





## 5. Social Media Reports (April - June)

Facebook Overview

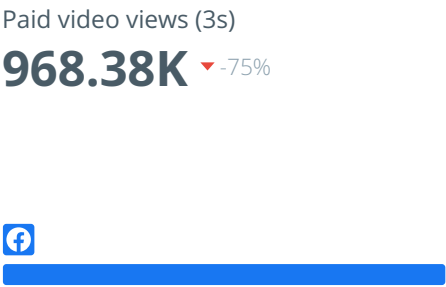
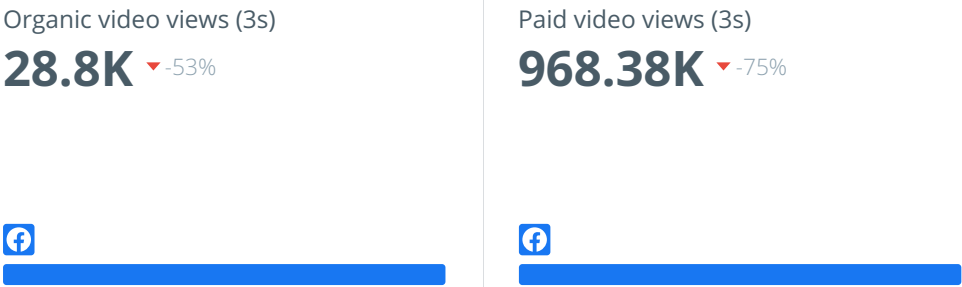
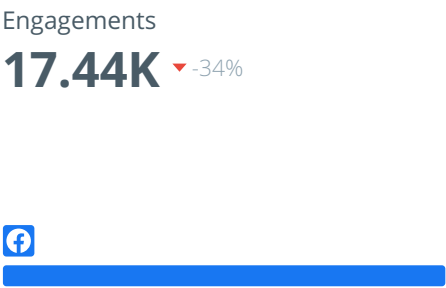
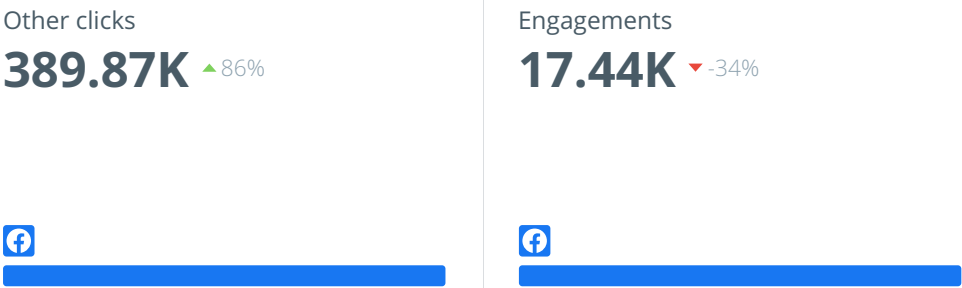
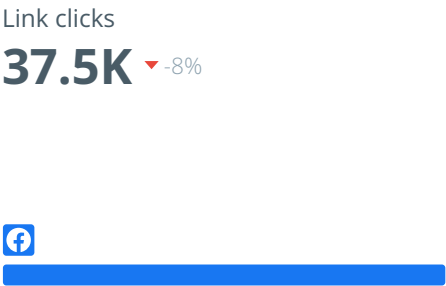
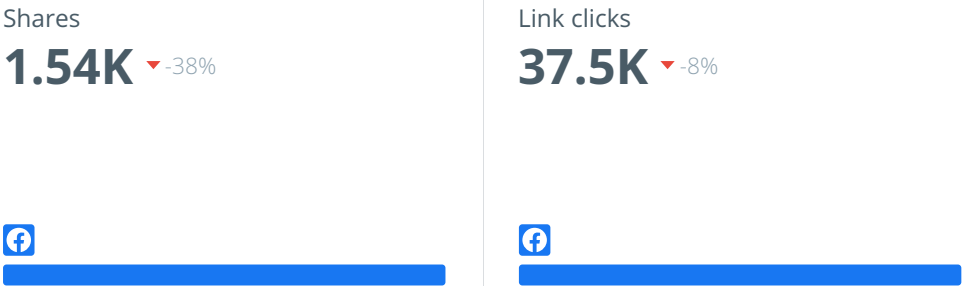
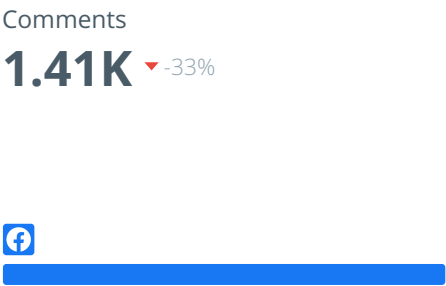
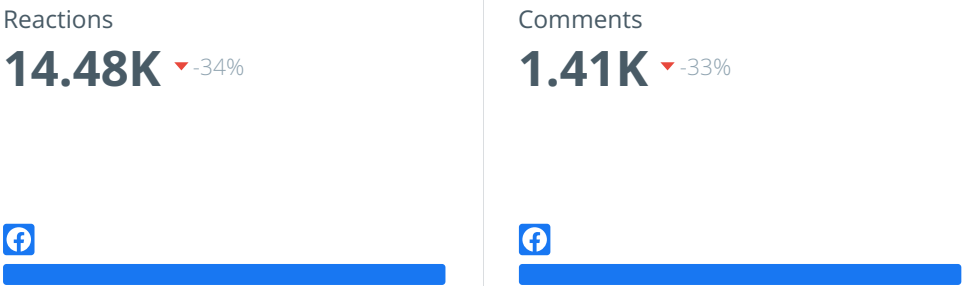
CHANNELS (1) ▾

1 APR 2021-30 JUN 2021

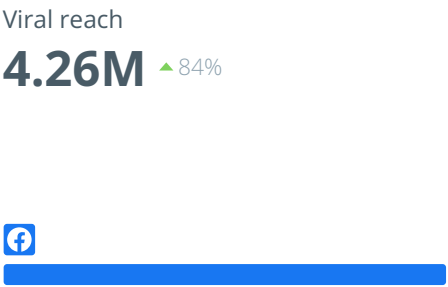
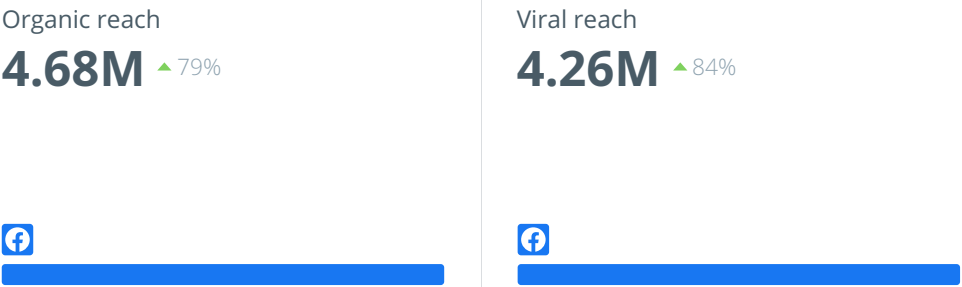
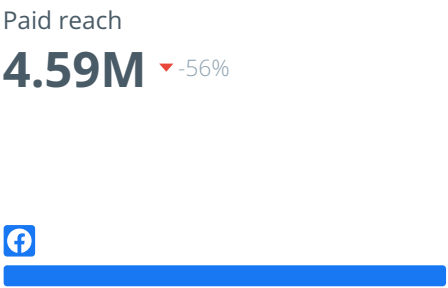
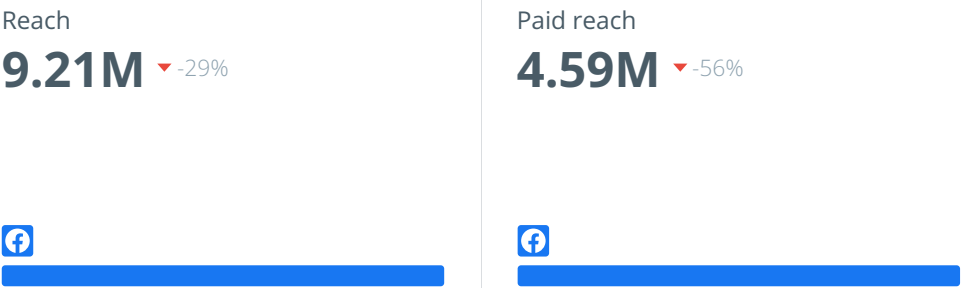
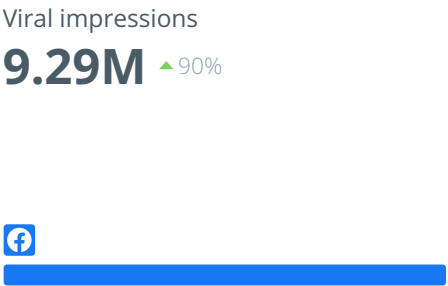
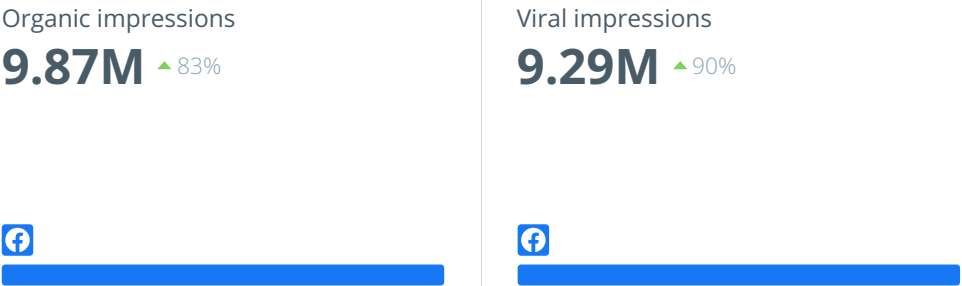
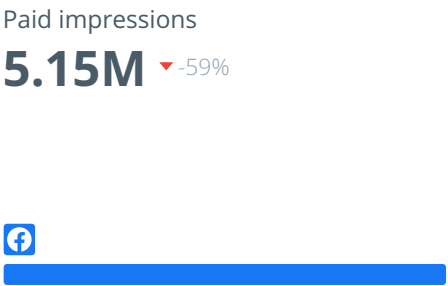
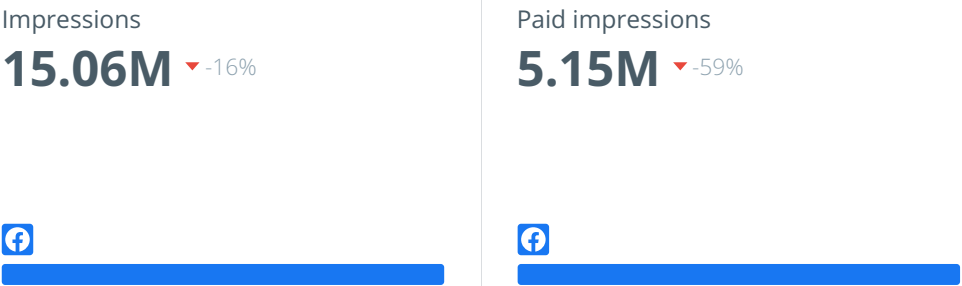
Fan Overview

NETWORK	CHANNEL NAME	FANS 94.65K <span>▲2%</span> <span>↓</span>	NET NEW FANS 1.76K <span>▲5%</span>	FANS DECREASE 541 <span>▼-28%</span>	ENGAGEMENTS 17.44K <span>▼-34%</span>
	 Amelia Island	94.6K	1.8K	541	17.4K







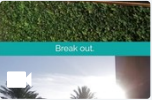


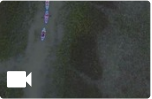


Page engagements

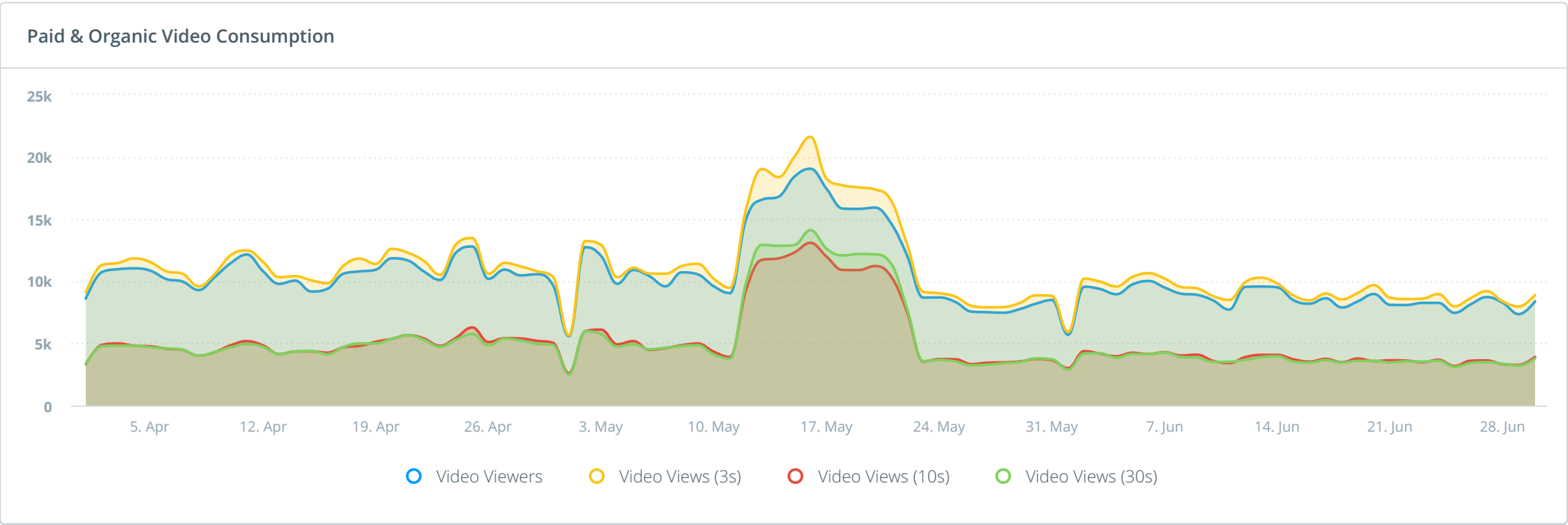


Impressions & Reach





Organic Video Performance								1 Filters
DATE	POSTS		IMPRESSIONS	REACH	ENGAGEMENTS	ORGANIC VIDEO VI	WATCH TIME (MIN)	VIDEO LENGTH
	66		627.76K	617.52K	9.98K	17.58K	5.42K	06:39
15 May 5:55 PM		Amelia Island Concorso Week: Where be...	12K	11.4K	190	5.2K	1.1K	00:30
24 Apr 8:07 PM		What's the secret to shark teeth hunting?...	14.4K	14K	169	4.4K	2.1K	02:05
12 Jun 4:12 PM		Find some seashells on the sea shore 🐚 ...	8.8K	8.5K	170	2.7K	987.6	01:35
10 Apr 7:29 PM		Beach days on #AmeliaIsland are just a ...	6.3K	6K	107	2.2K	443.8	00:33
13 May 6:48 PM		An event that can only be described by c...	6.5K	6.1K	97	2K	447.1	00:06
8 May 3:25 PM		Eco-adventures with a naturalist is a love...	4.5K	4.5K	29	1.1K	311.1	01:00
14 May 1:30 PM			0	0	0	3	1.4	00:15
14 May 1:30 PM			0	0	0	1	0.4	00:05
29 Jun 3:13 PM		Meet on the northeast Florida barrier isla...	1	1	0	1	0.1	00:15
14 May 1:30 PM			0	0	0	1	0.4	00:15
18 Jun 2:29 PM		Join 4 The Culture at the Peck Center tom...	3.1K	3K	8	-	-	-
25 Apr		Waking up early to take a walk on the be						





Paid Ad Performance								1 Filters
DATE	POSTS 108		IMPRESSIONS ↓ 1.33M	REACH 753.66K	ENGAGEMENTS 1.83K	ORGANIC VIDEO VIEWS 590	PAID VIDEO VIEWS 479.65K	VIDEO LENGTH 18:44
11 Jun 6:28 PM		Discover the charms of meeting on Ameli... Amelia Island Promoted	156K	95.3K	251	72	26.7K	00:15
11 Jun 6:28 PM		Discover the charms of meeting on Ameli... Amelia Island Promoted	117.3K	73.7K	195	49	20K	00:15
28 May 6:12 PM		Find family moments to treasure on Ame... Amelia Island Promoted	106.8K	54.7K	10	0	44.7K	00:06
11 May 6:45 PM		Concours Week is back for 2021! Four da... Amelia Island Promoted	92.2K	60K	1	0	91.8K	00:15
11 May 6:45 PM		Concours Week is back for 2021! Four da... Amelia Island Promoted	92.2K	60K	1	0	91.8K	00:15
28 May 6:13 PM		Escape to the Northeast Florida barrier is... Amelia Island Promoted	68.6K	36.6K	6	0	25.5K	00:06
14 May 1:54 PM		From luxury hotels to a walkable downto... Amelia Island Promoted	58.1K	30.1K	149	83	9.1K	00:15
14 May 1:54 PM		From luxury hotels to a walkable downto... Amelia Island Promoted	58.1K	30.1K	149	83	9.1K	00:15
28 May 6:12 PM		Moments on Amelia Island, FL are that m... Amelia Island Promoted	45.2K	28.5K	8	0	16.5K	00:06
28 May 6:12 PM		Moments like these mean everything. Pla... Amelia Island Promoted	39.4K	26.9K	9	8	18K	00:07
20 May 10:15 AM		Amelia Island needs talented people like ... Amelia Island Promoted	31.5K	3.8K	53	-	-	-
29 Apr 6:01 PM		Find family moments to treasure on Ame... Amelia Island Promoted	30.3K	20.8K	8	0	13.3K	00:06
29 Apr 6:01 PM		You'll treasure every moment together o... Amelia Island Promoted	28.7K	20K	7	0	10.2K	00:06
20 May 10:15 AM		Amelia Island needs talented people like ... Amelia Island Promoted	26.2K	3.4K	125	-	-	-
20 May 10:15 AM		{{product.brand}} Amelia Island Promoted	24.4K	2.1K	0	-	-	-
29 Apr 5:56 PM		Bring your group to the northeast FL barr... Amelia Island Promoted	23K	8.3K	31	2	9K	00:12
30 Apr 2:00 PM		From luxury hotels to a walkable downto... Amelia Island Promoted	22.6K	14.7K	65	50	3.9K	00:15
30 Apr 2:00 PM		From luxury hotels to a walkable downto... Amelia Island Promoted	22.6K	14.7K	65	50	3.9K	00:15
29 Apr 5:56 PM		Just 30 minutes away from Jacksonville In... Amelia Island Promoted	19K	7.3K	11	3	7.5K	00:12
		Meet on the northeast Florida barrier isla						

Instagram Overview

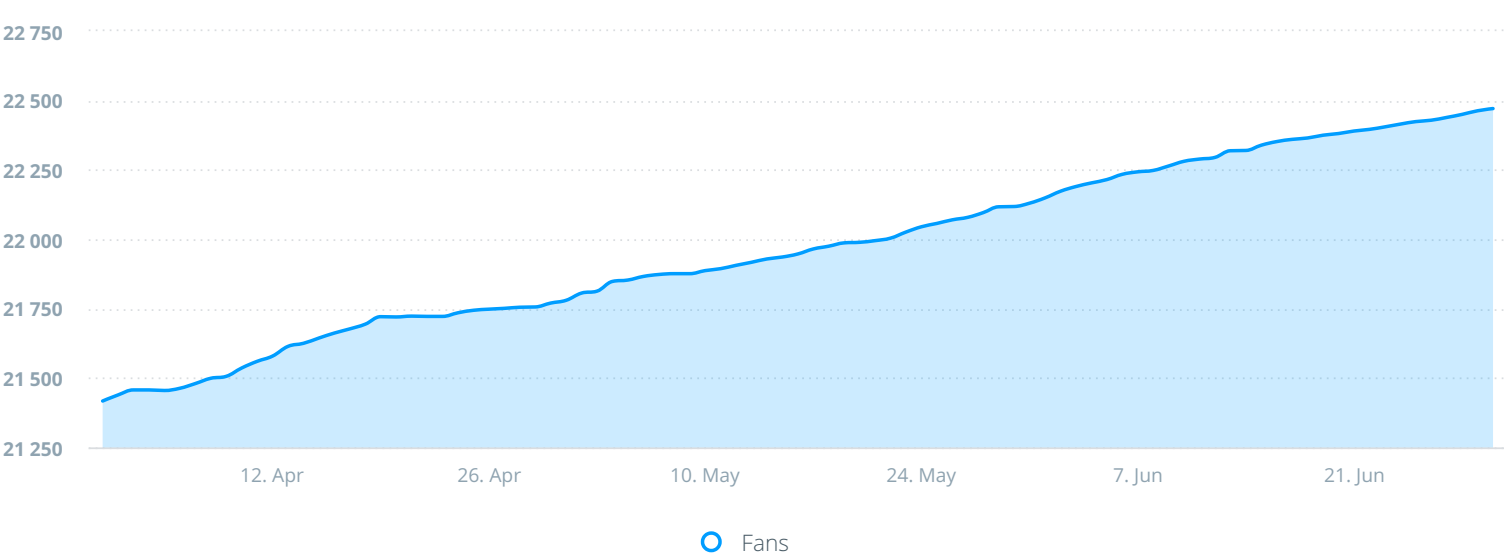
CHANNELS (1) ▾

1 APR 2021-30 JUN 2021

Performance by channel

NETWORK	CHANNEL NAME	FANS 22.47K <span>▲5%</span>	FANS INCREASE 1.69K <span>▼-11%</span>	IMPRESSIONS 640.66K <span>▼-32%</span>	REACH 406.94K <span>▼-44%</span>	PROFILE WEBSITE TAPS 309 <span>▲11%</span>
	 Visit Amelia Island	22.5K	1.7K	640.7K	406.9K	309

Daily fans



Fans

Fans  
22.47K ▲5%



Fans increase  
1.69K ▼-11%



Page distribution

Reach avg.  
4.47K ▼-44%



Frequency  
1.57 ▲22%



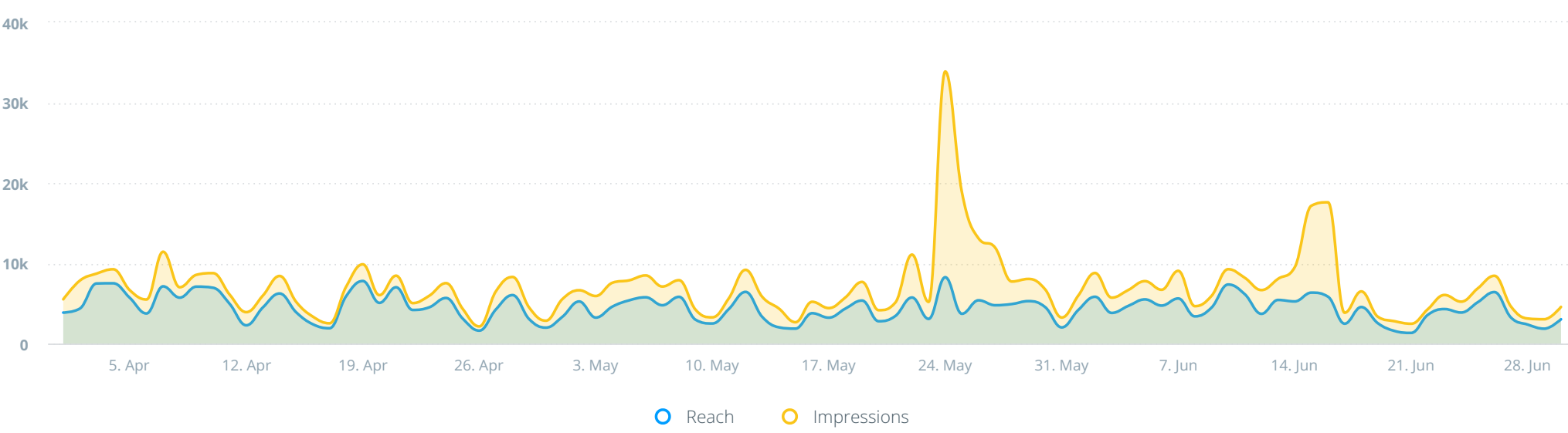
Impressions  
640.66K ▼-32%



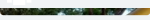



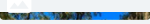

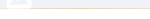




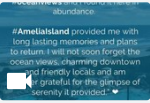



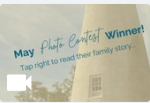

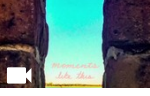
Channel profile views  
9.13K ▲21%







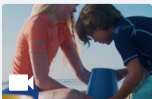







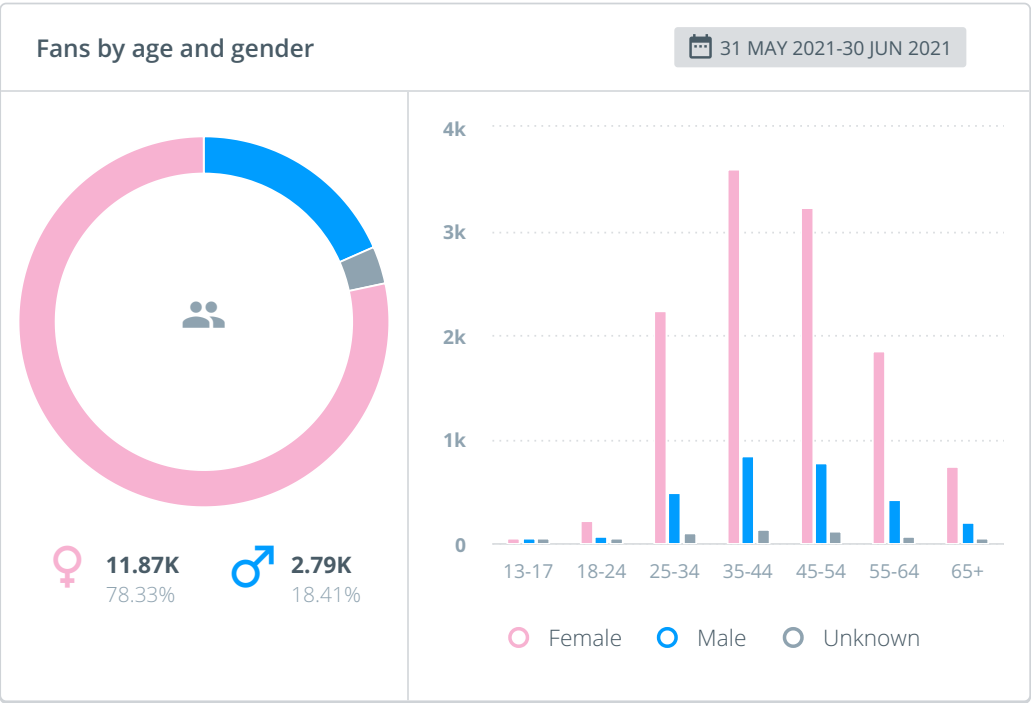
Daily reach and impressions




Organic Post Performance							▼ 2 Filters
DATE	POSTS 52		REACH AVG. 5.54K	LIKES 18.03K	COMMENTS 242	SAVES 415	ENGAGEMENTS ↓ 18.68K
27 May 7:50 PM		Dunes at your back, the ocean in front, and mile... 📍 Visit Amelia Island	7.4K	756	10	19	785
10 Jun 7:55 PM		With so many picture worthy spots in Amelia Isla... 📍 Visit Amelia Island	8.3K	734	20	22	772
25 May 7:39 AM		A new week means it's time for another #Amelia... 📍 Visit Amelia Island	7.9K	714	9	33	756
22 Apr 6:42 PM		Amelia Island holds #EarthDay 🌍 close to our h... 📍 Visit Amelia Island	7.8K	673	9	17	699
11 Apr 7:45 PM		There's just somethin' southern about sailboats ... 📍 Visit Amelia Island	9K	647	6	12	665
8 Apr 7:17 PM		The calm of the night 🏠 The most perfect sight ... 📍 Visit Amelia Island	10.7K	627	8	13	648
12 Jun 5:58 PM		One foot in front of the other 🏞️. #NationalTrail... 📍 Visit Amelia Island	7.1K	603	6	19	628
29 Apr 7:15 PM		There are so many different ways to relax on Am... 📍 Visit Amelia Island	6.3K	585	8	10	603
16 Jun 5:03 PM		The turtles are coming🐢! Check out our stories ... 📍 Visit Amelia Island	6.5K	579	4	8	591

Organic Story Performance							▼ 2 Filters
DATE	POSTS 35		TAPS FORWARD 15K	TAPS BACK 699	EXITS 2.5K	IMPRESSIONS ↓ 23.15K	REACH 22.78K
2 Apr 8:49 PM		#AMELIAISLANDMEMORIES JANUARY CONTEST ... 📍 Visit Amelia Island Story	636	20	68	1K	993
4 Jun 7:25 PM		📍 Visit Amelia Island Story	466	15	132	885	896
2 Apr 8:49 PM		📍 Visit Amelia Island Story	637	53	52	854	823
8 Apr 8:52 AM		FEBRUARY CONTEST WINNER 📍 Visit Amelia Island Story	570	26	30	839	823
23 Apr 8:23 PM		📍 Visit Amelia Island Story	414	8	144	829	823
14 Apr 10:24 PM		Swipe up for babymoon itinerary inspiration💕 📍 Visit Amelia Island Story	415	28	120	813	798
14 Jun 8:34 PM		📍 Visit Amelia Island Story	463	14	60	800	786
16 Jun 10:20 AM		📍 Visit Amelia Island Story	633	29	23	799	776
2 Apr 8:49 PM		SWIPE UP TO SUBMIT YOUR #AMELIAISLANDME... 📍 Visit Amelia Island Story	630	67	57	783	760

Paid Ad Performance					1 Filters	
DATE	POSTS		IMPRESSIONS	REACH	ENGAGEMENTS	
	41		83.53K	54.56K	113	
11 Jun 6:28 PM		Discover the charms of meeting on Amelia Island, located just off the ... Visit Amelia Island Promoted	58.8K	36.2K	66	
29 Apr 6:01 PM		You'll treasure every moment together on Amelia Island, FL. Plan you... Visit Amelia Island Promoted	6.2K	4K	3	
14 May 1:54 PM		From luxury hotels to a walkable downtown, discover what makes A... Visit Amelia Island Promoted	4.5K	3.2K	10	
28 May 6:13 PM		Moments on Amelia Island, FL are that much sweeter. Start planning ... Visit Amelia Island Promoted	1.9K	1.5K	0	
30 Apr 2:00 PM		From luxury hotels to a walkable downtown, discover what makes A... Visit Amelia Island Promoted	1.7K	1.4K	5	
29 Apr 6:01 PM		Moments on Amelia Island, FL are that much sweeter. Start planning ... Visit Amelia Island Promoted	1.7K	1.3K	2	
29 Apr 6:01 PM		Find family moments to treasure on Amelia Island, FL. Plan now. Visit Amelia Island Promoted	1.4K	1.1K	2	
30 Apr 2:00 PM		From luxury hotels to a walkable downtown, discover what makes A... Visit Amelia Island Promoted	1.3K	977	2	
29 Apr 6:01 PM		Find family moments to treasure on Amelia Island, FL. Plan now. Visit Amelia Island Promoted	918	803	2	
14 May 1:54 PM		From luxury hotels to a walkable downtown, discover what makes A... Visit Amelia Island Promoted	833	643	6	
28 May 6:13 PM		Find family moments to treasure on Amelia Island, FL. Plan now. Visit Amelia Island Promoted	679	557	0	
28 May		Moments on Amelia Island, FL are that much sweeter. Start planning ...				



