Amelia Island CVB

Economic Impact of the Isle of Eight Flags Shrimp Festival 2026

April 30th – May 3rd, 2026



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Impact Summary

In 2026, out-of-county attendees at Shrimp Fest produced a total of **$10,273,200** in direct spending for an economic impact of **$11,711,400** from the event in Nassau County.*

*Inclement weather at the 2026 Shrimp Fest contributed to fewer attendees and lower spending year-over-year.

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Total Economic Impact

$11,711,400

When including indirect and induced effects[1] of direct spending[2], the total economic impact of people attending Shrimp Fest who **live outside** of Nassau County was $11,711,400.

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

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

Direct Spending

$10,273,200

People who **live outside** of Nassau County spent $10,273,200[1] during Shrimp Fest.

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

Out-of-County Visitors

27,930

Including overnight visitors and day trippers, there were 27,930 unique[1] individuals from outside Nassau County who attended Shrimp Fest.[2]

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[1] Event attendance estimate based on data from other major area events in the area alongside Placer.ai current and prior-year device counts for these events. This attendance estimate represents unique attendees at the 2026 Shrimp Festival – 27,930 out-of-county and 21,550 local.

[2] 6,400 attendees stayed overnight in paid accommodations.

Room Nights

12,160

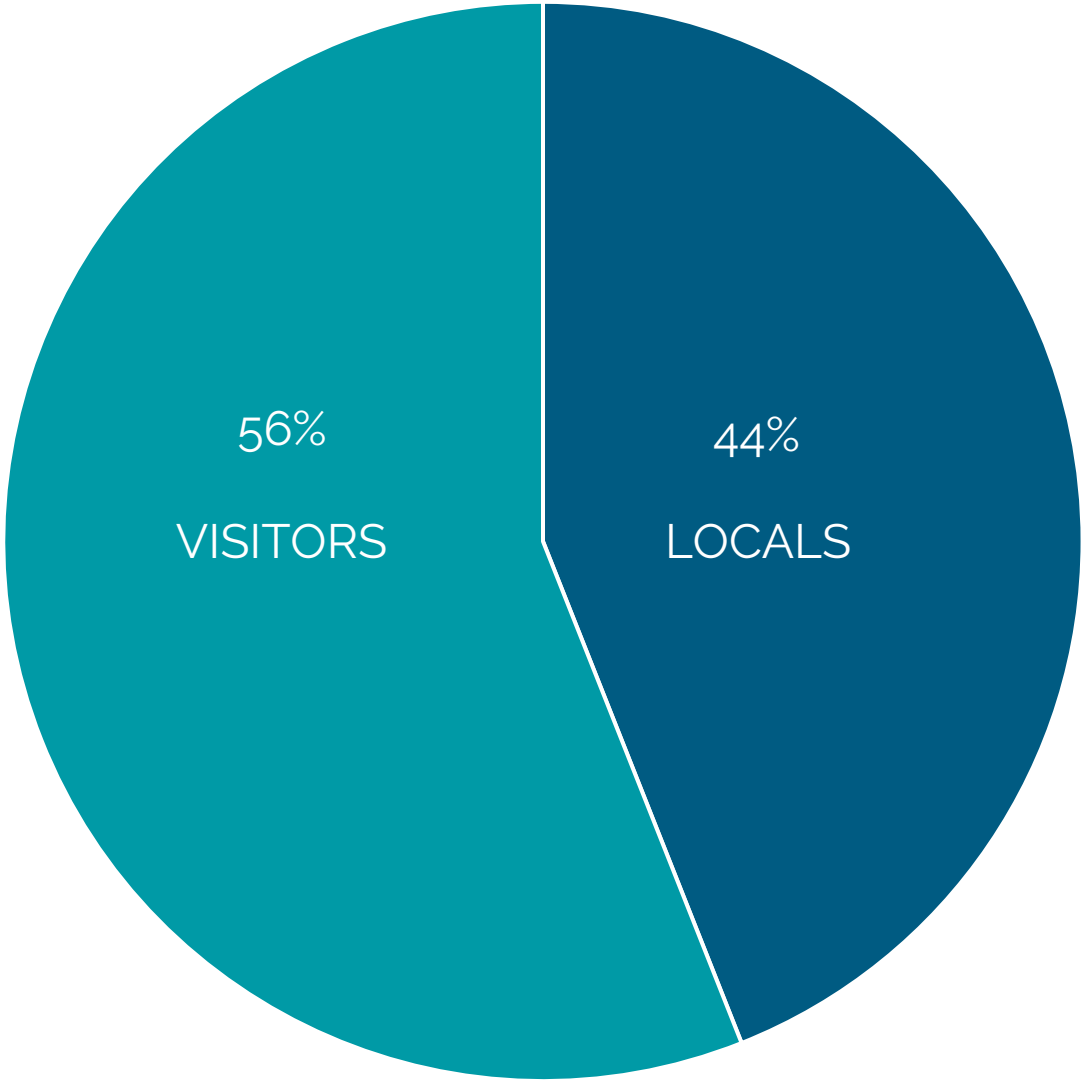
Attendees who **live outside** of Nassau County spent 12,160 nights in hotels, motels, and vacation rentals while attending Shrimp Fest.

Year-over-Year Comparisons

Metric	2024[1]	2025[1]	2026[2]	% Change '25-'26
Economic Impact	$14,064,800	$15,435,200	$11,711,400	- 24.1%
Direct Spending	$12,557,800	$13,539,700	$10,273,200	- 24.1%
Unique Attendees	67,970	66,030	49,480	- 25.1%
Out-of-County Attendees	37,470	36,130	27,930	- 22.7%
Room Nights[3]	13,930	12,200	12,160	- 0.3%

[1] Previous years' attendance figures have been updated to align with current industry best practices for calculating event attendance. All previous years' figures on this slide have been revised due to this update.
[2] Inclement weather at the 2026 Shrimp Fest contributed to fewer attendees and lower spending year-over-year.
[3] Room nights decreased less than visitor number due to increases in visitors staying in paid accommodations and in paid visitor length of stay.

