

# AMELIA ISLAND

TOURIST DEVELOPMENT COUNCIL

Date: Wednesday, April 23, 2014  
Location: City Hall

---

## Agenda

- |       |   |                |
|-------|---|----------------|
| I.    | Call to Order                                     | Danny Leeper   |
| II.   | Approval of February 26, 2014 Meeting Minutes     | Danny Leeper   |
| III.  | Shrimp Festival Presentation                      | Mark Deaton    |
| IV.   | Cumberland Island Presentation                    | Kevin McCarthy |
| V.    | Financial Report                                  | Gil Langley    |
| VI.   | Amelia Island Tourism Development Council Update  |                |
|       | a. Research                                       | Gil Langley    |
|       | b. Activity Report – Tracking, PR, Special Events | Staff          |
| VII.  | Old Business                                      |                |
|       | a. Wanderlust 2014/Texas Roadhouse                | Jim McManemon  |
|       | b. Big Break                                      | Gil Langley    |
| VIII. | New Business                                      |                |
|       | a. Annual Report                                  | Gil Langley    |
|       | b. Photo Contest                                  | Kate Harris    |
|       | c. Local Meetings Effort                          | Gil Langley    |
|       | d. Resource Manual                                | Deb Nordstrom  |
| IX.   | Public Input                                      |                |
| X.    | Adjournment                                       |                |

# MINUTES



Meeting Minutes of the Amelia Island Tourist Development Council  
Wednesday, February 26, 2014  
3:00 p.m.  
Fernandina Beach City Hall Commission Chambers  
204 Ash Street, Fernandina Beach, FL 32034

Present: David Caples, Charlie Corbett, Holly Germano, Danny Leeper, Jim McManemon, Sara Pelican, John Price, Jan Smith  
Absent: Tim Digby, Jack Healan (Ex-Officio)  
Staff: Gil Langley, Susan Hurley, Deb Nordstrom, Melanie Crawford

**I. Call to Order**

Meeting was called to order by Danny Leeper at 3:00 p.m.

**II. Approval of Minutes – December 18, 2013 TDC Meeting**

David Caples moved to approve the minutes. Jim McManemon seconded.  
Motion carried unanimously.

**III. Legislative Report**

**Senator Aaron Bean** noted that Visit Florida has reported record tourist numbers following a gradual increase in visitors over the past 3 years. This year, tourist visiting the state of Florida topped 94 million. The governor has set the goal higher for this year. Senator Bean continued to explain economic impact tourism brings and that the governor is proposing a \$100 million budget for tourism this year. He mentioned the issues regarding rentals by homeowners and giving the local government more authority on this. He is pushing for better signage in the high traffic areas entering Florida as well as landscape improvements. He thanked the TDC board for all being done locally to promote Amelia Island.

**IV. Financial Report**

Gil Langley reported on taxable revenue collections from December. January numbers were not in at this time. The current budget was reviewed with no exceptional items to report. Jim McManemon moved to accept the budget report. John Price seconded. Motion carried unanimously.

**V. Amelia Island Tourism Development Council Update**

**a. Research**

The Calendar Year Visitor Profile review showed a 12.5% increase in visitation from last year. Spending by tourists was up over 20% from 2012. All areas increased resulting in a

very strong performance in 2013 with the beach being the main draw to Amelia Island. The internet was the most helpful source, with 89% of guests using it to get information. Over 60% made on-line bookings.

STR report showed January was up in occupancy by 6.7%, ADR by 8.9%, and Rev Par by 16%. These numbers are compared to last year while the OMNI was closed for renovations.

#### **b. Big Break Marketing: David Reese (Florida's First Coast of Golf)**

Debut was Monday, February 24. How do we leverage this to promote island wide? Marketing plan is in place via Visit Florida, Digital, Email, and Print. He demonstrated showing the current banner ads in place and current ideas have been created to fulfill this campaign with [golfonameliaisland.com](http://golfonameliaisland.com) is the landing page for the digital part of it. Mr. Langley added that an abundance of positive feedback is being received from Big Break which will run for 11 weeks.

#### **Advertising**

Gil Langley reviewed the media placements done so far this year. Co-op programs continue to be embraced, with partner investment at \$125,000 for the year so far. The placement budget dedicates 41% to print, with all other efforts in television and on-line distributed at 30% each.. Television consists of mostly Southeast cities being covered.

#### **Special Events and Promotions**

Susan Hurley gave her report which started with the Zooma Race Series confirming they will be back for the next two years. Restaurant Week was an outstanding success. All feedback from participants reported an overall increase in business for the week..

Concours D' Elegance is quickly approaching the weekend of March 8 and the island is in full preparation mode with 100% occupancy already being reported from lodging partners. The Festival of Speed will also be taking place at the OMNI, Amelia Island during this time. The Artrageous Artwalk collateral piece has been revised and distributed and we are anticipating numerous art events throughout the year. Also on the upcoming schedule is Katy Ride and The Garden Show, both annual events. Ms. Hurley also provided a status update on new collateral pieces, the distribution efforts and results.

#### **Interactive**

Gil Langley reported on interactive programs including traditional and mobile website performance for December and January. He reviewed the *weather.com* campaign, *Atlanta Magazine* pre-roll video campaign, [Florida Insider's Guide](#), and the new marketing plan microsite.

**Public Relations**

Gil Langley gave the report on recent and upcoming PR efforts in Ms. Lane’s absence. Recent press visits include Fab Grandma, Health & Travel, Victoria Magazine, and Healthy Travel. Restaurant Week promotions included a major partnership with Jacksonville Magazine, and great local news coverage. Publications featuring Amelia Island include Travel Life, Houston Chronicle, and Parade.com. Travel & Leisure Magazine named Amelia Island as 1 of 10 most Romantic Locations.

**VI. Old Business**

**a. Wanderlust 2014**

Gil Langley reported that Wanderlust Festival has selected several dates now but it has not come together as of yet. The goal is for an event in 2015-17.

**b. Clean Beaches**

Gil Langley reported that the new signage is up at most Fernandina beach accesses.

**VII. New Business**

Gil Langley reported that Tim Digby had submitted his resignation from the TDC board. Two letters have been received showing interest in serving on the TDC board: Bob Hartman from The Residence Inn, and Don Stamets of OMNI. Discussion followed with a motion made by Charlie Corbett to recommend to BOCC that Bob Hartman be the next member. Sara Pelican seconded the motion. Motioned passed.

**VIII. Public Input**

No public comment.

**IX. Adjournment**

Meeting adjourned at 4:11pm by Danny Leeper.

Approved \_\_\_\_\_, 2014

Tourist Development Council of Amelia Island, Florida

By: \_\_\_\_\_  
Danny Leeper, Chairman

By: \_\_\_\_\_  
Attest: Gil Langley, Managing Director

# FINANCIAL

| Description         | FY 2014 Budget | YTD Actual         | YTD Budget      | Budget Variance    | FY2014 Budget Available |
|---------------------|----------------|--------------------|-----------------|--------------------|-------------------------|
| NET INCOME          | \$4,632,870    | \$2,681,253        | \$2,309,391     | \$371,862          | \$1,951,617             |
| EXPENSES            |                |                    |                 |                    |                         |
| TDC Admin. 15%      | \$505,758      | \$213,015          | \$157,236       | \$55,779           | \$292,743               |
| Marketing - 65%     | \$3,157,018    | \$1,066,312        | \$1,633,894     | (\$567,582)        | \$2,090,706             |
| Travel Trade - 10%  | \$632,922      | \$164,980          | \$338,325       | (\$173,345)        | \$467,942               |
| Beach Improv. 10%** | \$337,172      | \$80,349           | \$102,968       | (\$22,619)         | \$256,823               |
| EXP. TOTAL          | \$4,632,870    | \$1,524,656        | \$2,232,423     | (\$707,767)        | \$3,108,214             |
| <b>NET</b>          | <b>\$0</b>     | <b>\$1,156,597</b> | <b>\$76,968</b> | <b>\$1,079,629</b> |                         |

