

# Amelia Island CVB

## Economic Impact of The Amelia 2026

March 7<sup>th</sup> - 8<sup>th</sup>, 2026





# Impact Summary

In 2026, **10,800** out-of-county attendees at The Amelia produced a total of **\$5,212,000** in direct spending for an economic impact of **\$5,941,700** from the event in Nassau County.

This report's economic impact estimate is based on The Amelia Concours d'Elegance (Saturday, March 7) and Cars & Caffeine (Sunday, March 8). The impact of other Concours Week events is outside the scope of this report.

The report refers to these two events as "The Amelia."

# Total Economic Impact

# \$5,941,700

When including indirect and induced effects<sup>1</sup> of direct spending<sup>2</sup>, the total economic impact of people attending The Amelia 2026 who **live outside** of Nassau County was \$5,941,700.

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<sup>1</sup>Indirect effects are increased business spending resulting from tourism dollars. Induced effects are increased household spending resulting from tourism dollars.

<sup>2</sup>On accommodations, restaurants, groceries, transportation, entertainment, shopping, and "other" expenses.

# \$5,212,000<sup>1</sup>

People who **live outside** of Nassau County spent \$5,212,000<sup>1</sup> during The Amelia 2026.

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<sup>1</sup>On accommodations, restaurants, groceries, transportation, entertainment, shopping, and "other" expenses.

# Out-of-County Visitors

# 10,800<sup>1</sup>

Including overnight visitors and day trippers, there were 10,800 individuals from outside Nassau County who attended The Amelia 2026.<sup>1</sup>

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<sup>1</sup>A total of 15,740 individuals attended The Amelia Concours d'Elegance and Cars & Caffeine, including both locals and out-of-county attendees.

<sup>1</sup>7,000 attendees stayed overnight in paid accommodations.

# 7,760

Vendors and attendees who **live outside** of Nassau County spent 7,760 nights in hotels, motels, and vacation rentals while attending The Amelia 2026.

# Year-over-Year Comparisons

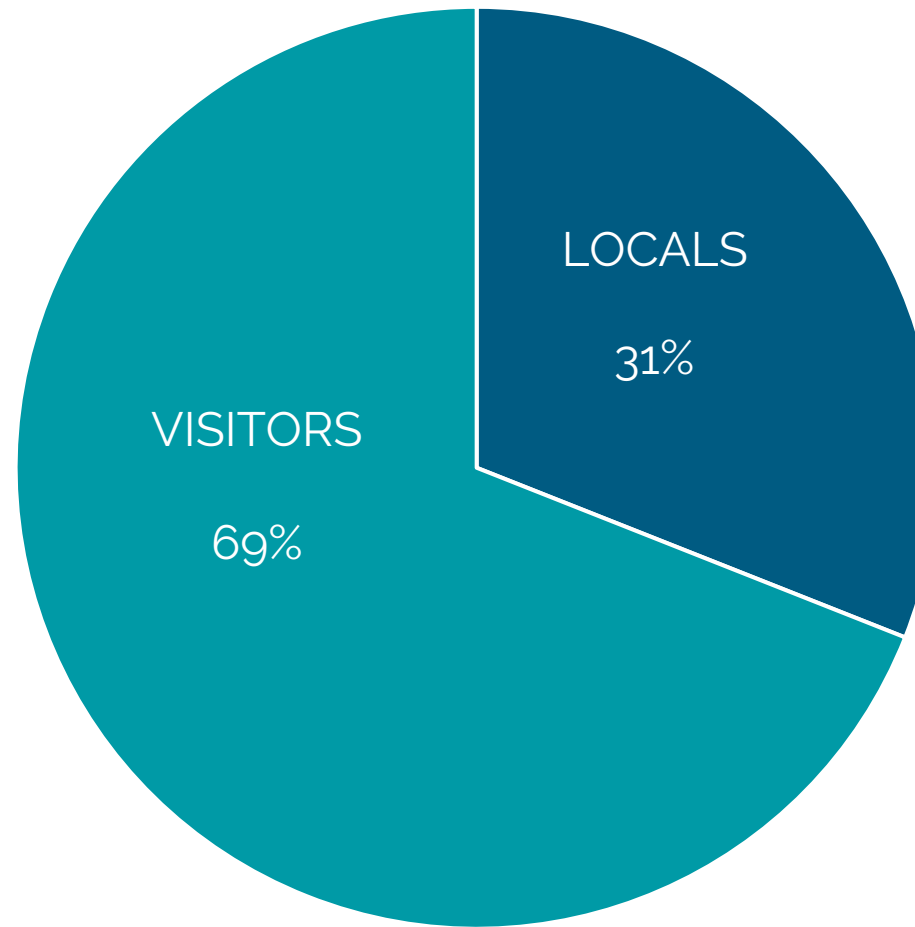
Metric	2024 <sup>1</sup>	2025 <sup>1,2</sup>	2026	% Change '25-'26
Economic Impact	\$8,791,900	\$4,415,900	\$5,941,700	+ 34.6%
Direct Spending	\$7,849,900	\$3,873,600	\$5,212,000	+ 34.6%
Total Attendees	20,200	12,700	15,700	+ 23.6%
Out-of-County Attendees	17,600	8,700	10,800	+ 25.0%
Room Nights <sup>3</sup>	12,100	5,210	7,760	+ 48.9%

<sup>1</sup>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.

<sup>2</sup>A shorter event in 2025 led to fewer attendees and room nights as well as lower direct spending.

