

# Amelia Island CVB

## FY2025 Economic Impact & Visitor Tracking Report

October 2024 – September 2025

# ANNUAL SNAPSHOT

FY2025

- » In line with trends seen in leisure destinations across the state, visitors **spent 4.2% less** money in Amelia Island in FY2025
- » Although **visitor number decreased by 2.3% YOY**, a longer average length of stay led to a **1.0% increase in visitor days**
- » Like last year, **visitor number peaked in April-June** – particularly among day trippers. **Room nights** stayed near their peak from **March-July**.
- » **Booking cycle** was **12 days shorter** YOY
- » **Leisure** and **business** travelers both made up a **1% point larger share** of Amelia Island's visitor base YOY
- » **Jacksonville, Atlanta, and Orlando** remain the area's **top markets**
- » **11% points more** visitors would **definitely recommend** the area to friends or family over other vacation areas compared to FY2024
- » **7% points more** visitors traveled to the Amelia Island area **as a family** compared to FY2024. Visitors **traveling with children under 18 increased** by the same amount.

# ANNUAL SNAPSHOT

FY2025



1,011,900

TOTAL VISITORS

vs. 2024 ↓ 2.3%



800,700

ROOM NIGHTS

↓ 0.4%



\$700,861,000

DIRECT SPENDING

↓ 4.2%



3,510,400

VISITOR DAYS

↑ 1.0%

# EXECUTIVE SUMMARY

# VISITOR JOURNEY: ECONOMIC IMPACT



# FY25 ECONOMIC IMPACT\*

Visitor spending generated

**\$975,297,700**

in economic impact to Amelia Island's economy, down 4.3% from FY2024\*\*

\*This economic impact analysis does not account for leakage outside of Nassau County.

\*\*FY2024 economic impact figures revised due to updates to IMPLAN models and Bureau of Labor Statistics data.

# FY25 DIRECT SPENDING

Visitors to Amelia Island spent

**\$700,861,000**

throughout the state in FY2025 on accommodations, transportation, groceries, restaurants, shopping, entertainment, and other expenses, down 4.2% from FY2024

# FY25 VISITORS

Amelia Island attracted

**1,011,900**

visitors in FY2025, down 2.3% from  
FY2024



# FY25 VISITOR DAYS\*

All visitors to Amelia Island spent

**3,510,400**

days in Amelia Island throughout  
FY2025, up 1.0% from FY2024



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

# FY25 ROOM NIGHTS

Visitors to Amelia Island generated

**800,700**

nights in Amelia Island accommodations  
throughout FY2025, down 0.4% from  
FY2024

# FY25 JOBS SUPPORTED\*

Visitors to Amelia Island supported

## 7,770

jobs throughout Amelia Island in  
FY2025, down 6.4% from FY2024\*\*

\*This economic impact analysis does not account for leakage outside of Nassau County.

\*\*FY2024 economic impact figures revised due to updates to IMPLAN models and Bureau of Labor Statistics data.

# FY25 WAGES SUPPORTED\*

Visitors to Amelia Island supported

## \$276,345,640

in wages paid to Amelia Island employees in FY2025, down 4.7% from FY2024\*\*

\*This economic impact analysis does not account for leakage outside of Nassau County.

\*\*FY2024 economic impact figures revised due to updates to IMPLAN models and Bureau of Labor Statistics data.

# FY25 VISITORS SUPPORT JOBS\*

Every

**130**

visitors supports a job in Amelia Island



\*This economic impact analysis does not account for leakage outside of Nassau County.

# FY25 HOUSEHOLD SAVINGS\*

Visitors to Amelia Island saved local households

**\$1,960**

in state and local taxes in FY2025



\*This economic impact analysis does not account for leakage outside of Nassau County.

# FY25 LODGING METRICS\*

Occupancy Rate

**59.2%**

+ 2.5% from FY2024

Average Daily Rate

**\$296.58**

- 0.6% from FY2024

Revenue per Available Room

**\$175.58**

+ 1.8% from FY2024

# DETAILED FINDINGS



# VISITOR JOURNEY: ECONOMIC IMPACT



# FY2025 KEY PERFORMANCE INDICATORS

Economic Impact	FY2023	FY2024	FY2025	Δ% from '24
Number of Visitors	1,079,200	1,035,800	1,011,900	- 2.3%
Visitor Days <sup>1</sup>	3,684,700	3,476,300	3,510,400	+ 1.0%
Room Nights <sup>2</sup>	821,700	803,600	800,700	- 0.4%
Direct Expenditures	\$749,762,100	\$731,575,500	\$700,861,000	- 4.2%
<b>Economic Impact<sup>3,4</sup></b>	<b>\$1,046,036,000<sup>5</sup></b>	<b>\$1,019,363,500<sup>5</sup></b>	<b>\$975,297,700</b>	<b>- 4.3%</b>

<sup>1</sup>Visitor Days is the total number of days spent by visitors in Amelia Island. This includes overnight visitors and day trippers.

<sup>2</sup>Sources: Research Data Services, Key Data, Smith Travel Research, Florida Department of Business and Professional Regulation.

<sup>3</sup>IMPLAN multiplier updated to 1.393 in FY24 and 1.392 in FY25.

<sup>4</sup>This economic impact analysis does not account for leakage outside of Nassau County.

<sup>5</sup>FY2023 and FY2024 economic impact figures revised due to updates to IMPLAN models and Bureau of Labor Statistics data..

# FY2025 EMPLOYMENT IMPACTS & ROI<sup>1</sup>

Amelia Island Jobs	FY2024 <sup>2</sup>	FY2025	Δ%
Jobs supported (direct)	6,500	6,090	- 6.3%
Total employment impact	8,300	7,770	- 6.4%

Amelia Island Wages	FY2024 <sup>2</sup>	FY2025	Δ%
Wages supported (direct)	\$212,729,830	\$202,784,580	- 4.7%
Total impact on wages	\$290,040,640	\$276,345,640	- 4.7%

Return on Investment	FY2024 <sup>2</sup>	FY2025	Δ%
Visitors per job supported	122	130	+ 6.8%
Tax <sup>3</sup> savings per household	\$2,068	\$1,961	- 5.2%

<sup>1</sup>This economic impact analysis does not account for leakage outside of Nassau County.

<sup>2</sup>FY2024 economic impact figures revised due to updates to IMPLAN models and Bureau of Labor Statistics data.

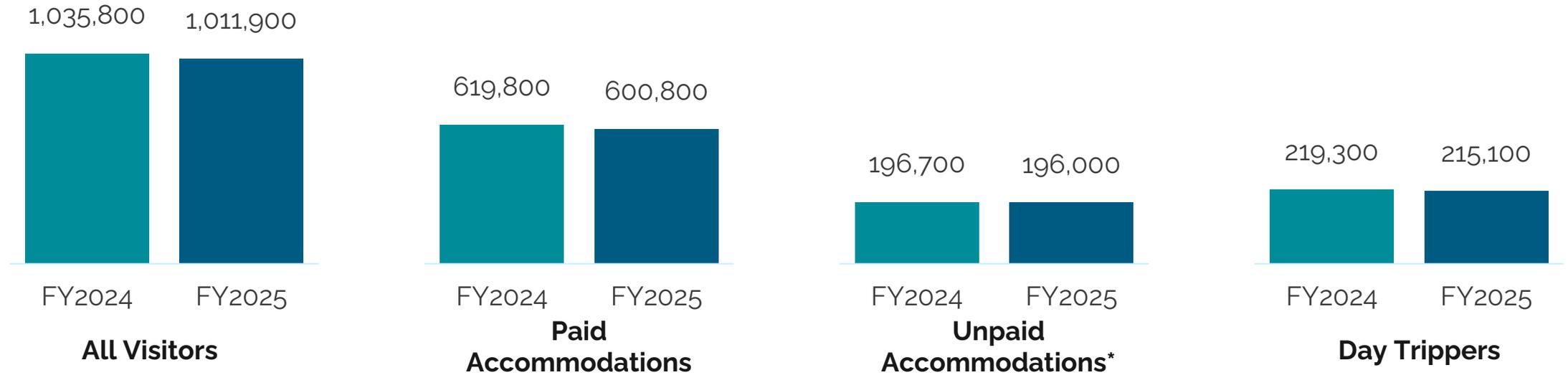
<sup>3</sup>State and local tax savings.

# FY2025 LODGING METRICS<sup>1</sup>

Lodging Metrics	FY2023	FY2024	FY2025	Δ% from '24
Occupancy Rate (%)	59.5%	57.8%	59.2%	+ 2.5%
Average Daily Rate	\$296.34	\$298.35	\$296.58	- 0.6%
RevPAR	\$176.47	\$172.40	\$175.58	+ 1.8%
TDT Collections	\$11,439,611.12	\$11,540,718.72	\$11,941,048.01	+ 3.5%

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

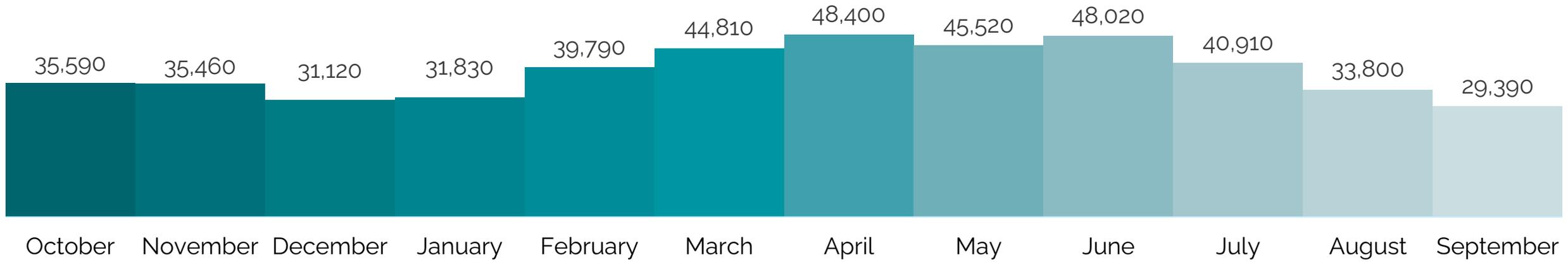
# FY2025 VISITOR TYPE



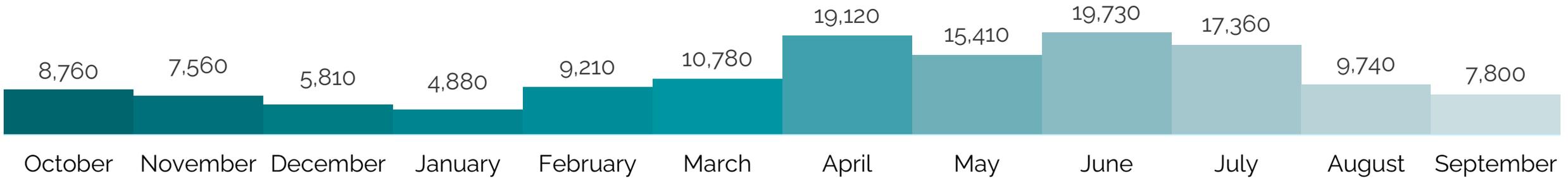
Visitor Type	FY2024	FY2025	Δ% from '24
Paid Accommodations	619,800	600,800	- 3.1%
Unpaid Accommodations*	196,700	196,000	- 0.4%
Day Trippers	219,300	215,100	- 1.9%
<b>All Visitors</b>	<b>1,035,800</b>	<b>1,011,900</b>	<b>- 2.3%</b>

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

# FY2025 MONTHLY VISITOR COUNTS\*

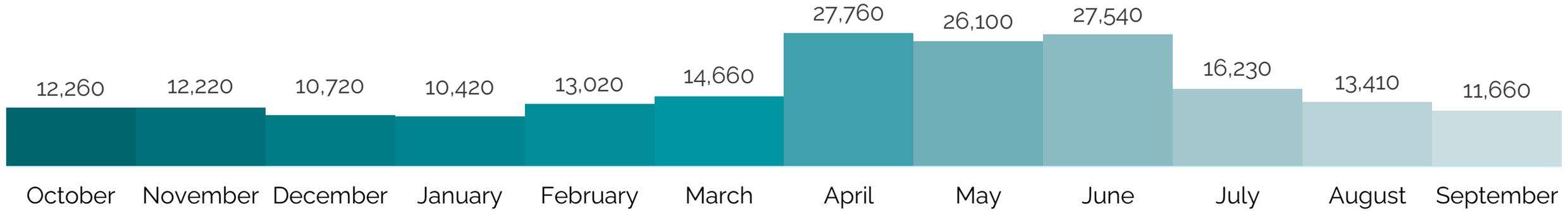


**Hotel/Motel/Resort**

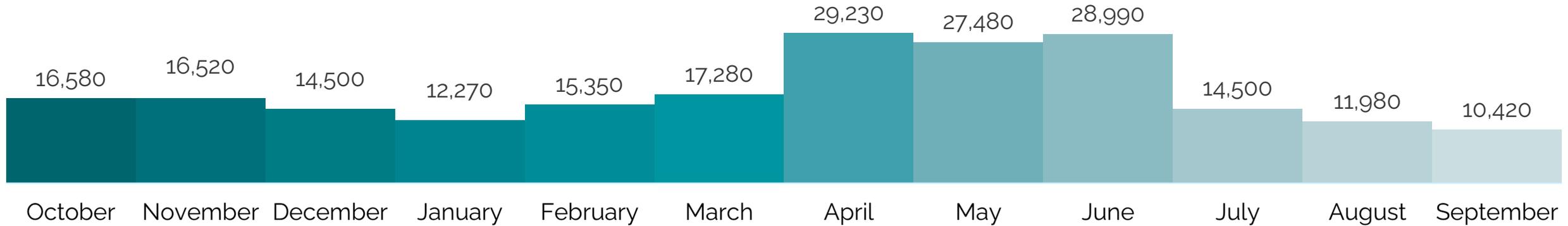


**Vacation Rental**

# FY2025 MONTHLY VISITOR COUNTS



**Unpaid Accommodations\***



**Day Trippers**

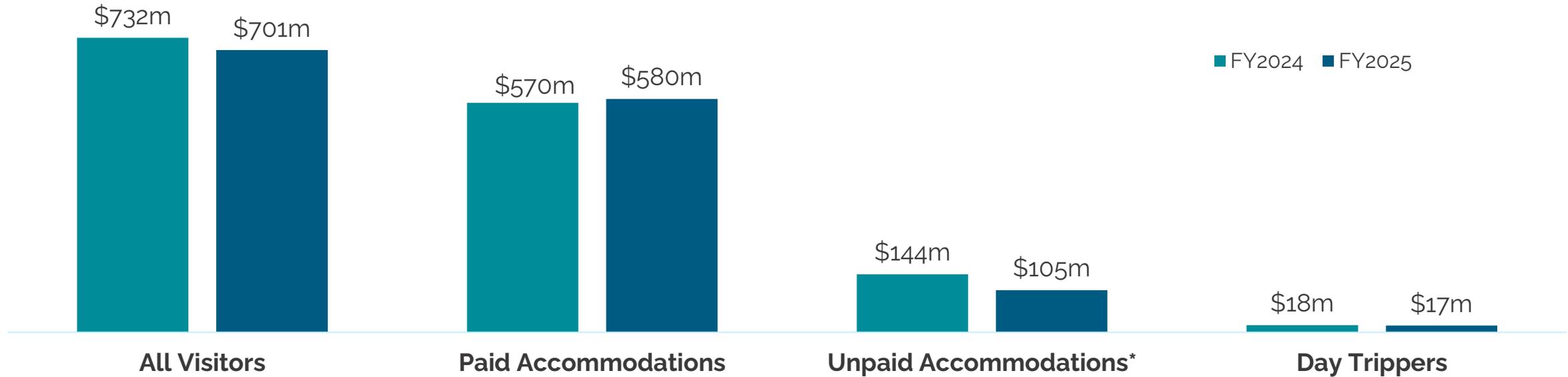
\*Overnight visitors staying with friends/family or in a personal second home.

