

Amelia Island CVB

Economic Impact of Dickens on Centre 2024

December 12th – 15th, 2024



Total Economic Impact

\$6,766,300

When including indirect and induced effects¹ of direct spending², the total economic impact of people attending Dickens on Centre who **live outside** of Nassau County was \$6,766,300, a 15% increase³ from 2023.

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

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

³Attributable to more visitors and higher spending. In addition, the economic impact multiplier for Amelia Island increased in FY2025 to 1.40 from 1.32 in FY2024.

\$4,833,100

People who **live outside** of Nassau County spent \$4,833,100¹ during Dickens on Centre, an 8% increase from 2023.

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

Out-of-County Visitors

16,890

Including overnight visitors and day trippers, there were 16,890 unique¹ individuals from outside Nassau County who attended Dickens on Centre, a 20% increase² from 2023.³

¹An attendance figure, provided by the Amelia Island CVB, of 80,805 attendees was used for this report. However, some people attend multiple days of the event and multiple Dickens events each day. Unique attendees accounts for this and reflects the actual number of people who attended Dickens on Centre.

²Attributable to increases in percentage of out of county visitors and percentage of paid visitors.

³10,700 attendees stayed overnight in paid accommodations.

6,930

Vendors and attendees who **live outside** of Nassau County spent 6,930 nights in hotels, motels, and vacation rentals while attending Dickens on Centre, a 5% increase from 2023.

