

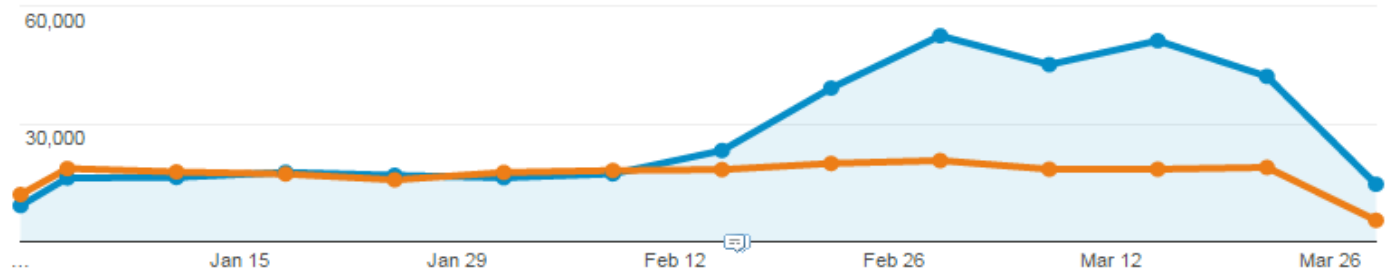
AMELIA ISLAND

Website Analytics

Q1 2015

Jan 1, 2015 - Mar 31, 2015: ● Sessions

Jan 1, 2014 - Mar 31, 2014: ● Sessions



Overall

Sessions	Users	Page views
377,385	315,856	1,098,680
+199.6%	+205.7%	+157.2%

Visitors & Engagement

New Visits	Bounce Rate	Pages/Session	Conversions
82.90%	61.05%	2.91	4,754*
+6.3%	+54%	-14%	+56%

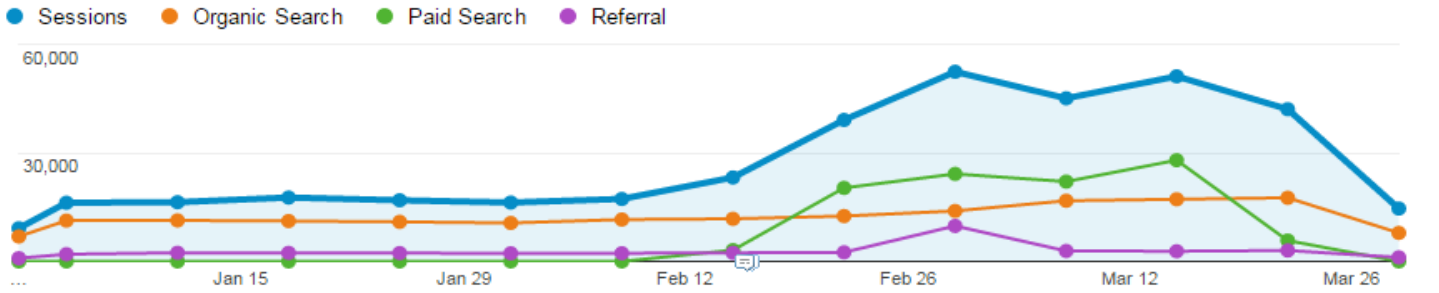
Mobile

Total Visits	Bounce Rate	Pages/Visit	Conversions
53%	81%	1.73	1,285

Notes

- This is a snapshot of all traffic. Later in this report, we will segment traffic in order to see what is performing well and what type of traffic is the most valuable.
- The new site is driving more leads than ever before. A clear nurturing plan should be drafted to help keep these potential visitors engaged. The printed book takes at least 2 weeks to arrive and no emails appear to be sent to converted leads.
- Conversions started tracking on January 22, therefore this number is lower than the actual amount of conversions.