# FY2025 DIRECT SPENDING BY CATEGORY



Spending	FY2024	FY2025	Δ% from '24
Accommodations	\$241,468,700	\$239,715,400	- 0.7%
Restaurants	\$189,366,200	\$196,631,200	+ 3.8%
Groceries	\$52,918,300	\$48,203,200	- 8.9%
Shopping	\$118,554,000	\$115,799,900	- 2.3%
Entertainment	\$57,397,100	\$48,949,600	- 14.7%
Transportation	\$47,234,400	\$40,210,400	- 14.9%
Other	\$24,636,800	\$11,351,300	- 53.9%
<b>Total Spending</b>	<b>\$731,575,500</b>	<b>\$700,861,000</b>	<b>- 4.2%</b>

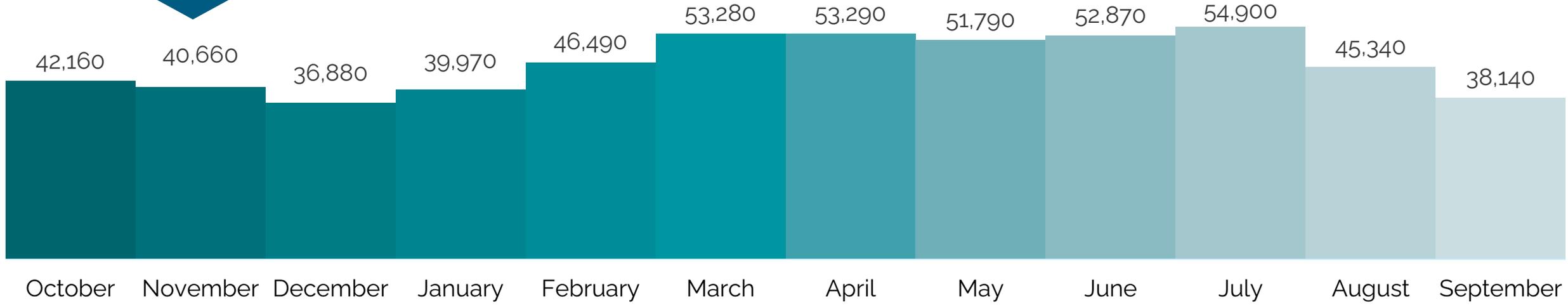
# FY2025 DIRECT SPENDING BY VISITOR TYPE



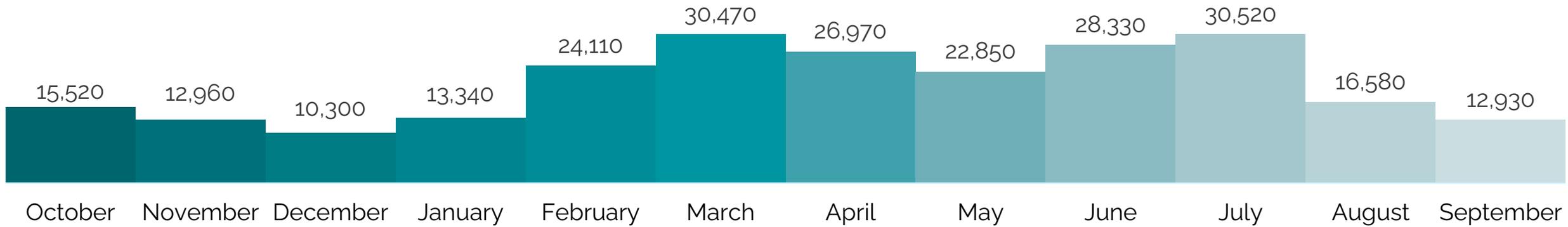
Visitor Type	FY2024	FY2025	Δ% from '24
Paid Accommodations	\$569,937,200	\$579,677,400	+ 1.7%
Unpaid Accommodations*	\$144,027,900	\$104,535,900	- 27.4%
Day Trippers	\$17,610,400	\$16,647,700	- 5.5%
<b>Total Spending</b>	<b>\$731,575,500</b>	<b>\$700,861,000</b>	<b>- 4.2%</b>

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

# FY2025 MONTHLY ROOM NIGHTS\*



## Hotel/Motel/Resort



## Vacation Rental

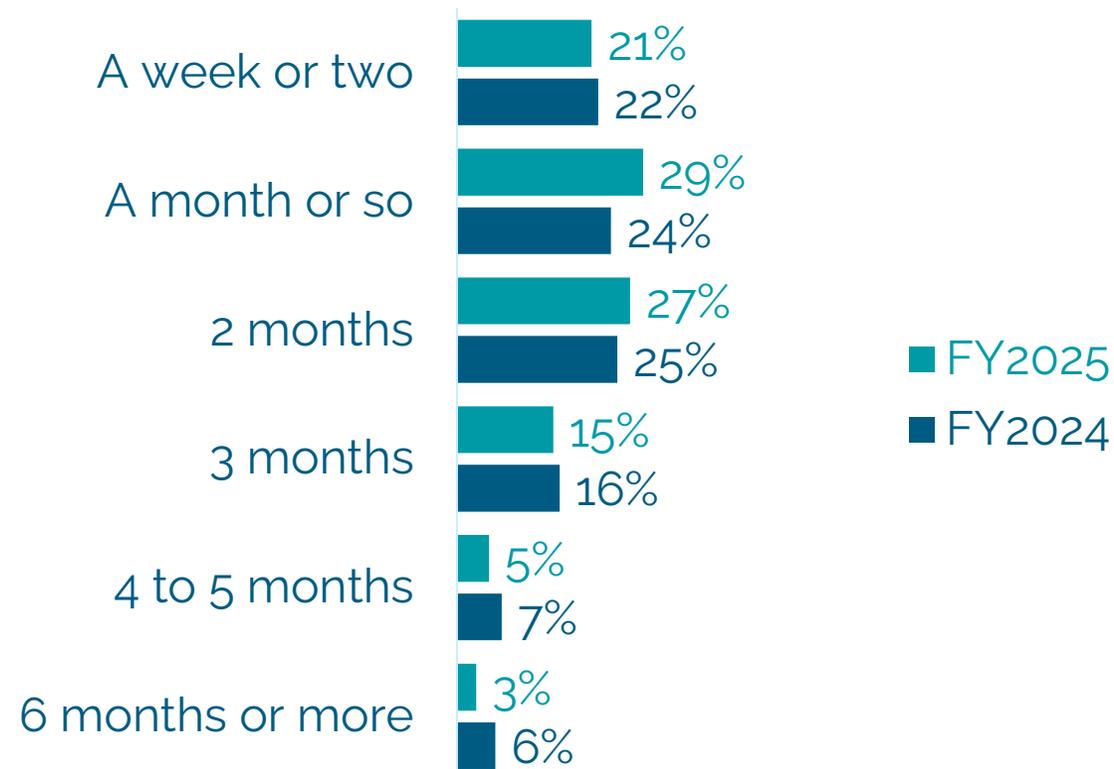
\*Sources: Key Data, Smith Travel Research, Florida Department of Business and Professional Regulation.

# VISITOR JOURNEY: PRE-VISIT



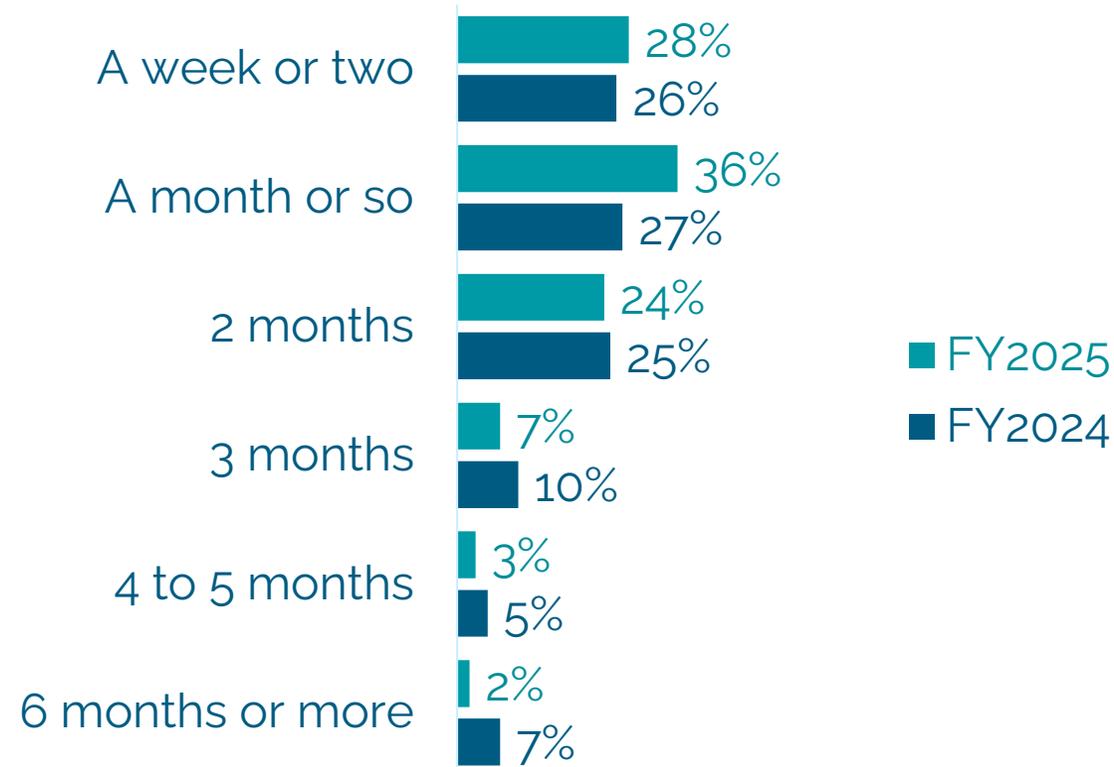
# TRIP PLANNING CYCLE\*

Average planning cycle: **53 days**  
(-6 days from FY2024)



# TRIP BOOKING CYCLE\*

Average booking cycle: **43 days**  
(-12 days from FY2024)

