



# Board Meeting

January 17, 2024

## **GOVERNMENT IN THE SUNSHINE**

Members of the Amelia Island Tourist Development Council (AITDC) are subject to "Government in the Sunshine." Open government is a cherished principle guaranteed under Florida Law. The right of public access gained constitutional status when the Public Records and Meetings Constitutional Amendment took effect on July 1, 1993. A copy of the "Government in the Sunshine" manual is available for review. If you have any questions regarding "Government in the Sunshine," please contact the AICVB office.

## **CONFLICT OF INTEREST/CODE OF CONDUCT**

The members of the AITDC have a fiduciary relationship to the Nassau County BOCC. This relationship requires that in the performance of their duties they shall act in good faith, with undivided loyalty to the County and the the high degree of diligence, care and skill which reasonably prudent persons would exercise in the conduct of their own affairs. This relationship further requires that AITDC member not take advantage of their positions, or the knowledge gained there from for private gain or other personal advantage, either for themselves, their families, or anyone else in whom they have a direct or indirect personal or financial interest, to the detriment of Nassau County.

## **ANTITRUST STATEMENT**

The purpose of this meeting today is to act upon matters relating to the business of the tourism industry on Amelia Island and not to discuss or pursue the business interests of individual companies. AITDC members should proceed with due diligence, keeping in mind the requirements and prohibitions of Federal and State Antitrust Laws. Specifically, but without limitation, there should be no discussions or deliberations relating to pricing methods, allocation of territories or customers, or restraints of trade as to property owners, suppliers, or others.



# Agenda

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1. Invocation & Pledge

2. Roll call

3. Public Input

4. Approval of Minutes

November 2023

5. Financials & Research

6. Old Business

County Report

Marketing Update

7. New Business

Resolutions

8. TDC Meeting Schedule

March 27@ 3pm

May 22 @ 3pm

July 24 @ 3pm

September 25 @3pm





# Financials & Research



# FY'24 – Q1 BUDGET

Revenue	Budget	Actual/Encumbered	Available
<b>Tourist Development Tax</b>	\$11,536,000	\$1,593,715	-\$9,942,285
<b>Carry Forward</b>	\$4,000,000		
<b>Total</b>	15,536,000		
<b>Fees</b>	\$346,080	\$47,811	\$298,269
<b>Administration</b>	\$1,678,488	\$231,886	\$1,446,602
<b>Marketing</b>	\$9,173,448	\$5,371,303	\$3,802,145
<b>Travel Trade</b>	\$2,083,992	\$759,444	\$1,324,548
<b>Beach Improvements</b>	\$1,718,992	\$164,823	\$1,554,169
<b>Total Operating Budget</b>	\$15,001,000	\$6,575,268	\$8,425,733

# FY'24 – Q1 Collections YOY

	October	November	December	Total
FY2023 Actual	\$724,641	\$783,009	\$590,568	<b>\$2,098,218</b>
FY2024 Actual	\$748,794	\$844,921	\$687,092	<b>\$2,280,807</b>
% vs FY2023	3.33%	7.91%	16.34%	<b>8.70%</b>
FY2024 Budget	\$780,000	\$825,000	\$675,000	<b>\$2,280,000</b>
2024 vs Budget	-4.17%	2.36%	1.76%	<b>0.04%</b>

Source: Nassau County Tax Collector



# Fy'24 Q1 Collections by Accommodations Type

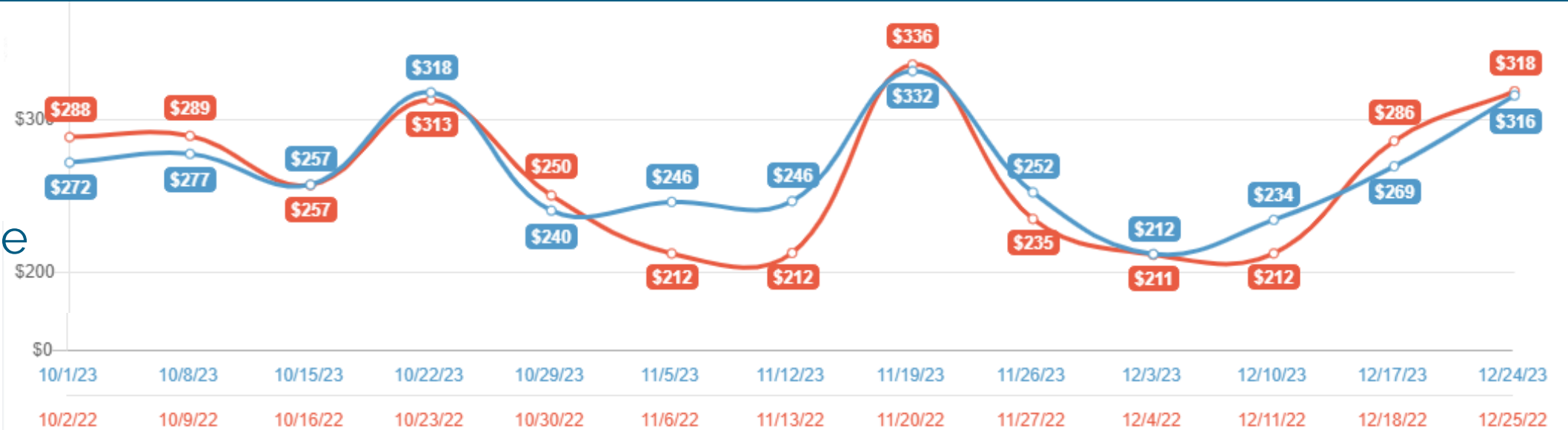
	October		November		December		1st Quarter	
Rental Type	Total Tax	Percentage	Total Tax	Percentage	Total Tax	Percentage	Total Tax	Percentage
02 - CONDOMINIUM	36,213.72	4.29%	47,024.13	6.84%	43,562.79	7.15%	126,800.64	5.92%
05 - HOTEL	396,618.31	46.94%	318,171.03	46.31%	299,509.87	49.15%	1,014,299.21	47.37%
09 - PROPERTY MANAGEMENT	368,018.10	43.56%	285,254.87	41.52%	229,039.25	37.59%	882,312.22	41.20%
11 - ROOM(S)	2,701.92	0.32%	136.17	0.02%	473.53	0.08%	3,311.62	0.15%
12 - RV PARK /CAMP GD	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
13 - HOUSE	20,366.50	2.41%	20,429.92	2.97%	21,622.24	3.55%	62,418.66	2.91%
15 - BED & BREAKFAST	21,002.15	2.49%	16,075.70	2.34%	15,164.71	2.49%	52,242.56	2.44%
	844,920.70	100.00%	687,091.82	100.00%	609,372.39	100.00%	2,141,384.91	100.00%

# FY'24 – Q1 Lodging Average Daily Rate

Hotel:  
↓ 2%



Vacation  
Rental:  
No Change





# FY'24 – Q1 Lodging Occupancy

Source: Key Data

**Hotel:**  
↑ 8%

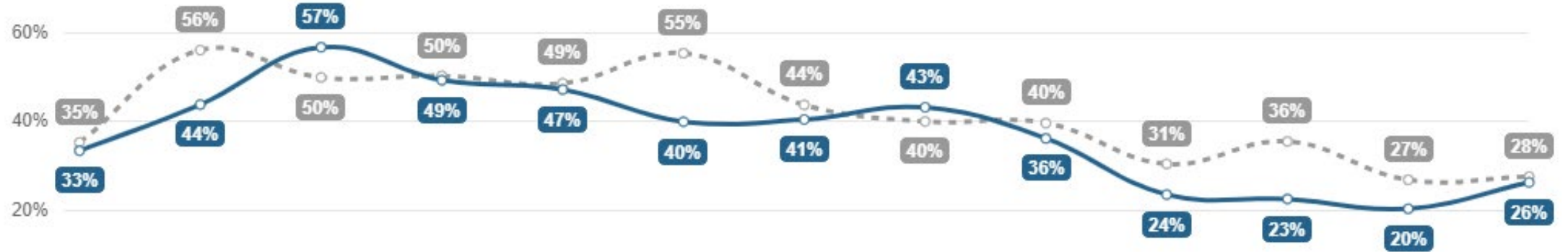


**Vacation Rental:**  
↓ 13%

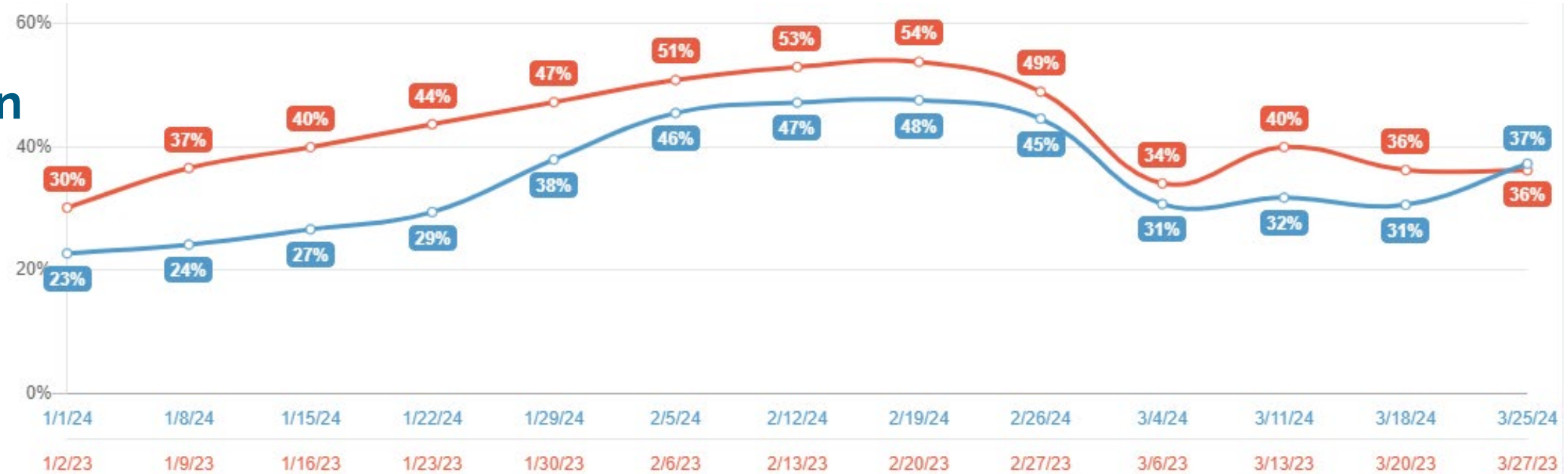


# FY'24 – Q2 Booking Pace (Jan – Mar)

**Hotel:**  
↓ 10%



**Vacation Rental:**  
↓ 17%



Source: Key Data

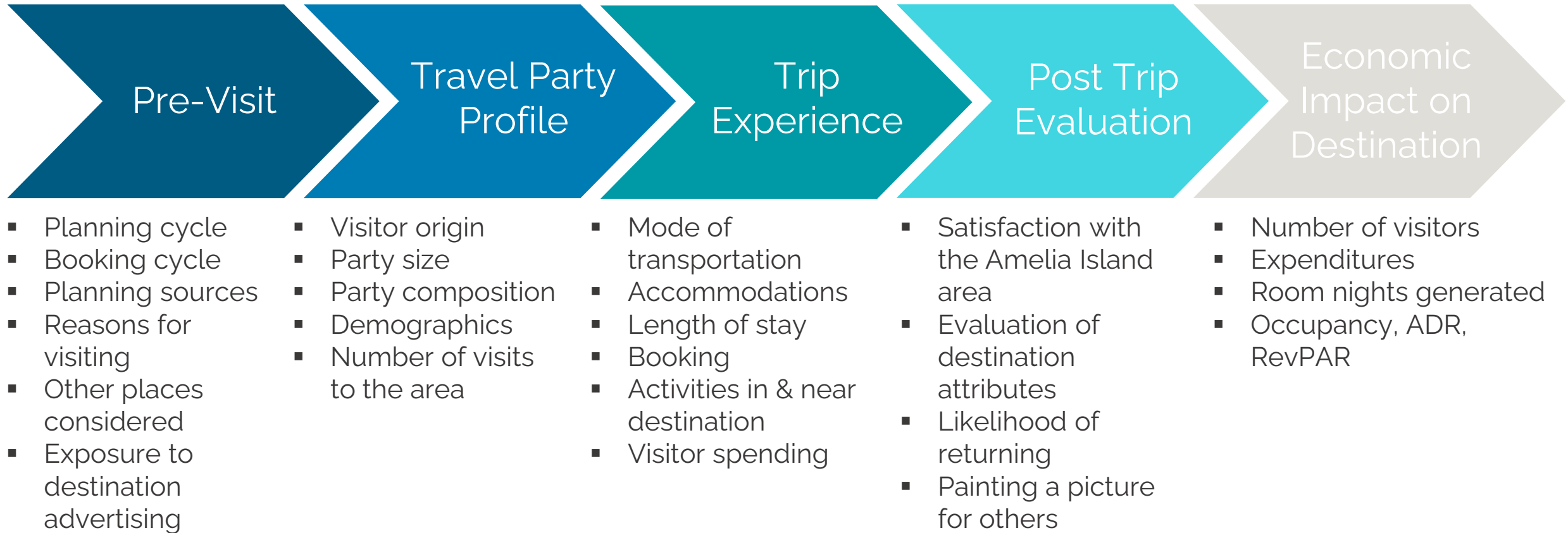


# Amelia Island CVB

Visitor Tracking Study  
October – December 2023



# STUDY OBJECTIVES: VISITOR JOURNEY



# EXECUTIVE SUMMARY





# QUARTERLY SNAPSHOT

OCTOBER – DECEMBER  
2023

- » This report includes data for all visitors, whereas previous reports were based solely on data from visitors staying in paid accommodations. Some year-over-year differences will be due to this change in methodology.
- » Overall visitation was down, but the typical travel party spent a bit more compared to last year
- » Typical Booking Window: 22 days
  - » 2 in 5 visitors booked a week or two before visiting
  - » 1 in 5 visitors booked 1 month before visiting
  - » 1 in 5 visitors booked 2 months before visiting
- » Top Markets: Jacksonville, Orlando, Atlanta, New York City, Washington DC



217,400

TOTAL  
VISITORS

vs. 2022 ↓ 5.7%



174,160

ROOM  
NIGHTS

↓ 3.1%



\$149,431,200

DIRECT  
SPENDING

↓ 0.4%



652,200

VISITOR  
DAYS

↓ 8.7%

# VISITOR JOURNEY: ECONOMIC IMPACT



# TOURISM SNAPSHOT: METRICS

	October – December 2022	October – December 2023	% Δ
Visitors	230,600 <sup>1</sup>	217,400	-5.7%
Visitor Days	714,700	652,200	-8.7%
Direct Spending	\$150,022,400 <sup>1</sup>	\$149,431,200	-0.4%
Economic Impact	\$197,384,500 <sup>1</sup>	\$196,651,500	-0.4%

	October – December 2022	October – December 2023	% Δ
Occupancy <sup>2</sup>	51.8%	50.2%	-3.1%
ADR <sup>2</sup>	\$267.84	\$264.18	-1.4%
RevPAR <sup>2</sup>	\$139.03	\$132.73	-4.5%
Room Nights <sup>2</sup>	179,700	174,160	-3.1%

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

<sup>2</sup>Sources: Key Data, Smith Travel Research, Florida Department of Business and Professional Regulation.



# VISITOR JOURNEY: PRE-VISIT



# TRIP PLANNING/BOOKING CYCLE

Base: Visitors traveling for leisure

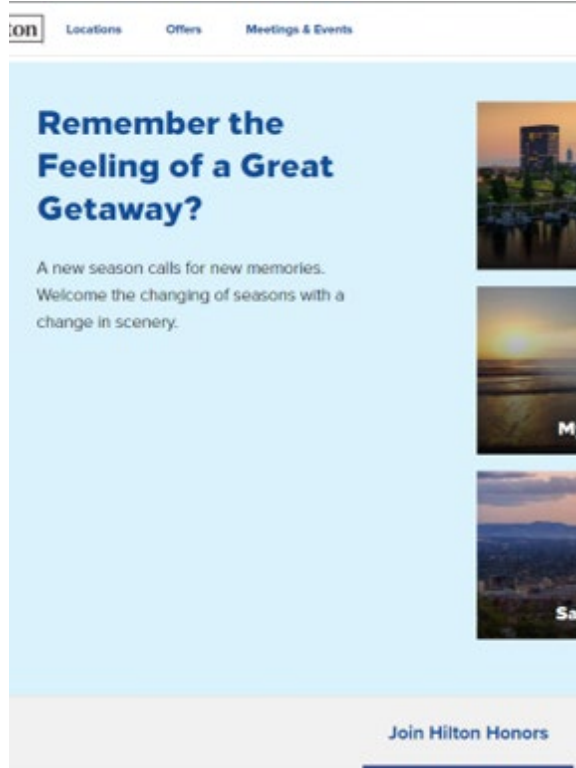
- » On average, visitors began planning **29 days** before their trip
- » On average, visitors booked their trip **22 days** before their arrival



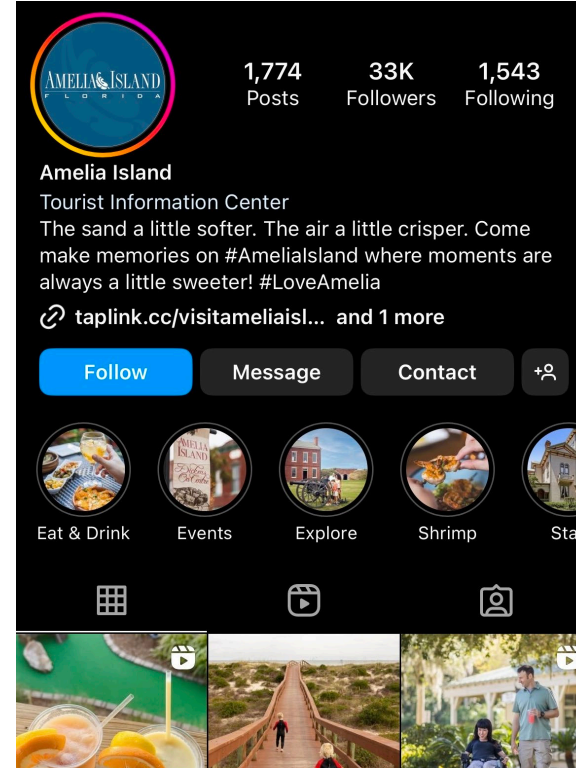
# TOP TRIP PLANNING SOURCES<sup>1</sup>



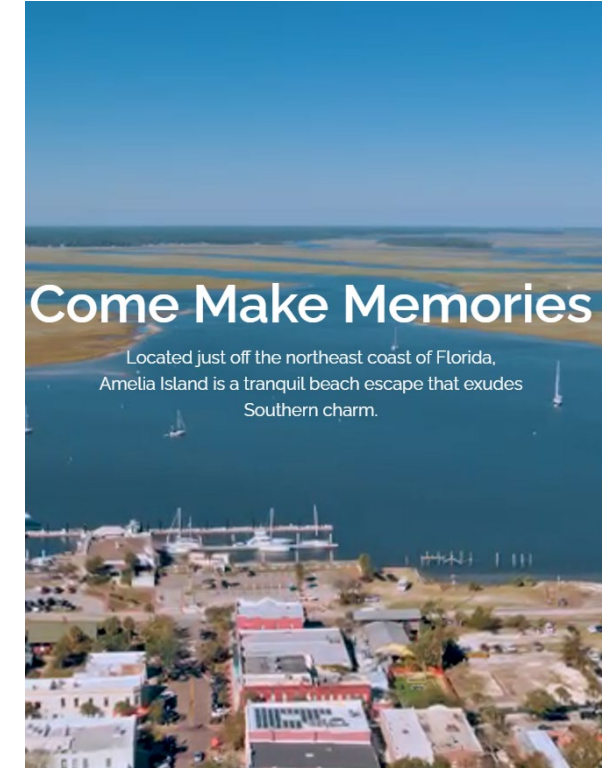
**33%** Friends/family



**22%** Hotel websites/apps



**20%** Amelia Island social media



**19%** Ameliasland.com



# TOP REASONS FOR VISITING<sup>1</sup>



**51%** Vacation/leisure



**26%** Special occasion or event



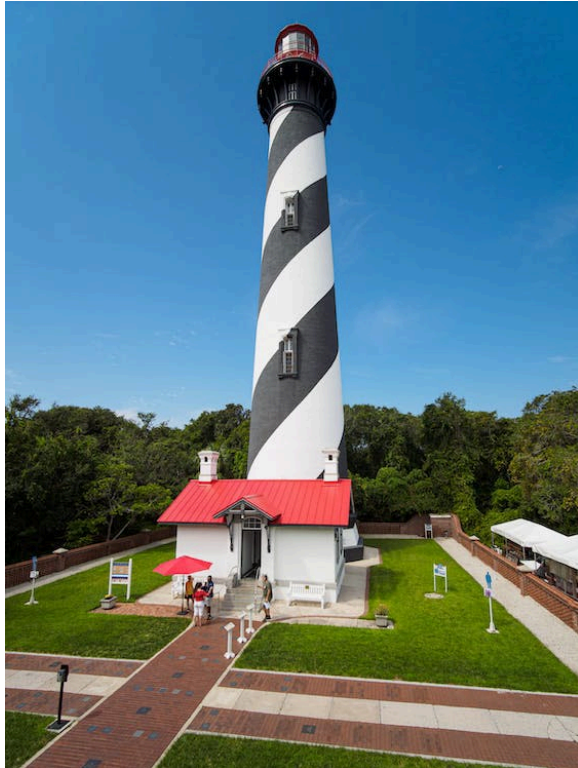
**19%** Visit friends/relatives



# OTHER DESTINATIONS CONSIDERED<sup>1</sup>

2 in 5 visitors considered another destination before choosing Amelia Island.

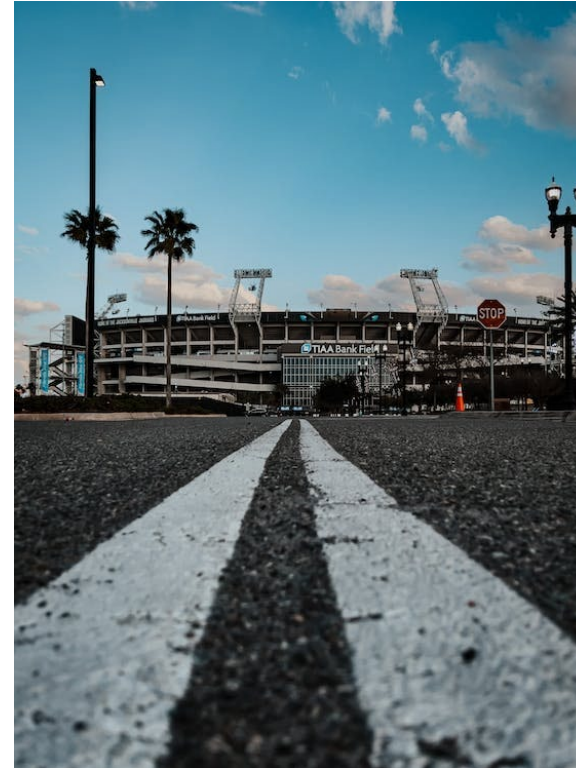
Top other destinations considered:



**20%** St. Augustine  
/Ponte Vedra



**11%** Savannah



**9%** Jacksonville



**9%** Jekyll Island

<sup>1</sup> Multiple responses permitted.

