



1. Agenda



www.AmeliaIslandTDC.com 904.277.4369

Date/Time: Wednesday, March 27, 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

Approval of the AITDC Minutes

Financials & Research Gil Langley

Old Business:

County Report Marshall Eyerman

Beach Harmonization Wayfinding/Signage

Marketing Update

Paul Beirnes/Staff

New Business:

Resolutions

• Engage24!

FY 2024 Meeting Schedule

• May 22 @ 3pm

• July 24 @ 3pm

• September 25 @3pm

Adjourn TDC Business Meeting Commissioner John Martin

Gil Langley



2. Minutes



AMELIA ISLAND TOURIST DEVELOPMENT COUNCIL

2:00 PM, January 17, 2024 James S. Page Governmental Complex, 96135 Nassau Place Yulee, FL 32097

OFFICIAL MINUTES

Call to Order at 2:01 p.m.

Invocation & Pledge

Roll Call

PRESENT:

Commissioner John F. Martin, Board Member Lisa West (departed at 3:00 p.m.), Board Member Phyllis Davis, Board Member Bob Hartman (arrived at 2:05 p.m.), Board Member Barbara Halverstadt, and Board Member Joshua Summers

ABSENT:

Board Member Will Wiest, Board Member Bradley Bean, and Board Member John Beasley

ALSO PRESENT:

Abigail Jorandby, Assistant County Attorney and Abigail Martini, Deputy Clerk Public Input: None

Approval of the AITDC Minutes

Motion: Approve the minutes for the meeting held on November 1, 2023.

Maker: Board Member Davis Second: Board Member West

Action: Approve

Aye: Commissioner Martin, Board Member West, Board Member Davis,

Board Member Halverstadt, and Board Member Summers.

Absent: Board Member Hartman, Board Member Wiest, Board Member

Bean, and Board Member Beasley.

Financials & Research

FY 2024 1st Quarter

<u>Staff Presentation</u>: Gil Langley, President & CEO, came forward to provide a PowerPoint presentation. He reviewed the First Quarter Budget Dedications, Bed Tax Collections, and Collections of different types of accommodations. He provided line charts that illustrated the performance of the Lodging Daily Rate

Averages and Lodging Occupancy. He discussed the predicted Booking Pace for the second quarter of Fiscal Year 2024.

Visitor Profile

<u>Staff Presentation</u>: Joseph St. Germain, President of Down & St. Germain Research came forward to provide a PowerPoint presentation and speak on the results of the Visitor Tracking Study. He discussed the economic impact to the destination, and the visitor journey. Discussion ensued regarding length between quarterly reports.

Old Business

County Report

Staff Presentation: Brandy Carvalho, Director of Strategic Advancement, came forward to review the results of the Bicentennial Celebration and the multiple events that will be held throughout the year. She informed the board of the 2050 Vision Plan and the purpose. Mr. Eyerman came forward to inform the board of the website that will have all of the information regarding events and surveys for the Bicentennial and the 2050 Vision Plan.

Marketing Update

Staff Presentation: Mariela Murphy, Director of Special Events, came forward to provide a PowerPoint presentation regarding the results for Dickens on Centre, including the economic impact, attendance, performance results for the Drone show, the Enchanted Village, Entertainment, Vendors, Run Like the Dickens, Dickens after Dark, and Streetmosphere Entertainment. She reviewed the results for the TaxSlayer Gator Bowl which hosted the Clemson players. Marilou Welling, Director of Engagement, came forward to discuss restaurant week, which included Menu Unveiling Media Event, Digital Menu Books, and Public Relations (PR) Coverage. She briefly reviewed the upcoming Travel Trade shows. Maurie Dugger, Director of Program Development, came forward to and provided an update on the Island Ambassador-Inaugural Class, including the Amelia Island's possible appointment for a Florida Museum of Black History. Madison Jozsa, Social Media Manager, came forward to provide a social media update. Paul Beirnes, Vice President, came forward to discuss the results of the new Amelia Island website traffic. He reviewed the strategic response initiatives and shoulder season strategic adjustments.

New Business

Resolution - Sponsorship Agreement

<u>Staff Presentation</u>: Mariella Murphy came forward to discuss the resolution request for the Train Strongman Games.

Motion: Approve the Resolution for the Train Strongman Games

Sponsorship Agreement.

Maker: Board Member Hartman Second: Board Member Summers

Action: Approve

Aye: Commissioner Martin, Board Member Davis, Board Member

Hartman, Board Member Halverstadt, and Board Member

Summers.

Absent: Board Member West, Board Member Wiest, Board Member

Bean, and Board Member Beasley.

<u>Staff Presentation</u>: Maurie Dugger came forward to discuss the Sponsorship Resolution for the Walldog Public Art.

Motion: Approve the Resolution for the WallDog Public Art

Sponsorship Agreement.

Maker: Board Member Halverstadt

Second: Board Member Davis

Action: Approve

Aye: Commissioner Martin, Board Member Davis, Board Member

Hartman, Board Member Halverstadt, and Board Member

Summers.

Absent: Board Member West, Board Member Wiest, Board Member

Bean, and Board Member Beasley.

FY 2024 Meeting Schedule: March 27, 2024 at 3:00 p.m.; May 22, 2024 at 3:00 p.m.; July 24, 2024 at 3:00 p.m.; and September 25, 2024 at 3: 00 p.m.

Adjournment at 3:13 p.m.

Chairman



3. Financials & Research



YEAR-TO-DATE BUDGET REPORT

FOR 2024 13							
ACCOUNTS FOR: 137 AI TOURIST DEVELOPMENT FUND	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD ACTUAL	ENC/REQ	AVAILABLE BUDGET	PCT USE/COL
37000000 AI TOURIST DEVELOP FUND							
37000000 312130 TOURIST DEVELOP	-11,536,000	0	-11,536,000	-2,842,084.55	.00	-8,693,915.45	24.6%*
37000000 361101 INTEREST-BANK	0	0	0	-35,178.50	.00	35,178.50	100.0%
37000000 361101 FFSB1 INTEREST-B	0	0	0	-21,057.53	.00	21,057.53	100.0%
37000000 361131 USBNK INTEREST -	0	0	0	-110,020.00	.00	110,020.00	100.0%
37000000 361300 USBNK NET INC (D	0	0	0	-130,982.15	.00	130,982.15	100.0%
37000000 361400 USBNK GAIN/LOSS	0	0	0	-52,856.80	.00	52,856.80	100.0%
37000000 399952 CASH FWD-MARKET	-10,230,604	0	-10,230,604	.00	.00	-10,230,604.00	.0%*
37000000 399953 CASH FWD-TRADE	-2,800,245	0	-2,800,245	.00	.00	-2,800,245.00	.0%*
37000000 399954 CASH FWD-BEACH	-1,430,084	0	-1,430,084	.00	.00	-1,430,084.00	.0%*
TOTAL AI TOURIST DEVELOP FUND	-25,996,933	0	-25,996,933	-3,192,179.53	.00	-22,804,753.47	12.3%
37521582 TDC ADMIN FEES-TRANS OUT							
37521582 591910 CLERK ADMINISTRA	173,040	0	173,040	42,647.28	.00	130,392.72	24.6%
37521582 591910 TAXCO ADMIN FEE-	173,040	0	173,040	42,631.28	.00	130,408.72	24.6%
TOTAL TDC ADMIN FEES-TRANS OUT	346,080	0	346,080	85,278.56	.00	260,801.44	24.6%
37522552 TDC RESEARCH/ADMIN							
37522552 531041 MANAGEMENT FEE-	1,678,488	0	1,678,488	413,523.30	.00	1,264,964.70	24.6%
TOTAL TDC RESEARCH/ADMIN	1,678,488	0	1,678,488	413,523.30	.00	1,264,964.70	24.6%
27522552 #00 110005							

37523552 TDC MARKETING



YEAR-TO-DATE BUDGET REPORT

FOR 2024 13							
ACCOUNTS FOR: 137 AI TOURIST DEVELOPMENT FUND	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD ACTUAL	ENC/REQ	AVAILABLE BUDGET	PCT USE/COL
37523552 369900 DOC MISCELLANEOU	0	0	0	-35,984.35	.00	35,984.35	100.0%
37523552 399100 C0112 CASH FORWA	-1,000,000	0	-1,000,000	.00	.00	-1,000,000.00	.0%*
37523552 512000 REGULAR SALARIE	43,973	0	43,973	.00	.00	43,973.00	.0%
37523552 521010 FICA TAXES	2,726	0	2,726	.00	.00	2,726.00	.0%
37523552 521020 MEDICARE TAXES	638	0	638	.00	.00	638.00	.0%
37523552 522000 RETIREMENT	5,237	0	5,237	.00	.00	5,237.00	.0%
37523552 523010 LIFE & HEALTH I	8,250	0	8,250	.00	.00	8,250.00	.0%
37523552 524010 WORKERS' COMPEN	70	0	70	.00	.00	70.00	.0%
37523552 531000 PROFESSIONAL SE	300,000	0	300,000	5,306.74	.00	294,693.26	1.8%
37523552 531000 C0112 PROFESSION	2,900,000	0	2,900,000	10,000.00	67,141.51	2,822,858.49	2.7%
37523552 534250 MARKETING DATA	235,000	0	235,000	24,750.00	128,750.00	81,500.00	65.3%
37523552 540000 ENTNT TRAVEL AND	7,200	0	7,200	.00	.00	7,200.00	.0%
37523552 540000 LODGE TRAVEL AND	10,000	0	10,000	.00	.00	10,000.00	.0%
37523552 540000 MEALS TRAVEL AND	10,000	0	10,000	.00	.00	10,000.00	.0%
37523552 540000 TRAVL TRAVEL AND	10,000	0	10,000	.00	.00	10,000.00	.0%
37523552 542000 FULFL FREIGHT AN	2,500	0	2,500	.00	.00	2,500.00	.0%
37523552 548110 PRODUCTION	642,854	0	642,854	127,124.22	415,628.57	100,101.21	84.4%
37523552 548110 CONTE PRODUCTION	0	0	0	4,700.00	.00	-4,700.00	100.0%*
37523552 548110 DESGN PRODUCTION	0	0	0	.00	31,432.26	-31,432.26	100.0%*
37523552 548120 PAID MEDIA	3,410,000	0	3,410,000	970,723.73	2,328,094.02	111,182.25	96.7%
37523552 548120 AUDIO PAID MEDIA	0	0	0	8,333.32	.04	-8,333.36	100.0%*
37523552 548120 DIGIT PAID MEDIA	0	0	0	44,170.08	150,083.63	-194,253.71	100.0%*

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YEAR-TO-DATE BUDGET REPORT

AT TOURIST DEVELOPMENT FUND APPROP ADJSTMTS BUDGET YTD ACTUAL ENC/REQ BUDGET USE/C 2523552 548120 LCPRJ PAID MEDIA 0 0 0 10,840.00 10,705.00 -21,545.00 100.0% 7523552 548120 PRINT PAID MEDIA 0 0 0 0 29,272.36 3,000.00 -32,272.36 100.0% 7523552 548240 INTERACTIVE 450,000 0 450,000 71,188.67 276,502.50 102,308.83 77.3% 7523552 548240 LICEN INTERACTIVY 0 0 0 0 1,602.00 .00 -39,873.74 100.0% 7523552 548250 LCPRJ PARTNERS/S 300,000 0 0 300,000 .00 .00 300,000.00 .00 7523552 548350 Grant PARTNERS/S 300,000 0 0 400,000 65,000.00 .00 335,000.00 16.3% 7523552 548350 PRTNR PARTNERS/S 160,000 0 160,000 135,000.00 .00 25,000.00 .00 7523552 548350 SPORT PARTNERS/S 205,000 0 205,000 0 .00 .00 205,000.00 .00 7523552 548350 SPORT PARTNERS/S 205,000 0 205,000 0 .00 .00 205,000.00 .00 7523552 548350 SPORT PARTNERS/S 205,000 0 205,000 0 .00 205,000.00 .00 7523552 548520 SPECIAL EVENTS 5,000 0 5,000 2,792.54 .00 2,207.46 55.9% 7523552 548520 SPECIAL EVEN 400,000 0 400,000 241,237.86 2,229.66 156,532.48 60.9% 7523552 548520 HOLDY SPECIAL EV 200,000 0 5,000 0 5,000 560.00 .00 107,193.40 46.4% 7523552 548520 RESTW SPECIAL EV 200,000 0 5,000 0 5,000 560.00 .00 107,193.40 46.4% 7523552 548520 SPEC SPECIAL EVE 300,000 0 300,000 60,685.00 .00 107,193.40 46.4% 7523552 548520 SPEC SPECIAL EVE 300,000 0 300,000 60,685.00 .00 239,315.00 20.2% 7523552 548520 SPEC SPECIAL EVE 300,000 0 160,000 40,500.00 119,200.00 300.00 99.8% TOTAL TDC MARKETING 9,173,448 0 9,173,448 1,950,482.51 3,532,767.19 3,690,198.30 59.8% 7524552 54850 TDC TRADE SHOWS/TRAVEL TR 7524552 540000 LODGE TRAVEL AND 12,000 0 12,000 3,300.52 .00 8,699.48 27.5% 7525552 540000 LODGE TRAVEL AND 12,000 0 12,000 3,300.52 .00 8,699.48 27.5%	FOR 2024 13							
7523552 548240 INTERACTIVE 450,000 0 450,000 71,188.67 276,502.50 102,308.83 77.3% 7253552 548240 INTERACTIVE 450,000 0 450,000 71,188.67 276,502.50 102,308.83 77.3% 7253552 548240 LICEN INTERACTIV 0 0 0 0 39,873.74 00 39,873.74 100.0% 7253552 548240 TOOLS INTERACTIV 0 0 0 0 1,602.00 00	ACCOUNTS FOR: 137 AI TOURIST DEVELOPMENT FUND				YTD ACTUAL	ENC/REQ		PCT USE/COI
## ## ## ## ## ## ## ## ## ## ## ## ##	37523552 548120 LCPRJ PAID MEDIA	0	0	0	10,840.00	10,705.00	-21,545.00	100.0%*
7523552 548240 LICEN INTERACTIV 0 0 0 0 39,873.74 .00 -39,873.74 100.0% 7523552 548240 TOOLS INTERACTIV 0 0 0 0 1,602.00 .00 -1,602.00 100.0% 7523552 548350 Grant PARTNERS/S 300,000 0 300,000 .00 .00 300,000.00 .0% 7523552 548350 LCPRJ PARTNERS/S 400,000 0 400,000 65,000.00 .00 335,000.00 16.3% 7523552 548350 PRTNR PARTNERS/S 160,000 0 160,000 135,000.00 .00 25,000.00 84.4% 7523552 548350 SPORT PARTNERS/S 205,000 0 205,000 .00 .00 205,000.00 .0% 7523552 548520 SPECIAL EVENTS 5,000 0 5,000 2,792.54 .00 2,207.46 55.9% 7523552 548520 DOC SPECIAL EVEN 400,000 0 400,000 241,237.86 2,229.66 156,532.48 60.9% 7523552 548520 HOLDY SPECIAL EV 200,000 0 200,000 92,806.60 .00 107,193.40 46.4% 7523552 548520 SPEC SPECIAL EVE 300,000 0 5,000 560.00 .00 4,440.00 11.2% 7523552 548520 SPEC SPECIAL EVE 300,000 0 300,000 60,685.00 .00 239,315.00 20.2% 7523552 548520 SPEC SPECIAL EVE 300,000 0 160,000 40,500.00 119,200.00 300.00 99.8% TOTAL TDC MARKETING 9,173,448 0 9,173,448 1,950,482.51 3,532,767.19 3,690,198.30 59.8% 7524552 54000 WELMC OTHER CONT 1,200 0 1,200 206.00 .00 2,500.00 .0% 7524552 540000 ENTNT TRAVEL AND 2,500 0 2,500 .00 2,500 .00 8,699.48 27.5%	37523552 548120 PRINT PAID MEDIA	0	0	0	29,272.36	3,000.00	-32,272.36	100.0%*
7523552 548240 TOOLS INTERACTIV 0 0 0 1,602.00 .00 -1,602.00 100.00 7523552 548350 Grant PARTNERS/S 300,000 0 300,000 .00 .00 300,000.00 .00 7523552 548350 LCPRJ PARTNERS/S 400,000 0 400,000 65,000.00 .00 335,000.00 16.30 7523552 548350 PRINR PARTNERS/S 160,000 0 160,000 135,000.00 .00 .00 25,000.00 84.40 7523552 548350 SPORT PARTNERS/S 205,000 0 205,000 .00 .00 .00 205,000.00 .00 7523552 548520 SPECIAL EVENTS 5,000 0 5,000 2,792.54 .00 2,207.46 55.90 7523552 548520 DOC SPECIAL EVEN 400,000 0 400,000 241,237.86 2,229.66 156,532.48 60.90 7523552 548520 PRECIAL EVEN 400,000 0 200,000 92,806.60 .00 107,193.40 46.40 7523552 548520 RESTW SPECIAL EVE 300,000 0 5,000 560.00 .00 4,440.00 11.20 7523552 548520 SPEC SPECIAL EVE 300,000 0 300,000 60,685.00 .00 239,315.00 20.20 7523552 548520 SPEC SPECIAL EVE 300,000 0 160,000 40,500.00 119,200.00 300.00 99.80 7523552 548520 PREXP PUBLIC REL 160,000 0 160,000 40,500.00 119,200.00 300.00 99.80 7524552 TOC TRADE SHOWS/TRAVEL TR 7524552 TOC TRADE SHOWS/TRAVEL TR 7524552 540000 ENTNT TRAVEL AND 2,500 0 2,500 .00 .00 2,500.00 .00 7524552 540000 LODGE TRAVEL AND 12,000 0 12,000 3,300.52 .00 8,699.48 27.58	37523552 548240 INTERACTIVE	450,000	0	450,000	71,188.67	276,502.50	102,308.83	77.3%
7523552 548350 Grant PARTNERS/S 300,000 0 300,000 0.00 .00 300,000.00 .00 7523552 548350 LCPRJ PARTNERS/S 400,000 0 400,000 65,000.00 .00 335,000.00 16.3% 7523552 548350 PRTNR PARTNERS/S 160,000 0 160,000 135,000.00 .00 25,000.00 84.4% 7523552 548350 SPORT PARTNERS/S 205,000 0 205,000 .00 .00 205,000.00 .0% 7523552 548520 SPECIAL EVENTS 5,000 0 5,000 2,792.54 .00 2,207.46 55.9% 7523552 548520 DOC SPECIAL EVEN 400,000 0 400,000 241,237.86 2,229.66 156,532.48 60.9% 7523552 548520 HOLDY SPECIAL EV 200,000 0 200,000 92,806.60 .00 107,193.40 46.4% 7523552 548520 SPEC SPECIAL EVE 300,000 0 5,000 560.00 .00 4,440.00 11.2% 7523552 548520 SPEC SPECIAL EVE 300,000 0 300,000 60,685.00 .00 239,315.00 20.2% 7523552 548520 SPEC SPECIAL EVE 300,000 0 160,000 40,500.00 119,200.00 300.00 99.8% TOTAL TDC MARKETING 9,173,448 0 9,173,448 1,950,482.51 3,532,767.19 3,690,198.30 59.8% 7524552 TDC TRADE SHOWS/TRAVEL TR 7524552 540000 ENTNT TRAVEL AND 2,500 0 2,500 .00 .00 2,500.00 .00 7524555 540000 LDGGE TRAVEL AND 12,000 0 12,000 3,300.52 .00 8,699.48 27.5%	37523552 548240 LICEN INTERACTIV	0	0	0	39,873.74	.00	-39,873.74	100.0%*
7523552 548350 LCPRJ PARTNERS/S	37523552 548240 TOOLS INTERACTIV	0	0	0	1,602.00	.00	-1,602.00	100.0%*
7523552 548350 PRTNR PARTNERS/S	37523552 548350 Grant PARTNERS/S	300,000	0	300,000	.00	.00	300,000.00	.0%
7523552 548520 SPECIAL EVENTS 5,000 0 5,000 2,792.54 .00 2,207.46 55.9% 7523552 548520 DOC SPECIAL EVEN 400,000 0 400,000 241,237.86 2,229.66 156,532.48 60.9% 7523552 548520 HOLDY SPECIAL EVEN 200,000 0 200,000 92,806.60 .00 107,193.40 46.4% 7523552 548520 RESTW SPECIAL EVE 300,000 0 5,000 560.00 .00 4,440.00 11.2% 7523552 548520 SPEC SPECIAL EVE 300,000 0 300,000 60,685.00 .00 239,315.00 20.2% 7523552 548710 PREXP PUBLIC REL 160,000 0 160,000 40,500.00 119,200.00 300.00 99.8% TOTAL TDC MARKETING 9,173,448 0 9,173,448 1,950,482.51 3,532,767.19 3,690,198.30 59.8% 7524552 TDC TRADE SHOWS/TRAVEL TR 7524552 540000 WELMC OTHER CONT 1,200 0 1,200 206.00 .00 994.00 17.2% 7524552 540000 ENTNT TRAVEL AND 2,500 0 2,500 .00 .00 2,500.00 .0% 7524552 540000 LODGE TRAVEL AND 12,000 0 12,000 3,300.52 .00 8,699.48 27.5%	37523552 548350 LCPRJ PARTNERS/S	400,000	0	400,000	65,000.00	.00	335,000.00	16.3%
7523552 548520 SPECIAL EVEN 400,000 0 5,000 2,792.54 .00 2,207.46 55.9% 7523552 548520 DOC SPECIAL EVEN 400,000 0 400,000 241,237.86 2,229.66 156,532.48 60.9% 7523552 548520 HOLDY SPECIAL EV 200,000 0 200,000 92,806.60 .00 107,193.40 46.4% 7523552 548520 RESTW SPECIAL EV 5,000 0 5,000 560.00 .00 4,440.00 11.2% 7523552 548520 SPEC SPECIAL EVE 300,000 0 300,000 60,685.00 .00 239,315.00 20.2% 7523552 548710 PREXP PUBLIC REL 160,000 0 160,000 40,500.00 119,200.00 300.00 99.8% TOTAL TDC MARKETING 9,173,448 0 9,173,448 1,950,482.51 3,532,767.19 3,690,198.30 59.8% 7524552 TDC TRADE SHOWS/TRAVEL TR 7524552 534000 WELMC OTHER CONT 1,200 0 1,200 206.00 .00 994.00 17.2% 7524552 540000 ENTNT TRAVEL AND 2,500 0 2,500 .00 .00 2,500.00 .0% 7524552 540000 LODGE TRAVEL AND 12,000 0 12,000 3,300.52 .00 8,699.48 27.5%	37523552 548350 PRTNR PARTNERS/S	160,000	0	160,000	135,000.00	.00	25,000.00	84.4%
7523552 548520 DOC SPECIAL EVEN 400,000 0 400,000 241,237.86 2,229.66 156,532.48 60.9% 7523552 548520 HOLDY SPECIAL EV 200,000 0 200,000 92,806.60 .00 107,193.40 46.4% 7523552 548520 RESTW SPECIAL EV 5,000 0 5,000 560.00 .00 4,440.00 11.2% 7523552 548520 SPEC SPECIAL EVE 300,000 0 300,000 60,685.00 .00 239,315.00 20.2% 7523552 548710 PREXP PUBLIC REL 160,000 0 160,000 40,500.00 119,200.00 300.00 99.8% TOTAL TDC MARKETING 9,173,448 0 9,173,448 1,950,482.51 3,532,767.19 3,690,198.30 59.8% 7524552 TDC TRADE SHOWS/TRAVEL TR 7524552 534000 WELMC OTHER CONT 1,200 0 1,200 206.00 .00 994.00 17.2% 7524552 540000 ENTNT TRAVEL AND 2,500 0 2,500 .00 .00 2,500.00 .0% 7524552 540000 LODGE TRAVEL AND 12,000 0 12,000 3,300.52 .00 8,699.48 27.5%	37523552 548350 SPORT PARTNERS/S	205,000	0	205,000	.00	.00	205,000.00	.0%
7523552 548520 HOLDY SPECIAL EV 200,000 0 200,000 92,806.60 .00 107,193.40 46.4% 7523552 548520 RESTW SPECIAL EV 5,000 0 5,000 560.00 .00 4,440.00 11.2% 7523552 548520 SPEC SPECIAL EVE 300,000 0 300,000 60,685.00 .00 239,315.00 20.2% 7523552 548710 PREXP PUBLIC REL 160,000 0 160,000 40,500.00 119,200.00 300.00 99.8% TOTAL TDC MARKETING 9,173,448 0 9,173,448 1,950,482.51 3,532,767.19 3,690,198.30 59.8% 7524552 TDC TRADE SHOWS/TRAVEL TR 7524552 534000 WELMC OTHER CONT 1,200 0 1,200 206.00 .00 994.00 17.2% 7524552 540000 ENTNT TRAVEL AND 2,500 0 2,500 .00 .00 2,500.00 .0% 7524552 540000 LODGE TRAVEL AND 12,000 0 12,000 3,300.52 .00 8,699.48 27.5%	37523552 548520 SPECIAL EVENTS	5,000	0	5,000	2,792.54	.00	2,207.46	55.9%
7523552 548520 RESTW SPECIAL EV 5,000 0 5,000 560.00 .00 4,440.00 11.2% 7523552 548520 SPEC SPECIAL EVE 300,000 0 300,000 60,685.00 .00 239,315.00 20.2% 7523552 548710 PREXP PUBLIC REL 160,000 0 160,000 40,500.00 119,200.00 300.00 99.8% TOTAL TDC MARKETING 9,173,448 0 9,173,448 1,950,482.51 3,532,767.19 3,690,198.30 59.8% 7524552 TDC TRADE SHOWS/TRAVEL TR 7524552 534000 WELMC OTHER CONT 1,200 0 1,200 206.00 .00 994.00 17.2% 7524552 540000 ENTNT TRAVEL AND 2,500 0 2,500 .00 .00 2,500.00 .0% 7524552 540000 LODGE TRAVEL AND 12,000 0 12,000 3,300.52 .00 8,699.48 27.5%	37523552 548520 DOC SPECIAL EVEN	400,000	0	400,000	241,237.86	2,229.66	156,532.48	60.9%
7523552 548520 SPEC SPECIAL EVE 300,000 0 300,000 60,685.00 .00 239,315.00 20.2% 7523552 548710 PREXP PUBLIC REL 160,000 0 160,000 40,500.00 119,200.00 300.00 99.8% TOTAL TDC MARKETING 9,173,448 0 9,173,448 1,950,482.51 3,532,767.19 3,690,198.30 59.8% 7524552 50000 WELMC OTHER CONT 1,200 0 1,200 206.00 .00 994.00 17.2% 7524552 540000 ENTNT TRAVEL AND 2,500 0 2,500 .00 .00 2,500.00 .0% 7524552 540000 LODGE TRAVEL AND 12,000 0 12,000 3,300.52 .00 8,699.48 27.5%	37523552 548520 HOLDY SPECIAL EV	200,000	0	200,000	92,806.60	.00	107,193.40	46.4%
7523552 548710 PREXP PUBLIC REL 160,000 0 160,000 40,500.00 119,200.00 300.00 99.8% TOTAL TDC MARKETING 9,173,448 0 9,173,448 1,950,482.51 3,532,767.19 3,690,198.30 59.8% 7524552 TDC TRADE SHOWS/TRAVEL TR 7524552 534000 WELMC OTHER CONT 1,200 0 1,200 206.00 .00 994.00 17.2% 7524552 540000 ENTNT TRAVEL AND 2,500 0 2,500 .00 .00 2,500.00 .0% 7524552 540000 LODGE TRAVEL AND 12,000 0 12,000 3,300.52 .00 8,699.48 27.5%	37523552 548520 RESTW SPECIAL EV	5,000	0	5,000	560.00	.00	4,440.00	11.2%
TOTAL TDC MARKETING 9,173,448 0 9,173,448 1,950,482.51 3,532,767.19 3,690,198.30 59.8% 7524552 TDC TRADE SHOWS/TRAVEL TR 7524552 534000 WELMC OTHER CONT 1,200 0 1,200 206.00 .00 994.00 17.2% 7524552 540000 ENTNT TRAVEL AND 2,500 0 2,500 .00 .00 2,500.00 .0% 7524552 540000 LODGE TRAVEL AND 12,000 0 12,000 3,300.52 .00 8,699.48 27.5%	37523552 548520 SPEC SPECIAL EVE	300,000	0	300,000	60,685.00	.00	239,315.00	20.2%
7524552 TDC TRADE SHOWS/TRAVEL TR 7524552 534000 WELMC OTHER CONT 1,200 0 1,200 206.00 .00 994.00 17.2% 7524552 540000 ENTNT TRAVEL AND 2,500 0 2,500 .00 .00 2,500.00 .0% 7524552 540000 LODGE TRAVEL AND 12,000 0 12,000 3,300.52 .00 8,699.48 27.5%	37523552 548710 PREXP PUBLIC REL	160,000	0	160,000	40,500.00	119,200.00	300.00	99.8%
7524552 534000 WELMC OTHER CONT 1,200 0 1,200 206.00 .00 994.00 17.2% 7524552 540000 ENTNT TRAVEL AND 2,500 0 2,500 .00 .00 2,500.00 .0% 7524552 540000 LODGE TRAVEL AND 12,000 0 12,000 3,300.52 .00 8,699.48 27.5%	TOTAL TDC MARKETING	9,173,448	0	9,173,448	1,950,482.51	3,532,767.19	3,690,198.30	59.8%
7524552 540000 ENTNT TRAVEL AND 2,500 0 2,500 .00 .00 2,500.00 .0% 7524552 540000 LODGE TRAVEL AND 12,000 0 12,000 3,300.52 .00 8,699.48 27.5%	37524552 TDC TRADE SHOWS/TRAVEL TR							
7524552 540000 LODGE TRAVEL AND 12,000 0 12,000 3,300.52 .00 8,699.48 27.5%	37524552 534000 WELMC OTHER CONT	1,200	0	1,200	206.00	.00	994.00	17.2%
	37524552 540000 ENTNT TRAVEL AND	2,500	0	2,500	.00	.00	2,500.00	.0%
7524552 540000 MEALS TRAVEL AND 5,000 0 5,000 441.34 .00 4,558.66 8.8%	37524552 540000 LODGE TRAVEL AND	12,000	0	12,000	3,300.52	.00	8,699.48	27.5%
,	37524552 540000 MEALS TRAVEL AND	5,000	0	5,000	441.34	.00	4,558.66	8.8%

3



YEAR-TO-DATE BUDGET REPORT

FOR 2024 13							
ACCOUNTS FOR: 137 AI TOURIST DEVELOPMENT FUND	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD ACTUAL	ENC/REQ	AVAILABLE BUDGET	PCT USE/COI
37524552 540000 SALMS TRAVEL AND	1,000	0	1,000	.00	.00	1,000.00	.0%
37524552 540000 TRAVL TRAVEL AND	17,500	0	17,500	3,287.73	.00	14,212.27	18.8%
37524552 541000 WELMC COMMUNICAT	5,500	0	5,500	392.50	.00	5,107.50	7.1%
37524552 542000 DRAYG FREIGHT AN	80,000	0	80,000	.00	.00	80,000.00	.0%
37524552 542000 FULFL FREIGHT AN	55,000	0	55,000	18,769.47	17,500.00	18,730.53	65.9%
37524552 542000 POSTG FREIGHT AN	0	0	0	82.54	.00	-82.54	100.0%*
37524552 543000 WELMC UTILITY SE	5,000	0	5,000	1,910.21	.00	3,089.79	38.2%
37524552 544000 WELMC RENTALS AN	18,000	0	18,000	3,682.03	.00	14,317.97	20.5%
37524552 545000 INSURANCE	7,500	0	7,500	.00	.00	7,500.00	.0%
37524552 545000 WELMC INSURANCE	4,200	0	4,200	1,558.00	.00	2,642.00	37.1%
37524552 547000 PRINTING-BROCHU	170,000	0	170,000	15,375.86	.00	154,624.14	9.0%
37524552 548018 INTNL TRAVEL TRA	350,000	0	350,000	74,875.00	177,875.00	97,250.00	72.2%
37524552 548018 MEETG TRAVEL TRA	300,000	0	300,000	2,750.00	.00	297,250.00	.9%
37524552 548018 NICHE TRAVEL TRA	455,000	0	455,000	73,048.50	327,801.50	54,150.00	88.1%
37524552 548018 TDREL TRAVEL TRA	10,000	0	10,000	1,430.00	.00	8,570.00	14.3%
37524552 548018 TDSHW TRAVEL TRA	180,000	0	180,000	20,885.00	.00	159,115.00	11.6%
37524552 548019 INCTV HOSPITALIT	100,000	0	100,000	10,825.92	1,174.08	88,000.00	12.0%
37524552 548019 PUBAW HOSPITALIT	45,000	0	45,000	1,461.24	.00	43,538.76	3.2%
37524552 548019 WELMC HOSPITALIT	15,000	0	15,000	1,300.00	.00	13,700.00	8.7%
37524552 548161 FAMS FAMILIARIZA	15,000	0	15,000	.00	.00	15,000.00	.0%
37524552 548161 FLTFS FAMILIARIZ	10,000	0	10,000	.00	.00	10,000.00	.0%
37524552 548161 SALMS FAMILIARIZ	9,592	0	9,592	.00	.00	9,592.00	.0%



YEAR-TO-DATE BUDGET REPORT

FOR 2024 13							
ACCOUNTS FOR: .37 AI TOURIST DEVELOPMENT FUND	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD ACTUAL	ENC/REQ	AVAILABLE BUDGET	PCT USE/COL
37524552 549000 WELMC OTHER CURR	130,000	0	130,000	24,407.15	85,592.85	20,000.00	84.6%
37524552 552007 PROMOTIONAL SUP	50,000	0	50,000	7,685.57	5,506.01	36,808.42	26.4%
37524552 554006 DUES/SUBSCRIPT/	30,000	0	30,000	14,033.00	.00	15,967.00	46.8%
TOTAL TDC TRADE SHOWS/TRAVEL TR	2,083,992	0	2,083,992	281,707.58	615,449.44	1,186,834.98	43.0%
37525539 TDC BEACH IMPROVMENTS							
37525539 399100 C0112 CASH FORWA	-3,000,000	0	-3,000,000	.00	.00	-3,000,000.00	.0%*
37525539 534102 CONTRACT SERVIC	30,000	0	30,000	.00	.00	30,000.00	. 0%
37525539 534102 OFBCH CONTRACT S	125,000	0	125,000	13,500.00	.00	111,500.00	10.8%
37525539 534102 ONBCH CONTRACT S	360,000	0	360,000	139,500.00	47,008.75	173,491.25	51.8%
37525539 552000 MISC OPERATING	13,992	0	13,992	9,403.79	.00	4,588.21	67.2%
37525539 554000 DUES & SUBSCRIP	15,000	0	15,000	6,500.00	.00	8,500.00	43.3%
37525539 563000 C0112 IMPROVEMEN	4,100,000	0	4,100,000	.00	.00	4,100,000.00	.0%
37525539 581202 AID-CITY OF FER	75,000	0	75,000	8,820.21	.00	66,179.79	11.8%
TOTAL TDC BEACH IMPROVMENTS	1,718,992	0	1,718,992	177,724.00	47,008.75	1,494,259.25	13.1%
37999599 RESERVES							
7999599 599053 RESERVES MARKET	8,330,604	0	8,330,604	.00	.00	8,330,604.00	.0%
37999599 599054 RESERVES TRADE	1,835,245	0	1,835,245	.00	.00	1,835,245.00	.0%
37999599 599055 RESERVES BEACH	830,084	0	830,084	.00	.00	830,084.00	.0%
TOTAL RESERVES	10,995,933	0	10,995,933	.00	.00	10,995,933.00	.0%



YEAR-TO-DATE BUDGET REPORT

FOR 2024 13							
ACCOUNTS FOR: 137 AI TOURIST DEVELOPMENT FUND	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD ACTUAL	ENC/REQ	AVAILABLE BUDGET	PCT USE/COL
TOTAL AI TOURIST DEVELOPMENT FUND	0	0	0	-283,463.58	4,195,225.38	-3,911,761.80	100.0%
TOTAL REVENUES TOTAL EXPENSES	-29,996,933 29,996,933	0 -	29,996,933	-3,228,163.88 2,944,700.30	.00 4,195,225.38	-26,768,769.12 22,857,007.32	



YEAR-TO-DATE BUDGET REPORT

FOR 2024 13								
		ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD ACTUAL	ENC/REQ	AVAILABLE BUDGET	PCT USE/COL
	GRAND TOTAL	0	0	0	-283,463.58	4,195,225.38	-3,911,761.80	100.0%

