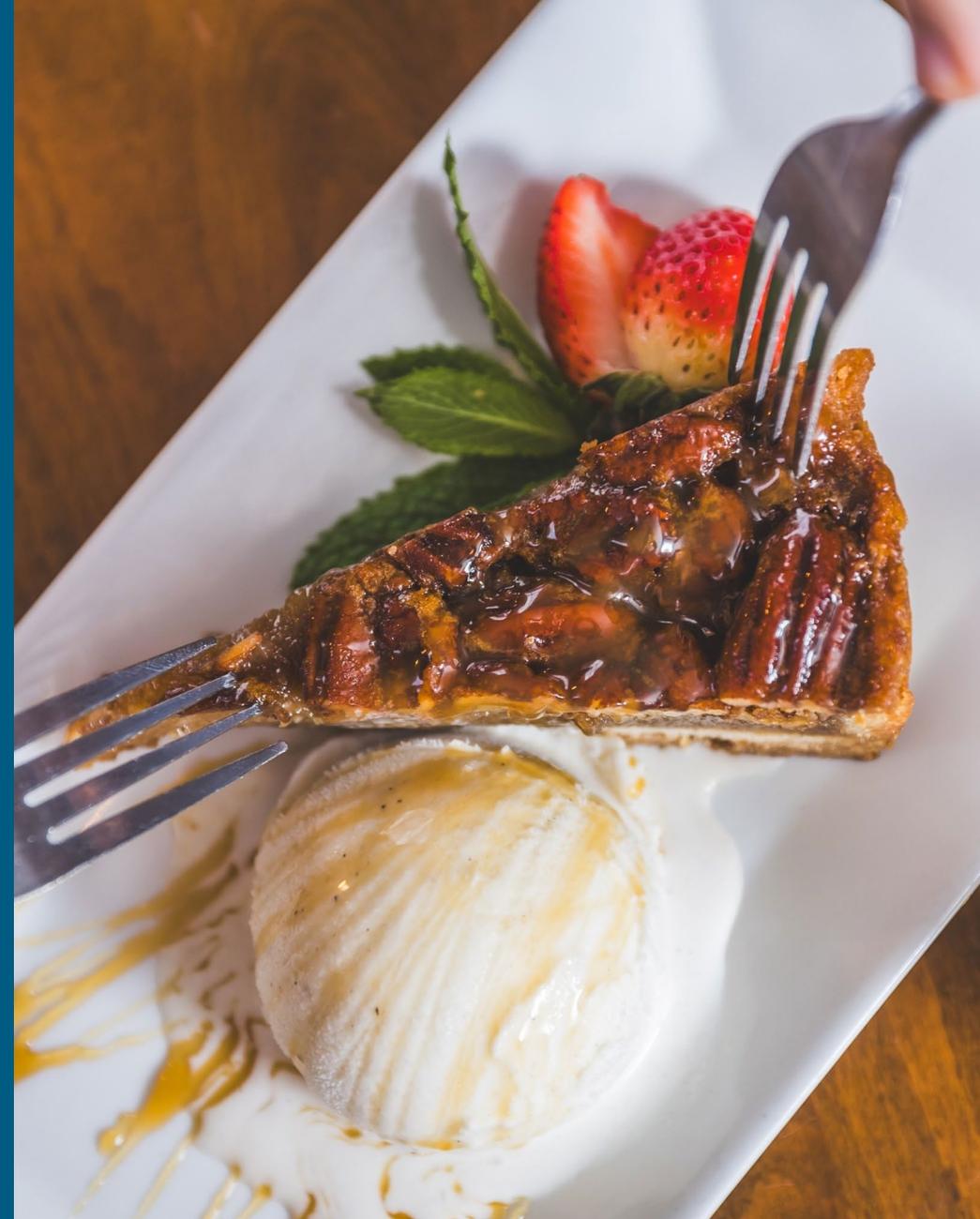


Amelia Island CVB

Economic Impact of Dining Month 2025

September 1st – 30th, 2025



Methodology

- The metrics in this report were based on data from the following sources:
 - Intercept interviews conducted by Downs & St. Germain Research with 42 Amelia Island visitors who participated in Dining Month during their stay
 - 44 individuals who completed the online Dining Month survey
 - Typical visitor spending data in Amelia Island from FY2025
- The attendance estimate used for this study (1,242) was the number of prix-fixe meals sold across restaurants during Dining Month as provided by the Amelia Island CVB. These individuals will be referred to as Dining Month participants throughout the report.
- The Economic Impact multiplier used for this study (1.392) was calculated using IMPLAN's econometric modeling software based on Amelia Island visitor spending patterns in FY2025.



