

## **Amelia Island CVB Announces New Tourism Incentive Card Promotion**

*“Island Perks” Pandemic Recovery Program Arms Lodging Partners with \$100 Visa Incentive Cards to Attract Visitors*

AMELIA ISLAND, Fla. (Jan. 4, 2021) – The Amelia Island Convention & Visitors Bureau (AICVB) has announced the Amelia Island Tourism Incentive Card Promotion, a new pandemic recovery effort designed to boost the destination’s vital tourism industry by generating short-term bookings and increasing traffic and revenue at restaurants, shops and other local businesses. To be marketed as “Island Perks,” the program will provide \$100 Visa incentive cards for participating lodging partners to include in special overnight accommodation packages for visitors. Upon check-in, guests who book one of the packages will receive a \$100 Visa incentive card, which is “geofenced” to only allow purchases within Nassau County.

“We’re always looking for new and creative ways to support our partners and local businesses, but the Island Perks program has grown out of the urgent need to help our vital tourism industry recover from the negative impact of the pandemic,” said Gil Langley, President and CEO of the AICVB. “This innovative pilot program utilizes new technology to ensure our local businesses and tourism partners will benefit, as we continue to work together to strengthen our community and economy during these extraordinary times.”

For the initial pilot test of the program, the AICVB will purchase 200 of the Visa incentive cards to be used by hotel, resort, and bed and breakfast partners. If it is successful, the AICVB has budgeted a full \$100,000 to continue the Island Perks program.

The “Island Perks” promotion will be available to any local hotels, resorts, and bed & breakfast inns that create and promote special overnight packages incorporating the \$100 incentive cards. The cards will be valid for use exclusively at businesses within Nassau County zip codes, excluding certain categories, such as payday lenders, dating/escort services, massage parlors, lotteries and gambling companies, and others.

Lodging partners who are interested in participating should contact the Amelia Island CVB at (904) 277-4369 or [aboek@ameliaisland.com](mailto:aboek@ameliaisland.com). The AICVB will provide updates on “Island Perks” partners and program launch dates as information becomes available.

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### **About Amelia Island**

Northeast Florida’s coastal treasure, Amelia Island is a barrier island rich in colorful history and breathtaking natural beauty. Amelia Island offers long, beautiful beaches, abundant wildlife, and pristine waters. Upscale resorts with world-class spas, championship golf and exclusive dining blend effortlessly with a captivating collection of bed and breakfast inns and historic districts. The island is home to

Fernandina Beach, once a vibrant Victorian seaport village, and now a charming downtown district of eclectic shops, attractions and eateries. Forget the everyday getaway; come make memories on Amelia Island. For visitor information and online planning, visit [www.ameliaisland.com](http://www.ameliaisland.com).