

Amelia Island CVB

Visitor Tracking Study
October – December 2024

QUARTERLY SNAPSHOT: OCT-DEC 2024

Compared to October-December 2023:

- » While visitor spending decreased YOY, visitor number increased, and economic impact only decreased by 0.03%
- » Fewer paid visitors and fewer available vacation rental units led to a decrease in room nights
- » 2024 saw fewer overnight visitors from Jacksonville and more from other major markets, including out of state markets
- » Canadian visitation increased from 1% of all visitors in 2023 to 2% in 2024
- » Amelia Island saw fewer leisure visitors and more traveling for business, an event, or to visit friends or family. Relatedly, more visitors reported consulting friends and family when planning their trips to Amelia Island. In addition, fewer visitors considered other destinations when deciding where to travel this quarter; they came to Amelia Island for a specific reason.
- » More of Amelia Island's visitors were in the area for the first time (+7% points from 2023)
- » More visitors recalled seeing ads on Amelia Island's social media, as well as on social media in general. In addition, more visitors reported using social media to help plan their trips.
- » The average visitor income increased from \$130,300 to \$146,300

QUARTERLY SNAPSHOT

October – December
2024



205,400

TOTAL
VISITORS

vs. 2023 ↑ 2.2%



158,480

ROOM
NIGHTS

↓ 2.5%



\$130,665,700

DIRECT
SPENDING

↓ 6.0%



616,200

VISITOR
DAYS

↑ 2.2%

EXECUTIVE SUMMARY



VISITOR JOURNEY: ECONOMIC IMPACT



TOURISM SNAPSHOT: METRICS

	Oct – Dec 2023 ¹	Oct – Dec 2024	% Δ
Visitors	202,700	207,100	+ 2.2%
Visitor Days	608,100	621,300	+ 2.2%
Direct Spending	\$139,303,700	\$130,912,500	- 6.0%
Economic Impact ²	\$183,323,700	\$183,277,500	- 0.03%

	Oct – Dec 2023 ¹	Oct – Dec 2024	% Δ
Occupancy ³	46.8%	46.9%	+ 0.3%
ADR ³	\$264.17	\$269.58	+ 2.0%
RevPAR ³	\$123.75	\$126.56	+ 2.3%
Room Nights ^{3,4}	162,520	158,480	- 2.5%

¹Previous data revised to reflect updated 2023 Q4 accommodations figures.

²The IMPLAN multiplier for FY2025 updated to 1.40 from 1.32 in FY2024.

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

⁴Larger drop in room nights due to fewer vacation rental units.

VISITOR JOURNEY: PRE-VISIT



TRIP PLANNING/BOOKING CYCLE*

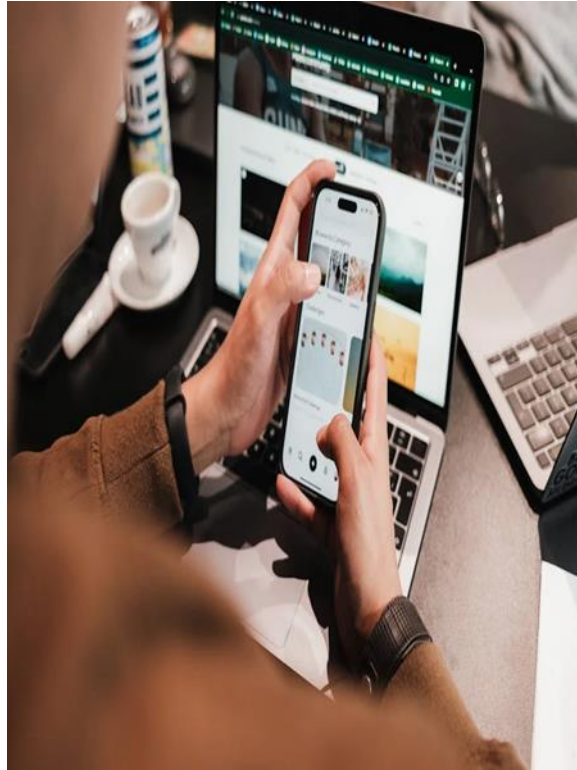
- » On average, leisure visitors began planning **28 days** before their trip (**-1 day** from 2023)
- » Like last year, leisure visitors booked their trip **22 days** before their arrival



TOP TRIP PLANNING SOURCES*



41% Friends/family



28% Hotel
websites/apps



28% Amelia Island's
social media



25% Review
websites/apps

TOP REASONS FOR VISITING*



46% Vacation/leisure



33% Special occasion or event



22% Visit friends/relatives

OTHER DESTINATIONS CONSIDERED*

Over **3 in 10** leisure visitors considered another destination before choosing Amelia Island
(**+12% points** from 2023).

Top other destinations considered:



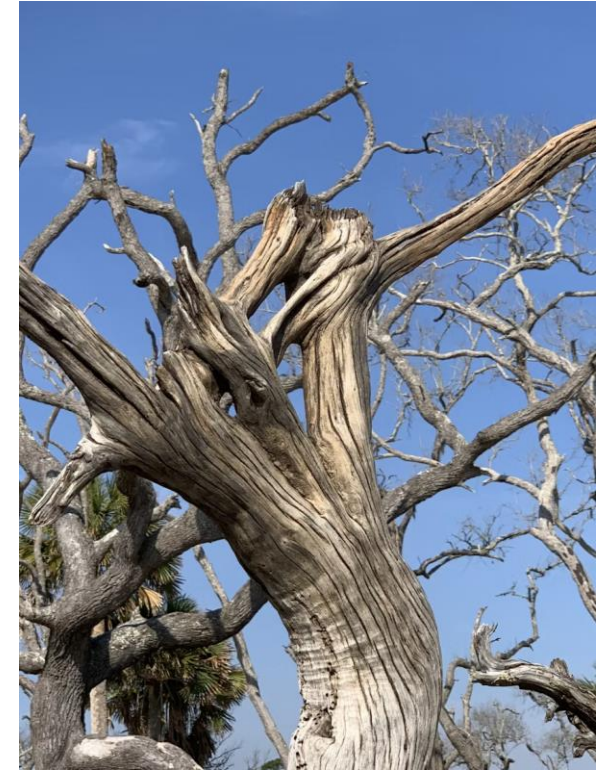
13% St. Augustine/Ponte Vedra



10% Savannah



8% Charleston



6% Jekyll Island

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

ADVERTISING RECALL*

- » **35%** of leisure visitors recalled advertising about the Amelia Island area (**-4% points** from 2023)
- » This information influenced **18%** of **all** leisure visitors to visit the Amelia Island area (**-4% points** from 2023)

*Based on visitors traveling for leisure.

TOP SOURCES OF ADVERTISING RECALL*



16% Amelia Island's social media



14% Personal social media



10% Online article



8% Magazine article



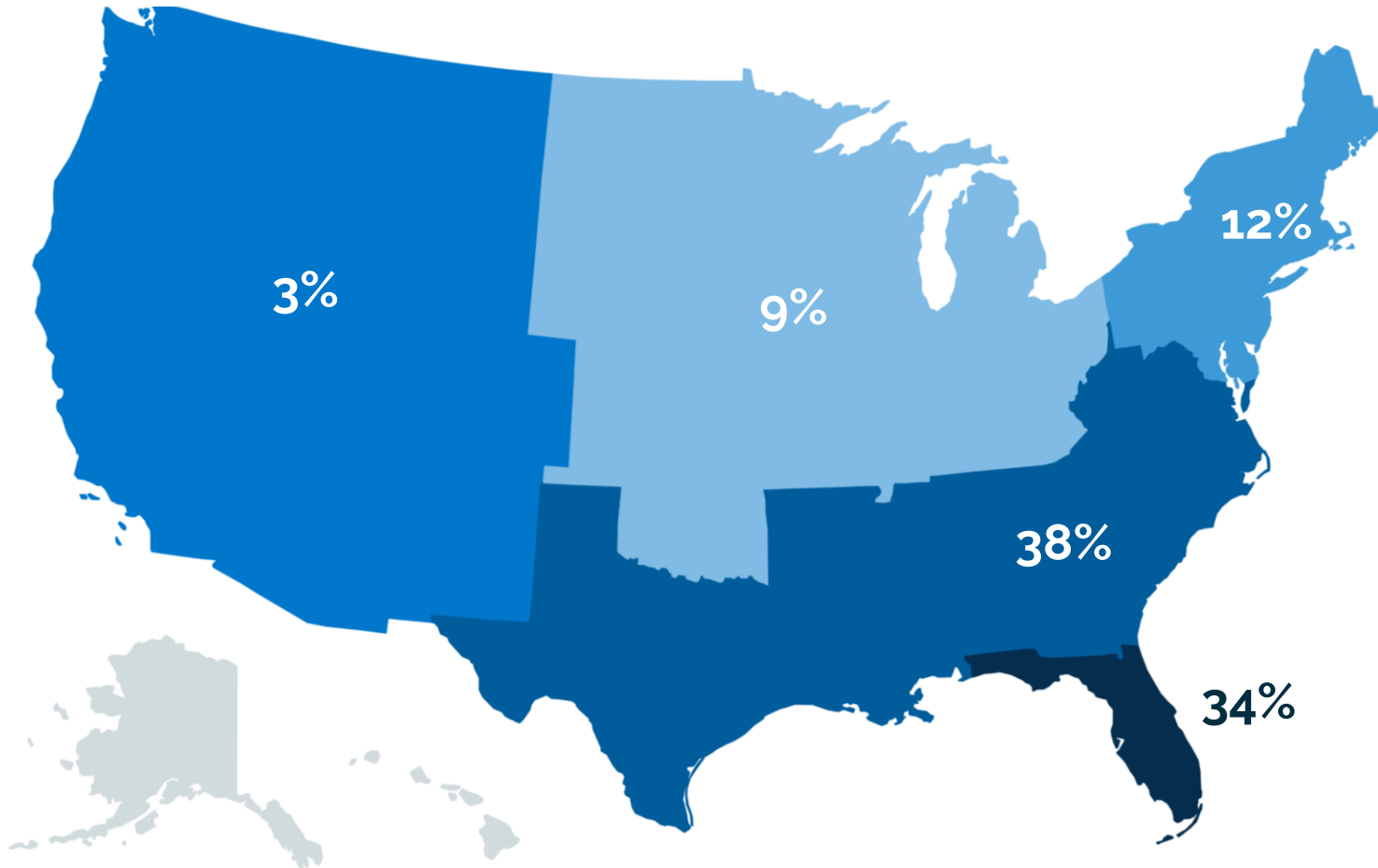
7% Ad on a website

VISITOR JOURNEY: TRAVEL PARTY PROFILE



REGIONS OF ORIGIN

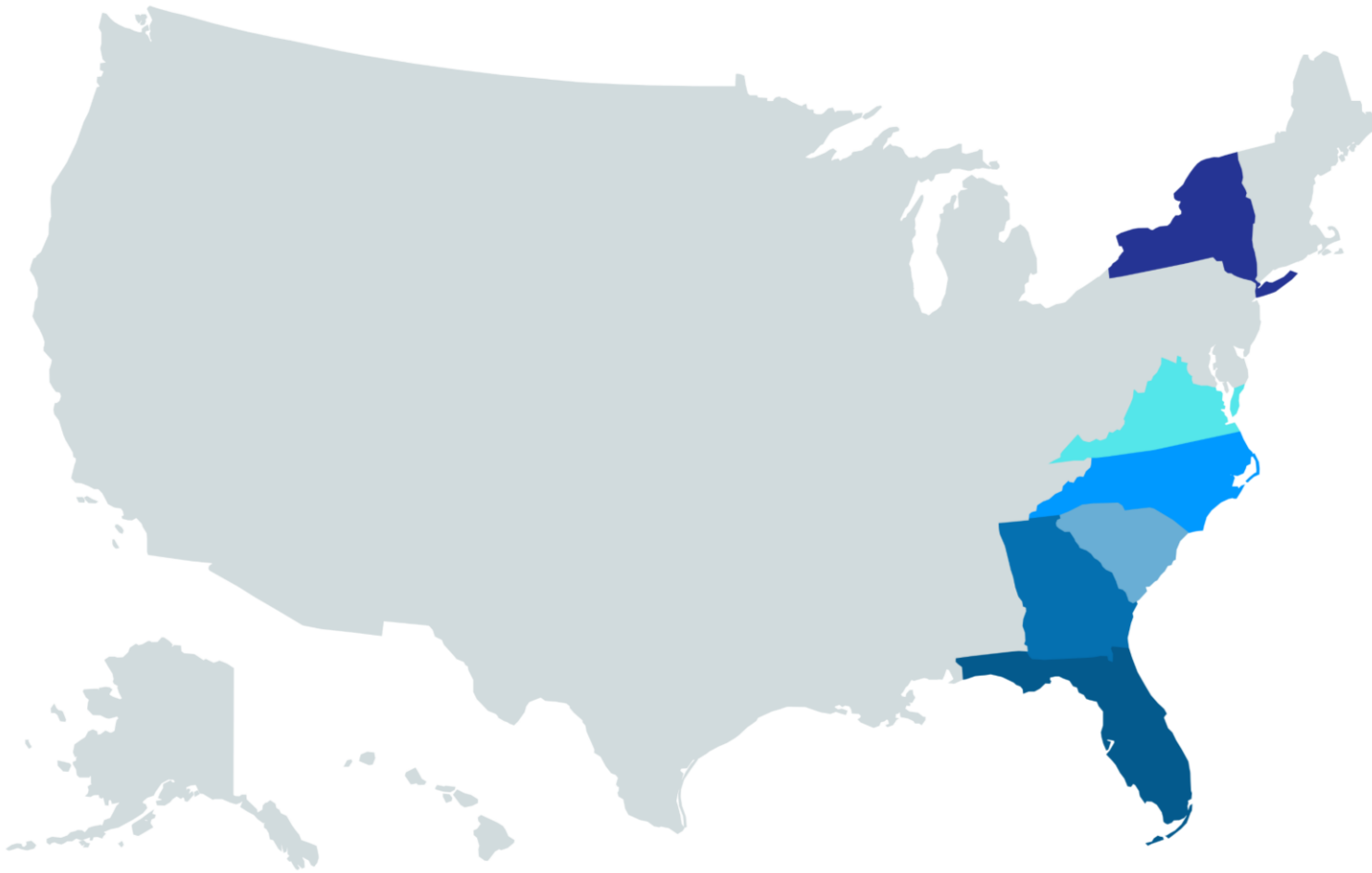
Like last year, the Southeast, including Florida, accounted for over **7 in 10** visitors.



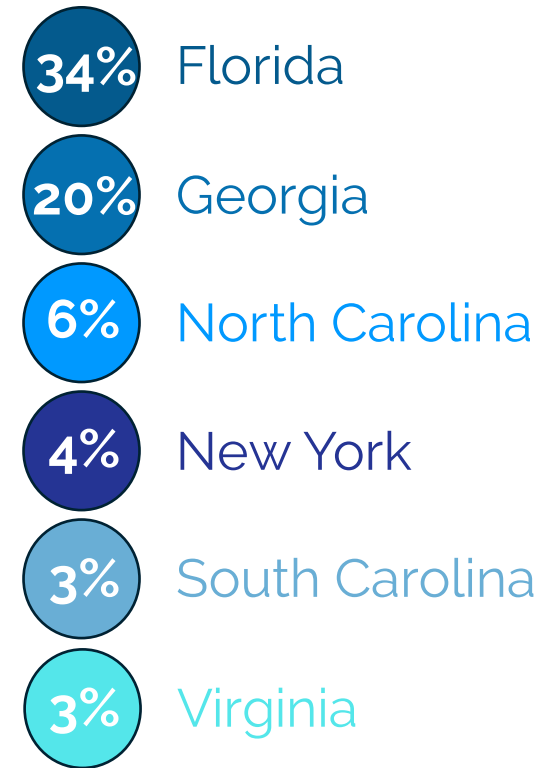
4% of visitors traveled to Amelia Island from outside of the U.S.*

* The top international market was Canada (2%).

