (1.1%)
<a href="https://instagram.com/visitameliaisland/">instagram.com/visitameliaisland/</a>	14 (1.0%)	13 (1.1%)
<a href="https://facebook.com/AmeliaIslandFlorida">facebook.com/AmeliaIslandFlorida</a>	12 (0.8%)	10 (0.8%)
<a href="https://instagram.com/p/C-eAL2xpJc/">instagram.com/p/C-eAL2xpJc/</a>	10 (0.7%)	10 (0.8%)
<a href="https://twitter.com/ameliaislandflo">twitter.com/ameliaislandflo</a>	3 (0.2%)	3 (0.2%)
<a href="https://ameliaisland.com/">ameliaisland.com/</a>	3 (0.2%)	3 (0.2%)
<a href="https://tiktok.com/@ameliaislandflorida">tiktok.com/@ameliaislandflorida</a>	3 (0.2%)	3 (0.2%)







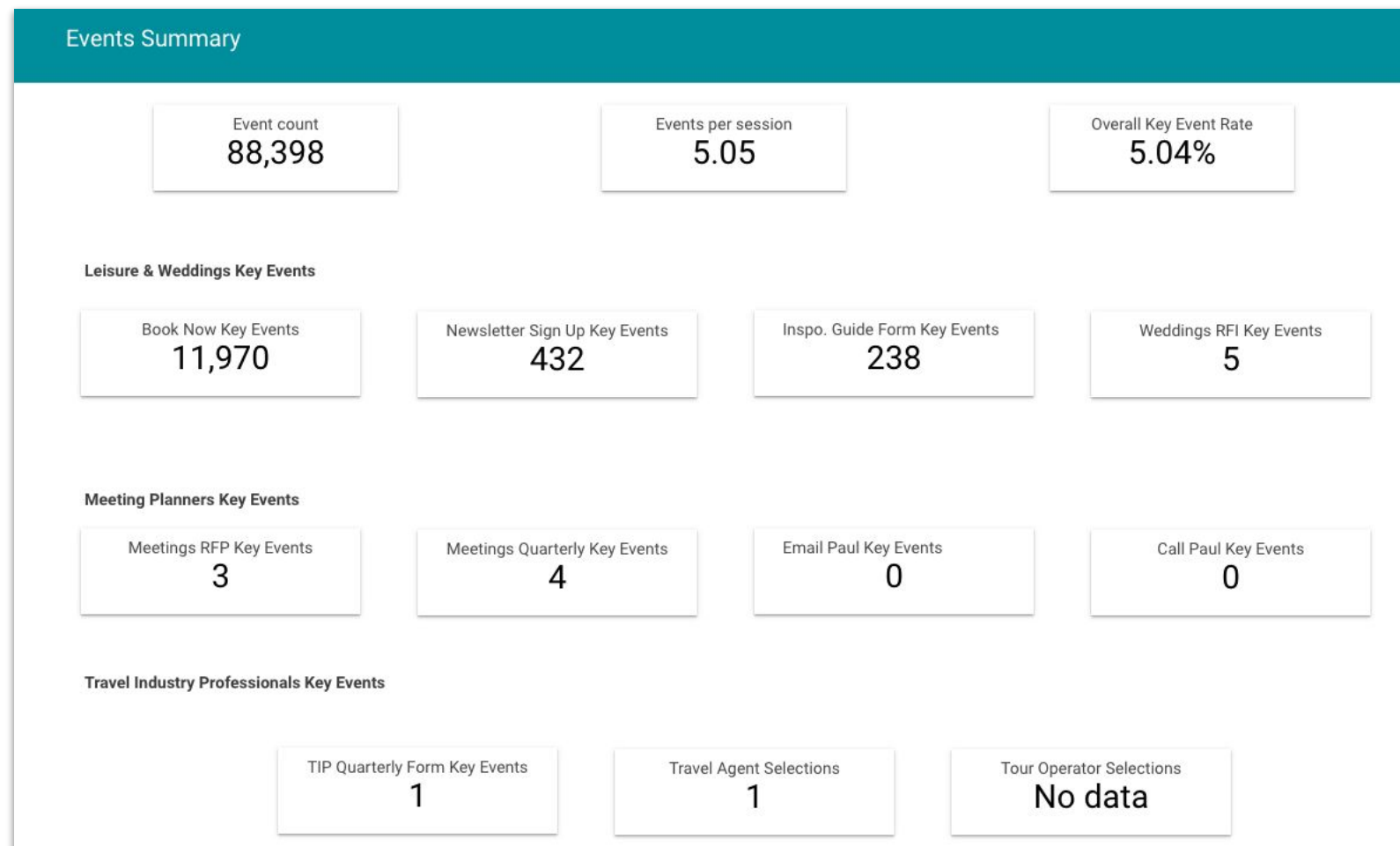
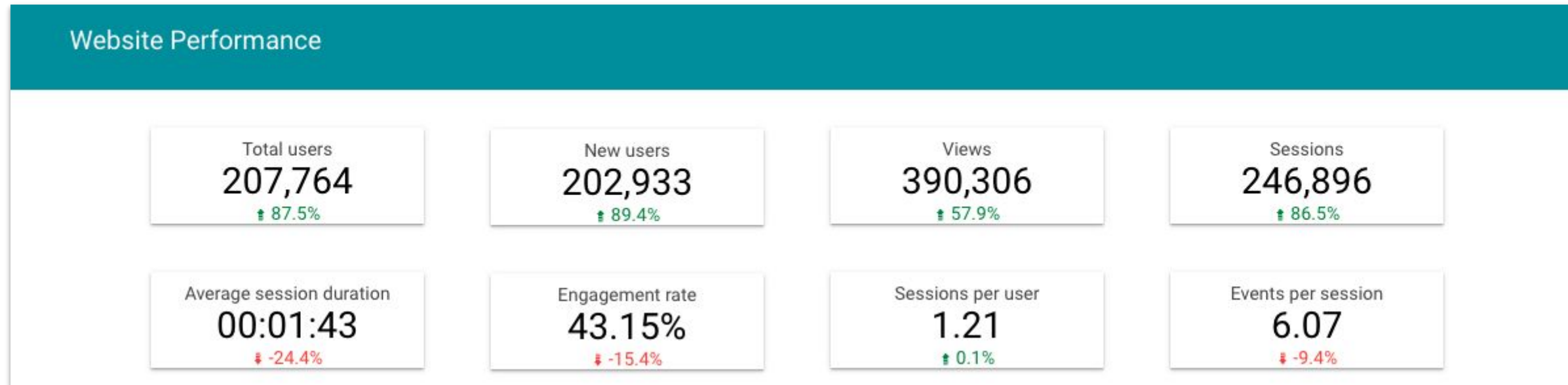
# Amelia Island Email Performance Report September 2024

September 2024

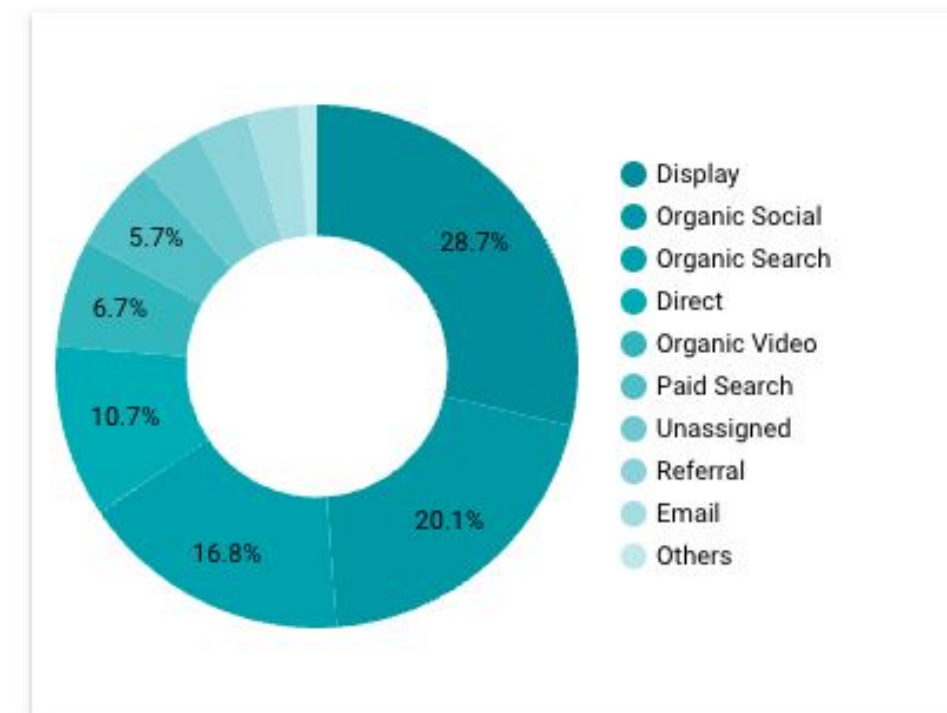


# EXECUTIVE SUMMARY

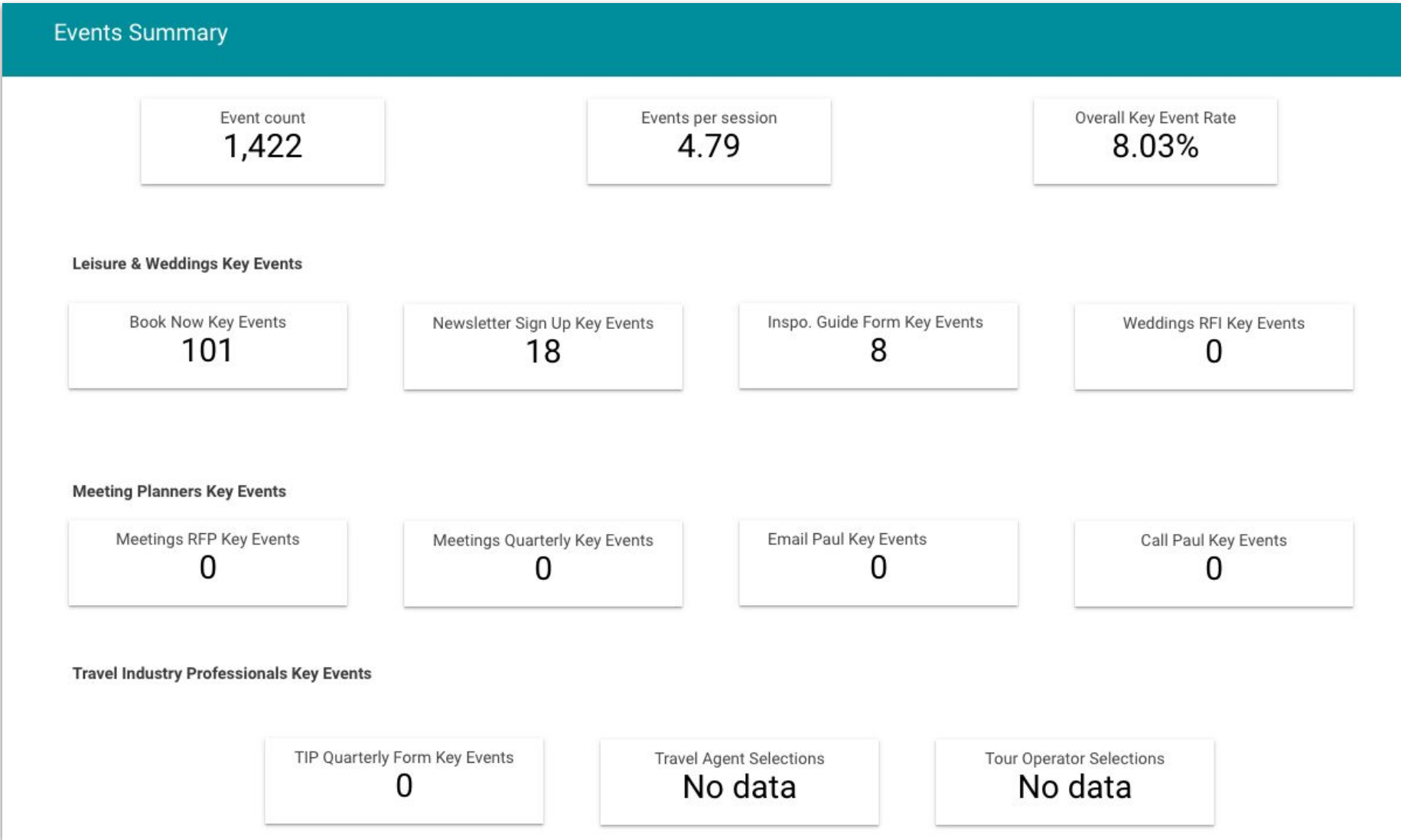
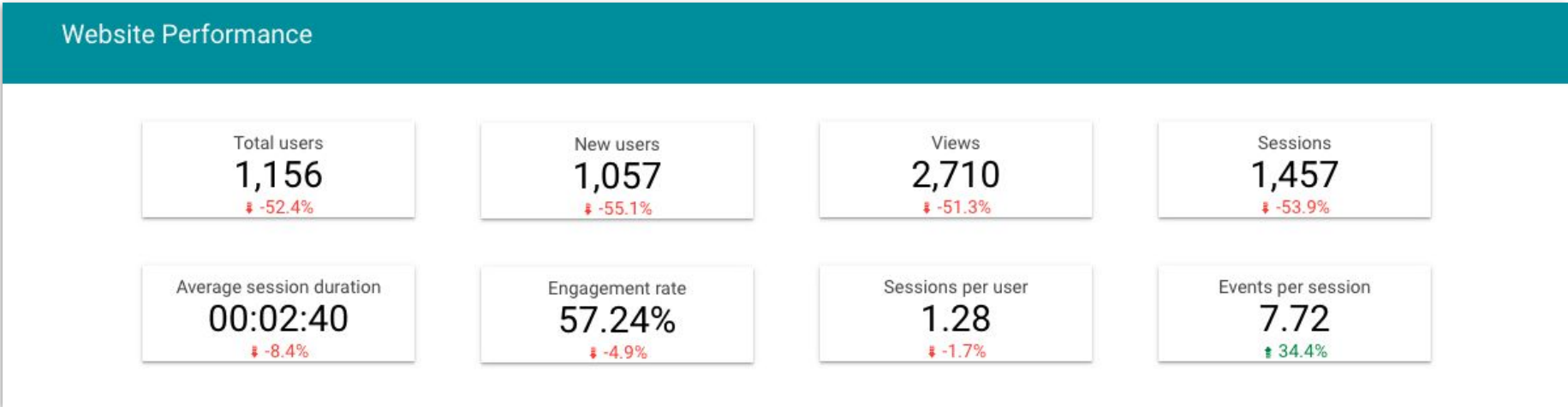
# EXECUTIVE SUMMARY | Website Performance (All Traffic) - September 1st, 2024 - September 30th, 2024