Event Attendees - Visitors vs. Locals





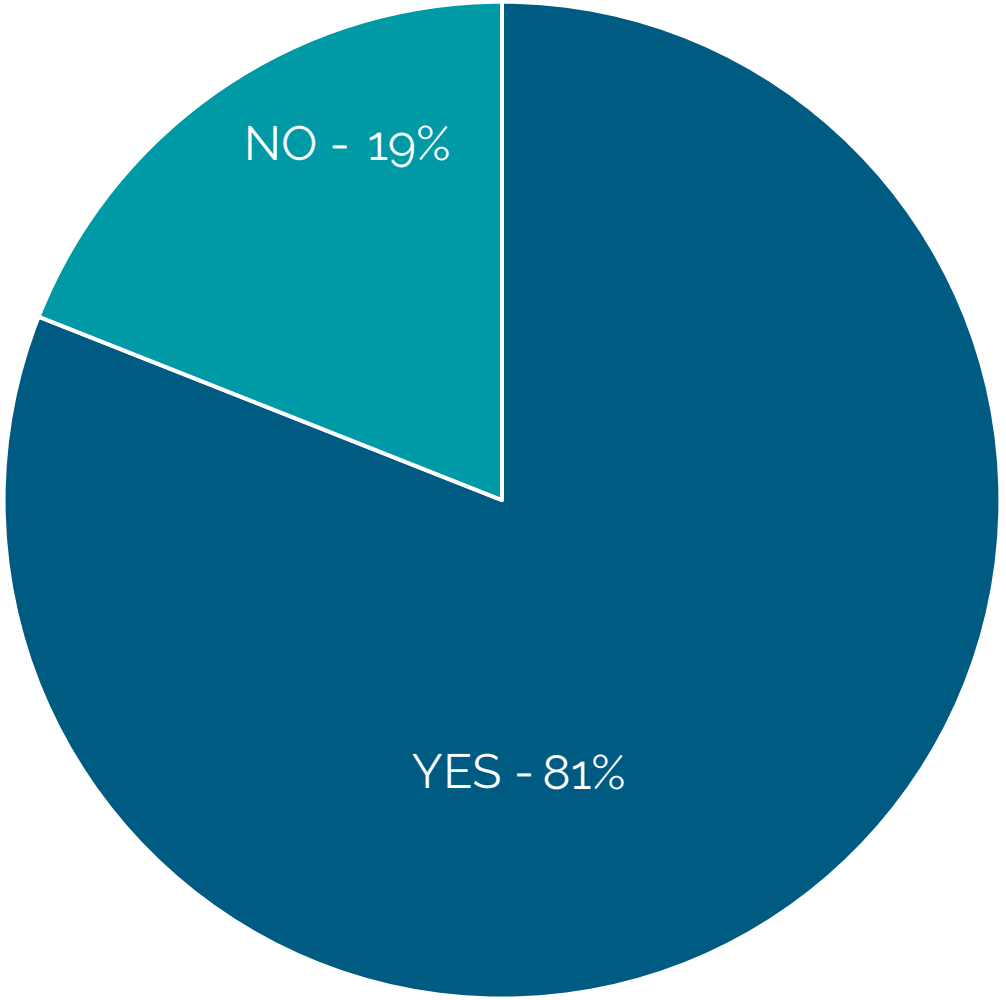
Out-of-County Attendee Profile

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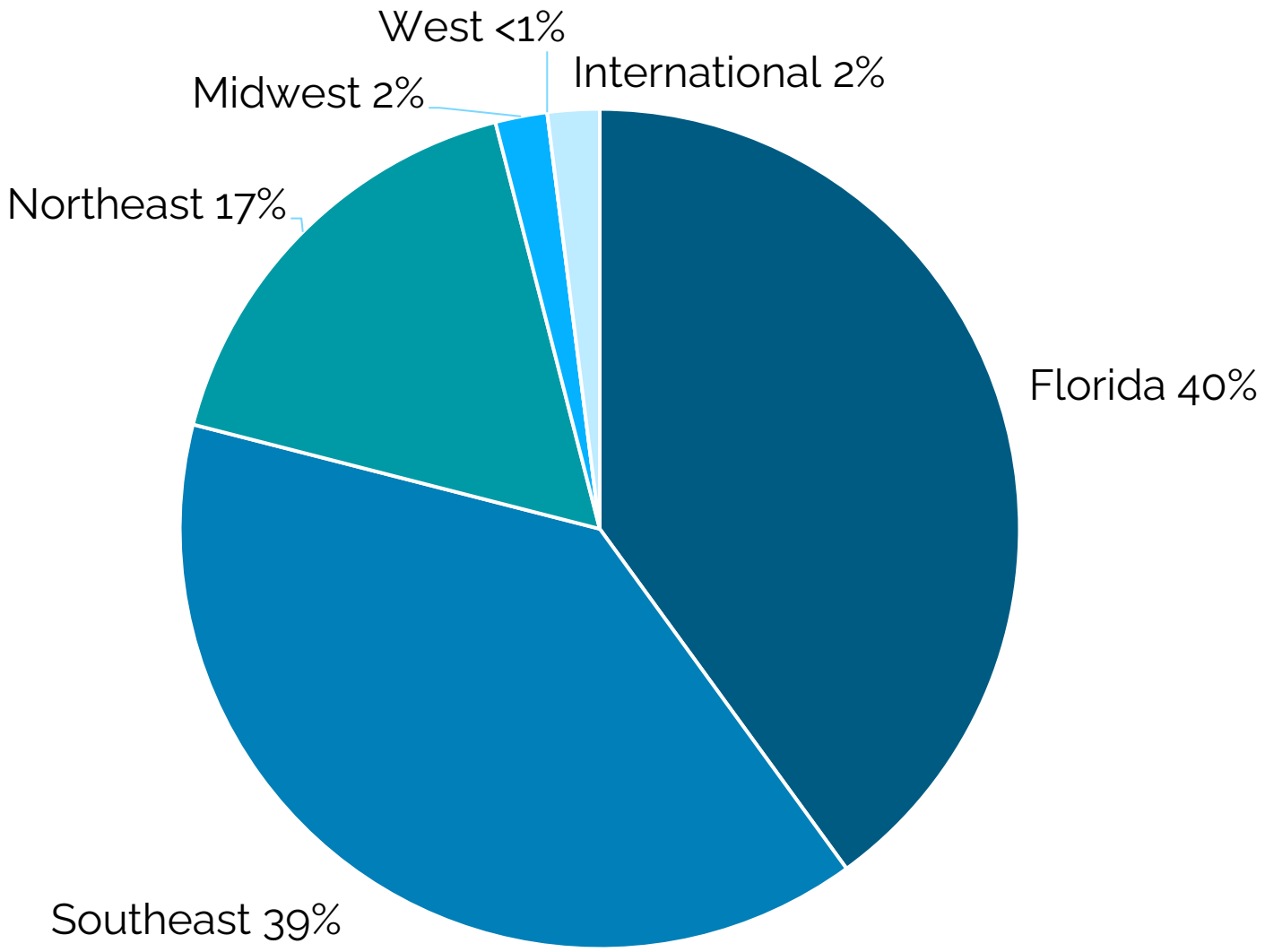
Out-of-County Attendees: Main Reason for Visiting*