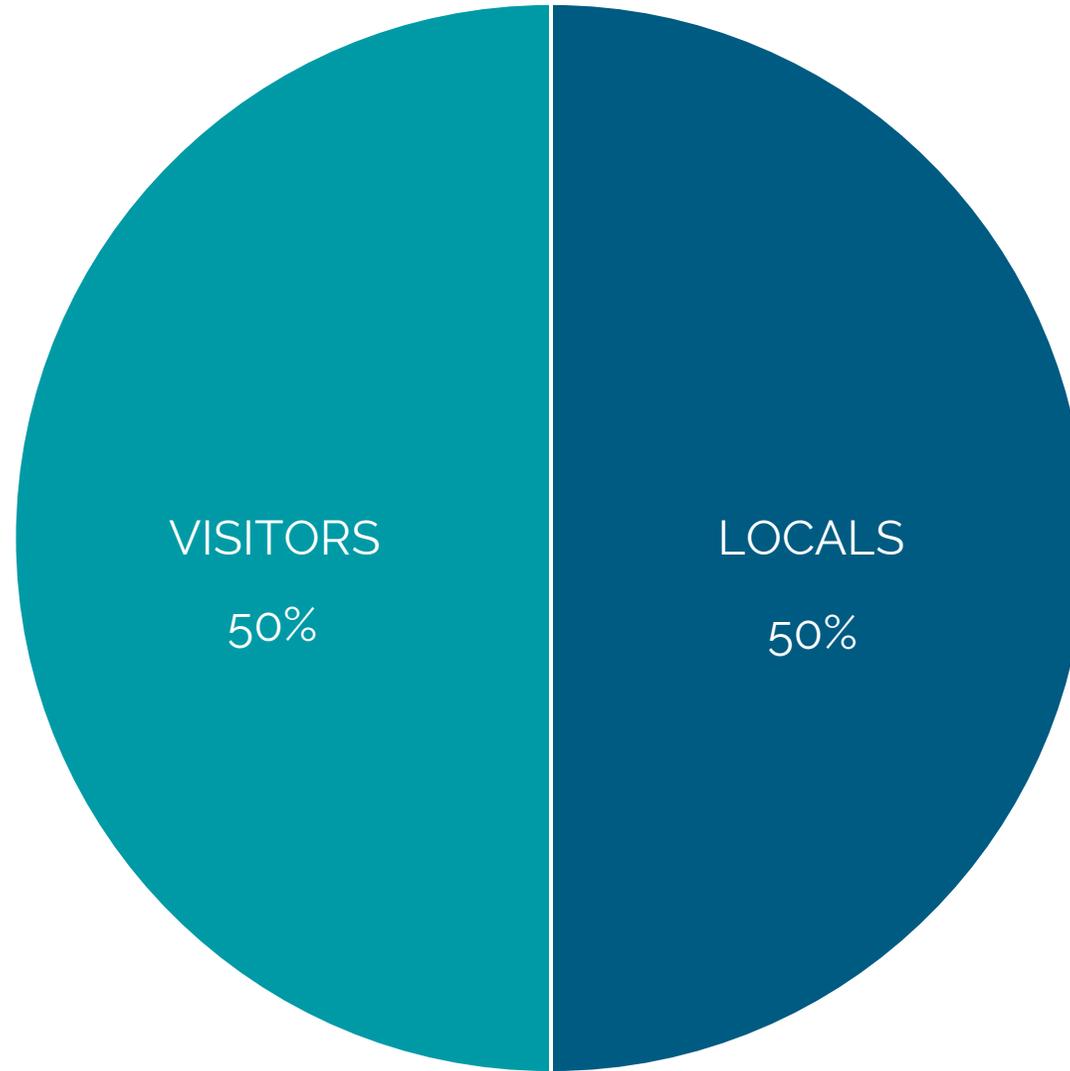
Scope of Report

In using the number of prix-fixe menus sold across Dining Month as the estimated number of event attendees, this report focuses only on the economic impact of the *known* number of individuals who participated in Dining Month.