Event Attendees - Visitors vs. Locals

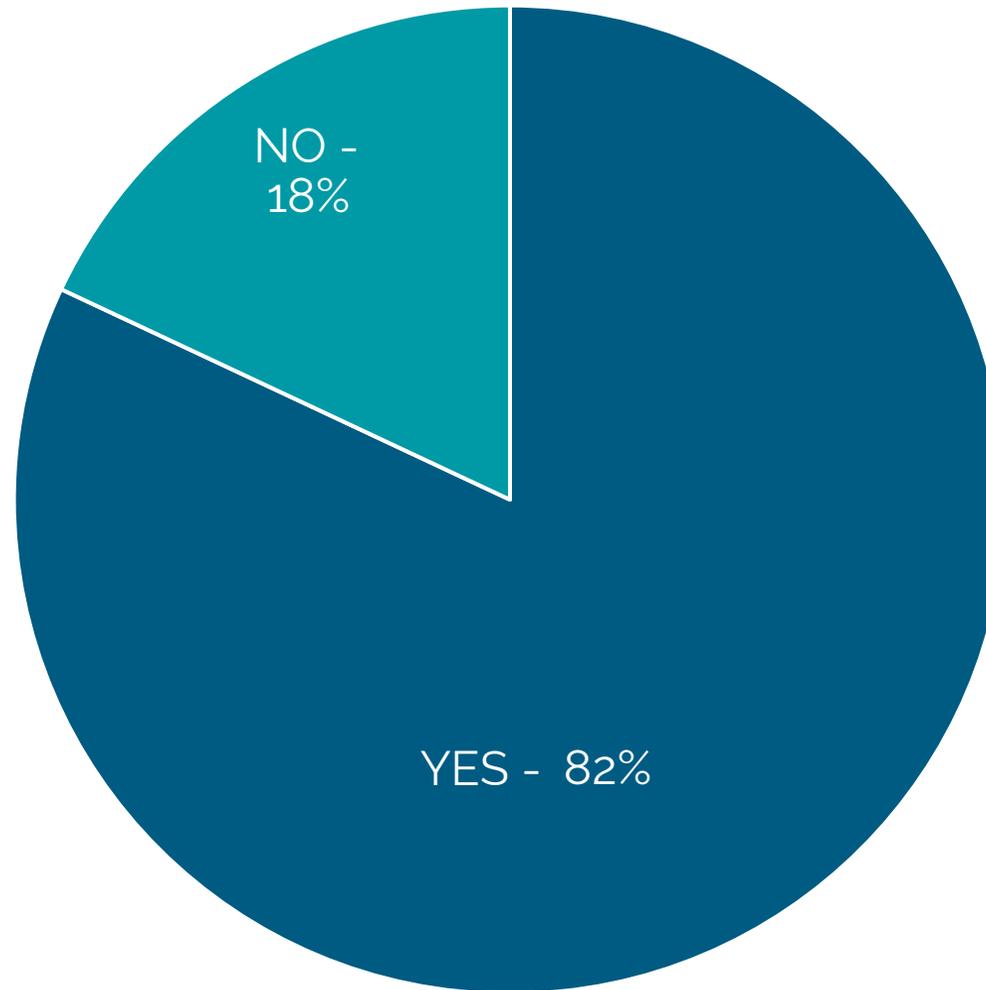




Out-of-County Attendee Profile

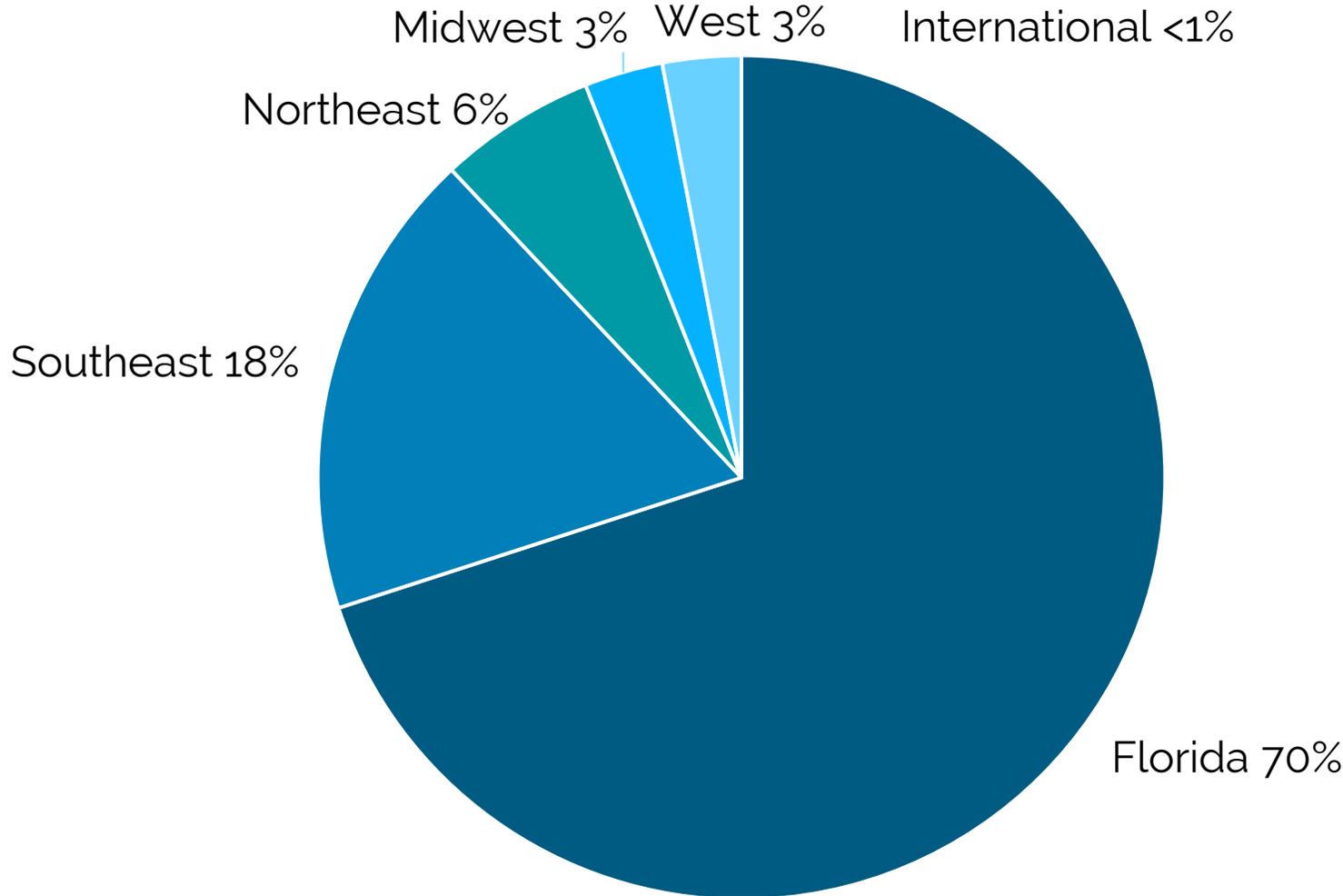
Out-of-County Attendees: Main Reason for Visiting*

Was Dickens on Centre your main reason for coming to the area?



