



# 1. Agenda



2398 Sadler Road, Suite 200 Fernandina Beach, FL 32034 www.AmelialslandTDC.com 904.277.4369

Date/Time: Wednesday, May 3, 2023 – 3:00 pm Location: Board of County Commission Chambers

**Call to Order** – 3:00 pm Commissioner John Martin

Invocation & Pledge Commissioner John Martin

**Roll Call** Commissioner John Martin

**Public Input** 

Research & Financials Gil Langley

Old Business: Commissioner John Martin

**New Business:** Commissioner John Martin

Reschedule Upcoming Meetings (July 12/Sept 13) Resolution for Sponsorships

Resolution for Dickens

Marketing Update Staff

Adjourn TDC Business Meeting Commissioner John Martin

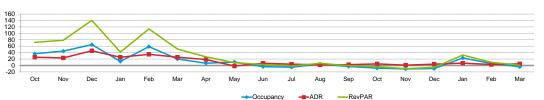


# 2. Financials & Research

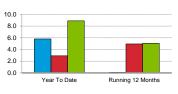
Currency: USD - US Dollar

Amelia Island Tourist Development Council For the Month of March 2023

#### **Monthly Percent Change**



#### **Overall Percent Change**



■Occupancy ■ADR ■RevF	'Α	٠F
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Occupancy (%)		2021							20	022							2023			Year To Date		Ru	unning 12 Months	s
occupancy (70)	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2021	2022	2023	2021	2022	2023
This Year	63.2	56.3	53.1	41.4	66.3	77.4	77.4	70.8	71.2	72.5	57.1	55.9	58.0	50.2	48.1	51.1	70.4	74.3	47.8	61.5	65.1	44.1	63.0	63.0
Last Year	46.2	38.9	32.2	36.7	41.8	64.4	72.3	64.0	73.9	76.8	54.6	57.8	63.2	56.3	53.1	41.4	66.3	77.4	56.8	47.8	61.5	66.0	44.1	63.0
Percent Change	36.6	44.7	64.9	12.8	58.7	20.3	7.0	10.6	-3.6	-5.5	4.6	-3.2	-8.2	-10.8	-9.6	23.4	6.3	-4.0	-15.8	28.7	5.8	-33.2	42.7	0.1
ADR		2021	_							022	_	_			_		2023			Year To Date			unning 12 Months	
This Year	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2021	2022	2023	2021	2022	202
	265.42	248.77	263.32	211.40	257.87	350.35	361.32	326.82	334.14	341.87	274.23	267.15	278.47	251.27	273.99	226.88	265.73	368.28	225.72	287.17	295.55	222.92	289.60	303.
Last Year Percent Change	211.09 25.7	201.43	180.65 45.8	168.38	191.37	278.57	304.87	332.66	312.87 6.8	328.47	268.88	260.26 2.6	265.42	248.77	263.32 4.1	211.40 7.3	257.87	350.35 5.1	220.36 2.4	225.72	287.17	236.10	222.92	289
Percent Change	25.7	23.5	45.8	25.6	34.7	25.8	18.5	-1.8	6.8	4.1	2.0	2.6	4.9	1.0	4.1	7.3	3.0	5.1	2.4	27.2	2.9	-5.6	29.9	4.
RevPAR		2021							20	022							2023			Year To Date		Ru	unning 12 Months	s
ILCVI AIL	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2021	2022	2023	2021	2022	20
This Year	167.69	140.04	139.92	87.56	170.86	271.23	279.56	231.32	237.96	248.01	156.67	149.43	161.57	126.16	131.67	115.93	187.19	273.71	107.92	176.74	192.45	98.35	182.32	19
Last Year	97.61	78.37	58.20	61.83	79.92	179.30	220.47	212.80	231.19	252.17	146.84	150.32	167.69	140.04	139.92	87.56	170.86	271.23	125.10	107.92	176.74	155.93	98.35	18
Percent Change	71.8	78.7	140.4	41.6	113.8	51.3	26.8	8.7	2.9	-1.6	6.7	-0.6	-3.6	-9.9	-5.9	32.4	9.6	0.9	-13.7	63.8	8.9	-36.9	85.4	5
		0004								200							0000			V T- D-/-				
Supply	Oct	2021	Dec		Feb	Mar	•			022	•					Jan	2023 Feb		0004	Year To Date	2023		unning 12 Months 2022	
This Year	69.285	Nov 67.050	69.285	Jan 69.285	62.580	69.285	Apr 67.050	May 69.285	Jun 67.050	Jul 69.378	Aug 69.378	Sep 67.140	Oct 69.378	Nov 67.140	Dec 69.378	69.378	62.664	Mar 69.378	2021 179.640	2022 201.150	2023	2021 715.730	808.605	20 816
Last Year	61.876	59.880	61,876	61.876	55.888	61.876	59.880	69,285	67,050	69,285	69,285	67,050	69,285	67,050	69,285	69,285	62,580	69,285	179,640	179,640	201,420	703.408	715,730	808
Percent Change	12.0	12.0	12.0	12.0	12.0	12.0	12.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	12.0	0.1	1.8	13.0	1
reiceni Change	12.0	12.0	12.0	12.0	12.0	12.0	12.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	12.0	0.1	1.0	13.0	
Demand		2021							20	022							2023			Year To Date		Rı	unning 12 Months	s
Demand	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2021	2022	2023	2021	2022	20
This Year	43,772	37,745	36,815	28,696	41,463	53,639	51,877	49,038	47,750	50,331	39,635	37,555	40,254	33,709	33,341	35,451	44,142	51,563	85,889	123,798	131,156	315,760	509,053	514
Last Year	28,611	23,299	19,936	22,723	23,340	39,826	43,304	44,320	49,547	53,190	37,836	38,726	43,772	37,745	36,815	28,696	41,463	53,639	101,980	85,889	123,798	464,561	315,760	509
Percent Change	53.0	62.0	84.7	26.3	77.6	34.7	19.8	10.6	-3.6	-5.4	4.8	-3.0	-8.0	-10.7	-9.4	23.5	6.5	-3.9	-15.8	44.1	5.9	-32.0	61.2	1
		0004								022										Year To Date			unning 12 Months	
Revenue	Oct	2021 Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2023 Feb	Mar	2021	2022	2023	2021	2022	15 20
		9.389.754	9.694.173	6.066.266	10.692.203	18.792.251	18.744.228	16.026.833	15.955.099	17.206.608	10.869.301	10.032.680	11.209.535	8.470.197	9.135.087	8.043.011	11.729.997	18.989.747	19.386.906	35.550.720	38.762.754	70.390.524	147.423.508	
This Year																								
This Year Last Year	11,618,128 6.039,454	4.693.057	3.601.432	3.826.028	4.466.628	11.094.250	13.201.938	14.743.656	15.501.558	17,471,449	10.173.464	10.078.669	11.618.128	9.389.754	9.694.173	6.066.266	10.692.203	18,792,251	22.472.537	19.386.906	35,550,720	109.681.284	70,390,524	147,4

#### Census Rooms % Rooms Participants A blank row indicates insufficient data.

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## Amelia Island Tourism Development Council Monthly Taxable Collections



Actual Sales	October	November	December	January	February	March	April	May	June	July	August	September	FY Total
FY 2010	\$3,824,925	\$4,127,108	\$2,662,768	\$3,061,087	\$3,872,714	\$7,180,869	\$7,250,176	\$6,771,684	\$9,192,997	\$11,420,967	\$6,161,937	\$4,134,125	\$69,661,357
FY 2011	\$5,117,877	\$3,146,563	\$2,891,727	\$3,057,380	\$4,477,079	\$8,042,178	\$9,089,680	\$7,348,455	\$9,319,735	\$10,455,155	\$5,315,503	\$4,709,634	\$72,970,966
FY 2012	\$5,873,108	\$4,083,078	\$3,224,742	\$2,732,955	\$4,600,703	\$9,471,861	\$8,896,159	\$7,524,447	\$9,654,444	\$10,416,601	\$6,309,424	\$5,300,489	\$78,088,012
FY 2013	\$5,993,912	\$4,252,420	\$3,048,178	\$3,744,771	\$5,098,560	\$10,724,414	\$10,388,492	\$9,925,245	\$11,911,552	\$12,710,654	\$8,908,306	\$6,817,183	\$93,523,687
FY2014	\$7,475,837	\$6,034,530	\$4,166,409	\$5,565,369	\$6,515,370	\$12,374,283	\$12,550,221	\$12,039,768	\$12,963,890	\$14,986,010	\$9,814,050	\$7,623,141	\$112,108,878
FY2015	\$8,825,683	\$6,296,108	\$5,161,284	\$6,116,785	\$8,198,689	\$13,685,610	\$13,547,538	\$12,378,353	\$14,913,734	\$16,387,766	\$10,972,556	\$9,427,872	\$124,124,387
FY2016	\$9,071,000	\$7,228,216	\$6,394,566	\$6,789,618	\$8,508,848	\$15,822,132	\$13,706,888	\$12,461,791	\$15,209,784	\$17,501,019	\$10,522,990	\$10,223,465	\$133,440,316
FY2017	\$8,004,857	\$7,920,339	\$6,228,205	\$7,028,403	\$9,634,435	\$16,040,637	\$15,611,677	\$13,478,363	\$15,698,386	\$18,932,545	\$10,027,764	\$7,354,342	\$135,959,952
FY2018	\$10,033,381	\$7,804,652	\$6,726,088	\$7,507,735	\$9,731,687	\$17,354,427	\$15,246,878	\$14,076,436	\$17,129,696	\$18,306,670	\$12,131,307	\$10,292,877	\$146,341,834
FY2019	\$12,155,507	\$8,765,734	\$6,823,561	\$7,949,841	\$10,779,734	\$19,202,124	\$16,298,866	\$14,585,578	\$17,510,133	\$20,523,960	\$9,060,000	\$7,771,180	\$151,426,218
FY2020	\$10,128,614	\$9,388,756	\$7,419,955	\$8,789,542	\$10,934,638	\$11,241,038	\$1,562,200	\$5,870,100	\$14,996,600	\$16,680,000	\$11,320,940	\$10,173,407	\$118,505,789
FY2021	\$9,508,249	\$7,184,780	\$5,794,182	\$6,806,312	\$7,120,775	\$17,239,873	\$18,417,341	\$21,535,062	\$23,954,566	\$27,585,945	\$15,980,252	\$14,965,031	\$176,092,369
FY2022	\$15,999,696	\$13,406,000	\$12,559,011	\$9,319,912	\$15,447,968	\$26,164,902	\$26,133,297	\$22,578,237	\$25,826,231	\$29,329,760	\$16,699,314	\$14,771,420	\$228,235,748
FY2023	\$15,657,013	\$11,915,233	\$12,187,448	\$11,580,994	\$17,120,218	\$27,084,287		, , ,	` ' '		, , ,	· · · ·	\$95,545,194
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% Change	-2.14%	-11.12%	-2.96%	24.26%	10.83%	3.51%							
3													
Sales Monthly													
FY2023 Projected	\$15,600,000	\$13,000,000	\$12,000,000	\$9,000,000	\$15,000,000	\$27,000,000	\$27,000,000	\$20,100,000	\$26,000,000	\$30,000,000	\$15,000,000	\$14,300,000	\$224,000,000
FY2023 Actual	\$15,657,013	\$11,915,233	\$12,187,448	\$11,580,994	\$17,120,218	\$27,084,287	<del>+=:,300,000</del>	<del>+==,,</del>	<del>+==,000,000</del>	<b>+</b> , <b>-</b> -, <b>-</b> , <b>-</b> , <b>-</b> , <b>-</b> , <b>-</b> , <b>-</b> -, <b>-</b>	Ţ: <u>-,</u> -, -, -, -, -, -, -, -, -, -, -, -, -,	Ţ::,,200,000	\$95,545,194
% Change	0.37%	-8.34%	1.56%	28.68%	14.13%	0.00							***************************************
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Sales YTD													
FY2022	\$15,999,696	\$29,405,696	\$41,964,707	\$51,284,619	\$66,732,587	\$92,897,489	\$119,030,786	\$141,609,023	\$167,435,254	\$196,765,014	\$213,464,328	\$228,235,748	\$1,364,824,947
FY2023	\$15,657,013	\$27,572,246	\$39,759,694	\$51,340,688	\$68,460,906	\$95,545,194	<b>\$1.10,000,100</b>	ψ,σσσ,σ <u>=</u> σ	ψ.σ.,.σσ, <u>z</u> σ.	ψ.σσ,.σσ,στ	ψ <u>2</u> : σ, :σ :,σ <u>2</u> σ	ψ <u>=</u> =0,=00,: .0	\$51,340,688
% Change	-2.14%	-6.24%	-5.25%	0.11%	2.59%	2.85%							401,010,000
70 G.I.a.i.go	211170	0.2 170	0.2070	311170	2.00 / 0	2.0070							
Bed Tax YOY													
FY2022 Actual	\$799,985	\$670,300	\$626,982	\$465,996	\$774,125	\$1,308,245	\$1,306,655	\$1,128,912	\$1,291,312	\$1,466,488	\$837,273	\$724,641	\$11,400,913
FY2023 Actual	\$783,009	\$595,762	\$609,372	\$579,394	\$856,011	\$1,357,684	ψ1,000,000	Ψ1,120,012	Ψ1,201,012	ψ1,400,400	ΨΟΟΤ,ΣΤΟ	Ψ124,041	\$4,781,232
% vs FY2022	-2.12%	-11.12%	-2.81%	24.33%	10.58%	3.78%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	Ψ-,101,202
FY2023 Budget	\$780,000	\$650,000	\$600,000	\$450,000	\$750,000	\$1,350,000	\$1,350,000	\$1,005,000	\$1,300,000	\$1,500,000	\$750,000	\$715,000	\$11,200,000
2023 vs Budget	0.38%	<b>-9.10%</b>	1.54%	22.33%	12.38%	0.57%	ψ1,330,000	ψ1,000,000	ψ1,300,000	ψ1,300,000	Ψ130,000	Ψ7 13,000	1.79%
2023 VS Budget	0.30 /6	-9.10 /6	1.34 /0	22.33 /6	12.30 /6	0.57 /6							1.7976
Bed Tax YTD													
FY2022 YTD	\$799,985	\$1,470,285	\$2,097,267	\$2,563,263	\$3,337,388	\$4,645,633	\$5,952,288	\$7,081,200	\$8,372,512	\$9,839,000	\$10,676,272	\$11,418,543	
FY2023 YTD							\$3,932,200	\$1,001,200	φ0,372,312	φ9,039,000	\$10,070,272	\$11,410,545	
	\$783,009	\$1,378,771 <b>-6.22</b> %	\$1,988,143	\$2,567,537	\$3,423,548	\$4,781,232							
Pace vs LY	-2.12%	-6.22%	-5.20%	0.17%	2.58%	2.92%							
EV2045	£404 404 007							-					
FY2015	\$124,124,387							_		Monthly	y I'rend		
FY2016	\$133,440,316	\$250,000,000				\$228,235,748		\$35,000,000					
FY2017	\$135,959,952						-						
FY2018	\$146,341,834				\$176,092,369			\$30,000,000				<u> </u>	
FY2019	\$151,426,218	\$200,000,000			\$170,032,303			\$25,000,000					
FY2020	\$118,505,789		\$146,341,834 \$15	1,426,218			——— III						
FY2021	\$176,092,369	\$150,000,000						\$20,000,000					
FY2022	\$228,235,748	' ' '		\$118,505,	789	405 -	45 404				<b>**</b>		
FY2023	\$95,545,194					\$95,5	45,194	\$15,000,000					
		\$100,000,000						\$10,000,000					
		]						710,000,000					
		¢E0 000 000						\$5,000,000			$\rightarrow$		
		\$50,000,000											
								\$0	Name of the contract of the co	est	and and the		Account Contract
		\$0 ×						October	November December Ja	anuary February Mar	rch April May	June July	August September
			FY2018 F	/2019 FY2020	FY2021	FY2022 FY202	23		FY2018 -	FY2019 — FY2020	FY2021 FY20	22 — FY2023	
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	Į,	AITDC\RESEARC	H\Bed Tax\FY202	22									
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FOR 2023 07							
ACCOUNTS FOR: 137 AI TOURIST DEVELOPMENT FUND	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD ACTUAL	ENC/REQ	AVAILABLE BUDGET	PCT USE/COL
37521582 TDC ADMIN FEES-TRANS OUT							
137 .521.582.58.591910.CLERK	168,000	ADMINISTRATIVE	FEE-CLERK 168,000	62,134.90	.00	105,865.10	37.0%
137 .521.582.58.591910.TAXCO	168,000	ADMIN FEE-TAX	COLLECTOR 168,000	62,144.90	.00	105,855.10	37.0%
TOTAL TDC ADMIN FEES-TRANS OUT	336,000	0	336,000	124,279.80	.00	211,720.20	37.0%
37522552 TDC RESEARCH/ADMIN							
137 .522.552.55.531041.	1,629,600	MANAGEMENT FEE	E-CVB L,629,600	602,805.76	.00	1,026,794.24	37.0%
TOTAL TDC RESEARCH/ADMIN	1,629,600	0 1	L,629,600	602,805.76	.00	1,026,794.24	37.0%
37523552 TDC MARKETING							
137 .523.369900.DOC	0	MISCELLANEOUS 0	REVENUE 0	-29,950.05	.00	29,950.05	100.0%
137 .523.369910.	0	REFUND OF PRIC	OR YEAR EXPE	NSES -800.00	.00	800.00	100.0%
137 .523.552.55.512000.	39,975	REGULAR SALARI	IES AND WAGE 39,975	.00	.00	39,975.00	.0%
137 .523.552.55.521010.	2,478	FICA TAXES 0	2,478	.00	.00	2,478.00	. 0%
137 .523.552.55.521020.	580	MEDICARE TAXES	5 580	.00	.00	580.00	.0%
137 .523.552.55.522000.	4,761	RETIREMENT 0	4,761	.00	.00	4,761.00	.0%



FOR 2023 07						
ACCOUNTS FOR: L37 AI TOURIST DEVELOPMENT FUND	ORIGINAL APPROP	TRANFRS/ REVI ADJSTMTS BUD		ENC/REQ	AVAILABLE BUDGET	PCT USE/COL
137 .523.552.55.523010.	7,500	LIFE & HEALTH INSUR 0 7,	ANCE 500 .00	.00	7,500.00	.0%
137 .523.552.55.524010.	64	WORKERS' COMPENSATI 0	ON 64 75.37	.00	-11.37	117.8%*
137 .523.552.55.531000.	0	PROFESSIONAL SERVIC 67,894 67,		39,086.07	-23,267.92	134.3%*
.523.552.55.531000.C0112	1,000,000	PROFESSIONAL SERVIC 0 1,000,		.00	1,000,000.00	.0%
L37 .523.552.55.531000.LCPRJ	500,000	PROFESSIONAL SERVIC 147,558 647,		11,597.42	521,253.04	19.5%
37 .523.552.55.534250.	150,000	MARKETING DATA 0 150,	000 22,550.00	79,158.31	48,291.69	67.8%
37 .523.552.55.540000.ENTNT	7,500	TRAVEL AND PER DIEM 0 7,	500 .00	.00	7,500.00	.0%
37 .523.552.55.540000.LODGE	7,500	TRAVEL AND PER DIEM 0 7,	500 1,204.06	.00	6,295.94	16.1%
37 .523.552.55.540000.MEALS	8,500	TRAVEL AND PER DIEM 0 8,	500 62.37	.00	8,437.63	.7%
37 .523.552.55.540000.TRAVL	6,000	TRAVEL AND PER DIEM 0 6,	000 5,661.44	.00	338.56	94.4%
37 .523.552.55.542000.FULFL	2,500	FREIGHT AND POSTAGE 0 2,	SERVICES 883.11	.00	1,616.89	35.3%
37 .523.552.55.548110.	100,000	PRODUCTION 0 100,	.00	.00	100,000.00	.0%
37 .523.552.55.548110.CONTE	275,000	PRODUCTIONS 307,408 582,	408 213,722.80	38,170.40	330,514.80	43.3%
37 .523.552.55.548110.DESGN	400,000	PRODUCTIONS 914 400,	914 282,427.65	99,932.25	18,554.10	95.4%
37 .523.552.55.548120.AUDIO	125,000	PAID MEDIA 0 125,	000 65,968.20	58,611.14	420.66	99.7%



FOR 2023 07							
CCOUNTS FOR: 37 AI TOURIST DEVELOPMENT FUND	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD ACTUAL	ENC/REQ	AVAILABLE BUDGET	PCT USE/COL
37 .523.552.55.548120.DIGIT	1,735,000	PAID MEDIA 2,400	1,737,400	775,414.77	1,007,240.23	-45,255.00	102.6%*
37 .523.552.55.548120.INTNL	100,000	PAID MEDIA 9,515	109,515	5,550.00	.00	103,965.00	5.1%
37 .523.552.55.548120.LCPRJ	300,000	PAID MEDIA 0	300,000	37,613.73	59,836.27	202,550.00	32.5%
37 .523.552.55.548120.00Н	200,000	PAID MEDIA	200,000	8,026.78	175,238.41	16,734.81	91.6%
37 .523.552.55.548120.PRINT	450,000	PAID MEDIA 10,300	460,300	189,728.06	124,675.00	145,896.94	68.3%
37 .523.552.55.548120.VIDEO	400,000	PAID MEDIA 0	400,000	7,500.00	375,000.00	17,500.00	95.6%
37 .523.552.55.548240.LICEN	100,000	INTERACTIVE 0	100,000	23,150.76	.00	76,849.24	23.2%
37 .523.552.55.548240.SPEC	575,000	INTERACTIVE 0	575,000	75,851.25	425,798.67	73,350.08	87.2%
7 .523.552.55.548240.TOOLS	100,000	INTERACTIVE 0	100,000	17,788.67	.00	82,211.33	17.8%
37 .523.552.55.548330.	0	ADV IN HOUSE	E-MISC 0	10.00	.00	-10.00	100.0%*
37 .523.552.55.548350.AIMOH	15,000	PARTNERS/SPO 0	ONSORSHIPS/GRAN 15,000	.00	.00	15,000.00	.0%
37 .523.552.55.548350.EVNTG	55,000	PARTNERS/SPO 0	ONSORSHIPS/GRAN 55,000	.00	.00	55,000.00	.0%
37 .523.552.55.548350.FFCG	85,000	PARTNERS/SPO 0	ONSORSHIPS/GRAN 85,000	T 85,000.00	.00	.00	100.0%
7 .523.552.55.548350.JAXSP	75,000	PARTNERS/SPO	ONSORSHIPS/GRAN 75,000	T 50,000.00	.00	25,000.00	66.7%
7 .523.552.55.548350.LCPRJ	544,642	PARTNERS/SPO 0	ONSORSHIPS/GRAN 544,642	T 82,500.00	.00	462,142.00	15.1%



FOR 2023 07						
ACCOUNTS FOR: 137 AI TOURIST DEVELOPMENT FUND	ORIGINAL APPROP	TRANFRS/ REVISED ADJSTMTS BUDGET	YTD ACTUAL	ENC/REQ	AVAILABLE BUDGET	PCT USE/COL
137 .523.552.55.548520.	75,000	SPECIAL EVENTS 0 75,000	10,160.02	.00	64,839.98	13.5%
137 .523.552.55.548520.DOC	350,000	SPECIAL EVENTS 20,833 370,833	321,555.18	5,150.00	44,127.82	88.1%
137 .523.552.55.548520.HOLDY	200,000	SPECIAL EVENTS 0 200,000	185,613.20	.00	14,386.80	92.8%
137 .523.552.55.548520.RESTW	10,000	SPECIAL EVENTS 0 10,000	.00	.00	10,000.00	.0%
137 .523.552.55.548520.SPEC	200,000	SPECIAL EVENTS 0 200,000	.00	.00	200,000.00	.0%
137 .523.552.55.548710.PREXP	73,000	PUBLIC RELATIONS 0 73,000	12,874.97	60,125.03	.00	100.0%
137 .523.552.55.548710.PRSPC	75,000	PUBLIC RELATIONS 0 75,000	42,100.00	32,900.00	.00	100.0%
137 .523.552.55.552000.	6,600	MISC OPERATING SUPPLIES 0 6,600	.00	.00	6,600.00	.0%
TOTAL TDC MARKETING	8,361,600	566,822 8,928,422	2,659,025.73	2,592,519.20	3,676,877.07	58.8%
37524552 TDC TRADE SHOWS/TRAVEL TR						
137 .524.552.55.534000.WELMC	1,300	OTHER CONTRACTUAL SERVI	ICES 200.00	.00	1,100.00	15.4%
137 .524.552.55.540000.	0	TRAVEL AND PER DIEM 0	384.54	.00	-384.54	100.0%*
137 .524.552.55.540000.ENTNT	5,000	TRAVEL AND PER DIEM 0 5,000	.00	.00	5,000.00	.0%
137 .524.552.55.540000.LODGE	6,000	TRAVEL AND PER DIEM 0 6,000	5,416.75	.00	583.25	90.3%
137 .524.552.55.540000.MEALS	3,000	TRAVEL AND PER DIEM 0 3,000	545.51	.00	2,454.49	18.2%



PCT USE/COL
.0%
18.6%
7.0%
100.0%*
.0%
62.7%
19.9%
43.6%
30.2%
.0%
39.0%
16.6%
101.5%*
30.0%
.0%



FOR 2023 07							
ACCOUNTS FOR: L37 AI TOURIST DEVELOPMENT FUND	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD ACTUAL	ENC/REQ	AVAILABLE BUDGET	PCT USE/COL
137 .524.552.55.548018.TDREL	7,000	TRAVEL TRADE 0	7,000	960.56	.00	6,039.44	13.7%
L37 .524.552.55.548018.TDSHW	25,000	TRAVEL TRADE 0	25,000	9,635.40	15,180.00	184.60	99.3%
137 .524.552.55.548019.INCTV	35,000	HOSPITALITY S	SERVICES 35,000	.00	.00	35,000.00	.0%
L37 .524.552.55.548019.PUBAW	25,000	HOSPITALITY S	SERVICES 25,000	4,200.00	5,220.55	15,579.45	37.7%
137 .524.552.55.548019.WELMC	13,000	HOSPITALITY S	SERVICES 13,000	3,400.69	.00	9,599.31	26.2%
L37 .524.552.55.548161.FAMS	15,000	FAMILIARIZAT	IONS 15,000	324.89	.00	14,675.11	2.2%
.37 .524.552.55.548161.FLTFS	10,000	FAMILIARIZAT	IONS 10,000	1,000.00	.00	9,000.00	10.0%
.524.552.55.548161.SALMS	10,000	FAMILIARIZATI	IONS 10,000	.00	.00	10,000.00	.0%
37 .524.552.55.549000.WELMC	130,000	OTHER CURRENT	T CHARGES & C 130,000	OBLIGA 23,713.19	86,286.81	20,000.00	84.6%
.37 .524.552.55.552000.	4,600	MISC OPERATIN	NG SUPPLIES 4,600	.00	.00	4,600.00	.0%
.37 .524.552.55.552007.	84,500	PROMOTIONAL S	SUPPLIES 97,775	14,527.03	4,019.00	79,228.97	19.0%
.37 .524.552.55.554006.	30,000	DUES/SUBSCRII	PT/TRAINING 30,000	14,030.00	.00	15,970.00	46.8%
TOTAL TDC TRADE SHOWS/TRAVEL TR	1,086,400	30,383	1,116,783	214,587.41	334,438.63	567,756.96	49.2%
37525539 TDC BEACH IMPROVMENTS							
.37 .525.539.53.534102.	11,400	CONTRACT SERV	VICE-BEACH CL 11,400	.00	.00	11,400.00	.0%



FOR 2023 07							
ACCOUNTS FOR: 137 AI TOURIST DEVELOPMENT FUND	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD ACTUAL	ENC/REQ	AVAILABLE BUDGET	PCT USE/COL
137 .525.539.53.534102.0FBCH	120,000	CONTRACT SE	RVICE-BEACH 120,000	CLEAN 22,500.00	.00	97,500.00	18.8%
137 .525.539.53.534102.ONBCH	360,000	CONTRACT SE 0	RVICE-BEACH 360,000	CLEAN 195,000.00	198,000.00	-33,000.00	109.2%*
137 .525.539.53.552000.	7,500	MISC OPERAT 0	ING SUPPLIES 7,500	548.80	.00	6,951.20	7.3%
137 .525.539.53.554000.	12,500	DUES & SUBS 0	CRIPTIONS 12,500	6,500.00	.00	6,000.00	52.0%
137 .525.539.53.563000.c0112	3,000,000	IMPROVEMENT 0	S OTHER THAN 3,000,000	BLDGS .00	.00	3,000,000.00	.0%
137 .525.539.53.581202.	75,000	AID-CITY OF 0	FERNANDINA 75,000	BCH 23,149.03	.00	51,850.97	30.9%
TOTAL TDC BEACH IMPROVMENTS	3,586,400	0	3,586,400	247,697.83	198,000.00	3,140,702.17	12.4%
TOTAL AI TOURIST DEVELOPMENT FUND	15,000,000	597,205	15,597,205	3,848,396.53	3,124,957.83	8,623,850.64	44.7%
TOTAL REVENUES TOTAL EXPENSES	15,000,000	0 597,205	0 15,597,205	-30,750.05 3,879,146.58	.00 3,124,957.83	30,750.05 8,593,100.59	



#### YEAR-TO-DATE BUDGET REPORT

FOR 2023 07								
		ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD ACTUAL	ENC/REQ	AVAILABLE BUDGET	PCT USE/COL
	GRAND TOTAL	15,000,000	597,205	15,597,205	3,848,396.53	3,124,957.83	8,623,850.64	44.7%

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

### Appendix: Data Tabulations

Length of Stay of Visitors:In Commercial Lodging on Amelia Island

4.4 nights

o In Commercial Lodging (Not Amelia Island)

3.6 nights

Staying with Friends/Relatives

4.3 nights

Visitor Party Size:

0	In Commercial Lodging on Amelia Island	2.4 people
0	In Commercial Lodging (Not Amelia Island)	2.3 people
0	Staying with Friends/Relatives	2.4 people
0	Day-trippers	2.1 people

Event Information Sources Cited:

0	Event Website	70.7%
0	Previous Visits to Amelia's Concours Week	57.2%
0	Internet	42.1%
0	Recommendation	34.0%
0	Instagram	15.0%
0	Facebook	12.0%
0	Newspaper/News Story	9.0%
0	Twitter	7.5%

 Fully 96.2% of event attendees are satisfied with their experience at Concours Week and the Amelia 2023. The majority of visitors (90.6%) would recommend Amelia Island. Some 83.3% are hoping to return for Concours Week next year and 82.4% say they would return to the destination outside of future Concours Weeks.



• Base: Off-Island Visitors

0	Visiting Amelia Island for the First Time	26.7%
0	Visiting Concours Week for the first time	32.3%

- Adult event attendees average 55.6 years of age. Four out of five (81.1%) command household incomes of \$100,000 or more, with over half (52.3%) reporting household incomes in excess of \$250,000. The median household income of event attendees is \$216,904.
- Demographic Breakouts:

0	White/Caucasian	88.7%
0	Hispanic/Latinx	8.4%
0	Black/African American	5.8%
0	Asian	5.0%



### 2023 Amelia Island Concours Week Estimated Economic Impact March 2 – 5, 2023

The study of the 2023 Concours Week was implemented to document the economic impact of the events. The findings of the study are based on 306 interviews conducted with randomly selected 2023 Concours Week attendees.

Specifically, our event-related findings are as follows:

- Estimated Total Direct Expenditures of Off-Island Visitors (Overnight and Day-trippers): \$30,607,000 (2022: \$25,677,400; 2021: \$20,096,600).
- Estimated Total Economic Impact of Off-Island Visitors: \$40,269,600 (2022: \$33,783,800; 2021: \$26,440,900). Amelia Island Tourism Multiplier: 1.3157

•	Concours Week Visitor Impact Breakouts:	<u>2021</u>	<u>2022</u>	<u>2023</u>
	o Staying In Commercial Lodging on Amelia Is	land \$20,672,700	\$26,729,400	\$31,285,000
	<ul> <li>Staying in Commercial Lodging (Not Amelia Is</li> </ul>	sland) \$4,456,700	\$5,265,100	\$6,977,000
	o Day-trippers	\$739,000	\$777,200	\$1,196,400
	<ul> <li>Staying with Friends/Relatives</li> </ul>	\$572,500	\$1,012,100	\$811,200
•	Concours Week Visitor Distribution:	<u>2021</u>	<u>2022</u>	<u>2023</u>
	o Staying In Commercial Lodging on Amelia Is	land 45.6%	48.6%	45.3%
	<ul> <li>Staying in Commercial Lodging (Not Amelia Is</li> </ul>	sland) 22.2%	21.3%	22.7%
	o Day-trippers	18.9%	14.3%	18.9%
	<ul> <li>Staying with Friends/Relatives</li> </ul>	3.9%	5.8%	4.5%
	o Amelia Island Residents	9.4%	10.0%	8.6%





# 3. New Business (Resolutions)

#### AITDC RESOLUTION NO. 2023-\_\_\_\_

A RESOLUTION OF THE AMELIA ISLAND TOURIST DEVELOPMENT COUNCIL OF NASSAU COUNTY, FLORIDA RECOMMENDING TO THE BOARD OF COUNTY COMMISSIONERS THE ENGAGEMENT WITH THE OUTLINED PROFESSIONAL SERVICE PROVIDERS TO HELP EXECUTE THE EVENT, DICKENS ON CENTRE, IN FISCAL YEAR 2023; FINDING THE USE OF TOURIST DEVELOPMENT TAX DOLLARS WILL ENHANCE VISITOR EXPERIENCES, PROMOTE TOURISM ON AMELIA ISLAND, IN NASSAU COUNTY, AND IN THE STATE OF FLORIDA, AND GROW THE TOURISM MARKET; PROVIDING CERTAIN LEGISLATIVE FINDINGS; AND PROVIDING AN EFFECTIVE DATE.

**WHEREAS**, Tourism is a critical component of the Nassau County economy generating over \$850 million in economic impact; supports 1 in 4 jobs; and contributes 36% of all sales taxes collected; and

WHEREAS, the Board of County Commissioners (BOCC) is authorized under Section 125.0104, Florida Statute, to perform those acts, including the expenditure of Local Option Tourist Development Act Tax monies for (1) the marketing of Amelia Island tourism; (2) to increase Tourism Development Tax, herein referred to as the "TDT", revenues; (3) to increase Local Optional Sales Tax revenues; (4) to increase gas revenues; (5) to increase job growth; all of which further the public good for the people of Nassau County, and as such is in the best interest of Nassau County; and

WHEREAS, the BOCC has by Ordinance No. 88-31, as amended by Ordinance No. 89-8, established the Amelia Island Tourist Development Council (AITDC), adopted a strategic tourism plan; has levied and imposed a two percent (2%) Tourist Development Tax Development Plan for the use of funds derived from such tax; and pursuant to Florida Statutes and the recommendation of the AITDC, the BOCC, in Ordinance No. 2008-16 increased the TDT to three percent (3%); and in Ordinance No. 2010-02 increased the TDT to four percent (4%); and in Ordinance No. 2018-16 increased the TDT to five percent (5%); and

**WHEREAS,** the AITDC is an advisory board to the BOCC as provided for in Section 125.0104, Florida Statutes; and

**WHEREAS**, the funds received by the County from the TDT are restricted tax funds and the expenditure of those funds shall comply with Ordinance No. 88-31, as amended, and Ordinance No. 89-8, as amended, and Florida Statutes and the Florida Administrative Code, and AITDC Policies as approved by the BOCC; and

**WHEREAS**, pursuant to Section 125.0104, Florida Statutes, the BOCC may engage or sponsor county tourism promotion agencies and has determined that, based on the recommendation of the AITDC, the BOCC shall contract with the Amelia Island Convention and Visitors Bureau (AICVB); and

**WHEREAS**, the AICVB performs tasks recommended by the AITDC and approved by the BOCC in its capacity of administration and research; and

**WHEREAS**, the AITDC, based upon the recommendation of the AICVB, finds that the engagement with these professional service providers, is tourism-related and assists in the promotion thereof; and

**WHEREAS**, the utilization of TDT dollars to engage professional service providers in execution of tasks related to destination marketing is an integral aspect of successful tourism development in Nassau County, Florida.

#### **NOW, THEREFORE, BE IT RESOLVED** by the AITDC, as follows:

**SECTION 1. FINDINGS**. The above findings are true and correct and are hereby incorporated herein by reference.

#### SECTION 2. USE OF TOURIST DEVELOPMENT TAX DOLLARS.

- a. The AITDC recommends that the BOCC utilize TDT dollars for the engagement of the following vendors, as means to promote tourism in Nassau County, Florida.
  - a. We-Decorate One (1) year extension to the current contract for the Downtown Fernandina Beach holiday tree lighting \$185,613.19.
  - b. Jason Woods Productions New contract for the Main and 2<sup>nd</sup> stage entertainment not to exceed \$90,000.00.
  - c. Sky Element One (1) year extension to the current contract for the Drone Show for 3 nights not to exceed \$130,000.00.
  - d. AVL Productions, Inc. One (1) year extension to the current contract for the Production Company not to exceed \$60,000.00.
- b. The AITDC finds that the use of TDT dollars for the engagement of these vendors, is consistent with Section 125.0104, Florida Statutes and with local Ordinances 88-31, as amended, and Ordinance 89-8, as amended.
- c. The AITDC recommends appointment of the AICVB to manage the events as provided for in the Agreement (CM2698) between the AICVB and the BOCC, fully executed on July 8, 2019, and utilize such resources necessary for success as recommended by the AITDC and approved by the BOCC.
- d. The recommended amounts of TDT dollars needed to fund the engagement of the vendors herein; and such amount pursuant to Ordinance 88-31, as amended, shall be funded from the AITDC proposed budget.

**SECTION 3. SCOPE**. The AITDC recommends the BOCC approve the engagement of the vendors herein.

	plution shall take effect immediately upon its passage.
<b>DULLY ADOPTED</b> this day of	, 2023.
	MELIA ISLAND TOURIST DEVELOPMENT OUNCIL OF NASSAU COUNTY, FLORIDA
	OHN F. MARTIN, MBA ts: Chairman
	ts: Chairman Date:

Approved as to form by the
Nassau County Attorney:
•
DENISE C. MAY

#### AITDC RESOLUTION NO. 2023-

A RESOLUTION OF THE AMELIA ISLAND TOURIST DEVELOPMENT COUNCIL OF NASSAU COUNTY, FLORIDA RECOMMENDING TO THE BOARD OF COUNTY COMMISSIONERS THE ENGAGEMENT OR SPONSORSHIP OF THE NEW HURRICANE TOUR, LLC TO PROMOTE AND EXECUTE THE OMNI OAK MARSH JUNIOR OPEN AND AMELIA ISLAND JUNIOR SHOOTOUT; THE RITZ-CARLTON HOTEL COMPANY, LLC D/B/A THE RITZ-CARLTON, AMELIA ISLAND TO PROMOTE AND EXECUTE THE AMELIA ISLAND COOKOUT; THE OMNI AMELIA ISLAND, LLC D/B/A OMNI AMELIA ISLAND RESORT FOR FLOORCON23 PRODUCED BY BROADLUME; FINDING THE STRATEGIC PLAN AND USE OF TOURIST DEVELOPMENT TAX DOLLARS WILL ENHANCE EXPERIENCES. PROMOTE TOURISM ON AMELIA ISLAND, IN NASSAU COUNTY. AND IN THE STATE OF FLORIDA, AND GROW THE TOURISM MARKET; PROVIDING CERTAIN LEGISLATIVE FINDINGS; AND PROVIDING AN EFFECTIVE DATE.

**WHEREAS**, Tourism is a critical component of the Nassau County economy generating over \$850 million in economic impact; supports 1 in 4 jobs; and contributes 36% of all sales taxes collected; and

WHEREAS, the Board of County Commissioners (BOCC) is authorized under Section 125.0104, Florida Statute, to perform those acts, including the expenditure of Local Option Tourist Development Act Tax monies for (1) the marketing of Amelia Island tourism; (2) to increase Tourism Development Tax, herein referred to as the "TDT", revenues; (3) to increase Local Optional Sales Tax revenues; (4) to increase gas revenues; (5) to increase job growth; all of which further the public good for the people of Nassau County, and as such is in the best interest of Nassau County; and

WHEREAS, the BOCC has by Ordinance No. 88-31, as amended by Ordinance No. 89-8, established the Amelia Island Tourist Development Council (AITDC), adopted a strategic tourism plan; has levied and imposed a two percent (2%) Tourist Development Tax Development Plan for the use of funds derived from such tax; and pursuant to Florida Statutes and the recommendation of the AITDC, the BOCC, in Ordinance No. 2008-16 increased the TDT to three percent (3%); and in Ordinance No. 2010-02 increased the TDT to four percent (4%); and in Ordinance No. 2018-16 increased the TDT to five percent (5%); and

**WHEREAS,** the AITDC is an advisory board to the BOCC as provided for in Section 125.0104, Florida Statutes; and

**WHEREAS**, the funds received by the County from the TDT are restricted tax funds and the expenditure of those funds shall comply with Ordinance No. 88-31, as amended, and Ordinance No. 89-8, as amended, and Florida Statutes and the Florida Administrative Code, and AITDC Policies as approved by the BOCC; and

**WHEREAS**, pursuant to Section 125.0104, Florida Statutes, the BOCC may engage or sponsor county tourism promotion agencies and has determined that, based on the recommendation of the AITDC, the BOCC shall contract with the Amelia Island Convention and Visitors Bureau (AICVB); and

**WHEREAS**, the AICVB performs tasks recommended by the AITDC and approved by the BOCC in its capacity of administration and research; and

WHEREAS, the AITDC, based upon the recommendation of the AICVB, finds that the engagement or sponsorship of The New Hurricane Tour, LLC to promote and execute Omni Oak Marsh Junior Open & Amelia Island Junior Shootout, The Ritz-Carlton Hotel Company, LLC d/b/a The Ritz-Carlton, Amelia Island to promote and execute the Amelia Island Cookout, the Omni Amelia Island, LLC d/b/a Omni Amelia Island Resort for FloorCon23 produced by Broadlume as further depicted in Exhibit "A" attached hereto, is tourism-related and assists in the promotion thereof; and

**WHEREAS**, the utilization of TDT dollars to fund new and enhanced products and events is an integral aspect of successful tourism development in Nassau County, Florida.

