

# Amelia Island CVB

**Visitor Tracking Study  
January – March 2025**

# QUARTERLY SNAPSHOT: Jan-Mar 2025

## Compared to January-March 2024:

- » An increase in paid visitor length of stay combined with a decrease in available rental units and a decrease in day trippers resulted in a 5.6% decrease in total visitor number
- » At the same time, increases in paid visitor travel party size and length of stay resulted in relatively stable visitor spending YOY (-0.2% points)
- » The area saw 5% points fewer visitors from Florida YOY and 5% points more from elsewhere in the Southeast. International visitation was the same YOY, and Canadian visitation was up by 1% point.
- » Amelia Island's visitors had both a shorter planning (-11 days) and booking (-14 days) cycle
- » More visitors used social media when planning their trips – both Amelia Island's (+18% points) and their personal social media (+16% points)
- » Going along with that, more visitors recalled seeing ads on both Amelia Island's (+2% points) and their personal social media (+3% points) prior to their trip
- » That said, fewer visitors overall recalled seeing ads for Amelia Island (-4% points), and fewer were influenced by ads to visit the area (-5% points)
- » A vacation/leisure trip is still the top draw to Amelia Island by a large margin, followed distantly by visiting friends or relatives and traveling for a special occasion or event
- » History was a larger draw to Amelia Island this year (+8% points)
- » This quarter saw 6% points fewer solo travelers YOY, 6% points more couple and family visitors, and more visitors staying longer in the area
- » Lastly, 18% points more visitors noted that they would definitely recommend the area to friends and family.

# QUARTERLY SNAPSHOT\*

January – March 2025



224,300

TOTAL  
VISITORS

vs. 2024 ↓ 5.6%



207,660

ROOM  
NIGHTS

↑ 2.3%



\$170,519,700

DIRECT  
SPENDING

↓ 0.2%



785,050

VISITOR  
DAYS

↑ 3.3%

\*Room nights and visitor days increased despite a decrease in total visitor number due to an increase in overnight visitors and in visitor length of stay.



# EXECUTIVE SUMMARY



# VISITOR JOURNEY: ECONOMIC IMPACT



# TOURISM SNAPSHOT: METRICS

	Jan – Mar 2024	Jan – Mar 2025	% Δ
Visitors <sup>1</sup>	237,600	224,300	- 5.6%
Visitor Days	760,320	785,050	+ 3.3%
Direct Spending	\$170,802,100	\$170,519,700	- 0.2%
Economic Impact <sup>2</sup>	\$224,775,600	\$238,727,600	+ 6.2%

	Jan – Mar 2024	Jan – Mar 2025	% Δ
Occupancy <sup>3</sup>	58.6%	62.4%	+ 6.6%
ADR <sup>3</sup>	\$280.02	\$276.34	- 1.3%
RevPAR <sup>3</sup>	\$164.05	\$172.55	+ 5.2%
Room Nights <sup>3</sup>	202,895	207,660	+ 2.3%

<sup>1</sup>Total visitor number decreased despite an increase in occupancy due to an increase in overnight visitors and in visitor length of stay

<sup>2</sup>The IMPLAN multiplier for FY2025 updated to 1.40 from 1.32 in FY2024.

<sup>3</sup>Sources: Key Data, Smith Travel Research, Florida Department of Business and Professional Regulation.

# VISITOR JOURNEY: PRE-VISIT

Pre-Visit

Travel Party  
Profile

Trip  
Experience

Post Trip  
Evaluation

Economic  
Impact on  
Destination



# TRIP PLANNING/BOOKING CYCLE\*

- » On average, leisure visitors began planning **56 days** before their trip (**-11 days** from 2024)
- » Leisure visitors booked their trip **46 days** before their arrival (**-14 days** from 2024)





# TOP TRIP PLANNING SOURCES\*



**40%** Friends/family  
(-1% point from 2024)



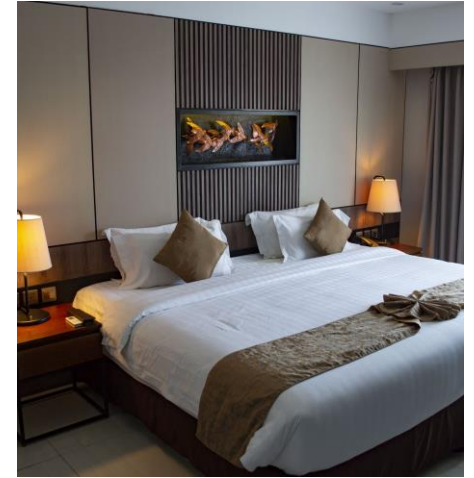
**30%** Airbnb/Vrbo  
(-6% points from 2024)



**27%** Amelia Island's  
social media  
(+18% points from 2024)



**27%** Review  
website/app  
(+6% points from 2024)



**26%** Hotel  
website/app  
(+6% points from 2024)

# TOP REASONS FOR VISITING\*



**57%** Vacation/leisure  
(-3% points from 2024)



**25%** Visit friends/relatives  
(+4% points from 2024)



**23%** Special occasion or event  
(+2% points from 2024)



# OTHER DESTINATIONS CONSIDERED\*

**1 in 4** leisure visitors considered another destination before choosing Amelia Island  
(-10% points from 2024).

Top other destinations considered:



**11%** St. Augustine/  
Ponte Vedra



**7%** Orlando/Theme Parks



**7%** Florida Keys



**7%** Savannah

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



# ADVERTISING RECALL\*

- » **31%** of leisure visitors recalled advertising about the Amelia Island area (**-4% points** from 2024)
- » This information influenced **9%** of **all** leisure visitors to visit the Amelia Island area (**-5% points** from 2024)

\*Based on visitors traveling for leisure.



# TOP SOURCES OF ADVERTISING RECALL\*



**14%** Amelia Island's Social Media  
(+2% points from 2024)



**12%** Online article  
(+1% point from 2024)



**11%** Magazine Article  
(-5% points from 2024)



**11%** Ad on a website  
(+4% points from 2024)



**9%** Travel/visitor guide  
(-2% points from 2024)



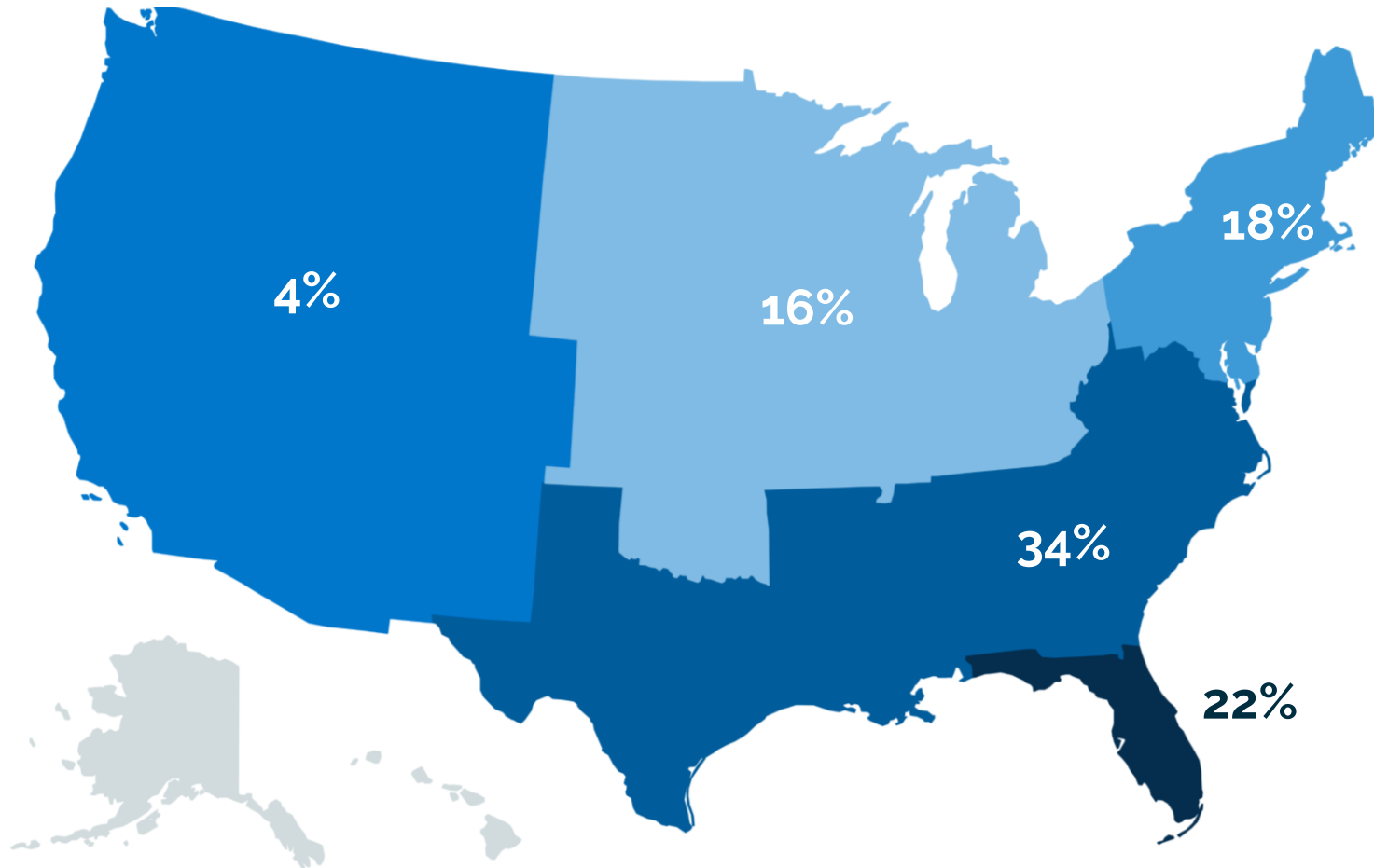
**8%** Magazine ad  
(-1% point from 2024)

# VISITOR JOURNEY: TRAVEL PARTY PROFILE



# REGIONS OF ORIGIN

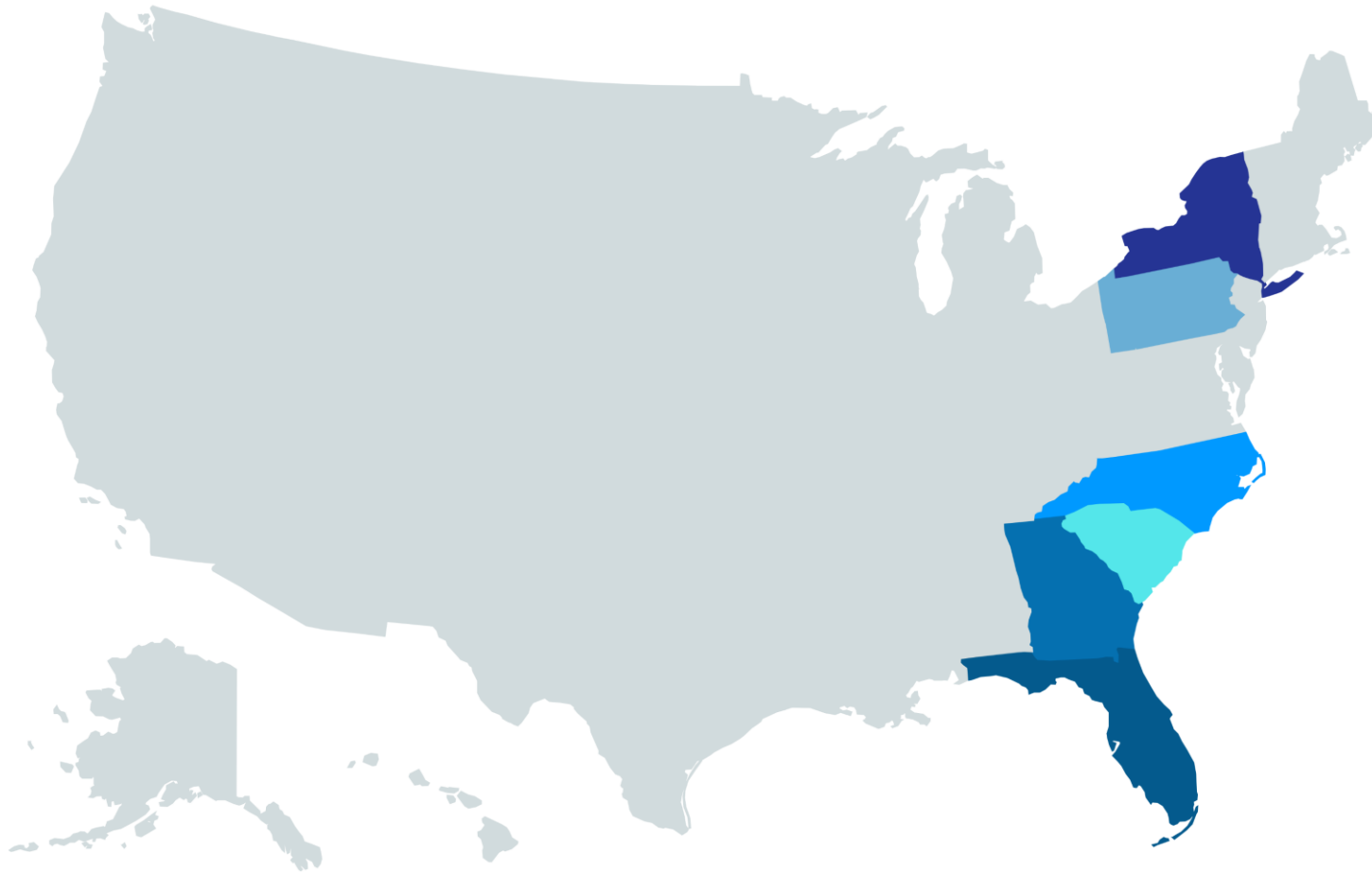
Fewer visitors traveled from Florida in 2025 and more from elsewhere in the Southeast.



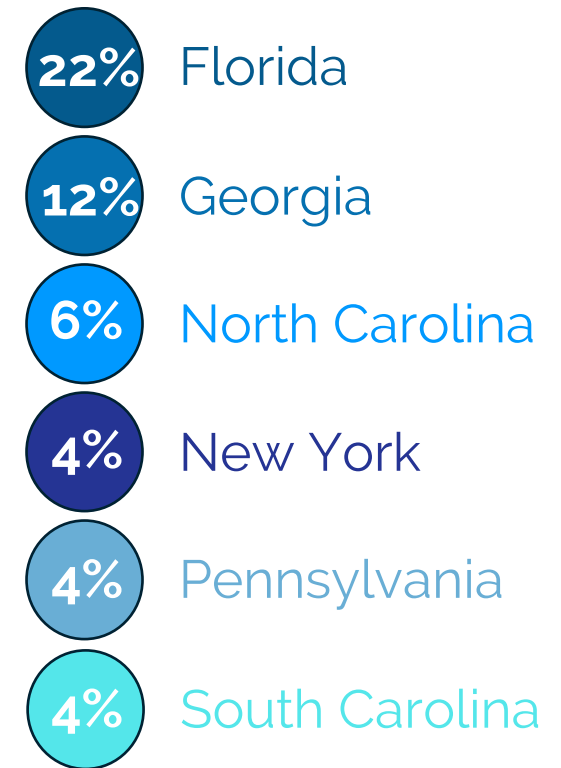
Like last year, **6%** of visitors traveled to Amelia Island from outside of the U.S.\*

\* The top international market was Canada (4%) – up 1% point from 2024.