Was Shrimp Fest your main reason for coming to the area?



*Out of all out-of-county attendees.

Out-of-County Attendees: Regions of Origin*



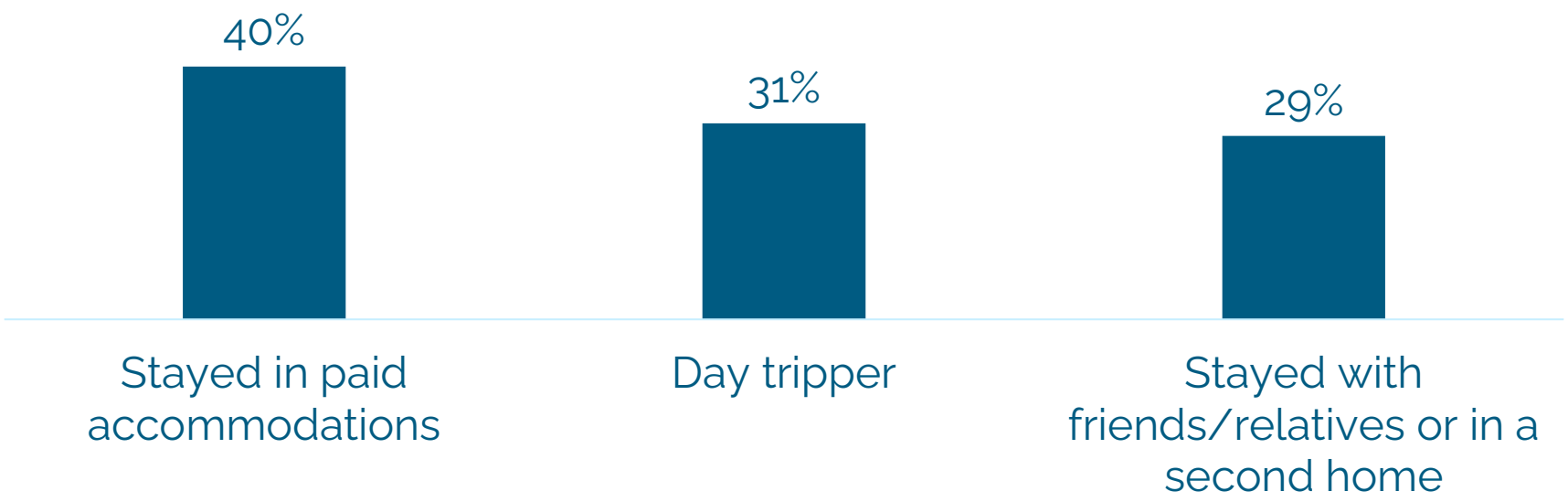
*Out of all out-of-county attendees.

Out-of-County Attendees: Top Markets of Origin[1]

Market	Percent of Attendees
Jacksonville[2]	53%
Tampa-St. Petersburg	7%
New York City[3]	6%
Savannah	6%
Philadelphia	4%

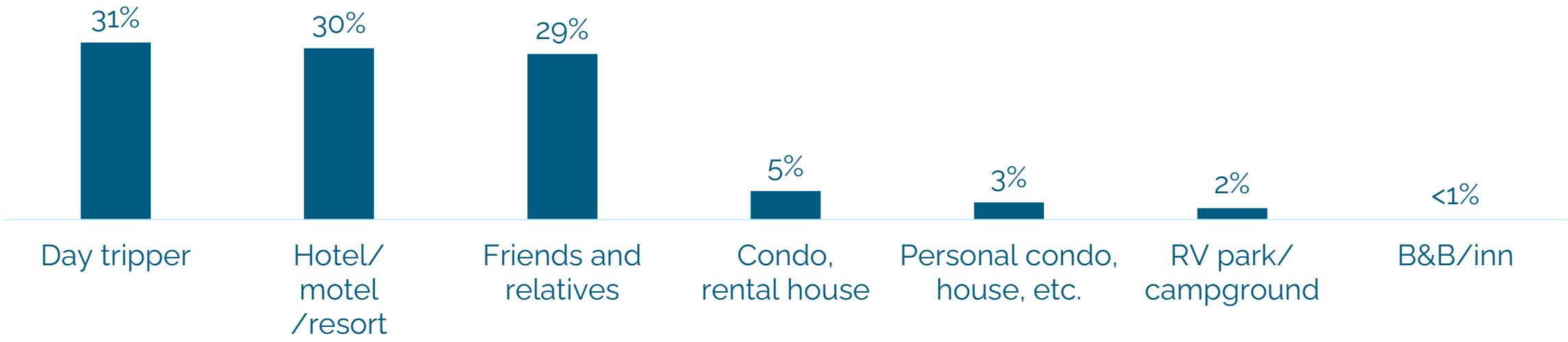
[1] Out of all out-of-county attendees.
[2] Includes Jacksonville, FL and Brunswick, GA.
[3] Includes parts of New York, New Jersey, and Connecticut.

