

**FOURTH AMENDMENT TO CONTRACT FOR INTERNATIONAL MARKETING
SERVICES**

THIS FOURTH AMENDMENT TO THE CONTRACT FOR INTERNATIONAL MARKETING SERVICES (hereinafter "Amendment") is made by and between the **BOARD OF COUNTY COMMISSIONERS OF NASSAU COUNTY, FLORIDA**, a political subdivision of the State of Florida (hereinafter the "County"), and **CELLET TRAVEL SERVICES, LTD.**, a business having its primary business location at Bloxham Mill Business Centre, Barford Rd. Bloxham Banbury, Oxfordshire OX15 (hereinafter the "Vendor").

WITNESSETH:

WHEREAS, the Parties previously entered into a Contract for Professional Services for Nassau County, Florida for professional international marketing services on February 27, 2023 which was subsequently amended three (3) additional times (hereinafter "Contract"); and

WHEREAS, the Parties now desire to further amend the Contract terms and conditions subject to the provisions contained herein.

NOW, THEREFORE, for good and valuable consideration the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound, the Parties do agree to amend the Contract as follows:

SECTION 1. Article 4 of the Contract is hereby amended to extend the term of the Contract for an additional one (1) year and the Contract shall now terminate on September 30, 2026.

SECTION 2. Article 5 of the Contract is hereby amended to increase the compensation amount by Two Hundred Fifty Thousand Dollars and XX/100 (\$250,000.00) for the services to be provided under the Contract and the County shall now compensate the Vendor in an amount not to exceed Nine Hundred Ninety-Eight Thousand, Three Hundred Dollars and XX/100 (\$998,300.00).

SECTION 3. The Contract is hereby further amended to incorporate the services contained in the 2025-26 Program of Work attached hereto and incorporated herein as Exhibit "A".

SECTION 4. Upon execution of this Amendment, and in accordance with Section 787.06, Florida Statutes, the Vendor shall provide the County an affidavit, on a form approved by the County, signed by an officer or a representative of the Vendor under penalty of perjury attesting that the Vendor does not use coercion for labor or services as defined in Section 787.06, Florida Statutes.

SECTION 5. Upon execution of this Amendment, and in accordance with Section 287.138, Florida Statutes, the Vendor shall provide the County an affidavit, on a form approved by the County, signed by an officer or representative of the Vendor under penalty of perjury attesting that the Vendor will comply with all requirements of Section 287.138, Florida Statutes.

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SECTION 6. All other terms and conditions of the Contract not inconsistent with the provisions of this Amendment shall remain the same and in full force and effect.

IN WITNESS WHEREOF, the Parties have caused this Amendment to be executed by its duly authorized representatives, effective as of the last date below.

BOARD OF COUNTY COMMISSIONERS

NASSAU COUNTY, FLORIDA

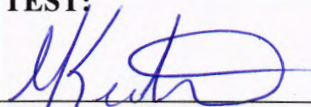
Signature: 

Print Name: A.M "HUPP" HUPPMANN

Title: CHAIR

Date: 9-22-2025

ATTEST:


MITCH L. KEITER,
Ex-Officio Clerk

REVIEWED FOR LEGAL FORM AND CONTENT:

Denise C. May, Esq., BCS
DENISE C. MAY, County Attorney

CELLET TRAVEL SERVICES, LTD.

Signature: *Yolanda Fletcher*

By: Yolanda Fletcher

Title: Managing Director

Date: 9/8/2025

Amelia Island CVB, Florida
2025 2026 Budget Operated by CELLET TRAVEL SERVICES, LTD.

