

Amelia Island CVB Wins Four Flagler Awards at Florida Governor's Conference on Tourism

AMELIA ISLAND, Fla. (September 1, 2015) – The Amelia Island Convention and Visitors Bureau (CVB) won four awards for outstanding tourism marketing at VISIT FLORIDA's annual Florida Governor's Conference on Tourism. The CVB took top honors in the Internet Advertising category for its UK and Canada Southern Elegance Campaign, accepting the coveted Henry Award trophy during the conference's opening night Flagler Awards ceremony held Monday night, August 31, at the Tampa Convention Center. The CVB also won Silver Awards in the Mobile Marketing, Websites and Resource/Promotional Material-Trade categories.

"We constantly strive to create and implement marketing strategies across all platforms and it's gratifying to have our hard work recognized among our industry peers and partners," said Gil Langley, president and CEO of the Amelia Island CVB. "I'm proud of our entire marketing team and the top-notch work they do year after year."

In addition to the Henry Award for Internet Advertising, the destination's new website, Ameliasland.com, was one of three CVB entries to earn a Silver Award. The site was also named the best travel and events website of 2014 by Kentico. The two additional marketing campaigns that received Silver Awards were the Sea Turtle Texting Campaign in the Mobile Marketing category and a Meetings Mailer to Local Influencers in the Resource/Promotional Material-Trade category.

Past Flagler Awards won by the CVB include a Best of Show Award for its Mixed Media Campaign (2014); Henry Awards in the Direct Marketing, Print Advertising, Mixed Media Campaign and Rural County Marketing categories (2013); and Best of Show for the Amelia Island Visitor's Guide (2012).

As the state's annual tourism marketing competition, the Flagler Awards recognize Florida's travel businesses and organizations that demonstrate outstanding tourism marketing efforts. Each year, the Flagler Awards honor many of the countless individuals and organizations that help position Florida as a premier travel destination and pay tribute to the determined efforts of those who help ensure the continued success of the state's most important industry.

For additional information about Amelia Island, please visit www.ameliasland.com.

-Amelia Island Convention & Visitors' Bureau-

About Amelia Island

Northeast Florida's coastal treasure, Amelia Island is a barrier island rich in colorful history and breathtaking natural beauty. Amelia Island offers long, beautiful beaches, abundant wildlife, and

pristine waters. Upscale resorts with world-class spas, championship golf and exclusive dining blend effortlessly with a captivating collection of bed and breakfast inns and historic districts. The island is home to Fernandina Beach, once a vibrant Victorian seaport village, and now a charming downtown district of eclectic shops, attractions and eateries. Forget the everyday getaway; come make memories on Amelia Island. For visitor information and online planning, visit www.ameliaisland.com.