

Amelia Island CVB

Economic Impact of Dickens on Centre 2025

December 11th – 14th, 2025





Year-over-Year Narrative

Although there were fewer overall attendees at this year's Dickens on Centre, more were from out of county. In addition, out of county visitors spent more on average during their time in Amelia Island. This led to an increase in direct spending and economic impact from this year's event.

Total Economic Impact

\$6,339,500

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 \$6,339,500.

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.

\$5,071,600

People who **live outside** of Nassau County spent \$5,071,600¹ during Dickens on Centre, a 5% increase from 2024.

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

Out-of-County Visitors

16,470

Including overnight visitors and day trippers, there were 16,470 unique¹ individuals from outside Nassau County who attended Dickens on Centre, a 2% decrease² from 2024.³

¹An attendance figure, provided by the Amelia Island CVB, of 77,106 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 – 16,470 out of county and 10,800 local.

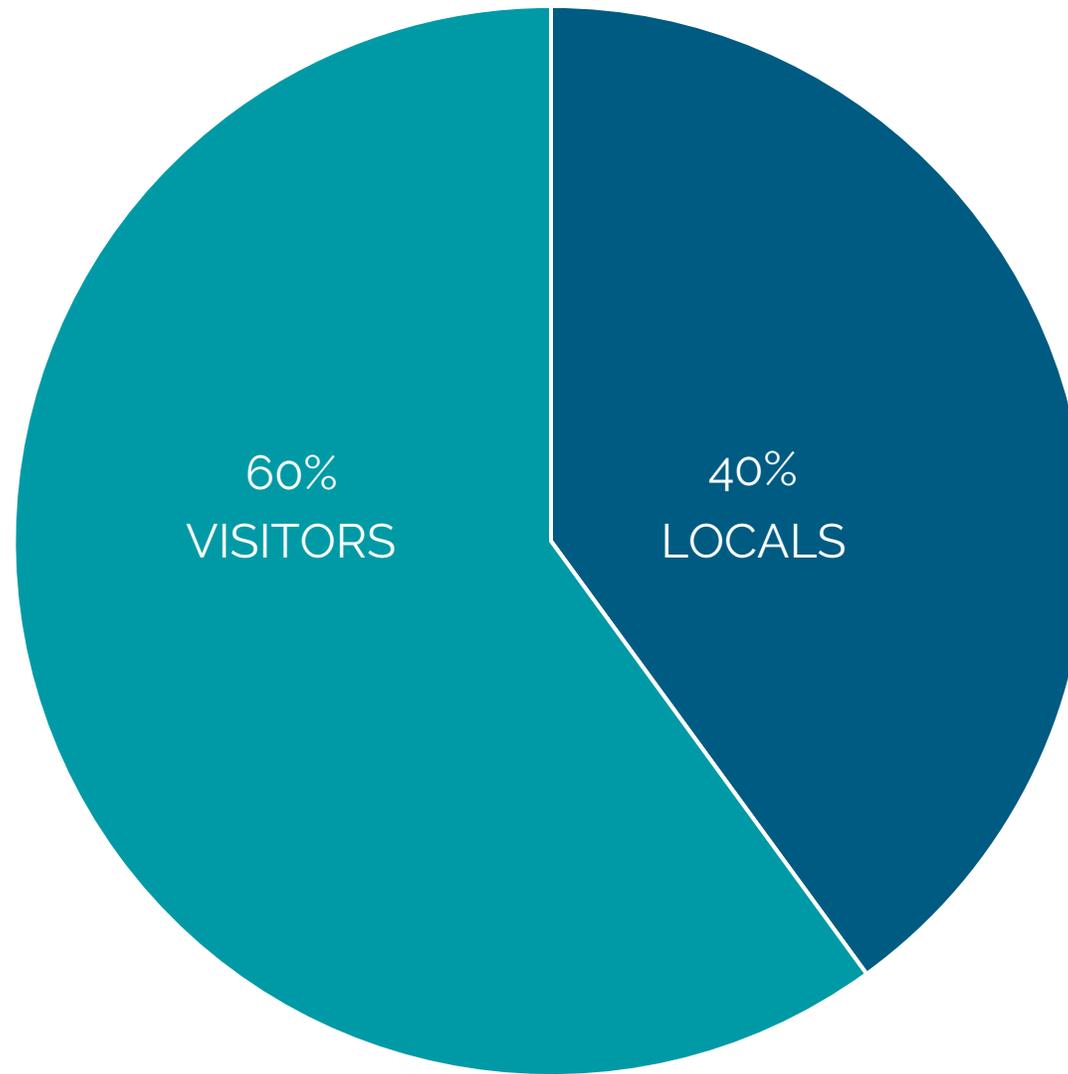
²An increase in percent of out of county visitors buffered the decrease in overall event attendees.