Out-of-County Visitor Type*



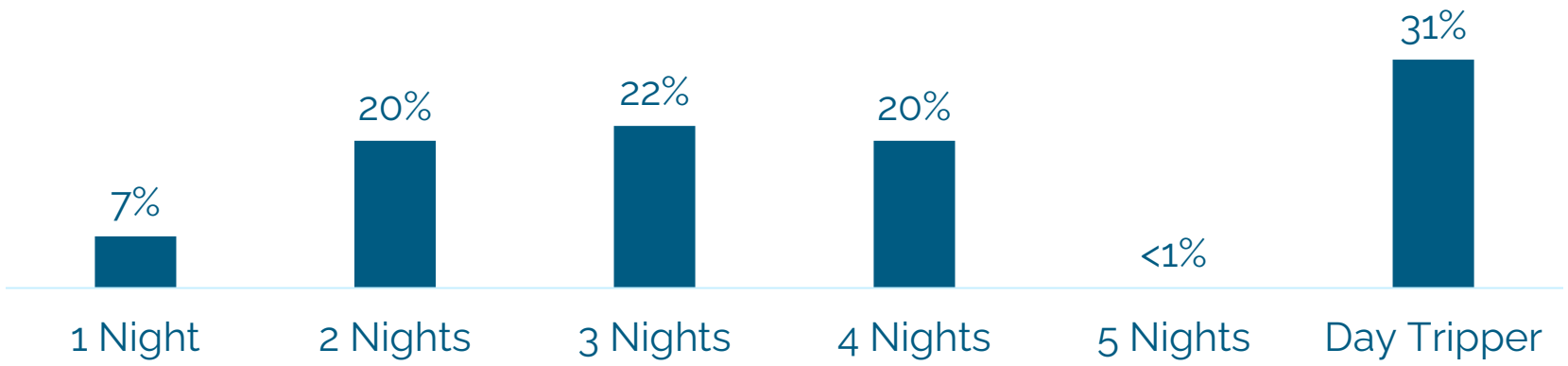
*Out of all out-of-county attendees.

Detailed Out-of-County Visitor Type Breakdown*



*Out of all out-of-county attendees.

Out-of-County Attendees: Length of Stay[1]

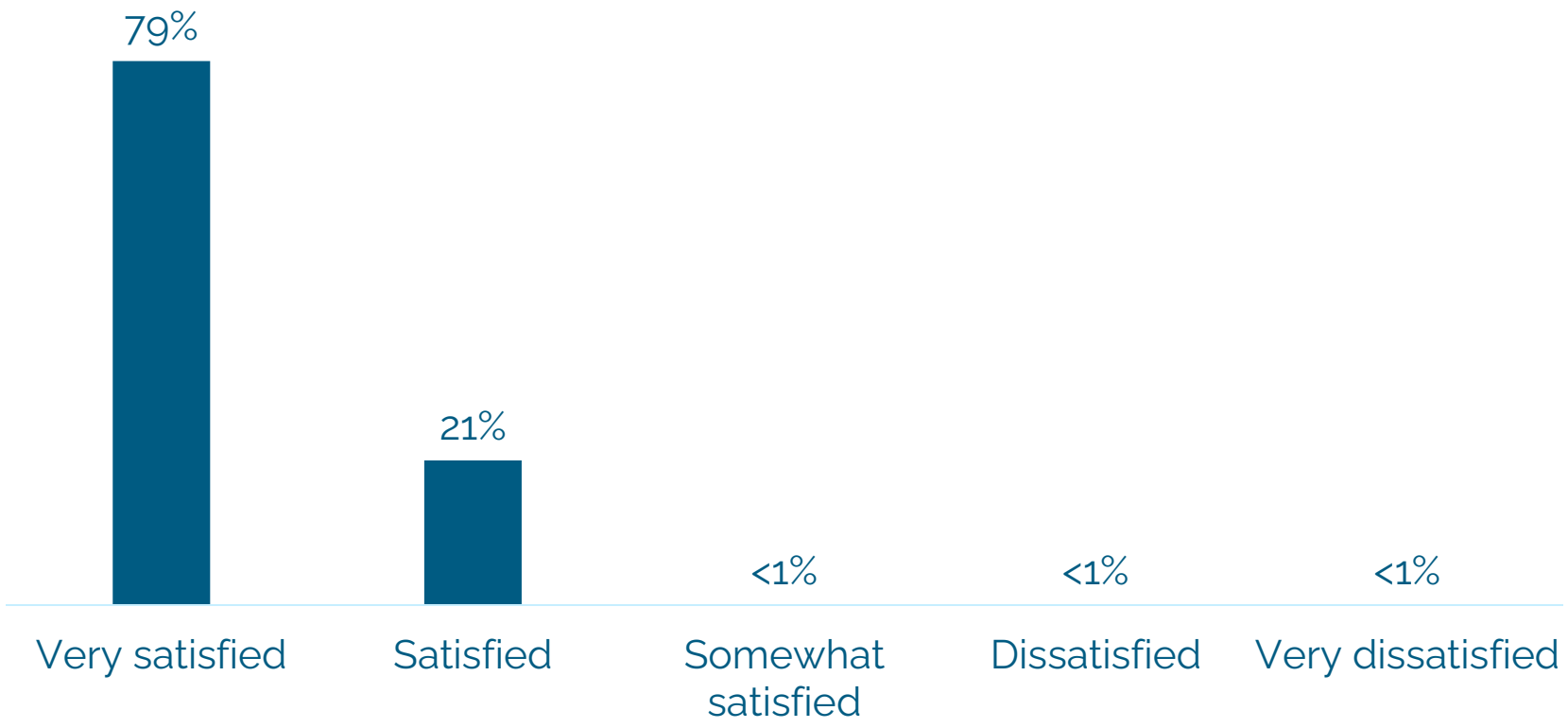


On average, out-of-county attendees spent **2.3 nights[2]** in Amelia Island.

[1]Out of all out-of-county attendees.
[2]Related to the event.

Out-of-County Attendees: Satisfaction*

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



*Out of all out-of-county attendees.



