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# Amelia Island Calendar Year First Quarter 2019 *(Jan. – Mar.)* Visitor Profile Dashboard

***Prepared for:***
Amelia Island Tourist Development Council

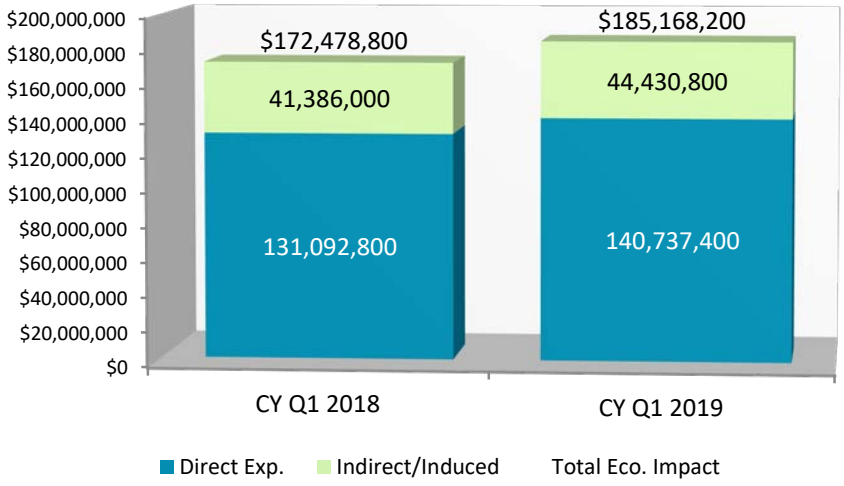
***Prepared by:***
Research Data Services, Inc.
***Research@ResearchDataLLC.com***

May 8, 2019

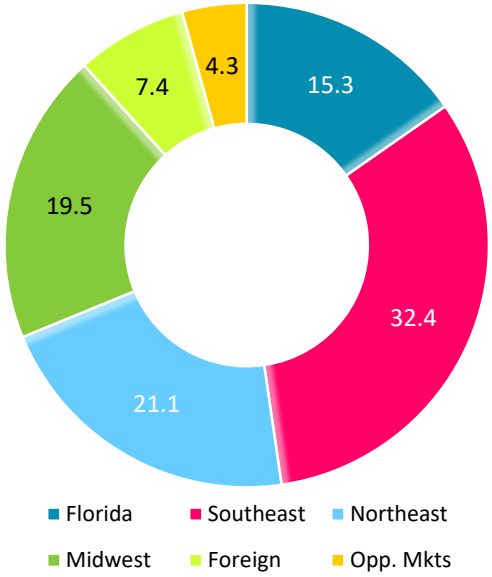
| *H/M/C/C ** *Visitor Stats* | Calendar Year *(Jan. - Dec.)* CY 2017 | CY 2018 | % Δ '17/'18 | CY First Quarter *(Jan. - Mar.)* 2018 | 2019 | % Δ '18/'19 |
|---|---|---|---|---|---|---|
| Visitors (#) | 666,300 | 690,100 | +3.6 | 176,200 | 187,400 | +6.4 |
| Direct Exp. ($) | $485,030,700 | $515,443,100 | +6.3 | $131,092,800 | $140,737,400 | +7.4 |
| **Total Eco. Impact ($)** | **$638,154,900** | **$678,168,500** | *(k: 1.3157)* | **$172,478,800** | **$185,168,200** | *(k: 1.3157)* |
| **Taxable Ldg. Collections** | $138,370,672 | $149,522,516 | +8.1 | $34,593,849 | $37,931,699 | +9.6 |

** Visitors staying in commercial lodging subject to the resort tax (hotel/motel/condo, etc.)*

**CY Q1 Economic Impact**




**CY Q1 2019 Visitor Origin Distribution** *(%)*




| **Visitor Origins** | Calendar Year *(Jan. - Dec.)* CY 2017 | CY 2018 | % Δ '17/'18 | CY First Quarter *(Jan. - Mar.)* 2018 # of Visitors | 2019 # of Visitors | % Δ '18/'19 |
|---|---|---|---|---|---|---|
| Florida | 148,311 | 148,672 | +0.2 | 25,549 | 28,672 | +12.2 |
| Southeast | 261,941 | 273,872 | +4.6 | 55,679 | 60,718 | +9.1 |
| Northeast | 104,024 | 106,888 | +2.8 | 41,231 | 39,541 | -4.1 |
| Midwest | 88,408 | 93,457 | +5.7 | 33,830 | 36,543 | +8.0 |
| Foreign | 36,834 | 35,957 | -2.4 | 11,982 | 13,868 | +15.7 |
| Opportunity Mkts | 26,782 | 31,254 | +16.7 | 7,929 | 8,058 | +1.6 |
| **Total** | **666,300** | **690,100** | **+3.6** | **176,200** | **187,400** | **+6.4** |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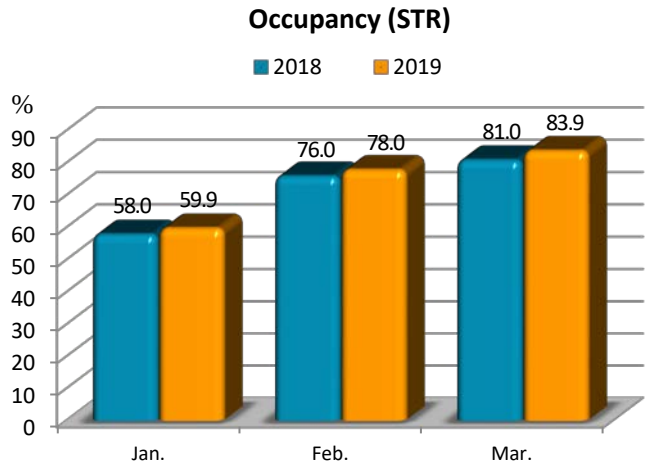
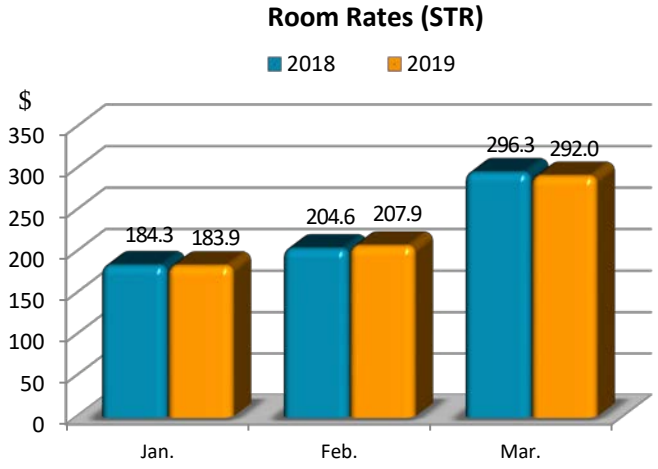
| ***Occupancy and ADR (STR)***** | **January** | **February** | **March** |
|---|---|---|---|
| Occupancy 2019 | 59.9% | 78.0% | 83.9% |
| Occupancy 2018 † | 58.0 | 76.0 | 81.0 |
| **Δ % Occ. ('18/'19)** | **+3.4%** | **+2.6%** | **+3.6%** |
| ADR 2019 | $183.94 | $207.87 | $292.02 |
| ADR 2018 † | 184.31 | 204.60 | 296.32 |
| **Δ % ADR ('18/'19)** | **-0.2%** | **+1.6%** | **-1.5%** |
| RevPAR 2019 | $110.25 | $162.05 | $244.92 |
| RevPAR 2018 † | 106.82 | 155.44 | 239.95 |
| **Δ % RevPAR ('18/'19)** | **+3.2%** | **+4.2%** | **+2.1%** |

