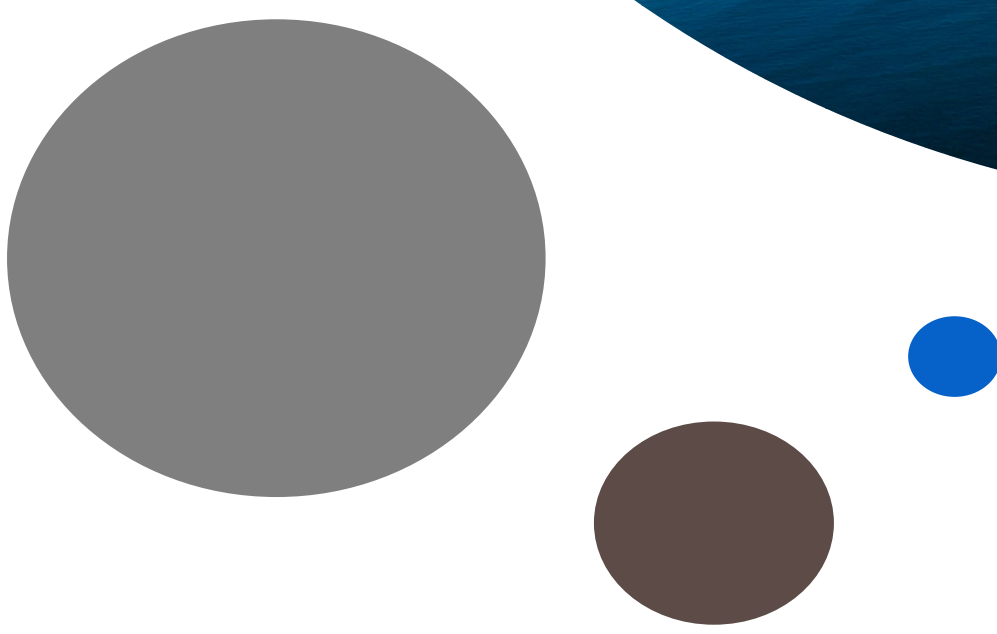





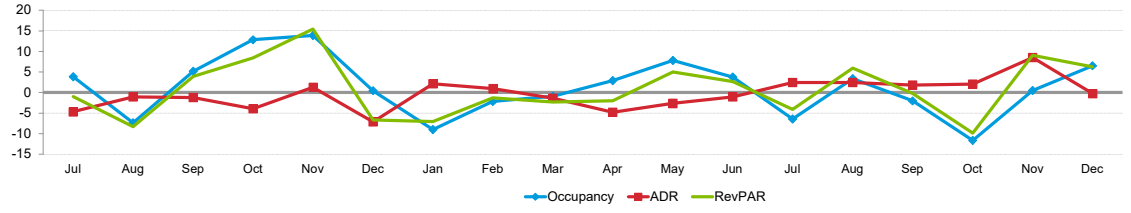
**AITDC 1st Quarter
Report to the BOCC
FY2025**

(October - December)

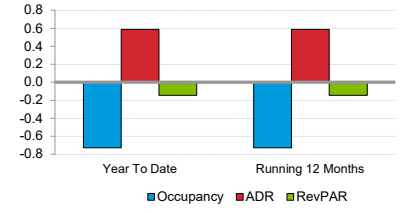


1. Finance:
(STR, Bed Tax,
Key Data & Munis)

Monthly Percent Change



Overall Percent Change



Occupancy (%)							2023							2024						
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		
This Year	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	57.8	57.6	51.5		
Last Year	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	65.4	57.3	48.4		
Percent Change	3.8	-7.3	5.2	12.8	13.9	0.4	-9.0	-2.2	-0.9	-4.8	-2.6	-1.0	-6.4	3.4	-11.7	0.5	6.5			

ADR							2023							2024						
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		
This Year	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	271.76	274.66	252.29		
Last Year	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	266.23	253.06	252.88		
Percent Change	-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	2.1	8.5	-0.2		

RevPAR							2023							2024						
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		
This Year	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	157.03	158.07	129.99		
Last Year	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	174.14	144.91	122.30		
Percent Change	-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	-9.8	9.1	6.3		

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

Demand							2023							2024						
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		
This Year	52,596	38,984	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	40,392	38,933	36,018		
Last Year	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	45,726	38,739	33,808		
Percent Change	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	-11.7	0.5	6.5		

Revenue							2023							2024						
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		
This Year	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	10,976,918	10,693,181	9,086,989		
Last Year	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	12,173,435	9,803,299	8,549,446		
Percent Change	-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	-9.8	9.1	6.3		

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

Year To Date				Running 12 Months			
2022	2023	2024		2022	2023	2024	
62.2	63.3	62.9		62.2	63.3	62.9	
59.9	62.2	63.3		59.9	62.2	63.3	
3.9	1.8	-0.7		3.9	1.8	-0.7	

Year To Date				Running 12 Months			
2022	2023	2024		2022	2023	2024	
300.22	298.15	299.90		300.22	298.15	299.90	
277.00	300.22	298.15		277.00	300.22	298.15	
8.4	-0.7	0.6		8.4	-0.7	0.6	

Year To Date				Running 12 Months			
2022	2023	2024		2022	2023	2024	
186.81	188.85	188.58		186.81	188.85	188.58	
165.84	186.81	188.58		165.84	186.81	188.58	
12.6	1.1	-0.1		12.6	1.1	-0.1	

Year To Date				Running 12 Months			
2022	2023	2024		2022	2023	2024	
822,532	823,075	823,075		822,532	823,075	823,075	
793,300	822,532	823,075		793,300	822,532	823,075	
3.7	0.1	0.0		3.7	0.1	0.0	

Year To Date				Running 12 Months			
2022	2023	2024		2022	2023	2024	
511,807	521,355	517,561		511,807	521,355	517,561	
474,929	511,807	521,355		474,929	511,807	521,355	
7.8	1.9	-0.7		7.8	1.9	-0.7	

Year To Date				Running 12 Months			
2022	2023	2024		2022	2023	2024	
153,657,159	155,441,396	155,214,811		153,657,159	155,441,396	155,214,811	
131,557,322	153,657,159	155,441,396		131,557,322	153,657,159	155,441,396	
16.8	1.2	-0.1		16.8	1.2	-0.1	

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Amelia Island Tourism Development Council

Monthly Bed Tax by Type



Amelia Island Bed Tax By Type FY2025

* rental type ROOMS category: rentals where a home owner is only renting out a room in their house versus the whole dwelling. (added in May, 2022)

Type	SEPTEMBER						OCTOBER						NOVEMBER						FIRST QUARTER							
	Potential	Actual	Occ.	Sales	Pct	Bed Tax	Potential	Actual	Occ.	Sales	Pct	Bed Tax	Potential	Actual	Occ.	Sales	Pct	Bed Tax	Potential	Actual	Occ	Sales	Pct	Bed Tax	ADR	RevPAR
B&B	1,890	504	26.7%	\$ 136,498	0.9%	\$ 6,825	1,953	634	32.5%	\$ 160,665	1.0%	\$ 8,033	1,890	683	36.1%	\$ 153,422	1.1%	\$ 7,671	\$ 5,733	\$ 1,821	31.8%	\$ 450,585	1.0%	\$ 22,529	\$247.44	\$78.59
Hotel	45,480	26,859	59.1%	\$ 7,139,155	47.1%	\$ 356,958	46,996	24,668	52.5%	\$ 7,660,996	48.5%	\$ 383,050	45,480	25,132	55.3%	\$ 7,487,751	53.9%	\$ 374,388	\$ 137,956	\$ 76,659	55.6%	\$22,287,903	49.7%	\$ 1,114,395	\$290.74	\$161.56
Property Management	54,720	22,517	41.1%	\$ 6,883,762	45.4%	\$ 344,188	56,389	21,864	38.8%	\$ 6,854,330	43.4%	\$ 342,717	54,570	20,282	37.2%	\$ 5,351,730	38.5%	\$ 267,586	\$ 165,679	\$ 64,663	39.0%	\$19,089,822	42.6%	\$ 954,491	\$295.22	\$115.22
Rooms*	270	17	6.3%	\$ 1,985	0.0%	\$ 99	279	34	12.2%	\$ 6,059	0.0%	\$ 303	270	36	13.3%	\$ 4,973	0.0%	\$ 249	\$ 819	\$ 87	10.6%	\$ 13,017	0.0%	\$ 651	\$149.62	\$15.89
Single Family	5,040	1,595	31.6%	\$ 315,188	2.1%	\$ 15,759	5,363	1,638	30.5%	\$ 439,522	2.8%	\$ 21,976	5,190	1,361	26.2%	\$ 412,880	3.0%	\$ 20,644	\$ 15,593	\$ 4,594	29.5%	\$ 1,167,590	2.6%	\$ 58,380	\$254.16	\$74.88
Condo	7,680	4,001	52.1%	\$ 684,620	4.5%	\$ 34,231	7,874	2,501	31.8%	\$ 671,250	4.3%	\$ 33,562	7,620	1,926	25.3%	\$ 475,287	3.4%	\$ 23,764	\$ 23,174	\$ 8,428	36.4%	\$ 1,831,157	4.1%	\$ 91,558	\$217.27	\$79.02
TOTAL	115,080	55,493	48.2%	\$15,161,210	100.0%	\$ 758,060	118,854	51,339	43.2%	\$15,792,821	100.0%	\$ 789,641	115,020	49,420	43.0%	\$13,886,043	100.0%	\$ 694,302	348,954	156,252	44.8%	\$44,840,074	100.0%	\$ 2,242,004	\$286.97	\$128.50

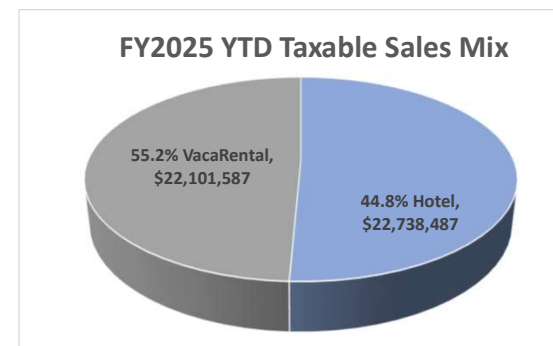
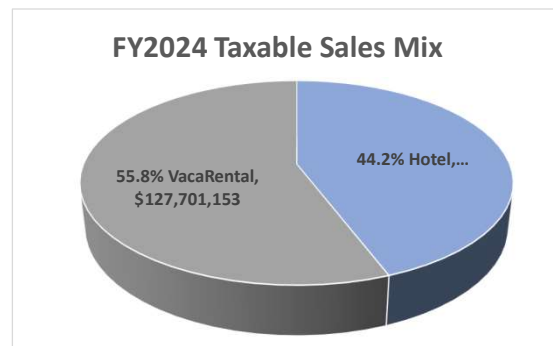
Type	DECEMBER						JANUARY						FEBRUARY						SECOND QUARTER								
	Potential	Actual	Occ.	Sales	Pct	Bed Tax	Potential	Actual	Occ.	Sales	Pct	Bed Tax	Potential	Actual	Occ.	Sales	Pct	Bed Tax	Potential	Actual	Occ	Sales	Pct	Bed Tax	ADR	RevPAR	
B&B			#DIV/0!	\$ -	#DIV/0!	\$ -			#DIV/0!	\$ -	#DIV/0!	\$ -			#DIV/0!	\$ -	#DIV/0!	\$ -	\$ -	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -	#DIV/0!
Hotel			#DIV/0!	\$ -	#DIV/0!	\$ -			#DIV/0!	\$ -	#DIV/0!	\$ -			#DIV/0!	\$ -	#DIV/0!	\$ -	\$ -	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -	
Property Management			#DIV/0!	\$ -	#DIV/0!	\$ -			#DIV/0!	\$ -	#DIV/0!	\$ -			#DIV/0!	\$ -	#DIV/0!	\$ -	\$ -	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -	
Rooms*			#DIV/0!	\$ -	#DIV/0!	\$ -			#DIV/0!	\$ -	#DIV/0!	\$ -			#DIV/0!	\$ -	#DIV/0!	\$ -	\$ -	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -	
Single Family			#DIV/0!	\$ -	#DIV/0!	\$ -			#DIV/0!	\$ -	#DIV/0!	\$ -			#DIV/0!	\$ -	#DIV/0!	\$ -	\$ -	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -	
Condo			#DIV/0!	\$ -	#DIV/0!	\$ -			#DIV/0!	\$ -	#DIV/0!	\$ -			#DIV/0!	\$ -	#DIV/0!	\$ -	\$ -	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -	
TOTAL	-	-	#DIV/0!	\$ -	#DIV/0!	\$ -	-	-	#DIV/0!	\$ -	#DIV/0!	\$ -	-	-	#DIV/0!	\$ -	#DIV/0!	\$ -	-	-	#DIV/0!	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -	

Type	MARCH						APRIL						MAY						THIRD QUARTER							
	Potential	Actual	Occ.	Sales	Pct	Bed Tax	Potential	Actual	Occ.	Sales	Pct	Bed Tax	Potential	Actual	Occ.	Sales	Pct	Bed Tax	Potential	Actual	Occ	Sales	Pct	Bed Tax	ADR	RevPAR
B&B			#DIV/0!	\$ -	#DIV/0!	\$ -			#DIV/0!	\$ -	#DIV/0!	\$ -			#DIV/0!	\$ -	#DIV/0!	\$ -	\$ -	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -
Hotel			#DIV/0!	\$ -	#DIV/0!	\$ -			#DIV/0!	\$ -	#DIV/0!	\$ -			#DIV/0!	\$ -	#DIV/0!	\$ -	\$ -	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -
Property Management			#DIV/0!	\$ -	#DIV/0!	\$ -			#DIV/0!	\$ -	#DIV/0!	\$ -			#DIV/0!	\$ -	#DIV/0!	\$ -	\$ -	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -
Rooms *			#DIV/0!	\$ -	#DIV/0!	\$ -			#DIV/0!	\$ -	#DIV/0!	\$ -			#DIV/0!	\$ -	#DIV/0!	\$ -	\$ -	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -
Single Family			#DIV/0!	\$ -	#DIV/0!	\$ -			#DIV/0!	\$ -	#DIV/0!	\$ -			#DIV/0!	\$ -	#DIV/0!	\$ -	\$ -	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -
Condo			#DIV/0!	\$ -	#DIV/0!	\$ -			#DIV/0!	\$ -	#DIV/0!	\$ -			#DIV/0!	\$ -	#DIV/0!	\$ -	\$ -	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -
TOTAL	-	-	#DIV/0!	\$ -	#DIV/0!	\$ -	-	-	#DIV/0!	\$ -	#DIV/0!	\$ -	-	-	#DIV/0!	\$ -	#DIV/0!	\$ -	-	-	#DIV/0!	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -

Type	JUNE						JULY						AUGUST						FOURTH QUARTER							
	Potential	Actual	Occ.	Sales	Pct	Bed Tax	Potential	Actual	Occ.	Sales	Pct	Bed Tax	Potential	Actual	Occ.	Sales	Pct	Bed Tax	Potential	Actual	Occ	Sales	Pct	Bed Tax	ADR	RevPAR
B&B			#DIV/0!	\$ -	#DIV/0!	\$ -			#DIV/0!	\$ -	#DIV/0!	\$ -			#DIV/0!	\$ -	#DIV/0!	\$ -	\$ -	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -
Hotel			#DIV/0!	\$ -	#DIV/0!	\$ -			#DIV/0!	\$ -	#DIV/0!	\$ -			#DIV/0!	\$ -	#DIV/0!	\$ -	\$ -	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -
Property Management			#DIV/0!	\$ -	#DIV/0!	\$ -			#DIV/0!	\$ -	#DIV/0!	\$ -			#DIV/0!	\$ -	#DIV/0!	\$ -	\$ -	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -
Rooms *			#DIV/0!	\$ -	#DIV/0!	\$ -			#DIV/0!	\$ -	#DIV/0!	\$ -			#DIV/0!	\$ -	#DIV/0!	\$ -	\$ -	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -
Single Family			#DIV/0!	\$ -	#DIV/0!	\$ -			#DIV/0!	\$ -	#DIV/0!	\$ -			#DIV/0!	\$ -	#DIV/0!	\$ -	\$ -	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -
Condo			#DIV/0!	\$ -	#DIV/0!	\$ -			#DIV/0!	\$ -	#DIV/0!	\$ -			#DIV/0!	\$ -	#DIV/0!	\$ -	\$ -	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -
TOTAL	-	-	#DIV/0!	\$ -	#DIV/0!	\$ -	-	-	#DIV/0!	\$ -	#DIV/0!	\$ -	-	-	#DIV/0!	\$ -	#DIV/0!	\$ -	-	-	#DIV/0!	\$ -	#DIV/0!	\$ -	#DIV/0!	\$ -

FY 2025 TOTAL														
Type	Potential	Actual	Occ	Sales	Pct	Bed Tax	ADR	RevPAR	% ADR	% RevPAR				
B&B	5,733	1,821	31.8%	\$ 450,585	1.0%	\$ 22,529	\$ 247.44	\$ 78.59	-24.3%	-44.3%				
Hotel	137,956	76,659	55.6%	\$22,287,903	49.7%	\$ 1,114,395	\$ 290.74	\$ 161.56	-15.0%	-10.6%				
Property Management	165,679	64,663	39.0%	\$19,089,822	42.6%	\$ 954,491	\$ 295.22	\$ 115.22	16.5%	-28.5%				
Rooms	819	87	10.6%	\$ 13,017	0.0%	\$ 651	\$ 149.62	\$ 15.89	-51.4%	-68.7%				
Single Family	15,593	4,594	29.5%	\$ 1,167,590	2.6%	\$ 58,380	\$ 254.16	\$ 74.88	-19.8%	-41.9%				
Condo	23,174	8,428	36.4%	\$ 1,831,157	4.1%	\$ 91,558	\$ 217.27	\$ 79.02	-23.6%	-40.5%				
TOTAL	348,954	156,252	44.8%	\$44,840,074	100.0%	\$ 2,242,004	\$ 286.97	\$ 128.50	-1.3%	-22.0%				

FY 2024 TOTAL														
Type	Potential	Actual	Occ	Sales	Pct	Bed Tax	ADR	RevPAR	% ADR	% RevPAR				
B&B	32,456	14,002	43.1%	\$ 4,578,142	2.0%	\$ 228,907	\$ 326.96	\$ 141.06	1.6%	-7.0%				
Hotel	546,295	288,572	52.8%	\$98,684,105	42.8%	\$ 4,934,205	\$ 341.97	\$ 180.64	-4.1%	2.5%				
Property Management	661,466	420,623	63.6%	\$106,553,445	46.2%	\$ 5,327,672	\$ 253.32	\$ 161.09	-15.8%	-5.7%				
Rooms	3,292	544	16.5%	\$ 167,400	0.1%	\$ 8,370	\$ 307.72	\$ 50.85	77.2%	-54.6%				
Single Family	61,157	24,880	40.7%	\$ 7,884,320	3.4%	\$ 394,216	\$ 316.89	\$ 128.92	26.7%	19.2%				
Condo	96,014	44,880	46.7%	\$12,761,634	5.5%	\$ 638,082	\$ 284.35	\$ 132.91	5.2%	-0.3%				
TOTAL	1,400,680	793,501	56.7%	\$230,629,045	100.0%	\$11,531,452	\$ 290.65	\$ 164.66	-8.6%	-1.5%				



Hotel includes:
B&Bs and Hotels

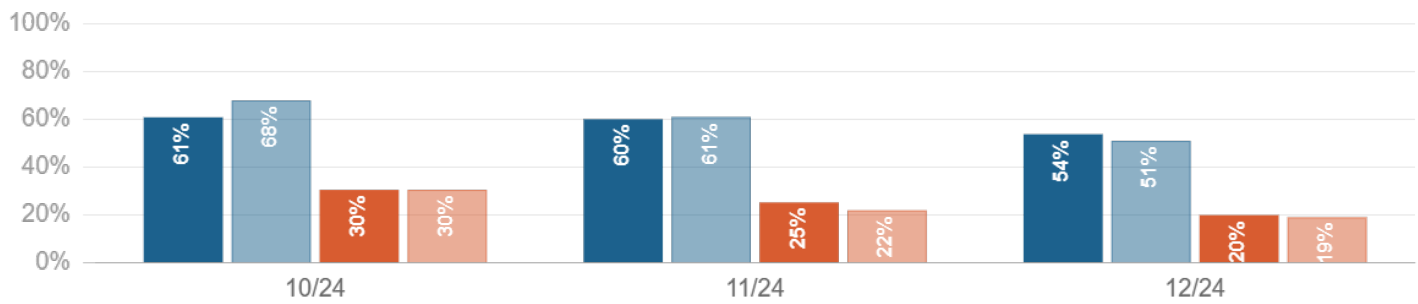
Vacation Rental includes:
Prop. Management, Rooms, Single Family, and Condo

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

KPI	Value	Compared	Difference
Paid Occupancy % (Hotels)	58.0%	59.7%	-3%
Paid Occupancy % (VR)	24.9%	23.6%	6%
ADR (Hotels)	\$271	\$264	2%
ADR (VR)	\$280	\$280	-0%
RevPAR (Hotels)	\$157	\$158	-1%
RevPAR (VR)	\$70	\$66	6%
Avg. Length of Stay (Hotels)	2.4	2.4	-1%
Avg. Length of Stay (VR)	4.7	4.6	2%

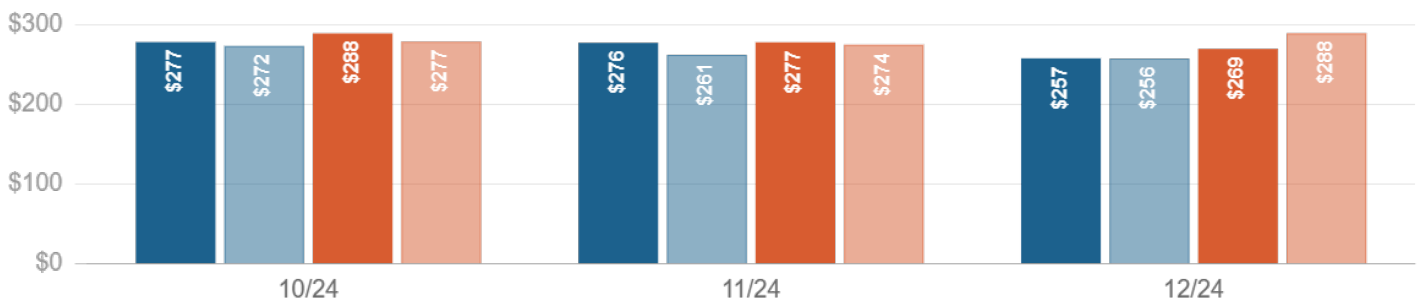
Paid Occupancy %

- Amelia Island Hotels | 10/1/2024 to 12/31/2024 (as of 01/05/2025)
- Amelia Island Hotels | 10/1/2023 to 12/31/2023 (as of 01/05/2024)
- Amelia Island VRs | 10/1/2024 to 12/31/2024 (as of 01/05/2025)
- Amelia Island VRs | 10/1/2023 to 12/31/2023 (as of 01/05/2024)



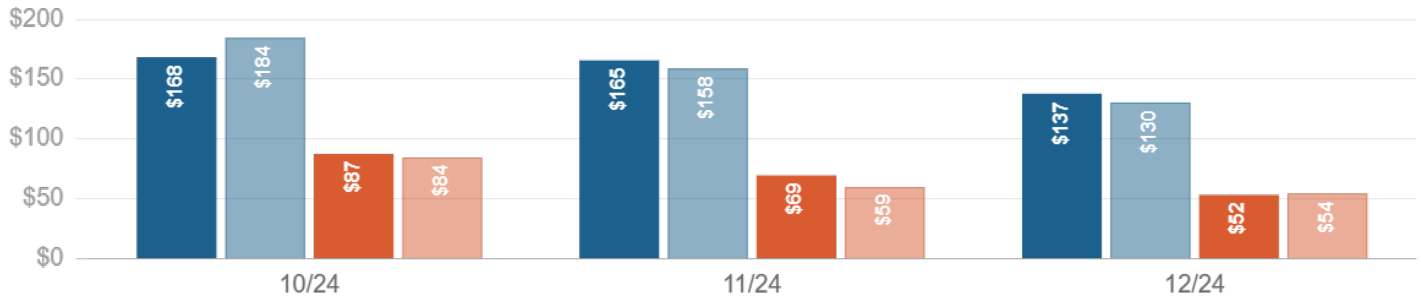
ADR

- Amelia Island Hotels | 10/1/2024 to 12/31/2024 (as of 01/05/2025)
- Amelia Island Hotels | 10/1/2023 to 12/31/2023 (as of 01/05/2024)
- Amelia Island VRs | 10/1/2024 to 12/31/2024 (as of 01/05/2025)
- Amelia Island VRs | 10/1/2023 to 12/31/2023 (as of 01/05/2024)



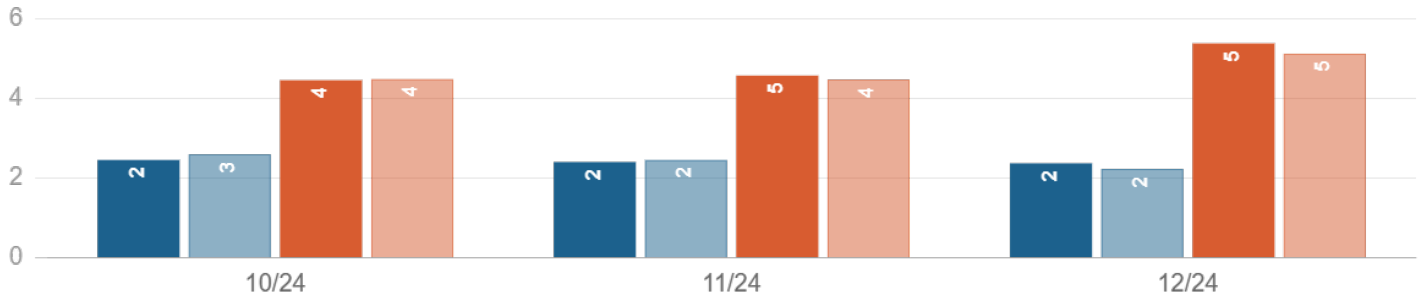
RevPAR

- Amelia Island Hotels | 10/1/2024 to 12/31/2024 (as of 01/05/2025)
- Amelia Island Hotels | 10/1/2023 to 12/31/2023 (as of 01/05/2024)
- Amelia Island VRs | 10/1/2024 to 12/31/2024 (as of 01/05/2025)
- Amelia Island VRs | 10/1/2023 to 12/31/2023 (as of 01/05/2024)



Avg. Length of Stay

- Amelia Island Hotels | 10/1/2024 to 12/31/2024 (as of 01/05/2025)
- Amelia Island Hotels | 10/1/2023 to 12/31/2023 (as of 01/05/2024)
- Amelia Island VRs | 10/1/2024 to 12/31/2024 (as of 01/05/2025)
- Amelia Island VRs | 10/1/2023 to 12/31/2023 (as of 01/05/2024)



BOARD OF COMMISSIONERS



YEAR-TO-DATE BUDGET REPORT

FOR 2025 13									
ACCOUNTS FOR:		ORIGINAL	TRANFRS/	REVISED			AVAILABLE	PCT	
137	AI TOURIST DEVELOPMENT FUND	APPROP	ADJSTMTS	BUDGET	YTD ACTUAL	ENC/REQ	BUDGET	USE/COL	
37000000 AI TOURIST DEVELOP FUND									
37000000	312130 TOURIST DEVELOP	-11,536,000	0	-11,536,000	-1,547,701.54	.00	-9,988,298.46	13.4%*	
37000000	399952 CASH FWD-MARKET	-12,089,559	0	-12,089,559	.00	.00	-12,089,559.00	.0%*	
37000000	399953 CASH FWD-TRADE	-2,985,351	0	-2,985,351	.00	.00	-2,985,351.00	.0%*	
37000000	399954 CASH FWD-BEACH	-1,932,893	0	-1,932,893	.00	.00	-1,932,893.00	.0%*	
	TOTAL AI TOURIST DEVELOP FUND	-28,543,803	0	-28,543,803	-1,547,701.54	.00	-26,996,101.46	5.4%	
37521582 TDC ADMIN FEES-TRANS OUT									
37521582	591910 CLERK ADMINISTRA	173,040	0	173,040	23,215.53	.00	149,824.47	13.4%	
37521582	591910 TAXCO ADMIN FEE-	173,040	0	173,040	23,215.53	.00	149,824.47	13.4%	
	TOTAL TDC ADMIN FEES-TRANS OUT	346,080	0	346,080	46,431.06	.00	299,648.94	13.4%	
37522552 TDC RESEARCH/ADMIN									
37522552	531041 MANAGEMENT FEE-	1,678,488	0	1,678,488	225,190.57	.00	1,453,297.43	13.4%	
	TOTAL TDC RESEARCH/ADMIN	1,678,488	0	1,678,488	225,190.57	.00	1,453,297.43	13.4%	
37523552 TDC MARKETING									
37523552	399100 C0112 CASH FORWA	-2,827,858	0	-2,827,858	.00	.00	-2,827,858.00	.0%*	
37523552	512000 REGULAR SALARIE	126,690	0	126,690	.00	.00	126,690.00	.0%	
37523552	521010 FICA TAXES	7,855	0	7,855	.00	.00	7,855.00	.0%	

BOARD OF COMMISSIONERS



YEAR-TO-DATE BUDGET REPORT

FOR 2025 13									
ACCOUNTS FOR:	ORIGINAL	TRANFRS/	REVISED				AVAILABLE	PCT	
137 AI TOURIST DEVELOPMENT FUND	APPROP	ADJSTMTS	BUDGET	YTD	ACTUAL	ENC/REQ	BUDGET	USE/COL	
37523552 521020 MEDICARE TAXES	1,837	0	1,837		.00	.00	1,837.00	.0%	
37523552 522000 RETIREMENT	17,268	0	17,268		.00	.00	17,268.00	.0%	
37523552 523010 LIFE & HEALTH I	20,885	0	20,885		.00	.00	20,885.00	.0%	
37523552 524010 WORKERS' COMPEN	165	0	165		.00	.00	165.00	.0%	
37523552 531000 PROFESSIONAL SE	500,000	0	500,000	15,000.00		45,000.00	440,000.00	12.0%	
37523552 531000 C0112 PROFESSION	4,227,858	0	4,227,858		.00	31,971.96	4,195,886.04	.8%	
37523552 534250 MARKETING DATA	275,000	0	275,000		.00	130,000.00	145,000.00	47.3%	
37523552 540000 ENTNT TRAVEL AND	10,000	0	10,000		.00	.00	10,000.00	.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 548110 PRODUCTION	500,000	36,000	536,000	13,440.00		512,820.00	9,740.00	98.2%	
37523552 548120 PAID MEDIA	4,000,000	0	4,000,000	190,532.57		3,130,011.00	679,456.43	83.0%	
37523552 548240 INTERACTIVE	450,000	0	450,000	78,183.97		294,387.50	77,428.53	82.8%	
37523552 548350 GRANT PARTNERS/S	300,000	0	300,000		.00	.00	300,000.00	.0%	
37523552 548350 LCPRJ PARTNERS/S	495,054	0	495,054	122,500.00		.00	372,554.00	24.7%	
37523552 548350 PRTNR PARTNERS/S	200,000	0	200,000	138,542.00		.00	61,458.00	69.3%	
37523552 548350 SPORT PARTNERS/S	150,000	0	150,000		.00	.00	150,000.00	.0%	
37523552 548520 SPECIAL EVENTS	25,000	0	25,000		.00	.00	25,000.00	.0%	
37523552 548520 DOC SPECIAL EVEN	500,000	0	500,000	433,866.41		25,511.16	40,622.43	91.9%	
37523552 548520 HOLDY SPECIAL EV	250,000	0	250,000	185,613.20		.00	64,386.80	74.2%	
37523552 548520 RESTW SPECIAL EV	7,500	0	7,500		.00	.00	7,500.00	.0%	

BOARD OF COMMISSIONERS



YEAR-TO-DATE BUDGET REPORT

FOR 2025 13								
ACCOUNTS FOR:	ORIGINAL	TRANFRS/	REVISED	YTD	ENC/REQ	AVAILABLE	PCT	
137 AI TOURIST DEVELOPMENT FUND	APPROP	ADJSTMTS	BUDGET	ACTUAL		BUDGET	USE/COL	
37523552 548520 SPEC SPECIAL EVE	300,000	-36,000	264,000	14,142.88	.00	249,857.12	5.4%	
37523552 548710 PREXP PUBLIC REL	170,000	0	170,000	16,400.00	131,600.00	22,000.00	87.1%	
TOTAL TDC MARKETING	9,737,254	0	9,737,254	1,208,221.03	4,301,301.62	4,227,731.35	56.6%	
37524552 TDC TRADE SHOWS/TRAVEL TR								
37524552 534000 WELMC OTHER CONT	1,440	0	1,440	106.00	.00	1,334.00	7.4%	
37524552 540000 ENTNT TRAVEL AND	3,000	0	3,000	.00	.00	3,000.00	.0%	
37524552 540000 LODGE TRAVEL AND	14,000	0	14,000	678.85	.00	13,321.15	4.8%	
37524552 540000 MEALS TRAVEL AND	6,000	0	6,000	124.06	.00	5,875.94	2.1%	
37524552 540000 SALMS TRAVEL AND	1,200	0	1,200	.00	.00	1,200.00	.0%	
37524552 540000 TRAVL TRAVEL AND	17,500	0	17,500	937.42	.00	16,562.58	5.4%	
37524552 541000 WELMC COMMUNICAT	5,500	0	5,500	663.80	.00	4,836.20	12.1%	
37524552 542000 DRAYG FREIGHT AN	75,000	-5,000	70,000	.00	.00	70,000.00	.0%	
37524552 542000 FULFL FREIGHT AN	55,000	0	55,000	16,069.00	22,500.00	16,431.00	70.1%	
37524552 542000 POSTG FREIGHT AN	0	5,000	5,000	1,090.74	.00	3,909.26	21.8%	
37524552 543000 WELMC UTILITY SE	5,000	0	5,000	1,038.59	.00	3,961.41	20.8%	
37524552 544000 WELMC RENTALS AN	18,000	0	18,000	2,374.00	.00	15,626.00	13.2%	
37524552 545000 INSURANCE	10,000	0	10,000	.00	.00	10,000.00	.0%	
37524552 545000 WELMC INSURANCE	4,200	0	4,200	1,620.00	.00	2,580.00	38.6%	
37524552 547000 PRINTING-BROCHU	170,000	0	170,000	5,330.96	5,641.00	159,028.04	6.5%	
37524552 548018 INTNL TRAVEL TRA	350,000	0	350,000	41,223.53	209,666.67	99,109.80	71.7%	
37524552 548018 MEETG TRAVEL TRA	300,000	0	300,000	.00	.00	300,000.00	.0%	

BOARD OF COMMISSIONERS



YEAR-TO-DATE BUDGET REPORT

FOR 2025 13								
ACCOUNTS FOR:	ORIGINAL	TRANFRS/	REVISED	YTD	ENC/REQ	AVAILABLE	PCT	
137 AI TOURIST DEVELOPMENT FUND	APPROP	ADJSTMTS	BUDGET	ACTUAL		BUDGET	USE/COL	
37524552 548018 NICHE TRAVEL TRA	455,000	0	455,000	10,000.00	400,000.00	45,000.00	90.1%	
37524552 548018 TDREL TRAVEL TRA	10,000	0	10,000	1,290.00	.00	8,710.00	12.9%	
37524552 548018 TDSHW TRAVEL TRA	180,000	0	180,000	.00	.00	180,000.00	.0%	
37524552 548019 INCTV HOSPITALIT	100,000	0	100,000	106.83	.00	99,893.17	.1%	
37524552 548019 PUBAW HOSPITALIT	65,000	0	65,000	303.71	.00	64,696.29	.5%	
37524552 548019 WELMC HOSPITALIT	15,000	0	15,000	185.62	.00	14,814.38	1.2%	
37524552 548161 FAMS FAMILIARIZA	15,000	0	15,000	.00	.00	15,000.00	.0%	
37524552 548161 FLTFS FAMILIARIZ	10,000	0	10,000	.00	.00	10,000.00	.0%	
37524552 548161 SALMS FAMILIARIZ	10,000	0	10,000	.00	.00	10,000.00	.0%	
37524552 549000 WELMC OTHER CURR	150,000	0	150,000	.00	138,253.68	11,746.32	92.2%	
37524552 552007 PROMOTIONAL SUP	75,000	0	75,000	10,556.67	.00	64,443.33	14.1%	
37524552 554006 DUES/SUBSCRIPT/	40,000	0	40,000	16,538.20	.00	23,461.80	41.3%	
TOTAL TDC TRADE SHOWS/TRAVEL TR	2,160,840	0	2,160,840	110,237.98	776,061.35	1,274,540.67	41.0%	
37525539 TDC BEACH IMPROVEMENTS								
37525539 399100 C0112 CASH FORWA	-3,689,811	0	-3,689,811	.00	.00	-3,689,811.00	.0%*	
37525539 534102 CONTRACT SERVIC	50,000	0	50,000	.00	.00	50,000.00	.0%	
37525539 534102 OFBCH CONTRACT S	125,000	0	125,000	.00	8,158.75	116,841.25	6.5%	
37525539 534102 ONBCH CONTRACT S	360,000	0	360,000	54,000.00	81,000.00	225,000.00	37.5%	
37525539 552000 MISC OPERATING	15,000	0	15,000	976.20	.00	14,023.80	6.5%	
37525539 554000 DUES & SUBSCRIP	15,000	0	15,000	6,500.00	.00	8,500.00	43.3%	
37525539 563000 C0112 IMPROVEMEN	4,789,811	0	4,789,811	.00	247,097.91	4,542,713.09	5.2%	

BOARD OF COMMISSIONERS



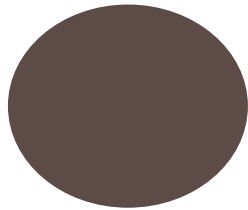
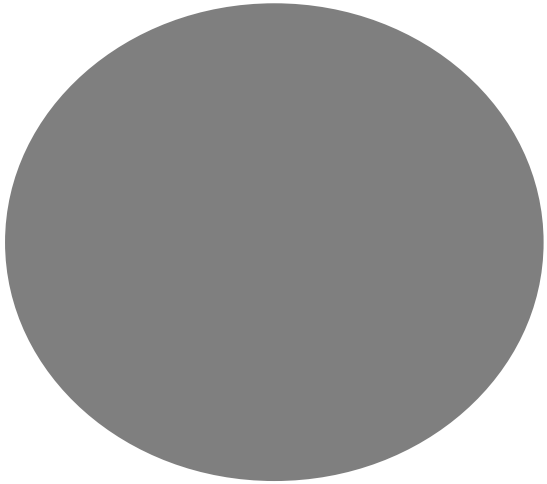
YEAR-TO-DATE BUDGET REPORT

FOR 2025 13								
ACCOUNTS FOR:	ORIGINAL	TRANFRS/	REVISED			AVAILABLE	PCT	
137 AI TOURIST DEVELOPMENT FUND	APPROP	ADJSTMTS	BUDGET	YTD ACTUAL	ENC/REQ	BUDGET	USE/COL	
37525539 581202 AID-CITY OF FER	89,000	0	89,000	.00	.00	89,000.00	.0%	
TOTAL TDC BEACH IMPROVMENTS	1,754,000	0	1,754,000	61,476.20	336,256.66	1,356,267.14	22.7%	
37999599 RESERVES								
37999599 599053 RESERVES MARKET	9,625,753	0	9,625,753	.00	.00	9,625,753.00	.0%	
37999599 599054 RESERVES TRADE	1,943,503	0	1,943,503	.00	.00	1,943,503.00	.0%	
37999599 599055 RESERVES BEACH	1,297,885	0	1,297,885	.00	.00	1,297,885.00	.0%	
TOTAL RESERVES	12,867,141	0	12,867,141	.00	.00	12,867,141.00	.0%	
TOTAL AI TOURIST DEVELOPMENT FUND	0	0	0	103,855.30	5,413,619.63	-5,517,474.93	100.0%	
TOTAL REVENUES	-35,061,472	0	-35,061,472	-1,547,701.54	.00	-33,513,770.46		
TOTAL EXPENSES	35,061,472	0	35,061,472	1,651,556.84	5,413,619.63	27,996,295.53		

YEAR-TO-DATE BUDGET REPORT

FOR 2025 13							
	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD ACTUAL	ENC/REQ	AVAILABLE BUDGET	PCT USE/COL
GRAND TOTAL	0	0	0	103,855.30	5,413,619.63	-5,517,474.93	100.0%

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



2. Research



Amelia Island CVB

Visitor Tracking Study
October – December 2024

QUARTERLY SNAPSHOT: OCT-DEC 2024

Compared to October-December 2023:

- » While visitor spending decreased YOY, visitor number increased, and economic impact only decreased by 0.03%
- » Fewer paid visitors and fewer available vacation rental units led to a decrease in room nights
- » 2024 saw fewer overnight visitors from Jacksonville and more from other major markets, including out of state markets
- » Canadian visitation increased from 1% of all visitors in 2023 to 2% in 2024
- » Amelia Island saw fewer leisure visitors and more traveling for business, an event, or to visit friends or family. Relatedly, more visitors reported consulting friends and family when planning their trips to Amelia Island. In addition, fewer visitors considered other destinations when deciding where to travel this quarter; they came to Amelia Island for a specific reason.
- » More of Amelia Island's visitors were in the area for the first time (+7% points from 2023)
- » More visitors recalled seeing ads on Amelia Island's social media, as well as on social media in general. In addition, more visitors reported using social media to help plan their trips.
- » The average visitor income increased from \$130,300 to \$146,300

QUARTERLY SNAPSHOT

October – December
2024



205,400

TOTAL
VISITORS

vs. 2023 ↑ 2.2%



158,480

ROOM
NIGHTS

↓ 2.5%



\$130,665,700

DIRECT
SPENDING

↓ 6.0%



616,200

VISITOR
DAYS

↑ 2.2%

EXECUTIVE SUMMARY



VISITOR JOURNEY: ECONOMIC IMPACT



TOURISM SNAPSHOT: METRICS

	Oct – Dec 2023 ¹	Oct – Dec 2024	% Δ
Visitors	202,700	207,100	+ 2.2%
Visitor Days	608,100	621,300	+ 2.2%
Direct Spending	\$139,303,700	\$130,912,500	- 6.0%
Economic Impact ²	\$183,323,700	\$183,277,500	- 0.03%

	Oct – Dec 2023 ¹	Oct – Dec 2024	% Δ
Occupancy ³	46.8%	46.9%	+ 0.3%
ADR ³	\$264.17	\$269.58	+ 2.0%
RevPAR ³	\$123.75	\$126.56	+ 2.3%
Room Nights ^{3,4}	162,520	158,480	- 2.5%

¹Previous data revised to reflect updated 2023 Q4 accommodations figures.

²The IMPLAN multiplier for FY2025 updated to 1.40 from 1.32 in FY2024.

³Sources: Key Data, Smith Travel Research, Florida Department of Business and Professional Regulation.

⁴Larger drop in room nights due to fewer vacation rental units.

VISITOR JOURNEY: PRE-VISIT



TRIP PLANNING/BOOKING CYCLE*

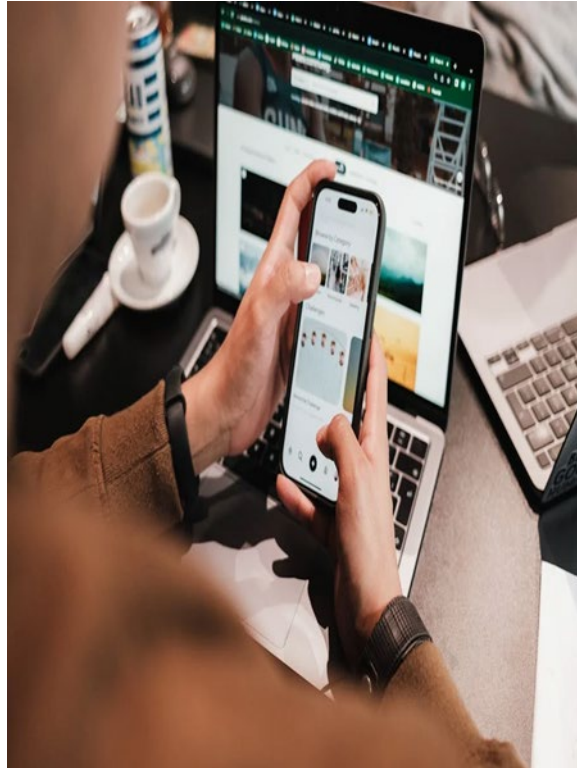
- » On average, leisure visitors began planning **28 days** before their trip (**-1 day** from 2023)
- » Like last year, leisure visitors booked their trip **22 days** before their arrival



TOP TRIP PLANNING SOURCES*



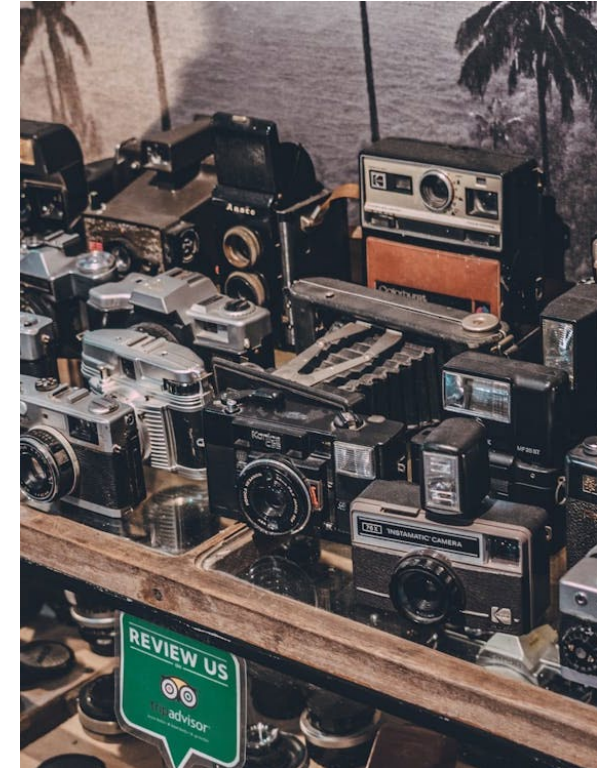
41% Friends/family



28% Hotel websites/apps



28% Amelia Island's social media



25% Review websites/apps

TOP REASONS FOR VISITING*



46% Vacation/leisure



33% Special occasion or event



22% Visit friends/relatives

OTHER DESTINATIONS CONSIDERED*

Over **3 in 10** leisure visitors considered another destination before choosing Amelia Island (+12% points from 2023).

Top other destinations considered:



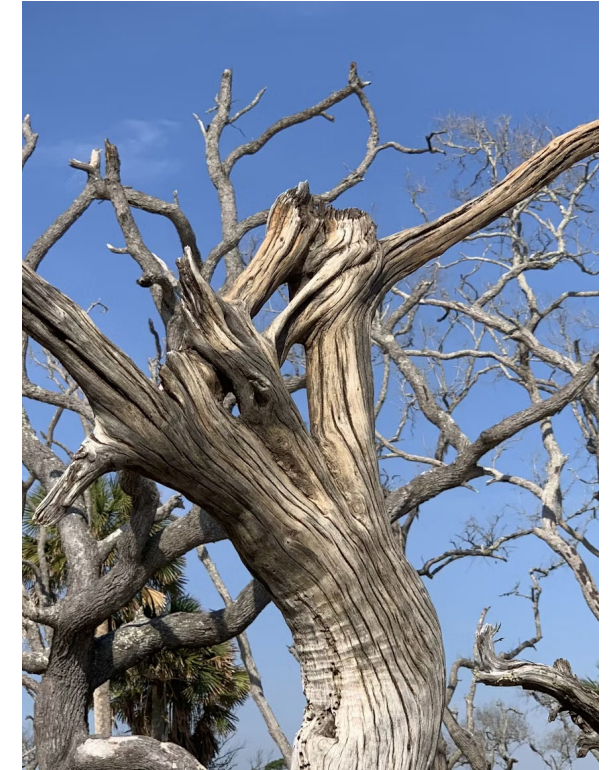
13% St. Augustine/Ponte Vedra



10% Savannah



8% Charleston



6% Jekyll Island

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

ADVERTISING RECALL*

- » **35%** of leisure visitors recalled advertising about the Amelia Island area (**-4% points** from 2023)
- » This information influenced **18%** of **all** leisure visitors to visit the Amelia Island area (**-4% points** from 2023)

*Based on visitors traveling for leisure.

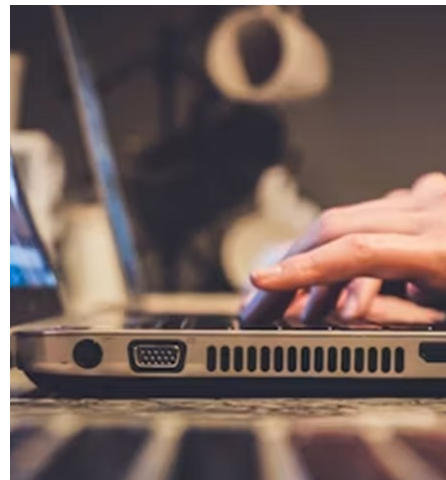
TOP SOURCES OF ADVERTISING RECALL*



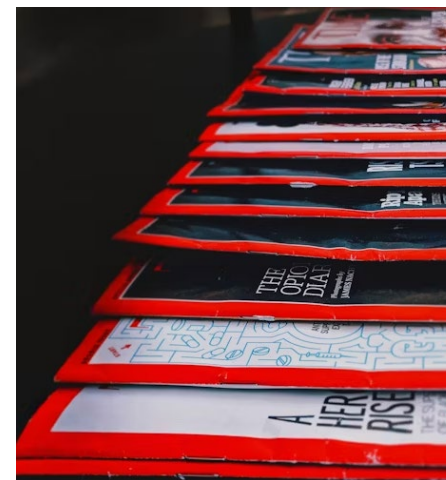
16% Amelia Island's social media



14% Personal social media



10% Online article



8% Magazine article



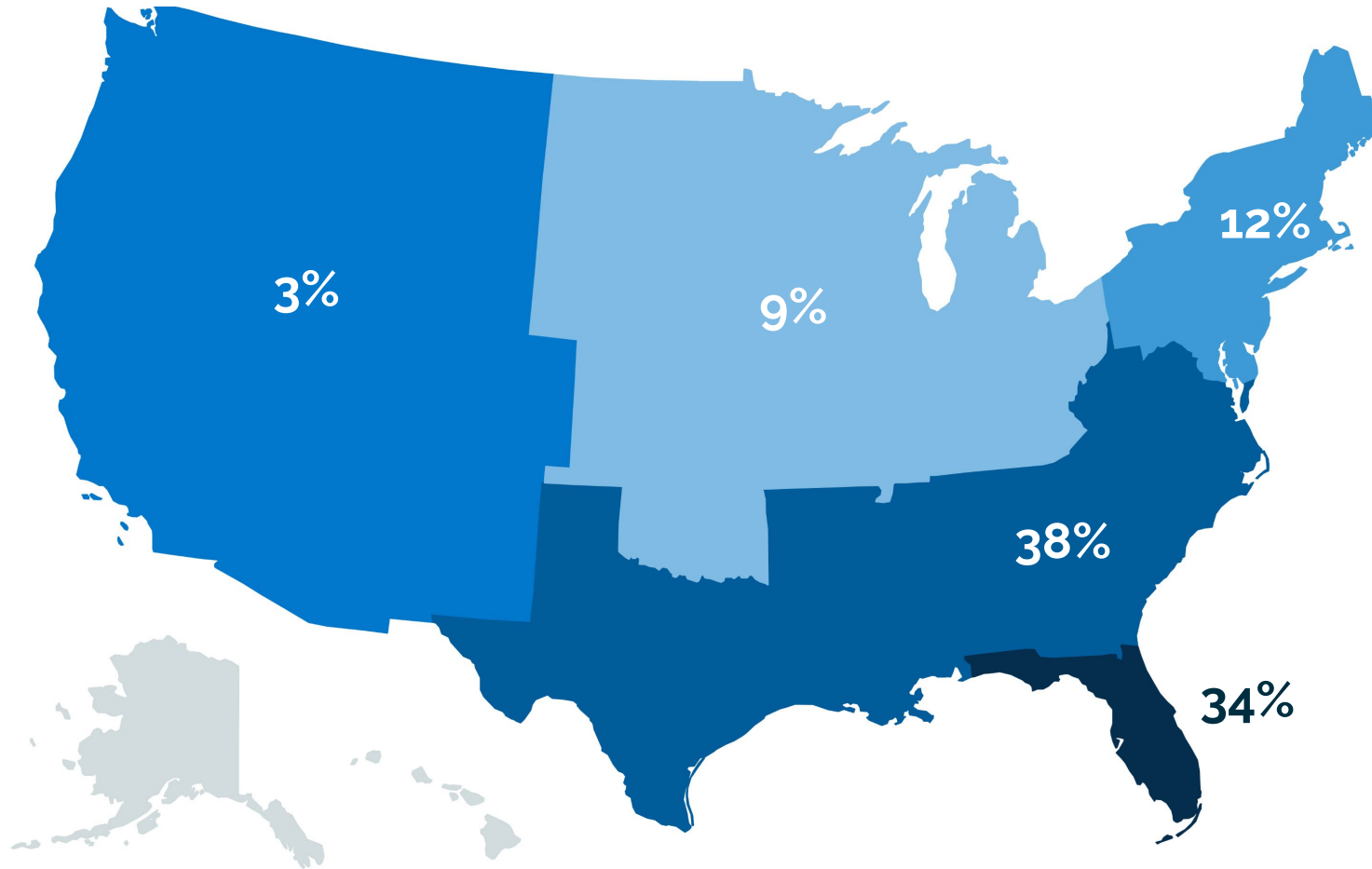
7% Ad on a website

VISITOR JOURNEY: TRAVEL PARTY PROFILE



REGIONS OF ORIGIN

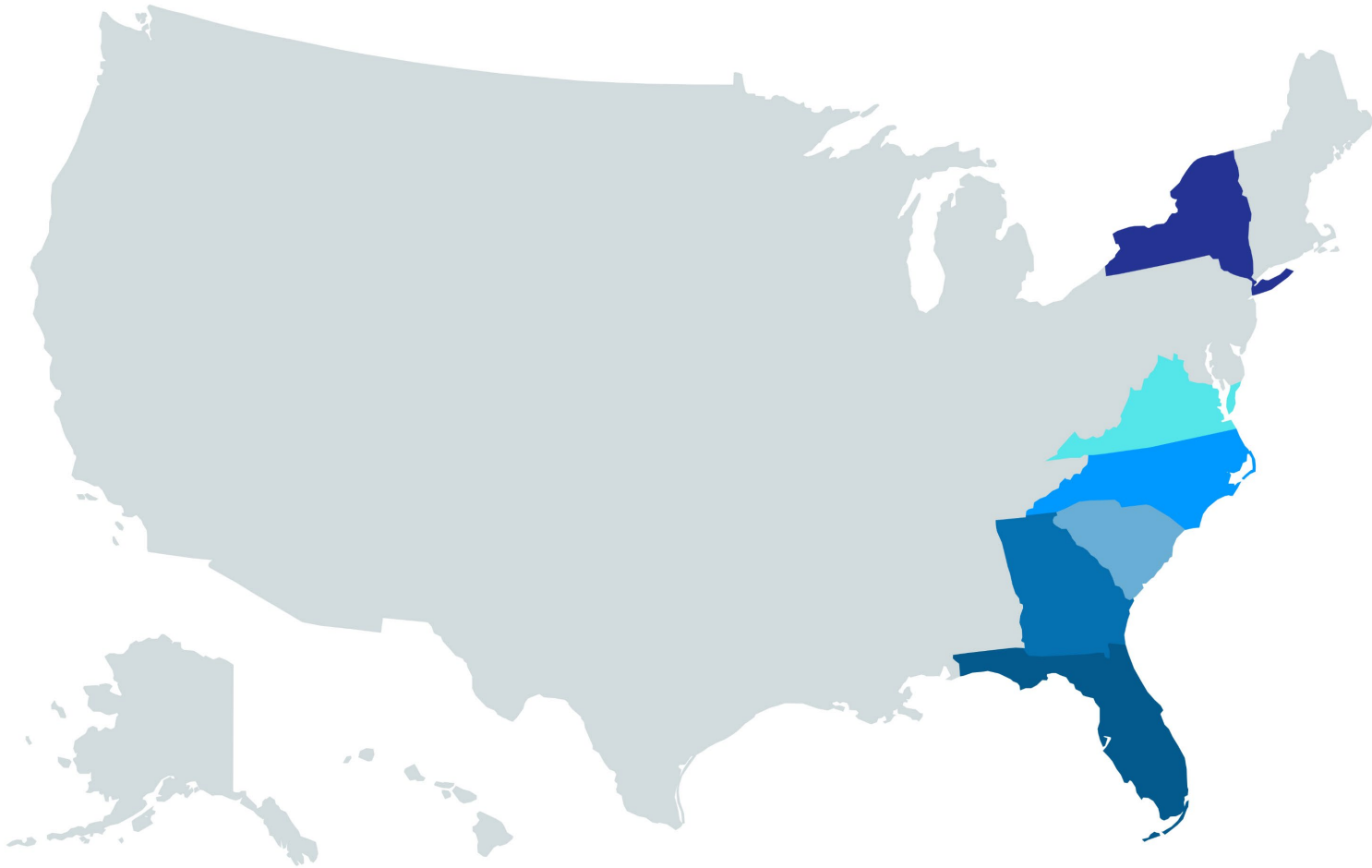
Like last year, the Southeast, including Florida, accounted for over **7 in 10** visitors.



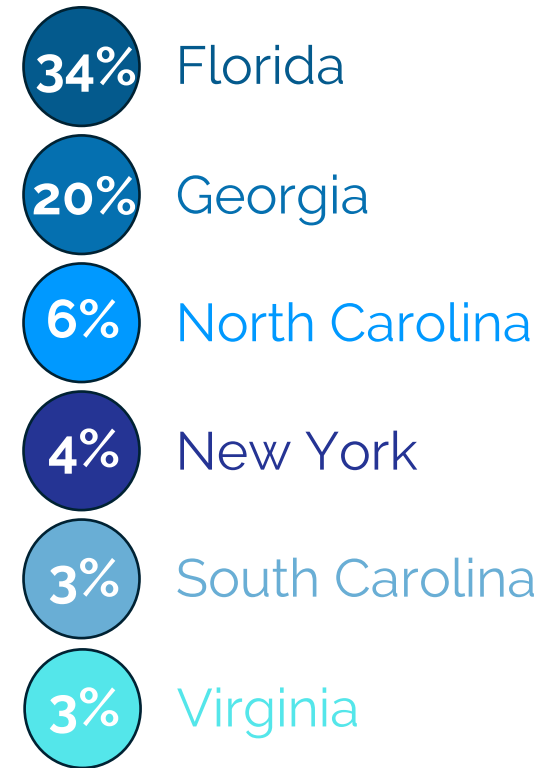
4% of visitors traveled to Amelia Island from outside of the U.S.*

* The top international market was Canada (2%).

TOP STATES OF ORIGIN



7 in 10 visitors reside in **6** states:



TOP MARKETS OF ORIGIN



24% Jacksonville¹



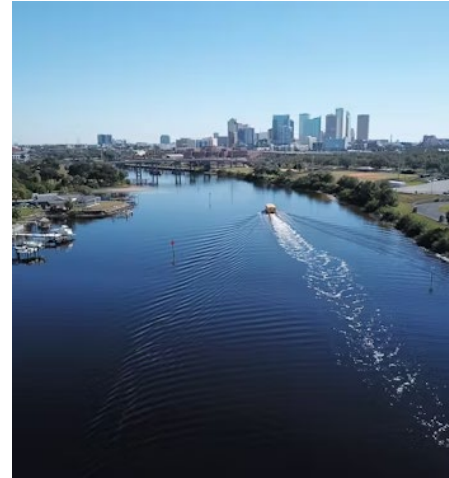
7% Atlanta



6% Orlando – Daytona Beach - Melbourne



4% New York



3% Tampa – St. Petersburg



3% Washington, D.C. - Hagerstown

¹Includes Jacksonville, FL and Brunswick, GA

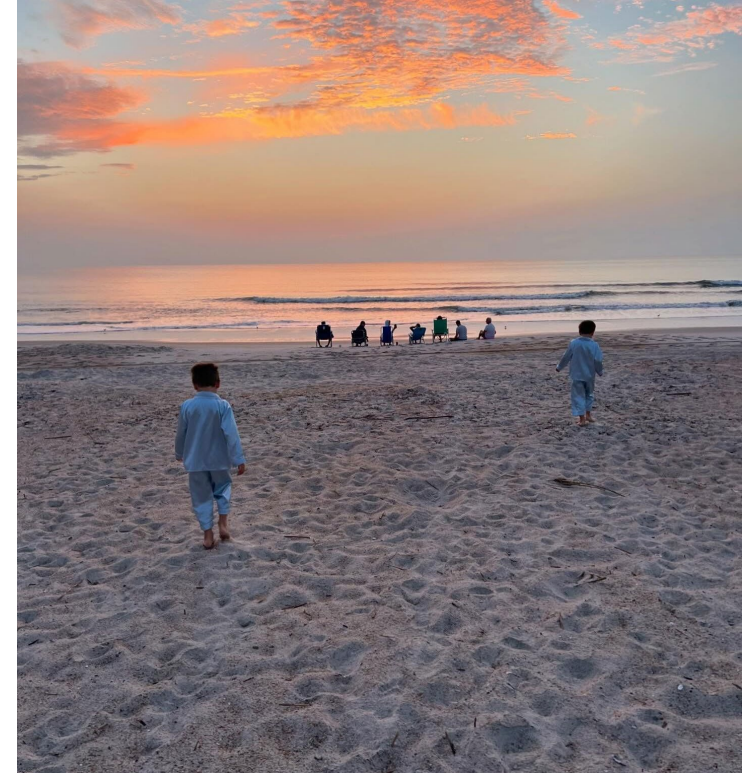
TRAVEL PARTIES



The typical visitor traveled in a party composed of **2.7** people



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



1 in 5 traveled with at least one person under the age of 18

VISITOR PROFILE

- » The typical Amelia Island area adult visitor:
 - » Is **50** years old
 - » Has an annual household income of **\$146,300**
 - » Is White/Caucasian (**87%**)



NEW & RETURNING VISITORS

- » Over **2 in 5** were first-time visitors to the Amelia Island area (**+7% points** from 2023)
- » **12%** of visitors were loyalists, having visited over 10 times (**-11% points** from 2023)

VISITOR JOURNEY: TRIP EXPERIENCE



TRANSPORTATION

- » **4 in 5** visitors drove to the Amelia Island area (**+3% points** from 2023)
- » **15%** of visitors to Amelia Island flew into the **Jacksonville International Airport** (**-4% points** from 2023)

LENGTH OF STAY

- » Like last year, typical visitors stayed **3.0 nights** in the Amelia Island area
- » Visitors staying in paid accommodations stayed an average of **3.5 nights** in the area

TOP TRAVEL/LODGING CHOICES



44% Hotel/Motel/
Resort



23% Day Tripper



15% With
Friends/Relatives



12% Condo/Rental
House

TOP ACTIVITIES DURING VISIT*



77% Restaurants



73% Historic Downtown
Fernandina Beach



60% Beach



59% Shopping

VISITING HISTORIC DOWNTOWN

- » Those who visited Historic Downtown Fernandina Beach did so an average of **2.5 times** during their stay
- » Afternoon and evening were the most common times to visit Historic Downtown
- » Nearly **9 in 10** visitors came to Historic Downtown Fernandina Beach for its dining opportunities (**+5% points** from 2023)*



*Multiple responses permitted.

TOP OFF-ISLAND ACTIVITIES*

» Like last year, the top off-island activities were visiting **restaurants/breweries** and **shopping**, each enjoyed by **1 in 8** visitors



*Multiple responses permitted.

TRAVEL PARTY SPENDING

- » The typical travel party spent **\$519** per day and **\$1,557** during their trip
- » The typical visitor spent **\$192** per day and **\$576** during their trip

VISITOR JOURNEY: POST-TRIP



VISITOR SATISFACTION

- » Nearly **all** visitors were **satisfied** with their trip to Amelia Island (75% were very satisfied)
- » Nearly **all** visitors would likely **recommend** the area to others (77% would definitely recommend the area)
- » **97%** of visitors will likely **return** to the Amelia Island area (69% will definitely return)

BEACH RATINGS



- » **99%** of visitors rated Amelia Island's beaches as **excellent or very good overall** (75% rated them as excellent)
- » **99%** of visitors rated the **cleanliness** of Amelia Island's beaches as **excellent or very good** (92% rated it as excellent)

WHY VISITORS CHOSE AMELIA ISLAND*



"Amelia Island is the perfect combination of upscale and fun!"



"We came for both the history and the fishing! There's more to do here than just the beach."



"It's nicer, quieter, and less commercialized than similar destinations."



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

DETAILED FINDINGS



TOURISM SNAPSHOT: METRICS

	Oct – Dec 2023 ¹	Oct – Dec 2024	% Δ
Visitors	202,700	207,100	+ 2.2%
Visitor Days	608,100	621,300	+ 2.2%
Direct Spending	\$139,303,700	\$130,912,500	- 6.0%
Economic Impact ²	\$183,323,700	\$183,277,500	- 0.03%

	Oct – Dec 2023 ¹	Oct – Dec 2024	% Δ
Occupancy ³	46.8%	46.9%	+ 0.3%
ADR ³	\$264.17	\$269.58	+ 2.0%
RevPAR ³	\$123.75	\$126.56	+ 2.3%
Room Nights ^{3,4}	162,520	158,480	- 2.5%

¹Previous data revised to reflect updated 2023 Q4 accommodations figures.

²The IMPLAN multiplier for FY2025 updated to 1.40 from 1.32 in FY2024.

³Sources: Key Data, Smith Travel Research, Florida Department of Business and Professional Regulation.