*Out of all out-of-county attendees.

Out-of-County Attendees: Regions of Origin*

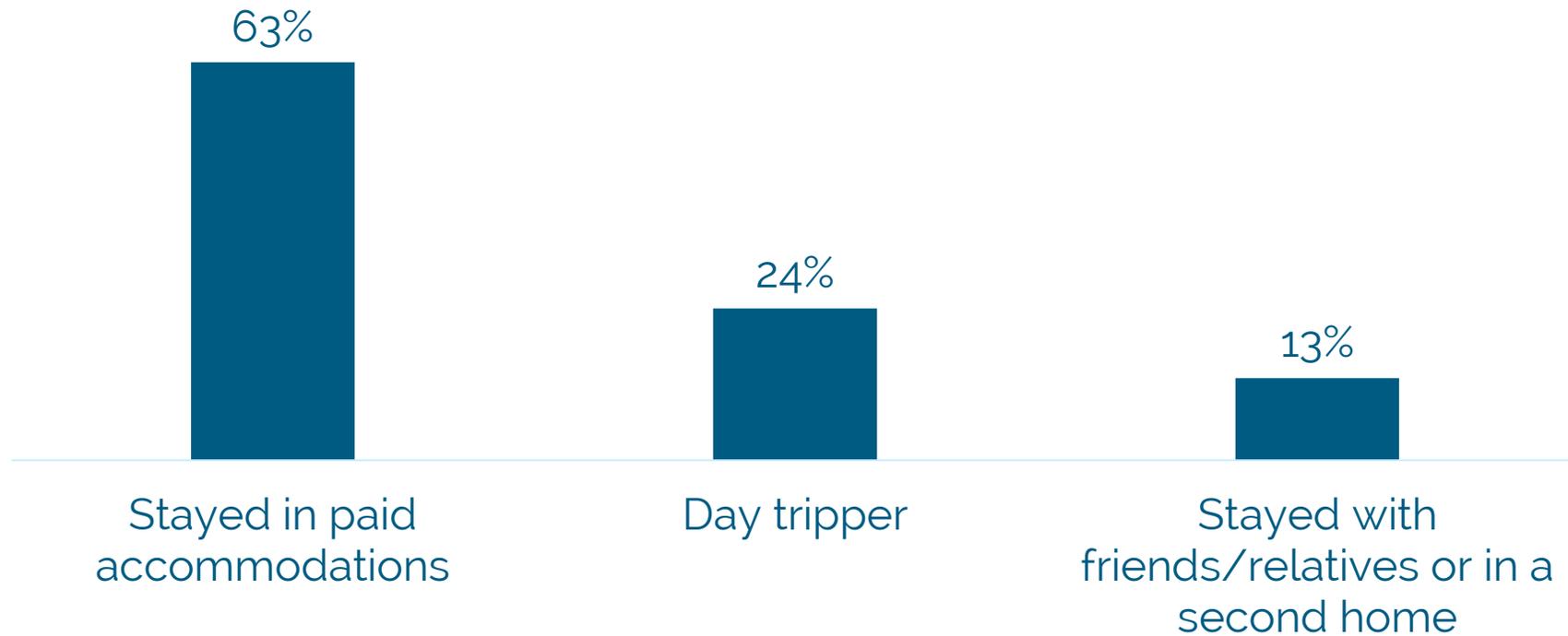


*Out of all out-of-county attendees.