Top Acquisition Channels by Total Users



# EXECUTIVE SUMMARY | Website Performance (Email Traffic) - September 1st, 2024 - September 30th, 2024





01

# EMAIL PERFORMANCE

# EMAIL PERFORMANCE | Leisure - Email 1/3

**September 1 Email:** Hampton Inn Inclusive

**Subject Line:** Leisure - Has it been a minute since your last escape?



**Preview Copy:** The season is changing, but the sun and fun are still just as tempting on Amelia Island, Florida.

**Deployment Date:** September 12, 2024

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

## Email Metrics:

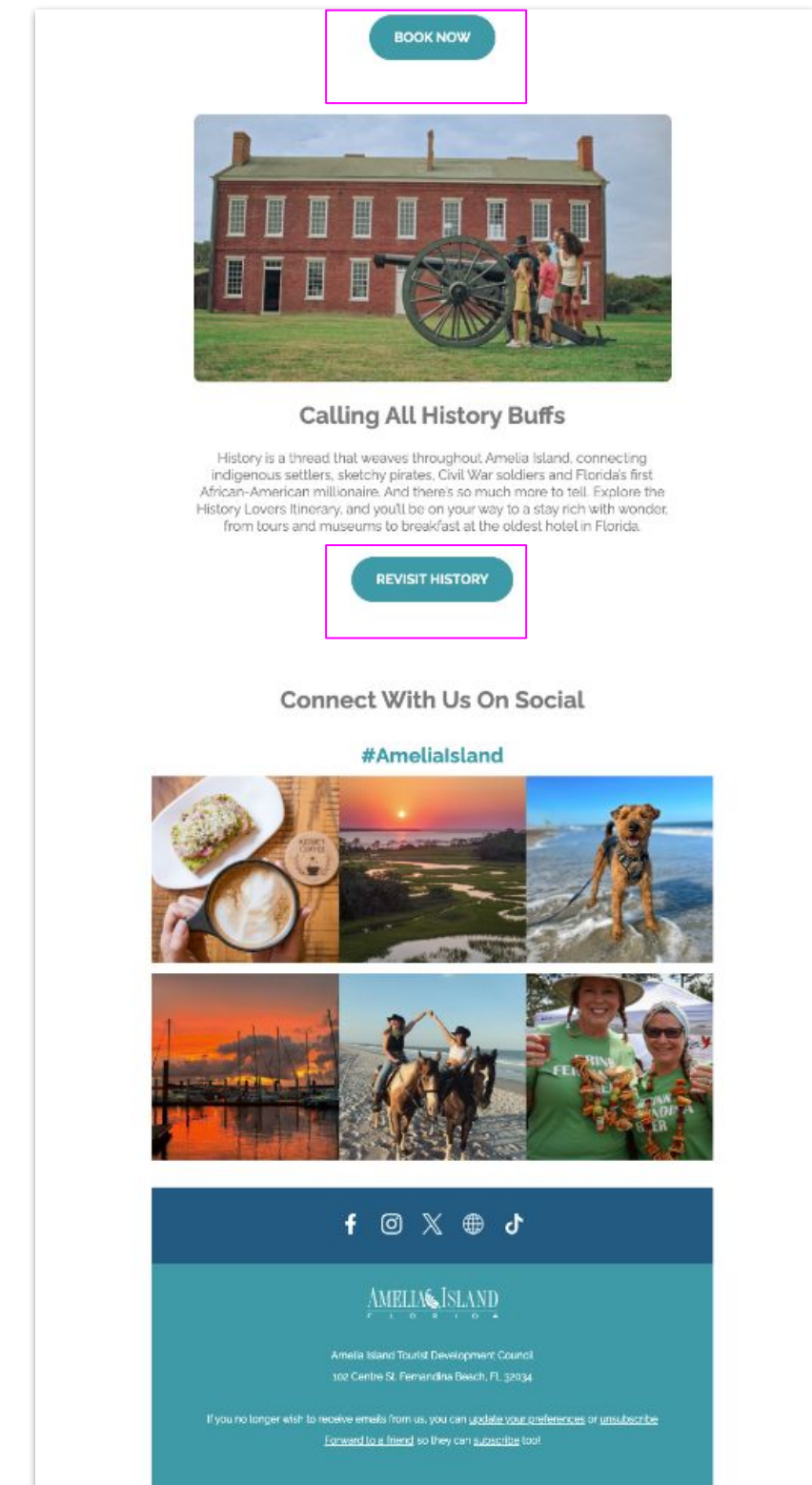
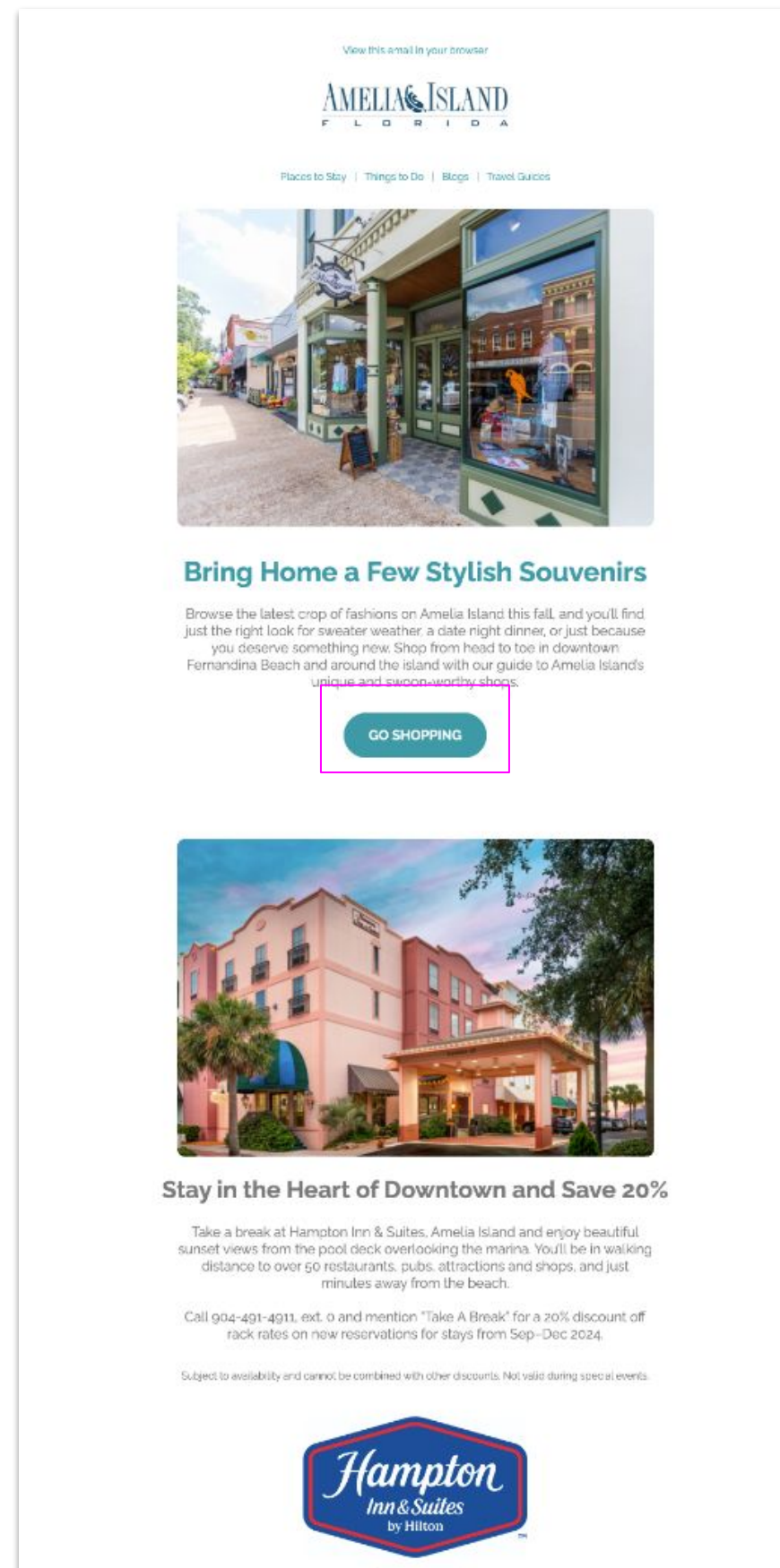
- **Delivered:** 70,821
- **Unique Opens:** 27,517
- **Opens:** 37,668
- **Unique Open Rate:** 38.85%
- **Clicks:** 1,380
- **Clicked Rate:** 1.94%
- **Clicks per Unique Opens:** 2.97%

## Top Buttons Clicked:

- **GO SHOPPING:** 330
  - Your Guide to Fall Fashion Finds on Amelia Island
- **REVISIT HISTORY:** 156
  - History Lovers Getaway
- **BOOK NOW:** 155
  - Hampton Inn & Suites, Amelia Island

## Performance Highlights:

- **Website Sessions:** 735
- **Website Engaged Sessions:** 438
- **Website Views:** 881
- **Website Average Session Duration:** 0:38



## EMAIL PERFORMANCE | Leisure - Email 1/3

Links Clicked	Total clicks	Unique clicks
<a href="https://ameliaisland.com/blog/your-guide-to-fall-fashion-finds-on-amelia-island/">ameliaisland.com/blog/your-guide-to-fall-fashion-finds-on-amelia-island/</a>	398 (28.8%)	315 (26.8%)
<a href="https://ameliaisland.com/partners/hampton-inn-suites-amelia-island/">ameliaisland.com/partners/hampton-inn-suites-amelia-island/</a>	249 (18.0%)	179 (15.2%)
<a href="https://ameliaisland.com/itineraries/history-lovers-getaway/">ameliaisland.com/itineraries/history-lovers-getaway/</a>	166 (12.0%)	130 (11.1%)
<a href="https://ameliaisland.com/places-to-stay/">ameliaisland.com/places-to-stay/</a>	111 (8.0%)	102 (8.7%)
<a href="https://ameliaisland.com/things-to-do/">ameliaisland.com/things-to-do/</a>	103 (7.5%)	92 (7.8%)
<a href="https://ameliaisland.com/">ameliaisland.com/</a>	75 (5.4%)	69 (5.9%)
<a href="https://ameliaisland.com/travel-guides/">ameliaisland.com/travel-guides/</a>	71 (5.1%)	61 (5.2%)
<a href="https://facebook.com/AmeliaIslandFlorida">facebook.com/AmeliaIslandFlorida</a>	51 (3.7%)	48 (4.1%)
<a href="https://ameliaisland.taplink.ws/">ameliaisland.taplink.ws/</a>	26 (1.9%)	20 (1.7%)
<a href="https://instagram.com/p/C_lumBDPRtx/">instagram.com/p/C_lumBDPRtx/</a>	26 (1.9%)	26 (2.2%)
<a href="https://instagram.com/p/C5_ST930lgG/">instagram.com/p/C5_ST930lgG/</a>	22 (1.6%)	19 (1.6%)
<a href="https://instagram.com/p/C_gcvhJMJwf/">instagram.com/p/C_gcvhJMJwf/</a>	16 (1.2%)	16 (1.4%)
<a href="https://instagram.com/p/C_JJIWtRKL4/">instagram.com/p/C_JJIWtRKL4/</a>	16 (1.2%)	14 (1.2%)
<a href="https://instagram.com/p/C_OvTrFp1dB/">instagram.com/p/C_OvTrFp1dB/</a>	15 (1.1%)	15 (1.3%)
<a href="https://instagram.com/p/C_tOLhPulbC/">instagram.com/p/C_tOLhPulbC/</a>	14 (1.0%)	13 (1.1%)
<a href="https://ameliaisland.com/blog/">ameliaisland.com/blog/</a>	12 (0.9%)	12 (1.0%)
<a href="https://instagram.com/visitameliaisland/">instagram.com/visitameliaisland/</a>	5 (0.4%)	5 (0.4%)
<a href="https://twitter.com/ameliaislandflo">twitter.com/ameliaislandflo</a>	3 (0.2%)	3 (0.3%)
<a href="https://tiktok.com/@ameliaislandflorida">tiktok.com/@ameliaislandflorida</a>	1 (0.1%)	1 (0.1%)



# EMAIL PERFORMANCE | Leisure - Email 2/3

**September 2 Email:** Omni Amelia Island Exclusive

**Subject Line:** Celebrate Thanksgiving at Omni Amelia Island Resort 🦃

**Deployment Date:** September 20, 2024

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

## Email Metrics:

- **Delivered:** 71,093
- **Unique Opens:** 28,654
- **Opens:** 39,073
- **Unique Open Rate:** 40.30%
- **Clicks:** 1,352
- **Clicked Rate:** 1.90%
- **Clicks per Unique Opens:** 3.10%

## Top Buttons Clicked:

- **PLAN MY STAY:** 493
  - Omni Amelia Island Resort
- **LEARN MORE:** 272
  - The Villas of Amelia Island
- **BOOK NOW:** 204
  - Omni Special Offers


## Performance Highlights:

- **Website Sessions:** 56
- **Website Engaged Sessions:** 33
- **Website Views:** 59
- **Website Average Session Duration:** 0:02

View this email in your browser

**AMELIA ISLAND**  
FLORIDA


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



### Thanksgiving Traditions

This holiday season will be filled with new and old traditions at Omni Amelia Island Resort. We kick off with traditional Thanksgiving celebrations and our annual Turkey Trot 5K, and will welcome Santa and Mrs. Claus all in the same weekend. Join us to create your own traditions at Omni Amelia Island Resort.

[PLAN MY STAY](#)




### Special Offers

Enjoy up to 25% savings when you arrive on Sunday or book in advance for five nights or more. Make the most of your stay with a special offer or package.

**OMNI**  
AMELIA ISLAND

[BOOK NOW](#)



### Vacation Rentals with Resort Amenities

For those looking for more room to play, these vacation rentals range from one to three-bedroom villas and single family homes located in a nature-inspired and private resort community. Guests of The Villas of Amelia Island enjoy exclusive access to the Omni Amelia Island Resort amenities including pools, tennis center, and shuttle transportation within the resort grounds. Unlike other vacation rental companies, there are no cleaning fees and no departure instructions.

[LEARN MORE](#)

Subject to availability and blackout dates. Not valid for groups or conventions and cannot be combined with any other offers or discounts. Minimum length of stay required for Sun-Sat/Sat-Sun and Advance Purchase offer.

f i X g j

**AMELIA ISLAND**  
FLORIDA

Amelia Island Tourist Development Council  
102 Centre 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!



## EMAIL PERFORMANCE | Leisure - Email 2/3

Links Clicked	Total clicks	Unique clicks
<a href="https://omnihotels.com/hotels/amelia-island/things-to-do/resort-activities/upcoming-events/thanksgiving">omnihotels.com/hotels/amelia-island/things-to-do/resort-activities/upcoming-events/thanksgiving</a>	549 (40.6%)	459 (39.9%)
<a href="https://omnihotels.com/hotels/villas-amelia-island">omnihotels.com/hotels/villas-amelia-island</a>	289 (21.4%)	242 (21.0%)
<a href="https://omnihotels.com/hotels/amelia-island/specials">omnihotels.com/hotels/amelia-island/specials</a>	240 (17.8%)	192 (16.7%)
<a href="https://ameliaisland.com/">ameliaisland.com/</a>	108 (8.0%)	91 (7.9%)
<a href="https://twitter.com/ameliaislandflo">twitter.com/ameliaislandflo</a>	66 (4.9%)	59 (5.1%)
<a href="https://ameliaisland.com/places-to-stay/">ameliaisland.com/places-to-stay/</a>	37 (2.7%)	35 (3.0%)
<a href="https://ameliaisland.com/things-to-do/">ameliaisland.com/things-to-do/</a>	37 (2.7%)	35 (3.0%)
<a href="https://ameliaisland.com/blog/">ameliaisland.com/blog/</a>	12 (0.9%)	9 (0.8%)
<a href="https://facebook.com/AmeliaIslandFlorida">facebook.com/AmeliaIslandFlorida</a>	5 (0.4%)	4 (0.3%)
<a href="https://ameliaisland.com/travel-guides/">ameliaisland.com/travel-guides/</a>	3 (0.2%)	3 (0.3%)
<a href="https://instagram.com/visitameliaisland/">instagram.com/visitameliaisland/</a>	3 (0.2%)	3 (0.3%)
<a href="https://tiktok.com/@ameliaislandflorida">tiktok.com/@ameliaislandflorida</a>	3 (0.2%)	3 (0.3%)



# EMAIL PERFORMANCE | Leisure - Email 3/3

**September 3 Email:** Surf & Sand Inclusive

**Subject Line:** Get ready to roll into a fun Fall escape 🍁🕶️

**Preview Copy:** Plan a well-deserved escape on Amelia Island, filled with outdoor fun, new discoveries and your favorite flavors from the sea.

**Deployment Date:** September 30, 2024

**Audience/Segment:** Leisure / Subscriber-All Newsletter Subscribers

## Email Metrics:

- **Delivered:** 140,217
- **Unique Opens:** 29,126
- **Opens:** 38,749
- **Unique Open Rate:** 20.77%
- **Clicks:** 1,446
- **Clicked Rate:** 1.02%
- **Clicks per Unique Opens:** 2.73%

## Top Buttons Clicked:

- **GET A TASTE:** 345
  - Top 10 Spots Every "Sea" Foodie Should Visit on Amelia Island
- **BOOK NOW:** 180
  - Surf and Sand Fernandina Beach at Amelia Island
- **TRAVEL BACK:** 177
  - Historic Legends and Leaders of Amelia Island's Storied Past

## Performance Highlights:

- **Website Sessions:** 238
- **Website Engaged Sessions:** 142
- **Website Views:** 276
- **Website Average Session Duration:** 0:08

View this email in your browser

AMELIA ISLAND  
FLORIDA

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

### Savor the Island's Seafood Culture

As the birthplace of America's modern shrimping industry, Amelia Island is the place to be if you only have eyes for seafood. Explore our dining to-do list, featuring everything from Southern and classic to innovative and inspired. Take your pick of shrimp and grits, shrimp tacos with a kick, elevated entrees with a water view and more.

[GET A TASTE](#)

### Save on Stays Through December

When you stay at **Surf and Sand Fernandina Beach at Amelia Island, Ascend Hotel Collection**®, you're just walking distance from the beach and close to so much more. Enjoy conveniences and amenities including an outdoor pool, free breakfast and free Wi-Fi. And when you book and stay now through December 31, 2024, you'll save 15% off room rates.

See website for terms and restrictions.

Surf & Sand  
HOTEL

[BOOK NOW](#)

### Explore the Rich Past of Amelia Island

History lives on Amelia Island. It's spending a day at American Beach, a haven for African-Americans during the Jim Crow era, or enjoying a drink at The Palace Saloon, the oldest bar in Florida. See how the island celebrates its notables, from David Yuloo, the "Father of Florida's Railroads" to the trickster namesake of Gregor MacGregor's Mini Links & Drinks.