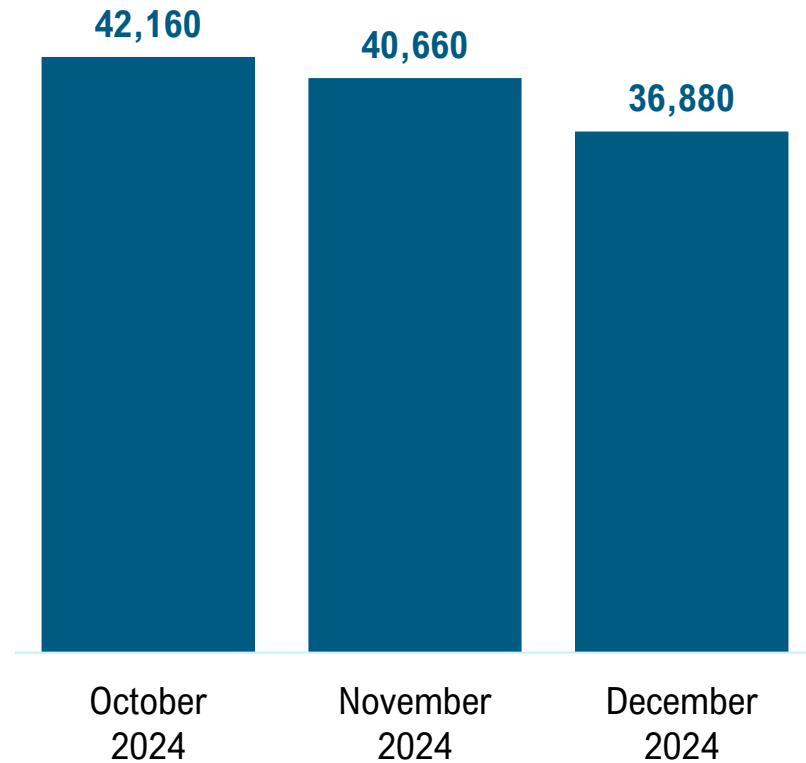
⁴Larger drop in room nights due to fewer vacation rental units.

VISITOR JOURNEY: ECONOMIC IMPACT

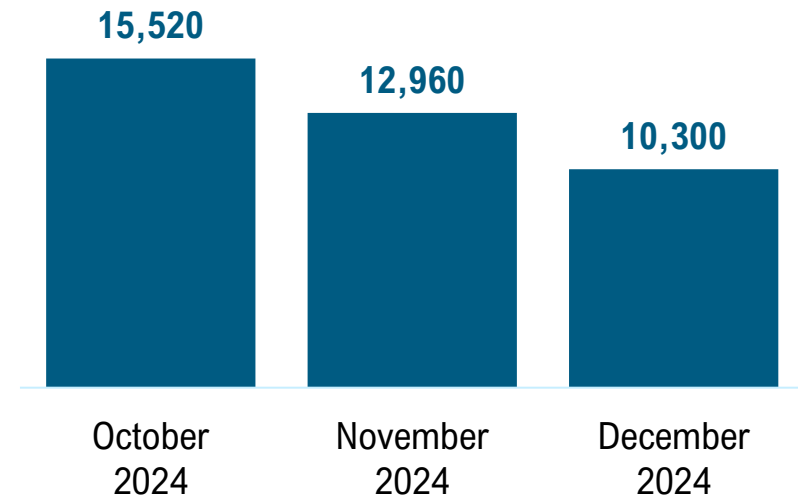


MONTHLY ROOM NIGHTS*

Hotel Room Nights



Vacation Rental Room Nights



MONTHLY VISITOR COUNTS

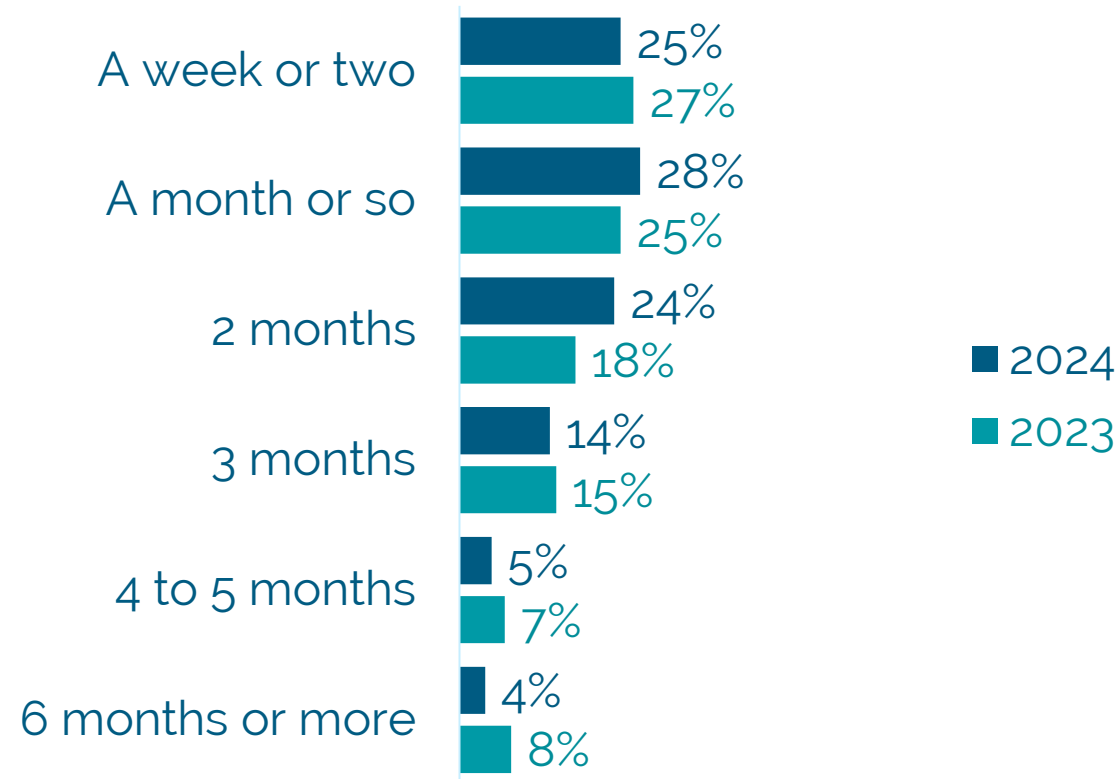
Accommodation Type	October Visitors	November Visitors	December Visitors
Hotel/motel/resort	19,050	18,990	16,660
Day tripper	16,580	16,520	14,500
Non-paid accommodations*	12,260	12,220	10,720
Vacation rental	27,550	23,780	18,270
Total	75,440	71,510	60,150

VISITOR JOURNEY: PRE-VISIT



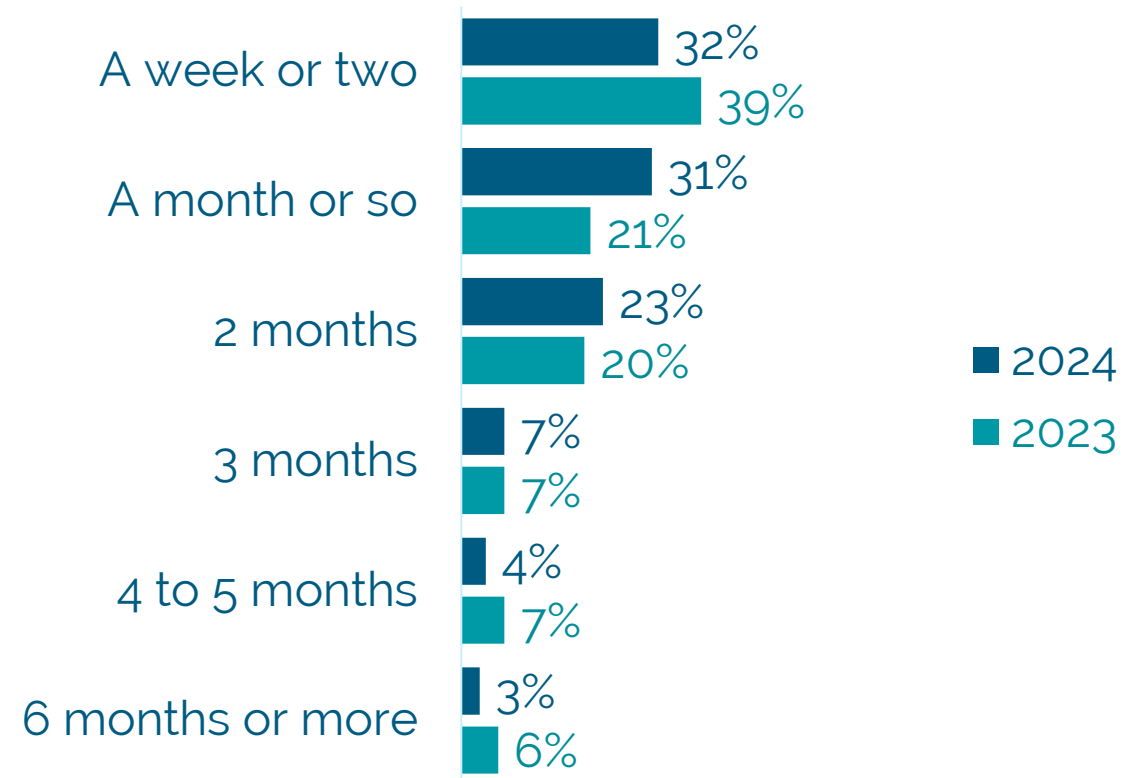
TRIP PLANNING CYCLE*

Average planning cycle: **28 days**
(-1 from 2023)



TRIP BOOKING CYCLE*

Average booking cycle: **22 days**
(same as 2023)

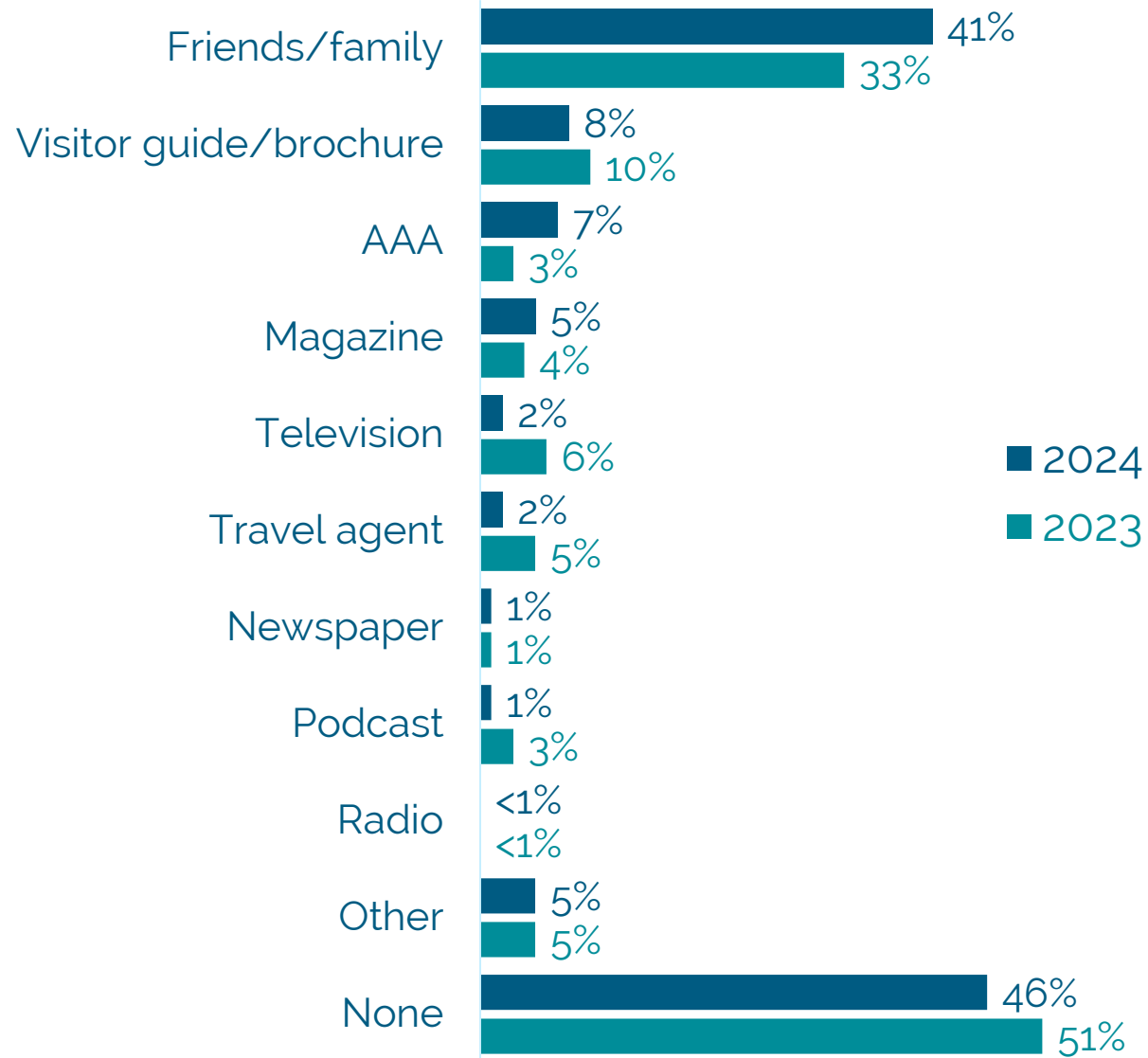


ONLINE TRIP PLANNING SOURCES*

Online Planning Source	2023	2024
Hotel websites/apps	22%	28%
Amelia Island social media	20%	28%
Review website/app	14%	25%
Personal social media	11%	18%
AmeliaIsland.com	19%	15%
Airbnb/Vrbo	18%	15%
Online travel agency	8%	11%
Online travel reviews, blogs, stories	13%	9%
Mapping websites	16%	8%
Restaurant websites/apps	15%	6%
Airline websites/apps	6%	5%
Video streaming services	6%	3%
Rental car websites/apps	3%	3%
Amelia Island mobile app	6%	2%
Amelia Island rental companies	5%	2%
Music streaming services	2%	1%
ChatGPT or other AI program	2%	1%
Accessibility travel resource sites	<1%	<1%
Other	6%	7%
None	22%	27%

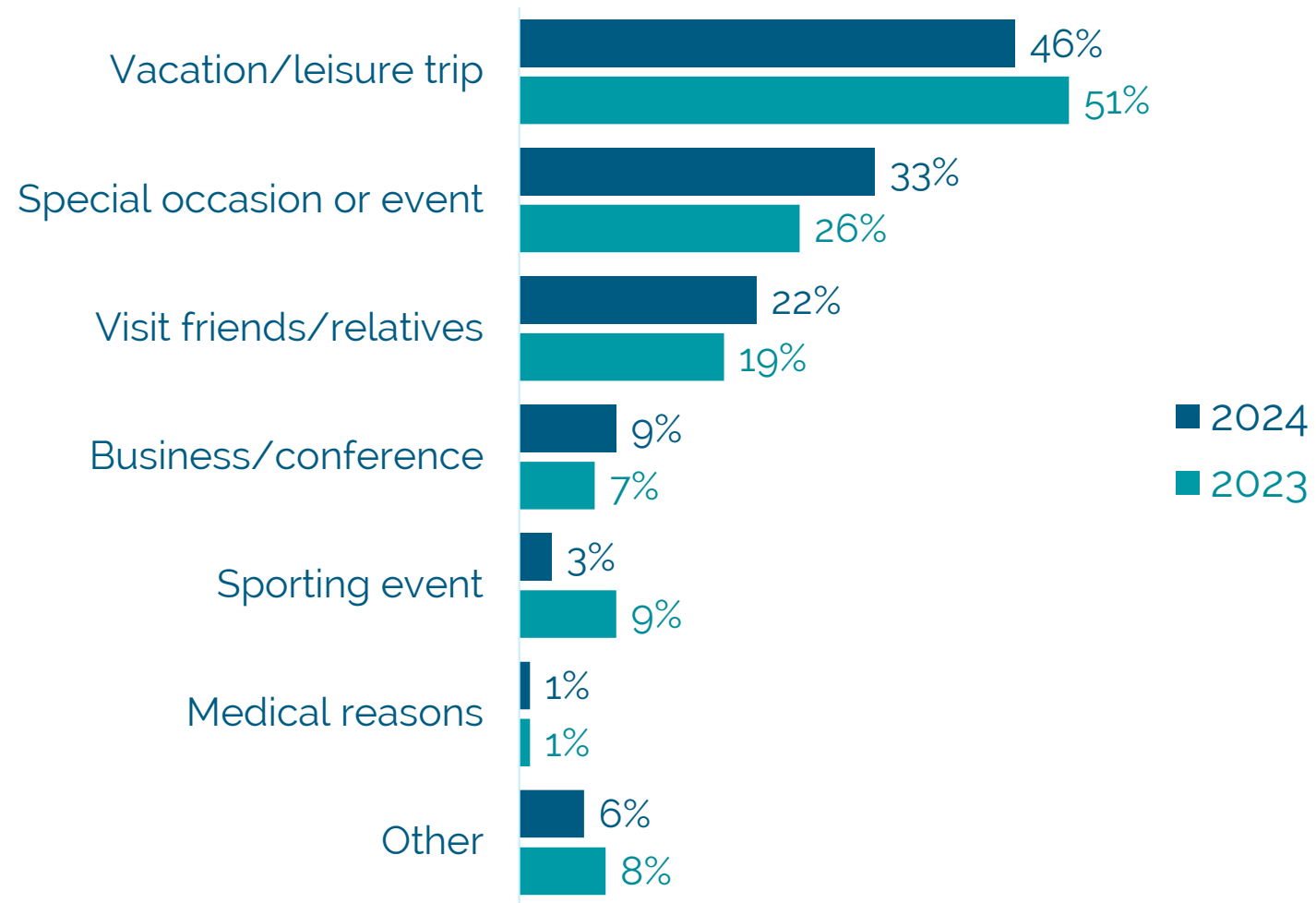
*Multiple responses permitted.
Based on visitors traveling for leisure.

OTHER TRIP PLANNING SOURCES*



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

REASONS FOR VISITING*



DETAILED REASONS FOR VISITING*

Main Reasons for Visiting	2023	2024
Beach trip	20%	31%
Shopping	16%	17%
History	6%	13%
Festival	10%	12%
Girls/guys trip	3%	6%
Foodie/culinary	9%	6%
Biking, hiking, running, etc.	6%	5%
Conference/convention/trade show	1%	5%
Nature, bird watching, eco tours, etc.	5%	4%
Company/government business	2%	4%
Sporting event	NA	4%
Holiday	NA	4%
Wedding/honeymoon	4%	3%
Water sports	2%	3%
Reunion	2%	1%
Golf or tennis	1%	1%
Art galleries, museums, cultural events	3%	1%
Breweries/distilleries	2%	1%
Concert	1%	<1%
Performing arts	1%	<1%
Dining Month	NA	<1%

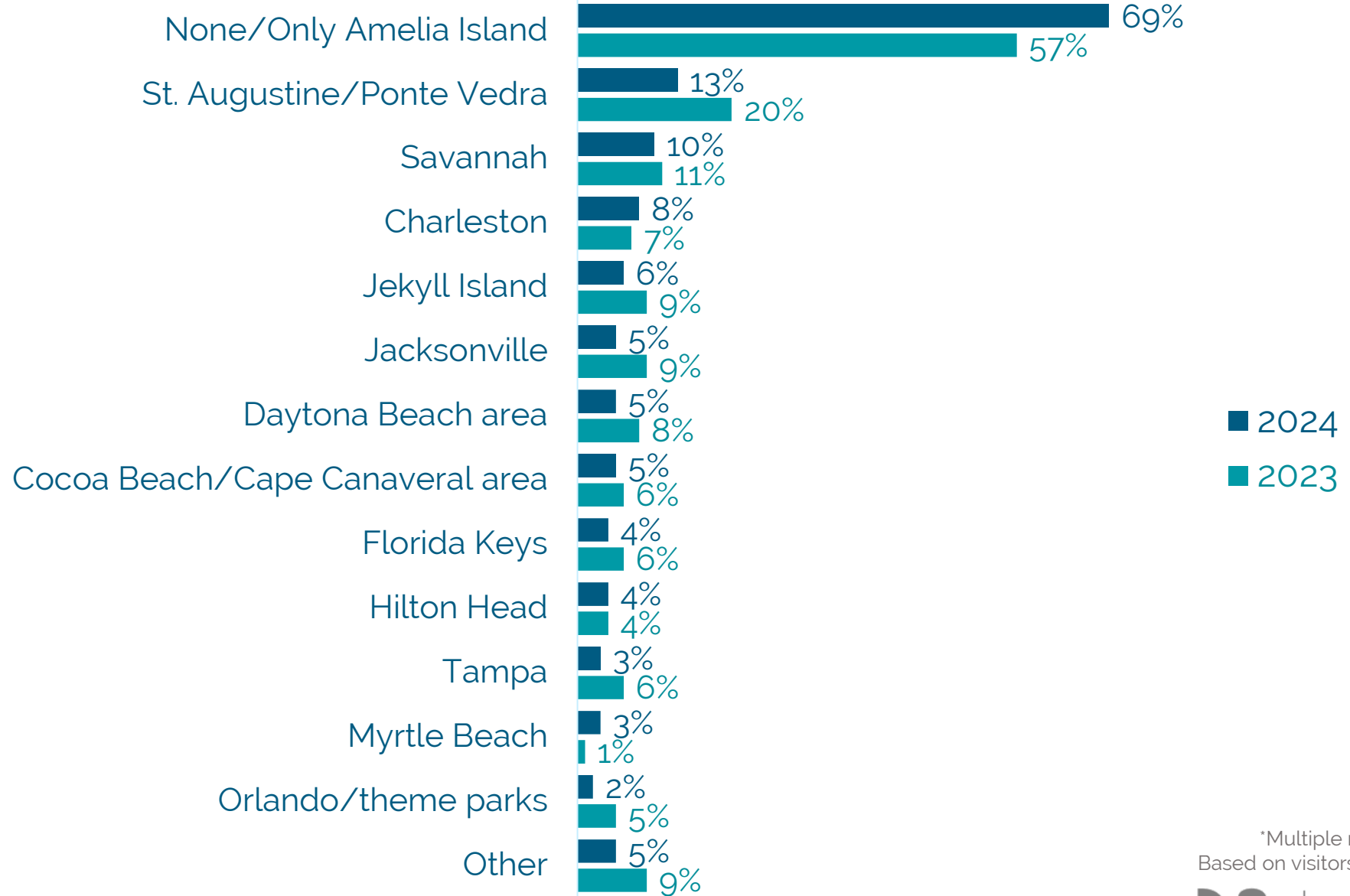
*Multiple responses permitted.
Based on all visitors traveling for leisure.

OPEN-ENDED REASONS FOR VISITING*

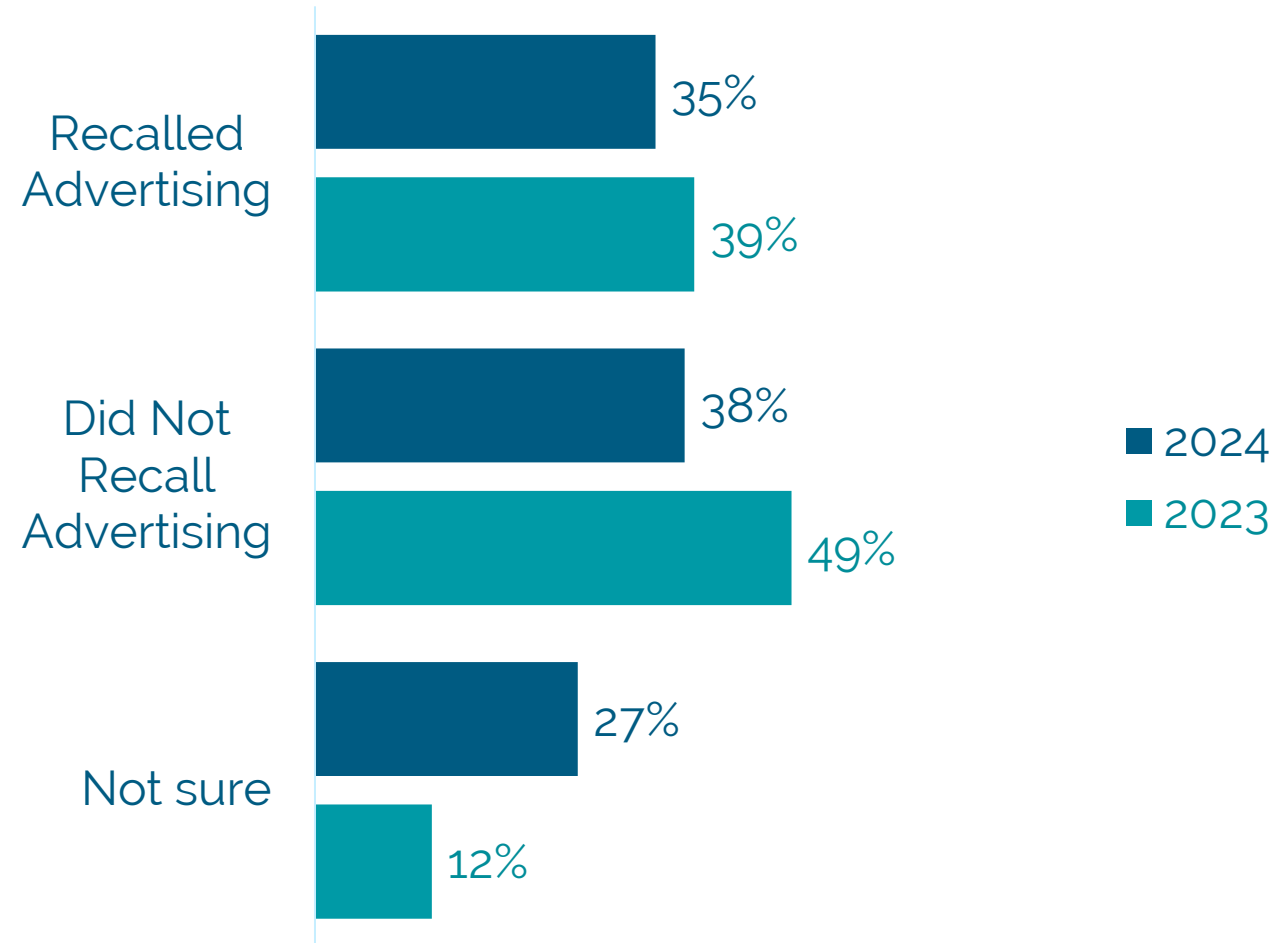


- » “Amelia Island is the perfect combination of upscale and fun!”
- » “Friends recommended the area, and we thought we’d come see for ourselves.”
- » “We came for both the history and the fishing! There’s more to do here than just the beach.”
- » “We like the vibe here. It’s small, but there’s still a lot to do.”
- » “It’s nicer, quieter, less crowded, and less commercialized than similar destinations.”
- » “The online descriptions, photos, and reviews drew us in!”
- » “There’s more nature here than in other beach towns – great for kayaking and biking.”

OTHER DESTINATIONS CONSIDERED*



ADVERTISING RECALL*



ADVERTISING SOURCES*

Advertisements influenced **18%** of **all leisure visitors** to visit the Amelia Island area (**-4% from 2023**).

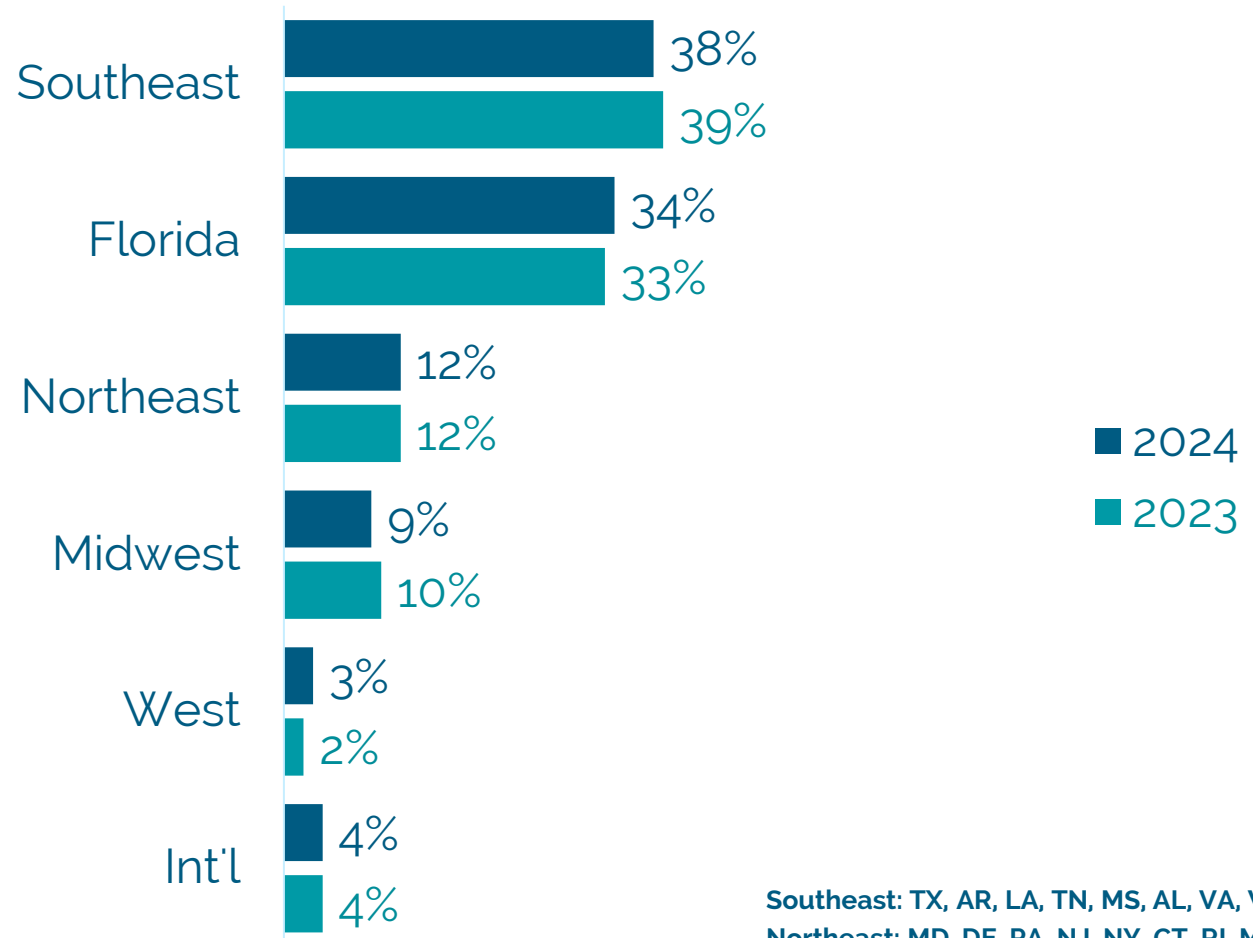
Advertising Source	2023	2024
Amelia Island's social media	11%	16%
Personal social media	7%	14%
Online article	7%	10%
Magazine article	9%	8%
Ad on a website	5%	7%
Traveler reviews/blogs	6%	5%
Magazine ad	4%	5%
Travel/visitor guide	4%	4%
Video streaming services	4%	2%
Rental agency/other booking website	1%	2%
Television	4%	2%
AAA	3%	1%
Podcast	2%	1%
Newspaper	3%	1%
Weather app	1%	1%
Deal-based promotion	1%	1%
Billboard	1%	<1%
Music streaming services	1%	<1%
Radio	1%	<1%
Other	3%	2%

*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

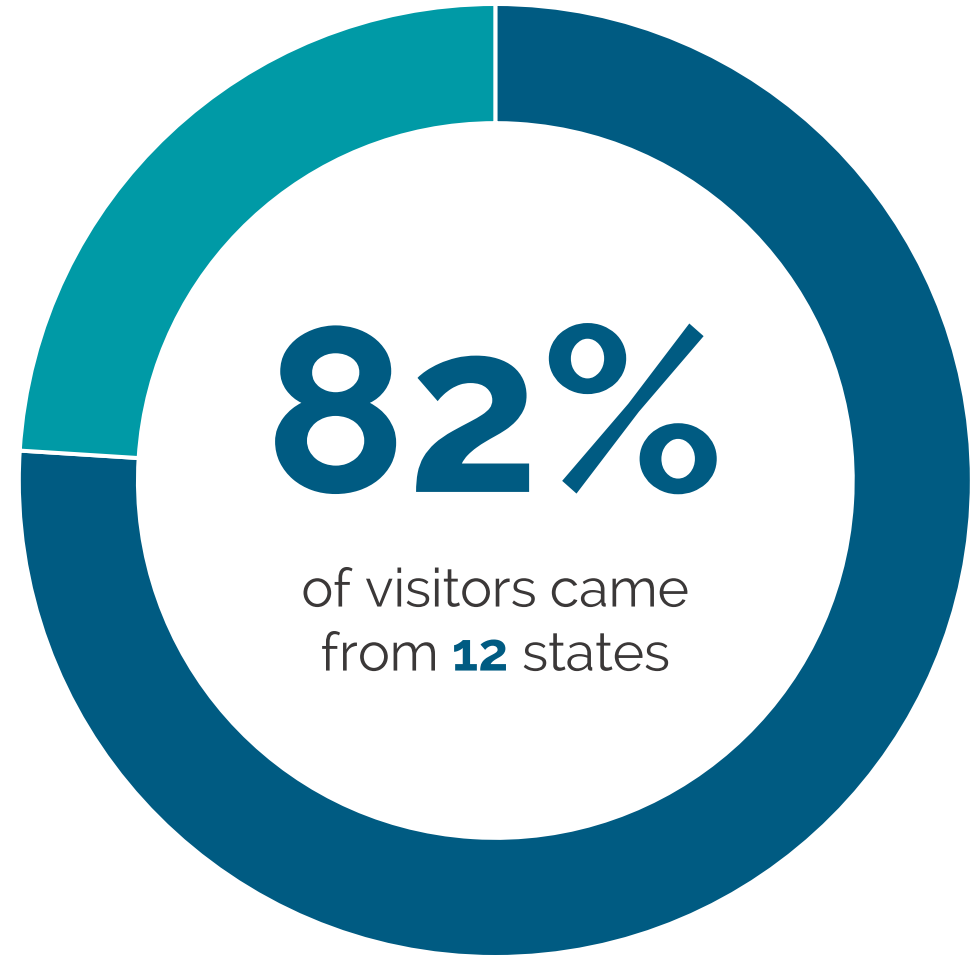
Midwest: KY, OH, IN, MI, WI, IL, MN, IA, MO, ND, SD, NE, KS, OK

West: WA, OR, CA, NV, ID, MT, WY, CO, UT, AZ, NM, AK, HI

* The top international market was Canada (2%; +1% from 2023)

TOP ORIGIN STATES

State	2023	2024
Florida	33%	34%
Georgia	19%	20%
North Carolina	5%	6%
New York	5%	4%
South Carolina	3%	3%
Virginia	3%	3%
Illinois	2%	2%
Maryland	2%	2%
Ohio	2%	2%
Pennsylvania	2%	2%
Tennessee	3%	2%
Texas	3%	2%



TOP ORIGIN MARKETS

Top Origin Markets – All Visitors

Market	2023	2024
Jacksonville*	21%	24%
Atlanta	8%	7%
Orlando-Daytona Beach-Melbourne	8%	6%
New York	4%	4%
Tampa-St. Petersburg	2%	3%
Washington, D.C.-Hagerstown	3%	3%
Charlotte	2%	2%
Greenville-Spartanburg-Asheville	2%	2%
Raleigh-Durham	2%	2%
Savannah	2%	2%
Sarasota-Bradenton	2%	2%
West Palm Beach-Ft. Pierce	2%	2%

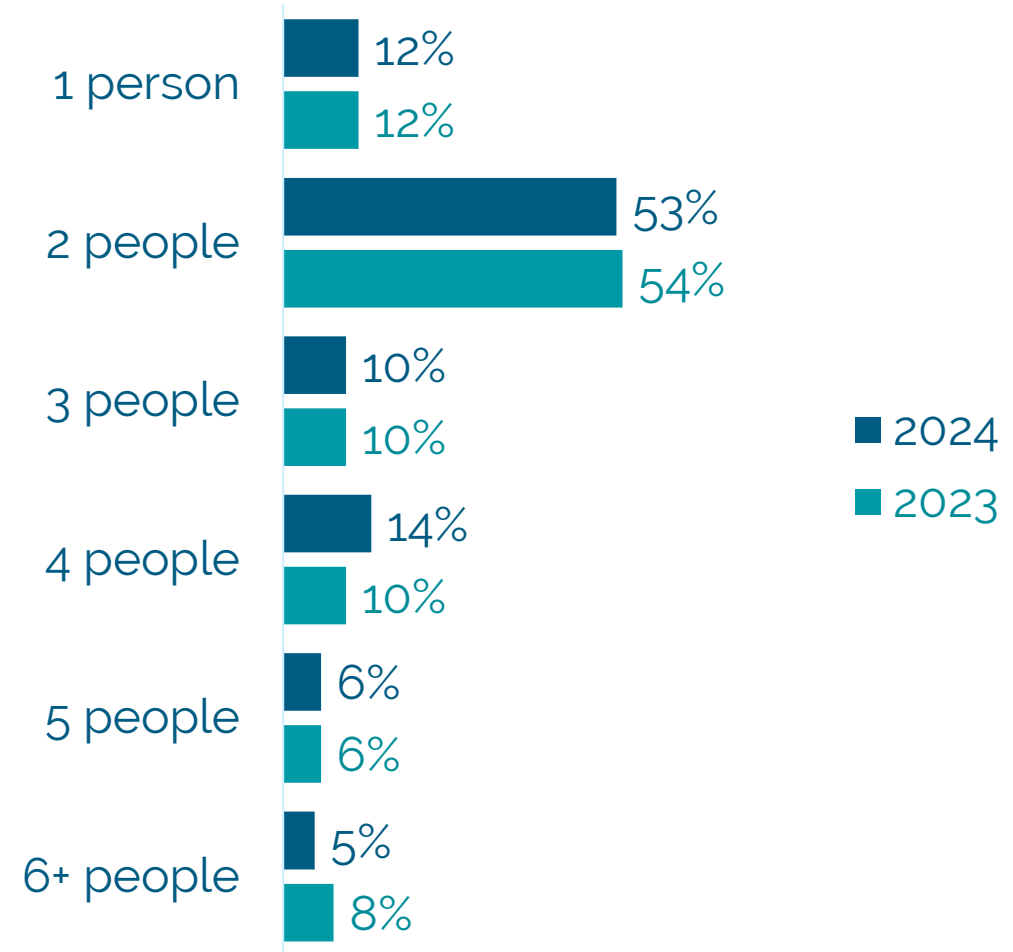
Top Origin Markets – Overnight Visitors

Market	2023	2024
Jacksonville*	18%	11%
Atlanta	9%	8%
Orlando-Daytona Beach-Melbourne	10%	8%
New York	3%	4%
Savannah	2%	3%
Tampa-St. Petersburg	2%	3%
Washington, D.C.-Hagerstown	2%	3%
Charlotte	2%	2%
Chicago	2%	2%
Greenville-Spartanburg-Asheville	2%	2%
Macon	1%	2%
Philadelphia	1%	2%
Raleigh-Durham	2%	2%
Tallahassee-Thomasville	1%	2%
Sarasota-Bradenton	2%	2%
West Palm Beach-Ft. Pierce	1%	2%

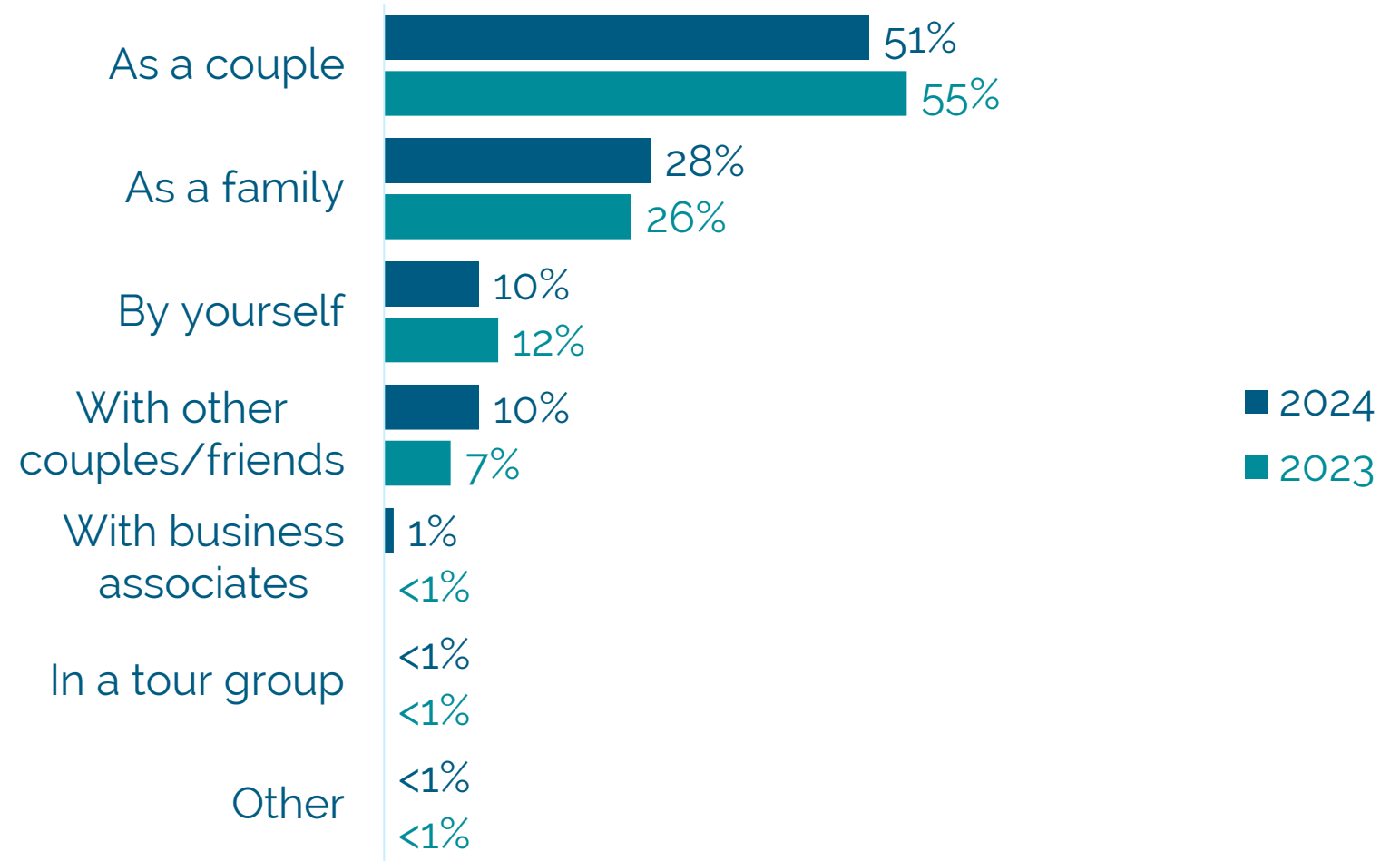
*Includes Jacksonville, FL and Brunswick, GA.

TRAVEL PARTY SIZE

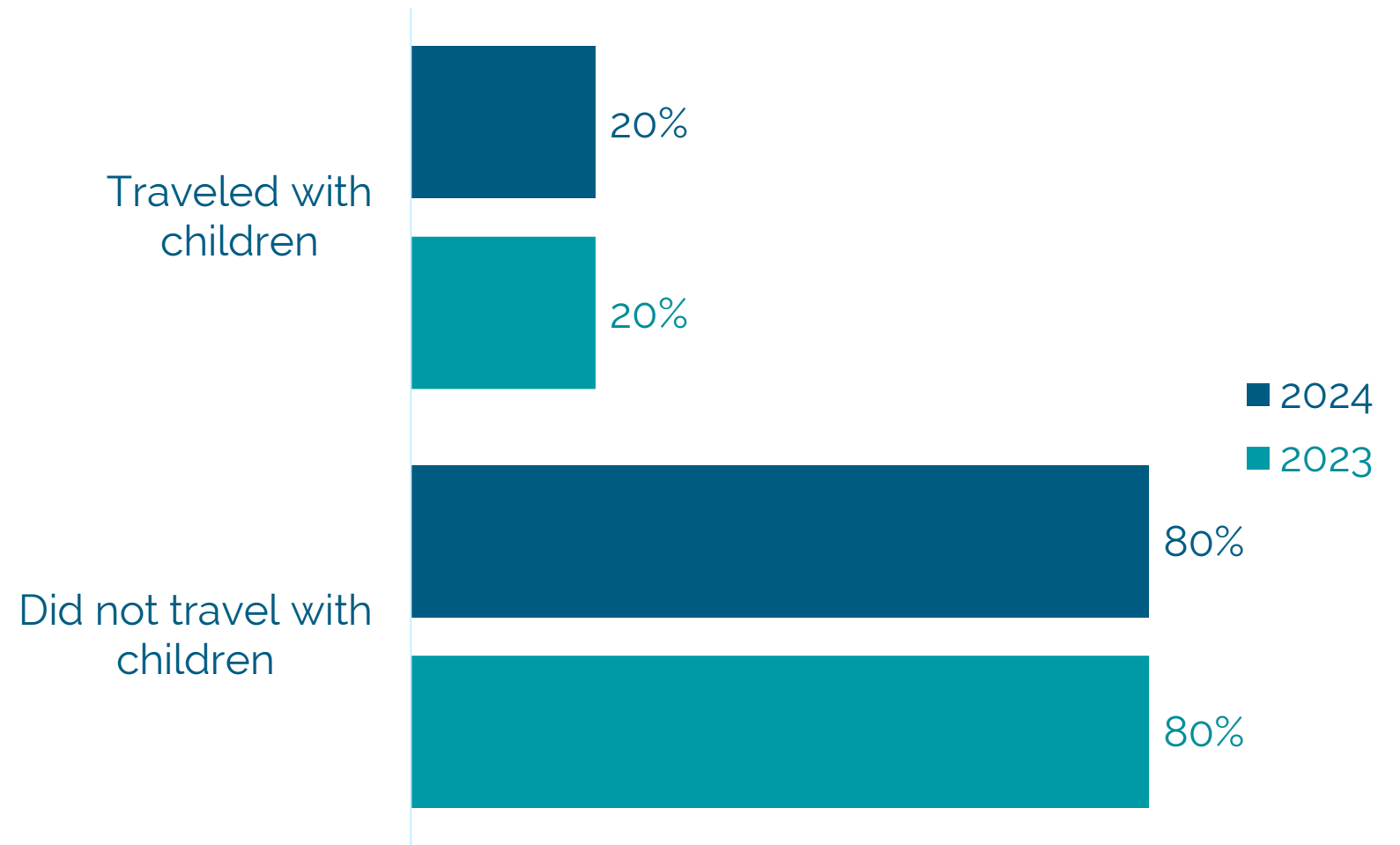
Average travel party size: **2.7**
(-0.1 from 2023)



TRAVEL PARTY TYPE

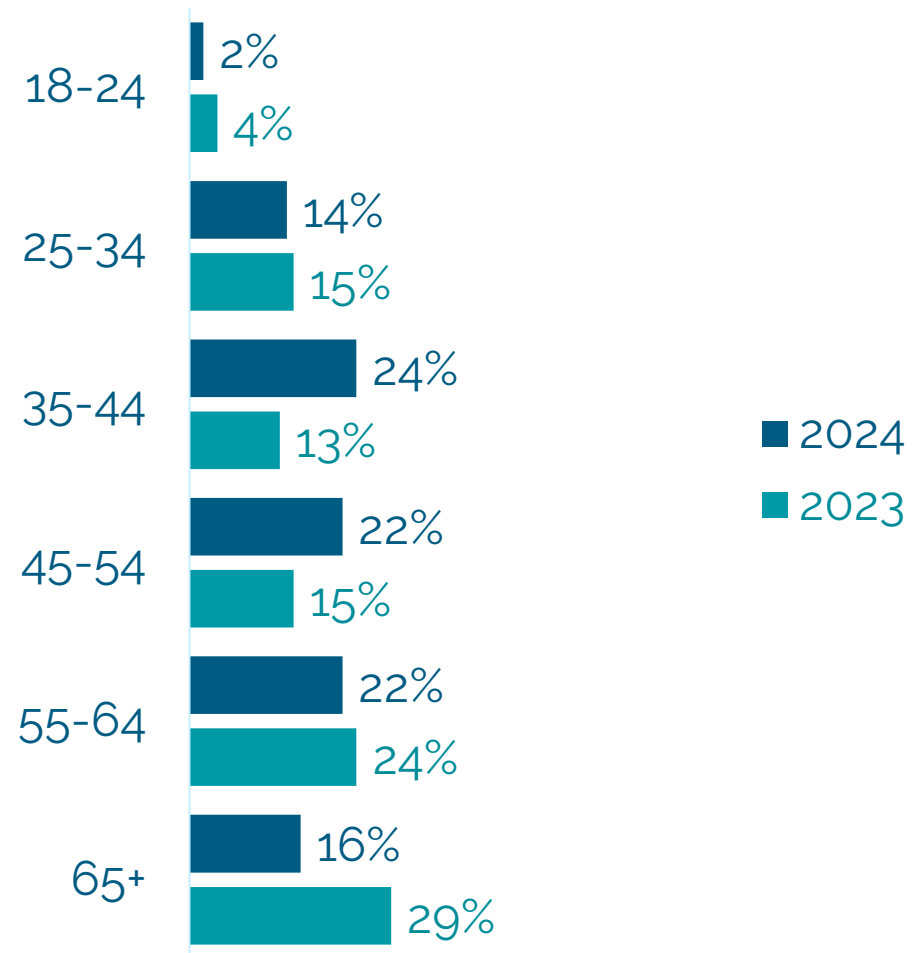


TRAVELED WITH CHILDREN



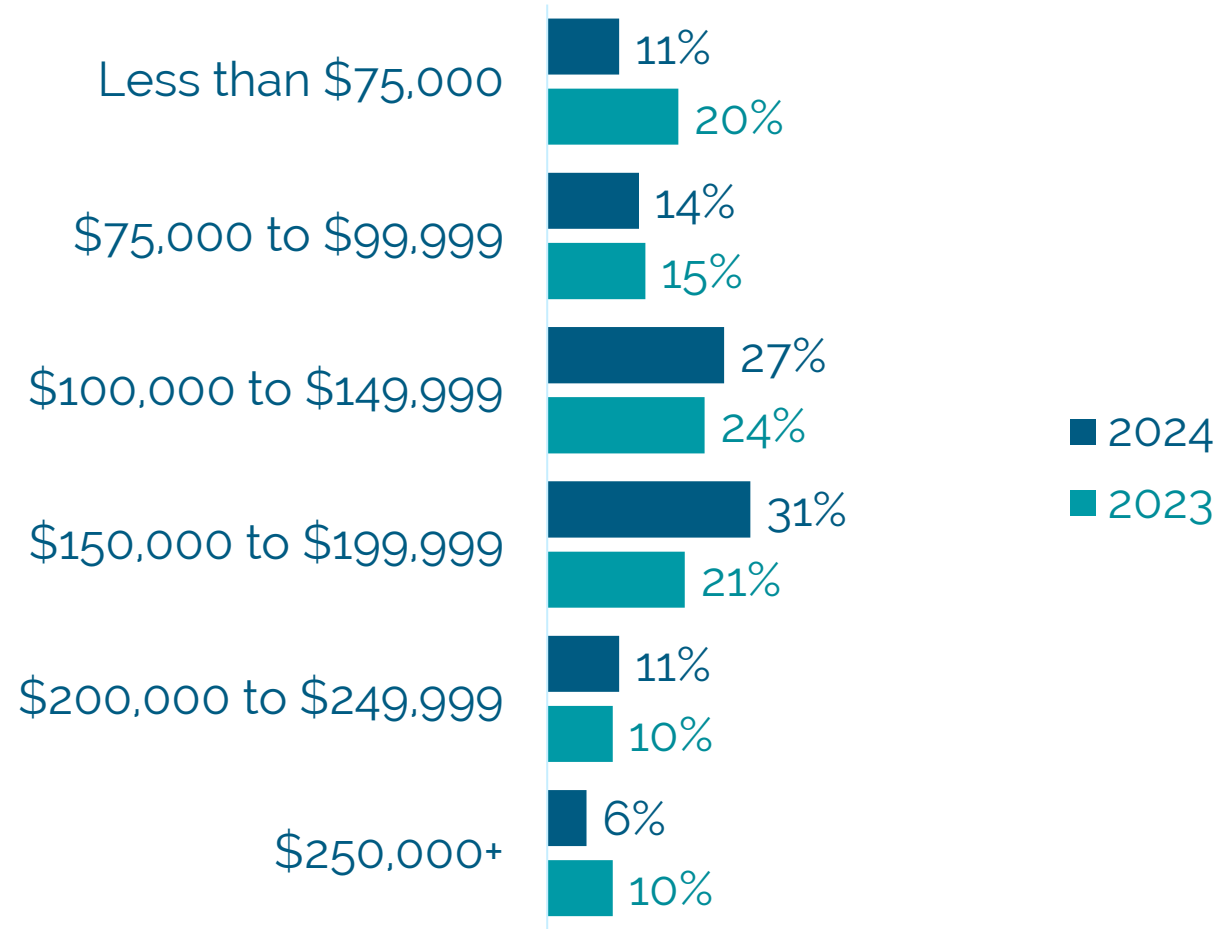
AGE

Median age: **50**
(-6 from 2023)

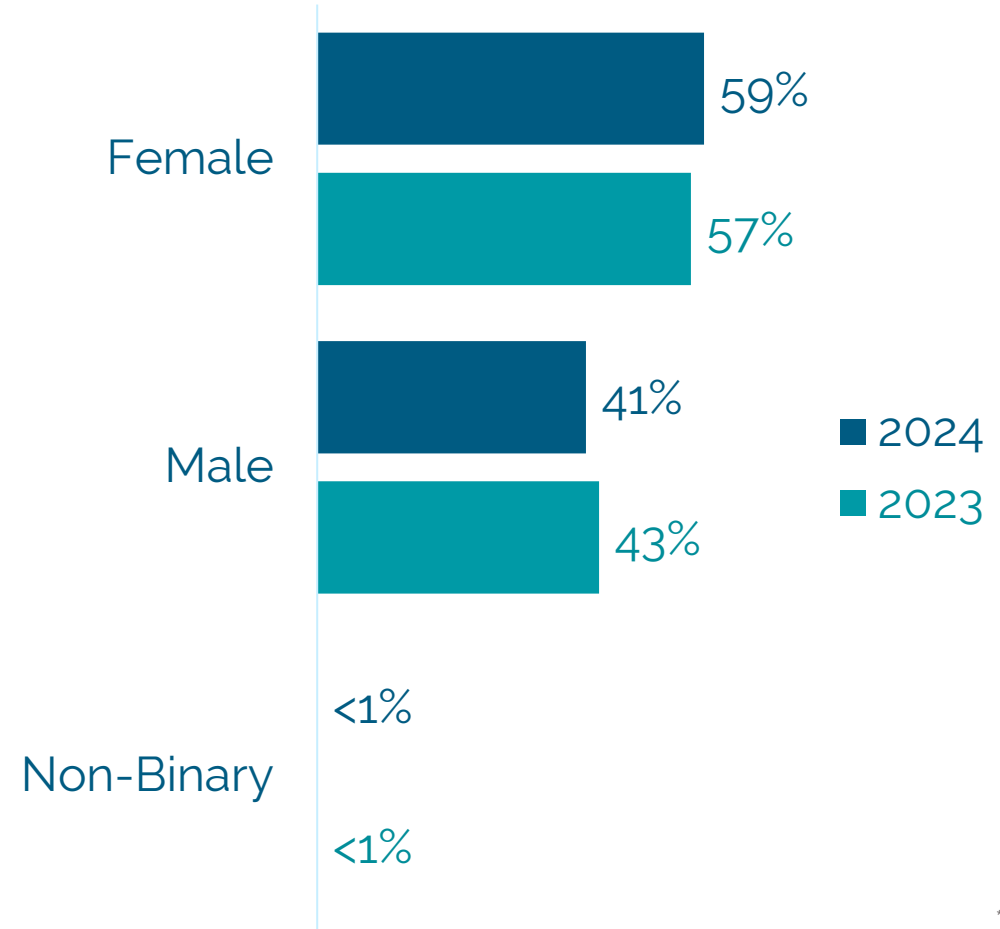


HOUSEHOLD INCOME

Median household income: **\$146,300**

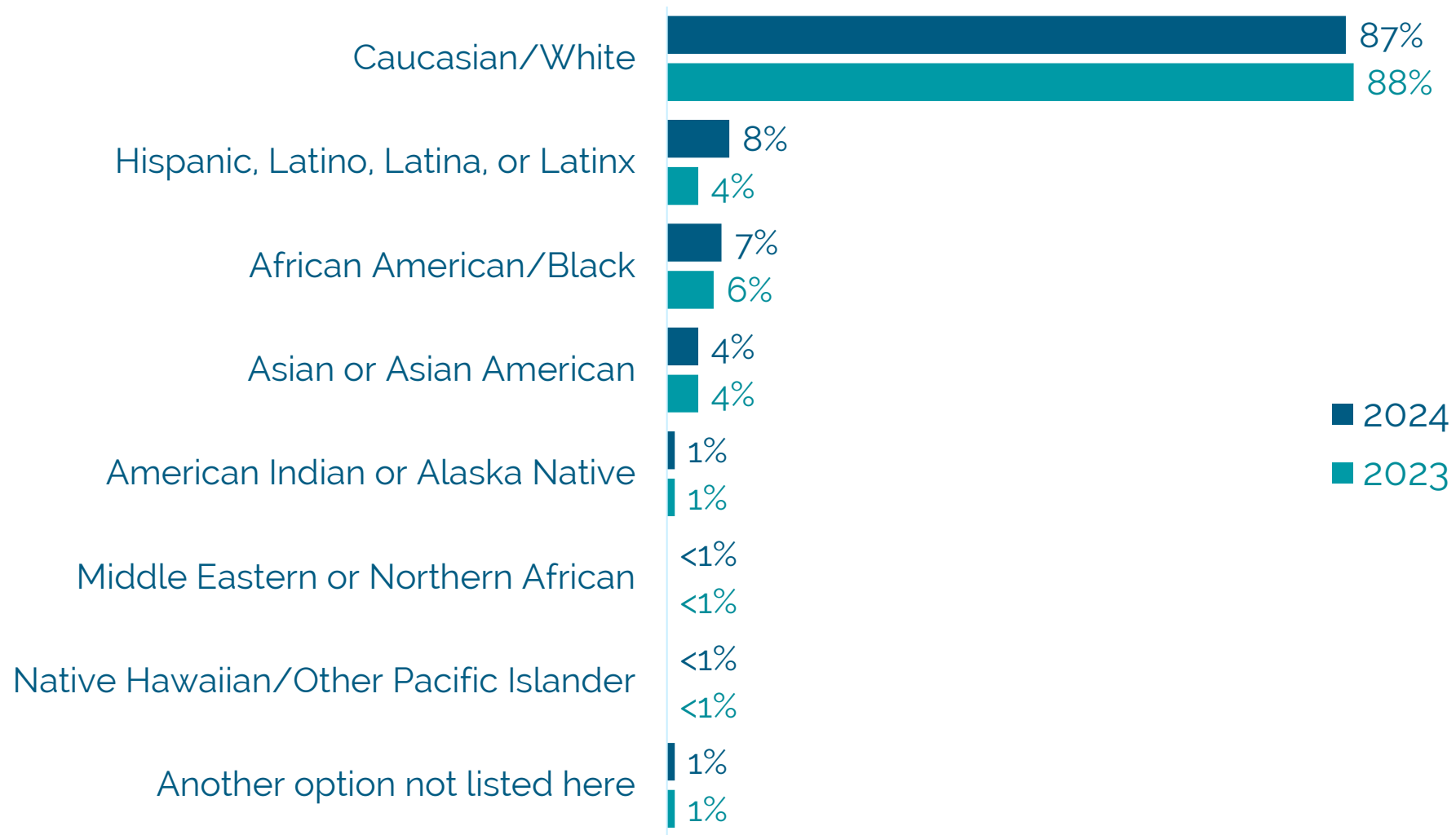


GENDER*



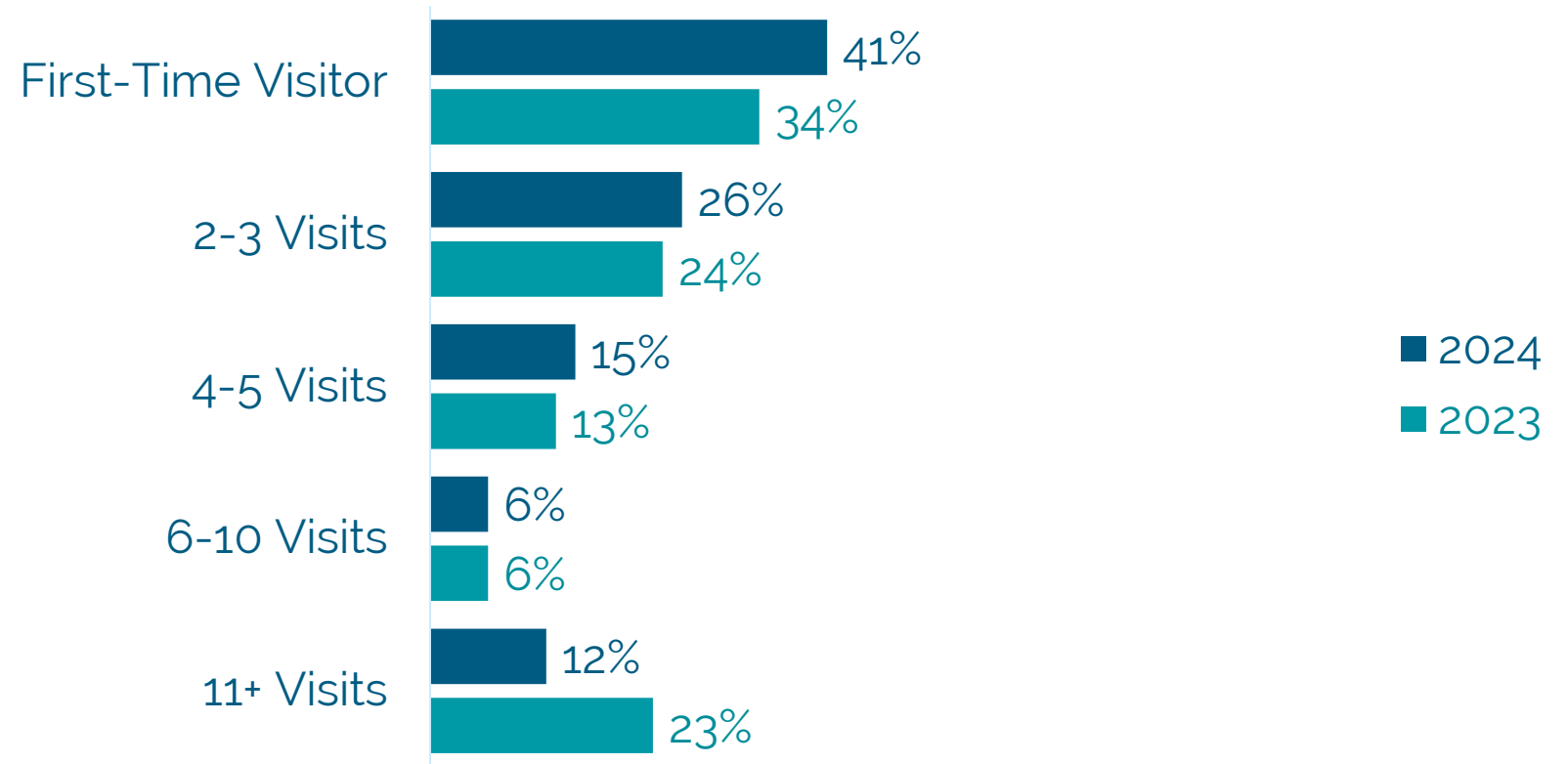
*Gender of member of travel party interviewed. May be influenced by visitors' willingness to complete a survey.