Out-of-County Attendees: Top Markets of Origin*

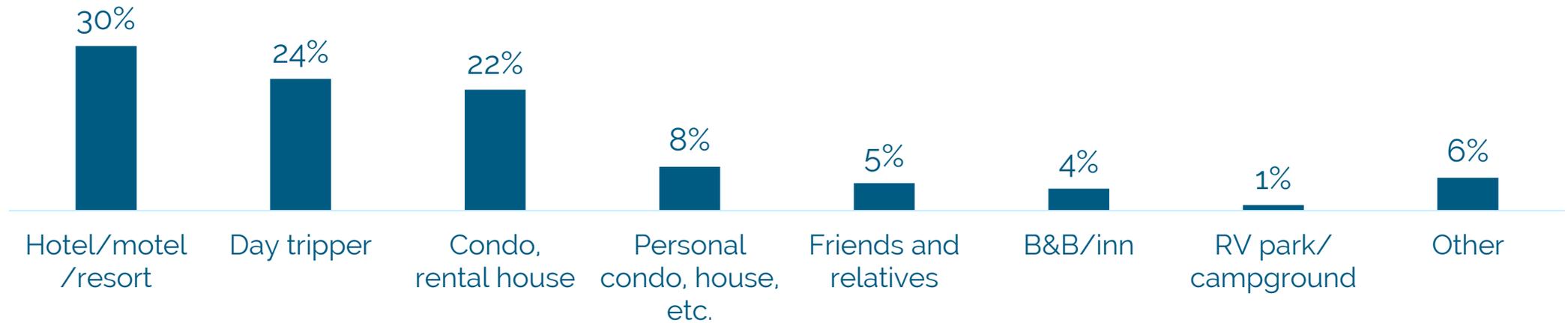
| Market | Percent of Attendees |
|-------------------------------------|----------------------|
| Jacksonville | 53% |
| Orlando – Daytona Beach - Melbourne | 12% |
| Atlanta | 4% |
| Tampa – St. Petersburg | 2% |
| Sarasota – Bradenton | 2% |

Out-of-County Visitor Type*



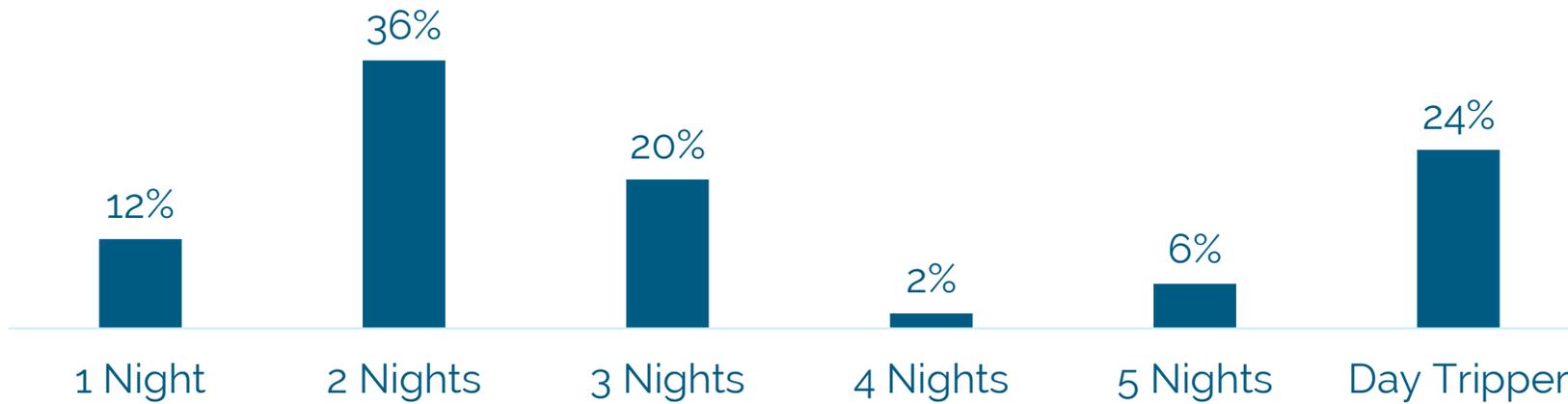
*Out of all out-of-county attendees.

Detailed Out-of-County Visitor Type Breakdown*



*Out of all out-of-county attendees.

