

3. Tourism Activity Reports



Tourism Activity Report

January 2021

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

- Distributed collateral to Lodging Partners including 20 cases of visitor Guides, 5 cases of value cards, 1 cases of Historic Walking Tour Brochures.
- January number of visitors – 852
- On-Going 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.
- On-Going 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.

Collateral

- Mailed 399 Visitor Guides to fulfill online requests.
- Distributed 12 cases of collateral to tourism partners.
- Distributed Restaurant Week Poster, Rack Cards, and Menus to all lodging and participating restaurants.
- Planning rollout of updated annual collateral pieces including Artrageous Artwalk, Value Card and Visitor Guide.
- Reviewing content for potential new collateral updates during slow period including nature brochure and meeting planner pieces.
- Artrageous Artwalk
 - Working with My Agency on design of new Artrageous Artwalk brochure
- Value Card
 - Working with My Agency on design of new Value Card brochure
- new #AmeliaIslandMemories contest rack card finalized and being distributed
- Reprinted tear off maps of island for Welcome Center

Partner Relations

- Visitor Guide update process continues with vendor & technology calls.
- Tourism Partner Bi-Weekly Newsletter continued
- Continued training on Media Hub – partner can now access and contribute to our media library
- Restaurant Week featured 28 partners
- Met with various new and established partners to ensure they are getting the most out of AICVB resources.
- Initial research/discovery on Vacation Rental performance tracking and forecasting tools.

Monthly/Partnership Meetings

- Special Events Committee
- Monthly Florida's First Coast of Golf meeting
- Main Street board and organization meetings
- Regular calls with agencies: Silverttech, Hayworth, Starmark, My Agency
- Calls with Destinations International, Brand USA
- Amelia Island Partner meetings/calls/contact
- Discussions with new Commissioners
- BOCC Workshop

Travel Trade

- Upcoming for February
 - EventMB The Future of the Event Industry 2021 Outlook
 - MPI TalkFest
 - Visit Florida – Florida Huddle 2021
- Attended in January

- Various online webinars and virtual tradeshowes gearing towards the travel trade industry
- Ongoing work with Cvent and Ameliasland.com RFP's
- Renewing Memberships with MPI, FSAE, SITE
- Ongoing networking with Meeting Planners
- Management of the Flights for Sites program
- Developing new meeting focused/group marketing campaign
- Exploratory call with BizBash for future meetings marketing campaigns
- Partnership meetings with Destination Management Companies

Special Events

- Dickens on Centre & Holiday Lighting
 - Dickens Recap for Photos with St. Nick
 - Permit filed for 2021 event
 - Scheduled upcoming Special Events Committee meeting presentation for March 2021
 - Holiday Lighting strike and recap for 2020
 - Holiday lighting electrical site visit with COFB
- Concours Week event outreach to partners for 2021 plans based on AICDE date change to May: planning communications and promotion plans
- Working to cross promote Chamber Music Festival 2021 plans.
- 13th Annual Amelia Island Restaurant Week
 - Finalized menu development and printing
 - Partner distribution of menus
 - Event promotions including special event details; social focus, etc.
 - Press release
 - Produced and hung new RW banners downtown

Marketing

Operations

- Ongoing work on PO requisitions, tracking, invoice processing, P&P review, etc.
- Destinations International DMAP accreditation 4-year renewal application in progress
- Ongoing updates to digital signage system in Welcome Center using in-house management platform OptiSigns.
- Ongoing work on FY20 budgeting and forecasting details for FY21 budgets based on revised TDT collections and plans
- Pending policy and procedures with County
- Continuous management of the CARES Grant with Nassau County, coordinating between FRLA, partners, and County; Application process; submitting final backup documentation for billing.
- Updated crisis plan with new contact info

Strategy

- Continuous execution and oversight of annual marketing plan
- Media planning & execution –

- FY21Q1 media plan monitoring across digital and social channels.
- Working with Starmark on Q3&4 media plans
 - Approving creative executions for media program rollouts
 - Submitting County paperwork based on plan
- Planning internal CVB media buys to boost ongoing recovery efforts; focus on vacation rental, golf, weddings, as targeted extension of brand campaign
- Dedicated Meetings support in development via digital media, e-mail and website redesign and expansion.
- Finalized partner co-op programs; IOs for publishers; final contracts with partners, for external publishers as well as AICVB dedicated e-mail marketing program
- Finalized cooperative program with Florida's First Coast of Golf
- Continuous review, optimization, and execution of Marketing Dashboard
- Ongoing work with Starmark on creative development and media including extensions of Moments campaign for vacation rentals, and weddings
- Meetings program
 - Working with SMI on meetings campaign including media program targeting planners
 - Editing first draft of meeting video
 - Updated meetings landing page content
 - Added dedicated meeting pages supporting Tours for Groups and Teambuilding
 - Reviewing collateral
- Continuing development of new campaign and strategies targeting meeting and group business; working with SMI on creative campaign development
- Execution of persona survey emailed to database
- Finalized nature video
- Ongoing review, development, and execution of content calendar and editorial strategy across all channels including blog, email, social media, and website promotions
- Reviewing AR app for next phase
- Island Perks – tourism incentive program
 - Finalized amendment to contract for pilot program with Tremendous
 - Finalized partner recruitment and onboarding for lodging partner offers
 - Finalized and printed Island Perk card holders
 - Developed new landing page on AI.com
 - Press release development
 - Host partner training Zoom
- Management of tourism research
 - Working with RDS on calendar year report
 - Starting development of Year in Review
 - Working with economic development on unemployment data related to tourism industry
- Assisting County on environmental branding signage program, American Beach community plan and beach park planning

Website & Digital

- Ongoing work on database management and optimization
- Homepage design and redesigned global navigation launched across Ameliasland.com. Ongoing updates and reformatting into better user experience. Built 6+ new pages of broad Travel Guide content to support

communications around key audience verticals: Beach, Family, Downtown, Nature & Outdoors, Golf, Romance, Spa & Wellness, Foodies, Arts & Culture and History.

