

# Amelia Island CVB

## FY2024 Economic Impact & Visitor Tracking Report

October 2023 – September 2024



# ANNUAL SNAPSHOT

FY2024

- » In line with a national trend of normalization after the post-Covid travel spike, **visitor number** and **spending** in Amelia Island were slightly **down** YOY
- » Though **occupancy decreased** slightly YOY, **room rates increased**
- » **Booking cycle increased** in Q2, then **decreased** through the end of Q4
- » Over **1 in 3** visitors recalled seeing ads for the Amelia Island area prior to their trip. Out of all visitors, ads influenced over **1 in 6** to come to the area.
- » As the year went on, Amelia Island saw **more visitors** from the **Southeast** (outside of Florida) and from the **West**, as well as more international visitors from both the **UK** and **Canada**



1,035,800

TOTAL  
VISITORS

vs. 2023

↓ 4.0%



803,600

ROOM  
NIGHTS

↓ 2.2%



\$731,575,500

DIRECT  
SPENDING

↓ 2.4%



3,476,300

VISITOR  
DAYS

↓ -5.7%

# EXECUTIVE SUMMARY



# VISITOR JOURNEY: ECONOMIC IMPACT





# FY24 ECONOMIC IMPACT

Visitor spending generated

**\$962,753,400**

in economic impact to Amelia Island's  
economy, down 2.4% from FY2023

# FY24 DIRECT SPENDING

Visitors to Amelia Island spent

**\$731,575,500**

throughout the state in FY2024 on accommodations, transportation, groceries, restaurants, shopping, entertainment, and other expenses, down 2.4% from FY2023



# FY24 VISITORS

Amelia Island attracted

**1,035,800**

visitors in FY2024, down 4.0% from  
FY2023

# FY24 VISITOR DAYS

All visitors to Amelia Island spent

**3,476,300**

days in Amelia Island throughout  
FY2024, down 5.7% from FY2023

\*Visitor days is the total number of days spent by visitors in Amelia Island.  
This includes overnight visitors and day trippers.



# FY24 ROOM NIGHTS

Visitors to Amelia Island generated

**803,600**

nights in Amelia Island accommodations  
throughout FY2024, down 2.2% from  
FY2023

# FY24 JOBS SUPPORTED

Visitors to Amelia Island supported

**9,400**

jobs throughout Amelia Island in FY2024



# FY24 WAGES GENERATED

Visitors to Amelia Island supported

**\$342,051,700**

in wages paid to Amelia Island  
employees in FY2024





# FY24 VISITORS SUPPORT JOBS

Every

**111**

visitors supports a job in Amelia Island



# FY24 HOUSEHOLD SAVINGS

Visitors to Amelia Island saved local households

**\$2,108**

in state and local taxes in FY2024

# FY24 LODGING METRICS\*

Occupancy Rate

**57.8%**

- 3.0% from FY2023

Average Daily Rate

**\$298.35**

+ 0.7% from FY2023

Revenue per Available Room

**\$172.40**

- 2.3% from FY2023



# DETAILED FINDINGS



# VISITOR JOURNEY: ECONOMIC IMPACT





# FY2024 KEY PERFORMANCE INDICATORS

Economic Impact	FY2023 <sup>1,2</sup>	FY2024	Δ% from '23
Number of Visitors	1,079,200	1,035,800	- 4.0%
Visitor Days <sup>3</sup>	3,684,700	3,476,300	- 5.7%
Room Nights <sup>4</sup>	821,700	803,600	- 2.2%
Direct Expenditures	\$749,762,100	\$731,575,500	- 2.4%
<b>Economic Impact<sup>5</sup></b>	<b>\$986,585,400</b>	<b>\$962,753,400</b>	<b>- 2.4%</b>

<sup>1</sup>This data has been modeled to include all visitors for comparative purposes. Previous data only reported visitors staying in paid accommodations.

<sup>2</sup>Previous data revised to reflect updated FY2023 accommodations figures.

<sup>3</sup>Visitor Days is the total number of days spent by visitors in Amelia Island. This includes overnight visitors and day trippers.

<sup>4</sup>Sources: Research Data Services, Key Data, Smith Travel Research, Florida Department of Business and Professional Regulation.

<sup>5</sup>An IMPLAN multiplier of 1.32 was used for both FY2023 and FY2024.

# FY2024 EMPLOYMENT IMPACTS & ROI

Amelia Island Jobs	FY2024
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Jobs supported (direct)	7,606
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Total employment impact	9,358
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Amelia Island Wages	FY2024
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Wages paid (direct)	\$267,390,902
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Total impact on wages	\$342,051,689
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Return on Investment	FY2024
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Visitors per job supported	111
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Tax savings per household	\$2,108
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# FY2024 LODGING METRICS<sup>1</sup>

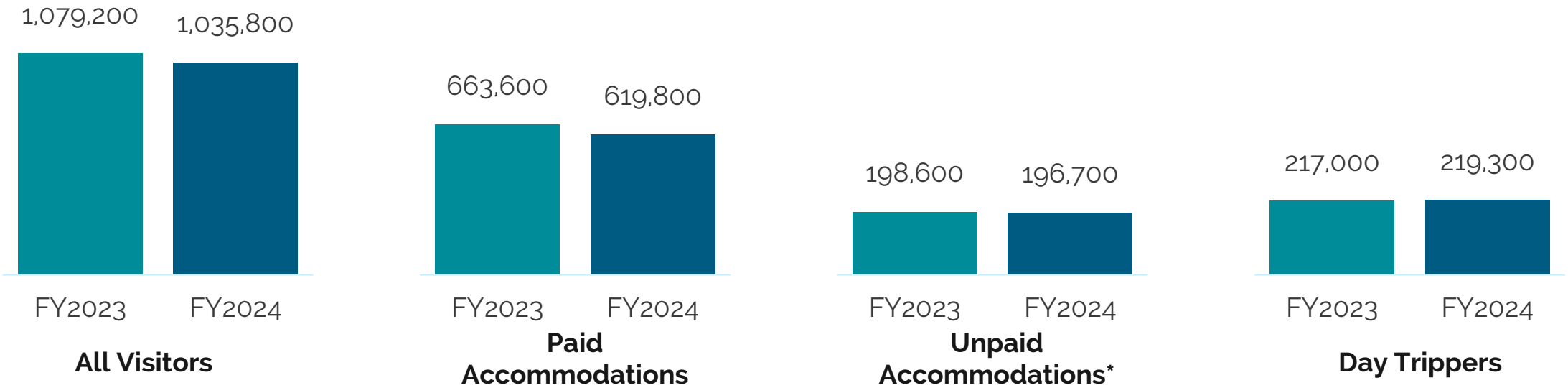
Lodging Metrics	FY2023 <sup>2</sup>	FY2024	Δ% from '23
Occupancy Rate (%)	59.5%	57.8%	- 3.0%
Average Daily Rate	\$296.34	\$298.35	+ 0.7%
RevPAR	\$176.47	\$172.40	- 2.3%
TDT Collections	\$11,439,611.12	\$11,540,718.72	+ 0.9%

<sup>1</sup>Sources: Research Data Services, Key Data, Smith Travel Research, Florida Department of Business and Professional Regulation.

<sup>2</sup>Previous data revised to reflect updated FY2023 accommodations figures.



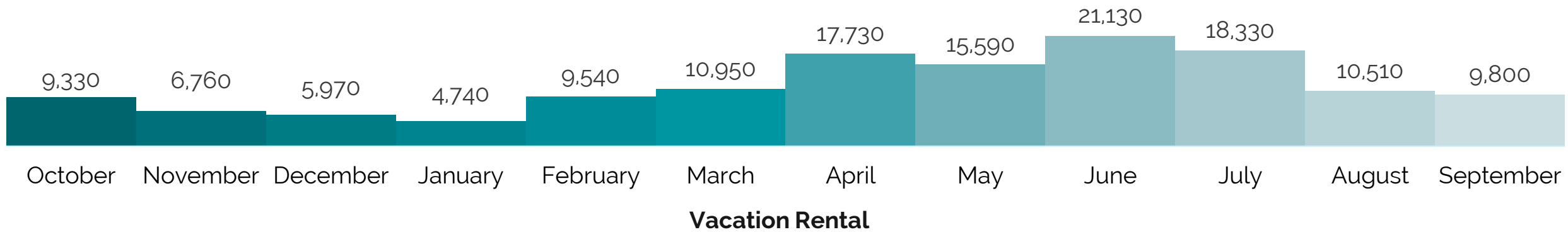
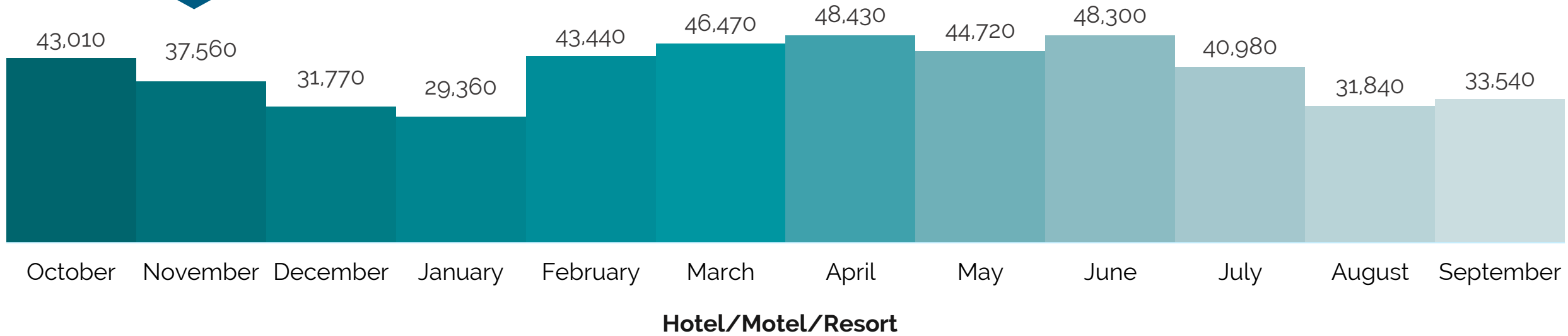
# FY2024 VISITOR TYPE



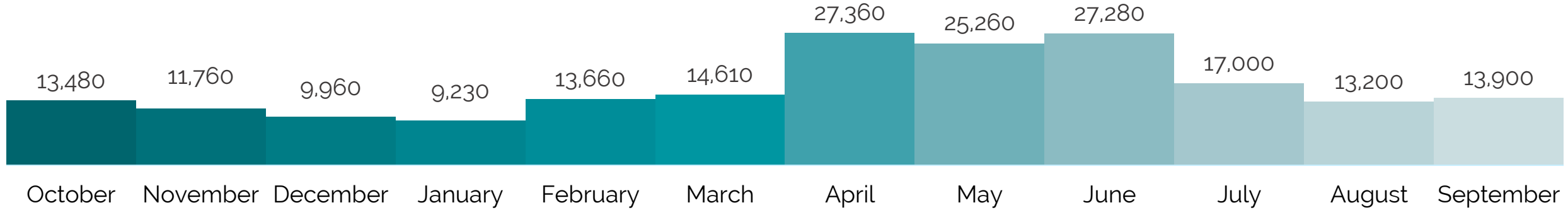
Visitor Type	FY2023	FY2024	Δ% from '23
Paid Accommodations	663,600	619,800	- 6.6%
Unpaid Accommodations*	198,600	196,700	- 1.0%
Day Trippers	217,000	219,300	+ 1.1%
<b>All Visitors</b>	<b>1,079,200</b>	<b>1,035,800</b>	<b>- 4.0%</b>

\*Overnight visitors staying with friends/family or in a personal second home.

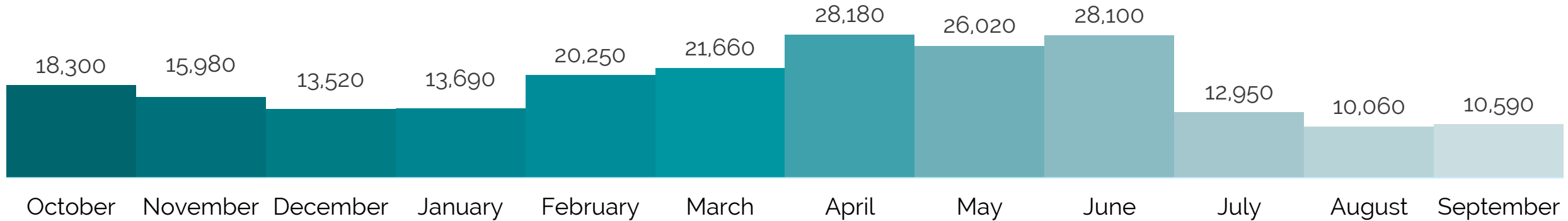
# FY2024 MONTHLY VISITOR COUNTS\*



# FY2024 MONTHLY VISITOR COUNTS



**Unpaid Accommodations\***



**Day Trippers**

\*Overnight visitors staying with friends/family or in a personal second home.

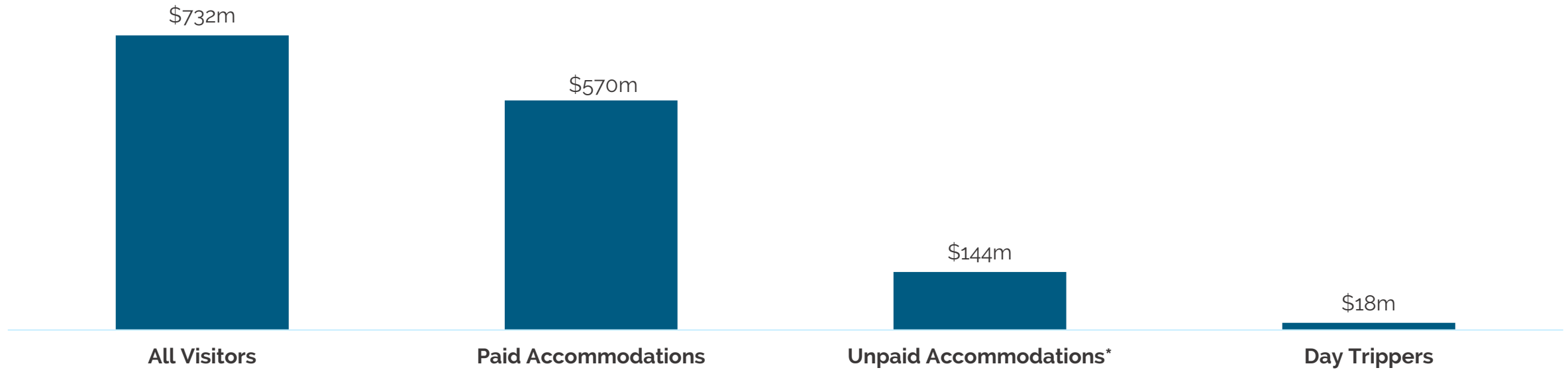


# FY2024 DIRECT SPENDING BY CATEGORY



Spending	FY2024
Accommodations	\$241,468,700
Restaurants	\$189,366,200
Groceries	\$52,918,300
Shopping	\$118,554,000
Entertainment	\$57,397,100
Transportation	\$47,234,400
Other	\$24,636,800
<b>Total Spending</b>	<b>\$731,575,500</b>