As the Dining Month marketing campaign aimed to attract visitors to Amelia Island broadly, not only during Dining Month, a number of visitors may have come to the area after seeing Dining Month advertising but either did not order a prix-fixe menu or visited after the month ended. Therefore, this report is not a measure of the success of the Dining Month marketing campaign as a whole.

Given these factors, the metrics in this report are conservative estimates of the economic impact of Dining Month for the Amelia Island area.

Dining Month Participants - Visitors vs. Locals



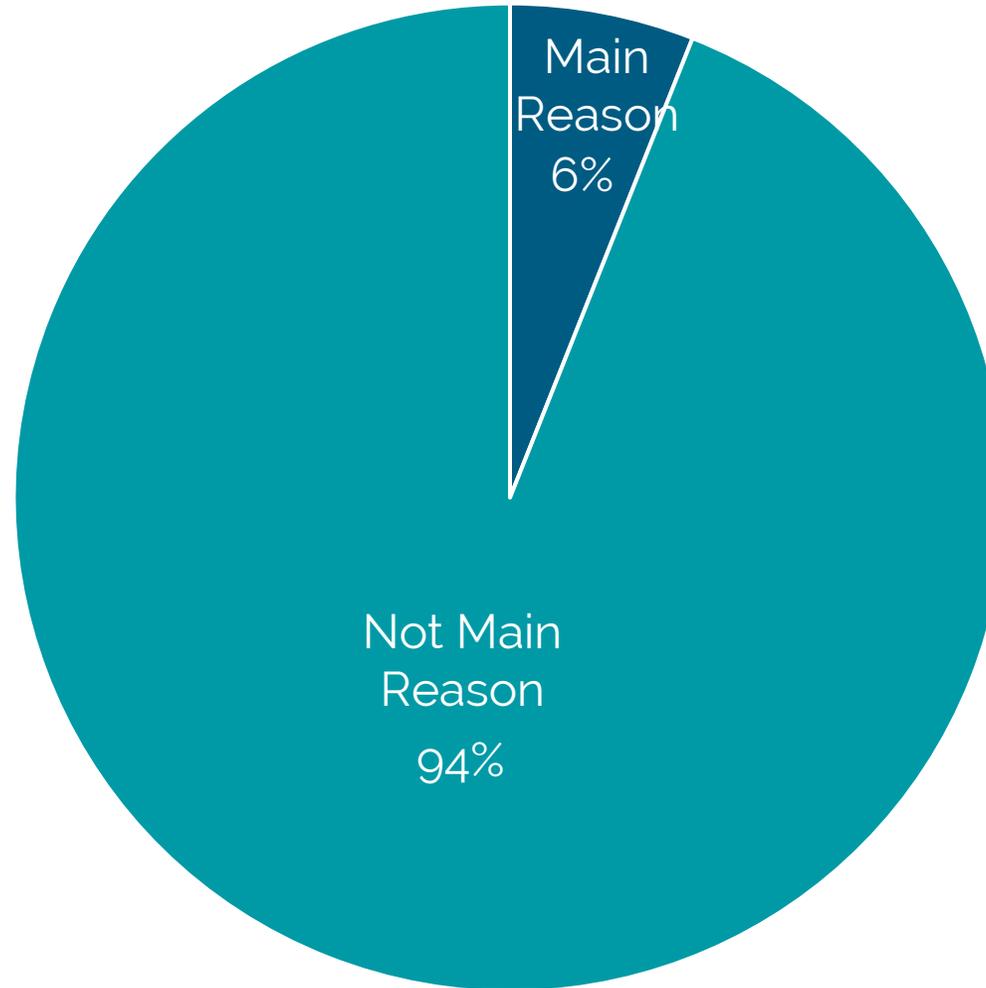
620

Including overnight visitors and day trippers, there were 620 individuals* from outside Nassau County who participated in Dining Month.

*An attendance figure of 1,242 attendees, based on the 1,242 prix-fixe menus sold across Dining Month as reported by the Amelia Island CVB, was used for this report.

Main Reason for Visiting*

Was Dining Month your main reason for coming to the area?



*Out of all out-of-county Dining Month participants.

