



AMELIA & ISLAND

COME MAKE MEMORIES[®]



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.

Mary Duffy

Leave No Trace Beach Ordinance

AMELIA
ISLAND
SEA TURTLE
WATCH,
INC.



Leave No Trace



AMELIA ISLAND'S
NATURAL BEAUTY
LEAVES A LASTING
IMPRESSION.

Rack Card

LEAVE ONLY YOUR FOOTPRINTS.
UNATTENDED BELONGINGS MAY
BE REMOVED AND DESTROYED.

When day is done and the sun drifts into the horizon, please leave the beach just as you found it. Remove all belongings, fill in holes and smooth out sandcastles. All of these can be dangerous obstacles to sea turtles and other visitors. Articles left unattended after sunset may be removed and destroyed.

Beach Signage

LEAVE IT & LOSE IT

Items left overnight will be removed & destroyed.

www.AmeliaIsland.com/LNT

LOOK BEFORE YOU LEAVE

Leave only your footprints. Unattended belongings may be removed and destroyed.



Chairs and
Umbrellas



Towels and
Beach Sheets



Cups, Plates and
Food Packages



Grills



Coolers



Tents and
Canopies



Magazines
and Books



Phones



Beach Toys



Grills



Coolers



Tents and
Canopies



Phones

Toys

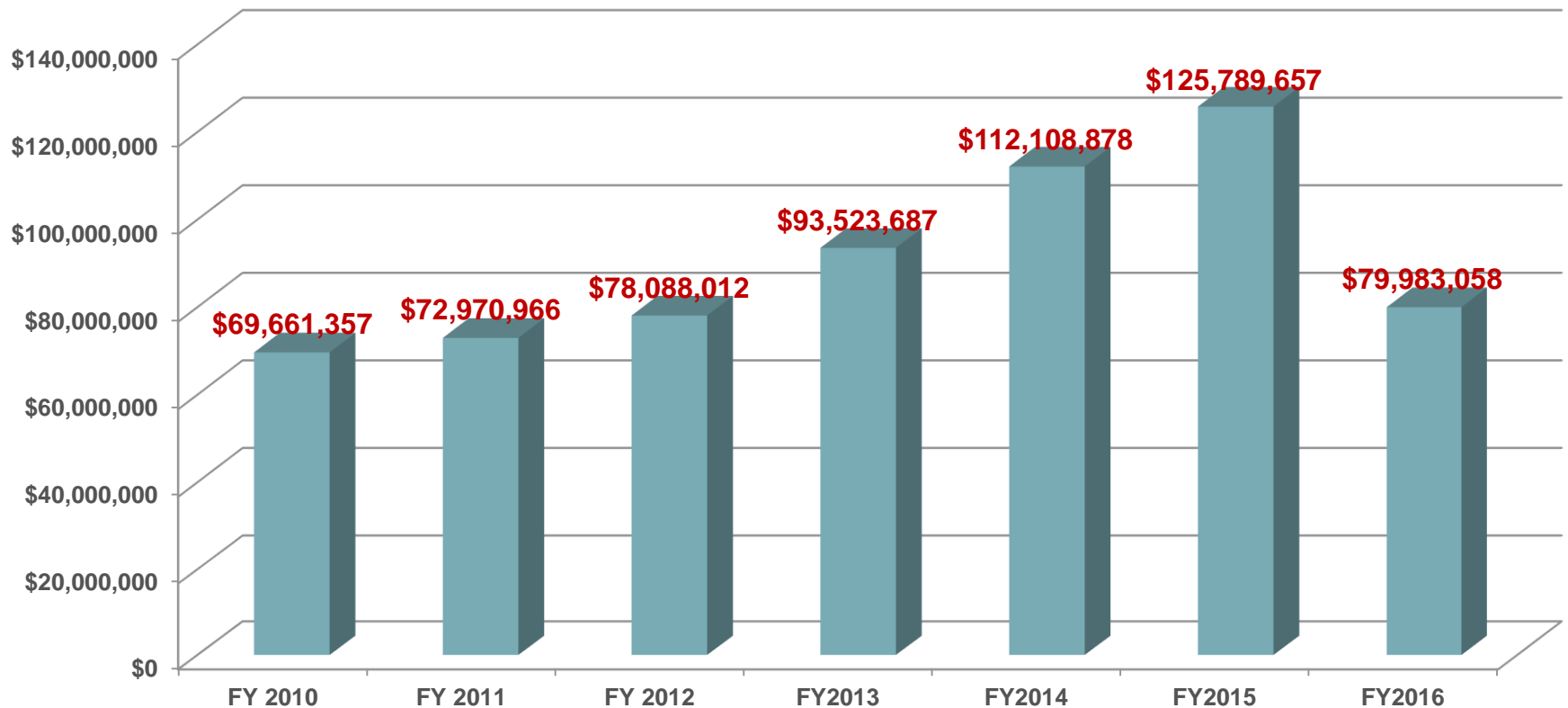
AMELIA & ISLAND

LAND

FINANCIALS



FY2016 YTD Taxable Revenue



FY2016 YTD Budget

Description	YTD 2016 Budget		YTD Actual	Variance
INCOME	\$3,738,750		\$4,026,452	\$394,835
EXPENSES				
Cost of Collections	\$95,288		\$107,133	\$11,845
TDC Admin. 15%	\$462,144		\$519,593	\$57,488
Marketing - 65%	\$3,566,604		\$2,051,550	(\$1,515,054)
Travel Trade - 10%	\$839,273		\$322,354	(\$516,919)
Beach Improv. 10%**	\$331,225		\$95,833	(\$235,342)
EXP. TOTAL	\$3,584,248		\$2,406,928	(\$1,177,320)
NET	(\$154,502)		(\$1,331,822)	(\$1,486,324)

FY2017 Budget Proposal

<u>Description</u>	<u>FY 2017 Budget</u>
Tourist Dev. Funds	\$4,795,875
Reserve/Carryforward	\$1,250,000
Cost of Collection	<u>(\$143,876)</u>
Net Tourist Dev. Funds	\$5,901,999
TDC Admin - 15%	\$697,800
Marketing - 65%	\$4,205,799
Travel Trade - 10%	\$533,200
Beach Projects - 10%	\$465,200

HAYWORTH 

- Redbook
 - Girlfriend Getaway
 - May Visit
 - 2,222,115 Circulation
- HappilyHughes.com
 - Family-Friendly Amelia Island
 - May Visit
 - 66,242 Unique Monthly Views
- Fodor's Travel Guide
 - Dining Around Amelia Island
 - May Visit
 - 1,361,089 Circulation

redbook

Happily HUGHES

Fodor'sTravel

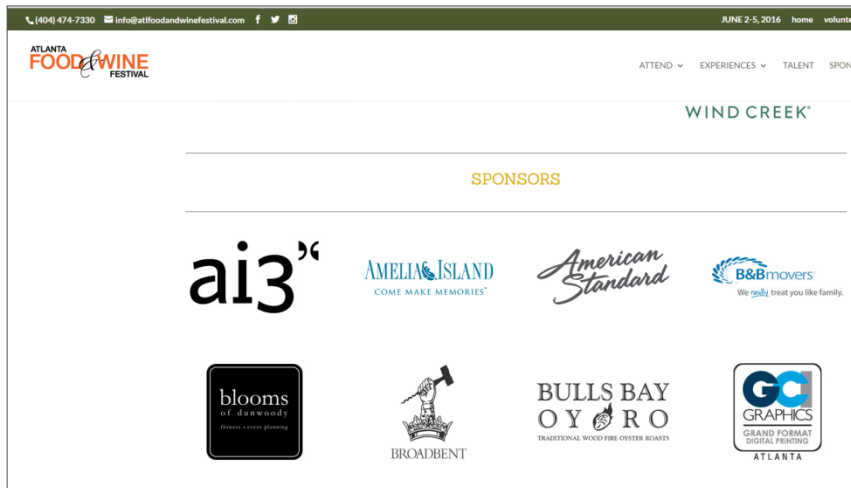
- 360 West
 - Weekend Getaway from Texas
 - July 18-20
 - 50,509 Circulation
- Solo Traveler Blog
 - Traveling Alone to Amelia Island
 - Date
 - 261,878 Unique Monthly Views
- J's Everyday Fashion
 - Fashion Photo Shoot on Amelia
 - Dates
 - 563,963 Unique Monthly Views