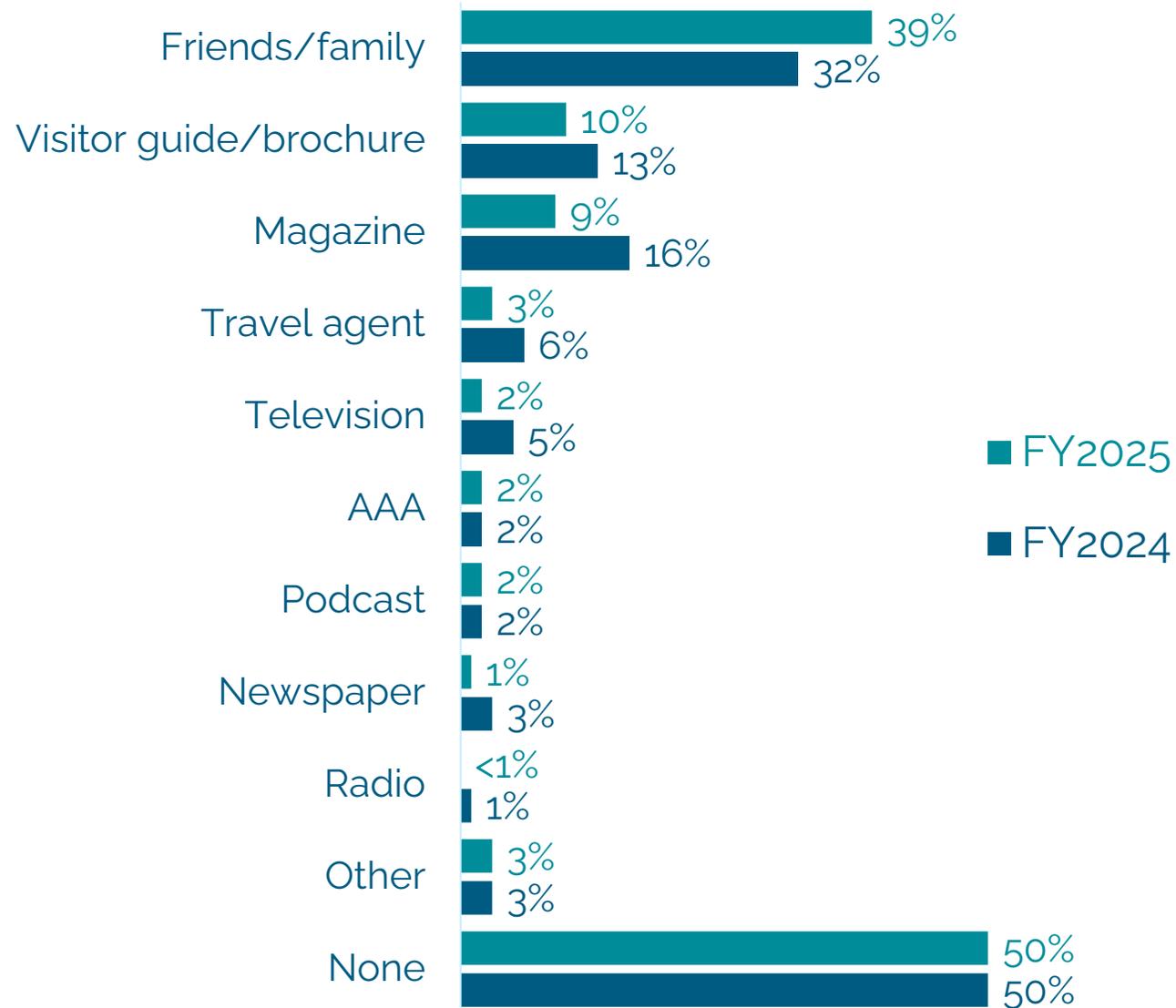


# ONLINE TRIP PLANNING SOURCES\*

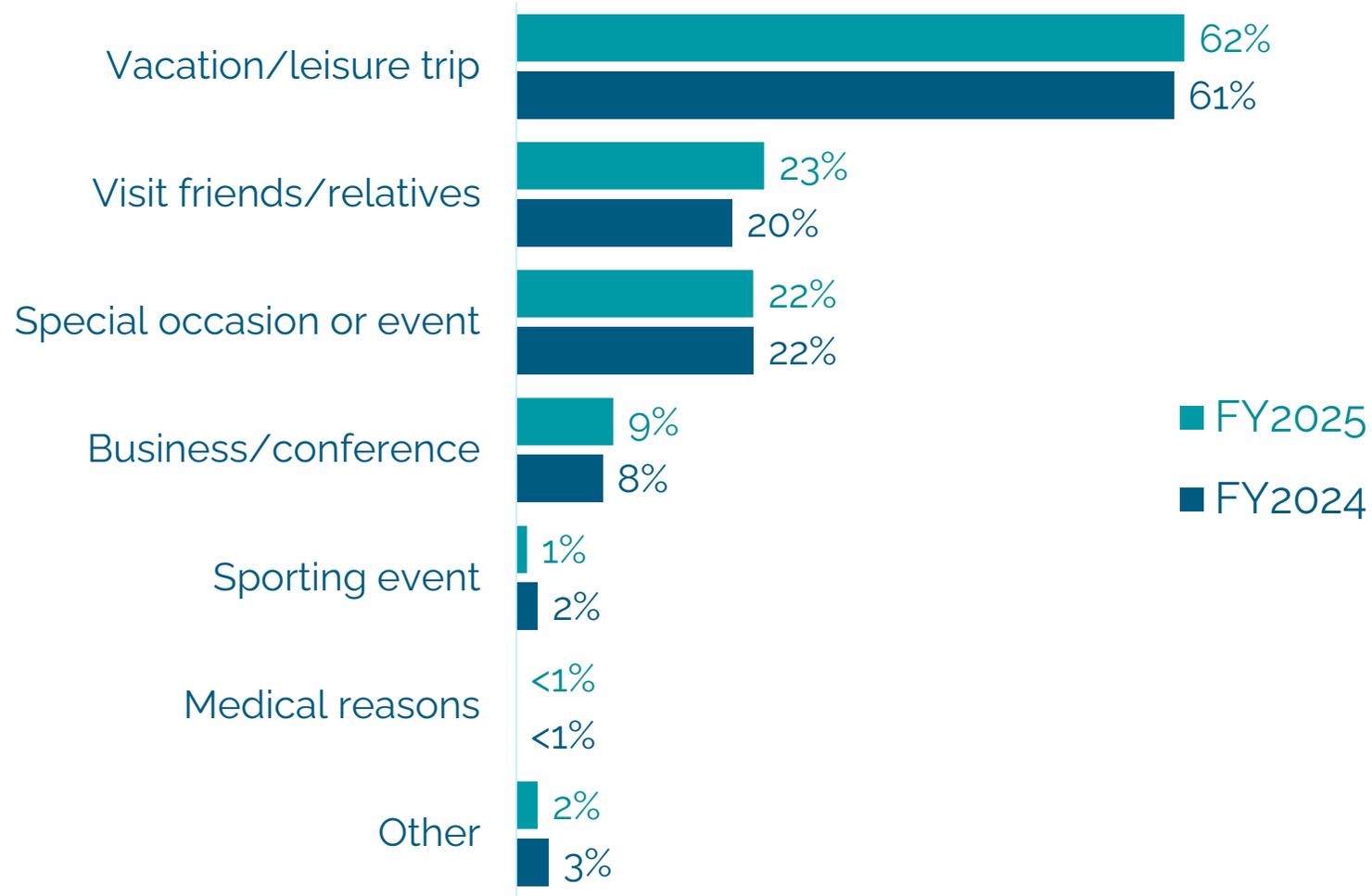
Online Planning Source	FY2024	FY2025
Hotel websites/apps	24%	27%
Amelia Island's social media	17%	27%
Review website/app	15%	25%
Airbnb/Vrbo	24%	23%
Online travel agency	11%	21%
Personal social media	8%	14%
Online travel reviews, blogs, stories	11%	9%
AmeliaIsland.com	14%	8%
Restaurant websites/apps	8%	7%
Mapping websites	6%	5%
Airline websites/apps	5%	3%
Amelia Island's mobile app	5%	2%
Amelia Island rental companies	5%	2%
Video streaming services	3%	2%
Rental car websites/apps	1%	2%
Music streaming services	2%	1%
ChatGPT or other AI program	<1%	1%
Accessibility travel resource sites	<1%	<1%
Other	4%	3%
None	31%	28%

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

# OTHER TRIP PLANNING SOURCES\*



# REASONS FOR VISITING\*



# DETAILED REASONS FOR VISITING\*

Main Reasons for Visiting	FY2024	FY2025
Beach trip	47%	50%
Shopping	15%	17%
History	11%	16%
Foodie/culinary	7%	10%
Girls/guys trip	7%	6%
Wedding/honeymoon	6%	6%
Festival	6%	5%
Nature, bird watching, eco tours, etc.	5%	4%
Company/government business	4%	4%
Conference/convention/trade show	3%	4%
Water sports	6%	3%
Biking, hiking, running, etc.	5%	2%
Reunion	2%	2%
Art galleries, museums, cultural events	2%	1%
Breweries/distilleries	1%	1%
Golf or tennis	1%	1%

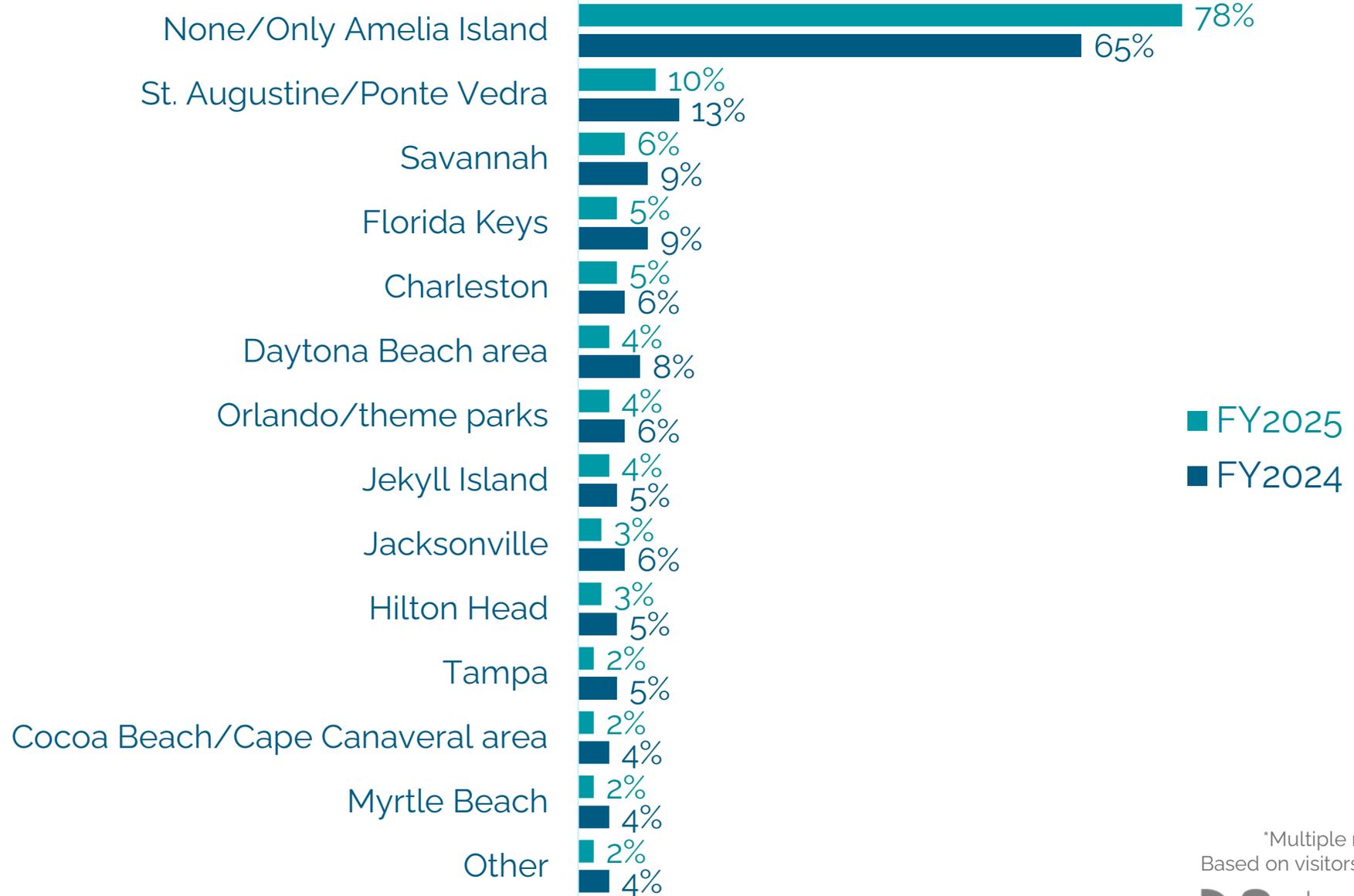
\*Multiple responses permitted.  
Based on all visitors traveling for leisure.

# OPEN-ENDED REASONS FOR VISITING\*



- “We wanted to be as close to the ocean as possible! The island seems very relaxed.”
- “Our friends and family can’t stop recommending it!”
- “Here, you have beaches, history, nature, and sophistication working harmoniously together. It’s unlike anywhere else.”
- “Amelia Island is the perfect combination of upscale and fun!”
- “It’s nicer, quieter, less crowded, and less commercialized than similar destinations.”
- “Jekyll Island was too chill and St. Augustine was too busy. Amelia Island is the perfect in-between!”
- “We saw it on a list of top beach destinations!”
- “Great mix of beaches and things to do for the entire family.”

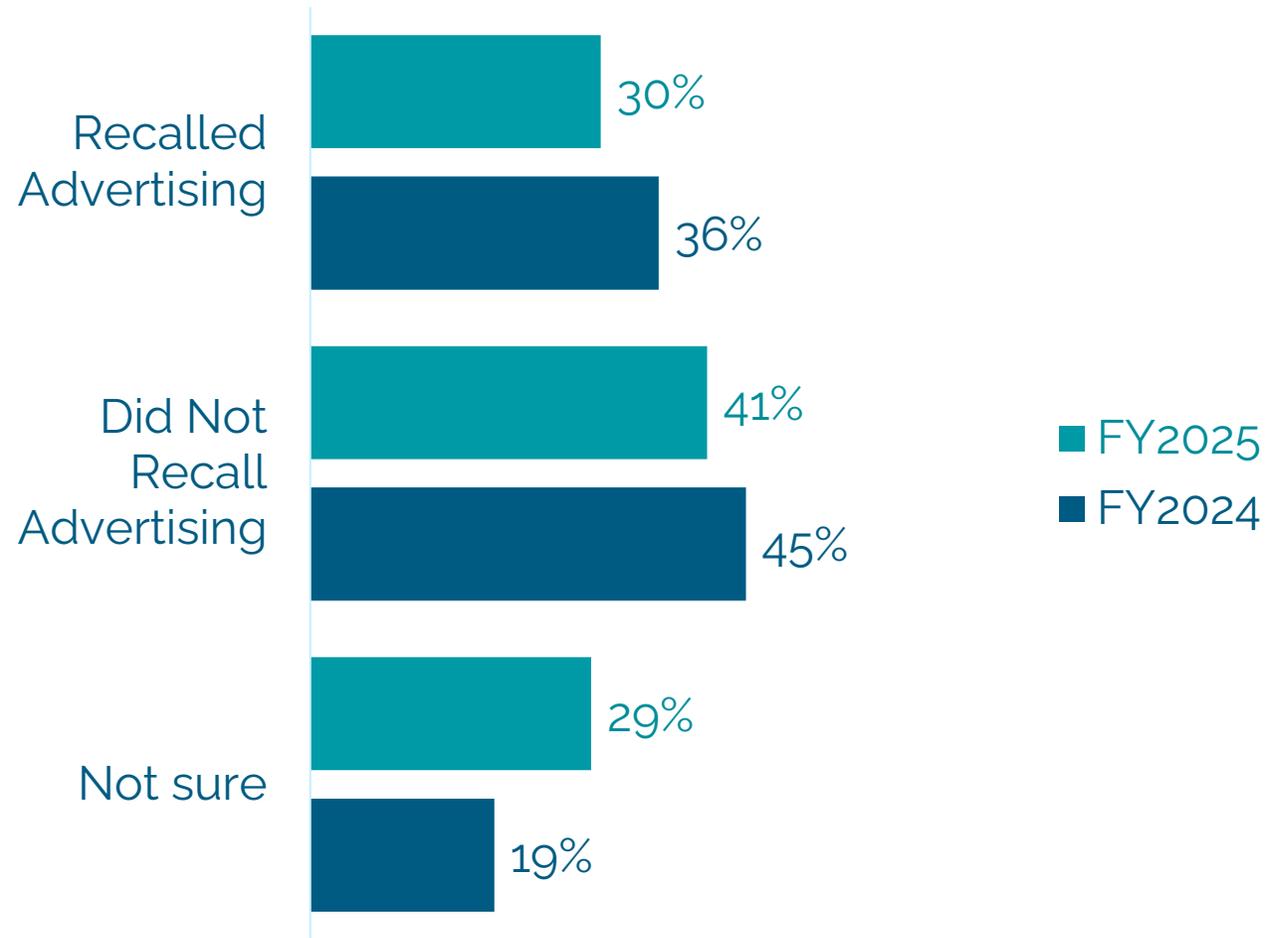
# OTHER DESTINATIONS CONSIDERED\*



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

# ADVERTISING RECALL\*

30% of all leisure visitors recalled advertising for the Amelia Island area (-6% points from FY2024).