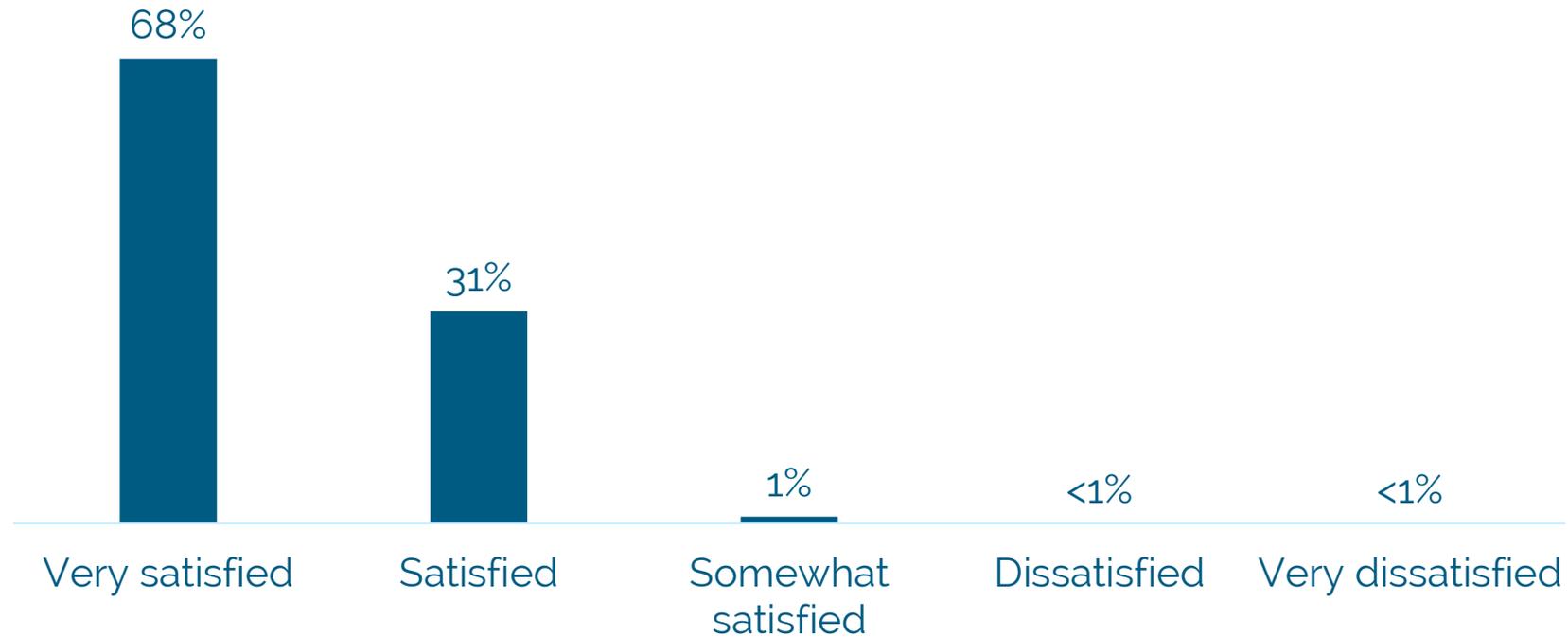
Out-of-County Attendees: Length of Stay¹



On average, out-of-county attendees spent **1.8 nights²** in Amelia Island.

Out-of-County Attendees: Satisfaction*

How satisfied are you with your stay in the Amelia Island area?

