

AMELIA ISLAND

TDC BOARD PRESENTATION



GOVERNMENT IN THE SUNSHINE

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

CONFLICT OF INTEREST/CODE OF CONDUCT

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

ANTITRUST STATEMENT

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



AMELIA & ISLAND



16 Disciplines

- Governance, Finance, HR, Marketing, Technology, Destination Development, Research

58 Mandatory Standards, 30 Voluntary

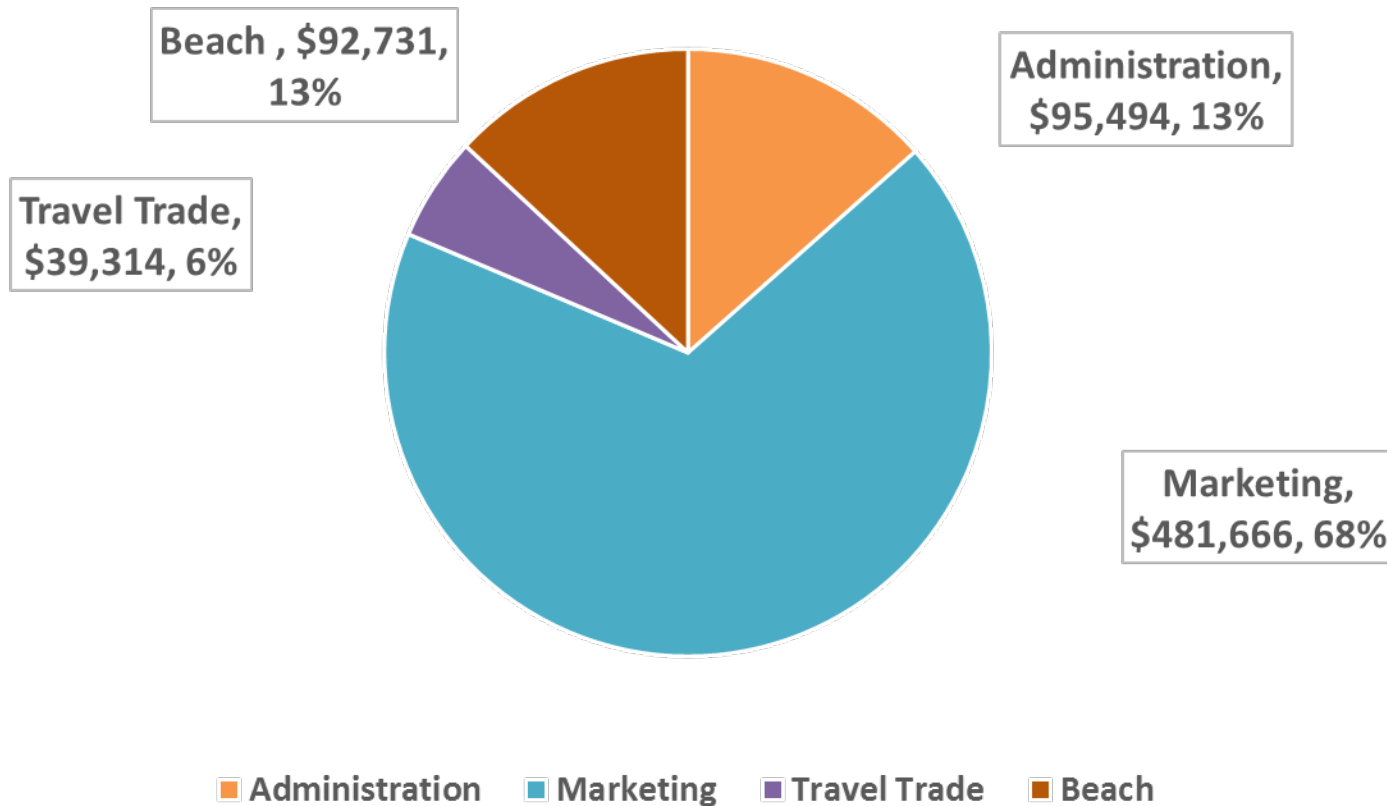
Since 2007, Fewer than 200 DMO's

FINANCIALS

FY2014 YTD BUDGET

Description	FY 2014 Budget	FY Actual	Variance
INCOME	\$4,506,887	\$4,449,448	\$57,438
EXPENSES			
Cost of Collections	\$135,206	\$133,483	\$1,722
TDC Admin. 15%	\$655,752	\$647,394	\$8,357
Marketing - 65%	\$3,158,228	\$2,281,243	\$876,985
Travel Trade - 10%	\$732,918	\$243,756	\$489,161
Beach Improv. 10%**	\$337,172	\$86,349	\$250,822
EXP. TOTAL	\$5,109,276	\$3,392,225	\$1,627,047
NET	\$512,389	\$1,057,223	\$2,224,462

FY2015 YTD SPENDING



FY2015 SUPPLEMENTAL BUDGET REQUEST

Marketing Reserve

\$1,476,015

Budget \$600k Increase

- ✓ Target NE/MW Cities
- ✓ Interactive Marketing
- ✓ Off Season Events
- ✓ Increased Co-Op