*** Source: Smith Travel Research;* † 2018 Update





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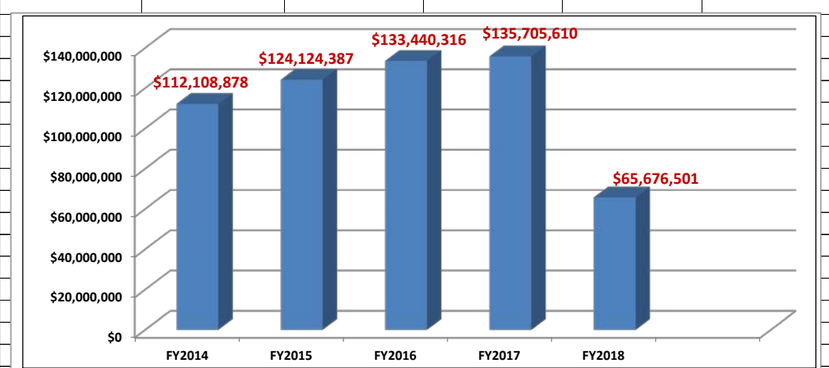
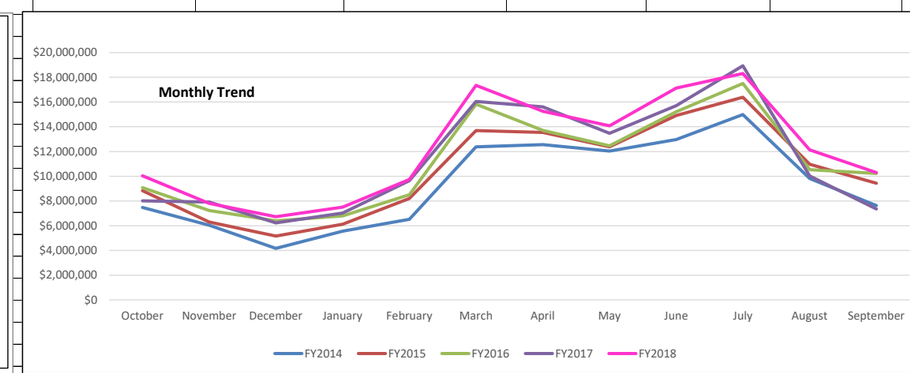
# Amelia Island Tourism Development Council
# Monthly Taxable Collections

