



AITDC FY2018 Industry Meeting

Wi-Fi: ameliaisland
Password: conference1

Historic



**Amelia Island Tourist
Development Council
(TDC)**

Appointed Board



**Nassau County Board of
County Commissioners
(BOCC)**

Elected Board

Funding



65%

Advertising &
Marketing



15%

Administration



10%

Travel Trade



10%

Beach
Improvements

Bed Tax



AITDC Budget



350,000

1988

Welcome Center



Resort Development



Purpose



**Tourist Development
Council
(TDC)**

**Destination
Management**



**Convention &
Visitors Bureau
(CVB)**

**Destination
Marketing**

AITDC Budget



1,600,000

2007

(4x 1988)

\$350,000

1988

Beach Vacations



Social Media



The Team

AMELIA & ISLAND

COME MAKE MEMORIES[®]

PARADISE

A STRATEGIC CREATIVE ADVERTISING,
DIGITAL & ENTERTAINMENT COMPANY

HAYWORTH PR

my AGENCY



**DEREMER
STUDIOS**

3D DIGITAL

el. digital edge

silvertech

AMELIA & ISLAND

COME MAKE MEMORIES[®]

Tourism Jobs



1 in 4 Jobs

Largest Private
Sector Employer



Increasing Tax Revenues

38%

Nassau County
sales taxes paid
by visitors



\$2,748
Household
Tax Savings

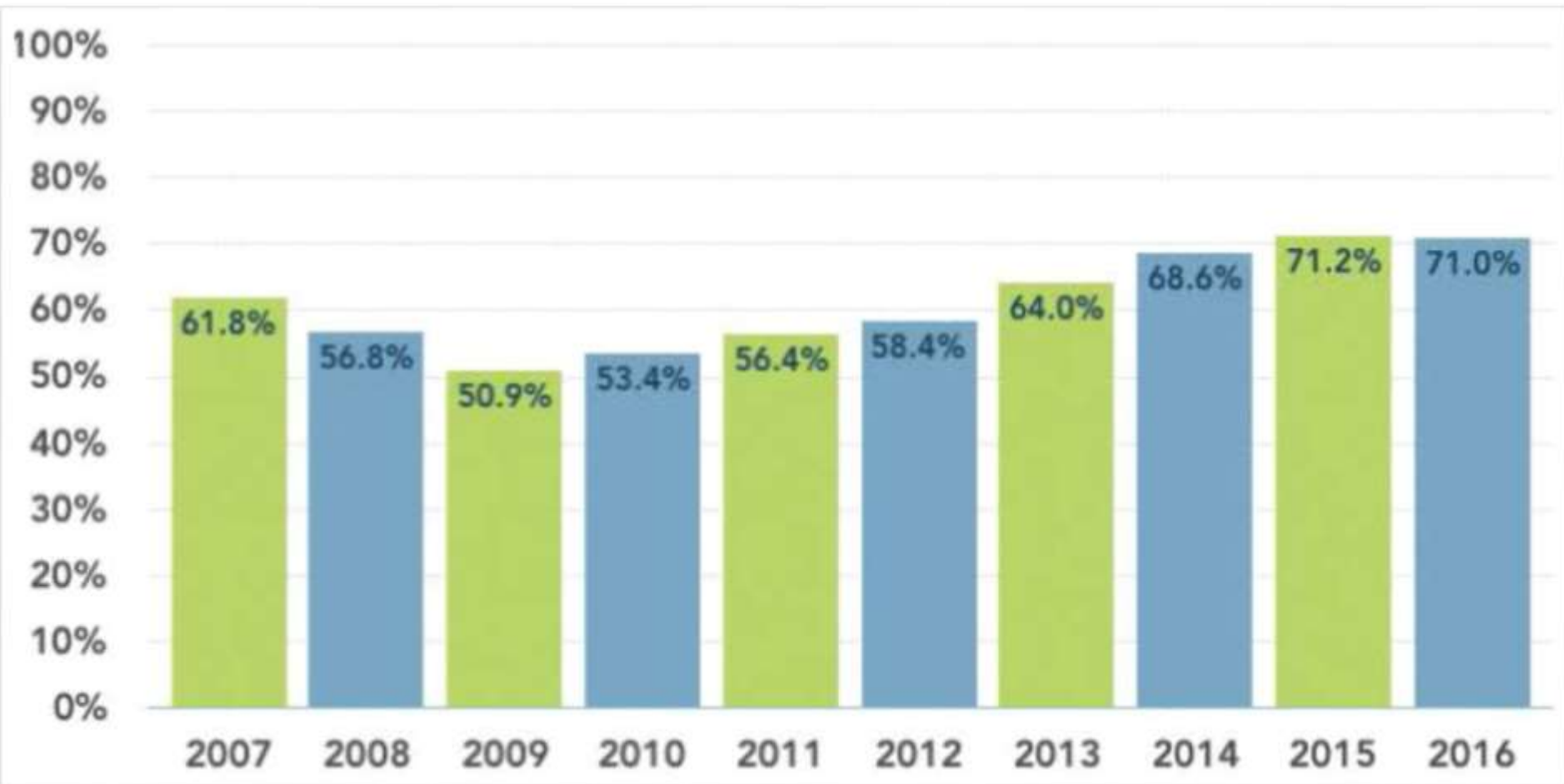


Quality of Life



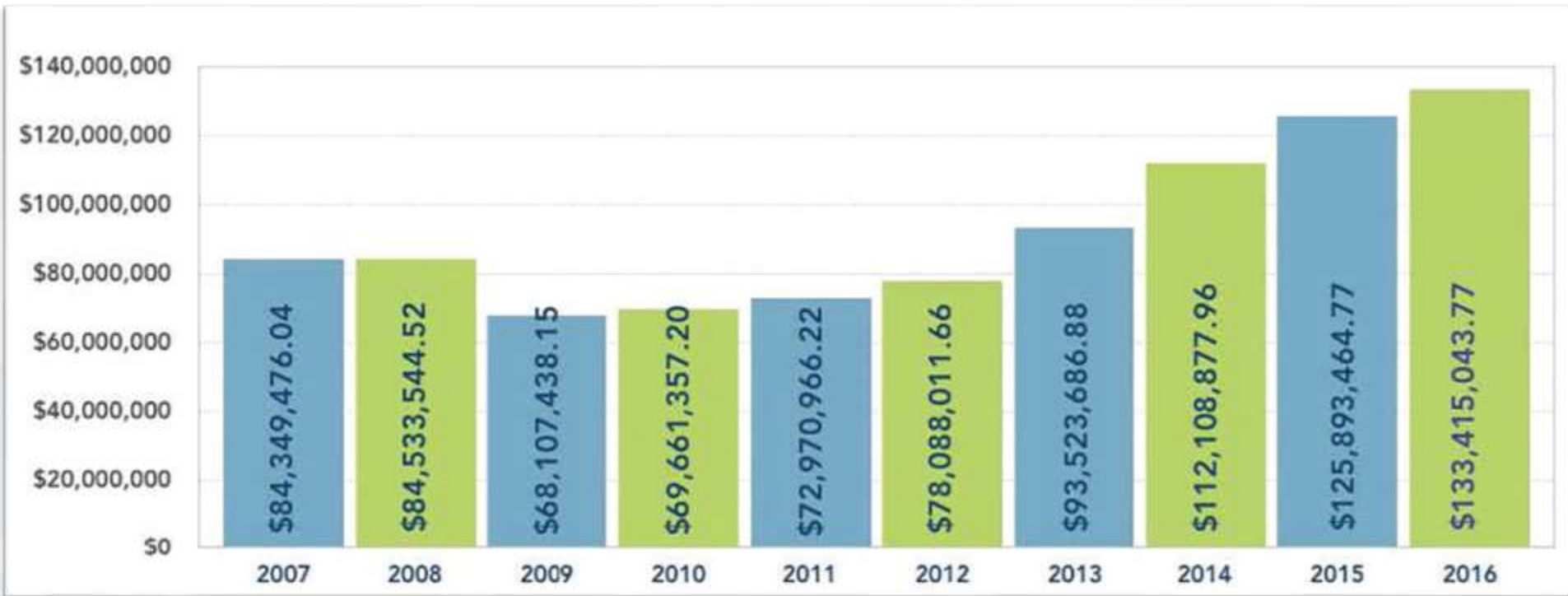
10-Year Performance

Occupancy



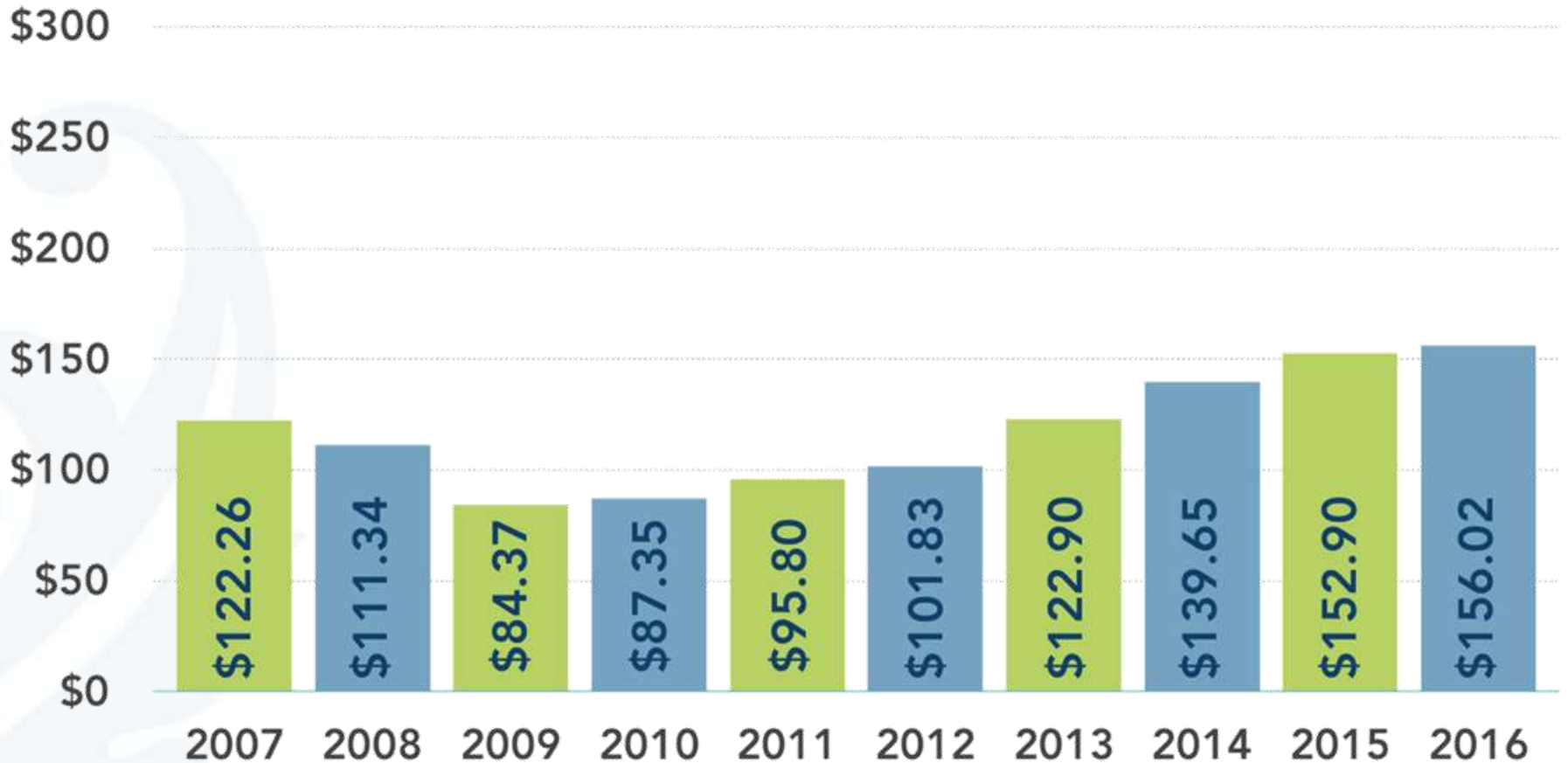
10-Year Performance

Taxable Rental Sales - \$



10-Year Performance

Revenue Per Available Room



FY2018 Key Metric Goals



**Taxable
Lodging Sales**

Increase by 5%



**Overnight
Visitors**

Increase by 3%



**Direct
Expenditures**

Increase by 5.5%

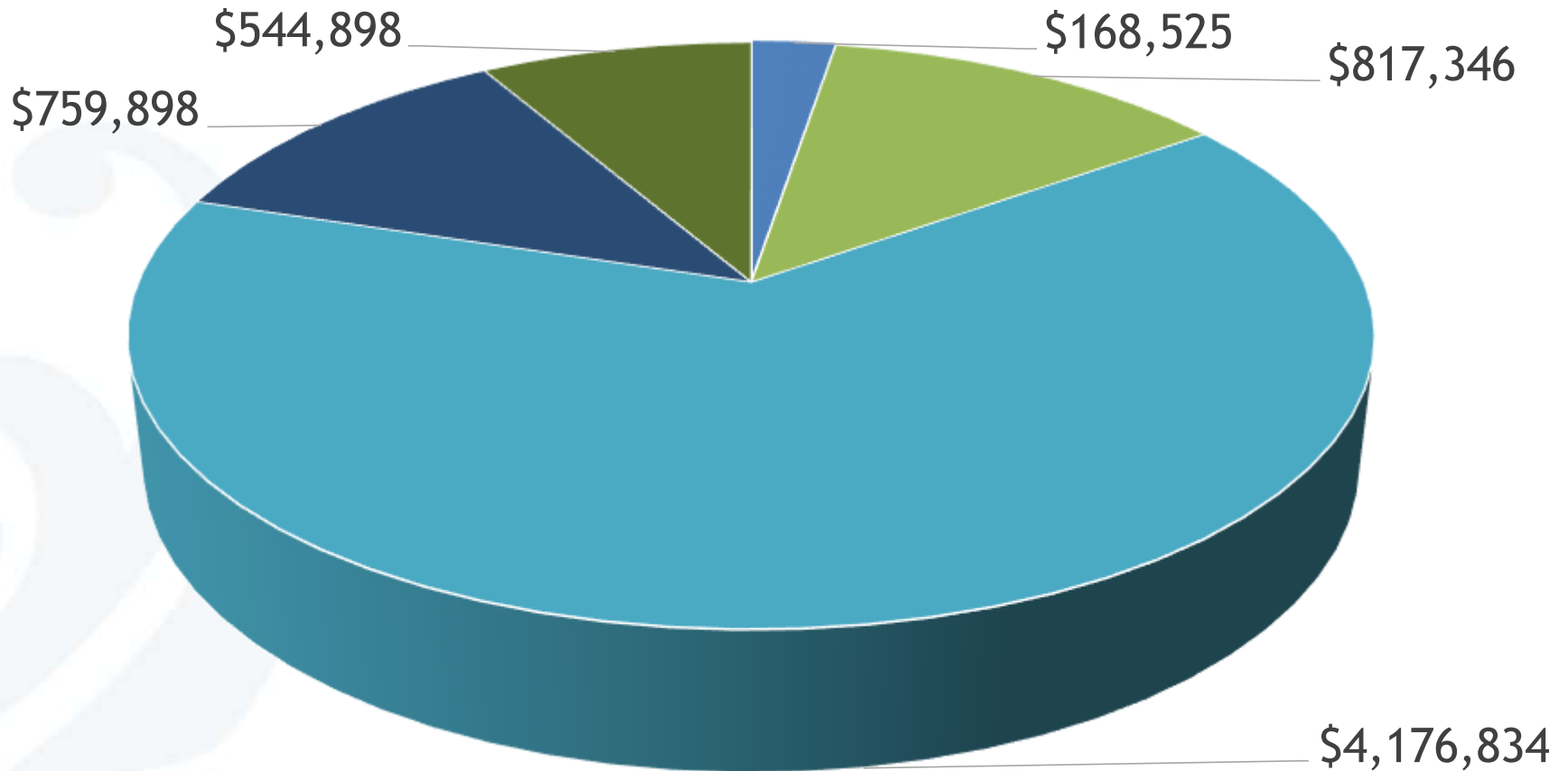


**Length of
Stay**

Increase by 4.2 Days

2018 Budget

\$6,467,501



■ Collection ■ Admin ■ Marketing ■ Travel Trade ■ Beach

CVB Team



Amy Boek



Ktimene
Axetell



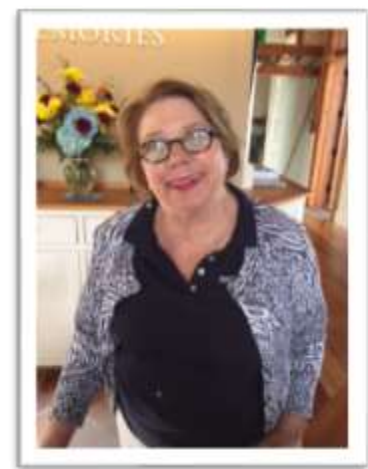
Kate Harris



Leigh Palmer



Melanie
Crawford



Deb
Nordstrom

Marketing Plan



Special Events



New Campaign