RACE*



■ 2024
■ 2023

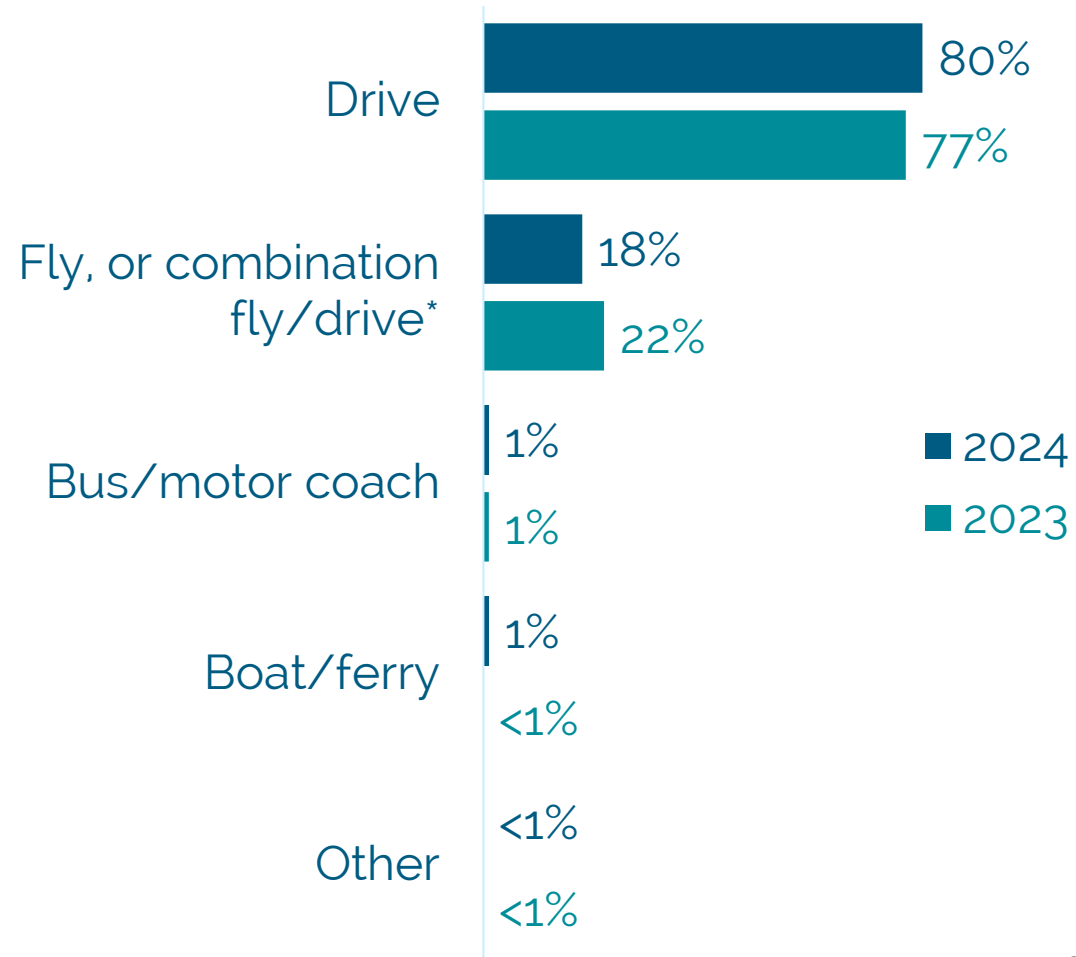
NEW & RETURNING VISITORS



VISITOR JOURNEY: TRIP EXPERIENCE

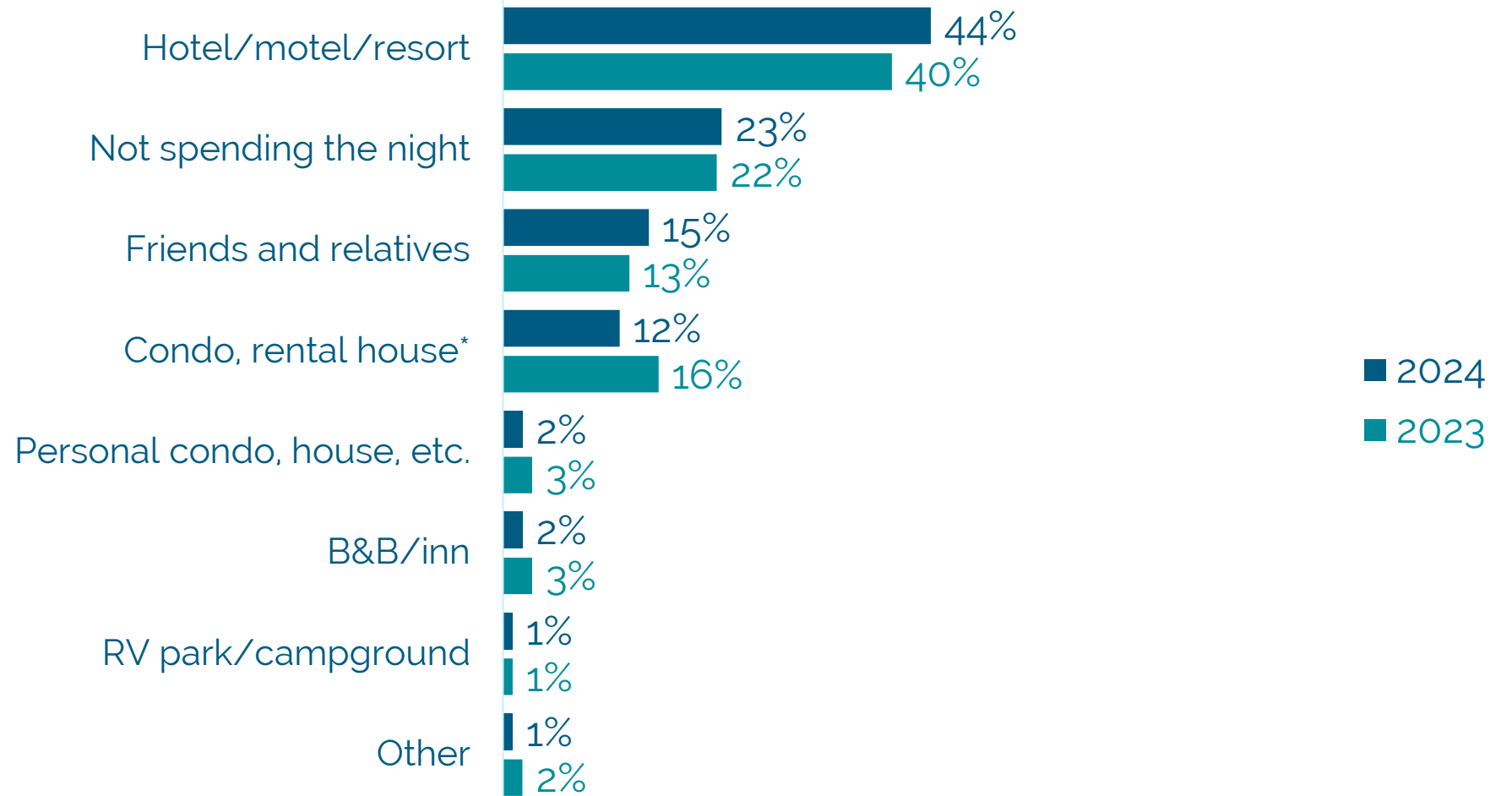


TRANSPORTATION



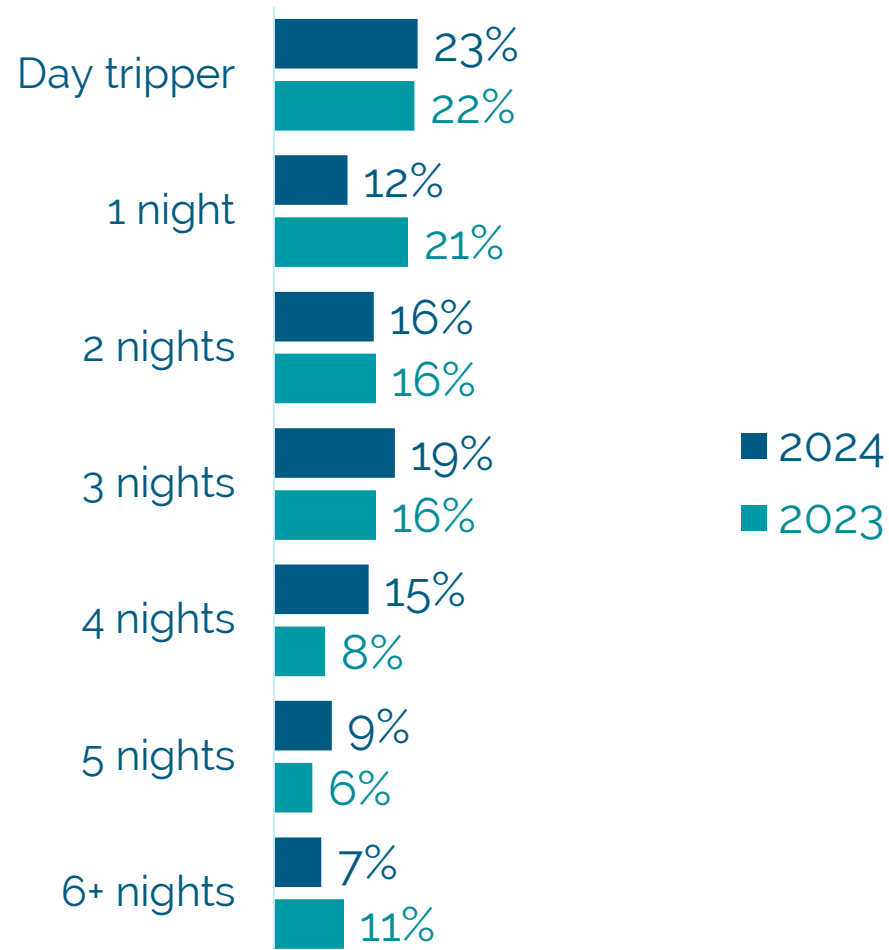
*15% of all visitors used the Jacksonville International Airport (-4% from 2023).

ACCOMMODATIONS

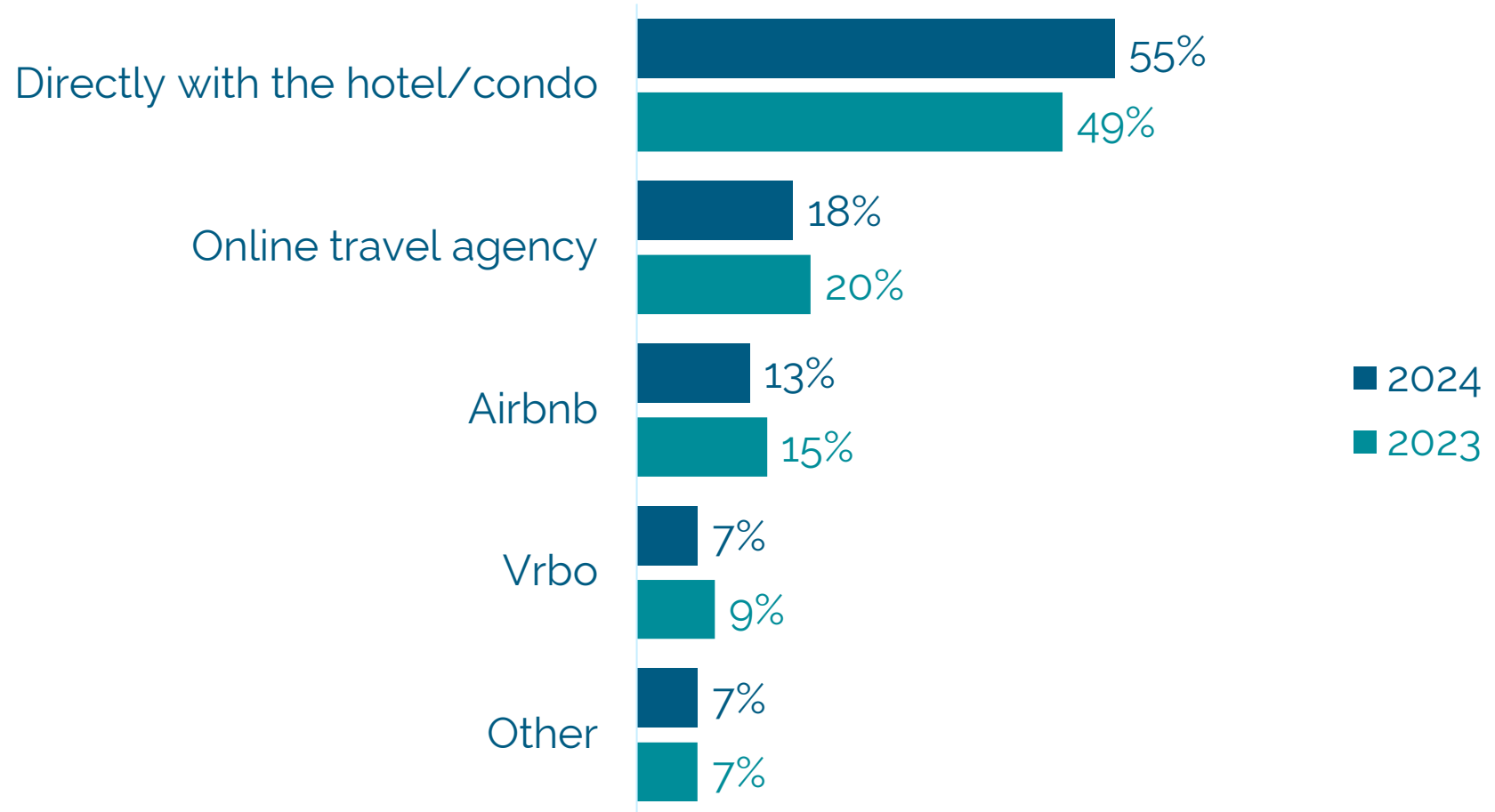


NIGHTS STAYED

Average nights stayed (all visitors): **3.0 (same as 2023)**
Average nights stayed (paid visitors): **3.5 (-0.3 from 2023)**



ACCOMMODATION BOOKING



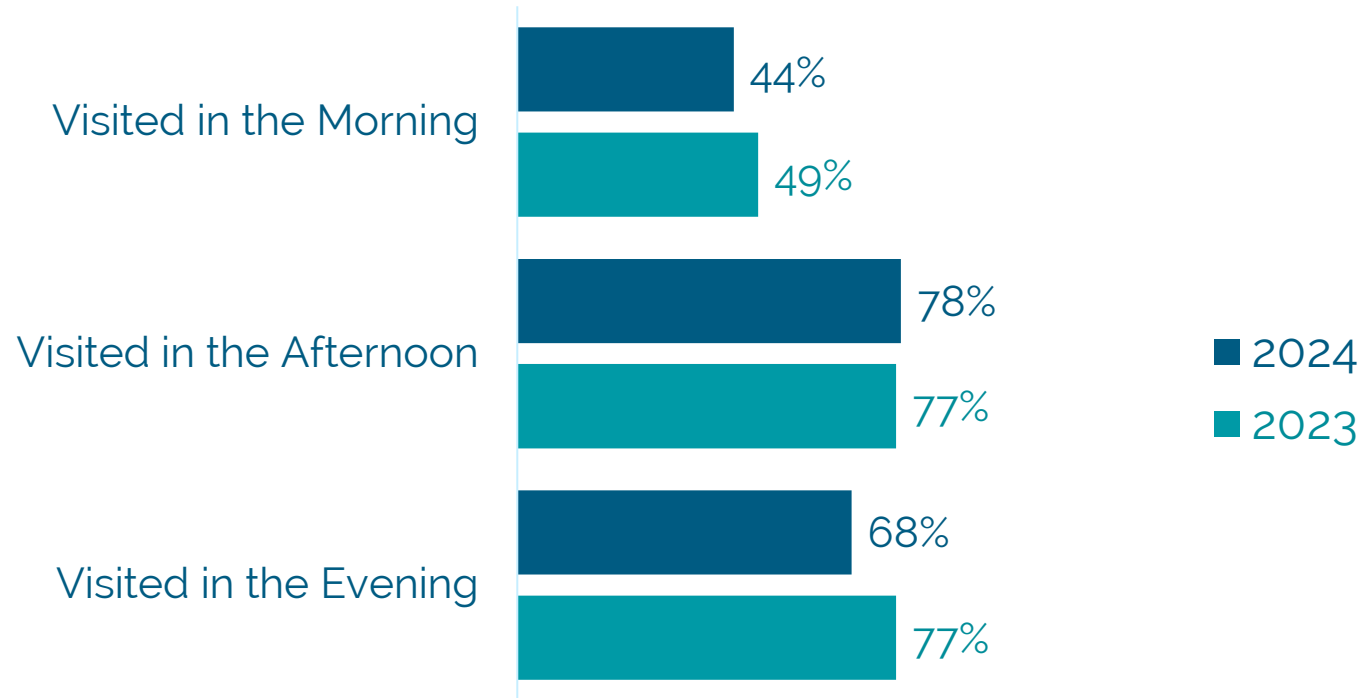
VISITOR ACTIVITIES*

Activity	2023	2024
Dining out	76%	77%
Historic Downtown Fernandina Beach	68%	73%
Beach	62%	60%
Shopping	61%	59%
Special events	32%	33%
Visit friends/relatives	25%	28%
Attractions	18%	23%
Family time	29%	20%
Farmers market	22%	19%
Bars, nightclubs	33%	18%
State parks	24%	15%
Biking, hiking, running, etc.	11%	12%
Art galleries, museums	16%	10%
Business meetings/conferences	2%	9%
Dining month	NA	7%
Attend/participate in a sporting event	9%	6%
Water sports	8%	6%
Golf or tennis	2%	5%
Spas	2%	4%
Horseback riding	<1%	<1%
Other	<1%	<1%

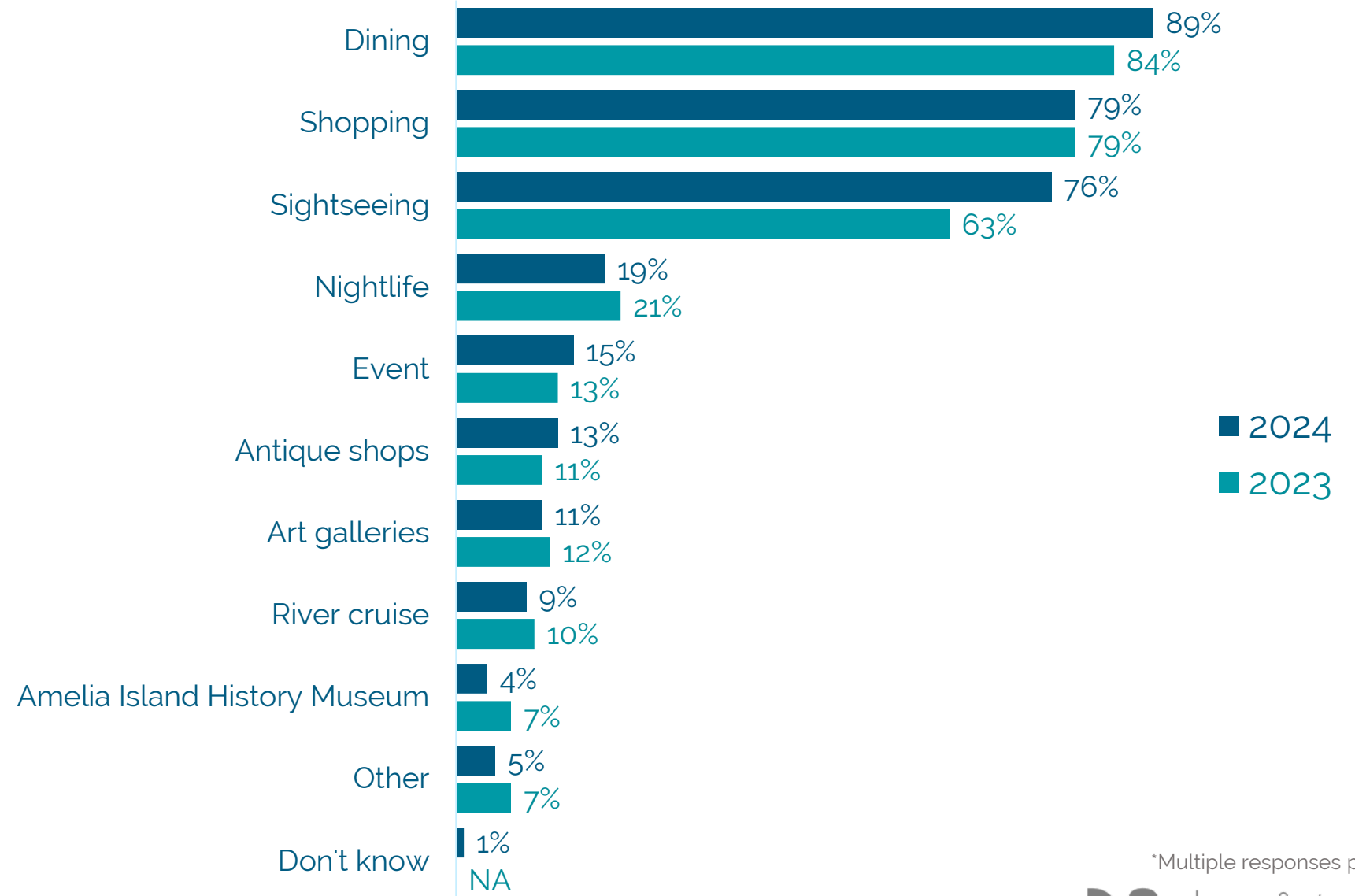
*Multiple responses permitted.

VISITING HISTORIC DOWNTOWN*

Average visits per trip: **2.5 (-1 from 2023)**



REASON FOR VISITING HISTORIC DOWNTOWN*

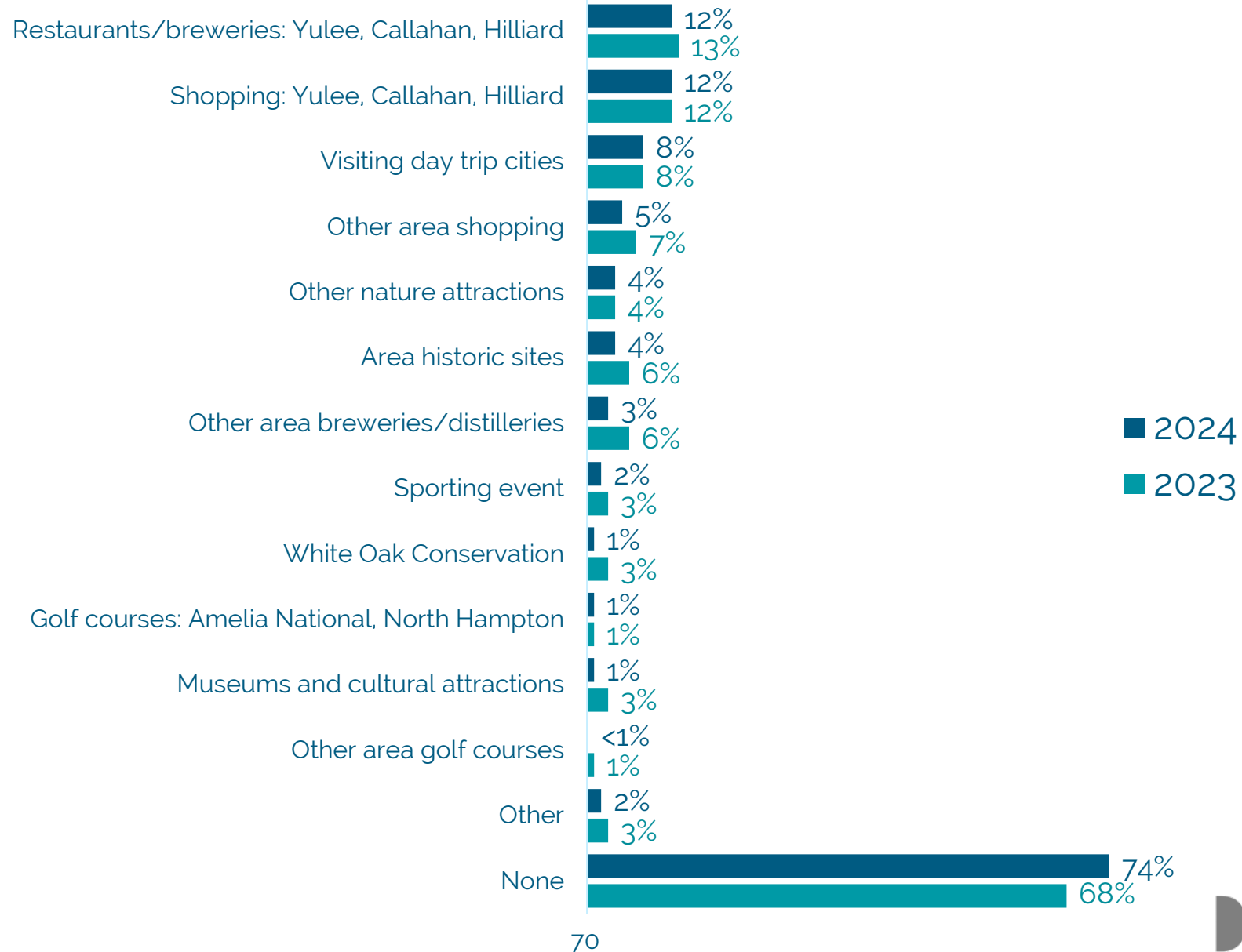


AREAS FOR IMPROVEMENT: DOWNTOWN*



- » More public parking, particularly at night and during events
- » More seating
- » More activities and playgrounds for children
- » More public restrooms
- » More public transportation
- » More specialty shops
- » More variety in restaurants
- » However, visitors love the holiday lights and decorations, the flowers, the benches honoring loved ones, the dog friendliness, and the overall quaint charm.

OFF-ISLAND ACTIVITIES*



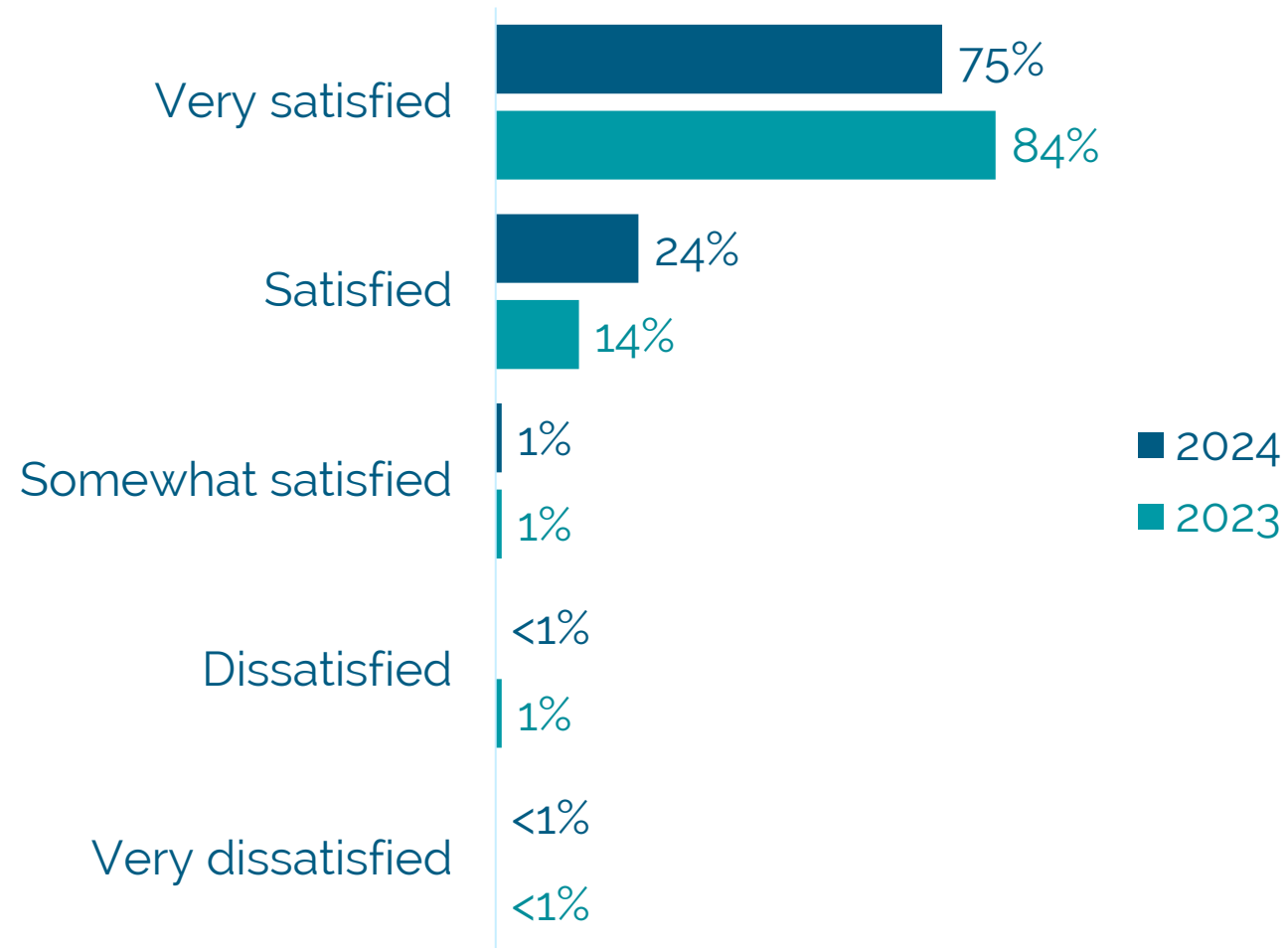
TRAVEL PARTY SPENDING

Category	Daily Spending		Total Spending	
	2023	2024	2024	2024
Accommodations	\$163	\$162	\$489	\$486
Restaurants	\$170	\$154	\$510	\$462
Groceries	\$34	\$34	\$102	\$102
Shopping	\$83	\$94	\$249	\$282
Activities & attractions	\$35	\$30	\$105	\$90
Transportation	\$38	\$34	\$114	\$102
Other	\$30	\$11	\$90	\$33
Total	\$553	\$519	\$1,659	\$1,557

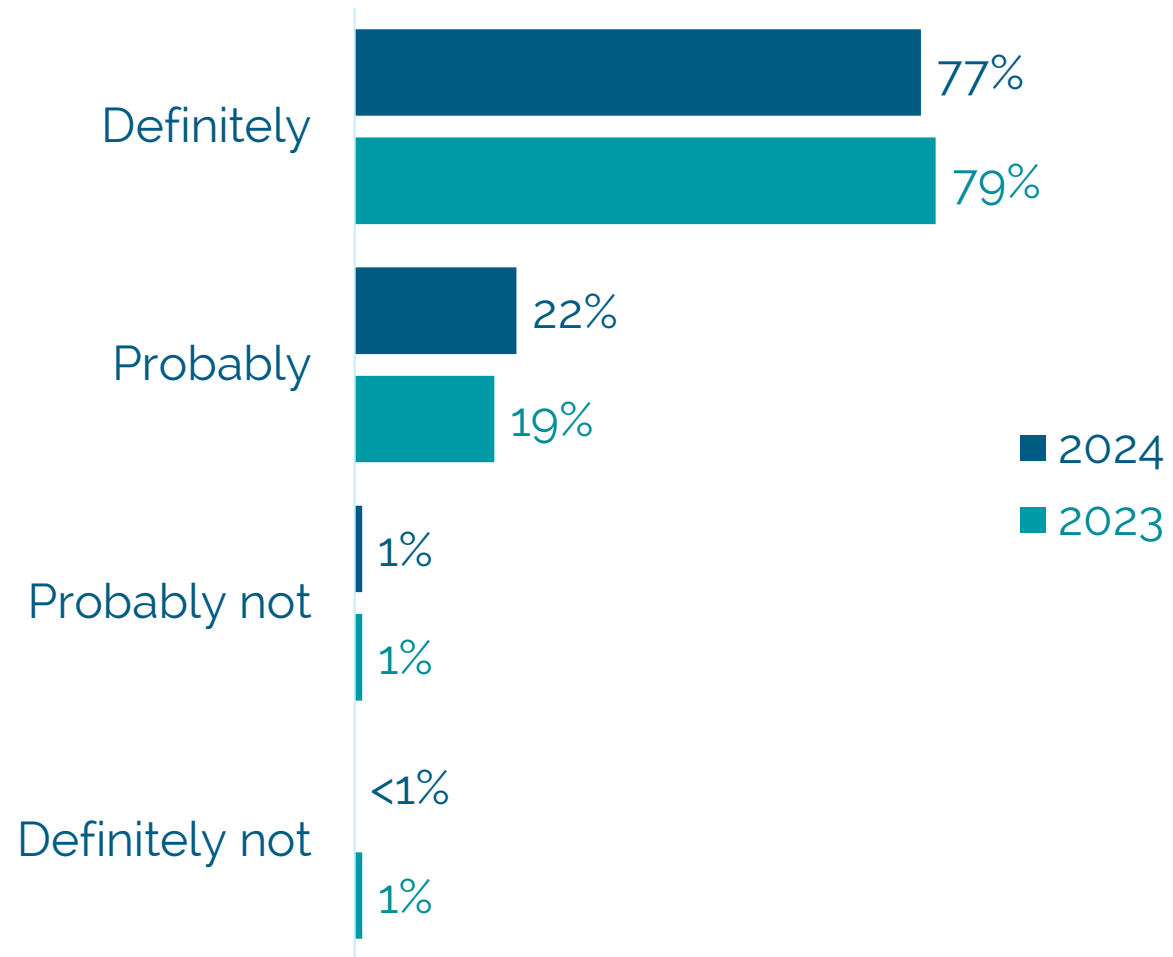
VISITOR JOURNEY: POST-TRIP



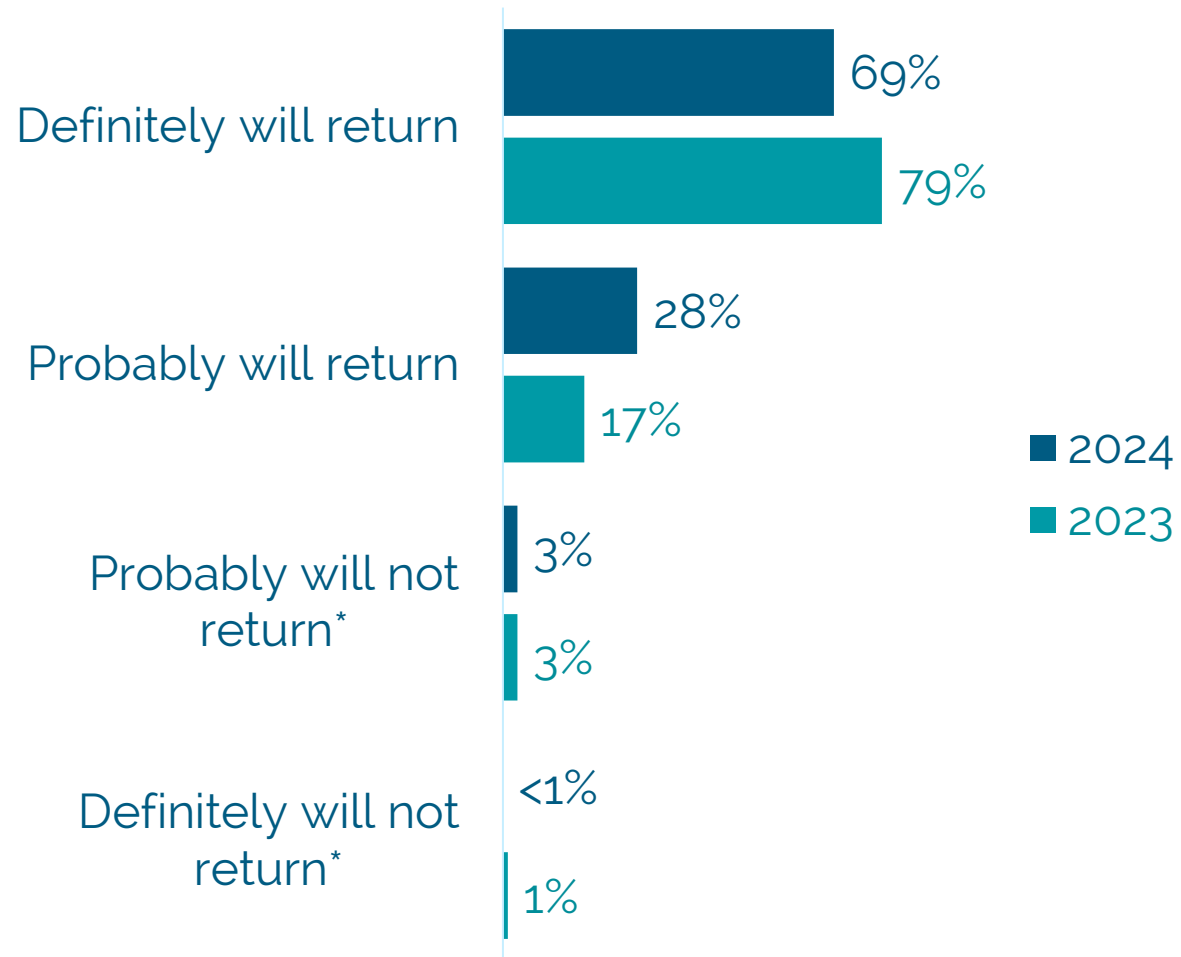
VISITOR SATISFACTION



RECOMMENDATION



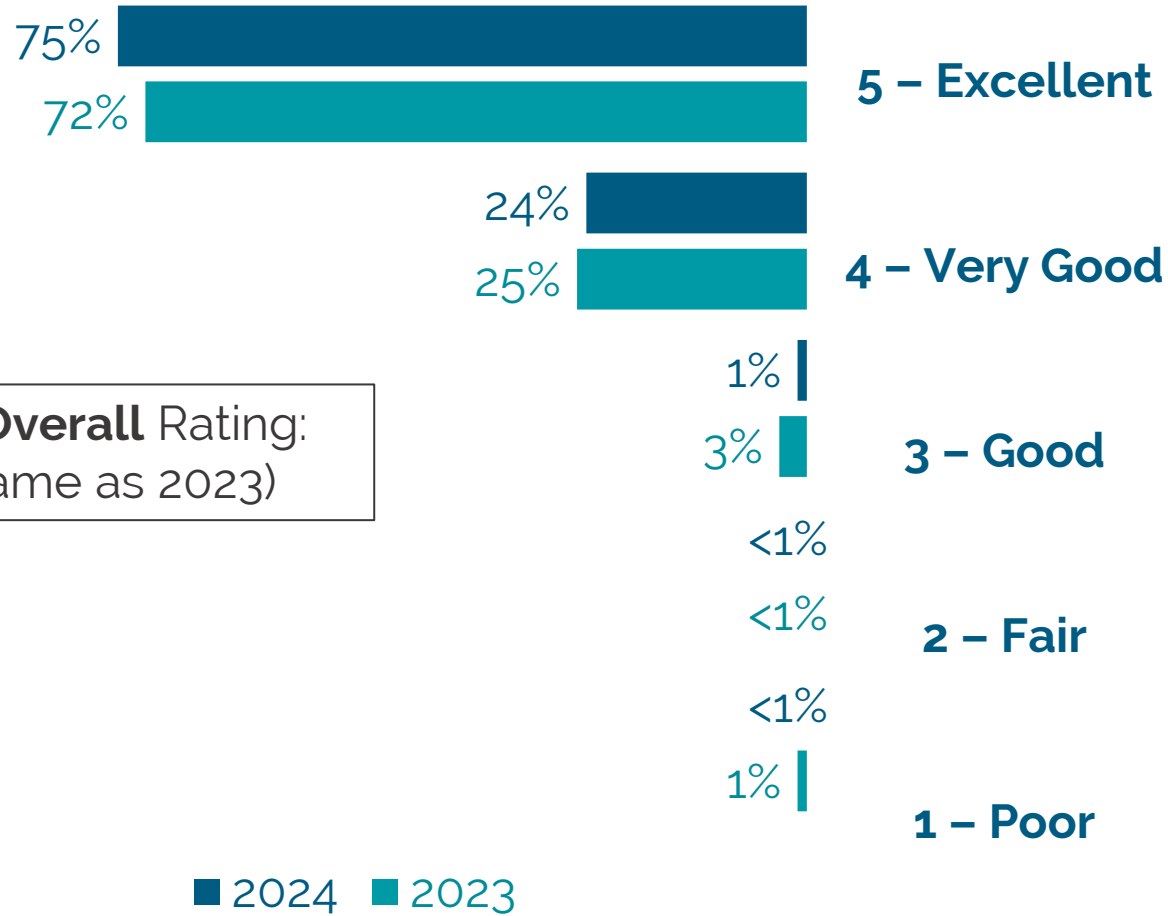
LIKELIHOOD OF RETURNING



*Top reasons for not returning, like 2023, were: 1) a preference for variety in vacation spots 2) only having gone for a specific occasion.

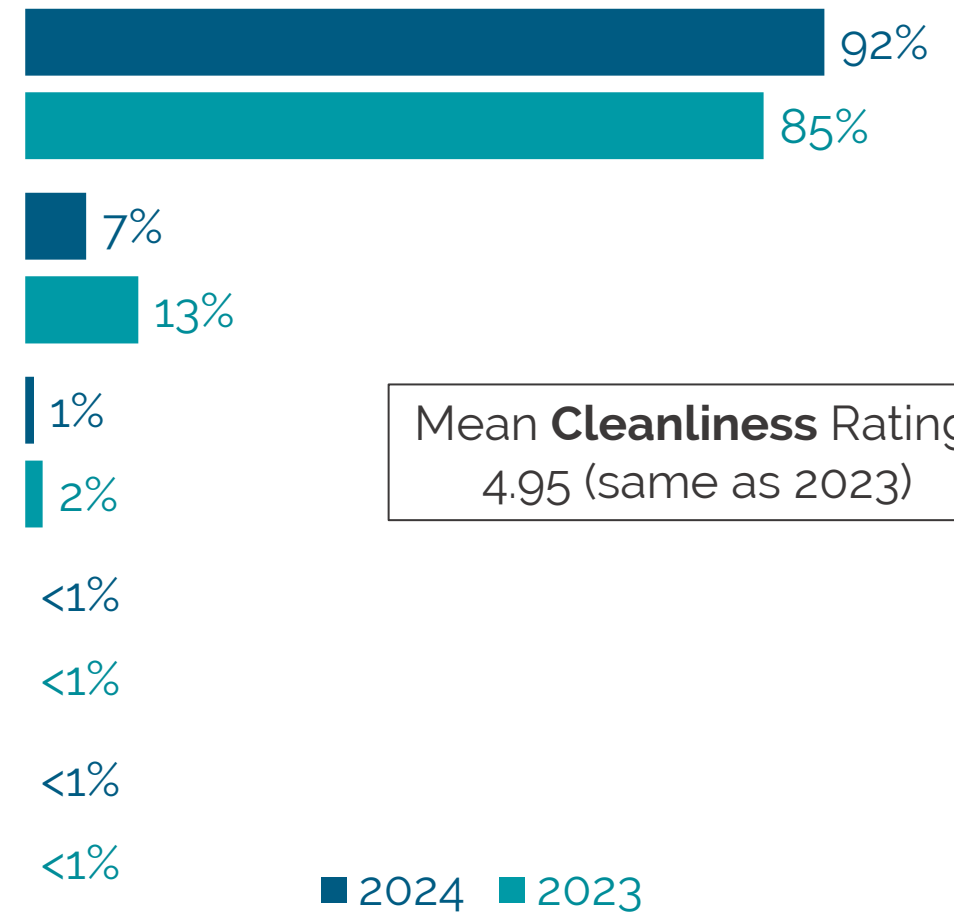
BEACH RATINGS

Overall Beach Rating



Mean **Overall** Rating:
4.8 (same as 2023)

Beach Cleanliness Rating



Mean **Cleanliness** Rating:
4.95 (same as 2023)

AREA DESCRIPTIONS*



- » “You’ll love the natural beauty, lovely beaches, and serene atmosphere.”
- » “Amelia Island has something for everyone - great restaurants, fun water sports, and beautifully restored 1800s buildings!”
- » “It has that quaint Old Florida charm.”
- » “I love the beaches, the tree-lined streets, and the holiday lights. You’ll fall in love with this place.”
- » “The beaches are very clean and quiet, with available, free parking. A perfect family vacation destination.”
- » “The walkable downtown with its huge variety of restaurants was the highlight for us!”
- » “Amelia Island is a true hidden gem. Coming here always feels like coming home.”

*Open-ended responses. Multiple responses permitted.



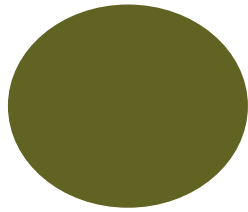
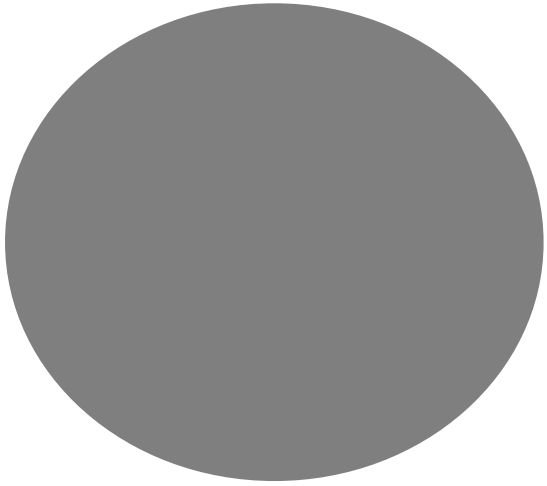
Visitor Tracking Study

- » Interviews were completed with **751 visitors** in person at events, the beach, The Shops at The Omni, downtown, and online, between **October 1, 2024, and December 31, 2024.**

Amelia Island CVB

Visitor Tracking Study October – December 2024

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



3. Tourism Activity Reports



Tourism Activity Report

October 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

October 2024 – Number of Visitors – 2,195; Number of Welcome Bags Prepared – 246

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

The first of the Tourism Tides monthly newsletter series deployed on October 4. This monthly communication commitment to all tourism partners, governing bodies and stakeholders is designed to provide valuable trends, industry developments and to share actionable insights. Our goal will be to send this newsletter the first week of every month and all newsletters will be archived for historic reference as well.

An informational video series, designed to answer questions regarding Dickens on Centre festival details was created. The series is available to all partners and stakeholders to view, learn and earn their very own 10th Anniversary Festival T-shirt. These short videos provide specific information about the street closures, parking, and trash pick-up for downtown merchants as well as highlights about the weekend of festivities.

Community Outreach and Program Development

Travel & Trade – Meetings, Consumer, International

On October 16, Amelia Island participated in a virtual trade show reaching global travel professionals utilizing the newly launched TravPRO platform. This 5 hour online trade show allowed travel industry professionals to engage via text and video platforms with CVB representatives during a trade show intended to promote couple romance vacations. Over the course of the virtual event the CVB engaged with a total of 126 travel professionals and showcased the breadth and depth of the destination.

Since launching the Amelia Island Insider training platform in September within the TravPRO platform a total of 200 travel professionals have registered to take part in the training; 170 professionals have begun the training modules with a total of 86 professionals completing the certification as an Amelia Island Insider.

The Amelia Island CVB represented the destination at Brand USA Travel Week UK & Europe that took place in London. A total of 216 tour operators, 74 media and 350 destinations and suppliers attended a week-long scheduled appointment-format event intended to showcase and educate the UK and European travel wholesalers within a series of 20 minute extensive meetings.

On October 29th an interview was conducted by USAE magazine for a feature article on the appeal of Amelia Island as a meeting and convention destination.

During the month of October, the CVB helped to facilitate a total of 39 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

- Dickens on Centre
 - Finalized festival entertainment and program for printing
 - Finalized 3rd party festival partners including AI Museum of History, Marlin & Barrel, Island Art Association, Disco Witch, Boston Photography, and Handi-House of Yulee
 - With confirmed Pocket Park availability, secured entertainment and movie alley off N 3rd Street
 - Finalized School Board lot for use of parking and trolley stop
 - Finalized Enchanted Village and Dickens After Dark: Marley's Masquerade sponsorships
 - Opened additional vendor locations due to construction on S 2nd at Centre Street
 - Collaborated with team on marketing collateral to promote festival out of market as well as in market through rack cards and posters
 - Collaborated and finalized Dickens on Centre information session videos for merchants and partners
- Sponsorships & Marketing
 - Finalized promotions for Amelia Island Cookout
 - Set-up meetings with first quarter special event organizers for marketing and promotion plans
 - Reviewed and discussed new sponsorship opportunities with several organizations
 - Attended Island Hop and Amelia Island Cookout representing CVB/TDC
 - Hosted SMART Meetings magazine representative to further discuss Amelia Island as a meetings and event destination for promotion in their magazine and digital publications

Marketing

Operations

Following the September panhandle approach of Hurricane Helene, the State of Florida received a startling threat of Hurricane Milton and the landfall Oct 9th and impact upon West Florida and Central Florida. The CVB once again executed the inventory of area accommodations that were available for evacuees that fled Central Florida for safe harbor. Throughout the storm events the CVB worked closely with the EOC to ensure fluid sharing of occupancy not only for the purpose of visiting evacuees but also to alert the County and the EOC regarding visitor compression and location should the storm suddenly threaten the region or in the event that evacuations became imminent. In an effort to ensure that the destination did not appear tone-deaf to the impact elsewhere while also ensuring we were being effective with marketing dollars, all paid and social media was paused on October 8th and

remained on pause through Monday October 14. Immediately following the landfall of Hurricane Milton, the CVB aligned with Visit Florida to ensure that beginning October 14th, Amelia Island was included within an \$800,000 State funded “the sun is shining” campaign designed to educate potential travelers to the regions of Florida that were not impacted by the hurricane/s.

- On October 3rd, the CVB partnered with lifestyle brand Garden & Gun Magazine to execute a gala culinary event where a total of 85 individuals purchased a spot in a sold-out dining event at Walkers Landing featuring a collection of the destination’s leading chefs including Nathalie Wu of Wicked Bao, Omar Collazo and Verousche McKibbin of Omni Amelia Island Resort, Okan Kizilbayir of The Ritz-Carlton, Amelia Island, and Chad Livingston of Burlingame—curating an international tasting menu featuring flavors inspired by Spanish, French, Mexican, and English cuisine.
- A planning meeting was conducted with the CVB team to discuss the January 2025 Dining Week event.
- 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
- Ongoing management of final fiscal billing and new fiscal PO’s for key contractual partners.

Strategy

- The team continued to closely monitor future booking pace as the State of Florida continues to witness continued weakness and vulnerability in bookings.
- The FY’25 marketing campaign launched October 1 with a brief hiatus of a week due to the impact of Hurricane Milton that generated a pause in both paid and social media Oct 8 – 14, 2025. Following the impact of the storm, the CVB has worked closely with Visit Florida to ensure that Amelia Island is within their messaging to potential travelers and industry leaders that the area is among the regions that are open and welcoming visitors. As the result of the storm, most of the group / meetings business was cancelled or in the process of being rebooked as a result of the weather disruption. Destination properties are aggressively trying to get all meetings back on the books. On the leisure side, a significant number of communications is now taking place to overcome perceptions that all of Florida was impacted by the storm. On another level, both Hurricane Helene (impacting the panhandle, GA, SC & NC) as well as Hurricane Milton (impacting west Florida and all Central Florida) presents a continued threat to the region as these impacted regions represent the core markets of visitation origin with the storms incurring significant financial burdens and disruptions upon those living in the area. This is a clear and present threat on Amelia Island visitation. The team

is aggressively amping up efforts not only in these areas but also other regions defined as high potential under performing markets .








- Provide ongoing strategic direction on the brand vision and marketing execution given projected shortfalls in FY2025. Revised brand messaging to strengthen key differentiators.
- Analyze weekly STR report and KeyData information and distribute performance report to stakeholders weekly.
- Drive 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 Dickens on Centre, Taxslayer Gator Bowl and Petanque Amelia Open
- 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 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 1st 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. October History and Mystery month with Columbus Day (10/14) and Halloween (10/31) as national holidays in the month and National Sports Day (10/16), National Apple Day (10/21) and National Chocolate Cupcake Day (10/18) in the month
- Blogs in October: Spooky Amelia Island; Top Spots for Outdoor Dining; First Friday Foodie Feature: Happy Tomato; Garden & Gun Event Recap; Wedding Spotlight: Bayley & Brian; Restaurants Open on Thanksgiving
- Emails in October: Pub Crawling on Amelia Island/Spooky Amelia Island/Dickens on Centre; OMNI AMELIA ISLAND RESORT; The Real Treasure Island/RESIDENCE INN/Top Spots for Outdoor Dining

Content & Social

Profile	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
Reporting Period Oct 1, 2024 – Oct 31, 2024	165,274	785	113	5,596,466	29,222	0.5%	854,144
 @AmeliasIslandFlo	3,315	9	5	894	51	5.7%	2
 Amelia Island	119,062	589	19	5,373,413	23,203	0.4%	389,083
 Amelia Island, Florida	1,357	29	2	2,586	468	18.1%	0
 Amelia Island, Florida	2,104	32	7	11,159	453	4.1%	11,159
 Visit Amelia Island	611	2	0	N/A	N/A	N/A	N/A
 Visit Amelia Island	1,110	9	0	N/A	46	N/A	435,284
 visitameliaisland	37,715	115	80	208,414	5,001	2.4%	18,616

Collateral

Planning a refresh of the Dining Guide to launch in 2025 with updates to businesses that have closed and new ones that have opened. The Discovery Guide has been a great resource for hotels to share with guests. The Inspiration Guides were well received by the interstate visitor centers. Approximately 5,725 pieces of collateral were delivered to tourism partner businesses. Approximately 174 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 Eming Pinasy/Smart Meetings (Oct. 21-25) and hosted; continued planning MICE media visit for Lydia Gregory/Recommend and Prevue (Nov. 11-15); and Lisa Grimaldi/Northstar Meeting Group (TBD).
- Rescheduled media visit for Sarah Phinney/sarahsoutdooradventuresfl (Nov. 10-12) and continued planning.
- Continued planning media visit for Jennifer Cunnigham/Newsweek (Oct. 20-26), but she had to postpone.
- Connected with Tracey Teo/freelancer for Atlanta Journal-Constitution about Dec. press visit.
- Continued discussing future media visit with Noelle Foley/influencer.
- Met with Michiel Perry/BSB Media to discuss potential collaborations. Waiting for a proposal.
- Followed up with Jen Juergens/freelancer at Meetings Today after her visit. Coverage pending.

Press/Outreach

- Drafted and distributed Dickens on Centre release. Also shared with Dickens fan clubs for group travel consideration. Followed up with media.
- Distributed Conde Nast Traveler Readers' Choice Awards release.
- Continued planning 2025 Cold Weather Media Tour.
 - Met with Cleveland and Columbus (Ohio) CVBs for restaurant partner recommendations.
 - Started outreach to Cleveland and Columbus businesses about partnership: Cordelia in Cleveland, Hank's in Columbus, Jeni's Ice cream (Ohio headquarters).
 - Met with Cordelia (restaurant) in Cleveland and started securing event details.
 - Followed up with Hank's and Jeni's.
- Provided information and images to Southern Living for Coastal Living Best Places to Live issue. Also provided information from Amelia Island local resources.
- Submitted Amelia Island "noteworthy events" to Jacqui Gifford's lead for Travel + Leisure.

- Pitched Amelia Island to Ian Monroe for MSN lead about Where to Spend Milestone Birthdays.
- Pitched Dickens on Centre, Ritz and Omni to Beth Luberecki with FamilyVacationist for Best U.S. hotels and resorts for Christmas lead.
- Submitted Tourism Marketing Today Best Of Northeast FL about Dining Month.
- Submitted Tourism Marketing Today Quick Trip about Conde Nast Traveler Readers' Choice Awards.
- Worked with Tourism Marketing Today on Quick Trip correction.
- Finalized 2024-2025 Press Kit updates.

Promotional / Partnerships

- Reconnected with Orlando Weekly about paid options for Dickens on Centre.
- Met with Macaroni Kids to discuss 2025 publisher trip. Met with client to discuss. Sent Residence Inn opportunity to host and awaiting feedback.
- Discussed Dickens on Centre partnership opps and recommended social media giveaway for holiday events with Jacksonville and St. Augustine. Started planning.
- Secured partners for the Florida / Georgia 2024 social media giveaway. Connected winner with partners to claim prize package.
- Met with Melissa Benavides with ACC Aviation about potential partnership for Concours or similar high-end event. Need to speak with Hagerty and Ritz next.
- Coordinated prize package for winner of VISIT FLORIDA about radio promotion with 102.9 The Wolf (KMNB-FM) in Minneapolis.

Misc.

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

Tourism Activity Report

November 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

November 2024 – Number of Visitors –2,070; Number of Welcome Bags Prepared – 240

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

An informational video series, designed to answer questions regarding Dickens on Centre festival details was disseminated. The series, available to all partners and stakeholders, is designed to share pertinent festival info, learn more about the impact that the festival brings to our destination and generate excitement for the festivities. These short videos provide specific information about the street closures, parking, and trash pick-up for downtown merchants as well as highlights about the weekend of festivities.

Planning for Restaurant Week 2025 has begun.

Community Outreach and Program Development

Travel & Trade – Meetings, Consumer, International

Since launching the Amelia Island Insider training platform in September within the TravPRO platform a total of 231 travel professionals have registered to take part in the training; 199 professionals have begun the training modules with a total of 102 professionals completing the certification as an Amelia Island Insider.

During the month of November, the CVB helped to facilitate a total of 21 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

- Dickens on Centre
 - Finalized signage from Fast Signs as well as placement of all signage for the festival
 - Confirmed all entertainment technical specifications with both performers and AVL, the festival production company.
 - Final meetings with special services such as Waste Management, Beach Rakers, Toi Toi, etc. for scheduling and service throughout the event.
 - Finalized load-in and out of production companies and décor (AVL, PRI, Aloha).
 - Finalized staff and volunteer assignments
 - Finalized Enchanted Village reservations and Dickens After Dark: Marley's Masquerade ticket sales.
 - Visited all downtown merchants to disseminate Dickens information regarding street closures and parking.
- Restaurant Week 2025

- Collaborated with team on updated program and partner offerings for the week of January 17-26, 2025.
- Sponsorships
 - Final information and documentation for processing of sponsorships to six organizations.

Marketing

Operations

Following October's arrival of Hurricane Milton, the State of Florida and all destinations had to overcome a significant hit on the perception of readiness. In fact, Visit Florida estimates that the negative media coverage surrounding Hurricane Milton generated 1.706 trillion impressions and \$177 Million in negative media. Regardless, destinations impacted rapidly rebuild core tourism assets and those areas unaffected by the storm (including Amelia Island) aggressively promoted their readiness to welcome visitors. Overall, November recognized strong performance and faster than expected rebound.

- A comprehensive planning meeting was conducted with Cellet (UK Agency) relating to the destination's 2025 plan.
- Golfweek magazine executed a destination Couples retreat for over 60 couples that drove visitation while also being promoted to the Golfweek reader. The CVB made a presentation to the attending media and attendees.
- The CVB collaborated with our colleagues in Jacksonville, St Augustine and Clay County as well as Florida's First Coast of Golf and Visit Florida for a promotional initiative showcasing military veterans and the area's support of those in the service surrounding Veteran's Day.
- Ongoing work on PO requisitions, tracking, invoice processing, managing FY 25 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
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Strategy

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- Provide ongoing strategic direction on the brand vision and marketing execution given projected shortfalls in FY2025. Revised brand messaging to strengthen key differentiators.
- Analyze weekly STR report and KeyData information and distribute performance report to stakeholders weekly.
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Website & Digital

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- 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. New Partner portal in development.
- 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 1st 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. November is Holiday month with Veterans Day (11/11), Thanksgiving Day (11/28) and Election Day (11/5) as national holidays in the month and National Calzone Day (11/1), Day of the Dead (11/1) and No Shave November (November) in the month
- Blogs in November: Let us help you pack your “Beach Bag”; Dickens Weekend itinerary; Spotlight on the Ritz Carlton Spa – New and Improved; Island Snapshots: Monthly Moments from Amelia; Amelia Island Cookout Recap.
- Emails in November: THE RITZ-CARLTON, AMELIA ISLAND exclusive; Celebrate a Warm and Cheerful Holiday Season on Amelia Island/HAMPTON INN & SUITES/Empty Nester Getaway; A-Z: 26 dishes to taste on Amelia Island/AMELIA ISLAND MUSEUM OF HISTORY – Holiday Home Tour/Christmas on Amelia Island Itinerary; Wedding Spotlight: Bayley + Brian/RESIDENCE INN.

Content & Social

Tourism Activity Report

⚠ Due to an unexpected TikTok API change that we are actively working to remedy, Net Follower Growth is not accurate after December 9th, 2024.

Profile	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
Reporting Period Nov 1, 2024 – Nov 30, 2024	165,848	547	104	7,132,964	26,232	0.4%	1,350,018
@AmeliasIslandFlo	3,280	-35	6	1,365	60	4.4%	0
Amelia Island	119,432	334	19	6,889,561	18,740	0.3%	420,698
Amelia Island, Florida	1,359	5	1	625	41	6.6%	0
Amelia Island, Florida	2,158	54	4	20,920	780	3.7%	20,920
Visit Amelia Island	615	4	0	N/A	N/A	N/A	N/A
Visit Amelia Island	1,110	6	1	N/A	63	N/A	871,610
visitameliaisland	37,894	179	73	220,493	6,548	3%	36,790

Collateral

Planning a refresh of the Dining Guide to launch in spring/summer 2025 with updates to businesses that have closed and new ones that have opened. Approximately 3,000 pieces of collateral were delivered to tourism partner businesses. Approximately 170 inspiration guides were requested online and shipped directly to home addresses in the month of November.

Public Relations

Writers/Influencers

- Finalized planning MICE media visit for Lydia Gregory/Recommend and Prevue and hosted (Nov. 11-15); and continued planning MICE media visit for Lisa Grimaldi/Northstar Meeting Group (Dec. 9-11).
- Finalized itinerary and hosted Sarah Phinney/sarahsoutdooradventuresfl (Nov. 10-12).
- Started planning media visit for Tracey Teo/freelancer for Atlanta Journal-Constitution (Dec. 14-16).
- Received VISIT FLORIDA media request for John and Sandra Nowlan/Brunswick News and agreed to host. Started planning media visit (Feb. 15-17).
- Connected with Sharm Sil/sharmedlife (NYC influencer) and started discussing content creator media visit.
- Connected with Tamara Smith/seetheworldwithme2 and started discussing content creator media visit.
- Followed up with Residence Inn about hosting Macaroni Kids publisher FAM in fall 2025.
- Reviewed influencer proposal from Michiel Perry/BSB Media and declined due to costs/value.

Press/Outreach

- Pitched Shrimp Drop voting on USA Today 10Best to local Jacksonville media and shared with CVB to promote votes. Tried contacting 10Best to provide images of Shrimp Drop but no response.
- Followed up with media about Dickens on Centre.

- Pitched Dickens on Centre to Cindy Cockburn for Tampa Bay Time's BAY Magazine Dec. issue; Judy Koutsky/freelancer for Conde' Nast Traveler lead; Jessica Farthing for Flamingo Magazine; Morayo/freelancer for AJC; and Michele Herrmann for Livability.
- Drafted and distributed Northeast Florida Holiday Giveaway and Events release.
- Pitched New Year's Eve Shrimp Drop to Brittany Anas for lead with Livability.
- Pitched Amelia Island to Daria Smith/freelancer and invited for a media visit in 2025.
- Reconnected with Cynthia Drake/freelancer about Black History Month/American Beach story (visited in 2023).
- Continued planning 2025 Cold Weather Media Tour.
 - Executed agreement for Cleveland / Cordelia dining event Jan. 16.
 - Met with and secured Columbus / The Pearl dining event Jan. 15.
 - Followed up with Jeni's Ice Cream, which declined.
 - Reached out to various coffee shops (Rising Star, Fox in the Snow, Ready Set Go, Stauf's, One Line Coffee) throughout Columbus and Cleveland and followed up. No response except for Ready Set Coffee, which declined.
 - Reached out to Mitchell's Homemade Ice Cream and followed up. No response.
 - Started media list for Columbus and Cleveland media events.
- Submitted info and images to Dave Kelly with Florida Country and Coast Magazine for Dec. issue.
- Submitted Tourism Marketing Today Quick Trip about Garden & Gun dinner.
- Followed up with Jessica Farthing about Southern Living "Wild Horses" article.
- Followed with Dan Donovan about new Air Canada flights to JAX coverage.

Promotional / Partnerships

- Met with Lovely about influencer programs. Awaiting more info.
- Coordinated Orlando Weekly newsletter advertorial for Dickens on Centre for Dec.
- Continued discussing ACC Aviation partnership for Concours or The Hangar.

Misc.

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

Tourism Activity Report

December 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 month of December, the destination executed the 10th annual Dickens on Centre festival in downtown Fernandina Beach while attracting a record setting attendance of 80,805 representing an 8% increase over 2023's record attendance.

Visitor Services

December 2024 – Number of Visitors – 2,481; Number of Welcome Bags Prepared – 245

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

Published new business listings on Ameliasland.com and edits as needed were made. Planned briefing with agency about publishing a new partner landing page on Ameliasland.com as a portal for partners to engage with destination opportunities. Planned efforts to launch in early 2025.

Community Outreach and Program Development

During December the CVB presented the proceeds generated by restaurants participating in the inaugural Amelia Island Dining Month that occurred in September. Checks amounting to \$2,000 were presented to Barnabas Center.

Travel & Trade – Meetings, Consumer, International

Since launching the Amelia Island Insider training platform in September within the TravPRO platform a total of 247 travel professionals have registered to take part in the training; 213 professionals have begun the training modules with a total of 106 professionals completing the certification as an Amelia Island Insider.

During the month of December, 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.

Special Events

- Dickens on Centre
 - Executed the 10th Annual Dickens on Centre
 - Total estimated attendance: 80,850 over four nights and days (12/12-15) surpassing last year's record attendance by 8%.
 - Four food trucks, DJ, Emma Love Kindness Club and Jax Pipe and Drum Corps led a very cold but very well attended Illuminate Procession.
 - 500 Drones lit up the sky with a 3-D show that weaved a story highlighting Amelia Island's traditional and coastal Christmas traditions.
 - 476 guests enjoyed the 100 available time slots for the Enchanted Village which sold out in 30 days – a little longer than previous years but there was a 4-person minimum in each

snow globe. This change made them more attractive to out-of-town visitors coming for the event.

- The Portly Gentleman Tavern again reported increased sales from the previous 2-years despite some of the weather challenges with many utilizing the waiting area.
- Two entertainment stages with 43 available time slots provided theater, music, dance, juggling, magic, and more throughout the event. Many new and local groups joined the schedule for the first time. Our new carolers who strolled the streets on Saturday and Sunday were a huge hit.
- 113 vendors over five downtown streets reported increased retail sales over previous Dickens.
- Increased food trucks saw huge sales as did our local restaurants.
- Run Like the Dickens had over 120 runners. The temps made it challenging, but our partners, Salty Sports Society, and MacArthur YMCA did an amazing job.
- Over 150 guests came in their best Victorian dress, and some wore their marques for the first ever Marley's Masquerade, enjoying the sounds of Mama Blue and the amazing Fire & Ice show by Kristen Sparrow Circus.
- Over 100 volunteers provided muscle or dressed in Victorian outfits giving the authentic, fun, and magical atmosphere that makes Dickens a magical and unforgettable event.

Marketing

Operations

- Ongoing work on PO requisitions, tracking, invoice processing, managing FY 25 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

- Attended the Destination Florida annual meeting and legislative update meeting in Tampa December 4-6.
- The team continued to closely monitor future booking pace as all indicators lead the industry to be extremely cautious for the year ahead.
- 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.

- FY25 media plan monitoring and optimization across all media channels including digital and social channels
- 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
- 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
- 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
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- Broad launch of Discovery Guide as in-market collateral resource for visitors looking for activities, shopping, nature and beach safety

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- 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. Partner Portal within Ameliasland.com website briefed to agency for development.
- 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 1st 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. December is Holiday, Shopping and Beach month with Christmas Day (12/25), Kwanzaa (12/26) and Chanukah (12/26) plus New Years Eve (12/31) as national holiday and Cyber Monday (12/2), and Pearl Harbor Remembrance Day (23/7) in the month
- Blogs in December: TakeSlayer Gator Bown and New Year’s Eve; Dickens on Centre Recap; History Lovers itinerary; Island Snapshots: Monthly Moments from Amelia; Wedding Spotlight; Where to see Christmas Lights; Foodie Itinerary Part II.
- Emails in December: Amelia Island After Dark: The Island’s Most Unique Nightlife Experiences/INNKEEPERS/A-Z: Dishes to Savor Downtown; Where to See Christmas Lights/COAST ONE TOURS/Wedding Spotlight; OMNI AMELIA ISLAND RESORT exclusive.

Content & Social

⚠ Due to an unexpected TikTok API change that we are actively working to remedy, Net Follower Growth is not accurate after December 9th, 2024.

Profile	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
Reporting Period Dec 1, 2024 – Dec 31, 2024	166,730	27,418	152	6,236,234	52,117	0.8%	1,591,476
@AmeliaIslandFlo	3,286	6	8	2,216	151	6.8%	0
Amelia Island	119,937	505	31	5,840,447	42,507	0.7%	589,470
Amelia Island, Florida	1,367	11	1	841	286	34%	0
Amelia Island, Florida	2,220	26,593	4	19,215	783	4.1%	19,215
Visit Amelia Island	616	1	0	N/A	N/A	N/A	N/A
Visit Amelia Island	1,110	2	0	N/A	56	N/A	897,725
visitameliaisland	38,194	300	108	373,515	8,334	2.2%	85,066

Collateral

Approximately 6,650 pieces of collateral were delivered to tourism partner businesses. Approximately 20 inspiration guides were requested online and shipped directly to home addresses in the month of December.