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

Report generated: 03/14/2024 11:19 User: 6235naro Program ID: glytdbud

Amelia Island Bed Tax By Type FY2024

			OCT	OBER					NOVE	MBER						DECEMBER				l	FIRST QUART	ER			/	
Type	Potential	Actual	Occ.	Sales	Pct	Bed Tax	Potential	Actual	Occ.	Sales	Pct	Bed Tax	Potential	Actual	Occ.	Sales	Pct	Bed Tax	Potential	Actual	Осс	Sales		Bed Tax	ADR	RevPA
3	2,728	1,284	47.1% \$	420,043	2.5% \$	21,002	2,640	1,081	40.9% \$	321,514	2.3%		2,976	1,038	34.9% \$		2.6% \$	14,351 \$	8,344 \$	3,403	40.8% \$	1,028,580	2.5% \$		\$302.26	
el	46,221	22,413	48.5% \$	7,932,366	46.9% \$	396,618	44,730	20,494	45.8% \$	6,363,421	46.3%	\$ 318,171	46,221	17,503	37.9% \$	5,407,306	48.2% \$	270,365 \$	137,172 \$	60,410	44.0% \$	19,703,093	47.1% \$	985,155	\$326.16	\$14
perty Management	55,459	32,319	58.3% \$	7,360,362	43.6% \$	368,018	53,640	28,644	53.4% \$	5,705,097	41.5%	\$ 285,255	55,893	28,270	50.6% \$	4,339,198	38.7% \$	216,960 \$	164,992 \$	89,233	54.1% \$	17,404,657	41.6% \$	870,233	\$195.05	5 \$10
ms*	279	29	10.4% \$	54,038	0.3% \$	2,702	240	14	5.8% \$	2,723	0.0%	\$ 136	248	21	8.5% \$	2,594	0.0% \$	130 \$	767 \$	64	8.3% \$	59,355	0.1% \$	2,968	\$927.43	3 \$
le Family	5,084	1,275	25.1% \$	407,330	2.4% \$	20,367	4,950	1,191	24.1% \$	408,598	3.0%	\$ 20,430	5,208	1,355	26.0% \$	365,735	3.3% \$	18,287 \$	15,242 \$	3,821	25.1% \$	1,181,663	2.8% \$	59,083	\$309.25	5 \$
ido	8.184	2.808	34.3% \$	724,274	4.3% \$	36.214	7.950	2.865	36.0% \$	940.483	6.8%	\$ 47.024	8.246	2.711	32.9% \$	823.699	7.3% \$	41.185 \$	24.380 \$	8.384	34.4% \$	2.488.456	5.9% \$	124,423	\$296.81	\$1
AL	117,955	60,128	51.0%	16.898.414	100.0%	844,921	114,150	54,289	47.6% \$	13.741.836	100.0%	\$ 687,092	118,792	50.898	42.8% \$	11.225.554	100.0% \$	561,278	350.897 \$	165,315	47.1% \$	41.865.804	100.0% \$	2.093,290	\$253.25	5 \$1
ntal type ROOMS category	orv: rentals whe	re a home owr	er is only renti	na out a room in	their house ve			ed in Mav. 202	(2)	-, ,		,,		,		, .,			, ,	,		,,.		,,	i	
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7			JAN	JARY					FEBRI	JARY						MARCH				SE	COND QUAR	TER				
Type	Potential	Actual	Occ.	Sales	Pct	Bed Tax	Potential	Actual	Occ.	Sales	Pct	Bed Tax	Potential	Actual	Occ.	Sales	Pct	Bed Tax	Potential	Actual	Occ	Sales	Pct	Bed Tax	ADR	Revi
. , , , ,	2,728	670	24.6% \$	212,760	2.0% \$	10,638	. 0.0	7101441	#DIV/0! \$	-	#DIV/0!	200 . 0.0		7101441	#DIV/0! \$	-	#DIV/0!	204 144	2,728	670	24.6% \$	212,760	2.0% \$		\$317.55	
1	46,221	16,781	36.3% \$	4,788,864	45.4% \$	239,443			#DIV/0! \$	_	#DIV/0!				#DIV/0! \$	_	#DIV/0!		46,221	16,781	36.3% \$	4,788,864	45.4% \$		\$285.37	
erty Management	56,079	35,390	63.1% \$	4,605,675	43.6% \$	230,284			#DIV/0! \$		#DIV/0!				#DIV/0! \$		#DIV/0!		56,079	35,390	63.1% \$	4,605,675	43.6% \$		\$130.14	
ns*	248	33,390	5.6% \$	2.063	0.0% \$	103			#DIV/0! \$	-	#DIV/0!				#DIV/0! \$	-	#DIV/0!		248	14	5.6% \$	2,063	0.0% \$		\$130.14	
e Family	5,208	2.913	55.9% \$	379.065	3.6% \$	18,953			#DIV/0! \$	-	#DIV/0!				#DIV/0! \$	-	#DIV/0!		5,208	2.913	55.9% \$	379,065	3.6% \$		\$130.13	
lo	8.246	2,443	29.6% \$	570.212	5.4% \$	28.511			#DIV/0! \$	-	#DIV/0!				#DIV/0! \$	-	#DIV/0!		8.246	2,443	29.6% \$	570,212	5.4% \$		\$233.41	
NL	118.730	58,211	49.0% \$	10.558.639	100.0% \$	527,932			#DIV/0! \$		#DIV/0!	r			#DIV/0! \$	-	#DIV/0! \$		118.730	58.211	49.0% \$	10.558.639	100.0% \$		\$181.39	
tal type ROOMS category								ad in May 202		-	#DIV/0:	φ -	-	-	#DIV/0: \$	· -	#DIV/0: φ	-	110,730	30,211	49.070 p	10,550,059	100.070 ф	321,932	\$101.59	,
lai type ROOMS category	ory. remais whe	re a nome owi	iei is only renu	ng out a room in	i ilieli ilouse ve	ersus trie writte	uweiiirig. (auu	eu III Way, 202	:2)																1	
			A.D.	RIL					MA	v						JUNE					Third Quarte					
Toma	Potential	Actual	Occ	Sales	Pct	Bed Tax	Potential	Actual	Occ	Sales	Pct	Bed Tax	Potential	Astual	Осс	Sales	Pct	Bed Tax	Potential	Actual	Occ	Sales	Pct	Bed Tax	ADR	RevF
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				ILY					AUG							SEPTEMBER					Fourth Quart					
	Potential	Actual	Осс	Sales	Pct	Bed Tax	Potential	Actual	Осс	Sales	Pct	Bed Tax	Potential	Actual	Осс	Sales	Pct	Bed Tax	Potential	Actual	Осс	Sales		Bed Tax	ADR	Rev
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Е	8&B	11,072	4,073	36.8% \$	1,241,340	2.4%	62,067	\$304.77	\$112.12	-74.51%	-26.05%
H	lotel	183,393	77,191	42.1% \$	24,491,957	46.7%	1,224,598	\$317.29	\$133.55	-74.55%	-24.25%
F	Property Management	221,071	124,623	56.4% \$	22,010,333	42.0%	1,100,517	\$176.62	\$99.56	-79.68%	-41.71%
F	Rooms	1,015	78	7.7% \$	61,419	0.1%	3,071	\$787.42	\$60.51	143.10%	-64.90%
S	Single Family	20,450	6,734	32.9% \$	1,560,728	3.0%	78,036	\$231.77	\$76.32	-75.65%	-29.41%
C	Condo	32,626	10,827	33.2% \$	3,058,668	5.8%	152,933	\$282.50	\$93.75	-75.79%	-29.71%
Т	OTAL	469,627	223,526	47.6% \$	52,424,444	100.0% \$	2,621,222	\$234.53	\$111.63	-77.09%	-33.20%
							•				
						FY 2023	TOTAL				
	Type	Potential	Actual	Осс	Sales	Pct	Bed Tax	ADR	RevPAR	% ADR	\$ RevPAR
E	Type &B	Potential 32,120	Actual 4,073	Occ 12.7% \$	Sales 4,869,866	Pct 2.1%	Bed Tax 243,493	ADR \$1,195.65	RevPAR \$151.61	% ADR 279.20%	\$ RevPAR -5.14%
H	8&B	32,120	4,073	12.7% \$	4,869,866	2.1%	243,493	\$1,195.65	\$151.61	279.20%	-5.14%
F	i&B lotel	32,120 545,765	4,073 77,191	12.7% \$ 14.1% \$	4,869,866 96,221,203	2.1% 42.1%	243,493 4,811,060	\$1,195.65 \$1,246.53	\$151.61 \$176.31	279.20% 277.59% 168.37%	-5.14% -3.18%
F	&B lotel Property Management	32,120 545,765 634,212	4,073 77,191 124,623	12.7% \$ 14.1% \$ 19.7% \$	4,869,866 96,221,203 108,327,461	2.1% 42.1% 47.3%	243,493 4,811,060 5,416,373	\$1,195.65 \$1,246.53 \$869.24	\$151.61 \$176.31 \$170.81	279.20% 277.59% 168.37%	-5.14% -3.18% -0.94%
F	&B lotel Property Management Rooms	32,120 545,765 634,212 2,921	4,073 77,191 124,623 78	12.7% \$ 14.1% \$ 19.7% \$ 2.7% \$	4,869,866 96,221,203 108,327,461 327,121	2.1% 42.1% 47.3% 0.1%	243,493 4,811,060 5,416,373 16,356	\$1,195.65 \$1,246.53 \$869.24 \$4,193.86	\$151.61 \$176.31 \$170.81 \$111.99	279.20% 277.59% 168.37% 1379.56%	-5.14% -3.18% -0.94% -20.64%
F	&B lotel Property Management Rooms Single Family	32,120 545,765 634,212 2,921 59,299	4,073 77,191 124,623 78 6,734	12.7% \$ 14.1% \$ 19.7% \$ 2.7% \$ 11.4% \$	4,869,866 96,221,203 108,327,461 327,121 6,410,824	2.1% 42.1% 47.3% 0.1% 2.8%	243,493 4,811,060 5,416,373 16,356 320,541	\$1,195.65 \$1,246.53 \$869.24 \$4,193.86 \$952.01	\$151.61 \$176.31 \$170.81 \$111.99 \$108.11	279.20% 277.59% 168.37% 1379.56% 383.68% 398.91%	-5.14% -3.18% -0.94% -20.64% -15.66%

FY 2024 TOTAL
Pct Bed Tax ADR

2.4% B&B 46.7% Hotel 50.9% VacaRental

2.1% B&B 42.1% Hotel 55.8% VacaRental

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	\$93,523,68
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	\$112,108,87
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	\$124,124,38
FY2016	\$9,071,000	\$7,228,216	\$6,394,566	\$6,789,618	\$8,508,848	\$15,822,132	\$13,706,888	\$12,461,791	\$15,209,784	\$17,501,019	\$10,522,990	\$10,223,465	\$133,440,316
FY2017	\$8,004,857	\$7,920,339	\$6,228,205	\$7,028,403	\$9,634,435	\$16,040,637	\$15,611,677	\$13,478,363	\$15,698,386	\$18,932,545	\$10,027,764	\$7,354,342	\$135,959,952
FY2018	\$10,033,381	\$7,804,652	\$6,726,088	\$7,507,735	\$9,731,687	\$17,354,427	\$15,246,878	\$14,076,436	\$17,129,696	\$18,306,670	\$12,131,307	\$10,292,877	\$146,341,834
FY2019	\$12,155,507	\$8,765,734	\$6,823,561	\$7,949,841	\$10,779,734	\$19,202,124	\$16,298,866	\$14,585,578	\$17,510,133	\$20,523,960	\$9,060,000	\$7,771,180	\$151,426,218
FY2020	\$10,128,614	\$9,388,756	\$7,419,955	\$8,789,542	\$10,934,638	\$11,241,038	\$1,562,200	\$5,870,100	\$14,996,600	\$16,680,000	\$11,320,940	\$10,173,407	\$118,505,789
FY2021	\$9,508,249	\$7,184,780	\$5,794,182	\$6,806,312	\$7,120,775	\$17,239,873	\$18,417,341	\$21,535,062	\$23,954,566	\$27,585,945	\$15,980,252	\$14,965,031	\$176,092,369
FY2022	\$15,999,696	\$13,406,000	\$12,559,011	\$9,319,912	\$15,447,968	\$26,164,902	\$26,133,297	\$22,578,237	\$25,826,231	\$29,329,760	\$16,699,314	\$14,771,420	\$228,235,748
FY2023	\$15,657,013	\$11,915,233	\$12,187,448	\$11,580,994	\$17,120,218	\$27,084,287	\$25,441,015	\$21,360,560	\$26,193,459	\$28,825,163	\$16,478,566	\$14,975,887	\$228,819,844
FY2024	\$17,535,768	\$13,748,330	\$11,038,924	\$10,691,812	\$17,400,000	+	7=0,111,010	+= :,===,===	7=0,:00,:00	7=0,0=0,100	7 10,110,000	7 : 1,0 : 0,0 0 :	\$70,414,834
1 12024	Ψ17,000,700	Ψ10,140,000	Ψ11,000,024	Ψ10,001,012	Ψ11,400,000								ψ10, 1 1-1,00-
% Change	12.00%	15.38%	-9.42%	-7.68%	1.63%								
Sales Monthly													
FY2024 Projected	\$15,600,000	\$13,000,000	\$12,000,000	\$9,000,000	\$15,000,000	\$27,000,000	\$27,000,000	\$20,100,000	\$26,000,000	\$30,000,000	\$15,000,000	\$14,492,820	\$224,192,820
FY2024 Actual	\$17,535,768	\$13,748,330	\$11,038,924	\$10,691,812	\$17,400,000	, , , , , , , , , , , , , , , , , , , ,	, , , , , , , , , , , , , , , , , , , ,	, ,, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	, , ,	, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	, , , , , , , ,	\$70,414,834
% Change	12.41%	5.76%	-8.01%	18.80%	16.00%								4.0,1.1 ,00
Sales YTD													
FY2023	¢45 657 042	\$27,572,246	\$39,759,694	\$51,340,688	¢69.460.006	\$95,545,194	¢120 096 209	¢440 246 760	¢160 E40 227	¢407.265.200	\$213,843,957	¢220 040 044	
	\$15,657,013				\$68,460,906	\$95,545,194	\$120,986,208	\$142,346,768	\$168,540,227	\$197,365,390	\$213,043,937	\$228,819,844	
FY2024	\$17,535,768	\$31,284,098	\$42,323,022	\$53,014,834	\$70,414,834								
% Change	12.00%	13.46%	6.45%	3.26%	2.85%								
Bed Tax Monthly	#700.000	\$505.700	#200 070	4570.004	#050.044	#4.057.004	04.004.700	# 4 000 000	# 4 000 070	04.444.050	# 004.005	0740.704	044 405 000
FY2023 Actual	\$783,009	\$595,762	\$609,372	\$579,394	\$856,011	\$1,357,684	\$1,264,780	\$1,068,028	\$1,309,673	\$1,441,258	\$821,835	\$748,794	\$11,435,600
FY2024 Actual	\$876,788	\$687,417	\$565,113	\$527,932	\$870,000								\$3,527,249
% vs FY2023	11.98%	15.38%	-7.26%	-8.88%	1.63%								
FY2024 Budget	\$780,000	\$650,000	\$600,000	\$450,000	\$750,000	\$1,350,000	\$1,350,000	\$1,005,000	\$1,300,000	\$1,500,000	\$750,000	\$724,641	\$11,209,64 ²
2024 vs Budget	11.04%	5.44%	-6.17%	14.76%	13.79%								
Bed Tax YTD													
FY2023 YTD	\$783,009	\$1,378,771	\$1,988,143	\$2,567,537	\$3,423,548	\$4,781,232	\$6,046,012	\$7,114,040	\$8,423,713	\$9,864,971	\$10,686,806	\$11,435,600	
FY2024 YTD	\$876,788	\$1,564,205	\$2,129,318	\$2,657,249	\$3,527,249	Ψ 1,1 0 1,202	ψο,ο .ο,ο . <u>_</u>	ψ.,,σ.σ	ψο,ο,	φο,σοι,σιι	ψ.ο,οοο,οοο	ψ, .σσ,σσσ	
Pace vs LY	11.98%	13.45%	7.10%	3.49%	3.03%								
		1011010	111070	3110.0									
FY2015	\$124,124,387					<u> </u>				Monthl	v Trend		
FY2016	\$133,440,316	4250 000 000			\$228,235,748	\$228,819,844				IVIOIILIII	y irelia		
FY2017	\$135,959,952	\$250,000,000			,,			\$35,000,000					
FY2018	\$146,341,834	1						\$30,000,000					
FY2019	\$151,426,218	\$200,000,000	\$151,426,218	\$176,092	2,369			Ç30,000,000			_		
FY2020	\$131,420,210		,,,					\$25,000,000					
		- I						-					
FY2021	\$176,092,369	\$150,000,000	\$118	3,505,789				\$20,000,000					
FY2022	\$228,235,748							-					
FY2023	\$228,819,844							\$15,000,000			\sim		
FY2024	\$70,414,834	\$100,000,000				\$70.4	114,834	\$10,000,000		_//_	\		
						Ţ/0,-		\$10,000,000					
								\$5,000,000				,	
		\$50,000,000						, , , , , , , , , , , , , , , , , , , ,					
								\$0 October	November December	lanuary February Ma	arch April 840	/ June Julie	August Sontambor
		\$o ₽	FY2019 FY2	020 FY2021	FY2022	FY2023 FY20	124	October		January February Ma FY2020 FY2021		•	August September
			112013 F12	020 F12021	112022	. 12023 F120	227			2020 —2021			
		AITDC\RESEARC	CH\Bed Tax										

\$600

\$400

\$236

\$221

\$224

\$226



KPI	Value	Compared	Difference
ADR (Hotels)	\$296	\$296	0%
Paid Occupancy % (Hotels)	62.6%	67.4%	-7%
RevPAR (Hotels)	\$189	\$204	-8%
Avg. Booking Window (Hotels)	49	44	11%

ADR



\$273



\$274

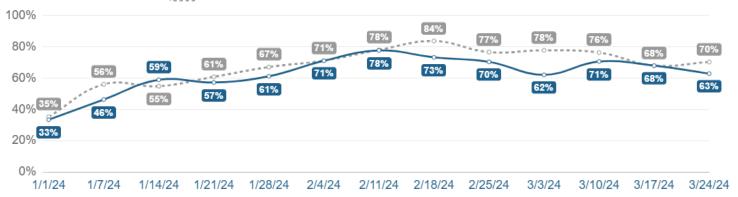
Paid Occupancy %

\$249

\$240

Amelia Island Hotels | 1/1/2024 to 3/31/2024 (as of 03/14/2024)

Amelia Island Hotels | 1/2/2023 to 4/2/2023 (as of 03/16/2023)



RevPAR



Avg. Booking Window



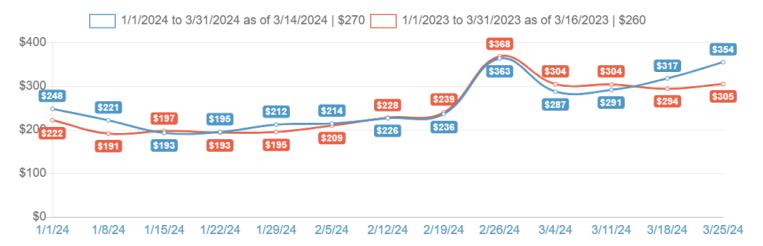
Copyright Key Data, LLC 2024 Created: 3/14/24 11:03 AM Market(s): Amelia Island Filter(s): none



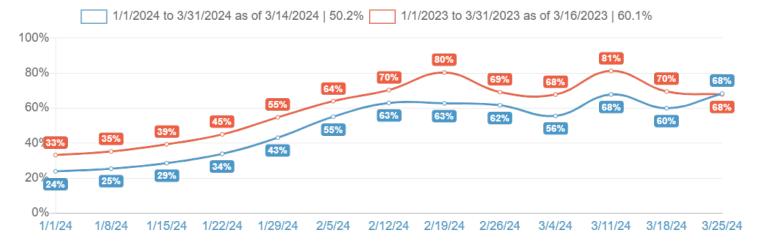


KPI	Value	Compared	Difference
ADR	\$270	\$260	4%
Adjusted Paid Occupancy %	50.2%	60.1%	-16%
Adjusted RevPAR	\$136	\$156	-13%
Avg. Booking Window	73	69	6%

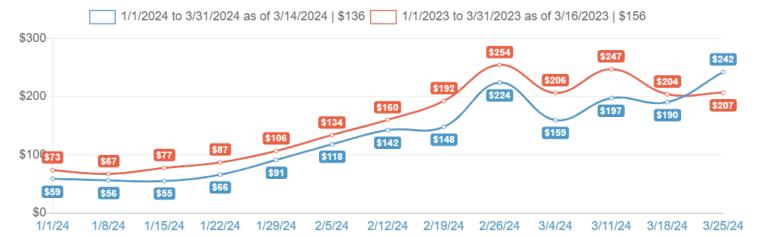
ADR



Adjusted Paid Occupancy %



Adjusted RevPAR



Avg. Booking Window



Copyright Key Data, LLC 2024 Created: 3/14/24 11:03 AM Market(s): Amelia Island Filter(s): none Amelia Island Tourist Development Council For the Month of February 2024

Monthly Percent Change

40 30 20 10 -10 -20 Oct Feb Mar Nov Dec Jan ---ADR -RevPAR Occupancy

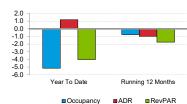
Overall Percent Change

2024

22 2255

22 2255

95.6



This Year 55.9 57.9 50.2 48.0 51.0 70.4 74.3 72.2 63.6 71.5 75.2 52.9 58.8 65.4 57.3 48.4 46.5 68.8 Last Year 57.7 63.1 56.2 53.1 60.2 57.1 61.7 63.3 Last Year 57.7 63.1 56.2 53.1 41.4 66.2 77.3 77.3 70.8 72.2 72.5 57.1 55.9 57.9 50.2 48.0 51.0 70.4 39.0 55.3 60.2 44.6 61.7 Feb. 13.0 1.0 1.0 1.0 1.0 1.0 1.0 1.0 1.0 1.0 1	2024 62.8 63.3 -0.8 2024 299.18 302.15
This Year is 59	62.8 63.3 -0.8 2024 299.18 302.15
Last Year 57.7 63.1 56.2 63.1 41.4 66.2 77.3 77.3 77.3 77.8 77.3 77.3 77.3 77.3	63.3 -0.8 2024 299.18 302.15
Percent Change 3.2	-0.8 2024 299.18 302.15
ADR Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Dec	2024 299.18 302.15
August Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb 2022 2023 2024 2023 2024 20	299.18 302.15
August Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb 2022 2023 2024 2022 2023 2024 2022 2023 2024 2022 2023 2024 2022 2023 2024 2022 2023 2024 2023 2024 2022 2023 2024 20	299.18 302.15
This Year 160.18 167.48 161.38 126.03 131.38 115.67 186.95 167.48	299.18 302.15
Last Year 260.27 265.41 248.71 265.36 211.24 257.84 350.38 361.38 326.54 332.16 341.96 274.30 267.16 278.51 251.10 273.74 226.74 226.72 265.72 179.90 238.78 248.26 221.87 222.10 279.2 179.90 238.78 248.26 221.87 222.10 279.2 179.90 238.78 248.26 221.87 220.16 279.2 179.90 238.78 248.26 221.87 222.16 279.2 179	302.15
Percent Change 2.6 4.9 1.0 4.0 7.3 3.1 4.5 0.3 3.6 -1.3 -5.1 -1.6 -1.7 -4.4 0.8 -7.6 1.6 0.5 32.7 4.0 1.2 27.2 7.1	
RevPAR 2022	
Supply S	-1.0
Supply S	
Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb 2022 2023 2024 2022 2023 2024 2022 2023 2024 2025 2024 2025 2025 2024 2025 2025	
Last Year 150.18 167.48 139.83 139.62 87.35 170.64 271.00 279.38 231.17 239.91 247.79 156.53 149.26 161.38 126.03 131.38 115.67 186.95 70.22 126.88 149.50 94.01 174.18	2024
Percent Change	187.97
Supply 2022 2023 2024 2023 2024 This Year 67,650 69,905 67,650 69,905 69,05 69,05 69,05 63,140 69,05 67,650 69,90	191.30
Supply Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb 2022 2023 2024 This Year 67,650 69,905 67,650 69,905 67,650 69,905 63,140 69,905 67,650 69,905 67,650 69,905 67,650 69,905 67,650 69,905 69,905 69,905 63,140 132,868 133,045 133,045 807,401 822,709 80 100 100 100 100 100 100 100 100 100	-1.7
Supply Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb 2022 2023 2024 This Year 67,650 69,905 67,650 69,905 67,650 69,905 63,140 69,905 67,650 69,905 67,650 69,905 67,650 69,905 67,650 69,905 69,905 69,905 63,140 132,868 133,045 133,045 807,401 822,709 80 100 100 100 100 100 100 100 100 100	
Sep Uct Nov Usc Jan Feb Mar Apr May Jun Jul Aug Sep Uct Nov Usc Jan Feb 2022 2023 2024 This Year 67,650 69,905 67,650 69,905 63,140 69,905 67,650 69,905 67	
	2024
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East 1 6al 07,300 09,612 07,500 09,612 07,500 09,612 07,500 09,800 07,000 07,000 09,800 07,00	822,709
Percent Change 0.1 0.1 0.1 0.1 0.1 0.1 0.1 0.1 0.1 0.1	0.0
Demand 2022 2023 2024 Year To Date Running 12 Months	
Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb 2022 2023 2024 2022 2023	2024
This Year 37,796 40,506 33,954 33,551 35,662 44,423 51,929 48,816 44,462 48,339 52,596 36,984 39,767 45,726 38,739 33,808 32,522 43,447 70,600 80,085 75,969 498,429 520,886 5	
Last Year 38,982 44,054 37,983 37,040 28,868 41,732 53,997 52,230 49,423 48,797 50,655 39,892 37,796 40,506 33,954 33,551 35,662 44,423 46,358 70,600 80,085 303,430 498,429 5	517,135
Percent Change -3.0 -8.1 -10.6 -9.4 23.5 6.4 -3.8 -6.5 -10.0 -0.9 3.8 -7.3 5.2 12.9 14.1 0.8 -8.8 -2.2 52.3 13.4 -5.1 64.3 4.5	517,135 520,886
Revenue 2022 2023 2024 Year To Date Running 12 Months	520,886
Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb 2022 2023 2024 2022 2023	520,886
This Year 10,097,642 11,281,366 8,525,791 9,184,303 8,086,172 11,804,087 19,021,374 17,694,997 15,039,502 15,847,014 17,060,657 9,986,081 10,447,359 12,173,435 9,803,299 8,549,446 7,493,704 11,598,111 16,858,115 19,890,258 19,091,815 140,634,282 157,385,062 15	520,886
Last Year 10,145,985 11,692,203 9,446,802 9,747,341 6,098,106 10,760,009 18,919,364 18,874,985 16,138,749 16,208,538 17,321,788 10,942,278 10,097,642 11,281,366 8,525,791 9,184,303 8,086,172 11,804,087 8,339,737 16,858,115 19,890,258 67,322,726 140,634,282 15	520,886 -0.7
Percent Change -0.5 -3.5 -9.7 -5.8 32.6 9.7 0.5 -6.3 -6.8 -2.2 -1.5 -8.7 3.5 7.9 15.0 -6.9 -7.3 -1.7 102.1 18.0 -4.0 108.9 11.9	520,886 -0.7

Census Rooms % Rooms Participants

Census Props

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5. Marketing Updates

Tourism Activity Report

January 2024

Mission Statement

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

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

The key marketing focus areas of Amelia Island TDC are:

Events & Promotions:

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

Marketing:

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

Public Relations:

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

Events & Promotions

Visitor Services

- January 2024 Number of Visitors 2,202; Number of Welcome Bags Prepared 84.
- 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

- Executed Restaurant Week (January 19-28, 2024) including coordinating with 25 restaurant's special menus and providing promotional materials, menus, rack cards, posters, etc. See
 Public Relations for all more on partners featured in news and the media kickoff event.
- Ongoing business listing updates and revisions to AmeliaIsland.com
- o Reached out to new businesses to setup intro meetings and listing setup.

Community Outreach and Program Development

- Launched and graduated the first class of 16 Amelia Island Ambassadors. Through a program
 of 3 online classes and 3 in person classes, including a TDC meeting, these Ambassadors are
 now equipped to engage with visitors and residents to provide a better experience. Anticipate
 launching second class in late spring/early summer.
- Continued working with the County and City of Fernandina, along with 10 other conservation organizations to enhance our turtle protection and Leave No Trace efforts. Identified areas of improvement and collaboration.
- o Attended and supported Bicentennial celebration at Wildlight with CVB team.
- Continued working on efforts to fund Bicentennial Brushstrokes Mural Festival and gain formal approvals. Launched collaboration of Bicentennial Brushstrokes with all interested parties and municipalities for continued mural festival event efforts.
- o Presented 2024 activities and updated TDC priorities to Sunrise Rotary (FB Golf Club).

Travel & Trade – Meetings, Consumer, International

- Presented a destination overview to 20 Conference Direct VIP's that had a regional meeting at the Omni Amelia Island Resort
- o Strategized meeting planner emails with USAE, Northstar and our database with agency
- Prepped and prepared for the Travel & Adventure Consumer Shows (Phoenix, Washington D.C. and Atlanta)
- Prepped and prepared for Florida Encounter (Meeting Planners) and Florida Huddle (International Tour Operators)
- o Began planning for Global Meetings Industry Day powered by the U.S. Travel Association

Special Events

- o Restaurant Week media launch event at Marlin & Barrel.
- Finalized logistics for Bicentennial Kick-off Celebration at Wildlight including:
 - 4 bands
 - Stage and production
 - Food trucks
 - Event rentals (picnic tables, furniture for band green room)
 - Portable restrooms
 - Trash
 - Rental of kid's area activities (games and rides)

- Close out of Dickens on Centre vendor monies and drafted reporting to the Clerk; awaiting approval from AICVB accounting department to submit.
- o Initial review of marketing plans for upcoming events including Festival of Stories & Songs, Concours Week, Fernandina Beach Songwriters Festival, Shrimp Festival, and Fish to Fork.
- Meeting with Keep Nassau Beautiful regarding Wild Amelia Nature Festival to further discuss
 May 18 events in conjunction with Nassau County's Bicentennial.
- Final report to County final production and logistic expenses for the Bicentennial event on January 13.
- Meet with Hagerty Marketing to discuss Concours Week marketing strategy in place for the Feb 29-Mar 3 event.
- Post Event Reports for sponsorship of Al Cookout (10/20-22) and Al Chamber Music (11/30).
- Application submitted for 10th Annual Dickens on Centre to City of Fernandina Beach for consideration and approval.
- Attended meeting with Bicentennial Brushstrokes Steering Committee for initial conversations on Walldog Mural festival (Nov 6-10).

Marketing

Operations

- Ongoing work on PO requisitions, tracking, invoice processing, managing FY 23 budget and FY24 budget
- Ongoing updates to digital signage system in Welcome Center using in-house management platform OptiSigns supporting key messaging – both brand and events like Restaurant Week 24, Amelia Island Chamber Music Festival, Amelia Island Book Festival and Amelia Island Concours Week.
- Ongoing work on FY24 budgeting and forecasting based on actual TDT collections, plans and market conditions

Strategy

- Continuous execution and oversight of the annual marketing plan
- FY24 media plan development, monitoring and optimization across all media channels including digital and social channels
 - Responding to 1Q marketing conditions showing softness in projected occupancy, planned key incremental media campaigns targeted at lower funnel travelers:
 - Building awareness and interest in key opportunity international markets
 "Golden Triangle" around Toronto, Canada
 - Launched nationwide promotion in Canada with the Weather Network as an extension of weather-trigger campaign to drive new international visitation

Amelia Island Tourist Development Council

- Incrementally allocated \$250,000 in media spend to drive immediate/near term visitation and conversion in SE region (GA, SC, NC, TN, VA) plus Orlando, FL
- Approve creative executions for media program rollouts updating creative for Brand,
 SEM, social and niche marketing
- o Refresh appropriate marketing executions to avoid wear out in paid media and social
- Planning event marketing campaigns and executions including Amelia Island Chamber Music Festival, Amelia Island Restaurant Week, Amelia Island Book Festival and Amelia Island Concours Week.
- o Dedicated Meetings support launched and ongoing via digital media and e-marketing
- Local planning and media purchasing in development supporting events as a key brand pillar and in conjunction with key strategic partners
- Ongoing optimization of partner coop programs; coordination with external publishers, agency and internal stakeholders for AICVB dedicated email marketing program
- o Ongoing refresh and optimization of cooperative program with Florida's First Coast of Golf
- Continuous review, optimization and execution of cross-channel Marketing Dashboard for content, blog and email messaging including SEM strategy and partner support
- Ongoing meetings, weddings and group program creative including leveraging partner content

Website & Digital

- o Launched AmeliaIsland.com on WordPress CMS platform 10/1/23
- Launched email leisure program with Starmark support on 10/1/23 consisting of 3-4 emails per month targeted at the leisure consumer
- 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
- o Dedicated Meetings and Weddings website redesign and optimization ongoing.
- Ongoing creative design, development and launch of AICVB dedicated email marketing program
- Meeting email messaging program targeting planners, tour operators and international travel agents in development for FY24 launch
- o Continuous update of Calendar of Events featuring Festivals & Events, plus Activities
- Ongoing work on database management and optimization continual monitoring and optimizing of Welcome series to incorporate demographics and psychographics of existing base for further targeting, increasing data collection and adding new subscribers
- Identified key messaging verticals by month to leverage communications across blogs, email, website and social media to drive business across key segments and holiday and cultural events. January is Romance month with Restaurant Week, WinterSip & Shop and Amelia Island Chamber Music Festival as events in the month

- Blogs in January: Valentine's Weekend Getaway, First Friday Foodie Feature: Mezcal, 16 Sweet Spots on Amelia Island, Hidden Gems on Amelia Island, Winter Wildlife Watching, Cozy Accommodations, Resolution-Friendly Dining: Healthy Eating on Amelia Island, Inspiring Winder Sunrises and Sunsets: Best Viewing Spots, Restaurant Week Recap
- Emails in January: New Year, New Things on Amelia Island/Savor the Flavor: It's Restaurant Week/Valentines Weekend Getaway; Romantic Getaway Itinerary/16 Sweet Spots on Amelia Island/Hidden Gems on Amelia Island; OMNI AMELIA ISLAND RESORT
- Added animated graphic for additional brand or event messaging as appropriate on each email.

Content & Social

Full report can be found in your packet for reference.

Profile 	Audience 🕏	Impressions 🕏	Engagements 🕏	Video Views 	Published Posts 🕏
Reporting Period Jan 1, 2024 – Jan 31, 2024	156,522	6,133,909	230,327	549,495	182
📟 🖸 Visit Amelia Island	1,020	N/A	92	267,198	1
Amelia Island	115,969	5,834,637	222,329	226,856	31
o visitameliaisland	33,329	277,959	6,696	38,671	106
♠ Amelia Island, Florida	1,240	16,770	626	16,770	9
Amelia Island, Florida	1,171	1,527	407	0	1
@AmelialslandFlo	3,209	3,016	177	0	15
visitameliaisland	584	N/A	N/A	N/A	19

Collateral

- Updated and reprinted the following collateral brochures
 - Inspiration Guide for direct fulfillment through the website plus in-market and trade show distribution
 - Leave No Trace rack card for annual Beach Safety and Leave No Trace program communications
 - Tear Off Maps for Welcome Center distribution

- Restaurant Posters for participating restaurants and partners, Restaurant Rack Cards, individual Restaurant Menus for participating restaurants and 100 Restaurant Menu Books for lodging partner concierge staff
- Distributed 17 cases of destination brochures to in market tourism partners
- Mailed 502 visitor guides to fulfill online requests

Public Relations Activity Report

Writers/Influencers

- o Finalized itinerary and hosted Cynthia Drake/freelancer (Jan. 10-12) with VISIT FLORIDA. Assisted with visit as necessary. Followed up after visit. Coverage pending.
- Connected with Brenna Darling/National Geographic Book and arranged one-day itinerary (Jan. 24). Followed up after visit. Coverage pending in 2025.
- o Finalized itinerary and hosted Kathryn Fortunato/Lizzie Fortunato Jewels (Jan. 31-Feb. 2). Assisted with visit as necessary. Followed up after visit. Partial coverage published.
- o Secured, finalized itineraries and hosted two influencers for Amelia Island Restaurant Week (Bryana Dunn and Stepheny Chau).
- o Finalized itinerary for Melissa Reilly, the winner of the National Dog Day campaign (Feb. 8-10).
- o Started planning press visit for Adeina Anderson and Jennifer Broome (Feb. 25-27).
- o Met with and decided to move forward with hosting Pets Welcome Here (April 29-May 1). Signed agreement and secured lodging; sent permit info.
- o Connected with Nikki Van Son/nikki.vs about future press visit.
- o Connected with Nick and Madison Hearn/thecapturingcouple about future press visit.
- o Followed up with Innisfree Properties about Macaroni Kid group media visit in 2024/2025.
- o Followed up with Rachel Owns/Rachelamyowens after her visit (Dec. 8-10). Coverage published.
- o Followed up with Dave Pollard/Toronto Sun after his visit (Nov. 15-17). Coverage pending.
- o Followed up with Katherine McMahon/Vineyards and Voyages after her visit for second reel (Nov. 13-16). Coverage published.
- o Followed up with Jared Ranahan/Forbes after his visit. (Nov. 2-5). Coverage pending.
- Followed up with Julie Bielenberg/travel writer after her visit April 26-29. Coverage pending.

Press/Outreach

- o Executed Restaurant Week Media Event. Influencers, Fernandina Observer and WJXT News4Jax attended.
- o Distributed Restaurant Week press release to local media.
- o Secured and executed interview with 104.5 WOKV for Restaurant Week (Jan. 3)
- o Executed segment on First Coast News "Good Morning Jacksonville" for Restaurant Week (Jan. 13).

- o Executed segment on WJXT News4Jax "River City Live" daytime show for Restaurant Week (Jan. 16).
- o Followed up with First Coast News "First Coast Living" segment for Restaurant Week. No response.
- o Finalized and sent Dickens on Centre "Letter to the Editor" for Fernandina Beach News-Leader.
- o Started preparing FY24 Q1 recap release about Dickens on Centre and TaxSlayer Gator Bowl.
- Outreach to Rich Donnelly/Good Morning Jacksonville on First Coast News about Concours segment.
- o Agency media desksides in New York/IMM.
- o Submitted pitch for VISIT FLORIDA "Multigen" SMT. Selected for program (March 26).
- o Continued working on press kit copy edits.
- o Submitted info on accessibility to Becka Stair Gill/Accessible Journeys Magazine.
- o Sent Meetings Today request to partners and started gathering info. Due in Feb.
- o Pitched summer in Amelia Island for Nonstop Life, Allegiant's inflight magazine to Nancy Foster.
- o Provided list of annual events to freelancer, Patti Roth.
- o Provided "What's New" info to freelancer, Angela Carlton-Caraway for future story consideration.
- o Submitted "What's New," "Spring Break for Families," "Sustainable/Eco-Tourism," "Dry Tripping," and "Pet-Friendly" info to VISIT FLORIDA.
- o Submitted Tourism Marketing Today Quick Trip about Dickens on Centre.