#### **NOW, THEREFORE, BE IT RESOLVED** by the AITDC, as follows:

**SECTION 1. FINDINGS**. The above findings are true and correct and are hereby incorporated herein by reference.

#### SECTION 2. USE OF TOURIST DEVELOPMENT TAX DOLLARS.

- a. The AITDC recommends that the BOCC utilize TDT dollars for the engagement or sponsorship of The New Hurricane Tour, LLC to promote and execute Omni Oak Marsh Junior Open & Amelia Island Junior Shootout, The Ritz-Carlton Hotel Company, LLC d/b/a The Ritz-Carlton, Amelia Island to promote and execute the Amelia Island Cookout, the Omni Amelia Island, LLC d/b/a Omni Amelia Island Resort for FloorCon23 produced by Broadlume as further depicted in Exhibit "A" attached hereto, as means to promote tourism in Nassau County, Florida.
- b. The AITDC finds that the use of TDT dollars for the engagement or sponsorship of The New Hurricane Tour, LLC to promote and execute Omni Oak Marsh Junior Open & Amelia Island Junior Shootout, The Ritz-Carlton Hotel Company, LLC d/b/a The Ritz-Carlton, Amelia Island to promote and execute the Amelia Island Cookout, the Omni Amelia Island, LLC d/b/a Omni Amelia Island Resort for FloorCon23 produced by Broadlume (as further depicted in Exhibit "A" attached hereto, is consistent with Section 125.0104, Florida Statutes and with local Ordinances 88-31, as amended, and Ordinance 89-8, as amended.
- c. The AITDC recommends appointment of the AICVB to manage the events as provided for in the Agreement (CM2698) between the AICVB and the BOCC, fully executed on

July 8, 2019, and utilize such resources necessary for success as recommended by the AITDC and approved by the BOCC.

- d. The recommended amounts of TDT dollars needed to fund or sponsor the events is as follows:
  - 1. The New Hurricane Tour, LLC to promote and execute the Omni Oak Marsh Junior Open (January 6-7, 2024) & Amelia Island Junior Shootout (March 30-31, 2024) - \$15,000
  - 2. The Ritz-Carlton Hotel Company, LLC d/b/a The Ritz-Carlton, Amelia Island to promote and execute The Amelia Island Cookout (October 20-22, 2023) -\$30,000 (Multiyear award with increase to \$50,000 for 2024)
  - 3. Omni Amelia Island, LLC d/b/a Omni Amelia Island Resort for FloorCon23 produced by Broadlume (November 26-December 2, 2023) - \$6,500

Such amounts pursuant to Ordinance 88-31, as amended, shall be funded from the AITDC budget.

**SECTION 3. SCOPE**. The AITDC recommends that the BOCC approve the engagement or sponsorship of the events referenced herein and further depicted in Exhibit "A".

**SECTION 4. EFFECTIVE DATE**. This Resolution shall take effect immediately upon its passage.

DIII	$\mathbf{I}.\mathbf{V}$	ADOPTED	thic	day of	2023
	/	~ 1 / \ / 1   1   1 / 1 / 1	11113	uav u	. 404.1

DULLY ADOPTED this	_ day of, 2023
	AMELIA ISLAND TOURIST DEVELOPMENT COUNCIL OF NASSAU COUNTY, FLORIDA
	JOHN F. MARTIN, MBA Its: Chairman Date:
Approved as to form by the Nassau County Attorney:	
DENISE C. MAY	



#### **Event/project/program Sponsorship Funding Application**

Please complete the following to be considered for event/project/program sponsorship funding. Attach additional documentation if needed. Be sure to review the requirements before submitting your application.

Each event/project/program host/organizer applying for sponsorship will be required to submit this Special Event/project/program Sponsorship Application. The annual sponsorship application process shall close on June 30 for consideration of support in the next fiscal year (October 1 through September 30). The application must be submitted to the TDC Managing Director by e-mail (billing@ameliaisland.com) or mailed/hand delivered to 1750 S 14th Street, Suite 200, Amelia Island, FL 32034.

For questions related to completing the application, please email Mariela Murphy at <a href="mmurphy@ameliaisland.com">mmurphy@ameliaisland.com</a> or call 904-277-4369.

Name of Event/project/program: The New Hurricane Tour, LLC

Event/project/program Date(s): January 6-7, 2024 and March 30-31, 2024

Event/project/program Location(s): Oak Marsh at Omni Resort

Funding Amount Requesting: \$7,500 for each tournament / 2 tournaments = \$15,000 Total

Event/project/program Host/Organizer/Applicant: Omni Oak Marsh Junior Open; Amelia Island Junior Shootout

Event/project/program Host/Organizer/Applicant Address: 905 Lee Road Orlando, FL 32810

Contact Person: Rex Grayner

Address: 905 Lee Road Orlando, FL 32810

**Phone:** 720-284-4944

Email: rex@hjgt.org

#### **Event/project/program Information**

Provide names and contact information of all persons, firms, and corporations with a financial interest in the Special Event/project/program or participating in the control of the event/project/program.

Hurricane Junior Golf Tour

**EXHIBIT "A"** 

Rex Grayner 905 Lee Road Orlando, FL 32810 rex@hjgt.org 720-284-4944 https://www.hjgt.org/

Provide a detailed description of the event/project/program and how it promotes Amelia Island tourism, the proposed goals, objectives, and economic impact of the event/project/program to include dates of the event/project/program (including set up and tear down); anticipated attendance; audience demographic, and projected overnight visitation.

#### About HJGT:

The Hurricane Junior Golf Tour (HJGT) was founded in 2007 with the intention of providing junior golfers an opportunity to play exceptional courses in a competitive environment. The Tour's mission is to help grow the game, provide superb hospitality, and make every event a memorable experience for kids. With play open to both boys and girls ages 8-18, nearly every junior golfer is eligible to participate on the Hurricane Junior Golf Tour.

#### The Partnership Opportunity:

In a \$19 billion U.S. youth sports market (more than the value of the NFL), amateur competition and youth sports travel is gaining traction because they provide family entertainment while improving the skills of youth players.

Junior golf grew 24% in 2020, the largest gain since Tiger's 1997 Masters victory. With more than 3 million kids now competing in junior golf, this is an emerging market with no end to growth in sight. As an official HJGT partner, your brand can be exposed to an estimated 1 million people annually. It is an opportunity to engage with those potential customers in a fun and positive environment reaching many influencers in the golf community.

Provide a logistics outline (including but not limited to location/site plan, parking/shuttle and traffic plan, security plan, sanitation plan, health and safety plan, and special needs requirements) for your event/project/program.

The RFP deadline was April 14<sup>th</sup>. The HJGT is conducting on-going negotiations with local courses that have expressed interest in hosting one or both 2024 tournaments. Once a selection has been made, further details may be provided, though the tournaments will take place at a local golf course(s) using their existing amenities.

Describe in detail how the special event/project/program sponsorship funds will be used including media plan with advertising schedule; public relations activities; proposed creative materials (including but not limited to display ads, banner ads, websites, flyers, posters); promotional activities to support the event/project/program and the related expense budgets for the marketing activities.

- 1. On-site activation at selected events annually (set up booth/table at each event and promote products to players, parents, coaches, course staff and daily fee players).
- 2. 3' x 5' vinyl banner/signage displayed at all 300+ multi-day events nationwide (provided by HJGT)
- 3. HJGT Player Passports full page print ad in our full color tour booklets, which are distributed to each player at each event. Includes 5 editions with an estimated annual circulation of 20,000): Winter (Jan-Mar), Spring (Apr-Jun), Summer (July-Sept), Fall (Oct-Dec) and National

Championship Special Edition (Dec).

- 4. Dedicated monthly or quarterly email campaigns promoting your brand to our database of 60,000+ players, parents, golf instructors, academies, courses, partners, First Tee organizations, college coaches, etc.
- 5. Dedicated monthly or quarterly individual social media posts across all channels.
- 6. National enter-to-win or giveaway campaign promoted to 20,000+ Instagram and 12,000+ Facebook followers.
- 7. Featured brand at HJGT National Championships and/or National Long Drive Finals in December.
- 8. Linked logo/branding added to HJGT website
- 9. Category exclusivity "Official [Category] of the Hurricane Junior Golf Tour."
- 10. Co-branded registration gifts
- 11. National press release announcing the partnership.

#### **Budget**

An event/project/program budget must accompany this application. Budget should include:

- amount being invested by the event/project/program host/organizer.
- an expense budget for producing the event/project/program.
- amount of support requested from the TDC and its intended use.
- additional sponsorship revenues.
- anticipated revenue from ticket/ancillary sales.
- any other revenue expected to be generated by the event/project/program.

Event/project/program Host/Organizer/Applicant Signature: <u>Matt Dunn / Rex Grayner</u>

Date: 4/17/23

Internal Use Only:
Date Received:
Approved:Yes /No
Amount:

#### **Event/project/program Sponsorship Funding Requirements:**

- 1. Only one request per event/project/program.
- 2. Requests cannot be for more than fifty percent (50%) of total event/project/program budget.
- 3. Approval of sponsorships shall be considered as one-time approvals and applicant should not assume that funding is pre-approved for subsequent years or amounts.
- 4. A Post Event Summary Report must be submitted to the TDC forty five (45) days after completion of the event/project/program.
- 5. All sponsorship funds must go toward the event/project/program itself and must not be used to pay commissions, bonuses, or other incentives for fund-raising efforts by staff, volunteers, or other parties.
- 6. If for any reason you are unable to purchase an item or service as approved in your application, you must notify the TDC and request to substitute another item or service.
- 7. Any applicant found guilty of violating, misleading, neglecting or refusing to comply with the application requirements shall be disqualified from submitting any future requests.
- 8. Sponsorship funds may not be used for political campaigns, political parties, or for lobbying.
- 9. All events/projects/programs funded shall be conducted in a nondiscriminatory manner and in accordance with local, state, and federal laws, rules and regulations related to nondiscrimination and equal opportunity. Applicant and its event/project/program shall not discriminate on the grounds of race color, religion, sex, age, national origin, ancestry, marital status, disability, sexual orientation, gender identity or expression, or any other protected category designated by local, state, or federal law. All events/projects/programs funded shall be accessible to persons with disabilities in accordance with the Americans with Disabilities Act and related regulations.
- 10. If awarded funding, applicant agrees that it will include the Amelia Island logo in advertising, flyers, posters, literature, film/video credits, news releases, printed programs, public broadcasts, promotion, and publicity if requested to do so. Both parties have the right to approve all materials and releases produced by the other for promotional purposes.
- 11. Any funds granted shall be subject to an audit by the Nassau County Clerk of Court and Comptroller or their authorized representative.

# AMELIA ISLAND

# COME MAKE MEMORIES®

## Event/project/program Sponsorship Funding Application

Please complete the following to be considered for event/project/program sponsorship funding. Attach additional documentation if needed. Be sure to review the requirements before submitting your application.

Each event/project/program host/organizer applying for sponsorship will be required to submit this Special Event/project/program Sponsorship Application. The annual sponsorship application process shall close on June 30 for consideration of support in the next fiscal year (October 1 through September 30). The application must be submitted to the TDC Managing Director by e-mail (billing@ameliaisland.com) or mailed/hand delivered to 1750 South 14th Street, Suite 200, Amelia Island, FL 32034.

For questions related to completing the application, please email Mariela Murphy at mmurphy@ameliaisland.com or call 904-277-4369.

Name of Event/project/program: The Amelia Island Cookout

Event/project/program Date(s) October 20-22, 2023

Event/project/program Location(s): The Ritz-Carlton, Amelia Island

Funding Amount Requesting: \$30,000 (for 2024 and beyond the request will be at Fort Clinch)

Funding Amount Requesting: \$30,000 (for 2024 and beyond the event will be at Fort Clinch)

For \$50,000 since the event will be at Fort Clinch)

Event/project/program Host/Organizer/Applicant: The Ritz-Carlton, Amelia Island

Event/project/program Host/Organizer/Applicant Address: 4750 Amelia Island Parkway
Fernandina Beach, FL 32034
Contact Person: Johanna Marlia

Address: 4750 Amelia Island Parkway Fernandina Beach, FL 32034

904-603-8356 Phone:

Email: johanna. marlin@ritzcarlton.com

Event/project/program Information

Provide names and contact information of all persons, firms, and corporations with a financial interest in the Special Event/project/program or participating in the control of the event/project/program.

Provide a detailed description of the event/project/program and how it promotes Amelia Island tourism, the proposed goals, objectives, and economic impact of the event/project/program to include dates of the event/project/program (including set up and tear down); anticipated attendance; audience demographic, and projected overnight visitation.

Provide a logistics outline (including but not limited to location/site plan, parking/shuttle and traffic plan, security plan, sanitation plan, health and safety plan, and special needs requirements) for your event/project/program.

Describe in detail how the special event/project/program sponsorship funds will be used including media plan with advertising schedule; public relations activities; proposed creative materials (including but not limited to display ads, banner ads, websites, flyers, posters); promotional activities to support the event/project/program and the related expense budgets for the marketing activities.

#### Budget

Amount:

An event/project/program budget should accompany this application, and contain such items as available:

- amount being invested by the event/project/program host/organizer.
- an expense budget for producing the event/project/program.
- amount of support requested from the TDC and its intended use.
- additional sponsorship revenues.
- · anticipated revenue from ticket/ancillary sales.
- any other revenue expected to be generated by the event/project/program .

Event/project/program Host/Organizer/Applic	cant Signature: _	Johnson	dur	
Date: 4/24/2023				
Internal Use Only:				
Date Received:				
Approved: Yes / No				

#### Amelia Island Cookout – The Ritz-Carlton, Amelia island (October 2023)

#### **Sponsorship Funding Application**

#### **Proposed Goals:**

Launch The Amelia Island Cookout experience to create a foundation for an annual island-wide October weekend event at Fort Clinch 2024 and beyond.

#### **Description of the event:**

A culinary celebration immersing guests in a wide variety of experiences learning about wine pairings and artful cocktails from award winning sommeliers and mixologists, cooking demonstrations, a tented Luxe Barbeque featuring island chefs and regional cooking celebrities, a spectacular Sunday brunch benefiting Barnabas and a Master Chefs Dinner in Salt restaurant to culminate the weekend.

The Ritz-Carlton, Amelia Island is known for its unique immersive culinary experiences. In the past 24 months, we have hosted 3 highly curated successful culinary weekend events during need months for the Hotel and the Island which have helped generate leisure demand and create equity for immersive culinary events for the Island: October 2021, August 2022, February 2023. These events have helped increase the Hotel's occupancy and leisure demand through sales of overnight packages and top line revenues in F&B, as well as amplify the awareness for our destination during shoulder months.

The Goal is to launch "The Amelia Island Cookout", an annual culinary event in October:

- Launch date: October 20-23, 2023 the event will launch at The Ritz-Carlton, Amelia
  Island and every October thereafter with the idea of having this event headquartered at
  Fort Clinch in 2024 and beyond
- Emphasis on seafood, cuisine with Amelia Island heritage and entertainment
- These are grassroots efforts starting at our property as a kick-off event in 2023, with the
  vision to see this event grow into an Island wide event similar to the Cayman Cookout
  event.
- Feature top island chefs and regional Michelin caliber/James Beard awards invited chefs sampling signature dishes and cocktails through a series of culinary events and high-tech demos held Friday- Sunday

The economic impact from this weekend will be generated from hotel packages and restaurant menu expansions as well as exposure to other Island businesses such as retail stores, tour companies and F&B outlets.

Local Chefs who will be invited to participate at our 2023 Amelia Island Cookout:

- Chef Chad Livingston, Burlingame's
- Chef Okan Kizilbayir, SALT
- Executive Chef Garret Gooch, the Ritz Carlton Amelia Island
- Executive Chef, The Omni Hotel and Resort, Amelia Island
- Chef Alan Heckman, POGO's Kitchen
- Chef David Echeverri, David's Restaurant and Lounge
- Chef Roberto, Espana

- Chef Brian Grimley, Lagniappe

In addition, The Ritz-Carlton, Amelia Island will invite culinary talent and top chefs from surrounding regions such as Savannah, Charleston and Atlanta

- Look for an emphasis on regional and seafood based cuisine
- Michelin star Restaurants and James Beard winners

**Logistics outline**: all the events will be held at The Ritz-Carlton, Amelia Island as noted below. No shuttles needed for this event. Valet Day parking available for guests not staying at the Hotel.

#### FRIDAY 10/20/23

- Event #1: The art of wine pairing by Chef Okan Kizilbayir & featured Sommelier
  - Location: Seaside Lounge (at The Ritz-Carlton) 3pm 4:30pm \$150 per person.
- Event #2: Spanish influenced dinner with featured Chefs and mixologist experience
  - o Location: Coquina Restaurant (at The Ritz-Carlton) 6pm-9pm \$225 per person.

#### **SATURDAY 10/21/23**

- Event #3: Chef cooking demonstration by Chef Okan Kizilbayir and one featured national top chef. Includes plated lunch with wine pairing.
  - Location: Salt Restaurant (at The Ritz-Carlton) 11am 1pm \$400 per person
- Event #4: Luxe BBQ with featured top local and national Chefs
  - $\circ$  Location: The ocean front lawn (at The Ritz-Carlton). Tent with décor and live music. 4pm-8pm \$225 per person.

#### SUNDAY 10/22/23

- Event #5: Brunch featuring cooking competition by FSCJ students with chef judges
  - Location: The Ritz-Carlton Ballroom Foyer 11am 1pm \$225 per person. Hotel will
    donate a portion of the proceeds from this event to Barnabas as part of the Hotel's
    Community footprint efforts.
- Event #6: Master Chefs dinner highly curated five-course dinner featuring 5 top national chefs and sommelier experience
  - o Location: Salt Restaurant (at The Ritz-Carlton) 6pm 9pm \$750 per person

Anticipated attendance & overnight visitation: We anticipate 70 - 200 attendees to attend the different culinary events throughout the weekend. We expect at least 25 overnight packages to be sold on the first year, we do foresee this number increasing into future years.

#### **Audience demographics:**

Affluent travelers and tourists, food lovers and culinary enthusiasts with individual HHI of \$100K in key markets for the hotel and the Island targeting Atlanta, Jacksonville, Orlando, Charleston, Charlotte, New York, New Jersey, Philadelphia, DC, Boston, Chicago. In addition, we also expect our loyal local clientele to attend several of our events this weekend.

#### Proposed media plan

Marketing Budget to promote the event \$13,500

#### EMAIL MARKETING:

- Luxury Link (Visit Florida co-op): 2 Geo-targeted email blasts promoting The Amelia Island Cookout
  - First e-blast in June 2023 targeting our audience in our key markets 270,000 with profile interests of: Food & wine, HHI \$150k and above, zip codes in Tristate NY, NJ, CT, Philadelphia, Atlanta, Charlotte, DC, Boston, Charleston, Chicago
  - Second e-blast in August 2023 will target those addresses that engaged with the first email (retargeting) as well as the Florida market (outside of Nassau County)
- CVB Co-Op Food & Wine email in July 2023 with 50,000 subscribers, HHI \$125K.
- Dedicated email blast in July to AICVB database with 95,600 subscribers (exclusive email co-op)
- Dedicated email blast in August to the Hotel's database with 35,000 subscribers

#### WEBSITE:

- The weekend events will be listed in the Hotel's website/dining page with links to buy tickets directly in Eventbrite.

#### PAID SOCIAL:

- Paid social media campaign 2 months flight (July & August) in Facebook & Instagram

#### PRINT MARKETING:

- Full page color ad in the Islander Magazine (June), the NewsLeader (July) and the Ponte Vedra Recorder (July)
- Printed Check stuffer for The Amelia Island Cookout to be handed out to patrons at all outlets at The Ritz-Carlton to include Restaurants, retail shops & Spa (June-September)

#### **PUBLIC RELATIONS:**

- Proactive pitching by the Hotel's Public Relations agency to national and regional media for editorials and mentions about the event in publications such as: Southern Living, Garden & Gun, Food & Wine, Forbes, Travel+Leisure among others.
- Invite 5 national media guests to attend the event with editorial deliverables.
- Social Takeovers during the event: We will host and collaborate with 2-3 F&B social media editors and travel contributors through a foodie lens, for coverage on the social media channels of the major publications including Food & Wine, Travel + Leisure, etc.
- Chefs Roll social media influencers with reach and engagement of 1MM+ followers across its various social media platforms will be participating in this event with their talented team of cinematographers and photographers who create sizzles, short clips and videos of the events highlighting their authentic and original content.

#### WORD OF MOUTH:

- Our Ritz-Carlton chefs host a monthly cooking demonstration at Salt, our Chefs Theater. Every
  chef will talk about The Amelia Island cookout and invite guests to join us in October check
  stuffer for the Amelia Island cookout included in the giveaway bag for every Chef theater (JuneSeptember)
- Chef Okan Kizilbayir to create excitement with patrons and local followers at Salt when doing his table touches during dinner service, inviting guests to join us in October.

- Letter to our neighbors (exclusive database)

#### **PROPOSED BUDGET**:

**Budget - 2023 The Amelia Island Cookout** 

#### **Hotel Investment**

Audiovisual for events	\$ 10,000
Marketing for promotion	\$ 13,500
Expenses for hosting invited chefs & media	\$ 10,000
Purchase of signature wines & food	\$ 44,394
Labor	\$ 25,000
Expenses for the events (tent, décor, live music)  Support requested from the TDC for 2023*	\$ 50,000 30,000
Anticipated revenues from ticket sales	\$ 113,250
Anticipated room revenue from the event	\$ 60,000
Anticipated revenues from ancillary revenues	\$ 20,000

<sup>\*</sup>For 2024 and beyond the request will be for \$50,000+ since the event will take place at Fort Clinch



#### Event/Project/Program Sponsorship Funding Application

Please complete the following to be considered for event/project/program sponsorship funding. Attach additional documentation if needed. Be sure to review the requirements before submitting your application.

Each event/project/program host/organizer applying for sponsorship will be required to submit this Special Event/project/program Sponsorship Application. The annual sponsorship application process shall close on June 30 for consideration of support in the next fiscal year (October 1 through September 30). The application must be submitted to the TDC Managing Director by e-mail (billing@ameliaisland.com) or mailed/hand delivered to 1750 South 14th Street, Suite 200, Amelia Island, FL 32034.

For questions related to completing the application, please email Mariela Murphy at <a href="mmurphy@ameliaisland.com">mmurphy@ameliaisland.com</a> or call 904-277-4369.

Name of Event/Project/Program: FloorCon 23

Event/Project/Program Date(s): November 26 - December 2, 2023

Event/Project/Program Location(s): Omni Amelia Island Resort

Funding Amount Requesting: \$6,500

 $\underline{\text{Event/Project/Program Host/Organizer/Applicant:}} \, \underline{\text{Omni Amelia}} \, \underline{\text{Island Resort}}$ 

Event/Project/Program Host/Organizer/Applicant Address: 39 Beach Lagoon Rd, Fernandina Beach, FL 32034

Contact Person: Julianne Martin, Omni Amelia Island Resort

Address: 39 Beach Lagoon Rd, Fernandina Beach, FL 32034

Phone: 314-795-0405

Email: Julianne.martin@omnihotels.com

#### Event/Project/Program Information

Provide names and contact information of all persons, firms, and corporations with a financial interest in the Special Event/project/program or participating in the control of the event/project/program.

Jeffery Bieber, Broadlume - 500 Mamaroneck Ave, Harrison, NY 10528

Nicolas Vandercamp, HelmsBriscoe; Omni Amelia Island Resort (see above)

Provide a detailed description of the event/project/program and how it promotes Amelia Island tourism, the proposed goals, objectives, and economic impact of the event/project/program to include dates of the event/project/program (including set up and tear down); anticipated attendance; audience demographic and projected overnight visitation.

This program will bring around 1,000 people to the island during a week that is historically

difficult to contract. Around \$225K in rooms revenue and \$120K F&B guarantee.

Provide a logistics outline (including but not limited to location/site plan, parking/shuttle and traffic plan, security plan, sanitation plan, health and safety plan, and special needs requirements) for your event/project/program.

FloorCon attendees will mostly be flying to JAX and spending most of their time at the

resort and conference center.

Describe in detail how the special event/project/program sponsorship funds will be used including media plan with advertising schedule; public relations activities; proposed creative materials (including but not limited to display ads, banner ads, websites, flyers, posters); promotional activities to support the event/project/program and the related expense budgets for the marketing activities.

Broadlume will display the Amelia Island brand logo as a sponsor for the welcome reception

and exhibits.

#### Budget

An event/project/program budget should accompany this application, and contain such items as available:

- amount being invested by the event/project/program host/organizer.
- · an expense budget for producing the event/project/program.
- · amount of support requested from the TDC and its intended use.
- additional sponsorship revenues.
- · anticipated revenue from ticket/ancillary sales.
- any other revenue expected to be generated by the event/project/program.

Event/Project/Program Host/Organizer/Applicant Signature:

Date: 4/24/23

Internal Use Only: Date Received: Approved: Yes / No

#### **Event/Project/Program Sponsorship Funding Requirements:**

- 1. Only one request per event/project/program.
- 2. Requests cannot be for more than fifty percent (50%) of total event/project/program budget.
- 3. Approval of sponsorships shall be considered as one-time approvals and applicant should not assume that funding is pre-approved for subsequent years or amounts.
- 4. A Post Event Summary Report must be submitted to the TDC forty-five (45) days after completion of the event/project/program.
- 5. All sponsorship funds must go toward the event/project/program itself and must not be used to pay commissions, bonuses, or other incentives for fund-raising efforts by staff, volunteers, or other parties.
- 6. If, for any reason you are unable to purchase an item or service as approved in your application, you must notify the TDC and request to substitute another item or service.
- 7. Any applicant found guilty of violating, misleading, neglecting or refusing to comply with the application requirements shall be disqualified from submitting any future requests.
- 8. Sponsorship funds may not be used for political campaigns, political parties, or for lobbying.
- 9. All events/projects/programs funded shall be conducted in a nondiscriminatory manner and in accordance with local, state, and federal laws, rules and regulations related to nondiscrimination and equal opportunity. Applicant and its event/project/program shall not discriminate on the grounds of race color, religion, sex, age, national origin, ancestry, marital status, disability, sexual orientation, gender identity or expression, or any other protected category designated by local, state, or federal law. All events/projects/programs funded shall be accessible to persons with disabilities in accordance with the Americans with Disabilities Act and related regulations.
- 10. If awarded funding, applicant agrees that it will include the Amelia Island logo in advertising, flyers, posters, literature, film/video credits, news releases, printed programs, public broadcasts, promotion, and publicity if requested to do so. Both parties have the right to approve all materials and releases produced by the other for promotional purposes.
- 11. Any funds granted shall be subject to an audit by the Nassau County Clerk of Court and Comptroller or their authorized representative.



## 4. Activity Reports

## **Tourism Activity Report**

## February 2023

#### 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**

- February Number of Visitors 3,063; Number of Bags Prepared 340.
- On-Going Operations: Prepare welcome packets for meetings and tours, check hotel availability, assist visitors with area information and direction to visitors, encouraging firsttime 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. Attends trade shows. Assist conference groups with area information when needed.

#### **Partner Relations**

- Current Lodging Partners: 48
- o Current Dining Partners: 111
  - +6 Coming Soon: Peach Cobbler Factory, 1928 Cuban Bistro, Don Patron, New South (plus Pablos to move and rebrand to "Mezcal")
- Current Activity & Retail Partners: 232
  - +7 Coming Soon: AmeliaGo, JetSki Amelia, Old Town Bait & Tackle, Wellness Revolution, On the Line Bait & Tackle, Atlantic Seafood, Moon Fine Art,
- Current Weddings & Meetings Partners: 52
- Mobile "Amelia Island Art Passport" development to replace the "Second Saturday Artrageous Artwalk"
- o Mobile "Amelia Island Shrimp Challenge" development to highlight Amelia Island's rich history of shrimping and promote the local restaurant's signature shrimp dishes.
- o Ongoing discussions with Autism Certification Companies for a possible destination program
- Met with various industry partners throughout the month to ensure they are getting the most of our partnership.
- Continued biweekly newsletters

## Community Outreach and Program Development

 Continued outreach to local non-profits. Began planning for National Travel and Tourism Week May 7-13, 2023. Outreach to Wild Amelia Festival regarding the Downtown to Dunes Cleanup scheduled for May 20, 2023.

## Travel & Trade – Meetings + International

- o Continued connection with meeting planners on Cvent.
- Island Inspired Meetings Marketing Strategy continues development with social media instant experience creation in partnership with SMI
- Responded to requests for Flights for Sites to resort partners
- Attended Travel & Adventure Trade Shows:
  - Chicago
  - Boston
  - New York
  - Washington D.C.

## **Special Events**

- Application review for potential sponsorships AIDF, AICMF, Seaside Karate Tournament, Kingfish Tournament, North FL Bicycle Club
- Resolution drafts for sponsorships
- o Prep for Dickens on Centre procurement discussion with County departments

- Worked on 2024 budgeting with Finance & Budget Manager
- o Continued work on The Amelia marketing collaboration
- Finalized Hagerty The Amelia sponsorship agreement and funding
- Collaborate with Director of Interactive Engagement & new Social Media Manager on schedule for Concours Week
- Updates to TDC Sponsorship Funding Policy for review and approval by TDC Board
- Meet with County Assistant Manager, County Legal, Procurement, and OMB regarding Dickens on Centre contracting for 2023 event

## Marketing

## **Operations**

- o Ongoing work on PO requisitions, tracking, invoice processing, P&P review, etc.
- Ongoing updates to digital signage system in Welcome Center using in-house management platform OptiSigns supporting key messaging around Dickens on Centre, Restaurant Week, Holiday Events and new Brand Campaign – It's an Island thing.
- o Ongoing work on FY22 budgeting and forecasting based on actual TDT collections and plans.

## Strategy

- Continuous execution and oversight of annual marketing plan
- Media planning & execution -
- o FY22 media plan monitoring and optimization across digital and social channels.
  - Approved creative executions for media program rollouts updating creative for SEM, social and niche marketing.
  - Refreshed leisure social marketing executions to avoid wear out.
  - Planning event marketing campaigns and executions including Dickens on Centre,
     Restaurant Week, Concours Week, Amelia Island Chamber Music Festival
- Dedicated Meetings support launched and ongoing via digital media and e-marketing.
   Website redesign, expansion, and optimization ongoing.
- o Local planning in development supporting events as a key brand pillar.
- Ongoing optimization of partner co-op programs; final contracts with partners, for external publishers as well as AICVB dedicated e-mail marketing program, ongoing creative design and development. Added new partner to coop program – Barefoot Amelia Vacation Rentals.
- Ongoing refresh and optimization of cooperative program with Florida's First Coast of Golf
- o Continuous review, optimization, and execution of Marketing Dashboard for content, blog and email messaging including SEM strategy.
- Ongoing work with Starmark on creative development and media including extensions of Moments campaign for weddings leveraging partner content.
- o Ongoing meetings program creative optimization

o Finalized meetings campaign including email messaging program targeting planners.

## Website & Digital

- Ongoing work on database management and optimization continual monitoring and optimizing of Welcome series to incorporate demographics and psychographics of existing base for further targeting, increasing data collection and adding new subscribers.
- Efforts in development to expand the engaged database information to allow personalization via email and website experience based on interests within 10 key verticals
- Continuous update of Calendar of Events
- Managing ongoing editorial /content calendar for marketing efforts including blogs, emails, homepage promotional spaces on website, social. Identified key messaging by month to leverage communications across blogs, emails, homepage and social media that drive business with key segments and leverages holiday or cultural events: February is Romance month with the Black History Month, Amelia Island Book Festival, Groundhogs Day, Valentine's Day, President's Day and Superbowl Sunday in the month.
- Blogs Ways to Celebrate Black History on Amelia Island, Colby (influencer) Holiday Trip, A
   Weekend at the Omni Itinerary, Spring is Just Around the Corner Photo Display, What's new to see in 2023, A Weekend at the Ritz Itinerary.
- Emails Ways to Celebrate Black History Month/Guest Blog Black History Month/5 Quirky National Days to Celebrate on AI; Family Fun/Residence Inn inclusion; OMNI EXCLUSIVE; New in 2023/Innkeepers inclusion/Spring Just Around the Corner.
- Added animated graphic for additional brand or event messaging as appropriate on each email (NOT on exclusive co-op emails
- Developed and launched Quarterly Newsletter targeted to meeting planners with database of 250.
- Launched email SEO and SEM optimization through blogs and email to better drive performance through paid search consisting of Pillar articles and Cluster blogs that target key words and phrases to drive SEO value in Google analytics. Built SEO dedicated long-format content to deliver SEO rich scoring by Google algorithm.
- Ongoing optimization of Amelia Island meeting planner hub microsites with curated content on CVENT, NorthStar prior to launch of messaging.
- Ongoing and biweekly refresh of always-on messaging on VisitFlorida, TripAdvisor, AmeliaIslandTDC and Google Listings
- Refresh to future messaging for all events and festivities on Events and Festivities page,
   Shrimp Festival page, Dickens on Centre pages, Fernandina Beach Songwriters Festival, Chef's
   Theatre, Master Chefs Culinary Weekend
- Strategic shift in supporting key events and messaging with landing pages and curated content driving ROI to maximize impact of event pillars and strengthen tracking of key metrics.
- As part of continual update and optimization of website, redesigned and launched 9 of 10
   Travel Guide pages supporting key vertical segments of curated content: Spa & Wellness

- Travel Guide, Foodies Travel Guide, Romance Travel Guide, Golf Travel Guide, Family Travel Guide, Beaches Travel Guide, Arts & Culture Travel Guide, Nature & Outdoors Travel Guide, History Travel Guide.
- In coordination with County procurement, legal and leadership, finalized determining winner
  of the RFP for new website design and development including CMS system recommendation
  due to Amelia Island website CMS/Kentico repositioning in the marketplace. Project to span
  12 month redesign with target launch slated for 1/1/2024. Secured final BOCC approval
  February, 2023 meeting.

#### Content & Social

o Full report can be found in your packet for reference

Profile ⊕	Audience 🕏	Impressions \$	Engagements 🕏	Video Views	Published Posts #
Reporting Period Jan 1, 2023 – Jan 31, 2023	135,635	4,884,331	368,164	901,916	75
( Amelia Island	102,501	4,619,206	361,858	798,899	24
visitameliaisland	28,104	265,056	5,949	36,454	41
	455	N/A	216	4,982	3
💮 🔼 Visit Amelia Island	939	N/A	128	61,581	3
	3,091	69	13	0	4
amelia Island, Florida	_	_	0	0	0
O Visit Amelia Island	545	N/A	N/A	N/A	0

### Collateral

- Mailed 587 Visitor Guides in February to fulfill online requests.
- Distributed 12 cases of general collateral materials and Restaurant Week Posters, Rack Cards,
   Menu Booklets to tourism partners in market.

#### **Public Relations**

#### Writers/Influencers

- Continued planning media visit, finalized itinerary and hosted Shionda Farrell (Feb. 11-14) for Black History Month. Assisted during visit as necessary. Followed up after visit and provided copy corrections; coverage published.
- o Finalized itinerary and hosted Alexis Dickie/Adventures and Ales (Feb. 16-18). Coverage published.
- o Started itinerary for Ingrid Lemme-Chalut/The Montauk Sun (March 8-10).
- o Reconnected with Renuka Christoph/Tennessee Tribune about visiting this spring. Secured lodging and dates (March 9-12) and started itinerary.
- Connected with Dan Donovan/Ottawa Life Magazine about a future visit. Secured lodging opportunity for April but waiting for Dan to confirm dates.
- o Continued discussing future visit with Kristen Sarah Jacobson/Hopscotch the Globe (Canadian media) and finalized dates (May 1-4), agreement and rates.
- After learning about the Keep Nassau Beautiful "Wild Amelia" Event May 19-21, the plan for the FAM altered from Earth Day (April) to Sustainable Amelia Island. Continued planning FAM for May and reached out to Omni Amelia Island Resort, Hampton Inn Harbor Front, The Ritz-Carlton, Amelia Island and Residence Inn about hosting/media rates.
- Reconnected with Shawn Ryan/ Chattanooga Times Free Press about future visit. Secured lodging and dates (June 16-18).
- Received request from Mikaela Walker/Orlando Family Fun Magazine about Feb. visit. Assisted with lodging and itinerary recommendations. However, to assist with more itinerary items, we decided to postpone the visit to summer.
- Continued discussing future visit with Susie Bachar/Just the 3. Per her request, sent a media visit request to Omni Amelia Island Resort. They were unable to host. Spring visit not possible, discussing summer or fall visit with vacation rental partners.
- Continued discussing future visit with Julia Randall/Stays and Getaways. Per her request, sent a media visit request to The Ritz-Carlton, Amelia Island. Spring visit not possible, discussing summer visit.
- Continued discussing a partnership with Jamie Santillo/Adventures with Jamie to promote accessibility on Amelia Island. Decided to wait until fall 2023 to host.
- o Continued discussing future visit with Dave Silbar/GOLF Chicago (Chicago Travel and Trade Show). He is unable to visit till fall 2023.
- Continued discussing future visit with Nicole Sunderland/Eat Live Travel Drink. Vetting and waiting for rates and deliverables.
- o Continued discussing future visit with Dawn Nieves/A New Dawnn.

- Continued discussing travel dates with Natasha Stoneking/Nashville Tash and Omni Amelia Island Resort.
- o Followed up with Melissa Corbin/Food Freelancer Writer about a future visit. No response.
- Connected with Alaina Pinto after she learned about Amelia Island at the Boston Travel and Adventure Show. Vetting and discussing future visit.
- Received request from Drea Evans/Beautiful Drea. Could not accommodate her spring request but looking toward summer. Waiting on her press visit request form.
- o Connected with Angela Fic/Rizzi and Rizzi (Canadian media) about a future visit. Discussing rates, travel stipend, and vetting further. Decided to pass due to misalignment in brands.
- Received request from Leah Rhodes/Music City Momma. Passed on hosting due to the short time frame provided prior to her visit.
- Connected with influencer Kemoy Martin about a future visit. Per his request, sent a media visit request to Omni Amelia Island Resort. They were unable to host. Decided to pass on hosting Kemoy due to limited offerings (that fit his aesthetic) and rates.
- Reconnected with Andrea Guthmann about a future visit, but she passed due to a limited travel stipend. Encouraged her to attend Spring FAM.
- Received request from Jessica James/Past Lane Travels after she learned about Amelia Island at the DC Travel and Adventure Show. Passed on hosting due to limited reach and short time frame provided prior to her visit.
- Received request from Sheila Hayes/She Mama Maps. Passed on hosting due to the short time frame provided prior to her visit.
- Connected with Carolyne Parent/Canadian freelancer about a future visit. Passed due to multiple
  property requirements (and the accommodations wouldn't being covered in her article), and she was
  unable to secure a story in the preferred publication.
- Connected with Marie-Eve Blanchard/Canadian freelancer about a future visit. Decided to pass due to her requirement for four nights and all expenses covered, and the assignment was not with the preferred publication.
- Connected with Arienne Parzei/See You Soon (Canadian media) about a future visit. Decided to pass due to high rates and travel expenses expected.
- Connected with Solmaz Khosrowshahian/The Curious Create (Canadian media) about a future visit.
   Decided to pass due to high rates and travel expenses expected.
- o Continued discussing future visit with Anna Leigh/The Bucketlist Vagabond. Decided to pass due to limited deliverables offered in exchange for visit and travel reimbursement.
- o Followed up with VISIT FLORIDA about Grant Fraser/Flagstick.com/GolfTheWorld.ca (Jan. 28-31) after his visit. Shared additional information about Florida's First Coast of Golf. Coverage pending.
- Followed up with Kelsey Glennon/Trip Savvy (Jan. 27-30) after her visit. Coverage pending.

- Followed up with Rick Sylvian/Edible Orlando (Jan. 25-26) after his visit. Coverage pending.
- o Followed up with Stephen Fries/Media News Group (Jan. 7-12) after his visit. Coverage pending.
- Followed up with VISIT FLORIDA about Catherine Lefebvre/Le Devoir (Dec. 7-9) after her visit.
   Coverage published.
- o Followed up with Carrie McLaren/FodorsTravel (Nov. 15-16) after her visit. Coverage pending.
- Followed up with Barbara & Jim Twardowski/Global Traveler/accessibleGO (Oct. 21-23) after their visit.
   (In conjunction with VISIT FLORIDA). Coverage published.
- o Followed up with Brian Douglas/Lifestyle Publications after his April visit. Coverage pending.