# ADVERTISING RECALL

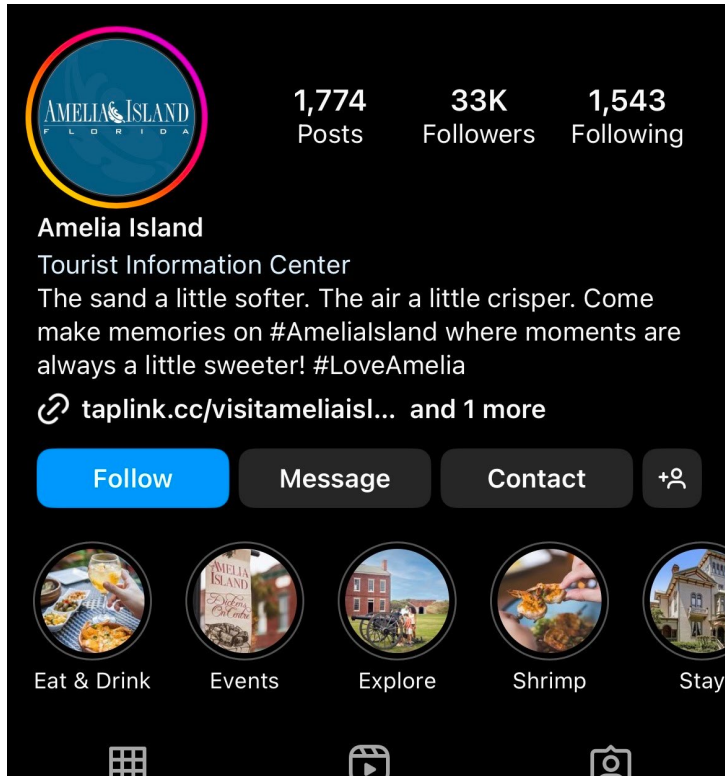
- » **39%** of visitors recalled advertising about the Amelia Island area
- » This information influenced **22%** of all visitors to visit the Amelia Island area





# TOP SOURCES OF ADVERTISING RECALL<sup>1</sup>

Base: All Visitors



**11%** Amelia Island's social media



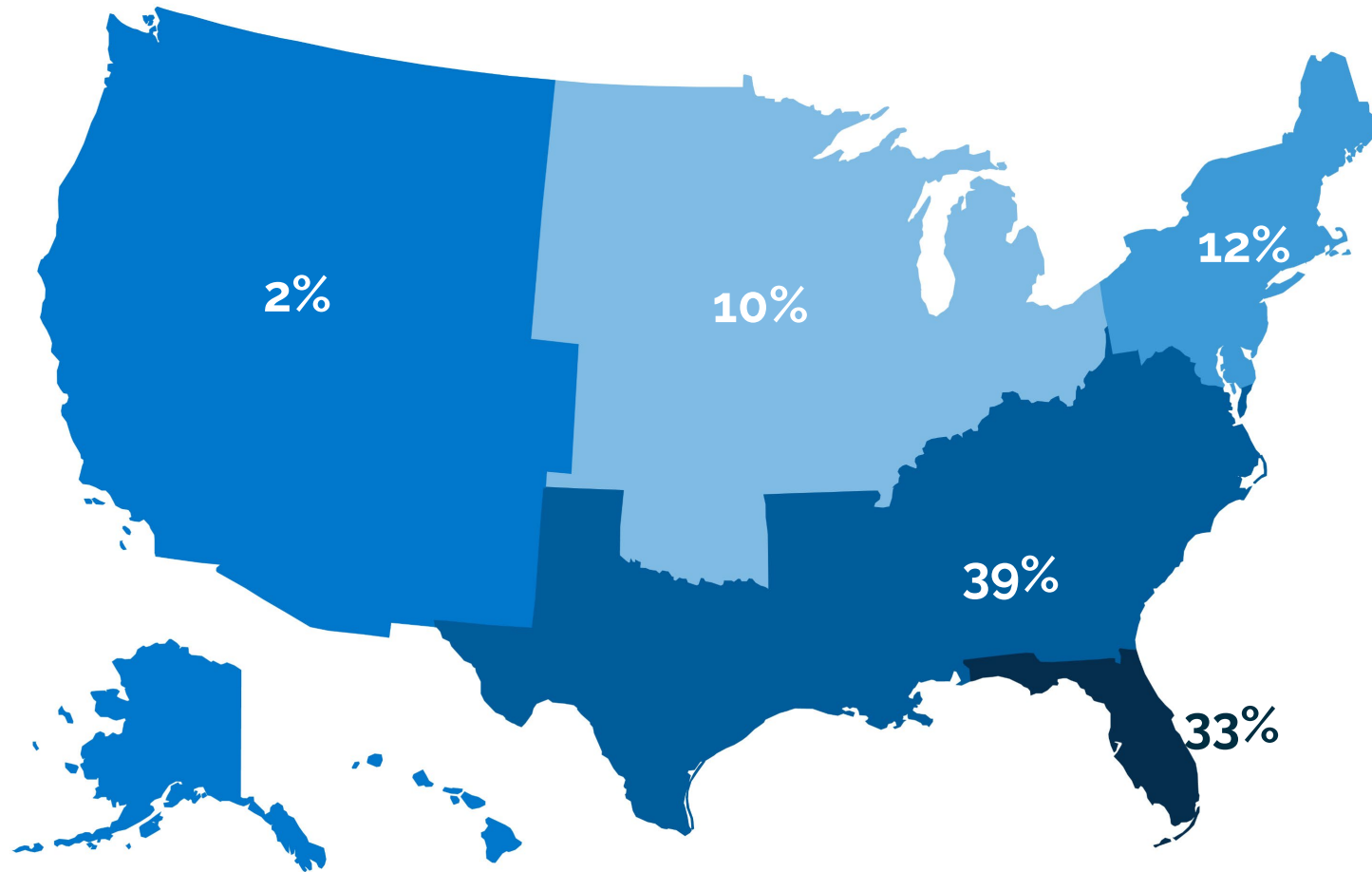
**9%** Magazine article

# VISITOR JOURNEY: TRAVEL PARTY PROFILE



# REGIONS OF ORIGIN

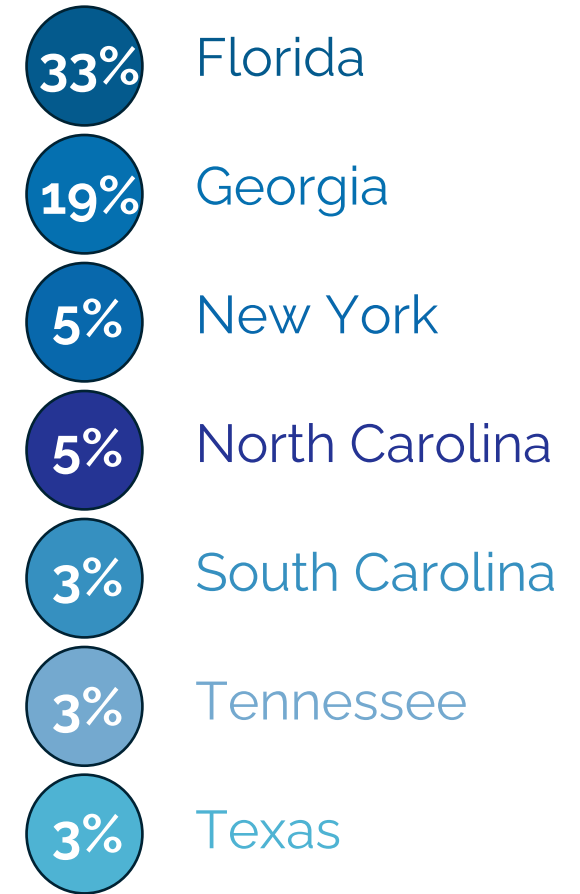
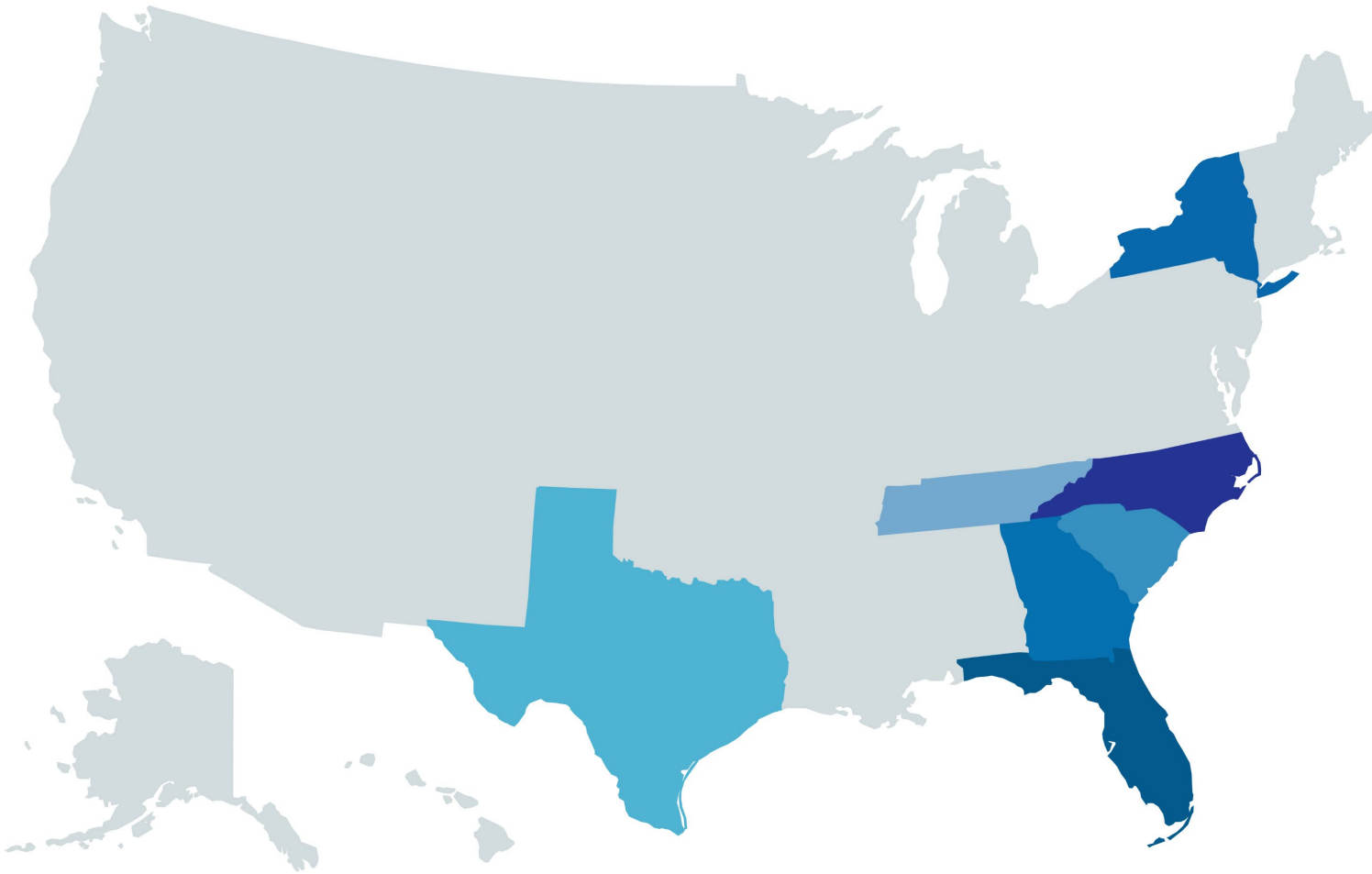
The southeast, including Florida, accounts for over **7 in 10** visitors



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

# TOP STATES OF ORIGIN

Over **7 in 10** visitors reside in 7 states





# TOP MARKETS OF ORIGIN



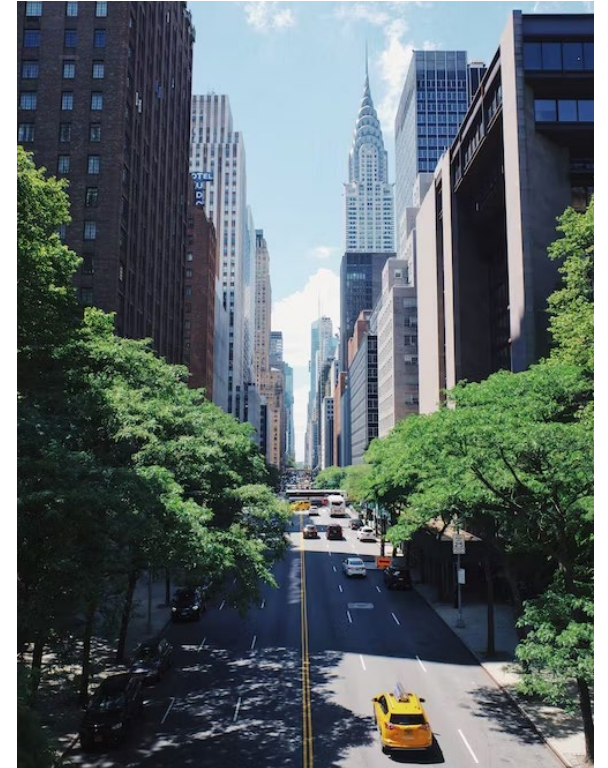
**21%** Jacksonville



**8%** Orlando



**8%** Atlanta



**4%** New York



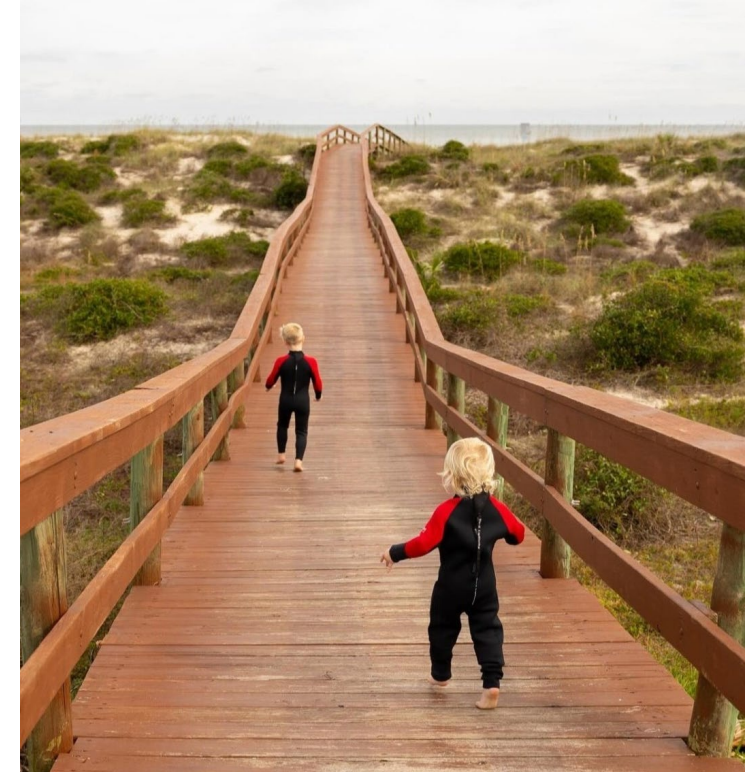
# TRAVEL PARTIES



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



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



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

# VISITOR PROFILE

- » The typical Amelia Island area visitor:
  - » Is **55** years old
  - » Has a household income of **\$130,300** per year
  - » White/Caucasian (**88%**)





# NEW & RETURNING VISITORS

- » Over **1 in 3** were first time visitors to Amelia Island area
- » **23%** of visitors were loyalists, having visited over 10 times





# VISITOR JOURNEY: TRIP EXPERIENCE



# TRANSPORTATION

- » **77%** of visitors drove to the Amelia Island area
- » **19%** of **all** visitors flew to Amelia Island through the **Jacksonville International Airport**



# LENGTH OF STAY

- » Typical visitors stayed **3.0 nights** in the Amelia Island area
- » Visitors staying in paid accommodations stayed an average of **3.5 nights** in the area





# TOP ACCOMMODATIONS



**40%**  
Hotel/Motel/Resort



**22%** Day tripper



**16%** Vacation rental home\*



**13%** Friends/family home



# TOP ACTIVITIES DURING VISIT<sup>1</sup>



**76%** Restaurants



**68%** Historic Downtown  
Fernandina Beach



**62%** Beach



**61%** Shopping



# VISITING HISTORIC DOWNTOWN<sup>1</sup>

Base: All visitors who visited Historic Downtown Fernandina Beach

- » Those who visited Historic Downtown Fernandina Beach did so an average of **3.5 days** during their stay
- » Afternoon and evening were the most common times to visit
- » Around **4 in 5** visitors came to Historic Downtown Fernandina Beach for its dining and shopping opportunities



<sup>1</sup> Multiple responses permitted.



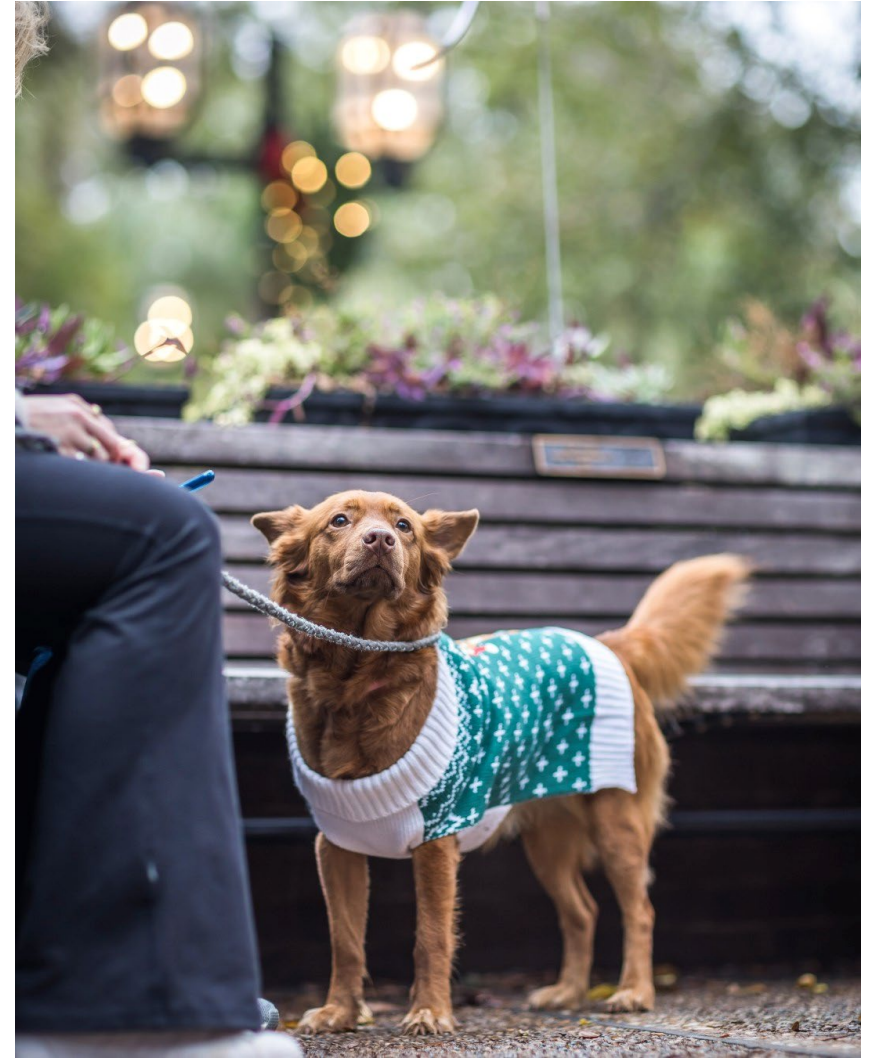
# TOP OFF-ISLAND ACTIVITIES<sup>1</sup>

- » Over **1 in 10** visitors to Amelia Island also visit restaurants, breweries, and shops in Yulee, Callahan, or Hilliard



# TRAVEL PARTY SPENDING

- » Travel parties spent **\$553** per day and **\$1,659** during their trip
- » The typical visitor spent **\$198** per day and **\$593** during their trip



# VISITOR JOURNEY: POST-TRIP





# VISITOR SATISFACTION

- » **98%** of visitors were **satisfied** with their trip to Amelia Island (84% were very satisfied)
- » **98%** of visitors would **recommend** the area to others (79% would definitely recommend the area)
- » **96%** of visitors will **return** to the Amelia Island area (79% will definitely return)



# BEACH RATINGS

- » **97%** of visitors rated Amelia Island's beaches as **excellent or very good overall** (72% rated them as excellent)
- » **98%** of visitors rated the **cleanliness** of Amelia Island's beaches as **excellent or very good** (85% rated it as excellent)

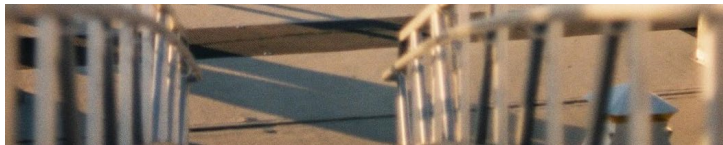




# WHY VISITORS CHOSE AMELIA ISLAND\*



*"There's so much to do in Amelia Island!  
Lots of activities for the whole family."*



*"This is a cute, quaint area with pristine  
beaches and a relaxing atmosphere."*



*"Amelia Island is not too crowded and  
has lots of history. It's a beautiful place to  
be!"*



\*Open-ended responses. Multiple responses permitted.