TOP STATES OF ORIGIN



7 in 10 visitors reside in **6** states:



TOP MARKETS OF ORIGIN



24% Jacksonville¹



7% Atlanta



6% Orlando – Daytona
Beach – Melbourne



4% New York



3% Tampa – St.
Petersburg



3% Washington, D.C. –
Hagerstown

¹Includes Jacksonville, FL
and Brunswick, GA

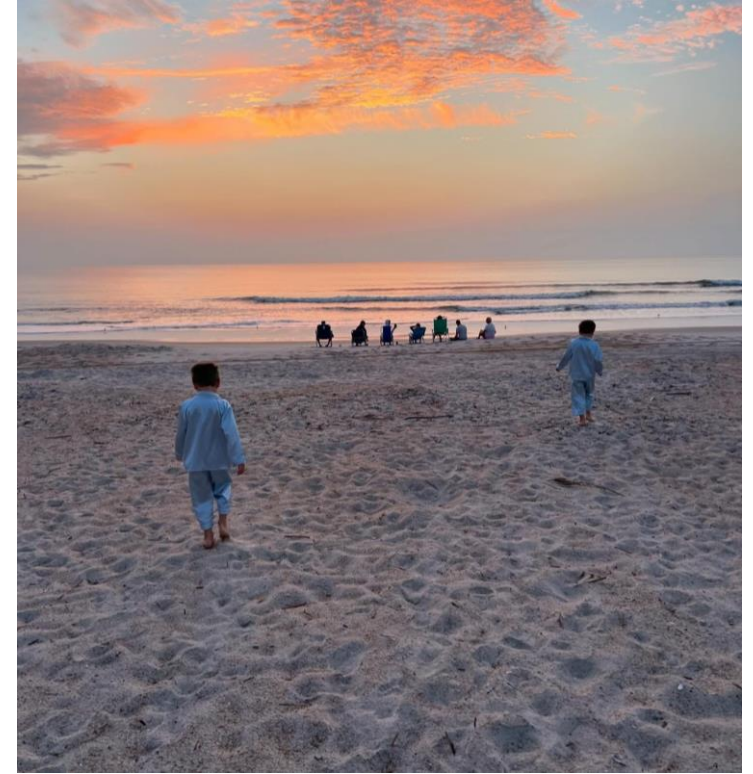
TRAVEL PARTIES



The typical visitor traveled in a party composed of **2.7** people



Over **half** of visitors traveled as a couple



1 in 5 traveled with at least one person under the age of 18

VISITOR PROFILE

- » The typical Amelia Island area adult visitor:
 - » Is **50** years old
 - » Has an annual household income of **\$146,300**
 - » Is White/Caucasian (**87%**)



NEW & RETURNING VISITORS

- » Over **2 in 5** were first-time visitors to the Amelia Island area (**+7% points** from 2023)
- » **12%** of visitors were loyalists, having visited over 10 times (**-11% points** from 2023)

VISITOR JOURNEY: TRIP EXPERIENCE



TRANSPORTATION

- » **4 in 5** visitors drove to the Amelia Island area (**+3% points** from 2023)
- » **15%** of visitors to Amelia Island flew into the **Jacksonville International Airport** (**-4% points** from 2023)

LENGTH OF STAY

- » Like last year, typical visitors stayed **3.0 nights** in the Amelia Island area
- » Visitors staying in paid accommodations stayed an average of **3.5 nights** in the area

TOP TRAVEL/LODGING CHOICES



47% Hotel/Motel/
Resort



23% Day Tripper



15% With
Friends/Relatives



10% Condo/Rental
House*

TOP ACTIVITIES DURING VISIT*



77% Restaurants



73% Historic Downtown
Fernandina Beach



60% Beach



59% Shopping

VISITING HISTORIC DOWNTOWN

- » Those who visited Historic Downtown Fernandina Beach did so an average of **2.5 times** during their stay
- » Afternoon and evening were the most common times to visit Historic Downtown
- » Nearly **9 in 10** visitors came to Historic Downtown Fernandina Beach for its dining opportunities (**+5% points** from 2023)*

*Multiple responses permitted.



TOP OFF-ISLAND ACTIVITIES*

» Like last year, the top off-island activities were visiting **restaurants/breweries** and **shopping**, each enjoyed by **1 in 8** visitors



TRAVEL PARTY SPENDING

- » The typical travel party spent **\$519** per day and **\$1,557** during their trip
- » The typical visitor spent **\$192** per day and **\$576** during their trip

VISITOR JOURNEY: POST-TRIP



VISITOR SATISFACTION

- » Nearly **all** visitors were **satisfied** with their trip to Amelia Island (75% were very satisfied)
- » Nearly **all** visitors would likely **recommend** the area to others (77% would definitely recommend the area)
- » **97%** of visitors will likely **return** to the Amelia Island area (69% will definitely return)



BEACH RATINGS

- » **99%** of visitors rated Amelia Island's beaches as **excellent or very good overall** (75% rated them as excellent)
- » **99%** of visitors rated the **cleanliness** of Amelia Island's beaches as **excellent or very good** (92% rated it as excellent)

WHY VISITORS CHOSE AMELIA ISLAND*



"Amelia Island is the perfect combination of upscale and fun!"



"We came for both the history and the fishing! There's more to do here than just the beach."



"It's nicer, quieter, and less commercialized than similar destinations."



DETAILED FINDINGS



VISITOR JOURNEY: ECONOMIC IMPACT



TOURISM SNAPSHOT: METRICS

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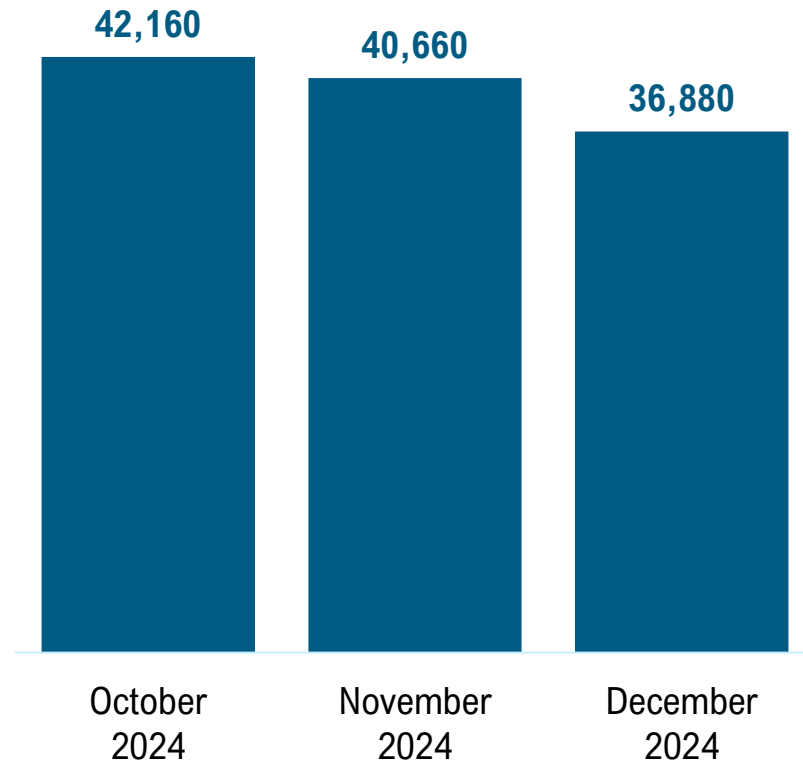
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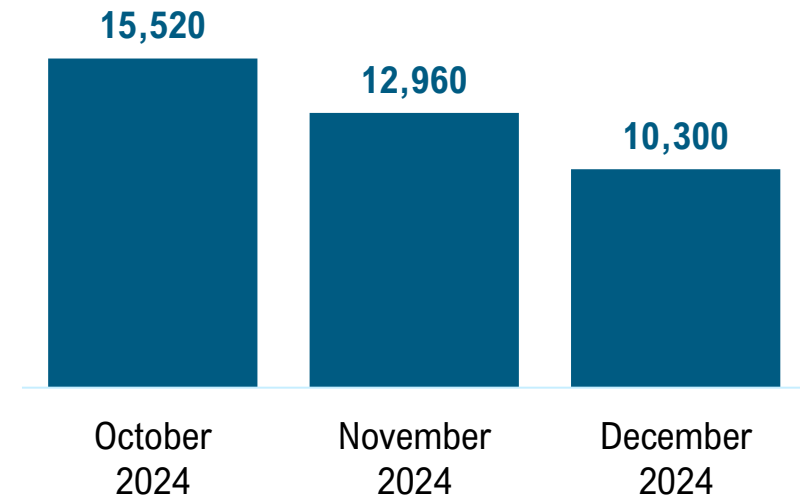
³Sources: Key Data, Smith Travel Research, Florida Department of Business and Professional Regulation.

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

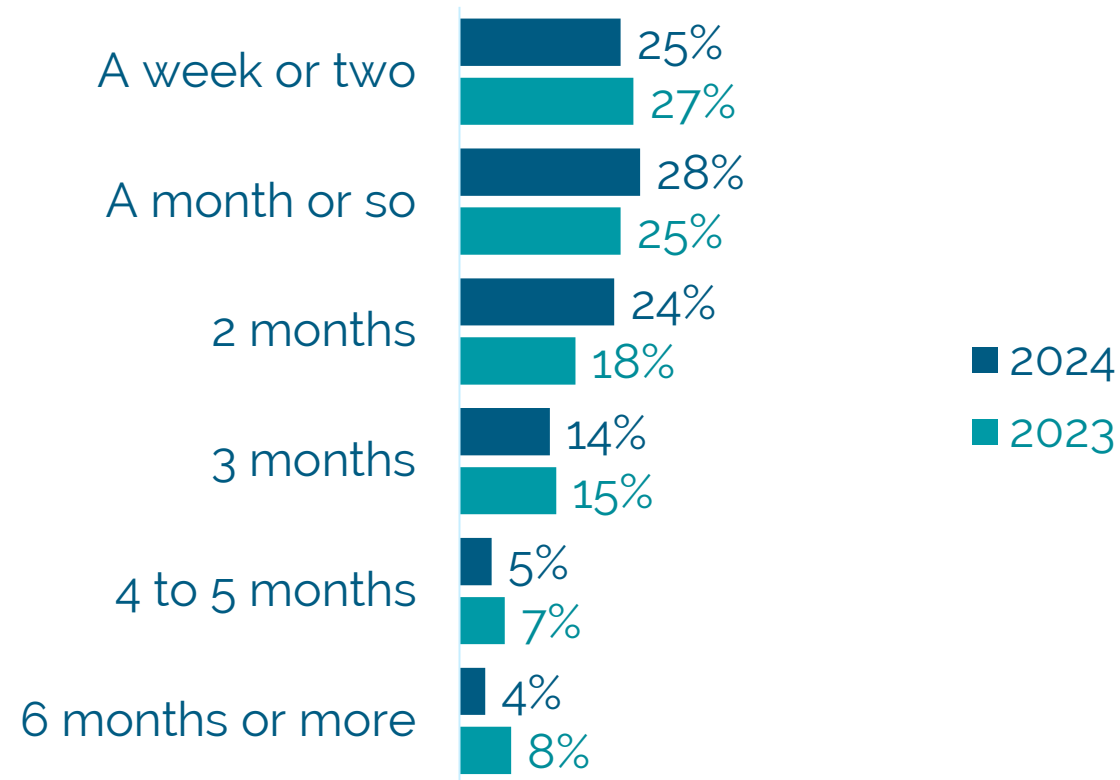
Accommodation Type	October Visitors	November Visitors	December Visitors
Hotel/motel/resort	35,590	35,460	31,120
Vacation rental	8,760	7,560	5,810
Non-paid accommodations*	12,260	12,220	10,720
Day tripper	16,580	16,520	14,500
Total	73,190	71,760	62,150

VISITOR JOURNEY: PRE-VISIT



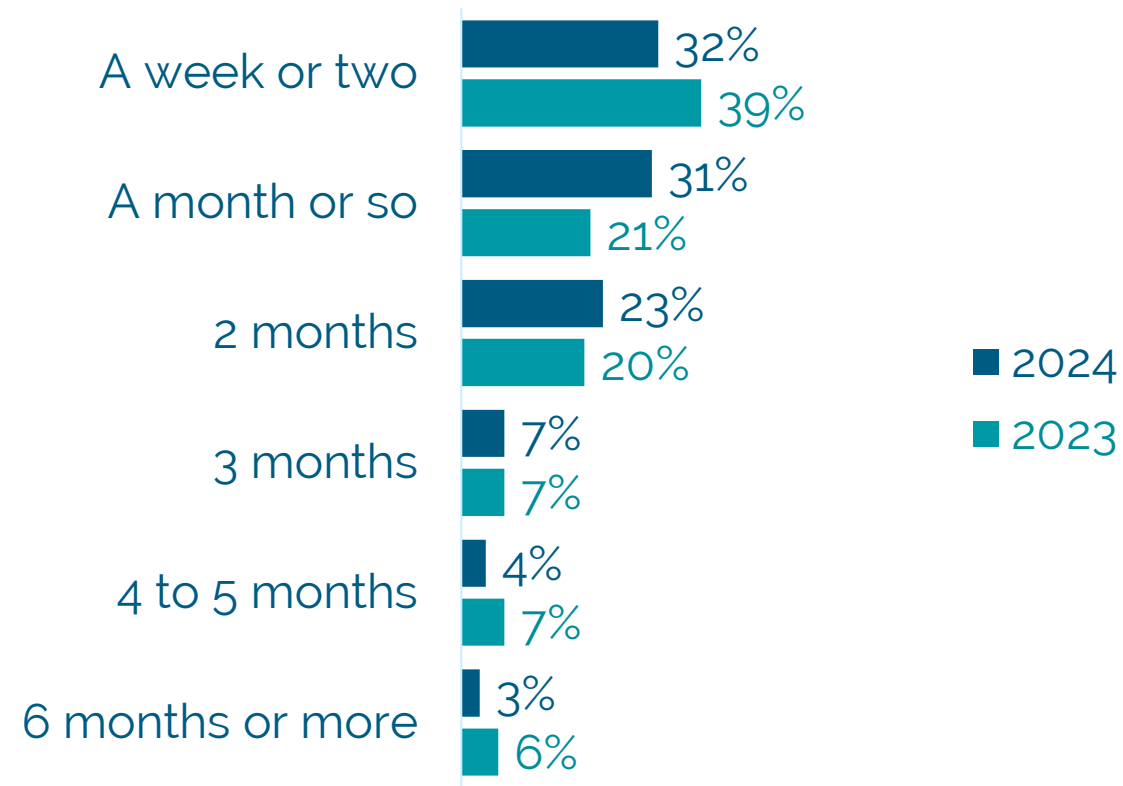
TRIP PLANNING CYCLE*

Average planning cycle: **28 days**
(-1 from 2023)



TRIP BOOKING CYCLE*

Average booking cycle: **22 days**
(same as 2023)