Traffic by Source



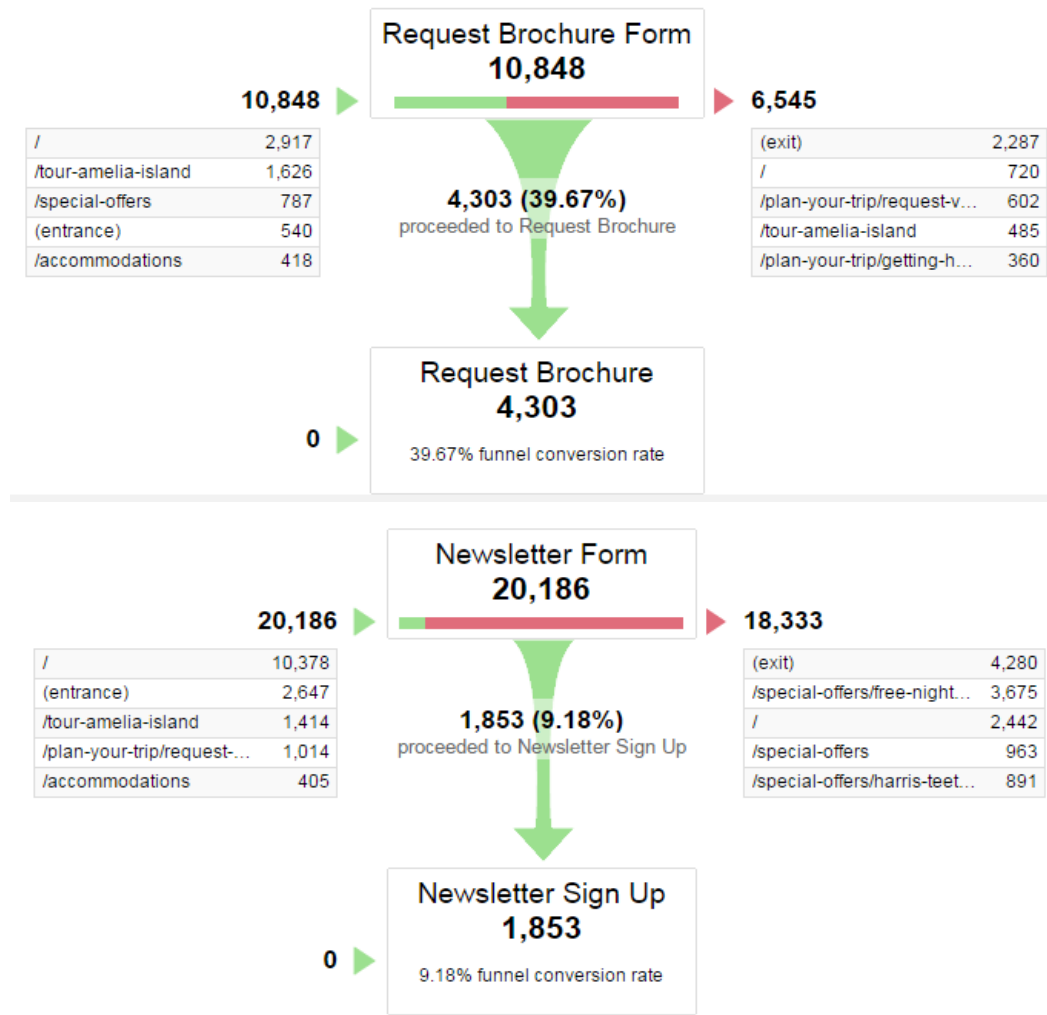
Source Details

	Sessions	% new	Bounce	Pgs/Sess	Conversions	Conv. Rate
Organic Search	171,395	+9%	38.00%	4.14	3416	1.99%
Paid Search	103,385		98.00%	1.03	23	0.02%
Referral	38,900	+18%	55.00%	3.17	601	1.54%
Direct/None	28,440	-30%	53.00%	3.22	531	1.87%
Display	21,452		95.00%	1.11	8	0.04%
Social	6,041		48.00%	3.28	81	2.48%
Email	1675		62.00%	2.32	73	4.36%

Notes

- The high conversion rate on social and email shows the value and importance of nurturing your leads and engaging them on multiple platforms.
- The ad campaigns in February sent a significant amount of traffic to the site and is responsible for the large lift over last year, but also had a very high bounce rate which affected the overall bounce rate negatively. The ad campaign also had an extremely low form conversion rate as well as click-through rate to properties.
- We don't have the data here to show if retargeted was more effective than the other forms of paid advertising that were included. They generally are, but we're not able to see what value was provided from these campaigns.