Travel Trade Reserve

\$540,907

Budget \$125K Increase

- ✓ Medical Tourism
- ✓ DC MP Event
- ✓ Depot Enhancements

Amelia Island Visitor Center

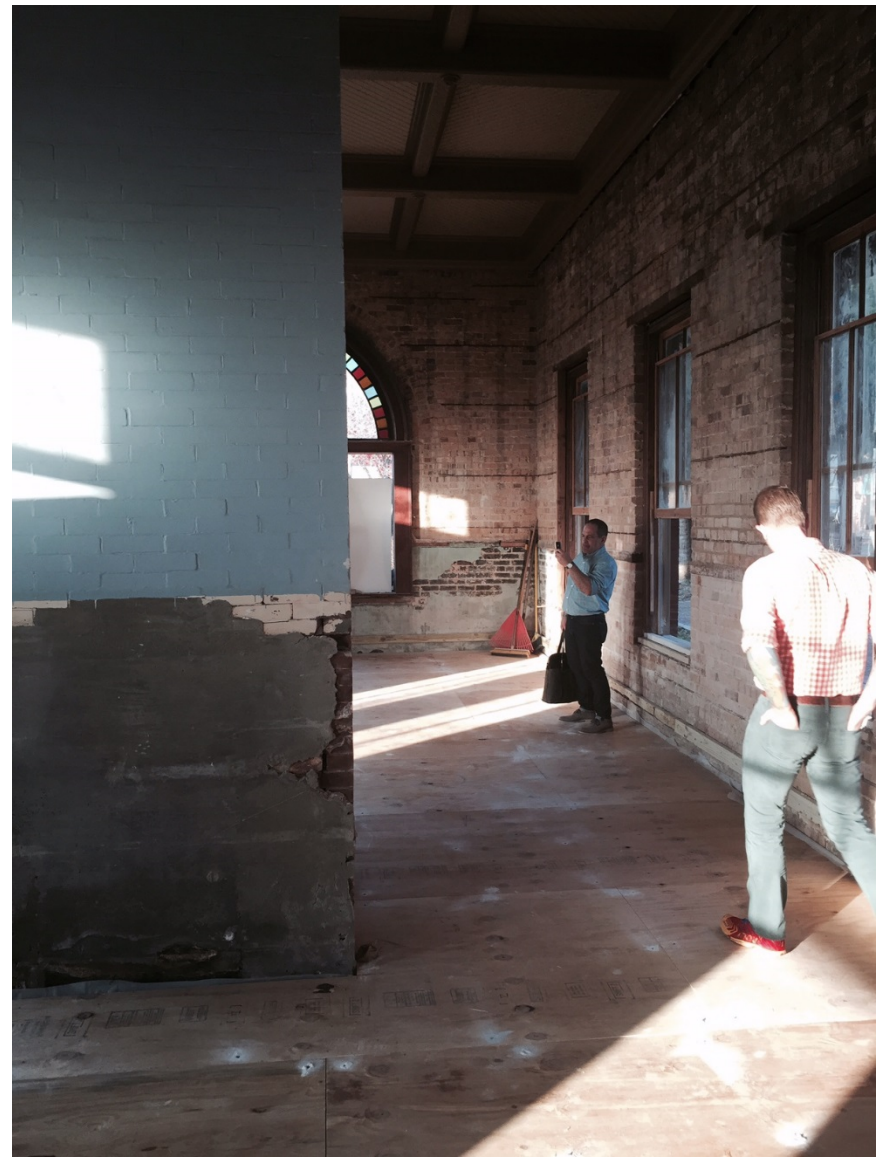
Design Proposal
December 17, 2014



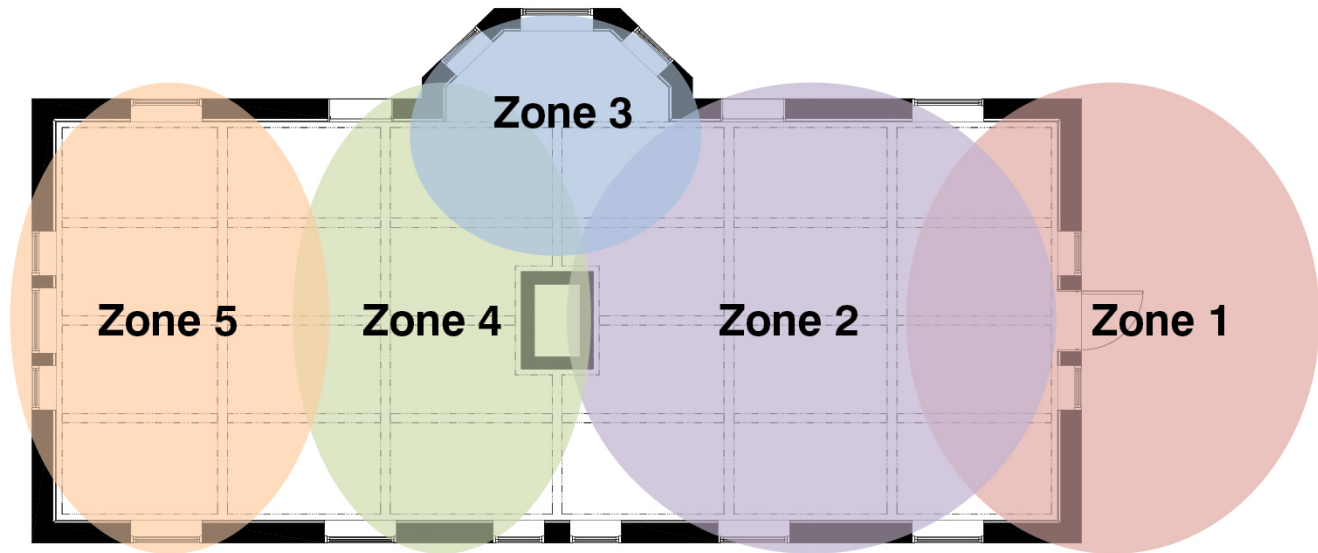
Amelia Island Visitor Center

Design Proposal
December 17, 2014

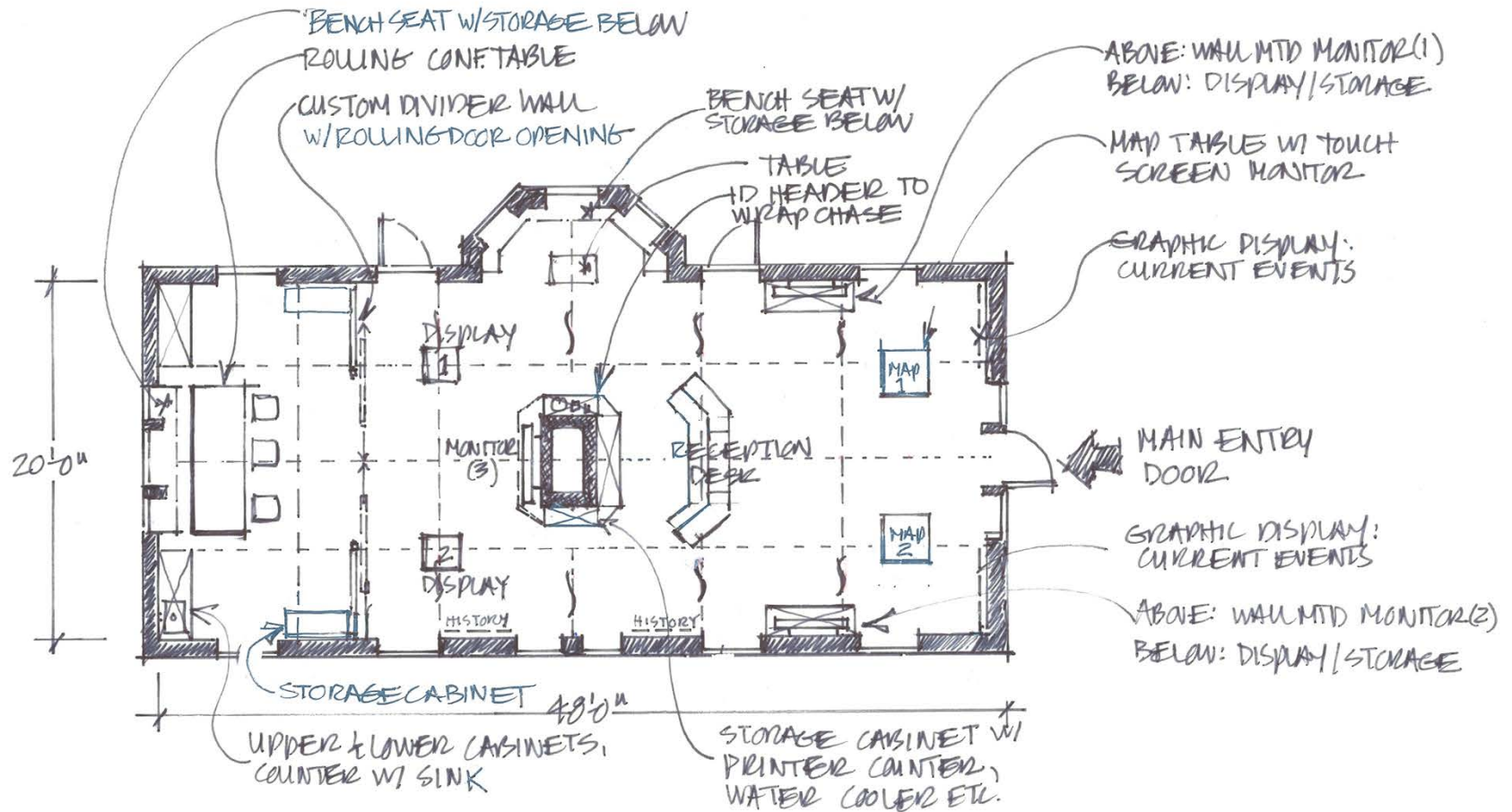




AMELIA & ISLAND



- 1 - Welcome**
- 2 - Info Gathering**
- 3 - Relax/Recharge**
- 4 - Deep Dive**
- 5 - Meeting/Ops**





ENTRANCE/RECEPTION VIEW

**Paul
Bowman**
DESIGN

Project:
Amelia Island Visitor Center

Scale:
NTS

Date:
12-17-2014

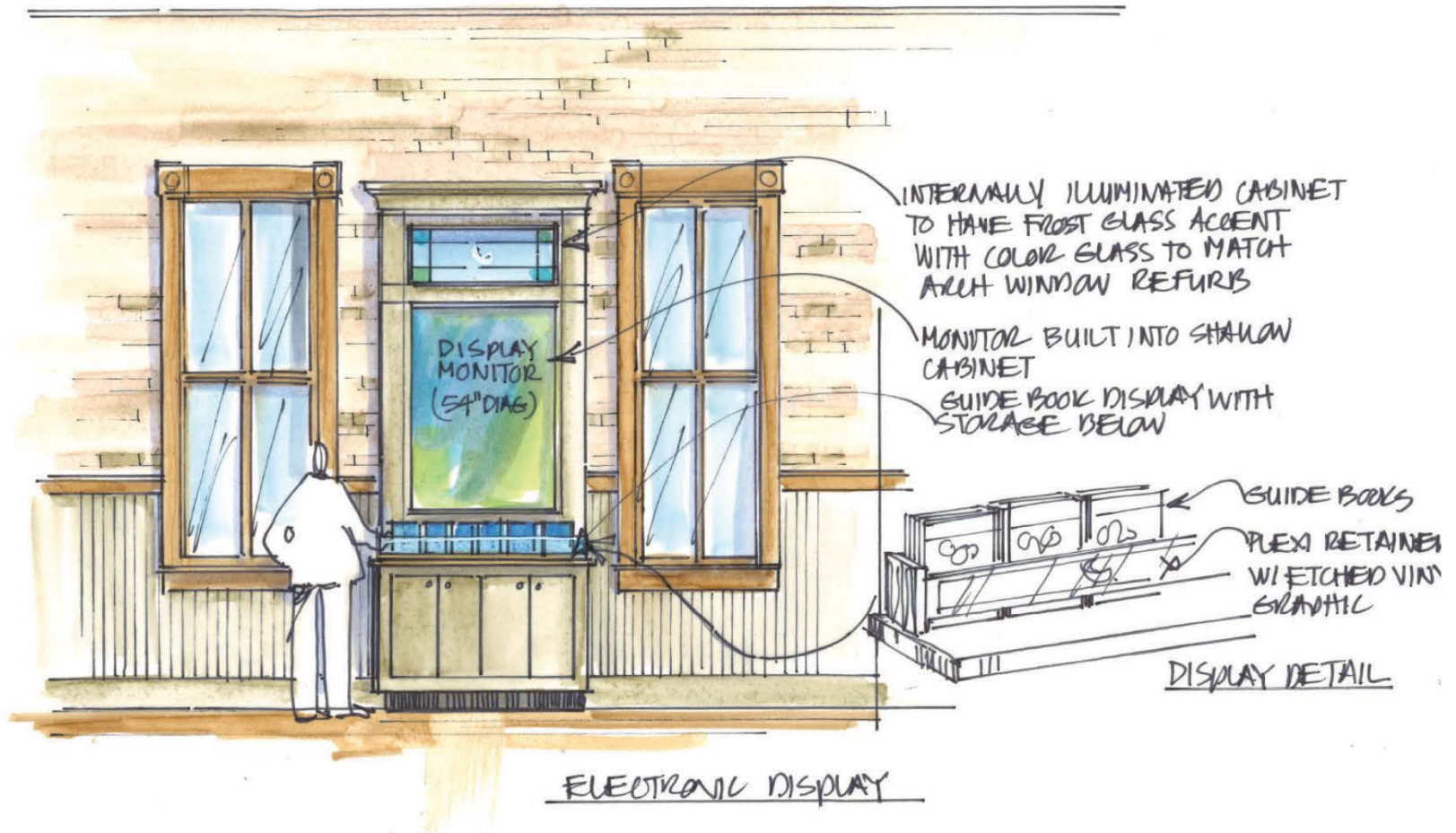
Revision:
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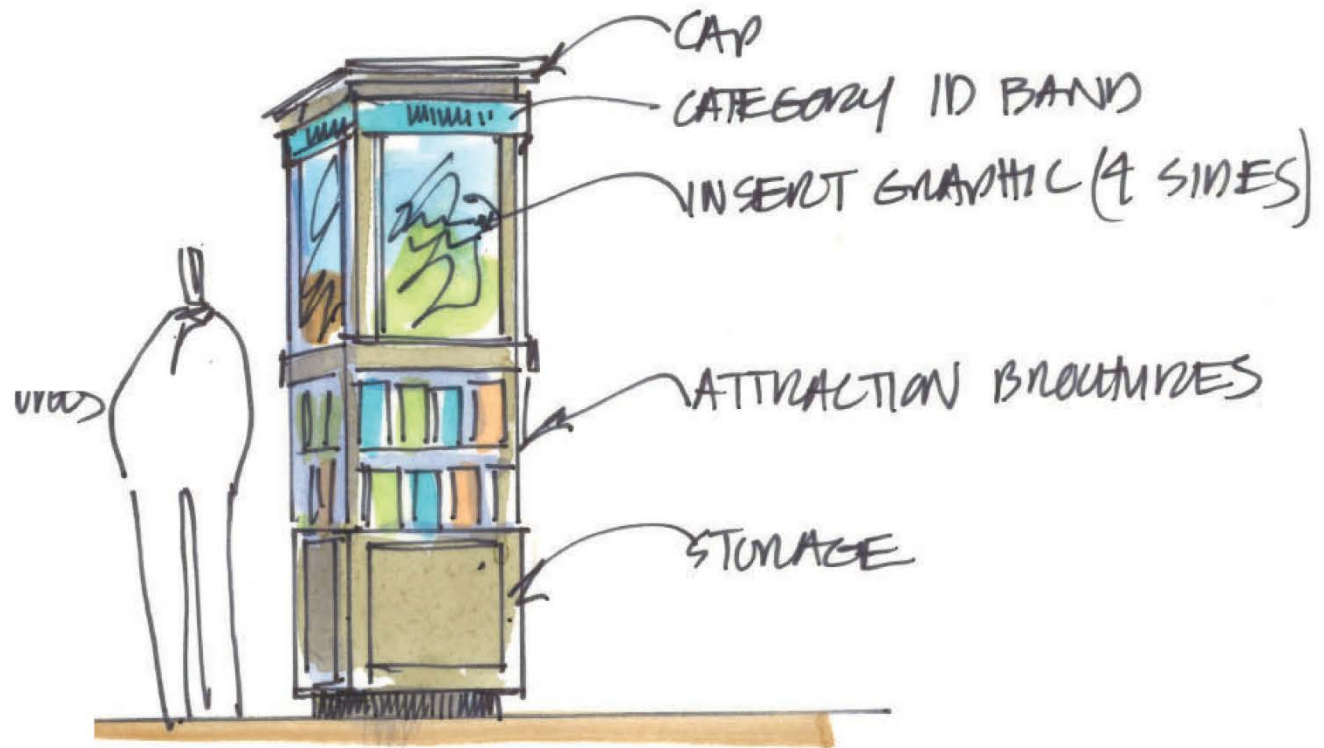
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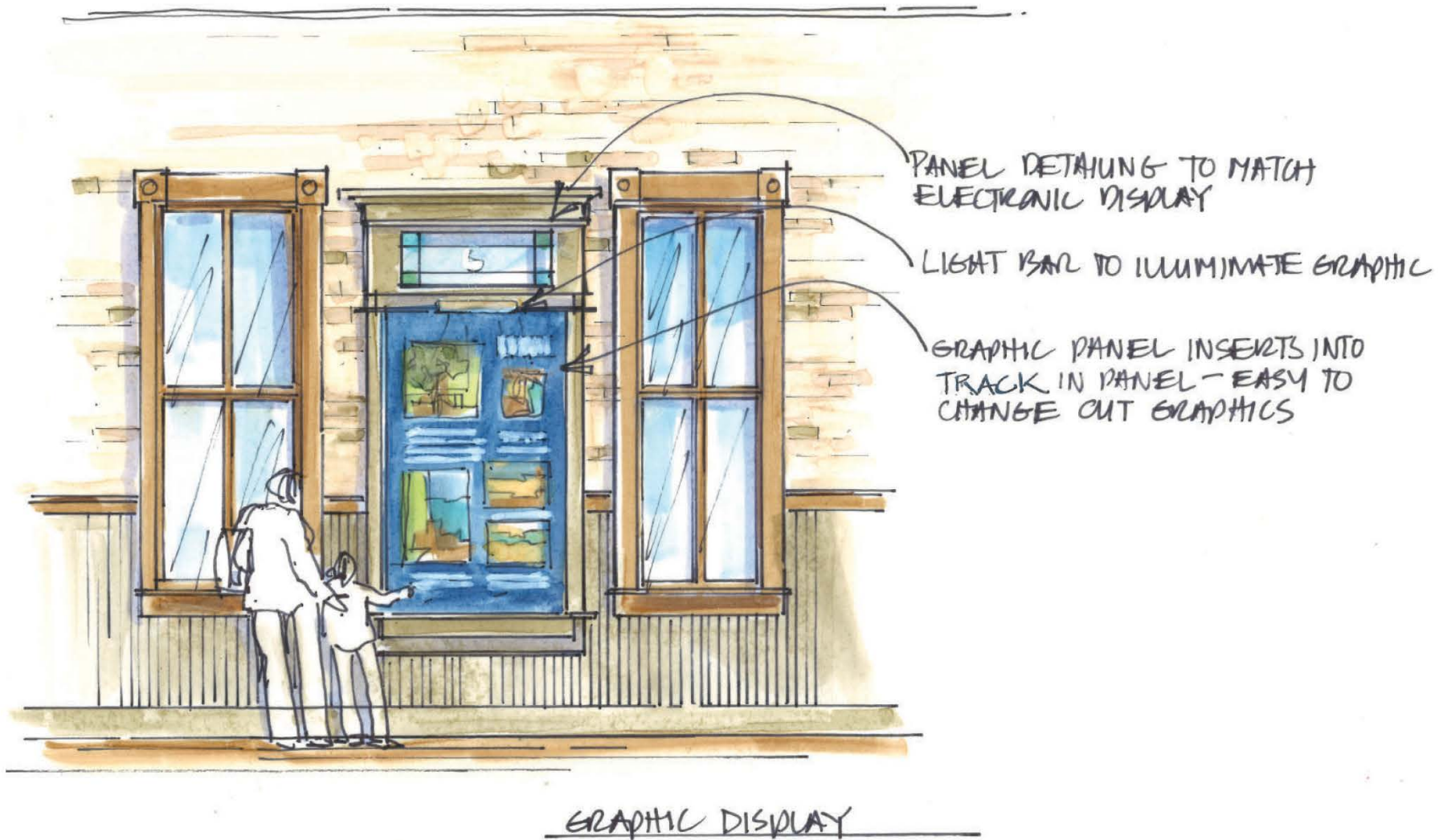
Title: Sign Type TBD
Entrance Perspective