AMELIA ISLAND
TOURIST DEVELOPMENT COUNCIL

| Actual | October | November | December | January | February | March | April | May | June | July | August | September | FY Total | | CY Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| FY 2010 | $3,824,925 | $4,127,108 | $2,662,768 | $3,061,087 | $3,872,714 | $7,180,869 | $7,250,176 | $6,771,684 | $9,192,997 | $11,420,967 | $6,161,937 | $4,134,125 | **$69,661,357** | | $70,202,724 | $ 70,202,724 |
| FY 2011 | $5,117,877 | $3,146,563 | $2,891,727 | $3,057,380 | $4,477,079 | $8,042,178 | $9,089,680 | $7,348,455 | $9,319,735 | $10,455,155 | $5,315,503 | $4,709,634 | **$72,970,966** | | $74,995,726 | |
| FY 2012 | $5,873,108 | $4,083,078 | $3,224,742 | $2,732,955 | $4,600,703 | $9,471,861 | $8,896,159 | $7,524,447 | $9,654,444 | $10,416,601 | $6,309,424 | $5,300,489 | **$78,088,012** | | $78,201,594 | |
| FY 2013 | $5,993,912 | $4,252,420 | $3,048,178 | $3,744,771 | $5,098,560 | $10,724,414 | $10,388,492 | $9,925,245 | $11,911,552 | $12,710,654 | $8,908,306 | $6,817,183 | **$93,523,687** | | $97,905,954 | |
| FY2014 | $7,475,837 | $6,034,530 | $4,166,409 | $5,565,369 | $6,515,370 | $12,374,283 | $12,550,221 | $12,039,768 | $12,963,890 | $14,986,010 | $9,814,050 | $7,623,141 | **$112,108,878** | | $114,715,177 | |
| FY2015 | $8,825,683 | $6,296,108 | $5,161,284 | $6,116,785 | $8,198,689 | $13,685,610 | $13,547,538 | $12,378,353 | $14,913,734 | $16,387,766 | $10,972,556 | $9,427,872 | **$124,124,387** | | $128,322,685 | |
| FY2016 | $9,071,000 | $7,228,216 | $6,394,566 | $6,789,618 | $8,508,848 | $15,822,132 | $13,706,888 | $12,461,791 | $15,209,784 | $17,501,019 | $10,522,990 | $10,223,465 | **$133,440,316** | | $132,899,936 | |
| FY2017 | $8,004,857 | $7,920,339 | $6,228,205 | $7,028,403 | $9,634,435 | $16,040,637 | $15,611,677 | $13,478,363 | $15,698,386 | $18,932,545 | $10,027,764 | $7,354,342 | **$135,959,952** | | $138,370,672 | |
| FY2018 | $10,033,381 | $7,804,652 | $6,726,088 | $7,507,735 | $9,731,687 | $17,354,427 | $15,246,878 | $14,076,436 | $17,129,696 | $18,306,670 | $12,131,307 | $10,292,877 | **$146,341,834** | | $149,522,516 | 8.06% |
| FY2019 | $12,155,507 | $8,765,734 | $6,823,561 | $7,949,841 | $10,779,734 | $19,202,124 | | | | | | | | | | 112.99% |
| **% Change** | **21.15%** | **12.31%** | **1.45%** | **5.89%** | **10.77%** | **10.65%** | | | | | | | | | | |
| | | | | | | | | | | | | | | | | |
| **FY2019 Projected** | $9,923,033 | $7,800,019 | $6,731,724 | $7,420,577 | $9,619,266 | $17,155,564 | $15,072,595 | $13,915,390 | $16,938,588 | $18,095,793 | $11,991,536 | $9,986,588 | **$144,650,673** | | | |
| **FY2019 Actual** | $12,155,507 | $8,765,734 | $6,823,561 | $7,949,841 | $10,779,734 | $19,202,124 | | | | | | | **$65,676,501** | | | |
| **% Change** | 22.50% | 12.38% | 1.36% | 7.13% | 12.06% | 11.93% | -100.00% | -100.00% | -100.00% | -100.00% | -100.00% | -100.00% | **-54.60%** | | | |
| | | | | | | | | | | | | | | | | |
| **YTD** | | | | | | | | | | | | | | | | |
| FY2018 | $10,033,381 | $17,838,033 | $24,564,121 | $32,071,856 | $41,803,543 | $59,157,970 | $74,404,848 | $88,481,284 | $105,610,980 | $123,917,650 | $136,048,957 | $146,341,834 | **$146,341,834** | | | |
| FY2019 | $12,155,507 | $20,921,241 | $27,744,802 | $35,694,643 | $46,474,377 | $65,676,501 | | | | | | | | | | |
| **% Change** | **21.15%** | **17.28%** | **12.95%** | **11.30%** | **11.17%** | **11.02%** | | | | | | | | | | |
| | | | | | | | | | | | | | | | | |
| **Bed Tax** | | | | | | | | | | | | | | | | |
| **FY2018** | $401,335 | $312,186 | $269,044 | $300,309 | $389,267 | $694,177 | $609,875 | $563,057 | $685,188 | $915,334 | $606,565 | $514,644 | **$6,260,981** | | | |
| **FY2019 Projected** | $496,149 | $390,001 | $336,586 | $371,029 | $480,963 | $857,778 | $753,630 | $695,770 | $846,929 | $904,790 | $599,577 | $499,329 | **$7,232,531** | | | |
| **FY2019 Actual** | $601,264 | $435,302 | $340,332 | $395,082 | $535,726 | $899,555 | | | | | | | | | | |
| | 49.8% | 39.4% | 26.5% | 31.6% | 37.6% | 29.6% | -19.1% | -19.1% | -19.1% | 1.2% | 1.2% | 3.1% | -13.4% | | | |
| | | | | | | | | | | | | | | | | |
| FY2014 | $112,108,878 | | | | | | | | | | | | | | | |
| FY2015 | $124,124,387 | | | | | | | | | | | | | | | |
| FY2016 | $133,440,316 | | | | | | | | | | | | | | | |
| FY2017 | $135,705,610 | | | | | | | | | | | | | | | |
| FY2018 | $65,676,501 | | | | | | | | | | | | | | | |



# Tourism Activity Report

## January 2019

## Mission Statement

Created by the Nassau County Board of County Commissioners in 1988, the Amelia Island Tourist Development Council (AITDC) oversees the development and marketing of Amelia Island as a world-class tourism destination. As provided by Florida law, the AITDC is responsible for the expenditure of revenues received from the levy and imposition of the tourism development tax.

The goals of the AITDC are to generate visitation to Amelia Island and its attractions/special events, thereby increasing tax revenues, including sales taxes and those imposed on the hospitality industry. In turn, those tax revenues may be used to improve the quality of life for the citizens of the community, provide support for beach re-nourishment, and ensure a viable hospitality industry.

## The key focus areas of Amelia Island TDC are:

**Events & Promotions:**

- Visitor Services
- Conferences/Meetings
- Travel Trade Shows
- Events

**Marketing:**

- Strategy
- Advertising
- Content/Social
- Website
- Collateral

**Public Relations:**

- Writers
- Coverage
- Press Releases
- Promotions

# Events & Promotions

## Visitor Services

- AMELIA ISLAND WELCOME CENTER
    - Welcomed 2,545 visitors.
    - Trip Advisor listing as one of "top 10 things to do."
    - Research survey data collected daily and tracked.
    - Welcomed 2 motor coach tour, prepared 80 welcome bags.
    - Prepared 90 welcome packets for group visits during month of January.
- Visitor Guide fulfillment totaling over 2500 per month.
- Weekly distribution of collateral to all lodging and hospitality partners island wide.
- Monthly STR report and Sales Tax tracking.
- Assist with welcome and registrations of large groups or meetings as needed.

