

## **Internet Advertising**

### **Entry: UK & Canada Southern Elegance campaign**

#### **TARGET AUDIENCE**

As an upscale destination, Amelia Island primarily targets women 35-54 years of age, with above average household income (\$100,000+). A secondary target includes adults 25-54 with HHI \$100,000+. Both of these audiences are targeted in the Southeast and include major markets such as Atlanta, Jacksonville, Orlando, Savannah, Gainesville and Charleston. Internationally, the CVB targets the UK and Canada.

#### **OBJECTIVE**

The marketing goal mirrors the CVB's business goal – increase tourism to the destination, which can be measured through increased occupancy, Average Daily Rate (ADR), revenue per available room (RevPar), and hotel tax collections. Marketing objectives include positioning Amelia Island as a unique destination amongst its competitors, increasing brand awareness, generating inquiry and traffic to the website.

#### **IMPLEMENTATION**

The CVB worked with an advertising agency to develop the marketing, brand positioning and execute the advertising. This banner campaign was a continuation of last year's award-winning Brand positioning – A Florida Beach With a Southern Accent. There are beautiful, warm Florida beach destinations and there are classic, charming Southern destinations. However, there is only one Florida luxury beach destination that offers you the best of both worlds. Amelia Island presents you the tranquility of a warm Florida beach and the elegance and splendor of Southern hospitality like no other place in the South. Or Florida.

The banners ran for 3 weeks in Sept/Oct 2014 on the Canadian Weather Network Online, and with a Brand USA co-op through TripAdvisor to target the UK. There were standard GIF and static banners, plus a unique rich media unit deployed as a synchronized take-over on the Canadian Weather website, with a :30 branded video playing in the expandable Flash unit.

Anyone with a UK or Canadian IP address were served these banners, but also more frequently when they searched for terms like "Florida", "vacation" or "beaches".

#### **RESULTS**

Specifically for this internet campaign, the results were strong: there were 2,824,720 impressions and an average .12% click-through, right in the middle of the industry average range (.06%–.20%).

And it bolstered the overall marketing campaign. For 4Q 2014 vs last year:

- Occupancy increased an average of 10%
- ADR increased an average of 6.1%

- And RevPAR increased an incredible 17.1%

On a macro level, 2014 was a blockbuster year for tourism on Amelia Island (based on fiscal year 2014 compared to fiscal year 2013) including: A 17% increase in overall tax collection revenue which for the first time ever reached over \$100 million in lodging taxable sales, occupancy increased 10% leading to a new record of total units rented; ADR exceeded \$200 for the first time ever; and RevPar increased 13.6%. Overall, every dollar invested in marketing generated \$177 in visitor-related expenditures contributing to a \$515 million annual economic impact from tourism. Nassau County is twice as dependent on tourism as the average Florida county with 25% of its total county employment made up of tourism jobs and 36% of sales taxes generated by tourism related business.

Amelia Island CVB's overall marketing efforts helped contribute to a visitor satisfaction level of 98% and acclaim from the top publications including "America's Favorite Beach Towns" and "America's Most Romantic Towns" in Travel + Leisure, Top 10 US Islands in USA Today Travel, and Top 25 Golf Islands in the World by Links Magazine. In addition, the Amelia Island CVB won 11 HSMAI Gold Adrian Awards for its 2014 marketing efforts.

**BUDGET/COSTS**

Total Budget – \$XXX

Production of Creative Materials – \$XXX

Media Costs – \$XXX