#### Press/Outreach

- o Provided VISIT FLORIDA Texas Media Mission recap to AICVB to review priority media.
- o Created and finalized 2023 Adrian Awards release and distributed to media.
- Submitted pitch for VISIT FLORIDA NY Media Mission in April.
- Worked with AICVB to share the news locally about the TaxSlayer Gator Bowl Blessings in a Backpack event in Nassau County.
- o Shared A.L. Lewis Museum event with media who have visited recently to cover Black History.
- o Shared "What's New on Amelia Island" blog with media who have visited in 2022 or 2023.
- Shared U.S. News & World Report accolades with Fernandina Beach News Leader and Fernandina Observer.
- Connected with media from IMM and added to master Amelia Island media list.
- o Submitted ConventionSouth Florida 2023 editorial request.
- Submitted pitch to NBC Today for Spring Break Deals segment in conjunction with Praytell (The Amelia).
- Provided information and images to Miranda Osborn/Simply Buckhead for the April Travel Issue.
- Provided information and images to Patricia Letakis/Orlando Magazine for the April Travel Issue.
- o Prepared and submitted Tourism Marketing Today Quick Trip about 2023 Restaurant Week.
- Submitted HARO lead for Sustainable Travel Tips and Destinations in USA Today.

#### **Promotional**

- Met with ATL Sustainable Fashion Week Founder, Tanjuria Willis, again about the "Amelia Island Student Design Challenge" sponsorship agreement and proposal for the Oct. 2023 event.
  - Sent questions about the sponsorship and challenge to Tanjuria to incorporate into the proposal.
     Received updated proposal and requested a second round of changes.

	<b>Tourism</b>	Activity	Report
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 Further discussed the Boston Magazine in-book + digital promo proposal for their "Summer Travel" issue.

#### Misc.

- o Met with two Amelia Island partners to explain how to partner with AICVB for PR.
- o Updated Press Kit to include U.S. News & World Report.
- o Updated Amelia Island PR Budget Sheet to reflect influx of media visits for spring and summer.
- o Bi-weekly meetings with Amy and Marilou.
- o Provided activity and publicity reports.

## **Tourism Activity Report**

### March 2023

#### 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**

- March Number of Visitors 4,034; Number of Bags Prepared 115.
- On-Going Operations: Prepare welcome packets for meetings and tours, check hotel availability, assist visitors with area information and direction to visitors, encouraging firsttime 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. Attends trade shows. Assist conference groups with area information when needed.

#### **Partner Relations**

- Current Lodging Partners: 48
- Current Dining Partners: 112
  - +6 Coming Soon: Mason's Famous, 1928 Cuban Bistro, Don Patron, New South (plus Pablos to move and rebrand to "Mezcal")
- Current Activity & Retail Partners: 233
  - +6 Coming Soon: AmeliaGo, JetSki Amelia, Wellness Revolution, On the Line Bait & Tackle, Atlantic Seafood, Moon Fine Art,
- Current Weddings & Meetings Partners: 52
- Mobile "Amelia Island Art Passport" development to replace the "Second Saturday Artrageous Artwalk"
- o Mobile "Amelia Island Shrimp Challenge" development to highlight Amelia Island's rich history of shrimping and promote the local restaurant's signature shrimp dishes.
- o Ongoing discussions with Autism Certification Companies for a possible destination program
- Met with various industry partners throughout the month to ensure they are getting the most of our partnership.
- Continued biweekly newsletters

## Community Outreach and Program Development

 Continued outreach to local non-profits. Began planning for National Travel and Tourism Week May 7-13, 2023. Outreach to Wild Amelia Festival regarding the Downtown to Dunes Cleanup scheduled for May 20, 2023.

## Travel & Trade – Meetings + International

- o Continued connection with meeting planners on Cvent.
- Island Inspired Meetings Marketing Strategy continues development with social media instant experience creation in partnership with SMI
- Responded to requests for Flights for Sites to resort partners
- Attended Travel & Adventure Trade Shows:
  - Chicago
  - Boston
  - New York
  - Washington D.C.

## **Special Events**

 Presentation of Sponsorship Applications (AIDF, AICMF, Seaside Karate Classic, Kingfish Tournament, North Florida Bicycle Club) and Resolution for AITDC recommendation to BOCC for funding

- Participation at Concours Week events including three auctions, Werks Reunion, Cars & Community, and The Amelia Concours d'Elegance
- Concours Week economic impact numbers for press release and distribution to Concours
   Week partners
- Finalize Dickens vendor monies and report with backup documentation for final payment to County
- Collaborate with team on media plans for April events including Amelia Island Chamber Music Festival performances and inaugural Songwriter Festival
- Collaboration with team on Initial plans for National Travel & Tourism Week (May 7-11) and Shrimp Challenge
- Save the date communication to all 2022 Dickens on Centre vendors and entertainment
- o Preliminary scheduling of performers and performances for 2023 Dickens on Centre

## Marketing

## **Operations**

- o Ongoing work on PO requisitions, tracking, invoice processing, P&P review, etc.
- Ongoing updates to digital signage system in Welcome Center using in-house management platform OptiSigns supporting key messaging around Dickens on Centre, Restaurant Week, Holiday Events and new Brand Campaign – It's an Island thing.
- Ongoing work on FY22 budgeting and forecasting based on actual TDT collections and plans.

## Strategy

- o Continuous execution and oversight of annual marketing plan
- Media planning & execution –
- o FY22 media plan monitoring and optimization across digital and social channels.
  - Approved creative executions for media program rollouts updating creative for SEM, social and niche marketing.
  - Refreshed leisure social marketing executions to avoid wear out.
  - Planning event marketing campaigns and executions including Dickens on Centre,
     Restaurant Week, Concours Week, Amelia Island Chamber Music Festival
- Dedicated Meetings support launched and ongoing via digital media and e-marketing.
   Website redesign, expansion, and optimization ongoing.
- o Local planning in development supporting events as a key brand pillar.
- Ongoing optimization of partner co-op programs; final contracts with partners, for external publishers as well as AICVB dedicated e-mail marketing program, ongoing creative design and development. Added new partner to coop program – Barefoot Amelia Vacation Rentals.
- o Ongoing refresh and optimization of cooperative program with Florida's First Coast of Golf

- o Continuous review, optimization, and execution of Marketing Dashboard for content, blog and email messaging including SEM strategy.
- Ongoing work with Starmark on creative development and media including extensions of Moments campaign for weddings leveraging partner content.
- o Ongoing meetings program creative optimization
- o Finalized meetings campaign including email messaging program targeting planners.

## Website & Digital

- Ongoing work on database management and optimization continual monitoring and optimizing of Welcome series to incorporate demographics and psychographics of existing base for further targeting, increasing data collection and adding new subscribers.
- Efforts in development to expand the engaged database information to allow personalization via email and website experience based on interests within 10 key verticals
- Continuous update of Calendar of Events
- Managing ongoing editorial /content calendar for marketing efforts including blogs, emails, homepage promotional spaces on website, social. Identified key messaging by month to leverage communications across blogs, emails, homepage and social media that drive business with key segments and leverages holiday or cultural events: March is Family month with St. Patrick's Day, Global Meetings Industry Day, Concours Week, Amelia Island Chamber Music Festival events in the month.
- Blogs Top 5 Reasons To Meet On Amelia Island, Unique Spring Activities, The Women of Amelia (Women's History Month), The Ultimate Kids Vacation, Best Places To Get A Margarita, Your Guide to Kayaking, 5 Reasons Spring is the Perfect Season on Amelia Island, Top Spots for Outdoor Dining, Get Away, Come Together, Easter Weekend Activities.
- Emails COURTYARD Exclusive; Ultimate Kid Vacation/Omni Inclusion/Just over the bridge –
  off island fun; Springtime on Amelia Island/Comfort Suites Inclusion/Top Spots for Outdoor
  Dining.
- Added animated graphic for additional brand or event messaging as appropriate on each email (NOT on exclusive co-op emails).
- Launched email SEO and SEM optimization through blogs and email to better drive performance through paid search consisting of Pillar articles and Cluster blogs that target key words and phrases to drive SEO value in Google analytics. Built SEO dedicated long-format content to deliver SEO rich scoring by Google algorithm.
- Developed and launched Quarterly Newsletter targeted to meeting planners with database of
   250 in February ongoing messaging and planning.
- o Ongoing optimization of Amelia Island meeting planner hub microsites with curated content on CVENT, NorthStar prior to launch of messaging.
- Ongoing and biweekly refresh of always-on messaging on VisitFlorida, TripAdvisor, AmeliaIslandTDC and Google Listings

- Refresh to future messaging for all events and festivities on Events and Festivities page, Just over the Bridge landing page, Art Passport landing page.
- Strategic shift in supporting key events and messaging with landing pages and curated content driving ROI to maximize impact of event pillars and strengthen tracking of key metrics.
- As part of continual update and optimization of website, redesigned and launched 9 of 10
   Travel Guide pages supporting key vertical segments of curated content: Spa & Wellness
   Travel Guide, Foodies Travel Guide, Romance Travel Guide, Golf Travel Guide, Family Travel
   Guide, Beaches Travel Guide, Arts & Culture Travel Guide, Nature & Outdoors Travel Guide,
   History Travel Guide.
- In coordination with County procurement, legal and leadership, finalized determining winner
  of the RFP for new website design and development including CMS system recommendation
  due to Amelia Island website CMS/Kentico repositioning in the marketplace. Project to span
  12-month redesign with target launch slated for 1/1/2024. Secured final BOCC approval early
  February 2023 meeting. Project launch initiated at in-person strategy and overarching
  objective workshop.

#### Content & Social

o Full report can be found in your packet for reference

Profile ♣	Audience 🕏	Impressions 🕏	Engagements 🕏	Video Views ◆	Published Posts 🕏
Reporting Period Mar 1, 2023 – Mar 31, 2023	138,271	6,480,417	239,344	550,649	193
(3) Amelia Island	102,953	5,830,871	227,896	445,332	33
( visitameliaisland	29,061	647,332	10,690	65,458	80
♠ ♪ Amelia Island, Florida	628	N/A	470	7,733	12
amelia Island, Florida	991	1,544	170	0	4
🕞 🖸 Visit Amelia Island	966	N/A	81	32,126	1
@AmelialslandFlo	3,119	670	37	0	4
Ø Visit Amelia Island	553	N/A	N/A	N/A	59

#### Collateral

- o Mailed 561 Visitor Guides in February to fulfill online requests.
- o Distributed 12 cases of general collateral materials to tourism partners in market.

## Public Relations March 2023

#### Writers/Influencers

- Finalized itinerary and hosted Ingrid Lemme-Chalut/The Montauk Sun (March 8-10). Assisted during visit as necessary.
- o Finalized itinerary and hosted Renuka Christoph/Tennessee Tribune (March 9-12). Assisted during visit as necessary.
- Connected with KayDianna MacKenzie (influencer) about media visit to feature her honeymoon. Secured lodging partner (April 8-10) and started planning itinerary.
- Started planning media visit with Kristen Sarah Jacobson/Hopscotch the Globe (Canadian media) (May 1-4). Paid content creator rates, she booked her flight, and we started discussing her itinerary.
- Continued planning "Sustainable Amelia" FAM for May 17-21. Secured lodging partner, started itinerary, met with AICVB and Keep Nassau Beautiful about the Wild Amelia event, finalized media list, sent invites to media and followed up with media to fulfill six media spots.
  - Secured Kinya Claiborne/Style and Society Magazine; Heidi Gollub/shebuystravel; and Alyssa Pinsker/girlgoneglobal (potentially Go Nomad or Paste Magazine).
- Secured lodging partner for media visit with Julia Randall/Stays and Getaways (Aug. 10-13).
- Continued discussing travel dates with Dan Donovan/Ottawa Life Magazine. Looking to late spring.
- Continued discussing travel dates with Natasha Stoneking/Nashville Tash and Omni Amelia Island Resort for summer.
- o Continued discussing travel dates with Mikaela Walker/Orlando Family Fun Magazine. Looking to summer.
- Continued planning future visit with Susie Bachar/Just the 3. Looking to mid-summer.
- o Continued discussing future visit with Nicole Sunderland/Eat Live Travel Drink. Presented opportunity to AICVB and will present to lodging partners in April.
- Continued discussing travel dates with Dawn Nieves/A New Dawnn. Looking to fall.
- Reconnected with Cynthia McLeod and Dave Pollard/Toronto Sun about a future press visit. Discussing fall.
- Received media visit request from Gwyneth and Amiana Manser/gwynandami but declined due to low reach and high rates.
- Received media visit request from Kimberly Stroh/Savvy Mama Lifestyle but declined due to short notice.
- Followed up with VISIT FLORIDA about Grant Fraser/Flagstick.com/GolfTheWorld.ca (Jan. 28-31) after his visit. Shared additional information about Florida's First Coast of Golf. Coverage pending.

- Followed up with Kelsey Glennon/Trip Savvy (Jan. 27-30) after her visit. Coverage pending.
- o Followed up with Rick Sylvian/Edible Orlando (Jan. 25-26) after his visit. Coverage set to publish in April spring issue.
- Followed up with Stephen Fries/Media News Group (Jan. 7-12) after his visit. Provided copy edits.
   Coverage published.
- o Followed up with Carrie McLaren/FodorsTravel (Nov. 15-16) after her visit. Coverage pending.
- o Followed up with Brian Douglas/Lifestyle Publications after his April visit. Coverage pending.

#### Press/Outreach

- o Created 2023 Concours Week Recap release and distributed to media.
- Sent spring pitch to media referencing AICVB Spring Blog.
- Met with AICVB and Isle of Eight Flags Shrimp Festival contact to discuss PR opportunities and pitching.
   Sent follow up questions to various contacts recommended, but no response.
  - o Secured segment on River City Live for April 28. Need to confirm attendees closer to.
- o Met with AICVB and StarMark about Amelia Island New Brand release. Started industry media list.
- Shared the Atlanta Magazine advertorial from May 2022 with AICVB (they handled copy for May 2023 submission). Reviewed proof from Atlanta Magazine and provided minor edits to AICVB.
- Confirmed information and images with Miranda Osborn/South Mag for article for April.
- Provided information about sustainability on Amelia Island to Lacey Pfalz for The Countries with the Biggest Sustainability Initiatives article.
- o Provided itinerary recommendations to Florida's First Coast of Golf for their upcoming press visit with Martin Hardenberger/Expressen and Svenska Golfmagasinet.
- o Provided information about meetings to Smart Meetings magazine for Florida's First Coast feature.
- Provided information about 2023 events to South Florida Sun Sentinel for a feature about events in Florida.
- o Provided information about dog-friendly businesses and things to do to Wilma Allen, a local author who is writing a book, "Lovin' the Life: Amelia Island Dog Lovers Guide."
- Submitted HARO lead for The best vacation destination to visit in your U.S. state for a greener, more local getaway in Business Insider.
- o Submitted HARO lead for Destinations in the U.S. Where Families Can Give Back to the Planet in AAA.
- o Presented opportunity to participate in Good Housekeeping's 2024 Travel Awards, AICVB declined.
- VISIT FLORIDA Texas Media Mission priority media approved. Decided to hold off on invitations until summer/fall.

Tourism Activit	y Report
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#### **Promotional**

- Provided updated sponsorship agreement and deck for ATL Sustainable Fashion Week for the "Amelia Island Student Design Challenge" to AICVB. Facilitated a meeting with AICVB and ATL SFW to finalize agreement.
- o Connected with Harris Teeter about Amelia Island promotion performance now that it's live.
- o Declined Boston Magazine in-book + digital promo proposal for their "Summer Travel" issue.

#### Misc.

- Provided PR stats for FY22 for AICVB Year in Review.
- Met with Amelia Island partner, Lizette Harris (oceanfront vacay rental) to explain how to partner with AICVB for PR.
- o Provided social media recommendation for red tide and sargassum in relation to Crisis Communication plan.
- o Revised PR Forecast to include tentative dates for future releases and to include research for FY24 promotion with The Ritz-Carlton, Amelia Island (surrounding AICVB's drone light show idea).
- o Bi-weekly meetings with Amy and Marilou.
- o Provided activity and publicity reports.



## 5. E-Mail Blasts



## Black History Month And Quirky National Days

Goal: Promote Amelia Island getaway and Black History Month

Deployment Date: February 3, 2023

#### SUBJECT LINE/PREVIEW TEXT

Honor the Past, Empower the Future Plus, 5 Quirky National Days You're Going to Want to Celebrate

#### **AUDIENCE**

Discover Amelia Database Segment: N/A

#### **EMAIL METRICS**

**Total Deliveries:** 98,847 (98.8%)

Total Opens: 35,428 Open Rate: 27.6%

Total Clicks: 936 Click Rate: 0.6%

Clicks Per Unique Opens: 2.1%

#### **TOP FEATURED LINKS**

<u>Learn More</u> Total Clicks: 151

**Customize Your Perfect Escape** 

Total Clicks: 116

Check It Out
Total Clicks: 303

#### OTHER PERFORMANCE HIGHLIGHTS

Website Sessions: 876 Website Pageviews: 944

Avg. Time on Website Pages: 1:34



STAY | SEE & DO | BLOG | TRAVEL CUIDES



WAYS TO CELEBRATE BLACK HISTORY MONTH

Amelia Island celebrates Black History Month with an opportunity to take a look back and experience the depth of the African-American past and heritage on our storied coast. Here's a look at the history, upcoming everts, and ongoing experiences held on and around Amelia Island as one way we can honor black history.

LEARN MORE

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IT'S AN ISLAND THING

Forget about the worries of everyday life and discover what Amelia Island has to offer.

Whether your thing is stunning beaches, beautiful nature scenes, exquisite restaurants, o adventure you can't find anywhere else, we've got you covered.

CUSTOMIZE YOUR PERFECT ESCAPE

~0C//>0



SEE WHAT MAKES AMELIA ISLAND UNIQUE

If ever there was an island that saluted the unusual and fun, it's Amelia Island. Plan your uncoming visit during one of these guirky National Days and see what fun you'll have!

CHECK IT OUT





## Comfort Suites And Amelia Island Spring

Goal: Promote Amelia Island getaway and Comfort Suites offer Deployment Date: February 8, 2023

#### SUBJECT LINE/PREVIEW TEXT

5 Reasons To Choose Amelia Island This Spring Save 15% on a springtime getaway.

#### **AUDIENCE**

Discover Amelia Database Segment: Engaged Expanded Drive Market

#### **EMAIL METRICS**

**Total Deliveries:** 61,018 (99.6%)

Total Opens: 28,192 Open Rate: 34.8%

Total Clicks: 1,383 Click Rate: 1.3%

Clicks Per Unique Opens: 3.8%

#### **TOP FEATURED LINKS**

<u>Discover Things to Do</u> Total Clicks: 378

Book Now
Total Clicks: 78

#### OTHER PERFORMANCE HIGHLIGHTS

Website Sessions: 801 Website Pageviews: 1,492

Avg. Time on Website Pages: 2:25



### AMELIA ISLAND

STAY | SEE & DO | BLOG | TRAVEL GUIDES



ADVENTURES AWAITS

Trade those heavy winter layers for sunglasses and flip flops because it's springtime or Amelia Island and the weather is perfect for a day in the sunshine. From laying on sand beaches and searching for seashelfs to biking around town and perusing outdoor event springtime on Amelia Island has never been better. Here are 5 reasons to start packing.

DISCOVER THINGS TO DO



UNCOVER THE TREASURES OF AMELIA ISLAND

Located only a few steps easy from the beach, <u>Connort Sulter Fernandine Steps</u>) is in a prime location that allows you to appetence all that the island has to offer. Our home away from home commentify places you next door to Fort Clinich State Park and only a short drive away from Fernandina Beach's historic downthman attractions. You'll spend plenty of time enjoying the Florida sun with a wesome outdoor activities such as the Fernandina Beach's State Park and Put-Put Handling latend with in welling distance of the hotel.

Book today and get a 15% discount



BOOK NOW



OP SPOTS FOR OUTDOOR DINING

There's sometting special about dining in the open air! Perhaps it is the pairing of dining with a beautiful water view or magical susset, or maybe it's sharing moments with loved ones in a cozy courtyard. Whatever it is that makes outdoor drining so appealing, Amelia Island has a wide variety of all feaco restaurants and dining options to enjoy these appeals and the property of the property of

LEARN MORE

200000



# Residence Inn Inclusion And Family Things To Do

Goal: Promote Amelia Island getaway and Residence Inn Inclusion Deployment Date: February 8, 2023

#### SUBJECT LINE/PREVIEW TEXT

11 Family Fun Things to Do Become an island explorer with this special package today.

#### **AUDIENCE**

Discover Amelia Database Segment: N/A

#### **EMAIL METRICS**

**Total Deliveries:** 98,992 (98.8%)

Total Opens: 39,026 Open Rate: 28.5%

Total Clicks: 1,919 Click Rate: 1.2%

Clicks Per Unique Opens: 4.3%

#### **TOP FEATURED LINKS**

<u>Discover Things to Do</u> Total Clicks: 1,011

**Book Now** 

Total Clicks: 120

Read Her Story
Total Clicks: 98

#### OTHER PERFORMANCE HIGHLIGHTS

Website Sessions: 1,306 Website Pageviews: 2,095

Avg. Time on Website Pages: 2:21

#### AMELIA ISLAND

SIZE | SELADO | BLOG | TRAVEL GUIDE



EXPLORE ALL THE FAMILY FUN TO BE HAD ON AMELIA ISLAND

is it too early to start dreaming of your next family vacation? Escape to beautiful Amelia Island and discover all the fun family activities the island has to offer. Whether it is adventures big or amail\_create wonderful premotes that lead a lifetime.

#### ISCOVER THINGS TO DO



UNCOVER THE TREASURES OF AMELIA ISLAND

Discover Amelia Island at the Residence Intri by Marriott. An all-suite, extended stay procept Maris located just two blocks from beauthit sandy beaches: Enjoy the many great attractions on the island like for Clinion State Park and the Fernandrian Beach Hadroc District that features local restaurants, shops, and excursions, so you are free to explore the many treasures we have to refer

The Residence Inn by Merriott offers guests fearble spaces and ementies such as an outdoor pool, a fire pit, and a 24-hour fitness center, to help meintain a healthy belance and routine while traveling. Complimentary features include a hot buffel breakfast, shuttle around Arnelia (sland, and free parking for guests. We are pet friendly fool

Experience Amelia Island with our Island Explorer packag
A complimentary bike metal for 2
Entry into Fort Clinch State Park
A round of mini-galf for 2 at Gregor MacGregor Mini-Links
A \$25 gas card.

Make your reservation here and use code ZJL.

## Residence IN, AMELIA ISLAND, FL

BOOK NOW

-----



EXPLORE BLACK HISTORY ON AMELIA ISLAND THROUGH FRE

Amelia Island has been part of a rich lapestry of African American heritage. Today, there are number of dedicated tours, historical sites and museums that tell this important story while visitors can savor the natural beauty and hospitality of our letand.

See the island through the eyes of Guest blogger, Colby Holiday, as she explores Amelia Island

DEAD HED STOD

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## **Omni Exclusive**

Goal: Promote Amelia Island getaway and Omni Exclusive

Deployment Date: February 21, 2023

#### **SUBJECT LINE/PREVIEW TEXT**

Your Island Paradise Awaits \$\tilde{\omega}\$ 10-hole short course, dock to dish, & fun under the sun.

#### **AUDIENCE**

Discover Amelia Database

Segment: Engaged Expanded Drive Market

#### **EMAIL METRICS**

**Total Deliveries:** 59,498 (99.6%)

Total Opens: 30,954 Open Rate: 37.5%

Total Clicks: 1,601 Click Rate: 1.8%

Clicks Per Unique Opens: 4.9%

#### **TOP FEATURED LINKS**

View All Offers
Total Clicks: 708

<u>Learn More</u> Total Clicks: 205

Tee Off

Total Clicks: 163

#### OTHER PERFORMANCE HIGHLIGHTS

Website Sessions: 156 Website Pageviews: 488

Avg. Time on Website Pages: 1:24



STAY | SEE & DO | BLOG | TRAVEL GUIDES



TIME TO PLAN YOUR COASTAL ESCAPE

Enjoy endiess experiences this spring at <u>Omni Amelia Island Resort</u> with oceanfront accommodations, the largest poolscape in Northeast Florida, championship gotf, a fullservice spa, dining outlets to please every palate, and more. Make the most of your stay with a special offer or package.

VIEW ALL OFFERS



#### FISH TO FORK

Don't miss out on the 7th Annual Fish to Fork weekend, May 11-14. This event offers an unmatched "foodle" experience, including true dock-to-dish specialties in a fun, interactive atmosphere while chefs compete for your vote during the final showdown.

LEARN MORI

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#### BIG FUN AT LITTLE SANDY

Sharpen your short game and bring the whole family for a fun round of golf at Little Sandy.

The Beau Welling-designed 10-hole short course is great for golfers of all abilities and can
be played in less than one and a half hours.

TEE OF

**→0**(**//**0¢





## Innkeepers Inclusion And Springtime

Goal: Promote Amelia Island getaway and Innkeepers Inclusion

Deployment Date: March 1, 2023

#### SUBJECT LINE/PREVIEW TEXT

Explore All That's New On Amelia Island Make your stay special with B&B offers!

#### **AUDIENCE**

Discover Amelia Database

Segment: N/A

#### **EMAIL METRICS**

**Total Deliveries:** 99,381 (99.0%)

Total Opens: 37,290 Open Rate: 26.8%

Total Clicks: 2,430 Click Rate: 1.3%

Clicks Per Unique Opens: 4.9%

#### **TOP FEATURED LINKS**

Learn More

Total Clicks: 717

Book Now
Total Clicks: 83

**Book Your Springtime Getaway** 

Total Clicks: 118

#### OTHER PERFORMANCE HIGHLIGHTS

Website Sessions: 275 Website Pageviews: 663

Avg. Time on Website Pages: 1:31





SIMY | SHEADO | HLOG | INSMELDADES



NEW THINGS TO SEE ON AMELIA ISLAND IN 2023

Experience the letter in a new and exciting very with bike adventures that take you all across the island, one of a kind virtual reality garming experiences, the best peach cobbin around, and the Lates of autheritic Comman dates that will there you crawing more. The haddlesn of island hospitality just beeps getting better with these most recent additions to

LEARN MORE



#### HISTORIC BED & BREAKFAST OFFER

For the perfect sunshine and beach geteway, discover these fabled Victorian inns built or charm in downtown Fernandina Beach - and all within walking distance of the 50-block historic district complete with shops, galleries and eateries.

#### The Williams House

Velcome to luxury. With beautifully appointed rooms with all the modern amenit experience the ultimate in elegance and hospitality.

#### The Hoyt House

extraordinary bed & breakfast has to offer.

#### The Addison on Amelia

well-polished furnishing, tall ceilings and wicker chairs overlooking a quiet courtyard.

#### are to be pampered at this Italianate-style Select Registry villa

genteel country charm.

Dodition



#### SPRING IS HIST AROUND THE CORNE

Who's ready for warmer weather, budding flowers and longer days? Although it may still be cold in some parts of the country, Amelia Island's spring weather is starting to peek through

OOK YOUR SPRINGTIME GETAWAY



## Omni Inclusive And Ultimate Kids Vacation

Goal: Promote Amelia Island getaway and Omni Inclusion

Deployment Date: March 20, 2023

#### SUBJECT LINE/PREVIEW TEXT

Enjoy 15% Off Best Available Rates This Spring 🖏 Plan your next family getaway!

#### **AUDIENCE**

Discover Amelia Database Segment: N/A

#### **EMAIL METRICS**

**Total Deliveries:** 100,142 (99.3%)

Total Opens: 31,640 **Open Rate: 23.8%** 

Total Clicks: 839 Click Rate: 0.5%

Clicks Per Unique Opens: 2.2%

#### **TOP FEATURED LINKS**

Plan Your Getaway Total Clicks: 186

**Book Now** 

Total Clicks: 211

Learn More Total Clicks: 92

#### OTHER PERFORMANCE HIGHLIGHTS

Website Sessions: 306 Website Pageviews: 711

Avg. Time on Website Pages: 1:33





LILTIMATE KIDS VACATION

ruition because when your kids are happy, you're happy! There is no shortage of nture and wonder to be had on our beautiful island. Check out this list of amazing fun for the ultimate kids vacation on Amelia Island



#### TAKE A BREAK THIS SPRING

dining options, championship golf, full-service spa, and endless outdoor re-ctivities, Omni Amelia Island Resort is the ideal destination to create lasting n





#### OFF THE ISLAND EXCURSIONS

Amelia Island is already loaded with experiences to last a lifetime but just over the bridge Whether your cravings include outdoor sports like kayaking, exploring wildlife or creating amily memories, all are close enough to our shores to be certain you catch the sunset or a walk on the beach before bed.







## Courtyard & SpringHill Exclusive

Goal: Promote Amelia Island getaway and Courtyard & SpringHill Exclusive Deployment Date: March 21, 2023

#### SUBJECT LINE/PREVIEW TEXT

Time To Escape To Paradise Your island getaway awaits!

#### **AUDIENCE**

Discover Amelia Database Segment: Engaged Expanded Drive Market

#### **EMAIL METRICS**

**Total Deliveries:** 60,830 (99.6%)

Total Opens: 28,328 Open Rate: 34.7%

Total Clicks: 1,178 Click Rate: 1.1%

Clicks Per Unique Opens: 3.2%

#### **TOP FEATURED LINKS**

**Book Now at Courtyard** 

Total Clicks: 230

**Book Now At Springhill Suites** 

Total Clicks: 225

#### **OTHER PERFORMANCE HIGHLIGHTS**

Website Sessions: 210 Website Pageviews: 634

Avg. Time on Website Pages: 1:16



STAY | SEE & DO | BLOG | TRAVEL GUIDES



#### TREAT YOURSELF TO SPRINGTIME ON AMELIA ISLAND

Book your spring getaway on Amelia Island at Marriott Courtyard and Springhill Sutles Amalia Island! Our hobisi offer prime ocean view locations and easy access to all the beauty and exchance the Island has to dier. To celdbrate the arrivad Island, which highlighting the stunning natural beauty of Amelia Island, from the pristine beaches to the tush nature preserves. Enjoy a leisturely bitke ride along the coast, take a somic boat four of the married, or simply unwind by the pool and soak up the unshine while enjoying a signature cooktail from our Tides poolside har and grill.

Whether you're traveling with family, friends, or on your own, Marriott Courtyard and Springhill Suites Amelia Island have everything you need for a relaxing and rejuvenating spring vacation. Book now and experience the beauty of Amelia Island firsthand!



BOOK NOW AT COURTYARD

SPRINGHILL SUITES®

BOOK NOW AT SPRINGHILL SUITES

STAY CONNECTED WITH AMELIA ISLAND

#AMELIAISLAND



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Ameliaisland con

Arrelie Island Tourist Development Cound, 192 Centre Street, Arrelie Island, F. I. 32094. If you no longer wish to acceive enralls from us, you are unsubscribe or if you'd like its excellent enralls information, update you profile. Not currently a subscriber? Sign up here!



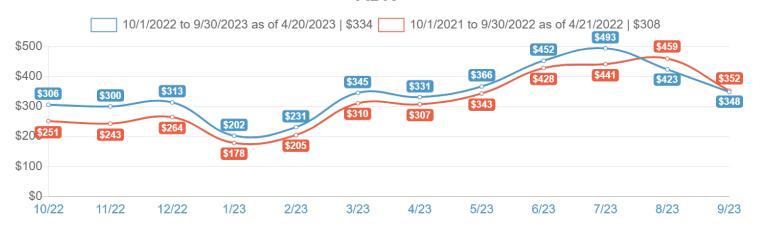


6. Key Data Report

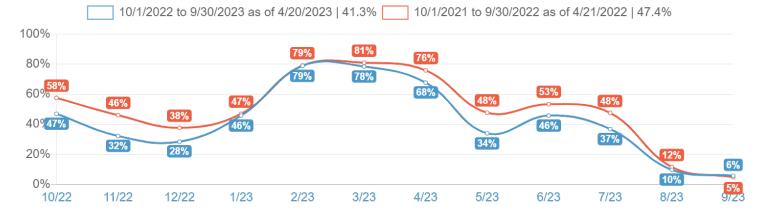


KPI	Value	Compared	Difference
ADR	\$334	\$308	9%
Adjusted Paid Occupancy %	41.3%	47.4%	-13%
Adjusted RevPAR	\$138	\$146	-5%
Avg. Total Stay Value	\$2,777	\$2,393	16%
Avg. Length of Stay	6.6	6.2	6%
Owner Occupancy %	15.6%	14.5%	8%
Canceled Stays	639	808	-21%
Avg. Booking Window	94	90	4%

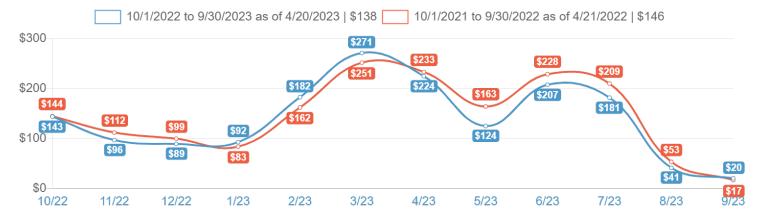
#### **ADR**



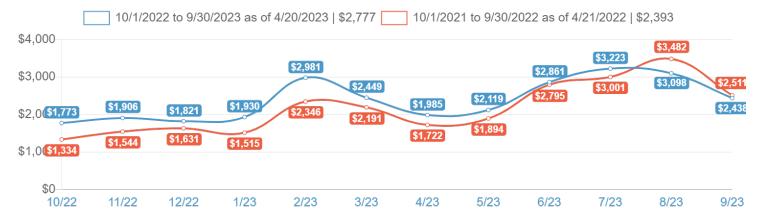
## **Adjusted Paid Occupancy %**



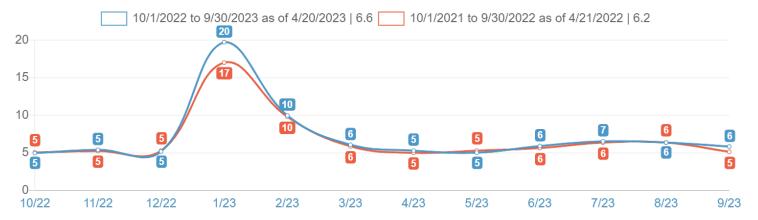
## **Adjusted RevPAR**



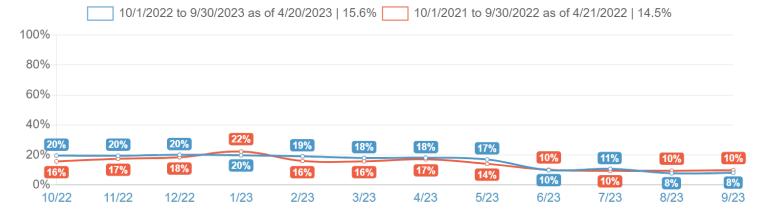
## Avg. Total Stay Value



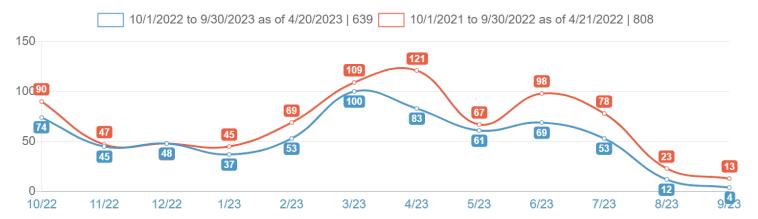
## Avg. Length of Stay



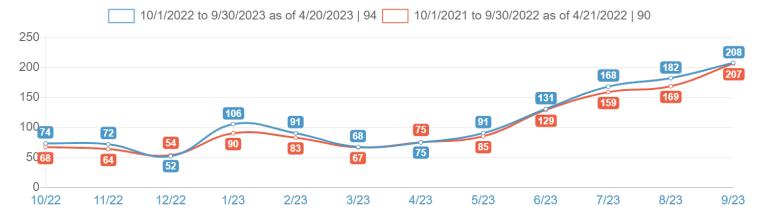
## **Owner Occupancy %**



## **Canceled Stays**



## Avg. Booking Window



Copyright Key Data, LLC 2023 Created: 4/20/23 17:04 PM Market(s): Amelia Island



## 7. Paid Media Reports



#### EXECUTIVE SUMMARY | Objective and Overview

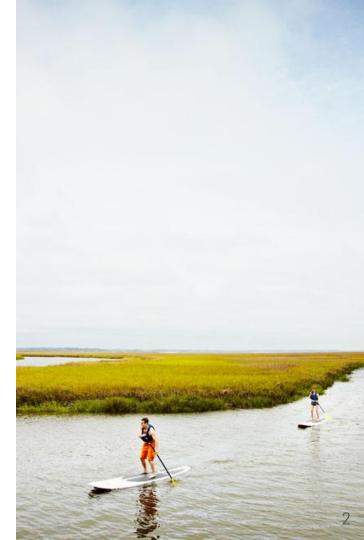
**Objective:** To increase awareness and visitations to Amelia Island through an integrated digital media strategy using comprehensive tracking, combined with travel data to inform targeting and media placements to prospects in key markets.

#### Target Audience:

- Loyalist and Prospects Millennials (Adult 25-39, HHI \$75K+)
  - With kids / Without kids
- Loyalists and Prospects Gen X (Adults 40-54, HHI \$125K+ and net worth \$1M+)
  - With kids / Without kids
- Vacation Rentals (Digital Nomads, Family)
  - Adults 25+ / Families
  - Active retirees on the move / Digital Nomads
  - Snowbirds and pre-tirees: Those who come for the Winter and can work from anywhere. Affluent, extended stay.

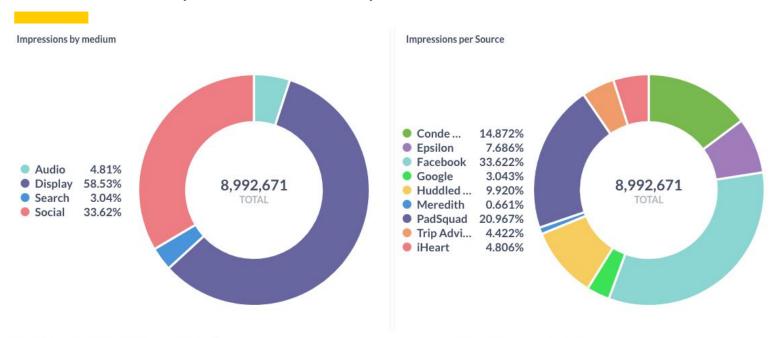
**Audience Interest for All targets:** Beach, Culture, History, Shopping, Nature, Dining, Golf, Outdoor Enthusiast and Entertainment

- Primary Markets: New York, Atlanta, Philadelphia, Washington DC, Boston (60% spend)
- **Secondary Markets**: Chicago, Los Angeles, Austin & Dallas, Denver, Pittsburgh (40% spend)
- Snowbirds: Flight Dates: December 2022 February 2023
  - Markets: New York Boston, Philadelphia, Chicago, Toronto





#### EXECUTIVE SUMMARY | Objective and Overview (January 2023)



\$106,803.00 Spend

1.3% • was \$105,465.00 last day

8,992,671

173,516

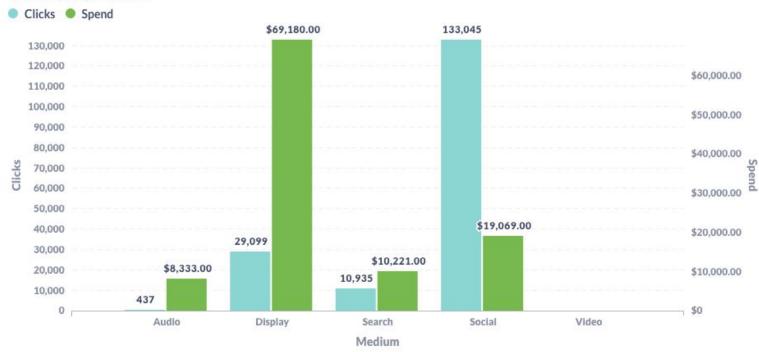
Clicks

↑ 3.7% • was 167,285 last day

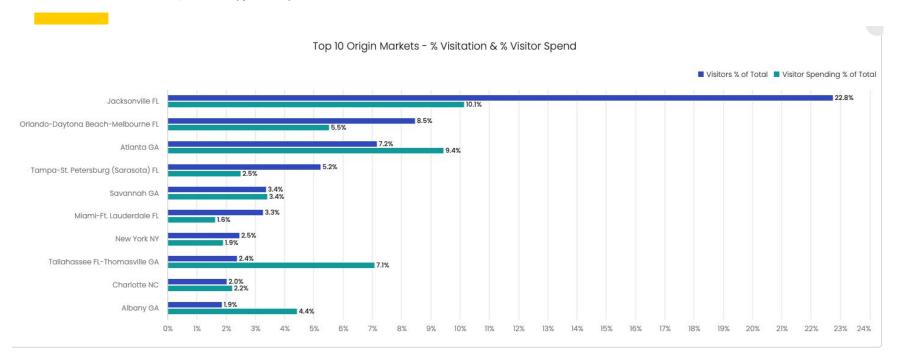


### EXECUTIVE SUMMARY | Media Performance (January 2023)





### EXECUTIVE SUMMARY | Zartico (Quarter)



Date Range: Last Quarter (October - December 2022

Visitor Device Count Sample Size

16,570

Visitor Cardholder Count Sample Size

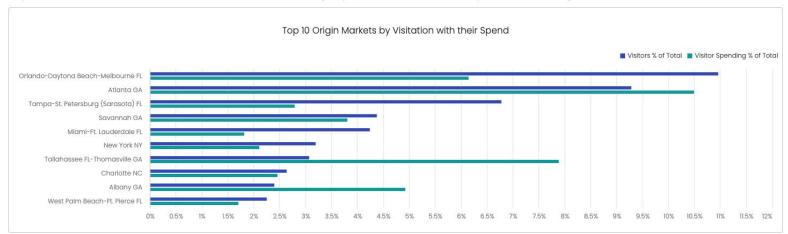
17,411



### EXECUTIVE SUMMARY | Zartico (Quarter)

### Which markets are generating the greatest economic impact?

Source: Near and Affinity. Note: The blue bars represent your largest origin markets. The green bars show each origin market's % of spending. Tip: Look for markets with higher spending (green) compared to their share of visitation (blue). Your home DMA is excluded from this insight. Tip: Click on the bars in the chart to explore the Market Planning module.