- Wheel of Fortune
 - Amelia Island
 - Omni Amelia Island Plantation Resort
- Lunkerville
 - “Reel in A Trip to Amelia Island” Contest
 - :30 Promotional Spot
 - Broadcasting on Comcast Sportsnet, NBC Sports, PBS and World Fishing Network



- Atlanta Food & Wine Festival
 - Chef Andrew Yeo – Ritz-Carlton
 - Chef Daven Wardynski – Omni Amelia Island Plantation
 - Chef Kenny Gilbert – Gilbert's Underground Kitchen



Consumer Activation

HAYWORTH PR

- Atlanta Food & Wine Festival
 - Chef Andrew Yeo – Ritz-Carlton
 - Chef Daven Wardynski – Omni Amelia Island Plantation
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ATLANTA
FOOD & WINE
FESTIVAL

IN MIDTOWN | JUNE 2-5, 2016

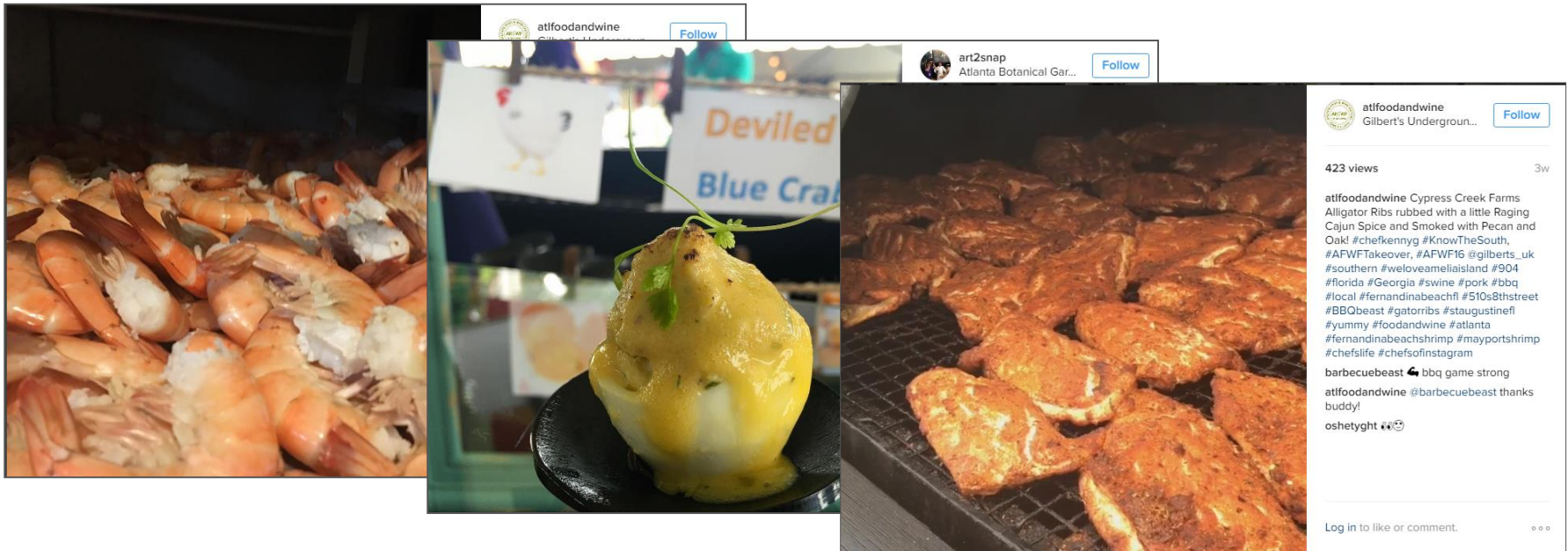


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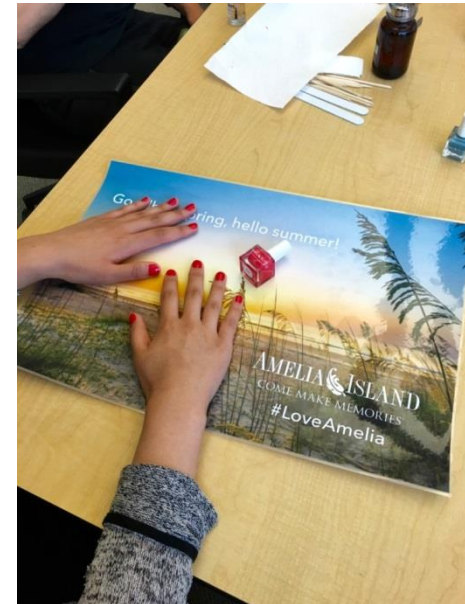
ATLANTA
FOOD & WINE
FESTIVAL
IN MIDTOWN | JUNE 2-5, 2016



- Goodbye Spring, Hello Summer!
 - First Day of Summer Manicured Media Event
 - Top NYC Media: Family Circle, Family Fun, Parents, SELF, Conde Nast Traveler, Brides, TODAY Show
 - Distributed Amelia Island Nail Polishes, Press Kits, Visitor Guides, Travel Journals



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Highlighted Media Coverage

HAYWORTH PR

- Southbound
- Cover photo and feature story
- 68,280 Circulation



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 - Girlfriend Getaway
 - 2,222,115 Circulation



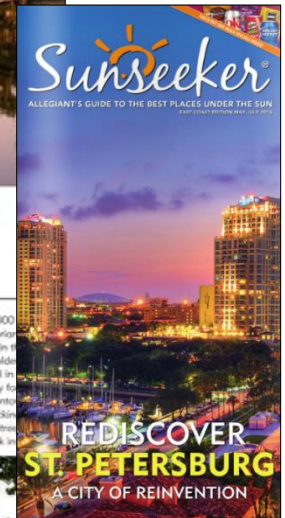
Highlighted Media Coverage

- Southbound
 - Cover photo and feature story
 - 68,280 Circulation
- Redbook
 - Girlfriend Getaway
 - 2,222,115 Circulation
- USA Today.com
 - Seafood Festivals (Shrimp)
 - 521,960 Unique Monthly Views



Highlighted Media Coverage

- Southbound
 - Cover photo and feature story
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- Redbook
 - Girlfriend Getaway
 - 2,222,115 Circulation
- USA Today.com
 - Seafood Festivals (Shrimp)
 - 521,960 Unique Monthly Views
- Sunseeker
 - Exploring Amelia Island
 - 122,500 Circulation



Highlighted Media Coverage

HAYWORTH PR

- Garden & Gun
 - Beaches of Amelia Island
 - 357,036 Circulation

Coastal Cruising
The rubber meets the sand on these car-friendly Southern beaches

NEW SMYRNA, FLORIDA
The tradition of beach driving goes back more than 100 years to New Smyrna Beach, where the wide, white sand once served the early days of racing. You need to take a little time to still tool around to sundown. cityofnassau.com

AMELIA ISLAND, FLORIDA
This southernmost Sea Island is perhaps best known for its coastal golf courses, lush maritime forests, and picturesque downtown. But at several locations along the slow-paced beach near the Georgia line, you can roll right up to the water's edge. Note: Four-wheel drive is recommended on the sand. nassaucountyfl.com