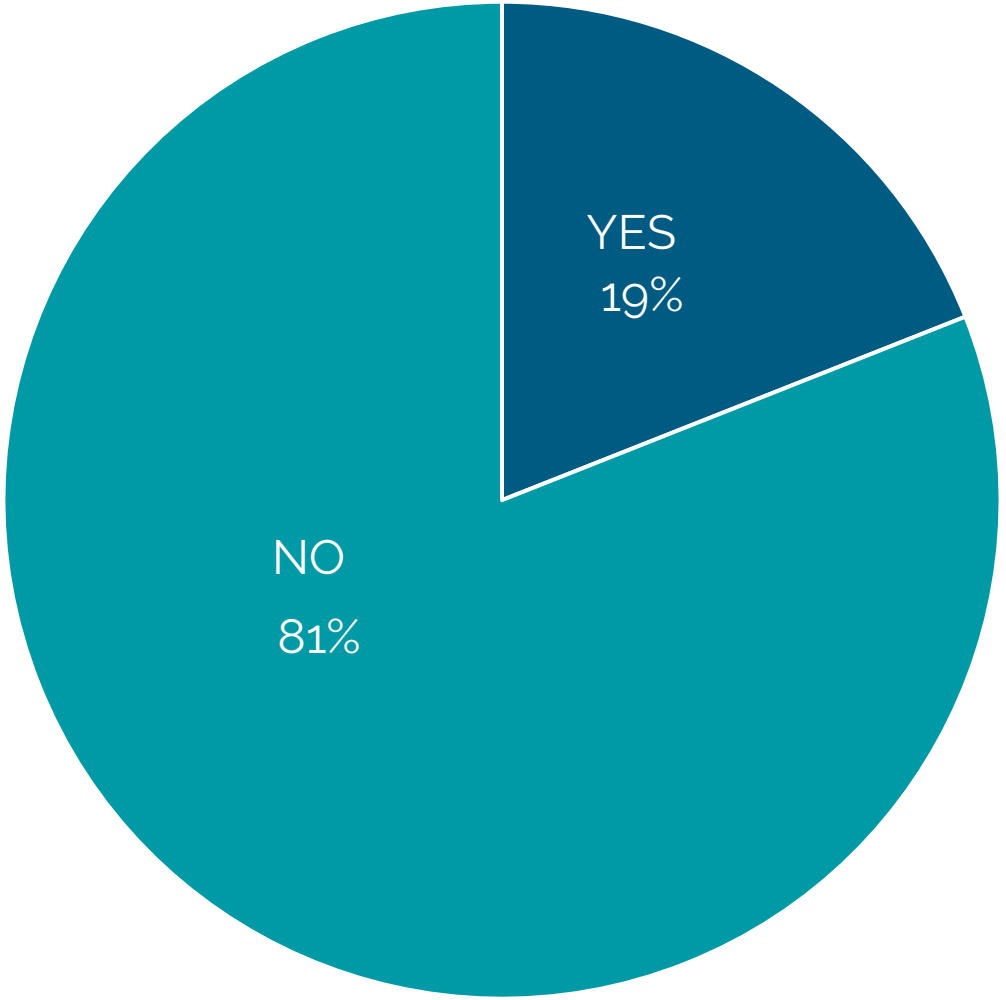
Attendee Profile: Visitors & Locals

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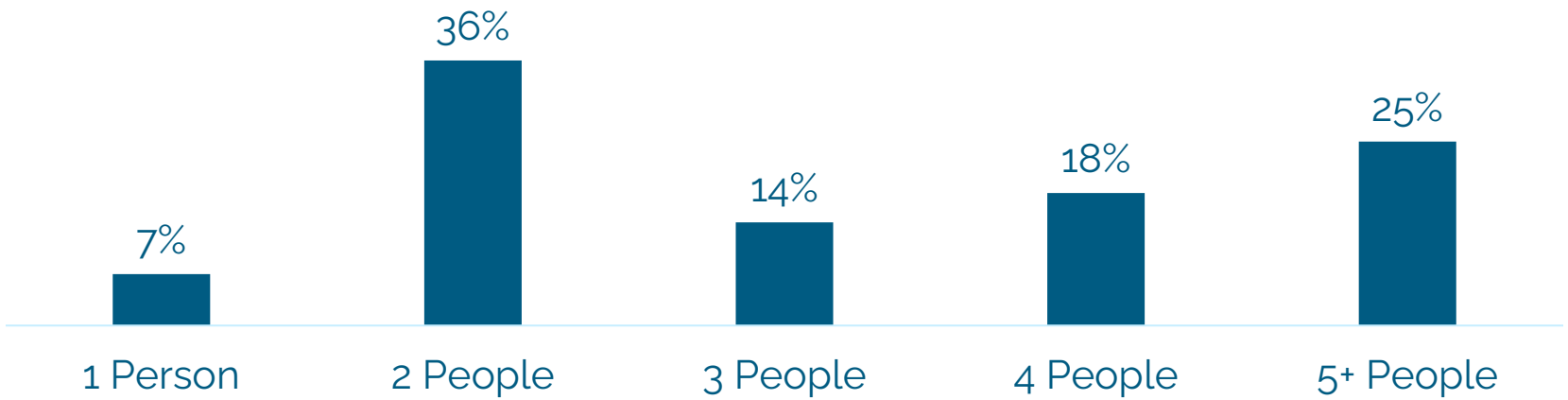
All Attendees: First-Time Attendance*

Was this your first time attending this event?



*Out of all event attendees.

