

Amelia Island CVB

FY2024 Economic Impact & Visitor Tracking Report

October 2023 – September 2024



ANNUAL SNAPSHOT

FY2024

- » In line with a national trend of normalization after the post-Covid travel spike, **visitor number** and **spending** in Amelia Island were slightly **down** YOY
- » Though **occupancy decreased** slightly YOY, **room rates increased**
- » **Booking cycle increased** in Q2, then **decreased** through the end of Q4
- » Over **1 in 3** visitors recalled seeing ads for the Amelia Island area prior to their trip. Out of all visitors, ads influenced over **1 in 6** to come to the area.
- » As the year went on, Amelia Island saw **more visitors** from the **Southeast** (outside of Florida) and from the **West**, as well as more international visitors from both the **UK** and **Canada**



1,035,800

TOTAL
VISITORS

vs. 2023

↓ 4.0%



803,600

ROOM
NIGHTS

↓ 2.2%



\$731,575,500

DIRECT
SPENDING

↓ 2.4%



3,476,300

VISITOR
DAYS

↓ -5.7%

EXECUTIVE SUMMARY



VISITOR JOURNEY: ECONOMIC IMPACT



FY24 ECONOMIC IMPACT

Visitor spending generated

\$962,753,400

in economic impact to Amelia Island's
economy, down 2.4% from FY2023

FY24 DIRECT SPENDING

Visitors to Amelia Island spent

\$731,575,500

throughout the state in FY2024 on accommodations, transportation, groceries, restaurants, shopping, entertainment, and other expenses, down 2.4% from FY2023

FY24 VISITORS

Amelia Island attracted

1,035,800

visitors in FY2024, down 4.0% from
FY2023

FY24 VISITOR DAYS

All visitors to Amelia Island spent

3,476,300

days in Amelia Island throughout
FY2024, down 5.7% from FY2023

*Visitor days is the total number of days spent by visitors in Amelia Island.
This includes overnight visitors and day trippers.

FY24 ROOM NIGHTS

Visitors to Amelia Island generated

803,600

nights in Amelia Island accommodations
throughout FY2024, down 2.2% from
FY2023

FY24 JOBS SUPPORTED

Visitors to Amelia Island supported

9,400

jobs throughout Amelia Island in FY2024

FY24 WAGES GENERATED

Visitors to Amelia Island supported

\$342,051,700

in wages paid to Amelia Island
employees in FY2024



FY24 VISITORS SUPPORT JOBS

Every

111

visitors supports a job in Amelia Island

FY24 HOUSEHOLD SAVINGS

Visitors to Amelia Island saved local households

\$2,108

in state and local taxes in FY2024

FY24 LODGING METRICS*

Occupancy Rate

57.8%

- 3.0% from FY2023

Average Daily Rate

\$298.35

+ 0.7% from FY2023

Revenue per Available Room

\$172.40

- 2.3% from FY2023

DETAILED FINDINGS



VISITOR JOURNEY: ECONOMIC IMPACT



FY2024 KEY PERFORMANCE INDICATORS

Economic Impact	FY2023 ^{1,2}	FY2024	Δ% from '23
Number of Visitors	1,079,200	1,035,800	- 4.0%
Visitor Days ³	3,684,700	3,476,300	- 5.7%
Room Nights ⁴	821,700	803,600	- 2.2%
Direct Expenditures	\$749,762,100	\$731,575,500	- 2.4%
Economic Impact⁵	\$986,585,400	\$962,753,400	- 2.4%

¹This data has been modeled to include all visitors for comparative purposes. Previous data only reported visitors staying in paid accommodations.

²Previous data revised to reflect updated FY2023 accommodations figures.

³Visitor Days is the total number of days spent by visitors in Amelia Island. This includes overnight visitors and day trippers.

⁴Sources: Research Data Services, Key Data, Smith Travel Research, Florida Department of Business and Professional Regulation.

⁵An IMPLAN multiplier of 1.32 was used for both FY2023 and FY2024.

FY2024 EMPLOYMENT IMPACTS & ROI

Amelia Island Jobs	FY2024
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Jobs supported (direct)	7,606
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Total employment impact	9,358
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Amelia Island Wages	FY2024
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Wages paid (direct)	\$267,390,902
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Total impact on wages	\$342,051,689
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Return on Investment	FY2024
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Visitors per job supported	111
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Tax savings per household	\$2,108
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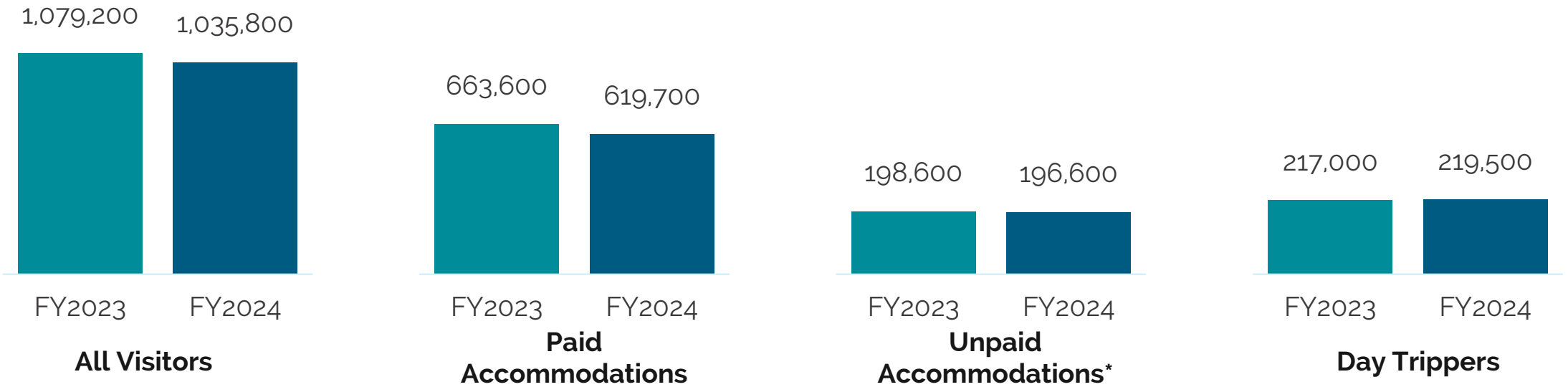
FY2024 LODGING METRICS¹

Lodging Metrics	FY2023 ²	FY2024	Δ% from '23
Occupancy Rate (%)	59.5%	57.8%	- 3.0%
Average Daily Rate	\$296.34	\$298.35	+ 0.7%
RevPAR	\$176.47	\$172.40	- 2.3%
TDT Collections	\$11,439,611.12	\$11,540,718.72	+ 0.9%

¹Sources: Research Data Services, Key Data, Smith Travel Research, Florida Department of Business and Professional Regulation.

²Previous data revised to reflect updated FY2023 accommodations figures.

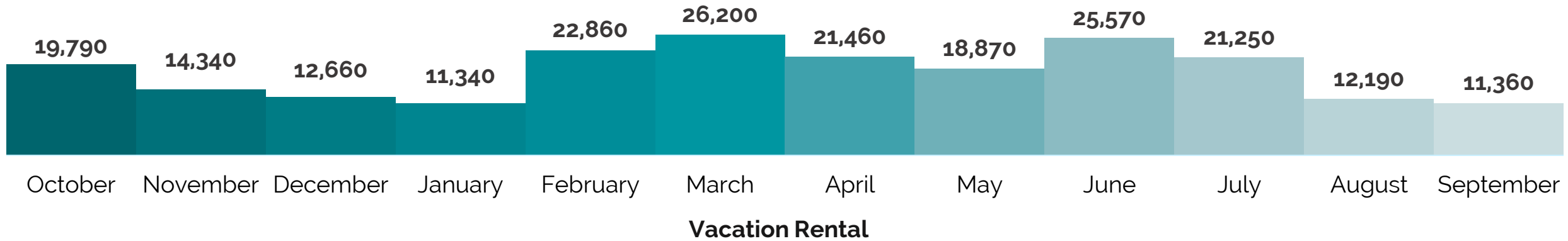
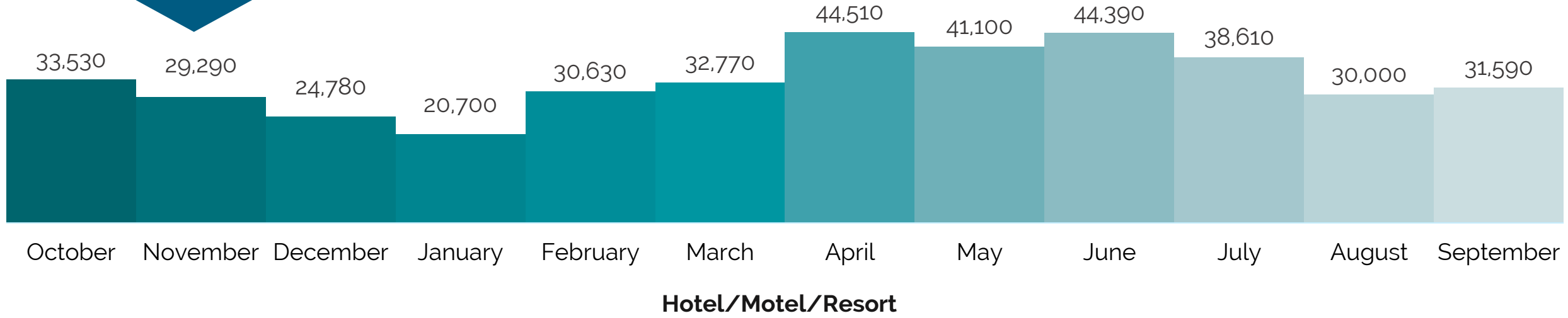
FY2024 VISITOR TYPE



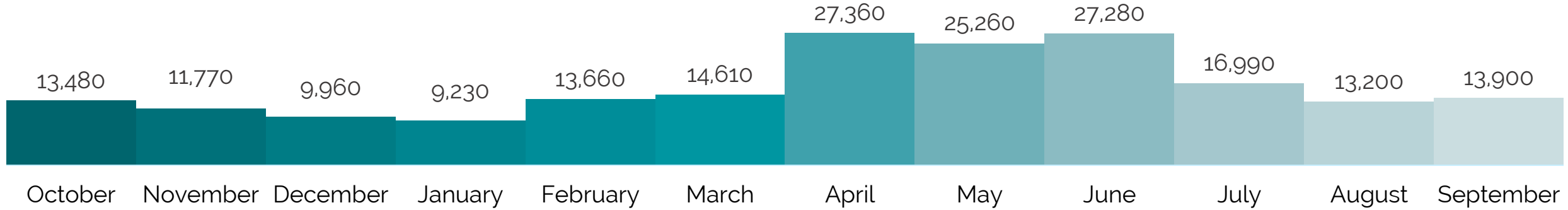
Visitor Type	FY2023	FY2024	Δ% from '23
Paid Accommodations	663,600	619,700	- 6.6%
Unpaid Accommodations*	198,600	196,600	- 1.0%
Day Trippers	217,000	219,500	+ 1.2%
All Visitors	1,079,200	1,035,800	- 4.0%

*Overnight visitors staying with friends/family or in a personal second home.

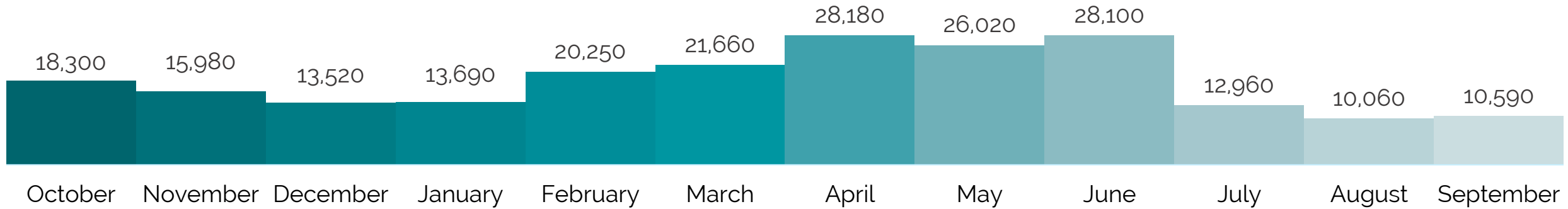
FY2024 MONTHLY VISITOR COUNTS*



FY2024 MONTHLY VISITOR COUNTS



Unpaid Accommodations*



Day Trippers

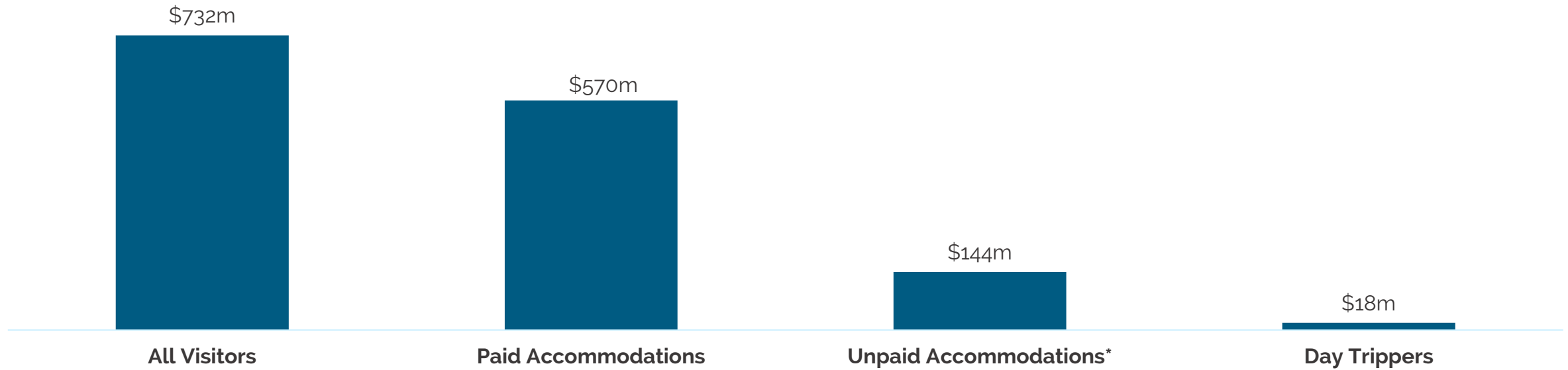
*Overnight visitors staying with friends/family or in a personal second home.