## Conferences/Meetings

- Ongoing work with Cvent on RFP's
- Monthly Historic FB Association meeting
- Monthly Northeast Florida Restaurant & Lodging Association meeting
- Monthly Florida's First Coast of Golf meeting
- Main Street board and organization meetings
- Monthly Jax Sports Council meetings
- Monthly City Event Committee meetings
- Miles – testing/presentation of AR VG app
- Timber to Trails – County planning meeting
- Chamber – Wayfinding public input meeting
- HSMAI Adrian Award Banquet

## Travel Trade Shows

- Chicago Adventure & Travel Show
- Toronto Visit Florida media & consumer transit takeover
- Boston Globe Travel Show
- New York Times Travel Show

## Events/Holidays

- Artrageous Artwalk every 2nd Saturday
- Restaurant Week, January 18-27
    - Opening Dinner – RCAI 1/16
    - Finale Dinner – OAIP 1/26
    - Cuban Night – M&B 1/15

*Upcoming Events:*

- Dickens on Centre & Holidays
  - Finalized financials
  - Recap meeting with Fanvergence; planning discussions for 2019
  - Working on new city event permit application
  - Reimagining site plan
- Amelia Concours Week
  - Coordinating research program for RDS to conduct intercept interviews at various Concours Week events
  - Purchased additional WJCT NPR buy in Jacksonville market
  - Working with AICDE team on activation to launch new Visitor Guide & App
- Amelia Island Restaurant Week
  - Finalized and distributed menus
  - Cross promoted opening and closing dinners at resorts; Cuban night at Marlin & Barrel.
  - Purchased and trafficked RW ads in News Leader, Florida Times Union and Folio Weekly to increase drive market response
  - Created and distributed survey to restaurants to evaluate program success
- Chicago Magazine Secret Supper – event sponsorship on 2/5/19
  - Sponsorship of 100+ person dinner w/ Chicago Magazine
  - Approved creation of destination branded mini cutting boards; coordinated sending additional salts from RCAI, Amelia Island post cards, mini travel guides
  - Drafted talking points and follow up email with release of landing page and app links
- Trade Shows
  - Destination International - Destination Showcase 2019
  - ITB Berlin March 2019
  - Adventure and Travel Shows for March 2019
    - Philadelphia
    - Washington D.C.
    - Dallas
- Shrimp Festival
  - Finalizing marketing sponsorship contract for 2019
  - Presented marketing ideas including paid advertising, in-kind marketing promotions to festival committee leadership

# Marketing

## Strategy

- Marketing Plan for FY2019
    - Continuous execution of tasks as outlined in FY19 plan
- Augmented Reality App Project - Continuing work with Miles Media to implement an augmented reality program into our marketing efforts through advertising, collateral and in-marketing activations;
    - Finalized Visitor Guide proof – sent to printer.
    - Continuous proofing, editing, communicating with Miles on animations, UX/wireframes, scripts, and content
    - Finalized content with Texas Monthly Studio; reviewed/edited/approved design of landing page
    - Recording/editing Mavynee's and cover lady voiceover, animation;
    - Delivered content matrix links to incorporate into AP
    - Purchased in-market beacons; working on installation plan
    - Scoping analytics reporting for evaluation of ROI as well as promotional plans to ensure success of overall program
    - Finalizing in-market activation plans
    - Starting app technology testing
    - Site visits w/ resorts to explore adding potential actiations
    - Installed night lighting on Yulee status at Welcome Center in anticipation of activation
- Media planning
    - Finalizing, trafficking creative for approved media buys as per media plan. Major programs included:
        - Digital programs w/ Travel + Leisure, Conde Nast Traveler, NY Times, Florida's First Coast of Golf
    - Working w/ Wautauga on new NPR podcast program in NYC, DC, Boston and Chicago – approved IO and drafted script; reviewing weather triggered digital and potential OOH program
    - New ad placements in Southern Living (promoting Idea House location); AFAR
    - Finalized FY19 partner cooperative advertising programs
        - 10 partners participating
        - 35+ print insertions for nearly $60,000 in print co-ops
        - 11 partner email co-ops; 3 partners in TripAdvisor co-op; 3 partners in video co-ops
        - Completed publisher insertion orders
        - Reviewing reverse wedding co-op with Ritz

        - Coordinating reverse Fish to Fork co-op w/ Garden & Gun for Omni
    - Finalized insertions for event related advertising for Restaurant Week (News Leader, Times Union, Folio) and Concours Week (WJCT, Flamingo)
    - Reviewing and optimizing evergreen programs with Conversant, Arrivalist, Sojern, etc.
    - Continuing to evaluate potential programs
- Executed Visit FL on Toronto program in January
    - Met with 50+ Canadian media at media reception; following up accordingly; co-hosting VF Canadian FAM in April
    - Executed transit takeover in Toronto's Union Station on 1/16 (8+ hours); Featured AI branded artwork, custom hologram activation; gave away 5K+ branded lip balms and bags
- Coordinating partnership ideas on Crane Island's Southern Living idea house
    - Requested lodging partner packages
    - Building landing page w/ special offers
    - Purchased print ad; reviewing sponsorship opportunities
- Working with Digital Edge on regular eblasts, SEO work, updating landing page content for promotional programs, dashboard, etc.
- Ongoing support of joint efforts of the Amelia Island Wayfinding program with Chamber
    - Provided TDC and CVB letters for support of program
- Working with Commissioner/TDC Board Member Chip Ross on Clean Beach Program presentation

## Collateral

- Value Card 2019 – Printed and distributed to partners
- Artrageous Artwalk – Printed and distributed to partners
- Rack Card – printed 35K+ general rack cards to be used at trade shows
- Mini Travel Guides – finalized with TM Studios, received overrun copies; 325K+ final pieces to be inserted into Atlanta, Chicago, Boston and Texas Monthly magazines in March
    - Finalizing landing page
    - Coordinating special offers for inclusion on landing page; eblasts
- Visitor Guide – sent to printer, see above
- Year in Review – collecting 2018 data to update annual piece in February

## Content Studio/ Social

- Jacques Pépin invited us to do a video promoting the Festival and Amelia Island and also shared it with an endorsement of Amelia Island on his own Facebook page (300k+ followers.) It has been viewed over 32,000 times.