# FY2024 DIRECT SPENDING BY VISITOR TYPE

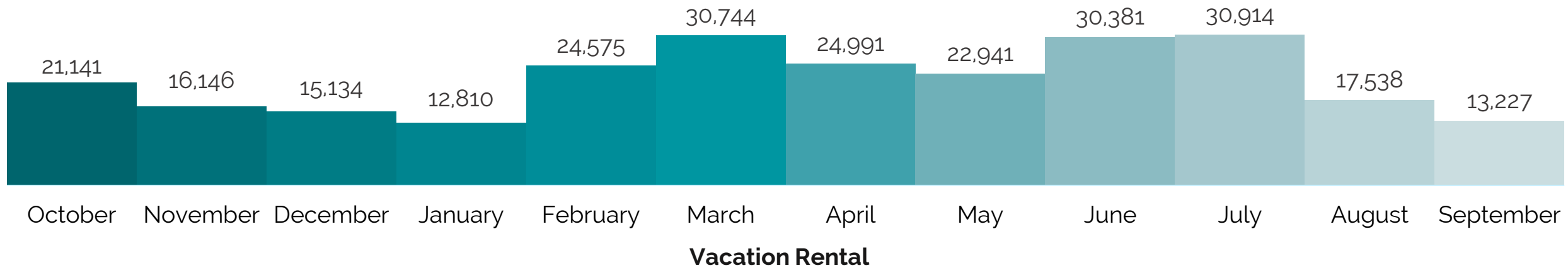
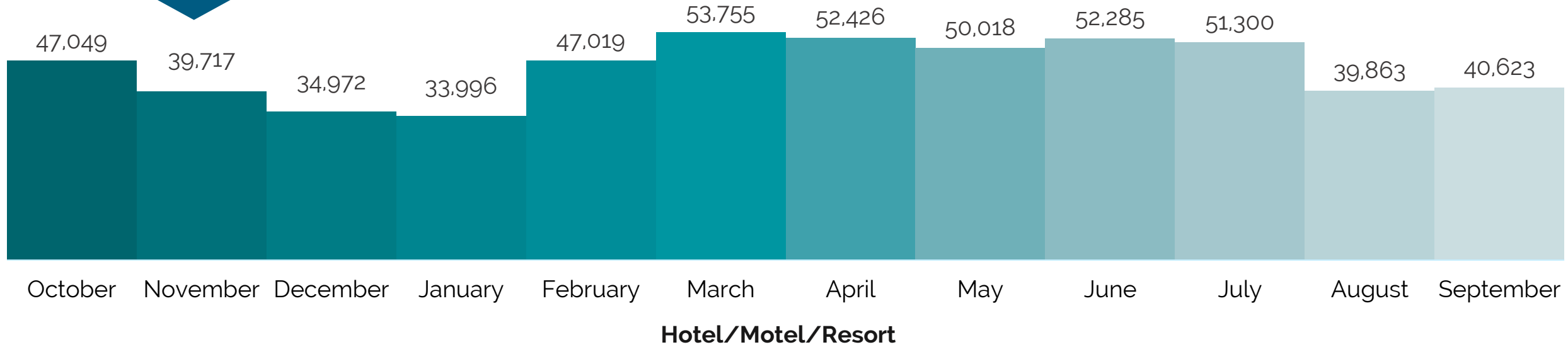


Visitor Type	FY2024
Paid Accommodations	\$570m
Unpaid Accommodations*	\$144m
Day Trippers	\$18m
<b>Total Spending</b>	<b>\$732m</b>

\*Overnight visitors staying with friends/family or in a personal second home.



# FY2024 MONTHLY ROOM NIGHTS\*



\*Sources: Key Data, Smith Travel Research, Florida Department of Business and Professional Regulation.