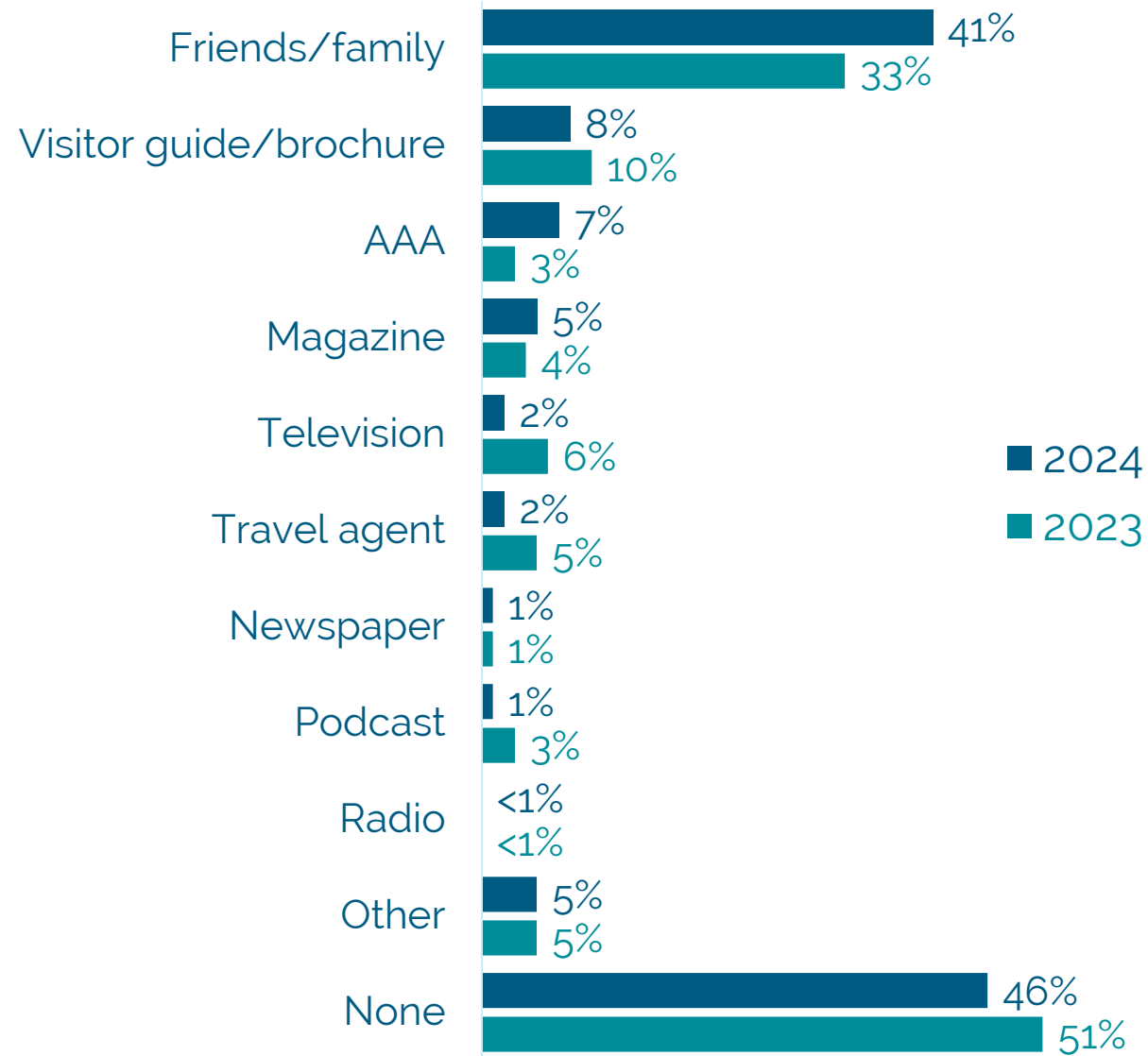


ONLINE TRIP PLANNING SOURCES*

Online Planning Source	2023	2024
Hotel websites/apps	22%	28%
Amelia Island social media	20%	28%
Review website/app	14%	25%
Personal social media	11%	18%
AmeliaIsland.com	19%	15%
Airbnb/Vrbo	18%	15%
Online travel agency	8%	11%
Online travel reviews, blogs, stories	13%	9%
Mapping websites	16%	8%
Restaurant websites/apps	15%	6%
Airline websites/apps	6%	5%
Video streaming services	6%	3%
Rental car websites/apps	3%	3%
Amelia Island mobile app	6%	2%
Amelia Island rental companies	5%	2%
Music streaming services	2%	1%
ChatGPT or other AI program	2%	1%
Accessibility travel resource sites	<1%	<1%
Other	6%	7%
None	22%	27%

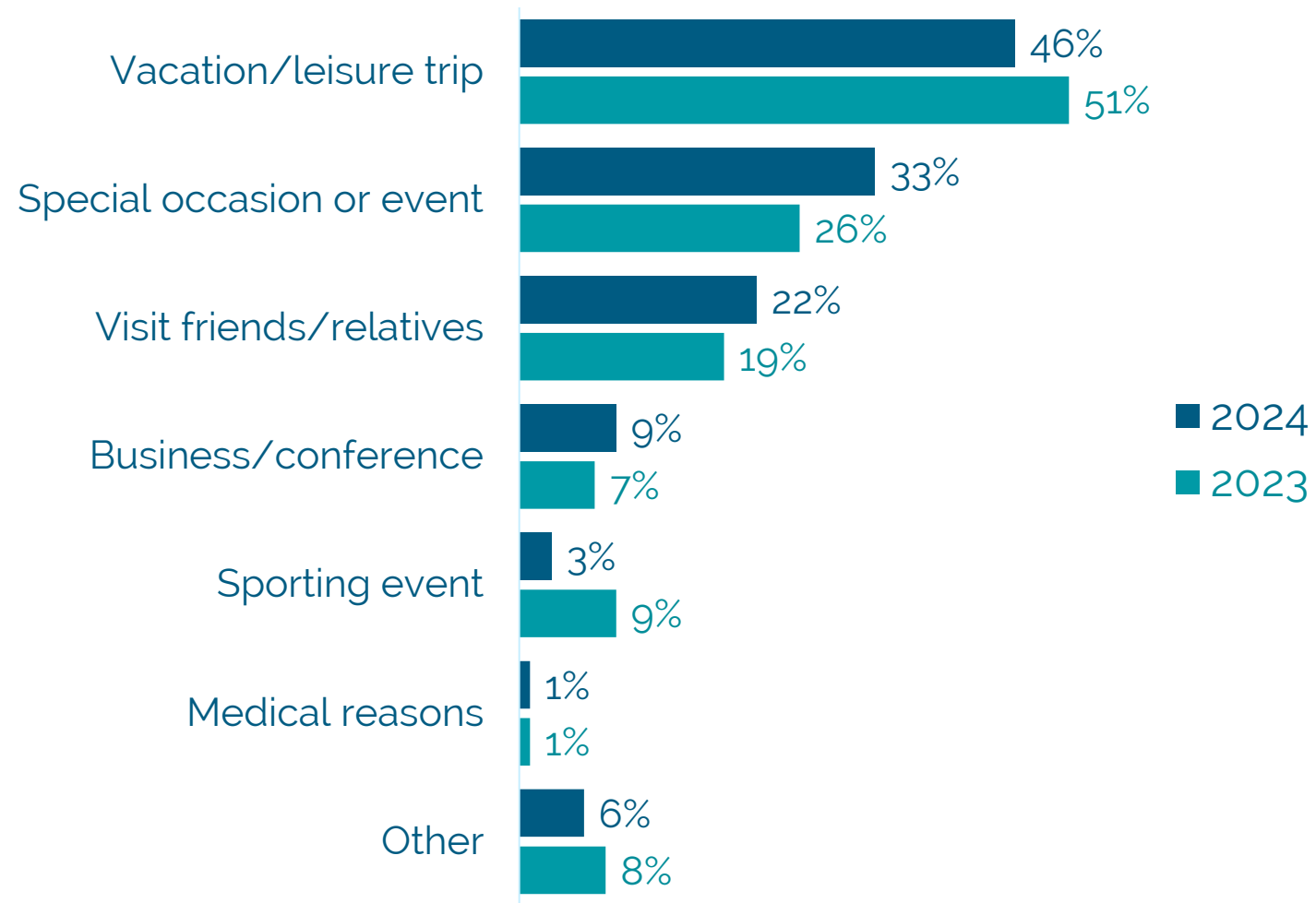
*Multiple responses permitted.
Based on visitors traveling for leisure.

OTHER TRIP PLANNING SOURCES*



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

REASONS FOR VISITING*



DETAILED REASONS FOR VISITING*

Main Reasons for Visiting	2023	2024
Beach trip	20%	31%
Shopping	16%	17%
History	6%	13%
Festival	10%	12%
Girls/guys trip	3%	6%
Foodie/culinary	9%	6%
Biking, hiking, running, etc.	6%	5%
Conference/convention/trade show	1%	5%
Nature, bird watching, eco tours, etc.	5%	4%
Company/government business	2%	4%
Sporting event	NA	4%
Holiday	NA	4%
Wedding/honeymoon	4%	3%
Water sports	2%	3%
Reunion	2%	1%
Golf or tennis	1%	1%
Art galleries, museums, cultural events	3%	1%
Breweries/distilleries	2%	1%
Concert	1%	<1%
Performing arts	1%	<1%
Dining Month	NA	<1%

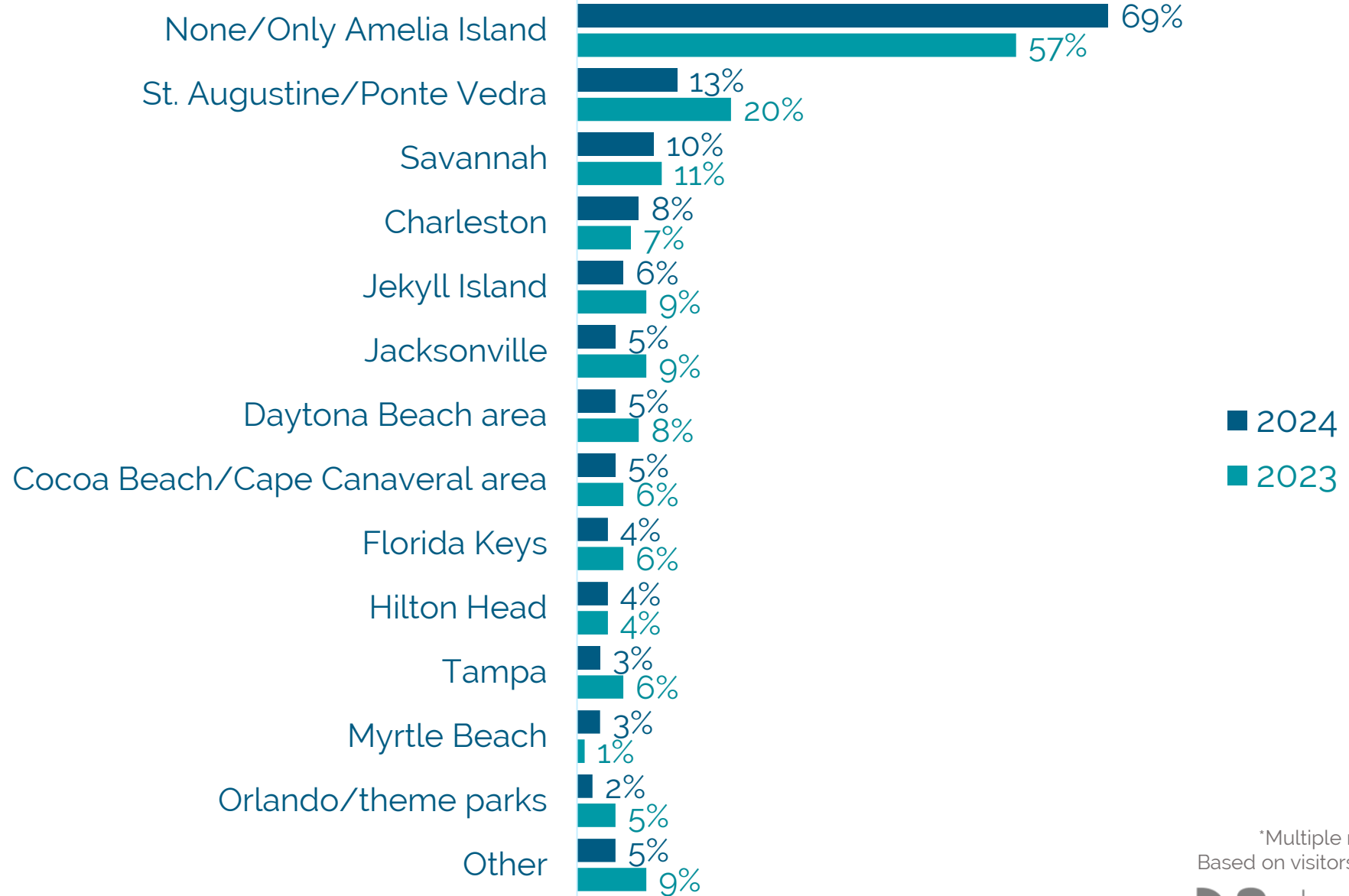
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Based on all visitors traveling for leisure.

OPEN-ENDED REASONS FOR VISITING*



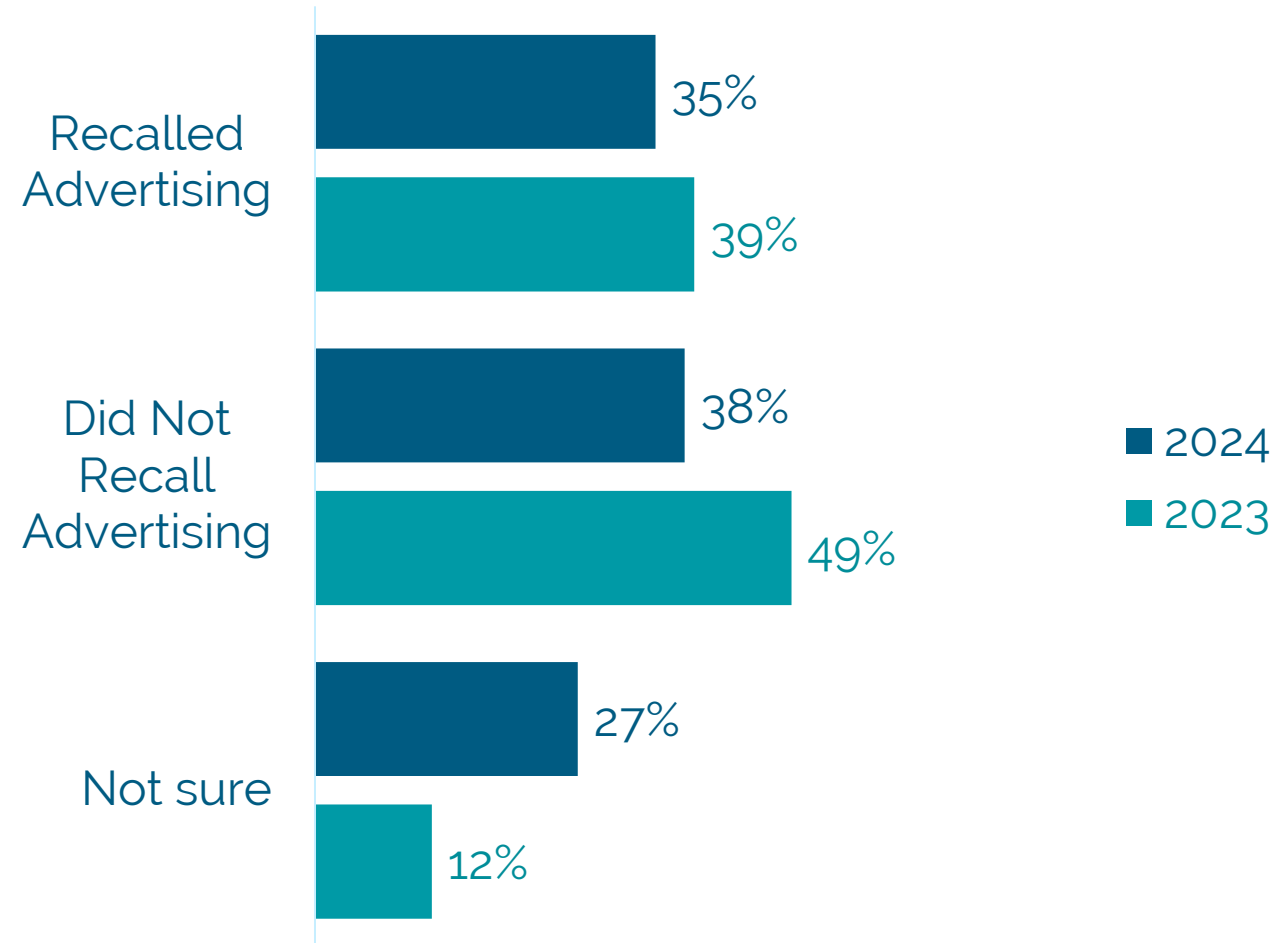
- » "Amelia Island is the perfect combination of upscale and fun!"
- » "Friends recommended the area, and we thought we'd come see for ourselves."
- » "We came for both the history and the fishing! There's more to do here than just the beach."
- » "We like the vibe here. It's small, but there's still a lot to do."
- » "It's nicer, quieter, less crowded, and less commercialized than similar destinations."
- » "The online descriptions, photos, and reviews drew us in!"
- » "There's more nature here than in other beach towns – great for kayaking and biking."

OTHER DESTINATIONS CONSIDERED*



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

ADVERTISING RECALL*



ADVERTISING SOURCES*

Advertisements influenced **18%** of **all leisure visitors** to visit the Amelia Island area (**-4% from 2023**).