Promotional / Partnerships

- o Conducted partner outreach for VISIT FLORIDA Canadian Weather Network promotion. Secured two activity partners and provided information to VISIT FLORIDA. Campaign launched.
- o Met Tanjuria Willis/ATLSFW and Sydney Dean (designer).
- Sent information about the initiative to Joanne Hayes/Simply Buckhead.

Misc.

- o Met with Paul and Marilou to review FY24 PR Forecast and plans. Revised the PR Forecast as applicable. Updated budget sheets as well.
- Vetting reactive requests and passing if applicable.
- o Bi-weekly meetings with Marilou.
- o Provided activity and publicity reports.
- o Share press visit coverage with partners.

Tour	ism Activity Report ————————————————————————————————————

Tourism Activity Report

February 2024

Mission Statement

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

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

The key marketing focus areas of Amelia Island TDC are:

Events & Promotions:

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

Marketing:

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

Public Relations:

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

Events & Promotions

Visitor Services

- February 2024 Number of Visitors 2,021; Number of Welcome Bags Prepared 140.
- 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

- Onboarded 3 new tourism business partners (Blue Heron new owners, Barefoot Flyers PPG, & Ash Street Cigar Parlor)
- Oak Marsh Ground Breaking event, closed for renovations through early October
- Visitor rounds reporting set up in Zartico dashboard to assist FL First
- Ongoing business listing updates and revisions to AmeliaIsland.com
- Outreach to new businesses to setup intro meetings and listing setup

Community Outreach and Program Development

- Continued working with the County and City of Fernandina, along with 10 other conservation organizations to enhance our turtle protection and Leave No Trace efforts. Identified areas of improvement and collaboration.
- o Attended Fernandina 200 Meetings to finalize 2024 activities.
- Presented TDC update and priorities at Nassau County Business Retention & Expansion Breakfast at the Callahan Fire Department.
- Distributed Gator Bowl Charities Blessings in a Backpack to students at Hilliard Elementary School.
- Continued working on efforts for Nassau County to be the future home of the Florida Musuem of Black History, including responding to media requests.
- Continued working on efforts to fund Bicentennial Brushstrokes Mural Festival and gain formal approvals. Launched collaboration of Bicentennial Brushstrokes with all interested parties and municipalities for continued mural festival event efforts.
- Began planning for Downtown to Dunes Trash Cleanup with Keep Nassau Beautiful,
 Fernandina Beach Main Street and Leadership Nassau Alums.
- o Emceed the Amelia Island Book Festival Celebrity Author Gala with David Baldacci and John Grisham.

Travel & Trade – Meetings, Consumer, International

- Attended Florida Encounter met with 35+ meeting planners
- o Attended Florida Huddle met with 45+ international tour operators
- o Travel & Adventure Consumer Shows began well attended
 - Phoenix & Washington D.C.
- Hosted UK agency rep in destination for familiarization and strategy planning
- Began executing a proposal for TravPro travel agent training application platform
- Responded to meetings RFP's in Cvent
- Finalized trade show booth arrangements for IPW Los Angeles in May 2024

Special Events

- Meet with Shrimp Festival executive committee regarding marketing plan.
- Meet with Hagerty Digital Acquisition Team Lead, Amanda Means, to further discuss marketing plan for The Amelia as included in Amelia Island Concours Week strategy.
- Meet with Keep Nassau Beautiful, County Park & Rec Director, and County Director of Strategic Advancement & Economic Resources at Main Beach Park to discuss layout and logistics of May 18 Bicentennial Opening of the Beaches in conjunction with Wild Amelia Nature Festival.
- Reached out to Salty Sports Society regarding Opening of the Beaches Run at Peter's Point on May 18 as part of County Bicentennial event.
- o Initial footprint of Bicentennial Opening of the Beaches and Wild Amelia Nature Festival.
- o Internal discussions of Engage!24 Amelia Island and marketing potential for Amelia Island destination and brand.
- o Review of Sponsorships and renewals/amendments needed for 2024 and 2025.
- Meeting with Salty Sports Society regarding Opening of the Beaches Run including discussion of logistics and planning for a successful event.
- Discussion with Ritz-Carlton, Amelia Island regarding partnership proposal for Engage!24
 Amelia Island.

Marketing

Operations

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

Strategy

- o Continuous execution and oversight of the annual marketing plan
- FY24 media plan development, monitoring and optimization across all media channels including digital and social channels
 - Responding to 1Q marketing conditions showing softness in projected occupancy, planned and executed key incremental media campaigns targeted at lower funnel travelers:
 - Building awareness and interest in key opportunity international markets "Golden Triangle" around Toronto, Canada
 - Launched nationwide promotion in Canada with the Weather Network as an extension of weather-trigger campaign to drive new international visitation

- Incrementally allocated \$250,000 in media spend to drive immediate/near term visitation and conversion in SE region (GA, SC, NC, TN, VA) plus Orlando, FL
- Approve creative executions for media program rollouts updating creative for Brand,
 SEM, social and niche marketing
- o Refresh appropriate marketing executions to avoid wear out in paid media and social
- Planning event marketing campaigns and executions including Amelia Island Chamber
 Music Festival, Amelia Island Concours Week, and Amelia Island Songwriters Festival
- o Dedicated Meetings support launched and ongoing via digital media and e-marketing
- Local planning and media purchasing in development supporting events as a key brand pillar and in conjunction with key strategic partners
- Ongoing optimization of partner coop programs; coordination with external publishers, agency and internal stakeholders for AICVB dedicated email marketing program
- Ongoing refresh and optimization of cooperative program with Florida's First Coast of Golf including planning media, messaging and program support for Golfweek Couples Weekend event at Omni Amelia Island Resort on November 17-20, 2024
- Continuous review, optimization and execution of cross-channel Marketing Dashboard for content, blog and email messaging including SEM strategy and partner support
- Ongoing meetings, weddings and group program creative including leveraging partner content

Website & Digital

- Launched AmeliaIsland.com on WordPress CMS platform 10/1/23
- Launched email leisure program with Starmark support on 10/1/23 consisting of 3-4 emails per month targeted at the leisure consumer
- 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
- o Dedicated Meetings and Weddings website redesign and optimization ongoing.
- Ongoing creative design, development and launch of AICVB dedicated email marketing program
- Meeting email messaging program targeting planners, tour operators and international travel agents in development for FY24 launch
- o Continuous update of Calendar of Events featuring Festivals & Events, plus Activities
- Design and development of custom, targeted landing pages to key messaging targets:
 Meeting Planners, Tour Operators and Travel Agents, plus Press
- Ongoing work on database management and optimization continual monitoring and optimizing of Welcome series to incorporate demographics and psychographics of existing base for further targeting, increasing data collection and adding new subscribers
- Identified key messaging verticals by month to leverage communications across blogs, email, website and social media to drive business across key segments and holiday and cultural

- events. February is Romance month with Groundhogs Day, Valentine's Day, President's Day as well as National Drink Wine Day (2/18), SuperBowl Sunday (2/12) and Shrove Tuesday Mardi Gras (2/21) in the month
- Blogs in February: First Friday Foodie Feature: Mason's Famous Lobster Rolls, Say "I do" to the Sun, Sea and Southern Charm, Spring Events, For the Adventurous Traveler Itinerary, Innkeepers Mini Itinerary, Ways to Get Around, All Things Mocktail on Amelia Island, Top 10 Activities to Add to Your Meeting Itinerary, Wedding Spotlight
- Emails in February: Valentines Weekend Getaway/Resolution Friendly Dining/Amelia Island Concours Week; Honeymoon Itinerary/RESIDENCE INN/Inspiring Winter Sunrises; OMNI AMELIA ISLAND RESORT
- Added animated graphic for additional brand or event messaging as appropriate on each email.

Content & Social

Full report can be found in your packet for reference.

Profile ◆	Audience 🕏	Impressions 🕏	Engagements 🕏	Video Views ♦	Published Posts \$
Reporting Period Feb 1, 2024 – Feb 29, 2024	157,819	7,898,327	241,973	858,885	163
🕠 🔈 Visit Amelia Island	1,030	N/A	56	447,772	_
Amelia Island	116,702	6,938,475	233,195	336,646	30
o visitameliaisland	33,697	923,139	7,238	41,582	89
	1,385	32,885	945	32,885	12
Amelia Island, Florida	1,201	1,599	453	0	2
@AmelialslandFlo	3,216	2,229	86	0	11
visitameliaisland	588	N/A	N/A	N/A	19

Collateral

- Distributed 23 cases of destination brochures to tourism partners in market
- Mailed 478 visitor guides to fulfill online requests
- Distributed "Leave-No-Trace" rack cards to all lodging units to help communicate local ordinance.

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Public Relations Activity Report

Writers/Influencers

- o Hosted Melissa Reilly, the winner of the National Dog Day campaign (Feb. 8-10).
- o Finalized itinerary and hosted Adeina Anderson and Jennifer Broome (Feb. 25-27). Assisted with visit as necessary. Followed up after visit. Coverage pending.
- Continued planning media visit for Nikki Van Son/nikki.vs. Confirmed dates (April 12-14) and secured lodging.
- o Continued planning Pets Welcome Here TV shoot (April 29-May 1). Gathered permits and insurance.
- o Connected with Paige Minear/The Pink Clutch Blog about media visit.
- o Connected with Amanda Steijlen about content creator partnership to highlight accessibility.
- o Followed up with Innisfree Properties about Macaroni Kid group media visit in 2024/2025. They decided to pass at this time. AICVB decided to hold on opportunity until 2025.
- o Followed up with Kathryn Fortunato/Lizzie Fortunato Jewels after her visit (Jan. 31-Feb. 2). Coverage pending.
- o Followed up with Cynthia Drake/freelancer after her visit (Jan. 10-12). Coverage pending. Received update about pivot from Southern Living to Nonstop Life (Allegiant inflight magazine).
- o Followed up with Dave Pollard/Toronto Sun after his visit (Nov. 15-17). Coverage pending.
- Followed up with Jared Ranahan/Forbes after his visit. (Nov. 2-5). Coverage pending.
- Followed up with Julie Bielenberg/travel writer after her visit April 26-29. Coverage pending.

Press/Outreach

- Finalized and distributed FY24 Q1 recap release about Dickens on Centre and TaxSlayer Gator Bowl.
- Worked with Jacksonville Business Journal on correction.
- o Pitched spring events using AICVB blog.
- Hagerty unable to execute Rich Donnelly/Good Morning Jacksonville on First Coast News about Concours segment. Asked Ritz to join, but they passed, and client had to cancel segment. Sent pitch for Amelia Island Concours Week.

- o Researched, coordinated and finalized February advertorial package with Naples Illustrated for Amelia Island Concours Week.
- o Selected for VISIT FLORIDA "Multigen" SMT (March 26). Provided talking points to VISIT FLORIDA. Started gathering video assets.
- Arranged phone interview with Paige Townley and AICVB VP for ConventionSouth Magazine story for the May issue about islands of the South that would be ideal for hosting meetings/events. Also provided images and connected her to The Ritz-Carlton, Amelia Island.
- o Completed and submitted ConventionSouth Florida Event Planner Guide questionnaire and sent to Fran Morley.
- o Submitted information on The Sprouting Project and DMC Trends to Jennifer Juergens for Meetings Today Florida supplement.
- Approved image for Heart Media Group's new outlet, Jacksonville Week&, about mini golf.
- Submitted pitch for "Best U.S. Islands for a Quick Getaway" for The Zoe Report.
- o Provided AICVB statement about Black History Museum to Allison Matthews at Action News Jax.
- o Provided images and information about the Right Whale Festival to VISIT FLORIDA for story in Time Out about whale watching.
- o Submitted pitch to Jalyn Robinson for Travel + Leisure's "America's Best Small Towns 2024."
- o Completed press kit updates.

Promotional / Partnerships

- o Submitted two lodging partners for VISIT FLORIDA's WRVW-FM Nashville "Flip Flop" Radio Promotion. Partners not selected.
- o Presented Price is Right Prize Package opportunity but decided to pass.
- Met with AICVB team to discuss dress ATLSFW dress unveiling and video.

Misc.

- Revised PR Forecast. Met with VP to confirm changes.
- o Vetting reactive requests and passing if applicable.
- o Bi-weekly meetings with Marilou.
- o Provided activity and publicity reports.
- Share press visit coverage with partners.



Activity Report, Amelia Island – January 2024

Writers/Influencers

- Finalized itinerary and hosted Cynthia Drake/freelancer (Jan. 10-12) with VISIT FLORIDA. Assisted with visit as necessary. Followed up after visit. Coverage pending.
- Connected with Brenna Darling/National Geographic Book and arranged one-day itinerary (Jan. 24).
 Followed up after visit. Coverage pending in 2025.
- Finalized itinerary and hosted Kathryn Fortunato/Lizzie Fortunato Jewels (Jan. 31-Feb. 2). Assisted with visit as necessary. Followed up after visit. Partial coverage published.
- Secured, finalized itineraries and hosted two influencers for Amelia Island Restaurant Week (Bryana Dunn and Stepheny Chau).
- € Finalized itinerary for Melissa Reilly, the winner of the National Dog Day campaign (Feb. 8-10).
- Started planning press visit for Adeina Anderson and Jennifer Broome (Feb. 25-27).
- Met with and decided to move forward with hosting Pets Welcome Here (April 29-May 1). Signed agreement and secured lodging; sent permit info.
- Connected with Nikki Van Son/nikki.vs about future press visit.
- € Connected with Nick and Madison Hearn/thecapturingcouple about future press visit.
- Followed up with Innisfree Properties about Macaroni Kid group media visit in 2024/2025.
- Followed up with Rachel Owns/Rachelamyowens after her visit (Dec. 8-10). Coverage published.
- ♠ Followed up with Dave Pollard/Toronto Sun after his visit (Nov. 15-17). Coverage pending.
- Followed up with Katherine McMahon/Vineyards and Voyages after her visit for second reel (Nov. 13-16). Coverage published.
- Followed up with Jared Ranahan/Forbes after his visit. (Nov. 2-5). Coverage pending.
- Followed up with Julie Bielenberg/travel writer after her visit April 26-29. Coverage pending.

Press/Outreach

- Executed Restaurant Week Media Event. Influencers, Fernandina Observer and WJXT News4Jax attended.
- Distributed Restaurant Week press release to local media.
- Secured and executed interview with 104.5 WOKV for Restaurant Week (Jan. 3)
- Executed segment on First Coast News "Good Morning Jacksonville" for Restaurant Week (Jan. 13).
- Executed segment on WJXT News4Jax "River City Live" daytime show for Restaurant Week (Jan. 16).



- Followed up with First Coast News "First Coast Living" segment for Restaurant Week. No response.
- Finalized and sent Dickens on Centre "Letter to the Editor" for Fernandina Beach News-Leader.
- Started preparing FY24 Q1 recap release about Dickens on Centre and TaxSlayer Gator Bowl.
- Outreach to Rich Donnelly/Good Morning Jacksonville on First Coast News about Concours segment.
- Agency media desksides in New York/IMM.
- Submitted pitch for VISIT FLORIDA "Multigen" SMT. Selected for program (March 26).
- Continued working on press kit copy edits.
- Submitted info on accessibility to Becka Stair Gill/Accessible Journeys Magazine.
- Sent Meetings Today request to partners and started gathering info. Due in Feb.
- Pitched summer in Amelia Island for Nonstop Life, Allegiant's inflight magazine to Nancy Foster.
- Provided list of annual events to freelancer, Patti Roth.
- Provided "What's New" info to freelancer, Angela Carlton-Caraway for future story consideration.
- Submitted "What's New," "Spring Break for Families," "Sustainable/Eco-Tourism," "Dry Tripping," and "Pet-Friendly" info to VISIT FLORIDA.
- Submitted Tourism Marketing Today Quick Trip about Dickens on Centre.

Promotional / Partnerships

- Conducted partner outreach for VISIT FLORIDA Canadian Weather Network promotion. Secured two activity partners and provided information to VISIT FLORIDA. Campaign launched.
- Met Tanjuria Willis/ATLSFW and Sydney Dean (designer).
 - o Sent information about the initiative to Joanne Hayes/Simply Buckhead.

Misc.

- Met with Paul and Marilou to review FY24 PR Forecast and plans. Revised the PR Forecast as applicable. Updated budget sheets as well.
- Vetting reactive requests and passing if applicable.
- Bi-weekly meetings with Marilou.
- Provided activity and publicity reports.
- Share press visit coverage with partners.



Activity Report, Amelia Island - February 2024 - Invoice 020124-120-247

Writers/Influencers

- Hosted Melissa Reilly, the winner of the National Dog Day campaign (Feb. 8-10).
- Finalized itinerary and hosted Adeina Anderson and Jennifer Broome (Feb. 25-27). Assisted with visit as necessary. Followed up after visit. Coverage pending.
- Continued planning media visit for Nikki Van Son/nikki.vs. Confirmed dates (April 12-14) and secured lodging.
- Continued planning Pets Welcome Here TV shoot (April 29-May 1). Gathered permits and insurance.
- Connected with Paige Minear/The Pink Clutch Blog about media visit.
- Connected with Amanda Steijlen about content creator partnership to highlight accessibility.
- Followed up with Innisfree Properties about Macaroni Kid group media visit in 2024/2025. They decided to pass at this time. AICVB decided to hold on opportunity until 2025.
- Followed up with Kathryn Fortunato/Lizzie Fortunato Jewels after her visit (Jan. 31-Feb. 2). Coverage pending.
- Followed up with Cynthia Drake/freelancer after her visit (Jan. 10-12). Coverage pending. Received update about pivot from Southern Living to Nonstop Life (Allegiant inflight magazine).
- Followed up with Dave Pollard/Toronto Sun after his visit (Nov. 15-17). Coverage pending.
- Followed up with Jared Ranahan/Forbes after his visit. (Nov. 2-5). Coverage pending.
- Followed up with Julie Bielenberg/travel writer after her visit April 26-29. Coverage pending.

Press/Outreach

- Finalized and distributed FY24 Q1 recap release about Dickens on Centre and TaxSlayer Gator Bowl.
 - Worked with Jacksonville Business Journal on correction.
- Pitched spring events using AICVB blog.
- Hagerty unable to execute Rich Donnelly/Good Morning Jacksonville on First Coast News about Concours segment. Asked Ritz to join, but they passed, and client had to cancel segment. Sent pitch for Amelia Island Concours Week.
- Researched, coordinated and finalized February advertorial package with Naples Illustrated for Amelia Island Concours Week.
- Selected for VISIT FLORIDA "Multigen" SMT (March 26). Provided talking points to VISIT FLORIDA. Started gathering video assets.



- Arranged phone interview with Paige Townley and AICVB VP for ConventionSouth Magazine story for the May issue about islands of the South that would be ideal for hosting meetings/events. Also provided images and connected her to The Ritz-Carlton, Amelia Island.
- Completed and submitted ConventionSouth Florida Event Planner Guide questionnaire and sent to Fran Morley.
- Submitted information on The Sprouting Project and DMC Trends to Jennifer Juergens for Meetings Today Florida supplement.
- Approved image for Heart Media Group's new outlet, Jacksonville Week&, about mini golf.
- Submitted pitch for "Best U.S. Islands for a Quick Getaway" for The Zoe Report.
- Provided AICVB statement about Black History Museum to Allison Matthews at Action News Jax.
- Provided images and information about the Right Whale Festival to VISIT FLORIDA for story in Time Out about whale watching.
- Submitted pitch to Jalyn Robinson for Travel + Leisure's "America's Best Small Towns 2024."
- Completed press kit updates.

Promotional / Partnerships

- Submitted two lodging partners for VISIT FLORIDA's WRVW-FM Nashville "Flip Flop" Radio Promotion. Partners not selected.
- Presented Price is Right Prize Package opportunity but decided to pass.
- Met with AICVB team to discuss dress ATLSFW dress unveiling and video.

Misc.

- Revised PR Forecast. Met with VP to confirm changes.
- Vetting reactive requests and passing if applicable.
- Bi-weekly meetings with Marilou.
- Provided activity and publicity reports.
- Share press visit coverage with partners.



 Instagram
 Articles
 Other (Fernandina Beach News-Leader Print)

Instagram Stories



Instagram

- Other (Good Morning Jacksonville on First Coast News)
- Other (NBC News Daily on First Coast News)
- Other (ABC Good Morning Jacksonville on First Coast News)
- Other (River City Live on WJXT News4Jax)



InstagramArticlesInstagram Stories

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

Restaurant Week Coverage 🕶



9,479,767 IMPRESSIONS



135,146



72 ENGAGEMENTS

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



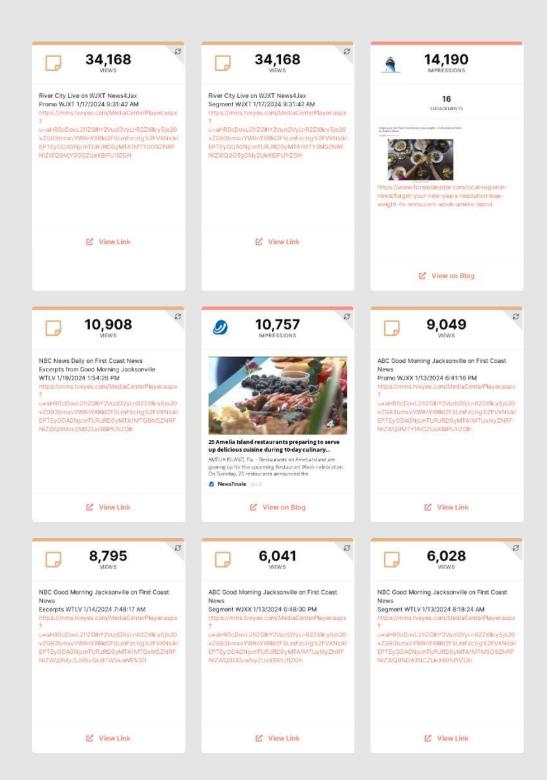


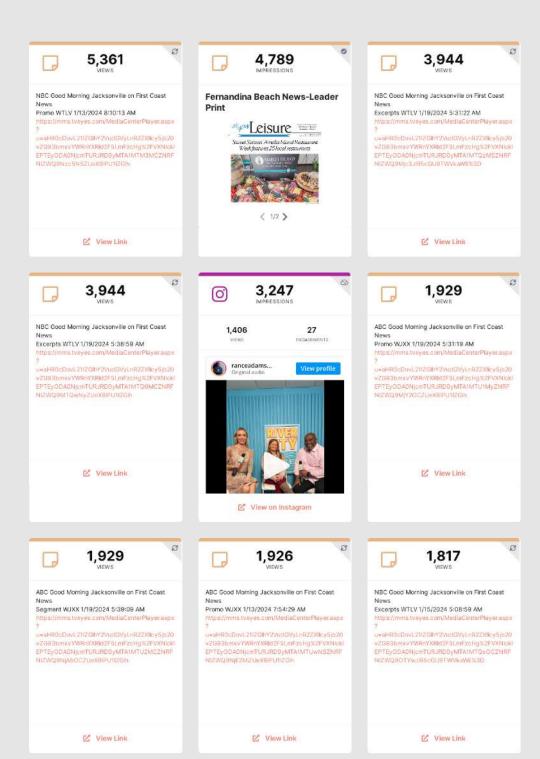


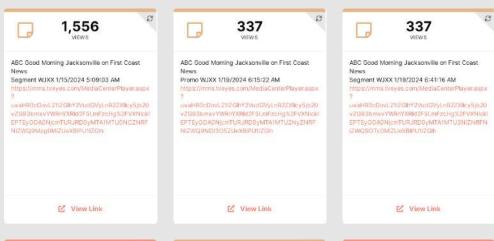












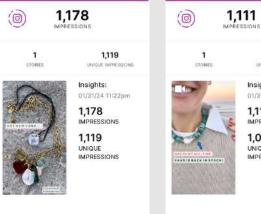




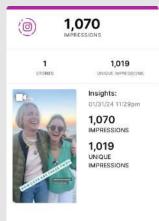














1,063

Insights:

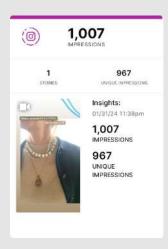
1,111

1,063

IMPRESSIONS

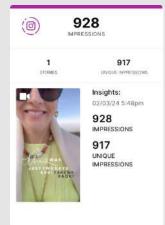
UNIQUE IMPRESSIONS

01/31/24 11:26pm



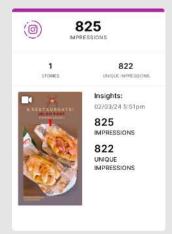




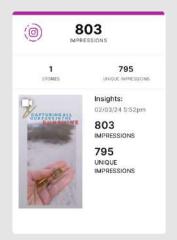


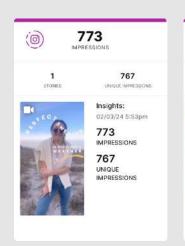






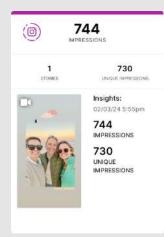


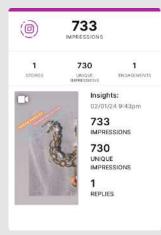




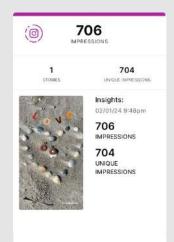


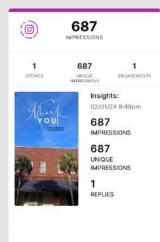


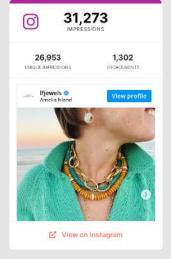














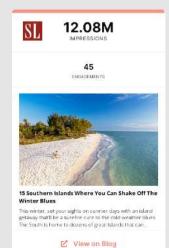


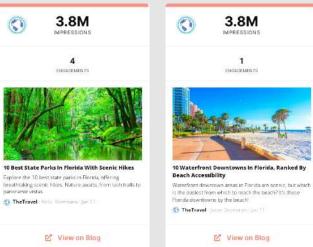


28.92M IMPRESSIONS



283 ENGAGEMENTS

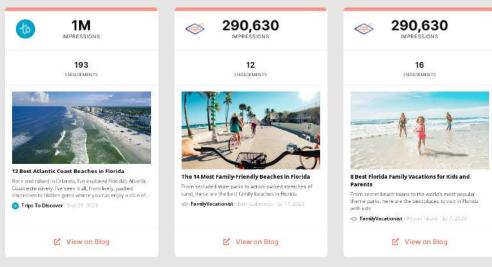


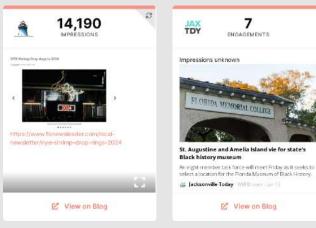






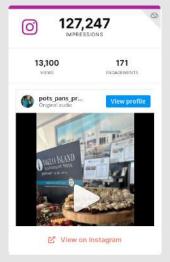












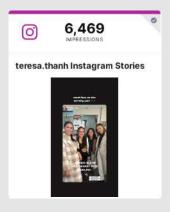


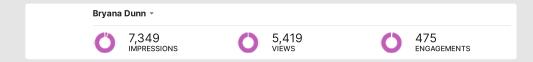






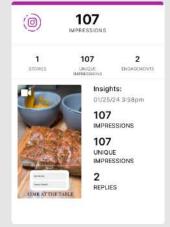


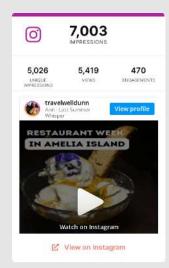






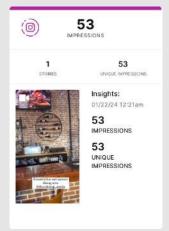




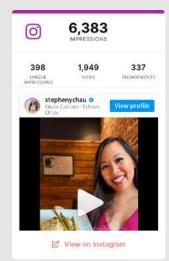








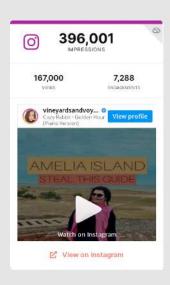












Mira Tempkin 🔻



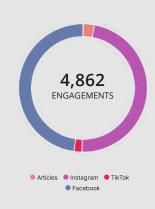
15,200 IMPRESSIONS



Generated: 2/21/2024, 5:10:52 PM







General Coverage -



47.71M IMPRESSIONS



18,306 VIEWS



139 ENGAGEMENTS

21.42M

17

10 Best Spots for Whale Watching USA
See these beautiful creatures in their natural habitats

Time Out United States: Lauren Dana / Feb 26

☑ View on Blog

SL

12.08M

20



Because Adults Deserve A Break Too
This March or April, make dedicated time for an adults-only
spring break. From the tried-and-rue beach burns to the
culinary enthusiants and mountain manuas, here are the...

☑ View on Blog

7.23M



Special events bolster strong finish to 2023 for Amelia Island tourism

These year-end events spur tax revenue on Amelia Island

| Jacksonville Business Journal | Math Denis | Fels B

☑ View on Blog

*

2.99M

MPRESSION

2



12 Florida winter destinations with direct flights from Minneapolis-St. Paul

Florida has a dozen airports that Minnesotans can fly to nonstop. With Fort Myers still recovering from Hurricane lan, here's where to go to find the sunshine.

* Star Tribune Foli >

☑ View on Blog

A

1.43M

31



7 Underrated Places in Florida You Should Visit in 2024

There's plenty to soak in on a visit to the Sunshine State (besides all that Vitamin Sea)

A AFAR Media Worll

☑ View on Blog

H!

1.1M

33

via VISIT FLORIDA

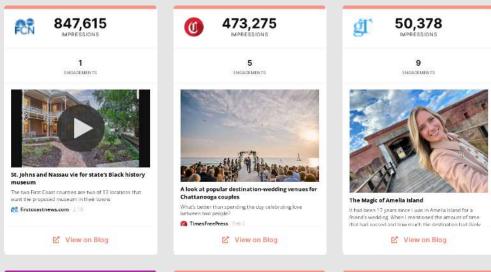


16 hidden gems that make Florida a memorable vacation destination

Bragging rights are yours when you eat, stay or play a

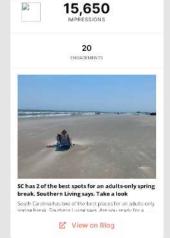
HELLO Feb 16

☑ View on Blog



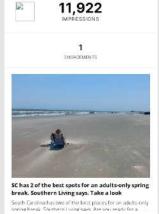


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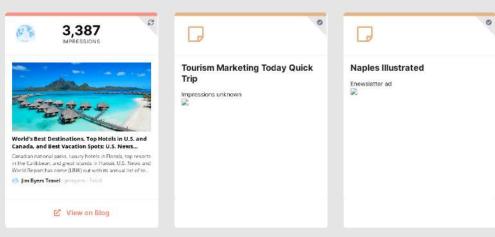






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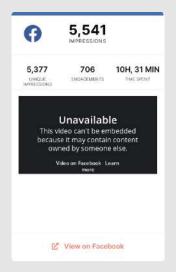


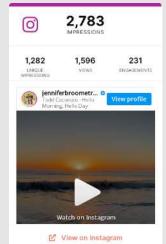


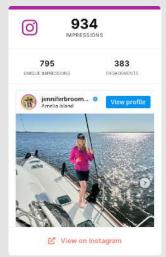




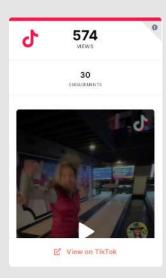




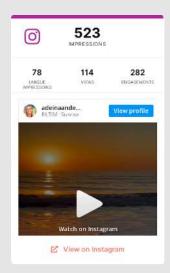


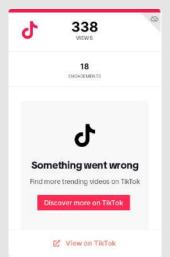


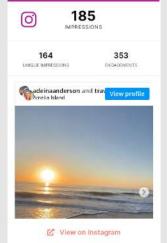


















Profile Performance

February 2024

Understand growth and health of your social profiles





Included in this Report

- **y** @AmeliaIslandFlo
- o visitameliaisland
- no visitameliaisland
- Visit Amelia Island

- Amelia Island
- in Amelia Island, Florida
- ♪ Amelia Island, Florida



Performance Summary

View your key profile performance metrics from the reporting period.

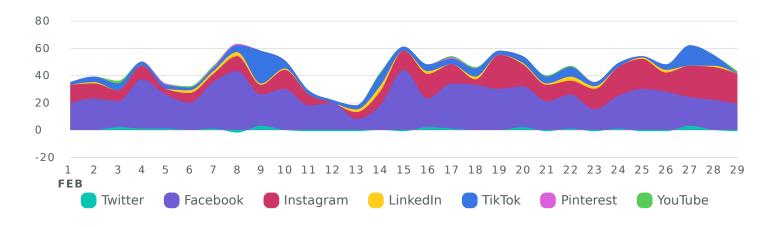
Engagements 241,971	Audience 157,819		Net Audience Growth 1,299
Published Posts 163	Video Views 858,611		Reactions 25,870
Comments 1,238		Shares 2,059	



Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth Breakdown by Network, by Day



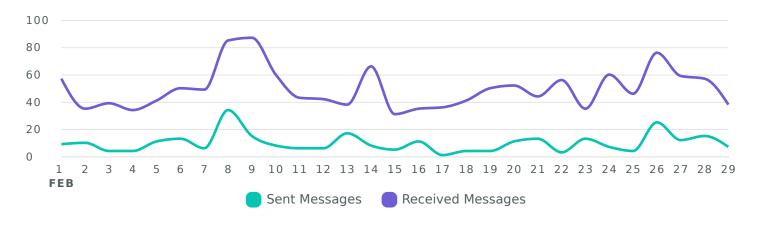
Audience Metrics	Totals
Total Net Audience Growth	1,299
Twitter Net Follower Growth	7
Facebook Net Follower Growth	733
Instagram Net Follower Growth	368
LinkedIn Net Follower Growth	31
TikTok Net Follower Growth	145
Pinterest Net Follower Growth	4
YouTube Net Subscriber Growth	11



Message Volume

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

Messages per Day



Sent Messages Metrics	Totals
Total Sent Messages	286
Twitter Sent Messages	11
Facebook Sent Messages	74
Instagram Sent Messages	164
LinkedIn Sent Messages	2
TikTok Sent Messages	16
Pinterest Sent Messages	19
YouTube Sent Messages	0



Message Volume

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

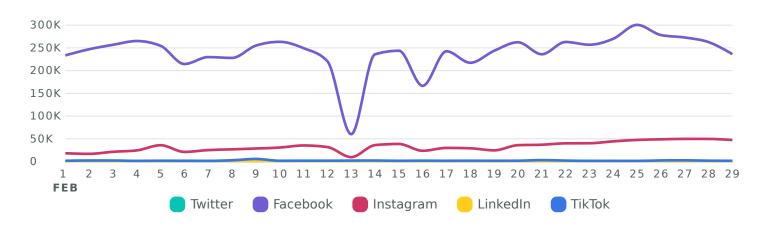
Received Messages Metrics	Totals
Total Received Messages	1,442
Twitter Received Messages	28
Facebook Received Messages	878
Instagram Received Messages	512
LinkedIn Received Comments	7
TikTok Received Messages	17



Impressions

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

Impressions Comparison by Network, by Day



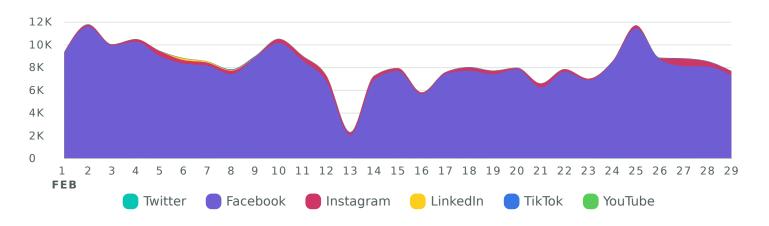
Impression Metrics	Totals	
Total Impressions	7,898,220	
Twitter Impressions	2,122	
Facebook Impressions	6,938,475	
Instagram Impressions	923,139	
LinkedIn Impressions	1,599	
TikTok Impressions	32,885	



Engagement

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

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



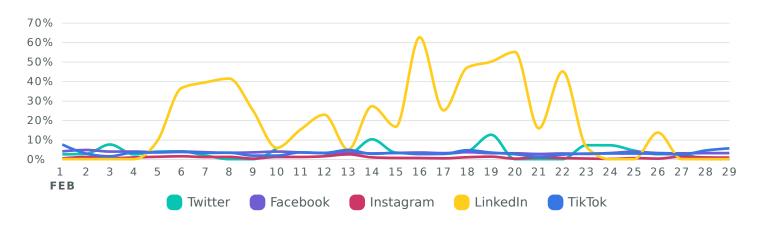
Engagement Metrics	Totals
Total Engagements	241,971
Twitter Engagements	80
Facebook Engagements	233,195
Instagram Engagements	7,242
LinkedIn Engagements	453
TikTok Engagements	945
YouTube Engagements	56



Engagement Rate

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

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



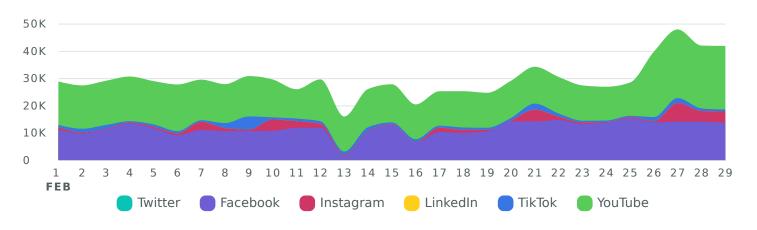
Engagement Rate Metrics	Rate
Engagement Rate (per Impression)	3.1%
Twitter Engagement Rate	3.8%
Facebook Engagement Rate	3.4%
Instagram Engagement Rate	0.8%
LinkedIn Engagement Rate	28.3%
TikTok Engagement Rate	2.9%



Video Views

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

Video Views, by Day



Video Views Metrics	Totals
Video Views	858,611
Twitter Video Views	0
Facebook Video Views	336,646
Instagram Post Video Views	41,628
LinkedIn Video Views	0
TikTok Video Views	32,885
YouTube Video Views	447,452



Profiles

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

Profile	Audience	Impressions	Engagements	Video Views \	Published Posts
Reporting Period Feb 1, 2024 - Feb 29, 2024	157,819	7,898,220	241,971	858,611	163
™ Sisit Amelia Island	1,030	N/A	56	447,452	_
• Amelia Island	116,702	6,938,475	233,195	336,646	30
visitameliaisland	33,697	923,139	7,242	41,628	89
→ Amelia Island, Florida	1,385	32,885	945	32,885	12
™ Amelia Island, Florida	1,201	1,599	453	0	2
⊚ y @AmeliaIslandFlo	3,216	2,122	80	0	11
visitameliaisland	588	N/A	N/A	N/A	19



Profile Performance

January 2024

Understand growth and health of your social profiles





Included in this Report

- **y** @AmeliaIslandFlo
- o visitameliaisland
- no visitameliaisland
- Visit Amelia Island

- Amelia Island
- in Amelia Island, Florida
- ♪ Amelia Island, Florida



Performance Summary

View your key profile performance metrics from the reporting period.