230

Dining Month generated 230 room nights¹ in hotels, motels, and vacation rentals among participants² who **live outside** of Nassau County.

¹Room nights estimated at 230 despite an out-of-county attendee number of 620 because only 6% of out-of-county attendees named Dining Month as their reason for visiting the area. This means that only some of the total Dining Month participant room nights can be directly attributed to Dining Month.

²Individuals who ordered a prix-fixe menu during Dining Month.

\$136,500

Dining Month participants who **live outside** of Nassau County spent \$136,500¹ in the Amelia Island area during their visits.

¹On accommodations, restaurants, groceries, transportation, entertainment, shopping, and "other" expenses.

Total Economic Impact

\$190,000

When including indirect and induced effects¹ of direct spending², the total economic impact of those participating in Dining Month who **live outside** of Nassau County was \$190,000.

¹Indirect effects are increased business spending resulting from tourism dollars. Induced effects are increased household spending resulting from tourism dollars.

²On accommodations, restaurants, groceries, transportation, entertainment, shopping, and "other" expenses.

Year-over-Year Comparisons

Metric	2024	2025	% Change
Pre-Fixe Menus Sold	1,579	1,242	- 21.3%
Economic Impact	\$250,200	\$190,000	- 24.1%
Direct Spending ¹	\$178,700	\$136,500	- 23.6%
Out-of-County Visitors	910	620	- 31.9%
Room Nights ²	280	230	- 17.9%

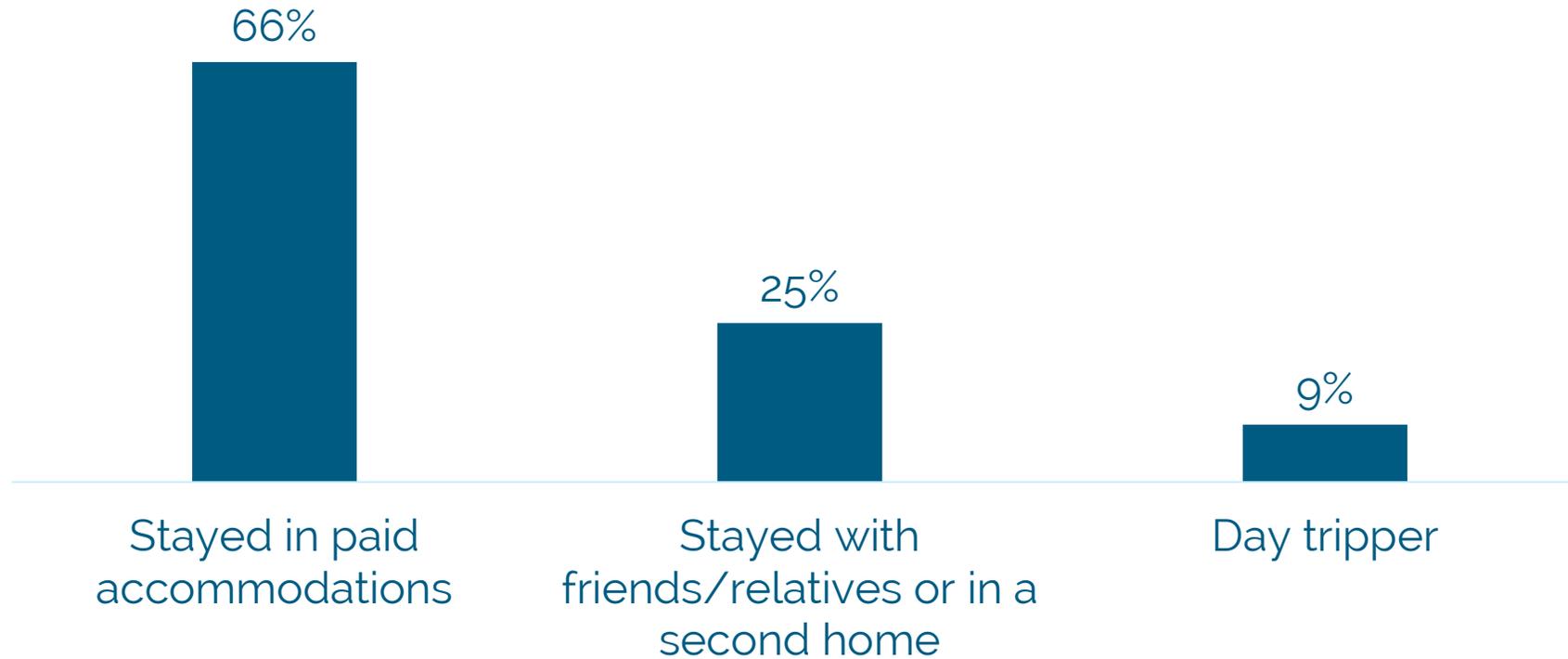
¹A longer out-of-county visitor length of stay and higher daily spend per visitor YOY buffered the decrease in direct spending compared to visitor number.