- Concours promo video with Chris Brewer and the classic car at the Fernandina Beach airport garnered 45,000 views.
- Created new trade show video loop for use in domestic shows in Q1; shows Amelia Island highlights from sunset to sundown and can be adapted for multiple uses.
- Facebook Premiere of Master Chefs of France video in advance of Restaurant Week. Video viewed over 15,000 times and widely shared on luxury platforms including the Master Chefs of France page, Diner Preve NY, and The Chef's Connection.
- Completed promotional video on Fernandina Beach Municipal Airport for use at trade show targeting executive meeting planners, deployed by Bent Wing Aviation along with destination video loop.
- Video views on Facebook page up by 37%.
- Created blog posts including Classic Amelia, New Restaurants on Amelia, Delights of Restaurant Week, The Real Treasure Island.
- Increasing number of Instagram posts and testing cross-posting to Facebook. Continue to monitor and respond to user inquiries while generating steady stream of new content.
- Exploring use of user-generated video content, continuously updating galleries of user-generated photos used across website.

## Website

- Working with Silvertech to implement new action plans based on SEO analysis; reviewing marketing automation program
- Built landing page to serve as placeholder for Visitor Guide App
- Began process of evaluating options for ADA compliance with SilverTech
- Updated TDC site completed and ready for review.

## International

- Designed and deployed ad campaign for America Journal (Germany)
- Completed design and layout of booth for ITB trade show
- Finalized materials for USA & Canada customer holiday shows in the UK in March

# Advertising (Paradise)

- Agency completed the delivery of the Flex Frame Video for Romantic NYTimes
- Agency completed the delivery of Nashville Lifestyle – February edition
- Agency completed the delivery of the February edition of NYTimes Women's Fashion
- Agency completed the delivery of the 2019 Value Card
- Agency completed the delivery of the NYTimes Magazine Voyages, March edition
- Agency completed the delivery of the March edition of the Washingtonian magazine
- Agency completed the delivery of the Afar full page resize
- Agency completed the delivery of the NYTimes Summer Travel, May edition
- Agency completed the delivery of the Philadelphia March Resize
- Agency completed the delivery of the March edition of Nashville Lifestyles
- Agency completed the delivery of the Concours Timeless Ad
- Agency completed the delivery of the Southbound spread
- Agency currently has jobs opened for the following:
- Garden & Gun – April/May – Resize
- Southern Living – April
- Conde Nast Traveler - May/June
- Texas Monthly - May – Resize
- Nashville Lifestyles – June
- Washingtonian – September
- Upcoming – February
- Agency to deliver final full-page ad to Garden & Gun
- Agency to deliver final full-page ad to Southern Living
- Agency to deliver final full-page ad to Conde Nast Traveler
- Agency to deliver final full-page ad to Texas Monthly
- Agency to deliver final full-page ad to Nashville Lifestyles – June
- Agency to deliver final full-page ad to Washingtonian - September
- Agency will open job for Travel + Leisure - August, pending we receive creative choice
- Agency will open job for Philadelphia – September, pending we receive creative choice
- Agency will open job for Boston - October, pending we receive creative choice

# Public Relations

Writers

- Hosted call with Visit Florida to discuss invite list, host properties, and itinerary building for the April Canadian FAM
- Set tentative dates for March FAM

Press/Outreach

- Drafted and distributed press release announcing Restaurant Week
- Provided images to accompany a travel article on Amelia Island for a honeymoon destination for SIGNATURE BRIDE's TRAVEL section
- Updated all press kit materials for 2019
- Drafted and distributed Treasure Island press release
- Pitched Amelia Island to TODAY.com for Best Family-Friendly Beaches to Visit in 2019 roundup
- Submitted information and images to Fodor's Article for inclusion in article highlighting 20 Best Beaches in Florida
- Pitched Restaurant Week segment to River City Live
- Secured and coordinated in-studio Galentine's Day cocktails segment with River City Live for Marlin & Barrel
- Provided images to I Know Jax to accompany Restaurant Week information on website
- Connected with Mark Kaufman to brainstorm opportunities for Story & Song
- Secured in-studio chef demonstration with First Coast Living to promote Restaurant Week and the Omni's finale dinner. Coordinated with the Omni team to have chef appear on segments
- Submitted information about the island's population to Livability.com for inclusion in a top 10 list of Affordable Islands You Can Live On
- Drafted and distributed press release announcing HSMAI awards won
- Submitted destination information and images to Le Journal de Montreal for weekly Florida travel column
- Provided image from HSMAI award and a quote from Gil Langley for inclusion in the FADMO newsletter
- Submitted information and images for Gil Langley's HSMAI Brilliant Minds accolade to Huntsville Times and Decatur Daily
- Pitched American Beach to lead for places with unique, untold black history
- Provided destination images to Nashville Lifestyles to accompany upcoming article

Promotions/Partnerships

- Presented opportunity to the Omni to renew partnership for Wheel of Fortune for 2019

Communication

- Provided publicity and activity reports
- Requested Valentine's Day and Romance offers/packages from hotel partners

# Tourism Activity Report

## February 2019

## Mission Statement

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- Visitor Services
- Conferences/Meetings
- Travel Trade Shows
- Events

**Marketing:**

- Strategy
- Advertising
- Content/Social
- Website
- Collateral

**Public Relations:**

- Writers
- Coverage
- Press Releases
- Promotions

# Events & Promotions

## Visitor Services

- AMELIA ISLAND WELCOME CENTER
    - Welcomed 4003 visitors.
    - Trip Advisor listing as one of "top 10 things to do."
    - Research survey data collected daily and tracked.
    - Welcomed 13 motor coach tour, prepared 520 welcome bags.
    - Prepared 40 welcome packets for group visits during month of January.
- Visitor Guide fulfillment totaling over 2500 per month.
- Weekly distribution of collateral to all lodging and hospitality partners island wide.
- Monthly STR report and Sales Tax tracking.
- Assist with welcome and registrations of large groups or meetings as needed.

