

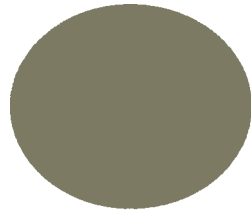
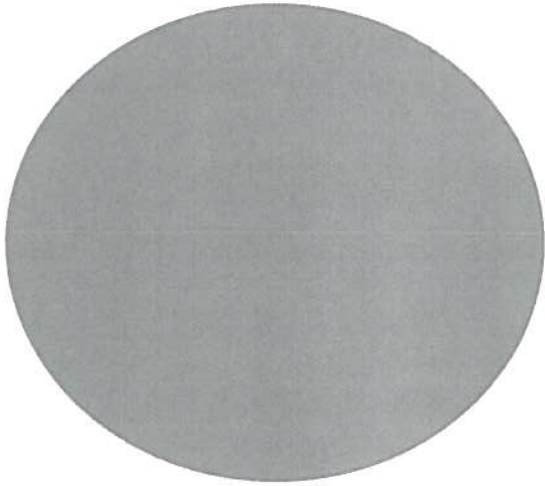
# AITDC Quarterly Report

4<sup>th</sup> QTR 2020

## TABLE OF CONTENTS

### 4<sup>th</sup> Quarter (July – September) Amelia Island TDC Report to the BOCC

1. Financial Reports:  
(STR Report, Munis Report – YTD, Bed Tax Report)
2. Research:  
(Research Data Quarterly Report; Tourism Activity Reports, Hayworth  
Publicity Reports)
3. Social Media Quarterly Report
4. Amelia Top States FY 2020
5. 2021 Marketing Plan

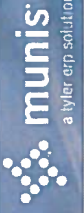


# 1. Financial Reports









BOARD OF COMMISSIONERS  
YEAR-TO-DATE BUDGET REPORT

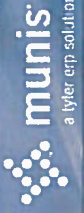
10/21/2020 15:34  
6235naro

FOR 2020 13

ACCOUNTS FOR: 137	AI TOURIST DEVELOPMENT FUND	ORIGINAL APPROP	TRANFRS/ ADJUSTMS	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
37000000 AI TOURIST DEVELOP FUND								
137 .000.	312120.	-7,594,156	TOURIST DEVELOPMENT TAX 0	-7,594,156	-5,799,313.46	.00	-1,794,842.54	76.4%*
137 .000.	361101.	0	INTEREST-BANK 0	0	-1,347.89	.00	1,347.89	100.0%
137 .000.	361101.TDBNK	0	INTEREST-BANK 0	0	-33,872.42	.00	33,872.42	100.0%
137 .000.	361101.TTAA	0	INTEREST-BANK 0	0	-13,658.36	.00	13,658.36	100.0%
137 .000.	361161.EVRB5	0	CD INTEREST 0	0	-27,962.35	.00	27,962.35	100.0%
137 .000.	361161.FFSB2	0	CD INTEREST 0	0	-1,294.04	.00	1,294.04	100.0%
137 .000.	361161.TTAA	0	INTEREST-BANK 0	0	-46,043.12	.00	46,043.12	100.0%
137 .000.	399952.	-3,739,954	CASH FWD-MARKETING -478,265	-4,218,219	.00	.00	-4,218,219.00	.0%*
137 .000.	399953.	-1,422,670	CASH FWD-TRADE 111,897	-1,310,773	.00	.00	-1,310,773.00	.0%*
137 .000.	399954.	-2,163,418	CASH FWD-BEACH IMPROVEMENTS -108,449	-2,271,867	.00	.00	-2,271,867.00	.0%*
TOTAL AI TOURIST DEVELOP FUND		-14,920,198	-474,817	-15,395,015	-5,923,491.64	.00	-9,471,523.36	38.5%
37521582 TDC ADMIN FEES-TRANS OUT								
137 .521.	582.58.591910.CLERK	113,912	ADMINISTRATIVE FEE-CLERK 0	113,912	86,989.71	.00	26,922.29	76.4%
137 .521.	582.58.591910.TAXCO	113,912	ADMIN FEE-TAX COLLECTOR 0	113,912	86,989.71	.00	26,922.29	76.4%
TOTAL TDC ADMIN FEES-TRANS OUT		227,824	0	227,824	173,979.42	.00	53,844.58	76.4%
37522552 TDC RESEARCH/ADMIN								
137 .522.	552.55.531041.	1,104,950	MANAGEMENT FEE-CVB 0	1,104,950	843,800.10	.00	261,149.90	76.4%



ACCOUNTS FOR:	ORIGINAL APPROP	TRANFRS/ADJSTMTS	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
TOTAL TDC RESEARCH/ADMIN	1,104,950	0	1,104,950	843,800.10	.00	261,149.90	76.4%
37523552 TDC MARKETING							
137 .523.369910.	0		REFUND OF PRIOR YEAR EXPENSES	-879.00	.00	879.00	100.0%
137 .523.552.55.531000.	0		PROFESSIONAL SERVICES	1,173.00	.00	27.00	97.8%
137 .523.552.55.540000.ENTWT	10,000		TRAVEL AND PER DIEM	.00	.00	10,000.00	.0%
137 .523.552.55.540000.LODGE	25,000		TRAVEL AND PER DIEM	.00	.00	13,250.00	.0%
137 .523.552.55.540000.MEALS	15,000		TRAVEL AND PER DIEM	.00	.00	15,000.00	.0%
137 .523.552.55.540000.TRAVL	25,000		TRAVEL AND PER DIEM	.00	.00	25,000.00	.0%
137 .523.552.55.542000.FULFL	10,000		FREIGHT AND POSTAGE SERVICES	797.03	.00	9,202.97	8.0%
137 .523.552.55.542000.POSTG	5,000		FREIGHT AND POSTAGE SERVICES	9,826.63	.00	-4,826.63	196.5%*
137 .523.552.55.548110.CONTE	300,000		PRODUCTIONS	165,527.38	5,358.00	129,114.62	57.0%
137 .523.552.55.548110.DESGN	200,000		PRODUCTIONS	44,075.14	.00	155,924.86	22.0%
137 .523.552.55.548120.	31,750		PAID MEDIA	3,000.00	.00	28,750.00	9.4%
137 .523.552.55.548120.AUDIO	31,750		PAID MEDIA	20,435.00	.00	11,315.00	64.4%
137 .523.552.55.548120.DIGIT	1,713,700		PAID MEDIA	1,015,020.03	60,000.00	788,679.97	57.7%
137 .523.552.55.548120.INTNL	158,750		PAID MEDIA	7,518.74	.00	111,231.26	6.3%
137 .523.552.55.548120.OOH	222,250		PAID MEDIA	22,491.67	.00	89,758.33	20.0%
137 .523.552.55.548120.PRINT	920,750		PAID MEDIA	590,807.24	.00	329,942.76	64.2%
137 .523.552.55.548120.VIDEO	95,250		PAID MEDIA	51,349.70	.00	43,900.30	53.9%
137 .523.552.55.548240.LICEN	75,000		INTERACTIVE	10,031.01	.00	64,968.99	13.4%
137 .523.552.55.548240.SPEC	250,000		INTERACTIVE	231,284.40	.00	30,465.60	88.4%



10/21/2020 15:34  
6235naro

BOARD OF COMMISSIONERS  
YEAR-TO-DATE BUDGET REPORT

P 3  
glytdbud

FOR 2020 13

ACCOUNTS FOR: 137	AI TOURIST DEVELOPMENT FUND	ORIGINAL APPROP	TRANSFRS/ ADJUSTMTS	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
137 .523.552.55.548240.TOOLS		90,000	INTERACTIVE 0	90,000	22,988.52	.00	67,011.48	25.5%
137 .523.552.55.548250.		150,000	MARKETING DATA -1,200	148,800	63,245.00	12,500.00	73,055.00	50.9%
137 .523.552.55.548350.AIMOH		42,500	PARTNERS/SPONSORSHIPS/GRANT 0	42,500	42,500.00	.00	.00	100.0%
137 .523.552.55.548350.EVNTG		150,000	PARTNERS/SPONSORSHIPS/GRANT 0	150,000	56,250.00	.00	93,750.00	37.5%
137 .523.552.55.548350.PFCG		65,000	PARTNERS/SPONSORSHIPS/GRANT 0	65,000	62,220.00	.00	2,780.00	95.7%
137 .523.552.55.548350.JAXSP		50,000	PARTNERS/SPONSORSHIPS/GRANT 0	50,000	50,000.00	.00	.00	100.0%
137 .523.552.55.548520.DOC		200,000	SPECIAL EVENTS 0	200,000	111,705.44	.00	88,294.56	55.9%
137 .523.552.55.548520.HOLDY		170,000	SPECIAL EVENTS 0	170,000	167,534.72	.00	2,465.28	98.5%
137 .523.552.55.548520.RESTW		5,000	SPECIAL EVENTS 0	5,000	1,706.07	.00	3,293.93	34.1%
137 .523.552.55.548520.WELLN		125,000	SPECIAL EVENTS 0	125,000	7,250.00	.00	117,750.00	5.8%
137 .523.552.55.548710.PREXP		84,000	PUBLIC RELATIONS -22,384	61,616	16,643.80	.00	44,972.20	27.0%
137 .523.552.55.548710.PRSPC		61,616	PUBLIC RELATIONS 22,384	84,000	54,000.00	.00	30,000.00	64.3%
137 .523.552.55.552000.		2,500	MISC OPERATING SUPPLIES 0	2,500	.00	.00	2,500.00	.0%
137 .523.552.55.564000.		2,500	EQUIPMENT 0	2,500	.00	.00	2,500.00	.0%
TOTAL TDC MARKETING		5,287,316	0	5,287,316	2,828,501.52	77,858.00	2,380,956.48	55.0%
37523581 TRANS OUT-GENERAL-EQUIPMENT								
137 .523.581.58.591016.		800	TRANS OUT-GENERAL-EQUIPMENT 0	800	.00	.00	800.00	.0%
TOTAL TRANS OUT-GENERAL-EQUIPMENT		800	0	800	.00	.00	800.00	.0%
37524552 TDC TRADE SHOWS/TRAVEL TR								
137 .524.552.55.534000.WELMC		0	OTHER CONTRACTUAL SERVICES 5,000	5,000	1,310.00	.00	3,690.00	26.2%



BOARD OF COMMISSIONERS  
YEAR-TO-DATE BUDGET REPORT

10/21/2020 15:34  
6235naro

FOR 2020 13

ACCOUNTS FOR: 137	AI	TOURIST DEVELOPMENT FUND	ORIGINAL APPROP	TRANFRS/ ADJUSTMTS	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
137	.524.552.55.540000.	ENTNT	20,000	TRAVEL AND PER DIEM 0	20,000	19.25	.00	19,980.75	.1%
137	.524.552.55.540000.	LODGE	20,000	TRAVEL AND PER DIEM 0	20,000	6,356.07	.00	13,643.93	31.8%
137	.524.552.55.540000.	MEALS	10,000	TRAVEL AND PER DIEM 0	10,000	1,232.40	.00	8,767.60	12.3%
137	.524.552.55.540000.	SALMS	0	TRAVEL AND PER DIEM 1,000	1,000	880.73	.00	119.27	88.1%
137	.524.552.55.540000.	TRAVL	25,000	TRAVEL AND PER DIEM 0	25,000	8,348.58	.00	16,651.42	33.4%
137	.524.552.55.541000.	WELMC	0	COMMUNICATIONS 5,000	5,000	2,795.77	.00	2,204.23	55.9%
137	.524.552.55.542000.	DRAYG	10,000	FREIGHT AND POSTAGE SERVICES 0	10,000	6,270.40	.00	3,729.60	62.7%
137	.524.552.55.542000.	FULFL	25,000	FREIGHT AND POSTAGE SERVICES 10,000	35,000	33,023.09	.00	1,976.91	94.4%
137	.524.552.55.542000.	POSTG	15,000	FREIGHT AND POSTAGE SERVICES 0	15,000	4,776.45	.00	10,223.55	31.8%
137	.524.552.55.543000.	WELMC	0	UTILITY SERVICES 10,000	10,000	4,900.78	.00	5,099.22	49.0%
137	.524.552.55.544000.	WELMC	0	RENTALS AND LEASES 10,000	10,000	9,160.00	.00	840.00	91.6%
137	.524.552.55.545000.	WELMC	0	INSURANCE 4,000	4,000	1,714.38	.00	2,285.62	42.9%
137	.524.552.55.547000.		225,000	PRINTING-BROCHURES 0	225,000	31,976.41	.00	193,023.59	14.2%
137	.524.552.55.548018.		0	TRAVEL TRADE 0	0	447.82	.00	-447.82	100.0%*
137	.524.552.55.548018.	INTNL	50,000	TRAVEL TRADE 32,000	82,000	66,436.80	.00	15,563.20	81.0%
137	.524.552.55.548018.	MEETG	30,000	TRAVEL TRADE 0	30,000	963.66	.00	29,036.34	3.2%
137	.524.552.55.548018.	NICHE	75,000	TRAVEL TRADE -10,000	65,000	37,600.00	.00	27,400.00	57.8%
137	.524.552.55.548018.	TDREL	15,000	TRAVEL TRADE 0	15,000	7,785.75	.00	7,214.25	51.9%
137	.524.552.55.548018.	TDSHW	25,000	TRAVEL TRADE 0	25,000	970.09	.00	24,029.91	3.9%
137	.524.552.55.548019.	INCTV	150,000	HOSPITALITY SERVICES 0	150,000	.00	.00	150,000.00	.0%
137	.524.552.55.548019.	PUBAW	100,000	HOSPITALITY SERVICES 0	100,000	5,002.43	.00	94,997.57	5.0%
137	.524.552.55.548019.	WELMC	250,000	HOSPITALITY SERVICES -114,000	136,000	35,559.05	.00	100,440.95	26.1%



FOR 2020 13

ACCOUNTS FOR:	ORIGINAL APPROP	TRANFRS/ADJUSTMS	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
137 AI TOURIST DEVELOPMENT FUND							
137 .524.552.55.548151.	0	OTHER TRAVEL EXPENSE	0	-2,366.00	.00	2,366.00	100.0%
137 .524.552.55.548161.FAMS	20,000	FAMILIARIZATIONS	20,000	187.25	.00	19,812.75	.9%
137 .524.552.55.548161.FLTFS	20,000	FAMILIARIZATIONS	20,000	2,733.37	.00	17,266.63	13.7%
137 .524.552.55.548161.SALMS	35,000	FAMILIARIZATIONS	2,000	.00	.00	2,000.00	.0%
137 .524.552.55.549000.	1,633	OTHER CURRENT CHARGES & OBLIGA	1,633	86.53	.00	1,546.47	5.3%
137 .524.552.55.549000.WELMC	0	OTHER CURRENT CHARGES & OBLIGA	80,000	61,202.25	.00	18,797.75	76.5%
137 .524.552.55.552000.	10,000	MISC OPERATING SUPPLIES	0	.00	.00	10,000.00	.0%
137 .524.552.55.552007.	90,000	PROMOTIONAL SUPPLIES	0	7,199.31	.00	82,800.69	8.0%
137 .524.552.55.554006.	15,000	DUES/SUBSCRIPT/TRAINING	0	7,550.00	.00	7,450.00	50.3%
TOTAL TDC TRADE SHOWS/TRAVEL TR	1,236,633	0	1,236,633	344,122.62	.00	892,510.38	27.8%
<b>37525539 TDC BEACH IMPROVMENTS</b>							
137 .525.369910.BRSP	0	REFUND PRIOR YEAR EXPENSES	0	-399,884.05	.00	399,884.05	100.0%
137 .525.539.53.534102.	1,250,000	CONTRACT SERVICE-BEACH CLEAN	1,238,265	283,096.80	.00	955,168.20	22.9%
137 .525.539.53.552000.	0	MISC OPERATING SUPPLIES	5,000	746.41	.00	4,253.59	14.9%
137 .525.539.53.552640.	0	EQUIPMENT <\$750	6,735	6,735.00	.00	.00	100.0%
137 .525.539.53.554000.	25,000	DUES & SUBSCRIPTIONS	25,000	.00	.00	25,000.00	.0%
137 .525.539.53.581202.	0	AID-CITY OF FERNANDINA BCH	0	27,432.70	.00	-27,432.70	100.0%*
137 .525.539.53.581202.BRSP	61,633	AID-CITY OF FERNANDINA BCH	61,633	.00	.00	61,633.00	.0%
TOTAL TDC BEACH IMPROVMENTS	1,336,633	0	1,336,633	-81,873.14	.00	1,418,506.14	-6.1%
<b>37999599 RESERVES</b>							
137 .999.599.59.599053.	3,239,954	RESERVES MARKETING	3,718,219	.00	.00	3,718,219.00	.0%



BOARD OF COMMISSIONERS  
YEAR-TO-DATE BUDGET REPORT

10/21/2020 15:34  
6235naro

FOR 2020 13

ACCOUNTS FOR:	FUND	ORIGINAL APPROP	TRANFRS/ADJSTMNTS	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
137 .999.599.59.599054.		922,670	RESERVES TRADE -111,897	810,773	.00	.00	810,773.00	.0%
137 .999.599.59.599055.		1,563,418	RESERVES BEACH 108,449	1,671,867	.00	.00	1,671,867.00	.0%
TOTAL RESERVES		5,726,042	474,817	6,200,859	.00	.00	6,200,859.00	.0%
TOTAL AI TOURIST DEVELOPMENT FUND		0	0	0	-1,814,961.12	77,858.00	1,737,103.12	100.0%
TOTAL REVENUES		-14,920,198	-474,817	-15,395,015	-6,324,254.69	.00	-9,070,760.31	
TOTAL EXPENSES		14,920,198	474,817	15,395,015	4,509,293.57	77,858.00	10,807,863.43	



10/21/2020 15:34  
6235naro

BOARD OF COMMISSIONERS  
YEAR-TO-DATE BUDGET REPORT

P 7  
glytdbud

FOR 2020 13

ORIGINAL APPROP	TRANSFRS/ ADJUSTMNTS	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
0	0	0	-1,814,961.12	77,858.00	1,737,103.12	100.0%

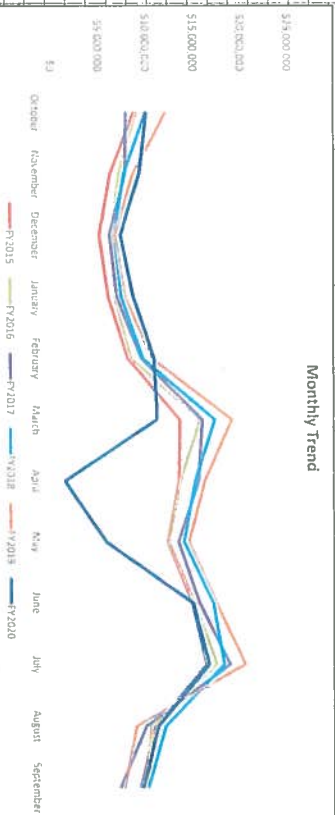
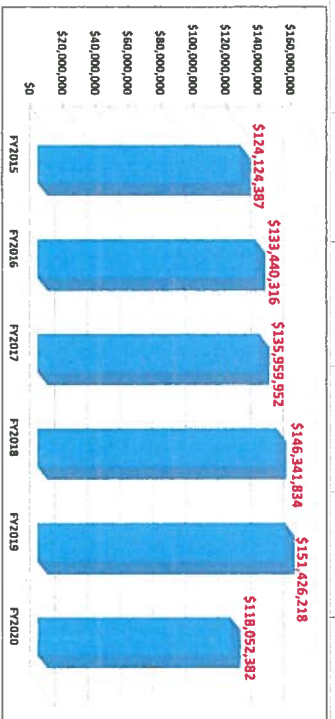
GRAND TOTAL

\*\* END OF REPORT - Generated by Nate Aron \*\*

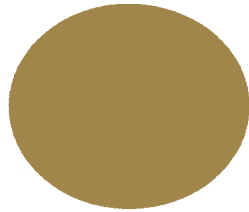
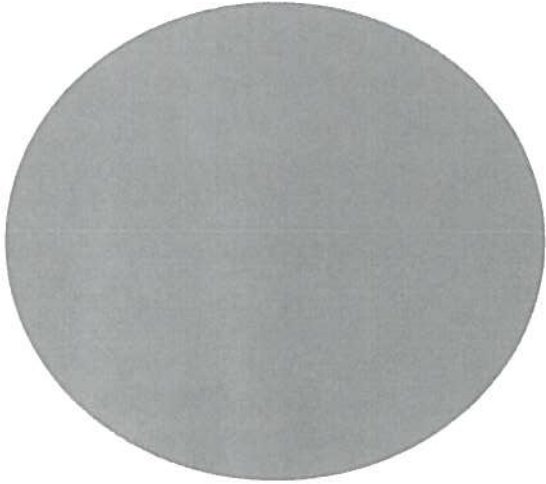
## Amelia Island Tourism Development Council Monthly Taxable Collections



	October	November	December	January	February	March	April	May	June	July	August	September	FY Total
Actual													
FY 2010	\$3,924,925	\$4,127,108	\$2,662,768	\$3,061,087	\$3,927,714	\$7,180,899	\$7,250,176	\$6,771,684	\$9,192,997	\$11,420,967	\$6,161,937	\$4,134,125	\$69,661,357
FY 2011	\$5,117,877	\$3,146,563	\$2,891,727	\$3,057,380	\$4,477,079	\$9,042,178	\$9,089,680	\$7,348,455	\$9,319,735	\$10,465,155	\$5,315,503	\$4,709,634	\$72,970,966
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	\$12,710,654	\$6,309,424	\$5,300,489	\$78,088,012
FY 2013	\$5,993,912	\$4,252,420	\$3,048,178	\$3,744,771	\$5,098,560	\$10,724,414	\$10,398,492	\$9,925,245	\$11,911,552	\$12,419,552	\$8,908,306	\$6,817,183	\$93,523,687
FY 2014	\$7,475,937	\$6,034,530	\$4,186,409	\$5,665,969	\$6,515,370	\$12,374,293	\$12,550,221	\$12,039,768	\$12,669,890	\$14,986,010	\$9,814,050	\$7,623,141	\$112,108,878
FY 2015	\$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	\$15,209,784	\$11,569,386	\$9,427,872	\$124,124,387
FY 2016	\$9,071,000	\$6,228,216	\$5,394,566	\$6,789,618	\$8,508,848	\$15,822,132	\$15,611,677	\$13,478,363	\$15,209,784	\$17,501,019	\$11,932,545	\$7,354,342	\$135,959,952
FY 2017	\$8,004,857	\$7,920,339	\$6,228,205	\$7,028,403	\$8,634,435	\$16,040,637	\$15,611,677	\$14,076,436	\$17,129,996	\$18,308,670	\$12,131,307	\$10,292,877	\$146,341,834
FY 2018	\$10,033,381	\$7,804,652	\$6,726,088	\$7,607,735	\$8,731,687	\$17,354,427	\$15,246,878	\$14,076,436	\$17,510,133	\$20,523,960	\$9,060,000	\$7,771,180	\$151,426,218
FY 2019	\$12,155,507	\$8,765,734	\$6,823,561	\$7,949,841	\$10,779,734	\$19,201,124	\$16,298,866	\$14,585,578	\$17,510,133	\$14,996,600	\$11,320,940	\$9,720,000	\$118,052,382
FY 2020	\$10,128,614	\$9,388,756	\$7,419,955	\$8,789,542	\$10,934,638	\$11,241,038	\$1,562,200	\$5,870,100	\$14,996,600	\$16,680,000	\$11,320,940	\$24,989	\$118,052,382
% Change	-16.67%	7.11%	8.74%	10.56%	1.44%	-41.46%	-90.42%	-59.75%	-14.35%	-18.73%	24.98%	25.08%	-22.04%
FY 2020 Projected	\$12,000,000	\$9,000,000	\$7,500,000	\$6,500,000	\$11,000,000	\$19,000,000	\$17,000,000	\$14,500,000	\$17,883,120	\$20,000,000	\$9,000,000	\$6,500,000	\$151,883,120
FY 2020 Actual	\$10,128,614	\$9,388,756	\$7,419,955	\$8,789,542	\$10,934,638	\$11,241,038	\$1,562,200	\$5,870,100	\$14,996,600	\$16,680,000	\$11,320,940	\$9,720,000	\$118,052,382
% Change	-15.59%	4.32%	-1.07%	35.22%	-0.59%	-40.84%	-90.81%	-59.52%	-16.14%	-16.60%	25.79%	14.35%	-22.27%
YTD													
FY 2019	\$12,155,507	\$20,921,241	\$27,744,802	\$35,694,643	\$46,474,377	\$65,676,501	\$81,975,367	\$96,560,945	\$114,071,078	\$134,595,038	\$143,655,038	\$151,426,218	\$151,426,218
FY 2020	\$10,128,614	\$19,517,969	\$26,937,924	\$35,726,866	\$46,661,504	\$57,902,542	\$69,484,742	\$85,334,842	\$90,531,442	\$97,011,442	\$108,932,982	\$118,052,382	\$118,052,382
% Change	-16.67%	-6.71%	-2.91%	0.09%	0.40%	-11.84%	-27.46%	-32.34%	-29.58%	-27.92%	-24.59%	-22.04%	-22.04%
Bed Tax													
FY 2019	\$607,775	\$438,287	\$341,178	\$397,492	\$538,987	\$960,106	\$814,943	\$729,279	\$875,507	\$1,026,198	\$453,000	\$388,559	\$7,571,311
FY 2020 Projected	\$600,000	\$450,000	\$375,000	\$325,000	\$450,000	\$950,000	\$850,000	\$729,000	\$894,156	\$1,000,000	\$450,000	\$425,000	\$7,594,156
FY 2020 Actual	\$506,491	\$464,756	\$368,909	\$429,206	\$548,288	\$550,487	\$78,110	\$293,505	\$749,830	\$834,000	\$566,047	\$486,000	\$5,885,630
FY 2020 YTD	\$506,491	\$971,247	\$1,340,156	\$1,769,962	\$2,317,651	\$2,878,138	\$2,956,248	\$3,249,753	\$3,999,583	\$4,833,583	\$5,399,630	\$5,885,630	\$5,885,630
FY 2015	\$124,124,387												
FY 2016	\$133,440,316												
FY 2017	\$135,959,952												
FY 2018	\$146,341,834												
FY 2019	\$151,426,218												
FY 2020	\$118,052,382												







## 2. Research



**RESEARCH DATA SERVICES, INC.**

4520 WEST OAKELLAR AVENUE, #13169  
TAMPA, FLORIDA 33611  
TEL (813) 254-2975 • FAX (813) 223-2986

**Amelia Island Calendar Year  
Third Quarter 2020 (Jul. – Sep.)  
Visitor Profile Dashboard**



***Prepared for:***

Amelia Island Tourist Development Council

***Prepared by:***

Research Data Services, Inc.

**[Research@ResearchDataLLC.com](mailto:Research@ResearchDataLLC.com)**

October 21, 2020





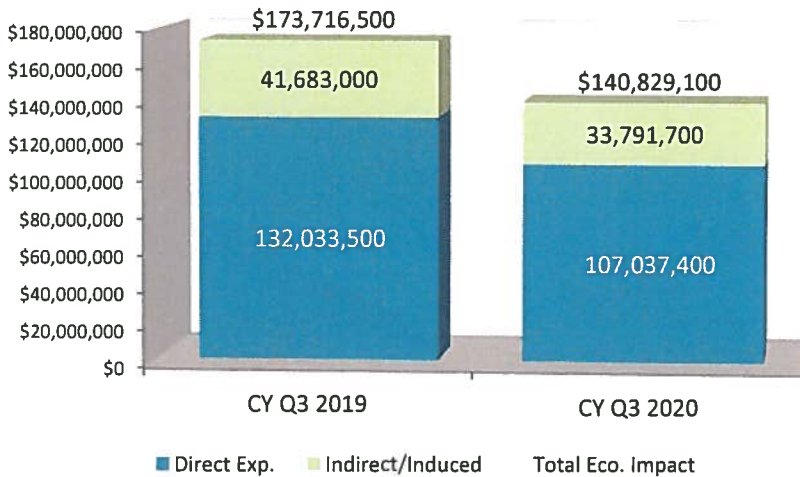
# Amelia Island Visitor Profile CY Q3 2020 (Jul. - Sep.)

H/M/C/C* Visitor Stats	Fiscal Year (Oct. - Sep.)			CY Third Quarter (Jul. - Sep.) **		
	FY 2019	FY 2020	% Δ '19/'20	2019	2020	% Δ '19/'20
Visitors (#)	692,100	550,500	-20.5	173,500	147,500	-15.0
Direct Exp. (\$)	\$527,517,700	\$402,123,000	-23.8	\$132,033,500	\$107,037,400	-18.9
<b>Total Eco. Impact (\$)</b>	<b>\$694,055,100</b>	<b>\$529,073,300</b>	<i>(k: 1.3157)</i>	<b>\$173,716,500</b>	<b>\$140,829,100</b>	<i>(k: 1.3157)</i>

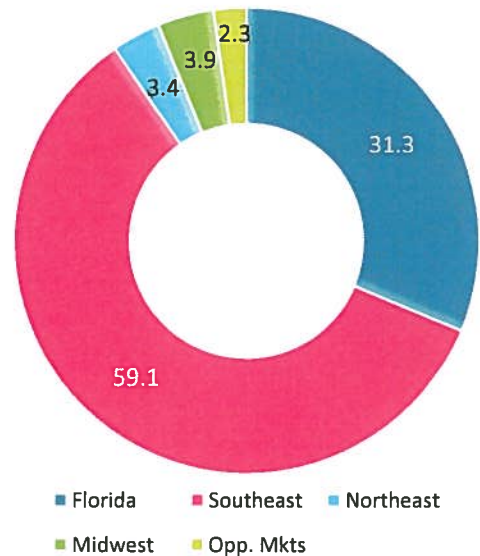
\* Visitors staying in commercial lodging subject to the resort tax (hotel/motel/condo, etc.)

\*\* Third Quarter 2019 tourism was significantly impacted by the threat of Hurricane Dorian somewhat mitigating COVID-19 impacts reported in the Third Quarter of 2020.

**CY Q3 Economic Impact**



**CY Q3 2020 Visitor Origin Distribution (%)**



**Fiscal Year (Oct. - Sep.)**

**CY Third Quarter (Jul. - Sep.)**

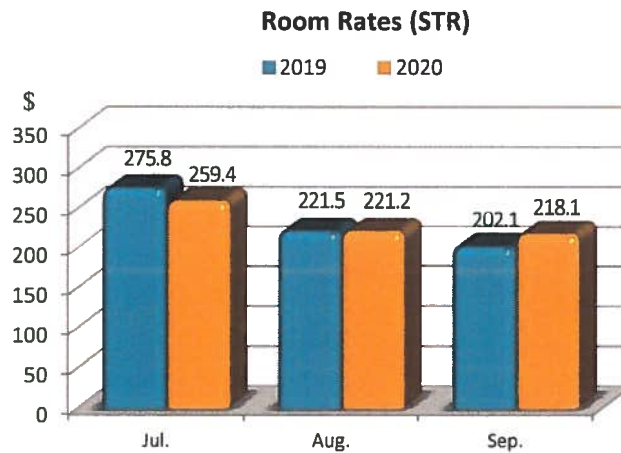
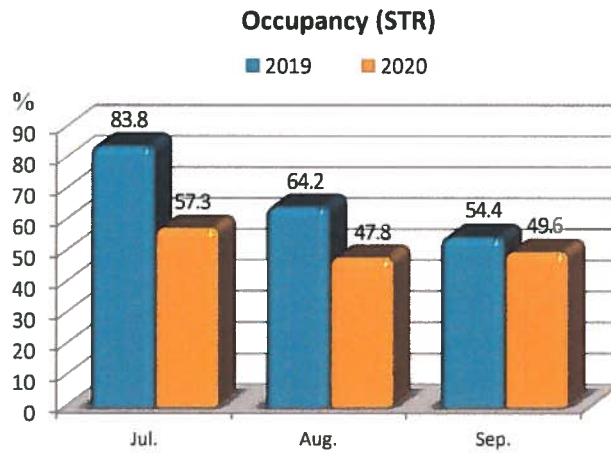
Visitor Origins	Fiscal Year (Oct. - Sep.)			CY Third Quarter (Jul. - Sep.)		
	FY 2019	FY 2020	% Δ '19/'20	2019 # of Visitors	2020 # of Visitors	% Δ '19/'20
Florida	149,088	139,906	-6.2	40,946	46,168	+12.8
Southeast	273,153	249,476	-8.7	81,545	87,173	+6.9
Northeast	105,653	67,945	-35.7	17,524	5,015	-71.4
Midwest	96,045	59,103	-38.5	17,177	5,752	-66.5
Foreign *	37,834	13,547	-64.2	9,889	0	-100.0
Opportunity Mkts	30,327	20,523	-32.3	6,419	3,392	-47.2
<b>Total</b>	<b>692,100</b>	<b>550,500</b>	<b>-20.5</b>	<b>173,500</b>	<b>147,500</b>	<b>-15.0</b>

\* Amelia Island's CY Q3 2020 foreign visitation was too small to measure.