# TRACKING





**United Kingdom**  
Blue Fin Building  
110 Southwark Street  
London SE1 0TA  
Phone: +44 (0)20 7922 1930  
Fax: +44 (0)20 7922 1931  
www.strglobal.com

**United States**  
735 East Main Street  
Hendersonville  
TN 37075  
Phone: +1 (615) 824 8664  
Fax: +1 (615) 824 3848  
www.str.com

## Amelia Island Tourist Development Council

For the Month of March 2014

Date Created: Apr 16, 2014

|                          | Tab |
|--------------------------|-----|
| <b>Table of Contents</b> | 1   |
| Multi-Segment            | 2   |
| Trend Amelia Island+     | 3   |
| Response Amelia Island+  | 4   |
| Help                     | 5   |



# Tab 2 - Multi-Segment

Currency: USD - US Dollar

Amelia Island Tourist Development Council

For the month of: March 2014

## Current Month - March 2014 vs March 2013

## Year to Date - March 2014 vs March 2013

## Participation

|  | Occ % |      | ADR  |      | RevPAR |      | Percent Change from March 2013 |     |        |          |            |           |
|--|-------|------|------|------|--------|------|--------------------------------|-----|--------|----------|------------|-----------|
|  | 2014  | 2013 | 2014 | 2013 | 2014   | 2013 | Occ                            | ADR | RevPAR | Room Rev | Room Avail | Room Sold |

|  | Occ % |      | ADR  |      | RevPAR |      | Percent Change from YTD 2013 |     |        |          |            |           |
|--|-------|------|------|------|--------|------|------------------------------|-----|--------|----------|------------|-----------|
|  | 2014  | 2013 | 2014 | 2013 | 2014   | 2013 | Occ                          | ADR | RevPAR | Room Rev | Room Avail | Room Sold |

| Properties |        | Rooms  |        |
|------------|--------|--------|--------|
| Census     | Sample | Census | Sample |

|                          |      |      |        |        |        |        |      |      |       |      |      |      |
|--------------------------|------|------|--------|--------|--------|--------|------|------|-------|------|------|------|
| Florida                  | 82.1 | 81.8 | 151.98 | 146.14 | 124.75 | 119.50 | 0.4  | 4.0  | 4.4   | 4.9  | 0.5  | 0.9  |
| Jacksonville, FL         | 73.6 | 71.2 | 97.64  | 92.26  | 71.85  | 65.69  | 3.4  | 5.8  | 9.4   | 10.6 | 1.1  | 4.5  |
| Jacksonville Beaches, FL | 77.9 | 76.2 | 157.37 | 145.83 | 122.66 | 111.10 | 2.3  | 7.9  | 10.4  | 10.2 | -0.2 | 2.2  |
| Savannah, GA             | 77.1 | 75.7 | 109.27 | 106.33 | 84.30  | 80.53  | 1.9  | 2.8  | 4.7   | 3.8  | -0.8 | 1.0  |
| Brunswick/Kingsland, GA  | 63.8 | 63.5 | 107.80 | 103.91 | 68.81  | 65.98  | 0.5  | 3.7  | 4.3   | 6.4  | 2.0  | 2.5  |
| Daytona Beach, FL        | 71.1 | 74.0 | 115.44 | 111.95 | 82.13  | 82.82  | -3.8 | 3.1  | -0.8  | 1.3  | 2.1  | -1.8 |
| Charleston, SC           | 79.7 | 76.4 | 127.36 | 123.84 | 101.49 | 94.66  | 4.3  | 2.8  | 7.2   | 7.1  | -0.1 | 4.2  |
| Nassau County, FL        | 73.7 | 74.0 | 218.76 | 193.85 | 161.14 | 143.54 | -0.5 | 12.8 | 12.3  | 16.8 | 4.0  | 3.5  |
| St Johns County, FL      | 76.5 | 75.4 | 125.30 | 119.64 | 95.91  | 90.19  | 1.5  | 4.7  | 6.3   | 5.3  | -1.0 | 0.5  |
| Hilton Head/Beaufort, SC | 60.1 | 62.9 | 119.94 | 115.69 | 72.07  | 72.75  | -4.4 | 3.7  | -0.9  | 5.1  | 6.1  | 1.4  |
| Fort Walton Beach, FL    | 58.1 | 64.5 | 129.53 | 130.19 | 75.23  | 83.93  | -9.9 | -0.5 | -10.4 | -8.4 | 2.2  | -7.9 |

|  |      |      |        |        |        |        |      |      |      |      |      |      |
|--|------|------|--------|--------|--------|--------|------|------|------|------|------|------|
|  | 75.9 | 74.0 | 144.22 | 137.18 | 109.51 | 101.47 | 2.7  | 5.1  | 7.9  | 8.3  | 0.4  | 3.0  |
|  | 67.0 | 65.3 | 90.38  | 86.21  | 60.56  | 56.29  | 2.6  | 4.8  | 7.6  | 9.7  | 1.9  | 4.6  |
|  | 67.3 | 66.1 | 137.75 | 128.48 | 92.71  | 84.91  | 1.8  | 7.2  | 9.2  | 12.1 | 2.7  | 4.6  |
|  | 66.3 | 64.4 | 97.68  | 93.64  | 64.78  | 60.35  | 2.9  | 4.3  | 7.3  | 6.3  | -0.9 | 1.9  |
|  | 53.7 | 52.2 | 94.34  | 91.65  | 50.68  | 47.81  | 3.0  | 2.9  | 6.0  | 7.6  | 1.5  | 4.6  |
|  | 61.1 | 60.8 | 112.01 | 108.67 | 68.40  | 66.11  | 0.4  | 3.1  | 3.5  | 5.7  | 2.1  | 2.5  |
|  | 68.5 | 62.4 | 111.61 | 109.81 | 76.43  | 68.56  | 9.7  | 1.6  | 11.5 | 11.0 | -0.4 | 9.2  |
|  | 64.1 | 63.9 | 173.39 | 160.19 | 111.11 | 102.36 | 0.3  | 8.2  | 8.5  | 25.5 | 15.6 | 16.0 |
|  | 67.0 | 65.5 | 115.60 | 109.90 | 77.42  | 71.94  | 2.3  | 5.2  | 7.6  | 6.6  | -1.0 | 1.3  |
|  | 44.9 | 46.3 | 105.44 | 99.37  | 47.29  | 46.01  | -3.1 | 6.1  | 2.8  | 9.1  | 6.1  | 2.8  |
|  | 45.1 | 48.2 | 102.29 | 102.77 | 46.18  | 49.49  | -6.2 | -0.5 | -6.7 | -4.6 | 2.2  | -4.2 |