## Conferences/Meetings

- Ongoing work with Cvent on RFP's
- Monthly Historic FB Association meeting
- Monthly Northeast Florida Restaurant & Lodging Association meeting
- Monthly Florida's First Coast of Golf meeting
- Main Street board and organization meetings
- Monthly Jax Sports Council meetings
- Monthly City Event Committee meetings
- Miles – testing/presentation of AR VG app

## Travel Trade Shows

- Attended the Destination International - Destination Showcase 2019, Washington D.C.
- Prep for ITB Berlin March
- Prep Adventure and Travel Shows for March 2019
    - Philadelphia
    - Washington D.C.
    - Dallas

## Events/Holidays

- Artrageous Artwalk every 2nd Saturday

*Upcoming Events:*

- Amelia Island Wellness Festival
    - Working on Run of Show with the Ritz Carlton

    - Negotiating with the Omni, adding additional components on this property
    - Exploratory call w/ Meredith, publishers of Health, for potential sponsorship
- Petanque Amelia Island Open
    - Conferences and planning to sign event over to the Amelia Island Boules Club for 2019
    - Contracts and Support Agreements drafted and sent
- Dickens on Centre & Holidays
    - Recap meeting with Fanvergence; planning discussions for 2019
    - City event permit application submitted
    - Event Committee Meeting scheduled for March
    - Reimagining site plan
    - Sourcing vendors and entertainment
- Amelia Concours Week
    - Finalized research program for RDS to conduct intercept interviews at various Concours Week events
    - Finalized plans with AICDE team on activation to launch new Visitor Guide & App
- Amelia Island Restaurant Week
    - Finalized survey research from restaurants to evaluate program success
    - Set dates for 2020
- Chicago Magazine Secret Supper – event sponsorship on 2/5/19
    - Sponsorship of 100+ person dinner w/ Chicago Magazine
- Shrimp Festival
    - Finalized marketing sponsorship contract for 2019
    - Presented marketing ideas including paid advertising, in-kind marketing promotions to festival committee leadership
    - Placed paid insertions in Flamingo, Folio; working with committee to traffic creative
    - Schedule internal promotions for spring plans
- Right Whale Festival
    - Meeting regarding 2019 plans

# Marketing

## Strategy

- Marketing Plan for FY2019
    - Continuous execution of tasks as outlined in FY19 plan
- Augmented Reality App Project - Continuing work with Miles Media to implement an augmented reality program into our marketing efforts through advertising, collateral and in-marketing activations;
    - Printed Visitor Guide with Hartley; coordinated delivery to Creative for storage and fulfillment needs.
    - Continuous proofing, editing, communicating with Miles on App development
    - Promoting and reviewing mini-mag program with Texas Monthly, Chicago, Atlanta and Boston magazines.
    - Scoping and coordinating installation of in-market beacons and signage with City, County, National Park Service
    - Scoping analytics reporting for evaluation of ROI as well as promotional plans to ensure success of overall program
    - Finalizing in-market activation plans
    - Continuing App technology testing
    - Reviewing digital version technology with Nxtbook
    - Reshot 360* photos for execution
    - Working on promotional video scope
    - Coordinating PR release for AR program between Hayworth and Miles; includes execution of spring FAM
- Media planning
    - Finalizing, trafficking creative for approved media buys as per media plan. Major programs included:
        - Kicked off Google DMO program w/ Miles
        - Executing TripAdvisor co-op programs; review call on new TA structure and future changes
        - Working w/ Wautauga on new NPR podcast program in NYC, DC, Boston and Chicago – approved IO and drafted script; reviewing weather triggered digital and potential OOH program
    - Continuing execution of FY19 partner cooperative advertising programs
    - Notified Paradise of moving in new direction for future creative needs. Will continue to use them to quote new projects as needed but transitioning to My Agency for small creative

projects and splitting ad creative between My Agency and Digital Edge for resizing and tracking for current media plan.
    - Reviewing and optimizing evergreen programs with Conversant, Arrivalist, Sojern, etc.
        - Status/review meetings with Arrivalist,
    - Continuing to evaluate potential programs
- Continuous review, optimization and execution of Marketing Dashboard
- Reviewing opportunities to address ADA compliance on AmeliaIsland.com and AmeliaIslandTDC.com
- Coordinating partnership ideas on Crane Island's Southern Living idea house
    - Finalized landing page with lodging partner packages
    - Toured Idea House, partnering on potential promotional ideas
- Working with Digital Edge on regular eblasts, SEO work, updating landing page content for promotional programs, dashboard, etc.
    - Working on refresh of meetings section with expanded content
- Ongoing support of joint efforts of the Amelia Island Wayfinding program with Chamber
- Continuing to work with City Commissioner/TDC Board Member Chip Ross on Clean Beach Program presentations
- Working on drafts of:
    - AICVB / AITDC / BOCC contract language
    - Redeveloping AITDC Polies & Procedures
- Regular status calls and program management with Hayworth, Miles, Digital Edge, and SilverTech vendors

## Collateral

- Visitor Guide –printed, see above
- Year in Review – finalized content for design; proofing drafts; sent to print in March.