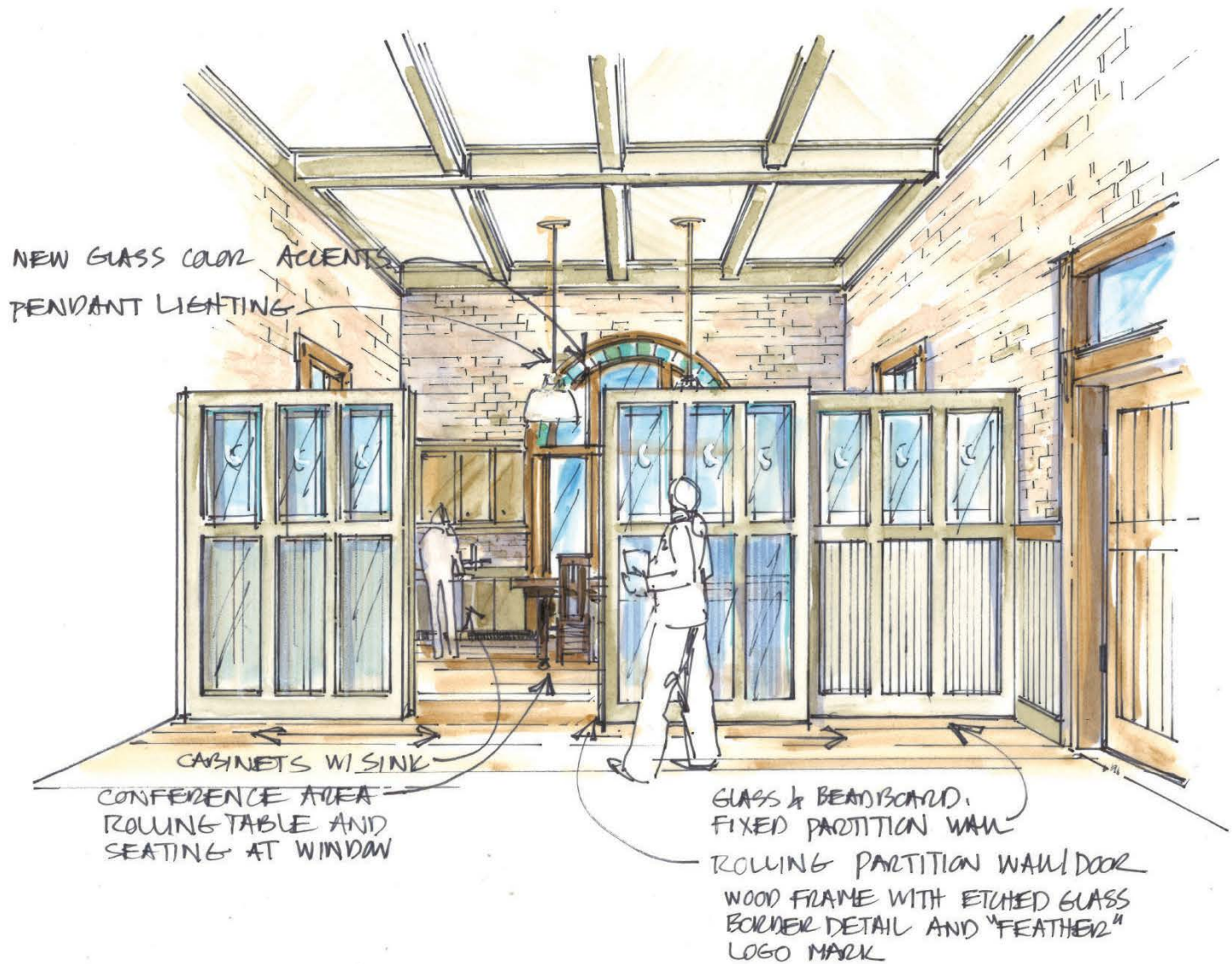
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BROCHURE DISPLAYS





AITDC BOARD CANDIDATES

 **Pat Gass**

 **Barbara Halverstadt**

 **Mac Noden**

 **Tim Poynter**

 **Donald Stamets**

 **George Sheffield**



AMELIA  ISLAND

METRICS

FY2014 RECAP

- 🦋 **566,600 Overnight Visitors**
- 🦋 **\$112 Million in Taxable Lodging Sales**
- 🦋 **\$383.5 Million in Direct Spending**
- 🦋 **\$504 Million in Economic Impact**
- 🦋 **38.5% of Nassau County Sales Taxes**
- 🦋 **25% of Nassau County Jobs**

FY2014 RECAP

 Occupancy 67.3%	UP 6.3%
 ADR \$202.02	UP 6.0%
 RevPar \$135.91	UP 12.6%
 Demand 455,659	UP 14.4%
 Revenue \$92 Million	UP 21.3%

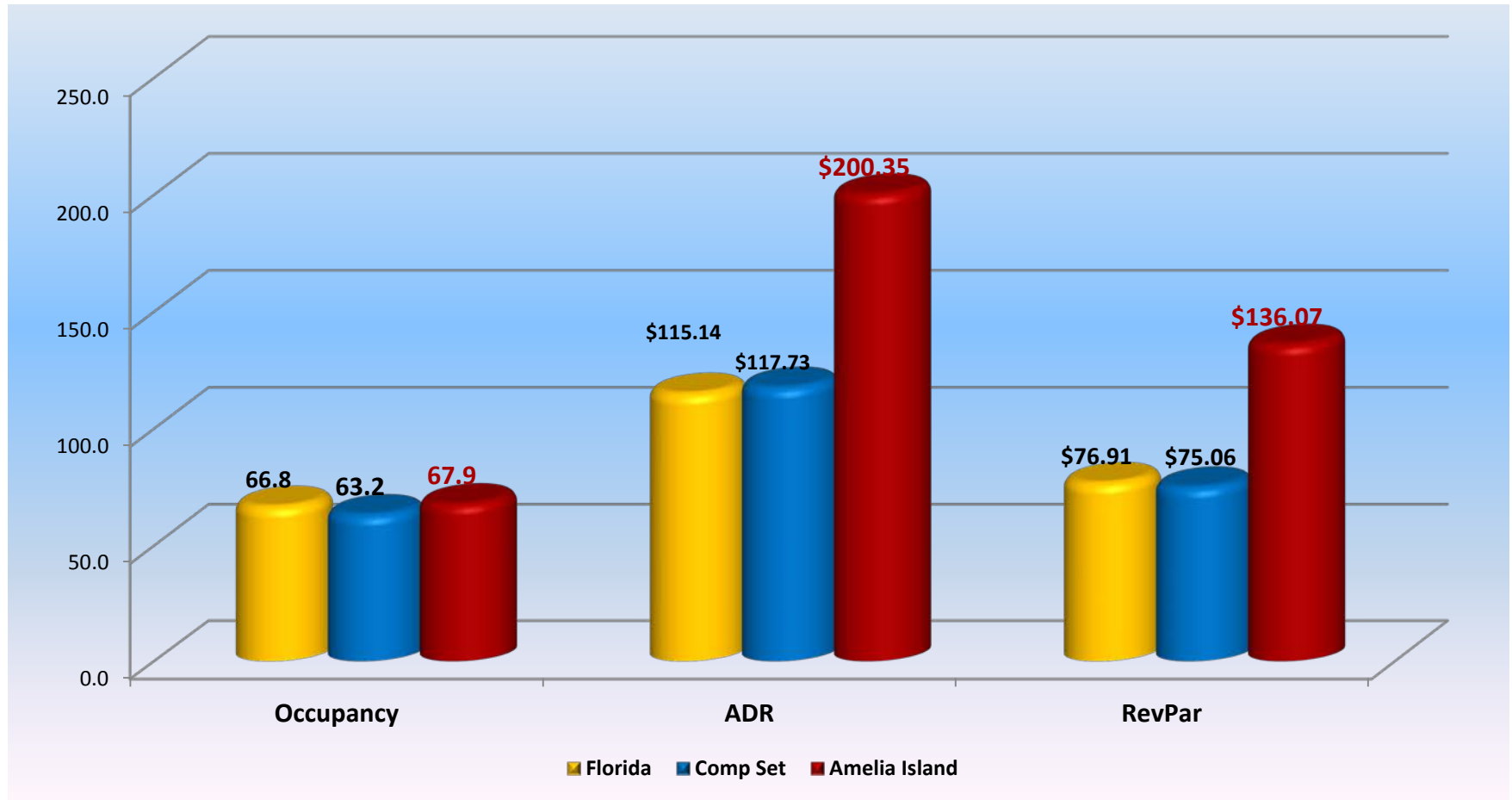
OCTOBER 2014 STR

		Change
Occupancy	67.9%	8.4%
ADR	\$200.35	9.4%
RevPar	\$136.07	18.6%
Demand	39,056	8.3%
Revenue	\$7,824,735	18.5%

*Figures represent Amelia Island,
not Nassau County*

AMELIA ISLAND

COMP SET OCTOBER 2014



AMELIA ISLAND

TDC ACTIVITY UPDATE

AMELIA ISLAND

2014 Golf Tourism Update



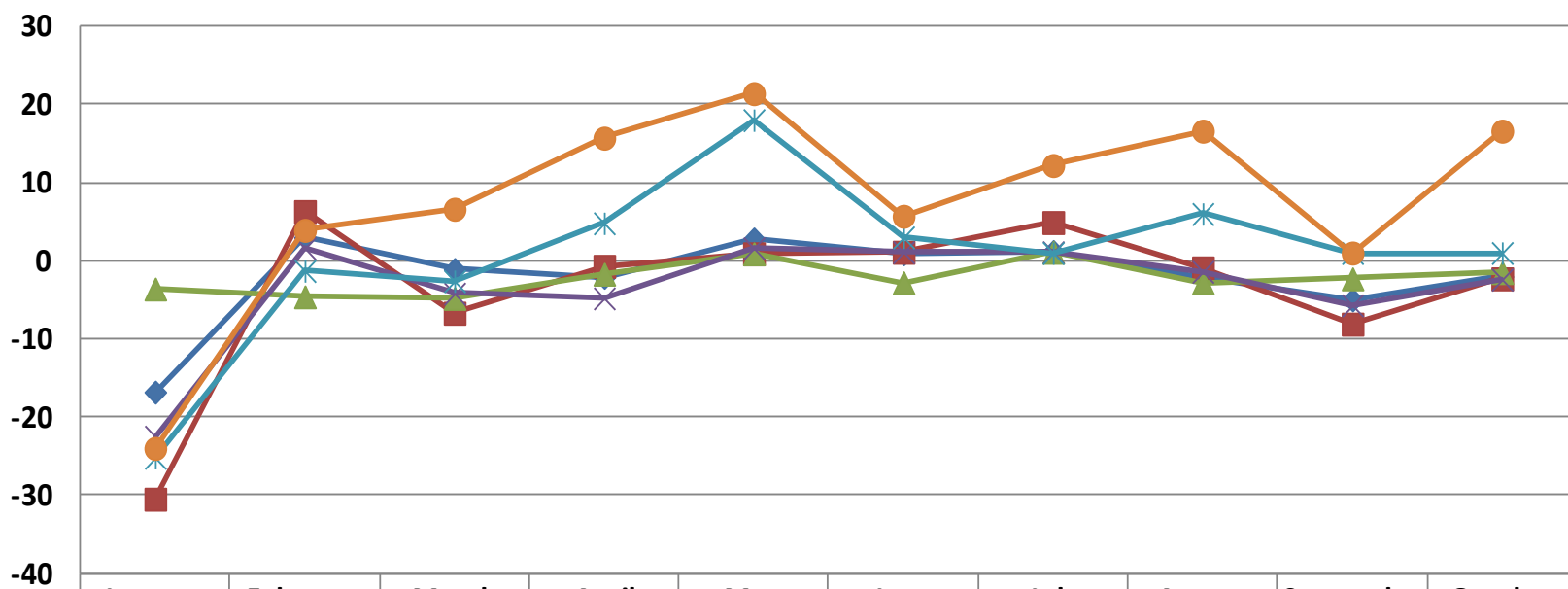
Baseline Data

- Total Paid Round reports submitted by golf course on a monthly basis
- Each course indicated # of tourist generated rounds and local rounds
- Courses represented in this report have submitted these monthly reports consistently each month for 17 months giving a fair representation as to the state of golf and golf travel to the Island.
- Data obtained from the following courses:
 - Fernandina Beach Golf Club
 - Omni Amelia Island Plantation -- Oak Marsh
 - Omni Amelia Island Plantation -- Ocean Links
 - The Golf Club of Amelia Island
 - The Golf Club at North Hampton