United Kingdom & Ireland Activities			
Project	Activity	Timeline	Budget USD
Consumer Promotions Campaigns	High Profile Marketing Activity UK & Ireland/Brand USA Consumer Activity	ongoing	\$54,700.00
Travel Trade Promotions	UK & Ireland targeted travel trade promotions including online/offline/events/trainings/UNITE/Florida Huddle/Visit Florida Activity	Ongoing	\$47,500.00
Media Activity	Attendance at several high profile media events in UK & Ireland	TBA	\$10,000.00
TOTAL			US\$ 112,200.00
Cellet Coordination Management Fee includes all expenses.			US\$ 137,800.00
GRAND TOTAL			US\$ 250,000.00

Exchange rate as of 6/30/2025 at 12:56 EST is \$1.33

AMELIA & ISLAND

COME MAKE MEMORIES[®]

UK & Ireland – Fiscal FY2025/26

Submission Date: 15th May 2025

Cellet Marketing and Public Relations Ltd



The Amelia Island UK & Irish Team



Yolanda Fletcher
Managing Director



Diane Kennard
Executive Assistant &
Account Support



Michelle MacBeath
Ireland & UK Account
Manager



The Amelia Island UK & Irish Team



Hannah Friday

Support to Managing
Director over all accounts

1 x position for Account
Manager for Marketing and
PR being sourced



Strategy 2025 – 2026

The overall core activities for 2025/26 will be on the travel trade with selected consumer brand awareness

- Travel Trade Communications
- Provide In-market intelligence
- Tour Operator outreach and targeted marketing
- Educate/train reservation staff
- Inspire the travellers, media, travel industry, tour operators
- Increase product placements in on/offline brochures/websites
- Participation in travel trade and media events
- Coordination of the Visit USA Associations Memberships
- Targeted sales calls with tour operators, leading suppliers and airlines into Florida.
- Work with Visit Florida



Strategy 2025 – 2026

Media Communications to Travel and Consumer Media

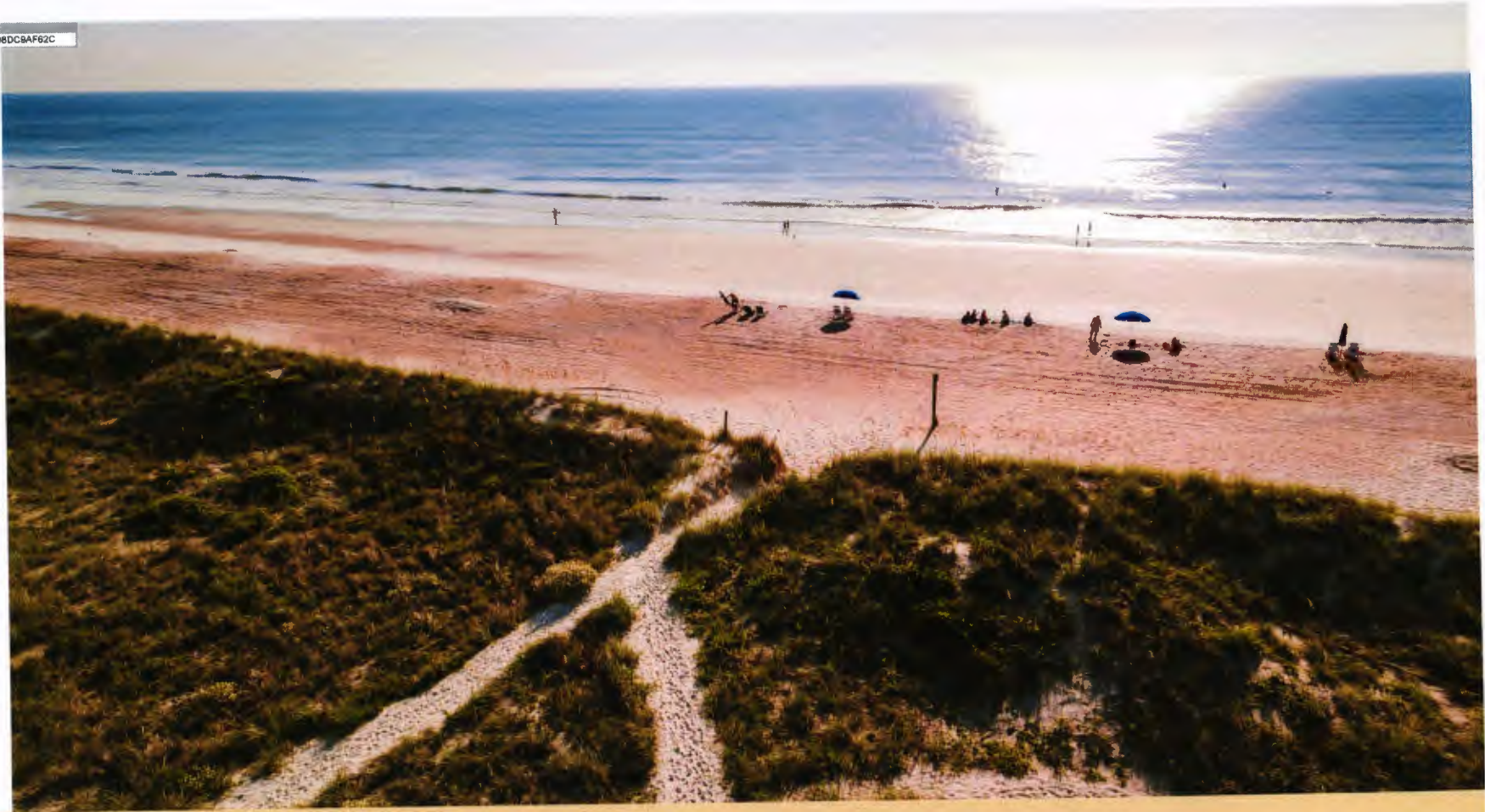
- Development plan for targeted media approach for UK & Irish press communications
- Generate press coverage and press visits to create targeted coverage
- Creation, and distribution of consumer and travel trade press releases.
- Provide reporting to show the 'return on investment'