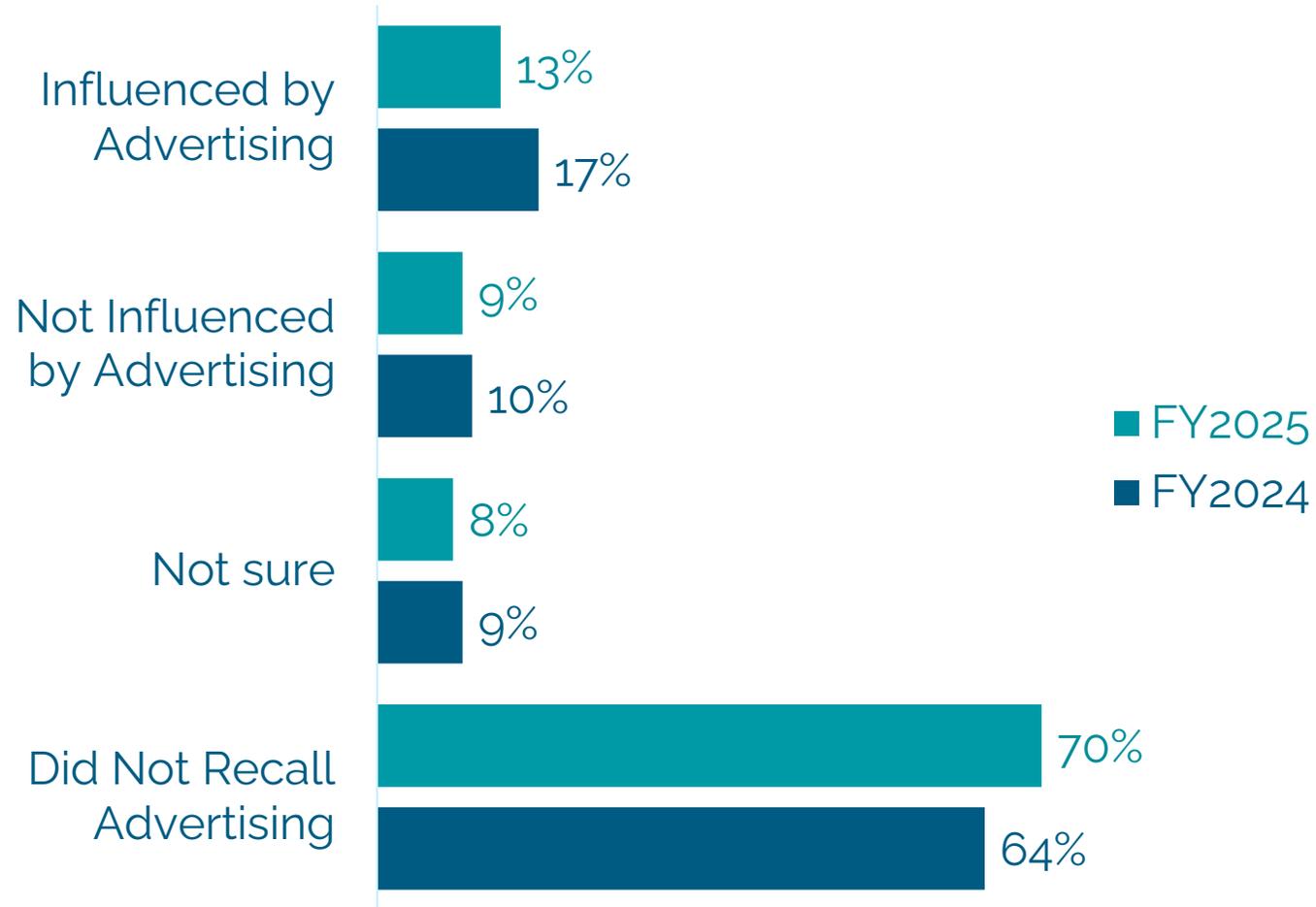
# ADVERTISING SOURCES\*

Advertising Source	FY2024	FY2025
Online article	12%	13%
Amelia Island's social media	13%	12%
Magazine article	12%	8%
Ad on a website	7%	7%
Personal social media	7%	7%
Traveler reviews/blogs	7%	7%
Magazine ad	8%	6%
Travel/visitor guide	7%	5%
Video streaming services	4%	2%
Podcast	3%	2%
Television	3%	2%
Deal-based promotion	2%	2%
AAA	2%	1%
Rental agency/other booking website	2%	1%
Music streaming services	1%	1%
Newspaper	1%	<1%
Weather app	1%	<1%
Billboard	<1%	<1%
Radio	<1%	<1%
Other	2%	1%

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

# ADVERTISING INFLUENCE\*

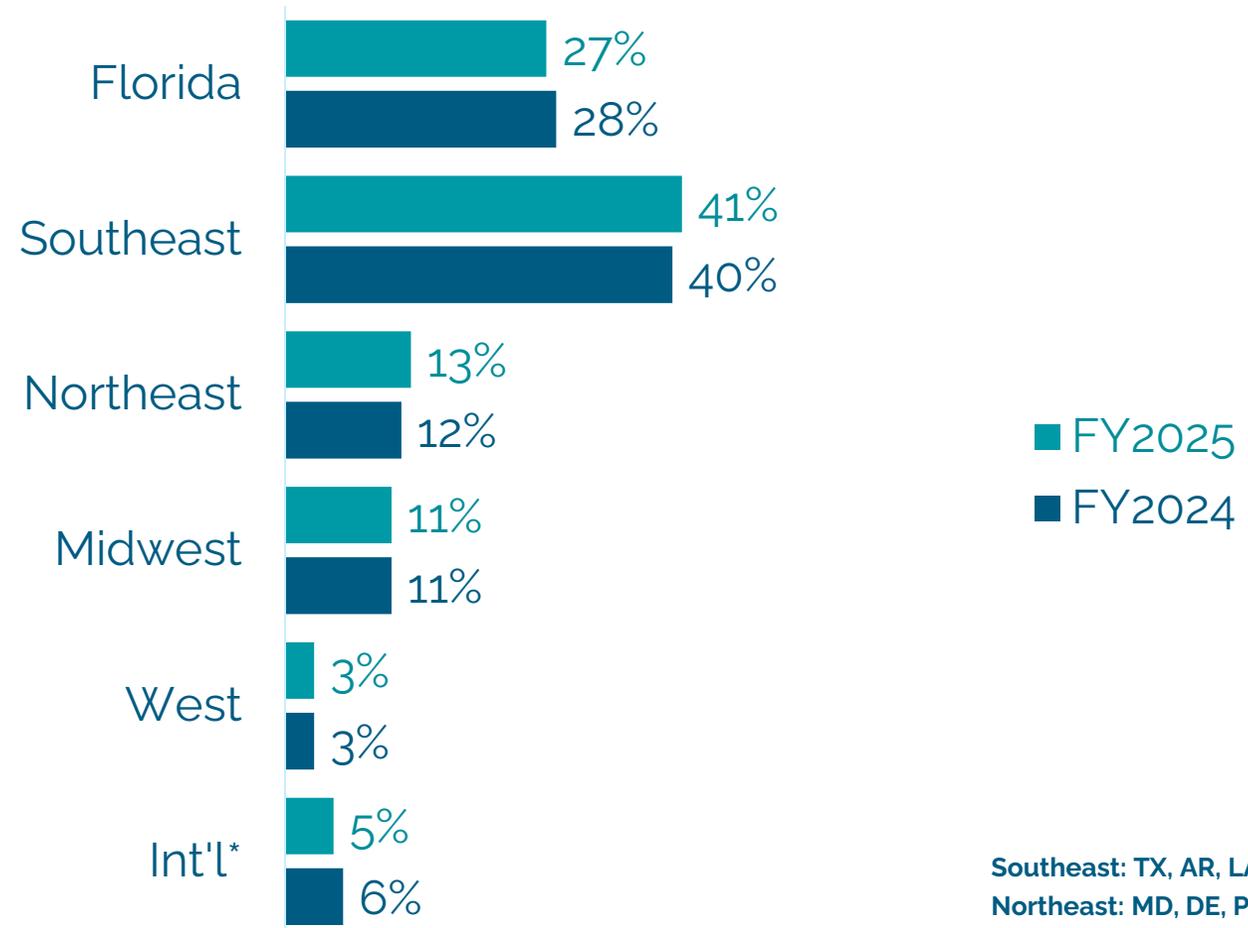
Advertisements influenced **13%** of **all leisure visitors** to visit the Amelia Island area (**-4% points from FY2024**).



# 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

\* The top international market was Canada (2%; -1% point from FY2024).

# TOP ORIGIN STATES

State	FY2024	FY2025
Florida	28%	27%
Georgia	20%	20%
North Carolina	5%	6%
South Carolina	4%	5%
New York	3%	3%
Tennessee	3%	3%
Ohio	2%	3%
Pennsylvania	3%	2%
Illinois	2%	2%
Texas	2%	2%
Virginia	2%	2%
Maryland	1%	2%
Massachusetts	1%	2%



# TOP ORIGIN MARKETS

## Top Origin Markets – All Visitors

Market	FY2024	FY2025
Jacksonville*	19%	20%
Atlanta	8%	7%
Orlando-Daytona Beach-Melbourne	6%	5%
New York City**	4%	4%
Charlotte	3%	4%
Savannah	2%	3%
Tampa-St. Petersburg	2%	3%
Greenville-Spartanburg-Asheville	2%	2%
Washington, DC-Hagerstown	2%	2%
West Palm Beach-Ft. Pierce	2%	2%
Boston	1%	2%
Tallahassee-Thomasville	1%	2%

## Top Origin Markets – Overnight Visitors

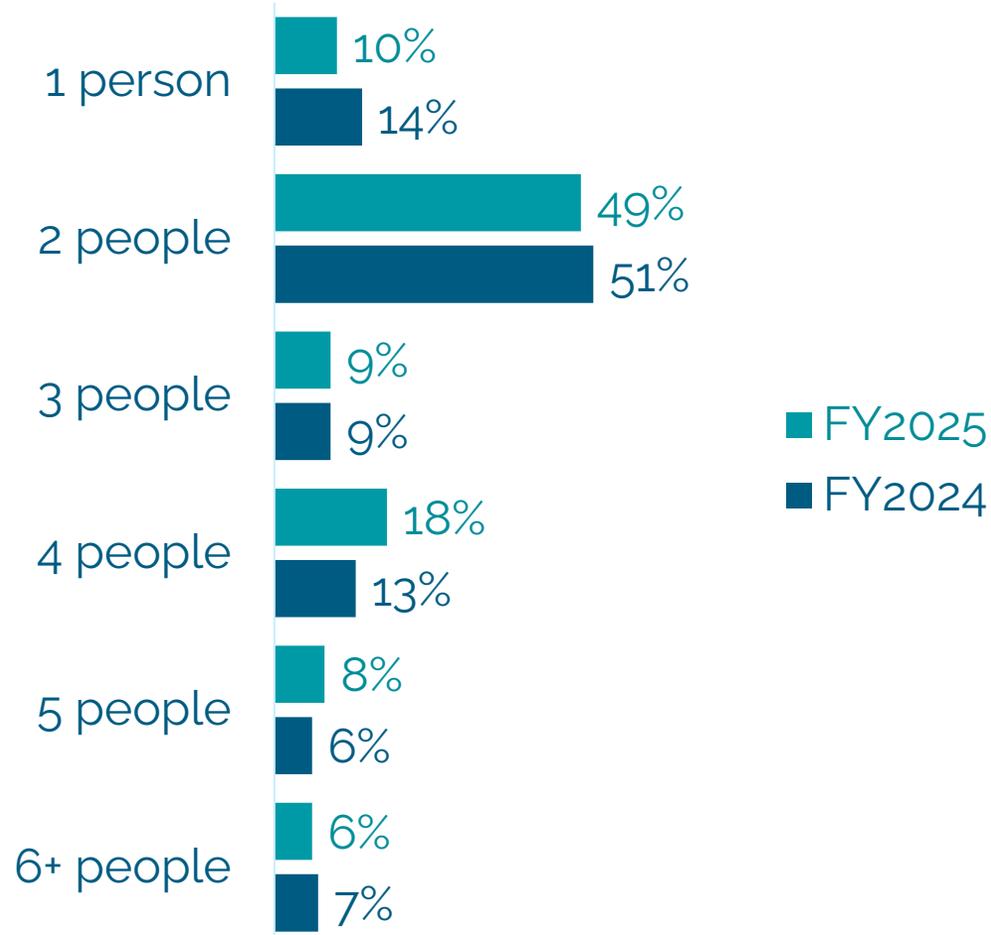
Market	FY2024	FY2025
Atlanta	10%	9%
Jacksonville*	11%	8%
Orlando-Daytona Beach-Melbourne	6%	5%
New York City**	5%	4%
Charlotte	3%	4%
Savannah	2%	3%
Tampa-St. Petersburg	2%	3%
Washington, DC-Hagerstown	2%	3%
Boston	2%	2%
Greenville-Spartanburg-Asheville	2%	2%
Minneapolis-Saint Paul	2%	2%
Philadelphia	2%	2%
Tallahassee-Thomasville	2%	2%
West Palm Beach-Ft. Pierce	1%	2%

\*Includes Jacksonville, FL and Brunswick, GA.

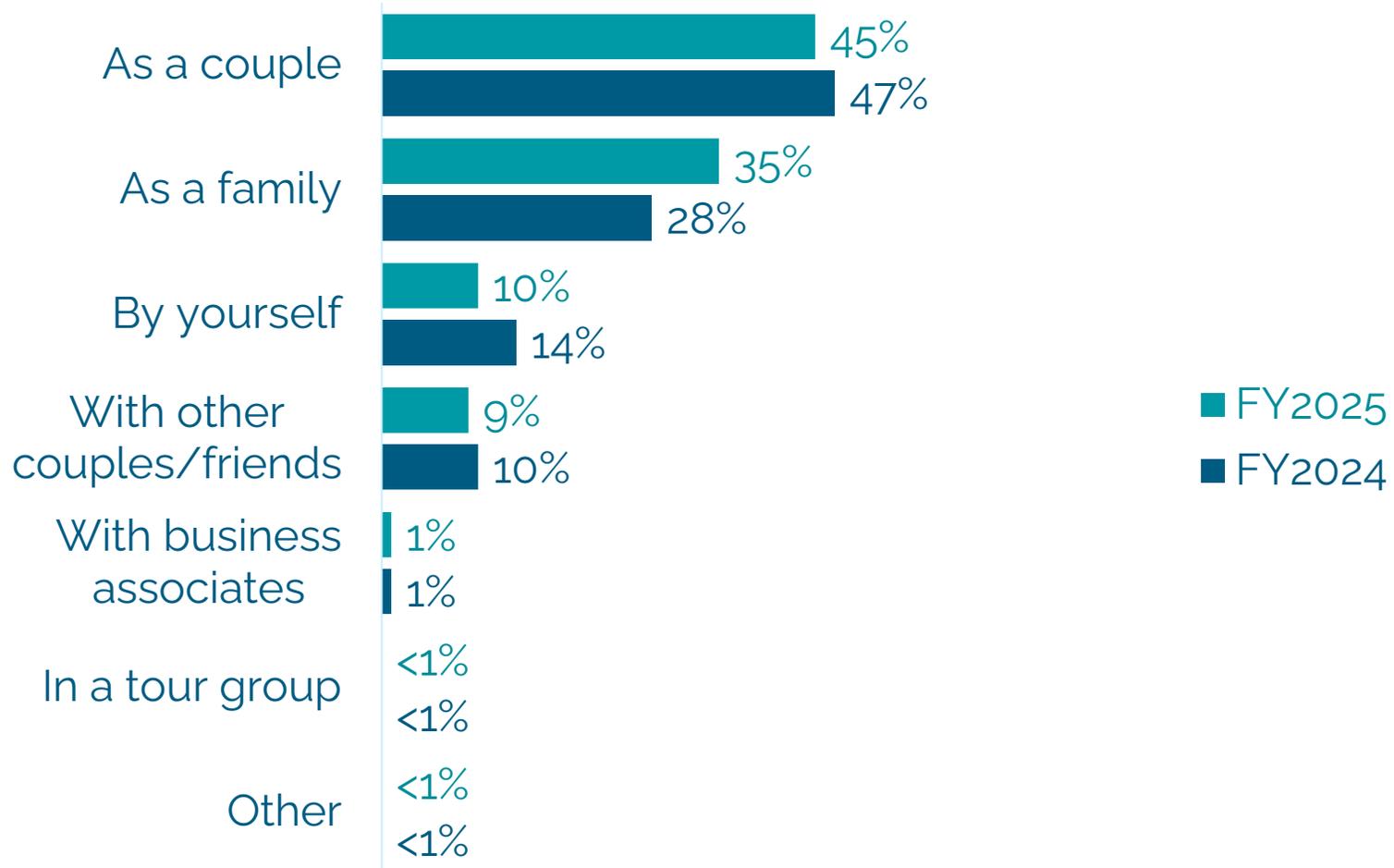
\*\*Includes parts of Connecticut, New Jersey, and Pennsylvania.