FY2024 DIRECT SPENDING BY CATEGORY



Spending	FY2024
Accommodations	\$241,468,700
Restaurants	\$189,366,200
Groceries	\$52,918,300
Shopping	\$118,554,000
Entertainment	\$57,397,100
Transportation	\$47,234,400
Other	\$24,636,800
Total Spending	\$731,575,500

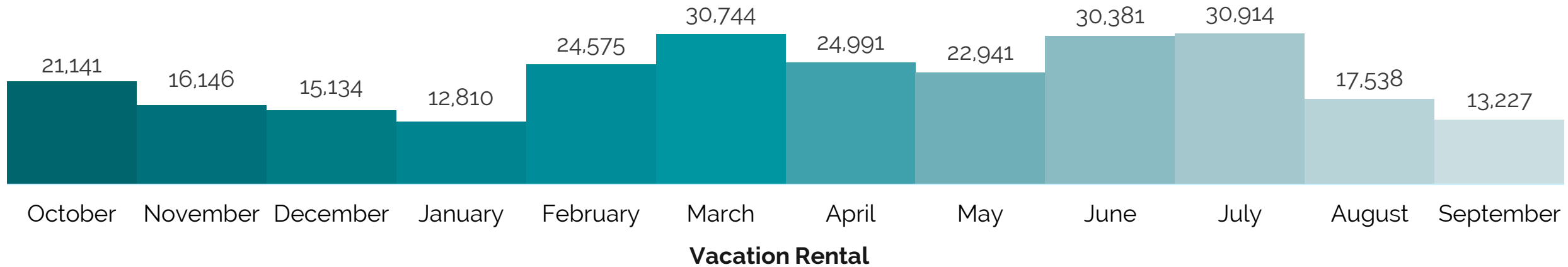
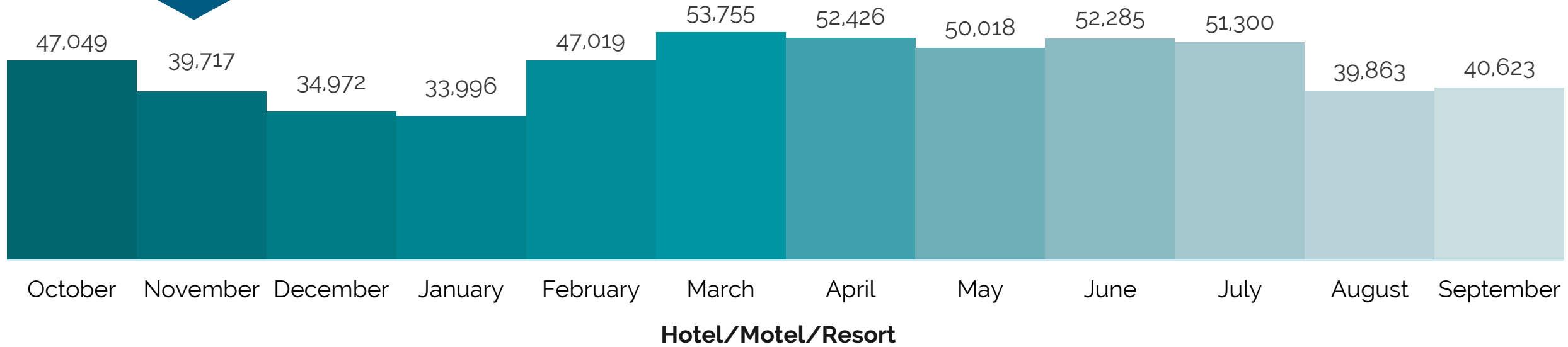
FY2024 DIRECT SPENDING BY VISITOR TYPE



Visitor Type	FY2024
Paid Accommodations	\$570m
Unpaid Accommodations*	\$144m
Day Trippers	\$18m
Total Spending	\$732m

*Overnight visitors staying with friends/family or in a personal second home.

FY2024 MONTHLY ROOM NIGHTS*



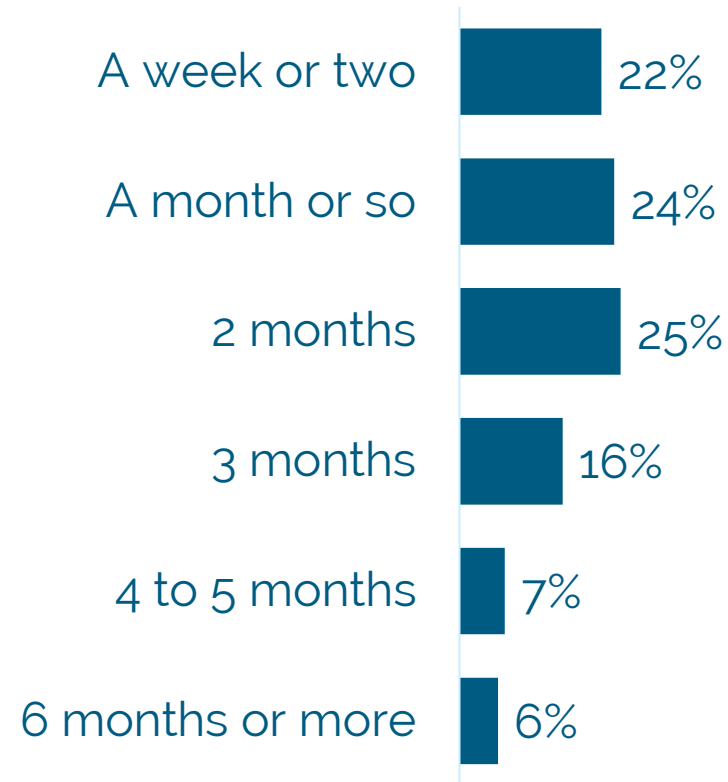
*Sources: Key Data, Smith Travel Research, Florida Department of Business and Professional Regulation.