# DETAILED FINDINGS



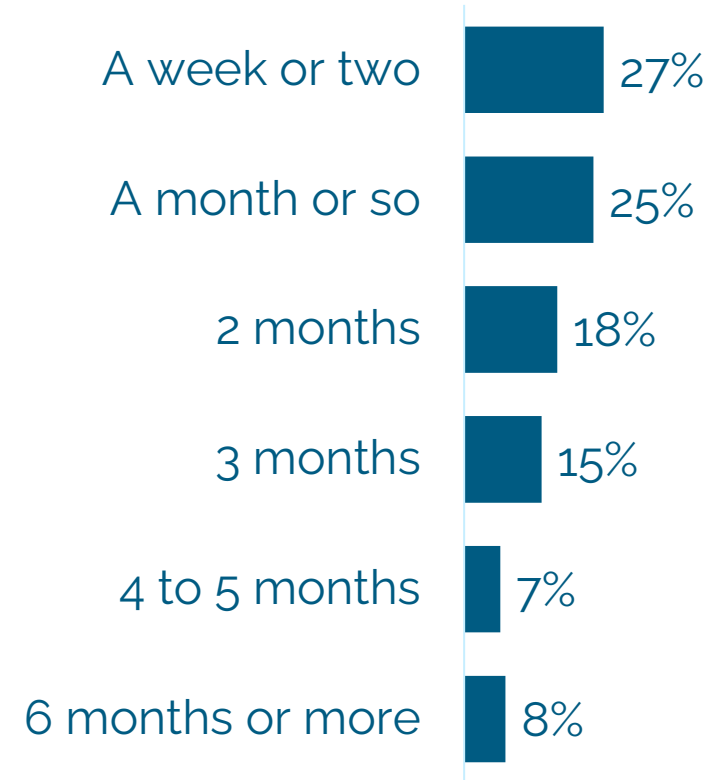
# VISITOR JOURNEY: PRE-VISIT



# TRIP PLANNING CYCLE

Base: Visitors traveling for leisure

- » Visitors to Amelia Island have short trip planning windows, as **over half** of visitors planned their trip to the Amelia Island area **a month or less in advance**
- » On the other hand, **3 in 10** visitors planned their trip **3 or more months in advance**
- » On average, visitors began planning **29 days** before their trip

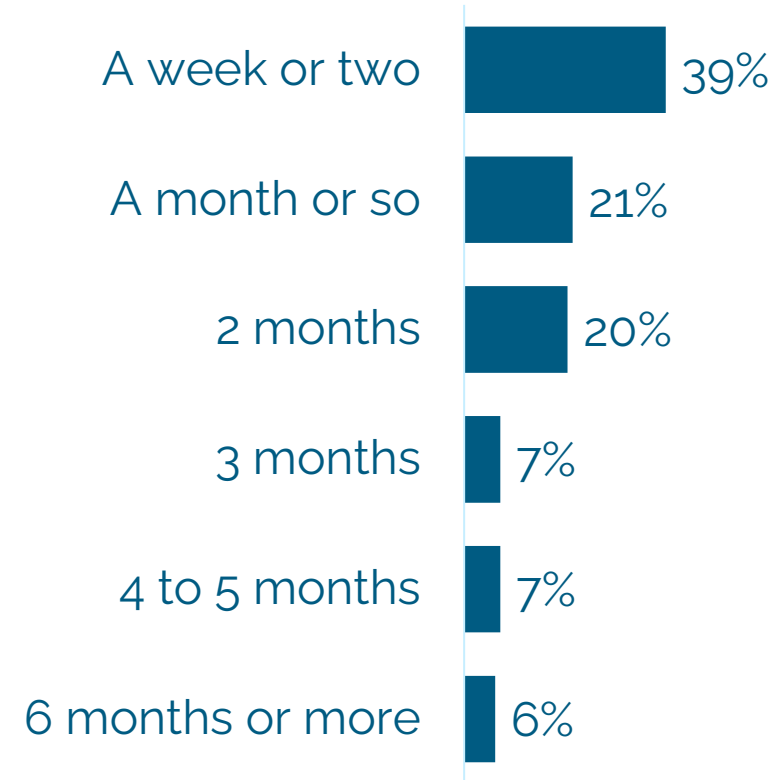




# TRIP BOOKING CYCLE

Base: Visitors traveling for leisure

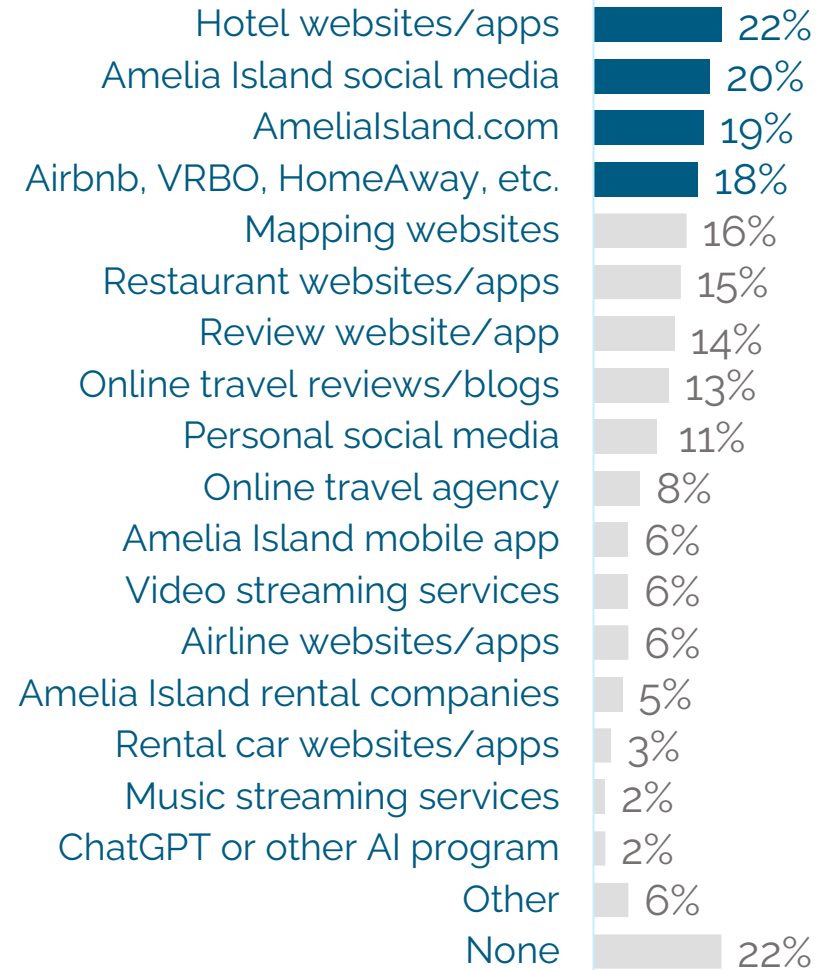
- » **3 in 5** visitors booked their trip to the Amelia Island area **a month or less in advance**
- » Only **1 in 5** visitors booked their trip **3 or more months in advance**
- » On average, visitors booked their trip **22 days** before their arrival



# ONLINE TRIP PLANNING SOURCES<sup>1</sup>

» **Hotel websites/apps** are the **number one online planning source** for trips to Amelia Island

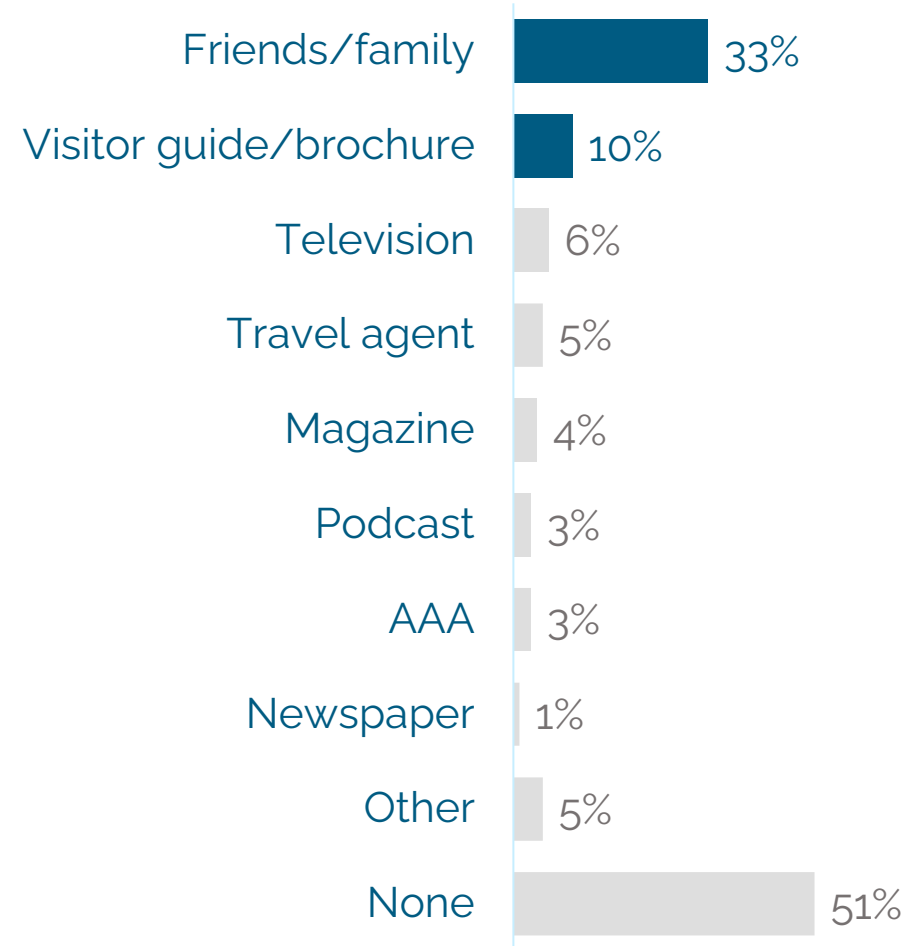
» **Amelia Island's social media** and **Amelialand.com** are also strong trip planning sources, as about **1 in 5** visitors used these planning sources



<sup>1</sup> Multiple responses permitted.

# OTHER TRIP PLANNING SOURCES<sup>1</sup>

- » **1 in 3** visitors planned their trip to the Amelia Island area through **friends/family**
- » More **traditional planning sources** such as **visitor guides and brochures** followed distantly at 10%

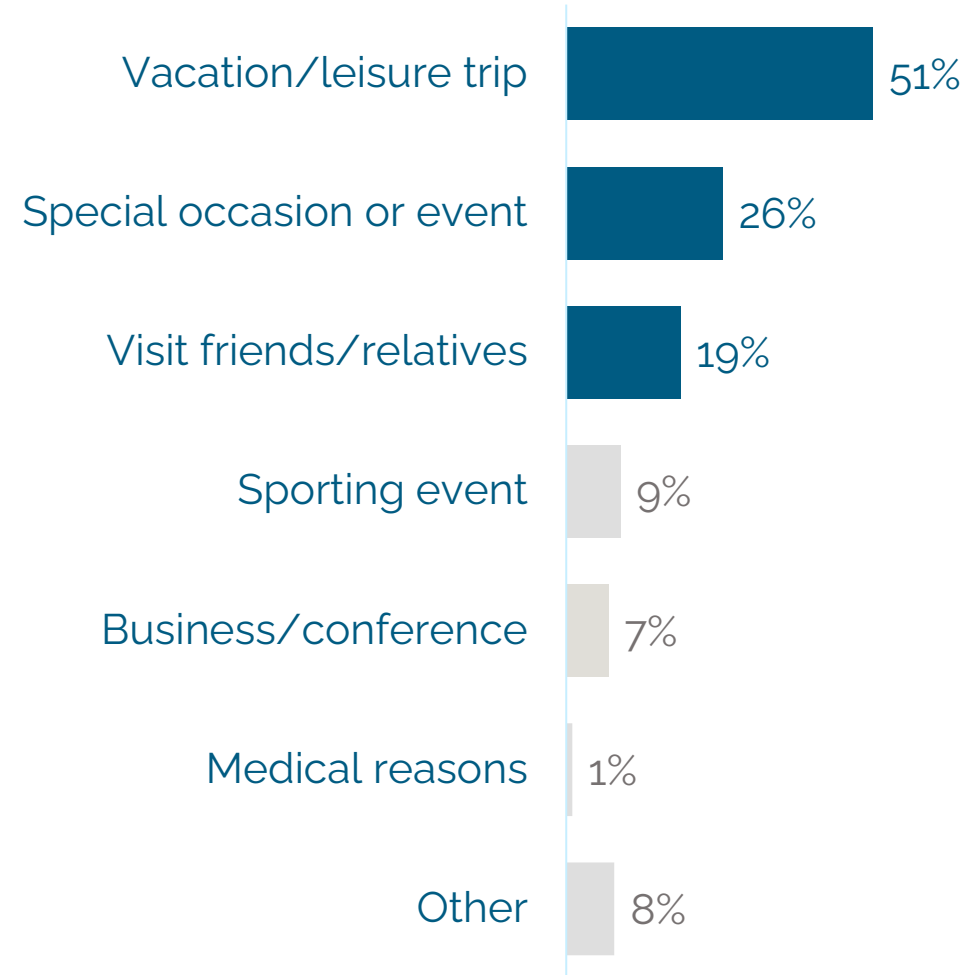


<sup>1</sup> Multiple responses permitted.



# REASONS FOR VISITING<sup>1</sup>

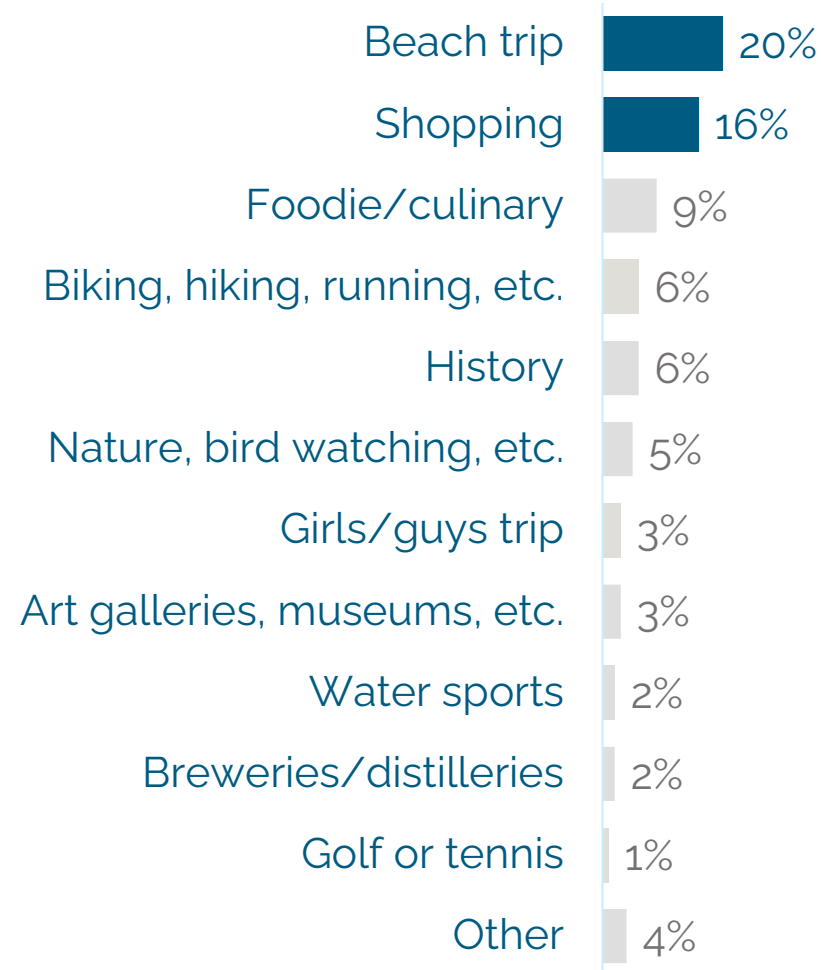
- » Over **half** of visitors came to Amelia Island for a **vacation/leisure trip**
- » Over **1 in 4** visitors came for a **special occasion or event**
- » Nearly **1 in 5** came to **visit friends and relatives**



<sup>1</sup> Multiple responses permitted.

# TYPE OF VACATION/LEISURE TRIP<sup>1</sup>

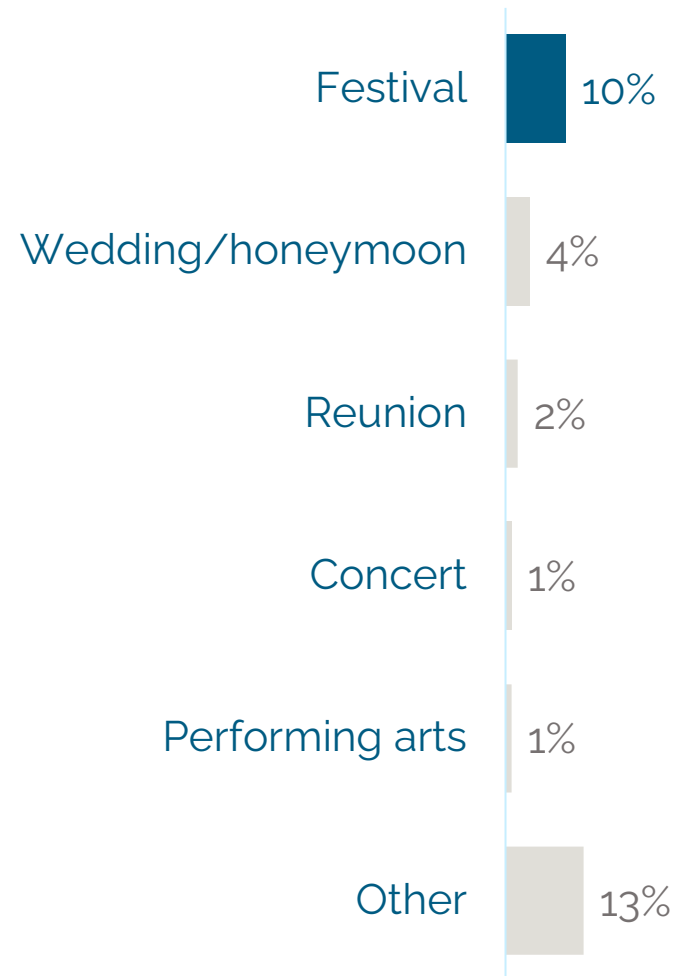
Base: All visitors



<sup>1</sup> Multiple responses permitted.

# TYPE OF SPECIAL OCCASION OR EVENT<sup>1</sup>

Base: All visitors

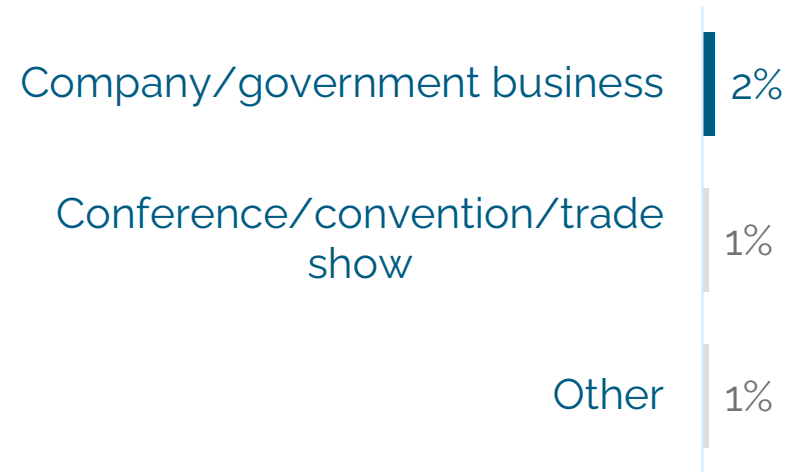


<sup>1</sup> Multiple responses permitted.



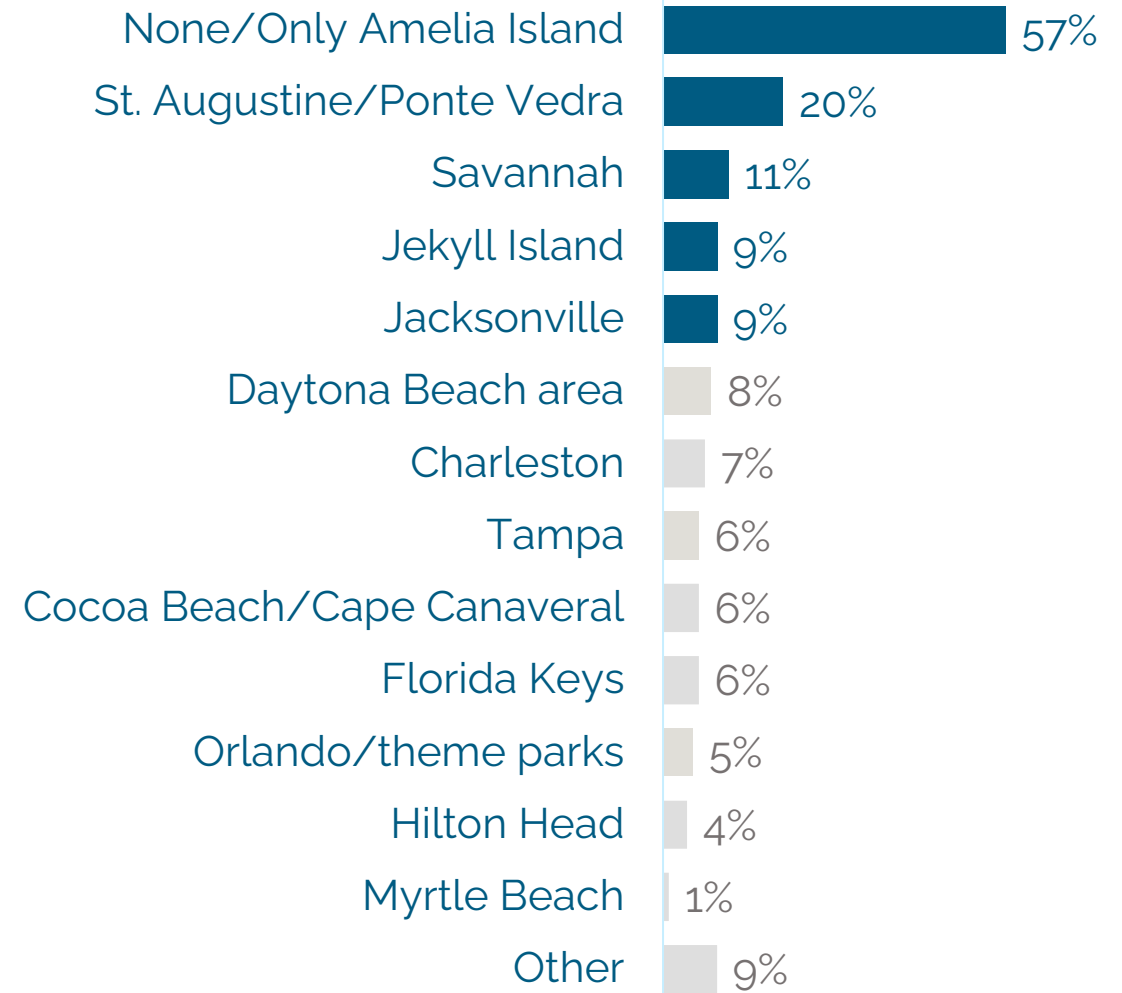
# TYPE OF BUSINESS/CONFERENCE<sup>1</sup>

Base: All visitors



# OTHER DESTINATIONS CONSIDERED<sup>1</sup>

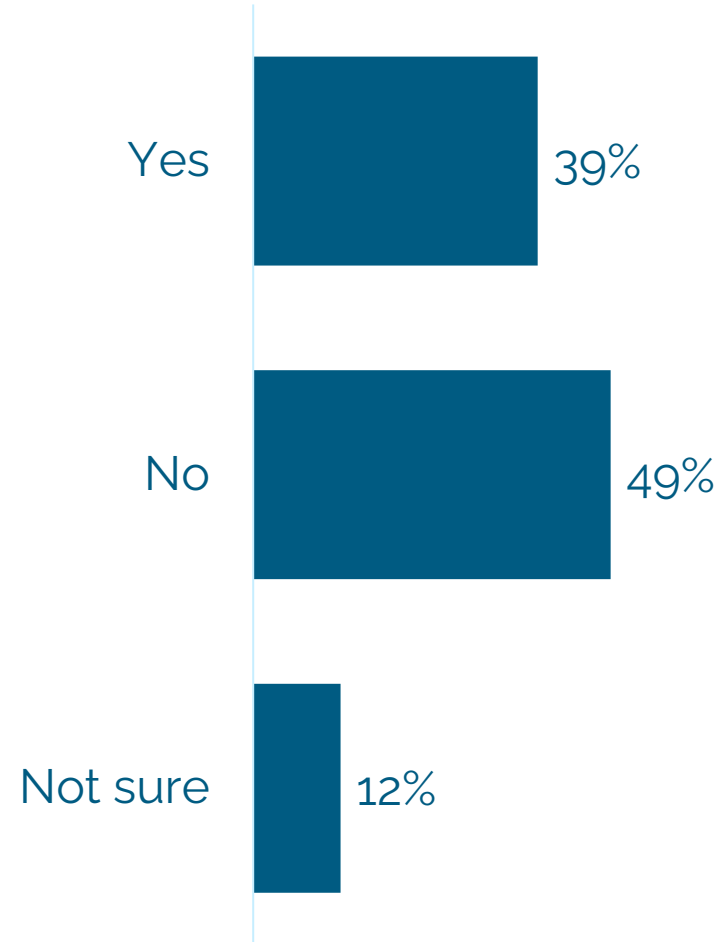
- » Nearly **3 in 5** visitors to the Amelia Island area did not consider any other destinations
- » **1 in 5** visitors to the area also considered visiting **St. Augustine/Ponte Vedra**
- » Around **1 in 10** considered visiting **Savannah, Jekyll Island, or Jacksonville**



<sup>1</sup> Multiple responses permitted.