Public Relations

Writers/Influencers

- Finalized planning MICE media visit for Lisa Grimaldi/Northstar Meeting Group (Dec. 9-11).
- Finalized itinerary and hosted Tracey Teo/freelancer for Atlanta Journal-Constitution (Dec. 14-16).

- o Continued planning media visit with VISIT for John and Sandra Nowlan/Brunswick News (Feb. 15-17).
- o Continued planning paid media visit for Tamara Smith/seetheworldwithme2 (Feb.).
- o Continued planning paid media visit for Sharm Sil/sharmedlife (Feb. or March).
- o Followed up with Residence Inn about hosting Macaroni Kids publishers.

Press/Outreach

- o Pitched NYE Shrimp Drop and shared rank as #3 Top NYE Drop in U.S. in 10Best USA Today.
 - o Coordinated interview with WFOX/WJAX TV and FOX News.
- o Started drafting 2025 Restaurant Week release.
- o Drafted 2025 Foodie Events Worth Traveling For release. Ready to send in Jan.
- o Distributed TaxSlayer Gator Bowl pitches to key markets.
- o Secured Restaurant Week TV segments on River City Live and Good Morning Jacksonville for Jan. Started planning.
- o Followed up with media about Dickens on Centre and sent a week of reminder.
 - o Secured interview with WJCT First Coast Connect.
 - o Secured interview with Fernandina Observer.
- o Continued planning 2025 Cold Weather Media Tour.
 - o Continued planning Columbus / The Pearl dining event Jan. 15.
 - o Continued planning Cleveland / Cordelia dining event Jan. 16.
 - o Followed up with Mitchell's Homemade Ice Cream and followed up.
 - o Reached out to COSI but no response.
 - o Finalized media list for Columbus and Cleveland media events.
 - o Finalized media invites and sent to A-list. Started securing RSVPs.
- o Prepared and submitted Visit Florida Multigen SMT pitch.
- o Submitted information to Gwen Pratesi/U.S. News & World Report for an Amelia Island travel guide.
- o Provided images to Brittany Anas/Livability for NYE story.
- o Provided information to Lisa Simundson/Prevue for Visit Florida Official Meeting Planner Guide.
- o Provided images from events to Visit Florida for Florida Trend per inquiry.
- o Submitted pitch to Sarah Sekula/USA Today for Summer travel story ideas.
- o Submitted pitch to Allison Tibaldi/USA Today for romantic mini-moon destinations.

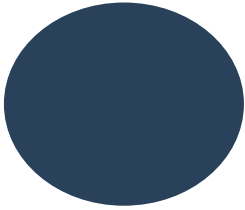
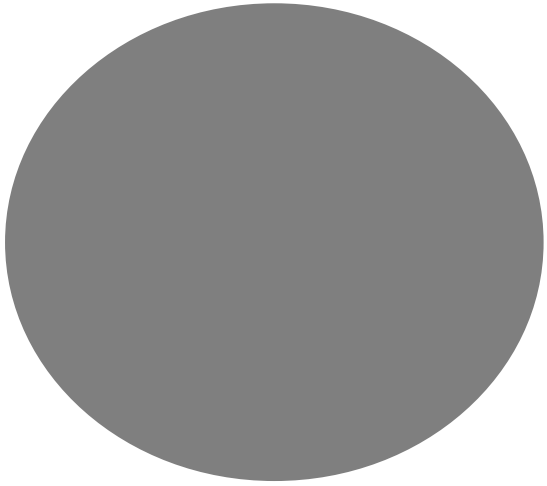
Promotional / Partnerships

- o Executed Orlando Weekly newsletter advertorial for Dickens on Centre for Dec.
- o Continued discussing Lovely partnership opportunity.
- o Continued discussing ACC Aviation partnership and pitched Amelia Island Cookout.

Misc.

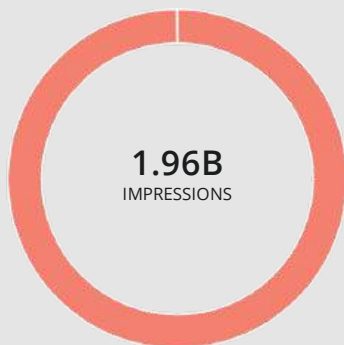
- o Vetting reactive requests and passing if applicable.
- o Bi-weekly meetings with AICVB.
- o Provided activity and publicity reports.

- o Share press visit coverage with partners.



4. Publicity Reports





Articles Other (Southbound Magazine Print)



Articles

General Coverage



698.58M
IMPRESSIONS

Top Islands: Readers' Choice Awards 2024
Condé Nast Traveler readers rank the top islands in the world, from Indonesia to the United States.

Yahoo Life

[View on Blog](#)

698.58M
IMPRESSIONS

Amelia Island ranked #4 Top Island in Condé Nast Traveler's 2024 Readers' Choice Awards
yahoo.com

[View on Blog](#)

243.14M
IMPRESSIONS

Top Islands: Readers' Choice Awards 2024
Condé Nast Traveler readers rank the top islands in the world, from Indonesia to the United States.

MSN

[View on Blog](#)

243.14M
IMPRESSIONS

22
ENGAGEMENTS

27 Enchanting Autumn Events & Festivals Happening in October Around The USA
October invites us to embrace the enchanting charm of the season with a myriad of delightful festivals and engaging events across the USA this month. Whether you're a foodie...

Christina-Lauren Pollock Oct 11

[View on Blog](#)

19.61M
IMPRESSIONS

These are the Best Islands in the U.S.
Find paradise close to home

Time Out United States Gerrish Lopez / Oct 21

[View on Blog](#)

8.98M
IMPRESSIONS

1
ENGAGEMENTS

Pack your paddles for this list of Florida hotels pickleball fanatics will love
Pack your paddle for this trip — Florida's best hotels are catering to the pickleball craze with top-notch courts and coaching for a stay-and-play vacation experience

Miami Herald Oct 31

[View on Blog](#)

CNT **8.77M**
IMPRESSIONS



Top Islands: Readers' Choice Awards 2024
From Indonesia to the United States.
Condé Nast Traveler Oct 1

[View on Blog](#)

CNT **8.77M**
IMPRESSIONS

67
ENGAGEMENTS




Top 15 Resorts in Florida: Readers' Choice Awards 2024
Condé Nast Traveler readers rate their top resorts in Florida, outside of the Keys and Orlando.
Condé Nast Traveler Oct 1

[View on Blog](#)

CNT **8.77M**
IMPRESSIONS

3,439
ENGAGEMENTS



The Best Islands in the United States: 2024 Readers' Choice Awards
From Hawaii to the Midwest.
Condé Nast Traveler - *Costa Morton* Oct 18

[View on Blog](#)

JB **8.69M**
IMPRESSIONS



Condé Nast readers rank Amelia Island a top destination
This destination and several Northeast Florida properties were considered among the best by readers.
Jacksonville Business Journal - *Mark Demas* Oct 4

[View on Blog](#)

6
ENGAGEMENTS



7 Best Coastal Towns in Florida With Stuart Vibes. But Better
Stuart has been named the cutest coastal town in the U.S., and tourists can discover other great Florida towns with similar vibes.
TheTravel - *Aranda Winkler* Oct 5

[View on Blog](#)

1 **1.79M**
IMPRESSIONS

4
ENGAGEMENTS



Florida's Smallest State Park Packs A Historic Punch And Boasts Majestic Views
Although this site is Florida's smallest state park, it is filled with historical value and gorgeous scenery, making it a unique hidden gem.
Islands - *Kara Kellon* Oct 20

[View on Blog](#)

ro **1.2M**
IMPRESSIONS



7 best beaches in Florida for a romantic vacation
Florida's coastline has long been a magnet for couples seeking romantic getaways, offering everything from sun-drenched shores to crystal-clear waters.
Rolling Out Oct 31

[View on Blog](#)


1
ENGAGEMENTS



Amelia Island ranked #4 Top Island in Condé Nast Traveler's 2024 Readers' Choice Awards
Amelia Island was the only Florida destination to make the list, joining other top-ranked islands, including Hilton Head Island, Kiawah Island, and Maui.
Action News Jax - *Acquafredda.com News Staff* Oct 1

[View on Blog](#)

IC **250,000**
IMPRESSIONS



27 Enchanting Autumn Events & Festivals Happening in October Around The USA
Whether you're seeking gourmet food & wine festivals or charming fall events, these Autumn events will inspire you to celebrate cozy season.
IC Inspirations and Celebrations - *Cherrita* Oct 11

[View on Blog](#)

104.5 WOKV **76,519**
IMPRESSIONS

49
ENGAGEMENTS



Amelia Island ranked #4 Top Island in Condé Nast Traveler's 2024 Readers' Choice Awards

Amelia Island was the only Florida destination to make the list, joining other top-ranked islands, including Hilton Head Island, Kiawah Island, and Maui.

104.5 WOKV - Act on News | <http://www.wokv.com/news/104.5/> | Oct 11

[View on Blog](#)


60,000
IMPRESSIONS

Southbound Magazine Print



CS **7,913**
IMPRESSIONS

1
ENGAGEMENTS



Wellness on the Road: Healthy options to relax, recharge, refuel

In today's fast-paced world, wellness is a priority, even on the road. Meeting attendees now expect health-focused options like personal wellness breaks and group sessions...


[View on Blog](#)

Tourism Marketing Today

Quick Tip Correction
Impressions unknown



Impressions unknown



Amelia Island Ranked No. 4 "Top US Island" in Condé Nast Traveler's 2024 Reader's Choice...

Condé Nast Traveler announced the results of its annual Readers' Choice Awards, with Amelia Island, Florida, named...

[View on Blog](#)

Dickens on Centre ▾

52,391
IMPRESSIONS

9
ENGAGEMENTS

S 52,391
IMPRESSIONS

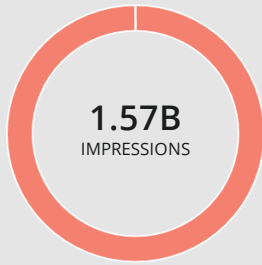
9
ENGAGEMENTS



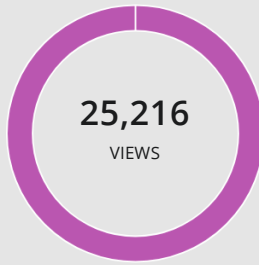
**Tips For The Amelia Island Christmas Festival:
"Dickens on Centre"**

The best planning tips for visiting the Amelia Island Christmas festival "Dickens on Centre" during the holiday season.

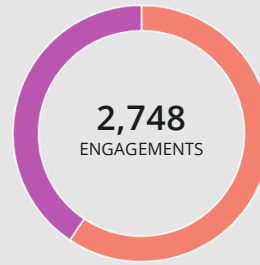
[View on Blog](#)



Articles Instagram



Instagram



Articles Instagram

Dickens on Centre General Coverage ▾



270.95M
IMPRESSIONS

3 local cities host Northeast Florida "Holiday Road Trip Giveaway"
yahoo.com

[View on Blog](#)

90.04M
IMPRESSIONS

Christmas 2024: Nutcrackers, tubas, Chevy Chase and more holiday events in Jacksonville

Dust off your ugly sweaters, because the holiday season starts early in the Jacksonville area this year.

[View on Blog](#)

90.04M
IMPRESSIONS

3 local cities host Northeast Florida "Holiday Road Trip Giveaway"

You have the chance to win a stay in three cities and celebrate four holiday events.

[View on Blog](#)

4.24M
IMPRESSIONS

Christmas 2024: Nutcrackers, tubas, Chevy Chase and more holiday events in Jacksonville

Dust off your ugly sweaters, because the holiday season starts early in the Jacksonville area this year.

[View on Blog](#)

1.02M
IMPRESSIONS

778
ENGAGEMENTS

3 local cities host Northeast Florida "Holiday Road Trip Giveaway"

You have the chance to win a stay in three cities and celebrate four holiday events.

[View on Blog](#)

217,023
IMPRESSIONS


39
ENGAGEMENTS

Holiday Road Trip Giveaway offers trips to celebrate festivities along Florida's First Coast

Holiday Road Trip Giveaway celebrates Christmas and Holiday festivities along Florida's First Coast

[View on Blog](#)

104.5 WOKV **76,519**
IMPRESSIONS




County-by-County | Christmas parades around Northeast Florida

Here's a county-by-county list of places, days, and times detailing where you and your family can take in a Christmas parade - or several ☐

104.5 WOKV / ActionNewsjax.com News Staff / Nov 27

[View on Blog](#)

104.5 WOKV **76,519**
IMPRESSIONS



3 local cities host Northeast Florida "Holiday Road Trip Giveaway"


You have the chance to win a stay in three cities and celebrate four holiday events.

104.5 WOKV / ActionNewsjax.com News Staff / Nov 17

[View on Blog](#)

F **60,000**
IMPRESSIONS


1
ENGAGEMENTS



What's Happening in Florida This December
flamingomag.com

[View on Blog](#)

F **60,000**
IMPRESSIONS




Unwrap the Charm of Amelia Island at Dickens on Centre
flamingomag.com

[View on Blog](#)

♥ **25,000**
IMPRESSIONS

1
ENGAGEMENTS



Pack Your Bags for these Romantic Getaways for the Holiday Season


All Orlando couples want for Christmas is a romantic getaway. You'll love our destination picks for the holiday.

[View on Blog](#)

🔗 **23,447**
IMPRESSIONS

6
ENGAGEMENTS

<https://pontevedrarecorder.com/stories/dickens-on-center-10-years-of-spirited-fun,108368>



'Dickens on Centre' — 10 years of spirited fun

Under a canopy of twinkling lights, Amelia Island will celebrate a decade of Dickens during the 10th Annual

[View on Blog](#)


SRQ **17,767**
IMPRESSIONS

SRQ Live Local
Sarasota, Bradenton
srmagazine.com

Northeast Florida Holiday Road Trip Giveaway Offers Chance to Stay and Celebrate Four...

[View on Blog](#)

📄 **10,292**
IMPRESSIONS



3 local cities host Northeast Florida "Holiday Road Trip Giveaway"
emeatribune.com


[View on Blog](#)

General Coverage ▾

1.12B IMPRESSIONS

807 ENGAGEMENTS


416.15M
IMPRESSIONS



Amelia Island tradition nominated for best New Year's Eve drop award
yahoo.com

[View on Blog](#)

416.15M
IMPRESSIONS




Beat the winter chill: The best warm places to visit in December

Whether you are craving a relaxing beach getaway or just want to stroll through a sunny city in your favorite shorts and T-shirt, there are plenty of warm places to visit in...

[View on Blog](#)

270.95M
IMPRESSIONS



What's there to do in Jacksonville over Thanksgiving weekend? We have a few...


Looking for things to do around Jacksonville over the long Thanksgiving weekend? Look no further. Here's our list.

Yahoo Life

[View on Blog](#)

4.24M
IMPRESSIONS

1
ENGAGEMENTS



What's there to do in Jacksonville over Thanksgiving weekend? We have a few...


Looking for things to do around Jacksonville over the long Thanksgiving weekend? Look no further. Here's our list.

The Florida Times-Union Tom Szaroleta / Nov 25

[View on Blog](#)

3.99M
IMPRESSIONS

3
ENGAGEMENTS




A Crustacean Celebration! Fernandina Beach's Shrimp Drop nominated for best New Year's Eve...

USA Today has nominated the Fernandina Beach Shrimp Drop for the best New Year's Eve celebration.

[View on Blog](#)

3.19M
IMPRESSIONS

10
ENGAGEMENTS




The 5 best states to visit on your first trip to the US, according to a traveler who's been to all 50

A travel creator who has been to every US state says anyone visiting the US for the first-time must see these

[View on Blog](#)

1.02M
IMPRESSIONS

783
ENGAGEMENTS




Amelia Island tradition nominated for best New Year's Eve drop award
The annual Shrimp Drop on Amelia Island is named for USA Today's 10best awards for Best New Year's Eve drop.
[Action News Jax](#) · [Tate Rosenberg](#) / Nov 13

[View on Blog](#)

786,283
IMPRESSIONS

1
ENGAGEMENTS




A Guide to Power Boating in Florida
Be it private or chartered powerboats, Florida provides endless opportunities for getting out on the water.

[View on Blog](#)

484,069
IMPRESSIONS

8
ENGAGEMENTS

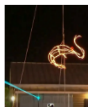


Where to eat and shop along Amelia Island, Florida's Centre Street
The historic seaport town teems with fetching storefronts and inviting eateries that beckon one to stroll, stop, and savor.
[Atlanta Magazine](#) / Nov 8

[View on Blog](#)

113,600
IMPRESSIONS

1
ENGAGEMENTS



Shrimp Drop One of 20 Nominated for Nation's Best
[fernandinaobserver.com](#)

[View on Blog](#)

68,280
IMPRESSIONS

Page 50

Fernandina Beach, Florida



[View on Blog](#)

44,105
IMPRESSIONS

LTM The Ultimate Guide to Horseback Riding on the Beach - 89910
[luxurytravelmagazine.com](#)

[View on Blog](#)

Tourism Marketing Today
Impressions unknown

Sarah Phinney ▾

30,590
IMPRESSIONS

25,216
VIEWS

1,116
ENGAGEMENTS

13,901
IMPRESSIONS

11,576
UNIQUE
IMPRESSIONS

11,313
VIEWS

551
ENGAGEMENTS

Amelia River Cruises

[sarahsoutdooradventure](#)
Giulio Cercato - Echoes Of Us
(Instrumental) [View profile](#)



[View on Instagram](#)

10,645
IMPRESSIONS

8,641
UNIQUE
IMPRESSIONS

8,756
VIEWS

416
ENGAGEMENTS

Destination

[sarahsoutdooradventure](#)
Giulio Cercato - Paradise
Beach [View profile](#)



[View on Instagram](#)

6,044
IMPRESSIONS

5,319
UNIQUE
IMPRESSIONS

5,147
VIEWS

149
ENGAGEMENTS

Story & Song

[sarahsoutdooradventure](#)
Giulio Cercato - Happy Days [View profile](#)



[View on Instagram](#)



- Articles
- Other (Fernandina Beach News-Leader)



- Other (Fox News TV Segment)



- Articles

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

General Coverage ▾



428.5M
IMPRESSIONS

1
ENGAGEMENTS

The 20 Best Beach Towns in Florida (Because You Need to Get Away from Here)
purewow.com

[View on Blog](#)

49.67M
IMPRESSIONS

18
ENGAGEMENTS

The 20 Best Beach Towns in Florida (Because You Need to Get Away from Here)

[View on Blog](#)

4.1M
IMPRESSIONS

243
ENGAGEMENTS

The 20 Best Beach Towns in Florida (Because You Need to Get Away from Here)
If you're thinking of visiting—or moving—South, consider these 20 of the best beach towns in Florida. You'll enjoy the shores, though he also noted what makes each city...
PureWow Dec 21, 2024

[View on Blog](#)

3.35M
IMPRESSIONS

7 adventurous travel ideas, from ecotours to swimming with sharks
This winter, go on an adventure.
Tampa Bay Times Dec 16, 2024

[View on Blog](#)

2.88M
IMPRESSIONS

21
ENGAGEMENTS

Amelia Island Shrimp Drop named one of best New Year's events in U.S.
USA TODAY readers named the Amelia Island Shrimp Drop as one of the country's best New Year's Eve events, beating out the Times Square Ball Drop.
The Florida Times-Union Tom Szardeta · Dec 18, 2024

[View on Blog](#)

2.88M
IMPRESSIONS

7
ENGAGEMENTS

So long '24: Things to do on New Year's Eve in the Jacksonville area
If you're feeling ambitious, you could greet the new year with three different fireworks shows in the Jacksonville area.
The Florida Times-Union Tom Szardeta · Dec 19, 2024

[View on Blog](#)

2.88M
IMPRESSIONS



Rather your kids not stay up past midnight? 16 family friendly NYE countdowns in Florida and...


Want your kids in bed at a reasonable time on New Year's Eve? Check out some of the family-friendly countdowns across Florida and online

[The Florida Times-Union](#) · Samantha Neely · Dec 27, 2024

[View on Blog](#)

2.88M
IMPRESSIONS

11
ENGAGEMENTS



Gator Bowl week is here: Duke, Ole Miss coming to First Coast to prepare for their Jan. 2 game

Gator Bowl week is here and the participating teams, Ole Miss and Duke have set their arrival dates on the First Coast.

[The Florida Times-Union](#) · Gary Sims · Dec 27, 2024

[View on Blog](#)

2.67M
IMPRESSIONS

10
ENGAGEMENTS



Northeast Florida brings in 2025 with spectacular fireworks display

The year 2024 has finally ended, and it's time to close this chapter and start planning for 2025. What better way to end 2024 than by celebrating and welcoming in the new year ...

[WJXT News4JAX](#) · Josh Samson · Jan 1

[View on Blog](#)

1.39M
IMPRESSIONS



Rather your kids not stay up past midnight? 16 family friendly NYE countdowns in Florida and...

Want your kids in bed at a reasonable time on New Year's Eve? Check out some of the family-friendly countdowns across Florida and online

[The News-Press](#) · Samantha Neely · Dec 27, 2024

[View on Blog](#)

1.18M
IMPRESSIONS



Rather your kids not stay up past midnight? 16 family friendly NYE countdowns in Florida and...

Want your kids in bed at a reasonable time on New Year's Eve? Check out some of the family-friendly countdowns across Florida and online

[Tallahassee Democrat](#) · Samantha Neely · Dec 27, 2024

[View on Blog](#)

1.06M
IMPRESSIONS

135
ENGAGEMENTS



Best New Year's Eve Drop (2024) - USA TODAY 10Best Readers' Choice Awards


From PEEPS to potatoes, these are the 10 best New Year's Eve drops across the United States.

[USA TODAY 10Best](#) · Dec 15, 2024

[View on Blog](#)

840,405
IMPRESSIONS

2
ENGAGEMENTS



Amelia Island Shrimp Drop named one of best New Year's events in U.S.

The event placed third on USA TODAY's list of the best New Year's Eve Drops, beating out a pierogi, a pine cone, a possum, a pickle and a Peep.

[firstcoastnews.com](#) · 1:10

[View on Blog](#)

840,405
IMPRESSIONS

1
ENGAGEMENTS



DOWNTOWN JACKSONVILLE FIREWORKS

- MIDNIGHT
- ALONG ST. JOHN
- VIEWING: NC
- BROOKLYN, UI

List | Locations across First Coast where you can watch fireworks on New Year's Eve

Here's a list of locations around the First Coast where you can go to see fireworks light up the night sky Tuesday night.

[firstcoastnews.com](#) · 0:52

[View on Blog](#)

817,394
IMPRESSIONS



Rather your kids not stay up past midnight? 16 family friendly NYE countdowns in Florida and...

Want your kids in bed at a reasonable time on New Year's Eve? Check out some of the family-friendly countdowns across Florida and online

[Sarasota Herald-Tribune](#) · Samantha Neely · Dec 27, 2024

[View on Blog](#)

NJ **811,480**
IMPRESSIONS



Rather your kids not stay up past midnight? 16 family friendly NYE countdowns in Florida and...

Want your kids in bed at a reasonable time on New Year's Eve? Check out some of the family-friendly countdowns across Florida and online

Daytona Beach News Journal Online | Samantha Neely | Dec 27, 2024

[View on Blog](#)

NJ **811,480**
IMPRESSIONS

1
ENGAGEMENTS



Want your kids in bed earlier on New Year's Eve? Check out these kid-friendly countdowns in...

Don't start off your 2025 with grumpy, tired kids. You can celebrate the new year with your family and be home before 10 p.m. Here's how

Daytona Beach News Journal Online | Samantha Neely | Dec 27, 2024

[View on Blog](#)

766,341
IMPRESSIONS



Rather your kids not stay up past midnight? 16 family friendly NYE countdowns in Florida and...

Want your kids in bed at a reasonable time on New Year's Eve? Check out some of the family-friendly countdowns across Florida and online

Treasure Coast | Samantha Neely | Dec 27, 2024

[View on Blog](#)

753,994
VIEWS

Fox News TV Segment

Fox News - Fox & Friends Weekend Shrimp Drop Segment
here: <https://www.foxnews.com/video/6366531829312>

706,592
IMPRESSIONS




Rather your kids not stay up past midnight? 16 family friendly NYE countdowns in Florida and...

Want your kids in bed at a reasonable time on New Year's Eve? Check out some of the family-friendly countdowns across Florida and online

Pensacola News Journal | Samantha Neely | Dec 27, 2024

[View on Blog](#)

676,644
IMPRESSIONS



Rather your kids not stay up past midnight? 16 family friendly NYE countdowns in Florida and...

Want your kids in bed at a reasonable time on New Year's Eve? Check out some of the family-friendly countdowns across Florida and online

Naples Daily News | Samantha Neely | Dec 27, 2024

[View on Blog](#)

L **444,216**
IMPRESSIONS



Rather your kids not stay up past midnight? 16 family friendly NYE countdowns in Florida and...

Want your kids in bed at a reasonable time on New Year's Eve? Check out some of the family-friendly countdowns across Florida and online

The Ledger | Samantha Neely | Dec 27, 2024

[View on Blog](#)

G **252,810**
IMPRESSIONS



Rather your kids not stay up past midnight? 16 family friendly NYE countdowns in Florida and...

Want your kids in bed at a reasonable time on New Year's Eve? Check out some of the family-friendly countdowns across Florida and online

Gainesville Sun | Samantha Neely | Dec 27, 2024

[View on Blog](#)

251,003
IMPRESSIONS

1
ENGAGEMENTS



9 New Year's Eve Drops You Have to See to Believe

Forget Times Square! If you're looking for things to do on New Year's Eve, these cities celebrate their own way, from giant Peeps to lasers!

Livability.com | Kristin Peas | Dec 26, 2024

[View on Blog](#)

Chickadee **203,201**
IMPRESSIONS



Rather your kids not stay up past midnight? 16 family friendly NYE countdowns in Florida and...

Want your kids in bed at a reasonable time on New Year's Eve? Check out some of the family-friendly countdowns across Florida and online

— The Star Banner | Samantha Neely | Dec 27, 2024

[View on Blog](#)

NH **170,900**
IMPRESSIONS



Rather your kids not stay up past midnight? 16 family friendly NYE countdowns in Florida and...

Want your kids in bed at a reasonable time on New Year's Eve? Check out some of the family-friendly countdowns across Florida and online

— Panama City News Herald | Samantha Neely | Dec 27, 2024

[View on Blog](#)

GO WORLD **161,517**
IMPRESSIONS



Amelia Island, Florida: A Town That Time Forgot

Uncover the allure of Amelia Island, Florida. Step into a world frozen in time, filled with history, beautiful beaches, and luxurious resorts.

— Go World Travel Magazine | Rambling Writers | Dec 27, 2024

[View on Blog](#)

SA **140,828**
IMPRESSIONS

11
ENGAGEMENTS



Rather your kids not stay up past midnight? 16 family friendly NYE countdowns in Florida and...

Want your kids in bed at a reasonable time on New Year's Eve? Check out some of the family-friendly countdowns across Florida and online

— SA | Samantha Neely | Dec 27, 2024

[View on Blog](#)

Just Add... **129,694**
IMPRESSIONS



Want your kids in bed earlier on New Year's Eve? Check out these kid-friendly countdowns in...

Don't start off your 2025 with grumpy, tired kids. You can celebrate the new year with your family and be home before 10 p.m. Here's how

— The Northwest Florida Daily News | Samantha Neely | Dec 27, 2024

[View on Blog](#)

FL **113,600**
IMPRESSIONS




Shrimp Drop Places Third in Poll

Fernandina Beach's Shrimp Drop was named the nation's third best New Year's Eve celebration.

— fernandinaobserver.com | Dec 27, 2024

[View on Blog](#)

Tampa Bay Times Bay Magazine **85,000**
IMPRESSIONS



Rather your kids not stay up past midnight? 16 family friendly NYE countdowns in Florida and...

Want your kids in bed at a reasonable time on New Year's Eve? Check out some of the family-friendly countdowns across Florida and online

— Palm Beach Daily News | Samantha Neely | Dec 27, 2024

[View on Blog](#)

Palm Beach Daily News **81,772**
IMPRESSIONS



Rather your kids not stay up past midnight? 16 family friendly NYE countdowns in Florida and...

Want your kids in bed at a reasonable time on New Year's Eve? Check out some of the family-friendly countdowns across Florida and online

— Palm Beach Daily News | Samantha Neely | Dec 27, 2024

[View on Blog](#)

DC **66,270**
IMPRESSIONS



Rather your kids not stay up past midnight? 16 family friendly NYE countdowns in Florida and...

Want your kids in bed at a reasonable time on New Year's Eve? Check out some of the family-friendly countdowns across Florida and online

— Daily Commercial | Samantha Neely | Dec 27, 2024

[View on Blog](#)

53,576
IMPRESSIONS

1
ENGAGEMENTS



Going to the Gator Bowl? Where to go, what to eat on vacation in Jacksonville, Florida

If you're going to watch Ole Miss football in the TaxSlayer Gator Bowl against Duke, there are plenty of options for a fun family vacation in Florida.

[Hattiesburg American](#) | [Rowena Roberts](#) | Oct 19, 2024

[View on Blog](#)

(904) **20,593**
IMPRESSIONS

1
ENGAGEMENTS



Jacksonville New Year's Eve Plans 2024

Jacksonville's modern media | culture, events, food, photos & other happy things in the 904

[904happyhour.com](#)

[View on Blog](#)

18,003
IMPRESSIONS

ConventionSouth

[View on Blog](#)

CS **7,913**
IMPRESSIONS

5
ENGAGEMENTS



2024 Readers' Choice Award Winners Announced

[conventionsouth.com](#)

[View on Blog](#)

TC **2,098**
IMPRESSIONS



Rather your kids not stay up past midnight? 16 family friendly NYE countdowns in Florida and...

Want your kids in bed at a reasonable time on New Year's Eve? Check out some of the family-friendly countdowns across Florida and online

[News Chief](#) | [Samantha Neely](#) | Dec 27, 2024

[View on Blog](#)

Tourism Marketing Today

Impressions unknown

[View on Blog](#)

Impressions unknown



Amelia Island's New Year's Eve Shrimp Drop, Fernandina Beach, FL

[yelp.com](#)

[View on Blog](#)

17
ENGAGEMENTS

Impressions unknown

Fernandina's Shrimp Drop Attracts National Attention At Yearend 2024

The birthplace of the modern shrimping industry in

[View on Blog](#)

Dickens on Centre General Coverage ▾

429.42M
IMPRESSIONS

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

114
VIEWS

828
ENGAGEMENTS

428.5M
IMPRESSIONS




'Dickens on Centre' annual event to return to Amelia Island
yahoo.com

[View on Blog](#)

592,826
IMPRESSIONS

823
ENGAGEMENTS



'Dickens on Centre' annual event to return to Amelia Island

An immersive Victorian holiday experience will be returning to Amelia Island's historic downtown district for the tenth year from Dec. 12 to Dec. 15.

Action News Jax · Tate Rosenberg · Dec 4, 2024

[View on Blog](#)

113,600
IMPRESSIONS



Lights, Laughter, and Holiday Cheer: The Magic of Dickens on Centre's 10th Anniversary

Dickens on Centre is back, and let me tell you, this year is shaping up to be an absolute showstopper. Running December 12-15, 2024, it's the 10th anniversary of Amel...

[View on Blog](#)

60,000
IMPRESSIONS

1
ENGAGEMENTS



What's Happening in Florida This December
flamingomag.com

[View on Blog](#)

45,625
IMPRESSIONS



'Dickens on Centre' annual event to return to Amelia Island

An immersive Victorian holiday experience will be returning to Amelia Island's historic downtown district for the tenth year from Dec. 12 to Dec. 15.

104.5 WOKV · Tate Rosenberg · Dec 4, 2024

[View on Blog](#)

41,257
IMPRESSIONS



Super League enthusiasm

A look at the effect of the Sporting Jax women's soccer team — the first professional major league women's sports franchise to land in Jacksonville.

WJCT News · Dec 11, 2024

[View on Blog](#)


 **15,058**
IMPRESSIONS



Amelia Island meets Victorian Era during Dickens on Centre

Dickens on Centre has become a Christmas tradition in Amelia Island over the past decade. In the annual Festival...

[View on Blog](#)

 **14,190**
IMPRESSIONS

Fernandina Beach News-Leader

[View on Blog](#)

 **11,332**
IMPRESSIONS



Best of 2024: Case Studies

Each year, all kinds of events around the United States are held, and each comes with lessons of their own (or maybe even a nugget of an idea you can introduce at your own...)

 **Smart Meetings** - Multi-Anderson - Dec 19, 2024

[View on Blog](#)

 **11,332**
IMPRESSIONS

1
ENGAGEMENTS



Case Study: The Art of Crafting Holiday Magic

Dickens on Centre is an annual event in Fernandina Beach, Florida, celebrating its 10th year in 2024.

 **Smart Meetings** - Alexander Paine - Nov 25, 2024

[View on Blog](#)

 **9,000**
IMPRESSIONS



Dickens on Centre is December 12-15

Under a canopy of twinkling lights, Amelia Island will celebrate a decade of Dickens during the 10th Annual Dickens on Centre Festival. An immersive Victorian holiday...

 **Amelia Islander Magazine** - Karen Miller

[View on Blog](#)



Impressions unknown



10th Annual Dickens on Centre festival, Fernandina Beach, FL

Under a canopy of twinkling lights, Amelia Island will celebrate a decade of Dickens during the 10th Annual...

[View on Blog](#)

Impressions unknown

December 2024's Holiday Events Downtown Include Shrimp Drop & Fireworks

Looking for fun and festive things to do on Amelia Isla...

[View on Blog](#)

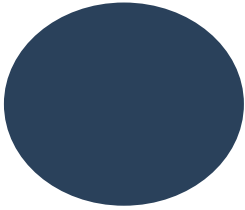
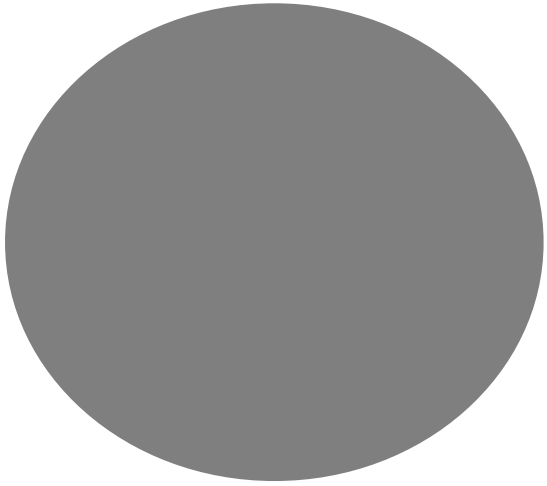
Impressions unknown



10th Annual Dickens on Centre This Weekend

The Amelia Island Convention & Visitors Bureau will host the 10th Annual Dickens on Centre event from December 12-15, 2024.

[View on Blog](#)



5. Social Media Reports











Profile Performance

10/1/2024 - 10/31/2024



Included in this Report

Sources

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

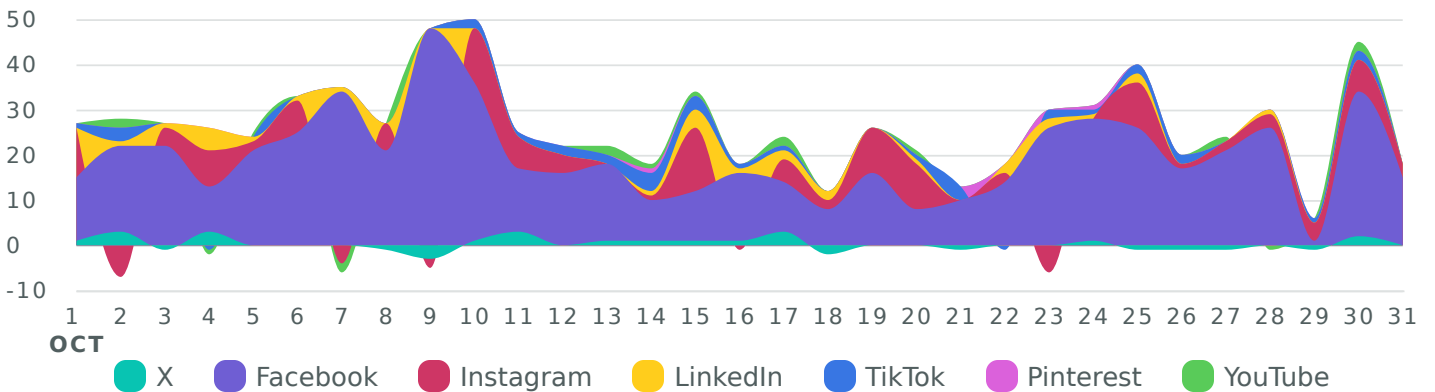
Performance Summary

View your key profile performance metrics from the reporting period.

Impressions 5,596,466	Engagements 29,222	Post Link Clicks 7,886
Engagement Rate (per Impression) 0.5%		

Audience Growth

See how your audience grew during the reporting period.



Audience Metrics	Totals
Net Audience Growth	785
X Net Follower Growth	9
Facebook Net Follower Growth	589
Instagram Net Follower Growth	115
LinkedIn Net Follower Growth	29
TikTok Net Follower Growth	32
Pinterest Net Follower Growth	2

Audience Growth

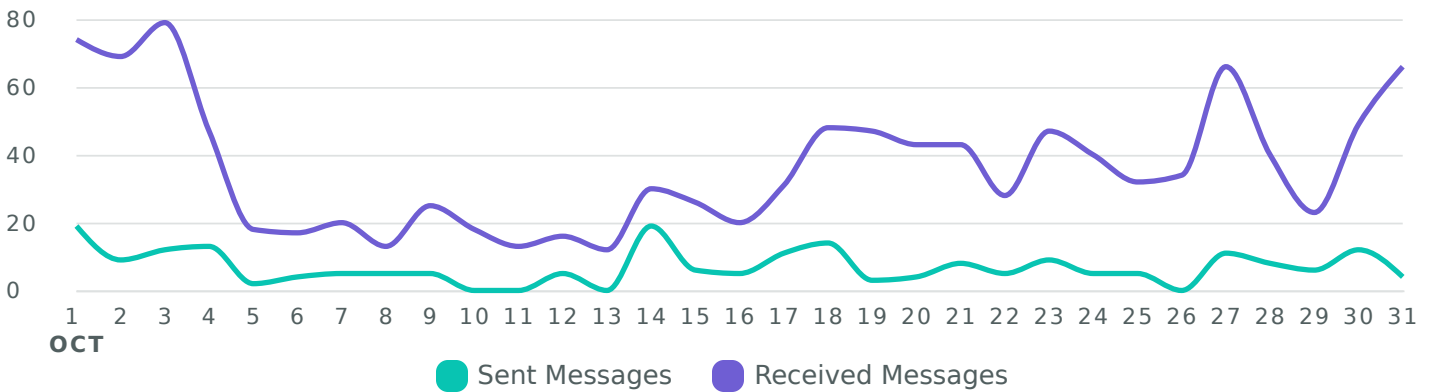
See how your audience grew during the reporting period.

Audience Metrics	Totals
YouTube Net Subscriber Growth	9

Message Volume

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

Messages per Day



Sent Messages Metrics	Totals
Total Sent Messages	214
X Sent Messages	5
Facebook Sent Messages	86
Instagram Sent Messages	113
LinkedIn Sent Messages	3
TikTok Sent Messages	7
Pinterest Sent Messages	0

Message Volume

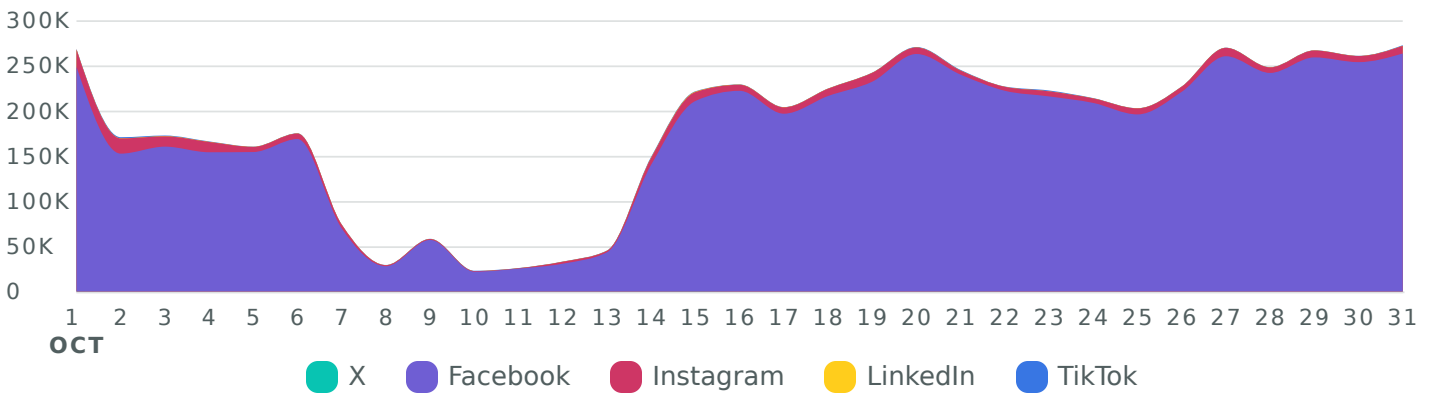
Review the volume of sent and received messages across networks during the selected time period.

Sent Messages Metrics	Totals
YouTube Sent Messages	0

Received Messages Metrics	Totals
Total Received Messages	1,134
X Received Messages	33
Facebook Received Messages	606
Instagram Received Messages	488
LinkedIn Received Messages	3
TikTok Received Messages	4

Impressions

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



Impression Metrics	Totals
Impressions	5,596,466
X Impressions	894

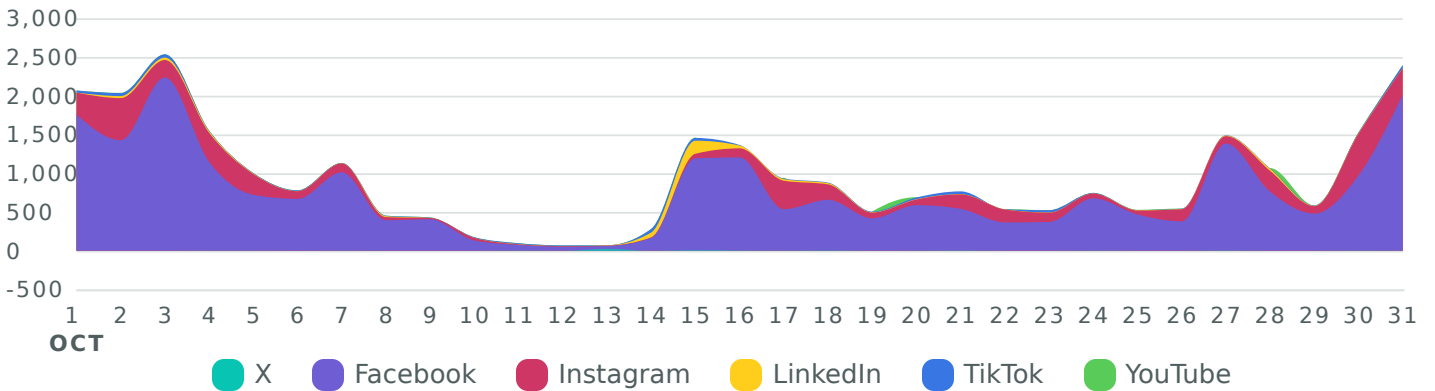
Impressions

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

Impression Metrics	Totals
Facebook Impressions	5,373,413
Instagram Impressions	208,414
LinkedIn Impressions	2,586
TikTok Impressions	11,159

Engagements

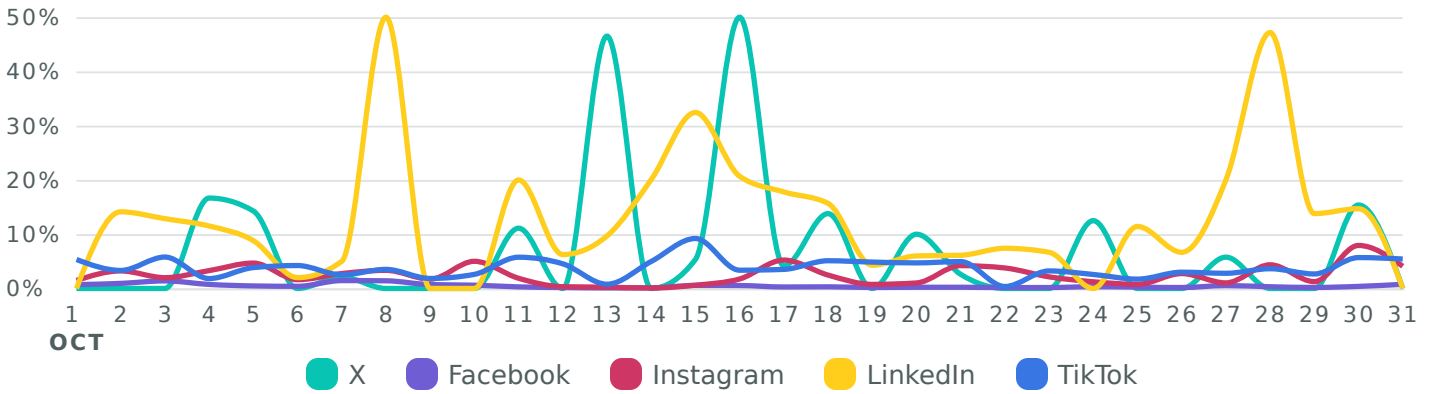
See how people are engaging with your posts during the reporting period.



Engagement Metrics	Totals
Engagements	29,222
X Engagements	51
Facebook Engagements	23,203
Instagram Engagements	5,001
LinkedIn Engagements	468
TikTok Engagements	453
YouTube Engagements	46

Engagement Rate

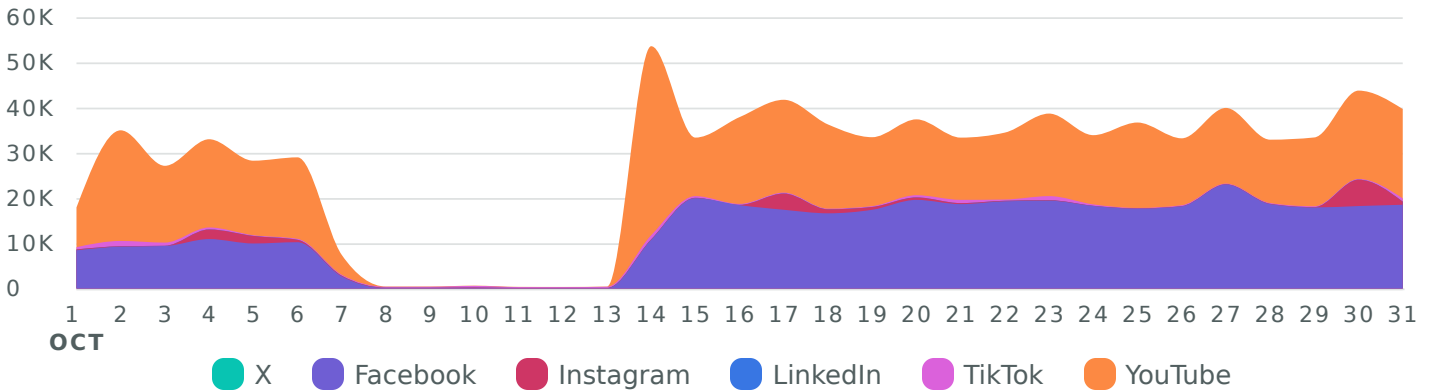
See how engaged people are with your posts during the reporting period.



Engagement Rate Metrics	Rate
Engagement Rate (per Impression)	0.5%
X Engagement Rate	5.7%
Facebook Engagement Rate	0.4%
Instagram Engagement Rate	2.4%
LinkedIn Engagement Rate	18.1%
TikTok Engagement Rate	4.1%

Video Views

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



Video Views Metrics	Totals
Video Views	854,144
X Video Views	2
Facebook Video Views	389,083
Instagram Post Video Views	18,616
LinkedIn Video Views	0
TikTok Video Views	11,159
YouTube Video Views	435,284

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
Reporting Period	165,274	785	113	5,596,466	29,222	0.5%	854,144
Oct 1, 2024 - Oct 31, 2024							
@AmeliaslandFI	3,315	9	5	894	51	5.7%	2

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
 Amelia Island	119,062	589	19	5,373,413	23,203	0.4%	389,083
 Amelia Island, Florida	1,357	29	2	2,586	468	18.1%	0
 Amelia Island, Florida	2,104	32	7	11,159	453	4.1%	11,159
 Visit Amelia Island	611	2	0	N/A	N/A	N/A	N/A
 Visit Amelia Island	1,110	9	0	N/A	46	N/A	435,284
 visitameliaisland	37,715	115	80	208,414	5,001	2.4%	18,616









Profile Performance

November 2024



Included in this Report

Sources

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

Performance Summary

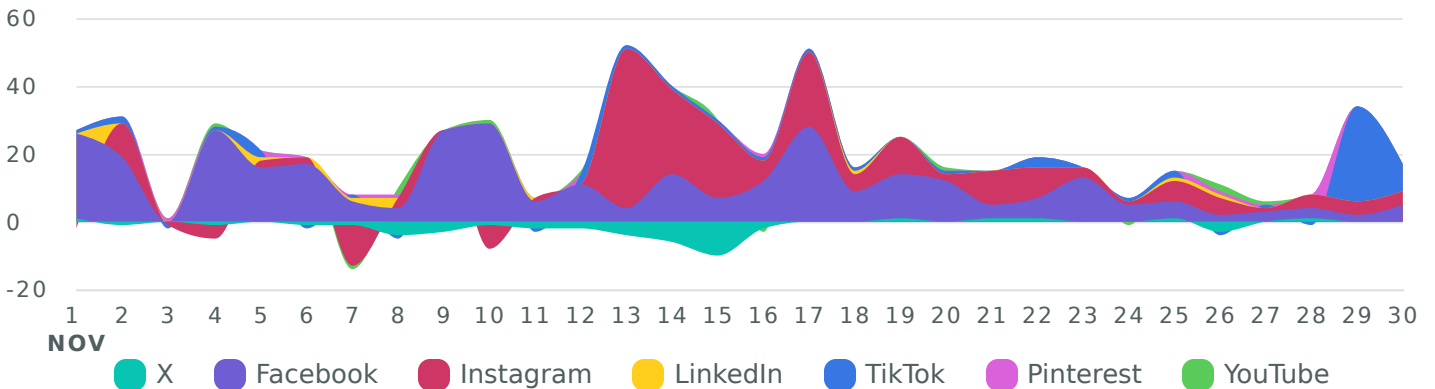
View your key profile performance metrics accrued during the selected time period.

Impressions 7,132,964	Engagements 26,232	Post Link Clicks 3,057
Engagement Rate (per Impression) 0.4%		

Audience Growth

See how your audience grew during the selected time period.

⚠ Due to an unexpected TikTok API change that we are actively working to remedy, Net Follower Growth is not accurate after December 9th, 2024.



Audience Metrics	Totals
Net Audience Growth	547
X Net Follower Growth	-35
Facebook Net Follower Growth	334
Instagram Net Follower Growth	179
LinkedIn Net Follower Growth	5

Audience Growth

See how your audience grew during the selected time period.

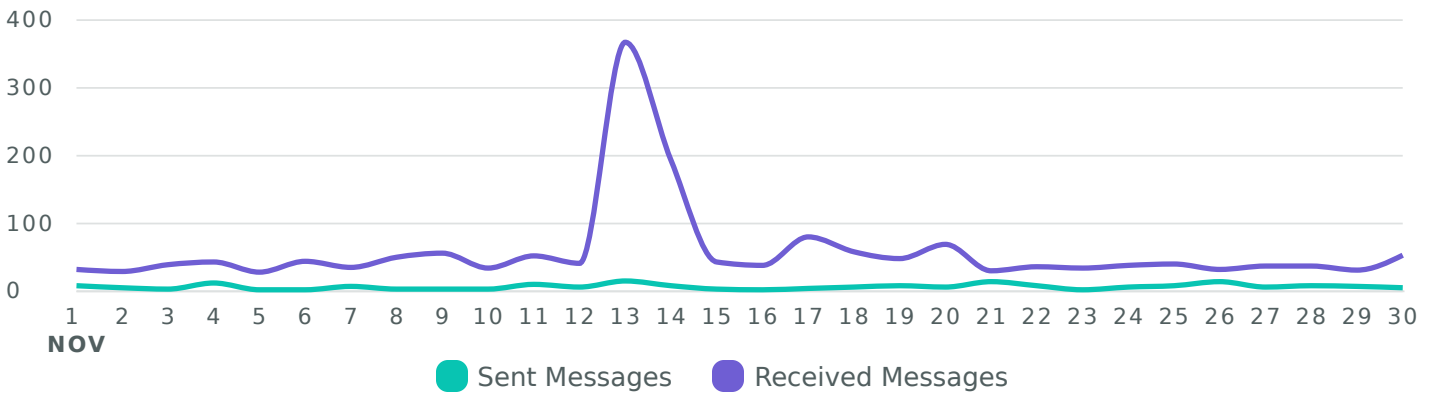
⚠️ Due to an unexpected TikTok API change that we are actively working to remedy, Net Follower Growth is not accurate after December 9th, 2024.

Audience Metrics	Totals
TikTok Net Follower Growth	54
Pinterest Net Follower Growth	4
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
Total Sent Messages	164
X Sent Messages	6
Facebook Sent Messages	41

Message Volume

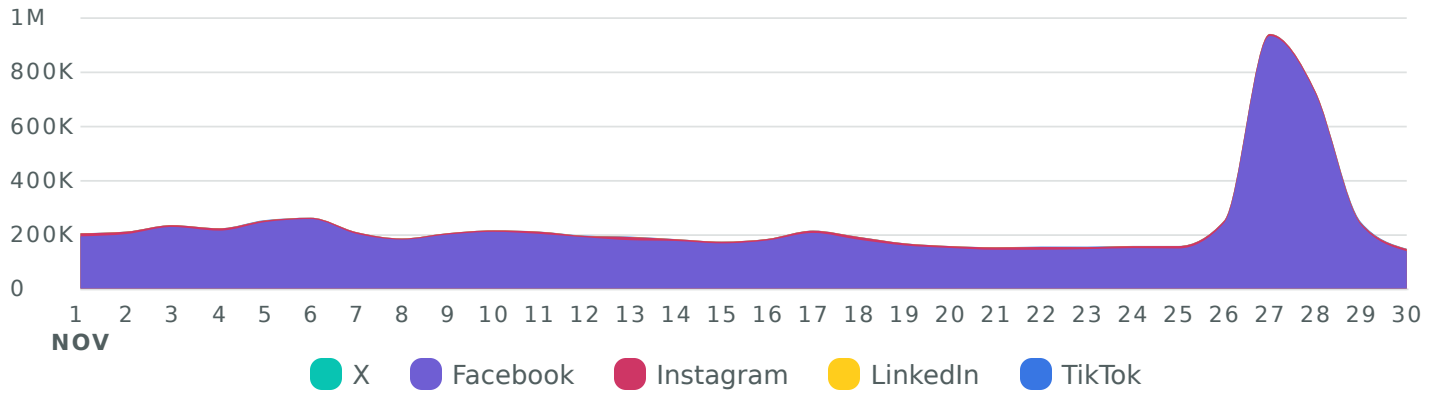
Review the volume of sent and received messages across networks during the selected time period.

Sent Messages Metrics	Totals
Instagram Sent Messages	111
LinkedIn Sent Messages	1
TikTok Sent Messages	4
Pinterest Sent Messages	0
YouTube Sent Messages	1

Received Messages Metrics	Totals
Total Received Messages	1,717
X Received Messages	30
Facebook Received Messages	721
Instagram Received Messages	958
LinkedIn Received Messages	1
TikTok Received Messages	7

Impressions

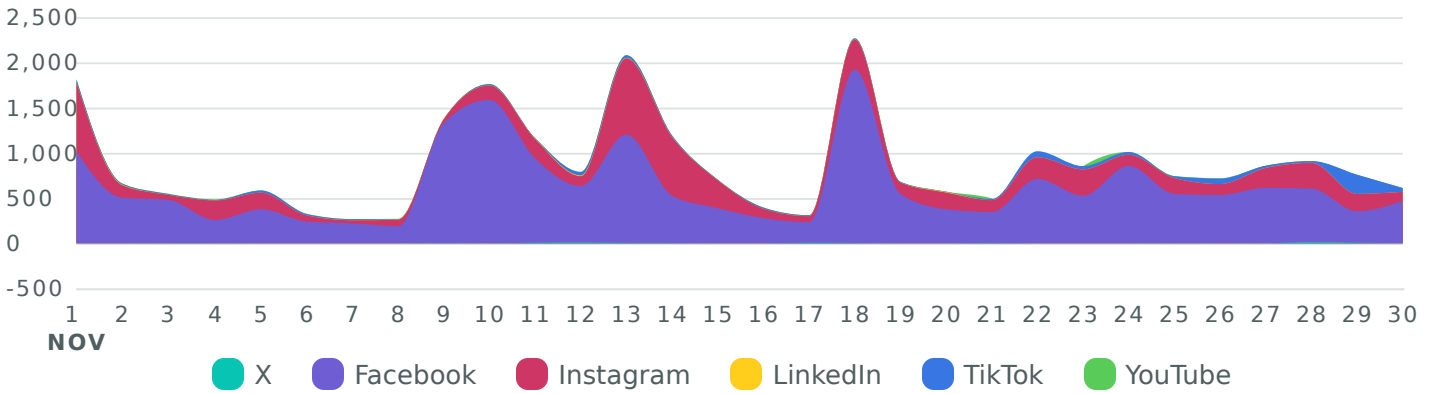
Review how your content was seen across networks during the selected time period.



Impression Metrics	Totals
Impressions	7,132,964
X Impressions	1,365
Facebook Impressions	6,889,561
Instagram Impressions	220,493
LinkedIn Impressions	625
TikTok Impressions	20,920

Engagements

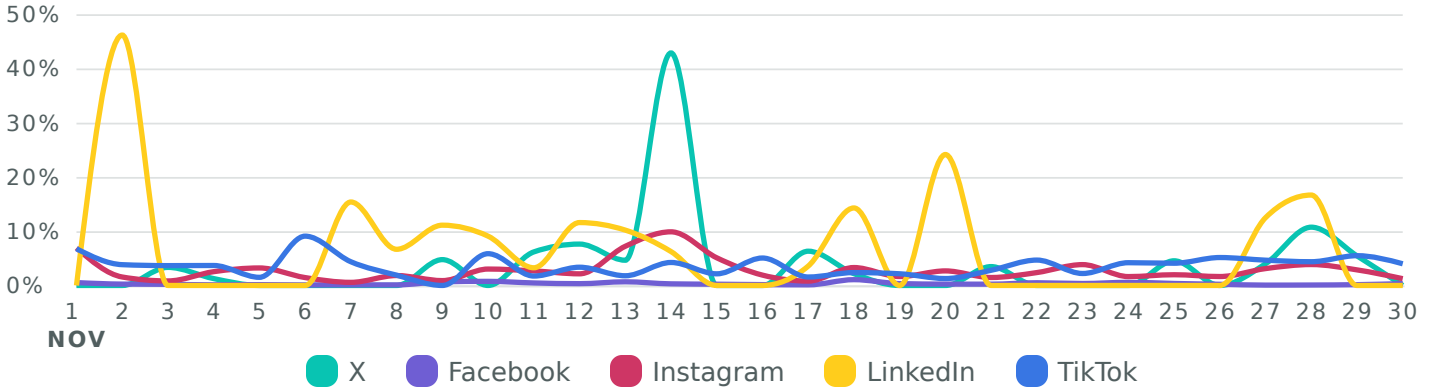
See how people are engaging with your posts during the selected time period.



Engagement Metrics	Totals
Engagements	26,232
X Engagements	60
Facebook Engagements	18,740
Instagram Engagements	6,548
LinkedIn Engagements	41
TikTok Engagements	780
YouTube Engagements	63

Engagement Rate

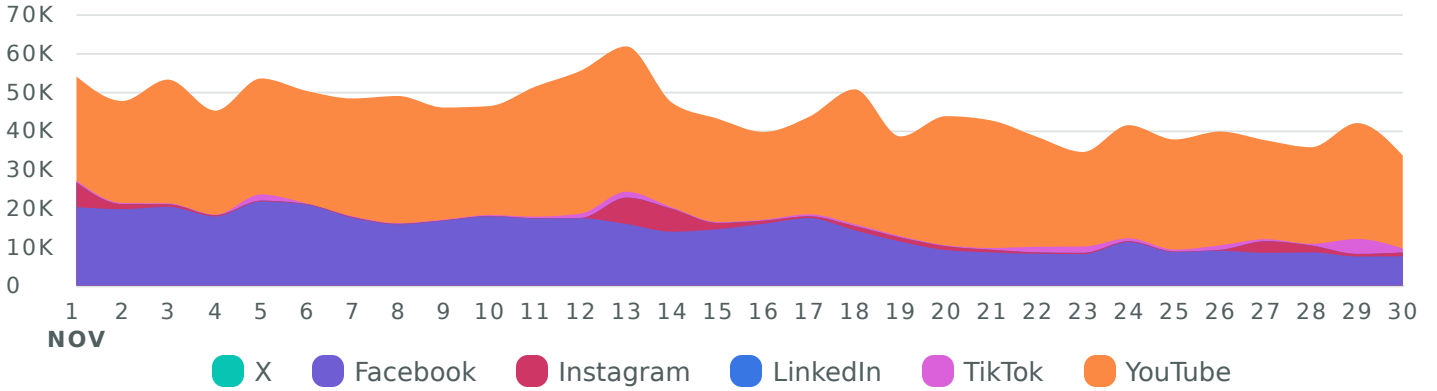
See how engaged people are with your posts during the selected time period.



Engagement Rate Metrics	Rate
Engagement Rate (per Impression)	0.4%
X Engagement Rate	4.4%
Facebook Engagement Rate	0.3%
Instagram Engagement Rate	3%
LinkedIn Engagement Rate	6.6%
TikTok Engagement Rate	3.7%

Video Views

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










Video Views Metrics	Totals
Video Views	1,350,018
X Video Views	0
Facebook Video Views	420,698
Instagram Post Video Views	36,790
LinkedIn Video Views	0
TikTok Video Views	20,920
YouTube Video Views	871,610

Profiles

Review your aggregate profile and page metrics from the selected time period.

↑ Ascending by Profile

⚠ Due to an unexpected TikTok API change that we are actively working to remedy, Net Follower Growth is not accurate after December 9th, 2024.

Profile	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
Reporting Period Nov 1, 2024 - Nov 30, 2024	165,848	547	104	7,132,964	26,232	0.4%	1,350,018
 @AmeliasIsland Flo	3,280	-35	6	1,365	60	4.4%	0
 Amelia Island	119,432	334	19	6,889,561	18,740	0.3%	420,698
 Amelia Island, Florida	1,359	5	1	625	41	6.6%	0
 Amelia Island, Florida	2,158	54	4	20,920	780	3.7%	20,920
 Visit Amelia Island	615	4	0	N/A	N/A	N/A	N/A
 Visit Amelia Island	1,110	6	1	N/A	63	N/A	871,610
 visitameliaisland	37,894	179	73	220,493	6,548	3%	36,790









Profile Performance

December 2024



Included in this Report

Sources

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

Performance Summary

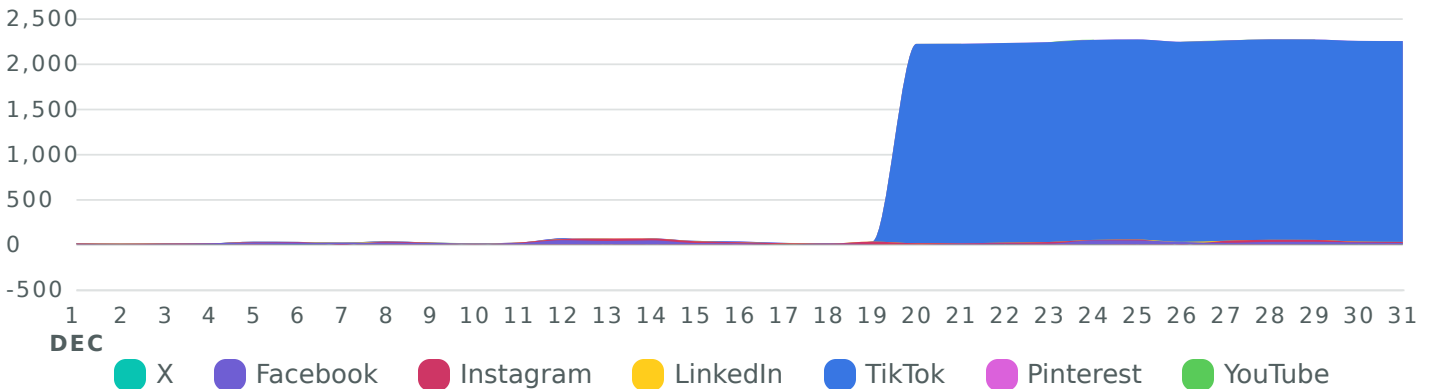
View your key profile performance metrics accrued during the selected time period.

Impressions 6,236,234	Engagements 52,117	Post Link Clicks 10,452
Engagement Rate (per Impression) 0.8%		

Audience Growth

See how your audience grew during the selected time period.

⚠ Due to an unexpected TikTok API change that we are actively working to remedy, Net Follower Growth is not accurate after December 9th, 2024.



Audience Metrics	Totals
Net Audience Growth	27,418
X Net Follower Growth	6
Facebook Net Follower Growth	505
Instagram Net Follower Growth	300
LinkedIn Net Follower Growth	11

Audience Growth

See how your audience grew during the selected time period.

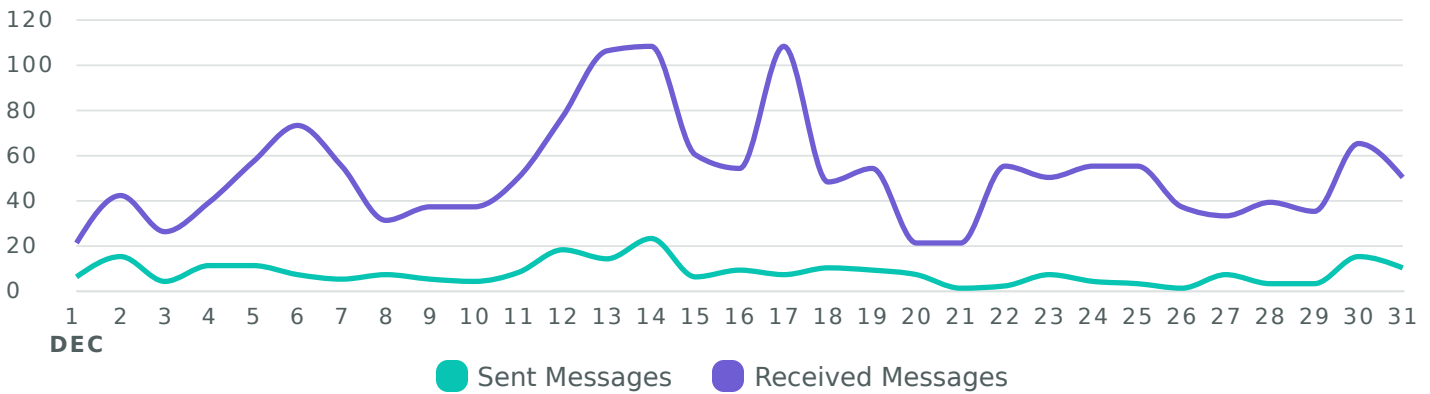
⚠️ Due to an unexpected TikTok API change that we are actively working to remedy, Net Follower Growth is not accurate after December 9th, 2024.

