

# Amelia Island CVB

Visitor Tracking Study  
April – June 2025

# QUARTERLY SNAPSHOT

April – June 2025



363,300

TOTAL  
VISITORS

vs. 2024

↑ 1.5%



236,100

ROOM  
NIGHTS

↑ 1.3%



\$227,184,500

DIRECT  
SPENDING

↑ 1.0%



1,235,220

VISITOR  
DAYS

↑ 1.5%

# QUARTERLY SNAPSHOT: April-June 2025

## Economic Trends

- » Amelia Island sees more visitors in April-June than any other quarter of the year
- » Despite the national trend of visitors spending less money and time in a destination, Amelia Island saw slight increases in visitor number and visitor spending YOY and a larger increase in the economic impact of visitors to the area

## Year-over-Year

- » In line with national trends, visitors are waiting until closer to their travel date to plan and book their trips
- » Some visitors are looking for ways to cut costs during their trips:
  - » While visitor spending is up as a whole, those choosing to stay in unpaid accommodations are spending less money and less time in the area compared to 2024
  - » Visitors are also spending less money on non-essentials like shopping and entertainment
  - » More visitors are turning to online travel agencies and review websites to help them plan their trips
- » Other changes from 2024:
  - » International visitation, which has been stable the past two quarters, is down YOY in Q3
  - » In line with marketing initiatives, the area is seeing more loyalist visitors and visitors driving (vs. flying) to the area
  - » More visitors are traveling as a family

# QUARTERLY SNAPSHOT: April-June 2025 (cont'd)

## FY2025

- » Several trends have unfolded over the course of the year:
  - » Amelia Island is seeing fewer visitors from Florida and more from elsewhere in the Southeast
  - » More visitors are coming to the area for its culinary offerings or its history
  - » Visitors are relying more on Amelia Island's social media and less on its website to plan their trips
  - » The percent of visitors who would definitely recommend Amelia Island continues to increase

## April-June

- » Compared to other quarters, Amelia Island's Q3 visitors are more likely to:
  - » Be leisure travelers
  - » Have a shorter booking cycle
  - » Be younger and traveling as a family with children
  - » Stay with friends and relatives or visit only for the day

# VISITOR JOURNEY: ECONOMIC IMPACT



# TOURISM SNAPSHOT: METRICS

	April – June 2024	April – June 2025	% Δ
Visitors	358,100	363,300	+ 1.5%
Visitor Days	1,217,540	1,235,220	+ 1.5%
Direct Spending	\$224,969,100	\$227,184,500	+ 1.0%
Economic Impact <sup>1</sup>	\$296,059,300	\$318,058,300	+ 7.4%

	April – June 2024	April – June 2025	% Δ
Occupancy <sup>2</sup>	66.6%	69.6%	+ 4.4%
ADR <sup>2</sup>	\$331.45	\$335.87	+ 1.3%
RevPAR <sup>2</sup>	\$220.81	\$233.59	+ 5.8%
Room Nights <sup>2</sup>	233,040	236,100	+ 1.3%

<sup>1</sup>The IMPLAN multiplier for FY2025 updated to 1.40 from 1.32 in FY2024.

<sup>2</sup>Sources: Key Data, Smith Travel Research, Florida Department of Business and Professional Regulation.

# VISITOR JOURNEY: PRE-VISIT





# TRIP PLANNING/BOOKING CYCLE\*

- » On average, leisure visitors began planning **48 days** before their trip (**-12 days** from 2024)
- » Leisure visitors booked their trip **39 days** before their arrival (**-17 days** from 2024)





# TOP TRIP PLANNING SOURCES\*



**39%** Friends/family  
(+11% points from 2024)



**27%** Amelia Island's  
social media  
(+10% points from 2024)



**26%** Airbnb/Vrbo  
(+1% point from 2024)



**25%** Hotel website/app  
(+2% points from 2024)



**22%** Online travel agency  
(+11% points from 2024)



**21%** Review website/app  
(+10% points from 2024)

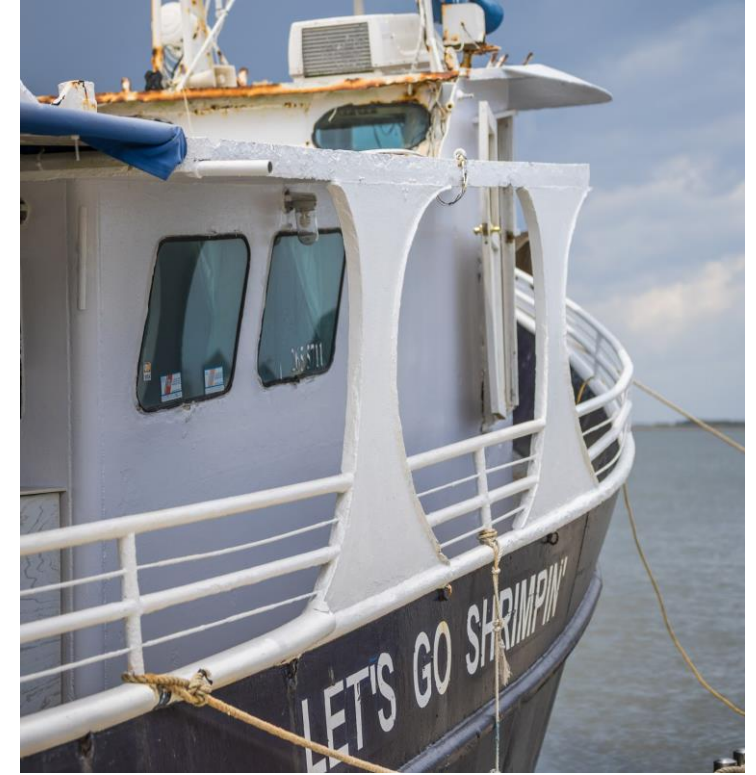
# TOP REASONS FOR VISITING\*



**69%** Vacation/leisure  
(+3% points from 2024)



**21%** Visit friends/relatives  
(+5% points from 2024)



**21%** Special occasion or event  
(-3% points from 2024)



# OTHER DESTINATIONS CONSIDERED\*

Nearly 1 in 5 leisure visitors considered another destination before choosing Amelia Island  
(-12% points from 2024).

Top other destinations considered:



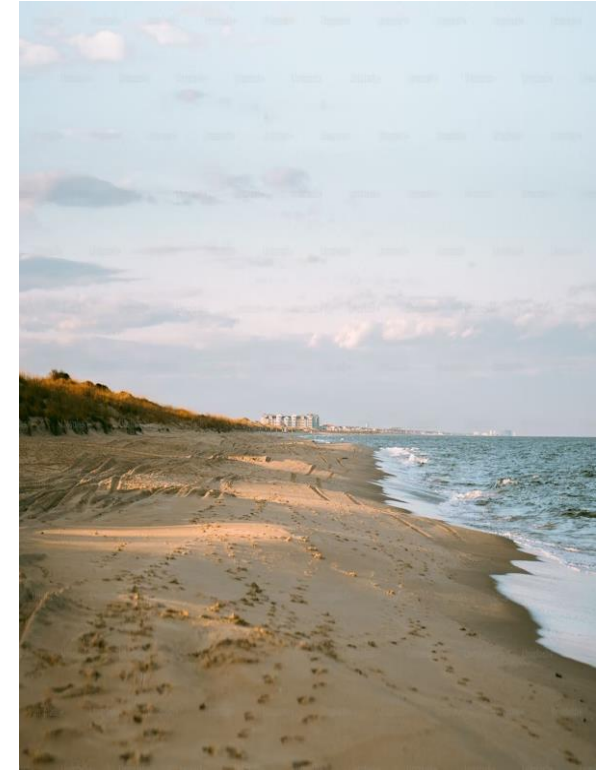
8% St. Augustine/  
Ponte Vedra



4% Orlando/Theme Parks



3% Savannah



3% Daytona Beach

\*Multiple responses permitted.

Based on visitors traveling for leisure.

An additional 3% of visitors considered visiting each of the following: the Florida Keys, Jacksonville, Jekyll Island, Hilton Head, and Charleston.



# ADVERTISING RECALL\*

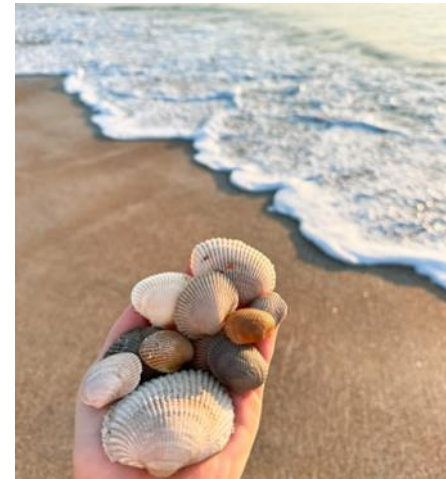
- » **32%** of leisure visitors recalled advertising about the Amelia Island area (**-4% points** from 2024)
- » This information influenced **13%** of **all** leisure visitors to visit the Amelia Island area (**-3% points** from 2024)

\*Based on visitors traveling for leisure.

# TOP SOURCES OF ADVERTISING RECALL\*



**14%** Online article  
(+1% point from 2024)



**11%** Amelia Island's social media  
(-2% points from 2024)



**7%** Magazine article  
(-3% points from 2024)



**7%** Ad on a website  
(-2% points from 2024)



**7%** Traveler reviews/blogs  
(same as 2024)

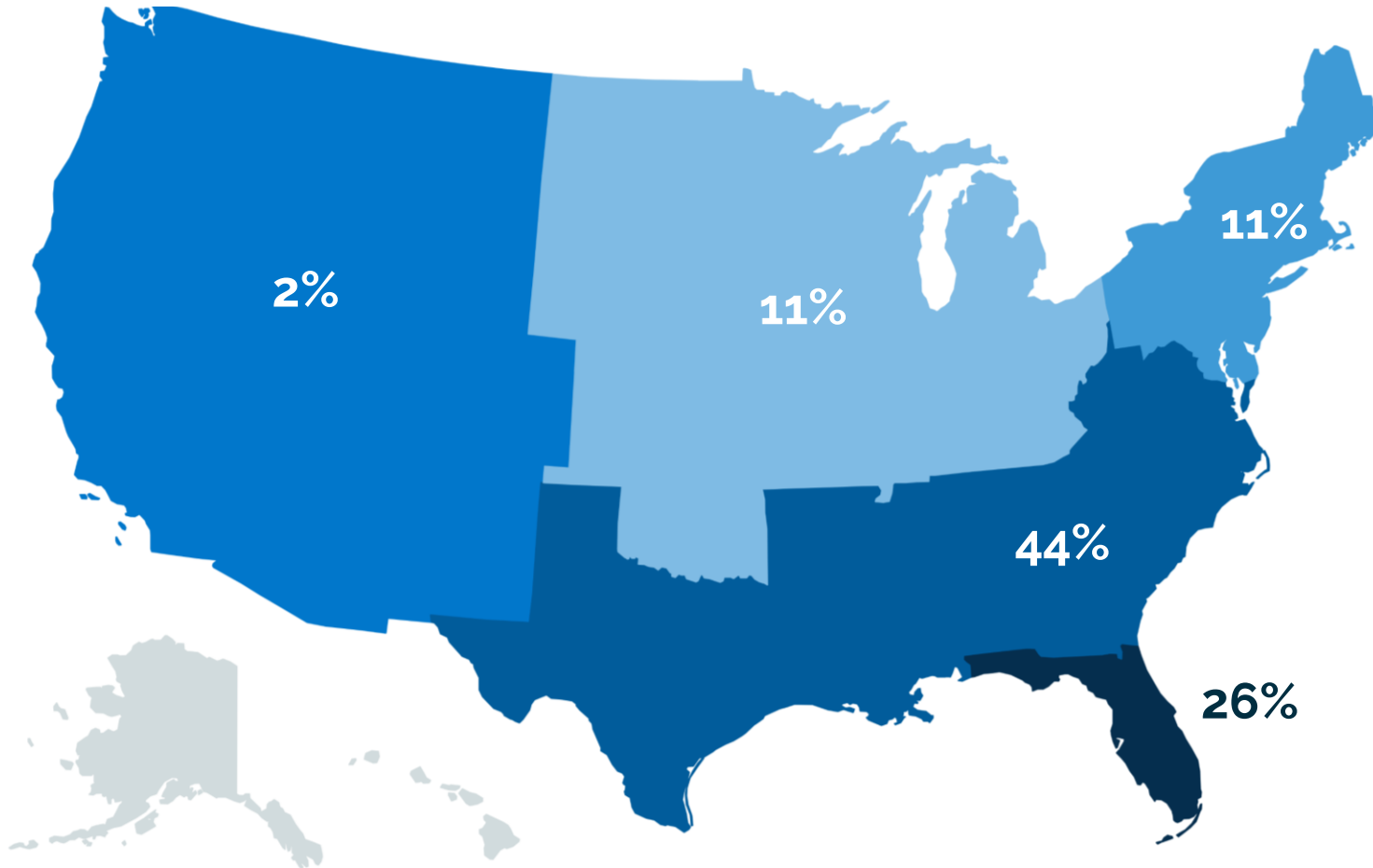
# VISITOR JOURNEY: TRAVEL PARTY PROFILE





# REGIONS OF ORIGIN

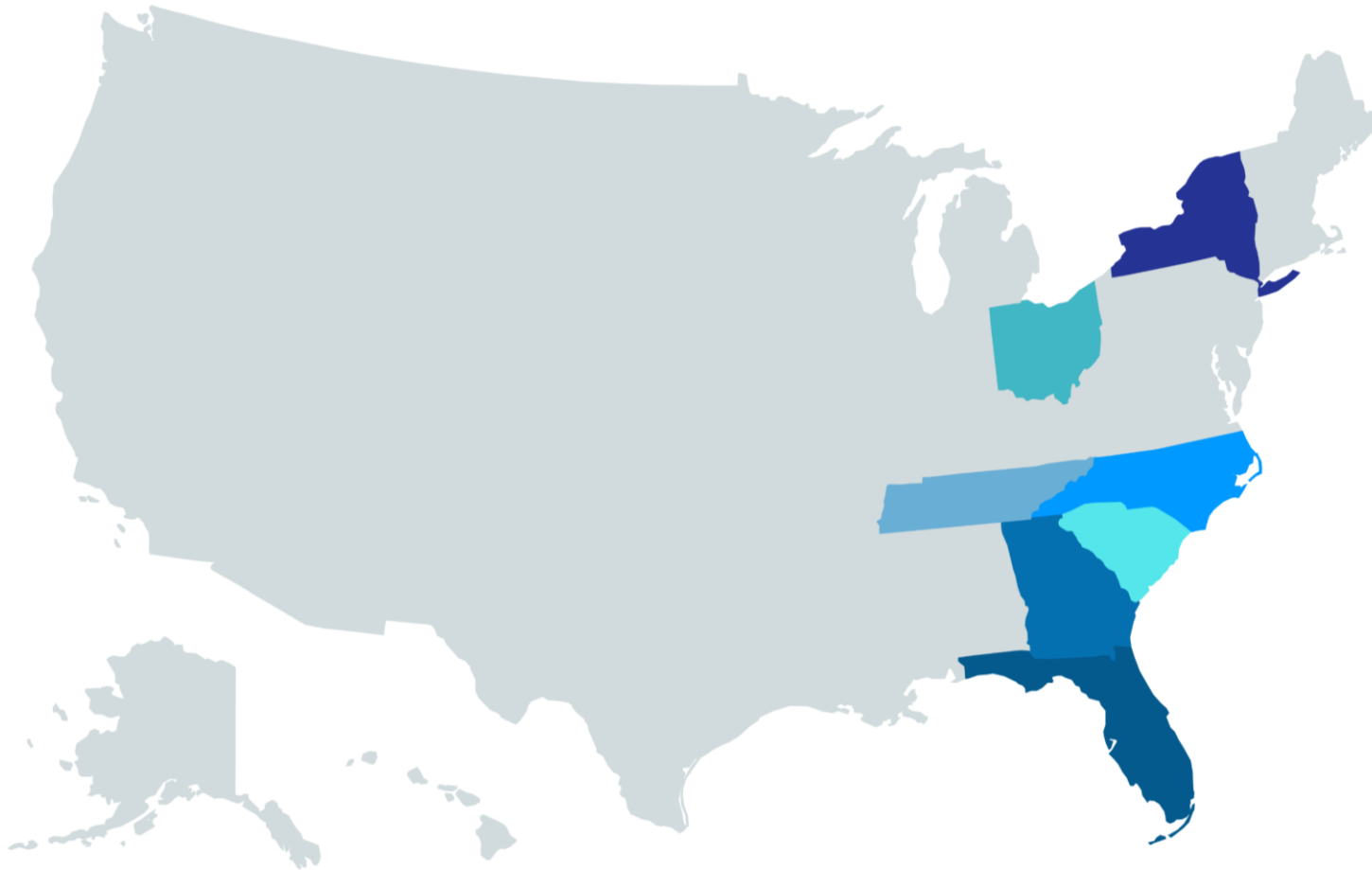
This quarter saw more visitors from nearby markets, especially the Southeast, compared to 2024.