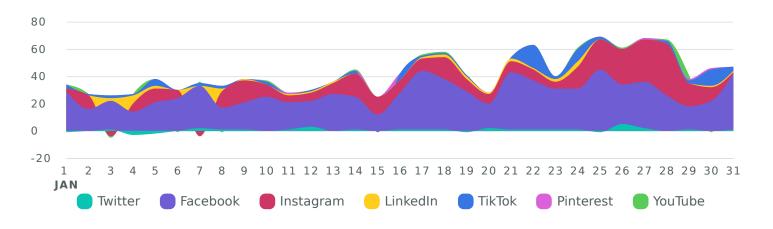
Engagements 230,327	Audience 156,522	2	Net Audience Growth 1,311
Published Posts 182	Video Views 549,495	5	Reactions 27,926
Comments 1,454		Shares 1,910	



Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth Breakdown by Network, by Day



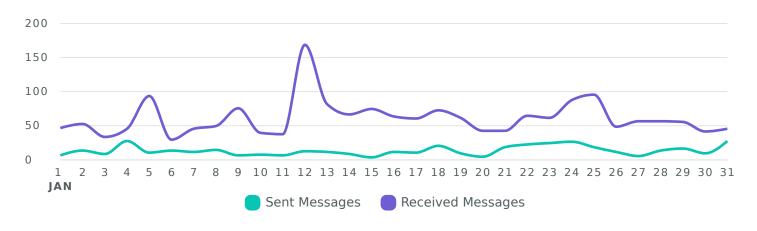
Audience Metrics	Totals
Total Net Audience Growth	1,311
Twitter Net Follower Growth	20
Facebook Net Follower Growth	825
Instagram Net Follower Growth	344
LinkedIn Net Follower Growth	33
TikTok Net Follower Growth	78
Pinterest Net Follower Growth	4
YouTube Net Subscriber Growth	7



Message Volume

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

Messages per Day



Sent Messages Metrics	Totals
Total Sent Messages	398
Twitter Sent Messages	15
Facebook Sent Messages	146
Instagram Sent Messages	207
LinkedIn Sent Messages	1
TikTok Sent Messages	9
Pinterest Sent Messages	19
YouTube Sent Messages	1



Message Volume

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

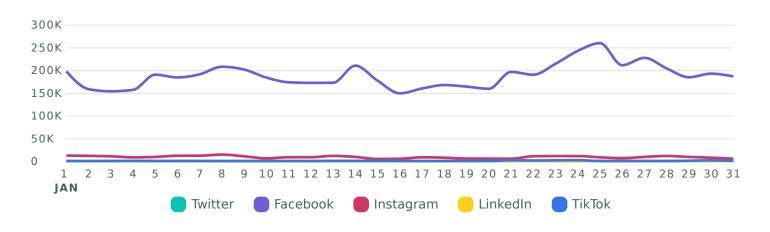
Received Messages Metrics	Totals
Total Received Messages	1,880
Twitter Received Messages	46
Facebook Received Messages	1,219
Instagram Received Messages	609
LinkedIn Received Comments	1
TikTok Received Messages	5



Impressions

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

Impressions Comparison by Network, by Day



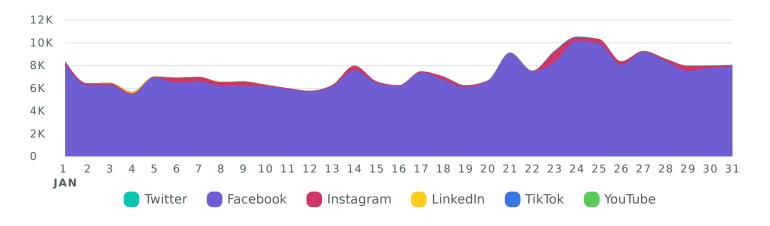
Impression Metrics	Totals	
Total Impressions	6,133,909	
Twitter Impressions	3,016	
Facebook Impressions	5,834,637	
Instagram Impressions	277,959	
LinkedIn Impressions	1,527	
TikTok Impressions	16,770	



Engagement

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

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



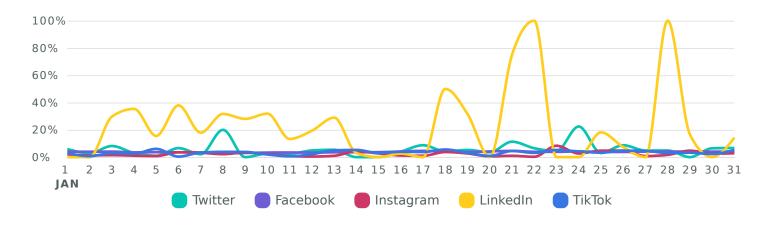
Engagement Metrics	Totals	
Total Engagements	230,327	
Twitter Engagements	177	
Facebook Engagements	222,329	
Instagram Engagements	6,696	
LinkedIn Engagements	407	
TikTok Engagements	626	
YouTube Engagements	92	



Engagement Rate

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

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



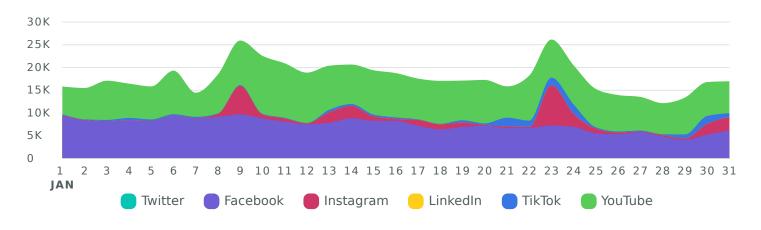
Engagement Rate Metrics	Rate	
Engagement Rate (per Impression)	3.8%	
Twitter Engagement Rate	5.9%	
Facebook Engagement Rate	3.8%	
Instagram Engagement Rate	2.4%	
LinkedIn Engagement Rate	26.7%	
TikTok Engagement Rate	3.7%	



Video Views

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

Video Views, by Day



Video Views Metrics	Totals	
Video Views	549,495	
Twitter Video Views	0	
Facebook Video Views	226,856	
Instagram Post Video Views	38,671	
LinkedIn Video Views	0	
TikTok Video Views	16,770	
YouTube Video Views	267,198	



Profiles

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

Profile	Audience	Impressions	Engagements	Video Views ▼	Published Posts
Reporting Period Jan 1, 2024 - Jan 31, 2024	156,522	6,133,909	230,327	549,495	182
◯ Visit Amelia Island	1,020	N/A	92	267,198	1
• Amelia Island	115,969	5,834,637	222,329	226,856	31
visitameliaisland	33,329	277,959	6,696	38,671	106
♦ Amelia Island, Florida	1,240	16,770	626	16,770	9
in Amelia Island, Florida	1,171	1,527	407	0	1
	3,209	3,016	177	0	15
visitameliaisland	584	N/A	N/A	N/A	19



EXECUTIVE SUMMARY | Objective and Overview

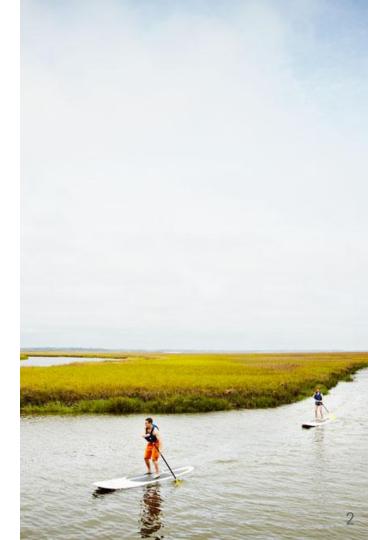
Objective: To increase awareness and visitations to Amelia Island through an integrated digital media strategy using comprehensive tracking, combined with travel data to inform targeting and media placements to prospects in key markets.

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

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

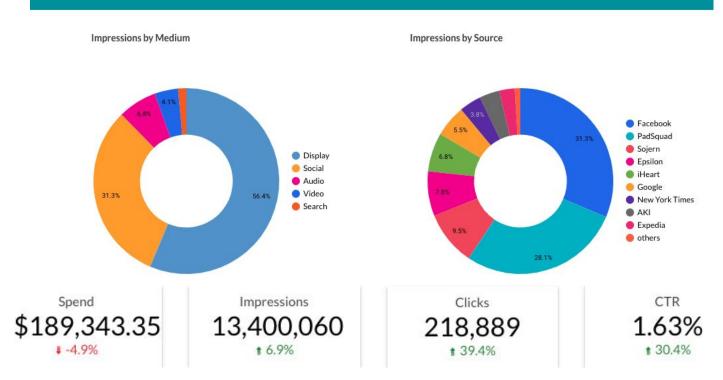
- Winter Markets October 2023 March 2024:
 - Primary Markets: New York, Atlanta, Boston, Philadelphia,
 Washington DC, (50% Impressions focused on these locations)
 - Secondary Markets: Chicago, Los Angeles, Pittsburgh (30%)
 - Tertiary: Austin, Dallas, Denver, Detroit (20%)
 - Test Phoenix: New flight starts November 2023





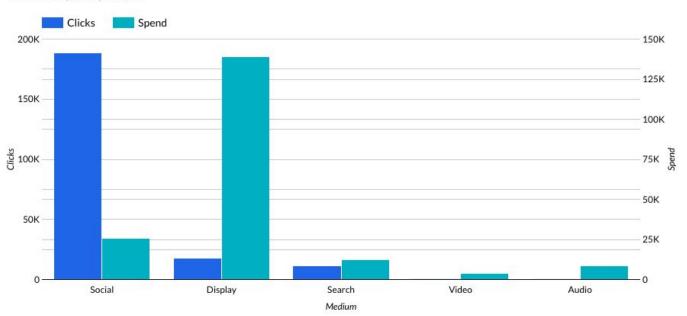
EXECUTIVE SUMMARY | Objective and Overview (December 2023)

Impressions by Medium and Source



Media Performance

Clicks and Spend by Medium



EXECUTIVE SUMMARY | Zartico October - December 2023

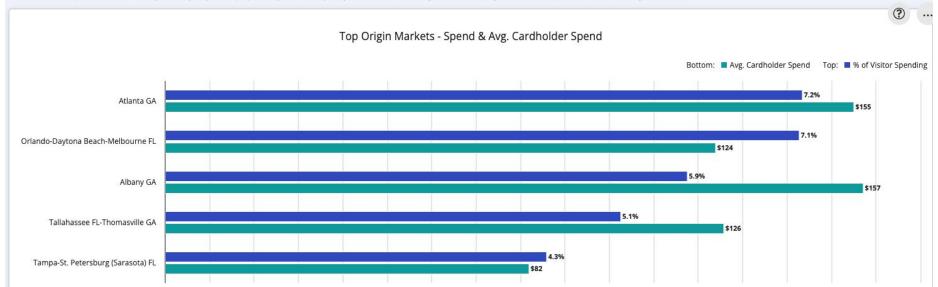


Date range 10/01/2023 - 12/31/2023 ~ Visitor Country United States ~ Visitor State

Visitor Market Area All v

Which origin markets are generating visitor spend?

Source: Zartico Spend Data. This insight tells you your top spending markets by origin Market Area along with the average cardholder spend from these origin markets.



EXECUTIVE SUMMARY | Zartico October - December 2023



Date range Visitor Country County Visitor State Visitor Market Area Visitor City Primary Category Age Group Income Last 12 months ~ United States ~ All v All ~ All ~ All v All v All ~ All v All v

How does your destination's average visitor spending compare to last year?

Source: Zartico Spend Data. Note: This insight is not configured to the Date Range filter above and will instead always show the last 12 months compared to the previous year. Avg. Visitor Spending will not appear for a Month where there are 10 or less cardholders based on the filters selected. Tip: Click into a month to see the YOY change in Avg. Visitor Spending by Category. LY = Last Year, TY = This Year.



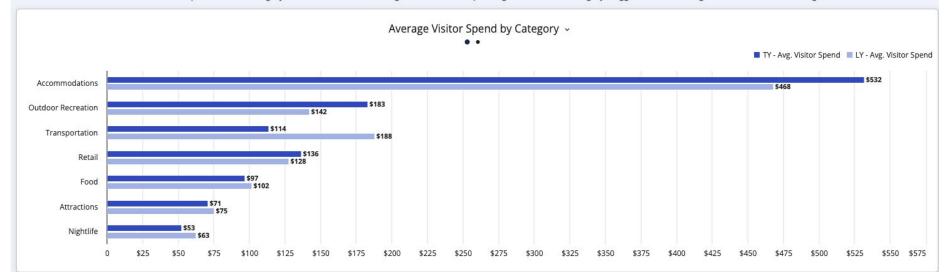
EXECUTIVE SUMMARY | Zartico October - December 2023



Visitor Country County City Visitor State Visitor Market Area Visitor City Primary Category Income Age Gro 3 - 12/31/2023 ∨ United States ∨ All ∨	° 5		
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How does average visitor spending by category compare to the previous year?

Source: Zartico Spend Data. Note: This data does not include online transactions. Therefore the Accommodations category would not include short-term rentals where the card is not swiped in-market. The Transportation category includes rental cars/RVs, taxi/limo services, cruise ships, airports and travel agencies & tour operations. Avg. Visitor Spending will not appear for a Category where there are 10 or less cardholders based on the filters selected. Tip: Click into a Category to see what merchant categories visitors are spending on within that Category. Toggle to the next insight to see a table of all Categories.



EXECUTIVE SUMMARY | December 2023 Website

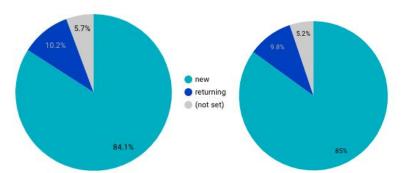
ALL TRAFFIC

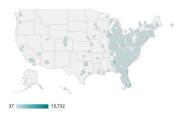
Total users	New users	Engaged sessions	Sessions per user 1.28
151,884	146,607	88,160	
• -1.6%	• -2.4%	± 12.5%	
Views 309,348	Events per session 5.89	Avg Session Duration 00:02:04	Bounce rate 54.11%

PAID MEDIA

Total users 42,026	New users 40,012 4 -18.3%	Engaged sessions 25,742 • 6.5%	Sessions per user 1.27 4 -14.5%
Views 88,170 • -12.8%	Events per session 6.43	Avg Session Duration 00:02:22	Bounce rate 51.34%

ALL TRAFFIC PAID MEDIA





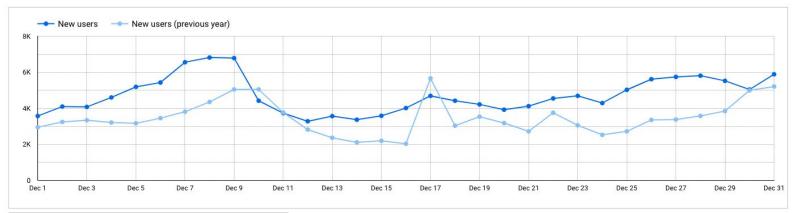


Insights:

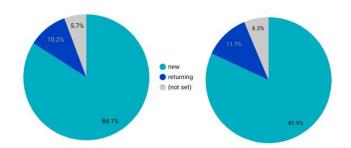
- Engaged Sessions: 88,160 (+12.5% MoM)
- New Users: 146,607 (-2.4% MoM)
- Views: 309,348 (+3.6% MoM)
- Sessions per User: 1.28 (-4.4% MoM)
- Bounce Rate: 54.11% (-12.3% MoM)
- Average session duration: 00:02:04 (+8.1% MoM)
- 28% of total web traffic can be attributed to paid media efforts

YoY Insights: December 2023 vs. December 2022

Includes: Paid, Organic



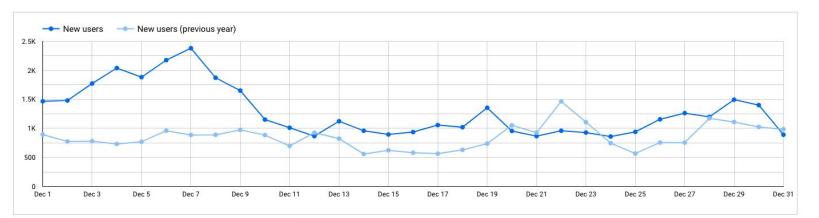




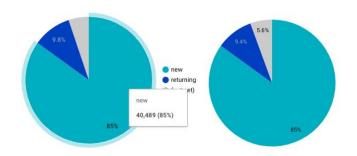


EXECUTIVE SUMMARY | December 2023 Website (Paid Media)

YoY Insights: December 2023 vs. December 2022









DISPLAY

Display Recap | Padsquad Leisure

The Mosaic











Insights:

- Padsquad December Campaign:
- Overall Campaign delivered 2,960,522 impressions, 3,729 Clicks and CTR: 0,13%
 - Unit views 695,561
 - 97,190 engagements and 13.97% ER
 - Video starts: 506,946
 - 71.24% VCR
 - Top performing unit:
 - The Mosaic: Delivered 904,208 impressions with 1,467 clicks and 25.37% ER.
 - **CTV:** Delivered 251,802 impressions
 - Video completes: 248,189
 - VCR 98.56%
 - Scans:9
- Amelia Island: 3,211 new users (-7.0% MoM), 550 engaged sessions (38.5% MoM), 83.33% bounce rate (-6.2% MoM), 4.23 events/session (8.3% MoM), with an average session duration of 00:00:42 (125.4% MoM).

Display Recap | Padsquad Leisure

The Orbit















Insights:

• **The Orbit:** Delivered 996,912 impressions with 1,199 clicks and 0.12% CTR

Unit Views: 168,087

Engagements: 3,976

• ER: 2.37%

Weather Trigger: Delivered 807,600 impressions

Clicks: 1,063

CTR: 0.13%

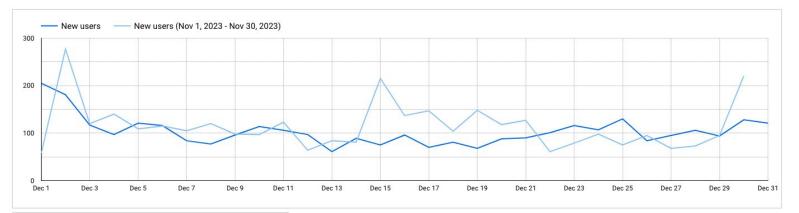
Unit Views: 160,042

VCR: 57.88%

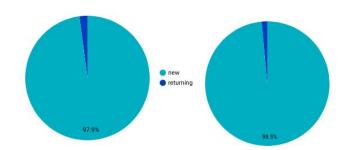


Display Recap | PadSquad - MoM Comparison

MoM Insights: December 2023 vs November 2023









The Reel









Insights:

Padsquad Weddings campaign delivered the following in December:

o Impressions: 801,483

Clicks: 5,785 CTR: 0.72%

Unit views: 207,390Engagements: 12,975

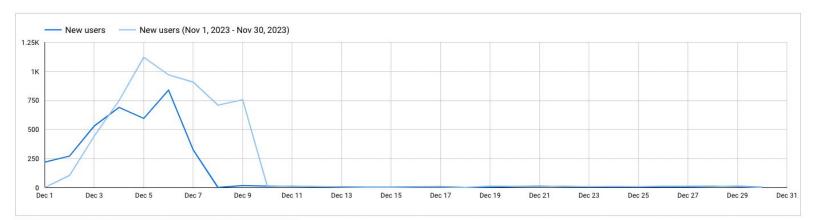
ER: 6.26%

Amelia Island: 3,670 new users (-38.4% MoM), 1,347 engaged sessions (-42.5% MoM), 64.52% bounce rate (2.8% MoM), 5.53 events/session (-8.1% MoM), with an average session duration of 00:00:50 (-3.1% MoM).



Display Recap | PadSquad Wedding - MoM Comparison

MoM Insights: December 2023 vs November 2023

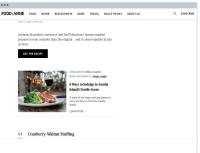




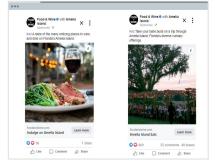


Display Recap | Travel and Leisure Flip Card Unit







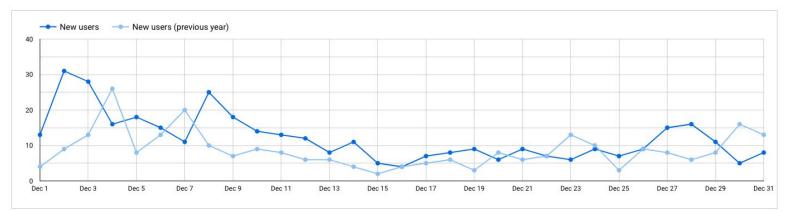


- **The Travel and Leisure Flip Card unit:** The Food & Wine Flipcard that launched on 11/22 delivered the following in December
 - o Page Views: 12,467
 - Content Engagements: 8,795
 - Content Engagement Rate: 70.5% 3x better than the average Flipcard benchmark of 23%. (The Flipcard content and volume is leading to extreme interactions)
 - Average time spent is 49 seconds (benchmark of 31 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 38,671 impressions. 58 clicks and 0.15% CTR.
 - **Amelia Island:** 374 new users (-67.6% MoM), 332 engaged sessions (-63.8% MoM), 34% bounce rate (-7.4% MoM), 7.59 events/session (-1.1% MoM), with an average session duration of 00:02:35 (-7.2% MoM).

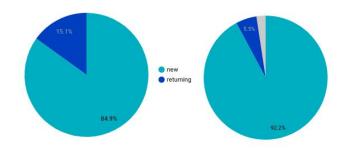


Display Recap | Travel and Leisure Flip Card Unit - YoY Comparison

YoY Insights: December 2023 vs December 2022



Total users	New users	Engaged sessions
404	374	332
\$ 45.8%	† 38.5%	\$ 55.9%
Sessions per user	Views	Events per session
1.26	1,074	7.59
# 18.1%	* 72.7%	\$ 32.7%
Avg Session Duration	Bounce rate	
00:02:35	34.00%	
£ 22.5%	£ 23.4%	



Display Recap | Travel and Leisure co-branded Email





Subject line: Sun, sea and festival fun on Amelia Island, FL

 The email deployed 12/13 to 73,881 opt-in subscribers

Delivered: 73,524

Clicks: 519CTR: 0.71%

• Total Opened:51,825

Total Opened: 70.49%

o CTOR: 1.00%

Total Unique Opened: 44,665

Total Unique Clicks: 310

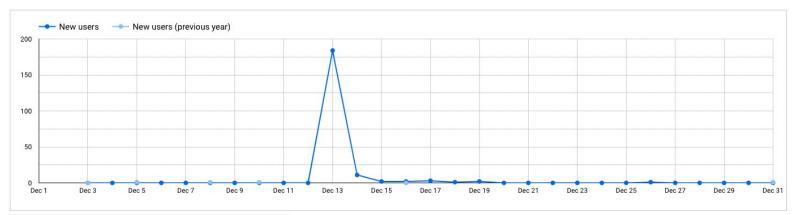
Unique CTOR: 0.69%

Amelia Island: 206 new users (1,484.6% MoM), 140 engaged sessions (1,650.0% MoM), 49.09% bounce rate (-18.2% MoM), 6.8 events/session (24.7% MoM), with an average session duration of 00:02:31 (154.6% MoM).

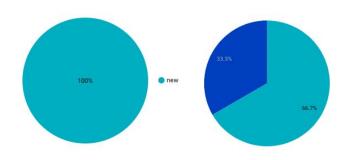


Display Recap | Travel and Leisure co-branded Email - YoY Performance

YoY Insights: December 2023 vs December 2022







Display Recap | Epsilon





Gamified Unit



DMA	Impressions	Clicks	CTR
New York	220,187	386	0.18%
Chicago	156,102	417	0.27%
Atlanta	129,311	258	0.20%
Los Angeles	119,841	258	0.22%
Philadelphia	101,965	213	0.21%
Washington DC	95,882	151	0.16%
Boston	87,310	139	0.16%
Dallas	61,778	185	0.30%
Pittsburgh	59,676	185	0.31%
Detroit	52,116	137	0.26%
Denver	44,339	118	0.27%
Phoenix	22,018	57	0.26%
Austin	19,043	36	0.19%
Total	1.169.568	2.540	0.22%

Insights:

- **December Campaign:** Delivered 1,042,255 Impressions with 2,362 clicks and 0.23% CTR. Total messaged site visits: 1,683
- Unit Performance:
 - Cross Device Banners: 441,327 impressions with 826 clicks and 0.19% CTR. 255 Messaged Visits
 - Retargeting: 27,125 impressions, 64 clicks,
 0.24% CTR. Messaged visits: 102
 - Gamified unit delivered 431,768 impressions with 1,199 clicks and 0.28% CTR. 1,215
 Messaged Visits
 - Added Value: banners and gamified unit
 - Delivered 137,762 Impressions with 189 clicks and 0.14% CTR.
 - Messaged visits: 145

Amelia Island: 1,385 new users (-24.4% MoM), 179 engaged sessions (-4.8% MoM), 88.31% bounce rate (-2.6% MoM), 3.83 events/session (2.9% MoM), with an average session duration of 00:00:21(-21.6% MoM).



Display Recap | Epsilon Ritz Carlton



Insights:

• Ritz Carlton December Campaign delivered:

o Impressions: 54,608

Clicks: 109

Click Through Rate: 0.20%Total messaged site visits: 48

October - December Recap:

o Impressions:183,138

o Clicks: 380

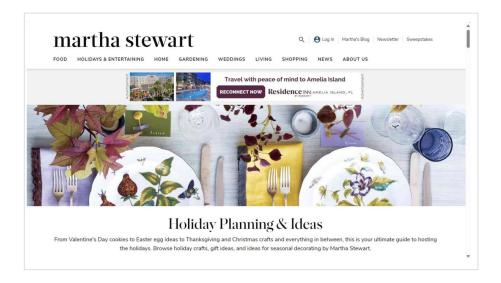
Click Through Rate: 0.21%

Total messaged site visits: 117

• Users continue to be highly engaged with the creative most likely because of the established brand awareness of the luxury hotel



Display Recap | Epsilon Residence Inn



Insights:

• Residence Inn December Campaign delivered:

o Impressions: 87,427

Clicks: 164

Click Through Rate: 0.19%Total messaged site visits: 63

October - December Recap:

o Impressions: 167,457

Clicks: 308

Click Through Rate: 0.18%

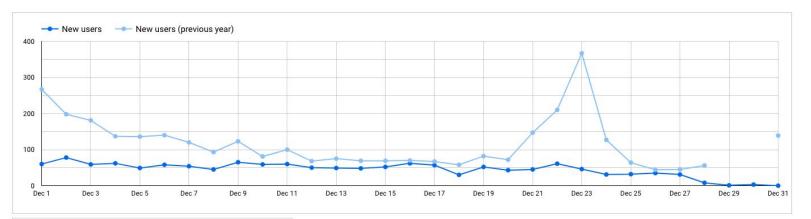
Total messaged site visits:89

 Continue to optimize the campaign on a daily basis to increase performance but well within the benchmark

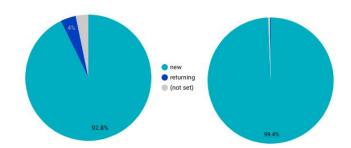


Display Recap | Epsilon - YoY Comparison

YoY Insights: December 2023 vs December 2022









Display Recap | New York Times

















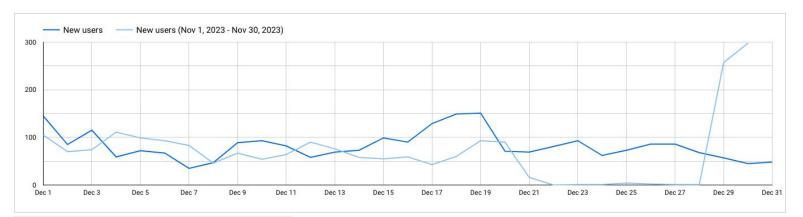
Insights:

- December creative units included FlexXL Video and Window Shopper with target to ages 25-54 and Warm Weather Destinations, Frequent Travelers, General Travelers.
- The campaign generated the following:
 - o 514,559 impressions
 - o 1,525 clicks
 - o 0.30% CTR
- Unit performance:
 - VCR: 83.49% VCR (benchmark 69%)
 - Engagement Rate: 2.71%
- Optimization includes updating targets to the following: behavioral segments to includes luxury travel, family travel, fine dining, live entertainment ad engagers, culture vultures, planning to retire soon, retired
- Topic Targeting towards travel, golf, fine dining, restaurant reviews, gourmet recipes, elegant epicureans, museums & galleries, historic sites, love & relationships, families & parenting, self care, real estate, remote work
- Amelia Island: 2,546 new users (22.9% MoM), 478 engaged sessions (26.1% MoM), 84.02% bounce rate (-0.3% MoM), 3.63 events/session (-0.8% MoM), with an average session duration of 00:00:54 (-10.4% MoM).

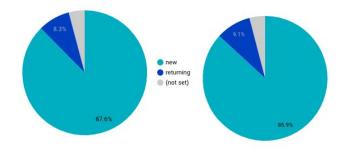


Display Recap | - New York Times MoM Comparison

MoM Insights: December 2023 vs November 2023

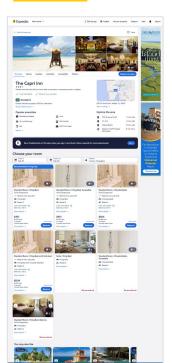


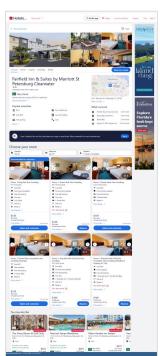






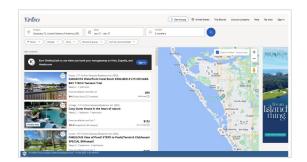
Display Recap | Expedia





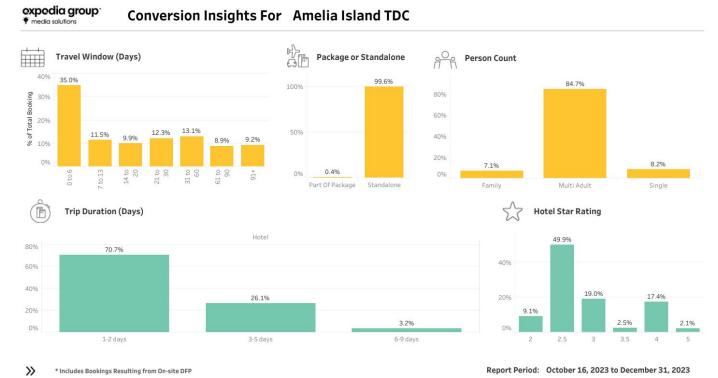
Insights:

- **Expedia:** October 16 to December 31st campaign delivered the following results:
 - Impressions: 359,428
 - Clicks: 1,522CTR: 0.42%
 - Room Nights: 1,175Gross Booking: \$277K
 - **ROAS:** 18:8
 - Passport Video: 947,101 Impressions with 1,168 clicks and 0.12% CTR.
 - Viewability 87%Room Nights: 21ROAS: 0.2
 - **Amelia Island:** 39 new users (34.5% MoM), 42 engaged sessions (35.5% MoM), 14.29% bounce rate (357.1% MoM), 9.73 events/session (9.7% MoM), with an average session duration of 00:03:17 (-1.2% MoM).





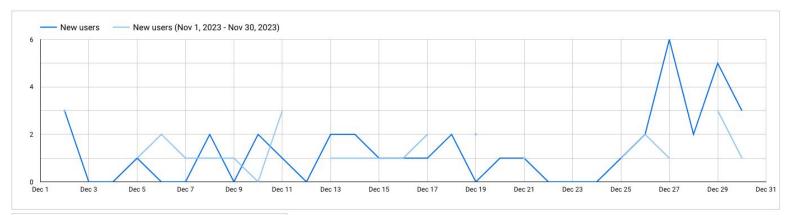
Display Recap | - Expedia Insights



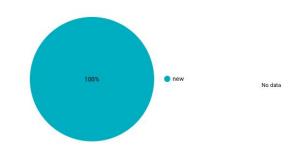
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Display Recap | - Expedia MoM Comparison

MoM Insights: December 2023 vs November 2023



Total users	New users	Engaged sessions
40	39	42
No data	* 34.5%	\$ 35.5%
Sessions per user	Views	Events per session
1.23	93	9.73
No data	\$ 57.6%	\$ 9.7%
Avg Session Duration	Bounce rate	
00:03:17	14.29%	
¥ -1.2%	\$ 357.1%	



DISPLAY RECAPLAKE





Insights:

• The December 2023 campaign delivered:

Impressions: 472,901

Video Completed: 452,992

• **VCR:** 96.13%

 Primary markets: 206,411 Impressions,198,451 Video completed at a 96.14% VCR

 Secondary markets: 151,612 Impressions, 145,160 Video completed at a 95.74% VCR

 Tertiary markets: 84,885 Impressions with 81,608 Video completed at a 96.14% VCR

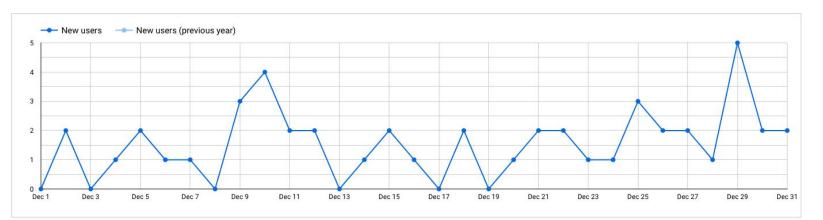
 Optimizations: Top performing unit is the Family video. In mid-December, incorporated Snowbirds video, served specifically to New York, Boston, Philadelphia, Chicago and Toronto, which is continuing to increase in VCR (92.60%)

Amelia Island: 48 new users (92.0% MoM), 5 engaged sessions (-28.6% MoM), 90.57% bounce rate (13.2% MoM), 3.87 events/session (-17.5% MoM), with an average session duration of 00:00:08 (-84.0% MoM).

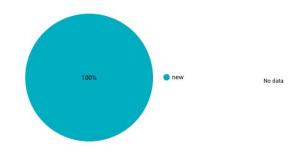


Display Recap | - AKI Monthly Performance

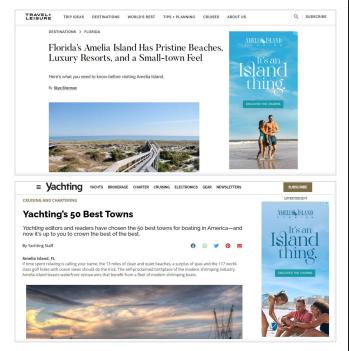
December 2023 Insights







DISPLAY RECAP | Sojern





The December 2023 campaign delivered:

o **Impressions:** 1,272,205

Clicks: 2,279CTR: 0.18%

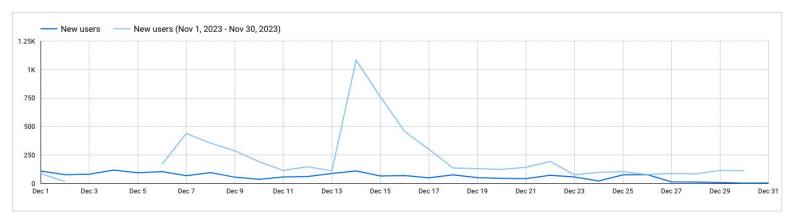
Completed Videos: 211,974

Amelia Island: 1,921 new users (-68.0% MoM), 136 engaged sessions (22.5% MoM), 93.13% bounce rate (-5.2% MoM), 3.18 events/session (5.2% MoM), with an average session duration of 00:00:21 (462.6% MoM).

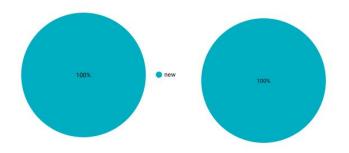


Display Recap | - Sojern MoM Comparison

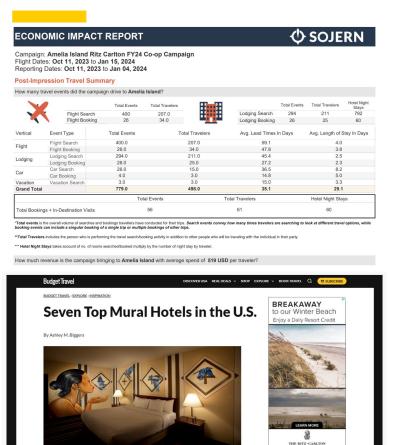
MoM Insights: December 2023 vs November 2023







DISPLAY RECAP | Sojern Ritz Carlton Co-op





The December campaign delivered:

Display Impressions: 537,901

Clicks: 1,094CTR: 0.20%

November - December campaign delivered the following results:

o Impressions: 899,202

Clicks: 1,627CTR: 0.18%



DISPLAY RECAP | Travelzoo

Amelia Island: a getaway on island time

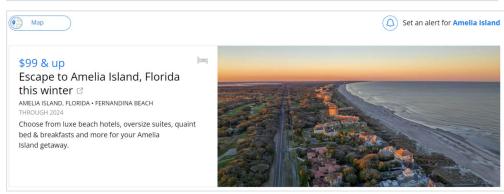
Amelia Island is special simply by virtue of its beach-blessed composition—and its Southern hospitality, coastal cuisine and leisure opps add to the appeal.