# TRAVEL PARTY SIZE

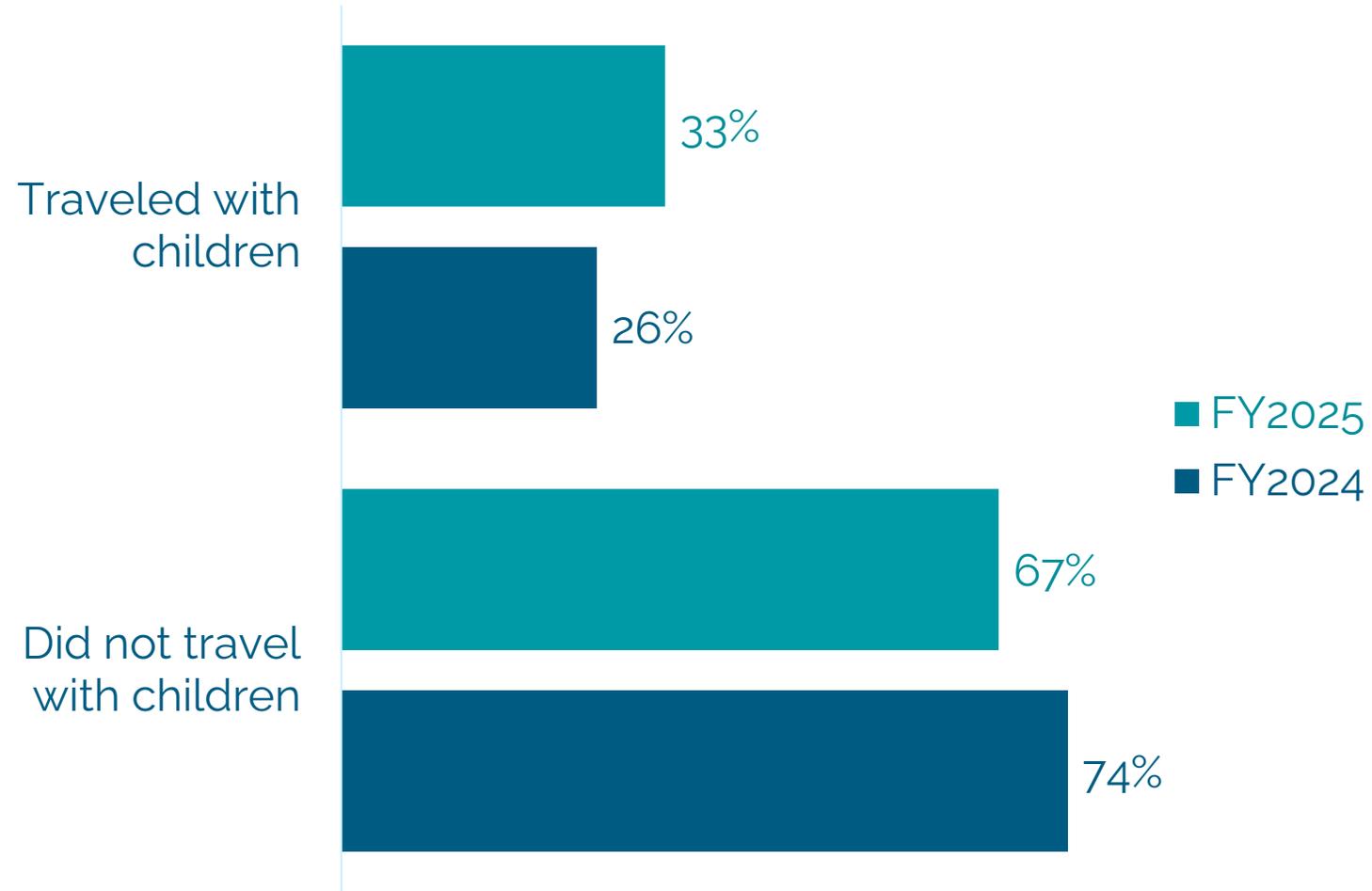
Average travel party size: **2.9**  
(+0.1 from FY2024)



# TRAVEL PARTY TYPE

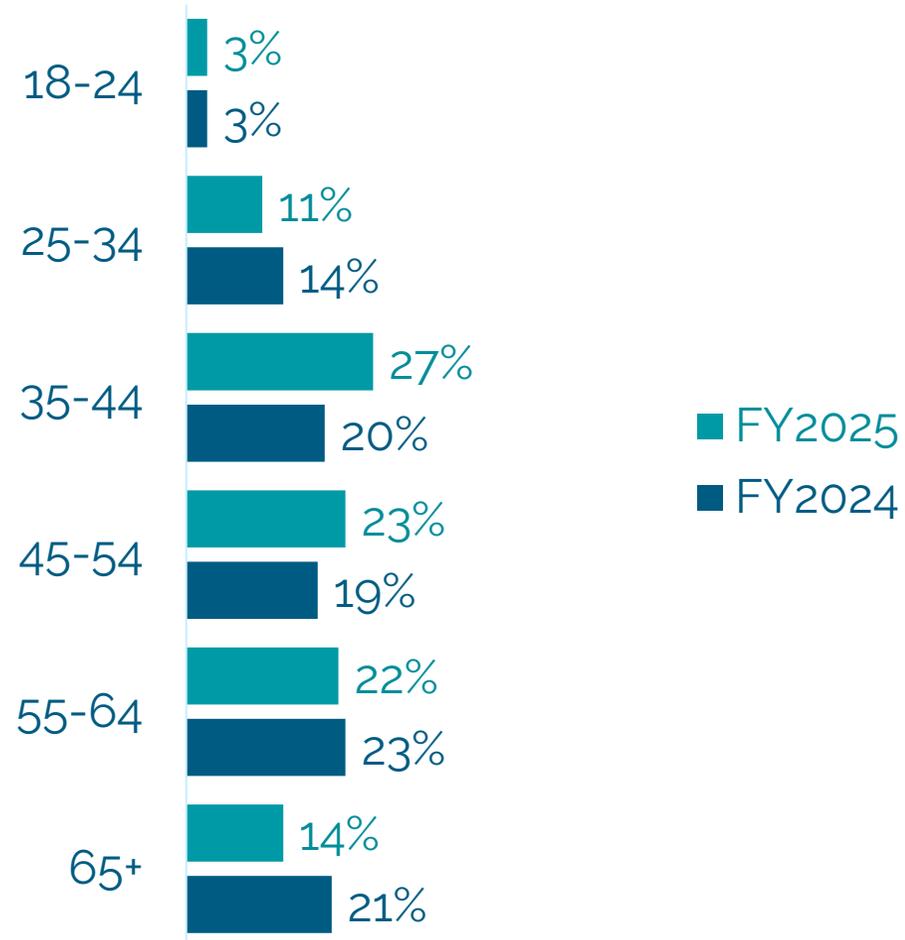


# TRAVELED WITH CHILDREN



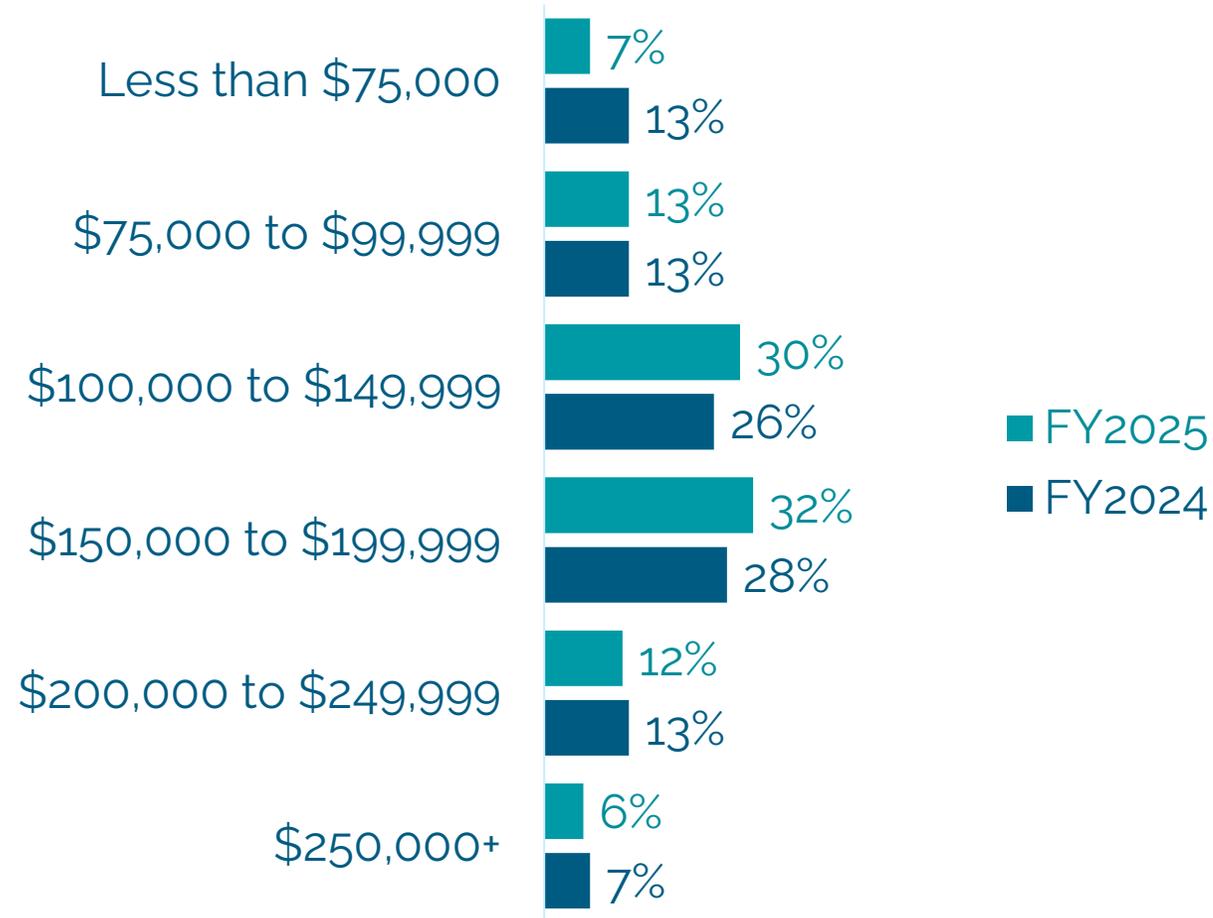
# AGE

Median age: **49**  
(-3 years from FY2024)

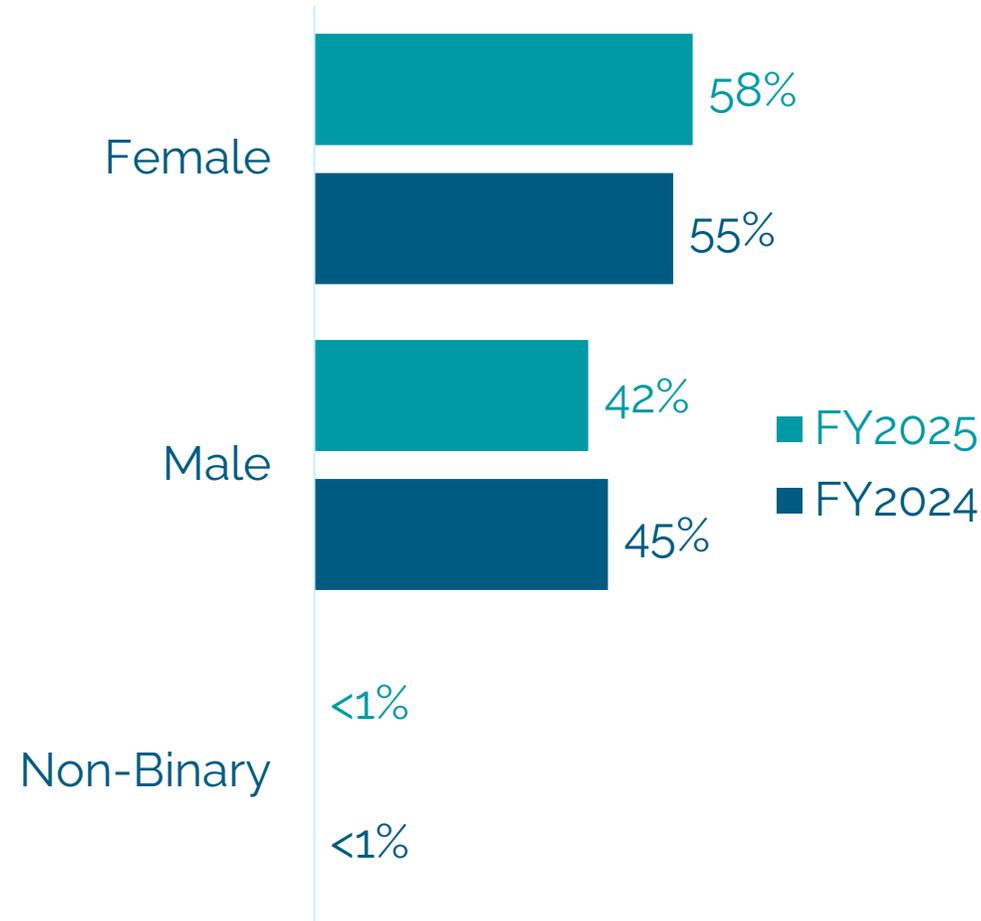


# HOUSEHOLD INCOME

Median household income: **\$147,000**  
(+\$800 from 2024)