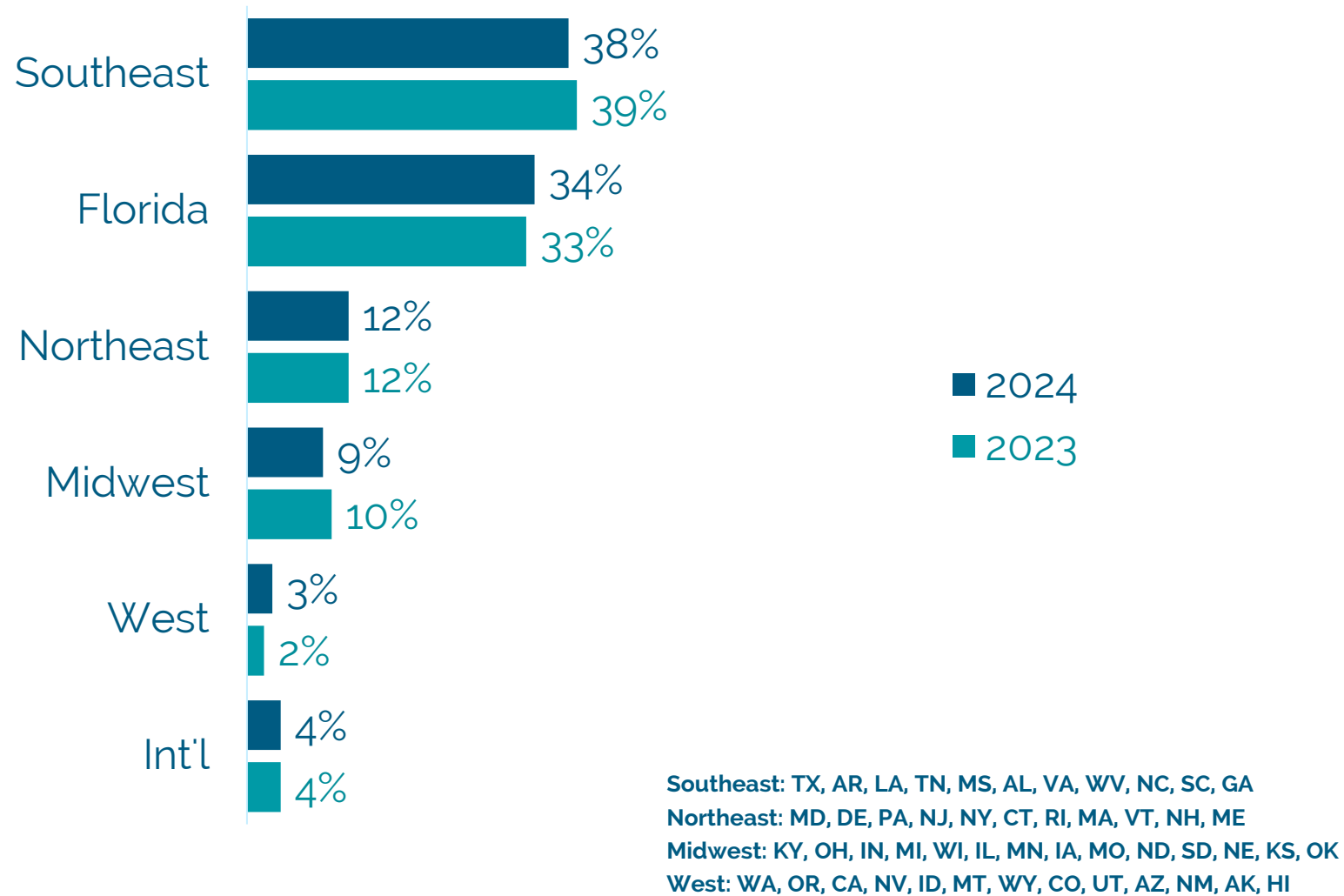
Advertising Source	2023	2024
Amelia Island's social media	11%	16%
Personal social media	7%	14%
Online article	7%	10%
Magazine article	9%	8%
Ad on a website	5%	7%
Traveler reviews/blogs	6%	5%
Magazine ad	4%	5%
Travel/visitor guide	4%	4%
Video streaming services	4%	2%
Rental agency/other booking website	1%	2%
Television	4%	2%
AAA	3%	1%
Podcast	2%	1%
Newspaper	3%	1%
Weather app	1%	1%
Deal-based promotion	1%	1%
Billboard	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



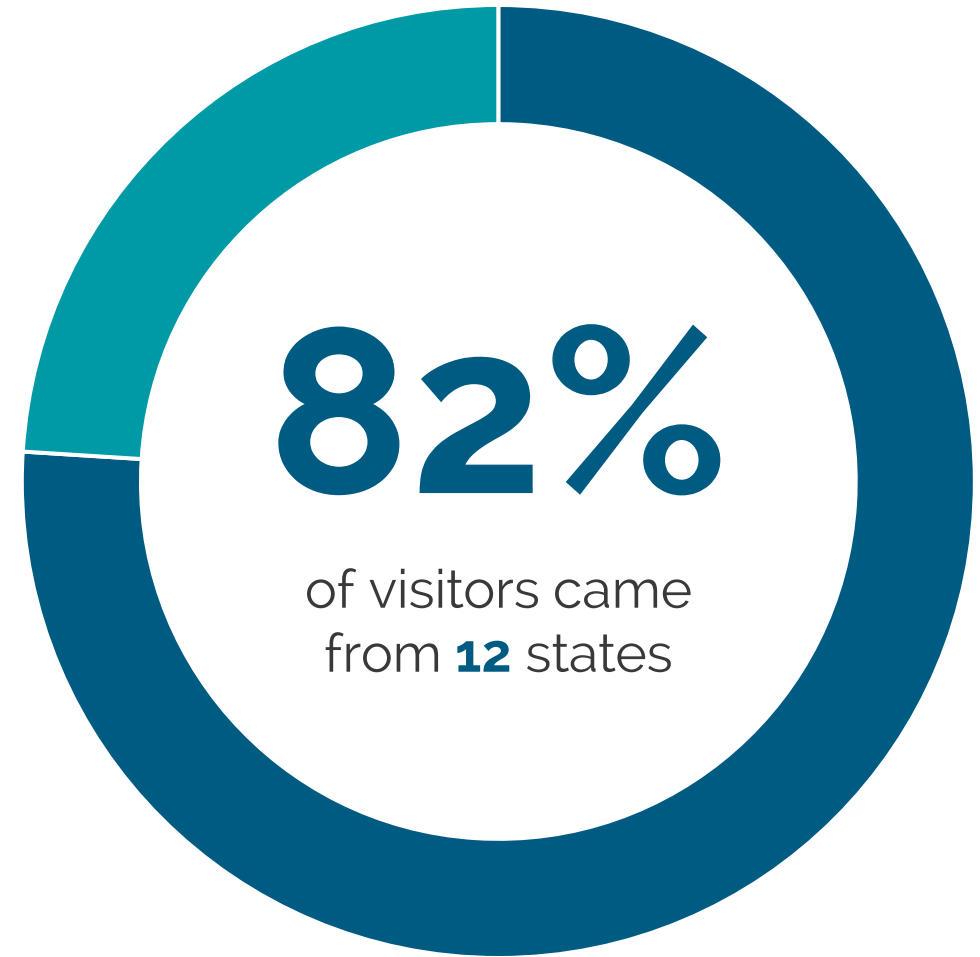
REGION OF ORIGIN



* The top international market was Canada (2%); +1% from 2023)

TOP ORIGIN STATES

State	2023	2024
Florida	33%	34%
Georgia	19%	20%
North Carolina	5%	6%
New York	5%	4%
South Carolina	3%	3%
Virginia	3%	3%
Illinois	2%	2%
Maryland	2%	2%
Ohio	2%	2%
Pennsylvania	2%	2%
Tennessee	3%	2%
Texas	3%	2%



TOP ORIGIN MARKETS

Top Origin Markets – All Visitors

Market	2023	2024
Jacksonville*	21%	24%
Atlanta	8%	7%
Orlando-Daytona Beach-Melbourne	8%	6%
New York	4%	4%
Tampa-St. Petersburg	2%	3%
Washington, D.C.-Hagerstown	3%	3%
Charlotte	2%	2%
Greenville-Spartanburg-Asheville	2%	2%
Raleigh-Durham	2%	2%
Savannah	2%	2%
Sarasota-Bradenton	2%	2%
West Palm Beach-Ft. Pierce	2%	2%

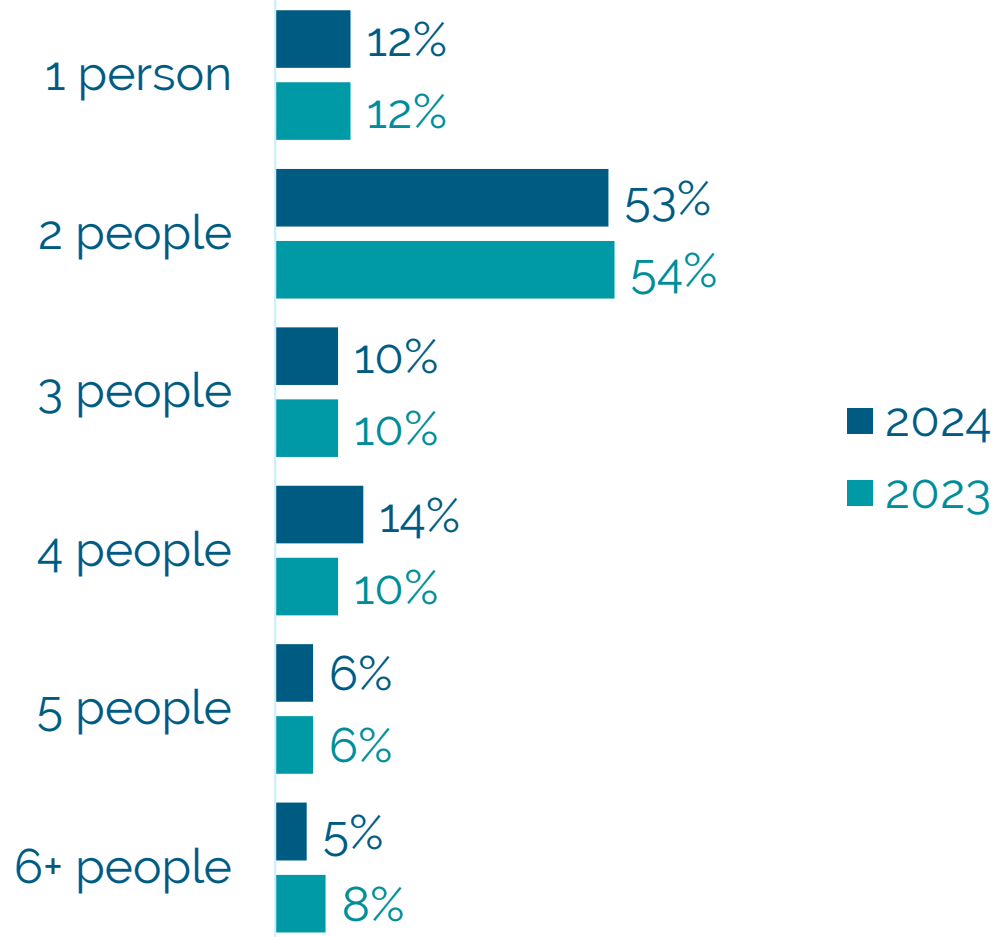
Top Origin Markets – Overnight Visitors

Market	2023	2024
Jacksonville*	18%	11%
Atlanta	9%	8%
Orlando-Daytona Beach-Melbourne	10%	8%
New York	3%	4%
Savannah	2%	3%
Tampa-St. Petersburg	2%	3%
Washington, D.C.-Hagerstown	2%	3%
Charlotte	2%	2%
Chicago	2%	2%
Greenville-Spartanburg-Asheville	2%	2%
Macon	1%	2%
Philadelphia	1%	2%
Raleigh-Durham	2%	2%
Tallahassee-Thomasville	1%	2%
Sarasota-Bradenton	2%	2%
West Palm Beach-Ft. Pierce	1%	2%

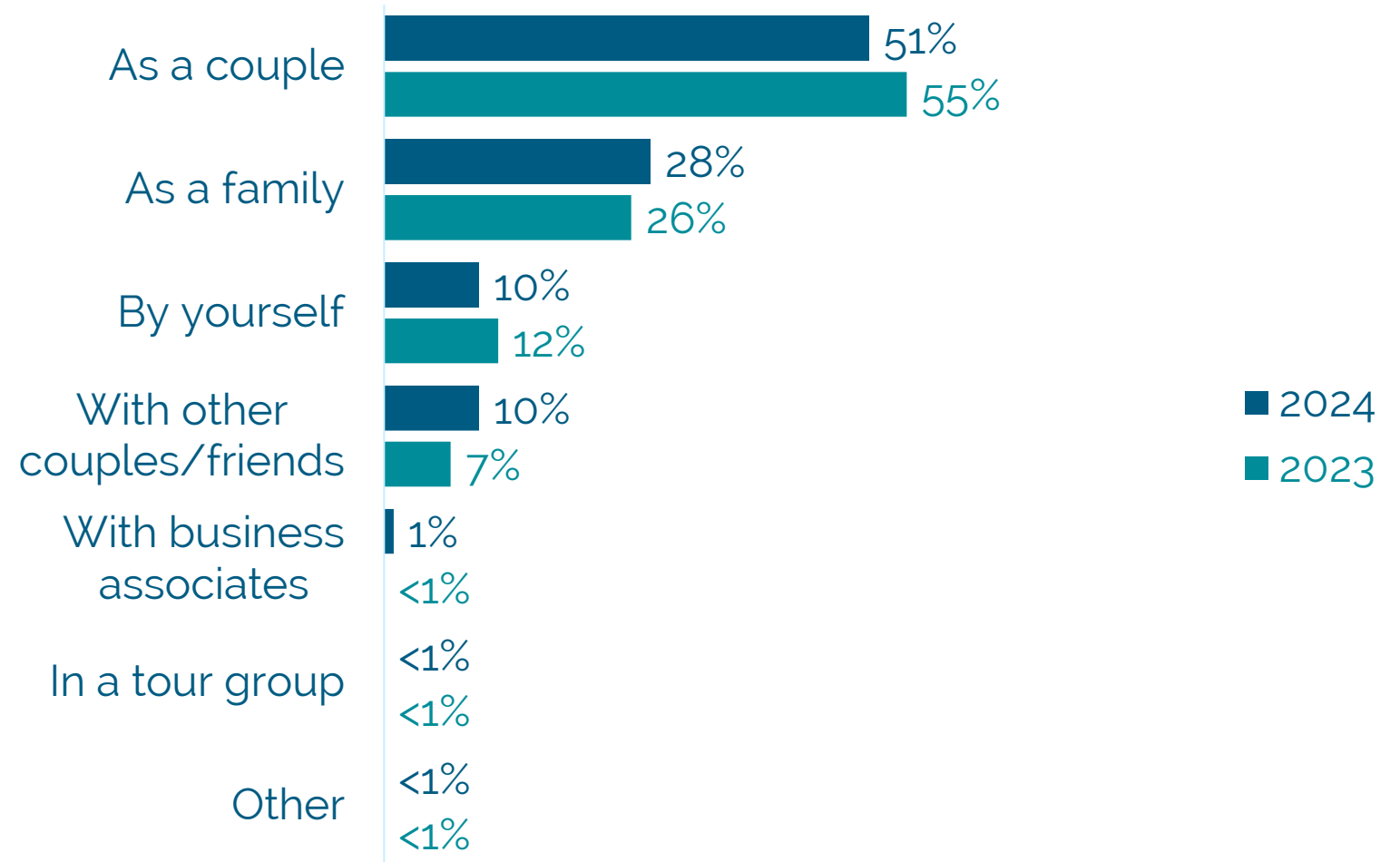
*Includes Jacksonville, FL and Brunswick, GA.