VISITOR JOURNEY: PRE-VISIT



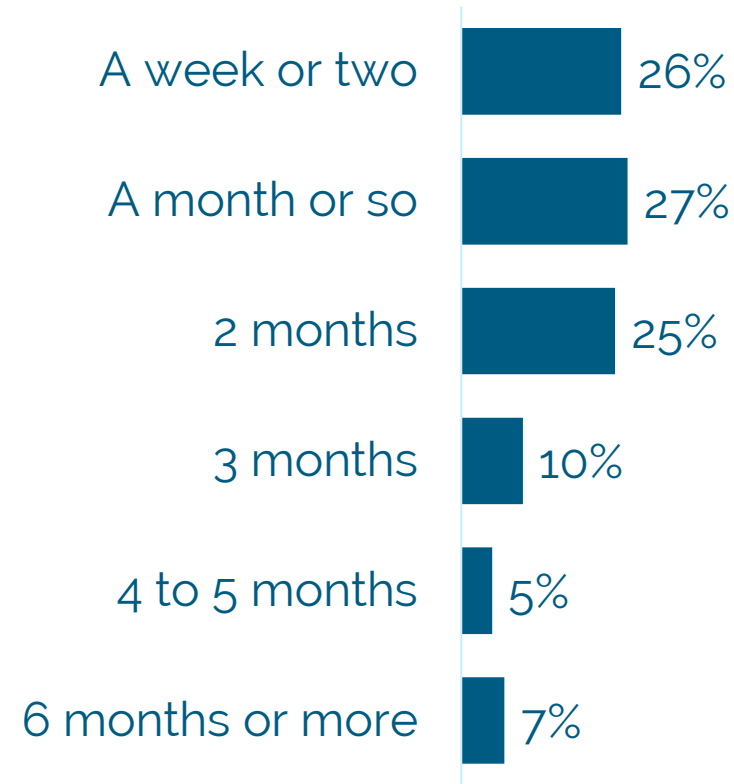
TRIP PLANNING CYCLE*

Average planning cycle: **59 days**

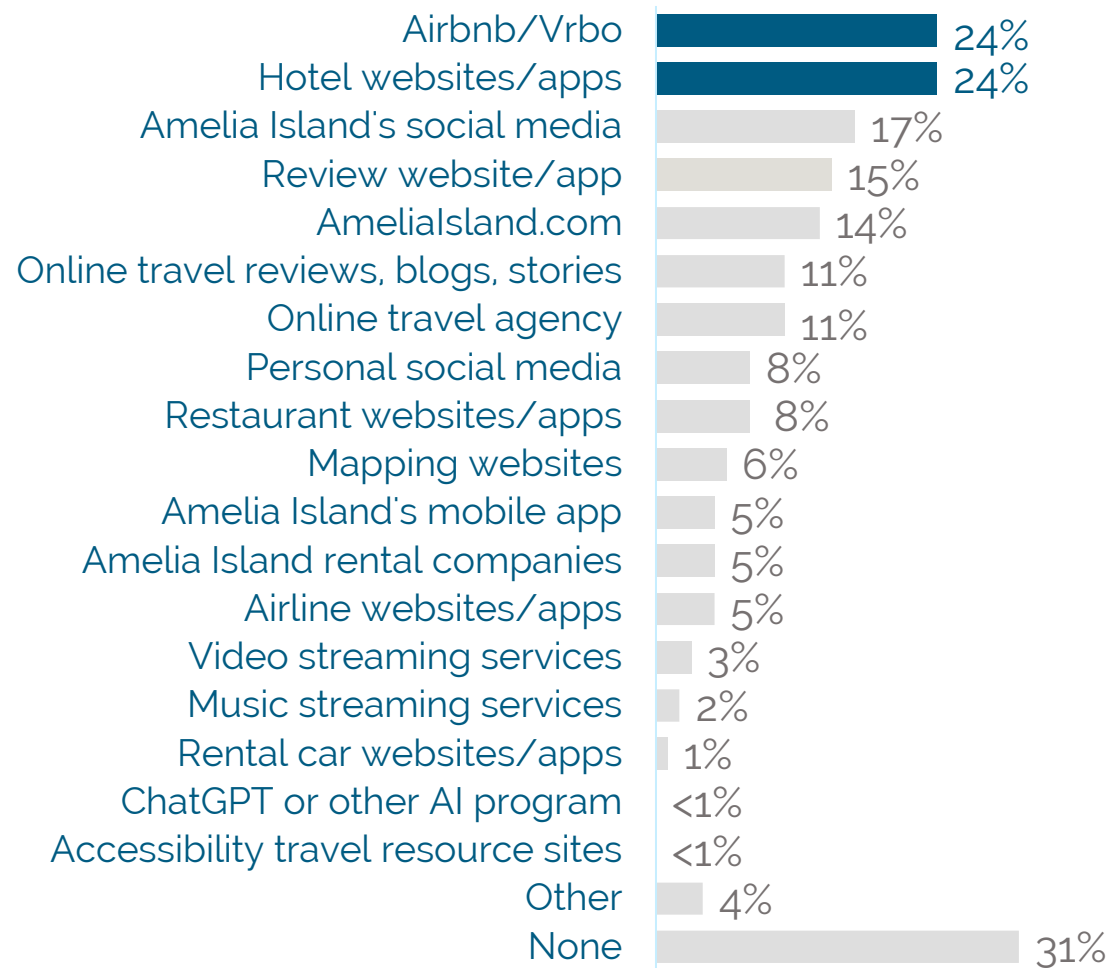


TRIP BOOKING CYCLE*

Average booking cycle: **54 days**

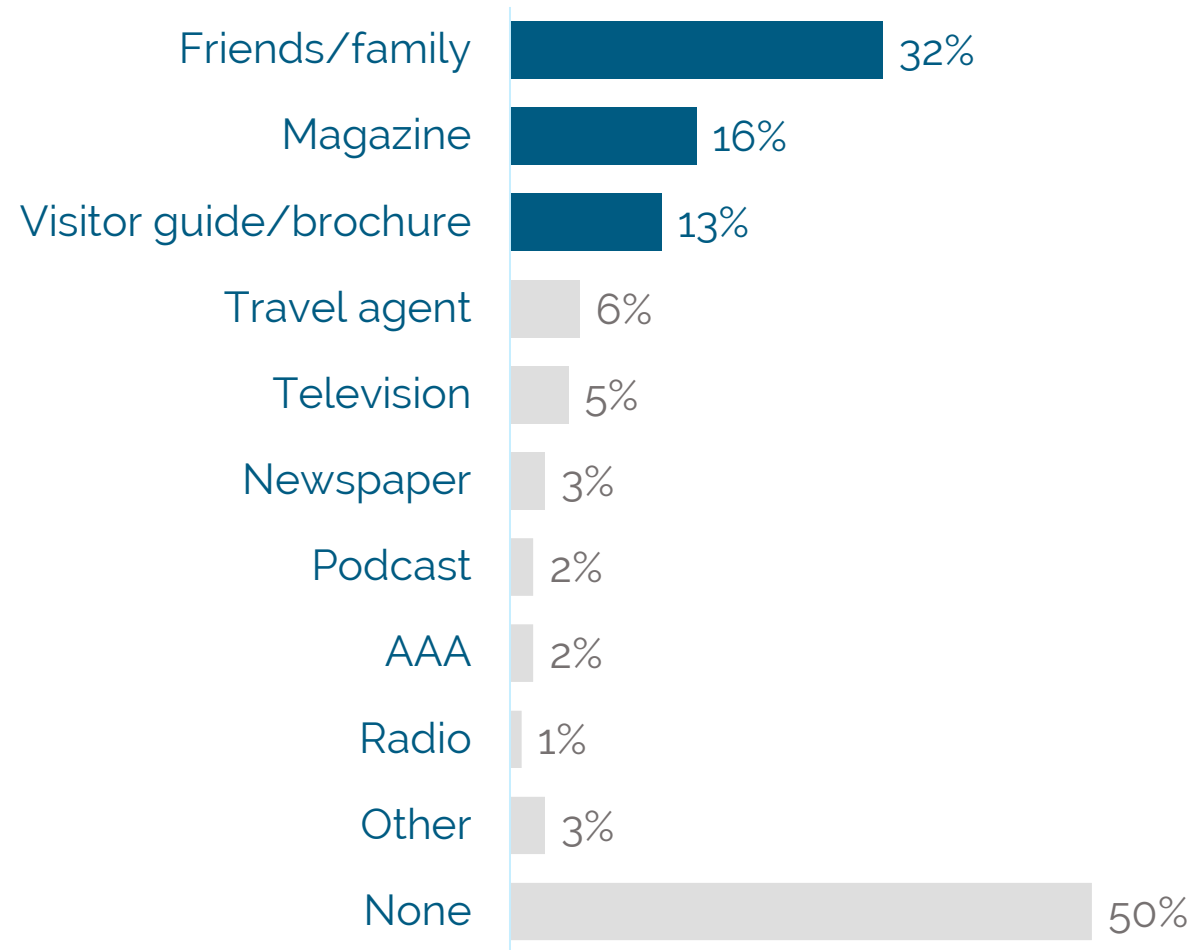


ONLINE TRIP PLANNING SOURCES*



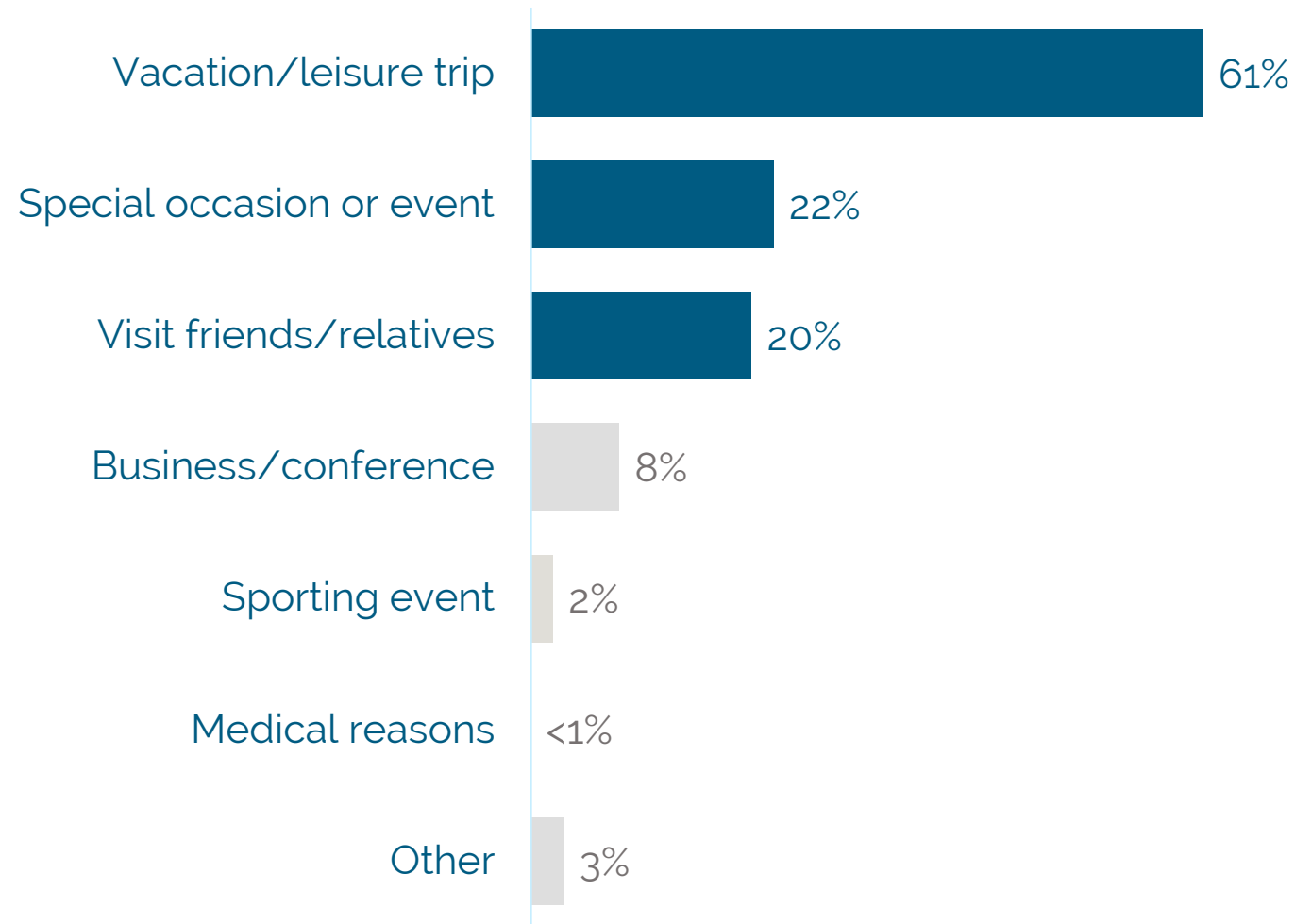
*Multiple responses permitted.
Based on visitors traveling for leisure.

OTHER TRIP PLANNING SOURCES*



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

REASONS FOR VISITING*

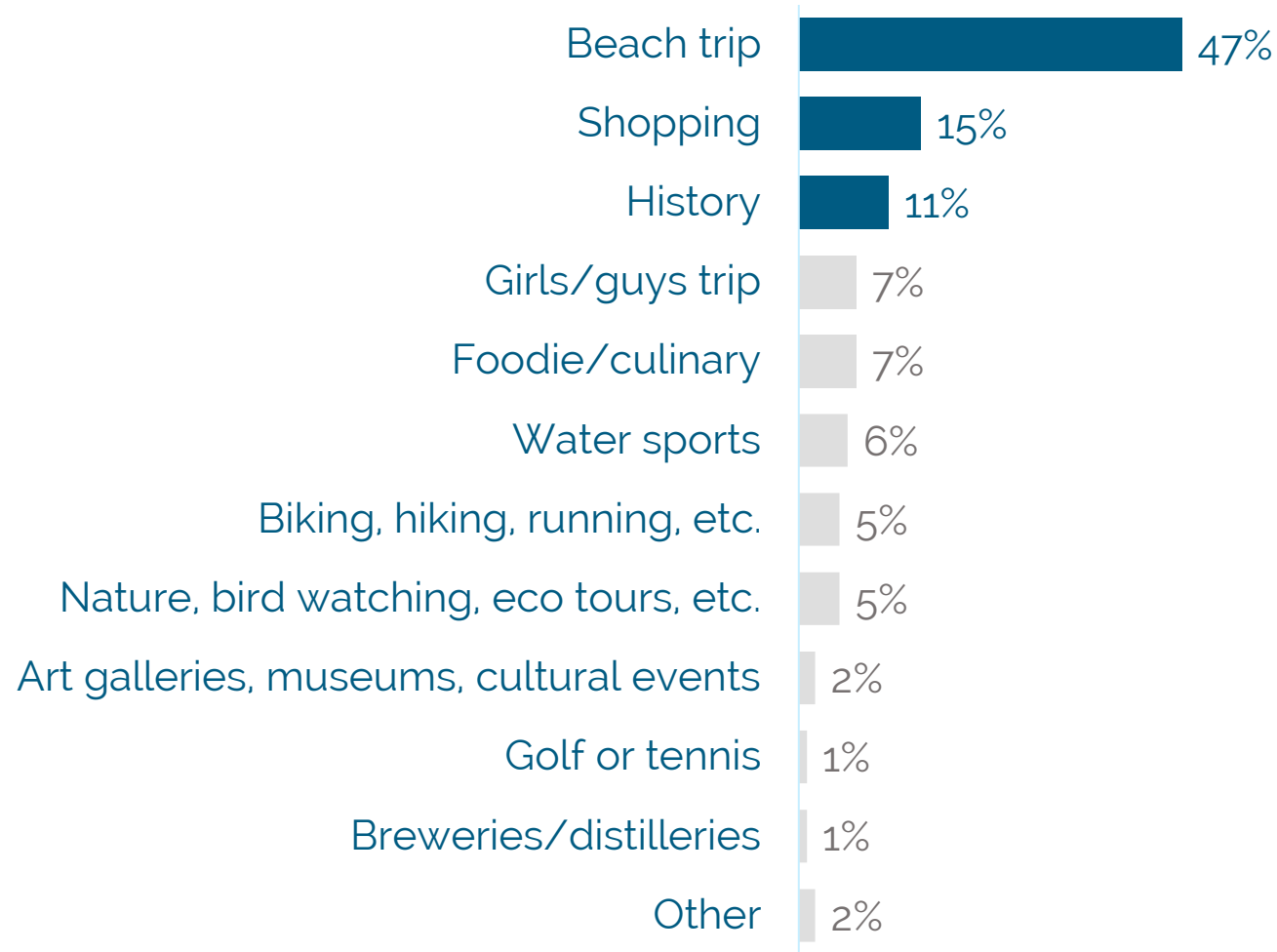


OPEN-ENDED REASONS FOR VISITING*



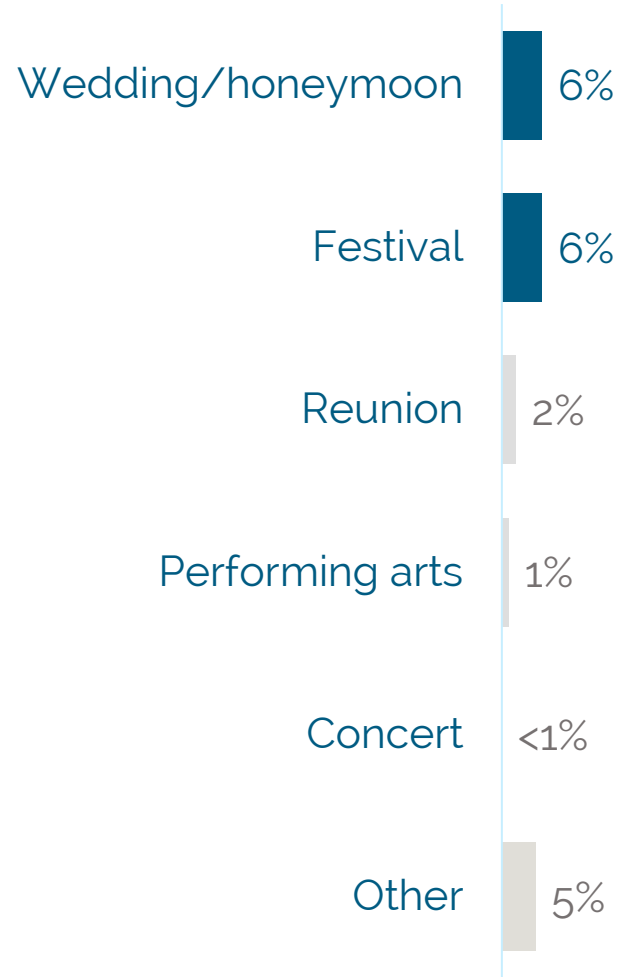
- » "The descriptions we read online made it sound quieter and more peaceful than other beach towns."
- » "We came for the golf and stayed for the beauty, serenity, and fine dining."
- » "There is less of a kid and young adult crowd here. It makes for a more chill environment."
- » "Other beach destinations were 2-3 times more expensive!"
- » "We like the historical attractions here, in addition to the beaches and downtown."
- » "Family and friends couldn't recommend it highly enough!"

TYPE OF VACATION/LEISURE TRIP*

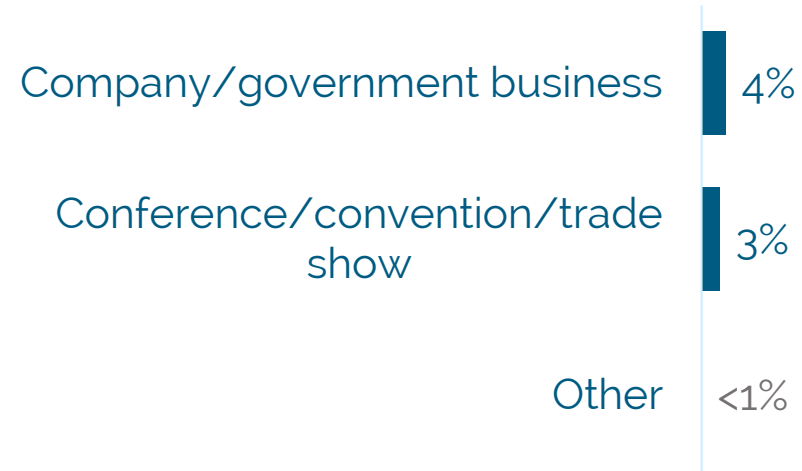


*Up to 3 responses permitted.
Based on all visitors traveling for leisure.