HOLLY BEACH, LOUISIANA
After being leveled by Hurricane Audrey in 1957, and then again by Rita, Ike, and Gustav, Holly Beach adopted the motto "built to be rebuilt." You won't find many tourists or posh resorts, just quiet spots to read, wildflowers blooming near the shore, and an ideal avenue for a slow beach drive. parishofcameron.net

OUTER BANKS, NORTH CAROLINA
Driving on the beaches is permitted year-round in most spots hereabouts. For some of the

GARDEN & GUN
Southern Road Trips
357,036 Circulation

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- Coastal Living
 - Marlin & Barrel Distillery
 - 663,842 Circulation

COASTAL LIVING

CURRENTS

GIFT TIPS

HIGH SPIRITS
Cheers to these five coastal craft distilleries that are doing rum right

MAINE CRAFT DISTILLING
Based in Portland, Maine, this spirit maker uses locally farmed Maine ingredients to create its liquors. The Queequeg Spiced Rum—named for the harpooner in *Moby-Dick*—pays homage to the many ships that were built along Maine's coast in years past. In addition to rum, the distillery also produces gin, whiskey, and blueberry moonshine. mainecraftdistilling.com

MANULELE DISTILLERS
This Oahu-based distillery produces farm-to-bottle rum using local ingredients like vanilla, honey, and the abundant Hawaiian sugar cane, known as *ko*. The *Ko Hana Agricole Rum* is aged in oak barrels, softening the flavors of cinnamon and caramel. kohanarum.com

MALAHAT SPIRITS CO.
Named after an early 1900s rum-running schooner, this San Diego-based distillery uses "multiple types of molasses and an unexpected strain of yeast" to handcraft an ultra-smooth rum perfected by the distillery's three

MARLIN & BARREL
Step into any restaurant in Fernandina Beach, Florida, and there's likely a bottle of this slightly sweet spirit behind the bar. It's handmade with care at every step, from combining fermented black-strap molasses with pure sugar cane to "resting" (rather than fully aging) the rum in freshly emptied whiskey barrels. marlinbarrel.com

SOUTH HOLLOW SPIRITS
When the family that owns Truro Vineyards decided to open the first legal distillery on Cape Cod since Prohibition, they did so with a winemaker's mentality, a 250-gallon cooper pot for distilling, and Chandonnay—and whiskey-soaked barrels for a yearlong aging process. Their highly aromatic Twenty Boat Rum is a nod to the number of police and Coast Guard vessels it took to break up a brazen bootlegging ring in the Provincetown Harbor in 1930. southhollowspirits.com

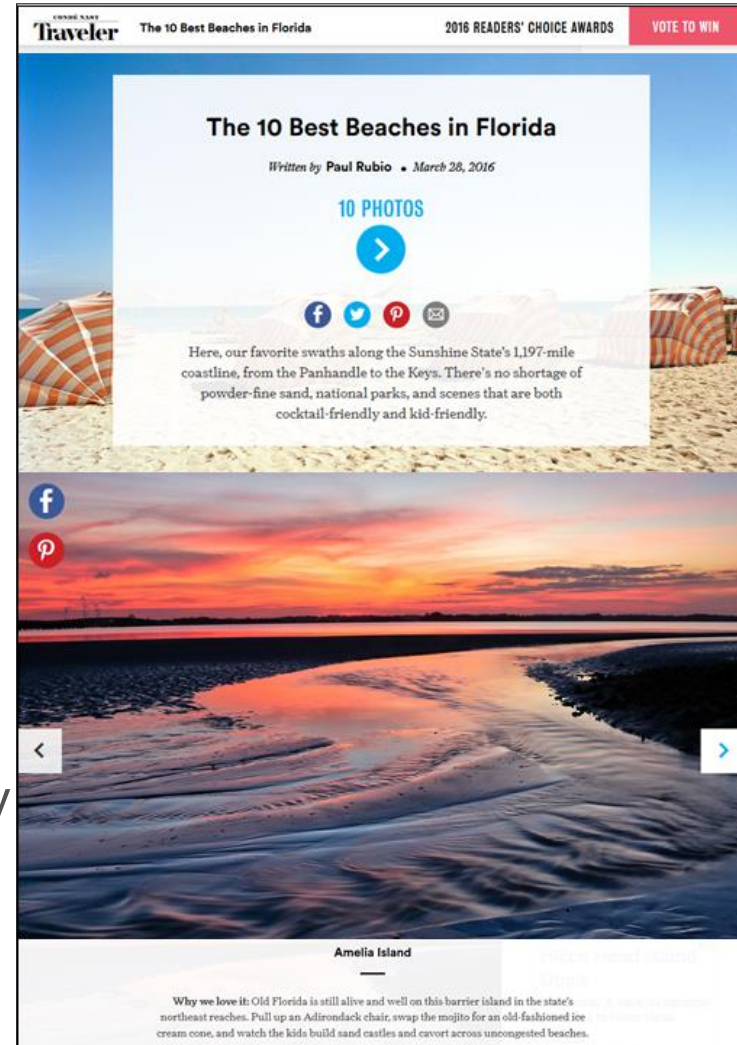
MIX IT UP! Find our top rum recipes at coastalliving.com/rum

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20 COASTAL LIVING | 112

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 - Best Florida Beaches
 - 1,753,960 Unique Monthly Views



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 - 1,753,960 Unique Monthly Views
- Atlanta Journal-Constitution.com
 - Shrimp Festival
 - 1,208,088 Unique Monthly Views



MARKETING



10TH ANNUAL
AMELIA ISLAND MUSEUM OF HISTORY
**HOLIDAY
HOME TOUR**



**DECEMBER 2 & 3, 2016
10 AM - 4 PM**

TICKET INFORMATION

**STANDARD HOME
TOUR TICKETS**

\$25 BEFORE
DEC 2, 2016

\$30 ON
DEC 2 & 3, 2016

**HANDS-ON HOLIDAY
WORKSHOP WITH
BROOKE RAULERSON**

6 PM CLASS
TUESDAY
NOV 23, 2016

6 PM CLASS
WEDNESDAY
NOV 30, 2016

Visit five beautiful Victorian homes located in the historic district of Fernandina Beach, each decorated for the holidays by a local florist or decorator. Enjoy a hands-on holiday class with Brooke Raulerson, AIFD, CFD, FSMD of Artistic Florist. Workshop tickets available this fall at Artistic Florist.

AMELIA ISLAND
A SOUTHERN ELEGANCE CHRISTMAS

CHRISTMAS PAST
MADE PRESENT

*Dickens
On Centre*

COME MAKE MEMORIES

DECEMBER 8-10

Chestnuts roasting. Carolers strolling. Saint Nick arriving. Wander and wonder through a true Victorian Christmas, made new through the spectacular Dickens on Centre event this December in downtown Fernandina Beach.

AMELIA ISLAND
A SOUTHERN ELEGANCE CHRISTMAS

**BED & B BREAKFAST
ASSOCIATION**
**HOLIDAY
COOKIE TOUR**
SATURDAY, DECEMBER 10, 2016
12-5 PM TOUR



AMELIA ISLAND
A SOUTHERN ELEGANCE CHRISTMAS

WWW.AMELIAISLANDCHRISTMAS.COM

Christmas in July





Christmas in July promotion

- Atlanta, July 25th
- Pitches, media reception
- Guerilla PR
- CTA AmeliasIslandChristmas.com
 - SN email



Upcoming

- GA/FL Plans
- Budgeting & Media Planning
- Updating Collateral
 - Historic downtown
 - Egans Creek Greenway
- Marketing Planning FY 2017





DIGITAL & INTERNATIONAL

Homepage Redesign

AMELIA ISLAND

[TOUR AMELIA ISLAND](#) [STAY HERE](#) [EAT AND DRINK](#) [SEE & DO](#) [SHOP](#) [PLAN YOUR TRIP](#)



Come Make Memories

ENCHANTMENT AWAITS

[SPECIAL OFFERS](#)

[ACCOMMODATIONS](#)

[PHOTO GALLERY](#)

Homepage Redesign

ALL DAY AMELIA

What's your perfect day?