In 2024/2025 in consultation with Paul Beirnes VP Amelia Island CVB, the primary focus will be committed to trade activity, further developing awareness and product development. Including targeted consumer co-operative marketing and high-profile consumer promotions. While continuing to react to opportunities.



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Travel Trade Activations



Key Focus for Travel Trade

- Leverage the high-end experience for the family market.
- Capitalise on the mature audience looking for luxury with value.
- Focus on exceptional opportunities for culinary and Chefs, beach, wildlife, spa and wellness experiences.
- Highlight the unique festivals such as Dickens on Centre/Concours/September Restaurant Month/Book Festival
- Extend the awareness to trade of the high-quality B&B, hotels and vacation rentals.



Key Travel Trade & Media Shows/Events

Show	Location	Dates	Attendance	Type of Stand
Florida Huddle	Orlando, Florida Hilton Hotel	2-4 th Feb 2026	Travel trade Operators Receptive Operators	Appointment system through the VF platform
UNITE, Tour Operator	London	10 th March 2026	Tour Operators	Approx 20 meetings Meeting system
IMM, Media Event	London	9 th and 10 th March 2026	Media	Approx 35 meetings Meeting system
Brand USA Travel Week	London	20 th – 23 rd October 2025	Tour Operators Media Industry Partners	Approx 30 + meetings via a system
IPW	Fort Lauderdale, Florida	17 – 21 May 2026	Tour Operators Media Industry partners	170 meetings via meeting system
Media Getaway	TBA	July 2026	Media	Approx 30 meetings via a system



Sales Calls

Florida continues to be the #1 US destination for UK/Irish travelers.
Our role is to establish Amelia Island Florida in the minds of those sales agents, tour operators, and receptive tour operator offerings. Building relationships with the key tour operators to increase product and sales.

In-conjunction with sales leads Cellet will follow up from trade events.
Create a targeted list for meetings with product managers.

Minimum of 15 primary tour operators on the Island of Ireland
Minimum 30 primary tour operators on mainland UK.