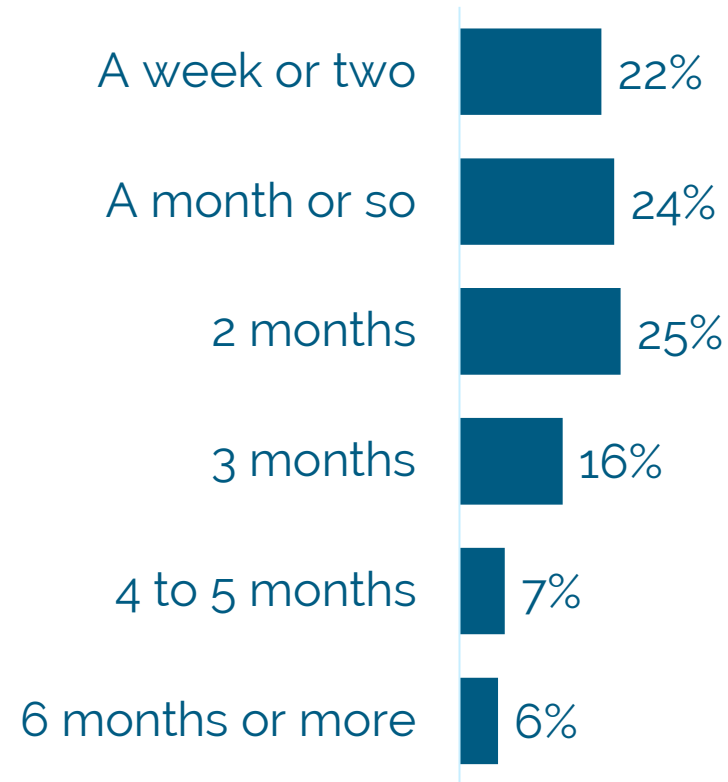
# VISITOR JOURNEY: PRE-VISIT





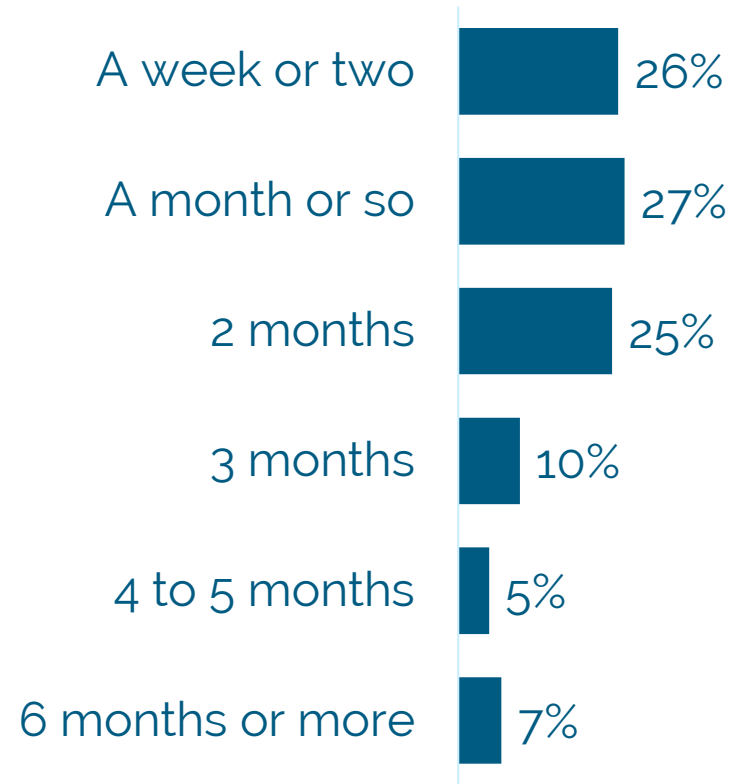
# TRIP PLANNING CYCLE\*

Average planning cycle: **59 days**



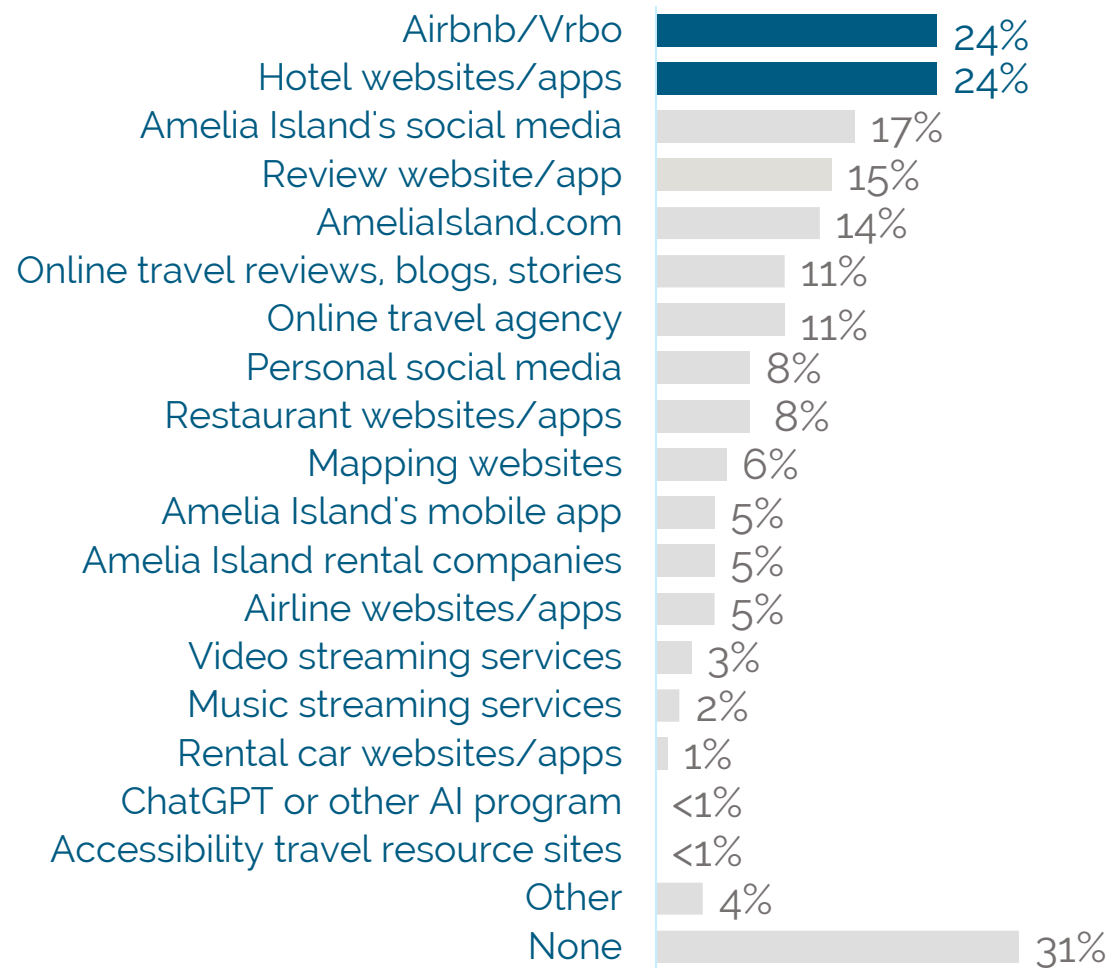
# TRIP BOOKING CYCLE\*

Average booking cycle: **54 days**



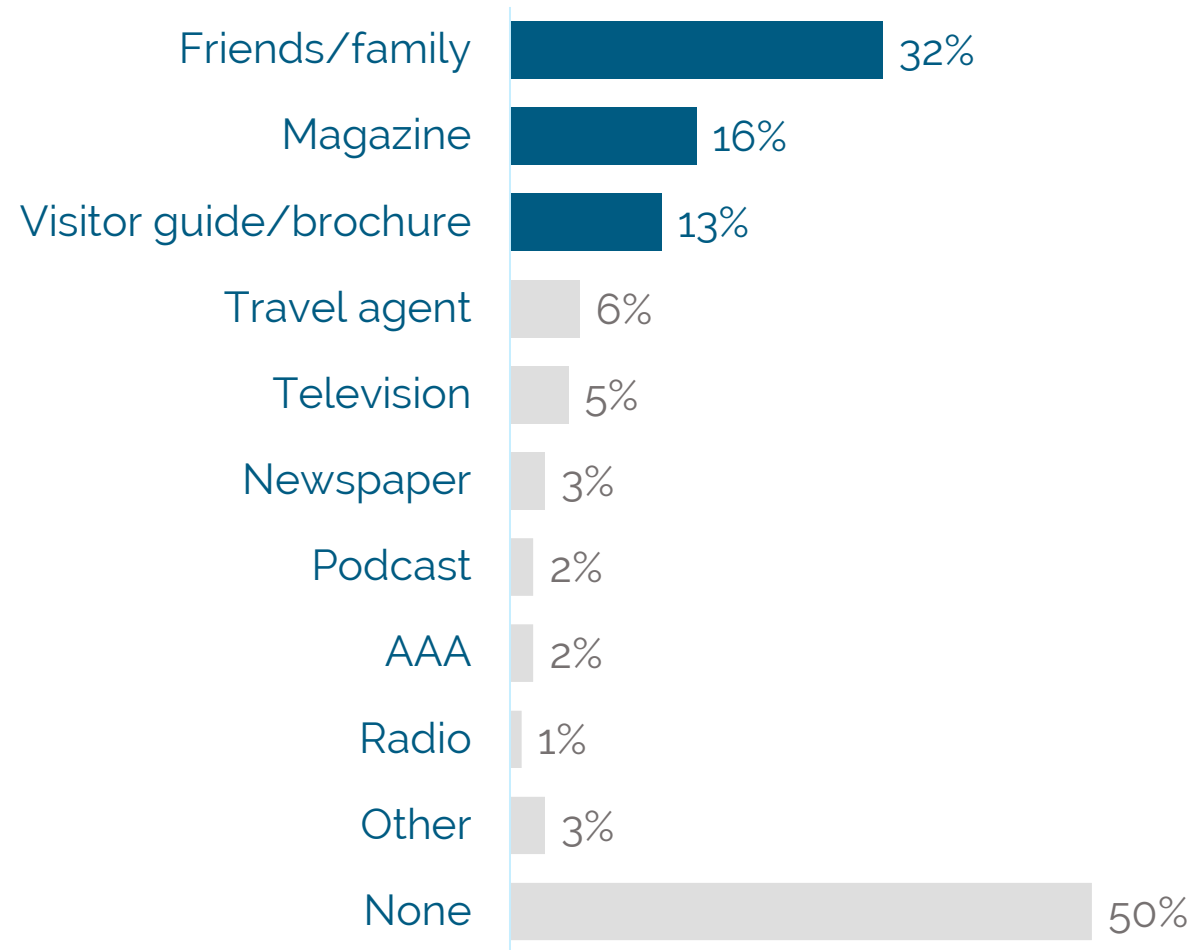


# ONLINE TRIP PLANNING SOURCES\*



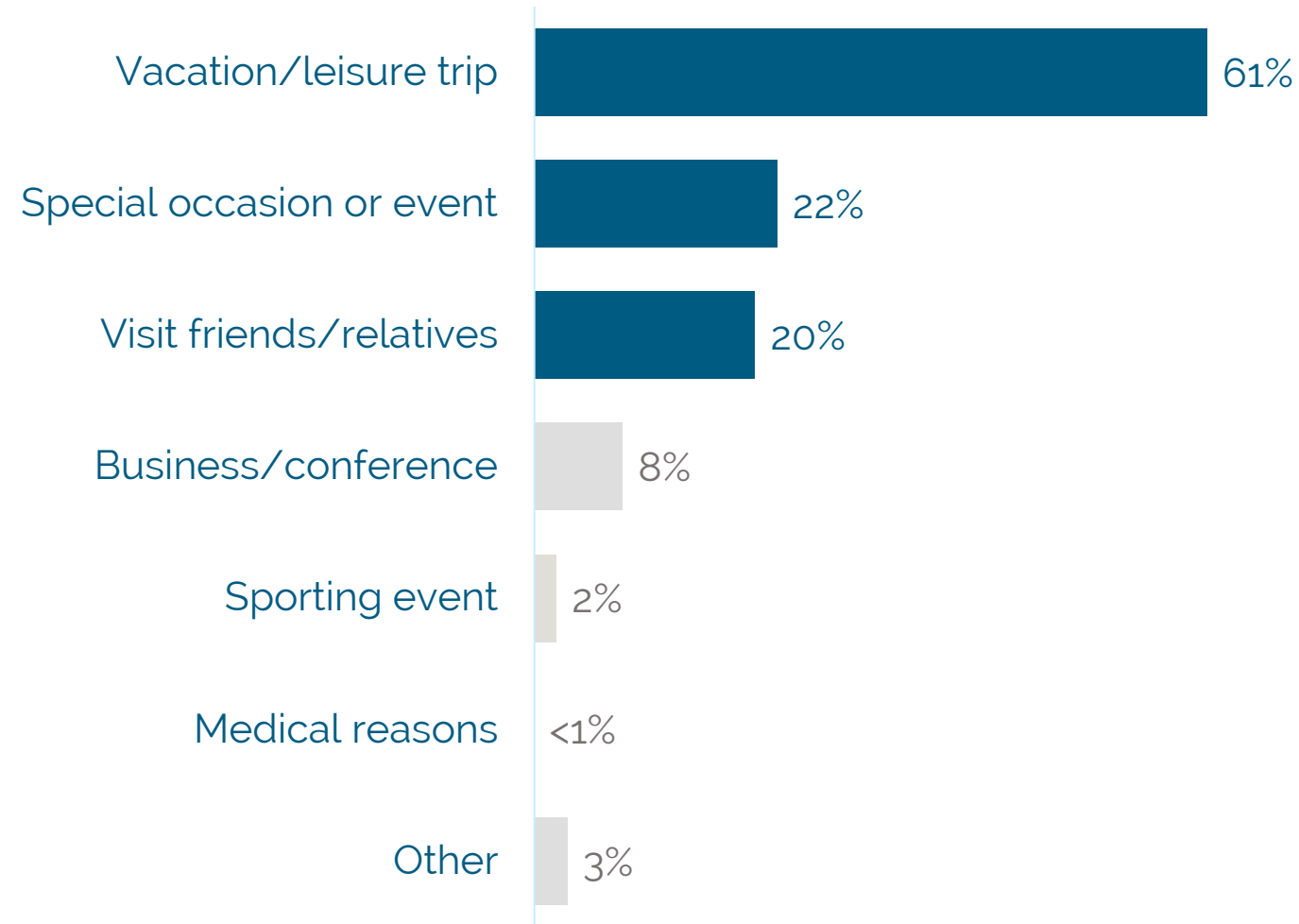
\*Multiple responses permitted.  
Based on visitors traveling for leisure.

# OTHER TRIP PLANNING SOURCES\*



\*Multiple responses permitted.  
Based on visitors traveling for leisure.

# REASONS FOR VISITING\*



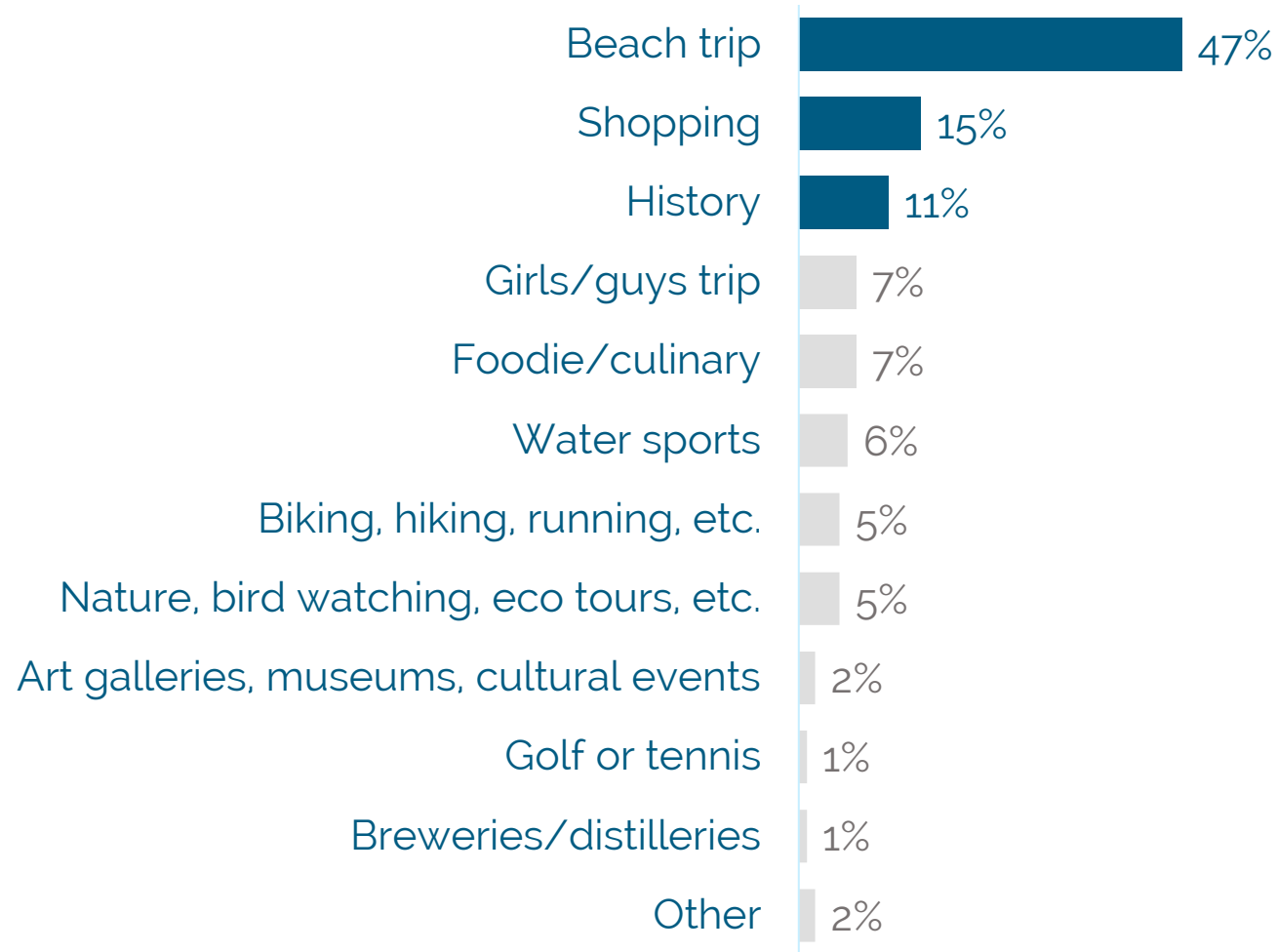


# OPEN-ENDED REASONS FOR VISITING\*



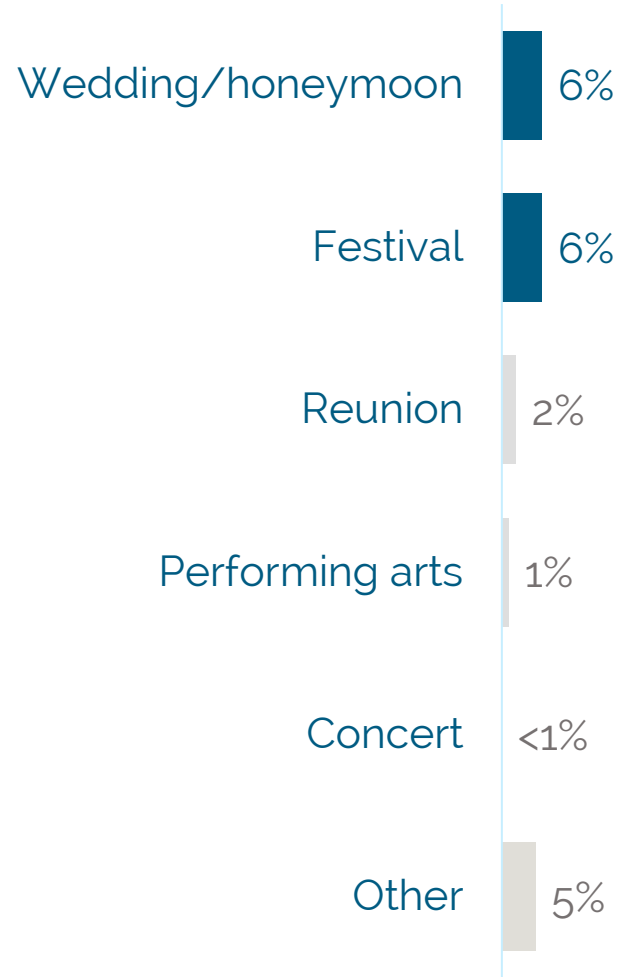
- » "The descriptions we read online made it sound quieter and more peaceful than other beach towns."
- » "We came for the golf and stayed for the beauty, serenity, and fine dining."
- » "There is less of a kid and young adult crowd here. It makes for a more chill environment."
- » "Other beach destinations were 2-3 times more expensive!"
- » "We like the historical attractions here, in addition to the beaches and downtown."
- » "Family and friends couldn't recommend it highly enough!"

# TYPE OF VACATION/LEISURE TRIP\*



\*Up to 3 responses permitted.  
Based on all visitors traveling for leisure.

# TYPE OF SPECIAL OCCASION OR EVENT\*

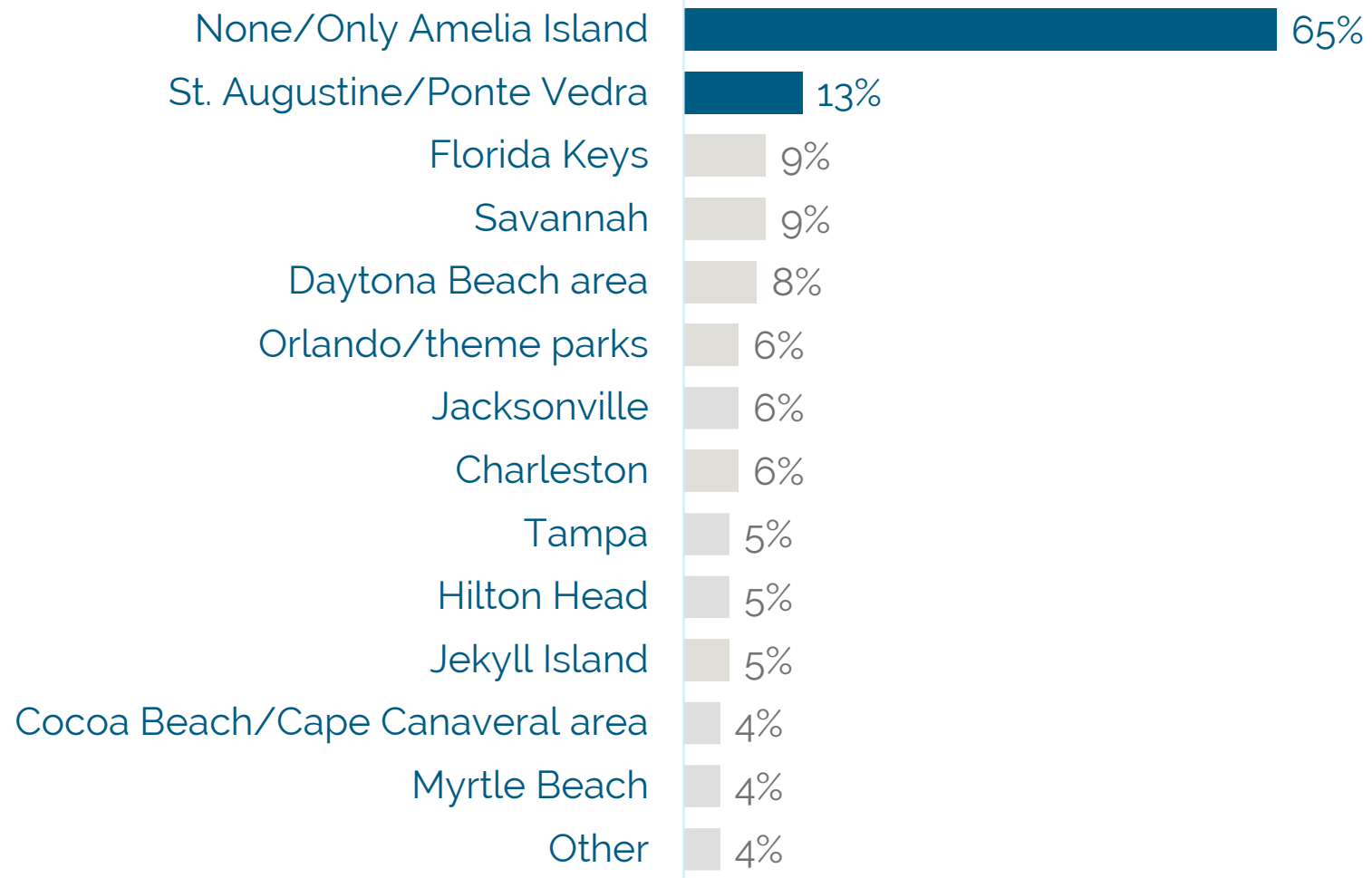




# TYPE OF BUSINESS/CONFERENCE\*

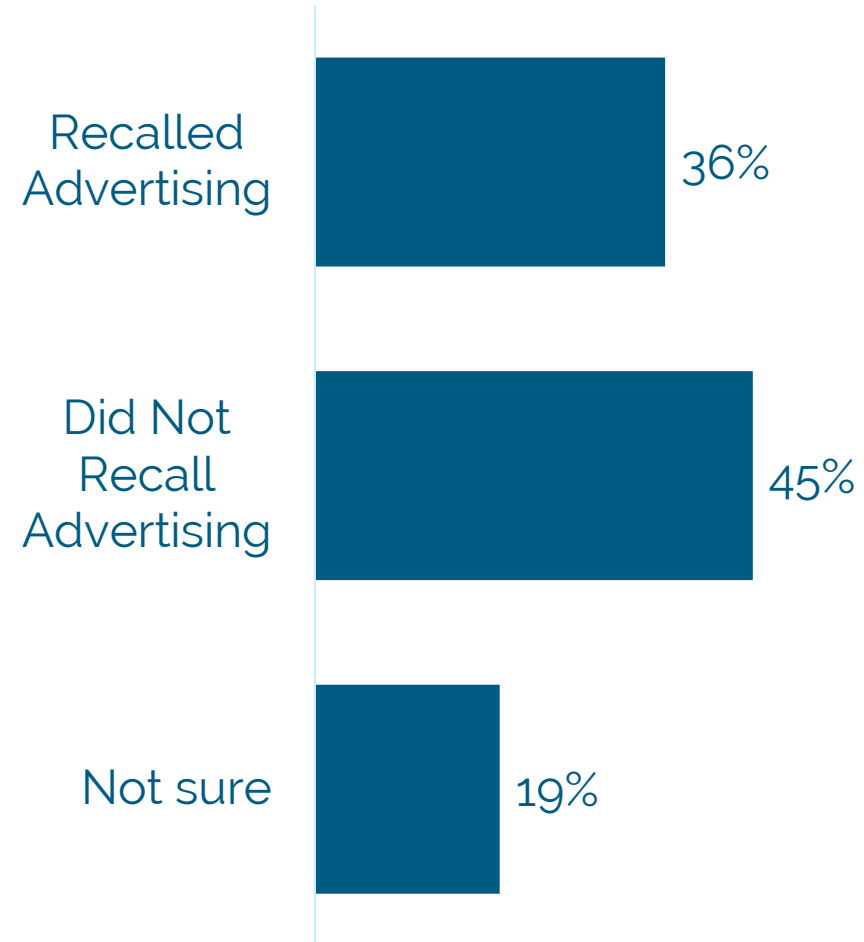


# OTHER DESTINATIONS CONSIDERED\*



\*Multiple responses permitted.  
Based on visitors traveling for leisure.