- Expanded and unified organization of key business and community partners within the website to better serve the broad scope of visitor engagements. Redefined categories for consistency and optimization of key business drivers around Beach, Outdoor Activities, Shop, Arts & Culture, Spa & Wellness and Sports & Recreation.
- Redefined Lodging categories for clarity to Resorts, Hotels & Motels, Bed & Breakfasts, Vacation Rentals and Camping. Revised Dining categories for better searchability to Fine Dining, Casual Dining, Breakfast & Coffee, Ice Cream & Desserts, International, Seafood and Bars & Breweries.
- Broad expansion of over 15 dedicated Meetings pages including reorganization targeted to Meeting Planner needs, expanded information and redesign of communications aimed to drive Meeting business across the island.
- Added dedicated opt-in for Meeting Planner communications; designing communication strategy and database management plan for FY21 launch.
- Launched redesigned and updated Wedding dedicated pages to reach special events and wedding milestone travelers.
- Refined and redesigned Business Listing pages across existing categories and added new “Other” Category to host additional business – both venue and services – supporting Meetings/Special events and weddings. Approved wireframes showing consistent and broadened amenities to better serve vertical segments.
- Continuous update of Calendar of Events
- Managing ongoing editorial /content calendar for marketing efforts including blogs, emails, homepage promotional spaces on website, social.
- Blogs – 7 ways to Experience Delicious at Restaurant Week and the Foodie Itinerary.
- Launched email SEO and SEM optimization through blogs and email to better drive performance through paid search consisting of Pillar articles and Cluster blogs that target key words and phrases to drive SEO value in Google analytics. Built SEO dedicated long-format content to deliver SEO rich scoring by Google algorithm.
- Added Micro-Release articles into editorial calendar for use across owned media channels.
- Regular status calls and program management with SilverTech.
- Ongoing optimization of 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. Goal is to generate broad library of imagery and loyalists. Leveraging partner participation in Monthly and Grand Prizes.
- Optimized interaction with email blast by A/B testing of subject, use of emojis, video and animation.
- Reviewing digital tools to optimize video platforms including Vimeo, YouTube and Wistia for user experience as well as developing content strategy to keep library of materials and content current.
- Shifted search engine marketing efforts to Starmark; leveraging editorial strategy into blog communications to optimize SEO and SEM for leisure campaigns, Meetings and Weddings campaigns.
- Email blasts in January featured the Persona Survey to gain insight into our database psychographics in addition to possible changed perceptions of travel and COVID-19 influence. Added sweepstakes and free zoom incentive component to survey outreach.
- Developed and updated new landing pages supporting Restaurant Week, Island Perks, Zoom incentive to Personal survey and Golf Special Offers.

International Marketing

- Efforts still paused in international markets.
- Working with Dave Reese and Florida's Northeast Coast on a Northeast Florida Regional presence at Visit Florida's FL Huddle to help represent Amelia Island in a virtual international 1-1 tradeshow
- Working with Cellet on UK relations

Writers/Influencers

- 🐼 Followed up with Molly Wey/ Stilettos& Diapers. Article was published and wrote separate article for Amelia Island blog.
- 🐼 Connected with Cabana Life and Kate Horney/Beyond Fit Mom visits as part of brand's new travel blog. Planned trip for January 15 – 18.
- 🐼 Connected with Francesca Page on FOX National opportunity for where to travel next. Aired on January 1, with audio issues.
- 🐼 Francesca Page added Amelia Island to Newsmax as make good for audio issues.
- 🐼 Connected with Ashley Shaw for Southern Lady on potential stories and visit.
- 🐼 Reconnected with Diane Bair, Boston Globe, to fact check story from pre-Pandemic, set to be published soon.
- 🐼 Connected with writer Alli Subowski, following CrowdRiff request, for inclusion in RV article.
- 🐼 Met with writers Chadd Scott and Kristi Dosh for dinner while on Amelia Island for story ideas. Chadd published story for American Beach on Forbes.
- 🐼 Followed up with Cortney Fries, freelancer. Visited at the end of December. Provided information and an interview opportunity with Gil.
- 🐼 Article published by Marcia Biggs, St. Pete Life Magazine, who visited back in October.
- 🐼 Held Black History of Amelia Island virtual media tour. Worked with partners on topics, followed up with writers, and hosted event.
- 🐼 Held Romance in Amelia Island virtual media tour. Worked with partners on topics, followed up with writers, and hosted event.
- 🐼 Touched base with VISIT FLORIDA on partnering for Oneika visit. VISIT FLORIDA unable to meet turnaround time. Amelia Island decided to pursue on our own.

Press/Outreach

- 🐼 Drafted press release on Island Perks. Distributed to local media.
- 🐼 Drafted press release for Amelia Island Restaurant Week. Distributed to local media.
- 🐼 Drafted press release on Valentine's Day. Distributed to local and drive market media.
- 🐼 Drafted Black History Month blog / microrelease.
- 🐼 Provided information to Conde Nast on American Beach.
- 🐼 Provided information to Travel Awaits on Amelia Island.

- 🐼 Provided information to The Washington Informer on American Beach.
- 🐼 Provided Florida Times Union with interview opportunity on Concours d'Elegance pushed back. Article pulled.
- 🐼 Followed up with lead on NYT article for hotels opening during the pandemic. New hotels passed.
- 🐼 Provided images to Jacksonville Magazine for restaurant week.
- ❖ Provided information to VISIT FLORIDA on Hiking, Biking and Non-Aquatic Sports.
- ❖ Provided information to VISIT FLORIDA on Unique Activities Canadians are Missing.
- ❖ Provided information to VISIT FLORIDA on Sporting Events/ Tournaments in Florida.
- ❖ Provided information to VISIT FLORIDA Valentine's Day.
- 🐼 Provided information on Dickens on Centre / holiday festivals (Budget Travel).
- 🐼 Provided information on wellness in Amelia island (HARO lead).
- 🐼 Provided information on remote school/work at hotels (Buzzfeed).

Communication

- 🐼 Provided activity report.

Social Media

- 🐼 CrowdRiff tutorials

Promotional

- 🐼 Presented opportunity to horse back riding companies for partnership with VISIT FLORIDA. No responses were received.
- 🐼 Wrote advertorial for March Atlanta Magazine feature.
- 🐼 Connected with Yelp ambassador for possible partnerships.
- 🐼 Presented opportunity to Omni and Ritz for Orlando Magazine giveaway. Both resorts passed.
- 🐼 Touched base with Harris Teeter on annual giveaway. Will circle back around in Q2.

Misc.

- 🐼 Created new influencer and writer spreadsheet for Dashboard.
- 🐼 Visited Amelia Island January 12-15.

Social Media

	FY21	QTR 1	JAN
Facebook	Fans	91,527; +1,010	92,000
	Impressions	15,755,663	7,019,084
	Reach	10,956,288	5,349,750
	Engagements	24,250	9,004
Instagram	Fans	20,018; +422	20,385
	Impressions	802,520	219,923
	Reach	574,284	129,283
	Engagements	19,733	7,647
Linked In	Fans	344; +19	419
	Impressions	4,371	329
	Reach	2,505	178
	Engagements	184	9
Total	Fans	111,889; +1,451	112,804
	Impressions	16,562,554	7,239,336
	Reach	11,533,077	5,479,211
	Engagements	30,161	16,660



Overview

- Restaurant Week Paid & Organic Campaign
 - Impressions: 175K+
 - Reach: 125K+
 - Engagements: 1,500 comments, shares, likes
- Continued to work with SMI agency to refresh paid leisure brand campaign assets
- Meetings & weddings campaigns continued development therefore, we slowed our approach on Linked In posts until updated content is produced.
- Top engaging posts by channel:

Facebook

Amelia Island
Published by Falcon.io
January 26 at 7:17 PM · Florida

Best seats in the house and they are waiting, ready for you! ❤️

National #PlanForVacation Day! 🌴
— at The Ritz-Carlton, Amelia Island.