# TOP STATES OF ORIGIN



Over **half** of visitors reside in **6** states:





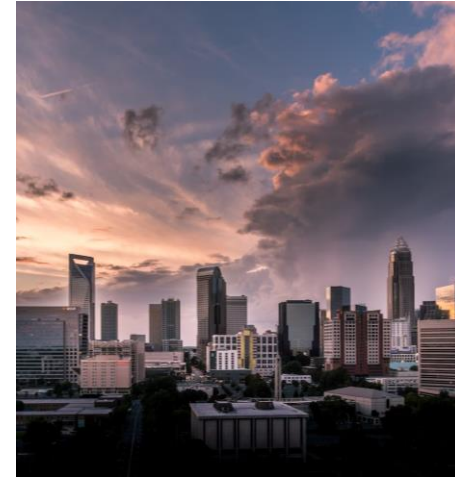
# TOP MARKETS OF ORIGIN



**14%** Jacksonville<sup>1</sup>  
(-2% points from 2024)



**4%** Atlanta  
(-1% point from 2024)



**4%** Charlotte  
(+1% point from 2024)



**4%** New York  
(-1% point from 2024)



**4%** Orlando Area  
(-2% points from 2024)



**3%** Boston  
(+1% point from 2024)

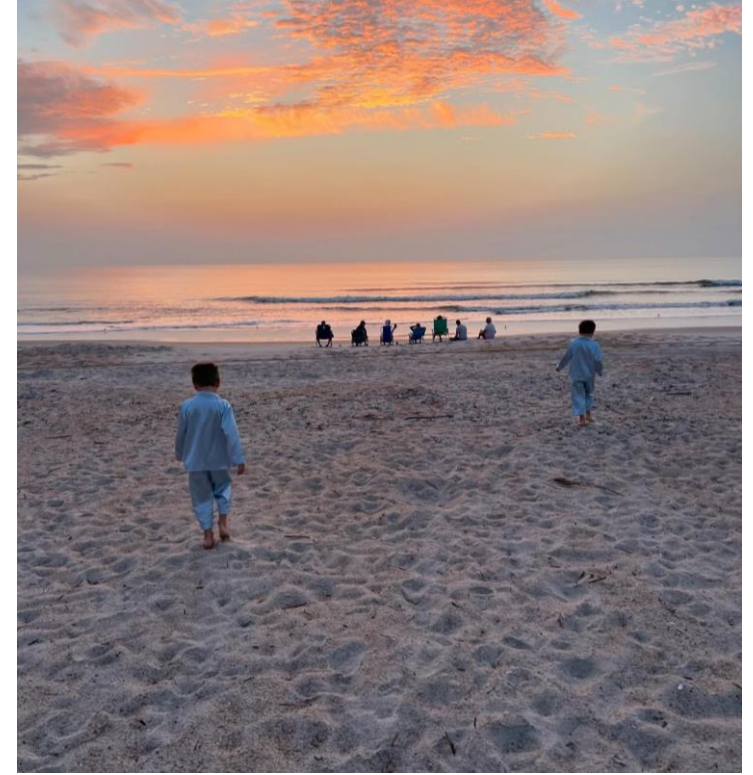
# TRAVEL PARTIES



The typical visitor traveled in a party composed of **2.7** people (+ 0.1 from 2024)



Over **half** of visitors traveled as a couple (+1% point from 2024)



**1 in 5** traveled with at least one person under the age of 18 (same as 2024)



# VISITOR PROFILE

- » The typical Amelia Island area adult visitor:
  - » Is **52** years old
  - » Has an annual household income of **\$143,750**
  - » Is White/Caucasian (**90%**)



# NEW & RETURNING VISITORS

- » Over **2 in 5** were first-time visitors to the Amelia Island area (**+1% point** from 2024)
- » **9%** of visitors were loyalists, having visited over 10 times (**-1% point** from 2024)



# VISITOR JOURNEY: TRIP EXPERIENCE



# TRANSPORTATION

- » Nearly **4 in 5** visitors drove to the Amelia Island area (**+4% points** from 2024)
- » **17%** of visitors to Amelia Island flew into the **Jacksonville International Airport** (**-3% points** from 2024)



# LENGTH OF STAY

- » Typical visitors stayed **3.5 nights** in the Amelia Island area (**+0.3 nights** from 2024)
- » Visitors staying in paid accommodations stayed an average of **4.1 nights** in the area (**+0.4 nights** from 2024)



# TOP TRAVEL/LODGING CHOICES



**51%** Hotel/Motel/Resort  
(+3% points from 2024)



**20%** Day Tripper  
(-3% points from 2024)



**14%** With Friends/Relatives  
(+1% point from 2024)



**9%** Condo/Rental House\*  
(same as 2024)



# TOP ACTIVITIES DURING VISIT\*



**76%** Restaurants  
(-2% points from 2024)



**73%** Historic Downtown  
Fernandina Beach  
(-3% points from 2024)



**62%** Beach  
(-5% points from 2024)



**57%** Shopping  
(+1% point from 2024)



# VISITING HISTORIC DOWNTOWN

- » Those who visited Historic Downtown Fernandina Beach did so an average of **2.8 times** during their stay
- » Afternoon and evening were the most common times to visit Historic Downtown
- » Nearly **all** visitors came to Historic Downtown Fernandina Beach for its dining opportunities (**+5% points** from 2024)\*



\*Multiple responses permitted.

# TOP OFF-ISLAND ACTIVITIES\*

» Like last year, the top off-island activities were visiting **restaurants/breweries** and **shopping**, each enjoyed by over **1 in 6** visitors





# TRAVEL PARTY SPENDING

- » The typical travel party spent **\$536** per day and **\$1,876** during their trip
- » The typical visitor spent **\$199** per day and **\$695** during their trip

# VISITOR JOURNEY: POST-TRIP





# VISITOR SATISFACTION

- » Nearly **all** visitors were **satisfied** with their trip to Amelia Island (78% were very satisfied)
- » Nearly **all** visitors would likely **recommend** the area to others (85% would definitely recommend the area, +18% points from 2024)
- » **97%** of visitors will likely **return** to the Amelia Island area (62% will definitely return)





# BEACH RATINGS

- » **99%** of visitors rated Amelia Island's beaches as **excellent or very good overall** (88% rated them as excellent)
- » **Nearly all** visitors rated the **cleanliness** of Amelia Island's beaches as **excellent or very good** (97% rated it as excellent)

# WHY VISITORS CHOSE AMELIA ISLAND\*



*"Amelia Island is quiet, family-friendly, and affordable."*



*"We wanted a destination with good golf and a resort feel."*



*"Jekyll Island was too chill and St. Augustine was too busy. Amelia Island is the perfect in-between!"*



\*Open-ended responses.  
Based on visitors traveling for leisure.



# DETAILED FINDINGS



# VISITOR JOURNEY: ECONOMIC IMPACT



# TOURISM SNAPSHOT: METRICS

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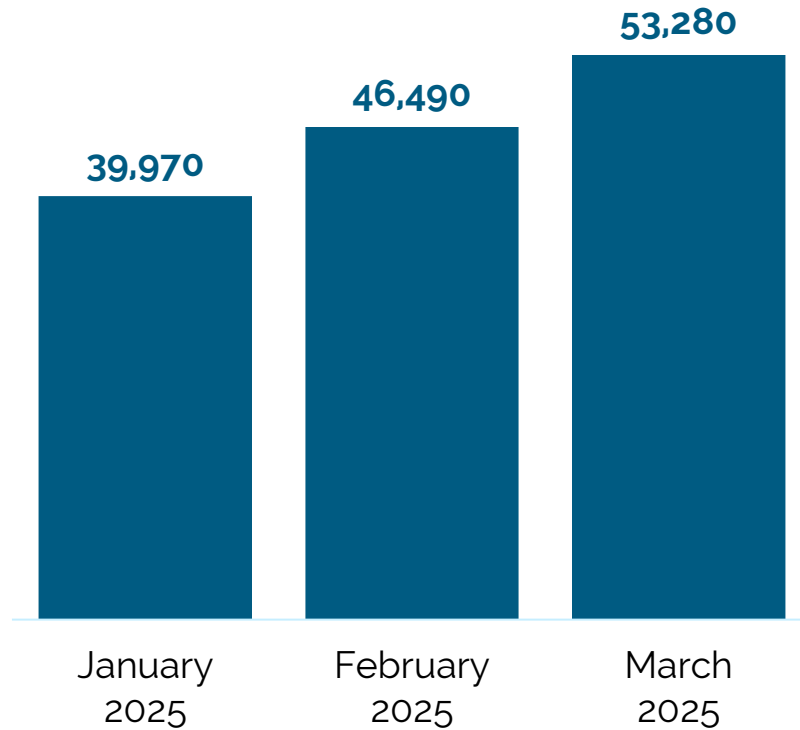
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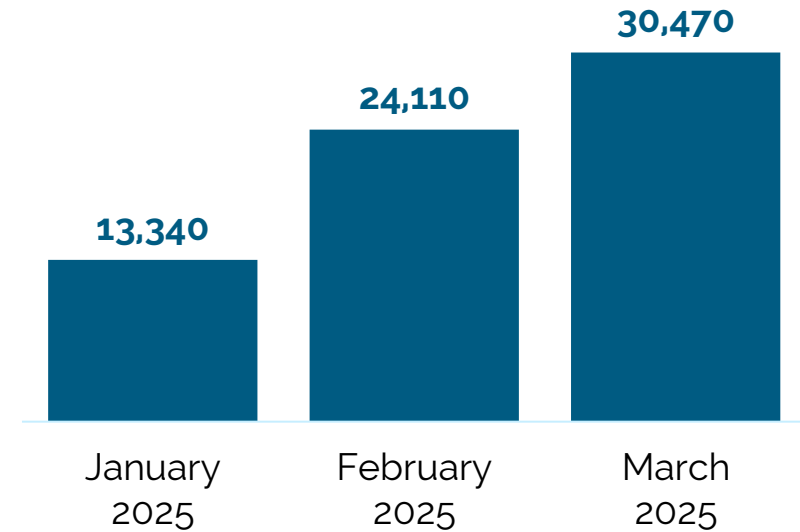


# MONTHLY ROOM NIGHTS\*

Hotel Room Nights



Vacation Rental Room Nights



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

# MONTHLY VISITOR COUNTS

Accommodation Type	January Visitors	February Visitors	March Visitors
Hotel/motel/resort	31,830	39,790	44,810
Vacation rental	4,880	9,210	10,780
Non-paid accommodations*	10,420	13,020	14,660
Day tripper	12,270	15,350	17,280
<b>Total</b>	<b>59,400</b>	<b>77,370</b>	<b>87,530</b>