³8,600 attendees stayed overnight in paid accommodations.

6,320

Vendors and attendees who **live outside** of Nassau County spent 6,320 nights in hotels, motels, and vacation rentals while attending Dickens on Centre, a 9% decrease from 2024.

Event Attendees - Visitors vs. Locals

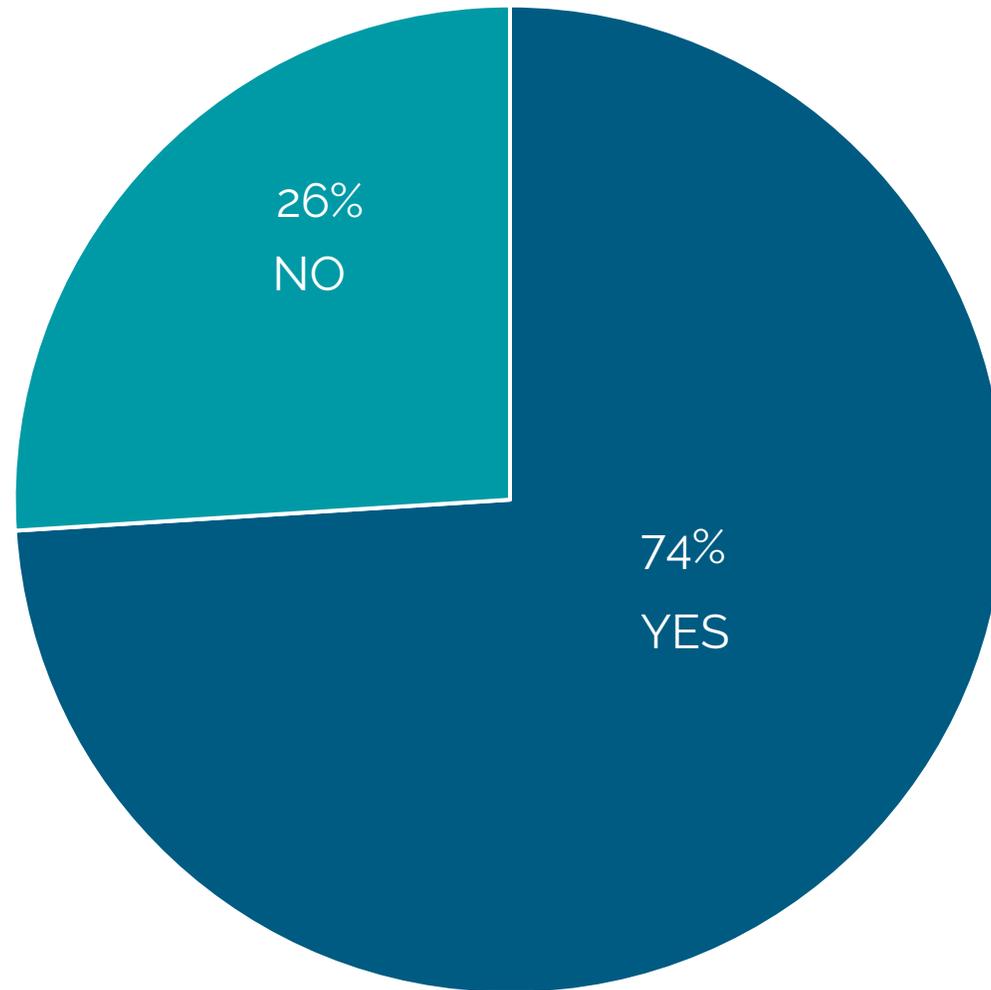