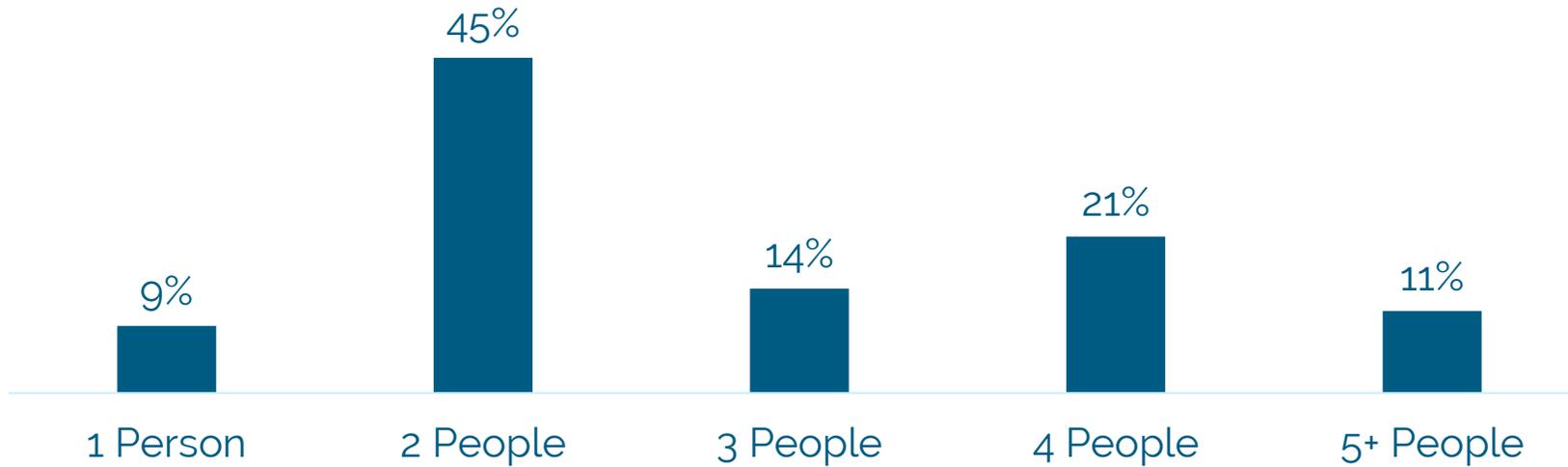


*Out of all out-of-county attendees.



Attendee Profile: Visitors & Locals

All Attendees: Travel Party Size

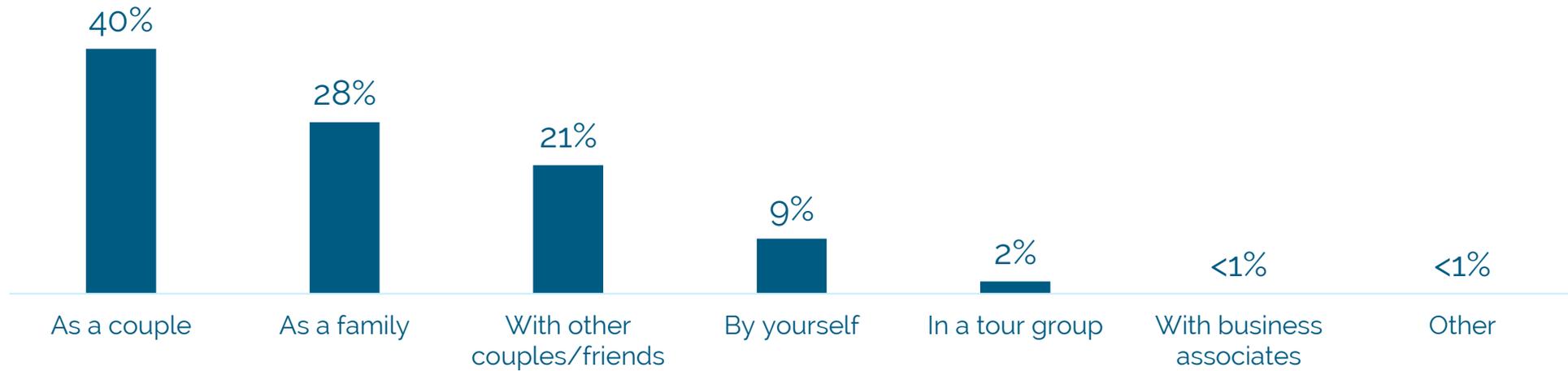


The average travel party size among Dickens on Centre attendees was **3.1 people**.

*Out of all event attendees.

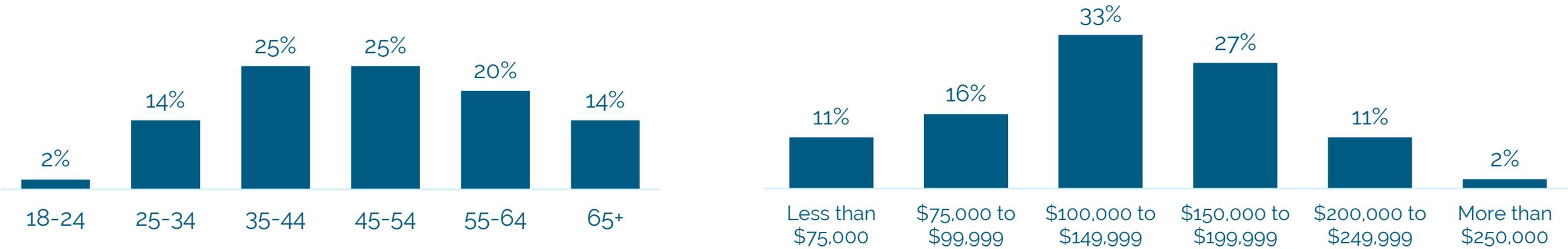
All Attendees: Travel Party Composition*