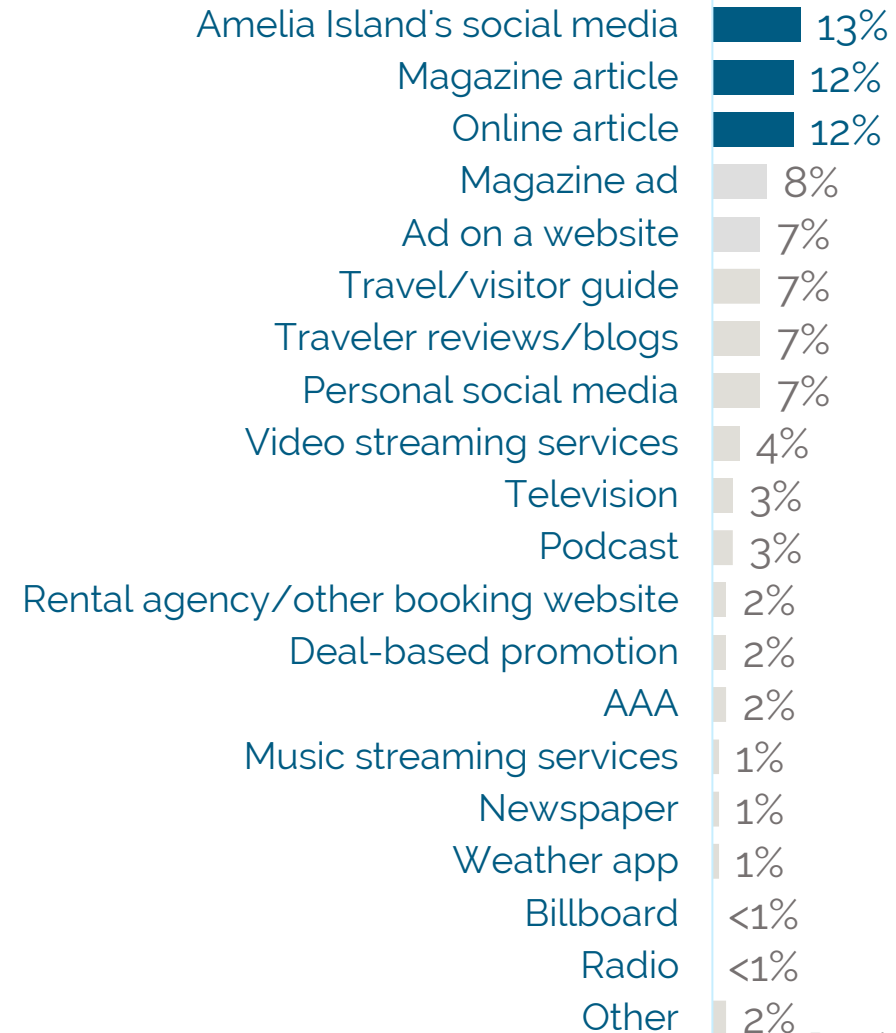
# ADVERTISING RECALL\*



# ADVERTISING SOURCES\*

Advertisements influenced **17%** of **all leisure visitors** to visit the Amelia Island area.

## Advertising Sources:



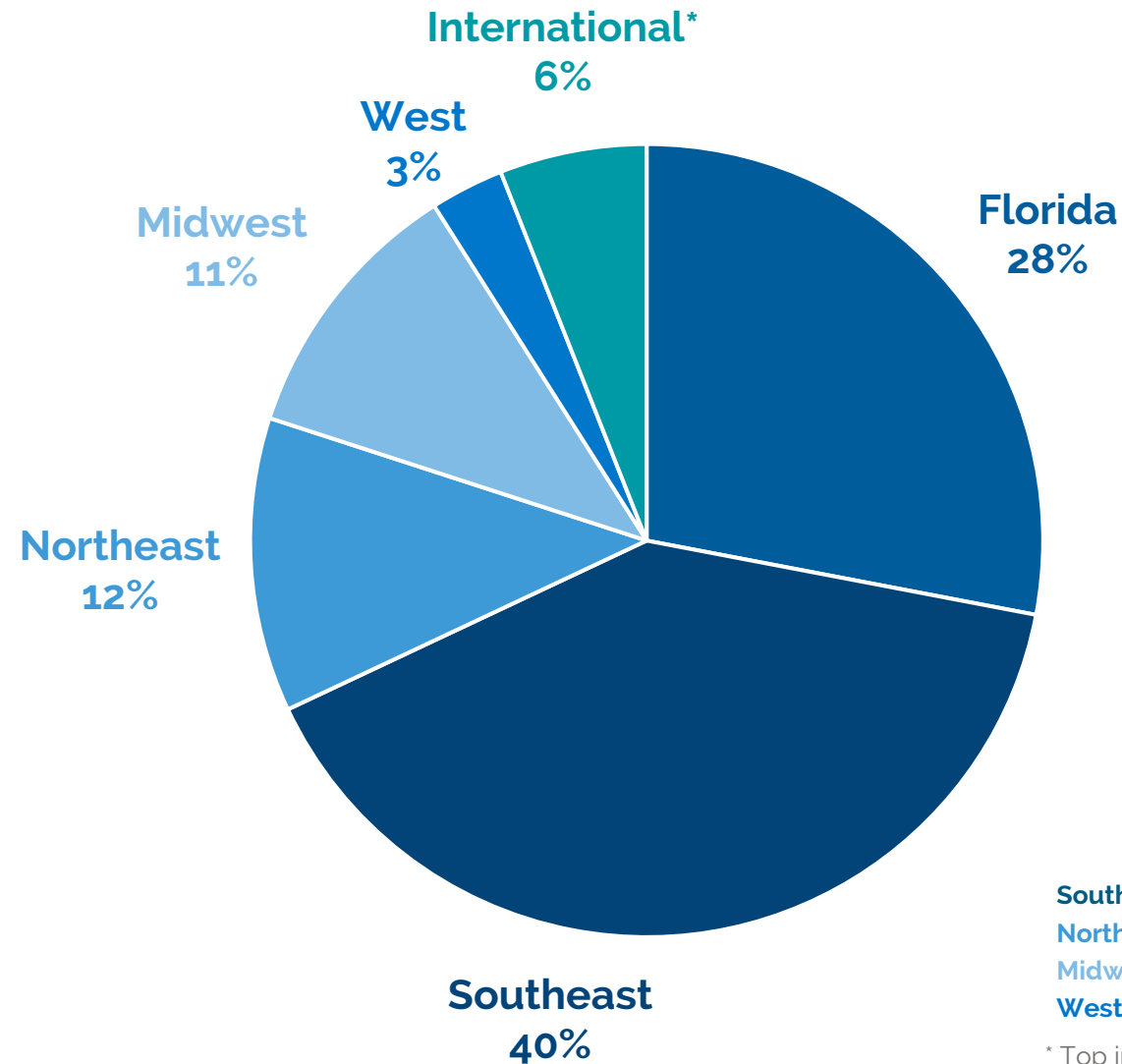
\*Multiple responses permitted.  
Based on all visitors traveling for leisure.



# VISITOR JOURNEY: TRAVEL PARTY PROFILE



# REGION OF ORIGIN



Southeast: TX, AR, LA, TN, MS, AL, VA, WV, NC, SC, GA

Northeast: MD, DE, PA, NJ, NY, CT, RI, MA, VT, NH, ME

Midwest: KY, OH, IN, MI, WI, IL, MN, IA, MO, ND, SD, NE, KS, OK

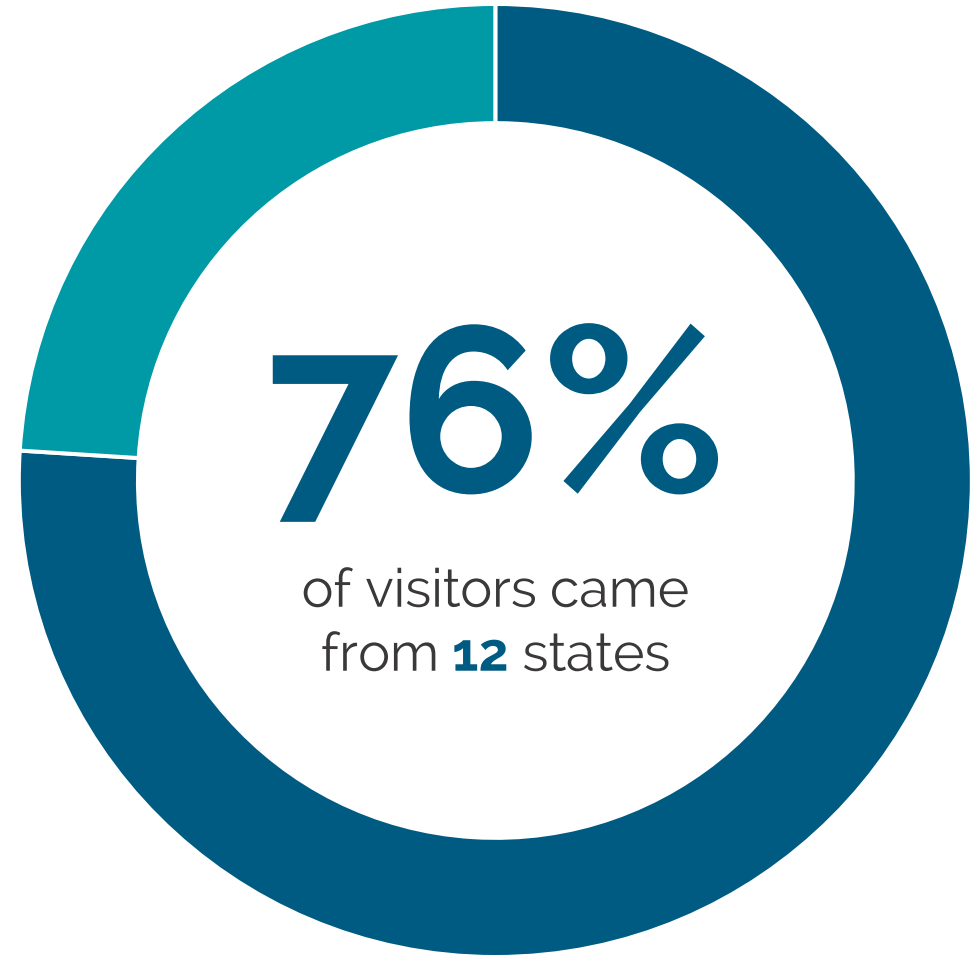
West: WA, OR, CA, NV, ID, MT, WY, CO, UT, AZ, NM, AK, HI

\* Top international markets include Canada (2%) and the UK (1%).

# STATE OF ORIGIN

## Top States of Origin 2024

Florida	28%
Georgia	20%
North Carolina	5%
South Carolina	4%
New York	3%
Pennsylvania	3%
Tennessee	3%
Illinois	2%
Minnesota	2%
Ohio	2%
Texas	2%
Virginia	2%



# TOP ORIGIN MARKETS

## Top Origin Markets – All Visitors

Jacksonville*	19%
Atlanta	8%
Orlando-Daytona Beach-Melbourne	6%
New York	4%
Charlotte	3%
Greenville-Spartanburg-Asheville	2%
Minneapolis-Saint Paul	2%
Nashville	2%
Philadelphia	2%
Savannah	2%
Tampa-St. Petersburg	2%
Washington, D.C.-Hagerstown	2%
West Palm Beach-Ft. Pierce	2%

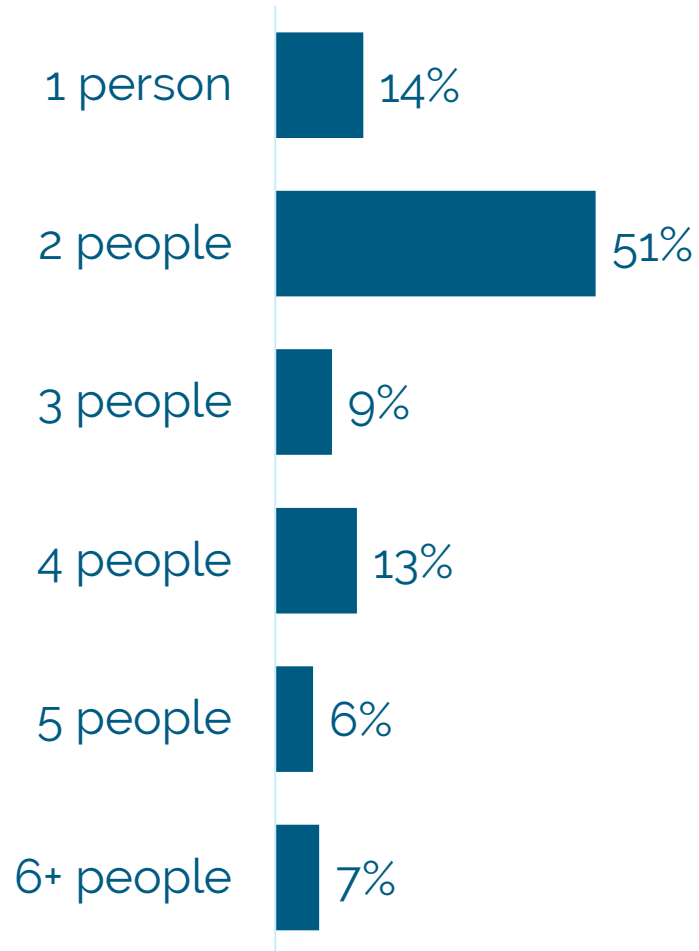
## Top Origin Markets – Overnight Visitors

Jacksonville	11%
Atlanta	10%
Orlando-Daytona Beach-Melbourne	6%
New York	5%
Charlotte	3%
Boston	2%
Chicago	2%
Greenville-Spartanburg-Asheville	2%
Minneapolis-Saint Paul	2%
Nashville	2%
Philadelphia	2%
Savannah	2%
Tallahassee-Thomasville	2%
Tampa-St. Petersburg	2%
Washington, D.C.-Hagerstown	2%