Out-of-County Attendee Profile

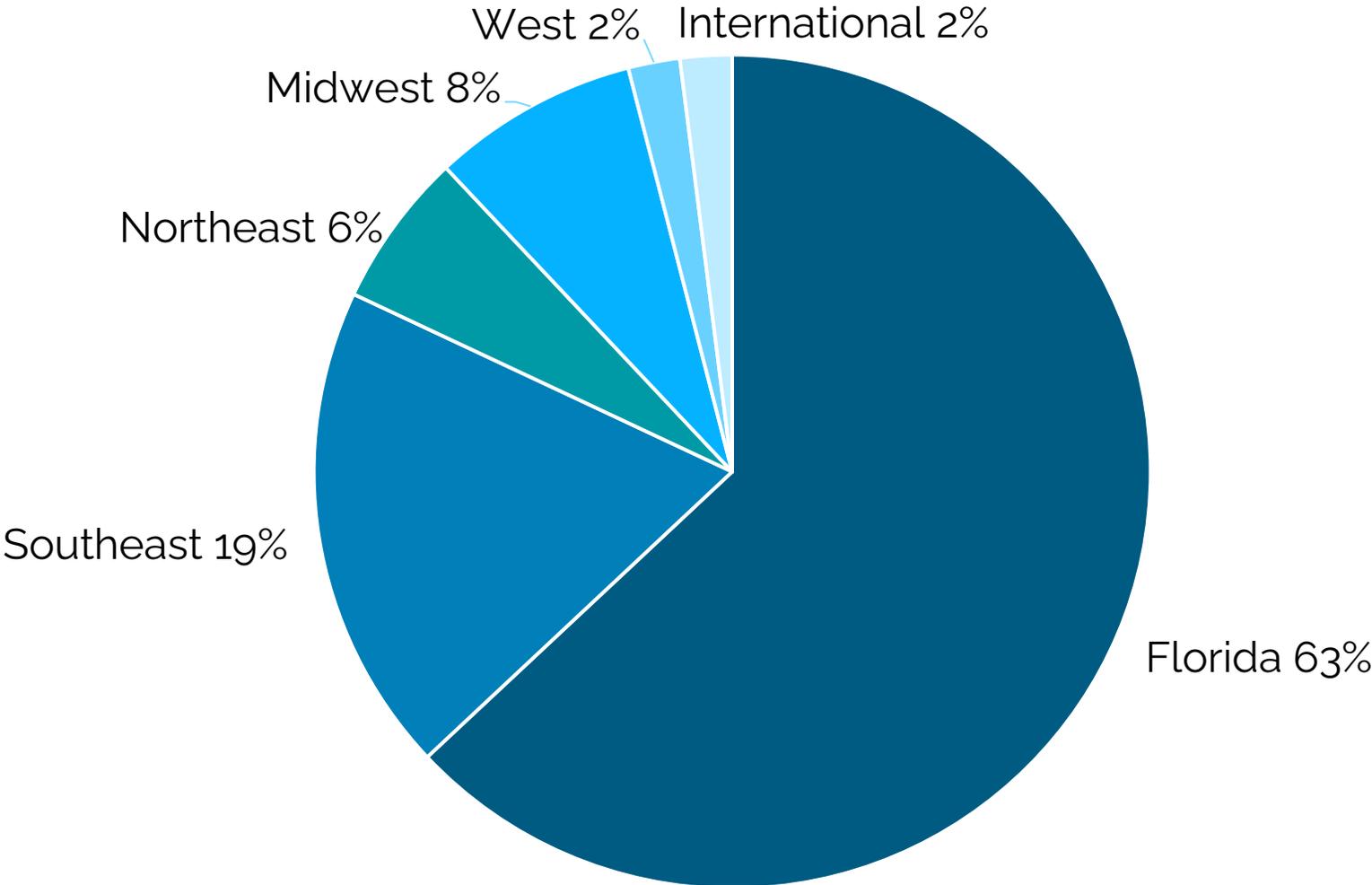
Out-of-County Attendees: Main Reason for Visiting*

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



*Out of all out-of-county attendees.

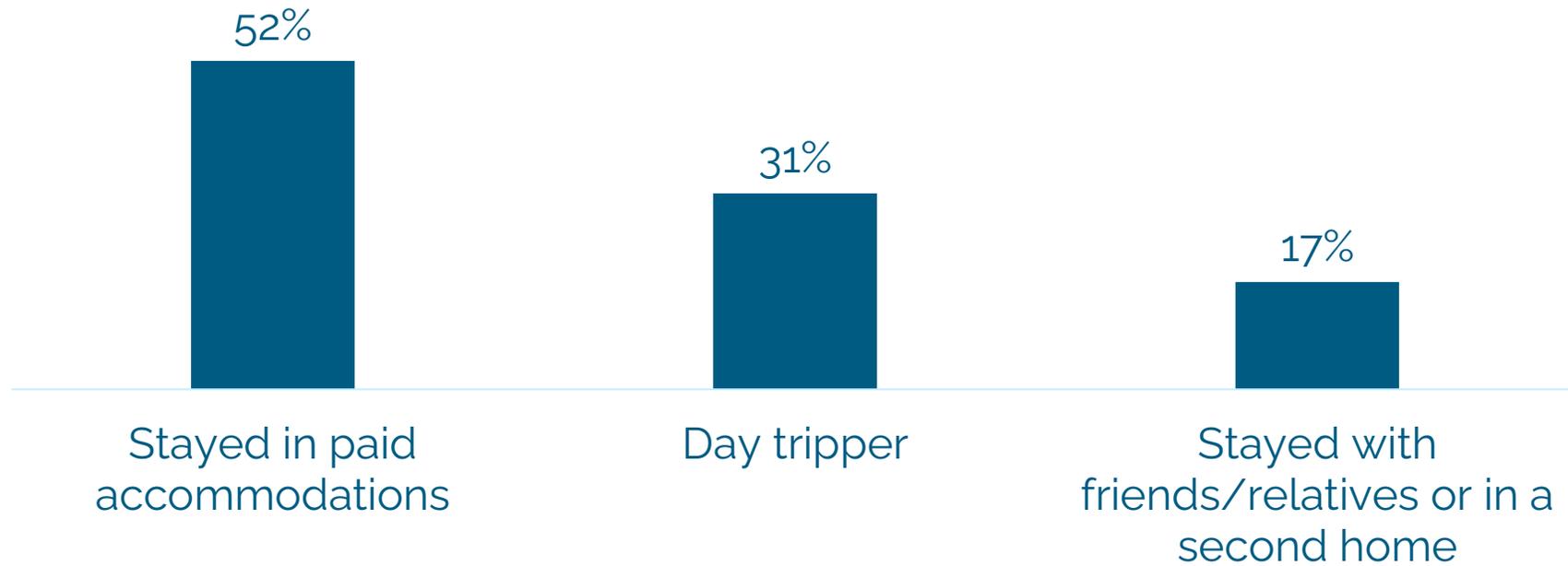
Out-of-County Attendees: Regions of Origin*