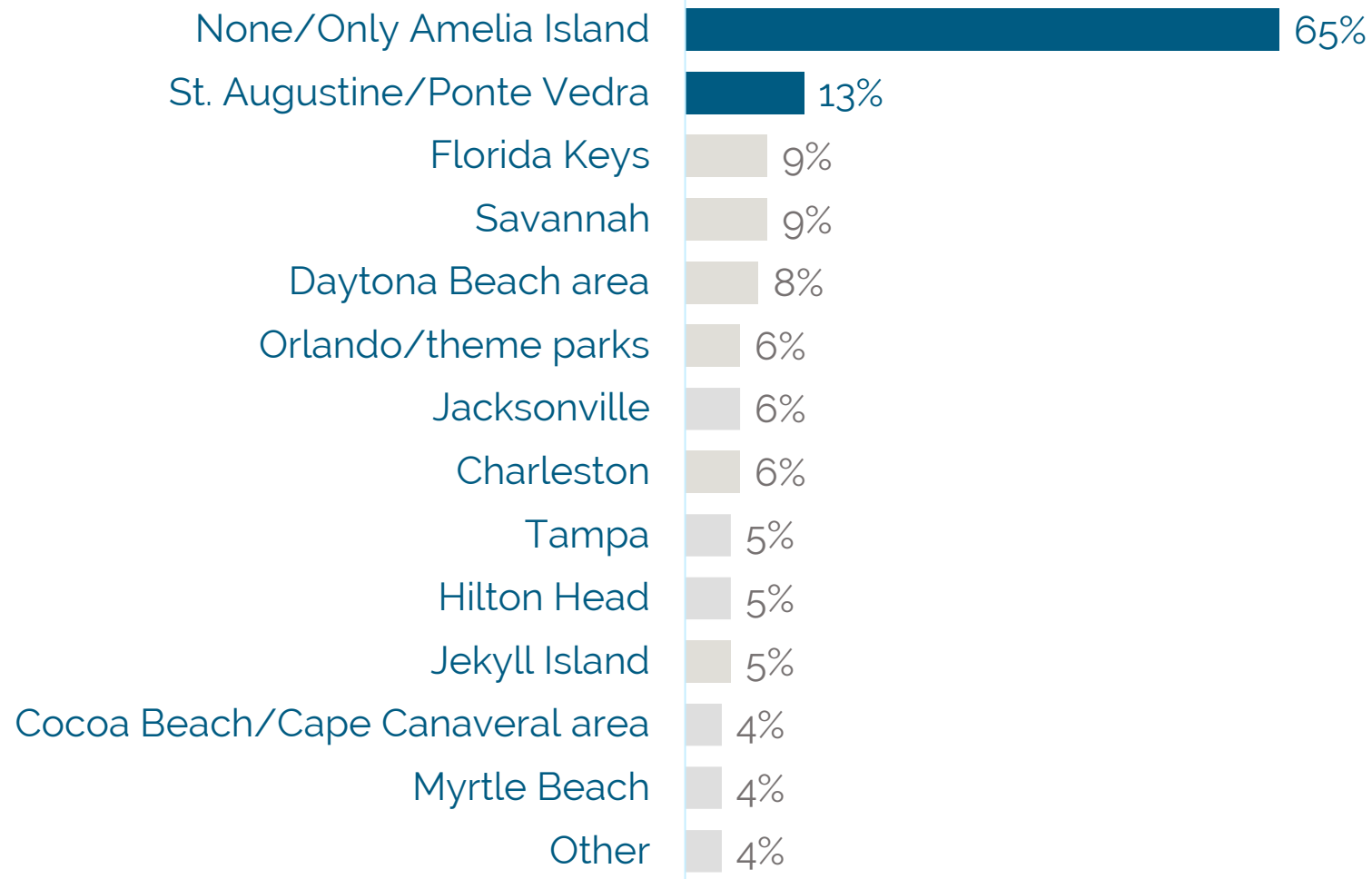
TYPE OF SPECIAL OCCASION OR EVENT*



TYPE OF BUSINESS/CONFERENCE*

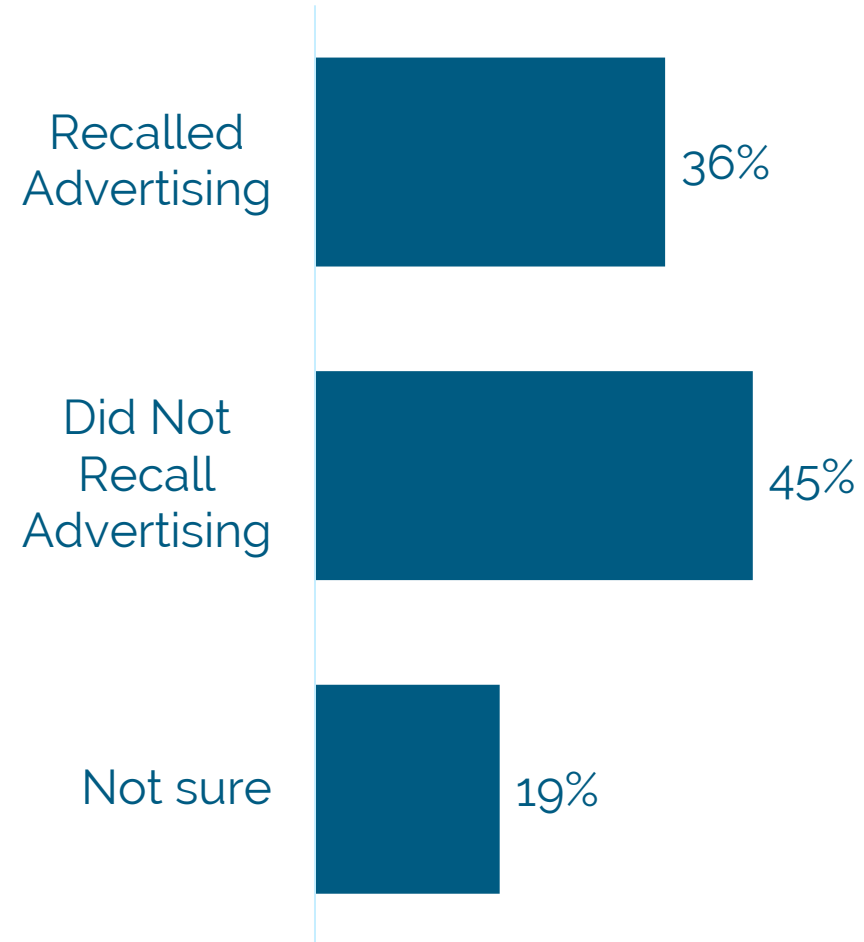


OTHER DESTINATIONS CONSIDERED*



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

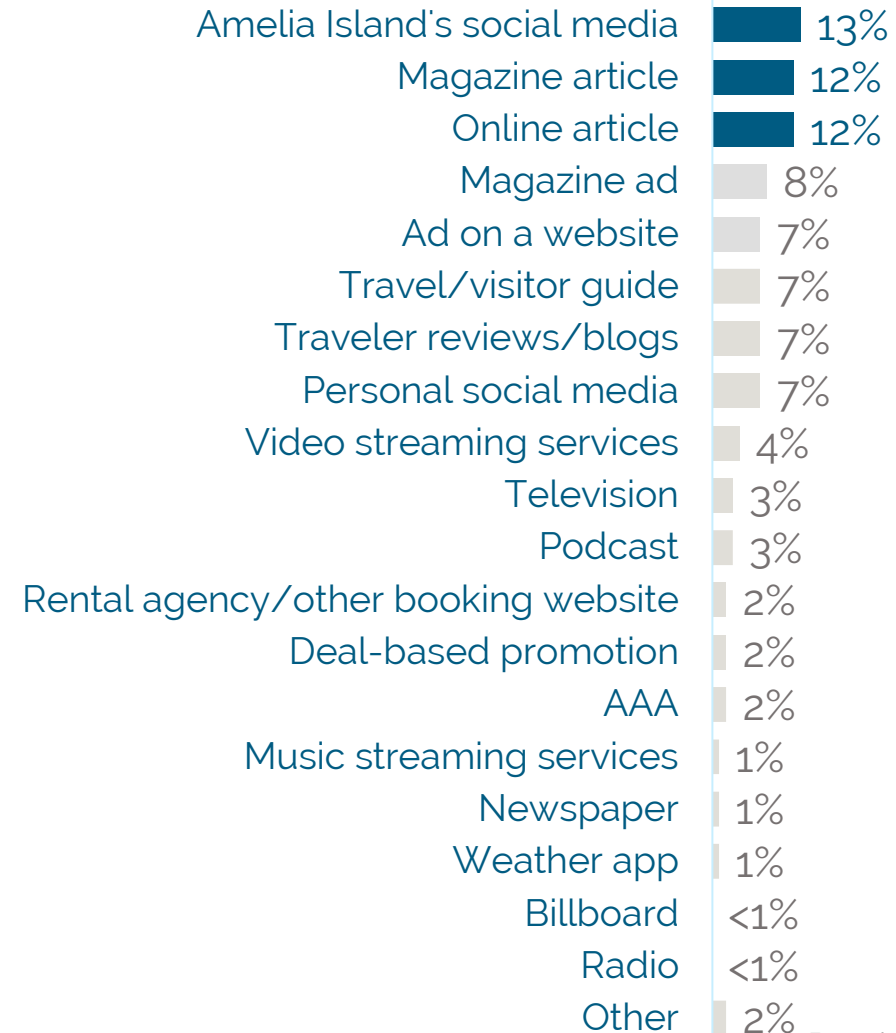
ADVERTISING RECALL*



ADVERTISING SOURCES*

Advertisements influenced **17%** of **all leisure visitors** to visit the Amelia Island area.

Advertising Sources:

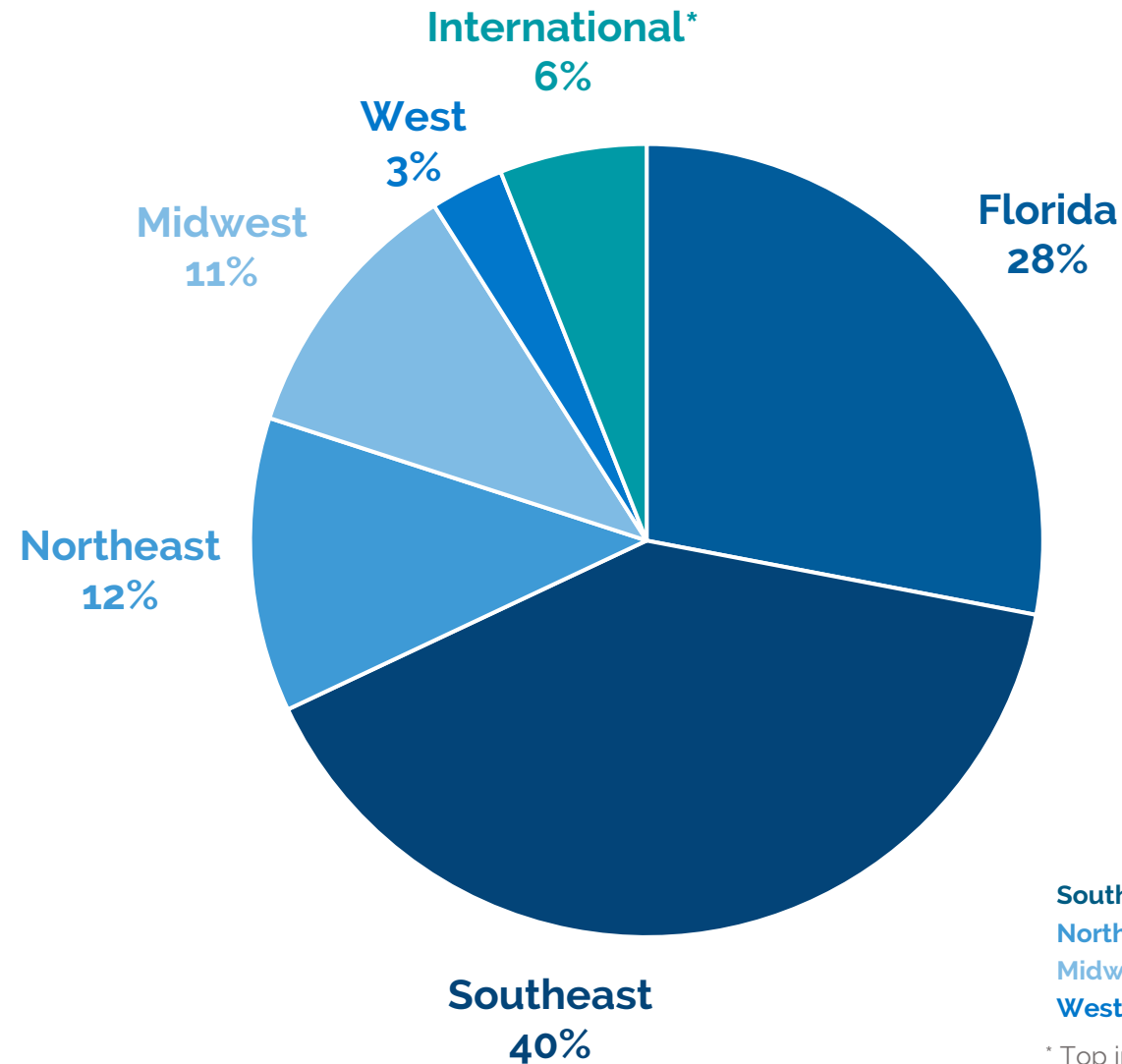


*Multiple responses permitted.
Based on all visitors traveling for leisure.

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

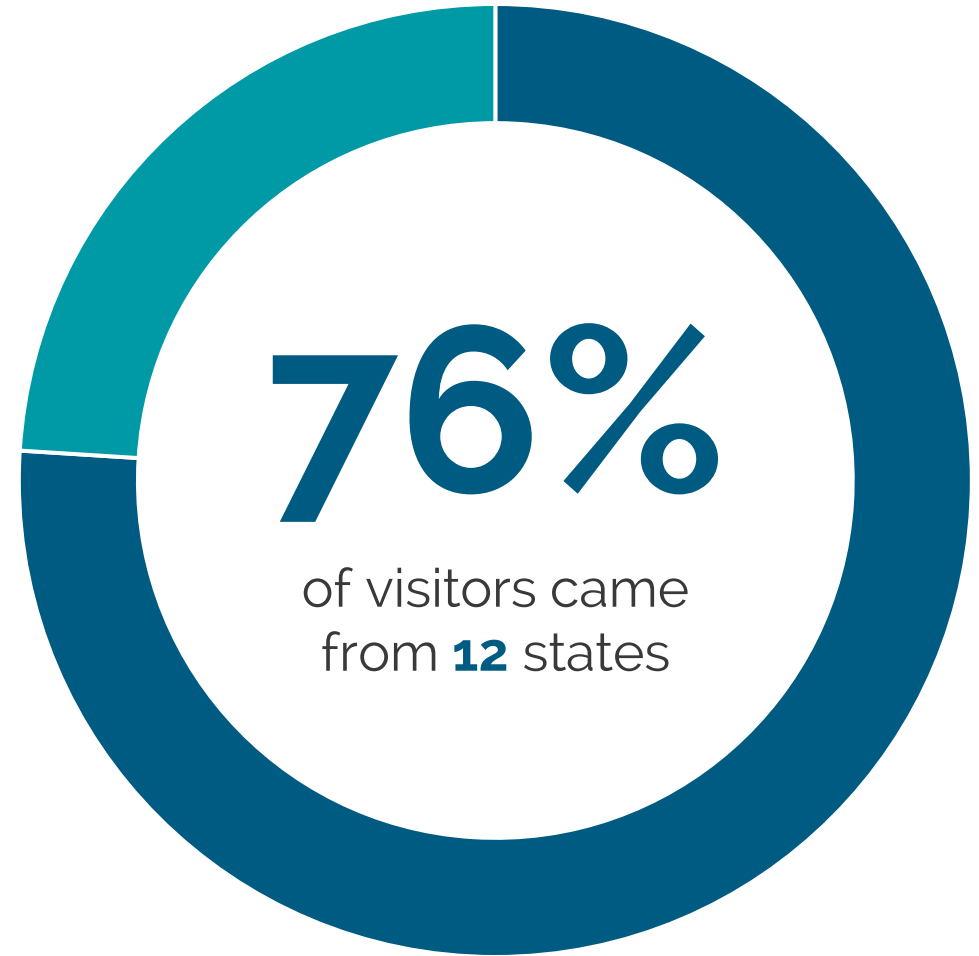
West: WA, OR, CA, NV, ID, MT, WY, CO, UT, AZ, NM, AK, HI

* Top international markets include Canada (2%) and the UK (1%).