TRAVEL PARTY SIZE

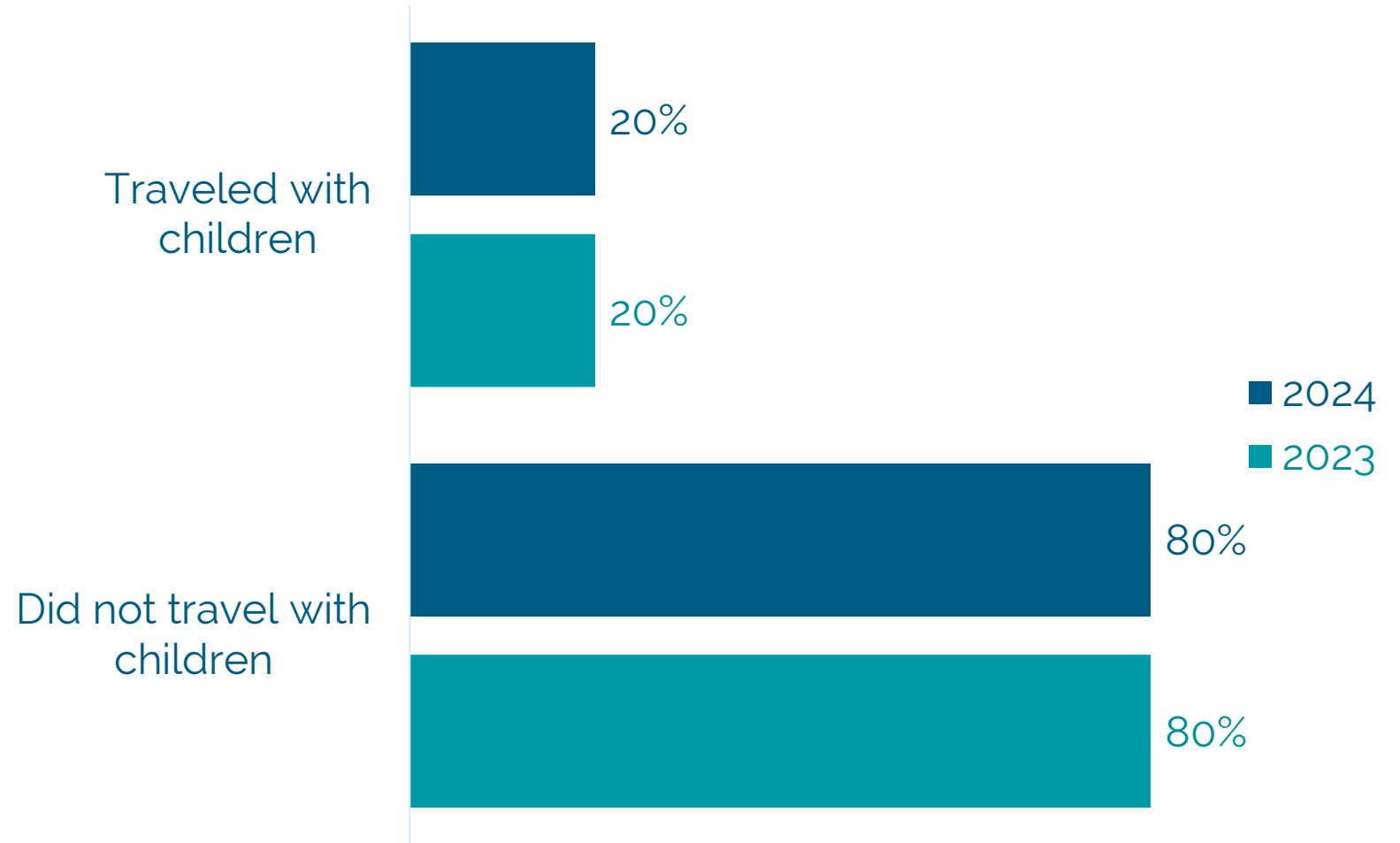
Average travel party size: **2.7**
(-0.1 from 2023)



TRAVEL PARTY TYPE

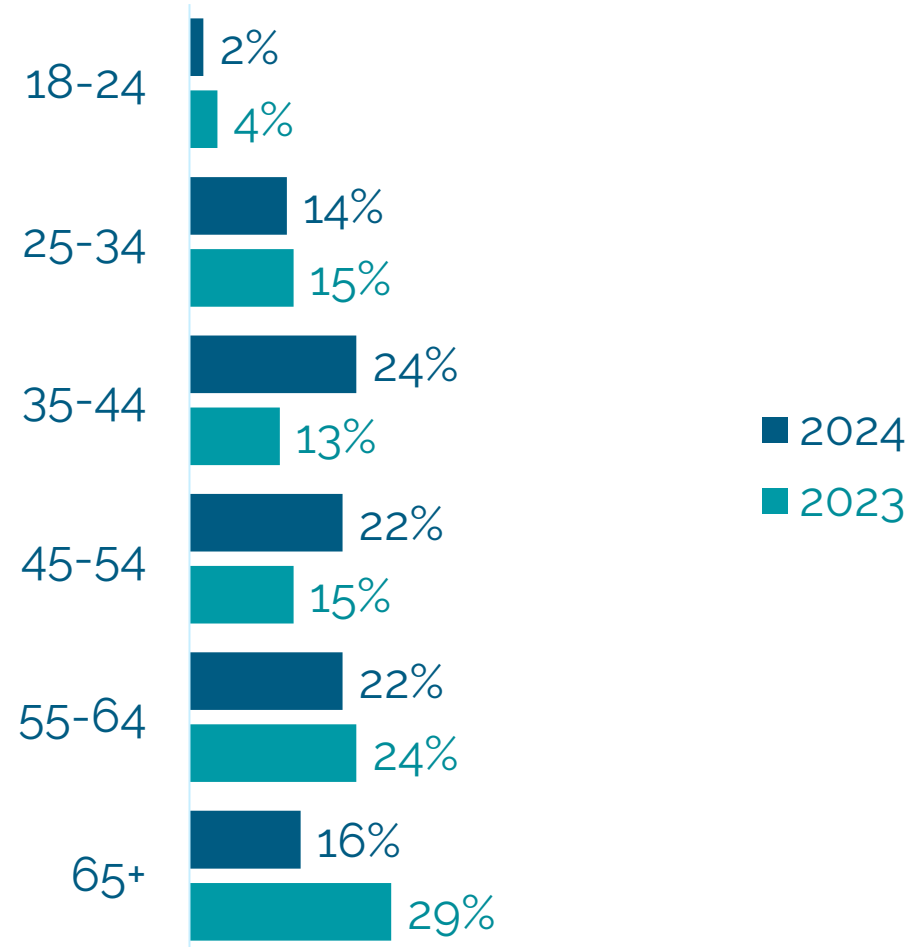


TRAVELED WITH CHILDREN



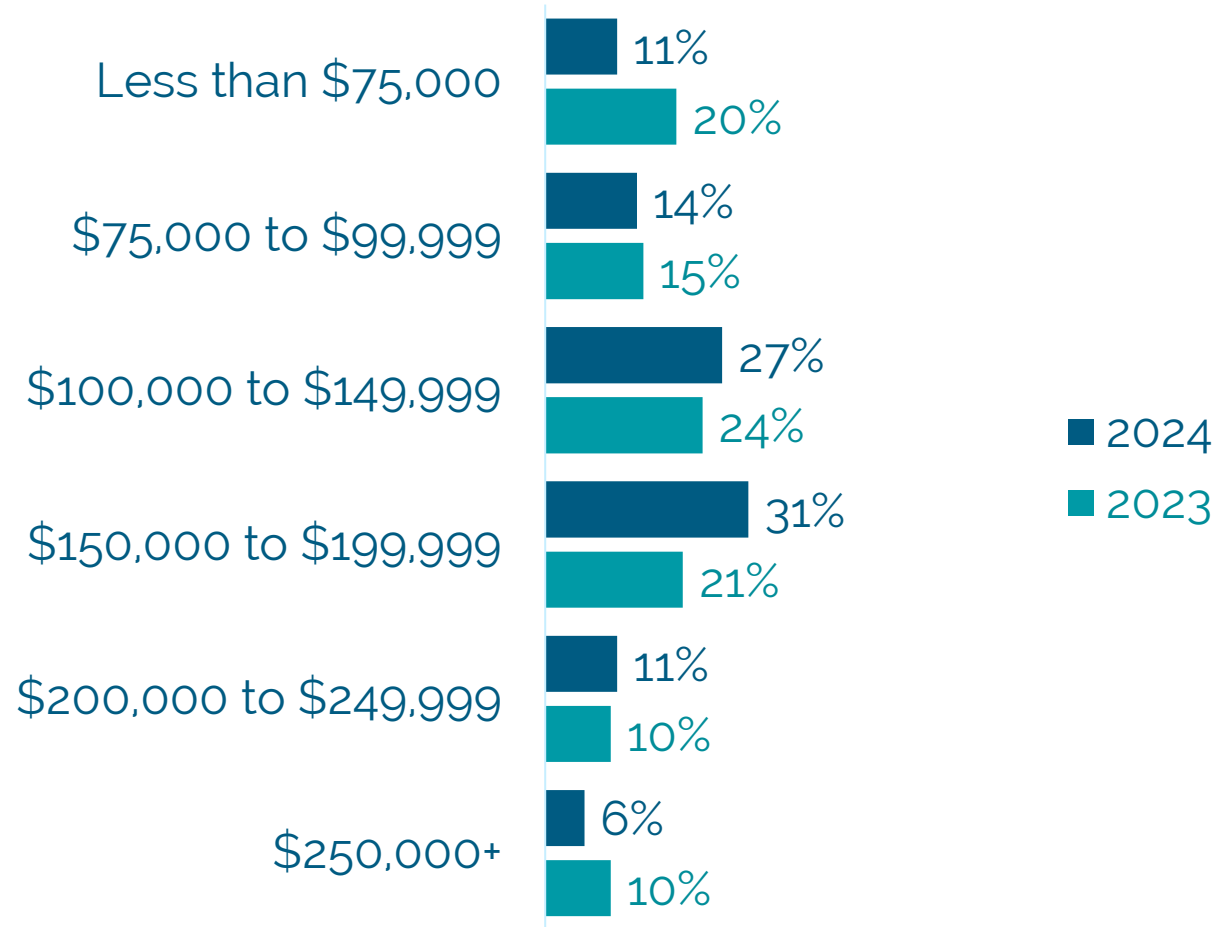
AGE

Median age: **50**
(-6 from 2023)