Linked In Overview

NETWORK	CHANNEL NAME	IMPRESSIONS 7.74K <span>▲99%</span>	REACH AVG. 52.62 <span>▲92%</span>	FREQUENCY 1.62 <span>▲4%</span>	ENGAGEMENTS 287 <span>▲104%</span>	ENGAGEMENT RATE 3.71 <span>▲2%</span>
	 Visit Amelia Island	7.7K	52.6	1.6	287	3.7

Distribution

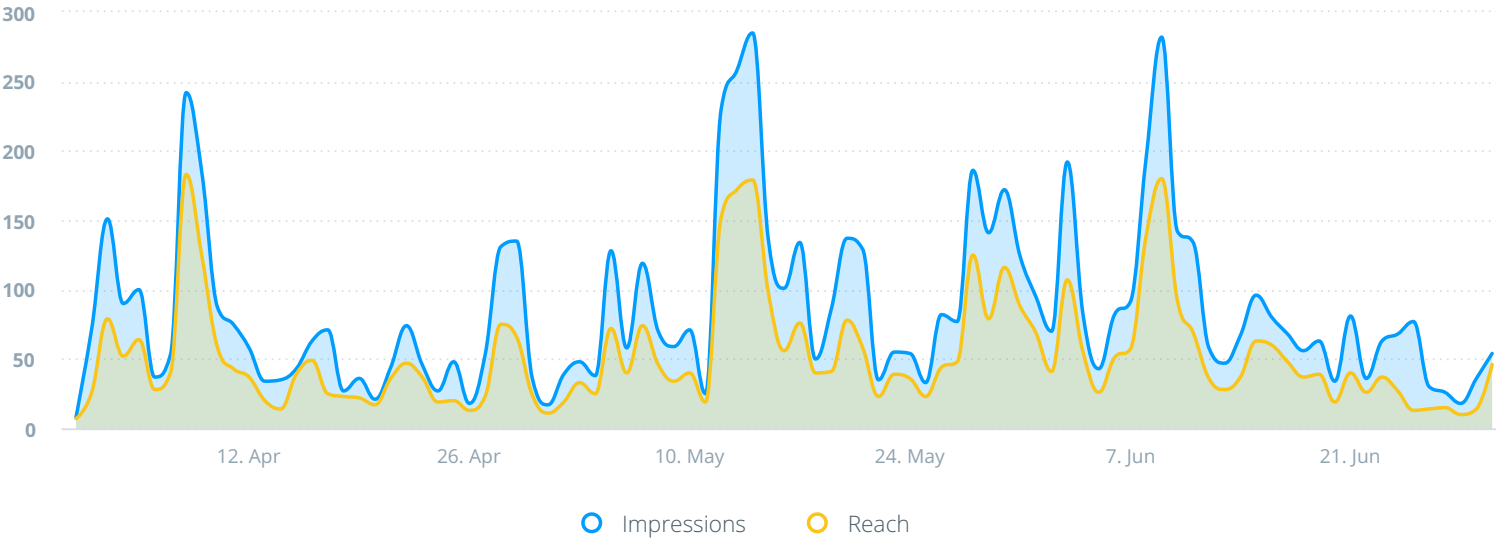
Impressions  
7.74K ▲99%



Reach  
4.79K ▲92%



Distribution over time



Engagements

Reactions  
247 ▲102%



Comments  
8 ▲100%



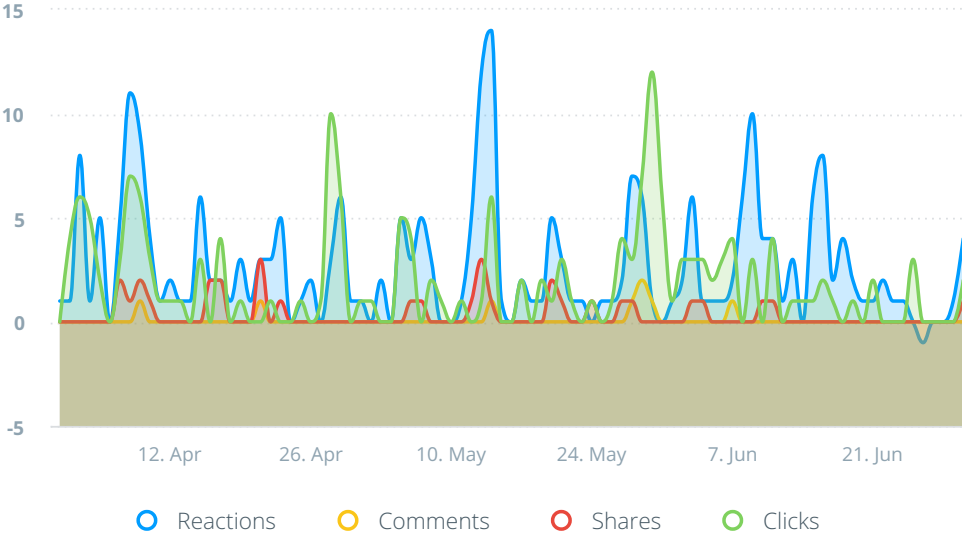
Shares  
32 ▲113%



Clicks  
171 ▲63%



Engagements over time





Fans

Fans

733

▲25%

in

Net new fans

146

▼-41%

in

Organic net fans

146

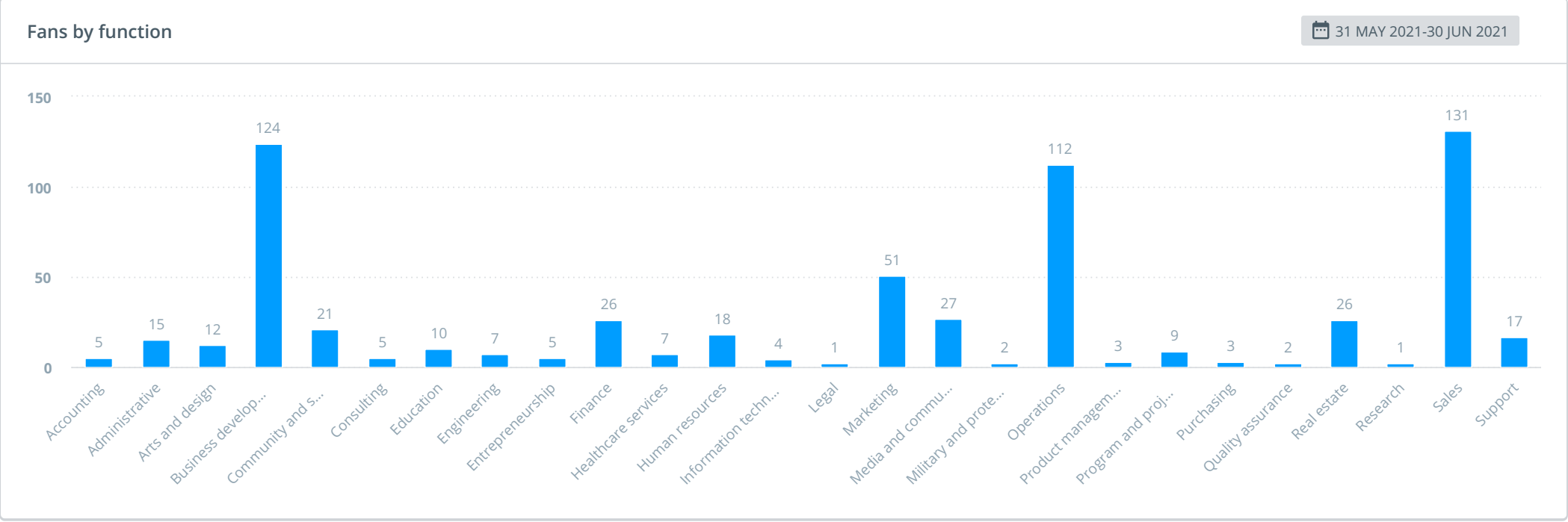
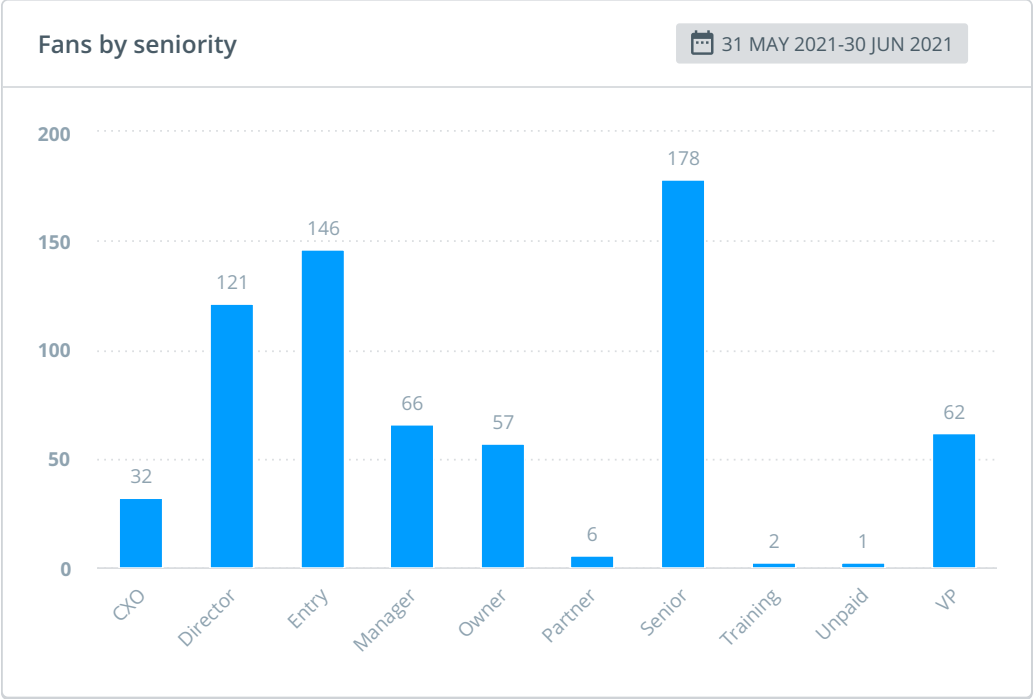
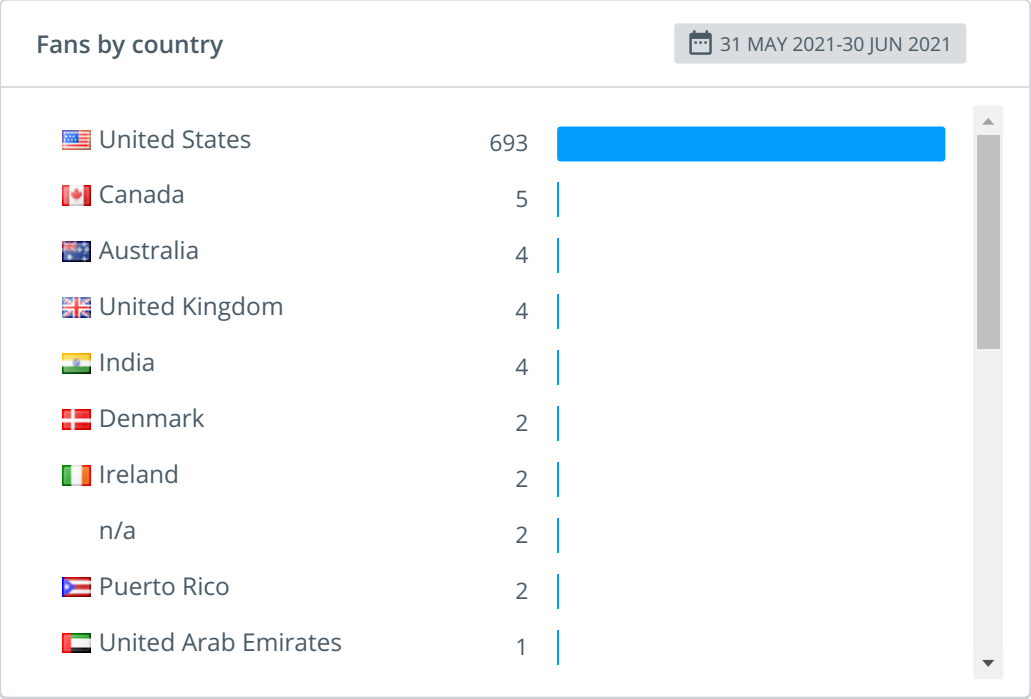
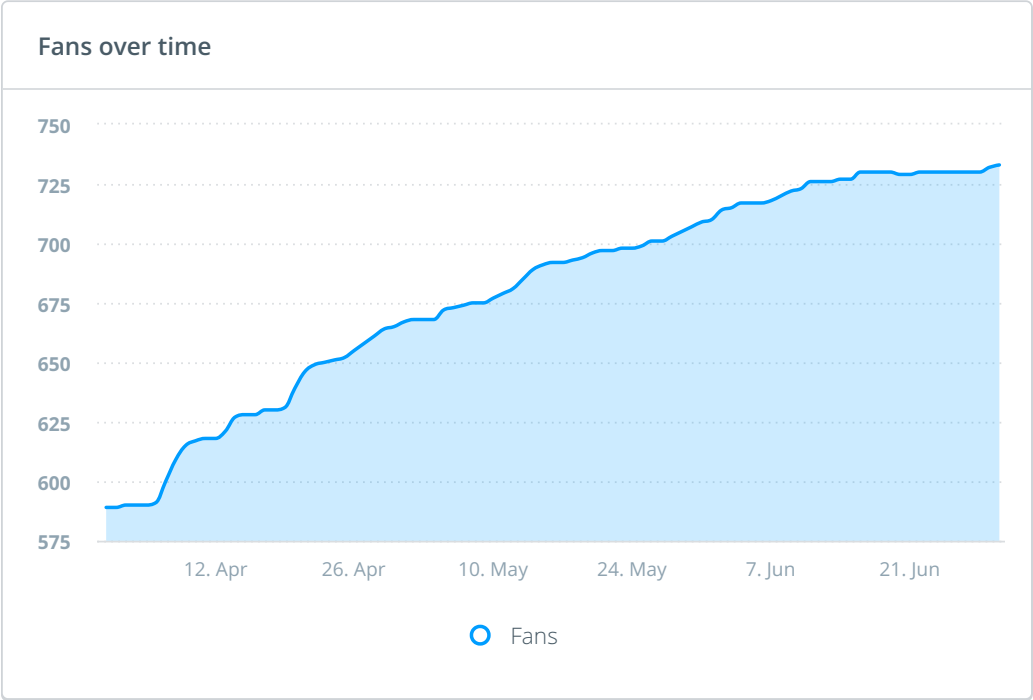
▼-41%

in

Paid net fans

0

in







## 6. April Paid Media Report (Starmark)





# April 2021 Paid Media Report

AMELIA ISLAND | 6.7.2021

## EXECUTIVE SUMMARY | Objective and Overview

**Objective:** To increase awareness and visitations to Amelia Island through an integrated digital media strategy using comprehensive tracking, combined with travel data to inform targeting and media placements to prospects in key drive markets.

- Target audiences:
  - Loyalists and Prospects
  - Interest in Beach, Culture, History, Shopping, Dining and Golf
  - Target includes: Vacation Rentals and Multi-generation.
  - Meetings campaign targeting: Meeting planners and groups.
  - Weddings campaign target: Milestones, anniversaries, Engagements, Vow renewal
- Markets Include: Atlanta, Savannah, Charlotte, Nashville, Charleston, All Florida markets (West Palm Beach, Jacksonville, Tampa, Orlando)
- April campaign generated 7,798,542 Impressions with 45,035 clicks and 0.58% CTR.

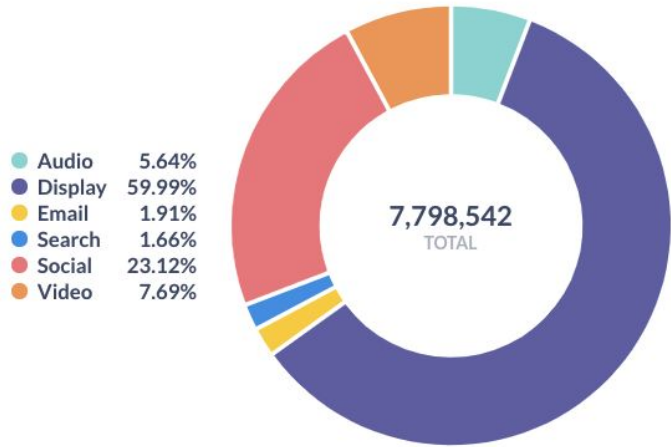




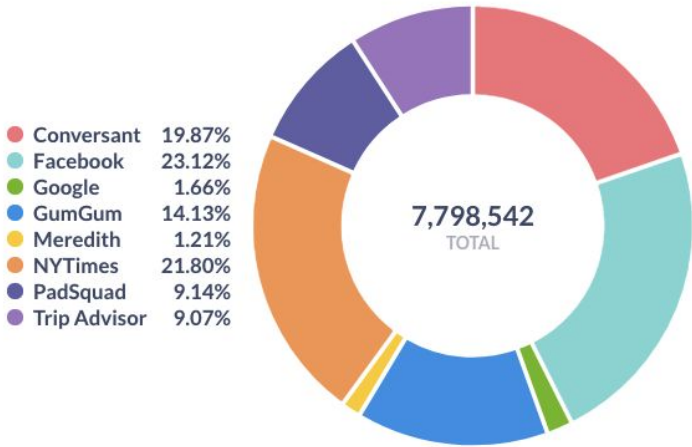
EXECUTIVE SUMMARY | Objective and Overview (April 2021)



Impressions by medium



Impressions per Source



**\$103,467.01**  
Spend

↑ 2.3% • was \$101,170.62 last day

**7,798,542**  
Impressions

↑ 3% • was 7,572,272 last day

**45,035**  
Clicks

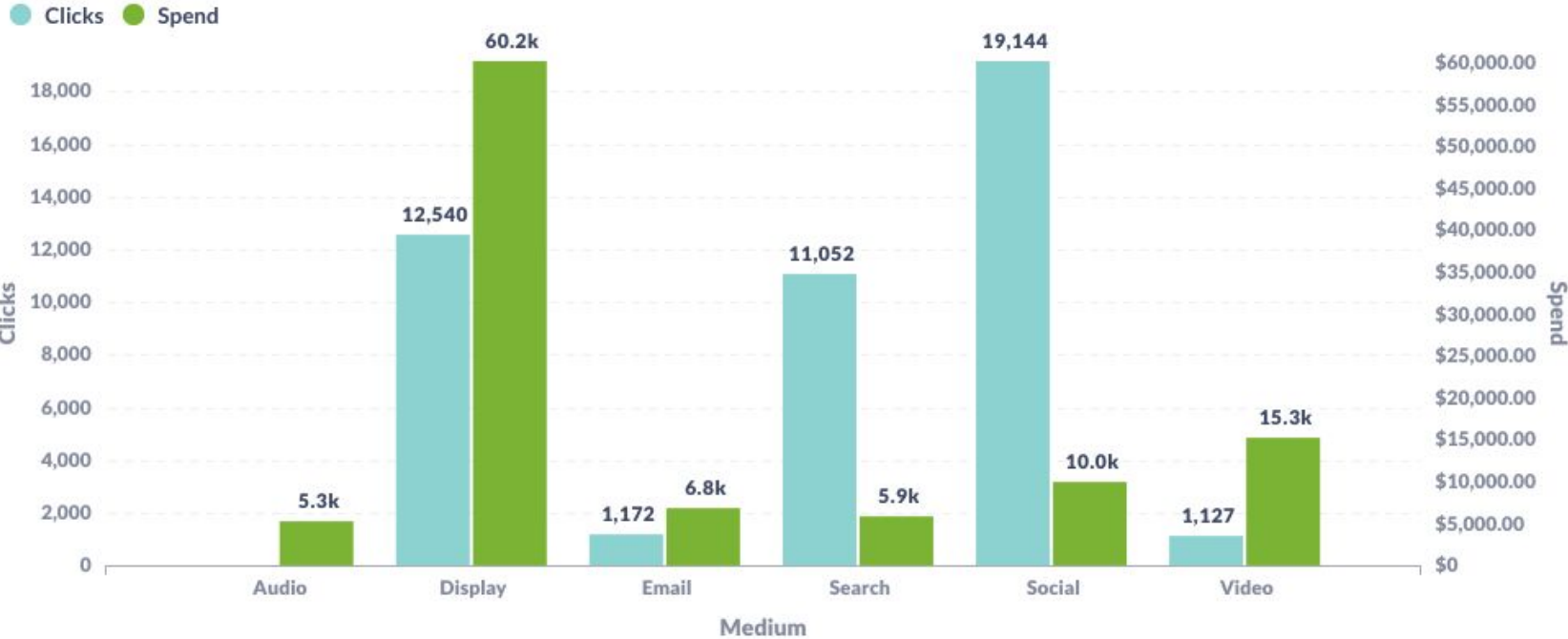
↑ 2.1% • was 44,097 last day

**0.58%**  
CTR

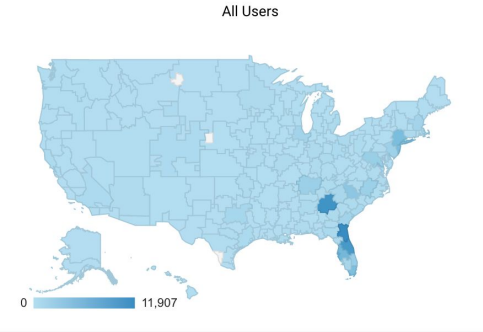
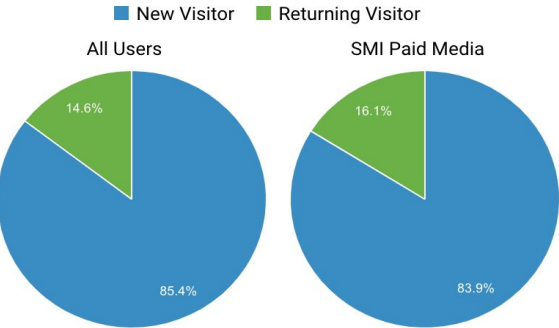
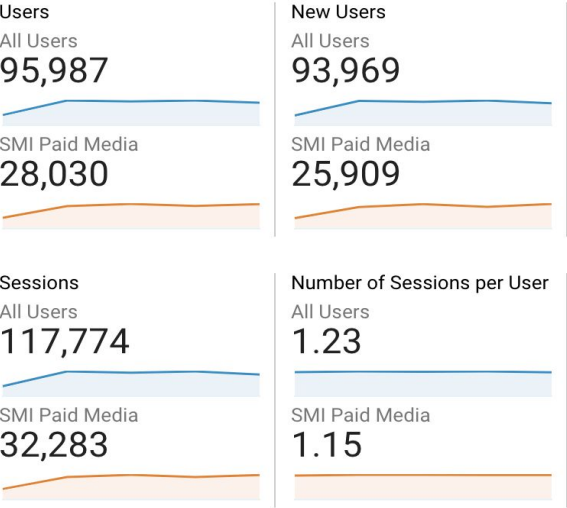
EXECUTIVE SUMMARY | Media performance (April 2021)



Clicks & Impressions per Medium



EXECUTIVE SUMMARY | Landing Page



Insights:

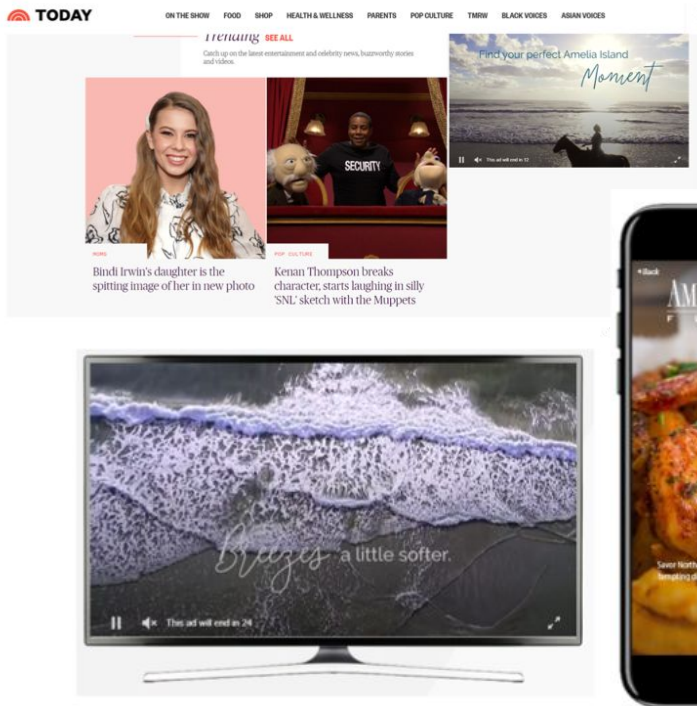
- Sessions: 117,774 (-13% MoM)
- New Users: 117,774 (-14% MoM)
- Pageviews: 238,329 (-15% MoM)
- Pages per session: 2.07 (-40% MoM)
- Bounce Rate: 58.85% (+0% MoM)
- Average session duration: 00:01:44 (+0% MoM)
- 29% of total web traffic can be attributed to paid media efforts
- Top Metro Areas:
  - Jacksonville
  - Atlanta
  - Orlando
  - (not set)
  - Tampa
  - New York



01

# DISPLAY

## Display Summary | Conversant



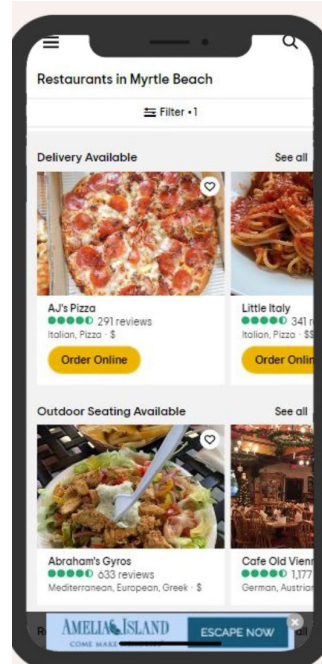
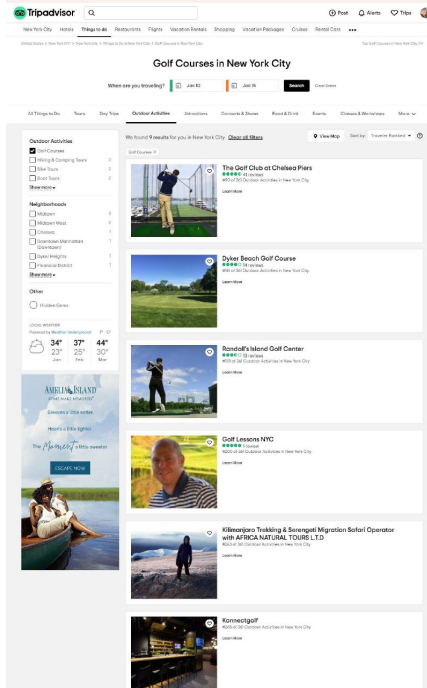
## Insights:

- Campaign spend \$21,337.45 and delivered 1,549,819 Impressions with 2,405 clicks, 0.16%. Messaged Site visits 1,090 with 252,680 impressions delivering 75% Video completed views.
- Engagement and performance:
  - Overall Display CTR remains strong with both audience.
    - Loyalists: 0.12% CTR
    - Prospects: 0.11% CTR
  - Video – (Prospects market)
    - VCR is continuing to trend higher due to more targeted optimizations
      - Overall VCR is trending at 73%.
      - CTV/OTT continues to drive a strong VCR of 99%, driving strong brand awareness for Amelia Island
  - Quadrant Unit is driving a stronger CTR of 0.14% in May up from .09% due to more targeted optimizations

\*Industry standard CTR Benchmark: .08%. VCR Benchmark 70-75%, CTV/OTT Benchmark 97-99%



## Display Recap | TripAdvisor

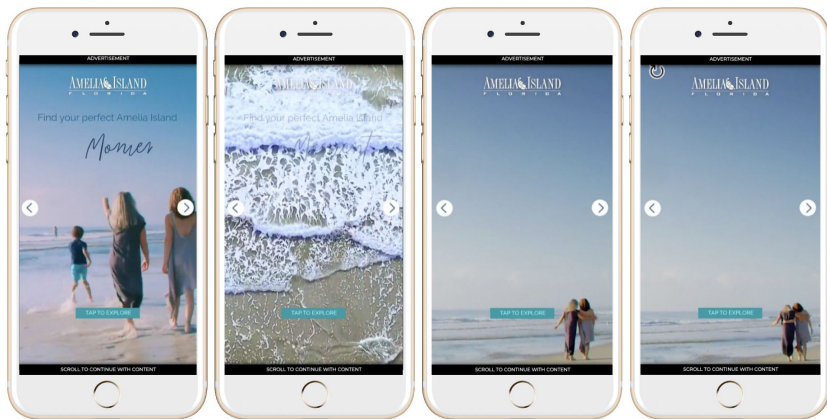


## Insights:

- Campaign spend \$12,108.68 delivering 705,967 impressions, 1,203 clicks and 0.17% CTR.
- Top Performing tactic:
  - Both Prospects and Loyalists performed above standard: Beach/Art & Culture/Culinary/ Golf & Adventure/National Parks & Florida Retargeting the top performing tactic with 0.18% CTR.
  - Florida Pages targeting Prospects continue to be a strong placement with 165,924 impressions served, 265 clicks and 0.16% CTR
- Ritz Carlton: Delivered Impressions: 30,934 with 67 clicks and 0.18% CTR
- Elizabeth Pointe: Delivered 31,004 impressions with 86 clicks and 0.28% CTR.
- Omni Amelia Island Resort: Delivered 2,053 impressions with 4 Clicks and 0.19% CTR

\*Industry standard CTR Benchmark: .08%

## Display Recap | PadSquad

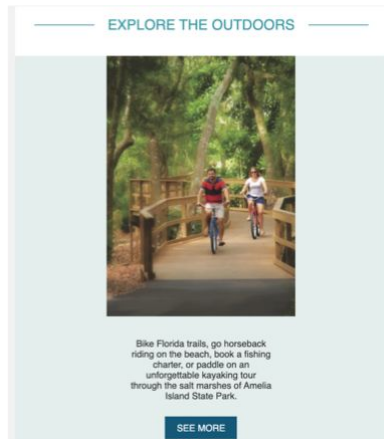
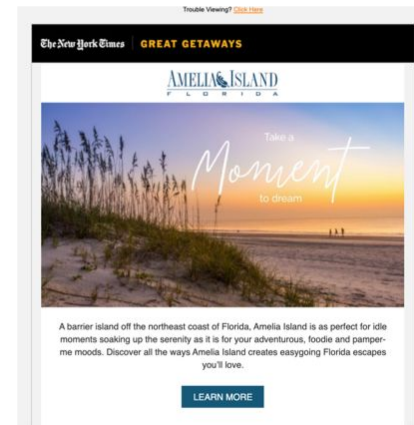


## Insights:

- Campaign spent \$8,376.20 delivered 713,147 impressions with 3,850 clicks and 0.17% CTR. Average exposure time: 25.64
- VizQuiz unit: Delivered Impressions: 525,330 Impressions with 2,364 clicks and 0.45% CTR. Engagement rate: 4.86%. 73,553 unit views
- CTV: Delivered 26,669 Impressions, 24 clicks and .09% CTR. VCR 86%
- Vvital: Delivered 161,148 Impressions and 1,462 Clicks with 0.89% CTR. 80,356 unit views, 76.4% VCR.
- Optimizations to the campaign's CTR performance continued to pay off. March drove a 0.38% CTR, April saw additional increases at 0.52%. Among all creatives, the VizQuiz saw a substantial uptick in performance, driving a 0.45% April
- Top Performing DMA: Georgia, Florida and North Carolina. Data has also shown the campaign's creative to index strongly with male audiences, as well as users within the Jacksonville and Gainesville DMA's specifically.
- Creative insights:
- Users are interested in water focused activities. On average, users responded more positively toward water focused activities. Options such as "I want to play outdoors", "My swimsuit" as well as "Paddle Boarding or Kayaking" accounted for on average 63% of user taps.
- Sport and active options that focused on sport activities such as "Play outdoors" or "Paddle Boarding or Kayaking" drove the highest number of user taps as well.

\*Industry standard CTR Benchmark: .08%. ER Benchmark 2-3%, VCR 75%

## Display Recap | New York Times



3.5M  
Average downloads  
per episode

3.6M  
Average downloads  
per episode

Cultural Voices Guiding The Way We Live



Curious Voices Unraveling Top Investigative Stories



13M  
Average downloads  
per episode

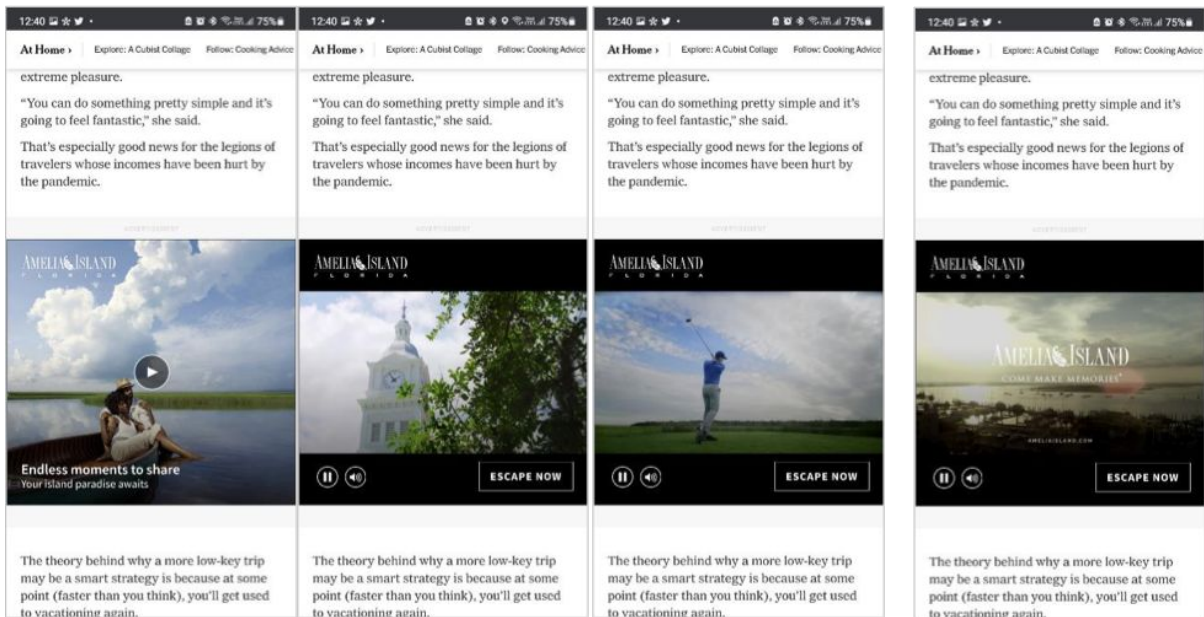
## Insights:

- New York Times Great Getaways Email ran on 4/29.
  - Email sent to 149,086 recipient with 25,248 opens 1,056 clicks and 4.18% CTR.
- Podcast: April spend was \$5,293.44 with 4039,689 downloads
  - The Daily Markets includes: New York, DC, Boston, Chicago and Philadelphia
    - Total downloads 148,501
  - Run of Podcast: US National
    - Total downloads: 218,370
  - Makegood unit downloaded Run of The Daily: 72,818

\*Industry standard open rate Benchmark: 15%



## Display Recap | New York Flex Frame

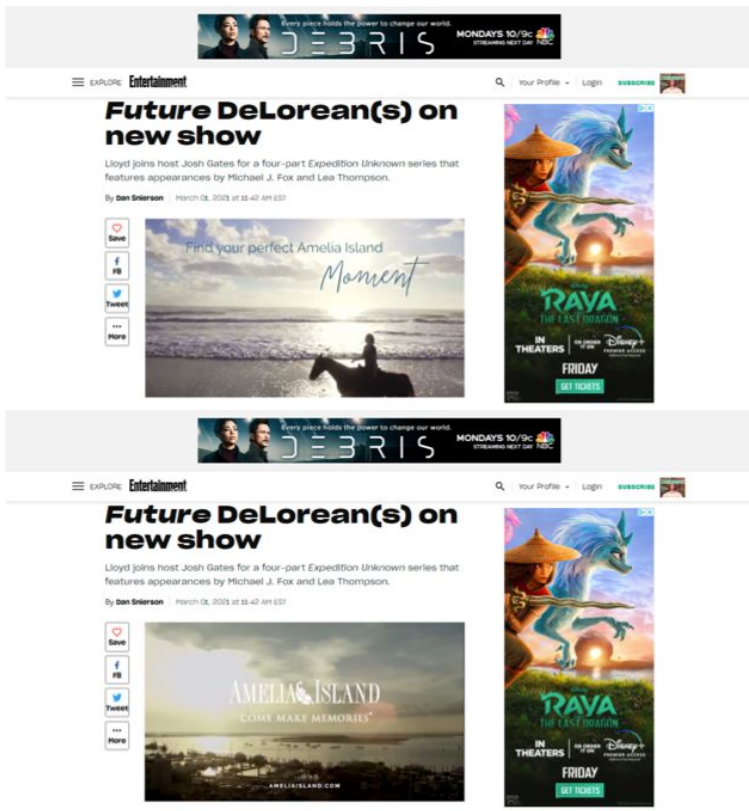


## Insights:

- April campaign spent \$16,236.07 delivered 1,111,520 impressions with 3,907 clicks and 0.35% CTR.
  - ROS Targeting based on GEO: FL, GA, NC, SC, TN, OH. Impressions delivered 636,972 with 2,273 clicks and 0.36% CTR.
  - Travel Intent Targeting with GEO's such as FL, GA, NC, SC, Atlanta, Charlotte and Nashville. Campaign delivered 415,132 impressions with 1,435 Clicks and 0.35% CTR.
  - Added value ROS US National. Delivered 59,398 Impressions with 199 Clicks and 0.34% CTR.