**6%** of visitors traveled to Amelia Island from outside of the U.S. (**-2% points** from 2024)\*

\* The top international markets were Canada (2%; same as 2024) and the UK (2%; -1% point from 2024).

# TOP STATES OF ORIGIN



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

Florida	26%
Georgia	24%
North Carolina	5%
South Carolina	5%
New York	3%
Ohio	3%
Tennessee	3%

# TOP MARKETS OF ORIGIN



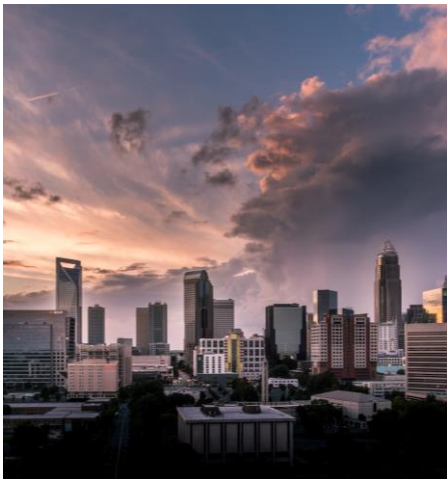
**21%** Jacksonville<sup>1</sup>  
(-1% point from 2024)



**9%** Atlanta  
(-1% point from 2024)



**5%** Orlando Area  
(-2% points from 2024)



**4%** Charlotte  
(+2% points from 2024)



**4%** New York  
(same as 2024)



**3%** Savannah  
(same as 2024)



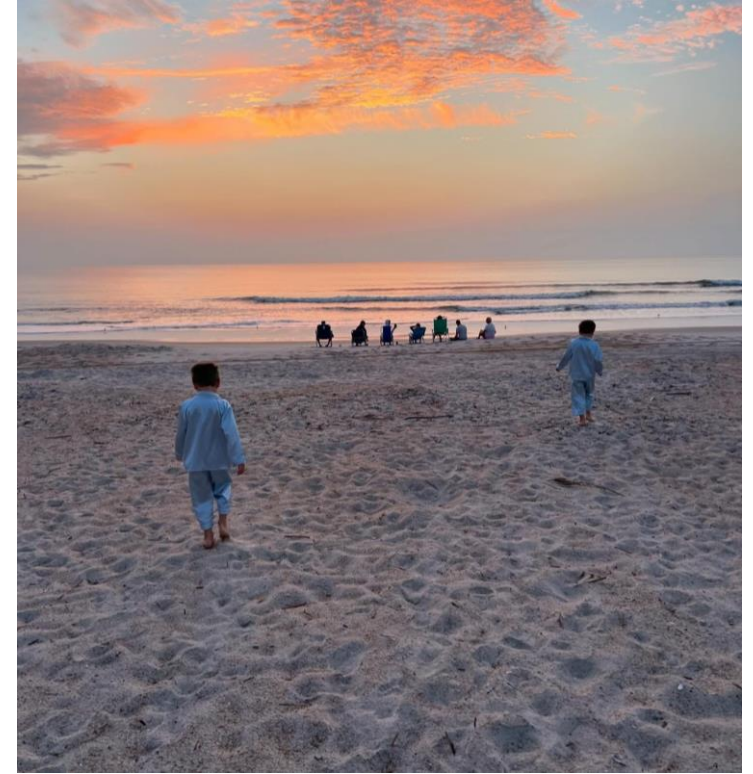
# TRAVEL PARTIES



The typical visitor traveled in a party composed of **3.2** people (+0.2 from 2024)



Nearly **half** of visitors traveled as a family (+13% points from 2024)



**Half** traveled with at least one person under the age of 18 (+20% points from 2024)



# VISITOR PROFILE

- » The typical Amelia Island area adult visitor:
  - » Is **44** years old
  - » Has an annual household income of **\$147,000**
  - » Is White/Caucasian (**90%**)



# NEW & RETURNING VISITORS

- » Over **1 in 3** were first-time visitors to the Amelia Island area (**same** as 2024)
- » **10%** of visitors were loyalists, having visited over 10 times (**-5% points** from 2024)



# VISITOR JOURNEY: TRIP EXPERIENCE



# TRANSPORTATION

- » Over **3 in 4** visitors drove to the Amelia Island area (**+4% points** from 2024)
- » **20%** of visitors to Amelia Island flew into the **Jacksonville International Airport** (**-3% points** from 2024)



# LENGTH OF STAY

- » Typical visitors stayed **3.4 nights** in the Amelia Island area (**same** as 2024)
- » Visitors staying in paid accommodations stayed an average of **4.1 nights** in the area (**+0.4 nights** from 2024)



# TOP TRAVEL/LODGING CHOICES



**38%** Hotel/Motel/Resort  
(-1% point from 2024)



**24%** Day Tripper  
(+1% point from 2024)



**18%** With  
Friends/Relatives  
(same as 2024)



**12%** Condo/Rental  
House  
(same as 2024)



# TOP ACTIVITIES DURING VISIT\*



**82%** Restaurants  
(+4% points from 2024)



**79%** Historic Downtown  
Fernandina Beach  
(+4% points from 2024)



**77%** Beach  
(-2% points from 2024)



**62%** Shopping  
(+4% points from 2024)



# VISITING HISTORIC DOWNTOWN

- » Those who visited Historic Downtown Fernandina Beach did so an average of **2.3 times** during their stay
- » Afternoon was the most common time to visit Historic Downtown
- » Over **9 in 10** visitors came to Historic Downtown Fernandina Beach for its dining opportunities (**+3% points** from 2024)\*

\*Multiple responses permitted.





# TOP OFF-ISLAND ACTIVITIES\*

- » Like last year, the top off-island activity was visiting **restaurants/breweries**, enjoyed by **1 in 7** visitors
- » **Shopping** and **visiting day trip cities** were also popular activities



\*Multiple responses permitted.



# TRAVEL PARTY SPENDING

- » The typical travel party spent **\$548** per day and **\$1,863** during their trip
- » The typical visitor spent **\$171** per day and **\$582** during their trip

# VISITOR JOURNEY: POST-TRIP





# VISITOR SATISFACTION

- » **Nearly all** visitors were **satisfied** with their trip to Amelia Island (82% were very satisfied)
- » **Nearly all** visitors would **recommend** the area to others (90% would definitely recommend the area, **+12% points** from 2024)
- » **98%** of visitors will **return** to the Amelia Island area (67% will definitely return)





# BEACH RATINGS

- » **Nearly all** visitors rated Amelia Island's beaches as **excellent or very good overall** (89% rated them as excellent)
- » **Nearly all** visitors rated the **cleanliness** of Amelia Island's beaches as **excellent or very good** (98% rated it as excellent)

# WHY VISITORS CHOSE AMELIA ISLAND\*



*"Great golf, pretty beaches, lots of shopping, and delicious restaurants!"*



*"Fun night life and great music."*



*"Very family-oriented – all three generations of my family loved it here."*





# DETAILED FINDINGS



# VISITOR JOURNEY: ECONOMIC IMPACT



# TOURISM SNAPSHOT: METRICS

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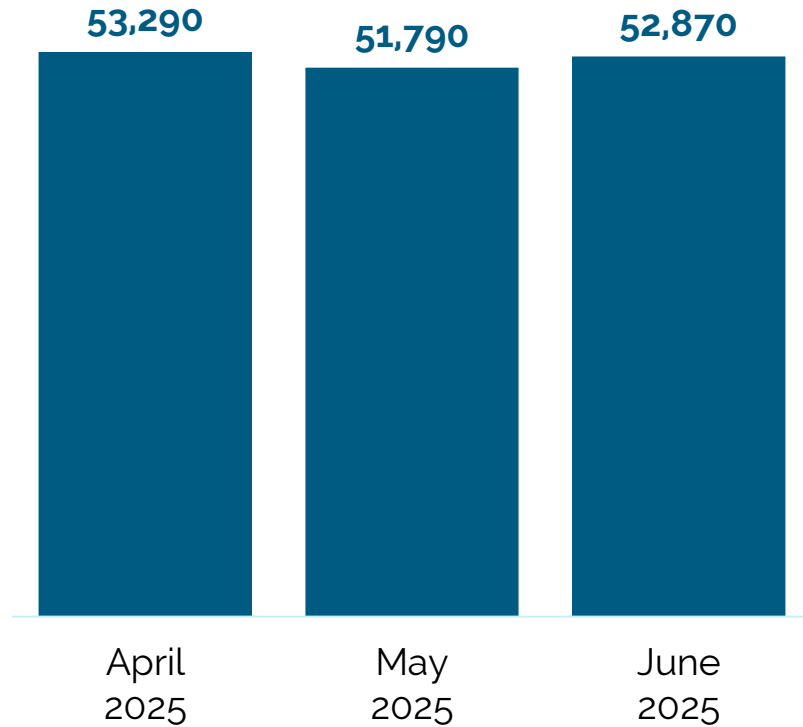
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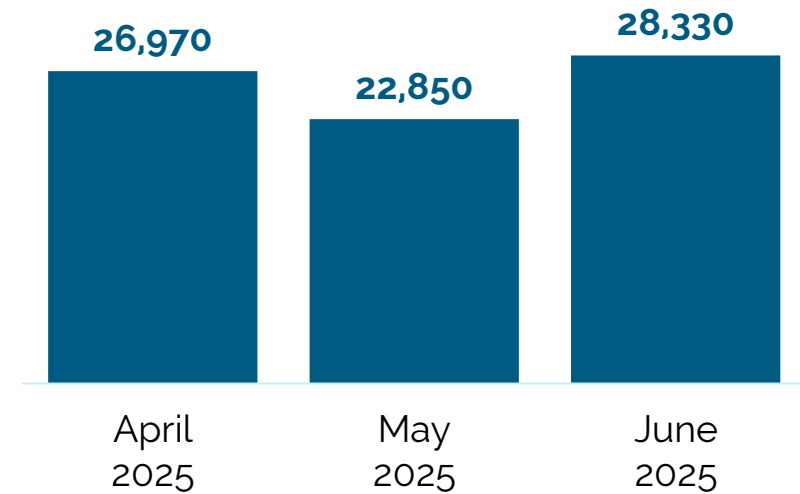


# MONTHLY ROOM NIGHTS\*

Hotel Room Nights



Vacation Rental Room Nights



# MONTHLY VISITOR COUNTS

Accommodation Type	April Visitors	May Visitors	June Visitors
Hotel/motel/resort	48,400	45,520	48,020
Vacation rental	19,120	15,410	19,730
Non-paid accommodations*	27,760	26,100	27,540
Day tripper	29,230	27,480	28,990
<b>Total</b>	<b>124,510</b>	<b>114,510</b>	<b>124,280</b>

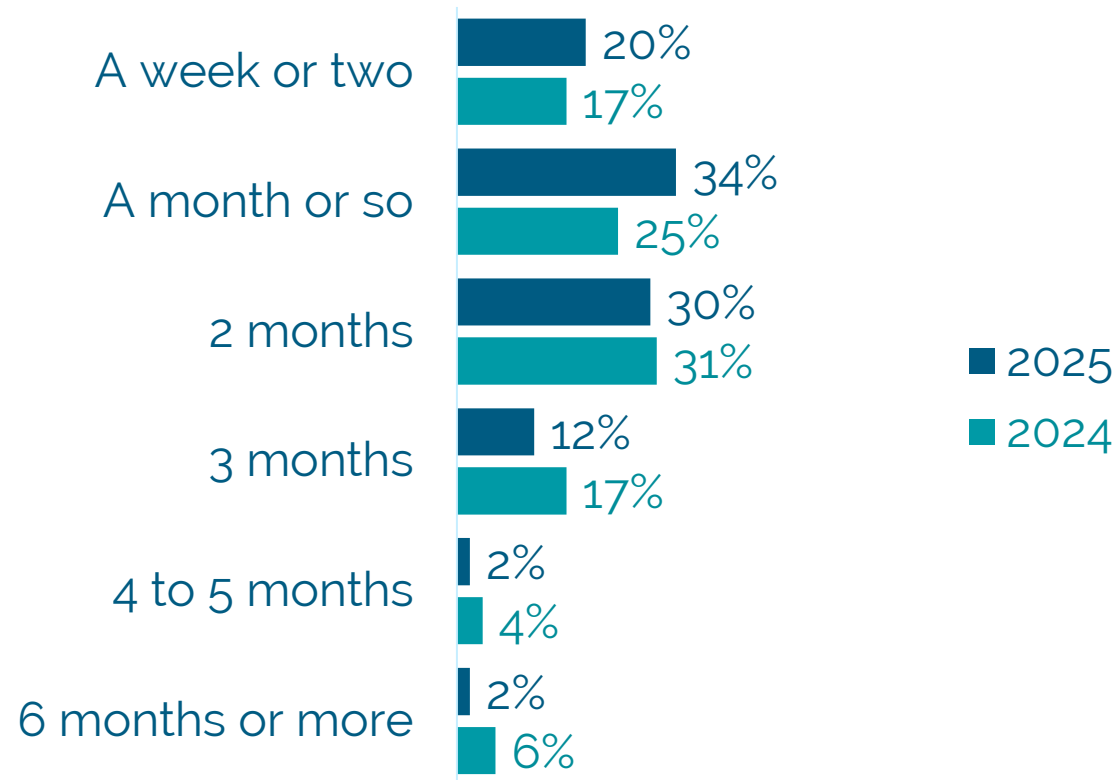
# VISITOR JOURNEY: PRE-VISIT





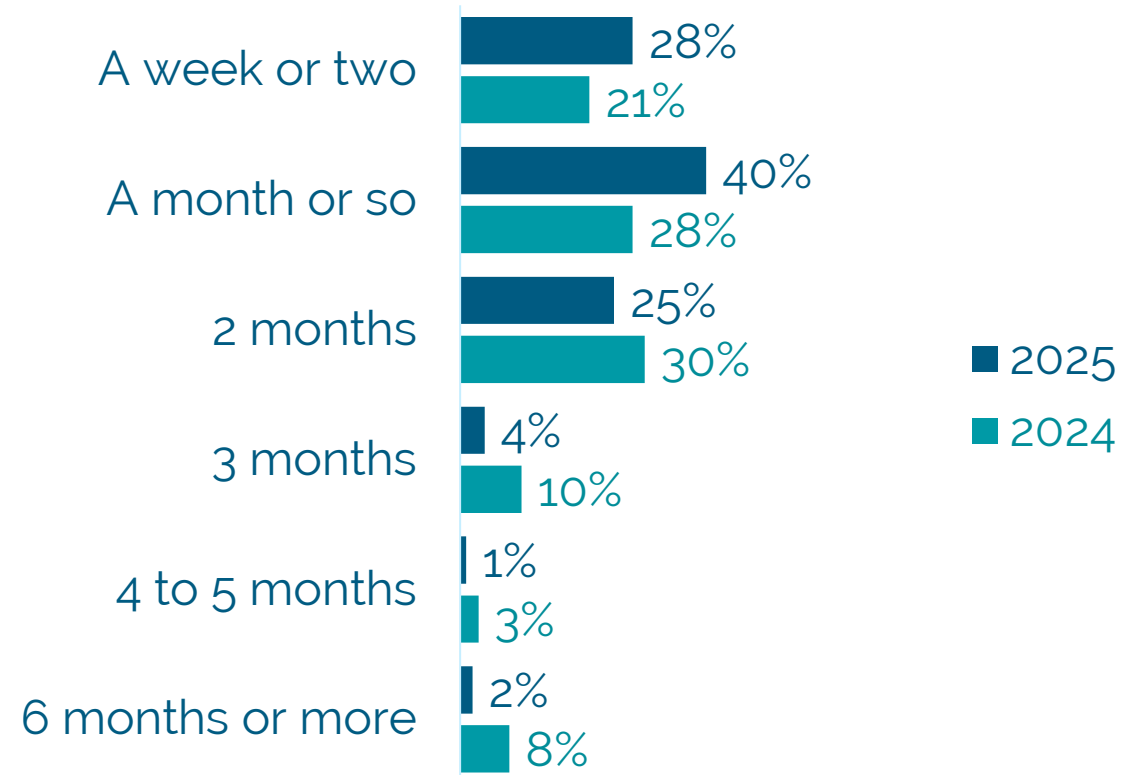
# TRIP PLANNING CYCLE\*

Average planning cycle: **48 days**  
(-12 days from 2024)



# TRIP BOOKING CYCLE\*

Average booking cycle: **39 days**  
(-17 days from 2024)