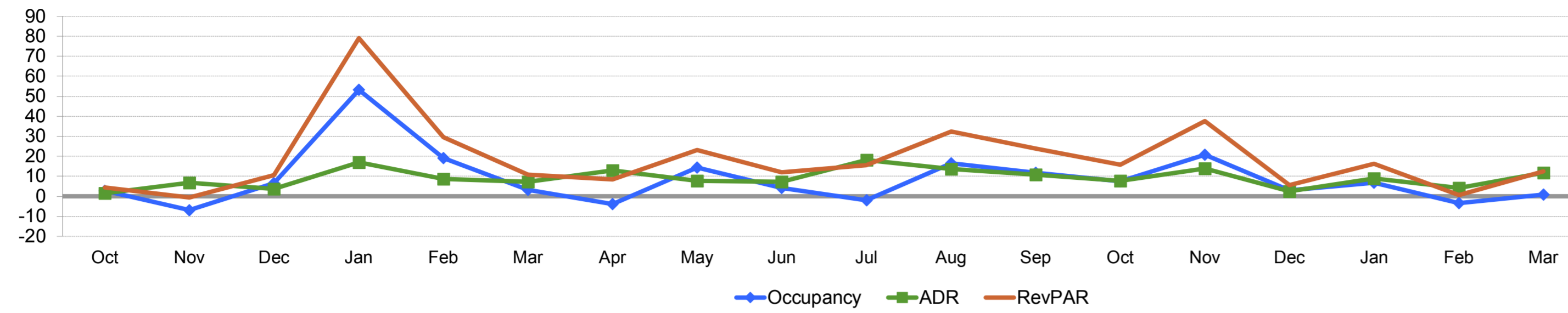
|  |      |      |        |        |
|--|------|------|--------|--------|
|  | 3577 | 1980 | 412938 | 290465 |
|  | 263  | 186  | 26782  | 21943  |
|  | 95   | 57   | 7509   | 5932   |
|  | 167  | 122  | 14760  | 12209  |
|  | 90   | 58   | 6918   | 4655   |
|  | 179  | 77   | 13541  | 9067   |
|  | 170  | 119  | 18084  | 14270  |
|  | 23   | 13   | 2173   | 1956   |
|  | 77   | 44   | 5542   | 3943   |
|  | 46   | 33   | 6041   | 4398   |
|  | 83   | 42   | 9474   | 5677   |

A blank row indicates insufficient data.

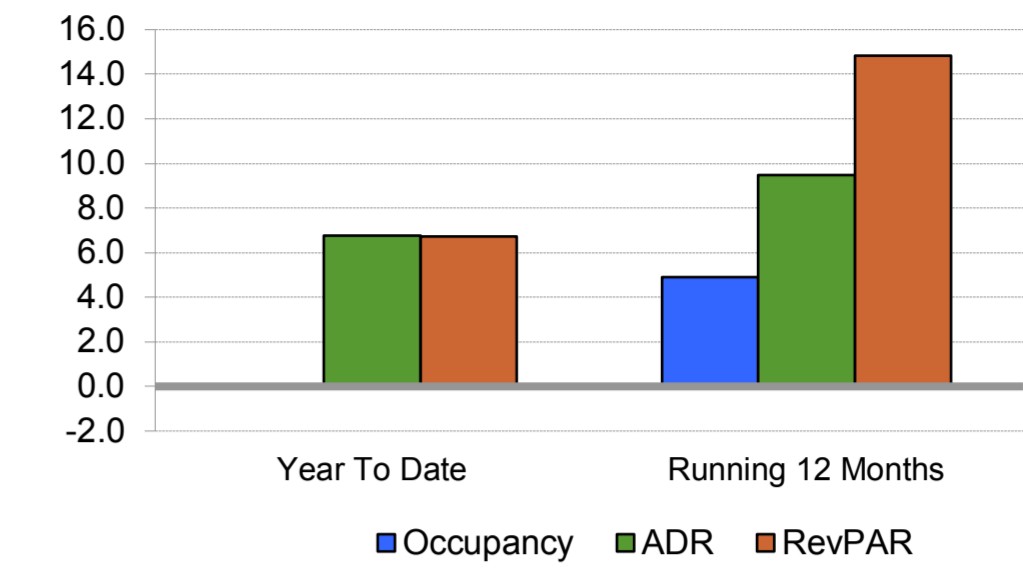
Source 2014 SMITH TRAVEL RESEARCH, Inc.

DISCLOSURE Destination Reports are publications of Smith Travel Research, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either Smith Travel Research, Inc. or STR Global Ltd. is prohibited and subject to legal action. Site licenses are available. Please consult your contract with Smith Travel Research, Inc. or STR Global Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.

Monthly Percent Change



Overall Percent Change



| Occupancy (%)  | 2012 |      |      | 2013 |      |      |      |      |      |      |      |      |      |      |      | 2014 |      |      |
|----------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
|                | Oct  | Nov  | Dec  | Jan  | Feb  | Mar  | Apr  | May  | Jun  | Jul  | Aug  | Sep  | Oct  | Nov  | Dec  | Jan  | Feb  | Mar  |
| This Year      | 58.4 | 45.7 | 40.5 | 51.3 | 66.0 | 73.6 | 72.0 | 68.8 | 74.3 | 73.1 | 66.9 | 61.0 | 62.7 | 55.2 | 41.8 | 54.8 | 63.7 | 74.1 |
| Last Year      | 56.8 | 49.1 | 38.0 | 33.5 | 55.3 | 71.2 | 75.0 | 60.2 | 71.2 | 74.7 | 57.4 | 54.6 | 58.4 | 45.7 | 40.5 | 51.3 | 66.0 | 73.6 |
| Percent Change | 2.8  | -6.9 | 6.6  | 53.2 | 19.2 | 3.2  | -4.0 | 14.3 | 4.3  | -2.1 | 16.5 | 11.7 | 7.4  | 20.8 | 3.1  | 6.7  | -3.4 | 0.8  |

| Year To Date | 2012 |      | 2013 |      | 2014 |      |
|--------------|------|------|------|------|------|------|
|              | 2012 | 2013 | 2013 | 2014 | 2014 | 2014 |
| Occupancy    | 53.3 | 64.2 | 64.2 | 64.2 | 64.2 | 64.2 |
| ADR          | 51.3 | 53.3 | 53.3 | 64.2 | 64.2 | 64.2 |
| RevPAR       | 3.8  | 20.5 | 20.5 | 0.0  | 0.0  | 0.0  |

| Running 12 Months | 2012 |      | 2013 |      | 2014 |      |
|-------------------|------|------|------|------|------|------|
|                   | 2012 | 2013 | 2013 | 2014 | 2014 | 2014 |
| Occupancy         | 56.9 | 61.0 | 61.0 | 64.0 | 64.0 | 64.0 |
| ADR               | 54.6 | 56.9 | 56.9 | 61.0 | 61.0 | 61.0 |
| RevPAR            | 4.2  | 7.3  | 7.3  | 4.9  | 4.9  | 4.9  |

| ADR            | 2012   |        |        | 2013   |        |        |        |        |        |        |        |        |        |        |        | 2014   |        |        |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|                | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug    | Sep    | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    |
| This Year      | 168.48 | 153.96 | 146.86 | 140.37 | 155.27 | 216.47 | 219.01 | 211.90 | 209.39 | 218.83 | 189.44 | 175.79 | 181.64 | 175.48 | 150.40 | 152.86 | 161.73 | 241.78 |
| Last Year      | 166.03 | 144.24 | 141.57 | 120.10 | 142.76 | 201.75 | 193.79 | 196.55 | 195.15 | 185.28 | 166.66 | 158.60 | 168.48 | 153.96 | 146.86 | 140.37 | 155.27 | 216.47 |
| Percent Change | 1.5    | 6.7    | 3.7    | 16.9   | 8.8    | 7.3    | 13.0   | 7.8    | 7.3    | 18.1   | 13.7   | 10.8   | 7.8    | 14.0   | 2.4    | 8.9    | 4.2    | 11.7   |

| Year To Date | 2012   |        | 2013   |        | 2014   |        |
|--------------|--------|--------|--------|--------|--------|--------|
|              | 2012   | 2013   | 2013   | 2014   | 2014   | 2014   |
| Occupancy    | 165.03 | 178.84 | 178.84 | 190.95 | 190.95 | 190.95 |
| ADR          | 165.37 | 165.03 | 165.03 | 178.84 | 178.84 | 178.84 |
| RevPAR       | -0.2   | 8.4    | 8.4    | 6.8    | 6.8    | 6.8    |