CLASSIFIED



CLASSIFIED

Amelia Island





Marketing

AMELIA ISLAND

MARKETING PLAN

2017-2018

BE ON THE LOOKOUT:



Takeaways



Partnership Opportunities

Visitor Snapshot

1,090,900

The number of estimated visitors to Amelia Island in FY 2016.



639,400

OVERNIGHT VISITORS
stayed in commercial lodging

60,700

OVERNIGHT VISITORS
visiting friends and relatives

390,800

DAY TRIPPERS

50.3

AVERAGE AGE
of Visitor

\$130,653

+3% YoY

Median Annual
HOUSEHOLD INCOME

4.1

AVERAGE STAY
Number of Days



94.4% **Satisfaction**

96.1% Would **recommend** Amelia
to friends and relatives

88.2% Plan to **return**



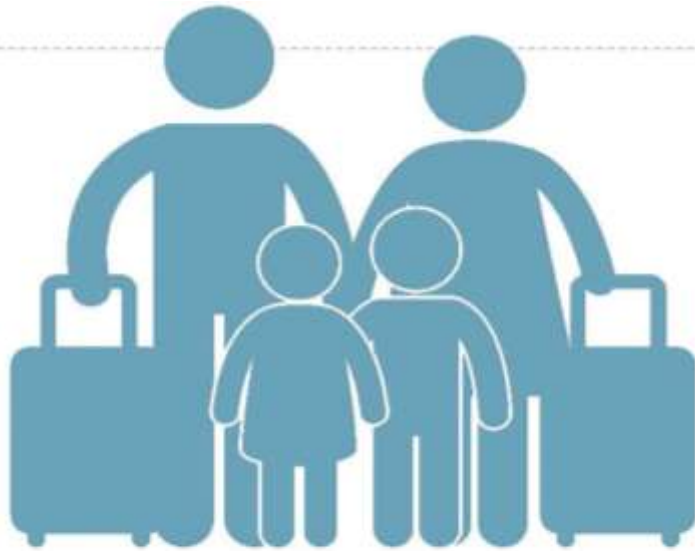
\$1,996 +3.7%

Average **Party Budget**

AMELIA ISLAND

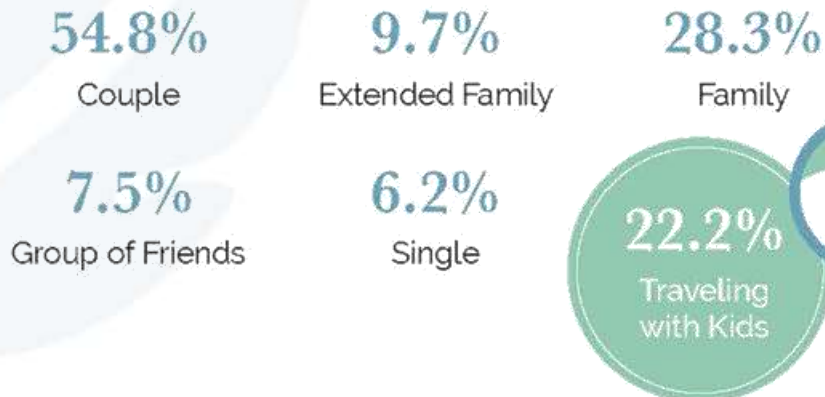
COME MAKE MEMORIES®

Visitor Snapshot



2.7 persons
Average Party Size

TRAVEL PARTY COMPOSITION



TRANSPORTATION MODE



PURPOSE OF TRIP



Visitor Snapshot

REASONS VISITORS SELECTED

AMELIA ISLAND

50.7%Beach

31%.....Never been / Try something new

27.8%.....Appealing brochures / Website

26%.....Recommendation

25.2%Hotel / Accommodations



Travel Planning
Window

Start Planning

48.5
DAYS IN ADVANCE

Book Reservations

31.9
DAYS IN ADVANCE

TOP ACTIVITIES ENJOYED



81%
Dining Out



77.2%
Beach



80.8%
Historic
Downtown



63.9%
Relaxing



59.6%
Shopping



63.3%
Walking on
the Beach

AMELIA ISLAND

COME MAKE MEMORIES®

Key Feeder States

State of Origin	FYTD 2017 (October - June)	
	%	#
Florida	21.2	102,041
Georgia	19.3	92,852
New York/New Jersey	7.1	33,925
North Carolina	6.0	28,851
South Carolina	4.5	21,785
Pennsylvania	3.9	18,525
Ohio	3.5	16,777
Virginia/Washington, DC	3.1	15,131
Tennessee	3.0	14,572
Illinois	3.0	14,199
Massachusetts	2.5	12,204
Texas	2.0	9,554

Key Feeder Cities

City of Origin	FYTD 2017 (October -June)	
	%	#
Atlanta	11.1	53,420
Jacksonville	7.2	34,614
Orlando Area	6.6	31,673