[Boost Post](#) [Edit](#)

👍❤️👏 504 24 Comments 33 Shares

👍 Like 💬 Comment ➦ Share

View 13 more comments Oldest ▾

Jane Hart
Next yr. when they get their act together regarding the virus
[Like](#) [Reply](#) [Message](#) 3w · Edited

Millie Tangeman
Julie Tangeman Jorgensen 🙌
[Like](#) [Reply](#) [Message](#) 3w

Corina Paredes
Next trip!!
[Like](#) [Reply](#) [Message](#) 3w

Elizabeth Murta
Is it easy to parking at Fernandina Beach? It's for free or have to pay? How much? Thank you!
[Like](#) [Reply](#) [Message](#) 3w

↳ 2 Replies

Trudi Grayeb Nunn ❤️

Tourism Activity Report

Instagram



Linked In



Amelia Island Tourist Development Council

COVID-19 Response

- **Amelia Island branded hand sanitizer stations ordered, arrived, installed**
- 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 execution of FRLA Seal of Commitment; submitted CARES application, coordinating communication, etc.

Film Commission

- **Responding to Film Commission requests**
 - **National Geographic**

Public Relations

Writers/Influencers

- 🐼 Connected with Molly Wey. Planned trip and hosted trip December 3-6.
- 🐼 Connected with Jessica Hughes, Happily Hughes, for possible visit. Pending.
- 🐼 Connected with Cortney Fries, freelancer. Visited at the end of December. Provided information and a few activities.
- 🐼 Connected with Cabana Life and Kate Horney/Beyond Fit Mom visits as part of brand's new travel blog. Planned trip for January visit.
- 🐼 Connected with Victoria Yore, Follow Me Away, Florida Trippers, for possible visit. Pending.
- 🐼 Connected with Francesca Page on FOX National opportunity for where to travel next.
- 🐼 Vetted Carrie Grace/Simply Carrie Grace for visit. Pending conversation.
- 🐼 Connected with Caroline Eubanks. Previously visited and included Amelia Island in This is My South article.
- 🐼 Began orchestrating Romance in Amelia Island virtual media tour. Reached out to all partners and worked with them on topics, created list of writers, created invitations, and deployed invitations.
- 🐼 Began orchestrating Black History in Amelia Island virtual media tour. Reached out to all partners and worked with them on topics, created list of writers, created invitations, and deployed invitations.

Press/Outreach

- 🐼 Drafted press release on Dickens Dining Week. Distributed to local media and select national/regional media.
- 🐼 Drafted press release 2020 FRLA Seal Press Release. Distributed to local media.

- 🐼 Drafted press release on Island Perks. Distributed to local media.
- 🐼 Drafted media alert on Restaurant Week. Distributed to local media.
- 🐼 Pitched "Interview with St. Nick," to local television stations. They were interested, but wanted to do it closer to Christmas, when Amelia Island was already closing the Workshop.
- 🐼 Provided information to Skift/EventMB on cultural travel and meeting spaces.
- 🐼 Provided information to VISIT FLORIDA on What's New in 2021.
- 🐼 Provided information to VISIT FLORIDA on Fly & Drive.
- 🐼 Provided information to VISIT FLORIDA on Cultural Heritage.
- 🐼 Provided information to VISIT FLORIDA Health and Wellness.
- 🐼 Provided information to VISIT FLORIDA Under-the-Radar Bucket List.
- 🐼 Provided photos to VISIT FLORIDA for article inclusion on the holidays.
- 🐼 Provided information on Dickens on Centre / holiday festivals (Budget Travel).
- 🐼 Provided information on wellness in Amelia island (HARO lead).
- 🐼 Provided information on remote school/work at hotels (Buzzfeed).

Communication

- 🐼 Wrote and edited award submissions for the Adrian Awards.
- 🐼 Connected with Mark Kaufman, Story and Song Bookstore, for future partnerships.
- 🐼 Provided activity report.

Social Media

- 🐼 Set up on Business Manager on Facebook page for future monitoring.

Promotional

- 🐼 Wrote Advetorial for February Atlanta Magazine.
- 🐼 Presented opportunity to the Omni for Wheel of Fortune (WOF). WOF passed on the package. Omni chose not to revise.

Misc.

- 🐼 Created new influencer and writer spreadsheet for Dashboard.
- 🐼 Planned trip to Amelia Island in January.

Tourism Activity Report

February 2021

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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

- Distributed collateral to Lodging Partners including 20 cases of visitor Guides, 5 cases of value cards, 1 cases of Historic Walking Tour Brochures.
- February number of visitors – 1124.
- On-Going 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.
- On-Going 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.

Collateral

- Mailed 440 Visitor Guides to fulfill online requests.
- Distributed 32 cases of collateral to tourism partners.
- Distributed Restaurant Week Poster, Rack Cards, and Menus to all lodging and participating restaurants.
- Planning rollout of updated annual collateral pieces including Artrageous Artwalk, Value Card and Visitor Guide.
- Reviewing content for potential new collateral updates during slow period including nature brochure and meeting planner pieces.
- Artrageous Artwalk
 - Printed and ready for March delivery
- Value Card
 - Working with My Agency on design of new Value Card brochure
- new #AmeliaIslandMemories contest rack card finalized and being distributed
- Reprinted tear off maps of island for Welcome Center

Partner Relations

- Visitor Guide update process continues with vendor & technology calls.
- Tourism Partner Bi-Weekly Newsletter continued
- Continued training on Media Hub – partner can now access and contribute to our media library
- Met with various new and established partners to ensure they are getting the most out of AICVB resources.
- 13 Partners participating in the Island Perks Incentive card program
- Initial research/discovery on Vacation Rental performance tracking and forecasting tools completed, formal quotes collected and direction of program under review.

Monthly/Partnership Meetings

- Special Events Committee
- Monthly Florida's First Coast of Golf meeting
- Main Street board and organization meetings
- Regular calls with agencies: Silvertech, Hayworth, Starmark, My Agency
- Calls with Destinations International, Brand USA
- Amelia Island Partner meetings/calls/contact
- Discussions with new Commissioners
- BOCC Workshop

Travel Trade

- Upcoming for March
 - Travel & Adventure Show Traveler Trends Forum 2021
 - FSAE New Member orientation
 - IPW virtual – Exhibitor update, Q&A
 - Meetings Made Easy – Virtual Series connecting with meeting planners
 - Cvent Supplier Network certification course