[TRAVEL BACK](#)

### Connect With Us On Social

#AmeliaIsland

[f](#) [i](#) [X](#) [globe](#) [t](#)

AMELIA ISLAND  
FLORIDA

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

If you no longer wish to receive emails from us, you can [unsubscribe](#) 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
<a href="https://ameliaisland.com/blog/top-10-spots-every-sea-foodie-should-visit-on-amelia-island/">ameliaisland.com/blog/top-10-spots-every-sea-foodie-should-visit-on-amelia-island/</a>	389 (26.9%)	313 (25.5%)
<a href="https://choicehotels.com/florida/fernandina-beach/ascend-hotels/fl727/rates">choicehotels.com/florida/fernandina-beach/ascend-hotels/fl727/rates</a>	328 (22.7%)	253 (20.6%)
<a href="https://ameliaisland.com/blog/historic-legends-and-leaders-of-amelia-islands-storied-past/">ameliaisland.com/blog/historic-legends-and-leaders-of-amelia-islands-storied-past/</a>	203 (14.0%)	154 (12.5%)
<a href="https://ameliaisland.com/things-to-do/">ameliaisland.com/things-to-do/</a>	139 (9.6%)	126 (10.3%)
<a href="https://ameliaisland.com/places-to-stay/">ameliaisland.com/places-to-stay/</a>	99 (6.8%)	88 (7.2%)
<a href="https://ameliaisland.com/">ameliaisland.com/</a>	75 (5.2%)	68 (5.5%)
<a href="https://ameliaisland.taplink.ws/">ameliaisland.taplink.ws/</a>	31 (2.1%)	26 (2.1%)
<a href="https://instagram.com/p/DAHCBjT0wrP/">instagram.com/p/DAHCBjT0wrP/</a>	30 (2.1%)	26 (2.1%)
<a href="https://instagram.com/p/C4g0lcrMGZ/">instagram.com/p/C4g0lcrMGZ/</a>	27 (1.9%)	18 (1.5%)
<a href="https://instagram.com/p/CiX4aKDrDJP/">instagram.com/p/CiX4aKDrDJP/</a>	23 (1.6%)	20 (1.6%)
<a href="https://instagram.com/p/C_8n3JHqf01/">instagram.com/p/C_8n3JHqf01/</a>	18 (1.2%)	18 (1.5%)
<a href="https://ameliaisland.com/blog/">ameliaisland.com/blog/</a>	18 (1.2%)	18 (1.5%)
<a href="https://instagram.com/p/DAB4Umdgn6t/">instagram.com/p/DAB4Umdgn6t/</a>	16 (1.1%)	16 (1.3%)
<a href="https://facebook.com/AmeliaIslandFlorida">facebook.com/AmeliaIslandFlorida</a>	16 (1.1%)	13 (1.1%)
<a href="https://instagram.com/p/C4g0lcrMGZ/">instagram.com/p/C4g0lcrMGZ/</a>	13 (0.9%)	13 (1.1%)
<a href="https://ameliaisland.com/travel-guides/">ameliaisland.com/travel-guides/</a>	13 (0.9%)	13 (1.1%)
<a href="https://instagram.com/visitameliaisland/">instagram.com/visitameliaisland/</a>	5 (0.3%)	4 (0.3%)
<a href="https://twitter.com/ameliaislandflo">twitter.com/ameliaislandflo</a>	2 (0.1%)	2 (0.2%)
<a href="https://tiktok.com/@ameliaislandflorida">tiktok.com/@ameliaislandflorida</a>	1 (0.1%)	1 (0.1%)





# AMELIA ISLAND

F L O R I D A

Jul 1, 2024 - Jul 31, 2024

Website

Blog

Website  
Events

Email

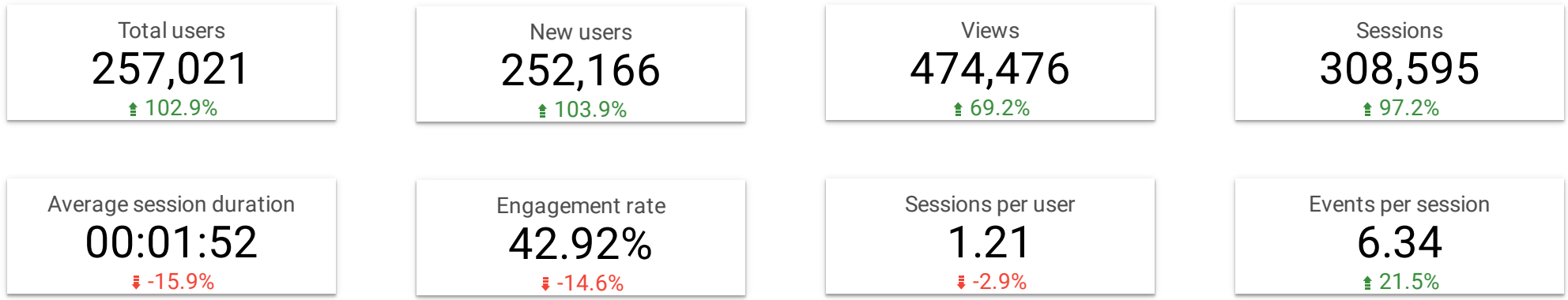
Paid Media

Leisure/Weddings

Meeting Planners

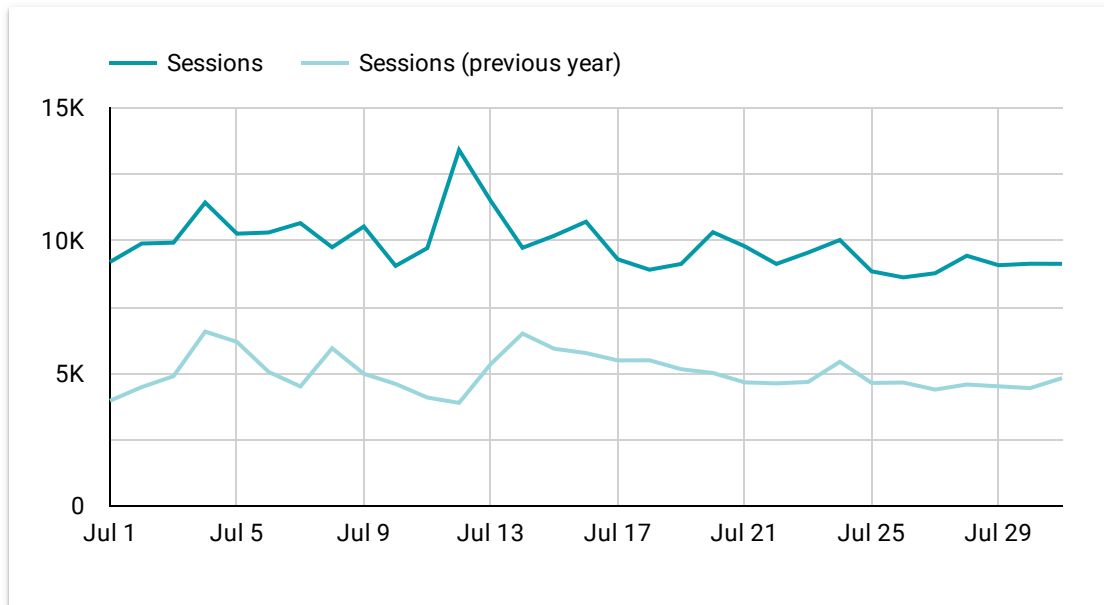
Travel Industry  
Professionals

## Website Performance

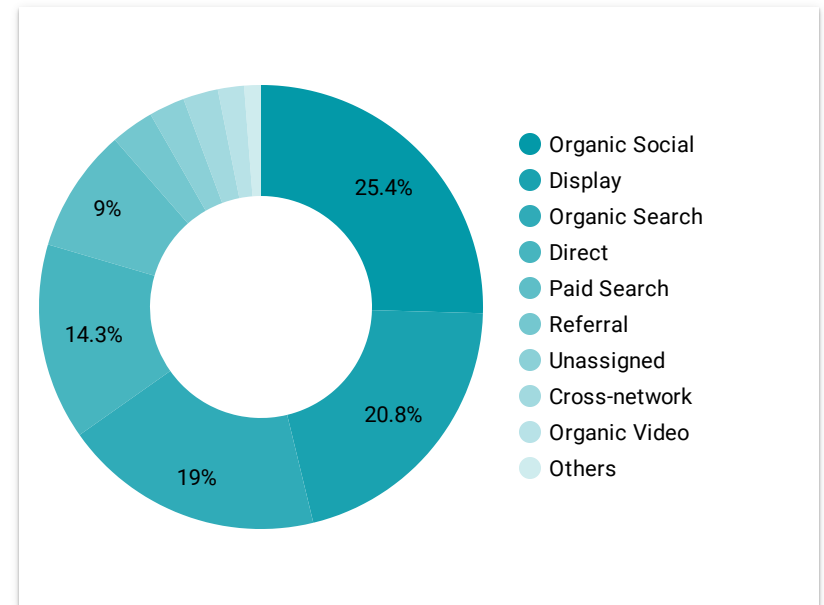


## Traffic and Acquisition

Session Trend YoY



Top Acquisition Channels by Total Users

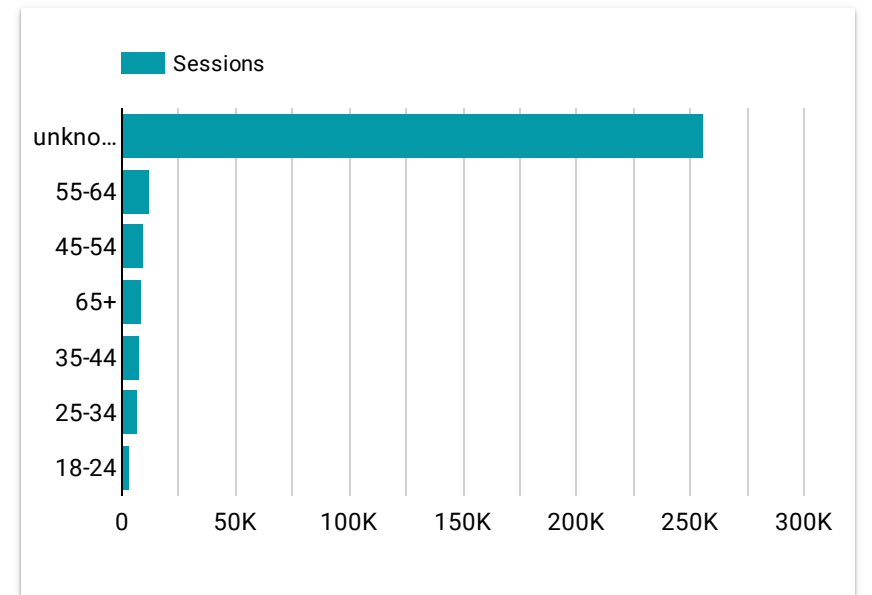


Sessions by Location

Region	Session...	% Δ	City	Session...	% Δ
1. Florida	87,192	208.0% ↑	1. (not set)	34,701	76.1% ↑
2. Georgia	39,218	70.1% ↑	2. Miami	18,834	528.2% ↑
3. New York	18,508	69.5% ↑	3. Atlanta	16,653	48.1% ↑
4. Virginia	17,897	121.1% ↑	4. New York	12,881	149.5% ↑
5. North Carolina	16,736	111.8% ↑	5. Chicago	8,734	167.7% ↑
6. Illinois	12,226	111.0% ↑	6. Jacksonville	7,520	70.2% ↑
7. Tennessee	11,307	229.1% ↑	7. Orlando	7,479	697.3% ↑
8. South Carolina	10,035	185.7% ↑	8. Ashburn	7,153	161.6% ↑
9. Texas	9,024	99.2% ↑	9. Fernandina B...	4,298	17.0% ↑
10. Pennsylvania	8,188	52.2% ↑	10. Coffeyville	3,179	1,538.7%...

1 - 100 / 681    1 - 100 / 7694

Sessions by Age

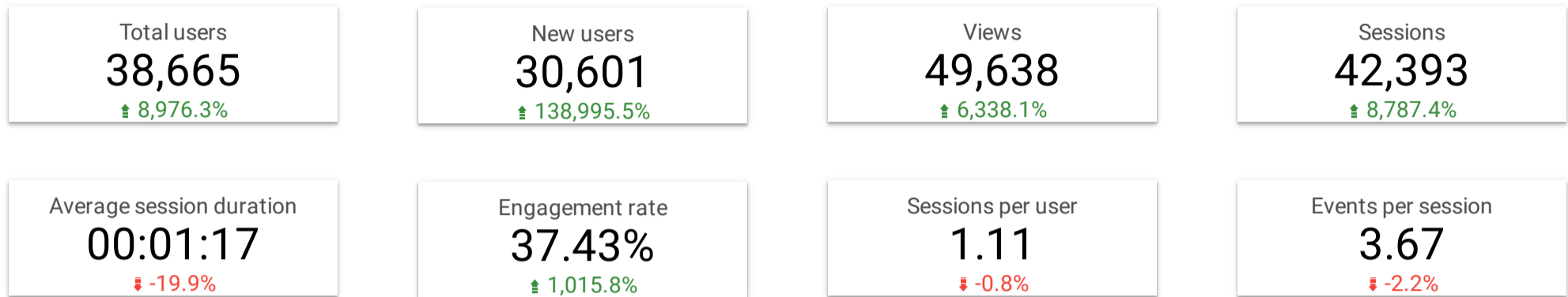


Top Performing Landing Pages

Landing page	Sessions	Views	Average session duration
1. /	139,130	224,140	00:01:49
2. /blog/top-places-to-beat-the-heat-with-frozen-cocktails-o...	22,488	23,883	00:00:05
3. /travel-guides/romance	15,742	28,028	00:01:24
4. /festivals-events/amelia-island-dining-month	11,615	15,341	00:00:54
5. /places-to-stay	10,062	20,678	00:03:44
6. /things-to-do	7,386	20,283	00:04:48
7. (not set)	6,831	0	00:01:01
8. /meetings	5,986	6,994	00:00:36

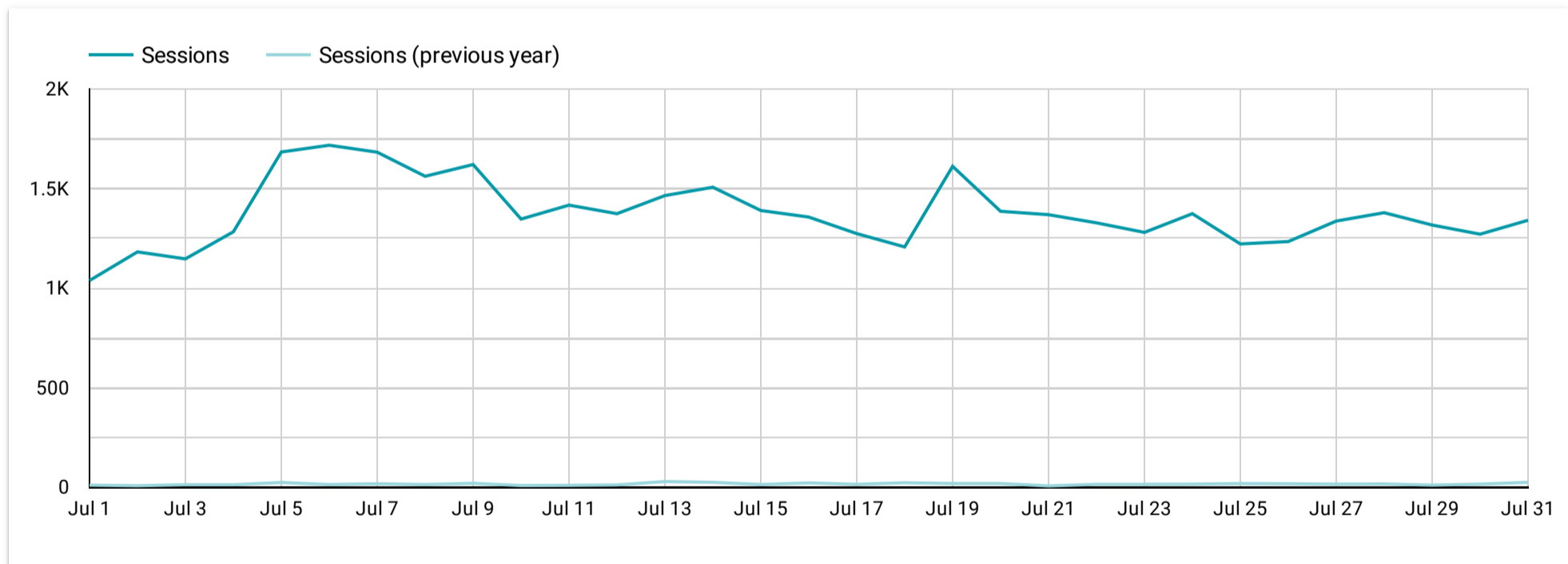
1 - 100 / 1188

## 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-places-to-beat-the-heat-with-frozen-cocktails-on-amelia-...	/blog/top-places-to-beat-the-heat-with-frozen-cocktails-on-amelia-is...	22,488	23,480	00:00:04
2.	/things-to-do	/blog/from-a-z-26-things-to-see-do-in-historic-downtown/	970	1,060	00:03:02
3.	/travel-guides/downtown	/blog/from-a-z-26-things-to-see-do-in-historic-downtown/	762	850	00:02:51
4.	/blog/celebrate-july-4th-on-amelia-island	/blog/celebrate-july-4th-on-amelia-island/	647	687	00:02:15
5.	/blog/john-grisham-interview-amelia-island-book-festival	/blog/john-grisham-interview-amelia-island-book-festival/	594	644	00:01:45
6.	/blog/get-reel-your-guide-to-fishing-on-and-around-amelia-island	/blog/get-reel-your-guide-to-fishing-on-and-around-amelia-island/	439	481	00:02:22
7.	/	/blog/from-a-z-26-things-to-see-do-in-historic-downtown/	435	493	00:02:30
8.	/blog/top-10-amelia-island-restaurants-with-scenic-water-views	/blog/top-10-amelia-island-restaurants-with-scenic-water-views/	430	527	00:01:44