YTD Golf Rounds Played - 2014



% Change 2014 vs. 2013

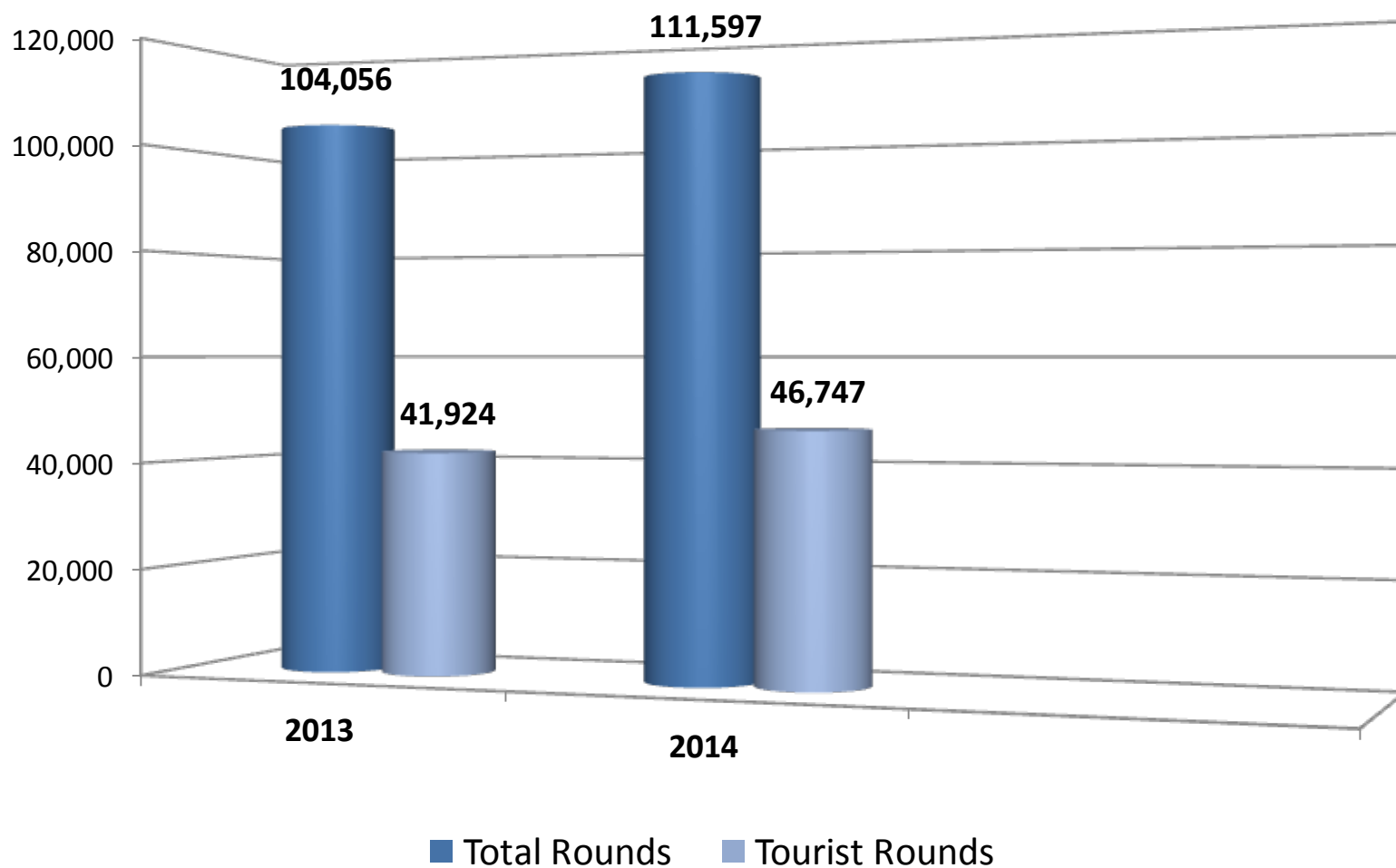


	January	February	March	April	May	June	July	August	September	October
Florida	-16.8%	3%	-1.1%	-2.1%	2.8%	0.9%	1.2%	-2.1%	-5%	-2%
S Carolina	-30.5%	6.3%	-6.7%	-0.7%	0.9%	1.1%	4.9%	-0.9%	-8.1%	-2.3%
National	-3.6%	-4.6%	-4.8%	-1.7%	0.9%	-2.8%	1.1%	-2.8%	-2.3%	-1.5%
South Atlantic	-22.5%	1.6%	-4.2%	-4.8%	1.6%	1.1%	1.1%	-1.4%	-5.7%	-2.4%
NE Florida	-25.2%	-1.3%	-2.6%	4.8%	18%	3%	1%	6%	1%	1%
Amelia Island	-24%	3.9%	6.6%	15.7%	21.4%	5.7%	12.2%	16.6%	1%	16.6%

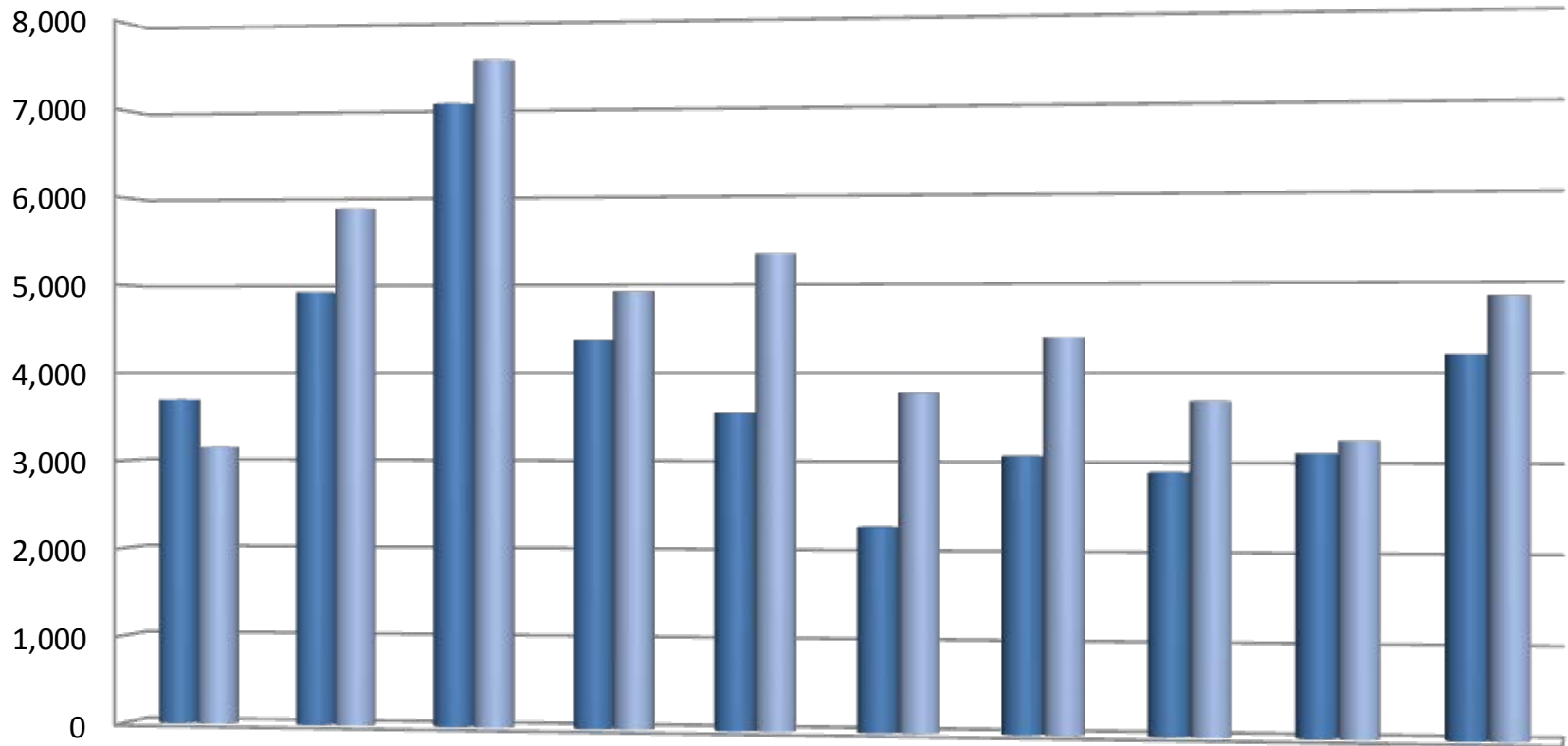


Total Rounds to Tourist Rounds YTD Thru October

Total Rounds to Tourist Rounds
+7.2% **+12%**



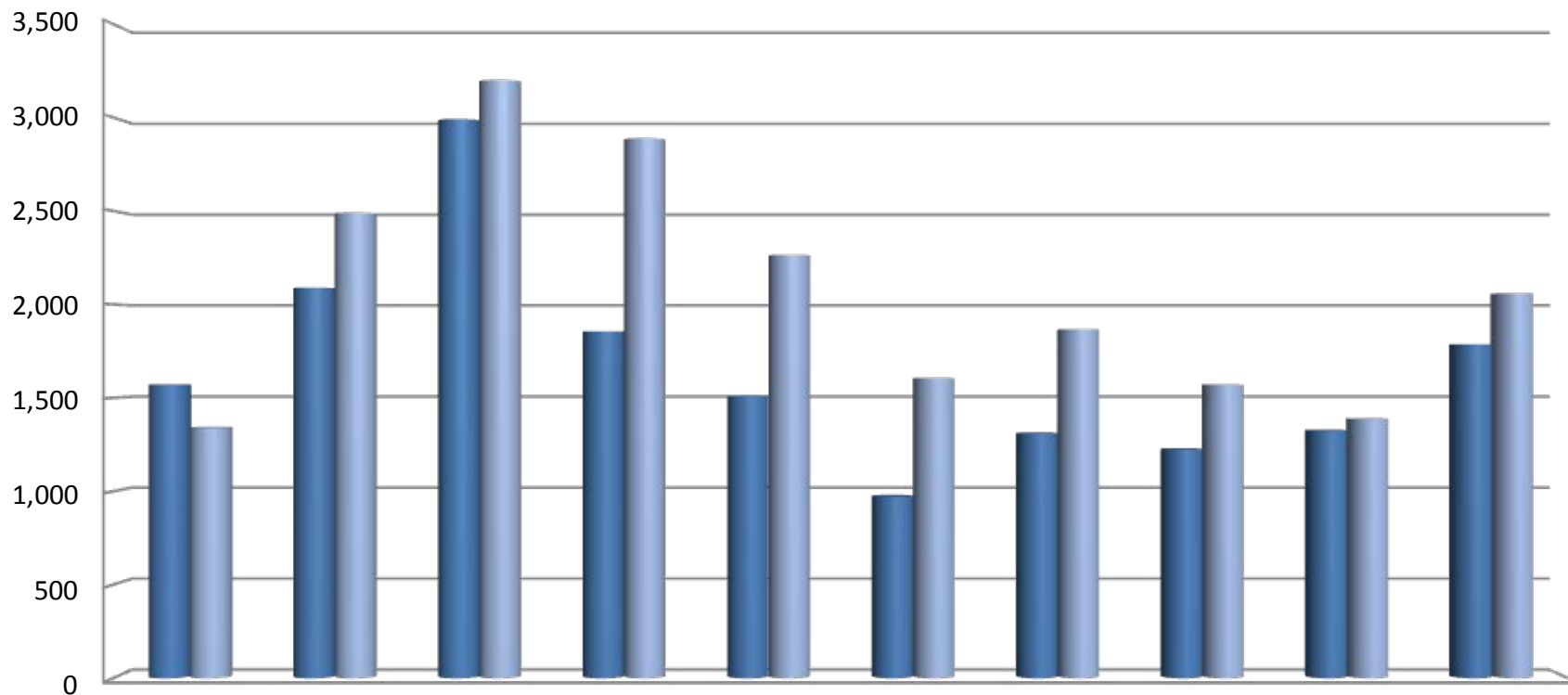
Florida's First Coast of Golf Travel Rounds to Amelia Island 2014 vs. 2013 YTD