## Content Studio/ Social

- Dedicated coverage of Amelia Island Book Festival and world-class authors included an interview with John Grisham, book signing with chef Jacques Pépin, and a live broadcast of remarks by Diana Gabaldon of "Outlander" fame.
- Premiered Beach Renourishment and Fernandina Beach Municipal Airport videos on social channels
- Finalized Concours Week coverage plan featuring unprecedented access and permission to film drone video and interview VIPs from stage set in center of Concours
- Created blog posts: Interview with John Grisham, The Real Treasure Island, 10 Ideas for Family Fun

- 2.2M Impressions on Amelia Island Facebook page, 49,050 average daily users reached
- 161,500 video views on Amelia Island Facebook page
- Top-performing social posts: John Grisham at the Amelia Island Book Festival, Fernandina Beach Municipal Airport Video
- Gave presentation and mini-workshop on how to use Amelia Island video, photo, and social content to Omni Amelia Island Plantation Real Estate group
- Prepared presentation for Philadelphia Destination Theatre at trade show
- Updated video materials for ITB Berlin
- Production continues for American Beach video feature, working in conjunction with Betsch family, American Beach Museum, and Amelia Island Museum of History
- Update Marketing Dashboard with social media and video metrics, prepared data for 2018 Year in Review

## Website

- Launched completely redesigned TDC website ameliaislandtdc.com
- Report from Arrivalist showed that over 60% of travelers who visited Amelia Island interacted with our owned content in the form of Ameliaisland.com and its offerings
- Reprioritized ongoing work to accommodate AR app launch and to work toward completion of SEO enhancements

## International

- Met with properties in advance of ITB to facilitate conversations with tour operators
- Set up press trip for Andrew Mossack, BBC and for Rupert Parker, writing for Silver Travel Magazine, The Travel Magazine, Cultural Voyager, and Aboutmygeneration.com
- Scheduling appointments for International Media Marketplace in the UK and ITB in Germany
- Wrote pitch for Tim Hedgley, the Group Travel Editor for three online magazines in Northern Ireland - Belfastdaily, Derrydaily and NI Travel Magazine, proposing 1,000-word feature
- Prepared press releases on Concours week for Germany and UK markets

# Public Relations

**Writers**

- Connected with Visit Florida team to review timeline brainstorm itinerary activities for April Canadian FAM
- Provided recommendations, information and images to Julia Loren for a "Three Days In Amelia Island" story in the June/July issue of Living Better 50
- Partnered with Omni and Visit Florida to host Washington-based influencer, Joelle Friend, at a media rate. Created itinerary, coordinated kayaking excursion at Omni, and provided travel information
- Followed up with Erika Key, blogger with Eating with Erika, to confirm enjoyable dining experience at Pogo's Kitchen and pass along information/images for inclusion in her blog post review of the restaurant
- Confirmed Ritz-Carlton, Amelia Island as CVB FAM host site and set dates in April

Press/Outreach

- Provided information, images, and sample itinerary to New York Times' T Magazine for Best of Florida special section to be published on 3/24
- Drafted press release announcing new 2019 Visitor Guide with augmented-reality features and destination AR App. On hold for distribution until early April
- Fact-checked and provided edits to a previously-published destination travel article for repurposing in Tampa Bay Times Florida Summer Travel Guide
- Provided information and images to Ariana Agrios for article on myitchytravelfeet.com a travel site geared towards baby boomers
- Connected with team behind "This Way to the Beach," a French-Canadian travel channel and sending a 4-person crew to film in Amelia Island this May. Provided recommendations for accommodations, activities, restaurants, and attractions
- Drafted media alert for 2019 Concours Week
- Pitched Amelia Island as a great spring break option to lead for families for TLCme.com article about warm, sunny places for families to spend spring break
- Declined opportunity to partner with show Atlanta & Co for spring break/summer segment called "Fly Away Friday" due to it being a paid opportunity. Encouraged the team to circle back with earned or trade-based opportunities

Promotions/Partnerships

- Connected with Crane Island PR team to review planned offers/initiatives and brainstorm opportunities for partnership

Communication

- Participated in bi-weekly calls with client to review upcoming initiatives and tasks
- Put out a call to all partners to share two hosting opportunities: CVB April FAM, and Visit Florida Canadian FAM in April
- Participated in initial AR App call with client, and follow-up call with client and Miles
- Provided publicity and activity reports
- Requested press kit from Pogo's Kitchen to have on hand for pitching efforts

# Tourism Activity Report

## March 2019

## Mission Statement

Created by the Nassau County Board of County Commissioners in 1988, the Amelia Island Tourist Development Council (AITDC) oversees the development and marketing of Amelia Island as a world-class tourism destination. As provided by Florida law, the AITDC is responsible for the expenditure of revenues received from the levy and imposition of the tourism development tax.

The goals of the AITDC are to generate visitation to Amelia Island and its attractions/special events, thereby increasing tax revenues, including sales taxes and those imposed on the hospitality industry. In turn, those tax revenues may be used to improve the quality of life for the citizens of the community, provide support for beach re-nourishment, and ensure a viable hospitality industry.

## The key focus areas of Amelia Island TDC are:

**Events & Promotions:**

- Visitor Services
- Conferences/Meetings
- Travel Trade Shows
- Events

**Marketing:**

- Strategy
- Advertising
- Content/Social
- Website
- Collateral

**Public Relations:**

- Writers
- Coverage
- Press Releases
- Promotions

# Events & Promotions

## Visitor Services

- AMELIA ISLAND WELCOME CENTER
    - Welcomed 4418 visitors.
    - Trip Advisor listing as one of "top 10 things to do."
    - Research survey data collected daily and tracked.
    - Welcomed 6 motor coach tour, prepared 270 welcome bags.
    - Prepared 25 welcome packets for group visits during month of January.
- Visitor Guide fulfillment totaling over 2500 per month.
- Weekly distribution of collateral to all lodging and hospitality partners island wide.
- Monthly STR report and Sales Tax tracking.
- Assist with welcome and registrations of large groups or meetings as needed.