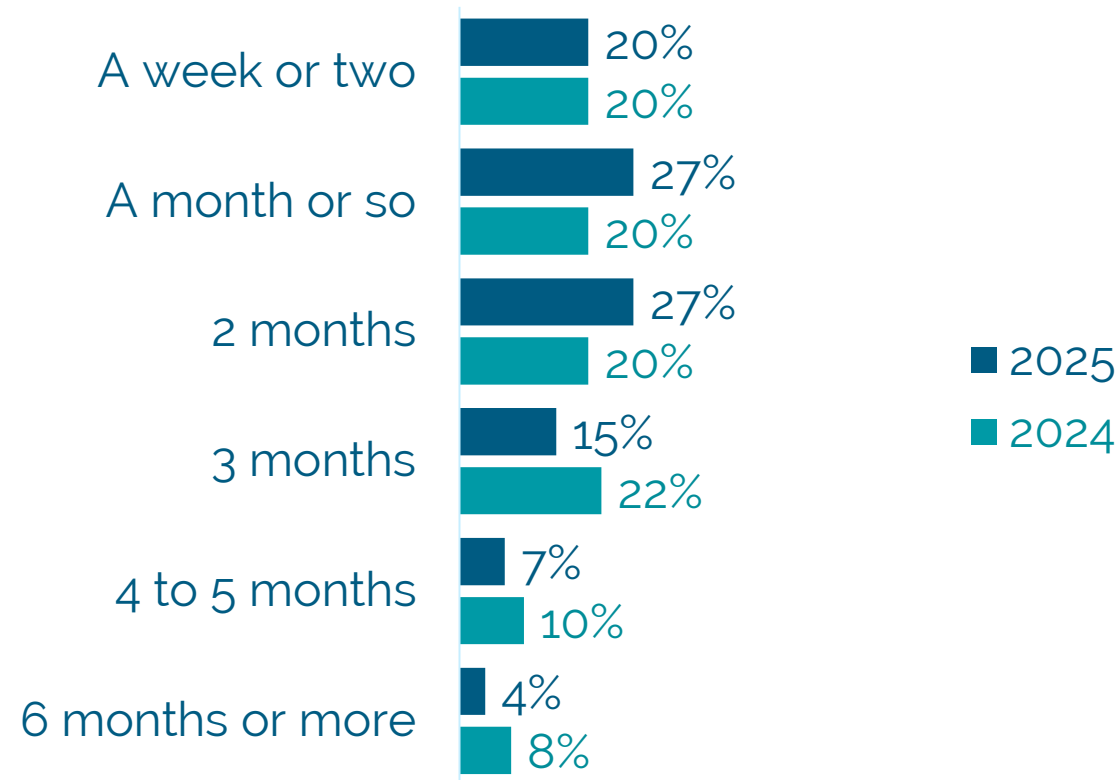
# VISITOR JOURNEY: PRE-VISIT





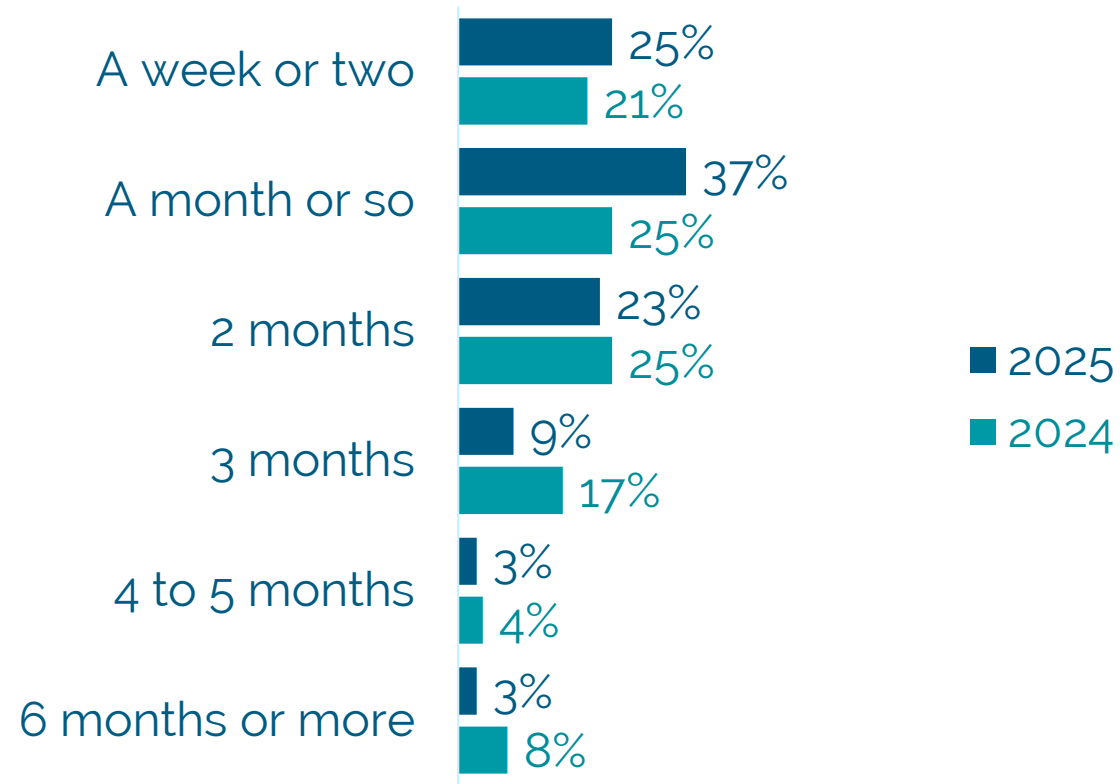
# TRIP PLANNING CYCLE\*

Average planning cycle: **56 days**  
**(-11 days from 2024)**



# TRIP BOOKING CYCLE\*

Average booking cycle: **46 days**  
**(-14 days from 2024)**



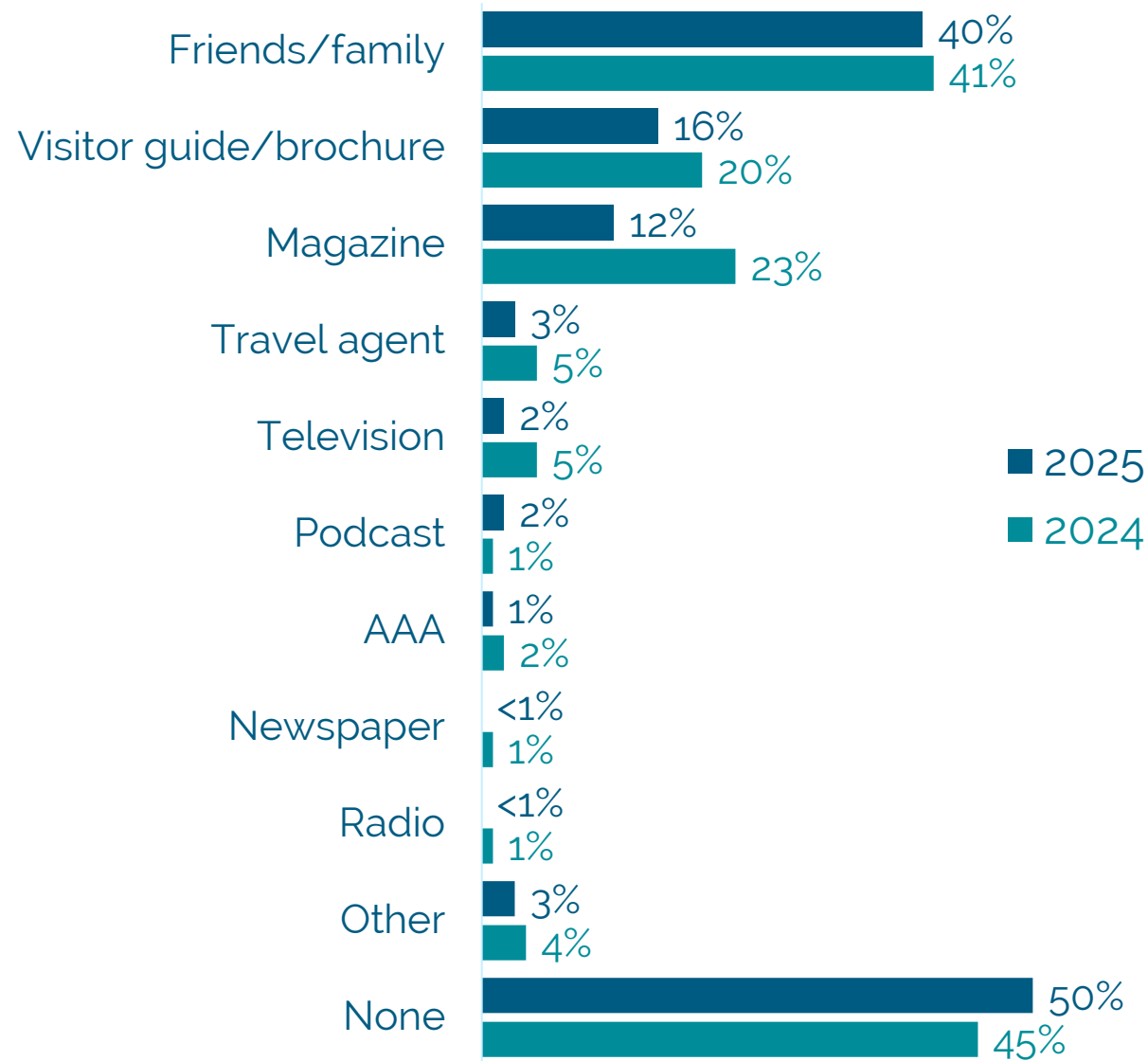
# ONLINE TRIP PLANNING SOURCES\*

Online Planning Source	2024	2025
Airbnb, Vrbo, etc.	36%	30%
Amelia Island social media	9%	27%
Review website/app	21%	27%
Hotel websites/apps	20%	26%
Personal social media	4%	20%
Online travel agency	12%	19%
Online travel reviews, blogs, stories	10%	8%
Amelialand.com	12%	6%
Restaurant websites/apps	6%	5%
Mapping websites	6%	3%
Video streaming services	3%	2%
Airline websites/apps	5%	2%
Rental car websites/apps	2%	1%
Music streaming services	2%	1%
Amelia Island rental companies	3%	1%
Amelia Island mobile app	1%	<1%
ChatGPT or other AI program	<1%	<1%
Accessibility travel resource sites	1%	<1%
Other	5%	3%
None	32%	18%

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

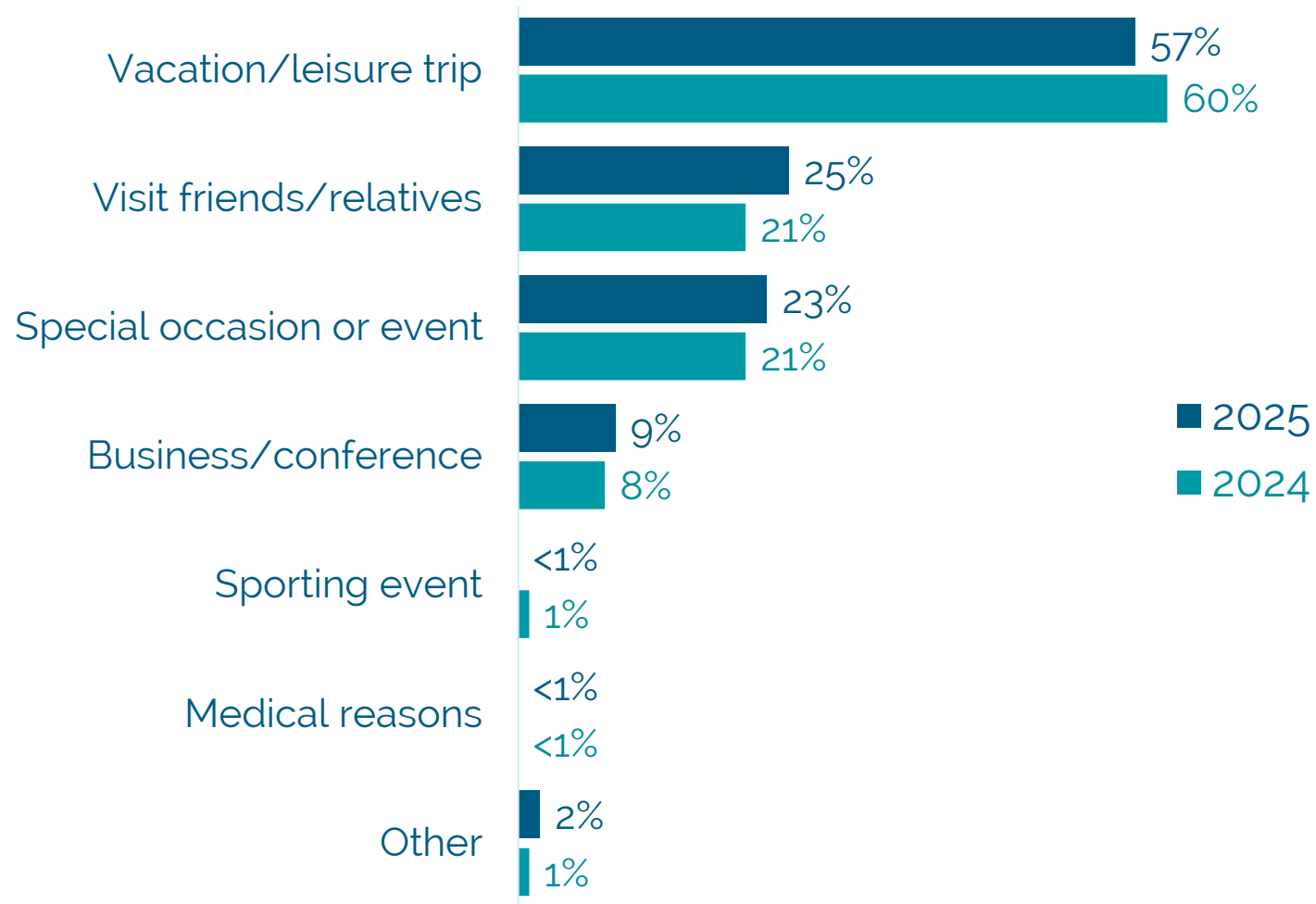


# OTHER TRIP PLANNING SOURCES\*



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

# REASONS FOR VISITING\*



# DETAILED REASONS FOR VISITING\*

Main Reasons for Visiting	2024	2025
Beach trip	47%	45%
History	14%	22%
Shopping	17%	17%
Foodie/culinary	9%	10%
Wedding/honeymoon	6%	9%
Festival	11%	6%
Girls/guys trip	8%	5%
Nature, bird watching, eco tours, etc.	4%	5%
Conference/convention/trade show	5%	5%
Company/government business	3%	4%
Reunion	1%	3%
Birthday/anniversary	1%	3%
Golf or tennis	1%	1%
Water sports	4%	1%
Biking, hiking, running, etc.	3%	1%
Art galleries, museums, cultural events	2%	1%
Breweries/distilleries	1%	1%
Concert	<1%	<1%
Performing arts	<1%	<1%

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

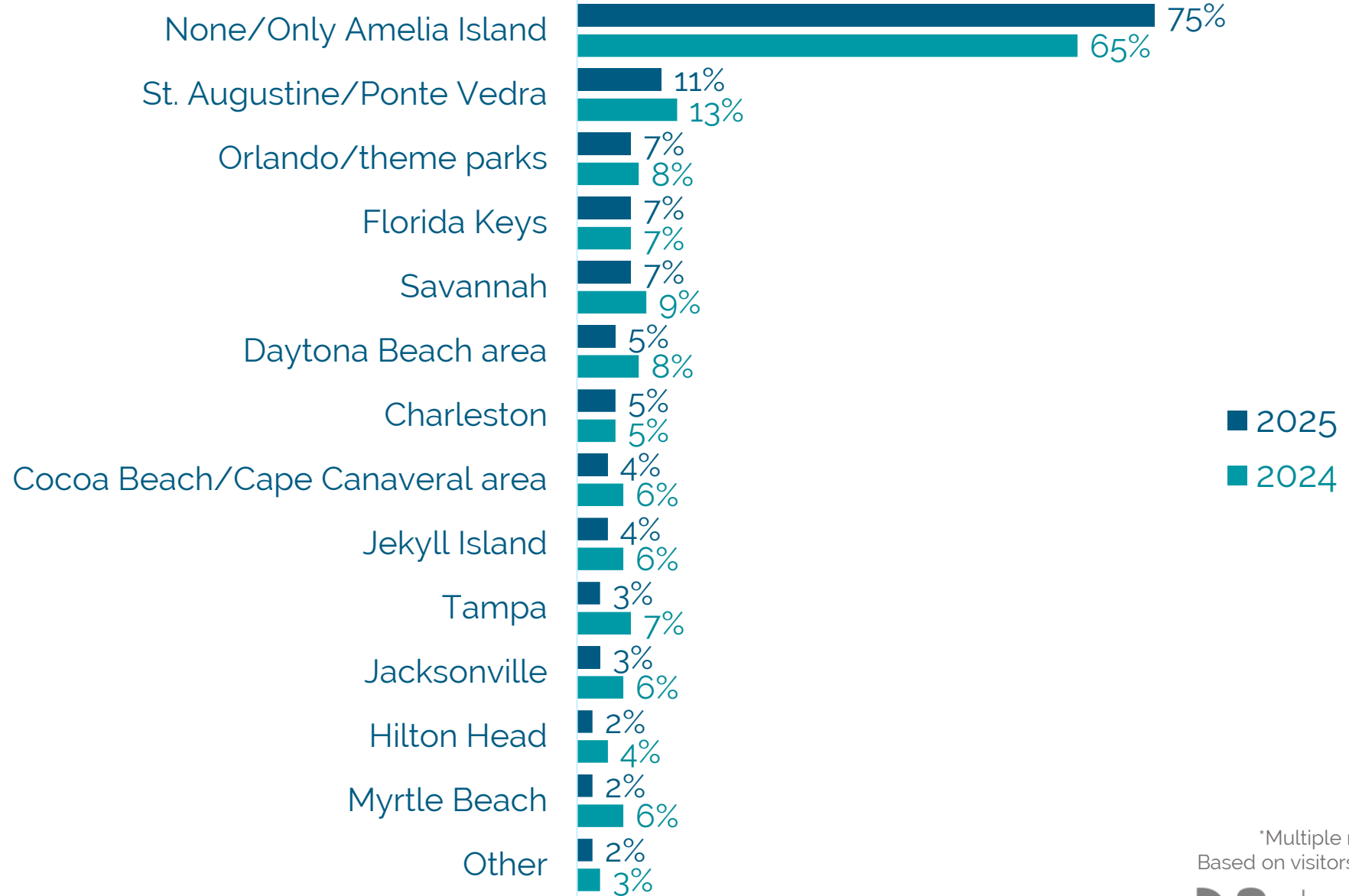


# OPEN-ENDED REASONS FOR VISITING\*



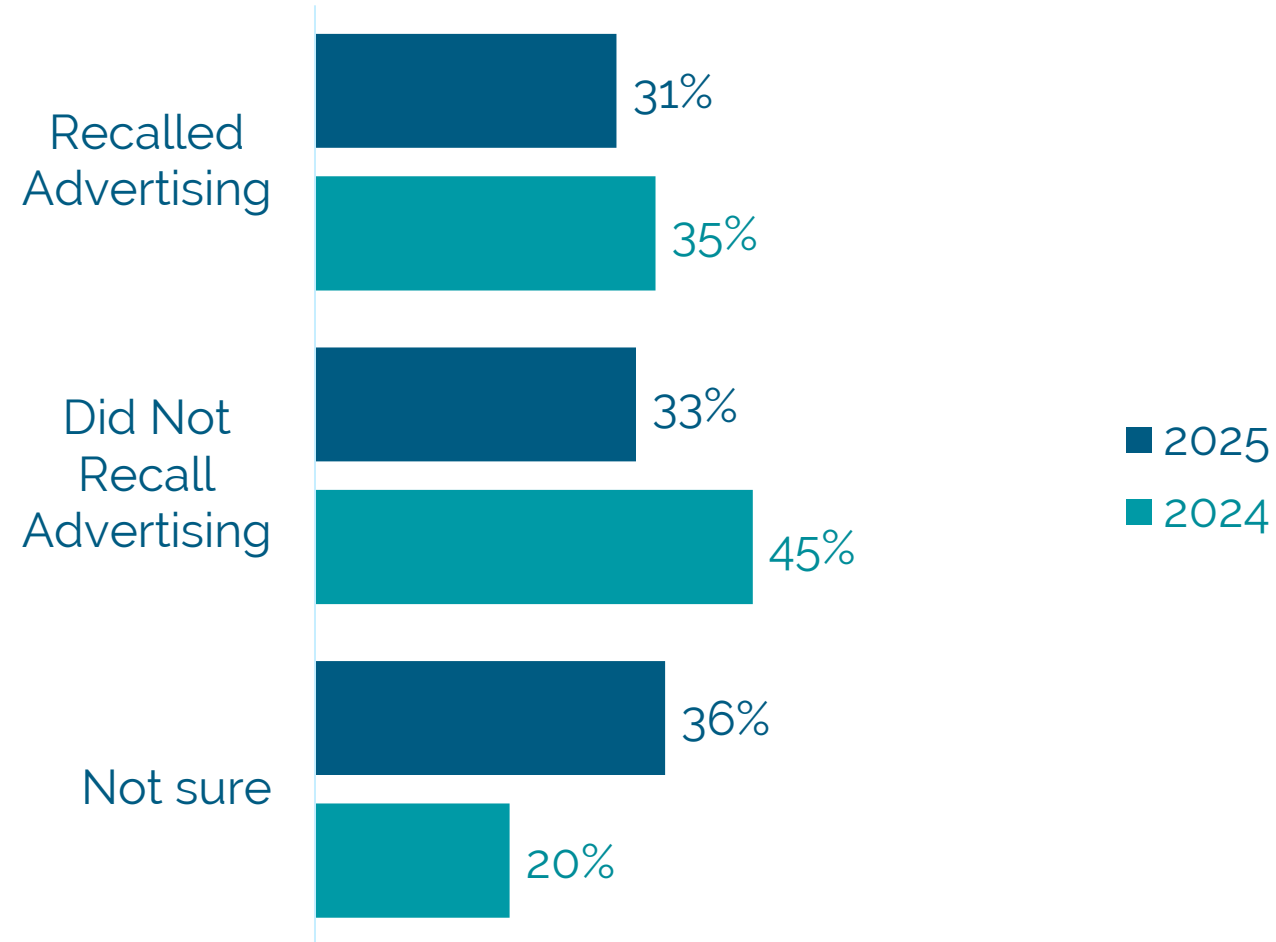
- » “Amelia Island is quiet, family-friendly, and affordable.”
- » “We love how there’s just so much to do besides spend money!”
- » “Visually superb.”
- » “We love how quiet, laid-back, and relaxing it is.”
- » “We wanted a destination with good golf and a resort feel.”
- » “The sun is glorious here. We went from snow to 80 degrees!”
- » “Here, you have beaches, history, nature, and sophistication working harmoniously together. It’s unlike anywhere else.”
- » “Jekyll Island was too chill and St. Augustine was too busy. Amelia Island is the perfect in-between!”

