

THE GOLDEN AGE OF AMELIA

AMELIA ISLAND
FLORIDA

The background is a complex geometric pattern composed of various shapes like circles, arcs, and lines in shades of blue, green, and gold. The central text is overlaid on a dark blue rectangular area.

2025 STRATEGIC MARKETING MEETING



JOHN MARTIN

Chairman, Amelia Island Tourist Development Council

District 1 Commissioner, Nassau County Board of County Commissioners





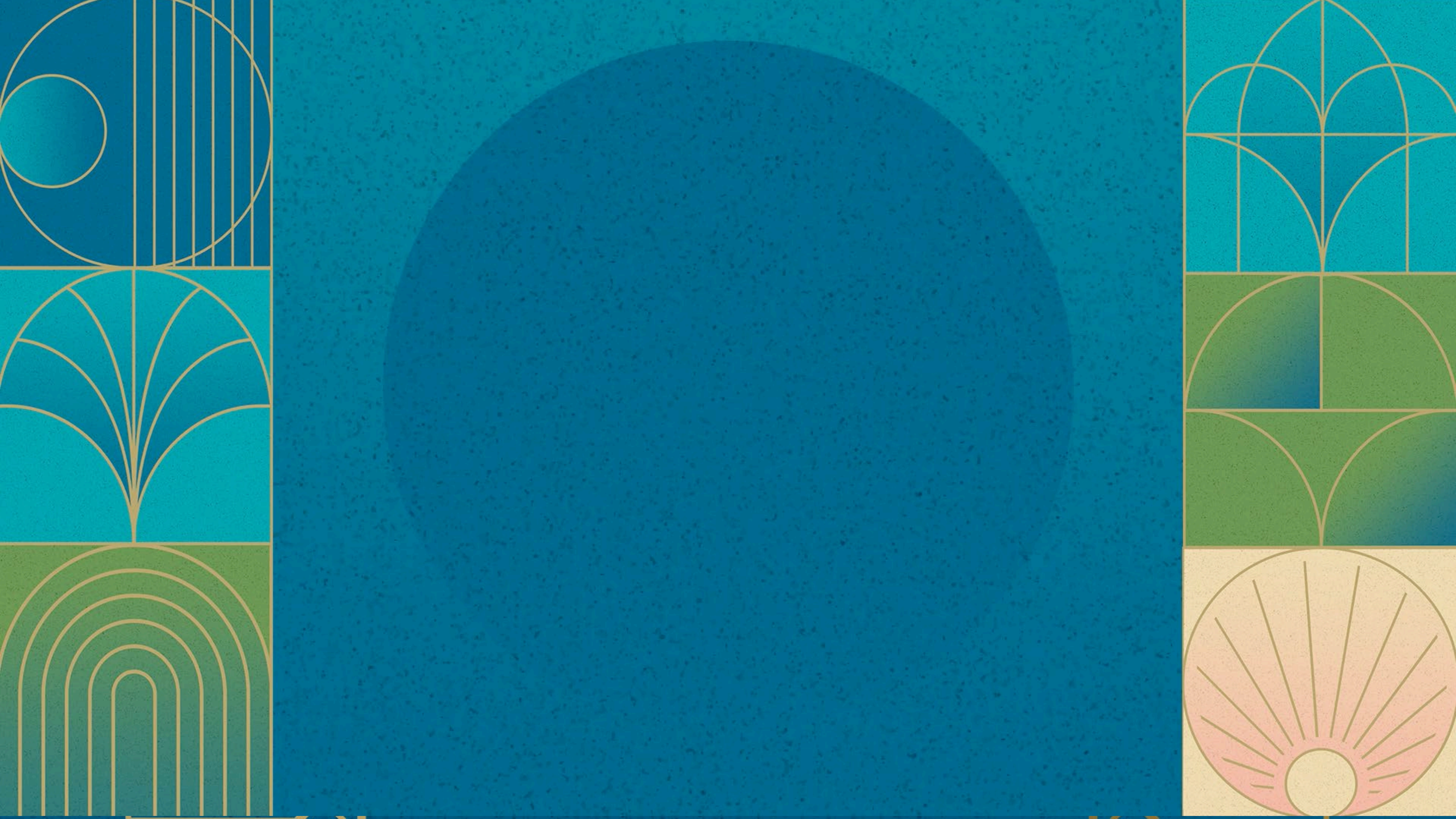
SCOTT BERGLUND

Director of Meetings and Special Events
The Ritz-Carlton, Amelia Island



THE RITZ-CARLTON

AMELIA ISLAND





AMELIA ISLAND TEAM



Gi Langley
President & CEO



Paul Beirnes
Vice President



Maurie Dugger
Director of Community
Engagement



Karen Hadley
Director of Marketing



Nate Aron
Director of Research
& Analytics



Mariela Murphy
Director of Special Events



Madison Jozsa
PR & Social Media Manager



Elaine Roberts
Executive Assistant



Linda Van Haren
Finance & Budget Manager



Bernard Coleman
Marketing Intern



Deb Nordstrom
Visitor Services
Manager





PAUL BEIRNES

Vice President
Amelia Island Convention & Visitors Bureau

AMELIA ISLAND