New York/New Jersey	5.0	24,077
Tampa/St. Petersburg	3.4	16,431
Savannah	2.9	13,798
Boston	2.7	13,161
Charlotte	2.4	11,307

Chicago	2.2	10,799
Washington, DC	2.2	10,470
Philadelphia	2.1	10,122
Greenville/ Spartanburg	2.0	9,833
Tallahassee	1.8	8,521
Nashville	1.4	6,555
Dallas	1.1	5,376
Houston	0.6	2,797

Market Snapshots

LOS

- Boston
- Chicago
- Greenville

Spending

- Boston
- Chicago
- New York

Expenditures & Economic

- Atlanta
- New York
- Jacksonville

DMA's	% of Overall Visitation	Est. FY 2016 Visitation	Percent Change FY 2015/16	Est. Per Capita Spending/ Per Stay	Length of Stay in Amelia Island (Days)	% Repeat Visitation	Estimated Direct Expenditures	Est. Economic Contribution of Market
Atlanta	12.9%	82,500	+5.6%	\$854.87	3.7	56.7%	\$54,026,800	\$71,083,000
Jacksonville	6.5	41,700	+11.5%	\$394.38	2.4	80.2%	\$16,445,600	\$21,637,500
Greater Orlando Area	6.4	40,700	+8.5%	\$367.88	2.7	62.3%	\$16,786,700	\$20,770,600
New York/New Jersey	4.3	27,500	+7.0%	\$774.31	4.5	28.5%	\$21,293,500	\$28,015,900
Tampa/St. Petersburg	3.7	23,500	+15.8%	\$342.16	2.5	38.7%	\$8,040,700	\$10,579,200
Savannah	3.0	19,400	+16.2%	\$385.00	2.7	70.3%	\$7,469,000	\$9,827,000
Charlotte	2.7%	17,500	+25.0%	\$592.57	3.8	51.0%	\$10,370,000	\$13,643,800
Boston	2.3	14,700	+0.7%	\$814.74	5.0	29.6%	\$11,976,700	\$15,757,700
Greenville/Spartanburg	2.3	14,600	+20.7%	\$672.83	4.5	49.3%	\$9,823,300	\$12,924,500
Washington, D.C.	2.2	13,900	+10.3%	\$727.50	4.2	24.4%	\$10,112,300	\$13,304,700
Philadelphia	2.1	13,200	-7.0%	\$715.82	4.3	30.4%	\$9,448,800	\$12,431,800
Chicago	1.9	12,400	+6.8%	\$800.36	4.8	37.7%	\$9,924,500	\$13,057,600
Tallahassee	1.8%	11,500	+29.2%	\$393.95	2.9	74.1%	\$4,530,400	\$5,960,700
Nashville	1.5	9,400	-2.1%	\$649.71	4.3	28.2%	\$6,107,300	\$8,035,300
Dallas/Fort Worth	1.1	7,200	+53.2%	\$715.51	4.4	33.3%	\$5,151,700	\$6,776,100
Houston	0.7	4,800	+23.1%	\$618.16	3.9	25.8%	\$2,967,200	\$3,903,900