\*Industry standard open rate Benchmark: 15%

## Display Recap | Meredith Network



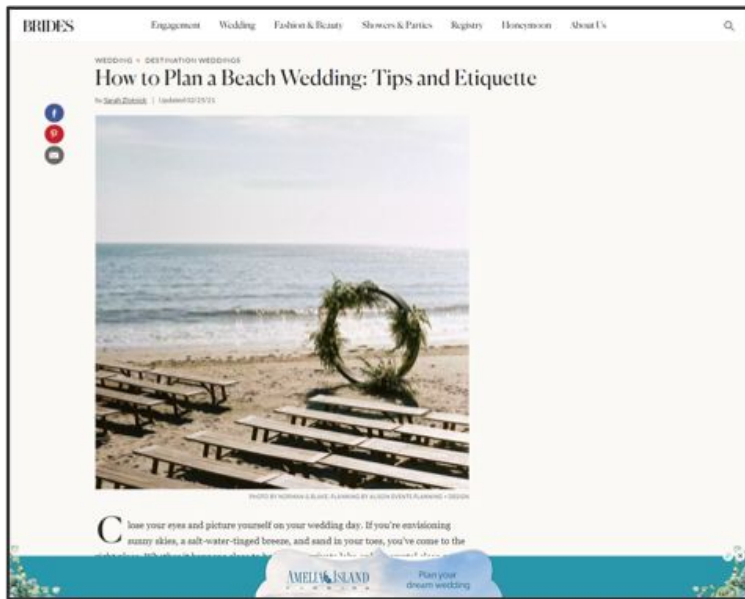
\*Meredith Benchmark: CTR 0.01%,

## Insights:

- Campaign delivered from March 1 to April 30th 219,944 impressions and 161 clicks and 0.12% CTR.
  - April campaign delivered 94,239 impressions with 102 clicks and have delivered a very impressive 0.11% CTR.
  - West Palm Beach-Ft. Pierce FL continues to have the highest CTR of all markets with a 0.18% CTR.
    - Orlando-Daytona Beach-Melbourne FL has the second highest CTR at 0.14%







### Insights:

- Campaign spend was \$11,740.80 with 1,11,568 impressions and 2,199 clicks and 0.20% CTR.
  - GumGum achieved a 0.20% CTR in April (up from a 0.12% in March)
  - Viewability: 95.65%
  - Desktop Engagement Rate: 1.32%
  - Mobile Engagement Rate: 3.10%
  - The top performing DMAs based on CTR:
    - Orlando, Charleston, Atlanta, Charlotte, and Tampa
  - The top performing verticals: Travel & Lifestyle
  - The top performing keywords: Flight, Beach, Marriage, Travel
  - The top performing day of the week: Saturday & Sunday
- Optimizations
  - Monitored poor-performing domains and made adjustments on a regular basis to ensure that performance stayed strong
  - Shifted more impressions towards Mobile/Tablet as that is where we saw stronger campaign performance

\*Benchmark: CTR Video .20-.30%, In-screen frame .50-.60% .08%, Viewability: Video 70%, In-screen frame 90%, VCR Video 75-85%,

## Meetings Recap | CVENT

### CVB

Amelia Island Convention & Visitors Bureau

CVB Copied	Apr-2020 - Apr-2020	Apr-2021 - Apr-2021	% Change YOY
CVB RFPs	2	37	1750.0%
CVB Room Nights	1,500	21,696	1346.4%
CVB RFP Value	\$470,419	\$7,596,560	1514.8%
Awarded RFPs when CVB was copied	1	1	0.0%
Awarded Room Nights when CVB was copied	53	58	9.4%
Awarded RFP Value when CVB was copied	\$21,127	\$15,842	-25.0%
CVB Response Rate	100.0%	100.0%	0.0%
CVB Average Response Time business hours	7 Hours 6 Minutes	4 Hours 21 Minutes	-38.7%
Venue Response Rate when CVB was copied	100.0%	96.7%	-3.3%
Venue Response Time when CVB was copied	13 Hours 51 Minutes	13 Hours 35 Minutes	-1.9%
Venue Bid Rate when CVB was copied	88.9%	52.9%	-40.5%

### City

Amelia Island, Atlantic Beach, Augustine, Baldwin, Elkton, Fernandina Beach, Flagler Beach, Fleming Island, Green Cove Springs, Jacksonville, Jacksonville Beach, Lake City, Macclenny, Middleburg, Neptune Beach, Orange Park, Palatka, Palm Coast, Ponte Vedra, Ponte Vedra Beach, St Augustine, St. Augustine, St. Augustine Beach, St. Johns, Starke, White Springs, Yulee(CSN)

Multi City RFP Info	Apr-2020 - Apr-2020	Apr-2021 - Apr-2021	% Change YOY
Unique RFPs	59	213	261.0%
Unique Room Nights	34,693	95,402	175.0%
Unique RFP Value	\$12,515,250	\$32,561,047	160.2%
Awarded RFPs	15	34	126.7%
Awarded Room Nights	1,866	4,829	158.8%
Awarded Value	\$505,501	\$1,636,623	223.8%
Turned Down Rate	31.1%	31.4%	0.8%
Bid Rate	59.4%	52.5%	-11.7%
Response Rate	99.1%	93.8%	-5.3%
Response Rate in Time	83.0%	82.8%	-0.3%
Average Response Time	21 Hours 56 Minutes	11 Hours 58 Minutes	-45.4%
% Turned Down when Planner Flexible	43.9%	24.9%	-43.3%
Unique Planner Orgs	30	89	196.7%
New Planner Orgs	5	12	140.0%

**Insights:** The chart to the left is only those RFPs that the DMO was copied on; the chart to the right are RFPs from the MMA (major metro area) that they reside in on our Network. The Cvent Supplier Network is a true network, and our venues and DMO's are most interested in the number of RFPs that they are receiving from our planners.

\*Industry standard open rate Benchmark: 15%

# Display Recap | Atlanta Business Forum



"national championship titles of any coach in history."



Creativity and Innovation in Business

**JUNE:** Steve Cannon is the former CEO of Mercedes Benz USA, now the CEO of AMB group in Atlanta. He is a graduate of the U.S. Military Academy at West Point.

**JULY:** Brian Solis is a world-renowned digital anthropologist and futurist. He's now the Global digital analyst for SALESFORCE.

**AUGUST:** Patrick Lencioni is president of The Table Group and is the pioneer of the organizational health movement. He is the author of 11 books, which have sold over 6 million copies and been translated into more than 30 languages. He is one of the country's leading authorities on leadership, teamwork and organizational health.

**SEPTEMBER:** Raising Cane's CEO Todd Graves is considered one of the nation's most-admired CEOs, according to Glassdoor. He founded what has emerged as one of the fastest growing franchises in America. Todd is a celebrity from Secret Millionaire and has a new show airing on the Food Channel.

MEET FEBRUARY'S GUEST



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Please fill out the below form to access last month's webcast

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First  Last

Email \*

By accessing this webcast, you are agreeing to receive emails from Atlanta magazine. \*

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THIS MONTH'S BUSINESS FORUM

APRIL 16: FEATURING SPECIAL GUEST COACH NICK SABAN ( BROUGHT TO YOU BY AMELIA ISLAND)

Nick Saban is the head coach of the Alabama Crimson Tide. He's widely considered one of the greatest coaches of all time, known for team building and success strategy. He's a two-time National Coach of the Year and has won the most national championship titles of any coach in history.



[REGISTER FOR FREE](#)

WATCH MARCH'S BUSINESS FORUM WEBCAST FOR FREE

Please fill out the below form to access last month's webcast

Name \*

First  Last

SPECIAL THANKS TO THIS MONTH'S PARTNER



UPCOMING GUESTS

**MAY:** Josh Linkner is a world-renowned innovation expert who is also the No. 1 Most Booked Speaker in the country. He's a five-time tech entrepreneur and New York Times bestselling author. His topic: Creativity and Innovation in Business

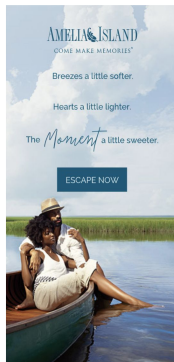
**JUNE:** Steve Cannon is the former CEO of Mercedes Benz USA, now the CEO of AMB group in Atlanta. He is a graduate of the U.S. Military Academy at West Point.

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**AUGUST:** Patrick Lencioni is president of The Table Group and is the pioneer of the organizational health movement. He is the author of 11 books, which have sold over



2021 will certainly hold many changes and more challenges for those in business, so it makes sense to learn from successful top executives, experts, and global thought leaders as we navigate the year. That is the idea behind the 21st Century Business Forum, presented by Atlanta magazine. On the second Wednesday of each month, the Business Forum will be hosted by best-selling author Jon Gordon, who will interview guests in a Q&A format. The genesis for the forum is to provide insight, ideas, and inspiration, from top businesspeople and thought leaders in America to entrepreneurs, small business owners,



# Atlanta

BUSINESS FORUM

April 2021: Nick Saban

Website/Webinar Overview

Total registrants: 177

Webpage views: 1,633

Display ad impressions: 586,016

Email

Promotional emails: 4

Total sends: 77,682

Total opens: 17,784

Open rate: 22.89%

Total clicks: 1,511

CTR: 8.50%

Social

Total posts: 3 Facebook,

3 LinkedIn, 5 Twitter

Total impressions: 25,988

Total engagements: 164

Total clicks: 57

OVERALL IMPRESSIONS: 631,503

Sponsored By

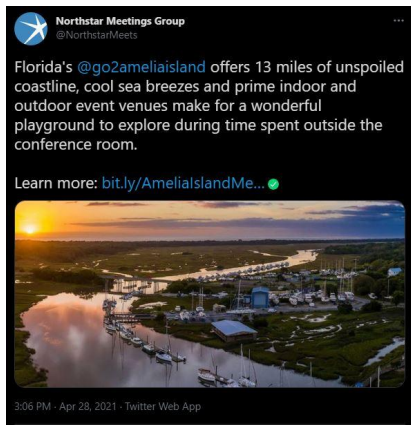


Included display ads on webpage; logo on webpage, emails, and display; and :30 video spot.

Total advertiser impressions: 605,515



## Meetings Recap | Northstar



Meet on Amelia Island, Florida



Brainstorms meet blue skies. Discover the authentic charm, wide-open natural spaces, and unique venues and accommodations of this meetings-friendly barrier island off Florida's northeast coast.

## Insights:

Display units ran from April 21st – 29th, generated 2,213 impressions with 9 clicks and 0.41% CTR.

Featured Content deployed 4/17 and 4/26:

- Impressions: 85,528
- Unique Opens Rate: 18.68%
- Opens: 23,455
- Clicks: 132
- Click Rate: 0.20%
- Open Rate: 27.42%
- CTOR: 0.56%

\*Industry standard open rate Benchmark: 15%





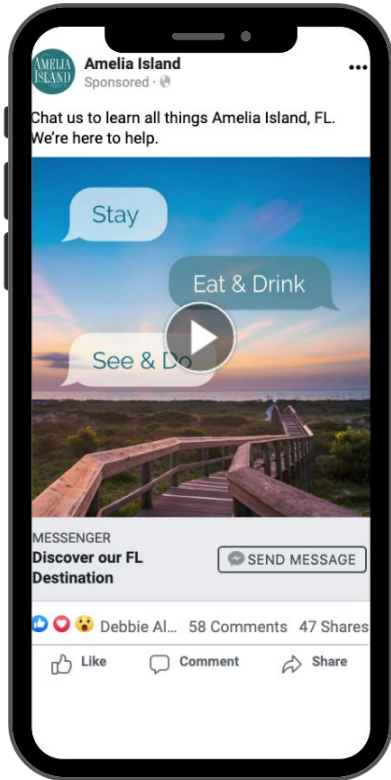


02

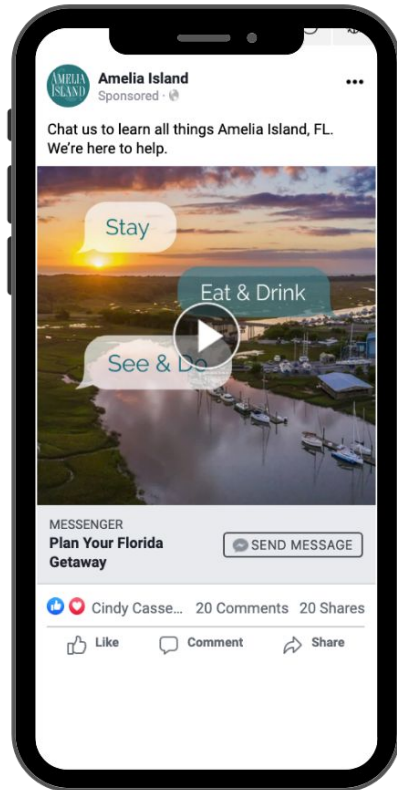
# PAID SOCIAL



## Paid Social | Recap



Top performing creative

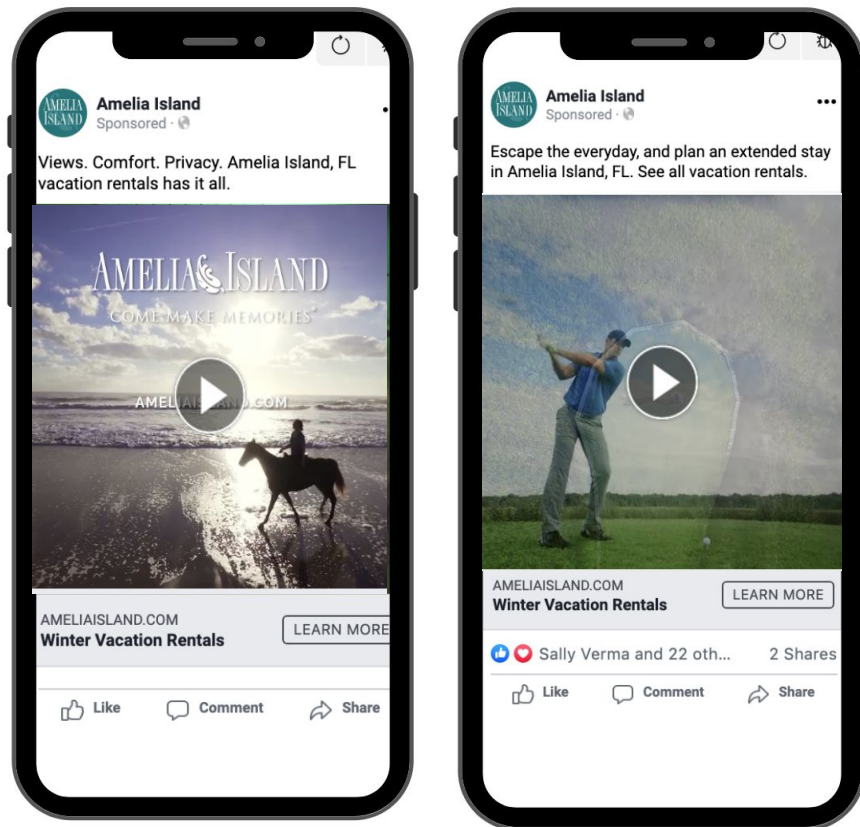


### Insights:

- Paid social budget was reduced by 70% in April. As a result metrics are down MoM.
- Campaigns delivered **1,802,515 impressions** (-52% MoM) and **reached 857,282** unique people (-39% MoM) and drove **19,139** (-26%).
- The Chatbot campaign continues to drive the most engagement
- Chatbot Engagement
  - 423 reactions
  - 37 comments
  - 13 post saves
  - 65 post shares



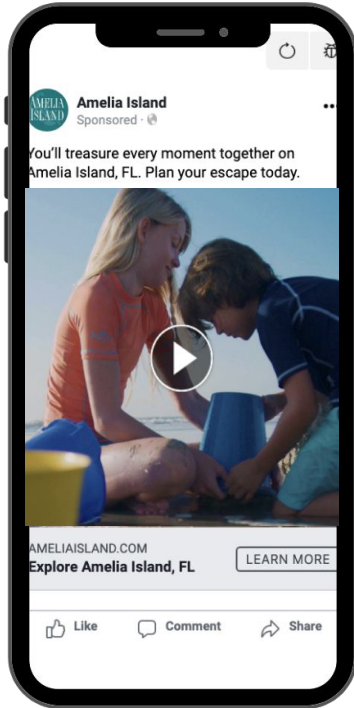
## Paid Social | Recap



### Insights:

- Vacation Rentals campaign is targeting Snowbirds and Multi-generational families.
  - April optimization for clicks to the website over views
    - 2,779 clicks (+277% MoM)
    - TruViews: 13,714 (-87% MoM)
    - Average view time: 00:04
    - Cost per view: \$0.07
    - Clicks: 3,638 (397% MoM)
- Multi-Generation
- Generated 61% of total clicks
  - Average view time 00:04
  - Horse video becomes the top performing video followed by Golf.
- Snowbirds
- Car creative becomes the top performing video

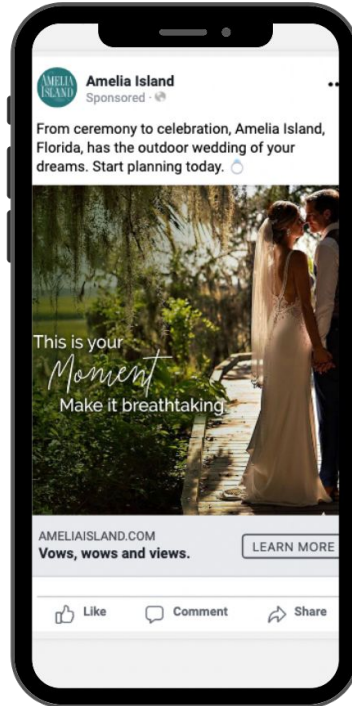
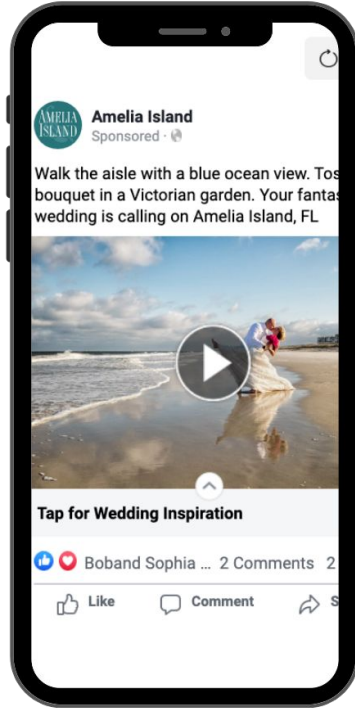
## Paid Social | Recap



### Insights:

- Moments Video
  - TruViews: 90,899 232,133
  - Average view time: 00:05
  - Cost per view: \$00.01
  - The family became to the top performing creative, driving 48% of total views

## Paid Social | Recap



### Insights:

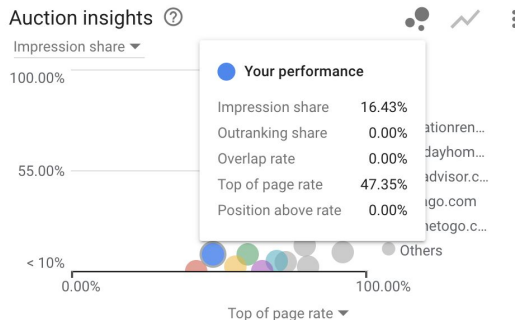
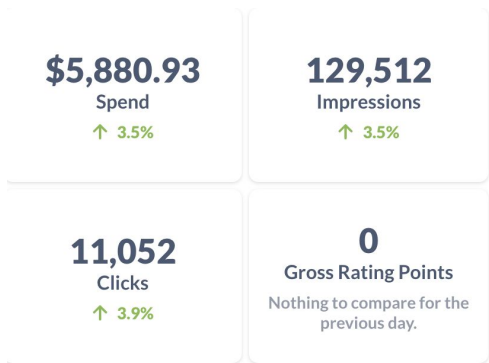
- Weddings Instant Experience
  - Drove 1,165 clicks at a CTR of 0.93% (above industry average)
  - Average view time: 17 seconds
  - Average completion time: 71%
- Dynamic Ads
  - Drove 764 clicks at a CTR of 1.15% (1.3xs higher than industry average)



03

# PAID SEARCH

## Paid Search | Recap



## Insights:

- Campaign spent \$ 5,880.93 in April (including Meetings), delivered 129,512 impressions (-9% MoM) and 11,052 clicks (+0.3% MoM) at a CTR of 8.53% (+11% MoM)
  - Meetings campaign spent \$971.11, delivered 9.443 impressions and 209 clicks.
- Impressions share is 17% (0% MoM) meaning our ads are showing up 17% of the time from the impressions we are eligible to receive. This is due to increased competition in the travel sector, however, we are faring pretty good based on budget vs. competitors' much larger budgets
- Top of page rate increased to 47% (+9% MoM), which means our ads showed up at the top of the search engine results page 47% of the time
  - Ads have remained top of page despite competition, which means Google considers our ads more relevant than competitors' ads
- In April SMI implemented new ad copy refresh, which helped increase top of page rate and a much improved CTR
- Top markets (in order): Tampa, Orlando, Atlanta

+amelia +island +things +to +do	+florida +getaways	+events +planning
+amelia +island	+weekend +getaways	"events planning"
+amelia +islands	+couples +getaway	+corporate +retreat
+fernandina +beach	+romantic +getaways +in +florida	+corporate +events
+things +to +do +in +amelia +island	"florida getaways"	"corporate retreat"
Top Keywords Loyalists	Top Keywords Prospects	Top Keywords Meetings

**WE ARE** 





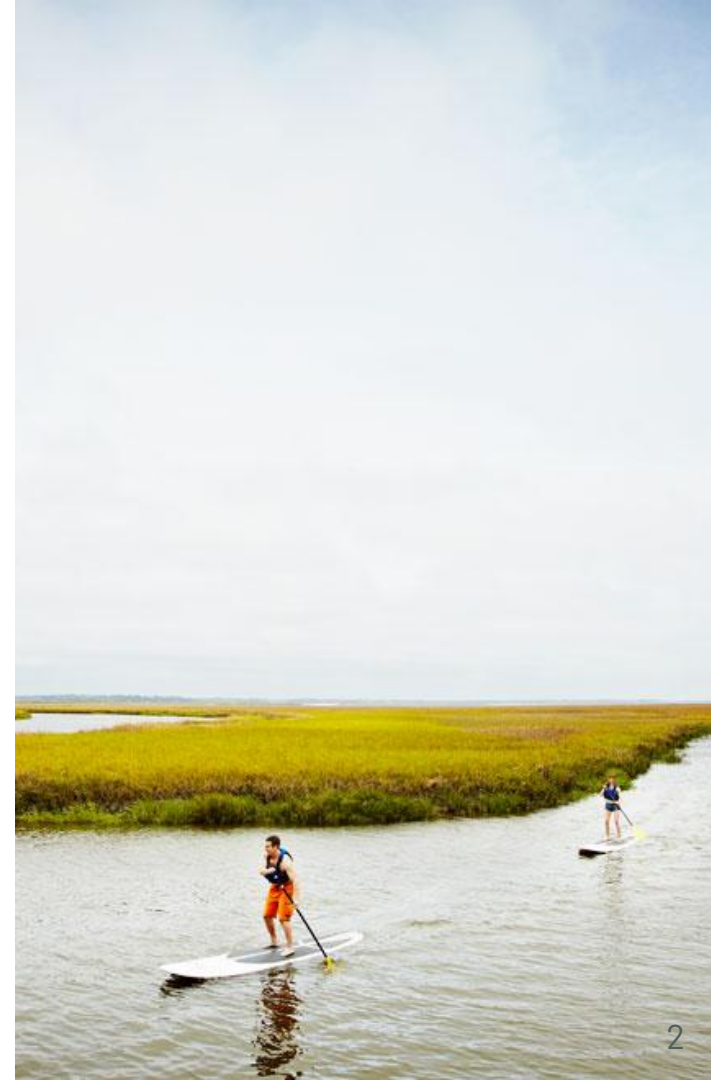
# May 2021 Report Paid Media Recap

AMELIA ISLAND | 6.29.2021

## EXECUTIVE SUMMARY | Objective and Overview

**Objective:** To increase awareness and visitations to Amelia Island through an integrated digital media strategy using comprehensive tracking, combined with travel data to inform targeting and media placements to prospects in key drive markets.

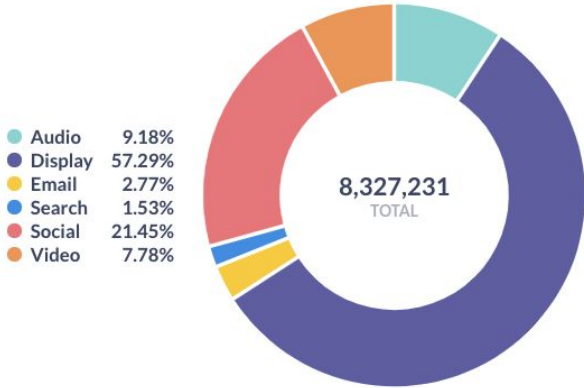
- Target audiences:
  - Loyalist and Prospects
  - Interest in Beach, Culture, History, Shopping, Dining and Golf
  - Target includes: Vacation Rental and Multi-generation.
  - Meetings campaign targeting: Meeting planners and groups.
  - Weddings campaign target: Milestones, anniversaries, Engagements, Vow renewal
- Markets Includes: Atlanta, Savannah, Charlotte, Nashville, Charleston, All Florida markets (West Palm Beach, Jacksonville, Tampa, Orlando)
- May campaign generated 8,327,231 Impressions with 48,125 clicks and 0.58% CTR.



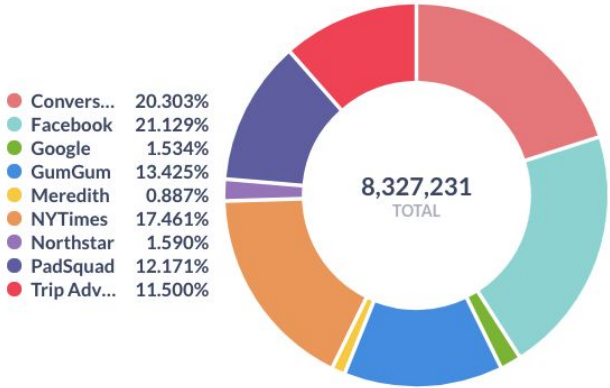
EXECUTIVE SUMMARY | Objective and Overview (May 2021)



Impressions by medium



Impressions per Source



**\$104,025.62**

Spend

↑ 2.8% • was \$101,166.19 last day

**8,327,231**

Impressions

↑ 3.6% • was 8,037,250 last day

**48,125**

Clicks

↑ 2.5% • was 46,954 last day

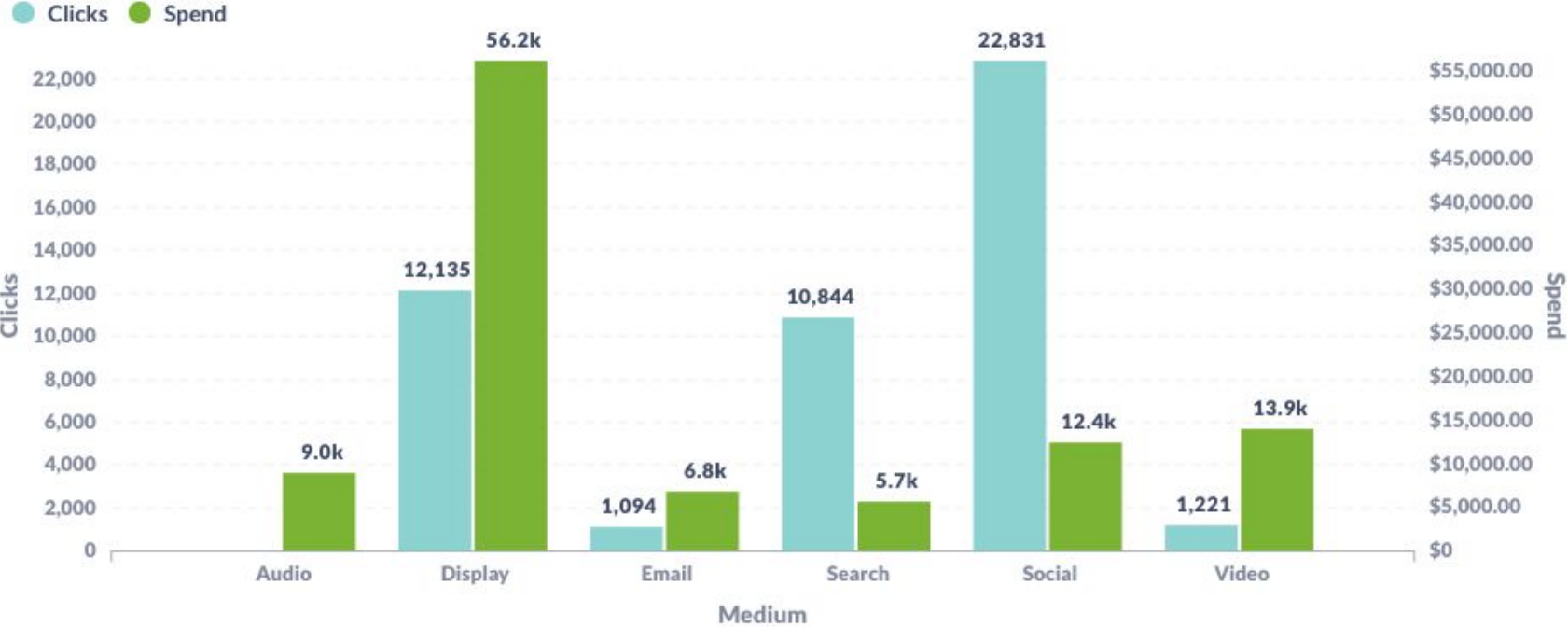
**0.58%**

CTR

EXECUTIVE SUMMARY | Media performance (May 2021)



Clicks & Impressions per Medium





## EXECUTIVE SUMMARY | Landing Page

Users  
All Users  
**103,791**

SMI Paid Media  
**26,070**

New Users  
All Users  
**100,604**

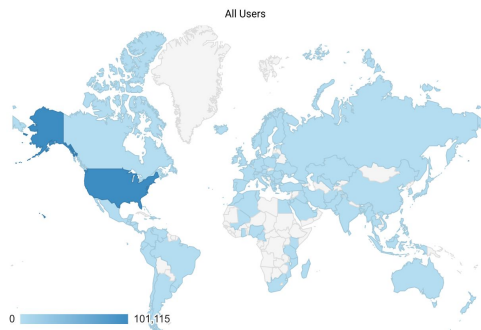
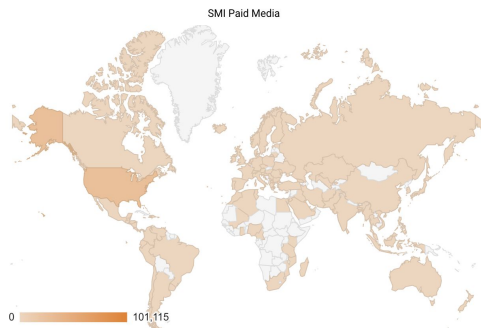
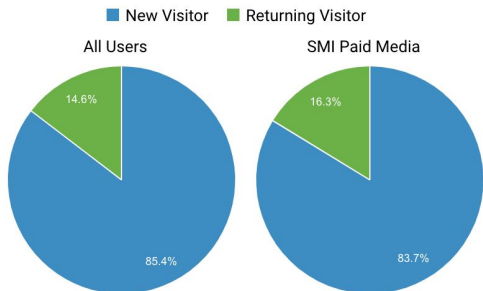
SMI Paid Media  
**23,917**

Sessions  
All Users  
**126,938**

SMI Paid Media  
**29,902**

Number of Sessions per User  
All Users  
**1.22**

SMI Paid Media  
**1.15**



## Insights:

- Sessions: 126,938 (-13% MoM)
- New Users: 100,604 (-14% MoM)
- Pageviews: 256,668 (-15% MoM)
- Pages per session: 2.02 (-40% MoM)
- Bounce Rate: 57.90% (+0% MoM)
- Average session duration: 00:01:45 (+0% MoM)
- 29% of total web traffic can be attributed to paid media efforts
- Top Metro Areas:
  - Jacksonville
  - Atlanta GA
  - Orlando-Daytona
  - Miami-Ft.Lauderdale
  - (not set)
  - Tampa

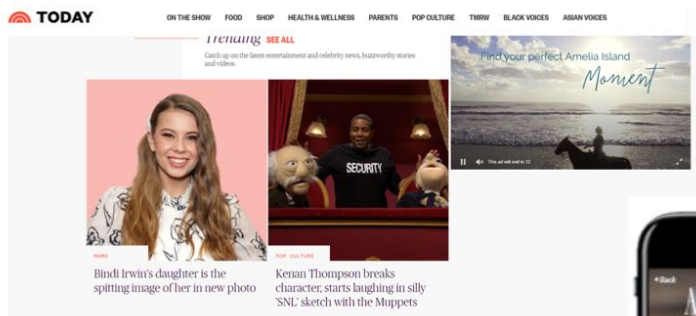




01

# DISPLAY

## Display Summary | Conversant

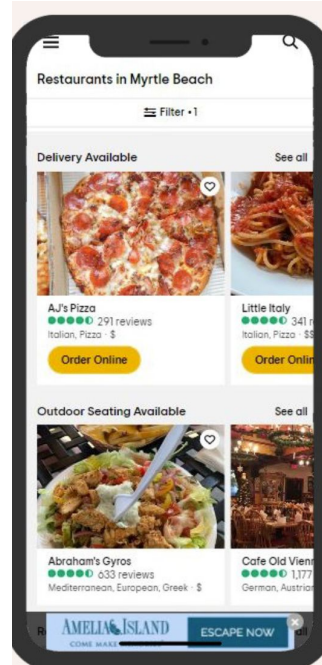
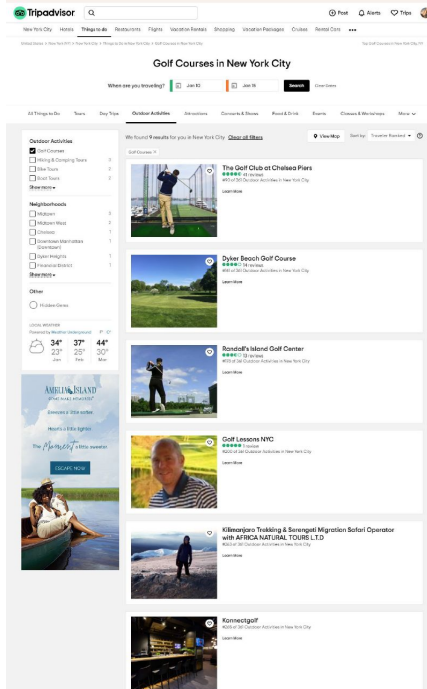


## Insights:

- Campaign spend \$21,290 and delivered 1,543,282 Impressions with 2,182 clicks, 0.14%. Messaged Site visits 1,116 with 244,706 impressions delivering 75% Video completed views.
  - Prospect drove more engagement (0.11%) CTR over Loyalist Market (.09%).
  - Video engagement: 73% VCR
  - Mobile VCR increased in May (74%) due to more targeted optimizations
  - CTT/OTT continues to drive strong and efficient engagement: 99% VCR
  - The Quadrant drove higher engagement in May: 0.13% CTR
- Amelia Website insights:
  - Travel Audience Insights: Users engaging with the Amelia site are highly interested in Hotels, Car Rentals, Budget and International Travel
  - Females are driving the majority of site visits, roughly 70%
  - 70% of the adults engaging with the site are married with a college education
- Recommendations:
  - Shift budget to the Prospects market now that travel is on the rise as more consumers get vaccinated
  - Update current banner creative to prevent creative fatigue.
- Optimizations for the month into April:
  - Daily adjustments to ensure we are efficiently managing reach across all tactics to reach new users
  - Fine-tuning and refreshing click models to find the best performing users and sites
  - Rotating and testing new inventory sources across all media channels

\*Industry standard CTR Benchmark: .08%. VCR Benchmark 70-75%, CTV/OTT Benchmark 97-99%

## Display Recap | TripAdvisor

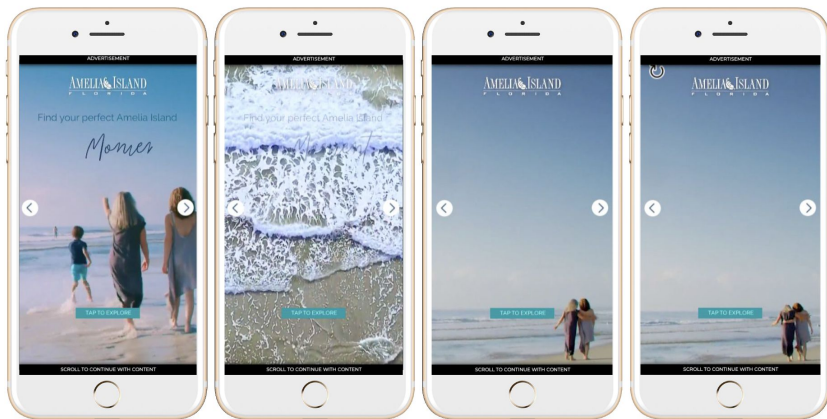


## Insights:

- Campaign spend \$12,108.68 delivering 903,075 impressions, 1,486 clicks and 0.16% CTR.
- Amelia Island: Impressions 778,074 with 1,186 clicks and 0.15% CTR.
- Top Performing tactic:
  - Both Prospects and Loyalists performed above standard: Beach/Art & Culture/Culinary/ Golf & Adventure/National Parks & Florida Retargeting the top performing tactic with 0.16% CTR.
  - Florida Pages targeting Prospects continue to be a strong placement with 199,671 impressions served, 345 clicks and 0.17% CTR
- Ritz Carlton: Delivered Impressions: 36,645 with 92 clicks and 0.25% CTR
- Elizabeth Pointe: Delivered 36,743 impressions with 119 clicks and 0.32% CTR.
- Villas : Delivered 51,613 impressions with 89 Clicks and 0.17% CTR

\*Industry standard CTR Benchmark: .08%

## Display Recap | PadSquad



## Insights:

Campaign spent \$10,760.26 delivered 992,055 impressions with 5,301 clicks and 0.54% CTR. Average exposure time: 18s

- VizQuiz unit: Delivered Impressions: 771,955 Impressions with 3,124 clicks and 0.40% CTR. Engagement rate: 11.8%. 222,091 unit views
- CTV: Delivered 27,131 Impressions, 72 clicks and .27% CTR. VCR 64.7%
- Vvital: Delivered 192,969 Impressions and 2,105 Clicks with 1.42% CTR. 81,511 unit views, 78.6% VCR.
- Optimizations: Consistent and aggressive optimizations resulted in an average daily increase to CTR of 0.02%. Performance at the campaign level increase from 0.52% in April to 0.56% in May.
- May flight indexed strongly among parents. Particularly, those with children aged 12-24 months old.
- Top Performing unit: VizQuiz Wins among all increases to performance seen throughout the month of May, the most significant came from the VizQuiz's increase in ER. The creative's ER performance more than doubled from April to May, jumping from 4.86% in April to 11.8% in May.