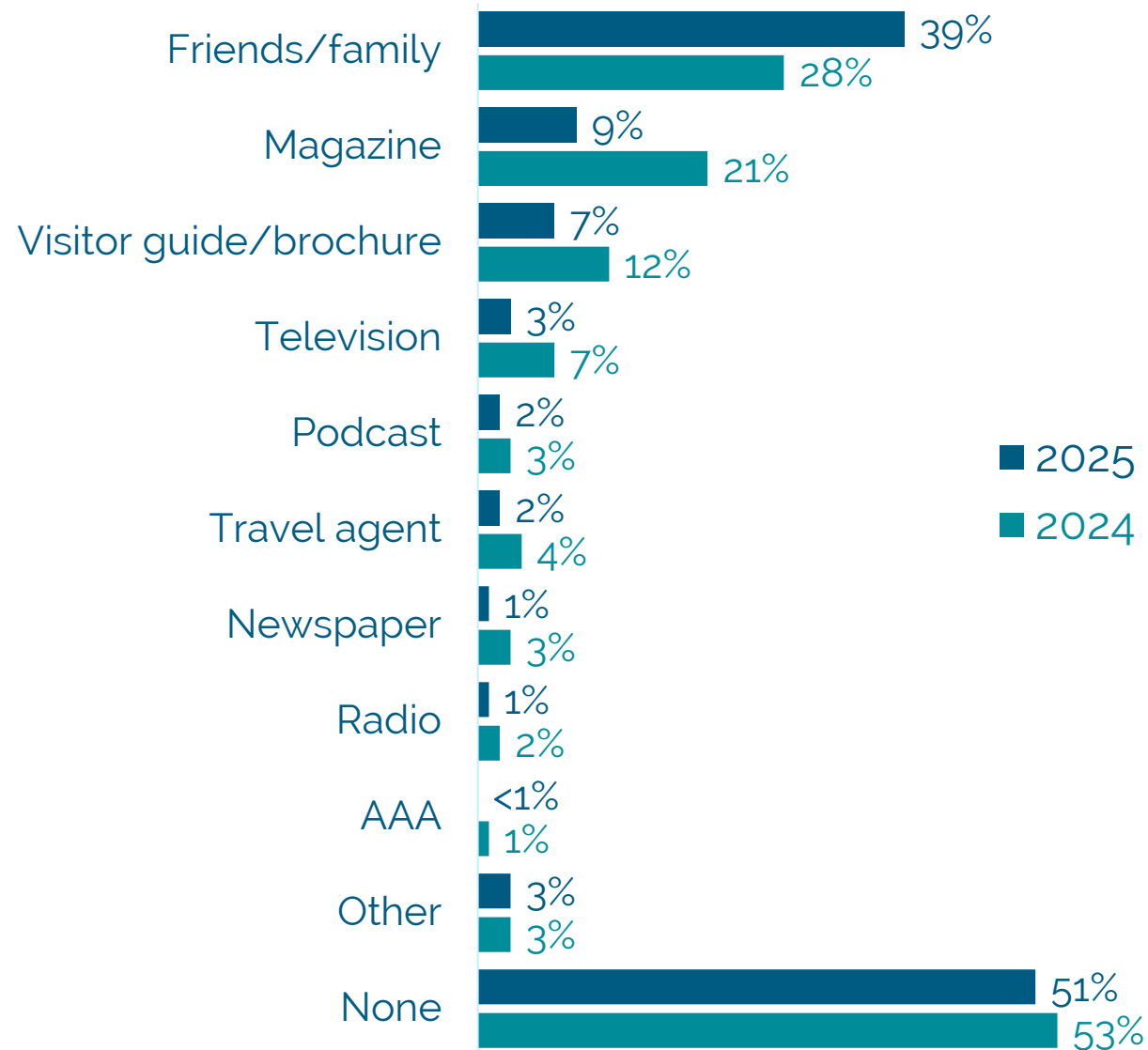
# ONLINE TRIP PLANNING SOURCES\*

Online Planning Source	2024	2025
Amelia Island social media	17%	27%
Airbnb, Vrbo, etc.	25%	26%
Hotel websites/apps	23%	25%
Online travel agency	11%	22%
Review website/app	11%	21%
Personal social media	6%	11%
Online travel reviews, blogs, stories	10%	9%
Restaurant websites/apps	9%	8%
AmeliaIsland.com	13%	7%
Mapping websites	4%	4%
Airline websites/apps	3%	3%
Amelia Island mobile app	6%	2%
Rental car websites/apps	<1%	2%
Video streaming services	2%	1%
Music streaming services	2%	1%
Amelia Island rental companies	2%	1%
ChatGPT or other AI program	<1%	1%
Accessibility travel resource sites	<1%	<1%
Other	3%	3%
None	37%	33%

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

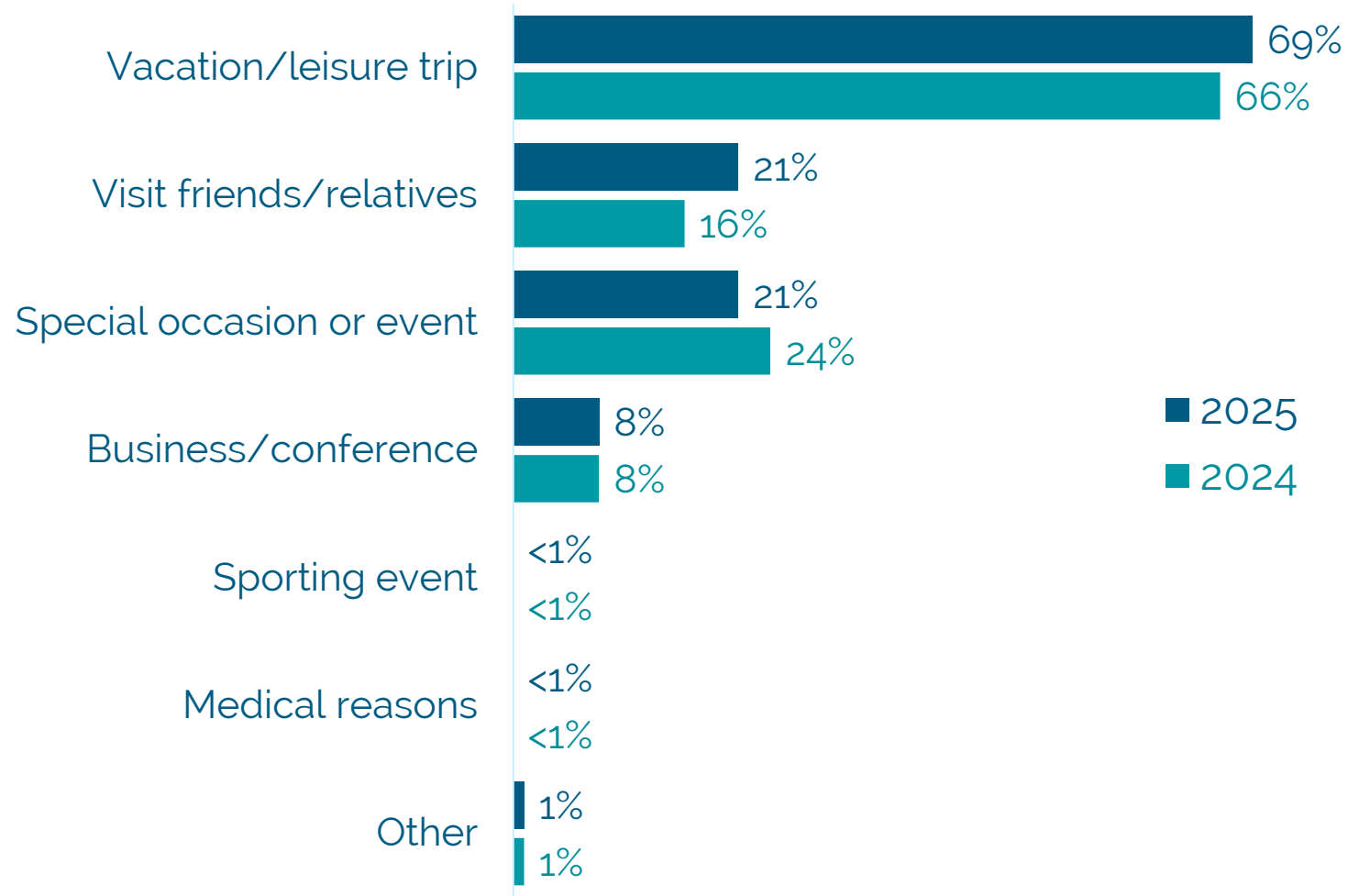


# OTHER TRIP PLANNING SOURCES\*



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

# REASONS FOR VISITING\*



# DETAILED REASONS FOR VISITING\*

Main Reasons for Visiting	2024	2025
Beach trip	57%	63%
History	13%	19%
Shopping	16%	19%
Foodie/culinary	6%	13%
Girls/guys trip	9%	6%
Wedding/honeymoon	8%	6%
Nature, bird watching, eco tours, etc.	2%	4%
Conference/convention/trade show	5%	4%
Company/government business	2%	4%
Water sports	7%	3%
Festival	4%	3%
Birthday/anniversary	4%	2%
Golf or tennis	<1%	1%
Biking, hiking, running, etc.	3%	1%
Art galleries, museums, cultural events	3%	1%
Breweries/distilleries	1%	1%
Reunion	1%	1%
Performing arts	3%	1%
Concert	<1%	<1%
Sporting event	1%	<1%

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

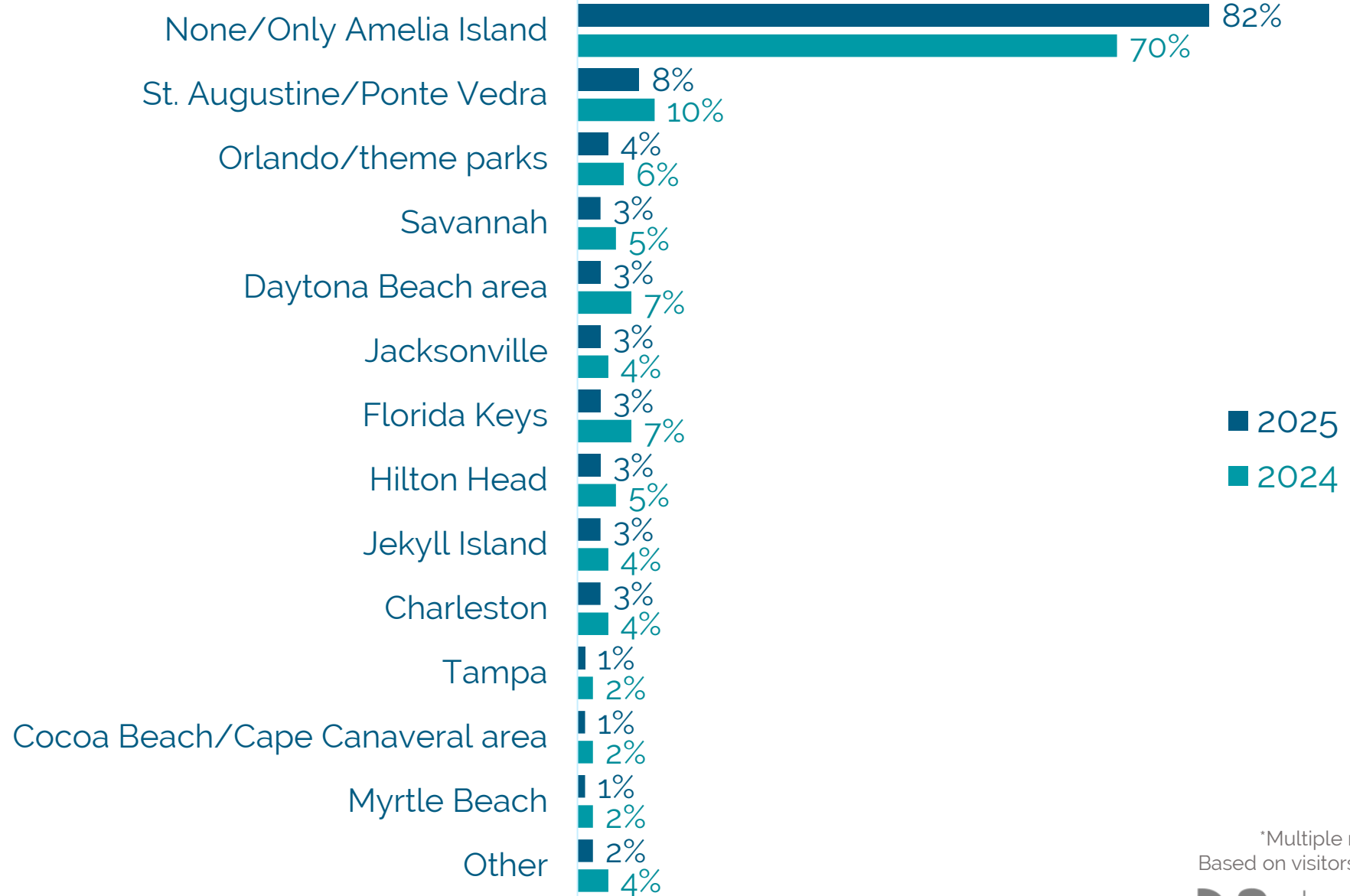


# OPEN-ENDED REASONS FOR VISITING\*



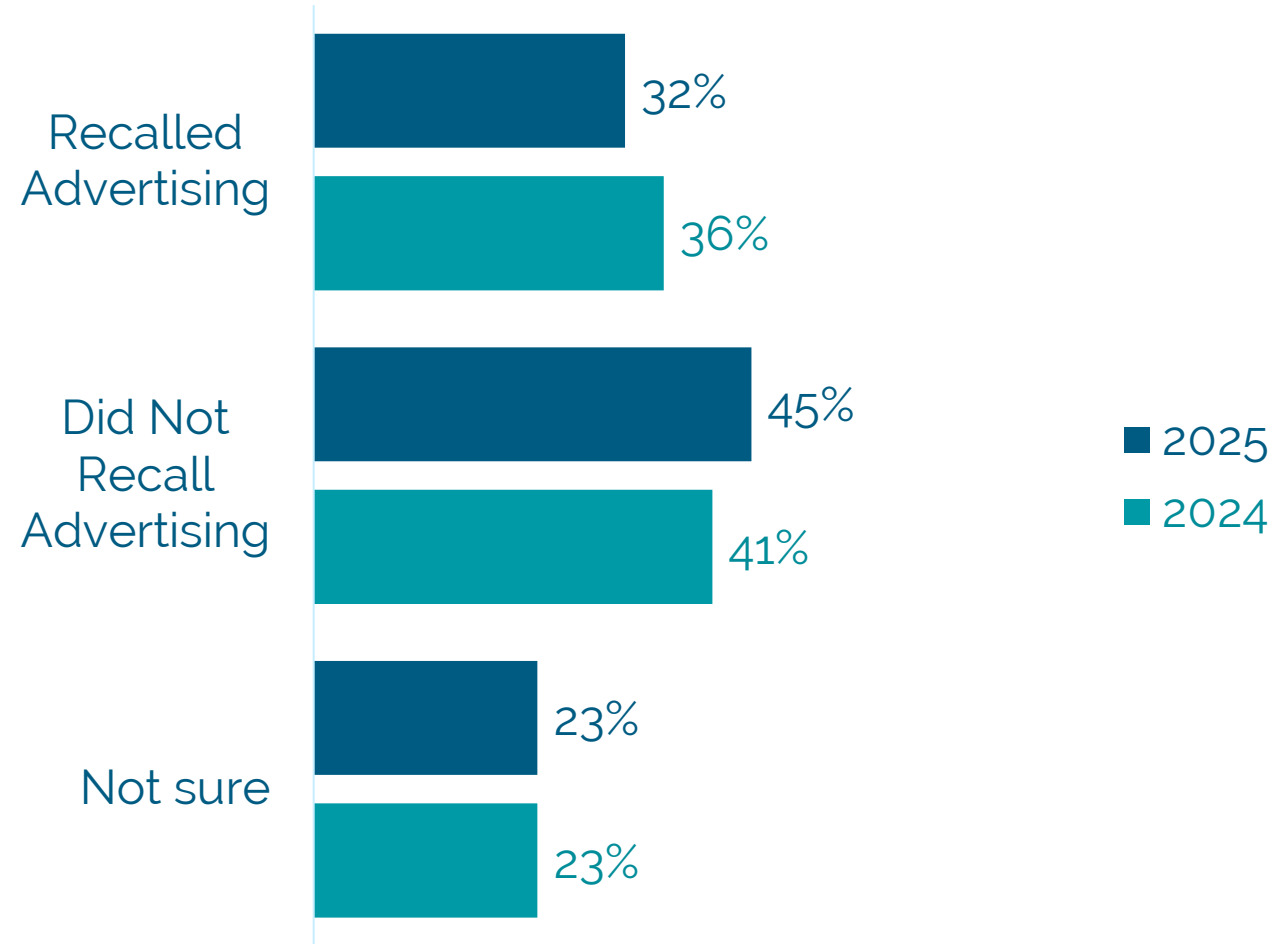
- » "Very scenic and has a chill vibe to it, super relaxing."
- » "There's so much to do! Amelia Island has something everyone in the family will enjoy."
- » "The restaurants are fantastic and the views are unbeatable."
- » "We wanted to be as close to the ocean as possible! The island seems very relaxed."
- » "It's smaller than most vacation spots and the beaches are great."
- » "Quieter than most beach towns I've visited, and so charming!"
- » "Our friends and family can't stop recommending it!"