# OTHER DESTINATIONS CONSIDERED\*



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

# ADVERTISING RECALL\*





# ADVERTISING SOURCES\*

Advertisements influenced **9%** of **all leisure visitors** to visit the Amelia Island area (**-5% from 2024**).

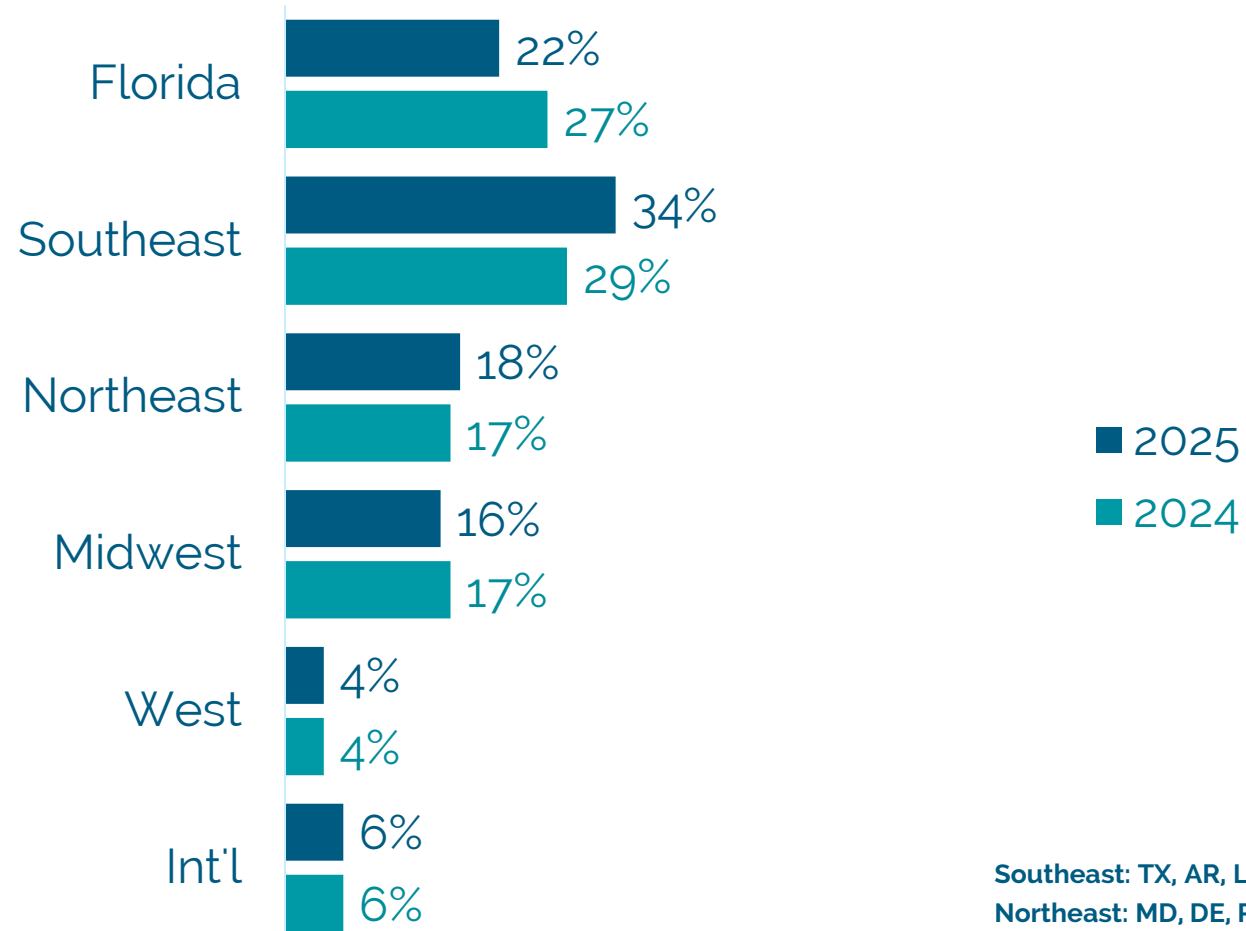
Advertising Source	2024	2025
Amelia Island's social media	12%	14%
Online article	11%	12%
Magazine article	16%	11%
Ad on a website	7%	11%
Travel/visitor guide	11%	9%
Magazine ad	9%	8%
Traveler reviews/blogs	7%	8%
Personal social media	5%	8%
Television	6%	4%
Deal-based promotion	4%	3%
Video streaming services	2%	2%
Billboard	1%	1%
Podcast	1%	1%
Weather app	2%	1%
Rental agency/other booking website	1%	1%
Newspaper	1%	1%
AAA	1%	1%
Music streaming services	<1%	<1%
Radio	<1%	<1%
Other	3%	2%

\*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

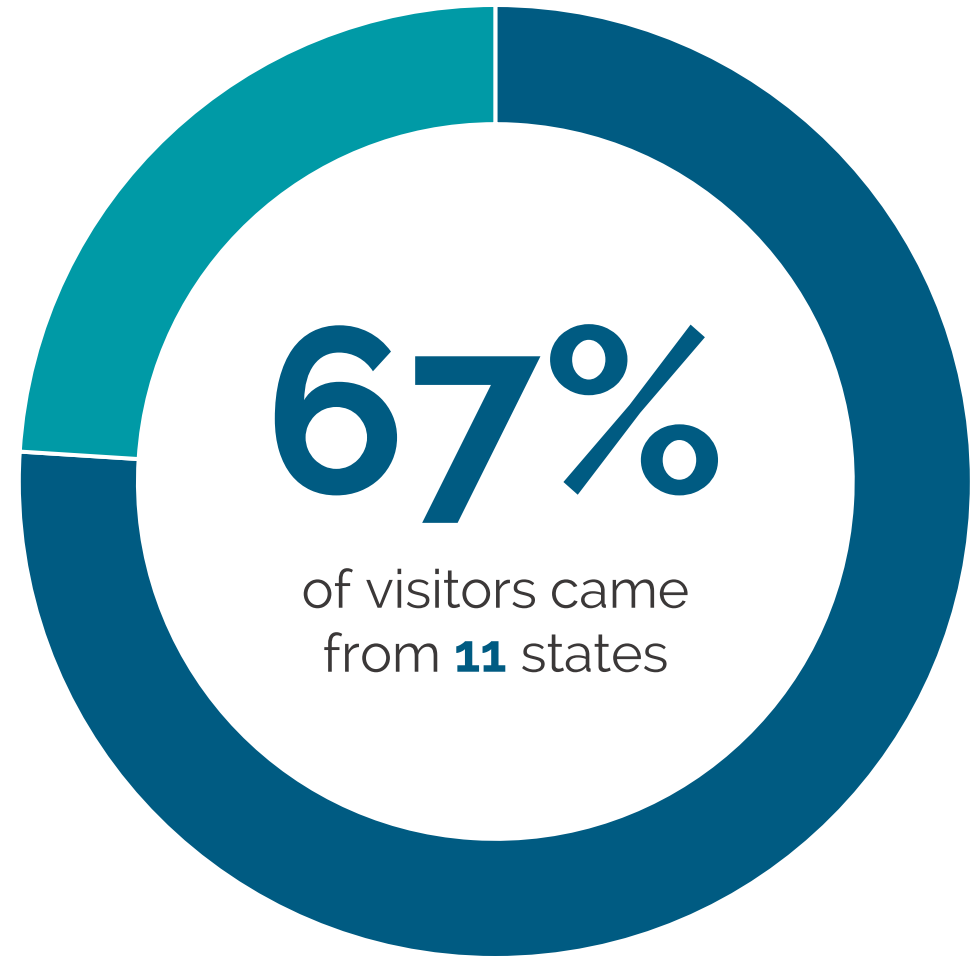
West: WA, OR, CA, NV, ID, MT, WY, CO, UT, AZ, NM, AK, HI

\* The top international market was Canada (4%; +1% point from 2024)



# TOP ORIGIN STATES

State	2024	2025
Florida	27%	22%
Georgia	10%	12%
North Carolina	5%	6%
New York	5%	4%
Pennsylvania	7%	4%
South Carolina	2%	4%
Massachusetts	2%	3%
Michigan	4%	3%
Ohio	2%	3%
Tennessee	3%	3%
Virginia	2%	3%



# TOP ORIGIN MARKETS

## Top Origin Markets – All Visitors

Market	2024	2025
Jacksonville*	16%	14%
Atlanta	5%	4%
Charlotte	3%	4%
New York	5%	4%
Orlando-Daytona Beach-Melbourne	6%	4%
Boston	2%	3%
Chicago	2%	2%
Miami-Fort Lauderdale	2%	2%
Philadelphia	4%	2%
Savannah	2%	2%
Tampa-St. Petersburg	2%	2%
Washington, DC-Hagerstown	2%	2%
West Palm Beach-Ft. Pierce	2%	2%

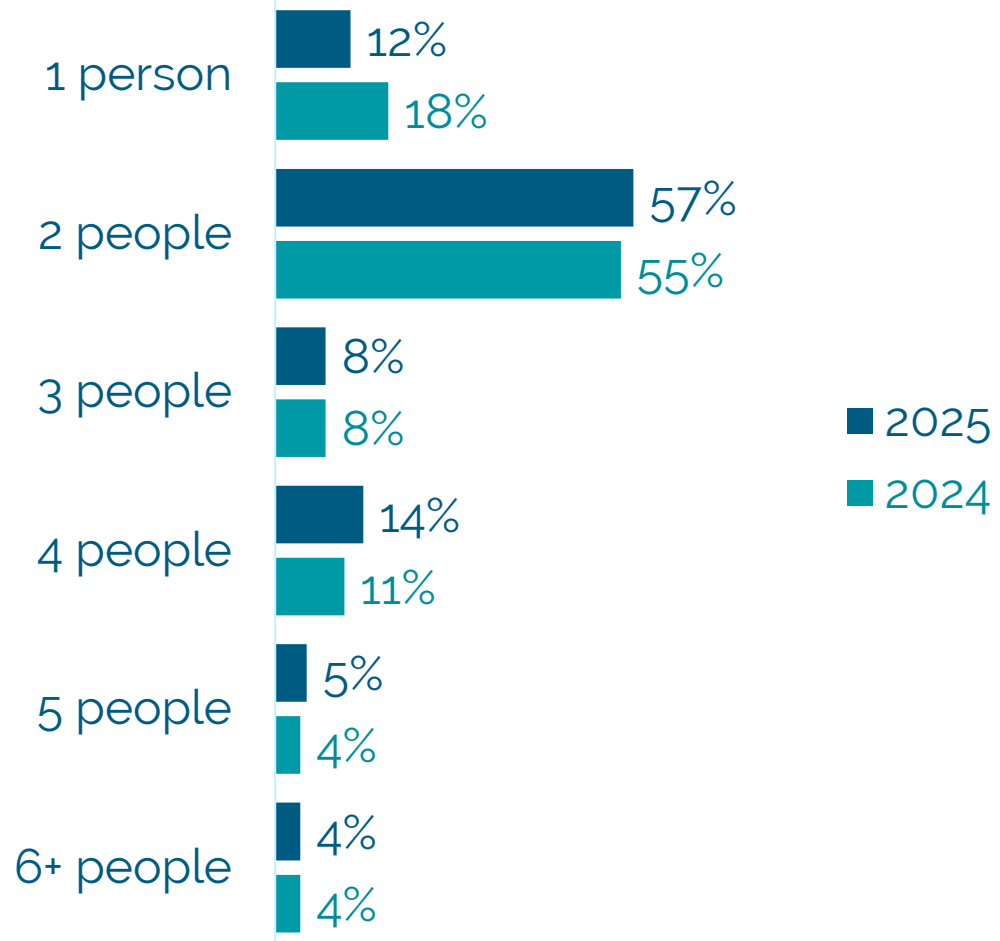
## Top Origin Markets – Overnight Visitors

Market	2024	2025
Atlanta	6%	5%
New York	7%	5%
Charlotte	4%	4%
Jacksonville*	5%	4%
Orlando-Daytona Beach-Melbourne	6%	4%
Boston	2%	3%
Washington, DC-Hagerstown	2%	3%
Baltimore	1%	2%
Chicago	2%	2%
Miami-Fort Lauderdale	2%	2%
Minneapolis-Saint Paul	2%	2%
Philadelphia	4%	2%
Tampa-St. Petersburg	3%	2%
West Palm Beach-Ft. Pierce	2%	2%

\*Includes Jacksonville, FL and Brunswick, GA.