²A longer out-of-county visitor length of stay YOY buffered the decrease in room nights compared to visitor number.



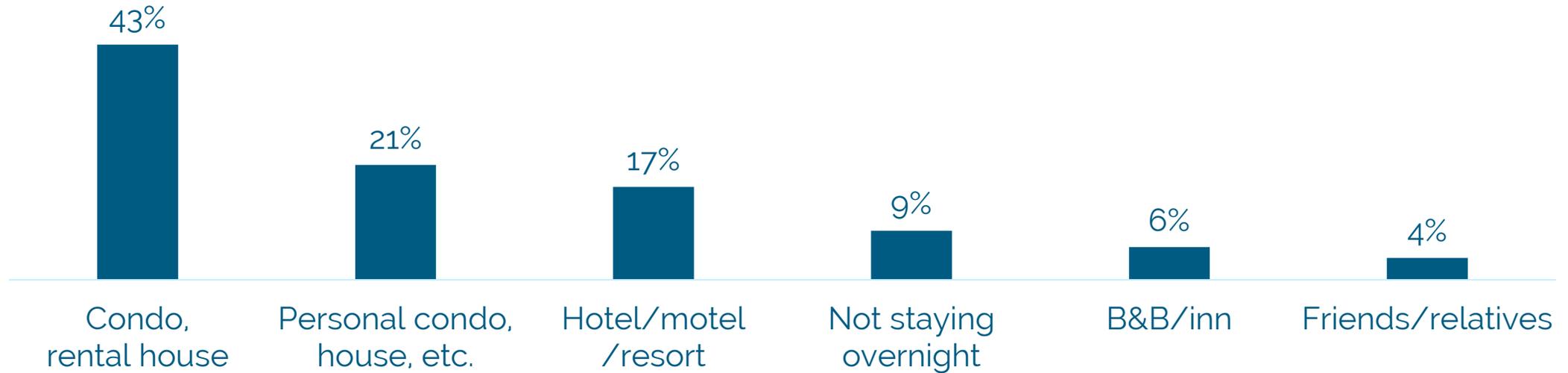
Participant Profile: Out-of-County Visitors

Out-of-County Visitor Type*



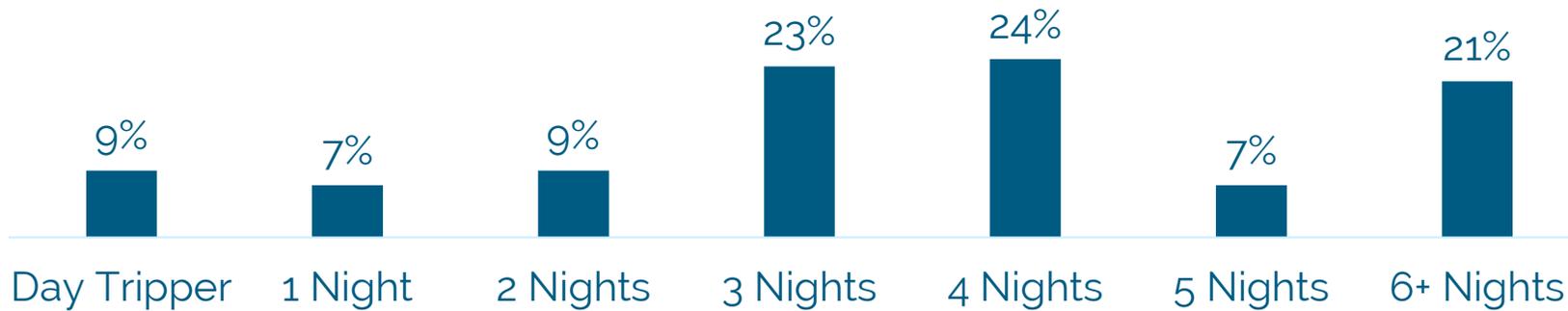
*Out of all out-of-county participants.