Jul 1, 2024 - Jul 31, 2024

Source / Medium

Event name

## Events Summary

Event count  
**204,684**

Events per session  
**6.06**

Overall Key Event Rate  
**6.59%**

### Leisure & Weddings Key Events

Book Now Key Events  
**19,640**

Newsletter Sign Up Key Events  
**638**

Inspo. Guide Form Key Events  
**382**

Weddings RFI Key Events  
**4**

### Meeting Planners Key Events

Meetings RFP Key Events  
**0**

Meetings Quarterly Key Events  
**16**

Email Paul Key Events  
**0**

Call Paul Key Events  
**0**

### Travel Industry Professionals Key Events

TIP Quarterly Form Key Events  
**1**

Travel Agent Selections  
**1**

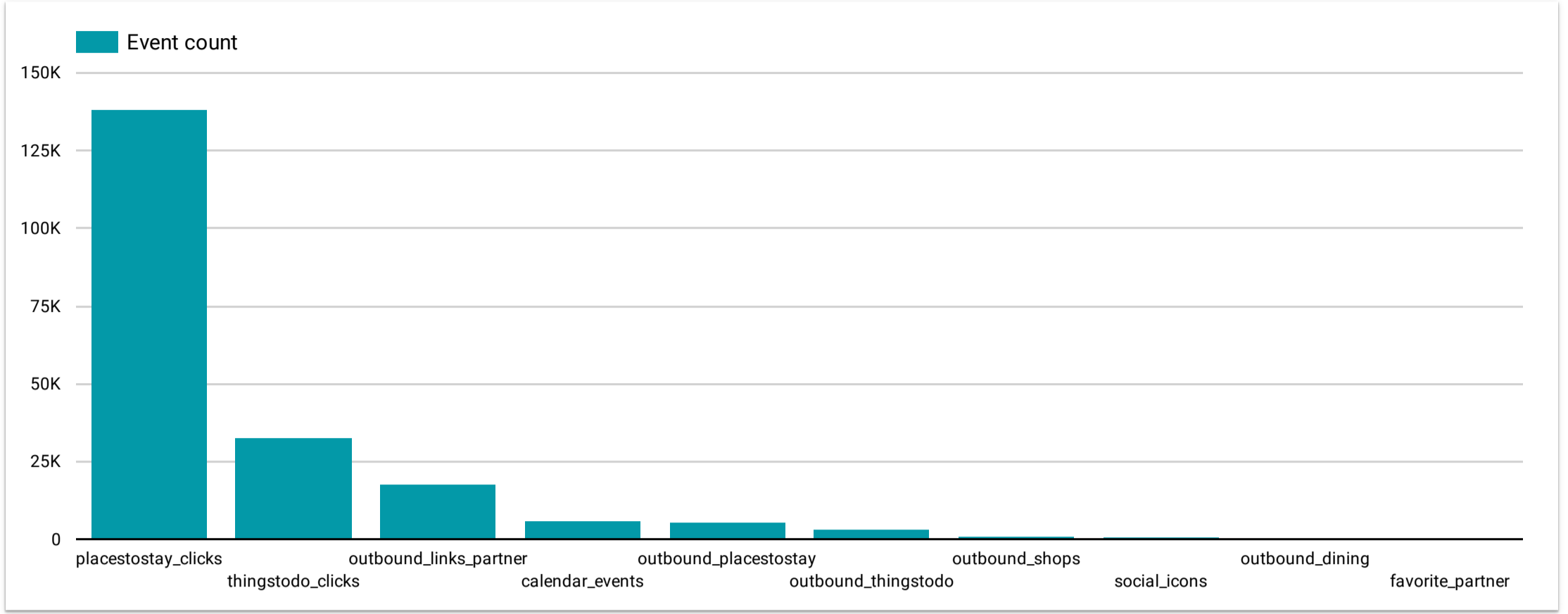
Tour Operator Selections  
**No data**

## General Website Events

Event count  
**204,684**

Events per session  
**6.06**

Overall Key Event Rate  
**6.59%**

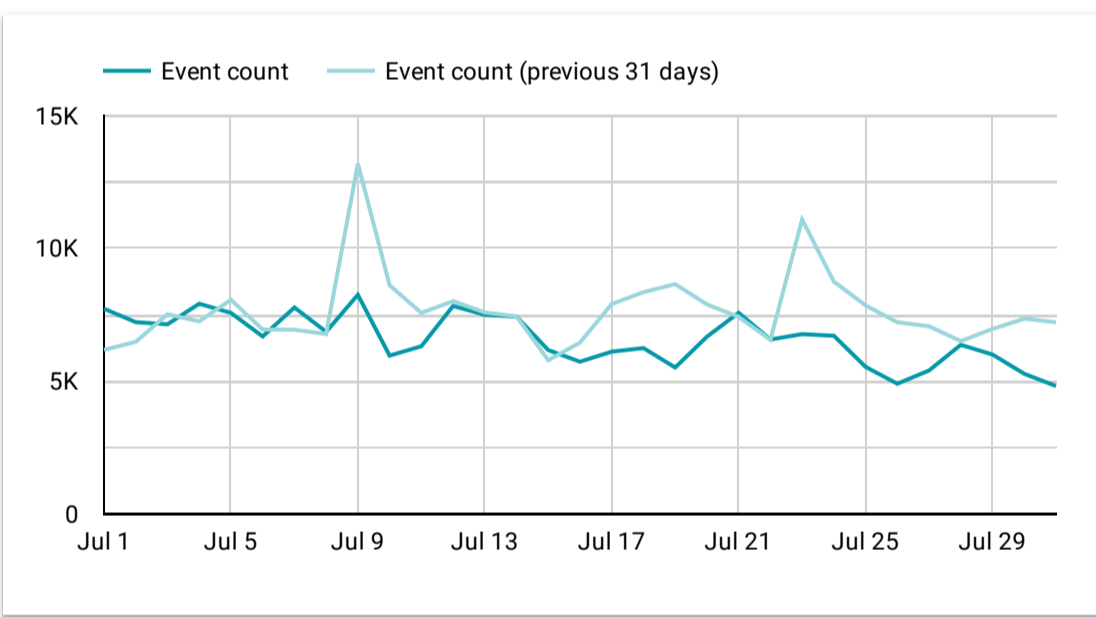


## Events and Conversions Performance Breakdown

### Events

Event name	Event count	Sessions	Events per session	Session k...
1. placestostay_clicks	138,077	17,182	8.04	0%
2. thingstodo_clicks	32,658	7,086	4.61	0%
3. outbound_links_partner	17,753	12,067	1.47	0%
4. calendar_events	5,972	3,143	1.9	0%
5. outbound_placestostay	5,269	3,535	1.49	0%
6. outbound_thingstodo	3,232	1,685	1.92	0%
7. outbound_shops	823	455	1.81	0%
8. social_icons	401	325	1.23	0%
9. outbound dining	315	189	1.67	0%

### Events Trend MoM



### Events by Channel/Campaign

First user default channel group	Event count
1. Organic Search	72,707
2. Paid Search	54,467
3. Organic Social	26,108
4. Direct	23,005
5. Cross-network	14,667
6. Unassigned	5,599
7. Referral	5,413
8. Email	2,042
9. Display	526

### Outbound Partner Links

Outbound Link Partner	Event count
1. Omni Amelia Island Resort - Amelia Island	797
2. The Ritz-Carlton, Amelia Island - Amelia Island	505
3. eWheelz - Amelia Island	343
4. Barefoot Amelia Beach Rentals - Amelia Island	312
5. Atlantic Recreation Center - Amelia Island	311
6. A1A Beach Vacations - Amelia Island	292
7. Marlin and Barrel Distillery - Amelia Island	270
8. The Villas of Amelia Island - Amelia Island	264

### Outbound Partner Links - Things to Do

Things to Do	Event count
1. From A - Z: 26 Things to See & Do in Historic Downtown ...	347
2. Barefoot Flyers PPG - Amelia Island	138
3. Coast eBike Adventures - Amelia Island	132
4. Forza Watersports - Amelia Island	116
5. Backwater Cat Adventure - Amelia Island	114
6. eWheelz - Amelia Island	105
7. A Perfect Labor Day Weekend - Three Ways - Amelia Isla...	99
8. Jeffers Carriages - Amelia Island	91

### Outbound Partner Links - Shopping

Shop Partner	Event count
1. Salty Threads at The Shops at Omni Amelia Island Reso...	73
2. The Salty Local - Amelia Island	56
3. Harlow's on Beech - Amelia Island	49
4. Vintage Donuts - Amelia Island	45
5. Nana Teresa's Bake Shop - Amelia Island	41
6. Eight Flags Antique Market - Amelia Island	31
7. Amelia Linen and Wood - Amelia Island	26
8. ISOLA Home - Amelia Island	26

### Outbound Partner Links - Accomodations

Accomodations	Event count
1. Omni Amelia Island Resort - Amelia Island	929
2. The Ritz-Carlton, Amelia Island - Amelia Island	631
3. The Villas of Amelia Island - Amelia Island	334
4. Barefoot Amelia Beach Rentals - Amelia Island	299
5. A1A Beach Vacations - Amelia Island	276
6. Courtyard by Marriott Amelia Island - Amelia Island	268
7. Sea Cottages of Amelia - Amelia Island	251
8. Amelia Island Getaways - Amelia Island	208

### Outbound Partner Links - Dining

Dining Partner	Event count
1. Foodie - Amelia Island	138
2. 5 Restaurants On Amelia Island With Epic Views - Ameli...	27
3. Amelia Island Dining Month - Amelia Island	17
4. Falcon's Nest at Omni Amelia Island Resort - Amelia Isla...	9
5. The Addison on Amelia Island - Amelia Island	9
6. Amelia Island Dining & Nightlife Travel Guide - Amelia Is...	6
7. Dining In History - Amelia Island	6
8. The Beech Street Grill - Amelia Island	6

### Favorited Partners

Favorite_Partner	Event count
1. Things to Do - Amelia Island	29
2. Shops - Amelia Island	16
3. Festivals & Events Archive - Amelia Island	10
4. Amelia Island, Florida	9
5. Amelia Island Restaurants and Dining - Amelia Island	7
6. Amelia Island Family Travel Guide - Amelia Island	5
7. Brett's Waterway Cafe - Amelia Island	5
8. Filetes de queso Philly Boyz - Isla Amelia	5

## Leisure & Weddings Key Events

Book Now Key Events

19,640

Newsletter Sign Up Key Events

638

Inspo. Guide Form Key Events

382

Weddings RFI Key Events

4

### 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)	46,039	62,410	3,783	147	46	0
2.	social	facebook	it's_an_island_thing	46,002	49,199	1,056	85	53	0
3.	(none)	(direct)	(direct)	37,058	45,725	2,172	97	61	1
4.	display	adara	it's_an_island_thing	23,709	26,604	144	2	0	0
5.	display	padsquad	weddings	11,925	13,938	38	0	0	0
6.	social	facebook	it's_an_island_thing_conversions	9,194	10,116	2,862	21	10	0
7.	cpc	google	20240226 - Amelia Island - Leisur...	8,916	10,965	3,503	27	30	0
8.	display	sojern	it's_an_island_thing	7,260	7,326	47	0	0	0
9.	cpc	google	20231004 - Amelia Island - Perfor...	6,413	7,836	1,681	9	5	0
10.	display	epsilon	it's_an_island_thing	5,442	5,764	20	2	0	0
11.	cpc	google	20240501 - Amelia Island - Leisur...	5,412	6,684	1,533	34	23	0
12.	native	newyorktimes	it's_an_island_thing	4,009	4,631	75	0	0	0
13.	social	facebook	meetings	3,837	4,293	54	9	5	0

## Meeting Planners Key Events

Meetings RFP Key Events  
**0**

Meetings Quarterly Key Events  
**16**

Email Paul Key Events  
**0**

Call Paul Key Events  
**0**

### 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.	cpc	meta	meetings-leadgen-202405	313	330	0	16	0	0

### Explore Venues Buttons

	Meetings Explore Venue	Event count
1.	<a href="https://www.ameliaisland.com/partners/omni-amelia-island-resort/?tab=meetings">https://www.ameliaisland.com/partners/omni-amelia-island-resort/?tab=meetings</a>	68
2.	<a href="https://www.ameliaisland.com/partners/the-ritz-carlton-amelia-island/?tab=meetings">https://www.ameliaisland.com/partners/the-ritz-carlton-amelia-island/?tab=meetings</a>	52
3.	<a href="https://www.ameliaisland.com/partners/courtyard-by-marriott-amelia-island/?tab=meetings">https://www.ameliaisland.com/partners/courtyard-by-marriott-amelia-island/?tab=meetings</a>	47
4.	<a href="https://www.ameliaisland.com/partners/residence-inn-amelia-island/?tab=meetings">https://www.ameliaisland.com/partners/residence-inn-amelia-island/?tab=meetings</a>	20
5.	<a href="https://www.ameliaisland.com/partners/hampton-inn-suites-amelia-island/?tab=meetings">https://www.ameliaisland.com/partners/hampton-inn-suites-amelia-island/?tab=meetings</a>	16
6.		14

## Travel Industry Professionals Key Events

TIP Quarterly Form Key Events

1

Travel Agent Selections

1

Tour Operator Selections

No data

### Conversions by Channel

	Medium	Source	Campaign	Total users	Sessions	TIP Quarterly Form Key Events
1.	cpc	google	20240226 - Amelia I...	8,916	10,965	1
2.	referral	petanque.wordpress.com	(referral)	1	1	0
3.	video	gumgum	weddings	1	1	0
4.	(not set)	3D=	(not set)	1	1	0
5.	(not set)	3Dameli=	(not set)	1	1	0
6.	(not set)	3Dameliaisl=	(not set)	1	1	0
7.	(not set)	3Dameliaisland	(not set)	1	1	0
8.	(not set)	smartmeetings	(not set)	2	2	0
9.	(not set)	syndication	(not set)	6	6	0
10.	(not set)	travelzoo	(not set)	5	6	0
11.	3Demail	3Dgolfweek	(not set)	1	1	0
12.	3Demail=	3Dameliaisland	(not set)	1	1	0
13.	cpc	ooodle	(not set)	686	808	0

1 - 100 / 485 < >

### Quarterly Email Form Selection

	TIP form selection	Medium	Source	Key events
1.	Travel Agent, Yes	cpc	google	1

1 - 1 / 1 < >

## Mailchimp Performance

### Performance by Email Campaign

Subject Line	Date	Sent	Delivered	Opens	Unique Opens	Unique Open Rate	Clicks	Unique Clicks	Click Rate	Bounces	CPUO
Savor The Last Days of Summer at The Ritz-...	Jul 30, 2024	71,227	71,016	30,204	22,961	32.33%	1,599	1,360	2.24%	211	3.55%
Amelia Island Strategic Marketing Meeting 2...	Jul 26, 2024	734	711	735	319	44.87%	65	43	8.86%	23	10.66%
There's so much happening on the island thi...	Jul 19, 2024	70,559	70,312	31,513	23,433	33.33%	1,786	1,468	2.53%	247	3.63%
Amelia Island Strategic Marketing Meeting 2...	Jul 19, 2024	739	715	828	373	52.17%	123	82	16.64%	24	12.87%
Discover more fun reasons to love Amelia Is...	Jul 9, 2024	134,654	133,674	32,491	24,607	18.41%	1,750	1,432	1.3%	980	3.43%
<b>Grand total</b>		<b>277,913</b>	<b>276,428</b>	<b>95,771</b>	-	-	<b>5,323</b>	-	<b>1.92%</b>	<b>1,485</b>	-

1 - 5 / 5 < >

### Leisure

Subject Line	Date	Sent	Delivered	Opens	Unique Opens	Unique Open Rate	Clicks	Unique Clicks	Click Rate	Bounces	CPUO
Savor The Last Days of Summer at The Ritz-...	Jul 30, 2024	71,227	71,016	30,204	22,961	32.33%	1,599	1,360	2.24%	211	3.55%
There's so much happening on the island thi...	Jul 19, 2024	70,559	70,312	31,513	23,433	33.33%	1,786	1,468	2.53%	247	3.63%
Discover more fun reasons to love Amelia Is...	Jul 9, 2024	134,654	133,674	32,491	24,607	18.41%	1,750	1,432	1.3%	980	3.43%
<b>Grand total</b>		<b>276,440</b>	<b>275,002</b>	<b>94,208</b>	-	-	<b>5,135</b>	-	<b>1.86%</b>	<b>1,438</b>	-

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											
<b>Grand total</b>		-	-	-	-	-	-	-	-	-	-

### Amelia Island Tourism Industry Database - all

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

### Travel Industry Professionals

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

## Email Performance Summary

<p>Total users</p> <p><b>2,701</b></p> <p>↓ -6.6%</p>	<p>New users</p> <p><b>2,601</b></p> <p>↓ -7.1%</p>	<p>Views</p> <p><b>5,106</b></p> <p>↓ -31.0%</p>	<p>Sessions</p> <p><b>3,230</b></p> <p>↓ -9.6%</p>	<p>Average session duration</p> <p><b>00:01:55</b></p> <p>↓ -26.0%</p>
---	---	--	--	--

First user campaign	Landing page	Sessions	Views	Average session duration
1. it's_an_island_thing	/festivals-events/golfweek-couples-event	809	894	00:01:11
2. it's_an_island_thing	/festivals-events/amelia-island-dining-month	466	821	00:01:54
3. it's_an_island_thing	/	361	699	00:02:19
4. it's_an_island_thing	/blog/trivia-nights-on-amelia-island	251	378	00:01:50
5. it's_an_island_thing	/places-to-stay	161	291	00:02:34
6. it's_an_island_thing	/things-to-do	147	362	00:03:30
7. it's an island thing	/bloa/ice-cream-island	123	191	00:02:14

1 - 100 / 164 < >

### Sessions by Country

First user source / m...	Country	Sessions
1. ameliaisland / email	United States	1,608
2. golfweek / email	United States	690
3. foodandwine / email	United States	312
4. Mailchimp / email	United States	153
5. golfweek / email	(not set)	131
6. conventionsouth_ / email	United States	76
7. travelandleisure / email	United States	37

1 - 51 / 51 < >

### Sessions by City

First user source / me...	City	Sessions
1. golfweek / email	(not set)	229
2. ameliaisland / email	(not set)	215
3. ameliaisland / email	Miami	139
4. ameliaisland / email	Atlanta	106
5. ameliaisland / email	Ashburn	97
6. golfweek / email	Ashburn	61
7. ameliaisland / email	Jacksonville	57

1 - 100 / 1271 < >

## 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).

**Session** - A session is a group of user interactions with your website that take place within a given visit. For example, a single session can contain multiple pageviews, clicks, and form fills.