CONVENTION & VISITORS BUREAU

PARTNERS



DESTINATION ACCOLADES

- 🏖️ #2 Best Island in the US, Travel+Leisure Magazine, 2nd consecutive year
- 🏖️ #1 Best Island in the US, Global Traveler, 2nd consecutive year
- 🏖️ #10 Best Beach Town in the South, Southern Living
- 🏖️ #3 Most Charming Small-town Downtowns, HGTV
- 🏖️ #10 Best Summer Travel Destination, USA Today



DESTINATION ACCREDITATION

Destination Marketing
Accreditation Program (DMAP)
serves as a visible industry
distinction that defines quality
and performance standards in
destination marketing and
management.



DESTINATION ALLOCATION

FY26 Budget - \$11.6M

- 🌴 Beach - 10%
- 🌴 Travel Trade - 10%
- 🌴 Administration - 15%
- 🌴 Marketing - 65%



DESTINATION CHECK

Over the past year:

- Weather impacts
(Debbie, Helene, Milton; Snow & Ice)
- Runaway Inflation – still 2.7% annually
- Economic uncertainty
- International boycotts
- Short advance bookings

Headwinds

- Americans downsizing summer vacations – shorter/ closer to home (25% less spending)
- Less people taking vacation time in June.
Lowest level since pandemic
- Credit balances record \$1.2 trillion
- 56% travel less this summer (source: SSRS)