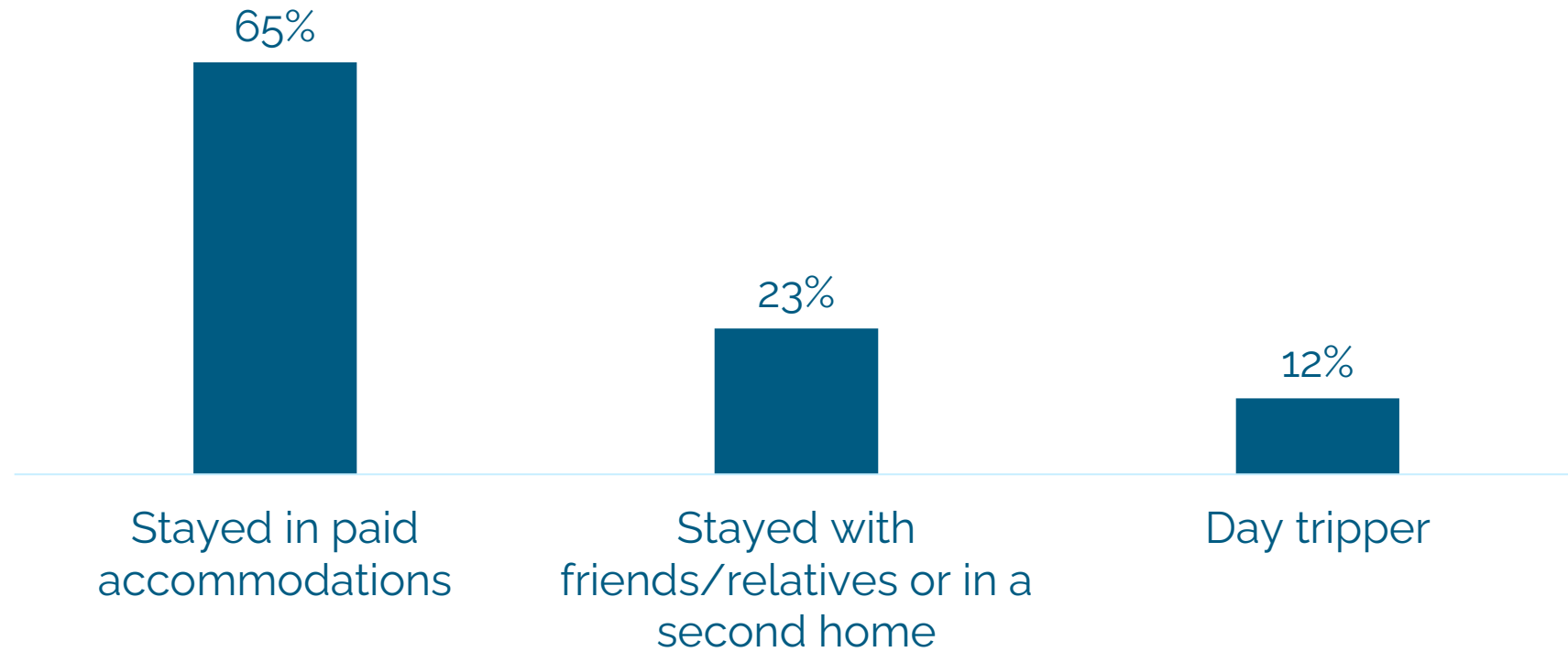
<sup>3</sup>Room nights increased more than visitor number due to an increase in out-of-county attendee length of stay.

# Event Attendees - Visitors vs. Locals<sup>1</sup>



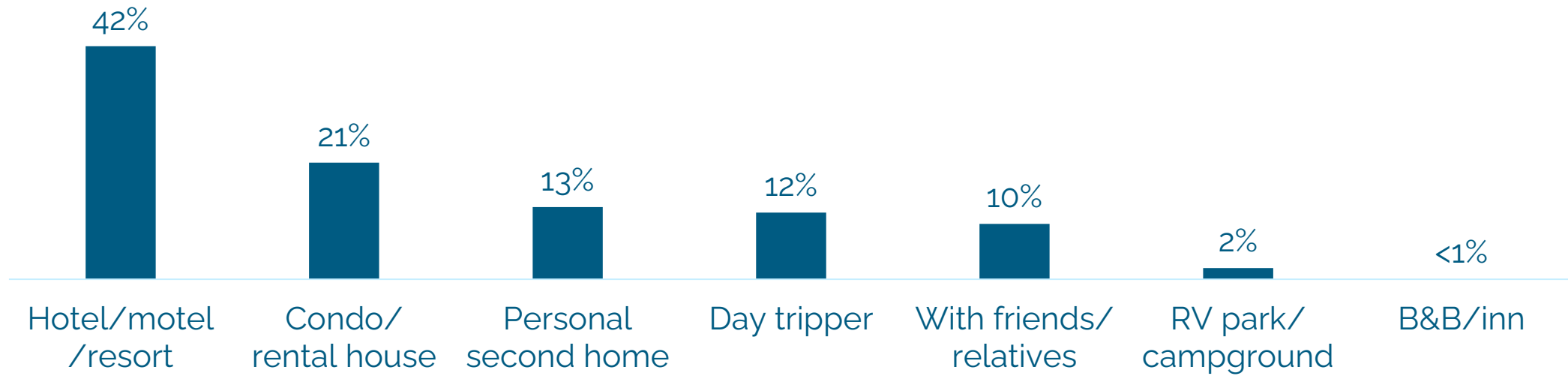
<sup>1</sup>Based on Downs & St. Germain intercept surveys.

# Visitor Type\*



\*Out of all out-of-county attendees.