	January	February	March	April	May	June	July	August	September	October
2013	3,693	4,916	7,040	4,368	3,551	2,281	3,079	2,903	3,116	4,207
2014	3,151	5,860	7,532	4,916	5,330	3,774	4,391	3,691	3,258	4,844



Golf Tourism Room Nights 2014 vs. 2013 YTD

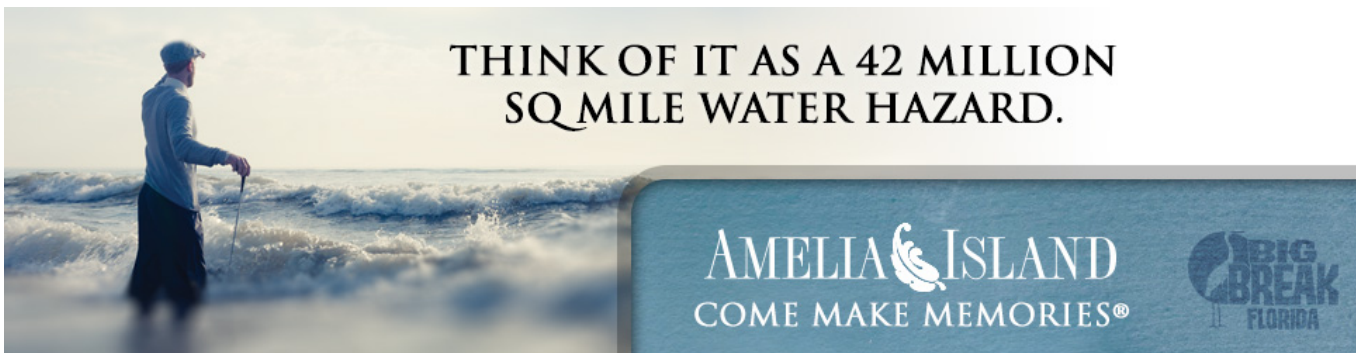


	January	February	March	April	May	June	July	August	September	October
■ 2013	1,570	2,089	2,992	1,856	1,509	969	1,308	1,223	1,324	1,787
■ 2014	1,339	2,491	3,201	2,889	2,265	1,604	1,866	1,569	1,385	2,059



Golf Channel & Golfchannel.com

October-November 2014



Line Item ID	Placement Name	Start Date	End Date	Planned Units	Rate	Planned Cost	Total Impressions	Clicks	Yield	Delivery Total	Billing Total	Value Remaining to be Delivered	Value of Over Delivery
100209098	NBCSG: GC: ROS Media: 300x250	10/7/2014	11/30/2014	3,125,000	\$ 12.00	\$ 37,500.00	3,260,494	1,085	0.03%	\$ 38,125.93	\$ 37,500.00	\$ -	\$ 1,625.93
100209099	NBCSG: GC: ROS Media: 728x90	10/7/2014	11/30/2014	3,125,000	\$ 10.00	\$ 31,250.00	3,175,645	1,112	0.04%	\$ 31,756.45	\$ 31,250.00	\$ -	\$ 506.45
100209100	NBCSG: GC: ROS Media: 728x90 Bottom	10/7/2014	11/30/2014	3,125,000	\$ 10.00	\$ 31,250.00	3,139,929	420	0.01%	\$ 31,399.29	\$ 31,250.00	\$ -	\$ 149.29
100212699	NBCSG: GC: ROS Media: 300x250 Amelia Island	10/8/2014	11/30/2014	781,250	\$ 12.00	\$ 9,375.00	815,656	295	0.04%	\$ 9,787.87	\$ 9,375.00	\$ -	\$ 412.87
100212700	NBCSG: GC: ROS Media: 728x90 Amelia Island	10/8/2014	11/30/2014	781,250	\$ 10.00	\$ 7,812.50	797,403	275	0.03%	\$ 7,974.03	\$ 7,812.50	\$ -	\$ 161.53
100212701	NBCSG: GC: ROS Media: 728x90 Bottom Amelia Island	10/8/2014	11/30/2014	781,250	\$ 10.00	\$ 7,812.50	793,766	109	0.01%	\$ 7,937.66	\$ 7,812.50	\$ -	\$ 125.16
Total				11,718,750		\$ 125,000.00	11,982,893	3,296		\$ 127,981.23	\$ 125,000.00	\$ -	\$ 2,981.23

50 total spots running 10/8-11/14

14 spots/28% of schedule first week

8 spots/16% of schedule second week

11 spots/22% of schedule third week

8 spots each of week 4 & 5/16% of schedule each week

28 spots 6a-6p - Daytime - 56% of schedule

15 spots 12a-6a - overnight 30% of schedule

32% of spots (16) ran on the weekend

68% of spots (34) ran on weekdays

20% of spots ran in Morning Drive original or replays

Rest of spots ran in various programming including

LPGA, Inside the PGA TOUR, Golf Central, European Tour, PGA TOUR Pro-Am and similar.

LINKS Magazine

LINKS Magazine & LINKSmagazine.com
Fall 2014

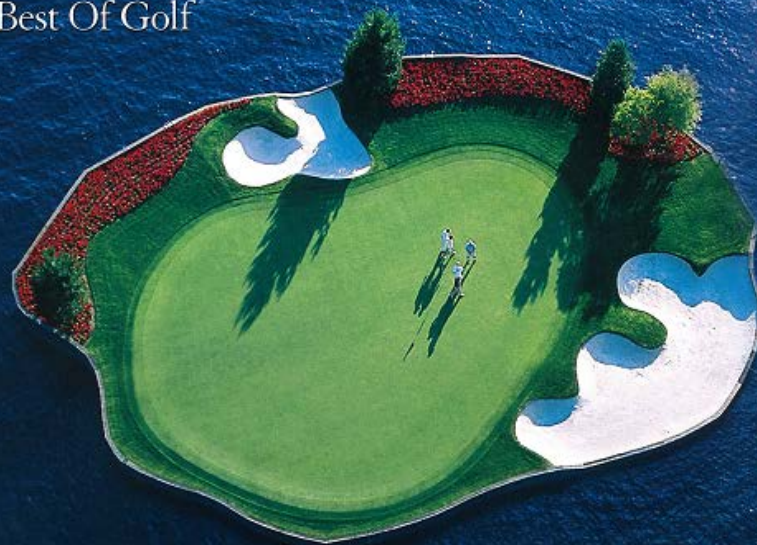
LINKS Magazine Top 25 Golf Islands

RANK	ISLAND	18-HOLE COURSES	BEST COURSE
1	Great Britain	2,500	Old Course
2	Ireland	413	Ballybunion
3	Australia	1,500	Royal Melbourne
4	Long Island	96	Shinnecock Hills
5	Hawaii	75	Kapalua Plantation
6	Hispaniola	21	Teeth of the Dog
7	Hilton Head	26	Harbour Town
8	Kiawah	9	Ocean Course
9	Sea Island	13	Seaside
10	Pawleys	10	Caledonia Golf & Fish
11	Bermuda	7	Mid Ocean
12	Puerto Rico	20	Dorado Beach East
13	Amelia	15	Ocean Course
14	Jamaica	10	White Witch
15	New Zealand	394	Cape Kidnappers
16	Cape Breton	8	Cabot Links
17	Hainan	25	Shanqin Bay
18	Bahamas	10	Ocean Club
19	Barbados	6	Sandy Lane
20	Prince Edward	17	The Links at Crowbush
21	Japan	1,600	Hirano
22	Vancouver	11	Bear Mountain
23	Canaries	20	Abama
24	Mauritius	10	Nouakchott
25	Nevis/St. Kitts	2	Royal St. Kitts

Two New Courses in Cabo from Tiger and Jack — Whose is Better?
The Best of Canada • Bargains in Orlando • The Irony of Minimalism

LINKS

The Best Of Golf



WHAT IS THE ...

Best Island in Golf?

We Name it and Rank the Top 25

MARKETING

MARKETING PLAN

AMELIA ISLAND MARKETING PLAN 2015

[HOME](#)[OVERVIEW](#)[APPROACH](#)[STAKEHOLDERS](#)

AMELIA ISLAND 2015

Sequel to a Blockbuster Year

[Click here for preview.](#)

MISSION
AMELIA ISLAND

[View 2015 Amelia Island CVB Annual Industry Meeting Presentation.](#)

[See Amelia Island TDC 2014 Marketing Highlights here.](#)

www.ameliaislandmarketing.com

AMELIA ISLAND

CANADIAN WEATHER NETWORK

- 🐼 September 1 – November 30
- 🐼 Greater Toronto and Montreal
- 🐼 Online, tablet app and iTV
- 🐼 Impressions: 1,470,691
- 🐼 Total Clicks: 8,043
- 🐼 Average CTR: .55%
- 🐼 Residence Inn co-op

Over delivered impressions by 38%!



AMELIA ISLAND

AMELIA ISLAND

RESTAURANT WEEK

- 🦞 January 16-25
- 🦞 Events:
 - 🦞 Kick-off Dinner
Thur. Jan 15 @ Ritz
 - 🦞 Finale Dinner
Sat. Jan 24 @ Omni
 - 🦞 Mixology Tours
Jan 16, 17, 23, & 24
- 🦞 Cooking demos at Williams
Sonoma & WJXT



The poster is divided into several sections. At the top, it says '7TH ANNUAL AMELIA ISLAND RESTAURANT WEEK 2015' next to a logo of a fork inside a circle. To the right is a photo of skewers with meat and vegetables. Below the title, it says 'DISCOVER THE FLAVORS OF AMELIA ISLAND' and 'JANUARY 16TH thru 25TH' over a photo of a couple dining outdoors. The middle section lists the events: 'Kick-off Dinner' on Thursday, January 15th at The Ritz-Carlton, and 'Finale Dinner' on Saturday, January 24th at Omni Amelia Island Plantation. It also notes that reservations are required. The bottom section lists 'PARTICIPATING RESTAURANTS' including Bar Zin, Brett's Waterway Cafe, Caffe Karibo, Ciao Italian, Crab Trap, Espana, GG's, Halftime Sports Bar, Hola! Cuban Cafe, Horizons, Jack & Diane's, Joe's 2nd Street, La Mancha, Le Clos, Lulu's at the Thompson House, Marina Seafood, Pate Sucree, Plae, Sandy Bottoms, Sliders Seaside Grill, The Courtyard Pub & Eats, The Salty Pelican, The Surf Restaurant & Bar, and The Verandah. At the bottom, it says 'AMELIA ISLAND COME MAKE MEMORIES' and 'ameliaisland.com/yummy'. The footer features 'Brought to you by THE LOCAL PALATE FOOD CULTURE OF THE SOUTH'.

AMELIA ISLAND

RESTAURANT WEEK

Advertising:

- 🦋 Local Palate
- 🦋 Savannah
- 🦋 First Coast
- 🦋 Jacksonville
- 🦋 Folio Weekly
- 🦋 Florida Times Union
- 🦋 Amelia Islander
- 🦋 News Leader
- 🦋 Lite 96.1 & WJCT
- 🦋 Facebook



7TH ANNUAL
AMELIA ISLAND
RESTAURANT WEEK
2015

DISCOVER THE FLAVORS
OF AMELIA ISLAND

Amelia Island serves an enticing array of dining options sure to please every palate. This January, try a selection of Amelia Island's irresistible, award-winning restaurants with special events and prix-fixe menus during the 7th annual Restaurant Week.