Date Range: Last Quarter October - December 2022

Visitor Cardholder Count Sample Size

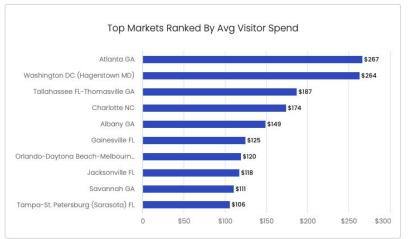
17,411

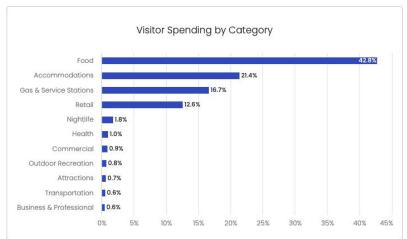
Visitor Device Count Sample Size

### EXECUTIVE SUMMARY | Zartico (Quarter)

### How are visitors contributing to your destination's economy?

Source: Affinity. Note: The insight on the left show your top spending origin markets ranked by average visitor spend per cardholder, while the insight on the right shows % of total spending in each category. Tip: Click on any of the bars in these charts to explore the Visitor Spending module.





Date Range: Last Quarter October - December 2022

### EXECUTIVE SUMMARY | January 2023 Website







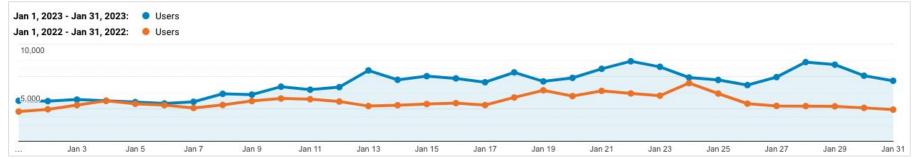


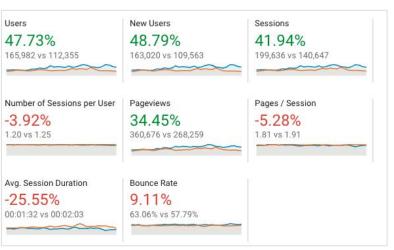
- Sessions: 199,636 (+31.44% MoM)
- New Users: 163,020 (+38.62% MoM)
- Pageviews: 360,676 (+39.25% MoM)
- Pages per session: 1.81(+5.94% MoM)
- Bounce Rate:63.06% (-2.25% MoM)
- Average session duration: 00:01:32 (+6.24% MoM)
- 44% of total web traffic can be attributed to paid media efforts

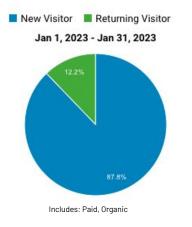


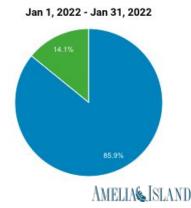
### EXECUTIVE SUMMARY | January 2023 Website (All Traffic)

# YoY Insights: January 2023 vs. January 2022





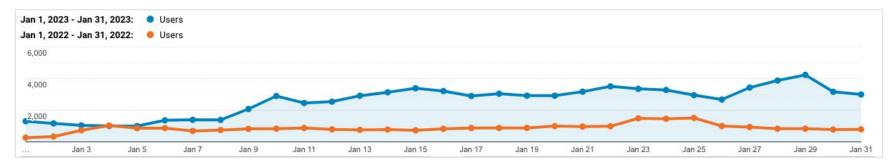




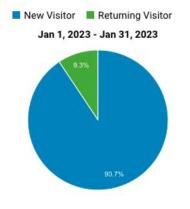


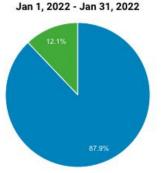
### EXECUTIVE SUMMARY | January 2023 Website (Paid Media)

### YoY Insights: January 2023 vs. January 2022









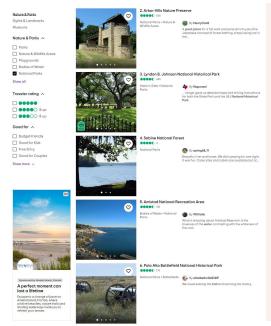


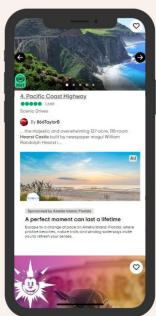




# DISPLAY

### Display Recap | TripAdvisor - December



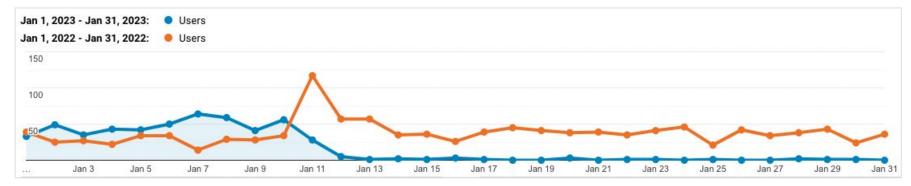


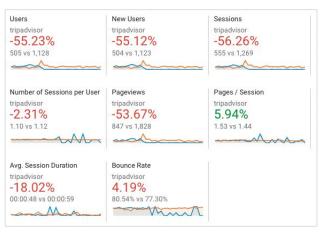
- January Campaign Delivered: 397,669 impressions with 644 clicks and 0.16% CTR.
- Top performing placement:
  - Snowbirds: Active Retirees, Golf, Beach, Culinary, Vacation Rentals
    - Markets include New York, Boston, Philadelphia, Chicago, Toronto. CTR 0.23%
  - Beach, Art & Culture, Culinary, Golf & Adventure, Nature, Family, Vacation Rentals, Digital Nomad & Florida Retargeting, Secondary Markets 0.17% CTR.
- Wrap up campaign: Campaign delivered 2,289,496 impressions with 2,190 clicks and 0.10% CTR.
- Amelia Island: 497 new users (-35.5% MoM), 559 sessions (-32.5% MoM), 79.5% bounce rate (-4% MoM), 1.50 pages/session (+9.9% MoM), with an average session duration of of 00:00:54 (+25.7% MoM).

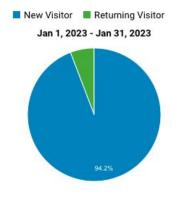


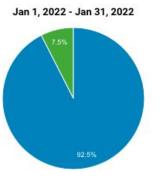
### Display Recap | TripAdvisor - YoY Comparison

# YoY Insights: January 2023 vs January 2022









### Display Recap | Padsquad

### **Shake Scroller**





Engagement



\*Industry standard CTR Benchmark: .08%. Engagement Rate Benchmark 2-5%, VCR 75%.

A unit view is counted when a user pauses on the ad to view the unit, giving them the opportunity to take
an action within the ad. For example, a user has paused within the article they are reading, and then
decides whether or not to interact with the Squad Stories.

### Insights:

- Padsquad campaign launched 12/14: January Campaign delivered 1,885,532 impressions, 22,553 Clicks and CTR: 1.20%
  - Unit views 706,331 with 52,199 Engagements and 7.39%
     ER.
  - Top performing unit:
    - Shake Scroller: Delivered 688,434 impressions with 12,806 clicks and 1.86% CTR.
    - 8.91% Engagement rate with 28,585 total engagements. 302,947 unit views
    - Wipe to Reveal Weather Trigger Scroller: Delivered 691,443 Impressions with 9,197 clicks and 1.33% CTR.
    - 6.16% ER, 13,001 unit engagements. 211,089 unit views. Video starts 143,960 with 113,723 completed VCR 79%
    - Reel: Delivered 505,655 impressions with 550 clicks and 0.11% CTR.
    - 6.09% ER, 10,613 Unts engagements. 174,295 unit views

### Shake Scroller link:

https://padsquad.adtag.org/ad-preview/#af9bad93b9e5d43ee7ccff84 e7a03b6b/mobile\_portrait AMELIA ISLAND

It's an .

# Reels





Engagement



Amelia Island: 12,845 new users (+420% MoM), 14,291 sessions (+416% MoM), 55.4% bounce rate (-34.5% MoM), 2.15 pages/session (+63.8% MoM), with an average session duration of of 00:00:33 (+62.8% MoM).

The Reel Link:

 $\underline{\text{https://padsquad.adtag.org/ad-preview/\#166752e3dead20b53d3ccbce89b1531b/mobile\_port}}$ 



### Display Recap | Padsquad









	Trigger: Wintertude (Wipers)	Trigger: Escape (Snow Cuple)		
New York	45F	32F		
Boston	45F	32F		
Philadelphia	50F	40F		
Washington DC	50F	40F		
Chicago	45F	32F		
Denver	45F	32F		
Atlanta	50F	40F		
Pittsburg	45F	32F		
Dallas	50F	40F		
Los Angeles	50F	40F		
Austin, TX				
When the Weather is warm:	Run regular brand creative			

### Weather Trigger Link:

https://padsquad.adtag.org/ad-preview/#968b11e449 b20b6cbc14cee4d0b6b531/mobile\_portrait

Wipe to Reveal" unit in the same link:

https://padsquad.adtag.org/ad-preview/#968b11e449 b20b6cbc14cee4d0b6b531/mobile\_portrait

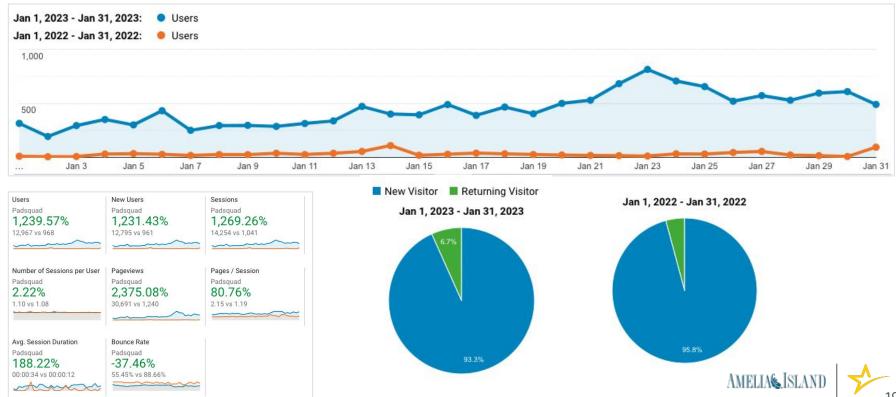
### Steps:

- Click on the right icon Context Simulator: https://prnt.sc/Fq7ep5lvPdU0
- 2. After goes to the Temperature section and on the custom write 10 F:
  - https://prnt.sc/Zn8Z8KpVyIF4
- 3. The correct unit would preview.



### Display Recap | PadSquad - YoY Comparison

# YoY Insights: January 2023 vs January 2022



### Display Recap | Food and Wine co-branded Email



From: Food & Wine - Partner Offers Food&Wine@specialoffers.meredith.com Subject: Forks up. Amelia Island's Restaurant Week is back Date: January 12, 2023 at 10:01 AM

View in Browser

### **FOOD&WINE**

AMELIA ISLAND

Dear Food & Wine member: We're always searching for special offers to benefit Food & Wine members. Here's an offer from one of our partners that we thought might interest you.



### Breakfast, Lunch and Dinner With a View

On a sun-lit patio. Under the stars. On the water. With mild year-round temps, outdoor dining is always in season on Northeast Florida's Amelia



### 15th Annual Amelia Island Restaurant Week

Embark on a 10-day culinary adventure around Amelia Island. It's the best time of year to enjoy savory, prix-fixe menus at some of the most popular restaurants. Jan 20-29.

SEE MENU

### A Culinary Weekend for the Gastronomic Traveler

Make a reservation for your foodie at Salt restaurants Master Chets Weekend, Feb 24-26. Chef Okan Külbayin, of Salt, presents former colleagues Thomas Selfried, of Blue by Eric Ripert, The Ritz-Carlton, Grand Cayman: Anthony Gray, Le Bernardin, and Cassidee Dabney, of Blackberry Farm; with paired wines by Michael Kennedy.



THE RESERVE OF THE PERSON OF T

### Get hooked on the 7th Annual Fish to Fork weekend in Amelia Island

Don't miss out on the 7th Annual Fish to Fork weekend at Ormi Amelia Island Resort, May 11-14. The resort will welcome renowned chefs from around the country to showcase their fishing and culinary skills, leading up to a final chef showdown to compete for your taste buds.

PLAN NOW







Unsubscribe

FOOD & WINE AMELIA ISLAND



### Breakfast, Lunch and Dinner With a View On a sur-it patio. Under the stars. On the water. With mild year-round temps, outdoor dining is always in season on Northwast Florida's Amelia TUNE M.



15th Annual Amelia Island Restaurant Week
Eribark on 10-day cultary adventure area. Amelia Island. Yes be best time of year to on savery give-flow measure at some of the most popular restaurants. Jan 20-29.

SEE NEWLS









**Subject line**: Forks up. Amelia Island's Restaurant Week is back

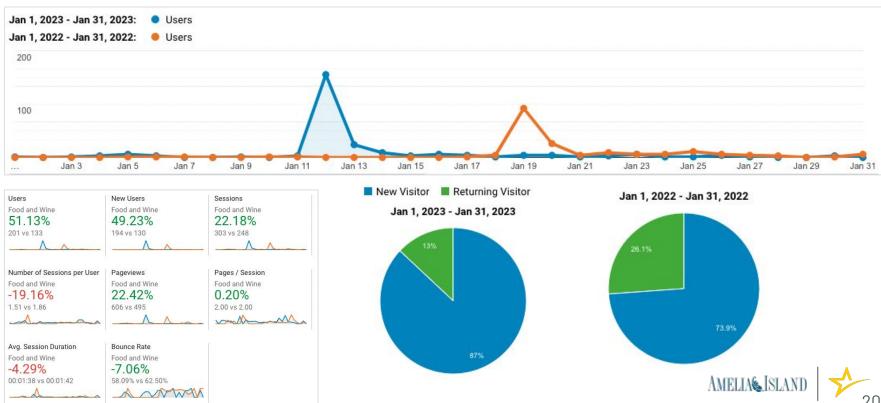
**Coop Partner:** Omni Amelia Island Resort and Ritz Carlton Hotel

- The email deployed 1/12/2023 to 59,771 opt-in subscribers
- Delivered: 59,483
- Clicks: 499CTR: 0.84%
- Total Opened: 26,364
- Total Opened: 44.32%
  - o CTOR: 1.89%
- Total Unique Opened: 21,782
  - Total Unique Clicks: 301
  - Unique CTOR: 1.38%
- Amelia Island: 198 new users (+4.8% MoM), 308 sessions (+1.99% MoM), 58.44% bounce rate (-8% MoM), 2.02 pages/session (+10% MoM), with an average session duration of of 00:01:40 (+21.7% MoM).



### Display Recap | Food and Wine co-branded Email - YoY Comparison

# YoY Insights: January 2023 vs January 2022



### Display Recap | Epsilon



DMA	Impressions	Clicks	CTR 0.37%	
New York	431,973	1,604		
Atlanta	316,137	1,136	0.36%	
Los Angeles	226,182	1,105	0.49%	
Philadelphia	204,124	743	0.36%	
Chicago	161,085	697	0.43%	
Washington, DC	158,948	621	0.39%	
Pittsburg	155,185	672	0.43%	
Denver	142,607	684	0.48%	
Boston	114,534	400	0.35%	
Total	1,910,775	7,662	0.40%	



### Insights:

- **January Campaign:** Delivered 812,554 Impressions with 2,840 clicks and 0.35% CTR. Total messaged site visits: 1,855
- Amelia Island: 4,862 new users (+13% MoM), 4,984 sessions (+15% MoM), 98.17% bounce rate (-1.2% MoM), 1.03 pages/session (+2% MoM), with an average session duration of of 00:00:04. (+189% MoM)
- Unit Performance:
  - Cross Device Banners: 166,620 impressions with 1,169 clicks and 0.70% CTR. 514 Messaged Visits
  - Retargeting: 133,332 impressions, 320 clicks, 0.24 CTR%.
     Messaged visits: 504
  - Added Value: Impressions 71,690 with 201 clicks and 0.28%
     CTR. Messaged visits: 8
  - Personalized Video launched January 4th and has delivered 366,680 impressions with 675 clicks and 0.18% CTR. 273,052 video completed at 100% with an overall 74% VCR.
- Geo Insights (for top performing markets):
  - New York and Atlanta continue to drive the most delivery, scale & awareness
  - Users in Los Angeles, Denver, Chicago, and Pittsburgh are more likely to click on ad, driving the highest CTR's

Gamified unit launched in February.



### Display Recap | Epsilon Ritz Carlton

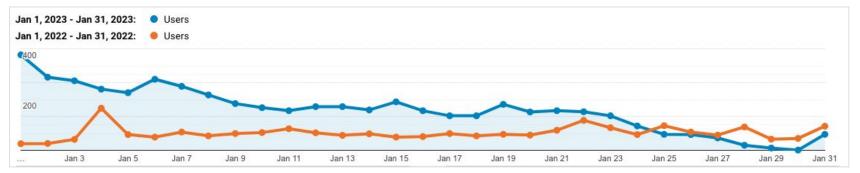


- Ritz Carlton January Campaign delivered the following:.
  - o Impressions: 74,232
  - Clicks: 475
  - Click Through Rate: 0.64%
  - Total messaged site visits: 112
- Primary Markets delivered:
  - o Impressions: 37,117
  - Clicks: 218
  - Click Through Rate: 0.59%.
  - Total messaged site visits: 78
- Secondary Markets delivered:
  - Impressions: 37,115
  - Clicks: 257
  - Click Through Rate: 0.69%.
  - Total messaged site visits: 34
- Users continue to be highly engaged with the creative most likely because of the established brand awareness of the luxury hotel

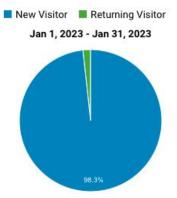


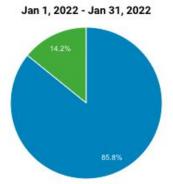
### Display Recap | Epsilon - YoY Comparison

### YoY Insights: January 2023 vs January 2022

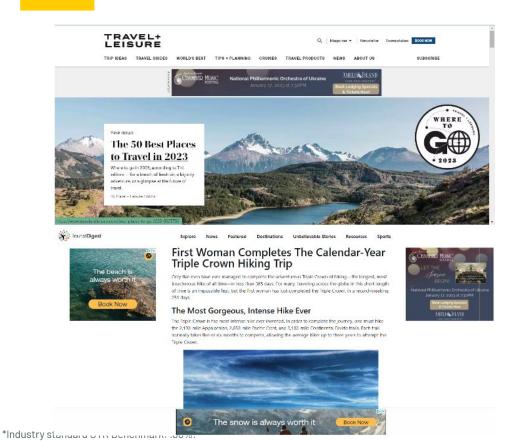








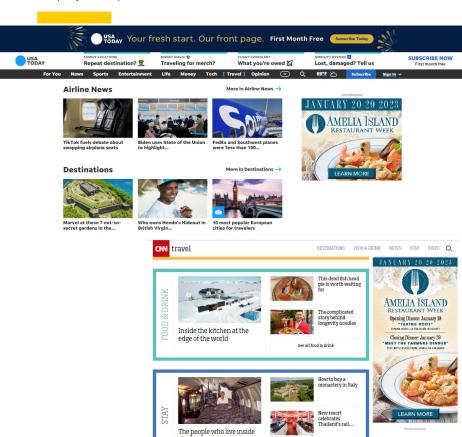
### Display Recap | Huddled Masses Chamber Music Festival



- **Chamber Music Festival January campaign ended** on 1/15 and delivered the following results:
  - Delivered Impressions: 255,926
  - Clicks: 680
  - Click Through Rate: 0.27%
  - Conversions: 9
- **Optimization:** Implemented phase 2 markets which includes 5-7 hour drive radius
  - Nashville and Raleigh had the best CPA's



### Display Recap | Huddled Masses Restaurant Week



- Restaurant Month Campaign ended 1/29 and delivered the following results:
  - Delivered Impressions: 636,175
  - Clicks: 1,490
  - Click Through Rate: 0.23%
  - Total Conversions: 56
    - Make Reservations Button: 2
    - See Who is Participating Button: 52
    - Get Tickets Now Button: 2
- Focus on Drive Market: 1.5 + 6 hours drive
- Campaign ended 1/29 and over-delivered on impressions by 86,175
- Contextual Food & Drink- Restaurants, Lookalike and Retargeting converted
- Behavioral Frequent Spenders at Family Restaurants and Retargeting have converted
- Amelia Island: 1,988 new users (+66,166% MoM), 2,075 sessions (+69,066% MoM), 97.25% bounce rate (-2.75% MoM), 1.04 pages/session (+4.5% MoM), with an average session duration of of 00:00:08 (+100% MoM)



### Display Recap | Travelzoo Destination Showcase



Travelzoo (Default) is at Amelia Island.

Published by Ilana B January 24 at 12:17 PM · Fernandina Beach ·



RAVELZOO.CON

Amelia Island: A charming Florida escape

Flanked by pristine beaches on the east side and picturesque marshes on the west, Amelia Isla...

# TRAVELZOO Amelia Island: a charming Florida escape



Flanked by pristine beaches on the east side and picturesque marshes on the west. Amela Island is special simply by virtue of its earthly composition. And the space between is filled with loveliness as well — with the Southern hospitality of a close-ant community, inviting homegrown flavors, one-of-akind, strollable shops and engaging gatherings that draw people from all over to this barrier island off Florida's northeast coast.

Driving in is easy from Charlotte, Atlanta and Miami via I-95. Plus, Jacksonville International Airport, with direct flight service from 35 U.S. gateways, is a mere 30 minutes away. Here's a look at what you'll see, taste and do once you coast into town.

Read More

You are receiving this email as part of the membership you signed up for with this address:

### Insights:

 The Travelzoo Destination Showcase Gallery launched on 12/17.

### January Results:

Native impressions: 286,574

Social impressions: 115,020

Total reach for Jan: 401,594

Page views: 4,918

Outbound clicks: 696

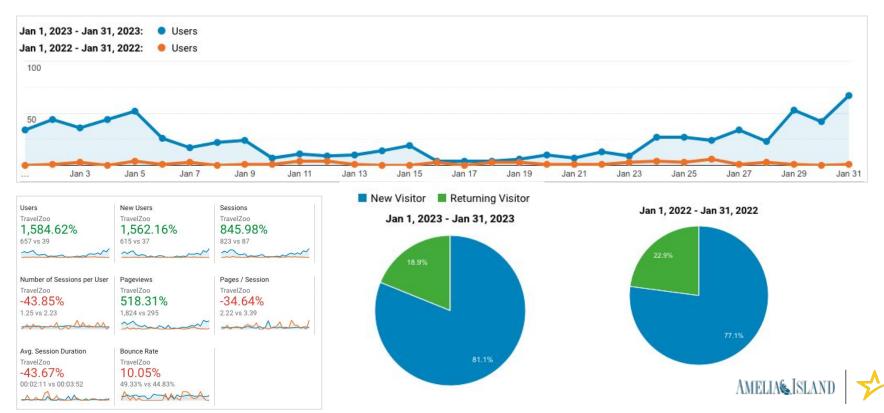
CTR: 12%

- As of 2/9/2023: 63,422 page views (the benchmark is 50,000, surpass the goal) and a 3.55 minute time on site (the benchmark is 2:30 minutes). Click through 9,168 with a CTR 14.4%
- Link: <a href="https://www.travelzoo.com/custom/amelia-island-a-charming-escape/">https://www.travelzoo.com/custom/amelia-island-a-charming-escape/</a>
- Amelia Island: 615 new users (-90.5% MoM), 821 sessions (-90% MoM), 50.3% bounce rate (-7.7% MoM), 2.18 pages/session (+11.5% MoM), with an average session duration of of 00:02:08 (+45% MoM).



### Display Recap | - Travelzoo YoY Comparison

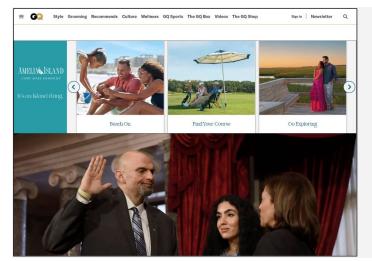
# YoY Insights: January 2023 vs January 2022



### Display Recap | Conde Nast



### Crown Unit





**Insights:** Campaign launched January 2nd and has delivered the following:

Impressions: 1,337,429

Clicks:671 CTR: 0.05%

Video Completion Rate: 22.13%

- The High Impact unit: delivered 1,301,767 impressions with 654 clicks and 0.05% CTR.
- Campaign is running on all CNT Collections which includes Vogue, Allure, Conde Nast Traveler, Bon Appetit
- Amelia Island: 514 new users (+5,611% MoM), 547 sessions (+670% MoM), 86.65% bounce rate (-54% MoM), 1.16 pages/session (-42.4% MoM), with an average session duration of 00:00:21(-79% MoM).



### AUDIO | I-Heart Podcast

# Top Podcasts: January'23









Lauren Vogelbaum













**Vivacious** 

### NEW

### **DEMO**

### Parents, Retired, Financially Secure

- HHI \$100K+
- Retired
- Grandparents

### **BEHAVIOR**

### TV Viewers

- · Watches movies on TV
- Watches Documentaries on TV

### Travel Enthusiast

- · Plans to take a beach vacation
- Avid Reader
- Owns eReader · Reads Newspaper on iPad

### **PERSONALITY**

### **Outdoors Enthusiast**

- Bicycling
- Jogging/Running

### **DIY & Home Projects** Sewina/Crafts

- Gardenina
- Lawn Care

### MEDIA

### Stays Informed & Connected

· Reads the news on mobile device Facebook user

### Media Streamer

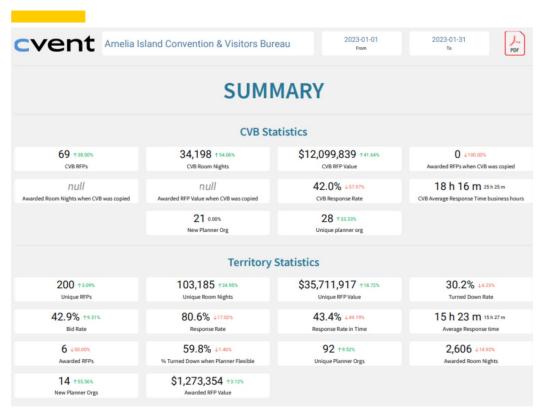
- · Heavy TV Viewer
- · Amazon Prime Video Netflix
- Area Leads EvPM Philadelphia, PA 55 1.48 Denver, CO 21 1.15 New York, NY 126 1.15 Atlanta, GA 46 1.02 Los Angeles, CA 48 0.83 32 0.83 Chicago, IL Boston, MA-Manchester, NH 36 0.77 Dallas-Ft. Worth, TX 22 0.74 Washington, DC (Hagerstown, MD) 25 0.65 Pittsburgh, PA 14 0.57 Austin, TX 12 0.27

- Psychographic Networks includes Backer, Explorer, Intrepid, Shopper, Vivacious and Nest. (Sample below)
- January campaign delivered: 432,160 **Impressions** 
  - 437 Visits matched to podcast listeners who heard the ad. This means that someone heard the spot and visited the site.
  - Primary Market Visitors: 288
  - Secondary Market Visitors: 149
- NY Leading the way in visits with 126
- Philadelphia has the highest Visit rate at 1.48%
- Approved spot below:





### Meetings Recap | CVENT January 2023

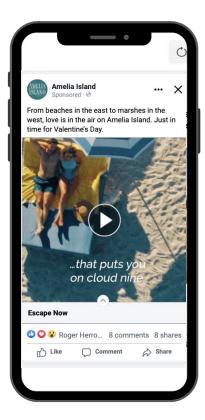


- Amelia Island Metro Area (cities of Yulee, Amelia Island and Fernandina Beach) received 200 unique RFPs for the month through Cvent, which was 3% higher than January, 2022
- Out of these, 6 were awarded for a total Awarded Value of \$1.2 million (increase of 3% as well)
- Out of these 200 RFPs, the DMO was copied on 69 of them, which is 38% higher than in January, 2022
- No RFPs was awarded that the DMO was copied



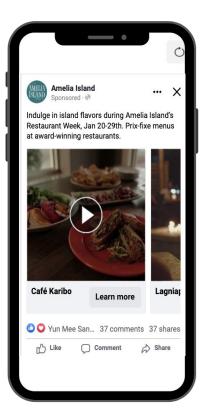


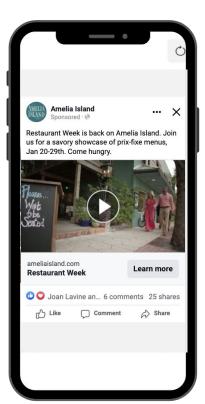
### Paid Social | Recap



- January campaigns delivered 3,023,491 impressions (-6% MoM) and reached 1,418,767 (+13% MoM) unique people and drove 133,045 clicks (+74% MoM)
- Ad Engagement
  - 258 post saves
  - 4,141 post reactions
  - 231 post comments
  - 426 post shares
- Romance IE
  - Average view time: 15 seconds
  - Percentage viewed: 87%
    - 2022 Romance IE had a 49% view time in Feb.

### Paid Social | Recap





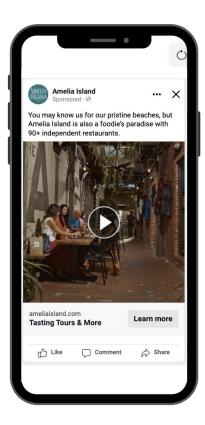
# Insights:

The Restaurant Week campaign reached 103,168 unique people, delivered 529,215 impression and generated 32,796 clicks at a CTR of 6.20%, 7xs higher than industry average.

### Engagement

- 485 post reactions
- 25 post comments
- 18 post saves
- 60 shares

The carousel creative was the performer.



# Insights:

The Restaurant video reached 150,466 unique people, delivered 278,191 impression and generated 7,891 clicks at a CTR of We 6.19%, 9xs higher than industry average.

### Engagement

- 903 post reactions
- 49 post comments
- 61 post saves
- 14 shares



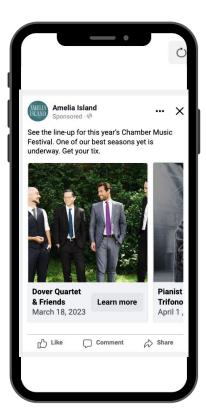
### Insights:

The Events carousel reached 198,081 unique people, delivered 289,828 impression and generated 15,021 clicks at a CTR of 5.18%, 5.8xs higher than industry average.

### Engagement

- 455 post reactions
- 35 post comments
- 27 post saves
- 20 shares

### Paid Social | Recap



# Insights:

The Chamber of Music festival campaign reached 68,881 unique people, delivered 165,855 impression and generated 2,463 clicks at a CTR of 1.49%, 1.66xs higher than industry average.

### Engagement

- 79 post reactions
- 1 post comments
- 13 shares

### Paid Social | Recap







- The IT montage video campaign reached 190,655 unique people, delivered 350,163 impression and generated 275,854 TruView plays at a cost per view \$0.02 and an average view time of 00:13.
  - Optimized for video views
- The IT Family video campaign reached 315,846 unique people, delivered 541,768 impression and generated 49,022 TruView plays at a cost per view \$0.08
  - Optimized for clicks
- The IT couples video campaign reached 140,068 unique people, delivered 234,156 impression and generated 4,271 TruView plays at a cost per view \$0.42.
  - Optimized for clicks

### Paid Social | 2023 Instant Experience Recaps

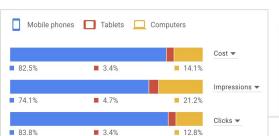


- January 2023 Romance
  - Average view time: 00:20
  - Percentage viewed:49%



# PAID SEARCH

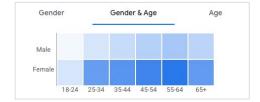
### Paid Search I Leisure



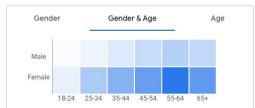
Most shown Leisure Ad:



### Impressions



Clicks



# Your performance by day of week and time of day Day Day Day S Hour Hour S M T T W T T S 12 AM 6 AM 12 PM 6 PM 12 AM



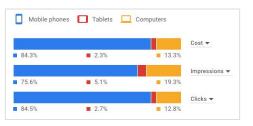
- MoM, impressions were up 32% and clicks were up 45%, while CPC decreased by 31%.
  YoY, CTR is up 58%, Click volume up 50% and CPC down 36%, showing optimization efficiencies.
- Impressions share was 22.4%. Biggest competition came from vrbo.com.
- Sundays saw the highest activity for both impressions and clicks, particularly in the evening.
- 74% of impressions and 84% of clicks came from Mobile
- Females 55-64 showed the most interest in terms of both clicks and impressions
- "Amelia Island activities" had the highest CTR among volume keywords (37%).
- Philadelphia had the highest CTR amongst volume destinations for Branded campaigns.

Leisure	Spend	Impressions	Clicks	CTR	CPC
Dec 2022	\$4,925	33,808	5,664	16.75%	\$0.87
Jan 2023	\$4,925	44,852	8,197	18.28%	\$0.60
YoY	0.00%	32.67%	44.72%	9.09%	-30.90%



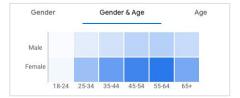
## Paid Search | Leisure - Competitors

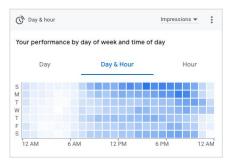






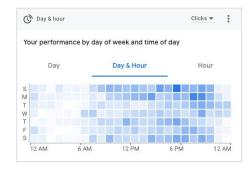
## **Impressions**





#### Clicks



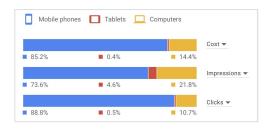


- Impressions were up 45%, in line with the budget increase, and clicks up 60% compared to December. Separating Savannah into its own campaign contributed to this improved performance.
- Sundays saw the highest activity for both impressions and clicks for both Saint Augustine and Savannah.
- 76% of impressions and 85% of clicks came from Mobile
- Females 55-64 had the most impressions and clicks, closely followed by 45-54 and 35-44 year old Females
- Savannah vacation, Saint Augustine vacation and St Augustine FL resorts had the highest CTRs among volume keywords (12.34%, 9.94%, and 8.64% respectively)
- Atlanta had the highest CTR for Savannah (12.32%). Philadelphia showed the highest CTR for Saint Augustine.

Competitors	Spend	Impressions	Clicks	CTR	CPC
Dec 2022	\$1,012	10,987	992	9.03%	\$1.02
Jan 2023	\$1,559	15,975	1,590	9.95%	\$0.98
MoM	54.07%	45.40%	60.28%	10.24%	-3.88%



## Paid Search | Events - Restaurant Week





74% of impressions and 89% of clicks came from Mobile

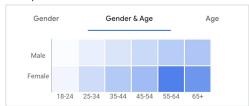
Campaign ran Jan 10-27

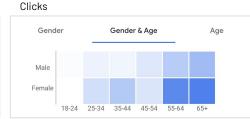
- Females 55 + had the most impressions and clicks.
- "Amelia Island restaurant week" had a 74% CTR
- Orlando-Daytona-Melbourne DMA saw the highest activity, followed by Atlanta.

Fridays saw the highest activity for both impressions.

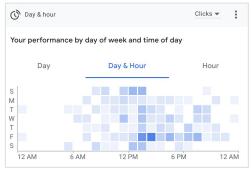
Miami-Fort Lauderdale DMA had the highest CTR (35.31%)

#### **Impressions**





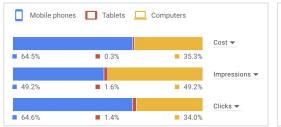
O Day & hour			Impress	ions ▼	
Your performance by day of week and time of day					
Day		Day & Hour		Hour	
S M T					
T F					
12 AM	6 AM	12 PM	6 PM	12 AM	

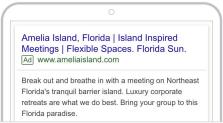


Restaurant Week	Spend	Impressions	Clicks	CTR	СРС
Jan 10-27	\$180	1,076	214	19.89%	\$0.84

## Paid Search | Meetings

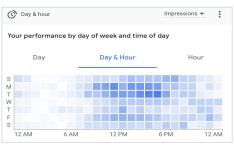






#### **Impressions**





#### Clicks





- Campaign launched Jan 17
- Tuesdays saw the highest activity for both impressions.
- 49% of impressions and 65% of clicks came from Mobile
- Females 35-44 had the most impressions and clicks.
- Corporate retreats had the highest volume, while business retreats and "corporate retreat venues" had the highest CTRs (5.65% and 5.30% respectively)
- Philadelphia and Atlanta had the highest CTRs (4.14% and 3.58% respectively)

Meetings	Spend	Impressions	Clicks	CTR	CPC
Jan 17-31	\$1,045.50	4,695	147	3.13%	\$7.11



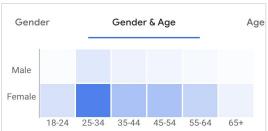
## Paid Search | Weddings



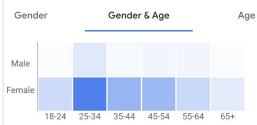


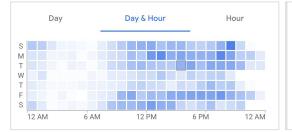
- Campaign launched Jan 17
- Monday and Friday saw the highest impressions activity, but Sunday had the highest click volume and CTR.
- 78% of impressions and 79% of clicks came from Mobile
- Females 25-34 had the most impressions and clicks.
- "Beachfront wedding venues" was the highest performing keyword.
- Atlanta, Nashville and Charlotte had the highest CTRs (13.97%, 12.76% and 11% respectively)

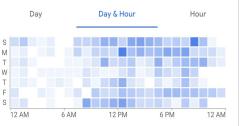
## Impressions



#### Clicks







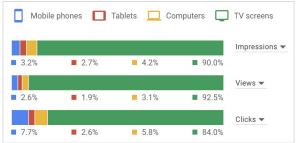
weddings	Spend	Impressions	Clicks	CTR	CPC
Jan 18-31	\$1,730.56	5,685	631	11.10%	\$2.74



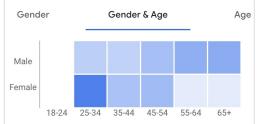
# YouTube

## YouTube | Restaurant Week

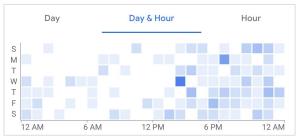




## CTR



#### Clicks



- Campaigns ran January 11-28
- 90% of impressions, 92% of the views and 84% of the clicks came from TV screens
- Foodies audience segment had the highest interaction rate at 42.29%
- 25-34 year old Females had the highest CTR, but 25-34 year old Males and 65+ Females had the highest interaction rates. 25-34 year old Males also had the highest view rate.
- YouTube movies and Fox News YouTube channels saw the highest volumes, followed by Insider Business, NBC News, and MSNBC channels.
   Insider Business had the highest interaction rate (76%), followed by A&E (67%), NBC News (58%) and MSNBC and YouTube Movies (both at 50%)
- Atlanta and West Palm Beach Ft Pierce DMAs had the highest interaction rates (43.18% and 42.22% respectively)

				Interaction						
YouTube - RW	Spend	Impressions	Interactions	Rate	Views	View Rate	CPV	Clicks	CTR	CPC
Jan 11-28	\$1,399	201,645	85,043	42.17%	59,105	29.31%	\$0.02	156	0.08%	\$9





## EXECUTIVE SUMMARY | Objective and Overview

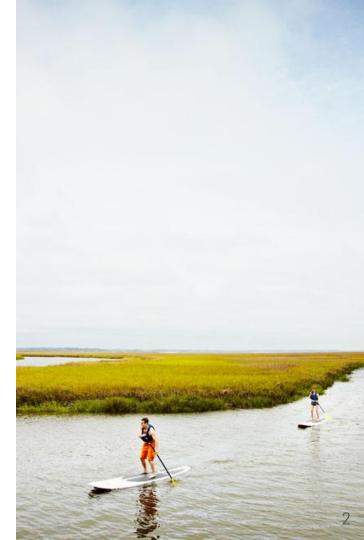
**Objective:** To increase awareness and visitations to Amelia Island through an integrated digital media strategy using comprehensive tracking, combined with travel data to inform targeting and media placements to prospects in key markets.

## Target Audience:

- Loyalist and Prospects Millennials (Adult 25-39, HHI \$75K+)
  - With kids / Without kids
- Loyalists and Prospects Gen X (Adults 40-54, HHI \$125K+ and net worth \$1M+)
  - With kids / Without kids
- Vacation Rentals (Digital Nomads, Family)
  - Adults 25+ / Families
  - Active retirees on the move / Digital Nomads
  - Snowbirds and pre-tirees: Those who come for the Winter and can work from anywhere. Affluent, extended stay.