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

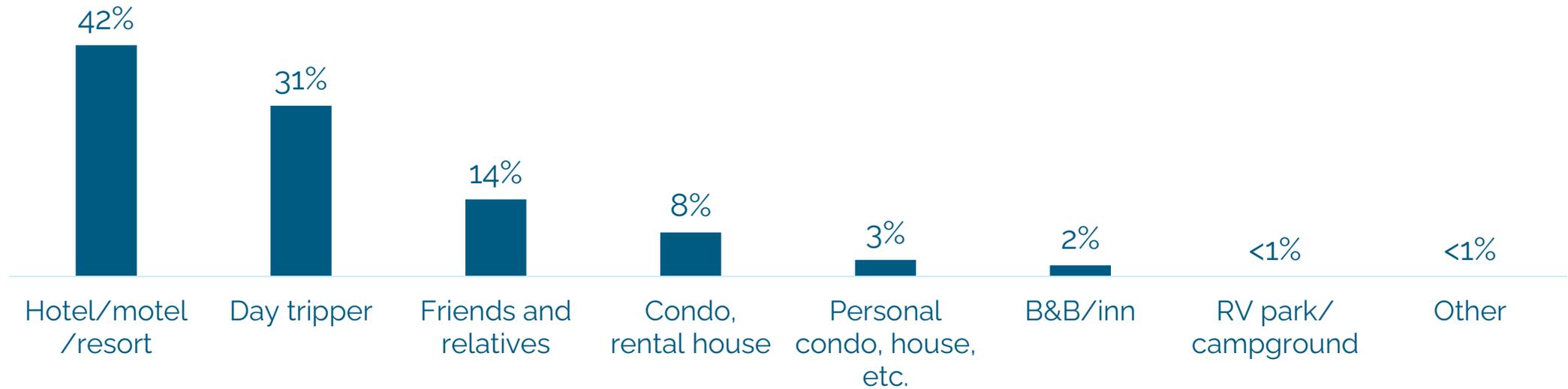
Market	Percent of Attendees
Jacksonville	52%
Orlando – Daytona Beach - Melbourne	10%
Savannah	6%
New York	5%
Atlanta	2%
Tampa – St. Petersburg	2%

Out-of-County Visitor Type*



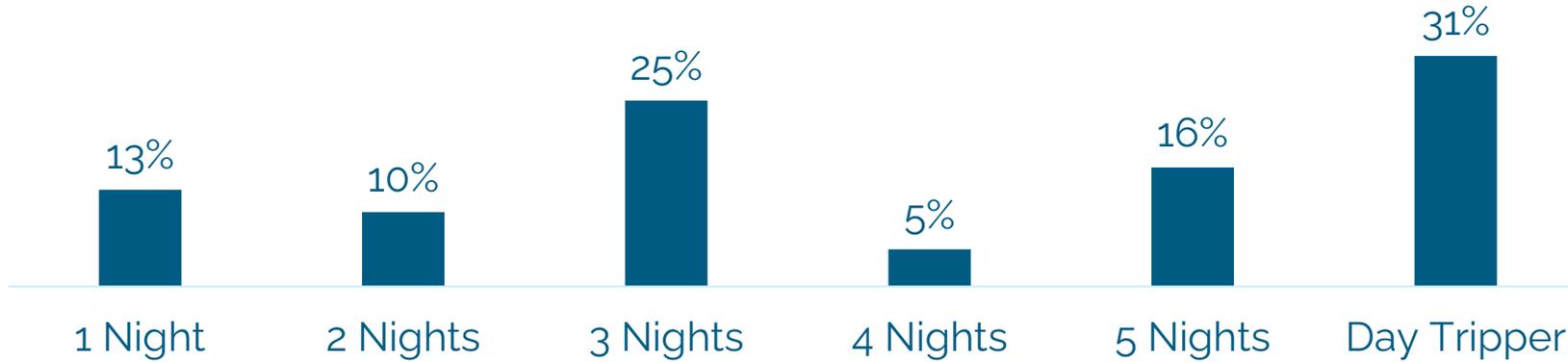
*Out of all out-of-county attendees.