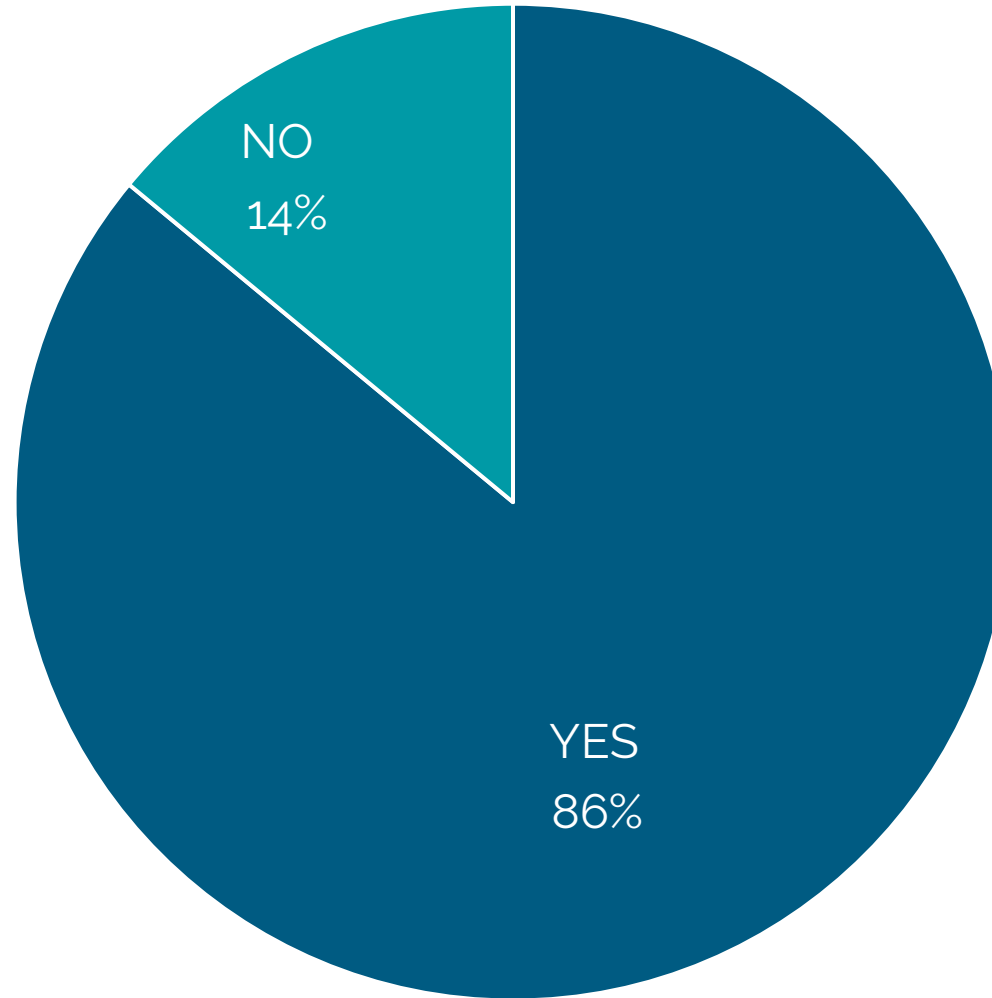
# Detailed Visitor Type Breakdown\*



\*Out of all out-of-county attendees.

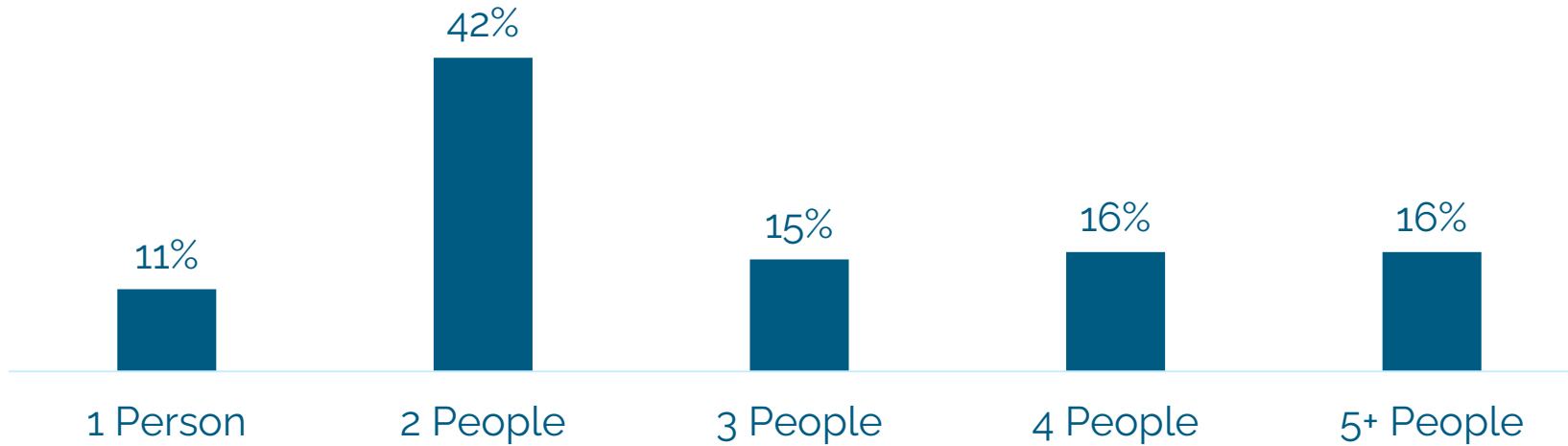
# Main Reason for Visiting\*

Was The Amelia your main reason for coming to the area?



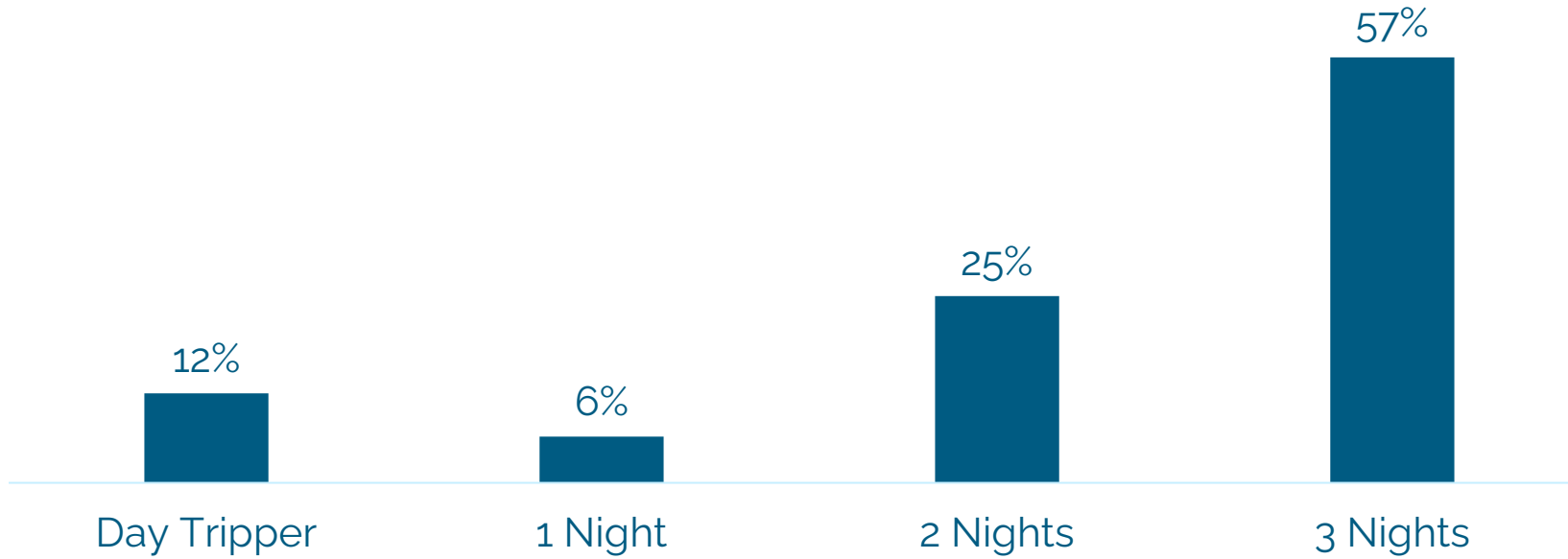
\*Out of all out-of-county attendees.