- Attended in February
 - Various online webinars and virtual tradeshow gearings towards the travel trade industry
 - EventMB The Future of the Event Industry 2021 Outlook
 - MPI TalkFest
 - Visit Florida – Florida Huddle 2021
 - The CVB and the Future of the Meetings Industry: Latest Research and Marketing Insights
 - See the Forest AND the Trees: Top Learnings From 2020 as Guideposts for 2021
 - AI Interpretation: Breaking Language Barriers in Your Meeting
 - The Cvent Source: Group Business Insights
 - The Future of the Event Industry 2021 Outlook
 - BizBash Virtual
 - Balancing Resident, Sustainability, and Tourism Business Needs: The Risks & Rewards
 - Inside the Informa AllSecure Standards: Implementing In-Person Event Success
 -
- Ongoing work with Cvent and Ameliasland.com RFP's
- Ongoing Networking with MPI, FSAE, SITE, Destination International
 - Virtual new member orientations for MPI and SITE
- Ongoing networking with Meeting Planners via LinkedIn & phone calls
- Management of the Flights for Sites program
- Starmark meetings campaign – final emails for Northstar drip campaign
- Developing new meeting focused/group marketing campaign
- Tradeshow forecasting for remaining FY21 & FY22
- Partnership meetings with Destination Management Companies, exploring sponsorship opportunities
 - Ethos Event Collective
 - Imprint Group

Special Events

- Dickens on Centre & Holiday Lighting – continued planning
 - Concours Week event outreach to partners for 2021 plans based on AICDE date change to May: planning communications and promotion plans
 - Working to cross promote Chamber Music Festival 2021 plans.
- 13th Annual Amelia Island Restaurant Week
 - Finalized menu development and printing
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- Optimized interaction with email blast by A/B testing of subject, use of emojis, video and animation.
- Reviewing digital tools to optimize video platforms including Vimeo, YouTube and Wistia for user experience as well as developing content strategy to keep library of materials and content current.
- Shifted search engine marketing efforts to Starmark; leveraging editorial strategy into blog communications to optimize SEO and SEM for leisure campaigns, Meetings and Weddings campaigns.
- Email blasts in January featured the Persona Survey to gain insight into our database psychographics in addition to possible changed perceptions of travel and COVID-19 influence. Added sweepstakes and free zoom incentive component to survey outreach.
- Developed and updated new landing pages supporting Restaurant Week, Island Perks, Zoom incentive to Personal survey and Golf Special Offers.

International Marketing

- Efforts still paused in international markets.
- Working with Dave Reese and Florida's Northeast Coast on a Northeast Florida Regional presence at Visit Florida's FL Huddle to help represent Amelia Island in a virtual international 1-1 tradeshow
- Working with Cellet on UK relations

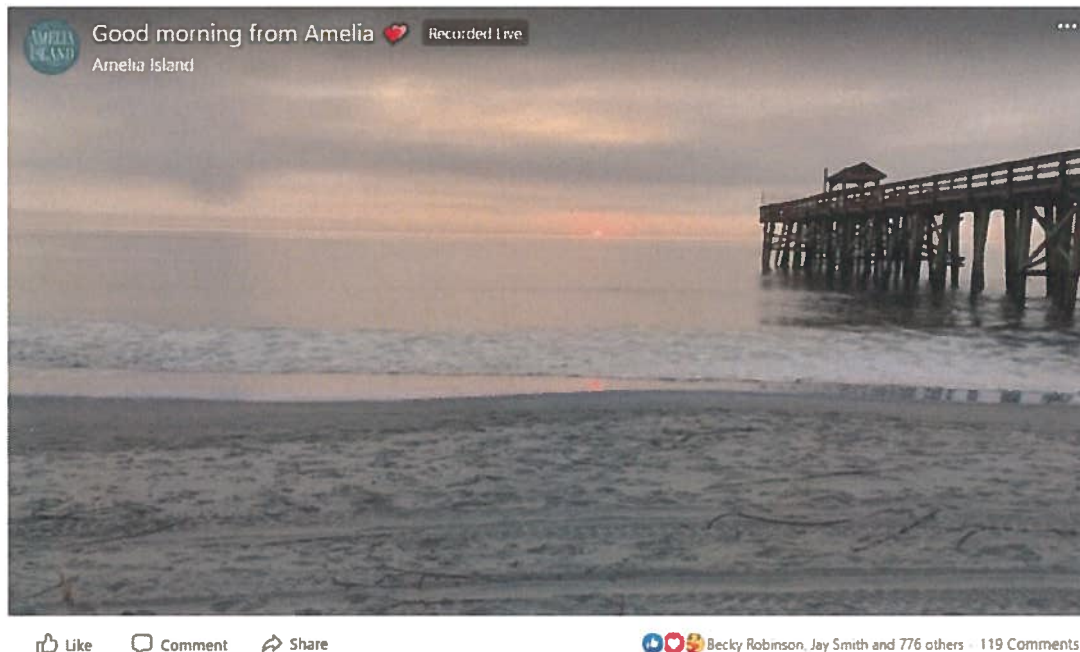
Social Media

	FY21	QTR 1	JAN	FEB
Facebook	Fans	91,527	92,000	92,155
	Impressions	15,755,663	7,019,084	4,629,851
	Reach	10,956,288	5,349,750	3,221,944
	Engagements	24,250	9,004	7,408
Instagram	Fans	20,018	20,385	20,784
	Impressions	802,520	219,923	297,388
	Reach	574,284	129,283	252,113
	Engagements	19,733	7,647	4,321
Linked In	Fans	344	419	490
	Impressions	4,371	329	1,429
	Reach	2,505	178	899
	Engagements	184	9	48
Total	Fans	111,889	112,804	113,429
	Impressions	16,562,554	7,239,336	9,558,519
	Reach	11,533,077	5,479,211	3,474,956
	Engagements	30,161	16,660	11,777

Overview

- Content focused on couples, romance, and black history month
- Refreshed paid “Moments Campaign” assets launched
- Weddings Campaign assets launched
- Meetings Campaign assets continue to be refined for optimization before a full roll-out launch in March
- Top engaging posts by channel:

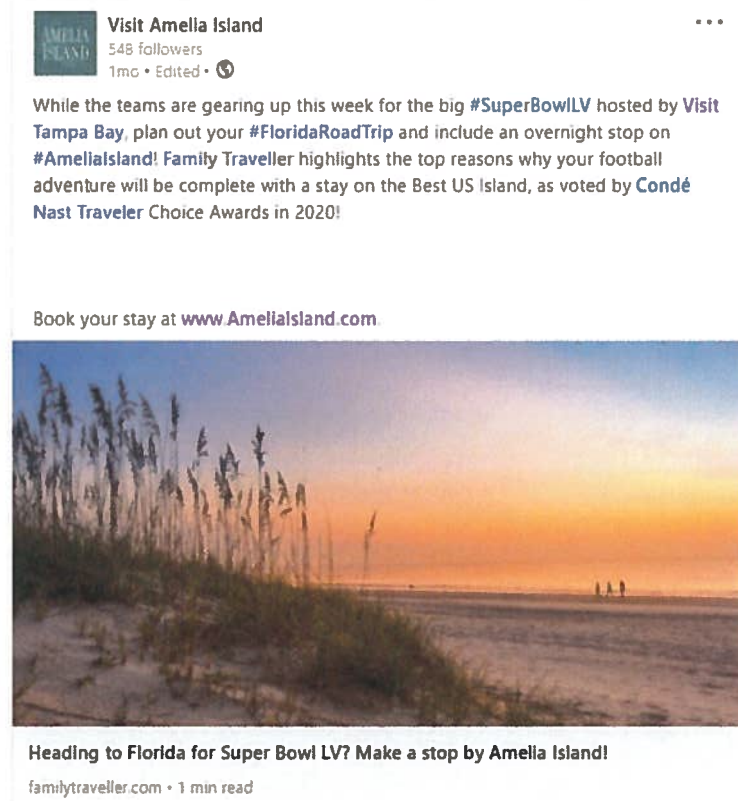
Facebook: LIVE Video of Sunrise



Instagram: UGC Content



Linked In: Post about the Super Bowl



COVID-19 Response

- Amelia Island branded hand sanitizer stations ordered, arrived, installed
- 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 execution of FRLA Seal of Commitment; submitted CARES application, coordinating communication, etc.

