Amelia Island CVB

Economic Impact of Dining Month 2026

September 1st – 30th, 2026



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Methodology

- The metrics in this report were based on data from the following sources:
  - Intercept interviews conducted by Downs & St. Germain Research with 83 Amelia Island visitors who participated in Dining Month during their stay
  - 50 individuals who completed the online Dining Month survey
  - Typical visitor spending data in Amelia Island from FY2026
- The attendance estimate used for this study 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 (1.14) was calculated using IMPLAN's econometric modeling software based on Amelia Island visitor spending patterns in FY2026.



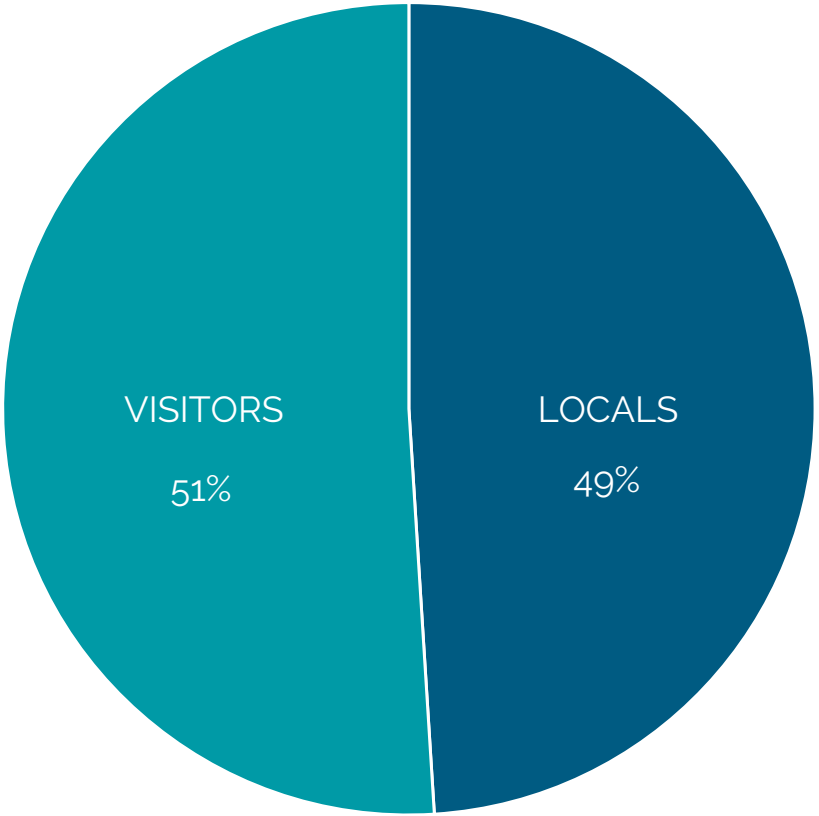
Scope of Report

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.

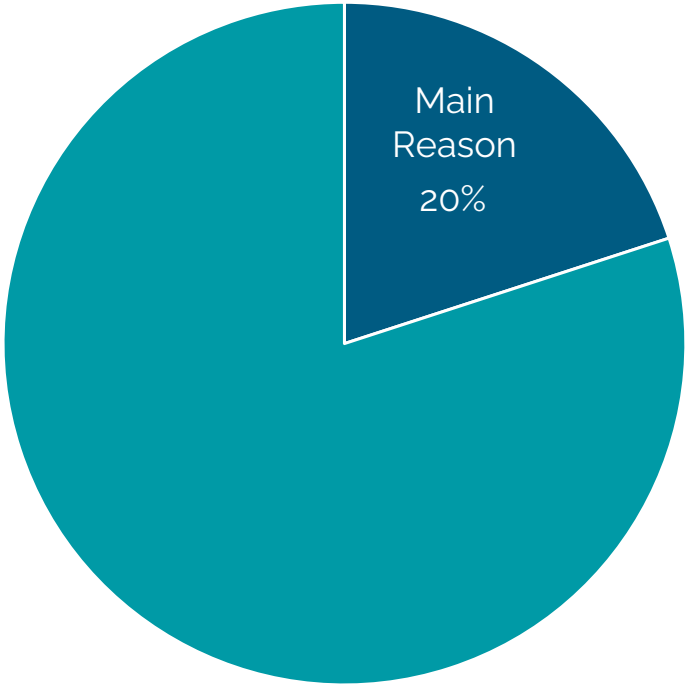
Given these factors, the metrics in this report are conservative estimates of the economic impact of Dining Month for the Amelia Island area.

Dining Month Participants - Visitors vs. Locals



Main Reason for Visiting*

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



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

Room Nights

240

Dining Month generated 240 room nights[1] in hotels, motels, and vacation rentals among participants[2] who **live outside** of Nassau County.

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[1]Room nights estimated at 240 despite an out-of-county attendee number of 680 because only 20% 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.
[2]Individuals who ordered a prix-fixe menu during Dining Month.