## Display Recap | New York Times

Date: May 20, 2021 at 9:54 PM  
To: amelia@nytimes.com

**THE NEW YORK TIMES GREAT GETAWAYS**

**AMELIA ISLAND FLORIDA**

Find your perfect Moment

You're just in time to make this summer something to remember on Amelia Island, located off Florida's NE coast. Play on uncrowded beaches. Go horseback riding through the surf. Relax as you kayak through the serenity of salt marshes. Explore a variety of restaurants, shops and cultural attractions. And you'll enjoy the comfort, style and service of accommodations that place you beachfront, golfside, or in the heart of the historic downtown. Find your summer getaway now.

**STAY AND SAVE**

**THE RITZ-CARLTON, AMELIA ISLAND**

Your luxury escape awaits at [The Ritz-Carlton, Amelia Island](#). Save up to 20% on deluxe beach accommodations, plus complimentary valet parking and a \$100 per-day resort credit. Enjoy your private balcony with breathtaking ocean views, a healing spa treatment, a night of fine dining, and more. Create beach vacation memories you'll remember forever. Use promo code L50 when you book.

**BOOK NOW**

**OMNI AMELIA ISLAND RESORT**

Discover oceanfront elegance and endless adventure at [Omni Amelia Island Resort](#). Accommodations offer stunning views of the Atlantic, while activities range from award-winning golf, tennis, and world-class pools to nature trails and kayaking excursions. Choose a special offer or package that's perfect for you.

**BOOK NOW**

**COURTYARD BY MARRIOTT AMELIA ISLAND**

In the true spirit of southern hospitality, the brand-new [Courtyard by Marriott Amelia Island](#) invites you to relax and soak up the ocean breeze just a little bit longer. Enjoy an extended stay with special rates for stays longer than five consecutive nights. That's a \$20 savings on each night's rate!

Just steps from the beach and right at the entrance to Fort Clinch, Courtyard by Marriott Amelia Island offers a resort-style pool deck and amenities, plus all that the island has to offer. This exclusive offer is available through September 6, 2021. Book now and use promo code LTD.

**BOOK NOW**

[AmeliaIsland.com](#)

Amelia Island Travel Development Council  
102 Center Street • Amelia Island, FL 32004  
Tel 904-271-6717 • [info@ameliaisland.com](#)

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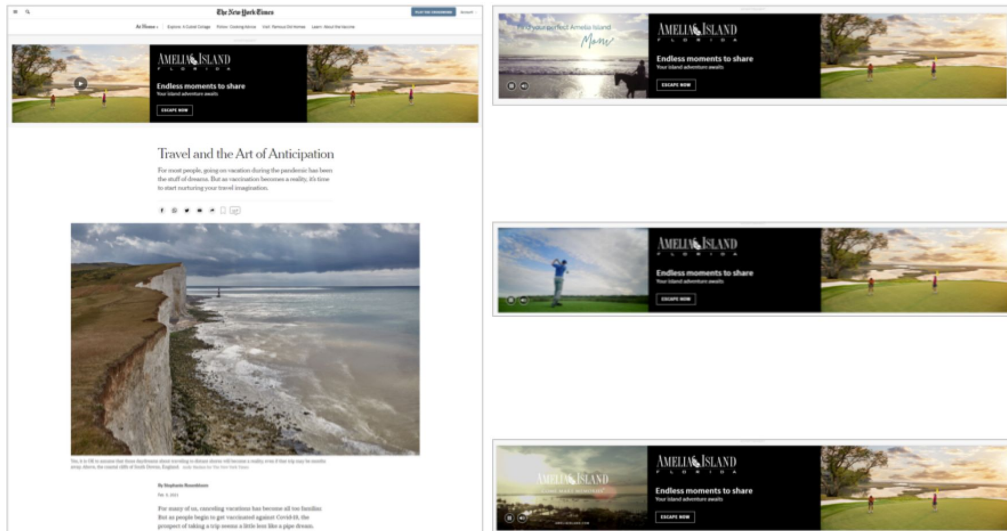
<b>The Daily</b> Average downloads per episode: 3.5M	<b>This American Life</b> Average downloads per episode: 3.6M	<b>Flash Briefing</b>	<b>The Argument</b>	<b>Sway</b>	<b>Nice White Parents</b>
<b>Cultural Voices Guiding The Way We Live</b>					
<b>The Book Review</b>	<b>Still Processing</b>	<b>Popcast</b>	<b>Modern Love</b>	<b>Together Apart</b>	<b>Sugar Calling</b>
<b>Curious Voices Unraveling Top Investigative Stories</b>					
<b>Caliphate</b>	<b>1619</b>	<b>The Jungle Prince</b>	<b>Rabbit Hole</b>	<b>SERIAL</b> Average downloads per episode: 13M	<b>S-TOWN</b>

## Insights:

- New York Times Great Getaways Email ran on 5/20.
  - Email sent to 152,417 recipient with 20,236
  - opens 919 clicks and 0.60% CTR.
  - Campaign under-delivered total subscribers and NYT to provide a makegood unit. Value\$6,800
- Podcast: May spend was \$4,501.4 with 367,047 downloads
  - The Daily Markets includes: New York, DC, Boston, Chicago and Philadelphia
    - Total downloads 130,627
  - Run of Podcast: US National
    - Total downloads: 179,172
  - Makegood unit downloaded Run of The Daily: 57,248



## Display Recap | New York Flex Frame



## Insights:

- May Flex Frame campaign ended on 5/15 and spent \$7,870.42 delivered 537,031 impressions with 1,732 clicks and 0.32% CTR.
  - ROS Targeting based on GEO: FL, GA, NC, SC, TN, OH. Impressions delivered 311,949 with 985 clicks and 0.32% CTR.
  - Travel Intent Targeting with GEO's such as FL, GA, NC, SC, Atlanta, Charlotte and Nashville. Campaign delivered 202,381 impressions with 660 Clicks and 0.33% CTR.
  - Added value ROS US National. Delivered 22,701 Impressions with 87 Clicks and 0.38% CTR.
- **To Performing Creative: US Geo**
  - Beach Creative - 0.36%
  - Romance Creative - 0.34%
  - Golf Creative - 0.32%
- **Top Performing Creative: Topic Targeted | Travel, Cooking, Golf, Restaurant Reviews**
  - Romance Creative - 0.34%
  - Beach Creative - 0.15%
  - Golf Creative - 0.15%

\*Industry standard open rate Benchmark: 15%

AMELIA ISLAND



## Display Recap | Meredith Network



Every price tells the power to change our world. MONDAYS 10/9c  
OT/REUNION NEXT DAY 10/10c

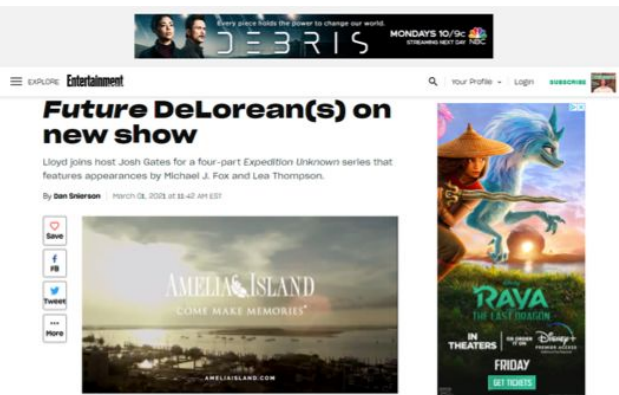
EXPLORE **Entertainment** Your Profile Login SUBSCRIBE

### Future DeLorean(s) on new show

Lloyd joins host Josh Gates for a four-part Expedition Unknown series that features appearances by Michael J. Fox and Lea Thompson.

By Dan Snierson March 18, 2023 at 11:42 AM EDT

Save FB Twitter Print



Every price tells the power to change our world. MONDAYS 10/9c  
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EXPLORE **Entertainment** Your Profile Login SUBSCRIBE

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By Dan Snierson March 18, 2023 at 11:42 AM EDT

Save FB FB Twitter Print

We know that COVID-19 travel restrictions are continuously changing. Please use this newsletter and the content within to serve as guidance and inspiration for future travel.

View in Spanish


## TRAVEL+LEISURE

Dear Travel + Leisure member:  
We're always searching for special offers to benefit Travel + Leisure members. Here's an offer from one of our partners that we thought might interest you.

### Great moments. Amazing memories. Always Amelia Island.

This little island off the northeast coast of Florida is rich with diverse experiences just waiting to be uncovered. Explore the cultural, adventurous, village and luxe sides of Amelia Island, and you'll come home with amazing memories.

LEARN MORE



### Get Swept Up in History, Culture and Nature

The Isle of eight flags invites you to relive history at beachside Fort Clinch State Park and the Amelia Island Lighthouse, the oldest in Florida. Take a walking tour of Fernandina Beach's stately Gilded Age homes. Then explore the island's timeless side as you paddle through the salt marshes, hike nature trails, or venture off shore on a fishing charter.

EXPLORE NOW

### Play All Day in Downtown Fernandina Beach

This historic district is a paradise of eclectic finds. Shop boutiques filled with local treasures. Explore the Arragatous Amalek on the 2nd Saturday of every month. One outdoors at your choice of restaurants serving international cuisines, casual fare or delicious seafood, including local flavors like shrimp and grits starring Mayport shrimp.

GET MOVED

### Find Your Favorite Way to Stay

Dreams of paradise come true on Amelia Island. Soak up the amenities and service of Omni Amelia Island Resort or The Ritz-Carlton Amelia Island. Spread out in beachfront vacation rentals that give you the space and privacy you crave. Set up steps away from the sand with your choice of comfortable hotels and motels. Or swoon over downtown Fernandina's Victorian B&Bs, featuring secret gardens, porches and Southern hospitality.

START PLANNING

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Meredith Corporation, 1775 Avenue of the Stars, Suite 1500, Englewood, CO 80155 ©2021. All Rights Reserved.  
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## Insights:

- The Pre-roll campaign ran from March - May, 31st and has delivered 312,471 impressions with 334 clicks and 0.11% CTR.
  - Top performing markets:
    - West Palm Beach-Ft. Pierce and Jacksonville
- **Travel and Leisure Email deployed on 5/20.**
  - Sent: 38,001 Subscribers but delivered to 37,742
  - Total Opened: 9,886 with a 26.19% Open Rate
  - Clicks: 496
  - CTOR: 1.31%

\*Meredith Benchmark: CTR 0.01%,

AMELIA ISLAND

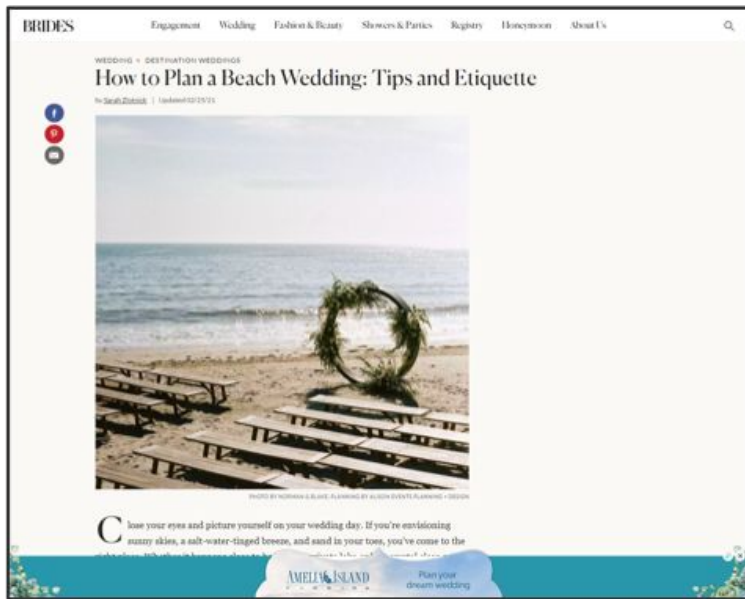




Why Amelia Island Is One of Florida's Hidden Gems



	Campaign	Target
Page Views	39,179	15,000
Cost Per View	\$0.38	\$1.00
Reach	1,900,635	1,500,000
CPM	\$7.89	\$10.00
Social Actions	3,539	300
Total Engagements (Page Views+ Social Actions)	42,718	15,300
Scroll Rate	58%	50%
CTR to Destination Site via Story Links	13%	10%
Time on Story	6:24 minutes	2:30 minutes
Total Time with Content	4,179 hours	625 hours



### Insights:

- The Wedding campaign ended on 5/31 and delivered in full. 2,539,466 impressions and 5,110 clicks and 0.20% CTR.
  - GumGum achieved a 0.20% CTR in April (up from a 0.12% in March)
  - Viewability: 94.54%
  - Desktop Engagement Rate: 1.24%
  - Mobile Engagement Rate: 3.39%
  - The top performing DMAs from a CTR perspective were:
    - Jacksonville, Atlanta, Greenville, Orlando, and South Florida
  - The top performing verticals: Travel & Lifestyle
  - The top performing keywords: Flight, Beach, Marriage, Travel
  - The top performing day of the week: Saturday & Sunday

\*Benchmark: CTR Video .20-.30%, In-screen frame .50-.60% .08%, Viewability: Video 70%, In-screen frame 90%, VCR Video 75-85%,

## Meetings Recap | CVENT

CVB
Amelia Island Convention & Visitors Bureau

CVB Copied	May-2020 - May-2020	May-2021 - May-2021	% Change YOY
CVB RFPs	0	30	Infinity
CVB Room Nights		17,572	Infinity
CVB RFP Value		\$6,061,927	#Error
Awarded RFPs when CVB was copied	0	0	0.0%
Awarded Room Nights when CVB was copied	0	0	0.0%
Awarded RFP Value when CVB was copied	\$0	\$0	0.0%
CVB Response Rate	NaN	79.3%	NaN
CVB Average Response Time business hours		8 Hours 16 Minutes	Infinity
Venue Response Rate when CVB was copied	NaN	98.1%	NaN
Venue Response Time when CVB was copied		18 Hours 50 Minutes	Infinity
Venue Bid Rate when CVB was copied	NaN	41.7%	NaN

City			
Amelia Island, Atlantic Beach, Augustine, Baldwin, Elkton, Fernandina Beach, Flagler Beach, Fleming Island, Green Cove Springs, Jacksonville, Jacksonville Beach, Lake City, Live Oak, Macclenny, Middleburg, Neptune Beach, Orange Park, Palatka, Palm Coast, Ponte Vedra, Ponte Vedra Beach, St Augustine, St. Augustine, St. Augustine Beach, St. Johns, Starke, Yulee(CSN)			
Multi City RFP Info	May-2020 - May-2020	May-2021 - May-2021	% Change YOY
Unique RFPs	52	201	286.5%
Unique Room Nights	24,772	107,732	334.9%
Unique RFP Value	\$9,020,597	\$33,319,270	269.4%
Awarded RFPs	11	37	236.4%
Awarded Room Nights	1,976	3,120	57.9%
Awarded Value	\$750,259	\$1,152,125	53.6%
Turned Down Rate	20.6%	37.0%	79.8%
Bid Rate	71.0%	48.8%	-31.3%
Response Rate	93.0%	93.6%	0.6%
Response Rate in Time	83.2%	83.1%	0.0%
Average Response Time	14 Hours 13 Minutes	12 Hours 7 Minutes	-14.8%
% Turned Down when Planner Flexible	25.0%	33.1%	32.6%
Unique Planner Orgs	29	95	227.6%
New Planner Orgs	7	15	114.3%

**Insights:** The chart to the left is only those RFPs that the DMO was copied on; the chart to the right are RFPs from the MMA (major metro area) that they reside in on our Network. The Cvent Supplier Network is a true network, and our venues and DMO's are most interested in the number of RFP's that they are receiving from our planners.

\*Industry standard open rate Benchmark: 15%




## Meetings Recap | Northstar

### What's Next for Association Meetings?

Find answers in the upcoming webinar, "What's Next for Association Meetings?" on July 16, 2021 at 2 p.m. CDT. Northstar's event planning and association management experts bring you all your questions about planning networking programs, and how to get the full experience.

Currently president and CEO of the Chicago-based Association Forum, Moore will move into AMIA's top role following Susan Robinson, CMC, who has been steering the organization through the past difficult year since the death of president and CEO John Graham IV, FACHE, CMC in January 2020. Moore has been with the Association Forum since 2014.


"When a thought and extensive event process, the board of directors has voted unanimously to name Michelle Moore as its new president and CEO," said Stephen J. Graham, president and CEO of the Association of Commercial Products Association, chair of the AMIA board and one of the search committee. "Through her career, Michelle has demonstrated a commitment to the association community and AMIA, and a proven ability to drive alignment and results in a complex, multi-stakeholder environment."





Michelle Moore will lead AMIA starting in September.


More than 400 association executives and industry partners are members of AMIA, representing 747 organizations. The group provides resources, education, ideas and advocacy to support the association and nonprofit community.

### Most Popular

- 

It's Time for Change: Refresh Denver
- 

Quarterly Business
- 

Daily Briefing for the Regenerative South
- 

Destination West



**Why Amelia Island for Your Next Meeting or Event?**  
Learn why you should host your next planning, retreat or conference on Amelia Island.



**Why Amelia Island for Your Next Meeting or Event?**  
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### Featured Northstar Meetings Group Events



**DESTINATION WEST**

June 6 - 8, 2021  
Denver



**DESTINATION CARIBBEAN**

July 17 - 19, 2021  
Aruba

### Meet on Amelia Island, Florida



Brainstorms meet blue skies. Discover the authentic charm, wide-open natural spaces, and unique venues and accommodations of this meetings-friendly barrier island off Florida's northeast coast.

## Insights:

The Destination Guide Campaign consists of several marketing channels to drive awareness of Amelia Island as a meetings destination. The campaign mix includes display, social, email, newsletters and native ads.

- Total Impressions to-date: 149,753
- Page Views: 0.65%

May 26th Meeting News Daily: How Vaccine Passports will work. Sent to 42,138 subscribers.

- Open 13,799
- Open Rate: 32.75%
- Clicks: 33 / 0.24% CTR.

May 4th, Email Campaign deployed to 36,016 subscribers.  
Subject Line: Where to Meet on Amelia Island Spring

2021

- Open: 10,278
- Open Rate: 28.54%
- Clicks: 141
- CTR: 1.37%

\*Industry standard open rate Benchmark: 15%

AMELIA ISLAND



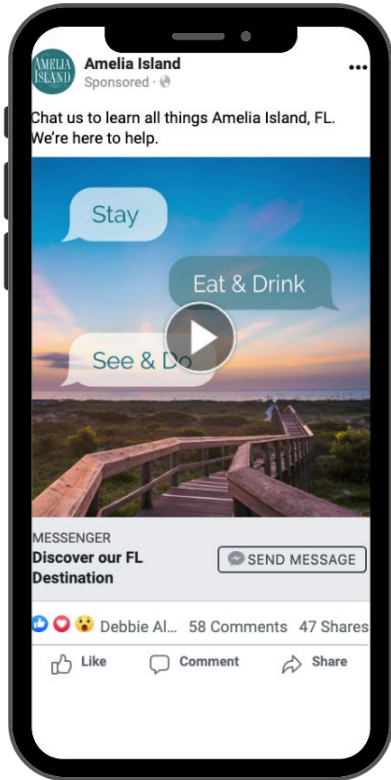


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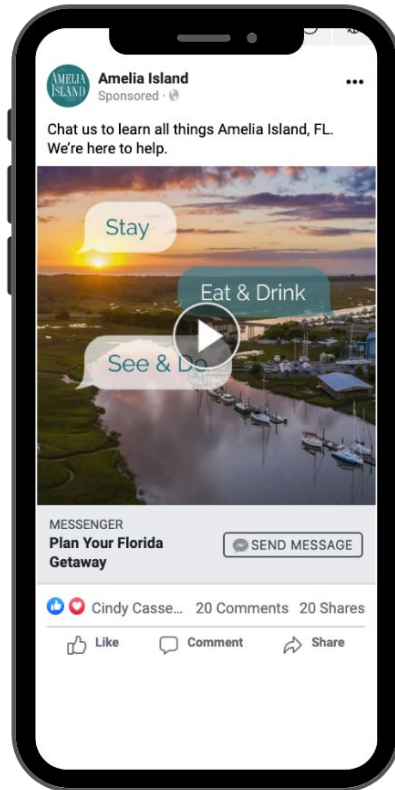
# PAID SOCIAL



## Paid Social | Recap



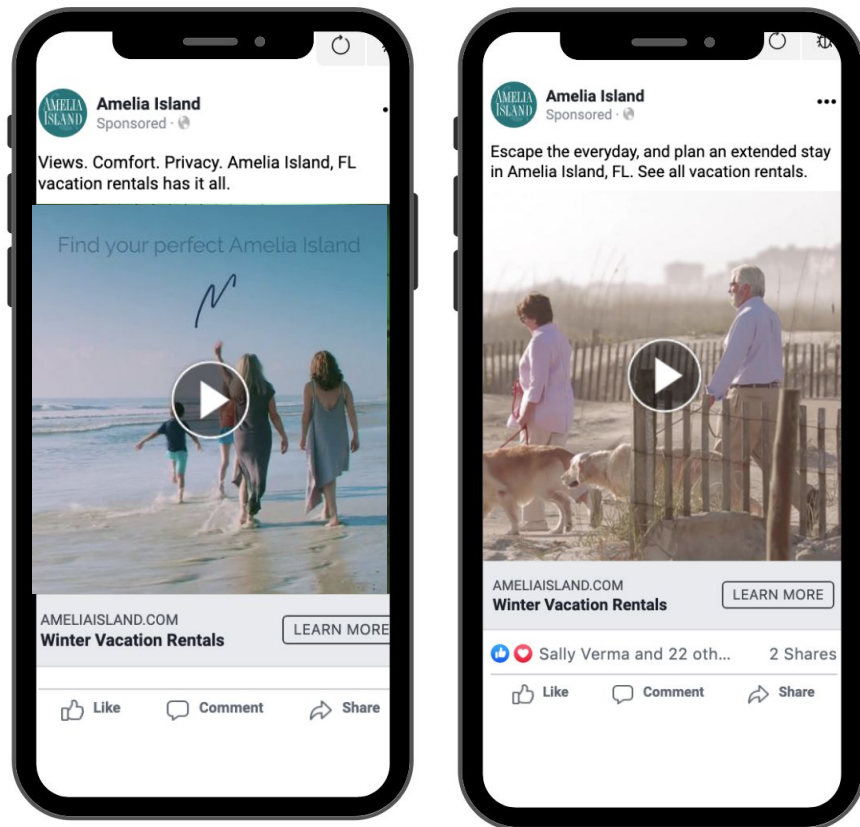
Top performing creative



### Insights:

- Campaigns delivered **1,759,622 impressions** (-2% MoM) and **reached 834,013 unique people** (-3% MoM) and drove **21,590 clicks** (+13%).
- Chatbot Engagement
  - 442 reactions
  - 45 comments
  - 15 post saves
  - 60 post shares
- Instant Experience:
  - Average view time: 00:23
  - Percentage viewed: 49%
  - Creative update has been running since March
    - Prior to the update, the Instant Experience saw decrease in performance in January. The average percentage view dropped to 28%. Since the update, the creative has maintained an average of 49% view time.

## Paid Social | Recap



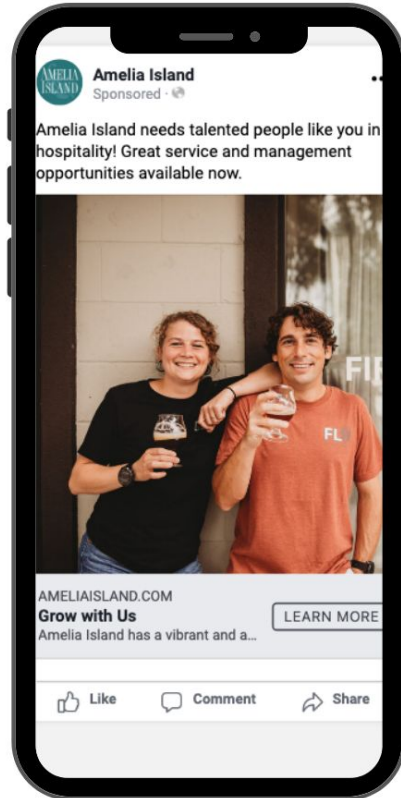
### Insights:

- Vacation Rentals campaign is targeting Snowbirds and Multi-generational families was paused in May 10 and remaining spend was reallocated to support the new Jobs campaign.
  - 556 clicks
  - TruViews: 8,331
  - Average view time: 00:04
  - Cost per view: \$0.04
- Multi-Generation
  - Generated 61% of total clicks
  - Average view time 00:04
  - Family beach video becomes top performing this month
- Snowbirds
  - Dog creative becomes the top performing video





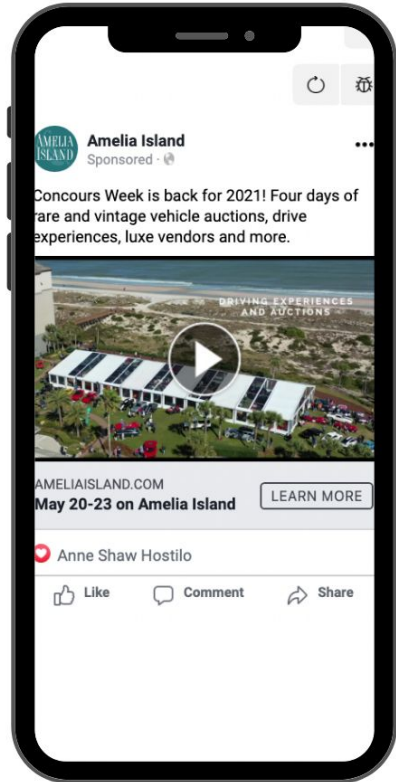
## Paid Social | Recap



### Insights:

- The Recruiting campaign launched on March 20 with a goal to drive website visits
  - 1,944 clicks
  - CTR: 2.62%
  - TruViews: 89,541
  - Average view time: 00:15
  - Cost per view: \$0.01

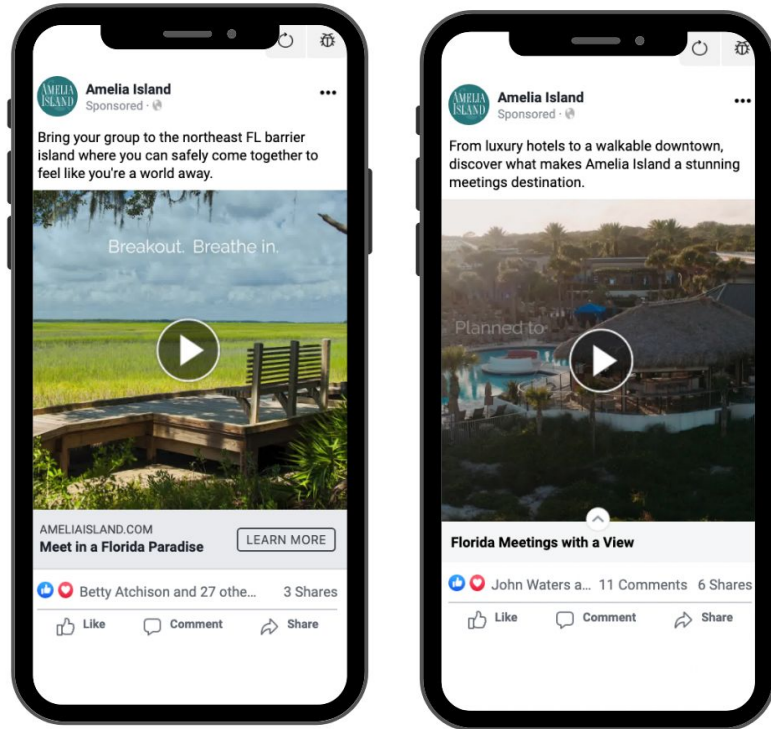




Insights:

- CONCOURS Week campaign launched on March 11 with a goal to drive video views
  - 223 clicks
  - TruViews: 89,541
  - Average view time: 00:15
  - Cost per view: \$0.01

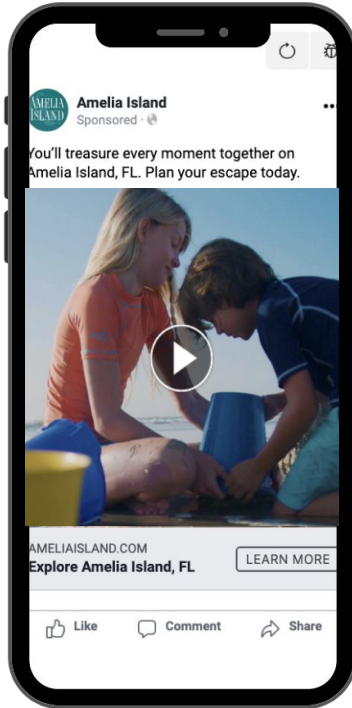
## Paid Social | Recap



### Insights:

- Meetings campaigns launched in April on LinkedIn and Facebook. Overall the campaign has delivered **184,234 impressions, reached 69,288 unique people** and drove **4,609 clicks**.
- Instant Experience:
  - View time: 22 seconds
  - Percentage viewed: 70%
- Video (LinkedIn)
  - View rate: 90%
    - 4.5X's higher than industry average
- Video (Facebook)
  - Average view time: 0:07
  - Top creative: Breakout and Sand dunes

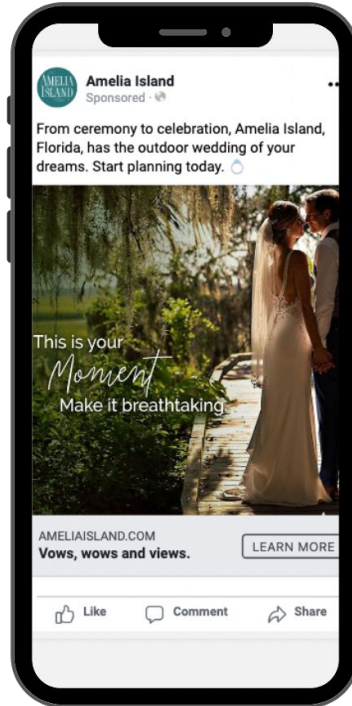
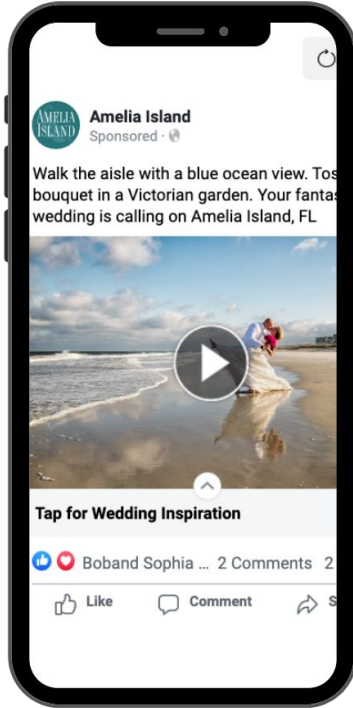
## Paid Social | Recap



### Insights:

- Moments Video
  - TruViews: 72,067
  - Average view time: 00:05
  - Cost per view: \$00.01
  - The family creative continues to rank as the top performing asset which contributed to 28% of total views

## Paid Social | Recap



### Insights:

- Weddings Instant Experience
  - Drove 1,352 clicks (+7% MoM) at a CTR of 1.25% (1.4Xs higher than industry average)
  - Average view time: 17 seconds
  - Average completion time: 71%
- Dynamic Ads
  - Drove 1,097 clicks (+44% MoM) at a CTR of 2.02% (2.25xs higher than industry average)

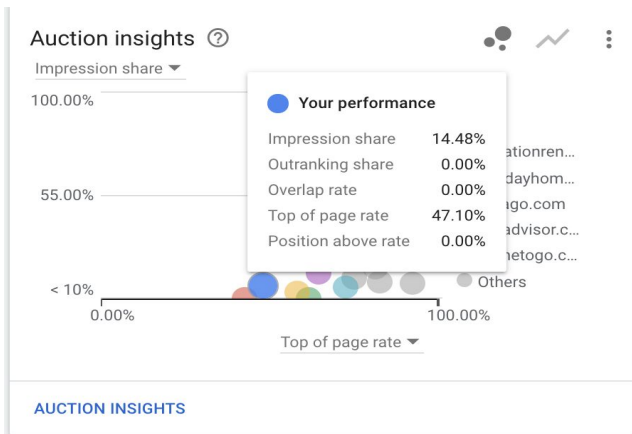


03

# PAID SEARCH



## Paid Search | Recap



+events +planning

"events planning"

+corporate +retreat

+corporate +events

"corporate retreat"

Top Keywords Meetings

+amelia +island +things +to +do

"amelia island things to do"

+amelia +island +tour

+amelia +island

"amelia island"

Top Keywords Loyalists

+florida +getaways

"florida getaways"

+couples +getaway

+weekend +getaways

+romantic +getaways +in +florida

Top Keywords Prospects

## Insights:

- Campaign spent \$ 5,881.38 in May (including Meetings), delivered 132,492 impressions (-9% MoM) and 11,187 clicks (+0.3% MoM) at a CTR of 8.44% (+11% MoM)
  - Meetings campaign spent \$989.61, delivered 5,433 impressions and 175 clicks.
- Impressions share is 14.70% (0% MoM) meaning our ads are showing up 14.70% of the time from the impressions we are eligible to receive. This is due to increased competition in the travel sector, however, we are faring pretty good based on budget vs. competitors' much larger budgets
- Top of page rate increased to 48% (+9% MoM), which means our ads showed up at the top of the search engine results page 48% of the time
  - Ads have remained top of page despite competition, which means Google considers our ads more relevant than competitors' ads
- In May SMI implemented new ad copy refresh, which helped increase top of page rate and a much improved CTR>
- Top markets (in order): Tampa, Orlando, Atlanta

**WE ARE** 



# June 2021 Report Paid Media Recap

AMELIA ISLAND | 7.23.2021

## EXECUTIVE SUMMARY | Objective and Overview

**Objective:** To increase awareness and visitations to Amelia Island through an integrated digital media strategy using comprehensive tracking, combined with travel data to inform targeting and media placements to prospects in key drive markets.