# Amelia Island Visitor Profile | CY Q3 2020 (Jul. - Sep.)

<b>Occupancy and ADR (STR) **</b>	<b>July</b>	<b>August</b>	<b>September</b>
Occupancy 2020	57.3%	47.8%	49.6%
Occupancy 2019 <sup>†</sup>	83.8	64.2	54.4
<b>Δ % Occ. ('19/'20)</b>	<b>-31.6%</b>	<b>-25.4%</b>	<b>-8.8%</b>
ADR 2020	\$259.41	\$221.17	\$218.08
ADR 2019 <sup>†</sup>	275.82	221.52	202.09
<b>Δ % ADR ('19/'20)</b>	<b>-6.0%</b>	<b>-0.2%</b>	<b>+7.9%</b>
RevPAR 2020	\$148.75	\$105.83	\$108.26
RevPAR 2019 <sup>†</sup>	231.11	142.14	110.01
<b>Δ % RevPAR ('19/'20)</b>	<b>-35.6</b>	<b>-25.5%</b>	<b>-1.6%</b>

\*\* Source: Smith Travel Research; <sup>†</sup> 2019 Update



# Tourism Activity Report

---

July 2020

## 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: reopened Wednesday, May 13, 2020
- COVID-19 Safety Measures: Plexiglass partition at front desk, 6 ft social distancing markers on floor, employees required to wear masks and check temperature before each shift, hand sanitizer available for employees, distributing masks and hand sanitizer to visitors, restricting visitor access to brochure information by preparing handouts with area information. Posting signs about safety requirements and masks requirements. Disinfect doors handles and public surfaces hourly. Distribute Covid-19 kits to businesses. Post signs and distribute masks to public.
- Operations: Prepare welcome packets for meetings and tours, check hotel availability, assist visitors with area information, dining and hotel reservations. Attend trade shows. Prepare research reports.
- July number of visitors – 1306

## Conferences/Meetings

- Visit from Don Welsh, Destinations International CEO
- Ongoing work with Cvent and AI Website on RFP's
- Monthly Florida's First Coast of Golf meeting
- Main Street board and organization meetings
- Regular calls with Silvertch, Hayworth, Star Mark, My Agency
- Webinars on COVID-19 Research and Marketing with Destinations International, US Travel, Visit Florida, Conversant, Destination Florida
- Participating in ongoing calls with Emergency Management as well as industry partners on the status of COVID-19.
- RNC planning & development, meetings & conference calls
- Partner meetings/calls/contact
- Research for CDME Certification through Destinations International

## Travel Trade Shows

- All travel and trade have been cancelled for the immediate future due to COVID-19.
- All American Roadshow-coop with Visit Florida, virtual expo for domestic travel agents.
- August Travel & Adventure show cancelled; registration rolled over to March show.
- Various online webinars gearing towards the travel trade industry
- Attended the virtual events industry expo Together Again

## Events/Holidays

- Dickens on Centre & Holidays
  - Discussion at July board meeting on status of festival-to be determined on August 26<sup>th</sup> by board.
  - Budget detailing, Site plan development, vendor contract reviews
  - Development of COVID-19 waiver
  - Talent (Bands & Actors) scheduling for 2020 Dickens on Centre
  - Vendor Application distributed
  - Research on virtual options for festival
    - Holiday Lighting
- Republican National Convention
  - RNC cancelled 30 days out – all contract with lodging partners cancelled
  - Meeting with Nassau County COFB partners
  - Coordinating communications between local parties, partners, Visit Jax, RNC, etc.
  - Reviewing potential marketing opportunities and needs
  - Review promotional opportunities and PR preparation with RNC committee and potential media visits.
  - Developing PR plan including potential crisis program
  - Reviewed patriotic mark options for RNC promotional use; paused
- Concours d'Elegance – brainstorming call with team about potential programs and modifications for 2021 event and related promotions.

## Marketing

---

### Operations

- Ongoing work on PO requisitions, tracking, invoice processing, P&P review, etc.
- Pending Destinations International DMAP accreditation; waiting on Policies and Procedures from BOCC
- Ongoing updates to digital signage system in Welcome Center using in-house management platform OptiSigns.
- Planned and executed July AITDC Board Meeting and BOCC quarterly report
- Responding to Film Commission requests
- Executed partner survey on AICVB initiatives and services

### Strategy

- Continuous execution and oversight of annual marketing plan
- Media planning & execution – paid media recovery program paused with Starmark.
- Continuous review, optimization and execution of Marketing Dashboard
- Working with Starmark on a recovery program including:
  - Launched Moments creative campaign but paused paid media program in early July due to increases in COVID cases.
  - Finalized reporting on paused media programs
  - Content and production support for ongoing campaign elements
  - Support of chat-bot, social media messaging
- Reviewing marketing analytics and arrival data with Arrivalist
- Order new promotional stickers with local vendor, The Happy Sea
- Updating partner advertising co-op programs
- Reviewing options to host partner marketing training sessions this fall including Google business, Trip Advisor, AICVB offerings, etc.

### Website & Digital

- Approved SOW for refresh and optimization of website, including personalization overlay to be able to target key visitor groups. Reviewed and approved best practices for Homepage design and primary navigation.
- Continuous update of Calendar of Events
- Blogs – Turtles are Coming, 10 Reasons to Visit After Lockdown. Expanded itinerary blog program to include Girls Getaway custom itinerary.
- Regular status calls and program management with SilverTech
- Relaunched consumer email blast program and developing content for late Q3 and ongoing eblast; revived coop program with Ritz-Carlton, Amelia Island exclusive and Ocean Coast exclusive. Brand launch featuring moments marketing campaign and positioning in dedicated brand email.
- Website refresh updates to site map, design scheme, content plans, etc.
- Optimizing digital tools including video platforms from Vimeo to incorporate Wistia; reviewing options for UGC and DAM platforms for new FY, reviewing blog content and plan, etc.

## International Marketing

- Efforts still paused in international markets.

## Collateral

- Continuing distribution of collateral materials as lodging properties reopen.
- Reminders to partners to contact The Chamber who is contracted to handle distribution.
- Reviewing content for potential new collateral updates during slow period including nature brochure and meeting planner pieces.
- Developed content for island wide beach brochure but placed on hold until County beach ordinance finalized.

## Social Media

FY20	Q1	Q2	Q3	July
Total Impressions	6,889,120	7,130,133	17,679,650	3,811,156
Paid Impressions	1,642,351	2,386,940	10,400,235	5,523
Organic Impressions	5,222,494	4,707,267	7,297,537	3,791,476
Page Fans	82,936	85,062	88,605	89,454
New Page Likes	1,240	2,527	4,109	1,044
New Page Unlikes	513	488	501	272
Post Likes	17,982	27,434	37,038	10,876
Post Comments	1,752	3,731	4,165	1,013
Post Shares	2,532	4,183	3,970	764
Post Reactions	17,993	27,448	45,173	12,653
Page Video Views	87,799	159,276	2,441,167	24,439
Video Paid Views	15,340	25,758	2,335,814	0
Video Organic Views	72,459	133,518	105,353	2,439

- Paid Social Media
  - All paid social media was turned off on June 29<sup>th</sup> and remained turned off throughout the month of July due to the local concern with the rise in COVID-19 cases.
- Organic Social Media
  - The organic marketing strategy performed well that spoke to the seven verticals. A total of 73 organic posts were published across Facebook, Instagram, Twitter, Linked In, & YouTube.
  - Utilizing User Generated Content (UGC) was a major focus of the strategy for July as well as keeping the Moments Campaign alive organically. Combining these efforts, a daily Moment of the Day Instagram story featuring a UGC photo was created and began July 10. Supporting blog content to pair with the Moment of the Day was also created. These efforts saw 29,761 impressions on Instagram and continue to live on our page as highlight stories.

## COVID-19 Response

- Keeping updated on ongoing changes related to COVID-19 consumer pages and managed TDC website for COVID-19 updates and resources
- Updated consumer website to create a COVID-19 travel advisory page, homepage banner, homepage button, business status update page/chart, etc.
- Continuing to complete reporting to state and federal programs on employment and business figures to help qualify for potential assistance programs
- Ongoing communications of state and county executive orders to tourism industry partners
- Working closely with tax collector office to facilitate communications to over 500 short term rental owners
- Advocating to government officials on behalf in industry for crisis response programs from federal government
- Executed industry newsletters to tourism partners
- Continued to manage online reporting form for lodging partners to submit daily lodging log as required to comply with executive orders
- Ongoing submissions of daily lodging logs to county manager to comply with executive orders
- Continued to replenish 8 hand sanitizers stations & signage to place around the island in high traffic areas
- Ongoing monitoring of social media, website inquiries and calls from consumers and industry partners regarding travel
- Ongoing adjusted forecast for TDT collections and re-budgeting for the remainder of the year.
- Ongoing work to update business status charts for the COVID consumer page on AI.com
- Updating COVID19 rack card for reprint
- Helping communicate latest executive order changes to partners and consumers
- Working with FRLA to help promote Seal of Commitment program
- Updated rack card and printed for partner distribution
- Developed and distributed social distancing kits for partners at no cost
- Hired pirates to promote proper covid protocols downtown during July 4<sup>th</sup> weekend
- Communications regarding face mask ordinances for County and City
- Updated and distributed poster communications specifically on face mask requirements

## Public Relations

---

### Republican National Convention Activities

- Team kickoff call to determine next steps
- Put together next steps for approval.
- Reached out to Visit Jacksonville for contacts.
- Began reaching out to appropriate media to offer Amelia Island as a backdrop for coverage.
- Provided reporter from WJXT with tourism quote in regard to the RNC.

### Writers/Influencers

- Connected with influencer Jaime Huffman, Charleston Blonde. Planned trip with the Omni.
- Connected with writer Marissa Langford (Tampa Bay Magazine) for article inclusion.

- Connected with influencer Ashley Jean of Moiralynn Blog, who had already planned a trip to the Omni. Provided some additional activities and meals.
- Connected with influencer Braided Mom Blog. Planned trip, but she changed destinations last minute. Do not recommend seeking further partnerships.
- Connected with influencer Lauren McGill of NYtoAnywhere, who had already planned a trip to Amelia Island. Provided some additional meals and recommendations.
- Connected with influencer Savilla Mountain. She requested a hosted stay over July weekend and we asked her to contact us again with tentative dates for shoulder season.
- Connected with influencer Guiomar Ochoa, writing for Hungry Little Travelers. Seeking accommodations (Omni passed. No response from Residence Inn, Seaside Inn or Home2 Suites.)
- Connected Amy to writer Prachi Bhardwaj (MONEY) for interview opportunity.
- Connected with writer Harriet Baskas (NBC) for article inclusion.

## Press/Outreach

- Created press release for new marketing campaign and distributed it to Florida, surrounding areas and trade travel contacts.
- Created press release for #NassauSafe and distributed it to Florida, surrounding areas and trade travel contacts.
- Created “micro-release” on outdoors in Amelia Island.
- Created Story Ideas press kit with COVID-19 friendly activities.
- Updated Things to Do press kit with COVID-19 friendly activities.
- Verified all 2020 press kits reflected Omni Amelia Island Resort (not Plantation).
- Provided images for possible slide show inclusion on Atlanta friendly road trips (WSB-TV).
- Provided information with destination reopening information (Forbes).
- Provided information on family-friendly road trip destinations (HARO Lead).
- Sent information to Gainesville stations on one-tank wonder stories.

## Communication

- Assisted with COVID-19 requests.
- Provided sample itinerary on virtual desksides. Decided to pause initiative until Q4 or conditions improve.
- Provided activity report.

## Promotions

- Working with SET Toyota and Florida Gators for FL/GA Weekend Giveaway. ERA/Beachside Motel has backed out of stay.
- Seeking accommodations for SwimZip promotion that was paused in May.
- Forwarded relevant advertising opportunities to Amelia Island CVB.

## Misc.

- Updated press releases on TravMedia.

## **Republican National Convention Activities – CANCELLED**

- Created suggested b-roll shots and image gallery.



- Created RNC one-sheeter.
- Communicated with Communications Director regarding possible remote interview locations, story ideas, etc.

### **Writers/Influencers**

- Followed up with influencer Jaime Huffman, Charleston Blonde for blog reuse.
- Connected with Liz Nofle for Select Registry feature
- Connected with Leila Cobo with American Airlines magazine for visit and story.
- Worked with Convention South for luxury conference destinations.
- Reached out to freelance Terry Ward on potential visit.
- Reached out to Jacksonville Mom for staycation story.

### **Press/Outreach**

- Created “micro-release” on dog friendly places in Amelia Island.
- Created press release for Travel + Leisure Best of 2020 announcement. Distributed it to local, trade and travel freelance contacts.
- Began reaching out to partners on virtual deskside.
- Updated hurricane Crisis Communication toolkit for the 2020 season.
- Answered VISIT FLORIDA call for educational tourism opportunities.
- Answered VISIT FLORIDA call for self-guided tours.
- Answered VISIT FLORIDA call for Black-owned businesses.
- Answered VISIT FLORIDA call for virtual experiences.
- Answered VISIT FLORIDA call for luxury Florida.
- Answered VISIT FLORIDA call for conic recipes.
- Answered VISIT FLORIDA call for Florida state parks.
- Provided information on summer safe activities (Forbes).
- Provided information on spa protocols during COVID (Reader’s Digest).
- Provided information on Sprouting Project (Business Insider).

### **Communication**

- Provided slide on PRO activity for board meeting.
- Provided activity report.

### **Promotions**

- Working with SET Toyota and Florida Gators for FL/GA Weekend Giveaway. Seaside Inn agreed, but the promotion was ultimately postponed.
- Reconnected with Residence Inn for SwimZip promotion that was paused in May.
- Forwarded VISIT FLORIDA radio promotion opportunities to interested partners. Amelia Island was not chosen as the partner destination.

### **Misc.**

- Updated press releases on TravMedia.

# Tourism Activity Report

---

August 2020

## 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: reopened Wednesday, May 13, 2020
- COVID-19 Safety Measures: Plexiglass partition at front desk, 6 ft social distancing markers on floor, employees required to wear masks and check temperature before each shift, hand sanitizer available for employees, distributing masks and hand sanitizer to visitors, restricting visitor access to brochure information by preparing handouts with area information. Posting signs about safety requirements and masks requirements. Disinfect doors handles and public surfaces hourly. Distribute Covid-19 kits to businesses. Post signs and distribute masks to public.
- Operations: Prepare welcome packets for meetings and tours, check hotel availability, assist visitors with area information, dining and hotel reservations. Attend trade shows. Prepare research reports.
- August number of visitors – 850; 50 Wedding Bags Prepared.

## Conferences/Meetings

- Ongoing work with Cvent and AI Website on RFP's
- Special Events Committee – Dickens on Agenda
- Monthly Florida's First Coast of Golf meeting
- Main Street board and organization meetings
- Regular calls with Silvertch, Hayworth, Starmark, My Agency
- Webinars on COVID-19 Research and Marketing with Destinations International, US Travel, Visit Florida, Conversant, Destination Florida
- Participating in ongoing calls with Emergency Management as well as industry partners on the status of COVID-19.
- Partner meetings/calls/contact
- Destination FL board meetings

## Travel Trade Shows

- Upcoming Connect Florida – Registration research, possible Co-op registration with Visit Florida
- CVENT Connect Virtual Tradeshow
- Various online webinars gearing towards the travel trade industry

## Events/Holidays

- Dickens on Centre & Holidays
  - Launched vendor application on August 1
  - Dickens on Centre festival footprint officially cancelled at board meeting
  - Special Event Permit – reapplied and sent to Mr. Mullin's office for review
  - Reimagination of Dickens presented to the board and approved
    - Visit with St Nick
    - Additional holiday lighting
    - Introduction of Dickens Dining
    - Entertainment and talent procurement
    - Partner with Paisley Grace Design for Christmas Wish Tree
- Concours d'Elegance – brainstorming call with team about potential programs and modifications for 2021 event and related promotions.

---

## Marketing

---

## Operations

- Ongoing work on PO requisitions, tracking, invoice processing, P&P review, etc.
- Pending Destinations International DMAP accreditation; waiting on Policies and Procedures from BOCC
- Ongoing updates to digital signage system in Welcome Center using in-house management platform OptiSigns.

- Planned and executed August AITDC Board Meeting and BOCC quarterly report
- Responding to Film Commission requests
- Ongoing work on FY20 budgeting and forecasting details for FY21 budgets based on revised TDT collections and plans
- Working with Clerks office on new budget codes for beach expenses

## Strategy

- Continuous execution and oversight of annual marketing plan
- Media planning & execution – paid media recovery program still paused with Starmark; working with select publishers on a “lite” media plan focused on conversion driven KPIs targeting travel intender and loyalists.
- Continuous review, optimization and execution of Marketing Dashboard
- Working with Starmark on new FY planning including media plans, persona journeys, creative development including extensions of Moments campaign for vacation rentals, weddings and meetings, etc.
- Reviewing marketing analytics and arrival data with Arrivalist
- Organizing partner marketing training sessions for Google business with Miles
- Organizing stock photo shoot for asset library for upcoming marketing needs
- Focusing fall marketing efforts around fall offer programs
  - Fall Deals – working with 20+ partners on fall deals being promoted through series of 4 eblasts for hotels, inn, vacation rentals and resorts; supported with blog and social media
  - Labor Day- promoting partner last minute Labor Day getaways through email and social
  - Local Staycations – working with 20+ partners on offering local staycation deals to residents of Nassau, Duval, St John and Camden counties. Promoted through flier shared with county business contacts; created postcard mailing through USPS targeting Nassau County residents; Created local Amelia Island swag bag to provide lodging partners booking any staycation offers including local gifts as well as local offers across dining, shops and activities; Created collateral piece supporting local offer extensions in shopping, restaurants and activities.
- FY21 planning approach using a phased approach based on triggers related to COVID vs. calendars

## Website & Digital

- Finalized Homepage design and primary navigation and moved into Design and Testing phase to launch in October.
- Continuous update of Calendar of Events
- Blogs – Fall Lodging Specials, Nature Lovers Getaway, New and Noteworthy Businesses. Expanded blog program to feature a Guest Blogger from notable influencer, Jaime Huffman: 48 Hours in Amelia Island.
- Regular status calls and program management with SilverTech
- Relaunched consumer email blast program and developing content for late Q3 and ongoing eblast; revived coop program with Ritz-Carlton, Amelia Island exclusive. Launched offer driven emails supporting End of Summer Getaways targeting drive markets, and Last Minute Labor Day Deals broadly targeting total email database.
- Website refresh and updates to business listings, ongoing support of pandemic notifications and state news impacting travelers.
- Created landing page and email support around Social photo contest designed to encourage visitors to share their own photographs of memorable Amelia Island moments past and present.

- Built new landing pages supporting local lodging deals and extensions to local businesses around the island.
- Reviewing digital tools to optimize video platforms including Vimeo and Wistia

### International Marketing

- Efforts still paused in international markets.

### Collateral

- Distributed 23 cases of collateral to tourism partners.
- Reminders to partners to contact The Chamber who is contracted to handle distribution.
- Scheduled Visitor Guide update process to begin Mid October with partners.
- Reviewing content for potential new collateral updates during slow period including nature brochure and meeting planner pieces.
- Developed content for island wide beach brochure but placed on hold until County beach ordinance finalized.
- Created 100 gift bags with partner gifts and discounts for Loco for Locals Campaign
- Delivered 44 gift bags, 2 per participating property, with remaining bags ready for distribution
- Updating historic district tour content for reprint in FY21.

### Social Media

FY20	Q1	Q2	Q3	July	August
Total Impressions	6,889,120	7,130,133	17,679,650	3,811,156	2,538,186
Paid Impressions	1,642,351	2,386,940	10,400,235	5,523	1,297
Organic Impressions	5,222,494	4,707,267	7,297,537	3,791,476	2,528,764
Page Fans	82,936	85,062	88,605	89,454	89,910
New Page Likes	1,240	2,527	4,109	1,044	641
New Page Unlikes	513	488	501	272	175
Post Likes	17,982	27,434	37,038	10,876	11,039
Post Comments	1,752	3,731	4,165	1,013	740
Post Shares	2,532	4,183	3,970	764	801
Post Reactions	17,993	27,448	45,173	12,653	12,580
Page Video Views	87,799	159,276	2,441,167	24,439	1,959
Video Paid Views	15,340	25,758	2,335,814	0	0
Video Organic Views	72,459	133,518	105,353	2,439	18,149

- Organic Social Media
  - Page Fans: Steady growth continues for our fan base on social media despite turning off paid.
  - Page Impressions: Slightly decreased behind pace for impressions due to no paid media however, the reach per unique user is still outstanding against pace of last year.

- Post Engagement: Holding steady with engagement across the board - fans are enjoying the content.
- Video Views: Organic video content included moments campaign short videos with the goal of keeping our current campaign at the top of mind for our followers.

## COVID-19 Response

- Keeping updated on ongoing changes related to COVID-19 consumer pages and managed TDC website for COVID-19 updates and resources
- Updated consumer website on COVID-19 travel advisory page, homepage banner, homepage button, business status update page/chart, etc.
- Ongoing communications of state and county executive orders to tourism industry partners
- Working closely with tax collector office to facilitate communications to over 500 short term rental owners
- Advocating to government officials on behalf in industry for crisis response programs from federal government
- Executed industry newsletters to tourism partners
- Working with Nassau County CARES team on ideas to support local businesses

## Communication

### Writers/Influencers

- 🐾 Planned visit for Leila Cobo with American Airlines magazine. Provided additional story elements.
- 🐾 Worked with freelance writer Terry Ward on potential visit with The Ritz-Carlton, Amelia Island.
- 🐾 Connected with Celeste Juarez (El Nuevo Herald / Miami Herald) on potential visit in October.
- 🐾 Connected with writer Carrie Bell on several story ideas, including microweddings and elopements. Potential future visit in 2021.
- 🐾 Connected with Cheryl Grant (Freelancer) on story ideas for Florida hotel deals.
- 🐾 Connected with Sarah Lennon (Sew Sarah) on visit in October. Seaside Inn offered to host. Confirming dates.
- 🐾 Connected with Jade Broadus on potential Florida's Ultimate Road Trip story. Awaiting deck.
- 🐾 Connected with Sandi Barrett (Freelancer) who previously visited. She wrote an article for Travel Awaits.
- 🐾 Coordinated gift for viral Instagram <https://www.instagram.com/macairesmuse/> who mentions Amelia Island in several travel pieces.

### Press/Outreach

- 🐾 Created press release for Shoulder Season. Distributed it to state, regional and travel freelance.
- 🐾 Revised micro-releases for pet-friendly Amelia Island and outdoor activities in Amelia Island.
- 🐾 Working with partners on virtual desksides.

---

## Tourism Activity Report

---

- 🐼 Provided information on learn remote/work remote programs (NBC News Online).
- 🐼 Provided information on The Ritz-Carlton, Amelia Island Field Trip Program (multiple publications).
- 🐼 Provided information on Florida bucket list activities (Trips to Discover).
- 🐼 Provided information on Travel + Leisure Best Islands list (Destinations Florida).
- 🐼 Provided information on micro-weddings (multiple publications).
- 🐼 Provided information on girls weekend (DanaBerez.com).
- 🐼 Provided information on wellness travel (Organics Spa).
- 🐼 Answered VISIT FLORIDA call for what's new in the area.
- 🐼 Answered VISIT FLORIDA call for sustainable and affordable.
- 🐼 Answered VISIT FLORIDA call for wellness travel options.
- 🐼 Answered VISIT FLORIDA call for animal protection in travel.
- 🐼 Answered VISIT FLORIDA call for outdoor adventures.
- 🐼 Answered VISIT FLORIDA call for best beaches.

### Communication

- 🐼 Provided updated 2020-2021 PR Forecast.
- 🐼 Drafted and submitted copy for use in weekly email newsletter.
- 🐼 Provided activity report.

### Promotions

- 🐼 Working with VISIT FLORIDA on NY Daily News giveaway promotion. Amelia Schoolhouse Inn is providing the stay and Amelia Kayak the activity.

### Misc.

- 🐼 Updated press releases on TravMedia.

# Tourism Activity Report

---

September 2020

## 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
- Monthly Meetings
- Travel & Trade
- Special Events

### Marketing:

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

### Public Relations:

- Writers
- Coverage
- Press Releases
- Promotions

## Events & Promotions

---

### Visitor Services

- AMELIA ISLAND WELCOME CENTER: reopened Wednesday, May 13, 2020
- COVID-19 Safety Measures: Plexiglass partition at front desk, 6 ft social distancing markers on floor, employees required to wear masks and check temperature before each shift, hand sanitizer available for employees, distributing masks and hand sanitizer to visitors, restricting visitor access to brochure information by preparing handouts with area information. Posting signs about safety requirements and masks requirements. Disinfect doors handles and public surfaces hourly. Distribute Covid-19 kits to businesses. Post signs and distribute masks to public.
- Operations: Prepare welcome packets for meetings and tours, check hotel availability, assist visitors with area information, dining and hotel reservations. Attend trade shows. Prepare research reports.
- August number of visitors – 850; 50 Wedding Bags Prepared.



## Monthly Meetings

- Special Events Committee
- Monthly Florida's First Coast of Golf meeting
- Main Street board and organization meetings
- Regular calls with Silvertch, Hayworth, Starmark, My Agency
- Webinars on COVID-19 Research and Marketing with Destinations International, US Travel, Visit Florida, Conversant, Destination Florida
- Participating in ongoing calls with Emergency Management as well as industry partners on the status of COVID-19.
- Partner meetings/calls/contact
- Destination FL board meetings

## Travel & Trade

- **Upcoming**
  - **Connect Marketplace – Orlando October 19-21**
  - **Connect Florida – Co-op with Visit Florida Orlando November 8-10**
- **Various online webinars gearing towards the travel trade industry**
- **Partner meetings with resort sales directors and Starmark**
- **Ongoing work with Cvent RFP's**
- **Ongoing research with Tremendous developing gift card program**
- **Updated the Flights for Sites program**

## Special Events

- **Dickens on Centre & Holidays**
  - **Dickens on Centre Dining experience launched**
  - **Dickens on Centre St Nick Meet & Greet at the Visitor's Center with Boston Photography**
  - **Dickens on Centre acoustic holiday music programming**
  - **Dickens on Centre Drive-In Movie experience, site visit with AVL Productions & PRI Productions**
  - **Holiday lighting expansion – site visits with WeDecorate**
  - **Amended Special Event Permit submitted to Parks & Recreation**
- **Sponsorship of Breathe – A Virtual Retreat**
- **Liaison for Maxwell House commercial shoot**

---

## Marketing

---

## Operations

- Ongoing work on PO requisitions, tracking, invoice processing, P&P review, etc.
- Pending Destinations International DMAP accreditation; waiting on Policies and Procedures from BOCC

- Ongoing updates to digital signage system in Welcome Center using in-house management platform OptiSigns.
- Planned and executed August AITDC Board Meeting and BOCC quarterly report
- Responding to Film Commission requests
- Ongoing work on FY20 budgeting and forecasting details for FY21 budgets based on revised TDT collections and plans
- Working with Clerks office on new budget codes for beach expenses

## Strategy

- Continuous execution and oversight of annual marketing plan
- **Media planning & execution – “Lite media plan” launched with select publishers focused on conversion driven KPIs targeting travel intender and loyalists.**
- Continuous review, optimization and execution of Marketing Dashboard
- **Working with Starmark on creative development and media including extensions of Moments campaign for vacation rentals, weddings and meetings.**
- Reviewing marketing analytics and arrival data with Arrivalist
- Organizing partner marketing training sessions for Google business with Miles
- Organizing stock photo shoot for asset library for upcoming marketing needs
- **Focusing fall marketing efforts around fall offer programs**
  - **Fall Deals – working with 20+ partners on fall deals being promoted through series of 4 eblasts structured by lodging category hotels, inn, vacation rentals and resorts; supported with blog and social media**
  - **Labor Day- promoting partner last minute Labor Day getaways through email and social**
  - **Local Staycations – working with 20+ partners on offering local staycation deals to residents of Nassau, Duval, St John and Camden counties. Promoted through flier shared with county business contacts; created postcard mailing through USPS targeting Nassau County residents; Created local Amelia Island swag bag to provide lodging partners booking any staycation offers including local gifts as well as local offers across dining, shops and activities; Created collateral piece supporting local offer extensions in shopping, restaurants and activities.**
- FY21 planning approach using a phased approach based on triggers related to COVID vs. calendars

## Website & Digital

- **Homepage design and redesigned global navigation moved into Design and Testing phase to launch across Ameliasland.com in early October.**
- Continuous update of Calendar of Events
- **Blogs – Secret Season, 10 Reasons to come to Amelia Island this Fall including the Fall Lodging Deals as a key communication, Babymoon Itinerary, Fall Events.**
- Regular status calls and program management with SilverTech.
- **Consumer e-mail campaign concentrated on Fall Lodging deals in September with a series of 4 emails across entire database (83,000+ people) organized by lodging type: Hotels, B&B, Vacation Rentals and Resorts; Exclusive coop program with Ocean Coast Hotel.**
- Website refresh and updates to business listings, ongoing support of pandemic notifications and state news impacting travelers.

- Created landing page and email support around Social photo contest designed to encourage visitors to share their own photographs of memorable Amelia Island moments past and present.
- Built new landing pages supporting local lodging deals and extensions to local businesses around the island.
- **Optimized interaction with email blast by A/B testing of subject, use of emojis and animation.**
- Reviewing digital tools to optimize video platforms including Vimeo and Wistia

## International Marketing

- Efforts still paused in international markets.

## Collateral

- **Distributed Loco for Locals swag bags to partners**
- Distributed 23 cases of collateral to tourism partners.
- Reminders to partners to contact The Chamber who is contracted to handle distribution.
- Scheduled Visitor Guide update process to begin Mid October with partners.
- Reviewing content for potential new collateral updates during slow period including nature brochure and meeting planner pieces.
- Developed content for island wide beach brochure but placed on hold until County beach ordinance finalized.
- Created 100 gift bags with partner gifts and discounts for Loco for Locals Campaign
- Delivered 44 gift bags, 2 per participating property, with remaining bags ready for distribution
- Updating historic district tour content for reprint in FY21.

## Social Media

FY20	Q1	Q2	Q3	Q4	FYTD	Sept
<b>Total Impressions</b>	<b>6,889,120</b>	<b>7,130,133</b>	<b>17,679,650</b>	<b>8,618,063</b>	<b>35,065,671</b>	<b>2,268,721</b>
<b>Paid Impressions</b>	<b>1,642,351</b>	<b>2,386,940</b>	<b>10,400,235</b>	<b>49,368</b>	<b>12,667,794</b>	<b>42,548</b>
<b>Organic Impressions</b>	<b>5,222,494</b>	<b>4,707,267</b>	<b>7,297,537</b>	<b>8,538,751</b>	<b>22,511,321</b>	<b>2,218,511</b>
<b>Page Fans</b>	<b>82,936</b>	<b>85,062</b>	<b>88,605</b>	<b>90,197</b>	<b>90,197</b>	<b>90,197</b>
<b>New Page Likes</b>	<b>1,240</b>	<b>2,527</b>	<b>4,109</b>	<b>2,201</b>	<b>8,349</b>	<b>516</b>
<b>New Page Unlikes</b>	<b>513</b>	<b>488</b>	<b>501</b>	<b>657</b>	<b>1,848</b>	<b>210</b>
<b>Post Likes</b>	<b>17,982</b>	<b>27,434</b>	<b>37,038</b>	<b>29,026</b>	<b>111,770</b>	<b>7,111</b>
<b>Post Comments</b>	<b>1,752</b>	<b>3,731</b>	<b>4,165</b>	<b>2,343</b>	<b>12,039</b>	<b>590</b>
<b>Post Shares</b>	<b>2,532</b>	<b>4,183</b>	<b>3,970</b>	<b>2,099</b>	<b>12,830</b>	<b>534</b>
<b>Post Reactions</b>	<b>17,993</b>	<b>27,448</b>	<b>45,173</b>	<b>33,468</b>	<b>136,639</b>	<b>8,235</b>
<b>Page Video Views</b>	<b>87,799</b>	<b>159,276</b>	<b>2,441,167</b>	<b>63,258</b>	<b>2,750,995</b>	<b>20,670</b>
<b>Video Paid Views</b>	<b>15,340</b>	<b>25,758</b>	<b>2,335,814</b>	<b>3,989</b>	<b>2,380,901</b>	<b>3,989</b>
<b>Video Organic Views</b>	<b>72,459</b>	<b>133,518</b>	<b>105,353</b>	<b>26,269</b>	<b>370,094</b>	<b>16,681</b>

- **Social Media**

- **Page Fans: Total of a 10% increase FYoY**
- **Page Impressions: Organic impressions were a challenge throughout the year given the pandemic and changes in the virtual environment. We were able to make up for this in our paid media programs when it was possible.**
- **Post Engagement: Continuing to drive engagement remains a focus and throughout 2020, even with the lower number of visitors we were able to come very close to FY19 numbers by targeting our loyalists and prospects within our drive distance.**
- **Video Views: Video consistently peaks as our top content choice for our audience.**
- **#AmeliaIslandMemories Contest was launched: [www.ameliaisland.com/memoriescontest](http://www.ameliaisland.com/memoriescontest)**

## COVID-19 Response

- Keeping updated on ongoing changes related to COVID-19 consumer pages and managed TDC website for COVID-19 updates and resources
- Updated consumer website on COVID-19 travel advisory page, homepage banner, homepage button, business status update page/chart, etc.
- Ongoing communications of state and county executive orders to tourism industry partners
- Working closely with tax collector office to facilitate communications to over 500 short term rental owners
- Advocating to government officials on behalf in industry for crisis response programs from federal government
- Executed industry newsletters to tourism partners
- Working with Nassau County CARES team on ideas to support local businesses

## Communication

### Writers/Influencers

- 🐾 Planned trip for Sarah Lennon (Sew Sarah) on visit in October.
- 🐾 Connected with Jade Broadus on potential Florida's Ultimate Road Trip story. Negotiating on final price.
- 🐾 Connected with Marcia Biggs (St. Pete Life) and planned trip in September.
- 🐾 Connected with Cortney Fries (Chicago Parent, et al) about trip in December and story ideas to pitch to additional publications.
- 🐾 Connected with Molly Wey (Stilettos and Diapers) for possible visit in December.
- 🐾 Connected with Karen Bartlett (Neopolitan Family) for article inclusion.
- 🐾 Connected with Olivia Herlyn (Trips to Discover) for article inclusion.
- 🐾 Reached out to influencers about potential partnerships to promote diversity to the Amelia Island destination.
- 🐾 Darling Escapes published their blog and images from their visit in February. Asked for corrections on a few mistakes.

### **Press/Outreach**

- 🐾 Distributed micro-release for pet-friendly Amelia Island to local, regional, drive market, and pet specific freelance writers.
- 🐾 Distributed micro-release for outdoor activities in Amelia Island to local, regional, drive market and outdoor specific freelance writers. Re-worked press release to be featured on the blog.
- 🐾 Working with partners on virtual deskside for October, Haunted theme.
- 🐾 Provided information on The Ritz-Carlton, Amelia Island Field Trip Program and Omni Edu-Cations (multiple publications).
- 🐾 Provided information on affordable trips (Sherman's Travel).
- 🐾 Provided information on island travels (Family Travel).
- 🐾 Provided information on oldest hotels and bars (HARO Lead).
- 🐾 Provided information on wide-open meetings spaces (Meetings Today).
- 🐾 Answered VISIT FLORIDA call for what's new in the area.
- 🐾 Answered VISIT FLORIDA call for work from home/school from home travel.
- 🐾 Answered VISIT FLORIDA call for state parks, springs and "wide open spaces."

### **Communication**

- 🐾 Provided updated numbers for annual marketing presentation.
- 🐾 Drafted and submitted copy for use in weekly email newsletter.
- 🐾 Provided activity report.

### **Promotions**

- 🐾 Working with VISIT FLORIDA on NY Daily News giveaway promotion. Promotion launched on September 21.
- 🐾 Re-opened conversation with Harris Teeter on big giveaway to relaunch in 2021, as well as inclusion in the eVIC newsletter.

### **Misc.**

- 🐾 Updated press releases on TravMedia.