# OTHER DESTINATIONS CONSIDERED\*



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

# ADVERTISING RECALL\*





# ADVERTISING SOURCES\*

Advertisements influenced **13%** of **all leisure visitors** to visit the Amelia Island area (**-3% points from 2024**).

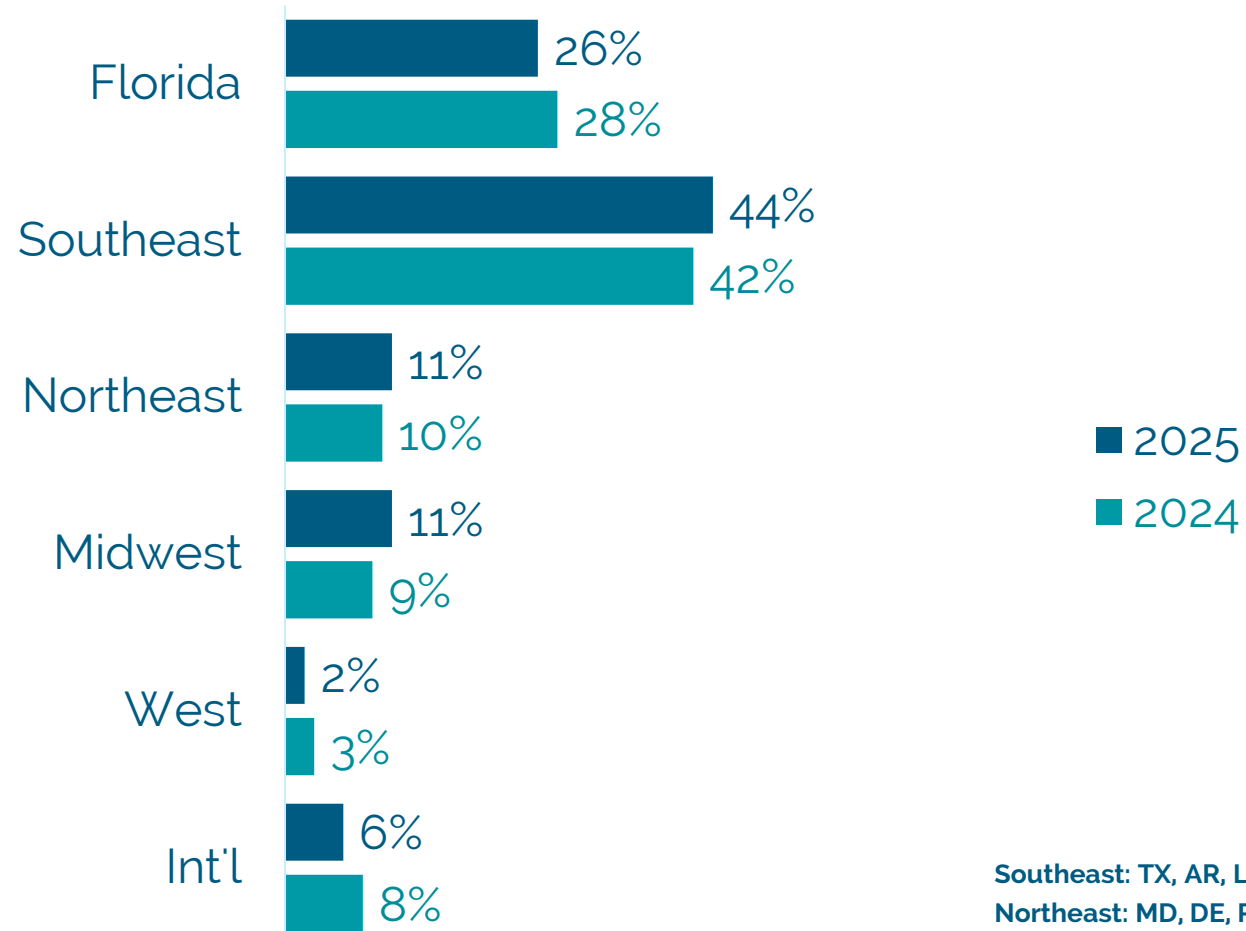
Advertising Source	2024	2025
Online article	13%	14%
Amelia Island's social media	13%	11%
Magazine article	10%	7%
Ad on a website	9%	7%
Traveler reviews/blogs	7%	7%
Magazine ad	8%	5%
Personal social media	7%	5%
Travel/visitor guide	5%	4%
Podcast	6%	3%
Video streaming services	4%	3%
Television	3%	2%
Music streaming services	3%	2%
Deal-based promotion	3%	2%
Billboard	<1%	<1%
Radio	<1%	<1%
Newspaper	<1%	<1%
Weather app	<1%	<1%
Rental agency/other booking website	<1%	<1%
AAA	<1%	<1%
Other	1%	1%

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

# VISITOR JOURNEY: TRAVEL PARTY PROFILE



# REGION OF ORIGIN



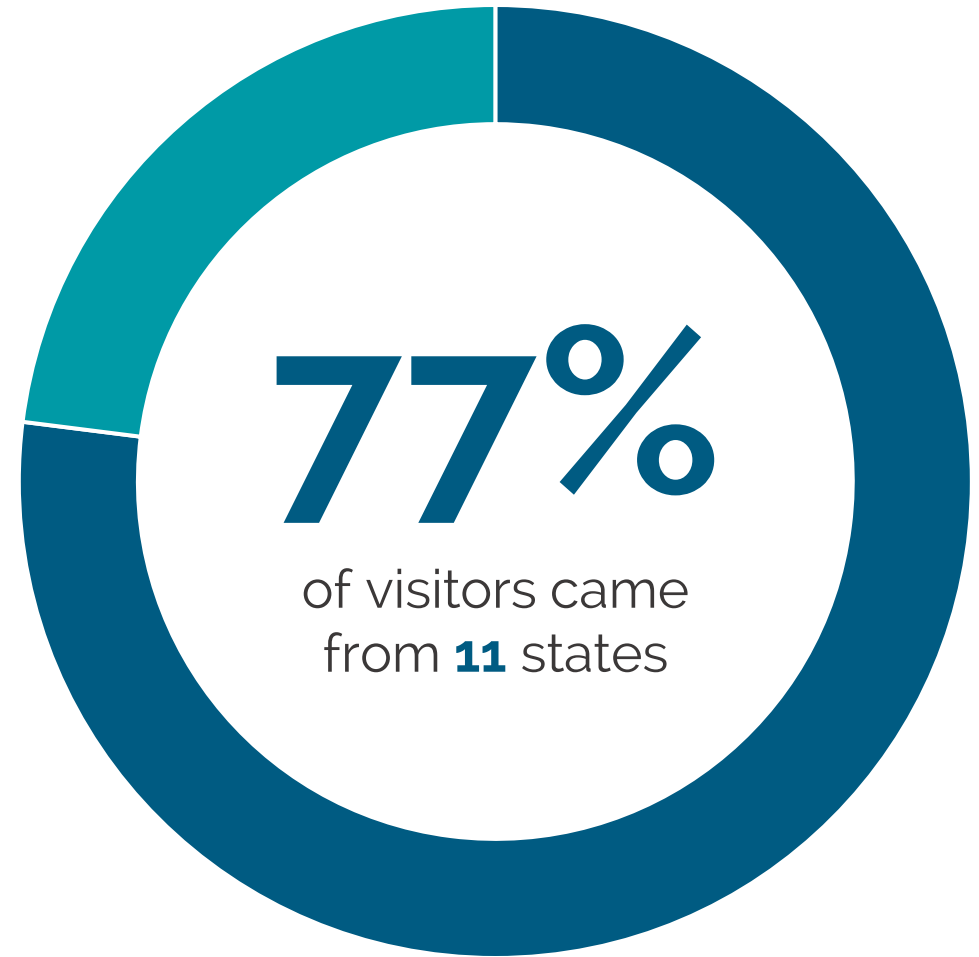
Southeast: TX, AR, LA, TN, MS, AL, VA, WV, NC, SC, GA  
Northeast: MD, DE, PA, NJ, NY, CT, RI, MA, VT, NH, ME  
Midwest: KY, OH, IN, MI, WI, IL, MN, IA, MO, ND, SD, NE, KS, OK  
West: WA, OR, CA, NV, ID, MT, WY, CO, UT, AZ, NM, AK, HI

\* The top international markets were Canada (2%; same as 2024) and the UK (2%; -1% point from 2024).



# TOP ORIGIN STATES

State	2024	2025
Florida	28%	26%
Georgia	25%	24%
North Carolina	4%	5%
South Carolina	5%	5%
New York	3%	3%
Ohio	2%	3%
Tennessee	2%	3%
Illinois	2%	2%
Massachusetts	1%	2%
Pennsylvania	2%	2%
Virginia	2%	2%



# TOP ORIGIN MARKETS

## Top Origin Markets – All Visitors

Market	2024	2025
Jacksonville*	22%	21%
Atlanta	10%	9%
Orlando-Daytona Beach-Melbourne	7%	5%
Charlotte	2%	4%
New York	4%	4%
Savannah	3%	3%
Tampa-St. Petersburg	2%	3%
Boston	1%	2%
Greenville-Spartanburg-Asheville	2%	2%
Macon	2%	2%
Tallahassee-Thomasville	1%	2%
Washington, DC-Hagerstown	1%	2%

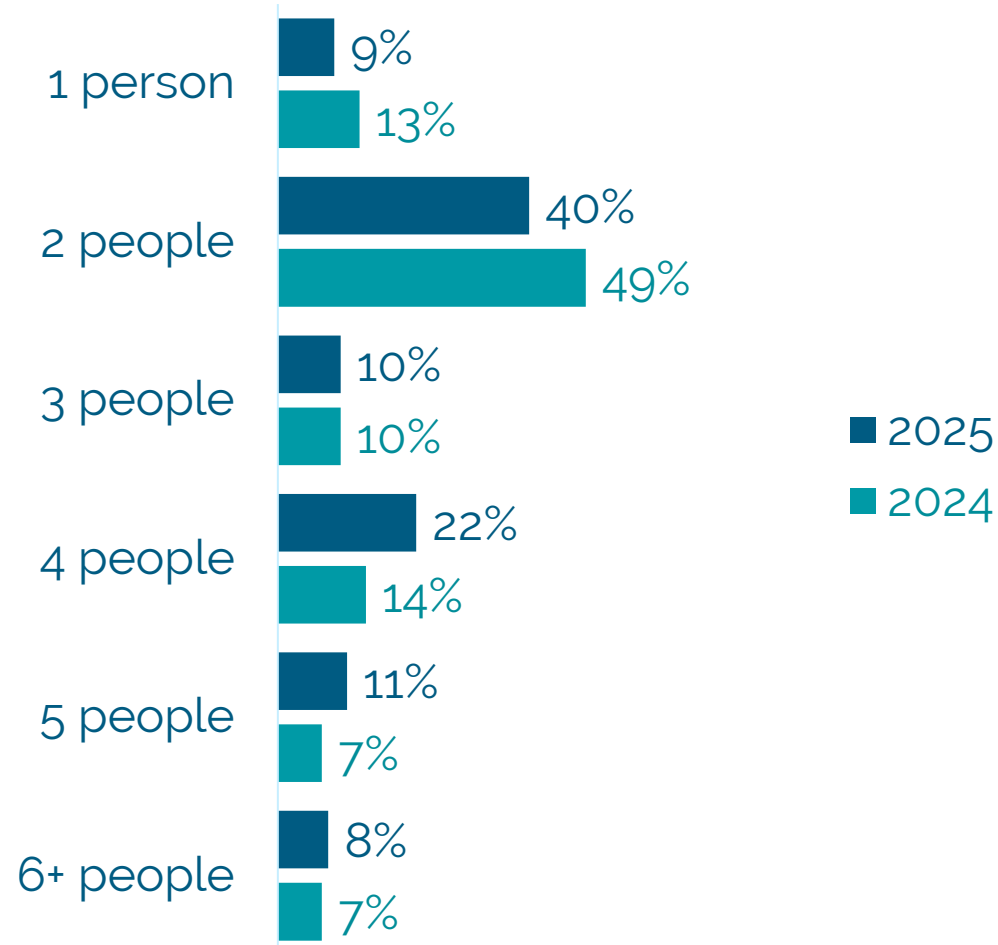
## Top Origin Markets – Overnight Visitors

Market	2024	2025
Atlanta	13%	11%
Jacksonville*	10%	8%
New York	5%	5%
Charlotte	2%	4%
Orlando-Daytona Beach-Melbourne	6%	4%
Savannah	3%	3%
Tampa-St. Petersburg	2%	3%
Boston	1%	2%
Cleveland-Akron	<1%	2%
Greenville-Spartanburg-Asheville	2%	2%
Macon	2%	2%
Minneapolis-Saint Paul	2%	2%
Philadelphia	2%	2%
Tallahassee-Thomasville	2%	2%
Washington, DC-Hagerstown	1%	2%

\*Includes Jacksonville, FL and Brunswick, GA.

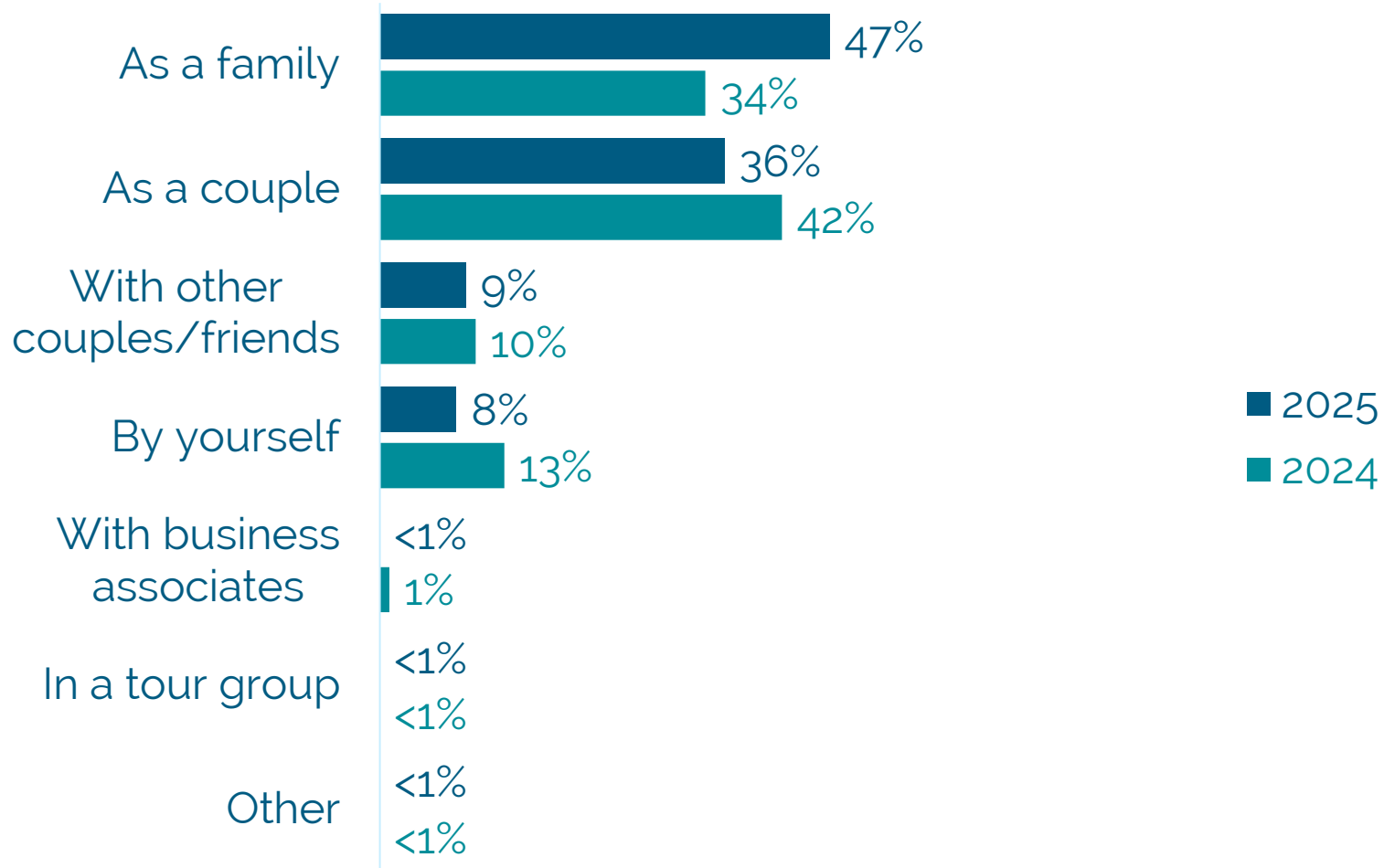
# TRAVEL PARTY SIZE

Average travel party size: **3.2**  
(+0.2 from 2024)