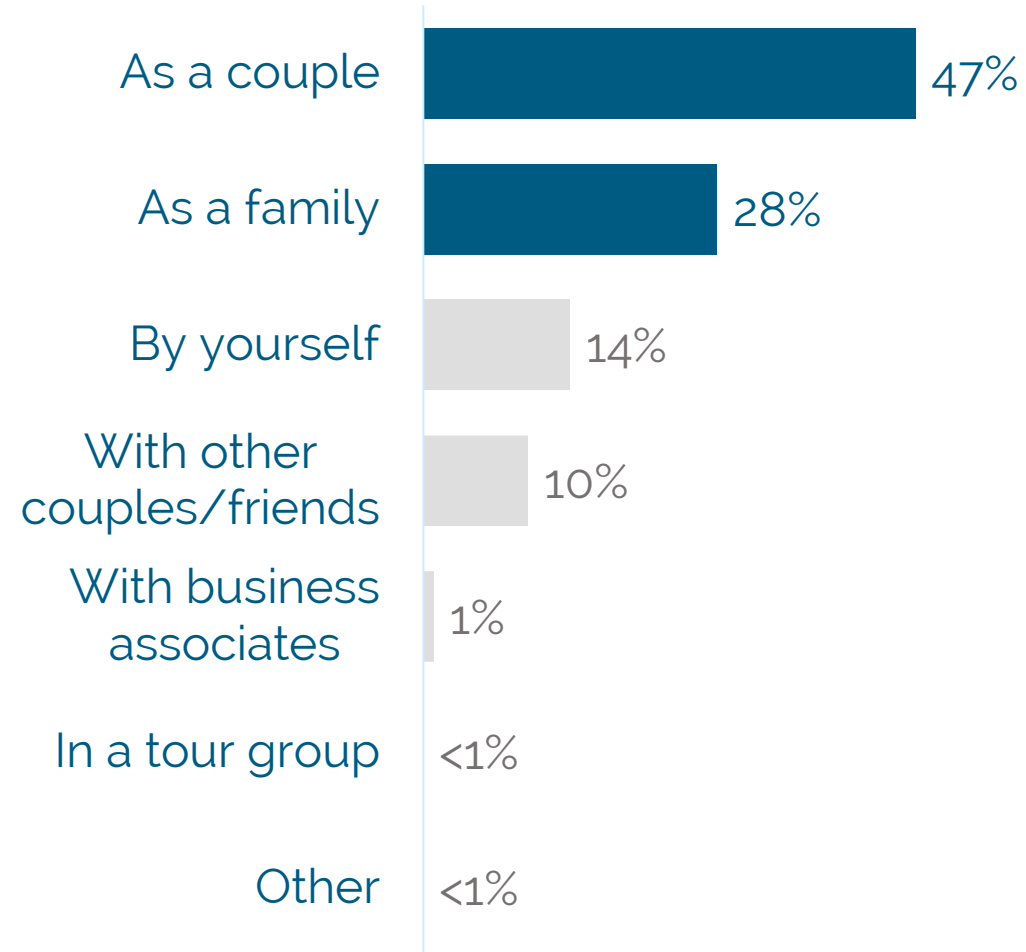


# TRAVEL PARTY SIZE

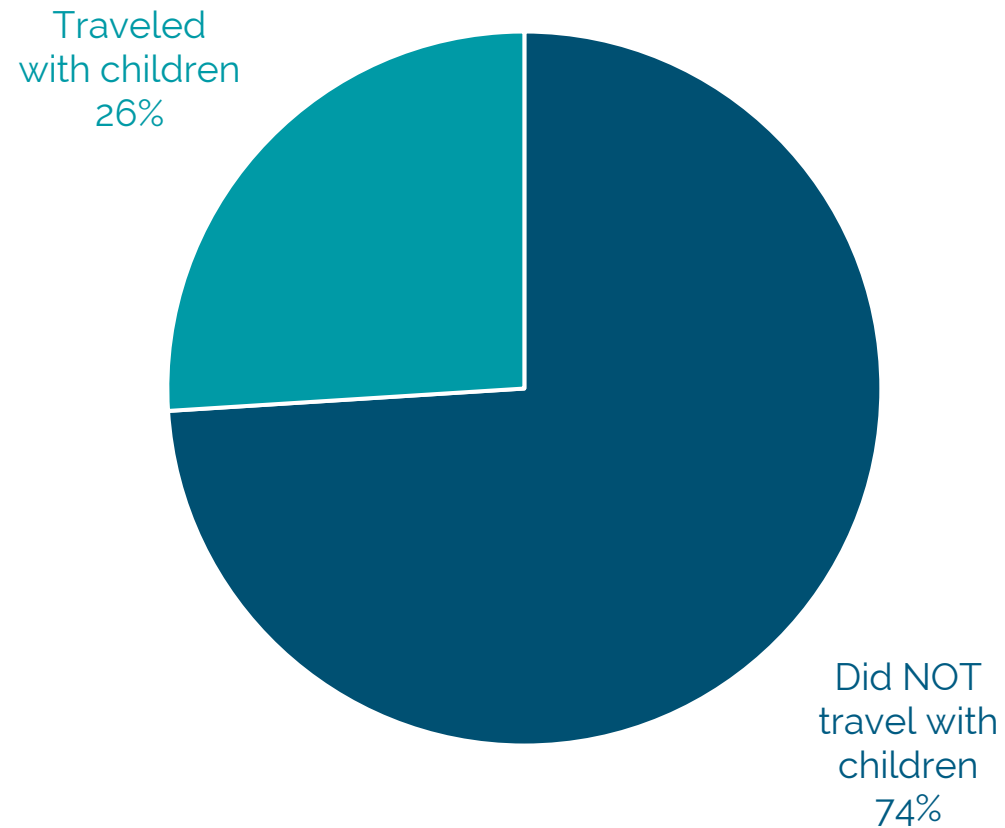
Average travel party size: **2.8**



# TRAVEL PARTY TYPE

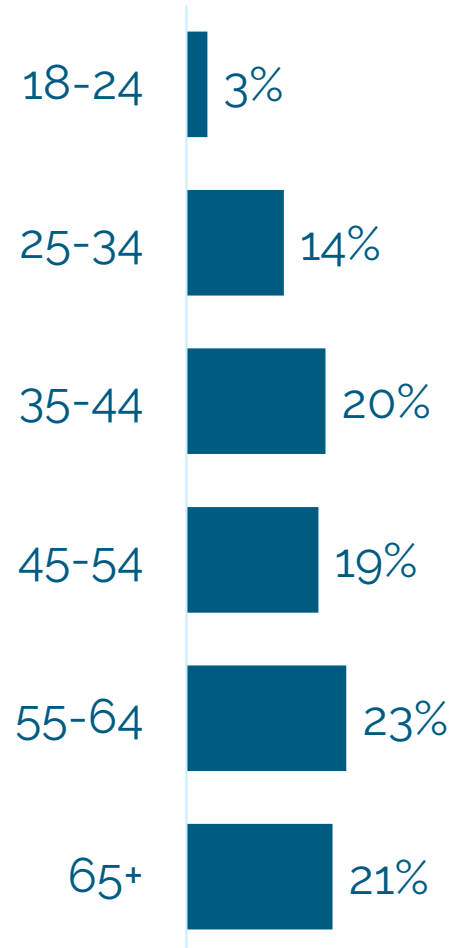


# TRAVELED WITH CHILDREN



# AGE

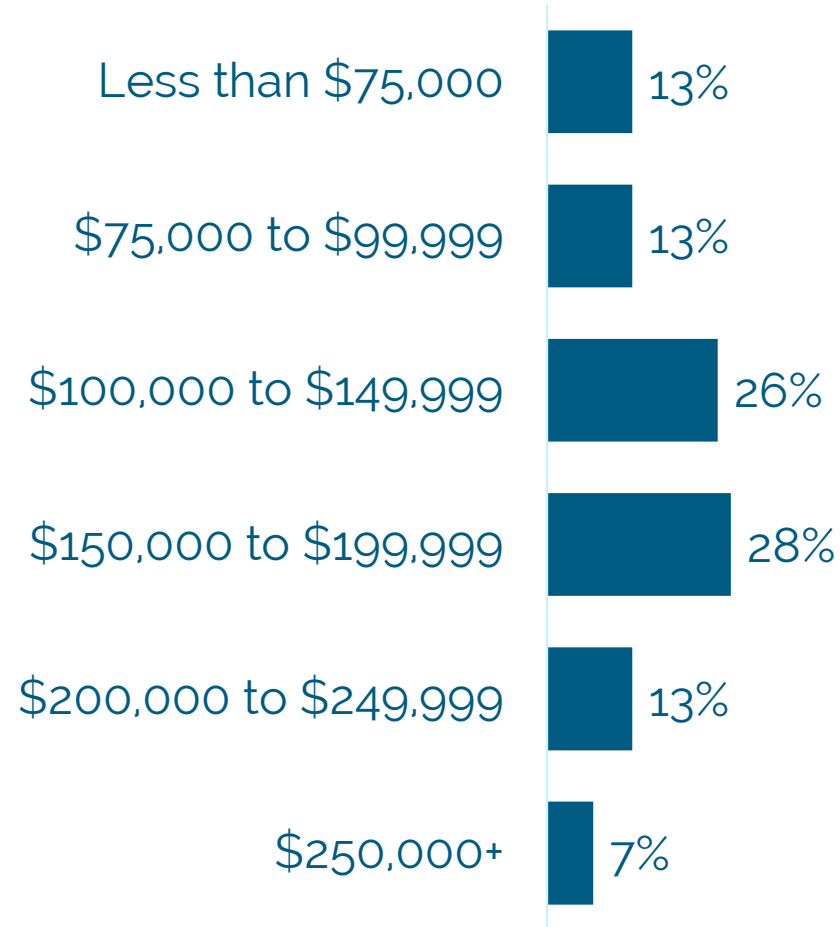
Median age: **52**



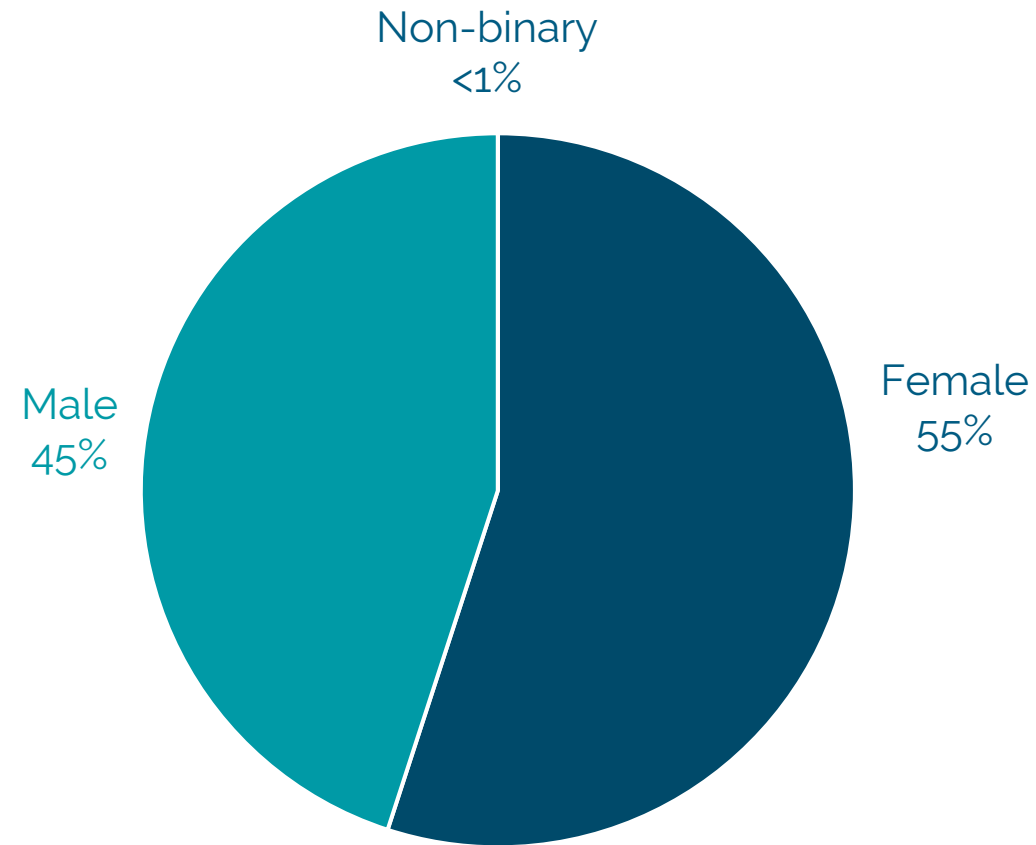


# HOUSEHOLD INCOME

Median household income: **\$146,200**

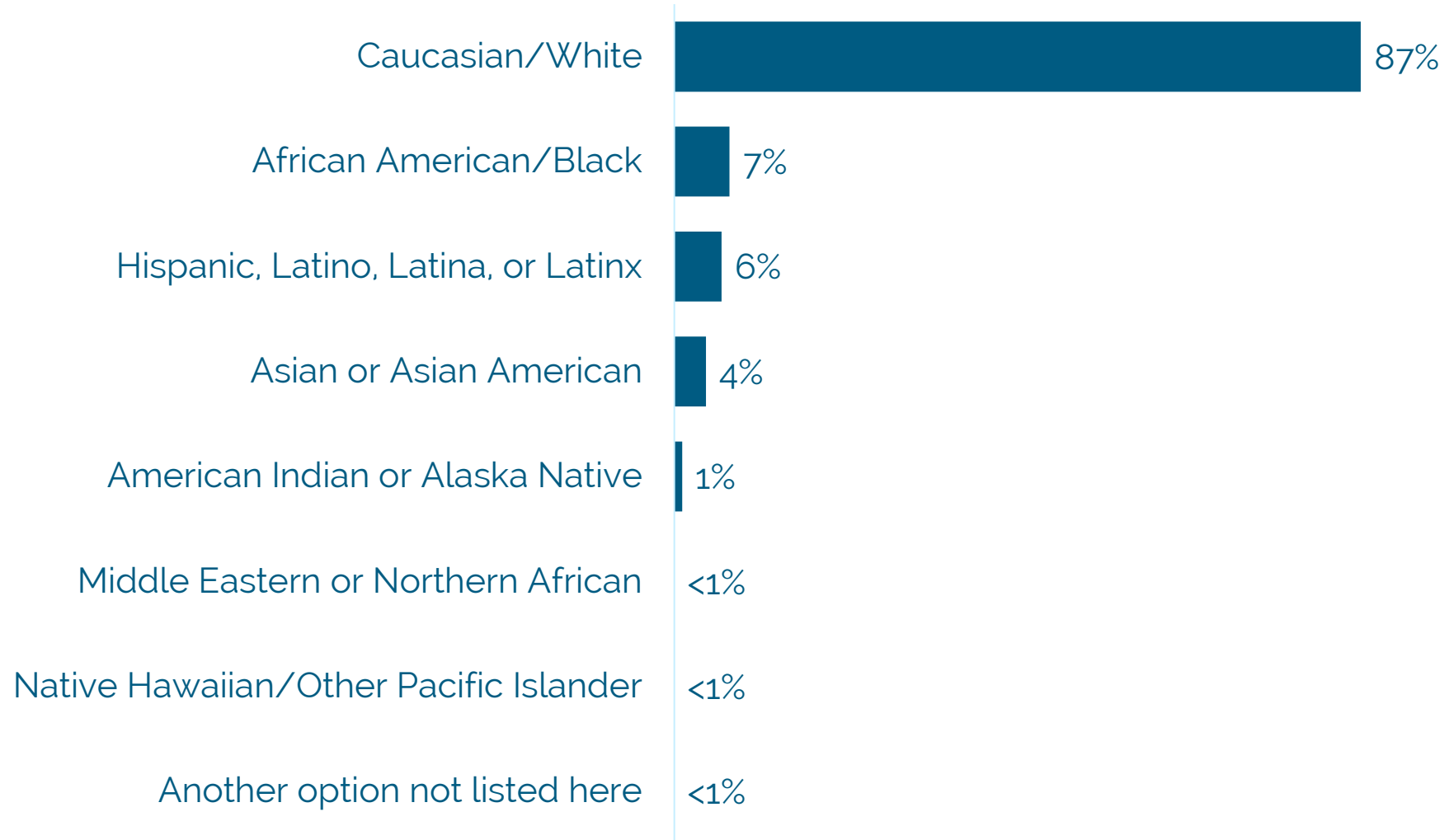


# GENDER

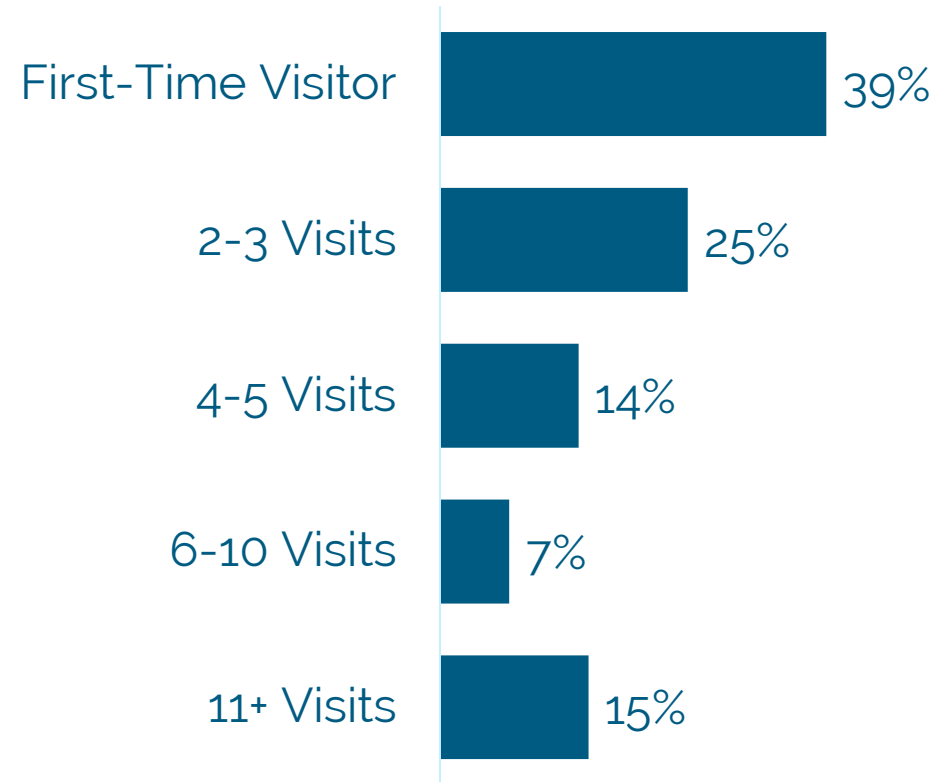


\*Gender of member of travel party interviewed.  
May be influenced by visitors' willingness to complete a survey.