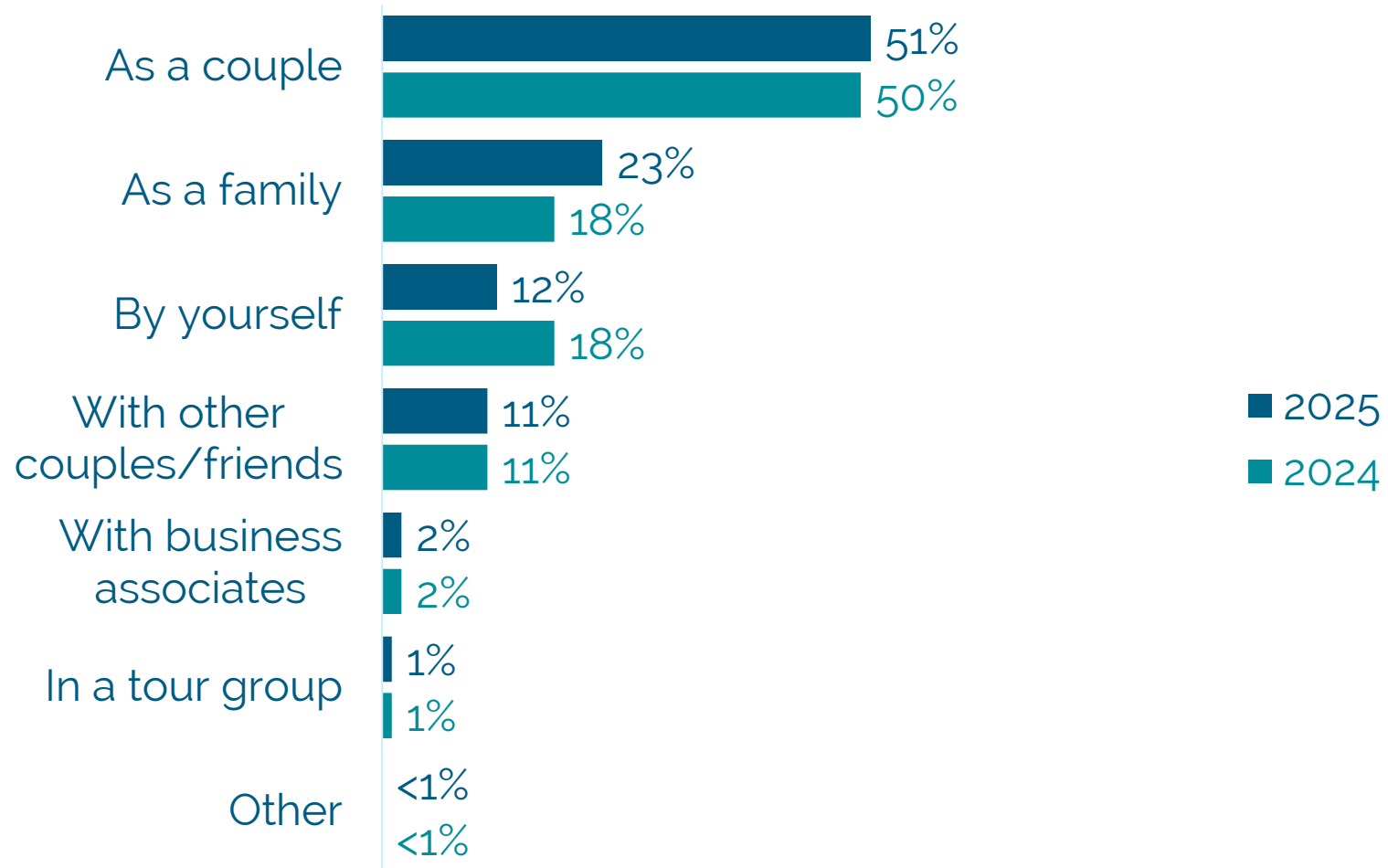
# TRAVEL PARTY SIZE

Average travel party size: **2.7**  
(+0.1 from 2024)

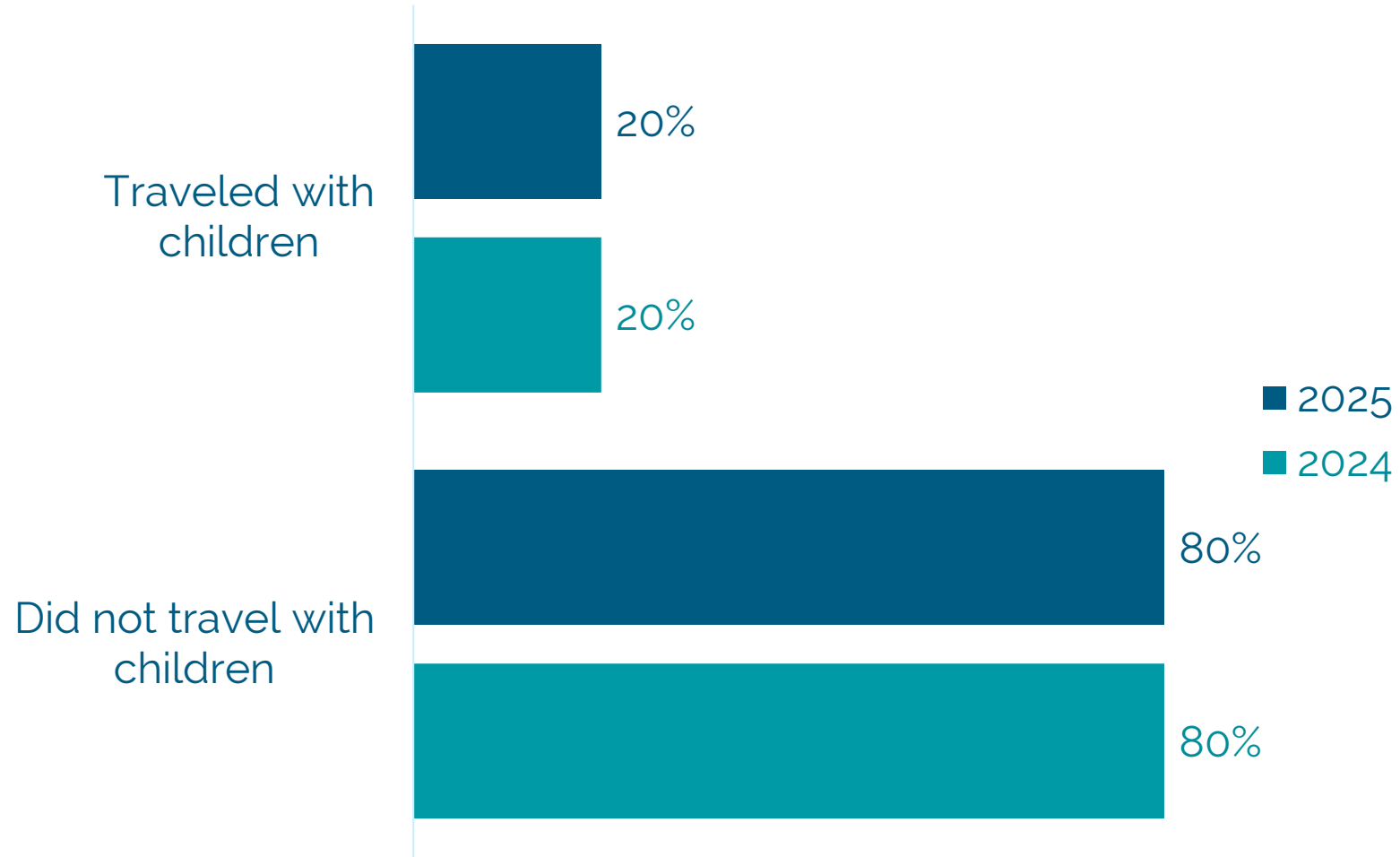




# TRAVEL PARTY TYPE

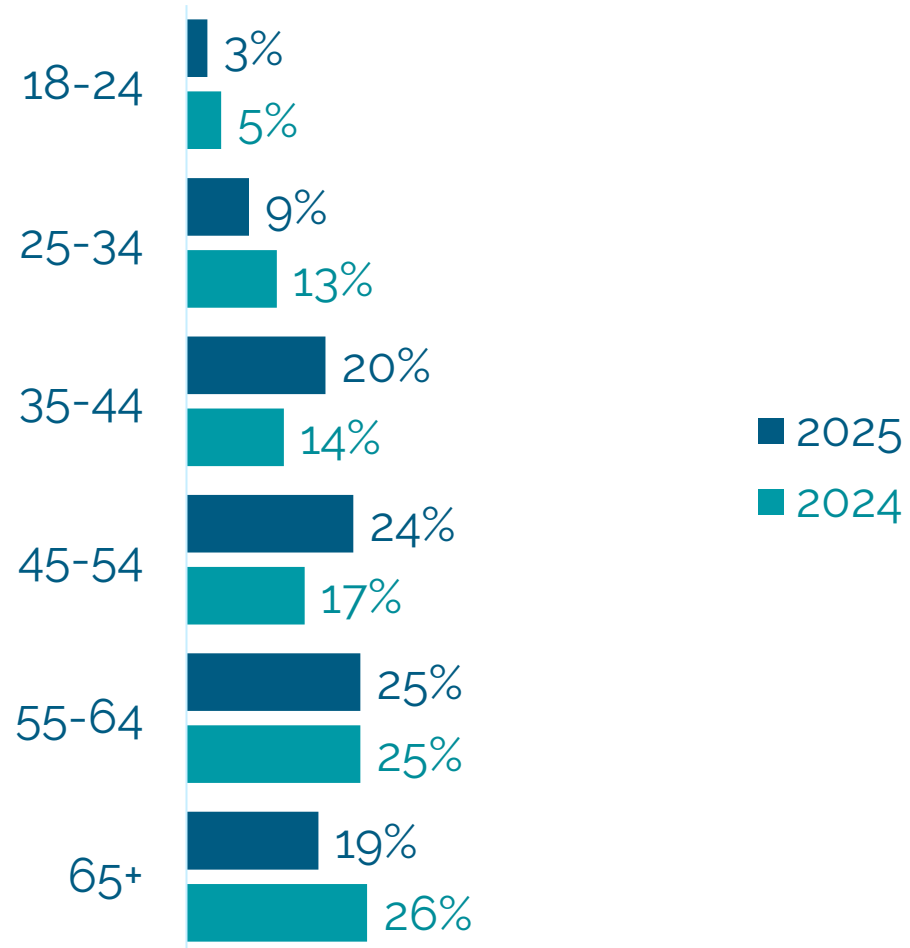


# TRAVELED WITH CHILDREN



# AGE

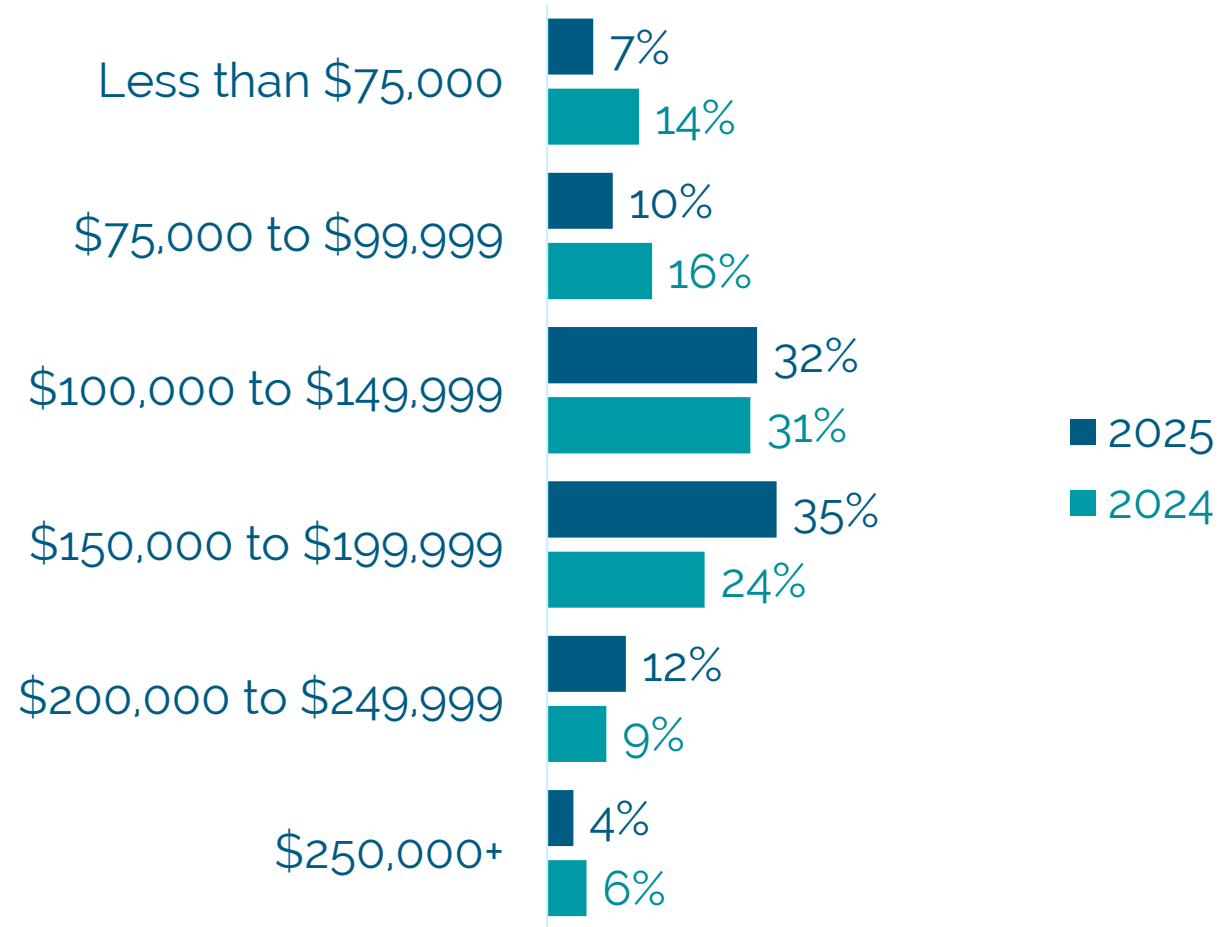
Median age: **52**  
(-2.4 years from 2024)



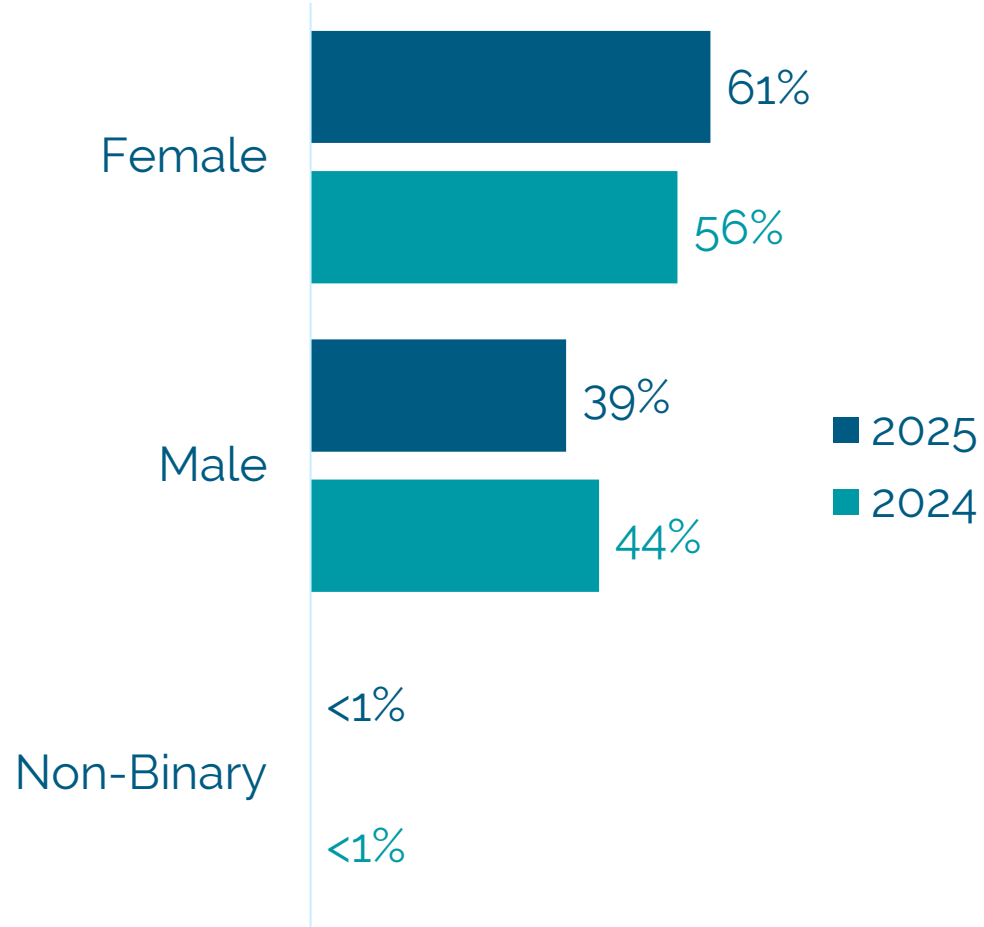


# HOUSEHOLD INCOME

Median household income: **\$143,750**  
(+\$12,490 from 2024)