READ MORE



Camille Lamb Guzman





• The December 2023 **Sponsored Showcase** campaign delivered:

Email: Native: 20,535

Social: 482,142
Page Views: 9,721
Time on site: 2:49
Clickthroughs: 42

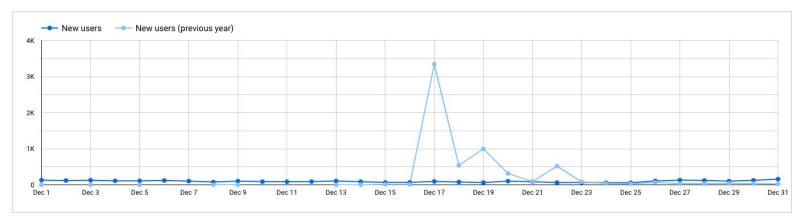
CTR: 5%

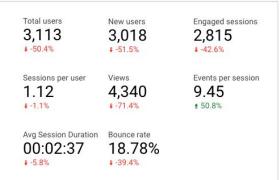
• Amelia Island: 3,018 new users (-78.3% MoM), 2,815 engaged sessions (-63.1% MoM), 18.78% bounce rate (-66.7% MoM), 9.45 events/session (56.2% MoM), with an average session duration of 00:02:37 (42.5% MoM).

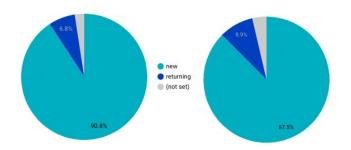


Display Recap | - Travelzoo YoY Comparison

YoY Insights: December 2023 vs December 2022









AUDIO | I-Heart Podcast











Podcast Ridiculous History The Martha Stewart Podcast Dark Becomes Light Missing in Alaska Not Lost The Death and Life of Kobe Bryant Business on the Brink Celebrity Book Club with Steven & Lily Two Dudes in a Kitchen Let's Red Table That with Cara and Tracy Sworn **Our American Stories** Crime Alert with Nancy Grace Math & Magic: Stories from the Frontiers of Marketing with Bob Pittman Just B with Bethenny Frankel Big Sugar On Purpose with Jay Shetty Two Cool Moms Atlanta Monster Facing Evil Let's Talk About Myths, Babyl Greek & Roman Mythology Retold The Most Dramatic Podcast Ever with Chris Harrison Overcomfort Podcast with Jenicka Lopez The Dream Fight Night Between Bites with Nina Compton and Larry Miller Wrestling with Freddie Project Listen Stories from the Village of Nothing Much Becoming an Icon Veterans You Should Know Grassroots Betraval Dear Chelsea Strictly Business The Daily Zeitgeist A Bit of Optimism Before Breakfast Bachelor Happy Hour Football Full Circle Astrav Tagline Large Nerdron Collider Broken Record with Rick Rubin, Malcolm Gladwell, Bruce Headlam and Ju-Unbreakable with Jay Glazer Maybe You're Not the Target Against the Rules with Michael Lewis: The Trial of Sam Bankman-Fried The Last Resort First Contact with Laurie Segall

- December campaign delivered: 906,232 Impressions with 315 visits matched to our podcast listeners who heard the ad. This means that someone heard the spot and visited the site.
 - Total Unique Reach: 459,274
- 315 visits matched to our podcast listeners who heard the ad in December.
- Visit rates ended at .35 for the month, down from Nov'23, but up YOY from Dec'22 (.33 last year)
- Chicago had the most visits with 53, and Atlanta led the month in visit rate at .99
 After the swap of psychographic networks and creative, visit rates jumped from .25 to .35.
 - Backer, Vivacious, Shopper, Crypto
 Enthusiast Eco Conscious, Business
 Leaders, Progressive and Conqueror





MEETINGS RECAP | Northstar











Insights:

• The December Email deployed on 12/7/2023. Campaign results:

• **Subject:** Meet on Amelia: Voted a Top Island in the U.S.

Sent: 20,217Opened: 8,604

• **Open Rate:** 42.56%

Clicks: 46CTR: 0.23%CTOR: 0.53%

Display campaign:

o Impressions: 40,000

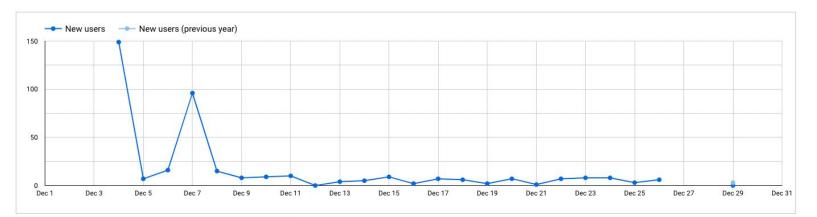
Clicks: 163CTR: 0.41%

• Amelia Island: 385 new users (flat MoM), 25 engaged sessions (212.5% MoM), 93.62% bounce rate (243.3% MoM), 3.23 events/session (-78.3% MoM), with an average session duration of 00:00:09 (-99.0% MoM).

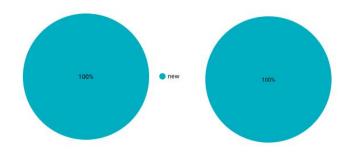


Display Recap | - Northstar Monthly Performance

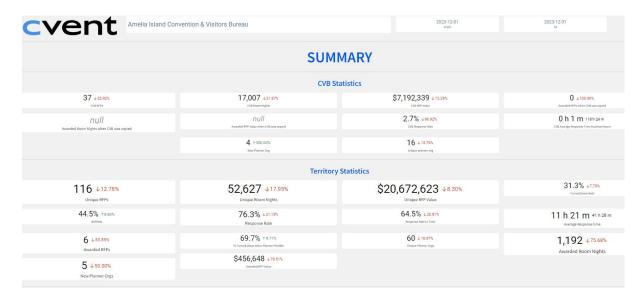
December 2023 Insights



Total users	New users	Engaged sessions
388	385	25
12,833.3%	1 2,733.3%	* N/A
Sessions per user	Views	Events per session
1.01	404	3.23
1.0%	13,366.7%	† 7.8%
Avg Session Duration	Bounce rate	
00:00:09	93.62%	
t N/A	₹ -6.4%	



Meetings Recap | CVENT December 2023



Insights:

December 2023 Recap:

- Amelia Island Metro Area (cities of Yulee, Amelia Island and Fernandina Beach) received 116 unique RFPs for the month through Cvent, which was 13% lower than December, 2022
- Out of these, 6 were awarded for a total AWARDED VALUE of \$456K.
- Out of these 116 RFPs, the DMO was copied on 37 of them, which is 23% lower than in December, 2022
- 0 RFPs were awarded that the DMO was copied on







- December campaigns delivered 4,196,102 impressions and reached 2,115,588 unique people and drove 188,670 clicks.
- Ad Engagement
 - 8,524 post reactions
 - 345 post saves
 - 408 post comments
 - 436 post shares
- Foodie IE
 - Average view time: 12 seconds
 - Percentage viewed: 69%



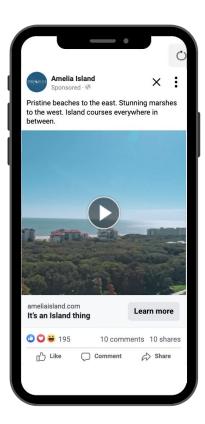
The Newsletter conversion campaign reached 112,154 unique people, delivered 194,728 impression and generated 1,728 Leads at a cost per lead of \$0.87

- 3,175 post reactions
- 64 post comments
- 4 post saves
- 1 post shares



The Events carousel reached 176,569 unique people, delivered 366,615 impression and generated 6,924 clicks at a CTR of 1.89%, 2.1xs times higher than industry average.

- 281 post reactions
- 10 post comments
- 17 post saves
- 9 shares



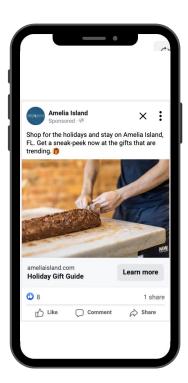
The Snowbirds campaign reached 52,331 unique people, delivered 97,404 impression and generated 3,024 clicks at a CTR of 3.10%, 3.5xs times higher than industry average.

- 74 post reactions
- 3 post comments
- 8 post saves
- 4 shares





- The IT Family video campaign reached 161,628 unique people, delivered 245,626 impressions and generated 111,501 clicks at a CTR of 4.68%, 5.3xs higher than industry average.
- The IT couples video campaign reached 121,330 unique people, delivered 229,704 impression and 24,201 clicks at a CTR of 10.54%, 11.7xs higher than industry average.



Holiday Blog campaign reached 53,893 unique people, delivered 88,475 impressions and generated 4,227 clicks at a CTR of 4.78%, 5.3xs higher than industry average.

- 88 post reactions
- 2 post comments
- 8 post saves
- 2 shares





The TaxSlayer campaign reached 11,225 unique people, delivered 818,575 impressions and generated 85,444 clicks at a CTR of 10.44%, 11.6xs higher than industry average.

- 1,425 post reactions
- 145 post comments
- 17 post saves
- 100 shares





The Bicentennial campaign reached 40,492 unique people, delivered 167,670 impressions and generated 3,359 clicks at a CTR of 2%, 2.2xs higher than industry average.

- 165 post reactions
- 9 post comments
- 11 post saves
- 25 shares





The Chamber Music Festival campaign reached 40,415 unique people, delivered 73,401 impressions and generated 2,977 clicks at a CTR of 4.06%, 4.5xs higher than industry average.

- 77 post reactions
- 3 post comments
- 3 post saves
- 4 shares



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
 - o 16 seconds
 - Percentage viewed: 62%
- March 2023 Family
 - View time: 12 seconds
 - Percentage view: 58%
- April 2023 Foodie
 - View time: 16 seconds
 - Percentage viewed: 62%

Paid Social | 2023 Instant Experience Recaps















Insights:

- May 2023 Golf
 - Average view time: 6 seconds
 - Percentage viewed: 40%
- June 2023 Beach
 - Average view time: 13 seconds
 - Percentage view: 36 %
- July 2023- Nature
 - Average view time: 14 seconds
 - Percentage viewed: 62%
- August Spa
 - Average view time: 15 seconds
 - Percentage viewed: 68%
- October History and Mystery
 - Average view time: 16 seconds
 - Percentage view: 62%
- November Holiday
 - Average view time: 15 seconds
 - Percentage view: 63%
- Downtown
 - Average view time: 14 seconds
 - Percentage viewed: 59%
- December Foodie
 - Average view time: 12 seconds
 - Percentage viewed: 69%

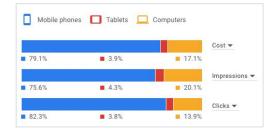




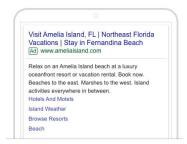
PAID SEARCH

Paid Search I Leisure





Most shown Leisure Ad:

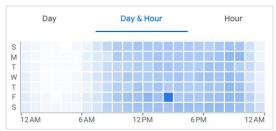


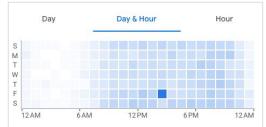
Impressions



Clicks





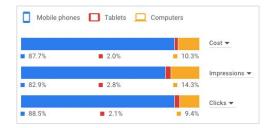


- Traffic was slightly down (2%) compared to November, mainly due to decreased impresion volume in the "Things to do" and "Stay" ad groups
- YoY, CTR is up 22% and click volume is up 51%
- Compared to November, Clicks for [Amelia Island] were down 4% in the nationwide campaign but up 8% in the target market campaign. Clicks from "Fernandina Beach" were down 48%; "Amelia Island things to do" clicks were down 30%
- Impression share was 13%. Biggest competition came from vrbo.com (17%)
- Fridays saw the highest activity for both impressions and clicks.
- 79% of impressions and 82% of clicks came from Mobile
- Females 55-64 showed the most interest in terms of both clicks and impressions
- [Amelia Island] had the highest CTR among volume keywords (27% in target markets, 26% in nationwide campaign)
- NY (22%). Detroit (21%), Boston (18%) and Philadelphia (17.5%)had the highest CTRs in the target markets; DC (22%), Chicago (22%), and Greenville (21.5%) had the highest CTRs in the nationwide campaign

Leisure	Spend	Impressions	Clicks	CTR	CPC
November 2023	\$5,945	44,382	8,732	19.67%	\$0.68
December 2023	\$5,730	41,665	8,534	20.48%	\$0.67
MoM	-3.62%	-6.12%	-2.27%	4.12%	-1.47%

Paid Search | Leisure - Competitors

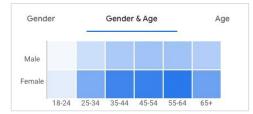




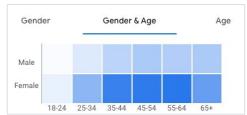
Most shown Ad:



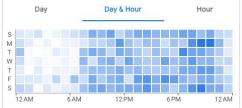
Impressions



Clicks







- Traffic was down 12% MoM, mainly due to decreased impressions across all campaigns
- Naples and Saint Augustine campaigns generated the most traffic (731 and 652 clicks respectively).
 Savannah had the highest CTR (11%)
- Saturdays had the most impressions and generated the most traffic
- 83% of impressions and 88.5% of clicks came from Mobile
- Females 55-64 generated the most traffic, closely followed by 45-54 and 35-44 yo females
- St Augustine vacation and Naples Florida vacation packages generated the most traffic (624 and 544). Savannah vacation and Naples Florida vacation packages, had the highest CTRs among volume keywords (11%, 8.15% and 10% respectively)
- NY had the highest CTR for Savannah (13%), Boston for Jekyll (11%), DC for Savannah (9%), and Philadelphia for Naples (10%).

Competitors	Spend	Impressions	Clicks	CTR	CPC
November 2023	\$3,667	25,163	1,903	7.56%	\$1.93
December 2023	\$3,615	18,978	1,677	8.84%	\$2.16
MoM	-1.43%	-24.58%	-11.88%	16.93%	11.92%



PerformanceMax | Leisure

Top Audiences responding to assets



Avid News Readers 1.2x

Travel Buffs 1.1x



Trips to Florida	1.4x
Trips to California	1.3x
Trips to North America	1.3x
Trips to the US	1.2x



Nightlife Enthusiasts	1.2x
Luxury Shoppers	1.1x
Art & Theater Aficionados	1.1x

 Targeting the cities of Pittsburgh, PA, Chicago, IL, and Los Angeles, CA. The average interaction rate in December was 29.86%.

o Impressions: 124,450

Clicks: 694CTR: 0.56%

Interaction Rate 30%

Average CPC: \$1.74

o Cost: \$1,205.59

Interaction Rate 30%

Sundays generated the most traffic

 44% of impressions came from TV screens, while 84% of clicks came from Mobile

 Pittsburgh generated the most volume, while Chicago had the highest CTRs

TEXT

Discover the tranquil Northeast Florida barrier island embraced by Souther...

Trips to North America	<u>4x</u>
Avid News Readers	2.5x
Nightlife Enthusiasts	1.5x
Travel Buffs	1.5x

TEXT

Enjoy beaches, charming downtown, natural beauty and history

Trips to North America	4.2x
Avid News Readers	2.8x
Trips to the US	1.7x
Travel Buffs	1.5x

TEXT Escape Now

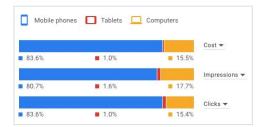
Avid News Readers	1.9x
Travel Buffs	1.4x
Nightlife Enthusiasts	1.2x
Family Vacationers	1.2x

TEXT

Florida Beach Getaway

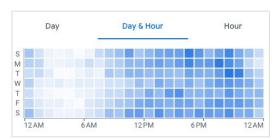
Trips to North Ame	rica 5.2x
Avid News Readers	2.8x
Trips to the US	1.5x
Travel Buffs	1.4x

Paid Search | Weddings



Impressions





Most shown Ad:

Beachfront Wedding Venues | Island Inspired Weddings | Your Ever After Starts Here Add www.ameliaisland.com

See the many reasons Amelia Island is one of the best places for weddings in Florida. Just off the coast of NE Florida, Amelia Island is a one-of-a-kind wedding location.

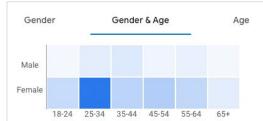
Romance

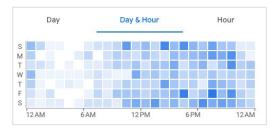
Downtown

Family

Golf

Clicks





- Campaign saw a 24% decrease in traffic MoM, mainly due to lower impression volume and higher CPCs
- Impression Share was up from 27% to 29%. Biggest competition came from theknot.com (18%), Zola.com (17%), and WeddingWire.com (10%).
- Saturdays saw the most impressions and generated the most traffic.
- 81% of impressions and 84% of clicks came from Mobile.
- Females 25-34 had the most impressions and clicks.
- "Beachfront wedding venues" remained the highest performing keyword, followed by "best places for weddings in Florida" and "Florida oceanfront wedding venues".

 "Florida luxury wedding venues" saw an 8% increase in clicks while most keywords were down.
- NY generated the largest volume.

Weddings	Spend	Impressions	Clicks	CTR	CPC
November 2023	\$2,008	8,218	1,011	12.30%	\$1.99
December 2023	\$1,990	742,036	766	10.39%	\$2.60
MoM	-0.94%	8929.40%	-24.23%	-15.53%	30.65%







YouTube

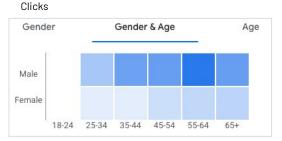
YouTube | Brand





Views





- Targeting NY, Atlanta, Philadelphia, DC and Boston.
 HHI>\$100K + Affinity and In-Market segments
- Switched from targeting Detroit, Charlotte and Nashville
- While impressions and views remained relatively stable, very high CPCs and decrease in CTR led to a 50% decrease in traffic from Youtube
- 78% of impressions and 92% of views came from TV screens, while 58% of clicks came from Mobile
- Family Vacationers segment generated the most views and clicks.

 Luxury Travelers segment had the highest view rate (49%), closely followed by Trips to Florida segment (47%)
- 55-64 year old Males had the highest views and clicks
- YouTube MSNBC, Fox News, ESPN and CNN delivered the most views
- NY generated the most views and clicks.
 Philadelphia had the highest interaction and view rates.

YouTube - Brand	Spend	Impressions	Interactions	Interaction Rate	Views	View Rate	CPV	Clicks	CTR	CPC
November 2023	\$3,999	552,830	224,498	40.61%	157,330	28.46%	\$0.03	912	0.16%	\$4.38
December 2023	\$3,897	549,567	214,318	39.00%	149,594	27.22%	\$0.03	423	0.08%	\$9.21
MoM	-2.55%	-0.59%	-4.53%	-3.96%	-4.92%	-4.36%	4.00%	-53.62%	-50.00%	110.27%







EXECUTIVE SUMMARY | Objective and Overview

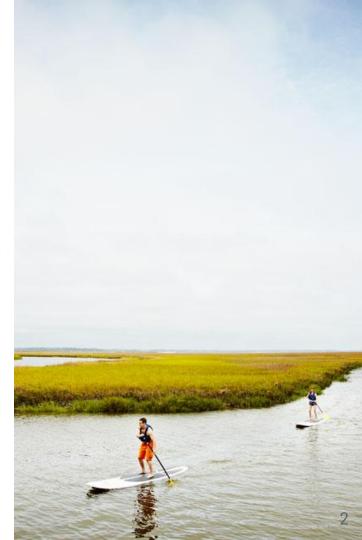
Objective: To increase awareness and visitations to Amelia Island through an integrated digital media strategy using comprehensive tracking, combined with travel data to inform targeting and media placements to prospects in key markets.

Target Audience:

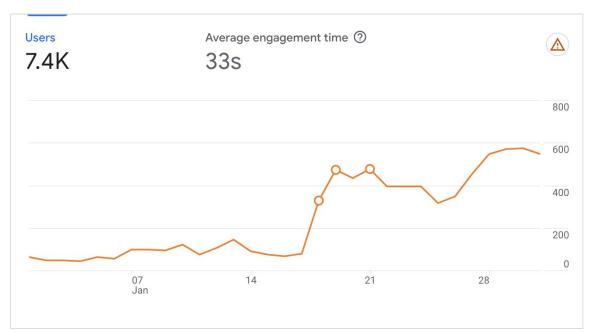
- Loyalist and Prospects Millennials (Adult 25-39, HHI \$75K+)
 - With kids/Without kids
- Loyalists and Prospects Gen X (Adults 40-54, HHI \$125K+ and net worth \$1M+)
 - With kids / Without kids
- Vacation Rentals (Digital Nomads, Family)
 - Adults 25+ / Families
 - Active retirees on the move / Digital Nomads

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

- Flight Dates: January February 2024
- Markets: Geo-target the Golden Horseshoe region of Southern Ontario.
 (From Oshawa in the East ...encompassing the entire span of Toronto Mississauga Burlington Hamilton Niagara Falls. An outer band including Barrie, Orangeville, Guelph, Elora, Kitchener, Cambridge, and London (in the west).



EXECUTIVE SUMMARY | Website Performance Overview



New users by	(⊘ →
First user default channel group▼	
FIRST USER DEFAULT CHA	NEW USERS
Organic Social	3.8K
Display	1.2K
Direct	763
Organic Search	515
Paid Search	304
Referral	188
Unassigned	29



DISPLAY

Display Recap | Digital Partners

Expedia: Campaign launched the week of 1/19 and has delivered the following results:

Impressions: 422,744

Clicks: 885CTR:0.21%

Landing page: https://www.expedia.ca/lp/b/ms-b-dmo-exp-ca-ameliaisland?siteid=4&langId=4105&cache=false

Padsquad: Campaign launched 1/5 and delivered the following results:

Impressions: 143,755

Clicks: 208CTR: 0.14%

Unit views: 38,733

2,759 engagements and 14.57% ER

Video starts: 6,282 VCR: 42%

Performing units: The Mosaic is the top performer with an ER of 14.57%. The Weather Trigger VCR is 41%.

AKI Technology: Campaign launched the week of 1/5 and delivered the following results:

Impressions: 48,373

Completed views: 46,783

VCR:96.71%

In Canada, we're still seeing slightly stronger VCRs across each of our media placements, with our Snowbirds Video having the highest VCR Likely due to an increased desire to leave the cold weather behind in Canada's winter months.



Padsquad: The Mosaic & Weather Trigger















AKI: Family and Couple Videos













Insights:

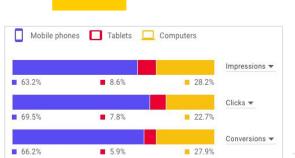
- Canada campaigns delivered 289,294 impressions and reached 149,803 unique people and drove 17,577 clicks with a combined CTR of 6.08%, 6.7xs higher than industry average.
- Ad Engagement
 - 1,190 post reactions
 - 98 post saves
 - 59 post comments
 - 79 post shares





PAID SEARCH

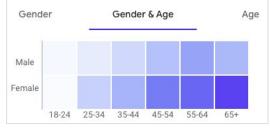
Paid Search | Leisure - Canada



Most shown Ad:

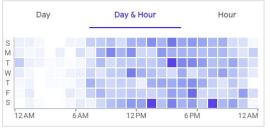


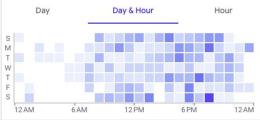
Impressions



Clicks







- Campaign targeting the Golden Horseshoe launched 1/13/24
- The algorithm is still in the learning phase, but MTD CTR is in line with the US campaigns (21.76% vs 21.84%).

 CVR (16.59%) is below the US target markets campaign (21.96%), but in line with the nationwide one (16.86%)
- Impression share is 35%. Biggest competition coming from Hilton.com, Expedia.ca and vrbo.com
- Over 60% of impressions, clicks and conversions are coming from Mobile
- Females 65+ showed the most interest in terms of both clicks and conversions, followed by 55-64 Females
- [Amelia Island] had the highest CTR among volume keywords (30% compared to 27% for US target markets, 25% for nationwide campaign)
- Toronto is generating the most volume, followed by Hamilton.
 Oshawa has the highest CTR so far (29%) and Barrie the highest conversion rate (48%)







EXECUTIVE SUMMARY | Objective and Overview

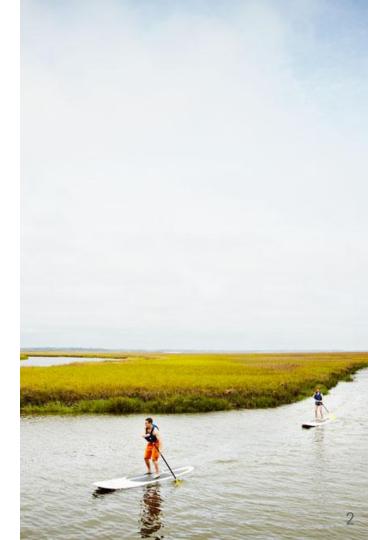
Objective: To increase awareness and visitations to Amelia Island through an integrated digital media strategy using comprehensive tracking, combined with travel data to inform targeting and media placements to prospects in key markets.

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

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

- Winter Markets October 2023 March 2024:
 - Primary Markets: New York, Atlanta, Boston, Philadelphia,
 Washington DC, (50% Impressions focused on these locations)
 - Secondary Markets: Chicago, Los Angeles, Pittsburgh (30%)
 - Tertiary: Austin, Dallas, Denver, Detroit (20%)
 - Test Phoenix: New flight starts November 2023



CANADA SUMMARY | Objective and Overview

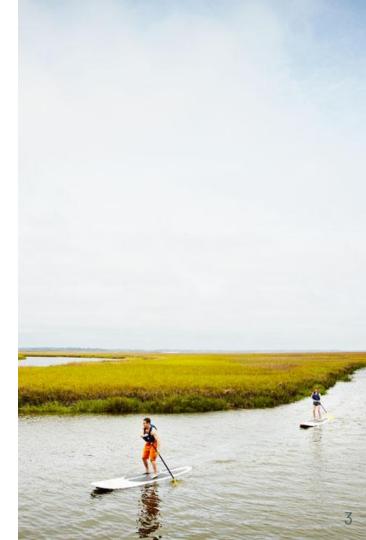
Objective: To increase awareness and visitations to Amelia Island through an integrated digital media strategy using comprehensive tracking, combined with travel data to inform targeting.

Audience Interest for All targets:

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

Snowbirds

- Flight Dates: January February 2024
- Markets: Geo-target the Golden Horseshoe region of Southern Ontario. (From Oshawa in the East ...encompassing the entire span of Toronto Mississauga Burlington Hamilton Niagara Falls. An outer band including Barrie, Orangeville, Guelph, Elora, Kitchener, Cambridge, and London (in the west).



Q1 MEDIA EFFORT SUMMARY | Objective and Overview

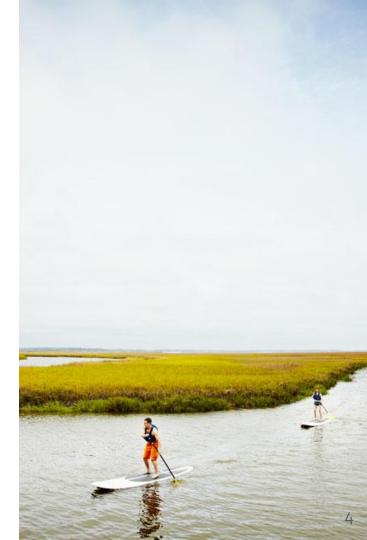
Objective: To increase awareness and visitations to Amelia Island through an integrated digital media strategy using comprehensive tracking, combined with travel data to inform targeting.

Audience Interest for All targets:

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

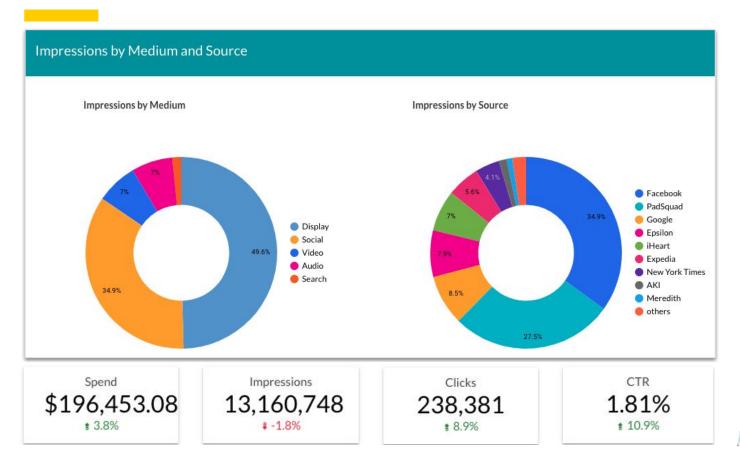
Flight Dates: January - March 2024

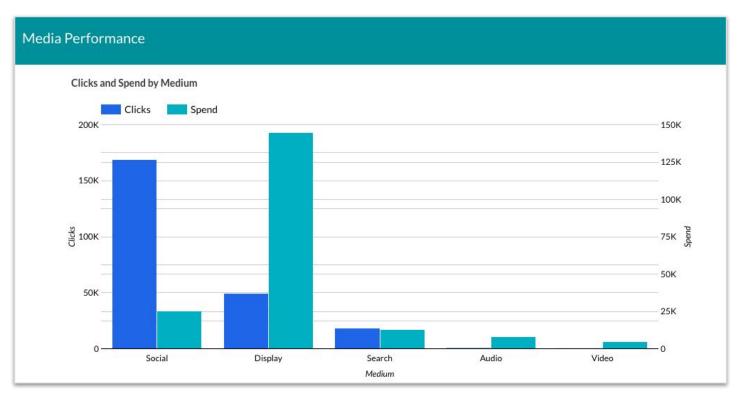
- Markets: Atlanta (Part of our key market) Charlotte,
 Charleston, Raleigh, Savannah, 3-5 hour drive market.
 - SEM and YouTube: Includes Macon, GA and Greenville, SC
- Assets: Display banners, images, video, copy. Message updated to include a sense of urgency



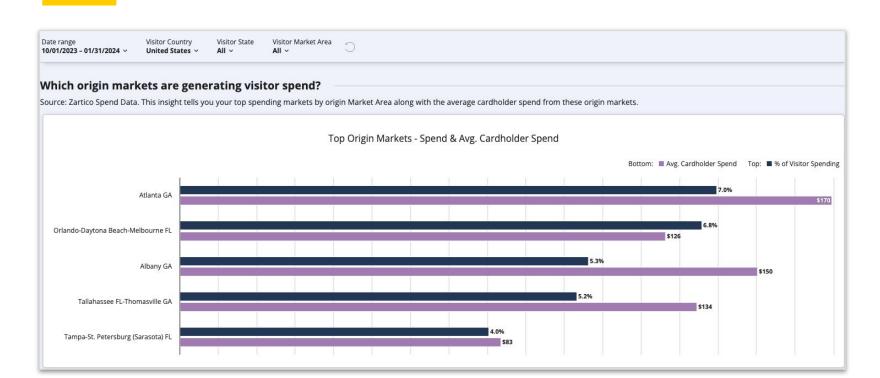


EXECUTIVE SUMMARY | Objective and Overview (January 2024)

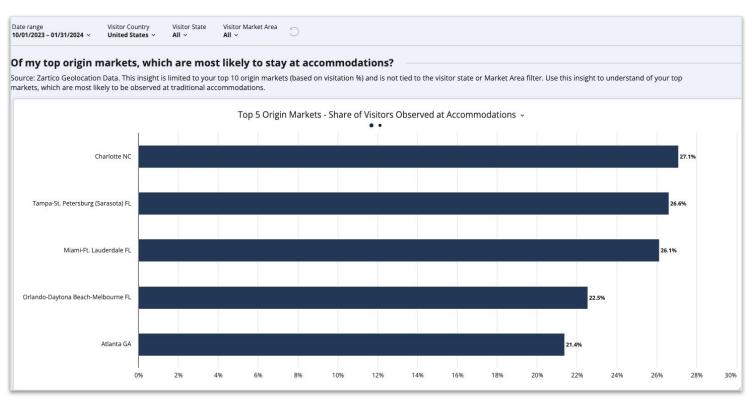




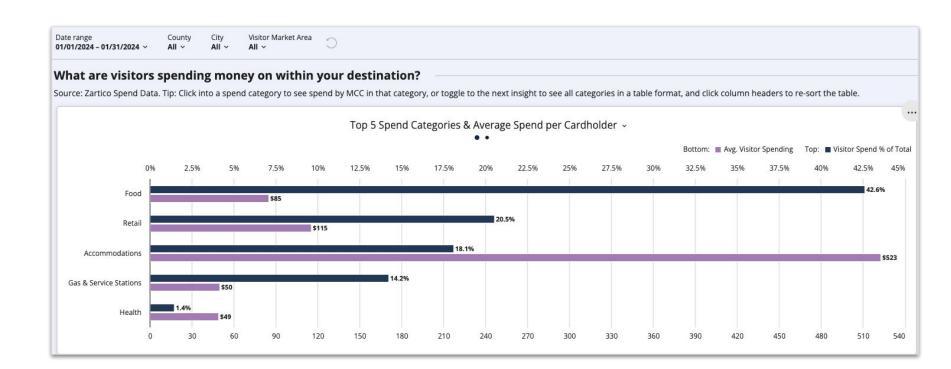
EXECUTIVE SUMMARY | Zartico October - January 2024



EXECUTIVE SUMMARY | Zartico October - January 2024



EXECUTIVE SUMMARY | Zartico October - January 2024



EXECUTIVE SUMMARY | January 2024 Website

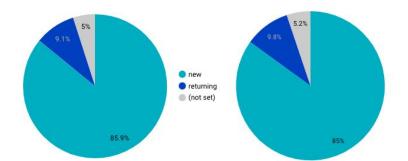


Total users 178,953 17.1%	New users 174,365 • 17.3%	Engaged sessions 111,985 ± 27.0%	Sessions per user 1.21
Views 367,454 ± 18.8%	Events per session 6.89 t 16.6%	Avg Session Duration 00:02:23	Bounce rate 47.75% + -11.5%

PAID MEDIA

Total users 43,850 \$ 100.4%	New users 43,931 # 103.1%	Engaged sessions 21,375 † 90.2%	Sessions per user 1.14
Views 84,920 ± 104.1%	Events per session 5.95	Avg Session Duration 00:01:49	Bounce rate 57.07% # 3.2%

ALL TRAFFIC PAID MEDIA





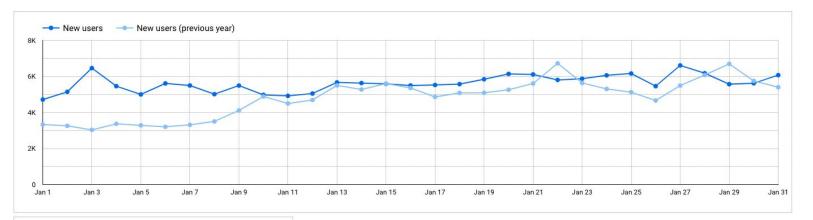


Insights:

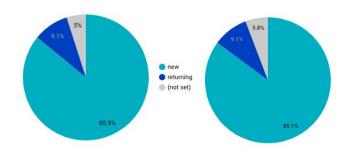
- Engaged Sessions: 111,985 (+27% MoM)
- New Users: 174,365 (+17.3% MoM)
- Views: 367,454 (+18.9% MoM)
- Sessions per User: 1.21(-4.5% MoM)
- Bounce Rate: 47.75% (-11.5% MoM)
- Average session duration: 00:02:23 (+14.9% MoM)
- 24.5% of total web traffic can be attributed to paid media efforts

YoY Insights: January 2024 vs. January 2023

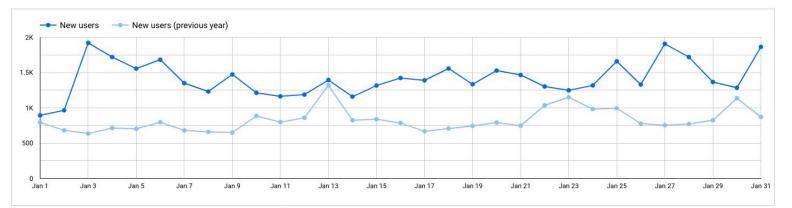
Includes: Paid, Organic



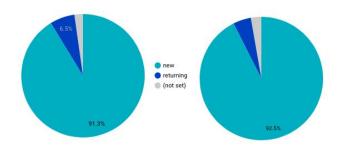




YoY Insights: January 2024 vs. January 2023











DISPLAY

Display Recap | Padsquad Leisure

The Mosaic











Insights:

- Padsquad January Campaign delivered 2,536,255 impressions, 22,883 Clicks and CTR: 0.90%
 - Unit views 785,650
 - 132,813 engagements and 16.90% ER
 - Video starts: 443,595
 - VCR: 68.32%
 - Top performing unit:
 - The Mosaic: Delivered 873,886 impressions with 16,569 clicks and 31.48% FR.
 - CTV: Delivered 217,581 impressions
 - Video completes: 214,206
 - VCR 98.45%
 - Scans:5
- **Amelia Island:** 14,202 new users (342.2% MoM), 4,689 engaged sessions (758.8% MoM), 68.5% bounce rate (-17.9% MoM), 5.12 events/session (21.4% MoM), with an average session duration of 00:01:19 (88.0% MoM).



Display Recap | Padsquad Leisure

The Orbit















	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			
Optimize towards the	weather campaign to	80% of impressions		
Goal: 50/50 split for ea	ach campaign			

Insights:

The Orbit: Delivered 528,423 impressions with 4,307 clicks and 0.82% CTR

Unit Views: 123,225

Engagements: 12,785

o ER: 10.38%

Weather Trigger: When the temperature drops at or below per market, the unit is delivered to the audience based on interest.