# ADVERTISING RECALL

- » Nearly **2 in 5** visitors had recalled advertising about the Amelia Island area
- » This information influenced **22%** of all visitors to visit the Amelia Island area

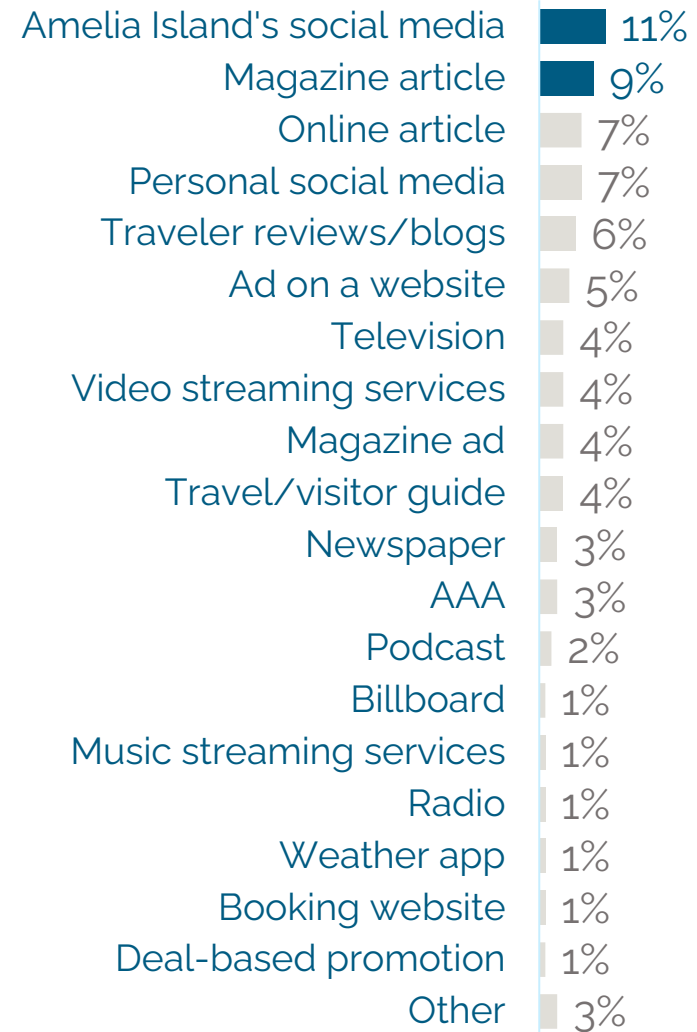




# ADVERTISING SOURCES<sup>1</sup>

Base: All visitors

- » Out of all visitors, around **1 in 10** recalled advertising on **Amelia Island's social media**
- » Nearly **1 in 10** visitors noticed advertising in a **magazine article**

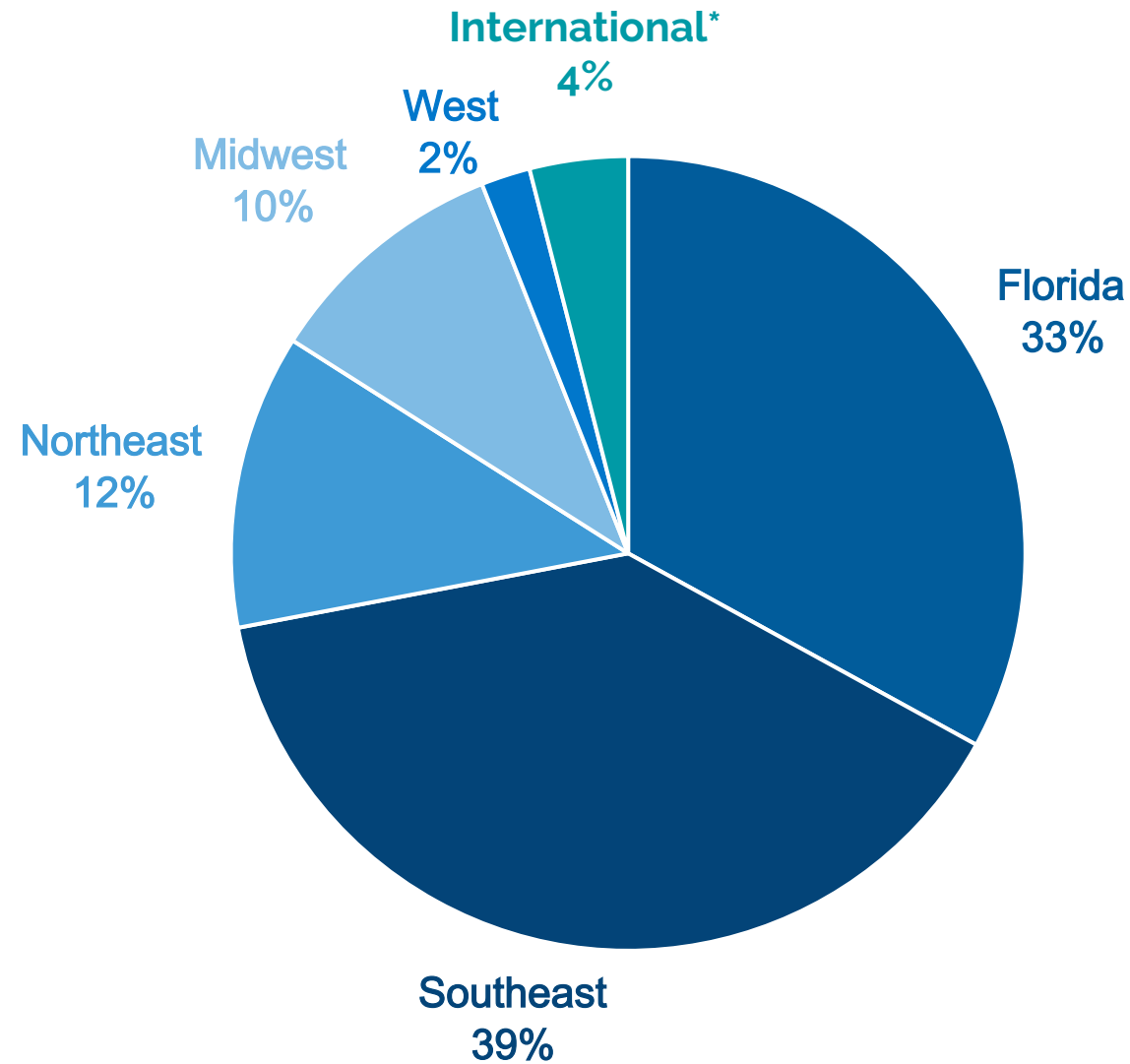


<sup>1</sup> Multiple responses permitted.

# VISITOR JOURNEY: TRAVEL PARTY PROFILE



# REGION OF ORIGIN



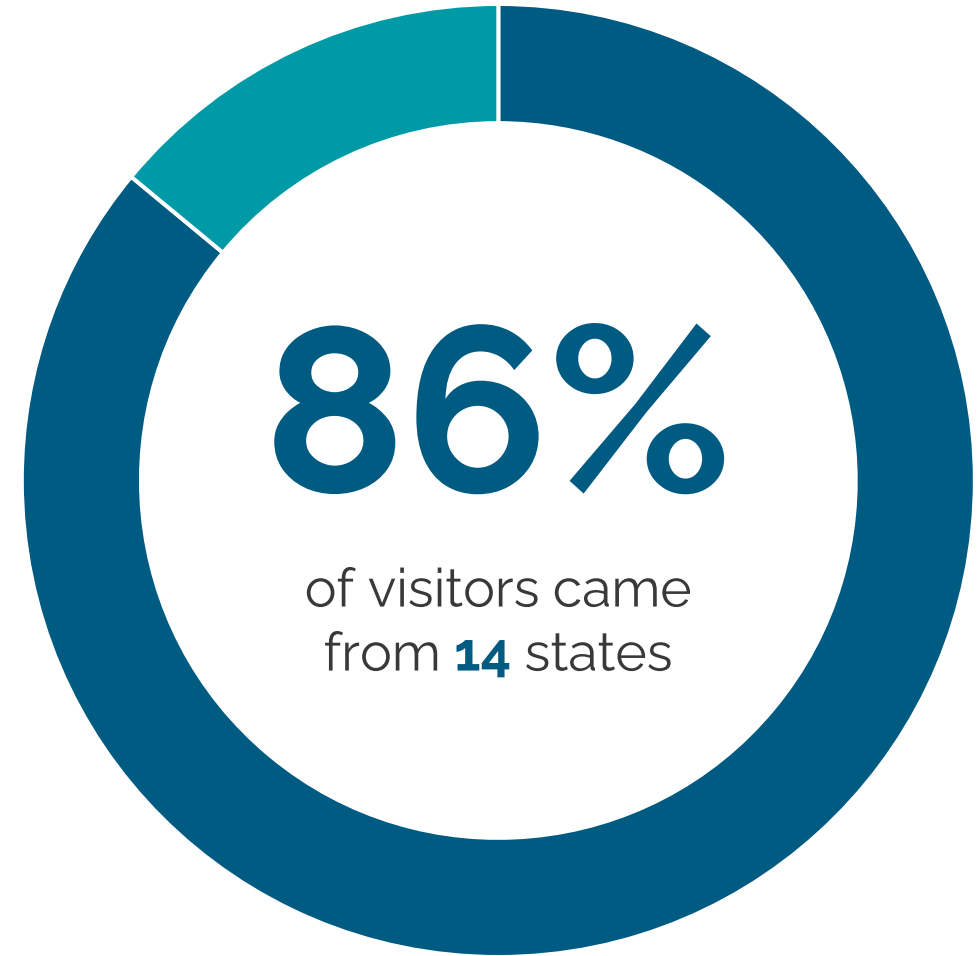
\*Top international markets include Canada and South Africa.



# STATE OF ORIGIN

## Top States of Origin 2023

Florida	33%
Georgia	19%
New York	5%
North Carolina	5%
South Carolina	3%
Tennessee	3%
Texas	3%
Virginia	3%
Illinois	2%
Kentucky	2%
Maryland	2%
Minnesota	2%
Ohio	2%
Pennsylvania	2%



# TOP ORIGIN MARKETS

## Top Origin Markets – All Visitors

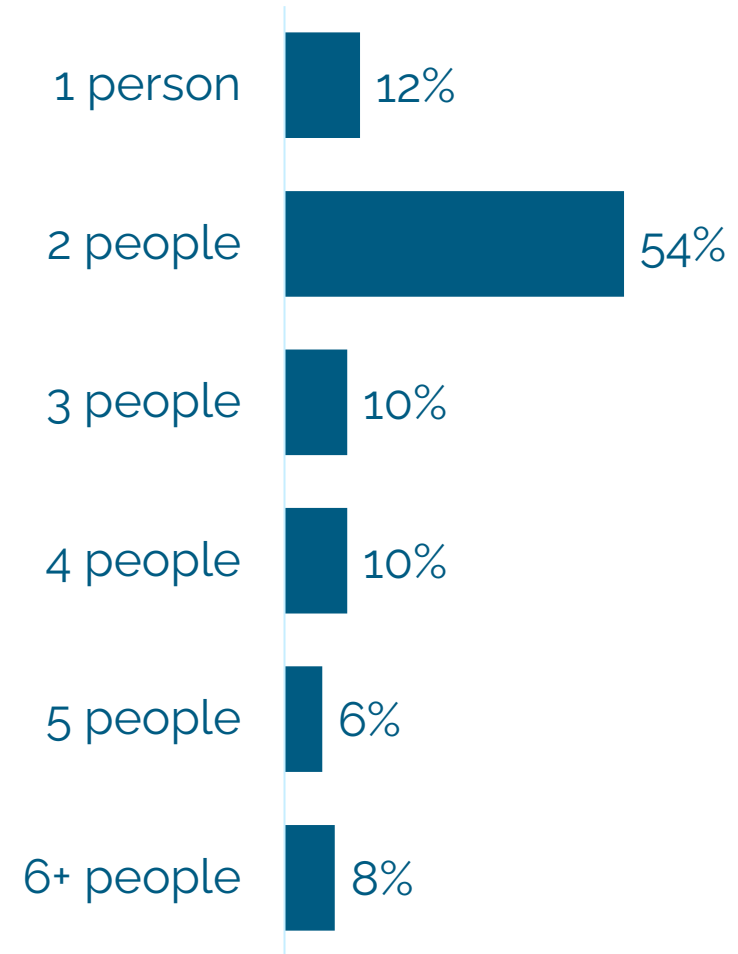
Jacksonville	21%
Orlando-Daytona Beach-Melbourne	8%
Atlanta	8%
New York	4%
Washington, DC-Hagerstown	3%
Chattanooga	2%
Tampa-St. Petersburg	2%
Charlotte	2%
Greenville-Spartanburg-Asheville	2%
Minneapolis-St. Paul	2%
Savannah	2%
West Palm Beach-Fort Pierce	2%
Chicago	2%
Gainesville	2%
Raleigh-Durham	2%
Sarasota-Bradenton	2%

## Top Origin Markets – Overnight Visitors

Atlanta	10%
Orlando-Daytona Beach-Melbourne	9%
Jacksonville	8%
New York	5%
Washington, DC-Hagerstown	4%
Chattanooga	3%
Tampa-St. Petersburg	3%
Charlotte	2%
Greenville-Spartanburg-Asheville	2%
Minneapolis-St. Paul	2%
West Palm Beach-Fort Pierce	2%
Chicago	2%
Raleigh-Durham	2%
Savannah	2%
Sarasota-Bradenton	2%

# TRAVEL PARTY SIZE

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



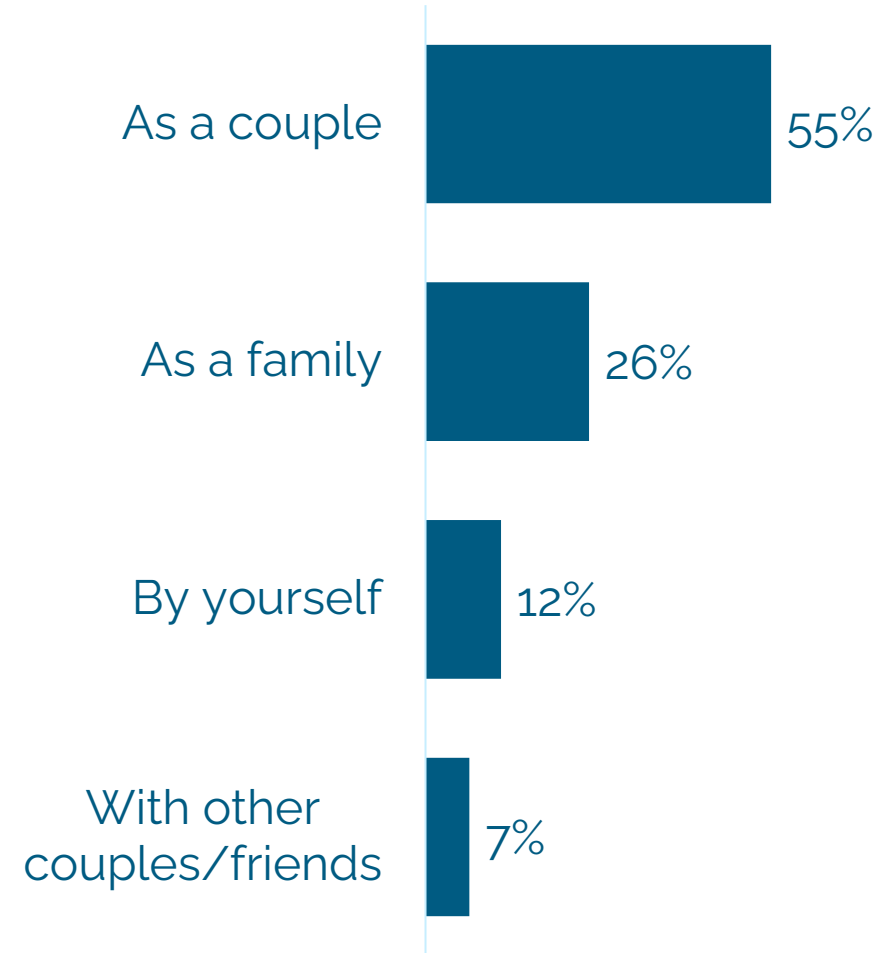


# TRAVEL PARTY TYPE

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

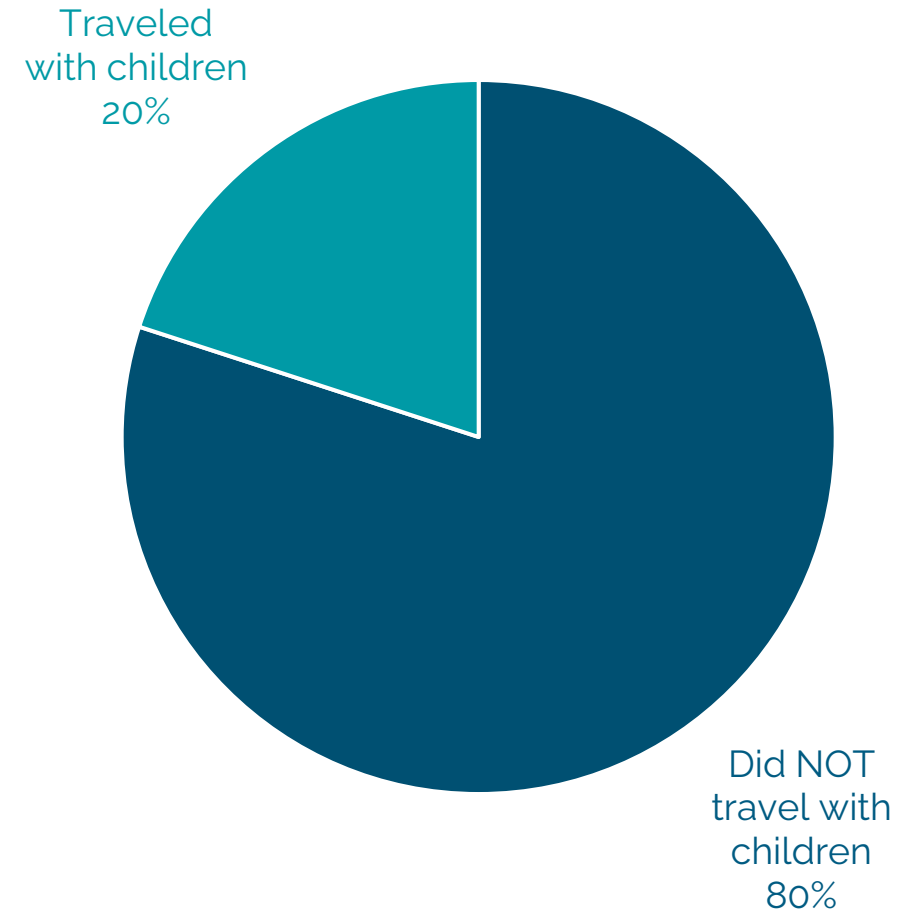
» Over **1 in 4** visitors traveled **as a family**

» Around **1 in 8** traveled **alone**



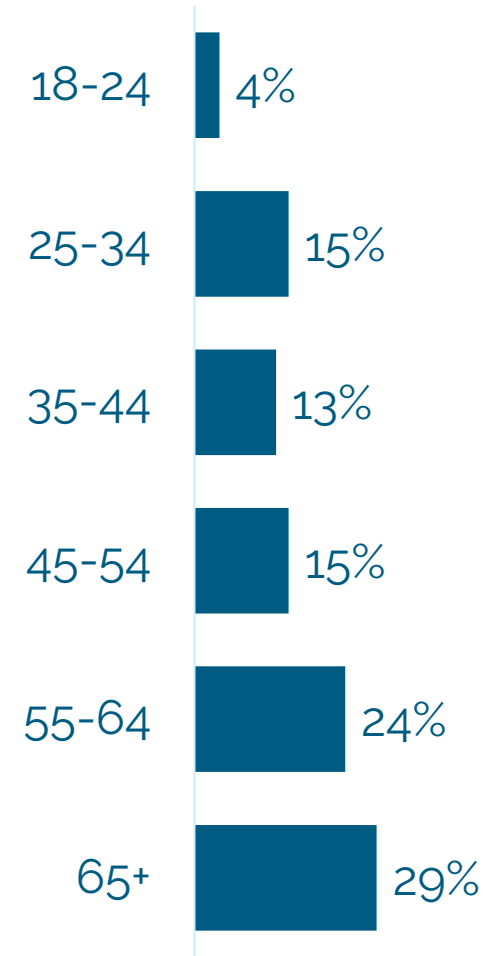
# TRAVELED WITH CHILDREN

» **1 in 5** travel parties included children under the age of 18



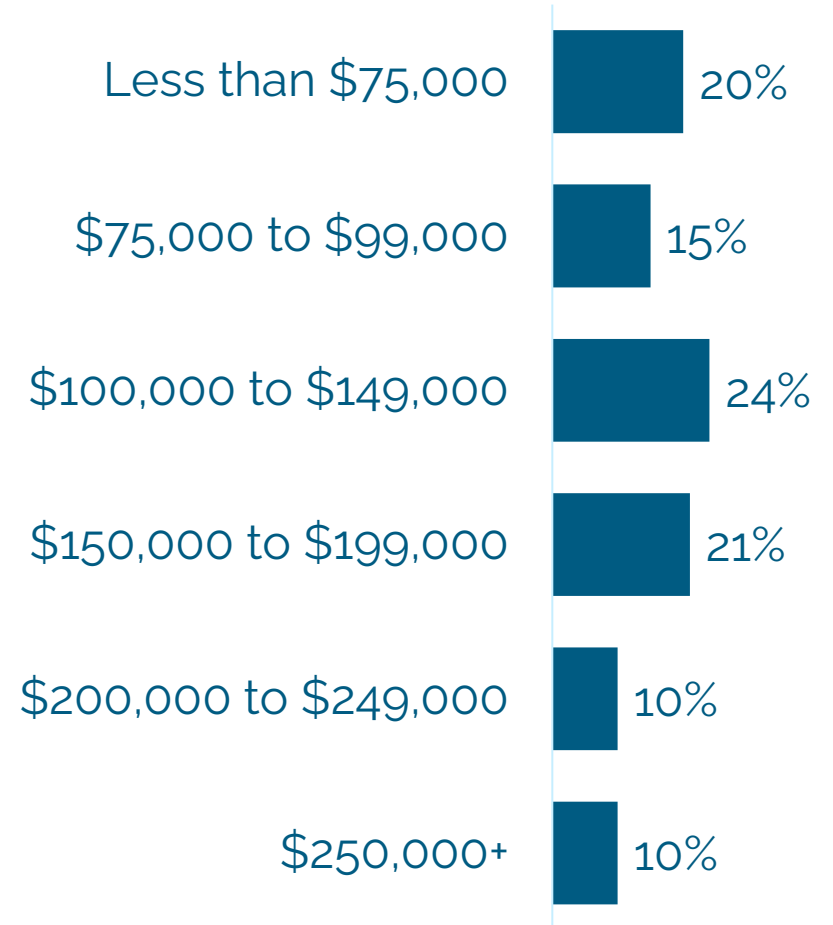
# AGE

» The median age of visitors to the Amelia Island area was **55**



# HOUSEHOLD INCOME

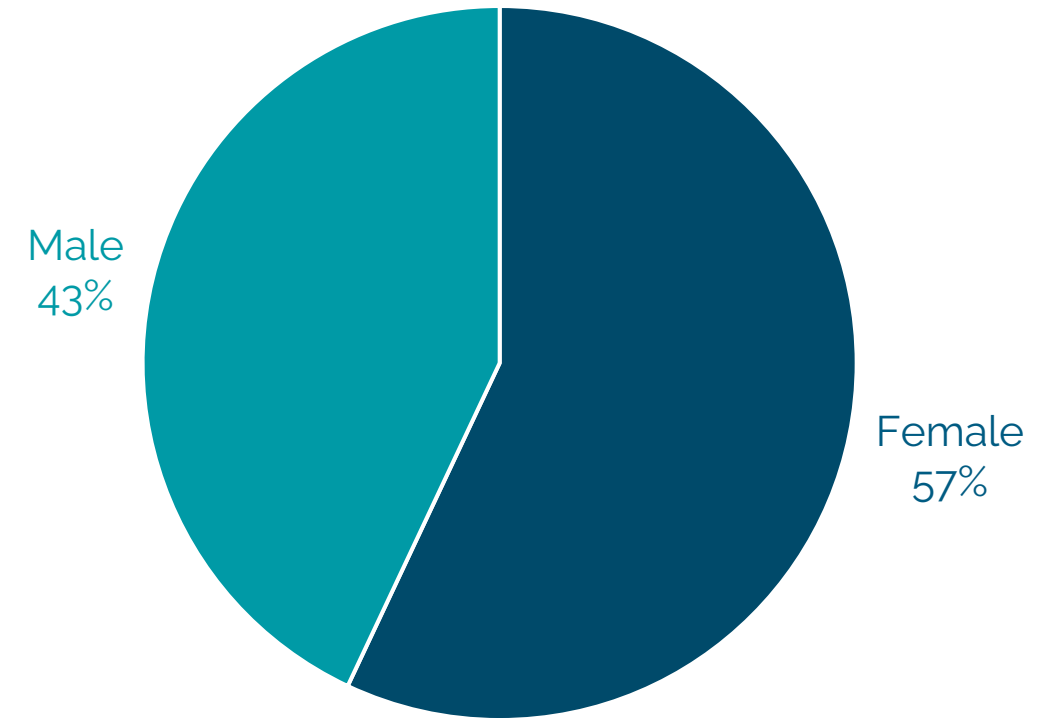
- » Visitors to the Amelia Island area had a median annual household income of **\$130,300**
- » Over **2 in 5** visitors had household incomes over **\$150,000**