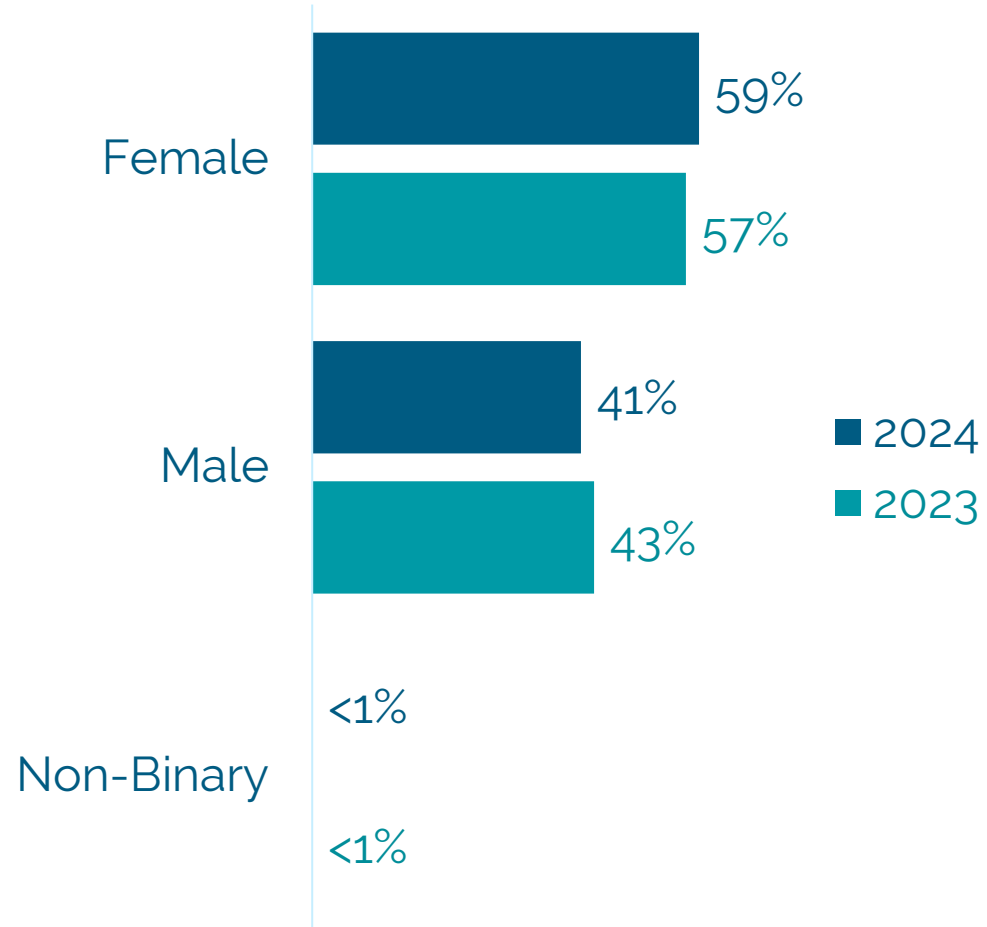


HOUSEHOLD INCOME

Median household income: **\$146,300**

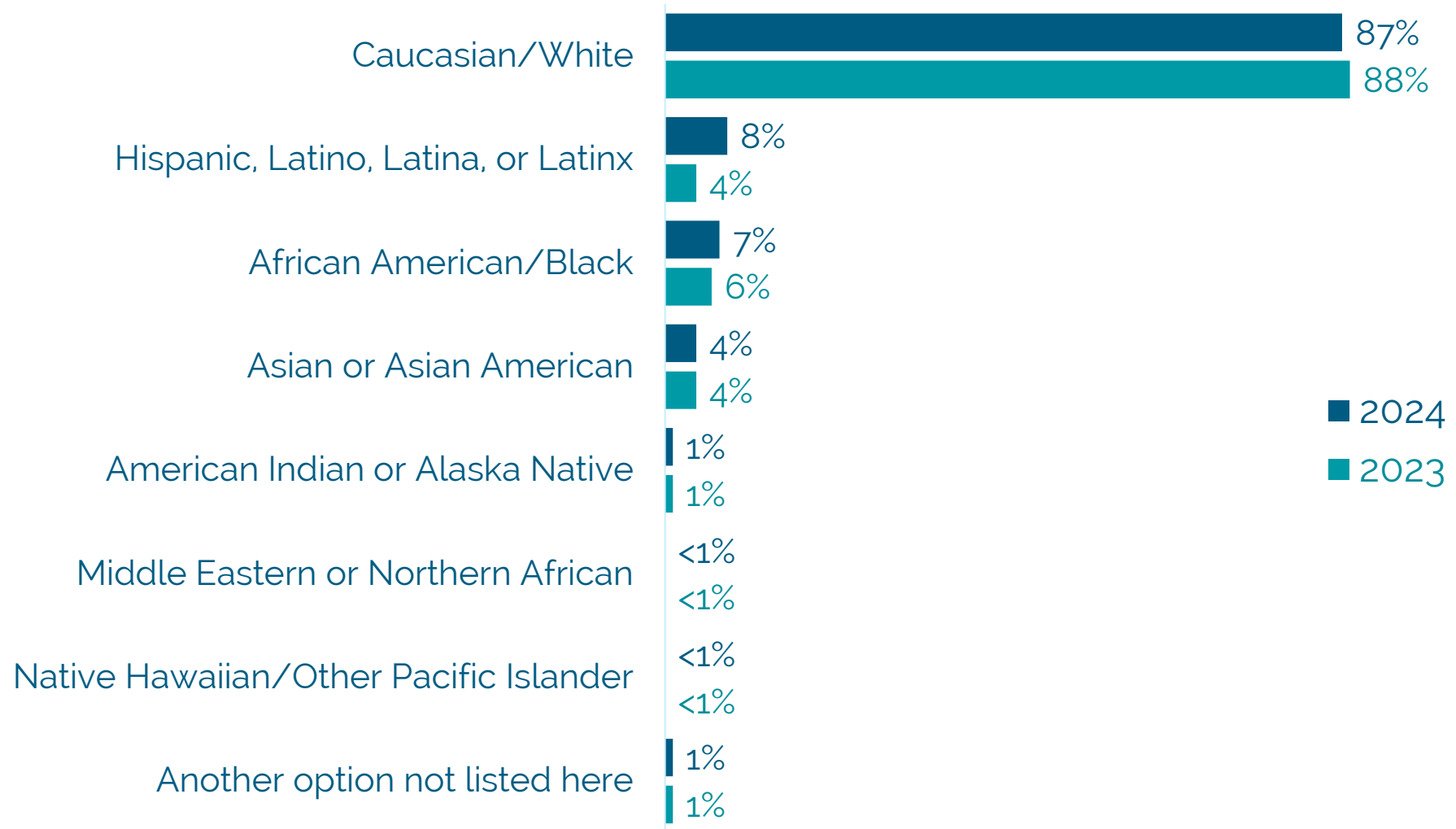


GENDER*

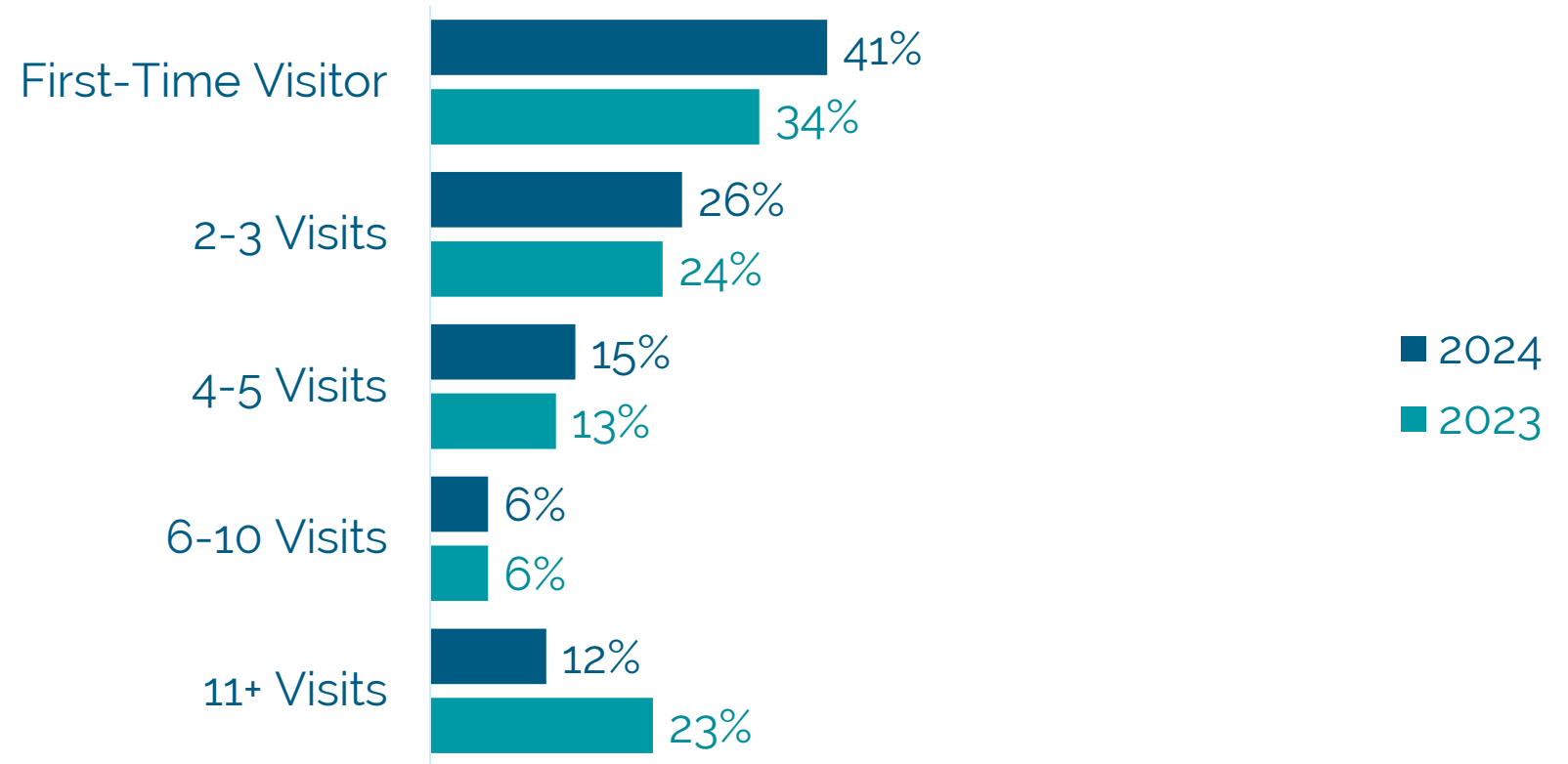


*Gender of member of travel party interviewed.
May be influenced by visitors' willingness to complete a survey.

RACE*



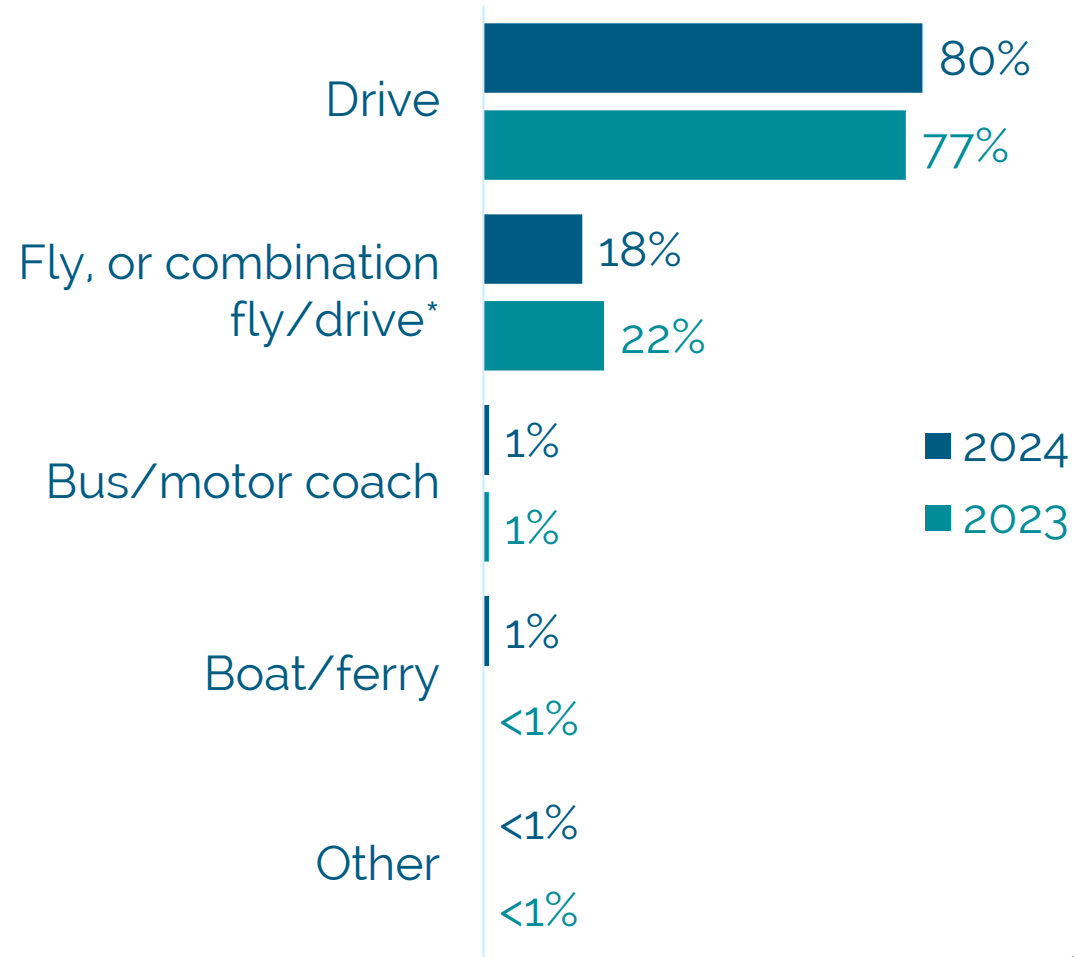
NEW & RETURNING VISITORS



VISITOR JOURNEY: TRIP EXPERIENCE

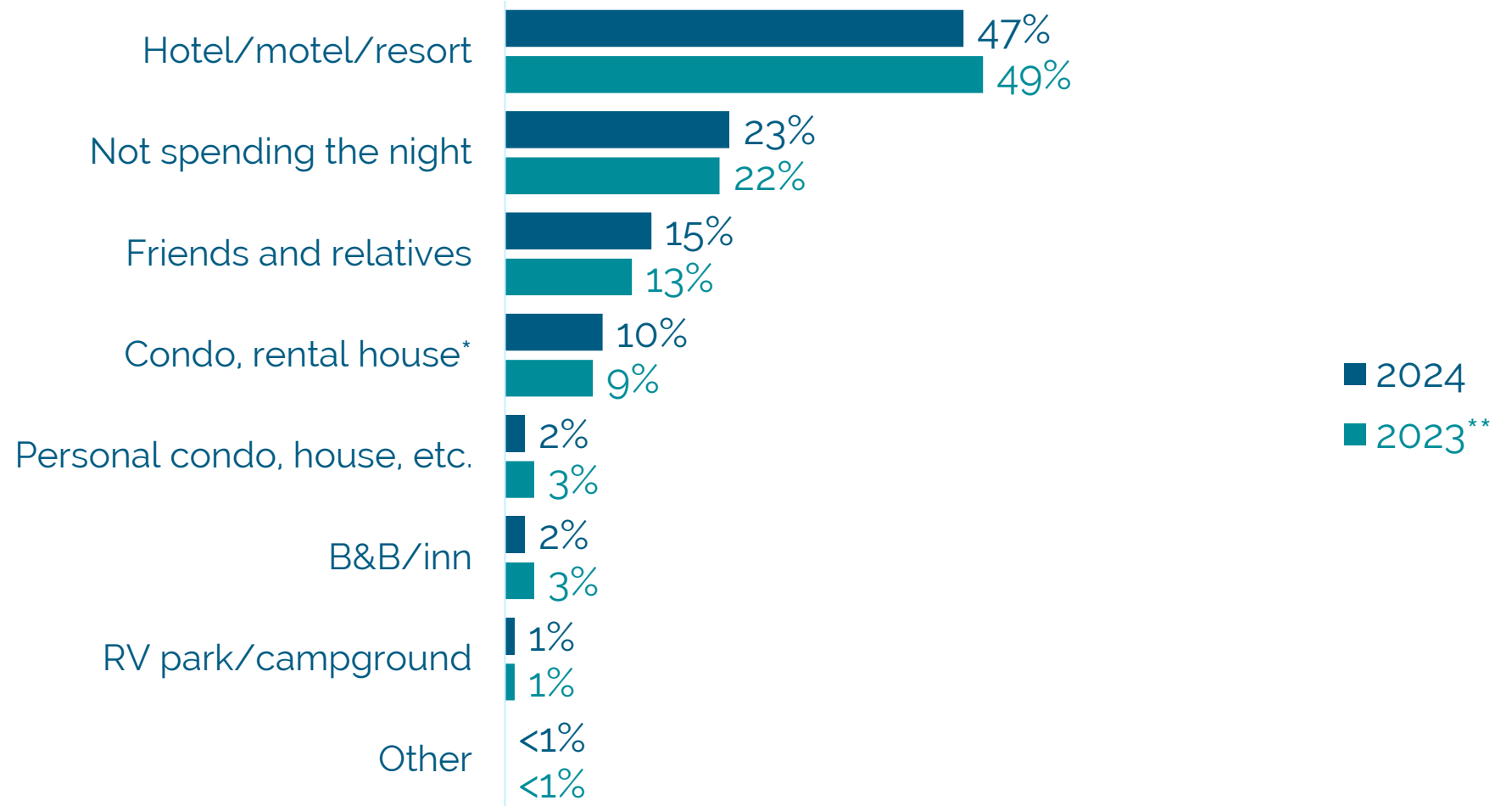


TRANSPORTATION



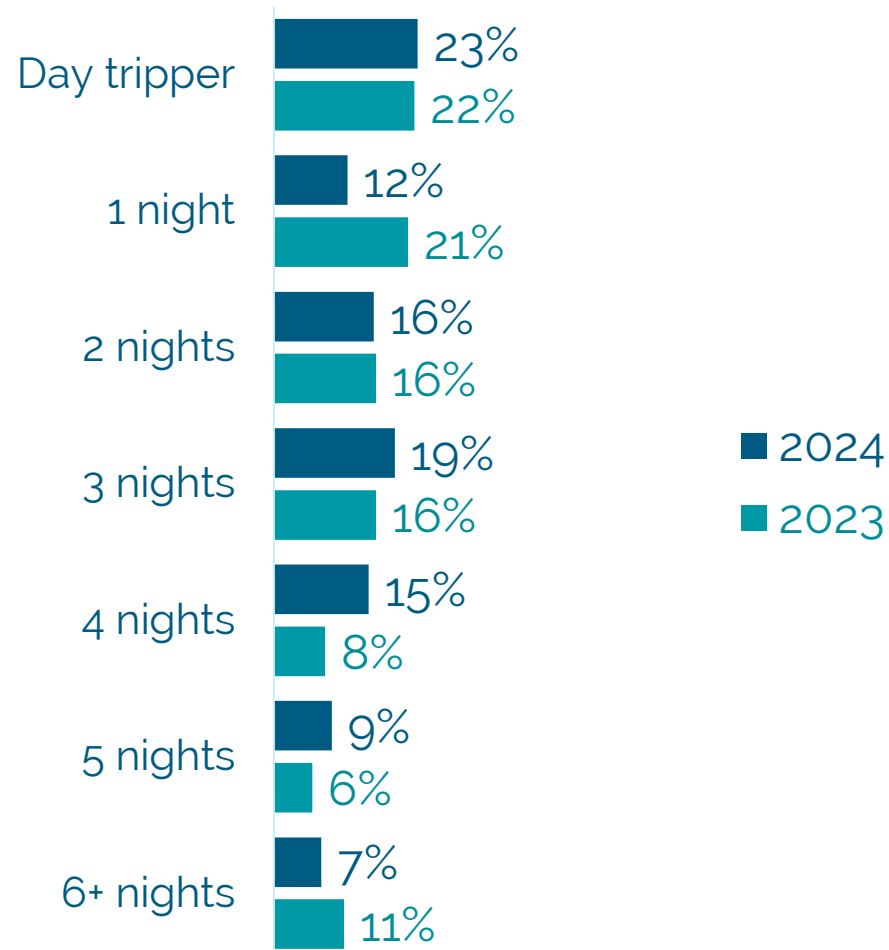
*15% of all visitors used the Jacksonville International Airport (-4% from 2023).