# Travel Party Size



The average travel party size for out-of-county attendees was **3.0 people**.

# Length of Stay<sup>1</sup>



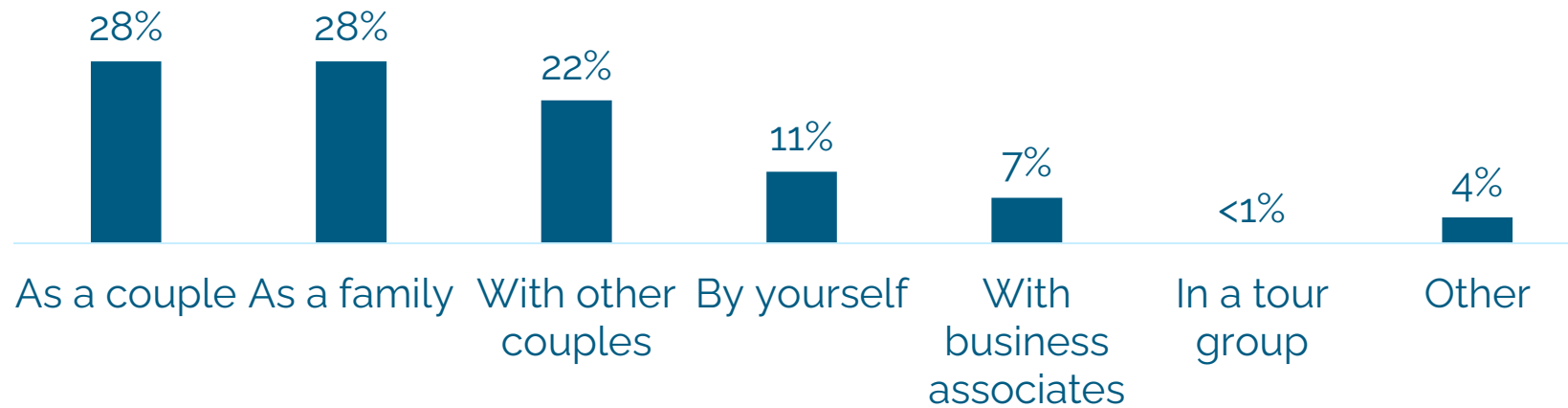
On average, out-of-county attendees spent **2.1 nights<sup>2</sup>** in Amelia Island.

<sup>1</sup>Out of all out-of-county attendees.

<sup>2</sup>Related to The Amelia event

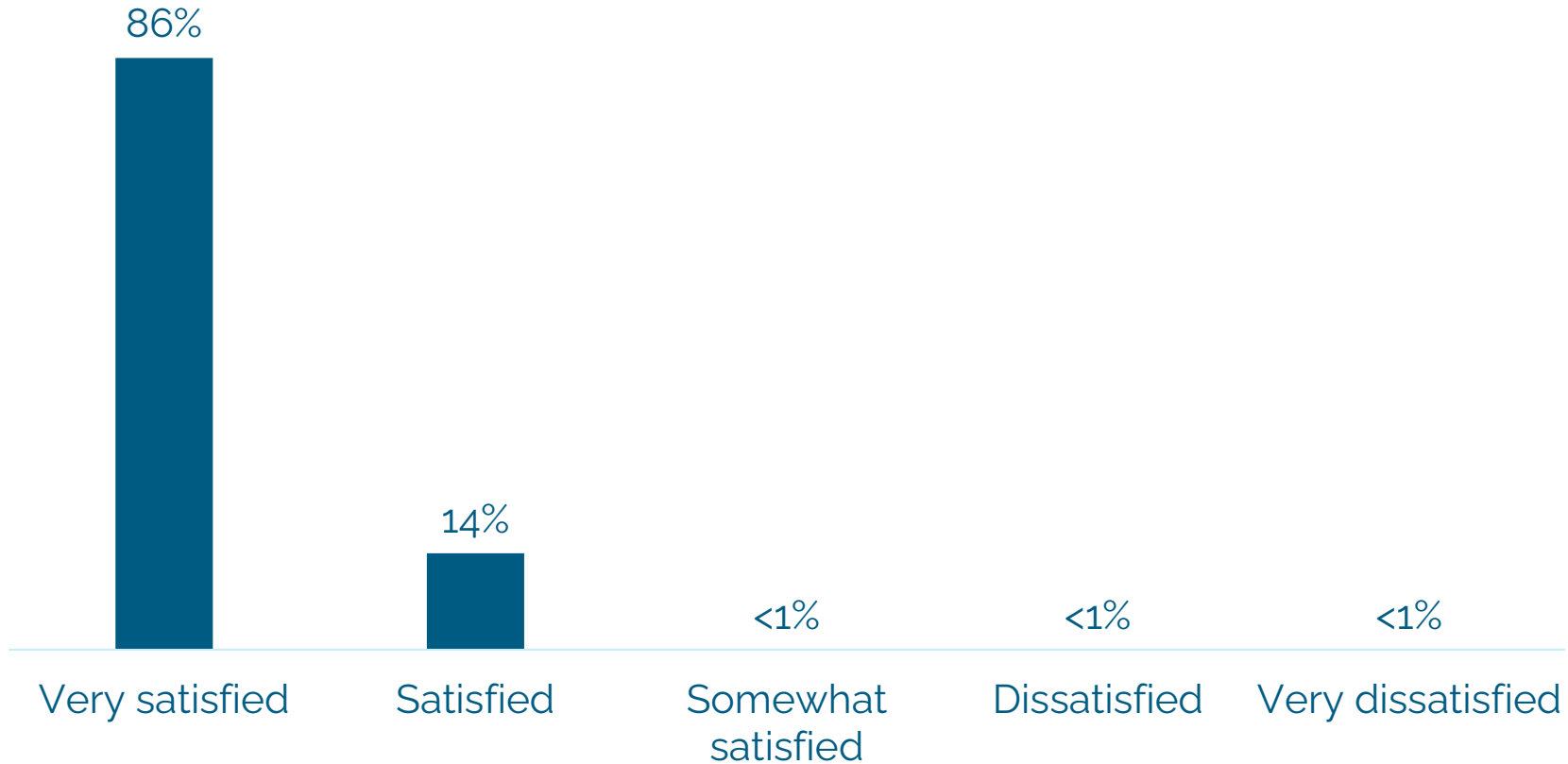
# Travel Party Composition

On this trip, are you traveling:



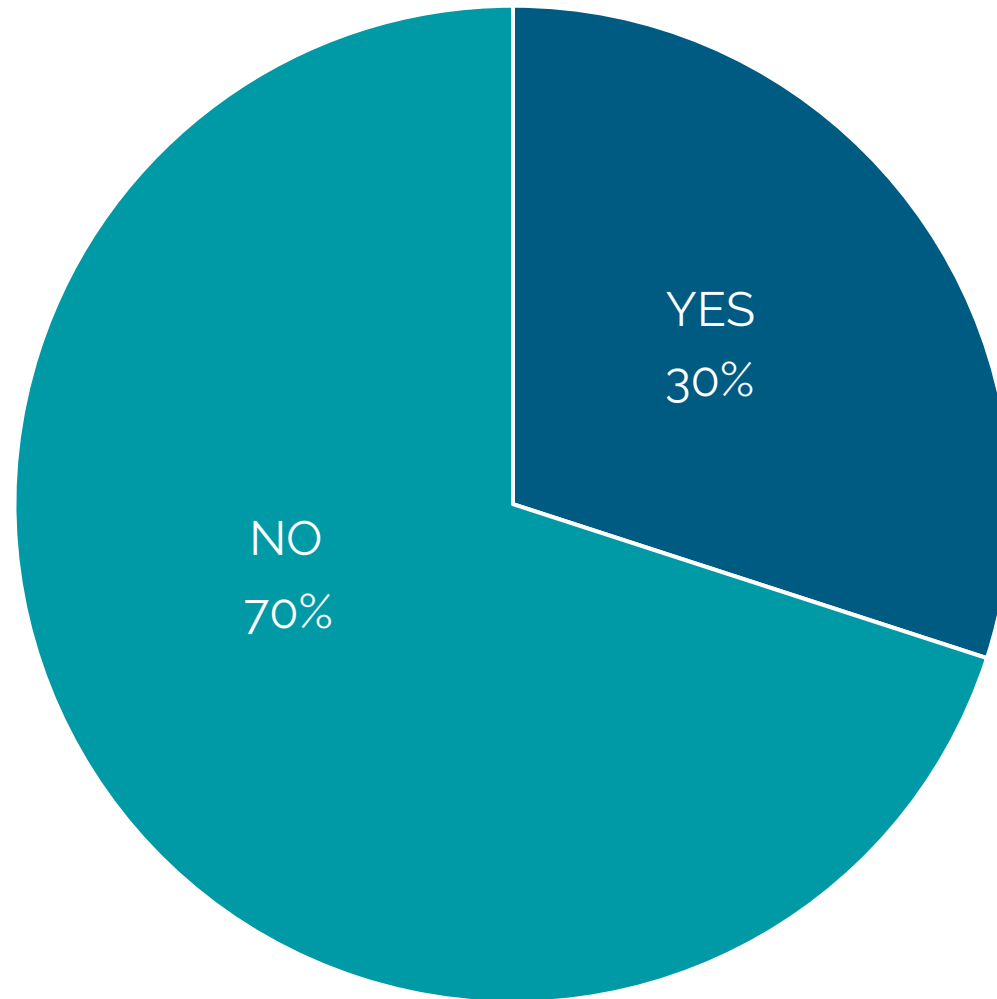
# Satisfaction

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



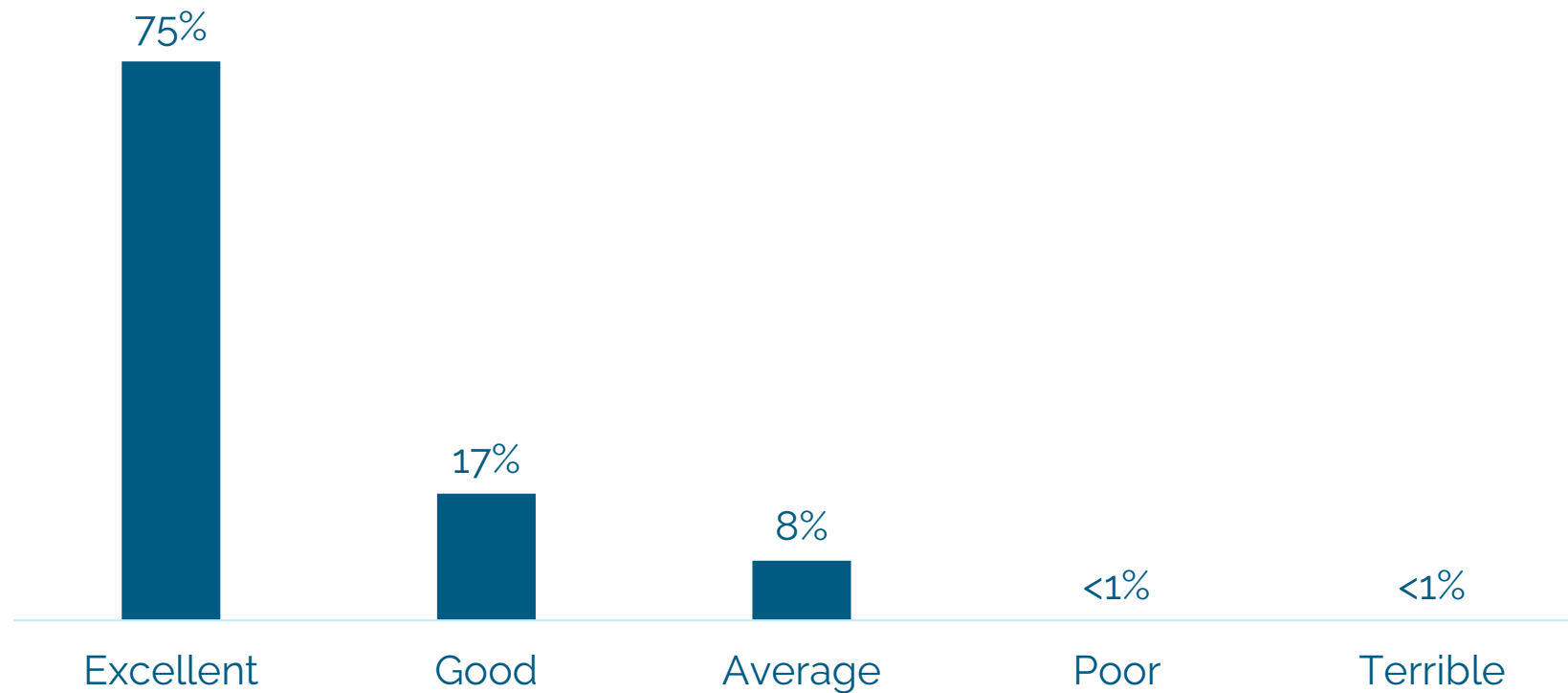