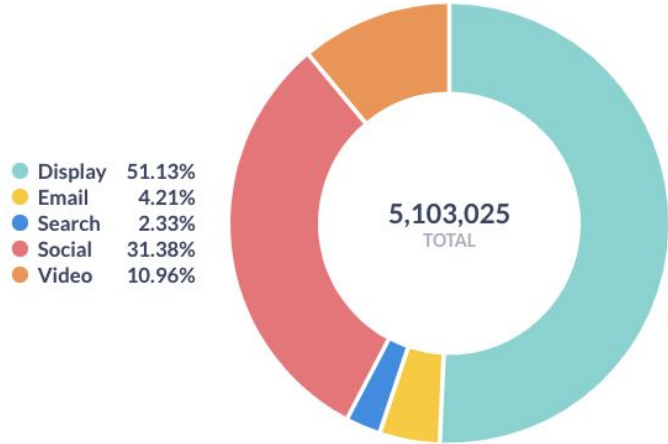
- Target audiences:
  - Loyalist and Prospects
  - Interest in Beach, Culture, History, Shopping, Dining and Golf
  - Meetings campaign targeting: Meeting planners and groups.
  - Weddings campaign target: Milestones, anniversaries, Engagements, Vow renewal
- Markets Includes: Atlanta, Savannah, Charlotte, Nashville, Charleston, All Florida markets (West Palm Beach, Jacksonville, Tampa, Orlando)
- June campaign generated 5,103,025 Impressions with 39,820 clicks and 0.78% CTR.



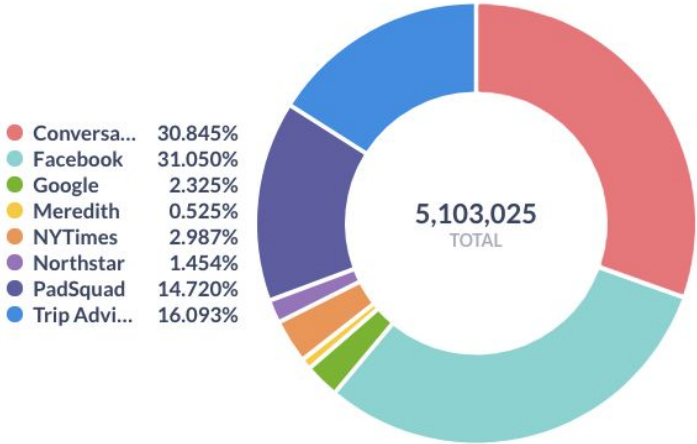
EXECUTIVE SUMMARY | Objective and Overview (June 2021)



Impressions by medium



Impressions per Source



**\$68,406.51**

Spend

↑ 1.7% • was \$67,276.60 last day

**5,103,025**

Impressions

↑ 2.1% • was 4,999,325 last day

**39,820**

Clicks

↑ 3.2% • was 38,567 last day

**0.78%**

CTR

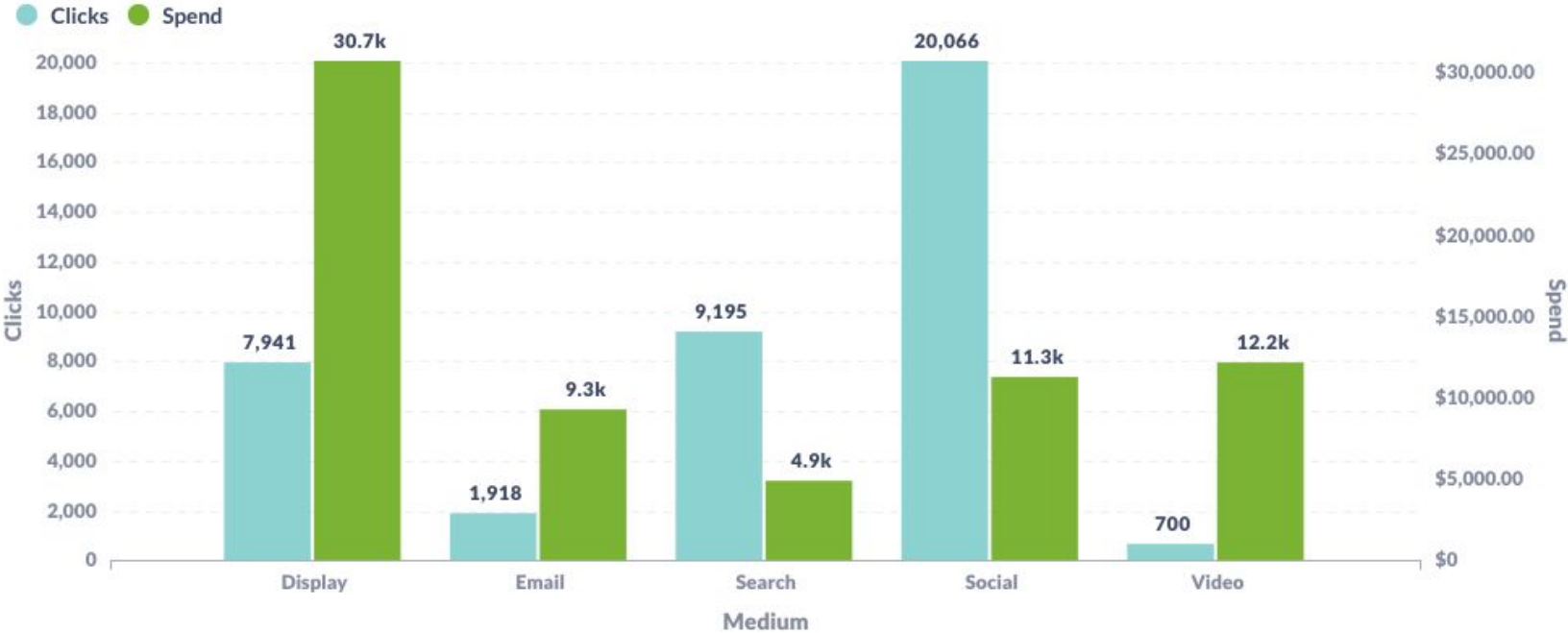




EXECUTIVE SUMMARY | Media performance (June 2021)



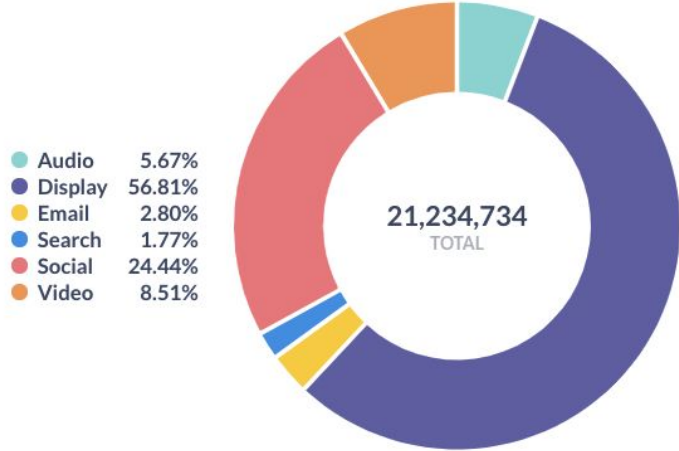
Clicks & Spend per Medium



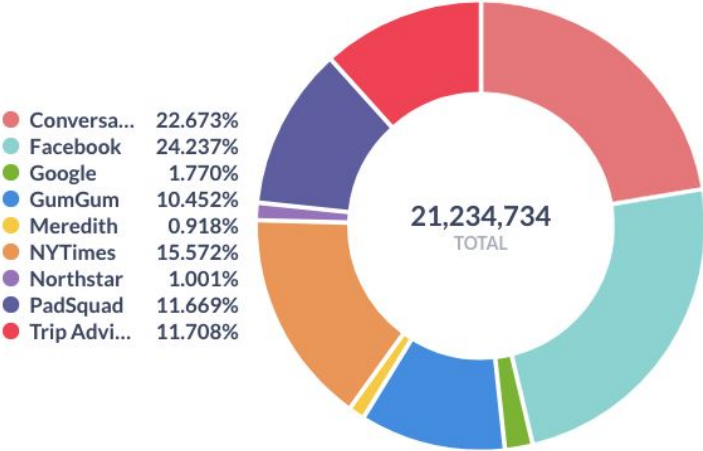
EXECUTIVE SUMMARY | Overview (April - June 2021)



Impressions by medium



Impressions per Source



**\$275,899.15**

Spend

↑ 0.41% • was \$274,769.23 last day

**21,234,734**

Impressions

↑ 0.49% • was 21,131,034 last day

**133,009**

Clicks

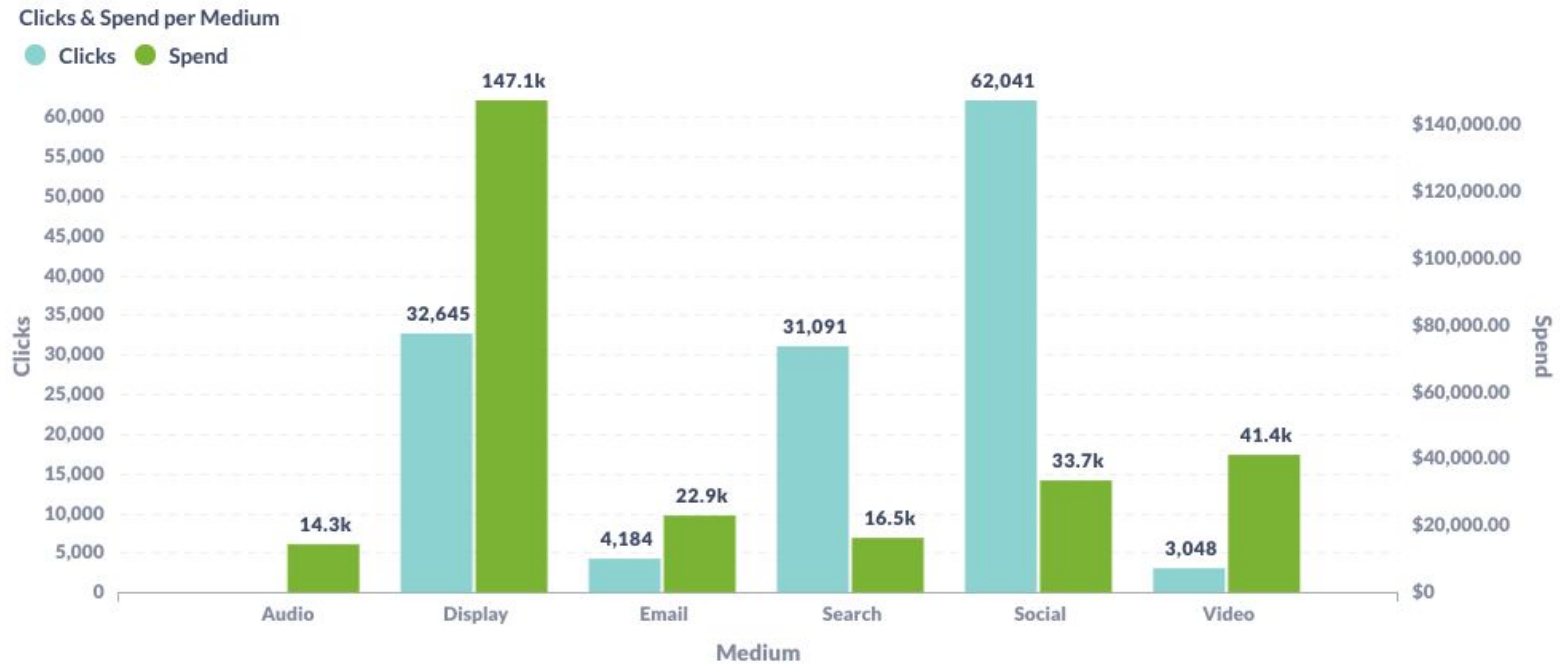
↑ 0.95% • was 131,756 last day

**0.63%**

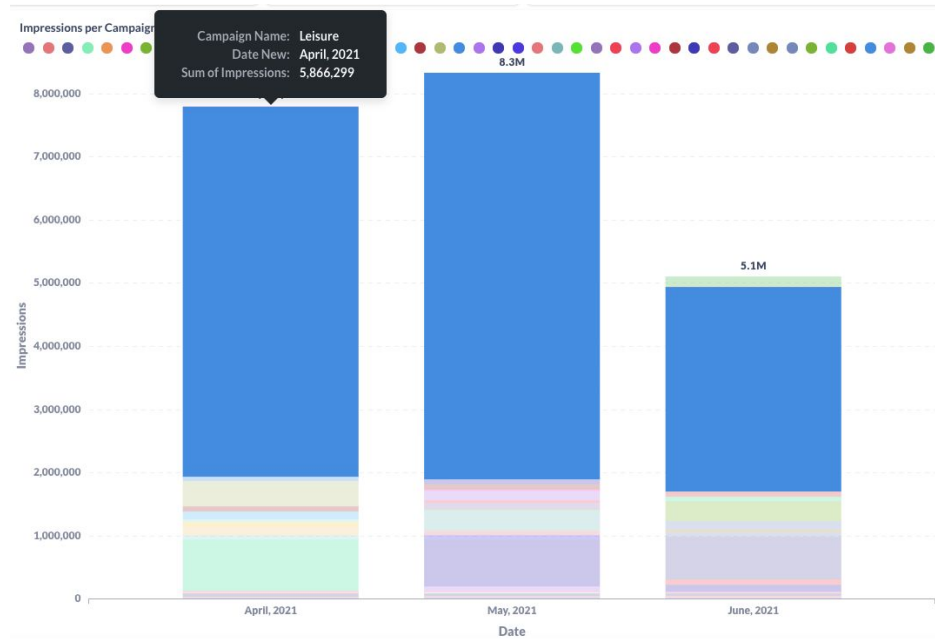
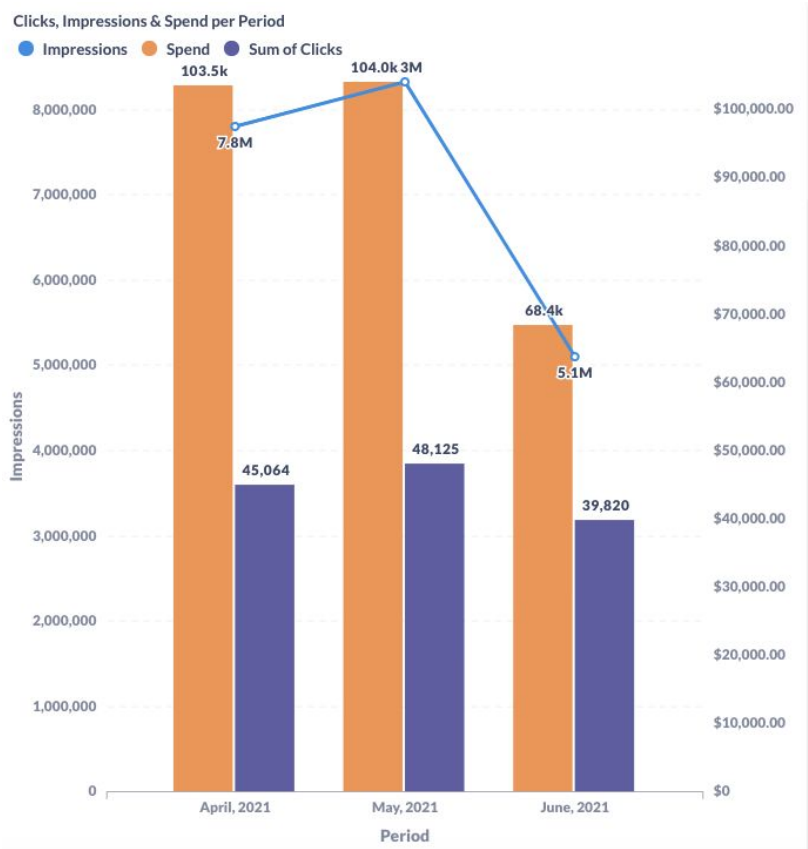
CTR



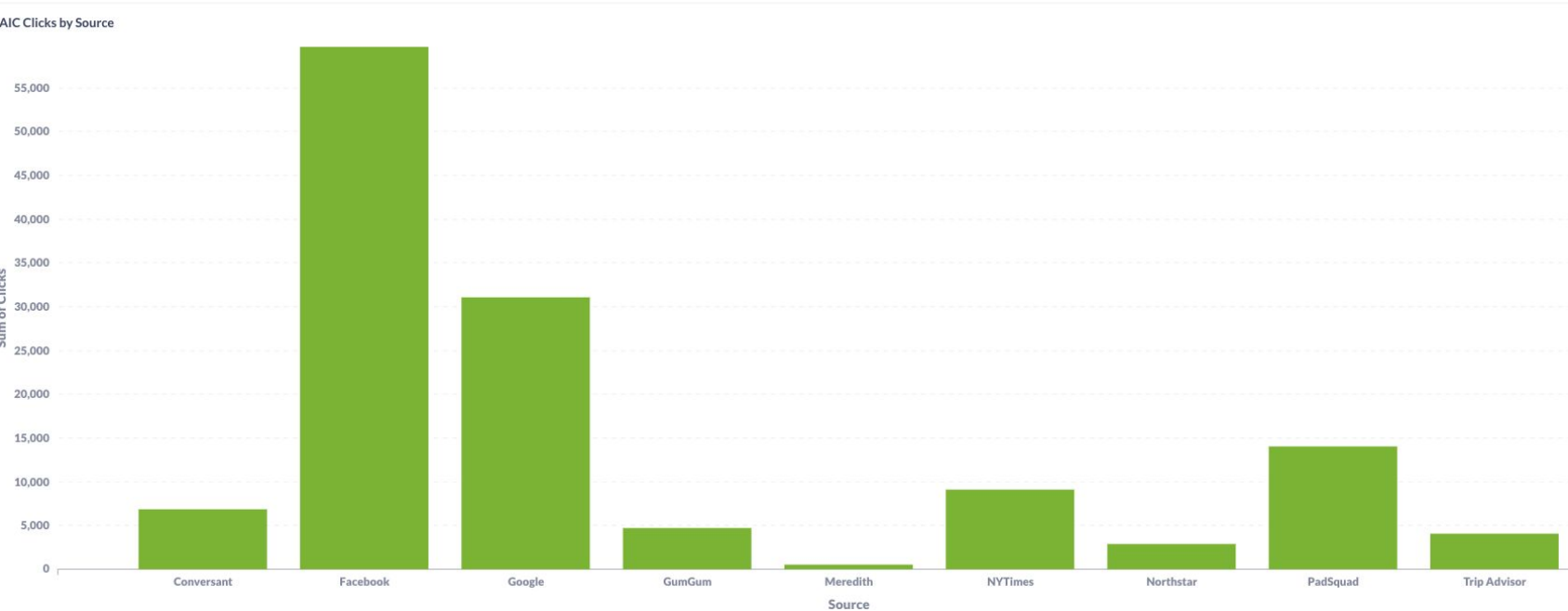
EXECUTIVE SUMMARY | Media performance (April - June 2021)



EXECUTIVE SUMMARY | Month over Month Performance (April - June 2021)

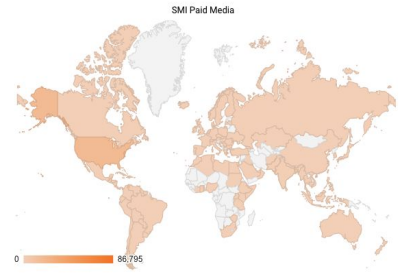
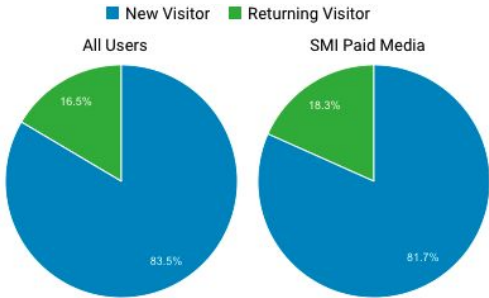
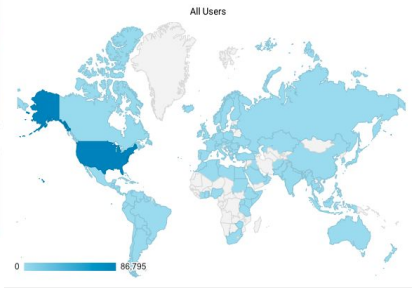


EXECUTIVE SUMMARY | Click by Source (April - June 2021)





# EXECUTIVE SUMMARY | Landing Page



## Insights:

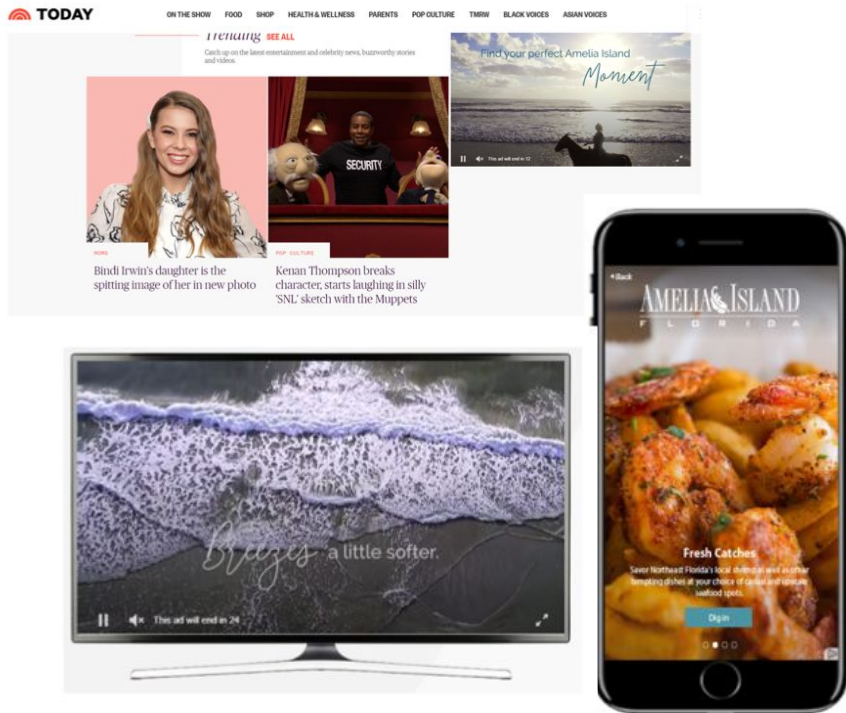
- Sessions: 114,248 (-10% MoM)
- New Users: 87,407 (-13% MoM)
- Pageviews: 248,735 (-3% MoM)
- Pages per session: 2.02 (0% MoM)
- Bounce Rate: 54.43% (-5% MoM)
- Average session duration: 00:01:45 (+8% MoM)
- 28% of total web traffic can be attributed to paid media efforts
- Top Metro Areas:
  - Jacksonville
  - Fernandina Beach
  - (not set)
  - Atlanta
  - Buford
  - Burlington



01

# DISPLAY

## Display Summary | Conversant

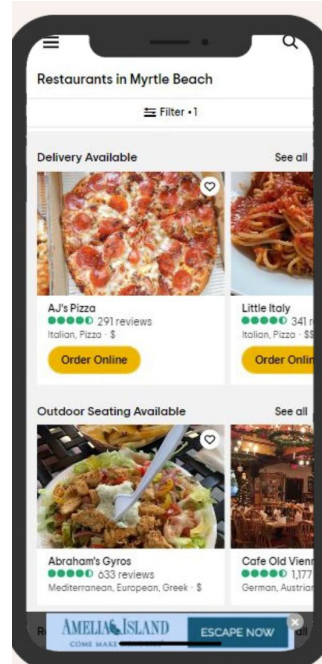
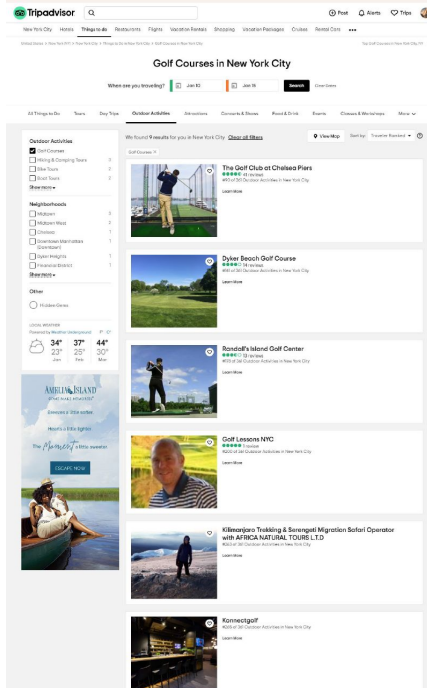


\*Industry standard CTR Benchmark: .08%. VCR Benchmark 70-75%, CTV/OTT Benchmark 97-99%

## Insights:

- Campaign spend \$21,717 and delivered 1,574,043 Impressions with 2,261 clicks, 0.14%. Messaged Site visits 1,101 with 249,391 impressions delivering 77% Video completed views.
  - Loyalist drove more engagement (0.17%) CTR over Prospect Market (0.16%).
  - Mobile VCR increased in June (75%) due to more targeted optimizations
  - CTT/OTV continues to drive strong and efficient engagement: 99% VCR
  - The Quadrant performed strong in June: 0.12% CTR
- Amelia Website insights:
  - Females are driving the majority of site visits, roughly 69%
  - The majority of web activity is from married adults (70%), 45% with college or graduate degrees.
  - Net worth continues to skew high with 47% of engagers showing net worth of \$250K+ and 16% with \$1M+.
- Optimizations for the month into June:
  - Daily adjustments to ensure we are efficiently managing reach across all tactics to reach new users
  - Focused on driving inventory towards users who are likely to engage
  - Fine tuning performance models to continually recognize and target high value users

## Display Recap | TripAdvisor

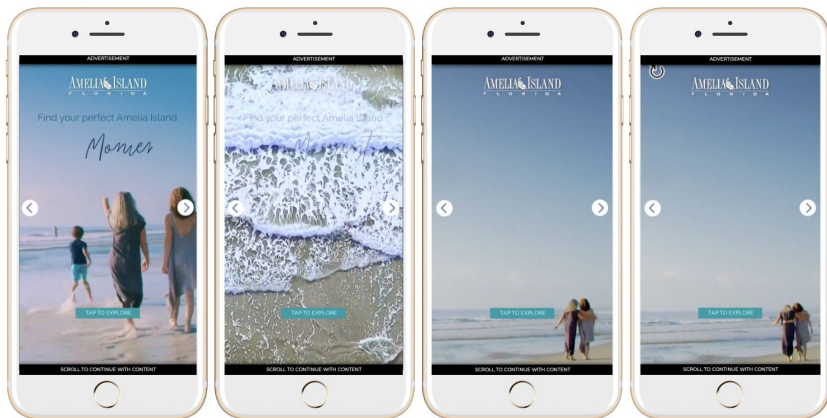


## Insights:

- Campaign spend \$13,611.40 delivering 821,244 impressions, 1,309 clicks and 0.16% CTR.
- **Amelia Island:** Impressions 704,979 with 1,022 clicks and 0.14% CTR.
- Top Performing tactic:
  - Loyalist for Beach/Art & Culture/Culinary/Golf & Adventure/National Parks & Florida Retargeting performed above standard with a 0.19% CTR.
  - Prospects for Beach/Art & Culture/Culinary/Golf & Adventure/National Parks & Florida Retargeting performed as a strong placement with a 0.14% CTR.
- Elizabeth Pointe: Delivered 32,893 impressions with 106 clicks and 0.32% CTR.
- Ritz Carlton: Delivered Impressions with 33,355 with 93 clicks and 0.28% CTR
- Villas: Delivered 50,017 impressions 88 clicks and 0.18% CTR

\*Industry standard CTR Benchmark: .08%

## Display Recap | PadSquad



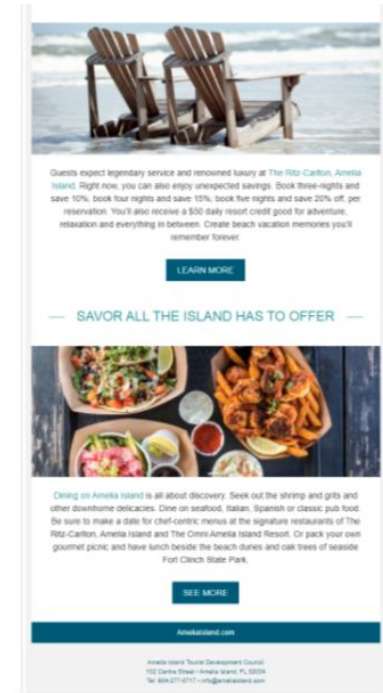
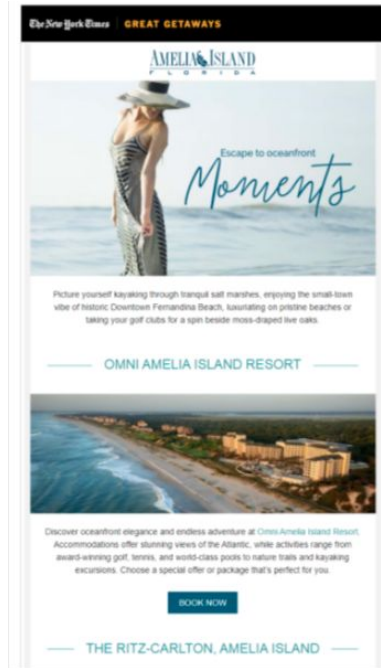
## Insights:

Campaign spent \$8,363.54 delivered 751,159 impressions with 5,021 clicks and 0.66% CTR. Average exposure time: 26s

- **VizQuiz unit:** Delivered Impressions: 583,077 Impressions with 3,129 clicks and 0.54% CTR. Engagement rate: 5.84%. 70,796 unit views.
- **CTV:** Delivered 29,823 Impressions, 82 clicks and 0.27% CTR. VCR 76.2%.
- **Vvital:** Delivered 138,259 Impressions and 1,810 Clicks with 1.31% CTR. 64,734 unit views, 80% VCR.
- **MoM Performance:** The campaign has seen an increase in performance with the CTR gaining momentum, 0.38% in March and increasing to 0.66% in June.
- **Top performing cities:** Dante, Virginia. Andover, NY: users in smaller towns or less populated regions may respond more favorably to the activities and warm weather allure of Amelia Island.
- **Top Performing unit:** VizQuiz continued to see increases to ER performance, jumping nearly 1%+ in performance. The unit drove a 4.86% ER for the month of May, and saw a 5.84% for the month of June, more than 2x the unit's 2-3% benchmark.



## Display Recap | New York Times



## Insights:

- New York Times Great Getaways Email ran on 6/15.
  - Email sent to 157,360 recipients with a 16% open rate 1,372 clicks and 5.61% CTR.
  - Campaign under-delivered total subscribers and NYT provide a makegood unit. Value \$6,800

\*Industry standard open rate Benchmark: 15%

## Display Recap | Meredith Network

[View on the Web](#)


### FOOD&WINE

Dear Food & Wine member:  
We're always searching for special offers to benefit Food & Wine members. Here's an offer from one of our partners that we thought might interest you.

**Savory moments.  
Sweet memories.  
Explore Amelia Island.**

The wines, a little finer. The desserts, a little sweeter. The seafood, as fresh as it gets. Amelia Island dining experiences become memories you'll want to revisit again and again. Whether you're in the mood for your favorites, a rare indulgence, or something entirely new, join us off the northeast coast of Florida, and you'll find every flavor is perfection.


[LEARN MORE](#)



#### Local Delicacies Served Al Fresco

With 13 miles of coastline on the Atlantic Ocean, it makes sense that Amelia Island is a seafood paradise. Explore the many ways the island serves up the finest catches from the sea, whether it's local shrimp prepared with downhome style, fish tacos by the ocean, Spanish and Mediterranean cuisine, or surf and turf.


[SEE CUISINES](#)



#### Suds and Sips on Amelia Island

Make Marlin and Barrel Distillery a stop on your pub crawl through Downtown Fernandina Beach. This historic neighborhood's ale itinerary includes an assortment of microbreweries and taverns, plus the oldest bar in Florida – the Palace Saloon. For fine cocktails and wines, the island's restaurants and lobby bars are serving sophisticated libations you'll love.

[EXPLORE NOW](#)



#### Swoon-Worthy Resort Dining

Discover impeccable dining choices at The Ritz-Carlton, Amelia Island and Omni Amelia Island Resort. The Ritz-Carlton has five dining spots, including the AAA Five-Diamond Salt oceanfront restaurant, boasting the artistry of Chef Okan, formerly at Le Bernardin restaurant, and his daily Adventure Menu, matched with wines. Of the Omni's abundant dining options, the reservation-only Sprouting Project serves southern-inspired, farm-to-table private dinners with ingredients from the on-property organic garden and beehives.