Audience Metrics	Totals
TikTok Net Follower Growth	26,593
Pinterest Net Follower Growth	1
YouTube Net Subscriber Growth	2

Message Volume

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

Messages per Day



Sent Messages Metrics	Totals
Total Sent Messages	242
X Sent Messages	8
Facebook Sent Messages	79

Message Volume

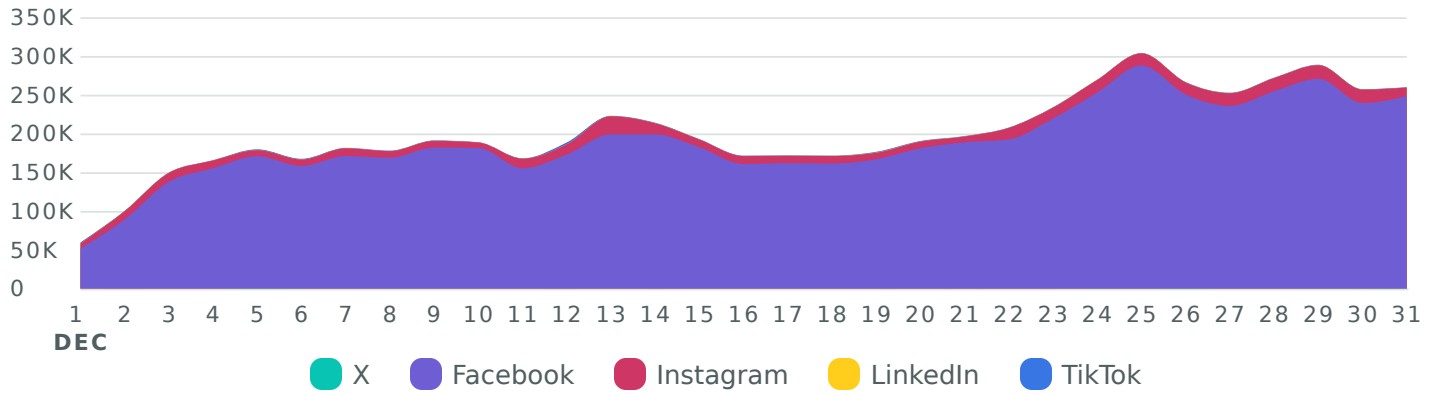
Review the volume of sent and received messages across networks during the selected time period.

Sent Messages Metrics	Totals
Instagram Sent Messages	150
LinkedIn Sent Messages	1
TikTok Sent Messages	4
Pinterest Sent Messages	0
YouTube Sent Messages	0

Received Messages Metrics	Totals
Total Received Messages	1,599
X Received Messages	50
Facebook Received Messages	851
Instagram Received Messages	691
LinkedIn Received Messages	1
TikTok Received Messages	6

Impressions

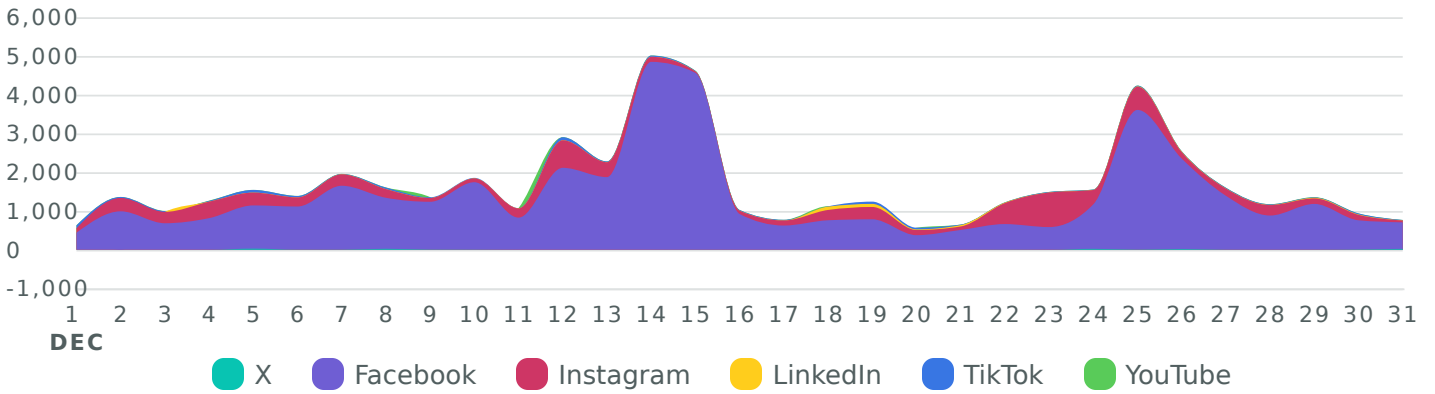
Review how your content was seen across networks during the selected time period.



Impression Metrics	Totals
Impressions	6,236,234
X Impressions	2,216
Facebook Impressions	5,840,447
Instagram Impressions	373,515
LinkedIn Impressions	841
TikTok Impressions	19,215

Engagements

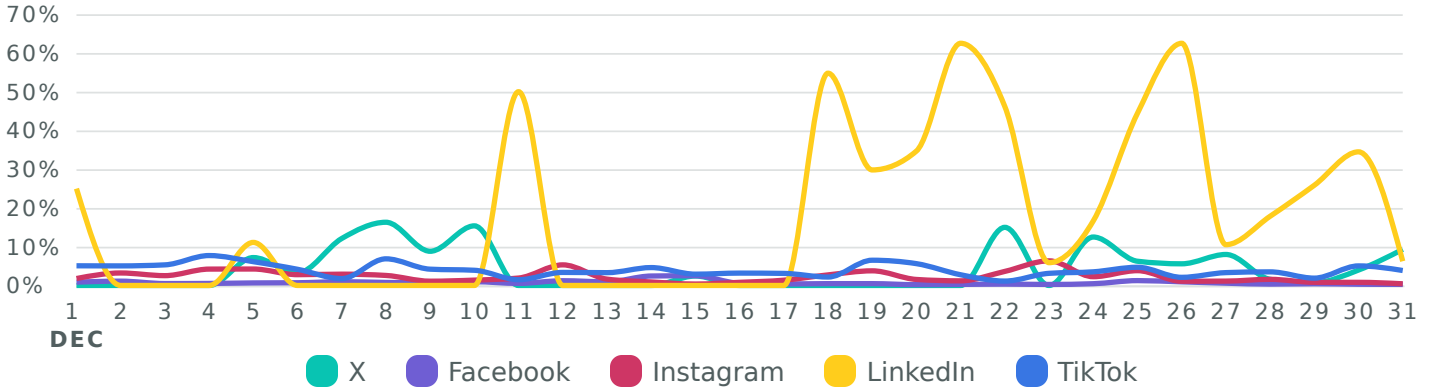
See how people are engaging with your posts during the selected time period.



Engagement Metrics	Totals
Engagements	52,117
X Engagements	151
Facebook Engagements	42,507
Instagram Engagements	8,334
LinkedIn Engagements	286
TikTok Engagements	783
YouTube Engagements	56

Engagement Rate

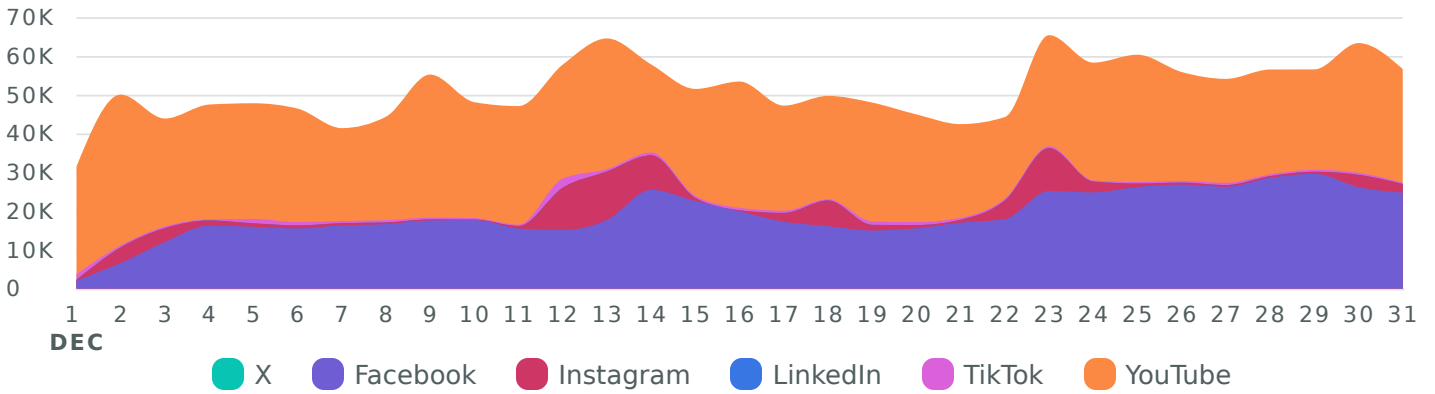
See how engaged people are with your posts during the selected time period.



Engagement Rate Metrics	Rate
Engagement Rate (per Impression)	0.8%
X Engagement Rate	6.8%
Facebook Engagement Rate	0.7%
Instagram Engagement Rate	2.2%
LinkedIn Engagement Rate	34%
TikTok Engagement Rate	4.1%

Video Views

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




Video Views Metrics	Totals
Video Views	1,591,476
X Video Views	0
Facebook Video Views	589,470
Instagram Post Video Views	85,066
LinkedIn Video Views	0
TikTok Video Views	19,215
YouTube Video Views	897,725

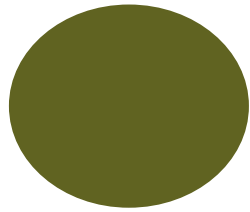
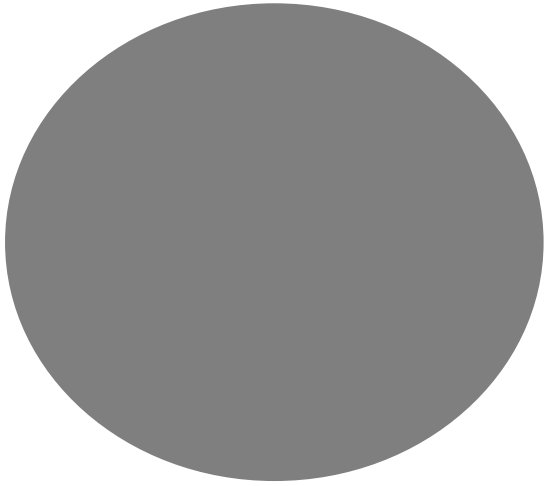
Profiles

Review your aggregate profile and page metrics from the selected time period.

↑ Ascending by Profile

⚠ Due to an unexpected TikTok API change that we are actively working to remedy, Net Follower Growth is not accurate after December 9th, 2024.

Profile	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
Reporting Period Dec 1, 2024 - Dec 31, 2024	166,730	27,418	152	6,236,234	52,117	0.8%	1,591,476
 @AmeliasIsland Flo	3,286	6	8	2,216	151	6.8%	0
 Amelia Island	119,937	505	31	5,840,447	42,507	0.7%	589,470
 Amelia Island, Florida	1,367	11	1	841	286	34%	0
 Amelia Island, Florida	2,220	26,593	4	19,215	783	4.1%	19,215
 Visit Amelia Island	616	1	0	N/A	N/A	N/A	N/A
 Visit Amelia Island	1,110	2	0	N/A	56	N/A	897,725
 visitameliaisland	38,194	300	108	373,515	8,334	2.2%	85,066



6. Paid Media Reports





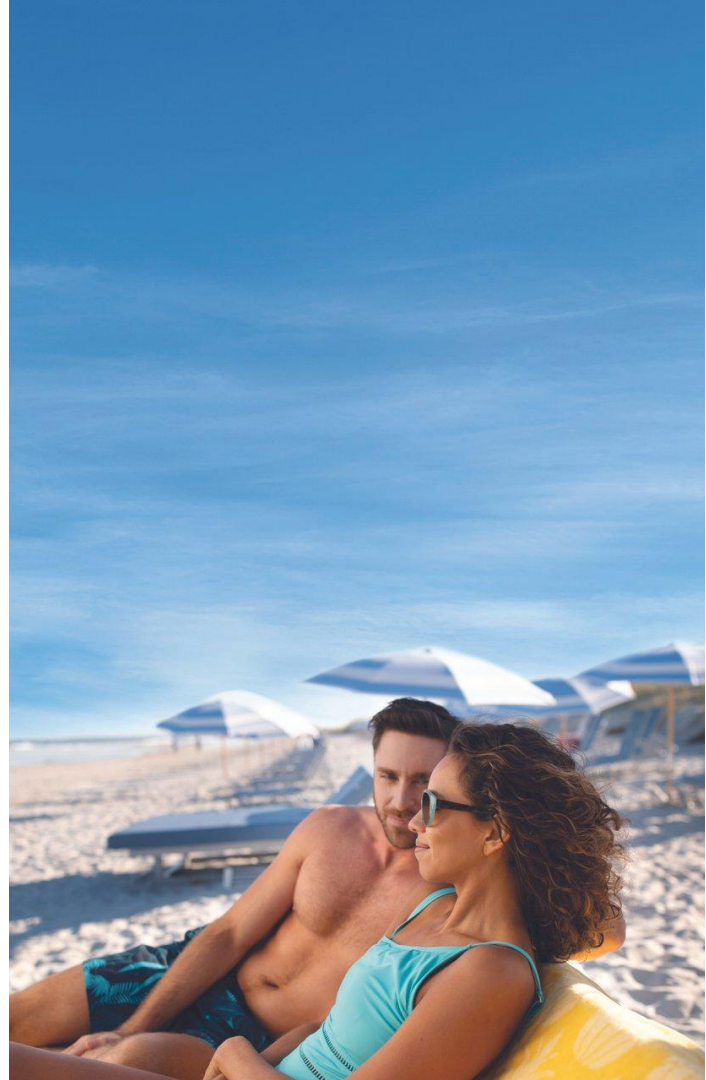
October 2024 Report Paid Media Recap

AMELIA ISLAND

Objective: To increase awareness and visitations to Amelia Island through an integrated digital media strategy using comprehensive tracking, combined with travel data to inform targeting and media placements to prospects in key markets.

Leisure Consumer Target Audience:

- Median Age: 48.5
- Median Annual Household Income: \$142,869
- Loyalist and Prospects Millennials (HHI \$75K+)
 - With kids
 - Without kids
- Loyalists and Prospects Gen X (HHI \$125K+ and net worth around \$1M)
 - With kids
 - Without kids
 - Vacation Rentals
 - Adults 25+: Groups, Families
 - Digital Nomads: Those that can work from anywhere.
 - Snowbirds and active pre-tirees and retirees: Those who come for the Winter and can work from anywhere) Older, Affluent, extended stays.



EXECUTIVE SUMMARY | Winter Markets and Flight Dates

Audience Interest for All targets:

- Beach, Culture, History, Shopping, Nature, Dining, Golf, Outdoor Enthusiast and Entertainment

Leisure Markets Winter and Always On Flight dates:

- **Q1 Oct-Dec 2024:**
 - Primary Markets: New York, **Atlanta**, Boston, Philadelphia, Washington DC, Chicago
 - Secondary Markets: Baltimore, Pittsburgh, Detroit, Columbus OH
- **Q2 Jan-March 2025:** Continue with Q1 Market list
- **SNOWBIRD MARKETS:** New York, Boston, Philadelphia, Washington DC, Chicago, Baltimore, Pittsburgh, Detroit, Columbus, OH

Winter Shoulder Season: Domestic travelers. Drive overnight visitations

- **Flight:** November 2024 – February 2025
- **Markets:** Based on High Potential underperforming markets such as Charlotte, Charleston, Raleigh and Savannah (3-5 hour drive market)

Southeast Drive Market Shoulder Season: Drive overnight visitations to Domestic Travelers

- **Flight:** October 2024 – January 2025
- **Markets:** SE region included Georgia, South Carolina, North Carolina, Tennessee, Virginia. Florida markets which includes Miami-Ft. Lauderdale, West Palm Beach, Orlando, Tampa



Executive Summary | Meetings and Groups: Objective and Overview

Objective: Execute a dedicated media program to target Meetings and Group planners generating awareness and consideration among the meetings industry professionals of Amelia Island as a premier meetings destination.

Meeting and Groups:

- **Flight:** October 2024 - September 2025
- **Target:** Meeting planners searching for SE destinations. Those that specifically searching SE content and planning events for SE destinations and properties
- **Markets Meetings:** Focus media placement on a National level
 - **Competitive area:** List of Florida (#1 market planners are searching), Atlanta, Savannah, Charlotte, Charleston, Naples, Jacksonville, Ft. Myers, West Palm Beach.
- **Job title:** Meeting Planner, C-Level, Corporate Travel Management
- **Industry:** Corporate, Assn, Pharmaceuticals, Insurance/Banking, Corp Travel, Meeting Event, Professional Services, Incentive, Board Executive Retreats.
- **Company Meeting size:** 15-500
- **Planner Geo Location:** NE, Mid Atlantic, Southeast, Midwest



Niche Summary | Objective and Overview

Objective: To increase awareness and visitations by utilizing an integrated media program that will target Group and individuals regarding the offerings on Amelia Island and its partners.

**37% of Engagements happen between November and February.
December is the most popular month to propose**

Milestone targeting Audience includes: Weddings and Special Occasions

- Destination Wedding
- Milestone Anniversaries
- Vow Renewals
- Babymoon
- Engagement Parties
- Family reunions
- Girlfriend getaways / Bachelorette
- Guys getaways

Markets: Based on Leisure Markets by Season



Niche Summary | Objective and Overview Canada

Objective: Execute a dedicated media campaign within the Canadian market (Golden Horseshoe region of Ontario) to educate, attract and convert visitation and increase market share among Florida's #1 international origin.

Audience Interest for All targets:

- Beach, Culture, History, Shopping, Nature, Dining, Golf, Outdoor Enthusiast and Entertainment

Target: Loyalist and Prospects with and without kids. Adults 25+ with HHI \$100K+.

- **Snowbirds and active pre-tirees:** Those who come for the Winter and can work from anywhere, Older, Affluent, extended stays.
- Focus on Families and snowbirds to help drive visitation for the Winter season
- Active retirees on the move
- Digital Nomads: Those that can work from anywhere.

Markets: Geo-target the Golden Horseshoe region of Southern Ontario. (From Oshawa in the East (encompassing the entire span of Toronto – Mississauga – Burlington – Hamilton – Niagara Falls. An outer band including Barrie, Orangeville, Guelph, Elora, Kitchener, Cambridge, and London (in the west).





01

Executive Summary

Executive Summary | Objective and Overview (October 2024)

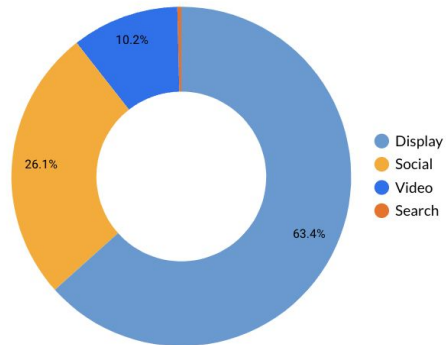


Paid Media Summary

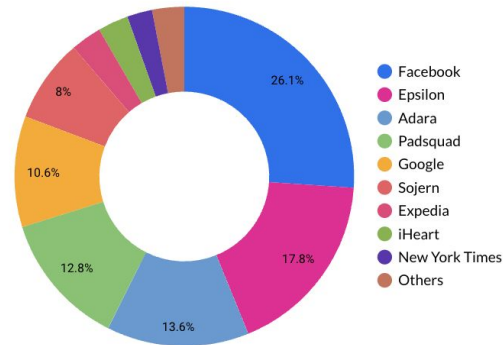


Impressions by Medium and Source

Impressions by Medium

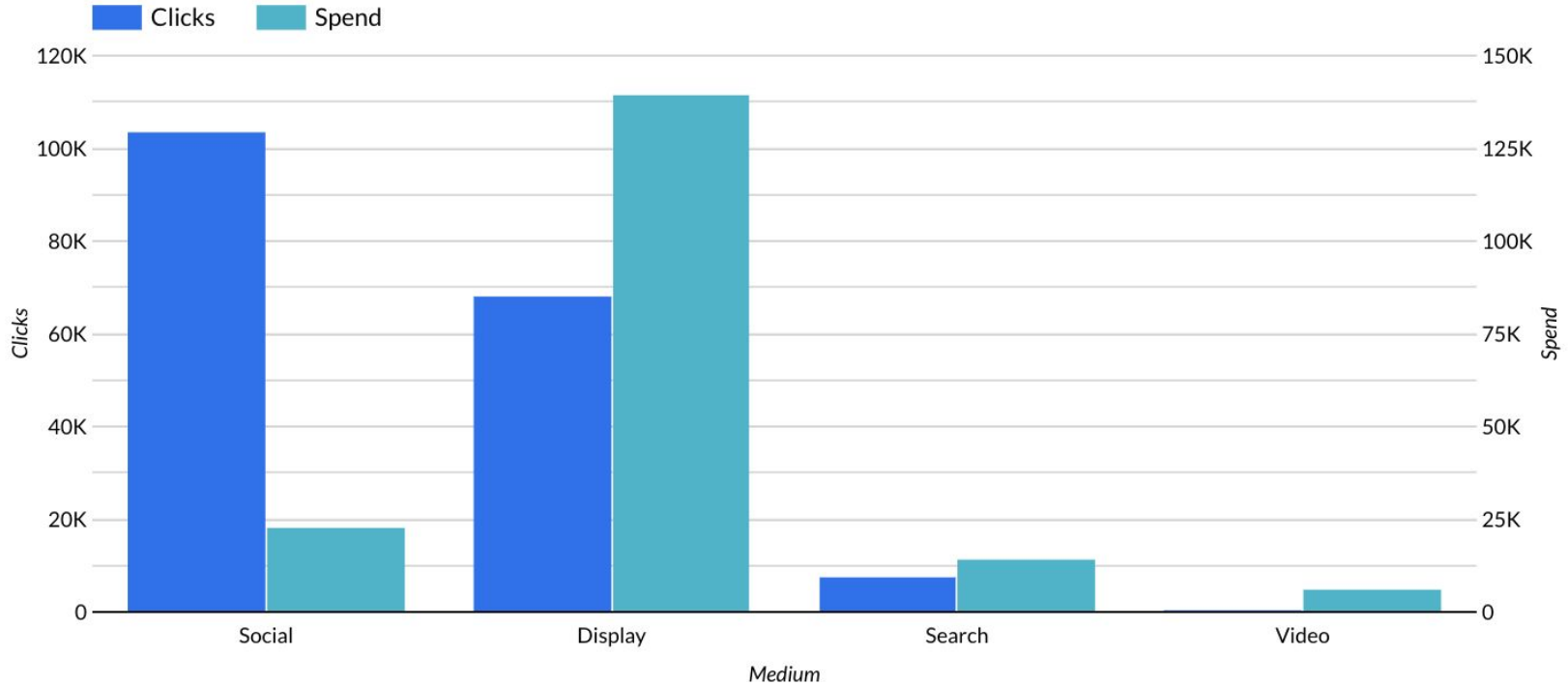


Impressions by Source





Clicks and Spend by Medium

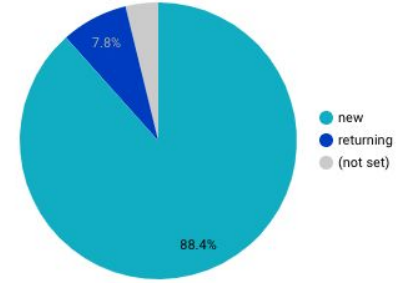
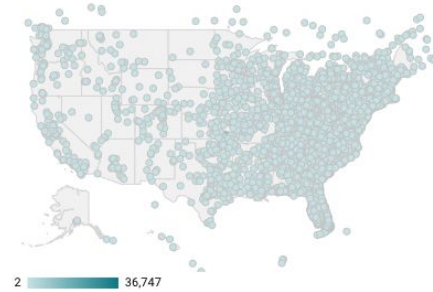


Executive Summary | October 2024 Website



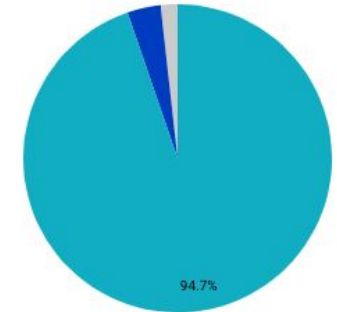
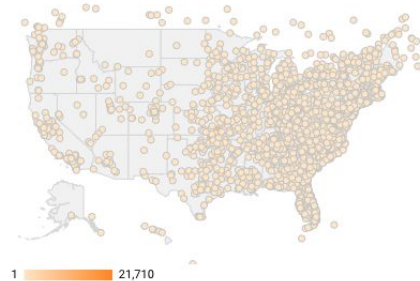
ALL TRAFFIC

Total users 172,881 ↓ -16.8%	New users 166,821 ↓ -17.8%	Engaged sessions 78,890 ↓ -26.0%	Sessions per user 1.14 ↓ -5.6%
Views 299,722 ↓ -23.2%	Events per session 5.73 ↓ -5.5%	Avg Session Duration 00:01:40 ↓ -2.3%	Bounce rate 59.57% ↑ 4.8%
			Engagement rate 40.43% ↓ -6.3%



PAID MEDIA

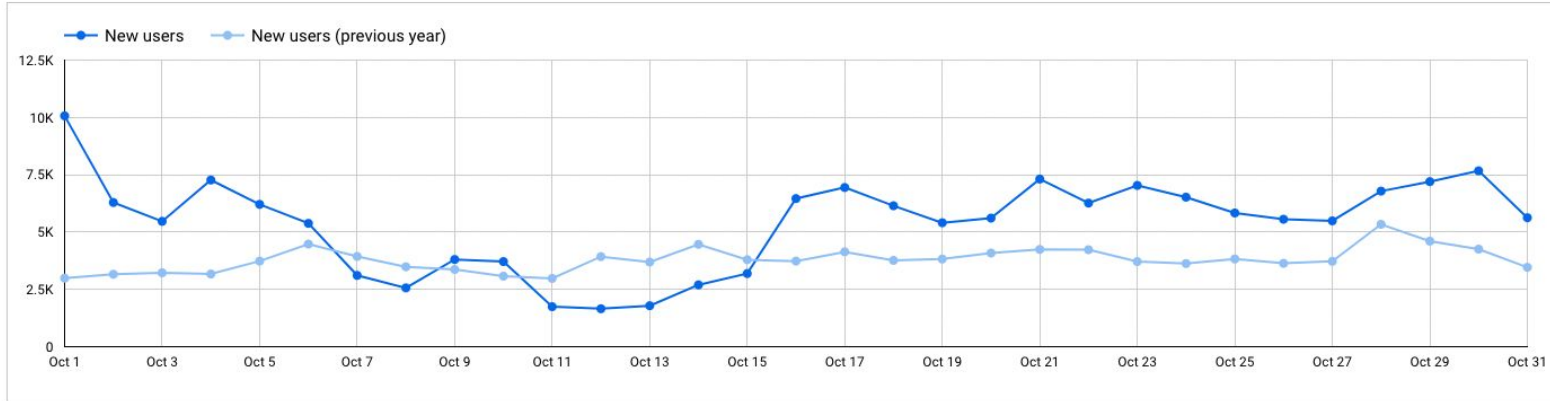
Total users 59,669 ↓ -24.3%	New users 59,045 ↓ -24.0%	Engaged sessions 12,813 ↓ -60.9%	Sessions per user 1.06 ↓ -9.7%
Views 85,309 ↓ -39.4%	Events per session 4.61 ↓ -15.3%	Avg Session Duration 00:00:49 ↓ -25.2%	Bounce rate 79.62% ↑ 24.0%
			Engagement rate 20.38% ↓ -43.0%



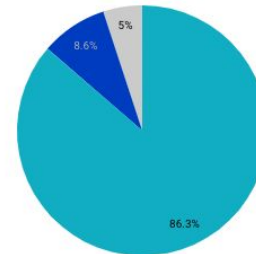
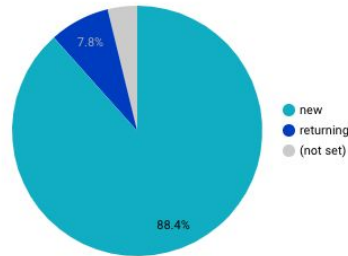
34% of total users came from paid media

YoY Insights: October 2024 vs. October 2023

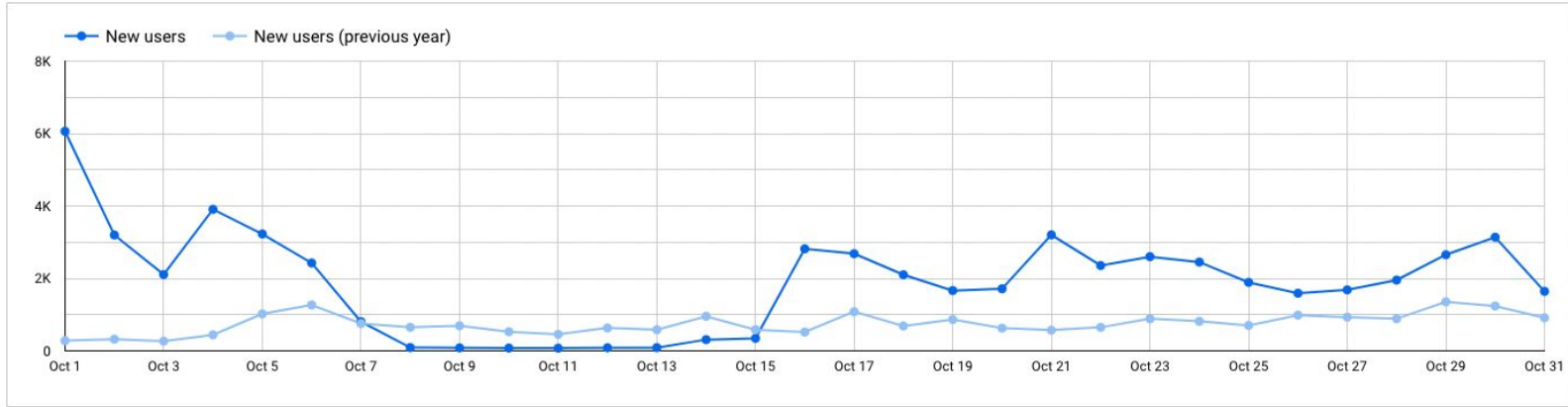
Includes: Paid, Organic



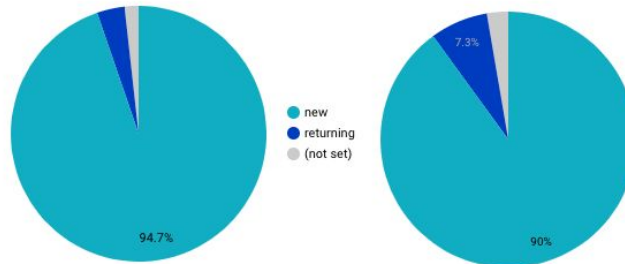
Total users 172,881 ↑ 43.0%	New users 166,821 ↑ 41.7%	Engaged sessions 78,890 ↑ 16.9%
Sessions per user 1.14 ↓ -7.0%	Views 299,722 ↑ 20.8%	Events per session 5.73 ↓ -23.2%
Avg Session Duration 00:01:40 ↓ -21.3%	Bounce rate 59.57% ↑ 10.2%	Engagement rate 40.43% ↓ -12.0%



YoY Insights: October 2024 vs. October 2023



Total users 59,669 ↑ 151.2%	New users 59,045 ↑ 154.9%	Engaged sessions 12,813 ↑ 25.1%
Sessions per user 1.06 ↓ -4.0%	Views 85,309 ↑ 104.2%	Events per session 4.61 ↓ -38.7%
Avg Session Duration 00:00:49 ↓ -57.4%	Bounce rate 79.62% ↑ 31.0%	Engagement rate 20.38% ↓ -48.0%

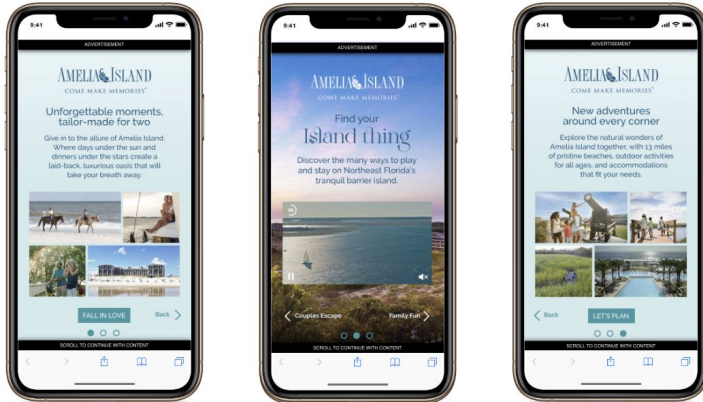




02

DISPLAY

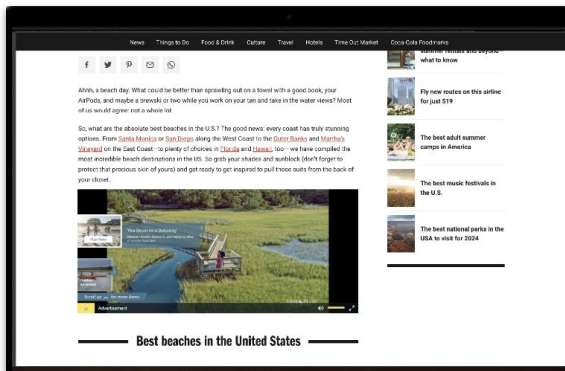
The Mosaic and CTV units



Insights:

- **Padsquad** Leisure campaign delivered 1,883,333 impression 48,083 Clicks and CTR: 2.55%
 - Unit views: 1,210,983
 - Engagements: 345,275 and 28.51% ER (Benchmark 4-5%)
 - Video starts: 696,208
 - VCR: 68.33%
- Leisure Unit Performance:
 - **The Mosaic:** 2.99% CTR with 35.67% ER. (8x above benchmark)
 - **CTV: Family, Couple and Golf Videos**
 - Video completes: 165,147
 - VCR: 99% (exceeding 85% benchmark)
- **Amelia Island:** 14,434 new users (-17.8% MoM), 7,304 engaged sessions (-24.1% MoM), 44.42% engagement rate (-4.3% MoM), 55.58% bounce rate (3.7% MoM), 5.39 events/session (-5.6% MoM), with an average session duration of 00:01:12 (20.4% MoM).

The Orbit and Vidstream Unit



Insights:

Leisure Consumer Unit Performance:

The Orbit:

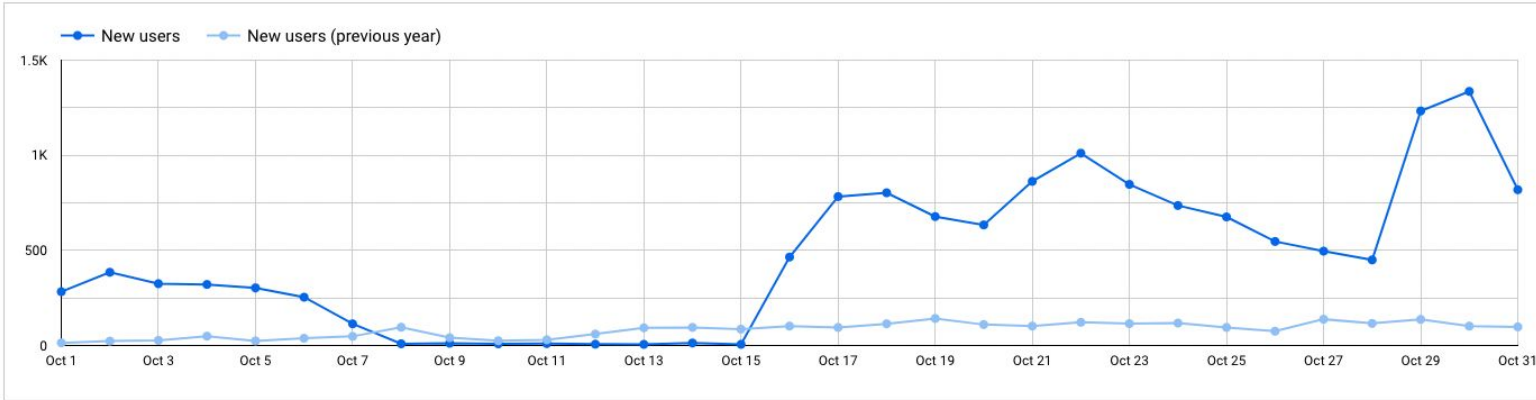
- Unit Views: 159,505
- Engagements: 42,380
- ER: 26.57% (Over 8x benchmark)

Vidstream:

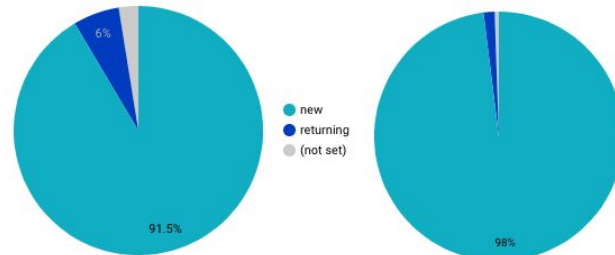
- Video Completed: 205,114
- VCR: 73.99% (exceeding 55% benchmark)
- Engagement Rate: 18.35% (over 5x above benchmark)

Display Recap | PadSquad Leisure - YoY Comparison

YoY Insights: October 2024 vs October 2023

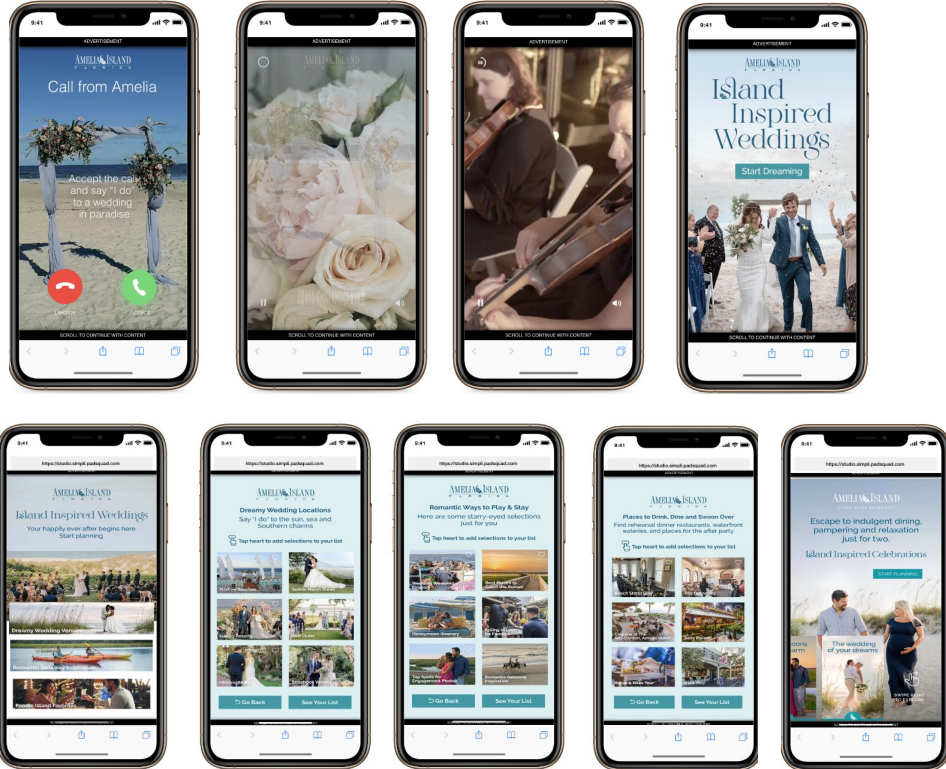


Total users 14,723 ↑ 478.3%	New users 14,434 ↑ 470.5%	Engaged sessions 7,304 ↑ 3,008.1%
Sessions per user 1.12 ↑ 10.4%	Views 30,732 ↑ 984.0%	Events per session 5.39 ↓ -4.1%
Avg Session Duration 00:01:12 ↑ 234.8%	Bounce rate 55.58% ↓ -38.9%	Engagement rate 44.42% ↑ 390.0%



Display Recap | Padsquad Wedding

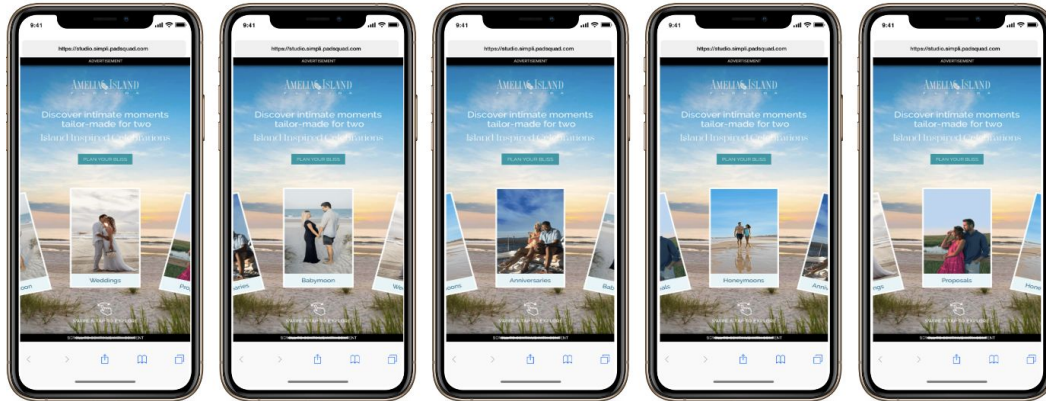
The Press and Hold Trigger Unit, List Scroller



Insights:

- **Padsquad** Wedding campaign focused on special moments such as Destination Weddings, Babymoon, engagements, anniversaries.
- **Press and Hold:** Unit triggers when consumer is searching for engagement ring, wedding venue, perfect place to propose
- **List Scroller:** Digital lookbook with the ability to heart your fave locations and generate a personal trip list.
 - **Unit views:** 75,941
 - **Engagements:** 16,046
 - **ER:** 21.13% (over 4x benchmark)
 - **Video starts:** 8,651
 - **Video completed:** 6,246
 - **VCR:** 72.20%
 - **Impressions:** 300,000
 - **Clicks:** 1,154
 - **CTR:** 0.39%
- **Amelia Island:** 1,437 new users (-92.4% MoM), 296 engaged sessions (-97.1% MoM), 19.38% engagement rate (-58.1% MoM), 80.62% bounce rate (50.1% MoM), 4.34 events/session (-30.3% MoM), with an average session duration of 00:00:23 (-61.8% MoM).

Display Recap | Padsquad Milestone

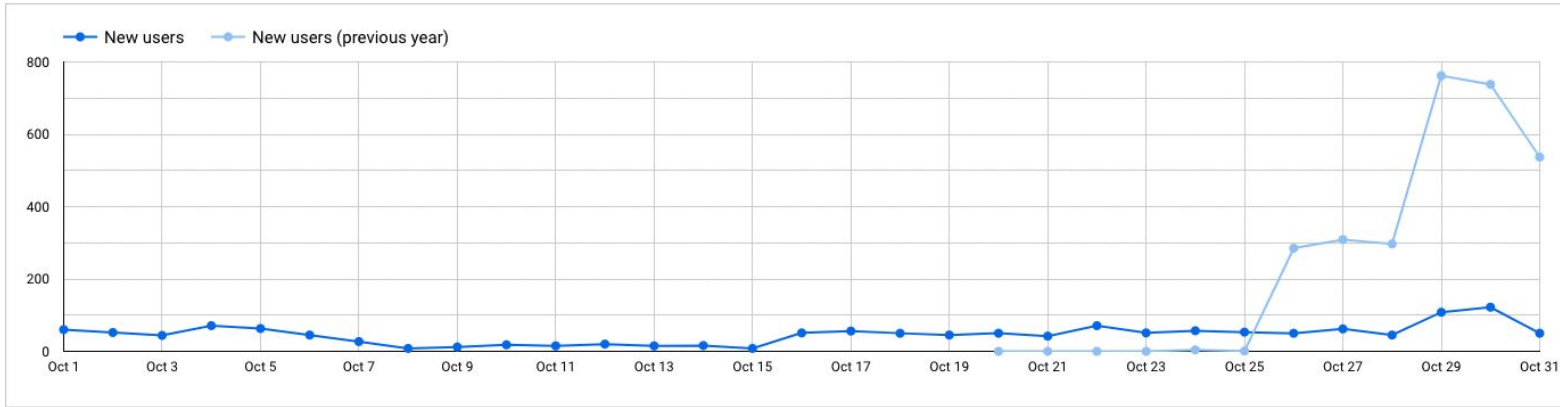


Insights:

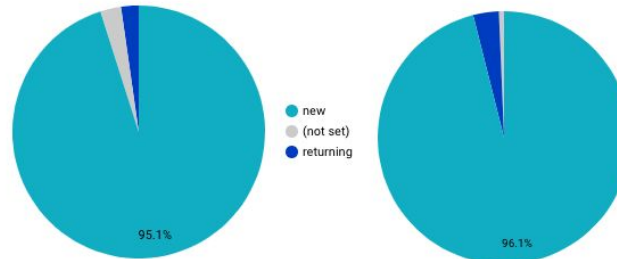
- **Padsquad Milestone** campaign focused on special moments such as Baby moon and milestone anniversaries.
- **The Reel delivered the following results:**
 - **Unit views:** 135,146
 - **Engagements:** 44,881
 - **ER:** 33.21% (over 8x above benchmark)
 - **Impressions:** 100,000
 - **Clicks:** 3,076
 - **CTR:** 3.08%

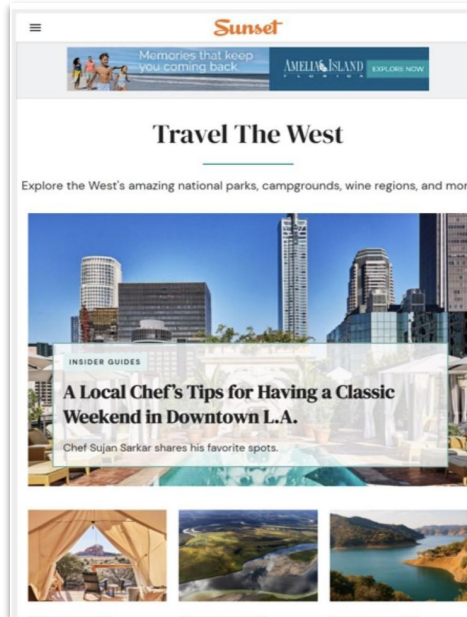


MoM Insights: October 2024 vs October 2023



Total users 1,477 ↓ -49.8%	New users 1,437 ↓ -51.0%	Engaged sessions 296 ↓ -53.9%
Sessions per user 1.05 ↑ 0.9%	Views 1,984 ↓ -46.1%	Events per session 4.34 ↓ -1.4%
Avg Session Duration 00:00:23 ↓ -65.9%	Bounce rate 80.62% ↑ 2.0%	Engagement rate 19.38% ↓ -7.5%

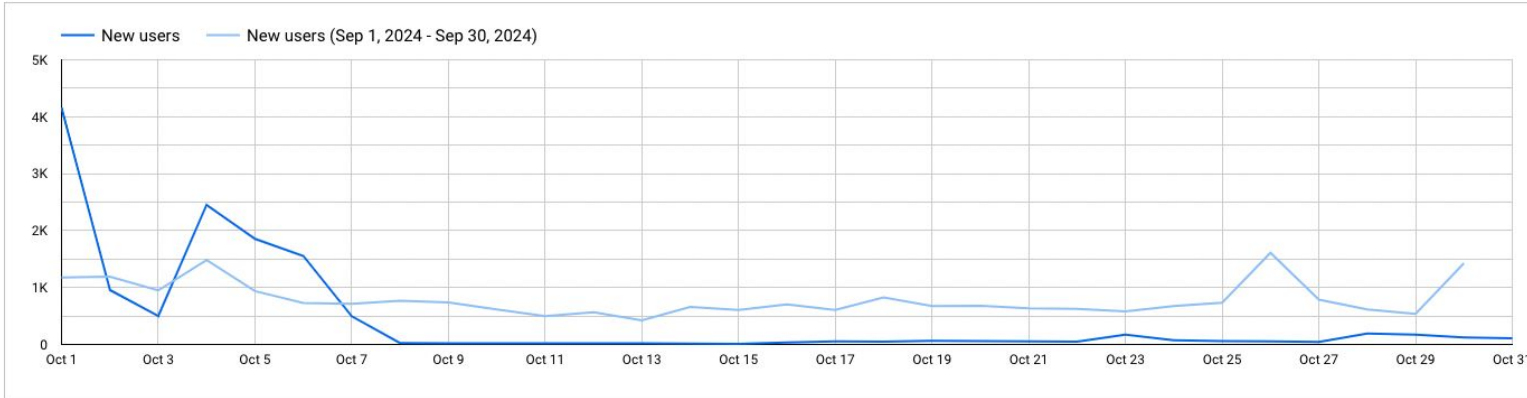




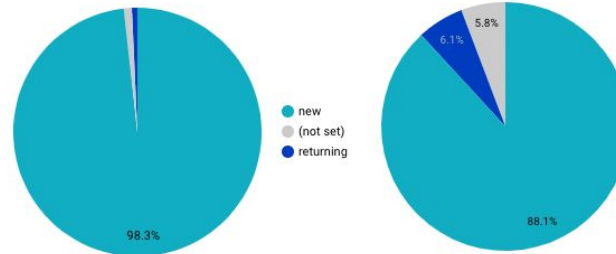
Adara October Campaign delivered the following results:

- Observed: Hotel searches since launch is at 13,541 resulting in an 39 hotel bookings and 31 flight bookings
- **Total Travelers:** 28 with 49 Total Nights
 - **ADR:** \$182.82, Revenue \$6,215.91
- Search to book: 9.0 days with 15.9 day window from book to arrival for flights
- Impressions: 1,890,408
- Clicks: 3,158
- CTR: 0.17%
- Conversions: 113
 - CPA: \$177.42
- Video completed: 440,072 / VCR: 67.95%
- **Amelia Island:** 13,476 new users (-43.3% MoM), 253 engaged sessions (-93.5% MoM), 1.84% engagement rate (-86.5% MoM), 98.16% bounce rate (13.6% MoM), 3.04 events/session (-3.8% MoM), with an average session duration of 00:00:04 (-88.7% MoM).

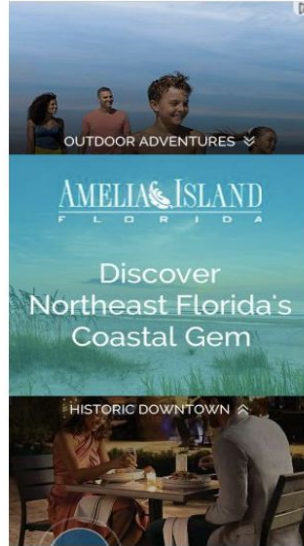
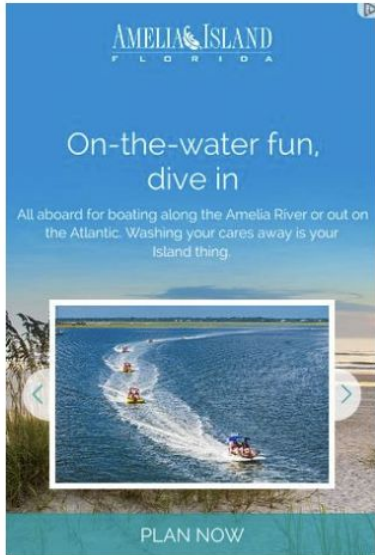
MoM Insights: October 2024 vs September 2024



Total users	New users	Engaged sessions
13,611	13,476	253
↓ -44.4%	↓ -43.3%	↓ -93.5%
Sessions per user	Views	Events per session
1.02	14,097	3.04
↓ -14.2%	↓ -55.6%	↓ -3.8%
Avg Session Duration	Bounce rate	Engagement rate
00:00:04	98.16%	1.84%
↓ -88.7%	↑ 13.6%	↓ -86.5%



Display Recap | Epsilon



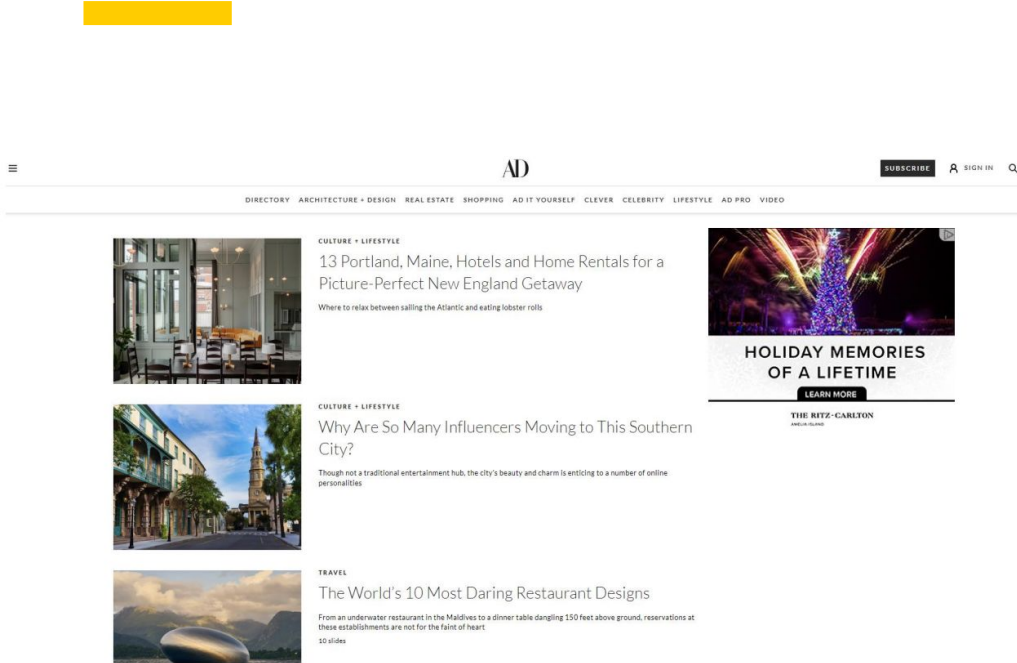
• Top 10 Markets:

DMA	Impressions	Clicks	CTR
New York	233,621	282	0.12%
Washington DC	177,003	140	0.08%
Atlanta	147,696	177	0.12%
Charlotte	132,532	242	0.18%
Raleigh	119,548	218	0.18%
Chicago	118,455	101	0.09%
Boston	106,066	90	0.08%
Philly	85,819	95	0.11%
Miami Ft Lauderdale	55,452	68	0.12%
Tampa	52,122	76	0.15%
Total	1,228,314	1,489	0.12%

The Epsilon Leisure campaign delivered the following results:

- **Impressions:** 3,180,037
- **Clicks:** 4,673
- **CTR:** 0.15%
- **Messaged Visits:** 1,548
- **Unit Performance:**
 - Gamified unit delivered 0.13% CTR
 - Messaged Visits: 970
 - High Impact Display unit: 0.13% CTR
 - Message visits: 538
- Campaign main goal: Loyalist - High Yielding Past Visitors with Hotel Spend: Non-resident travelers who have visited Amelia Island (2 year lookback window applied) AND made a transaction at a hotel + lookalike
- **Amelia Island:** 8,414 new users (402.9% MoM), 332 engaged sessions (106.2% MoM), 3.82% engagement rate (-56.6% MoM), 96.18% bounce rate (5.5% MoM), 3.3 events/session (-8.0% MoM), with an average session duration of 00:00:15 (-89.2% MoM).

Display Recap | Epsilon Ritz Carlton



- Ritz Carlton Winter campaign delivered the following results:

October:

- **Impressions:** 73,997
- **Clicks:** 79
- **CTR:** 0.11%
- **Message Visits:** 20



Display Recap | Epsilon Hampton Inn

The screenshot shows a Food Network article page. The main headline is "16 Third-Culture Cookbooks That Will Change the Way You Cook". Below it is a sub-headline: "Discover inspiring ways to fuse flavors and explore identity through food, one recipe at a time." The author is listed as "By: Layla Khoury-Hanold". There is a "Related To: Shopping" tag. The article text discusses "third-culture cooking" and mentions "17 third-culture cookbooks". An image at the bottom of the article shows a plate of Korean American food with the text "FOOD THAT TASTES LIKE HOME" and "KOREAN AMERICAN".

Overlaid on the right side of the article is a Hampton Inn & Suites advertisement. It features a photo of the hotel building, the text "15% Discount on a 2-Night Weekday Stay on Amelia Island", the Hampton Inn & Suites logo, and a call-to-action: "Call 904.491.4911 & mention 'Sweet Deal'". Below the ad is another photo of the hotel's outdoor pool area.

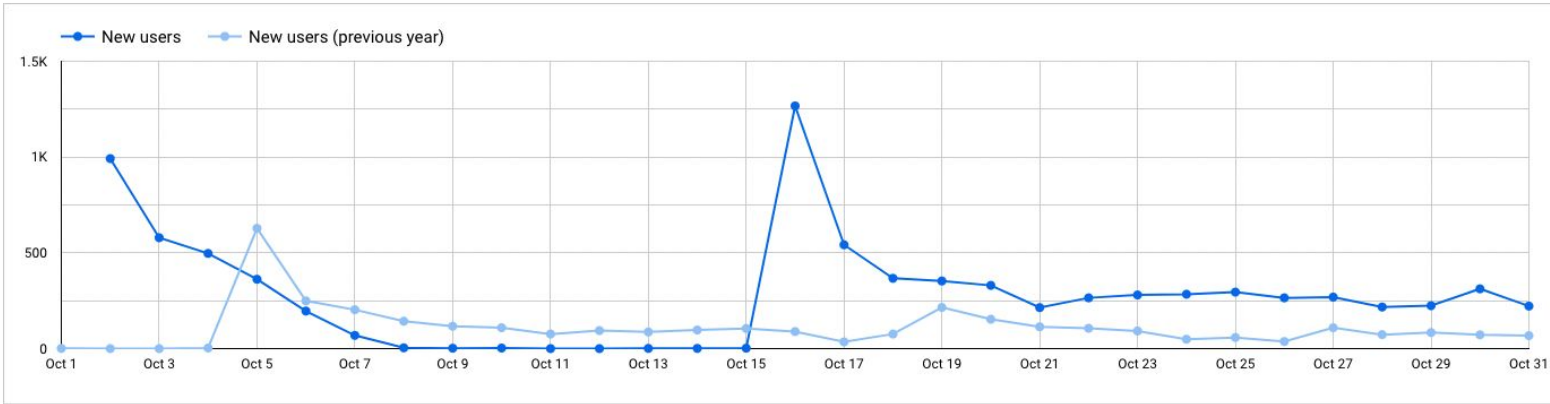
- Hampton Inn Winter campaign delivered the following results:

October:

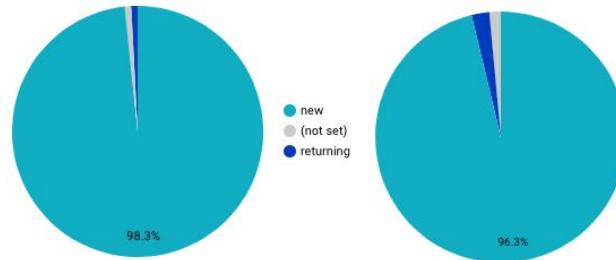
- **Impressions:** 73,997
- **Clicks:** 79
- **CTR:** 0.11%
- **Messaged Visits:** 20

Display Recap | Epsilon - YoY Comparison

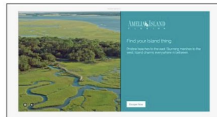
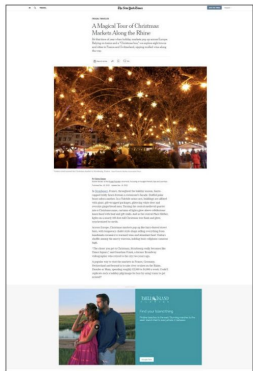
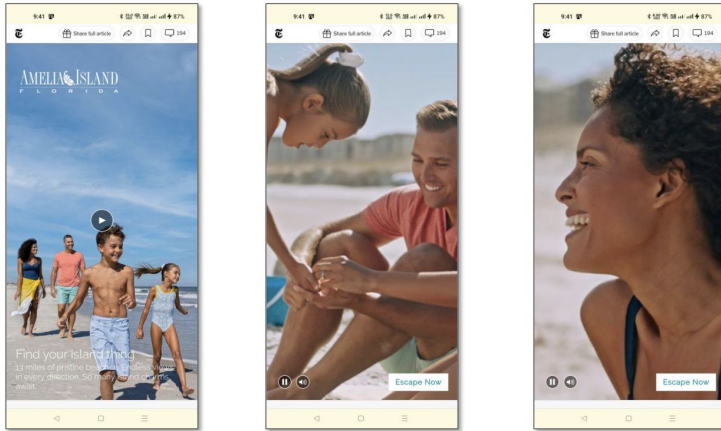
YoY Insights: October 2024 vs October 2023



Total users 8,442 ↑ 148.3%	New users 8,414 ↑ 151.8%	Engaged sessions 332 ↑ 21.6%
Sessions per user 1.03 ↓ -1.4%	Views 8,890 ↑ 129.8%	Events per session 3.3 ↓ -34.4%
Avg Session Duration 00:00:15 ↓ -35.6%	Bounce rate 96.18% ↑ 4.2%	Engagement rate 3.82% ↓ -50.6%



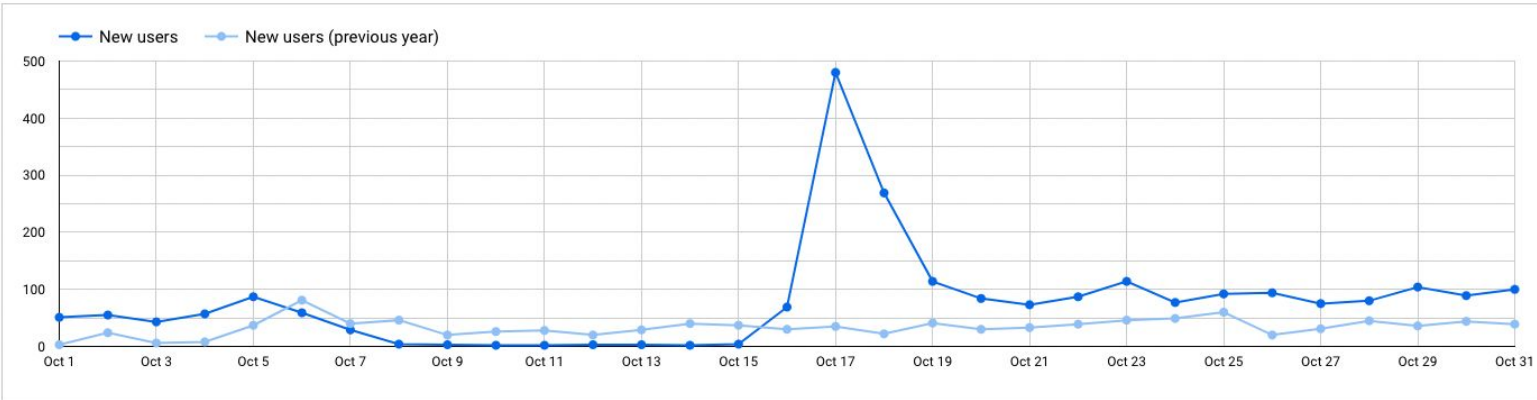
Display Recap | New York Times



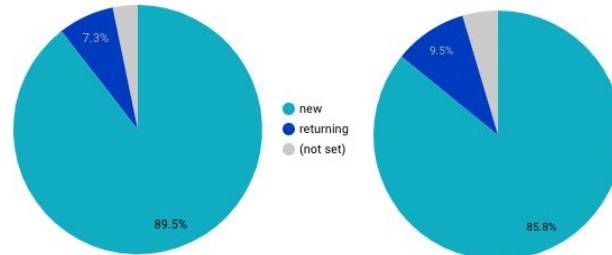
Insights:

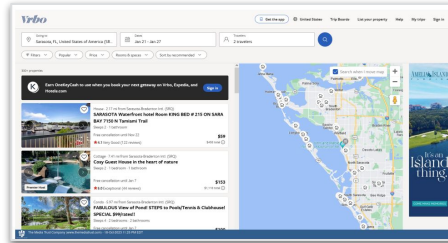
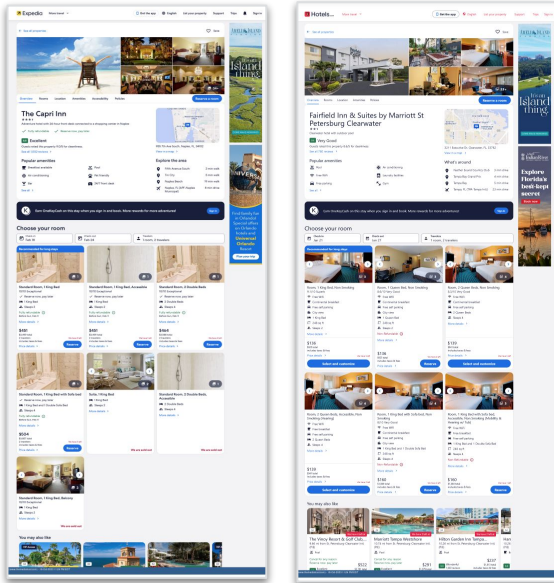
- The NY Times FlexXL Video Unit with target to ages 25-54 and Frequent Travelers, General Travelers.
- **Topic Targeting:** Travel, Golf, Fine Dining, Restaurant Reviews, Gourmet Recipes, Elegant Epicureans, Museums & Galleries, Historic Sites, Love & Relationships, Families & Parenting, Self Care, Real Estate, Remote Work, Parenting, Books
- **Additional Targeting:** Warm Weather, Travel, Luxury, Fine Dining, Live Ent Ads, Culture Vultures, Retired, Remote, Spas
- Campaign results for all markets including SE, FL, MW, NE delivered the following:
 - Impressions: 428,824
 - Clicks: 2,285
 - CTR: 0.53%
 - VCR: 86.23%
- **Amelia Island:** 2,405 new users (4.0% MoM), 488 engaged sessions (10.2% MoM), 17.91% engagement rate (8.9% MoM), 82.09% bounce rate (-1.7% MoM), 3.56 events/session (2.9% MoM), with an average session duration of 00:00:55 (-5.9% MoM).