# First-Time Attendees

Was this your first time attending this event?



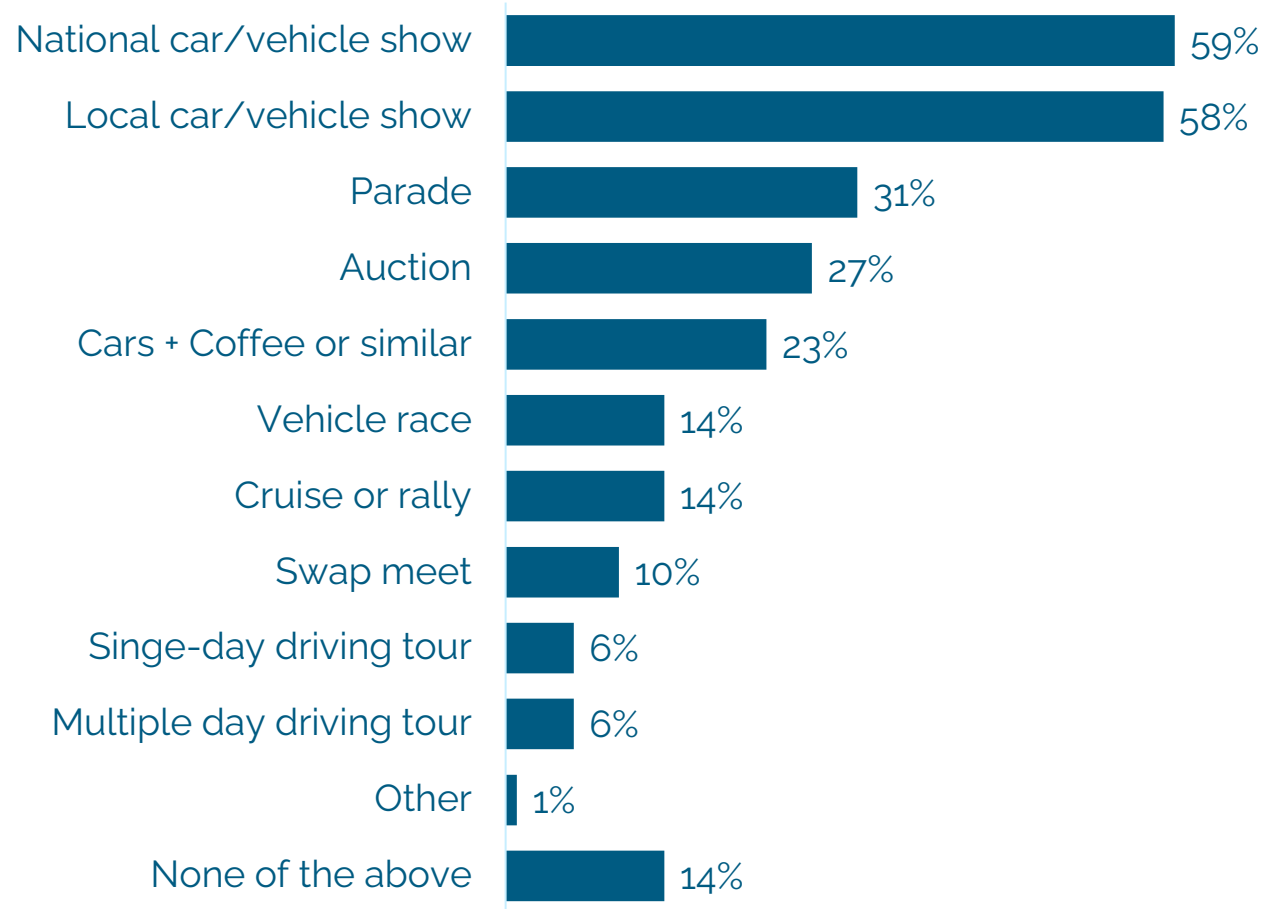
# Event Rating

Overall, how would you rate your experience at this event?