Top 25% of Spenders



THE TOP 25% OF SPENDERS

Stay an average 6.6 days

(versus the 4.2 days of the average Amelia Island visitor)

20%	9%	7.6%	5.7%	5.1%
Georgia	New York/ New Jersey	Florida	North Carolina	Ohio

Our Targets

Target Markets

Established	Growth	Emerging	International
Atlanta	New York Metro	Boston	Canada
Remainder of GA*	Washington D.C. Metro	Philadelphia	Germany
Florida*	Charlotte	Nashville	United Kingdom
	Chicago	Houston	
		Dallas	

Our Targets



TARGET DEMOGRAPHICS

- Adults, ages 35-64
- Generally female decision maker
- \$175,000+ household income
- \$1million+ average net worth
- Homeowners
- Undergraduate Degree

TARGET PSYCHOGRAPHIC/BEHAVIORAL

- Couples
- Mature/Empty-Nesters
- Affluent Families (*targeting spring, summer and holidays travel*)
- Young Professionals (*millennials*)
- Affinity for travel; seeking authentic experiences

NICHE MARKET SEGMENTS



Health & Wellness



Nature/Eco Tourism



Romance/Weddings



Experiential Travelers



Light Adventure



Gender Based



Leisure Groups

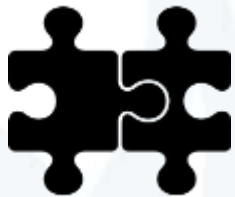


Groups

Marketing Strategic Approach



Data-driven
Decisions



Integrated
Advertising



Public Relations
in Media



New creative
Campaign



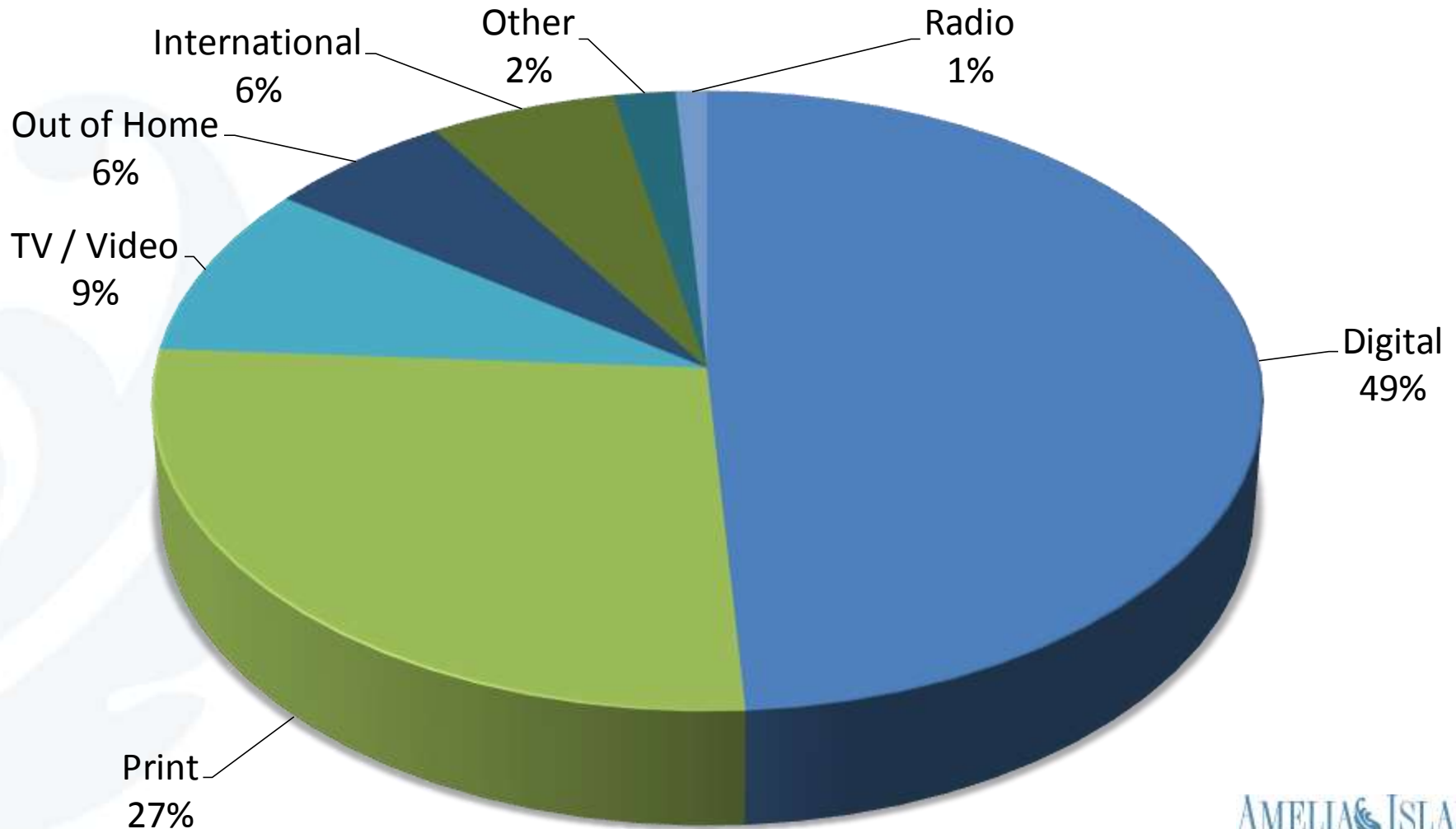
Expand
Content



Special Events

Paid Media

\$2,650,000



New Campaign

CLASSIFIED



CLASSIFIED

Traditional Co-ops

Atlanta
MAGAZINE

First Coast
For the love of the First Coast and its people.
MAGAZINE

CHICAGO

Boston

WASHINGTONIAN

Charlotte
MAGAZINE

Partner Takeaways



1. Utilize AICVB research and marketing plan
2. Target similar audiences
3. Participate in co-ops

Digital Strategy

Sustainability



SOCIO-CULTURAL

*AITDC supports
quality of life for residents.*

Every \$1 spent by AITDC
results in \$15.17 for Nassau County
government to spend on for public services.

Without tourism,
household taxes for the same level of
government services **would rise to \$2,748.**

*Provides marketing support
for events that residents & visitors can enjoy:*



ENVIRONMENT

*AITDC serves
as a destination steward.
Preserving Amelia Island's
natural beauty for years to come.*

LEAVE NO TRACE ORDINANCE (2016)

*Committed over \$1MM in
reserve funds to expedite debris removal
after Hurricane Matthew.
with no local taxes required.

*Allocated nearly \$500,000 annually
for beach improvement.
* 100% funded by overnight guests.*

PROMOTES ECO-TOURISM

*Showcasing the beach, green space, nature
excursions, farm-to-table & wild-caught
seafood restaurants.*

CLEAN BEACHES & SEA TURTLES

*AITDC was recognized by National
Geographic Traveler, winning the
2016 Platinum Award for
Sustainable Tourism from HSMIAI
for the "Clean Beaches and
Sea Turtles" program.*



ECONOMY

*AITDC promotes
overnight visitation to Amelia Island.
Creating a strong tax and
employment base across sectors.*

CREATES JOBS

*In 2016, tourism jobs represented
37.4% of Nassau County employment.*

*Every 100 visitors to Amelia Island
results in 1 new job in Nassau County.*

SUPPORTS ECONOMIC CHOICE

Promoting small & large businesses alike

*Marketing downtown
{an eclectic mix of storefronts, restaurants & activities}*

** All free to our stakeholders*

FOCUSES ON QUALITY OVER QUANTITY

*Number of overnight visitors is growing slower
than the economic impact of those visitors.*

Fastest growing segment {2010 - 2015}

Lucrative & eco-friendly foreign markets.