# RACE\*



# NEW & RETURNING VISITORS

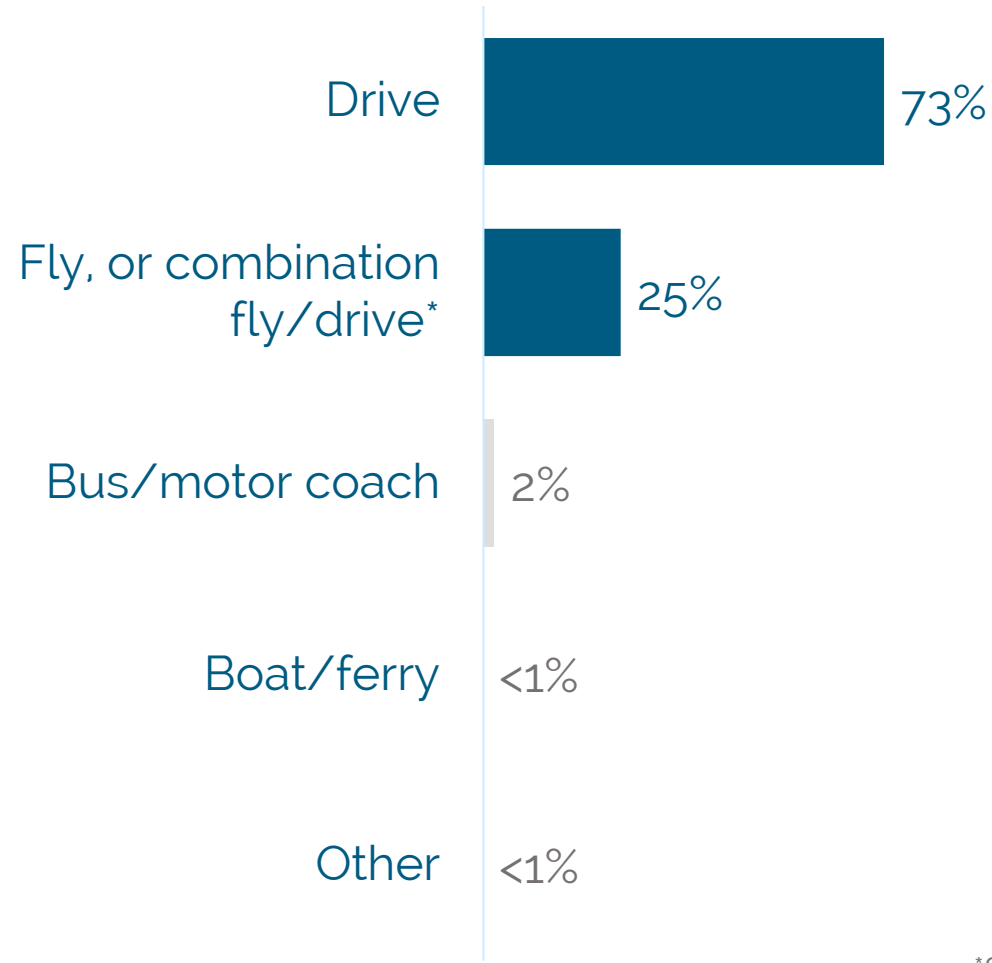


# VISITOR JOURNEY: TRIP EXPERIENCE



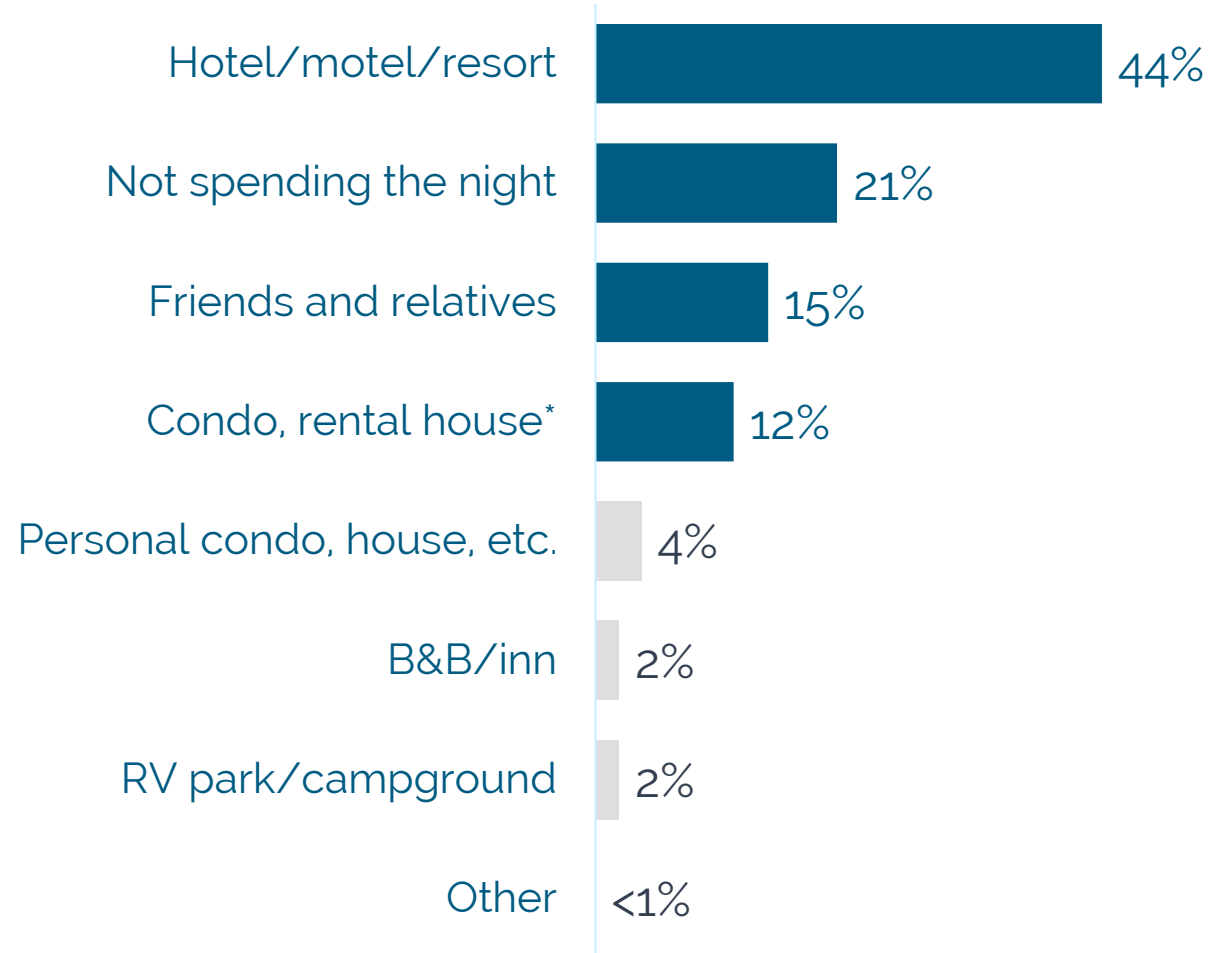


# TRANSPORTATION



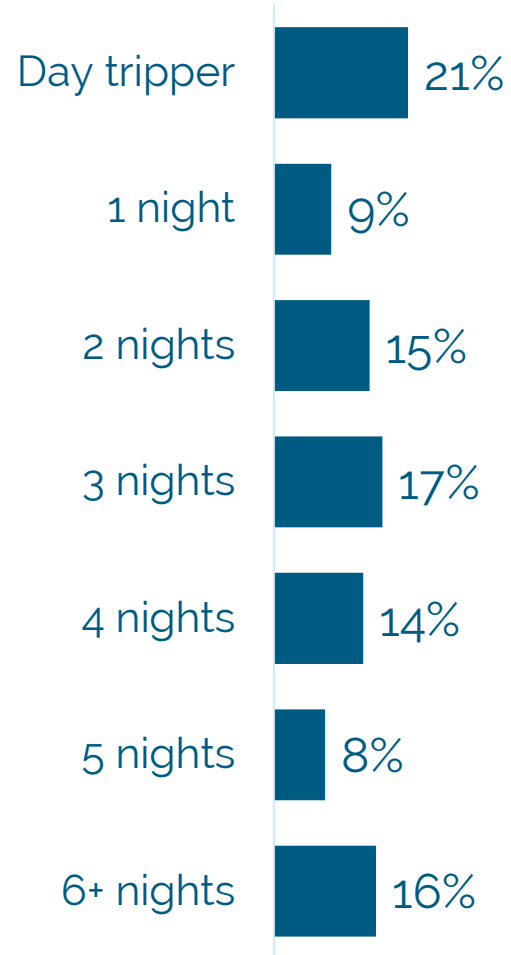
\*87% of visitors who flew to the area used the Jacksonville International Airport (22% of all visitors).