Delivered 916,365 impressions

Clicks: 2,007

CTR: 0.22%

Unit Views: 281,150

VCR: 52.53%

Display Recap | Padsquad Canada

The Mosaic & Weather Trigger















Padsquad: Campaign launched 1/5 and delivered the following results:

Impressions: 282,382

Clicks: 2,075 **CTR**: 0.72%

Unit views: 88,389

11,132 engagements and 12.45% ER

Video starts:18,536 VCR: 34%

Performing units:

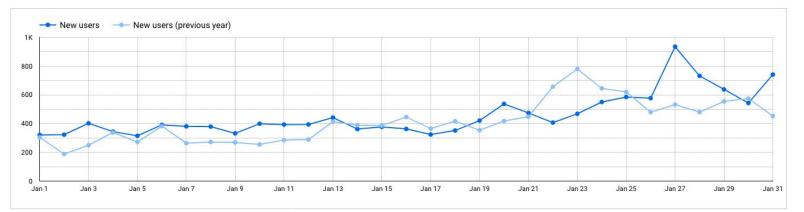
The Mosaic is the top performer with an ER of 24.69%.

The Weather Trigger VCR is 38%.

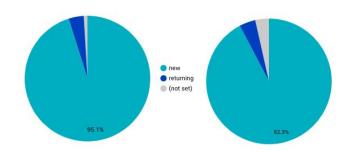
Optimization included: adjust the temp lower so that the Weather Trigger unit can be served more.

Display Recap | PadSquad Leisure - YoY Comparison

YoY Insights: January 2024 vs January 2023



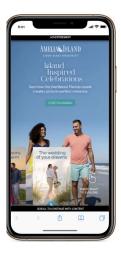






Display Recap | Padsquad Wedding and Milestone

The Reel









Insights:

Padsquad Weddings campaign delivered the following in January:

• **Impressions:** 802,007

Clicks: 13,410 CTR: 1.67%

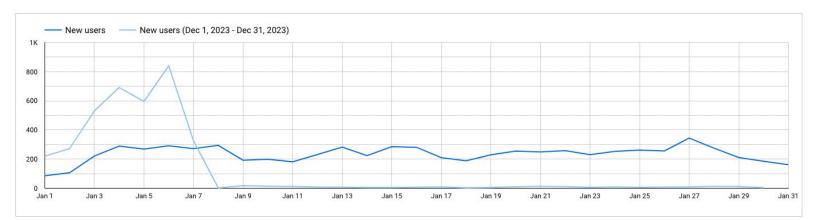
Unit views: 405,506 Engagements: 31,687

ER: 7.81%

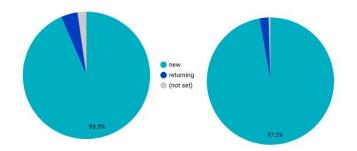
Amelia Island: 7,269 new users (98.0% MoM), 2,567 engaged sessions (90.0% MoM), 67.97% bounce rate (5.3% MoM), 4.82 events/session (-12.8% MoM), with an average session duration of 00:01:21(59.5% MoM).

Display Recap | PadSquad Wedding - MoM Comparison

MoM Insights: January 2024 vs December 2023



Total users	New users	Engaged sessions
7,374	7,269	2,567
\$ 100.4%	\$ 98.0%	# 90.0%
Sessions per user	Views	Events per session
1.09	11,898	4.82
\$ 5.3%	1 101.5%	≢ -12.8%
Avg Session Duration	Bounce rate	
00:01:21	67.97%	
* 59.5%	* 5.3%	

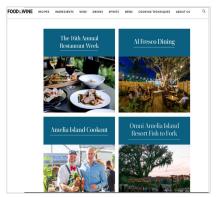


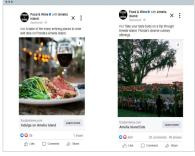


Display Recap | Food and Wine Flip Card Unit





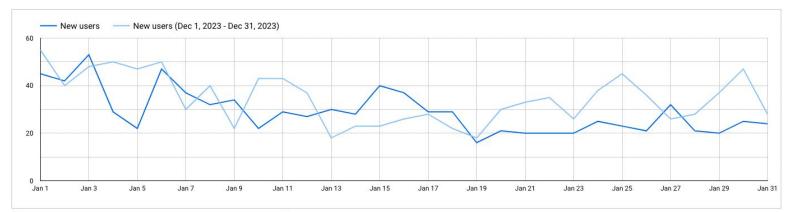




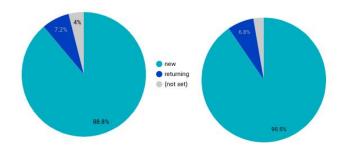
- The Food and Wine Flip Card unit: The Food & Wine Flipcard that launched on 11/22 delivered the following in January
 - Page Views: 8,648
 - Content Engagements: 7,539
 - Content Engagement Rate: 87.20% 4x better than the average Flip card benchmark of 23%
 - Native impressions: 108,522
 - The native post has continued its impressive average time spent on page with 62 seconds (DDM range of 29 - 61s). This shows that once people are getting to the page, they're spending an above average amount of time interacting with the content
 - Amelia Island: 900 new users (-16.0% MoM), 681 engaged sessions (-12.0% MoM), 35.08% bounce rate (-0.4% MoM), 7.29 events/session (3.6% MoM), with an average session duration of 00:02:28 (8.2% MoM).

Display Recap | Food and Wine Flip Card Unit - MoM Comparison

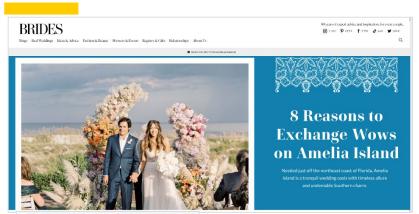
YoY Insights: January 2024 vs December 2023







Display Recap | Bride Flip Card Unit





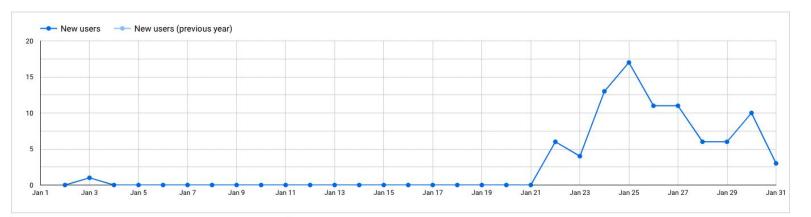


- The Brides Flipcard that launched on 1/22 delivered 4,865 pageviews in January
 - The native post is off to a good start with average time spent on page with 40 seconds (falls above the DDM range of 29 - 61s)
 - Native Impressions: 117,529
 - The Flip card also generated an Engagement Rate of 32.9%, which was 43% above the DDM benchmark of 23%. This promising start should continue to rise as the Flipcard ramps up
 - Amelia Island: 88 new users (8,700.0% MoM), 70 engaged sessions (483.3% MoM), 37.5% bounce rate (27.5% MoM), 8.53 events/session (-65.9% MoM), with an average session duration of 00:03:39 (-48.6% MoM).

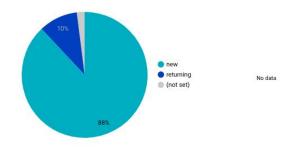
Display Recap | Brides Flip Card Unit - Monthly Insights



January 2024



Total users	New users	Engaged sessions
98	88	70
t N/A	No data	* N/A
Sessions per user	Views	Events per session
1.15	335	8.53
No data	No data	No data
Avg Session Duration	Bounce rate	
00:03:39	37.50%	
t N/A	No data	



Display Recap | Food and Wine co-branded Email





Discover unforgettable Florida dining on Amelia Island.

Just 13 miles long and three miles wide, Amelia Island is a charming little destination that packs a lot of flavor. Excite your appetite with over 90 independent restaurant choices, serving up seafood and Southern, international and innovative, and so much more.

EAT UP

F-+ Ch....... F-.... D-!--- \Aff...

eat onrimp. Earn Points. vvin Prizes.

The Amelia Island Shrimp Challenge celebrates the destination's rich shrimping heritage — and rewards shrimp-lovers for their great taste in crustaceans. Simply visit participating island restaurants, order their signature shrimp dishes, check in on your phone, and you'll earn points you can redeem for unique prizes.

GET START



Celebrate Your Love of Good Food

With beaches, low country landscapes, and ideal weather, Amelia Island is a popular food festival destination. Fish to Fork returns to Omni Amelia Island Resort May 9-12, with beachfront demos and tastings from renowned chefs, as well as cocktails, dessert and live entertainment. Slated for fall 2024, this year's Amelia Island Cookout promises a weekend of epicurean experiences in the beautiful outdoors.

PLAN NOW

Enhance Your Dining with Signature Sips

Stroll through historic downtown Fernandina Beach, and you! Thave your pick of dining hot spots, including several known for combining an upscale dining experience with cocktail culture. From bar to table, every flavor is supreme at David's Restaurant & Lounge. The Beech Street Grill, The Boat House, and Burlingame Restaurant.



Subject line: Eat, drink and explore on Amelia Island, Florida

The email deployed 1/18 to 111,460 opt-in subscribers

Delivered: 111,086

Clicks: 582CTR: 0.52%

Total Opened: 70,716Total Opened: 63.66%

o CTOR: 0.82%

Total Unique Opened: 60,761

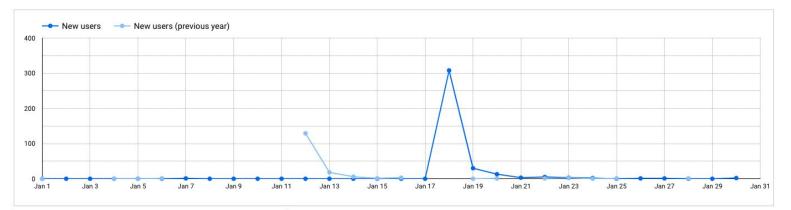
Total Unique Clicks: 424

Unique CTOR: 0.70%

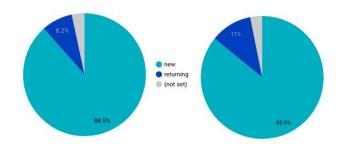
Amelia Island: 369 new users (12,200.0% MoM), 235 engaged sessions (7,733.3% MoM), 44.18% bounce rate (-29.3% MoM), 6.15 events/session (20.0% MoM), with an average session duration of 00:01:46 (645.5% MoM).

Display Recap | Travel and Leisure co-branded Email - YoY Performance

YoY Insights: January 2024 vs January 2023











Display Recap | AFAR

AFAR

Enjoy Amelia Island's 13 miles of serene beaches, outdoors, history, and 90 independent restaurants and bars for your next vacation.











Explore 13 miles of beaches on Amelia Island, Courtesy of Amelia Island Convention and Visitors Bureau

Renowned for its pristine beaches, Amelia Island is the southernmost gem in the chain of sea islands that hug Florida's Atlantic coast. The epitome of laid-back luxury, the beach towns and stretches of sand on this barrier island boast a refreshing mix of experiences for travelers looking to discover the extraordinary and immerse themselves in the natural beauty of the destination. Go shelling and horseback riding along the ocean. Hike and kayak in salt marshes that are full of fascinating wildlife. Explore a Civil War-era fort. Dine in restaurants awash in modern Southern charm. Here are the top ways to discover everything Amelia Island has to



https://afar.com/magazine/this-florida-island-often-overlooked-is-an-ideal-destination-for-nature-enthusiasts

Custom Content article launched January 16th and delivered the following:

Daily Wander Avenue deployed 1/22

Sent: 640,097

Clicks: 535

CTR 0.08%

Open: 267,691

Open Rate: 41.76%

Display Campaign

Impressions: 122,957

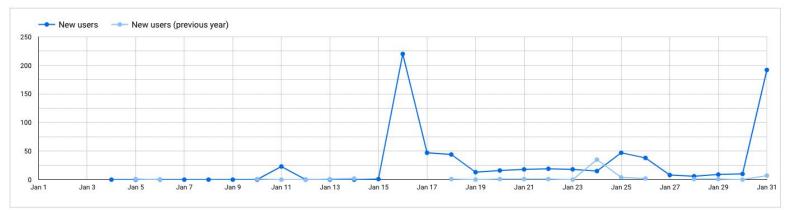
Clicks: 72

CTR: 0.06%

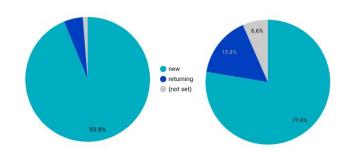
Amelia Island: 744 new users (+24,700% MoM), 251 engaged sessions (+12,450% MoM), 68.51% bounce rate (+37% MoM), 5.52 events/session (-11.7% MoM), with an average session duration of 00:01:22 (-31.6% MoM).

Display Recap | AFAR YoY Performance

YoY Insights: January 2024 vs January 2023









Display Recap | Epsilon





Gamified Unit



DMA	Impressions	Clicks	CTR
New York	204,376	433	0.21%
Chicago	168,393	424	0.25%
Los Angeles	123,987	337	0.27%
Washington DC	95,346	167	0.18%
Philadelphia	92,277	195	0.21%
Boston	85,290	171	0.20%
Atlanta	80,995	165	0.20%
Dallas	73,509	205	0.28%
Detroit	59,969	155	0.26%
Pittsburgh	49,710	139	0.28%
Denver	49,568	155	0.31%
Phoenix	29,746	92	0.31%
Austin	23,776	60	0.25%
Total	1,136,942	2,698	0.24%

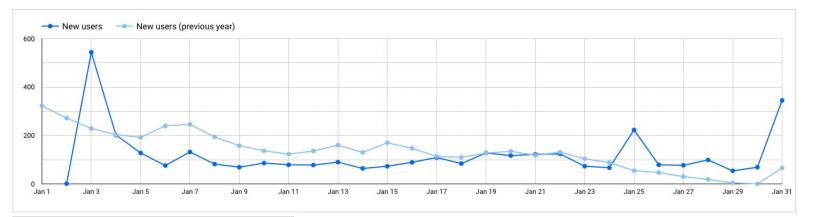
Insights:

- **January Campaign:** Delivered 1,036,510 Impressions with 2,429 clicks and 0.23% CTR.
 - Total messaged site visits: 1,441
- **Unit Performance:**
 - Cross Device Banners: 536,300 impressions with 914 clicks and 0.17% CTR. 345 messaged visits
 - Retargeting: 41,906 impressions, 122 clicks, 0.29% CTR. Messaged visits: 133
 - Gamified unit delivered 456,101 impressions with 1,380 clicks and 0.30% CTR. 943 Messaged Visits
 - Added Value: banners and gamified unit
 - Delivered 105,284 Impressions with 284 clicks and 0.27% CTR.
 - Messaged visits: 152
- **Amelia Island:** 3,563 new users (153.8% MoM), 225 engaged sessions (25.7% MoM), 93.87% bounce rate (6.3% MoM), 3.56 events/session (-7.0% MoM), with an average session duration of 00:00:13 (-40.6% MoM).

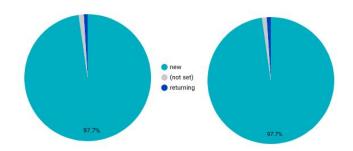


Display Recap | Epsilon - YoY Comparison

YoY Insights: January 2024 vs January 2023

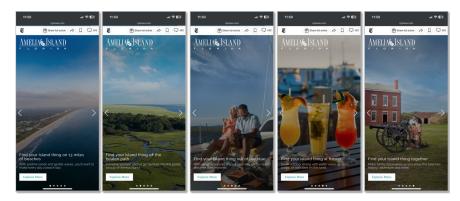


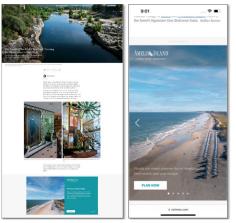
Total users	New users	Engaged sessions
3,591	3,563	225
₽ -15.0%	‡ -15.3%	± 41.5%
Sessions per user	Views	Events per session
1.03	3,925	3.56
# 1.0%	‡ -12.8%	1 16.0%
Avg Session Duration	Bounce rate	
00:00:13	93.87%	
t 143.1%	¥ -2.5%	





Display Recap | New York Times



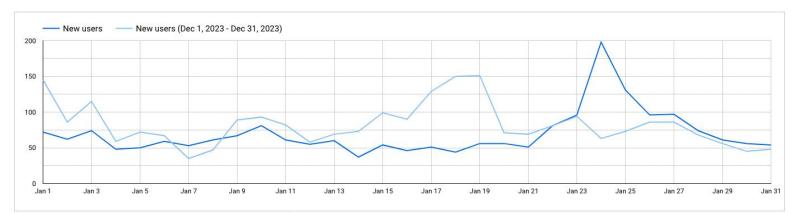


Insights:

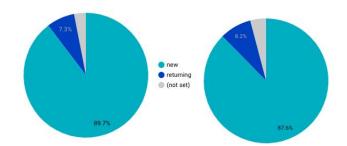
- January creative units included FlexXL Video and Window Shopper with target to ages 25-54 and Warm Weather Destinations, Frequent Travelers, General Travelers.
- The campaign generated the following:
 - 535,612 impressions
 - 1,160 clicks
 - 0.22% CTR
- Unit performance:
 - VCR: 82.52% VCR (benchmark 69%)
 - Engagement Rate: 4.76%
- Optimization includes updating targets to the following: behavioral segments to includes luxury travel, family travel, fine dining, live entertainment ad engagers, culture vultures, planning to retire soon, retired
- Topic Targeting towards travel, golf, fine dining, restaurant reviews, gourmet recipes, elegant epicureans, museums & galleries, historic sites, love & relationships, families & parenting, self care, real estate, remote work
- Amelia Island: 2,142 new users (-16.0% MoM), 406 engaged sessions (-14.9% MoM), 83.1% bounce rate (-1.1% MoM), 3.75 events/session (2.9% MoM), with an average session duration of 00:00:54 (-0.2% MoM).

Display Recap | New York Times - MoM Comparison

MoM Insights: January 2024 vs December 2023

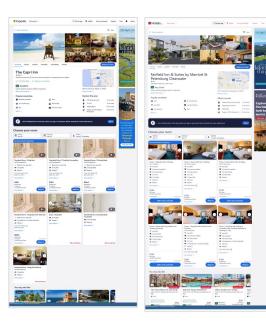


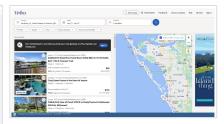






Display Recap | Expedia

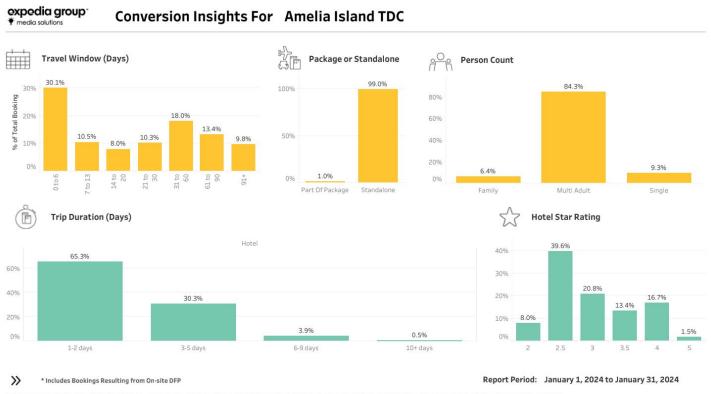




Insights:

- **Expedia:** January campaign delivered the following results:
 - Impressions: 282,599
 - **Clicks:** 1,080 CTR:0.38%
 - Room Nights: 921
 - **Gross Booking:** \$245.3K
 - **ROAS:** 21:7
 - Passport Video from October to Feb: 1,345,339 Impressions with 1.,400 clicks and 0.10% CTR.
 - Viewability 88%
 - Room Nights: 14
 - ROAS: 0.2
 - Amelia Island: 80 new users (105.1% MoM), 78 engaged sessions (116.7% MoM), 22.77% bounce rate (59.4% MoM), 9.76 events/session (2.0% MoM), with an average session duration of 00:03:59 (30.5% MoM).

Display Recap | Expedia Insights

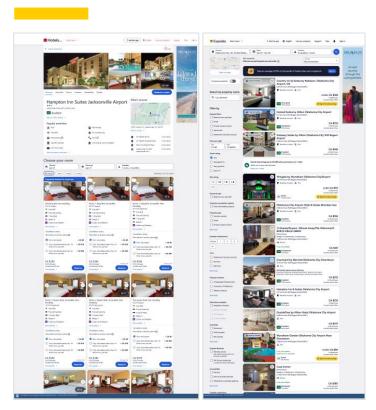


AMELIA ISLAND 34

Display Recap | - Expedia Insights

	Conversi	State I			Room Nights	Gross Booking	Avg.
Property Name (Calculation)	on Type		Property City	Average Daily Rate		\$USD	LOS
Omni Amelia Island Resort	Hotel	FL	Fernandina Beach	\$447	308	\$137,660	2
Amelia Hotel at the Beach	Hotel	FL	Fernandina Beach	\$167	440	\$73,689	2
Residence Inn by Marriott Amelia Island	Hotel	FL	Fernandina Beach	\$219	174	\$38,128	3
Beachside Motel	Hotel	FL	Fernandina Beach	\$160	222	\$35,601	3
The Ritz-Carlton, Amelia Island	Hotel	FL	Fernandina Beach	\$934	38	\$35,505	2
Hampton Inn and Suites Amelia Island Historic Harbor Front	Hotel	FL	Fernandina Beach	\$256	136	\$34,749	2
Seaside Amelia Inn	Hotel	FL	Fernandina Beach	\$215	156	\$33,492	2
Comfort Suites Fernandina Beach at Amelia Island	Hotel	FL	Fernandina Beach	\$153	216	\$32,948	3
The Villas of Amelia Island	Hotel	FL	Fernandina Beach	\$346	88	\$30,436	3
Elizabeth Pointe Lodge	Hotel	FL	Fernandina Beach	\$434	46	\$19,957	3
Hampton Inn Amelia Island at Fernandina Beach	Hotel	FL	Fernandina Beach	\$194	97	\$18,788	2
Florida House Inn	Hotel	FL	Fernandina Beach	\$173	101	\$17,488	2
Holiday Inn Express Hotel Jacksonville North - Fernandina, an IHG Hotel	Hotel	FL	Yulee	\$157	81	\$12,681	2
Hoyt House Amelia Island	Hotel	FL	Fernandina Beach	\$329	34	\$11,181	3
Comfort Inn Yulee - Fernandina Beach	Hotel	FL	Yulee	\$128	54	\$6,891	2
Amelia by The Sea Rentals	Hotel	FL	Fernandina Beach	\$520	5	\$2,601	5
Coral Sands Beautiful Condominium by RedAwning	Hotel	FL	Fernandina Beach	\$981	2	\$1,962	2
Amelia Island Williams House	Hotel	FL	Fernandina Beach	\$334	3	\$1,002	3
Grand Total			\$248	2,201	\$544,758	2	

Display Recap | Expedia Canada



Insights:

Expedia: January campaign delivered the following results:

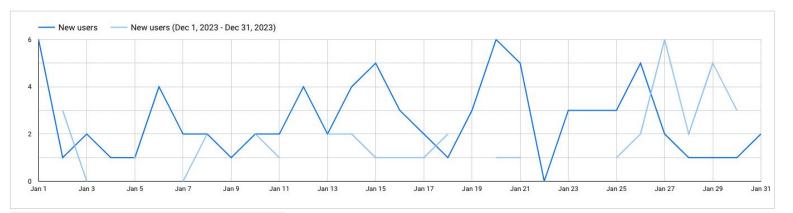
Impressions:449,628

Clicks: 952 **CTR**:0.21%

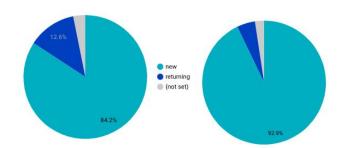
https://www.expedia.ca/lp/b/ms-b-dmo-exp-ca-ameliaisland?siteid=4&langId=4105&cache=false

Display Recap | Expedia - MoM Comparison

MoM Insights: January 2024 vs December 2023









DISPLAY RECAP | AKI





Insights:

• The January campaign delivered:

o Impressions: 119,905

Video Completed: 115,537

• **VCR:** 96.36%

Primary markets: 40,366 Impressions,38,971 Video completed at a 96.54% VCR

 Secondary markets: 40,663 Impressions, 39,014 Video completed at a 95.94% VCR

• **Tertiary markets:** 38,876 Impressions with 37,552 Video completed at a 96.59% VCR

• **Snowbirds:** 70,342 Impressions, 67,387 Video completed at 95.80% VCR

 Across the Primary, Secondary and Tertiary Markets, we're continuing to see a slight lean towards CTV Family video, with VCRs nearing the higher side of Aki's BM Range.

Amelia Island: 13 new users (-72.9% MoM), 0 engaged sessions (-100.0% MoM), 100% bounce rate (10.4% MoM), 3.92 events/session (1.4% MoM), with an average session duration of 00:00:02 (-73.9% MoM).



DISPLAY RECAPI AKI Canada





Insights:

Campaign launched the week of 1/5 and delivered the following results:

• Impressions: 57,223

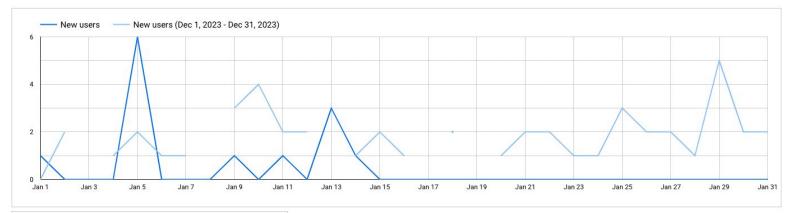
• Completed views: 55,378

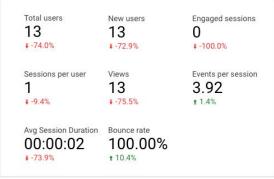
• **VCR**:96.78%

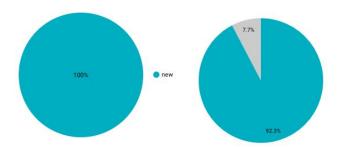
In Canada, we're still seeing slightly stronger VCRs across each of our media placements, with our Snowbirds Video having the highest VCR Likely due to an increased desire to leave the cold weather behind in Canada's winter months.

Display Recap | - AKI MoM Comparison

MoM Insights: January 2024 vs December 2023



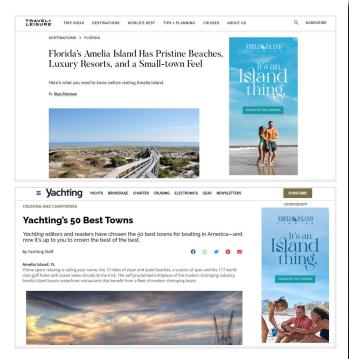








DISPLAY RECAP | Sojern





The January campaign delivered:

Impressions: 110,272

Clicks: 366CTR: 0.33%

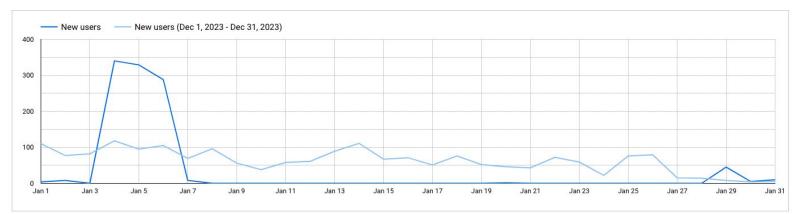
Completed Videos: 626

Amelia Island: 1,038 new users (-46.1% MoM), 11 engaged sessions (-91.9% MoM), 98.94% bounce rate (6.2% MoM), 3.36 events/session (5.5% MoM), with an average session duration of 00:00:02 (-88.0% MoM).

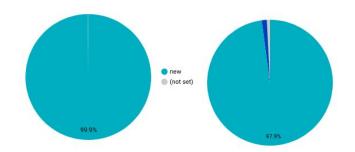


Display Recap | Sojern - MoM Comparison

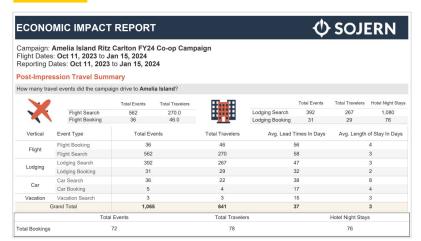
MoM Insights: January 2024 vs December 2023







DISPLAY RECAP | Sojern Ritz Carlton Co-op







- The January campaign delivered:
 - Display Impressions: 110,272
 - Clicks: 366 CTR: 0.33%
- November January campaign delivered the following results:
 - Impressions: 1,009,474
 - Clicks: 1,993 CTR: 0.20%

DISPLAY RECAP | Travelzoo





The January **Sponsored Showcase** campaign delivered:

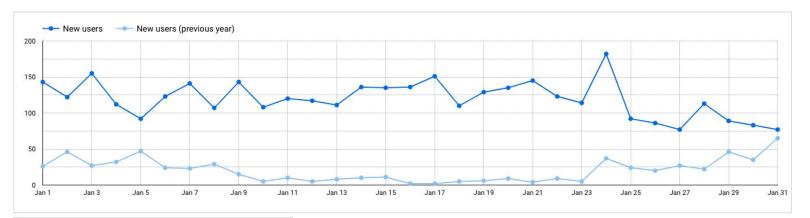
Native: 12,770Page Views: 518Time on site: 4:05Clickthroughs: 69

CTR: 13%

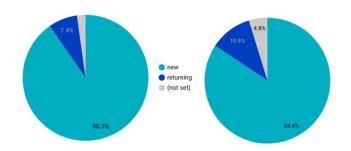
- Interest has been high based on time on site.
- Amelia Island: 3,707 new users (21.9% MoM), 3,338 engaged sessions (18.8% MoM), 19.57% bounce rate (5.5% MoM), 9.48 events/session (0.0% MoM), with an average session duration of 00:03:21 (27.8% MoM).

Display Recap | Travelzoo - YoY Comparison

YoY Insights: January 2024 vs January 2023







AUDIO | I-Heart Podcast

Top Podcasts in Jan'24:













<u>Podcast</u>				
This American Laugh with Aristotle Athari and Andy Harris				
It Could Happen Here				
The Brooklyn Boys Podcast				
Tosh Show				
The Psychology of Your 20s	The Last Soviet			
Reasonably Shady	Breaking Points with Krystal and Saagar			
Sibling Revelry with Kate Hudson and Oliver Hudson	Sanctum Unmasked			
	The John Boy & Billy Big Show			
Megacorp	Howler Back Now with Holland Roden			
Velvet's Edge with Kelly Henderson	Sibling Revelry with Kate Hudson and Oliver Hudson			
Dear Chelsea	The Psychology of Your 20s Citizen Chef with Tom Colicchio			
Climbing in Heels with Rachel Zoe				
Checking In with Michelle Williams	Very Special Episodes			
Food 360 with Marc Murphy	4 Things with Amy Brown Life Amplified with Dan Mason			
Squirrel Friends: The Official RuPaul's Drag Race Podcast	Party Crews: The Untold Story			
Variety Confidential	Burden of Guilt			
MODASLICKA with Michael Blackson	Red Table Talk			
Class Action	Sleep Psalms with Bishop T.D. Jakes			
	Ruthie's Table 4			
Marketing School - Digital Marketing and Online Marketing Tips	Oh My God Particle Show!			
Just B with Bethenny Frankel	The Super Secret Bestie Club			
	Savor			
	OBSESSIONS: Wild Chocolate			
	Soul Sessions with Amanda Rieger Green			
	Sisters of the Underground			
	The Truthiest Life			
	Crying In Public			
	Unbreakable with Jay Glazer: A Mental Wealth Podcas			
	Listen to Mario			
	Studio 22			
	Calm Down with Erin and Charissa			
	Stones Touring Party			
	Call Chelsea Peretti			
	Rachel Goes Rogue			

Half-Hour History: Secrets of the Medieval World

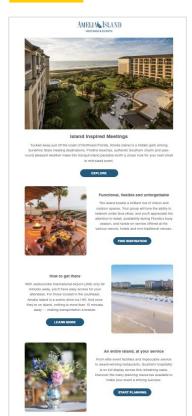
Area	Impressions	Leads	EvPM
Pittsburgh, PA	54501	115	2.11
Atlanta, GA	98218	161	1.64
New York, NY	114287	155	1.36
Philadelphia, PA	83654	74	0.88
Chicago, IL	74934	60	0.80
Boston, MA-Manchester, NH	63665	49	0.77
Dallas-Ft. Worth, TX	54067	41	0.76
Denver, CO	18903	13	0.69
Washington, DC (Hagerstown, MD)	78841	53	0.67
Detroit, MI	60648	34	0.56
Austin, TX	20816	9	0.43
Los Angeles, CA	146005	59	0.40
Phoenix A7	46145	9	0.20

- January campaign delivered: 914,684 Impressions with 832 visits matched to our podcast listeners who heard the ad. This means that someone heard the spot and visited the site.
 - Total Unique Reach: 479,247
- 832 visits matched to our podcast listeners who heard the ad in January.
- Visit rates ended at .90 for the month—bounced back up from December 23
- Atlanta had the most visits with 161, and
- Pittsburgh led the month in visit rate at 2.11. The change in psychographic networks and creative helped to revive the activity
- Couple outperformed Family for Primary and Secondary markets





MEETINGS RECAP! USAE





Insights:

- The January Email deployed on 1/3/2024
- Campaign results:

Subject: A Meeting Planner's Paradise

Sent: 59,494Opened: 6,678

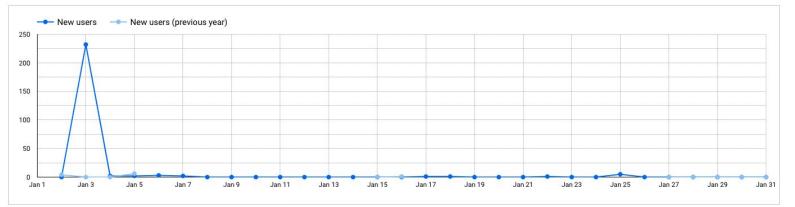
Open Rate: 14.05%

Clicks: 3,998CTR: 4.97%CTOR: 35.38%

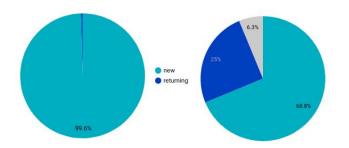
• Amelia Island: 249 new users (+24,800% MoM), 28 engaged sessions (86.7% MoM), 88.8% bounce rate (+655.8% MoM), 3.45 events/session (-71.5% MoM), with an average session duration of 00:00:21(-91.4% MoM).

Display Recap | USAE - YoY Comparison

YoY Insights: January 2024 vs January 2023

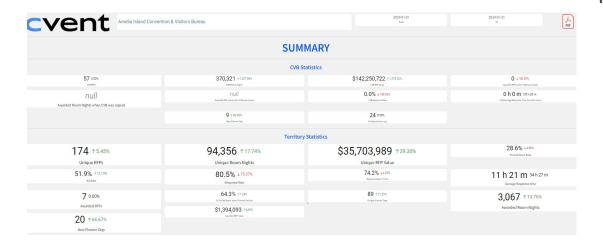








Meetings Recap | CVENT January 2024



Insights:

- Amelia Island Metro Area (cities of Yulee, Amelia Island and Fernandina Beach) received 174 unique RFPs for the month through Cvent, which was +5% higher than January 2023
- Out of these, 7 were awarded
- Total awarded value of almost \$1.4 million.
- Out of these 174 RFPs, the DMO was copied on 57 of them, which is flat to January 2023
- O RFPs were awarded that the DMO was copied on



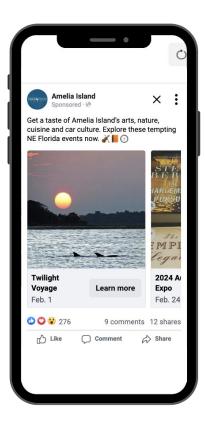


- January campaigns delivered 4,596,873 (+10% MoM) impressions and reached 1,715,938 unique people and drove 169,134 clicks.
- Ad Engagement
 - 12,975 post reactions
 - 528 post saves
 - 456 post comments
 - 760 post shares
- Romance IE
 - Average view time: 10 seconds
 - Percentage viewed: 60%



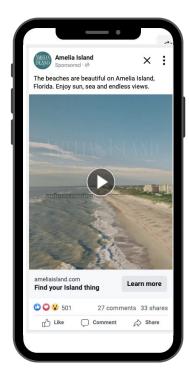
The Newsletter conversion campaign reached 96,078 unique people, delivered 190,777 impression and generated 1,948 (+11% MoM) Leads at a cost per lead of \$0.77 (-13% MoM)

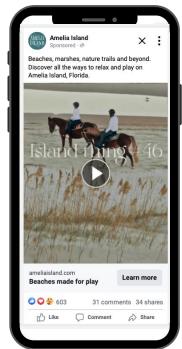
- 3,177 post reactions
- 52 post comments
- 10 post saves
- 1 post shares



The Events carousel reached 238,436 unique people, delivered 423,563 impression and generated 10,755 clicks at a CTR of 2.54%, 2.7xs times higher than industry average.

- 268 post reactions
- 6 post comments
- 13 post saves
- 6 shares





- The IT Family video campaign reached 237,487 unique people, delivered 386,392 impressions and generated 18,380 clicks at a CTR of 4.76%, 5.3xs higher than industry average.
- The IT couples video campaign reached 160,392 unique people, delivered 320,282 impression and 11,547 clicks at a CTR of 3.61%, 4xs higher than industry average.



What's New Blog campaign reached 81,447 unique people, delivered 169,515 impressions and generated 11,615 clicks at a CTR of 6.85%, 7.5xs higher than industry average.

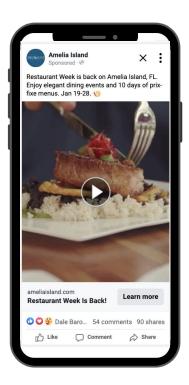
- 666 post reactions
- 7 post comments
- 11 post saves
- 16 shares



The Canada campaign reached 150,605 unique people, delivered 292,689 impressions and generated 17,809 clicks at a CTR of 6.08%, 6.6xs higher than industry average.