# GENDER

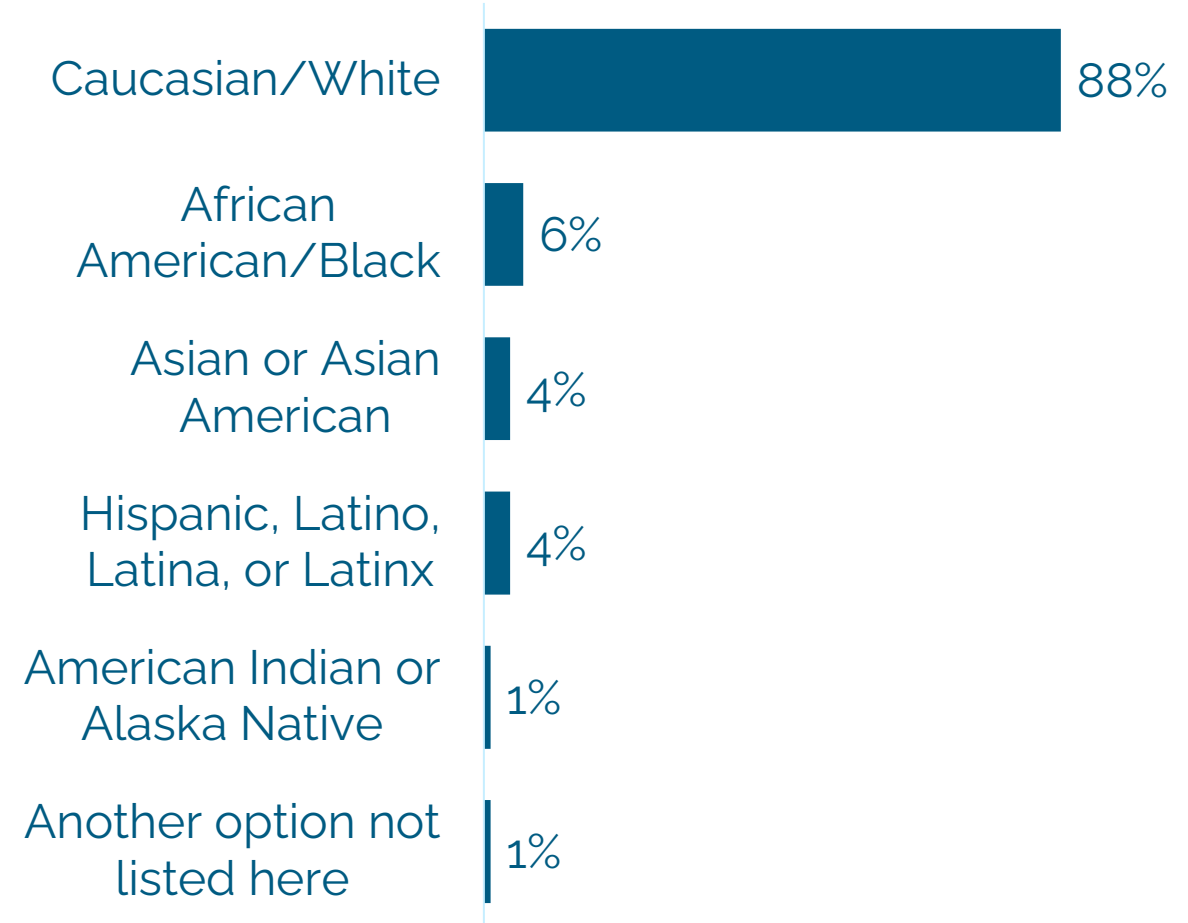
» **57%** of visitors interviewed were **female**<sup>1</sup>



<sup>1</sup>Gender of member of the travel party that was interviewed.  
May be influenced by visitors' willingness to complete a survey.

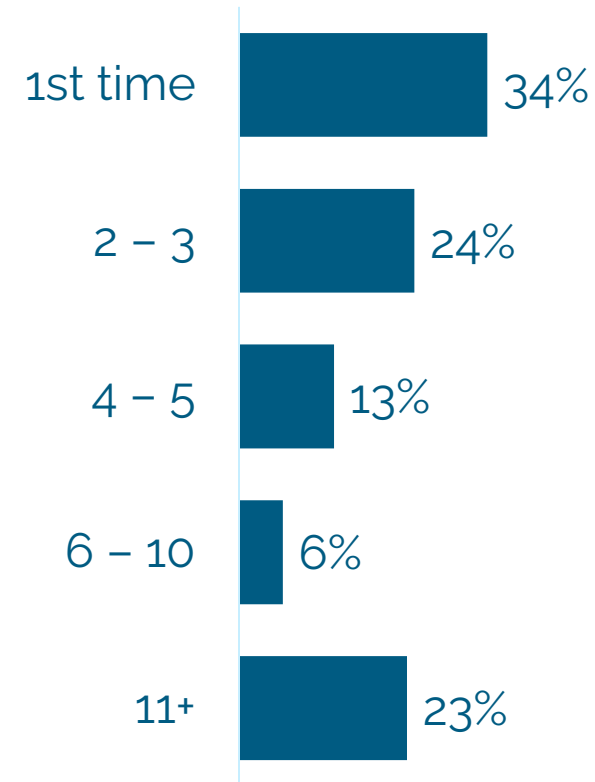
# RACE\*

» Nearly **4 in 5** visitors to the Amelia Island area were **Caucasian/White**



# NEW & RETURNING VISITORS

- » Over **1 in 3** visitors said **this was their first time visiting** the Amelia Island area
- » **23%** of visitors were loyalists, having visited **over 10 times**



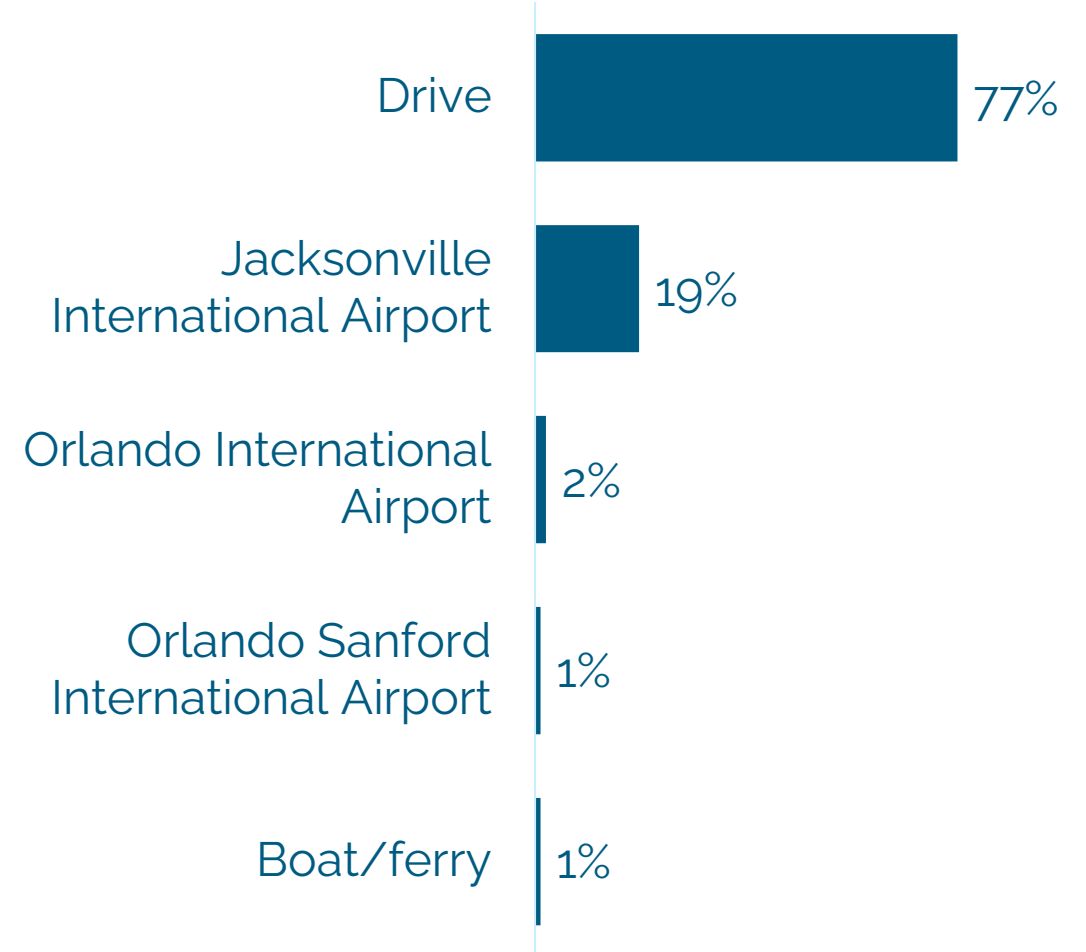
# VISITOR JOURNEY: TRIP EXPERIENCE





# TRANSPORTATION

- » Nearly **4 in 5** visitors **drove** to the Amelia Island area
- » **19%** of **all** visitors used the **Jacksonville International Airport**

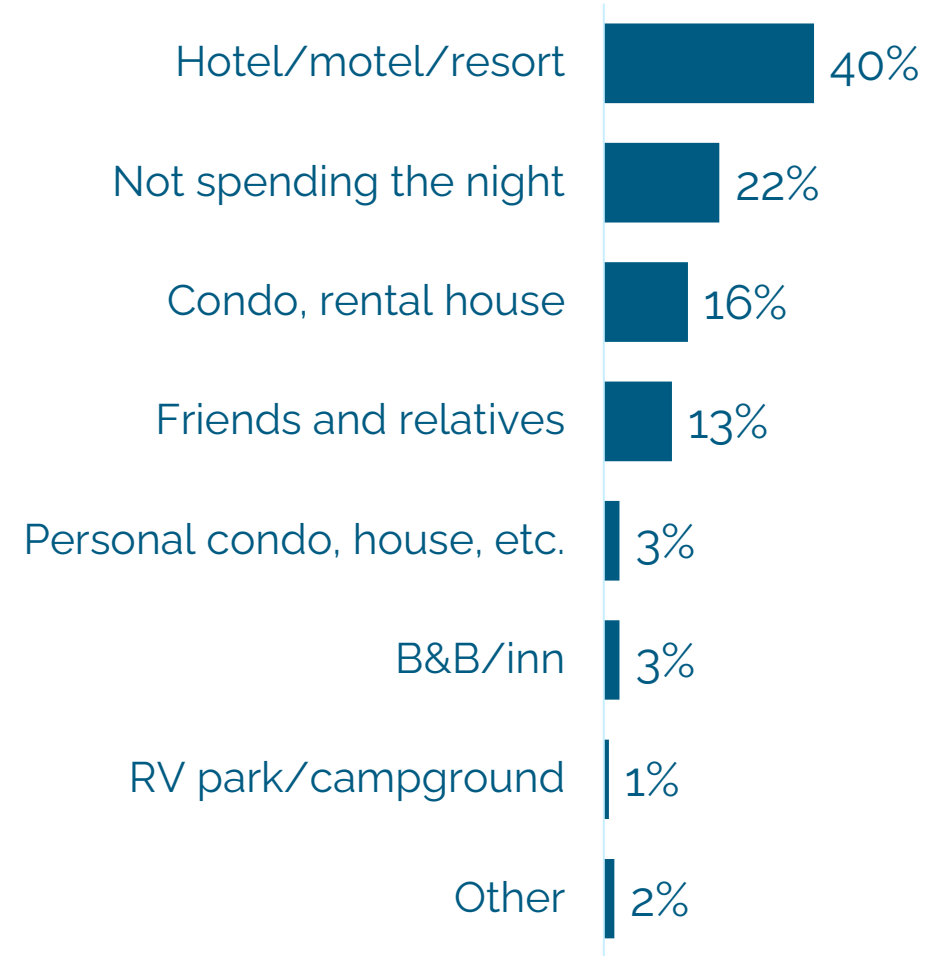


# ACCOMMODATIONS

» **2 in 5** visitors stayed overnight in a **hotel, motel, or resort**

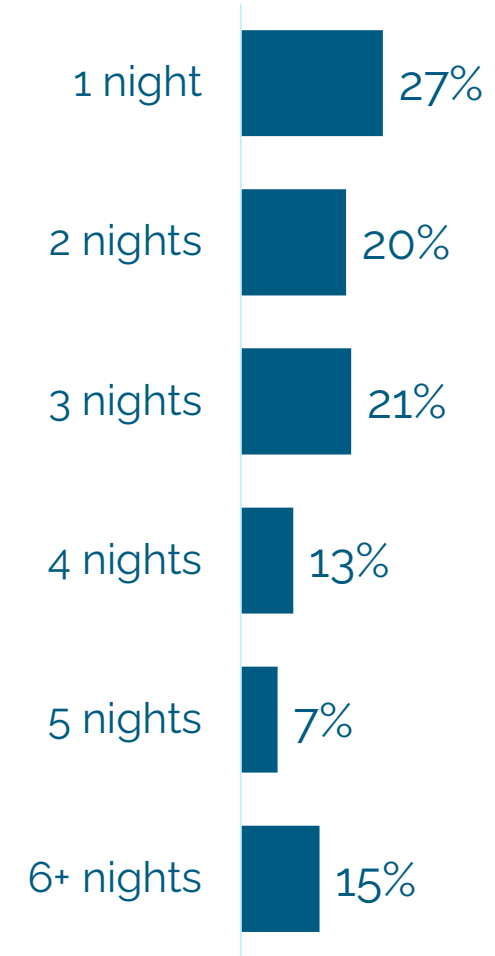
» **16%** stayed with **friends or relatives**

» Over **1 in 5** did not stay overnight



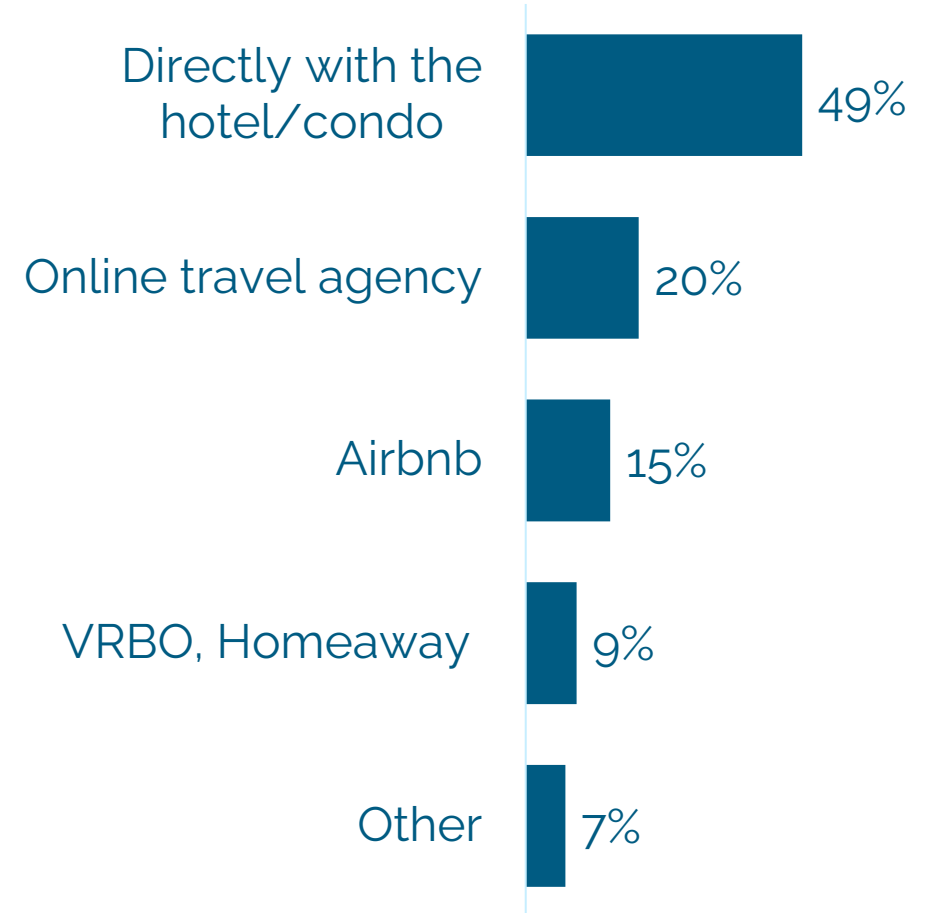
# NIGHTS STAYED

- » Typical visitors stayed **3.0 nights** in the Amelia Island area
- » Typical visitors staying in paid accommodations stayed **3.5 nights** in the Amelia Island area



# ACCOMMODATION BOOKING

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

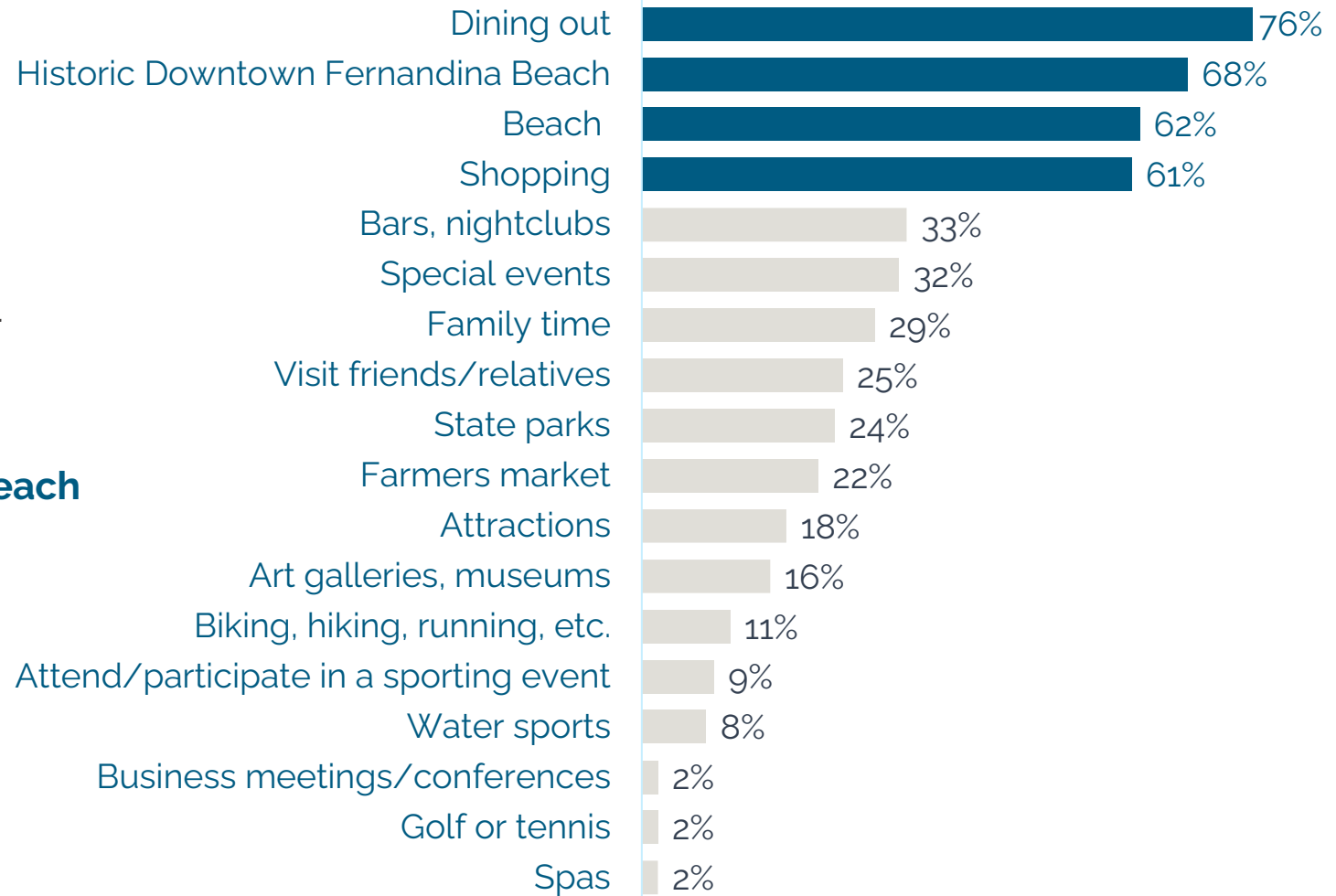




# VISITOR ACTIVITIES<sup>1</sup>

» Top activities enjoyed by visitors this quarter included:

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

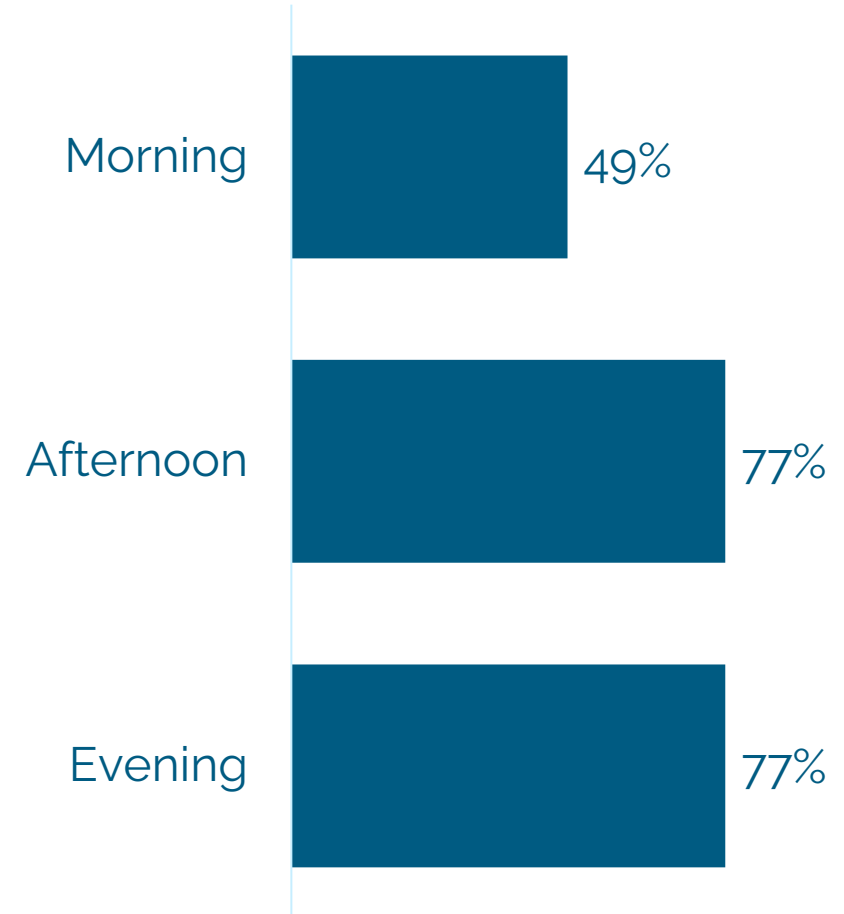


<sup>1</sup> Multiple responses permitted.