Direct Spending

$147,000

Dining Month participants who **live outside** of Nassau County spent $147,000[1] in the Amelia Island area during their visits.

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

Total Economic Impact

$167,600

When including indirect and induced effects[1] of direct spending[2], the total economic impact of those participating in Dining Month who **live outside** of Nassau County was $167,600.

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

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

Year-over-Year Comparisons

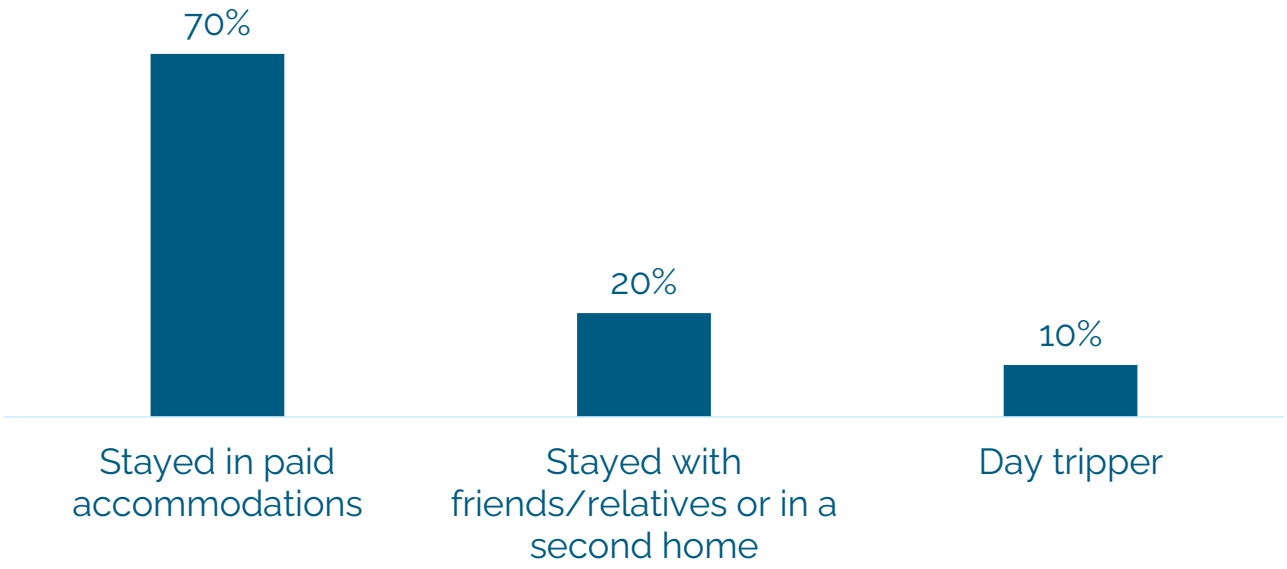
Metric	2024	2025	2026	% Change
Pre-Fixe Menus Sold	1,579	1,242	1,324	+ 6.6%
Economic Impact[1]	$200,100	$155,600	$167,600	+ 7.7%
Direct Spending	$178,700	$136,500	$147,000	+ 7.7%
Out-of-County Visitors	910	620	680	+ 9.4%
Room Nights[1]	280	230	240	+ 4.3%

[1]2024 and 2025 economic impact figures revised due to updates to IMPLAN models and Bureau of Labor Statistics data.
[2]Room nights increased less than out-of-county visitor number due to a larger out-of-county visitor travel party size.



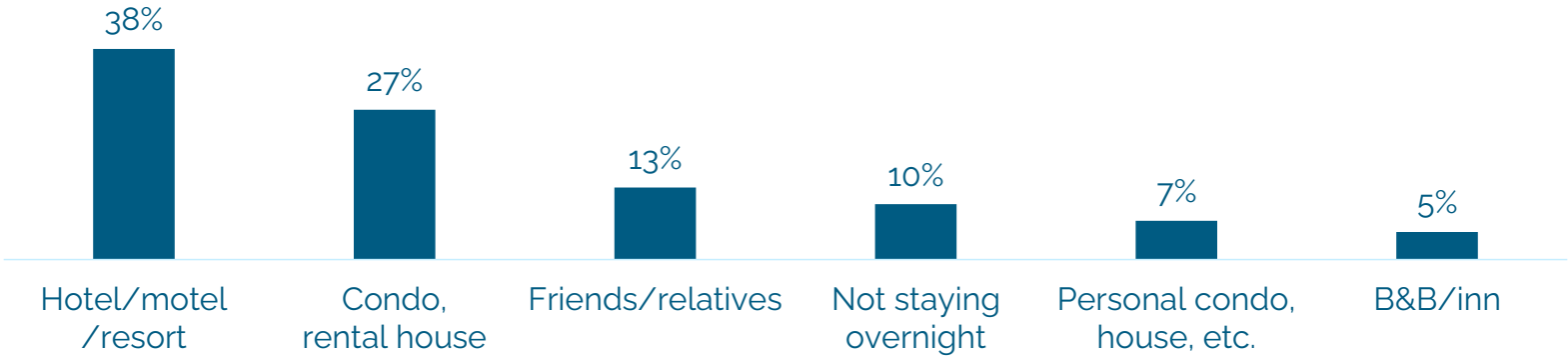
Participant Profile: Out-of-County Visitors