**HAYWORTH PR**

**Publicity Report**

**July 2020**

**AMELIA & ISLAND**

COME MAKE MEMORIES®

**Summary**

Total Mentions: 9

Total Reach: 79.7M

## Coverage Summary

### Top Articles

#### HEADLINES

- The 15 best islands in the US
- The 15 best islands in the US
- Things to see, do on Amelia Island
- The top Islands in the continental U.S. are a lot closer than you might think
- The Top 15 Islands In the Continental U S
- Best Florida Beaches for Families
- Florida Travel Bites
- Tourism Marketing Today, Destinations Florida July 2020
- Hotel Happenings: July 2020

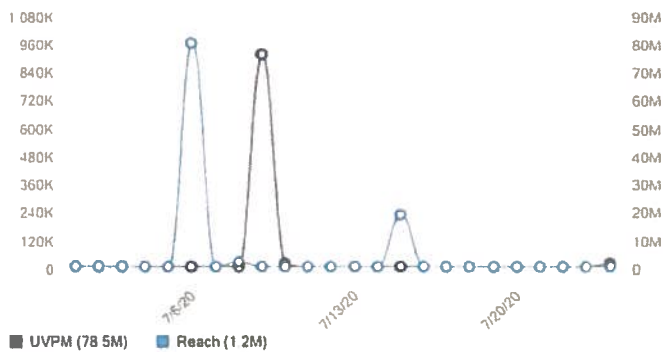
#### OUTLET

- MSN Travel
- INSIDER
- WSB-TV Online
- WSB-TV Online
- Travel + Leisure
- Traveling Mom Blog
- St. Pete Life
- Tourism Marketing Today
- Karen Kuzsel

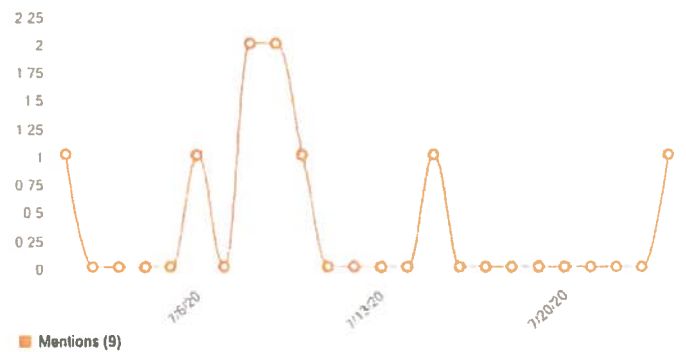
#### REACH

- 69,470,745
- 6,660,148
- 1,165,743
- 1,165,743
- 962,011
- 223,700
- 20,000
- 1,000
- 0

### Reach



### Total Mentions

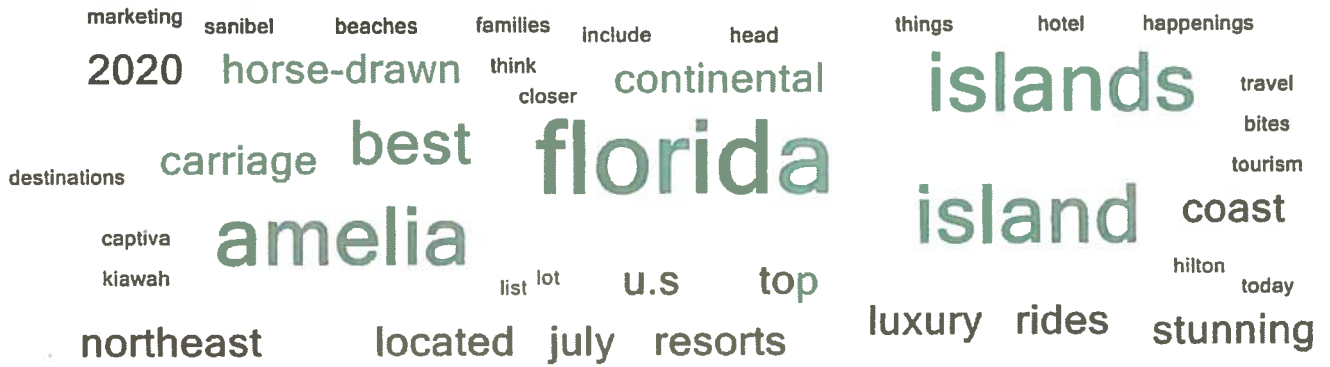


Amelia Island - July 2020

Mentions by Location



Prominent Terms



Jul 1, 2020 - Jul 24, 2020 | 2



# The 15 best islands in the US

insider@insider.com (Erin McDowell) 7/9/2020



1/16 SLIDES © rodclementphotography/Getty Images

Full screen

## The 15 best islands in the US

- Travel + Leisure recently released its ranking of the [top 15 islands in the continental US](#), according to readers.
- The ranking was based on activities and sights, natural attractions and [beaches](#), food, friendliness, and overall value.
- The Golden Isles in Georgia and the San Juan Islands in Washington made the top of the list.
- [Visit Insider's homepage for more stories.](#)

While many [vacation plans](#) have been interrupted as a result of the coronavirus, some may still be planning a socially distant getaway to one of the country's most beautiful coastline destinations.

Travel + Leisure recently released its ranking of the [top 15 islands in the continental US](#), according to readers. The ranking was based on a number of factors including activities and sights, natural attractions and beaches. food, friendliness, and overall value.

Here are the 15 best islands in the US.



11/16 SLIDES  Purdue9394/Getty Images

Full screen 

Amelia Island, Florida, is located just off the coast of northeast Florida and landed the No. 6 spot on Travel + Leisure's ranking.

The island has 13 miles of beautiful beaches, and visitors will never grow bored of its stunning coastlines, abundant wildlife population, kayaking, and more.

# The 15 best islands in the US

Erin McDowell Jul 9, 2020, 3:48 PM



The Golden Isles in Georgia won the top spot. [rodclémentphotography/Getty Images](#)

While many vacation plans have been interrupted as a result of the coronavirus, some may still be planning a socially distant getaway to one of the country's most beautiful coastline destinations.

Travel + Leisure recently released its ranking of the top 15 islands in the continental US, according to readers. The ranking was based on a number of factors including activities and sights, natural attractions and beaches, food, friendliness, and overall value.

Here are the 15 best islands in the US.

**Amelia Island, Florida, is located just off the coast of northeast Florida and landed the No. 6 spot on Travel + Leisure's ranking.**



**Amelia Island, Florida.** Purdue9394/Getty Images

The island has 13 miles of beautiful beaches, and visitors will never grow bored of its stunning coastlines, abundant wildlife population, kayaking, and more.

INSIDER



**BUSINESS  
INSIDER**

**MARKETS  
INSIDER**

**INSIDER  
INTELLIGENCE**

© Copyright © 2020 Insider Inc. All rights reserved. Registration on or use of the site constitutes acceptance of our Terms of Service, Privacy Policy and Cookies Policy

SiteMap | Disclaimer | Commerce Policy | CA Privacy Rights | Coupons | Made in NYC | Jobs

Stock quotes by iStockphoto.net | Reprints & Permissions

CA (P) (M) (S) (L) (S) (S) (S)

International Editions: INTL | AUS | DE | ES | FR | IN | IT | JP | MX | NL | SE | PL | ZA

# Things to see, do on Amelia Island

Full Screen ▶ Autoplay

1 of 20 ◀ ▶



Looking for an escape this summer but don't want to venture too far from home?



## More Photo Galleries



**PHOTOS:** See Taylor Swift's mansions, other celebrity homes



**Things to see, do on Amelia Island**



**Photos:** 'Black Lives Matter' mural painted in front of Trump Tower



**Photos:** Jimmy and Rosalynn Carter's 74-year marriage



## The top islands in the continental U.S. are a lot closer than you might think

By: Nelson Hicks, WSB TV  
Updated: July 24, 2020 - 9:09 AM

From the Florida Keys to Martha's Vineyard, the Outer Banks to islands off the coast of Washington state, numerous islands dot the landscape of the continental United States, and many of them provide a plethora of vacation activities.

Which group is the best for vacation-goers?

Travel + Leisure recently unveiled its [World's Best Awards](#). The awards honor the best in the travel industry as determined by readers' experiences. Readers judged islands on activities, sights, natural attractions, beaches, food, friendliness and overall value.

Here's the good news for Atlanta residents: You won't have to travel far to experience the chain that earned the top spot. The Golden Isles captured the No. 1 spot on the list. Readers loved what St. Simons Island, Jekyll Island, Sea Island and Little St. Simons Island have to offer.



The King and Prince Is on St. Simons Island.

"The four barrier islands draw wildlife fans keen to spot migrating North Atlantic right whales, swim with loggerhead turtles, and enjoy some of the country's best bird-watching," Travel + Leisure noted. "That's not to say one has to rough it on these isles, which are known for extraordinary golf courses, restaurants, and five-star resorts, including the 265-room Cloister at Sea Island, which has access to five miles of private beach."

Each island offers a distinct vacation experience.



Between St Simons Island, Little St. Simons Island, Sea Island, Jekyll Island and Brunswick, visitors will find a multitude of activities including the beach, a shrimp cruise, a historic lighthouse, gambling, dining and shopping.

[St. Simons Island](#) offers guests a laid-back vacation with a variety of accommodations, restaurants, beaches and activities.

[Sea Island](#) is world-renowned as one of the top resorts anywhere. Its resorts, spa and restaurants routinely earn five-star ratings from Forbes, Triple-A and others.



[Little St. Simons](#) features 10,000 intrusion-free acres of maritime forests and marshlands, seven miles of shell-strewn beaches and privacy. Thirty-two people is the maximum number of guests allowed to spend the night on Little St. Simons. Some nights, there are far fewer.



While most people are stuck at home because of COVID-19, thoughts of relaxing and enjoying some time away are never far off. So, today on [wsbtv.com](http://wsbtv.com), we're checking out Georgia's secret beach.

[Jekyll Island](#) offers an experience somewhere in between. It features fewer restaurants and hotels than St. Simons, but in turn, it's quieter and a bit more relaxing for those who prefer plenty of room to roam on the beach.

Several other nearby islands made the top 15 list. Those include Hilton Head at No. 3, Kiawah Island at No. 5, Amelia Island at No. 6, Captiva Island at No. 9 and Sanibel Island at No. 11.

#### News

Local  
National  
World  
Sports

#### Weather

Weather  
Business + Finance

#### Contact Us

Where Do We Fit?  
Our Sponsorship  
WSBT's Public File  
About WSBT  
#NumberWithWSBT

© 2020 The Associated Press. All rights reserved. This content does not constitute an offer of insurance or any other financial product. This website is part of The Media Group. For more information, visit [www.wsbtv.com](http://www.wsbtv.com).



Home + World's Best

# The Top 15 Islands in the Continental U.S.

BY REBECCA ASCHER-WALSH JULY 08, 2020



*This year's World's Best Awards survey closed on March 2, just before widespread stay-at-home orders were implemented as a result of COVID-19. The results reflect our readers' experiences before the pandemic, but we hope that this year's honorees will inspire your trips to come – whenever they may be.*

The Eastern seaboard once again lays claim to the majority of the islands T+L readers voted as their favorites. Still, that's not to say there haven't been some shake-ups; six of the top 15 islands didn't appear on last year's list.

Every year for our [World's Best Awards](#) survey, T+L asks readers to weigh in on travel experiences around the globe — to share their opinions on the top cities, islands, cruise ships, spas, airlines, and more. [Readers rated islands](#) according to their activities and sights, natural attractions and beaches, food, friendliness, and overall value.

In the Northeast, summertime escape Martha's Vineyard in [Cape Cod](#) took the No. 15 spot. Readers loved the fact that there are "plenty of places to explore and discover," as one summarized. The half of the area dubbed Up-Island is a glorious, sleepy stretch of craggy coastline, farms, and the fishing village of Menemsha, while Down-Island includes the old whaling town of Edgartown and the village of Oak Bluffs, known for its gingerbread houses. Charming lodgings abound, including Up-Island favorite the Outermost Inn, which is owned by Jeanne and Hugh Taylor (James Taylor's brother). The seven-room house is perched high on the Gay Head Cliffs, overlooking the Atlantic as well as Rhode Island and Block Island Sound, and is home to one of the finest restaurants on the island.

The opposite coast's sole representation this year is [Washington's San Juan Islands](#), which move onto the list at the No. 2 spot. The archipelago, which includes Orcas Island, Lopez Island, and San Juan Island, is beloved for its dense pine-tree forests, breathtaking vistas, and abundant wildlife, which includes a robust orca population. "Each is beautiful in its own way," reflected one reader, who added that "ferries are easy to negotiate between islands."

But it was another cluster that sits just off the coast of Georgia that captured the most votes for the best islands in the continental U.S. Read on for the full list of the top U.S. coastal destinations.

## 6. Amelia Island, Florida



**TRAVEL+**  
**LEISURE**



Looking for the best beach for kids or softest sand for a sandcastle in Florida? This list has you covered for the best Florida beaches for families! Photo credit: Keri Baugh

## Best Florida Beaches for Families

July 15, 2020 // by [Keri Baugh](#) // [Leave a Comment](#)

Florida is home to some of the world's best beaches, and it's easy to understand why. From soft sand to turquoise waters, calm seas to waves that call to surfers, there is much to offer any beach lover in the Sunshine State. Florida beaches are also a favorite among families. TravelingMoms have been to many all over the state, and we've collected a list of the ones we think are the best Florida beaches for families.

While my family is a huge fan of Florida for its beloved theme parks, we also love to visit some of the best Florida beaches. Easy to get to on a flight, with international airports in many parts of the state, and beach-worthy weather throughout most of the year, Florida is a great spot for family getaways. After spending two relaxing weeks on a Florida beach vacation, and having visited many others over the years during visits with family, I have my favorites as do some of my fellow TravelingMoms. We found great beaches in every corner of the state.

### Northwest Florida Beaches (Gulf of Mexico Side)

#### Panama City Beach

Located in the Panhandle of Florida, Panama City Beach is more than a destination for the spring break crowd. The 27 miles of beach are among the most family-friendly. As Floridian Hannah Rinaldi, mom of three, discovered, it is one of the most family-friendly beaches in all of Florida because there are so many things to do.

That's because PCB (as it's affectionately known) combines entertainment and affordability. Some of Hannah's family's favorite activities included a walk through Pier Park and a visit to Shipwreck Island park. And don't miss a chance to visit Shell Island, a 700-acre nature preserve with nothing but white sand—and maybe a few turtle hatching spots.

## Central West/Southwest Florida Beaches (Gulf of Mexico Side)

### Siesta Key

Consistently rated one of the world's most beautiful beaches, [Siesta Key](#) was recognized for having the whitest and finest sand in the world at the Great International White Sand Beach Challenge. Imagine the sandcastles you can build!

What makes it so? Unlike most beaches, Siesta Key's sand is made of 99% quartz. Bonus: That means it stays cooler even under the intense Florida sun.

It's not just the sand that makes this stunning beach popular with families. The shallow water near the shore makes it ideal for young children. It's far less worrisome to watch kids play in these tide pools, knowing they are in shallow water.

Siesta Key Beach has a pavilion where you can buy [beach accessories](#) from sunscreen to sand toys, a cafe where you can purchase food, drinks and ice cream, picnic areas and a good sized playground for the kids. Now that's kid-friendly!

Siesta Key Beach is perfect for strolling and collecting shells. For more active pursuits you can rent a catamaran or kayak from one of the many beach concessionaires.

An abundance of rental properties, land and water activities, and family-friendly restaurants add to the charm of this stunning island and one of the best Florida beaches for families.

## Northeast Florida Beaches (Atlantic Ocean Side)

### Amelia Island

Florida may be located in the south, but it isn't considered southern, at least not by southerners. Still, Amelia Island, a barrier island with 13 miles of beach, is known for its southern hospitality. With a small-town feel mixed with southern charm, Amelia Island offers an unforgettable family vacation. Get up early to walk the beach in search of shark's teeth, then eat your fill of local shrimp for lunch before taking the ferry over St. Johns River.

### St. Augustine Beach

One of our family's favorite places and beaches in all of Florida is St. Augustine Beach. It is a perfect blend of a Florida beach experience, coupled with the history and culture so unique to this very special place.

St. Augustine offers 42 beaches to explore. On top of being beautiful, they are the site where Spanish explorers first set foot hundreds of years ago. If your kids love exploring as much as mine do, they will love this location.

The beaches are miles of immaculate coast and watched by lifeguards which made it a perfect day of swimming and playing for my kids. Of course, typical beach activities, like sandcastle building, wave body surfing, and snorkeling were my kids' enjoyment.

Beyond the beach is the cultural experience and historical significance of St. Augustine. This is important for our family, as sharing other cultures with our children is very important to us. My kids loved visiting the Colonial Quarter, stepping back in time and learning about history. From visiting the Fountain of Youth to seeing the world's oldest schoolhouse, enjoying a kids' pirate walking tour, my kids loved the cultural and historical experience of this unique city.

The Pirate & Treasure Museum is a must-see for any kids who love Pirates of the Caribbean as much as mine, and if they are fascinated by lighthouses, the St. Augustine lighthouse is worth a stop.



## Central East Florida Beaches (Atlantic Ocean Side)

### New Smyrna Beach

Located on Central Florida's east coast, New Smyrna Beach is another of Terri Marshall's favorite beachside communities. Building sandcastles, surfing, kayaking, and bicycling on the beach are all popular activities. Surf fishing is Terri's family's favorite past time for her gang—they just dig up a few sand fleas for bait and cast away.

At the 73-acre Smyrna Dunes Park at the northern tip of New Smyrna Beach, a two-mile elevated boardwalk winds through the sand dunes. This provides a platform for viewing the unique vegetation, marine life, reptiles, and animals that live in the park. There are also picnic areas, pavilions, and an observation tower.

In town, New Smyrna streets are lined with quaint restaurants and shops. There are a number of hotels and many private rentals available. Most have pools and many have tennis courts, shuffleboard, basketball, and other games for family time.

### Final Thought About the Best Florida Beaches For Families

Florida is world-renowned for its incredible beaches, and it is easy to see why. There are many options for every kind of beach experience – from active, to quiet, historic, and nature-centric. It means Florida has a beach that fits just about every family.

RE-VISIT FLORIDA

Florida Travel Bites

**SARASOTA**  
The John and Mable Ringling Museum of Art and Marie Selby Botanical Gardens have reopened, but with limited occupancy and closure of select areas and tours. The Ringling Museum of Art and Circus Museum are open, along with the first floor of Ca'd'Zan. Docent tours are not available and dining venues



PHOTO: BRADENTON AREA CVB  
been added; transactions are cashless. Purchase tickets online or by phone and reserve a morning or afternoon slot to visit the museum and ensure immediate entry. (Tickets are also available day of visit at the door.) To purchase tickets, call the museum at 239-395-2233 or go to [bit.ly/3esYyHf](http://bit.ly/3esYyHf).

are closed. Every Monday the Museum of Art admission is free. The Salvador Dali Gardens of the Mind exhibit at Selby has been extended to July 26. No cash transactions, visitors are encouraged to purchase tickets online.

**FORT MYERS/SANIBEL**  
Edison and Ford Winter Estates recently re-opened their 15,000-square-foot air-conditioned Museum and historic Botanic Research Laboratory. The Museum will feature a returning exhibit, "DC vs. AC: Edison, Tesla, Westinghouse, and the Race to Electrify America." The exhibit illuminates the relationship between Edison, Tesla, and Westinghouse and explores their contributions to electricity. The site is open seven days a week, 9 a.m. to 4:30 p.m. Visitors can take a self-guided tour with narration through their mobile phones.

The famous shelling beaches of Sanibel and Captiva islands off Fort Myers are welcoming visitors back. The big excitement, however, is the opening of the newly expanded Bailey-Matthews National Shell Museum. The extensive shell collections here are fascinating and the museum's new experience sharpens the focus on mollusks, the live animals that create those stunning shells prized by beachgoers and collectors alike.

"Beyond Shells: The Mysterious World of Mollusks" consists of 11 aquariums ranging in size from 100 to 900 gallons, which are home to giant clams, gastropods and a very social Giant Pacific Octopus. There's plenty of room for social distancing, with capacity limited to 50 percent. The museum's educators offer special daily programming outdoors, and every guest receives a shell crafting kit to take home.



Masks are required and available for purchase on site if you forget to bring one; hand-washing stations have

**ST. PETE BEACH**  
The TradeWinds Island Grand and RumFish Beach Resort on St. Pete Beach are offering Florida residents 15% off the best available rate through Aug. 31, with rates starting at just \$169 (restrictions apply). With a resort amenity fee (extra) kids can enjoy the all-you-can-ride High Tide Slide (located at Island Grand), Surf WipeOut ride, daily cushioned beach cabana for two, guest room Wi-Fi, one parking pass per room, fitness center, campfire s'mores, Touch Tank Experience, and beach games, such as volleyball, bocce ball and cornhole. Families can also enjoy mini-golf, a Family Pirate Show (Wed. & Sat. nights), Dive-In Movies, and paddleboats along the waterway at Island Grand. [TradeWindsResort.com](http://TradeWindsResort.com)

**ANNA MARIA ISLAND**  
Savor the best of Anna Maria Island from the marine-based Waterline Marina Resort & Beach Club. Now through Aug. 31, Florida residents receive up to 25% off room rates (restrictions apply) that begin at just \$230 per night, along with two complimentary beverages and half-day bike rentals for two to explore the charming island. The resort features 37 stylish, two-bedroom suites with gourmet kitchens, a 50-slip marina offering a variety of water activities, and a resort-style swimming pool with oversized sun deck extending into the marina. To learn more about Waterline, visit [WaterlineResort.com](http://WaterlineResort.com).

**VOLUSIA COUNTY**  
Hurry to take advantage of the special \$99 for 99 Days discount packages in West Volusia County (DeLand area). Ending August 14, the packages include deals that are \$99 or less, some including room and dining. Look for deals at Artisan Hotel Downtown, Courtyard by Marriott, Hontoon Landing Resort & Marina, The DeLand Hotel, and even a full-day pontoon rental Monday through Friday at Highland Park Fish Camp. For more information, go to [visitwestvolusia.com/99for99](http://visitwestvolusia.com/99for99)

## RE-VISIT FLORIDA

### FORT LAUDERDALE

Greater Fort Lauderdale has introduced **LauderDeals**, an extensive list of discounts available through September. Hotel deals range from discounted room rates, offers for third or fourth nights free, resort and dining credits to free or discounted parking, complimentary upgrades and more. Look for 2-for-1 admission or discounted rates at attractions. Jumping on the bandwagon are **Dine Out Lauderdale** deals featuring three course prix fix menus priced at \$34-\$45, and **Spa Days**, signature treatments are select resort and day spas starting at \$99. You'll also find special **LauderDeals** for Florida Residents and first responders and military at [sunny.org/lauderdeals](http://sunny.org/lauderdeals).

### AMELIA ISLAND

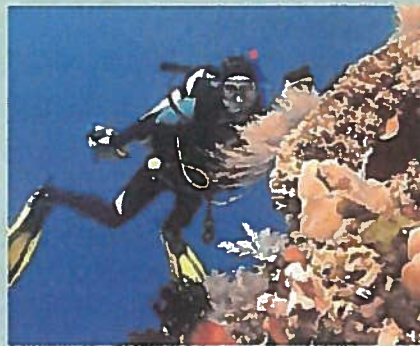
Long stretches of quiet beaches, natural beauty and unique history are all part of the charm of Amelia

Continued on next page

The Florida Keys are open after being closed to tourists through May 31, but officials are asking visitors to take precautions. Visitors are required to wear masks (and we don't mean for snorkeling) when indoors

and follow CDC social distancing protocols. While bars are prohibited from making on-premise alcohol sales, restaurants can still serve alcohol to seated guests. Masks are also required outdoors when you are unable to remain 6 feet from others, such as walking down a crowded sidewalk.

The good news is you can still dive, snorkel, kayak and fish! Advance reservations are



key if you plan to take part in sporting activities. Capacity limits are in place for watersports, diving, snorkeling, fishing charters and boat tours. State parks are open for daytime

use, but camping is limited. Dry Tortugas National Park is open, and seaplane and ferry service have resumed. Camping, restrooms and recreational boating are also permitted. And in case you were wondering, this year the lobster mini season falls on July 29-30. The regular 8-month lobster season is always August 6 through March 31.

## RE-VISIT FLORIDA

Island; this quaint island in Northeast Florida is home to an irresistible mix of outdoor and upscale pleasures. Fernandina Beach, once a vibrant Victorian seaport village, now boasts a downtown district of eclectic shops and trendy eateries. Florida residents can find 30% off best available rates at the **Omni Amelia Island Resort**. Stretching over 1,350 acres at the tip of this barrier island, the resort offers luxurious oceanfront accommodations with views of the Atlantic Ocean, world-class pools, championship golf, and a full-service spa. To book a reservation, visit [OmniHotels.com](http://OmniHotels.com) or call (904) 261-6161 and use the promo code "RESIDENT." [AmeliaIsland.com](http://AmeliaIsland.com)



Omni Amelia Island Resort

### NAPLES

At the center of Fifth Avenue's celebrated collection of restaurants, sidewalk cafes, upscale boutiques, and one-of-a-

kind galleries in Naples beckons the **Inn on Fifth** and **Club Level Suites**. A landmark of luxury in downtown Naples and just blocks from the Gulf of Mexico, the **Inn** is home to the **Spa on Fifth**, **Truluck's Seafood Steak and Crab House**, and **Ocean Prime Naples**. Through October 30, the **Inn on Fifth** and **Club Level Suites** will offer Florida residents 25% off best available rates Sunday through Thursday nights and 20% off best available rates Friday and Saturday nights. For more

information or to make reservations, call (888) 403-8778 or visit [InnOnFifth.com](http://InnOnFifth.com).

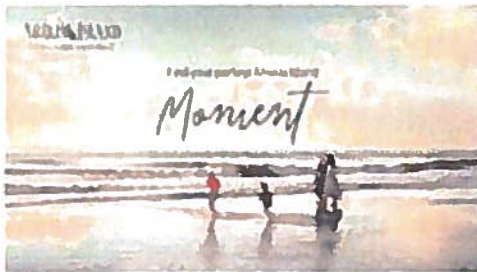
*Editor's note: All information in this article is subject to change at any time. It is highly recommended to check web sites and social media pages for the latest news and information on any travel destination.*

# TourismMarketing Today

The Official Newsletter of Destinations Florida, Inc. | [www.DestinationsFlorida.org](http://www.DestinationsFlorida.org) | July 2020

## Amelia Island Targets Likely Travelers

The Amelia Island CVB has launched an aggressive recovery marketing campaign. Building on its award-winning and highly effective Come Make Memories brand promise, the AICVB's new Moments campaign focuses heavily on digital advertising to reach those audiences who are returning to travel.



After conducting a detailed analysis of the latest travel research, efforts are now underway to attract past guests who know and love Amelia and are likely to visit someplace familiar; families, couples, and singles within easy driving distance of the Island; and millennial and GenX travelers, who are currently more responsive to travel messaging. The campaign relies heavily on digital advertising, which allows better audience targeting, real-time optimization based on performance, and higher cost efficiency. Creatively, the campaign leverages messaging and visuals from the destination's well-established, award-winning Ever So Slightly campaign.



The most difficult job I have ever had as a writer is to get the first sentence written. That one simple idea encapsulates my path for where the remainder will follow. It's like taking a journey, with one foot in front of the other, but until you take that first step you will only idle in place and never move forward. So it is today, as I begin this next post.

Globally, we are still entrenched in Covid-19 or in the aftermath for those nations fortunate enough to have had strong leaders and the backbone to do what was strictly necessary to flatten that darned curve. Many of us though, are still seeing deaths soaring, jobs and businesses being lost (perhaps permanently), and entire industries having to reinvent themselves (and we thought online sales were outstripping brick & mortar stores before Covid). My first attempts to begin this post all seemed too depressing, sad, and without hope. It is not what I want to convey.

Instead, I want to begin with hope, that out of this dark moment of our shared history, an Aquarian styled age of hope, love and understanding will emerge, because that is what we, as a people, do. One day racism will be an outcast. One day people won't have to defend their sex, religion, or race and instead be lauded for their ideas, hard work, and humanity.

One day we will again be able to mingle with friends, travel, enjoy the arts in person, and get paid enough for our contributions to take care of our families. I see the baby steps being taken even now. Caring people paving the way, altering mindsets, sharing knowledge, and standing up for what is morally just.

I have shared with you in my June edition of Hotel Happenings & Program Promotions some of the methods companies are initiating for safety protocols. Here are some more.

The **Amelia Island Convention & Visitors Bureau (AICVB)** has launched **Nassau Safe** a new destination-wide initiative to positively reinforce safety protocols designed to curb the spread of COVID-19 in Nassau County, FL. The collaborative effort by **Nassau County Emergency Management, AICVB, the Nassau County Chamber of Commerce** and **Fernandina Beach Main Street** provides local businesses with information and resources to continue operating safely. Those that do will be identified as "Nassau Safe Approved" and will be included in a list notifying consumers which area businesses are meeting state and federal guidelines. "All the parties involved felt it was important to create the Nassau Safe program to keep our residents working, our businesses thriving, our economy prospering, and our community safe and healthy," said **Gil Langley, President and CEO** of AICVB. "As the current health crisis evolves, we believe Nassau Safe will help curb the spread of COVID-19 and send a clear message that Nassau County businesses are committed to protecting their staff, customers and visitors." To be deemed Nassau Safe Approved, local businesses must operate at reduced capacity, practice social distancing, and employees must wear masks. A local task force will anonymously visit businesses to evaluate their compliance in these three areas. Businesses that are not in compliance will be provided with a tool kit of resources encouraging and enabling them to put these guidelines in place. Even the general public will become part of the effort. Those who pledge to follow outlined guidelines can become a Nassau Safe Supporter, with surprise recognition or reminders from roaming bands of "pirate" ambassadors.

[Bit.ly/AmeliaIslandReopening](https://bit.ly/AmeliaIslandReopening)



*A second chance at new life for the Springmaid Pier in Myrtle Beach, SC. This was how she looked in 1953 when first erected. Look below for the newly rebuilt pier.*

**WRITE MY BLOG LINKS**

Here are some helpful links for your blog, new story!

**ADVERTISING**

Product photos

**CATEGORIES**

Categories

Select Category

**Home**

Home

Subscribe

**HAYWORTH PR**

**Publicity Report  
August 2020**

**AMELIA & ISLAND**

COME MAKE MEMORIES®

**Summary**

Total Mentions: 10  
Total Reach: 143.4M

## Coverage Summary

### Top Articles

#### HEADLINES

- The 15 best islands in the US for stunning beaches, food, and activities
- 10 Luxurious Ways to Take a Workcation, One of 2020's Hottest Travel Trends
- 19 gorgeous islands in the US that you can drive to
- 7 Islands In The U.S. You Should Add To Your Travel List
- The Best Beach Towns in the U.S. to Visit in the Off-Season
- Amelia Island To Vero Beach: The Perfect Coastal Florida Road Trip
- Florida Hot Spots
- YOUR COASTAL GOLF ESCAPE AWAITS
- TDC picks new board members, sets budget
- 18 Essential Additions to Your Florida Summer Bucket List

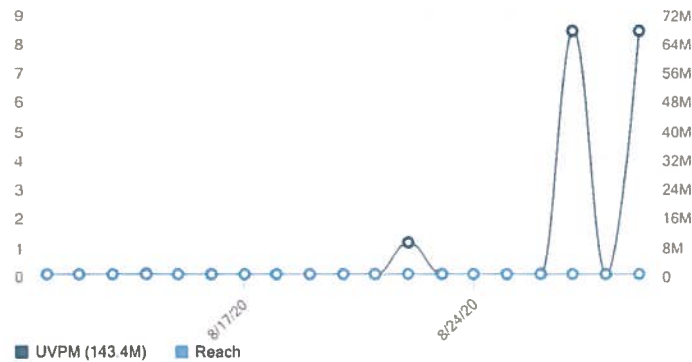
#### OUTLET

- MSN Travel
- msn
- INSIDER
- Travel Noire
- Departures Magazine Online
- Travel Awaits
- Organic Spa Magazine Online
- Golf Coast Magazine
- Fernandina Beach News-Leader
- Trips to Discover

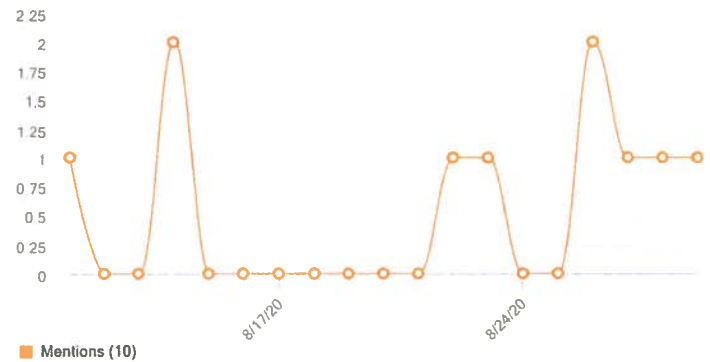
#### REACH

- 67,151,557
- 67,151,557
- 8,763,909
- 182,626
- 94,226
- 60,653
- 2,152
- 70
- 0
- 0

### Reach



### Total Mentions





## INSIDER

# The 15 best islands in the US for stunning beaches, food, and activities

emcdowell@businessinsider.com (Erin McDowell) 8/29/2020



1/16 SLIDES © rodclementphotography/Getty Images

Full screen

The 15 best islands in the US for stunning beaches, food, and activities

- If you're planning a socially distant getaway before the summer is over, you may want to consider a trip to one of the country's best coastline destinations.
- Travel + Leisure released its ranking of the [top 15 islands in the continental US](#), as voted by readers, in July, and the list may serve as inspiration.
- The ranking was based on activities and sights, natural attractions and [beaches](#), food, friendliness, and overall value.
- The Golden Isles in Georgia and the San Juan Islands in Washington made the top of their list.
- [Visit Insider's homepage for more stories.](#)

While many [vacation plans](#) have been interrupted as a result of the coronavirus, some may still be planning a socially distant getaway to one of the country's most beautiful coastline destinations.

Travel + Leisure [released its ranking of the top 15 islands in the continental US](#), according to readers, earlier this summer. The ranking was based on a number of factors including activities and sights, natural attractions and beaches, food, friendliness, and overall value.

Here are the 15 best islands in the US.



11/16 SLIDES © Purdue9394/Getty Images

Full screen 

Amelia Island, Florida, is located just off the coast of northeast Florida and landed the No. 6 spot on Travel + Leisure's ranking.

The island has [13 miles of beautiful beaches](#), and visitors will never grow bored of its stunning coastlines, abundant wildlife population, kayaking, and more.