All Attendees: Travel Party Size*

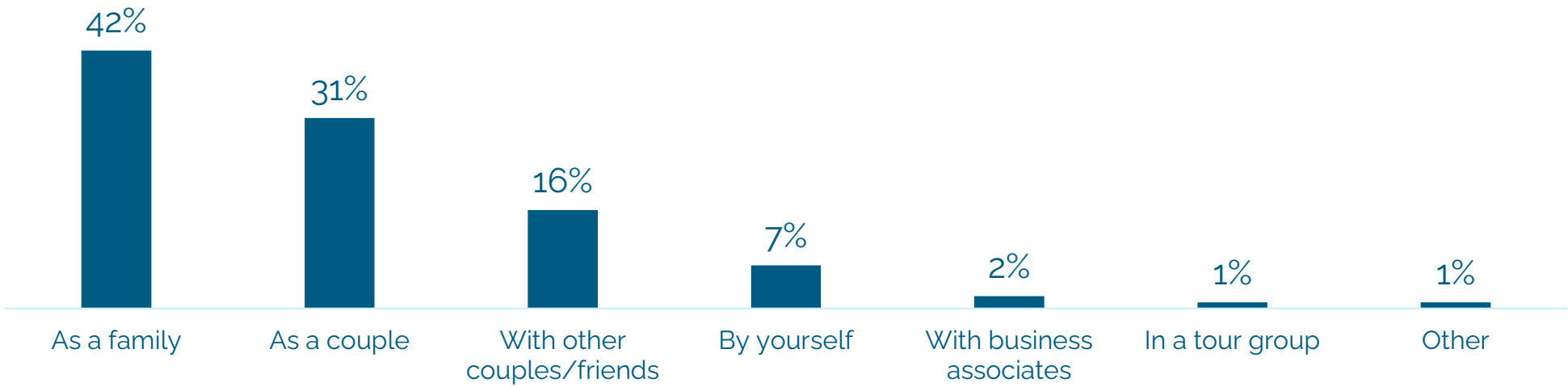


The average travel party size among Shrimp Fest attendees was **3.3 people.**

*Out of all event attendees.

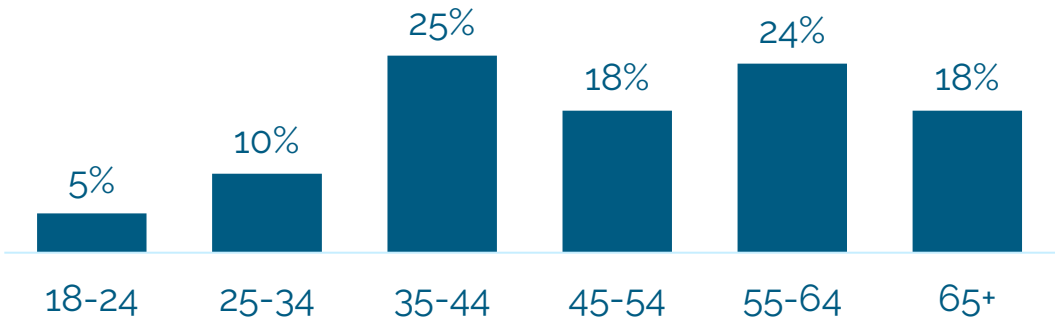
All Attendees: Travel Party Composition*

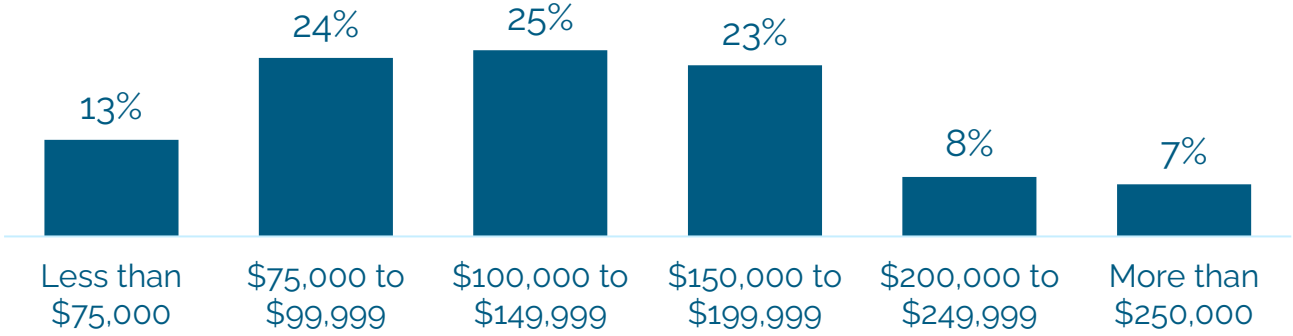
On this trip, are you traveling:



*Out of all event attendees.

All Attendees: Age and Income*

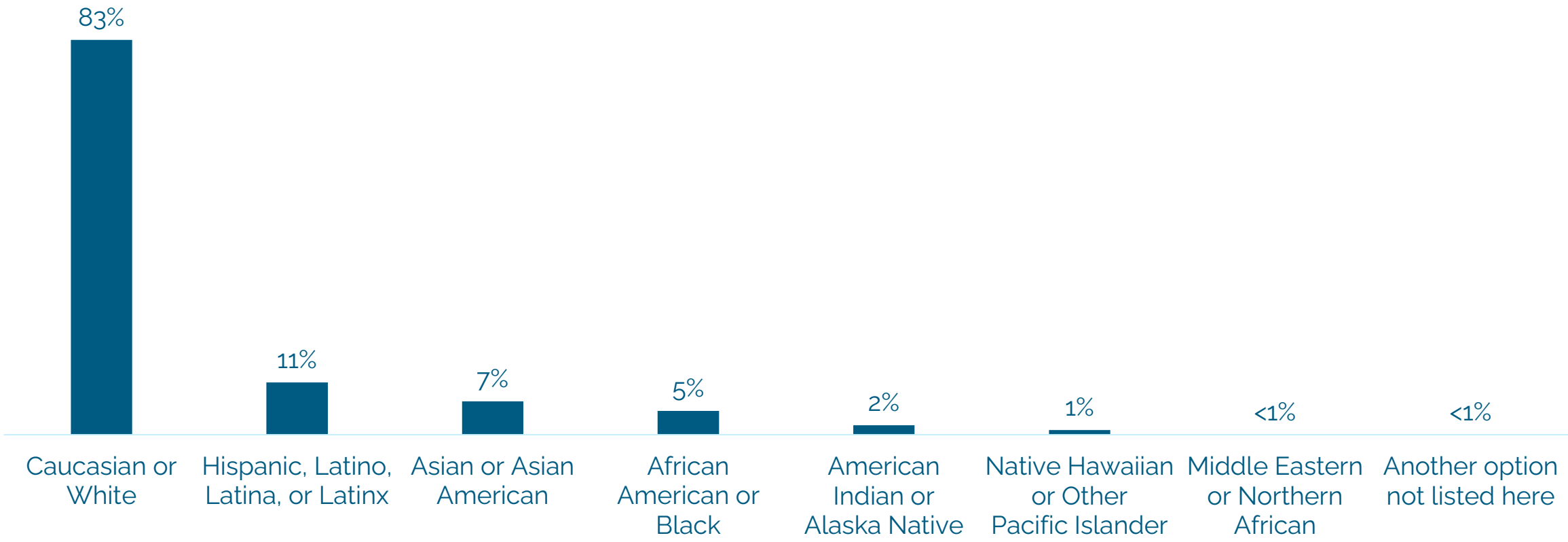




The typical attendee was **50 years old** and had an annual household income of **$126,000**.