Film Commission

- Responding to Film Commission requests
 - National Geographic

Public Relations

Writers/Influencers

- 🐼 Connected with Stephanie Craig / History Fan Girl for visit in late Spring. She was originally on the Black History Virtual Media Tour.
- 🐼 Arranged call for interview with Cortney Fries (AAA) and Gil on Amelia Island and tourism in the pandemic.
- 🐼 Sent information to Molly O'Brien on possible inclusion in Under the Radar U.S. Islands article.
- 🐼 Worked with Jaime on submission for Convention South article update on Amelia Island.
- 🐼 Connected with influencer Brandy Burgess / My Brand New Life on possible visit. Team decided to pass on opportunity.
- 🐼 Followed up with Erica Sloane/ Martha Stewart Wedding following Romance Virtual Media Tour for inclusion in May issue.
- 🐼 Connected with influencer Carrie Grace / Simple Grace on possible visit. Team decided to pass on opportunity.
- 🐼 Connected with Megan Elliott / Lush to Blush on possible visit. Megan decided to pass for now, as we would not pay for plane tickets.
- 🐼 Followed up with Cabana Life and Kate Horney/Beyond Fit Mom visits on January 15 – 18.
- 🐼 Connected with Allison Tibaldi on article in Family Vacationist
- 🐼 Connected with Yolanda/ Cellet to help put together trip for Andrew Dent, Family Vacationist. Visited on February 8 – 10.
- 🐼 Connected with Ashley Shaw for Southern Lady on American Beach story.

- 🐼 Connected with Jami Ray / 30A Mama on potential visit. Wanted to come in February but pushing her to warmer weather.
- 🐼 Connected with Sarah Weisbrod / Cabana Life on potential visit. To be determined.
- 🐼 Connected with Lauren / Outdoorsy Diva on American Beach and potential visit. To be determined.

Press/Outreach

- 🐼 Drafted press release on trade focused Island Perks Release. Release Paused.
- 🐼 Drafted press release on official announcement and partners for Island Perks. Distributed to local and relevant media.
- 🐼 Drafted Adrian Awards release. Will be released following awards ceremony in March.
- 🐼 Drafted Amelia Island Foundations release. Still under review.
- 🐼 Provided information on Island Perks and to Tourism Marketing Today.
- 🐼 Provided information to HARO lead on Eco-Friendly Amelia Island.
- 🐼 Provided information to VISIT FLORIDA on Nature Parks and Wildlife.
- 🐼 Provided information to VISIT FLORIDA on Florida's Hidden Gems.
- 🐼 Provided information to VISIT FLORIDA on Unforgettable Honeymoon Spots.
- 🐼 Provided information to VISIT FLORIDA Black History Month.
- 🐼 Provided information to VISIT FLORIDA on Florida for Kids.
- 🐼 Provided information to VISIT FLORIDA on Dream Trip for Golfers.
- 🐼 Provided VISIT FLORIDA with photo library link.
- 🐼 Provided information on Best Small Towns in the South to HARO Lead.
- 🐼 Provided information on Amelia Island resorts to Southern Living.

Communication

- 🐼 Reached out to all accommodation partners for upcoming deals and holidays.
- 🐼 Call with Starmark on Northstar project.
- 🐼 Provided activity report.
- 🐼 Updated Forecast.
- 🐼 Updated 2020 Year in Review PR and Awards section.

Social Media

- 🐼 CrowdRiff tutorials
- 🐼 Falcon tutorials

Promotional

- 🐼 Continued conversations with Yelp ambassador for possible partnerships.
 - Reached out to partner restaurants for Meet the Owner information for Yelp's social media.
- 🐼 Touched base with Harris Teeter on annual giveaway. Will circle back around in Q2.
- 🐼 Presented opportunity with Women's Health Magazine. Working with The Ritz-Carlton, Amelia Island on project.

Tourism Activity Report

March 2021

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

- For March, we delivered 173.5 cases of collateral to partners
- March number of visitors – 2197; number of bags prepared (wedding/group) 60.
- On-Going 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.

- On-Going 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.
- Received inventory & selling tickets for Concourse d' Elegance.

Collateral

- Mailed 710 Visitor Guides to fulfill online requests.
- Distributed 173.5 cases of collateral to tourism partners.
- Reprinted tear off maps of island for Welcome Center

Partner Relations

- Tourism Partner Bi-Weekly Newsletter continued
- Continued training on Media Hub – partner can now access and contribute to our media library
- Continue to meet with new and established partners to ensure they are getting the most out of AICVB resources.
- Added 10 additional business listings on Ameliasland.com. Identified 22 businesses that could be considered a tourism related partner to add to website after review.
- 13 Partners participating in the Island Perks Incentive card program, many sold out.
- Initial research/discovery on Vacation Rental performance tracking and forecasting tools completed, formal quotes collected and direction of program under review.

Monthly/Partnership Meetings

- Monthly Florida's First Coast of Golf meeting
- Main Street board and organization meetings
- Regular calls with agencies: Silverttech, Hayworth, Starmark, My Agency
- Calls with Destinations International, Brand USA
- Amelia Island Partner meetings/calls/contact
- Discussions with new Commissioners
- BOCC Workshop