# 10 Luxurious Ways to Take a Workcation, One of 2020's Hottest Travel Trends

Lauren Wicks 8/27/2020



Workcations are becoming one of the hottest travel trends in 2020, with social distancing guidelines allowing for many employees to work from anywhere in the world, so long as there's a reliable Wi-Fi connection. Instead of taking precious vacation days, people can continue their conference calls, emails, and presentations by the pool, beach, slopes, or virtually anywhere else in the world, and once the day is done, they are ready to explore a new city, indulge in waterfront dining, or take a sunset hike.

While we're encouraged to try to separate work and home life as much as possible these days, getting a change of scenery and having a host of luxurious amenities at your fingertips as soon as you power down your laptop could be a great option for those who don't feel like they can take time off but need a break. Plus, it may help people be more active, actually take a lunch break, and get much-needed time away from screens instead of going from teleconferencing to television.

[Kerzner International](#) COO and incoming CEO Philippe Zuber says travelers are seeking more stability, staying at one resort for the entirety of their visit instead of traveling to multiple destinations at a time. Luxury resort [One&Only Reethi Rah](#) reports they started receiving inquiries for reservations with arrivals in the same week, and the trend of incredibly short lead reservation time has continued to trend over the past month. The resort has also seen an increase in length of reservations, most ranging from 10- to 28-night stays. With these trends likely still on the up-and-up, we rounded up some of the most luxurious workcation and extended stay offerings from several of VERANDA's favorite destinations, from the Maldives to Mexico.



9/11 SLIDES © The Ritz-Carlton

Full screen 

## The Ritz-Carlton, Amelia Island: Florida

This golfer's paradise is the perfect place to book a long place to work with a view, with plenty of offerings to accommodate families in need of space for remote working and learning. [The Ritz-Carlton, Amelia Island](#) offers a "Stay Longer" package which offers up to a 25% discount for the number of nights booked—when staying more than three nights. Plus, you get resort credit to enjoy all the spa, recreational, and, of course, golf amenities on the property.



# 19 gorgeous islands in the US that you can drive to

Sophie-Claire Hoeller Aug 22, 2020, 9:42 AM



Mount Desert Island in Maine is home to Acadia National Park. Joesph Sohm/Shutterstock

- **The US is chock-full of beautiful islands.**
- **Many of these islands are accessible by bridge, vehicle ferry, or plain old highway.**
- **Mount Desert Island in Maine is home to Acadia National Park, one of the most popular national parks in the country.**
- **The town of Nantucket on Nantucket Island in Massachusetts is a National Historic Landmark in its entirety, and home to over 800 pre-Civil War-era buildings.**
- **It's important to note that the Centers for Disease Control still warns against nonessential travel and that some states require quarantine for incoming travelers.**

Due to the coronavirus pandemic, many have become wary of hopping on planes (though the risks of flying are lower than you might think).

RV rentals and road trips have swelled in popularity this summer, as Americans find ways to explore their own backyards as safely as possible.

But just because you can't visit a tropical island doesn't mean an island vacation is out of the question: From sea to shining sea, the US is full of stunning isles that you can get to by car.

However, it's important to note that the Centers for Disease Control still warns against nonessential travel, and that some states require quarantine for incoming travelers.

**Amelia Island in Florida is about 45 minutes from Jacksonville.**



**Fernandina is full of historic buildings.** csfotoimages/ iStock

Consistently named one of the top islands in the US by travel publications such as Travel + Leisure and Condé Nast Traveler, Amelia Island is known for its 13 miles of beautiful beaches and abundant wildlife population, but also its golf courses and upscale spas. It features tons of history, too, with a 50-block historic district in Fernandina that's home to more than 400 buildings on the National Register of Historic Places and is full of charming boutiques, restaurants, and bars.

INSIDER



BUSINESS  
INSIDER

MARKETS  
INSIDER

INSIDER  
INTELLIGENCE

\* Copyright © 2020 Insider Inc. All rights reserved. Registration on or use of this site constitutes acceptance of our Terms of Service, Privacy Policy and Cookies Policy.  
Sitemap | Deutscher | Commerce Policy | CA Privacy Rights | Coupons | Made in NYC | Jobs  
Stock quotes by Bizanzen.net | Reprints & Permissions  
International Editions: BVT | AUS | DE | ES | FR | IN | IT | JP | MX | NL | SE | PL | ZA  
[CA Do Not Sell My Info](#)

# 7 Islands In The U.S. You Should Add To Your Travel List

FLORIDA, HILTON HEAD, MAINE,  
MARTHA'S VINEYARD, MASSACHUSETTS,  
NORTH CAROLINA, RHODE ISLAND,  
SOLO TRAVEL, SOUTH CAROLINA,  
UNITED STATES, WASHINGTON



PUBLISHED: AUG 14, 2020 8:22 AM

# W

ho says you have to visit the Caribbean to have an island vacation? The U.S. has islands you can visit to unwind, get pampered, and best of all — you won't have to worry about international border restrictions.

Here are 7 islands in the U.S. you can visit on your next getaway.

## Amelia Island, Florida



**visitameliaisland**  
18.6k followers

[View Profile](#)



[View More on Instagram](#)



644 likes

visitameliaisland

Sharing a little peace and tranquility, just a couple of Amelia's strongest attributes. Captured gracefully by one of our loyal fans!

📷: @kathymillertime

[view all comments](#)

[Add a comment...](#)



Amelia Island has 13 miles of breathtaking beaches, native wildlife, and unforgettable views. Located off the coast of northeast Florida, this island is loved by locals and travelers.

TRAVEL+ NOIRE

[Partnerships](#)  
[Founder Story](#)  
[Our Story](#)  
[Work for Us](#)

[Terms & Conditions](#)  
[Privacy Policy](#)  
Blavity Inc.  
[Shop](#)

Social



Travel

## The Best Beach Towns in the U.S. to Visit in the Off-Season

By [Maya Kachroo-Levine](#) on August 26, 2020

These eight escapes around the country will be perfect off-season distanced destinations.



Beach vacations, whether in the U.S. or abroad, are often associated with warm, salty air, lobster rolls, tank tops, and copious amounts of sunblock. But some of the [best beach vacations in the U.S.](#) are actually experienced in the off-season, when restaurants are less crowded, sunset walks on the beach feel secluded and serene, hotel prices have dipped, and the air has cooled off.

**Related:** [9 Perfect Summer Mountain Resorts](#)

Swap out your flip-flops for comfortable walking shoes and a [leather jacket](#), and visit these U.S. beach towns in their off-season for a [relaxing waterfront vacation](#).



JenniferPhotographyImaging/Getty Images

## Amelia Island, Florida

Florida beach towns don't have a designated off-season the way New England beach towns do. But exploring in shoulder season—which falls in November—means you miss the rain, the heat isn't overpowering, and the crowds have thinned. Among the chain of barrier islands off the northeast coast of Florida, Amelia Island offers 13 miles of pristine beach and is best visited in November, when the beaches are quiet but the water still sparkles. You may come for the ocean swimming, but you'll stay for the quaint town and freshly caught seafood and fine dining options. Perhaps the best restaurant on the island can be found at your hotel, [The Ritz-Carlton, Amelia Island](#), an [American Express Fine Hotels & Resorts](#) partner, which is known for their highly coveted restaurant, Salt. Salt is so named because the kitchen uses 50 types of salt from around the world to flavor their seafood-focused menu.

DEPARTURES

[CITY GUIDES](#) [TRAVEL](#) [FASHION](#) [ART + CULTURE](#) [HOME + DESIGN](#)

FOLLOW US



© 2020 Meredith Corporation Travel & Leisure Group website | [Travel + Leisure](#) | [Food & Wine](#) | Related Websites for DEPARTURES International Editions: [DEPARTURES-International.com](#)  
Wallpaper

[Learn more about the American Express Platinum Card® benefits](#)

View [Terms of Service](#) and [Privacy Statement](#). [Ad Choices](#) [EU Data Subject Requests](#) All users of our online services subject to Privacy Statement and agree to be bound by Terms of Service. Please review.

© 2020 American Express Company. All rights reserved. Departures™ is published by Meredith Corporation Travel & Leisure Group, a subsidiary of Meredith Corporation. Departures is a trademark of American Express Marketing & Development Corp. and is used under license. Meredith Corporation Travel & Leisure Group is not affiliated with American Express Company or its subsidiaries.

[RSS](#) | [Advertise](#) | [Advertise](#) | [Advertise](#) | [Contact Us](#) | [Promotions](#) | [Site Map](#)

## Amelia Island To Vero Beach: The Perfect Coastal Florida Road Trip



SANDI BARRETT

AUG 23 2020



Fun in the sun, soft sand, great food, and fruity libations are exactly what you want out of a Florida coastal road trip. Golf, unique tour options, and hikes through gorgeous scenery may be on your list, too. The trip from Amelia Island to Vero Beach provides all that and more.

Although the drive from Amelia Island to Vero Beach is just under 5.5 hours without stops, you'll want to see the sights and enjoy the beach communities along the way for the most fun and relaxing journey.



Fly into Jacksonville International Airport and rent the quintessential coastal road trip car -- maybe a Mustang Convertible or the new electric VW Microbus. Take your time on the coastal drive -- a week if you can. Finally, drop your car at Orlando Melbourne International Airport in Melbourne, Florida.

The best time to visit Florida is from March through mid-May. The early summer, mid-May through July, can be lovely, but is prone to showers. August through October is the least desirable time to vacation here; it is the rainy season, and hurricanes are always a possibility. November through February is a mixed bag; you will encounter lovely stretches of sunshine and cool temperatures, but also inclement weather.



PHOTO CREDIT: SANDI BARRETT

## **Amelia Island**

The best way to begin a road trip is with a relaxing vibe and amazing food. [Amelia Island](#), home to the city of Fernandina Beach, offers the weary traveler the classic coastal Florida laid-back experience.

Take time to breathe in the fresh, salty air while rolling down the quiet streets lined with live oaks dripping with Spanish moss. It is worth spending at least one full day -- and two if you have time -- enjoying all that this special place has to offer. Kayaking, hiking, shopping, exploring, and beaches galore are just some of the many activities you will find on this delightful island.



## Jacksonville Beaches

A quick drive down the coast will bring you to the [Jacksonville Beaches](#), a collection of beaches encompassing 22 miles of gorgeous, soft sand.

Jacksonville Beach, Neptune Beach, Mayport Beach, and Atlantic Beach are the main beach areas, and each offers visitors a classic fun-in-the-sun experience.

### TRAVELAWAITS

It's our time to explore

Our mission is to serve the 50+ traveler. We want to inspire you to explore new destinations, discover new experiences and savor the journey. Our goal is to share the world's unique, hidden and once in a lifetime locations with you to create unforgettable memories.

### DESTINATIONS

- UNITED STATES
- CANADA
- EUROPE
- MEXICO AND CARIBBEAN
- CENTRAL AND SOUTH AMERICA
- ASIA
- AFRICA

### ACTIVITIES AND INTERESTS

- HOTELS AND RESORTS
- FOOD AND DRINK
- SHOPPING
- SIGHTSEEING
- HISTORY AND CULTURE
- OUTDOOR ACTIVITIES

### TYPES OF TRAVEL

- CRUISES AND SAILING
- RAIL
- ADVENTURE
- CAMPING
- RVING
- ROAD TRIPS
- BUCKET LIST TRIPS

### NEWS AND TIPS

- ACCESSORIES AND GADGETS
- TRAVEL NEWS
- TRAVEL TIPS
- GIFT GUIDES
- SEE ALL NEWS AND TIPS

## Florida Hot Spots

written by Jennie Nunn | August 11, 2020



From a dreamy island resort and spa only accessible via boat or seaplane in the Florida Keys, to a LEED-certified seaside getaway with a private beach club dating to the 1930s, here are four rising spa stars spanning the Sunshine State.



## THE RITZ-CARLTON, AMELIA ISLAND

North of Jacksonville near the Georgia border, **The Ritz-Carlton, Amelia Island** is lined with biking trails, a world-class 18-hole PGA golf course, on-site tennis facilities and trees draped with wispy Spanish Moss.

The Ritz-Carlton Spa, Amelia Island, a resort highlight, recently unveiled the new ESPA Strength and Resilience Massage, targeting the immune system. The luxurious comprehensive treatment includes a combination of aromatherapy oils, yogic stretching, back massage, sinus release and scalp massage. For the ultimate drift-off-to-another-dimension experience, book Heaven in a Hammock, a zero-gravity treatment using a hand-woven hammock and massage mimicking the gentle lull of the tide. Off-site, spend the afternoon at nearby Fernandina Beach with a 50-block historic downtown dotted with galleries and boutiques. (Fun fact: Pippi Longstocking's fictional house, Villa Villekulla, is here.) [ritzcarlton.com/en/hotels/florida/amelia-island](http://ritzcarlton.com/en/hotels/florida/amelia-island)



## LITTLE PALM ISLAND RESORT & SPA

Accessible only via boat or seaplane, the newly restored and reopened **Little Palm Island Resort & Spa**, located offshore from Little Torch Key, is lined with palm trees, natural waterways and footbridges, and crushed seashell pathways for prime viewing of local wildlife from iguanas to endangered Key deer. Favored by U.S. Presidents and dignitaries, the four-acre private island features 30 refreshed thatched-roof beachfront bungalows with a nod to British West Indies style with four-poster beds, velvet settees, peacock wicker chairs. At the on-site spa, SpaTerre, notable treatments include the calming CBD Ritual Bath (includes tea service) with a warm hemp honey back application using Mana Artisan Botanics infused with local honey, turmeric, vanilla and macadamia nut oil, and the grounding and healing Rose quartz stone massage using smooth quartz pieces hand-carved exclusively for the spa. [littlepalmisland.com](http://littlepalmisland.com)

organic spa  
MAGAZINE

## YOUR COASTAL GOLF ESCAPE AWAITS

📅 August 14, 2020

👤 DAVE DAUBERT

📌 [Golf](#) [Travel](#)



### Your Coastal Golf Escape Awaits

Escape to a secluded coastal retreat and enjoy championship golf at the Pete Dye-designed Oak Marsh golf course. Omni Amelia Island Resort is set on over 1,300 acres with direct access to pristine beaches on the Atlantic coast and the tranquil salt marsh on the Intracoastal. With dining options ranging from poolside casual at Oceanside to amazing burgers at Falcon's Nest, full-service nature-inspired spa, and endless outdoor recreational options, this is the ideal getaway to disconnect from it all. Oak Marsh was built in 1972 and is known for its tight fairways and small greens, meandering along serpentine salt marsh creeks and through the famous moss draped heritage oaks.

**Special Offer:** Now through August 21, resort guests can play at Oak Marsh for \$75 before 12 p.m. or \$50 after 12 p.m. Day guests play for \$90 before 12 p.m. or \$50 after 12 p.m.

[Book Your Tee Time!](#)

## RECOMMENDED STORIES



Golf Charities

### GOLF NEWS

#### PATRIOT GOLF DAY SHOOTOUT

Hosted by Treetops Resort Friday, September 4th – Sunday, September 6th 2020 – Labor Day Weekend – Treetops Resort is Celebrating the 13th annual Patriot Day Golf Shootout. The event raises funds for



Golf Course

### GOLF NEWS

#### COOLEST SPOTS IN GOLF: INSIDE WILLIE NELSON'S HOME GOLF COURSE

BY ZEPHYR MELTON | AUGUST 15, 2020 Pedernales Country Club isn't the most famous course in Spicewood, Texas, a distinction that belongs to nearby Austin Golf Club, nor does this modest

## TDC picks new board members, sets budget

By Julia Roberts on Friday, August 28, 2020



Will Wiest, hotel manager at The Ritz Carlton, Amelia Island, and Lisa West, owner of the Addison on Amelia, were selected Wednesday to serve on the Amelia Island Tourist Development Council's Board of Directors. JULIA ROBERTS/NEWS-LEADER

The Amelia Island Tourist Development Council Board of Directors has two new members: Will Wiest, hotel manager at The Ritz Carlton, Amelia Island, and Lisa West, owner of the Addison on Amelia, a bed-and-breakfast on Ash Street.

The TDC Board heard from Wiest, West, and two other candidates at its Wednesday, Aug. 26, meeting: Kevin McCarthy, owner of Amelia River Cruises, and Phyllis Davis, executive director of Amelia Island Museum of History. The four had been chosen as finalists from a list of 13 applicants for two open seats on the board.

West had been a pharmacist and software sales executive before she and her husband, Ron, became innkeepers. She lived on a former rice plantation in South Carolina, and the idea of turning it into an inn began there. She educated herself on being an innkeeper, and the Wests took what Lisa calls "our low country trip," exploring inns from St. Augustine to Charleston, S.C. to learn more about inns and what visitors wanted in a location. In 2016, she came to Amelia Island and met TDC Managing Director Gil Langley.

"I stood in front of Brett's (Waterway Café) on the waterfront and thought that this meets all of our criteria: It's coastal, it's water-based, it has a temperate climate for year-round activities, and being in the Historic District, everyone can walk to everything," she said. "When the Addison came on the market six months later, we had to have it."

West said while 2020 has been "a bit of a challenge" to someone like her who is relatively new to hospitality, the TDC, Nassau County Chamber of Commerce, and Fernandina Beach Main Street program have been major sources of support, and she wants to give back to that community.

"I can't tell you what that meant to me," she said. "This is not only my business, but my home. This is my opportunity to give back to those that supported us." She added that she will use the opportunity to highlight the small businesses and lodging in the downtown Historic District.

Wiest believes one of the island's two large resorts, The Ritz-Carlton, Amelia Island and the Omni Amelia Island Plantation Resort, should be represented on the board. Former board member Jim McManemon, who was manager at The Ritz-Carlton, Amelia Island, was transferred to a different property and left the board earlier this year.

"We are the second largest employer in Nassau County and provide jobs to over 700 ladies and gentlemen," Wiest said. "We pay millions of dollars in property taxes, which funds Nassau County budgets and our local schools. Additionally, we inject thousands of dollars into our local economy with a plethora of donations and in-kind donations. We are also the largest contributor to the Municipal Service Taxing Unit, which replenishes beaches."

Wiest said he began his career after college at the Waldorf-Astoria in New York City and has come to realize how important organizations like the TDC are to the industry. He has led sales and marketing teams in Maui, southern California, and Miami, where he worked closely with TDCs and convention and visitors bureaus. He was a member of the CVB in Miami, promoting Miami as a global destination. Wiest added that he worked with McManemon when he was on the board, and had influence on McManemon's input.

"I know I can jump right in and make a difference," Wiest said. "I know I can join the board and be an active member who will use our funds wisely, with a primary mission of responsibly marketing our destination and following the principles of the TDC's mission."

The board voted without any discussion.

The effect of the coronavirus pandemic and the need for adjustments to the TDC's work was discussed. Langley said that while the Florida-Georgia football game, which draws a lot of visitors to the island, has been scheduled for Nov. 14, the fate of the Gator Bowl and some local events such as the Holiday Home Tour, Christmas parade, and the Shrimp Drop on New Year's Eve have yet to be determined.

Jamie Fallon, the TDC's director of Events and Trade, gave a report about Dickens on Centre, the Victorian-themed holiday festival traditionally held the second weekend of December. Fallon said the organization is working to create a festival that will maintain brand awareness without being a potentially contagious event.

"We are removing the in-person festival footprint," Fallon said. "We will not be hosting Dickens on Centre for a weekend, but create two anchor weekends, with a dining week in between. We will be losing staged entertainment and our Kids Zone, our illuminated procession and fireworks, but we are looking at coming back in 2021 with a bigger and better event. Our sole purpose this year is keeping the brand alive while driving economic impact."

Fallon said the TDC would keep the Christmas lights and partner with Main Street to enhance downtown window decorating and the Christmas tree placed in the pocket park on Centre Street in hopes of drawing foot traffic into the city without having a congested crowd.

The TDC is working with the Florida Department of Health – Nassau and Nassau County Emergency Management to learn how to safely conduct events such as entertainment at hotels, Dickens After Dark, and the St. Nick experience, in the wake of the pandemic.

A new aspect is a Dickens dining week, with restaurants participating by serving themed meals and providing entertainment and staff in costume. Fallon said the TDC would also work to drive economic impact to stores through online shopping.

Langley gave a financial report and presented a proposed budget for 2021.

"We were anticipating July was going to be weaker than we had hoped for," Langley said. "We were pleasantly surprised that we were only down 19% (from 2019) on bed tax collection for the month of July."

The bed tax revenue for the first seven months of 2020, with the preliminary July numbers, is \$4,833,583, down 36% from last year. With revenue from bed taxes falling, the Nassau County Board of County Commissioners earlier this year approved TDC use of reserve funds.

Langley said his team created an operational budget that prevented the use of reserve funds and even resulted in a \$1 million surplus.

Langley presented a \$7,832,500 budget for 2021, which is 12.6% less than 2020. Spending on administration will be 37.5% less, marketing 10.7% less, and county administration fees 37.5% less. The only expense that will grow in 2021 is the amount of money the TDC spends on beaches, up 9% to \$1,142,500, the largest expenditure of TDC funds.

The board approved the budget, which will now go to the BOCC for approval.

[jroberts@fbnewsleader.com](mailto:jroberts@fbnewsleader.com)

NEWS LEADER  
Mailing Address:  
PO Box 16766  
Fernandina Beach, FL  
32035  
Physical Address:  
1235 South 10th Street  
Fernandina Beach, FL  
32034  
Phone: (904) 291-3595  
Fax: (904) 291-3590

© 2020 News-Leader Fernandina Beach  
Florida

WHERE TO PLACE

CONTACT

WEBFORMS

ABOUT US

ARCHIVE

LINKS

PRIVACY POLICY

ACCESSIBILITY POLICY

LOGIN

# NEWS LEADER \$1.00

AMELIA ISLAND • FERNANDINA BEACH • YULEE • NASSAU COUNTY

FRIDAY, AUGUST 28, 2020 / 16 PAGES, 2 SECTIONS • [fbnewsleader.com](http://fbnewsleader.com)

## TDC picks new board members, sets budget

JULIA ROBERTS  
*News Leader*

The Amelia Island Tourist Development Council Board of Directors has two new members: Will Wiest, hotel manager at The Ritz-Carlton, Amelia Island, and Lisa West, owner of the Addison on Amelia, a bed-and-breakfast on Ash Street.

The TDC Board heard from Wiest, West, and two other candidates at its Wednesday, Aug. 26, meeting: Kevin McCarthy, owner of Amelia River Cruises, and Phyllis Davis, executive director of Amelia Island Museum of History. The four had been chosen as finalists from a list of 13 applicants for two open seats on the board.

West had been a pharmacist and software sales executive before she and her husband, Ron, became innkeepers. She lived on a former rice plantation in South Carolina, and the idea of turning it into an inn began there. She educated herself on being an innkeeper, and the Wests took what Lisa calls "our low country trip," exploring inns from St. Augustine to Charleston, S.C. to learn more about inns and what visitors wanted in a location. In 2016, she came to Amelia Island and met TDC Managing Director Gil Langley. "I stood in front of Brett's (Waterway

Cafe) on the waterfront and thought that this meets all of our criteria. It's coastal, it's water-based, it has a temperate climate for year-round activities, and being in the Historic District, everyone can walk to everything," she said. "When the Addison came on the market six months later, we had to have it."

West said while 2020 has been "a bit of a challenge" to someone like her who is relatively new to hospitality, the TDC, Nassau County Chamber of Commerce, and Fernandina Beach Main Street program have been major sources of support, and she wants to give back to that community.

"I can't tell you what that meant to me," she said. "This is not only my business, but my home. This is my opportunity to give back to those that supported us." She added that she will use the opportunity to highlight the small businesses and lodging in the downtown Historic District.

Wiest believes one of the island's two large resorts, The Ritz-Carlton, Amelia Island and the Omni Amelia Island Plantation Resort, should be represented on the board. Former board member Jim McManemon, who was manager at The Ritz-Carlton, Amelia Island, was transferred to a different property and left the board earlier this year.



Will Wiest, hotel manager at The Ritz-Carlton, Amelia Island, and Lisa West, owner and operator of Addison on Amelia, are the newest members of the Amelia Island Tourist Development Council's Board of Directors.



JULIA ROBERTS/NEWS LEADER

"We are the second largest employer in Nassau County and provide jobs to over 700 ladies and gentlemen," Wiest said. "We pay millions of dollars in property taxes, which funds Nassau County budgets and our local schools. Additionally, we inject thousands of dol-

lars into our local economy with a plethora of donations and in-kind donations. We are also the largest contributor to the Municipal Service Taxing Unit, which replenishes beaches."

Wiest said he began his career after college at the Waldorf-Astoria in New

York City and has come to realize how important organizations like the TDC are to the industry. He has led sales and marketing teams in Maui, southern California, and Miami, where he worked closely with TDCs and convention and visitors bureaus. He was a member of the CVB in Miami, promoting Miami as a global destination. Wiest added that he worked with McManemon when he was on the board, and had influence on McManemon's input.

"I know I can jump right in and make a difference," Wiest said. "I know I can join the board and be an active member who will use our funds wisely, with a primary mission of responsibly marketing our destination and following the principles of the TDC's mission."

The board voted without any discussion. The effect of the coronavirus pandemic and the need for adjustments to the TDC's work was discussed. Langley said that while the Florida Georgia football game, which draws a lot of visitors to the island, has been scheduled for Nov. 14, the fate of the Gator Bowl and some local events such as the Holiday Home Tour, Christmas parade, and the Shrimp Drop on New Year's Eve have yet to be

TDC Continued on 6A

TDC Continued from 1A  
determined.

Jamie Fallon, the TDC's director of Events and Trade, gave a report about Dickens on Centre, the Victorian-themed holiday festival traditionally held the second weekend of December. Fallon said the organization is working to create a festival that will maintain brand awareness without being a potentially contagious event.

"We are removing the in-person festival footprint," Fallon said. "We will not be hosting Dickens on Centre for a weekend, but create two anchor weekends, with a dining week in between. We will be losing staged entertainment and our Kids Zone, our illuminated procession and fireworks, but we are looking at coming back in 2021 with a bigger and better event. Our sole purpose this year is keeping the brand alive while driving economic impact."

Fallon said the TDC would keep the Christmas lights and partner with Main Street to

enhance downtown window decorating and the Christmas tree placed in the pocket park on Centre Street in hopes of drawing foot traffic into the city without having a congested crowd.

The TDC is work with the Florida Department of Health - Nassau and Nassau County Emergency Management to learn how to safely conduct events such as entertainment at hotels, Dickens After Dark, and the St. Nick experience, in the wake of the pandemic.

A new aspect is a Dicken's dining week, with restaurants participating by serving themed meals and providing entertainment and staff in costume. Fallon said the TDC would also work to drive economic impact to stores through online shopping.

Langley gave a financial report and presented a proposed budget for 2021.

"We were anticipating July was going to be weaker than we had hoped for," Langley said. "We were pleasantly surprised that we were only down 19%

(from 2019) on bed tax collection for the month of July."

The bed tax revenue for the first seven months of 2020, with the preliminary July numbers, is \$4,833,583, down 36% from last year. With revenue from bed taxes falling, the Nassau County Board of County Commissioners earlier this year approved TDC use of reserve funds.

Langley said his team created an operational budget that prevented the use of reserve funds and even resulted in a \$1 million surplus.

Langley presented a \$7,832,500 budget for 2021, which is 12.6% less than 2020. Spending on administration will be 37.5% less, marketing 10.7% less, and county administration fees 37.5% less. The only expense that will grow in 2021 is the amount of money the TDC spends on beaches, up 9% to \$1,142,500, the largest expenditure of TDC funds.

The board approved the budget, which will now go to the BOCC for approval.

[jroberts@fbnewsleader.com](mailto:jroberts@fbnewsleader.com)



FLORIDA LAST UPDATED AUGUST 26, 2020

# 18 Essential Additions to Your Florida Summer Bucket List

BY CHARITY DE SOUZA **10.5K+**

## Horseback Riding in Amelia Island

[NEARBY HOTELS →](#)

Amelia Island showcases Florida's history and heritage, boasting 13 beautiful miles of shoreline. Amelia Island features one of the only beaches where you can enjoy horseback riding along the coast. Wake up early for this memorable excursion, where you can ride side-by-side as you savor the golden beach landscapes highlighted by the glowing array of colors. Afterward, hop on the Amelia Island Trolley for a tour of the area or stroll the beach for colorful seashell treasures or pearly white shark teeth.

[Places](#)  
[Categories](#)  
[Videos](#)  
[Travel Deals](#)

[About Us](#)  
[Ambassadors](#)  
[Advertising](#)  
[Contact](#)  
[Privacy Policy](#)  
[Terms of Use](#)

**GET OUR NEWSLETTER**  
And never miss a single travel deal!



**HAYWORTH PR**

**Publicity Report  
September 2020**

**AMELIA ISLAND**

COME MAKE MEMORIES®

**Summary**

Total Mentions: 15  
Total Reach: 70.4M

## Coverage Summary

### Top Articles

#### HEADLINES

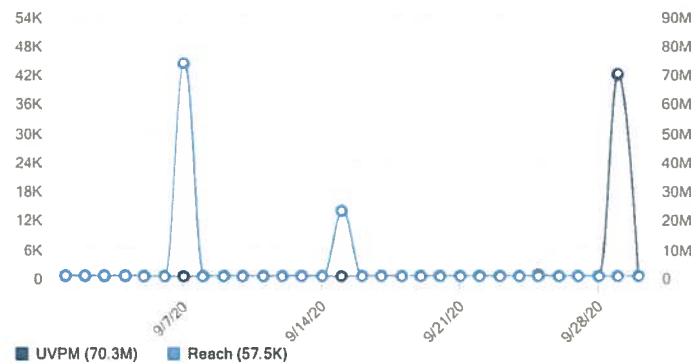
- 11 Things You'll Find in Hotels Now That Didn't Exist Last Year
- 11 Things You'll Find in Hotels Now That Didn't Exist Last Year
- America's Top 19 Weekend Getaways
- Top 10 oldest hotels in the United States
- 25 Islands in the U.S. for an Affordable Getaway
- Setting sights on island destinations
- Coast to Coast: Choose a Staycation in the Sunshine State
- Setting sights on island destinations
- FAMILY TRAVEL 5: Setting sights on island locales
- Setting sights on island destinations
- Destination: University
- Change of Seasons Brings Tons of Reasons to Fall for Amelia Island
- Best Family Hotels and Resorts for Remote Learning
- Vacation Anytime at These Remote Learning-Friendly Resorts
- The Ultimate Travel Guide To Amelia Island

#### OUTLET

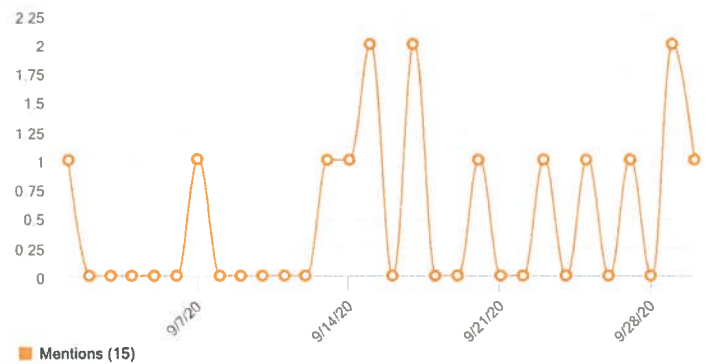
MSN Travel	67,151,557
Reader's Digest Online	2,464,208
Trips to Discover	390,972
CEOWORLD Magazine	105,393
ShermansTravel	96,285
Telegraph Herald Online	45,762
Simply the Best	44,000
News Tribune Online	41,007
Texarkana Gazette Online	24,747
Newton county enterprise	15,105
Neapolitan Family Magazine	13,500
Fernandina Observer	5,171
Ciao Bambino	4,169
Bergen Mama	2,826
Darling Escapes	2,096

#### REACH

### Reach



### Total Mentions







# 11 Things You'll Find in Hotels Now That Didn't Exist Last Year

Stacey Marcus 6 days ago



## The new normal in hotels

While many of us are dreaming of taking a vacation from COVID-19, when we actually do, we may be surprised to see how hotels have transformed in 2020—and there are [many things you won't be seeing in hotels anymore](#).

Since the health crisis began in mid-February the hotel industry has seen record low occupancy rate. According to the American Hotel and Lodging Association (AHLA), hotels have already lost more than \$46 billion in room revenue and are on track to lose \$400 million in room revenue per day. With eight in ten hotel rooms empty per day, transformation and innovation will be the cornerstones to keep the lights on.



## Remote learning sites

With a majority of schools, colleges, and universities operating fully or partially remote, a medley of hotels are offering extensive programming to supplement a student's learning. [Eden Roc Cap Cana](#) has a new 20 to 30 day extended stay family experience which includes unlimited Spanish lessons and piano lessons. [The Ritz-Carlton, Amelia Island](#) in Florida has created an educational Field Trip Package where students explore the barrier island ecology to supplement student's science curriculum during a 4-night stay that includes interactive experiences, created and taught by on-site experts and private educators. Not ready to hit the road? Check out these [staycation ideas](#).

# 11 Things You'll Find in Hotels Now That Didn't Exist Last Year



**Stacey Marcus**

Updated Oct 04, 2020

With hotel occupancy at a historic low, hoteliers have had to rely on new sources of revenue to keep the lights on.



## The new normal in hotels

While many of us are dreaming of taking a vacation from COVID-19, when we actually do, we may be surprised to see how hotels have transformed in 2020—and there are [many things you won't be seeing in hotels anymore](#).

Since the health crisis began in mid-February the hotel industry has seen record low occupancy rate. According to the American Hotel and Lodging Association (AHLA), hotels have already lost more than \$46 billion in room revenue and are on track to lose \$400 million in room revenue per day. With eight in ten hotel rooms empty per day, transformation and innovation will be the cornerstones to keep the lights on.



ARCHIGRAM/GETTY IMAGES

## Remote learning sites

With a majority of schools, colleges, and universities operating fully or partially remote, a medley of hotels are offering extensive programming to supplement a student's learning. [Eden Roc Cap Cana](#) has a new 20 to 30 day extended stay family experience which includes unlimited Spanish lessons and piano lessons. [The Ritz-Carlton, Amelia Island](#) in Florida has created an educational Field Trip Package where students explore the barrier island ecology to supplement student's science curriculum during a 4-night stay that includes interactive experiences, created and taught by on-site experts and private educators. Not ready to hit the road? Check out these [staycation ideas](#).



The Healthy

Food

Home

Humor

Knowledge

Travel

Videos

Subscribe

Sign Up for Our Newsletters

Email Address

SIGN UP

Enjoy the BEST stories, advice & jokes!

SUBSCRIBE  
to the Magazine

USA LAST UPDATED SEPTEMBER 25, 2020

# America's Top 19 Weekend Getaways



BY K.C. DERMODY ~ 1.4K+

If you want to make the most of your days off and relieve the stress of the workweek, a weekend escape is a perfect way to do it. America is filled with all sorts of weekend travel destinations, whether you're looking to just relax and unwind, explore [budget-friendly destinations](#) or check out historic sites while enjoying some fabulous scenery.