- 1,197 post reactions
- 59 post comments
- 98 post saves
- 80 shares





The Restaurant Week campaign reached 105,206 unique people, delivered 323,010 impressions and generated 17,560 clicks at a CTR of 5.44%, 6xs higher than industry average.

- 1,061 post reactions
- 59 post comments
- 79 post saves
- 187 shares





Insights:

The Q1 Media Effort campaign reached 83,419 unique people, delivered 147,998 impressions and generated 4,031 clicks at a CTR of 2.72%, 3xs higher than industry average.

Clicks by region:

• Charlotte: 1,639

• Raleigh: 840

Atlanta: 625

Charleston: 580

Savannah: 347





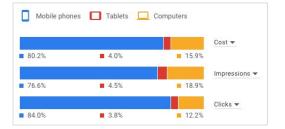
Insights:

- January 2024 Romance
 - Average view time: 10 seconds
 - Percentage viewed: 60%
- January 2024 Foodie
 - Average view time: 11 seconds
 - Percentage viewed: 66%



PAID SEARCH

Paid Search I Leisure



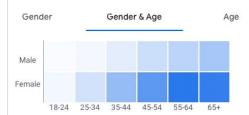
Most shown Leisure Ad:

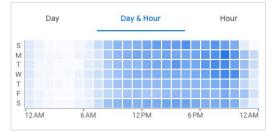


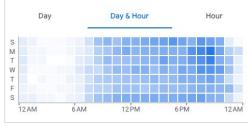
Impressions



Clicks



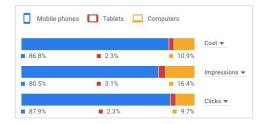




- Traffic was up 47% compared to December, mainly due to increased impression volume in the Nationwide campaign (+47%), increased CTR in the Stay and Things To Do campaign (+18%) and lower CPCs across the board (-23%). Canada launched on 1/13.
- YoY, Traffic is up 53% (spend up 32%), CTR is up 19% and CPC down 19%
- MoM, Clicks for [Amelia Island] were up 63% in the nationwide campaign and 47% in the target market campaign. Clicks from "Fernandina Beach" were up 15%; "Amelia Island things to do" clicks were up 12%, while traffic from "amelia island activities" was up 164%
- Impression share was 14%. Biggest competition came from vrbo.com (25%)
- Mondays saw the highest activity for both impressions and clicks, while Tuesdays generated the most conversions
- 84% of clicks and 82% of conversions came from Mobile
- Females 55-64 generated the most clicks and conversions
- [Amelia Island] had the highest CTR among volume keywords (27% in target markets, 25% in nationwide campaign)
- Philadelphia, Boston and NY had the highest CTRs in the target markets; Pittsburgh, Miami and Orlando had the highest CTRs in the nationwide campaign.

Leisure	Spend	Impressions	Clicks	CTR	CPC
December 2023	\$5,730	41,665	8,534	20.48%	\$0.67
January 2024	\$6,506	57,476	12,576	21.88%	\$0.52
MoM	13.55%	37.95%	47.36%	6.84%	-22.39%

Paid Search | Leisure - Competitors



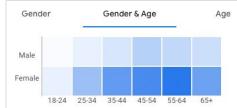
Most shown Ad:

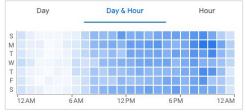


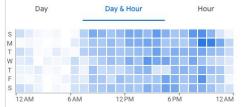
Impressions



Clicks







- Traffic was up 18% MoM, mainly due to increased impressions and interaction rate across all campaigns,
- Naples and Saint Augustine campaigns generated the most traffic (853 and 694 clicks respectively).
 Savannah had the highest CTR (13%)
- Mondays had the most impressions and generated the most traffic
- 80.5% of impressions and 88% of clicks came from Mobile
- Females 55-64 generated the most traffic, closely followed by 45-54 and 35-44 yo females
- St Augustine vacation and Naples Florida vacation packages generated the most traffic (666 and 673).
 Savannah vacation and Naples Florida vacation packages, had the highest CTRs among volume keywords (14% and 11% respectively)
- NY had the highest CTR for Savannah (13%), Philadelphia for Jekyll (9%), DC for St Augustine (9%), and Philadelphia for Naples (10.5%).

Competitors	Spend	Impressions	Clicks	CTR	CPC
December 2023	\$3,615	18,978	1,677	8.84%	\$2.16
January 2024	\$3,186	20,997	1,975	9.41%	\$1.61
MoM	-11.87%	10.64%	17.77%	6.45%	-25.46%





PerformanceMax | Leisure

Top Audiences responding to assets



 Avid News Readers
 1.2x

 Travel Buffs
 1.1x



Trips to Florida	1.4x
Trips to California	1.3x
Trips to North America	1.3x
Trips to the US	1.2x



Nightlife Enthusiasts	1.2x
Luxury Shoppers	1.1x
Art & Theater Aficionados	1.1x

Targeting the cities of Pittsburgh, PA, Chicago, IL, St. Louis, MO, and Los Angeles, CA. The average CPC decreased by 65% MoM

o Impressions: 113,742

Clicks: 3,317CTR: 2.92%

Interaction Rate 2.92%

Average CPC: \$0.59 Cost: \$1,964.88

Wednesdays generated the most traffic

 Mobile generated 88% of impressions and 93% of clicks

 Pittsburgh generated the most volume, while Chicago had the highest CTRs

TEXT

Discover the tranquil Northeast Florida barrier island embraced by Souther...

 Trips to North America
 4x

 Avid News Readers
 2.5x

 Nightlife Enthusiasts
 1.5x

 Travel Buffs
 1.5x

TEXT

Enjoy beaches, charming downtown, natural beauty and history

4.2x
2.8x
1.7x
1.5x

TEXT

Escape Now

Avid News Readers	1.9x
Travel Buffs	1.4x
Nightlife Enthusiasts	1.2x
Family Vacationers	1.2x

TEXT

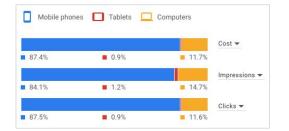
Florida Beach Getaway

Trips to North America	5.2x
Avid News Readers	2.8x
Trips to the US	1.5x
Travel Buffs	1.4x



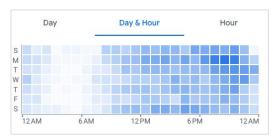
Paid Search | Weddings



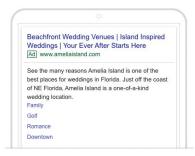


Impressions



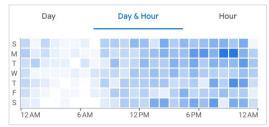


Most shown Ad:



Clicks





- Campaign saw a 44% increase in traffic MoM, mainly due to higher impression volume
- Impression Share went down from 29% to 23%. Biggest competition came from theknot.com(17%), Zola.com (18%), and WeddingWire.com(10.5%).
- Mondays saw the most impressions and generated the most traffic.
- 84% of impressions and 87.5% of clicks came from Mobile.
- Females 25-34 had the most impressions and clicks.
- "Beachfront wedding venues" remained the highest performing keyword, followed by "best places for weddings in Florida" and "Florida luxury wedding venues"
- NY generated the largest volume.

Weddings	Spend	Impressions	Clicks	CTR	CPC
December 2023	\$1,990	7,376	766	10.39%	\$2.60
January 2024	\$2,024	9,386	1,104	11.76%	\$1.83
MoM	1.71%	27.25%	44.13%	13.19%	-29.62%

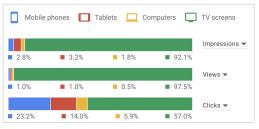




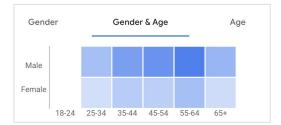
YouTube

YouTube | Brand

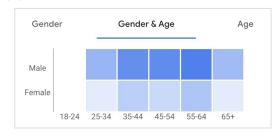




Views



Clicks



- Targeting NY, Atlanta, Philadelphia, DC and Boston. HHI>\$100K + Affinity and In-Market segments
- Impressions and views increased considerably (31% and 48% , however high CPCs and decrease in CTR led to a 35%decrease in traffic from Youtube
- 92% of impressions, 98% of views and 57% of clicks came from TV screens
- Family Vacationers segment generated the most views and clicks. Luxury Travelers segment had the highest view rate (59%)
- 55-64 year old Males had the highest views and clicks
- ESPN, FOX News, MSNBC, and CNN delivered the most views
- NY generated the most views and clicks. Atlanta had the highest interaction and view rates.

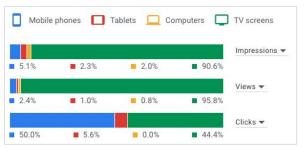
YouTube - Brand	Spend	Impressions	Interactions	Interaction Rate	Views	View Rate	CPV	Clicks	CTR	CPC
December 2023	\$3,897	549,567	214,318	39.00%	149,594	27.22%	\$0.03	423	0.08%	\$9.21
January 2024	\$3,922	719,313	301,391	42.04%	220,533	30.66%	\$0.02	272	0.04%	\$14.42
MoM	0.64%	30.89%	40.63%	7.79%	47.42%	12.64%	-30.77%	-35.70%	-50.00%	56.57%

YouTube | Meetings

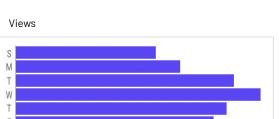


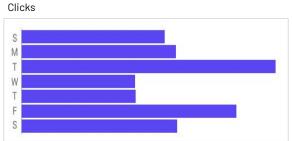
Skip Ad M

00:30



- 91% of impressions, 96% of views and 44% of clicks came from TV screens
- Corporate Event Planning segment generated the most views and clicks. In-Market Searches segment had the highest view rate (56%)
- Wednesdays generate the most views, while Tuesdays generated the most clicks
- FOX News, Youtube Movies, MSNBC, and ESPN delivered the most views
- NY and LA generated the most views and clicks. Phoenix and San Diego showed strong CTRs. Alabama, Iowa and South Carolina had the highest view rates.





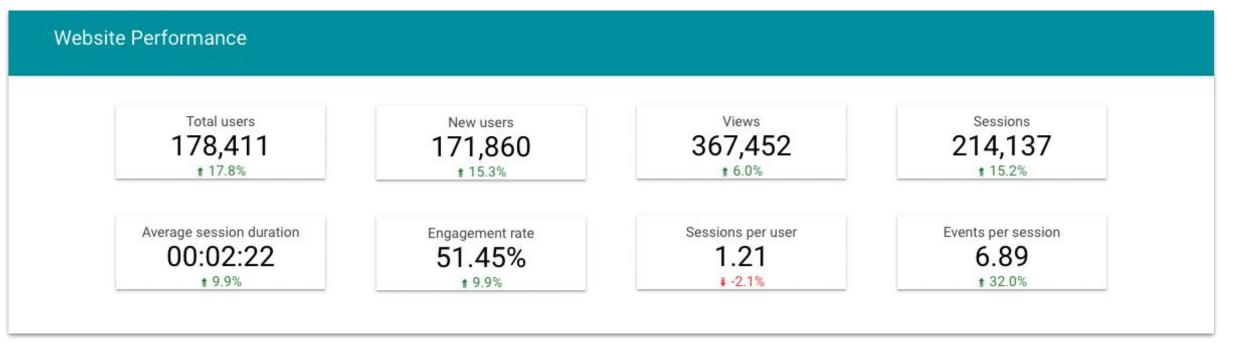
YouTube - Meetings	Spend	Impressions	Interactions	Interaction Rate	Views	View Rate	CPV	Clicks	CTR	СРС
January 2024	1035,93	200,050	90,901	45.44%	64,844	32.41%	\$0.02	90	0.04%	\$11.51





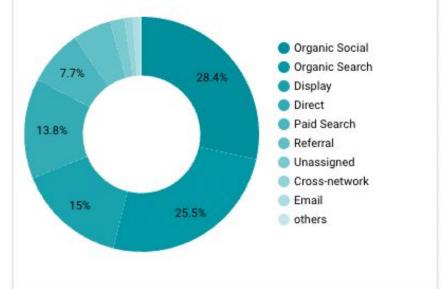
EXECUTIVE SUMMARY

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





Top Acquisition Channels by Total Users



Events and Conversions Performance Summary

Event count 1,476,431

Conversions 15,818 Events per session 6.89

Session conversion rate

7.47%

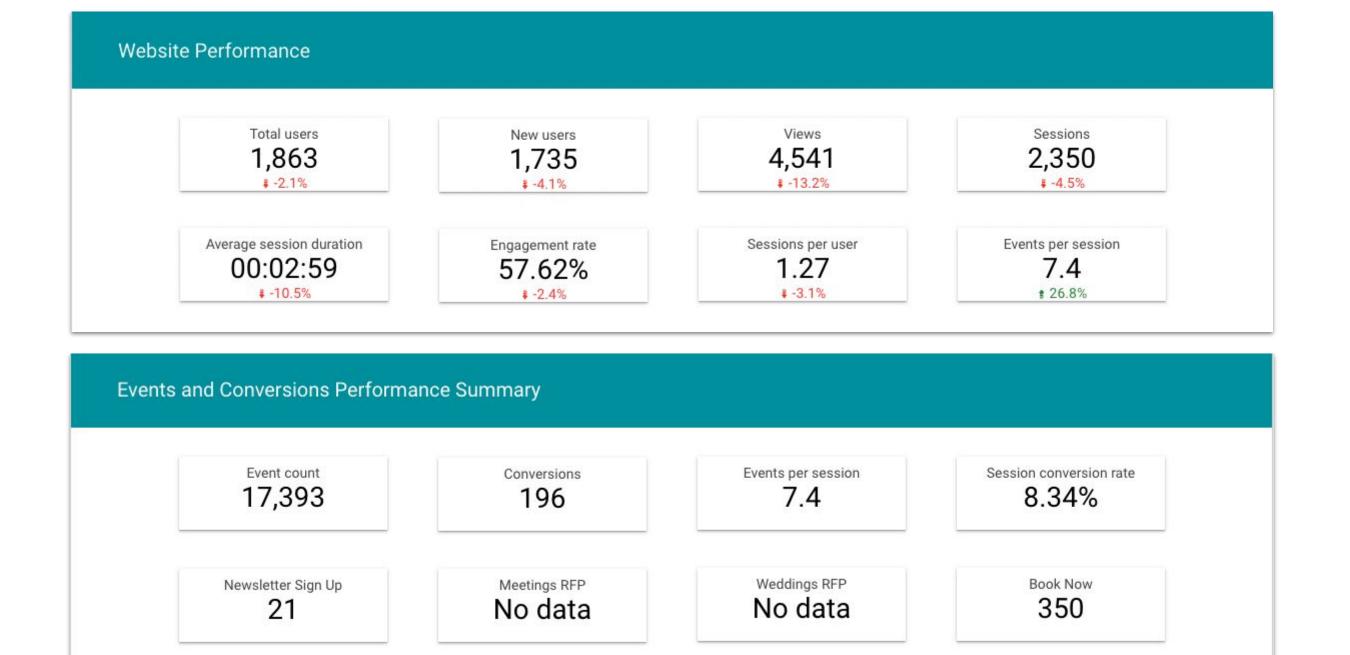
Newsletter Sign Up 1,691

Meetings RFP

Weddings RFP

Book Now 31,809







EMAIL PERFORMANCE

EMAIL PERFORMANCE | Leisure - Email 1/3

January 1 Email: Brand

Subject Line: Stories, songs and simply delicious menus &

Preview copy: Can't miss cultural events, Restaurant Week and more

Deployment Date: January 9, 2024 Audience/Segment: Discover Amelia

Email Metrics:

Delivered: 118,591

Unique Opens: 28,600

Opens: 37,631

Open Rate: 31.42%

Unique Open Rate: 24.1%

Clicks: 846

Clicked Rate: 0.71%

Clicks per Unique Opens: 2%

Top Links Clicked:

LEARN MORE: 270

New Year. New Things.

YUMMY!: 167

Savor the Flavor: It's Restaurant Week!

GET INSPIRED: 95

Love is all you Need

Performance Highlights:

Website Sessions: 496 Website Views: 613

Website Average Session Duration: 1:36





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



New Year, New Reasons to Discover Amelia Island

From world-renowned classical musicians to best-selling authors. 2024 is the year for arts and culture on this island paradise. Don't miss the prestigious Amelia Island Chamber Music Festival, with a star-studded lineup of performances from January to June. Plus, the inaugural Amelia Island Festival of Stories & Songs, Feb 2-4 - featuring Carl Hiaasen. See what else is new around the island, including restaurants, spa experiences and more.

LEARN MORE



Celebrate the Sweet 16 of Restaurant Week

Amelia Island's 16th Annual Restaurant Week is coming Jan 19-28, and it's bigger than ever. There's still time to plan your island getaway and take advantage of our most delicious foodie event of the year. Tempt your tastebuds at any (or all) of the 25 participating restaurants, with prix fixe meals — \$15 lunches or \$30 and \$50 dinner options. Additional foodie events to sink your teeth into include Honey Weekend at Omni Amelia Island Resort - a three-day spotlight of the delicious honey produced onsite at the resort; and Cheesemaking at The Addison on Amelia.

Fall in Love With These Valentine's Day **Packages**

Looking for a romantic getaway this Valentine's Day? Explore these starryeyed selections and exclusive romance packages on Amelia Island. From intimate B&Bs and luxury oceanfront resorts, to activities that are tailor-made for two, this tranquil slice of paradise is Northeast Florida's hidden hideaway for romance.



GET INSPIRED

Connect With Us On Social

#AmeliaIsland















102 Centre St. Fernandina Beach, FL 32034

If you no longer wish to receive emails from us, you can <u>update your preferences</u> or <u>unsubscribe</u> Forward to a friend so they can subscribe too





EMAIL PERFORMANCE | Leisure - Email 1/3

Links Clicked	Total clicks	Unique clicks
ameliaisland.com/blog/new-year-new-things/	270 (31.9%	230 (32.1%)
ameliaisland.com/blog/savor-the-flavor-its-restaurant-week/	167(19.7%	109 (15.2%)
ameliaisland.com/blog/love-is-all-you-need/	95 (11.2%	84(11.7%)
ameliaisland.com/places-to-stay/	66 (7.8%	52 (7.3%)
ameliaisland.com/things-to-do/	38(4.5%	37(5.2%)
ameliaisland.com/travel-guides/dining-nightlife/	34(4.0%	28 (3.9%)
instagram.com/p/C1Hx0-TsiPL/	29(3.4%	29(4.0%)
ameliaisland.com/	26(3.1%	23 (3.2%)
ameliaisland.com/partners/the-addison-on-amelia-island/	24(2.8%	23 (3.2%)
ameliaisland.taplink.ws/	18 (2.1%	16 (2.2%)
ameliaisland.com/travel-guides/	16 (1.9%	14(2.0%)
instagram.com/p/C1R6UwmM3Iw/	13 (1.5%	13 (1.8%)
instagram.com/p/Cq0eiYnrF0v/	11(1.3%	11(1.5%)
instagram.com/p/C1njUfartFf/	8(0.9%	8 (1.1%)
instagram.com/p/CxG5u0jgRlg/	7(0.8%	7(1.0%)
twitter.com/ameliaislandflo	5(0.6%	5(0.7%)
instagram.com/visitameliaisland/p/C1ZwoZv0r3p/	5(0.6%	5(0.7%)
instagram.com/visitameliaisland/	4(0.5%	4(0.6%)
facebook.com/AmelialslandFlorida	3(0.4%	3(0.4%)
ameliaisland.com/blog/	3(0.4%	3(0.4%)
linkedin.com/company/ameliaislandflorida/	1(0.1%	1(0.1%)
pinterest.com/visitameliaisland/	1(0.1%	1(0.1%)
tiktok.com/@ameliaislandflorida	1(0.1%	1(0.1%)
voutube.com/c/ameliaislandflorida	1(0.1%	1(0.1%)



EMAIL PERFORMANCE | Leisure - Email 2/3

January 2 Email: Brand

Subject Line: Fall in love with Amelia Island, Florida 🕰 😎

Preview copy: Sweethearts, sweet treats and hidden gems: You'll find it all on

Amelia Island

Deployment Date: January 17, 2024

Audience/Segment: Discover Amelia/Expanded Engaged Drive Market

Email Metrics:

Delivered: 64,396 Unique Opens: 21,051

Opens: 29,191

Open Rate: 44.86%

Unique Open Rate: 32.7%

Clicks: 872

Clicked Rate: 0.8%

Clicks per Unique Opens: 2.6%

Top Links Clicked:

EXPLORE: 225

Hidden Gems on Amelia Island

GET COZY: 182

Romantic Getaway

INDULGE: 165

16 Sweet Spots on Amelia Island

Performance Highlights:

Website Sessions: 511

Website Views: 593

Wahaita Avaraga Sassian Duration: 1:51

View this email in your browse



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



Getaways to Make You Swoon

Romance is always in season on Amelia Island. You'll find charming ways to stay and play, starting with romance packages at the island's Victorian B&Bs. Explore delicious cuisine for every craving as well as unforgettable island eye candy, from relaxing on the beach to paddling along the tranquil

GET COZY



Hidden Gems on Amelia Island

Discover Amelia Island's lesser known excitements, stories and flavors. Strap in for powered paraglider rides along the Atlantic coastline with Barefoot Flyers PPG, or get a closer look on a horseback ride along the shore. Visit the A. L. Lewis Museum for a look into the island's African American history of the last century. Go further back in time at Fort Clinch State Park. There is a Civil War-era fort and so much more, including the beach, fishing, camping and biking.



Sample These Sweet 16 Dessert Spots

Your sugar rush awaits in downtown Fernandina Beach, where you'll find more than a dozen dessert shops, eateries and ice cream spots. Enjoy authentic Cuban pastries at 1928 Cuban Bistro and Hola. Bliss out with hand-dipped ice cream at Denucci's. Thirteen Bakery specializes in glutenfree crepes, cupcakes and more. And the twelve flavors of cobbler at the Peach Cobbler Factory will have you coming back for more.



INDULGE

Connect With Us On Social

#AmeliaIsland

















EMAIL PERFORMANCE | Leisure - Email 2/3

Links Clicked	Total clicks	Unique clicks
ameliaisland.com/itineraries/romantic-getaway-2/	225(25.8%)	188 (25.8%)
ameliaisland.com/blog/hidden-gems-on-amelia-island/	182 (20.9%)	144 (19.7%)
ameliaisland.com/blog/16-sweet-spots-on-amelia-island/	165 (18.9%)	119 (16.3%)
ameliaisland.com/places-to-stay/	75 (8.6%)	66 (9.0%)
ameliaisland.com/things-to-do/	34(3.9%)	29 (4.0%)
instagram.com/p/C14v4DXsdHU/	34(3.9%)	31(4.2%)
ameliaisland.com/	26(3.0%)	18 (2.5%)
instagram.com/p/C07U1pZLhiZ/	23 (2.6%)	22 (3.0%)
ameliaisland.com/travel-guides/	20 (2.3%)	17 (2.3%)
ameliaisland.taplink.ws/	16 (1.8%)	14 (1.9%)
instagram.com/p/C10WGvjsk8b/	15 (1.7%)	14 (1.9%)
instagram.com/p/C1r6-orMSC0/	9(1.0%)	9 (1.2%)
instagram.com/visitameliaisland/	8(0.9%)	8 (1.1%)
facebook.com/AmelialslandFlorida	8(0.9%)	8 (1.1%)
instagram.com/p/CzHTboPt450/	8(0.9%)	8 (1.1%)
instagram.com/p/C0-PseyMa7m/	7(0.8%)	7(1.0%)
pinterest.com/visitameliaisland/	4(0.5%)	4(0.5%)
youtube.com/c/ameliaislandflorida	4(0.5%)	4(0.5%)
ameliaisland.com/blog/	3(0.3%)	3(0.4%)
twitter.com/ameliaislandflo	2(0.2%)	2(0.3%)
linkedin.com/company/ameliaislandflorida/	2(0.2%)	2(0.3%)
tiktok.com/@ameliaislandflorida	2(0.2%)	2(0.3%)



EMAIL PERFORMANCE | Leisure - Email 3/3

January 3 Email: Omni Amelia Island Resort Exclusive

Subject Line: New ways to love Amelia Island

Deployment Date: January 25, 2024 Audience/Segment: Discover Amelia

Email Metrics:

Delivered: 118,334 Unique Opens: 31,822

Opens: 42,410

Open Rate: 35.52%

Unique Open Rate: 26.9%

Clicks: 1,056

Clicked Rate: 0.89%

Clicks per Unique Opens: 2.3%

Top Links Clicked:

BOOK NOW: 220

THERE'S S'MORE TO LIFE PACKAGE

PLAN YOUR STAY: 217

Fish to Fork

LEARN MORE: 167

Omni Things to Do

Performance Highlights:

Website Sessions: 235 Website Views: 646

Website Average Session Duration: 5:15



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



There's S'more to Life...

Escape to Omni Amelia Island and create new memories with oceanfront accommodations, a private beach fire to roast marshmallows and enjoy s'mores with the soothing sound of ocean waves to wrap up your day.





Love Island

Celebrate love at Omni Amelia Island Resort. With unique culinary creations and special events, we've made it easy to celebrate with that special someone.



Get Hooked on Fish to Fork Weekend

Omni Amelia Island Resort will host its 8th Annual Fish to Fork on May 9-12, 2024. The weekend will offer an unmatched foodie experience, with true dock-to-dish specialties in a fun and interactive atmosphere. Chefs from around the country will showcase their fishing and culinary skills, leading up to a final chef showdown on Saturday night with a live vote from event guests!







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Forward to a friend so they can subscribe tool





EMAIL PERFORMANCE | Leisure - Email 3/3

Links Clicked	Total clicks	Unique clicks
omnihotels.com/hotels/amelia-island/specials/smore-to-life	220 (20.8%)	195 (20.9%)
omnihotels.com/hotels/amelia-island/things-to-do/fish-to-fork	217 (20.5%)	185 (19.8%)
omnihotels.com/hotels/amelia-island/things-to-do/resort-activities/upcoming-events/valentines-day	167 (15.8%)	145 (15.5%)
ameliaisland.com/places-to-stay/	101(9.6%)	
ameliaisland.com/things-to-do/	85(8.0%)	
instagram.com/p/C14v4DXsdHU/	41(3.9%)	37(4.0%)
ameliaisland.com/travel-guides/	33 (3.1%)	22(2.4%)
instagram.com/p/C2Nb8yxLmYi/	25(2.4%)	21(2.3%)
ameliaisland.com/	25(2.4%)	23 (2.5%)
instagram.com/p/C1AAU7WueJ5/	23(2.2%)	22(2.4%)
ameliaisland.taplink.ws/	21(2.0%)	18 (1.9%)
instagram.com/p/C1UtMTuMEV0/	18 (1.7%)	15 (1.6%)
instagram.com/p/C1R6UwmM3Iw/	15 (1.4%)	15 (1.6%)
facebook.com/AmelialslandFlorida	14 (1.3%)	13 (1.4%)
twitter.com/ameliaislandflo	11(1.0%)	8(0.9%)
instagram.com/p/C2DW84Jsu24/	10 (0.9%)	9 (1.0%)
ameliaisland.com/blog/	9(0.9%)	9 (1.0%)
instagram.com/visitameliaisland/	7(0.7%)	7(0.8%)
pinterest.com/visitameliaisland/	6(0.6%)	5(0.5%)
youtube.com/c/ameliaislandflorida	4(0.4%)	4(0.4%)
linkedin.com/company/ameliaislandflorida/	2(0.2%)	2(0.2%)
tiktok.com/@ameliaislandflorida	2(0.2%)	2(0.2%)



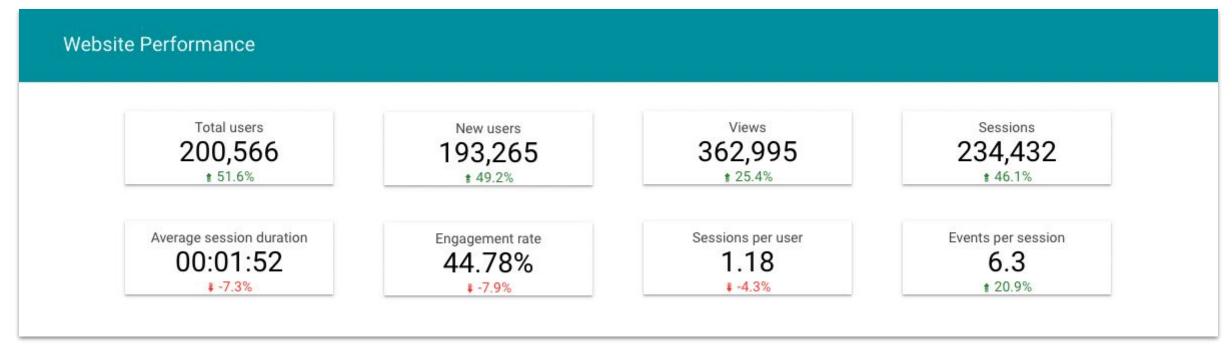


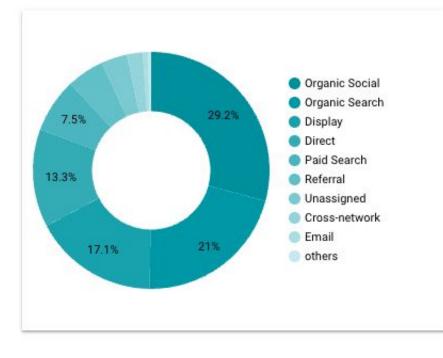




EXECUTIVE SUMMARY

EXECUTIVE SUMMARY | Website Performance (All Traffic) - February 1st - February 29, 2024



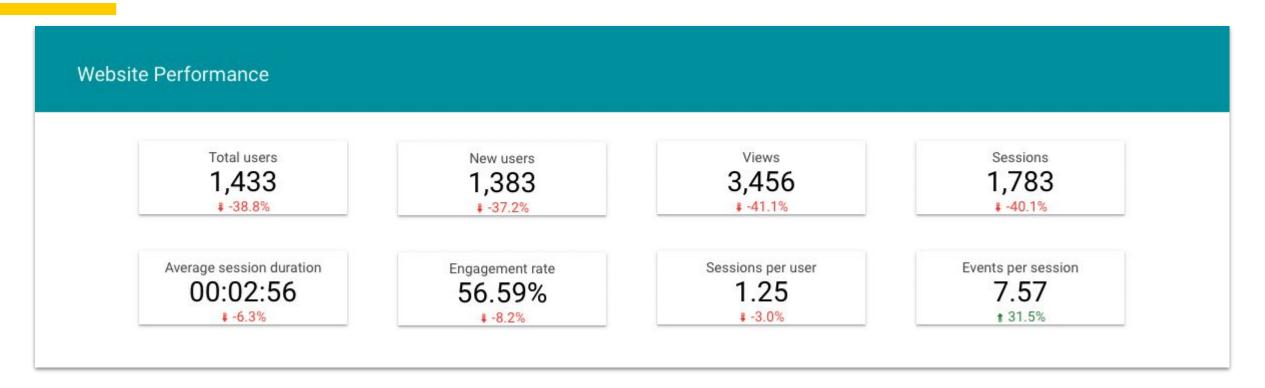


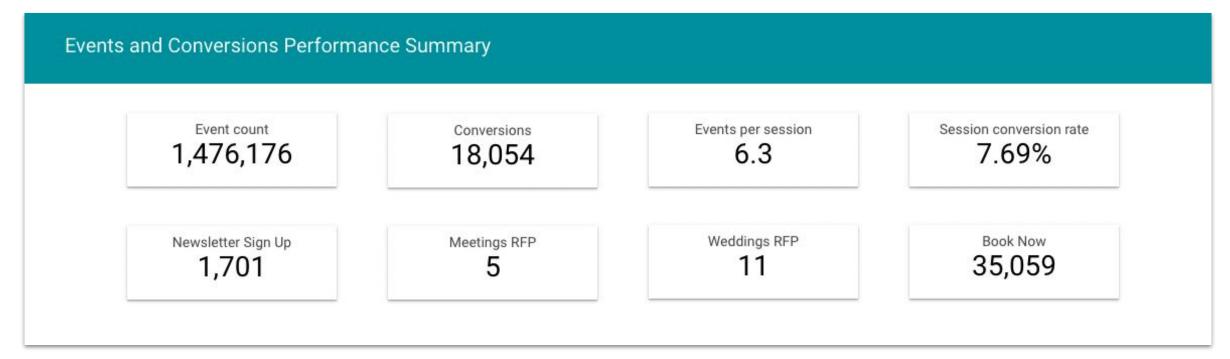
Top Acquisition Channels by Total Users

Events and Conversions Performance Summary Event count Conversions Events per session Session conversion rate 1,476,176 6.3 7.69% 18,054 Weddings RFP Meetings RFP Newsletter Sign Up Book Now 35,059 11 1,701



EXECUTIVE SUMMARY | Website Performance (Email Traffic) - February 1st - February 29, 2024







EMAIL PERFORMANCE

EMAIL PERFORMANCE | Leisure - Email 1/3

January 1 Email: Brand

Subject Line: So many reasons to love February on Amelia Island, FL 🥰

Preview copy: February sizzles for car lovers, sweethearts and foodies

on Amelia Island, Florida.

Deployment Date: February 6, 2024

Audience/Segment: Leisure

Email Metrics:

• **Delivered:** 118,632

Unique Opens: 31,196Opens: 43,120

• Unique Open Rate: 26.29%

• **Clicks:** 1,008

Clicked Rate: 0.84%

• Clicks per Unique Opens: 2.06%

Top Links Clicked:

BUY TICKETS: 311

Amelia Island Concours Week

• **GET A TASTE:** 173

Resolution-Friendly Dining: Healthy Eating on Amelia Island

• **PLAN NOW:** 92

Love is all you Need

Performance Highlights:

Website Sessions: 477Website Views: 543

Website Average Session Duration: 1:27

View this errort in your browner



Places to Stay 1 Trings to Do 1 Blogs 1 Travel Guides



Enjoy What Drives You on Amelia Island

Car Culture Reigns During Amelia Island Concours Week

From Feb. 29 - Mar. 3, you'll see car lovers converging on Amelia Island for an annual four-day celebration of things that go "vroorn". Leading up to the main event — The Amelia. Concours d'Elegance — you can enjoy the Porsche driving experience. Cars & Caffeine, Werks Reunion, Bonham's Amelia Island Auction, Gooding & Company Amelia Island Auction, and more. Don't miss all the automotive fun.

BUYTICKETS

Follow Cupid's Arrow to a Great Getaway

Ptan a Vatentine's weekend on Northeast Florida's home for romance. It starts with a romance package in one of downtown's historic Victorian B&Bs, providing picture-perfect ambiance and indulgent perks. If you prefer ocean views and spa days, plan your stay at The Ritz-Cariton, Amelia Island, or Omni Amelia Island Resort. Then get swept up in the island life, as you kayak, the tranquil waterways, enjoy a catered picnic, or dine with a water view.

PLAN NOW





Where Healthy Appetites Feel at Home

Keep your New Year's Resolutions as well as your foodie sensibilities with your pick of healthy dining options amid 100+ independent restaurants. Seafood is the island's speciality, so start exploring everything from fish taces to sush to cuisine layered with flavors. You'll also find juice bars and more serving fresh beverages and bow's that seem too yummy to be healthy — but they totally are!



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America Inland Tourist Development Co. 302 Centre St. Fernandina Brach. Ft., 30

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EMAIL PERFORMANCE | Leisure - Email 1/3

Links Clicked	Total clicks	Unique clicks	
ameliaisland.com/festivals-events/concours-week/		311 (30.9%)	230 (27.9%)
ameliaisland.com/blog/resolution-friendly-dining-healthy-eating-on-amelia-island/		173 (17.2%)	136 (16.5%)
ameliaisland.com/blog/love-is-all-you-need/		92 (9.1%)	80 (9.7%)
instagram.com/p/CbxVGLNLoie/		61(6.1%)	52 (6.3%)
ameliaisland.com/places-to-stay/		58 (5.8%)	50 (6.1%)
instagram.com/visitameliaisland/p/C2fdghxsquY/		45(4.5%)	38 (4.6%)
ameliaisland.com/partners/the-ritz-carlton-amelia-island/		38 (3.8%)	25 (3.0%)
ameliaisland.com/things-to-do/		38 (3.8%)	34 (4.1%)
ameliaisland.com/partners/omni-amelia-island-resort/		36(3.6%)	26(3.2%)
ameliaisland.com/		22 (2.2%)	20 (2.4%)
ameliaisland.com/travel-guides/		17 (1.7%)	17 (2.1%)
instagram.com/p/C2qbma-OBYd/		15 (1.5%)	11(1.3%)
ameliaisland.taplink.ws/		14 (1.4%)	13 (1.6%)
facebook.com/AmelialslandFlorida		14 (1.4%)	13 (1.6%)
instagram.com/p/C10WGvjsk8b/		13 (1.3%)	10 (1.2%)
instagram.com/visitameliaisland/		11 (1.1%)	10 (1.2%)
instagram.com/p/C1njUfartFf/		9(0.9%)	9 (1.1%)
linkedin.com/company/ameliaislandflorida/		9(0.9%)	7(0.8%)
youtube.com/c/ameliaislandflorida		8 (0.8%)	6(0.7%)
instagram.com/p/C1ZwoZv0r3p/		7(0.7%)	6(0.7%)
pinterest.com/visitameliaisland/		5(0.5%)	4(0.5%)
tiktok.com/@ameliaislandflorida		5(0.5%)	4(0.5%)
twitter.com/ameliaislandflo		4(0.4%)	3(0.4%)
ameliaisland.com/blog/		3(0.3%)	3(0.4%)



EMAIL PERFORMANCE | Leisure - Email 2/3

January 2 Email: Residence Inn Amelia Island Inclusion

Subject Line: You Deserve a Getaway on Amelia Island, FL 🏖

Preview copy: See what makes every stay picture-perfect on Amelia Island

Deployment Date: February 16, 2024

Audience/Segment: Leisure/Engaged Expanded Drive Market

Email Metrics:

Delivered: 64,922

• **Unique Opens:** 25,025

• **Opens:** 35,183

• Unique Open Rate: 38.55%

• **Clicks:** 1,151

Clicked Rate: 1.77%

• Clicks per Unique Opens: 3.12%

Top Links Clicked:

• GREAT RATES: 465

RESIDENCE INN AMELIA ISLAND

• **FALL IN LOVE:** 185

Honeymoon

Places to Stay: 104

Performance Highlights:

Website Sessions: 254

Website Views: 276

Website Average Session Duration: 1:28

View this email in your browser



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



Discover Oh-So Many Reasons to Love Amelia Island

Celebrate your love on the isle of romance. Whether you're beginning your new life together or rekindling that special spark, let this Honeymoon Itinerary inspire your romantic getaway. Cozy up together in one of the Victorian B&Bs that adorn downtown Fernandina Beach. Indulge in decadent dining, and sweet desserts with your sweetheart, at any of over go independent restaurants. And you'll find endless ways to make new memories together, from horseback riding along the shore to a chef's table experience at The Ritz-Carlton, Amelia Island, and more.