# ACCOMMODATIONS

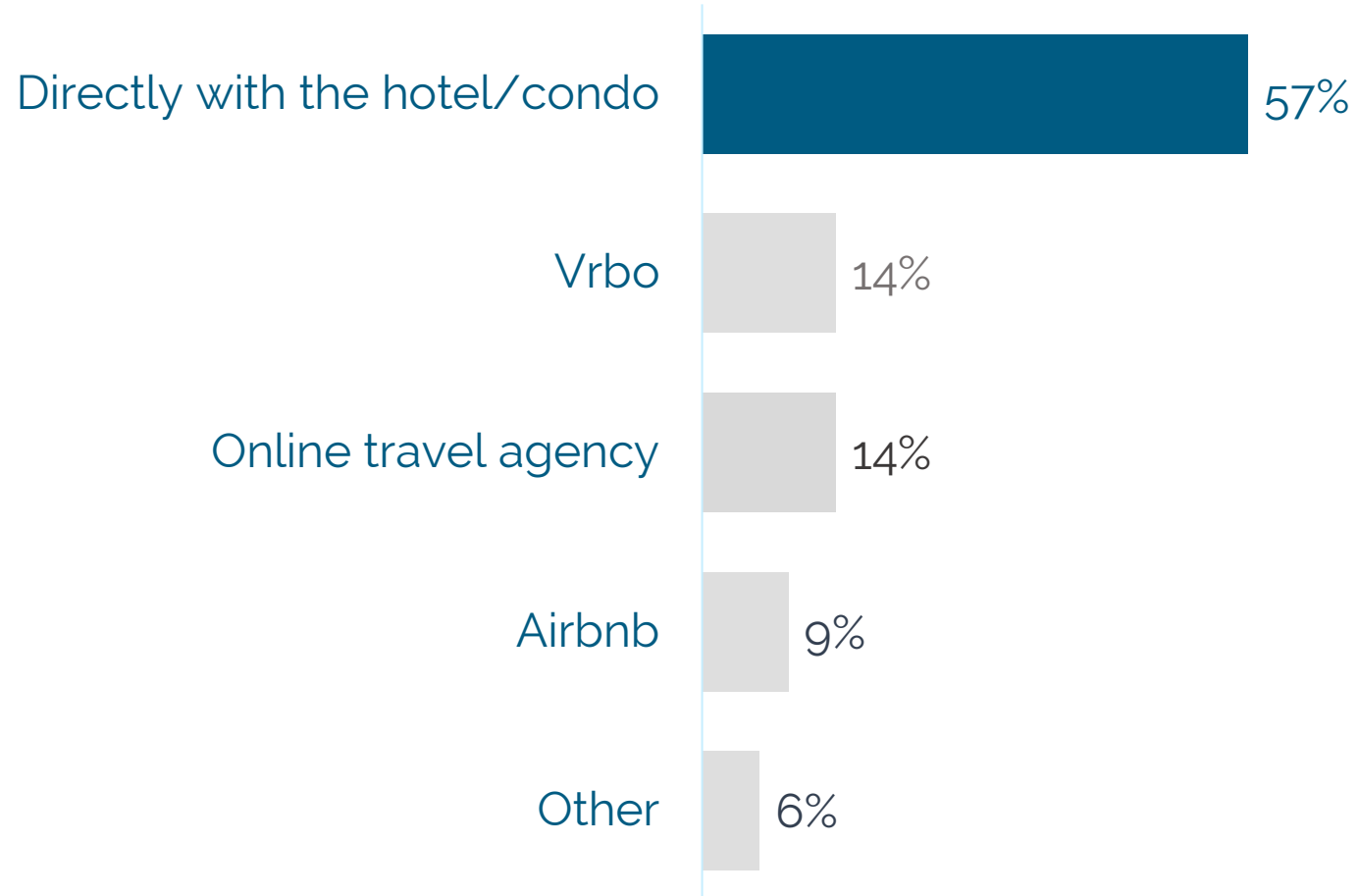


# NIGHTS STAYED

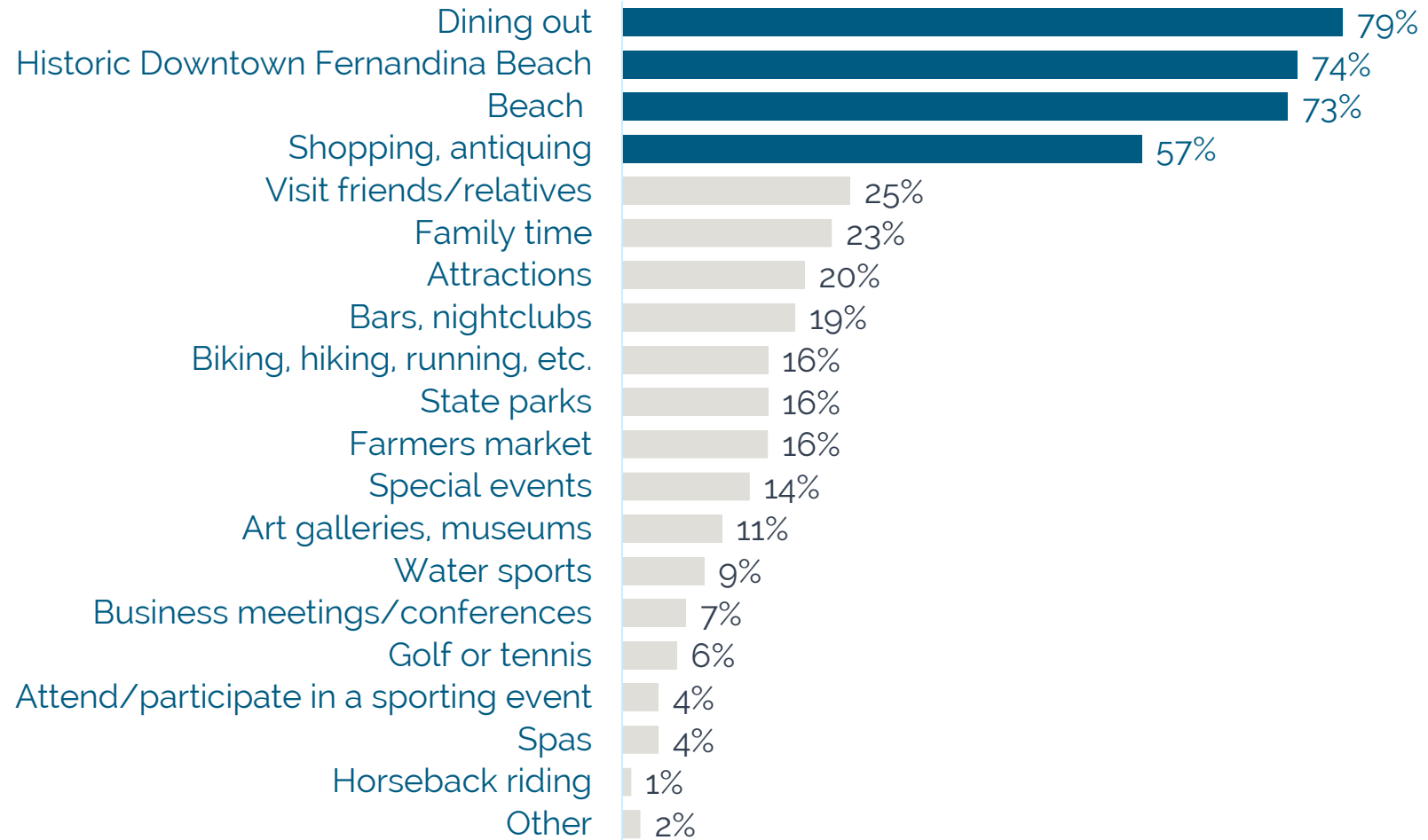
Average nights stayed (all visitors): **3.4**  
Average nights stayed (paid visitors): **3.7**



# ACCOMMODATION BOOKING



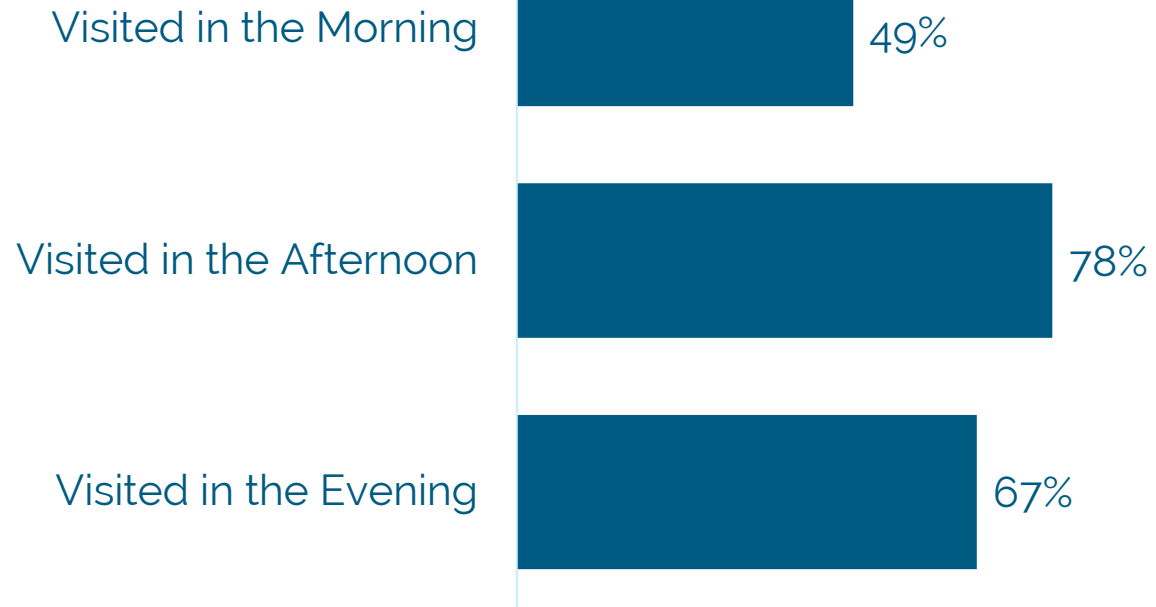
# VISITOR ACTIVITIES\*



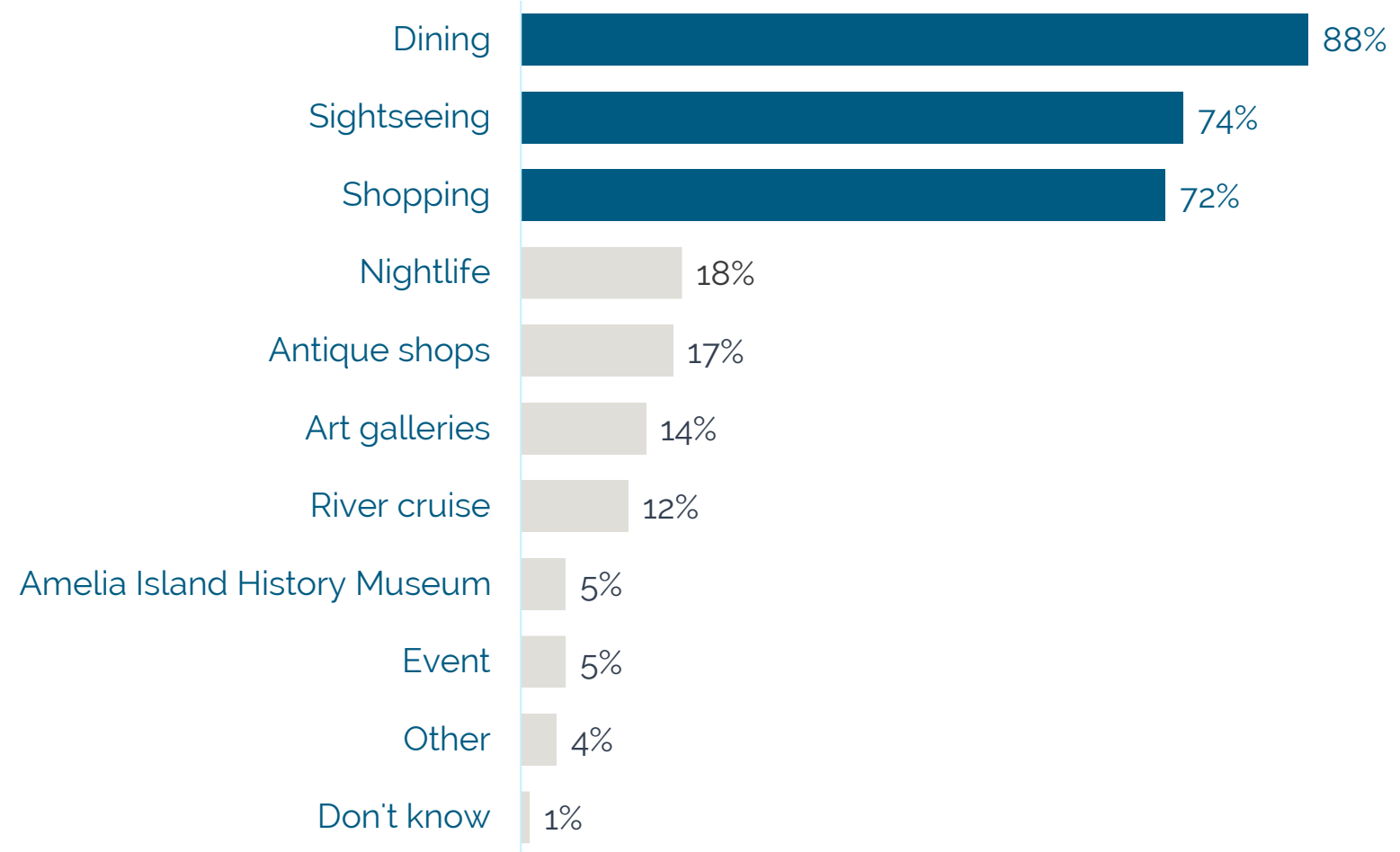


# VISITING HISTORIC DOWNTOWN\*

Average visits per trip: **2.8**



# REASON FOR VISITING HISTORIC DOWNTOWN\*

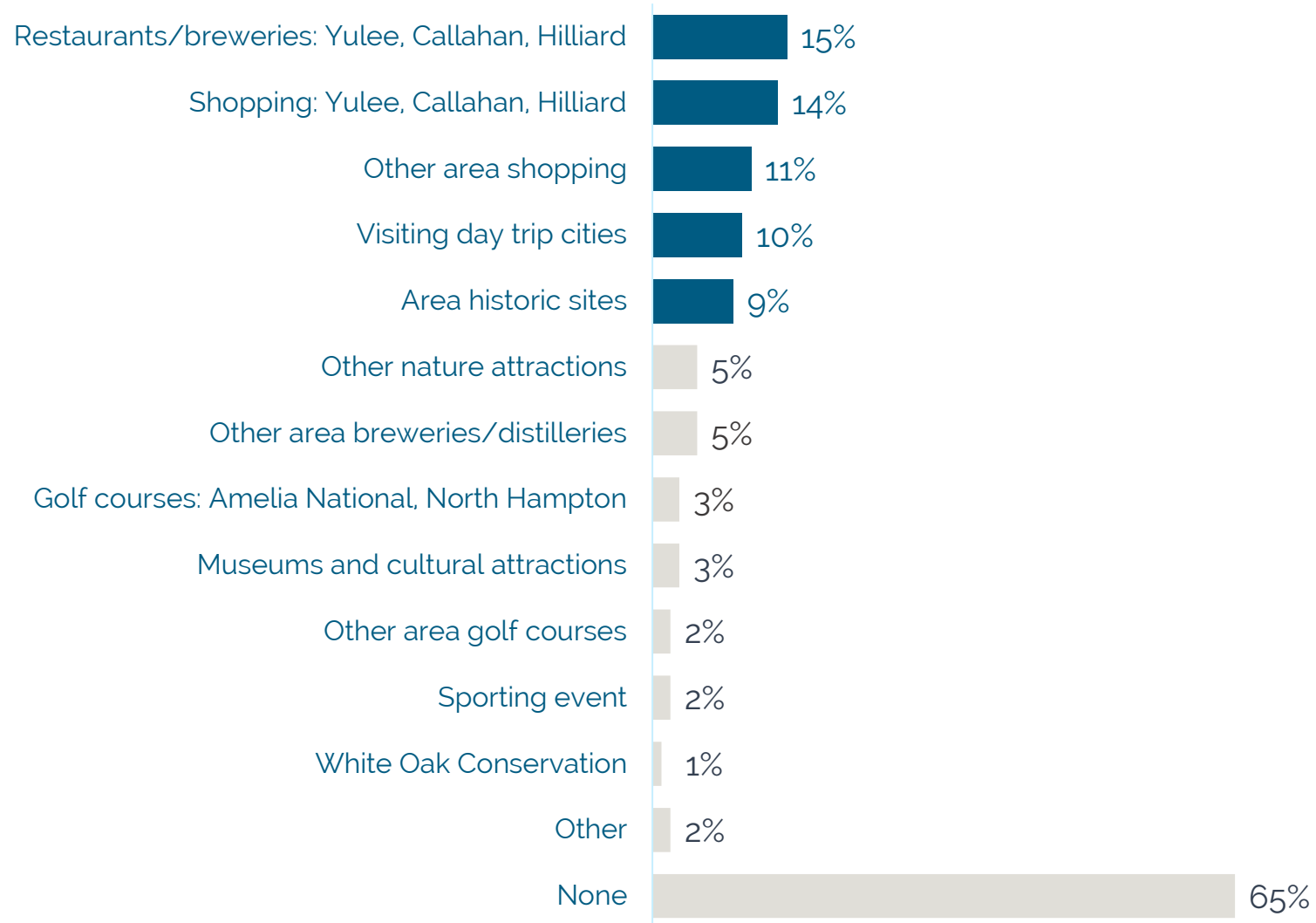


# AREAS FOR IMPROVEMENT: DOWNTOWN\*



- » More public parking, particularly at night
- » More directional signs
- » More activities and playgrounds for children
- » More public restrooms
- » More benches and picnic tables, particularly along the waterfront
- » More coffee shops
- » More variety in restaurants
- » However, visitors love the architecture, the flowers, the benches honoring loved ones, the dog friendliness, and the overall quaint charm.