On this trip, are you traveling:



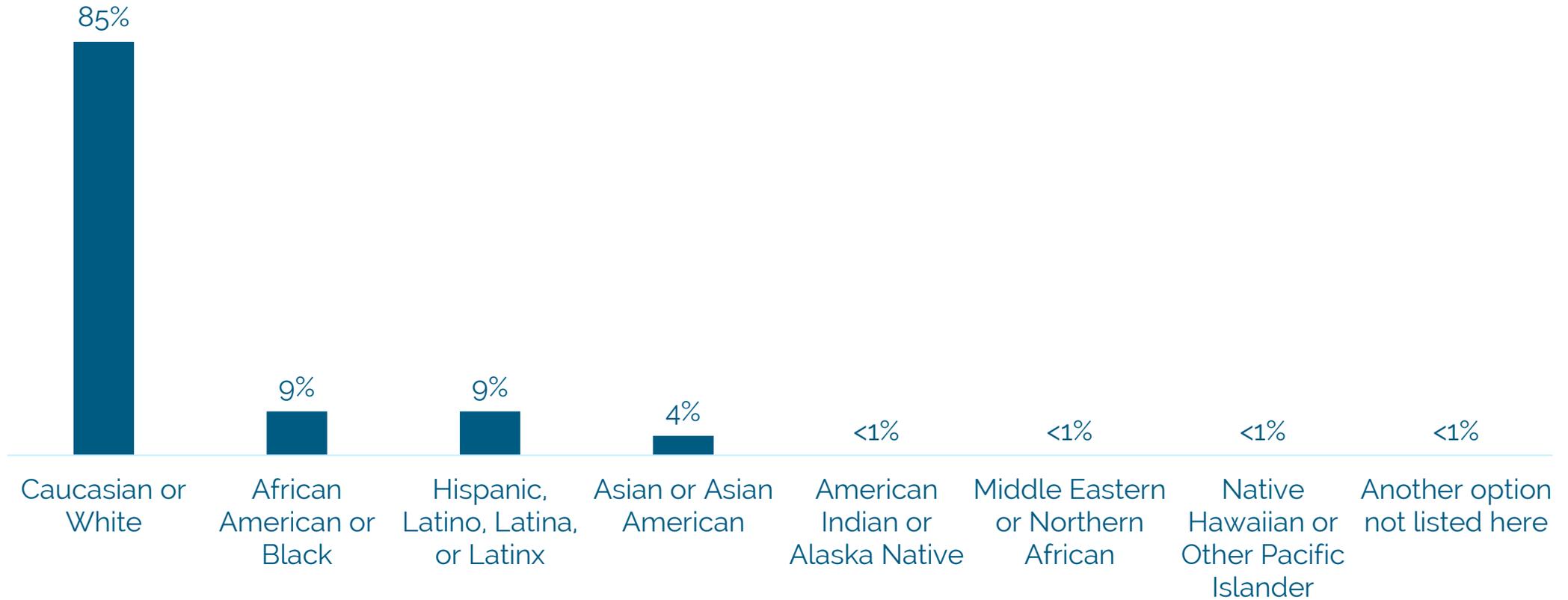
*Out of all event attendees.