| Running 12 Months | 2012   |        | 2013   |        | 2014   |        |
|-------------------|--------|--------|--------|--------|--------|--------|
|                   | 2012   | 2013   | 2013   | 2014   | 2014   | 2014   |
| Occupancy         | 169.69 | 177.66 | 177.66 | 194.48 | 194.48 | 194.48 |
| ADR               | 165.86 | 169.69 | 169.69 | 177.66 | 177.66 | 177.66 |
| RevPAR            | 2.3    | 4.7    | 4.7    | 9.5    | 9.5    | 9.5    |

| RevPAR         | 2012  |       |       | 2013  |        |        |        |        |        |        |        |        |        |       |       | 2014  |        |        |
|----------------|-------|-------|-------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|-------|-------|--------|--------|
|                | Oct   | Nov   | Dec   | Jan   | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug    | Sep    | Oct    | Nov   | Dec   | Jan   | Feb    | Mar    |
| This Year      | 98.35 | 70.35 | 59.50 | 72.05 | 102.40 | 159.22 | 157.73 | 145.71 | 155.53 | 160.07 | 126.66 | 107.27 | 113.87 | 96.87 | 62.81 | 83.75 | 102.99 | 179.23 |
| Last Year      | 94.31 | 70.79 | 53.82 | 40.24 | 79.00  | 143.73 | 145.39 | 118.26 | 139.02 | 138.45 | 95.66  | 86.62  | 98.35  | 70.35 | 59.50 | 72.05 | 102.40 | 159.22 |
| Percent Change | 4.3   | -0.6  | 10.6  | 79.1  | 29.6   | 10.8   | 8.5    | 23.2   | 11.9   | 15.6   | 32.4   | 23.8   | 15.8   | 37.7  | 5.6   | 16.2  | 0.6    | 12.6   |

| Year To Date | 2012  |        | 2013   |        | 2014   |        |
|--------------|-------|--------|--------|--------|--------|--------|
|              | 2012  | 2013   | 2013   | 2014   | 2014   | 2014   |
| Occupancy    | 87.97 | 114.88 | 114.88 | 122.62 | 122.62 | 122.62 |
| ADR          | 84.89 | 87.97  | 87.97  | 114.88 | 114.88 | 114.88 |
| RevPAR       | 3.6   | 30.6   | 30.6   | 6.7    | 6.7    | 6.7    |

| Running 12 Months | 2012  |        | 2013   |        | 2014   |        |
|-------------------|-------|--------|--------|--------|--------|--------|
|                   | 2012  | 2013   | 2013   | 2014   | 2014   | 2014   |
| Occupancy         | 96.55 | 108.42 | 108.42 | 124.50 | 124.50 | 124.50 |
| ADR               | 90.56 | 96.55  | 96.55  | 108.42 | 108.42 | 108.42 |
| RevPAR            | 6.6   | 12.3   | 12.3   | 14.8   | 14.8   | 14.8   |

| Supply         | 2012   |        |        | 2013   |        |        |        |        |        |        |        |        |        |        |        | 2014   |        |        |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|                | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug    | Sep    | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    |
| This Year      | 52,731 | 51,030 | 45,012 | 45,012 | 40,656 | 54,932 | 55,680 | 57,536 | 55,680 | 57,536 | 57,536 | 55,680 | 57,536 | 55,680 | 57,536 | 57,536 | 51,968 | 57,536 |
| Last Year      | 52,669 | 50,970 | 52,669 | 52,669 | 47,572 | 52,731 | 51,030 | 52,731 | 51,030 | 52,731 | 52,731 | 51,030 | 52,731 | 51,030 | 45,012 | 45,012 | 40,656 | 54,932 |
| Percent Change | 0.1    | 0.1    | -14.5  | -14.5  | -14.5  | 4.2    | 9.1    | 9.1    | 9.1    | 9.1    | 9.1    | 9.1    | 9.1    | 9.1    | 27.8   | 27.8   | 27.8   | 4.7    |

| Year To Date | 2012    |         | 2013    |         | 2014    |         |
|--------------|---------|---------|---------|---------|---------|---------|
|              | 2012    | 2013    | 2013    | 2014    | 2014    | 2014    |
| Occupancy    | 152,972 | 140,600 | 140,600 | 167,040 | 167,040 | 167,040 |
| ADR          | 152,910 | 152,972 | 152,972 | 140,600 | 140,600 | 140,600 |
| RevPAR       | 0.0     | -8.1    | -8.1    | 18.8    | 18.8    | 18.8    |

| Running 12 Months | 2012    |         | 2013    |         | 2014    |         |
|-------------------|---------|---------|---------|---------|---------|---------|
|                   | 2012    | 2013    | 2013    | 2014    | 2014    | 2014    |
| Occupancy         | 620,197 | 600,656 | 600,656 | 677,440 | 677,440 | 677,440 |
| ADR               | 621,137 | 620,197 | 620,197 | 600,656 | 600,656 | 600,656 |
| RevPAR            | -0.2    | -3.2    | -3.2    | 12.8    | 12.8    | 12.8    |

| Demand         | 2012   |        |        | 2013   |        |        |        |        |        |        |        |        |        |        |        | 2014   |        |        |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|                | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug    | Sep    | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    |
| This Year      | 30,782 | 23,318 | 18,237 | 23,104 | 26,814 | 40,404 | 40,101 | 39,565 | 41,358 | 42,086 | 38,468 | 33,976 | 36,068 | 30,738 | 24,028 | 31,523 | 33,095 | 42,650 |
| Last Year      | 29,919 | 25,016 | 20,023 | 17,647 | 26,326 | 37,566 | 38,284 | 31,728 | 36,354 | 39,403 | 30,265 | 27,871 | 30,782 | 23,318 | 18,237 | 23,104 | 26,814 | 40,404 |
| Percent Change | 2.9    | -6.8   | -8.9   | 30.9   | 1.9    | 7.6    | 4.7    | 24.7   | 13.8   | 6.8    | 27.1   | 21.9   | 17.2   | 31.8   | 31.8   | 36.4   | 23.4   | 5.6    |

| Year To Date | 2012   |        | 2013   |         | 2014    |         |
|--------------|--------|--------|--------|---------|---------|---------|
|              | 2012   | 2013   | 2013   | 2014    | 2014    | 2014    |
| Occupancy    | 81,539 | 90,322 | 90,322 | 107,268 | 107,268 | 107,268 |
| ADR          | 78,495 | 81,539 | 81,539 | 90,322  | 90,322  | 90,322  |
| RevPAR       | 3.9    | 10.8   | 10.8   | 18.8    | 18.8    | 18.8    |

| Running 12 Months | 2012    |         | 2013    |         | 2014    |         |
|-------------------|---------|---------|---------|---------|---------|---------|
|                   | 2012    | 2013    | 2013    | 2014    | 2014    | 2014    |
| Occupancy         | 352,895 | 366,564 | 366,564 | 433,656 | 433,656 | 433,656 |
| ADR               | 339,155 | 352,895 | 352,895 | 366,564 | 366,564 | 366,564 |
| RevPAR            | 4.1     | 3.9     | 3.9     | 18.3    | 18.3    | 18.3    |