Joseph St. Germain

President &

Partner



downs & st. germain

R E S E A R C H

Nate Aron

Director Research &

Analytics

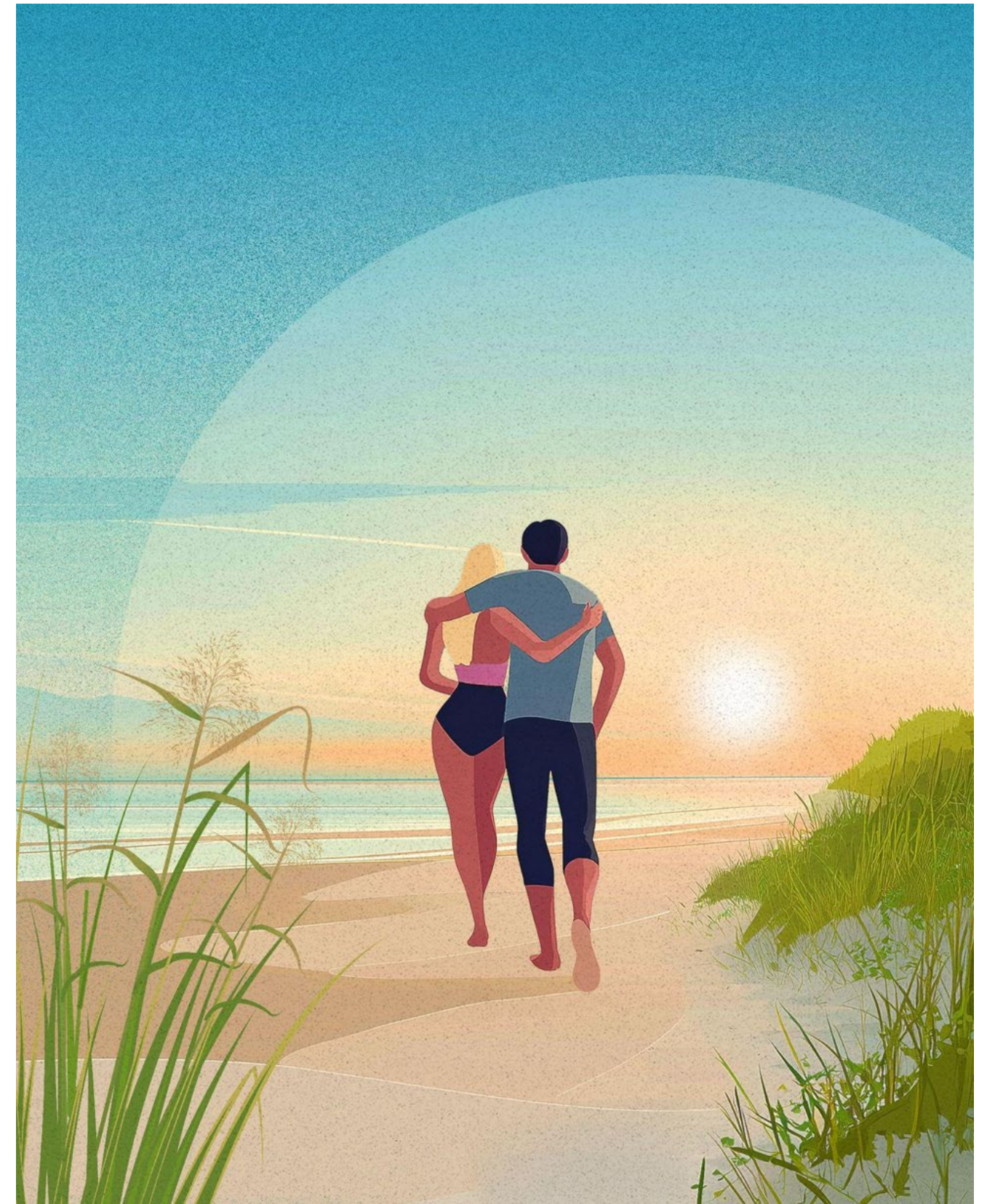
AMELIA & ISLAND

CONVENTION & VISITORS BUREAU

DESTINATION OUTLOOK

🏖 Destination Performance

🏖 Travel Trends



TRAVEL TRENDS

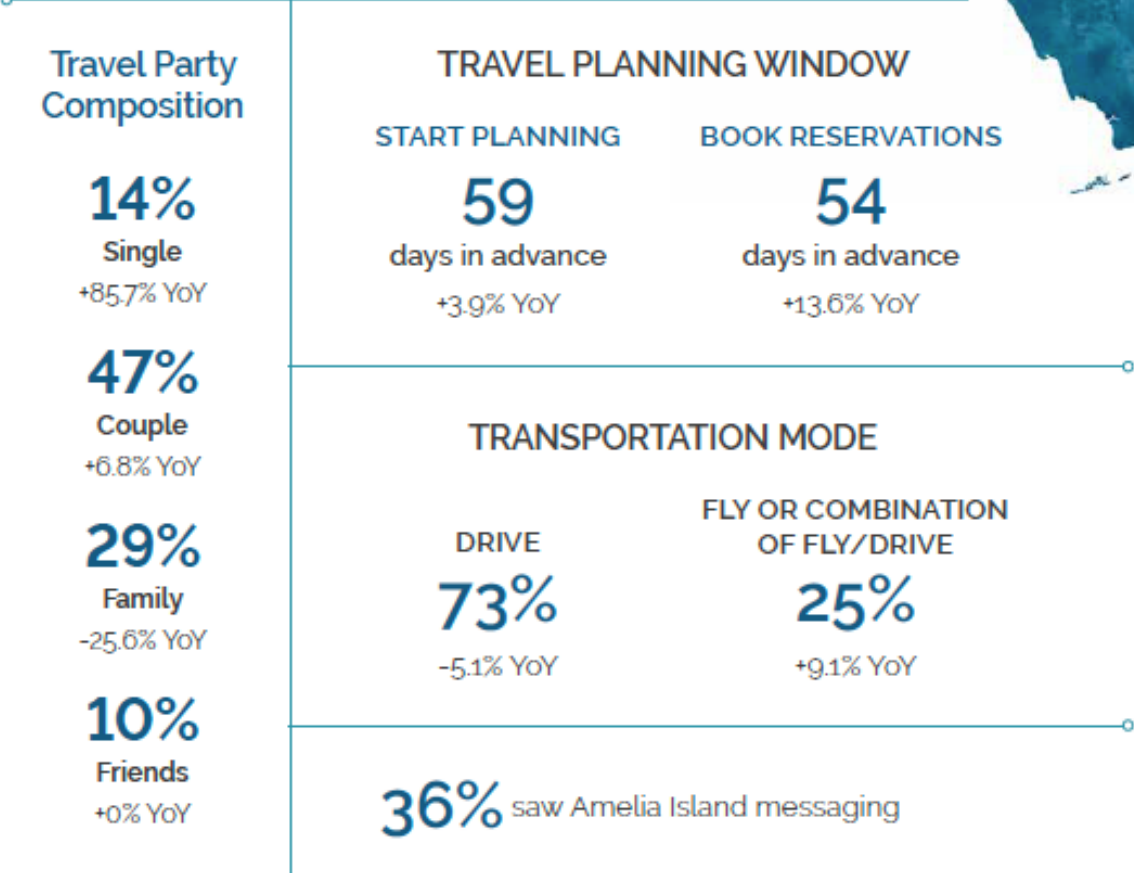
- 🐚 People are still traveling, but...
- 🐚 International Travel
- 🐚 JOMO
- 🐚 Off-the-Beaten Path Exploration
- 🐚 Booked for the event, stayed for the beach
- 🐚 Multigenerational Travel
- 🐚 Technology and Personalization

VISITOR PROFILE FY24

Source: Downs & St. Germain by fiscal year (Oct 1 – Sept 30)

\$962,753,400

Economic Impact
-2.4% YoY



- 52.0 - AVERAGE AGE of Visitor
- \$146,200 - Average Annual HOUSEHOLD INCOME
- 3.7 days - Average LENGTH OF STAY
- 2.8 people - Average PARTY SIZE
- 39% - FIRST TIME VISITORS
- 99% - WOULD RECOMMEND AMELIA ISLAND
- 99% - VISITOR SATISFACTION
- 97% - PLAN TO RETURN



STARMARK INTERNATIONAL

A BRAND ON A MISSION



Emotional Connection = Memorability





*"People will forget
what you said.
People will forget
what you did.
But people will never
forget how you
made them feel."*