STATE OF ORIGIN

Top States of Origin 2024

Florida	28%
Georgia	20%
North Carolina	5%
South Carolina	4%
New York	3%
Pennsylvania	3%
Tennessee	3%
Illinois	2%
Minnesota	2%
Ohio	2%
Texas	2%
Virginia	2%



TOP ORIGIN MARKETS

Top Origin Markets – All Visitors

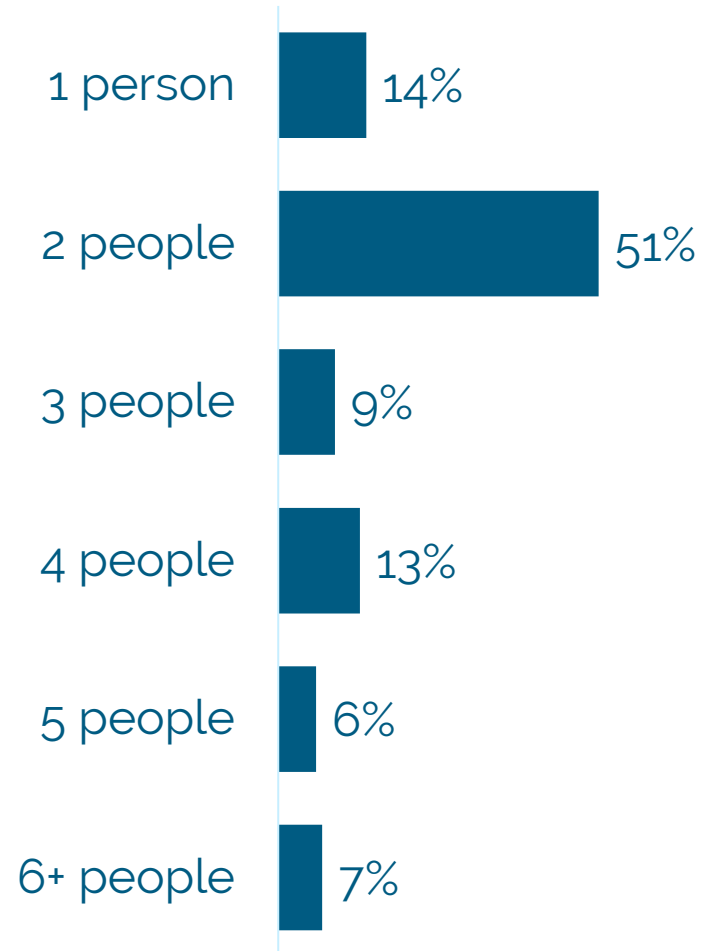
Jacksonville*	19%
Atlanta	8%
Orlando-Daytona Beach-Melbourne	6%
New York	4%
Charlotte	3%
Greenville-Spartanburg-Asheville	2%
Minneapolis-Saint Paul	2%
Nashville	2%
Philadelphia	2%
Savannah	2%
Tampa-St. Petersburg	2%
Washington, D.C.-Hagerstown	2%
West Palm Beach-Ft. Pierce	2%

Top Origin Markets – Overnight Visitors

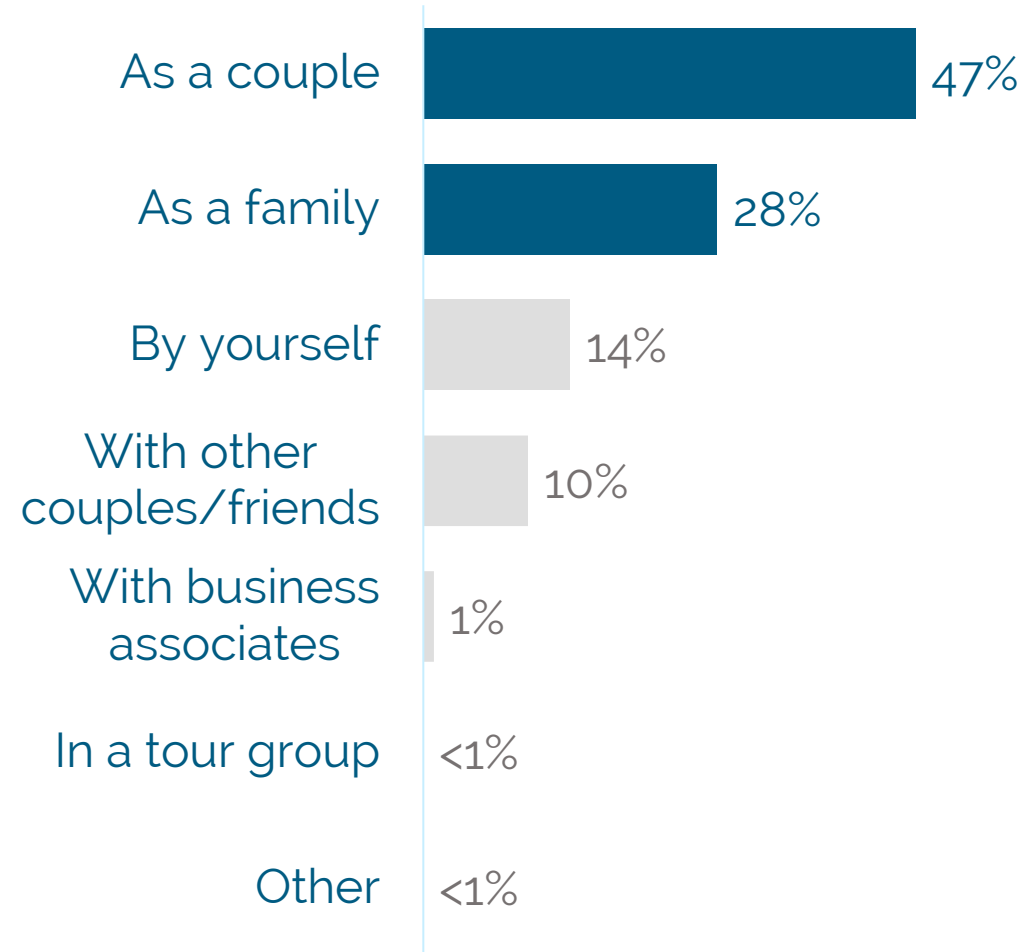
Jacksonville	11%
Atlanta	10%
Orlando-Daytona Beach-Melbourne	6%
New York	5%
Charlotte	3%
Boston	2%
Chicago	2%
Greenville-Spartanburg-Asheville	2%
Minneapolis-Saint Paul	2%
Nashville	2%
Philadelphia	2%
Savannah	2%
Tallahassee-Thomasville	2%
Tampa-St. Petersburg	2%
Washington, D.C.-Hagerstown	2%