Form Conversion Funnels



Notes

- The main contact form is converting just under 40% of all traffic to it, which is good.
- The newsletter form on the "Specials" page is converting 10% of traffic to subscribers. This is particularly good because we've picked-up an additional 1,853 leads we would not have otherwise captured.

Recommendations

- We should add outbound links to properties as goals so we're able to track what types of traffic and how much is being sent out to partner sites.
- If we're able to get your Google Analytics tracking code onto your Jack Rabbit co-branded pages, we'll be able to track visits to JR as a goal as well.

AMELIA ISLAND

Referrals to Properties

Ameliasland.com

All Property Referrals, March 2015: **12,250**

Conversion Rate by Source

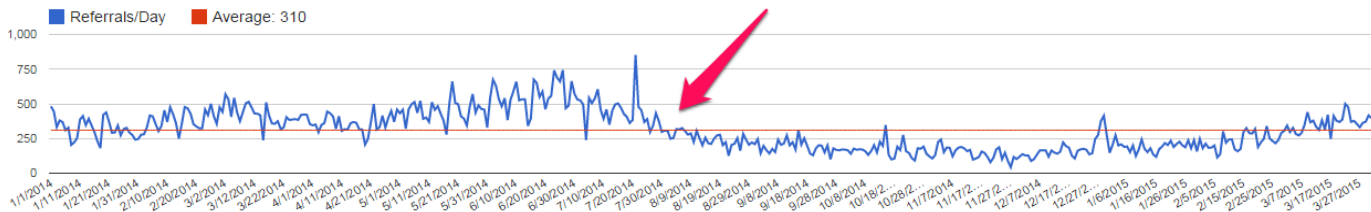
	Referrals	Conv Rate
Organic	5678	3.3%
Paid	5	-
Referrals	841	2.1%
Direct	531	1.8%
Overall		3.50%

Jack Rabbit

	Property Referrals		Searches	
	2015	2014	2015	2014
January	6,010	10,046	10,521	11,789
February	6468	10,736	12,056	10,356
March	11,168	12,987	16,031	12,287
Q1 Total	23646	33,769	38,608	34432

Jack Rabbit Property Referrals

Jan 1, 2014 - March 31, 2015



Notes

- Event tracking was added at the end of February, therefore we can only report on March's numbers
- Traffic from Ameliasland.com to Jack Rabbit increased in Q1 vs 2014. Referrals from Jack Rabbit to properties decreased, primarily Jan/Feb. March is much improved.
- Traffic from Jack Rabbit to properties decreased around September 1 of last year.
- For the month of March, referrals to properties through the site compared to Jack Rabbit are similar.
- Of the 12,250 events reported for Ameliasland.com, 12139 are clicks to the website and 118 are phone calls to the property.

Recommendations

- Tracking phone calls from the site to properties will represent a more complete picture of traffic being sent to the property. Expedia, Trip Advisor and Travelocity all provide separate tracking phone numbers which redirect to their internal reservations phone desk. We could provide a separate tracking number that still goes to the property for fulfilment, but gives us improved insight into how many visitors are finding the property from the website.