Detailed Out-of-County Visitor Type Breakdown*



*Out of all out-of-county attendees.

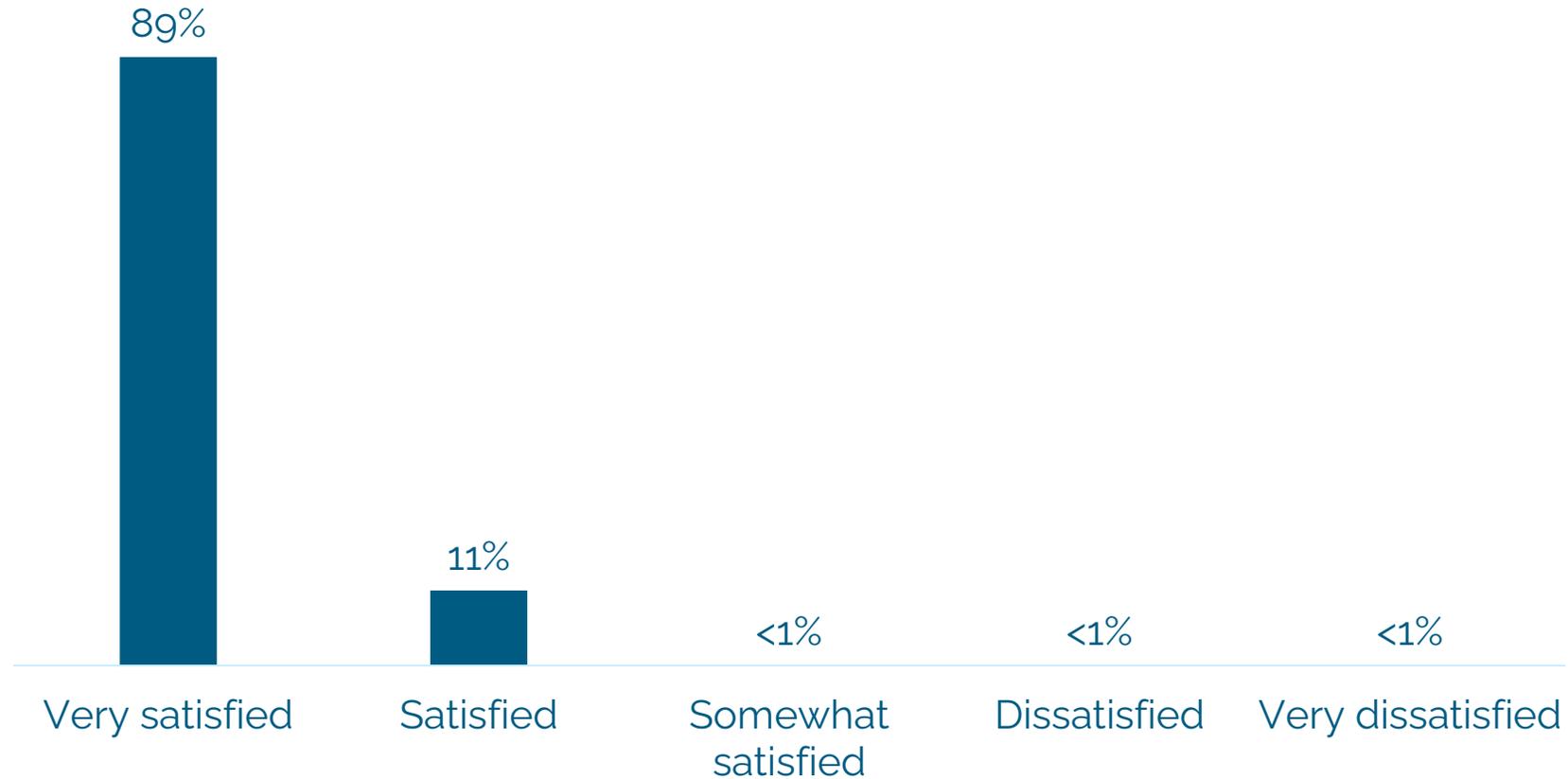
Out-of-County Attendees: Length of Stay¹



On average, out-of-county attendees spent **2.1 nights²** in Amelia Island.