[DINE OUT](#)

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## Insights:

- **Food and Wine Email deployed on 6/16.**
  - Sent: 26,879 Subscribers but delivered to 26,773
  - Total Opened: 6,491 with a 24.24% Open Rate
  - Clicks: 390
  - CTOR: 6.01%

\*Meredith Benchmark: CTR 0.01%,

## Meetings Recap | CVENT

### CVB

Amelia Island Convention & Visitors Bureau

CVB Copied	Jan-2020 - Jun-2020	Jan-2021 - Jun-2021	% Change YOY
CVB RFPs	14	175	1150.0%
CVB Room Nights	16,056	98,646	514.4%
CVB RFP Value	\$5,895,868	\$36,159,185	513.3%
Awarded RFPs when CVB was copied	1	17	1600.0%
Awarded Room Nights when CVB was copied	53	2,568	4745.3%
Awarded RFP Value when CVB was copied	\$21,127	\$950,800	4400.4%
CVB Response Rate	100.0%	99.4%	-0.6%
CVB Average Response Time business hours	34 Hours 44 Minutes	15 Hours 39 Minutes	-54.9%
Venue Response Rate when CVB was copied	100.0%	96.7%	-3.3%
Venue Response Time when CVB was copied	12 Hours 27 Minutes	15 Hours 41 Minutes	26.0%
Venue Bid Rate when CVB was copied	52.5%	52.1%	-0.8%

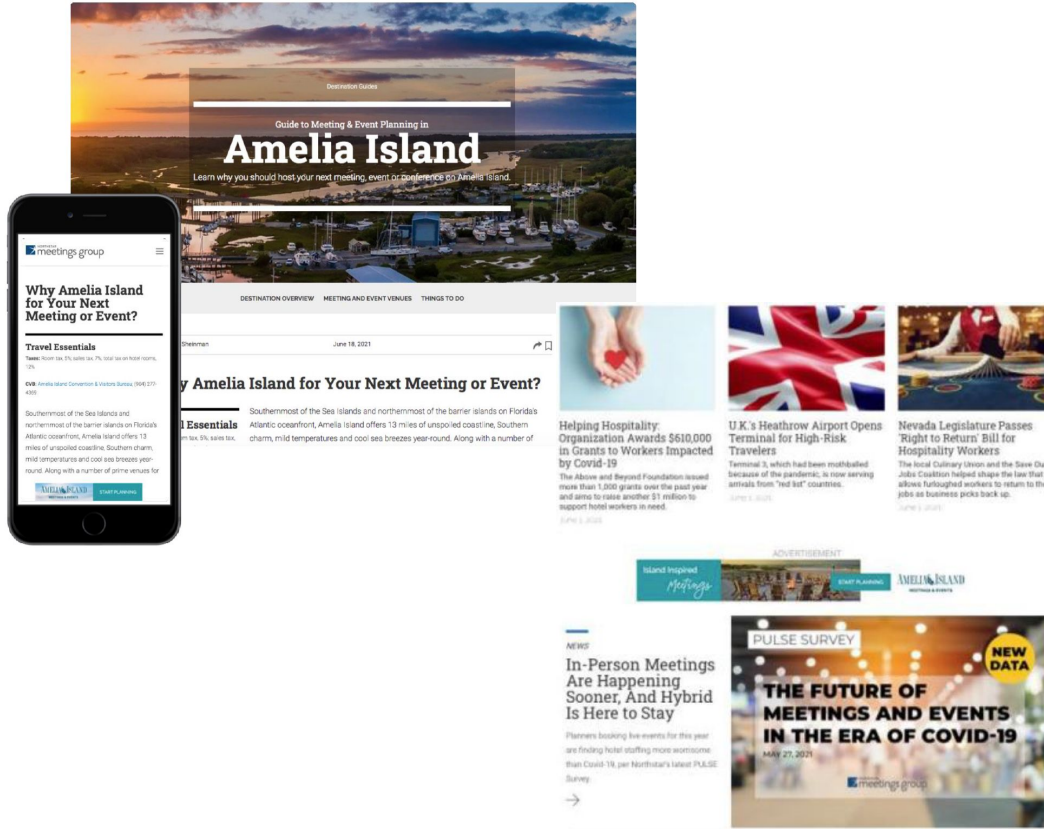
### City

Amelia Island, Atlantic Beach, Augustine, Baldwin, Elkton, Fernandina Beach, Flagler Beach, Fleming Island, Green Cove Springs, Jacksonville, Jacksonville Beach, Lake City, Live Oak, Macclenny, Middleburg, Neptune Beach, Orange Park, Palatka, Palm Coast, Ponte Vedra, Ponte Vedra Beach, Saint Augustine, St Augustine, St. Augustine, St. Augustine Beach, St. Johns, Starke, Yulee(CSN)

Multi City RFP Info	Jan-2020 - Jun-2020	Jan-2021 - Jun-2021	% Change YOY
Unique RFPs	762	996	30.7%
Unique Room Nights	414,545	512,089	23.5%
Unique RFP Value	\$164,577,830	\$175,232,419	6.5%
Awarded RFPs	250	181	-27.6%
Awarded Room Nights	43,456	19,160	-55.9%
Awarded Value	\$15,687,942	\$6,480,978	-58.7%
Turned Down Rate	31.2%	32.7%	5.0%
Bid Rate	54.7%	52.7%	-3.6%
Response Rate	90.9%	94.8%	4.3%
Response Rate in Time	79.5%	84.5%	6.3%
Average Response Time	20 Hours 12 Minutes	15 Hours 7 Minutes	-25.2%
% Turned Down when Planner Flexible	35.6%	33.0%	-7.4%
Unique Planner Orgs	241	268	11.2%
New Planner Orgs	65	67	3.1%

**Insights:** The chart to the left is only those RFPs that the DMO was copied on; the chart to the right are RFPs from the MMA (major metro area) that they reside in on our Network. The Cvent Supplier Network is a true network, and our venues and DMO's are most interested in the number of RFP's that they are receiving from our planners.

## Meetings Recap | Northstar



### Insights:

The Destination Guide Campaign consists of several marketing channels to drive awareness of Amelia Island as a meetings destination. The campaign mix includes display, social, email, newsletters and native ads.

- Total Impressions to-date: 93,733
- Page Views: 2,375
- Unique Page Views: 2,134
- Visitors engaged with meetings landing page on Northstar for 2 pages per a session and had an average session duration of 00:00:23.

June 2nd Meeting News Daily: Will the U.K. Really Open on June 21?

Sent to 42,051 subscribers.

- Open: 11,578
- Open Rate: 27.53%
- Clicks: 14 / 0.12% CTR.

\*Industry standard open rate Benchmark: 15%

## Meetings Recap | Northstar

**What's Next for Association Meetings?**

Find answers in the upcoming online "What's Next for Association Meetings?" Everything taking place on July 13, 2021 at 2 p.m. EDT. Northstar's event management experts bring you all your questions about planning, catering, programs, and how to stay fit & healthy.

**Most Popular**

**Destination West**

**Destination Caribbean**

**Summer 2021**

**WHERE TO MEET**

**Amelia Island**

**Summer 2021**

Discover if you like it or not where to go. Our destination guides help you discover where to meet. Read on for the latest on meetings and incentives on Amelia Island, Fla. from the expert editors of the Northstar Meetings Group.

**Fresh Offerings**

House-made pasta is a specialty at this resort's newly renovated Mediterranean-inspired eatery.

**Time Travel**

Groups will enjoy tours of this well-preserved resort village that was once home to pirates, bootleggers and more.

**Featured Northstar Meetings Group Events**

**Why Amelia Island for Your Next Meeting or Event?**

Learn why you should host your next meeting, event or conference on Amelia Island.

**June 6 - 8, 2021**  
Denver

**July 17 - 19, 2021**  
Amelia



**Golf and Gaze**

The laughter heard at this golf club is the laughter caused by the spectacular views.

[FIND OUT WHERE >>](#)



**Time Travel**

Groups will enjoy tours of this well-preserved resort village that was once home to pirates, bootleggers and more.

[FIND OUT WHERE >>](#)

## Insights:

June 3rd Meeting News Daily: E.U. Plans Digital ID for 27 Nations | Airlines Urge G7 to Open Global Travel. Sent to 42,064 subscribers.

- Open: 11,431
- Open Rate: 27.18%
- Clicks: 19 / 0.17% CTR.

June 10th Meeting News Daily: WHO Warns About Delta Variant | New CDC Advice for 120+ Countries. Sent to 41,932 subscribers.

- Open: 12,598
- Open Rate: 30.04%
- Clicks: 25 / 0.20% CTR.

June 8th, Email Campaign deployed to 35,560 subscribers.  
Subject Line: Where to Meet on Amelia Island Spring 2021

- Open: 10,432
- Open Rate: 29.34%
- Clicks: 156
- CTR: 1.50%

AMELIA ISLAND





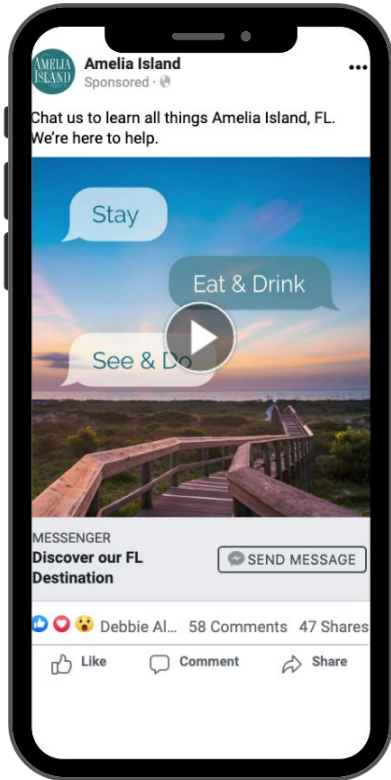


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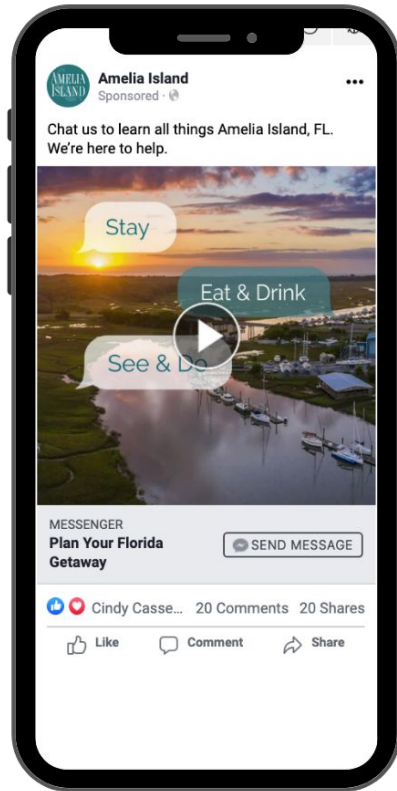
# PAID SOCIAL



## Paid Social | Recap



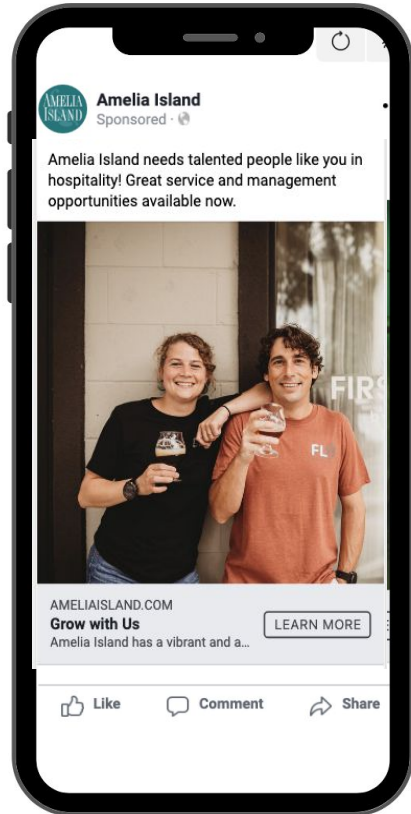
Top performing creative



### Insights:

- Campaigns delivered **1,584,482 impressions** (-10% MoM) and **reached 738,783 unique people** (-11% MoM) and drove **18,962 clicks** (-12%).
  - Spend was down -9% this month (Concours Week and Vacation Rentals)
- Chatbot Engagement
  - 372 reactions
  - 41 comments
  - 12 post saves
  - 49 post shares
- Instant Experience:
  - Average view time: 00:23 (Flat MoM)
  - Percentage viewed: 51% (+4% MoM)
  - Creative update has been running since March
    - Atlanta, GA market had the highest reach and engagement for this creative

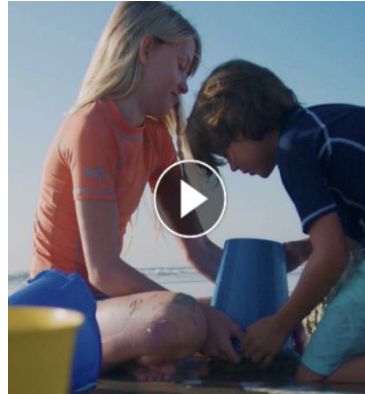
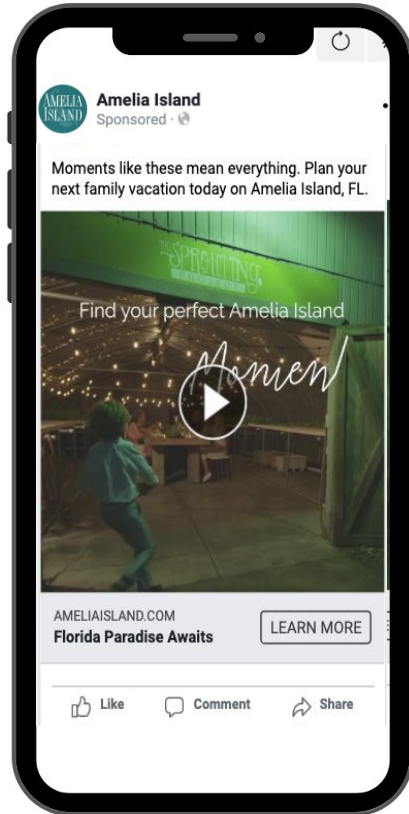
## Paid Social | Recap



### Insights:

- The Recruitment campaign Jobs campaign ran from May 20–June 12. The campaign was limited by targeting capabilities due to restrictions with job related ads on Facebook
  - 1,229 web visits
  - Cost per visit: \$2.03, 2.3x's higher than industry benchmarks. This is due limitations on targeting.
  - Impressions: 189,641
  - Reactions: 248
  - Comments: 19
  - Post saves: 6
  - Post shares: 41
  - Google Analytics behavior shows visitors from this campaign were engaged for 1.34 pages/sessions, with an average time on site of :48 seconds

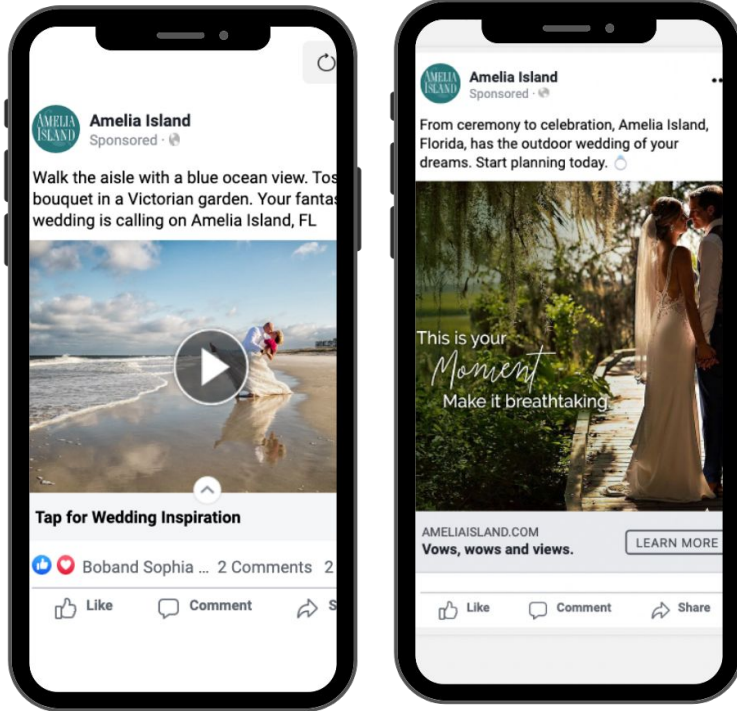
## Paid Social | Recap



### Insights:

- The video campaign delivered 68,935 TruViews at a cost per view of \$0.01. The Sprouts videos drove 34% of total views.
  - Generated 61% of total clicks
  - Average view time 00:04
  - Family beach video is the second best performing video
  - Average view time: 0.05
  - Top Markets by reach:
    - Tampa, St. Pete
    - Atlanta, GA
    - Orlando-Daytona Beach

## Paid Social | Recap



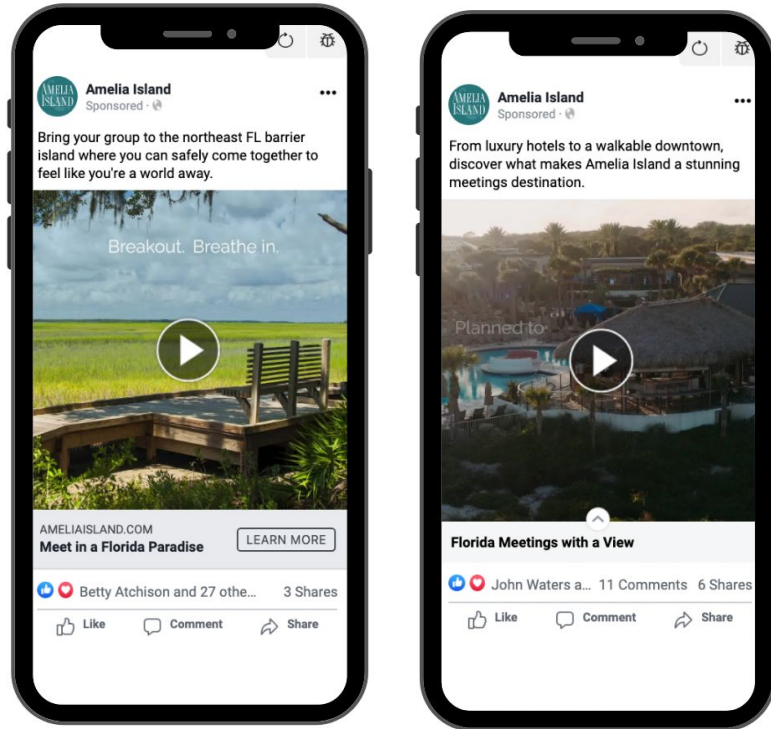
### Insights:

Wedding visitors from social campaigns engaged with the website for 1.44 pages per session with an average time on site of :28 seconds. Two wedding RFPs were attributed to paid social campaigns (\$480 value)

- Weddings Instant Experience
  - Drove 1,559 clicks (+15% MoM) at a CTR of 2.10% (2.3Xs higher than industry average)
  - Average view time: 17 seconds (Flat MoM)
  - Average completion time: 65% (-8% MoM)
    - Can be an indication of creative fatigue.
    - Recommendation to update the lead-in creative
- Dynamic Ads
  - Drove 928 clicks (-15% MoM) at a CTR of 1.20% (1.3xs higher than industry average)
    - CTR saw a decrease MoM (1.20% vs 2.10%)
    - Can be an indication of creative fatigue



## Paid Social | Recap



### Insights:

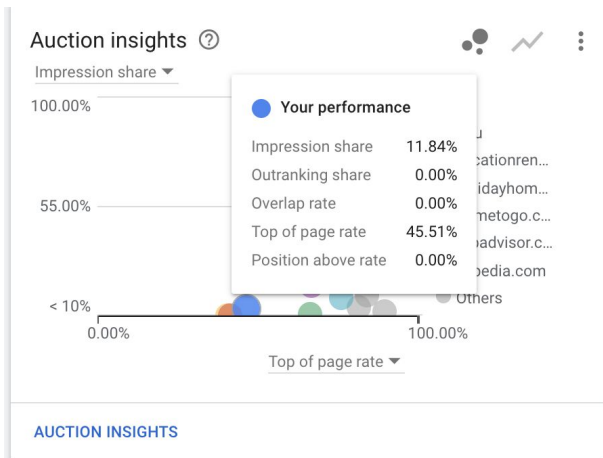
- Overall the campaign has delivered **162,700 impressions**, **reached 75,449, unique people** and drove **3,720 clicks**.
- Instant Experience:
  - View time: 21 seconds
  - Percentage viewed: 67%
- Video (LinkedIn)
  - View rate: 89%
    - 4.5X's higher than industry average
- Video (Facebook)
  - Average view time: 0:07
  - Top creative: Sand dunes
  - Brainstorms rises to second top creative



03

# PAID SEARCH

## Paid Search | Recap



+amelia +island +things +to +do

"amelia island"

+amelia +island

+things +to +do +in +amelia +island

+fernandina +beach

"fernandina beach"

Top Keywords Loyalists

+florida +getaways

+romantic +getaways +in +florida

+couples +getaway

"florida getaways"

"couples getaway"

"romantic getaways in florida"

Top Keywords Prospects

"corporate retreat"

"corporate events"

+corporate +retreat

+event +services

"event management"

Top Keywords Meetings

## Insights:

- Campaign spent \$4,909.93 in June (including Meetings), delivered 118,663 impressions (-10% MoM) and 9,193 clicks (-18% MoM) at a CTR of 7.75% (-12% MoM)
  - Meetings campaign spent \$1,369.82, delivered 12,298 (+126% MoM) impressions and 330 (+89% MoM) clicks.
- Impressions share is 14.70% (0% MoM) meaning our ads are showing up 14.70% of the time from the impressions we are eligible to receive. This is due to increased competition in the travel sector, however, we are faring pretty good based on budget vs. competitors' much larger budgets
- Top of page rate increased to 85% (+77% MoM), which means our ads showed up at the top of the search engine results page 85% of the time
  - Ads have remained top of page despite competition, which means Google considers our ads more relevant than competitors' ads
- In June SMI implemented new ad copy refresh, which helped increase top of page rate and a much improved CTR>
- Top markets (in order): Tampa, Orlando, Atlanta

**WE ARE** 



## 7. Silvertech Performance (Website)





## Performance Report

[Website](#) | [Conversions](#) | [Paid Media](#) | [Email](#) | [Blog](#)



AMELIA ISLAND  
COME MAKE MEMORIES<sup>®</sup>

AMELIAISLAND.COM



Website Performance Summary YoY

Sessions  
359.0K  
↑ 59%

Pageviews  
743.7K  
↑ 41%

Users  
285.2K  
↑ 61%

New Users  
282.0K  
↑ 62%

Bounce Rate  
57.1%  
↑ 16%

Conversions  
10.0K  
↓ -29%

Conversion Rate  
2.8%  
↓ -55%

Industry Benchmarks

Industry Sessions  
173,506

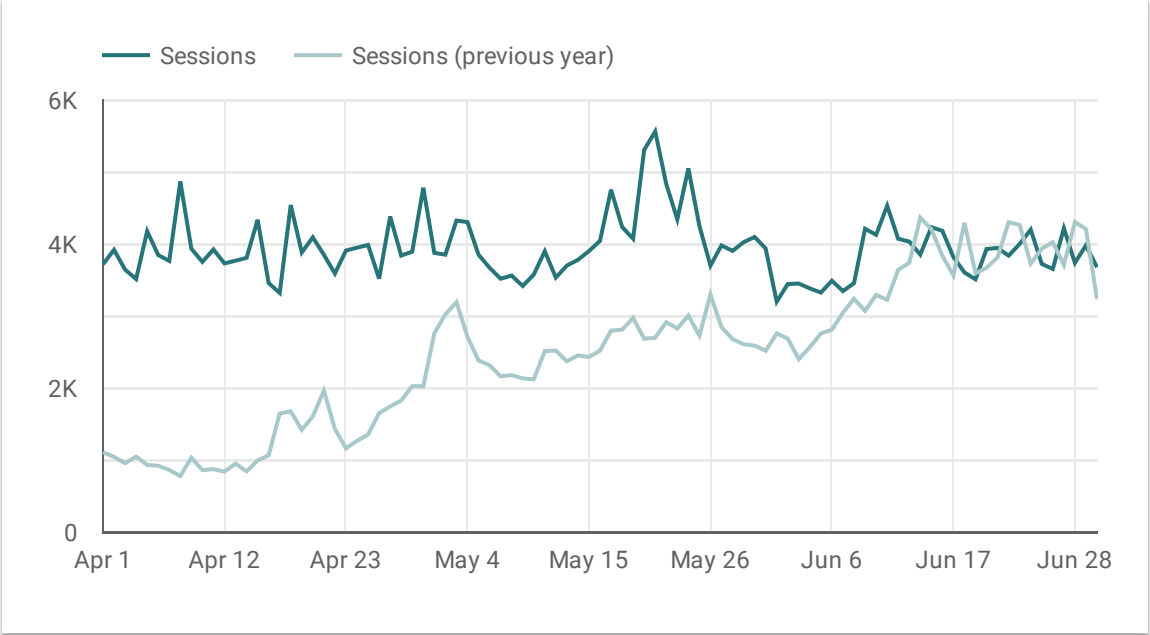
Industry New Users  
127,391

Industry Avg. Session Duration  
00:02:00

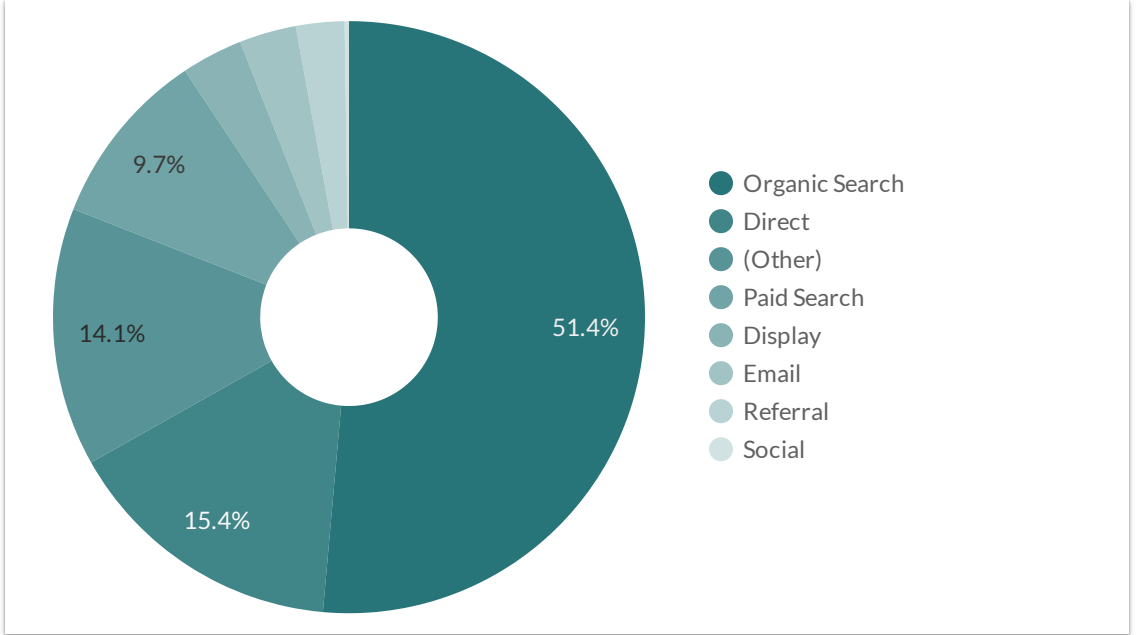
Industry Bounce Rate  
50%

Traffic & Acquisition

Session Trend YoY



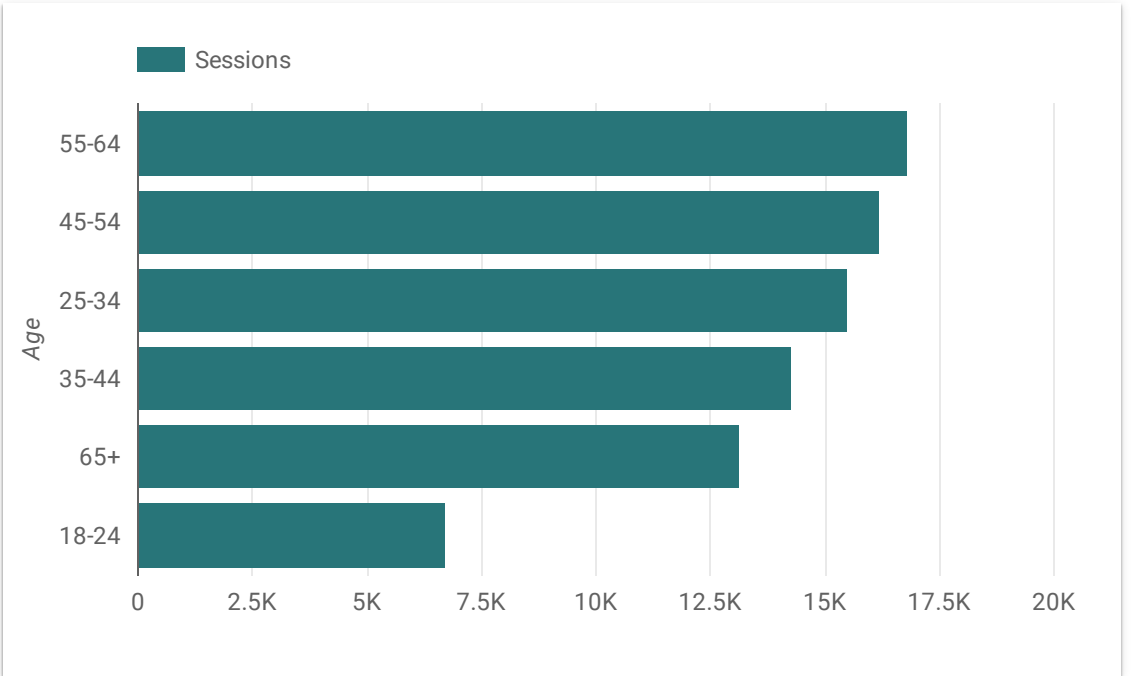
Top Acquisition Channels



Sessions by Location

	State	Sessions
1.	Florida	138,851
2.	Georgia	58,807
3.	North Carolina	20,412
4.	Tennessee	12,470
5.	South Carolina	10,267
6.	New York	10,133
7.	Texas	9,076
8.	Ohio	7,058
9.	Pennsylvania	6,811
10.	Virginia	6,343

Sessions by Age



Top Performing Pages

	Landing Page	Sessions	Conversions	Conversion Rate
1.	/lodgings	17,938	8,201	45.72%
2.	/	127,258	692	0.54%
3.	/plan/visitor-guide	1,274	319	25.04%
4.	/plan-your-trip/request-visitors-guide	815	146	17.91%
5.	(not set)	1,117	133	11.91%
6.	/blog/july-2020/pet-friendly-amelia-island	1,809	101	5.58%
7.	/plan-your-trip/thank-you	56	56	100%
8.	/accommodations/condo-home-rentals/stayamelia-vacation-rentals	40	23	57.5%
9.	/see-and-do	4,312	20	0.46%
10.	/weddings	7,049	15	0.21%

Email Performance Summary YoY

Sessions  
11.2K  
↑ 288%

Users  
8.9K  
↑ 276%

New Users  
8.2K  
↑ 285%

Bounce Rate  
65.1%  
↑ 26%

Conversions  
54.0  
↓ -78%

Conversion Rate  
0.5%  
↓ -94%

Performance by Email Campaign

Database Email Blasts	Date ▾	Subject	Emails Sent	Emails Delivered	Delivery Rate	Open Rate	Click Rate
6/21/2021 4th of July	Jun 23, 2021	5+ Things to Do for July 4th	35,417	35,341.0	99.79%	30.82%	2.18%
6/11/2021 Central Island Active	Jun 11, 2021	Reasons to Visit the "Fun Zone"	33,055	32,980.0	99.77%	28.84%	2.36%
6/11/2021 Central Island Inactive	Jun 11, 2021	Reasons to Visit the "Fun Zone"	66,530	66,376.0	99.77%	4.31%	0.34%
6/2/2021 Omni Exclusive	Jun 2, 2021	Upgrade Your Summer Getaway 🇺🇸	19,565	19,529.0	99.82%	41.07%	4.27%
5/27/2021 Omni Exclusive	May 27, 2021	Upgrade Your Summer Getaway 🇺🇸	44,717	44,566.0	99.66%	1.51%	0.19%

Partner Updates	Date ▾	Subject	Emails Sent	Emails Delivered	Delivery Rate	Open Rate	Click Rate
Partner Update - 8.12.21 Webinar In...	Aug 12, 2021	Tourism Industry Newsletter	466	459.0	98.5%	23.97%	5.23%
Partner Update - 7.29.21 Record Mo...	Jul 29, 2021	Tourism Industry Newsletter	465	457.0	98.28%	26.7%	3.5%

Campaign	Landing Page	Sessions ▾
1. blogroundup	/blog/march-2021/new-to-amelia-island-s-foodie-scene	1,364
2. moments	/	1,292
3. fathers-day-21	/blog/may-2021-(1)/there-s-more-to-florida-than-theme-parks-why-you	829
4. tell-us-about-yourself	/zoom	649
5. Islandperks	/islandperks	554
6. moments	/stay	377
7. personasurvey	/	368
8. moments	/plan/special-offers/golf-specials?cmid=a274f9b4-4d66-4b45-8657-4671e3bb388a	347
9. blogroundup	/blog/february-2021/visiting-amelia-island-during-the-pandemic	299
10. july4th	/blog/june-2021/your-guide-to-all-things-at-main-beach	289

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Performance by Email Campaign

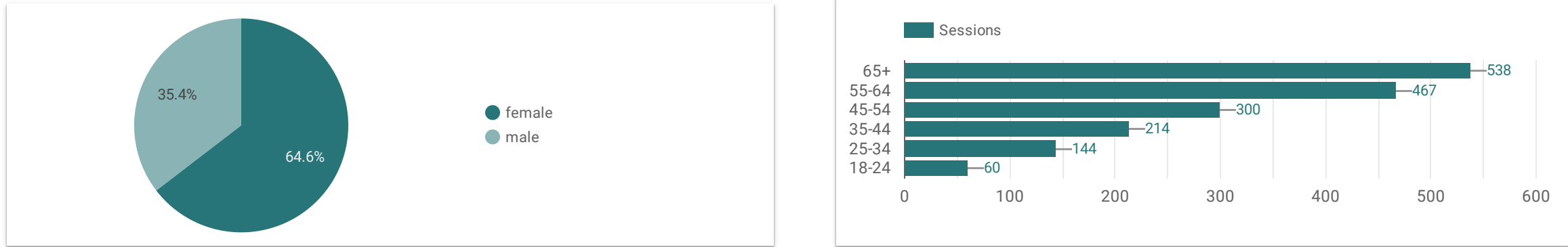
Acquisition Source	Country	Sessions ▾
1. Mailchimp	United States	5,938
2. MailChimp	United States	760
3. Mailchimp	Canada	34
4. Mailchimp	United Kingdom	28
5. Mailchimp	Germany	17

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Acquisition Source	City	Sessions ▾
1. Mailchimp	Fernandina Beach	456
2. Mailchimp	(not set)	346
3. Mailchimp	Atlanta	225
4. Mailchimp	Jacksonville	114
5. Mailchimp	Orlando	109

1 - 100 / 1733 < >

Email Visitors By Age & Gender



Self Selected Interests From The Visitor Guide Request Page

Self Selected Interests	Total Events ▾
1. CLICK TO OPEN VISITOR GUIDE	1,096
2. (select country) Afghanistan Albania Algeria Andorra Angola Anguilla Antarctica Antigua and Barbu...	905
3. See & Do	860
4. (select state) Alabama Alaska American Samoa Arizona Arkansas California Colorado Connecticut ...	764
5. Eat & Drink	692

1 - 100 / 199 < >

Blog Performance Summary YoY

Sessions  
31.9K  
↑ 174%

Users  
35.7K  
↑ 131%

New Users  
24.2K  
↑ 180%

Bounce Rate  
69.9%  
↓ 5%

Avg. Time on Page  
02:25  
↓ 26%

Top Blog Pages

Blog		Sessions ▾	Pageviews	Avg. Time on Page
1.	/blog/february-2018/top-things-to-do-by-age-from-infant-to-teen	2,758 <div></div>	3,442	00:04:38
2.	/blog/march-2021/new-to-amelia-island-s-foodie-scene	2,530 <div></div>	3,370	00:02:30
3.	/blog/july-2020/pet-friendly-amelia-island	1,809 <div></div>	2,566	00:02:18
4.	/blog/march-2021/best-bike-ride-florida	1,298 <div></div>	1,672	00:04:19
5.	/blog/march-2021/meet-amelia-island's-yaking-chef	1,240 <div></div>	1,389	00:01:54
6.	/blog/may-2016/historic-downtown-fernandina-beach	1,142 <div></div>	2,269	00:01:06
7.	/blog/february-2021/get-reel-your-guide-to-fishing-on-amelia-island	1,060 <div></div>	1,240	00:03:03
8.	/blog/february-2019-(1)/interview-with-john-grisham-at-the-amelia-island-b	910 <div></div>	1,037	00:03:05
9.	/blog/may-2021-(1)/there-s-more-to-florida-than-theme-parks-why-you	884 <div></div>	1,288	00:01:46
10.	/blog/june-2020/girls-getaway-itinerary	816 <div></div>	1,109	00:03:09
1 - 50 / 700				< >



## Glossary

- Organic** - Non-paid marketing term (for example, organic traffic refers to visitors to your website who found you through non-paid efforts (such as a Google search results). Paid traffic refers to any media spent to acquire the traffic (such as through a Google ad).
- Session** - A session is a group of user interactions with your website that take place within a given visit. For example, a single session can contain multiple pageviews, clicks, and form fills.
- Session Duration** - The average length of a session in a particular time period . Session duration varies by the source of the traffic, but should generally be over 1 minute. For example, direct (when a user arrives to your website by typing the URL or going to it from their Favorites menu) and organic traffic tend to spend more time.
- Pages/Session** - The number of pages viewed per session.
- Time on Page** – The amount of time users spent viewing a specified page, screen, or set of pages or screens. Much like session duration, time on page varies by the source of traffic. In general, a 1 minute serves as a good benchmark for time spent on a single page.
- Pageview** - An instance in which a page was viewed (or loaded in a browser).
- Unique Pageview** - The number of sessions during which the specified page was viewed at least once.
- Bounce Rate** - Bounce rate is the percentage of sessions in which users viewed a single page. A blog, news, or event page often return higher bounce rates because the user found what they were looking for then exited. A bounce rate over 50% should be further evaluated for potential issues.
- Users** - The number of new and returning people who visit your site.
- Clicks** - The number of clicks received (for example, the number of people who clicked an ad).
- Impressions** - The number of times your content is displayed (but does not directly guarantee it was viewed).
- Reach** - The total number of people who see your content.
- Clickthrough Rate (CTR)** – The percentage of people who were served your ad and clicked on it (clicks/impressions = CTR). The average is 3-4%.
- Cost Per Click (CPC)** - The amount of media spent per click. The average varies by channel and ad format, but usually ranges between \$3-4.
- Conversions/Leads** – The number of people who clicked from your ad to your site and fulfilled a call-to-action such as a purchase, sign-up, phone call, or download.
- Conversion Rate** – The number of conversions that resulted from an ad click. The average conversion rate can vary by channel and ad format. The average conversion rate can range from 4-5%.
- Cost Per Conversion (Cost/conv)** - Shows the average cost of a conversion. It’s your cost divided by your conversions.