AMELIA ISLAND
COME MAKE MEMORIES®
ameliaisland.com/yummy

JANUARY 16-25

Thursday, January 15th
Kick-off Dinner
The Ritz-Carlton, Amelia Island

Saturday, January 24th
Finale Dinner
Omni Amelia Island Plantation

* Reservations required for these two events

Brought to you by
PALATE
RESTAURANT WEEK



AMELIA ISLAND
RESTAURANT WEEK

DISCOVER THE FLAVORS
OF AMELIA ISLAND

JANUARY 16TH thru 25TH



7TH ANNUAL
AMELIA ISLAND
RESTAURANT WEEK
2015

DISCOVER THE FLAVORS
OF AMELIA ISLAND

JANUARY 16TH thru 25TH

This January, try a selection of Amelia Island's irresistible, award-winning restaurants with special events and prix-fixe menus during the 7th annual Restaurant Week.

PARTICIPATING RESTAURANTS
29 SOUTH • BAR ZIN BISTRO & WINE BAR
BAXTER'S • BRETT'S WATERWAY CAFE
CAFE KARIBO • CIAO ITALIAN BISTRO • CRAB TRAP
CUCINA SOUTH • ESPANA RESTAURANT & TAPAS
GG'S BISTRO • HALFTIME SPORTS BAR & GRILL
HOLA CUBAN CAFE • HORIZONS • JACK & DIANE'S
JOE'S 2ND STREET BISTRO • LA MANCHA • LEDDY'S PORCH
LE CLOS • LULU'S AT THE THOMPSON HOUSE
MARINA SEAFOOD RESTAURANT • OCEANSIDE
PATE SUCCREE • PI INFINITE COMBINATIONS • PLAE
SANDY BOTTOMS • THE COURTYARD PUB & EATS
THE SALTY PELICAN • SLIDERS SEASIDE GRILL
THE SURF RESTAURANT & BAR • THE VERANDAH

AMELIA ISLAND
COME MAKE MEMORIES®
ameliaisland.com/yummy

Join us
Thursday, January 15th
Kick-off Dinner
The Ritz-Carlton, Amelia Island

Saturday, January 24th
Finale Dinner
Omni Amelia Island Plantation

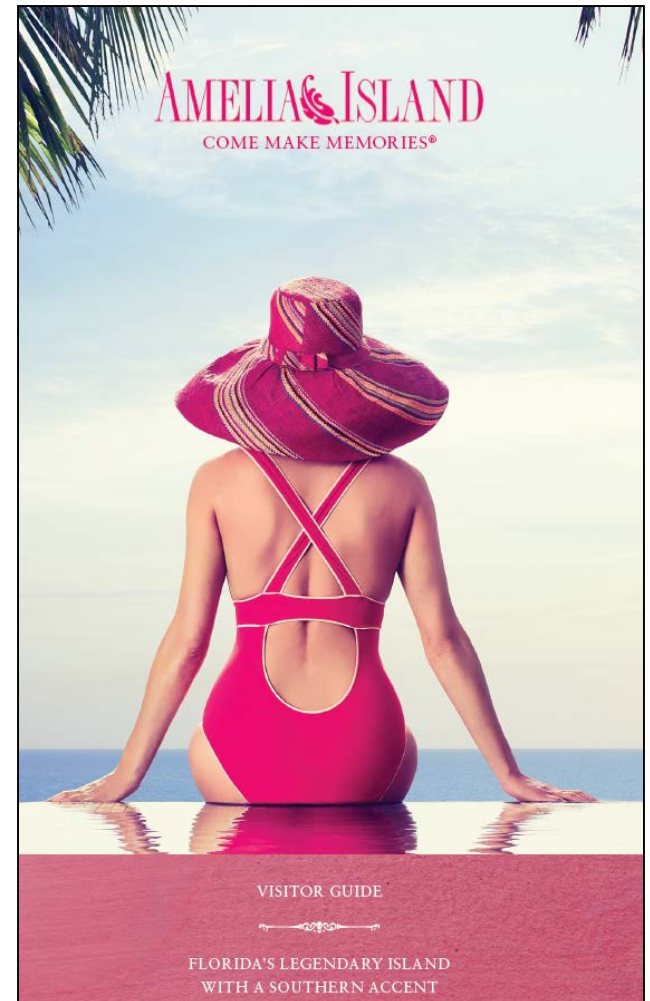
* Reservations required for these two events

For more information
and a complete list
of menus, visit:
ameliaisland.com/yummy
or call 904-277-0717.

Brought to you by
PALATE
RESTAURANT WEEK

AMELIA ISLAND

COLLATERAL



AMELIA & ISLAND

VACATION RENTAL CAMPAIGN



FAMILY TIME IS A BREEZE

It's not everyday that the world disappears. When life's distractions wash away with the tides. In this place of peace, it's no longer about what you have to do and entirely about those you love. Memories are made of this. Give yours a place to call home in an unforgettable townhome, condo or beachfront-mansion vacation rental on Amelia Island.

AMELIAISLAND.COM/BREEZE

AMELIA & ISLAND
COME MAKE MEMORIES™

AMELIA & ISLAND

AMELIA CONCOURS WEEK

- First Coast
- Atlanta
- Chicago
- Charlotte
- NY Times – Sunday
- Digital network
- AI channels
- WJCT

MARCH 12-15, 2015



ONE AUTOMOTIVE WEEK RISES ABOVE THE REST.

Shift your expectations into top gear and join fellow car aficionados for four days of automotive pageantry on Amelia Island, Florida. Seven of the top automotive events in the world headline a week of pure carbureted sophistication.

MARCH 13-15 **20TH ANNUAL AMELIA ISLAND CONCOURS D'ELEGANCE**
The Golf Club of Amelia Island/The Ritz-Carlton, Amelia Island

MARCH 12 **BONHAM'S AUCTION**
Fernandina Beach Golf Club

MARCH 13 **DUPONT REGISTRY LIVE AEROPORT RECEPTION**
*Official Amelia Island Concours d'Elegance Event
The Fernandina Beach Airport*

MARCH 13 **GOODING & COMPANY AUCTION**
Omni Amelia Island Plantation Resort

MARCH 13 **FESTIVALS OF SPEED**
Omni Amelia Island Plantation Resort

MARCH 14 **CARS & COFFEE AT THE CONCOURS
PRESENTED BY HEACOCK CLASSIC**
*Official Amelia Island Concours d'Elegance Event
The Golf Club of Amelia Island/The Ritz-Carlton, Amelia Island*

MARCH 14 **RM AUCTION**
*Official Amelia Island Concours d'Elegance Event
The Ritz-Carlton, Amelia Island*

For hotel reservations and event tickets visit AmeliaConcoursWeek.com

ATLANTA BUS WRAPS

- 🐼 January 5 – June 21
- 🐼 2 buses in Perry Garage –
downtown, midtown, Buckhead, Sandy Springs,
Dunwoody, Perimeter Mall, Roswell & Alpharetta
- 🐼 48 million impressions



AMELIA ISLAND

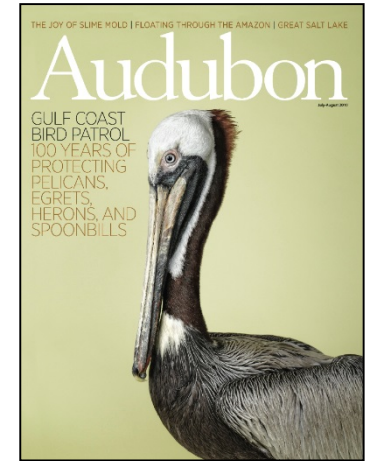
DECEMBER MEDIA

Print:

🌿 Atlanta magazine

🌿 Local Palate – Restaurant Week

🌿 Travel + Leisure



Radio:

🌿 WJCT (NPR) – Holiday Home Tour



AMELIA ISLAND

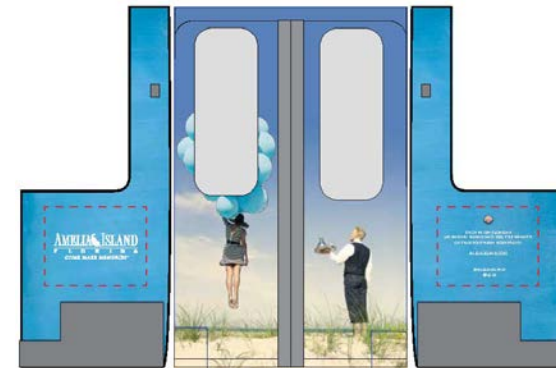
JANUARY MEDIA

- 📍 NY Times
- 📍 Travel Guide to Florida (annual)
- 📍 AAA Car & Travel (NY)
- 📍 AAA World (Mid-Atlantic)
- 📍 Golfweek.com
- 📍 Golf Georgia
- 📍 FFCG Digital Program
- 📍 WEJZ & WJCT – Restaurant Week
- 📍 Chicago train takeover

The New York Times



Golfweek



AMELIA ISLAND

INTERNATIONAL ADVERTISING

January:

- 🇨🇦 Canadian video
- 🇬🇧 UK Multi-channel
- 🇺🇸 Essentially America – Germany
- 🇻🇪 VF International Guide
(3 languages, 18 countries)



SI VOUS PENSEZ QUE TOUTES LES PLAGES
DE FLORIDE SE RESSEMBLENT,
NOUS ALLONS VOUS FAIRE CHANGER D'AVIS.

Une fois arrivé à Amelia Island, vous y découvrirez la Floride de vos rêves. Avec plus de 20 kilomètres de plages immaculées, des chênes majestueux drapés de mousse espagnole, des hôtels-resorts de classe internationale et l'hospitalité authentique du sud, elle n'est comparable à aucune autre plage de Floride. Faites votre choix parmi une large sélection d'hôtels historiques, de locations de vacances ou de luxueux hôtels-resorts en bord de mer avec spa et parcours de golf. Laissez-vous imprégner par la beauté de cette île légendaire de Floride.

AMELIAISLAND.COM

AMELIA ISLAND
COME MAKE MEMORIES*

AMELIA ISLAND

WINTER TV CAMPAIGN

Markets:

- Chicago
- NY/NJ
- D.C.
- Baltimore

Networks:

- Weather Channel
- Food Network
- Golf Channel
- Travel Channel

🐼 Target: Adults 35-54, HHI \$150,000+, women

🐼 Timeframe: January 5 – March 1

🐼 Total Impressions: 134,187

🐼 :30 spots (:15/:15 mix)



MEDICAL TOURISM GRANT

- 🌿 Medical Meetings & Trainings Grant, Visit Florida
- 🌿 \$85,000 program w/ 1:1 (\$42,500 match)
- 🌿 3 Sales Missions
 - 🌿 Atlanta
 - 🌿 D.C.
 - 🌿 Chicago
- 🌿 Medical meetings promotional video
- 🌿 Collateral and creative materials



AMELIA ISLAND CHRISTMAS

- December 2015
- Umbrella campaign
- Dickens on Centre
- Southern Living event proposal

AMELIA ISLAND

A SOUTHERN ELEGANCE CHRISTMAS



DICKENS
ON CENTRE
Christmas



Southern Living®

AMELIA ISLAND

INTERACTIVE

BUILDING ASSETS/HOLIDAY 2015



Facebook: Amelia Island
Twitter: Go2Amelia
Instagram: visitameliaisland
kharris@ameliaisland.com

AMELIA ISLAND

BUILDING ASSETS/HOLIDAY 2015



Facebook: Amelia Island
Twitter: Go2Amelia
Instagram: visitameliaisland
kharris@ameliaisland.com