Detailed Out-of-County Visitor Type Breakdown*



*Out of all out-of-county participants.

Out-of-County Participants: Length of Stay



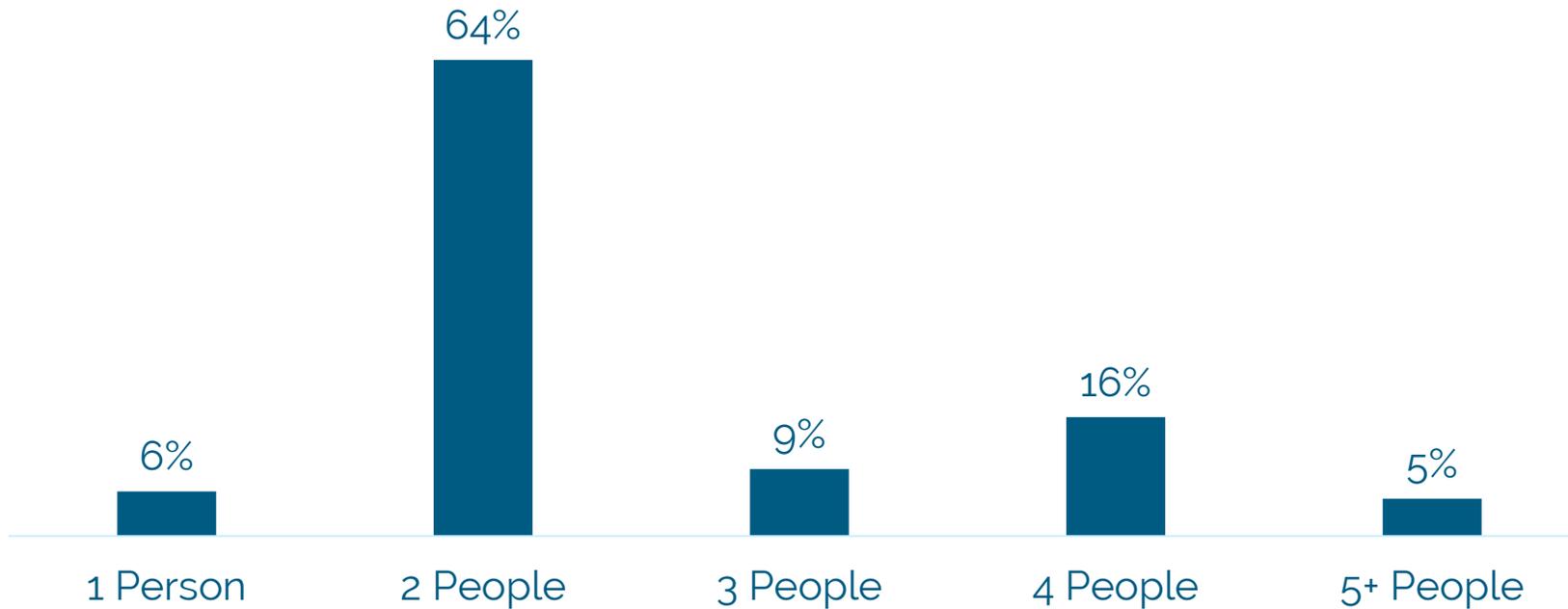
On average, out-of-county attendees spent **3.8 nights¹** in Amelia Island.

¹Represents nights spent in Amelia Island by visitors who participated in Dining Month. However, note that not all room nights are attributable to Dining Month as it was not most visitors' main reason for coming to the area.



Participant Profile: Visitors & Locals

All Participants: Travel Party Size*



The average travel party size among Dining Month participants was **2.5 people**.

*Out of all Dining Month participants, including visitors and locals.

All Participants: Participating Restaurants Visited*



The average travel party visited **3.0 participating restaurants** during Dining Month.

*Out of all Dining Month participants, including visitors and locals.
Assumes participant understanding of participating vs. non-participating restaurants.

Amelia Island CVB

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Downs & St. Germain Research
contact@dsg-research.com
850-906-3111 | www.dsg-research.com