Whether you like exploring local color or the outdoors, seeking serenity or an indulgent getaway, Amelia Island has something for you. Take the quiz and uncover your perfect way to spend a day enjoying enchanting Amelia Island.

TAKE THE QUIZ



A FAMILY TRAVEL GUIDE

Fun all day, for all ages

Amelia Island is the perfect family getaway for a classic beach vacation with an enchanted atmosphere and fascinating history. Enjoy 13 miles of uncrowded beaches, ample green space, abundant family events, and activities for all ages. Pets are welcome, too.

BRING THE FAMILY



50 BLOCKS OF CHARM

Historic Downtown Fernandina Beach

Stories beckon from every corner of Historic Downtown Fernandina Beach. This enchanting Victorian seaport village was once a stomping ground for pirates, Gilded Age millionaires, bootleggers, shrimpers, and other colorful characters. Take a look.

EXPLORE



Featured Events

JUL 02 Firecracker 5K
[VIEW EVENT DETAILS »](#)

JUL 04 Light Up Amelia 4th of July
[VIEW EVENT DETAILS »](#)

JUL 04 Red White and Deep Blue Celebration
[VIEW EVENT DETAILS »](#)

[FULL CALENDAR OF EVENTS](#)

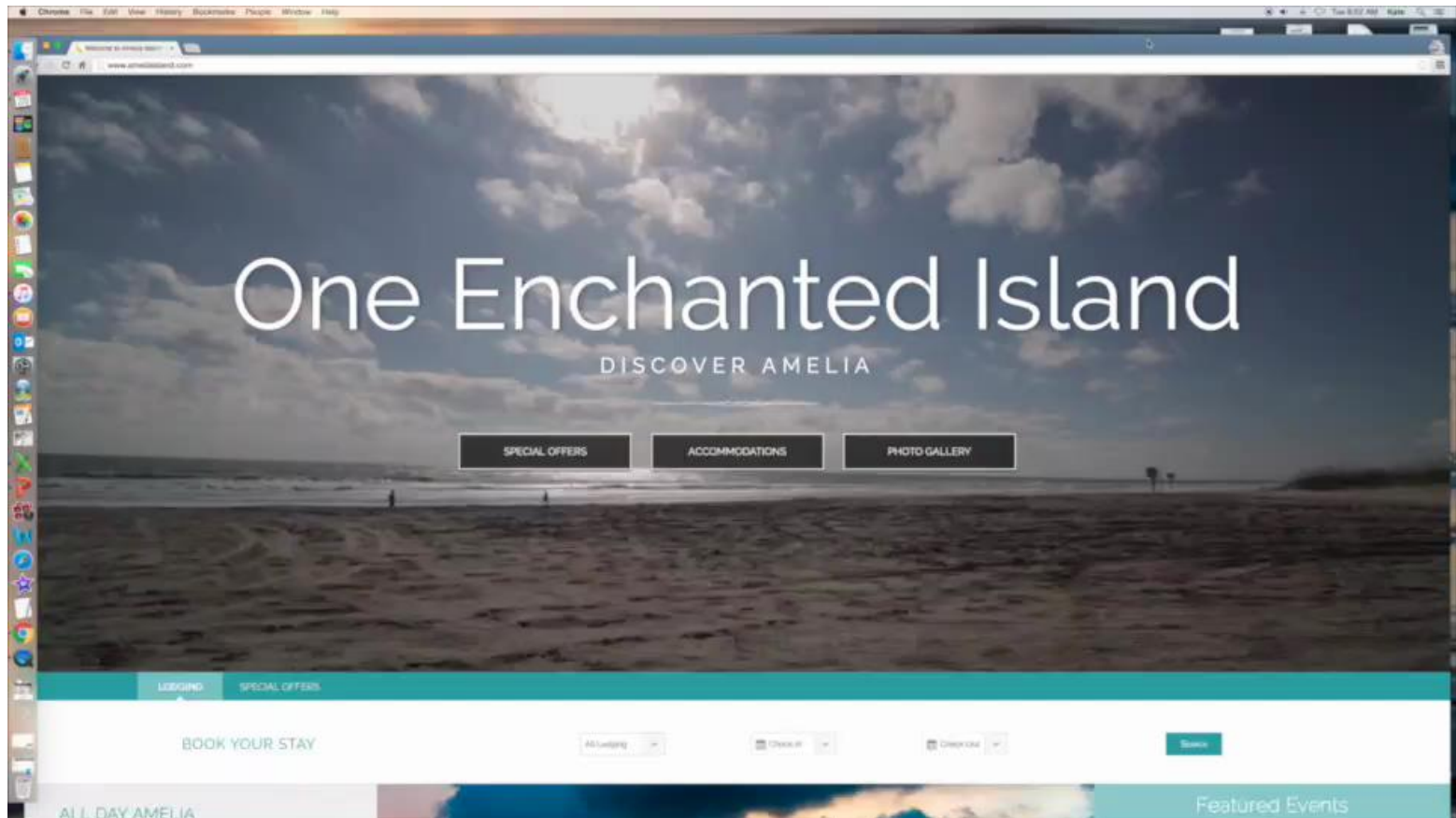


LEAVE, IT LOSE IT: NEW BEACH ORDINANCE

Posted on June 20, 2016

The coming of summer beckons all kinds of visitors to Amelia Island's beaches including nesting birds and sea turtles. This summer, a new ordinance is in place to help keep the beach clean, safe, and welcoming. Here's what you need to know:

Video Hero



Personalization

Location?

Visited Before?

On mobile?

Looking for 'things to do'?

...or a combination.



Digital Asset Gallery: bit.ly/ameliaphotos

Asset stream

AMELIA ISLAND
COME MAKE MEMORIES™

✓ Sharing asset stream ➔ Get public URL

12596 active items
10837 Photos, 1724 Videos, 18 PDFs,
12 Logos, 4 Texts, 1 Audio File

[Edit settings](#)
[253 items in storage](#)



Selected 0 ➔ Group actions... Go

☐ Select all on page

View

Sort Category Show 96 Page 1 of 132

Search filters

Keyword search

Author/credit names

Main categories

Sub-categories

☒ All (12596)

☐ Photo (10837)

☐ Video (1724)

☐ PDF (18)

☐ Logo (12)

☐ Text (4)

☐ Audio File (1)

☐ Powerpoint

☐ Artwork

☐ Other formats

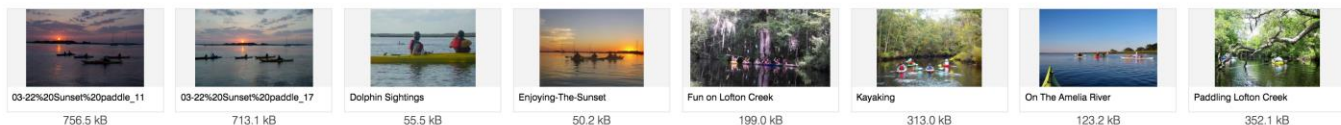
☐ Visual duplicates

[reset all filters](#)

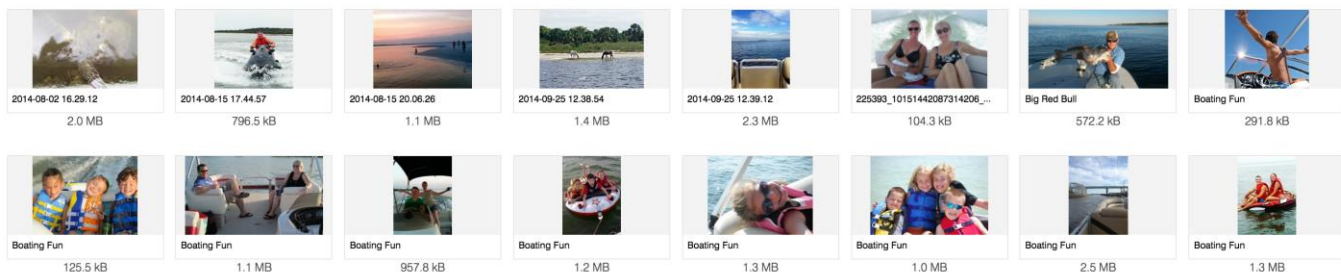
ACTIVITIES | Aerial



ACTIVITIES | All Kayak Excursions



ACTIVITIES | Amelia Boat Club Rentals



Customized

[Return to gallery list](#)

Amelia Island für CRD International - IPW

Add or change assets

[Get public URL](#)

30 Items

Permission Open
Terms None

Expiry date None
[Edit settings](#)

AMELIA ISLAND
COME MAKE MEMORIES™

Deliver

Upload

Selected 0

Group actions...