Travel Trade

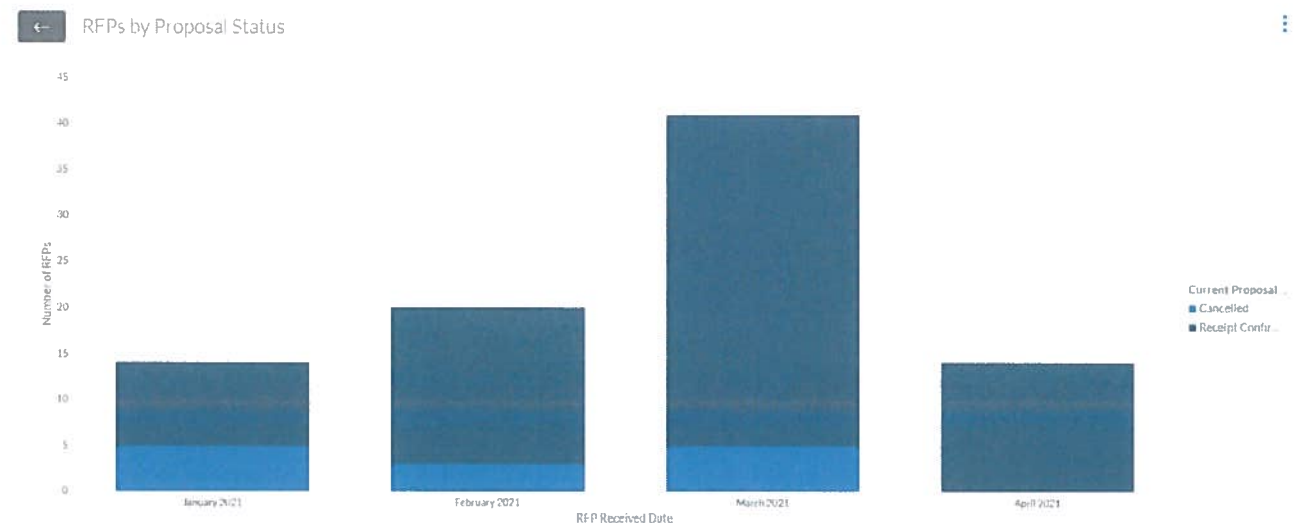
- Attended in March.
 - Travel & Adventure Show Traveler Trends Forum 2021
 - FSAE New Member orientation
 - IPW virtual – Exhibitor update, Q&A
 - Meetings Made Easy – Virtual Series connecting with meeting planners.
 - Cvent Supplier Network certification course
 - Virtual FAM brainstorming call with Hayworth PR
 - The Complete Checklist for your Hybrid Event & more – Webinar
- Upcoming in April

Tourism Activity Report

- Various online webinars and virtual tradeshowes gearing towards the travel trade industry.
 - Global Meetings Industry Day 2021
 - Northstar Meetings Group – Incentive Live / GMID edition, Tucson AZ
 - Northstar Meetings Group – IPEC, Louisville KY
- Ongoing work with Cvent and Ameliasland.com RFP's
 - Incoming RFP's more than doubled from previous month of February

Unique RFPs by Month

RFP Received Date	RFP Type			Totals
	Meeting Space and Sleeping Rooms	Meeting Space Only	Sleeping Rooms Only	
March 2021	39 (95.1%)	1 (2.4%)	1 (2.4%)	41
Totals	39	1	1	41



- Ongoing Networking with MPI, FSAE, SITE, Destination International
- Ongoing networking with Meeting Planners via LinkedIn & phone calls
- Management of the Flights for Sites program
- Developing new meeting focused/group marketing collateral with partner agency, Starmark
- Tradeshow forecasting for remaining FY21 & FY22.

- Partnership meetings with Destination Management Companies, exploring sponsorship opportunities.
 - Ethos Event Collective
 - Imprint Events Group, DMC

Special Events

- Dickens on Centre & Holiday Lighting – continued planning
 - Site visits with COFB for holiday lighting
 - Vendor calls for clarification of RFP needs.
 - Draft of DOC Event Safety Plan initiated
 - Presented plans to COFB Special Events Committee for approval – Permit Approved.
- Concourses Week event outreach to partners for 2021 plans based on AICDE date change to May: Finalized communications and promotion plan and shared with partner.
- Unloaded, Unpacked, built out and distributed 12 custom branded sanitizer stations throughout the county and city.
- Attended a tour of Top Tracer at the COFB Golf Course
- Attended a F2F networking event at the Residence Inn.
- Attended the ribbon cutting and grand opening of AICVB partner – Marlin & Barrel.
- Virtual HSMAI Adrian Awards

Marketing

Operations

- Ongoing work on PO requisitions, tracking, invoice processing, P&P review, etc.
- Destinations International DMAP accreditation 4-year renewal application in progress
- Ongoing updates to digital signage system in Welcome Center using in-house management platform OptiSigns.
- Ongoing work on FY20 budgeting and forecasting details for FY21 budgets based on revised TDT collections and plans
- Submitted initial FY22 budget with coding and rationale for approval.
- Pending policy and procedures with County
- Continuous management of the CARES Grant with Nassau County, coordinating between FRLA, partners, and County; Application process; submitting final backup documentation for billing.
- Updated crisis plan with new contact info

Strategy

- Continuous execution and oversight of annual marketing plan
- Media planning & execution –
 - FY21Q1 media plan monitoring and optimization across digital and social channels.
 - Working with Starmark on Q3 media plans

- Approving creative executions for media program rollouts – updating creative for SEM, social and niche marketing
 - Submitting County paperwork based on 3Q plan and 4Q budget
- Planning internal CVB media buys to boost ongoing recovery efforts; focus on vacation rental, golf, weddings, as targeted extension of brand campaign
- Dedicated Meetings support in development via digital media, e-mail and website redesign and expansion.
- Finalized partner co-op programs; IOs for publishers; final contracts with partners, for external publishers as well as AICVB dedicated e-mail marketing program
- Finalized cooperative program with Florida's First Coast of Golf
- Continuous review, optimization, and execution of Marketing Dashboard for content, blog and email messaging including SEM strategy
- Ongoing work with Starmark on creative development and media including extensions of Moments campaign for vacation rentals, and weddings
- Meetings program
 - Finalized meetings campaign including media program targeting planners
 - Distributed final meeting video to partners, on website and into media planner hubs on CVENT and Northstar
 - Updated meetings landing page content
 - Added dedicated meeting pages supporting Tours for Groups and Teambuilding
 - Reviewing collateral for update to Meetings brochure and incremental high impact placements during key meeting planner time frame in 3Q/4Q.
- Finalized persona program to understand post-pandemic traveler – optimize media planning, retargeting and website with new insights
- Finalized nature video posted online, in email and to partners
- Ongoing review, development, and execution of content calendar and editorial strategy across all channels including blog, email, social media, and website promotions
- Reviewing AR app for next phase over summer 2021
- Island Perks – tourism incentive program
 - Finalized amendment to contract for pilot program with Tremendous
 - Finalized partner recruitment and onboarding for lodging partner offers
 - Finalized and printed Island Perk card holders
 - Developed new landing page on AI.com
 - Press release finalized
 - Launched in targeted and dedicated marketing
 - Host partner training Zoom
- Management of tourism research
 - Working with RDS on calendar year report
 - Starting development of Year in Review
 - Working with economic development on unemployment data related to tourism industry
- Assisting County on environmental branding signage program, American Beach community plan and beach park planning

Website & Digital

- Ongoing work on database management and optimization – launched Welcome series to incorporate demographics and psychographics of existing base for further targeting. Initiated automated **Welcome**

service into user experience to build on data collection. 100% response rate to welcome email program since launch in March 2021.