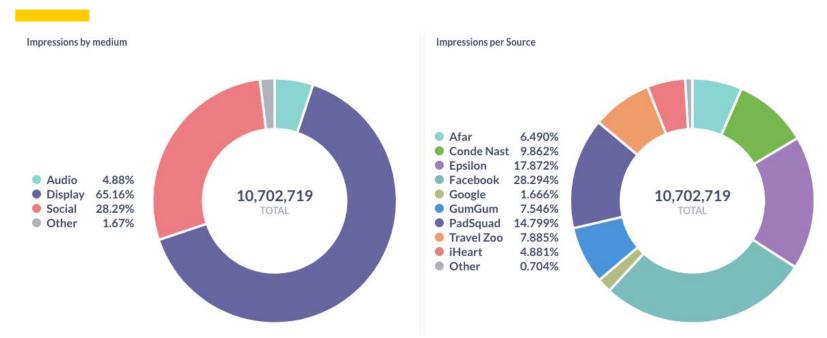
**Audience Interest for All targets:** Beach, Culture, History, Shopping, Nature, Dining, Golf, Outdoor Enthusiast and Entertainment

- Primary Markets: New York, Atlanta, Philadelphia, Washington DC, Boston (60% spend)
- **Secondary Markets**: Chicago, Los Angeles, Austin & Dallas, Denver, Pittsburgh (40% spend)
- Snowbirds: Flight Dates: December 2022 February 2023
  - Markets: New York Boston, Philadelphia, Chicago, Toronto





# EXECUTIVE SUMMARY | Objective and Overview (February 2023)



\$132,308.00 Spend

↑ 0.83% • was \$131,214.00 last day

10,702,719 Impressions

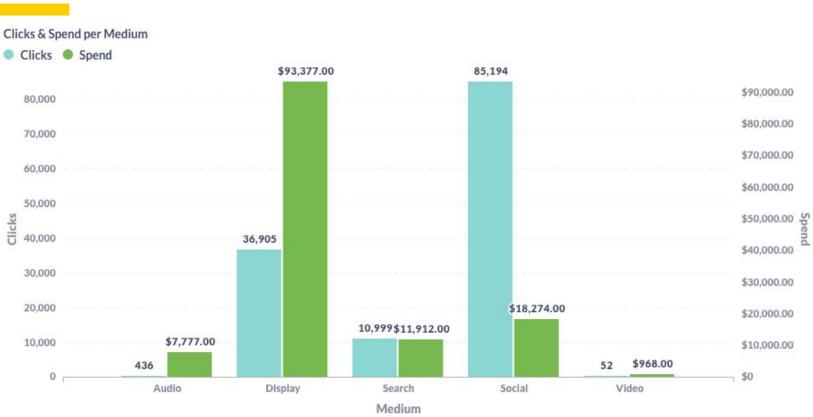
133,586
Clicks

1 2.2% • was 130,713 last day

1.2% ctr

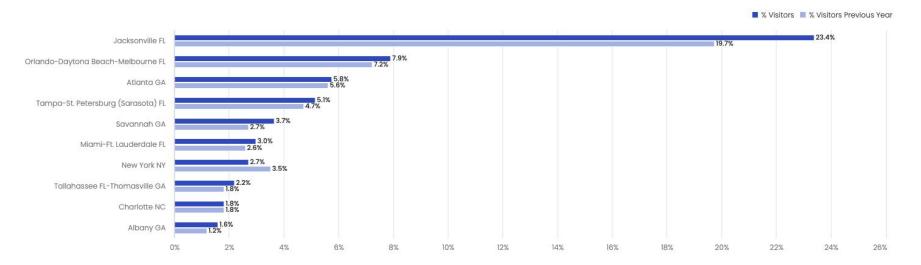


## EXECUTIVE SUMMARY | Media Performance (February 2023)



## EXECUTIVE SUMMARY | Zartico (Quarter)

### Top 10 Origin Markets



Date Range: Last Quarter (October 2022 - February 2023

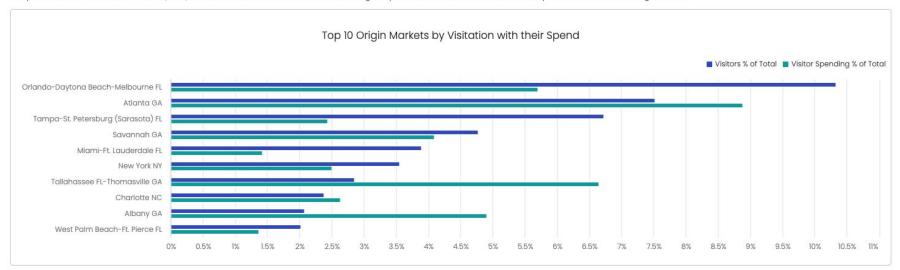
Visitor Cardholder Count Sample Size 25,898 Visitor Device Count Sample Size 30,223



## EXECUTIVE SUMMARY | Zartico (Quarter)

## Which markets are generating the greatest economic impact?

Source: Near and Affinity. Note: The blue bars represent your largest origin markets. The green bars show each origin market's % of spending. Tip: Look for markets with higher spending (green) compared to their share of visitation (blue). Your home DMA is excluded from this insight. Tip: Click on the bars in the chart to explore the Market Planning module.



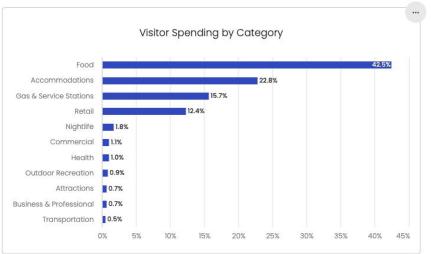
Date Range: Last Quarter October 2022 - February 2023

## EXECUTIVE SUMMARY | Zartico (Quarter)

## How are visitors contributing to your destination's economy?

Source: Affinity. Note: The insight on the left show your top spending origin markets ranked by average visitor spend per cardholder, while the insight on the right shows % of total spending in each category. Tip: Click on any of the bars in these charts to explore the Visitor Spending module.



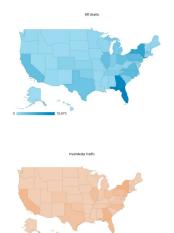


Date Range: Last Quarter October 2022 - February 2023

## EXECUTIVE SUMMARY | February 2023 Website







# Insights:

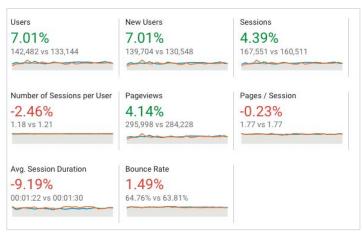
- Sessions: 167,551 (-16.07% MoM)
- New Users: 139,704 (-14.30% MoM)
- Pageviews: 295,998 (-17.93% MoM)
- Pages per session: 1.77 (-2.22% MoM)
- Bounce Rate: 64.76% (+2.70% MoM)
- Average session duration: 00:01:22 (-10.98% MoM)
- 37% of total web traffic can be attributed to paid media efforts

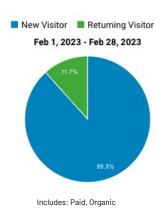


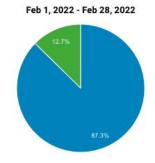
## EXECUTIVE SUMMARY | February 2023 Website (All Traffic)

## YoY Insights: February 2023 vs. February 2022









## EXECUTIVE SUMMARY | February 2023 Website (Paid Media)

# YoY Insights: February 2023 vs. February 2022





# DISPLAY

## Display Recap | Padsquad

## **Shake Scroller**





Engagement



\*Industry standard CTR Benchmark: .08%. Engagement Rate Benchmark 2-5%, VCR 75%.

A unit view is counted when a user pauses on the ad to view the unit, giving them the opportunity to take
an action within the ad. For example, a user has paused within the article they are reading, and then
decides whether or not to interact with the Squad Stories.

## Insights:

- Padsquad campaign launched 12/14: February Campaign delivered 1,583,923 impressions, 15,897 Clicks and CTR: 1.00%
  - Unit views 592,824 with 55,237 Engagements and 9.32%
     ER.
  - Top performing unit:
    - **Shake Scroller:** Delivered 573,171 impressions with 7,904 clicks and 1.38% CTR.
    - 8.63% Engagement rate with 22,824 total engagements. 264,622 unit views
    - Wipe to Reveal Weather Trigger Scroller: Delivered 576,144 Impressions with 7,349 clicks and 1.28% CTR.
    - 11.79% ER, 26,642 unit engagements. 226,000 unit views. Video starts 116,560 with 62,128 completed VCR 53%
    - **Reel:** Delivered 434,608 impressions with 644 clicks and 0.15% CTR.
    - 5.65% ER, 5,771 Unts engagements. 102,202 unit views

#### Shake Scroller link:

https://padsquad.adtag.org/ad-preview/#af9bad93b9e5d43ee7ccff84 e7a03b6b/mobile\_portrait AMELIA ISLAND

It's an .

# Reels





Engagement



Amelia Island: 8,868 new users (-31.5% MoM), 9,946 sessions (-30.8% MoM), 65.7% bounce rate (+18.56% MoM), 1.72 pages/session (-19.9% MoM), with an average session duration of of 00:00:26 (-22.03% MoM).

The Reel Link:

 $\underline{\text{https://padsquad.adtag.org/ad-preview/\#166752e3dead20b53d3ccbce89b1531b/mobile\_port}}$ 



## Display Recap | Padsquad









	Trigger: Wintertude (Wipers)	Trigger: Escape (Snow Cuple)	
New York	45F	32F	
Boston	45F	32F	
Philadelphia	50F	40F	
Washington DC	50F	40F	
Chicago	45F	32F	
Denver	45F	32F	
Atlanta	50F	40F	
Pittsburg	45F	32F	
Dallas	50F	40F	
Los Angeles	50F	40F	
Austin, TX			
When the Weather is warm:	Run regular brand creative		

## Weather Trigger Link:

https://padsquad.adtag.org/ad-preview/#968b11e449 b20b6cbc14cee4d0b6b531/mobile\_portrait

Wipe to Reveal" unit in the same link:

https://padsquad.adtag.org/ad-preview/#968b11e449 b20b6cbc14cee4d0b6b531/mobile\_portrait

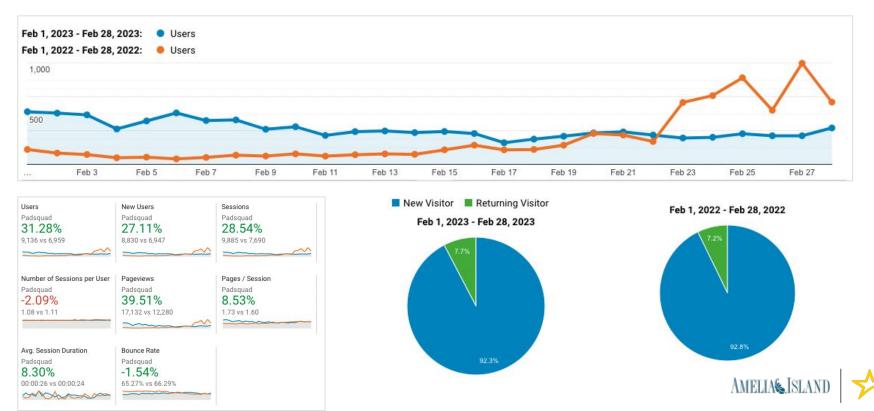
## Steps:

- Click on the right icon Context Simulator: https://prnt.sc/Fq7ep5lvPdU0
- 2. After goes to the Temperature section and on the custom write 10 F:
  - https://prnt.sc/Zn8Z8KpVyIF4
- 3. The correct unit would preview.



## Display Recap | PadSquad - YoY Comparison

# YoY Insights: February 2023 vs February 2022



## Display Recap | Travel and Leisure co-branded Email

View on the Web

#### TRAVEL+ LEISURE

AMELIA ISLAND

Dear Travel + Lelsure subscriber: We're always searching for special offers to benefit Travel + Leisure subscribers. Here's an offer from one of our partners that we thought might interest you.



Do you know Amelia Island? From the best beach days and the most romantic nights, to some of the biggest events in Northeast Florida, see why this hidden gem is worthy of your next getaway.

Under the Stars, Over the Moon



TAKE ME THERE

πs always a great time for a couple's escape o Amelia Island. Stay at an intimate B&B and walk to dinner in charming downtown Fernandina Beach. Many restaurants offer outdoor seating.

RESERVE NOW



#### Amelia Island Concours Week

This exclusive 4-day event features rare vehicles from collections across the globe, auctions of one-of-a-kind luxury cars, driving experiences and family fun activities. March 2nd-5th.

GET TICKETS



Stay at Courtyard by Marriott and escape to Florida's best island getaway. Walk to Fort Clinch State Park and Egans Creek Greenway and enjoy miles of nature trails for a leisurely stroll or on beach cruiser bloycles that we for on-site. After, join us on the pool deck for one of our signature cocktails!

BOOK NOW



TRAVEL+

AMELIA ISLAND

Dear Travel + Leisure subscriber: We're always searching for special offers to benefit Travel + Leisure subscribers. Here's an offer from one of our nachment that we thought might interest you.



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TAKE METHE

#### Under the Stars, Over the Moon

It's always a great time for a couple's escape Amelia Island. Stay at an intimate B&B and walk to dinner in charming downtown Fernandina Beach. Many restaurants offer outdoor seating.

RESERVE NOW





#### Amelia Island Concours

This exclusive 4-day event features rare vehicles from collections across the globe, auctions of one-of-a-kind luxury cars, drivin experiences and family fun activities. March 2nd-5th.

RET THERE

#### Enjoy Amelia Island's Natural Beauty

Stay at Courtyard by Marristt and escape to Florida's best Island getaway. Walk to Fort Clinch State Park and Eganc Tenek Greenway and enjoy miles of nature trails for a leisurely stroll or on beach cruiser bicycles that we offe on-site. After, join us on the pool deck for one of our signature cockalls!



BOOK NOV





Unsubscribe

**Subject line**: Amelia Island checks all the boxes for vacation fun

Coop Partner: Courtyard by Marriott

The email deployed 2/15/2023 to 36,777 opt-in subscribers

Delivered: 36,567

Clicks: 178CTR: 0.86%

Total Opened: 20,601Total Opened: 56.34%

o CTOR: 0.86%

• Total Unique Opened: 14,885

Total Unique Clicks: 140

Unique CTOR: 0.94%

Amelia Island: 726 new users (+48.47% MoM), 887 sessions (+44.7% MoM), 60.43% bounce rate (+4.9% MoM), 2.06 pages/session (+3.64% MoM), with an average session duration of of 00:01:35 (-13.14% MoM).



## Display Recap | Travel and Leisure co-branded Email (Courtyard )

TRAVEL+ LEISURE

AMELIA ISLAND

Dear Travel + Leisure subscriber:
We're always searching for special offers to benefit Travel + Leisure subscribers. Here's an offer from one of our partners that we thought might interest you.

View on the Web



Do you know Amelia Island? From the best beach days and the most romantic nights, to some of the biggest events in Northeast Florida, see why this hidden gem is worthy of your next getaway.

Under the Stars, Over the

Moon



its always a great time for a couple's escape on Amelia Island, Stay at an intimate B&B and walk to dinner in charming downtown Fernandina Beach. Many restaurants offer outdoor seating.

RESERVE NOW





#### Amelia Island Concours Week

This exclusive 4-day event features rare vehicles from collections across the globe, auctions of one-of-a-kind luxury cars, driving experiences and family fun activities. March 2nd-5th.

**GET TICKETS** 

### Enjoy Amelia Island's Natural Beauty

Stay at Courtyard by Marriott and escape to Florida's best island getaway. Walk to Fort Clinch State Park and Egans Creek Greenway and enjoy miles of nature trails for a leisurely stroll or on beach cruiser bicycles that we offer on-site. After, join us on the pool deck for one of our signature cocktails!





**Subject line**: Amelia Island checks all the boxes for vacation fun

**Coop Partner:** Courtyard by Marriott

 The email deployed 2/15/2023 to opt-in subscribers

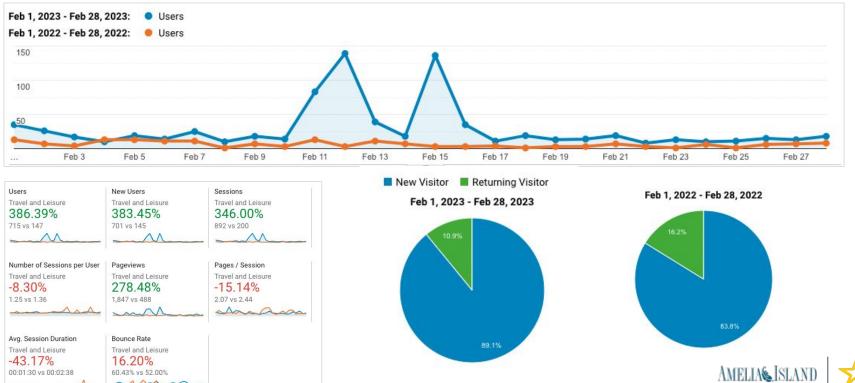
Clicks: 2CTR: 1.12%

Total Unique Clicks: 2Unique CTOR: 1.29%

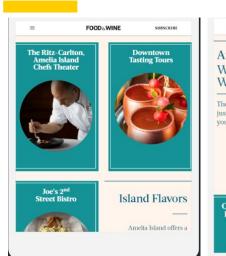


## Display Recap | Travel and Leisure co-branded Email - YoY Comparison

## YoY Insights: February 2023 vs February 2022



## Display Recap | Food and Wine Flip Card





## FOOD&WINE

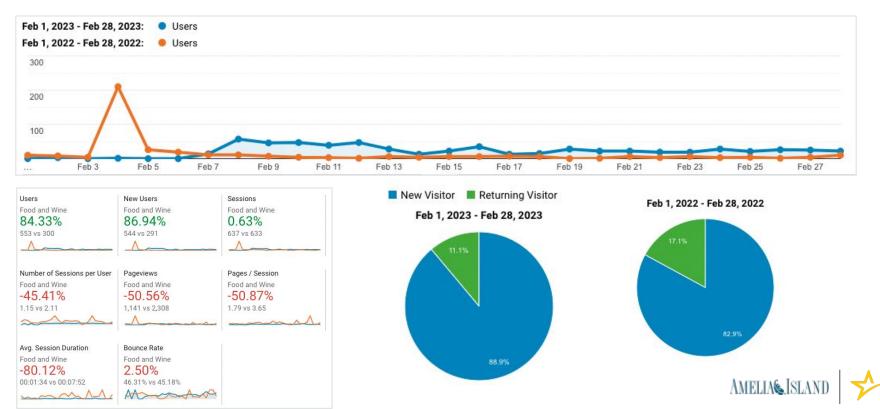


- The Food and Wine Flip Card unit launched on 2/7 and has delivered the following:
  - Page Views: 7,499
  - Content Engagements: 475
  - Content Engagement Rate: 6.3%
- The native post has seen an impressive average time spent on page of 49 seconds.
   This shows that once people are getting to the page, they're spending an above average amount of time interacting with the content
- The Native Distribution Units promoting the article across the Meredith network has delivered 518,472 impressions thus far with a 0.15% CTR
- Amelia Island: 550 new users (+180.6% MoM), 649 sessions (+111.4% MoM), 46.07% bounce rate (-23.5% MoM), 1.81 pages/session (-8.05% MoM), with an average session duration of of 00:01:36 (-1% MoM).
- https://sponsored.foodandwine.com/premium/a-cu linary-paradise-awaits-on-amelia-island-2023



## Display Recap | Food and Wine - YoY Comparison

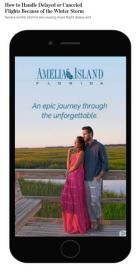
# YoY Insights: February 2023 vs February 2022



## Display Recap | Epsilon

#### Personalized Video





## **Gamified Unit**



## Insights:

- **February Campaign:** Delivered 1,912,819 Impressions with 12,366 clicks and 0.65% CTR. Total messaged site visits: 7,926
- Amelia Island: 8,933 new users (+82.8% MoM), 10,242 sessions (+104.6% MoM), 93.21% bounce rate (-5.1% MoM), 1.11 pages/session (+8.3% MoM), with an average session duration of of 00:00:08. (+103.35% MoM)
- Unit Performance:
  - Cross Device Banners: 166,676 impressions with 1,204 clicks and 0.72% CTR. 243 Messaged Visits
  - Retargeting: 99,997 impressions, 325 clicks, 0.33 CTR%.
     Messaged visits: 234
  - Added Value: Impressions 71,690 with 201 clicks and 0.28% CTR.
     Messaged visits: 8
  - Personalized Video has delivered 358,286 impressions with 280 clicks and 0.08% CTR. 268,962 video completed at 100% with an overall 75% VCR.
  - Gamified unit launched in February and has delivered 1,213,839 impressions with 10,270 clicks and 0.85% CTR. 6,569 Messaged Visits
- Geo Insights (for top performing markets):
  - New York and Atlanta drive the most delivery, scale & awareness
  - Users in Los Angeles, Denver, Chicago, and Pittsburgh are more likely to click on ad, driving the highest CTR's



## Display Recap | Epsilon Ritz Carlton



## Insights:

## • Ritz Carlton February Campaign delivered the following:

o Impressions: 74,021

Clicks: 287

• Click Through Rate: 0.39%

Total messaged site visits: 144

## Primary Markets delivered:

o Impressions: 37,006

Clicks: 142

Click Through Rate: 0.38%.

Total messaged site visits: 80

## Secondary Markets delivered:

Impressions: 37,015

Clicks: 145

Click Through Rate: 0.39%.

Total messaged site visits: 64

- January February campaign delivered 148,253 Impressions with 762 clicks and 0.51% CTR with 762 Messaged visits.
- Users continue to be highly engaged with the creative most likely because of the established brand awareness of the luxury hotel

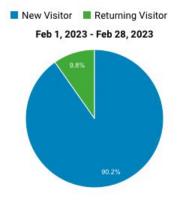


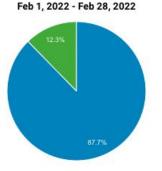
## Display Recap | Epsilon - YoY Comparison

# YoY Insights: February 2023 vs February 2022









## Display Recap | Travelzoo Destination Showcase



Travelzoo (Default) is at Amelia Island.

Published by Ilana B ❸ - January 24 at 12:17 PM - Fernandina Beach - ❸

Off the northeast coast of Florida, Amelia Island has 13 miles of pristine beaches and plenty of Southern charm. Visit our guide to learn more about its natural attractions, eclectic downtown and quaint inns >> https://ibit.VisiVUETN #ameliaisland w/ Amelia Island



RAVELZOO.COM

Amelia Island: A charming Florida escape

Flanked by pristine beaches on the east side and picturesque marshes on the west, Amelia Isla...

# TRAVELZOO Amelia Island: a charming Florida escape



Flanked by pristine beaches on the east side and picturesque manshes on the west. Amela Island is special simply by virtue of its earthly composition. And the space between is filled with Invelience as well — with the Southern hospitality of a close-knic community, inviting homegrown flavors, one-of-kind, strollable shops and engaging gatherings that draw people from all over to this barrier island off Florida's northeast coast.

Driving in is easy from Charlotte, Atlanta and Miami via I-95. Plus, Jacksonville International Airport, with direct flight service from 35 U.S. gateways, is a mere 30 minutes away. Here's a look at what you'll see, taste and do once you coast into town.

Read More

You are receiving this email as part of the membership you signed up for with this address:

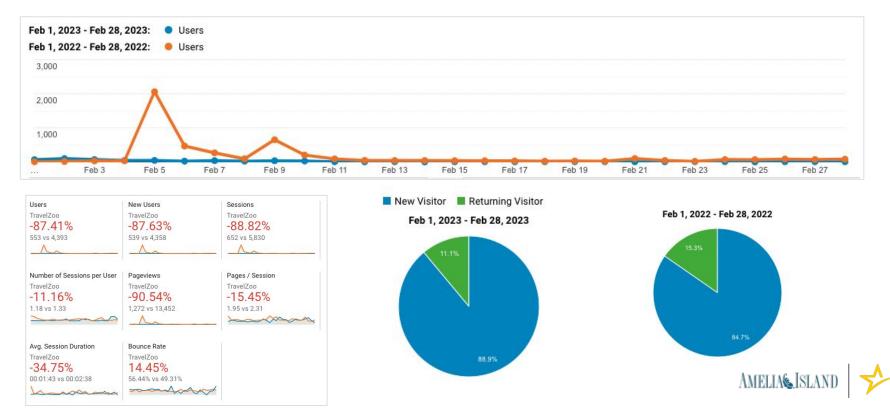
## Insights:

- Travelzoo Destination Showcase Gallery February results:
  - Impressions: 843,947
  - Page views: 10,768
  - Time on site: 1.58 Minutes
  - Clicks: 513CTR: 5%
- As of 3/3/2023: 73,151 page views (the benchmark is 50,000, surpass the goal) and a 3.57 minute time on site (benchmark is 2:30 minutes). Click through 10,826 with a CTR 15%
- Link: <u>https://www.travelzoo.com/custom/amelia-island</u> -a-charming-escape/
- Amelia Island: 549 new users (-11.7% MoM), 635 sessions (-23.4% MoM), 57.80% bounce rate (+12.7% MoM), 1.93 pages/session (-8.6% MoM), with an average session duration of of 00:01:40 (-15.9% MoM).



## Display Recap | - Travelzoo YoY Comparison

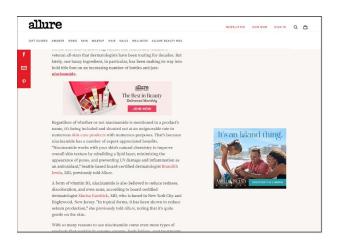
# YoY Insights: February 2023 vs February 2022



## Display Recap | Conde Nast

#### Crown Unit







**Insights:** February Campaign has delivered the following:

Impressions: 1,055,500

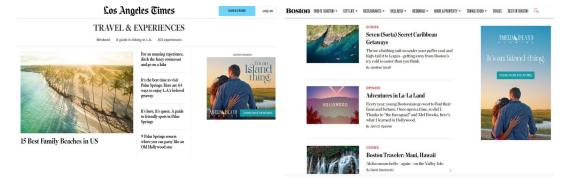
Clicks:671CTR: 0.06%

Video Completion Rate: 19.86%

- **The High Impact unit:** delivered 1,026,732 impressions with 663 clicks and 0.06% CTR.
- Campaign is running on all CNT Collections which includes Vogue, Allure, Conde Nast Traveler, Bon Appetit
- Amelia Island: 444 new users (-13.9% MoM), 458 sessions (-16.7% MoM), 87.99% bounce rate (+0.82% MoM), 1.33 pages/session (+13.9% MoM), with an average session duration of of 00:00:35 (+57.8% MoM).



## DISPLAY RECAP | Sojern





## 3. Cape Breton

Canada's eastermost edge is an adventure's paradise. Cape Beton Island is best known for the epic Cabot Trail, a 298km road of rugged coastal views that will melt the heart of even the most hardened traveller. The Island is all about what happens outdoors – and any place with a large status of a violin is well worth paying attention to. This place is so beautiful, even the whales stool for a good look ever vear.





• The February campaign launched 2/6 and has delivered 839,725 Impressions with 1,700 clicks and 0.20% CTR.

Display Impressions: 758,273

Clicks: 1,644CTR: 0.22%

Video Views: 81,452

Clicks: 56CTR: 0.07%

 Flight search: 285 events with 131 total travelers

o Lodging Search: 284 with 148 total travelers

Average lead times: 43.62 Days

• Average length of Stays: 3.13 Days

• **Amelia Island:** 5,226 new users, 5,392 sessions, 95.88% bounce rate, 1.08 pages/session, with an average session duration of of 00:00:08.



## DISPLAY RECAP | Sojern

## **Top 10 Origins**

Where are they searching/b	ooking from and v	what is their makeup?
----------------------------	-------------------	-----------------------

	Flight Search
New York, NY, New Jersey US	17.2%
Washington, DC (Hagerstown, MD), Washington, D.C. US	16.2%
New York, NY, New York US	12.1%
Philadelphia, PA, Pennsylvania US	12.1%
Chicago, IL, Illinois US	9.1%
Boston, MA-Manchester, NH, Massachusetts US	8.1%
Pittsburgh, PA, Pennsylvania US	7.1%
Denver, CO, Colorado US	6.1%
Atlanta, GA, Georgia US	2.0%
Flint-Saginaw-Bay City, MI, Michigan US	2.0%

	Lodging Booking
Atlanta, GA, Georgia US	23.1%
Chicago, IL, Illinois US	23.1%
Boston, MA-Manchester, NH, Massachusetts US	7.7%
Jacksonville, FL, Florida US	7.7%
Jacksonville, FL, Georgia US	7.7%
New York, NY, New Jersey US	7.7%
Orlando-Daytona Beach-Melbourne, FL, Florida US	7.7%
Philadelphia, PA, Pennsylvania US	7.7%
West Palm Beach-Ft. Pierce, FL, Florida US	7.7%

Atlanta, GA, Georgia US

Chicago, IL, Illinois US

New York, NY, New York US

Jacksonville, FL, Florida US

New York, NY, New Jersey US

Jacksonville, FL, Georgia US

Charlotte, NC, North Carolina US

Pittsburgh, PA, Pennsylvania US

Philadelphia, PA, Pennsylvania US

Boston, MA-Manchester, NH, Massachusetts US

	Flight Booking
Cincinnati, OH, Ohio US	25.0%
Philadelphia, PA, Pennsylvania US	25.0%
Pittsburgh, PA, Pennsylvania US	25.0%
Washington, DC (Hagerstown, MD), Washington, D.C. US	25.0%



Lodging Search

28.8%

9.6% 9.6%

7.7%

7.7%

4.8%

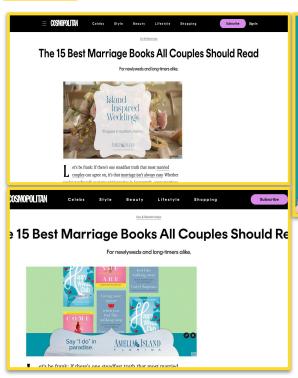
4.8%

2.9%

2.9%

2.9%

#### DISPLAY RECAP | GumGum Weddings





The GumGum Weddings campaign launched 2/1.

o Impressions: 807,574

Clicks: 6,601
CTR: 0.82%

Viewability: 79.61%

Mobile Engagement: 21.93%

Top performing unit:

o In-Image 6 sec Canvas Video: 1.20% CTR

o In-Screen Frame: 0.44% CTR

Amelia Island: 2,802 new users (+55,940% MoM), 2,871 sessions (57,320% MoM), 91.19% bounce rate (-8.8% MoM), 1.13 pages/session (+12.9% MoM), with an average session duration of of 00:00:13 (+100% MoM).



## Display Recap | - GumGum Weddings YoY Comparison



## YoY Insights: February 2023 vs February 2022



#### DISPLAY RECAP | Afar





#### Email

The Daily Wander: Sent on 2/1

Total Sends: 652,114

Banner/In Line Clicks: 72

CTR: 0.01%

o Opened: 252,012

Open Rate: 38.65%

Partner Posts Click: 783

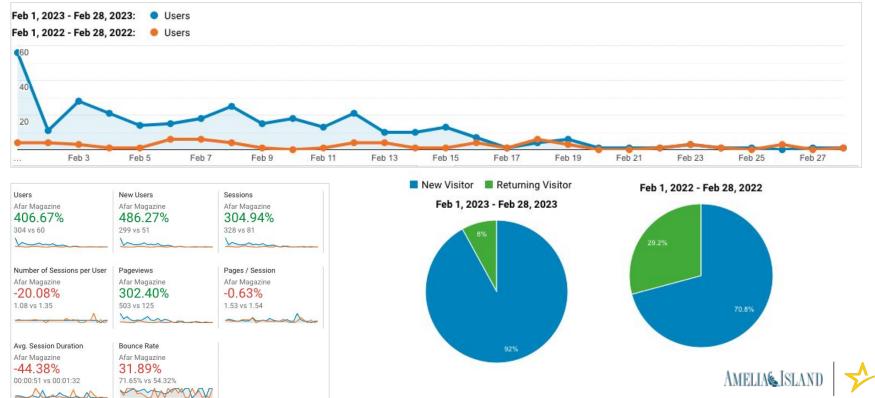
CTOR: 0.31%CTSR: 0.12%

Amelia Island: 293 new users (+365% MoM), 325 sessions (75.7% MoM), 72% bounce rate (+23.3% MoM), 1.54 pages/session (-26.5% MoM), with an average session duration of of 00:00:54 (-70.3% MoM).



### Display Recap | - Afar YoY Comparison

## YoY Insights: February 2023 vs February 2022



#### AUDIO | I-Heart Podcast

## Top Podcasts: February'23





Bobby Bones 44PPINESS

PUSHKIN









Anney Reese. Lauren Vogelbaum





Brendan Francis Newnam







NEW

#### **DEMO**

#### Parents, Retired, Financially Secure

- HHI \$100K+
- Retired
- Grandparents

#### **BEHAVIOR**

#### TV Viewers

- · Watches movies on TV
- Watches Documentaries on TV

#### Travel Enthusiast · Plans to take a beach vacation

#### Avid Reader Owns eReader

· Reads Newspaper on iPad

- **PERSONALITY Outdoors Enthusiast**
- Bicycling Jogging/Running
- **DIY & Home Projects**
- Sewina/Crafts Gardenina Lawn Care

#### MEDIA

#### Stays Informed & Connected Reads the news on mobile device Facebook user

#### Media Streamer · Heavy TV Viewer

- · Amazon Prime Video Netflix
- EvPM Area Leads Denver, CO 37 1.10 New York, NY 100 1.03 Philadelphia, PA 52 1.02 Chicago, IL 62 0.89 0.85 Dallas-Ft. Worth, TX 29 Atlanta, GA 61 0.83 Pittsburgh, PA 5 0.60 Boston, MA-Manchester, NH 20 0.56 Los Angeles, CA 50 0.52 Washington, DC (Hagerstown, MD) 14 0.41 6 Austin, TX 0.26

- Psychographic Networks includes Backer, Explorer, Intrepid, Shopper, Vivacious and Nest. (Sample below)
- February campaign delivered: 522,440 **Impressions** 
  - 430 visits matched to podcast listeners who heard the ad. This means that someone heard the spot and visited the site.
  - Primary Market Visitors: 247
  - Secondary Market Visitors: 183
- NY Leading the way in visits with 100
- Denver has the highest Visit rate at 1.10%
- Approved spot below:





#### MEETINGS | Connect



 Onsite Banners launched 2/1. Campaign results as follows:

Impressions: 31,297

Clicks: 37 CTR: 0.12%

Top performing unit:

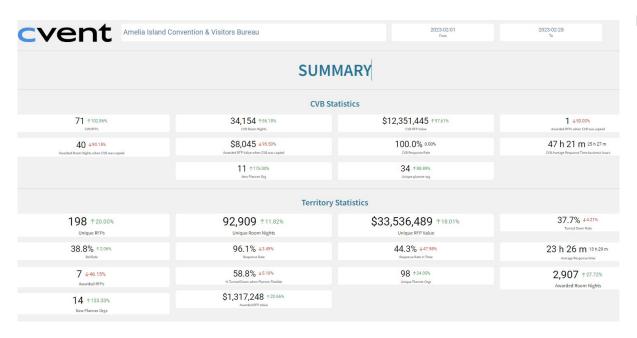
Billboard: 970x250 with 0.37% CTR

 Mobile Leaderboard: 30050 with 0.20% CTR.

Amelia Island: 66 new users (+100% MoM), 67 sessions (2,133% MoM), 94.03% bounce rate (-5.97% MoM), 1.12 pages/session (+11.94% MoM), with an average session duration of of 00:00:13 (+100% MoM).



## Meetings Recap | CVENT February 2023



## Insights:

- Amelia Island Metro Area (cities of Yulee, Amelia Island and Fernandina Beach) received 198 unique RFPs for the month through Cvent, which was 20% higher than February, 2022
- Out of these, 7 were awarded for a total AWARDED VALUE of \$1.3 million (increase of 21%)
- Out of these 198 RFPs, the DMO was copied on 71 of them, which is 103% higher than in February, 2022
- 1RFP was awarded that the DMO was copied on for an AWARDED VALUE of \$8,045







- February campaigns delivered 3,028,201 impressions (+1% MoM) and reached 1,581,810 (+12% MoM) unique people and drove 85,194 clicks (-35% MoM). This is due to campaign objectives changing from clicks to video views to improve performance.
- Ad Engagement
  - 151 post saves
  - 2,521 post reactions
  - 88 post comments
  - 261 post shares
- Arts Guide IF
  - Average view time: 17 seconds
  - Percentage viewed: 76%



The Concours Week video reached 372,096 unique people, delivered 381,600 impression and generated 985 clicks. Campaign was optimized for awareness to reach as many people as possible.

## Engagement

- 67 post reactions
- 3 post comments
- 1 post saves
- 12 shares



The Events carousel reached 198,368 unique people, delivered 337,108 impression and generated 9,279 clicks at a CTR of 2.75%, 3xs higher than industry average.

## Engagement

- 455 post reactions
- 35 post comments
- 27 post saves
- 20 shares



The Chamber of Music festival campaign reached 108,789 unique people, delivered 108,789 impression and generated 4,838 clicks at a CTR of 1.78%, 2xs higher than industry average.

## Engagement

- 145 post reactions
- 7 post comments
- 20 shares

## Paid Social | Recap







## Insights:

- The IT montage video campaign reached 144,879 unique people, delivered 314,442 impression and generated 16,935 clicks at CTR of 5.39%, 6xs higher than industry average.
- The IT Family video campaign reached 212,174 unique people, delivered 332,156 impressions and generated 12,223 clicks at a CTR of 3.68%, 4xs higher than industry average.
- The IT couples video campaign reached 164,943 unique people, delivered 323,443 impression and 12,278 clicks at a CTR of 3.80%, 4.2xs higher than industry average.

## Paid Social | 2023 Instant Experience Recaps



## Insights:

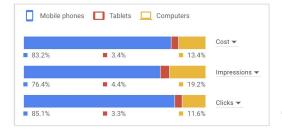
- January 2023 Romance
  - Average view time: 00:20
  - Percentage viewed:49%
- February 2023 Arts
  - Average view time: 17 seconds
  - Percentage viewed: 76%



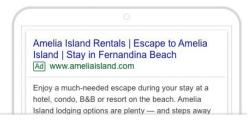
# PAID SEARCH

#### Paid Search I Leisure

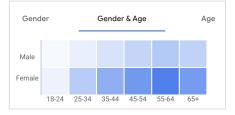




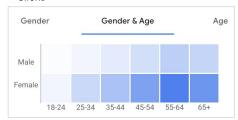
#### Most shown Leisure Ad:

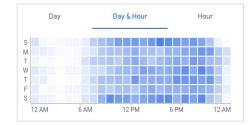


#### Impressions









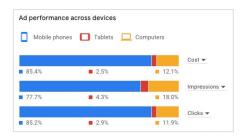
- Compared to the previous period, impressions and clicks were slightly up, while CPC increased by 8% to \$0.65.
   YoY, CTR is up 34%, Click volume up 23% and CPC down 17%, showing optimization efficiencies.
- Impressions share was 21%. Biggest competition came from vrbo.com.
- Saturdays and Sundays saw the highest activity for both impressions and clicks.
- 76% of impressions and 85% of clicks came from Mobile
- Females 55-64 showed the most interest in terms of both clicks and impressions, followed by 65+ Females (this group had the highest CTR)
- "Amelia Island activities" had the highest CTR among volume keywords (32%).
- Boston had the highest CTR amongst volume destinations for Branded campaigns.

Leisure	Spend	Impressions	Clicks	CTR	CPC	
January 2023	\$4,925	44,852	8,197	18.28%	\$0.60	
February 2023	\$4,893	41,584	7,473	17.97%	\$0.65	
<b>MoM</b> -0.64		-7.29%	-8.83%	-1.67%	8.98%	



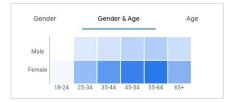
#### Paid Search | Leisure - Competitors



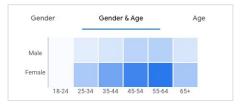




#### Impressions









- Campaigns were stable month over month
- Saturdays saw the highest activity for both impressions and clicks for Saint Augustine, while Savannah had consistent activity throughout the week
- 85% of impressions and clicks came from Mobile
- Females 55-64 had the most impressions and clicks, closely followed by 45-54 year old Females
- Savannah vacation, St Augustine FL resorts and Saint Augustine vacation had the highest CTRs among volume keywords (11.5%, 10.35%, and 9.3% respectively)
- New York had the highest CTR for Savannah (10.78%).
   Philadelphia showed the highest CTR for Saint Augustine (14.25%).

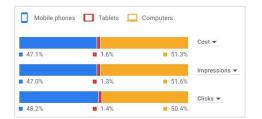
Competitors	Spend	Impressions	Clicks	CTR CPC		
January 2023	\$1,559	15,975	1,590	9.95% \$0.98		
February 2023	\$1,636	16,056	1,581	9.85%	\$1.03	
MoM	4.92%	0.51%	-0.57%	-1.07%	5.52%	



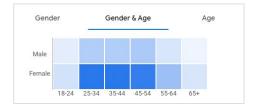


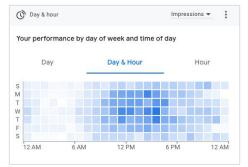
#### Paid Search | Meetings

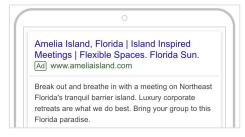


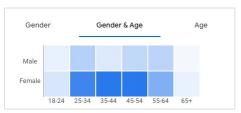


#### Impressions











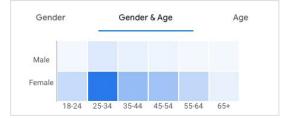
- Campaign launched Jan 17. Optimizations contributed to lower CPCs.
- Wednesdays saw the highest activity for both impressions.
- Impressions and clicks were almost evenly split between Desktop and Mobile
- Females 35-44 had the most impressions and clicks, closely followed by 25-34 and 45-54 year old Females.
- Corporate retreats had the highest volume, while "executive retreat locations" had the highest CTR (7%)
- New York had the highest volume and CTR.