TRAVEL PARTY SIZE

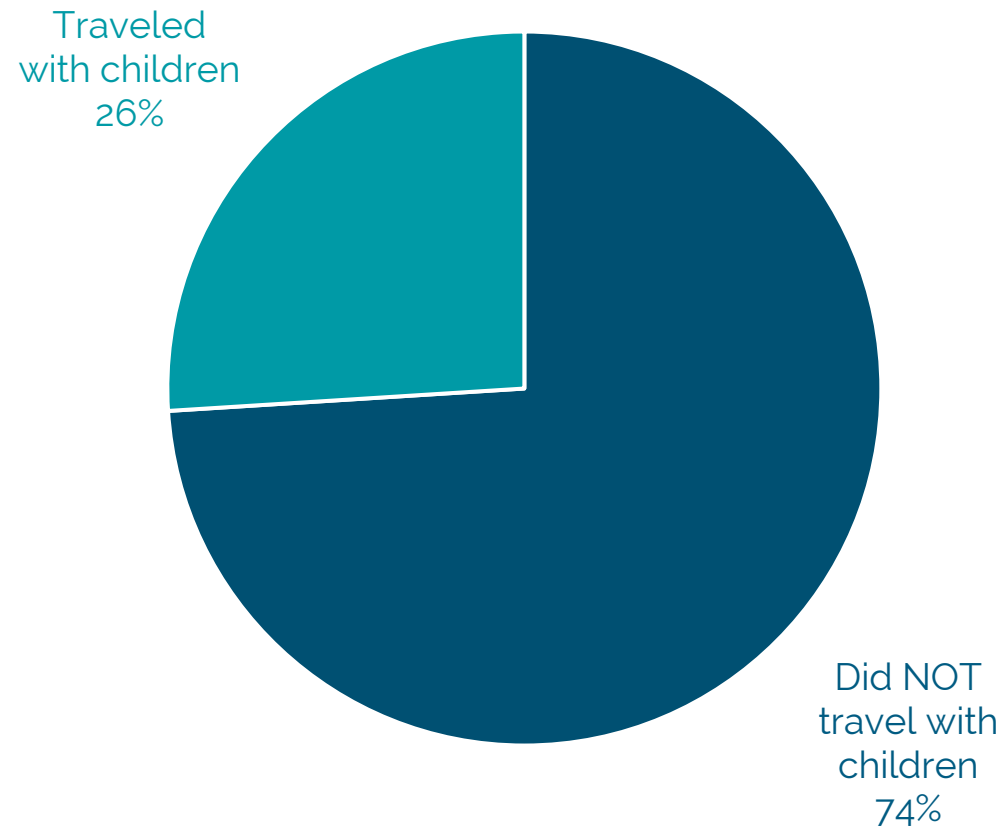
Average travel party size: **2.8**



TRAVEL PARTY TYPE

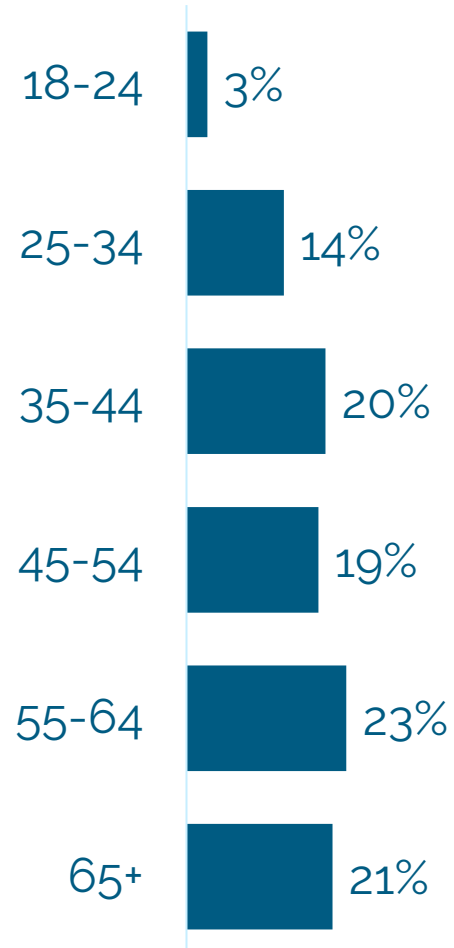


TRAVELED WITH CHILDREN



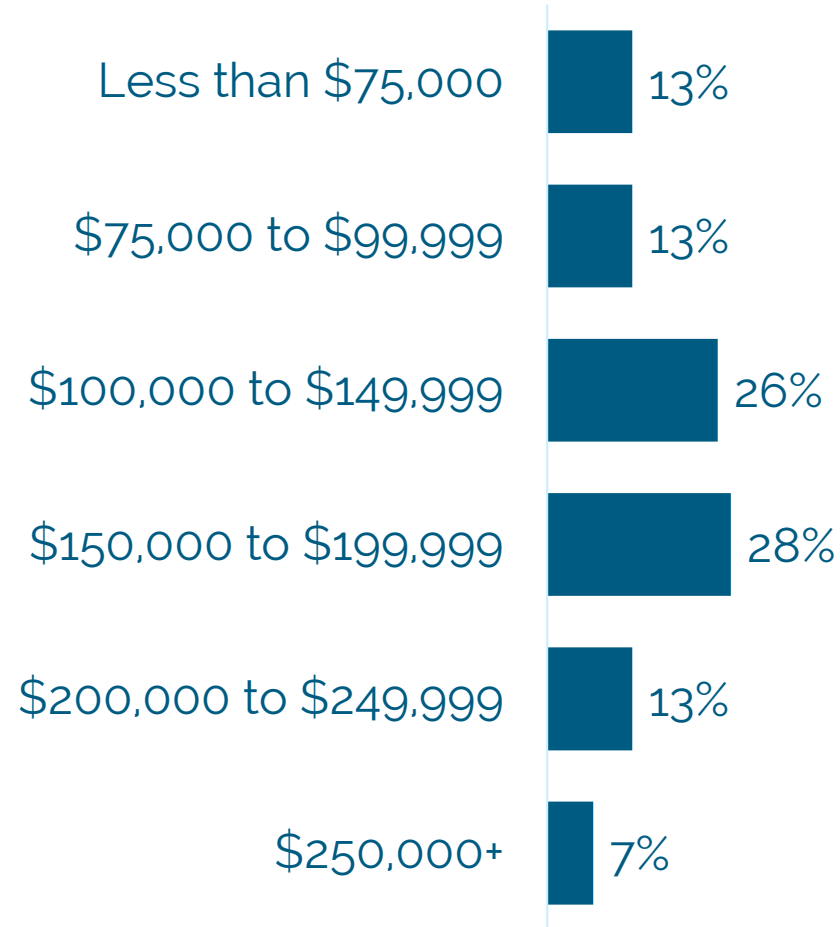
AGE

Median age: **52**

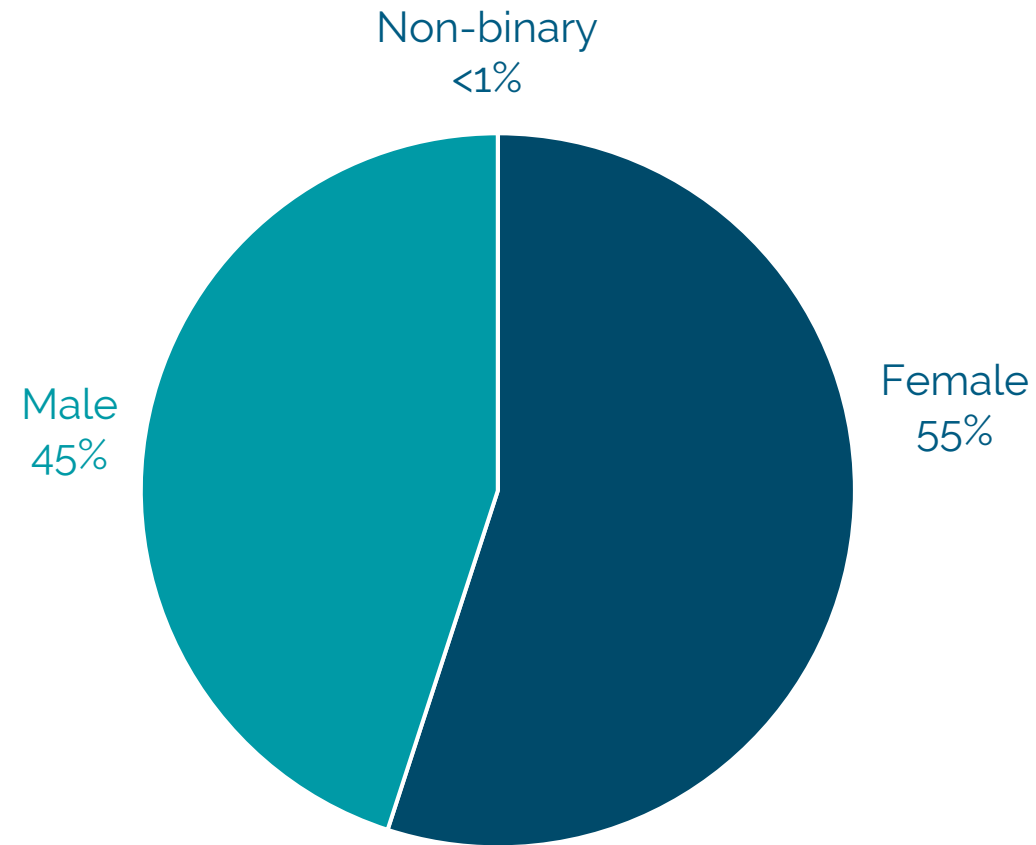


HOUSEHOLD INCOME

Median household income: **\$146,200**

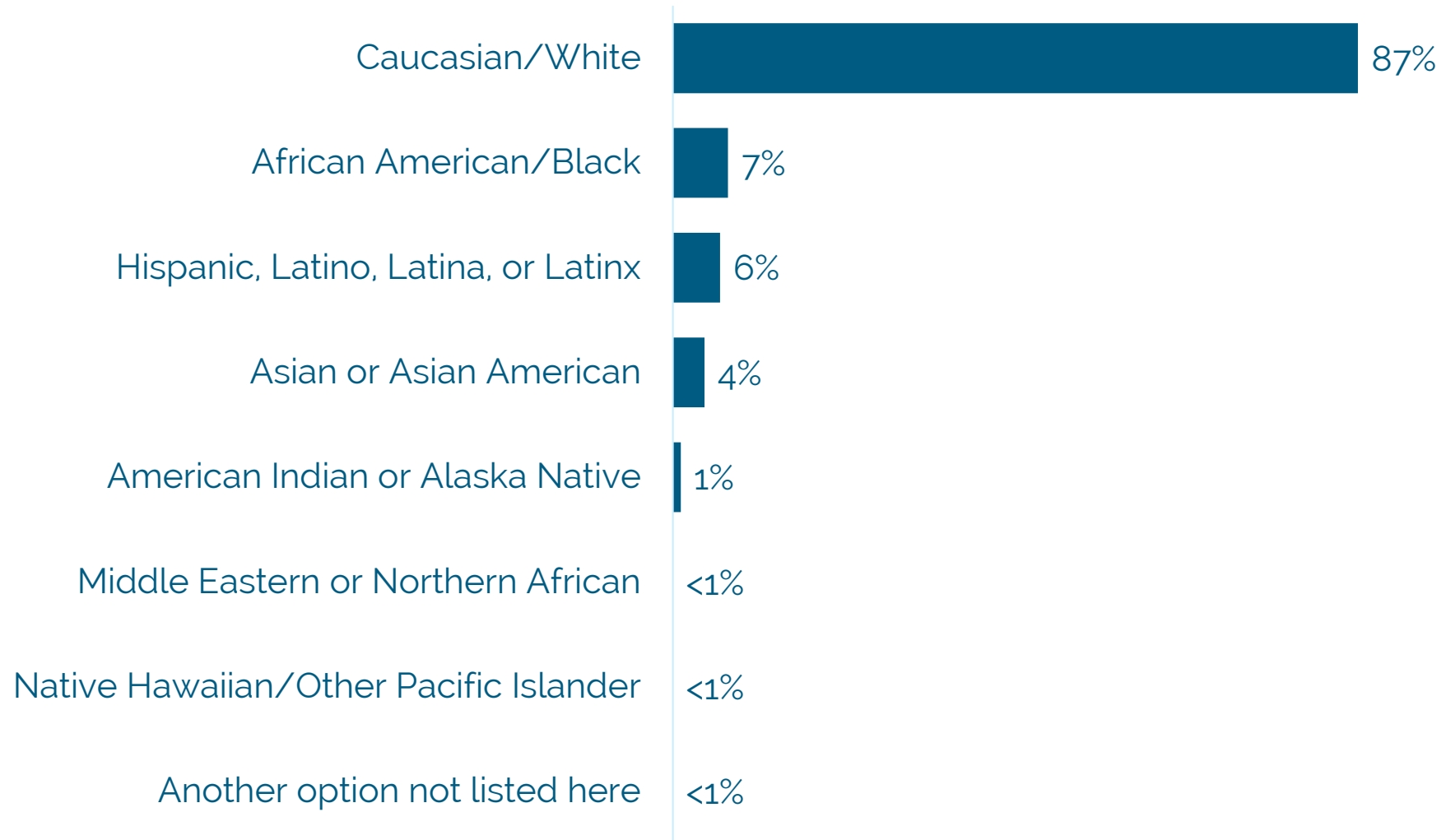


GENDER

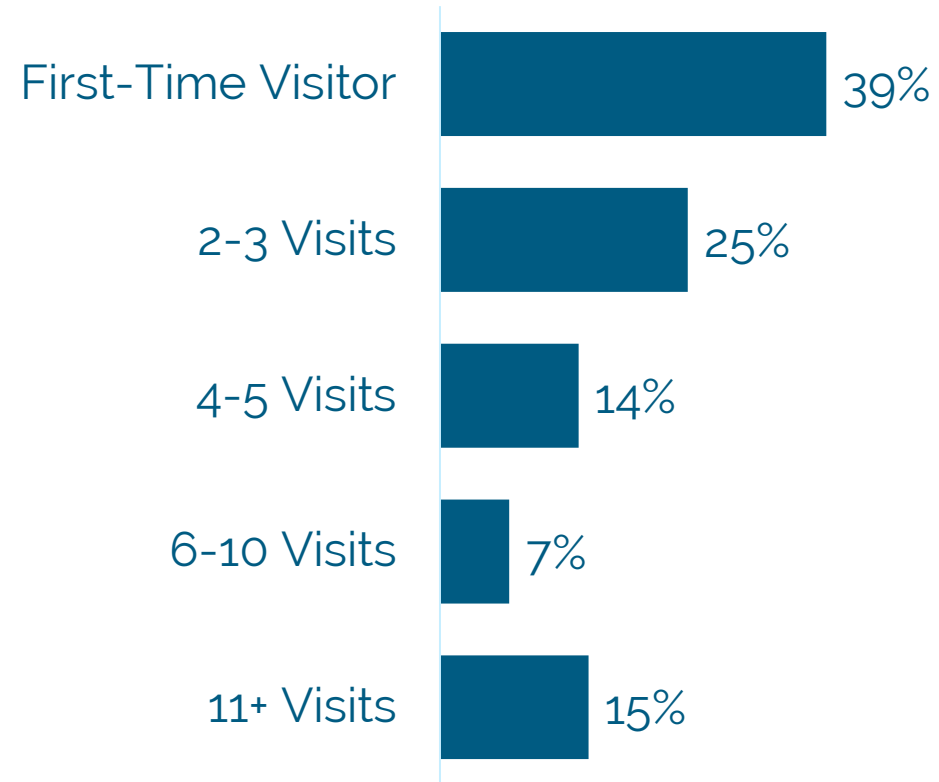


*Gender of member of travel party interviewed.
May be influenced by visitors' willingness to complete a survey.

RACE*



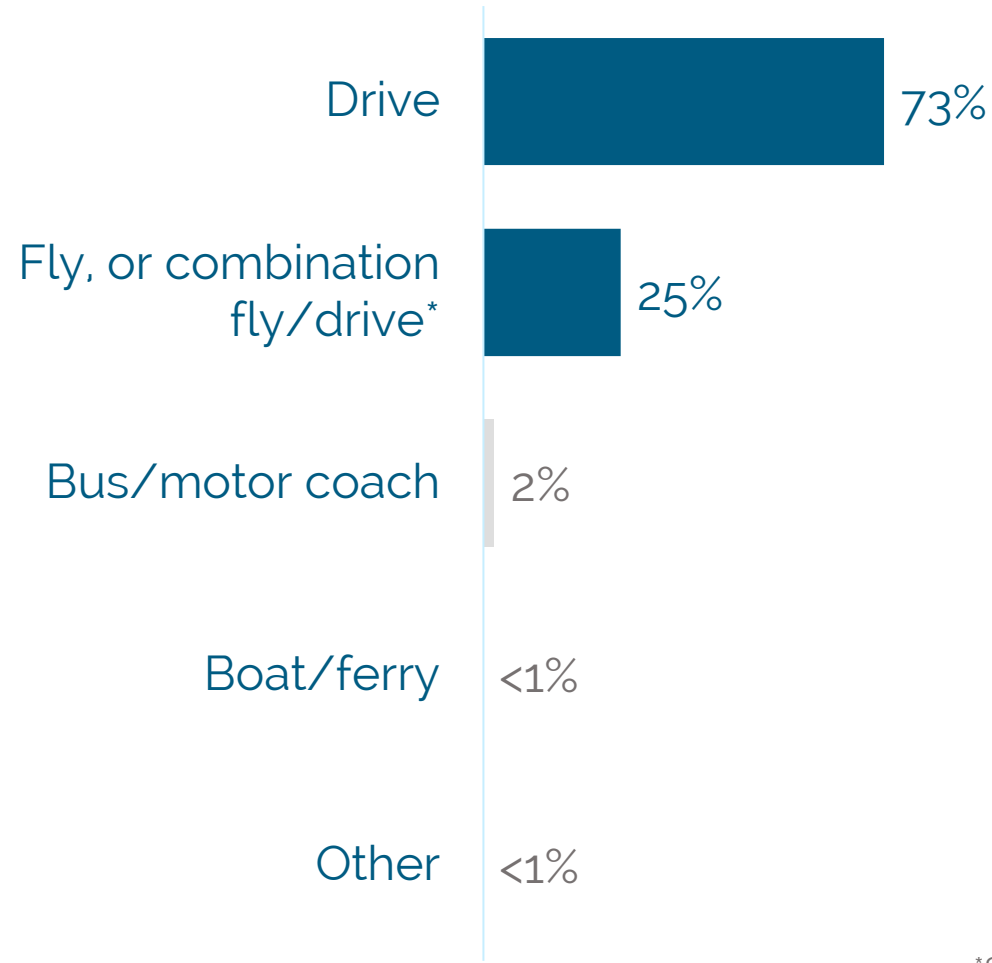
NEW & RETURNING VISITORS



VISITOR JOURNEY: TRIP EXPERIENCE

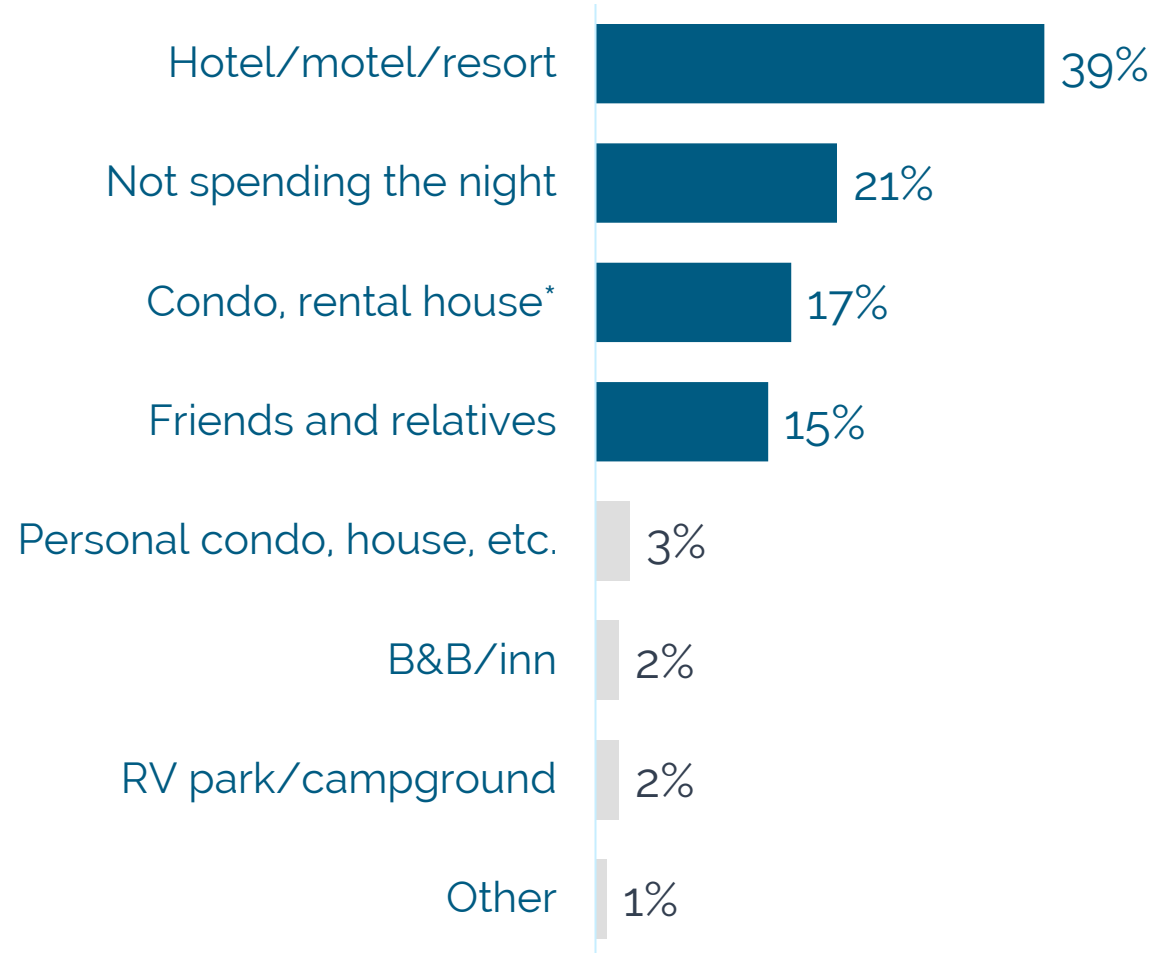


TRANSPORTATION



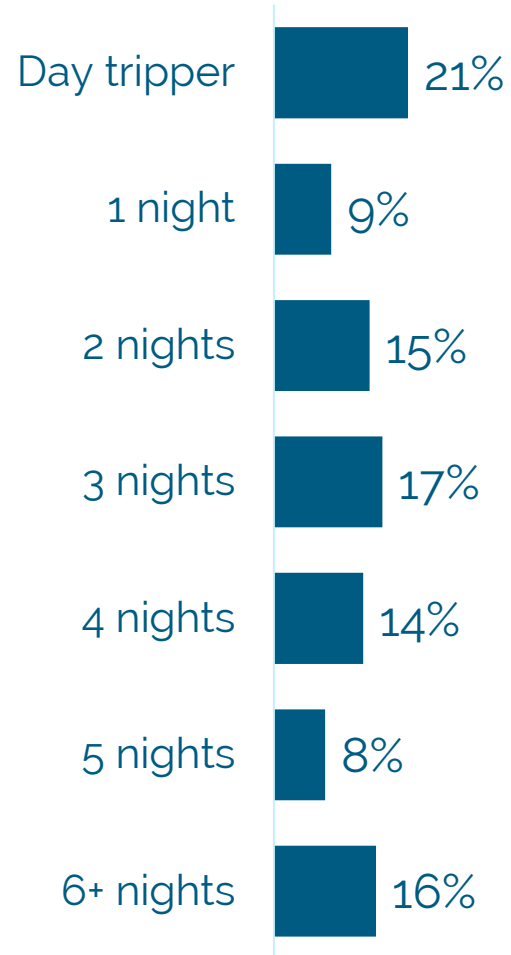
*87% of visitors who flew to the area used the Jacksonville International Airport (22% of all visitors).