## Appendix

This report provides an overview of the website and campaign performance for Amelia Island. Questions regarding this report should be directed to:

Lindsay Moura  
Lindsay.Moura@silverttech.com  
Sr. Digital Marketing Strategist, Team Lead





## 8. E-Mail Blasts



## Blog Roundup Email

Deployment Date: April 8, 2021

### SUBJECT LINE/PREVIEW TEXT

You'll Eat These Right Up 🍽️  
6 New Spots to Visit

### AUDIENCE

Full Discover Amelia Database

### EMAIL METRICS

Total Deliveries: 87,648 (99.2%)

Total Opens: 18,011

Open Rate: 12.9%

Total Clicks: 2,111

Click Rate: 1.6%

Clicks Per Unique Opens: 12.7%

### TOP FEATURED LINKS

[Amelia Island's Foodie Scene Blog](#)

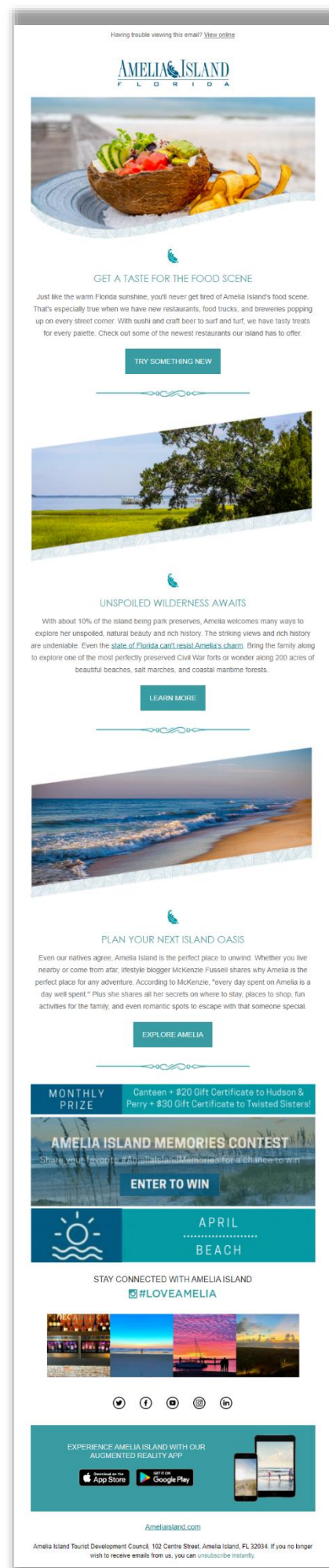
Total Clicks: 1,306

[Visiting Amelia Island during the Pandemic Blog](#)

Total Clicks: 305

[Meet Amelia's State Parks Blog](#)

Total Clicks: 170





## Omni Outdoors Email

Deployment Date: April 14, 2021

### SUBJECT LINE/PREVIEW TEXT

Time to plan your coastal escape ⌚  
and create memories that'll last a lifetime.

### AUDIENCE

Full Discover Amelia Database

### WINNING EMAIL METRICS

Total Deliveries: 43,658 (99.1%)

Total Opens: 8,920

Open Rate: 13.4%

Total Clicks: 798

Click Rate: 1.3%

Clicks Per Unique Opens: 9.5%

### TOP FEATURED LINKS

[Omni Hotels Amelia Island Specials](#)

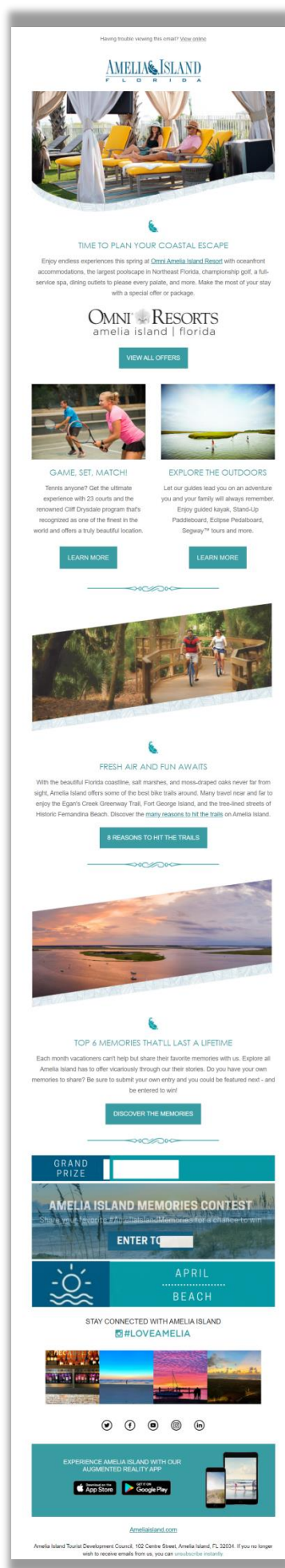
Total Clicks: 398

[Vacation Memories on Amelia Island Blog](#)

Total Clicks: 75

[Memories Contest](#)

Total Clicks: 74



## CONTENT VARIATE RESULTS

Winner: Omni Top Placement

Total Deliveries: 22,033

Open Rate: 11.7%



Click Rate: 1.1%

Omni Center Placement

Total Deliveries: 22,034

Open Rate: 11.7%


Click Rate: 1.0%



### FRESH AIR AND FUN AWAITS

With the beautiful Florida coastline, salt marshes, and moss-draped oaks never far from sight, Amelia Island offers some of the best bike trails around. Many travel near and far to enjoy the Egmont Creek Greenway Trail, Fort George Island, and the new paved stretch of Historic Fernandina Beach. Discover the [many reasons to hit the trails](#) on Amelia Island.

[8 REASONS TO HIT THE TRAILS](#)




### TIME TO PLAN YOUR COASTAL ESCAPE

Enjoy endless experiences this spring at [Omni Amelia Island Resort](#) with oceanfront accommodations, the largest poolside in Northeast Florida, championship golf, a full-service spa, dining outlets to please every palate, and more. Make the most of your stay with a special offer or package.

**OMNI RESORTS**  
amelia island | florida


[VIEW ALL OFFERS](#)



#### GAME, SET, MATCH!

"Tennis anyone?" Get the ultimate experience with 23 courts and the renowned Cliff Drysdale program that's recognized as one of the finest in the world and offers a truly beautiful location.


[LEARN MORE](#)



#### EXPLORE THE OUTDOORS

Let our guides lead you on an adventure you and your family will always remember. Enjoy guided kayak, Stand-Up Paddleboard, Eclipse Paddleboard, Segway™ tours and more.

[LEARN MORE](#)



### TOP 6 MEMORIES THAT'LL LAST A LIFETIME

Each month vacationers can't help but share their favorite memories with us. Explore all Amelia Island has to offer vicariously through our stories. Do you have your own memories to share? Be sure to submit your own entry and you could be featured next - and be entered to win!


[DISCOVER THE MEMORIES](#)

GRAND PRIZE

**AMELIA ISLAND MEMORIES CONTEST**


Share your favorite Amelia Island memories for a chance to win!






[ENTER TO WIN](#)



**APRIL**  
BEACH


STAY CONNECTED WITH AMELIA ISLAND  
[#LOVEAMELIA](#)



EXPERIENCE AMELIA ISLAND WITH OUR AUGMENTED REALITY APP

[Download on the App Store](#) [GET IT ON Google Play](#)



AmeliaIsland.com





## Ritz-Carlton Exclusive Email

Deployment Date: April 21, 2021

### SUBJECT LINE/PREVIEW TEXT

5 Ways to Experience Oceanside Luxury at The Ritz-Carlton  
Plus, save up to 20%

### AUDIENCE

Full Discover Amelia Database

### EMAIL METRICS

Total Deliveries: 87,332 (99.3%)

Total Opens: 17,251

Open Rate: 12.8%

Total Clicks: 1,704

Click Rate: 1.5%

Clicks Per Unique Opens: 11.4%

### TOP FEATURED LINKS

#### [Beach Road Trip Offer](#)

Total Clicks: 1,191

#### [Ritz-Carlton Amelia Island Store](#)

Total Clicks: 122

#### [Ritz-Carlton Amelia Island Coquina Dining](#)

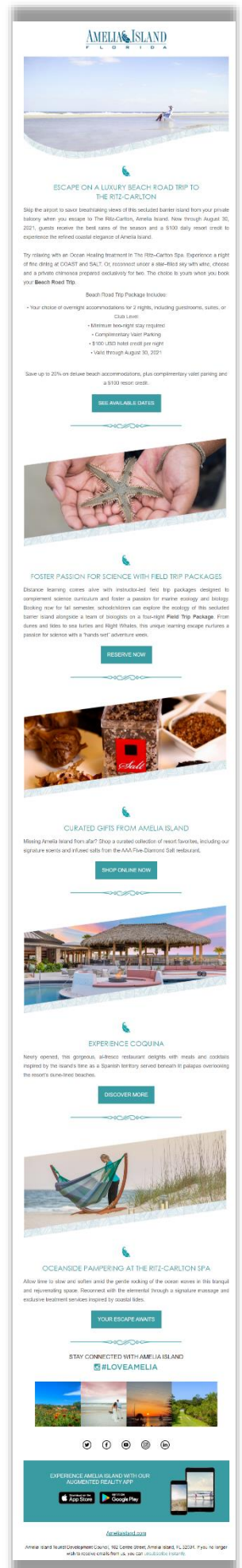
Total Clicks: 113

#### [Ritz-Carlton Remote Field Trips](#)

Total Clicks: 81

#### [Ritz-Carlton Amelia Island Spa](#)

Total Clicks: 71







## Family Vacation Email

Deployment Date: May 4, 2021

### SUBJECT LINE/PREVIEW TEXT

Travel Just Got Easier  
10 Reasons Kids ♥ Amelia

### AUDIENCE

Full Discover Amelia Database

### EMAIL METRICS

Total Deliveries: 86,843 (99.6%)

Total Opens: 14,909

Open Rate: 12.2%

Total Clicks: 690

Click Rate: 0.5%

Clicks Per Unique Opens: 4.3%

### TOP FEATURED LINKS

[Ritz-Carlton Remote Field Trips](#)

Total Clicks: 203

[10 Reasons Why Kids Love Amelia Island Blog](#)

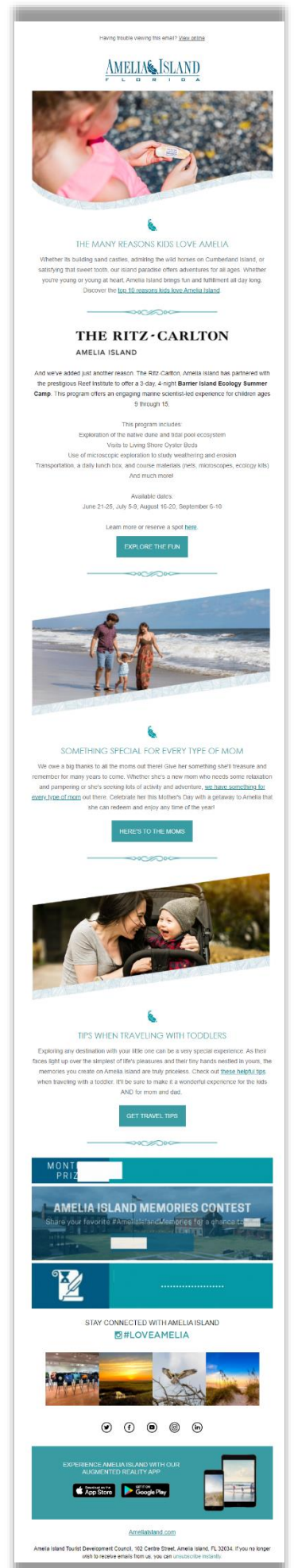
Total Clicks: 113

[Traveling with Toddlers Amelia Island Blog](#)

Total Clicks: 103

[Celebrate with Moms Amelia Island Blog](#)

Total Clicks: 78





## Marriott Golf Email

Deployment Date: May 13, 2021

### SUBJECT LINE/PREVIEW TEXT

Exclusive Savings for a Relaxing Stay 🌴  
with Southern hospitality at its finest.

### AUDIENCE

Full Discover Amelia Database

### EMAIL METRICS

Total Deliveries: 86,715 (99.8%)

Total Opens: 15,438

Open Rate: 12.2%

Total Clicks: 1,001

Click Rate: 0.8%

Clicks Per Unique Opens: 6.2%

### TOP FEATURED LINKS

[Marriott Amelia Island Deals](#)

Total Clicks: 483

[Golfer's Getaway Amelia Island Blog](#)

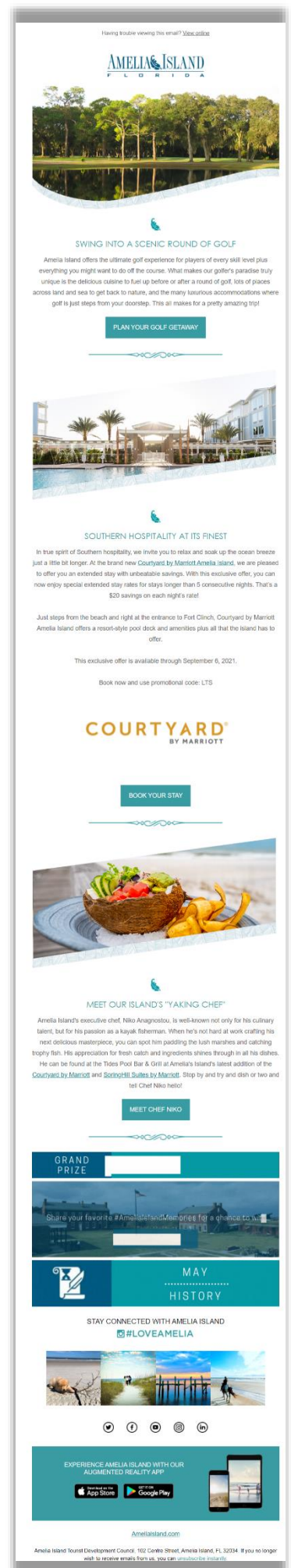
Total Clicks: 158

[Memories Contest](#)

Total Clicks: 103

[Meet Amelia Island's Yaking Chef Blog](#)

Total Clicks: 79





## Father's Day Email

Goal: Email blast to promote Father's Day and generate interest in Amelia Island around the idea that there's so much more to Florida than theme parks.

Deployment Date: May 21, 2021

### SUBJECT LINE/PREVIEW TEXT

10 Reasons Amelia  is the ultimate Florida vacation.

### AUDIENCE

Full Discover Amelia Database

### EMAIL METRICS

Total Deliveries: 86,270 (99.8%)

Total Opens: 14,234

Open Rate: 11%

Total Clicks: 1,484

Click Rate: 0.9%

Clicks Per Unique Opens: 8.1%

### TOP FEATURED LINKS

[There's More to Florida Than Theme Parks](#)

Total Clicks: 852

[Celebrate Every Kind of Dad This Father's Day](#)

Total Clicks: 133

[Memories Contest](#)

Total Clicks: 100

[Logo to Main Website \(top\)](#)

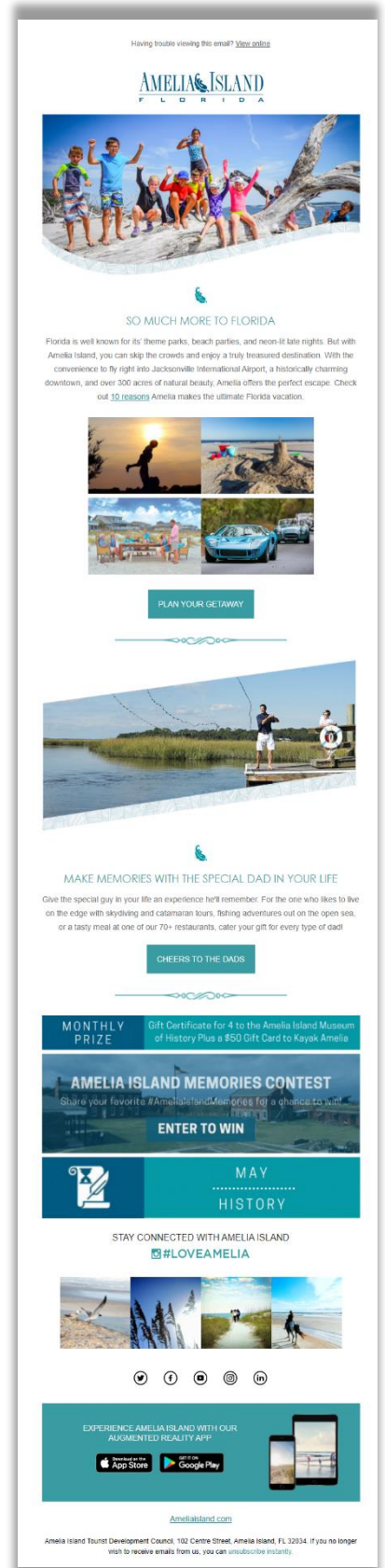
Total Clicks: 71

[Images to Instagram Page](#)

Total Clicks: 63

[Augmented Reality App](#)

Total Clicks: 32






## Omni Exclusive Email

Goal: Email blast to generate bookings at the Omni Resort with links to view activities and dining options.

Deployment Dates: May 27, 2021 and June 2, 2021

Summary: Original deployment to a smaller, more engaged list did not perform as well as prior campaigns, so a second deployment was sent and returned more than double the average open and click rates.

### SUBJECT LINE/PREVIEW TEXT

Upgrade Your Summer Getaway   
with experiences that'll last a lifetime.

### AUDIENCE

Discover Amelia Database

### EMAIL METRICS

Total Deliveries (Combined): 64,282 (99.8%)

Total Opens (Combined): 12,786  
Open Rate: 40.1%

Total Clicks (Combined): 899  
Click Rate: 4.2%  
Clicks Per Unique Opens: 10.5%

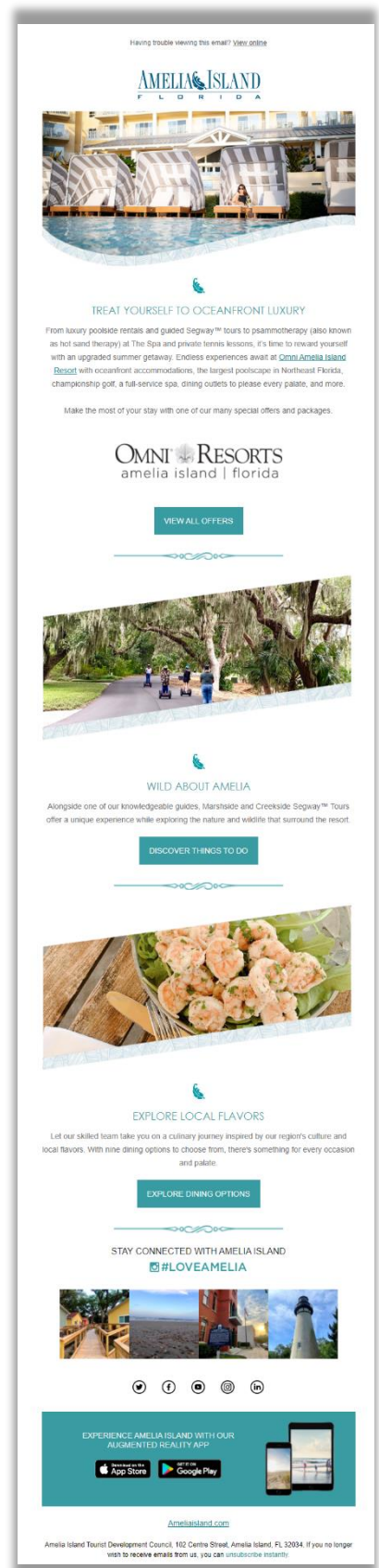
### CLICK PERFORMANCE

[View All Omni Hotel Offers](#)  
Total Clicks (Combined): 704

[Explore Dining Options](#)  
Total Clicks (Combined): 167

[Discover Things To Do](#)  
Total Clicks (Combined): 187

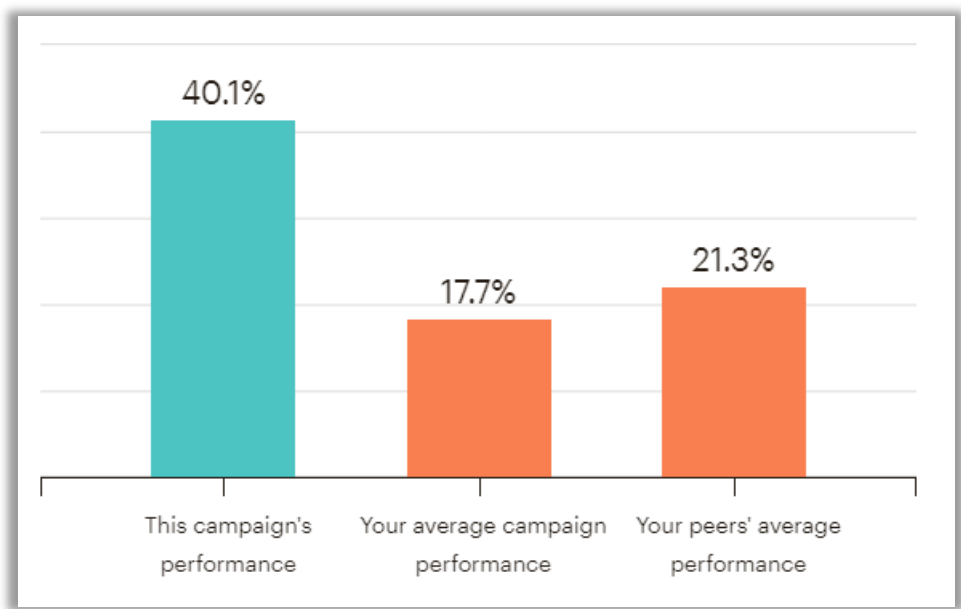
[Omni Hotels Main Page](#)  
Total Clicks (Combined): 136



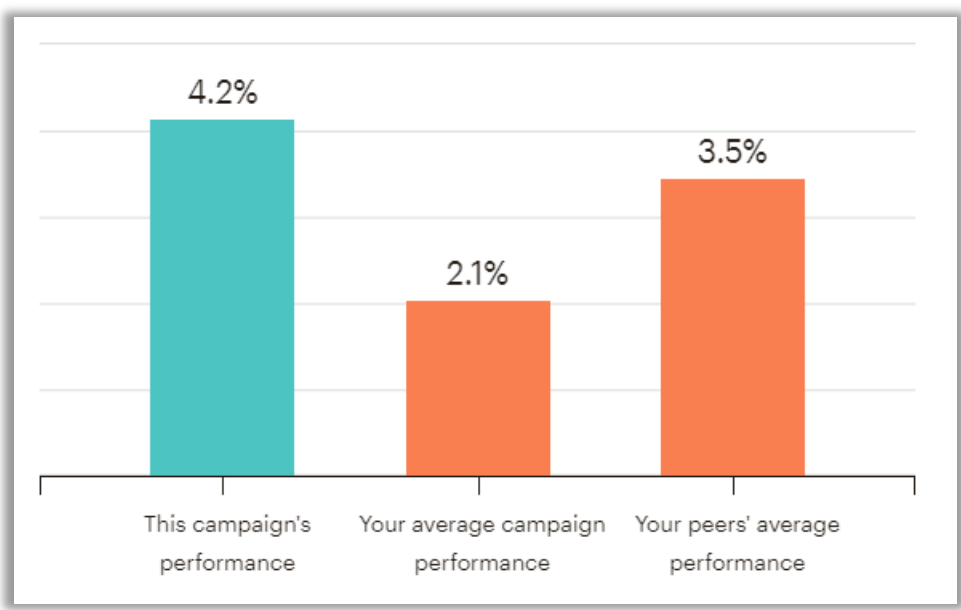


# HOW THIS EMAIL CAMPAIGN COMPARES

## Open Rate



## Click Rate





## Central Island Email

Goal: Email blast to generate awareness and interest in the central part of the island, hosting your wedding, and featuring ice cream shops. This deployment was sent in two separate batches to verify the active and inactive segments.

Deployment Date: June 11, 2021

### SUBJECT LINE/PREVIEW TEXT

Reasons to Visit the "Fun Zone"  
Plus 13 Cool Spots 🍦

### AUDIENCE

Discover Amelia Database

### EMAIL METRICS

Total Deliveries (combined): 99,358 (99.8%)

Total Deliveries (inactive): 66,378 (99.8%)

Total Deliveries (active): 32,980 (99.8%)

Total Opens (combined): 18,208

Total Opens (inactive): 3,738

Open Rate (inactive): 4.0%

Total Opens (active): 14,470

Open Rate (active): 27.9%

Total Clicks (combined): 1,380

Total Clicks (inactive): 286

Click Rate (inactive): 0.3%

Total Clicks (active): 1,094

Click Rate (active): 2.3%

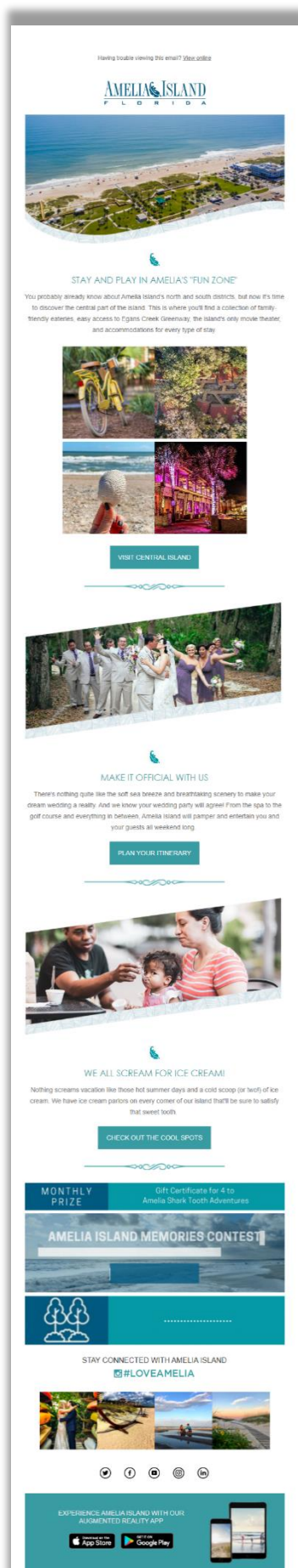
### TOP FEATURED LINKS

[Visit Central Island](#)

Total Clicks (combined): 748

[Check Out the Cool Ice Cream Spots](#)

Total Clicks (combined): 243



## TOP FEATURED LINKS (CONT'D)

### Plan Your Bridal Party Itinerary

Total Clicks (combined): 128

### Memories Contest

Total Clicks (combined): 135





## 4<sup>th</sup> of July Email

Goal: Email blast to generate interest in Main Beach, access to webcams, and activities to do on the 4<sup>th</sup> of July at Amelia Island.