- Homepage design and redesigned global navigation launched across AmeliasIsland.com. Ongoing updates and reformatting into better user experience. Built 6+ new pages of broad Travel Guide content to support communications around key audience verticals: Beach, Family, Downtown, Nature & Outdoors, Golf, Romance, Spa & Wellness, Foodies, Arts & Culture and History.
- Expanded and unified organization of key business and community partners within the website to better serve the broad scope of visitor engagements. Redefined categories for consistency and optimization of key business drivers around Beach, Outdoor Activities, Shop, Arts & Culture, Spa & Wellness and Sports & Recreation.
- Redefined Lodging categories for clarity to Resorts, Hotels & Motels, Bed & Breakfasts, Vacation Rentals and Camping. Revised Dining categories for better searchability to Fine Dining, Casual Dining, Breakfast & Coffee, Ice Cream & Desserts, International, Seafood and Bars & Breweries.
- Broad expansion of over 15 dedicated Meetings pages including reorganization targeted to Meeting Planner needs, expanded information and redesign of communications aimed to drive Meeting business across the island.
- Added dedicated opt-in for Meeting Planner communications, designing communication strategy and database management plan for FY21 launch.
- Launched redesigned and updated Wedding dedicated pages to reach special events and wedding milestone travelers.
- Refined and redesigned Business Listing pages across existing categories and added new “Other” Category to host additional business – both venue and services – supporting Meetings/Special events and weddings. Ongoing input of partner data for consistent and broadened amenities to better serve vertical segments.
- Continuous update of Calendar of Events
- Managing ongoing editorial /content calendar for marketing efforts including blogs, emails, homepage promotional spaces on website, social.
- Blogs – New to Amelia Island Foodie Scene, Pub Crawl on Amelia Island, Restaurants open on Easter Sunday, Great Places to Stay on the Beaches of Amelia Island, Amelia Island’s Yaking Chef Niko, Insiders Guide to Concours Week 2021, Amelia Island Memories Contest Winner Highlights, Top 10 Reasons Why Kids Love Amelia Island, 8 Reasons why Amelia Island is Florida’s Best Place to Bike.
- Launched email SEO and SEM optimization through blogs and email to better drive performance through paid search consisting of Pillar articles and Cluster blogs that target key words and phrases to drive SEO value in Google analytics. Built SEO dedicated long-format content to deliver SEO rich scoring by Google algorithm.
- Added Micro-Release articles into editorial calendar for use across owned media channels and PR.
- Regular status calls and program management with SilverTech.
- Ongoing optimization of 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. Goal is to generate broad library of imagery and loyalists. Leveraging partner participation in Monthly and Grand Prizes.
- Optimized interaction with email program, including co-op emails, by A/B testing of subject, use of emojis, video and animation.
- Reviewing digital tools to optimize video platforms including Vimeo, YouTube and Wistia for user experience as well as developing content strategy to keep library of materials and content current.
- Shifted search engine marketing efforts to Starmark; leveraging editorial strategy into blog communications to optimize SEO and SEM for leisure campaigns, Meetings and Weddings campaigns.

- Developed and updated new landing pages supporting Concours Week , Value Card and Golf Special Offers.

Social Media

	FY21	QTR 1	FEB	MARCH
Facebook	Fans	92,992	92,155	92,992
	Impressions	17,664,602	4,629,851	6,015,667
	Reach	12,842,708	3,221,944	4,271,014
	Engagements	26,027	7,408	9,615
Instagram	Fans	21,402	20,784	21,402
	Impressions	930,708	297,388	297,388
	Reach	721,155	252,113	252,113
	Engagements	27,714	4,321	7,981
Linked In	Fans	588	490	588
	Impressions	2,716	1,429	1,322
	Reach	2,505	899	52
	Engagements	248	48	64
Total	Fans	114,982	113,429	113,429
	Impressions	18,598,026	9,558,519	9,558,519
	Reach	13,566,368	3,474,956	3,474,956
	Engagements	53,989	11,777	11,777

Overview

- Content focused on spring, UGC and beauty content.
- Top engaging posts by channel:

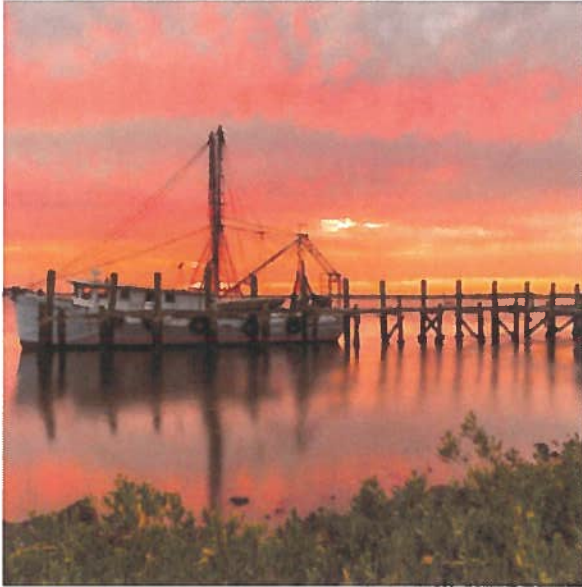
Facebook: Must See Sites Around Amelia



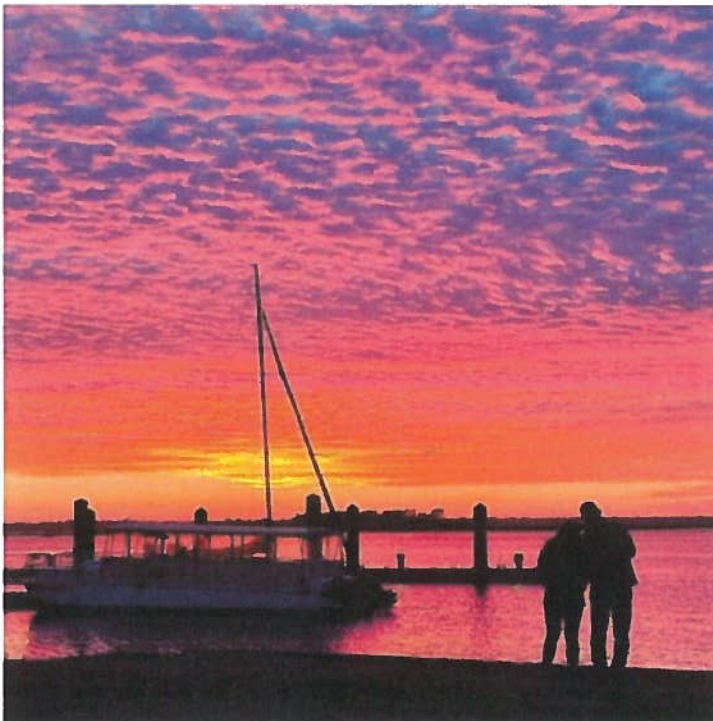
Amelia Island

Published by Falcon.io · March 15 ·

These 7 Must-See Sights on the Waters Around #AmeliaIsland 🌊 should be on your remote-working to-do list this year! This list comes recommended by local lifestyle expert, Savannah Carlisle, who spends her days writing and experiencing these uncommon encounters first-hand. ❤️ bit.ly/7MustSeeSights



Instagram: UGC Content



visitameliaisland

...



visitameliaisland From one magic moment to the next & everything in between. 💙💜💖💖 #LoveAmelia 📷: @nifraff_photos

4w



thethreeamelias 💖💖💖

♡

4w Reply



pemmy2001 📷📷

♡

4w Reply



wendy.haithcox Beautiful- where was that taken?