FALL IN LOVE



Explore the Possibilities

With spacious suites, outdoor spaces, and a convenient location just walking distance to the beach, Residence inn Amelia Island makes it easy for you to spread out, open up and be yourself. Book a short or extended stay today. Bring this email with you and receive a complimentary bottle of wine at check-in.

GREAT RATES

Camera-Ready Moments

In a destination where you can watch the sun rise over the ocean and set over stunning marshlands in the same day, you'll want your camera with you at all times. Check out these best-bets for capturing the most breathtaking views that make Amelia Island one of the best loved vacation spots; along with helpful tips to make each photo, well, picture-perfect.





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Amelia Island Tourist Development Counc 102 Centre St. Fernandina Beach, FL 3203

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<u>Forward to a friend</u> so they can <u>subscribe</u> too!



EMAIL PERFORMANCE | Leisure - Email 2/3

Links Clicked	Total clicks Unique click	(S
marriott.com/JAXAR	465 (40.4%)	377 (39.1%)
ameliaisland.com/itineraries/honeymoon-itinerary/	185 (16.1%)	162 (16.8%)
ameliaisland.com/places-to-stay/	104 (9.0%)	83 (8.6%)
ameliaisland.com/blog/capturing-the-magic-best-spots-for-photographing-sunrises-sunsets/	97(8.4%)	77 (8.0%)
<u>qrco.de/bdYt8i</u>	49(4.3%)	43 (4.5%)
ameliaisland.com/things-to-do/	48 (4.2%)	37(3.8%)
ameliaisland.com/	25(2.2%)	24(2.5%)
instagram.com/p/CecF0zxF_7I/	19 (1.7%)	18 (1.9%)
instagram.com/visitameliaisland/p/C2Nb8yxLmYi/	19 (1.7%)	17 (1.8%)
ameliaisland.taplink.ws/	18 (1.6%)	17 (1.8%)
facebook.com/AmelialslandFlorida	18 (1.6%)	13 (1.3%)
ameliaisland.com/travel-guides/	18 (1.6%)	13 (1.3%)
instagram.com/visitameliaisland/	15 (1.3%)	12 (1.2%)
instagram.com/visitameliaisland/p/C2qbma-OBYd/	14 (1.2%)	13 (1.3%)
instagram.com/visitameliaisland/p/C1r6-orMSCO/	13 (1.1%)	10 (1.0%)
instagram.com/visitameliaisland/p/C28hDmGsN8D/	13 (1.1%)	12 (1.2%)
instagram.com/visitameliaisland/p/C3EAVnbvEqz/	13 (1.1%)	10 (1.0%)
youtube.com/c/ameliaislandflorida	6(0.5%)	4(0.4%)
twitter.com/ameliaislandflo	5(0.4%)	4(0.4%)
linkedin.com/company/ameliaislandflorida/	3(0.3%)	3(0.3%)
ameliaisland.com/blog/	1(0.1%)	1(0.1%)
pinterest.com/visitameliaisland/	1(0.1%)	1(0.1%)
tiktok.com/@ameliaislandflorida	1(0.1%)	1(0.1%)



EMAIL PERFORMANCE | Leisure - Email 3/3

January 3 Email: Omni Amelia Island Resort Exclusive

Subject Line: Beat the winter blues on Amelia Island 🐇 🔆

Deployment Date: February 27, 2024

Audience/Segment: Leisure/Engagement-Engaged Expanded

Drive Market

Email Metrics:

Delivered: 69,462 Unique Opens: 31,096

Opens: 40,905

Unique Open Rate: 44.77%

Clicks: 788

Clicked Rate: 1.13%

Clicks per Unique Opens: 1.64%

Top Links Clicked:

PLAN MY STAY: 261

 OMNI AMELIA ISLAND RESORT- EASTER WEEKEND ON AMELIA ISLAND

BOOK NOW: 130

OMNI - An Unexpected Escape

LEARN MORE: 86

Omni Things to Do

Performance Highlights:

Website Sessions: 208 Website Views: 559

Website Average Session Duration: 5:29



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



Celebrate Easter in Style at **Omni Amelia Island Resort**

Hop to Omni Amelia Island Resort to celebrate Easter weekend. From a party with the Easter bunny at the park and build your own bunny boat competition to an Easter egg hunt and Easter-themed dining offerings, this weekend will be one to remember!



AMELIA ISLAND



An Unexpected Escape

Save 15% on room rate when you stay two or more nights. Enjoy oceanfront accommodations and access to exclusive resort amenities at Omni Amelia Island Resort. Book by March 31 for stays through March 31, 2024.





Explore the Outdoors

Let our guides lead you on an adventure you and your family will always remember. Enjoy guided kayak, Stand-Up Paddleboard, Segway™ tours and more.

LEARN MORE

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If you no longer wish to receive emails from us, you can <u>update your preferences</u> or <u>unsubscribe</u>





EMAIL PERFORMANCE | Leisure - Email 3/3

Links Clicked	Total clicks	Unique clicks	
omnihotels.com/hotels/amelia-island/things-to-do/resort-activities/upcoming-events/easter		261(33.1%)	193 (28.5%)
omnihotels.com/hotels/amelia-island/specials/unexpected-escape		130 (16.5%)	114 (16.8%)
omnihotels.com/hotels/amelia-island/things-to-do/resort-activities/water-sports		86 (10.9%)	70 (10.3%)
ameliaisland.taplink.ws/		49 (6.2%)	48 (7.1%)
ameliaisland.com/places-to-stay/		44 (5.6%)	42 (6.2%)
twitter.com/ameliaislandflo		41 (5.2%)	39 (5.8%)
pinterest.com/visitameliaisland/		38 (4.8%)	37(5.5%)
ameliaisland.com/things-to-do/		27(3.4%)	21(3.1%)
ameliaisland.com/		26(3.3%)	21(3.1%)
instagram.com/p/C3JKaKNrAYI/		20 (2.5%)	19 (2.8%)
ameliaisland.com/travel-guides/		18 (2.3%)	16 (2.4%)
instagram.com/p/C3lgP_0r2z0/		11(1.4%)	10 (1.5%)
instagram.com/p/C2IMCzGuN8T/		7(0.9%)	7(1.0%)
instagram.com/p/C3d7n0LvBoZ/		7(0.9%)	7(1.0%)
instagram.com/p/C3EAVnbvEqz/		6(0.8%)	6(0.9%)
facebook.com/AmelialslandFlorida		4(0.5%)	3(0.4%)
instagram.com/visitameliaisland/		3(0.4%)	3(0.4%)
tiktok.com/@ameliaislandflorida		3(0.4%)	2(0.3%)
instagram.com/p/C3bJ94_r-C/		2 (0.3%)	2(0.3%)
ameliaisland.com/blog/		2(0.3%)	2(0.3%)
youtube.com/c/ameliaislandflorida		2(0.3%)	2(0.3%)
linkedin.com/company/ameliaislandflorida/		1(0.1%)	1(0.1%)







Jan 1, 2024 - Jan 31, 2024

Website

Conversions

Email

aid Media



Website Performance

New users 174,365 17.0%

Views 367,454 Sessions 214,323 ± 15.3%

Average session duration

00:02:23

Engagement rate 52.25%

Sessions per user
1.21

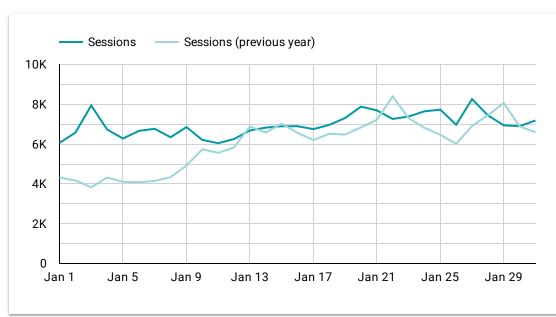
-2.4%

Events per session
6.89

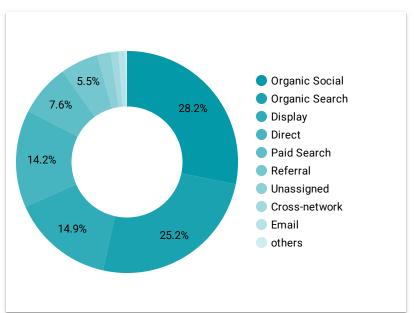
\$\frac{1}{2} 31.9\%

Traffic and Acquisition

Session Trend YoY



Top Acquisition Channels by Total Users

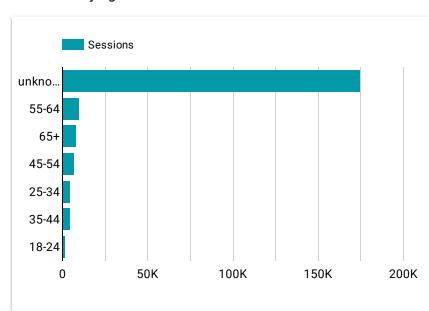


Sessions by Location

	Region	Session	% ∆
1.	Florida	39,826	2.4% 🛊
2.	Georgia	21,962	-13.9% 🖡
3.	New York	17,409	34.1% 🛊
4.	Pennsylvania	12,622	30.3% 🛊
5.	Virginia	9,193	11.8% 🛊
6.	Illinois	8,854	9.3% 🛊
7.	Texas	8,176	23.8% 🛊
8.	North Carolina	7,900	13.2% 🛊
9.	Ohio	7,466	24.5% 🛊
10.	Michigan	7,199	72.0% 🛊
		1 - 100 / 592	< >

	City	Session	% ∆
1.	(not set)	20,350	23.4% 🛊
2.	Atlanta	10,447	-12.3% ▮
3.	New York	10,162	45.8% 1
4.	Jacksonville	7,850	68.9% 1
5.	Fernandina B	5,176	-13.9% 🖡
6.	Chicago	5,093	26.6% 1
7.	Ashburn	3,776	3.1% 🛊
8.	Yulee	3,765	15.6% 1
9.	Miami	3,195	-12.4% ₮
10.	Dallas	3,181	65.8% 1
		1 - 100 / 7204	< >

Sessions by Age



Top Performing Landing Pages

	Landing page	Sessions *	Views	Average session duration
1.	/	87,394	157,186	00:02:15
2.	/festivals-events/amelia-island-restaurant-week	19,826	30,776	00:03:24
3.	/travel-guides/romance	14,275	21,243	00:01:16
4.	/travel-guides/family	9,180	14,696	00:01:32
5.	/places-to-stay	7,837	17,549	00:03:43
6.	/things-to-do	6,143	14,726	00:04:07
7.	(not set)	5,979	4,590	00:00:31
8.	/festivals-events/concours-week	5,618	6,386	00:00:41
				1-100/1050 < >



Website Performance (Blog)

Total users

17,868

\$ 4,322.8%

Average session duration

00:02:10

125.3% 125.3%

New users

11,233

17,451.6% **17,451.6**%

Engagement rate

66.99%

1,586.7%

Views

27,427 \$ 4,728.7%

Sessions per user

1.2

13.7% **1**

Sessions

21,136

\$ 4,838.3%

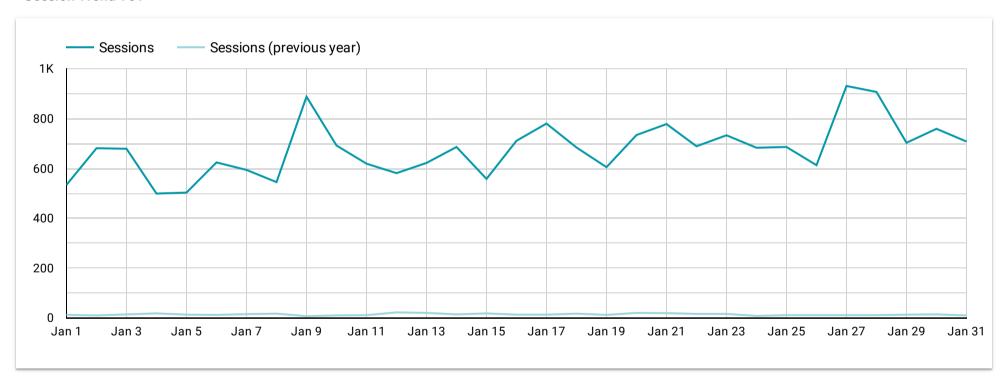
Events per session

4.38

\$ 41.2%

Traffic and Acquisition

Session Trend YoY



Top Performing Landing Pages

	Landing page	Page path and screen class	Sessions	Views	Avg. Session Duration
1.	/blog/new-year-new-things	/blog/new-year-new-things/	5,156	5,438	00:00:29
2.	/things-to-do	/blog/from-a-z-26-things-to-see-do-in-historic-downtown/	795	855	00:02:57
3.	/blog/10-cool-unusual-things-to-do-on-amelia-island	/blog/10-cool-unusual-things-to-do-on-amelia-island/	793	857	00:02:03
4.	/	/blog/from-a-z-26-things-to-see-do-in-historic-downtown/	635	691	00:02:31
5.	/blog/winter-retreat-cozy-accommodations-on-amelia-island	/blog/winter-retreat-cozy-accommodations-on-amelia-island/	574	638	00:00:34
6.	/travel-guides/downtown	/blog/from-a-z-26-things-to-see-do-in-historic-downtown/	554	616	00:02:50
7.	/blog/16-sweet-spots-on-amelia-island	/blog/16-sweet-spots-on-amelia-island/	509	558	00:01:31
8.	/blog/10-reasons-to-travel-to-amelia-island-in-2023	/blog/10-reasons-to-travel-to-amelia-island-in-2023/	477	518	00:01:57
					1-100/2324 < >



Events and Conversions Performance Summary

Event count **1,476,440**

Conversions 15,818

Events per session 6.89

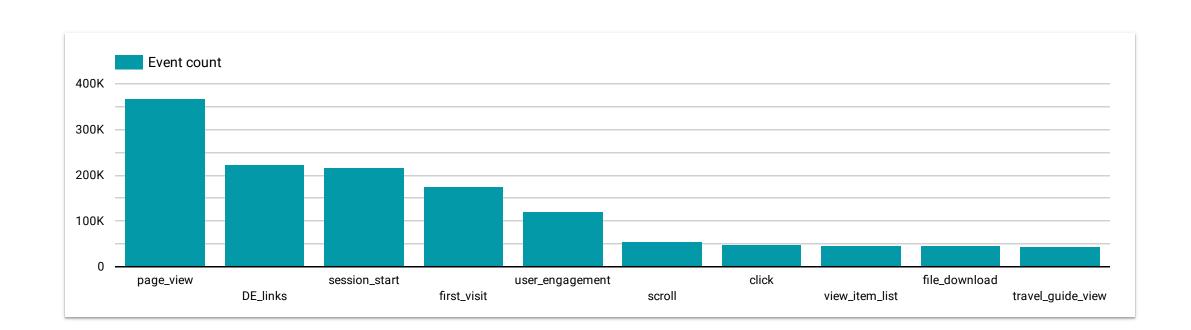
 $\begin{array}{c} \text{Session conversion rate} \\ 7.32\% \end{array}$

Newsletter Sign Up 1,691

Meetings RFP 2

Weddings RFP

Book Now 31,809



Events and Conversions Performance Breakdown

Conversions

	Event name	Event count ▼	Sessions	Events pe	r ses	sion
1.	page_view	367,454	208,350			1.76
2.	DE_links	222,102	56,592			3.92
3.	session_start	216,095	214,234			1.01
4.	first_visit	174,365	172,169			1.01
5.	user_engagement	121,281	76,978			1.58
6.	scroll	54,400	43,674			1.25
7.	click	47,742	30,030			1.59
8.	view_item_list	46,676	11,977			3.9
9.	file download	46.545	6.511			7.15
				1 - 41 / 41	<	>

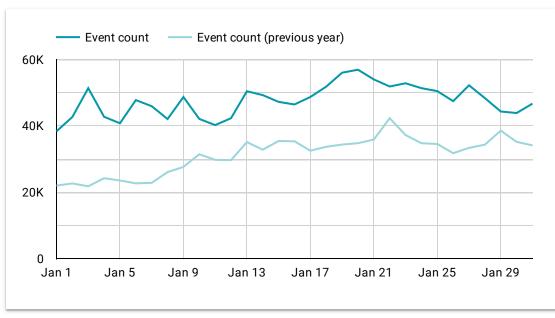
Outbound Partner Links

	Outbound Link Partner	Ever	nt cou	nt 🕶
1.	Omni Amelia Island Resort - Amelia Island			702
2.	The Ritz-Carlton, Amelia Island - Amelia Island			496
3.	Barefoot Amelia Beach Rentals - Amelia Island			435
4.	Amelia Island Getaways - Amelia Island			290
5.	The Villas of Amelia Island - Amelia Island			270
6.	Coast at The Ritz-Carlton, Amelia Island - Amelia Island			260
7.	Atlantic Recreation Center - Amelia Island			252
8.	Marlin and Barrel Distillery - Amelia Island			245
		1 - 100 / 356	<	>

Form Submission Count

	Form Name	Event count 💌
1.	(not set)	12,670
2.	/inspiration-guide/	607
3.	/content/submit-an-event/	17
4.	/content/submit-a-business/	11
5.	/content/submit-an-offer/	4
6.	/meetings/request-information/	2
7.	/weddings/request-information/	2
		1-7/7 < >

Events Trend YoY



Events by Channel/Campaign

	First user default channel group	Event count ▼
1.	Organic Search	515,171
2.	Direct	272,458
3.	Organic Social	268,136
4.	Display	134,439
5.	Paid Search	130,269
6.	Referral	102,027
7.	Unassigned	21,327
8.	Email	17,197
Ω	Cross-natwork	14022 1-13/13 〈 〉



Date ▼

Delivered

Sent

Mailchimp Performance

Performance	by	Email	Campaign
-------------	----	-------	----------

Subject Line

	Grand total	303,783	301,321	113,018	-	-	2,813	-	0.93%	2,462	-
Stories, songs and simply delicious menus	Jan 9, 2024	119,631	118,591	37,838	28,675	24.18%	848	719	0.71%	1,040	2.02%
Fall in love with Amelia Island, Florida 🥰😎	Jan 17, 20	64,900	64,396	30,142	21,199	32.92%	891	743	1.37%	504	2.64%
New ways to love Amelia Island	Jan 25, 20	119,252	118,334	45,038	32,242	27.25%	1,074	950	0.9%	918	2.28%

Unique Opens

Opens

Open Rate

Unique Clicks

Click Rate

CPUO

Bounces

1-3/3

<

Clicks

										1-3/3	< >
Leisure											
Subject Line	Date ▼	Sent	Delivered	Opens	Unique Opens	Open Rate	Clicks	Unique Clicks	Click Rate	Bounces	CPUO
New ways to love Amelia Island	Jan 25, 20	119,252	118,334	45,038	32,242	27.25%	1,074	950	0.9%	918	2.28%
Fall in love with Amelia Island, Florida 🥰 😎	Jan 17, 20	64,900	64,396	30,142	21,199	32.92%	891	743	1.37%	504	2.64%
Stories, songs and simply delicious menus	Jan 9, 2024	119,631	118,591	37,838	28,675	24.18%	848	719	0.71%	1,040	2.02%
	Grand total	303,783	301,321	113,018	-	-	2,813	-	0.93%	2,462	-

Meeting Planners

3											
Subject Line	Date ▼	Sent	Delivered	Opens	Unique Opens	Open Rate	Clicks	Unique Clicks	Click Rate	Bounces	CPUO
					No data						
	Grand total	_	_	_	_	_	_	_	_	_	_

Amelia Island Tourism Industry Database - all

Subject Line	Date ▼	Sent	Delivered	Opens	Unique Opens	Open R	Clicks	Unique Clicks	Click Rate	Bounces	CPUO
					No data						

Email Performance Summary

Total users 1,867

Grand total

New users **1,798**

Views **4,572**

Sessions 2,333

	First user campaign	Landing page	Sessions •	Views	Average session of	duration
1.	it's_an_island_thing	/travel-guides/dining-nightlife	347	596		00:02:02
2.	it's_an_island_thing	/blog/new-year-new-things	215	422		00:02:27
3.	it's_an_island_thing	/itineraries/romantic-getaway-2	194	304		00:02:32
4.	it's_an_island_thing	/places-to-stay	189	455		00:04:29
5.	island_inspired_meetings	/meetings	188	188		00:00:03
6.	it's_an_island_thing	/blog/hidden-gems-on-amelia-island	128	293		00:03:42
7	it's an island thing	/blog/16-sweet-snots-on-amelia-island	116	193	1 - 100 / 166	nn·n2·2n < >

Sessions by Country

	First user source / m	Country	Sessions ▼
1.	ameliaisland / email	United States	1,403
2.	foodandwine / email	United States	428
3.	usae / email	United States	240
4.	Mailchimp / email	United States	112
5.	travelandleisure / email	United States	53
6.	(not set) / email	United States	13
7	ameliaisland / email	Bandladesh	1n 1-39/39 〈 〉

Sessions by Cit

Ses	sions by City		
	First user source / m	City	Sessions •
1.	ameliaisland / email	(not set)	103
2.	ameliaisland / email	Atlanta	84
3.	usae / email	(not set)	66
4.	usae / email	Albany	49
5.	ameliaisland / email	Ashburn	49
6.	ameliaisland / email	Yulee	47
7	ameliaisland / email	New York	1-100/1035 < >



Glossary

Common Metric Definitions

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

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

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

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

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

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

Conversions and Events

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

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

 $\textbf{Wedding RFP -} Form \ submissions \ on \ / Weddings/Request-Information \ page$

Book Now - Clicks on Book Now buttons



Feb 1, 2024 - Feb 29, 2024

Website

Conversions

Email

Paid Media



Website Performance

Total users 200,566 \$ 51.6%

Views 362,995

Sessions 234,432 ± 46.1%

Average session duration 00:01:52

Engagement rate 44.78%

Sessions per user

1.18

-4.3%

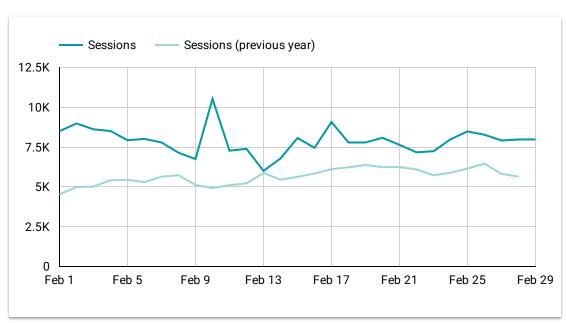
Events per session

6.3

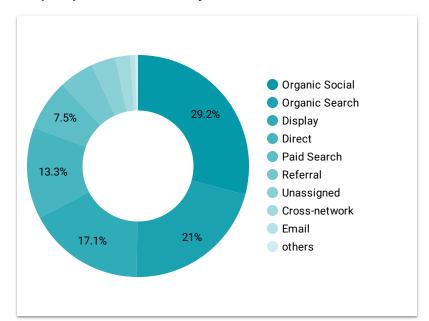
\$ 20.9%

Traffic and Acquisition

Session Trend YoY



Top Acquisition Channels by Total Users

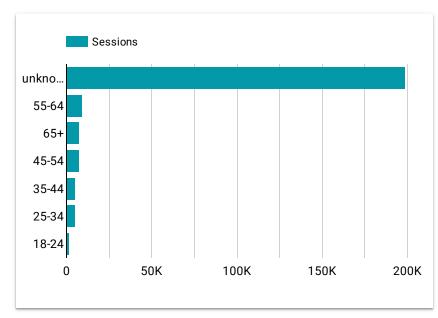


Sessions by Location

	Region	Session	% ∆
1.	Florida	42,486	69.5% 🛊
2.	Georgia	20,234	2.0% 🛊
3.	New York	18,448	38.6% 🛊
4.	Illinois	11,628	75.1% 🛊
5.	Pennsylvania	11,542	49.1% 🛊
6.	California	11,277	69.8% 🛊
7.	North Carolina	10,419	34.5% 🛊
8.	Ontario	9,930	794.6% 🛊
9.	Virginia	9,527	24.7% 🛊
10.	Texas	9,042	60.0% 🛊
		1 - 100 / 553	< >

	City	Session	% ∆
1.	(not set)	22,848	45.6% 🛊
2.	New York	11,930	66.3% 🛊
3.	Atlanta	8,679	-12.0% ₹
4.	Miami	8,108	384.9% 🛊
5.	Chicago	8,063	108.2% 🛊
6.	Ashburn	5,046	59.2% 🛊
7.	Jacksonville	4,360	16.0% 1
8.	Los Angeles	3,891	87.7% 🛊
9.	Boston	3,571	130.2% 🛊
10.	Toronto	3,497	1,013.7%
		1 - 100 / 7269	< >

Sessions by Age



Top Performing Landing Pages

Landing page	Sessions ▼	Views	Average session duration
1. /	101,524	164,189	00:01:53
2. /festivals-events/concours-week	13,201	15,412	00:00:56
3. /travel-guides/romance	13,102	19,688	00:01:02
4. /places-to-stay	11,600	23,519	00:03:15
5. /travel-guides/family	8,445	12,523	00:01:06
6. /blog/love-is-all-you-need	6,819	7,209 ■	00:00:18
7. /things-to-do	6,193	15,635	00:04:14
8. /meetings	5,779	7,202 ■	00:00:31
			1 - 100 / 1072 🔇 🗦



Website Performance (Blog)

Total users

18,774 ± 5,454.4% New users **12,238**

± 22,150.9%

28,936

1 5,991.8%

Sessions

22,634 \$ 6,169.8%

Average session duration

00:02:00

105.3% 105.3%

Engagement rate

54.34%

1 2,702.3%

Sessions per user

1.22

14.0%

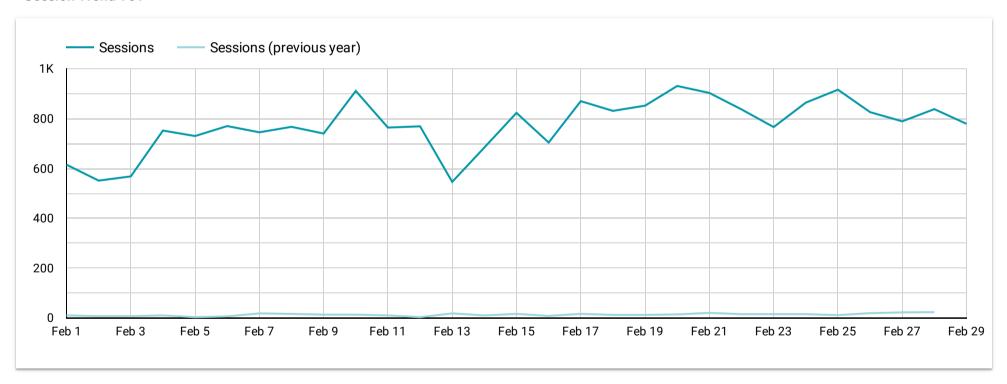
Events per session

4.37

\$ 38.5%

Traffic and Acquisition

Session Trend YoY



Top Performing Landing Pages

	Landing page	Page path and screen class	Sessions	Views	Avg. Session Duration
1.	/blog/love-is-all-you-need	/blog/love-is-all-you-need/	6,819	7,006	00:00:16
2.	/things-to-do	/blog/from-a-z-26-things-to-see-do-in-historic-downtown/	697	753	00:02:43
3.	/blog/10-reasons-to-travel-to-amelia-island-in-2023	/blog/10-reasons-to-travel-to-amelia-island-in-2023/	668	735	00:01:39
4.	/things-to-do	/blog/from-a-z-26-things-to-see-do-on-and-around-amelia-island/	560	597	00:03:29
5.	/travel-guides/downtown	/blog/from-a-z-26-things-to-see-do-in-historic-downtown/	526	583	00:02:31
6.	1	/blog/from-a-z-26-things-to-see-do-in-historic-downtown/	433	483	00:02:46
7.	/blog/from-a-z-26-things-to-see-do-in-historic-downtown	/blog/from-a-z-26-things-to-see-do-in-historic-downtown/	387	418	00:01:31
8.	/blog/family-friendly-amelia-for-any-age	/blog/family-friendly-amelia-for-any-age/	354	387	00:02:36
					1-100/2490 < >



Events and Conversions Performance Summary

Event count **1,476,176**

Conversions 18,054

Events per session 6.3

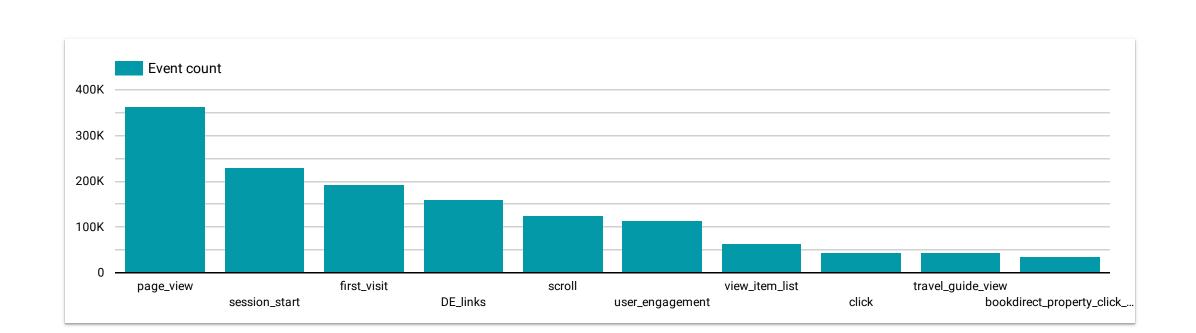
 $\begin{array}{c} \text{Session conversion rate} \\ 7.69\% \end{array}$

Newsletter Sign Up 1,701

Meetings RFP **5**

Weddings RFP 11

Book Now 35,059



Events and Conversions Performance Breakdown

Conversions

	Event name	Event count 🕶	Sessions	Events per session
1.	page_view	362,995	228,441	1.59
2.	session_start	228,861	234,177	0.98
3.	first_visit	193,265	198,187	0.98
4.	DE_links	159,356	47,502	3.35
5.	scroll	125,596	97,068	1.29
6.	user_engagement	112,918	73,465	1.54
7.	view_item_list	62,728	15,195	4.13
8.	click	44,401	27,664	1.61
9.	travel guide view	43,402	31,052	1.4
				1 - 34 / 34 🔇 💙

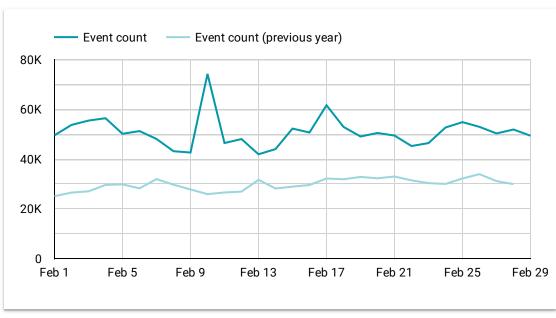
Outbound Partner Links

	Outbound Link Partner	Even	coui	nt 🕶
1.	Omni Amelia Island Resort - Amelia Island			722
2.	The Ritz-Carlton, Amelia Island - Amelia Island			482
3.	Barefoot Amelia Beach Rentals - Amelia Island			436
4.	The Villas of Amelia Island - Amelia Island			280
5.	Marlin and Barrel Distillery - Amelia Island			256
6.	Atlantic Recreation Center - Amelia Island			248
7.	Amelia Island Getaways - Amelia Island			223
8.	Sea Cottages of Amelia - Amelia Island			208
		1 - 100 / 354	<	>

Form Submission Count

	Form Name	Event	coun	t 🕶
1.	(not set)		14	,157
2.	/inspiration-guide/			602
3.	/content/submit-an-event/			17
4.	/content/submit-a-business/			15
5.	/weddings/request-information/			8
6.	/meetings/request-information/			5
7.	/test-form/			1
		1-7/7	<	>

Events Trend YoY



Events by Channel/Campaign

	First user default channel group	Event count ▼			
1.	Organic Search	436,141			
2.	Direct	268,492			
3.	Organic Social	258,584			
4.	Display	162,472			
5.	Paid Search	150,432			
6.	Referral	105,400			
7.	Unassigned	55,262			
8.	Cross-network	22,915			
۵	Fmail	12/106			



Date ▼

Grand total

254,417

253,016

119,208

Sent

Delivered

Mailchimp Performance

Performance	by	Email	Camp	aign
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Beat the winter blues on Amelia Island 🐇 🔆	Feb 27, 2024	69,728	69,462	40,905	31,096	44.77%	788	677	1.13%	266	1.64%
You Deserve a Getaway on Amelia Island, F	Feb 16, 2024	65,154	64,922	35,183	25,025	38.55%	1,151	964	1.77%	232	3.12%
So many reasons to love February on Ameli	Feb 6, 2024	119,535	118,632	43,120	31,196	26.3%	1,008	825	0.84%	903	2.05%
	Over ditetal	054.417	252.016	110 200			2.047		1 160/	1 401	
	Grand total	254,417	253,016	119,208	-	-	2,947	-	1.16%	1,401	-
										1 - 3 / 3	< >

Unique Opens

Opens

Open Rate

Clicks

2,947

Unique Clicks

Click Rate

Leisure

Subject Line

Date ▼	Sent	Delivered	Opens	Unique Opens	Open Rate	Clicks	Unique Clicks	Click Rate	Bounces	CPUO
Feb 27, 2024	69,728	69,462	40,905	31,096	44.77%	788	677	1.13%	266	1.64%
Feb 16, 2024	65,154	64,922	35,183	25,025	38.55%	1,151	964	1.77%	232	3.12%
Feb 6, 2024	119,535	118,632	43,120	31,196	26.3%	1,008	825	0.84%	903	2.05%
	Feb 27, 2024 Feb 16, 2024	Feb 27, 2024 69,728 Feb 16, 2024 65,154	Feb 27, 2024 69,728 69,462 Feb 16, 2024 65,154 64,922	Feb 27, 2024 69,728 69,462 40,905 Feb 16, 2024 65,154 64,922 35,183	Feb 27, 2024 69,728 69,462 40,905 31,096 Feb 16, 2024 65,154 64,922 35,183 25,025	Feb 27, 2024 69,728 69,462 40,905 31,096 44.77% Feb 16, 2024 65,154 64,922 35,183 25,025 38.55%	Feb 27, 2024 69,728 69,462 40,905 31,096 44.77% 788 Feb 16, 2024 65,154 64,922 35,183 25,025 38.55% 1,151	Feb 27, 2024 69,728 69,462 40,905 31,096 44.77% 788 677 Feb 16, 2024 65,154 64,922 35,183 25,025 38.55% 1,151 964	Feb 27, 2024 69,728 69,462 40,905 31,096 44.77% 788 677 1.13% Feb 16, 2024 65,154 64,922 35,183 25,025 38.55% 1,151 964 1.77%	Feb 27, 2024 69,728 69,462 40,905 31,096 44.77% 788 677 1.13% 266 Feb 16, 2024 65,154 64,922 35,183 25,025 38.55% 1,151 964 1.77% 232

Meeting Planners

3											
Subject Line	Date *	Sent	Delivered	Opens	Unique Opens	Open Rate	Clicks	Unique Clicks	Click Rate	Bounces	CPUO
					No data						
	Grand total		_	_	_	_	_	_	_	_	_

Amelia Island Tourism Industry Database - all

Subject Line	Date ▼	Sent	Delivered	Opens	Unique Opens	Open R	Clicks	Unique Clicks	Click Rate	Bounces	CPUO
					No data						

Email Performance Summary

Total users 1,433

Grand total

New users **1,383**

Views **3,456**

Sessions 1,783

CPUO

Bounces

1,401

1-3/3

<

>

1.16%

	First user campaign	Landing page	Sessions *	Views	Average session	duration
1.	it's_an_island_thing	/	308	573		00:02:08
2.	it's_an_island_thing	/places-to-stay	251	493		00:02:27
3.	it's_an_island_thing	/festivals-events/concours-week	232	325		00:02:05
4.	it's_an_island_thing	/itineraries/honeymoon-itinerary	153	221		00:02:37
5.	it's_an_island_thing	/blog/resolution-friendly-dining-healthy-eating-on-amelia-island	112	268		00:02:46
6.	it's_an_island_thing	/blog/capturing-the-magic-best-spots-for-photographing-sunrises-sunsets	90	211		00:02:17
7	it's an island thing	/things-to-do	86	275	1 - 100 / 139	00:05:11

Sessions by Country

	First user source / m	Country	Sessions *
1.	ameliaisland / email	United States	1,117
2.	travelandleisure / email	United States	382
3.	Mailchimp / email	United States	108
4.	northstar / email	United States	64
5.	foodandwine / email	United States	19
6.	northstar / email	Ireland	11
7	MailChimn / email	United States	1 - 44 / 44

Sessions by City

	First user source / m	City	Sessions *
1.	ameliaisland / email	(not set)	117
2.	ameliaisland / email	Miami	70
3.	Mailchimp / email	Fernandina Beach	60
4.	travelandleisure / email	New York	52
5.	ameliaisland / email	Ashburn	49
6.	ameliaisland / email	Atlanta	47
7	ameliaisland / email	New York	44
			1 - 100 / 790 <



Glossary

Common Metric Definitions

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

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

Book Now - Clicks on Book Now buttons