Maya Angelou

BRAND EVOLUTION



beauty

TRUTH-FINDING EXERCISE

fulfilment

inspiration

family love

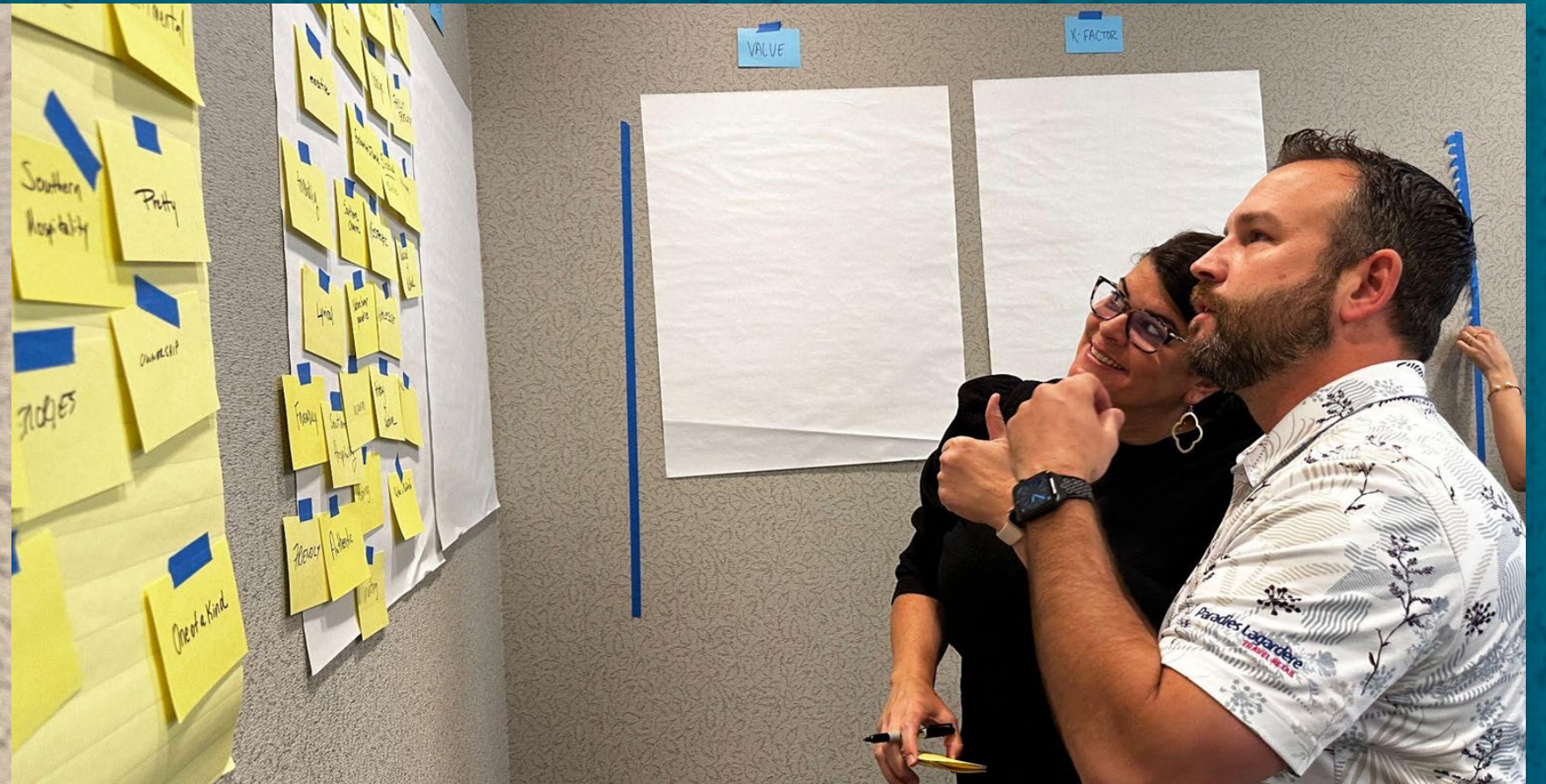
THINGS

So









PERSONALITY

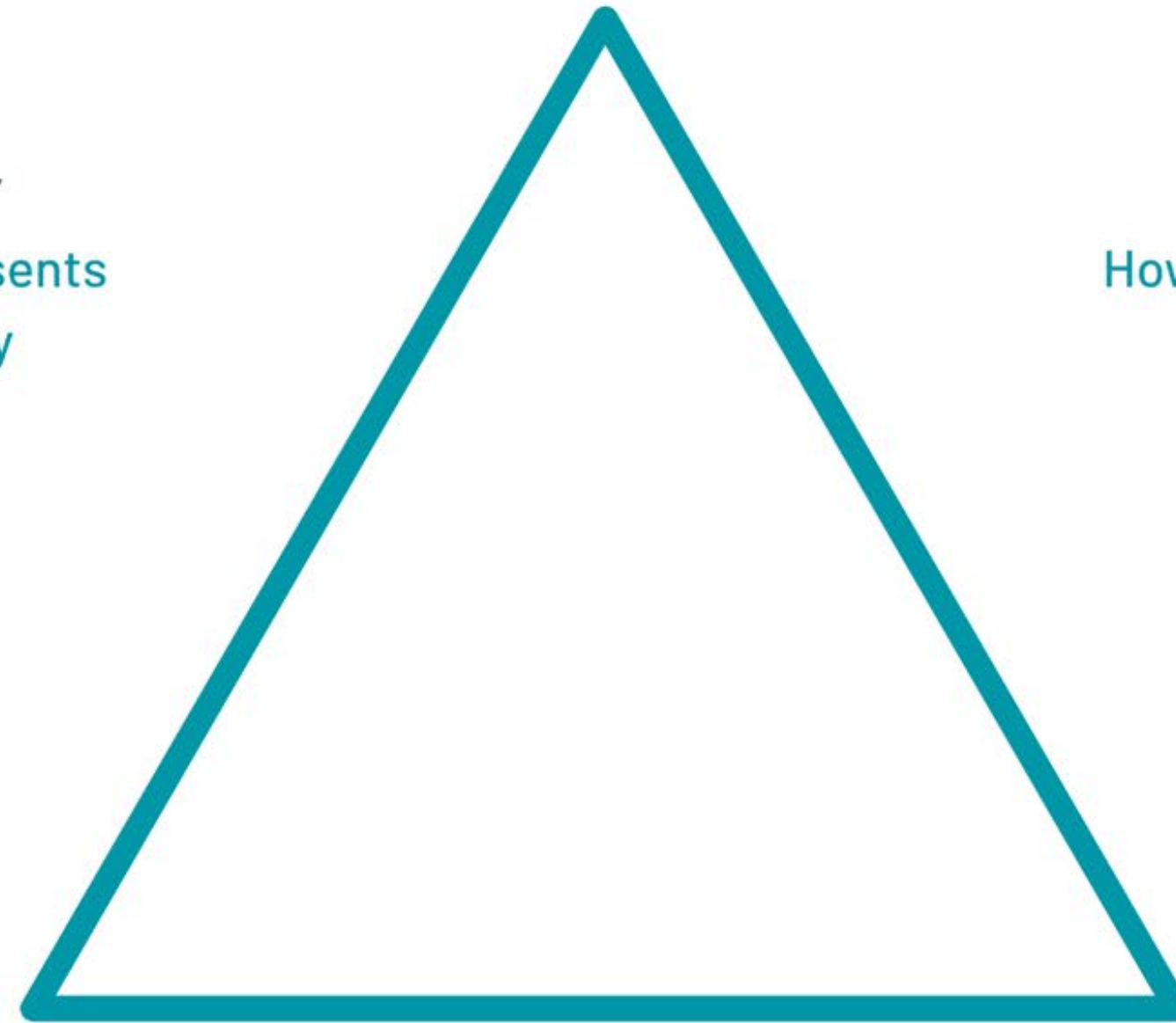
How the brand presents
itself outwardly

Friendly
Evocative
Relaxed

IDENTITY

How the brand operates
inwardly

Authentic
Connected
Enriching



NORTH STAR PHRASE

Refined Wanderlust

FACT FINDING & AUDIENCE UNDERSTANDING





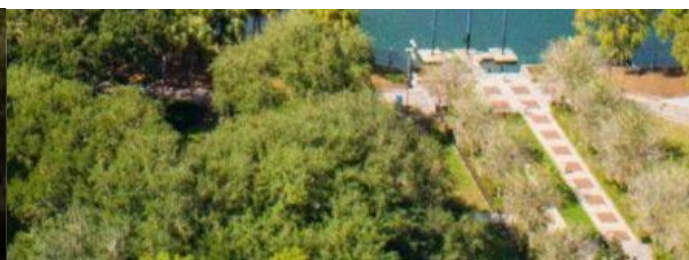
Explore *Charleston*

*Endless
welcome*



Visit *Orlando*

*Reality and
fantasy*



 ST. AUGUSTINE
PONTE VEDRA

*You're in control
of time*



 THE PALM BEACHES
FLORIDA

*Be a stylish
original*



HILTON HEAD ISLAND
SOUTH CAROLINA

*No emotional
positioning*



Top-Ranking Tangible Benefit Statements

71%

Dine comfortably outdoors year-round.

71%

There are a variety of accommodations to choose from, including luxury beachfront resorts, popular hotel brands, Bed & Breakfasts and vacation rentals.

68%

You can stay on the beach or within walking distance to the sand.

67%

There are over 90 independent restaurants – from international to fine dining to casual and fresh seafood.