# Other Vehicle Shows/Events

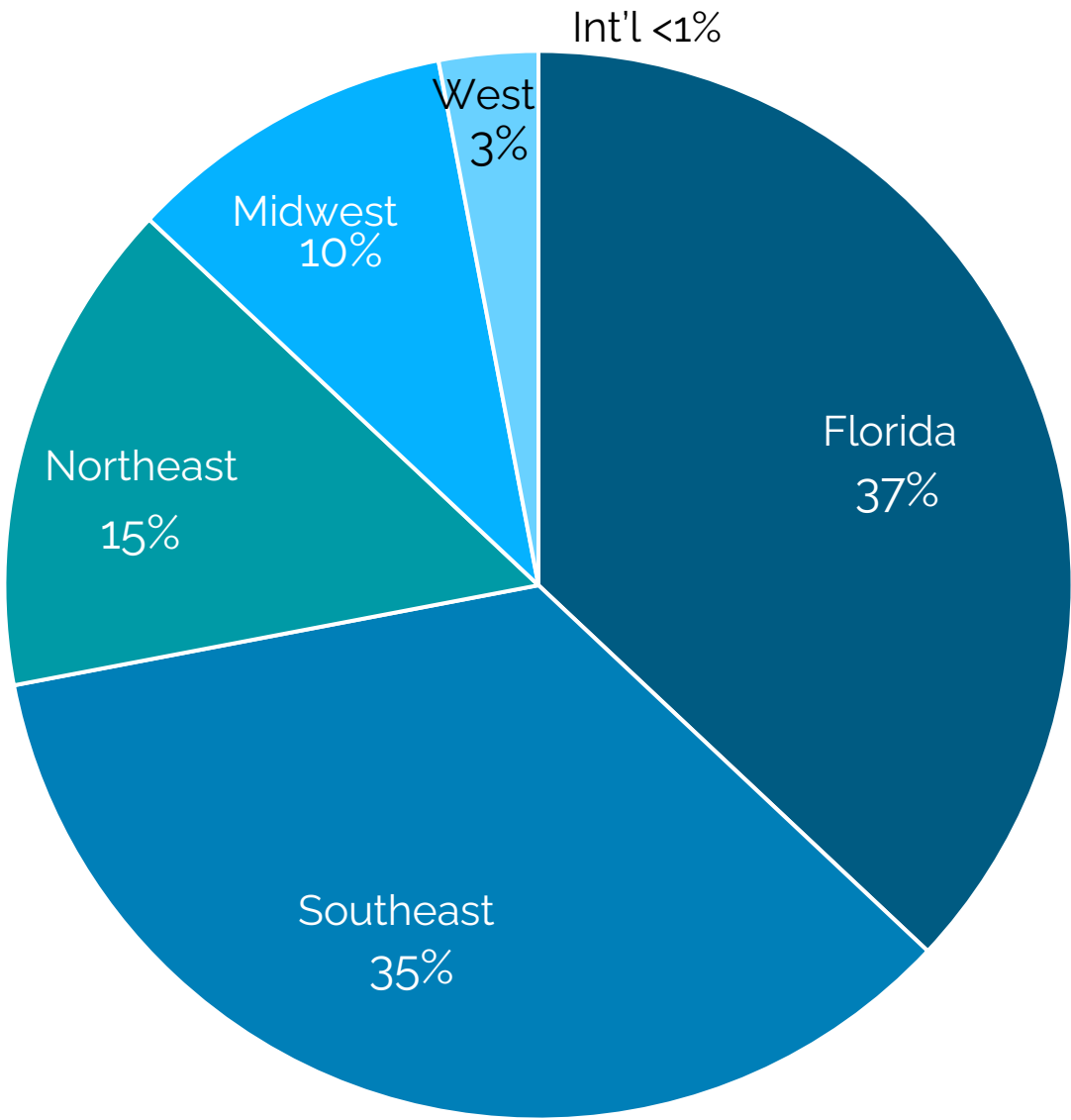
Which of the following vehicle shows or events do you plan to attend in 2026? Select all that apply.





# Visitor Profile

# Regions of Origin\*



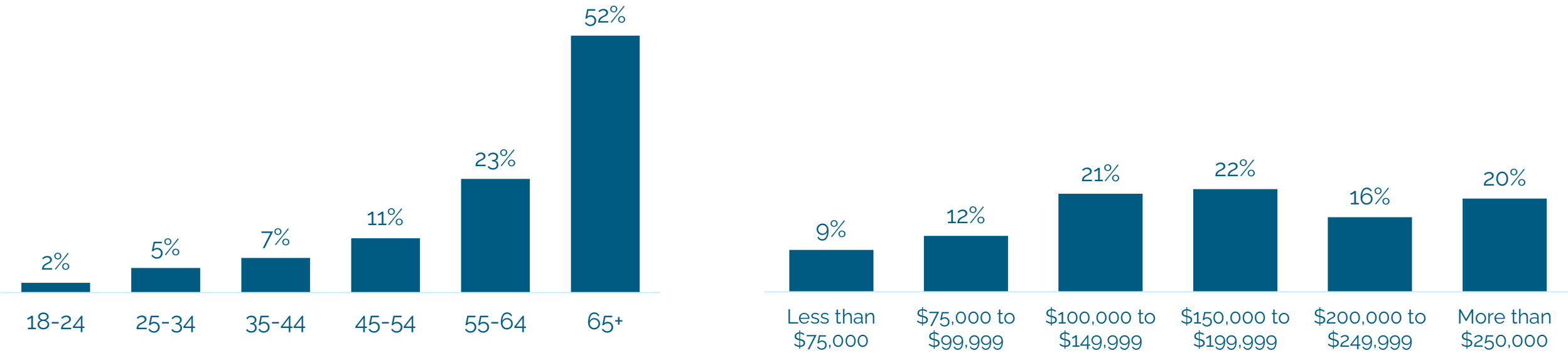
\*Out of all out-of-county attendees.

# Top Markets of Origin\*

Market	Percent of Attendees
Jacksonville	19%
Atlanta	8%
Orlando – Daytona Beach - Melbourne	6%
New York City	4%
Tampa – St. Petersburg	3%
Charlotte	3%
Greenville – Spartanburg – Asheville	3%