** tripled in visitation.*

\$746MM

Visitors total economic impact in 2015

Website Traffic



Website traffic is **up significantly** in top 5 markets.

+125%

Orlando

+50%

Atlanta

+33%

NYC

+31%

Charlotte

+47%

Washington, DC

Think **Mobile First** -

In Orlando, 93% of users are on mobile devices, in Atlanta, 85%.

WEBSITE CONVERSIONS

Evaluating beyond website traffic, we measure “conversions” by:

1. Click-thrus to lodging partners
2. Email/Visitor Guide signs-ups
3. RFP submissions

Atlanta is our #1 conversion market, driving over **\$116,606** in conversion value through newsletter sign-ups and partner views. (Other top conversion markets are Orlando, Jacksonville, and New York.)

TOP TRAFFIC SOURCES TO AMELIAISLAND.COM

1. Organic search (vast majority)
2. Paid digital
3. Social
4. Email

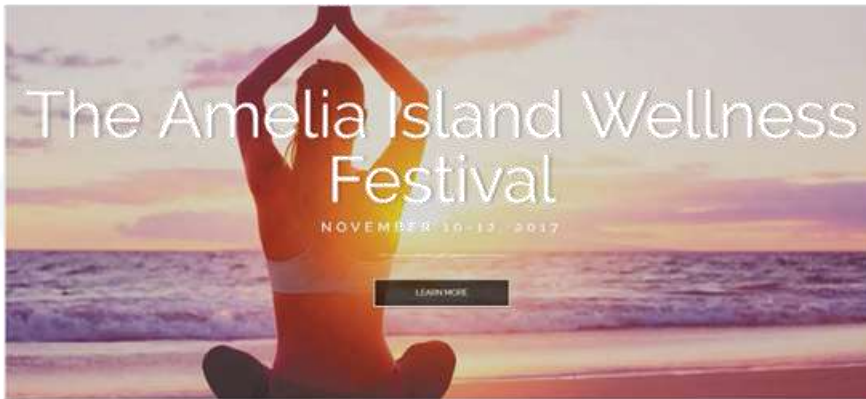


AMELIA & ISLAND

COME MAKE MEMORIES®

AmeliaIsland.com

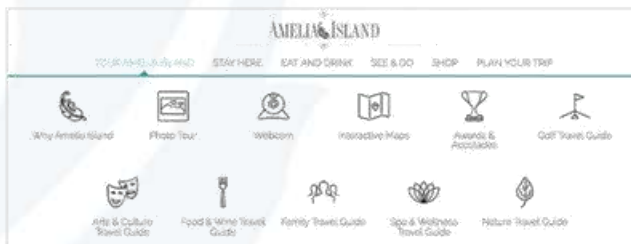
MOST VALUABLE PARTS OF AMELIAISLAND.COM



1. Homepage Hero

Single-most important real estate on the website, driving nearly half a million clicks to other sections of the website; clicks +150% YoY due to work in 2017 to optimize two main hero area templates.

1 in 4 clicks on the entire website come from the **Homepage Hero**.

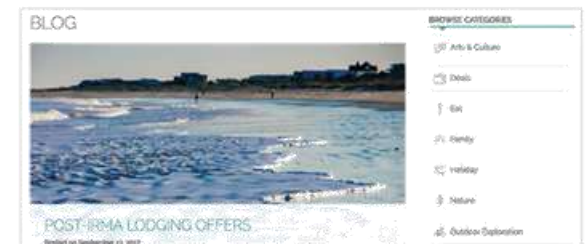


2. Tour Now Section

most engaged section of the website



3. Calendar



4. Blog

Email Database

80,000
UNIQUE EMAILS in Database

11,529
NEW UNIQUE EMAILS ADDED
(October 2016 - June 30, 2017)

GREATEST AREAS OF INTEREST FROM EMAIL SUBSCRIBERS:



Special Offers



Dining



Special Events



13.7% Average Open Rate

With open rates as high as 19% on segmented emails.

- Marketing automation emails for Dining, Nature, Romance, Golf and Family campaigns all have rates over 50%.



To improve open rates and click rates, provide real value to the user with each send, making it clear “What’s In It For Them.”

AMELIA ISLAND

COME MAKE MEMORIES®

The Amelia Island Wellness Festival



Amelia Island Chamber Music Festival



“The Year of the Piano”

Headliner Week, Jan 16-19

Digital Media Funnel

Extend reach, grow awareness in fly markets

Condé Nast
Traveler

NEW YORK

Enhance consideration; intercept competition


tripadvisor

Atlanta
Charlotte
MAGAZINE



Increase engagement; drive visitors through funnel

Google

 **SOJERN**

Drive conversions and loyalty with 1:1 CRM

Target Consumers

Evaluators

Engagers

Converters

Digital Coops






SAVE UP TO 20% OFF AT
SEASIDE AMELIA INN

Come visit the Seaside Amelia Inn in beautiful Amelia Island, Florida before the summer ends. Save up to 20% off* our regular rate for your Sunday - Thursday stay. Our intimate boutique hotel will welcome you with genuine hospitality and endless ocean views.

Discover one of Florida's best-kept treasures at the Seaside Amelia Inn - located directly on the ocean and just minutes from Historic District of Fernandina Beach.


[BOOK NOW](#)

*Promotion based on availability. Not valid with other discounts and during holidays.




Most Romantic Dinners on Amelia Island


With over 10 independently-owned restaurants and the Sea4U! beachfront, it's no wonder everyone loves here to pop the question, celebrate milestones and simply enjoy reconnecting. Our suggestions, in no particular order...



La Cixa
ROMANTIC, 780 reviews
This lovely, elegant in the heart of Historic Fernandina. The charming cottage with quality antiques, beautiful garden, outdoor terrace, is a lovely setting for a romantic dinner.




Salt The Grill at The Ritz-Carlton
ROMANTIC, 170 reviews
Romantic, elegant, and one of the best dining experiences in the Southeast. The Ritz-Carlton Amelia Island. Historic Fernandina, Florida. 170 reviews. 4.5 stars.



Bree's Waterway Cafe
ROMANTIC, 170 reviews
This is a romantic dinner on a beautiful waterfront. The Ritz-Carlton Amelia Island. Historic Fernandina, Florida. 170 reviews. 4.5 stars.





Sorted by: Rating

Fresh chilli Werribee
#1 of 111 Restaurants in Werribee
5.0 (55 reviews)
Thai, Asian

Black Seed Cafe
#2 of 111 Restaurants in Werribee
5.0 (11 reviews)

RelayRides
Rent a Local's car
BMW's, Audi's, Toyotas and More.
Starting at \$20/day
[Learn More](#)

Essence Food Studio
#3 of 111 Restaurants in Werribee
5.0 (5 reviews)