ACCOMMODATIONS

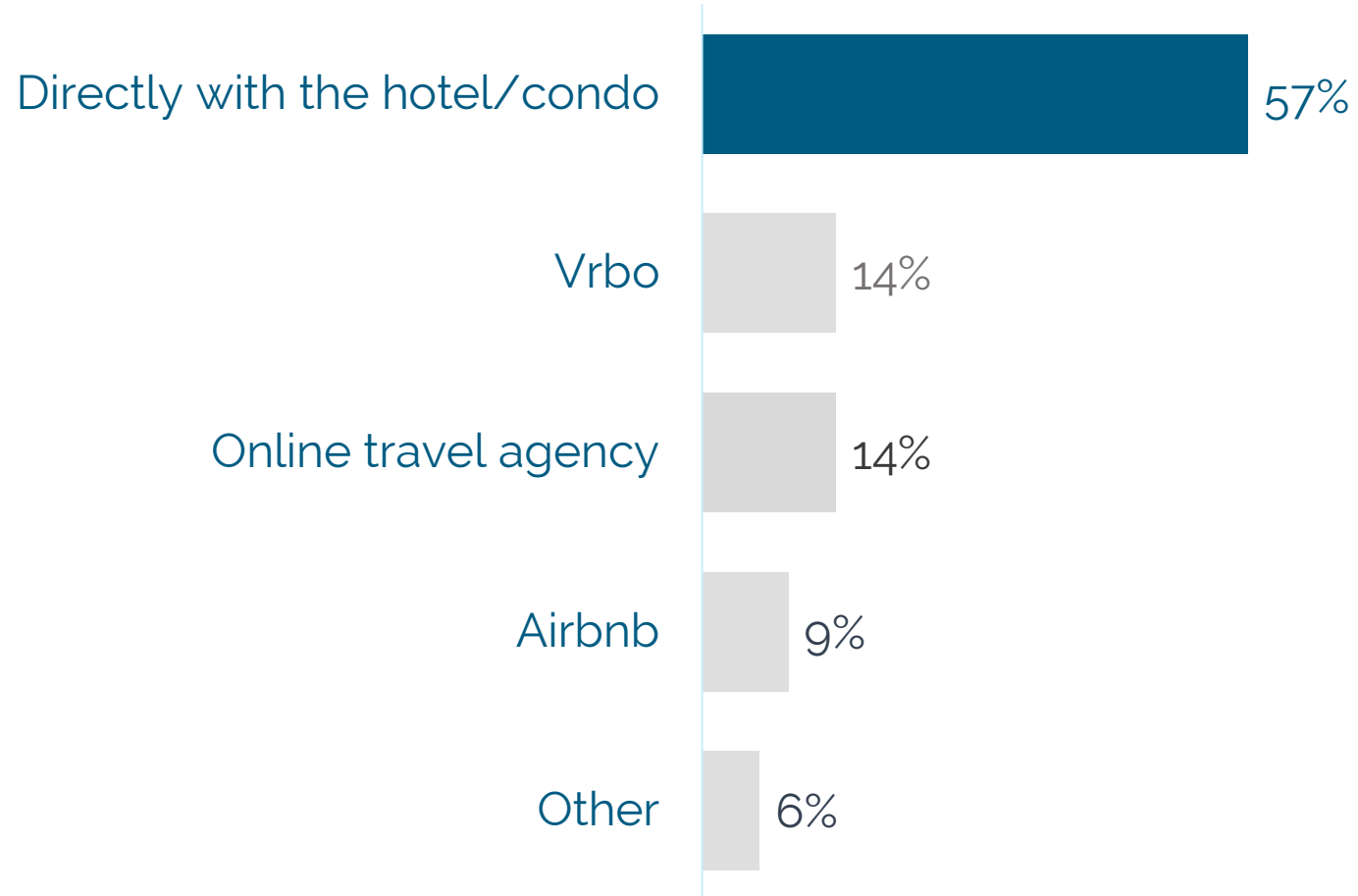


NIGHTS STAYED

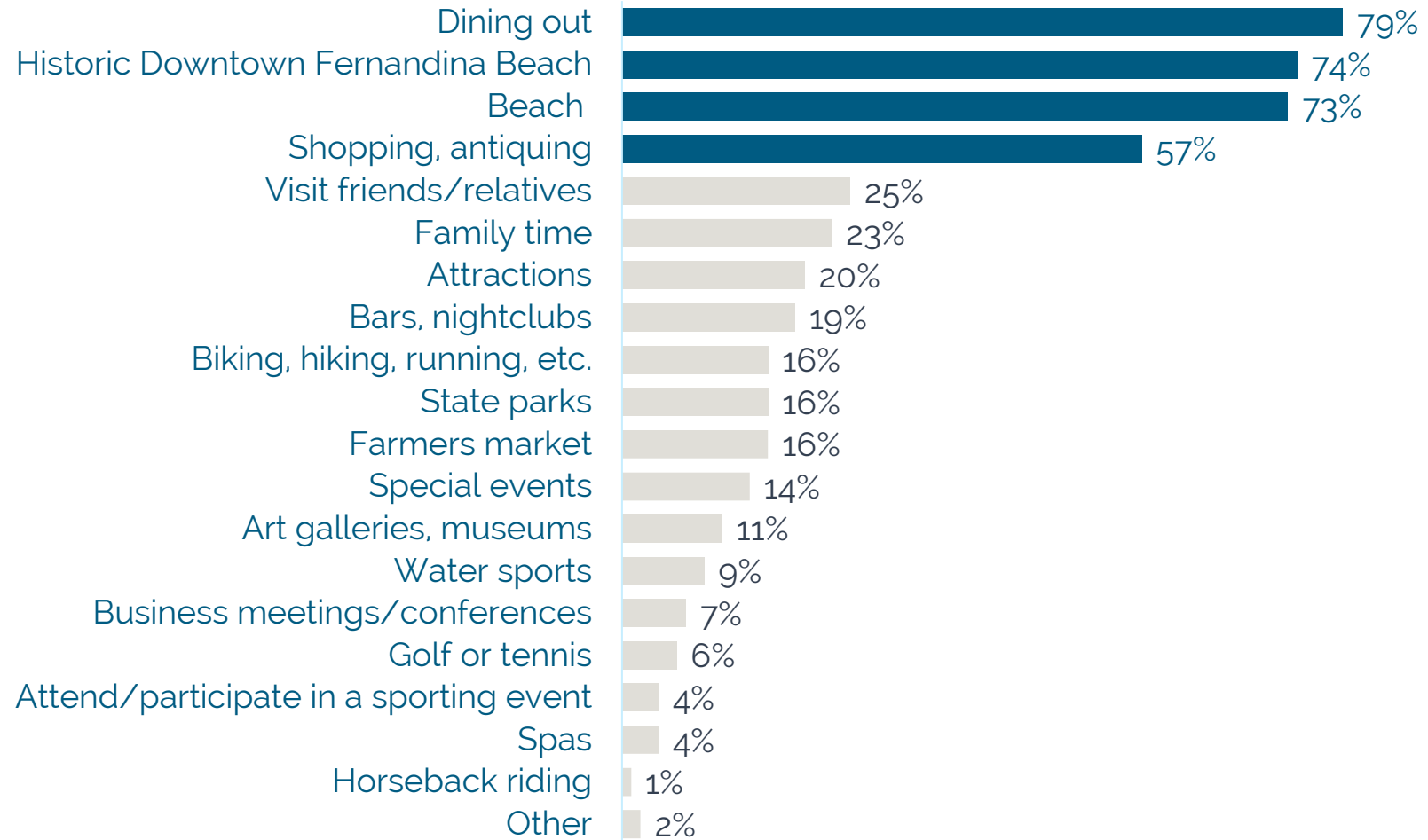
Average nights stayed (all visitors): **3.4**
Average nights stayed (paid visitors): **3.7**