Deployment Date: June 23, 2021

### SUBJECT LINE/PREVIEW TEXT

5+ Things to Do for July 4<sup>th</sup>



### AUDIENCE

Discover Amelia Database (engaged segment only)

### EMAIL METRICS

Total Deliveries: 35,341 (99.8%)

Total Opens: 15,711

Open Rate: 30.0%

Total Clicks: 1,175

Click Rate: 2.1%

Clicks Per Unique Opens: 7.0%

### TOP LINKS

#### Visit Main Beach

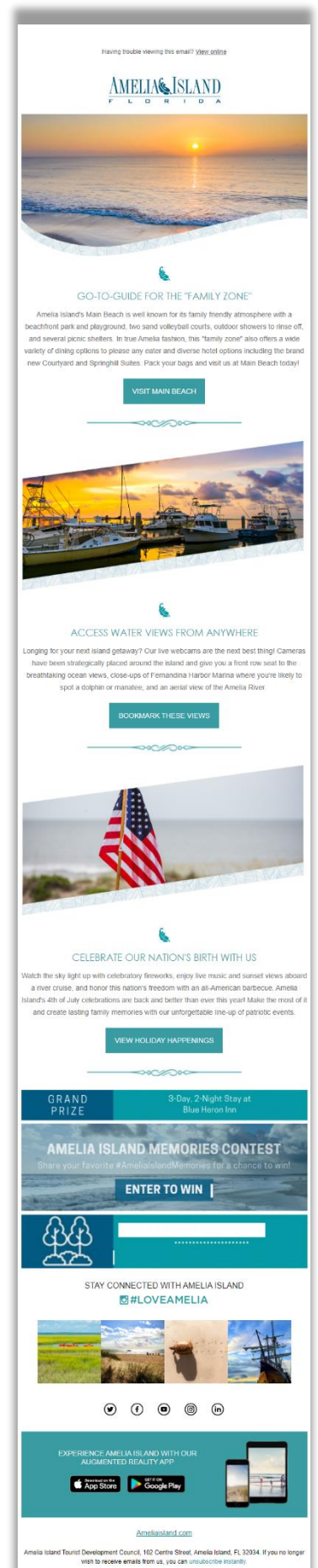
Total Clicks: 352

#### View 4<sup>th</sup> of July Holiday Happenings

Total Clicks: 345

#### Bookmark These Webcam Views

Total Clicks: 225



## TOP LINKS (CONT'D)

### Memories Contest

Total Clicks: 163

### Instagram Account

Total Clicks: 25

### Logo to Homepage

Total Clicks: 25





## 9. Arrivalist Dashboard



# Visitation Dashboard

Destination  
Amelia Island

Year  
FY 2021

Primary Destination  
Primary

US Calibrated Data  
TSFS



Total Est. US Adult Trips:  
**660,288**

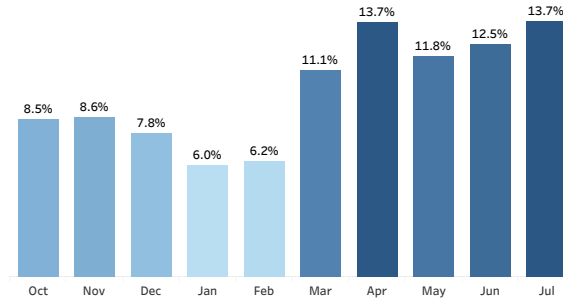
Average Nights:  
**2.9**

Average Distance Traveled:  
**304.9 Miles**

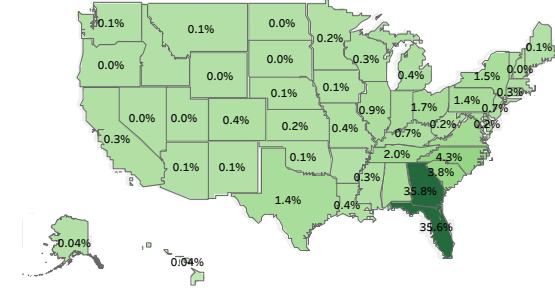
## Top Origin Markets (DMAs)

DMA	Trips	Share of Trips	Average Nights
Jacksonville-Brunswick	159,482	24.2%	1.7
Atlanta	79,900	12.1%	3.9
Orlando/Daytona Beach..	41,022	6.2%	2.2
Albany-Ga	40,042	6.1%	2.4
Savannah	34,102	5.2%	2.3
Tallahassee/Thomasville	25,631	3.9%	2.2
Macon	21,344	3.2%	2.9
Tampa/Saint Petersburg	19,749	3.0%	2.6
Charlotte	15,079	2.3%	3.4
Gainesville	12,237	1.9%	2.4
Washington Dc	12,183	1.8%	4.5
Greenville/Spartanburg..	12,151	1.8%	3.6
Miami/Fort Lauderdale	10,228	1.5%	2.8
New York	10,004	1.5%	4.8

## Trips by Month



## Trips by Origin States



# Visitation Dashboard

Destination  
Amelia Island

Year  
FY 2021

Primary Destination  
Primary

US Calibrated Data  
TSFS

Arrivalist

Total Est. US Adult Trips:  
**1,858,507**

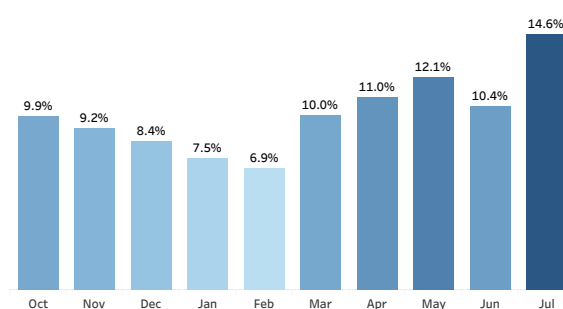
Average Nights:  
**1.0**

Average Distance Traveled:  
**154.1 Miles**

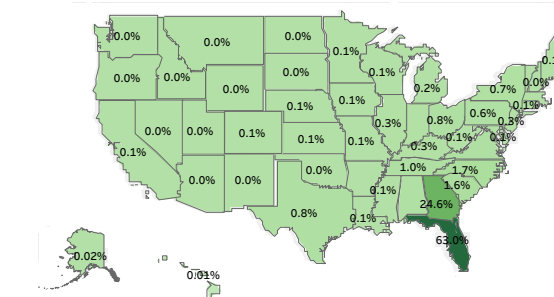
## Top Origin Markets (DMAs)

DMA	Trips	Share of Trips	Average Nights
Jacksonville-Brunswick	1,187,407	63.9%	0.2
Atlanta	86,431	4.7%	3.6
Orlando/Daytona Beach..	68,759	3.7%	1.3
Savannah	60,652	3.3%	1.3
Albany-Ga	56,478	3.0%	1.7
Tallahassee/Thomasville	50,824	2.7%	1.1
Gainesville	27,925	1.5%	1.0
Macon	25,769	1.4%	2.4
Tampa/Saint Petersburg	22,821	1.2%	2.3
Charlotte	17,646	0.9%	2.9
Greenville/Spartanburg..	14,615	0.8%	3.0
Washington Dc	13,521	0.7%	4.1
New York	12,016	0.6%	4.0
West Palm Beach/Fort ..	11,992	0.6%	2.3

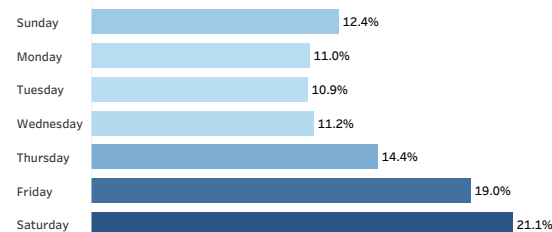
## Trips by Month



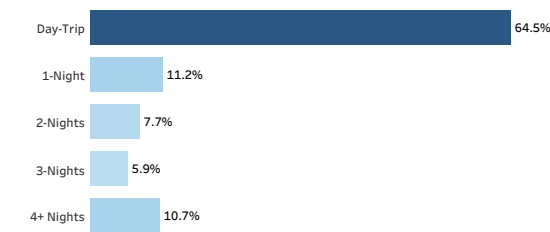
## Trips by Origin States



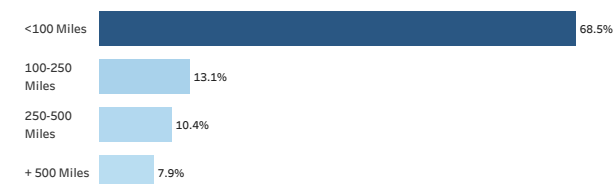
## Trips by Day of Week



## Trips by Length of Stay



## Trips by Avg. Distance Traveled (Miles)



FY 2021 YTD (Oct 1, 2021-Aug 17, 2021) | Total Sample Visitation including day trippers



## 10. Book Direct Engagement Reports

# BOOK > DIRECT ENGAGEMENT REPORT

Site  
ameliaisland.com

Start Date 4/1/2021 End Date 4/30/2021

## BOOK > DIRECT RESULTS PAGE

### ENGAGEMENT

Searches 8,723

Desktop 36.9 Properties Viewed on Average

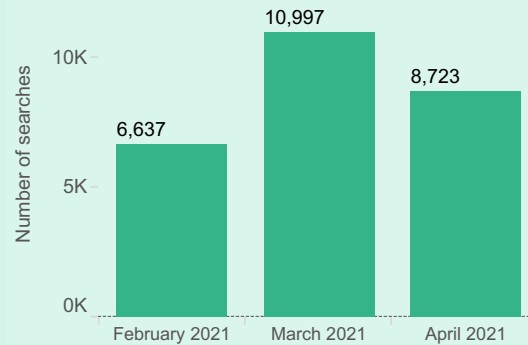
Mobile 32.7 Properties Viewed on Average

**Book > Direct Network Desktop 47.2 Properties Viewed**

**Book > Direct Network Mobile 38.5 Properties Viewed**

Bounce Rate 29.90%

**Book > Direct Network Bounce Rate 30.65%**



### DURATION

Overall 3.2 min

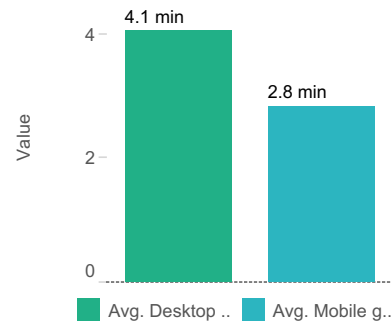
Desktop 4.1 min

Mobile 2.8 min

**Global Average Overall: 3.7 min**

**Global Desktop Average: 4.8 min**

**Global Mobile Average: 3.1 min**



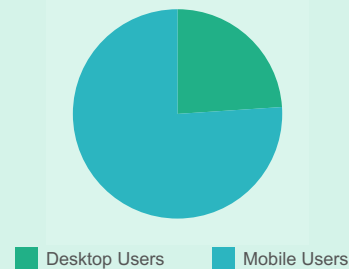
### DEVICE BREAKDOWN

Desktop 23.9%

Mobile 76.1%

**Global Average on Desktop: 39.8%**

**Global Average on Mobile: 60.2%**



### TOTAL REFERRALS TO PROPERTIES: 5,051

Overall Search to Referral Ratio 57.90%

Desktop 109.75%

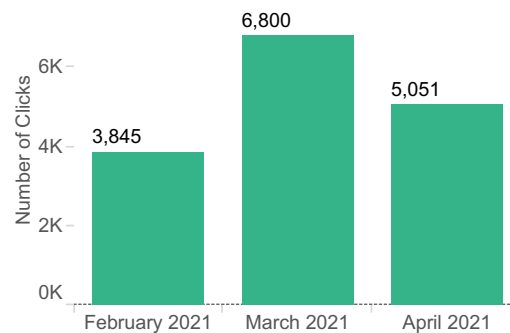
Mobile 44.23%

### BOOK > DIRECT NETWORK SEARCH TO REFERRAL RATIOS

**Overall 85.81%**

**Desktop 155.69%**

**Mobile 45.50%**



# BOOK › DIRECT ENGAGEMENT REPORT

Site  
ameliaisland.com

Start Date 5/1/2021 End Date 5/31/2021

## BOOK › DIRECT RESULTS PAGE

### ENGAGEMENT

Searches 8,466

Desktop 37.1 Properties Viewed on Average

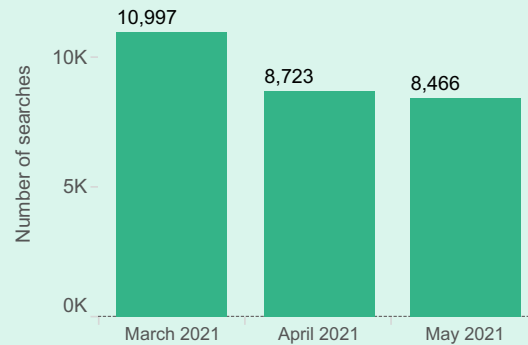
Mobile 33.4 Properties Viewed on Average

**Book › Direct Network Desktop 48.0 Properties Viewed**

**Book › Direct Network Mobile 38.6 Properties Viewed**

Bounce Rate 31.18%

**Book › Direct Network Bounce Rate 30.55%**



### DURATION

Overall 3.2 min

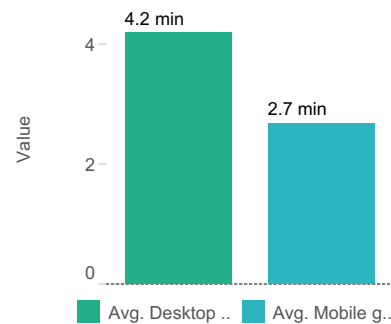
Desktop 4.2 min

Mobile 2.7 min

**Global Average Overall: 3.8 min**

**Global Desktop Average: 4.8 min**

**Global Mobile Average: 3.2 min**



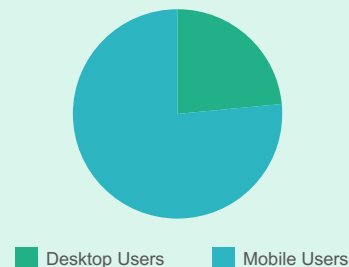
### DEVICE BREAKDOWN

Desktop 23.5%

Mobile 76.5%

**Global Average on Desktop: 39.6%**

**Global Average on Mobile: 60.4%**



### TOTAL REFERRALS TO PROPERTIES: 4,970

Overall Search to Referral Ratio 58.71%

Desktop 120.65%

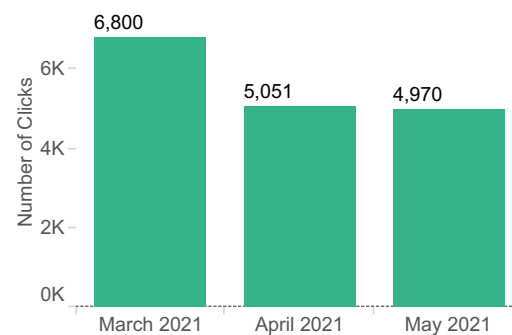
Mobile 43.17%

### BOOK › DIRECT NETWORK SEARCH TO REFERRAL RATIOS

**Overall 87.37%**

**Desktop 159.44%**

**Mobile 45.08%**





# BOOK › DIRECT ENGAGEMENT REPORT

Site  
ameliaisland.com

Start Date 6/1/2021 End Date 6/30/2021

## BOOK › DIRECT RESULTS PAGE

### ENGAGEMENT

Searches 9,601

Desktop 37.9 Properties Viewed on Average

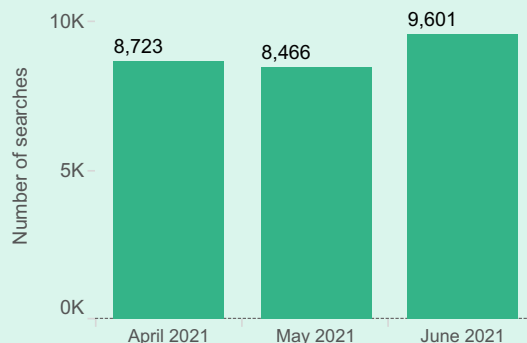
Mobile 27.5 Properties Viewed on Average

**Book › Direct Network Desktop 46.5 Properties Viewed**

**Book › Direct Network Mobile 38.6 Properties Viewed**

Bounce Rate 28.90%

**Book › Direct Network Bounce Rate 30.19%**



### DURATION

Overall 3.4 min

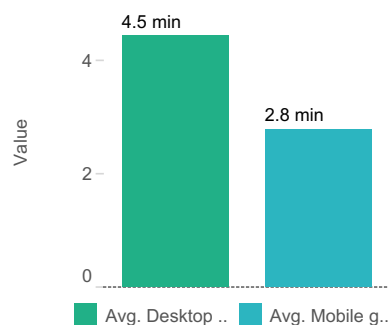
Desktop 4.5 min

Mobile 2.8 min

**Global Average Overall: 3.9 min**

**Global Desktop Average: 4.9 min**

**Global Mobile Average: 3.3 min**



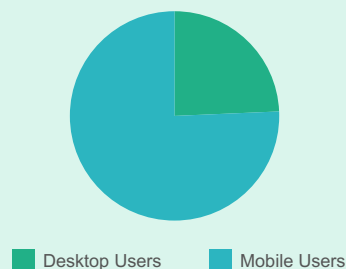
### DEVICE BREAKDOWN

Desktop 24.3%

Mobile 75.7%

**Global Average on Desktop: 39.6%**

**Global Average on Mobile: 60.4%**



### TOTAL REFERRALS TO PROPERTIES: 3,653

Overall Search to Referral Ratio 38.05%

Desktop 116.36%

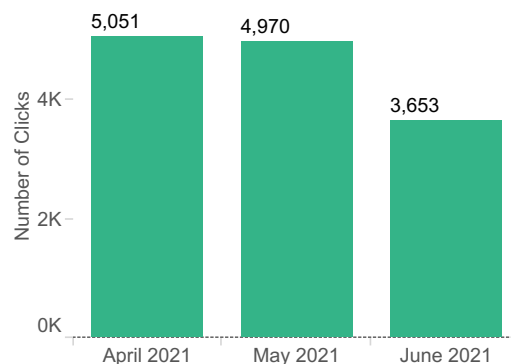
Mobile 20.40%

### BOOK › DIRECT NETWORK SEARCH TO REFERRAL RATIOS

**Overall 86.05%**

**Desktop 157.57%**

**Mobile 44.26%**

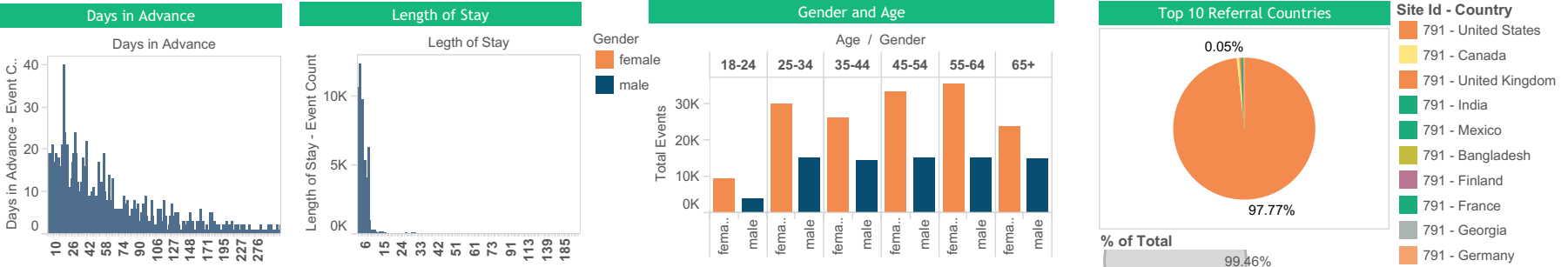
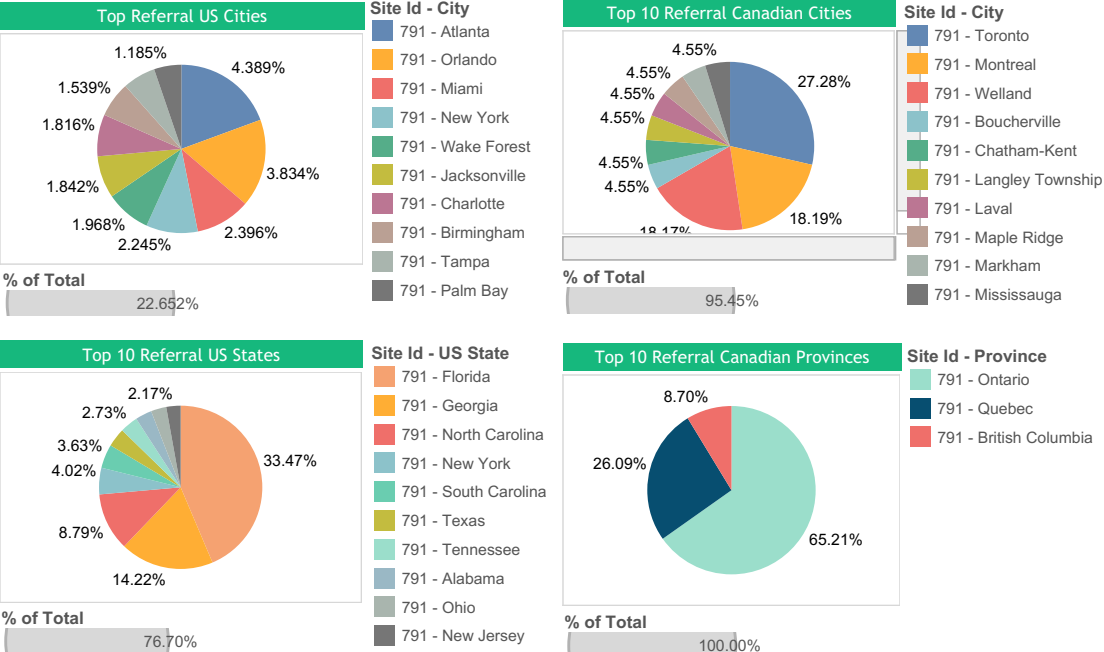


Performance Summary

A breakdown of search, referral and conversion data for the given timeframe.

Avg. Cost Per Referral		\$0.13
Avg. Referrals Per Booking		29
Referral to Booking CVR		3.44%
Est Avg Cost Per Booking		\$3.79
Est Avg Booking Amount		\$1,367.58
Cost Per Reservation		0.3%
Searches		26,790
Search to Referral Ratio		51.04%
Total Referrals		13,674
Est Bookings		471
Est Total Spend		\$1,783
Est Booking Revenue		\$644,131.50
Est ROI	360.3	36030%
	Searches	Referrals
Avg Advance Stay in Days	62.90	40.76
Avg. Length of Stay in Days	4.43	3.74
Avg. Daily Rate	\$408.73	\$365.47

Start Date4/1/2021End Date6/30/2021Siteameliaisland.comLodging CategoriesAll

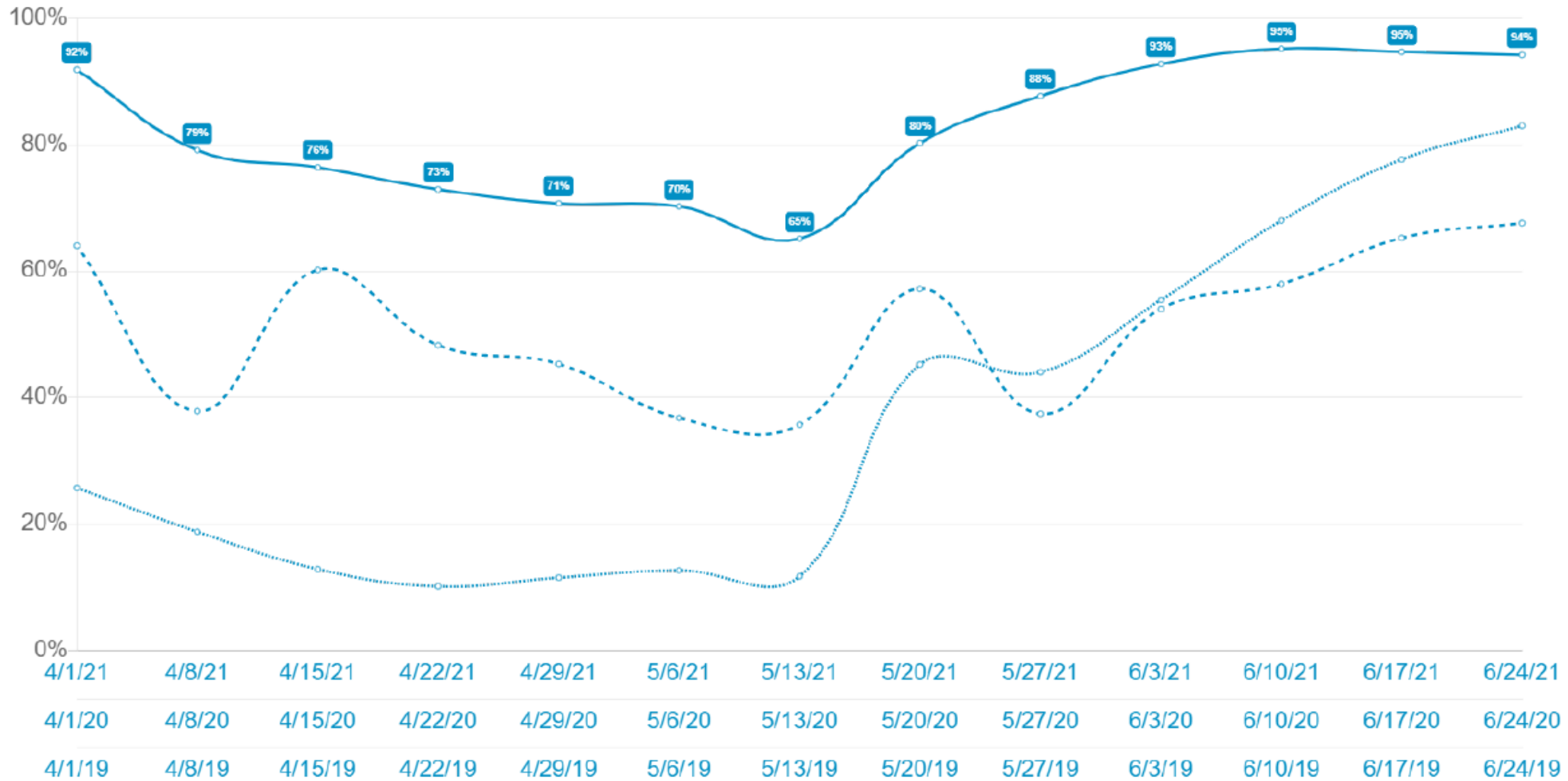




## 11. Key Data Reports

## Amelia Island Adjusted Paid Occupancy %

Amelia Island (4/1/2021 to 6/30/2021 as of 8/19/2021) | 82.8%
Amelia Island (Compared 4/1/2020 to 6/30/2020 as of 8/20/2021) | 40.4%
Amelia Island (Compared 4/1/2019 to 6/30/2019 as of 8/20/2021) | 51.6%

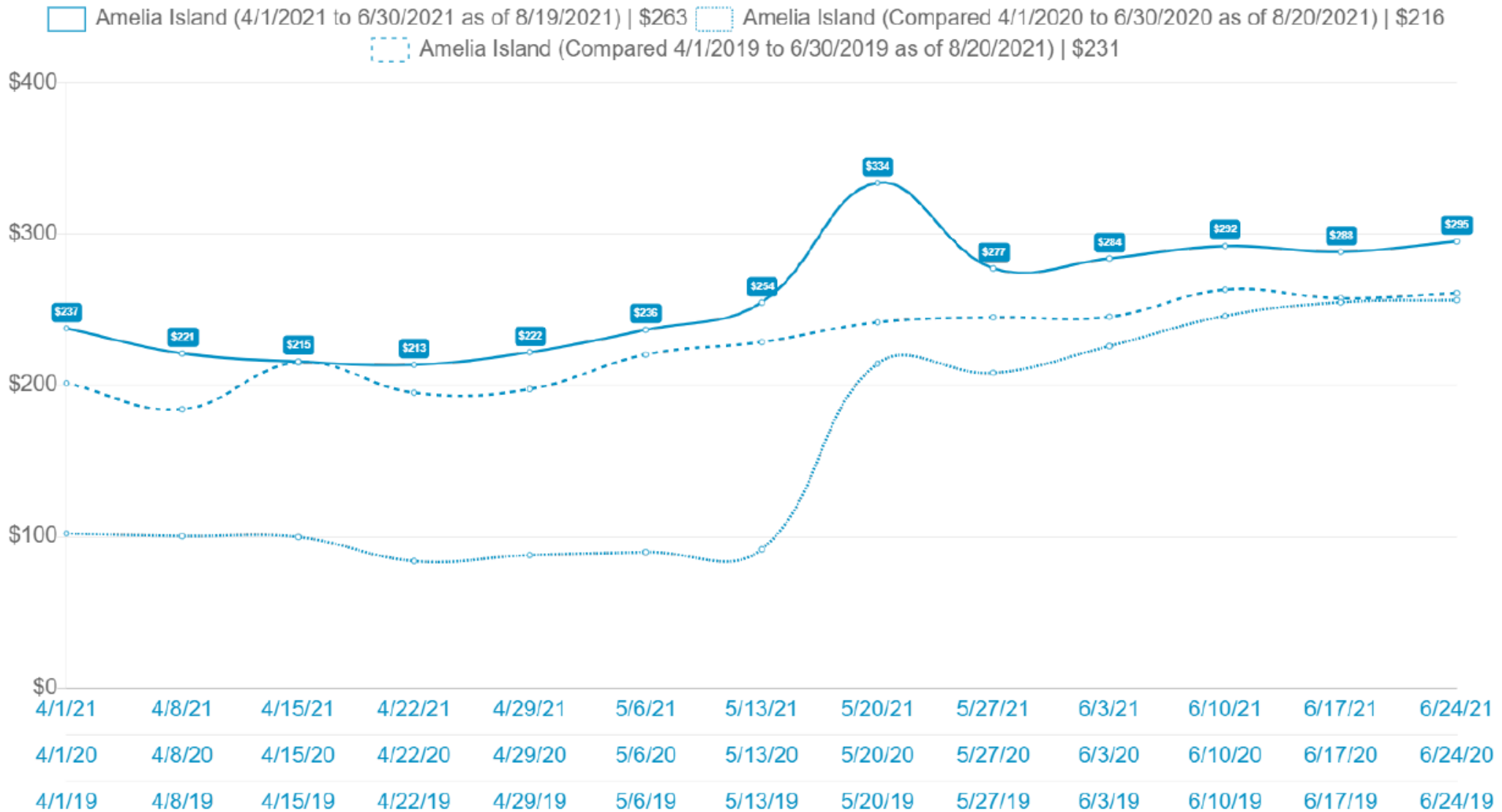


Copyright Key Data, LLC 2021  
 Created: 8/20/21 09:08 AM

*This chart provides the paid occupancy for April-June for 2021, 2020, and 2019. Owner stays and maintenance holds have been removed from the occupancy count.*

*Information is based on 744 of 1078 professionally managed short term vacation rental units on Amelia Island.*

## Amelia Island ADR



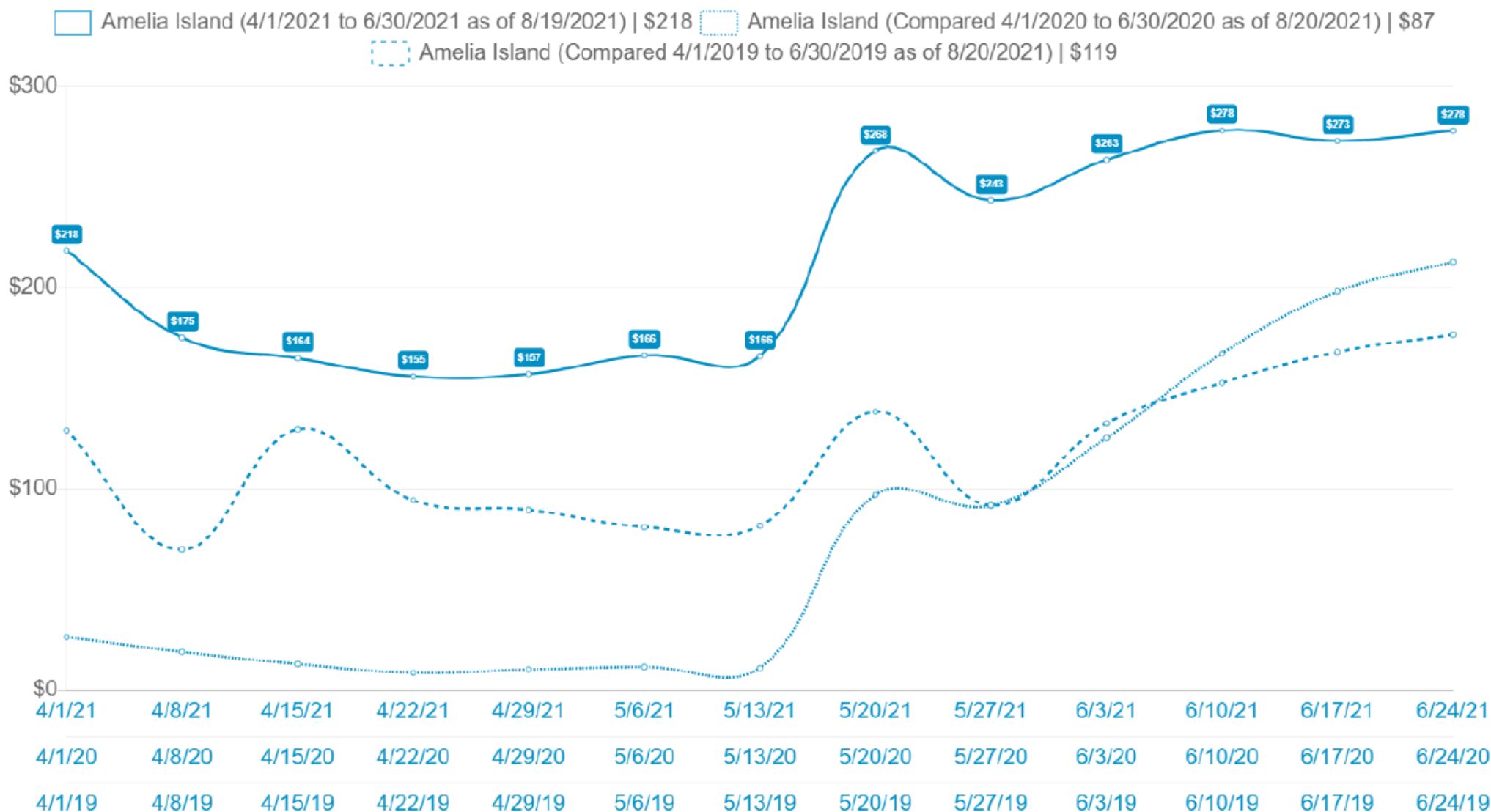
Copyright Key Data, LLC 2021  
Created: 8/20/21 10:08 AM

*This chart provides the Average Daily Rate April-June for 2021, 2020, and 2019.*

*Information is based on 744 of 1078 professionally managed short term vacation rental units on Amelia Island.*



## Amelia Island Adjusted RevPAR

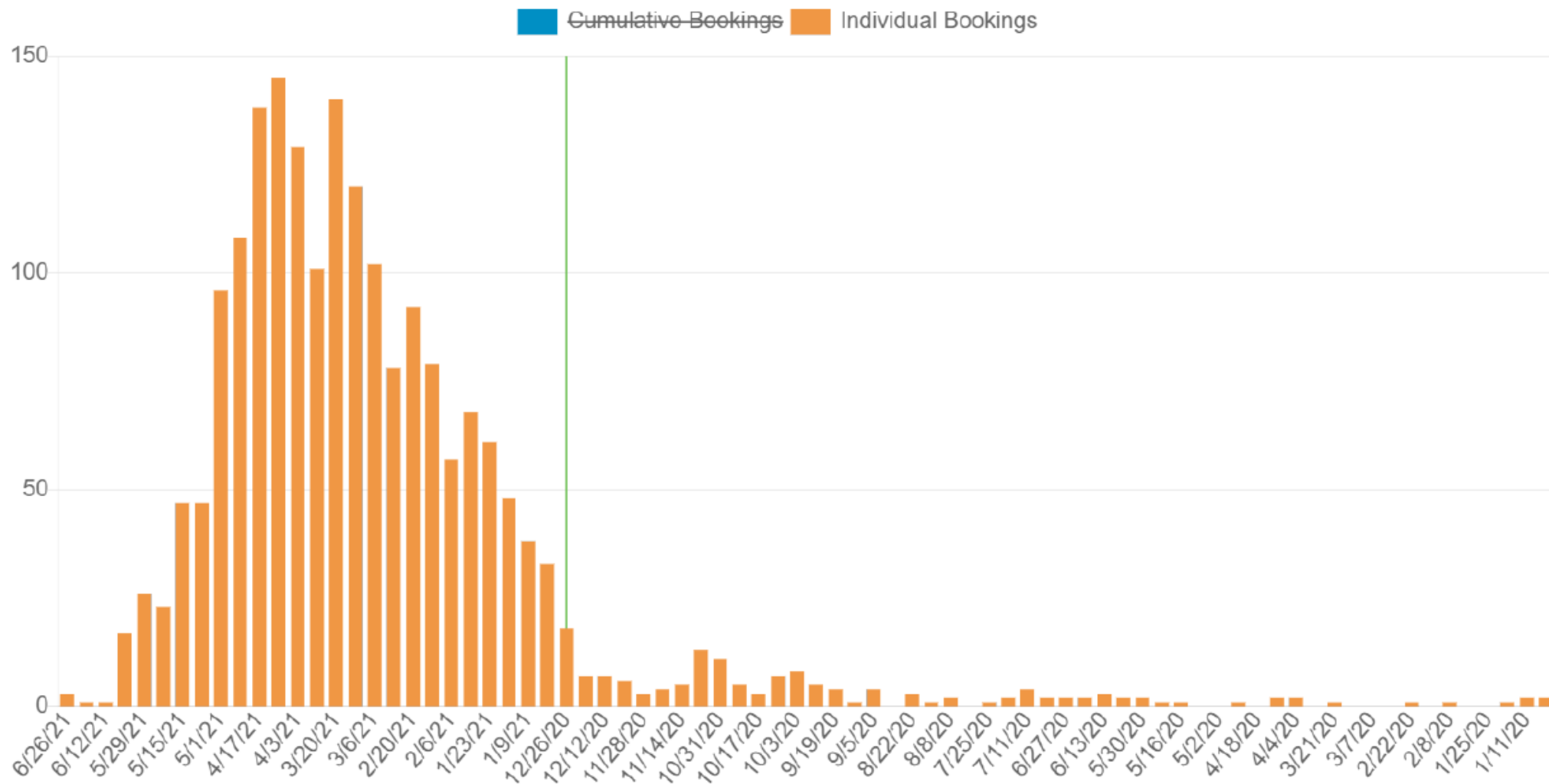


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Created: 8/20/21 09:08 AM

*Adjusted Revenue Per Available Rental provides average daily revenue generated for all available units in April-June for 2021, 2020, and 2019. This provides a better indicator of performance then looking at OCC or ADR alone.*

*Information is based on 744 of 1078 professionally managed short term vacation rental units on Amelia Island.*

## When Guests Booked for Arrivals 4/1/2021 to 6/30/2021



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Created: 8/20/21 09:08 AM

*The booking curve shows when guests made their reservation for stays in the months of April, May, and June.  
Information is based on 744 of 1078 professionally managed short term vacation rental units on Amelia Island.*