Partner Takeaways



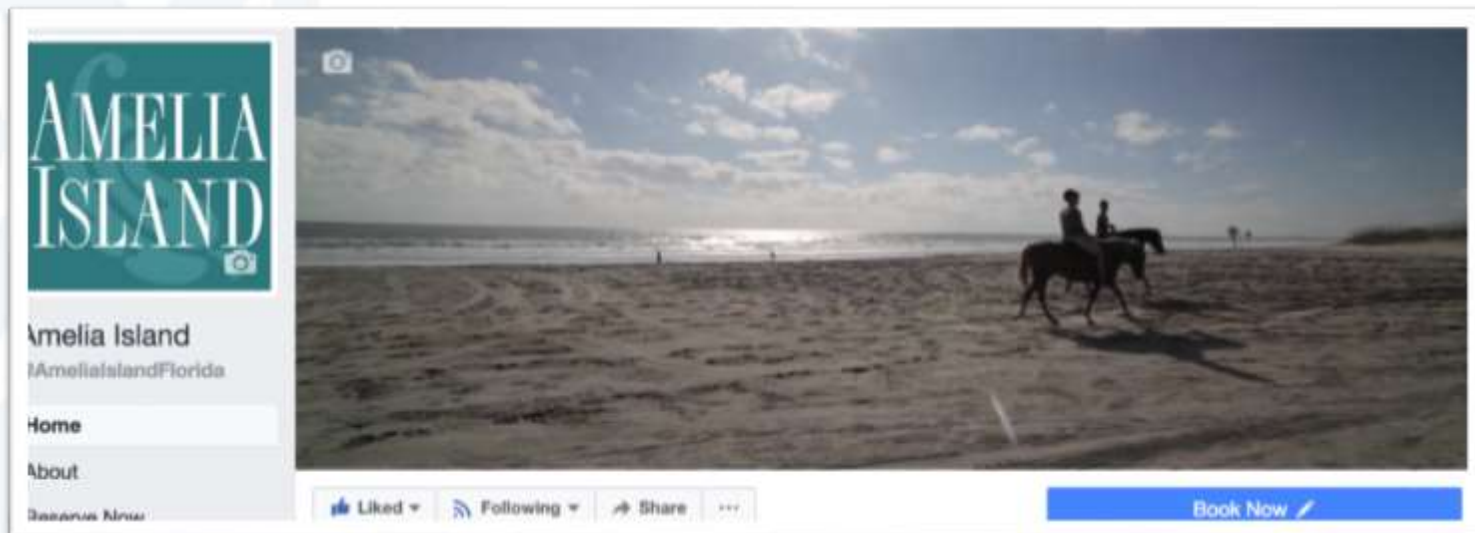
1. Share **sustainability** facts
2. Distribute our **content** to your audience & use #LoveAmelia
3. Lend your **voice**



Content

Social Snapshot


- Facebook reaches 150,000+ people a week
- Atlanta, New York, Charlotte, First Coast, Orlando + ADVOCATES
- ENGAGEMENT is the goal
- Used to micro target with paid promotions



Power of Video

Best Performing Amelia Island Facebook Content YTD:

■ = post clicks | ■ = reactions, comments and shares

Type	Average Reach	Average Engagement
 Video	26,899 	1,131 712  
 Photo	12,364 	651 394  
 Link	8,129 	289 142  

Why Video?

80%

Online videos will account for more than 80% of all consumer internet traffic by 2020

60%

of marketers used videos in their social media marketing in 2016

73%

of marketers plan on increasing their use of video this year

14%

of marketers used live videos in their social media marketing in 2016

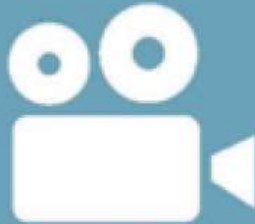
50%

of marketers plan on using live video this year

4x

as many consumers would rather watch a video about a product than reading about it

Video Production



Visit bit.ly/ameliavideos
to watch or download our videos.

TOP 5 VIDEOS ON FACEBOOK IN 2017 YTD

(ranked by video views (number listed) and minutes viewed)

#LoveAmelia Katie Ride (69.7K)

Now Boarding: Amelia Island Beach Guide (21.7K)

#LoveAmelia Shrimp Festival Time (37.9K)

#LiveAmelia 4th of July Fireworks (22.1K)

360 Video Adventure (22.3K)

4 of the top 10 performing videos this year were Facebook Live!

Social Response to Hurricane Irma

Storm Savvy

- Good news business
- Perception = reality
- Be real (and go live)
- People believe other people
- Respond quickly and honestly



Social Response to Hurricane Irma

Oncoming Storm

Amelia Island
Published by Kate Harris (7) · September 8 at 10:11am · 🌐


We appreciate all of the messages of support and concern for Amelia Island and for our residents and visitors as we wait to see what the effects of Hurricane Irma will be.

21,567 people reached

[Boost Post](#)

Amelia Island
Published by Kate Harris (7) · September 7 at 9:24am · 🌐

Morning visit to Florida's tallest dune, "Nana," a protected landmark thanks to the efforts of MaVyrne Betsch, known as the "Beach Lady."



Amelia Island
Island

15,523 people reached


[Learn More](#)

[View Results](#)

Day After

Amelia Island
Published by Kate Harris (7) · September 10 at 1:46pm · 🌐

One bright side of the passing of the storm for our very fortunate island: treasures abound on the beach. Amelia Island resident Debbie Thomas shared this photo from her walk yesterday afternoon.



96,346 people reached

[View Results](#)

50,346 People Reached

6,009 Reactions, Comments &

4,222	2,782
Like	On Post
531	363
Love	On Post
5	1
Wow	On Post
295	169
Wow	On Post
9	7
Sad	On Post
517	275
Comments	On Post
438	432
Shares	On Post

9,817 Post Clicks

2,734	30
Photo Views	Link Click

NEGATIVE FEEDBACK

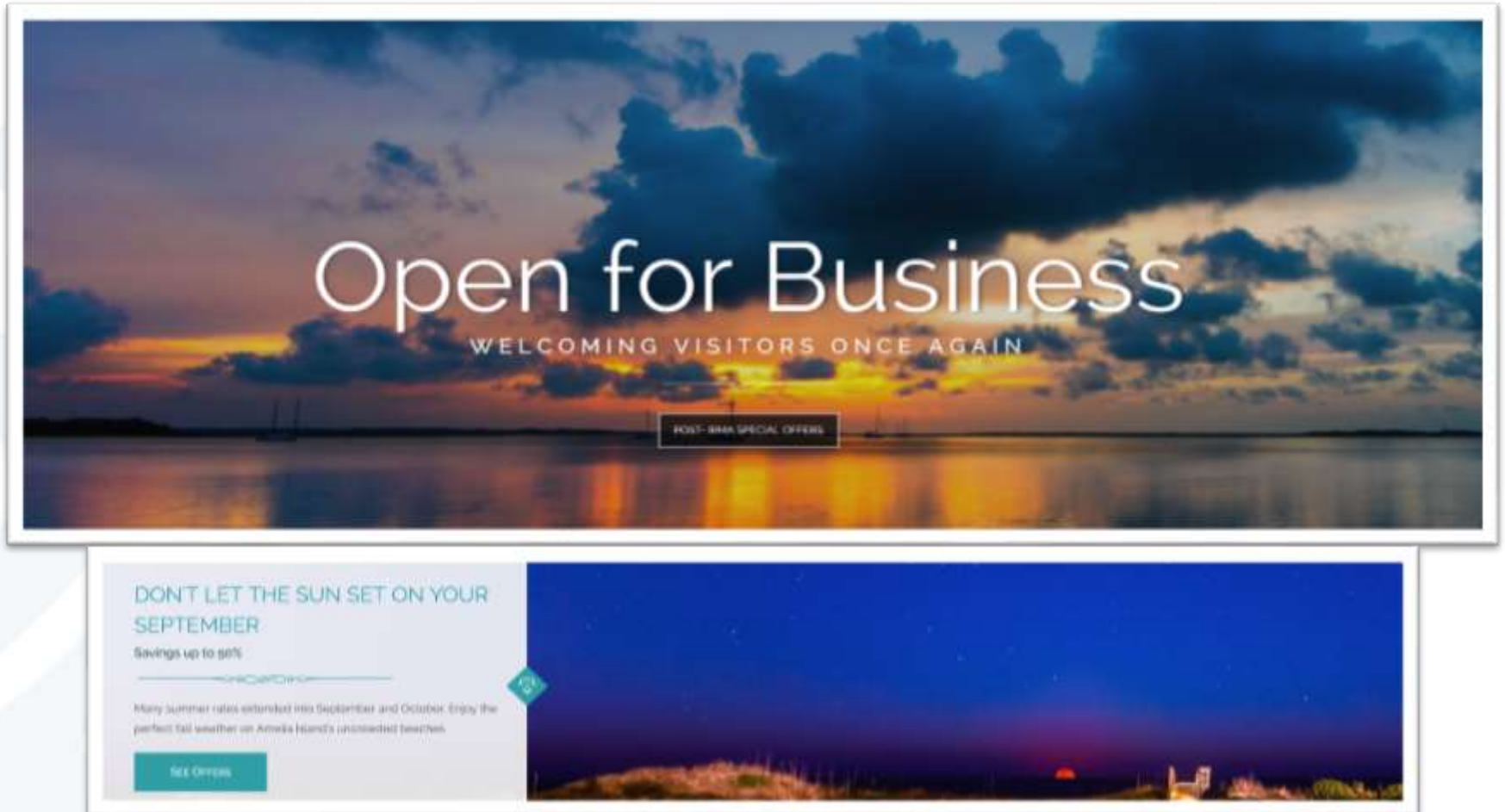
60 Hide Post

0 Report as Spam

Insights activity is reported in the insights tool in the time zone of your account.