Go

☐ Select all on page

View

Sort: Newly added

Show 24

Page 1 of 2

Search filters

Keyword search

Author/credit names

Main categories

Sub-categories

All (30)

Photo (26)

Video (4)

Logo

Text

Powerpoint

PDF

Audio File

Artwork

Other formats

[reset all filters](#)



#LOVEAMELIA - Shells Perfect Beach Day 720pHD
6-2016



Amelia Island Sea Turtle Nest Excavation
6-2016



Amelia Island in 60 Seconds.mp4
6-2016



#LOVEAMELIA Historic Downtown Fernandina Beach-SD
6-2016



Fairbanks Ext 6
5-2016



AmeliaStok - Beach 013
5-2016



2016 Amelia Visitor Guide Shoot 040A
5-2016



AI Vacations.com II
5-2016



RCA/SaltView
5-2016



2012 Concours - DAY2 116A
5-2016



Seaside Amelia Inn. FL
5-2016



Seaside Amelia Inn. FL
5-2016



elizabeth_pointe-porch_(5)
5-2016



ElizabethPointeLodge
5-2016



4. Guest Room #10
5-2016



Williams House
5-2016



Hoyt House Exterior Dusk_1
5-2016



Amelia Island - 2014 Stock Shoot 248A
5-2016



Eight Flags of Amelia Island - Florida House Porch
5-2016



Fairbanks House Country French Room
5-2016



Blue Heron
5-2016



Addison Courtyard
5-2016



Amelia Island - 2014 Stock Shoot 194A
5-2016



2014 Amelia Island Pajama Stock Shoot 137A
5-2016

Selection

View



Eight Flags of Amelia Island - Florida House Porch

Asset type
Photo

Copyright and credits
No credit or copyright information available

[View additional asset info](#)

[Edit metadata](#)

Select a format for download

<input type="radio"/> Original File	The original uploaded file
<input type="radio"/> CMYK (full-size)	Press-ready 300dpi
<input type="radio"/> CMYK (half-size)	Press-ready 300dpi
<input type="radio"/> MS Word	RGB 150dpi 2inch
<input type="radio"/> Powerpoint	RGB 72dpi 300pixel
<input type="radio"/> RGB (full-size)	Full-quality 300dpi
<input type="radio"/> RGB (half-size)	Full-quality 300dpi
<input type="radio"/> Web	RGB 72dpi

(asset 14 of 30)



[View more assets](#)



[View other assets](#)

#LoveAmelia



Amelia Island

Published by Kate Harris [?] · May 11 · 🌐

50 blocks of historic charm are waiting just two miles from the beaches of Amelia Island. #LoveAmelia goes downtown to explore.



261,990 people reached

[View Results](#)

👍❤️😂 1.7K

110 Comments 1.8K Shares

Like

Comment

Share

Buffer

261,990 People Reached

115,535 Video Views

11,884 Reactions, Comments & Shares

8,102

Like

1,595

On Post

6,507

On Shares

578

Love

123

On Post

455

On Shares

6

Haha

1

On Post

5

On Shares

13

Wow

4

On Post

9

On Shares

3

Sad

0

On Post

3

On Shares

1,329

Comments

144

On Post

1,185

On Shares

1,860

Shares

1,825

On Post

35

On Shares

22,410 Post Clicks

3,126

Clicks to Play

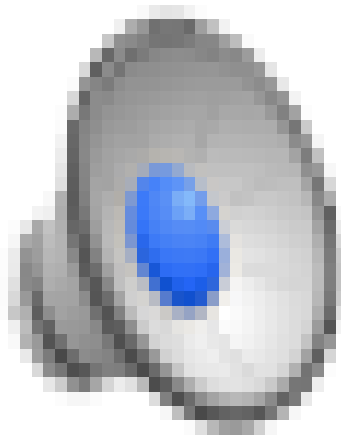
31

Link Clicks

19,253

Other Clicks

#LoveAmelia Downtown



#LoveAmelia

For those of you that hate the crowds and traffic in south Florida...Meet us at Amelia Island...:)

Soo looking forward to our 9th year on Amelia! We come for 10 days in June. Just love it!!

See y'all twice next month, can't wait!

I have such great memories of this place!!!!

We have enjoyed a really nice weekend at a Bed & Breakfast ! It was beautiful.

Where is this?

- Never mind, I see now. I wanna go there.

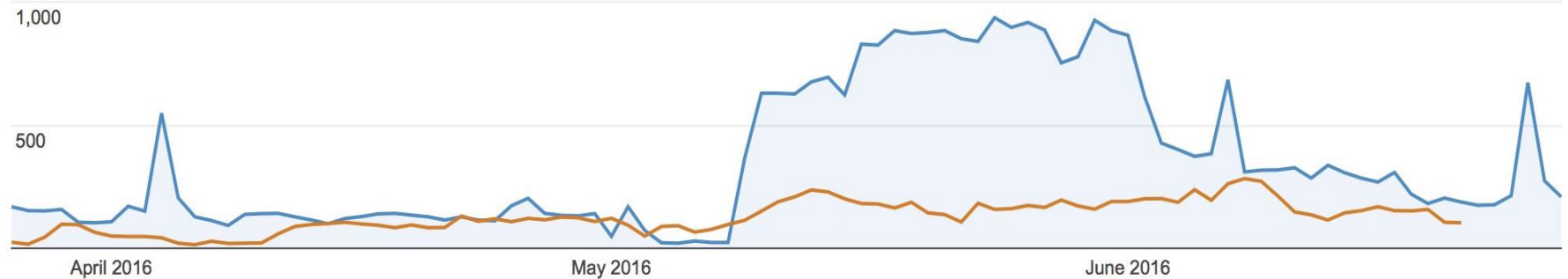
#LoveAmelia



Social Reach & Engagement

Mar 26, 2016 - Jun 27, 2016: ● Sessions

Jan 4, 2016 - Mar 31, 2016: ● Sessions



- Daily reach and engagement continues to grow
- **3 to 5 times more traffic** generated from social channels since mid-May
- **415,284 video views** from April – June 28

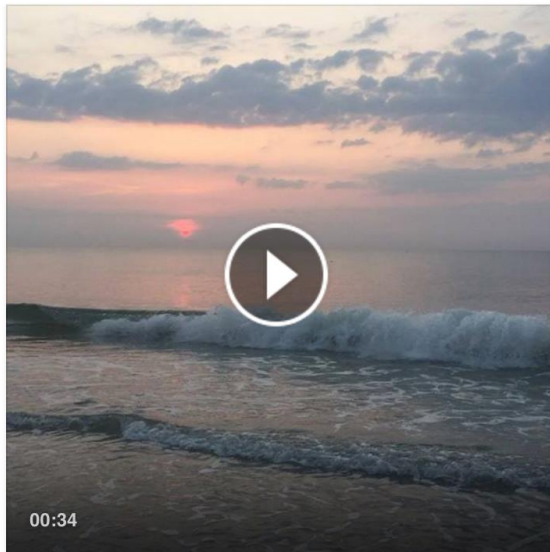
Social Reach & Engagement



Amelia Island

Published by Kate Harris [?] · June 14 at 6:33am · 🌐

Calm morning mid-island; sharp eyes may glimpse the dolphin out for breakfast. #loveamelia #ameliaisland #beach #lovefl #sunrise