Out-of-County Visitor Type*



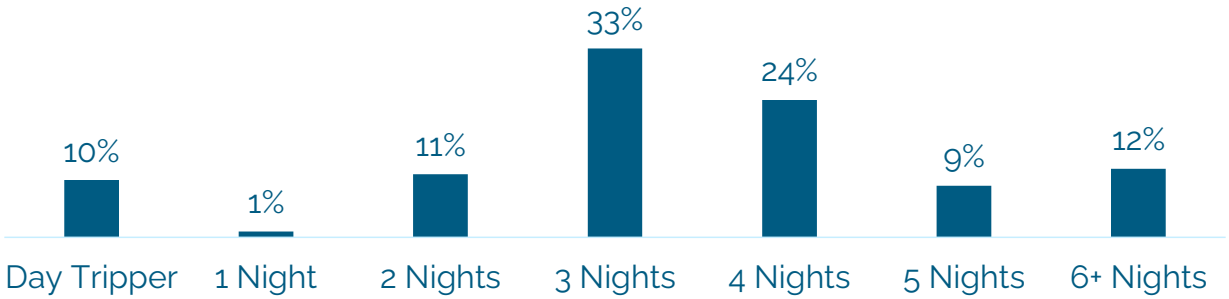
*Out of all out-of-county participants.

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 **3.6 nights[1]** in Amelia Island.

[1]Represents 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

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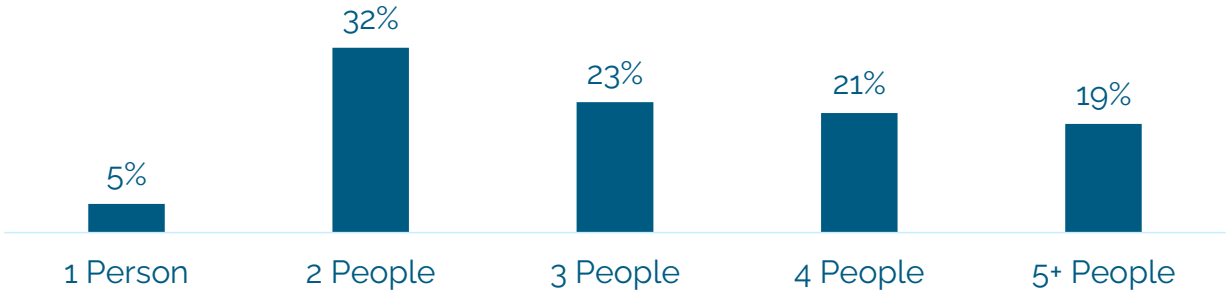
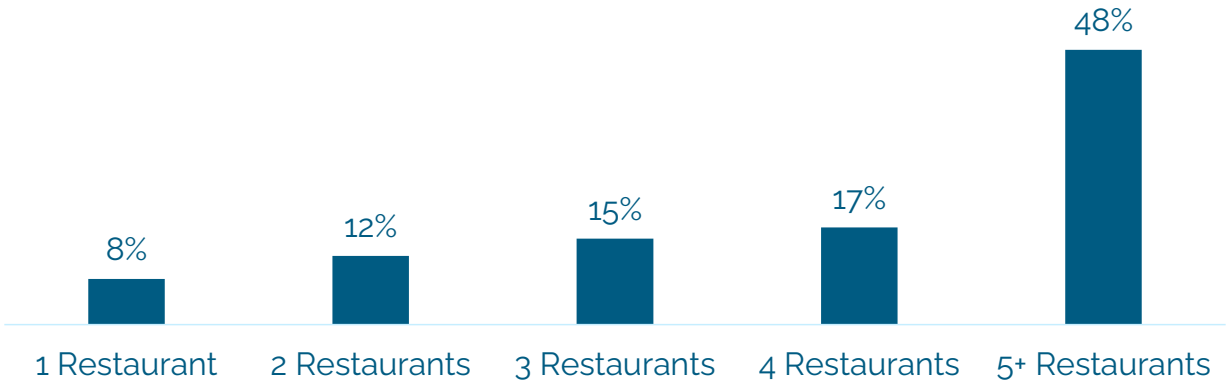
All Participants: Travel Party Size*



The average travel party size among Dining Month participants was **3.3 people.**

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

All Participants: Participating Restaurants Visited*



The average travel party visited **4.7 participating restaurants** during Dining Month.

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

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