Social Response to Hurricane Irma

Website



Social Response to Hurricane Irma

#LOVEAMELIA Videos

Amelia Island
Published by Kate Harris (1) · September 14 at 9:04am · 🌐

Open to take you for a ride today, Amelia Island Trolleys are a favorite island experience (both for regular and private tours and for special events.)



PERFORMANCE BY YOUR POST

11,536 People Reached

4,371 Video Views


337 Reactions, Comments & Shares

239 Like	190 On Post	49 On Shares
18 Love	16 On Post	2 On Shares
2 Wow	1 On Post	1 On Shares

September 14

September 15

passed, the island is ready to welcome travelers with some special fall offers for those affected. Yesterday, we visited the beach and two captivating B&Bs in Historic Downtown Fernandina Beach: The Blue Heron Inn and Addison on Amelia.



35,002 Video Views

1,508 Reactions, Comments & Shares

1,055 Like	495 On Post	560 On Shares
120 Love	64 On Post	56 On Shares
3 Haha	0 On Post	3 On Shares
3 Wow	2 On Post	1 On Shares
1 Angry	0 On Post	1 On Shares

Social Response to Hurricane Irma

Facebook LIVE Broadcasts



Since September 13th,

80,000 views

168% increase from 2 weeks prior



Social Response to Hurricane Irma

Day in the Life Photo Tour September 21



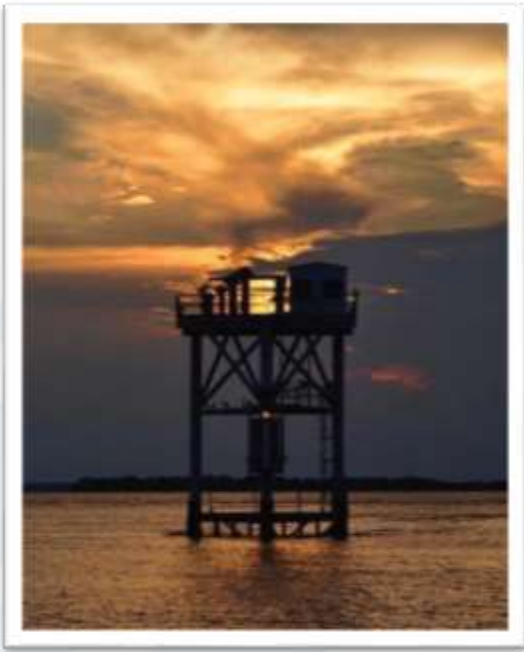
Social Response to Hurricane Irma

New Content Assets



Social Response to Hurricane Irma

Traveler Response



“A.I. is where I come when I need peace in my life. Prayers and God’s protection for everyone in the path of Irma.” - Wendy Rogers Greer

“We visited for the first time 5 years ago. It is our only vacation spot ever since. The people are as kind and loving as the island is beautiful.” - Mickie McCool

“I was supposed to be there this last week. Rescheduled for Feb. Can't wait. It will be my first time.” -Terri Bruffett

Partner Takeaways



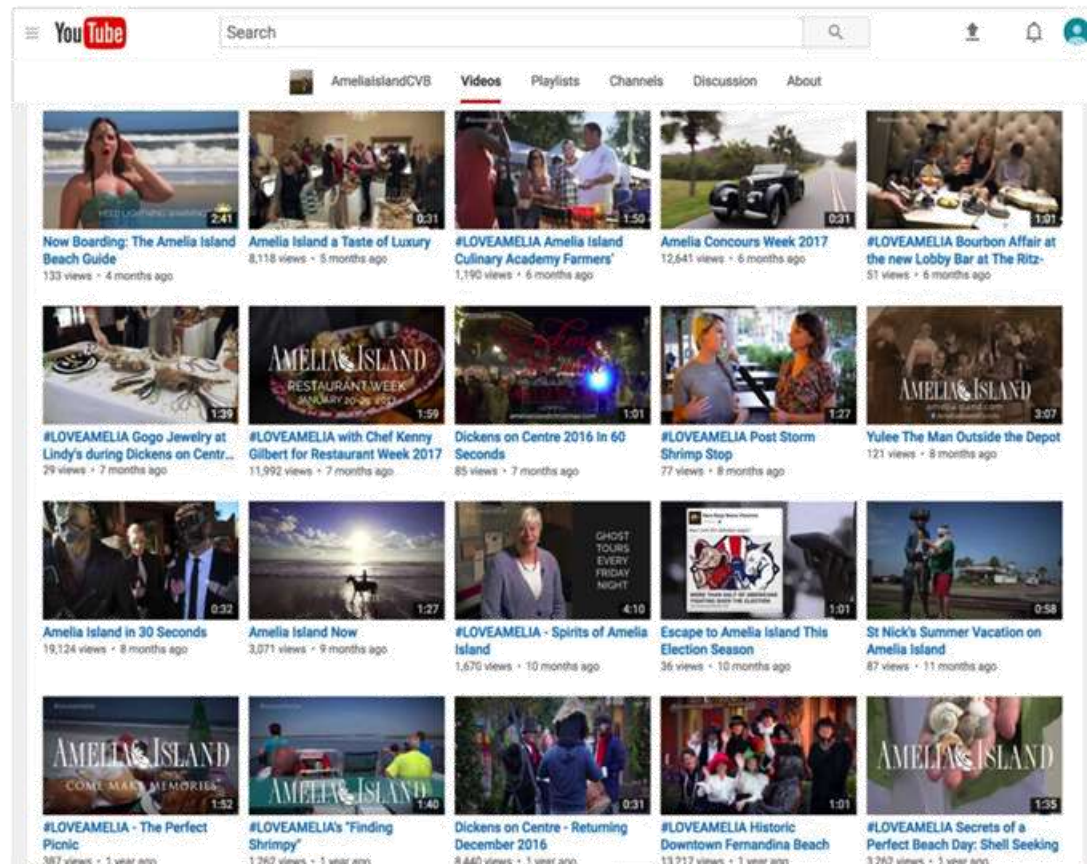
1. Learn [Facebook LIVE](#) and start broadcasting
2. [Share](#) Amelia Island content
3. Use our [image library](#) to create your own social content.
4. Tag [#LOVEAMELIA](#)

Giving People What They Want

what kinds of
content do travelers
prefer?