Tour Operator Inventory

Continue to maintain and update the UK & Irish tour operator product that is currently on sale within the tour operator brochures/online

Carry out an update on product placements – images and wording as required

Continue to develop new opportunities for product placements

- In our current inventory it was reported that 74 travel companies were identified as selling Florida.
- Within the UK and Irish markets of which 24 were identified as carrying Amelia Island product or featured Amelia Island a 30% share of the companies that carry Florida and/or Georgia.
- In 2025 the number of companies featuring Amelia island had risen to a 36% share. This is likely to see another uplift as we collate the figures for late 2025 as part of our annual review.



UK & Ireland Sales Mission

July 2026

We would recommend for a dedicated Amelia Island Sales Mission to take place within the UK & Ireland.

Invites two partners from the Island to join us.

Carry out 'one to one' meetings in person

Participate in agent events in conjunction with travel trade publications

Media Interviews

Radio Interviews

Dedicated event to promote Amelia Island



Association Memberships



Continued for 2025/26, the Amelia Island Convention & Visitors Bureau is currently a full member of Visit USA Association UK.

Recommendation for membership Visit USA Association Ireland

With a strong link to Travel Trade and over 25,000 contacts made up of travel trade, consumers, media the inclusion is highly cost effective and costs minimal.

Our activities will continue to cover:

- The submission of monthly content for the e-newsletters
- Our attendance at various online and in person events 2024/2025
- Coordination of consumer and travel trade enquiries
- Engagement in opportunities to meet with trade at events that are run by the committees



Membership



Cellet will continue to work with Visit Florida within the UK & Ireland.

The 2025/26 plans from VF will be reviewed and a dedicated engagement plan to pitch Amelia Island for future press trips, broadcast opportunities.

Cellet will be attend in-country VF meetings and will report to Amelia Island.



Trade Fam Trips

Cellet would recommend a series of travel trade fam trips throughout 2025/2026, working with some of leading B2B tour operators and B2C:

Airline partners – Virgin Atlantic

4 to 5 guests per trip

3 x trips with the different brands so they are dedicated trips for each company



Trade Activity



www.inspiremyholiday.com

www.inspiremyholidaytradehub.com

Create a Trade Hub for the agents to learn about Amelia Island
B2C Content with a tour operator selling Amelia Island
Showcase the trade fam trips



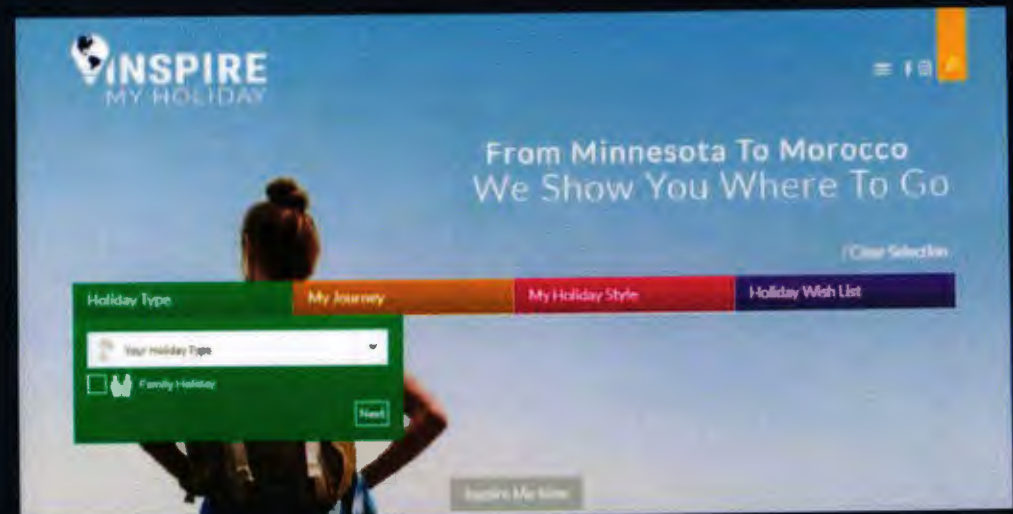
Inspire My Holiday (B2C)



Website expected to exceed 1-million UK visitors in 2025

We target consumers who are in the early stages of planning a trip, at a time when they are looking for holiday inspiration, guidance, and can be influenced on where to go and what type of holiday to take.