ACCOMMODATIONS

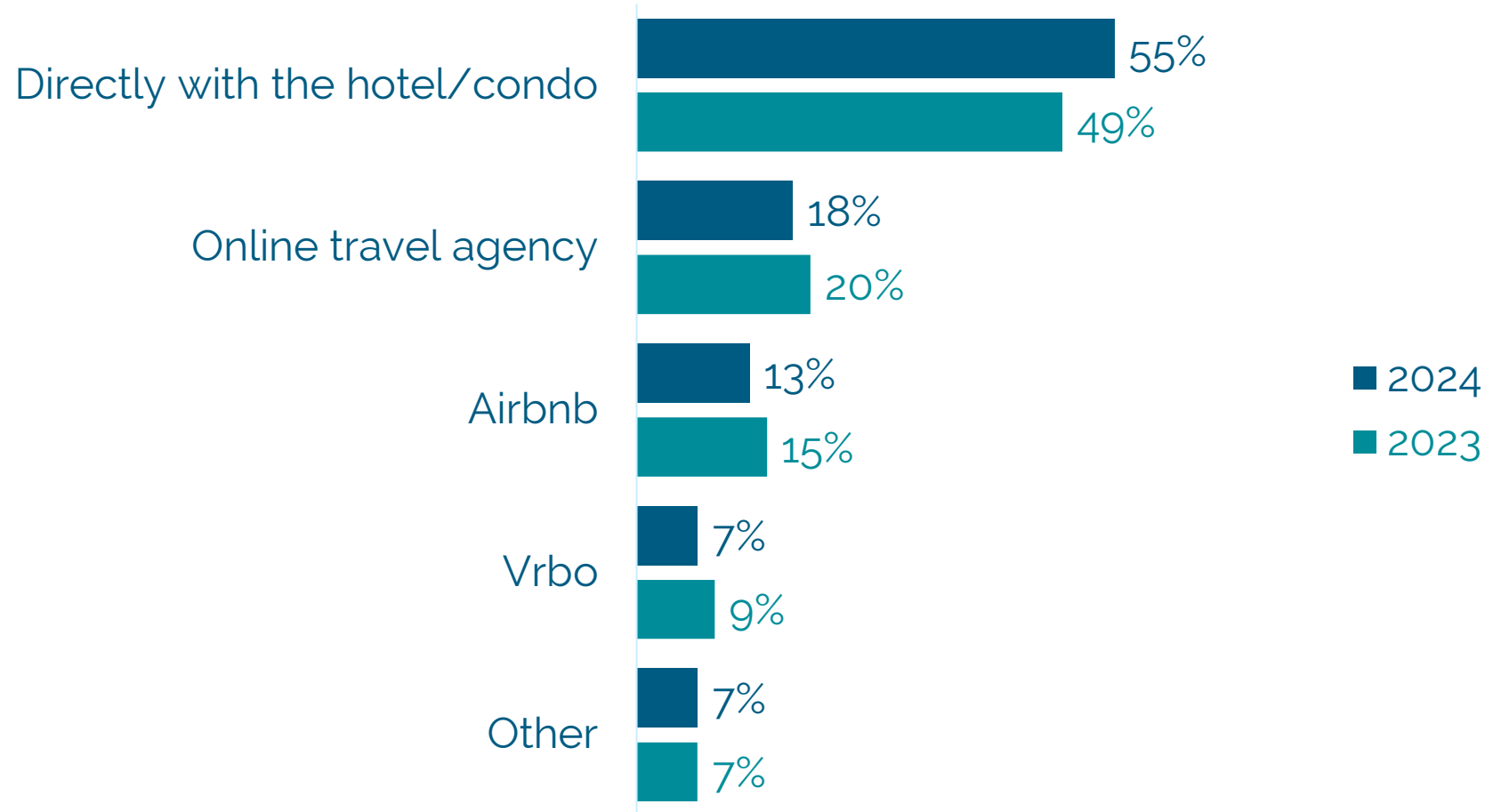


NIGHTS STAYED

Average nights stayed (all visitors): **3.0 (same as 2023)**
Average nights stayed (paid visitors): **3.5 (-0.3 from 2023)**



ACCOMMODATION BOOKING



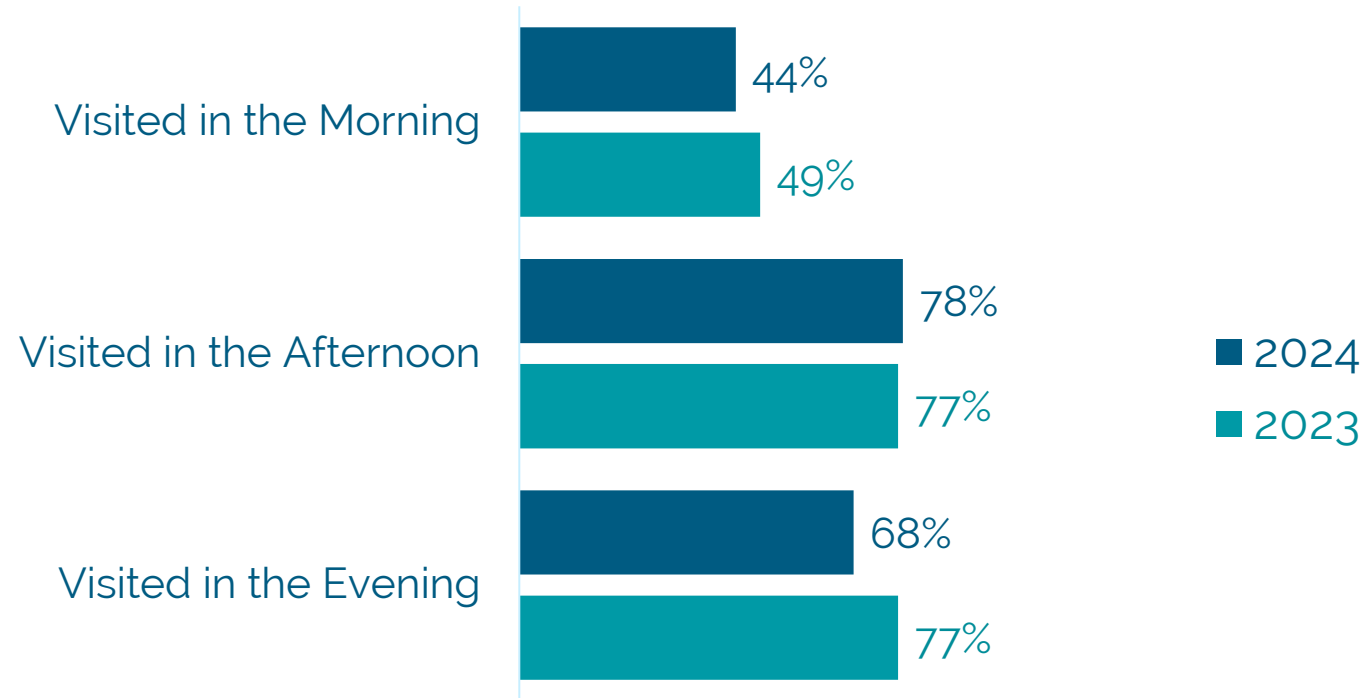
VISITOR ACTIVITIES*

Activity	2023	2024
Dining out	76%	77%
Historic Downtown Fernandina Beach	68%	73%
Beach	62%	60%
Shopping	61%	59%
Special events	32%	33%
Visit friends/relatives	25%	28%
Attractions	18%	23%
Family time	29%	20%
Farmers market	22%	19%
Bars, nightclubs	33%	18%
State parks	24%	15%
Biking, hiking, running, etc.	11%	12%
Art galleries, museums	16%	10%
Business meetings/conferences	2%	9%
Dining month	NA	7%
Attend/participate in a sporting event	9%	6%
Water sports	8%	6%
Golf or tennis	2%	5%
Spas	2%	4%
Horseback riding	<1%	<1%
Other	<1%	<1%

*Multiple responses permitted.

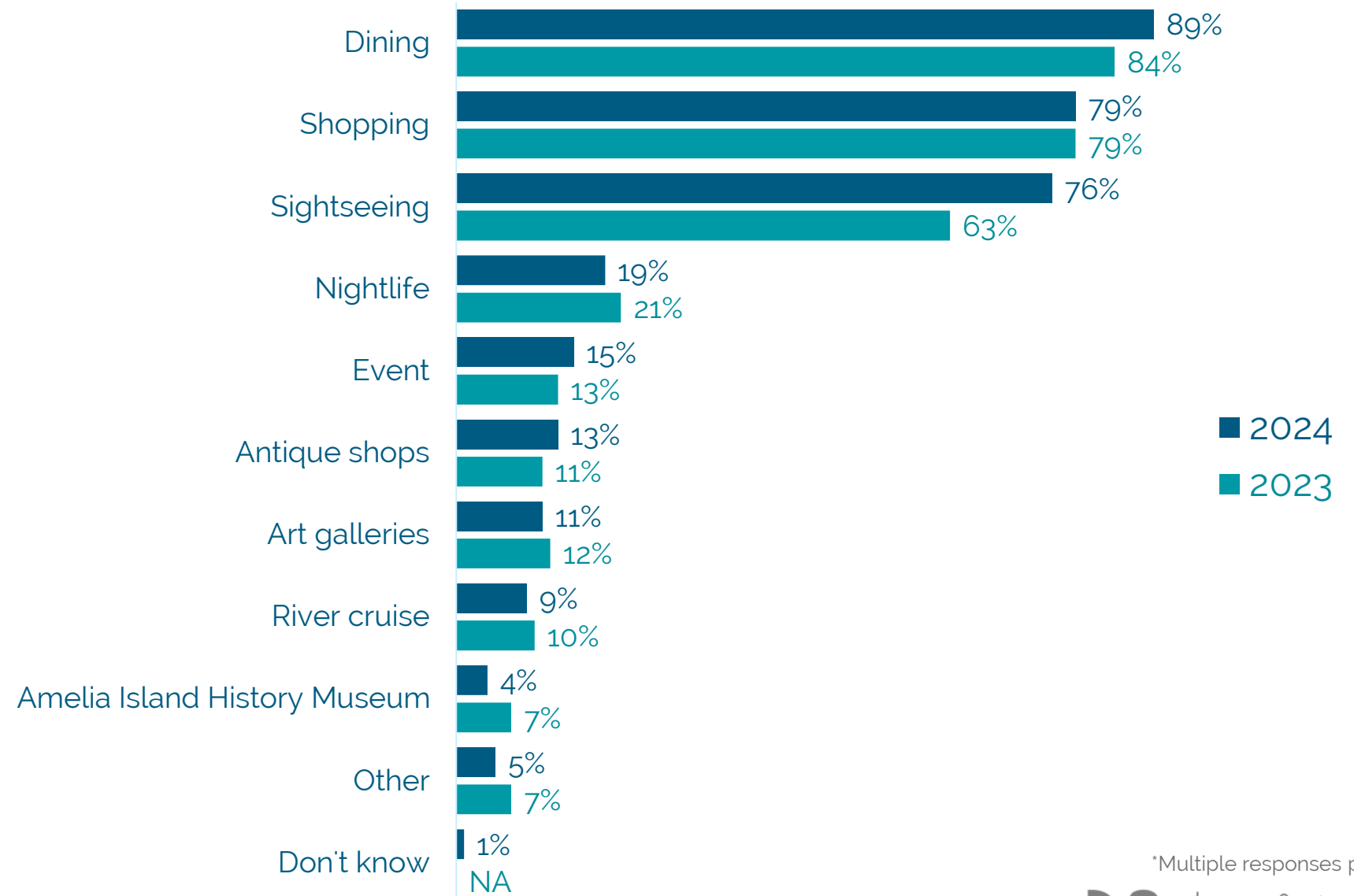
VISITING HISTORIC DOWNTOWN*

Average visits per trip: **2.5 (-1 from 2023)**



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

REASON FOR VISITING HISTORIC DOWNTOWN*

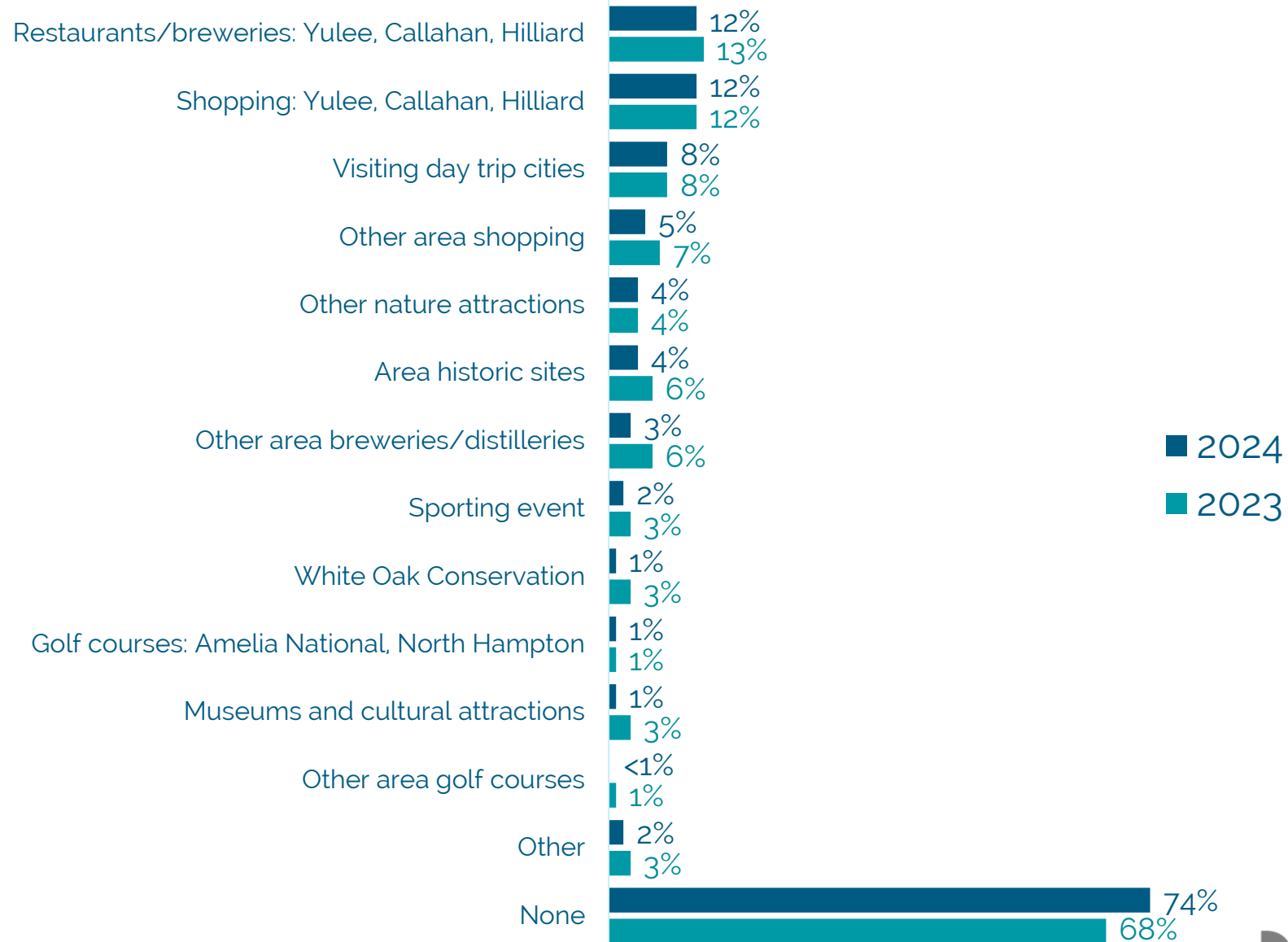


AREAS FOR IMPROVEMENT: DOWNTOWN*



- » More public parking, particularly at night and during events
- » More seating
- » More activities and playgrounds for children
- » More public restrooms
- » More public transportation
- » More specialty shops
- » More variety in restaurants
- » However, visitors love the holiday lights and decorations, the flowers, the benches honoring loved ones, the dog friendliness, and the overall quaint charm.

OFF-ISLAND ACTIVITIES*



*Multiple responses permitted.

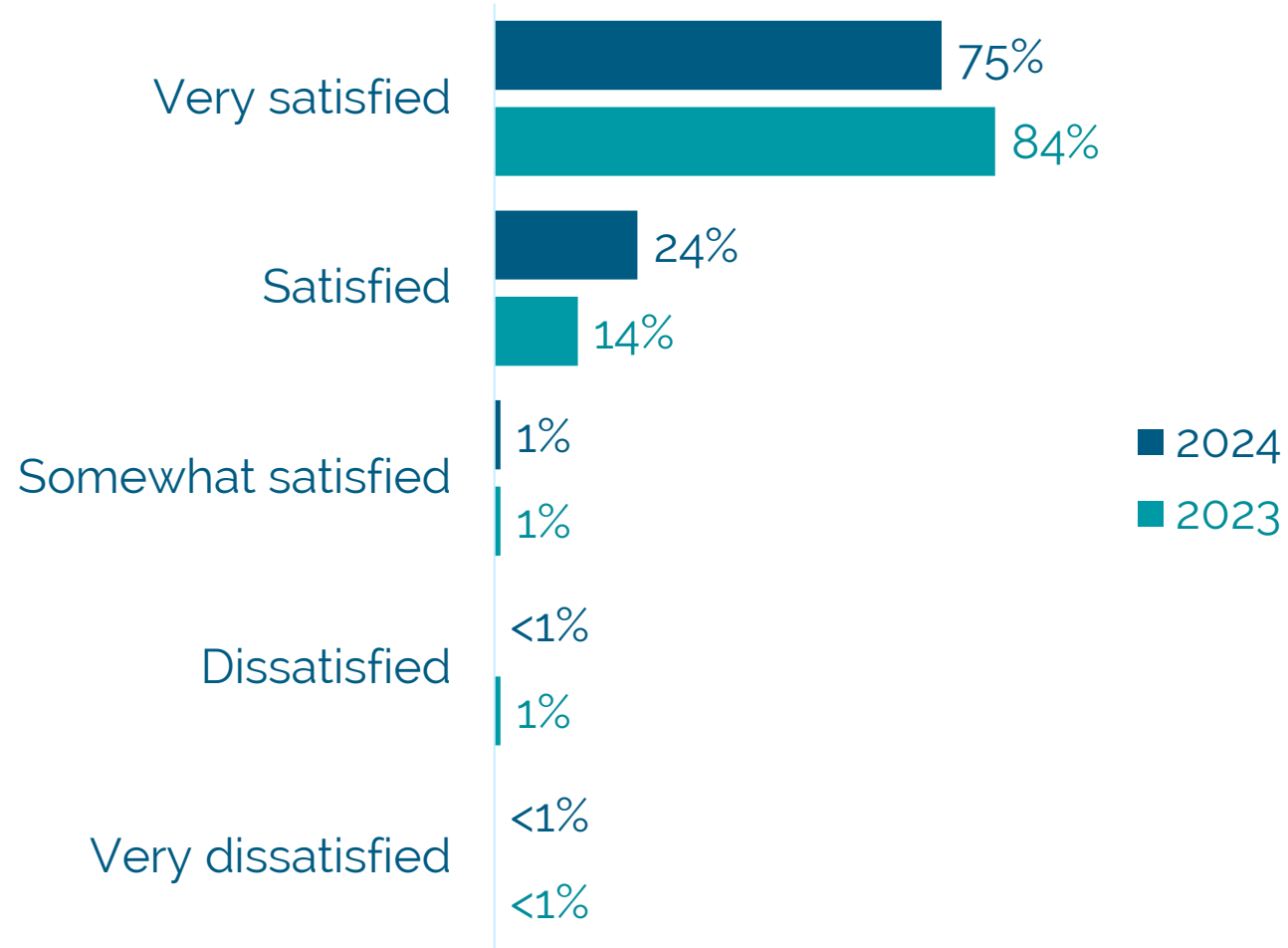
TRAVEL PARTY SPENDING

Category	Daily Spending		Total Spending	
	2023	2024	2024	2024
Accommodations	\$163	\$162	\$489	\$486
Restaurants	\$170	\$154	\$510	\$462
Groceries	\$34	\$34	\$102	\$102
Shopping	\$83	\$94	\$249	\$282
Activities & attractions	\$35	\$30	\$105	\$90
Transportation	\$38	\$34	\$114	\$102
Other	\$30	\$11	\$90	\$33
Total	\$553	\$519	\$1,659	\$1,557