♡

4w Reply



Liked by roadshark_powersports and 697 others

MARCH 18



Add a comment...

Report

Linked In: St. Patrick's Day



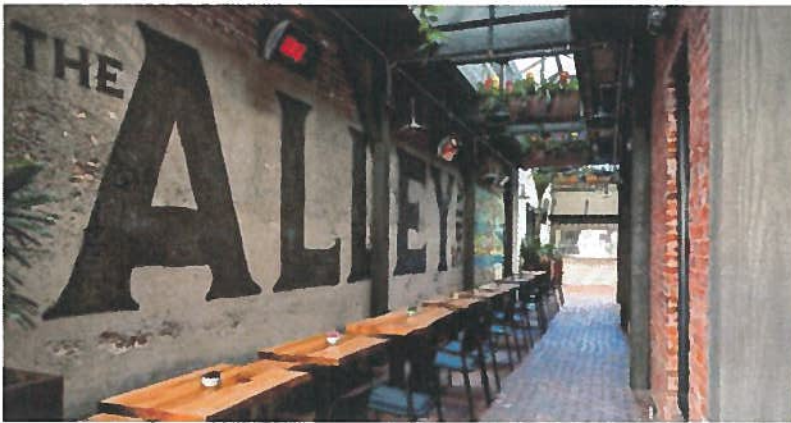
Visit Amelia Island

641 followers

1mo

...

Just in time for [#stpatricksdays2021](#), the brew scene just got even better on [#Amelialand](#) as if PJD's Beer & Wine Garden, The Palace Saloon (oldest bar in Florida), or live music at the Green Turtle wasn't enough entertainment for your group. Now your attendees can enjoy our ultimate pub crawl amongst brand new watering holes in the historic downtown district: The Alley, First Love Brewing, and the [Mocama Beer Company](#) are next on your list of brews you must choose! bit.ly/AmelialandBrews



16

Like Comment Share

COVID-19 Response

- Amelia Island branded hand sanitizer stations ordered, arrived, installed
- Keeping updated on ongoing changes related to COVID-19 consumer pages and managed TDC website for COVID-19 updates and resources
- Ongoing maintenance of 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 as necessary
- 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 execution of FRLA Seal of Commitment; submitted CARES application, coordinating communication, etc.

Film Commission

Amelia Island Tourist Development Council

- Responding to Film Commission requests
 - National Geographic

Public Relations

Writers/Influencers

Note: Influencers/Writers stays mostly paused due to low room inventory at resorts and hotels.

- 🐼 PAUSED - Connected with Stephanie Craig / History Fan Girl for visit in late Spring. She was originally on the Black History Virtual Media Tour.
- 🐼 PAUSED - Connected with Jami Ray / 30A Mama on potential visit. Wanted to come in February, but pushing her to warmer weather.
- 🐼 PAUSED - Connected with Sarah Weisbrod / Cabana Life on potential visit. To be determined.
- 🐼 PAUSED - Connected with Lauren / Outdoorsy Diva on American Beach and potential visit. To be determined.
- 🐼 Connected with Kelly Fulford of Golf Stay and Play. Working with the Omni and The Ritz-Carlton for hosted golf trips in April.
- 🐼 Connected with writer Barbara Twardowski on accessibility article and the beaches of Amelia Island.
- 🐼 Connected with Elaine Glusac on potential NYTimes story featuring Island Perks.
- 🐼 Connected with Tim Ebner from
- 🐼 Working with Oneika Raymond on visit at the end of April.
- 🐼 Assisted AAA Travel and VISIT FLORIDA with video request for onsite beach horse back riding shoot.
- 🐼 Working with Chadd on Welcome to Florida podcast advertising opportunity. Provided copy points for first month of trial period and temporary ROI structure.
- 🐼 Virtual Media Trip, INDOOR: Began conversations on indoor Amelia Island. Reached out to Omni, The Ritz-Carlton, Story and Song, and Amelia Island Museum. All expressed interest, but requested time due to staffing issues.
- 🐼 Virtual Media Trip, Wellness: Began conversations on wellness with The Ritz-Carlton, Amelia Island. They are on board. Working on timeline and Save-the-Date now.
- 🐼 Virtual Media Trip, Sustainability: Began conversations on sustainability with The Omni Amelia Island Resort. They are on board. Working on timeline now. Considering recorded vs. live due to staffing and location.

Press/Outreach

- 🐼 Sent out Adrian Awards release following ceremony to local media and interested parties.
- 🐼 Provided information on Adrian Awards to Tourism Marketing Today.
- 🐼 Provided information to HARO lead on Eco-Friendly Amelia Island.
- 🐼 Provided information to VISIT FLORIDA on Eco-Friendly Travel in Florida
- 🐼 Provided information to VISIT FLORIDA on Family Friendly Summer Activities.
- 🐼 Provided information to VISIT FLORIDA on Art Lovers
- 🐼 Provided information to VISIT FLORIDA on Florida Beaches for Spring Break.
- 🐼 Provided information to VISIT FLORIDA on Florida's Islands
- 🐼 Provided information on Spring Break Travel to Travel Pulse / MSN.
- 🐼 Provided information on Charming Beach Towns to PureWOW
- 🐼 Provided information on Family Travel to Famadillo.
- 🐼 Provided information on skydiving in Amelia Island to HARO Lead.
- 🐼 Provided information on best beaches in the USA to HARO Lead.
- 🐼 Provided information to Northstar / Starmark for Meetings page

Communication

- 🐼 Reached out to all accommodation partners for upcoming deals and holidays.
- 🐼 Provided activity report.
- 🐼 Updated Forecast.
- 🐼 Participated in VISIT FLORIDA Influencer 101 Webinar for DMO Partners.
- 🐼 Participated on Starmark team calls.
- 🐼 Touched base with Dicke Anderson – Community Photo Project. Provided local media list for outreach per internal request.

Social Media

- 🐼 CrowdRiff tutorials
- 🐼 Falcon tutorials
- 🐼 Social media documents and training.

Promotional

- Conversations with Yelp on May event paused due to low partnership interest. The event was required to be a night event and because of high volume traffic and low employment, there was an issue getting commitment. Internally, a question arose of having it around shrimp festival if it was paused to the fall.
- Working with The Ritz-Carlton, Amelia Island on Women's Health Giveaway.