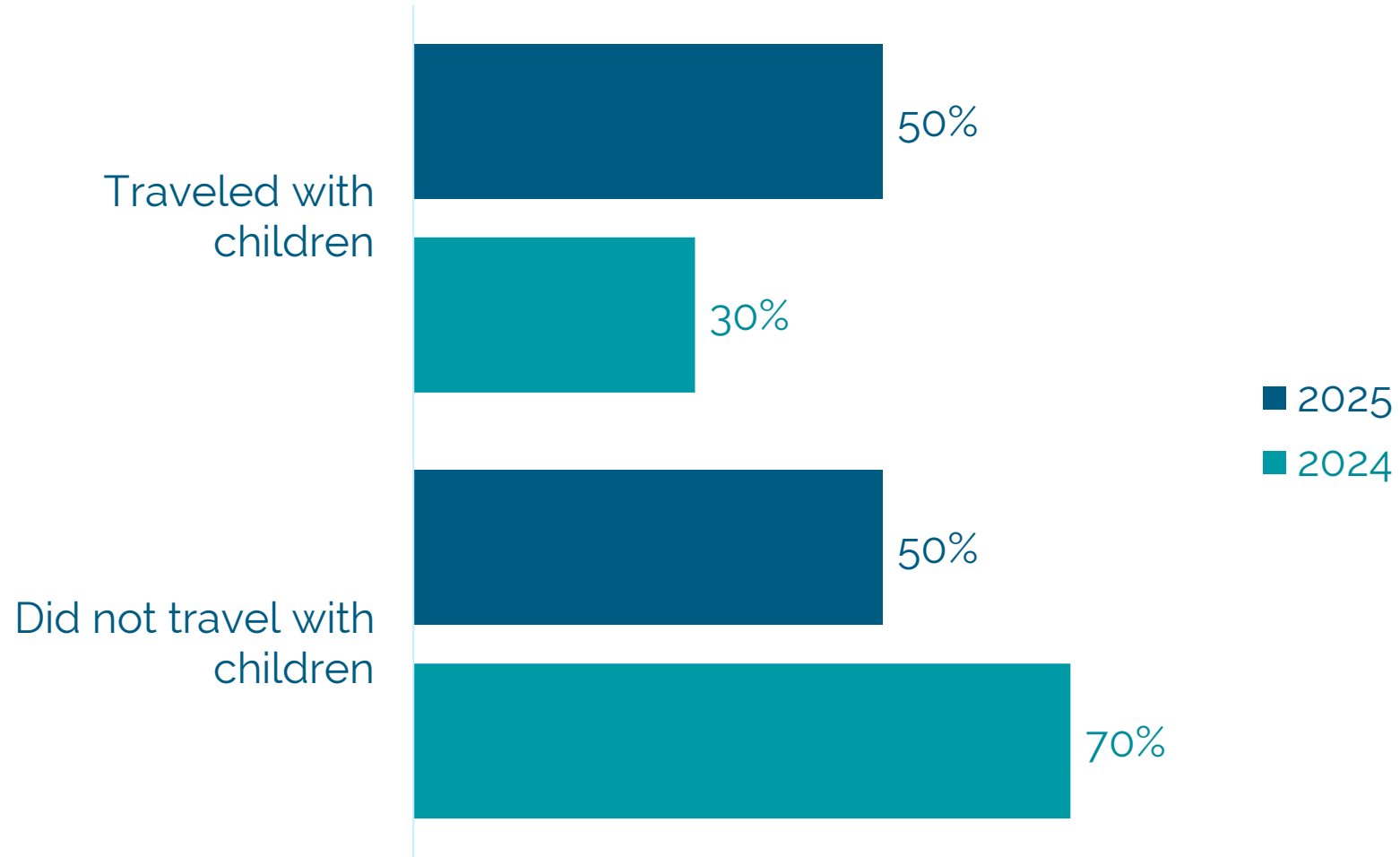




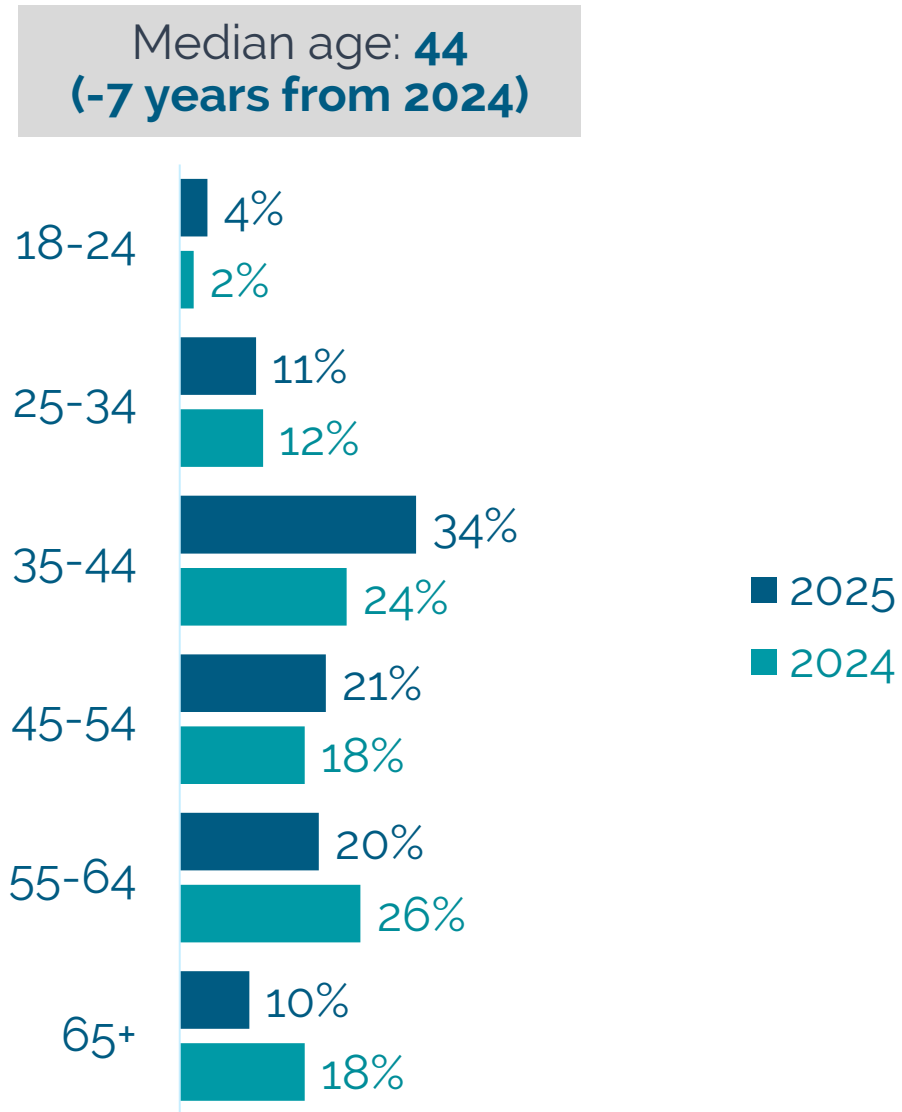
# TRAVEL PARTY TYPE



# TRAVELED WITH CHILDREN



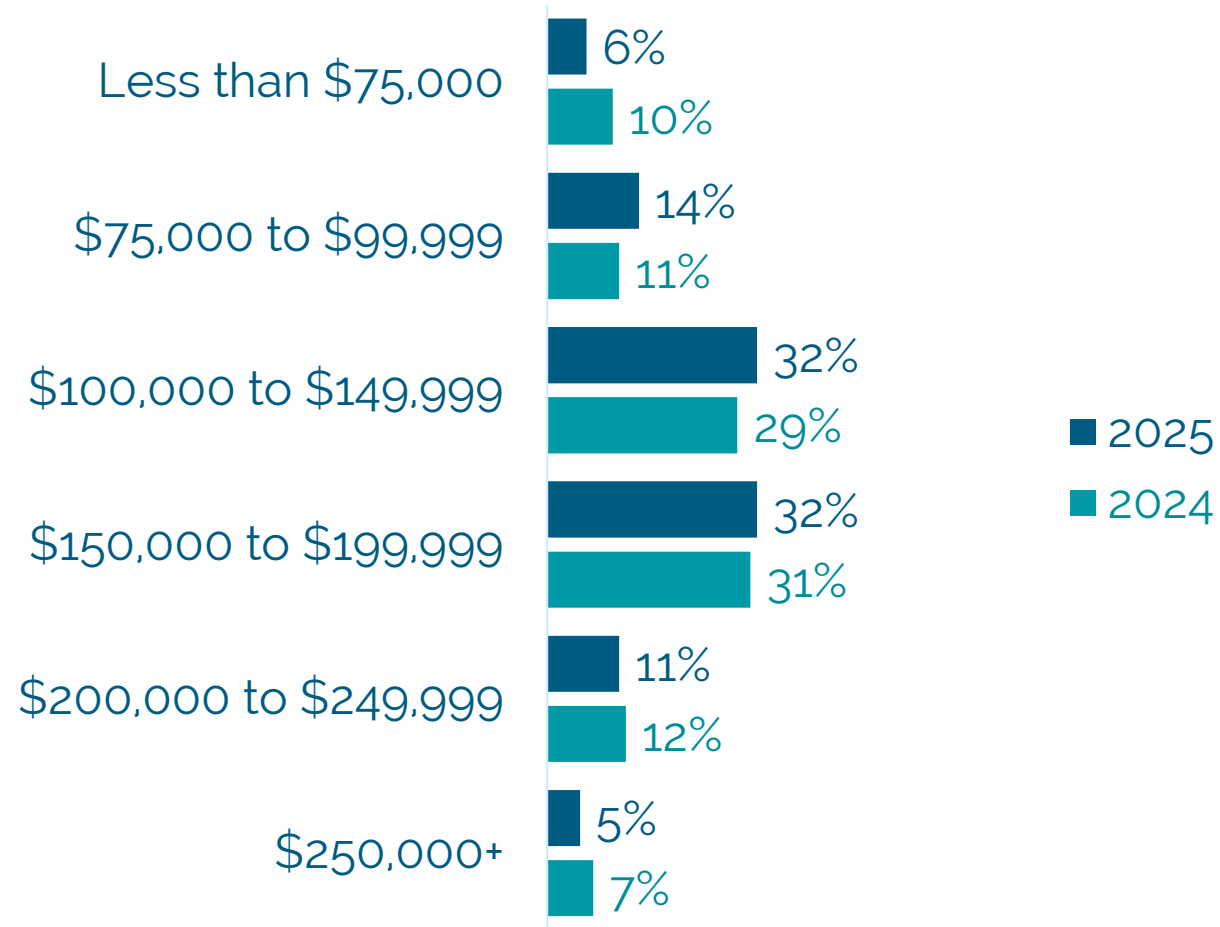
# AGE



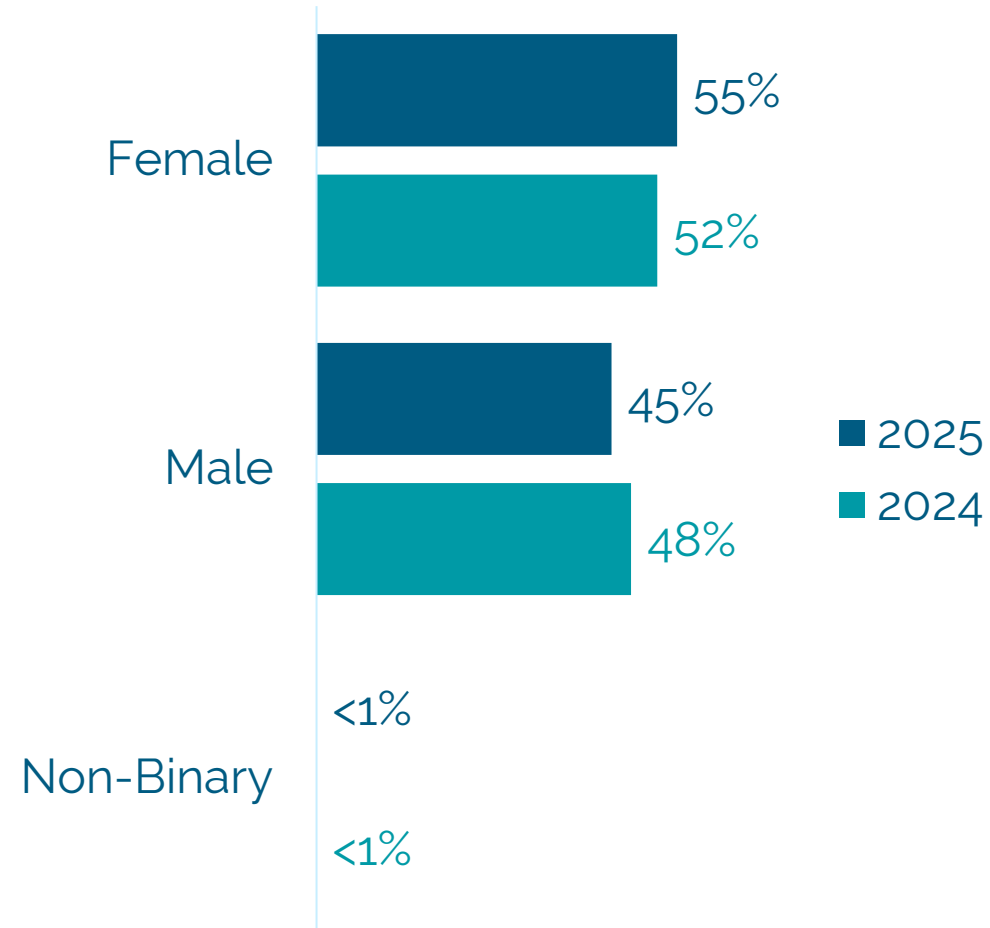


# HOUSEHOLD INCOME

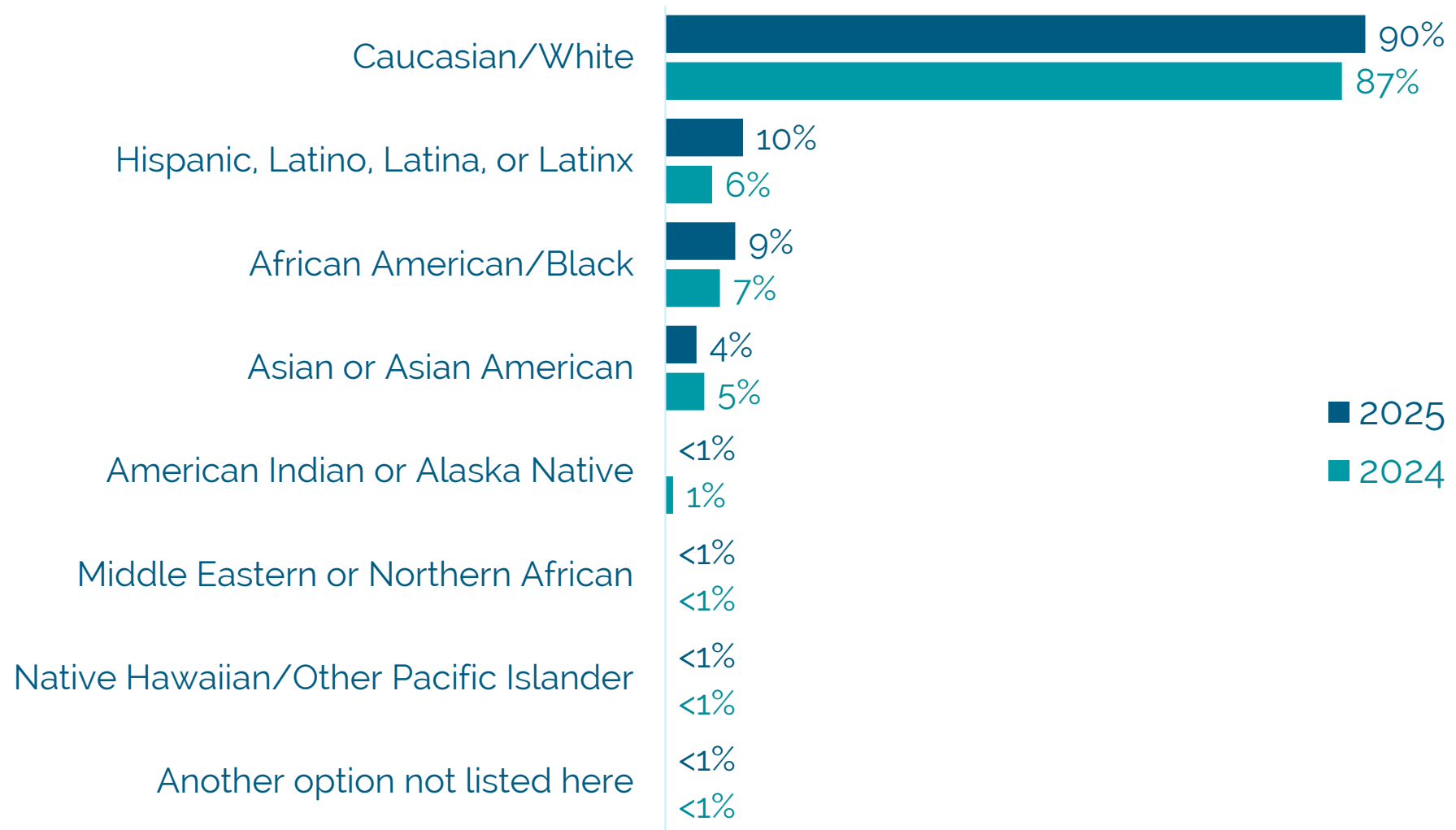
Median household income: **\$147,000**  
(**-\$2,000 from 2024**)