## Lake Tahoe, California/Nevada

[HOTEL PRICES & PHOTOS →](#)

Lake Tahoe, which straddles the California-Nevada border, is a popular weekend destination on the West Coast, offering a variety of outdoor adventures, breathtaking views and, an especially lively nightlife with luxury hotels in South Lake Tahoe on the Nevada side. The West and the North Shore are known for scenery, outdoor activities and lake beaches. While snowboarding and skiing is famous here during the winter, you'll find a myriad of [year-round activities](#). In the summer, you can hike in the surrounding Sierras, go on a lake cruise, paddle across the water or play volleyball on the sand. There are beaches with restaurants, marinas and water toys, beaches with live music frequently hosting sunset BBQs and more secluded stretches of sand that offer relaxation in the sun – all with unforgettable views of Tahoe and the Sierra Nevada.





Credit: Madison F Photo/shutterstock.com

## Amelia Island, Florida

[NEARBY HOTELS →](#)

This barrier island off the northern coast of Florida is home to 12 miles of beautiful beaches that tend to be pretty quiet, especially during the offseason, for those that want to indulge in some peaceful relaxation. It's also a great place to get active, including riding bicycles on the miles of trails and sidewalks, golfing, horseback riding on the sand, sailing or paddling in the tidal creeks and marshes. The island's largest state park, Fort Clinch State Park, is home to one of the best-preserved 19th-century forts in the nation as well as a fishing pier, hiking and biking trails, campgrounds and more. History lovers will also appreciate the historic downtown of Fernandina Beach, where you can take a horse-drawn carriage ride and hear about historic points of interest.

[Places](#)

[Categories](#)

[Videos](#)

[Travel Deals](#)

[About Us](#)

[Ambassadors](#)

[Advertising](#)

[Contact](#)

[Privacy Policy](#)

[Terms of Use](#)

**GET OUR NEWSLETTER**

And never miss a single travel deal!

Email Address



© 2020 Trips To Discover

Powered by [strive media](#)

# Top 10 oldest hotels in the United States

 [Maria Gourtssilidou](#) [Business Travel](#) [September 13, 2020](#)



How would you feel staying in a hotel, founded back to the 1800s? Rooms filled with history, stairs that have been used by the soldiers of the War of the 1812 or balconies that former American Presidents had political conversations with their partners while drinking a hot cup of tea. Here are some of the oldest hotels in the United States.

## 1. The Battle House Hotel, Alabama.

Nowadays, it is known as The Battle House Renaissance Mobile Hotel and Spa. The first building was built in 1852 but unfortunately it was destroyed by a fire in 1905. The current building was built in 1908 and is the second hotel to stand in this location. It is worth mentioning that the first building was built as a military headquarters by Andrew Jackson during the War of 1812. After time to time renovations and takeover plans by prospective buyers the Battle House Hotel re-opened for good in 2009.

**8. The Inn at Montchanin Village, Montchanin, Delaware**

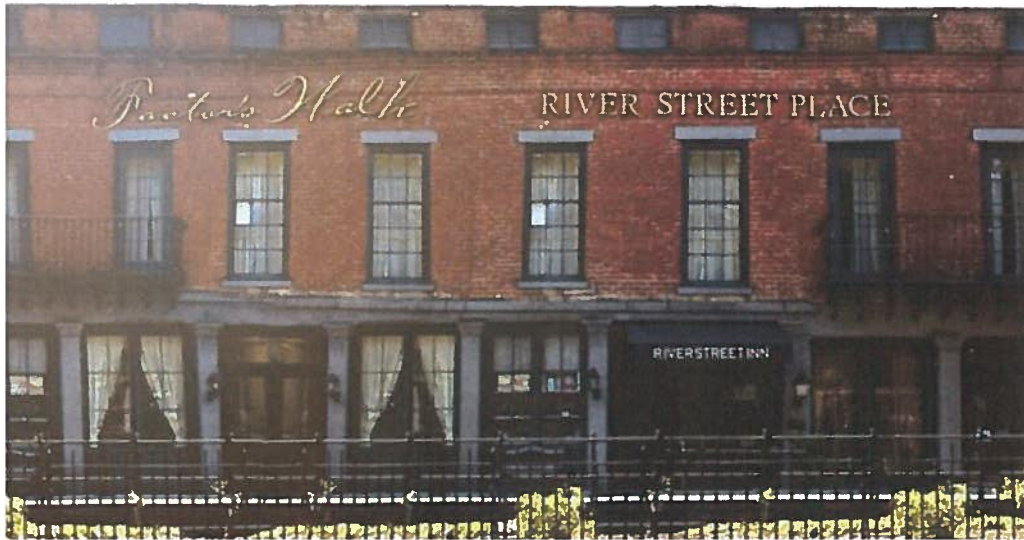
In eleven carefully restored buildings dating from 1799, there are 28 guest rooms/suites. It used to be home to laborers who worked at the nearby DuPont powder mills. Not to forget to mention, that it was once a part of the Winterthur Estate and was named for Alexandria de Montchanin, grandmother of the founder of the DuPont Company.

**9. The Florida House Inn, Fernandina Beach, Florida**

It is a vintage one 1857 Inn located in the heart of the historic district of Fernandina Beach. It was first built as a boarding house by David Yulee. He was attempting to build a railroad from Fernandina Beach to Cedar Key. The railroad was almost complete when the Civil War began and unfortunately, Yulee's dream never came true. The Inn also housed Union soldiers during the war.

**10. The River Street Inn, Savannah, Georgia**

Three centuries of history surround the River Street Inn. The building was originally used to store cotton, the city's main export and was built in 1817. In 1998 the River Street Inn expanded from its original structure containing 44 guest rooms into the adjoining building and increased its size to the present 99 rooms.



Book Great Deals Now, Travel When You're Ready

# 25 Islands in the U.S. for an Affordable Getaway

by Christina Garofalo and Lauren Dana



1 of 50



## Amelia Island, FL

Amelia Island offers a slice of history: Victorian mansions, a Civil War–era fort, and Florida's oldest lighthouse and saloon. Meanwhile, its sandy shores host dolphins, osprey, the endangered right whale, and nesting sea turtles. Every March, the **Amelia Concours d'Elegance** dazzles classic car collectors; and in May, a **festival** celebrates its historic shrimp industry – don't leave before ordering a plate.

Photo: Amelia Island, Florida / Different\_Brian / iStock

FAMILY ROAD TRIP NATIONAL PARKS



ABOUT

Advertise With Us  
About Us / Our Experts  
Press  
Sitemap  
Contact Us

Disclaimers  
Terms of Use  
Privacy Policy  
Travel Push Notifications

FOLLOW US



© 2020 Sherman's Travel. All rights reserved.

AP

# Travel tips: Setting sights on island destinations



BY LYNN O'ROURKE HAYES FamilyTravel.com Sep 27, 2020

Many an island vacation has been put on hold. When the time is right, these island destinations will be eager to welcome you.

## St. Martin & Anguilla

After a long wait, you deserve double the fun. And Belmond's two-island treat delivers. A unique package makes it possible to experience the dazzling beachside luxury at Belmond La Samanna on the Caribbean island of St. Martin, paired with the pristine paradise you'll discover at Belmond Cap Juluca on neighboring Anguilla.

At La Samanna, you'll enjoy hiking adventures, island discovery tours, art programs and guest lecturers as well as al fresco massages, evening cruises and plenty of beach time. Don your sun hat for the semi-private boat transfer to Antigua and prepare to immerse yourselves in the dreamlike beauty of Cap Juluca, where every room is a beachfront haven. Pristine white walls and Greco-Moorish columns frame a stunning turquoise sea that will surely tempt your loved ones in for kayaking, paddle boarding and splashing about. Pamper yourselves in the luxurious Arawak spa where ancient healing treatments and locally sourced ingredients will nourish your spirit. Both resorts are scheduled to reopen in November.

Contact: [www.Belmond.com](http://www.Belmond.com)

## Amelia Island, Fla.

With 13 miles of beaches, abundant native wildlife and a pristine environment, this barrier island, located off the coast of northeast Florida, has been luring families for decades. Stay at the 446-room Ritz Carlton on the Atlantic shore and the kids might want to join the hunt for fossilized shark teeth on the beach or learn to balance on a stand-up paddleboard. Add other water sports to the mix by trying jet skiing, boogie boarding, kayaking and surfing. Children 5 through 12 can look forward to the Ritz Kids program that offers immersive adventures designed to introduce young people to the natural wonders of the island. They'll learn about sand dunes and ancient forests and how recycling can make a difference through storytelling, art and even food. Hopefully, the kids won't be too tired to appreciate story time, snacks and a tuck-in offered by a friendly pirate and his friend the princess.

Contact: [www.ritzcarlton.com/en/hotels/florida/amelia-island](http://www.ritzcarlton.com/en/hotels/florida/amelia-island)

ARTICLE CONTINUES BELOW/ ADVERTISEMENT

**TELEGRAPH HERALD**

Subscribe to our Daily Top Headlines Newsletter

Get Our Latest Articles in Your Inbox. Delivered every morning, Monday through Friday.

Email  Required



# Coast to Coast

CHOOSE A STAYCATION IN THE SUNSHINE STATE



As travel restrictions are eased, Florida residents in need of a break are finding an array of discounts and special offers at some of the state's most spectacular resorts and destinations. They are also providing

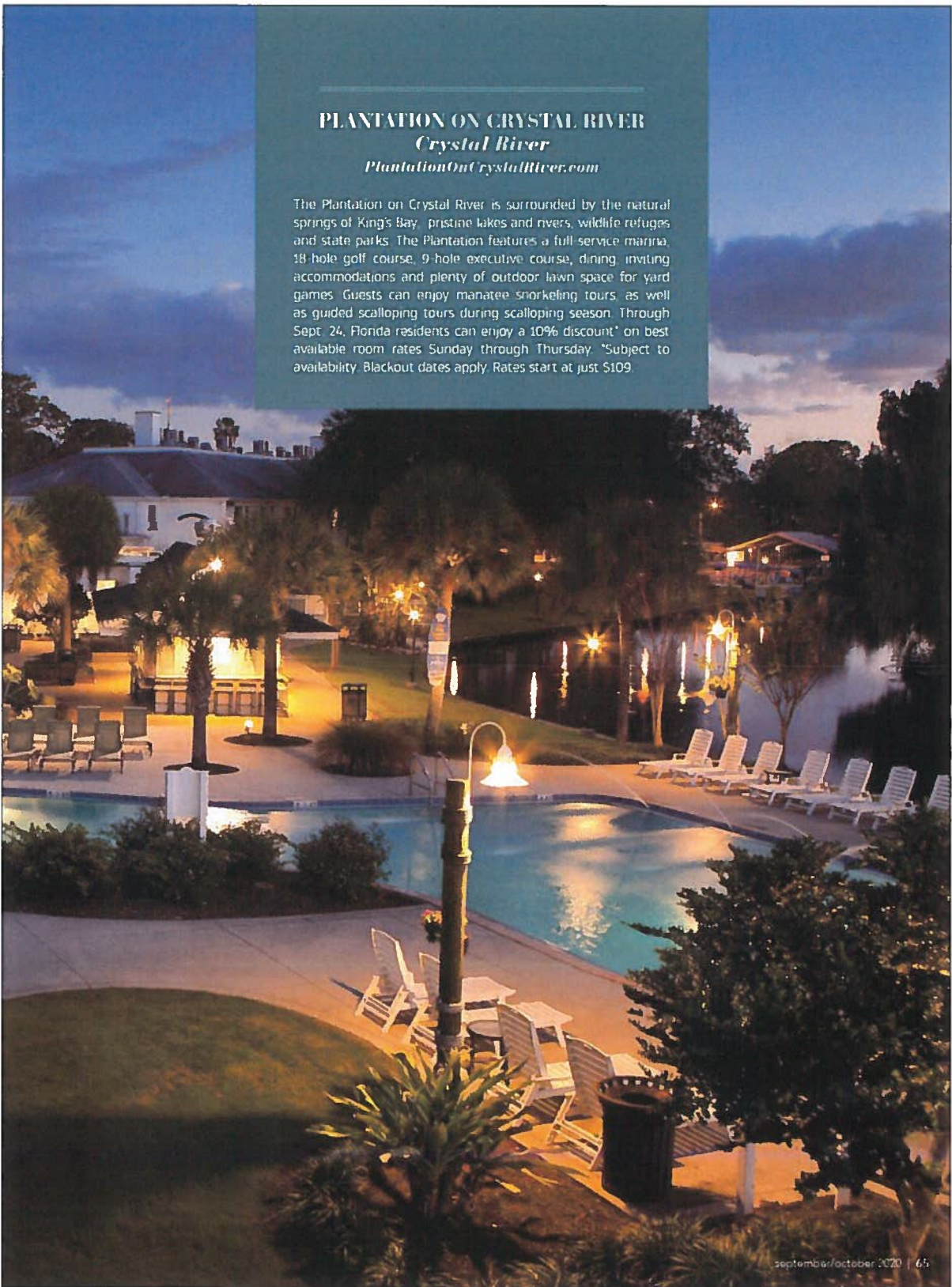
visitors with plenty of room to spread out, relax and enjoy outdoor adventure and spacious accommodations. These are some of our favorite places to be – from the Atlantic shoreline to Gulf coast beaches and beyond!

## PLANTATION ON CRYSTAL RIVER

### *Crystal River*

*PlantationOnCrystalRiver.com*

The Plantation on Crystal River is surrounded by the natural springs of King's Bay, pristine lakes and rivers, wildlife refuges and state parks. The Plantation features a full-service marina, 18-hole golf course, 9-hole executive course, dining, inviting accommodations and plenty of outdoor lawn space for yard games. Guests can enjoy manatee snorkeling tours, as well as guided scalloping tours during scalloping season. Through Sept. 24, Florida residents can enjoy a 10% discount\* on best available room rates Sunday through Thursday. \*Subject to availability. Blackout dates apply. Rates start at just \$109.



september/october 2020 | 65



**FENWAY HOTEL**  
*Dunedin*  
[FenwayHotel.com](http://FenwayHotel.com)

The Fenway Hotel is an historic, Jazz Age hotel boasting 83 standard rooms and suites, a resort-style pool, the signature HEW Parlor & Steakhouse, and HiFi Rooftop Bar. Starting at \$125 per night, Florida residents may receive up to 20% off room rates\*, as well as two complimentary beverages, and bike rentals for two to explore charming Downtown Dunedin. The Fenway is a member of the prestigious Autograph Collection® of Marriott International, Inc. \*Proof of Florida residency required at check in, tax is additional, the offer does not apply to groups of 10 or more rooms and cannot be combined with other promotions. Blackout dates may apply.

**HAVANA CABANA**  
*Key West*

[HavanaCabanaKeyWestHotel.com](http://HavanaCabanaKeyWestHotel.com)

Located just minutes from Key West's historic Old Town, the 106-room, waterfront Havana Cabana at Key West Hotel invites visitors to experience Florida's southernmost tropical paradise in a new kind of way. The Cuban-themed hotel is pet-friendly and features tropical décor and a host of boutique amenities. Guest rooms feature pool and gulf views, with family suites also available. The hotel's own Floridita Food Truck serves an authentic Cuban-inspired menu, including café con leche, pastries and Cuban sandwiches. Havana Cabana is home to Key West's largest pool, with plenty of room to spread out and soak up the sun. Florida residents can save up to 15%\* on overnight stays through December. \*Restrictions and blackout dates may apply. Discount applies to room rate only. Not valid on existing reservations. Valid Florida ID must be presented upon arrival.





**WATERLINE MARINA RESORT  
& BEACH CLUB**  
*Anna Maria Island*  
[WaterlineResort.com](http://WaterlineResort.com)



Savor the best of Anna Maria Island from the marine-based Waterline Marina Resort & Beach Club. Florida residents can receive up to 25% off\* room rates that begin at just \$230 per night, along with two complimentary beverages and half-day

bike rentals for two to explore the charming island. The resort features 37 stylish, two-bedroom suites with gourmet kitchens, a 50-slip marina offering a variety of water activities, and a resort-style swimming pool with oversized sun deck extending into the marina. \*Subject to availability. Valid Florida ID required at check-in. Cannot be combined with any other offers. Not valid for groups or other contracted rates. Offer excludes taxes, gratuities, and resort fees.



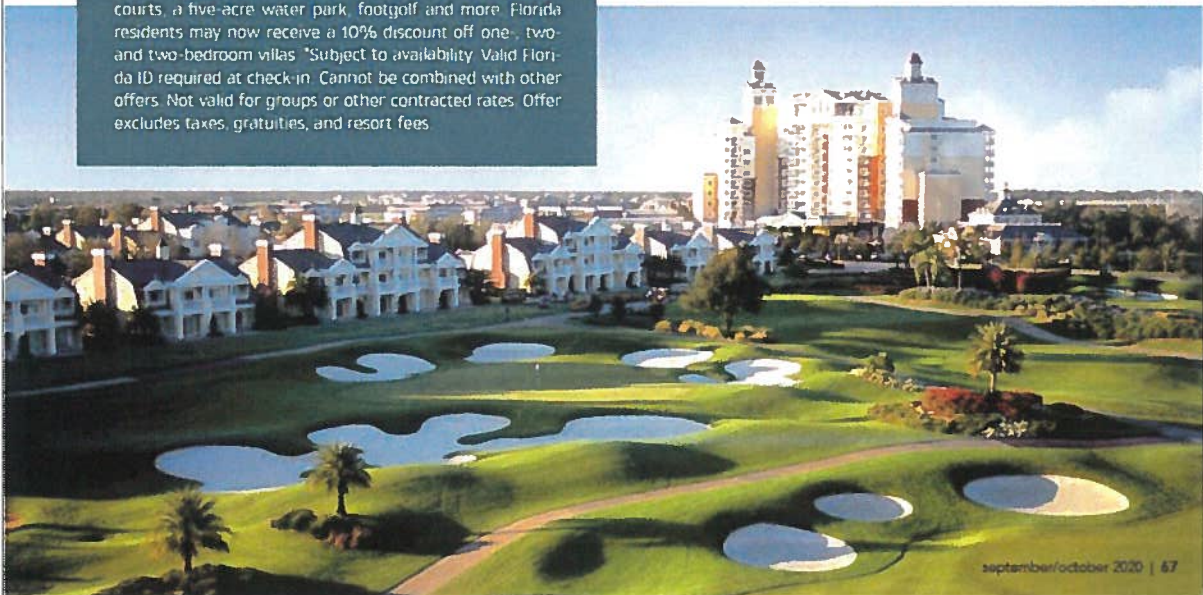
**TRADEWINDS ISLAND RESORTS**  
*St. Pete Beach*  
[TradeWindsResort.com](http://TradeWindsResort.com)

The TradeWinds Island Grand and RumFish Beach Resort on St. Pete Beach are offering Florida residents 15% off the best available rate\*. A visit to the TradeWinds always includes lots of wonderful value-added items with the Resort Amenity Fee (additional), including the all-you-can-ride High Tide Slide (located at Island Grand), Surf WipeOut ride, daily cushioned beach cabana for two, guest room Wi-Fi, one parking pass per room, fitness center, campfire s'mores, Touch Tank Experience, and beach games, such as volleyball, bocce ball and cornhole. There are also tennis courts, mini-golf, a Family Pirate Show (Wed. & Sat. nights), Dive-In Movies, and paddleboats along the waterway at Island Grand. \*Offer price is for two adults. 13% tax applies. Rates and dates subject to change, based on availability. Minimum night stays may be required. Promotion cannot be combined with any other special offers or discount. Blackout dates may apply. Must show valid Florida ID at check-in.

**REUNION RESORT & GOLF CLUB**  
*Central Florida*  
[ReunionResort.com](http://ReunionResort.com)

Reunion Resort features 360 resort-style accommodations ranging from luxury multi-room villas to private three- to 13-bedroom vacation homes. Widely recognized as a top golf destination, Reunion is the only location in the world featuring three signature championship golf courses designed by golfing legends Jack Nicklaus, Arnold Palmer and Tom Watson. The resort's expansive 2,300 acres offer plenty of outdoor options in addition to golf, including meandering walkways and bike paths, tennis and pickle ball courts, a five-acre water park, footgolf and more. Florida residents may now receive a 10% discount off one-, two- and two-bedroom villas. \*Subject to availability. Valid Florida ID required at check-in. Cannot be combined with other offers. Not valid for groups or other contracted rates. Offer excludes taxes, gratuities, and resort fees.

John R. Johnson / golfphotos.com



september/october 2020 | 67



**EPICUREAN HOTEL**  
*Tampa*  
[EpicureanHotel.com](http://EpicureanHotel.com)

Experience the best of South Tampa at the boutique, food-focused Epicurean Hotel. A member of the prestigious Autograph Collection® of Marriott International, Inc., this 137-room property is inviting Florida residents with a special offer of up to 30% off\* room rates, along with two complimentary glasses of house wine or beer and bike rentals for two to explore beautiful Bayshore Boulevard and Hyde Park Village. Rates start at just \$160 per night. Overnight guests may enjoy dinner at the hotel's signature Élevage restaurant, or take advantage of takeout from the award-winning Bern's Steak House, right next door. \*Proof of Florida residency required at check in. Tax is additional. Offer does not apply to groups of 10 or more rooms and cannot be combined with other promotions. Blackout dates may apply.



**HILTON SANDESTIN BEACH GOLF RESORT & SPA**  
*Miramar Beach*  
[HiltonSandestinBeach.com](http://HiltonSandestinBeach.com)

Northwest Florida's premier full-service beachfront resort is spreading a little sunshine by offering a 5% discount to its Hilton Honor members. This special offer gives Florida residents another reason to experience the beauty of Northwest Florida's Gulf Coast and all that Hilton Sandestin Beach Golf Resort & Spa has to offer — breathtaking sunsets over sugar-white beaches, spacious accommodations, delectable on-site dining options, a full-service spa, a multitude of family-friendly recreational options, access to championship golf, and more. Use the code RPFLH4.



**OMNI AMELIA ISLAND RESORT**  
*Amelia Island*  
 Omnihotels.com

Consistently voted a Top Island in Conde Nast Traveler's Reader's Choice Awards, Amelia Island rests just off Florida's northernmost Atlantic coastline. Treasured for its long stretches of quiet beaches, natural beauty and unique history, the island is home to an irresistible mix of outdoor and upscale pleasures. Amelia Island is also home to Fernandina Beach, once a vibrant Victorian seaport village, and now a charming downtown district of eclectic shops and eateries. Florida residents may now enjoy up to 30% off best available rates at the Omni Amelia Island Resort. Stretching over 1,350 acres at the tip of this barrier island, the resort offers luxurious oceanfront accommodations with unparalleled views of the Atlantic Ocean, world-class pools, championship golf, and a full-service spa.

**BARBARY BEACH HOUSE**  
*Key West*  
 BarbaryBeachHouseKeyWest.com

Set amid a lush tropical haven, the oceanfront Barbary Beach House Key West invites guests to enjoy an array of amenities, including a lagoon-style pool with private cabanas; secluded lounging hammocks; bicycles; complimentary shuttle service to Duval Street and the Downtown Seaport Harbor; and full-service restaurant with indoor and outdoor seating and pool bar. Across the street at the Barbary Beach Club, guests enjoy complimentary use of Hobie Cats, paddleboards, and kayaks, as well as a half-mile stretch of sandy shoreline for strolling and sunning at Smathers Beach. Having recently completed a top-to-bottom, resort-wide conversion, the resort boasts mostly suite-style accommodations. Florida residents may now enjoy up to a 15% discount\* on overnight stays. \*Based on availability. Certain restrictions and blackout dates may apply. Discount applies to room rate only. Not valid on existing reservations. Valid Florida ID must be presented upon arrival.



**THE INN ON FIFTH**  
*Naples*  
 InnOnFifth.com

At the center of Fifth Avenue's celebrated collection of restaurants, sidewalk cafes, upscale boutiques, and one-of-a-kind galleries sits the Inn on Fifth and Club Level Suites. A landmark of luxury in downtown Naples and just blocks from the Gulf of Mexico, the Inn is home to the Spa on Fifth, Truluck's Seafood Steak and Crab House, and Ocean Prime Naples. Through October 30, the Inn on Fifth and Club Level Suites will offer Florida residents 25% off\* best available rates Sunday through Thursday nights and 20% off\* best available rates Friday and Saturday nights. \*Subject to availability. Valid Florida ID required at check-in. Cannot be combined with other offers. Not valid for groups or other contracted rates. Offer excludes taxes, gratuities, and resort fees.

september/october 2020 | 69

## Features

## Family travel five: Setting sights on island destinations

Many an island vacation has been put on hold. When the time is right, these island destinations will be eager to welcome you.

by Lynn O'Rourke Hayes FamilyTravel.com (TTIS) Sep 20 2020 @ 12:05am



Many an island vacation has been put on hold. When the time is right, these island destinations will be eager to welcome you.

### St. Martin & Anguilla

After a long wait, you deserve double the fun. And Belmond's two-island treat delivers. A unique package makes it possible to experience the dazzling beachside luxury at Belmond La Samanna on the Caribbean island of St. Martin, paired with the pristine paradise you'll discover at Belmond Cap Juluca on neighboring Anguilla. At La Samanna, you'll enjoy hiking adventures, island discovery tours, art programs and guest lecturers as well as al fresco massages, evening cruises and plenty of beach time. Don your sun hat for the semi-private boat transfer to Antigua and prepare to immerse yourselves in the dreamlike beauty of Cap Juluca, where every room is a beachfront haven. Pristine white walls and Greco-Moorish columns frame a stunning turquoise sea that will surely tempt your loved ones in for kayaking, paddle boarding and splashing about. Pamper yourselves in the luxurious Arawak spa where ancient healing treatments and locally sourced ingredients will nourish your spirit. Both resorts are scheduled to reopen in November.

### Coronado Island, California

Located just across the bay from downtown San Diego, this family-friendly getaway is famous for its gentle surf and wide, welcoming beaches. It's home to the Hotel del Coronado, an iconic Victorian gem considered the island's crown jewel. The long, wide stretch of sand provides easy access to the water and thus the perfect home base for your family's seaside activities. Get out the boogie boards, issue a beach volleyball challenge, take surfing lessons, learn the secrets of mermaid fitness or join a clambake. Top-notch children's and teen programs and spa options are also available. Nearby, is the Loews Coronado Bay Resort where family members can choose from beach activities, pool time and ideas spurred by the pros at the kids' activity desk. Guests can call ahead to reserve child-friendly resources ranging from cribs and baby swings to pool toys and strollers.

### Amelia Island, Florida

With 13 miles of beaches, abundant native wildlife and a pristine environment, this barrier island, located off the coast of northeast Florida, has been luring families for decades. Stay at the 446-room Ritz Carlton on the Atlantic shore and the children may want to join the hunt for fossilized shark teeth on the beach or learn to balance on a stand-up paddleboard. Add other water sports to the mix by trying jet skiing, boogie boarding, kayaking and surfing. Children 5-12 can look forward to the Ritz Kids program that offers immersive adventures designed to introduce young people to the natural wonders of the island. They'll learn about sand dunes and ancient forests and how recycling can make a difference through storytelling, art and even food. Hopefully, the children won't be too tired to appreciate story time, snacks and a tuck-in offered by a friendly pirate and his friend the princess.

## Mackinac Island, Michigan

You'll find Michigan's iconic island in Lake Huron, between Michigan's Upper and Lower peninsulas. You won't find chain hotels or even cars. So hop on a bike or in a horse-drawn carriage to explore the picturesque island along with locals and other visitors. In just under 4 square miles, you'll find a spacious lake-front, outdoor dining, casual picnic spots, putt-putt golf, interesting shops and farm-to-ferry culinary offerings. Consider a stay at The Grand Hotel for its historic grandeur or check in to the iconic Mission Point Resort and enjoy the sprawling Great Lawn dotted with colorful Adirondack chairs.

It goes without saying that you shouldn't leave the island without sampling the world-famous Mackinac Island fudge.

### Topics

[Anquilla](#), [AnguillaAfter](#), [Belmond](#), [Belmond Cap Juluca](#), [Belmond La Samanna](#), [Block Island](#), [La Samanna](#), [Martin](#), [November](#), [Rhode Island](#), [White](#), [St. Martin](#)

[Contact Us](#) [Copyright](#), [Privacy Policy](#), [Terms & Conditions](#) [Advertise](#)

Copyright ©2019, News Tribune Publishing. All rights reserved. This document may not be reprinted without the express written permission of News Tribune Publishing.

AP



## Travel tips: Setting sights on island destinations

BY LYNN O'ROURKE HAYES FamilyTravel.com Sep 27, 2020 

Many an island vacation has been put on hold. When the time is right, these island destinations will be eager to welcome you.

### Coronado Island, Calif.

Located just across the bay from downtown San Diego, this family-friendly getaway is famous for its gentle surf and wide, welcoming beaches. It's home to the Hotel del Coronado, an iconic Victorian gem considered the island's crown jewel. The long, wide stretch of sand provides easy access to the water and thus the perfect home base for your family's seaside activities. Get out the boogie boards, issue a beach volleyball challenge, take surfing lessons, learn the secrets of mermaid fitness or join a clambake.

Top-notch children's and teen programs and spa options are also available. Nearby, is the Loews Coronado Bay Resort where family members can choose from beach activities, pool time and ideas spurred by the pros at the kids' activity desk. Guests can call ahead to reserve child-friendly resources ranging from cribs and baby swings to pool toys and strollers.

**Contact:** [www.Hoteldel.com](http://www.Hoteldel.com), [www.LoewsHotels.com](http://www.LoewsHotels.com).

### Amelia Island, Fla.

With 13 miles of beaches, abundant native wildlife and a pristine environment, this barrier island, located off the coast of northeast Florida, has been luring families for decades. Stay at the 446-room Ritz Carlton on the Atlantic shore and the kids might want to join the hunt for fossilized shark teeth on the beach or learn to balance on a stand-up paddleboard. Add other water sports to the mix by trying jet skiing, boogie boarding, kayaking and surfing. Children 5 through 12 can look forward to the Ritz Kids program that offers immersive adventures designed to introduce young people to the natural wonders of the island. They'll learn about sand dunes and ancient forests and how recycling can make a difference through storytelling, art and even food. Hopefully, the kids won't be too tired to appreciate story time, snacks and a tuck-in offered by a friendly pirate and his friend the princess.

**Contact:** [www.ritzcarlton.com/en/hotels/florida/amelia-island](http://www.ritzcarlton.com/en/hotels/florida/amelia-island).

[Contact Us](#) [Copyright, Privacy Policy, Terms & Conditions](#) [Advertise With Us](#)

Copyright ©2019, Texarkana Gazette, Inc. All rights reserved. This document may not be reprinted without the express written permission of Texarkana Gazette, Inc.

AP

# Travel tips: Setting sights on island destinations



BY LYNN O'ROURKE HAYES FamilyTravel.com | Sep 27, 2020

Many an island vacation has been put on hold. When the time is right, these island destinations will be eager to welcome you.

## Amelia Island, Fla.

With 13 miles of beaches, abundant native wildlife and a pristine environment, this barrier island, located off the coast of northeast Florida, has been luring families for decades. Stay at the 446-room Ritz Carlton on the Atlantic shore and the kids might want to join the hunt for fossilized shark teeth on the beach or learn to balance on a stand-up paddleboard. Add other water sports to the mix by trying jet skiing, boogie boarding, kayaking and surfing. Children 5 through 12 can look forward to the Ritz Kids program that offers immersive adventures designed to introduce young people to the natural wonders of the island. They'll learn about sand dunes and ancient forests and how recycling can make a difference through storytelling, art and even food. Hopefully, the kids won't be too tired to appreciate story time, snacks and a tuck-in offered by a friendly pirate and his friend the princess.

Contact: [www.ritzcarlton.com/en/hotels/florida/amelia-island](http://www.ritzcarlton.com/en/hotels/florida/amelia-island).

## Mackinac Island, Mich.

You'll find Michigan's iconic island in Lake Huron, between Michigan's Upper and Lower peninsulas. You won't find chain hotels or even cars. So hop on a bike or in a horse-drawn carriage to explore the picturesque island along with locals and other visitors. In just under 4 square miles, you'll find a spacious lake-front, outdoor dining, casual picnic spots, putt-putt golf, interesting shops and farm-to-ferry culinary offerings. Consider a stay at The Grand Hotel for its historic grandeur or check in to the iconic Mission Point Resort and enjoy the sprawling Great Lawn dotted with colorful Adirondack chairs.

It goes without saying that you shouldn't leave the island without sampling the world-famous Mackinac Island fudge.

Contact: [www.MackinacIsland.org](http://www.MackinacIsland.org).

### CMG | COMMUNITY MEDIA GROUP

**ILLINOIS**

Ford County Record  
Hancock Journal-Herald  
Hoopeston Chronicle  
The Independent News  
Journal Times-Republic  
Journal Republican  
The News-Gazette  
Rantoul Press

**INDIANA**

Fortian to La. Neighbor  
Hartford City News-Times  
Herald Journal  
RV Post-News  
Lafayette Leader  
Newton Co. Enterprise  
Rensselaer Republican  
Review Republican  
Winchester News-Gazette

**IOWA**

Atlantic News-Teletype  
Austabel Advocate-Journal  
Barr's Post-Card News  
Collector's Journal  
Eggleston County Union  
H. Madison Daily Democrat  
Independence Bulletin-Journal  
Keokuk Daily Galle City  
DeWaver Daily Register  
Wintona Newspapers  
Waverly Newspapers

**MICHIGAN**

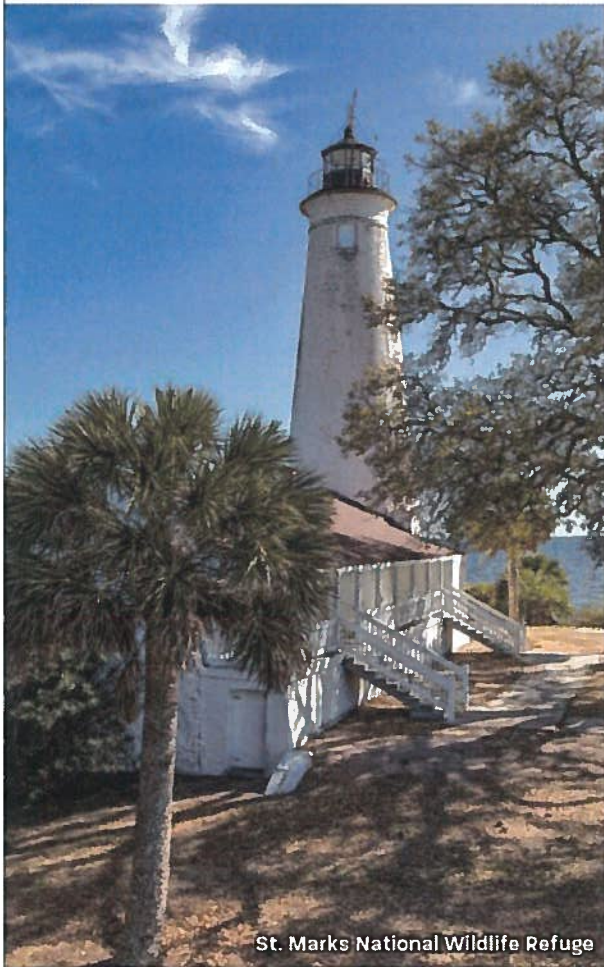
Issaquah County News-Herald  
Ludington Daily News  
Oscoda's Herald-Journal  
Oscoda Press  
White Lake Beacon

**NEW YORK**

Finger Lakes Times  
Glenn Times-Herald  
Salamanca Press

**PENNSYLVANIA**

Bradford Era  
Clearfield Progress  
Courier-Express  
Free Press-Courier  
Jeffersonian Democrat  
Leader-Vindicator  
Potter Leader-Enterprise  
Republic Argus  
Tri-County Sunday  
The Widewater Gazette



St. Marks National Wildlife Refuge

# Destination: University

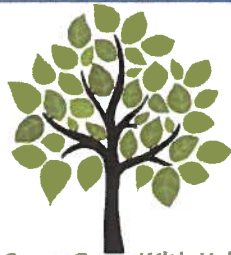
The college-bound student in your family may not be leaving the state, but if they dig a little deeper than the usual places right here in Florida, it can almost feel like another country – or even another world. You’re going to need some cool places to meet up with your collegian, so here are a few ideas. Remember: with these crazy times of reduced schedules and phased re-openings, be sure to visit the websites for the very latest updates.