YoY Insights: October 2024 vs October 2023



Total users 2,419 ↑ 130.8%	New users 2,405 ↑ 130.1%	Engaged sessions 488 ↑ 136.9%
Sessions per user 1.13 ↓ -5.8%	Views 3,109 ↑ 136.1%	Events per session 3.56 ↓ -36.2%
Avg Session Duration 00:00:55 ↓ -55.5%	Bounce rate 82.09% ↓ -1.8%	Engagement rate 17.91% ↑ 9.1%





Insights:

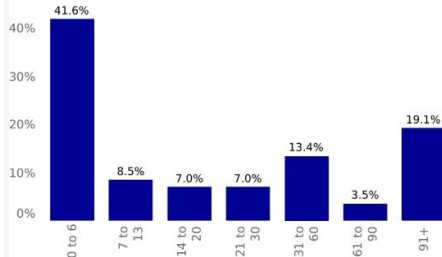
- **Expedia Winter Campaign** delivered the following results:
 - **Impressions:** 524,048
 - **Clicks:** 1,044
 - **CTR:** 0.20%
 - **Room Nights:** 167
 - VRBO: \$155K
 - ExpediaPlus: \$41K
 - **ROAS:** 10:4
 - **Vacation Rental Nights:** 388
 - **Passengers:** 461

- **Amelia Island:** 25 new users (25.0% MoM), 16 engaged sessions (45.5% MoM), 61.54% engagement rate (34.3% MoM), 38.46% bounce rate (-29.0% MoM), 8.77 events/session (49.3% MoM), with an average session duration of 00:03:37 (52.4% MoM).

<https://www.expedia.com/spotlight/AmeliaIsland-exp-us?is>

Conversion Insights - Amelia Island TDC

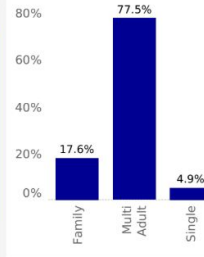
Travel Window



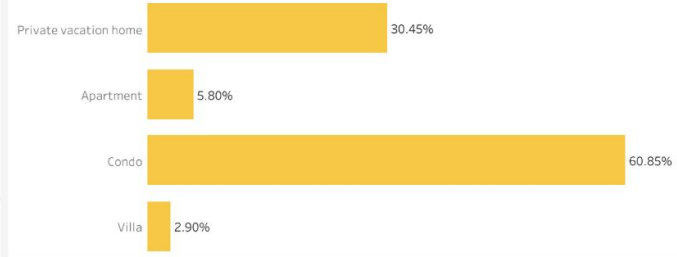
Package vs Standalone



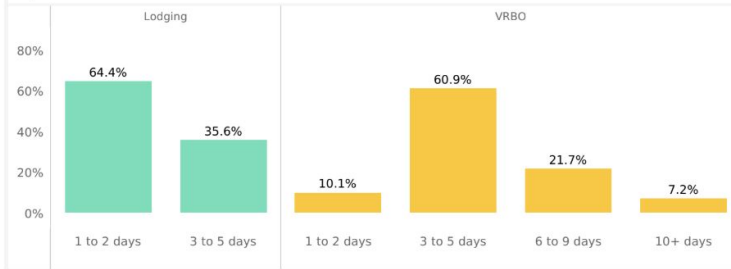
Traveler Count



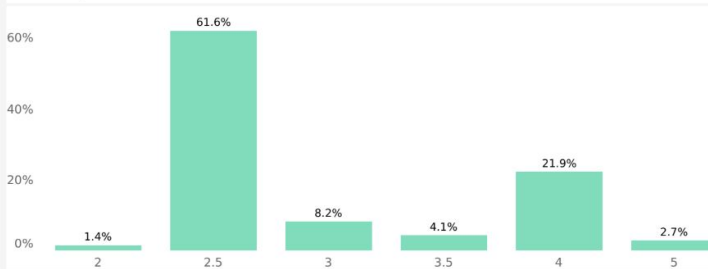
VR Listing Type



Trip Duration



Star Rating - Hotel

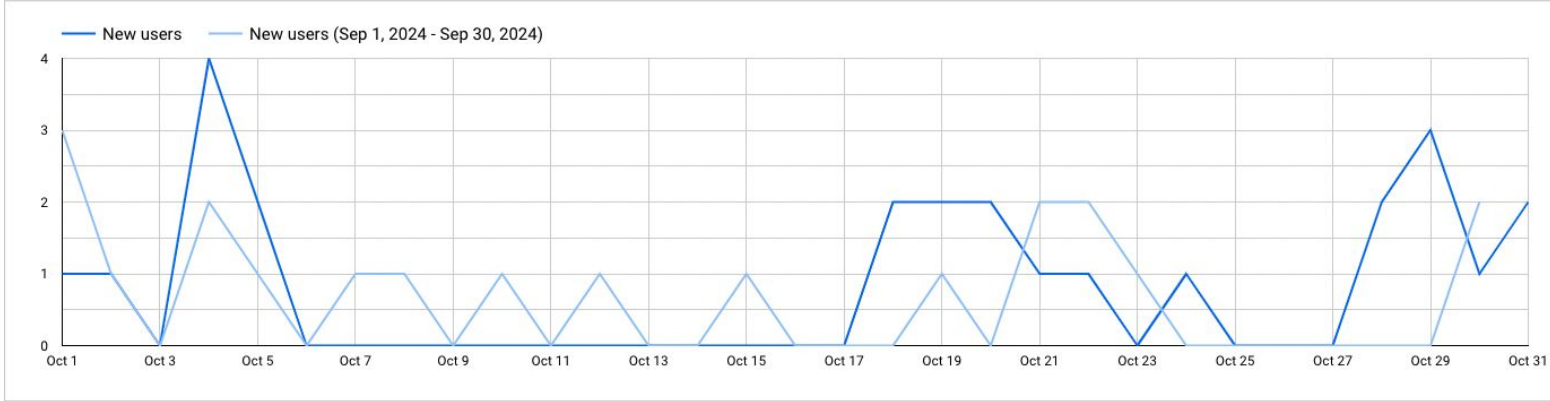


Reporting Period: 10/1/2024 - 10/31/2024

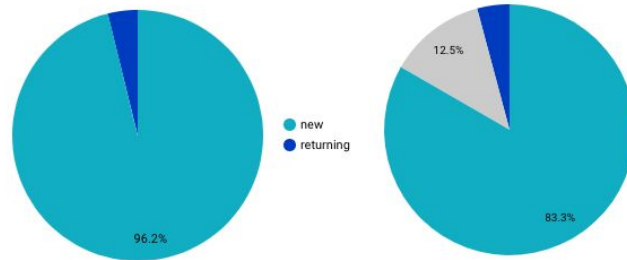
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MoM Insights: October 2024 vs September 2024



Total users	New users	Engaged sessions
25	25	16
‡ 25.0%	‡ 25.0%	‡ 45.5%
Sessions per user	Views	Events per session
1.04	54	8.77
‡ -13.3%	‡ 58.8%	‡ 49.3%
Avg Session Duration	Bounce rate	Engagement rate
00:03:37	38.46%	61.54%
‡ 52.4%	‡ -29.0%	‡ 34.3%

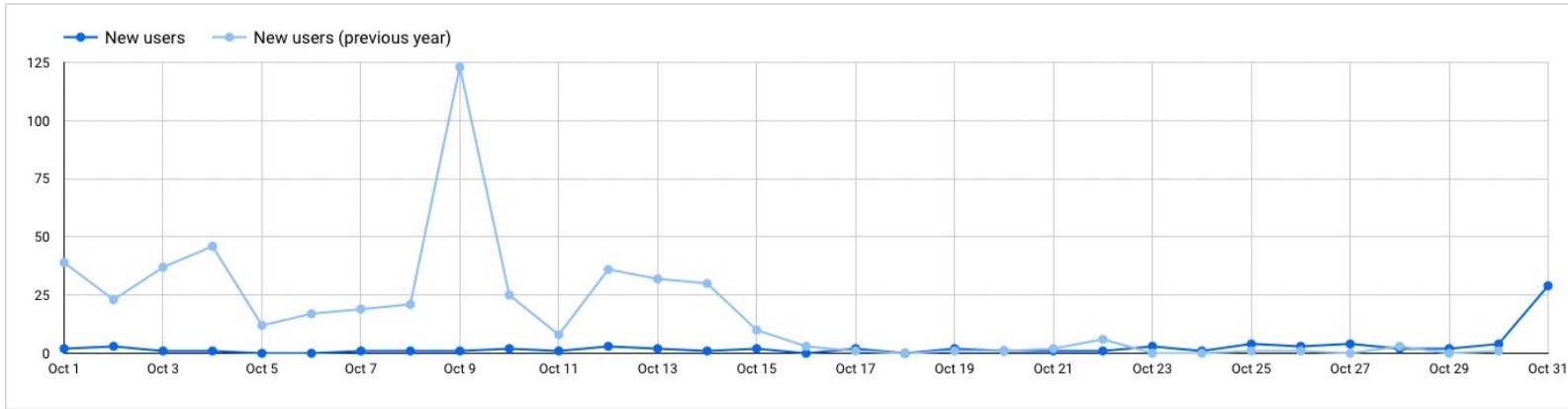




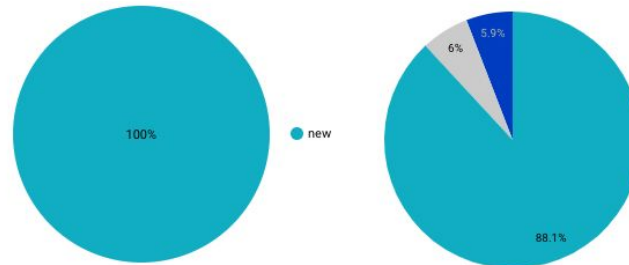
Insights:

- The October campaign delivered:
 - **Impressions:** 204,825
 - **Video Completed:** 203,017
 - **VCR:** 99.13%
- **CTV Couple Unit:** 100,641 Video completed at a 99.17% VCR
- **CTV Family Unit:** 102,376 Video completed at a 99.10% VCR
- Top 5 Performing Moments by VCR
 - Insomnia Moment
 - Afternoons At Home Moment
 - Weekend Downtime Moment
 - Weekend Mornings At Home Moment
 - Night In Moment
- **Amelia Island:** 80 new users (-82.4% MoM), 1 engaged session (-75.0% MoM), 1.25% engagement rate (45.3% MoM), 98.75% bounce rate (-0.4% MoM), 3.01 events/session (0.9% MoM), with an average session duration of 00:00:00 (-83.9% MoM).

YoY Insights: October 2024 vs October 2023



Total users	New users	Engaged sessions
80	80	1
↓ -84.3%	↓ -83.9%	↓ -99.5%
Sessions per user	Views	Events per session
1	80	3.01
↓ -16.5%	↓ -89.6%	↓ -31.1%
Avg Session Duration	Bounce rate	Engagement rate
00:00:00	98.75%	1.25%
↓ -99.7%	↑ 41.7%	↓ -95.9%



Display Recap | Sojern

The screenshot shows a New York Times article titled "10 Reasons To Visit Amelia Island, Florida" by Lori Barbely. The article is part of a "JOURNEYS" series. A video player is embedded in the article, showing a scenic view of Amelia Island with the text "AMELIA ISLAND FLORIDA" and "AmeliaIsland.com". A Sojern advertisement is overlaid on the video, featuring the text "The getaway you deserve is closer than you think" and "It's an Island thing." Below the video, there is a section titled "Stroll Through Historic Fernandina Beach" with a small image of the beach.

Islands DESTINATIONS TRAVEL GUIDES CRUISES OUTDOOR ADVENTURE f @ P T v NEWSLETTER ADVERTISE

UNITED STATES

10 Reasons To Visit Amelia Island, Florida

By Lori Barbely

From beaches to boardwalks to biking and everything in between, there's an array of things to do in Amelia Island, Florida. Here are 10 reasons to plan your next Florida vacation to this charming barrier island.

- 1. Spectacular Sunrises**
Located off the northeast coast of Florida, Amelia Island is a sunrise-lover's paradise. While it may be a challenge to get yourself out of bed on vacation, watching the multi-hued sky light up and reflect over the Atlantic will be well worth the early morning alarm clock.
- 2. Fort Clinch State Park**
Get your history on at Fort Clinch. Named for General Duncan Lamont Clinch, the brick fortress sits in a 1,400-acre state park comprised of 3 miles of shoreline and a ½-mile fishing pier. The park also features a 6-mile nature trail, perfect for hiking, and the 19th-century fort is home to re-enactors who demo blacksmithing and military drills.
- 3. Tee Off**
Though Amelia Island is only 13 miles long by 2 miles wide, it boasts six golf courses, making Amelia Island an appealing destination for golf enthusiasts. And ocean views come standard, with seven of the island's 117 homes overlooking the Atlantic. The

AMELIA ISLAND FLORIDA
The getaway you deserve is closer than you think.
It's an Island thing.
ESCAPE NOW

AMELIA ISLAND FLORIDA
Taking the Florida-Georgia Line on Amelia Island
The getaway you deserve is closer than you think.
ESCAPE NOW

Stroll Through Historic Fernandina Beach
Colorful and historic Fernandina Beach is the heart of Amelia Island. The town has a rich

The Sojern campaign delivered:

- Impressions: 1,199,481
- Clicks: 2,344
- CTR: 0.20%
- Completed Videos: 223,769
- VCR: 81.47%
- **October Economic Impact Report:**
 - Confirmed Travellers: 42
 - Hotel Night Stays: 30
 - Booking and Foot traffic: 40
- **Flight Search to booking:**
 - Display: 128 with 6 bookings
 - Video: 23 with 1 bookings
- **Lodging Search to booking**
 - Display: 70 search and 7 booking
 - Video: 16 search with 3 booking
- **Amelia Island:** 5,058 new users (-27.0% MoM), 132 engaged sessions (-81.1% MoM), 2.61% engagement rate (-72.7% MoM), 97.39% bounce rate (7.7% MoM), 3.17 events/session (-2.2% MoM), with an average session duration of 00:00:03.

The New York Times

JOURNEYS

JOURNEYS; 36 Hours | Amelia Island, Fla.

Share full article

By Amy Virshup



1) Favorite Haunts

In addition to the rich collection of houses that have earned Fernandina Beach a spot on the National Register of Historic Places, the town apparently also has more than its fair share of

Display Recap | Sojern Ritz Carlton

Travellerspoint

It includes the vibrant, cosmopolitan city of Jacksonville.

everywhere east of Tallahassee.

Central Florida

[Ask or Bertino a question about Florida](#)

Central Florida is home to some of the world's famous theme parks: Walt Disney World, SeaWorld, Universal Studios Florida. The Kennedy Space Center, Cypress Gardens, Daytona International Speedway and Gatorland are also located in this region.

[Become a Travel Helper for Florida](#)

South Florida

South Florida is home to the populous Miami metropolitan area, the Florida Keys, and other localities. It is the only part of the continental United States with a tropical climate.



HOLIDAY
MEMORIES OF
A LIFETIME

LEARN MORE

THE RITZ-CARLTON
MIAMI BEACH

Cities

Miami

Divided into two parts, **Mainland** and **South Beach**, **Miami** is one of the most visited destinations in the USA. The busiest part of the city is the **Art-Deco district**, in **South Beach**, fully loaded with night-clubs and restaurants; the beach opposite this area is also very popular amongst tourists. In the **Key Biscayne area**, tourists are offered the chance to visit some celebrities' houses. Shopping lovers would find in Miami a wide variety of shopping malls, such as **Bayside**, **Coco Walk**, the **Dolphin mall**, amongst others. In the end, Miami is the place to be!

Orlando

Located in Central Florida, **Orlando** is the busiest metropolitan area in the state. The reason for this is undoubtedly the theme parks, and in particular, **Walt Disney**. With more than a dozen of different parks, Orlando is the place to have fun in family. If you are not keen on family holidays, them parks and other joy, it is best to get out of here as quickly as possible, because Florida has much more enjoyable cities, beaches, nature and culture for you.

Other cities

Jacksonville is the state's largest city in size and population

Tallahassee - the capital in the central north

St. Petersburg - eastern coast of Florida

Fort Lauderdale - just north of Miami

Cape Coral

The Sojern campaign delivered:

- Impressions: 163,546
- Clicks: 306
- CTR: 0.19%

milesaway

HOME TRAVEL BRIEFS US DESTINATIONS + EN ESPAÑOL INTERNATIONAL TRAVEL + TRAVEL TIPS TRENDING Q

The Traveler in the Know: Historical Florida Destinations

Amelia Island

Dispel the idea just visiting Disneyworld with the kids. For the history buff and "educational travel," here are some destinations you may want to keep in mind you're looking for cheap flights.

St. Augustine: This is a place for historians to soak up the architecture and history of one of the oldest cities in the U.S. If you're in favor of more outdoor attractions, why not visit famous landmarks such as the Castillo de San Marcos, Ponce de Leon's Fountain of Youth, as well as historic sites like the Oldest Wooden Schoolhouse? St. Augustine is the oldest continuously-occupied European-established city and port in the continental U.S.

Amelia Island: This is the state's northernmost barrier island, and is also known as the "Isle of Eight Flags" because of its rich history that features pirates, shrimpers, nobles and confederates. Fernandina Beach was an important seaport during ancient times and today, historians can do "research" at the state's oldest continuously operating bar, the Palace Saloon. For travelers to want a truly relaxed seaport community, Amelia Island may just be the "off the beaten path" Florida visit you've been craving. A bonus? 13 miles of beaches.

Kingsley Plantation Historic Site, Jacksonville: This restored house located on Fort George Island located near Jacksonville is the Kingsley Plantation, a landmark of interest to travelers with a propensity for history and also Civil War buffs. Built out of "tabby" material made of oyster shells and sand, the plantation was built by Zephaniah Kingsley who lived there from 1814 to 1837. What's left to visit here include the plantation house itself along with remnants of old coquina slave huts and Indian mounds. For the traveler who wants to be "in the know," this is an excellent drive-by point of interest, and just 15 miles away from Jacksonville.

Edison and Ford Winter Estates, Naples: These estates are located in Ft. Myers, Florida and comprise the winter homes, gardens, laboratory and museums of both Thomas Edison and Gerald Ford. It is a Florida Historic Landmark and on the National Register of Historic Places and is a 20-acre compilation of historic buildings as well as the award-winning Moonlight Garden. The museum also houses hundreds of inventions, artifacts and special exhibits.

Egmont Key State Park, St. Petersburg: This park is actually located on the island of Egmont, which has several cultural and historical events that have occurred there since the earliest time settlers in Florida. Egmont was named in honor of John Percival, the second Earl of Egmont. He was also an Irishman and a member of the Irish House of Commons in 1763. Associated with both Spanish conquistadors, Egmont Key has historic ruins and is accessible only by boat from Tampa Bay.



HOLIDAY
MEMORIES OF
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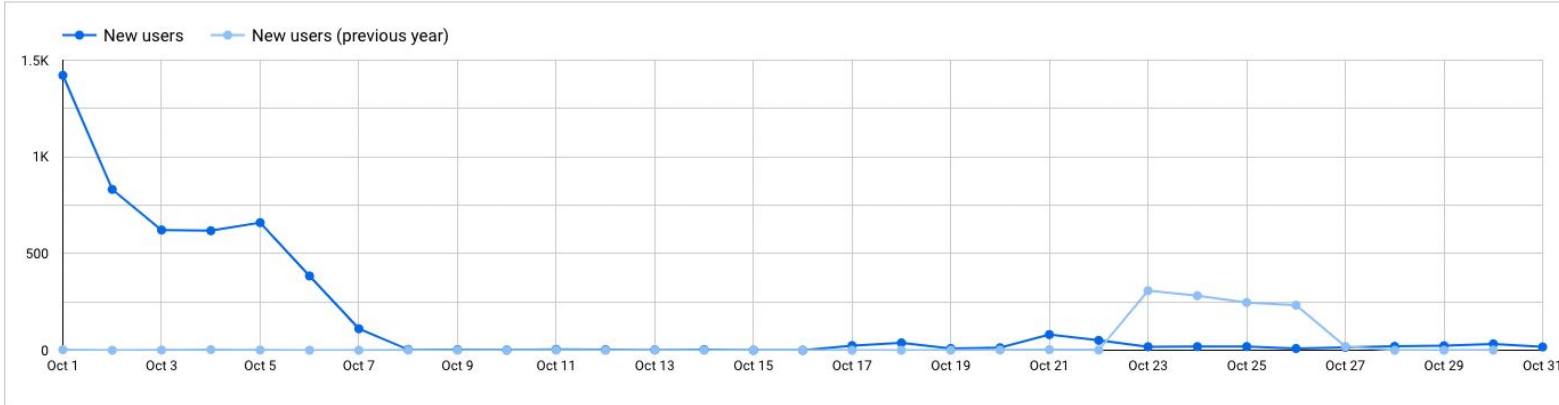
LEARN MORE

THE RITZ-CARLTON
MIAMI BEACH

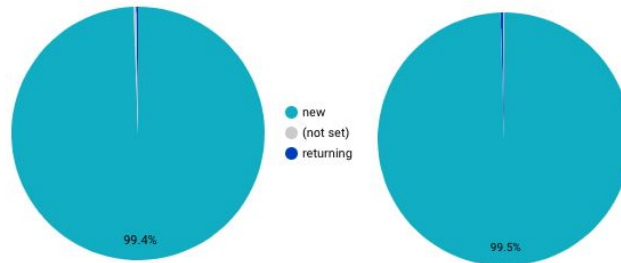
AMELIA & ISLAND
FLORIDA A

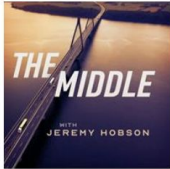


YoY Insights: October 2024 vs October 2023



Total users 5,074 ‡ 357.9%	New users 5,058 ‡ 357.3%	Engaged sessions 132 ‡ 428.0%
Sessions per user 1 ‡ -0.7%	Views 5,220 ‡ 367.3%	Events per session 3.17 ‡ -27.1%
Avg Session Duration 00:00:03 ‡ -28.7%	Bounce rate 97.39% ‡ -0.4%	Engagement rate 2.61% ‡ 16.2%





Other Top Shows in Oct:

Podcasts
The Why with Dwyane Wade
Next Question with Katie Couric
Hey, It's DeLillah
True Crime Story: It Couldn't Happen Here
The Sicilian Inheritance
Rapaport's Reality Hosted by Kebe & Michael Rapaport But We Loved
The Nikki Glaser Podcast
Life as a Gringo
Vitamin D with Dawn Dai
Magical Rewind
Big Money Energy
The Good Stuff Podcast
Death Island
12 Ghosts
Armstrong & Getty Select Cuts
The Hidden Djinn
The Greatest True Crime Stories Ever Told

Top 10 Visit Rate Markets:

Area	Impressions	Signups	Leads	EvPM
Jacksonville, FL	6572	7	48	8.4
Atlanta, GA	26677	23	111	5.0
Miami-Ft. Lauderdale, FL	9032	6	30	4.0
Orlando-Daytona Beach, FL	9669	4	28	3.3
Chattanooga, TN	3813	5	6	2.9
Charlottesville, VA	1132	0	3	2.7
Tampa-St Petersburg (Sarasota), FL	10515	4	23	2.6
Tri-Cities, TN-VA	2764	1	5	2.2
Norfolk-Portsmouth-Newport News,VA	7877	2	15	2.2



October campaign delivered:

- Impressions: 519,801
- Message Visits: 942 visits matched to our podcast listeners who heard the ad
 - Lead (Homepage visits): 838
 - Sign up to Booking Page (Bookdirect.com): 104
 - Total Unique Reach: 288,047
 - Frequency: 1.7 (average number of times a user heard the ad)
- Optimization includes pixel placement on all pages on the site (Bookdirect, Homepage, etc)
- Atlanta had the most visits with 111 home, and 23 Booking page matches, while Jacksonville had the highest visit rate at 8.4
- Drive markets led the way in efficiency (evpm), and Family creative edged out Couples this month

Insights:

Territory Statistics

127 ↓1.55% Unique RFPs	66,690 ↑0.53% Unique Room Nights	\$26,952,561 ↑8.70% Unique RFP Value	42.0% ↓6.87% Turned Down Rate
39.6% ↓18.89% Bid Rate	81.6% ↓4.80% Response Rate	75.0% ↑1.72% Response Rate in Time	10 h 24 m ^{64 h 24 m} Average Response time
7 ↓46.15% Awarded RFPs	55.1% ↓1.48% % Turned Down when Planner Flexible	65 ↓12.16% Unique Planner Orgs	1,152 ↓64.21% Awarded Room Nights
8 ↓38.46% New Planner Orgs	\$645,504 ↓55.04% Awarded RFP Value		

SUMMARY

CVB Statistics

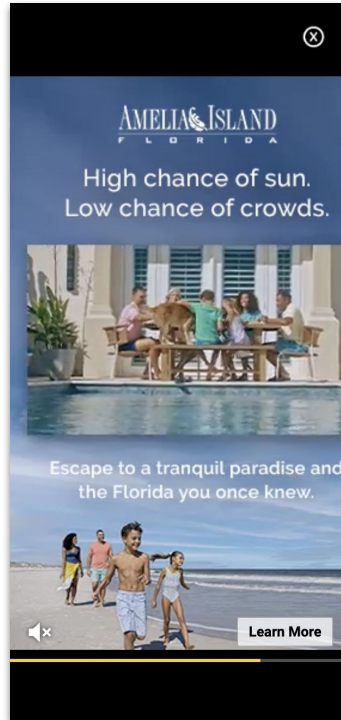
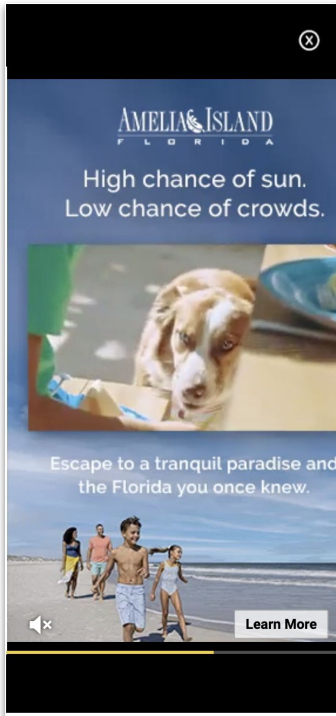
40 ↓6.98% CVB RFPs	20,688 ↓8.03% CVB Room Nights	\$8,019,625 ↓15.06% CVB RFP Value
0.0% ↓100.00% CVB Response Rate	0 h 0 m ^{259 h 7 m} CVB Average Response Time business hours	
1 ↓66.67% New Planner Org	21 ↓12.50% Unique planner org	

CVB Awarded Statistics

0 ↓100.00% Awarded RFPs when CVB was copied	null Awarded Room Nights when CVB was copied	null Awarded RFP Value when CVB was copied
---	---	---

Amelia Island Metro Area (cities of Yulee, Amelia Island and Fernandina Beach) received 127 unique RFPs for the month through Cvent, which was 1.5% lower than October 2023. Out of these, 7 were awarded for a total AWARDED VALUE of \$645k.

- Out of these 127 RFPs, the DMO was copied on 40 of them, which is 7% lower than October 2023.
- Out of these DMO copied RFPs, there were none awarded.

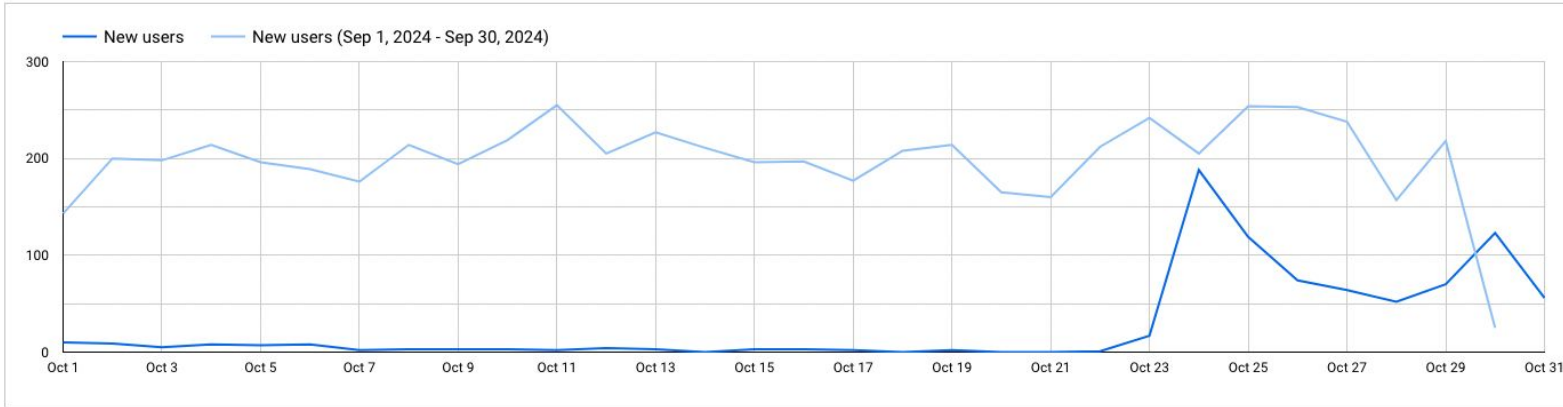


Insights:

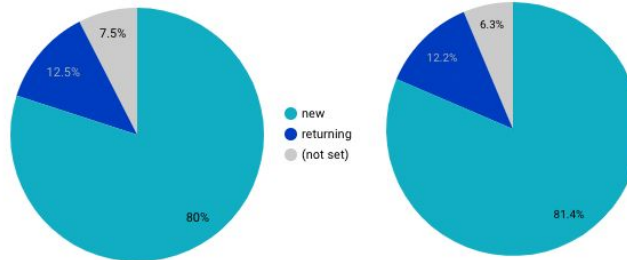
- The Weather Network Campaign target to those living in and around the Golden Horseshoe area and delivered the following results:
 - Impressions: 341,425
 - Clicks: 805
 - CTR: 0.25%
- **Amelia Island:** 841 new users (-85.9% MoM), 205 engaged sessions (-87.7% MoM), 18.69% engagement rate (-15.7% MoM), 81.31% bounce rate (4.5% MoM), 3.53 events/session (-15.6% MoM), with an average session duration of 00:00:56 (-17.4% MoM).

https://locationserve.com/2023/testing/gampreview/320x480v-preview-en.html?google_preview=fjCTostyGTsY-qjKtQYw-sT_vAaIAYCAgOCH1riuIAE&iu=19849159&qdfp_req=1&lineltemId=6763763186&creativeId=138485604463

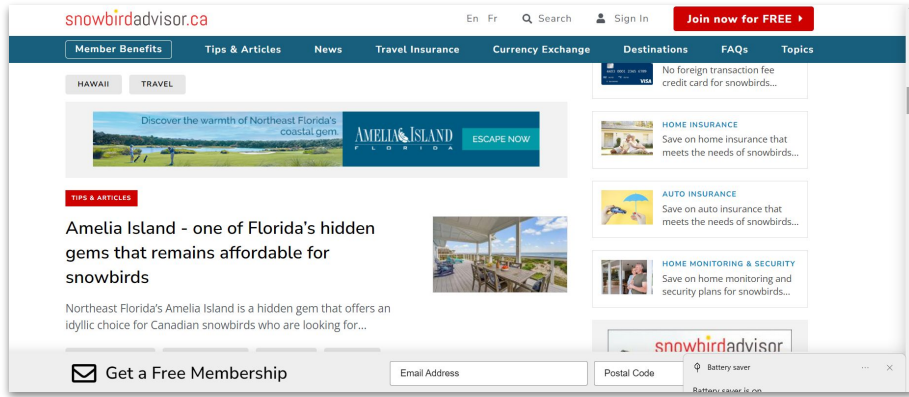
MoM Comparison: October 2024 vs September 2024



Total users	New users	Engaged sessions
888	841	205
↓ -85.3%	↓ -85.9%	↓ -87.7%
Sessions per user	Views	Events per session
1.29	1,192	3.53
↑ 2.5%	↓ -86.8%	↓ -15.6%
Avg Session Duration	Bounce rate	Engagement rate
00:00:56	81.31%	18.69%
↓ -17.4%	↑ 4.5%	↓ -15.7%



Canada Recap | Snowbird Advisor



<https://www.snowbirdadvisor.ca/snowbird-destination-guides/amelia-island>



Insights: October Campaign to the Canadian audience , resulting in the following:

- 8,721 snowbirds have read the Amelia Island editorial to date
- 2,868 snowbirds have viewed the guide to date with a +143% increase in clicks and +30.4% in CTR vs. prior month
- average time for both guide/editorial is above 5 min. for each
- accommodations continues to lead in our snowbirds looking for more information from your website





04

PAID SOCIAL



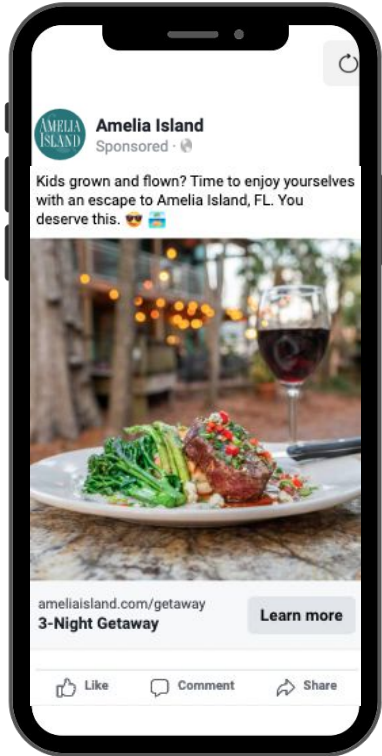
Insights:

- Social spend in October 2024 (excluding incremental) was \$22.5K (-61% YoY)
- The campaigns reached 1,976,432 individuals (-50% YoY)
- The campaigns earned 101,576 clicks (-50% YoY)
- Booking Clicks: 926
- Engagement:
 - 6,373 post reactions (-83% YoY)
 - 50 post saves (-93% YoY)
 - 222 post comments (-67% YoY)
 - 258 post shares (-23% YoY)



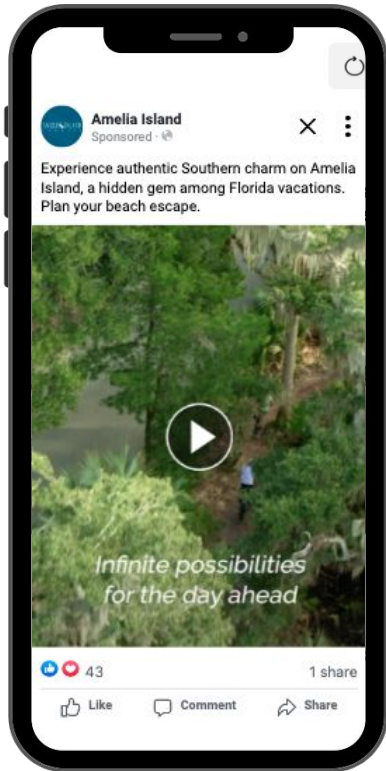
Insights:

- Spend on the Newsletter Lead Gen campaign was \$2K (+33% YoY).
- The campaign reached 75,081 individuals (-97% YoY).
- The campaign earned 18,741 clicks (-87% YoY).
- The campaign captured 1,838 leads (-78% YoY) at a cost per lead of \$1.09 (+518% YoY), due to a decrease in CVR
- Booking Clicks: 51
- Engagement:
 - 2,746 post reactions (-92% YoY)
 - 0 post saves (-100% YoY)
 - 52 post comments (-88% YoY)
 - 4 post shares (-87% YoY)



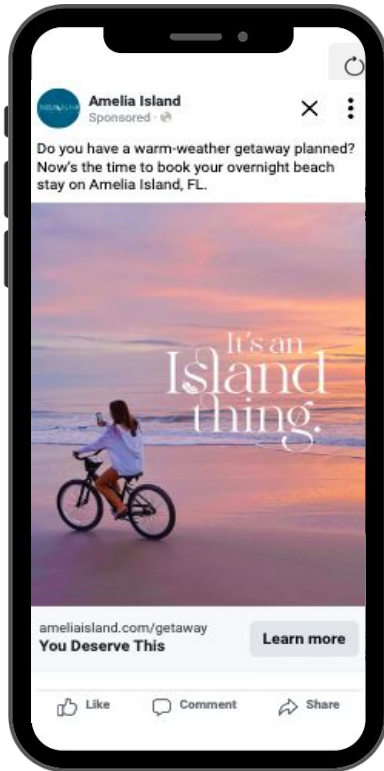
Insights:

- Spend on the Blog carousel campaign was \$2K.
- The campaign reached 140,686 individuals.
- The campaign earned 24,624 clicks.
- Booking Clicks: 735
- Engagement:
 - 735 post reactions.
 - 26 post saves.
 - 17 post comments.
 - 33 post shares.



Insights:

- Spend on the Island Thing video campaign was \$3K. (Flat YoY)
- The campaign reached 325,687 individuals. (+65% YoY)
- The campaign earned 1,581 clicks (-87% YoY) and 73,379 Thru Plays of the videos. (+136% YoY)
 - The 2024 campaign was optimized for Thru Plays, which maximizes full views of the videos vs. clicks.
 - The Thumb-stop Ratio, which measures 3 sec+ engagements with the videos, was 46.97%. (+65% YoY)
- Booking Clicks: 5
- Engagement:
 - 414 post reactions. (-66% YoY)
 - 1 post saves. (-99% YoY)
 - 13 post comments. (-74% YoY)
 - 38 post shares. (-65% YoY)



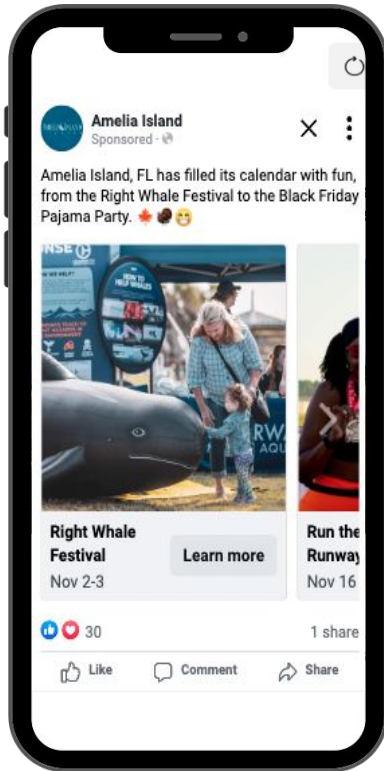
Insights:

- Spend on the Island thing dynamic image campaign was \$5K. (+100% YoY)
- The campaign reached 151,813 individuals. (+91% YoY)
- The campaign earned 7,655 clicks. (+52% YoY)
- Booking Clicks: 101
- Engagement:
 - 1,126 post reactions. (-18% YoY)
 - 4 post saves. (-97% YoY)
 - 70 post comments. (-32% YoY)
 - 71 post shares. (-35% YoY)



Insights:

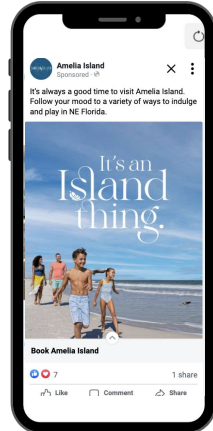
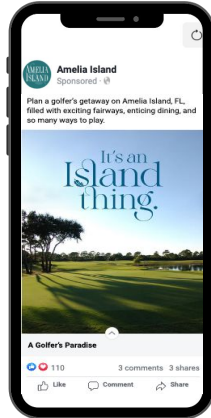
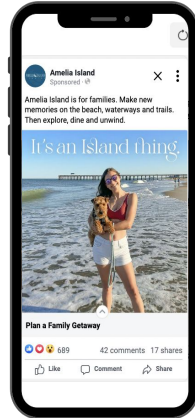
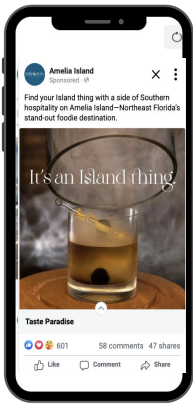
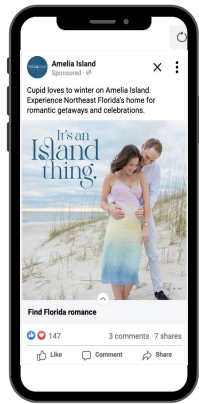
- Spend on the History & Mystery Instant Experience campaign was \$4.5k (-50% YoY).
- The campaign reached 275,810 individuals (+86% YoY).
- The campaign earned 16,222 clicks (-13% YoY).
- Engagement:
 - 1,191 post reactions (+29% YoY).
 - 9 post saves (-74% YoY).
 - 64 post comments (+52% YoY).
 - 93 post shares (+48% YoY).



Insights:

- Spend on the Events campaign was \$2K (flat YoY).
- The campaign reached 185,846 (-9%YoY)
- The campaign earned 8,150 clicks (-33%YoY)
- Engagement:
 - 31 post reactions (-93%YoY)
 - 2 post saves (-89%YoY)
 - 0 post comments (-100%YoY)
 - 0 post shares (-100%YoY)

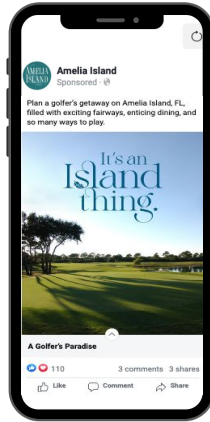
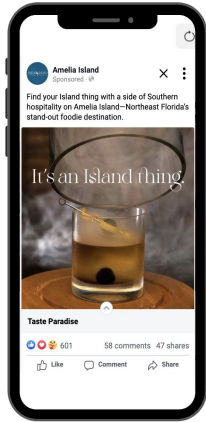
Paid Social | 2024 Instant Experience Recaps



Insights:

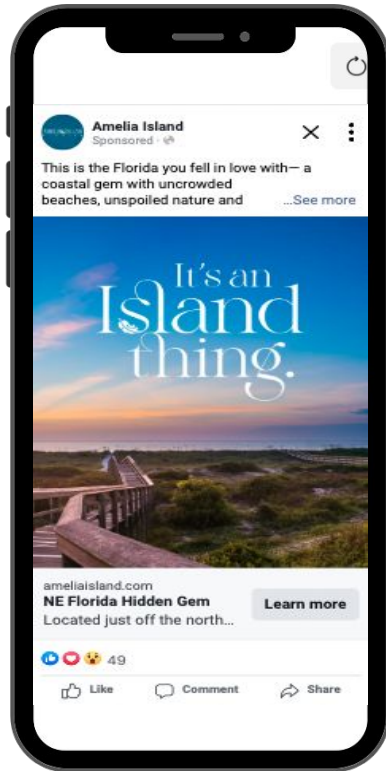
- January 2024 - Romance
 - Average view time: 10 seconds
 - Percentage viewed: 60%
- January 2024 - Foodie
 - Average view time: 11 seconds
 - Percentage viewed: 66%
- February Romance
 - Average view time: 9 seconds
 - Percentage viewed: 60%
- March - Family
 - Average view time: 7 seconds
 - Percentage viewed: 62%
- April - Nature IE
 - Average view time: 3 seconds
 - Percentage viewed: 50%
- May - Always IE
 - Average view time: 3.5 seconds
 - Percentage viewed: 51%
- June - Beach IE
 - Average view time: 9.9 seconds
 - Percentage viewed: 60.5%

Paid Social | 2024 Instant Experience Recaps



Insights:

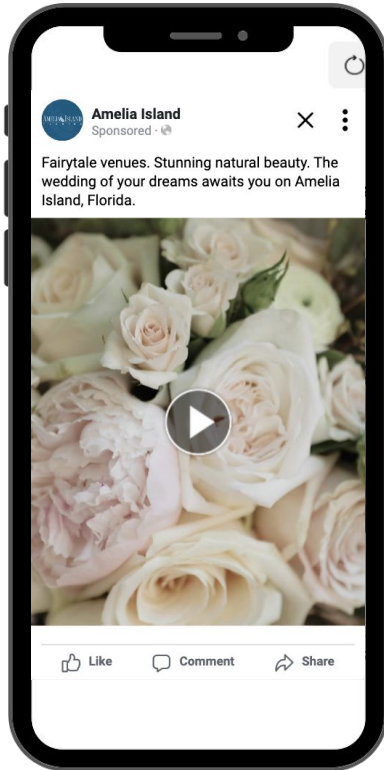
- July - Arts & Culture IE
 - Average view time: 9.8 seconds
 - Percentage viewed: 61.1%
- August - Golf
 - Average view time: 10 seconds
 - Percentage viewed: 61%
- September - History & Mystery IE
 - Average View Time: 18 seconds
 - Percentage viewed: 69.2%
- October - History & Mystery IE
 - Average View Time: 15 seconds
 - Percentage viewed: 64.8%



Insights:

- Spend on the Canada Dynamic Videos campaign was \$2K (Flat% MoM).
- The campaign reached 196,284 individuals (+3% MoM).
- The campaign earned 9,120 clicks (-11% MoM).
- Engagement:
 - 235 post reactions (-26% MoM).
 - 8 post saves (-76% MoM).
 - 6 post comments (-54% MoM).
 - 15 post shares (-6% MoM).

Paid Social | Weddings Recap



Insights:

- Spend on the Wedding campaign was \$2K (Flat YoY).
- The campaign reached 599,959 individuals (-30% YoY).
- The campaign earned 886 clicks (+17% YoY).
- Booking Clicks: 3
- Engagement:
 - 165 post reactions (+101% YoY).

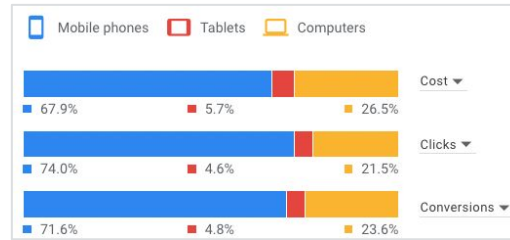


05

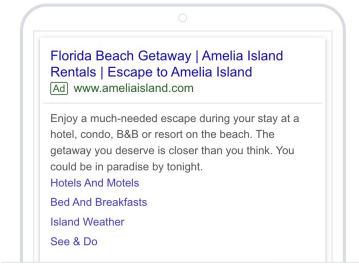
PAID SEARCH

Paid Search | Leisure

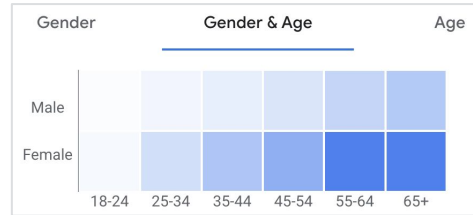
- Campaigns were paused 10/7 - 10/14 due to the storm
- New Winter campaigns launched in October
- Leisure campaigns generated 1,458 conversions at \$6.5.
- SE campaign showed a lower CTR (13% vs 16%) but higher CVR (30% VS 26%) and lower CPC (\$1.35 VS \$2.20).as the Winter Always On campaign
Cost per conversion was about 1/2 the one of Winter Always On.
- YoY CPC is up significantly. This appears to be due to increased competition.
- Impressions share was 28.28%. Our top competitors were vrbo.com (16.15%) airbnb.com (14.11%) and omihotels.com (12.3%).
- FL, GA and TN generated the most conversions in the SE campaign, Atlanta, NY, and Boston in the winter always on campaign.
- Sundays between (2pm - 3pm) generated the most traffic and Mondays between (9pm - 10pm) generated the highest conversions.
- 74% of clicks and 72% of conversions came from Mobile.
- Amelia island, amelia island florida, and amelia island fl, generated the highest traffic and the most conversions.
- The majority of traffic and conversions came from 55+ Females.



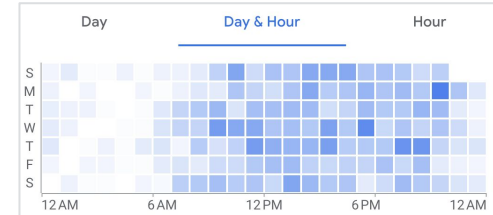
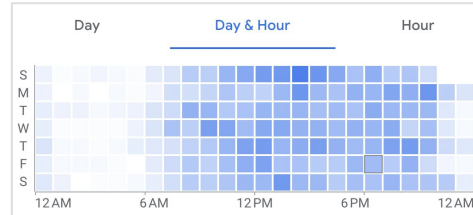
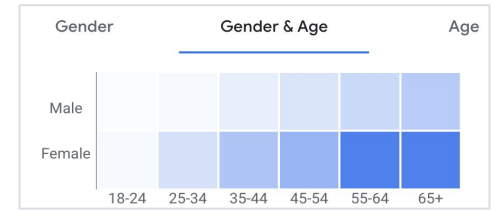
Most shown Leisure Ad:



Clicks



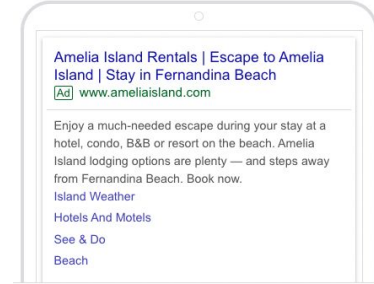
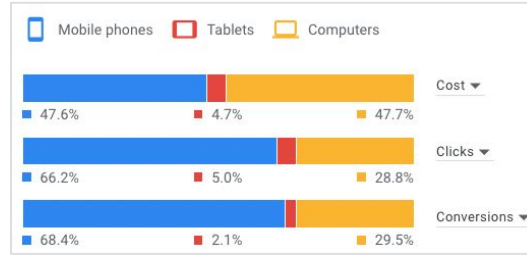
Conversions



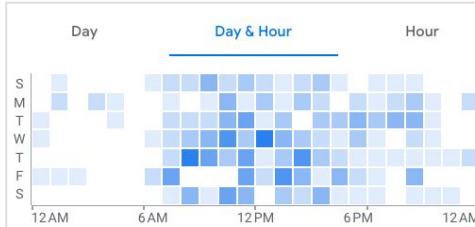
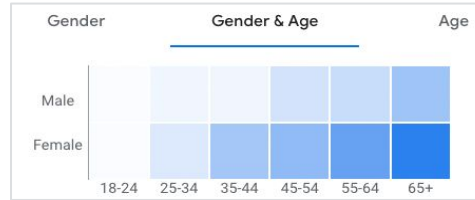
Paid Search | Canada

- Campaigns were paused 10/7 - 10/14 due to the storm
- For October, spend was down 44 MoM%, but a 26% decrease in CTR led to 54% lower traffic MoM.
- A 24% decrease in CVR, in combination with the lower traffic led to a 65% drop in conversions.
- Impressions share was 41%. Our top competitors were vrbo.com and airbnb.com (<10%) Our top of page rate was almost 75%.
- Oshawa, Mississauga, & Niagara Falls generated the most traffic and Oshawa had the highest conversions.
- Thursdays (8am - 9am) & Wednesdays (12pm - 1pm) generated the most traffic and (Tuesdays 7am - 8am) generated the highest conversions.
- 66% of clicks and 68% of conversions came from Mobile.
- Females 65+ generated the most traffic and Females (55-64) generated the highest amount of conversions (over 30%)
- Amelia island, and amelia island florida, generated the highest traffic and the most conversions.

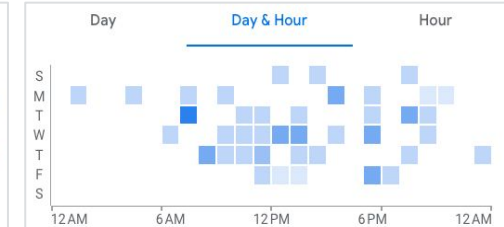
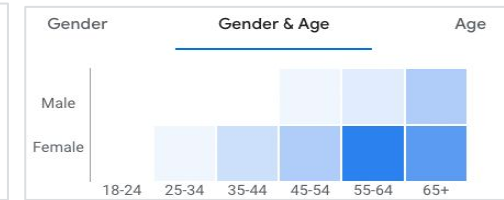
Most shown Canada Ad:



Clicks



Conversions

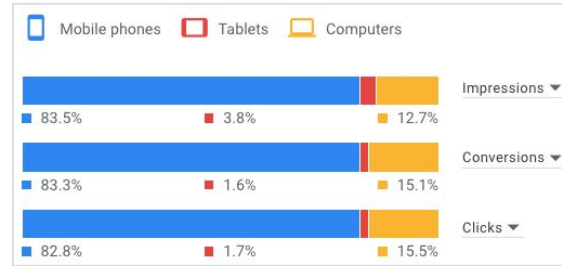


Canada	Spend	Impressions	Clicks	CTR	CPC	Conversions	CVR	CPL
September 2024	\$2,901	2,629	574	21.83%	\$5.05	137	23.93%	\$21.12
October 2024	\$1,612	1,610	260	16.15%	\$6.20	48	18.27%	\$33.94
MoM	-44.43%	-38.76%	-54.70%	-26.04%	22.67%	-65.42%	-23.67%	60.71%

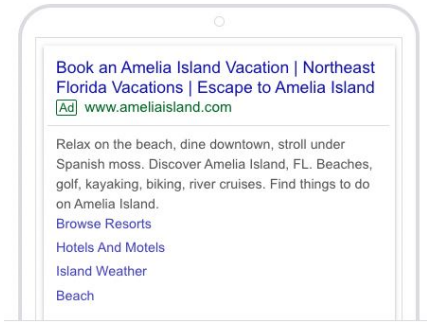
Paid Search | Competitors



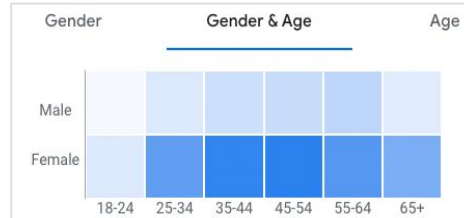
- Campaigns were paused 10/7 - 10/14 due to the storm
- New Winter campaigns launched in October
- YoY cost was down 44%, but traffic was only 35% lower, thanks to an increased impression volume, especially in the Savannah campaign
- Tuesdays (8pm - 9pm) generated the most clicks and Thursdays (5pm - 6pm) generated the most conversions.
- 83% of clicks and conversions came from mobile.
- Savannah competitors campaign generated the most clicks (520) and generated the most conversions (116)
- Top competitors were [airbnb.com](https://www.airbnb.com) (22% impression share,) and [booking.com](https://www.booking.com) (17% impressions share)
- Females (45 - 54) delivered the most traffic and conversions.
- Savannah getaway and st. augustine vacation generated the most conversions. St augustine getaway had the highest CVR among volume keywords



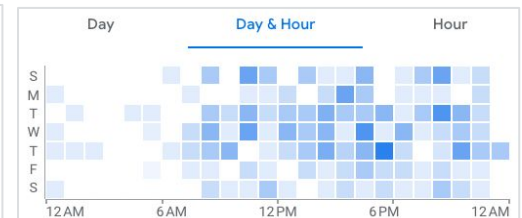
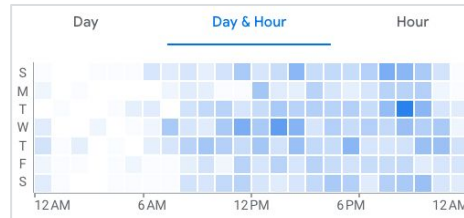
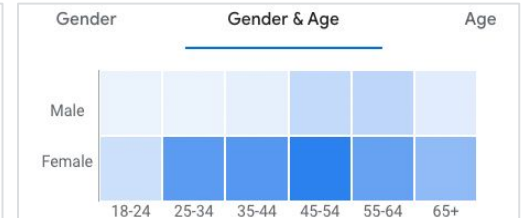
Most shown Ad:



Clicks



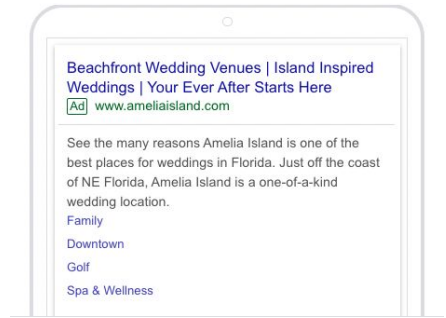
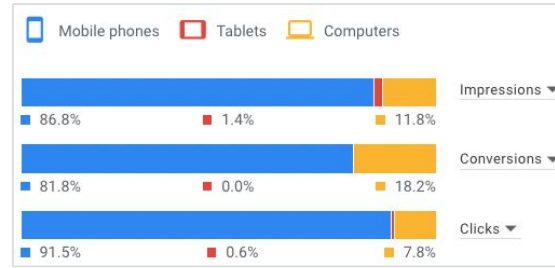
Conversions



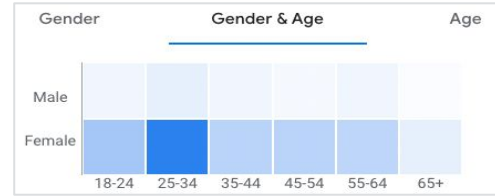
Paid Search | Weddings



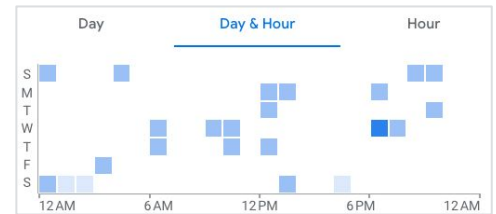
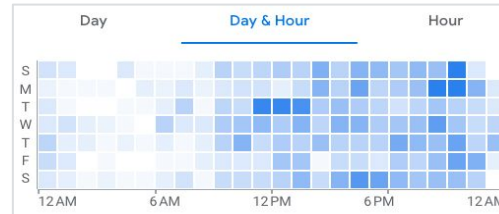
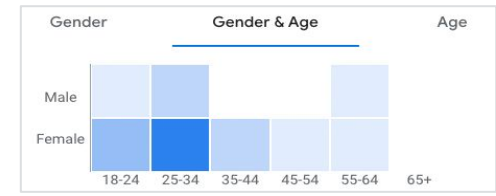
- Campaigns were paused 10/7 - 10/14
- In October, spend decreased by almost 40% MoM, however thanks to a 23% decrease in CPC, traffic was down only 20% MoM
YoY, while spend was down 42%, traffic was stable thanks to a 42% decrease in CPC
- Conversions were up 66% MoM due to over a 100% increase in CVR, This in combination with lower CPc led to a 63% decrease in CPL.
- Mondays (8pm - 10pm) generated the most traffic, and Wednesdays (6pm - 7pm) generated the most conversions.
- Main competition came from theknot.com with 27% impression share, however our campaign had the 2nd highest top of page rate at 69%, closely following marriot.com (83%)
- 82% of conversions and 92% of clicks came from Mobile.
- Females 25-34 generated the most traffic and conversions.
- "Best places for weddings in florida" generated the most traffic, and "beachfront wedding venues" generated the most conversions followed by [beach wedding locations]



Clicks



Conversions

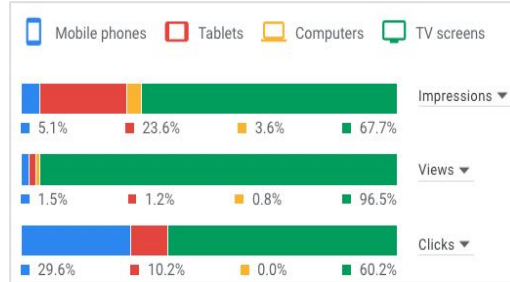




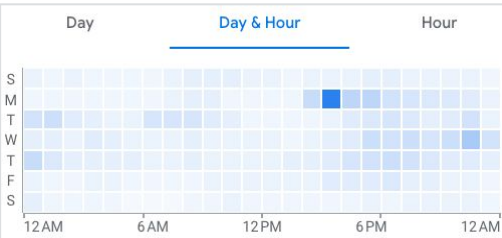
06

YOUTUBE

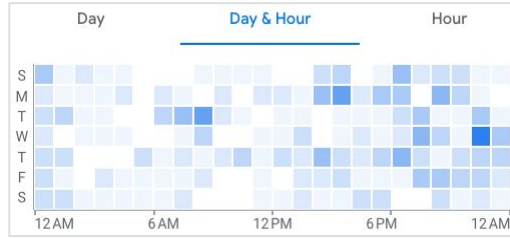
YouTube | Brand



Views



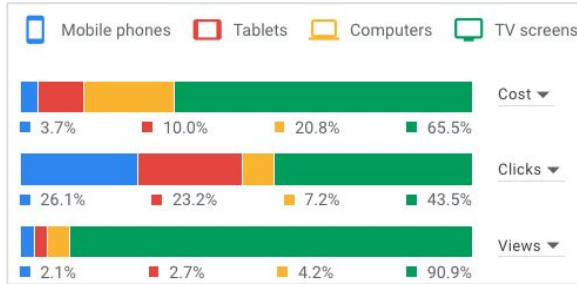
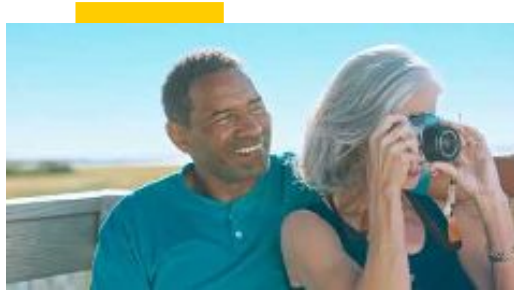
Clicks



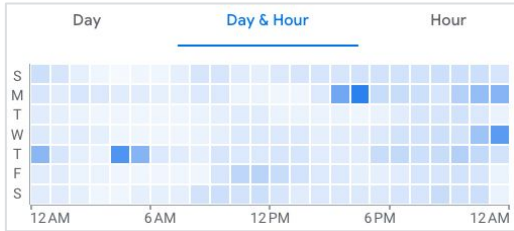
- Campaigns were paused 10/7 - 10/14
- Campaigns targeting SE and NE/MW. HHI>\$100K + Affinity and In-Market segments.
- While the SE campaign had a slightly higher view rate, the Winter Always On one had a slightly higher CTR
- 96.5% of views and 50% of clicks came from TV.
- Family Vacationers segment generated the most views and clicks across campaigns.
- Males 65+ had the highest views and generated the most clicks.
- Mondays 3pm - 4pm generated the most views and Wednesdays 10pm - 11pm had the highest amount of clicks.
- FOX News, MSNBC, Youtube, and CNN, delivered the most views.
- Florida, New York, and Illinois, generated the most views, Connecticut had the highest view rate among volume locations

YouTube - Brand	Spend	Impressions	Interactions	Interaction Rate	Views	View Rate	CPV	Clicks	CTR	CPC
Winter Always On	\$3,226	859,429	292,801	34.07%	244,430	28.44%	\$0.01	225	0.03%	\$14.34
Shoulder SE	\$2,323	662,187	228,199	34.46%	195,206	29.48%	\$0.01	108	0.02%	\$21.51
Total	\$5,549	1,521,616	521,000	34.24%	439,636	28.89%	\$0.01	333	0.02%	\$16.66

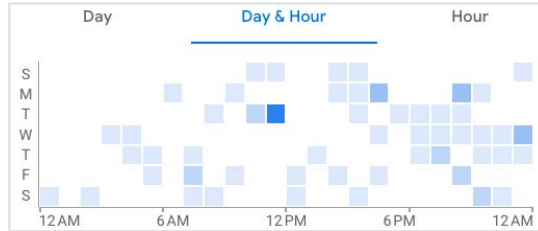
YouTube | Canada



Views



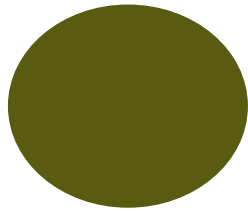
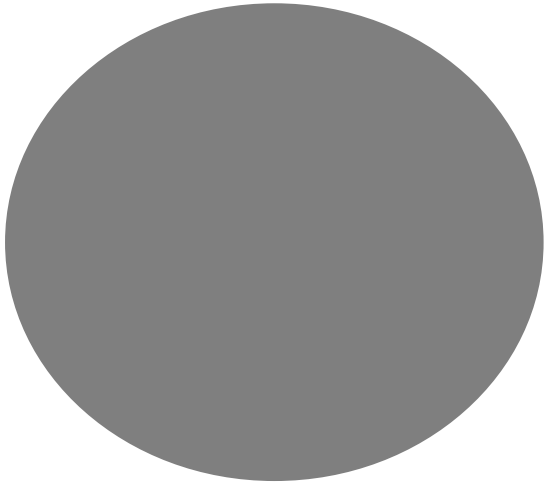
Clicks



- Campaign was paused 10/7 - 10/14
- October decrease in views and traffic was in line with the lower spend due to the pausing of the campaigns
- 90% of views came from TV screens, while 26% of clicks came from Mobile.
- Travel Buffs audience segment was the highest performing segment with 56,521 views (97% of Total)
- Mondays (4pm - 5pm) generated the most views and Tuesdays (11am - 12pm) generated the most clicks.
- ABC News, MSNBC, & MeidasTouch are where this campaign was viewed this most.
- Males 55 - 64 had the most views while Males 35 - 44 generated the most clicks.
- Mississauga, Niagara Falls, and Middlesex were the top performing locations in terms of number of views.