# VISITING HISTORIC DOWNTOWN<sup>1</sup>

Base: All visitors to Historic Downtown Fernandina Beach

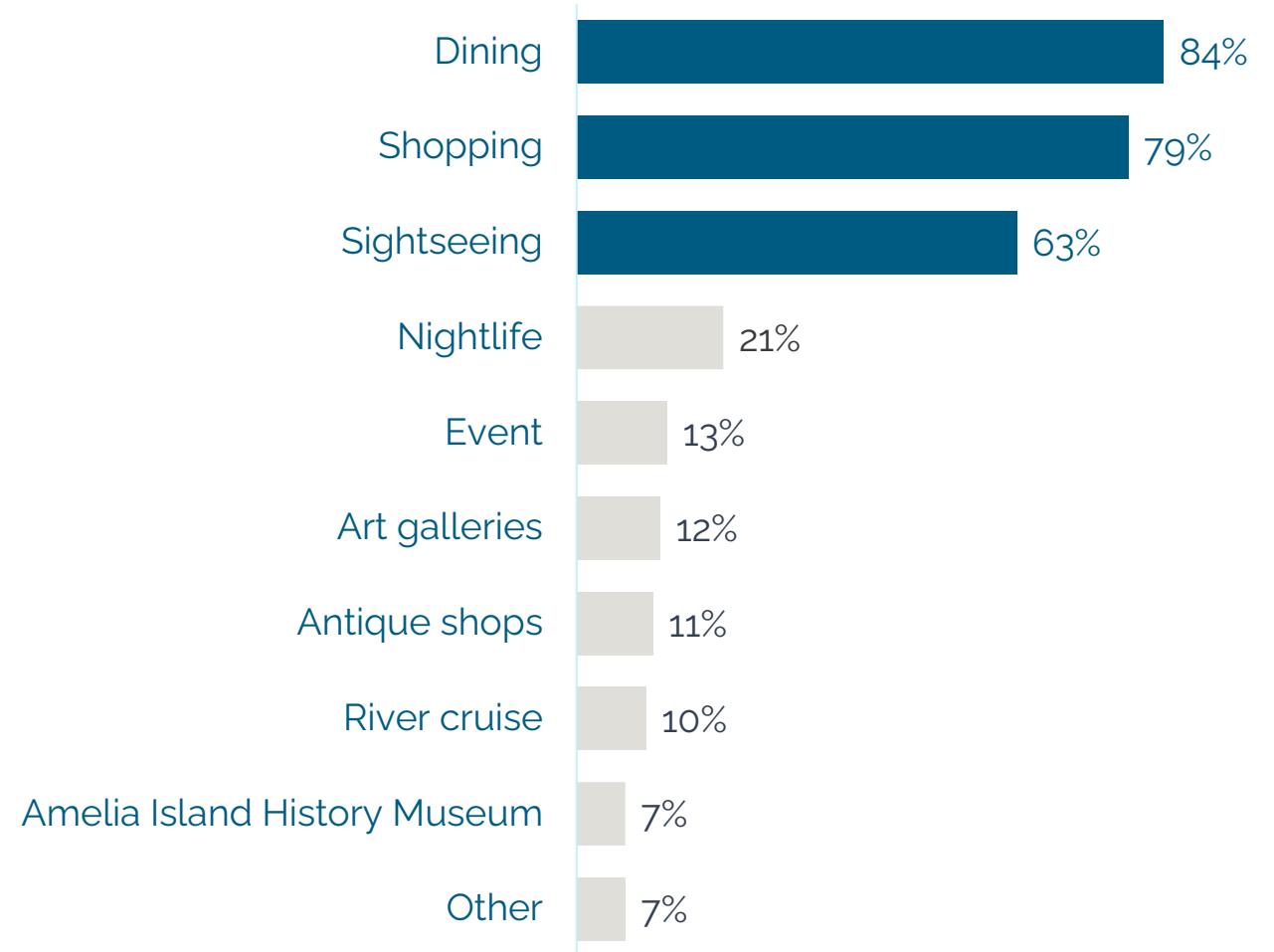
- » Those who visited **Historic Downtown Fernandina Beach** did so an average of **3.5 days** during their stay
- » Nearly **4 in 5** visited during the **afternoon or evening**



<sup>1</sup> Multiple responses permitted.

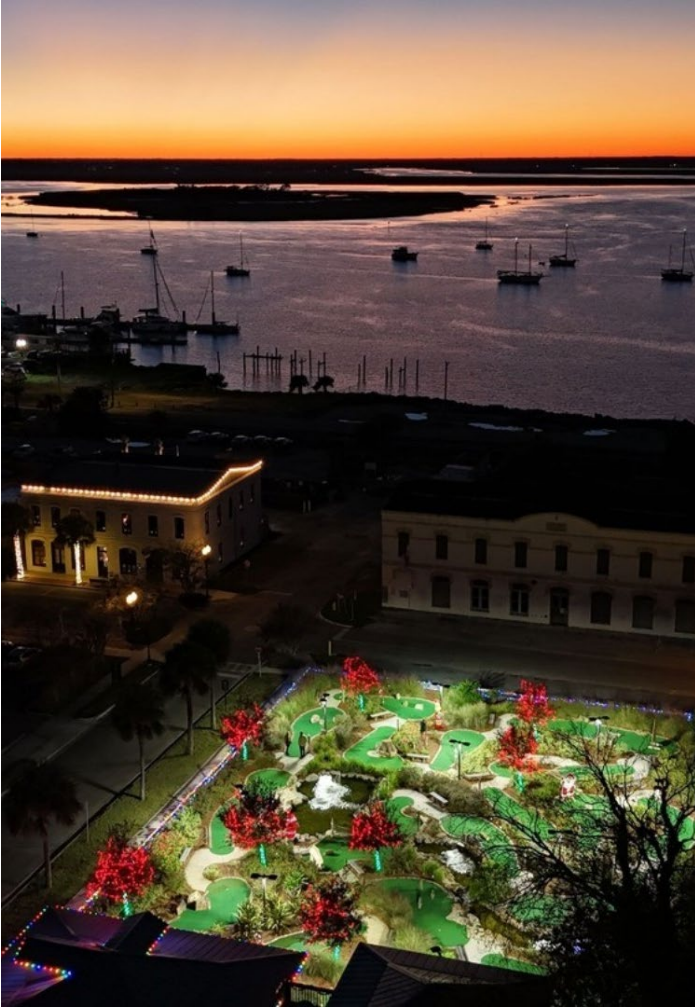
# REASON FOR VISITING HISTORIC DOWNTOWN<sup>1</sup>

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



<sup>1</sup> Multiple responses permitted.

# AREAS FOR IMPROVEMENT: DOWNTOWN\*

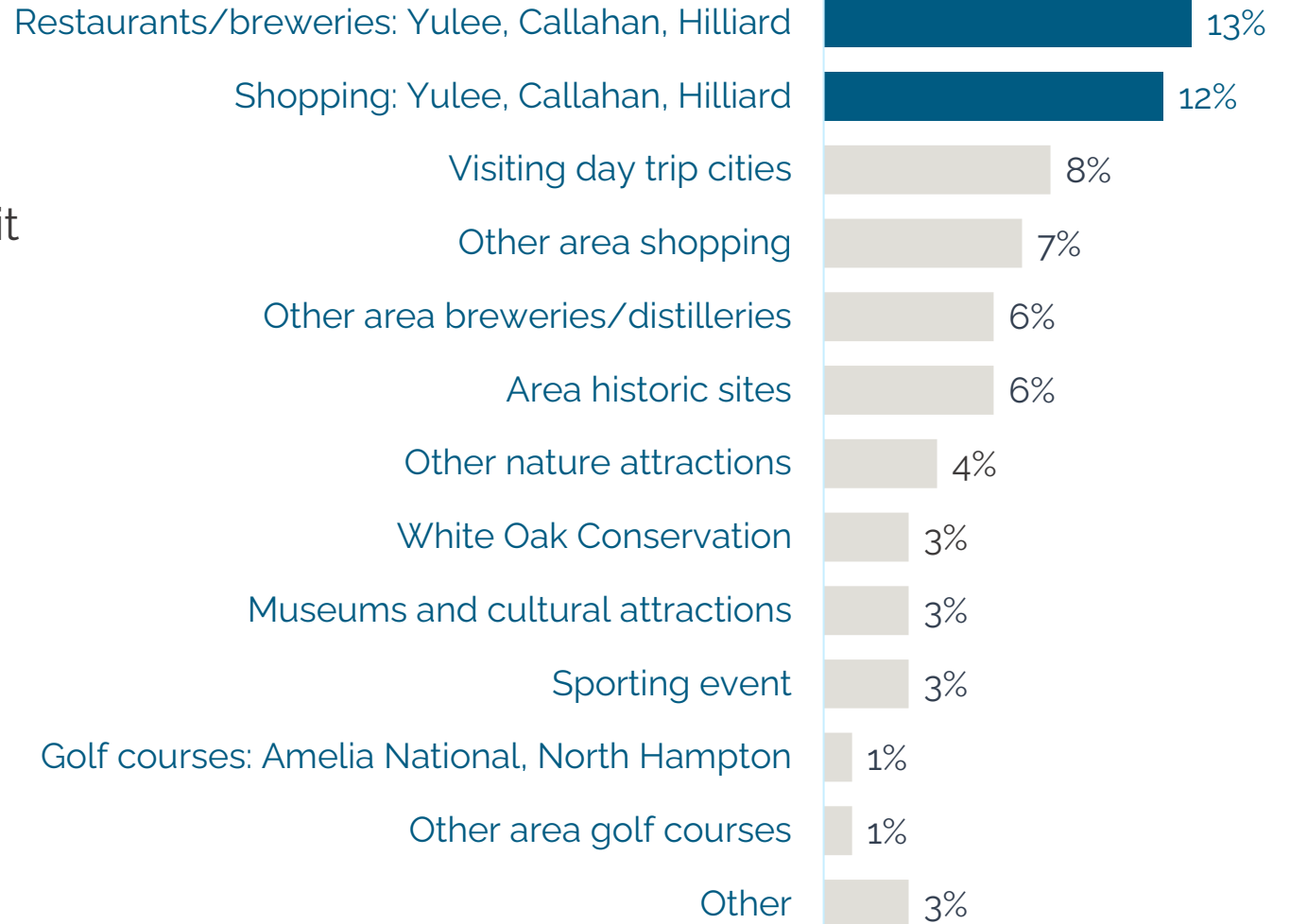


- » More parking and shuttles
- » More public restrooms
- » More playgrounds and other family-friendly areas
- » More variety in restaurants



# OFF-ISLAND ACTIVITIES<sup>1</sup>

- » Over **1 in 10** visitors to Amelia Island also visit **restaurants, breweries, and shops** in Yulee, Callahan, or Hilliard
- » Nearly **7 in 10** Amelia Island visitors do not engage in any activities off-island



<sup>1</sup> Multiple responses permitted.

# TRAVEL PARTY SPENDING

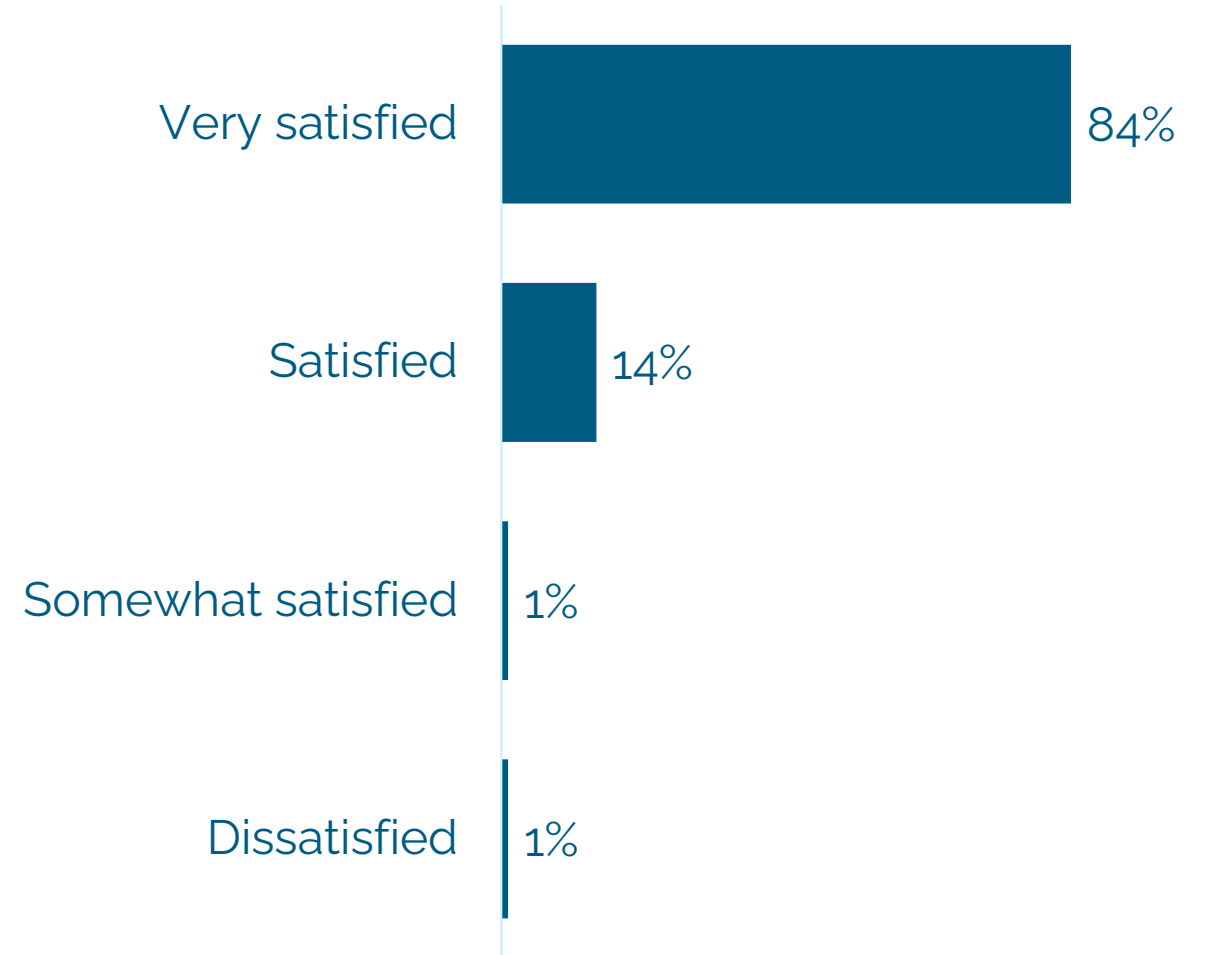
	Daily Spending	Total Spending
Accommodations	\$163	\$489
Restaurants	\$170	\$510
Groceries	\$34	\$102
Shopping	\$83	\$249
Activities & attractions	\$35	\$105
Transportation	\$38	\$114
Other	\$30	\$90
<b>Total</b>	<b>\$553</b>	<b>\$1,659</b>

# VISITOR JOURNEY: POST-TRIP



# VISITOR SATISFACTION

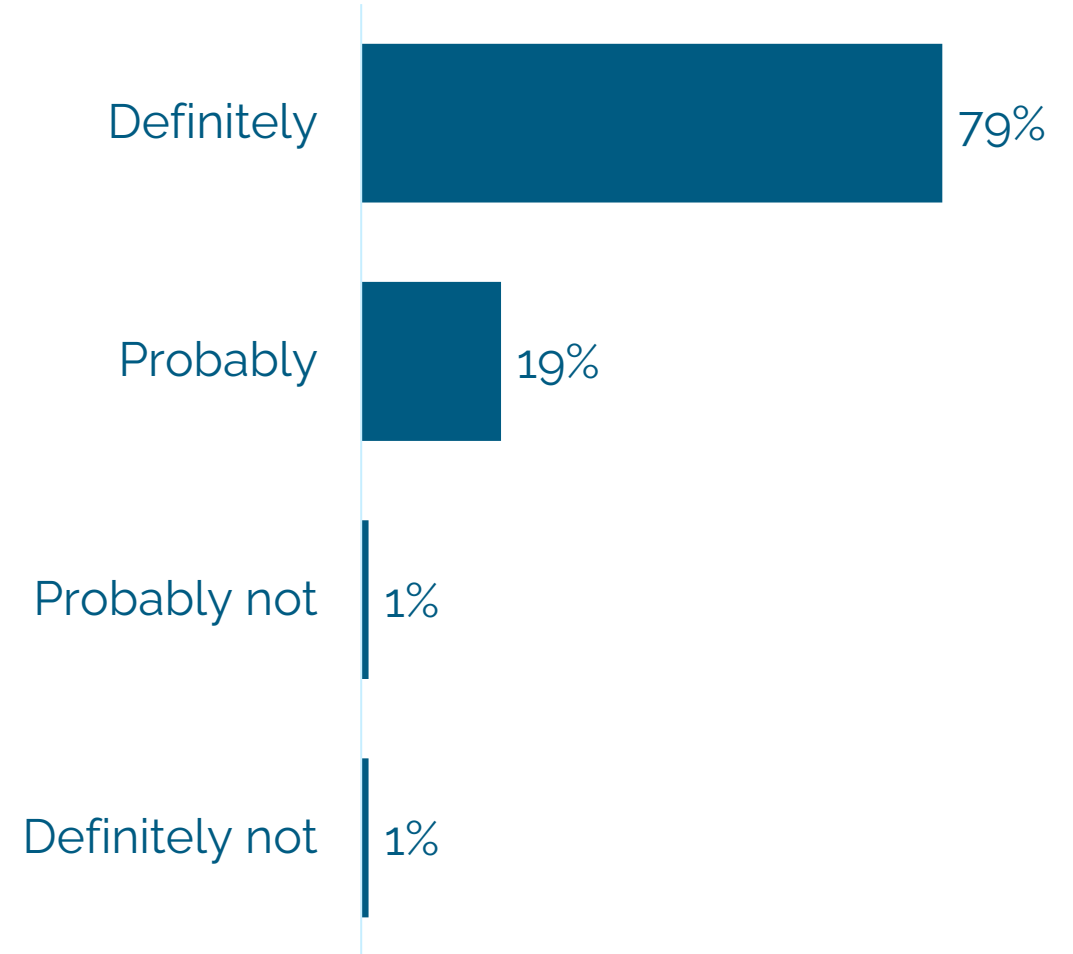
- » **98%** of visitors were **satisfied** with their trip to Amelia Island
- » Over **4 in 5** visitors were **very satisfied** with their trip to Amelia Island





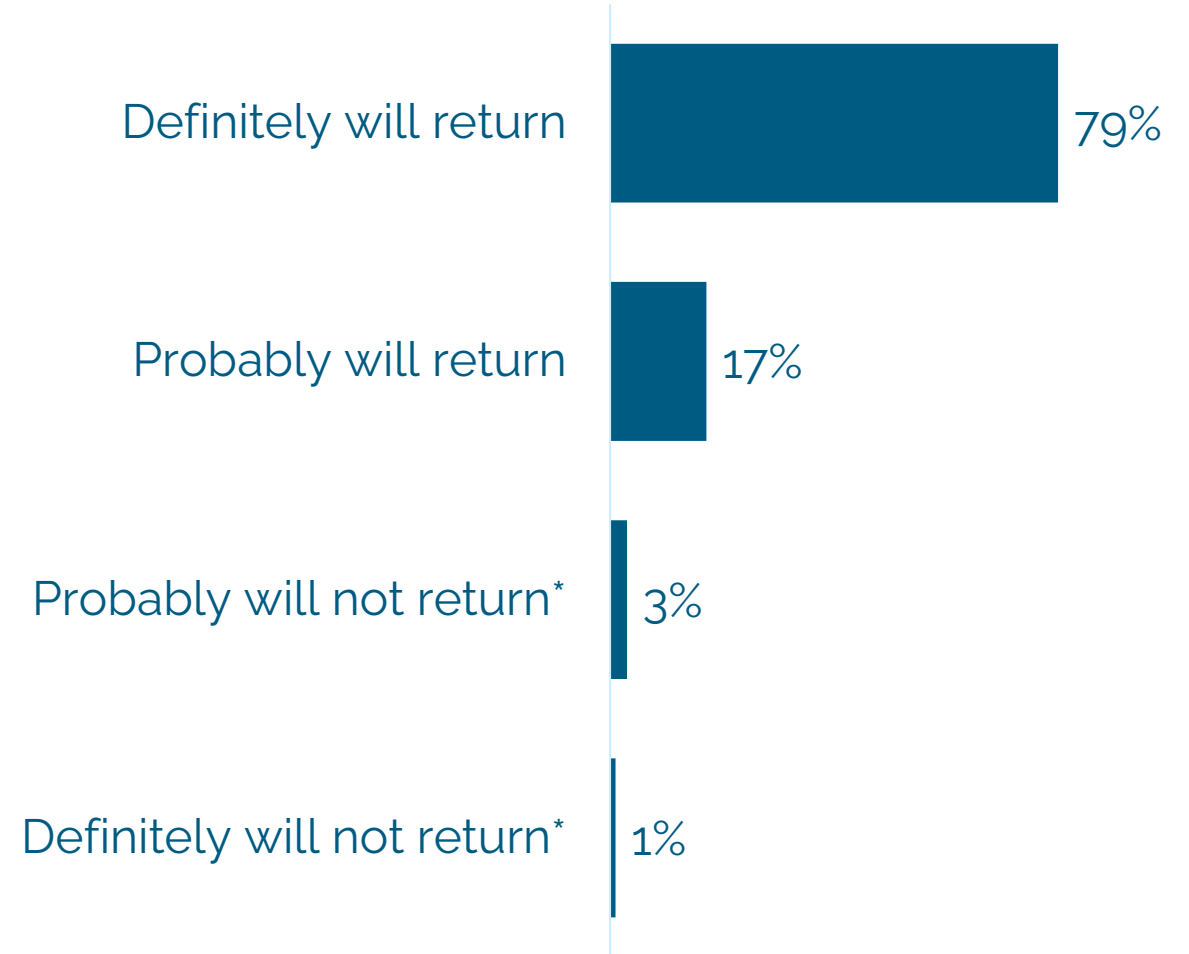
# RECOMMENDATION

- » **98%** of visitors would recommend the Amelia Island area to others
- » Nearly **4 in 5** would definitely recommend the area