67%

The small downtown is very walkable, full of boutiques, nightly live music, art galleries, breweries, restaurants and history tours.

66%

Sometimes you feel like you have the whole island to yourself.

EMOTIONAL POSITIONING



Manifesto Statements

Your kind of
unwind

Clearly for you

What comes
naturally

Making
memories

Relaxation,
refined

Wander well

Your kind of unwind
vs Clearly for you

Your kind of unwind
vs What comes
naturally

Relaxation, refined vs
What comes naturally

Relaxation, refined vs
Wander well

Your kind of
unwind

Relaxation,
refined

Your kind of
unwind

WINNING BENEFITS STATEMENT

*There's a place where the gentle pull of the tides inspires you to wander more freely. To relax. To let go. To do you. To simply be present with yourself, your loved ones, and with the world around you. Let the ocean breeze guide you as the feeling of total relaxation takes hold. This is **your kind of unwind**.*



A decorative border with a repeating pattern of colorful geometric shapes, including triangles and circles, in shades of teal, pink, green, and gold, framing the central white area.

Find your unwind



FY2026 MARKETING PLAN

Amelia Island Convention & Visitors Bureau Team



STRATEGIC MARKETING

Our commitment to sustainable tourism is not just an ambition; it is a collective responsibility towards the preservation of our natural treasures, the empowerment of our community, and the cultivation of meaningful connections with every traveler who graces our shores.

DESTINATION TEAM

- 🏠 Community - Maurie Dugger
- 🏠 Messaging (channels, markets, audience) - Karen Hadley
- 🏠 Social & PR - Madison Jozsa
- 🏠 Special Events & Sponsorships - Mariela Murphy
- 🏠 Research, Analytics/ Partner Relations - Nate Aron

OBJECTIVES

- 🌿 Protect Strength Within Peak Summer Visitation
- 🌿 Develop Shoulder Season
- 🌿 Optimize Events
- 🌿 Drive Destination Groups and Meetings Business
- 🌿 Expand Industry Exposure of the Destination



OBJECTIVES

- 🐚 Optimize International Efforts
- 🐚 Integrate and Expand Mainland Offerings
- 🐚 Support, Lead, and Inspire Tourism Industry Partners
- 🐚 Optimize Marketing/ Messaging
- 🐚 Boost Positive Visitor Related Economic Impact





Q & A



Presentation

Access to presentation and
videos at

[AmeliaIsland.com/ Partners](https://AmeliaIsland.com/Partners)