**Engaged Session** - A session that lasts longer than 10 second, has a key 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

**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

# AMELIA ISLAND

F L O R I D A

Aug 1, 2024 - Aug 31, 2024

Website

Blog

Website  
Events

Email

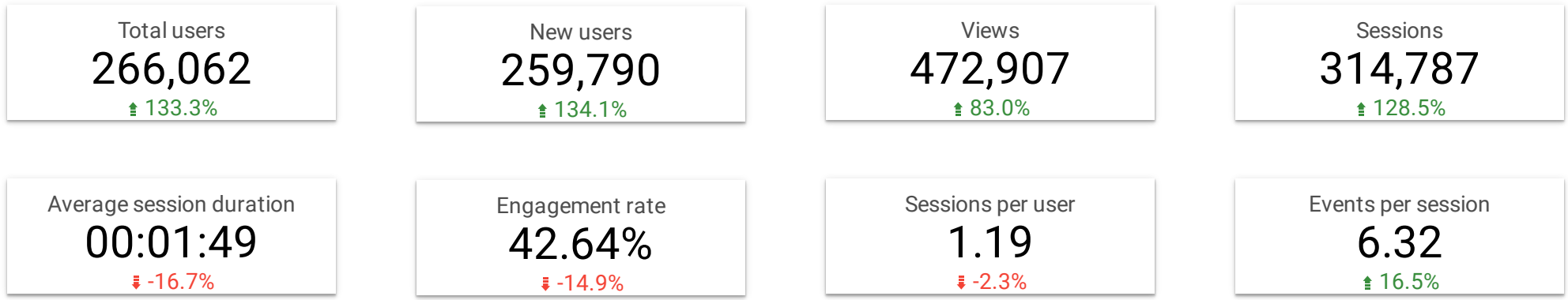
Paid Media

Leisure/Weddings

Meeting Planners

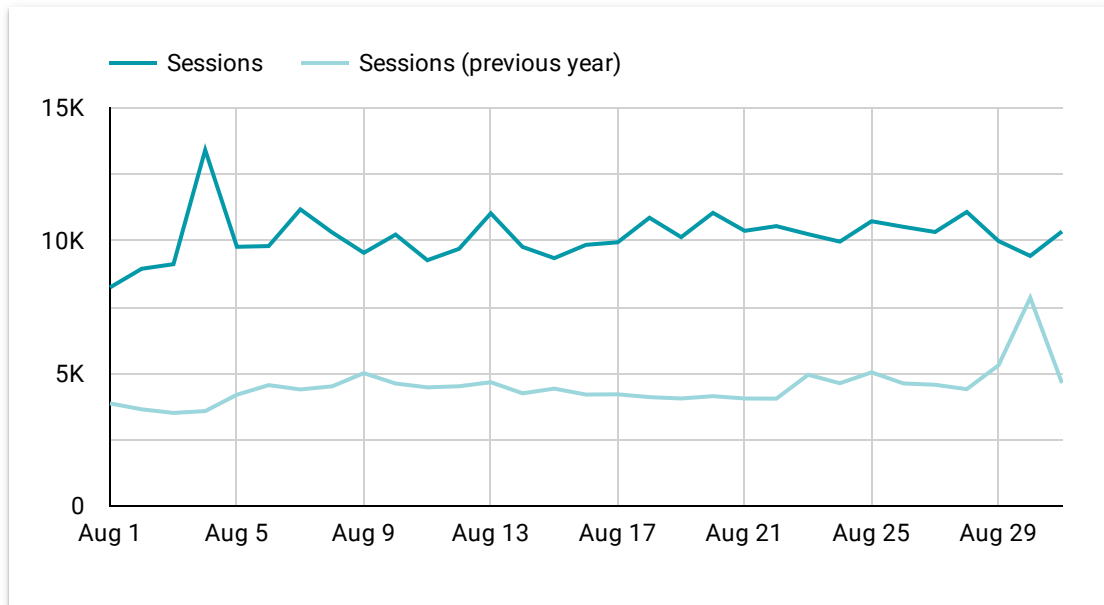
Travel Industry  
Professionals

## Website Performance

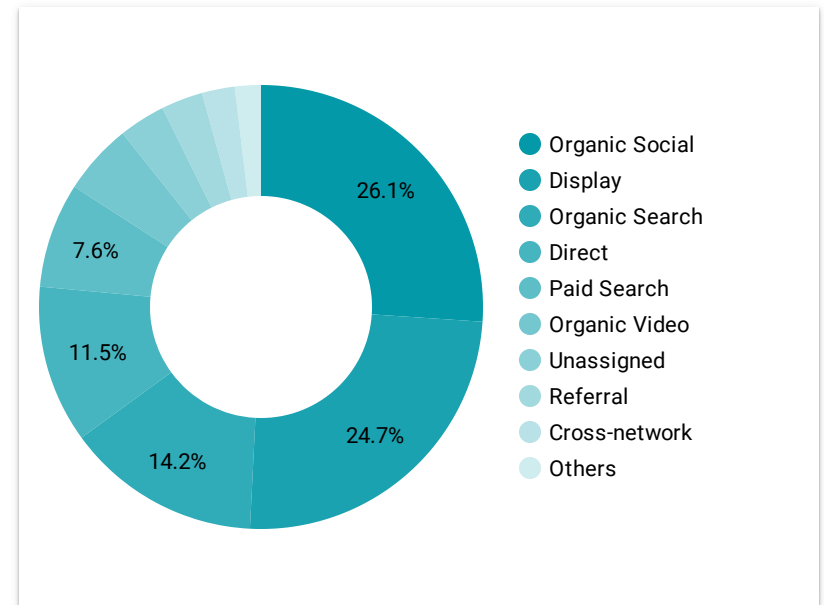


## Traffic and Acquisition

Session Trend YoY



Top Acquisition Channels by Total Users



Sessions by Location

Region	Session...	% Δ
1. Florida	78,843	207.3% ↑
2. Georgia	36,701	101.3% ↑
3. Ontario	27,355	7,519.8%...
4. New York	17,684	62.8% ↑
5. Virginia	15,571	137.0% ↑
6. North Carolina	15,046	128.8% ↑
7. (not set)	14,187	440.7% ↑
8. Illinois	10,101	85.4% ↑
9. Tennessee	8,992	231.4% ↑
10. South Carolina	8,941	210.1% ↑

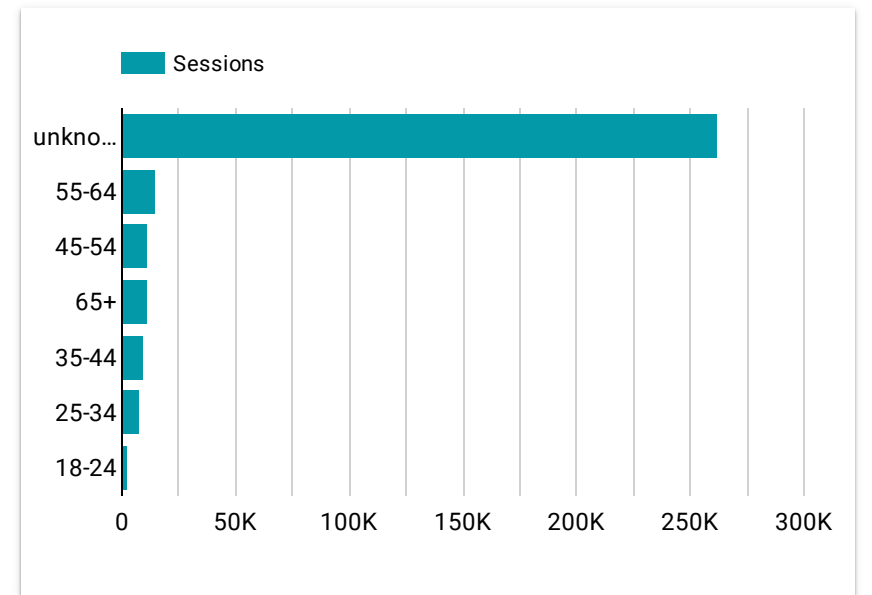
1 - 100 / 685

Sessions by Age

City	Session...	% Δ
1. (not set)	34,133	170.2% ↑
2. Miami	15,822	630.1% ↑
3. Atlanta	14,155	63.3% ↑
4. New York	12,461	110.3% ↑
5. Toronto	11,608	8,898.4%...
6. Jacksonville	8,407	86.3% ↑
7. Ashburn	7,487	224.0% ↑
8. Chicago	7,305	124.3% ↑
9. Orlando	7,136	271.5% ↑
10. Coffeyville	5,530	3,334.8%...

1 - 100 / 7812

Sessions by Age



Top Performing Landing Pages

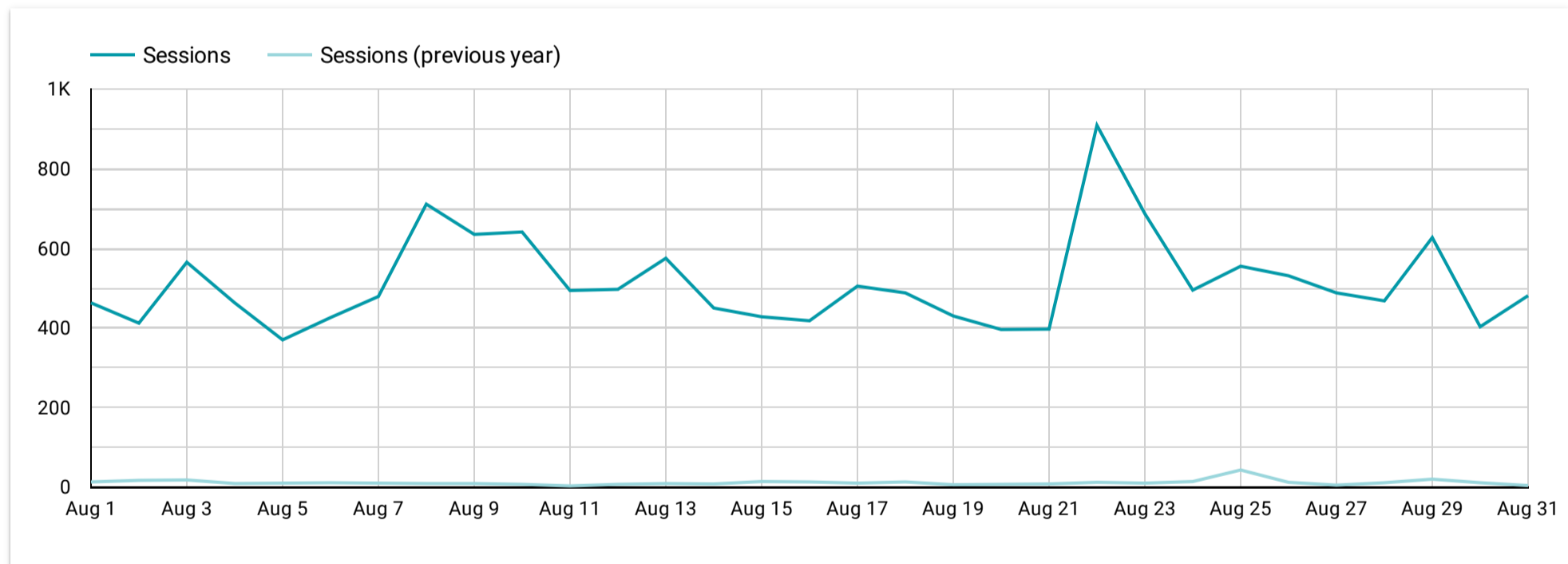
Landing page	Sessions	Views	Average session duration
1. /	164,169	239,016	00:01:34
2. /festivals-events/amelia-island-dining-month	29,439	37,493	00:01:20
3. /travel-guides/romance	15,426	25,513	00:01:05
4. /places-to-stay	11,619	23,199	00:03:41
5. (not set)	6,867	1	00:01:37
6. /island-views	6,669	9,258	00:03:01
7. /festivals-events/right-whale-festival	6,639	7,551	00:00:21
8. /meetings	6,317	7,508	00:00:42

## Website Performance (Blog)

<p>Total users</p> <p><b>13,107</b></p> <p>↑ 4,373.4%</p> <p><a href="#">See details</a></p>	<p>New users</p> <p><b>7,093</b></p> <p>↑ 30,739.1%</p> <p><a href="#">See details</a></p>	<p>Views</p> <p><b>22,544</b></p> <p>↑ 3,093.2%</p>	<p>Sessions</p> <p><b>15,384</b></p> <p>↑ 4,258.1%</p>
--	--	---	--

## 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/a-first-timers-guide-to-amelia-island/	917	1,050	00:01:52
2.	/blog/fall-on-amelia-island-a-season-of-flavor-rhythm-and-fun	/blog/fall-on-amelia-island-a-season-of-flavor-rhythm-and-fun/	606	669	00:01:13
3.	/	/blog/a-first-timers-guide-to-amelia-island/	559	662	00:02:06
4.	/blog/a-first-timers-guide-to-amelia-island	/blog/a-first-timers-guide-to-amelia-island/	553	612	00:01:06
5.	/blog/dining-and-drinking-over-the-bridge	/blog/dining-and-drinking-over-the-bridge/	423	451	00:03:05
6.	/travel-guides/downtown	/blog/from-a-z-26-things-to-see-do-in-historic-downtown/	411	459	00:02:31
7.	/blog/first-friday-food-feature-sliders-seaside-grill	/blog/first-friday-food-feature-sliders-seaside-grill/	344	395	00:00:40
8.	/blog/john-grisham-interview-amelia-island-book-festival	/blog/john-grisham-interview-amelia-island-book-festival/	337	361	00:01:54