ACCOMMODATION BOOKING

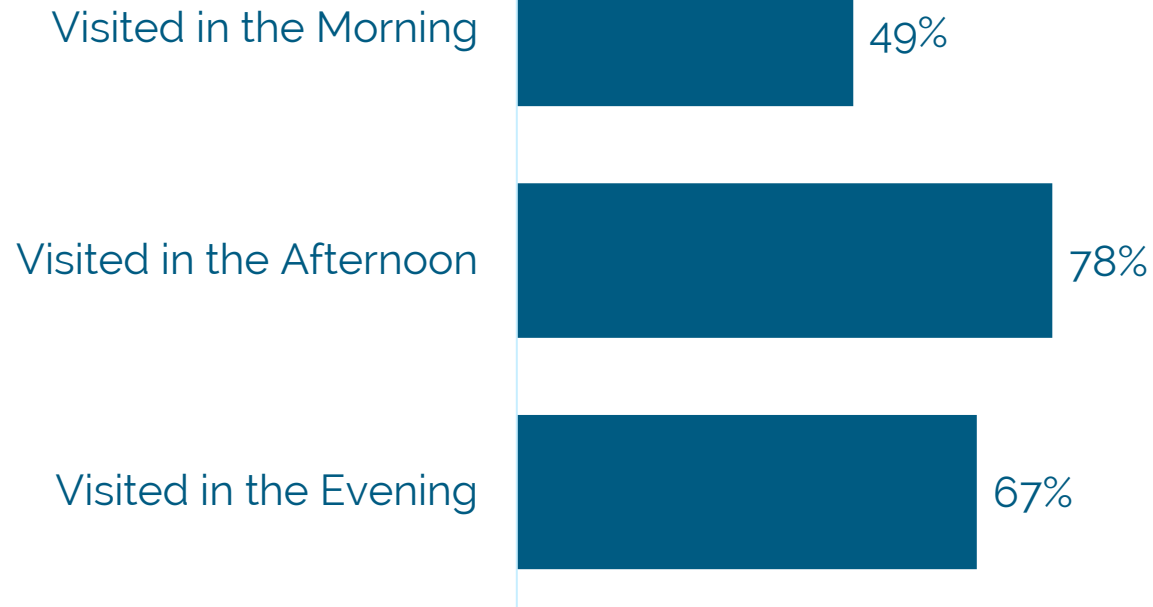


VISITOR ACTIVITIES*

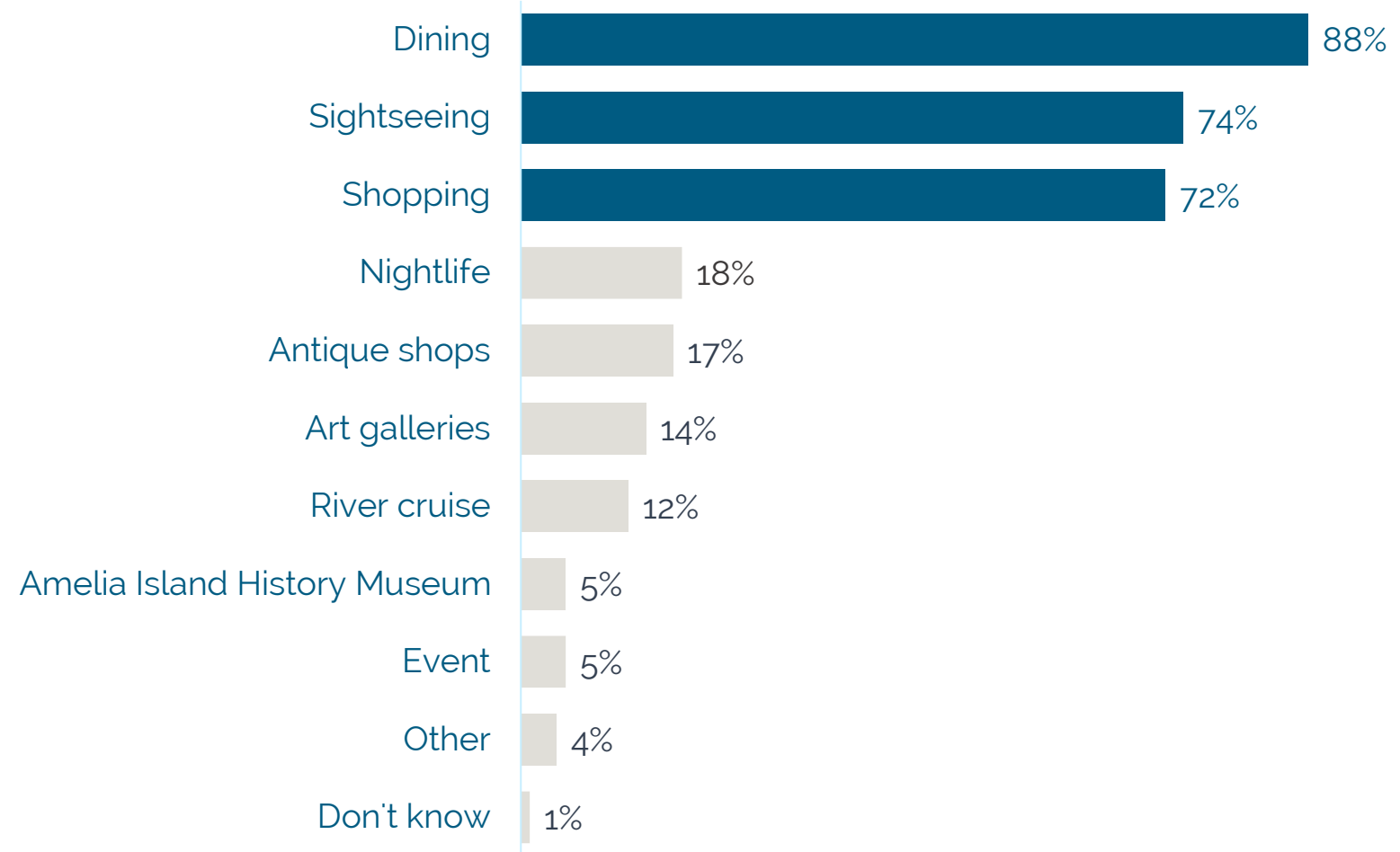


VISITING HISTORIC DOWNTOWN*

Average visits per trip: **2.8**



REASON FOR VISITING HISTORIC DOWNTOWN*

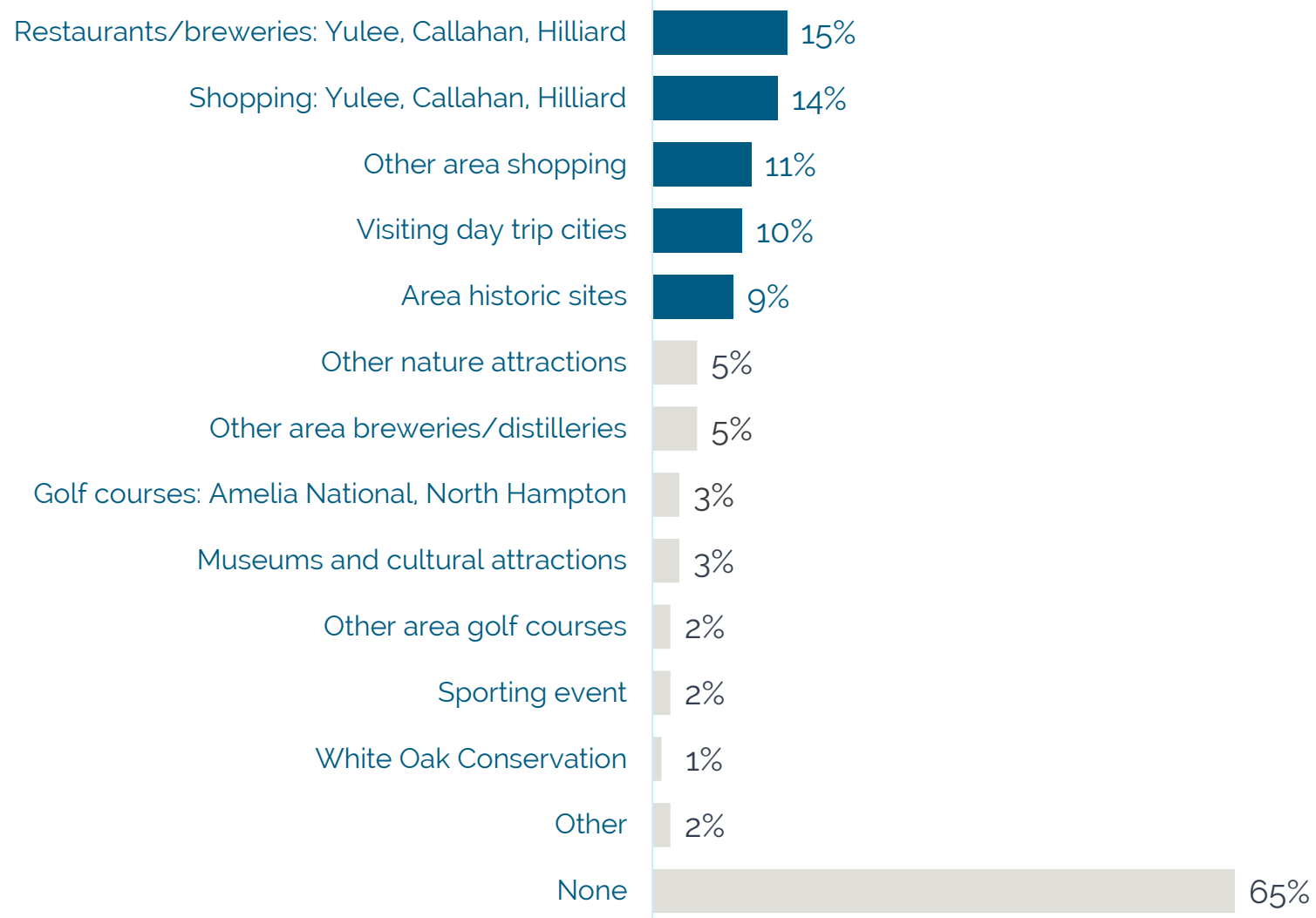


AREAS FOR IMPROVEMENT: DOWNTOWN*



- » More public parking, particularly at night
- » More directional signs
- » More activities and playgrounds for children
- » More public restrooms
- » More benches and picnic tables, particularly along the waterfront
- » More coffee shops
- » More variety in restaurants
- » However, visitors love the architecture, the flowers, the benches honoring loved ones, the dog friendliness, and the overall quaint charm.

OFF-ISLAND ACTIVITIES*



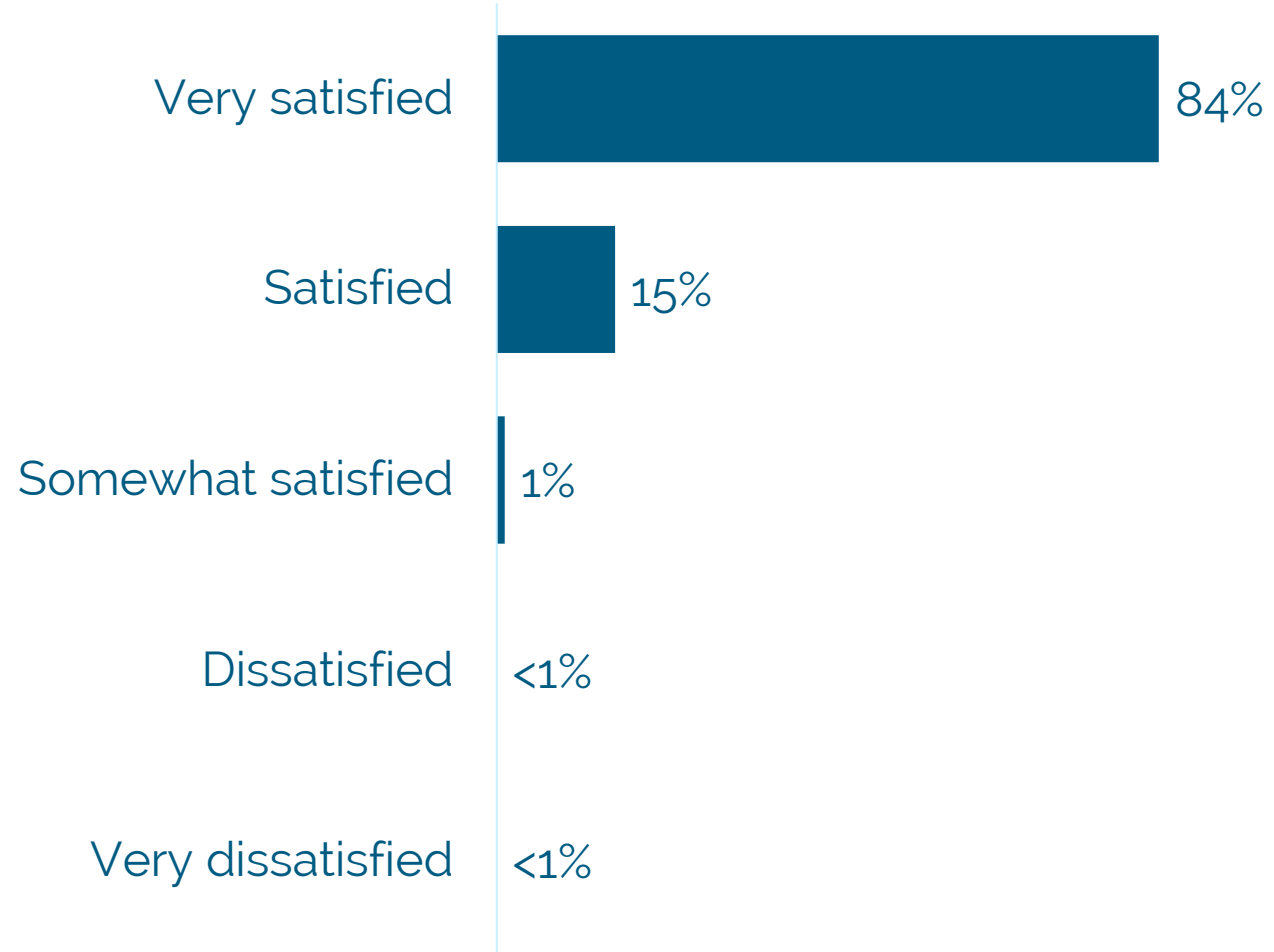
TRAVEL PARTY SPENDING

	Daily Spending	Total Spending
Accommodations	\$191	\$642
Restaurants	\$140	\$470
Groceries	\$37	\$124
Shopping	\$103	\$346
Activities & attractions	\$43	\$144
Transportation	\$36	\$121
Other	\$19	\$64
Total	\$569	\$1,911

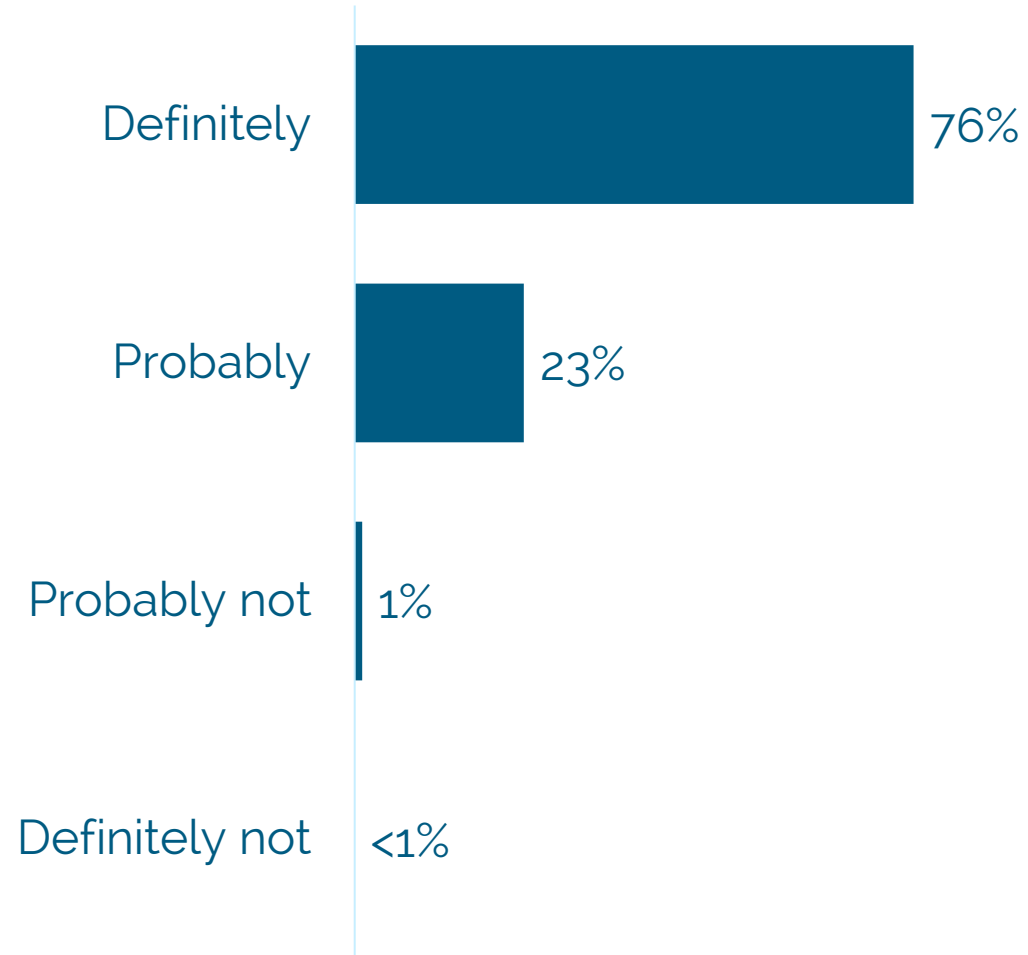
VISITOR JOURNEY: POST-TRIP



VISITOR SATISFACTION



RECOMMENDATION



LIKELIHOOD OF RETURNING



*Reasons for not returning: 1) a preference for variety in vacation spots
2) only having gone for a specific occasion.

BEACH RATINGS

Overall Beach Rating

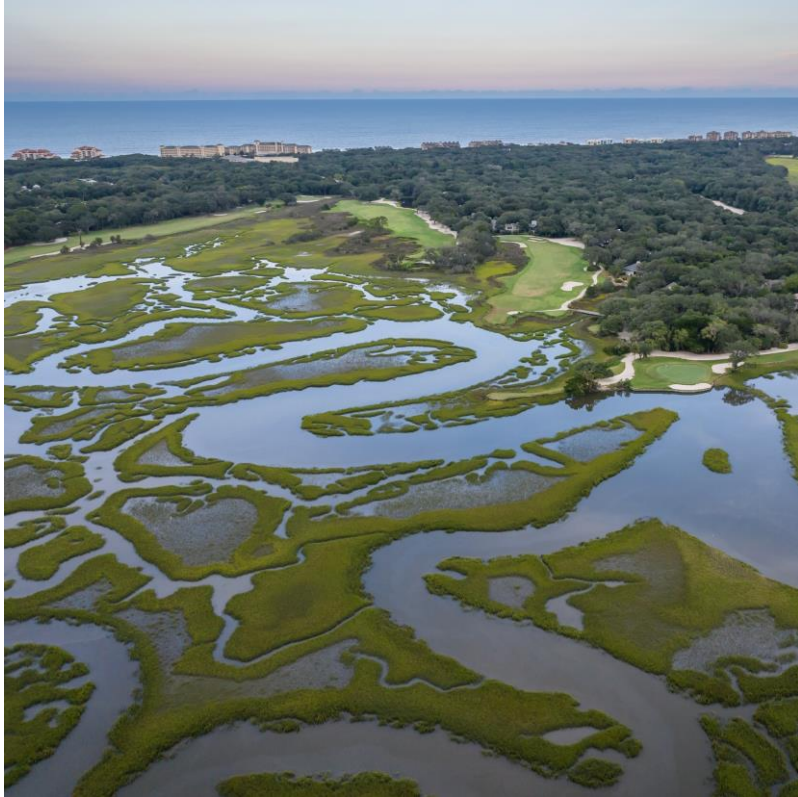
Beach Cleanliness Rating



AREA DESCRIPTIONS*



- » "This is a cute, quaint area with pristine beaches and a relaxing atmosphere."
- » "Chill and charming with a classic old Florida feel. We always feel very safe here."
- » "It's a great place for anything – a wedding, a conference, a guys' golf trip, or a family vacation."
- » "The island has a lot of history, including old architecture. The beaches are glorious, but there's more to do here than just that!"
- » "The beautiful beaches and charming downtown make this our top pick of Florida destinations."
- » "With the beautiful ocean views and great dining, this place is a sanctuary. An oasis for all ages!"
- » "There are so many opportunities to be active: water sports, walking and biking paths, golfing, and of course, swimming!"



Visitor Tracking Study

- » Interviews were completed with [2,083 visitors](#) in person at events, the beach, The Shops at The Omni, downtown, and online, between [October 1, 2023](#), and [September 30, 2024](#).

Amelia Island CVB

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October 2023 – September 2024

Downs & St. Germain Research
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