AMELIA ISLAND

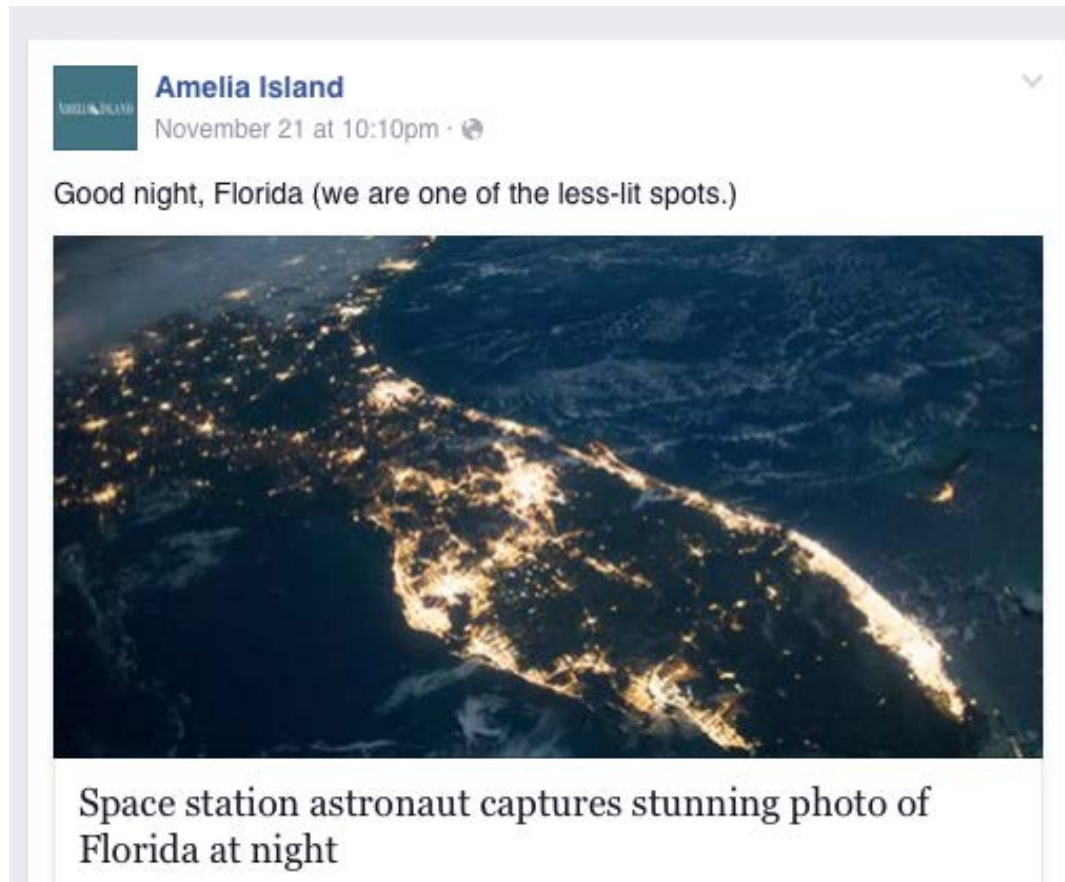
BUILDING ASSETS/HOLIDAY 2015



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AMELIA ISLAND

HIGHLIGHTS



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AMELIA ISLAND

INTERNATIONAL TRAFFIC



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AMELIA ISLAND

GERMAN AD TEST



Amelia Island

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Unberührte Strände, reiche Geschichte, Luxus, Amelia Island erwartet.



Ihre Florida Insel

Entdecken Sie Amelia Island, Florida.

WWW.AMELIAISLAND.COM

[Learn More](#)


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AMELIA  ISLAND

RESULTS

194,023 people reached
586,099 impressions
2,397 clicks to site

CPC: \$.85
Spent: \$1109



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AMELIA ISLAND

RESULTS

Top Cities (28d)

Atlanta, Ga

16500 people

Jacksonville, Fl

10579 people

Orlando, Fl

4827 people

Berlin, Germany

4647 people

Fernandina Beach, Fl

3700 people

Hamburg, Germany

2730 people

Charlotte, Nc

2693 people

Top Cities (28d)

Munich, Bayern, Germ...

2439 people

New York, Ny

2119 people

Tampa, Fl

2082 people

Miami, Fl

2049 people

Nuremberg, Bayern, G...

1967 people

Cologne, Nordrhein- W...

1960 people

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AMELIA ISLAND

GERMAN PRINT AD



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AMELIA ISLAND

TAXSLAYER BOWL



AMELIA ISLAND

WIN A TAXSLAYER BOWL
GETAWAY TO AMELIA ISLAND!

TIME LEFT TO ENTER

6	02	53	02
Days	Hours	Minutes	Seconds

ENTER NOW ►

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AMELIA ISLAND

INSTAGRAM PROMOTION

SHARE WITH US WHY
YOU #LOVEAMELIA
FOR YOUR CHANCE TO
WIN A COLLECTION OF
UNIQUE PRIZES AVAILABLE
ONLY ON AMELIA ISLAND.

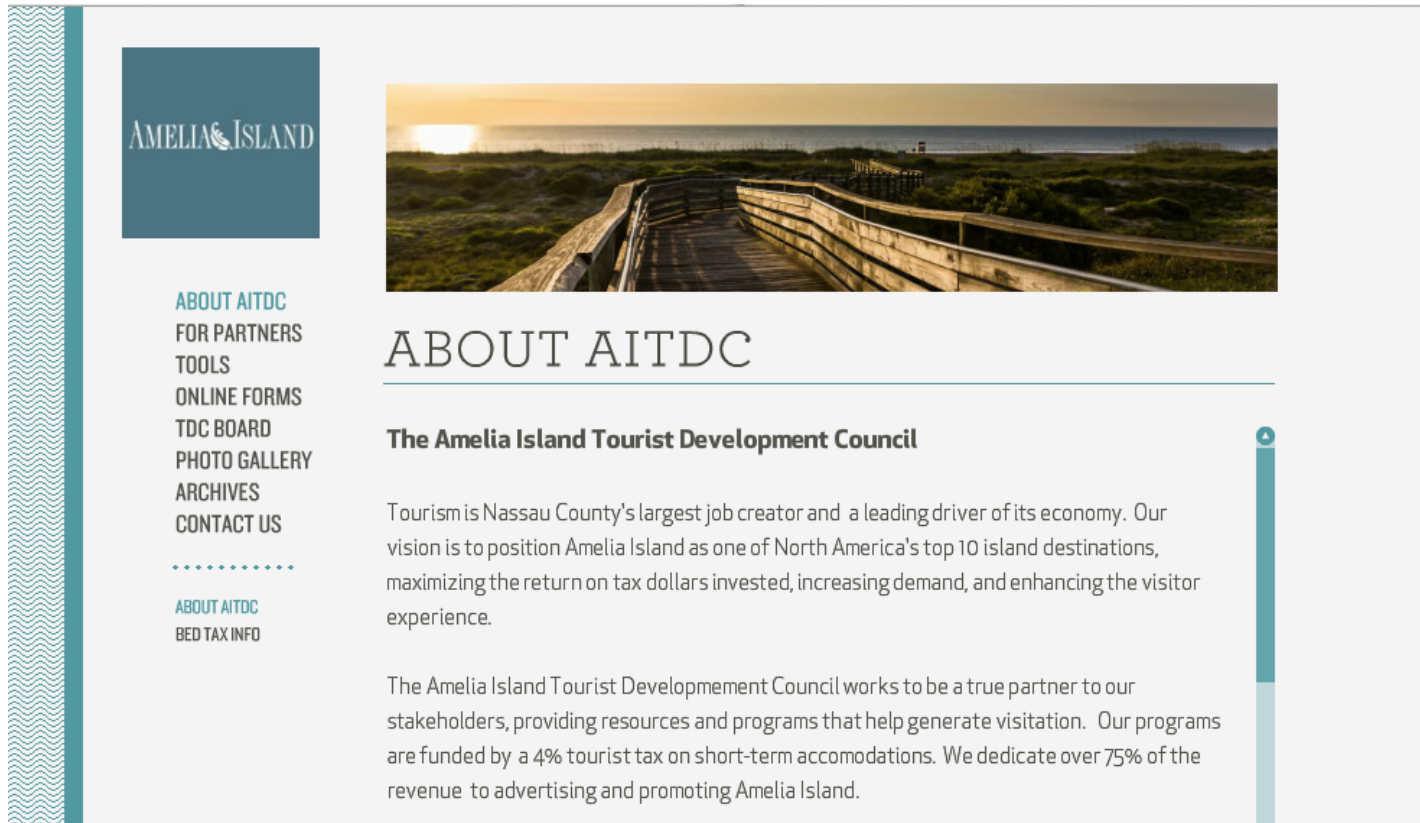
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FLORIDA



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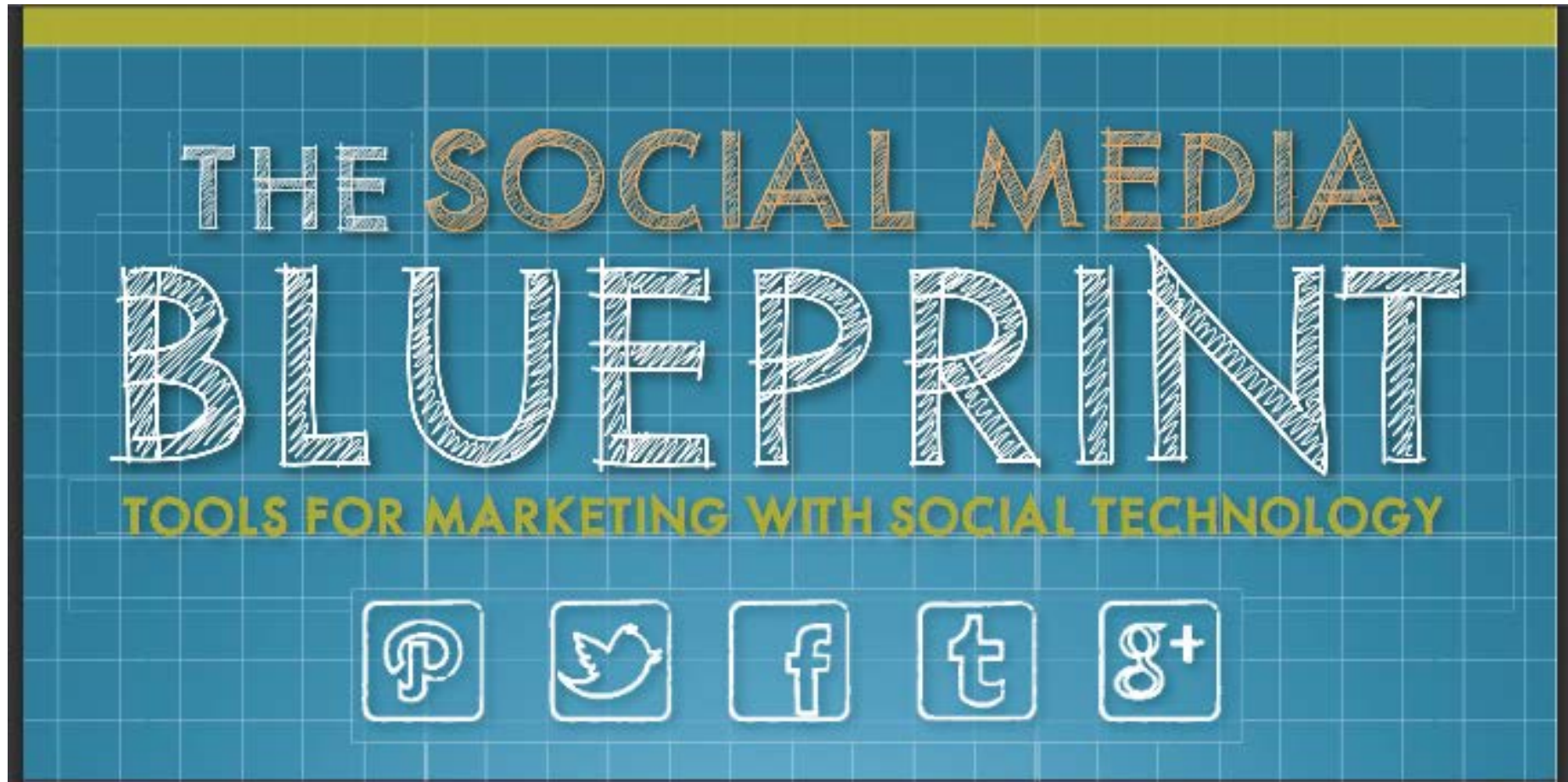
NEW AITDC SITE



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AMELIA ISLAND

SOCIAL MEDIA BLUEPRINT



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AMELIA ISLAND

METADIRECT - DEMONSTRATION WEEK OF JANUARY 5TH

The collage features several travel-related elements:

- Top Left:** TripAdvisor header for Hilton Philadelphia City Avenue Hotel, showing navigation links like Philadelphia, Hotels, Flights, Vacation Rentals, Restaurants, Things to Do, Best of 2014, Trending Now, More, and Write a Review.
- Left Side:** A TripAdvisor listing for Hilton Philadelphia with a star rating, address (4200 City Avenue, Phila), phone number (856-271-3621), and a section titled "Best prices for your stay" showing rates from \$179 to \$179. Below this are sections for "322 people have reviewed this hotel" and "Traveler tips help you choose the right room."
- Center:** A large blue arrow pointing from the left towards the right, indicating a flow or transition.
- Right Side:** A "VISIT PHILADELPHIA" banner with navigation links like #VISITPHILLY, Uwishunu Blog, With Art Philadelphia, and Philly 360°. Below this is a "Welcome to VISIT PHILADELPHIA" section and a "Hilton Philadelphia City Avenue" hotel listing with room rates for 1 King Bed and 2 Double Beds, ranging from \$179 to \$193.