We have a social media lookalike audience of 3.7m UK consumers who are most likely to seek travel inspiration, and we use this to target the right consumer for any given campaign in partnership with our tourist board and tour operator partners.



Inspire My Holiday Trade Hub (B2B)



Since launching in July 2024, almost 1,800 UK travel agents have signed up and are using the trade-only website.

Travel agents & homeworkers are encouraged to use the website when they receive an enquiry from a client where they need further inspiration and holiday ideas.

We target travel agents through social media and utilise our highly engaged email database to provide destination inspiration and holiday ideas so they can share with their customers.





Discover Florida Consumer & Trade Campaign

1st September – 31st October

A unique opportunity to run a single campaign promoting your destination targeting both UK consumers and the UK travel trade simultaneously.

The campaign will run during the September & October peak booking months which are boosted by the annual airline sales. This booking period will capture Winter Sun bookings and those planning ahead for their 2026 holiday.

At the core of the campaign will be two Florida hub pages; one hosted on the consumer website and the other on our dedicated trade website. The hub pages will feature placements for each of the partner destinations and will link through to their own exclusive landing page.

Marketing activity will support these Florida hub pages and will run alongside the specific campaign for your own destination – based on the package chosen.

Discover Florida hub page (example)



Discover Florida

Florida is the ultimate holiday destination, offering everything from thrilling theme parks in Orlando to the serene beauty of the Florida Keys. Whether you're seeking adventures in the natural outdoors of Fort Myers & Naples, luxury along the Palm Beaches, or vibrant nightlife in Miami, Florida has it all. With year-round sunshine, and endless activities, it's the perfect place for a family getaway, romantic getaway, or solo adventure.

Find exactly what you're looking for via the links below - or keep scrolling to discover the delights of Florida for yourself

Get to know Florida: A Year-Round Holiday Experience / So Many Holiday Options / Getting There / Getting Around

Top Florida Destinations for Your Next Getaways: Orlando / Fort Myers & Naples / Palm Beaches / St. Pete/Clearwater / Fort Lauderdale / Tampa / Sarasota

Get To Know Florida

With year-round sunshine, Florida is perfect for any holiday. Easily accessible via major airports, you can make the most of your time by car or convenient transport options. Whether you're after thrilling theme parks, relaxing beaches, or vibrant city life, Florida has it all.



A Year-Round Holiday Experience

Florida's endless sunshine makes adventure every season, whether it's the outreach of summer for beach days or the mild winter perfect for outdoor exploration. With vibrant festivals, natural wonders, and diverse activities, Florida offers a unique escape year-round.



So Many Holiday Options

Florida offers something for everyone - luxurious villa stays with private pools, miles of golden beaches, thrilling theme parks, and vibrant cities full of dining, shopping, and nightlife. Whether seeking adventure, relaxation, or culture, Florida is a dream destination.



Getting There

Direct flights from the UK to Florida's major airports, including Orlando, Miami, and Tampa, make getting there hassle-free. With routine airlines offering regular services, you'll be in the sunshine state in under 50 hours, ready to explore.



Getting Around

Once in Florida, renting a car is the easiest way to explore, with well-connected highways linking major attractions. For shorter trips, consider shuttle services, ride-shares, or even the SunRail in Orlando. Florida's transport options make getting around people and convenient.