175,178 people reached

[View Results](#)

1.4K

60 Comments 1.2K Shares

Like

Comment

Share

Buffer

175,178 People Reached

60,772 Video Views

9,067 Reactions, Comments & Shares

6,484

Like

1,341

On Post

5,143

On Shares

772

Love

151

On Post

621

On Shares

4

Haha

0

On Post

4

On Shares

25

Wow

0

On Post

25

On Shares

1

Angry

0

On Post

1

On Shares

505

Comments

66

On Post

439

On Shares

1,282

Shares

1,261

On Post

21

On Shares

13,457 Post Clicks

2,679

Clicks to Play

18

Link Clicks

10,760

Other Clicks

Social Reach & Engagement

Have been here twice. Beautiful, Victorian island.

Loved it!!! I was there this past weekend... Thanks for sharing!!!

How beautiful! I could listen to that every day for the rest of my life

.
Lived on Amelia for 13 years before moving to The Villages and had a chance to visit the end of April. Hasn't changed a bit. Beaches are still pristine and quiet, fresh fish and shrimp are brought in daily by the local fisherman, great restaurants and an island with a wealth of history. Love Amelia!!

INTERNATIONAL



IPW –Tour Operators



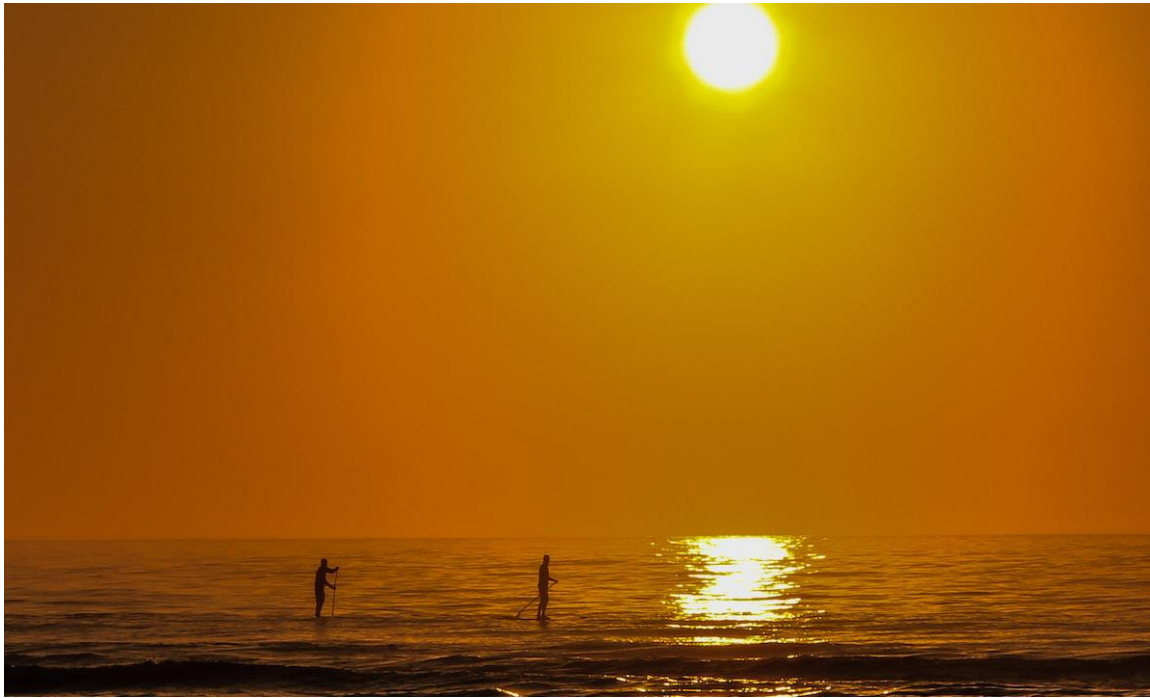
- CRD International, Germany
- CANUSA Touristik, Germany
- Thomas Cook UK
- Guangdong Nanhu International Travel, China
- Exclusive Destinations, Belgium
- Sun Trade Travel, France
- Tom on Tour, Germany
- De Jong Intra Vakanties, Netherlands

Top German Publications



- 27 years old, circulation of 36,000, covers Germany, Austria, Switzerland, and Benelux.
- Frequent travelers, income about twice German average, yet younger, mostly between 30-50. AMERICA journal and its site are their main sources of inspiration.
- 70% of readers collect every issue.
- 95% of readers are considered as experts on North America

Up Next

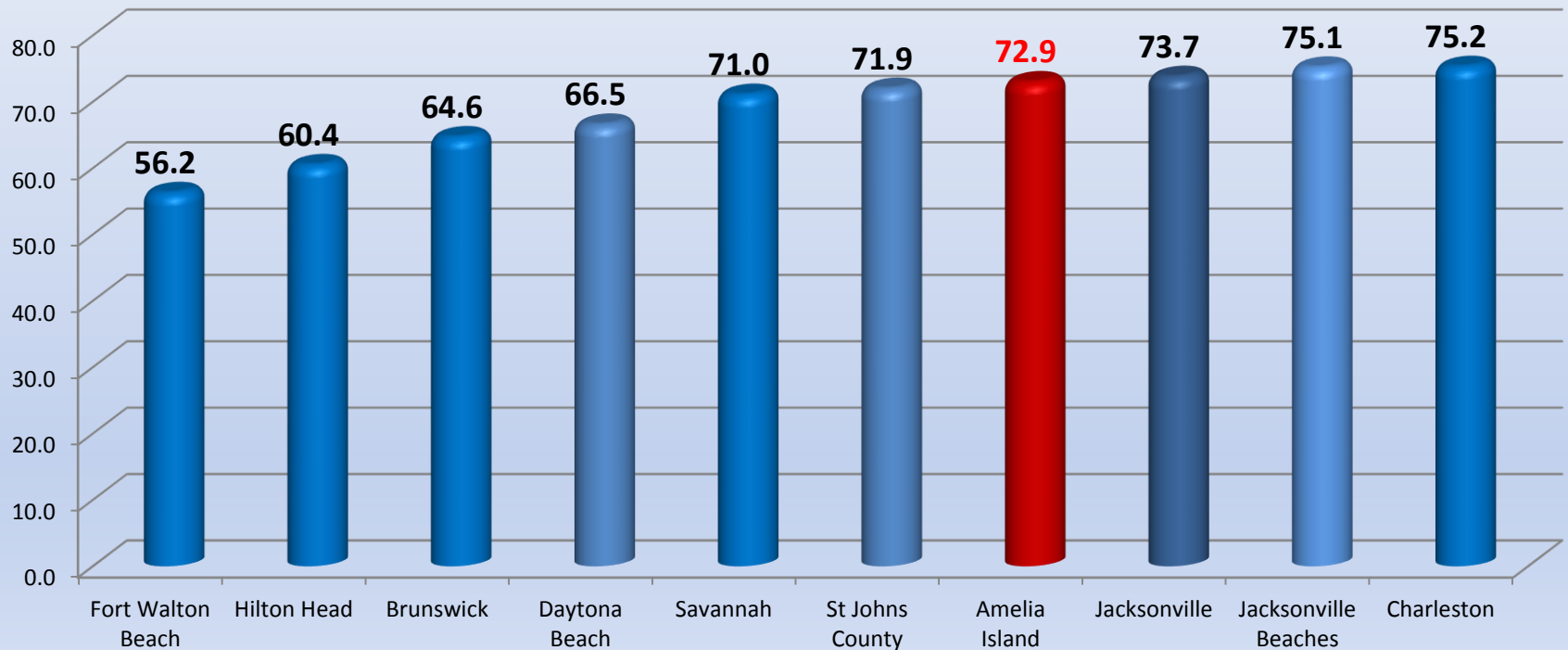


- More personalization
- Targeted e-mails
- Cultivation of international leads, planning for sales missions