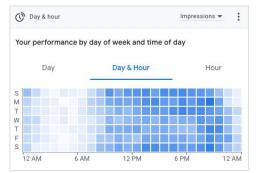
Meetings	Spend	Impressions	Clicks	CTR	CPC	
February 2023	\$2,159	8,219	284	3.46%	\$7.60	

#### Paid Search | Weddings

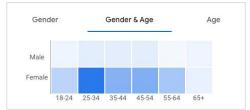


#### Impressions











- Campaign launched Jan 17. Optimizations contributed to lower CPCs (-17%).
- Saturday Tuesday saw the highest impressions and clicks activity. Sunday had the highest click volume and CTR.
- 83% of impressions and clicks came from Mobile
- Females 25-34 had the most impressions and clicks.
- "Beachfront wedding venues" remained the highest performing keyword.
- Charlotte, Atlanta and Nashville had the highest CTRs (15.34%, 13.84% and 13.75% respectively)

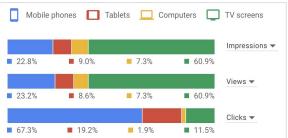
Weddings	Spend	Impressions	Clicks	CTR	CPC	
February 2023	\$3,802	12,930	1662	12.85%	\$2.29	



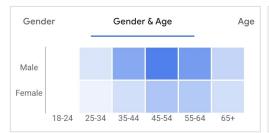
# YouTube

#### YouTube | Brand



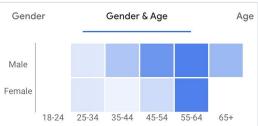


#### Views



#### Clicks

00:30



- Targeting DC and Atlanta, HHI>\$100K + Affinity and In-Market segments
- 62% of impressions and views came from TV screens, while 67% of clicks came from Mobile
- Luxury Travelers segment had the highest interaction rate at 73.44%
- 45-54 year old Males had the highest views, but 25-44 year old Females had the highest interaction rates. 55-64 year old Females and Males delivered the most clicks.
- YouTube movies and Fox News YouTube channels saw the highest volumes, followed by NBC News and MSNBC channels.
  - YouTube Movies had the highest view rate (62%). NBC News had the highest interaction rate (75%).
- Atlanta had slightly higher view rates and interaction rates than DC, but on lower volumes.

YouTube - Brand	Spend	Impressions	Interactions	Interaction Rate	Views	View Rate	CPV	Clicks	CTR	CPC
February 2023	\$1,000	99,539	71,781	72.11%	56,452	56.71%	\$0.02	52	0.05%	\$19







#### EXECUTIVE SUMMARY | Objective and Overview

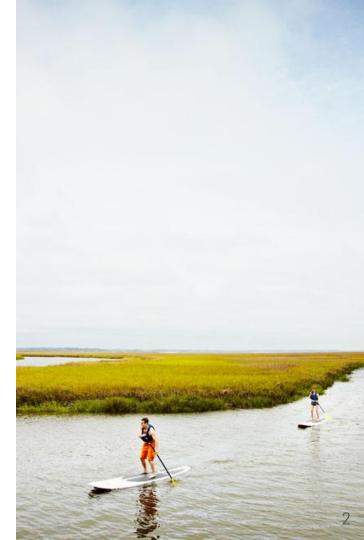
**Objective:** To increase awareness and visitations to Amelia Island through an integrated digital media strategy using comprehensive tracking, combined with travel data to inform targeting and media placements to prospects in key markets.

#### Target Audience:

- Loyalist and Prospects Millennials (Adult 25-39, HHI \$75K+)
  - With kids / Without kids
- Loyalists and Prospects Gen X (Adults 40-54, HHI \$125K+ and net worth \$1M+)
  - With kids / Without kids
- Vacation Rentals (Digital Nomads, Family)
  - Adults 25+ / Families
  - Active retirees on the move / Digital Nomads
  - Snowbirds and pre-tirees: Those who come for the Winter and can work from anywhere. Affluent, extended stay.

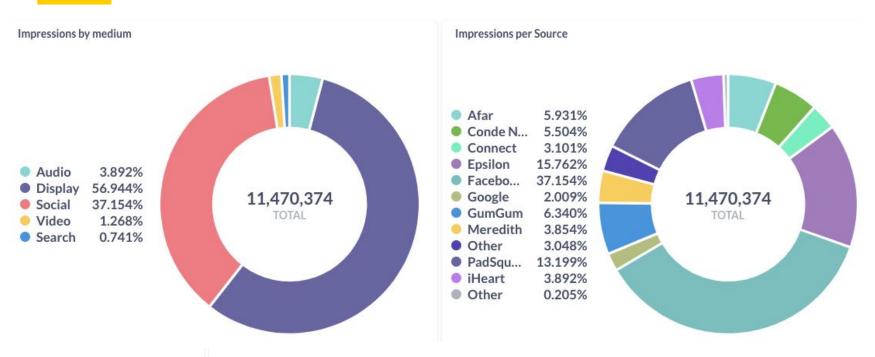
**Audience Interest for All targets:** Beach, Culture, History, Shopping, Nature, Dining, Golf, Outdoor Enthusiast and Entertainment

- Primary Markets: New York, Atlanta, Philadelphia, Washington DC, Boston (60% spend)
- **Secondary Markets**: Chicago, Los Angeles, Austin & Dallas, Denver, Pittsburgh (40% spend)
- Snowbirds: Flight Dates: December 2022 March 2023
  - Markets: New York Boston, Philadelphia, Chicago, Toronto





### EXECUTIVE SUMMARY | Objective and Overview (March 2023)



\$167,149.00

Spend

↑ 0.64% • was \$166,092.00 last day

11,470,374

121,008

Clicks

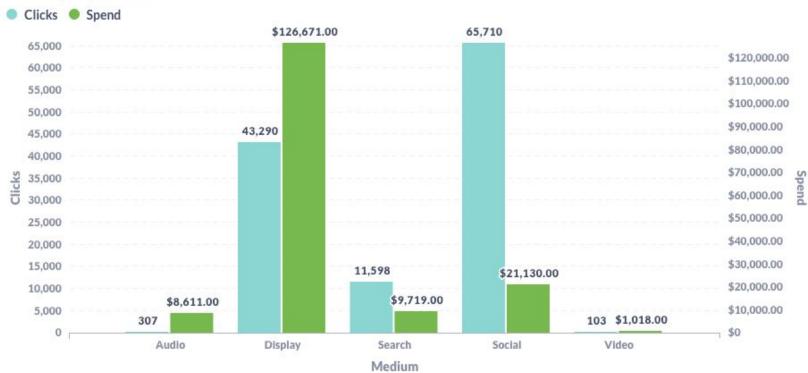
1 2.2% • was 118,421 last day

1.1% CTR

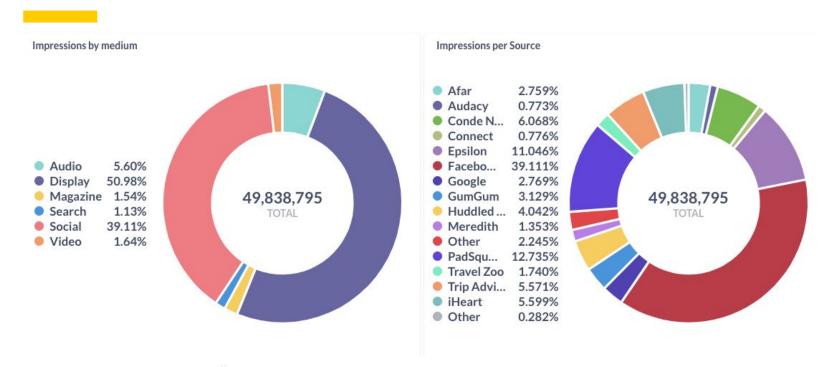


#### EXECUTIVE SUMMARY | Media Performance (March 2023)





#### EXECUTIVE SUMMARY | Objective and Overview (October 2022 March 2023)



\$628,979.00

Spend

↑ 0.17% • was \$627,922.00 last day

49,838,795
Impressions

671,064 1.3%

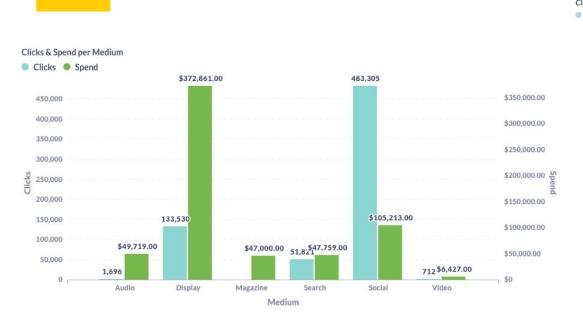
Clicks

CTR

↑ 0.39% • was 668,477 last day



#### EXECUTIVE SUMMARY | Media Performance (October 2022 - March 2023)



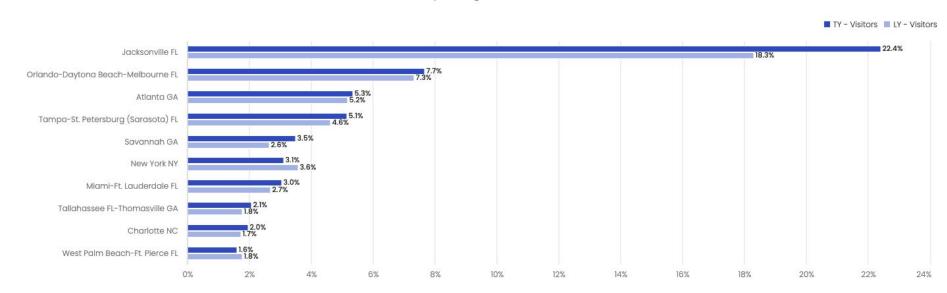






#### EXECUTIVE SUMMARY | Zartico (Winter 2022/2023)

#### Top 10 Origin Markets



Date Range: Last Quarter (October 2022 - March 2023

Visitor Cardholder Count Sample Size

31,612

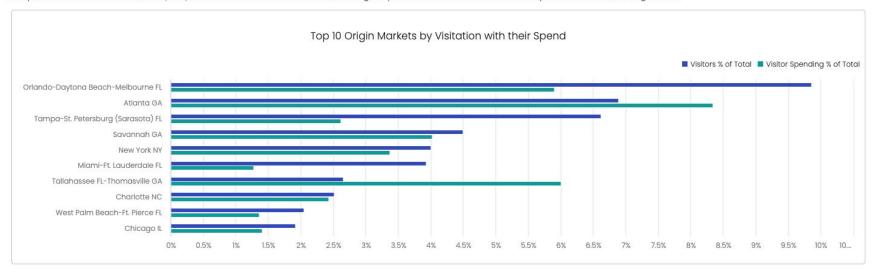
Visitor Device Count Sample Size



#### EXECUTIVE SUMMARY | Zartico (Quarter)

#### Which markets are generating the greatest economic impact?

Source: Near and Affinity. Note: The blue bars represent your largest origin markets. The green bars show each origin market's % of spending. Tip: Look for markets with higher spending (green) compared to their share of visitation (blue). Your home DMA is excluded from this insight. Tip: Click on the bars in the chart to explore the Market Planning module.



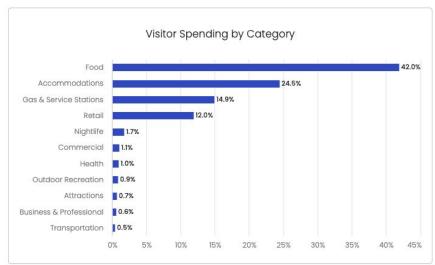
Date Range: Last Quarter October 2022 - March 2023

#### EXECUTIVE SUMMARY | Zartico (Quarter)

#### How are visitors contributing to your destination's economy?

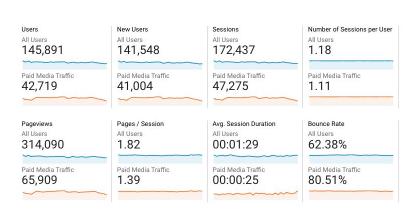
Source: Affinity. Note: The insight on the left show your top spending origin markets ranked by average visitor spend per cardholder, while the insight on the right shows % of total spending in each category. Tip: Click on any of the bars in these charts to explore the Visitor Spending module.





Date Range: Last Quarter October 2022 - March 2023

#### EXECUTIVE SUMMARY | March 2023 Website







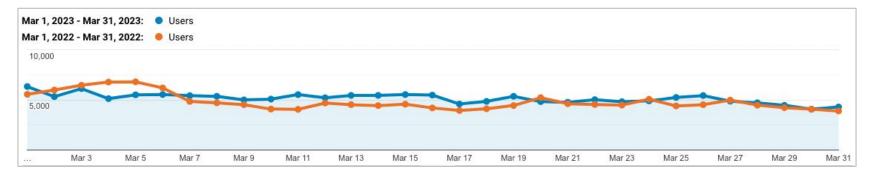


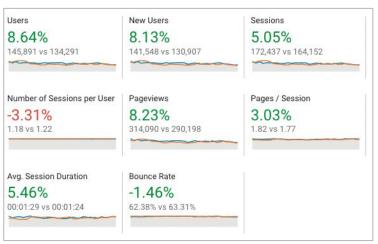
## Insights:

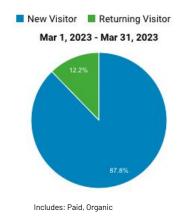
- Sessions: 172,437 (+2.9% MoM)
- New Users: 141,548 (+1.3% MoM)
- Pageviews: 314,090 (+6.11% MoM)
- Pages per session: 1.82 (+3.1% MoM)
- Bounce Rate:62.38% (-3.7% MoM)
- Average session duration: 00:01:29 (+8.9% MoM)
- 29% of total web traffic can be attributed to paid media efforts

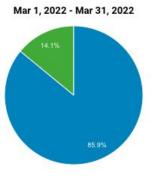
#### EXECUTIVE SUMMARY | March 2023 Website (All Traffic)

## YoY Insights: March 2023 vs. March 2022



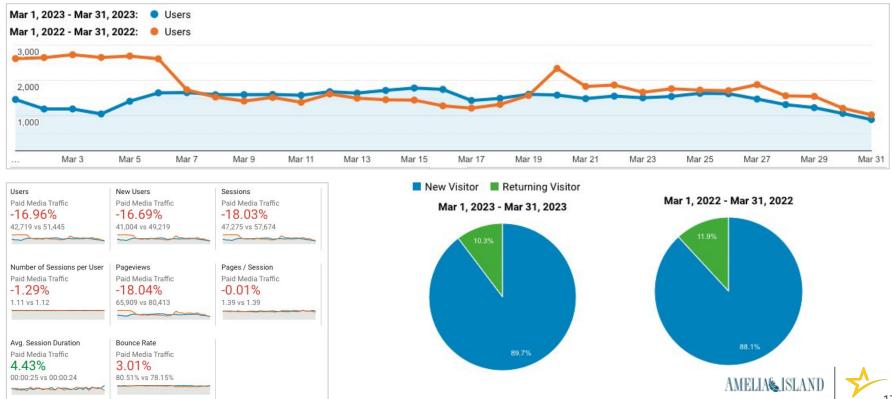






#### EXECUTIVE SUMMARY | March 2023 Website (Paid Media)

## YoY Insights: March 2023 vs. March 2022





# DISPLAY

### Display Recap | Padsquad

#### **Shake Scroller**





Engagement



\*Industry standard CTR Benchmark: .08%. Engagement Rate Benchmark 2-5%, VCR 75%.

A unit view is counted when a user pauses on the ad to view the unit, giving them the opportunity to take
an action within the ad. For example, a user has paused within the article they are reading, and then
decides whether or not to interact with the Squad Stories.

## Insights:

- Padsquad March Campaign: Delivered 1,513,966 impressions, 14,502
   Clicks and CTR: 0.96%
  - o Unit views 381,573 with 35,339 Engagements and 9.26% ER.
  - Top performing unit:
    - **Shake Scroller:** Delivered 553,683 impressions with 8,011 clicks and 1.45% CTR.
    - 198,110 units views, 19,389 total engagement with a 9.79%
       Engagement rate
    - **Wipe to Reveal Weather Trigger Scroller:** Delivered 543,990 Impressions with 5,793 clicks and 1.06% CTR.
    - 135,101 unit views. 10,996 engagement with 8.14% ER,
       Video starts 73,004 with 41,701 completed VCR 57%
    - Reel: Delivered 416,293 impressions with 698 clicks and 0.17% CTR.
    - 48,362 unit views, 4,954 engagement and 10.24% ER.

#### Shake Scroller link:

https://padsquad.adtag.org/ad-preview/#af9bad93b9e5d43ee7ccff84e7a03b6b/mobile\_portrait



#### Display Recap | Padsquad

#### The Reel



#### The Reel Link:

https://padsquad.adtag.org/ad-preview/#166752e3dead20b53d3ccbce89b153 1b/mobile\_portrait

### Winter Campaign Delivered:

**Impressions:** 5,000,007

**Total Clicks:** 53,184

**CTR:** 1.06%

**Total Views:** 2,118,103

**ER:** 9.27%

### Performance by unit:

• Reels ER: 10.62%

• **Weather Trigger:** 9.39% ER with 57% VCR

• Shake Scroller ER: 8.49%

Amelia Island: 7,585 new users (-16.4% MoM), 8,355 sessions (-17.7% MoM), 66.25% bounce rate (+1.26% MoM), 1.72 pages/session (-0.4% MoM), with an average session duration of 00:00:25 (-2% MoM).



### Display Recap | Padsquad









	Trigger: Wintertude (Wipers)	Trigger: Escape (Snow Cuple)	
New York	45F	32F	
Boston	45F	32F	
Philadelphia	50F	40F	
Washington DC	50F	40F	
Chicago	45F	32F	
Denver	45F	32F	
Atlanta	50F	40F	
Pittsburg	45F	32F	
Dallas	50F	40F	
Los Angeles	50F	40F	
Austin, TX			
When the Weather is warm:	Run regular brand creative		

Weather Trigger Link:

https://padsquad.adtag.org/ad-preview/#968b11e449 b20b6cbc14cee4d0b6b531/mobile\_portrait

Wipe to Reveal" unit in the same link:

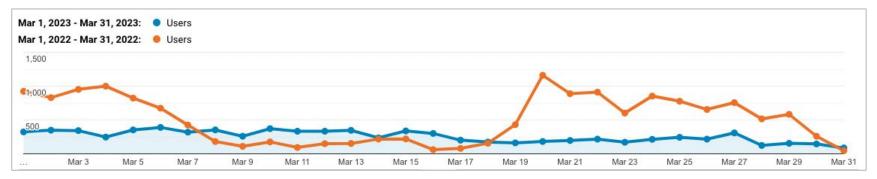
https://padsquad.adtag.org/ad-preview/#968b11e449 b20b6cbc14cee4d0b6b531/mobile\_portrait

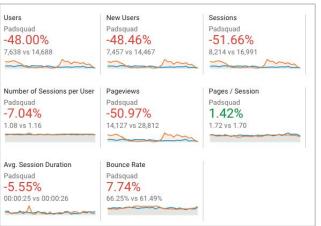
#### Steps:

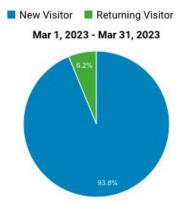
- Click on the right icon Context Simulator: https://prnt.sc/Fq7ep5lvPdU0
- 2. After goes to the Temperature section and on the custom write 10 F:
  - https://prnt.sc/Zn8Z8KpVyIF4
- 3. The correct unit would preview.

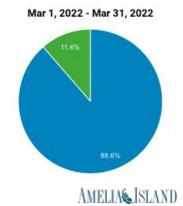


#### Display Recap | PadSquad - YoY Comparison











#### Display Recap | Food and Wine co-branded Email



#### **FOOD&WINE**

AMELIA& ISLAND

Dear Food & Wine member: We're always searching for special offers to be



#### Farm-to-table experiences on Amelia Island From chefs' gardens and farmers markets to locally sourced produce

and sealood fresh from the docks, farm-to-table is more than a trend here. Discover the many ways you can dise.

International fare, served with a side of southern hospitality In the mood for Mexican, Spanish, French or Asian Menus crafted from countries near and far offer craving, it's always served with small-town charm





#### Isle of Eight Flags Shrimp Festival

A celebration of the island's rich shrimping history. this annual fest includes entertainment and parade, fine arts and crafts show, pirate costume and decorated shrimn hoat contests, and of course - fresh, mouth-watering seafood and shrimp dishes. May 5-7

MAKE PLANS NOW

#### Get hooked on the 7th Annual Fish to Fork weekend

Don't miss the 7th Annual Fish to Fork weekend at Omni Amelia Island Resort, May 11-14. The resort will welcome renowned chefs from around the country to showcase their fishing and culinary skills, leading up to a final chef showdown to compete for your taste buds.



BOOK NOW









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#### Farm-to-table experiences on Amelia Island

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**Subject line:** Dig into the unique dining scene on Amelia Island

#### Coop Partner: Omni Amelia Island Resort

The email deployed 3/16/2023 to 57,447 opt-in subscribers

Delivered: 57,065

Clicks: 245 CTR: 0.71%

Total Opened: 34,349

Total Opened: 41.58%

CTOR: 0.71%

Total Unique Opened: 23,730

Total Unique Clicks: 162

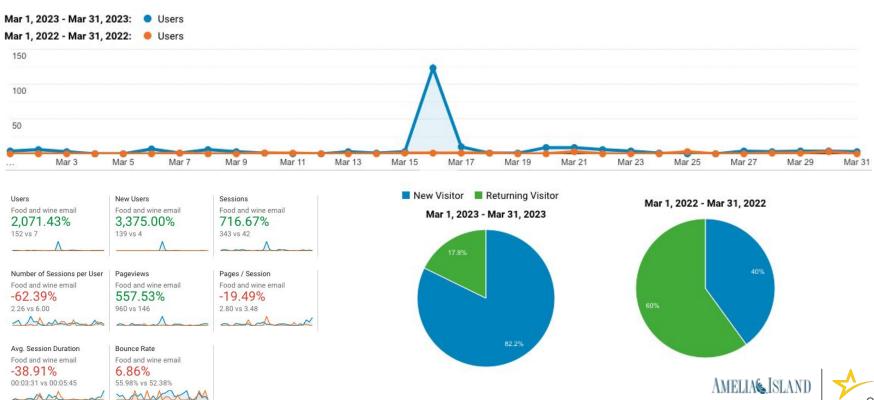
Unique CTOR: 0.68%

Amelia Island: 141 new users (+4,600% MoM). 349 sessions (+5,716% MoM), 56,16% bounce rate (+237% MoM), 2.81 pages/session (+68.83% MoM), with an average session duration of of 00:03:32 (+112% MoM).



BOOKNOW

### Display Recap | Food and Wine co-branded Email - YoY Comparison



#### Display Recap | Food and Wine co-branded Email



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**Subject line:** Dig into the unique dining scene on Amelia Island

Coop Partner: Omni Amelia Island Resort

The email deployed 3/16/2023 to 57,447 opt-in subscribers

Clicks: 14 CTR: 1.85%

Total Unique Clicks: 14

Unique CTOR: 2.26%



#### Display Recap | Food and Wine Flip Card







#### 9 Flip Cards, partner results:

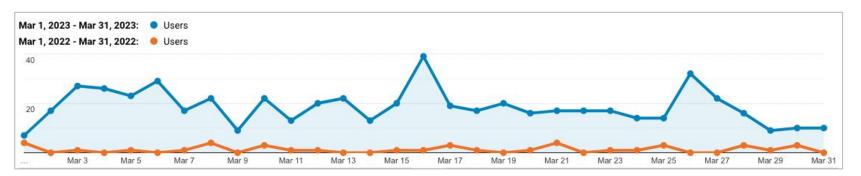
- The Sprouting Project at Omni Amelia Island Resort: 0.34% CTR
- Chefs Theatre at the Ritz Carlton Amelia Island: 0.27% CTR
- Amelia Island Downtown Tasting Tours: 0.66% CTR
- Joe's Second Street Bistro: 0.61% CTR
- Timoti's Seafood Shack: 0.63% CTR
- David's Restaurant and Lounge: 0.28% CTR
- Master Chefs Culinary Weekend at The Ritz-Carlton, Amelia Island: 0.23% CTR
- Fish to Fork | Omni Amelia Island Resort:
- Island Hop Craft Beer Festival: 0.16% CTR

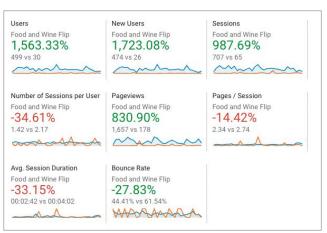
- The Food and Wine Flip Card unit ran from 2/7 to 4/7. The campaign delivered the following:
  - Page Views: 17,000
  - Content Engagements: 994
  - Content Engagement Rate: 5.8%
- The native post average time spent on page of 45 seconds. This shows that once people are getting to the page, they're spending an above average amount of time interacting with the content
- The Native Distribution Units promoting the article across the Meredith network delivered 384,993 impressions with 513 clicks and 0.13% CTR
- Amelia Island: 483 new users (-13% MoM), 719 sessions (-10.1% MoM), 44.65% bounce rate (-3.14% MoM), 2.35 pages/session (+30.86% MoM), with an average session duration of of 00:02:43 (+72.7% MoM).
- <a href="https://sponsored.foodandwine.com/premium/a-cu">https://sponsored.foodandwine.com/premium/a-cu</a> linary-paradise-awaits-on-amelia-island-2023

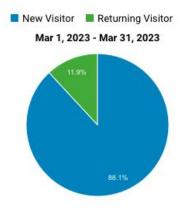


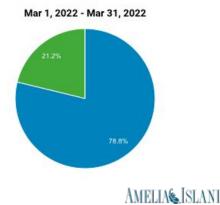


### Display Recap | Food and Wine - YoY Comparison











#### Display Recap | Epsilon

#### Personalized Video





#### **Gamified Unit**



### Insights:

- **March Campaign:** Delivered 1,878,602 Impressions with 12,965 clicks and 0.69% CTR. Total messaged site visits: 9,542
- Unit Performance:
  - Cross Device Banners: 166,663 impressions with 529 clicks and 0.32% CTR. 263 Messaged Visits
  - Retargeting: 44,454 impressions, 78 clicks, 0.18 CTR%.
     Messaged visits: 93
  - Added Value: Impressions 71,690 with 201 clicks and 0.28% CTR.
     Messaged visits: 8
  - Personalized Video has delivered 315,730 impressions with 219 clicks and 0.07% CTR. 243,233 video completed at 100% with an overall 77% VCR.
  - Gamified unit delivered 1,206,066 impressions with 11,676 clicks and 0.97% CTR. 8,470 Messaged Visits
- Geo Insights (for top performing markets):
  - New York and Atlanta drive the most delivery, scale & awareness
  - Users in Los Angeles and Philadelphia are more likely to click on ad, driving the highest CTR's
- Amelia Island: 7,049 new users (-23.1% MoM), 8,965 sessions (-15.5% MoM), 93.42% bounce rate (+0.52% MoM), 1.09 pages/session (-3.27% MoM), with an average session duration of of 00:00:10. (-0.3% MoM)

0





DMA	Impressions	Clicks	CTR
New York	1,263,959	7,589	0.60%
Atlanta	845,508	4,722	0.56%
Philadelphia	640,779	3,709	0.58%
Los Angeles	513,541	3,034	0.59%
Chicago	510,651	2,822	0.55%
Washington, DC	441,747	2,532	0.57%
Boston	428,068	2,322	0.54%
Pittsburg	333,848	1,824	0.55%
Denver	318,852	1,717	0.54%
Total	5,296,953	30,271	0.57%

#### October 2022 - March 2023 campaign delivered:

Impressions: 6,321,383

Clicks: 35,191CTR: 0.56%

Messaged Visits: 23,411

VCR: 75%

 Majority of impressions are being delivered to New York & Atlanta

• Geos with the highest engagement included:

New York

Atlanta

Philadelphia



### Display Recap | Epsilon Ritz Carlton



### Insights:

#### Ritz Carlton March Campaign delivered the following:

o Impressions: 73,999

Olicks: 262

Click Through Rate: 0.35%Total messaged site visits: 84

### Primary Markets delivered:

o Impressions: 36,998

Clicks: 121

Click Through Rate: 0.33%.Total messaged site visits: 36

### Secondary Markets delivered:

Impressions: 37,001

o Clicks: 141

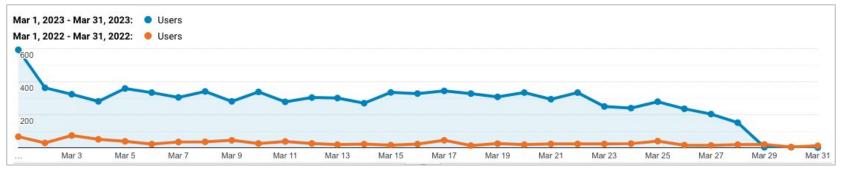
• Click Through Rate: 0.38%.

Total messaged site visits: 48

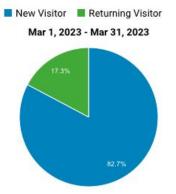
- **January March 2023:** Campaign delivered 222,252 Impressions with 1,024 clicks and 0.46% CTR with 340 Messaged visits.
- Users continue to be highly engaged with the creative most likely because of the established brand awareness of the luxury hotel

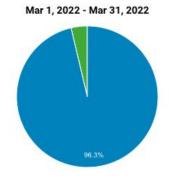


#### Display Recap | Epsilon - YoY Comparison

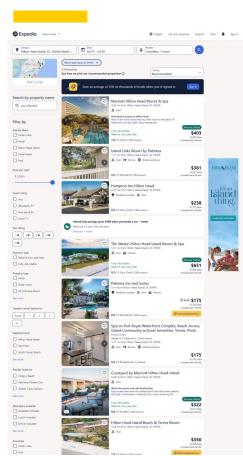


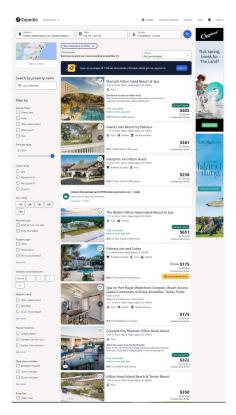






### Display Recap | Expedia





### Insights:

Expedia: Sites includes Hotels.com, Expedia USA
 Campaign launched March 10th and delivered the following results:

• **Impressions:** 349,620

Clicks: 267
CTR: 0.08%

• Room Nights: 150

Gross Booking: \$53,600

• **ROAS:** 6.2

• **Travel Window:** 0-6 total bookings / 30.2%

• **Person Count:** 69.8% Multi adult

• **Trip duration:** 58.7% 1-2 days

o 39.7% 3-5 days

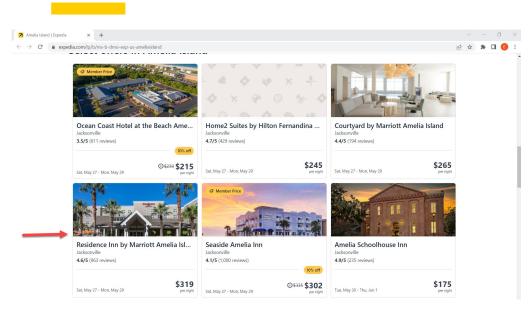
Link to the landing page:

https://www.expedia.com/lp/b/ms-b-dmo-exp-us-ameliaisland

 Amelia Island: 6 new users, 104 sessions, 61.54% bounce rate, 1.76 pages/session, with an average session duration of of 00:01:33.



### Display Recap | Expedia Co-op Residence Inn by Marriott Amelia Island



### Insights:

- Expedia: Sites includes Hotels.com, Expedia USA
   Campaign launched March 10th and delivered the following results:
- Residence Inn by Marriott Amelia Island
  - **ADR:** \$260
  - Room Nights: 3
  - Gross Booking \$USD:\$781
- Link to the landing page:
   <a href="https://www.expedia.com/lp/b/ms-b-dmo-exp-us-ameliaisland">https://www.expedia.com/lp/b/ms-b-dmo-exp-us-ameliaisland</a>



#### Display Recap | Travelzoo Destination Showcase



Travelzoo (Default) is at Amelia Island.
Published by Ilana B ● · January 24 at 12:17 PM · Fernandina Beach · ◆

Off the northeast coast of Florida, Amelia Island has 13 miles of pristine beaches and plenty of Southern charm. Visit our guide to learn more about its natural attractions, eclectic downtown and quaint inns >>https://ibit/p/3ivUE1N #ameliaisland w/ Amelia Island



Flanked by pristine beaches on the east side and picturesque marshes on the west. Amelia Isla...

**TRAVELZOO**Amelia Island: a charming Florida escape



Flanked by pristine braches on the east side and picturesque manhes on the west. Amelia Island is special simply by virtue of its earthly composition. And the space between is filled with lovelliness as well — with the Southern hospitality of a close-brit community, inviling homegrown flavors, one-of-akind, strollable shops and engaging gatherings that draw people from all over to this barrier island off Florida's northeast coast.

Driving in is easy from Charlotte, Atlanta and Miami via I-95. Plus, Jacksonville International Airport, with direct flight service from 35 U.S., gateways, is a mere 30 minutes away. Here's a look at what you'll see, Isate and do once you coast into town.

Read More

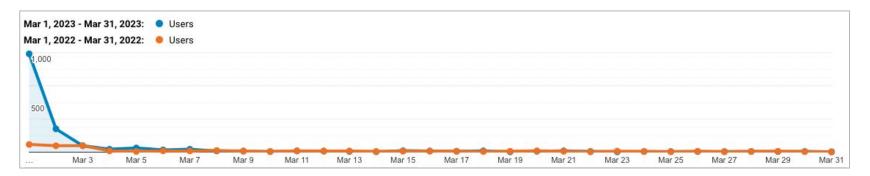
You are receiving this email as part of the membership you signed up for with this address:

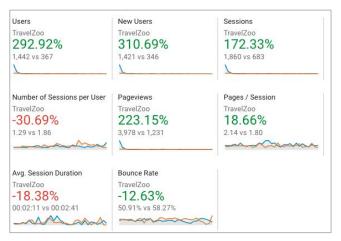
### Insights:

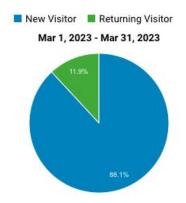
- Travelzoo Destination Showcase Gallery December 15th - March 8th Results:
  - **Page views:** 74,449
  - Social Actions: 14,944
    - Total Engagement: 89,393
  - Reach: 5,604,892 (Social, Email and TZ Website impressions)
  - Time on story: 3.59 Minutes
    - Total Time spent with content: 4,963 Hours
  - Clicks: 11,167
  - CTR to Destination site via story links: 15%
  - Link:
    <a href="https://www.travelzoo.com/custom/amelia-island-a-charming-escape/">https://www.travelzoo.com/custom/amelia-island-a-charming-escape/</a>
- Amelia Island: 1,440 new users (+158% MoM), 1,887 sessions (+186.8% MoM), 51.09% bounce rate (-10.84% MoM), 2.14 pages/session (10.87% MoM), with an average session duration of of 00:02:11(+33.5% MoM).

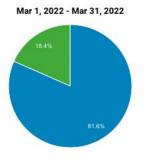


### Display Recap | - Travelzoo YoY Comparison













#### Display Recap | Conde Nast

#### Crown Unit







**Insights:** January - March 2023 Campaign has delivered the following:

Impressions: 3,024,292

Clicks:1,619 CTR: 0.05%

Video Completion Rate: 21.89%

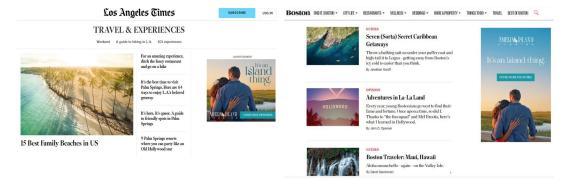
Hover Rate: 5.08%

Total Engagement: 94.9K+

- **The High Impact unit:** delivered 2,936,170 impressions with 1,583 clicks and 0.05% CTR.
- Campaign is running on all CNT Collections which includes Vogue, Allure, Conde Nast Traveler, Bon Appetit
- Amelia Island: 283 new users (-47.23% MoM), 258 sessions (-44.64% MoM), 87.60% bounce rate (-0.79% MoM), 1.10 pages/session (-16.43% MoM), with an average session duration of of 00:00:27 (-22.42% MoM).



#### DISPLAY RECAP | Sojern





#### 3. Cape Breton

Canada's eastermost edge is an adventure's paradise. Cape Beton Island is best known for the epic Cabot Trail, a 298km road of rugged coastal views that will melt the heart of even the most hardened traveller. The Island is all about what happens outdoors – and any place with a large status of a violin is well worth paying attention to. This place is so beautiful, even the whales stool for a good look ever vear.





• **The February - March 2023** campaign has delivered 1,688,256 Impressions with 3,476 clicks and 0.21% CTR.

Display Impressions: 1,527,447

Clicks: 3,340

Video Views: 160,809

Clicks: 136CTR: 0.07%

• Flight search: 488 events with 232 total travelers

Lodging Search: 618 with 251 total travelers

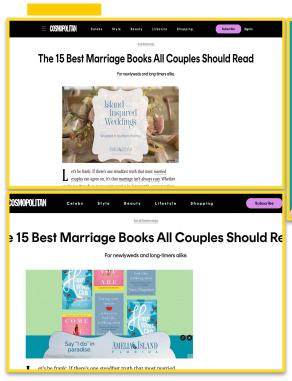
Average lead times: 36.26 Days

Average length of Stays: 2.57 Days

 Total bookings: 336 Events with 332 confirmed travelers and 77 Hotel Night Stays

• Amelia Island: 3,732 new users (-30.06% MoM), 3,846 sessions (-30.57% MoM), 96.33% bounce rate (+0.81% MoM), 1.06 pages/session (-3.58% MoM), with an average session duration of of 00:00:05 (-44.34% MoM).

#### DISPLAY RECAP | GumGum Weddings





# The GumGum Weddings campaign for Feb and March delivered the following:

o **Impressions:** 1,534,839

Clicks: 13,761 CTR: 0.90%

Viewability: 78.99%

Mobile Engagement: 21.48%

#### Top performing unit:

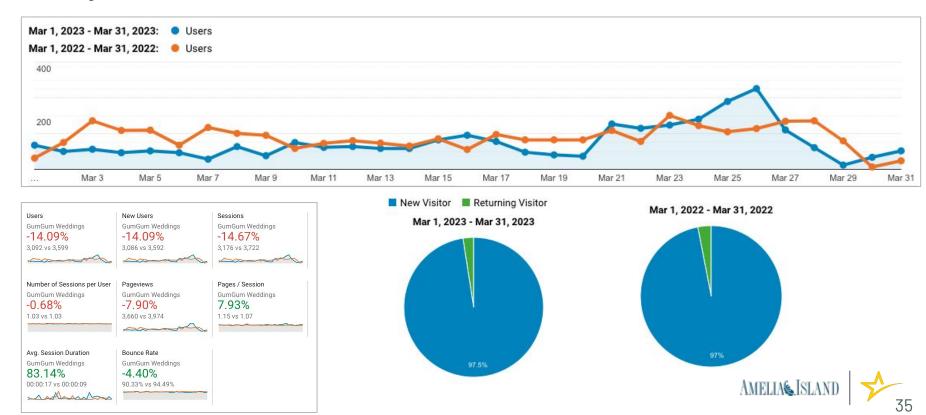
In-Image 6 sec Canvas Video: 1.20% CTR

o In-Screen Frame: 0.55% CTR

Amelia Island: 3,145 new users (+9.73% MoM), 3,236 sessions (+10.18% MoM), 90.30% bounce rate (-0.93% MoM), 1.15 pages/session (+1.78% MoM), with an average session duration of of 00:00:17 (+27.61% MoM).



### Display Recap | - GumGum Weddings YoY Comparison



#### DISPLAY RECAP | Afar





#### Email

The Daily Wander: Sent on 2/1

Total Sends: 652,114

Banner/In Line Clicks: 74

o CTR: 0.03%

o Opened: 253,465

Open Rate: 38.87%

Partner Posts Click: 783

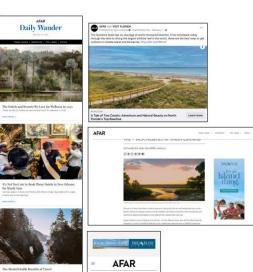
CTOR: 0.31%CTSR: 0.12%

Amelia Island: 21 new users (-93.1% MoM), 111 sessions (-66.96% MoM), 66.67% bounce rate (-8.2% MoM), 1.62 pages/session (+6.42% MoM), with an average session duration of of 00:01:18 (+51.97% MoM).



