

# 2024 Tourism Quick Reference

**\$949 Million Economic Impact**

**\$11.5 Million** in Bed Tax collections

**38.7%** of all Nassau County sales tax is from tourism businesses (\$46.4 M)

**\$24.1 Million** of Property Taxes from Lodging Properties alone



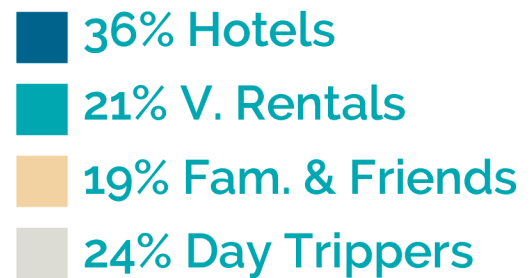
**50+ Retail Shops**  
**99 Holes of Golf**  
**100+ Dining Options**  
**130 Activities & Tour Companies**  
**1,550 Vacation Rentals** (52.8% in Fernandina Beach)  
**2,005 Hotel Rooms** (57.6% in Fernandina Beach)

Every dollar spent on marketing generated **\$112.97** in economic return

Visitors support **12,700** jobs in Nassau County that's **27.8%** of all employed.

**100%** of daily beach cleaning is paid by visitors  
**98%** rated beach cleanliness as "excellent"

**1,025,500 Visitors**



**AMELIA ISLAND**

CONVENTION & VISITORS BUREAU