Aug 1, 2024 - Aug 31, 2024

Source / Medium

Event name

## Events Summary

Event count  
**206,560**

Events per session  
**6.55**

Overall Key Event Rate  
**7.04%**

### Leisure & Weddings Key Events

Book Now Key Events  
**21,487**

Newsletter Sign Up Key Events  
**623**

Inspo. Guide Form Key Events  
**377**

Weddings RFI Key Events  
**6**

### Meeting Planners Key Events

Meetings RFP Key Events  
**2**

Meetings Quarterly Key Events  
**6**

Email Paul Key Events  
**0**

Call Paul Key Events  
**0**

### Travel Industry Professionals Key Events

TIP Quarterly Form Key Events  
**3**

Travel Agent Selections  
**3**

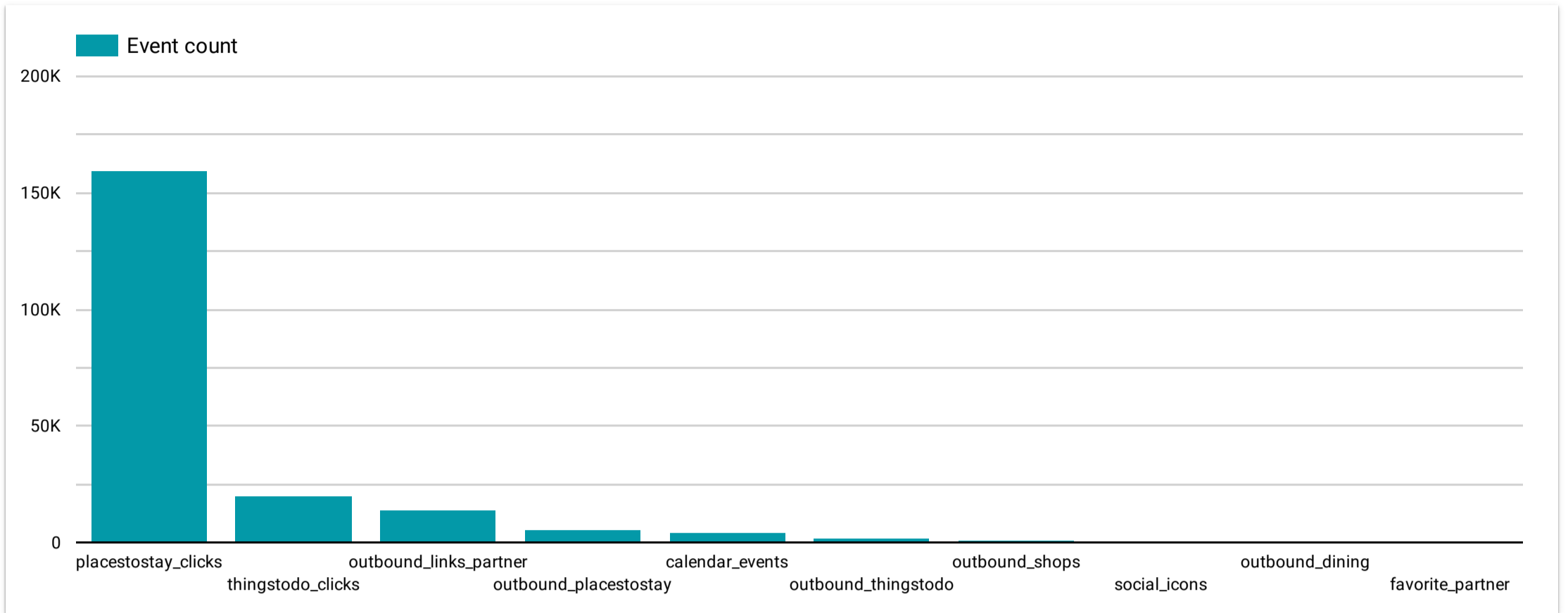
Tour Operator Selections  
**No data**

## General Website Events

Event count  
**206,560**

Events per session  
**6.55**

Overall Key Event Rate  
**7.04%**

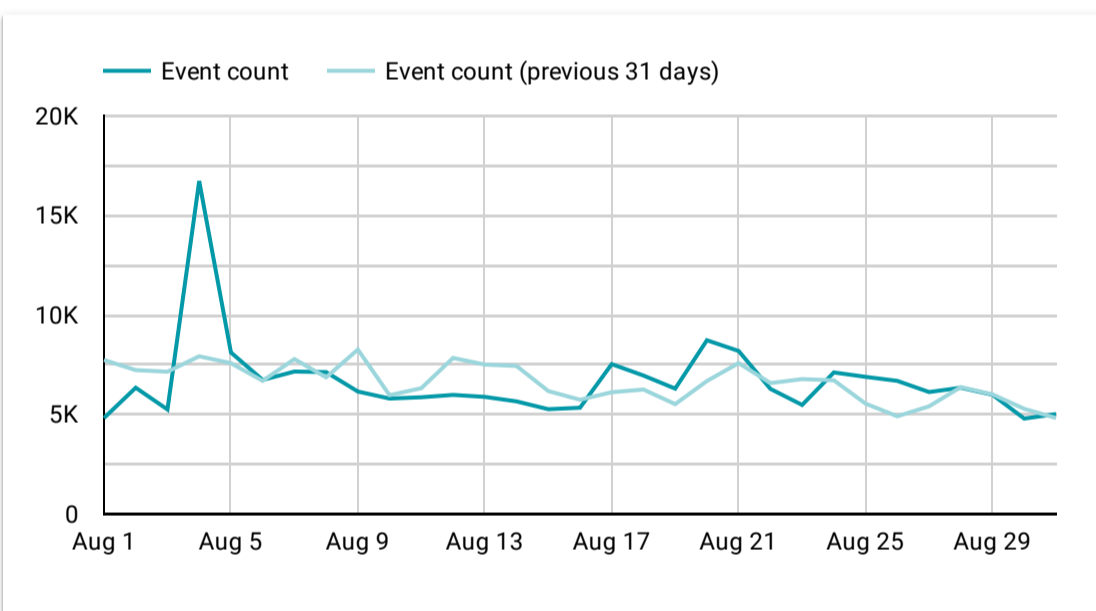


## Events and Conversions Performance Breakdown

### Events

Event name	Event count	Sessions	Events per session	Session k...
1. placestostay_clicks	159,477	19,437	8.2	0%
2. thingstodo_clicks	19,781	5,070	3.9	0%
3. outbound_links_partner	14,014	9,798	1.43	0%
4. outbound_placestostay	5,627	3,878	1.45	0%
5. calendar_events	4,395	2,231	1.97	0%
6. outbound_thingstodo	1,697	874	1.94	0%
7. outbound_shops	629	340	1.85	0%
8. social_icons	461	359	1.28	0%
9. outbound dining	302	202	1.5	0%

### Events Trend MoM



### Events by Channel/Campaign

First user default channel group	Event count
1. Organic Search	46,896
2. Paid Search	44,053
3. Organic Social	39,130
4. Unassigned	20,880
5. Direct	18,812
6. Cross-network	15,922
7. Referral	10,632
8. Display	5,943
9. Email	2,029

### Outbound Partner Links

Outbound Link Partner	Event count
1. Omni Amelia Island Resort - Amelia Island	728
2. The Ritz-Carlton, Amelia Island - Amelia Island	426
3. Barefoot Amelia Beach Rentals - Amelia Island	349
4. A1A Beach Vacations - Amelia Island	341
5. The Villas of Amelia Island - Amelia Island	267
6. Sea Cottages of Amelia - Amelia Island	191
7. Amelia River Cruises & Charters - Amelia Island	189
8. Amelia Island Getaways - Amelia Island	184

### Outbound Partner Links - Things to Do

Things to Do	Event count
1. Barefoot Flyers PPG - Amelia Island	94
2. Fernandina Beach Historic District and Mainstreet - Ame...	78
3. Jeffers Carriages - Amelia Island	66
4. Backwater Cat Adventure - Amelia Island	60
5. Windward Sailing - Amelia Island	53
6. Extreme Amelia Rentals - Amelia Island	52
7. Amelia Island Horseback Riding - Amelia Island	46
8. Forza Watersports - Amelia Island	46

### Outbound Partner Links - Shopping

Shop Partner	Event count
1. Eight Flags Antique Market - Amelia Island	39
2. The Salty Local - Amelia Island	36
3. Salty Threads at The Shops at Omni Amelia Island Reso...	32
4. Harlow's on Beech - Amelia Island	28
5. Teak and Ivy - Amelia Island	21
6. ISOLA Home - Amelia Island	20
7. Nana Teresa's Bake Shop - Amelia Island	20
8. Hudson & Perry - Amelia Island	18

### Outbound Partner Links - Accomodations

Accomodations	Event count
1. Omni Amelia Island Resort - Amelia Island	806
2. The Ritz-Carlton, Amelia Island - Amelia Island	572
3. Barefoot Amelia Beach Rentals - Amelia Island	343
4. A1A Beach Vacations - Amelia Island	331
5. The Villas of Amelia Island - Amelia Island	284
6. Sea Cottages of Amelia - Amelia Island	257
7. Amelia Island Vacation Rentals and Management Servi...	245
8. Amelia Island Getaways - Amelia Island	235

### Outbound Partner Links - Dining

Dining Partner	Event count
1. Foodie - Amelia Island	95
2. Amelia Island Dining Month - Amelia Island	65
3. The Addison on Amelia Island - Amelia Island	17
4. 5 Restaurants On Amelia Island With Epic Views - Ameli...	7
5. The Boat House - Amelia Island	6
6. España Restaurant and Tapas - Amelia Island	5
7. Hofbrau Amelia - Amelia Island	5
8. The Beech Street Grill - Amelia Island	5

### Favorited Partners

Favorite_Partner	Event count
1. Things to Do - Amelia Island	23
2. Amelia Island Restaurants and Dining - Amelia Island	21
3. Places to Stay on Amelia Island - Amelia Island	13
4. Amelia Island, Florida	10
5. Itineraries - Amelia Island	6
6. Amelia Island Family Travel Guide - Amelia Island	4
7. Omni Amelia Island Resort - Amelia Island	4
8. Amelia Island Downtown Travel Guide - Amelia Island	3

## Leisure & Weddings Key Events

Book Now Key Events

21,487

Newsletter Sign Up Key Events

623

Inspo. Guide Form Key Events

377

Weddings RFI Key Events

6

### 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)	35,207	49,759	2,761	135	63	1
2.	(none)	(direct)	(direct)	30,745	38,978	1,706	85	60	0
3.	display	adara	it's_an_island_thing	24,131	27,275	175	1	0	0
4.	social	facebook	it's_an_island_thing_conversions	16,585	18,212	4,604	50	23	0
5.	social	facebook	it's_an_island_thing	13,379	14,349	640	62	24	0
6.	display	sojern	it's_an_island_thing	12,840	13,005	88	3	0	0
7.	video	adara	it's_an_island_thing	11,419	13,620	114	1	1	0
8.	social	facebook	2024-dining-month-videos	11,012	12,691	129	16	1	0
9.	display	padsquad	weddings	10,589	12,262	46	0	0	0
10.	social	facebook	202408-event-carousel	8,063	8,539	55	22	4	0
11.	cpc	google	20240226 - Amelia Island - Leisur...	6,682	8,521	2,706	25	23	1
12.	cpc	google	20231004 - Amelia Island - Perfor...	6,391	8,322	1,590	6	1	0
13.	display	padsquad	it's_an_island_thing	5,845	6,593	85	0	0	0

## Meeting Planners Key Events

Meetings RFP Key Events  
**2**

Meetings Quarterly Key Events  
**6**

Email Paul Key Events  
**0**

Call Paul Key Events  
**0**

### 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.	cpc	google	20240208 - Amelia Island - Me...	721	785	1	0	0	0
2.	Email	ConDBDedEm	8/12/2024_SE.CNDatabase.A...	130	132	1	1	0	0
3.	cpc	meta	meetings-leadgen-202405	104	116	0	5	0	0

### Explore Venues Buttons

	Meetings Explore Venue	Event count
1.	<a href="https://www.ameliaisland.com/partners/omni-amelia-island-resort/?tab=meetings">https://www.ameliaisland.com/partners/omni-amelia-island-resort/?tab=meetings</a>	87
2.	<a href="https://www.ameliaisland.com/partners/courtyard-by-marriott-amelia-island/?tab=meetings">https://www.ameliaisland.com/partners/courtyard-by-marriott-amelia-island/?tab=meetings</a>	53
3.	<a href="https://www.ameliaisland.com/partners/the-ritz-carlton-amelia-island/?tab=meetings">https://www.ameliaisland.com/partners/the-ritz-carlton-amelia-island/?tab=meetings</a>	44
4.	<a href="https://www.ameliaisland.com/partners/hampton-inn-suites-amelia-island/?tab=meetings">https://www.ameliaisland.com/partners/hampton-inn-suites-amelia-island/?tab=meetings</a>	34
5.		21
6.	<a href="https://www.ameliaisland.com/partners/residence-inn-amelia-island/?tab=meetings">https://www.ameliaisland.com/partners/residence-inn-amelia-island/?tab=meetings</a>	16

## Travel Industry Professionals Key Events

TIP Quarterly Form Key Events

3

Travel Agent Selections

3

Tour Operator Selections

No data

### Conversions by Channel

	Medium	Source	Campaign	Total users	Sessions	TIP Quarterly Form Key Events
1.	organic	bing	(organic)	1,297	1,628	1
2.	organic	google	(organic)	35,207	49,759	1
3.	cpc	google	20240226 - Amelia I...	6,682	8,521	1
4.	referral	raeganheymann.com	(referral)	1	1	0
5.	zalo	zalo	zalo	2	2	0
6.	(not set)	3D=	(not set)	1	1	0
7.	(not set)	3Dame=	(not set)	1	1	0
8.	(not set)	3Dameliais=	(not set)	1	1	0
9.	(not set)	3Dameliaisland	(not set)	1	1	0
10.	(not set)	3Dconv=	(not set)	1	1	0
11.	(not set)	3Dconven=	(not set)	1	1	0
12.	(not set)	3Dconvention=	(not set)	1	1	0
13.	(not set)	3Dconventionsout=	(not set)	1	1	0

1 - 100 / 485 < >

### Quarterly Email Form Selection

	TIP form selection	Medium	Source	Key events
1.	Travel Agent, Yes	cpc	google	1
2.	Travel Agent, Yes	organic	bing	1
3.	Travel Agent, Yes	organic	google	1

1 - 3 / 3 < >

## Mailchimp Performance

### Performance by Email Campaign

Subject Line	Date	Sent	Delivered	Opens	Unique Opens	Unique Open Rate	Clicks	Unique Clicks	Click Rate	Bounces	CPUO
We've got your favorite things for a fall geta...	Aug 29, 20...	72,944	72,602	33,536	24,531	33.79%	1,474	1,233	2.02%	342	2.76%
There's an amazing getaway waiting for you...	Aug 22, 20...	139,582	138,206	34,953	25,620	18.54%	2,552	2,135	1.83%	1,376	4.94%
Agenda Preview 🍷 Amelia Island Strategic ...	Aug 12, 20...	733	715	708	355	49.65%	32	30	4.37%	18	5.92%
Set your OOO for a well-deserved getaway ...	Aug 8, 2024	69,794	69,582	32,988	24,850	35.71%	1,547	1,334	2.22%	212	3.09%
<b>Grand total</b>		<b>283,053</b>	<b>281,105</b>	<b>102,185</b>	-	-	<b>5,605</b>	-	<b>1.98%</b>	<b>1,948</b>	-

### Leisure

Subject Line	Date	Sent	Delivered	Opens	Unique Opens	Unique Open R...	Clicks	Unique Clicks	Click Rate	Bounces	CPUO
We've got your favorite things for a fall getaway 🍷	Aug 29, 2...	72,944	72,602	33,536	24,531	33.79%	1,474	1,233	2.02%	342	2.76%
There's an amazing getaway waiting for you 🌴	Aug 22, 2...	139,582	138,206	34,953	25,620	18.54%	2,552	2,135	1.83%	1,376	4.94%
Set your OOO for a well-deserved getaway 🏖️👓🌴	Aug 8, 2024	69,794	69,582	32,988	24,850	35.71%	1,547	1,334	2.22%	212	3.09%
<b>Grand total</b>		<b>282,3...</b>	<b>280,390</b>	<b>101,477</b>	-	-	<b>5,573</b>	-	<b>1.97%</b>	<b>1,930</b>	-

### Meeting Planners

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

### Amelia Island Tourism Industry Database - all

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

### Travel Industry Professionals

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

## Email Performance Summary

<p>Total users</p> <p><b>4,502</b></p> <p>↑ 197.4%</p>	<p>New users</p> <p><b>4,391</b></p> <p>↑ 218.4%</p>	<p>Views</p> <p><b>9,121</b></p> <p>↑ 111.7%</p>	<p>Sessions</p> <p><b>5,448</b></p> <p>↑ 192.6%</p>	<p>Average session duration</p> <p><b>00:02:18</b></p> <p>↓ -17.3%</p>
--	--	--	---	--

	First user campaign	Landing page	Sessions	Views	Average session duration
1.	it's_an_island_thing	/festivals-events/golfweek-couples-event	1,253	1,499	00:01:47
2.	it's_an_island_thing	/	760	1,510	00:02:14
3.	it's_an_island_thing	/blog/fall-on-amelia-island-a-season-of-flavor-rhythm-and-fun	444	837	00:02:23
4.	it's_an_island_thing	/blog/a-first-timers-guide-to-amelia-island	317	706	00:02:31
5.	it's_an_island_thing	/festivals-events/amelia-island-dining-month	308	525	00:03:48
6.	it's_an_island_thing	/places-to-stay	270	551	00:03:28
7.	9828e529b7-FRI08302024	/festivals-events/amelia-island-dinino-month	202	274	00:02:20

### Sessions by Country

	First user source / m...	Country	Sessions
1.	ameliaisland / email	United States	2,445
2.	golfweek / email	United States	1,254
3.	travelandleisure / email	United States	661
4.	Jacksonville Today Audi...	United States	212
5.	usae / email	United States	170
6.	Mailchimp / email	United States	151
7.	torontolife / email	Canada	126

### Sessions by City

	First user source / me...	City	Sessions
1.	ameliaisland / email	(not set)	352
2.	ameliaisland / email	Atlanta	180
3.	golfweek / email	Ashburn	166
4.	ameliaisland / email	Miami	146
5.	ameliaisland / email	Ashburn	134
6.	golfweek / email	(not set)	111
7.	travelandleisure / email	Ashburn	100

## 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).

**Session** - A session is a group of user interactions with your website that take place within a given visit. For example, a single session can contain multiple pageviews, clicks, and form fills.