AMELIA ISLAND

Referrals by Property

	Ameliainsland.com			JR
	PVGS	Events	Conv%	Referrals
Accommodations - Omni Amelia Island Plantation Resort	5,130	1,782	34.7%	714
Accommodations - Villas of Amelia Island Plantation	2,649	734	27.7%	376
Accommodations - Elizabeth Pointe Lodge	2,628	716	27.2%	395
Accommodations - The Ritz-Carlton, Amelia Island	2,695	661	24.5%	546
Accommodations - Amelia Hotel at the Beach	2,473	613	24.8%	1268
Accommodations - Fort Clinch State Park	1,483	565	38.1%	182
Accommodations - Beachside Motel	1,566	544	34.7%	258
Accommodations - Seaside Amelia Inn	1,283	497	38.7%	762
Accommodations - Hampton Inn, Amelia Island at Fernandina Beach	1,608	485	30.2%	253
Accommodations - Summer Beach Resort	2,109	460	21.8%	179
Accommodations - Residence Inn Amelia Island	1,583	431	27.2%	271
Accommodations - Hampton Inn & Suites, Amelia Island Historic Harbor F	1,223	318	26.0%	168
Accommodations - Amelia Rental & Management Services	685	312	45.5%	308
Accommodations - Amelia Island Vacation	895	304	34.0%	688
Accommodations - Sand Dollar Villas	666	286	42.9%	
Accommodations - ERA Fernandina Beach Realty	762	272	35.7%	941
Accommodations - Amelia by the Sea	722	270	37.4%	571
Accommodations - Amelia Oceanfront Bed & Breakfast	916	258	28.2%	211
Accommodations - Unique Rentals, Inc and Management Services	813	262	32.2%	
Accommodations - Oceans of Amelia	699	264	37.8%	240
Accommodations - Comfort Suites	832	217	26.1%	413
Accommodations - Amelia South Condominiums	561	217	38.7%	447
Accommodations - Addison on Amelia	917	198	21.6%	107
Accommodations - The Pelicans Condominiums	522	202	38.7%	98
Accommodations - Florida House Inn	648	186	28.7%	171
Accommodations - Amelia Surf & Racquet Club	508	190	37.4%	159
Accommodations - Amelia Island Resort Rentals	669	179	26.8%	361
Accommodations - Fairbanks House	867	161	18.6%	265
Accommodations - Days Inn & Suites	614	151	24.6%	214
Accommodations - Amelia Island Williams House	739	131	17.7%	180
Accommodations - Blue Heron Inn	721	133	18.4%	55
Accommodations - Hoyt House	674	125	18.5%	164
Accommodations - Atlantis on Amelia	327	120	36.7%	124
Accommodations - Ketch Courtyard	397	6	1.5%	79

Notes

- This shows how many people who are visiting the property's profile page and click through to their website. It can be used to compare properties and help boost profile information to increase click-through
- This also compares the Ameliainsland.com website and Jack Rabbit to individual properties.
- Note that Ketch Courtyard does not have any photos on its profile page nor a link to its website. The six events listed were from phone calls only.



AMELIA ISLAND

Traffic by Section

Page views							
	2015	2014	% change		2015	2014	% change
Homepage	384,568	135,324	64.8%	Dining	26,760	49,481	-84.9%
Accommodations	254,272	200,060	21.3%	Calendar	20,009	10,931	45.4%
Photo Gallery	118,452	32,825	72.3%	Weddings	9,284	16,341	-76.0%
Things to do	66,517	100,261	-50.7%	Meetings	1,535	863	43.8%
Special Offers	51,160	28,362	44.6%	Maps	4,235	25,619	-504.9%

Notes

- Traffic through the site has shifted with the new site. Certain pages/sections that we focused on and optimized for have increased while others have decreased. This is common for a redesign.
- The wedding section dropped significantly, this would be one section to look into further.
- Traffic to the See & Do, Dining, and Shopping sites can be investigated at a later date. The changes to the accommodations landing page that will be implemented across these sites may help mitigate the drop in traffic.