## Conferences/Meetings

- **Ongoing work with Cvent on RFP's**
- **Monthly Historic FB Association meeting**
- **Monthly Northeast Florida Restaurant & Lodging Association meeting**
- **Monthly Florida's First Coast of Golf meeting**
- **Main Street board and organization meetings**
- **Monthly Jax Sports Council meetings**
- **Monthly City Event Committee meetings**
- **FADMO Board meeting**
- **VISIT FLORIDA co-op partner workshop**
- **Tourism Day in Tallahassee**

## Travel Trade Shows

- **Attended trade shows in Washington D.C. & Dallas**
- Prep for ITB Berlin March

## Events/Holidays

- **Artrageous Artwalk every 2nd Saturday**
- **Amelia Concours Week**
    - **Concours d'Elegance**
    - **Gooding & Co**
    - **Werks Reunion**
    - **Festival of Speed**
    - **Bonhams**
    - **Russo & Steele**

*Upcoming Events:*

- **Amelia Island Wellness Festival**

- **Planning on hold**
- **Reviewed opportunity to expand program with Omni**

- **Petanque Amelia Island Open**
  - **Transferring event to the Boules Club, working on details**
  - **Contracts and Support Agreements drafted and sent**
- **Dickens on Centre & Holidays**
  - **Recap meeting with Fanvergence; planning discussions for 2019**
  - **City event permit application approved including expansion of space, revised site plan and expanded alcohol area at Welcome Center**
  - **Event Committee Meeting**
  - **Sourcing vendors and entertainment**
- **Amelia Concours Week**
  - **Conducted research at approved events; initial results show $26Million in economic impact**
  - **Executed activation to launch new Visitor Guide & App; tent setup at entrance to distribute and demo the new Visitor Guide and app**
- **Shrimp Festival**
  - **Attending planning meetings in advisory capacity**
  - **Assisting in execution of marketing placements**
- **Right Whale Festival**
  - **Planning and Marketing Support in process**
- **Other**
  - **Received application for marketing grant from Zooma, in review; provided recommended advertising plan**
  -

# Marketing

## Strategy

- **Marketing Plan for FY2019**
  - **Continuous execution of tasks as outlined in FY19 plan**
- **Augmented Reality App Project - Continuing work with Miles Media to implement an augmented reality program into our marketing efforts through advertising, collateral and in-marketing activations;**
  - **Continuous testing, optimizing and communicating with Miles on App development**
  - **Launched new Visitor Guide into distribution during Amelia Concours d'Elegance; started distribution of guide to local partners, Welcome Center and distribution points including Visit FL welcome centers and fulfilment leads.**
  - **Installed new in-market beacons at 6 locations with City, County, National Park Service; working to finalize signage plan and overall launch program.**
  - **Scoping analytics reporting for evaluation of ROI as well as promotional plans to ensure success of overall program**
  - **Finalizing in-market activation plans**
  - **Reviewing digital version technology with Nxtbook**
  - **Finalizing SOWs for promotional videos, ongoing maintenance, analytics, etc.**
  - **Coordinating PR release for AR program between Hayworth and Miles; includes execution of spring FAM**
  - **Reviewing opportunities for promotional map, media buys**
  - **Launched revised landing page at www.ameliaisland.com/app**
- **Media planning**
  - **Finalizing, trafficking creative for approved media buys as per media plan. Major programs included:**
    - **Continuing Google DMO program w/ Miles**
    - **Executing TripAdvisor co-op programs; review call on new TA structure and future changes**
    - **Continuation of flight w/ Wautauga on new NPR podcast program in NYC, DC, Boston and Chicago**
    - **Reviewing and optimizing digital programs with Conversant, Sojern, Trip Advisor, Conde Nast, Travel + Leisure,**
  - **Continuing execution of FY19 partner cooperative advertising programs**
  - **Continuing to evaluate potential programs**
- **Continuous review, optimization and execution of Marketing Dashboard**

- **Received and reviewed three proposals for ADA compliance on AmeliaIsland.com and AmeliaIslandTDC.com with Elyk Innovations, Silver Tech and Site Improve; Moving forward with Site Improve annual program to evaluate and monitor both sites for the year.**
- **Working with Digital Edge on regular eblasts, SEO work, updating landing page content for promotional programs, dashboard, etc.**
    - **Working on refresh of meetings section with expanded content**
- **Ongoing support for beach signage program as part of overall destination wayfinding program.**
- **Continuing to work with City Commissioner/TDC Board Member Chip Ross on Clean Beach Program presentations**
- **Regular status calls and program management with Hayworth, Miles, Digital Edge, and SilverTech vendors**

## Operations – Beach Program

- **Joint workshop between TDC and BOCC to review beach cleaning on March 11; Chip Ross presented; BOCC tasked TDC/CVB with development a comprehensive beach planning programing**
- **Researched & Reviewed:**
    - **City and County ordinances**
    - **Policies and best practices around the state, region and throughout the world**
    - **Cleaning index programs for success metric measurement**
- **Actions**
    - **Analyzed visitor-based beach data; recognized lack of data from City/County in regards to beach;**
    - **Adjusted visitor intercept surveys to include questions on rating beach cleanliness**
    - **Starting photo/video capture of beach to serve as baseline metrics**
    - **Held meetings with city, county departments and elected officials as well as beach advocates**
    - **Developed 3 RFPs for beach cleaning, beach trash and restroom cleaning for County Manger review and action; delivered to Mullen last week of March**
    - **Continuing to work on proposed beach signage program; approved by TDC board on 3/8 to approve moving forward up to $350,000 on beach signage program destination wide.**
- **Presented plan to TDC at board meeting on 3/27**
- **Finessed plan and presentation for BOCC presentation on April 8.**

## Collateral

- **Visitor Guide –launched into distribution at Concours; see above**

- **Year in Review – printed; mailed to all partners and distributed to officials and placed on TDC site.**

## Content Studio/ Social

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