| Revenue        | 2012      |           |           | 2013      |           |           |           |           |           |           |           |           |           |           |           | 2014      |           |            |
|----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|
|                | Oct       | Nov       | Dec       | Jan       | Feb       | Mar       | Apr       | May       | Jun       | Jul       | Aug       | Sep       | Oct       | Nov       | Dec       | Jan       | Feb       | Mar        |
| This Year      | 5,186,215 | 3,590,147 | 2,678,304 | 3,243,218 | 4,163,305 | 8,746,294 | 8,782,541 | 8,383,823 | 8,660,079 | 9,209,606 | 7,287,559 | 5,972,582 | 6,551,550 | 5,393,954 | 3,613,739 | 4,818,590 | 5,352,338 | 10,311,989 |
| Last Year      | 4,967,373 | 3,608,421 | 2,834,610 | 2,119,436 | 3,758,335 | 7,578,870 | 7,419,074 | 6,236,066 | 7,094,388 | 7,300,708 | 5,043,993 | 4,420,472 | 5,186,215 | 3,590,147 | 2,678,304 | 3,243,218 | 4,163,305 | 8,746,294  |
| Percent Change | 4.4       | -0.5      | -5.5      | 53.0      | 10.8      | 15.4      | 18.4      | 34.4      | 22.1      | 26.1      | 44.5      | 35.1      | 26.3      | 50.2      | 34.9      | 48.6      | 28.6      | 17.9       |

| Year To Date | 2012       |            | 2013       |            | 2014       |            |
|--------------|------------|------------|------------|------------|------------|------------|
|              | 2012       | 2013       | 2013       | 2014       | 2014       | 2014       |
| Occupancy    | 13,456,641 | 16,152,817 | 16,152,817 | 20,482,917 | 20,482,917 | 20,482,917 |
| ADR          | 12,980,756 | 13,456,641 | 13,456,641 | 16,152,817 | 16,152,817 | 16,152,817 |
| RevPAR       | 3.7        | 20.0       | 20.0       | 26.8       | 26.8       | 26.8       |

| Running 12 Months | 2012       |            | 2013       |            | 2014       |            |
|-------------------|------------|------------|------------|------------|------------|------------|
|                   | 2012       | 2013       | 2013       | 2014       | 2014       | 2014       |
| Occupancy         | 59,881,988 | 65,122,184 | 65,122,184 | 84,338,350 | 84,338,350 | 84,338,350 |
| ADR               | 56,251,822 | 59,881,988 | 59,881,988 | 65,122,184 | 65,122,184 | 65,122,184 |
| RevPAR            | 6.5        | 8.8        | 8.8        | 29.5       | 29.5       | 29.5       |

| Census %             | 2012 |      |      | 2013 |      |      |      |      |      |      |      |      |      |      |      | 2014 |      |      |
|----------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
|                      | Oct  | Nov  | Dec  | Jan  | Feb  | Mar  | Apr  | May  | Jun  | Jul  | Aug  | Sep  | Oct  | Nov  | Dec  | Jan  | Feb  | Mar  |
| Census Props         | 15   | 15   | 14   | 14   | 14   | 15   | 15   | 15   | 15   | 15   | 15   | 15   | 15   | 15   | 15   | 15   | 15   | 15   |
| Census Rooms         | 1701 | 1701 | 1452 | 1452 | 1452 | 1772 | 1856 | 1856 | 1856 | 1856 | 1856 | 1856 | 1856 | 1856 | 1856 | 1856 | 1856 | 1856 |
| % Rooms Participants | 95.9 | 95.9 | 95.2 | 95.2 | 95.2 | 96.1 | 96.3 | 96.3 | 96.3 | 96.3 | 96.3 | 96.3 | 96.3 | 96.3 | 96.3 | 94.9 | 94.9 | 94.9 |

A blank row indicates insufficient data.

Source 2014 SMITH TRAVEL RESEARCH, Inc.

DISCLOSURE Destination Reports are publications of Smith Travel Research, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either Smith Travel Research, Inc. or STR Global Ltd. is prohibited and subject to legal action. Site licenses are available. Please consult your contract with Smith Travel Research, Inc. or STR Global Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.



Feb 1, 2014 - Mar 31, 2014

Compare to: Feb 1, 2013 - Mar 31, 2013

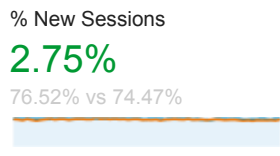
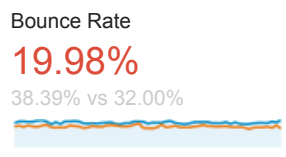
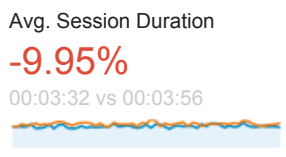
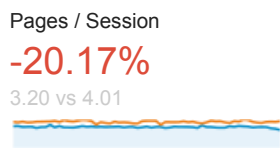
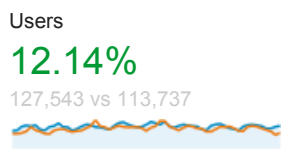
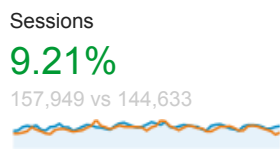
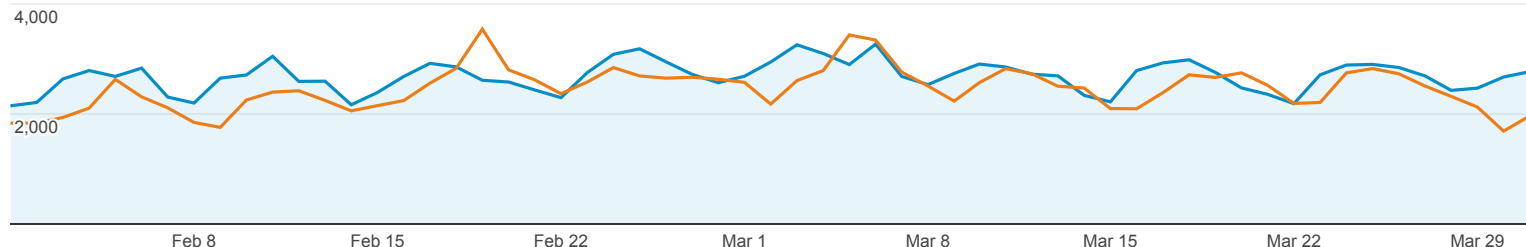
# Audience Overview