AMELIA ISLAND

Website Analytics

Accommodations Traffic

	Page views				Page views		
	2015	2014	% change		2015	2014	% change
Main Page	52,484	21,275	59.5%	Condo	42,507	43,983	-3.5%
Resorts	59,643	49,469	17.1%	Bed & Breakfasts	32,438	28,128	13.3%
Hotels & Motels	61,152	46,222	24.4%	Camping	6,022	7,600	-26.2%

Navigation Path for accommodation main pages (how people got there)

	Homepage	Acc.Search	Entrance		Home	Acc. Search	Entrance
Acc.Search	58%	n/a	6.15%				
Resorts	7%	28%	2.36%	Bed & Breakfasts	< 5%	16%	1.58%
Hotels & Motels	10%	20%	3.48%	Condos & Home Rentals	7%	22%	8.99%

Navigation Path for select properties

	Acc. Search	Category Page	Entrance		Acc. Search	Cat. Page	Entrance
Omni	13%	76%	6.3%	Amelia Island Vac.	16%	71%	5.4%
Ritz	13%	75%	3.3%	Unique Rentals	19%	71%	3.2%
Villas	8%	75%	5.8%	AI Resort Rentals	18%	69%	3.6%
Addison on Amelia	19%	66%	1.9%	Amelia Hotel @ Beach	12%	67%	3.6%
Amelia Oceanfront	16%	69%	2.8%	Beachside Motel	17%	57%	4.6%
Elizabeth Point	14%	70%	2.8%	Residence Inn	11%	57%	4.1%

Notes

- It looks as though around 75% visitors are browsing rather than searching for accommodations. The new search page design should help facilitate browsing by making the search smaller. Hopefully we'll see even more click-through from the accommodations main/search page into the interior category pages.

Recommendations

- At some point, we may want to consider placing some tracking on the search criteria on the accommodations search page to better understand when people search, what they are looking for.

AMELIA ISLAND

Website Analytics

Accommodations Traffic

		Page views					
		2015	2014	% change	2015	2014	% change
Resorts				B&B			
Omni	13,474	13,499	-0.2%	Addison on Amelia	2,881	2,778	3.6%
Ritz Carlton	6,560	5,521	15.8%	Amelia Oceanfront	2362	-	-
Summer Beach Resort	5,084	4,462	12.2%	Fairbanks House	2,356	1,505	36.1%
Villas of Amelia	4,559	0	-	Williams House	2311	2160	6.5%
Condos & Home Rentals				Hotels & Motels			
Amelia by the Sea	2307	3417	-48.1%	Elizabeth Point Lodge	2021	2804	-38.7%
Amelia Island Vacation	2183	1581	27.6%	Blue Heron Inn	2006	855	57.4%
Unique Rentals	2070	335	83.8%	Hoyt House	1896	1606	15.3%
AI Resort Rentals	1842	2133	-15.8%	Floirda House Inn	1737	1216	30.0%
Amelia Vacations.com	1675	2065	-23.3%				
Amelia Rental & Mgmt	1589	1391	12.5%				
Oceans of Amelia	1469	765	47.9%				
Sand Dollar Villas	1401	508	63.7%				
Amelia South Condos	1178	1293	-9.8%	Hampton Inn (Fernandina)	3,601	1,537	57.3%
Amelia Surf & Racquet	1136	689	39.3%	Hampton Inn & Suites	3,122	1,922	38.4%
The Pelicans	1119	602	46.2%	Seaside Amelia Inn	2989	3901	-30.5%
Villas of Amelia Island	872	6068	-595.9%	Comfort Suites	2101	1363	35.1%
Ketch Courtyard	822	365	55.6%	Days Inn & Suites	1373	1178	14.2%
Atlantis on Amelia	675	498	26.2%				
		2015	2014	% change			
Multi-Category Properties							
Villas of Amelia Island	5431	6068	-11.7%				
Elizabeth Point Lodge	5804	4885	15.8%				

Recommendations

- For the properties whose traffic has dropped, take a look at the result listing information and make adjustments to encourage more click-throughs.
- "ERA Fernadina Beach Realty" sounds like sales, not rentals. Is there another way to word their name?
- Consider new photography for Amelia South Condos, Amelia Island Resort Rentals, Seaside Amelia Inn, and Amelia by the Sea. Are there more inviting photographs?