**Engaged Session** - A session that lasts longer than 10 second, has a key 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

**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

# AMELIA ISLAND

F L O R I D A

Sep 1, 2024 - Sep 30, 2024

Website

Blog

Website  
Events

Email

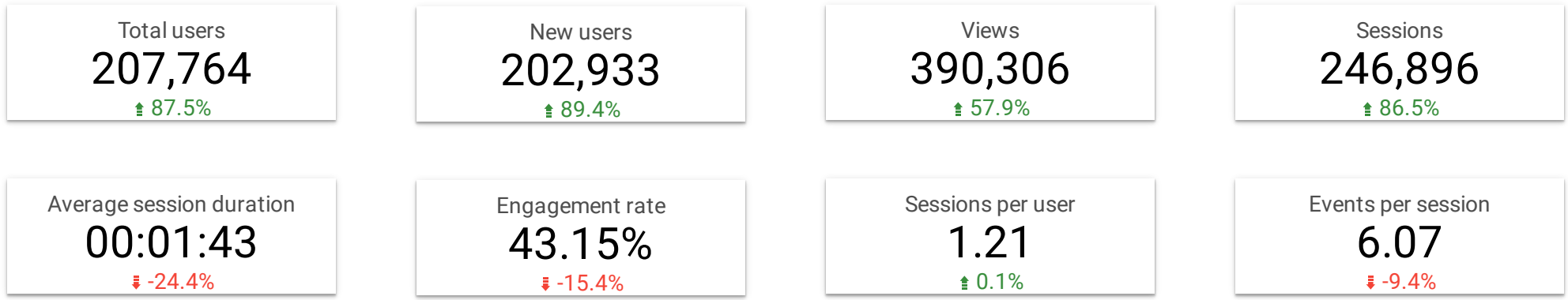
Paid Media

Leisure/Weddings

Meeting Planners

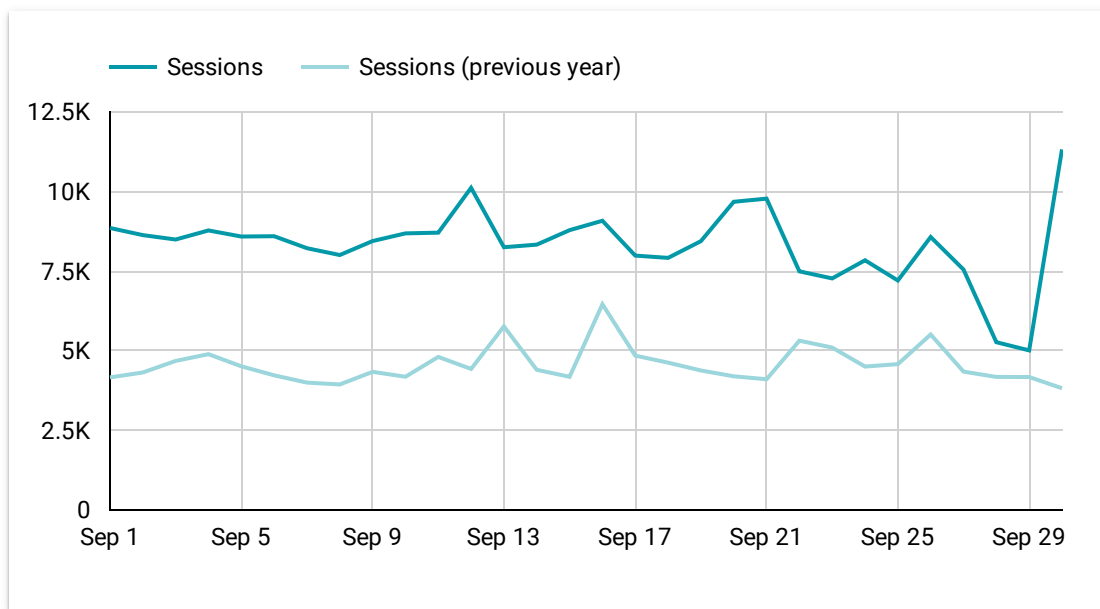
Travel Industry  
Professionals

## Website Performance

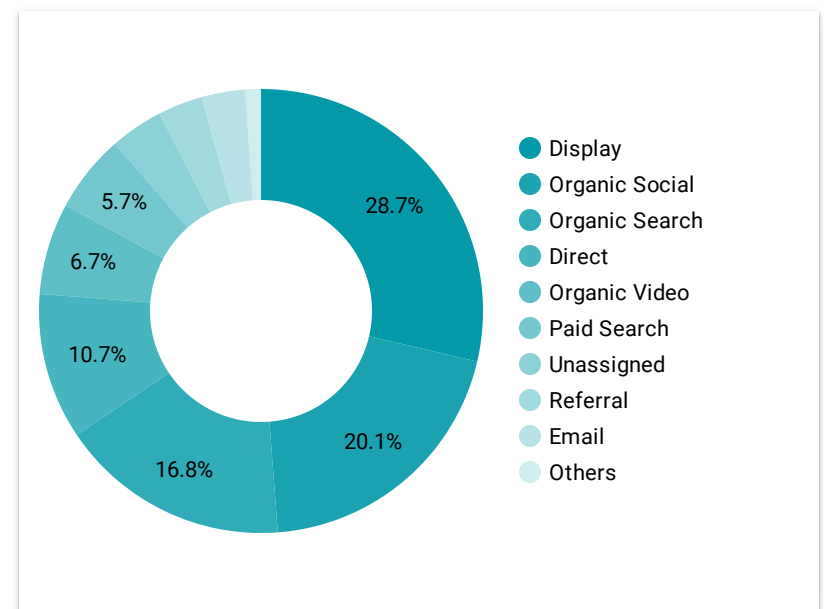


## Traffic and Acquisition

Session Trend YoY



Top Acquisition Channels by Total Users



Sessions by Location

Region	Session...	% Δ
1. Florida	56,152	103.7% ↑
2. Ontario	32,912	10,348.3...
3. Georgia	28,840	61.7% ↑
4. New York	15,670	39.0% ↑
5. Virginia	13,238	126.9% ↑
6. North Carolina	11,761	96.2% ↑
7. (not set)	9,393	321.2% ↑
8. Illinois	9,219	61.7% ↑
9. Quebec	7,413	4,942.9%...
10. Tennessee	6,281	157.2% ↑

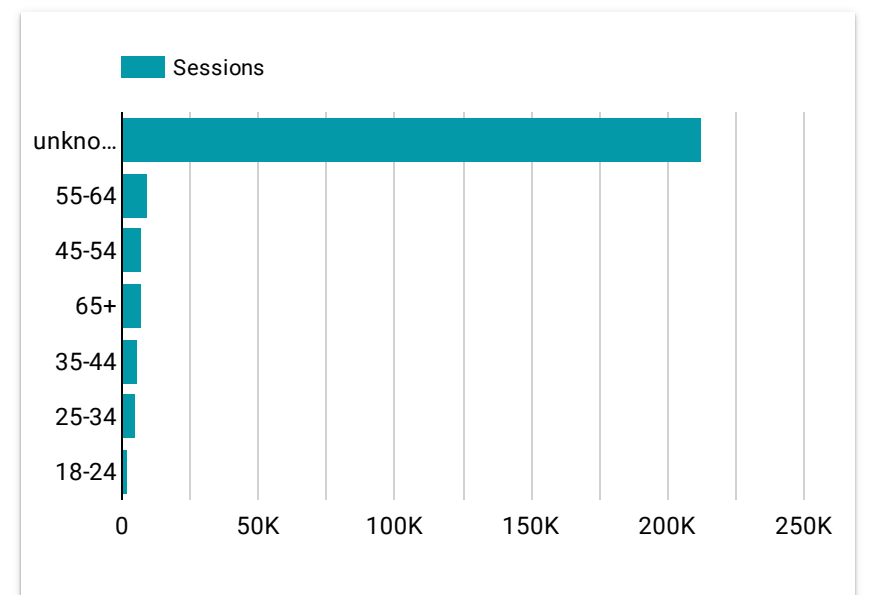
1 - 100 / 602

Sessions by Age

City	Session...	% Δ
1. (not set)	27,360	104.3% ↑
2. Toronto	13,315	9,763.0%...
3. Atlanta	12,359	46.5% ↑
4. New York	11,380	82.3% ↑
5. Miami	9,768	337.6% ↑
6. Jacksonville	7,564	42.7% ↑
7. Chicago	6,532	87.6% ↑
8. Ashburn	6,144	179.8% ↑
9. Orlando	3,452	43.8% ↑
10. Fernandina B...	3,430	-21.5% ↓

1 - 100 / 7167

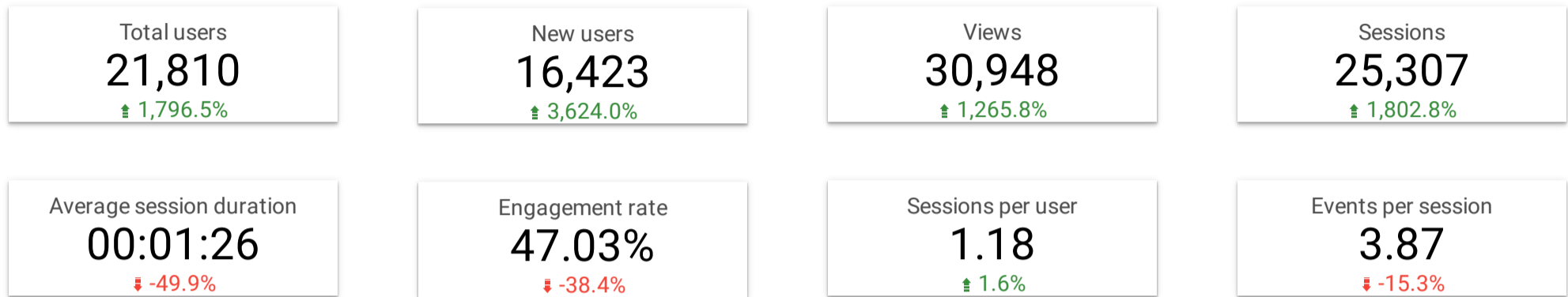
Sessions by Age



Top Performing Landing Pages

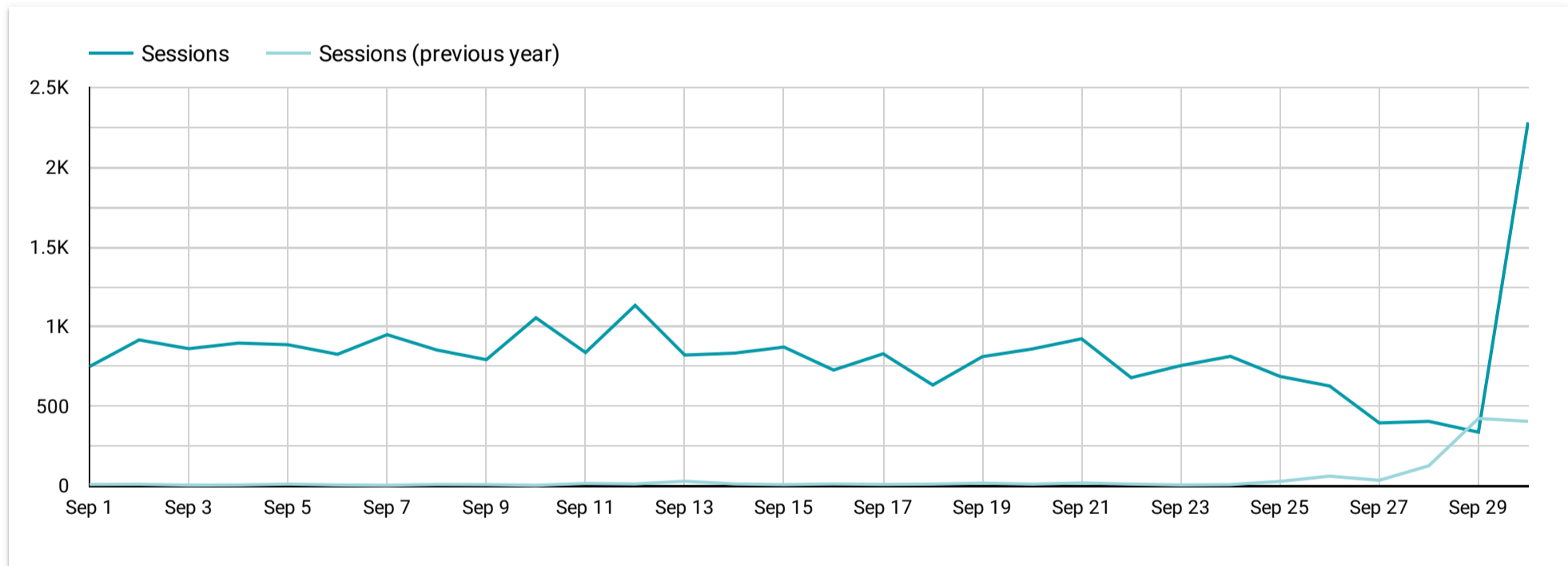
Landing page	Sessions	Views	Average session duration
1. /	101,338	148,479	00:01:28
2. /travel-guides/romance	28,724	55,611	00:01:02
3. /festivals-events/amelia-island-dining-month	18,493	25,151	00:01:53
4. /blog/fall-on-amelia-island-a-season-of-flavor-rhythm-a...	12,249	14,680	00:00:30
5. /travel-guides/family	9,865	19,253	00:01:05
6. /island-views	6,001	8,100	00:02:59
7. (not set)	5,920	0	00:00:28
8. /meetings	5,208	6,072	00:00:37

## 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/fall-on-amelia-island-a-season-of-flavor-rhythm-and-fun	/blog/fall-on-amelia-island-a-season-of-flavor-rhythm-and-fun/	12,249	12,805	00:00:21
2.	/blog/must-try-sandwiches-on-amelia-island-breakfast-and-lunch...	/blog/must-try-sandwiches-on-amelia-island-breakfast-and-lunch-f...	603	634	00:01:12
3.	/things-to-do	/blog/a-first-timers-guide-to-amelia-island/	581	672	00:01:54
4.	/travel-guides/downtown	/blog/from-a-z-26-things-to-see-do-in-historic-downtown/	417	468	00:02:50
5.	/blog/your-guide-to-fall-fashion-finds-on-amelia-island	/blog/your-guide-to-fall-fashion-finds-on-amelia-island/	406	483	00:01:32
6.	/blog/top-10-spots-every-sea-foodie-should-visit-on-amelia-island	/blog/top-10-spots-every-sea-foodie-should-visit-on-amelia-island/	374	415	00:01:15
7.	/	/blog/a-first-timers-guide-to-amelia-island/	322	371	00:01:57
8.	/blog/john-grisham-interview-amelia-island-book-festival	/blog/john-grisham-interview-amelia-island-book-festival/	258	287	00:01:26

