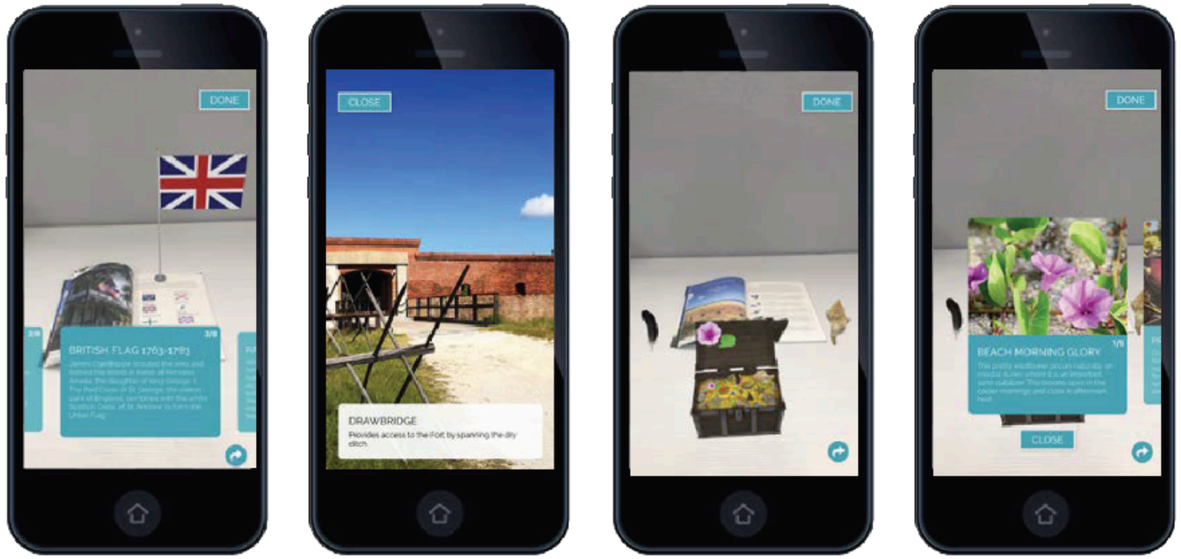
Amelia Island’s
Visitors Guide Comes
to Life
AMELIA ISLAND
miles
PARTNERSHIP

An Experience Engine

An omni-channel marketing approach of print, mobile/digital, in-market activations, out-of-home experiences and paid media.

Enhancing our Storytelling Efforts



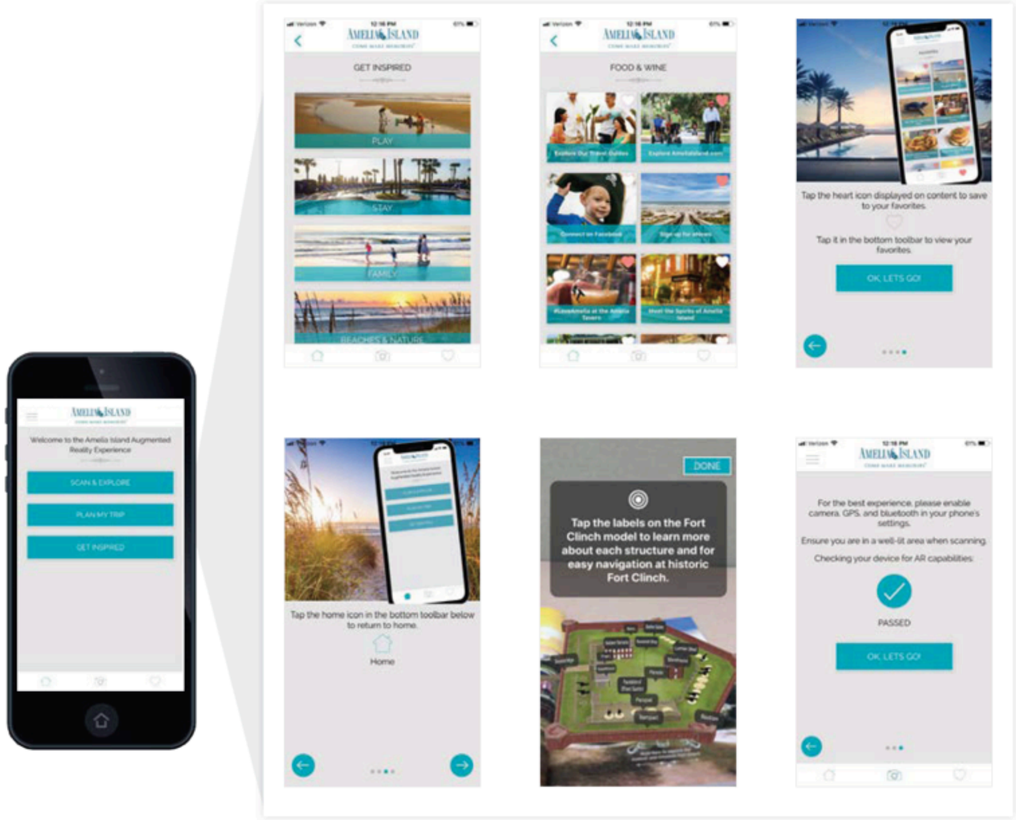
Using a four-pronged marketing approach of print, mobile/digital, in-market activations, out-of-home experiences and paid media, we planned to deliver a mixed media experience to inspire travel and excite visitors to learn a little more about this “Ever So Slightly Extraordinary” destination.