The content will focus on Florida as a whole

Discover Florida hub page (example)



Epic Escapes: Top Florida Destinations For Your Next Getaway

From the laid-back charm of the Florida Keys to the vibrant attractions of Orlando, Florida offers something for every type of traveller. Discover the natural beauty of Fort Myers & Sanibel, unwind along the luxurious Palm Beaches, and explore world-class theme parks – all while basking in the sunshine.



Orlando

Orlando is a thrilling holiday destination with world-renowned theme parks like Walt Disney World and Universal Orlando, plus ICON Park on International Drive. Enjoy luxury shopping, dining, and golf, along with spacious family villas. Orlando offers endless excitement and relaxation for all.

[View Holidays](#)



Florida Keys

The Florida Keys offer a laid-back paradise with stunning sunsets, crystal clear waters, and outdoor adventure. Enjoy snorkelling, scuba diving, or exploring Key West's unique culture. Drive the scenic Overseas Highway or relax on pristine beaches—an unforgettable escape for everyone.

[View Holidays](#)



Fort Myers & Sanibel

Fort Myers & Sanibel is a hidden gem with stunning beaches, wildlife spotting at J.N. "Ding" Darling Refuge, and scenic kayaking. Explore history at the Edison and Ford Winter Estates, enjoy vibrant dining, and find the perfect blend of adventure and relaxation.

[View Holidays](#)



Palm Beaches

The Palm Beaches offer a luxurious getaway with pristine beaches, upscale resorts, and world-class golf courses. Explore the vibrant arts scene, indulge in fine dining, and unwind in the stunning natural beauty, making it perfect for relaxation and adventure alike.

[View Holidays](#)

Your destination will feature on the Florida Hub and links through to your own dedicated page with tailored content.



Florida Hub Page Marketing

The Florida hub page featuring on the consumer and trade websites will be supported by the following marketing activity...

- ✓ Prominent placements (including on both homepages) throughout the consumer and trade websites.
- ✓ Email inclusions (one each to B2C & B2B websites) promoting the Florida campaign and linking to the Florida Hub page.
- ✓ Organic social posts (two each on both B2C & B2B pages) linking back to the Florida hub page.
- ✓ Dedicated paid social marketing to both consumers and trade linking back to the Florida hub page.
- ✓ Competitions hosted on the Florida hub pages (separate competitions hosted for consumer & trade), with entries who opt-in shared with Premium campaign partners to grow their consumer & trade databases)

Premium Partner Campaign - \$10,000



Minimum campaign reach 1.1 million

In addition to featuring on the Discover Florida hub and benefitting from the promotion of that page, you'll also receive the following marketing activity...

- ✓ Exclusive landing page for your destination, featuring tailored content, key selling points, and inspirational holiday ideas from UK tour operators. Your exclusive landing page can be accessed directly from the Florida hub page across both the B2C & B2B websites, as well from the email and social media marketing we run.
- ✓ Using our Facebook lookalike audience of 3.7 million UK consumers and 14,000 UK travel agents, we will market your destination through targeted social media marketing linking directly back to your exclusive destination landing page.
- ✓ Two email inclusions (one each to entire B2C & B2B databases) with the headline placement exclusively promoting your destination with a link back to your exclusive destination campaign landing page.
- ✓ Your destination will receive a more prominent position on the Discover Florida hub page.
- ✓ On both consumer and trade websites, you'll feature as the headline image on the homepage for a minimum of 1-week, with your destination mentioned within our strapline.
- ✓ Opt-in data capture from both the consumer & trade competitions to boost your database for both audiences

Your Destination Landing Page (example)



Holidays In Orlando

While Walt Disney World® Resort and Universal Studios Florida are two of the biggest draws for families heading to Orlando, the parks aren't always everyone's cup of tea (and even if you do love Mickey & Co, there's plenty of other things to enjoy here besides the big rides). You can explore nature at Welches Springs State Park, immerse yourself in art and culture at the local museums, indulge in diverse culinary experiences, ride the Orlando Eye and discover the history of Winter Park's architecture and boat tours along the Chain of Lakes for starters. It's also worth visiting outside of the peak summer months to get the biggest bang for your bucks, escape the crowds and avoid the heat.