Out-of-County Attendees: Satisfaction*

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

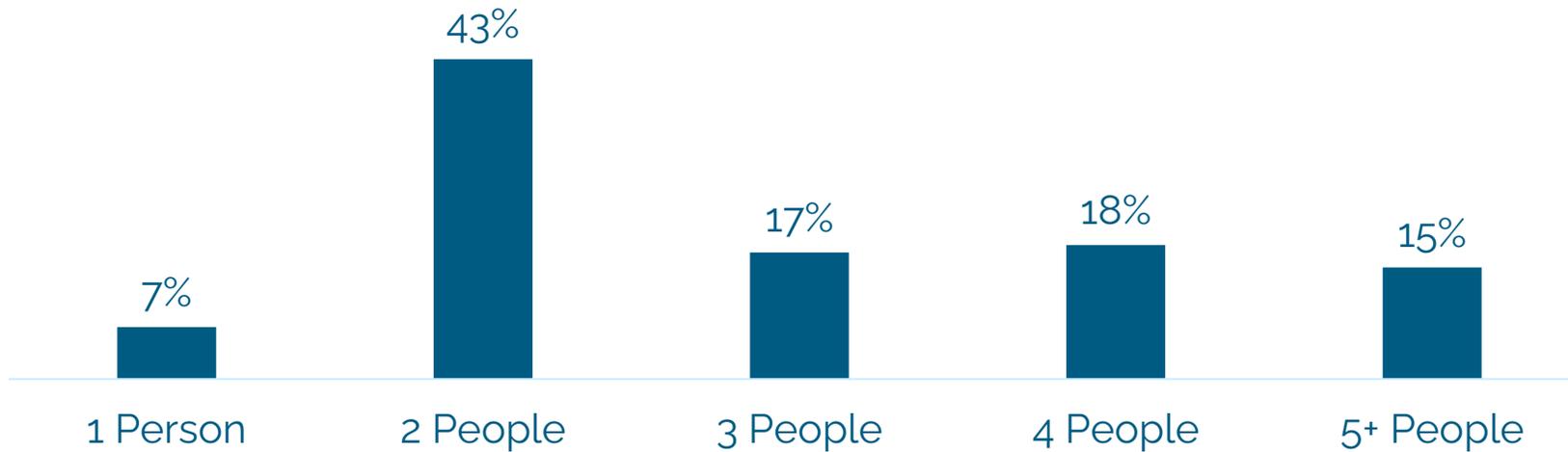


*Out of all out-of-county attendees.



Attendee Profile: Visitors & Locals

All Attendees: Travel Party Size*

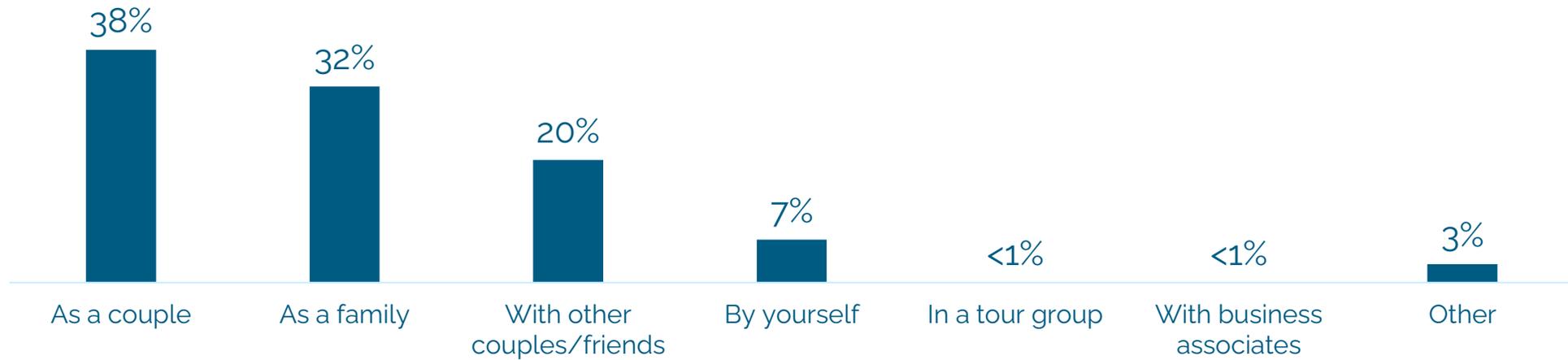


The average travel party size among Dickens on Centre attendees was **3.0 people**.