Sep 1, 2024 - Sep 30, 2024

Source / Medium

Event name

## Events Summary

Event count  
**88,398**

Events per session  
**5.05**

Overall Key Event Rate  
**5.04%**

### Leisure & Weddings Key Events

Book Now Key Events  
**11,970**

Newsletter Sign Up Key Events  
**432**

Inspo. Guide Form Key Events  
**238**

Weddings RFI Key Events  
**5**

### Meeting Planners Key Events

Meetings RFP Key Events  
**3**

Meetings Quarterly Key Events  
**4**

Email Paul Key Events  
**0**

Call Paul Key Events  
**0**

### Travel Industry Professionals Key Events

TIP Quarterly Form Key Events  
**1**

Travel Agent Selections  
**1**

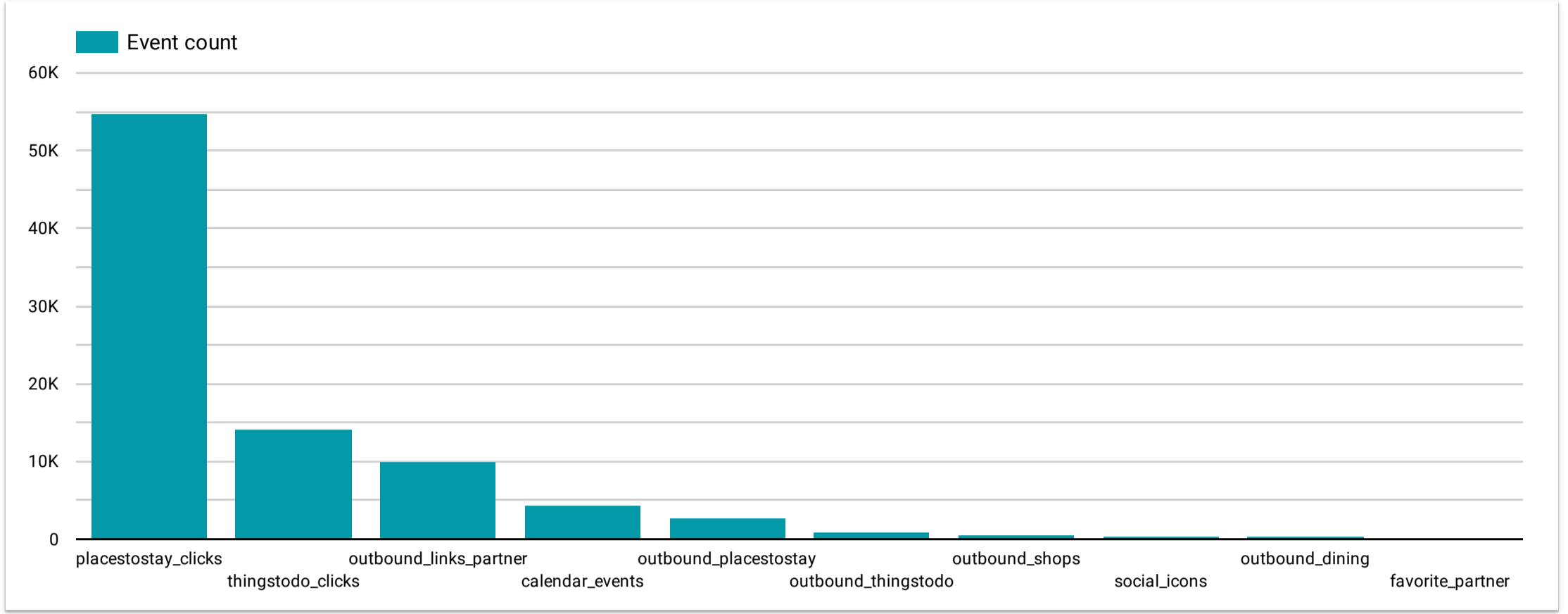
Tour Operator Selections  
**No data**

## General Website Events

Event count  
**88,398**

Events per session  
**5.05**

Overall Key Event Rate  
**5.04%**

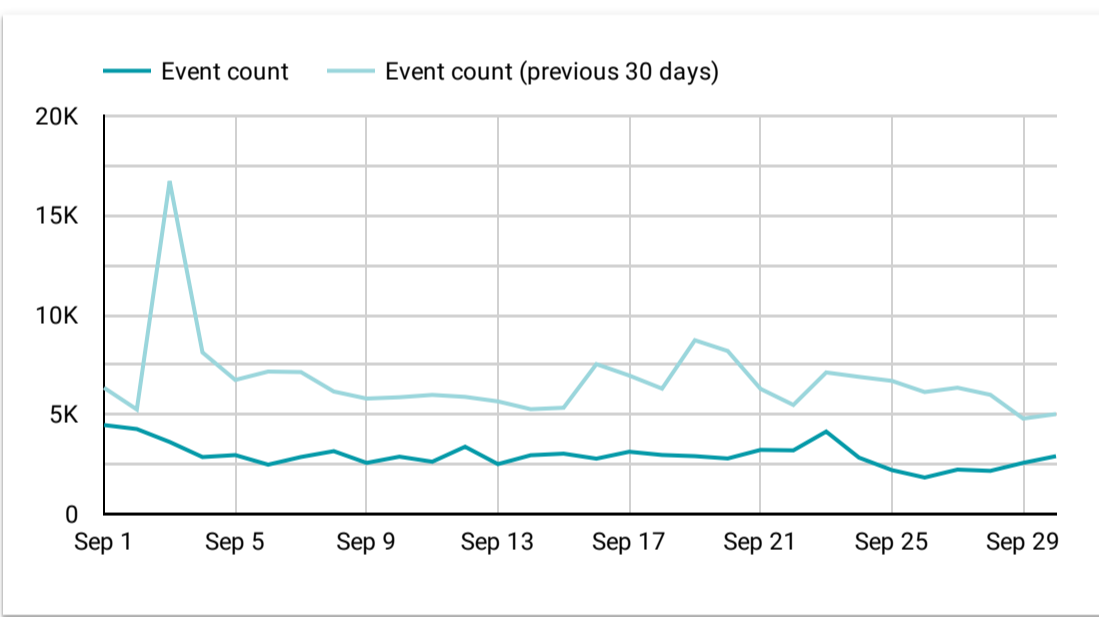


## Events and Conversions Performance Breakdown

### Events

Event name	Event count	Sessions	Events per session	Session k...
1. placestostay_clicks	54,797	7,265	7.54	0%
2. thingstodo_clicks	14,219	3,559	4	0%
3. outbound_links_partner	10,023	6,862	1.46	0%
4. calendar_events	4,311	2,093	2.06	0%
5. outbound_placestostay	2,671	1,676	1.59	0%
6. outbound_thingstodo	981	517	1.9	0%
7. outbound_shops	537	283	1.9	0%
8. social_icons	379	299	1.27	0%
9. outbound dining	306	212	1.44	0%

### Events Trend MoM



### Events by Channel/Campaign

First user default channel group	Event count
1. Organic Search	38,198
2. Paid Search	20,187
3. Direct	9,986
4. Organic Social	5,758
5. Cross-network	4,174
6. Referral	3,545
7. Display	3,504
8. Email	1,874
9. Unassigned	1,061

### Outbound Partner Links

Outbound Link Partner	Event count
1. Omni Amelia Island Resort - Amelia Island	391
2. The Ritz-Carlton, Amelia Island - Amelia Island	220
3. Marlin and Barrel Distillery - Amelia Island	183
4. Amelia River Cruises & Charters - Amelia Island	180
5. Barefoot Amelia Beach Rentals - Amelia Island	176
6. A1A Beach Vacations - Amelia Island	147
7. The Boat House - Amelia Island	142
8. The Villas of Amelia Island - Amelia Island	136

### Outbound Partner Links - Things to Do

Things to Do	Event count
1. Fernandina Beach Historic District and Mainstreet - Ame...	54
2. Barefoot Flyers PPG - Amelia Island	51
3. Jeffers Carriages - Amelia Island	51
4. Coast eBike Adventures - Amelia Island	32
5. Backwater Cat Adventure - Amelia Island	29
6. Amelia Island Horseback Riding - Amelia Island	28
7. Extreme Amelia Rentals - Amelia Island	25
8. Amelia Island Outfitters - Amelia Island	24

### Outbound Partner Links - Shopping

Shop Partner	Event count
1. Eight Flags Antique Market - Amelia Island	26
2. Your Guide to Fall Fashion Finds on Amelia Island - Am...	26
3. The Salty Local - Amelia Island	25
4. Salty Threads at The Shops at Omni Amelia Island Reso...	24
5. Harlow's on Beech - Amelia Island	23
6. Hudson & Perry - Amelia Island	17
7. Island Treasures - Amelia Island	14
8. Marché Burette at Omni Amelia Island Resort - Amelia Is...	13

### Outbound Partner Links - Accomodations

Accomodations	Event count
1. Omni Amelia Island Resort - Amelia Island	377
2. The Ritz-Carlton, Amelia Island - Amelia Island	247
3. Barefoot Amelia Beach Rentals - Amelia Island	148
4. The Villas of Amelia Island - Amelia Island	145
5. A1A Beach Vacations - Amelia Island	137
6. Amelia Island Getaways - Amelia Island	110
7. Sea Cottages of Amelia - Amelia Island	110
8. Amelia Island Treehouse - Amelia Island	96

### Outbound Partner Links - Dining

Dining Partner	Event count
1. Amelia Island Dining Month - Amelia Island	91
2. Foodie - Amelia Island	67
3. Amelia Island Cookout - Amelia Island	29
4. 5 Restaurants On Amelia Island With Epic Views - Ameli...	14
5. The Addison on Amelia Island - Amelia Island	13
6. The Boat House - Amelia Island	8
7. Island Map - Amelia Island	7
8. The Beech Street Grill - Amelia Island	7

### Favorited Partners

Favorite_Partner	Event count
1. Create or Edit a Trip Plan - Amelia Island	37
2. Things to Do - Amelia Island	15
3. Places to Stay on Amelia Island - Amelia Island	7
4. Amelia Island Nature & Outdoors Travel Guide - Amelia I...	5
5. It's an Island thing - Amelia Island	5
6. Your Guide to Fall Fashion Finds on Amelia Island - Am...	5
7. Amelia Island Restaurants and Dining - Amelia Island	4
8. Shops - Amelia Island	4

## Leisure & Weddings Key Events

Book Now Key Events

11,970

Newsletter Sign Up Key Events

432

Inspo. Guide Form Key Events

238

Weddings RFI Key Events

5

### 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)	32,506	44,505	2,309	128	36	0
2.	(none)	(direct)	(direct)	22,335	28,894	1,133	64	29	0
3.	display	padsquad	weddings	16,912	18,819	129	0	0	0
4.	display	padsquad	it's_an_island_thing	15,228	17,532	175	0	0	0
5.	video	adara	it's_an_island_thing	12,711	15,249	105	1	0	0
6.	display	adara	it's_an_island_thing	11,552	13,021	104	1	1	0
7.	social	facebook	blog-dynamic-fall	10,022	11,085	54	20	5	0
8.	social	facebook	it's_an_island_thing	7,335	7,791	440	36	16	0
9.	social	facebook	2024-dining-month-videos	7,111	7,766	65	15	1	0
10.	display	sojern	it's_an_island_thing	6,516	6,694	51	2	1	0
11.	display	theweathernetwork	it's_an_island_thing	6,033	7,535	551	1	1	0
12.	social	facebook	202409-event-carousel	5,493	5,524	15	2	1	0
13.	cpc	google	20240226 - Amelia Island - Leisur...	4,442	5,643	1,593	31	29	0

## Meeting Planners Key Events

Meetings RFP Key Events  
**3**

Meetings Quarterly Key Events  
**4**

Email Paul Key Events  
**0**

Call Paul Key Events  
**0**

### 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.	organic	google	(organic)	32,506	44,505	1	0	0	0
2.	(none)	(direct)	(direct)	22,335	28,894	1	0	0	0
3.	cpc	google	20240208 - Amelia Island - Me...	819	860	1	0	0	0
4.	cpc	meta	meetings-leadgen-202405	103	107	0	4	0	0

### Explore Venues Buttons

	Meetings Explore Venue	Event count
1.	<a href="https://www.ameliaisland.com/partners/omni-amelia-island-resort/?tab=meetings">https://www.ameliaisland.com/partners/omni-amelia-island-resort/?tab=meetings</a>	48
2.	<a href="https://www.ameliaisland.com/partners/the-ritz-carlton-amelia-island/?tab=meetings">https://www.ameliaisland.com/partners/the-ritz-carlton-amelia-island/?tab=meetings</a>	40
3.	<a href="https://www.ameliaisland.com/partners/courtyard-by-marriott-amelia-island/?tab=meetings">https://www.ameliaisland.com/partners/courtyard-by-marriott-amelia-island/?tab=meetings</a>	34
4.	<a href="https://www.ameliaisland.com/partners/hampton-inn-suites-amelia-island/?tab=meetings">https://www.ameliaisland.com/partners/hampton-inn-suites-amelia-island/?tab=meetings</a>	23
5.		14
6.	<a href="https://www.ameliaisland.com/partners/residence-inn-amelia-island/?tab=meetings">https://www.ameliaisland.com/partners/residence-inn-amelia-island/?tab=meetings</a>	13

## Travel Industry Professionals Key Events

TIP Quarterly Form Key Events

1

Travel Agent Selections

1

Tour Operator Selections

No data

### Conversions by Channel

	Medium	Source	Campaign	Total users	Sessions	TIP Quarterly Form Key Events
1.	cpc	meta	meetings-leadgen-2...	103	107	1
2.	referral	rockchasing.com	(referral)	1	1	0
3.	display	padsquad	weddings	16,912	18,819	0
4.	(not set)	syndication	(not set)	2	2	0
5.	3Demail	3Dtravelalerts.ca	(not set)	1	1	0
6.	cpc	google	(not set)	407	442	0
7.	cpc	google	(organic)	22	23	0
8.	organic	aol	(organic)	34	41	0
9.	organic	baidu	(organic)	12	12	0
10.	organic	bing	(organic)	1,196	1,561	0
11.	organic	duckduckgo	(organic)	531	747	0
12.	organic	ecosia.org	(organic)	19	30	0
13.	organic	aoodle	(organic)	32,506	44,505	0

1 - 100 / 469 < >

### Quarterly Email Form Selection

TIP form selection	Medium	Source	Key events
1. Travel Agent, Yes	cpc	meta	1

1 - 1 / 1 < >

## Mailchimp Performance

### Performance by Email Campaign

Subject Line	Date	Sent	Delivered	Opens	Unique Opens	Unique Open Rate	Clicks	Unique Clicks	Click Rate	Bounces	CPUO
Get ready to roll into a fun Fall escape 🍁🤔	Sep 30, 2024	141,362	140,217	40,317	29,437	20.99%	1,592	1,365	1.13%	1,145	2.77%
Celebrate Thanksgiving at Omni Amelia Isla...	Sep 20, 2024	71,193	71,093	39,680	28,768	40.47%	1,387	1,185	1.95%	100	3.11%
Amelia Island Tourism Opportunities	Sep 13, 2024	732	716	731	344	48.04%	74	44	10.11%	16	8.43%
Has it been a minute since your last escape...	Sep 12, 2024	71,125	70,821	37,948	27,579	38.94%	1,476	1,272	2.08%	304	3%
<b>Grand total</b>		<b>284,412</b>	<b>282,847</b>	<b>118,676</b>	-	-	<b>4,529</b>	-	<b>1.59%</b>	<b>1,565</b>	-

1 - 4 / 4 < >

### Leisure

Subject Line	Date	Sent	Delivered	Opens	Unique Opens	Unique Open R...	Clicks	Unique Clicks	Click Rate	Bounces	CPUO
Get ready to roll into a fun Fall escape 🍁🤔	Sep 30, 20...	141,362	140,217	40,317	29,437	20.99%	1,592	1,365	1.13%	1,145	2.77%
Celebrate Thanksgiving at Omni Amelia Island Resor...	Sep 20, 20...	71,193	71,093	39,680	28,768	40.47%	1,387	1,185	1.95%	100	3.11%
Has it been a minute since your last escape? 🍁🤔	Sep 12, 20...	71,125	70,821	37,948	27,579	38.94%	1,476	1,272	2.08%	304	3%
<b>Grand total</b>		<b>283,6...</b>	<b>282,131</b>	<b>117,945</b>	-	-	<b>4,455</b>	-	<b>1.57%</b>	<b>1,549</b>	-

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											
<b>Grand total</b>		-	-	-	-	-	-	-	-	-	-

### Amelia Island Tourism Industry Database - all

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

### Travel Industry Professionals

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

## Email Performance Summary

<p>Total users</p> <p><b>6,427</b></p> <p>↑ 97.5%</p>	<p>New users</p> <p><b>6,313</b></p> <p>↑ 100.0%</p>	<p>Views</p> <p><b>9,330</b></p> <p>↑ 26.3%</p>	<p>Sessions</p> <p><b>7,070</b></p> <p>↑ 72.7%</p>	<p>Average session duration</p> <p><b>00:01:18</b></p> <p>↓ -52.0%</p>
---	--	---	--	--

First user campaign	Landing page	Sessions	Views	Average session duration
1. it's_an_island_thing	/	3,257	3,517	00:00:42
2. it's_an_island_thing	/travel-guides/dining-nightlife	665	1,066	00:01:54
3. it's_an_island_thing	/festivals-events/golfweek-couples-event	456	521	00:00:41
4. it's_an_island_thing	/travel-guides/golf	353	386	00:01:19
5. it's_an_island_thing	/blog/your-guide-to-fall-fashion-finds-on-amelia-island	306	528	00:02:08
6. it's_an_island_thing	/travel-guides/nature-outdoors	240	259	00:00:49
7. it's an island thing	/partners/hampton-inn-suites-amelia-island	185	284	00:02:45

1 - 100 / 129 < >

### Sessions by Country

First user source / m...	Country	Sessions
1. globaltraveler / email	United States	2,512
2. ameliaisland / email	United States	1,357
3. torontolife / email	Canada	1,019
4. foodandwine / email	United States	734
5. golfweek / email	United States	473
6. usae / email	United States	132
7. escanism / email	Canada	1??

1 - 73 / 73 < >

### Sessions by City

First user source / me...	City	Sessions
1. globaltraveler / email	Tustin	852
2. globaltraveler / email	(not set)	654
3. globaltraveler / email	Acton	579
4. globaltraveler / email	Dallas	303
5. ameliaisland / email	(not set)	163
6. torontolife / email	Toronto	163
7. ameliaisland / email	Miami	95

1 - 100 / 1641 < >

## 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).

**Session** - A session is a group of user interactions with your website that take place within a given visit. For example, a single session can contain multiple pageviews, clicks, and form fills.

**Engaged Session** - A session that lasts longer than 10 second, has a key 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

**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