# LIKELIHOOD OF RETURNING

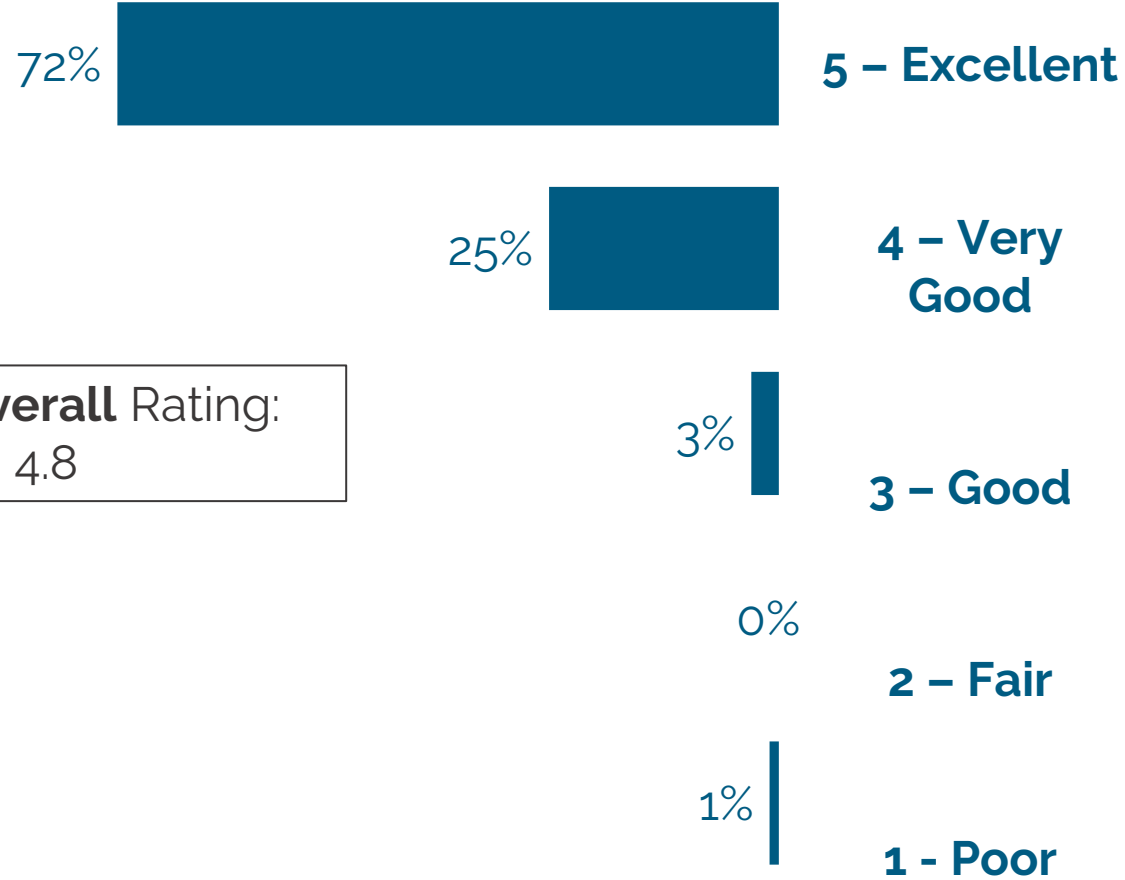
- » **96%** of visitors would **return** to the Amelia Island area
- » Nearly **4 in 5** visitors would **definitely return** to the Amelia Island area
- » The most frequently stated reason for not returning was a preference for variety in vacation spots



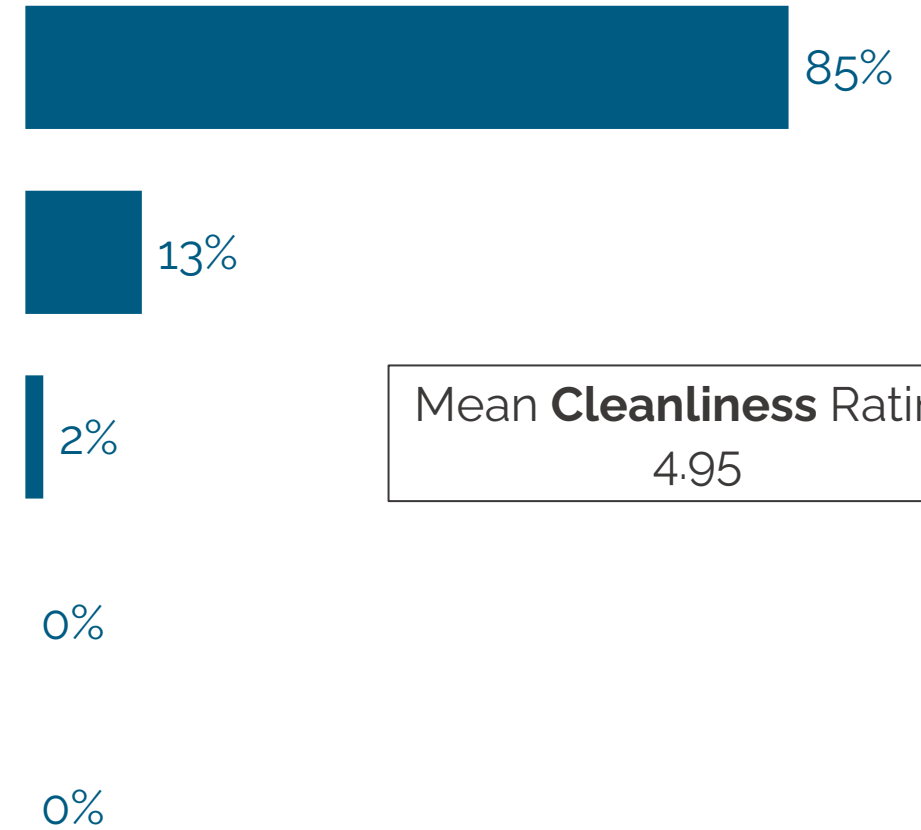
\*Those who said they will not return were asked why they were uncertain.

# BEACH RATINGS

## Overall Beach Rating



## Beach Cleanliness Rating



# AREA DESCRIPTIONS\*



- » "There's so much to do in Amelia Island! Lots of activities for the whole family."
- » "This is a cute, quaint area with pristine beaches and a relaxing atmosphere."
- » "Amelia Island is not too crowded and has lots of history. It's a beautiful place to be!"
- » "Amelia Island has both cheaper airfare to the area and more to do than surrounding destinations."
- » "I love the beaches and the ice cream shops. One of my favorite places to go!"

\*Open-ended responses. Multiple responses permitted.





## Visitor Tracking Study

- » Interviews were completed in person and online with **501 visitors** at events, the beach, and downtown between October 1, 2023 and December 31, 2023

# Amelia Island CVB

Visitor Tracking Study  
October – December 2023

Downs & St. Germain Research  
[contact@dsg-research.com](mailto:contact@dsg-research.com)  
850-906-3111 | [www.dsg-research.com](http://www.dsg-research.com)





# Old Business

An aerial photograph of a vast, green, marshy landscape. A winding wooden boardwalk or path cuts through the marsh, leading towards a body of water in the distance. The marsh is characterized by numerous small, irregular ponds and channels, creating a complex, organic pattern. The water in the background is a deep blue, contrasting with the vibrant green of the marsh. The sky is a clear, light blue with a few wispy clouds. The overall scene is serene and natural, suggesting a coastal or wetland environment.



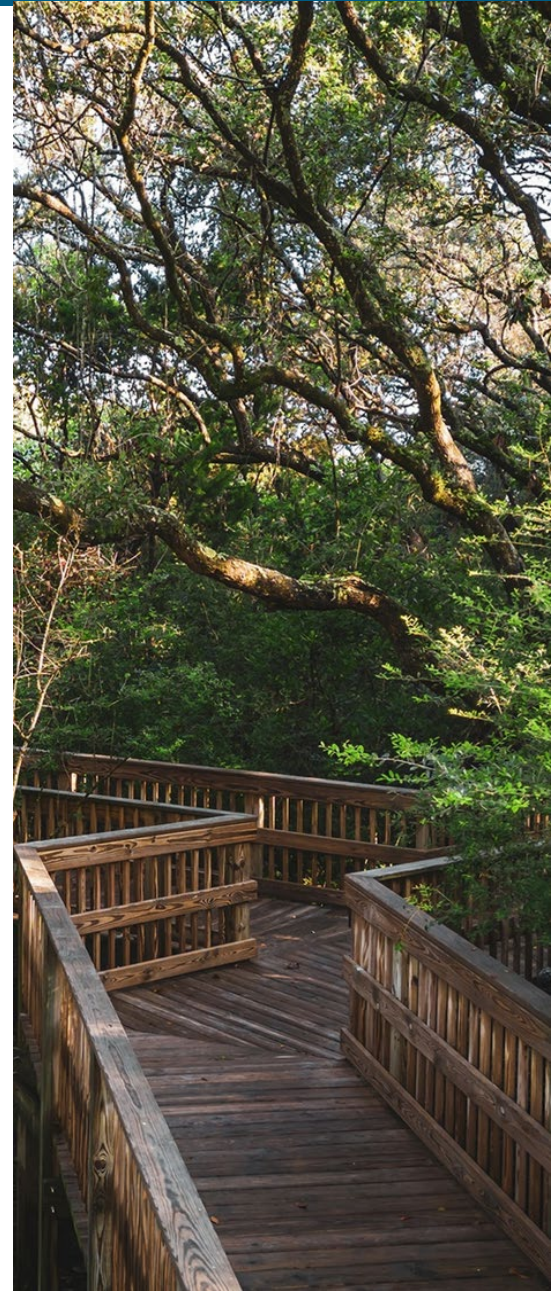
# COUNTY REPORT



## County Report



Bicentennial Celebrations





An aerial photograph of a beach. The ocean is a deep greenish-blue, with white foam from breaking waves washing onto a sandy shore. The sand is a mix of light beige and darker, wet patches. In the bottom left, there are distinct, parallel ridges in the sand, possibly from a beach chair or a vehicle. The text 'Marketing Update' is centered over the image in a bold, dark blue font.

# Marketing Update



# FESTIVAL RECAP

*Dickens  
On Centre*

# ATTENDANCE & IMPACT

74,800 attendance | \$5,889,000 total economic impact (1.4% increase from 2022)

\$4.4 mil direct spend from people who **live outside** of Nassau County





# EVENING FINALES

## Nightly Drone Show

- » Thursday – Saturday Evenings
- » 200 Drones lit up the sky for a 3-D experience





# ENCHANTED VILLAGE

## Sold Out in 2 Weeks

- » 112 Reservation Slots / 446 Guests
- » The Portly Gentleman Tavern reported increased sales from the previous year





# ENTERTAINMENT

- 2 Stages / 43 Entertainment Slots
- Theater, music, dance, juggling, magic, and more



2023 Entertainment Schedule		
Friday, December 8, 5 - 9pm		
5-6pm	Pocket Park	Christmas Wish Tree
5-5:30pm	Wharf Main Stage	Saxophonist Gabriel Arnold
5-5:30pm	2nd Street Stage	Noise Complaints
5-6:30pm	St. Peter's Episcopal Church	Victorian Evening featuring the Chancel Choir & Children's Choir
5-7pm	Pocket Park	Emilia Cole, violinist
5-8pm	Wharf Main Stage	Opening Ceremony with Phil Amato & St. Nick + Reading of "Twas the Night Before Christmas" with Ron Korte
5-8:30pm	2nd Street Stage	Tiny Tim's Christmas - Amelia Community Theatre
6:30-7pm	Wharf Main Stage	Video High School Jazz Band
6:30pm	Old Vic Theatre	The Santa Clause (57 minutes)
6:45-9pm	St. Nick's Workshop	St. Nick's Portraits - Boston Photography
7-8pm	2nd Street Stage	Navy Band Southern Wind Ensemble
7:30-9pm	Wharf Main Stage	One Man Performance of A Christmas Carol by Jason Woods
8-9pm	Pocket Park	Kritzen Spumme Circus Aerial Looping
9pm		Finale over the Harbor
Saturday, December 9, 10am - 9pm		
8:30am	Main Beach	Rain Like the Dickens
9:30am	4th Street Parking Lot	Parade of Pans mugging check-in and registration
10am-9pm	Pocket Park	Christmas Wish Tree
10-10:30am	Wharf Main Stage	Jacksonville Symphony Quartet
10-10:30am	2nd Street Stage	Allen is a Christmas Wondersland
10am-1pm	Pocket Park	Emilia Cole, violinist
10:15am	Old Vic Theatre	The Muppet Christmas Carol (85 minutes)
10:45-11am	2nd Street Stage	Amelia Island Opera
11am-2pm	St. Nick's Workshop	St. Nick's Portraits - Boston Photography
11-11:30am	Wharf Main Stage	The Little Toy Shoppe
11am	The Book Loft	Story Time - Dasher Can't Wait for Christmas by Matt Tancres
11:30am-12pm	2nd Street Stage	Oceanview Dancers
11:45am-12:30pm	Wharf Main Stage	Parade of Pans Ceremony
12pm	Old Vic Theatre	The Man Who Invented Christmas - The Charles Dickens Story (104 minutes)
12:15-12:45pm	2nd Street Stage	Legend of St. Nick
12:45-1:15pm	Wharf Main Stage	Rhythm Theory Tap Ensemble
1-1:30pm	2nd Street Stage	The Little Toy Shoppe
1:45am-2:15pm	2nd Street Stage	Island Tappers
2-2:30pm	Wharf Main Stage	Allen is a Christmas Wondersland
2pm	Old Vic Theatre	Polar Express (100 minutes)
2-4pm	Pocket Park	Ang Vickers
2:30-5:30pm	2nd Street Stage	Juggler Andrew Ratcliff - Kritzen Spumme Circus
3-3:30pm	Wharf Main Stage	The Little Toy Shoppe
3-5:30pm	St. Nick's Workshop	St. Nick's Portraits - Boston Photography
3:45pm	2nd Street Stage	Legend of St. Nick
4pm	Wharf Main Stage	Blue Haven Gospel Group
4pm	The Book Loft	Story Time - Dasher Can't Wait for Christmas by Matt Tancres
4-7pm	Pocket Park	Alis Dahl
4:20pm	2nd Street Stage	Kritzen Spumme Circus Acrobatic Duo
5pm	Wharf Main Stage	Handbells - Pam Bell
5pm	2nd Street Stage	Brain School of Dance
5pm	The Book Loft	Story Time - Dasher Can't Wait for Christmas by Matt Tancres
5-6pm	Leisure House	Dickens After Dark VIP Costume Party
5-6:45pm	Wharf Main Stage	Legend of St. Nick
6pm	Old Vic Theatre	The Santa Clause (57 minutes)
6-1:15pm	2nd Street Stage	Reading of "Twas the Night Before Christmas" with Ron Korte
6:30pm	2nd Street Stage	Allen is a Christmas Wondersland
6-8pm	Wharf Main Stage	KADettes & Fusion
7:45pm	Wharf Main Stage	King Gypsy Band
9pm		Finale over the Harbor
Sunday, December 10, 10am - 5pm		
10am-5pm	Pocket Park	Christmas Wish Tree
10-10:30am	Wharf Main Stage	The Little Toy Shoppe
10-10:30am	2nd Street Stage	Dawn Rafterman - Keyboard
10:30am	Old Vic Theatre	The Man Who Invented Christmas - The Charles Dickens Story (104 minutes)
10:45-11:30am	2nd Street Stage	Sensationalists
11-11:30am	Wharf Main Stage	Legend of St. Nick
11am-1pm	St. Nick's Workshop	St. Nick's Portraits - Boston Photography
11am	The Book Loft	Story Time - The Night Before Christmas by Clement Clarke
12-1pm	Wharf Main Stage	Concordia America
12-12:30pm	2nd Street Stage	Allen is a Christmas Wondersland
12:15-12:45pm	2nd Street Stage	Holiday Music
12:50pm	Old Vic Theatre	Elf (87 minutes)
1pm	The Book Loft	Story Time - The Night Before Christmas by Clement Clarke
1:30-2:30pm	Wharf Main Stage	Nauman Community Band
1:30-2:15pm	2nd Street Stage	Gave's Guest - The Global Gratitude
2-5pm	St. Nick's Workshop	St. Nick's Portraits - Boston Photography
2:30-3:15pm	2nd Street Stage	Jacksonville University String Quartet - Cellist & Violist
3pm	Old Vic Theatre	The Muppet Christmas Carol (85 min)
3:15-3:45pm	Wharf Main Stage	Eden & Frankie Tins
3:30-4:15pm	2nd Street Stage	New Moon Ramblers
4pm	Wharf Main Stage	Reading of "Twas the Night Before Christmas" with Ron Korte
4:15pm	Wharf Main Stage	Closing Ceremonies
4:30pm	Wharf Main Stage	St. Peter's Episcopal Chancel Choir

## St. Nick Portraits with Boston Photography

Friday, December 8, 6:45-9pm  
Saturday, December 9, 11am-2pm / 3-5:30pm  
Sunday, December 10, 11am-1pm / 2-5pm

## Fezziwig's Courtyard

Friday, December 8, 5-9pm  
Saturday, December 9, 1-9pm  
Sunday, December 10, 1-5pm

Entertainment schedule is subject to change.





# VENDORS

## 100 Vendors

- » Double retail sales over previous years
- » One of the largest Christmas Markets in Florida  
*(Travel & Leisure)*





# RUN LIKE THE DICKENS

## Saturday Morning at Main Beach

- » 204 runners including kids, dogs, 4 T-Rexes, a snowman and the Grinch!





# DICKENS AFTER DARK

## Saturday Night – Sold Out

- » 164 Costumed Guests at Historic Lesesne House
- » Live music & entertainment from Mama Blue and Kristen Sparrow Circus
- » Ghost Tours & House Tours led by Amelia Island Museum of History





# STREETMOSPHERE ENTERTAINMENT

## "Streetmosphere" Entertainment

Dickens-themed characters, period-attired participants; wandering carolers, and over 100 volunteers – some in costumes and other just providing muscle - brought the event to life.





# TAXSLAYER GATOR BOWL



# CLEMSON

## Hosting Clemson

- » Omni: 12/23-12/30 - Sold 1,438 room nights of 852 room block totaling 169% of commitment
- » ~100 Room nights at The Ritz-Carlton, Amelia Island
- » ~40 Room nights dispersed throughout other properties

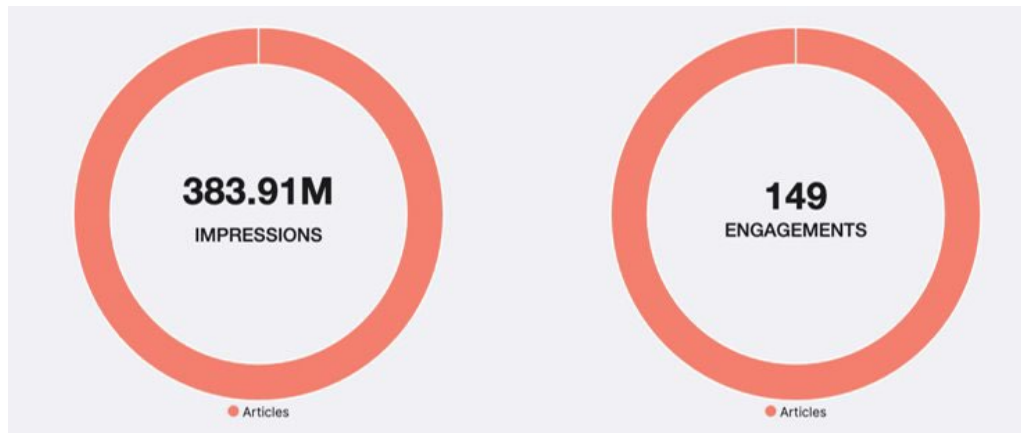
# SPECIAL EVENTS

- » Spouses luncheon at Amelia Island Club
- » Growing the Game at Fernandina Beach High School
- » First Coast Blessings in a Backpack
- » 600 bags filled with non-perishable food with 100 bags to be delivered to Hilliard Elementary in January
- » Fernandina Beach High School field rental for practice (\$10k donation)



# PUBLIC RELATIONS

## Overall TaxSlayer Gator Bowl Publicity



## Article picked up from Amelia Island Press Release



**2.79M**  
IMPRESSIONS

**1**  
ENGAGEMENTS



**5 fun things to do in Jacksonville this weekend:  
Gator Bowl, New Year's Eve, comedy shows**

Football, comedy, an opera and a circus fill the last weekend of 2023 in Jacksonville.

 The Florida Times-Union / Dec 28, 2023



# UPCOMING



## AMELIA ISLAND RESTAURANT WEEK

JANUARY 19-28, 2024

# MENU UNVEILING MEDIA EVENT | January 2



**AMELIA ISLAND RESTAURANT WEEK**  
JANUARY 19-28, 2024

Join us for our Sweet 16 celebration of Amelia Island's Restaurant Week. During this ten-day culinary showcase of savory five-course menus, enjoy 15 lunch and dinner events throughout the week, especially designed for those with a taste for life!

**When:** Tuesday, January 2nd  
3:00pm - 5:00pm

**Where:** Marlin & Barrel Distillery  
232 S 8th St. Fernandina Beach, FL 32034

**RSVP:** Please respond by December 15th  
bit.ly/RestaurantWeek2023

[AmeliaIsland.com/Yummy](https://AmeliaIsland.com/Yummy)

Thank you for supporting local restaurants.



**AMELIA ISLAND RESTAURANT WEEK**  
JANUARY 19-28, 2024

Join us in promoting Restaurant Week 2024 on your social channels by using designated hashtags and imagery!

**#AmeliaIslandRestaurantWeek**  
**#AmeliaIsland**  
Tag us on Instagram: @VisitAmeliaIsland  
or Facebook: @AmeliaIslandFlorida

**Spread the Word!**

Photo Gallery



**AMELIA ISLAND RESTAURANT WEEK**  
JANUARY 19-28, 2024

**Looking to generate buzz about your business?**

Extend an invitation for a complimentary Restaurant Week meal to showcase your culinary excellence!

The Amelia Island Convention & Visitors Bureau has been intentionally building relationships with content creators, bloggers, and social media influencers to enhance our local connections and amplify our messaging. With dedicated audiences that are eager to explore the best that Amelia Island and our culinary scene have to offer, we invite you to host an influencer couple to feature and promote your Restaurant Week menu item in advance!

If interested, contact [mwalling@ameliaisland.com](mailto:mwalling@ameliaisland.com) for more information.

1 Engage with a new audience and attract potential customers to your restaurant.

2 Leverage the power of social media to generate positive reviews and recommendations.

3 Showcase your commitment to the culinary excellence and the quality of your offerings.



## Restaurant Week Menu Unveiling Media Event Agenda

3:00 PM - Arrival & Light Reception  
Provided by Snack on my Snacks

3:15 PM - Opening Remarks  
Amelia Island Convention & Visitors Bureau

3:45 PM - Networking  
Media & Restaurant Partners

4:30 PM - Marlin & Barrel Announcement & Tour  
Official Restaurant Week Cocktail,  
Apple Cider Room, AIBC Brew Room  
"Last call at the tasting bar"

5:00 PM - Thank You Gifts

[AmeliaIsland.com/Yummy](https://AmeliaIsland.com/Yummy)

Presented by Amelia Island Convention & Visitors Bureau



Join us for our 16th annual "Sweet 16 celebration" of Amelia Island Restaurant Week! During this ten-day culinary showcase of savory prix fixe menus, enjoy \$15 lunches and dinners at \$30 and \$50 across 25 participating restaurants specializing in memorable dining experiences.