*Out of all event attendees.

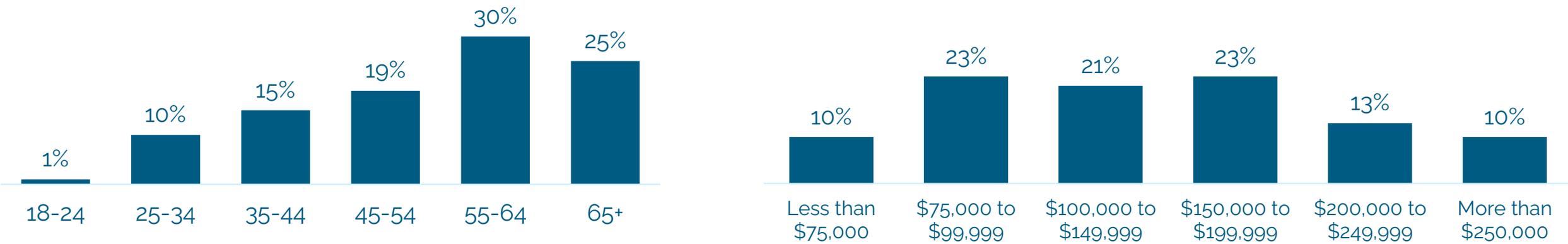
All Attendees: Travel Party Composition*

On this trip, are you traveling:



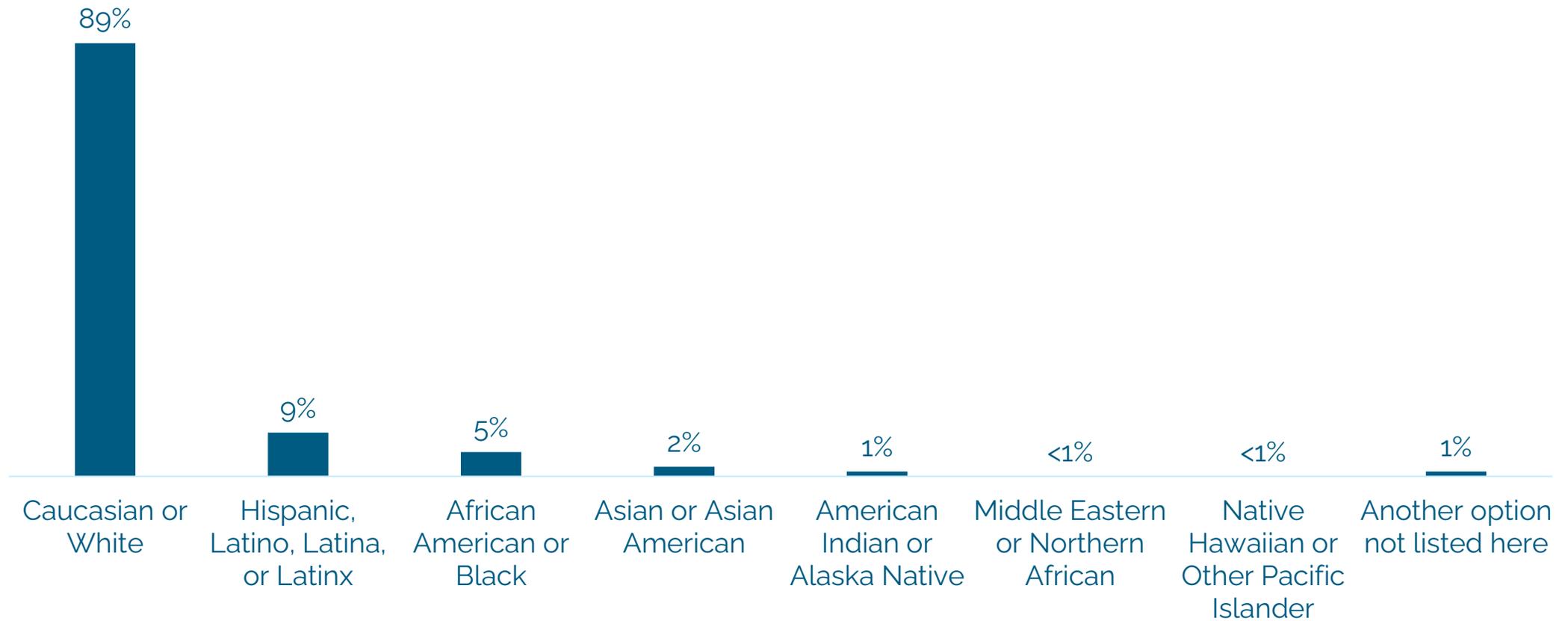
*Out of all event attendees.