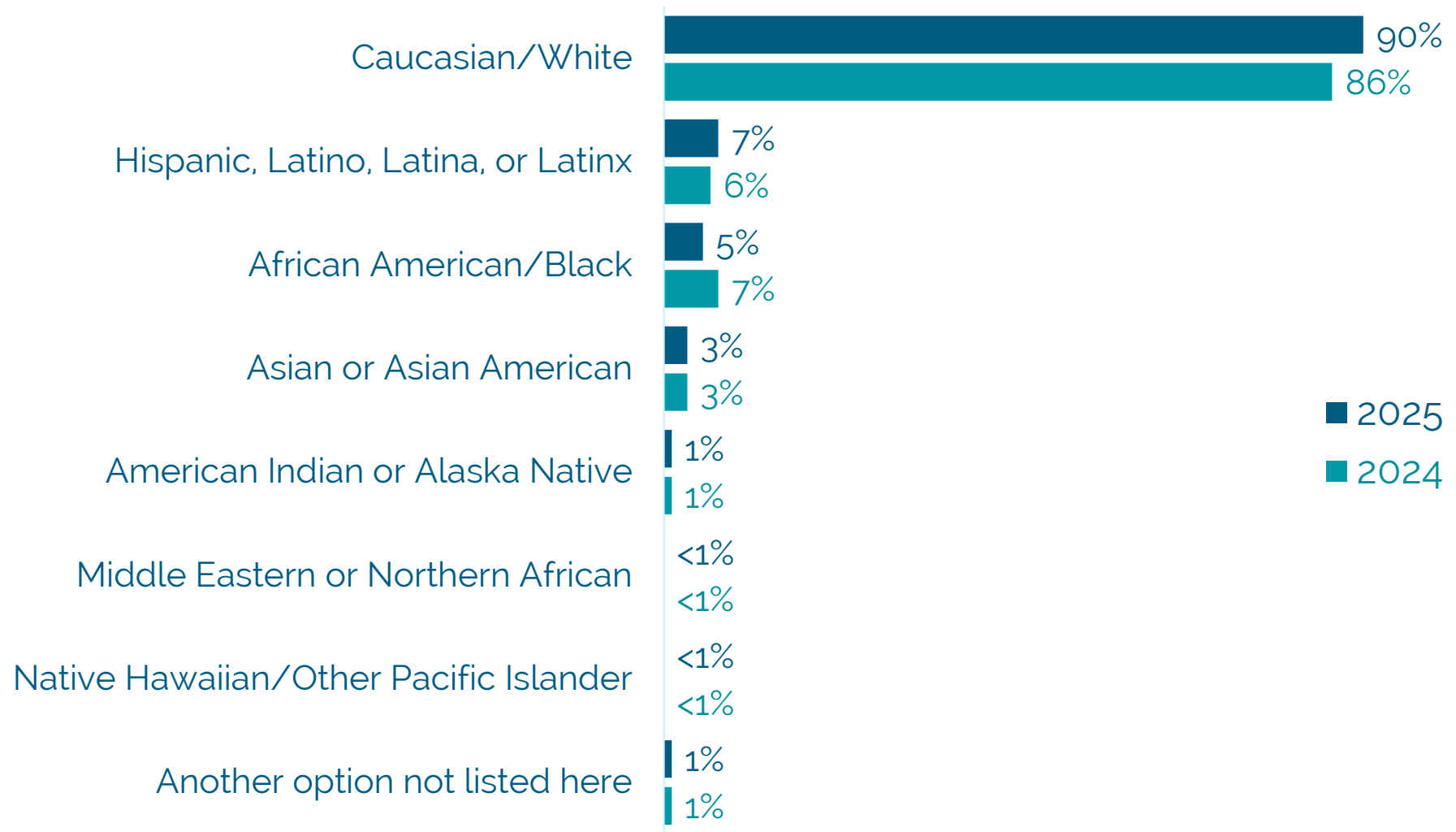


# GENDER\*

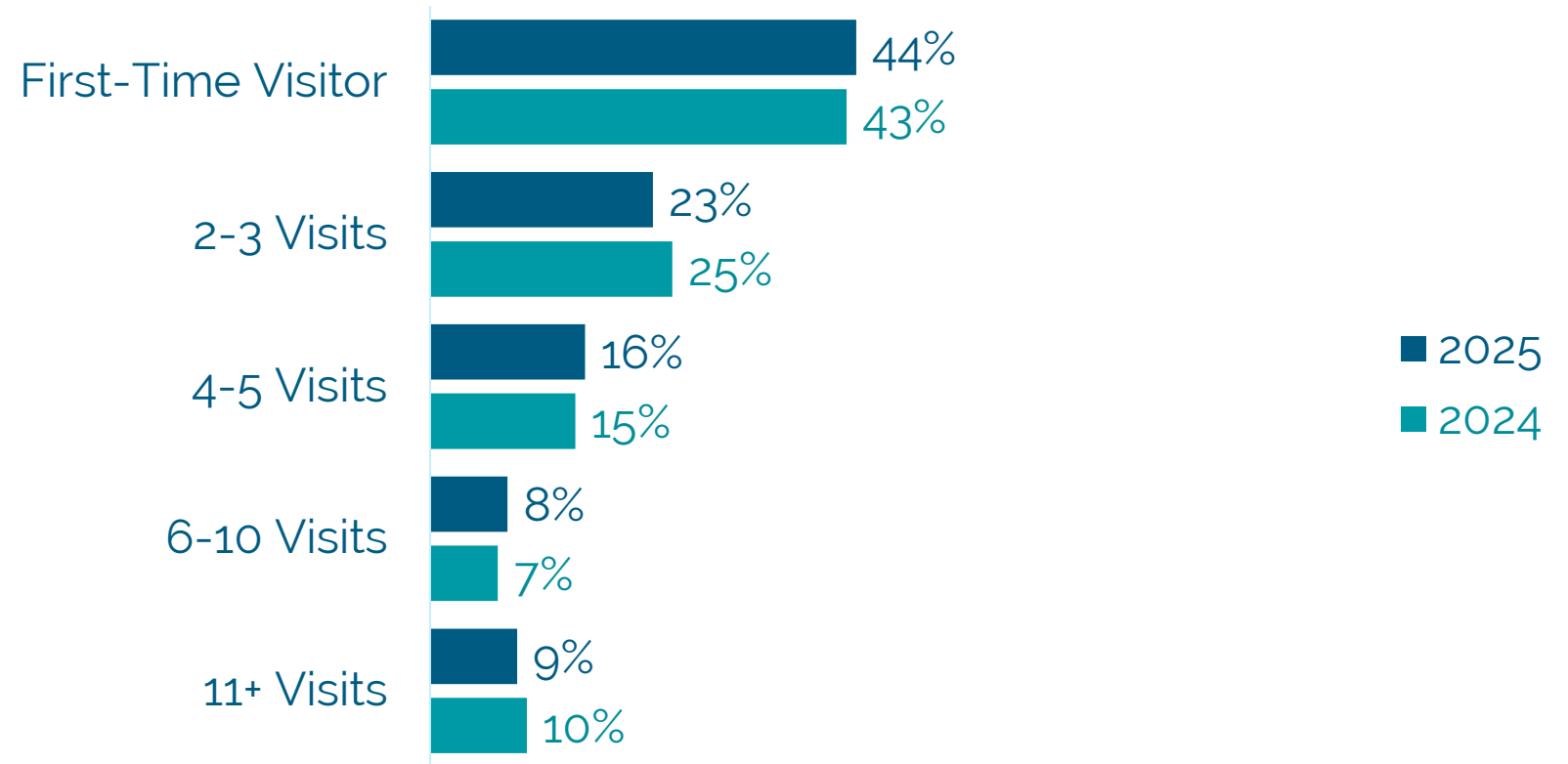


\*Gender of member of travel party interviewed.  
May be influenced by visitors' willingness to complete a survey.