# GENDER\*

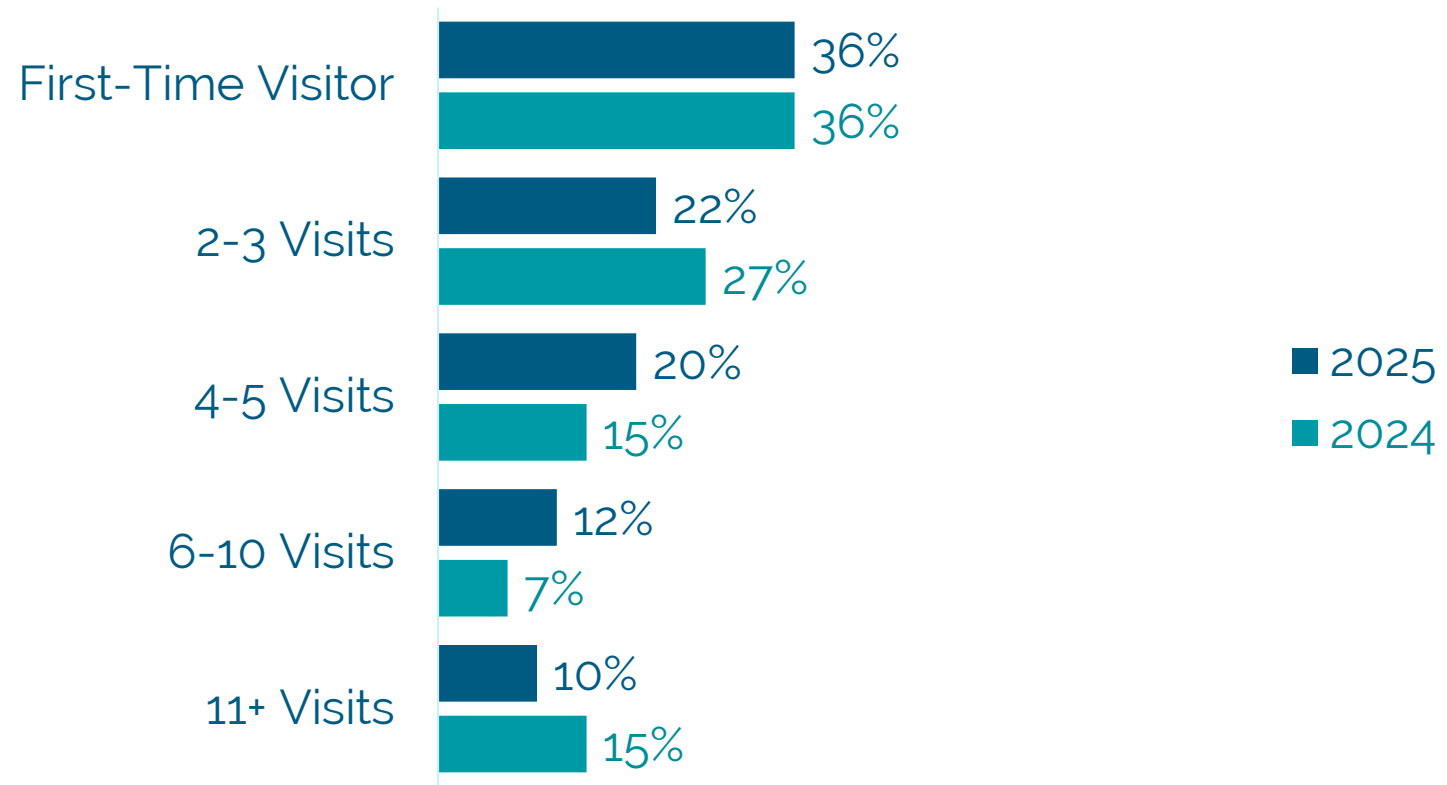


# RACE\*





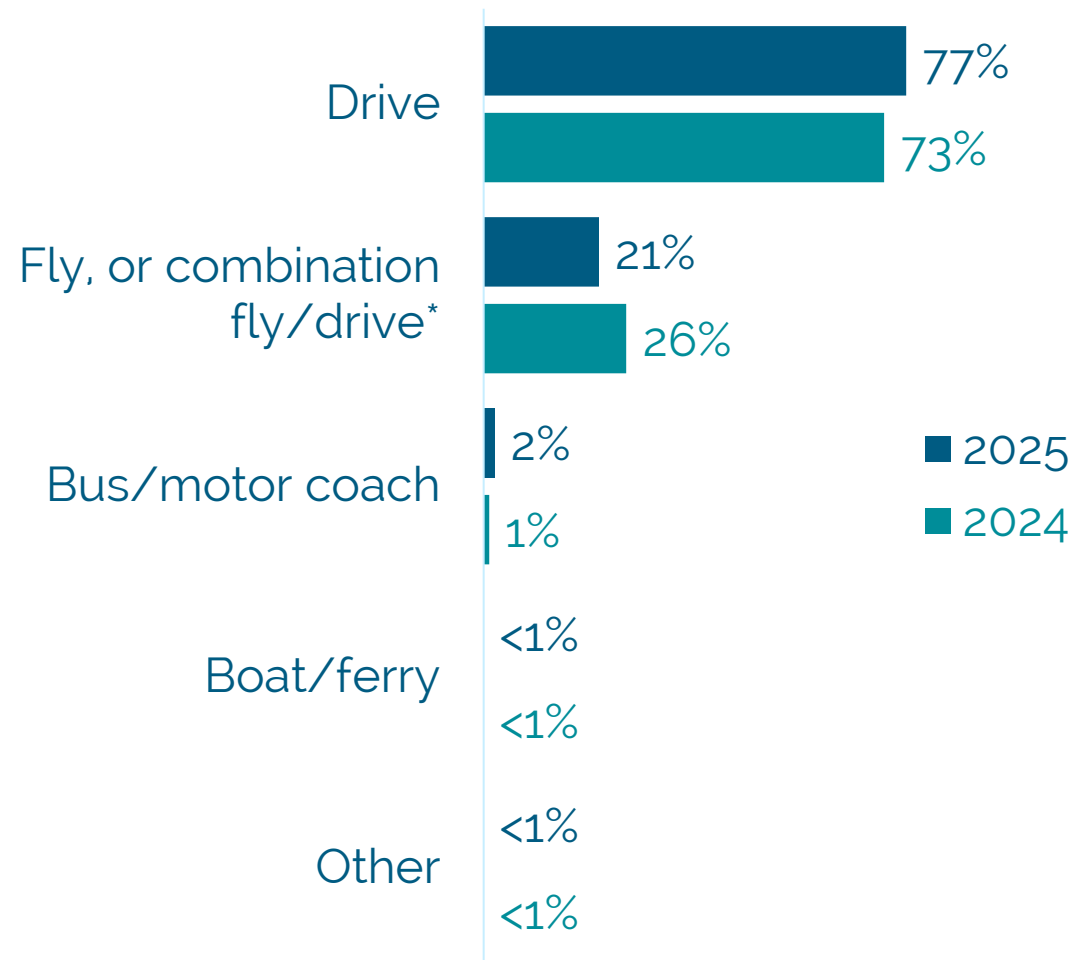
# NEW & RETURNING VISITORS



# VISITOR JOURNEY: TRIP EXPERIENCE

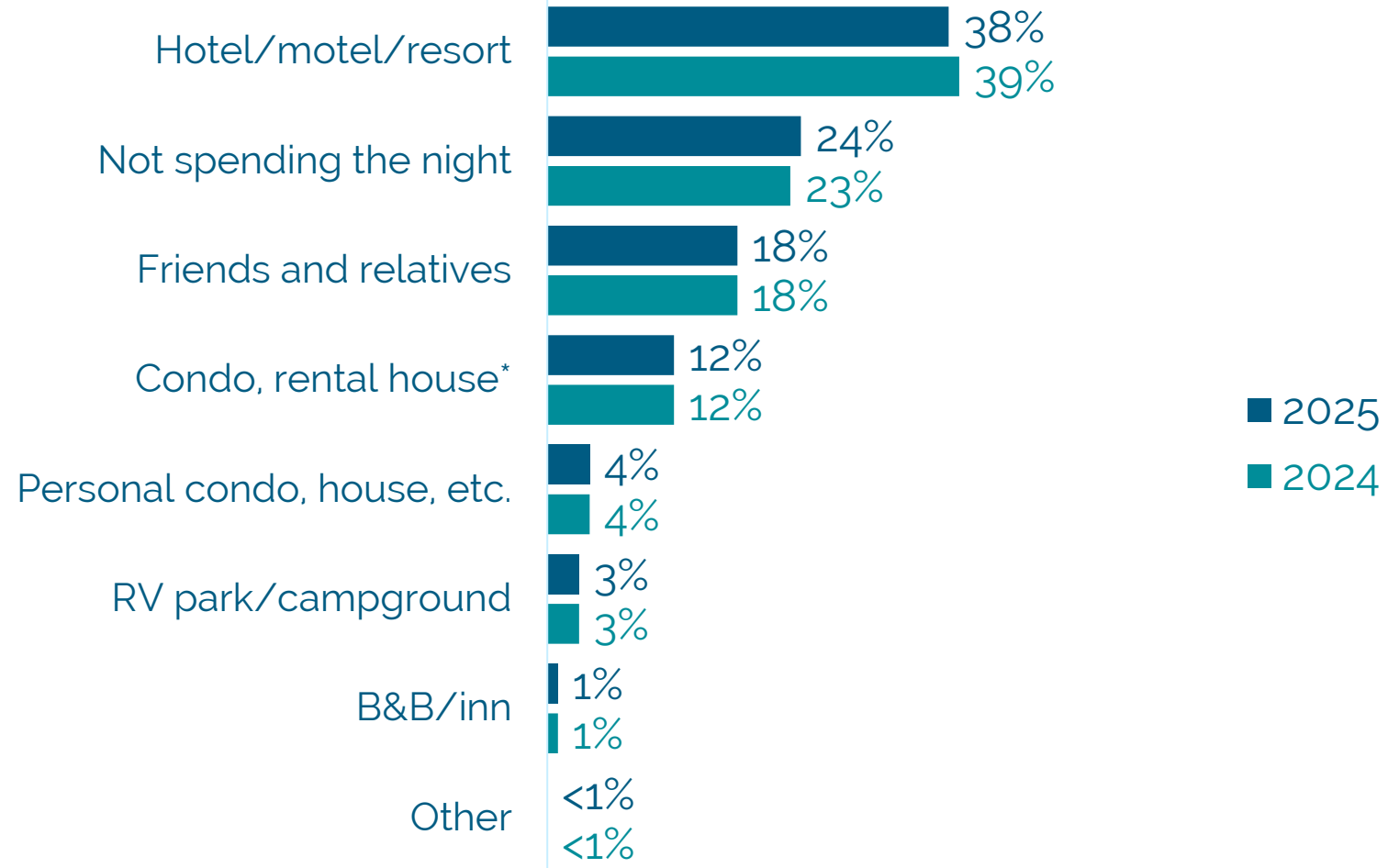


# TRANSPORTATION



\*20% of all visitors used the Jacksonville International Airport (-3% points from 2024).

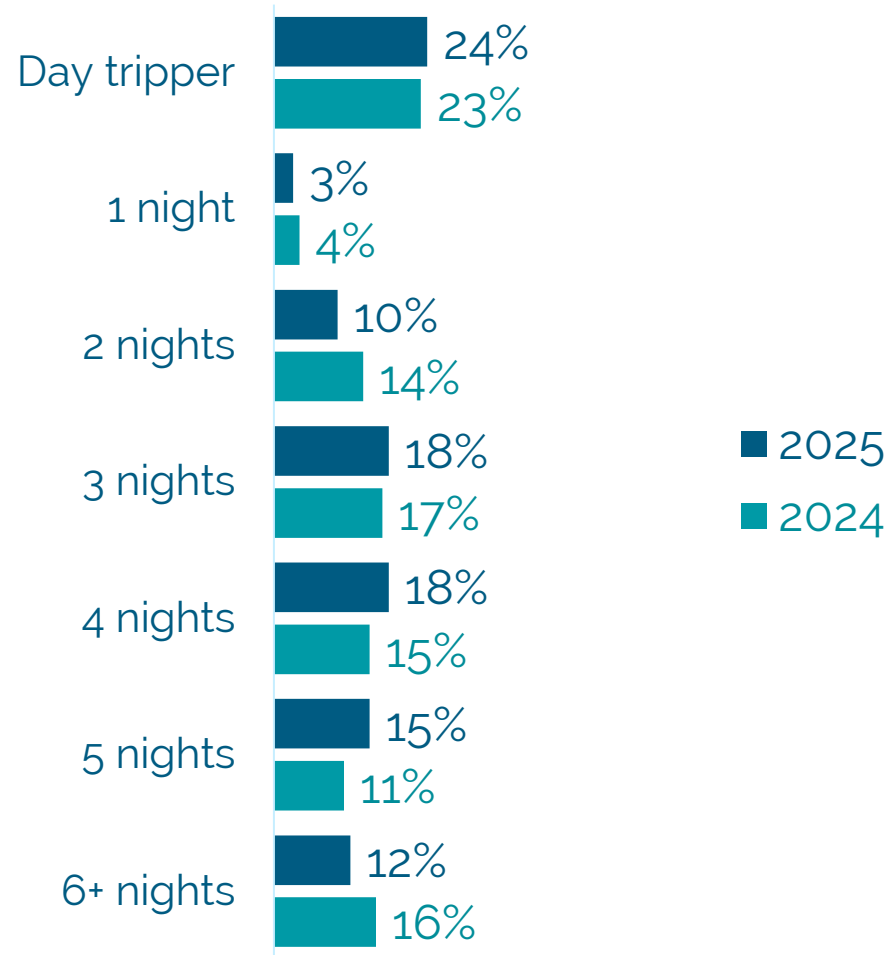
# ACCOMMODATIONS



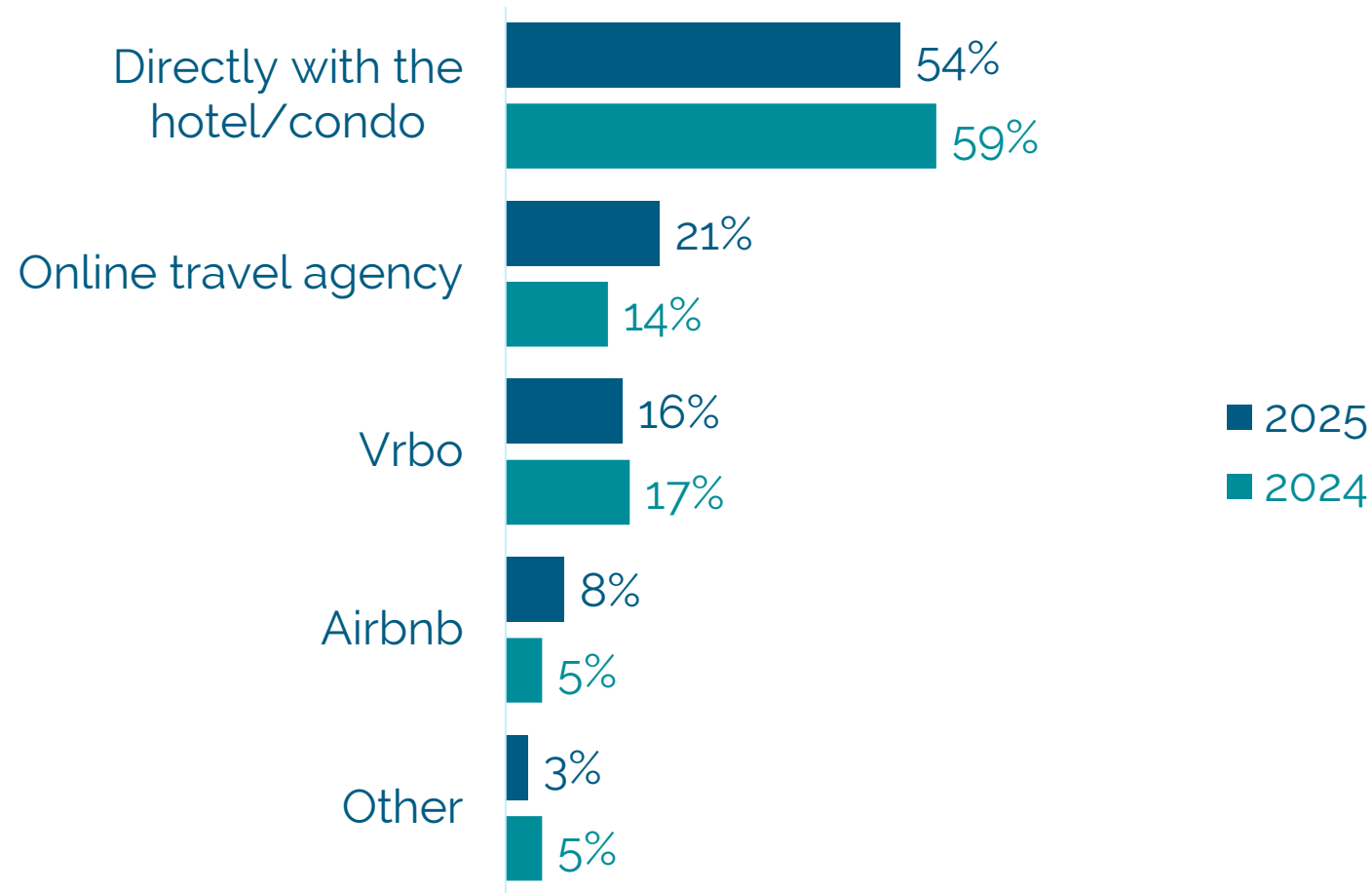


# NIGHTS STAYED

Average nights stayed (all visitors): **3.4 (same as 2024)**  
Average nights stayed (paid visitors): **4.1 (+0.4 from 2024)**