## Overview

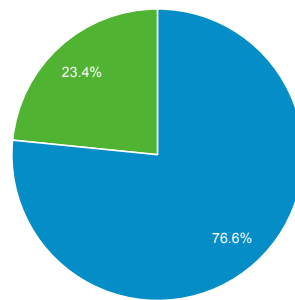
Feb 1, 2014 - Mar 31, 2014: Sessions

Feb 1, 2013 - Mar 31, 2013: Sessions

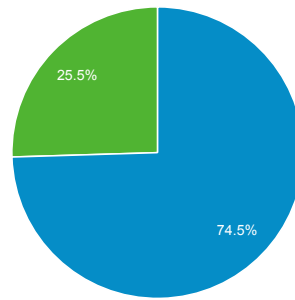


■ New Visitor ■ Returning Visitor

Feb 1, 2014 - Mar 31, 2014



Feb 1, 2013 - Mar 31, 2013



## Language

Sessions % Sessions

### 1. en-us

Feb 1, 2014 - Mar 31, 2014 152,074 96.28%

Feb 1, 2013 - Mar 31, 2013 140,303 97.01%

**% Change 8.39% -0.75%**

### 2. en-gb

Feb 1, 2014 - Mar 31, 2014 817 0.52%

Feb 1, 2013 - Mar 31, 2013 555 0.38%

**% Change 47.21% 34.80%**

### 3. en

Feb 1, 2014 - Mar 31, 2014 638 0.40%

Feb 1, 2013 - Mar 31, 2013 1,507 1.04%

**% Change -57.66% -61.23%**

### 4. de-de

|                            |                  |                  |
|----------------------------|------------------|------------------|
| Feb 1, 2014 - Mar 31, 2014 | 510              | 0.32%            |
| Feb 1, 2013 - Mar 31, 2013 | 364              | 0.25%            |
| <b>% Change</b>            | <b>40.11%</b>    | <b>28.30%</b>    |
| 5. <a href="#">en-ca</a>   |                  |                  |
| Feb 1, 2014 - Mar 31, 2014 | 492              | 0.31%            |
| Feb 1, 2013 - Mar 31, 2013 | 25               | 0.02%            |
| <b>% Change</b>            | <b>1,868.00%</b> | <b>1,702.09%</b> |
| 6. <a href="#">zh-cn</a>   |                  |                  |
| Feb 1, 2014 - Mar 31, 2014 | 289              | 0.18%            |
| Feb 1, 2013 - Mar 31, 2013 | 25               | 0.02%            |
| <b>% Change</b>            | <b>1,056.00%</b> | <b>958.54%</b>   |
| 7. <a href="#">fr-fr</a>   |                  |                  |
| Feb 1, 2014 - Mar 31, 2014 | 274              | 0.17%            |
| Feb 1, 2013 - Mar 31, 2013 | 126              | 0.09%            |
| <b>% Change</b>            | <b>117.46%</b>   | <b>99.13%</b>    |
| 8. <a href="#">es-es</a>   |                  |                  |
| Feb 1, 2014 - Mar 31, 2014 | 253              | 0.16%            |
| Feb 1, 2013 - Mar 31, 2013 | 93               | 0.06%            |
| <b>% Change</b>            | <b>172.04%</b>   | <b>149.11%</b>   |
| 9. <a href="#">pt-br</a>   |                  |                  |
| Feb 1, 2014 - Mar 31, 2014 | 213              | 0.13%            |
| Feb 1, 2013 - Mar 31, 2013 | 67               | 0.05%            |
| <b>% Change</b>            | <b>217.91%</b>   | <b>191.11%</b>   |
| 10. <a href="#">fr</a>     |                  |                  |
| Feb 1, 2014 - Mar 31, 2014 | 199              | 0.13%            |
| Feb 1, 2013 - Mar 31, 2013 | 206              | 0.14%            |
| <b>% Change</b>            | <b>-3.40%</b>    | <b>-11.54%</b>   |

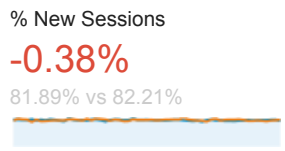
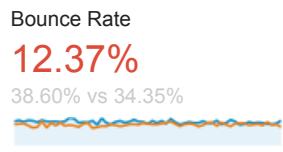
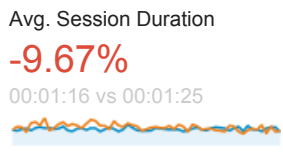
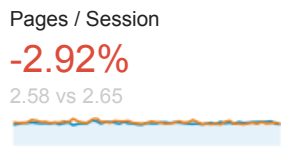
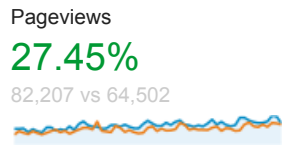
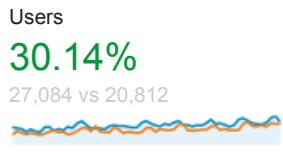
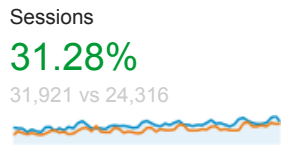
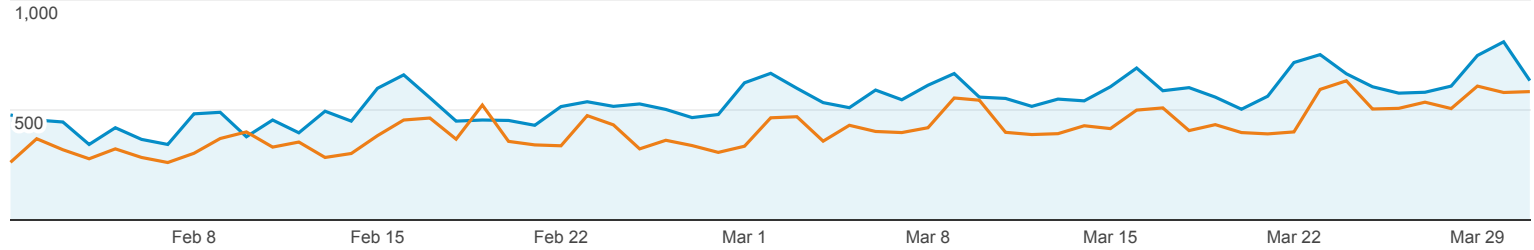
Feb 1, 2014 - Mar 31, 2014  
Compare to: Feb 1, 2013 - Mar 31, 2013

# Audience Overview



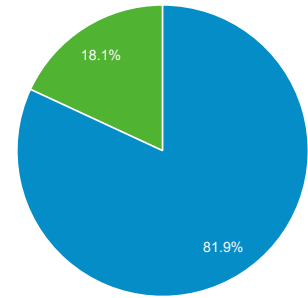
## Overview

Feb 1, 2014 - Mar 31, 2014: Sessions  
Feb 1, 2013 - Mar 31, 2013: Sessions

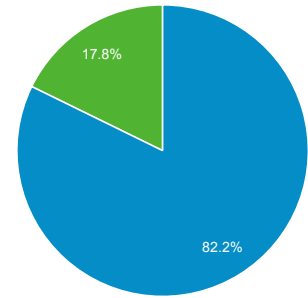


■ New Visitor ■ Returning Visitor

Feb 1, 2014 - Mar 31, 2014



Feb 1, 2013 - Mar 31, 2013



## Language

|                            | Sessions       | % Sessions     |
|----------------------------|----------------|----------------|
| <b>1. en-us</b>            |                |                |
| Feb 1, 2014 - Mar 31, 2014 | 29,656         | 92.90%         |
| Feb 1, 2013 - Mar 31, 2013 | 20,463         | 84.15%         |
| <b>% Change</b>            | <b>44.92%</b>  | <b>10.40%</b>  |
| <b>2. en</b>               |                |                |
| Feb 1, 2014 - Mar 31, 2014 | 989            | 3.10%          |
| Feb 1, 2013 - Mar 31, 2013 | 3,268          | 13.44%         |
| <b>% Change</b>            | <b>-69.74%</b> | <b>-76.95%</b> |
| <b>3. (not set)</b>        |                |                |
| Feb 1, 2014 - Mar 31, 2014 | 526            | 1.65%          |
| Feb 1, 2013 - Mar 31, 2013 | 302            | 1.24%          |
| <b>% Change</b>            | <b>74.17%</b>  | <b>32.68%</b>  |

|                            |                |                |
|----------------------------|----------------|----------------|
| Feb 1, 2014 - Mar 31, 2014 | 225            | 0.70%          |
| Feb 1, 2013 - Mar 31, 2013 | 87             | 0.36%          |
| <b>% Change</b>            | <b>158.62%</b> | <b>97.01%</b>  |
| 5. <a href="#">de-de</a>   |                |                |
| Feb 1, 2014 - Mar 31, 2014 | 75             | 0.23%          |
| Feb 1, 2013 - Mar 31, 2013 | 36             | 0.15%          |
| <b>% Change</b>            | <b>108.33%</b> | <b>58.70%</b>  |
| 6. <a href="#">en-ca</a>   |                |                |
| Feb 1, 2014 - Mar 31, 2014 | 74             | 0.23%          |
| Feb 1, 2013 - Mar 31, 2013 | 28             | 0.12%          |
| <b>% Change</b>            | <b>164.29%</b> | <b>101.32%</b> |
| 7. <a href="#">es-es</a>   |                |                |
| Feb 1, 2014 - Mar 31, 2014 | 61             | 0.19%          |
| Feb 1, 2013 - Mar 31, 2013 | 27             | 0.11%          |
| <b>% Change</b>            | <b>125.93%</b> | <b>72.10%</b>  |
| 8. <a href="#">es-us</a>   |                |                |
| Feb 1, 2014 - Mar 31, 2014 | 40             | 0.13%          |
| Feb 1, 2013 - Mar 31, 2013 | 6              | 0.02%          |
| <b>% Change</b>            | <b>566.67%</b> | <b>407.84%</b> |
| 9. <a href="#">pt-br</a>   |                |                |
| Feb 1, 2014 - Mar 31, 2014 | 25             | 0.08%          |
| Feb 1, 2013 - Mar 31, 2013 | 3              | 0.01%          |
| <b>% Change</b>            | <b>733.33%</b> | <b>534.80%</b> |
| 10. <a href="#">nl-nl</a>  |                |                |
| Feb 1, 2014 - Mar 31, 2014 | 19             | 0.06%          |
| Feb 1, 2013 - Mar 31, 2013 | 9              | 0.04%          |
| <b>% Change</b>            | <b>111.11%</b> | <b>60.82%</b>  |