# RACE\*



# NEW & RETURNING VISITORS

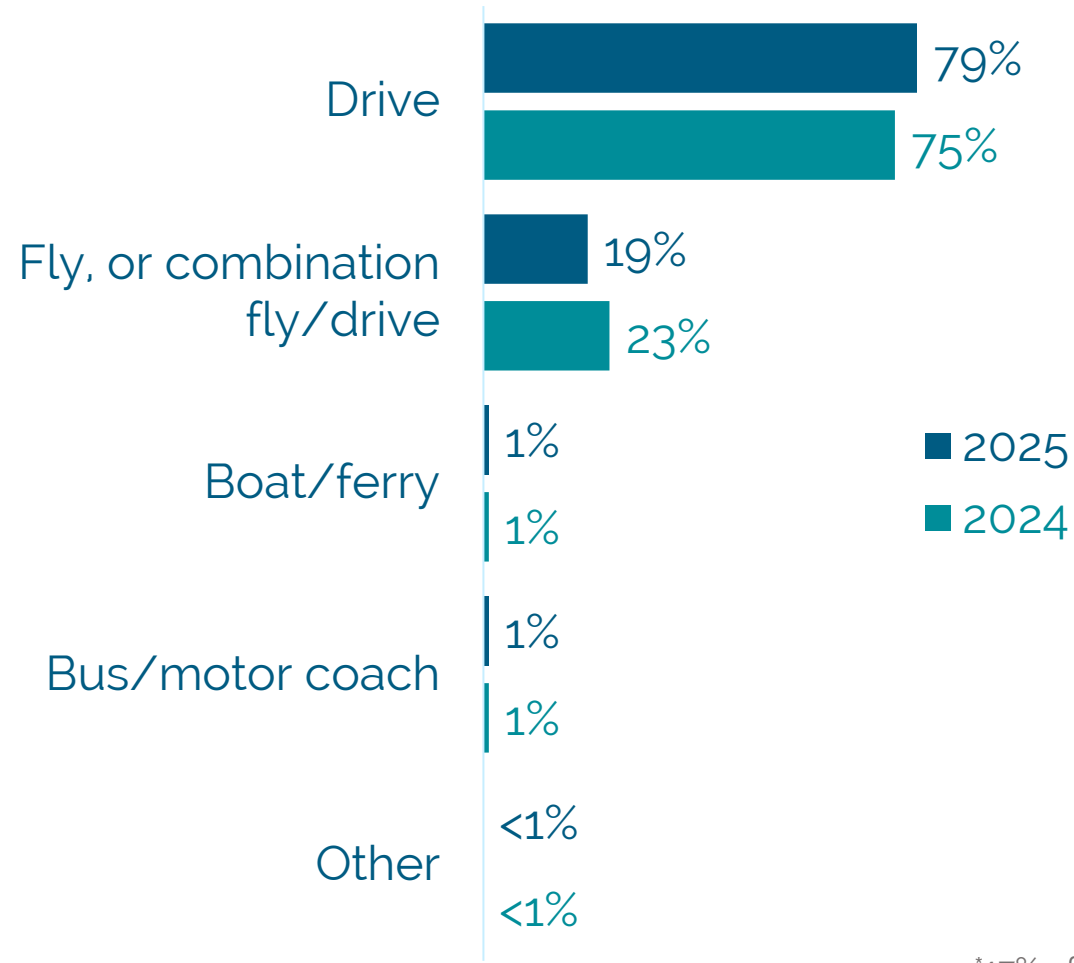




# VISITOR JOURNEY: TRIP EXPERIENCE

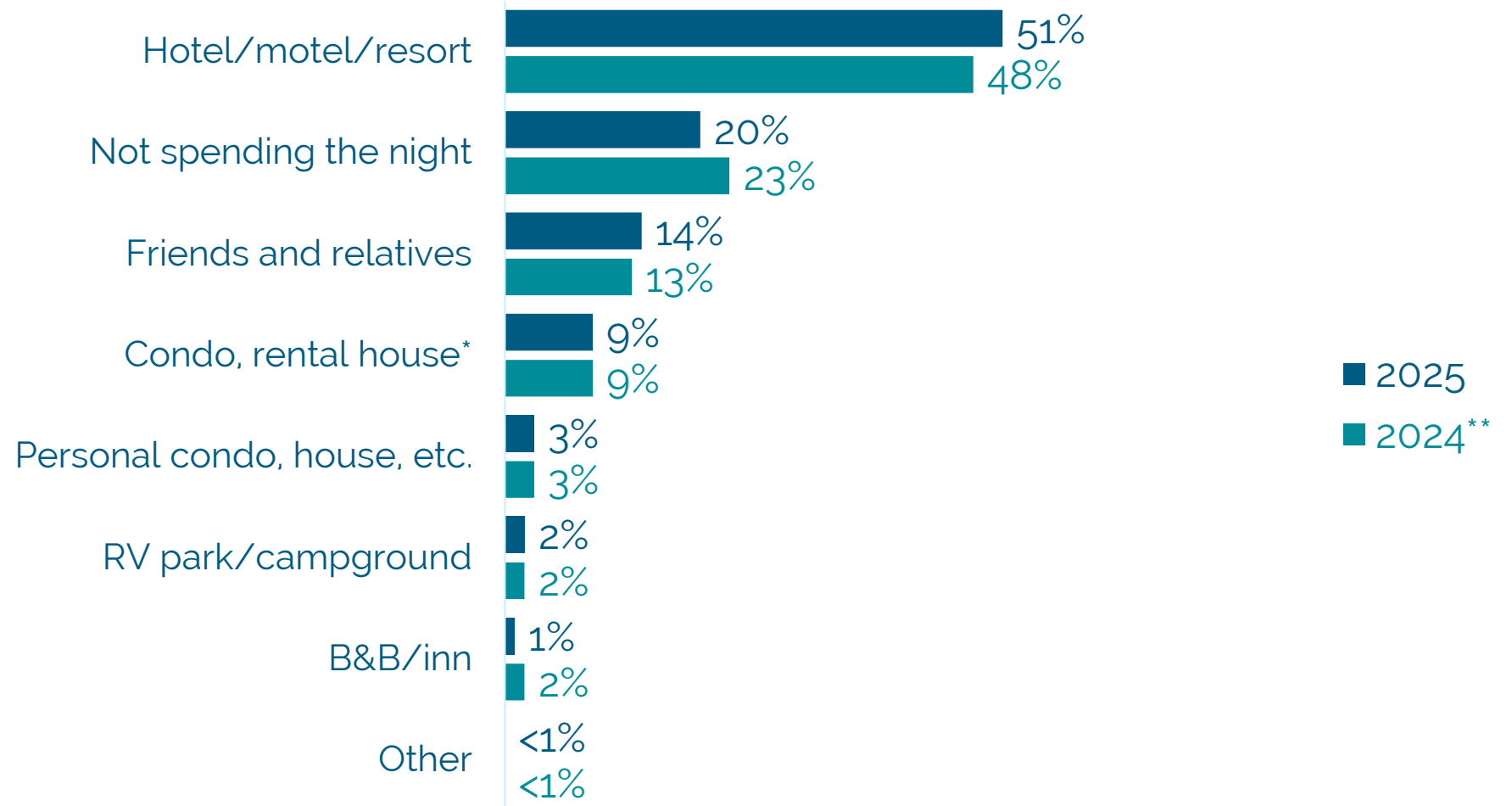


# TRANSPORTATION



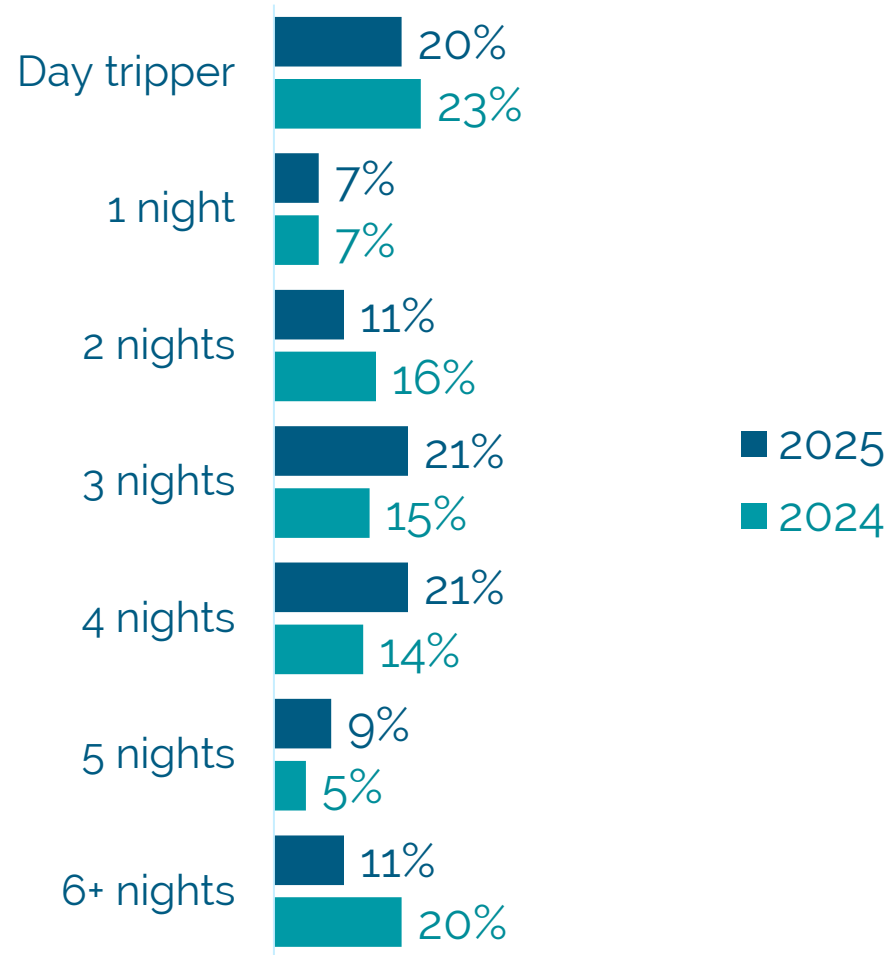
\*17% of all visitors used the Jacksonville International Airport (-3% from 2024).

# ACCOMMODATIONS



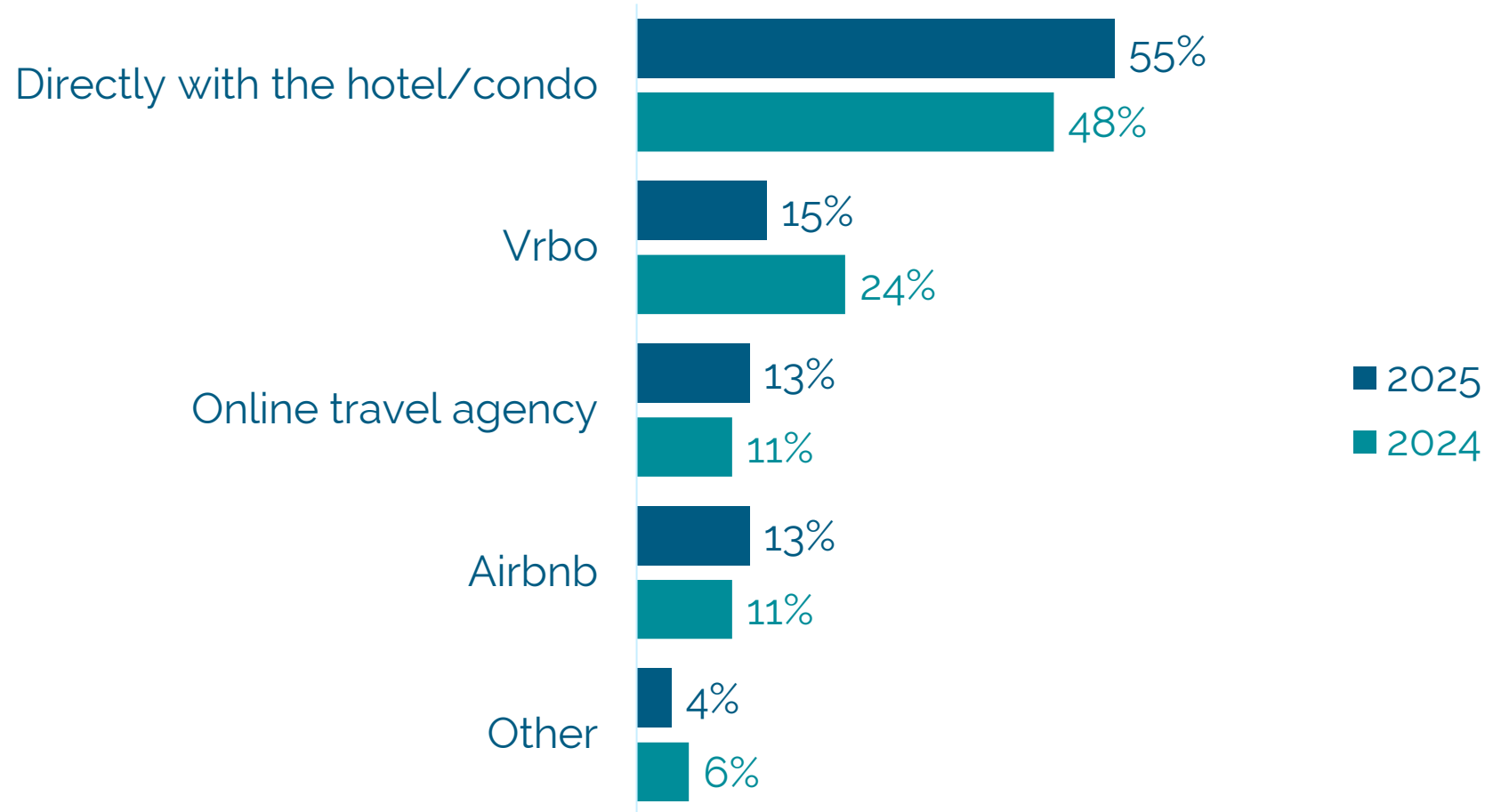
# NIGHTS STAYED

Average nights stayed (all visitors): **3.5 (+0.3 from 2024)**  
Average nights stayed (paid visitors): **4.1 (+0.4 from 2024)**





# ACCOMMODATION BOOKING

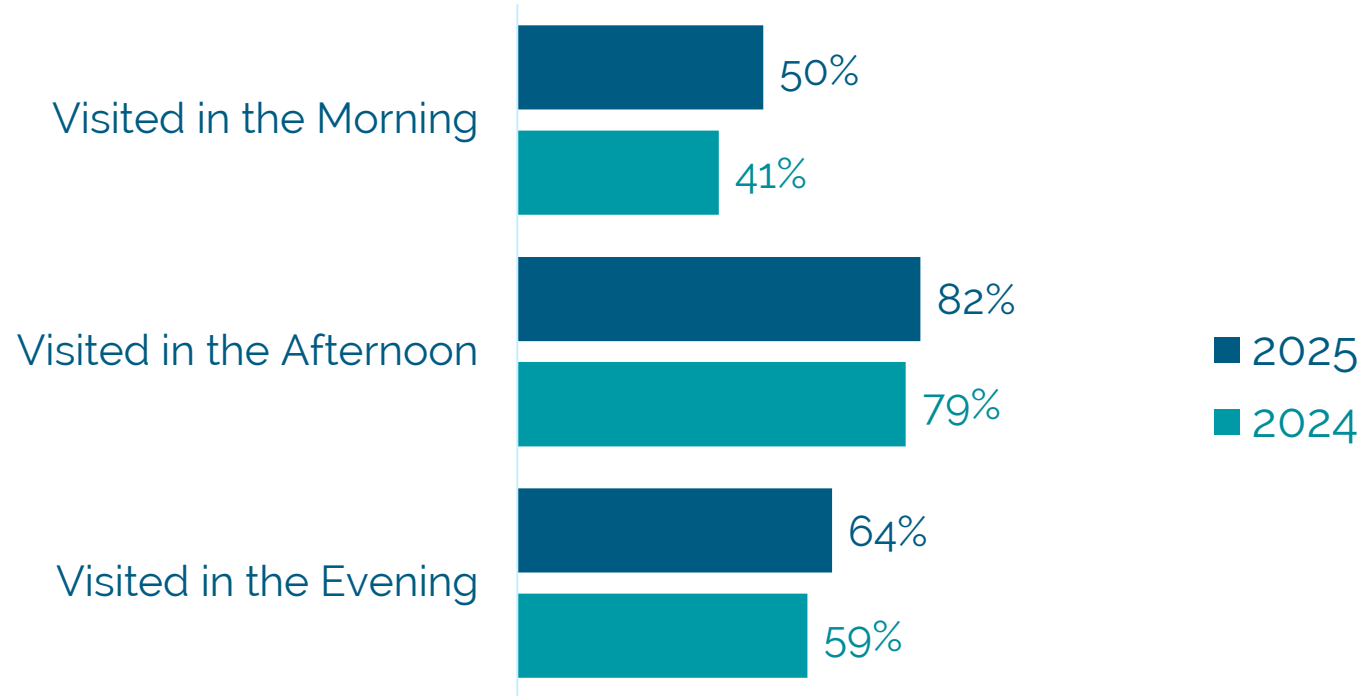


# VISITOR ACTIVITIES\*

Activity	2024	2025
Dining out	78%	76%
Historic Downtown Fernandina Beach	76%	73%
Beach	67%	62%
Shopping	56%	57%
Visit friends/relatives	21%	31%
Attractions	23%	25%
Farmers market	14%	20%
Biking, hiking, running, etc.	13%	18%
Family time	17%	16%
State parks	16%	13%
Bars, nightclubs	17%	12%
Golf or tennis	5%	7%
Art galleries, museums	11%	7%
Business meetings/conferences	8%	7%
Water sports	9%	6%
Special events	7%	4%
Attend/participate in a sporting event	1%	3%
Spas	2%	2%
Horseback riding	1%	1%
Other	1%	2%

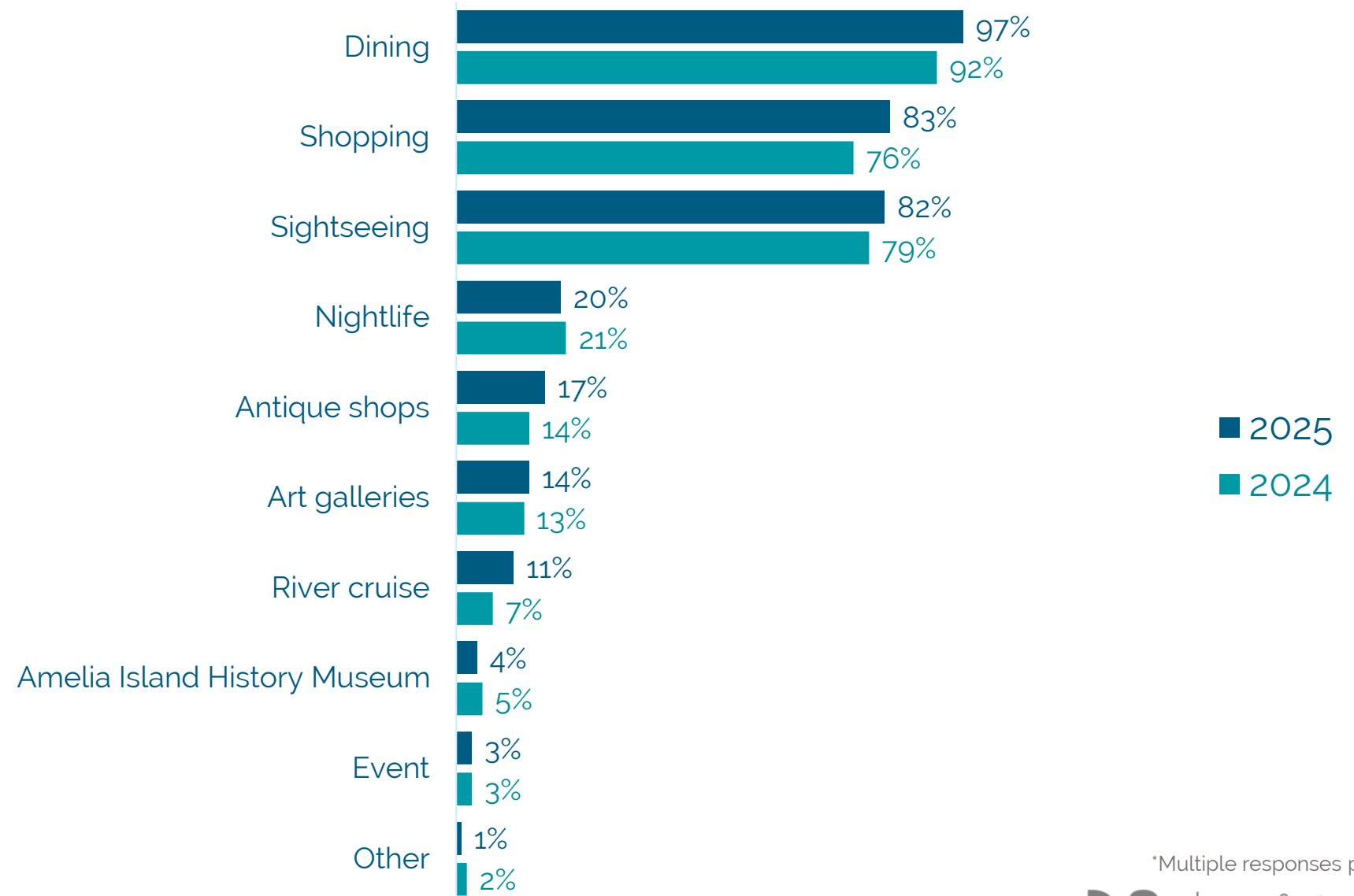
# VISITING HISTORIC DOWNTOWN\*

Average visits per trip: **2.8**  
(-0.5 from 2024)