## Gainesville

### A really big sinkhole

So you’re thinking, “Wait, what? You’re suggesting I visit a sinkhole?” Yes, my pretties, and not only that, legend says that the bottom of the geological wonder called Devil’s Millhopper once was prehistoric animals’ entrance to the underworld.

The 120-foot deep sinkhole is at least 20-30 million years old. The best way to experience it is total immersion. More than 100 steep wooden steps and platforms descend through its spooky shadows among giant ferns, small waterfalls, and other rainforest flora. The legend started in the early 1900s after the discovery of animal bones at the bottom. We don’t believe that stuff, of course. There also are trails around the rim, and nice picnic spots. [www.floridastateparks.org/parks-and-trails/devils-millhopper-geological-state-park](http://www.floridastateparks.org/parks-and-trails/devils-millhopper-geological-state-park)



Come Grow With Us!

## The Moorings Preschool

A vibrant learning community

Now accepting applications

- ✦ VPK Provider
- ✦ No Wrap-Around Fees
- ✦ Creative Arts
- ✦ Letter People
- ✦ Handwriting without Tears

791 Harbour Drive, Naples, FL 34103 [www.mooringspreschool.com](http://www.mooringspreschool.com)

14 [neafamily.com](http://neafamily.com)





## Jacksonville/Amelia/St. Augustine

### Surf's up!

There are actual waves on the Atlantic coast, and this is the spot to learn to surf (or polish up your skills) for that future trip to Costa Rica or Hawaii. Atlantic Beach and Neptune Beach aren't just gorgeous; the long, uncrowded stretch of coastline is also a social distancing dream. Champion surfers practice along Florida's east coast at the highest tides during the winter months. But there also are more gentle waves for the rest of us, and plenty of surfing schools and classes. Atlantic Beach is a great place for beginners. Why not share a private 90-minute lesson for two with your new roomie or BFF now, and then maybe book a private group lesson when the family comes to visit. Jax Surf & Paddle has surfboard rentals, wetsuits, and other supplies. Besides private and group classes for beginner and intermediate surfers, they also offer technique-coaching sessions for advanced surfers. [www.jacksonvillesurfandpaddle.com](http://www.jacksonvillesurfandpaddle.com)

### Horseback riding on the beach

You can ride horses in Naples, but not on the beach here. What a thrill that would be, right? From your campus anywhere east of Orlando, between Daytona and Jacksonville, you're not far from a public riding beach, and Equestrian Adventures of Florida is your go-to outfitter. Owner Jennifer Miko offers several meet-up locations, running five to six days a week. Schedules depend on low tides for the best rides on the wide sand beach and through the surf. [www.EquestrianAdventuresFL.com](http://www.EquestrianAdventuresFL.com)

Just north of Jacksonville, you can also ride alongside the protected wilderness dunes within Amelia Island State Park. While in the park, take some time for shelling. You'll discover some different varieties up here on Florida's northeast coast. The park website will direct you to Kelly Seahorse Ranch for booking. [www.floridastateparks.org/parks-and-trails/amelia-island-state-park](http://www.floridastateparks.org/parks-and-trails/amelia-island-state-park)

## Tallahassee

### Serenity in the salt marshes

There's something mystical about the raw, salty air in North Florida's sawgrass marshlands that doesn't quite reach our section of the Gulf Coast. Just 25 miles south of Tallahassee, where

Florida turns left and becomes the panhandle, St. Marks National Wildlife Refuge is a true best-kept secret. In addition to its vast expanses of salt marsh, pine forests, and coastal plains, its iconic landmark is the functioning lighthouse that rises from the sandy dunes overlooking Apalachee Bay. That venerable old soldier has been assaulted by more than 100 storms, hurricanes, burnings, and the bombardments of three brutal wars. The keeper's house and museum recently were renovated, and in normal times are open to visitors. Even while the museum and programs are not operating due to government restrictions, the drive through the refuge itself, hiking and biking trails, boardwalks, picnic areas, and boat ramps remain open. With recent reduced numbers of visitors, the wildlife viewing is better than ever. [www.fws.gov/refuge/St\\_Marks](http://www.fws.gov/refuge/St_Marks)

## Tampa/Sarasota

### La Segunda, Columbia y mas

If you think you've savored the best café con leche, Cuban bread, and medianoche sandwiches this side of Havana, but you've never been to Ybor City, Florida, poor you. A Cuban baker opened the tiny La Segunda Bakery over a century ago and now great grandsons and their families turn out 18,000 of their fragrant, crusty-outside-soft-inside loaves every day, to deliver within hours to restaurants all over the U.S.

Locals and savvy visitors are happy to stand in line at day-break for a café con leche and a signature guava turnover or some other Cuban-inspired pastry. Start your day at the bakery, and then wander around the historic, architecture-rich Cuban town that once was considered the cigar capital of the world (for real!). There's still at least one operating cigar factory, and you can catch several free cigar-rolling demonstrations in shops and galleries along 7th Avenue. Also on 7th Avenue is the original Columbia Restaurant (circa 1915). If you're feeling the call for some quirky entertainment on a Friday or Saturday night, go for dinner and the flamenco show. And by the way, the last time I dined there, the bread was still fragrant from the La Segunda ovens. [www.columbiarestaurant.com](http://www.columbiarestaurant.com); [www.yborcityonline.com](http://www.yborcityonline.com)

The vintage-style TECO Line Streetcar, with socially distanced bench seating, runs between downtown Tampa and Ybor City. It's free. [www.TECOLinestreetcar.org](http://www.TECOLinestreetcar.org) 🌟

**Foster, Adopt or Mentor a Child**

CHILDREN'S NETWORK OF SOUTHWEST FLORIDA, LLC

1-855-933-KIDS

[www.ChildNetSWFL.org](http://www.ChildNetSWFL.org)

NEAPOLITANfamily • September 2020

**Little People's School**

www.LittlePeoplesSchool.info

- Preschool
- PreK (VPK)
- Summer Camp

(239) 597-5064

- Top Rated VPK
- Preschool Twos & Threes
- Summer Camp
- Owned/operated by certified elementary teacher with over 22 years experience
- DCF licensed, #C20C07400

(239) 597-5064  
868 94th Ave. N., Naples  
[lpparentnews@aol.com](mailto:lpparentnews@aol.com)

[neafamily.com](http://neafamily.com) 15


**GENERAL**

## Change of Seasons Brings Tons of Reasons to Fall for Amelia Island

September 1, 2020 / Suanne Thamm / 5 Comments

**Amelia Island Convention & Visitors Bureau  
 Press Release  
 August 31, 2020**

On Northeast Florida's Amelia Island, a collection of award-winning accommodators, attractions, and restaurants are offering seasonal specials to help travelers end summer in style and greet fall with a smile. Miles of uncrowded beaches, warm Florida days, breathtaking natural beauty, and a blissfully slower pace make this



**AMELIA ISLAND**  
 COME MAKE MEMORIES®

barrier island the perfect place for a change of scenery. Whether squeezing in a final summer getaway or planning a much-needed fall escape, many of Amelia's top-rated hotels, inns and resorts in varying styles and budgets have deals and discounts that are hard to resist. Feeding the fun is a celebrated collection of restaurants and attractions, including some culinary newcomers and tried-and-true favorites. Details on these amazing deals can be found at [Ameliasland.com](http://Ameliasland.com), including this small sampling of the best places to stay, eat and play on Travel + Leisure magazine's No. 6 Best Island in the Continental United States.

Resorts, hotels, inns, bed & breakfasts, motels, and rentals all across Amelia Island are offering a range of packages, deals and discounts. The offers range from 10% off stays to 50% off a second night stay when booked using a special code. Learn more about these specials and other lodging offers online at [Ameliasland.com](http://Ameliasland.com)

Whether hungry for something new or a classic beach favorite, hungry visitors will find Amelia Island's restaurants are open and ready to serve for dine-in, on the patio, or to-go. The Ritz-Carlton, Amelia Island's newest restaurant Coquina offers an oceanfront, al-fresco experience, focusing on seafood and the island's Eight Flags heritage. A classic in Fernandina's Historic District, Le Clos is perfect for a romantic evening under their trellised garden or on the front patio, where a candlelit evening of fabulous French wine and cuisine is not soon forgotten. And The Palace Saloon, the oldest bar in Florida, isn't about to end its open streak, offering live music on the patio for some socially distanced entertainment. For more restaurant options, visit [Ameliasland.com/Dining](http://Ameliasland.com/Dining).

With ample room to spread out and explore, Amelia Island is known for providing endless outdoor adventure. For an exciting new aquatic adventure, Amelia River Cycle puts the ease and power of a bike on the water. Their fleet of Hydro Bikes gives riders a real biking experience and fun new way to explore the island's open

waters. Rollin' Phat Scooters offers easy-to-ride electric scooters that give riders a fun and stylish way to explore every corner of the island. A free phone app allows vacationers to easily explore the island on their own, as augmented reality technology brings to life fun and surprising features to help get the most out of every visit.

As summer fades and fall arrives, take advantage of these great seasonal specials to start planning an unforgettable Amelia Island vacation online at [AmeliaIsland.com](http://AmeliaIsland.com).

### About Amelia Island



Northeast Florida's coastal treasure, Amelia Island is a barrier island rich in colorful history and breath-taking natural beauty. Amelia Island offers long, beautiful beaches, abundant wildlife, and pristine waters. Upscale resorts with world-class spas, championship golf and exclusive dining blend effortlessly with a captivating collection of bed and breakfast inns and historic districts. The island is home to Fernandina Beach, once a vibrant Victorian seaport village, and now a charming downtown district of eclectic shops, attractions and eateries. Forget the everyday getaway, come make memories on Amelia Island. For visitor information and online planning, visit [www.ameliaisland.com](http://www.ameliaisland.com).



**Fernandina Observer**      **Get Our Daily News**

Log in to your account           

Fernandina authors  
Advertise your business  
Contact information  
Disclosures and legal  
Privacy Policy

3,652,535 articles read to date

Copyright © 2020 Fernandina Observer       



LUXURY FAMILY VACATIONS &gt;

# Schoolcation Ideas: The Best Family Hotels and Resorts for Learning in Luxury

BY DANA REBMAN

SEPTEMBER 14, 2020

9 MIN READ



Back-to-school has taken on an entirely new meaning this year for many families. While a record number of students are home from their classrooms due to the pandemic, their parents are also juggling working remotely. It's a transition, to say the least, but the ability to work and attend classes from any location might be the silver lining for families who long to travel.

Now that kids can connect online with their teachers from just about anywhere, families are no longer locked into restrictive school calendars. It didn't take hotels and resorts around the world long to catch on — so along with helping parents navigate the challenges of remote learning, properties are working to provide bright spots in a school year filled with many uncertainties. As a bonus, the properties below in the [Virtuoso](#) luxury hotel consortium offer exclusive perks that our Family Travel Advisors can access. Need booking help? [Reach out!](#)

## The Best Family Hotels and Resorts for Remote Learning



Sharks' teeth at the Ritz-Carlton, Amelia Island

## The Ritz-Carlton, Amelia Island, Florida

It could be the ultimate field trip. [The Ritz-Carlton, Amelia Island](#), has partnered with Florida's [The Reef Institute](#) to offer a 5-day, 4-night program designed to get kids excited about marine biology and ecology. The Remote Learning Field Trip: Barrier Island Ecology package focuses on the barrier island that the resort calls home. Instructor-led nature programming is designed to complement students' earth-science classes.

In addition to supplies like nets and microscopes, the program includes:

- Native dune exploration
- Kayaking and boat excursions to sample and study water systems
- Learning about migratory species habits of whales and sea turtles
- Onsite classrooms with high-speed Wi-Fi for kids to connect to their school coursework
- Daily breakfast, lunch, and snacks

### Virtuoso Amenities

- Full breakfast daily for two guests per bedroom; \$100 USD Spa Services credit, to be utilized during stay

CIAD HAMBURG IS A MEMBER OF THE AMERICAN SOCIETY OF TRAVEL AGENTS (ATA)  
05 340854 | CALLER OF TRAVEL 21.1507-40

Please leave a message!  
We will be in touch ASAP





Free Trial Class 2020 REGISTRATION OPEN LEARN MORE 40 Years of Dance Education




# Vacation Anytime at These Remote Learning-Friendly Resorts

/ September 23, 2020

Home / Travel



SHARE:        

In the old days (which aren't actually all that old, come to think about it), we faced a conundrum when it came to taking the family on vacation: Go during school breaks and face crowds and premium pricing, or go another time of our choosing and deal with the guilt and everything else that came with taking our kids out of class for a few days. Well, times have changed when it comes to school schedules, as you may have noticed. With much (or all depending on where you are) of school going on virtually, the silver lining is that it really doesn't matter *when* you take your kids on vacay, as long as they can hop online during the school day. A win-win, right? To make things go a little smoother, some resorts are offering remote learning assistance and their own educational programs to make sure kids learn first and vacation second. Here are four resorts to consider for your upcoming family getaway.

## Four Seasons Punta Mita

*Nayarit, Mexico*

Not surprisingly, this luxe hotel chain known for its attention to detail (not to mention ridiculously gorgeous resorts) is leading the way with a program called **Knowledge for All Seasons** at its Punta Mita property. The resort – situated on Mexico’s Pacific coastline – is offering on-staff tech support team members to help with iPad or laptop issues, “study buddies” to assist with homework and schoolwork (professional tutors can also be arranged), and best of all -- study cabanas – where pool or beach cabanas can be transformed into the coolest classrooms we’ve ever seen – set up with Wi-Fi, a TV monitor, headphones, a portable charger, and even snacks, so your kids can learn algebra while overlooking the ocean (something that we don’t ever recall being offered when we were in school). If you’re looking to settle in for a longer stay as the weather starts to be less outdoor friendly here at home, look into renting one of the property’s private villas or beach homes.

## The Ritz-Carlton Amelia Island

*Amelia Island, Florida*

Give new meaning to the phrase *field trip* with a very special one organized by this especially family-friendly North Florida Ritz. Through a partnership with the Reef Institute the five-day Barrier Island **Ecology Field Trip package** allows little travelers to have an instructor-led experience exploring the barrier island where the resort is located while learning about its native dune ecosystem, wave systems, and native species through kayak and boat excursions, microscope lessons, and ecology kits. The experience is the perfect complement to earth science studies and also offers students study rooms for distraction-free studying or virtual learning with the crew back home via high-speed Wi-Fi.

### BURB BUZZ INFO

[About Us](#)

[Contact](#)

[Advertising](#)

[Submit an Event Listing](#)

### CONNECT

[Facebook](#)

[Subscribe via Email](#)

[Twitter](#)

[Manage Subscription](#)

[Instagram](#)

[Unsubscribe](#)



### VISIT OUR SISTER SITES

[BurbBuzz Rockland](#) [BurbBuzz Essex](#)

## THE ULTIMATE TRAVEL GUIDE TO AMELIA ISLAND



The trouble isn't being able to plan a road trip in Florida, because that's the easy part, but rather knowing what places to visit on your trip and just what to do there.

When we set out on our [most recent trip to Florida](#), we decided that we were going to visit smaller towns versus the larger cities that we've always gravitated towards because hustle and bustle is our jam at times.





### ***And you know what?***

This trip turned out to be one of the best road trips we've done in a long time. We got to see parts of Florida that move at their own pace, places that made it really easy to get lost and stand still for a while without feeling that you're missing out on the rest of the world.

- [How to get to Amelia Island](#)
- [Where to stay in Amelia Island](#)
- [Where to eat in Amelia Island](#)
- [Things to do in Amelia Island](#)
- [Amelia Island Weather](#)

## **HOW TO GET TO AMELIA ISLAND**

Here's how we recommend planning the perfect [Florida road trip](#):

**By Air:** We highly recommend flying into the Jacksonville international airport and start your trip in Amelia Island and fly out of Orlando if possible. This way you can leisurely make your way down along the eastern coast of Florida which is full of charming towns, stunning nature, and endless beaches.

If at all possible, plan your trip loosely allowing for some extra time. As you will discover, the laid back way of life of these coastal towns will infect you. It's the only way to really enjoy the area. Trust me, we like to rush our days to fit in as much as possible. But, it's nearly impossible to do in this region of the states.

We're not even sure where to start with how much we loved Amelia Island. It's such a lovely city.



It's essentially the Hamptons meets [St Augustine](#). The island has been under eight flags in the history of its existence (fun fact: the only place in the US). There's history and a sense of community that envelopes you in a way that's hard to describe. You'll quickly learn that the people here are extremely friendly, and are extremely proud of their little piece of paradise that used to be a lumber town.

Is it any wonder that John Grisham lives here?

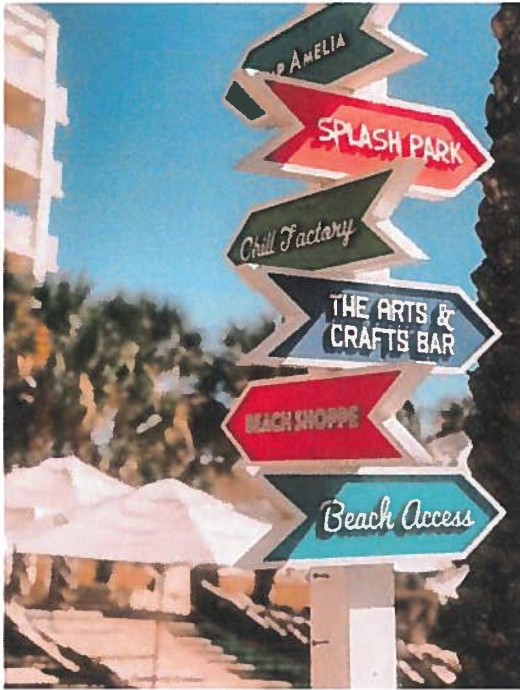
And it's consistently in the top [10 of best islands in the US](#). With 13 miles of gold-sand beaches, state parks, and world-class hospitality, you understand why. It's easy to lose yourself as well as track of time when you step onto the island.

## WHERE TO STAY IN AMELIA ISLAND

You can't come to Amelia Island and not head to the [Omni Resort](#). Yes, it's on the other side of the island (a 20-minute drive), but it's so worth it. It is a luxury that feels like home but with fantastic views of the Atlantic Ocean. And with it being removed from the center of town, you can appreciate the untouched nature surrounding you



And the Omni Resort's property is expansive. There are 3.5 miles of beach to enjoy, marshlands to kayak, and even golf courses to tee up on. And you can spoil yourself at their spa or lounge at the pool. A stay there is a definite treat for yourself.



But if you're looking for a more intimate and local feel, then we recommend [the Addison](#) as the second lodging option. This bed and breakfast is located within walking distance of downtown and is extremely inviting and quaint. You feel the unmistakable personal touch and hospitality from the amenities in the room to the delicious breakfast spread. And you can meet other guests at their evening happy hour with wine.

## WHERE TO EAT IN AMELIA ISLAND

### TIMOTI'S

Some of the best seafood we've had in a long time. We highly recommend starting here and getting the (Canadian) lobster roll and the hush puppies (although the fried shrimp basket is their most popular offering). While [Timoti's](#) has been in Amelia Island for 7 years, you might also recognize the name because they have locations in Five Points and in Pointe Verde.

### THE GREEN TURTLE TAVERN

Looking for a more local vibe? This is where the locals like to hang. With its laid back atmosphere, it's the perfect place to relax to close out a day. Their happy hour goes till 9 and then a band takes over so you'll find the place filled with locals having a good time.

### ESPANA

Specializing in flavors from Spain and Portugal, Espana serves wonderful food and great ambiance. If you're looking for romantic things to do on Amelia Island, we recommend heading here for a date night. The atmosphere mixed with a glass (or two) of Sangria makes for the start of a perfect date.



## SALTY PELICAN

If you're looking for great food and a very laid back and chill vibe, you can't miss the [Salty Pelican](#). Primarily a seafood restaurant, they also have a nice selection of dishes for non-seafood eaters which makes it a great spot to visit with friends.

## FLORIDA HOUSE INN

Florida's oldest hotel and has great fried chicken, chicken waffle, great drinks. We liked the Spanish coffee because it has all the alcohol.

## SALT LIFE

Located on the ocean side, this is where you will find more tourists than locals. That said, [the food](#) is still great, and it's only a few steps away from the beach so its the perfect place to grab a drink after being in the sun all day

## SAND BAR

Located right on the beach (and it's the only restaurant on the island right on the beach) and across from Salt Life. This is where you go for great live music. And you can't beat enjoying the stunning ocean views with a drink in your hand.

## WICKED BAO

You wouldn't expect the rich flavors of Asian street food to be found on Amelia Island, but Wicked BAO has just that. It even features tons of delicious vegan options. It's a great place to head to for happy hour as they have delicious drinks and apps.

A few additional places that are on our list:

- Amelia Tavern
- KP's sandwich shop
- Lagniappe
- Pablo's
- Café Karibo
- Burlingame
- Cantina Louis

## THINGS TO DO IN AMELIA ISLAND

For being only 13 miles long, it's easy to think that you can pop over to Amelia Island for a quick day trip. Please don't. We were taken aback by just how much there is to do on the island. Not to mention, we fell in love with the locals and the atmosphere so much so that we didn't want to leave.

So, don't underestimate all the things to do in Amelia Island, Florida. Here's a sample of what you can look forward to enjoying.

### 1. THE PALACE SALOON

We highly recommend popping in here and grabbing a drink or two. It has such a cool vibe for being the oldest bar in Florida. Built in the 1800s, the building still has many of its original features like mosaic floors, tin ceiling, and gas lamps along the bar. You won't be finding a place quite like it anytime soon!

### 2. COCKTAIL CRAWL

Not only is it perfect for bridal parties, [girl's getaways](#) etc, it's also a great way to get to know the local bar/pub scene downtown. We recommend the Amelia Island Downtown Tasting Tour. Hitting four bars, you get to hear from the bartenders and get a first hand experience about the history of the area and the locals.

### 3. GO ANTIQUING

Yes, there are antique shops on Amelia Island, and yes you should totally check them out. And as they are spread out across the island, you are sure to stumble upon one of them and you are going to find it hard to not go inside and browse though you will definitely not leave empty handed.

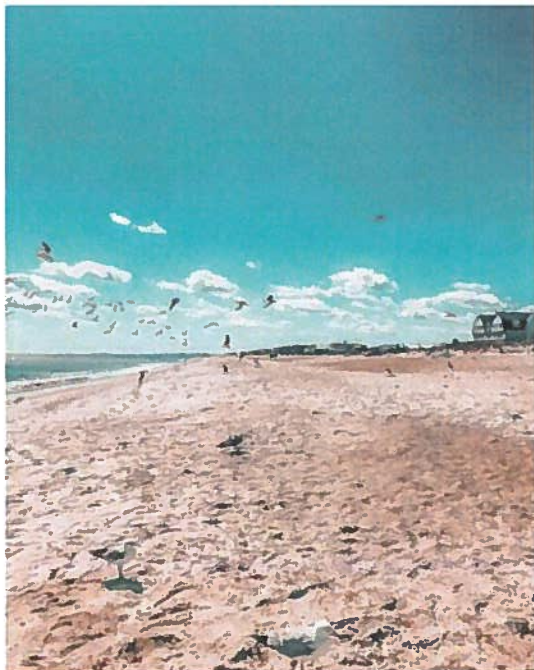
### 4. FARMERS MARKET

If you happen to find yourself downtown on a Saturday, be sure to check out the artisans (and local band!). You can buy everything from seafood to produce. It's a visual treat and the fresh aromas will have your mouth watering.



## 5. BEACH

This goes without saying, but you can't come here and not spend time on the beach. The water and sand are perfect. Not only can you enjoy the warm waters, but when on land, you can have fun hunting for shark teeth in the sand.



## 6. GO HORSEBACK RIDING ON THE BEACH

One of the most romantic things to do on Amelia Island is to enjoy a horseback ride on the beach. And there are many places that you do that on the island, but we recommend Amelia Island State Park. Featuring 200 acres of untouched nature, you can enjoy the beach, salt marshes, and coastal forests.

## 7. BECOME A CIVIL WAR SOLDIER

One of the top things to do in Amelia Island, Florida, is [Fort Clinch State Park](#) for its unique blend of history and nature. Fort Clinch played a vital role in the US Civil War and the fort is explored through the eyes of a Union soldier. It's fascinating even if you aren't a history buff. Afterwards, you can explore the rest of the park with its hiking trails, bike trails, and seashore.

## 8. GET AN ADRENALINE RUSH

One of the most adventurous things to do on Amelia Island is to enjoy the ocean views from 12,000 feet above! With views of the Atlantic Ocean as you free fall back to Earth, this tandem skydive is one that you won't soon forget!

## 9. BRUSH UP ON YOUR HISTORY

Located in the old county jail, the [Amelia Island Museum of History](#) walks you through the history of the island and the people. Though it is small, it has a lot of information in it. And if you aren't interested in the history of the place, there is a bit of the museum dedicated to the jail including a cell.

## 10. WALK HISTORY

After visiting the museum, enjoy walking around the 50 block historic section of Amelia Island. And there is a lot of history to enjoy on the island. The island also boasts many of the oldest things in Florida from a newspaper to an inn. Trust me when I say you will fall in love with the amazing brick facades and bygone era feel.

## 11. VISIT A LIGHTHOUSE

On the highest point on the island, you can visit the oldest lighthouse in all of Florida. A tour of the Amelia Island Lighthouse is a journey through Florida's history, even before it was a state!

## 12. SUPPORT THE THEATER

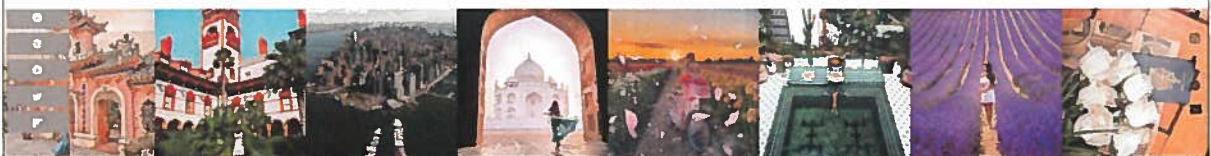
We also recommend checking out the community theatres on the island and there are two: the [Amelia Community Theater](#) and [Amelia Musical Playhouse](#). And both are just lovely! With a variety of works produced, you know you are in for a great time of live theater.

## AMELIA ISLAND WEATHER

If you want to maximize that feeling of carefree summer days, you need to visit Amelia Island between April and October when the daytime temperature is between 79 - 90°F.

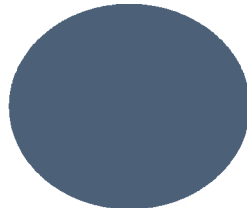
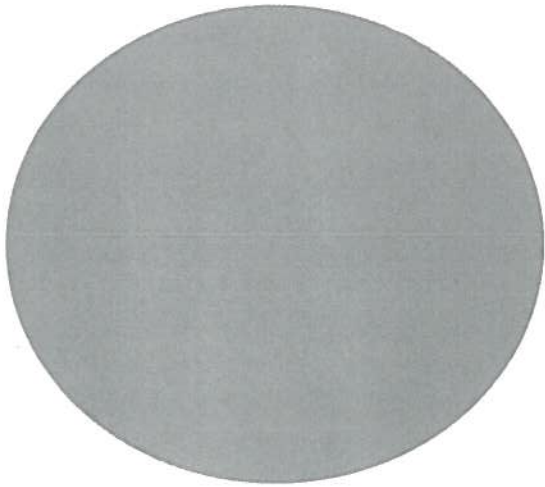
But prices are less during January and February when the weather is at its coldest staying below 70°F. And at night, you will definitely need a jacket as it gets chilly.

Seriously, you will fall in love with this delightful place. Just reminiscing about all the things to do in Amelia Island, Florida, makes me wish I was there right now. When you are creating your [Florida road trip itinerary](#), you must include Amelia Island. Trust me, you'll be happy that you did!