# OFF-ISLAND ACTIVITIES\*



# TRAVEL PARTY SPENDING

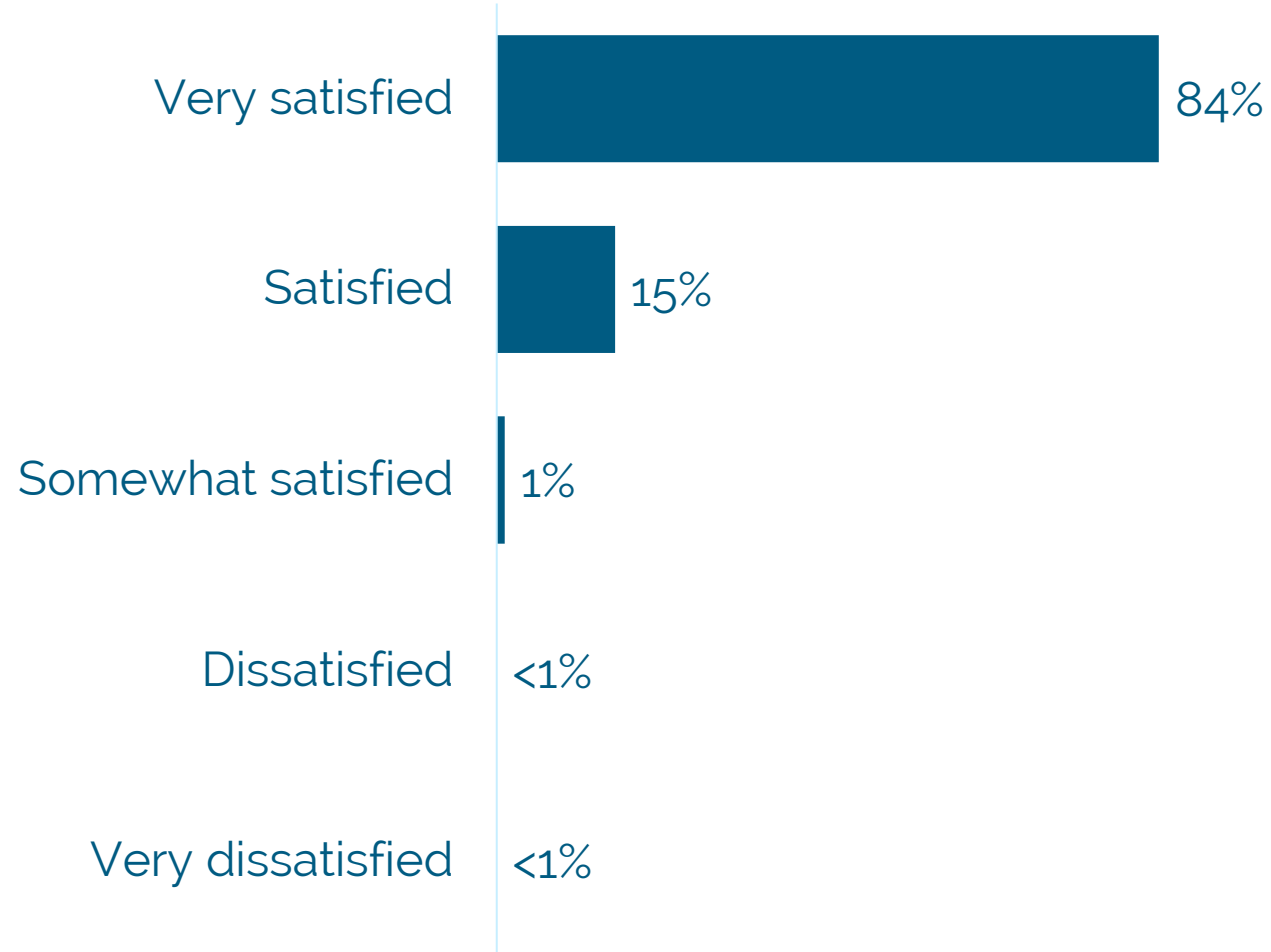
	Daily Spending	Total Spending
Accommodations	\$191	\$642
Restaurants	\$140	\$470
Groceries	\$37	\$124
Shopping	\$103	\$346
Activities & attractions	\$43	\$144
Transportation	\$36	\$121
Other	\$19	\$64
<b>Total</b>	<b>\$569</b>	<b>\$1,911</b>



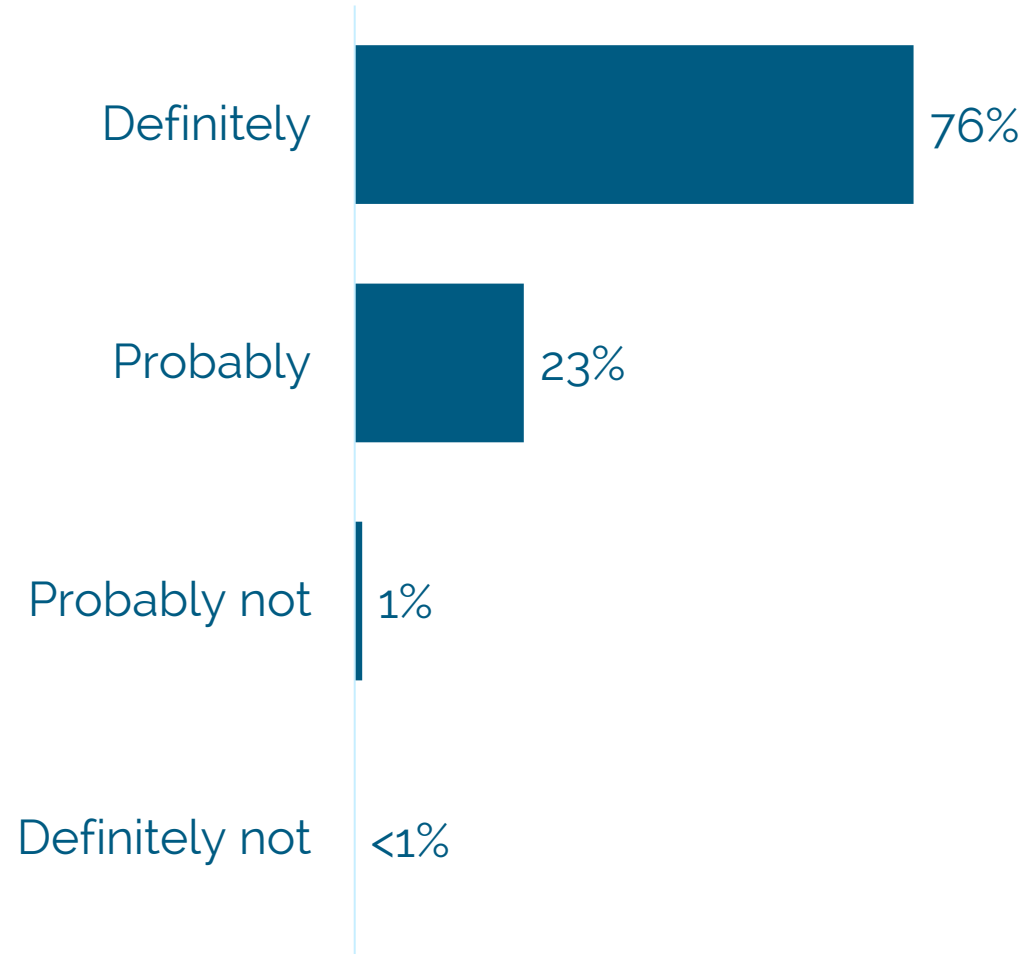
# VISITOR JOURNEY: POST-TRIP



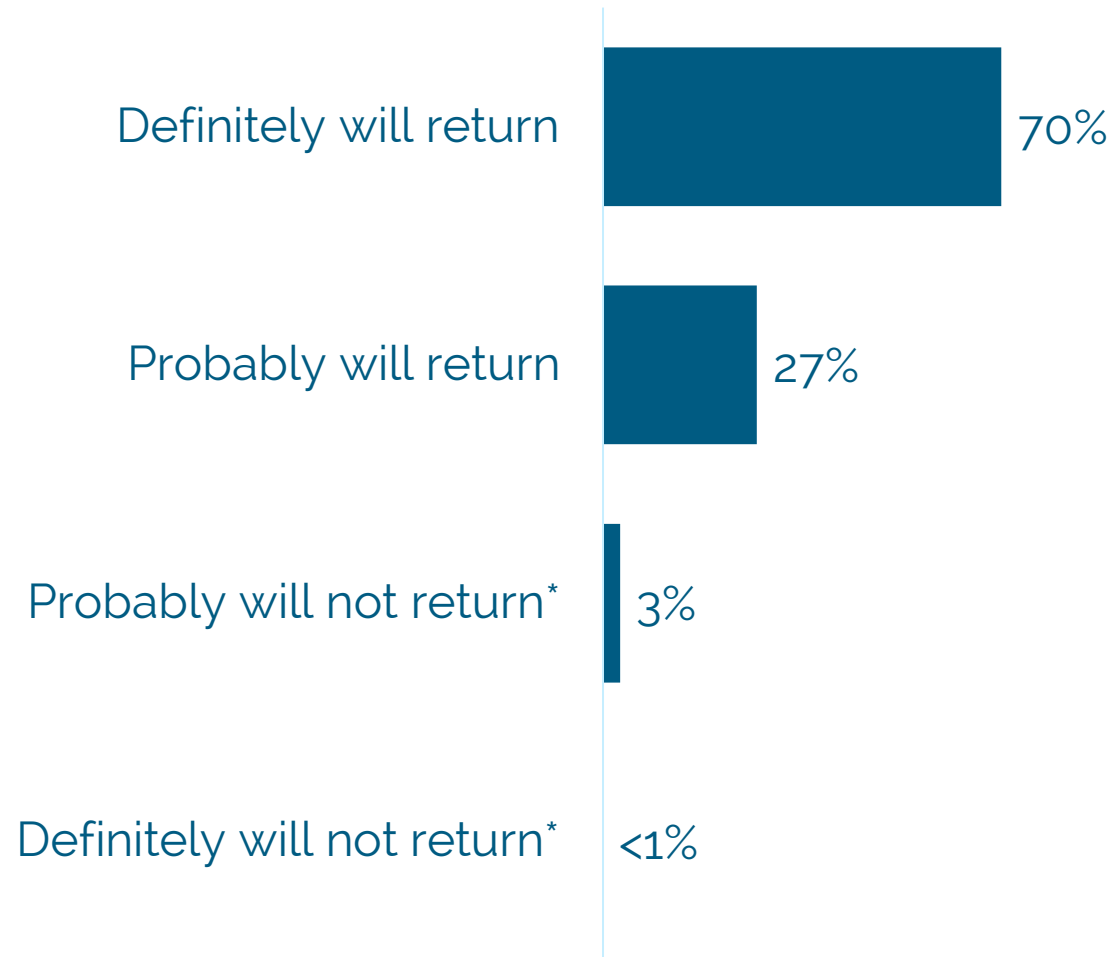
# VISITOR SATISFACTION



# RECOMMENDATION



# LIKELIHOOD OF RETURNING

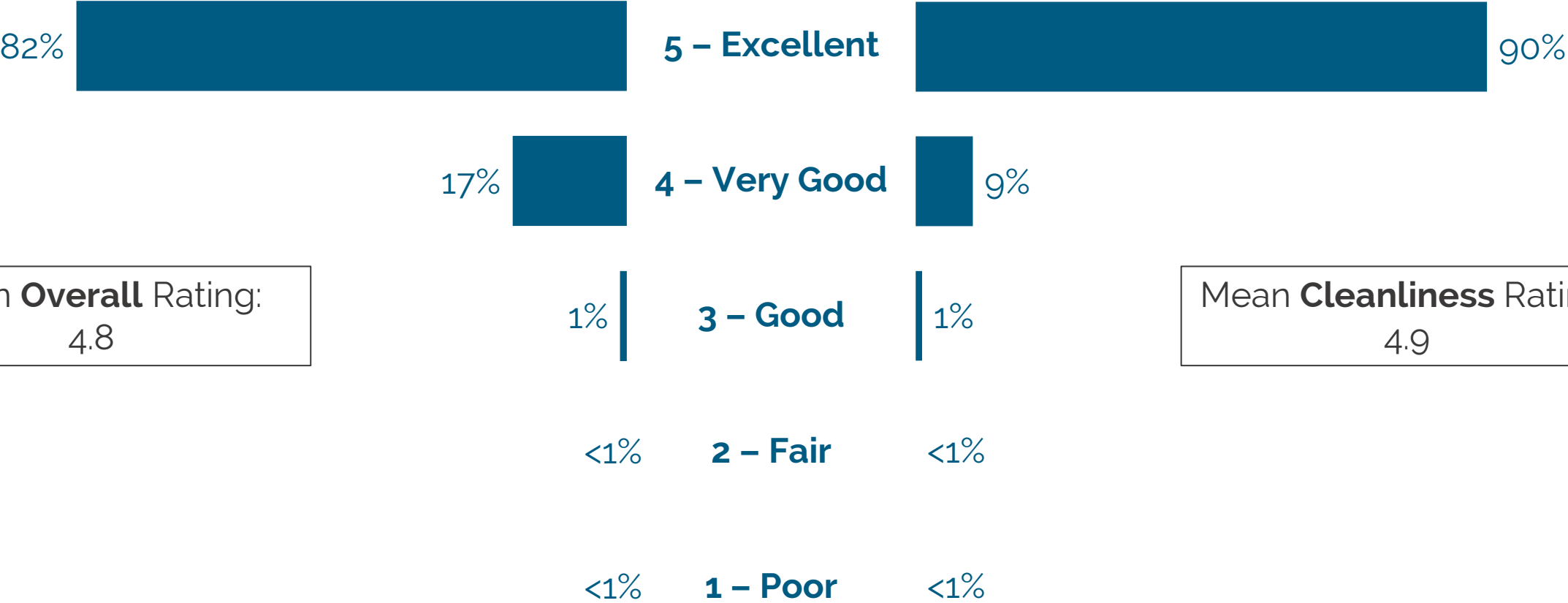


\*Reasons for not returning: 1) a preference for variety in vacation spots  
2) only having gone for a specific occasion.

# BEACH RATINGS

Overall Beach Rating

Beach Cleanliness Rating



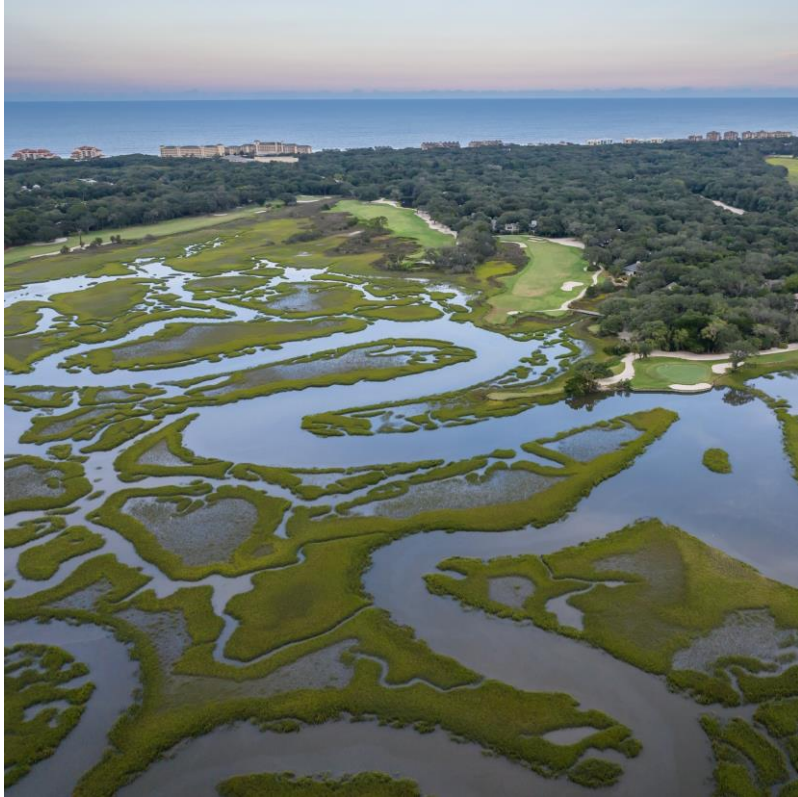
# AREA DESCRIPTIONS\*



- » "This is a cute, quaint area with pristine beaches and a relaxing atmosphere."
- » "Chill and charming with a classic old Florida feel. We always feel very safe here."
- » "It's a great place for anything – a wedding, a conference, a guys' golf trip, or a family vacation."
- » "The island has a lot of history, including old architecture. The beaches are glorious, but there's more to do here than just that!"
- » "The beautiful beaches and charming downtown make this our top pick of Florida destinations."
- » "With the beautiful ocean views and great dining, this place is a sanctuary. An oasis for all ages!"
- » "There are so many opportunities to be active: water sports, walking and biking paths, golfing, and of course, swimming!"

\*Open-ended responses. Multiple responses permitted.





## Visitor Tracking Study

- » Interviews were completed with [2,083 visitors](#) in person at events, the beach, The Shops at The Omni, downtown, and online, between [October 1, 2023](#), and [September 30, 2024](#).

# Amelia Island CVB

## FY2024 Economic Impact & Visitor Tracking Report

October 2023 – September 2024

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