#### DISPLAY RECAP | Afar





JOURNEYS

Experience Tulum's Mayan Culture

@ ( O V (

 Visit Florida Display ran January - March and delivered the following:

Impressions: 75,005

Clicks: 53CTR: 0.07%

Viewability: 63.35%

#### <u>Custom Content Article</u>

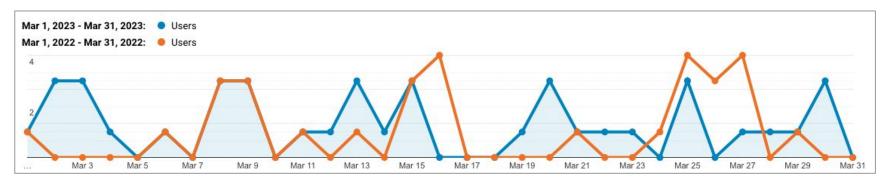
- 7,008 Page views since launch on 1/31. (+3x PVs benchmark of 2,000)
- Average time on page is 7:38, well above our current average of 2:30 – showing readers are highly engaged throughout
- Article Impressions: 17,063 with 81 clicks and 0.47% CTR

#### Social

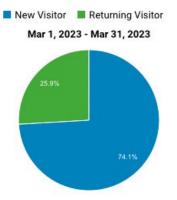
• The <u>FB post</u> performed extremely well, with a total reach of 79,486 and an engagement rate of 7.99% (benchmark 2-3%)

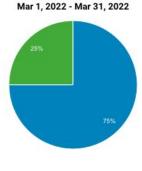


#### Display Recap | - Afar YoY Comparison









#### AUDIO | I-Heart Podcast

### Top Podcasts: March'23













Lauren Vogelbaum











**Vivacious** 

NEW

#### **DEMO**

3

#### Parents, Retired, Financially Secure

- HHI \$100K+
- Retired
- Grandparents

#### **BEHAVIOR**

#### TV Viewers

Travel Enthusiast

- · Watches movies on TV
- · Watches Documentaries on TV

#### · Plans to take a beach vacation

- Avid Reader Owns eReader
- · Reads Newspaper on iPad
- **EvPM** Area Leads **PERSONALITY** Atlanta, GA 256 0.87 **Outdoors Enthusiast**  Bicycling New York, NY 392 0.71 Jogging/Running Philadelphia, PA 190 0.69 DIY & Home Projects Sewina/Crafts 0.58 Chicago, IL 110 Gardenina Lawn Care Denver, CO 43 0.54 Dallas-Ft. Worth, TX 80 0.46 MEDIA Los Angeles, CA 180 0.41 Stays Informed & Connected Reads the news on mobile devic Pittsburgh, PA 22 0.40 Facebook user Washington, DC (Hagerstown, MD) 75 0.37 Media Streamer · Heavy TV Viewer Boston, MA-Manchester, NH 80 0.34 · Amazon Prime Video 21 Netflix Austin, TX 0.16

- Psychographic Networks includes Backer, Explorer, Intrepid, Shopper, Vivacious and Nest. (Sample below)
- October March campaign delivered: 2,773,175 **Impressions** 
  - 1,960 visits matched to podcast listeners who heard the ad. This means that someone heard the spot and visited the site.
  - Primary Market Visitors: 1,271
  - Secondary Market Visitors: 689
  - Total Unique Reach: 702,590
- NY and Atlanta top performing markets
- Approved spot below:





#### MEETINGS | Connect



 Onsite Banners ran February - March. Campaign results as follows:

Impressions: 201,289

Clicks: 147CTR: 0.07%

Top performing unit:

Billboard: 970x250 with 0.26% CTR

Mobile Leaderboard: 300x50 with 0.17% CTR.

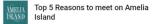
• Amelia Island: 48 new users (-29.41% MoM), 64 sessions (-38.46% MoM), 78.12% bounce rate (-2.11% MoM), 1.52 pages/session (+15.71% MoM), with an average session duration of of 00:00:40 (-7.50% MoM).



#### MEETINGS | Connect



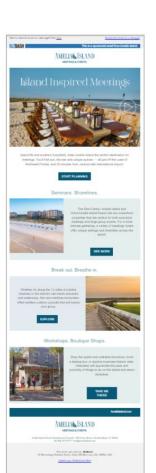




Amelia Island, Florida

Open )





 Content Activation: Campaign results as follows:

o Impressions: 138,307

Clicks: 2,034CTR: 1.47%

 BizBash Dedicated Email ran on March 13th, 2023

Subject: Island Inspired Meeting

in FL

o Impressions: 114,477

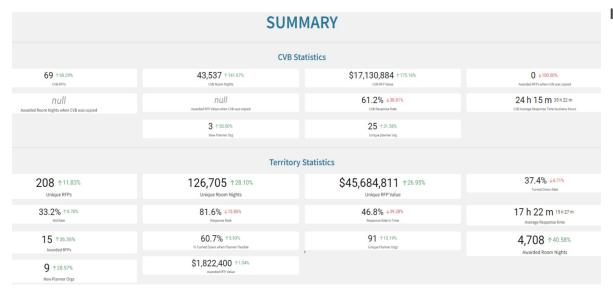
o Unique Opens: 21,127

o Open Rate: 18.46%

Unique Clicks: 2,720



### Meetings Recap | CVENT March 2023



#### Insights:

- Amelia Island Metro Area (cities of Yulee, Amelia Island and Fernandina Beach) received 208 unique RFPs for the month through Cvent, 12% higher than March, 2022
- Out of these, 15 were awarded for a total AWARDED VALUE of \$1.8 million (increase of 1%)
- Out of these 15 awarded, it represented a total of 4,708 room nights, which was a increase of over 40% as compared to March, 2022
- Out of these 208 RFPs, the DMO was copied on 69 of them, which is 68% higher than in March, 2022
- -0- RFP was awarded that the DMO was copied on



# PRINT

### Print Recap | New York Times





### Insights:

- NYT Magazines Spring Voyages (March 29th, 2023),
- Circulation: 861,267
- US National
- Full Page Full Color + Advertorial





### Print Recap | Connect Magazine



#### Insights:

Full Page Full Color +
 Advertorial: Spring / Summer
 March 2023 issue.







- March campaigns delivered 4,261,745 impressions (+41% MoM) and reached 1,840,118 (+16% MoM) unique people and drove 65,710 clicks (-22% MoM). This is due to campaign objectives changing from clicks to video views to improve performance.
- Ad Engagement
  - 191 post saves
  - 3,178 post reactions
  - 133 post comments
  - 297 post shares
- General IF Guide
  - Average view time: 16 seconds
  - Percentage viewed: 62%



The Family IE video reached 123,103 unique people, delivered 220,833 impression, generated 5,008 clicks and a 2.27% CTR (2.5xs higher than industry average).

# Engagement

- 246 post reactions
- 19 post comments
- 9 post saves
- 12 shares
- View time: 12 seconds
- Percentage view: 58%



The Concours Week video reached 55,399 unique people, delivered 57,563 impression and generated 190 clicks. Campaign was optimized for awareness to reach as many people as possible.

# Engagement

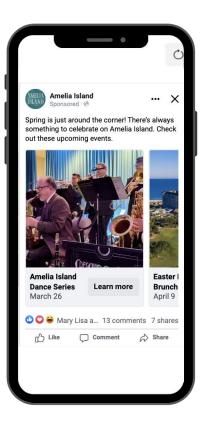
- 18 post reactions
- 0 post comments
- 1 post saves
- 1 shares



The Chamber of Music festival campaign reached 108,789 unique people, delivered 108,789 impression and generated 4,838 clicks at a CTR of 1.78%, 2xs higher than industry average.

# Engagement

- 145 post reactions
- 7 post comments
- 20 shares



### Insights:

The Events carousel reached 142,848 unique people, delivered 288,849 impression and generated 7,866 clicks at a CTR of 2.75%, 3xs higher than industry average.

## Engagement

- 146 post reactions
- 11 post comments
- 3 post saves
- 8 shares



### Paid Social | Recap







## Insights:

- The IT montage video campaign reached 749,696 unique people, delivered 1,650,375 impression and generated 5,126 clicks and an ad recall of 85,200 (# of people who are most likely remember your ad after 2 days of seeing it)
- The IT Family video campaign reached 204,574 unique people, delivered 329,663 impressions and generated 12,750 clicks at a CTR of 3.87%, 4.3xs higher than industry average.
- The IT couples video campaign reached 219,390 unique people, delivered 423,895 impression and 11,662 clicks at a CTR of 2.75%, 3.1xs higher than industry average.

### Paid Social | 2023 Instant Experience Recaps







## Insights:

- January 2023 Romance
  - Average view time: 00:20
  - Percentage viewed:49%
- February 2023 Arts
  - Average view time: 17 seconds
  - Percentage viewed: 76%
- March 2023 General
  - 16 seconds
  - Percentage viewed: 62%
- March 2023 Family
  - View time: 12 seconds
  - Percentage view: 58%



# PAID SEARCH

#### Paid Search I Leisure



#### Most shown Leisure Ad:

Amelia Island Rentals | Escape to Amelia Island | Stay in Fernandina Beach

Ad www.ameliaisland.com

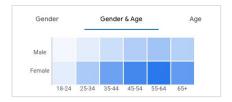
Enjoy a much-needed escape during your stay at a hotel, condo, B&B or resort on the beach. Amelia Island lodging options are plenty — and steps away

# Impressions and clicks increased by about 6% while CPC decreased slightly to \$0.62. YoY, CTR is up 35%, Click volume up 18% and CPC down 15%, showing optimization efficiencies.

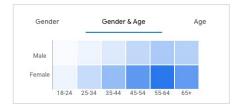
- Impressions share was 19%. Biggest competition came from TripAdvisor.com.
- Wednesdays, Thursdays, Fridays and Sundays saw the highest activity for both impressions and clicks. Thursdays and Saturdays had the highest CTR.
- 77% of impressions and 85% of clicks came from Mobile
- Females 55-64 showed the most interest in terms of both clicks and impressions, followed by 45-54 Females
- "Things to do on Amelia Island" had the highest CTR among volume keywords (38%).

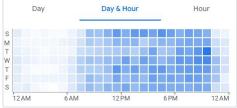
Leisure	Spend	Impressions	Clicks	CTR	CPC
February 2023	\$4,893	41,584	7,473	17.97%	\$0.65
March 2023	\$4,921	44,018	7,953	18.07%	\$0.62
MoM	0.56%	5.85%	6.42%	0.54%	-5.51%

#### Impressions





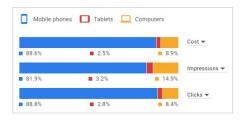






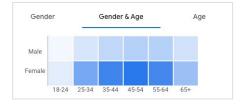
#### Paid Search | Leisure - Competitors

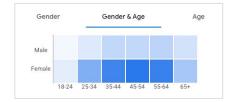




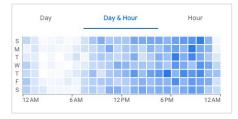
# Escape to Amelia Island | Book An Amelia Island Vacation | Book A Florida Family Vacation Add www.ameliaisland.com Your very own paradise awaits on Amelia Island. Bring the whole family and enjoy. Quaint streets, beach and spa resorts. Visit Amelia Island for a vacation to remember. Island Weather Browse Resorts

#### **Impressions**









- Launched new "Naples" and "Jekyll Island" campaigns on 3/16
- Thursdays and Sundays saw the highest activity for both impressions and clicks for Saint Augustine, while Savannah had consistent activity throughout the week
- 82% of impressions and 89% of clicks came from Mobile
- Females 45-54 had the most impressions and clicks, closely followed by 55-64 and 35-44 year old Females
- Beach hotels near St Augustine FL and Savannah vacation had the highest CTRs among volume keywords (10.93%, 10.40% respectively)
- DC had the highest CTR for Savannah (10%). New York showed the highest CTR for Saint Augustine (10%). Detroit had the highest CTR for Naples (9%), Nashville for Jekyll (8.25%).

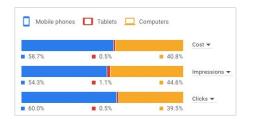
Competitors	Spend	Impressions	Clicks	CTR	CPC
February 2023	\$1,636	16,056	1,581	9.85%	\$1.03
March 2023	\$2,389	26,304	2,194	8.34%	\$1.09
MoM	46.07%	63.83%	38.77%	-15.29%	5.26%



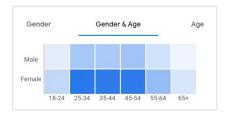


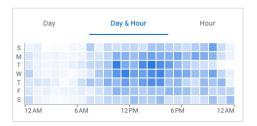
#### Paid Search | Meetings

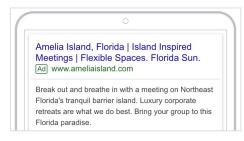


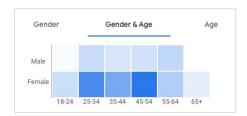


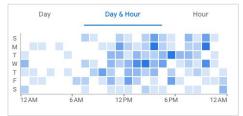
#### Impressions











- Keyword and bid optimizations contributed to lower CPCs.
- Wednesdays continue to show the highest activity for both impressions.
- Impression share was 33%. Biggest competition came from Boompop.com (32% IS), followed by TeamOut.com (10% IS)
- 55% of Impressions and 60% of clicks came from Mobile
- Females 45-54 and 25-34 had the most impressions and clicks.
- Corporate retreats had the highest volume, while "executive retreat venues" had the highest CTR (7.78%)
- New York had the highest volume and Atlanta the highest CTR.

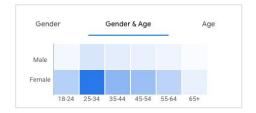
Meetings	Spend	Impressions	Clicks	CTR	CPC
February 2023	\$2,159	8,219	284	3.46%	\$7.60
March 2023	\$1,029	4,838	205	4.24%	\$5.02
MoM	-52.33%	-41.14%	-27.82%	22.63%	-33.96%

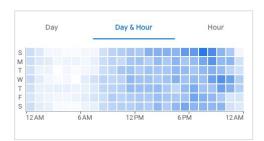


#### Paid Search | Weddings

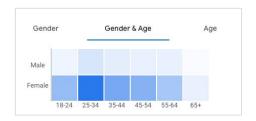


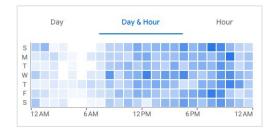
Impressions











- Keyword and bid optimizations contributed to lower CPCs (-28%).
- Impression Share was 41%. Biggest competition came from theknot.com (14% IS)
- Wednesdays, Thursdays and Sundays saw the highest impressions and clicks activity. Wednesday had the highest CTR.
- 84% of impressions and clicks came from Mobile
- Females 25-34 had the most impressions and clicks.
- "Beachfront wedding venues" remained the highest performing keyword.
- Atlanta, Nashville and Columbus had the highest CTRs (14.38%, 14.32% and 13.87% respectively)

Weddings	Spend	Impressions	Clicks	CTR	CPC
February 2023	\$3,802	12,930	1662	12.85%	\$2.29
March 2023	\$2,059	9,889	1,246	12.60%	\$1.65
MoM	-45.83%	-23.52%	-25.03%	-1.98%	-27.75%



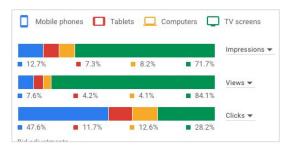




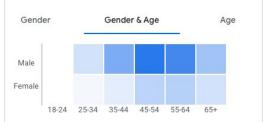
# YouTube

#### YouTube | Brand





#### Views



#### Clicks

Skip Ad ►

00:30



- Targeting DC and Atlanta, HHI>\$100K + Affinity and In-Market segments
- 72% of impressions and 84% of views came from TV screens, while 48% of clicks came from Mobile
- Luxury Travelers segment had the highest interaction rate at 35%, while Trips to Florida segment had the highest view rate
- 45-54 year old Males had the highest views and delivered the most clicks. 25-34 year old Females had the highest view rates.
- Fox News, CNN, NBC News and MSNBC delivered the most impressions.

  ABC News, YouTube Movies and NBC News had the highest view rates (38%, 37% and 32% respectively).

  They also had the highest interaction rates (51%, 50% and 46%).
- Atlanta had slightly higher view rates and interaction rates than DC, but on lower volumes.

YouTube - Brand	Spend	Impressions	Interactions	Interaction Rate	Views	View Rate	CPV	Clicks	CTR	CPC
March 2023	\$1,040	145,397	49,936	34.34%	29,934	20.59%	\$0.03	103	0.07%	\$10





# 8. Hayworth Publicity Reports







Britney Guertin 🕶



134.08M IMPRESSIONS



41,400



28,506





These Small Towns in Florida Have More Charm Than We Can Handle

How have we never heard of so many of these before? The Sunshine State is known for big cities, like the glitzy metropolis of Miami and the bustling Orlando with all its...

∠ View on Blog



21.78M



Yahoo Life

☑ View on Blog



21.78M



Travel + Leisure names the 15 best beaches in Florida to bring your families news.yahoo.com

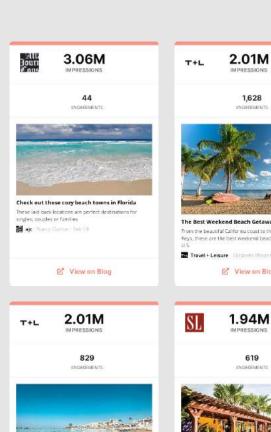
∠ View on Blog

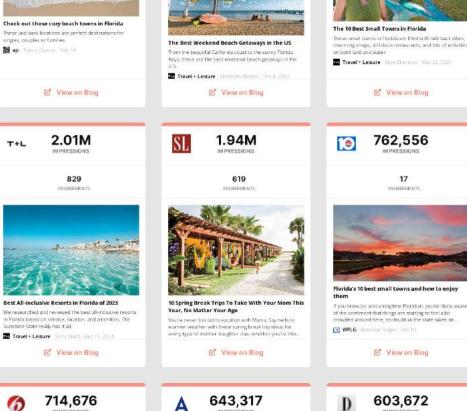


☑ View on Blog









1,628





☑ View on Blog

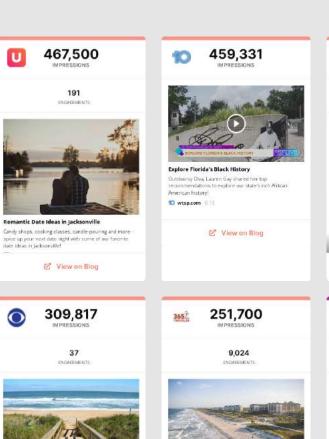


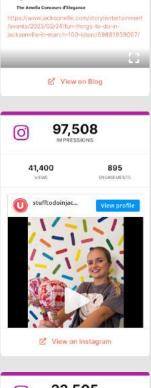
2.01M

2,730

Travel to the Florida Keys ...

T+L





456,754

23 ENGAGEMENTS

100 things to do in March: Amelia Concours, The Players, Gate River Run and more

Tox fascelete Playle Trace (1904)

Signature events



Travel + Leisure has named 2 of the towns in Northeast Florida among the 10 best in the state

With all of hustle and bustle in Florida, it's no wonder the small town charm tends to get overlooked

Action News Jax - Action Number from News Start: Fe

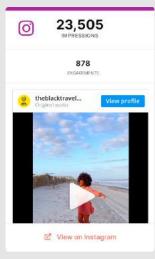
☑ View on Blog

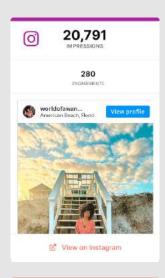


29+ THINGS TO DO IN AMELIA ISLAND THAT THE LOCALS WANT KEPT SECRET

THINGS TO DO IN AMELIA ISLAND. Here are some of our favorite things to do in Amelia Island solyou can enjoy the stand like the locals do. Our insider perspective will have

☑ View on Blog



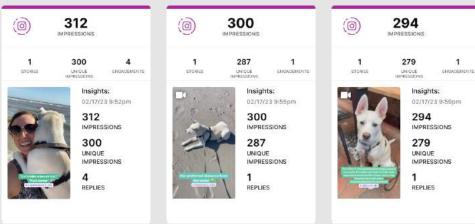








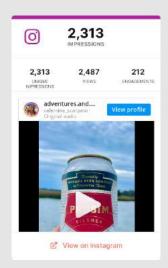










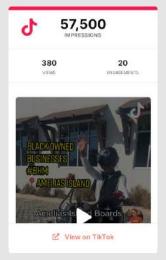




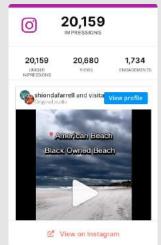


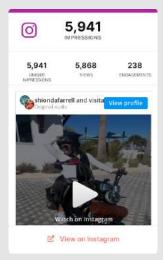


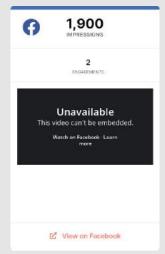


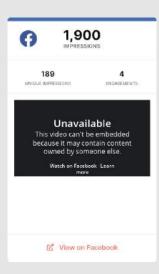




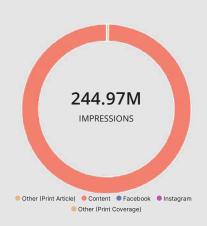




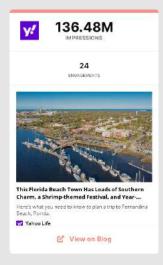




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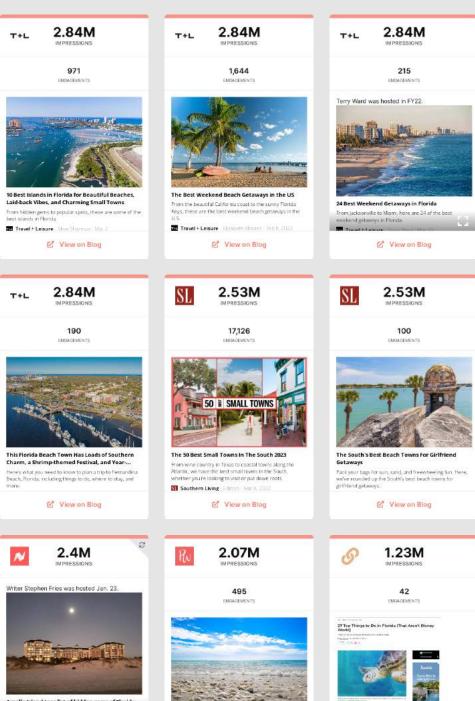








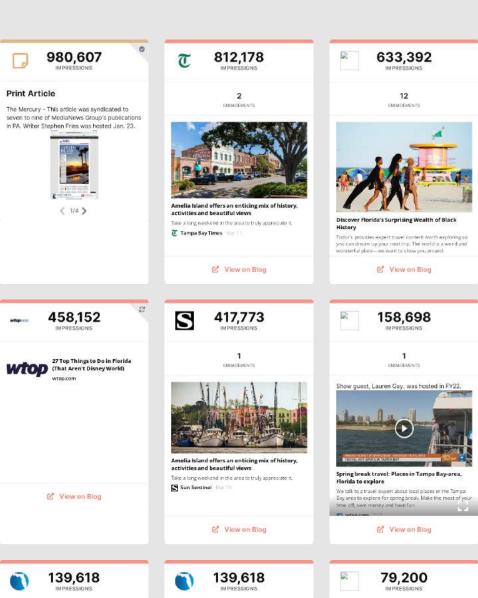










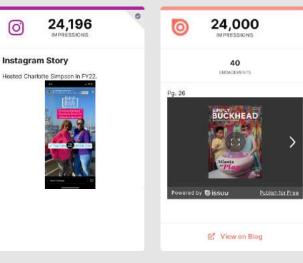








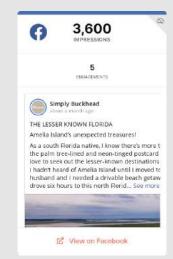


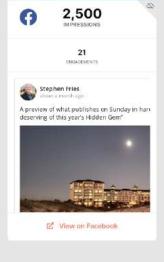




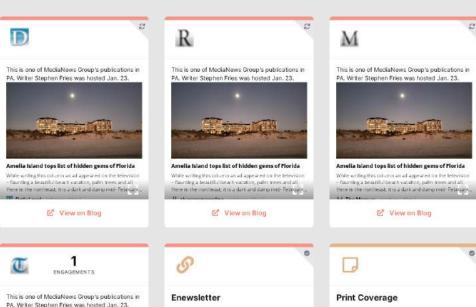




















# 9. Social Media Reports



Review the lifetime performance of the posts you published during the publishing period.





# **Included in this Report**

o visitameliaisland



Post	Published Date	Impressions	Average Reach per Post	Engagements <b>▼</b>	Reactions
<ul><li>✓ visitameliaisland</li><li>✓ Vibrant sunsets are found here.</li><li>✓ 🚳: @kels.duarte</li></ul>	Mon, Feb 20, 2023 8:29 pm CST	4,625	4,496	446	432
км Post by Kylie M.					
visitameliaisland  "A rainbow is the sky's lovely garden"- Angie Weiland-Crosby  #Amelialsland  KM Post by Kylie M.	Thu, Feb 23, 2023 8:15 pm CST	3,383	3,279	341	331
ovisitameliaisland  Love is in the air!  Nothing  says I love you like sharing a  special moment in Amelia  Post	Sat, Feb 4, 2023 8:15 pm CST	5,758	5,485	268	259
There's nothing like an Amelia Island sunset!  #Amelialsland  **M** Post by Kylie M.	Thu, Feb 9, 2023 11:05 am CST	2,535	2,325	199	193



Post	Published Date	Impressions	Average Reach per Post	Engagements $ullet$	Reactions
visitameliaisland  The best way to start a new week!   week!   garybowlick	Mon, Feb 27, 2023 7:45 pm CST	2,180	2,052	183	178
<b>Post</b> by Kylie M.					
visitameliaisland  Happy Valentine's Day from the Island of Love- in all its settings! #AmeliaIsland  KM Post by Kylie M.	Tue, Feb 14, 2023 2:06 pm CST	3,468	2,807	149	147
O visitameliaisland  Don't forget to head to the link in our bio and brag about what your favorite Island things w  Post by Marilou W.	Sat, Feb 18, 2023 11:49 am CST	2,286	2,090	55	55
ovisitameliaisland  Currently daydreaming about the amazing sunrise from yesterday morning   Story	Mon, Feb 27, 2023 12:53 pm CST	857	841	1	N/A



February 2023

Understand growth and health of your social profiles





# **Included in this Report**

**y**@AmeliaIslandFlo

visitameliaisland

Visit Amelia Island

■Visit Amelia Island

**G**Amelia Island

in Amelia Island, Florida

**♂**Amelia Island, Florida



# **Performance Summary**

View your key profile performance metrics from the reporting period.

Impressions <b>4,448,955</b>	Engagements 227,784 \(\sigma 38.1\)%	Post Link Clicks 66,745 \( \( \) 25%
Audience <b>136,343</b> ≯0.5%	Net Audience Growth 735 ≥24.8%	Audience Gained  937
Audience Lost <b>234</b>	Published Posts 95 ⊿21.8%	Video Views <b>570,777 √</b> 36.7%
Engagement Rate (per Impression) 5.1% \( \) 32.1%	Reactions <b>11,696 ≥</b> 37.1%	Comments <b>616</b> \254.7%
Shares <b>1,012 \</b> 28.8%	Saves <b>154 \</b> 24.5%	Other Post Clicks <b>147,549</b>

Other Engagements

**12** \(\(\frac{1}{2}\)7.7\%

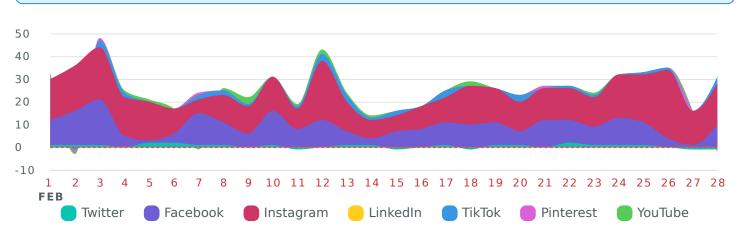


#### **Audience Growth**

See how your audience grew during the reporting period.

Net Audience Growth Breakdown by Network, by Day





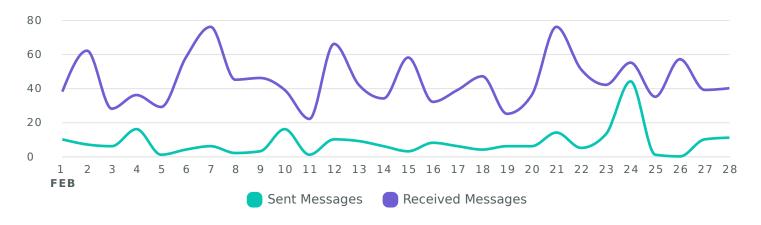
Audience Metrics	Totals	% Change
Total Net Audience Growth	735	<b>≥24.8</b> %
Twitter Net Follower Growth	15	<b>⅓</b> 16.7%
Facebook Net Page Likes	248	<b>⅓</b> 49.5%
Instagram Net Follower Growth	424	<b>7</b> 6.8%
LinkedIn Net Follower Growth	_	_
TikTok Net Follower Growth	32	<b>¥</b> 42.9%
Pinterest Net Follower Growth	3	<b>&gt;</b> 57.1%
YouTube Net Subscriber Growth	13	<b>7</b> 44.4%



# **Message Volume**

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

# Messages per Day



Sent Messages Metrics	Totals	% Change
Total Sent Messages	228	<b>₹5.1</b> %
Twitter Sent Messages	0	<b>≥</b> 100%
Facebook Sent Messages	108	<b>≯</b> 36.7%
Instagram Sent Messages	64	<b>≥</b> 50%
LinkedIn Sent Messages	0	→0%
TikTok Sent Messages	2	<b>⅓</b> 33.3%
Pinterest Sent Messages	53	7_
YouTube Sent Messages	1	<b>≥</b> 66.7%



# **Message Volume**

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

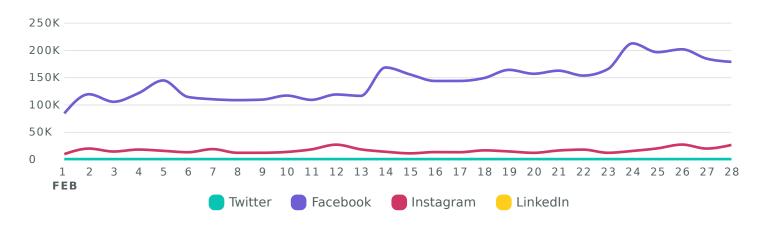
Received Messages Metrics	Totals	% Change
Total Received Messages	1,253	<b>√17.2</b> %
Twitter Received Messages	20	<b>&gt;</b> 51.2%
Facebook Received Messages	402	<b>≥</b> 49.4%
Instagram Received Messages	830	<b>才</b> 22.2%
LinkedIn Received Comments	0	→0%
TikTok Received Messages	1	7-



### **Impressions**

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

Impressions Comparison by Network, by Day



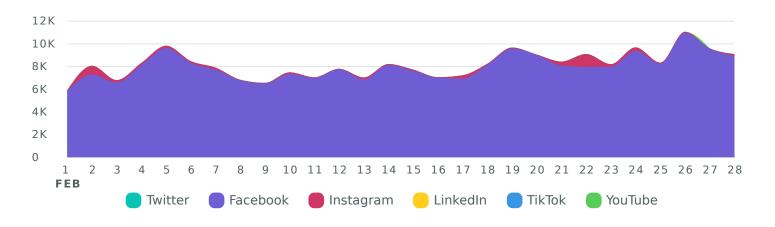
Impression Metrics	Totals	% Change
Total Impressions	4,448,955	<b>∖8.9</b> %
Twitter Impressions	61	<b>≥</b> 11.6%
Facebook Impressions	4,002,815	<b>≥</b> 13.3%
Instagram Impressions	446,079	<b>7</b> 68.3%
LinkedIn Impressions	_	_



### **Engagement**

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

Engagements Breakdown by Network, by Day



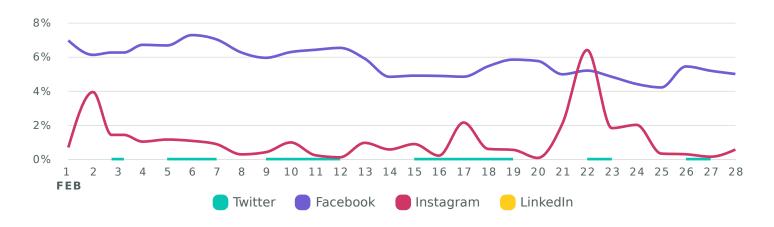
Engagement Metrics	Totals	% Change
Total Engagements	228,071	<b>⅓38.1</b> %
Twitter Engagements	0	<b>≥</b> 100%
Facebook Engagements	222,605	<b>⅓</b> 38.5%
Instagram Engagements	5,300	<b>¥</b> 15.9%
LinkedIn Engagements	_	_
TikTok Engagements	83	<b>≥</b> 61.6%
YouTube Engagements	83	<b>⅓</b> 35.2%



### **Engagement Rate**

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

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



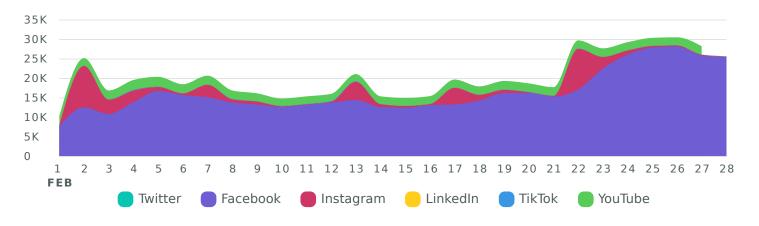
Engagement Rate Metrics	Rate	% Change
Engagement Rate (per Impression)	5.1%	<b>⅓32.1</b> %
Twitter Engagement Rate	0.0%	<b>≥</b> 100%
Facebook Engagement Rate	5.6%	<b>≥</b> 29%
Instagram Engagement Rate	1.1%	<b>≥</b> 49.9%
LinkedIn Engagement Rate	_	_



#### **Video Views**

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

#### Video Views, by Day



Video Views Metrics	Totals	% Change
Video Views	570,777	<b>⅓36.7</b> %
Twitter Video Views	0	→0%
Facebook Video Views	458,645	<b>≥</b> 42.6%
Instagram Post Video Views	52,698	<b>7</b> 44.6%
LinkedIn Video Views	0	→0%
TikTok Video Views	2,637	<b>≥</b> 47.1%
YouTube Video Views	56,797	<b>⅓</b> 7.8%



### **Profiles**

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

Profile	Audience	Impressions	Engagements	Video √ Views
Reporting Period Feb 1, 2023 - Feb 28, 2023	<b>136,343 ↗</b> 0.5%	<b>4,448,955 ≥</b> 8.9%	<b>227,784</b>	<b>570,777 ⅓</b> 36.7%
<b>Compare to</b> Jan 1, 2023 - Jan 31, 2023	135,635	4,884,331	368,164	901,916
(3) Amelia Island	102,722	4,002,815	222,605	458,645
<b>⊚</b> visitameliaisland	28,528	446,079	5,013	52,698
♠ Amelia Island, Florida	486	N/A	83	2,637
<b>™ D</b> Visit Amelia Island	953	N/A	83	56,797
in Amelia Island, Florida	_	_	0	0
<b>● ● @AmelialslandFlo</b>	3,106	61	0	0
Visit Amelia Island	548	N/A	N/A	N/A



Review the lifetime performance of the posts you published during the publishing period.





# **Included in this Report**

o visitameliaisland



Post	Published Date	Impressions	Average Reach per Post	Engagements <b>▼</b>	Reactions
o visitameliaisland	Sun, Mar 12, 2023	12,229	11,683	812	760
Grab a locally-brewed beer, stay awhile. [Photo by Muriel Silva]	9:51 am CDT				
<b>MW</b> Post by Marilou W.					
o visitameliaisland	Fri, Mar 10, 2023	7,600	7,368	506	484
Southern hospitality with a healthy dose of sunshine and natural beauty	3:06 pm CST				
MW Post by Marilou W.					
ovisitameliaisland  I'll have a strawberry daiquiri  and a priceless ocean view,  please!   ple	Tue, Mar 28, 2023 9:51 am CDT	6,782	6,459	453	422
MW Post by Marilou W.					
Under the canopies is where you'll find me.  #Amelialsland #Lovefl #Nat  WW Post by Marilou W.	Mon, Mar 13, 2023 10:07 am CDT	5,052	4,848	441	419



Post	Published Date	Impressions	Average Reach per Post	Engagements <b>▼</b>	Reactions
visitameliaisland  A good book + a chair + a sunny day at the beach =	Tue, Mar 21, 2023 10:07 am CDT	5,499	5,368	406	380
MW Post by Marilou W.					
ovisitameliaisland  Feeling lucky to call this place home   ★ #AmeliaIsland #Explore #Wanderlust  MW Post by Marilou W.	Thu, Mar 16, 2023 10:15 am CDT	3,704	3,618	368	361
visitameliaisland  With fine dining, family-friendly activities and world-class pools at your fingertips, leaving th  MW Post by Marilou W.	Wed, Mar 1, 2023 9:09 am CST	6,148	5,797	329	315
visitameliaisland > in its truest form!  @Omniameliaisland is hosting their 7th Annual Fish to Fork  www Post by Marilou W.	Thu, Mar 30, 2023 12:09 pm CDT	4,406	3,439	298	285



MELIA& ISLAND  COME MAKE MEMORIES*				Post Performanc	e   3 of 19
Post	Published Date	Impressions	Average Reach per Post	Engagements 🔻	Reactions
visitameliaisland  Views from the sky! ((a))  derekbradleyphoto]  #Amelialsland #loveFL  MW Post by Marilou W.	Sun, Mar 26, 2023 9:45 am CDT	4,174	4,003	295	283
visitameliaisland  Take it all in. An enchanted atmosphere of natural beauty.  Post by Marilou W.	Sun, Mar 19, 2023 10:11 am CDT	3,064	2,933	225	213
visitameliaisland  The days are growing longer, the air is still crisp, dormant plants and flowers are startin  MW Post by Marilou W.	Mon, Mar 6, 2023 8:45 am CST	3,331	3,103	214	208
visitameliaisland  Time spent with friends and family on Amelia Island is time well spent. #AmeliaIsland  MW Post by Marilou W.	Sat, Mar 11, 2023 1:49 pm CST	3,255	2,984	208	204



MELIA ISLAND  COME MAKE MEMORIES*				Post Performand	e   4 of 19
Post	Published Date	Impressions	Average Reach per Post	Engagements 🔻	Reactions
Calling all history buffs and nature lovers! Adventure awaits you Post by Marilou W.	Wed, Mar 22, 2023 9:47 am CDT	3,411	2,768	195	187
o visitameliaisland  Already reminiscing on what a great weekend it was! The 28th Annual Amelia Concours Wee  Post	Sun, Mar 5, 2023 6:31 pm CST	4,054	3,350	188	185
Today we celebrate all the wild animals and plants that make our lives, the health of the  WW Post by Marilou W.	Fri, Mar 3, 2023 8:47 am CST	3,231	2,535	187	186
visitameliaisland  It's a pawfect day on Amelia Island * [ a duncanddonuts]  MW Post by Marilou W.	Thu, Mar 23, 2023 10:08 am CDT	2,625	2,421	176	172



MELIA ISLAND  COME MAKE MEMORIES*				Post Performanc	ce   5 of 19
Post	Published Date	Impressions	Average Reach per Post	Engagements 🔻	Reactions
visitameliaisland  Not a cloud in the sky! **	Tue, Mar 14, 2023 12:06 pm CDT	2,217	2,090	146	144
Post by Marilou W.  O visitameliaisland  It's Women's History Month and we are recognizing some of the wonderful women-owned	Wed, Mar 8, 2023 8:52 am CST	3,395	3,245	129	120
MW Post by Marilou W.					
visitameliaisland  Nothing beats a courtyard beautifully draped in Southern charm.   MW Post by Marilou W.	Wed, Mar 29, 2023 10:05 am CDT	2,039	1,946	107	104
ovisitameliaisland Step into southern refinement with a bend.	Fri, Mar 24, 2023 9:55 am CDT	2,511	2,369	90	86
ww Post by Marilou W.					