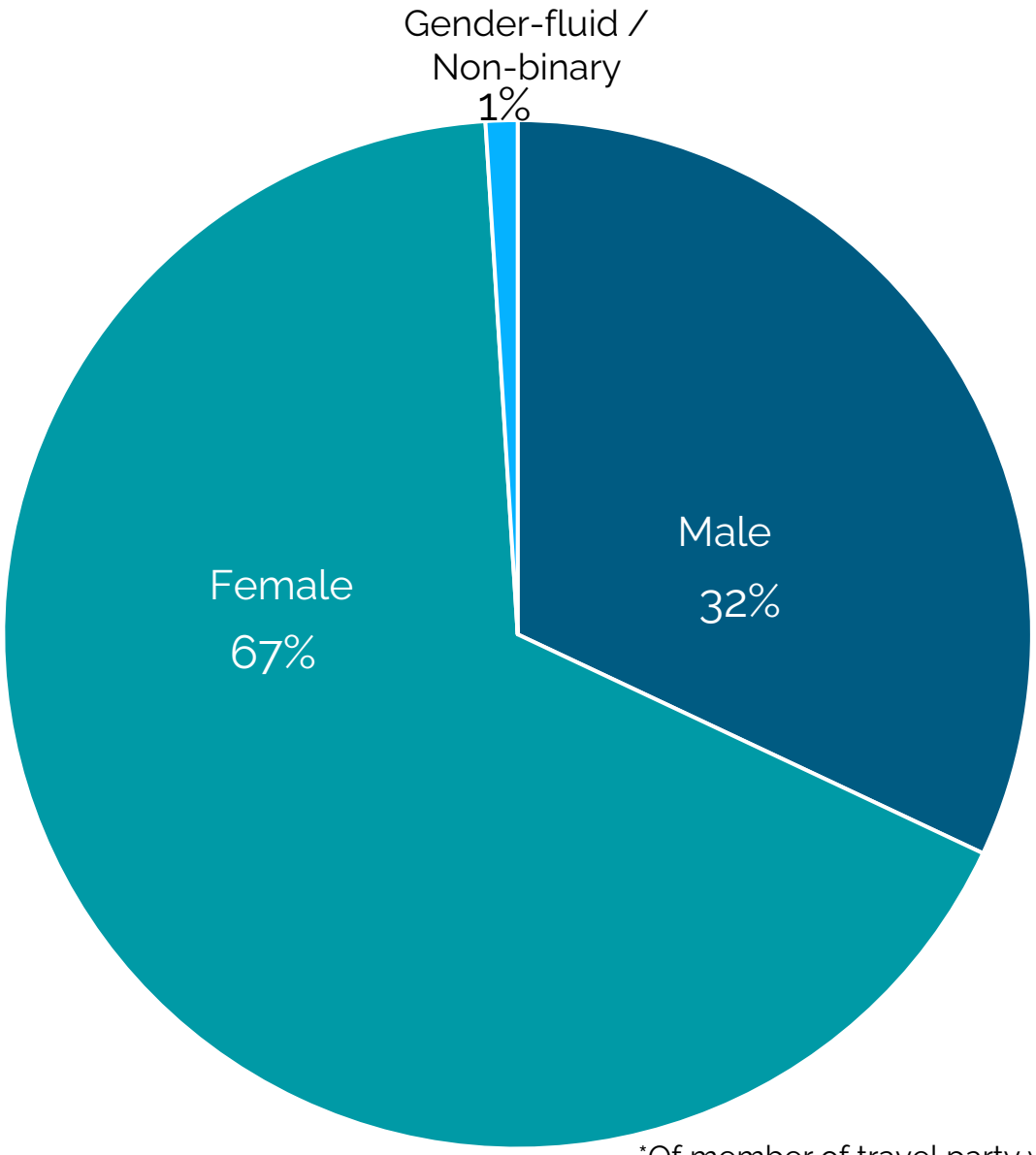
*Out of all event attendees.

All Attendees: Race*



*Out of all event attendees. Multiple responses permitted.