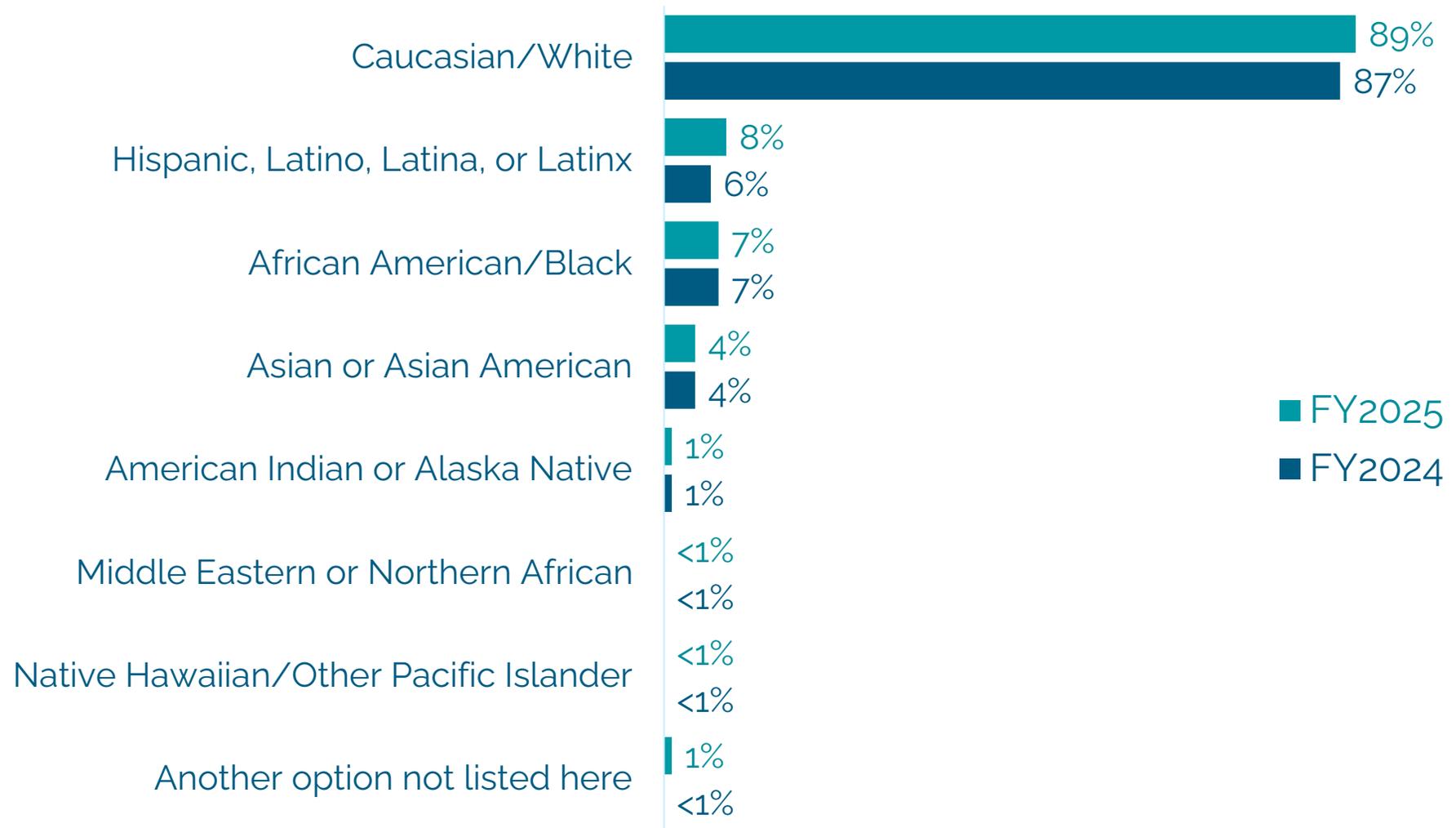


# GENDER\*

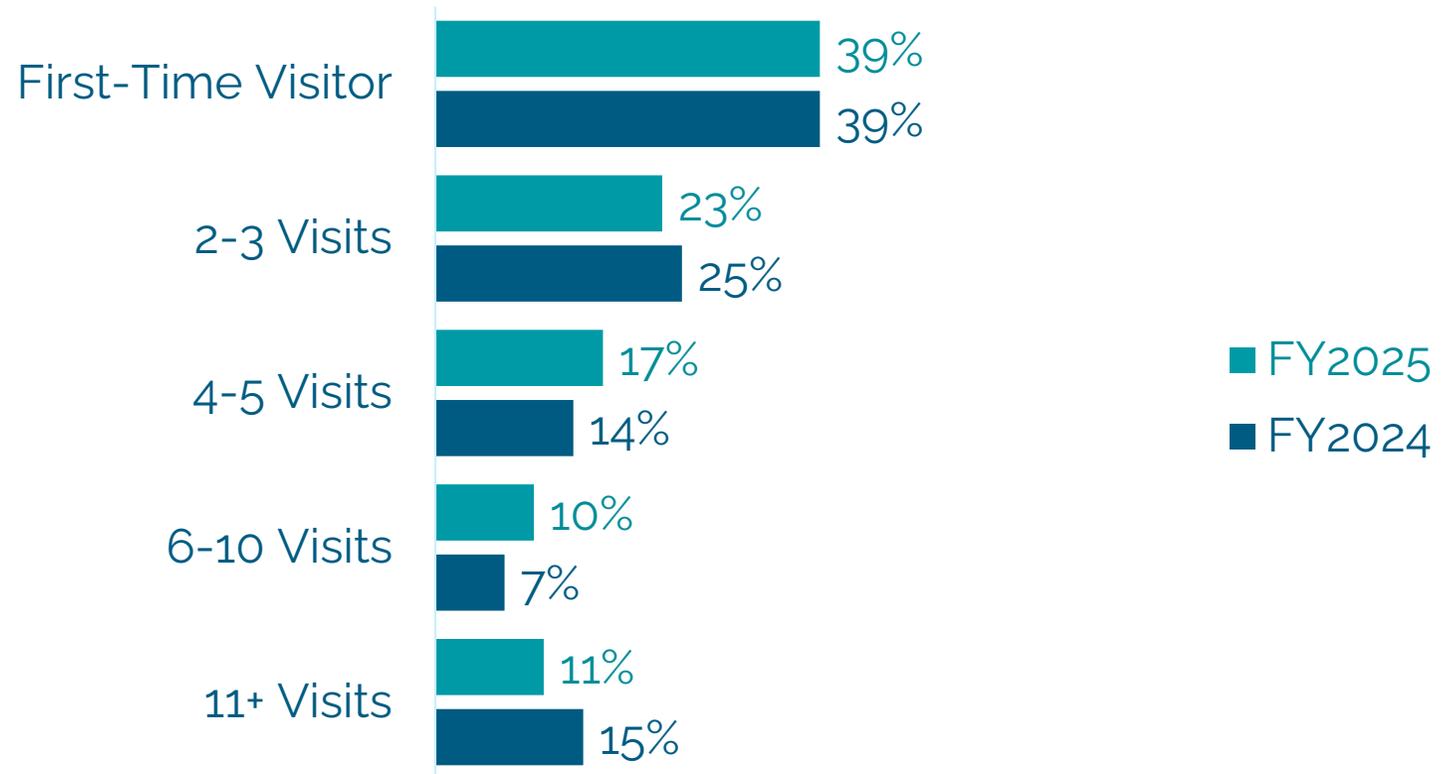


\*Gender of member of travel party interviewed. May be influenced by visitors' willingness to complete a survey.

# RACE\*



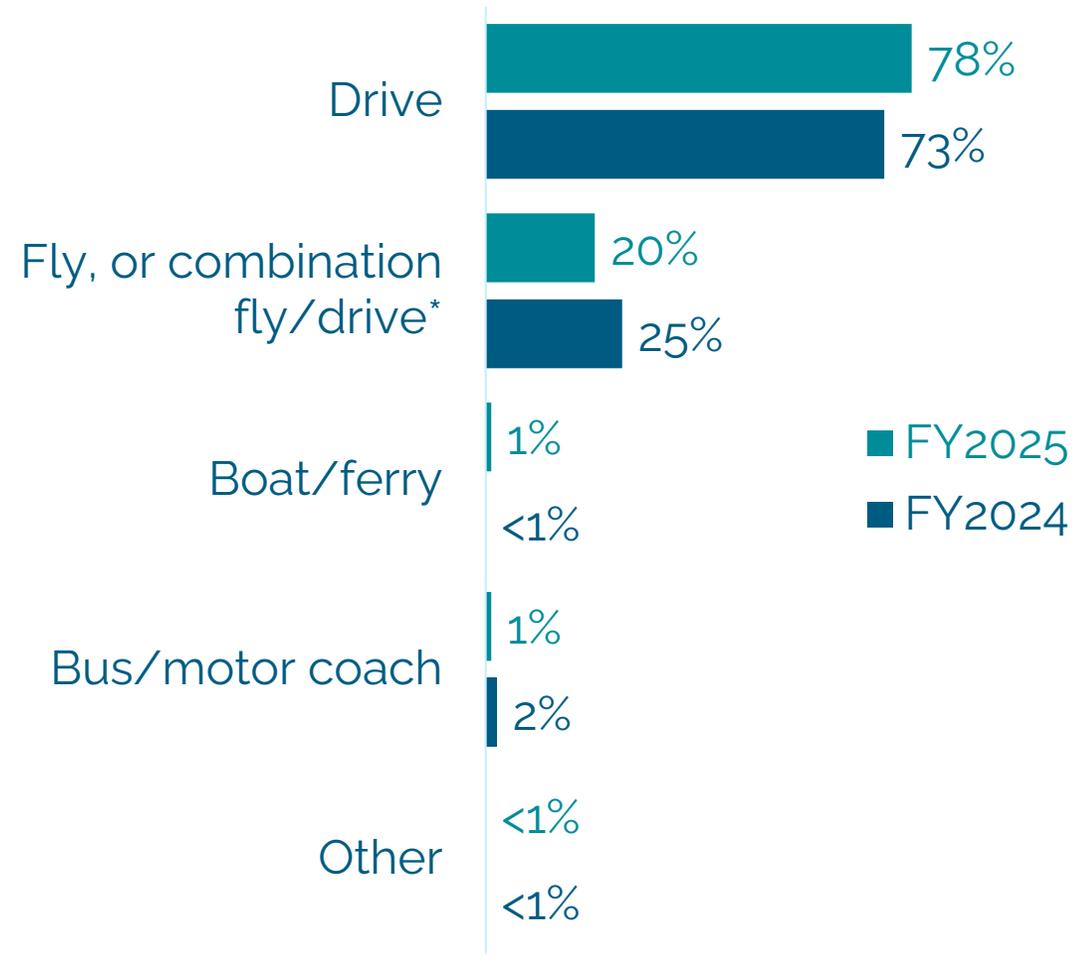
# NEW & RETURNING VISITORS



# VISITOR JOURNEY: TRIP EXPERIENCE

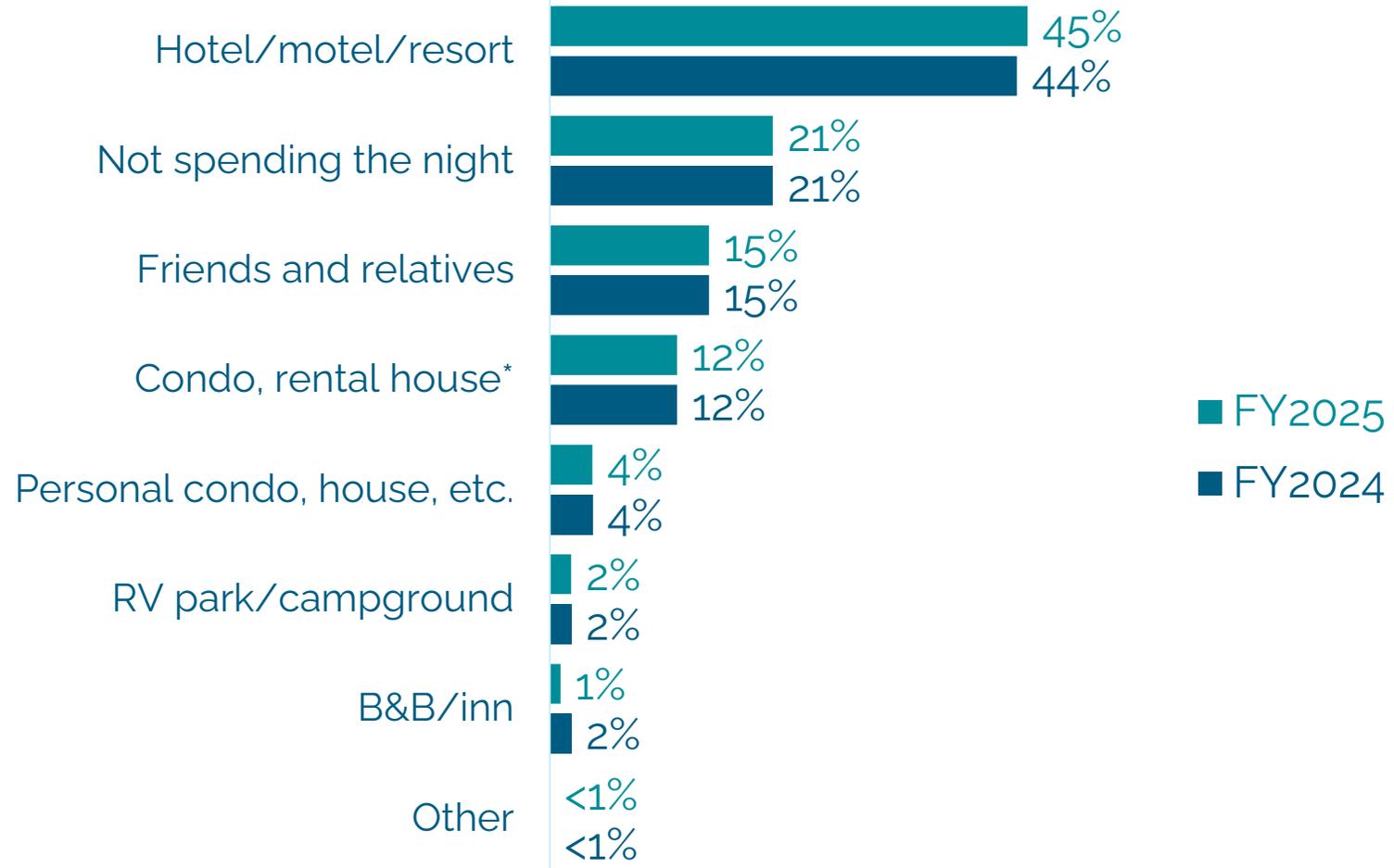


# TRANSPORTATION



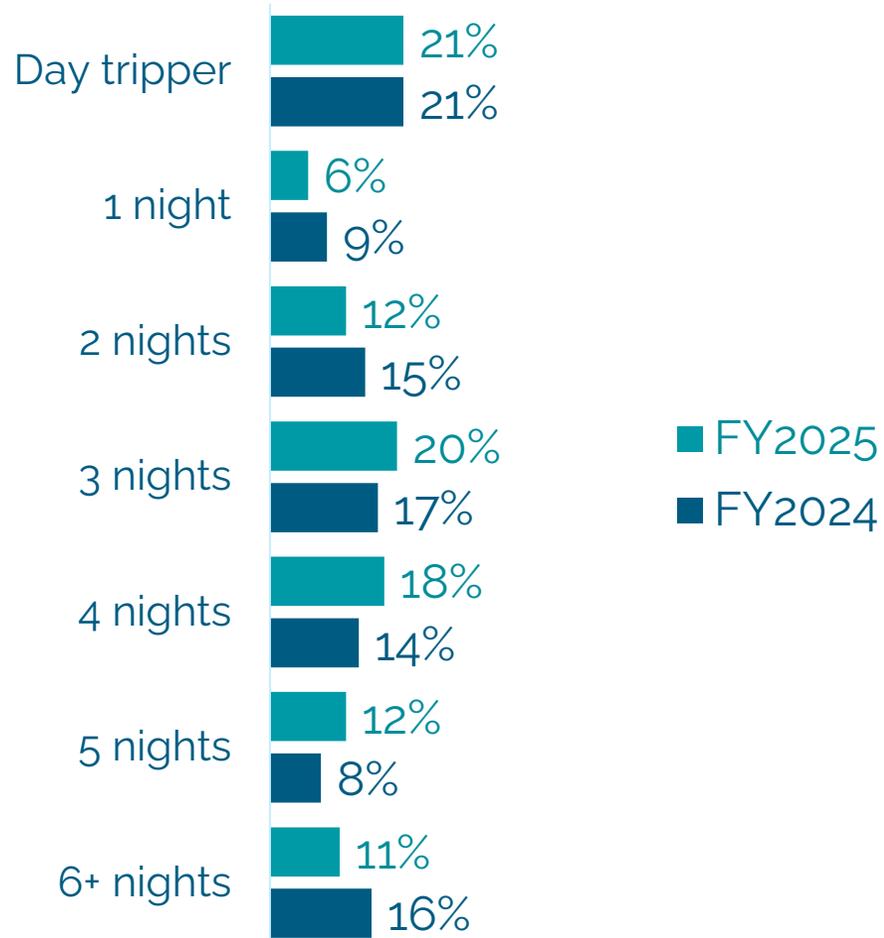
\*18% of all visitors used the Jacksonville International Airport (-4% points from FY2024).