## PARTICIPATING RESTAURANTS

1928 CUBAN BISTRO	LEDDY'S PORCH BISTRO
ARTE PIZZA	MARCHÉ BURETTE
BABA'S MEDITERRANEAN	THE PATIO AT 5TH & ASH
BEECH STREET GRILL	POGO'S KITCHEN
CAFE KARIBO	SALT LIFE FOOD SHACK
CANTINA LOUIE	THE SALTY PELICAN BAR & GRILL
CEDAR RIVER SEAFOOD	SANDBAR AMELIA ISLAND
COAST AT THE RITZ-CARLTON, AMELIA ISLAND	STORY & SONG BOOKSTORE BISTRO
THE CRAB TRAP	THE TAVERN BY AIBC
DAVID'S RESTAURANT & LOUNGE	TIDEWATER AT THE RITZ-CARLTON, AMELIA ISLAND
ESPAÑA RESTAURANT & TAPAS	V PIZZA
HOFBRAU AMELIA	VERANDAH
LAGNIAPPE RESTAURANT	

[AmeliaIsland.com/Yummy](https://AmeliaIsland.com/Yummy)

Presented by Amelia Island Convention & Visitors Bureau



Specialty culinary experiences in celebration of the 16th annual Amelia Island Restaurant Week

"NEW YEAR, NEW BEGINNINGS"  
Hosted by The Omni Amelia Island Resort

Opening Dinner: To commence Restaurant Week, this New Year's Eve celebration will be serving New Orleans, Louisiana dining and all about you guessed it, honey!

**Location**  
Verandah at the Omni Amelia Island Resort

**Date**  
Thursday, January 18th

**Time**  
6pm Reception | 6:30pm Dinner

**Price**  
\$125 per person (includes tax and gratuity)



"LOW COUNTRY MEETS FLORIDA"  
Hosted by The Ritz-Carlton, Amelia Island

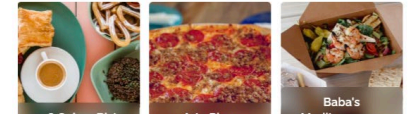
Closing Dinner: Join in celebration as Restaurant Week comes to a close of this



## Amelia Island Restaurant Week: January 19 - 28, 2024

Enjoy cuisine from the island's award-winning and popular dining establishments and join us for our Sweet 16 celebration of Amelia Island Restaurant Week! During this ten-day culinary showcase of savory prix fixe menus, enjoy \$15 lunches and dinners at \$30 and \$50. Discover additional delicious events specially designed for those with a taste for life!

## Participating Restaurants



**AMELIA ISLAND RESTAURANT WEEK**  
JANUARY 19-28, 2024

**1928 Cuban Bistro**

122 S 8th Street | Fernandina Beach, FL 32034 | 904.432.8439

**\$15 LUNCH**  
per person

**Entrée**  
Cuban Sandwich

**Dessert**  
Cuban Pastelito of Your Choice  
(Excluding the Pastelito Preparado)

**Beverage**  
Choice of Soda

At 1928 Cuban Bistro, we take authentic Cuban recipes and infuse them with a contemporary flair. It's all about celebrating our roots while embracing the vibrant flavors of today. But let me tell you, our dedication runs deeper than just food. Our bistro is a heartfelt tribute to our abuelo and abuela, Mario and Pura Alvarado, whose love for family inspired our entire culinary journey.

Presented by Amelia Island Convention & Visitors Bureau



# DIGITAL MENU BOOK



[AmeliaIsland.com/Yummy](https://AmeliaIsland.com/Yummy)





# AMELIA ISLAND RESTAURANT WEEK

## PR Coverage

- **Jan. 3:** Radio interview with WOKV News Reporter, Sheifalika Bhatnagar, covering the economic impact of Restaurant Week for local businesses
- » **Jan. 5:** Press release picked up and printed in the Fernandina News Leader
- » **Jan. 6:** Fernandina Observer article written by Dylan Bailey after attending the media event
- » **Jan. 9-28:** Menu boards on display at the Board of County Commissioner Chambers
- » **Jan. 13:** First Coast News, Good Morning Jacksonville, segment featuring Coast at The Ritz-Carlton, Amelia Island
- » **Jan. 17:** River City Live segment featuring Sandbar Amelia Island and River City + online coverage



For the News Leader

**W**idely known for its culinary diversity and excellence, Amelia Island is the heart of the "Sweet Sixteen" edition of the 16th annual Amelia Island Restaurant Week Jan. 19-28. The 10-day, island-wide culinary celebration will serve up food, drink and dinner menus at 25 of the island's most popular and award-winning restaurants, from fine dining to casual. Lunch menus are just \$15 per person, with dinner menus priced at either \$20 or \$30 per person. Featuring delicious options for all types of tastes - from fresh-caught seafood and classic southern cooking to Cuban, Mediterranean, German and more. That's right to start making reservations on-line participating restaurants, menus and special event information online at [AmeliaIsland.com/yrw](http://AmeliaIsland.com/yrw).

For 16 years, Restaurant Week has provided an elevated dining experience for visitors and residents alike to explore the island's exceptional cuisine prepared by talented world-renowned chefs who have decided to call Amelia Island home," said Gil Langley, president and CEO of the Amelia Island Convention & Visitors Bureau. "It's a great time to discover a new restaurant or enjoy a local favorite while providing an economic boost to the local hospitality and restaurant industries. The culinary scene on Amelia Island is turning heads right now, and therefore we highly encourage making reservations in advance for restaurants offering this opportunity."

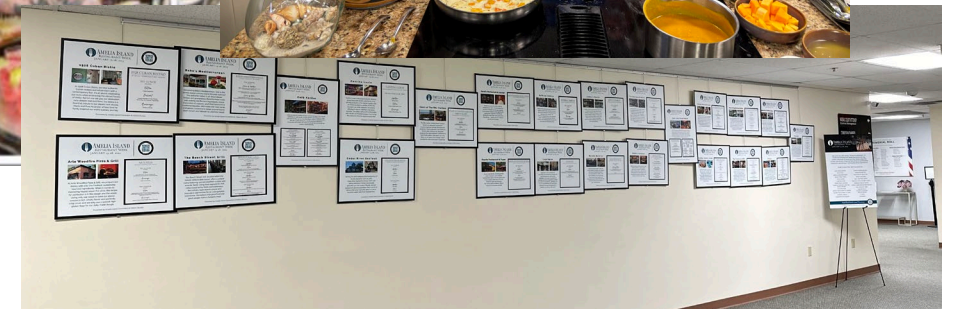
This year's Restaurant Week will showcase 25 of the island's most popular restaurants, including six first-time participants. The complete list of restaurants includes:

- ✓ 1228 Cuban Bistro
- ✓ Aerie Patis
- ✓ Baba's Mediterranean
- ✓ Beach Street Grill
- ✓ Café Karlo
- ✓ Coastal Louie
- ✓ Cedar River Social
- ✓ Coast at The Ritz-Carlton, Amelia Island
- ✓ The Crab Trap
- ✓ David's Restaurant & Lounge
- ✓ Espada Restaurant & Tapas
- ✓ Hillman Amelia
- ✓ Lagniappe Restaurant
- ✓ Lady's Punch Room
- ✓ Marble Bar
- ✓ The Patio at 105 & Ash
- ✓ Papa's Kitchen
- ✓ Salt Life Food Shack
- ✓ The Sally Patis
- ✓ Sandbar Amelia Island
- ✓ Sea & Song Productions Bistro
- ✓ The Tavern by ABC
- ✓ Tidewater Grill at The Ritz-Carlton, Amelia Island
- ✓ T.T. Diner
- ✓ Veranda

Kicking off this year's Restaurant Week, On Amelia Island Resort is hosting an opening dinner on Thursday, Jan. 18, at 6 p.m. at the Veranda. The "New Year, New Beginnings" opening dinner is a five-course, cocktail-soaked event all about the organic bounty the resort produces from its own local columns. Tickets are \$125 per person.

Wrapping up the 10-day Restaurant Week will be the "Low Country Meets Florida" closing dinner at Coast at The Ritz-Carlton, Amelia Island on Sunday, Jan. 28, at 5 p.m. This culinary experience includes live music and a decadent five-course menu featuring locally inspired ingredients from Mayport fishing to sausage. Tickets are \$125 per person. Guests are encouraged to purchase table service, as both events typically sell out.

For a complete listing of participating restaurants, menus and special event information, visit [AmeliaIsland.com/yrw](http://AmeliaIsland.com/yrw).



# TRAVEL TRADE SHOWS

## Meeting Planner

- » Florida Encounter | February 4-6



## Travel & Adventure Consumer Shows

- » Phoenix, AZ | February 17 -18
- » Washington D.C. | February 24-25
- » Atlanta, GA | March 9-10



## International Shows

- » Telegraph Holiday World Show | January 26-28
- » Florida Huddle | February 4-6
- » International Media Marketplace | February 19-20
- » Unite USA | March 12



# ISLAND AMBASSADOR - INAUGURAL CLASS

- » **Amber Bullington Tipton**  
Amelia Island Kayak Excursions
- » **Avis M. Miller**  
Coast One Tours LLC
- » **Bud Brasier**  
Follow That Dream Sailing, LLC
- » **Charles Corbett**  
Retired
- » **Chelsea Sandusky**  
Destination Amelia
- » **Crystal Jozsa**  
Amelia Island Real Estate Services
- » **Dan Cahill**  
Amelia Island Escape Rooms
- » **Deb Kienle**  
Self

- » **Jen Scott**  
Residence Inn Amelia Island
- » **Judie Mackie**  
Amelia River Cruises, Fernandina  
Beach Marketplace
- » **Kelly Powers**  
ONE Sotheby's International Realty
- » **Michelle Payne**  
Engel & Volkers First Coast
- » **Nichol Reed**  
Hofbrau Amelia
- » **Theresa Poynter**  
Self
- » **Veronica Byrnes**  
Amelia Island Williams House B&B
- » **Zane Nesbitt**  
Ritz Carlton Amelia Island





# FL MUSEUM OF BLACK HISTORY

## St. Augustine and Amelia Island vie for state's Black history museum

By *Will Brown*

Published on January 10, 2024 at 3:16 pm

Few would dispute that Northeast Florida's Black history predates the United States. Now, two communities that are older than the republic, St. Augustine and Amelia Island, are competing to house the Florida Museum of Black History.

An eight-member task force will meet Friday as it seeks to select a location for the museum. The task force is expected to vote on the selection criteria during this week's meeting.

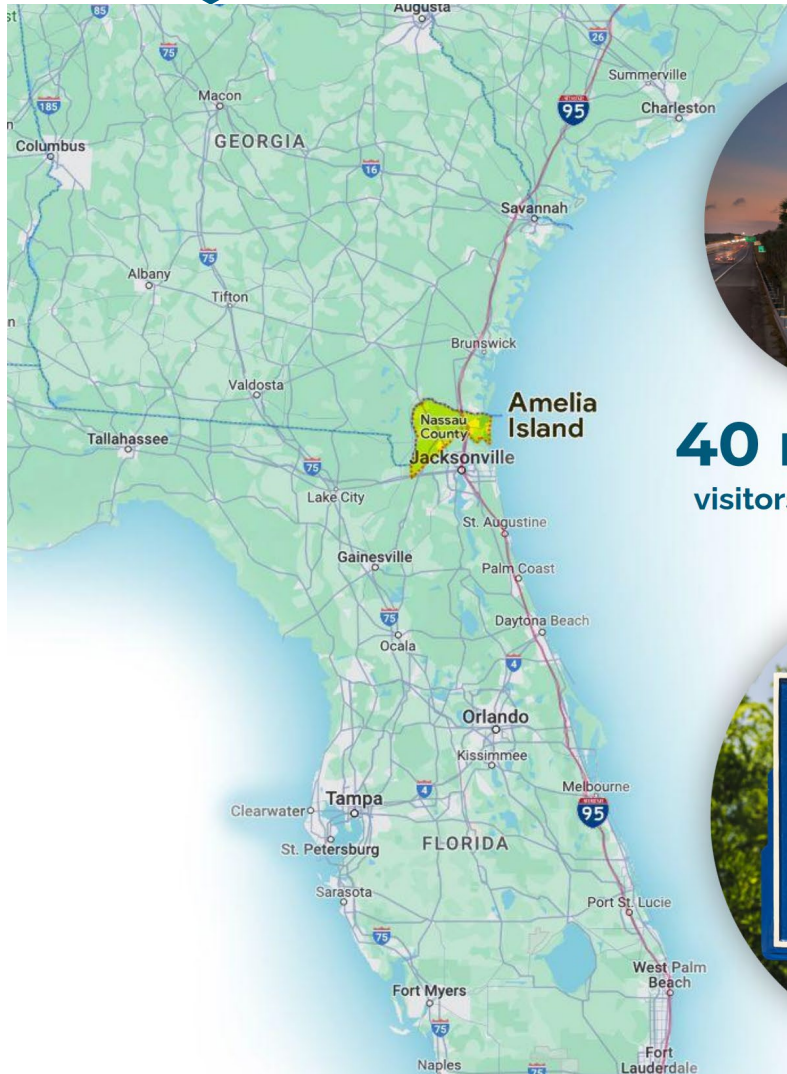
Maurie Dugger, director of program development for the Amelia Island Convention and Visitors Bureau, says the county's location would be closer to Interstate 95 instead of notable Black history landmarks like American Beach.

Last May, Gov. Ron DeSantis signed a bill ([HB 1441](#)) that would create a museum dedicated to Black history. The task force expects to send its recommendations about the museum's location to the governor this spring.

DeSantis, Florida House Speaker Paul Renner, R-Palm Coast, and Florida Senate

- » Task Force appointed by Gov, Senate President & House Speaker to look at the viability of a State Museum dedicated to Black History in Florida
- » 14 Destinations Presented to Task Force
- » Strategic Geographic Location underscores the cultural, historical, economic, and educational significance of the region locally and to the State of Florida.
- » Task Force recommendation anticipated in May

# FL MUSEUM OF BLACK HISTORY



**40 million** (est.)  
visitors annually via I-95



**NASSAU COUNTY** IS THE GATEWAY TO  
EXPLORING FLORIDA'S BLACK HISTORY



**A.L. Lewis: Founder of Florida's first  
African American resort community,  
known as American Beach**

**A.L. Lewis' great-granddaughter  
and activist, MaVynee Betsch,  
known as the "Beach Lady"**



**The Williams House:  
Underground Railroad stop**



# SOCIAL MEDIA

## Oct-Dec 2023 Insights

- » Published Posts: 549 ↗ 167.8%
- » Audience: 155,211 ↗ 12.6%
- » Impressions: 21,379,381 ↗ 105.3%
- » Engagements: 768, 667 ↗ 167.8%





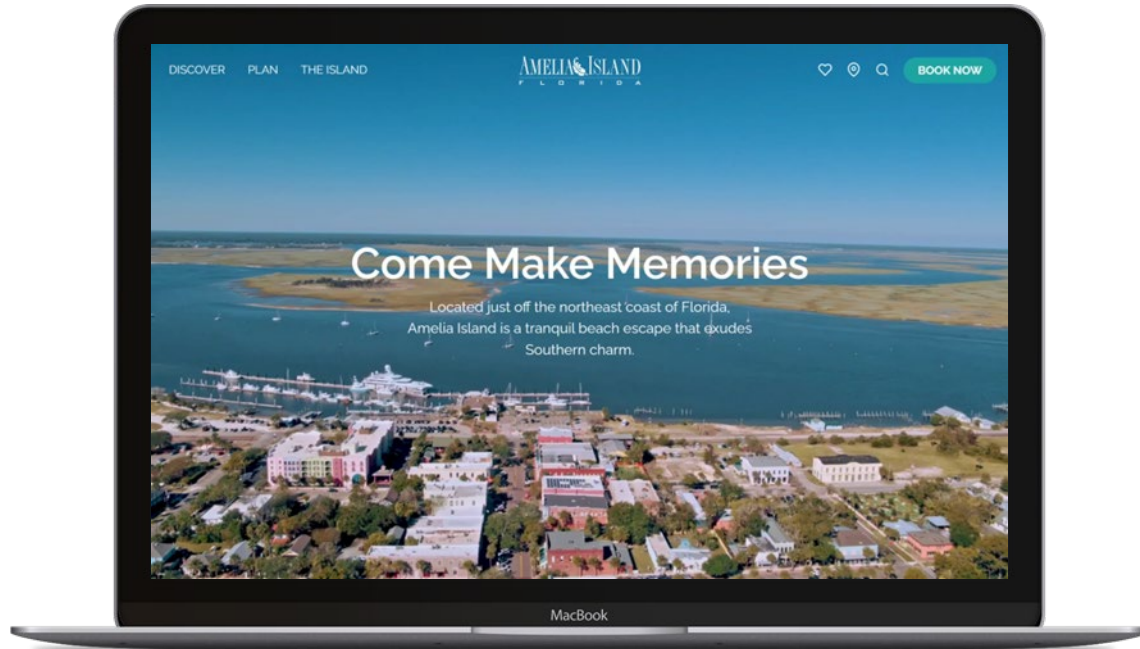
# CONTENT

## 2024 Video Production

- » In production this month:
  - » Couple's Itinerary
  - » Beach Safety

Refreshing and expanding our video content library to incorporate in all future paid and organic efforts.





- **Views:** 467,822 (+19% YoY)
- **Sessions:** 287,942 (+37% YoY)
- **Total Users:** 226,599 (+35% YoY)
- **Avg Session Duration:** 2:08
- **Top performing pages**
  - Dickens on Centre
  - Restaurant Week
  - Taxslayer Gator Bowl
  - Romance Travel Guides

*Source: Google, 12/1 - 1/14/2024*

# PRISTINE BEACHES



## FY'23 Beach Maintenance

- » 61 Tons of beach trash was collected during FY'23 thanks to the investment of TDT allowing our beaches to remain pristine.



# STRATEGIC RESPONSE INITIATIVES

- » **Canadian digital target:** Concentrated digital media investment beginning Jan 8 within the affluent Golden Horseshoe region of Southern Ontario.
- » **Canada's Weather Network:** Secured a February month-long national digital promotion in partnership with Visit Florida on Canada's Weather Network showcasing the destination.
- » **Drive Market elevated digital and social:** Concentrated media investment beginning Jan 15 targeting drive markets of Savannah, Atlanta, Raleigh, Charleston, Charlotte. Geographically north in a bid to avoid the cooler temps northward.
- » **Mid & Lower funnel messaging:** In an effort to drive travel consideration and a sense of urgency, the destination will take a more compelling lower funnel messaging approach.
- » **Consumer Travel Show:** Attendance at select upcoming consumer travel shows including Phoenix Feb 17-18, Washington Feb 24-25, Atlanta March 9-10



# SHOULDER SEASON STRATEGIC ADJUSTMENTS

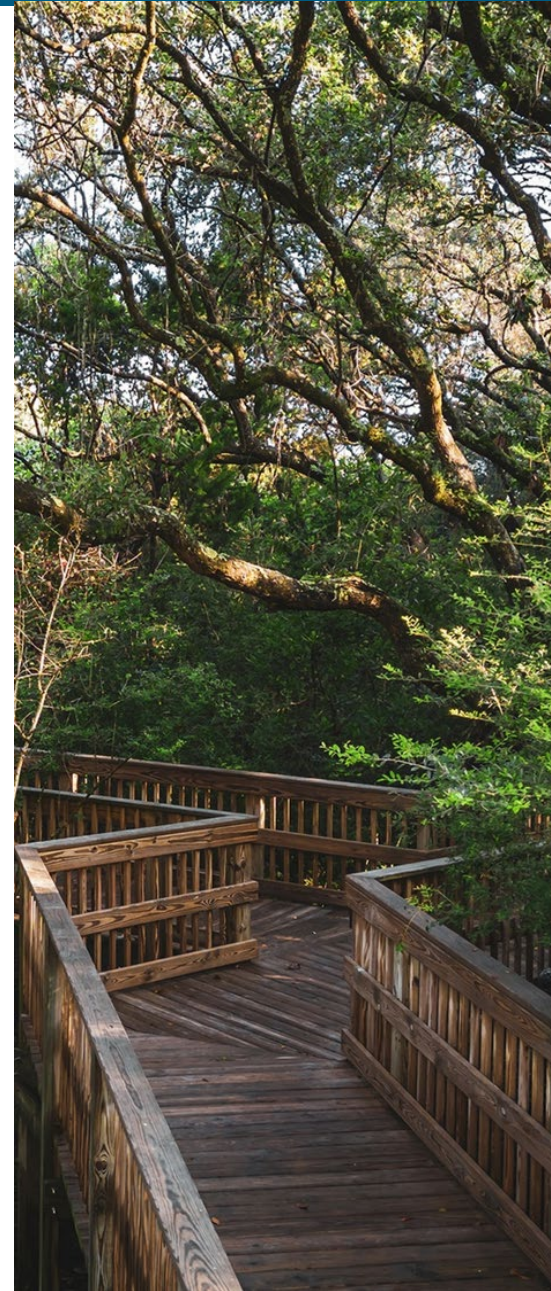
- » **Drive Oct – Feb meetings:** Concentrated effort to drive consideration among the meetings industry during a window that most Florida destinations have compression (plan in development)
- » **Immediately Exploit Dickens 2024 in Trade:** Aggressively target the tour and travel industry, particularly American Bus Association (March : full page ad and advertorial) to encourage development and booking of Dickens bus tour packages.
- » **September Dining “Month”:** Launch a month-long dining month during a traditionally recognized Dining festival timeframe targeting Pre-Family and Couples in all drive markets.
- » **Canadian Market:** Develop an omni channel strategy to target Canadians residing in Southern Ontario to drive October – March visitation..
- » **High Potential Under Performing (HPUP):** Identify and develop an HPUP omni channel strategy in core NE & Midwest markets demonstrating potential to drive visitation Nov – March.

# NEW BUSINESS



## Resolutions

- » Strongman Games Southeast Regional
- » Walldog Public Art

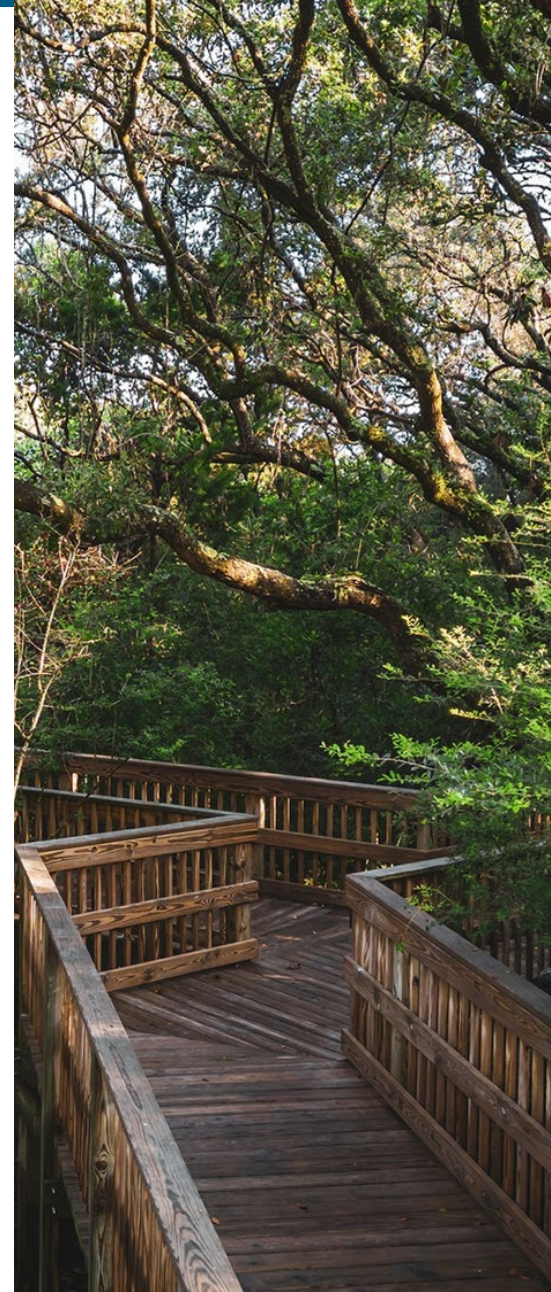




# FY24 TDC MEETING DATES REMINDER



- » March 27@ 3pm
- » May 22 @ 3pm
- » July 24 @ 3pm
- » September 25 @ 3pm





**Thank You**