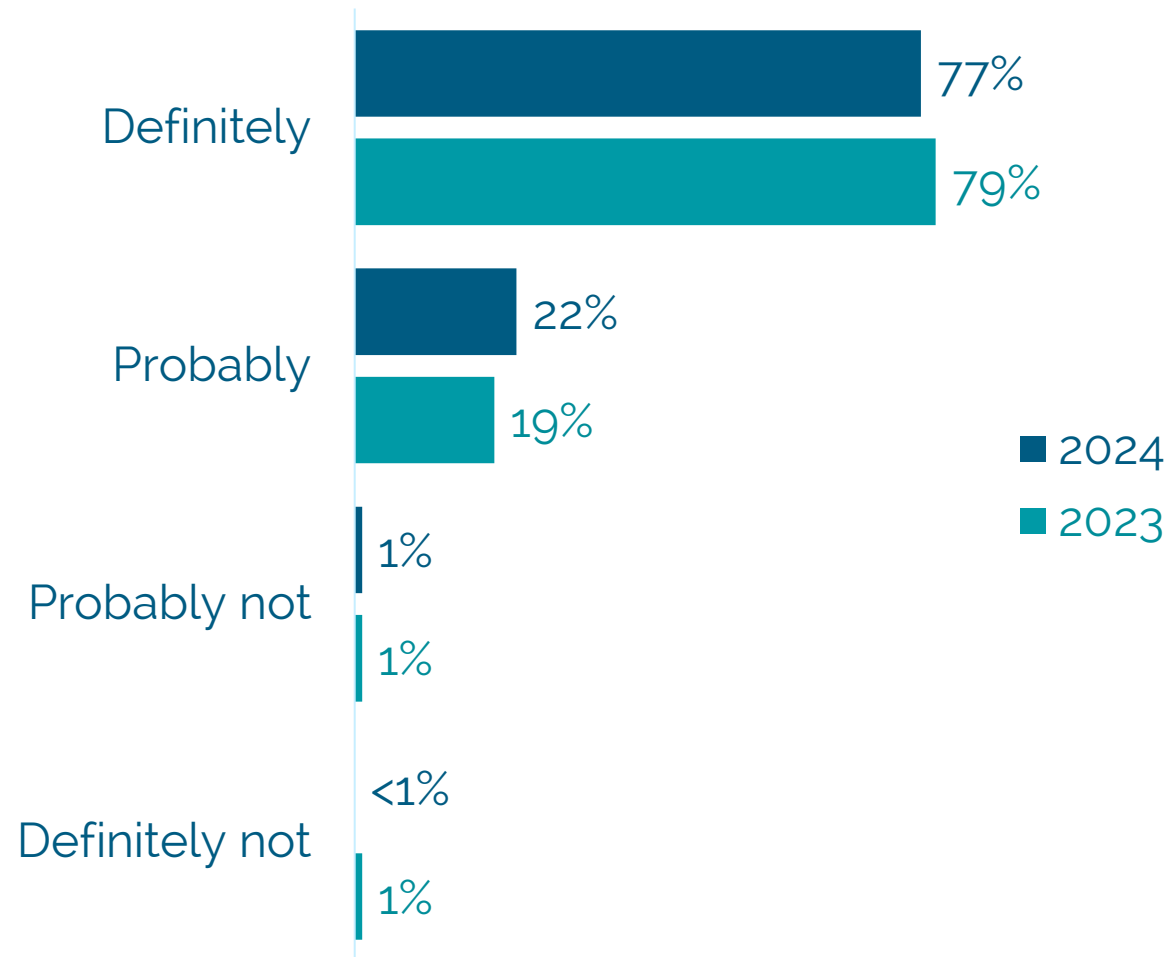
VISITOR JOURNEY: POST-TRIP



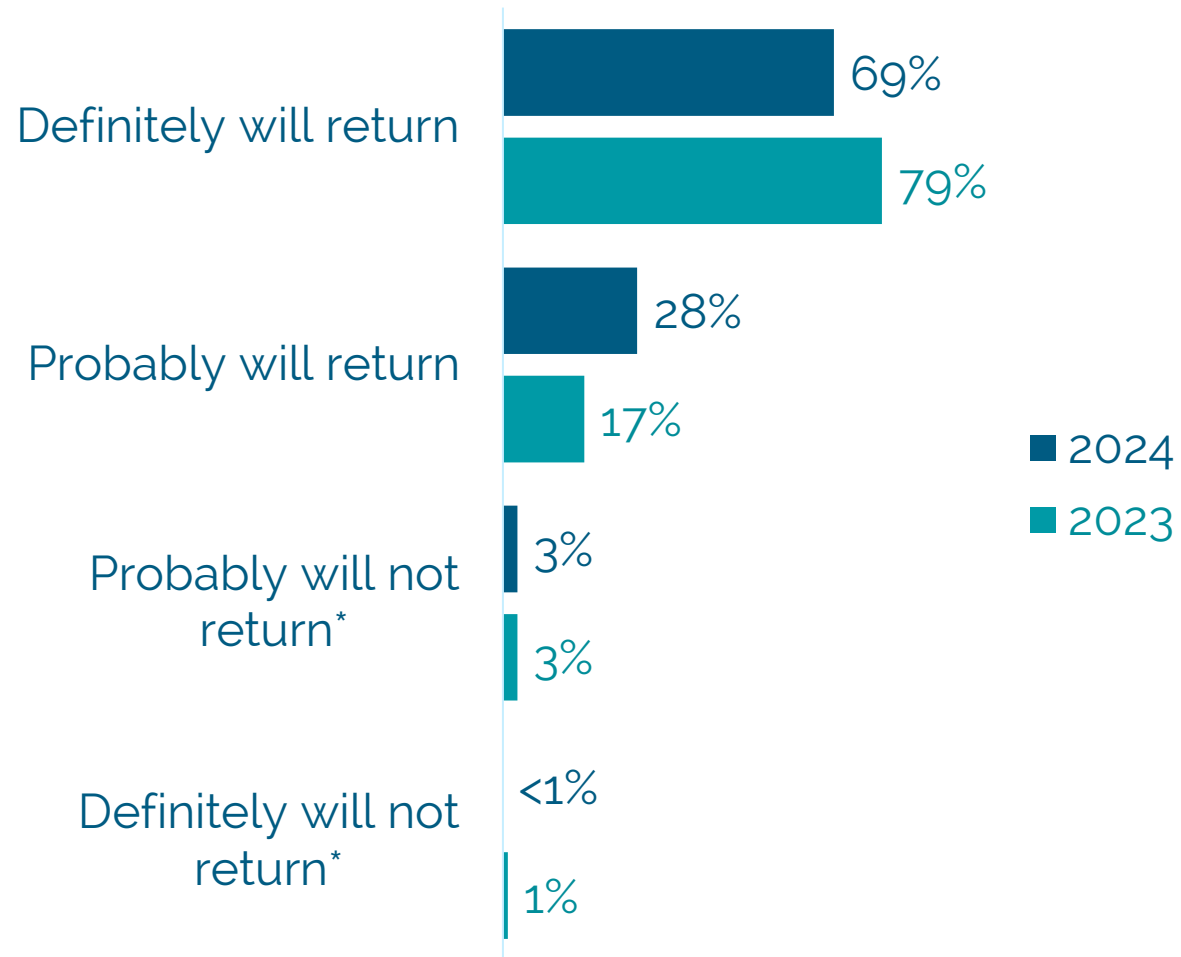
VISITOR SATISFACTION



RECOMMENDATION



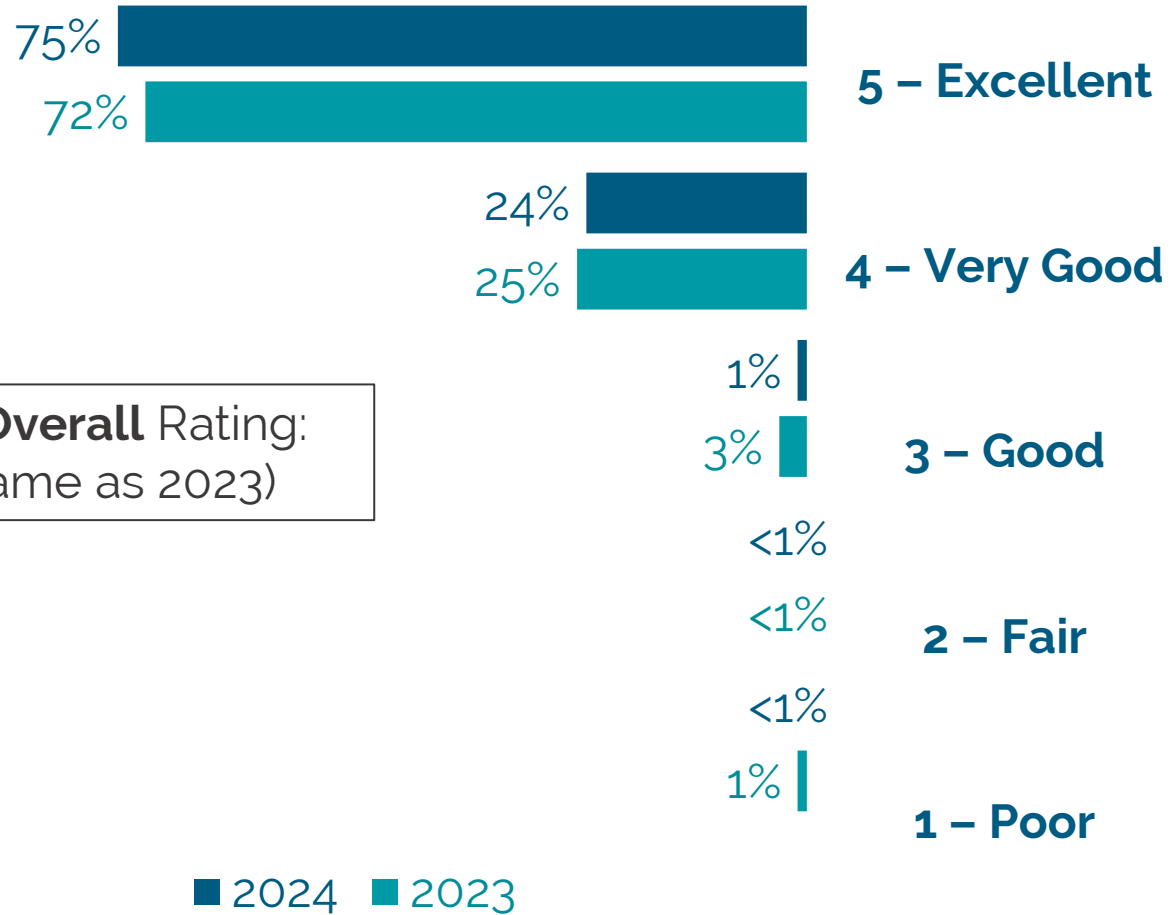
LIKELIHOOD OF RETURNING



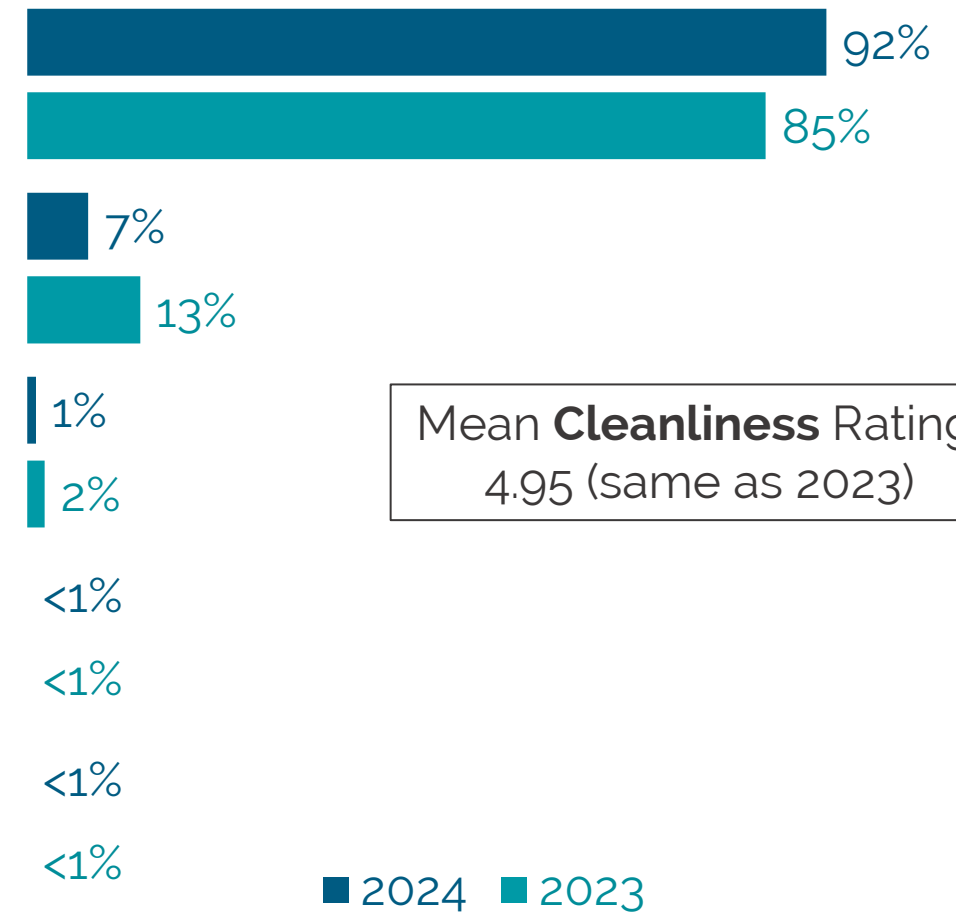
*Top reasons for not returning, like 2023, were: 1) a preference for variety in vacation spots 2) only having gone for a specific occasion.

BEACH RATINGS

Overall Beach Rating



Beach Cleanliness Rating



AREA DESCRIPTIONS*



- » "You'll love the natural beauty, lovely beaches, and serene atmosphere."
- » "Amelia Island has something for everyone - great restaurants, fun water sports, and beautifully restored 1800s buildings!"
- » "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."
- » "The beaches are very clean and quiet, with available, free parking. A perfect family vacation destination."
- » "The walkable downtown with its huge variety of restaurants was the highlight for us!"
- » "Amelia Island is a true hidden gem. Coming here always feels like coming home."



Visitor Tracking Study

- » Interviews were completed with [751 visitors](#) in person at events, the beach, The Shops at The Omni, downtown, and online, between [October 1, 2024](#), and [December 31, 2024](#).

Amelia Island CVB

Visitor Tracking Study October – December 2024

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