All Attendees: Age and Income*



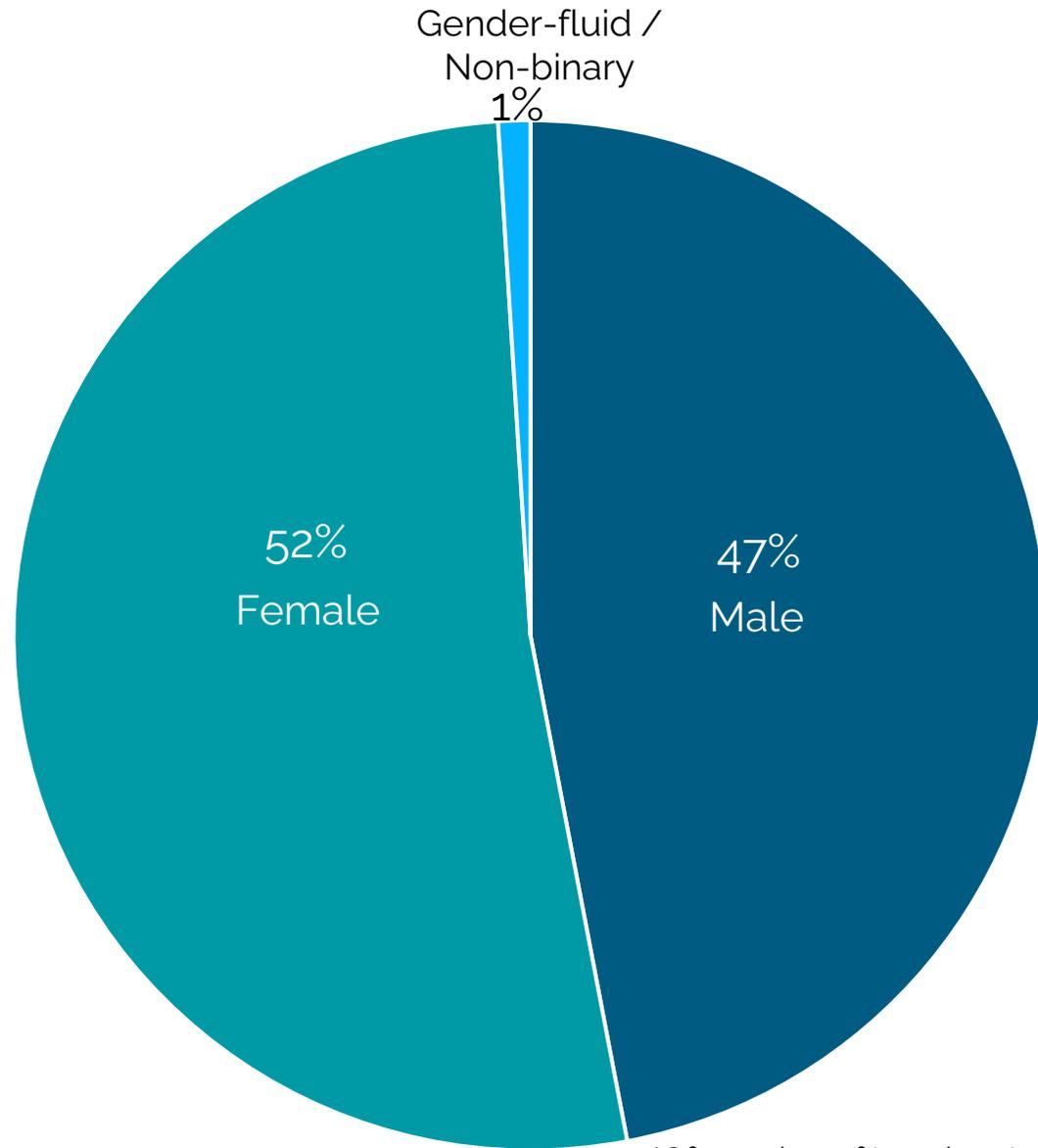
The average attendee was **56 years old** and had an annual household income of **\$140,480**.

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 102 attendees at Dickens on Centre
 - Online surveys completed by 112 event attendees
 - Visitor Tracking data collected in Amelia Island
 - STR and Key Data
 - Tourism database at Downs & St. Germain Research
- Attendance figures were derived from an attendance estimate provided by the Amelia Island CVB and an independent estimate by Downs & St. Germain Research

Amelia Island CVB

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