[© 2021 HAYWORTH ESCAPES](#) [PRIVACY POLICY](#) [TERMS OF SERVICE](#) [DISCLAIMERS](#) [WORK WITH US](#)

EXCLUSIVE MEMBER OF MEDIVINE TRAVEL



### 3. Social Media Reports

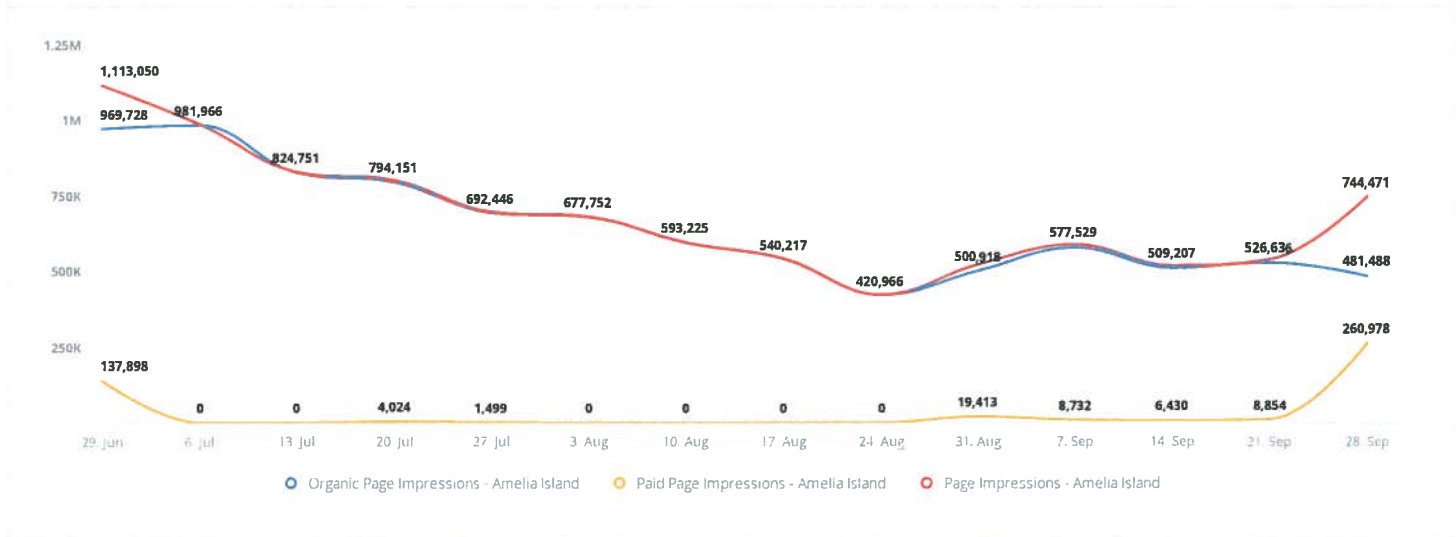




### Facebook Page Fans

Total page likes Amelia Island	<b>90,197</b> ▲ 1.7%	Page views Amelia Island	<b>21,858</b> ▼ -21%
New page likes Amelia Island	<b>2,201</b> ▼ -33%	Total page reach Amelia Island	<b>43,233</b> ▼ -61%
Page impressions Amelia Island	<b>8,618,063</b> ▼ -13%	Page video views Amelia Island	<b>63,258</b> ▼ -92%

### Facebook Page Impressions



### Facebook Post Metrics

Page post likes Amelia Island	<b>29,026</b> ▼ -22%	Page comments Amelia Island	<b>2,343</b> ▼ -44%	Page shares Amelia Island	<b>2,099</b> ▼ -47%
----------------------------------	----------------------	--------------------------------	---------------------	------------------------------	---------------------

## Facebook Post Performance

CREATED	POST	TYPE	REACH	IMPRESSIONS	REACH	UNPAID REACH	ORGANIC REACH
28 Sep 2020 4:51 PM	<b>f Amelia Island</b> Things to do. Places to stay. Her...		82K	137,136	82,257	2,413	2,511
28 Sep 2020 3:48 PM	<b>f Amelia Island</b> Message us to learn why Amelia...		45K	71,501	44,866	2,333	2,800
9 Jul 2020 12:31 PM	<b>f Amelia Island</b> We have the BEST news to shar...		36K	42,379	36,192	31,386	31,337
29 Sep 2020 1:17 PM	<b>f Amelia Island</b> The softer the sand, the sweete...		35K	121,285	35,434	0	0
25 Sep 2020 4:29 AM	<b>f Amelia Island</b> The only thing that can make y...		24K	25,018	23,529	23,529	23,529
3 Sep 2020 5:59 PM	<b>f Amelia Island</b> When the east coast has a cotto...		22K	22,553	21,866	21,866	21,866
29 Sep 2020 4:17 PM	<b>f Amelia Island</b> Things to do. Places to stay. Her...		22K	62,264	21,618	5,222	5,562
28 Sep 2020 3:43 PM	<b>f Amelia Island</b> Message us to learn why Amelia...		20K	27,227	20,189	1,340	1,133
10 Jul 2020 8:21 AM	<b>f Amelia Island</b> When weekends begin with wat...		20K	23,419	20,154	20,154	20,154
11 Aug 2020 5:12 PM	<b>f Amelia Island</b> The eclectic shops, restaurants, ...		20K	22,507	20,123	20,123	20,123
17 Aug 2020 8:54 PM	<b>f Amelia Island</b> Just a little sunshine after the rai...		19K	20,532	19,145	19,145	19,145
30 Sep 2020 5:59 PM	<b>f Amelia Island</b> Breathe. Refresh. Renew. The so...		19K	23,875	18,774	2,826	3,054
28 Sep 2020 4:51 PM	<b>f Amelia Island</b> Things to do. Places to stay. Her...		19K	28,655	18,575	277	352
7 Jul 2020 6:45 PM	<b>f Amelia Island</b> Hydro bike exploring is now on ...		18K	22,789	18,464	18,464	18,464
6 Jul 2020 7:19 PM	<b>f Amelia Island</b> Never miss a colorful sunset str...		17K	19,658	16,925	16,925	16,925
2 Jul 2020 5:17 PM	<b>f Amelia Island</b> In effort to slow the spread of g...		16K	18,778	15,782	15,782	15,782
28 Aug 2020 7:45 PM	<b>f Amelia Island</b> With the aromas of pumpkin sp...		15K	17,996	15,471	5,966	5,817
29 Sep 2020 4:17 PM	<b>f Amelia Island</b> Things to do. Places to stay. Her...		15K	53,039	15,200	1,272	1,260
3 Jul 2020 12:32 PM	<b>f Amelia Island</b> All of Nassau County will now b...		15K	18,002	14,868	14,868	14,868
4 Aug 2020 5:20 PM	<b>f Amelia Island</b> Every moment a little sweeter. T...		15K	15,923	14,834	14,834	14,834
4 Sep 2020 12:13 PM	<b>f Amelia Island</b> Have you taken time to treat yo...		14K	16,551	14,449	4,950	5,300

Instagram Page Followers



@ Visit Amelia Island

**19.28K**  
Total Followers

**2.15K** -27%  
New Followers











































**4.54K** -83%  
Avg. Reach










**629.61K** -79%  
Impressions

**54** -16%  
Number Of Posts

**8.10K** -28%  
Profile Views

## Instagram Post Performance

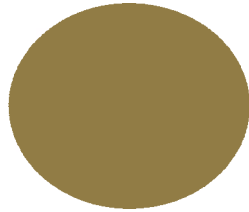
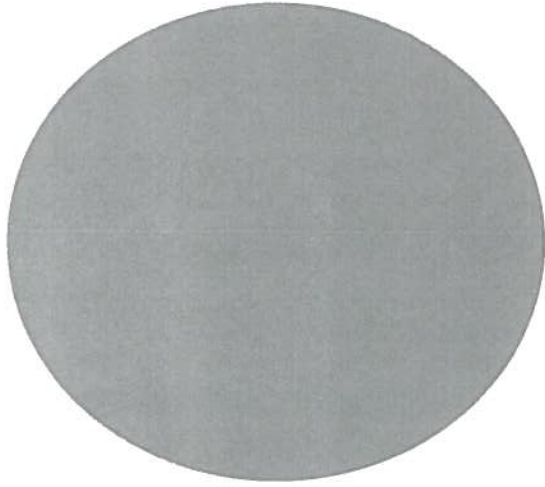
CREATED	POST	TYPE	REACH	REACH	IMPRESSIONS	TOTAL ENGAGEMENT	LIKES
11 Sep 2020 6:54 PM	 Visit Amelia Island Always in our hearts. #NeverFor...		25K	24,584	24,163	918	897
17 Aug 2020 5:55 PM	 Visit Amelia Island Just a little sunshine after the rai...		19K	19,337	20,294	1,016	982
3 Sep 2020 5:57 PM	 Visit Amelia Island When the east coast has a cotto...		19K	18,641	19,263	890	862
8 Sep 2020 5:08 PM	 Visit Amelia Island This way, let's go this way! 🌊🌴...		18K	18,394	18,413	882	847
19 Aug 2020 5:30 PM	 Visit Amelia Island Catch the perfect moment. The ...		15K	15,314	16,192	497	480
29 Aug 2020 9:15 AM	 Visit Amelia Island Surround yourself in secret gar...		14K	13,636	14,326	663	636
17 Sep 2020 5:40 PM	 Visit Amelia Island A treasure worth keeping secret...		14K	13,629	14,116	574	562
18 Sep 2020 3:13 PM	 Visit Amelia Island In our town, moments like thes...		12K	12,090	12,005	354	345
21 Sep 2020 6:24 PM	 Visit Amelia Island Never fear what's ahead of you ...		10K	10,402	10,718	383	375
7 Sep 2020 3:31 PM	 Visit Amelia Island It's always sunny on Amelia Isla...		10K	9,854	10,409	394	387
2 Sep 2020 5:24 PM	 Visit Amelia Island The first #WeddingWednesday ...		9K	8,524	8,797	359	349
5 Sep 2020 3:12 PM	 Visit Amelia Island A moment on the water or a m...		8K	8,423	8,879	293	283
14 Sep 2020 4:45 PM	 Visit Amelia Island So many yummy aromas when ...		8K	8,266	8,463	295	289
21 Aug 2020 3:55 PM	 Visit Amelia Island A horseback moment on the be...		8K	8,160	8,738	202	193
30 Jul 2020 5:45 PM	 Visit Amelia Island Our favorite type of roadways a...		8K	7,706	8,457	551	534
8 Aug 2020 6:30 PM	 Visit Amelia Island Sharing a little peace and tranq...		8K	7,619	8,501	667	649
9 Jul 2020 12:30 PM	 Visit Amelia Island We have the BEST news to shar...		8K	7,519	8,215	707	683
6 Jul 2020 7:10 PM	 Visit Amelia Island Never miss a colorful sunset str...		7K	7,344	8,130	669	653
15 Sep 2020 4:00 PM	 Visit Amelia Island The swaying moss, the sounds ...		7K	7,333	7,770	329	322
31 Aug 2020 11:34 AM	 Visit Amelia Island An Ecology Field Trip exploring ...		7K	7,324	7,598	826	800
13 Aug 2020 5:45 PM	 Visit Amelia Island The eclectic shops, restaurants, ...		7K	7,249	7,969	661	637

6 Aug 2020 1:20 PM	@Visit Amelia Island Every moment a little sweeter. T...		7K	7,142	7,487	441	421
4 Jul 2020 6:41 PM	@Visit Amelia Island A sunset on the water with @A...		7K	7,031	7,541	505	495
8 Sep 2020 9:30 AM	@Visit Amelia Island Find a place to unpack and unw...		7K	6,765	6,974	294	290
1 Aug 2020 12:16 AM	@Visit Amelia Island Sneaking another Saturday sun...		7K	6,520	7,048	560	548
5 Aug 2020 5:32 PM	@Visit Amelia Island We cannot change the direction...		6K	6,393	6,945	497	482
10 Jul 2020 5:25 PM	@Visit Amelia Island We hear there is a magical gaze...		6K	6,299	6,944	425	419
2 Jul 2020 5:22 PM	@Visit Amelia Island In effort to slow the spread of g...		6K	6,276	6,825	362	338
7 Aug 2020 2:04 PM	@Visit Amelia Island Discover the past in our hidden ...		6K	6,272	6,593	425	411
2 Jul 2020 7:05 PM	@Visit Amelia Island Capturing sailboats at golden h...		6K	6,257	6,736	469	460

(This is a subset of the complete data set. For full export please export to CSV or XLS.)

## Twitter Page Highlights

Followers Amelia Island	<b>2,780</b> ▲ 0.8%	Following Amelia Island	<b>808</b> ▲ 5.2%
New following Amelia Island	<b>40</b> ▼ 19.4%	Tweets Amelia Island	<b>39</b> ▲ 1.78%
Retweets Amelia Island	<b>8</b> ▲ 300%	Mentions Amelia Island	<b>35</b> ▲ 84%



## 4. Amelia's Top States FY 2020

---

## FY 2020 Amelia Island Estimated Visitation: Key Feeder States

State of Origin (% of Total Visitation)	Q4 2019 (Oct. - Dec.)		Q1 2020 (Jan. - Mar.)		Q2 2020 (Apr. - Jun.)		Q3 2020 (Jul. - Sep.)		FY 2020 (Oct. - Sep.)		% Change 2019/2020
	%	#	%	#	%	#	%	#	%	#	
Florida	25.9	36,985	14.9	23,631	32.6	33,122	31.3	46,168	25.4	139,906	-6.2%
Georgia	16.5	23,562	15.6	24,742	35.1	35,662	37.6	55,460	25.3	139,426	-0.8%
North Carolina	6.7	9,568	5.1	8,089	6.4	6,502	6.1	8,998	6.0	33,157	-10.4%
South Carolina	5.1	7,283	4.6	7,296	5.9	5,994	4.5	6,638	4.9	27,211	-22.8%
New York/New Jersey	7.1	10,139	6.3	9,992	1.3	1,321	1.0	1,475	4.2	22,927	-45.5%
Virginia/Washington D.C.	2.9	4,141	3.7	5,868	3.4	3,454	3.4	5,015	3.4	18,478	-18.3%
Tennessee	3.0	4,284	2.0	3,172	4.4	4,470	3.6	5,310	3.1	17,236	-28.9%
Ohio	3.6	5,141	4.3	6,820	1.0	1,016	2.1	3,098	2.9	16,075	-29.2%
Pennsylvania	3.5	4,998	4.4	6,978	2.6	2,642	0.4	590	2.8	15,208	-39.5%
Maryland	0.8	1,142	3.1	4,917	2.2	2,235	1.1	1,623	1.8	9,917	--
Texas	1.7	2,428	1.8	2,855	1.7	1,727	1.3	1,918	1.6	8,928	-46.9%
Michigan	1.4	1,999	3.5	5,551	0.6	610	0.2	295	1.5	8,455	-41.4%
Illinois	2.3	3,284	2.1	3,331	1.2	1,219	0.3	443	1.5	8,277	-48.6%

### FY 2020 Amelia Island Estimated Visitation: Key Feeder States

Massachusetts	1.6	2,285	2.8	4,441	0.9	914	0.2	295	1.4	7,935	-43.5%
---------------	-----	-------	-----	-------	-----	-----	-----	-----	-----	-------	--------





## 5. 2021 Marketing Plan

# AMELIA ISLAND

## MARKETING PLAN

### 2020-2021



# AMELIA ISLAND

COME MAKE MEMORIES<sup>®</sup>

AMELIAISLAND.COM | AMELIAISLANDTDC.COM

## AICVB OFFICE

2398 Sadler Road, Suite 200, Amelia Island, FL 32034 | 904.277.4369

## WELCOME CENTER

102 Centre Street, Amelia Island, FL 32034 | 904.277.0717



Facebook

[/AmeliaIslandFlorida](#)



Instagram

[/VisitAmeliaIsland](#)



Twitter

[/Go2AmeliaIsland](#)



LinkedIn

[/company/VisitAmeliaIsland](#)



YouTube

[/AmeliaIslandFL](#)



CrowdRiff

[bit.ly/AmeliaIslandContentLibrary](#)

[#LoveAmelia](#)

[#AmeliaIsland](#)

[#AmeliaIslandMemories](#)



# TABLE OF CONTENTS

## Executive Summary

- 🌿 Situational Analysis . . . . . 4
- 🌿 Background . . . . . 6
- 🌿 Accolades . . . . . 8
- 🌿 Leadership Team . . . . . 9

## Value of Tourism

- 🌿 Tourism Performance Metrics . . . . . 10
- 🌿 Visitor Research . . . . . 14
- 🌿 Marketing Performance . . . . . 20

## Strategic Marketing

- 🌿 Marketing Strategy & Principals . . . . . 22
- 🌿 Marketing Goals, Objectives & Execution . . . . . 24
- 🌿 Partner Resources . . . . . 30



For more in-depth information on Amelia Island's Tourist Development Council and Convention & Visitors Bureau, visit [AmeliasIslandTDC.com](http://AmeliasIslandTDC.com).

## EXECUTIVE SUMMARY



## WHERE HAVE WE BEEN? SITUATIONAL ANALYSIS

**Over the past 10 years**, we have used the Executive Summary to urge our partners and stakeholders to persevere in bad times, have patience during recovery, and celebrate the achievements creating expectations that growth would continue in the years ahead. Not this time.

### Global Pandemic

In early March 2020, the travel industry, along with the rest of the world, changed forever. All the experiences that tourism provides – exploring new destinations, learning about new cultures, realizing lifelong dreams, visiting friends and relatives, and participating in memorable events and activities – suddenly became contributing factors in the speed with which COVID-19 spread across the globe, becoming one of the most deadly pandemics in history. Over 38 million cases have been reported in 188 countries, leading to over one million deaths. The freedom to travel in a safe, secure environment has been replaced with restrictions, regulations and fear. In a few short weeks, the travel industry, responsible for 10% of global GDP and worth almost \$9 trillion annually, crumbled. Borders closed, flights discontinued, cruise passengers were quarantined, curfews were imposed, and gatherings of more than a few people prohibited.

### Local Impact

As the virus spread fears all across the United States, so did mandatory quarantines imposed on visitors from “hot spot” states such as New York, Connecticut, New Jersey, and Louisiana. Florida joined that list as infections exploded in Miami, Fort Lauderdale and other communities. As cases rose, tourism ceased to be an economic engine in these tourist dependent destinations worldwide.

There is a tendency to believe that things are different on our island. However, since the first reported case of COVID-19, over 2,178 Nassau County residents have been infected, with 50 deaths reported. To slow the spread of disease, fast actions by county and city officials, and safety measures called for by health officials, were implemented. Following the State of Florida’s lead, local beaches closed, mandatory stay at home orders were issued, and quarantines from hot spot states were ordered. The same restrictions placed on residents applied to visitors, who then chose to stay away. The absence of tourists caused over 2,500 Amelia Island hospitality workers at bars, restaurants, attractions and boutique shops to lose their jobs. April metrics were unimaginable, with lodging facilities closed, overall occupancy at just 9% and revenue down over 90%.

Since April, steady leadership by the Board of County Commissioners generated signs of revival for the tourism industry. Compliance by locals, businesses, and tourists to wear masks, wash hands, and socially separate, have allowed the service industry to resume limited operations. Visitation has been higher than expected, with FYTD taxable lodging sales generating 75% of last year’s record numbers. This performance is notable, but not cause for celebration. Tourism performance over the next six months remains questionable, due in large part to widespread cancellation of meetings and conferences, special event constrictions, and limitations on sporting activity, such as the Florida/Georgia game and the Gator Bowl. The turning point may be the first week of March 2021 with the arrival of the 26th annual Concours d’Elegance, followed by week-long, family-oriented spring breaks. That assumes we will be in a “new normal” environment in which to rebuild tourism demand.

Implementing this Marketing Plan requires a customer centric approach. Our goals for the coming year are to *capture* the potential visitor's imagination, *excite* them about the possibilities, *reassure* them of the safety and security of the island, and *invite* them to visit – now.

---

## Shifting Gears

When it comes to the tourism industry, we think we know a lot about our visitors – their demographics, spending, motivations, and expectations. Rebuilding based on our past assumptions would be misguided. The global pandemic has caused seismic shifts in global society norms, political realities, and the ways we work, teach, learn, and play. These realities will change the way the Amelia Island travel industry creates, markets and delivers experiences our customers will expect.

For example, we know there will be changes in the cruise, airline and theme park industries. Will a cruise ship of 3,000 passengers in close quarters be as popular as it was before forced quarantines added weeks at sea? Will airlines continue to put a premium on the number of seats that will fit on a plane? Will travelers return to their cars as the preferred mode of transportation? Will theme parks change their systems to shorten queues for social separation? Will small beach destinations rebound faster than major urban destinations?

All of these questions are very important for the Amelia Island Convention & Visitors Bureau (AICVB) to answer if we are to be successful. Changes in the cruise industry may eliminate intercoastal cruises that stop here, regularly bringing 150 customers per cruise to our front door. Concerns about air travel may cause a significant drop in arrivals from the Northeast and Midwest cities, who represent 25% of Amelia Island tourist arrivals. If snowbirds visitation declines, renewed importance on soliciting new, regional high-yield customers becomes essential.

Distance learning, virtual medicine, work from home, and online meetings could significantly impact Amelia Island's meetings business. Travel challenges to our destination may create barriers to hosting meetings and conventions at our resorts. With COVID-19 remaining a major health threat for the foreseeable future, corporate travel policies are likely to move away from recommended guidelines to mandated rules in destination facilities.

As more and more companies cut expenses, travel for business and meetings is projected to decline significantly in 2021. Given tighter budgets and sensing weakness in the lodging business, meeting planners will negotiate from a position of strength, putting downward pressure on revenues, profits, and tax collections. Additionally, over 300 new hotel rooms will come online in the next 12 months, putting significant pressure on room rates.

## Strategic Advantages

Fortunately, Amelia Island benefits from advantages over many other destinations. The return to travel requires that travelers and hospitality workers feel – and are – safe. Local government officials have already committed to actions to ensure that reality. Constant communications from trusted organizations educating the public on new rules and regulations, and the safe destination created, will reduce the anxiety about visiting the island.

The smaller size of our community is a big advantage. With 13 miles of pristine beaches, and over 50% of the island being dedicated to parks, outdoor activities, and conservation areas, social separation and recreation is quite easily attained. Learning from the theme parks, major events which draw significant attendance are in the process of being reinvented to alleviate concerns. The mix of lodging offerings – resorts, select service, boutique B&Bs, and vacation rentals – offers choices unmatched in other destinations. Promotions and added value packages offered by lodging facilities create opportunities to experience world-class products at great prices.

## The Path Forward

Implementing this Marketing Plan requires a customer centric approach. Our goals for the coming year are to capture the potential visitor's imagination, excite them about the possibilities, reassure them of the safety and security of the island, and invite them to visit – now. We will make travel not just safer, but better. We will focus on Amelia Island's authenticity, personalizing their visit while exceeding their expectations. As promised, when our travelers visit, they will Come Make Memories.

## BACKGROUND



Created by the Nassau County Board of County Commissioners (BOCC) 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 Amelia Island Convention & Visitors Bureau (AICVB) was created by the BOCC in 2008 to serve as the catalyst for tourism development on Amelia Island. A 501(c)6 corporation, the AICVB serves as the management company for the Amelia Island

Tourist Development Council and is responsible for implementing the programs of the AITDC. Recently, the Nassau County BOCC awarded the AICVB a 10-year contract to continue its successes. Among the duties of the Convention & Visitors Bureau is the development and execution of the annual marketing plan, and the management of the advertising, interactive, and public relations programs.

### FUNDING

The AITDC is funded by a 5% tourist development tax on short-term accommodations. Those renting for less than six months are subject to the user fee. The Nassau County Tax Collector and the Nassau County Clerk of Courts each receive 1.5% of the tax collected as an administrative fee. How the remaining funds must be spent was established by a vote of the people in 1988 and the County Ordinance mandates the bed tax revenue breakdown:



**65%**

Advertising & Marketing



**15%**

Administration



**10%**

Travel Trade



**10%**

Beach Improvements

**75%**

**Bed tax revenues** dedicated to advertising and promoting Amelia Island for leisure and business travelers to positively impact the Nassau County economy.





### MISSION

Maximize the positive economic impact of a sustainable tourism industry that enhances the quality of life on Amelia Island.

### VISION

Inspire targeted travelers to Come Make Memories on Amelia Island, and to share their experiences.



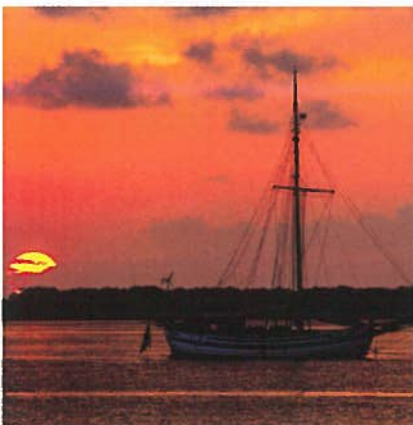
### GOAL

Generate visitation to Amelia Island, its attractions and special events, thereby increasing tax revenues which encompass sales tax and those imposed on the hospitality industry. Those tax revenues may be used to improve the quality of life for the citizens of the community, provide the support necessary for beach renourishment, and ensure a viable hospitality industry.



### GUIDING VALUES

- ☞ *Take responsible risks* to improve performance
- ☞ *Expect excellence* as a standard, not as an exception
- ☞ *Focus* on outcomes, solutions and achievements
- ☞ *Cultivate collaboration* and be open to acting on inspiration
- ☞ *Stay ready and willing* to evolve with disruptive technologies
- ☞ *Continually experience* the community through visitors' eyes



## ACCOLADES

The AICVB received these awards for Outstanding Tourism Marketing

### FLAGLER AWARDS

VISIT FLORIDA

Mobile Marketing

Creativity in Public Relations

Resource/Promotional Material  
for Consumer

Radio Advertising



**HSMIA  
ADRIAN  
AWARDS  
WINNER**

### ADRIAN AWARDS

*Hospitality Sales & Marketing Association International*

**Platinum Adrian Award**

for the Amelia Island's New Visitor Guide Complete  
with Augmented Reality Technology

**Gold Award**

in the Digital Marketing Innovation category for the  
Amelia Island Augmented Reality Mobile App

**Bronze Award**

for its Integrated Marketing Campaign

### Destination Awards



#9 Top 15  
U.S. Islands  
Condé Nast  
Traveler Readers'  
Choice Awards



#6 Top 10  
U.S. Islands  
Travel + Leisure  
World's Best Awards

### TOURISM INDUSTRY GOALS

The overall goals for fiscal year 2021 are to **create stabilization of Amelia Island's tourism market**, to mitigate the negative impacts of the pandemic, and to return tourism performance to positive indicators for Nassau County's economy. Amelia Island's marketing efforts will work to **generate positive visitor-related economic impact** by increasing visitation and tourism spending, overcoming the continuing trend of negative growth in tourism performance. These efforts will help **provide stable employment opportunities and a projectable tax base** for our local governments. In addition, efforts will aim to **increase resident awareness of tourism impacts**, both seen and unseen, and **engage in positive interactions with our locals**.

# LEADERSHIP TEAM

## BOARD OF COUNTY COMMISSIONERS

The Board of County Commissioners (BOCC) has historically understood the importance the tourism industry plays as an economic engine for the county, generating tax revenues, supporting hospitality jobs and protecting the historical and environmental assets critical to the destination. The BOCC has given the AITDC the support and assets necessary to execute effective marketing plans to ensure the viability of a successful tourism industry.

Aaron Bell	Thomas Ford	John Martin	Taco Pope, <i>County Manager</i>
Klynt Farmer	Jeff Gray		Mike Mullin, <i>County Attorney</i>

## AITDC BOARD OF DIRECTORS

Danny Leeper (Chairman), <i>Nassau County Board of County Commissioners</i> . . . . .	Term: 2017-2020
Bob Hartman (Vice-Chair), <i>Residence Inn Amelia Island</i> . . . . .	Term: 2017-2020
Arlene Filkoff, <i>Fernandina Beach Main Street</i> . . . . .	Term: 2019-2022
Olivia Hoblit, <i>Innisfree Hotels</i> . . . . .	Term: 2018-2021
Barbara Halverstadt, <i>Jacksonville Aviation Authority</i> . . . . .	Term: 2020-2023
Chip Ross, <i>City of Fernandina Beach Commissioner</i> . . . . .	Term: 2018-2020
Len Kreger, <i>City of Fernandina Beach Commissioner</i> . . . . .	Term: 2019-2022
Will Wiest, <i>The Ritz-Carlton, Amelia Island</i> . . . . .	Term: 2020-2024
Lisa West, <i>The Addison at Amelia Island</i> . . . . .	Term: 2020-2022
Jack Healan (Ex-Officio), <i>Chairman of the Amelia Island Convention &amp; Visitors Bureau Board of Directors</i>	

## CITY OF FERNANDINA BEACH

The City of Fernandina Beach has been a supportive partner in our tourism efforts. Without the support of the City Commission, many of the activities which benefit the historic district and entire city would not be possible.

## LODGING AND TOURISM PARTNERS

The AICVB is a non-membership organization. Our lodging and tourism partners have many opportunities to leverage our budget and brand positioning through promotions and cooperative advertising. From providing rooms and activities for giveaways to actively participating in co-op advertising, our stakeholders are the main stars in our productions.

## AMELIA ISLAND CVB TEAM MEMBERS

Gil Langley, *President & CEO*  
 Amy Boek, *Chief Marketing Officer*  
 Karen Hadley, *Director of Strategic Initiatives*  
 Jaime Fallon, *Director of Events & Trade*  
 Marilou Welling, *Director of Interactive Engagement*  
 Nate Aron, *Business & Partner Relations Manager*  
 Deb Nordstrom, *Visitor Services Manager*  
 Jana Williams, *Executive Assistant*

## SPECIALISTS

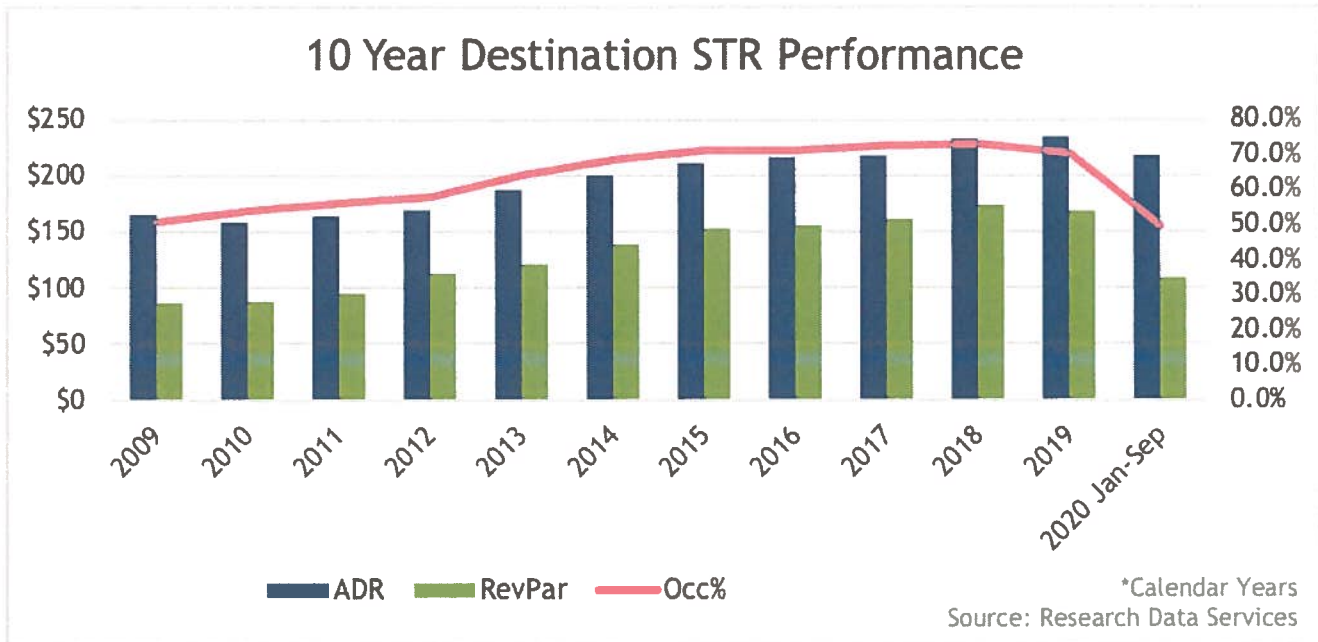


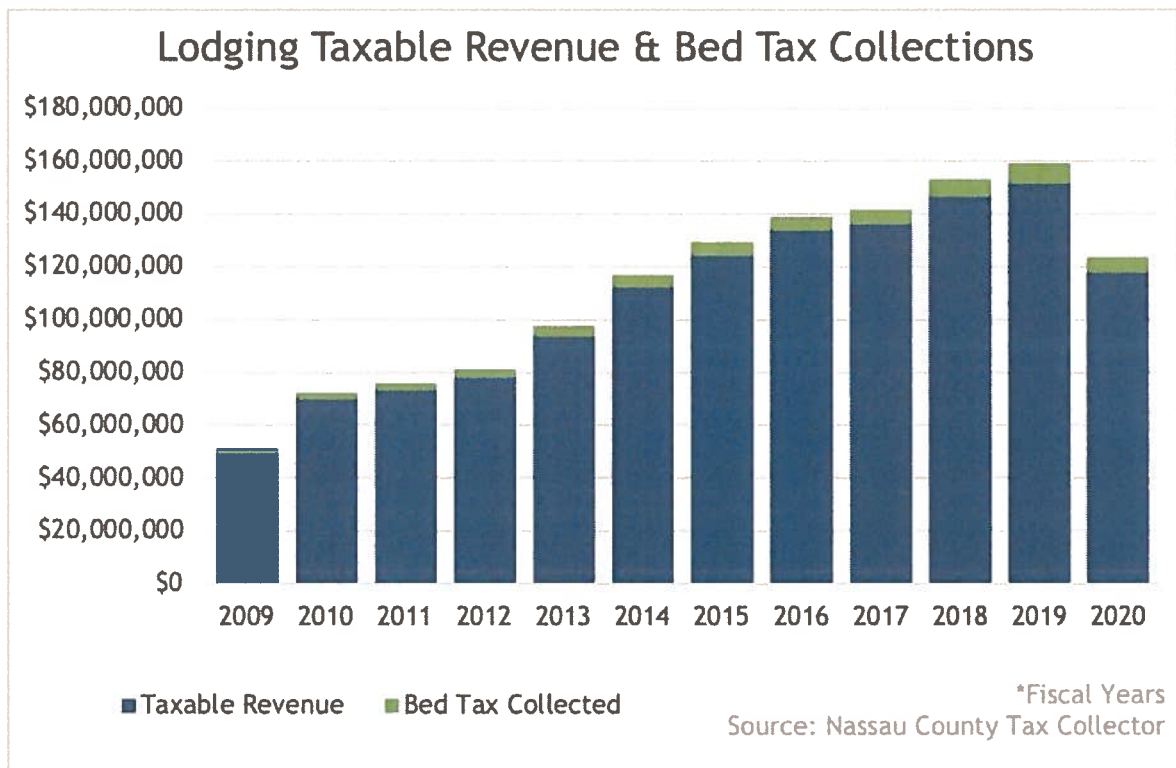
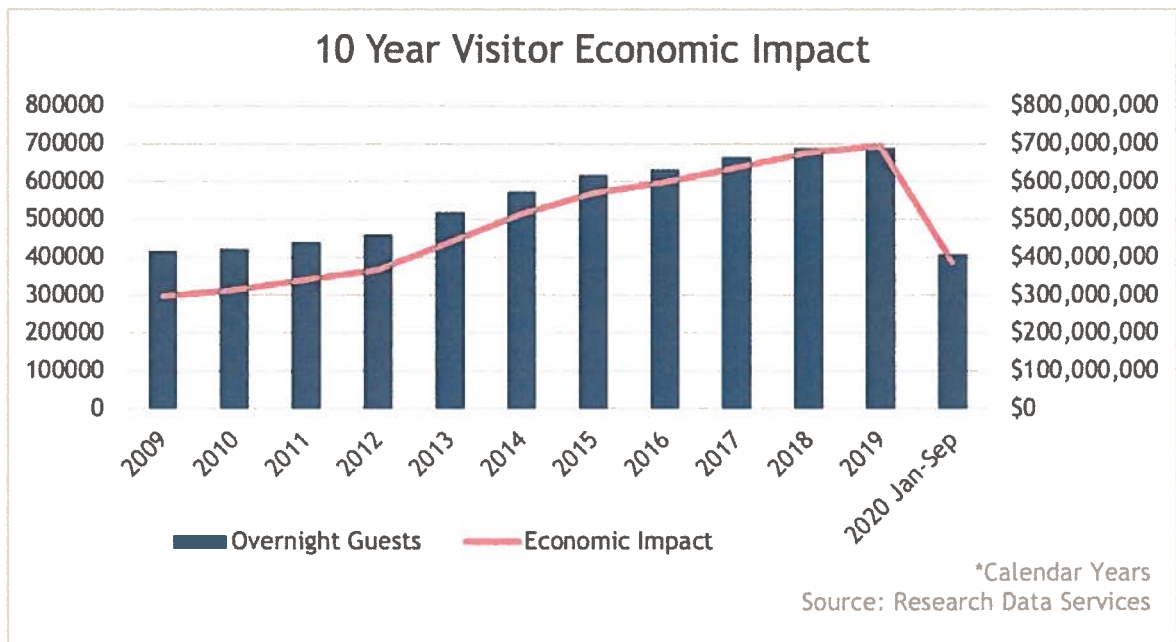
## WHY DOES IT MATTER?

Evaluating the impact and sustainability of the tourism industry as a leader in Nassau County’s economic well-being helps us understand the value visitors bring to our community. Large amounts of data are continually analyzed by industry experts to measure the success of Amelia Island’s tourism industry and marketing based on measurable achievements. The health of our tourism industry is consistently evaluated by monitoring metrics from various sources such as economic impact; visitor volume and spending; tourism sector jobs; tax collections including TDT, sales and gas; lodging performance such as occupancy and rates; and visitor profile data including tourist demographics and habits.

While the tourism industry’s performance is the ultimate barometer of the success of the Amelia Island tourism marketing program, extensive amounts of marketing data are also reviewed. From visitor intercept survey responses and public perceptions to digital performance and media reports, marketing efforts are gauged both qualitatively and quantitatively. The results of this ongoing research are used to optimize marketing programs and improve the overall return on investment.