# ACCOMMODATION BOOKING

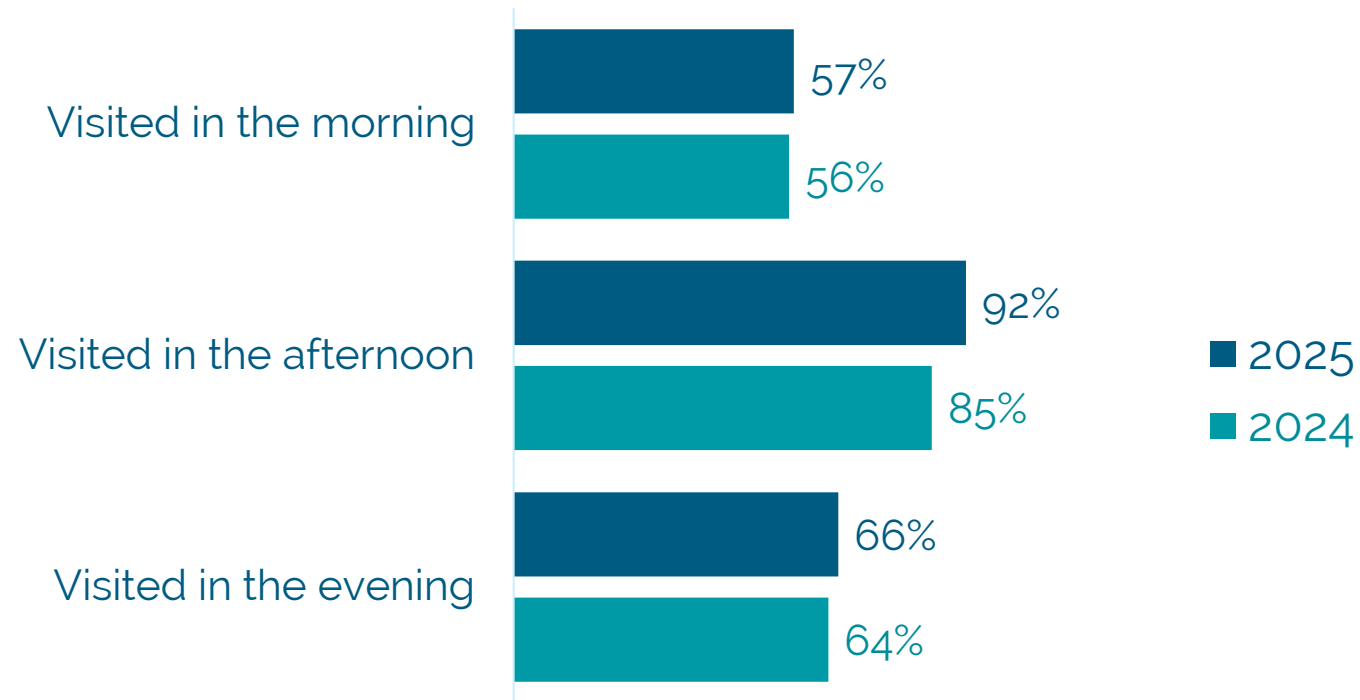


# VISITOR ACTIVITIES\*

Activity	2024	2025
Dining out	78%	82%
Historic Downtown Fernandina Beach	75%	79%
Beach	79%	77%
Shopping, antiquing	58%	62%
Visit friends/relatives	23%	28%
Attractions	20%	24%
Biking, hiking, running, etc.	15%	23%
Family time	20%	21%
Farmers market	16%	21%
Bars, nightclubs	13%	12%
State parks	13%	11%
Water sports	7%	9%
Golf or tennis	4%	8%
Special events	5%	6%
Business meetings/conferences	8%	6%
Art galleries, museums	10%	6%
Spas	5%	4%
Attend/participate in a sporting event	2%	3%
Horseback riding	2%	1%
Other	4%	2%

# VISITING HISTORIC DOWNTOWN\*

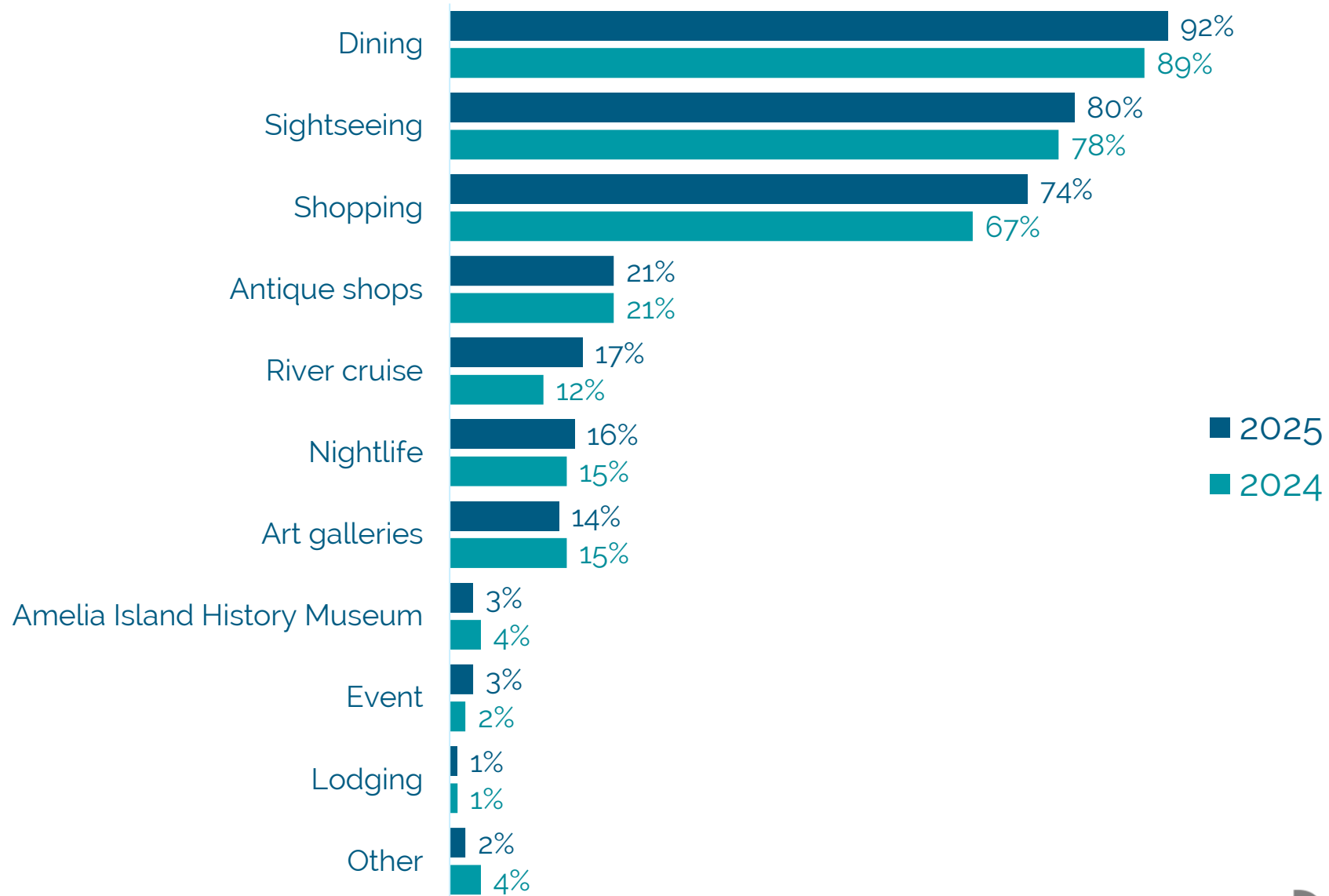
Average visits per trip: **2.3**  
(-0.2 from 2024)



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



# REASON FOR VISITING HISTORIC DOWNTOWN\*

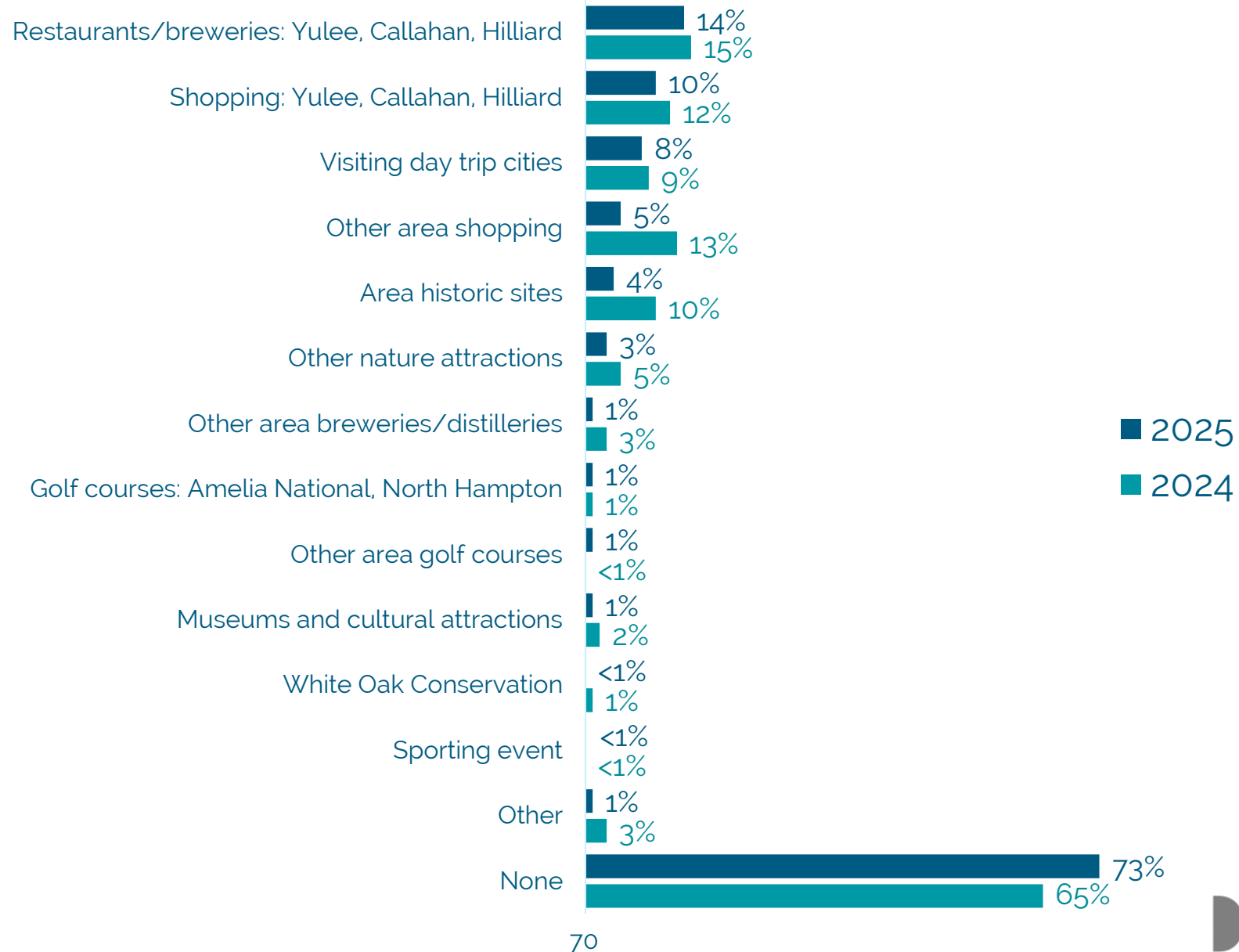


# AREAS FOR IMPROVEMENT: DOWNTOWN\*



- » More live music
- » More parking
- » More activities for teens and young kids
- » Better wheelchair accessibility
- » Transportation to and from nearby hotels
- » However, visitors love the playground, memorial benches, historic signs, and pet friendliness.

# OFF-ISLAND ACTIVITIES\*



# TRAVEL PARTY SPENDING

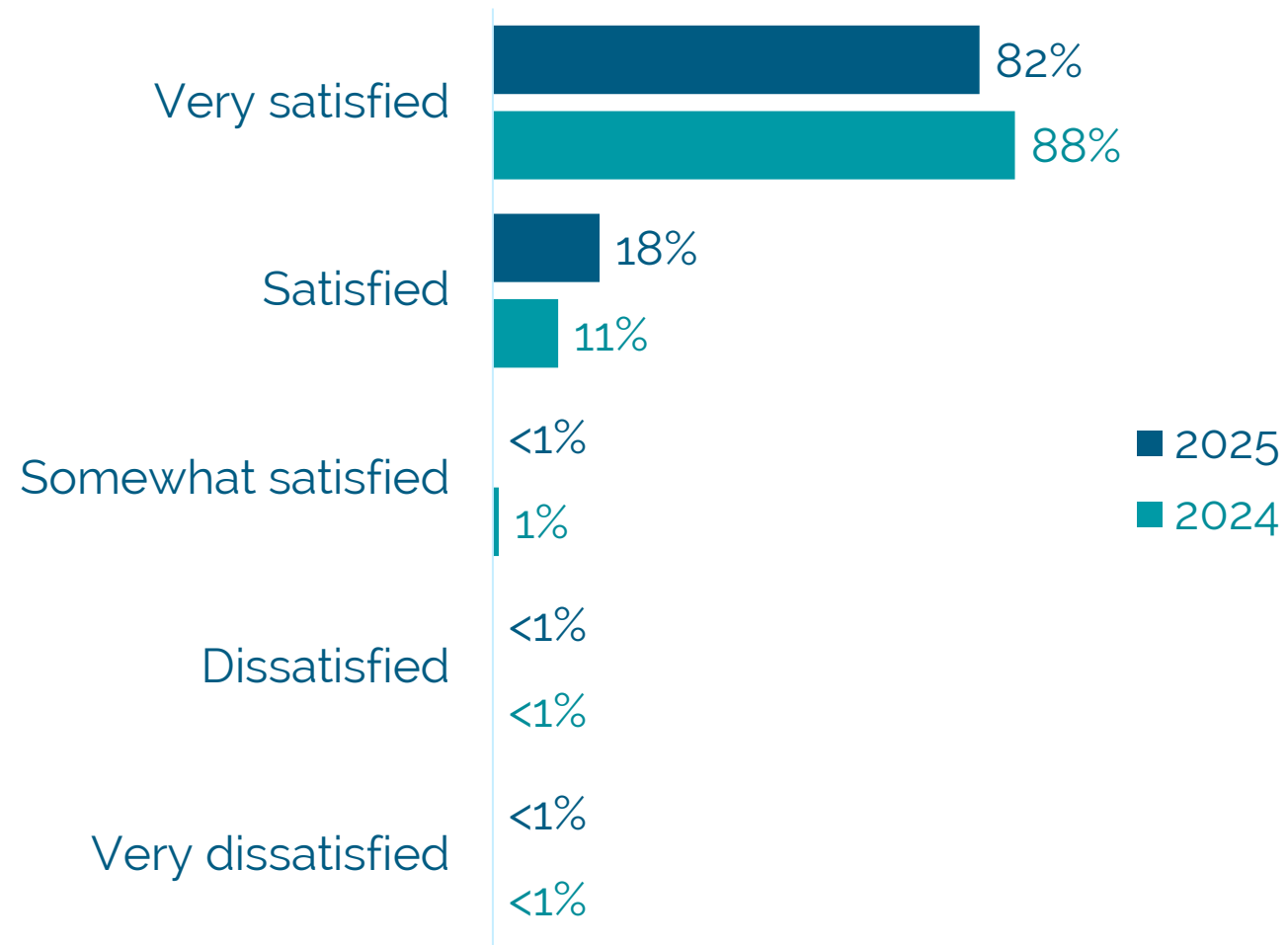
Category	Daily Spending		Total Spending	
	2024	2025	2024	2025
Accommodations	\$181	\$181	\$615	\$615
Restaurants	\$123	\$152	\$418	\$517
Groceries	\$42	\$41	\$143	\$139
Shopping	\$99	\$97	\$337	\$330
Activities & attractions	\$36	\$35	\$122	\$119
Transportation	\$32	\$34	\$109	\$116
Other	\$11	\$8	\$37	\$27
<b>Total</b>	<b>\$524</b>	<b>\$548</b>	<b>\$1,782</b>	<b>\$1,863</b>