YouTube - Canada	Spend	Impressions	Interactions	Interaction Rate	Views	View Rate	CPV	Clicks	CTR	CPC
September 2024	\$3,354	1,133,142	266,108	23.48%	231,870	20.46%	\$0.01	406	0.04%	\$8.26
October 2024	\$775	301,546	66,615	22.09%	58,284	19.33%	\$0.01	69	0.02%	\$11.23
MoM	-76.9%	-73.4%	-75.0%	-5.9%	-74.9%	-5.5%	-8.1%	-83.0%	-36.1%	35.9%

WE ARE 



7. Website | (ameliaisland.com) Performance Reports



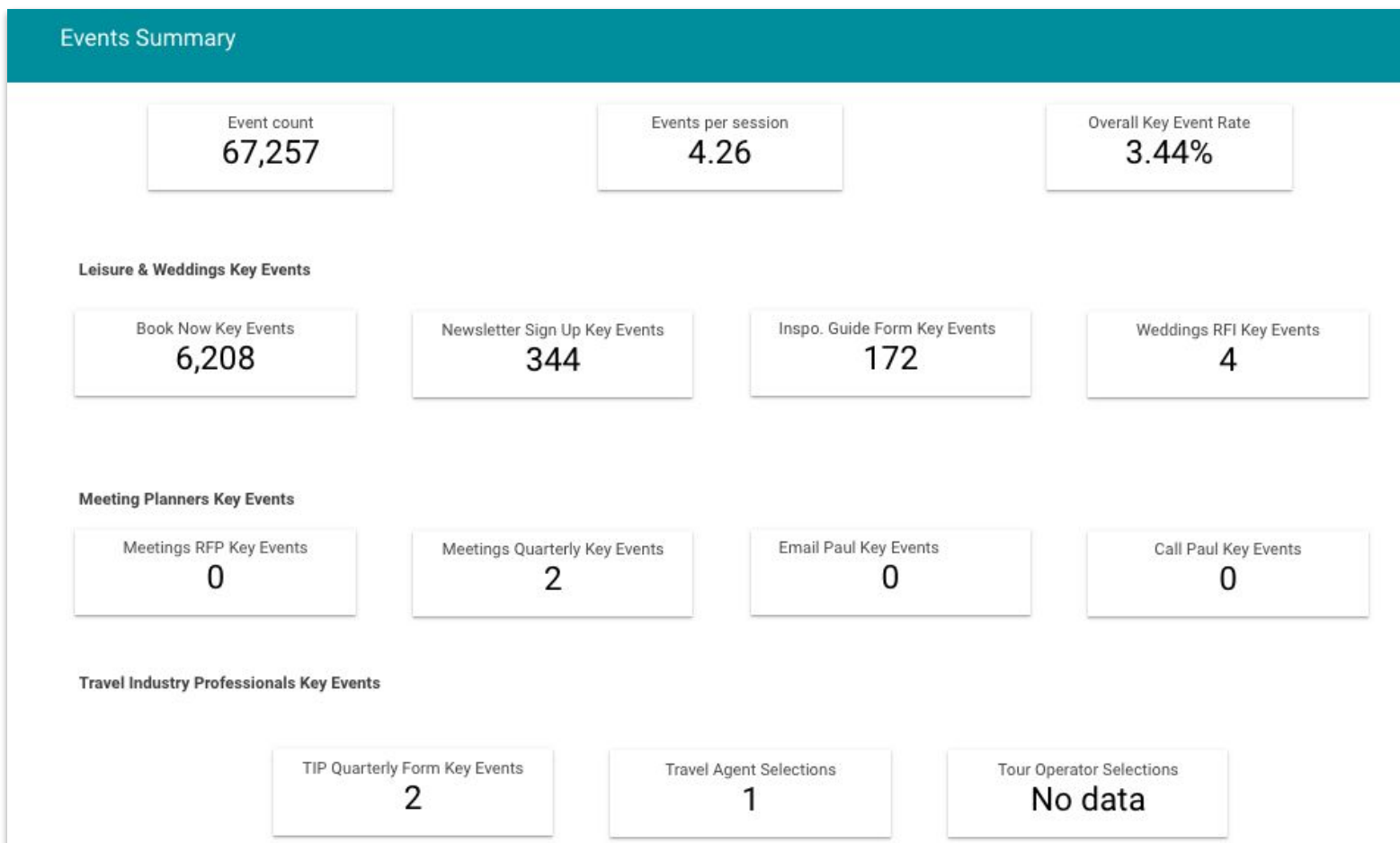
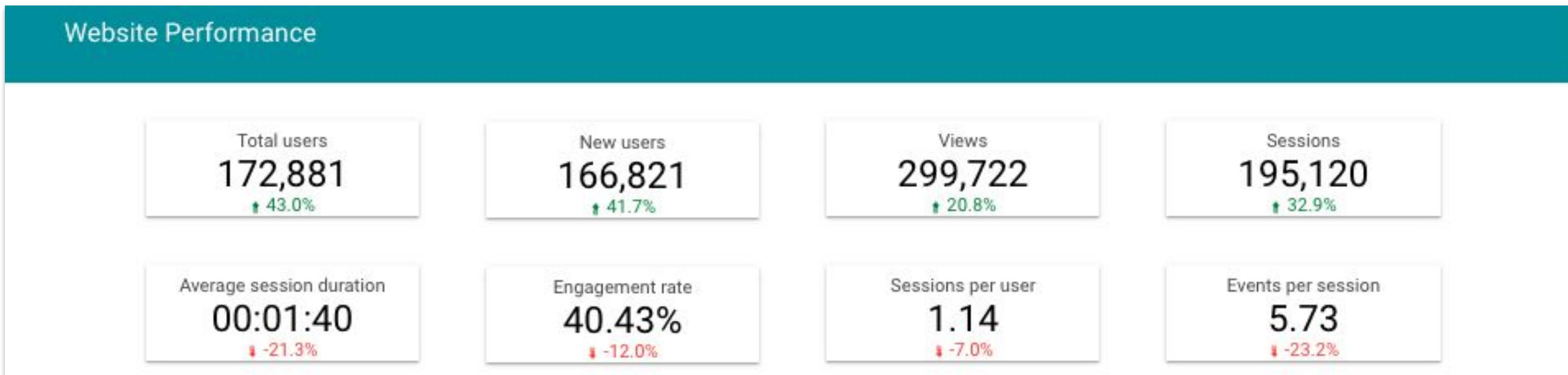
Amelia Island Email Performance Report October 2024

October 2024

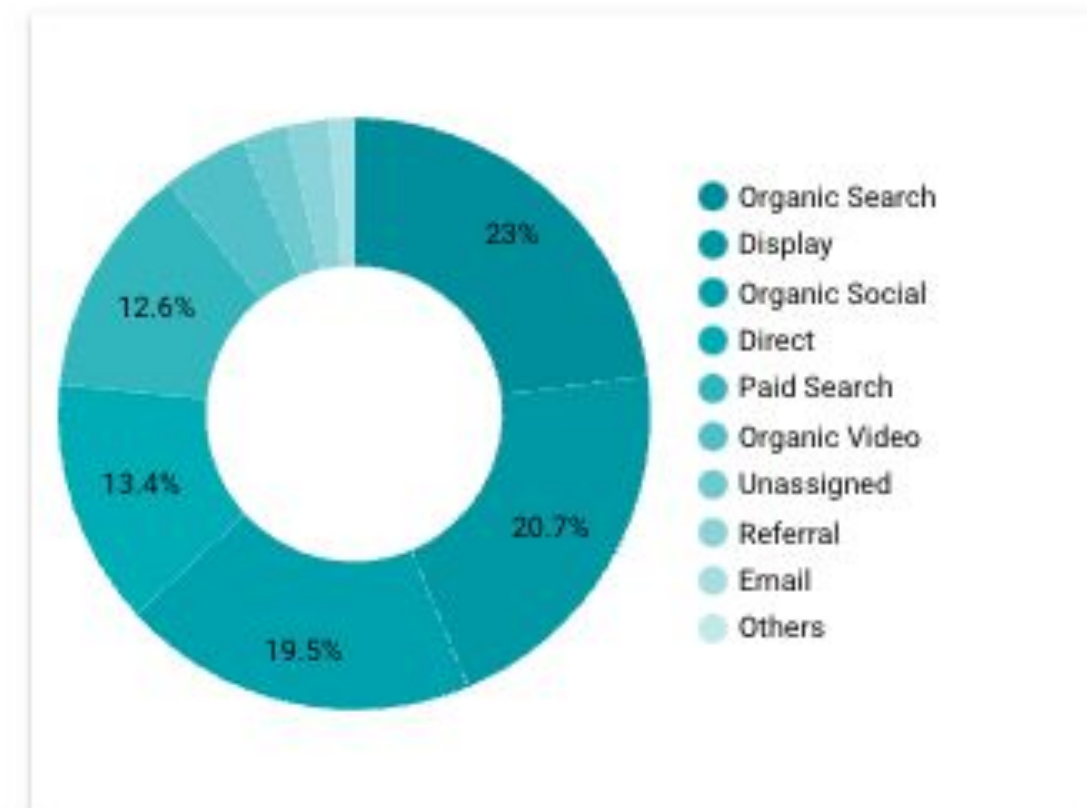


EXECUTIVE SUMMARY

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



Top Acquisition Channels by Total Users



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

Website Performance

<p>Total users</p> <p>1,875</p> <p>↑ 15.7%</p>	<p>New users</p> <p>1,827</p> <p>↑ 25.4%</p>	<p>Views</p> <p>4,037</p> <p>↓ -17.7%</p>	<p>Sessions</p> <p>2,330</p> <p>↑ 4.8%</p>
<p>Average session duration</p> <p>00:02:11</p> <p>↓ -53.4%</p>	<p>Engagement rate</p> <p>55.79%</p> <p>↓ -7.9%</p>	<p>Sessions per user</p> <p>1.26</p> <p>↓ -9.6%</p>	<p>Events per session</p> <p>6.24</p> <p>↓ -25.2%</p>

Events Summary

<p>Event count</p> <p>1,239</p>	<p>Events per session</p> <p>4.77</p>	<p>Overall Key Event Rate</p> <p>4.64%</p>
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Leisure & Weddings Key Events

<p>Book Now Key Events</p> <p>98</p>	<p>Newsletter Sign Up Key Events</p> <p>13</p>	<p>Inspo. Guide Form Key Events</p> <p>7</p>	<p>Weddings RFI Key Events</p> <p>0</p>
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Meeting Planners Key Events

<p>Meetings RFP Key Events</p> <p>0</p>	<p>Meetings Quarterly Key Events</p> <p>0</p>	<p>Email Paul Key Events</p> <p>0</p>	<p>Call Paul Key Events</p> <p>0</p>
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Travel Industry Professionals Key Events

<p>TIP Quarterly Form Key Events</p> <p>0</p>	<p>Travel Agent Selections</p> <p>No data</p>	<p>Tour Operator Selections</p> <p>No data</p>
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01

EMAIL PERFORMANCE

EMAIL PERFORMANCE | Leisure - Email 1/3

October 1 Email: Brand

Subject Line: Your favorite holidays are even better on Amelia Island 🎃🌲

Preview Copy: From ghostly tales to a spirited Victorian Christmas, see how Amelia Island, FL has your holiday fun planned to perfection.

Deployment Date: October 16, 2024

Audience/Segment: Leisure/Subscriber-All Newsletter Subscribers (EXCLUDE FLORIDA)

Email Metrics:

- **Delivered:** 131,395
- **Unique Opens:** 28,323
- **Opens:** 37,870
- **Unique Open Rate:** 21.56%
- **Clicks:** 10,476
- **Clicked Rate:** 7.92%
- **Clicks per Unique Opens:** 6.32%

Top Buttons Clicked:

- **GET SPOOKY:** 1,402
 - Spooky Amelia Island
- **TAKE A SIP:** 1,254
 - Pub Crawling On Amelia Island
- **Places to Stay:** 1,220


Performance Highlights:

- **Website Sessions:** 662
- **Website Engaged Sessions:** 346
- **Website Views:** 780
- **Website Average Session Duration:** 0:22

View this email in your browser

AMELIA ISLAND
FLORIDA

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




8 of the Island's Haunted Hot Spots

When the sun goes down on Amelia Island's sunny Southern charm, you'll find enough ghost stories to make the hairs on the back of your neck stand at attention. Walk among the ancient headstones at Bollo Bosque cemetery, listen for the disembodied laughter at an infamous B&B, or join one of the island's ghost tours for the full guided experience — if you dare.


GET SPOOKY

From Craft Brews to Cocktails

Ghosts aren't the only kind of spirits on Amelia Island. Pub crawling offers a unique mix of places to sip, swap stories and enjoy live music. Suds lovers have their pick of breweries. Craft cocktail fans have plenty of spots to toast to, including Florida's oldest bar. And an island roamed by pirates and bootleggers should, of course, have its own distillery. This one happens to be on the Florida distillery trail.



TAKE A SIP



Start an Olde Holiday Tradition


Bring your top hat and step into a Victorian Christmas wonderland at the 10th annual Dickens on Centre festival, happening Dec 12-15 in downtown Fernandina Beach. Once you go, you'll know why revelers return every year to enjoy the Christmas Market, Enchanted Village, live entertainment, costumed performers and even a masquerade party!

Dickens On Centre

CELEBRATE

Connect With Us On Social

#AmeliaIsland



f Instagram X Globe TikTok

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
ameliaisland.com/blog/spooky-amelia-island/	2,580 (24.6%)	1,353 (13.5%)
ameliaisland.com/blog/pub-crawling-on-amelia-island/	1,369 (13.1%)	1,221 (12.2%)
ameliaisland.com/	1,254 (12.0%)	1,187 (11.8%)
ameliaisland.com/places-to-stay/	1,220 (11.6%)	1,176 (11.7%)
ameliaisland.com/things-to-do/	1,204 (11.5%)	1,160 (11.6%)
ameliaisland.com/travel-guides/	1,189 (11.3%)	1,142 (11.4%)
ameliaisland.com/blog/	1,145 (10.9%)	1,120 (11.2%)
ameliaisland.com/dickens-on-centre/	317 (3.0%)	242 (2.4%)
instagram.com/visitameliaisland/p/DAeW6JdNs_I/	36 (0.3%)	34 (0.3%)
ameliaisland.taplink.ws/	28 (0.3%)	26 (0.3%)
instagram.com/visitameliaisland/p/C_6fcjgPcYI/	23 (0.2%)	22 (0.2%)
instagram.com/p/C1sMCPwu2pC/	18 (0.2%)	16 (0.2%)
instagram.com/p/CoeYLZXuce0/	17 (0.2%)	16 (0.2%)
instagram.com/p/DAIqh-jPfmG/	17 (0.2%)	15 (0.1%)
twitter.com/ameliaislandflo	15 (0.1%)	5 (0.0%)
instagram.com/p/DAgrGlgPZar	15 (0.1%)	14 (0.1%)
facebook.com/AmeliaIslandFlorida	14 (0.1%)	11 (0.1%)
instagram.com/visitameliaisland/	13 (0.1%)	11 (0.1%)
tiktok.com/@ameliaislandflorida	2 (0.0%)	2 (0.0%)



EMAIL PERFORMANCE | Leisure - Email 2/3

October 2 Email: Omni Amelia Island Exclusive

Subject Line: Magical Memories at Omni Amelia Island Resort

Preview Copy: Unlock an unforgettable getaway with every stay.

Deployment Date: October 23, 2024

Audience: Leisure/Engagement-Engaged Expanded Drive Markets

Email Metrics:

- **Delivered:** 73,314
- **Unique Opens:** 26,644
- **Opens:** 35,358
- **Unique Open Rate:** 36.29%
- **Clicks:** 4,131
- **Clicked Rate:** 5.61%
- **Clicks per Unique Opens:** 4.46%

Top Buttons Clicked:

- **BOOK NOW:** 592
 - Omni Amelia Island Resort - Magical Memories
- **Places to Stay:** 443
- **Things to Do:** 359


Performance Highlights:

- **Website Sessions:** 245
- **Website Engaged Sessions:** 150
- **Website Views:** 289
- **Website Average Session Duration:** 0:16

View this email in your browser

AMELIA ISLAND
FLORIDA

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




**Magical Memories at
Omni Amelia Island Resort**

Make the holidays magical with 20% off your getaway. Plus, make your spirits bright with a \$25 complimentary food and drink credit.

OMNI
AMELIA ISLAND


BOOK NOW



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, our annual Turkey Trot 5K, and will welcome Santa and Mrs. Claus all in the same weekend. Join us to create your own traditions.

PLAN MY STAY




Coastal Igloo & Fireside Glow

This holiday season, reserve a cozy coastal igloo, nestled on our tranquil beach. The cool night is warmed by a crackling beach fire prepared just for you, filling the air with a comforting glow. Available for Omni Amelia Island Resort registered guests.

LEARN MORE

December 12-15, 2024



**Dickens
On Centre**
A VICTORIAN
CHRISTMAS FESTIVAL

Costumed Characters • Festive Food & Drink • Tiny Tim's Kid Zone • Visits from St. Nick • Holiday Movies & Entertainment • Fezziwig's Courtyard • And much more!

LEARN MORE

Subject to availability and blackout dates. Exclusions apply to \$25 Food and Beverage credit. Offer valid for participating hotels only. Applicable for new reservations only, booked under Magical Memories rate. Does not apply to groups, conventions or other packages and cannot be combined with other offers. From rates are a general guideline to rate availability and prices as of the date of the posting of this promotion. Rates are dynamic and change daily based on consumer demand and hotel occupancy levels. Omni reserves the right to change rates based on these factors without notice.

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
omnihotels.com/hotels/amelia-island/specials/magical-memories	1,250 (30.2%)	598 (15.6%)
ameliaisland.com/places-to-stay/	443 (10.7%)	414 (10.8%)
omnihotels.com/hotels/amelia-island/things-to-do/resort-activities/upcoming-events/thanksgiving	423 (10.2%)	381 (9.9%)
omnihotels.com/hotels/amelia-island/things-to-do/resort-activities/upcoming-events	396 (9.6%)	322 (8.4%)
ameliaisland.com/	375 (9.1%)	344 (9.0%)
ameliaisland.com/things-to-do/	359 (8.7%)	342 (8.9%)
ameliaisland.com/travel-guides/	353 (8.5%)	332 (8.7%)
ameliaisland.com/blog/	298 (7.2%)	288 (7.5%)
ameliaisland.com/dickens-on-centre/	198 (4.8%)	168 (4.4%)
facebook.com/AmeliaIslandFlorida	12 (0.3%)	11 (0.3%)
instagram.com/visitameliaisland/	9 (0.2%)	8 (0.2%)
twitter.com/ameliaislandflo	9 (0.2%)	8 (0.2%)
tiktok.com/@ameliaislandflorida	8 (0.2%)	7 (0.2%)



EMAIL PERFORMANCE | Leisure - Email 3/3

October 3 Email: Residence Inn Inclusive

Subject Line: Cozy up to fun this season on Amelia Island 😊

Preview Copy: There's always something unique and wonderful to uncover on Amelia Island. Plan your stay and start exploring.

Deployment Date: October 30, 2024

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

Email Metrics:

- **Delivered:** 73,314
- **Unique Opens:** 29,144
- **Opens:** 38,936
- **Unique Open Rate:** 39.75%
- **Clicks:** 9,838
- **Clicked Rate:** 13.39%
- **Clicks per Unique Opens:** 6.69%

Top Buttons Clicked:

- **WATCH THE STORY:** 1,392
 - The Real Treasure Island
- **Places to Stay:** 1,301
- **Things to Do:** 1,274


Performance Highlights:

- **Website Sessions:** 916
- **Website Engaged Sessions:** 552
- **Website Views:** 1,258
- **Website Average Session Duration:** 0:09

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AMELIA ISLAND FLORIDA


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



Explore the Real Treasure Island

Along with hundreds of years of history, many say Amelia Island is also home to glistening troves of pirate treasure, like the six chests of booty Captain Kidd left buried in secret spots all over the island. Find out which 1890s author and his millionaire oasis followed the map to Fort Clinch State Park, the beaches, and beyond for some island treasure hunting. [Ahoy!](#)

WATCH THE STORY




Stay, Celebrate and Save

Escape to Residence Inn by Marriott on Amelia Island for an inviting blend of comfort, charm and exceptional services, highlighted by the newly renovated lobby, dining area and fitness center. Join us for the most wonderful time of the year and enjoy 15% savings when you stay during the 10th anniversary of the island's biggest holiday celebration, Dickens on Centre. Dec 12-15. Use code XY0 when you book at www.Marriott.com/JAXAR.

Residence INN BY MARRIOTT

BOOK TODAY




We're All About Alfresco

With the year-round beauty of Amelia Island, it's easy to find outdoor dining for whatever flavors you're craving. As you're enjoying French creole on the patio under Spanish moss or down-home dishes with a water view, you'll be savoring the moment while also planning your next culinary adventure.

DINE OUT

December 12-15, 2024



Dickens On Centre


A VICTORIAN CHRISTMAS FESTIVAL

Costumed Characters • Festive Food & Drink • Tiny Tim's Kid Zone • Visits from St. Nick • Holiday Movies & Entertainment • Fozziewig's Courtyard • And much more!

LEARN MORE

Connect With Us On Social

#AmeliaIsland



Facebook | Instagram | X | Website | TikTok

AMELIA ISLAND FLORIDA

Amelia Island Tourist Development Council
100 Centre St | Fernandina Beach, FL 32034

If you no longer wish to receive emails from us, you can [update your subscription or unsubscribe](#).
[Contact us online](#) so they can get back to you.



EMAIL PERFORMANCE | Leisure - Email 3/3

Links Clicked	Total clicks	Unique clicks
ameliaisland.com/blog/the-real-treasure-island/	2,630 (26.7%)	1,354 (14.4%)
ameliaisland.com/places-to-stay/	1,301 (13.2%)	1,242 (13.2%)
ameliaisland.com/things-to-do/	1,274 (12.9%)	1,227 (13.0%)
ameliaisland.com/	1,262 (12.8%)	1,218 (12.9%)
ameliaisland.com/blog/	1,210 (12.3%)	1,180 (12.5%)
ameliaisland.com/travel-guides/	1,210 (12.3%)	1,181 (12.6%)
marriott.com/en-us/hotels/jaxar-residence-inn-amelia-island/overview	403 (4.1%)	228 (2.4%)
ameliaisland.com/blog/top-spots-for-outdoor-dining/	223 (2.3%)	178 (1.9%)
ameliaisland.com/dickens-on-centre/	190 (1.9%)	151 (1.6%)
instagram.com/p/CiIM98W0zRi/	23 (0.2%)	19 (0.2%)
instagram.com/p/DBWYre_RtrX/	22 (0.2%)	22 (0.2%)
instagram.com/p/DBFaH3uS4az	20 (0.2%)	19 (0.2%)
ameliaisland.taplink.ws/	15 (0.2%)	14 (0.1%)
instagram.com/visitameliaisland/p/DBPYrYoM0it/	14 (0.1%)	13 (0.1%)
facebook.com/AmeliaIslandFlorida	13 (0.1%)	12 (0.1%)
instagram.com/p/DBJ_JqkP2ko/	11 (0.1%)	10 (0.1%)
instagram.com/visitameliaisland/	9 (0.1%)	8 (0.1%)
instagram.com/p/C2Mv4XhgnXx/	7 (0.1%)	7 (0.1%)
twitter.com/ameliaislandflo	4 (0.0%)	4 (0.0%)
tiktok.com/@ameliaislandflorida	2 (0.0%)	2 (0.0%)



EMAIL PERFORMANCE | Meetings

Q4 Meetings Planner Email

Subject Line: Where meetings have a year-round appeal

Preview Copy: Planning tips for a successful meetings in paradise

Deployment Date: October 3, 2024

Audience: Meeting Planners

Email Metrics:

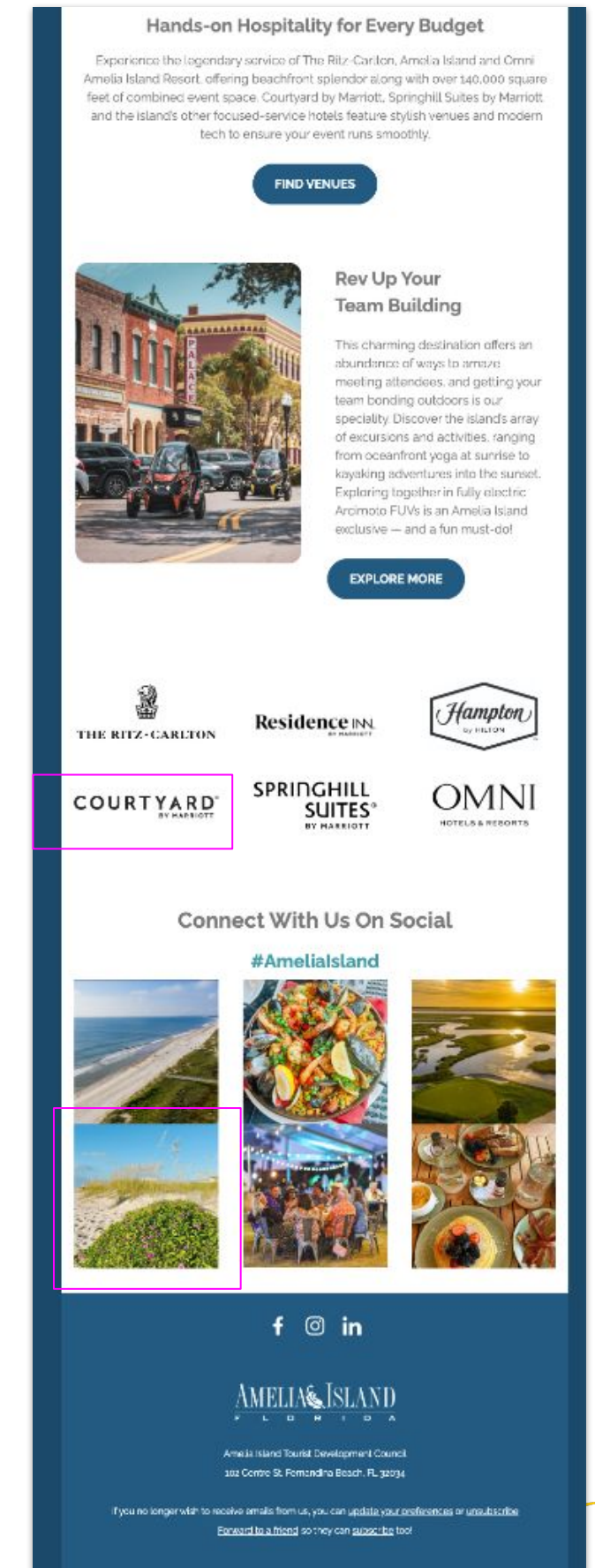
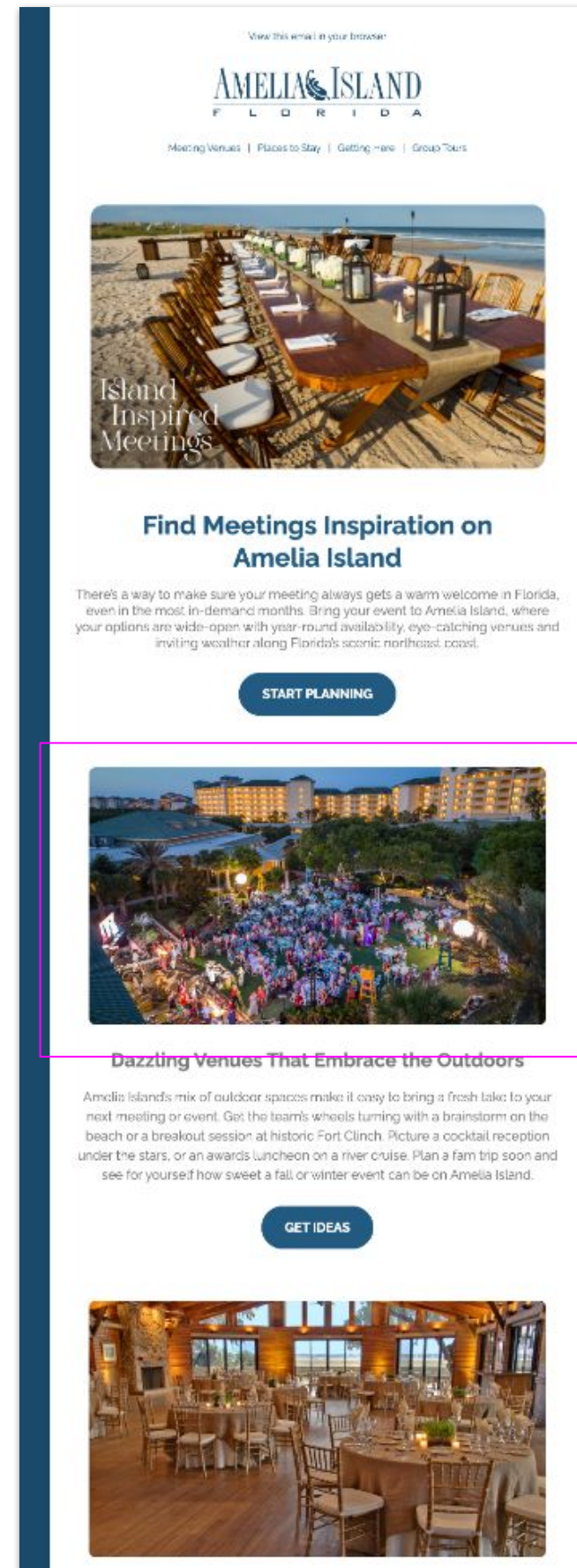
- **Delivered:** 1,619
- **Unique Opens:** 302
- **Opens:** 482
- **Unique Open Rate:** 18.65%
- **Clicks:** 42
- **Clicked Rate:** 2.49%
- **Clicks per Unique Opens:** 5.96%

Top Buttons Clicked:

- **Instagram Flowers Image:** 13
- **Image:** 5
 - Brainstorming Under Bright Blue Skies
- **Courtyard by Marriott:** 5
 - Courtyard Amelia Island

Performance Highlights:

- **Website Sessions:** 12
- **Website Engaged Sessions:** 5
- **Website Views:** 15
- **Website Average Session Duration:** 0:02



EMAIL PERFORMANCE | Meetings Email

Links Clicked	Total clicks	Unique clicks
instagram.com/p/C9uyCgmNh6D/	13 (31.0%)	8 (23.5%)
ameliaisland.com/meetings/	8 (19.0%)	6 (17.6%)
ameliaisland.com/blog/brainstorming-under-bright-blue-skies/	7 (16.7%)	7 (20.6%)
marriott.com/en-us/hotels/jaxcy-courtyard-amelia-island/events/	5 (11.9%)	5 (14.7%)
ameliaisland.com/meetings/	3 (7.1%)	3 (8.8%)
ameliaisland.com/places-to-stay/	2 (4.8%)	2 (5.9%)
ameliaisland.com/getting-to-amelia-island	2 (4.8%)	2 (5.9%)
ameliaisland.com/blog/southern-hospitality-shines-at-these-amelia-island-meeting-venues/	2 (4.8%)	1 (2.9%)
instagram.com/p/C-ppXj9R4Jj	0 (0.0%)	0 (0.0%)
instagram.com/visitameliaisland/	0 (0.0%)	0 (0.0%)
facebook.com/AmeliaIslandFlorida	0 (0.0%)	0 (0.0%)
instagram.com/p/C46GI_3MNP2	0 (0.0%)	0 (0.0%)
instagram.com/p/C_lumBDPRtx/	0 (0.0%)	0 (0.0%)
omnihotels.com/hotels/amelia-island/meetings	0 (0.0%)	0 (0.0%)
instagram.com/p/C_Brbti0xEh/	0 (0.0%)	0 (0.0%)
instagram.com/p/C_TtAWS0006/	0 (0.0%)	0 (0.0%)
ameliaisland.taplink.ws/	0 (0.0%)	0 (0.0%)
ameliaisland.com/partners/hampton-inn-suites-amelia-island/	0 (0.0%)	0 (0.0%)
marriott.com/en-us/hotels/jaxar-residence-inn-amelia-island/events/	0 (0.0%)	0 (0.0%)
ritzcarlton.com/en/hotels/jaxam-the-ritz-carlton-amelia-island/events/	0 (0.0%)	0 (0.0%)
ameliaisland.com/tours-for-groups/	0 (0.0%)	0 (0.0%)
linkedin.com/company/ameliaislandflorida/	0 (0.0%)	0 (0.0%)







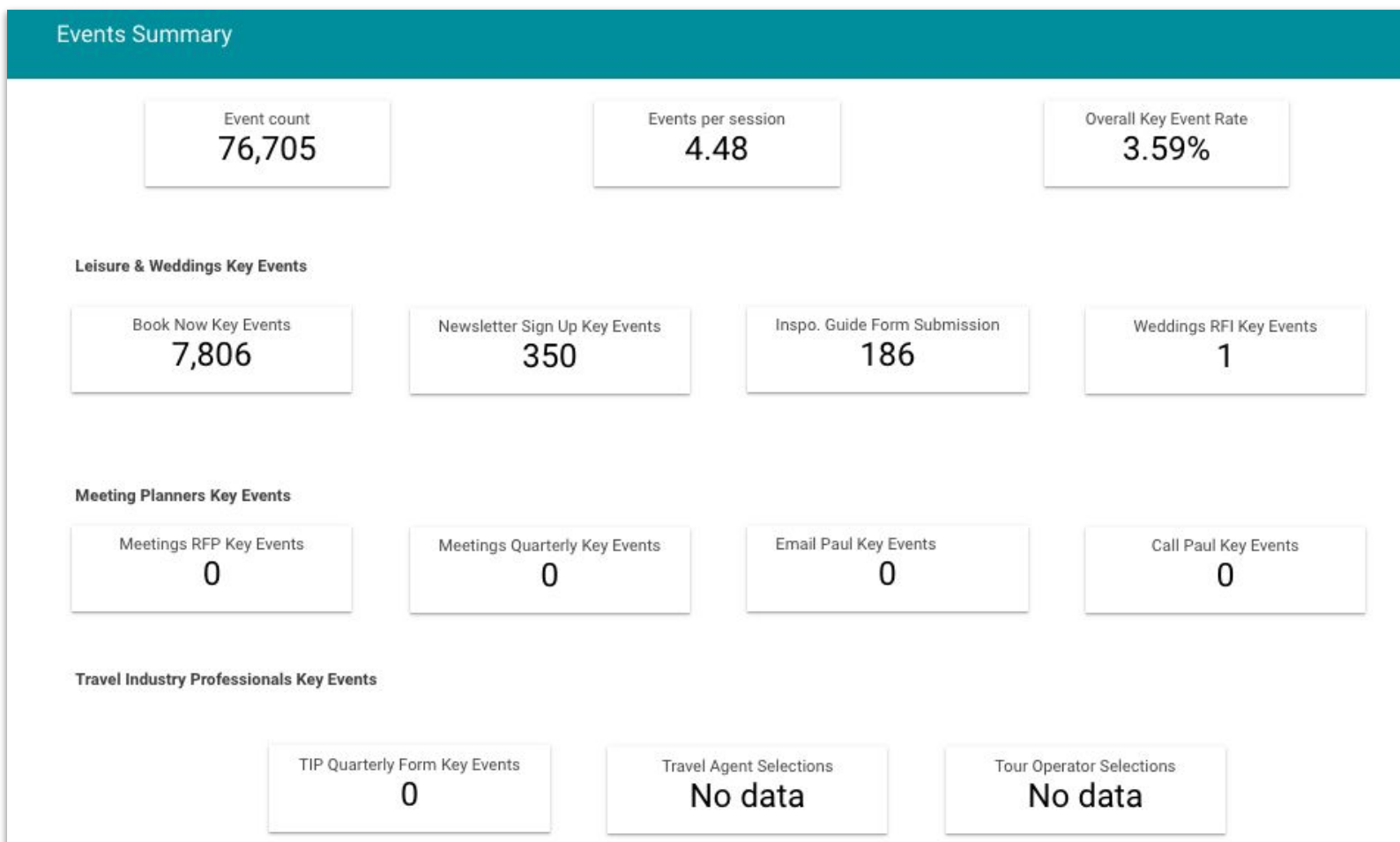
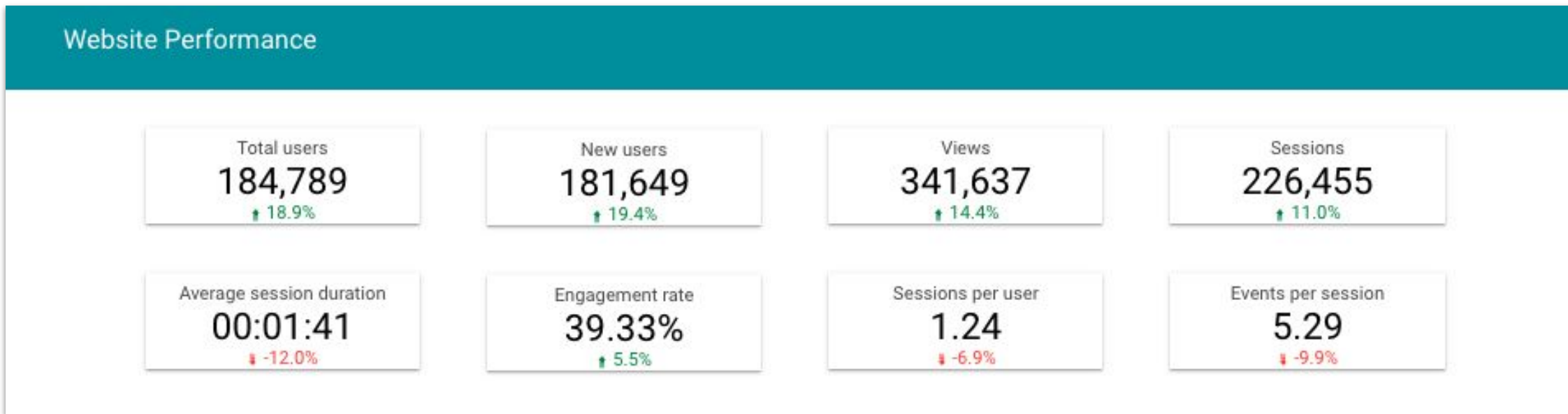
Amelia Island Email Performance Report November 2024

November 2024

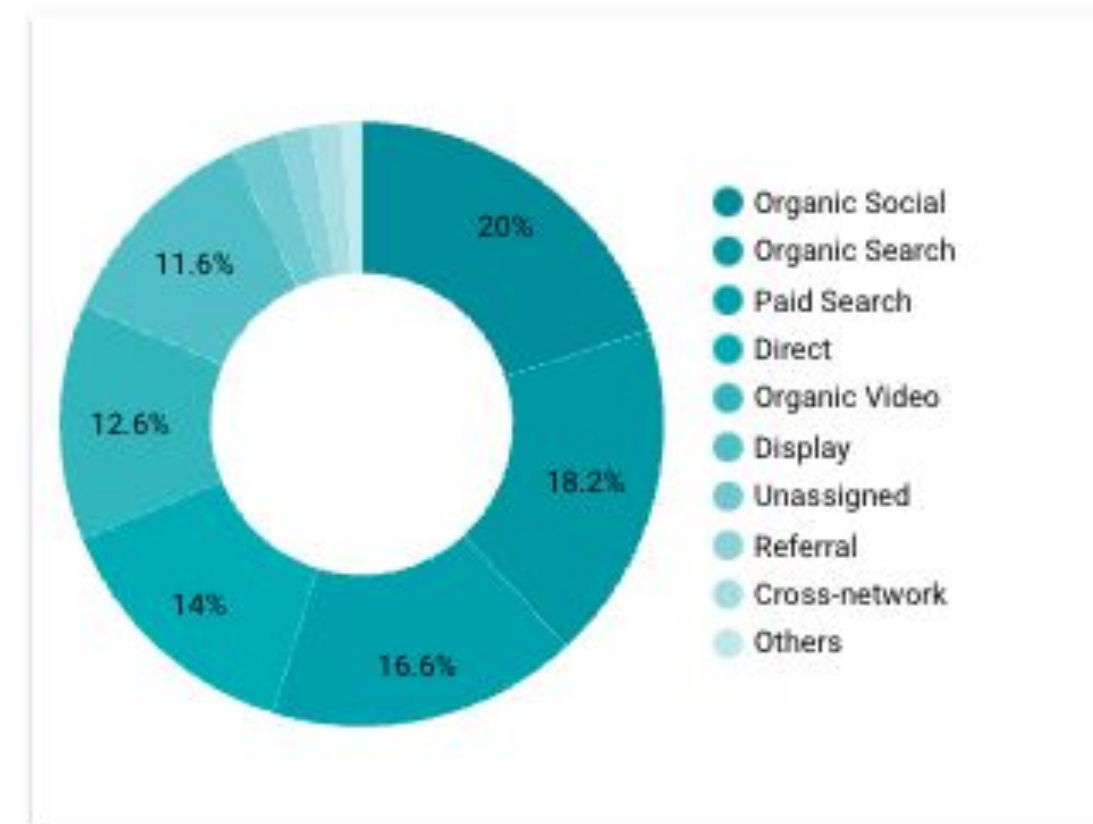


EXECUTIVE SUMMARY

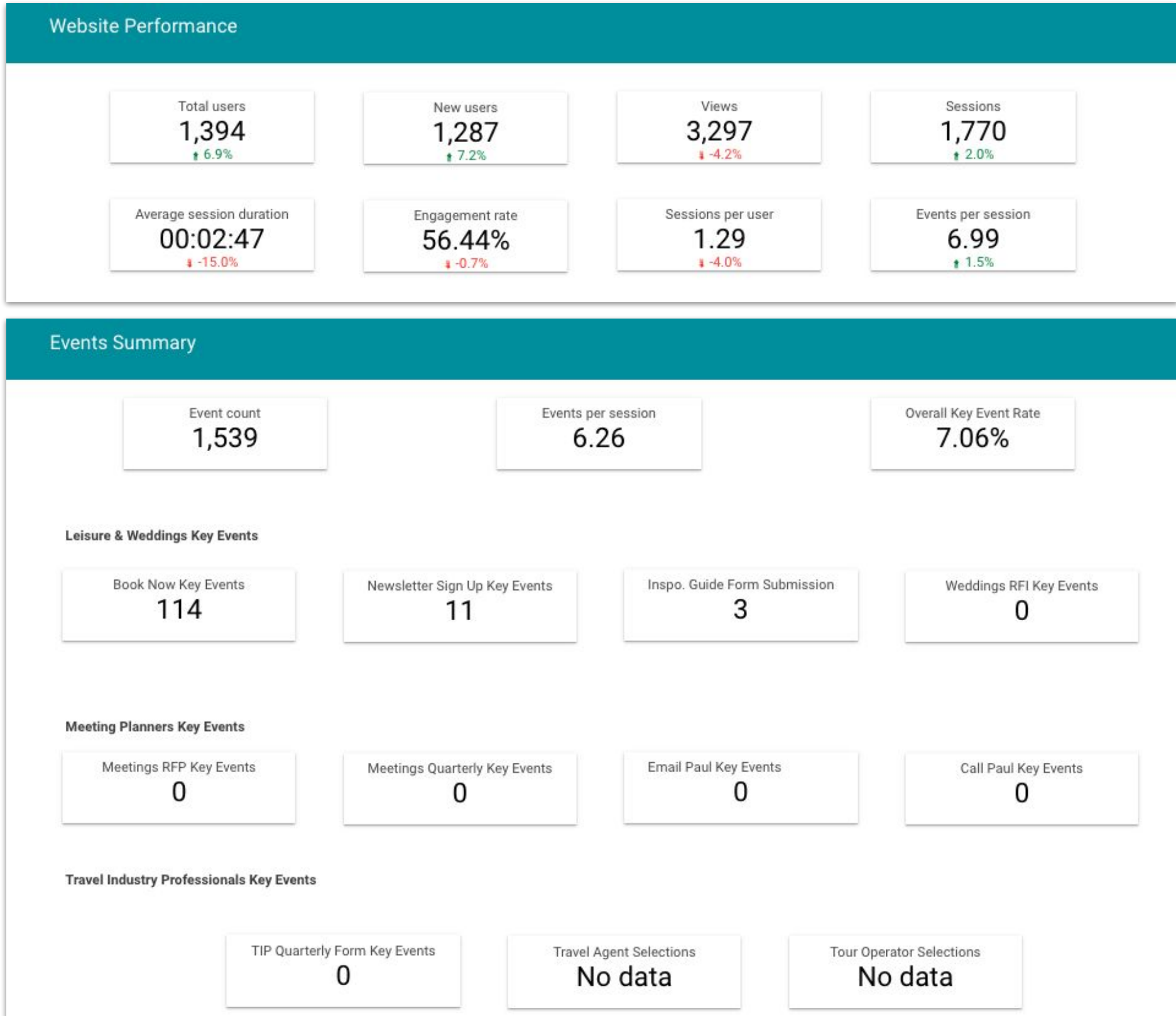
EXECUTIVE SUMMARY | Website Performance (All Traffic) - November 1st, 2024 - November 30th, 2024



Top Acquisition Channels by Total Users



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





01

EMAIL PERFORMANCE

EMAIL PERFORMANCE | Leisure - Email 1/4

November 1 Email: Ritz Exclusive

Subject Line: Take an Autumn Getaway to The Ritz-Carlton, Amelia Island 🍂

Deployment Date: November 7, 2024

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

Email Metrics:

- **Delivered:** 71,457
- **Unique Opens:** 27,961
- **Opens:** 38,428
- **Unique Open Rate:** 39.13%
- **Clicks:** 2,529
- **Clicked Rate:** 3.53%
- **Clicks per Unique Opens:** 3.29%

Top Buttons Clicked:

- **Places to Stay:** 417
- **BOOK NOW:** 378
 - Fire and Wine
- **Things to Do:** 360

Performance Highlights:

- **Website Sessions:** 107
- **Website Engaged Sessions:** 51
- **Website Views:** 127
- **Website Average Session Duration:** 0:06

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AMELIA ISLAND
FLORIDA

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

Autumn at The Beach

Before the demands of the holiday, getaway to our oceanfront resort to explore and refresh with walks on a pristine, uncrowded beach. Rejuvenate at our reimagined spa and wellness center, savor award-winning coastal cuisine and snuggle at a tabletop fire with a glass of wine.

Fire and Wine Package

Breathtaking views from your luxurious private terrace suite, a cozy fire and a bottle of fine wine and charcuterie are the elements of a perfect weekend at The Ritz-Carlton, Amelia Island.

Terrace Fire table Patio Room or Suite
Artemis Stags Leap Cabernet and charcuterie for two

THE RITZ-CARLTON
AMELIA ISLAND

BOOK NOW

Disconnect to Reconnect at Our Newly Reimagined Spa and Wellness Center

Be well with treatments and experience the healing power of TheraLight. Our holistic wellness programming includes a new wellness center with transformation fitness, a motion studio for fitness and yoga and a personal room for on-demand workouts and meditation. Your Spa reservation includes all-day access to lounges and a private adult pool.

Find your Epicurean Adventure

Experience a Chef's Theater Class to learn techniques, dishes to share with family and friends, and learn new seasonal cocktails in our culture cocktail class.

Our legendary restaurant, Sell, closes on November 1 for a dramatic transformation including a re-imagined dining room, new lounge and private dining experiences. Chef Okam is creating new dishes to add to his seasonal favorites. The restaurant opens in late December. Reservations on OpenTable.

Plan Now for a Season of Wonders

Festive Season is near, time to make a reservation for Ritz-Carlton traditions old and new. The season launches November 27 at the 29th Annual Tree Lighting with entertainment, magical snowfall and Santa's arrival to light the tree accompanied by a spectacular fireworks show. All ticket proceeds support local community organizations.

Holiday traditions include the Thanksgiving Grand Feast, Santa's Breakfasts and Teas and creating Gingerbread Houses with pastry chefs. Reserve now for the premier Florida Ballet Nutcracker Tea, with elevated tea offerings, costume contest and photo souvenir.

A portion of the proceeds support The Florida Ballet.

RESERVE NOW

Come for a Visit and Get Your Shopping Done

Curated by our retail director Naliah Nash, our boutique shops offer a treasure trove of unique gifts for your holiday shopping. Explore the vibrant world of Tommy Bahama in our new dedicated store. Explore the new expanded Southern Tide store and our new Freckles Surf Shop. Discover exclusive items from the Late Checkout, Ritz-Carlton Hotel Company Capsule Collection, alongside distinctive luxury finds you won't find anywhere else. Enjoy personalized shopping and styling services, and don't miss our resort exclusive boutiques, Lilly Pulitzer and Maison 1582. Make this season special with the perfect gifts.

SHOP NOW

Connect With Us On Social

#AmeliaIsland

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AMELIA ISLAND
FLORIDA

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

If you no longer wish to receive emails from us, you can update your preferences or unsubscribe. Please be advised so they can subscribe too.



EMAIL PERFORMANCE | Leisure - Email 1/4

Links Clicked	Total clicks	Unique clicks
ameliaisland.com/places-to-stay/	417	392
ameliaisland.com/things-to-do/	360	343
ameliaisland.com/	347	336
ameliaisland.com/blog/	289	287
ameliaisland.com/travel-guides/	284	282
ritzcarlton.com/en/hotels/jaxam-the-ritz-carlton-amelia-island/overview/festive/	103	80
instagram.com/p/DARABiqpbmE/	69	63
instagram.com/p/C_8n3JHgf01/	69	65
ameliaisland.store/	46	40
instagram.com/p/DBj42zONq0Z/	21	17
instagram.com/p/DAHCBjT0wrP/	17	16
ameliaisland.taplink.ws/	13	12
instagram.com/p/DAeW6JdNs_l/	10	9
instagram.com/p/DAOp4pXOI8y/	10	9
facebook.com/AmeliaIslandFlorida	5	5
twitter.com/ameliaislandflo	5	4
instagram.com/visitameliaisland/	3	3
tiktok.com/@ameliaislandflorida	2	2



EMAIL PERFORMANCE | Leisure - Email 2/4

November 2 Email: Hampton Inn Inclusive

Subject Line: Your seaside escape for the holidays 🎁☀️

Preview Copy: Holiday events, special offers and more island fun

Deployment Date: November 14, 2024

Audience: Leisure/Subscriber-All Newsletter Subscribers

Email Metrics:

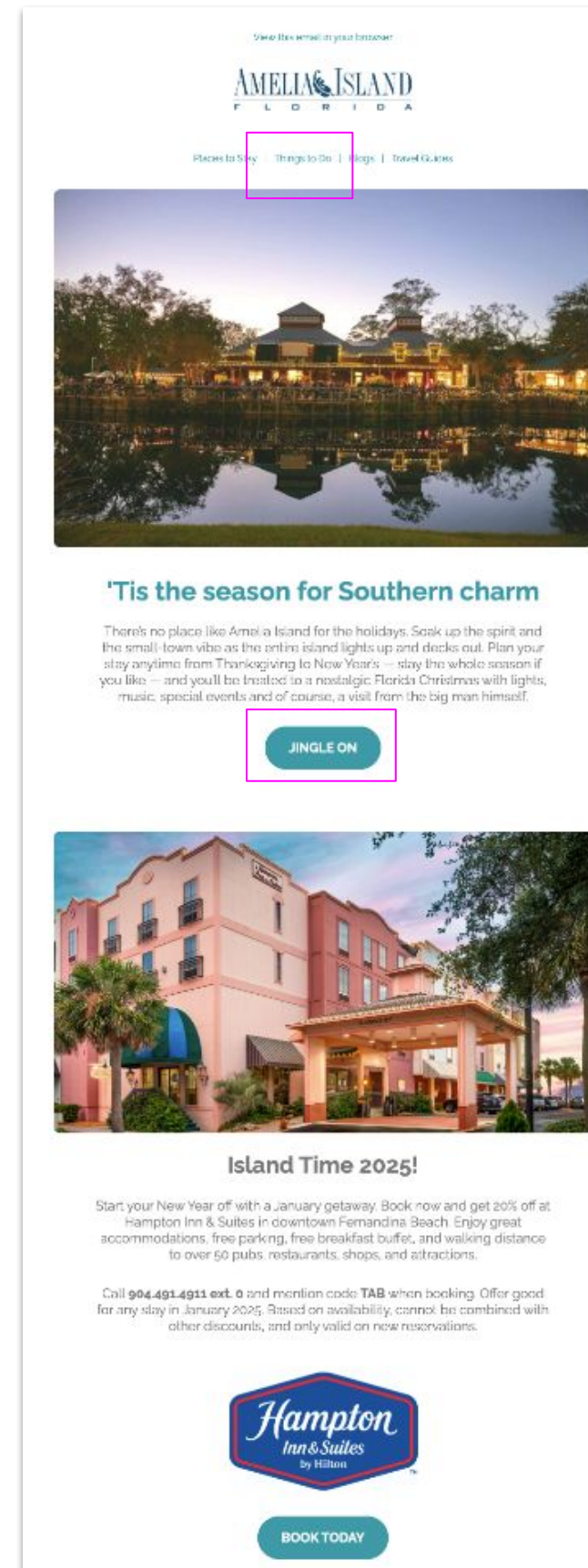
- **Delivered:** 139,329
- **Unique Opens:** 29,605
- **Opens:** 40,572
- **Unique Open Rate:** 21.25%
- **Clicks:** 1,418
- **Clicked Rate:** 1.01%
- **Clicks per Unique Opens:** 2.96%

Top Buttons Clicked:

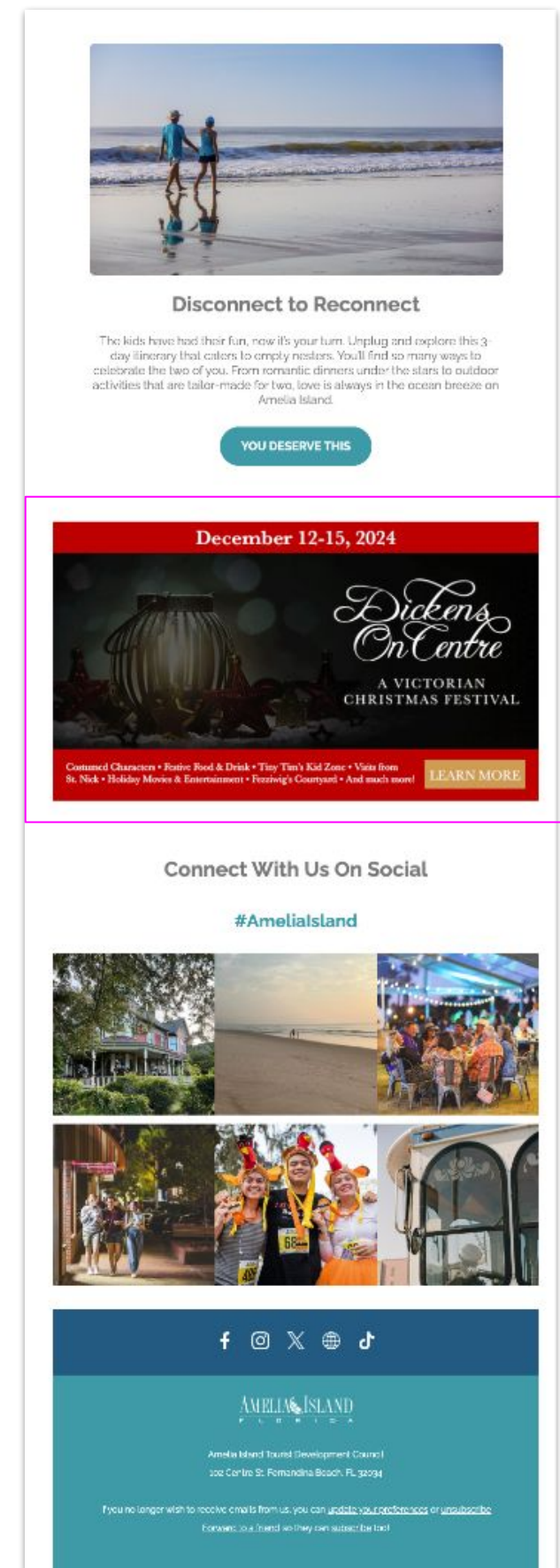
- **JINGLE ON:** 294
 - Celebrate a Warm and Cheerful Holiday Season on Amelia Island
- **Dickens on Centre banner:** 169
 - Dickens on Centre
- **Things to Do:** 145

Performance Highlights:

- **Website Sessions:** 608
- **Website Engaged Sessions:** 376
- **Website Views:** 678
- **Website Average Session Duration:** 0:20



The screenshot shows the Amelia Island Florida website homepage. At the top, there is a navigation menu with 'Places to Stay', 'Things to Do', 'Blogs', and 'Travel Guides'. Below the navigation is a large image of a resort building at night, reflected in water. A pink box highlights the 'Things to Do' link in the navigation menu. Below the image is a section titled "'Tis the season for Southern charm'". The text describes the holiday season on the island, mentioning lights, music, and special events. A pink box highlights a 'JINGLE ON' button. Below this is another image of a resort building, followed by a section titled 'Island Time 2025!'. The text describes a January getaway with a 20% discount. A pink box highlights a 'BOOK TODAY' button at the bottom.



The screenshot shows the email content for December 12-15, 2024. At the top, there is a photo of a couple walking on a beach. Below the photo is a section titled 'Disconnect to Reconnect'. The text describes a 3-day itinerary for couples, featuring romantic dinners and outdoor activities. A teal button labeled 'YOU DESERVE THIS' is below the text. Below this is a red banner for the 'Dickens On Centre' Victorian Christmas Festival, with a 'LEARN MORE' button. Below the banner is a section titled 'Connect With Us On Social' with the hashtag #AmeliaIsland. Below this are four photos showing various events and activities. At the bottom, there are social media icons for Facebook, Instagram, X, and TikTok, followed by the Amelia Island Florida logo and contact information. A teal button labeled 'BOOK TODAY' is at the bottom.



EMAIL PERFORMANCE | Leisure - Email 2/4

Links Clicked	Total clicks	Unique clicks
hilton.com/en/hotels/aishshx-hampton-suites-amelia-island-historic-harbor-front/	186	147
ameliaisland.com/dickens-on-centre/	169	145
ameliaisland.com/things-to-do/	145	133
ameliaisland.com/places-to-stay/	120	111
ameliaisland.com/itineraries/empty-nester-getaway/	88	75
ameliaisland.com/	76	72
instagram.com/p/DBZppe3qH-8/	71	67
instagram.com/p/C_lumBDPRtx/	22	19
instagram.com/p/DCMzuKOvnaA/	21	21
ameliaisland.taplink.ws/	20	18
ameliaisland.com/blog/	15	15
ameliaisland.com/travel-guides/	12	11
instagram.com/p/DCKbmc1RVtT/	10	10
facebook.com/AmeliaIslandFlorida	8	8
instagram.com/p/DAqrGlgPZar/	6	5
instagram.com/p/DCF6hJfsVPP/	6	6
instagram.com/visitameliaisland/	2	2
twitter.com/ameliaislandflo	1	1
tiktok.com/@ameliaislandflorida	1	1



EMAIL PERFORMANCE | Leisure - Email 3/4

November 3 Email: Museum of History Inclusive

Subject Line: Treat yourself to a sunny winter getaway ☀️😎

Preview Copy: Discover what makes winter on Amelia Island, FL so sensational with an array of dining, holiday events and more.

Deployment Date: November 21, 2024

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

Email Metrics:

- **Delivered:** 72,546
- **Unique Opens:** 27,947
- **Opens:** 37,473
- **Unique Open Rate:** 38.52%
- **Clicks:** 1,336
- **Clicked Rate:** 1.84%
- **Clicks per Unique Opens:** 2.5%

Top Buttons Clicked:

- **GET HUNGRY:** 364
 - From A - Z: Island Wide Culinary Creations
- **Places to Stay:** 126
- **Things to Do:** 92


Performance Highlights:

- **Website Sessions:** 491
- **Website Engaged Sessions:** 318
- **Website Views:** 579
- **Website Average Session Duration:** 0:22

View this email in your browser.

AMELIA ISLAND FLORIDA


Places to Stay | Things to Do | Things to See | Local Guides



The ABCs of Dining on Amelia Island

Amelia Island features over 60 independent restaurants across this destination, and we've explored them all to create a very delicious foodie to-do list. From apps to entrees to desserts, from seafood to steak to sides, let your cravings guide you on a culinary adventure to 26 must-try dishes on the island.

GET HUNGRY



Open the Door to Holiday Joy

Holiday Home Tour

Friday, December 6th and Saturday, December 7th, 2024
10:00 am-4:00 pm

Mark your calendars for the 18th Annual Amelia Island Museum of History Holiday Home Tour. Kick off your holiday season on Amelia Island the first weekend of December!


Don't miss out on Fernandina Beach's most iconic Christmas Event — the Amelia Island Museum of History's Holiday Home Tour. Carefully curated homes are decorated by the owners with special touches added by local designers. Docents in each home give its history, highlight the period architectural elements, and guide visitors through the homes.

AMELIA ISLAND MUSEUM OF HISTORY UNLOCK THE PAST

GET TICKETS

Wrap Up the Holidays on Amelia Island

Christmas may be just weeks away, but there's still time to treat yourself to a holiday getaway. We've designed a very merry itinerary filled with so many ways to make festive memories, from last minute shopping and Christmas Eve entertainment to a December 25th spent exploring the serenity of nature — and working up an appetite for your choice of Christmas menus across the island.



LET'S GO

December 12-15, 2024

Dickens On Centre


A VICTORIAN CHRISTMAS FESTIVAL

Costumed Characters • Festive Food & Drink • Tiny Tim's Kid Zone • Vain Bean St. Nick • Holiday Movies & Entertainment • Ritzing's Courtyard • And much more!

LEARN MORE

Connect With Us On Social

#AmeliaIsland



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AMELIA ISLAND FLORIDA

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

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



EMAIL PERFORMANCE | Leisure - Email 3/4

Links Clicked	Total clicks	Unique clicks
ameliaisland.com/places-to-stay/	126	106
ameliaisland.com/itineraries/christmas-on-amelia/	111	94
ameliamuseum.org/holiday-home-tour/	106	82
ameliaisland.com/things-to-do/	92	82
ameliaisland.com/dickens-on-centre/	86	73
ameliaisland.com/	76	66
instagram.com/p/CUtJlk3NuiV/	74	67
instagram.com/visitameliaisland/	67	58
instagram.com/p/CDL8XsTI07q/	67	58
instagram.com/visitameliaisland/p/DCMzuK0vnaA/	30	26
ameliaisland.taplink.ws/	21	20
ameliaisland.com/travel-guides/	20	18
ameliaisland.com/blog/	20	17
instagram.com/ferguson_and_doolin/p/CgNan3EpR83/	15	13
instagram.com/p/Cfo9WIZAr27/	15	14
instagram.com/p/DBxFDY1MR0S/	15	14
facebook.com/AmeliaIslandFlorida	6	5
twitter.com/ameliaislandflo	1	1
tiktok.com/@ameliaislandflorida	1	1



EMAIL PERFORMANCE | Leisure - Email 4/4

November 4 Email: Residence Inn Inclusive

Subject Line: Gobble up some sunny Florida splendor ☀️

Preview Copy: The getaway you deserve awaits on Amelia Island, filled with great accommodations and plenty of ways to play, relax and explore.

Deployment Date: November 27, 2024

Audience: Leisure/Engagement-Engaged Expanded Drive Markets

Email Metrics:

- **Delivered:** 71,674
- **Unique Opens:** 29,124
- **Opens:** 38,219
- **Unique Open Rate:** 40.63%
- **Clicks:** 1,079
- **Clicked Rate:** 1.49%
- **Clicks per Unique Opens:** 1.97%

Top Buttons Clicked:

- **VIEW OFFERS:** 314
 - Marriott: Your home away from home on Amelia Island
- **EXPLORE MORE:** 116
 - Winter Wildlife Watching
- **Places to Stay:** 89


Performance Highlights:

- **Website Sessions:** 146
- **Website Engaged Sessions:** 80
- **Website Views:** 166
- **Website Average Session Duration:** 0:21

View this email in your browser

AMELIA ISLAND
FLORIDA


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



Discover Your Perfect Getaway at Residence Inn by Marriott on Amelia Island


Feeling carefree and feeling at home go hand in hand at Residence Inn by Marriott on Amelia Island. Just two blocks from the beach and close to everything, you'll have ample space to relax in your choice of 1- and 2-bedroom suites equipped with a full kitchen, free Wi-Fi and a 55-inch flat-screen TV. Beyond your suite, on-property amenities include a well-equipped fitness center and sparkling pool.

The hospitality at Residence Inn by Marriott on Amelia Island goes on and on. A pet-friendly policy for well-behaved fur babies invites you to bring your favorite travel buddy. Greet the day at the hot and fresh complimentary breakfast buffet. Then hop on the complimentary shuttle bus to the beach, local attractions or dining spots. After the adventures are done, gather around the fire pit for a cozy evening under the Florida sky.



Residence INN BY MARRIOTT

[VIEW OFFERS](#)



Mild Winters. Wild Adventures.