All Attendees: Age and Income*



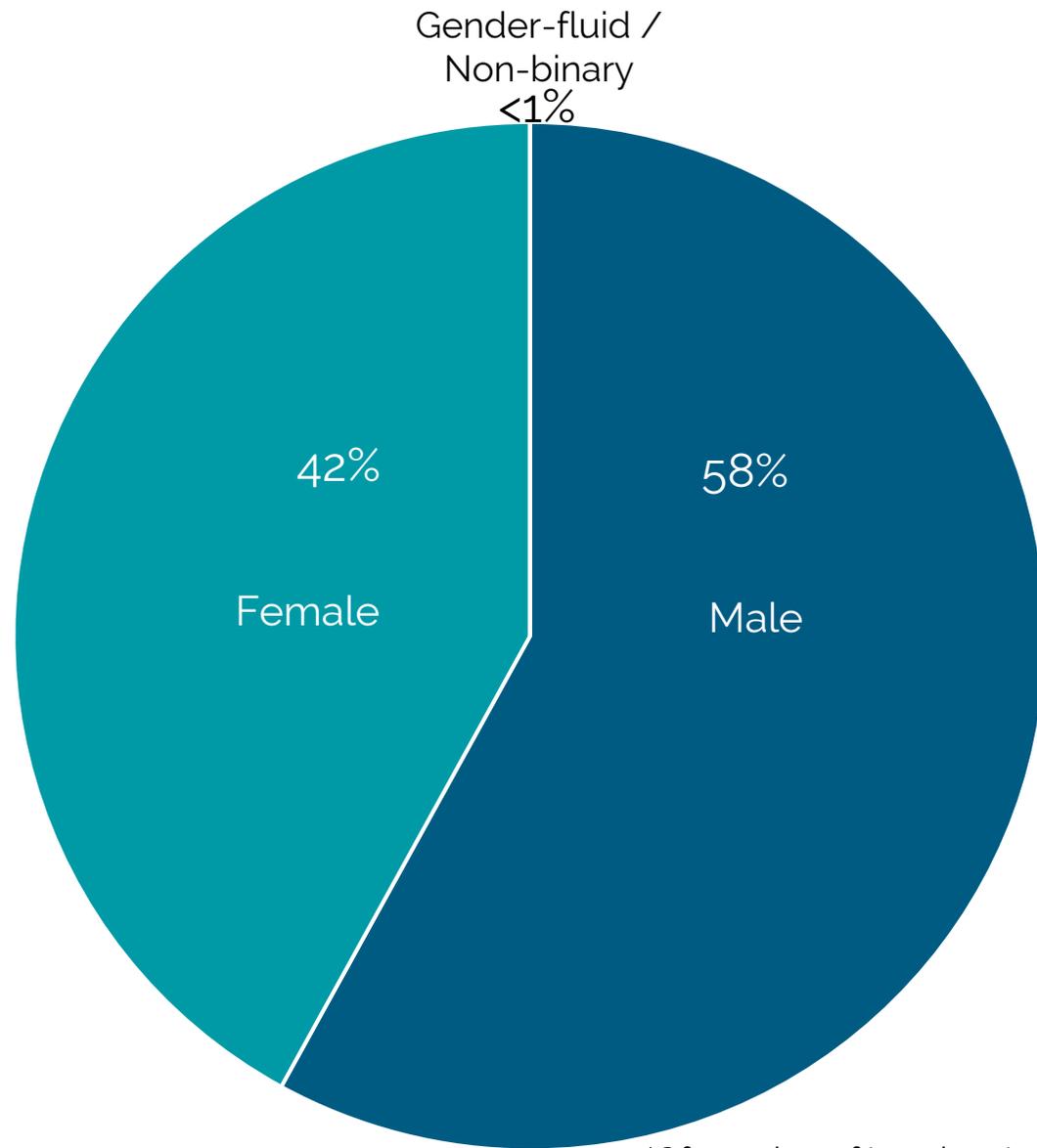
The average attendee was **48 years old** and had an annual household income of **\$135,000**.

All Attendees: Race*



*Out of all event attendees. Multiple responses permitted.

All Attendees: Gender*



*Of member of travel party who completed survey. Out of all event attendees.

Methodology

- The metrics in this report were based on data from the following sources:
 - Intercept interviews conducted by Downs & St. Germain Research with 139 attendees at Dickens on Centre
 - Other Visitor Tracking data collected in Amelia Island
 - STR and Key Data
 - Tourism database at Downs & St. Germain Research
- Attendance figures were estimated from an attendance estimate provided by the Amelia Island CVB and an independent estimate by Downs & St. Germain Research
- The Economic Impact multiplier used for this study was 1.40

Amelia Island CVB

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