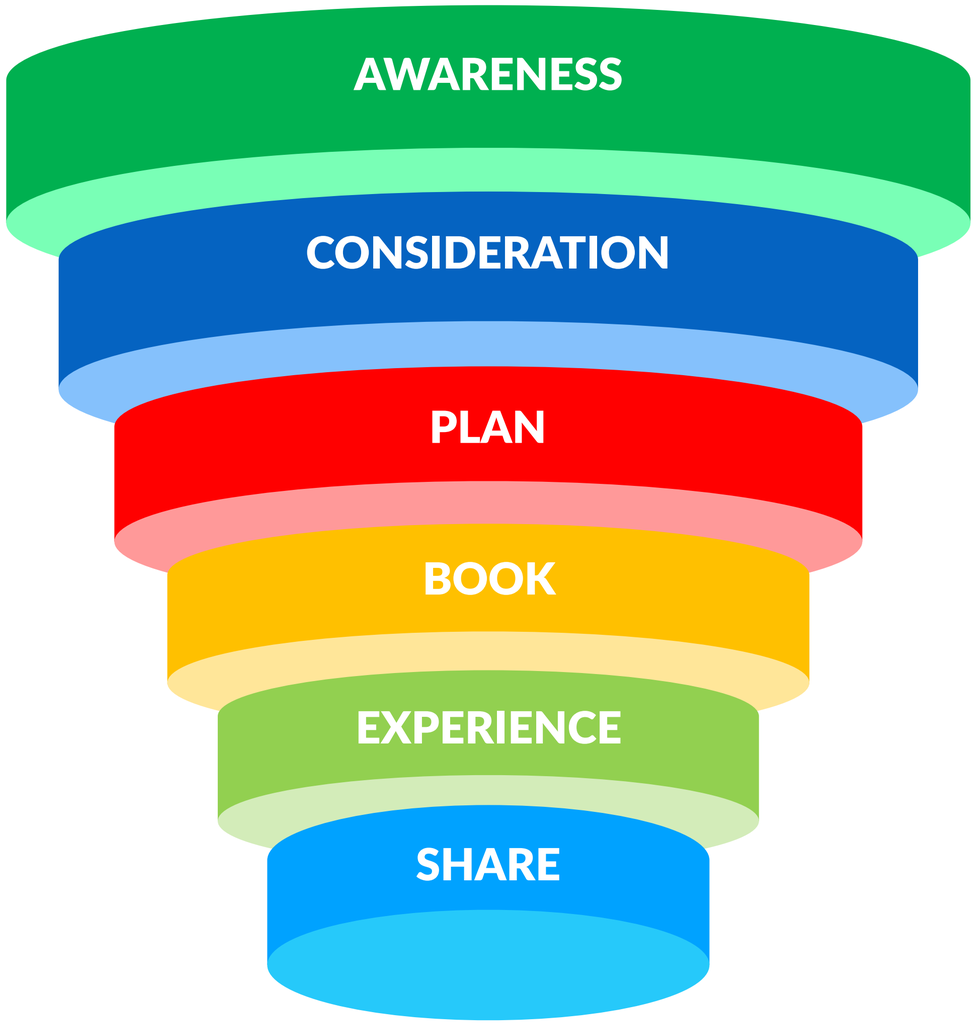
Audience Opportunity

Amelia Island's primary audience is domestic leisure travelers. **Media targets are people age 35-64 with an HHI of $175k+**, including both families and couples. This audience is **adventurous, affluent and looking for ways to enhance their travel experiences** and gravitate toward wellness, nature and ecotourism

Building from our Pillars

Using the brand pillars to bring sections of the Visitor Guide to life, we began by creating a compelling combination of **360-degree time-lapse videos**, **3D animations**, **interactive 360 experiences**, and **live-feed user-generated content galleries** to give users a glimpse into the island's spirited history