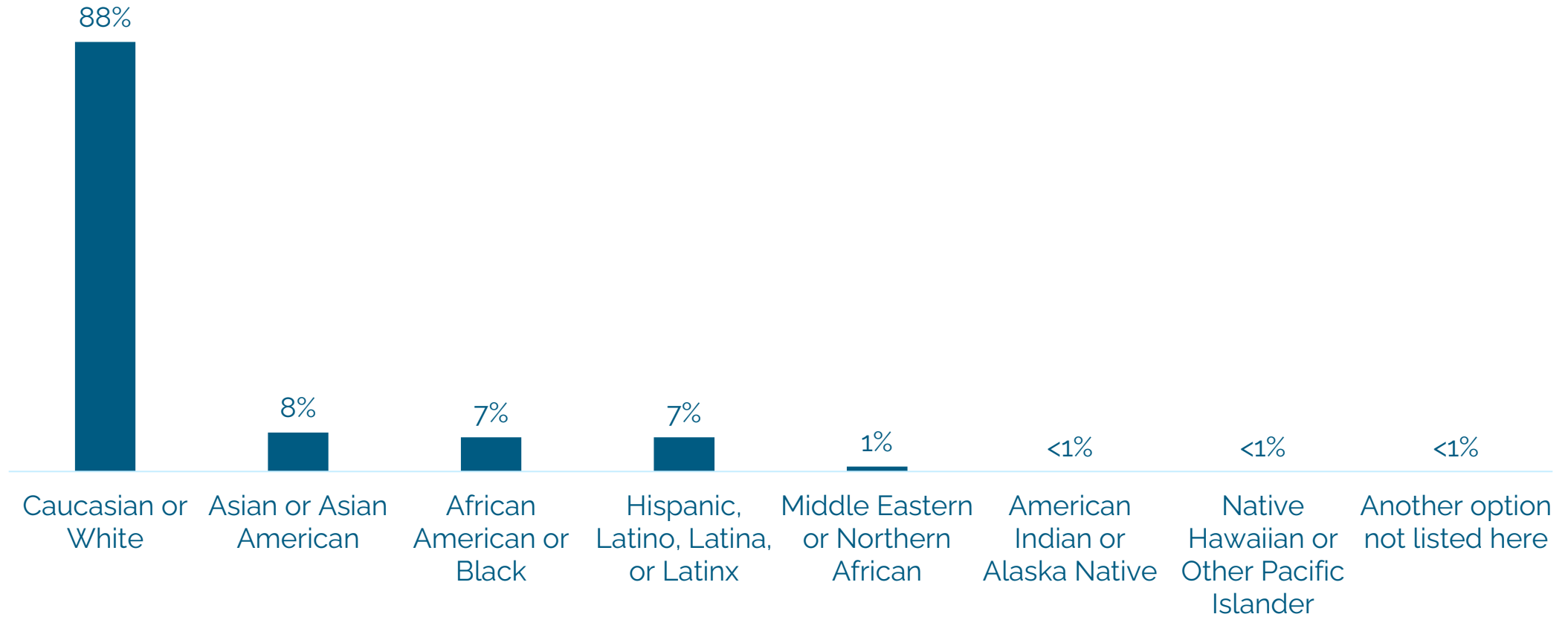
\*Out of all out-of-county attendees. Top markets shown.

# Age and Income



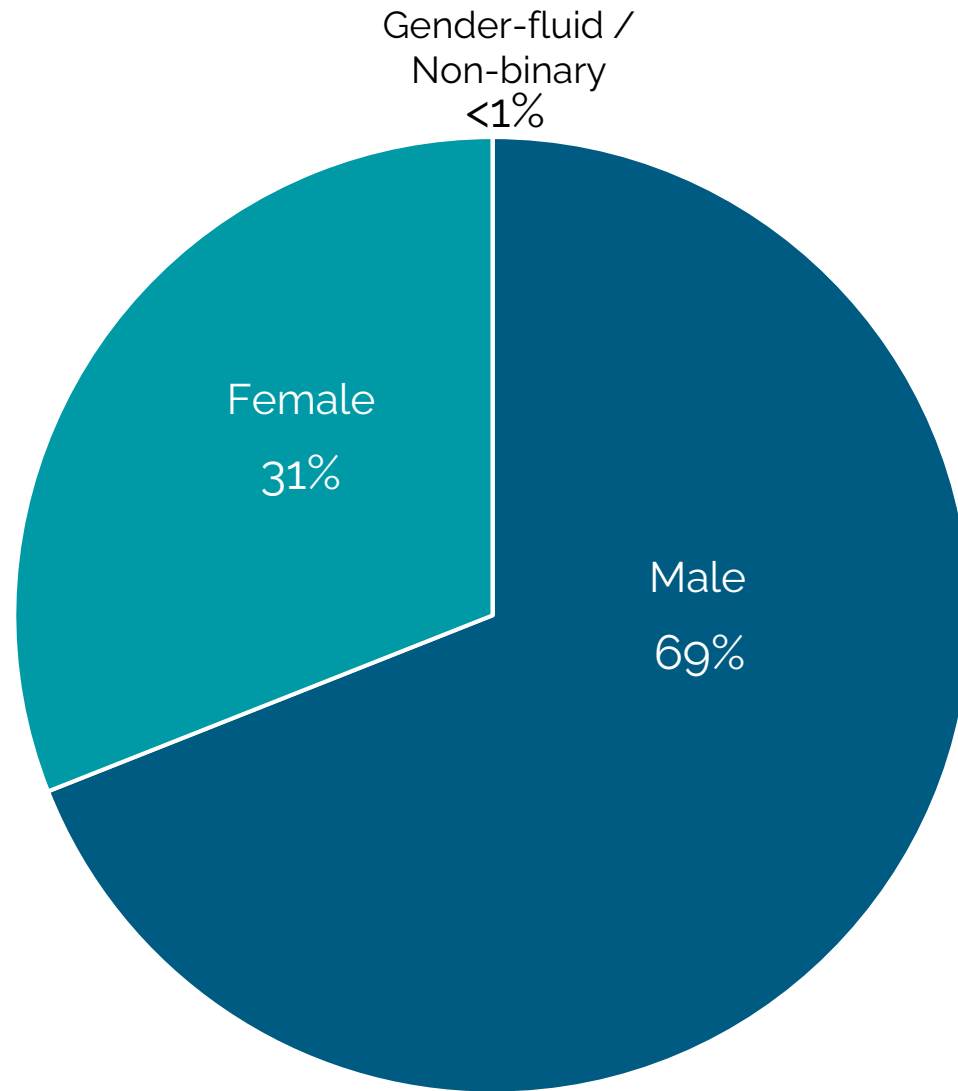
The average attendee was **65 years old** and had an annual household income of **\$168,200**.

# Race\*



\*Multiple responses permitted.

# Gender\*



\*Of member of travel party who completed survey.

# Methodology

- The metrics in this report were based on data from the following sources:
  - Intercept interviews conducted by Downs & St. Germain Research with 85 attendees at The Amelia
  - 1,265 responses to an online survey emailed to event attendees by Hagerty
  - Tourism database at Downs & St. Germain Research
- Attendance figures from Hagerty, Placer.ai, and an independent estimate by Downs & St. Germain Research

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March 7<sup>th</sup> - 8<sup>th</sup>, 2026

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