Let Us Inspire You...

Using inspiration from your vacation, we've created a series of articles, full of ideas and inspiration to help you plan your next trip.



Into The Wild

Orlando is a beautiful city with a lot to offer, including a variety of outdoor activities. From hiking to fishing, there's something for everyone. Discover the best spots for each activity and get the most out of your trip.



Culture Trip

Orlando is a city with a rich cultural heritage. From art museums to historic sites, there's something for everyone. Discover the best spots for each activity and get the most out of your trip.



Parklife

Orlando is a city with a lot to offer, including a variety of outdoor activities. From hiking to fishing, there's something for everyone. Discover the best spots for each activity and get the most out of your trip.



On The Foodie Trail

Orlando is a city with a lot to offer, including a variety of outdoor activities. From hiking to fishing, there's something for everyone. Discover the best spots for each activity and get the most out of your trip.



Visiting Orlando Throughout The Year...

Orlando is a city with a lot to offer, including a variety of outdoor activities. From hiking to fishing, there's something for everyone. Discover the best spots for each activity and get the most out of your trip.

The content will be tailored to your needs

Destination Trade Hub Pages

- Destination Trade Hub pages are created by us in partnership with Tourist Board representatives, and we host them within a dedicated section on the Inspire My Holiday Trade Hub website
- Traffic to your page will be predominantly driven by the Tourist Board representatives highlighting this during agent training, agent roadshows and at different trade events
- Your page will also receive visitors from travel agents & homeworkers that are browsing the Inspire My Holiday Trade Hub and come across your page that way - therefore receiving visitors to the page outside who you've shared it with



Destination Trade Partner Hub Pages



All the information and assets shown are specific to UK & Ireland agents only

A one-stop-shop for UK travel agents and homeworkers to find key information such as...

- ✓ List of B2B tour operators who are actively promoting your destination and a link to their website
- ✓ Local ground-handler directory
- ✓ Accommodation options
- ✓ Links to your own e-learning program
- ✓ FAQs
- ✓ 'Know before you go' information
- ✓ Upcoming events, roadshows and trade shows
- ✓ Upcoming FAM trips
- ✓ Competitions and incentives
- ✓ Hosted blogs or links to 3rd-party articles
- ✓ Social media channel links
- ✓ Short-form video or YouTube video/s
- ✓ Access to corporate visual assets



Trade Activity

Create a series of Travel Trade Promotions with all of the publications selling to the travel trade



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Public Relations



PR Activity

Recommendation Media Fam Trips including UK, Ireland, and Scottish Press: -

Areas: include the key partners within the state to host trips, utilising press hooks.

- 1 x group fam trip - leading travel trade – escorted by Cellet
- 4 x individual fam trips – national press, consumer, online, selected influencers, niche media.
 - Culinary
 - Slow Travel
 - Solo Traveller
 - Luxury
 - Culinary
 - Wildlife and Nature



PR Activity

A series of press content and no limit on the number of press releases, we will just keep going . . . distribution throughout the year.

Distribution of media content to life-style, nationals, and travel trade publications in the UK & Ireland

- Culinary
- Slow Travel
- Solo Traveller
- Luxury
- Culinary
- Wildlife and Nature





Ireland Activity



Ireland Activity

Consumer Show – Holiday World, January 2026

Audience: 45,000 consumers

Tour Operator Training

Participate in NI News Big Event 2026 – reaching the travel agent

2 x media press trips

Distribute targeted press releases to the travel trade in Ireland

Tour Operator Outreach for new product development

Visit USA Association Membership for Ireland – activity as they arise and Cellet to issue monthly content for the consumer newsletter, update the website, attending meetings



Thank You



Cellet

Marketing & Public Relations

No Question  All the Answers