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AMELIA ISLAND

JUST IN TIME FOR THE HOLIDAYS



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AMELIA ISLAND

PROMOTIONS & SPECIAL EVENTS

TaxSlayer BOWL

Jacksonville

A brown American football with white laces and a white stripe, positioned to the left of the 'TaxSlayer BOWL' text.

Friday
January 2nd 2015
3:20PM
Everbank Field
Jacksonville Florida




ZOOMA JANUARY 17TH 2015

Amelia Island
Sponsored · 🌐

Enjoy a fit girls weekend getaway in awe-inspiring Amelia Island on north Florida's Coast!

THE PERFECT GIRL GETAWAY.



Don't Miss the Zooma FL
Enjoy the Zooma half marathon, 10K, 5K races along the Atlantic Ocean at the Ritz-Carlton, Amelia Island. Includes wine-filled expos, yoga and much more!

ZOOMARUN.COM [Learn More](#)

Like · Comment · Share

To date
287
Room Nights
Booked
Mid-January

AMELIA ISLAND

RESTAURANT WEEK

Welcoming a new “Lunch” menu to 2015 Restaurant Week

- Six Restaurants Offering \$12.00 Lunch
- Seven Restaurants Offering Both Lunch and Dinner Options
- Seventeen Restaurants Offering One or Both Dinner Options of \$19.00 and/or \$29.00

Total of 30 Restaurants Participating



GREAT SOUTHERN TAILGATE
COOKOFF
IS GETTING A NEW LOOK....

**GREAT SOUTHERN
TAILGATE "CLASSIC"**
*CELEBRATING THE ART OF
TAILGATING*



New Look
New Feel

More Interaction with the Guests

More Tailgating

More and Different Food Choices

Arts and Crafts

Bigger and Better Kids Zone
headlining musical shows

Best Decorated Booth

VIP Tent will feature – Craft Beer Tasting



AMELIA ISLAND

- 2015 Value Card
- 2015 Artrageous Art Walk

AMELIA ISLAND

2015 TRAVEL TRADE

- 🐼 Travel & Adventure Show – Chicago
January 17th and 18th
- 🐼 New York Times Travel Show – New York
January 23rd and 25th
- 🐼 The Boston Globe Travel Show – Boston
February 6th, 7th and 8th

TRAVEL TRADE

Amelia Island TDC

Omni Amelia Island Plantation

2015 Florida Encounter

2015 Visit Florida Marketing Retreat

December 2015

PUBLIC RELATIONS



- My View from the Middle Seat / Afar.com
 - 4,660/1.2 million unique monthly visitors
 - October 16-20



- Journal de Quebec
 - 121,261 circulation
 - November 20



- The Times
 - Indiana / Illinois
 - 89,645 circulation
 - December 19-22



THE TIMES

- Chicago Tribune
 - November 9-15, 2014
 - 439,731 circulation
 - \$85,529 media value
- National Geographic
 - January 5 - April 30
 - In-book, online and microsite
 - 4.4 million circulation
 - 1.5 million unique monthly visitors
 - \$95,000 media value

Chicago Tribune



NATIONAL
GEOGRAPHIC

Harris Teeter Partnership

HAYWORTH PR

- Sixth year of partnership
- 220+ store locations
- North Carolina, South Carolina, Virginia, Georgia, Tennessee, Maryland, Delaware, Florida and the District of Columbia
- Giveaway to Harris Teeter e-Vic subscribers
 - March-January
- Amelia Island Discounts to VIC Cardholders
 - April-December



AMELIA ISLAND

- St. Johns Town Center
 - December 19-21
 - January 9
- Promoting Amelia Island Restaurant Week

WILLIAMS-SONOMA



HIGHLIGHTED MEDIA COVERAGE

HAYWORTH PR

- **Luxury Living in Florida (2014/15)**
-North Florida Roadtrip



Top right: 6th hole at the Ocean Links Course at Omni Amelia Island Plantation Resort
Bottom right: Fernandina Beach Marina- Photos provided courtesy of Amelia Island CVB

America is a country made for driving, and hitting the open road is undoubtedly one of the best ways to see this great nation. Florida enjoys some of the best highways around making a well organized road trip a whole lot of fun! Northern Florida consists of a diverse landscape; from rolling hills to fishing villages to high-end islands. Start from the best of North Florida stopping along the way to fish, golf, hike and beach-comb.

Amelia Island

Located on the northeastern tip of Florida, Amelia Island offers an unspoiled setting for relaxing and rewarding getaways. Thirteen miles long and two miles wide, the northern and southern tips of the island make up protected park preserves, which account for nearly 10 percent of the entire island. Named among the Top 10 North American islands by Condé Nast Traveler's Reader's Choice Awards for seven consecutive years and a Top 25 Island in the World in 2013, Amelia Island is treasured for its long stretches of quiet beaches, natural beauty, unique history, and charming seaport character.

Amelia Island offers visitors a window into the old America. Having resisted 20th century commercialisation, Amelia Island oozes charm and character, with upscale resorts, world-class spas, championship golf courses and exclusive restaurants intersecting with quaint bed and breakfasts and historic sites for an experience that's uniquely Floridian. Take a stroll or a horse-drawn carriage ride through the historic city centre and shopping district of Fernandina Beach.

Once a vibrant, Victorian seaport village, the charming downtown Fernandina Beach has managed to retain its unique appeal. Today, the town boasts a beautiful 50 block historic district with many original structures dating back to the late 19th century, including many Victorian-style mansions and cottages.

Take the afternoon to swing the clubs at the luxurious Omni Amelia Island Plantation, which boasts an impressive 54 championship holes. At sunset, saddle up and head for the shore - After all, no visit to Amelia Island is complete without a horseback ride along the pristine beach. Ride the Beaches of Amelia and Stay 'N Country Ranch offer private horseback riding along the beach from Peter's Point Park, located just north of The Fitz-Carlton, Amelia Island. From Amelia Island head west on US-94 until linking up with the I-10 just outside of Tallahassee - Florida's capital city and one of America's largest University towns.

Tallahassee

With its rolling hills and canopied roads of Spanish moss-draped oaks, Tallahassee defies the stereotypes most people hold about Florida. The capital city offers visitors deep-rooted history and culture with ample doses of fun and authenticity. A fusion of cosmopolitan flair and Southern charm defines the city. If you're in town on a Saturday check out the French-town Heritage Farmers Market for a local food journey. Then head down to Florida State's football stadium for some tailgating and American football. Florida State University's campus makes for a romantic walk or fun day out with the family. The New Capitol Building rises at the centre of Tallahassee's downtown, next to the more classic Old Capitol. A gallery atop the 22-story New Capitol provides a sweeping view of the hilly city and

HIGHLIGHTED MEDIA COVERAGE

HAYWORTH PR

- Luxury Living in Florida (2014/15)
-North Florida Roadtrip
- South Florida Parenting (November 2014)
-Amelia Island's Southern Charm



AMELIA ISLAND

HIGHLIGHTED MEDIA COVERAGE

HAYWORTH PR

- Luxury Living in Florida (2014/15)
-North Florida Roadtrip
- South Florida Parenting (November 2014)
-Amelia Island's Southern Charm
- Newsday (November 2)
-A Sunshine State of Mind

AMELIA ISLAND

Situated at the northeast corner of the state, this island has flown eight different flags since 1652. The climate is on the chilly side in winter, so spring and summer are high season, but autumn can be pleasant.

Golfing is a big attraction on Amelia. Amelia Plantation has 54 holes, some paralleling the ocean. Fernandina Golf Club, open to the public, has 27.

Fort Clinch, one of the country's best-preserved 19th century forts, offers daily tours with period re-enactments. It is now a state park with campgrounds, beaches and other facilities. Many historic sites are found in Fernandina Beach, among them the Palace

Saloon and the Florida House Inn, where Ulysses S. Grant once stayed.

Held every March is the Concours d'Elegance, a major gathering that showcases 300 or more vintage cars.

WHERE TO STAY Ritz Carlton Amelia Island and Omni Amelia Island Plantation (upscale); Amelia Island Hotel at the Beach and Residence Inn (moderate).

WHERE TO DINE There are more than 40 restaurants on the island. Salt, in the Ritz-Carlton, is a AAA Five-Diamond restaurant. David's (upscale); BarZin Bistro & Wine Bar (moderate); Cafe Karibo (inexpensive).

INFO 904-277-0717, ameliaisland.com



Fernandina Golf Club, a public course on Amelia Island, has 27 holes.

AND

HIGHLIGHTED MEDIA COVERAGE

HAYWORTH PR

- Luxury Living in Florida (2014/15)
-North Florida Roadtrip
- South Florida Parenting (November 2014)
-Amelia Island's Southern Charm
- Newsday (November 2)
-A Sunshine State of Mind
- Palm Beach Post.com (December 4)
-New Restaurant and Bar Tours

PalmBeachPost.com

SECTIONS 56° TRAFFIC

TRAVEL

Visiting Jacksonville? Soak Up Intuition Ale Works' Local Flavor

Family Insider: Indulge Your Inner Child at Sweet Pete's Sweet Shop


AMELIA ISLAND

New restaurant and bar tours

Two new tours have launched in downtown Fernandina Beach. Amelia Island Tasting Tours is offering two options for guests interested in experiencing Amelia Island through a culinary journey. The three-hour Downtown Tasting Tour will visit four to five local restaurants, with owners and chefs presenting creations.

A two-hour Mixology Tour, also known as the "on-the-go cocktail party," takes guests to four popular watering holes, allowing them to meet mixologists who share stories about the bar's history as well as the art of mixing cocktails. Both tours take place on Thursdays.

For more information or tickets, visit www.ameliaislandtastingtours.com.




Plantation serves up three holiday options

The Omni Amelia Island Plantation is offering three packages this holiday season. The Winter Wonderland Package starts at \$259 and includes accommodations, daily breakfast, valet parking, a welcome amenity, milk and Christmas cookie turndown and unlimited access to Santa's Workshop.

The Passport Package includes a number of discounts throughout the resort, including a 20 percent discount off an entree at Verandah, 25 percent discount on a round of golf, and 50 percent discount on an Island Hopper rental, tennis clinic and Camp Amelia. The package also includes two complimentary rounds at Heron's Cove Adventure Golf, \$10 gift certificate to Marche Burette Deli and Market and a \$99 Swedish Massage.

The Birdies and Bliss package includes accommodations and choice of a round of golf or a relaxing massage or facial at The Spa per night. And guests can always de-stress with a yoga class, too.



For information or reservations, call 904-261-6161 or visit www.omniameliaislandplantation.com.

AMELIA ISLAND

HIGHLIGHTED MEDIA COVERAGE

HAYWORTH PR

- Luxury Living in Florida (2014/15)
-North Florida Roadtrip
- South Florida Parenting (November 2014)
-Amelia Island's Southern Charm
- Newsday (November 2)
-A Sunshine State of Mind
- Palm Beach Post (December 4)
-New Restaurant and Bar Tours
- The Star.com (December 5)
-Small Town Charm in Florida's First Tourist Destination

Friday, December 12, 2014
3:36 PM EST


the star.com
TRAVEL

SEARCH THE STAR
Sign In

Amelia Island: Small town charm in Florida's first tourist destination

Amelia Island, Florida: Travelling on sand and trails through warm forests thick with palmettos, and trees dripping with Spanish Moss

Facebook Tweet 13 +1 1 reddit this! + save to my star



JIM BYERS / FOR TORONTO STAR

Fernandina Beach is an old-school Florida town. There are fun shops and fine, old buildings.

By: **Jim Byers** Travel, Published on Fri Dec 05 2014

FERNANDINA BEACH, FLORIDA—I'm wandering around an adorable home décor shop called The Pickers Market in this lovely northeast Florida town, snapping photos and chatting with the owners.

I spot a plastic tote bag near the checkout counter with decals from around the world, including one that says "Hotel Ontario" and another that says "YYZ."

AMELIA ISLAND

- Chicago Tribune
 - November 9-15, 2014
 - 439,731 circulation
 - \$85,529 media value
- National Geographic
 - January 5 - April 30
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 - 1.5 million unique monthly visitors
 - \$95,000 media value

Chicago Tribune



NATIONAL
GEOGRAPHIC

PUBLIC COMMENT

AMELIA ISLAND

TDC BOARD PRESENTATION