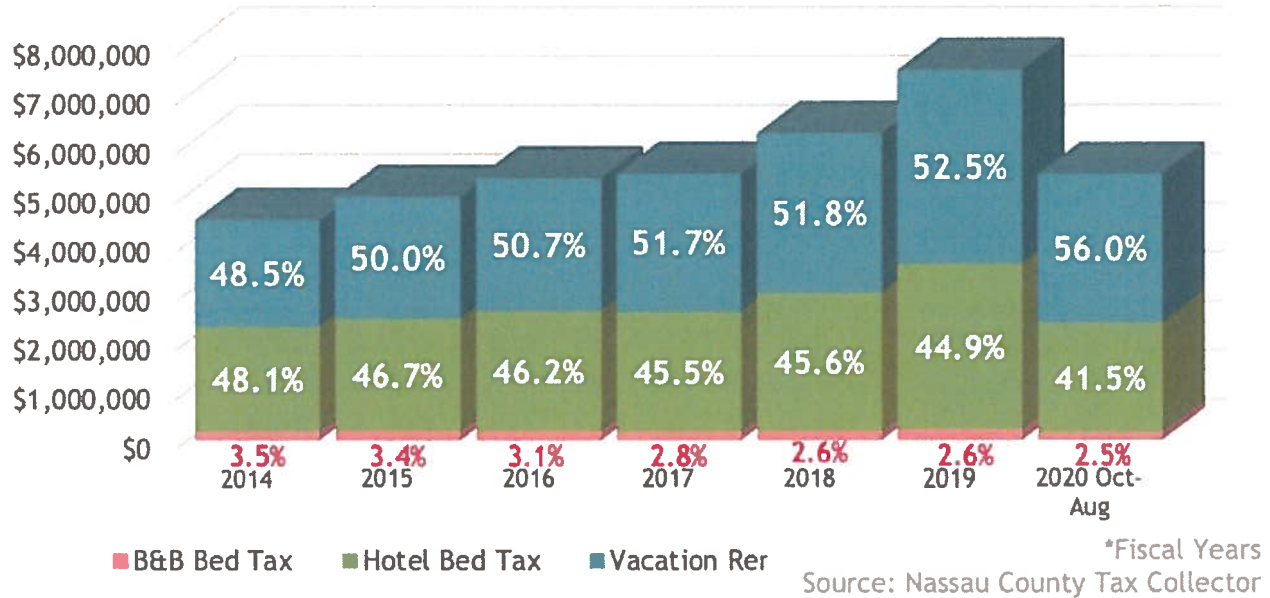
## TOURISM PERFORMANCE METRICS





VALUE OF TOURISM

### Bed Tax Collections by Lodging Type



### Amelia Island Lodging Property Taxes CY2019

**Total: \$13.8 Million**

contributed to Nassau County budgets from lodging properties\*



**General**  
\$5,345,058



**Fernandina Beach**  
\$4,968,037



**School Board**  
\$2,569,149



**Transportation**  
\$461,369



**St. Johns River Management**  
\$188,706



**Voter Approved Debt**  
\$131,563



**Mosquito Control**  
\$110,378



**MSTU**  
\$79,813



**FL Inland Navigation**  
\$25,015



**Bill Count**  
\$1,327

\* Does not reflect visitor related sales tax contributions which also impact Nassau County Budgets



# VISITOR PROFILE FY20

October 2019 - June 2020



**550,500**

The number of estimated visitors to Amelia Island in FY 2020. (-20.5% YoY)\*

**\$529,073,300** Economic Impact\*\* (-23.8% YoY)

**50.6\*\***  
AVERAGE AGE  
of Visitor

**\$137,646\*\***  
(+1.7% YoY)  
Median Annual  
HOUSEHOLD INCOME

**3.9\*\***  
(-2.5% YoY)  
AVERAGE LENGTH OF STAY  
Number of Days



**2.8 persons** (-3.4% YoY)  
Average Party Size

## TRAVEL PARTY COMPOSITION

**57.1%**  
Couple  
(+4.2% YoY)

**30.4%**  
Family  
(+5.5% YoY)

**7.6%**  
Extended Family  
(-5% YoY)

**7.2%**  
Group of Friends  
(-15.3% YoY)

**5.2%**  
Single  
(-3.7% YoY)

**23.3%**  
Traveling  
with Kids  
(+3.6% YoY)



## TRANSPORTATION MODE

**80.7%**  
Personal Car/RV  
(+13.7% YoY)

**18.2%**  
Airplane  
(-33.6% YoY)

**23.8%**  
Rental Car  
(-33.3% YoY)

## PURPOSE OF TRIP

**53.5%** ... Vacation (-5.3% YoY)

**30.2%** ... Getaway (+18.9% YoY)

**11.3%** ... Business/Meeting/Conference (-9% YoY)

**11.2%** ... Friends/Relatives

**2.6%** ... Wedding/Honeymoon (-39.5% YoY)

**9.6%** ... Special Event/Festival (-9.4% YoY)

\* October 19 - September 20  
\*\* October 19 - August 20





**45.2%** First Time Visitors (-18.4% YoY)



**REASONS VISITORS SELECTED**

**AMELIA ISLAND**

- 52.7%** .....Beach (+7.3% YoY)
- 37.4%** .....Love/Like the Area (+43.8% YoY)
- 34.1%** .....Hotel/Accommodations (+29.2% YoY)
- 31%** .....Appealing Brochures/Website (+6.2% YoY)
- 28%** .....Recommendation (+22.3% YoY)



**Travel Planning Window**

Start Planning  
**31.7**  
**DAYS IN ADVANCE**  
 (-28.3% YoY)

Book Reservations  
**21.5**  
**DAYS IN ADVANCE**  
 (-33.8% YoY)

**50.8% of Visitors**

Saw or heard Amelia Island's messaging (+4.7% YoY)



- 96.3%** **Satisfaction** (+.2%)
- 97.9%** Would **recommend** Amelia to friends and relatives (+.9%)
- 91.9%** Plan to **return** (+2%)



**\$1,999** (-8.8% YoY)  
Average **Party** Budget

**TOP ACTIVITIES ENJOYED**



**81%**  
Historic Downtown  
(-3.6% YoY)



**80.8%**  
Dining Out  
(-4.5% YoY)



**77.6%**  
Beach  
(-.8% YoY)



**67.2%**  
Relaxing  
(+3.1% YoY)



**65.1%**  
Shopping  
(+8.8% YoY)



Saw **28.9%**  
**GROWTH**  
Visiting with Friends & Relatives

### KEY FEEDER STATES, FY 2020

State of Origin	% FY 2020	# FY 2020	% Change 2019/2020
Florida	25.4%	139,906	-6.2%
Georgia	25.3%	139,426	-0.8%
North Carolina	6.0%	33,157	-10.4%
South Carolina	4.9%	27,211	-22.8%
New York/New Jersey	4.2%	22,927	-45.5%
Virginia/Washington D.C.	3.4%	18,478	-18.3%
Tennessee	3.1%	17,236	-28.9%
Ohio	2.9%	16,075	-29.2%
Pennsylvania	2.8%	15,208	-39.5%
Maryland	1.8%	9,917	---
Texas	1.6%	8,928	-46.9%
Michigan	1.5%	8,455	-41.4%
Illinois	1.5%	8,277	-48.6%
Massachusetts	1.4%	7,935	-43.5%

### TOP DMA, FY2020

DMA	% FY 2020	# FY 2020	% Change 2019/2020
Atlanta	11.2%	61,554	-23.1%
Jacksonville	8.3%	45,654	-6.5%
Greater Orlando Area	7.8%	43,136	2.5%
Tampa/St. Petersburg	3.8%	21,079	-13.2%
Savannah	3.7%	20,483	-11.9%
New York/New Jersey	3.4%	18,564	-35.7%
Tallahassee	3.0%	16,694	-37.7%
Macon	2.7%	15,102	---
Charlotte	2.6%	14,505	-19.0%
Greenville/Spartanburg	2.1%	11,585	-9.3%
Gainesville	1.9%	10,245	---
Philadelphia	1.7%	9,265	-35.6%
West Palm Beach	1.6%	9,073	---
Boston	1.5%	8,444	-37.8%
Washington, D.C.	1.5%	8,366	-42.5%
Richmond	1.4%	7,946	---
Baltimore	1.4%	7,814	-4.0%
Nashville	1.4%	7,578	-39.8%
Detroit	1.2%	6,863	-27.9%
Chattanooga	1.2%	6,807	---
Chicago	1.2%	6,417	-53.5%
Dallas	0.6%	3,246	-51.0%
Houston	0.4%	2,154	-54.6%



VALUE OF TOURISM



## FY 2019 ECONOMIC IMPACT OF VISITORS FROM AMELIA ISLAND'S KEY DOMESTIC MARKETS

DMA's	Est. FY 2019 Visitation	% of Overall Visitation	Percent Change Visitation FY 2018/'19	Est. Per Capita Spending/ Per Stay	Length of Stay in Amelia Island (Days)	% Repeat Visitation	Estimated Direct Expenditures	Est. Economic Contribution of Market
Atlanta	80,035	11.6%	-5.3%	\$678.06	3.5	53.9%	\$54,268,500	\$71,401,100
New York/New Jersey	28,875	4.2%	-8.7%	\$817.99	4.3	28.6%	\$23,619,500	\$31,076,200
Jacksonville	48,826	7.1%	-0.03%	\$427.46	2.4	79.9%	\$20,871,200	\$27,460,200
Greater Orlando Area	42,096	6.1%	-0.1%	\$416.13	2.6	59.2%	\$17,517,400	\$23,047,600
Chicago	13,789	2.0%	+1.4%	\$686.78	4.9	42.6%	\$12,227,800	\$16,088,100
Boston	13,568	2.0%	-4.5%	\$892.11	5.4	37.1%	\$12,104,100	\$15,925,400
Washington, D.C.	14,552	2.1%	+2.0%	\$800.16	4.4	36.8%	\$11,643,900	\$15,319,900
Charlotte	17,915	2.6%	+2.0%	\$605.42	3.5	49.2%	\$10,846,100	\$14,270,200
Philadelphia	14,379	2.1%	+2.9%	\$744.65	4.4	32.8%	\$10,707,300	\$14,087,600
Savannah	23,242	3.4%	+9.7%	\$416.36	2.7	76.7%	\$9,677,000	\$12,732,000
Tampa/St. Petersburg	24,288	3.5%	+10.3%	\$394.23	2.8	44.7%	\$9,575,100	\$12,598,000
Nashville	12,593	1.8%	+23.1%	\$686.72	4.3	41.9%	\$8,647,900	\$11,378,000
Greenville/Spartanburg	12,777	1.8%	-5.3%	\$671.18	4.1	47.1%	\$8,575,700	\$11,283,000
Detroit	9,516	1.4%	+0.8%	\$734.98	4.3	44.4%	\$6,994,100	\$9,202,100
Baltimore	8,138	1.2%	-17.9%	\$703.07	4.0	25.7%	\$5,721,600	\$7,527,900
Dallas/Fort Worth	6,628	1.0%	-10.5%	\$796.34	4.6	42.4%	\$5,278,100	\$6,944,400
Tallahassee	12,124	1.8%	-5.1%	\$401.48	2.8	78.8%	\$4,867,500	\$6,404,200
Houston	4,743	0.7%	-4.7%	\$633.32	3.8	36.6%	\$3,003,800	\$3,952,100



### AMELIA ISLAND WELCOME CENTER

Welcomed over  
**10,000 Visitors**

Distributed over  
**845 Welcome Bags**

and  
**4,000 Face Masks**

to businesses and visitors

# MARKETING PERFORMANCE



## AMELIAISLAND.COM

Google Analytics, October 1, 2019 – September 30, 2020

Users: 764,225 (+2.1% YoY)  
New Users: 765,116 (+2.8% YoY)



Page Views: 2,202,094 (+7.4% YoY)  
Pages/Sessions: 987,421 (+3.9% YoY)  
Total Session Duration: Averages at 1:47 (+5.0% YoY)  
Increased Pages/Session: 2.23 (+3.2% YoY)

### DEVICE USAGE

Mobile: 58.0%  
Desktop: 34.8%  
Tablet: 7.2%

### ORIGINS OF WEBSITE TRAFFIC

47.8% of visitors came from Florida and Georgia in FY20

#### TOP ORIGIN STATES

- Florida
- Georgia
- New York
- North Carolina
- Illinois
- Texas
- Pennsylvania
- Tennessee
- Ohio
- Virginia

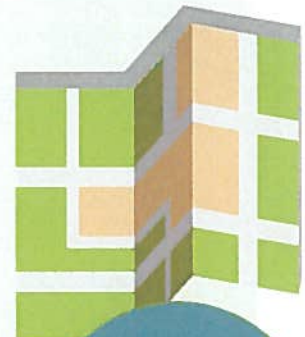
#### TOP ORIGIN CITIES

- Fernandina Beach
- Orlando
- Jacksonville
- Atlanta
- New York
- Miami
- Chicago
- Yulee
- Charlotte
- Tampa



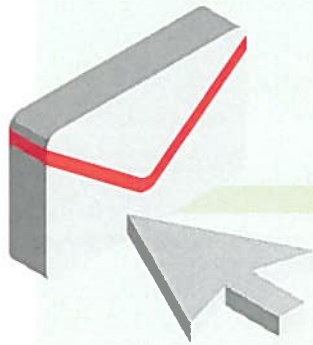
### WEB VISITOR DEMOGRAPHICS

- 64.24% of users are female
- Highest age group is skewing younger YoY at 55-64 (vs. 65+ YoY)
- New visitors account for 86% site traffic (+2.28% YoY)
- Key growth in younger demo (18-54) which now makes up 21% of users and skews higher average duration on the site (average time 1:57 vs. 1:50 for older set) and higher percentage of first-time visits (78.99% of new sessions vs. 76.83%)



6,574

Direct referrals to lodging partners through **BookDirect** in FY20



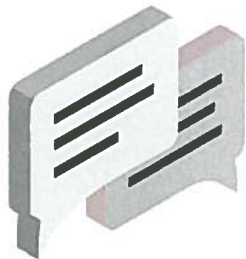
### EMAIL MARKETING

- Database size: 82,980 (-3.7% YoY)
- Open rate: 16.74% (+23.8% YoY)
- CTR: 2.92% (+107% YoY)

**77%**  
of website users  
sign-up for  
newsletter  
emails

### AICVB INDUSTRY NEWSLETTER

- Open rate: 32.22%
- CTR: 5.85%



### SOCIAL MEDIA

- Total Followers: 112,230 (+14.5% YoY)
- Total Impressions\*: 35,509,892 (+22% YoY)
- Total Reach: 9,655,109
- Total Engagements\*: 1,373,606  
*(Reactions, Comments, Shares, Saves, Link Clicks, Video Views)*
- Followers\*: 85,226 (79%) female and 21,611 (21%) male



90,200 followers  
(+10% YoY)



19,250 followers  
(+43% YoY)



2,780 followers  
(+4.7% YoY)

*\*does not include Twitter*



### PUBLIC RELATIONS

- Earned Media Impressions: 1,831,126,965
- Media Mentions: 314
- Writers and Influencers Hosted: 11
- Brand promotion with New York Daily News

## WHERE ARE WE GOING?

The year 2020 has made the word “unprecedented” a cliché term. With the remarkable turn of events this year, marketing planning is a bit like throwing darts at a moving target. Our industry has seen seismic shifts in the markets we’re talking about, to and through. To be effective and efficient in the new year, our plans must be flexible, scalable and agile to respond to market changes while staying true to the core mission and achieving our business goals. Amelia Island’s marketing plan focuses on maintaining our share of the pie in a highly competitive, global marketplace through the use of emotive creative, innovative technologies, and conversion-driven tactics. The market has shifted from bountiful travel opportunities to a scarcity of experiences, making the already crowded marketplace that much more competitive. Our strategic approach will bring stability to the destination’s tourism industry, creating a stronger foundation for Amelia Island’s recovery.

### MARKETING STRATEGY

Consistency is vital to marketing successes. Historically, our efforts as stewards of the destination have focused on protecting the island from the effects of *overtourism*. Even during a time of recovery, our marketing strategies are designed to slow the growth of visitation while generating maximum revenue from our visitors. In FY 2021, we are using a layered approach to inspire travelers to visit and experience moments which create lifelong memories. Our efforts work to create a sustainable tourism industry for Nassau County. Through an integrated, multi-channel approach, we amplify Amelia Island’s messaging to reach leisure and business travelers, starting domestically and expanding internationally, when the time is right. Since we can’t prepare for the unknown, fluidity, flexibility and focus will be essential to our successful efforts. This fiscal year’s marketing programs are based on a phased approach triggered by the market and COVID-19 response. Our marketing strategy targets socially responsible visitors who are ready to travel by making guests feel comfortable and confident in selecting Amelia Island.

### MARKETING PRINCIPLES



#### COVID-19 Responsible

Keeping safety and security at the forefront of our efforts, we incorporate COVID-19 sensitivities into marketing efforts including the communication of health & safety standards such as mask mandates, social distancing efforts and hygiene best practices. We are targeting responsible travelers who will adhere to health and safety precautions and keep the best interest of our locals, visitors and businesses in mind. We will utilize virtual alternatives to hosting media, trade, and others to maintain interest in the destination while recovering from pandemic affects.





### **Dynamic & Flexible**

Marketing strategies must be precise and effective, but must remain flexible to adapt to changes in the market. Agility allows us to react quickly to market changes and take advantage of new opportunities. We are dynamic in how we speak to customers, meeting them where they are on the changing customer journey.



### **Quality vs. Quantity**

Essential to the sustainability of the tourism industry, controlling visitation protects the quality of life for residents while meeting the expectations of visitors. By focusing on increasing visitor yield and maximizing the return on investment over the volume of visitation, we create a high-quality travel market. These efforts can have a positive impact on our community, mitigating negative burdens associated with short-term and day trip visitation.



### **Data-driven Decision Making**

Research, combined with real-time analytics, form the basis of our marketing decisions. Focusing on measurable programs we use data to optimize our marketing for continuous improvement. By utilizing data-driven decision making we can thrive in a hyper-competitive marketplace with a concentration on driving positive return on investment.



### **Valuable Partnerships**

Harnessing the power of a united industry gives us a significant competitive advantage. Leveraging partnerships maximizes our impact and expands the efficiency and effectiveness of our programs. By creating and executing programs which add value for our local tourism industry, we foster a strategic advantage for area businesses.



### **Integrated Marketing**

An integrated marketing approach strengthens the Amelia Island brand and expands the reach and impact of our marketing efforts. Integrating our marketing efforts across owned, earned and paid channels increases brand loyalty. By reaching target audiences multiple times, across multiple channels, we can positively influence customer actions.



### **Always On**

To remain connected to our “loyalists” and keep the destination top of mind for consumers, we apply an always-on strategy to keep travelers engaged with the destination’s brand. Through owned channels including our website, organic social media, email communications, and collateral materials, we take a continuous, content-driven approach to interactions with potential travelers.



### **Brand Identity**

Continually communicating the destination’s unique brand identity provides a competitive advantage and creates pride and invested ownership in the local community. We are committed to promoting, protecting and preserving Amelia Island’s tourism assets throughout our marketing initiatives, and to supporting smart development that enhances our tourism offerings.

# MARKETING OBJECTIVES & TACTICS

## OBJECTIVE 1. BUILD BRAND AWARENESS, DRIVE DEMAND



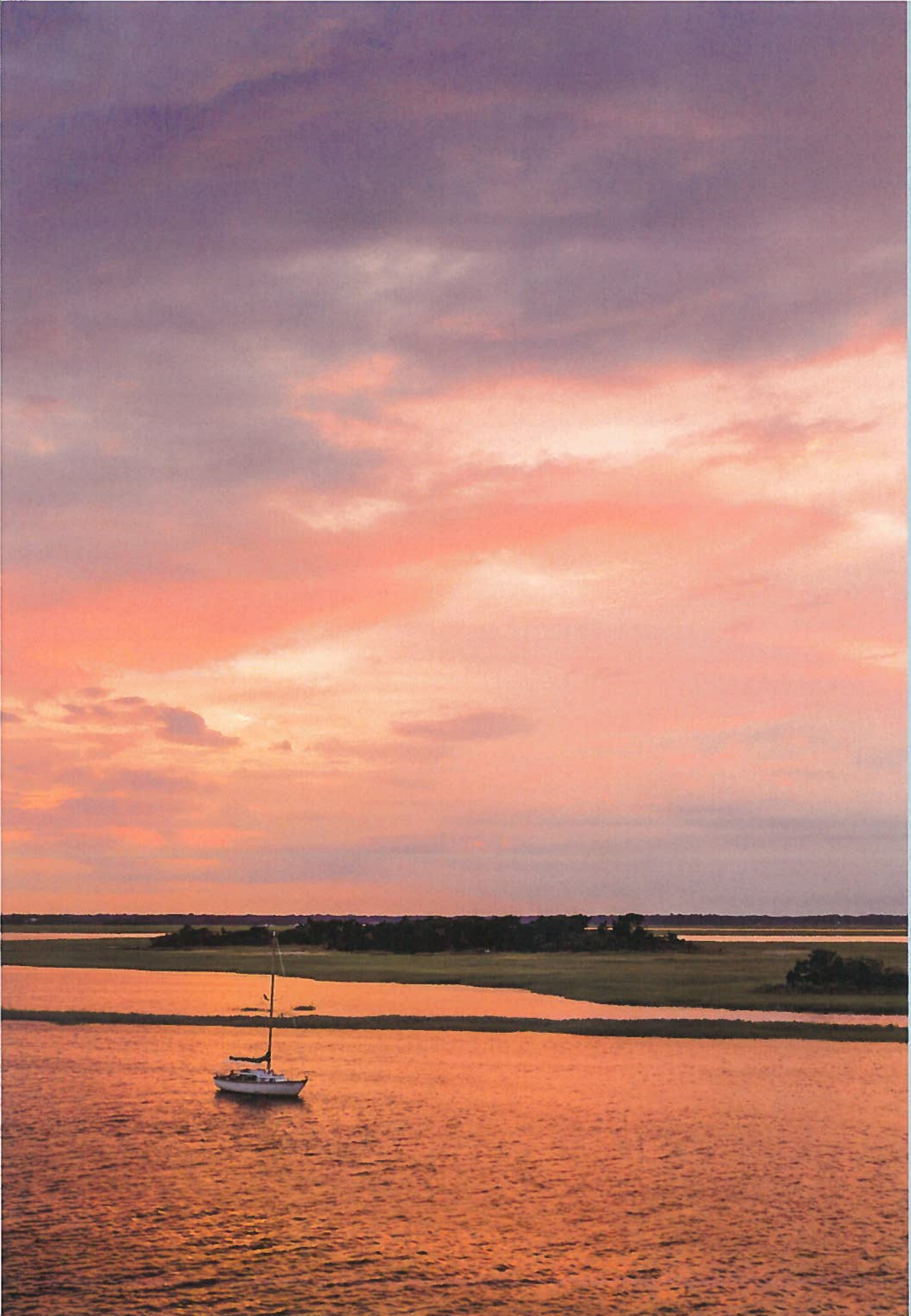
### STRATEGY

Increase destination awareness, customer recall and positive brand sentiment through aggressive marketing efforts, driving conversions of overnight, high-yield visitor bookings.

### TACTICS

- Plan and execute an aggressive paid media strategy.
- Leverage an always-on strategy of communications to stay engaged with loyalists and prospects. Use a content-driven approach to continually message around key brand pillars.
- Build on the launch of the Moments campaign to create consumer connections which drive visitation.
- Utilize latest digital technologies (i.e. Chatbot) and emerging digital marketing assets to engage visitors.
- Leverage Moments messaging throughout owned marketing channels to create a consistent consumer experience, increasing brand recall and sentiment.
- Evaluate shifts in target markets to continually create updated marketing personas for marketing personalization.
- Execute aggressive public relations efforts including brand promotions and securing media coverage with journalists and influencers.
- Create and support special events boosting overnight visitation during tourism need periods.
- Develop and maintain relationships with meeting planners, tour operators, travel agents and other trade and meeting organizations.





# Amelia Island Tourism Supports Nassau County

In recognition of National Travel & Tourism Week, a huge thanks goes out to the thousands of tourism employees, past and present city and county officials, and all local residents. Thank you for caring about our visitors and keeping Amelia Island a beautiful place where tourism thrives as an economic driver for our community. Now more than ever, our resilient tourism industry will be vital to putting Nassau County's economy back on track.

## Economic Impact

Tourism provides \$800 million to Nassau County's economy

## Jobs

Pre-Coronavirus, 1 in 4 jobs in Nassau County are in tourism

## Lower Taxes

Tourists save each household \$3,400 in local & state taxes

## Spenders

Out-of-county visitors account for 37.4% of County sales tax

## County Profits

Tourism results in a net positive impact of \$47 million to Nassau's budget

## General Revenue

On-island lodging accommodations pay over \$12 million in annual property taxes

## Fun Choices

Community events including the Chamber Music Festival, Restaurant Week, Concours d'Elegance, Shrimp Festival and Dickens on Centre are supported by bed tax, resulting in a strong tourism industry year-round. Tourism helps to improve the quality of life for residents!

## Great Investment

For every \$1 spent on marketing, Nassau County economy receives a \$202 return, **including \$12.33 for the Nassau County government and \$4.10 for the Nassau County School System**

## Pristine Beaches

Dedicated bed taxes pay 100% of local beach cleaning and renourishment costs

## Year-round Guests

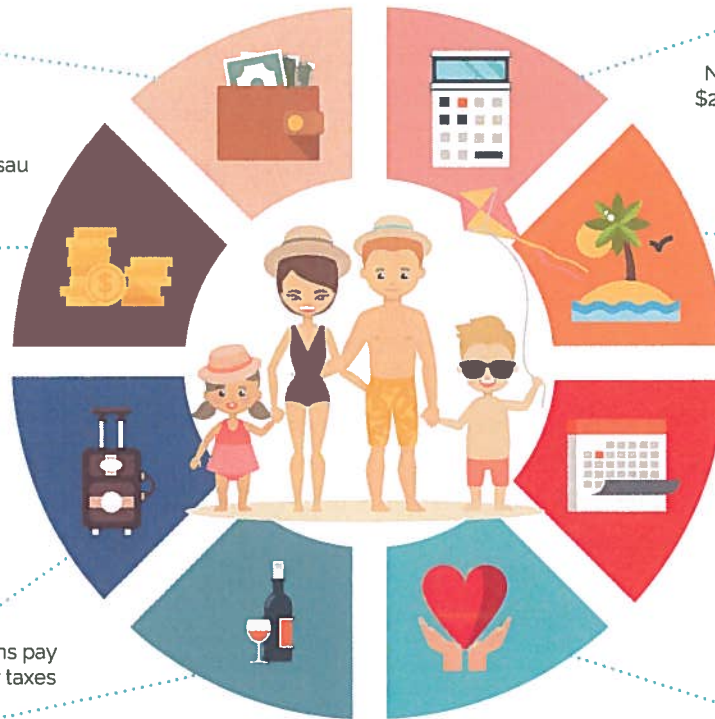
Visits by tourists keep restaurants and shops in business, providing good jobs for locals

## World Class Culture

Locals enjoy premier arts, culture and events made possible by visitor spending

## Tourism Gives

Amelia Island Tourism Gives is designed to provide support for vital industry workers devastated by the pandemic. Donate today at [AmeliaIslandMarket.com](http://AmeliaIslandMarket.com)



Tourism marketing is funded 100% with bed tax user fees; no taxes paid by residents are used to fund tourism activities. Tourism promotion attracts visitors to Amelia Island bringing work, opportunity and support to our local community.

AMELIA ISLAND  
COME MAKE MEMORIES®

## PARTNER RESOURCES

Tourism industry stakeholders are encouraged to take full advantage of the wealth of information, opportunities and resources the AICVB provides.

1. **Get Listed** - Review and update your listing information on [AmeliaIsland.com](http://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](http://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 [madison@hayworthpr.com](mailto:madison@hayworthpr.com).
5. **Be social** -
  - A. **We're always in need of content** - Share 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](https://twitter.com/AmeliaIsland) [#LoveAmelia](https://twitter.com/LoveAmelia)
  - C. **Promote the #AmeliaIslandMemories contest** by encouraging your guests to share their memories in the contest and engage with participants on our social pages.
6. **Participate in our Cooperative Advertising Programs** - take advantage of the AICVB's media planning and buying power with subsidized advertising rates.
7. **Get Involved** - Take part in promotional programs such as special offers, Value Card, Seaside Salute, etc.
8. **Point Back** - Point to [AmeliaIsland.com](http://AmeliaIsland.com) from your website to give your users ideas of things to do and places to go.
9. **Stock Up** - Provide your guests with destination collateral for free! Just let us know what you need and we'll deliver a stock of our collateral materials for your use including Visitor Guide, Value Card, Historic District Walking Tour, Artrageous Artwalk, Augmented Reality Experience Map, Bike Map, Leave No Trace information, and more.
10. **Stay Prepared** - [AmeliaIslandTDC.com](http://AmeliaIslandTDC.com) offers our research, marketing plans, and resources such as free photo and video galleries for your use.
11. **Attend TDC meetings** - Get informed on AICVB marketing plans.
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. **Get Connected** - Connect with meeting planners by responding to RFPs.
14. **Walk Down the Aisle** - Get lead lists of brides and grooms interested in Amelia Island weddings.



AMELIA & ISLAND  
COME MAKE MEMORIES™

Breezes a little softer.

Hearts a little lighter.

The *Moment* a little sweeter.

ESCAPE NOW



# MARKETING EXECUTION

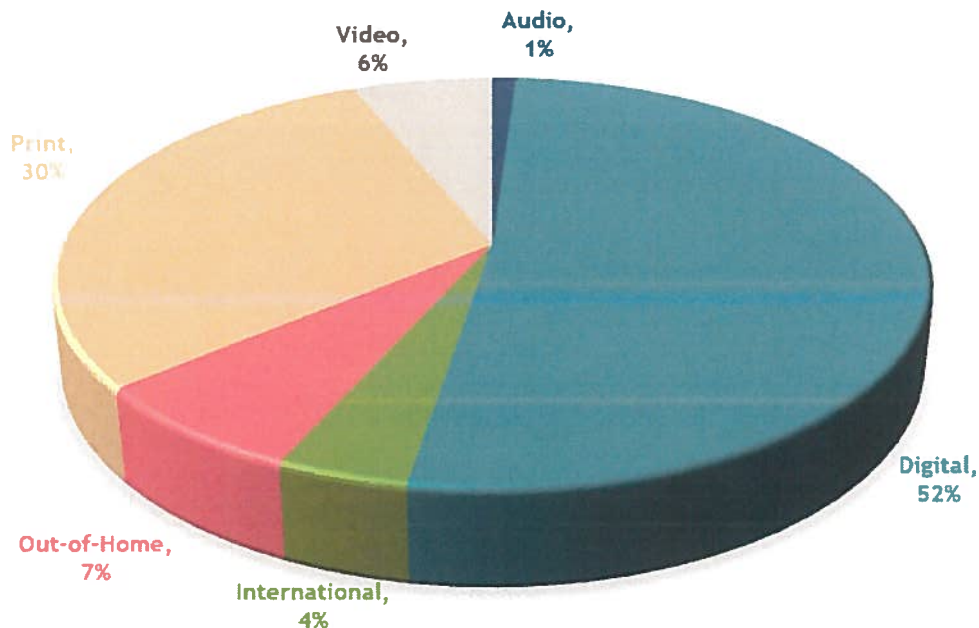
## MOMENTS CAMPAIGN

During 2020 we used the pause of the pandemic to evaluate, inspire and test new creative. Capitalizing on the opportunity to start fresh, we engaged with Starmark International on a recovery campaign which will extend into the new fiscal year. Building on Amelia Island's Come Make Memories brand tagline and extending the success of our past campaigns, Moments creative evokes emotion to encourage travelers to visit Amelia Island again and again. The leisure consumer campaign will be extended into executions for niche markets such as vacation rentals, weddings and meetings. Moments messaging is being used across paid media as well as owned communications including our website, social media, email and collateral materials.

## PAID MEDIA

Utilizing a robust paid media strategy across an integrated mix of mediums including digital and traditional placements, Amelia Island's FY21 media plan expands our campaign's reach and impact. The plan will utilize high-performance media with a focus on goals, brand alignment, consumer reach and engagement. Programs are evaluated and optimized to consistently produce strong ROI. The paid media strategy is reinforced by significant efforts in earned media and owned-channel activation.

### PAID MEDIA FY 21 BUDGET ALLOCATION



## OBJECTIVE 4. BOOST VISITOR ENGAGEMENT



### STRATEGY

Increase visitor engagement with the destination's brand to create brand advocates, increase positive sharing of Amelia Island experiences, and boost return visitation by both loyalists and prospects.

### TACTICS

- Refresh AmeliaIsland.com to improve user experience, increase sitewide engagement, and boost visitor conversions.
- Leverage digital and social media technology to drive engagement, increase bookings and provide strong insights for evaluation.
- Promote engagement with social media channels and #LoveAmelia across various platforms.
- Leverage user generated content (UGC) across marketing channels to support brand advocates.
- Continue email marketing program to keep loyalist audience engaged and drive repeat visitation.
- Extend development and distribution of content including blogs, video, UGC, etc.
- Evaluate and enhance the Augmented Reality App to build user engagement.
- Foster communications between visitors, loyalists, partners and media to build brand positive experiences.
- Create programs which foster pride among locals.

## OBJECTIVE 5. FOSTER COHESIVE TOURISM INDUSTRY + COMMUNITY RELATIONS



### STRATEGY

Build value in the community by communicating the importance of tourism with elected officials, industry partners, and residents including economic impact, jobs, and quality of life.

### TACTICS

- Develop and manage relationships with industry and trade organizations to position Amelia Island for increased leisure and group travel.
- Facilitate positive relationships with key officials providing thought leadership and assistance.
- Update AmeliaIslandTDC.com as an industry resource.
- Increase partner interactions creating regular two-way communication.
- Execute programs, cooperative opportunities and partner trainings which help local businesses leverage our resources and expertise.
- Develop resident educational programs designed to support a sustainable tourism industry.
- Continue the execution of the AICVB newsletters to increase ongoing communications to industry partners.
- Enhance connections with community organizations about the purpose, value and impacts of the tourism industry.
- Manage crisis communication efforts in times of need.
- Advocate for practices and policies which support a sustainable tourism industry that serves our community.



## OBJECTIVE 2. GENERATE VISITOR-RELATED ECONOMIC IMPACT BY ENHANCING THE VISITOR EXPERIENCE AND INCREASING YIELD.



### STRATEGY

Support Nassau County's economy with a focus on the return on investment from travelers by increasing in-market spending and boosting return visitation.

### TACTICS

- Promote tourism partners.
- Utilize Welcome Center staff to educate and sell consumers, extending length of stay and in-market spending.
- Build destination management services to boost the in-market experience of leisure and business travelers.
- Update and expand group and business marketing efforts to target meetings and trade business including the execution of a targeted meeting planner marketing campaign.
- Relaunch international marketing efforts to restore market share of these high-yield visitors, when appropriate.
- Evaluate a sports and entertainment program.
- Create niche marketing campaigns targeting wedding and milestone travelers.
- Focus on programs and events which help reduce seasonal gaps to create a year-round, sustainable tourism industry.

## OBJECTIVE 3. MAXIMIZE RETURN ON INVESTMENT



### STRATEGY

Focus on data-driven decision making to optimize the return on investment of marketing programs and the investment in attracting high-yield customers.

### TACTICS

- Evaluate marketing data to optimize plans accordingly.
- Extend customer ROI by targeting affluent visitors who are more likely to be high-yield customers, have a high likelihood of return visitation, and will serve as brand advocates.
- Help lodging partners drive rate, extend length of stay, increase in-market spending and build repeat visitation and visitor frequency.
- Take advantage of new technologies and innovation to boost efficiencies.
- Capitalize on ancillary regional events which drive demand within driving proximity.
- Leverage relationships with trade organizations to maximize value of partnerships.