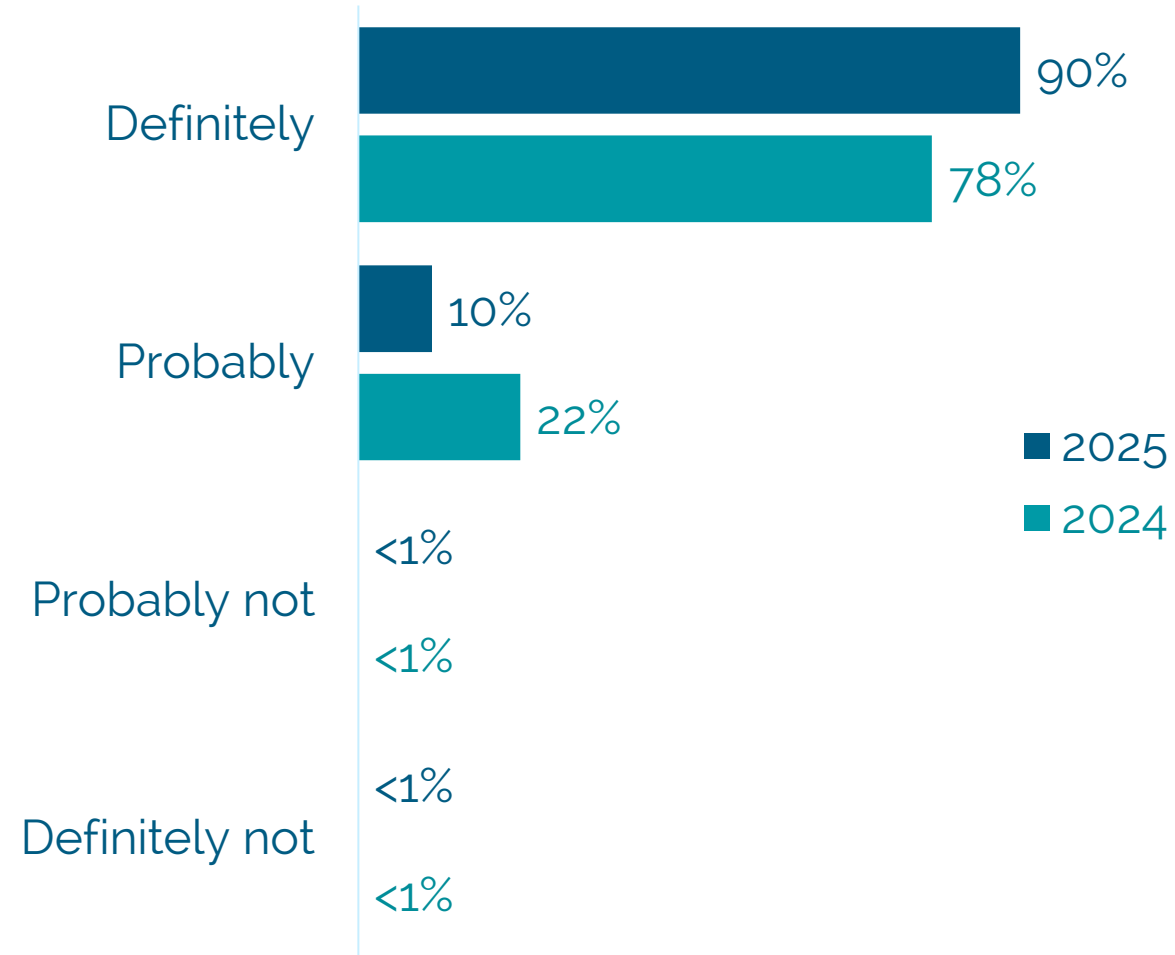
# VISITOR JOURNEY: POST-TRIP



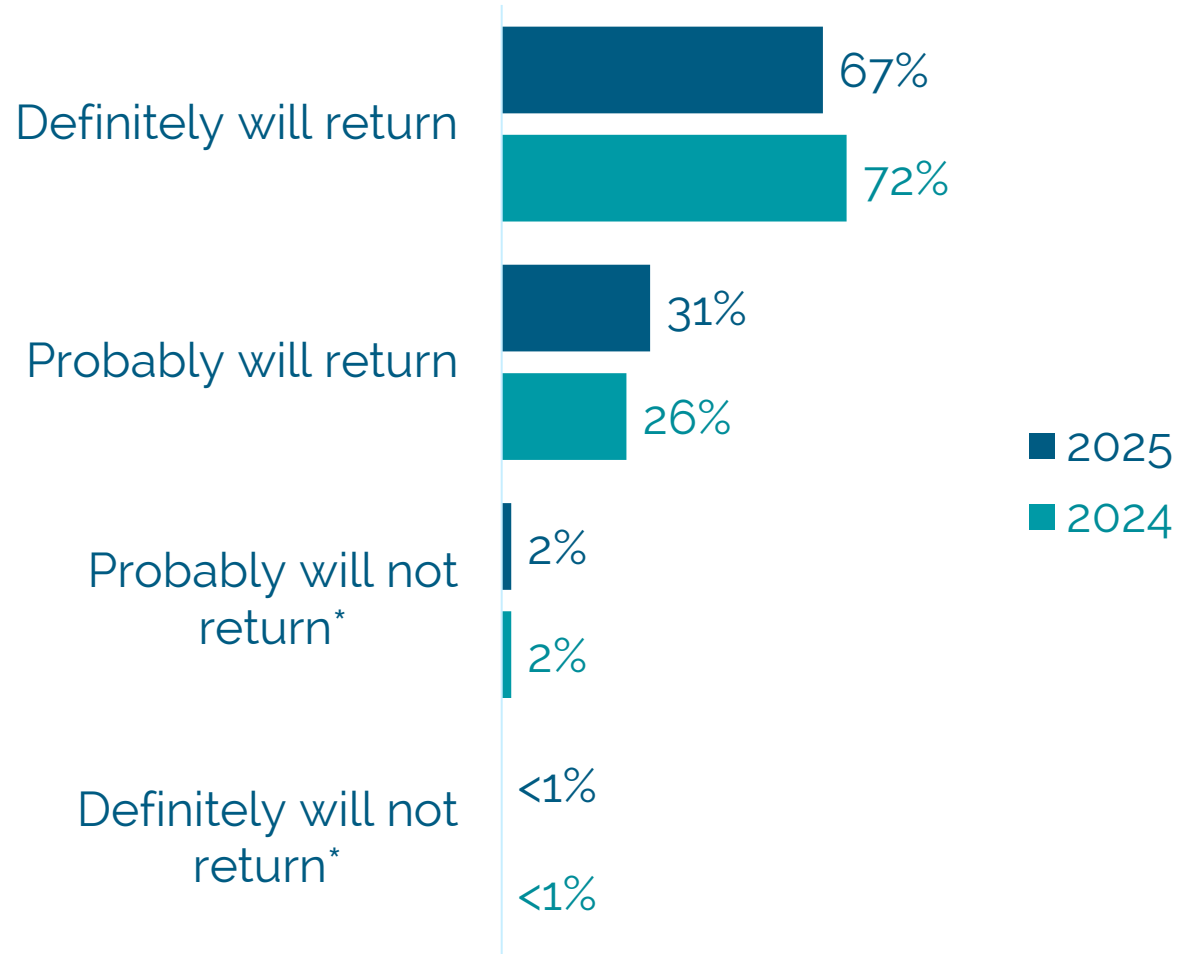
# VISITOR SATISFACTION



# RECOMMENDATION



# LIKELIHOOD OF RETURNING

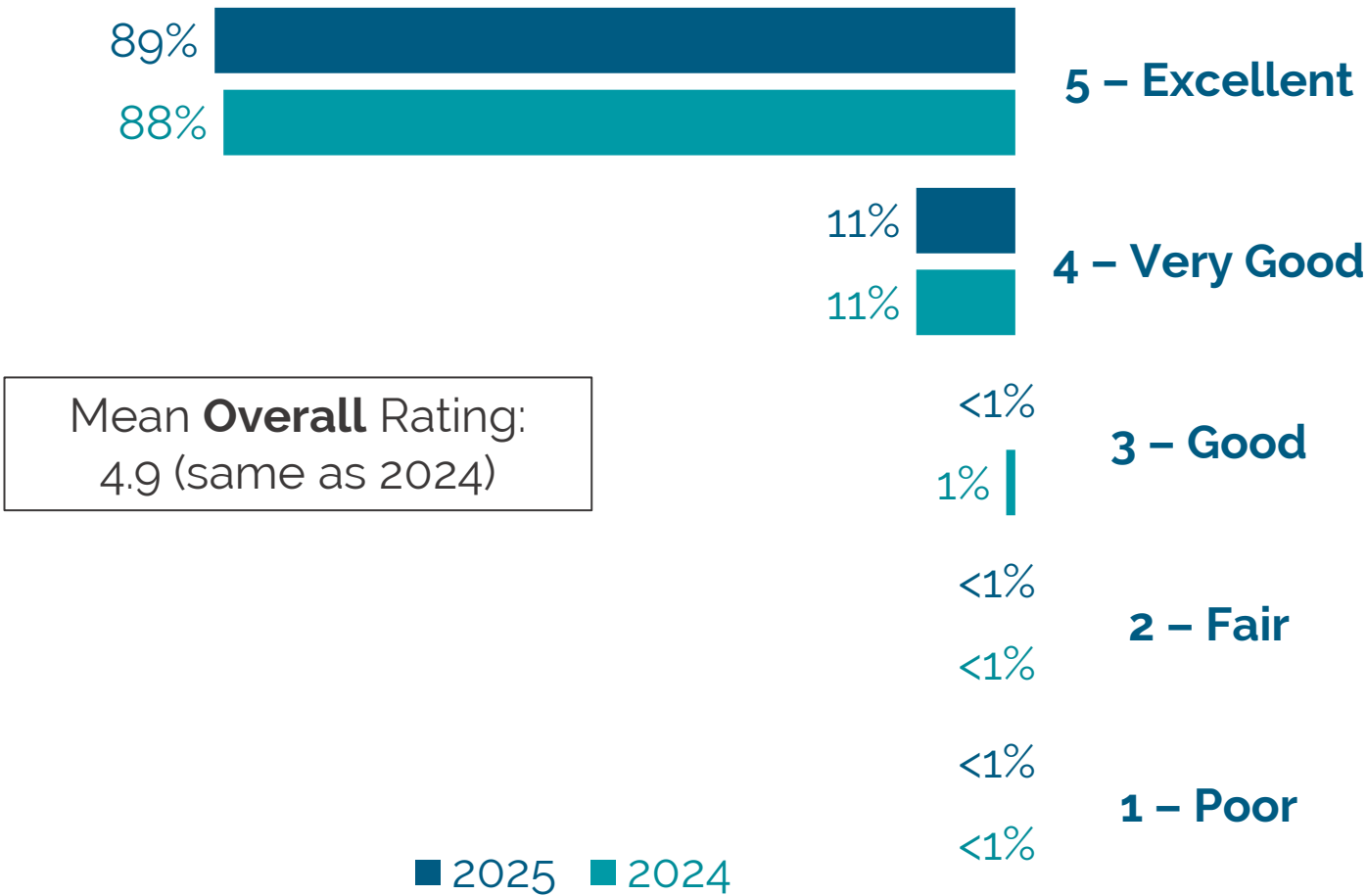


\*Top reasons for not returning, like 2024, were: 1) a preference for variety in vacation spots 2) only having gone for a specific occasion.

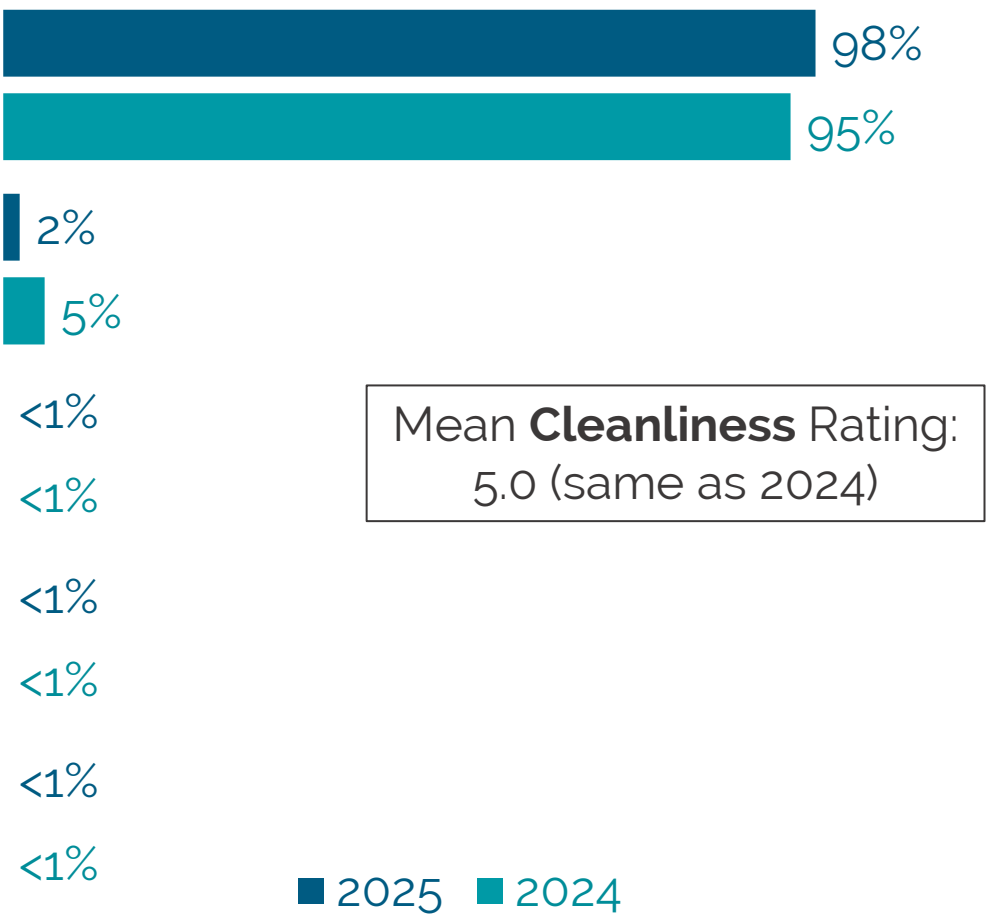


# BEACH RATINGS

Overall Beach Rating



Beach Cleanliness Rating



# AREA DESCRIPTIONS\*



- » "Great golf, pretty beaches, lots of shopping, and delicious restaurants!"
- » "Lovely place, very quaint and charming."
- » "The historic downtown area was amazing!"
- » "Beautiful weather and beaches, this place is paradise on Earth!"
- » "Very family-oriented, all three generations of my family loved it here and always had something to do."
- » "Lovely place all around, once you're here you'll never want to leave!"
- » "Fun night life and great live music!"
- » "The people here are incredibly friendly and the atmosphere was so welcoming."



## Visitor Tracking Study

- » Interviews were completed with [566 visitors](#) in person at events, the beach, The Shops at The Omni, downtown, and online, between [April 1, 2025](#), and [June 30, 2025](#).



# Amelia Island CVB

## Visitor Tracking Study April – June 2025

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