27%

informational videos
or travel guides



International

Memorable Events + High-value Press Coverage



Partner Takeaways



1. Participate in **stakeholder workshop**
Dec 4th
2. **Host** journalists and tour operators
3. Recognize the potential **economic impact** (and low environmental)
4. Represent at **international tradeshow**s
5. Join **Pétanque Amelia Island Open**

Strategic Initiatives

2018 Initiatives

- Cultivate Partner Relationships



Engage with the CVB for ongoing communication and educational opportunities



2018 Initiatives

- Establish Island Insiders,
a Local Ambassador Program



Share the Island Insider Content



2018 Initiatives

- Develop new ways to reinforce Amelia Island as cultural destination
- Offer unique experiences that celebrate local history and culture

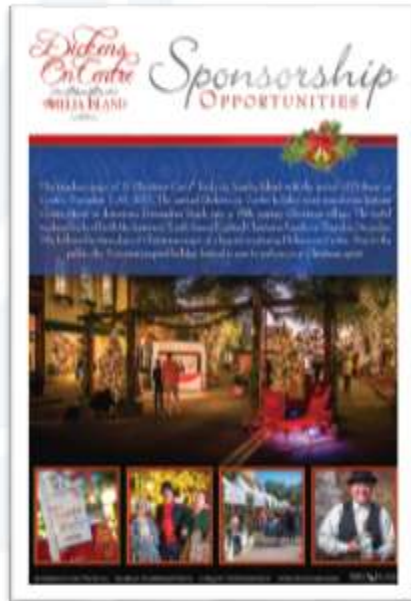


2018 Initiatives

- Build Sponsorships for Amelia Island Signature Events



Think broadly about events and how your business can integrate



2018 Initiatives

- Establish the Amelia Island Fund for Sustainable Tourism
 - Help identify private funding for projects impacting tourism



Giving Good



Partner Takeaways



1. Share the **Island Insider** content
2. Think broadly about **events** and how to integrate
3. Help **identify private funding**



Public Relations

2017 Performance

455,804,831 Overall Earned Media Impressions



9,369,383

Print



352,449,327

Online



94,986,121

Broadcast

Mentions by **130** outlets in **213** placements

28

Print

170

Online

15

Broadcast



8 Partner Promotions Executed

17 Writers Hosted



AMELIA & ISLAND

COME MAKE MEMORIES®

2017 Performance



PR Strategies

- Conduct **group media experiences**
- Invite and **host writers** on individual basis
- Follow **traditional media practices**
- Coordinate **activation events** in target markets
- Target **males & millennials**
- Secure key **influencers** as brand ambassadors
- Differentiate through **niche marketing**
- Conduct **media missions**/desk-side briefings
- Secure and execute **promotions**
- Distribute creative **press mailer**

PR Strategies

1. Saturate **emerging markets** to build brand recognition and maximized destination exposure and awareness

- traditional media practices
- targeted invites for individual stays
- influencer partnerships
- promotions
- activation events

PR Strategies

2. Position Amelia Island as a premier destination for friend **group travel** with specific outreach to **male and millennial travel** media



TIP: Target Millennial travel by appealing to their desire for authentic experiences not offered by other more commercialized competitors. **Create customizable packages and unique bucket-list experiences**, and differentiate the destination by showcasing pristine beaches and **natural experiences**.

PR Strategies

3. Secure **key influencers** as brand ambassadors to generate high-value digital coverage and ongoing engagement across social platforms



TIP: As public relations and digital marketing continue to evolve, **engaging media influencers will begin to blur the lines between a traditional media stay and a direct ad buy.** Consider budgeting for this new form of “social seeding.”

PR Strategies

4. Differentiate the destination through **niche-marketing** in the key categories of **family/multi-generational travel, wellness, culinary, and ecological interests**



TIP: Appeal to family members of all ages with a variety of **packages, activities and amenities**, and **offer incentives for traveling as an extended family-unit**, such as a grandparents eat free or connecting rooms at a discounted rate.

TIP: Capture the wellness travel audience by **creating events catering to their interests** (i.e. the Amelia Island Wellness Fest) and by **offering packages that promote active exploration** of the island and healthy living.

PR Strategies

5. Maintain brand recognition and presence in key origin markets through **ongoing media messaging**, as well as introduction of **new destination experiences**

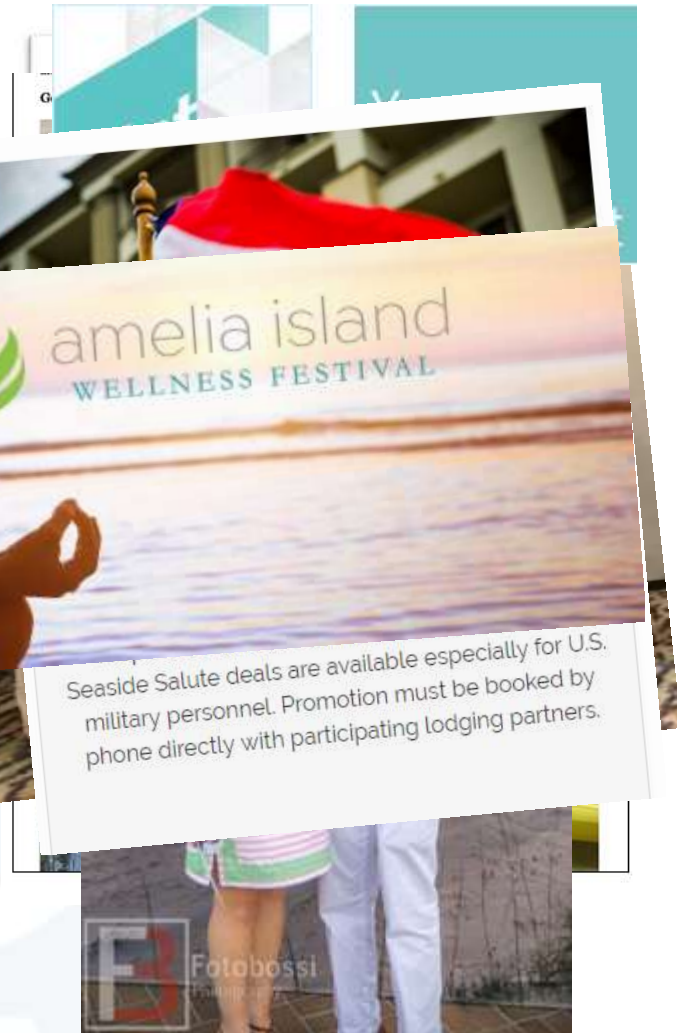


TIP: Curate “bragging rights-worthy” experiences and **photo/video opportunities** for travelers to share with friends and family through **unique packages, offers and landscapes**.

Partner Takeaways



- Host writers for individual stays
- Host digital influencers
- Host group media tours (“FAMS”)
- Participate in promotions
- Participate in promotional events
- Send us news & updates
- Respond to requests & leads
- Offer packages, or specials for events
- Follow travel trends & act accordingly



New Campaign

Ever So Slightly *Special Preview*

Ever So Slightly Special



EVER SO SLIGHTLY *Romantic*

Maybe it's being in a setting that takes your breath away. Maybe it's the simple luxury of finding a moment in time, just for the two of you. Whatever it is, there's something different about Amelia Island. Something ever so slightly romantic.

AMELIA ISLAND
COME MAKE MEMORIES®
AMELIAISLAND.COM

Industry Resources

Industry Resources

INDUSTRY RESOURCES

The AICVB provides a wealth of information and opportunities for tourism industry stakeholders to take advantage of.

1. **Get Listed** - Review and update your listing information on AmeliaIsland.com, which will also be used in the Visitor Guide.
2. **Host our Guests** - Host travel writers and influencers from all over the world.
3. **Submit Events** - Provide your tourism-related event details at AmeliaIsland.com/events to be included in the online events calendar.
4. **Share Your News** - We can help spread your messages, if we know your news. Email details on special offers, big announcements, new programs, and events to kaitlin@hayworthpr.com.
5. **Be social** -
 - A. **We're always in need of content!** Share your stories, photos, and news with our team for a chance to be featured on our social media channels and the Amelia Island Blog.
 - B. **Use Amelia Island hashtags** to reach travelers and influencers around the globe.
[#ameliaisland](#) [#loveamelia](#)
6. **Point Back** - Point to AmeliaIsland.com from your website to give your users ideas of things to do or where to go.
galleries for your use.
9. **Attend TDC meetings** - Get informed on AICVB marketing plans the 4th Wednesday of every other month.
10. **Get Involved** - Take part in promotional programs: Value Card, Seaside Salute, etc.
11. **Participate** in our cooperative advertising programs - take advantage of the AICVB's media planning and Buying power with subsidized advertising rates.
12. **Be on Display** - Display your collateral materials at the spectacular Amelia Island Welcome Center.
(open seven days a week, 364 days a year)
13. **Create Packages** - Whether for special events or promotions, create and communicate special packages and offers the AICVB can communicate on your behalf.
14. **Walk Down the Aisle** - Get lead lists of brides and grooms interested in Amelia Island weddings.



AITDC FY2018 Industry Meeting

Wi-Fi: ameliaisland
Password: conference1