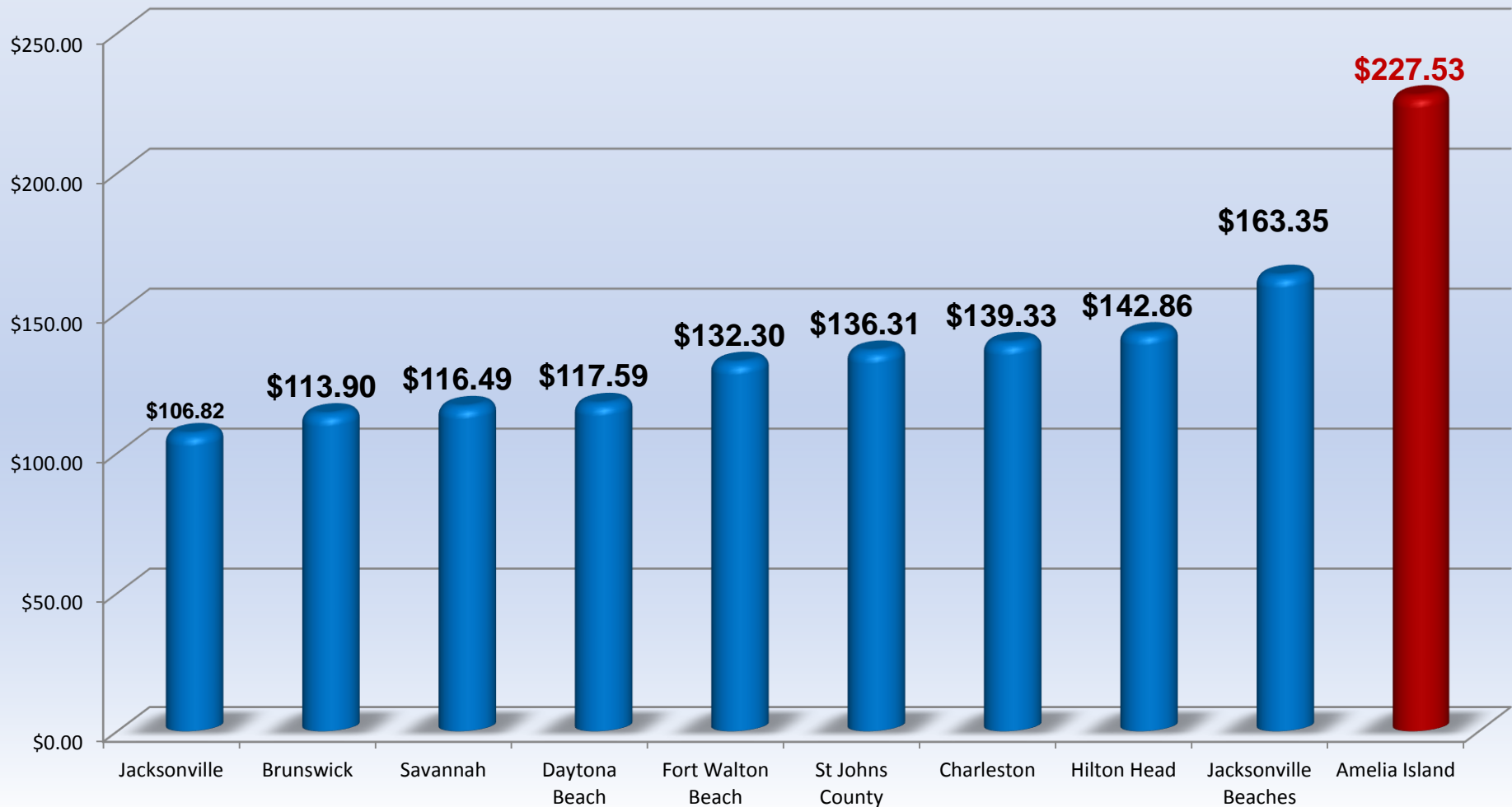
A photograph of a beach at sunset. The sun is low on the horizon, creating a warm, golden glow. Waves are breaking in the distance. The foreground is a sandy beach with some small pebbles. The word "METRICS" is overlaid in large, white, sans-serif capital letters.