# ACCOMMODATIONS

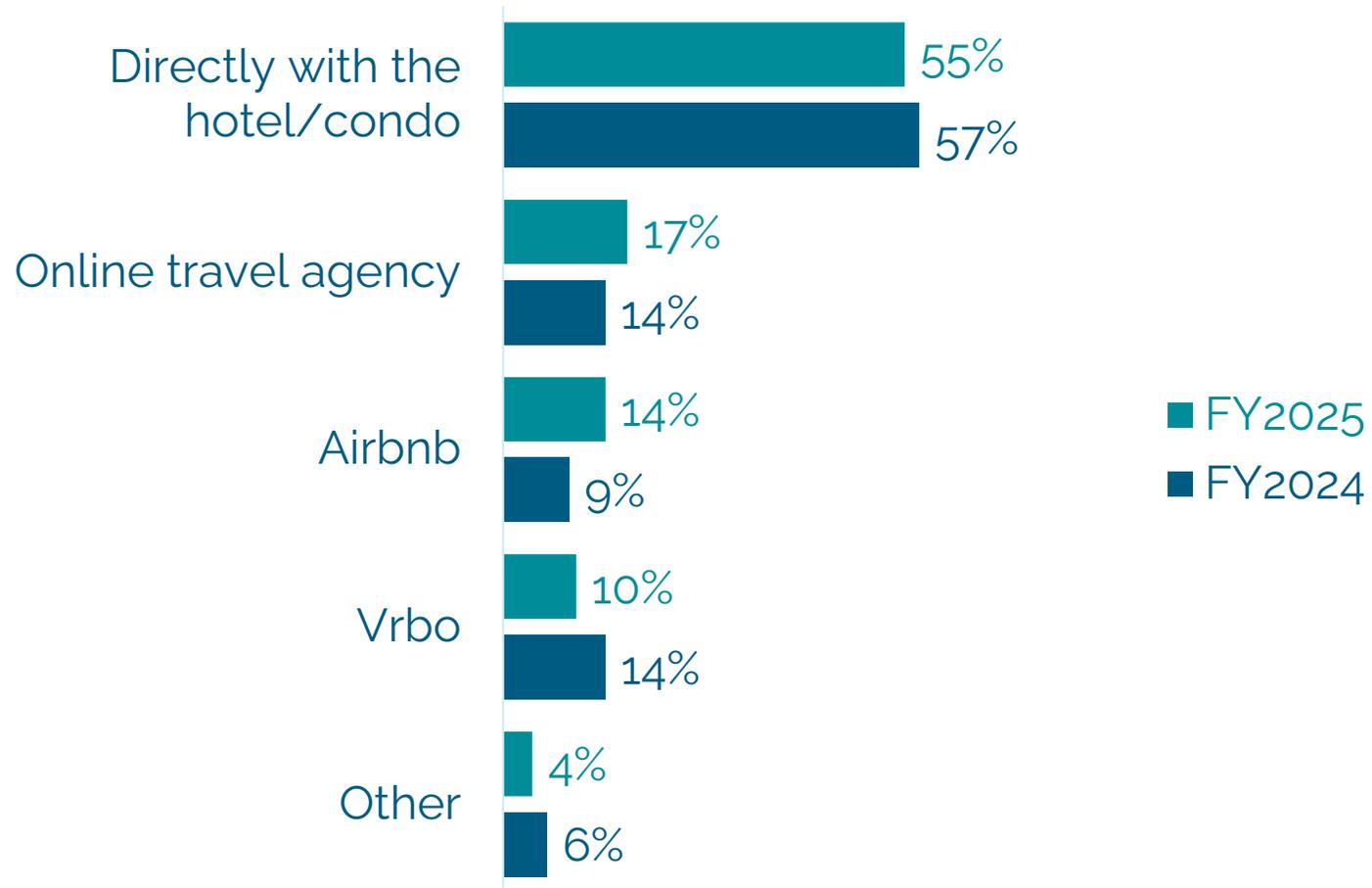


# NIGHTS STAYED

Average nights stayed (all visitors): **3.5 (+0.1 from FY2024)**  
Average nights stayed (paid visitors): **4.0 (+0.3 from FY2024)**



# ACCOMMODATION BOOKING



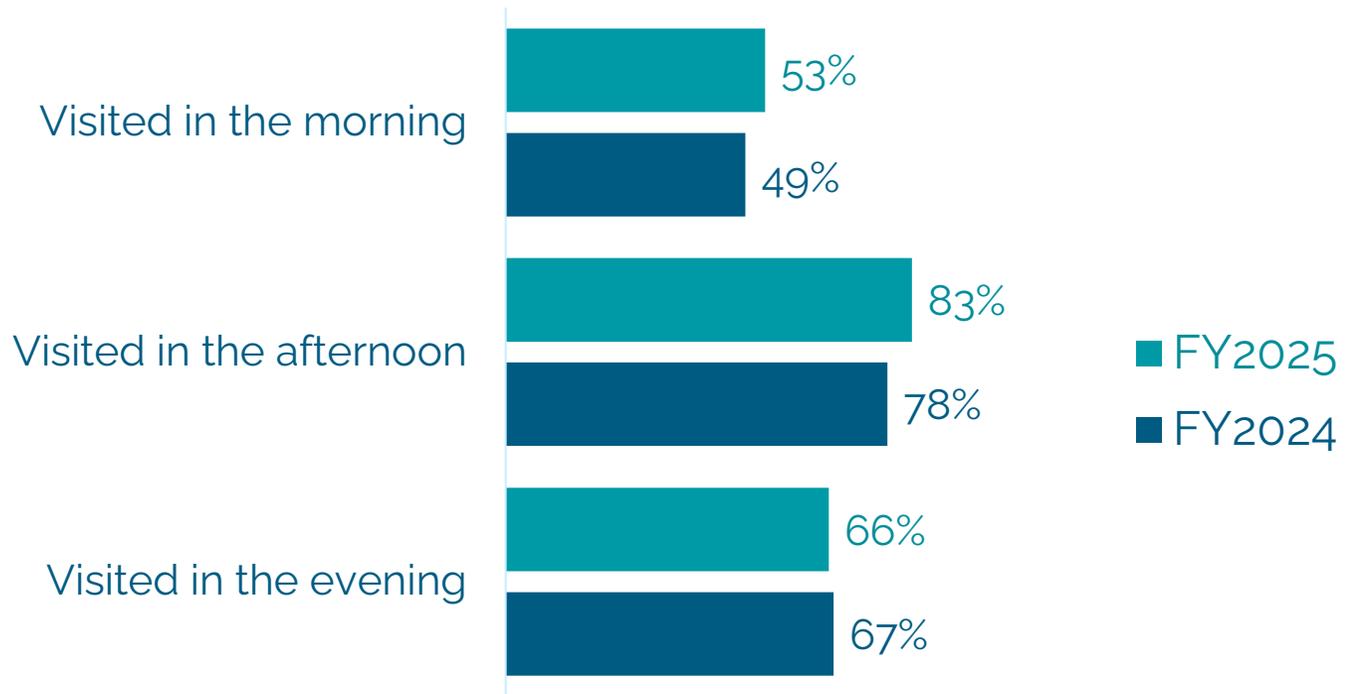
# VISITOR ACTIVITIES\*

Activity	FY2024	FY2025
Dining out	79%	81%
Historic Downtown Fernandina Beach	74%	77%
Beach	73%	70%
Shopping, antiquing	57%	61%
Visit friends/relatives	25%	29%
Attractions	20%	24%
Biking, hiking, running, etc.	16%	21%
Farmers market	16%	21%
Family time	23%	20%
Bars, nightclubs	19%	15%
State parks	16%	13%
Special events	14%	11%
Water sports	9%	9%
Golf or tennis	6%	9%
Art galleries, museums	11%	7%
Business meetings/conferences	7%	7%
Spas	4%	4%
Attend/participate in a sporting event	4%	3%
Horseback riding	1%	1%
Other	2%	3%

\*Multiple responses permitted.

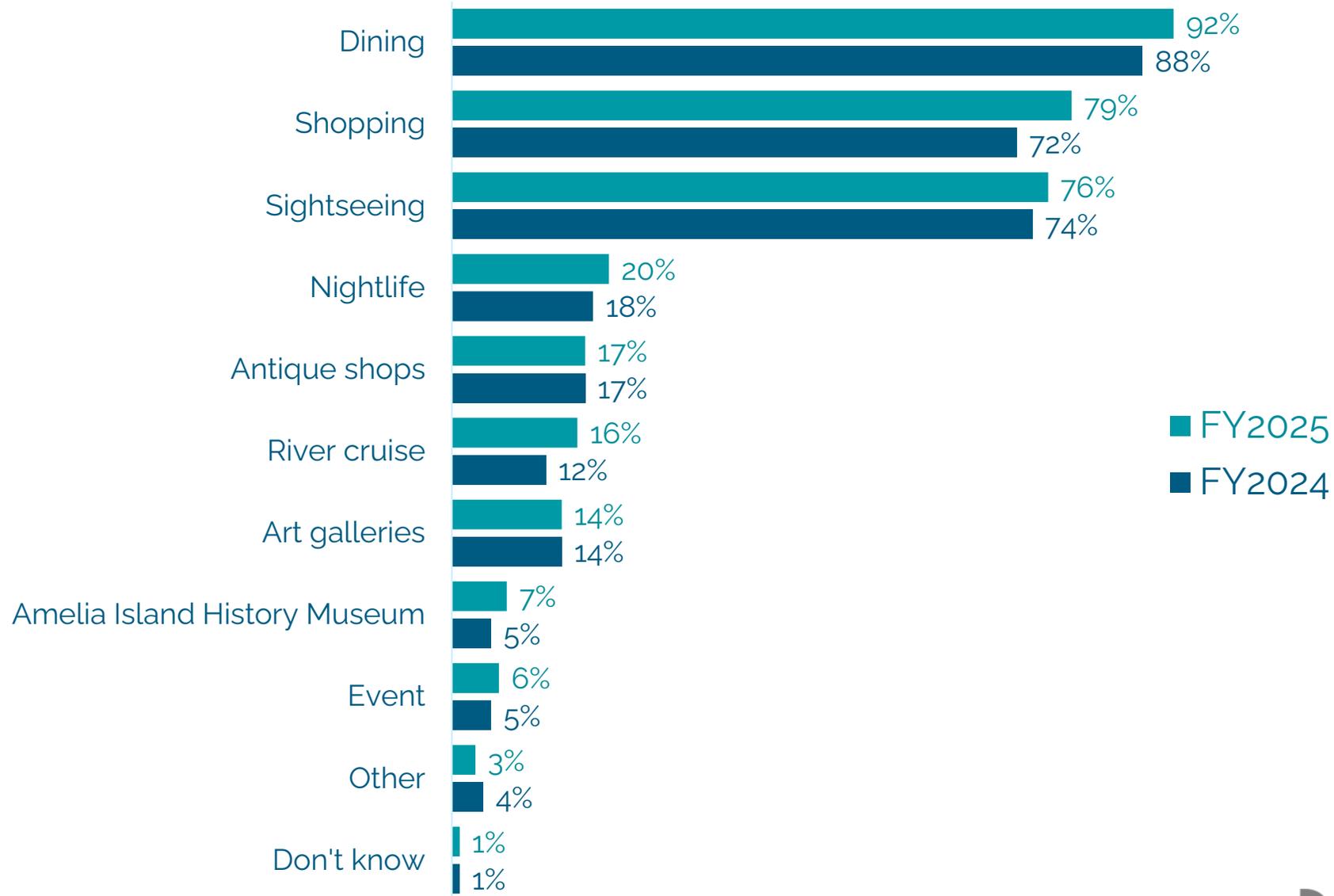
# VISITING HISTORIC DOWNTOWN\*

Average visits per trip: **2.5**  
(-0.3 from FY2024)



\*Multiple responses permitted.  
Based on all visitors to Historic Downtown.

# REASON FOR VISITING HISTORIC DOWNTOWN\*

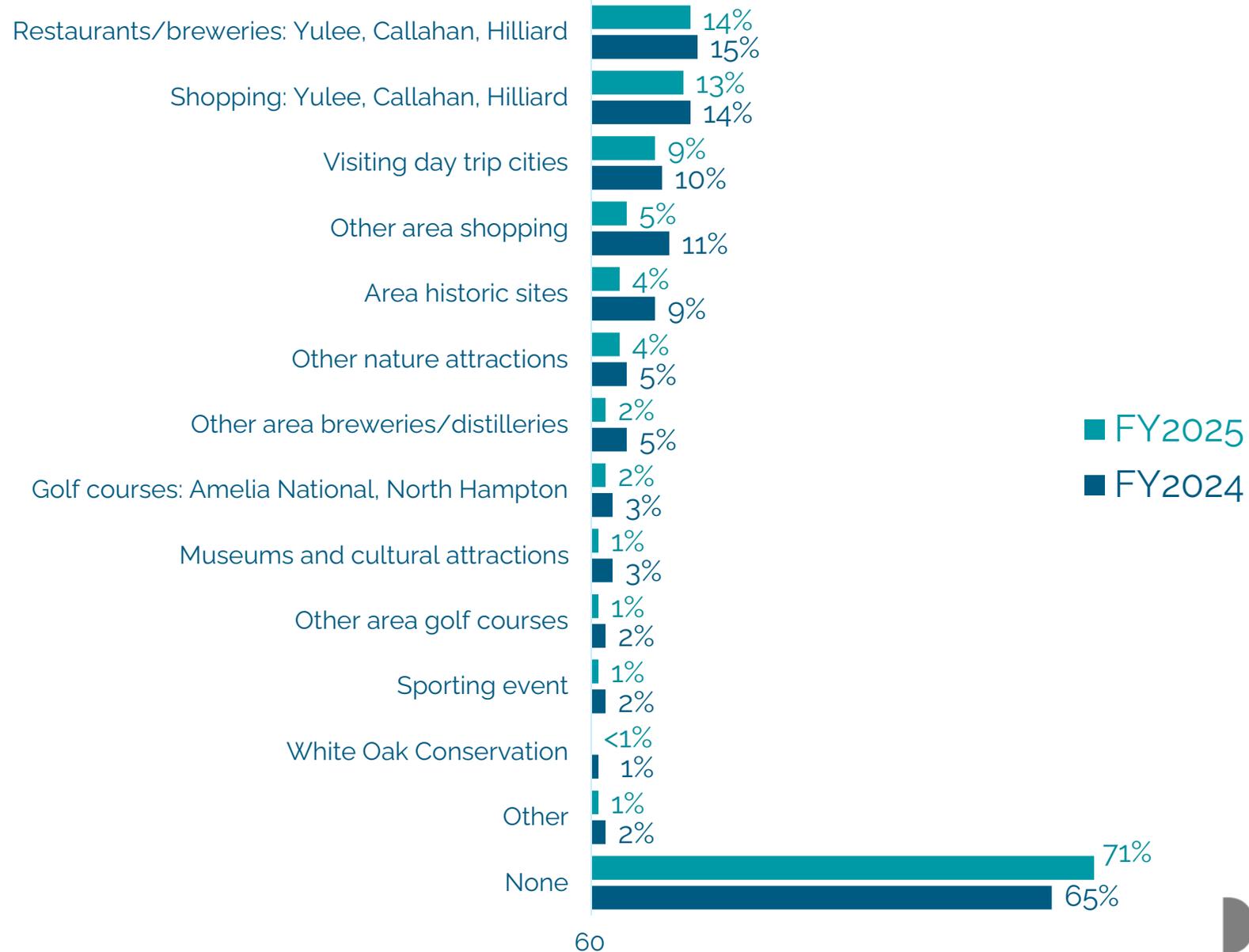


# AREAS FOR IMPROVEMENT: DOWNTOWN\*



- » More parking and public restrooms
- » Better wheelchair accessibility
- » More live music
- » More variety in restaurants
- » Stores open later
- » At the same time, visitors love the cleanliness, memorial benches, architecture, tree lights, pet friendliness, and river cruise.