Amelia Island's sunny winter climate is just right for wildlife to thrive all season long, on land, sea and air. You might spot white-tailed deer grazing and socializing in Fort Clinch State Park, or join a kayak or boat tour and you could catch sight of dolphins and whales wintering in these warmer waters. Amelia Island is also a well-known birdwatchers' paradise, so bring your binoculars for ~~soaring ospreys, pelicans, terns and other avian friends.~~

[EXPLORE MORE](#)


December 12-15, 2024

Dickens On Centre
A VICTORIAN CHRISTMAS FESTIVAL

Costumed Characters • Festive Food & Drink • Tiny Tim's Kid Zone • Visits from St. Nick • Holiday Movies & Entertainment • Resort's Courtyard • And much more! [LEARN MORE](#)

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AMELIA ISLAND
FLORIDA

Amelia Island Tourist Development Council
100 Greenway, 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 4/4

Links Clicked	Total clicks	Unique clicks
ameliaisland.com/blog/winter-wildlife-watching/	134	111
ameliaisland.com/places-to-stay/	89	81
ameliaisland.com/things-to-do/	82	75
ameliaisland.com/	77	69
ameliaisland.com/travel-guides/	65	62
ameliaisland.com/dickens-on-centre/	65	51
facebook.com/AmeliaIslandFlorida	63	59
instagram.com/p/CRUy-0GNT0B/	23	17
instagram.com/p/ChKXXmricl/	22	20
instagram.com/p/Cf19wp-v2-M/	19	19
ameliaisland.com/blog/	13	13
instagram.com/p/Cnj-SmkLqUI/	12	11
instagram.com/p/CeSLm_SrP40/	10	9
ameliaisland.taplink.ws/	8	8
instagram.com/p/CfAFzaP0jsX/	6	6
instagram.com/visitameliaisland/	5	4
twitter.com/ameliaislandflo	2	2
tiktok.com/@ameliaislandflorida	2	2





AMELIA ISLAND

F L O R I D A

Oct 1, 2024 - Oct 31, 2024

Website

Blog

Website
Events

Email

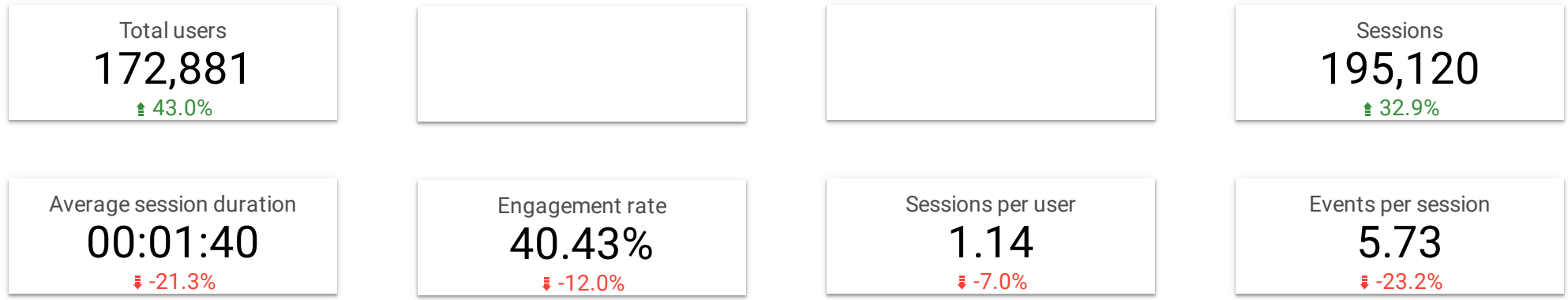
Paid Media

Leisure/Weddings

Meeting Planners

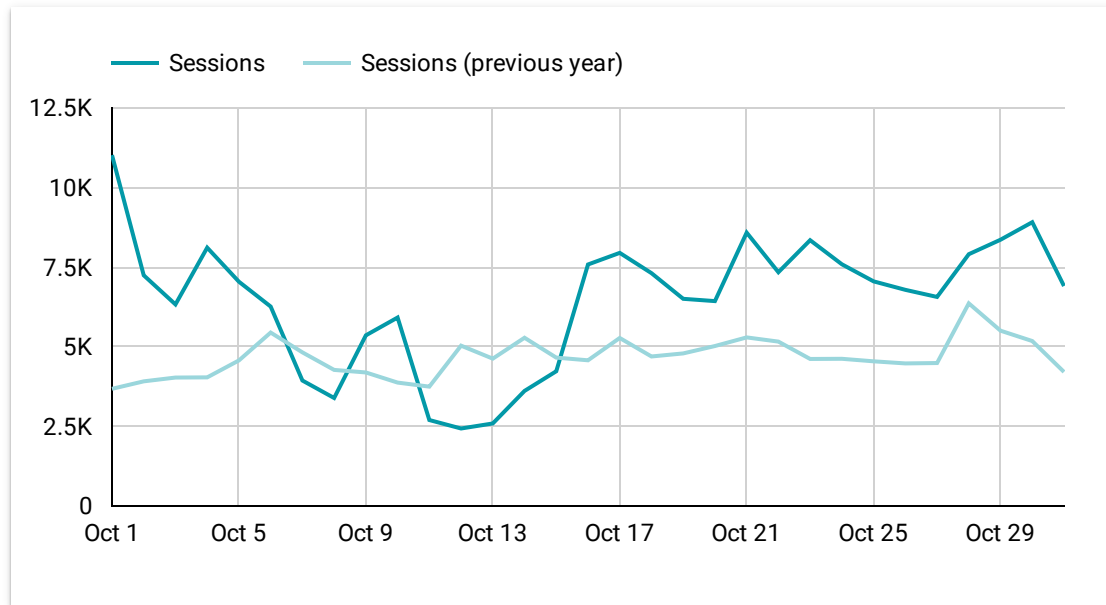
Travel Industry
Professionals

Website Performance



Traffic and Acquisition

Session Trend YoY



Top Acquisition Channels by Total Users

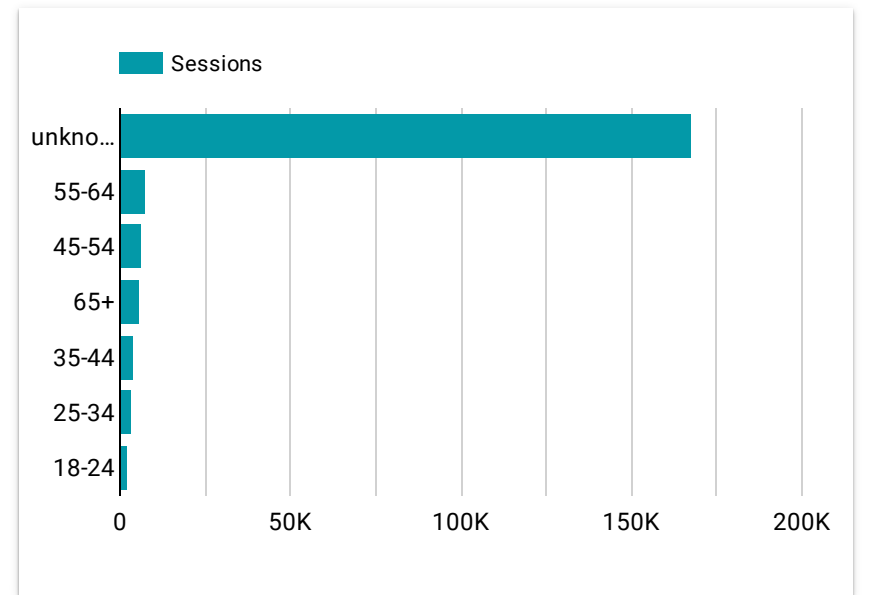


Sessions by Location

Region	Session...	% Δ	City	Session...	% Δ
1. Florida	42,839	21.5% ↑	1. (not set)	38,055	188.1% ↑
2. Georgia	21,949	34.1% ↑	2. Coffeyville	10,874	12,692.9...
3. (not set)	18,448	350.3% ↑	3. Atlanta	10,687	57.0% ↑
4. Kansas	11,714	2,183.4%...	4. Miami	7,612	153.1% ↑
5. New York	10,443	9.5% ↑	5. New York	7,343	72.1% ↑
6. Virginia	9,061	87.4% ↑	6. Jacksonville	5,809	-17.0% ↓
7. North Carolina	8,847	89.3% ↑	7. Chicago	4,286	43.6% ↑
8. Ontario	7,034	1,607.3%...	8. Ashburn	3,792	152.5% ↑
9. Texas	6,822	37.3% ↑	9. Fernandina B...	3,089	-21.3% ↓
10. Illinois	5,738	3.4% ↑	10. Orlando	2,519	-15.5% ↓

1 - 100 / 602 1 - 100 / 6879

Sessions by Age



Top Performing Landing Pages

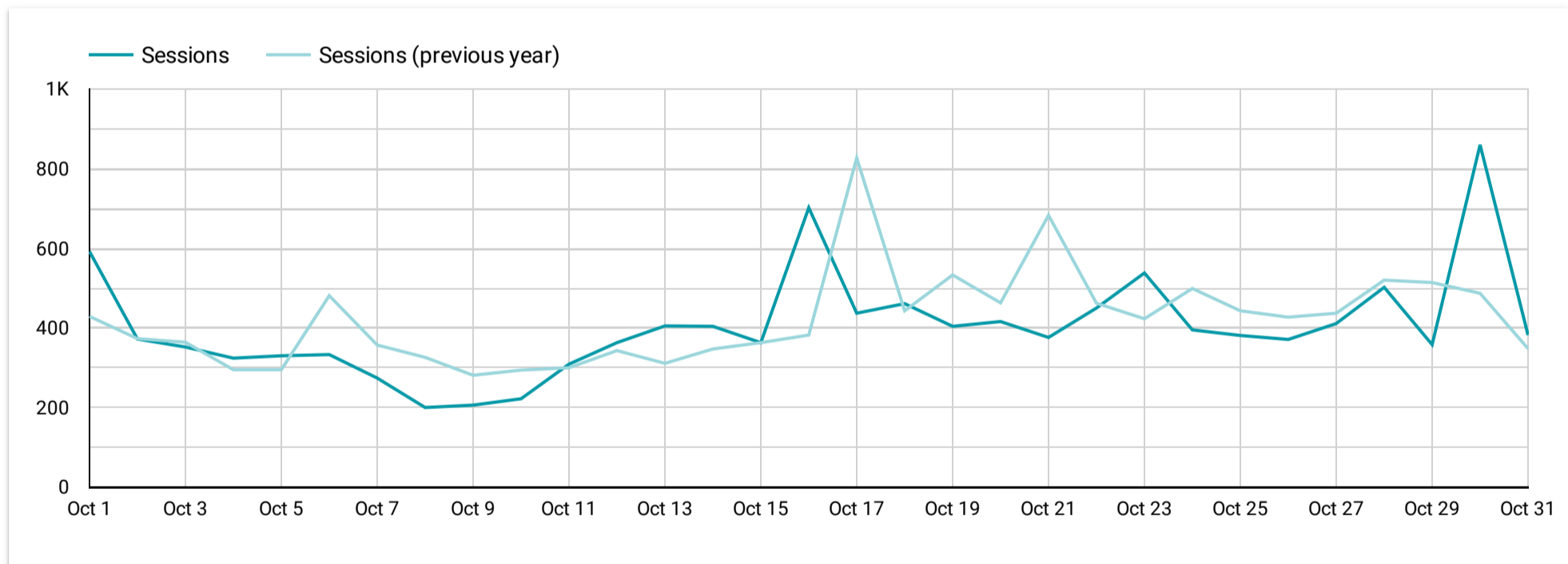
Landing page	Sessions	Views	Average session duration
1. /	98,731	140,149	00:01:01
2. /island-views	7,772	10,187	00:03:04
3. /itineraries/empty-nester-getaway	7,247	8,664	00:01:12
4. /travel-guides/romance	6,673	11,924	00:01:04
5. (not set)	4,884	0	00:00:33
6. /travel-guides/family	4,820	8,813	00:01:09
7. /dickens-on-centre	4,527	9,256	00:03:31
8. /travel-advisory-information	4,296	6,284	00:02:10

Website Performance (Blog)

<p>Total users</p> <p>10,358</p> <p>↓ -3.1%</p>	<p>New users</p> <p>5,644</p> <p>↑ 2.7%</p>	<p>Views</p> <p>16,593</p> <p>↓ -11.0%</p>	<p>Sessions</p> <p>12,587</p> <p>↓ -3.6%</p>
		<p>i See details</p>	<p>i See details</p>

Traffic and Acquisition

Session Trend YoY



Top Performing Landing Pages

	Landing page	Page path and screen class	Sessions...	Views	Avg. Session Duration
1.	/blog/thanksgiving-day-feasts-dine-in-or-take-out-the-choice-is-yo...	/blog/thanksgiving-day-feasts-dine-in-or-take-out-the-choice-is-your...	547	656	00:03:37
2.	/blog/spooky-amelia-island	/blog/spooky-amelia-island/	536	575	00:02:05
3.	/things-to-do	/blog/a-first-timers-guide-to-amelia-island/	467	541	00:01:44
4.	/blog/top-spots-for-outdoor-dining	/blog/top-spots-for-outdoor-dining/	394	461	00:02:48
5.	/travel-guides/downtown	/blog/from-a-z-26-things-to-see-do-in-historic-downtown/	373	407	00:02:48
6.	/	/blog/a-first-timers-guide-to-amelia-island/	321	374	00:02:13
7.	/blog/biking-amelia-island	/blog/biking-amelia-island/	319	391	00:01:50
8.	/blog	/blog/	219	223	00:00:16

Oct 1, 2024 - Oct 31, 2024

Source / Medium

Event name

Events Summary

Event count
67,257

Events per session
4.26

Overall Key Event Rate
3.44%

Leisure & Weddings Key Events

Book Now Key Events
6,208

Newsletter Sign Up Key Events
344

Inspo. Guide Form Key Events
172

Weddings RFI Key Events
4

Meeting Planners Key Events

Meetings RFP Key Events
0

Meetings Quarterly Key Events
2

Email Paul Key Events
0

Call Paul Key Events
0

Travel Industry Professionals Key Events

TIP Quarterly Form Key Events
2

Travel Agent Selections
1

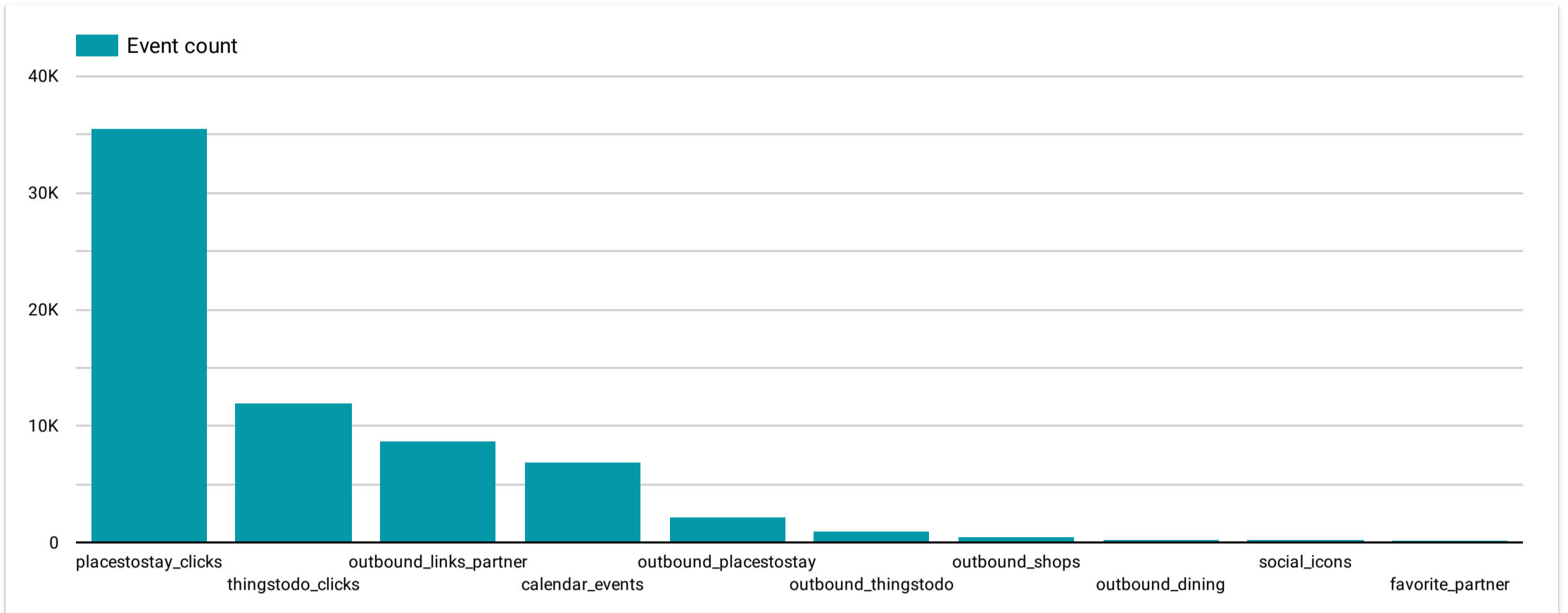
Tour Operator Selections
No data

General Website Events

Event count
67,257

Events per session
4.26

Overall Key Event Rate
3.44%

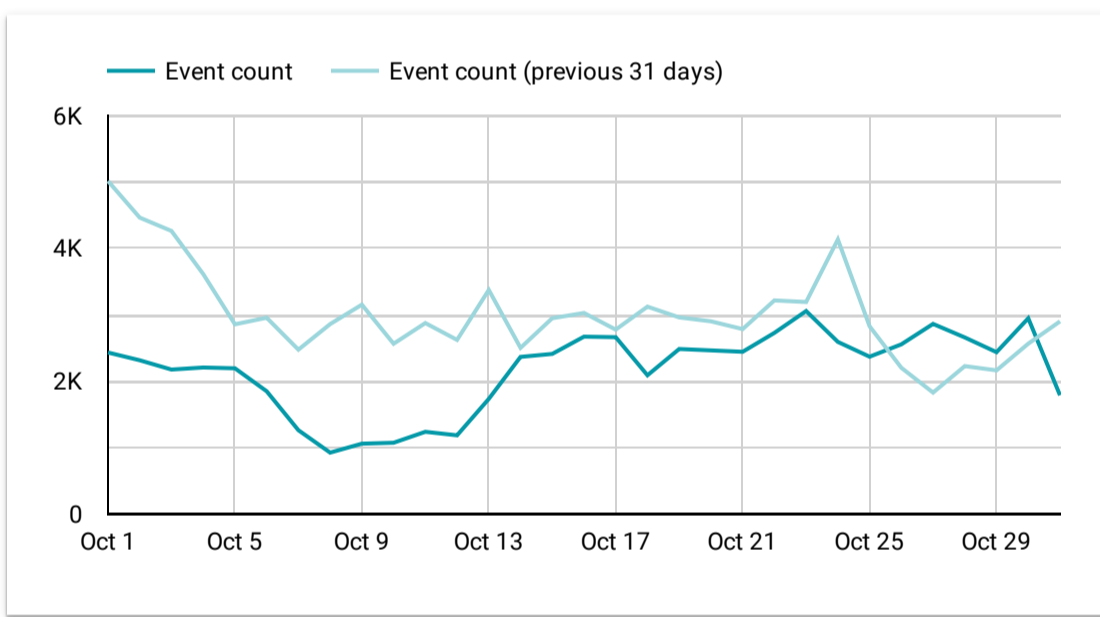


Events and Conversions Performance Breakdown

Events

	Event name	Event count	Sessions	Events per session	Session k...
1.	placestostay_clicks	35,550	5,414	6.57	0%
2.	thingstodo_clicks	11,949	3,158	3.78	0%
3.	outbound_links_partner	8,700	6,029	1.44	0%
4.	calendar_events	6,845	3,476	1.97	0%
5.	outbound_placestostay	2,136	1,313	1.63	0%
6.	outbound_thingstodo	936	561	1.67	0%
7.	outbound_shops	452	217	2.08	0%
8.	outbound_dining	245	130	1.88	0%
9.	social_icons	236	198	1.19	0%

Events Trend MoM



Events by Channel/Campaign

	First user default channel group	Event count
1.	Organic Search	34,145
2.	Paid Search	15,408
3.	Direct	7,730
4.	Organic Social	4,935
5.	Referral	2,450
6.	Email	1,257
7.	Display	934
8.	Unassigned	340
9.	Organic Video	51

Outbound Partner Links

	Outbound Link Partner	Event count
1.	Omni Amelia Island Resort - Amelia Island	296
2.	Amelia River Cruises & Charters - Amelia Island	203
3.	The Ritz-Carlton, Amelia Island - Amelia Island	173
4.	Marlin and Barrel Distillery - Amelia Island	141
5.	Fort Clinch State Park - Amelia Island	137
6.	Down Under Restaurant - Amelia Island	129
7.	Indigo - Amelia Island	127
8.	Amelia Island Williams House - Amelia Island	126

Outbound Partner Links - Things to Do

	Things to Do	Event count
1.	Amelia River Cruises & Charters - Amelia Island	78
2.	Jeffers Carriages - Amelia Island	50
3.	Fort Clinch State Park - Amelia Island	49
4.	Barefoot Flyers PPG - Amelia Island	44
5.	Fernandina Beach Historic District and Mainstreet - Ame...	42
6.	Amelia Island Horseback Riding - Amelia Island	28
7.	Amelia Island Outfitters - Amelia Island	28
8.	Coast eBike Adventures - Amelia Island	25

Outbound Partner Links - Shopping

	Shop Partner	Event count
1.	Salty Threads at The Shops at Omni Amelia Island Reso...	31
2.	The Salty Local - Amelia Island	22
3.	Harlow's on Beech - Amelia Island	20
4.	Teak and Ivy - Amelia Island	20
5.	Vintage Donuts - Amelia Island	18
6.	Nana Teresa's Bake Shop - Amelia Island	15
7.	Your Guide to Fall Fashion Finds on Amelia Island - Am...	15
8.	Lori + Lulu - Amelia Island	14

Outbound Partner Links - Accomodations

	Accomodations	Event count
1.	Omni Amelia Island Resort - Amelia Island	274
2.	The Ritz-Carlton, Amelia Island - Amelia Island	161
3.	Amelia Island Treehouse - Amelia Island	143
4.	Courtyard by Marriott Amelia Island - Amelia Island	126
5.	Barefoot Amelia Beach Rentals - Amelia Island	120
6.	The Villas of Amelia Island - Amelia Island	109
7.	Amelia Island Getaways - Amelia Island	96
8.	A1A Beach Vacations - Amelia Island	82

Outbound Partner Links - Dining

	Dining Partner	Event count
1.	Foodie - Amelia Island	68
2.	Amelia Island Cookout - Amelia Island	26
3.	5 Restaurants On Amelia Island With Epic Views - Ameli...	8
4.	The Addison on Amelia Island - Amelia Island	7
5.	The Boat House - Amelia Island	7
6.	The Peach Cobbler Factory - Amelia Island	7
7.	Celebrating Hispanic Heritage Month: A Flavorful Journ...	5
8.	David's Restaurant and Lounge - Amelia Island	5

Favorited Partners

	Favorite_Partner	Event count
1.	Places to Stay on Amelia Island - Amelia Island	44
2.	Amelia Island Travel Guides - Amelia Island	40
3.	Amelia Island Restaurants and Dining - Amelia Island	16
4.	Create or Edit a Trip Plan - Amelia Island	15
5.	Things to Do - Amelia Island	15
6.	Amelia Island, Florida	6
7.	Brett's Waterway Cafe - Amelia Island	5
8.	Empty Nester Getaway - Amelia Island	5

Leisure & Weddings Key Events

Book Now Key Events

6,208

Newsletter Sign Up Key Events

344

Inspo. Guide Form Key Events

172

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)	36,579	49,963	1,933	119	36	0
2.	(none)	(direct)	(direct)	22,994	29,359	725	48	18	0
3.	cpc	google	it's_an_island_thing	14,747	15,147	57	0	0	0
4.	social	facebook	it's_an_island_thing	13,050	13,562	492	24	9	0
5.	display	adara	it's_an_island_thing	11,317	11,427	15	0	0	0
6.	display	padsquad	it's_an_island_thing	8,710	9,623	41	0	0	0
7.	display	epsilon	it's_an_island_thing	8,427	8,687	9	1	1	0
8.	social	facebook	blog-dynamic-oct24	6,202	6,594	179	17	0	0
9.	social	facebook	202410-event-carousel	5,747	5,780	9	0	0	0
10.	video	padsquad	it's_an_island_thing	5,305	5,911	54	1	0	0
11.	display	sojern	it's_an_island_thing	4,775	4,816	4	0	0	0
12.	social	facebook	202408-canada-dynamic	3,865	4,144	142	3	1	0
13.	native	newyorktimes	it's_an_island_thing	2,414	2,712	44	1	1	0

Meeting Planners Key Events

Meetings RFP Key Events
0

Meetings Quarterly Key Events
2

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.	(none)	(direct)	(direct)	22,994	29,359	0	2	0	0

Explore Venues Buttons

	Meetings Explore Venue	Event count
1.	https://www.ameliaisland.com/partners/omni-amelia-island-resort/?tab=meetings	7
2.	https://www.ameliaisland.com/partners/the-ritz-carlton-amelia-island/?tab=meetings	5
3.	https://www.ameliaisland.com/partners/hampton-inn-suites-amelia-island/?tab=meetings	1

Travel Industry Professionals Key Events

TIP Quarterly Form Key Events

2

Travel Agent Selections

1

Tour Operator Selections

No data

Conversions by Channel

	Medium	Source	Campaign	Total users	Sessions	TIP Quarterly Form Key Events
1.	(none)	(direct)	(direct)	22,994	29,359	1
2.	organic	google	(organic)	36,579	49,963	1
3.	referral	search.app	(referral)	1	1	0
4.	email	MailChimp	welcome-updatepro...	1	1	0
5.	(not set)	3Dameliaisland	(not set)	2	2	0
6.	(not set)	adara&utm_medium=display&utm_term=&ut...	(not set)	1	1	0
7.	(not set)	facebook	(not set)	1	1	0
8.	3Demail=	3Dameliaisland	(not set)	1	1	0
9.	cpc	google	(not set)	186	197	0
10.	website	GolfStayAndPlays	(not set)	1	1	0
11.	cpc	google	(organic)	3	3	0
12.	organic	aol	(organic)	23	28	0
13.	organic	bing	(organic)	1,359	1,732	0

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Quarterly Email Form Selection

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

1 - 2 / 2 < >

Mailchimp Performance

Performance by Email Campaign

Subject Line	Date	Sent	Delivered	Opens	Unique Opens	Unique Open Rate	Clicks	Unique Clicks	Click Rate	Bounces	CPUO
Cozy up to fun this season on Amelia Island...	Oct 30, 2024	73,498	73,314	39,827	29,335	40.01%	9,851	9,412	13.4%	184	6.66%
Magical Memories at Omni Amelia Island Re...	Oct 23, 2024	73,624	73,422	35,956	26,761	36.45%	4,141	3,840	5.62%	202	4.46%
Your favorite holidays are even better on A...	Oct 16, 2024	132,350	131,395	38,308	28,397	21.61%	10,479	10,027	7.92%	955	6.31%
Hurricane Milton Update	Oct 7, 2024	724	714	674	362	50.7%	52	23	7.18%	10	1.38%
Tourism Tides - Monthly Insights (MW)	Oct 4, 2024	725	703	622	324	46.09%	86	53	11.86%	22	7.72%
Where meetings have a year-round appeal	Oct 3, 2024	1,689	1,619	482	302	18.65%	42	34	2.49%	70	5.96%
Grand total		282,610	281,167	115,869	-	-	24,651	-	8.72%	1,443	-

1 - 6 / 6 < >

Leisure

Subject Line	Date	Sent	Delivered	Opens	Unique Opens	Unique Open R...	Clicks	Unique Clicks	Click Rate	Bounces	CPUO
Cozy up to fun this season on Amelia Island 😊	Oct 30, 20...	73,498	73,314	39,827	29,335	40.01%	9,851	9,412	13.4%	184	6.66%
Magical Memories at Omni Amelia Island Resort	Oct 23, 20...	73,624	73,422	35,956	26,761	36.45%	4,141	3,840	5.62%	202	4.46%
Your favorite holidays are even better on Amelia Isla...	Oct 16, 20...	132,350	131,395	38,308	28,397	21.61%	10,479	10,027	7.92%	955	6.31%
Grand total		279,4...	278,131	114,091	-	-	24,471	-	8.76%	1,341	-

1 - 3 / 3 < >

Meeting Planners

Subject Line	Date	Sent	Delivered	Opens	Unique Opens	Unique Open Rate	Clicks	Unique Clicks	Click Rate	Bounces	CPUO
Where meetings have a year-round ap...	Oct 3, 2024	1,689	1,619	482	302	18.65%	42	34	2.49%	70	5.96%
Grand total		1,689	1,619	482	302	18.65%	42	34	2.49%	70	5.96%

1 - 1 / 1 < >

Amelia Island Tourism Industry Database - all

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

Travel Industry Professionals

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

Email Performance Summary

<p>Total users</p> <p>2,250</p> <p>↑ 12.7%</p>	<p>New users</p> <p>2,175</p> <p>↑ 20.1%</p>	<p>Views</p> <p>4,520</p> <p>↓ -22.1%</p>	<p>Sessions</p> <p>2,738</p> <p>↑ 2.7%</p>	<p>Average session duration</p> <p>00:01:58</p> <p>↓ -55.6%</p>
---	---	--	---	--

First user campaign	Landing page	Sessions	Views	Average session duration
1. it's_an_island_thing	/dickens-on-centre	446	955	00:02:54
2. it's_an_island_thing	/blog/spooky-amelia-island	274	377	00:02:26
3. it's_an_island_thing	/places-to-stay	219	390	00:02:07
4. it's_an_island_thing	/	184	327	00:01:34
5. it's_an_island_thing	/festivals-events/golfweek-couples-event	166	184	00:00:35
6. it's_an_island_thing	/travel-guides	164	275	00:00:27
7. it's an island thing	/blog/the-real-treasure-island	160	215	00:02:40

1 - 100 / 127 < >

Sessions by Country

First user source / m...	Country	Sessions
1. ameliainland / email	United States	2,225
2. golfweek / email	United States	172
3. usae / email	United States	96
4. ameliainland / email	Canada	54
5. foodandwine / email	United States	40
6. escapism / email	Canada	37
7. travelandleisure / email	United States	21

1 - 36 / 36 < >

Sessions by City

First user source / me...	City	Sessions
1. ameliainland / email	(not set)	236
2. ameliainland / email	Atlanta	168
3. ameliainland / email	Miami	120
4. ameliainland / email	Moses Lake	106
5. ameliainland / email	Jacksonville	81
6. ameliainland / email	Cheyenne	79
7. ameliainland / email	Washington	75

1 - 100 / 764 < >

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

Nov 1, 2024 - Nov 30, 2024

Website

Blog

Website
Events

Email

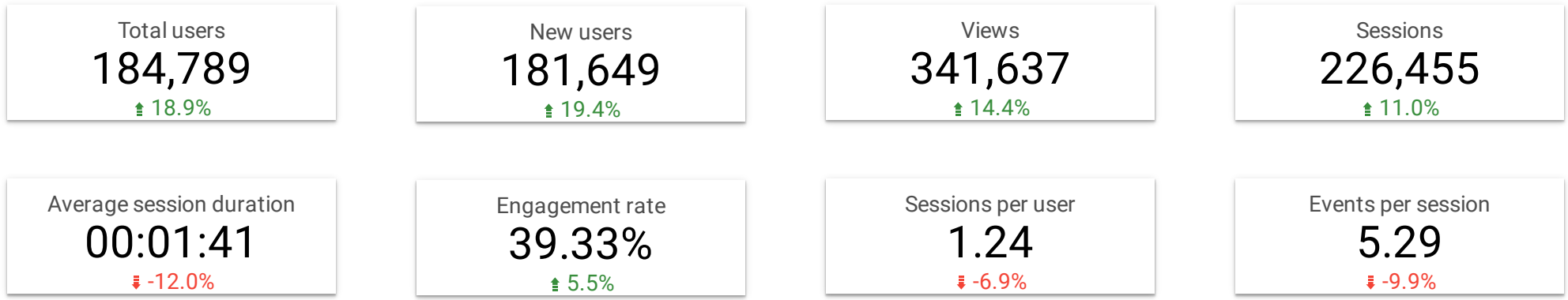
Paid Media

Leisure/Weddings

Meeting Planners

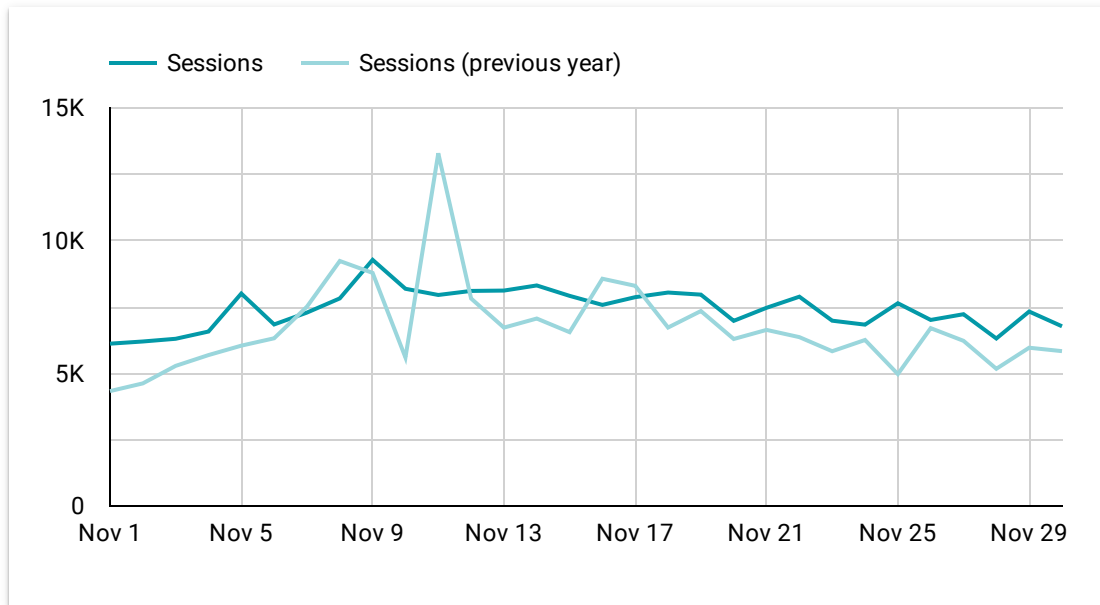
Travel Industry
Professionals

Website Performance

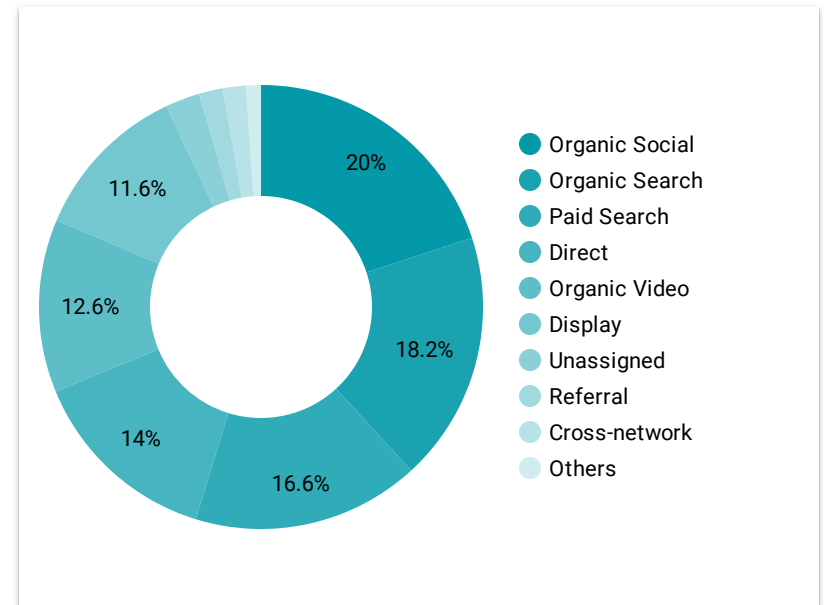


Traffic and Acquisition

Session Trend YoY



Top Acquisition Channels by Total Users



Sessions by Location

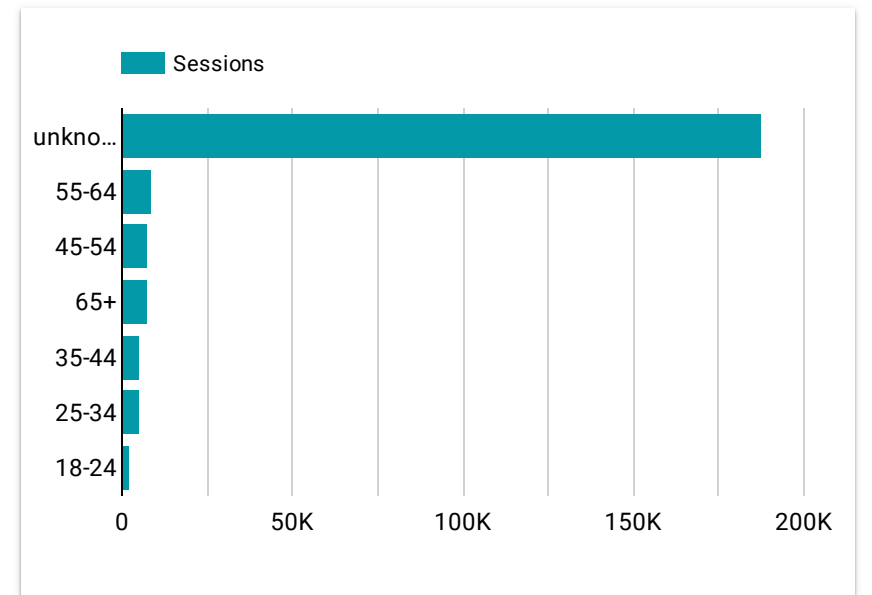
Region	Session...	% Δ
1. Florida	49,100	15.7% ↑
2. Georgia	25,138	11.9% ↑
3. Ontario	19,492	1,253.6%...
4. New York	17,420	20.0% ↑
5. North Carolina	9,647	68.2% ↑
6. (not set)	9,036	26.0% ↑
7. Kansas	8,762	1,087.3%...
8. Illinois	8,445	-4.1% ↓
9. Virginia	7,658	-2.3% ↓
10. Pennsylvania	7,106	-31.9% ↓

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City	Session...	% Δ
1. (not set)	27,660	22.1% ↑
2. Atlanta	12,592	12.5% ↑
3. New York	11,669	50.3% ↑
4. Miami	8,107	88.1% ↑
5. Coffeyville	7,763	5,445.0%...
6. Jacksonville	7,396	20.8% ↑
7. Toronto	7,338	1,851.6%...
8. Chicago	5,709	9.3% ↑
9. Orlando	3,624	16.7% ↑
10. Fernandina B...	3,418	-15.6% ↓

1 - 100 / 6737

Sessions by Age



Top Performing Landing Pages

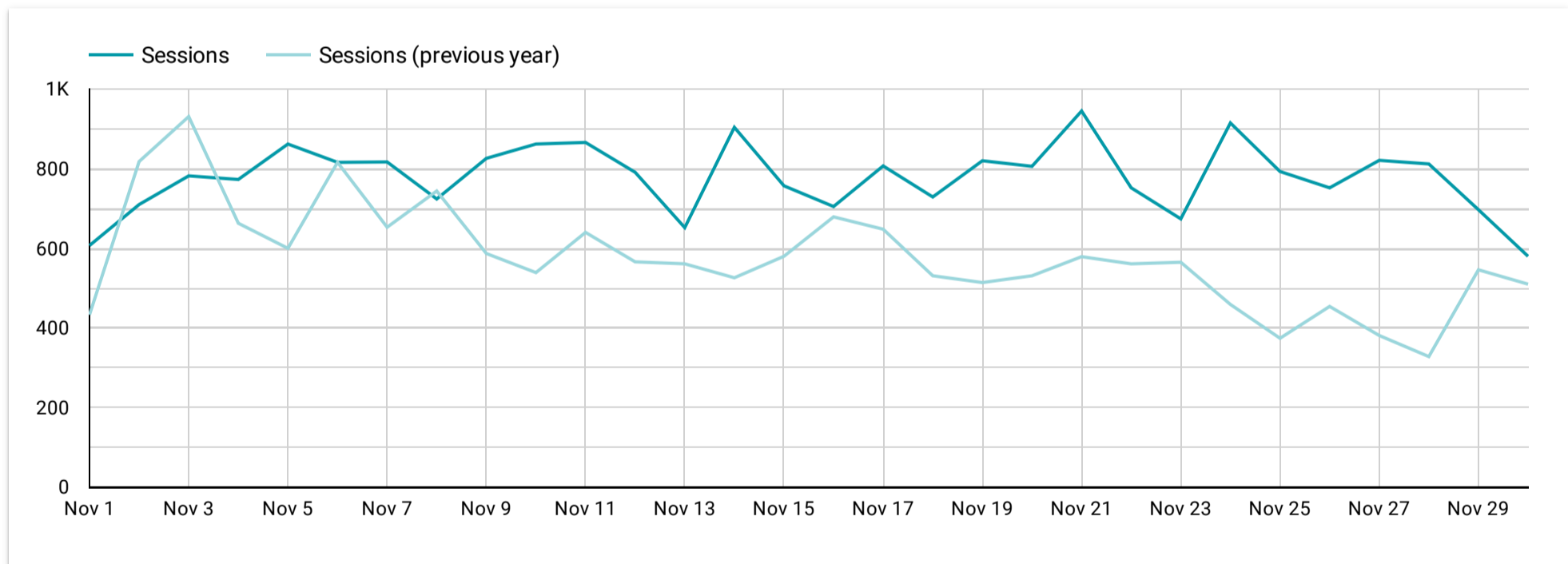
Landing page	Sessions	Views	Average session duration
1. /	136,896	197,178	00:01:10
2. /dickens-on-centre	10,930	19,962	00:03:04
3. /blog/celebrate-a-warm-and-cheerful-holiday-season-on...	9,233	11,455	00:01:00
4. (not set)	5,342	0	00:01:03
5. /places-to-stay	3,493	7,718	00:03:54
6. /travel-guides/beaches	2,883	3,455	00:00:54
7. /travel-guides/downtown	2,831	6,529	00:03:31
8. /blog/thanksgiving-day-feasts-dine-in-or-take-out-the-ch...	2,775	3,973	00:03:28

Website Performance (Blog)

<p>Total users</p> <p>19,352</p> <p>↑ 38.8%</p>	<p>New users</p> <p>13,676</p> <p>↑ 79.7%</p>		
<p>Average session duration</p> <p>00:02:07</p> <p>↓ -24.4%</p>	<p>Engagement rate</p> <p>61.27%</p> <p>↓ -14.2%</p>	<p>i See details</p>	<p>i See details</p>

Traffic and Acquisition

Session Trend YoY



Top Performing Landing Pages

	Landing page	Page path and screen class	Sessions...	Views	Avg. Session Duration
1.	/blog/celebrate-a-warm-and-cheerful-holiday-season-on-amelia-is...	/blog/celebrate-a-warm-and-cheerful-holiday-season-on-amelia-isla...	9,233	10,296	00:00:50
2.	/blog/thanksgiving-day-feasts-dine-in-or-take-out-the-choice-is-yo...	/blog/thanksgiving-day-feasts-dine-in-or-take-out-the-choice-is-your...	2,775	3,545	00:03:03
3.	/things-to-do	/blog/a-first-timers-guide-to-amelia-island/	408	467	00:02:07
4.	/blog/a-first-timers-guide-to-amelia-island	/blog/a-first-timers-guide-to-amelia-island/	394	446	00:01:42
5.	/	/blog/a-first-timers-guide-to-amelia-island/	366	422	00:02:13
6.	/travel-guides/downtown	/blog/from-a-z-26-things-to-see-do-in-historic-downtown/	350	395	00:03:05
7.	/blog/from-a-z-island-wide-culinary-creations	/blog/from-a-z-island-wide-culinary-creations/	341	403	00:02:15
8.	/blog/restaurants-open-on-thanksgiving-day	/blog/restaurants-open-on-thanksgiving-day/	233	278	00:02:49

Leisure & Weddings Key Events

Book Now Key Events

7,806

Newsletter Sign Up Key Events

350

Inspo. Guide Form Submission

186

Weddings RFI Key Events

1

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)	31,126	45,769	1,607	97	25	0
2.	(none)	(direct)	(direct)	26,167	32,615	859	50	26	0
3.	video	padsquad	it's_an_island_thing	20,653	23,088	121	1	1	0
4.	cpc	google	it's_an_island_thing	19,394	22,067	89	0	0	0
5.	social	facebook	it's_an_island_thing	13,305	14,425	458	31	18	0
6.	display	epsilon	it's_an_island_thing	10,652	10,806	15	0	0	0
7.	social	facebook	202410-event-carousel	8,148	9,422	112	4	3	0
8.	social	facebook	blog-dynamic-202411	5,038	5,622	40	10	0	0
9.	social	facebook	202408-canada-dynamic	4,459	4,914	140	3	3	0
10.	display	sojern	it's_an_island_thing	4,167	4,192	4	0	0	0
11.	display	theweathernetwork	it's_an_island_thing	3,731	4,509	99	0	0	0
12.	cpc	google	20241101 - Amelia Island - Perfor...	3,118	3,399	1,054	6	1	0
13.	cpc	google	20241001 - Island_thing - Leisure ...	3,116	3,978	852	14	17	0

Meeting Planners Key Events

Meetings RFP Key Events

0

Meetings Quarterly Key Events

0

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...
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No data

Explore Venues Buttons

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

Travel Industry Professionals Key Events

TIP Quarterly Form Key Events

0

Travel Agent Selections

No data

Tour Operator Selections

No data

Conversions by Channel

	Medium	Source	Campaign	Total users	Sessions	TIP Quarterly Form Key Events
1.	referral	samantha-brown.com	(referral)	1	1	0
2.	(not set)	(not set)	(not set)	190	190	0
3.	(not set)	adara&utm_medium=display&utm_term=&ut...	(not set)	1	1	0
4.	(not set)	chatgpt.com	(not set)	2	2	0
5.	(not set)	fa	(not set)	1	3	0
6.	(not set)	padsquad	(not set)	6	7	0
7.	(not set)	perplexity	(not set)	1	1	0
8.	Banner	Arrivalist	(not set)	1	1	0
9.	cpc	google	(not set)	1,446	1,528	0
10.	email	hs_email	(not set)	1	1	0
11.	cpc	google	(organic)	157	177	0
12.	organic	aol	(organic)	31	33	0
13.	organic	bing	(organic)	1,390	1,850	0

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Quarterly Email Form Selection

TIP form selection	Medium	Source	Key events
No data			

Mailchimp Performance

Performance by Email Campaign

Subject Line	Date	Sent	Delivered	Opens	Unique Opens	Unique Open Rate	Clicks	Unique Clicks	Click Rate	Bounces	CPUO
Gobble up some sunny Florida splendor 🌞	Nov 27, 20...	72,634	71,674	40,344	29,554	41.23%	1,089	955	1.5%	960	1.95%
Treat yourself to a sunny winter getaway 🌞☀️	Nov 21, 20...	72,734	72,546	38,877	28,225	38.91%	1,348	1,170	1.85%	188	2.5%
Your seaside escape for the holidays 🎁🌞	Nov 14, 20...	140,234	139,329	41,367	29,776	21.37%	1,435	1,276	1.02%	905	2.98%
All About Dickens on Centre 🎅	Nov 8, 2024	762	751	856	392	52.2%	145	85	19.03%	11	9.69%
Take an Autumn Getaway to The Ritz-Carlot...	Nov 7, 2024	71,633	71,457	38,682	28,028	39.22%	2,536	2,381	3.54%	176	3.29%
All about Dickens on Centre 🎅	Nov 7, 2024	1	1	163	1	100%	20	10	2,000%	0	100%
Tourism Tides 🌊	Nov 5, 2024	759	750	778	376	50.13%	108	73	14.23%	9	6.65%
Grand total		358,757	356,508	161,067	-	-	6,681	-	1.86%	2,249	-

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Leisure

Subject Line	Date	Sent	Delivered	Opens	Unique Opens	Unique Open R...	Clicks	Unique Clicks	Click Rate	Bounces	CPUO
Gobble up some sunny Florida splendor 🌞	Nov 27, 2...	72,634	71,674	40,344	29,554	41.23%	1,089	955	1.5%	960	1.95%
Treat yourself to a sunny winter getaway 🌞☀️	Nov 21, 2...	72,734	72,546	38,877	28,225	38.91%	1,348	1,170	1.85%	188	2.5%
Your seaside escape for the holidays 🎁🌞	Nov 14, 2...	140,234	139,329	41,367	29,776	21.37%	1,435	1,276	1.02%	905	2.98%
Take an Autumn Getaway to The Ritz-Carlton, Ameli...	Nov 7, 2024	71,633	71,457	38,682	28,028	39.22%	2,536	2,381	3.54%	176	3.29%
Grand total		357,2...	355,006	159,270	-	-	6,408	-	1.79%	2,229	-

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Meeting Planners

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

Amelia Island Tourism Industry Database - all

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

Travel Industry Professionals

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

Email Performance Summary

Total users
1,686
↓ -0.8%

New users
1,549
↓ -2.4%

Views
3,724
↓ -14.7%

Sessions
2,087
↓ -5.5%

Average session duration
00:02:33
↓ -16.5%

First user campaign	Landing page	Sessions	Views	Average session duration
1. it's_an_island_thing	/blog/celebrate-a-warm-and-cheerful-holiday-season-on-amelia-island	313	461	00:02:02
2. it's_an_island_thing	/dickens-on-centre	308	599	00:03:19
3. it's_an_island_thing	/blog/from-a-z-island-wide-culinary-creations	269	601	00:03:20
4. it's_an_island_thing	/places-to-stay	189	340	00:02:41
5. it's_an_island_thing	/	136	231	00:02:39
6. it's_an_island_thing	/travel-guides/dining-nightlife	133	188	00:01:33
7. it's an island thing	/things-to-do	106	269	00:03:41

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Sessions by Country

First user source / m...	Country	Sessions
1. ameliaisland / email	United States	1,659
2. foodandwine / email	United States	206
3. ameliaisland / email	Canada	57
4. golfweek / email	United States	43
5. torontolife / email	Canada	21
6. Mailchimp / email	United States	19
7. travelalerts.ca / email	Canada	18

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Sessions by City

First user source / me...	City	Sessions
1. ameliaisland / email	(not set)	211
2. ameliaisland / email	Atlanta	151
3. ameliaisland / email	Ashburn	112
4. ameliaisland / email	Miami	101
5. ameliaisland / email	Jacksonville	69
6. ameliaisland / email	Chicago	65
7. ameliaisland / email	New York	61

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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 succesfully 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 fom

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

Dec 1, 2024 - Dec 31, 2024

Website

Blog

Website
Events

Email

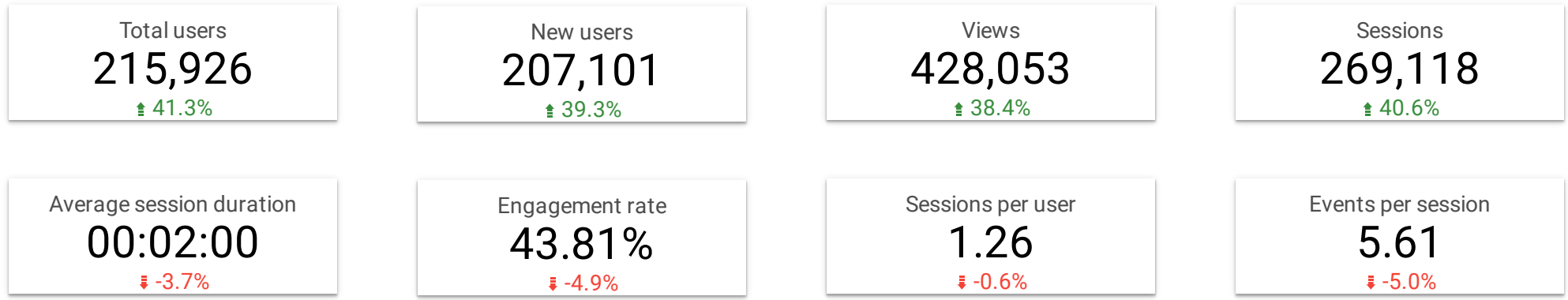
Paid Media

Leisure/Weddings

Meeting Planners

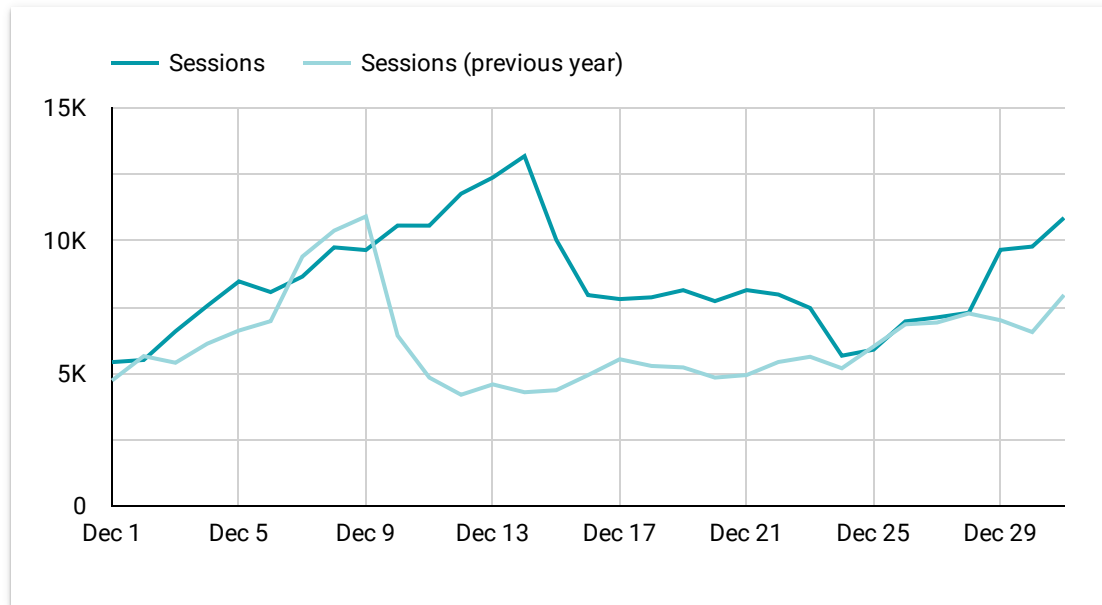
Travel Industry
Professionals

Website Performance

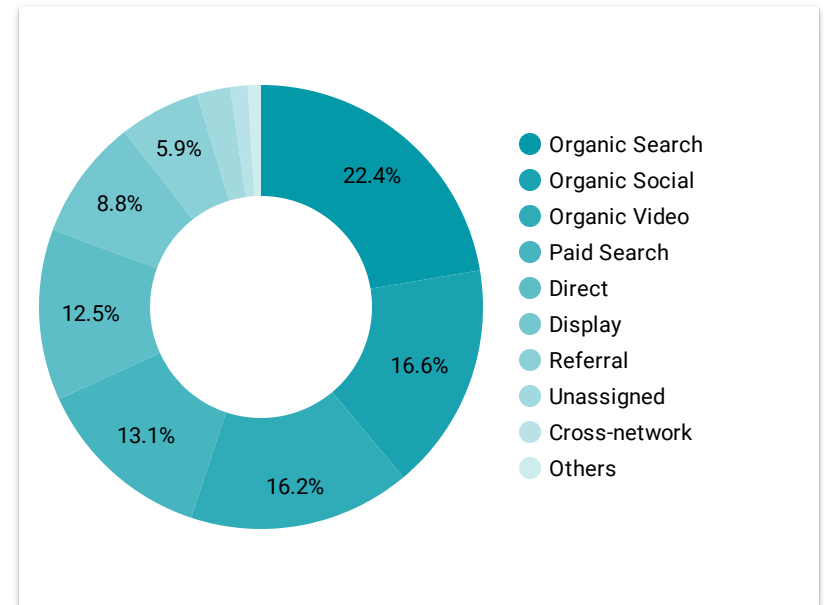


Traffic and Acquisition

Session Trend YoY



Top Acquisition Channels by Total Users

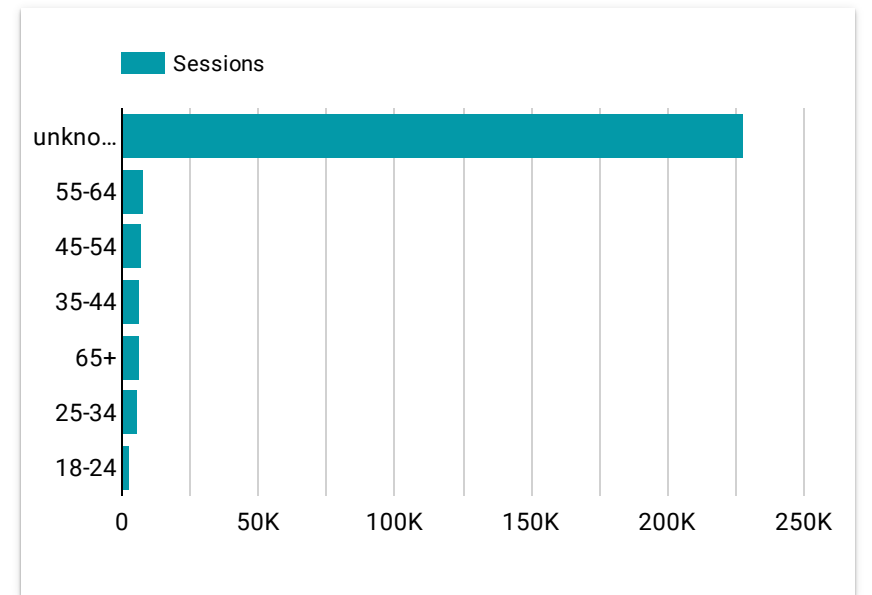


Sessions by Location

Region	Session...	% Δ	City	Session...	% Δ
1. Florida	69,231	39.9% ↑	1. (not set)	31,092	78.6% ↑
2. Georgia	34,954	31.7% ↑	2. Atlanta	19,891	51.1% ↑
3. New York	20,138	77.5% ↑	3. New York	14,760	145.4% ↑
4. Ontario	13,216	1,453.0%...	4. Jacksonville	13,470	27.6% ↑
5. Virginia	12,392	100.6% ↑	5. Miami	13,307	170.0% ↑
6. North Carolina	11,152	73.3% ↑	6. Chicago	7,170	103.1% ↑
7. (not set)	9,911	207.6% ↑	7. Fernandina B...	5,920	-2.7% ↓
8. Illinois	9,613	55.9% ↑	8. Ashburn	5,447	157.1% ↑
9. Pennsylvania	8,081	-7.3% ↓	9. Orlando	4,827	8.2% ↑
10. Massachusetts	6,243	40.6% ↑	10. Toronto	4,791	2,067.9%...

1 - 100 / 653 1 - 100 / 7316

Sessions by Age



Top Performing Landing Pages

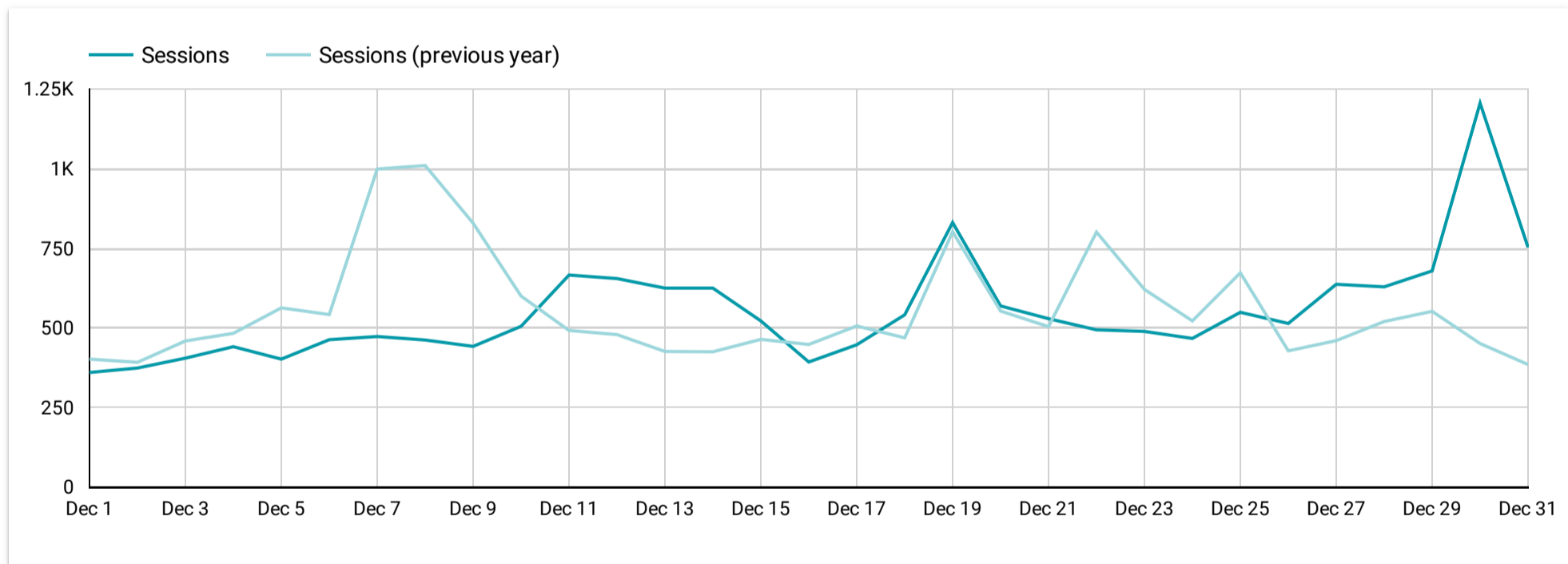
Landing page	Sessions	Views	Average session duration
1. /	143,415	210,785	00:01:25
2. /dickens-on-centre	25,379	46,759	00:03:17
3. (not set)	7,467	4	00:00:28
4. /festivals-events/shrimp-drop	6,858	8,822	00:02:09
5. /places-to-stay	4,290	11,698	00:04:31
6. /festivals-events/amelia-island-restaurant-week	3,868	6,469	00:01:39
7. /activity/dickens-illuminated-procession-2	3,238	6,154	00:01:09
8. /activity/new-years-eve-shrimp-drop	3,198	4,834	00:02:25

Website Performance (Blog)

		See details	See details
Average session duration 00:02:29 ↑ 3.5%	Engagement rate 73.46% ↑ 10.3%	Sessions per user 1.24 ↑ 2.5%	Events per session 4.35 ↓ -0.8%

Traffic and Acquisition

Session Trend YoY



Top Performing Landing Pages

	Landing page	Page path and screen class	Sessions...	Views	Avg. Session Duration
1.	/blog/celebrate-a-warm-and-cheerful-holiday-season-on-amelia-is...	/blog/celebrate-a-warm-and-cheerful-holiday-season-on-amelia-isla...	1,826	2,489	00:01:05
2.	/blog/top-places-to-view-christmas-lights-on-and-around-amelia-i...	/blog/top-places-to-view-christmas-lights-on-and-around-amelia-isl...	1,241	2,257	00:01:51
3.	/blog/restaurants-open-on-christmas-day	/blog/restaurants-open-on-christmas-day/	1,104	1,265	00:02:23
4.	/blog/from-a-z-26-things-to-see-do-in-historic-downtown	/blog/from-a-z-26-things-to-see-do-in-historic-downtown/	618	682	00:02:49
5.	/blog/a-first-timers-guide-to-amelia-island	/blog/a-first-timers-guide-to-amelia-island/	531	584	00:01:52
6.	/dickens-on-centre	/blog/the-victorian-era-and-merry-ole-amelia/	477	509	00:01:43
7.	/things-to-do	/blog/a-first-timers-guide-to-amelia-island/	463	528	00:02:18
8.	/blog/countdown-to-dickens-on-centre	/blog/countdown-to-dickens-on-centre/	365	407	00:01:41

Leisure & Weddings Key Events

Book Now Key Events

7,153

Newsletter Sign Up Key Events

445

Inspo. Guide Form Submission

194

Weddings RFI Key Events

8

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)	44,359	68,637	1,902	123	49	1
2.	video	padsquad	it's_an_island_thing	32,054	34,419	175	0	0	0
3.	(none)	(direct)	(direct)	26,750	35,392	769	46	21	1
4.	cpc	google	it's_an_island_thing	15,104	15,772	89	2	1	0
5.	social	facebook	it's_an_island_thing	14,980	16,005	367	28	15	0
6.	display	epsilon	it's_an_island_thing	8,988	9,505	17	0	0	0
7.	social	facebook	202410-event-carousel	5,682	6,546	36	6	0	0
8.	social	facebook	202408-canada-dynamic	4,566	4,965	136	2	2	0
9.	referral	travelzoo.com	(referral)	4,297	4,834	1	0	0	0
10.	display	theweathernetwork	it's_an_island_thing	3,821	4,631	39	0	0	0
11.	cpc	google	20241001 - Island_thing - Leisure ...	3,492	4,395	765	23	19	0
12.	cpc	google	20241001 - Island_thing - Leisure ...	3,121	3,948	742	26	16	0
13.	display	sojern	it's_an_island_thing	2,757	2,896	7	0	0	0

Meeting Planners Key Events

Meetings RFP Key Events
0

Meetings Quarterly Key Events
1

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.	digital	pcma	inspiredmeetings	16	16	0	1	0	0

Explore Venues Buttons

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

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.	referral	m.facebook.com	(referral)	2,411	2,789	1
2.	referral	seamorebeachtimesdecember2024.saltylifest...	(referral)	1	2	0
3.	email	MailChimp	welcome-updatepro...	1	1	0
4.	(not set)	3D=	(not set)	1	1	0
5.	(not set)	3Dameliaisland	(not set)	1	1	0
6.	(not set)	chatgpt.com	(not set)	10	17	0
7.	3Demail=	3Dameliaisland	(not set)	1	1	0
8.	cpc	google	(not set)	1,465	1,494	0
9.	display	thestar.com	(not set)	1	1	0
10.	social	facebook	(not set)	8	8	0
11.	cpc	google	(organic)	215	235	0
12.	organic	aol	(organic)	29	38	0
13.	organic	baidu	(organic)	2	2	0

1 - 100 / 482 < >

Quarterly Email Form Selection

TIP form selection	Medium	Source	Key events
1. Travel Agent, Yes	referral	m.facebook.com	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
Go from happy holidays to sunny getaways	Dec 30, 2024	139,399	138,492	51,272	38,694	27.94%	2,133	1,808	1.53%	907	2.98%
Start the new year with a sunny winter geta...	Dec 19, 2024	70,785	70,561	42,912	31,932	45.25%	7,747	7,402	10.94%	224	4.51%
Book your Omni Amelia Island Resort stay	Dec 6, 2024	64,734	64,545	24,247	17,946	27.8%	935	830	1.44%	189	3.04%
Tourism Tides 🌊	Dec 5, 2024	760	751	1,254	375	49.93%	158	84	20.79%	9	6.4%
Grand total		275,678	274,349	119,685	-	-	10,973	-	3.98%	1,329	-

Leisure

Subject Line	Date	Sent	Delivered	Opens	Unique Opens	Unique Open R...	Clicks	Unique Clicks	Click Rate	Bounces	CPUO
Go from happy holidays to sunny getaways	Dec 30, 20...	139,399	138,492	51,272	38,694	27.94%	2,133	1,808	1.53%	907	2.98%
Start the new year with a sunny winter getaway	Dec 19, 20...	70,785	70,561	42,912	31,932	45.25%	7,747	7,402	10.94%	224	4.51%
Book your Omni Amelia Island Resort stay	Dec 6, 2024	64,734	64,545	24,247	17,946	27.8%	935	830	1.44%	189	3.04%
Grand total		274,9...	273,598	118,431	-	-	10,815	-	3.93%	1,320	-

Meeting Planners

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

Amelia Island Tourism Industry Database - all

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

Travel Industry Professionals

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

Email Performance Summary

Total users

1,838

↑ 7.0%

New users

1,727

↑ 7.6%

Views

4,653

↑ 14.8%

Sessions

2,249

↑ 2.8%

Average session duration

00:03:02

↓ -24.0%

First user campaign	Landing page	Sessions	Views	Average session duration
1. it's_an_island_thing	/blog/from-a-z-26-things-to-see-do-in-historic-downtown	470	726	00:03:33
2. it's_an_island_thing	/blog/top-places-to-view-christmas-lights-on-and-around-amelia-island	420	1,163	00:02:29
3. it's_an_island_thing	/places-to-stay	206	596	00:03:03
4. it's_an_island_thing	/blog/amelia-island-escapes-four-charming-bed-breakfast-inns	197	380	00:06:39
5. it's_an_island_thing	/dickens-on-centre	117	223	00:03:15
6. it's_an_island_thing	/	97	214	00:02:34
7. it's an island thing	/things-to-do	90	249	00:03:20

Sessions by Country

First user source / m...	Country	Sessions
1. ameliaisland / email	United States	1,848
2. travelalerts.ca / email	Canada	141
3. Orlando Weekly - Weekly ...	United States	48
4. ameliaisland / email	Canada	47
5. travelalerts.ca / email	United States	41
6. Mailchimp / email	United States	15
7. ameliaisland / email	Netherlands	14

Sessions by City

First user source / me...	City	Sessions
1. ameliaisland / email	(not set)	235
2. ameliaisland / email	Atlanta	187
3. ameliaisland / email	Miami	115
4. ameliaisland / email	New York	97
5. ameliaisland / email	Ashburn	92
6. ameliaisland / email	Chicago	55
7. ameliaisland / email	Jacksonville	51

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 succesfully 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 fom

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