Communications

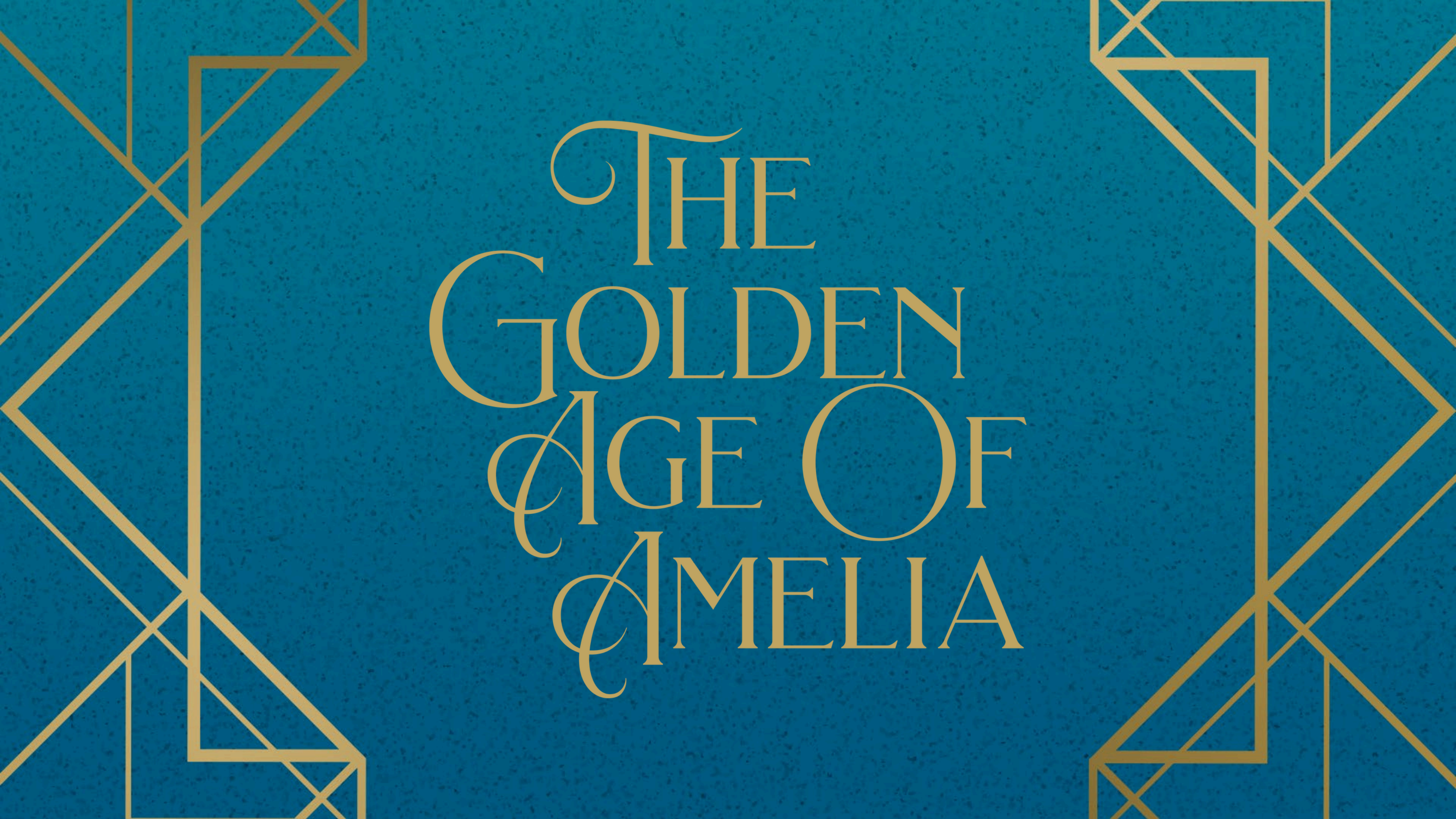
Scan to receive monthly
partner newsletters and stay
active with your CVB



THANK YOU!

Friendly reminder to tip your valet.





THE GOLDEN AGE OF AMELIA