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

# REASON FOR VISITING HISTORIC DOWNTOWN\*



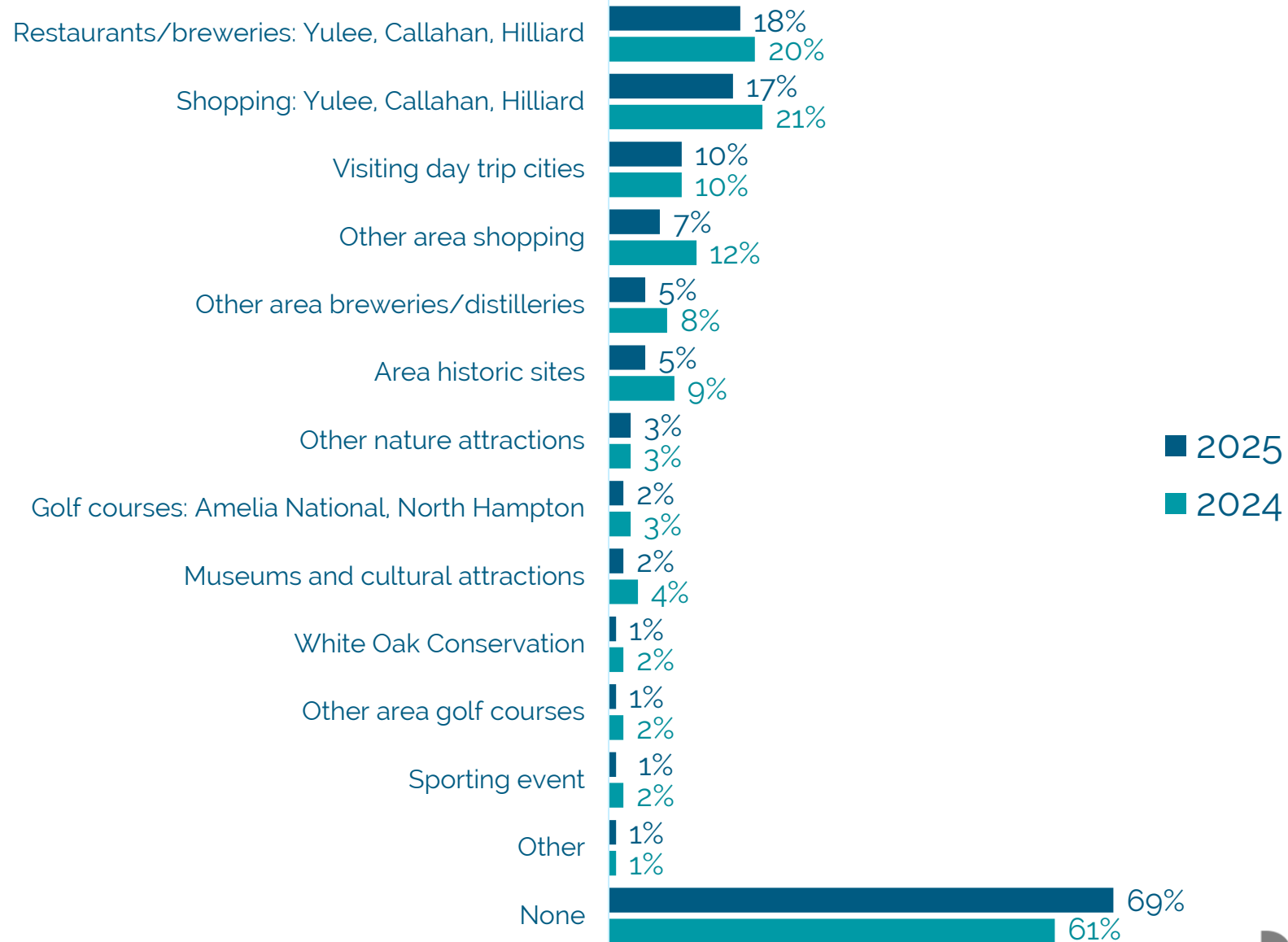


# AREAS FOR IMPROVEMENT: DOWNTOWN\*



- » More kids' stores and activities for kids
- » More activities for teens
- » More parking and public restrooms
- » More benches
- » Transportation to and from nearby hotels
- » However, visitors love the pocket park, memorial benches, flowers, and pet friendliness.

# OFF-ISLAND ACTIVITIES\*



# TRAVEL PARTY SPENDING

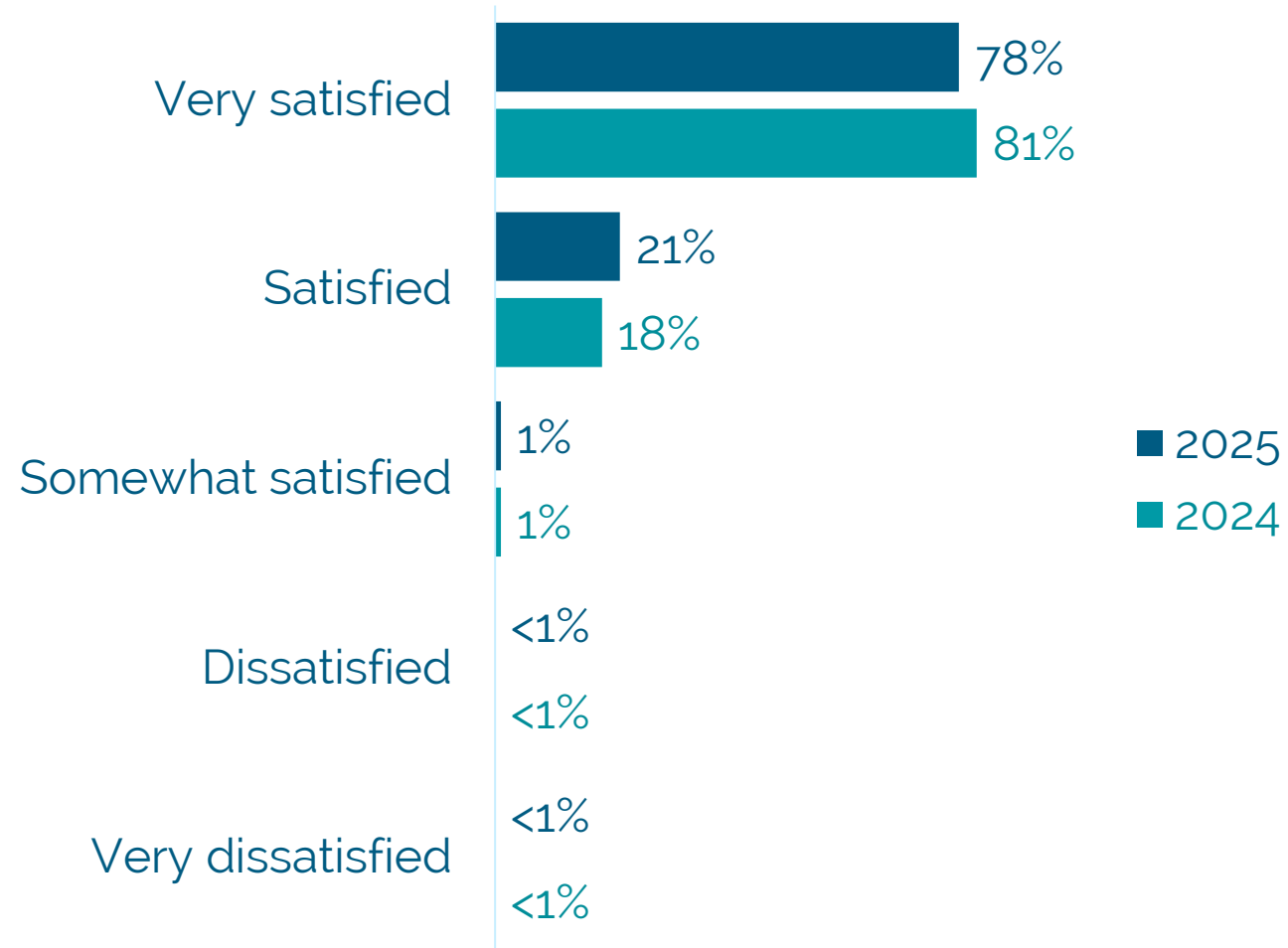
Category	Daily Spending		Total Spending	
	2024	2025	2024	2025
Accommodations	\$170	\$174	\$544	\$609
Restaurants	\$133	\$156	\$426	\$546
Groceries	\$38	\$35	\$122	\$123
Shopping	\$92	\$93	\$249	\$326
Activities & attractions	\$42	\$38	\$134	\$133
Transportation	\$36	\$32	\$115	\$112
Other	\$20	\$8	\$64	\$28
<b>Total</b>	<b>\$531</b>	<b>\$536</b>	<b>\$1,699</b>	<b>\$1,876</b>

# VISITOR JOURNEY: POST-TRIP

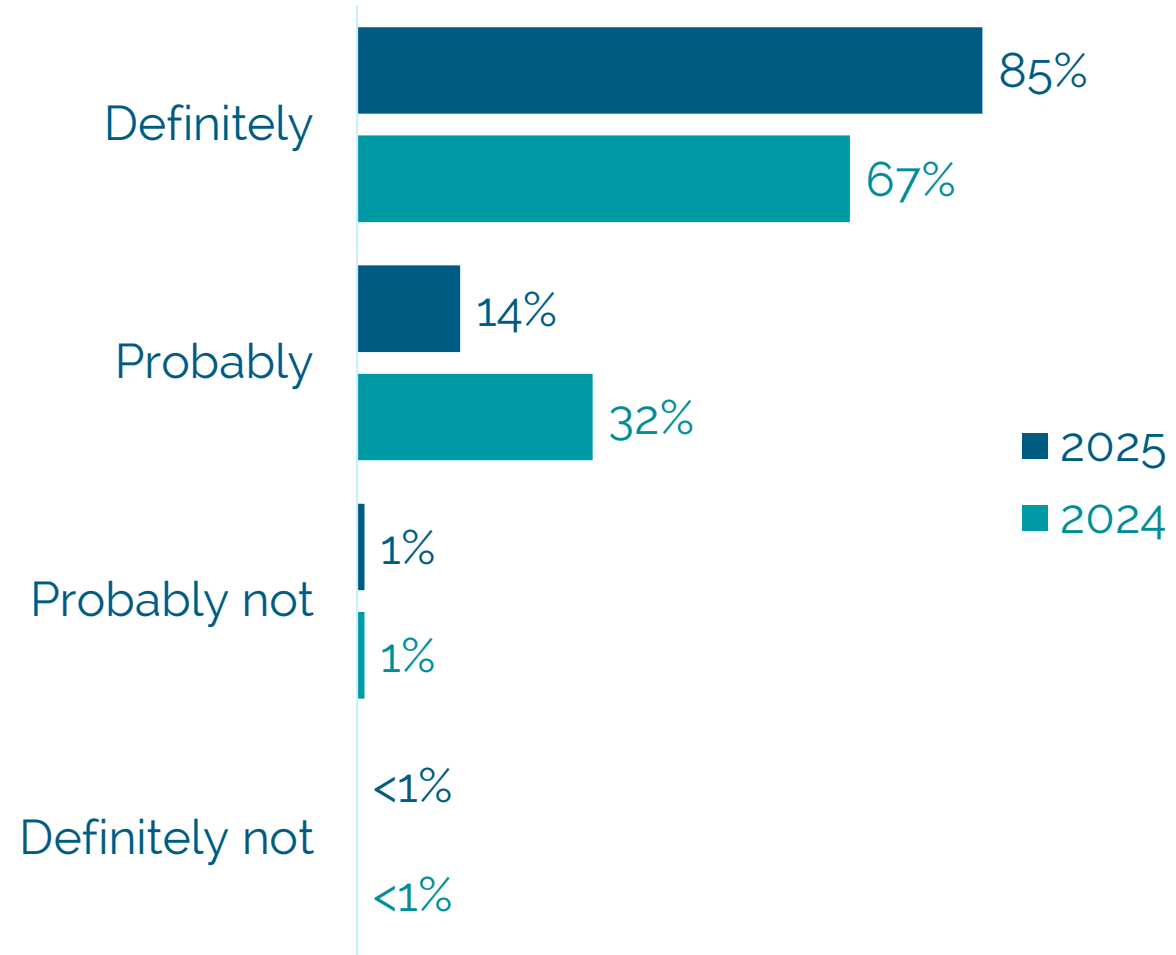




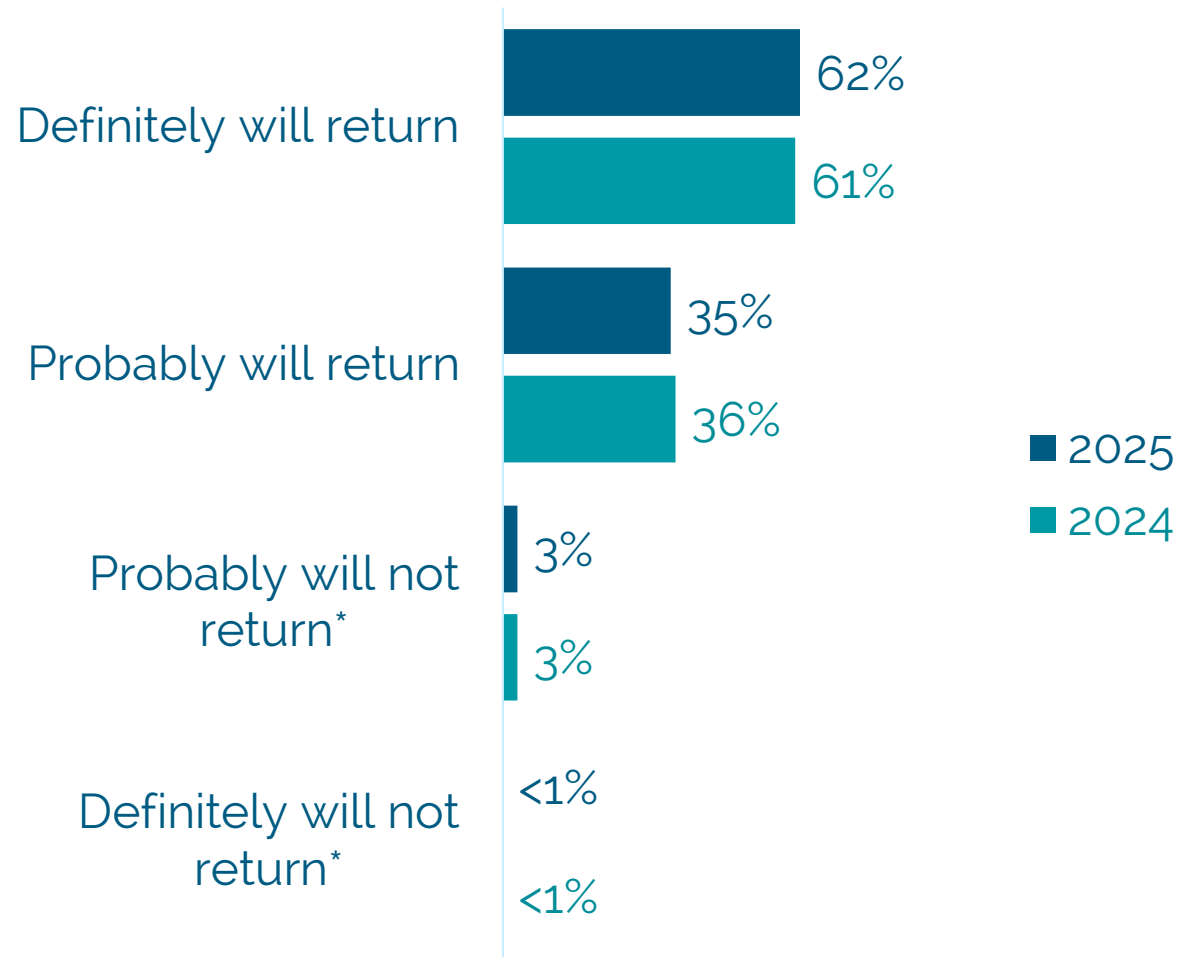
# VISITOR SATISFACTION



# RECOMMENDATION



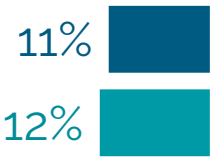
# LIKELIHOOD OF RETURNING



\*Top reasons for not returning, like 2024, were: 1) a preference for variety in vacation spots 2) only having gone for a specific occasion.

# BEACH RATINGS

Overall Beach Rating

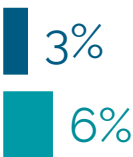


Mean **Overall** Rating:  
4.8 (+0.2 from 2024)



■ 2025 ■ 2024

Beach Cleanliness Rating



Mean **Cleanliness** Rating:  
4.9 (+0.2 from 2024)



■ 2025 ■ 2024

5 – Excellent

4 – Very Good

3 – Good

2 – Fair

1 – Poor





## Visitor Tracking Study

- » Interviews were completed with [581 visitors](#) in person at events, the beach, The Shops at The Omni, downtown, and online, between [January 1, 2025](#), and [March 31, 2025](#).

# Amelia Island CVB

## Visitor Tracking Study January – March 2025

Downs & St. Germain Research  
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