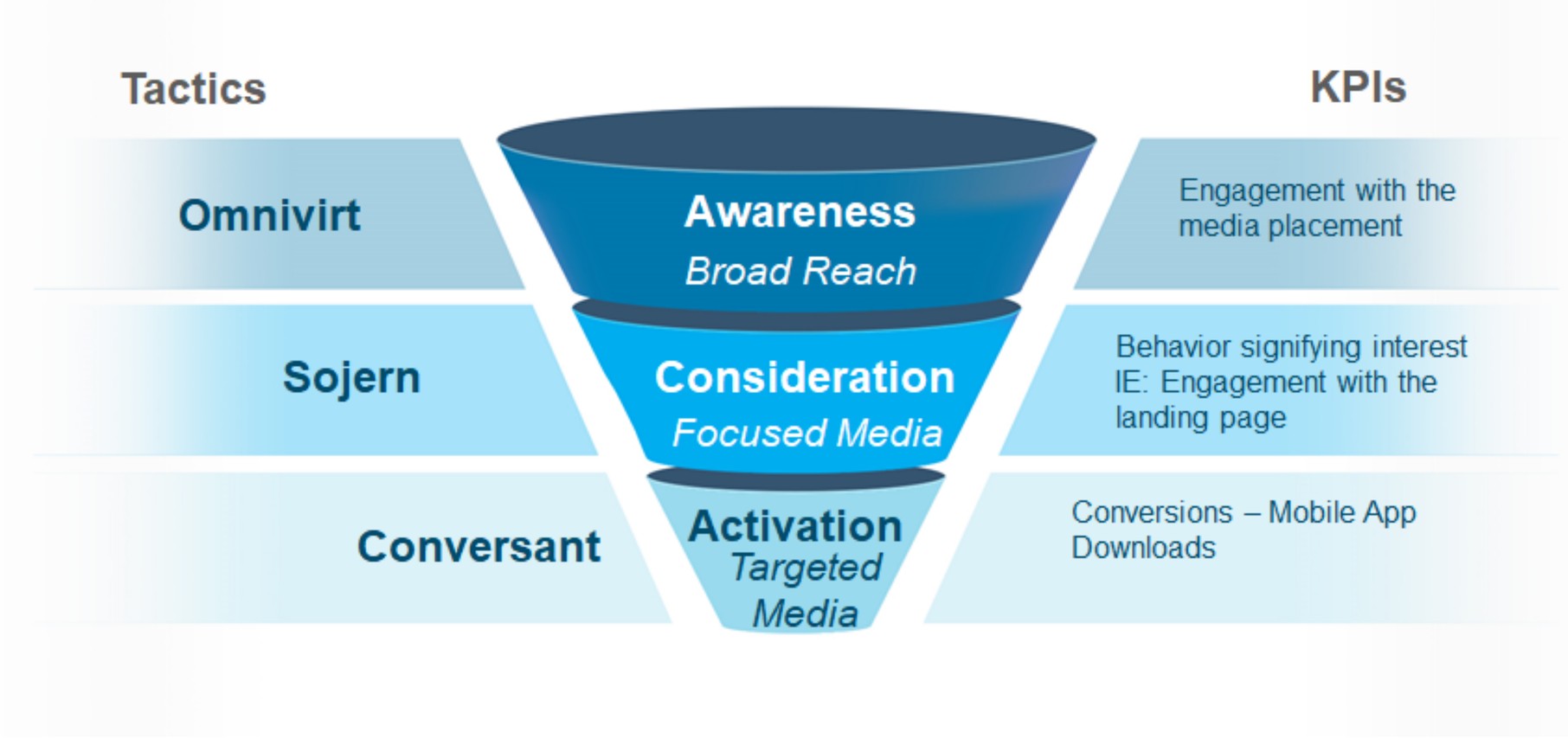


Engage throughout the Travel Lifecycle

- The printed visitor's guide filled with compelling content
- Engaging mobile immersions designed to show more island experiences
- Itineraries, maps, points of interest
- Trip planner assistance and quick links to booking resources
- "On the Island" mobile AR/VR experiences as well as in-market physical activations
- Enhanced opportunities to share from the app or social media

Precisely Targeted Distribution

We chose media partners to drive specific and tangible KPIs.



Results

6.4%
Visitor Increase to Destination

Taxable Lodging Sales are up 11%

$249,964
Economic Impact

In the first month of our paid promotion (July 2019), we delivered **3,541,798 impressions** and **253 arrivals for a combined economic impact of $249,964**, indicating a positive ROI within three months and exponential opportunity in the months and years ahead.

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