Amelia Island: a playground for pirates, big and small #Amelialsland  MW Post by Marilou W.   O visitameliaisland  Tue, Mar 21, 2023 — — 21 22 23 9:50 am CDT  The beach, a chair and a pile of good reads to enjoy under the sun? Yes, please!  MW Post by Marilou W.  O visitameliaisland  Fri, Mar 10, 2023 — — 18 23 44 25 45 45 45 45 45 45 45 45 45 45 45 45 45	Post	Published Date	Impressions	Average Reach per Post	Engagements <b>▼</b>	Reactions
The beach, a chair and a pile of good reads to enjoy under the sun? Yes, please! Find Mar 10, 2023  Happiest between the waves full #Amelialsland  Mon, Mar 20, 2023  Spring is here! 4  Tue, Mar 21, 2023  — — — — — — — — — — — — — — — — — — —	Amelia Island: a playground for pirates, big and small &		2,575	2,414	85	83
The beach, a chair and a pile of good reads to enjoy under the sun? Yes, please! Find Mar 10, 2023  Post by Marilou W.  O visitameliaisland  Happiest between the waves for #Amelialsland  Mon, Mar 20, 2023  Spring is here! A  The beach, a chair and a pile of good reads to enjoy under the sun? Yes, please! Find Mar 10, 2023  Post by Marilou W.  18  19  18  19  19  18  19  10  10  10  10  10  10  10  10  10	MW Post by Marilou W.					
O visitameliaisland  Happiest between the waves #Amelialsland  Post by Marilou W.  Mon, Mar 20, 2023  Spring is here!  Fri, Mar 10, 2023  9:06 am CST   Happiest between the waves #Amelialsland  Mon, Mar 20, 2023  1,480  1,466  N  10:04 am CDT	The beach, a chair and a pile of good reads to enjoy under the sun? Yes, please!		_	_	21	20
#Amelialsland  Post by Marilou W.  Mon, Mar 20, 2023 Spring is here!  9:06 am CST  1,480 1,466 6 N	Post by Marilou W.					
O visitameliaisland  Mon, Mar 20, 2023  1,480  1,466  6 N  10:04 am CDT	Happiest between the waves \$\(\mathbb{C}\) #Amelialsland		_		18	18
Spring is here! 4 10:04 am CDT	Post by Marilou W.					
Story			1,480	1,466	6	N/A
	Story					



Post	Published Date	Impressions	Average Reach per Post	Engagements <b>▼</b>	Reactions
<ul><li>visitameliaisland</li><li>@harristeeter This is a fun one!</li></ul> Story	Wed, Mar 29, 2023 2:39 pm CDT	859	849	2	N/A
<ul><li>visitameliaisland</li><li>@ameliaislandgetaways</li></ul> Story	Mon, Mar 13, 2023 2:43 pm CDT	785	783	2	N/A
<ul><li>visitameliaisland</li><li>@hudsonandperry</li><li>Story</li></ul>	Mon, Mar 13, 2023 2:41 pm CDT	879	879	2	N/A
© visitameliaisland  @amelialinenandwoodllc  Story	Wed, Mar 8, 2023 11:16 am CST	596	583	2	N/A



Post	Published Date	Impressions	Average Reach per Post	Engagements <b>▼</b>	Reactions
ovisitameliaisland  The sweet sound of cutting into a fresh Cuban sandwich at the new @1928bistro! ✓ ♣ ♣  Story	Sun, Mar 26, 2023 3:03 pm CDT	971	953	1	N/A
i visitameliaisland  Story	Tue, Mar 21, 2023 10:10 am CDT	990	990	1	N/A
○ visitameliaisland 24k cucumber melon mule   Story	Fri, Mar 17, 2023 1:55 pm CDT	1,055	1,014	1	N/A
© visitameliaisland  @southernlivingmag  Story	Thu, Mar 16, 2023 3:11 pm CDT	672	656	1	N/A



Post	Published Date	Impressions	Average Reach per Post	Engagements <b>▼</b>	Reactions
o visitameliaisland	Wed, Mar 15, 2023 10:52 am CDT	624	624	1	N/A
Story					
visitameliaisland  @villavillekullatoys	Mon, Mar 13, 2023 2:42 pm CDT	804	804	1	N/A
Story					
o visitameliaisland	Mon, Mar 13, 2023 2:42 pm CDT	837	837	1	N/A
Story	Man Mar 12 2022	1.000	1.000	1	NI/A
visitameliaisland	Mon, Mar 13, 2023 2:41 pm CDT	1,098	1,098	1	N/A
Story					



Engagements ▼ **Published Date** Impressions Average Reach per Post Reactions Post o visitameliaisland Sat, Mar 11, 2023 1,322 1,271 N/A 1 4:19 pm CST Saturday on 🛂 Story o visitameliaisland Wed, Mar 8, 2023 643 631 N/A 1 11:15 am CST @wickedbao Story o visitameliaisland Tue, Mar 7, 2023 551 N/A 533 1 5:01 pm CST Story o visitameliaisland Thu, Mar 2, 2023 385 375 1 N/A 1:08 pm CST Story



Post	Published Date	Impressions	Average Reach per Post	Engagements <b>▼</b>	Reactions
o visitameliaisland	Thu, Mar 2, 2023 8:35 am CST	565	543	1	N/A
Story					
visitameliaisland  FRI-YAY!	Fri, Mar 31, 2023 7:11 pm CDT	624	624	0	N/A
Story					
o visitameliaisland  Story	Thu, Mar 30, 2023 9:50 am CDT	581	571	0	N/A
o visitameliaisland  Story	Thu, Mar 30, 2023 9:50 am CDT	621	604	0	N/A



Post	Published Date	Impressions	Average Reach per Post	Engagements <b>▼</b>	Reactions
visitameliaisland  Story	Thu, Mar 30, 2023 9:03 am CDT	588	573	0	N/A
Celebrating all the wonderful teams in our community that make meetings happen!	Thu, Mar 30, 2023 8:56 am CDT	620	605	0	N/A
© visitameliaisland @ustravel_association Story	Thu, Mar 30, 2023 8:42 am CDT	726	721	0	N/A
visitameliaisland	Wed, Mar 29, 2023 9:44 am CDT	917	892	0	N/A
Story					



Post	Published Date	Impressions	Average Reach per Post	Engagements <b>▼</b>	Reactions
o visitameliaisland	Mon, Mar 27, 2023 9:50 am CDT	988	975	0	N/A
Story					
visitameliaisland	Thu, Mar 23, 2023 10:47 am CDT	910	895	0	N/A
Story					
visitameliaisland  Story	Sat, Mar 18, 2023 3:26 pm CDT	586	586	0	N/A
visitameliaisland  V  Story	Fri, Mar 17, 2023 3:16 pm CDT	965	943	0	N/A



Post	Published Date	Impressions	Average Reach per Post	Engagements <b>▼</b>	Reactions
i visitameliaisland  Story	Fri, Mar 17, 2023 3:15 pm CDT	1,001	979	0	N/A
○ visitameliaisland	Fri, Mar 17, 2023 10:29 am CDT	940	920	0	N/A
<ul><li>○ visitameliaisland</li><li>★ ★</li><li>Story</li></ul>	Fri, Mar 17, 2023 9:38 am CDT	962	958	0	N/A
i visitameliaisland	Fri, Mar 17, 2023 9:38 am CDT	1,085	1,064	0	N/A
Story					



**Published Date** Impressions Average Reach per Post Engagements **▼** Reactions Post visitameliaisland Thu, Mar 16, 2023 702 700 0 N/A 7:49 pm CDT Story o visitameliaisland 703 Wed, Mar 15, 2023 N/A 697 0 10:32 am CDT Story o visitameliaisland Tue, Mar 14, 2023 937 923 0 N/A 1:29 pm CDT @paisleygracemakery Story o visitameliaisland Fri, Mar 10, 2023 515 506 0 N/A 9:50 am CST Story



Post	Published Date	Impressions	Average Reach per Post	Engagements <b>▼</b>	Reactions
visitameliaisland  @wickedbao	Wed, Mar 8, 2023 11:30 am CST	566	561	0	N/A
Story					
visitameliaisland	Wed, Mar 8, 2023 9:47 am CST	750	750	0	N/A
Story					
visitameliaisland  Loving all the azaleas blooming  on   Story	Sat, Mar 4, 2023 6:44 pm CST	879	878	0	N/A
o visitameliaisland @rollsroycecars  Story	Sat, Mar 4, 2023 11:39 am CST	970	945	0	N/A



Post	Published Date	Impressions	Average Reach per Post	Engagements <b>▼</b>	Reactions
visitameliaisland  Can't rain on this parade!	Sat, Mar 4, 2023 9:37 am CST	934	914	0	N/A
Story  O visitameliaisland	Sat, Mar 4, 2023 6:50 am CST	1,042	1,033	0	N/A
ovisitameliaisland 70° with a high chance of Porsches	Fri, Mar 3, 2023 3:09 pm CST	734	723	0	N/A
visitameliaisland  Visitameliaisland  Story	Fri, Mar 3, 2023 9:51 am CST	723	709	0	N/A



Post	Published Date	Impressions	Average Reach per Post	Engagements <b>▼</b>	Reactions
visitameliaisland  3rd Stop: @goodingandcompany	Thu, Mar 2, 2023 12:35 pm CST	398	391	0	N/A
Story					
visitameliaisland @rmsothebys  Story	Thu, Mar 2, 2023 11:18 am CST	394	385	0	N/A
ovisitameliaisland Through the years at our 2nd Stop: @rmsothebys   Story	Thu, Mar 2, 2023 11:04 am CST	395	387	0	N/A
in visitameliaisland  Story	Thu, Mar 2, 2023 11:02 am CST	412	403	0	N/A



Post	Published Date	Impressions	Average Reach per Post	Engagements <b>▼</b>	Reactions
ovisitameliaisland  1st Stop: @bonhams1793 @bonhamsmotoring •  Story	Thu, Mar 2, 2023 10:44 am CST	444	430	0	N/A
o visitameliaisland  Story	Thu, Mar 2, 2023 8:36 am CST	521	507	0	N/A
© visitameliaisland  @omniameliaisland  Story	Wed, Mar 1, 2023 9:13 am CST	779	779	0	N/A



Understand growth and health of your social profiles





# **Included in this Report**

**y**@AmeliaIslandFlo

visitameliaisland

Visit Amelia Island

■Visit Amelia Island

**G**Amelia Island

in Amelia Island, Florida

**♂**Amelia Island, Florida



**9** \(\)25%

### **Performance Summary**

View your key profile performance metrics from the reporting period.

<b>6,480,421</b> <a href="#">745.7%</a>	Engagements 239,344 ⊅5.1%	Post Link Clicks <b>42,343</b> \(\sigma 36.6\%)
Audience <b>138,291</b> 71.4%	Net Audience Growth <b>1,074</b> ⊿47.9%	Audience Gained <b>1,206 ⊿</b> 27.8%
Audience Lost  274   29.6%	Published Posts 193 7103.2%	Video Views <b>549,496</b> \
Engagement Rate (per Impression) 3.7% ≥28%	Reactions <b>20,894 7</b> 78.6%	Comments <b>1,135</b> 784.3%
Shares <b>1,612 ⊅</b> 59.1%	Saves <b>410 才</b> 166.2%	Other Post Clicks <b>172,941</b> ≯17.2%

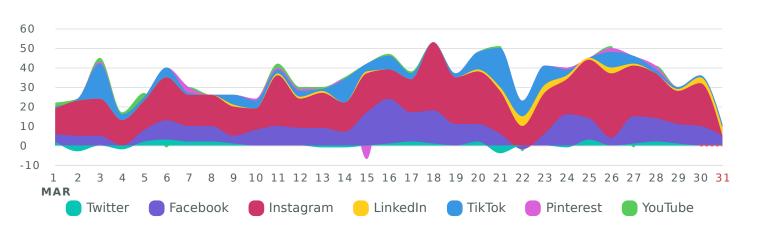


#### **Audience Growth**

See how your audience grew during the reporting period.

Net Audience Growth Breakdown by Network, by Day





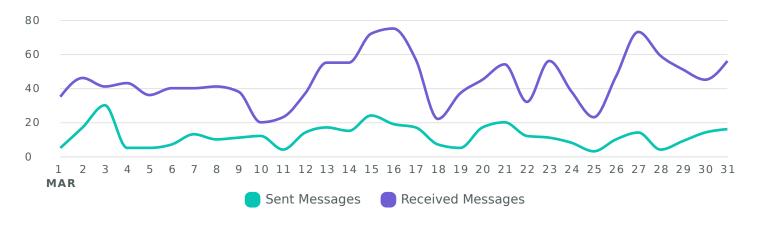
Total Net Audience Growth	1,074	<b>747.9</b> %
Twitter Net Follower Growth	13	<b>⅓</b> 13.3%
Facebook Net Page Likes	277	<b>≯</b> 11.7%
Instagram Net Follower Growth	592	<b>才</b> 44%
LinkedIn Net Follower Growth	32	<b>才</b> 700%
TikTok Net Follower Growth	142	<b>才</b> 343.8%
Pinterest Net Follower Growth	5	<b>≯</b> 66.7%
YouTube Net Subscriber Growth	13	→0%



### **Message Volume**

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

### Messages per Day



Sent Messages Metrics	Totals	% Change
Total Sent Messages	375	<b>≯66.7</b> %
Twitter Sent Messages	4	<b>7</b> −
Facebook Sent Messages	116	<b>≯</b> 11.5%
Instagram Sent Messages	177	<b>才</b> 176.6%
LinkedIn Sent Messages	4	<b>才</b> 300%
TikTok Sent Messages	14	<b>≯</b> 600%
Pinterest Sent Messages	59	<b>才</b> 11.3%
YouTube Sent Messages	1	→0%



## **Message Volume**

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

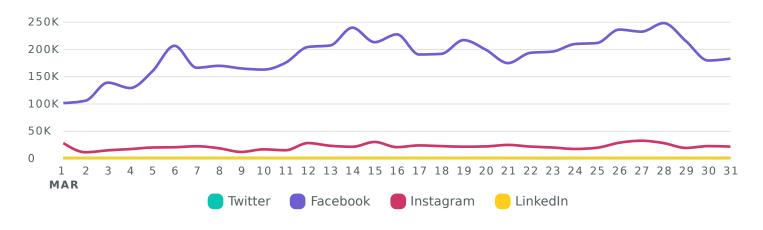
Received Messages Metrics	Totals	% Change
Total Received Messages	1,392	<b>≯10.9</b> %
Twitter Received Messages	59	<b>才</b> 195%
Facebook Received Messages	519	<b>才</b> 29.1%
Instagram Received Messages	804	<b>⅓</b> 3.4%
LinkedIn Received Comments	2	7_
TikTok Received Messages	8	<b>才</b> 700%



### **Impressions**

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

Impressions Comparison by Network, by Day



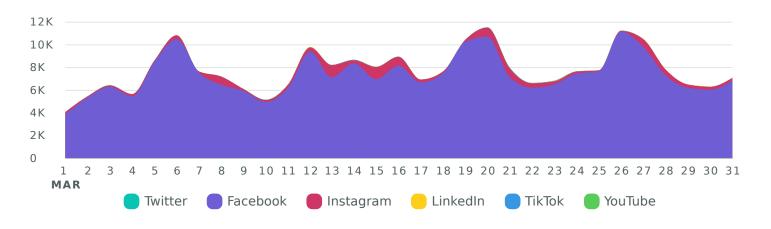
Impression Metrics	Totals	% Change
Total Impressions	6,480,421	<b>745.7</b> %
Twitter Impressions	675	<b>才</b> 1,025%
Facebook Impressions	5,830,870	<b>≯</b> 45.7%
Instagram Impressions	647,332	<b>≯</b> 45.1%
LinkedIn Impressions	1,544	<b>才</b> 782.3%



### **Engagement**

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

Engagements Breakdown by Network, by Day



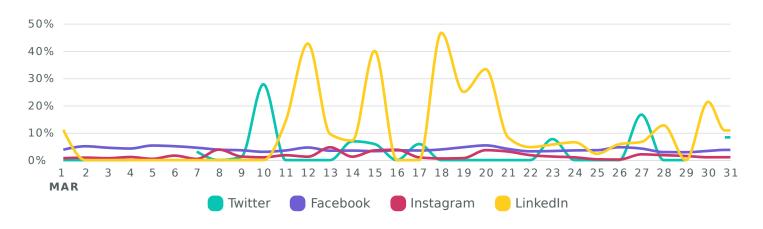
Engagement Metrics	Totals	% Change
Total Engagements	239,645	<b>₹5.1</b> %
Twitter Engagements	37	<b></b>
Facebook Engagements	227,896	<b>才</b> 2.4%
Instagram Engagements	10,993	<b>才</b> 107.4%
LinkedIn Engagements	169	<b>≯</b> 2,716.7%
TikTok Engagements	470	<b>≯</b> 466.3%
YouTube Engagements	80	<b>¥</b> 4.8%



### **Engagement Rate**

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

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



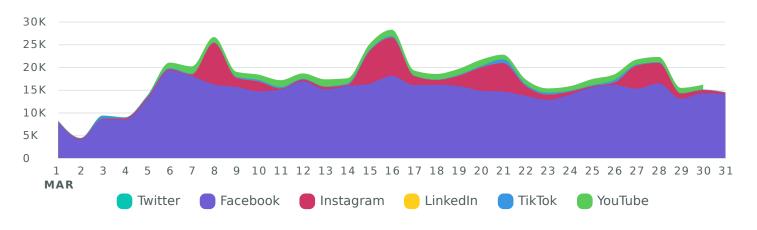
Engagement Rate Metrics	Rate	% Change
Engagement Rate (per Impression)	3.7%	<b>≥28</b> %
Twitter Engagement Rate	5.5%	7-
Facebook Engagement Rate	3.9%	≥ 29.7%
Instagram Engagement Rate	1.7%	<b>才</b> 46.9%
LinkedIn Engagement Rate	10.9%	<b>才</b> 219.2%



#### **Video Views**

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

#### Video Views, by Day



Video Views Metrics	Totals	% Change
Video Views	549,496	<b>\4.1</b> %
Twitter Video Views	0	→0%
Facebook Video Views	445,332	<b>≥</b> 2.9%
Instagram Post Video Views	65,387	<b>7</b> 24%
LinkedIn Video Views	0	→0%
TikTok Video Views	7,733	<b>才</b> 193.2%
YouTube Video Views	31,044	<b>¥</b> 47.1%



#### **Profiles**

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

Profile	Audience	Impressions	Engagements	Video ▼ Views
Reporting Period Mar 1, 2023 - Mar 31, 2023	<b>138,291</b>	<b>6,480,421 7</b> 45.7%	<b>239,344</b> 75.1%	<b>549,496</b> ≥ 4.1%
<b>Compare to</b> Feb 1, 2023 - Feb 28, 2023	136,323	4,449,129	227,792	572,741
(3) Amelia Island	102,954	5,830,870	227,896	445,332
<b>◯</b> visitameliaisland	29,080	647,332	10,692	65,387
	628	N/A	470	7,733
in Amelia Island, Florida	991	1,544	169	0
<b>™ ○</b> Visit Amelia Island	966	N/A	80	31,044
<b>■  ② @AmeliaIslandFlo</b>	3,119	675	37	0
Visit Amelia Island	553	N/A	N/A	N/A



# 10. Website Performance Reports



# Website Performance Summary YoY

Pageviews 296.0K

Users 142.5K Conversions
10.0K
103%

Conversion Rate
6.0%

\$\pm\$ 95%

Sessions 167.6K ± 4% New Users 139.7K • 7% Avg. Session Duration
01:21

• -9%

Bounce Rate 64.8%

# Industry Benchmarks (Annual)

Industry Sessions 173,506

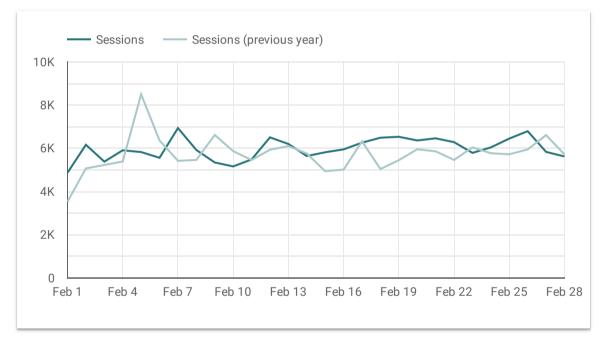
Industry New Users 127,391

Industry Avg. Session Duration 00:02:00

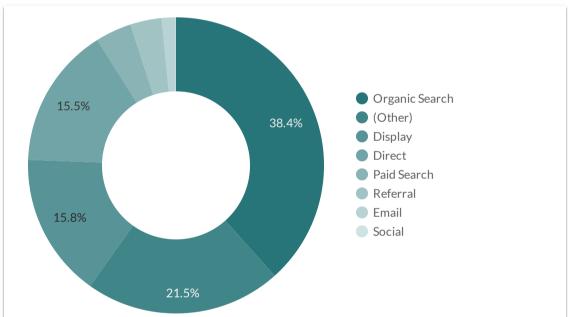
Industry Bounce Rate 50%

## Traffic & Acquisition

#### **Session Trend YoY**



#### **Top Acquisition Channels**

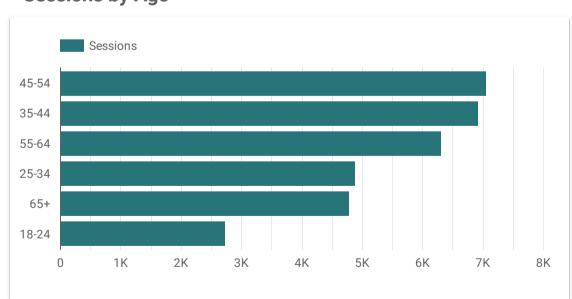


#### **Sessions by Location**

	State	Sessions *	% ∆
1.	Florida	23,571	-39.3% 🖡
2.	Georgia	20,800	61.2% 🛊
3.	New York	13,281	1.9% 🛊
4.	Pennsylv	7,969	-16.8% 🖡
5.	North Ca	7,548	11.7% 🛊
6.	Virginia	7,227	53.5% 🛊
7.	Illinois	6,617	38.5% 🛊
8.	California	6,574	22.8% 🛊
		1 - 100 / 506	< >

	City	Sessions	% ∆
1.	(not set)	16,781	146.7% 🛊
2.	Atlanta	9,941	127.4% 🛊
3.	New York	7,508	14.5% 🛊
4.	Jacksonvi	4,004	-31.3% 🖡
5.	Chicago	3,800	93.2% 🛊
6.	Ashburn	3,013	657.0% 🛊
7.	Fernandin	2,879	-58.7% 🖡
8.	Orlando	2,427	-50.0% 🖡
		1 - 100 / 6533	< >

#### **Sessions by Age**



## **Top Performing Pages**

	Landing Page	Sessions •	Pageviews	Avg. Time on Page
1.	/	64,515	121,599	00:01:21
2.	/explore/beach-guide	7,679	9,074	00:01:20
3.	/lodgings	7,635	9,948	00:08:57
4.	/weddings	5,511	10,136	00:00:35
5.	/see-and-do	5,323 ■	14.376	00:01:27
				1 - 100 / 3479





## Website Engagement

Google Analytics 4 engagement metrics offer insight into how users are engaging with your website and what notable actions they are taking.

Sessions
160.4K

• -8%

Fingaged sessions 78.0K

Events per session

5.2

• 0%

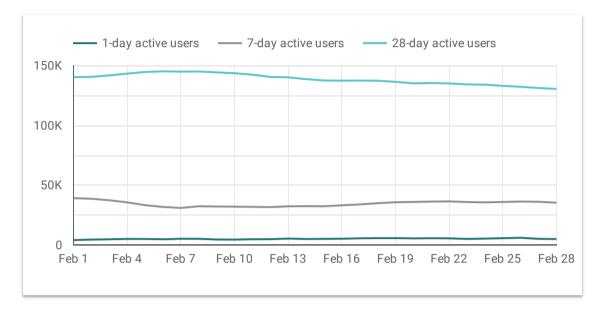
Engagement rate 48.6%

• 4%

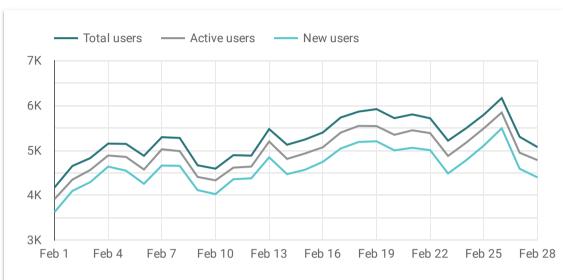
Event count **835.4K** 

Is conversion event 2.0 0%

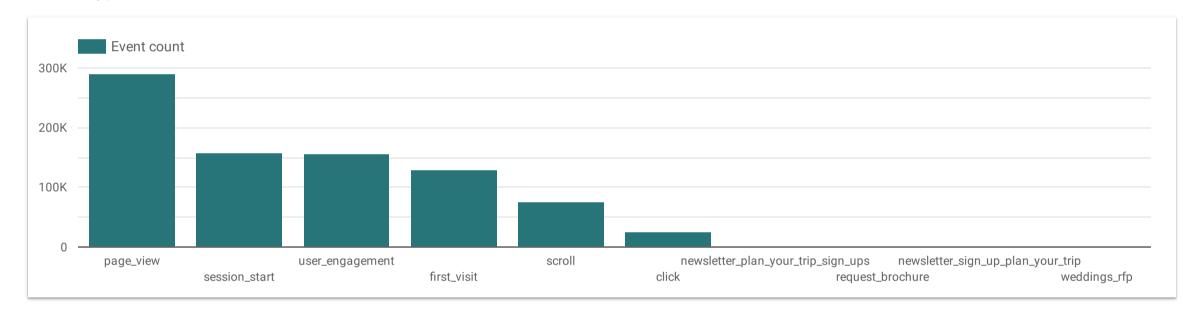
#### **User Activity**



#### **User Retention**



#### **Event Type Breakout**



#### **Event Summary**

	Event name	Page path	Page title	Event count •
1.	page_view	/	Amelia Island Come Make Memories - Amelia Island, Florida	
2.	session_start	/	Amelia Island Come Make Memories - Amelia Island, Florida	
3.	first_visit	/	Amelia Island Come Make Memories - Amelia Island, Florida	
4.	user_engagement	/	Amelia Island Come Make Memories - Amelia Island, Florida	
5.	page_view	/Stay	Resorts, hotels, and vacation rentals on Amelia Island, Florida	
6.	page_view	/see-and-do	Things to do and places to go - Amelia Island, Florida	
7.	scroll	/	Amelia Island Come Make Memories - Amelia Island, Florida	
8.	user_engagement	/Stay	Resorts, hotels, and vacation rentals on Amelia Island, Florida	
9.	user_engagement	/see-and-do	Things to do and places to go - Amelia Island, Florida	
10.	page_view	/explore/Beach-Guide	Beaches Travel Guide - Amelia Island, Florida	
				1 - 100 / 8970 < >





# **Email Performance Summary YoY**

Sessions 2.7K -31%

Users **2.1K** • -32%

New Users
1.8K

-37%

Bounce Rate **60.7%** 

140.0 1567% Conversion Rate 5.1%
± 860%

# **Performance by Email Campaign**

Discovery Amelia Emails	Date ▼	Subject	Emails Sent	Emails Deliver	Delivery Rate	Open Rate	Click Rate
Tourism Industry Newsletter 2/28/23	Feb 28, 20	Amelia Island Tourism Newsletter	554	547.0	98.74%	52.29%	11.15%
2/21/23 Omni Exclusive	Feb 21, 20	Your Island Paradise Awaits 🌞	59,707	59,498.0	99.65%	37.77%	1.85%
AICVB Opposed to Large Cruise Ships	Feb 14, 20	AICVB Opposed to Large Cruises	552	546.0	98.91%	51.65%	1.83%
2/8/23 Residence Inn inclusion and Family Things	Feb 13, 20	11 Family Fun Things to Do	100,145	98,992.0	98.85%	28.59%	1.25%
Tourism Industry Newsletter 2/10/23	Feb 10, 20	Amelia Island Tourism Newsletter	554	548.0	98.92%	47.81%	4.2%
2/3/23 Black History Month and Quirky National	Feb 7, 2023	Honor the Past, Empower the Future	100,056	98,847.0	98.79%	28.11%	0.6%
		Grand total	261,568	258,978.0	99.01%	30.66%	1.17%

Meeting Planner Emails Deliv... Delivery Rate Open Rate Click Rate

No data

No data

Partner Updates	Date ▼	Subject	Emails Sent	Emails Delivered	Delivery Rate	Open Rate	Click Rate
Tourism Industry Newsletter 2/28/23	Feb 28, 2023	Amelia Island Tourism Newsletter	554	547.0	98.74%	52.29%	11.15%
AICVB Opposed to Large Cruise Ships	Feb 14, 2023	AICVB Opposed to Large Cruises	552	546.0	98.91%	51.65%	1.83%
Tourism Industry Newsletter 2/10/23	Feb 10, 2023	Amelia Island Tourism Newsletter	554	548.0	98.92%	47.81%	4.2%
		Grand total	1,660	1.641.0	98.86%	50.58%	5.73%

Campaign Landing Page

No data

Grand total

Sessions ▼ Pageviews Avg. Time on Page

No mull null null null

	Acquisition Source	Country	Sessions •
1.	mailchimp	United States	1,627
2.	Mailchimp	United States	653
3.	MailChimp	United States	60
4.	mailchimp	Canada	12
5.	mailchimp	United Kingdom	5
			1 - 25 / 25 < >

	Acquisition Source	City	Sessions 🔻
1.	mailchimp	Atlanta	130
2.	mailchimp	(not set)	93
3.	mailchimp	Ashburn	47
4.	mailchimp	Chicago	43
5.	Mailchimp	Pittsburgh	40
			1 - 100 / 1053 🔇 🗦

## **Self Selected Interests From The Visitor Guide Request Page**

	Self Selected Interests	Total Events 🔻
1.	(select country) Afghanistan Albania Algeria Andorra Angola Anguilla Antarctica Antigua and Barbu	911
2.	(select state) Alabama Alaska American Samoa Arizona Arkansas California Colorado Connecticut	613
3.	See & Do	584
4.	Eat & Drink	508
5.	CLICK TO OPEN VISITOR GUIDE	486
		1-100/159 < >





# Blog Performance Summary YoY

Sessions
11.8K

4-62%

Users 14.8K • -52% 9.0K • -67%

Bounce Rate 69.5% F-13%

Avg. Time on Page 02:57

# **Top Blog Pages**

	Blog	Sessions ▼	Pageviews	Avg. Time	on Pag	e
1.	/blog/december-2022/11-fabulously-fun-family-activities-on-amelia-isla	1,217	1,533		00:03:	23
2.	/blog/october-2022/5-reasons-fernandina-beach-is-one-of-the-south-s-p	1,052	1,278		00:04:0	)5
3.	/blog/september-2021/5-restaurants-on-amelia-island-with-epic-views	386	472		00:06:	)5
4.	/blog/january-2023/5-quirky-national-days-to-celebrate-on-amelia-isla	335	413		00:02:4	19
5.	/blog/june-2022/dog-days-of-summer	335	390		00:06:	27
6.	/blog/february-2021/seven-must-see-sights-on-the-waters-around-amelia	323	409		00:05:	22
7.	/blog/july-2021/your-guide-to-historic-downtown-fernandina-beach	292	385		00:03:	)2
8.	/blog/february-2022/biking-amelia-island	280	396		00:03:	55
9.	/blog/may-2022/girls-getaway-itinerary	278	332		00:05:4	18
10.	/blog/february-2023/a-weekend-at-the-ritz-carlton,-amelia-island-an-it	272	307		00:02:	}3
				1 - 50 / 508	<	>



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**Book Now** - Clicks on Book Now buttons

Property Click-Through - Outbound clicks on accommodations website URLs

# Appendix

This report provides an overview of the website and campaign performance for Amelia Island. Questions regarding this report should be directed to:



# Website Performance Summary YoY

Pageviews 314.1K

Users 145.9K Conversions
10.5K
156%

Conversion Rate
6.1%
± 144%

Sessions 172.4K ± 5% New Users 141.5K • 8% Avg. Session Duration
01:29

• 5%

Bounce Rate 62.4%

# Industry Benchmarks (Annual)

Industry Sessions 173,506

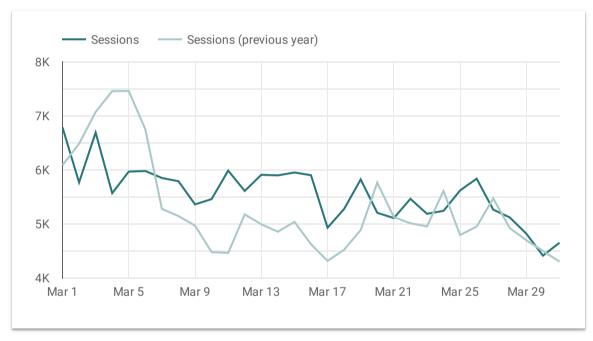
Industry New Users 127,391

Industry Avg. Session Duration 00:02:00

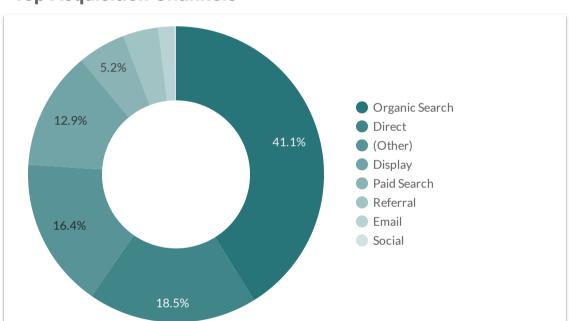
Industry Bounce Rate 50%

## Traffic & Acquisition

#### **Session Trend YoY**



#### **Top Acquisition Channels**

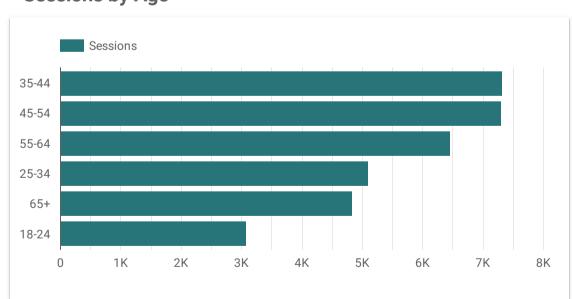


#### **Sessions by Location**

	State	Sessions •	% ∆
1.	Florida	25,037	-40.5% 🖡
2.	Georgia	22,534	58.6% 🛊
3.	New York	13,638	-21.6% 🖡
4.	Pennsylv	8,282	-35.9% 🖡
5.	Virginia	7,886	106.8% 🛊
6.	California	7,850	87.5% 🛊
7.	North Ca	7,055	35.4% 🛊
8.	Ohio	6,917	106.7% 🛊
		1 - 100 / 504	< >

	City	Sessions	%Δ
1.	(not set)	16,439	151.9% 🛊
2.	Atlanta	11,290	123.8% 🛊
3.	New York	7,242	-31.1% 🖡
4.	Jacksonvi	4,037	-42.8% <b>•</b>
5.	Chicago	3,779	144.4% 🛊
6.	Ashburn	3,023	479.1% 🛊
7.	Fernandin	3,011	-65.1% 🖡
8.	Orlando	2,598	-50.8% 🖡
		1 - 100 / 6477	< >

#### **Sessions by Age**



## **Top Performing Pages**

	Landing Page	Sessions ▼	Pageviews	Avg. Time on Page
1.	/	62,192	122,673	00:01:23
2.	/explore/beach-guide	8,642	9,877	00:01:28
3.	/lodgings	8,233	10,763	00:08:47
4.	/weddings	5,543	9,666	00:00:37
5.	/see-and-do	5,083	14,333	00:01:28
				1 - 100 / 1764





## Website Engagement

Google Analytics 4 engagement metrics offer insight into how users are engaging with your website and what notable actions they are taking.

Sessions 165.7K Engaged sessions 83.8K # -4% Events per session

5.4

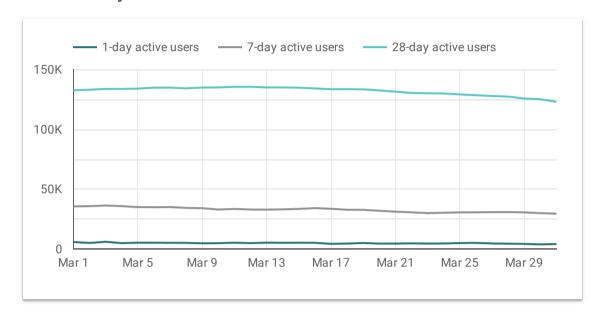
• 4%

Engagement rate 50.6% \$\frac{1}{2}5%\$

Event count 902.5K

Is conversion event 2.0 0%

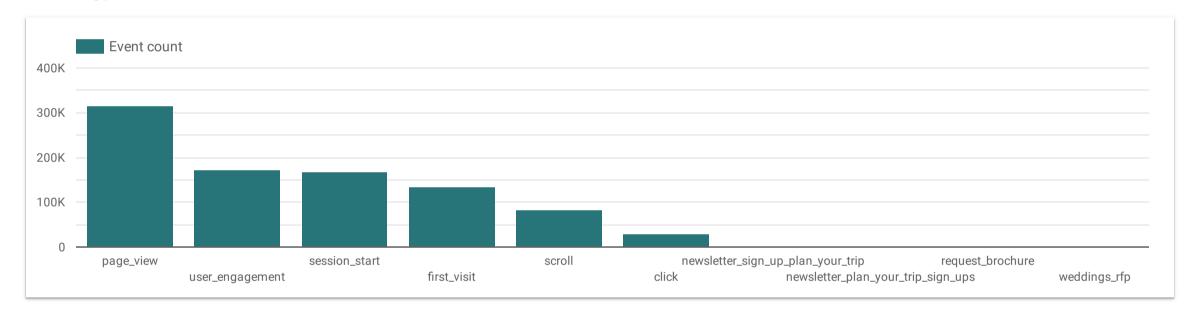
#### **User Activity**



#### **User Retention**



#### **Event Type Breakout**



#### **Event Summary**

	Event name	Page path	Page title	Event count 🕶
1.	page_view	/	Amelia Island Come Make Memories - Amelia Island, Florida	
2.	session_start	/	Amelia Island Come Make Memories - Amelia Island, Florida	
3.	first_visit	/	Amelia Island Come Make Memories - Amelia Island, Florida	
4.	user_engagement	/	Amelia Island Come Make Memories - Amelia Island, Florida	
5.	page_view	/Stay	Resorts, hotels, and vacation rentals on Amelia Island, Florida	
6.	page_view	/see-and-do	Things to do and places to go - Amelia Island, Florida	
7.	user_engagement	/Stay	Resorts, hotels, and vacation rentals on Amelia Island, Florida	
8.	scroll	/	Amelia Island Come Make Memories - Amelia Island, Florida	
9.	user_engagement	/see-and-do	Things to do and places to go - Amelia Island, Florida	
10.	page_view	/explore/Beach-Guide	Beaches Travel Guide - Amelia Island, Florida	
				1 - 100 / 9908





# Email Performance Summary YoY

Sessions
3.3K

\$\delta 81\%

Users 2.6K ± 102%

New Users 2.3K • 106% Bounce Rate **52.1% •** -13%

320.0 ± 1,584% Conversion Rate 9.7%
± 832%

# **Performance by Email Campaign**

Discovery Amelia Emails	Date ▼	Subject	Emails Sent	Emails Deliver	Delivery Rate	Open Rate	Click Rate
3/27/23 Comfort Suites and Amelia Island Spring	Mar 31, 20	5 Reasons To Choose Amelia Island This Spring	61,249	61,017.0	99.62%	35.43%	1.37%
3/30/2023 Meeting Planner March 2023	Mar 30, 20	Meetings That Changed Our Communities! 🌋	257	235.0	91.44%	16.6%	2.13%
3/21/23 Courtyard & SpringHill Exclusive	Mar 27, 20	Time To Escape To Paradise	61,073	60,830.0	99.6%	35.08%	1.12%
Tourism Industry Newsletter 3/24/23 (copy 01)	Mar 27, 20	Amelia Island Tourism Newsletter	564	558.0	98.94%	50.18%	4.48%
Tourism Industry Newsletter 3/24/23	Mar 24, 20	Amelia Island Tourism Newsletter	566	557.0	98.41%	41.65%	4.49%
3/20/23 Omni Inclusive and Ultimate Kids Vacation	Mar 22, 20	Enjoy 15% Off Best Available Rates This Spring 🔆	100,874	100,142.0	99.27%	23.98%	0.54%
		Grand total	325,554	323,265.0	99.3%	29.21%	1.07%

Meeting Planner Emails	Date ▼	Subject	Emails Sent	Emails Deliv	Delivery Rate	Open Rate	Click Rate
3/30/2023 Meeting Planner March 2023	Mar 30, 2023	Meetings That Changed Our Communities! 🌋	257	235.0	91.44%	16.6%	2.13%
		Grand total	257	235.0	91.44%	16.6%	2.13%

Partner Updates	Date ▼	Subject	Emails Sent	Emails Delivered	Delivery Rate	Open Rate	Click Rate
Tourism Industry Newsletter 3/24/23 (	Mar 27, 2023	Amelia Island Tourism Newsletter	564	558.0	98.94%	50.18%	4.48%
Tourism Industry Newsletter 3/24/23	Mar 24, 2023	Amelia Island Tourism Newsletter	566	557.0	98.41%	41.65%	4.49%
Tourism Industry Newsletter 3/14/23	Mar 14, 2023	Amelia Island Tourism Newsletter	555	545.0	98.2%	48.81%	8.99%
		Grand total	1,685	1,660.0	98.52%	46.87%	5.96%

Campaign	Landing Page		Sessions 🕶	Pageviews	Avg. Time on Pag
		No data			
			-		
	Grand total		null	null	

	Acquisition Source	Country	Sessions •
1.	mailchimp	United States	1,932
2.	Mailchimp	United States	679
3.	MailChimp	United States	50
4.	mailchimp	Canada	18
5.	Mailchimp	Canada	8
			1 - 24 / 24

	Acquisition Source	City	Sessions •
1.	mailchimp	Atlanta	173
2.	mailchimp	(not set)	142
3.	Mailchimp	Pittsburgh	59
4.	Mailchimp	(not set)	58
5.	mailchimp	Ashburn	52
			1-100/1113 <

## **Self Selected Interests From The Visitor Guide Request Page**

	Self Selected Interests	Total Events 🕶				
1.	(select country) Afghanistan Albania Algeria Andorra Angola Anguilla Antarctica Antigua and Barbu	686				
2.	(select state) Alabama Alaska American Samoa Arizona Arkansas California Colorado Connecticut	604				
3.	See & Do	539				
4.	CLICK TO OPEN VISITOR GUIDE	502				
5.	Eat & Drink	494				
		1-100/139 < >				





# Blog Performance Summary YoY

Sessions 16.3K ± 45% Users 20.5K ± 47%

New Users 12.7K • 54%

Bounce Rate 69.9%

Avg. Time on Page 02:43 \$ 0%

# **Top Blog Pages**

	Blog	Sessions ▼	Pageviews	Avg. Time	e on Pa	age
1.	/blog/march-2023/top-5-reasons-to-meet-on-amelia-island	1,478	1,750		00:02	2:56
2.	/blog/february-2023/what-s-new-to-see-in-2023	815	1,226		00:03	3:01
3.	/blog/october-2022/5-reasons-fernandina-beach-is-one-of-the-south-s-p	739	931		00:02	2:33
4.	/blog/march-2023/top-spots-for-outdoor-dining	662	869		00:04	1:16
5.	/blog/february-2021/seven-must-see-sights-on-the-waters-around-amelia	456	549		00:04	1:26
6.	/blog/june-2022/dog-days-of-summer	445	515		00:05	5:20
7.	/blog/september-2021/5-restaurants-on-amelia-island-with-epic-views	389	533		00:04	1:17
8.	/blog/september-2022/an-island-worth-fighting-for	380	423		00:04	1:17
9.	/blog/march-2023/the-women-of-amelia	370	541		00:02	2:01
10.	/blog/february-2022/biking-amelia-island	353	511		00:03:	
				1 - 50 / 579	<	>





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