# OFF-ISLAND ACTIVITIES\*



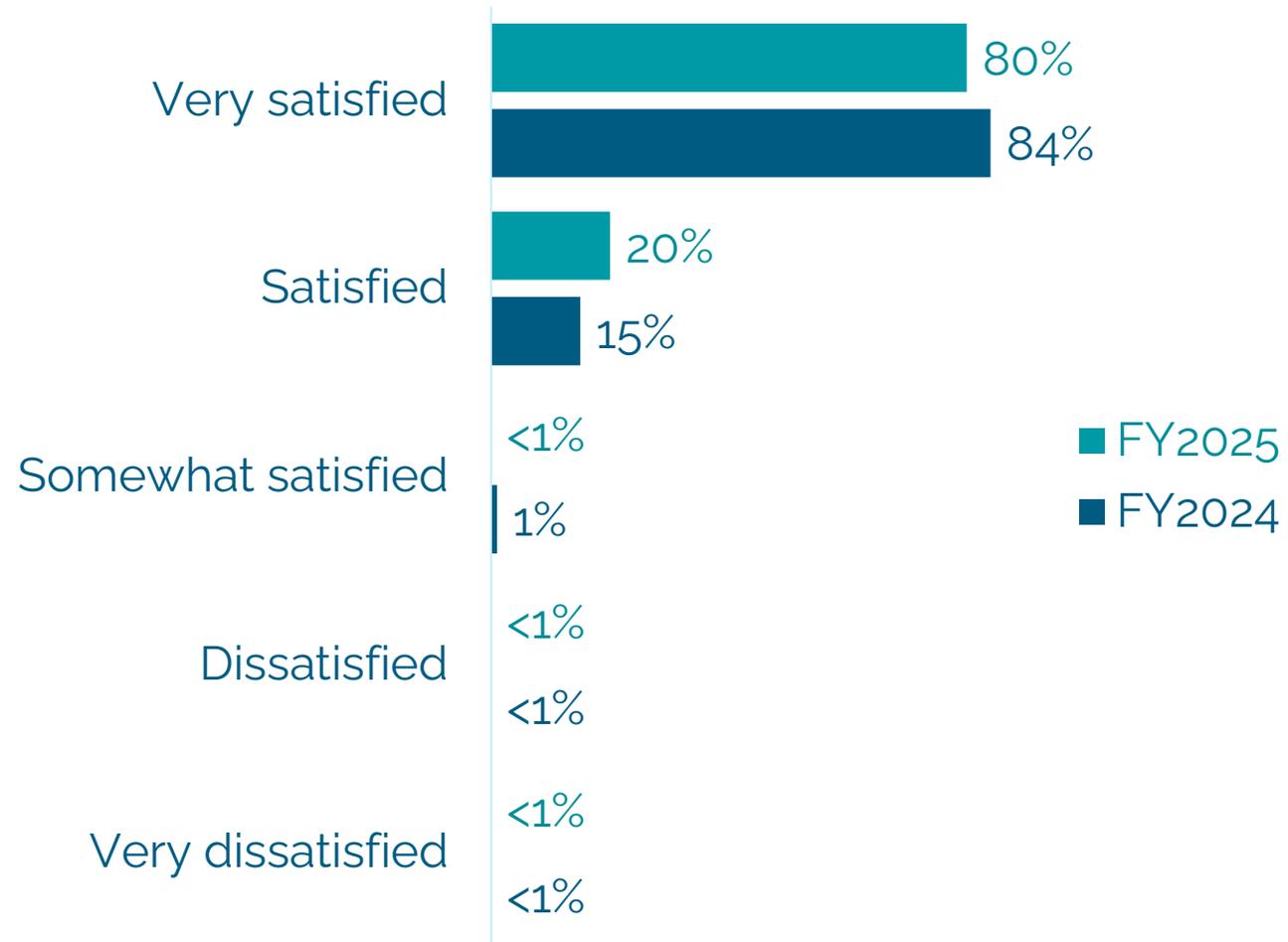
# TRAVEL PARTY SPENDING

Category	Daily Spending		Total Spending	
	FY2024	FY2025	FY2024	FY2025
Accommodations	\$191	\$178	\$642	\$618
Restaurants	\$140	\$154	\$470	\$534
Groceries	\$37	\$37	\$124	\$128
Shopping	\$103	\$93	\$346	\$323
Activities & attractions	\$43	\$36	\$144	\$125
Transportation	\$36	\$32	\$121	\$111
Other	\$19	\$9	\$64	\$31
<b>Total</b>	<b>\$569</b>	<b>\$539</b>	<b>\$1,911</b>	<b>\$1,870</b>

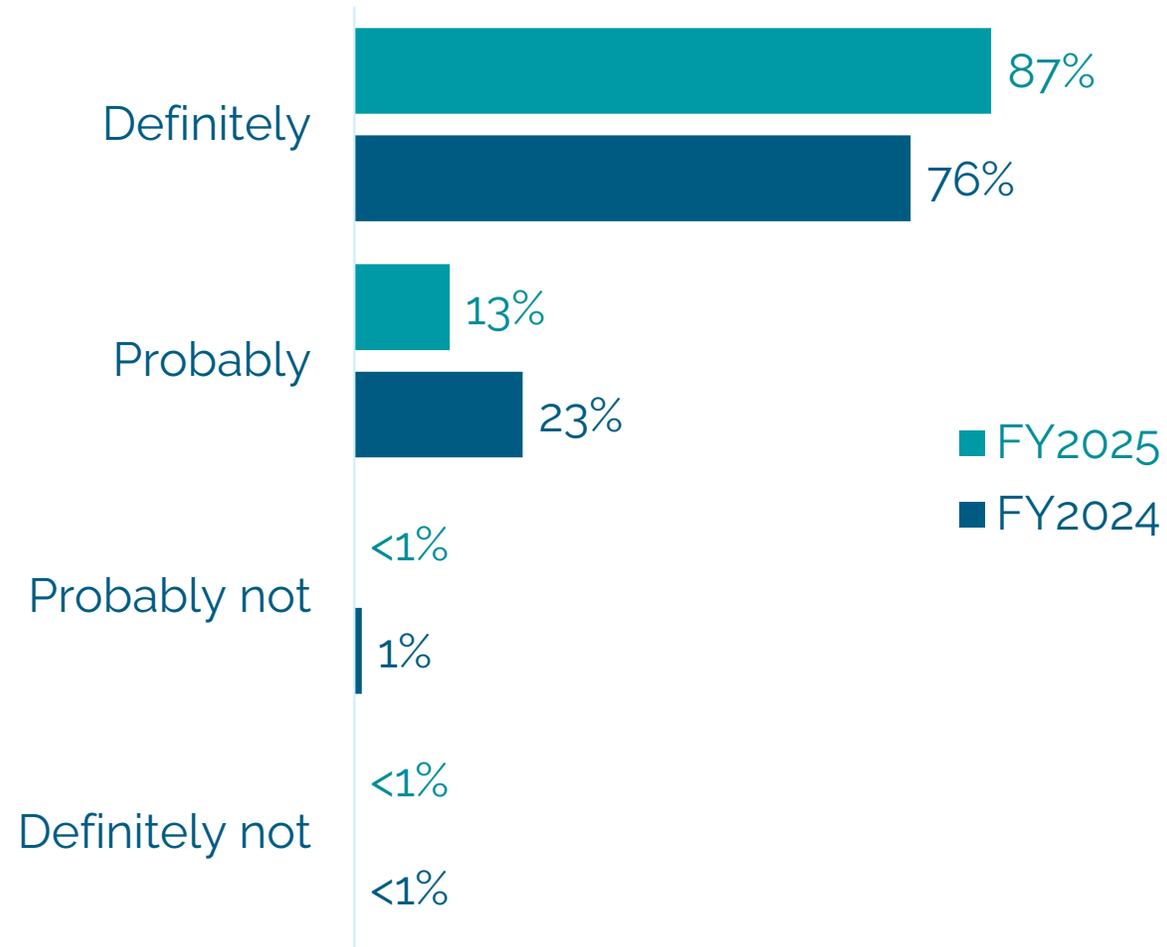
# VISITOR JOURNEY: POST-TRIP



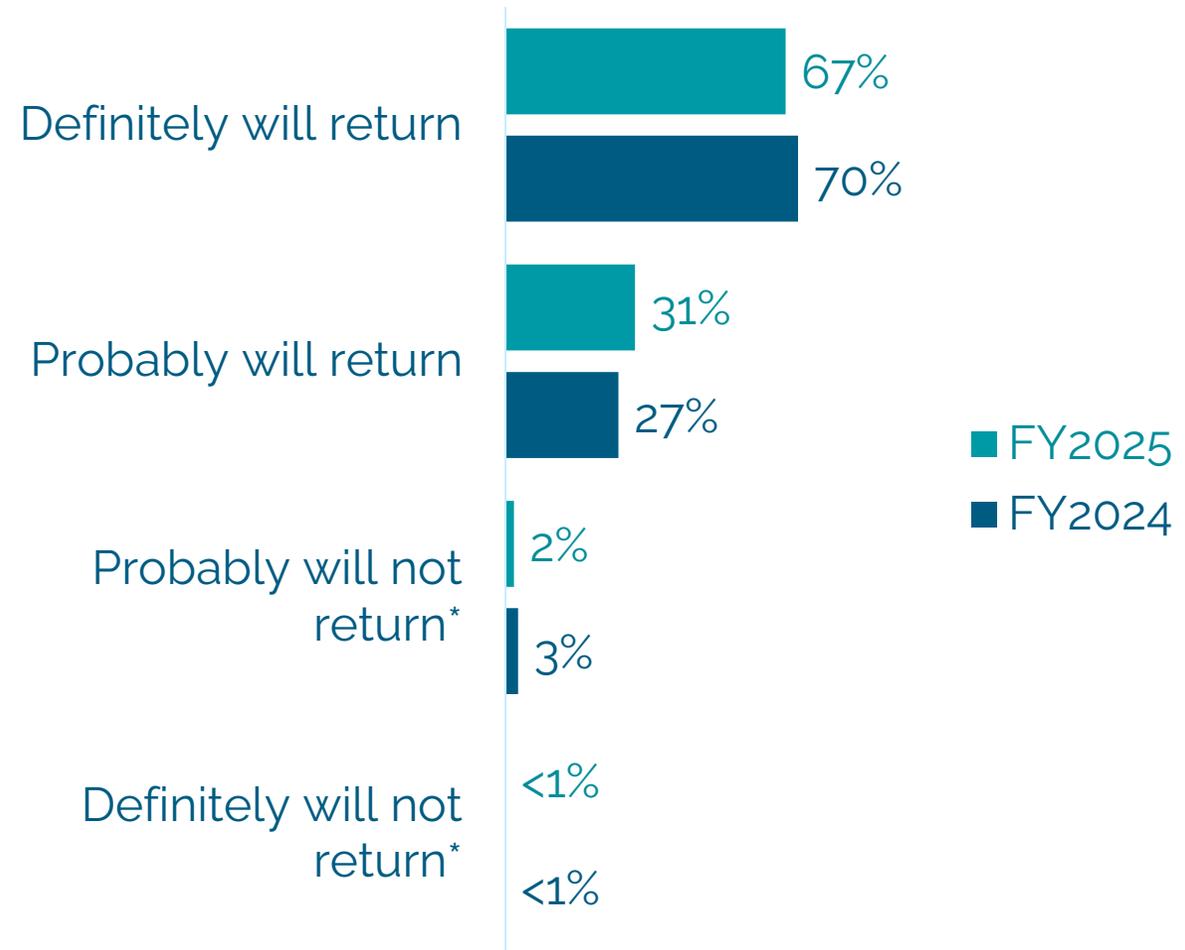
# VISITOR SATISFACTION



# RECOMMENDATION



# LIKELIHOOD OF RETURNING



\*Top reasons for not returning were 1) a preference for variety in vacation spots, 2) only having gone for a specific occasion and 3) difficulty getting to the area.

# BEACH RATINGS

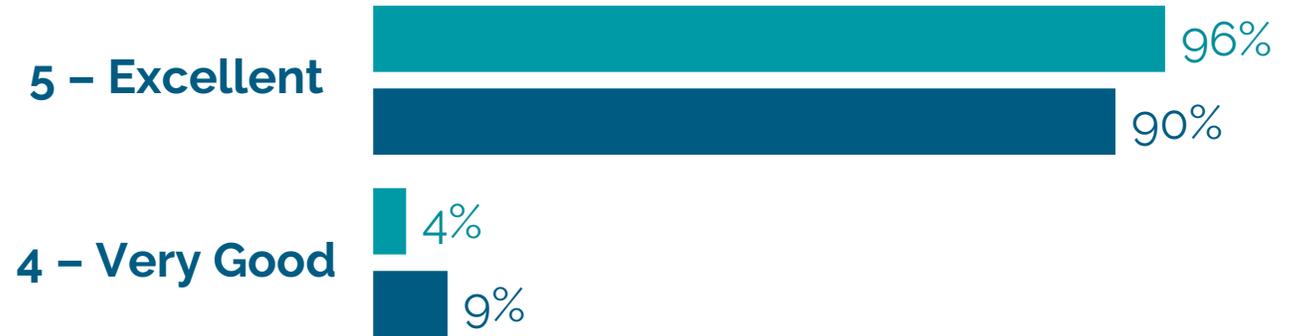
## Overall Beach Rating



Mean **Overall** Rating:  
4.8 (same as FY2024)

■ FY2025 ■ FY2024

## Beach Cleanliness Rating



Mean **Cleanliness** Rating:  
4.95 (+0.09 from FY2024)

■ FY2025 ■ FY2024

# AREA DESCRIPTIONS\*



- “Very family-oriented, all three generations of my family loved it here and always had something to do.”
- “Great golf, pretty beaches, lots of shopping, and delicious restaurants!”
- “Amelia Island has something for everyone - great restaurants, fun water sports, and beautifully restored 1800s buildings!”
- “Peaceful and safe, yet vibrant and alive.”
- “The walkable downtown with its huge variety of restaurants was the highlight for us!”
- “It has that quaint Old Florida charm.”
- “I love the beaches, the tree-lined streets, and the holiday lights. You’ll fall in love with this place.”
- “Like several types of vacations rolled into one!”



## Visitor Tracking Study

- » Interviews were completed with [2,092 visitors](#) in person at events, the beach, The Shops at The Omni, downtown, and online, between [October 1, 2024](#), and [September 30, 2025](#).

# Amelia Island CVB

## FY2025 Economic Impact & Visitor Tracking Report

October 2024 – September 2025

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