# ACTIVITY

## MARCH 2014

---

### TOURISM MARKETING

---

#### **Tourism Sales Efforts**

- ⊗ Distributed brochures to island accommodations.
- ⊗ Responded to Meeting, Wedding, Tour, and Receptive requests.
- ⊗ Provided information bags for corporate, wedding, T/T groups.
- ⊗ Welcomed over 200 guests from motor coaches to the historic district.
- ⊗ Attended Gator Bowl Committee Meeting
- ⊗ Attended Florida Tourism Day in Tallahassee
- ⊗ Attended NE Florida RLA Board of Directors Meeting
- ⊗ Attended JAX Sports announcement
- ⊗ Attended monthly HFBA meeting.
- ⊗ Attended monthly board meeting of Florida's First Coast of Golf.

#### **Administration/Advertising**

- ⊗ Depot is currently under restoration.
- ⊗ On-going advertising spreadsheet updates.
- ⊗ Prepared monthly STR report update.
- ⊗ Prepared monthly FL Sales Tax update.
- ⊗ Approved March (deadline) magazine ad creative for Paradise Advertising.
- ⊗ Prepared and sent materials for Modern Luxury DC May Added Value Advertorial.
- ⊗ Attended Webinar with Equest regarding process going forward for reader lead fulfillment.
- ⊗ Meeting with Whitney Dick, Atlanta Magazine & Chicago Magazine Rep.
- ⊗ Approved and processed advertising invoices.
- ⊗ Distributed magazine reader leads from March to Lodging Partners.
- ⊗ Amelia Island print ads during month of March: Concours d'Elegance Program, AAA World – Mid Atlantic, In-Town Magazine, Atlanta Magazine, Nashville Lifestyles, Golf Georgia, Southern Living
- ⊗ Amelia Island Co-op Advertising during month of March: Charlotte Magazine, Jacksonville Magazine, Jacksonville Magazine Brides, Charlotte Weddings, Orlando Weddings, First Coast Magazine
- ⊗ Radio: Jacksonville – Garden Show, Katie's Ride; Chicago – VF Spring Campaign Traffic & Weather.
- ⊗ Television: Spot TV- Atlanta, Charlotte, Nashville; Cable TV – Atlanta, Nashville, Savannah, Charlotte; Chicago & Washington DC - VF Spring Campaign Traffic & Weather

## **Interactive**

- ⊗ Kate Harris joined team on 3/10.
- ⊗ Ongoing updates for AmeliaIsland.com and event calendar.
- ⊗ Auditing social media and preparing 3 month plan.
- ⊗ Training on content management system for ameliaisland.com
- ⊗ Prepared infographic-style 2013 Annual Report.
- ⊗ Changed look of page, increased frequency of posting, and actively respond to more inquiries on Facebook page.
- ⊗ Created Amelia Island Convention and Visitors Bureau LinkedIn page.
- ⊗ Weekly conference calls with MMGY Global regarding ameliaisland.com.
- ⊗ Loaded eNewsletter articles onto Ameliaisland.com.
- ⊗ Reviewed and approved press releases from Hayworth Creative.
- ⊗ Ongoing TDC Website updates.
- ⊗ Analysis on email campaigns and websites.
- ⊗ Worked with interactive agencies on Big Break digital campaigns
- ⊗ Worked on new golf-themed ad for AJC.com homepage takeover

## **Special Events/Promotions**

- ⊗ Continuing to work closely with FAM groups coming to the Island. (ASCAP – CLOSED) (Florida Humanities Council- CLOSED) (Mitchell – CLOSED)
- ⊗ Set-up “Giveback Program” with Mitchell Group to work with C.I.S.
- ⊗ Site Visit with Danielle Bellerose – Conference Direct
- ⊗ Conference Call with Tom Norton – Gator Bowl
- ⊗ Met with Kate Harris and introduced her to Allen Fillingame (Graphics Designer)
- ⊗ Completed the “White Sheet” on the Mardi Gras Event
- ⊗ Conference called with Matthew Morak the producer of the “FireBall Run.” They want the “run” to have it second to last stop here on Amelia Island.
- ⊗ Consulted in the Emergency Management Contact List.
- ⊗ Reviewed 2014 Reference Guide
- ⊗ Updated Events and Promotions section of the Annual Report.
- ⊗ Daily review of Trumba
- ⊗ Weekly review with Leigh Cranford on collateral distribution
- ⊗ Finalized the General Island Fact Sheet.
- ⊗ Finalized the Wedding Fact Sheet.
- ⊗ Finalized the re-order of the Bike Brochure.
- ⊗ Meeting Amelia Island Blues Festival President – Jeff Malone
- ⊗ Met with Susan Milana, Ex Director of CIS – benefactor of the Mitchell Group Give back
- ⊗ Met with Ritz Carlton Rep and Palace Saloon Marketing Director – To finalize the finishing touches to the TRH Street Festival.
- ⊗ Completed the Letter to go out to residents and businesses outlining the TRH visit to the Island, the give back program and the Monday evening event

- ⦿ Attended the monthly Shrimp Festival meeting.
- ⦿ Met with Pat Hooks to consult on the “Artist Location Brochure.”
- ⦿ Traveled to New York City to attend the (3) three day New York Times Travel Show.
- ⦿ Traveled to Atlanta and attended the “Best of Atlanta” show.
- ⦿ Continuously working on Cvent working on the RFP’s.
- ⦿ Started the event planning and preparation for The Great Southern Tailgate Cookoff Event.
  - Meeting with BBQ consultant Carl Butler.
  - Continuing to work on the Site Map layout of the event.
  - Opened up the Vending for the Event
  - Mailed out sponsorship letters
  - Met with Rob Bates – NFSales
  - Confirmed Arlington Toyota will be a “Showcase” Sponsor again this year. (\$5000.00)

---

## ADVERTISING & MARKETING

---

### Advertising

- ⊗ Agency continued to receive and review media placement opportunities.
- ⊗ Agency finalized and placed the spot television media plan for the 2014 campaign.
- ⊗ Agency created and trafficked spots for the cable and broadcast television portions of the Springs/Summer 2014 media campaign.
- ⊗ Agency monitored media for the Golf Channel “Big Break” television campaign.
- ⊗ Agency began to monitor media for the Master’s Tournament campaign and promotion with 680 The Fan. Campaign started March 31 and is scheduled to end April 14.
- ⊗ Agency continued to edit the meetings/groups marketing video and began to coordinate another video shoot to collect additional footage needed.
- ⊗ Agency submitted to the printer the On The Island and Wedding fact sheets design.
- ⊗ Agency began to design new business cards for CVB staff.
- ⊗ Agency refined the annual print ad creative placement plan for FY14 based on the client’s print plan revisions. The preliminary plan for FY15 remains the same.
- ⊗ Agency developed and submitted materials for the GLBT Expo Exhibit in March.
- ⊗ Agency developed and submitted materials for the 2/23 issue of *Atlanta Journal Constitution*.
- ⊗ Agency developed and submitted materials for the April issue of *Southern Living*.
- ⊗ Agency developed and submitted materials for the April issue of *Nashville Lifestyle*.
- ⊗ Agency developed and submitted materials for the Amelia Island Bed & Breakfast Associations’ April insertion in *Orlando Magazine*.
- ⊗ Agency developed and submitted materials for the May issue of *Southern Living*.