METRICS

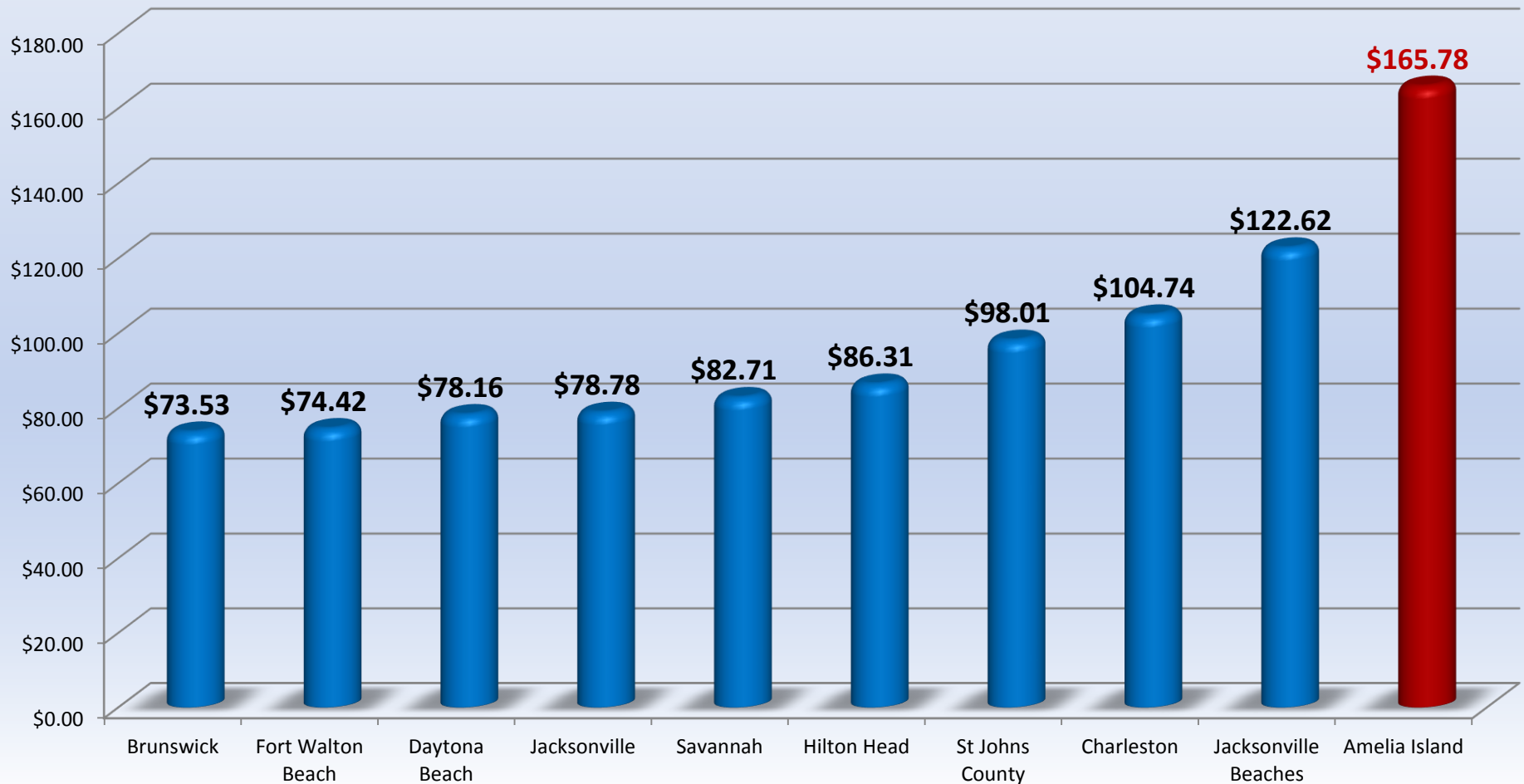
YTD - Occupancy



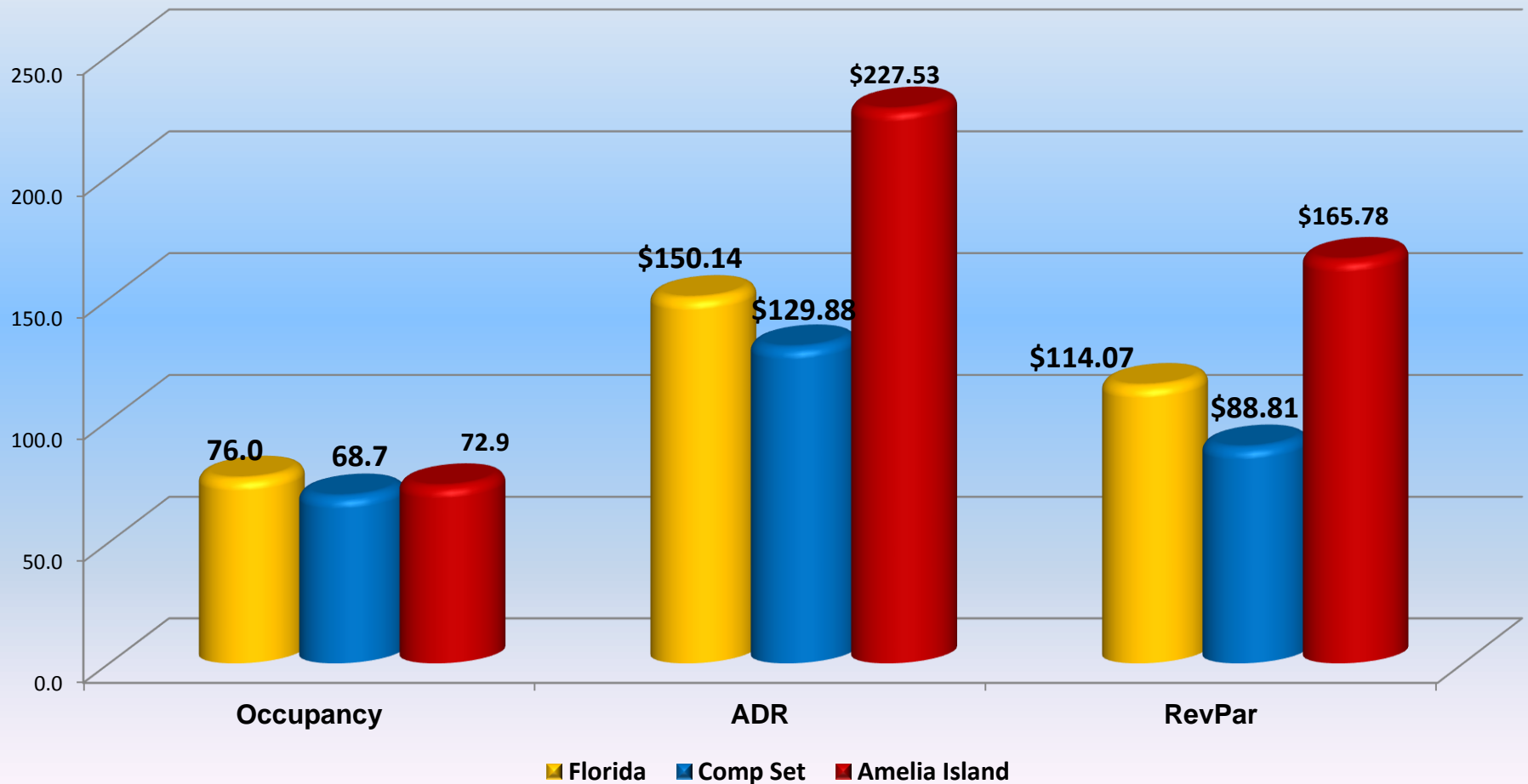
YTD - ADR



YTD - RevPAR



Comp Set YTD



Amelia Island FY2016 / Q2 Visitor Profile

Visitors and Expenditures

(Heads-in-Beds)

	<u>Q2 2015</u>	<u>Q2 2016</u>	<u>Δ%</u>
Visitation (#)	150,100	157,300	+4.8%
Direct Expenditures (\$)	\$103,977,300	\$114,168,300	+9.8%
Total Economic Impact (\$)		\$150,211,200	k: 1.3157







Top Origins: States

<i>States of Origin</i>	Q2 2015 Rank	Q2 2016 Rank
Florida	1	1
Georgia	2	2
New York/New Jersey	3	3
Ohio	7	4
North Carolina	5	5
South Carolina	6	6
Virginia/DC	8	7
Pennsylvania	4	8
Illinois		9
Massachusetts	9	10

Top Origin: DMA's

DMA's	Q2 2015 Rank	Q2 2016 Rank
Jacksonville	1	1
Atlanta	3	2
Greater Orlando	2	3
New York/New Jersey	4	4
Boston	5	5
Tampa/St. Pete	6	6
Chicago	8	7
Savannah	7	8
Washington, DC	9	9
Greenville/Spartanburg	--	10

Visitor Profile

-  Length of Stay – 4.0 Days
-  Children or Young Adults – 19.5%
-  First Visit – 65.8%
-  Planning Horizon – 45.3 Days
-  Saw AI Information – 42.2%
-  Influenced by AI Ads – 50.9%

OLD BUSINESS

A full-page background image featuring a sunset over a body of water. The sun is a bright, glowing orb in the lower-left quadrant, casting a long, shimmering reflection across the water's surface. The sky is a deep, warm orange, with wispy clouds catching the low light. The horizon line is dark and silhouetted, showing the outlines of distant land and some small structures. The overall mood is serene and contemplative.



- **Total Economic Impact:**
\$14,765,400

- 53.9 years of age
- 44.4% HHI \$100,000+

Event Visitor Distribution:

- Commercial Lodging: 8.2%
- Staying with Friends/Relatives: 7.6%
- Day-trippers: 55.4%
- Nassau County Residents: 28.8%
- **98.8% satisfied, 87.5% plan to return**



- **Length of Stay of Visitors:** 3.0 nights
- **Visitor Party Size:** 3.0 people
- **Festival Information Sources Cited:**
 - Previous Visits to Event: 59.6%
 - Recommendation: 25.0%
 - Internet: 19.3%
 - TV: 18.2%
 - Newspaper: 3.5%

Lighted Christmas Parade





POLISH AMERICAN STRING BAND

A Philadelphia Mummers' Tradition Since 1933





POLISH AMERICAN STRING BAND

A Philadelphia Mummers' Tradition Since 1933

Parade Performance + Friday Stage Performance

ESTIMATED TOTAL: \$20,000

- **Performance fee** - \$10,750
- **Airfare** - \$5,000
- **Lodging** - \$2,000
- **Transportation** - TBD



NEW BUSINESS



VISITFLORIDA.

Florida Governor's Conference on Tourism

Hilton Orlando
September 7-9, 2016





AMELIA & ISLAND

COME MAKE MEMORIES[®]