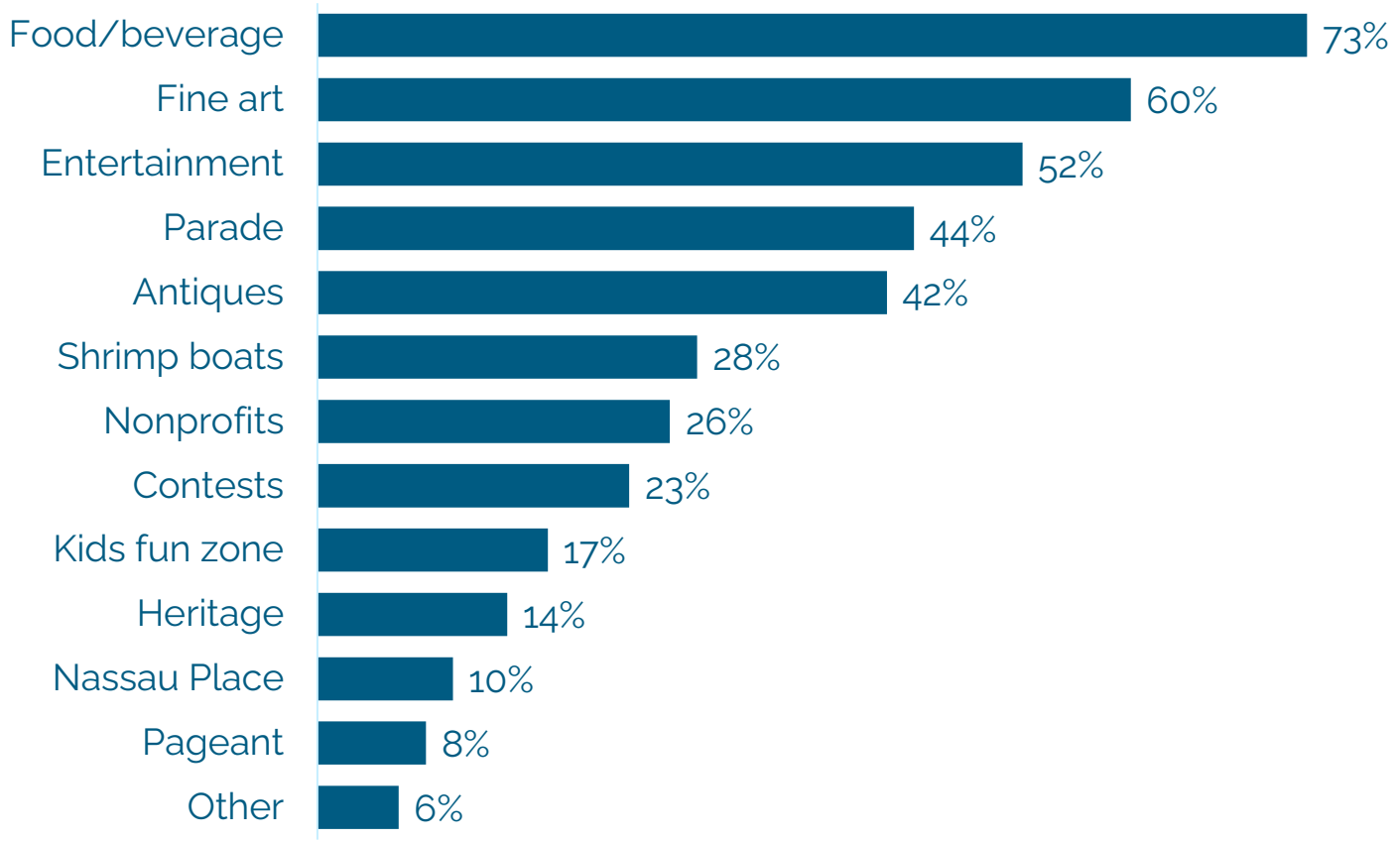
All Attendees: Gender*



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

All Attendees: Top Draws*

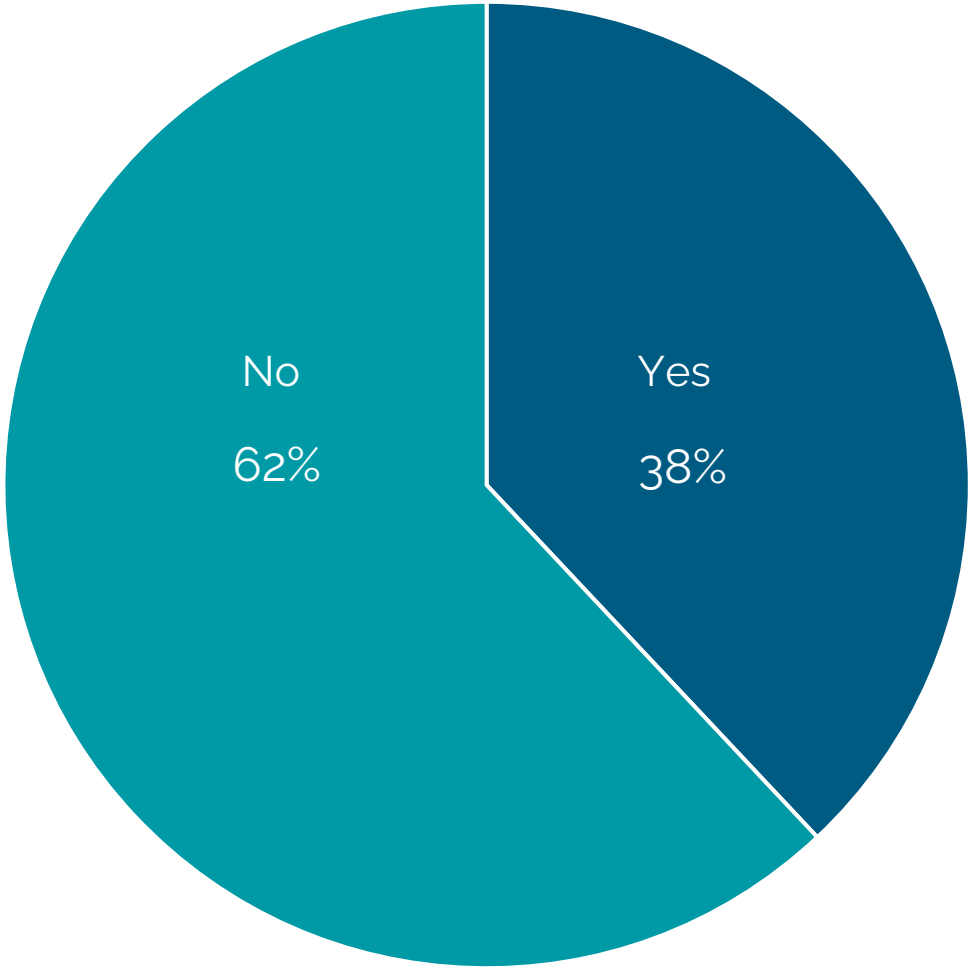
What aspects, attractions, or features of the festival are the biggest draw/interest for you?



*Out of all event attendees. Multiple responses permitted.

All Attendees: About Shrimp Fest

Did you know the Shrimp Festival is 100% run by an independent nonprofit of volunteers as a fundraiser for nonprofits in Nassau County?





Methodology

- The metrics in this report were based on data from the following sources:
  - Intercept interviews conducted by Downs & St. Germain Research with 88 attendees at Shrimp Fest
  - 59 online survey responses from Shrimp Fest attendees
  - Tourism database at Downs & St. Germain Research
- Attendance figures from Placer.ai and an independent estimate by Downs & St. Germain Research

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