### Upcoming in April

- ⊗ Agency to continue discussing 2014 marketing and media recommendations, specifically for cable/broadcast media.
- ⊗ Agency to develop and submit the added-value 10-second tag and logo for the 2014 Spring/Summer cable television campaign.
- ⊗ Agency to finalize production plans for the meetings/groups video shoot.
- ⊗ Agency to revise the 2014 Dining Guide and submit to printer.
- ⊗ Agency to provide Beach Clean Up Door Hang Tag design files to printer.
- ⊗ Agency to continue to refine concepts for a new Amelia Island brand/Southern Elegance campaign radio spot.
- ⊗ Agency to continue to refine the 2014 creative print plan based on the Client’s plans.
- ⊗ Agency to develop, submit or coordinate materials for the following insertions:
  - *Florida Meetings Magazine* – Annual
  - *GSAE Connection Magazine* – Spring
  - *Connections Magazine* – May
  - Visit Florida In-State Insert – Summer
  - *Modern Luxury Magazine* – May/October

---

**PUBLIC RELATIONS**  
**HAYWORTH CREATIVE**

---

**Media Development**

- ⊗ Responded to 9 editorial leads from VISIT FLORIDA, SATW E-news, Media Kitty, and HARO.
- ⊗ Continued working with *Family Circle* photo editor regarding possible photo shoot in downtown Fernandina Beach. Provided images and information about Centre Street. They shot on March 12 along Centre Street. The feature is scheduled to be included in the August issue.
- ⊗ Met with six media in Charlotte for the media mission. Appointments included *Charlotte Observer*, *Go* magazine, *Carolina Bride*, *Charlotte* magazine, *Charlotte Wedding*, *Charlotte Home + Garden*, and more.
- ⊗ Submitted several event photos to *Palm Beach Post* for an upcoming article.
- ⊗ Provided *Convene* with information about Flights for Sights and recent renovations for two upcoming stories in May and June.
- ⊗ Sent requested images to the Visit Florida India representative for various events.
- ⊗ Provided *Convention South* with information about dining spots for consideration in an upcoming may article.
- ⊗ Sent babymoon package information to elizabethstreet.com for upcoming blog post. Sent additional images upon request.
- ⊗ Contacted *DeafNation* to provide additional information about the destination.
- ⊗ Sent Garden Show photos to the *Palm Beach Post* for upcoming article.
- ⊗ Finalized design for media notebook and sent to printer for proof. Notebooks will be printed in April.
- ⊗ Worked with the Chamber Music Festival to obtain photos for *CEO Lifestyle* magazine. Submitted information to the publication.
- ⊗ Provided recent releases to Visit Florida's China representative, upon release.
- ⊗ Sent information to *Corporate & Incentive Travel* information about the Value Card for their upcoming story on value destinations.
- ⊗ Pitched information to *Incentive* magazine for their Guide to Florida for the May issue.
- ⊗ Sent information to *Meetings Focus* for consideration in an upcoming historic places/properties article.
- ⊗ Provided *Successful Meetings* with information about Flights for Sites for possible inclusion in an upcoming May story.
- ⊗ Began discussions with *Charlotte Observer* about a possible visit to the destination. Provided information to the editor for consideration.
- ⊗ Provided photos to iVillage Canada for a possible slide show they are working on.
- ⊗ Submitted copy to *Atlanta Magazine* for the May 2014 Amelia Island Co-Op.
- ⊗ Provided information to Shrimp Festival for an upcoming interview on *First Coast Living*.
- ⊗ Reached out to *American Spas* to determine any interest working with the destination.
- ⊗ Sent information to *Travel Weekly* for their upcoming Florida issue.

- ⊗ Provided information on the history of the island to the *Bear Leader Chronicle*.
- ⊗ Obtained images from Katie Ride and provided them to the *Palm Beach Post*.
- ⊗ Created and submitted nominations for two STS top 20 events. Worked with partners to obtain collateral material for the submission.
- ⊗ Sent babymoon packages to *Fit Pregnancy* for consideration in an upcoming issue.

### **Press Trips**

- ⊗ Finalized itinerary for *Healthy Travel* press trip for March 21 through 24. All activities were confirmed and welcome kit/itinerary were sent to the writer prior to her trip. *Healthy Travel* is a quarterly magazine that debuted in March 2013. Covers fitness, nutrition, beauty, family travel, and romantic spots for two. It is also sent bound with *Atlanta Homes & Lifestyles* magazine. Currently their circulation is 35K, but by the time the story runs next year it will be up to 70K.
- ⊗ Coordinated press trip for *Nashville Lifestyles* for March 17 and 18. She is being hosted by Omni Amelia Island Plantation, but requested several itinerary items to be scheduled around the destination. Provided itinerary and welcome kit information to the writer.
- ⊗ Sent lead to resorts for press trip for Tracy Teo (freelance writer) for a story in the *Tennessean*. Unfortunately, none of the partners responded.
- ⊗ Followed up with *BuckHaven Lifestyle Magazine* and *Perimeter North Lifestyle Magazine* about a possible visit. Looking at possibly scheduling a press trip for May.
- ⊗ Worked with Alison Tibaldi (freelancer) on a possible visit to Amelia Island. Awaiting dates and assignments.
- ⊗ Rescheduled Peter Mumford from *Fairways* (Canadian magazine, 40K circulation) press trip for March 16 through 18. Rescheduled itinerary and sent welcome kit to the property for his arrival.
- ⊗ Sent information, suggested itinerary items and tickets to *Islands* magazine for an upcoming press visit to Amelia Island. He is being hosted by the Omni, but wanted destination-oriented activities during his trip.

### **Media Releases**

- ⊗ Distributed press release announcing the major events on Amelia Island. The release was sent to 287 media, including journalists with a calendar beat, Florida and southeast dailies, Florida and southeast magazines, and local media.
- ⊗ Distributed press release announcing the events on Amelia Island in spring and early summer. Release was sent to 267 journalists, including calendar editors, Florida and southeast dailies, Florida and southeast magazines, and local media.
- ⊗ Wrote local press release announcing the local meetings campaign. Release was sent to local media.
- ⊗ Collected information from partners and wrote press release announcing what's new on Amelia Island.
- ⊗ Wrote press release announcing the Harris Teeter discounts. Release will be distributed in early April.

## **Promotions**

- ⊗ Sent copy points, logos and links for the promotion with WNKS-FM in Charlotte, through Visit Florida. WNKS is the #9 station in the market, contemporary hits. The promo provides \$147,600 in media exposure and takes place from March 31 through April 25.
- ⊗ Wrote copy for the Harris Teeter deals landing page. Submitted to the CVB to update the page.
- ⊗ Worked with partners to obtain certificates for the Harris Teeter promotion. Follow up with a few partners will continue in April.
- ⊗ Contacted 11 radio stations in Atlanta and Charlotte to pitch possible promotions. Awaiting responses.

## **Miscellaneous**

- ⊗ Uploaded press releases and select images to the press room on Amelia Island.com.
- ⊗ Researched and wrote copy for the April Amelia Island e-newsletter. Following approval, Hayworth uploaded online. The newsletter will be distributed in April.
- ⊗ Continued finalizing the Crisis Communication Plan. It will be provided to the CVB for approval in early May.
- ⊗ Prepared Activity and Publicity Reports.