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**Amelia Island  
First Quarter 2018 (Jan. – Mar.)  
Visitor Profile**



***Prepared for:***

Amelia Island Tourist Development Council

***Prepared by:***

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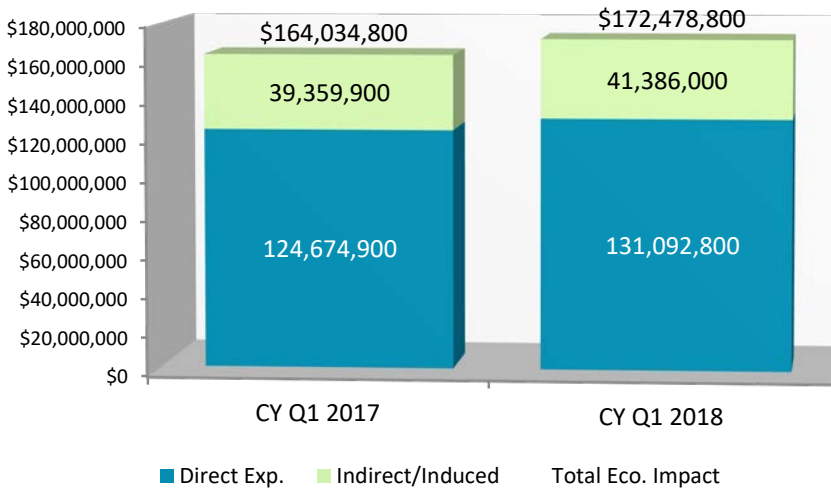
May 9, 2018



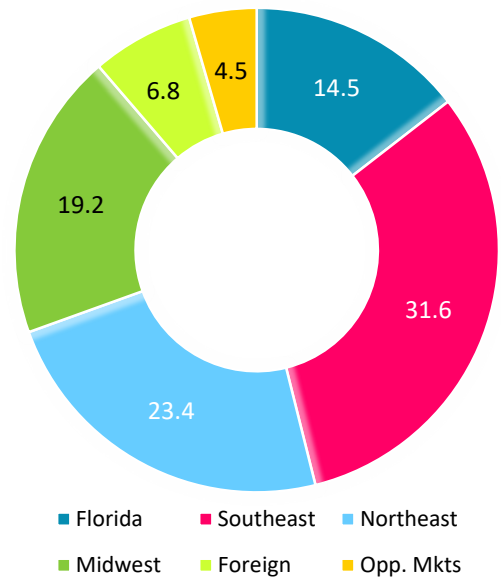
H/M/C/C* Visitor Stats	Calendar Year (Jan. - Dec.)			CY First Quarter (Jan. - Mar.)		
	2016	2017	% Δ '16/'17	2017	2018	% Δ '17/'18
Visitors (#)	633,700	666,300	+5.1	170,400	176,200	+3.4
Direct Exp. (\$)	\$455,041,300	\$485,030,700	+6.6	\$124,674,900	\$131,092,800	+5.1
<b>Total Eco. Impact (\$)</b>	<b>\$598,697,800</b>	<b>\$638,154,900</b>	<i>(k: 1.3157)</i>	<b>\$164,034,800</b>	<b>\$172,478,800</b>	<i>(k: 1.3157)</i>
Taxable Ldg. Collections	\$132,899,936	\$138,370,672	+4.1	\$32,703,475	\$34,562,162	+5.7

\* Visitors staying in commercial lodging subject to the resort tax (hotel/motel/condo, etc.)

### CY Q1 Economic Impact



### CY Q1 2018 Visitor Origin Distribution (%)



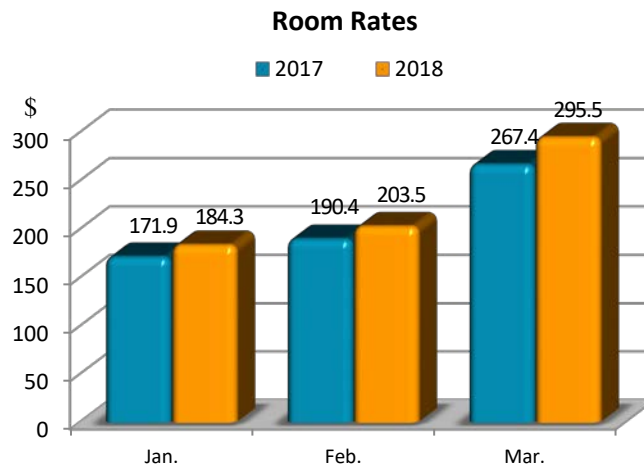
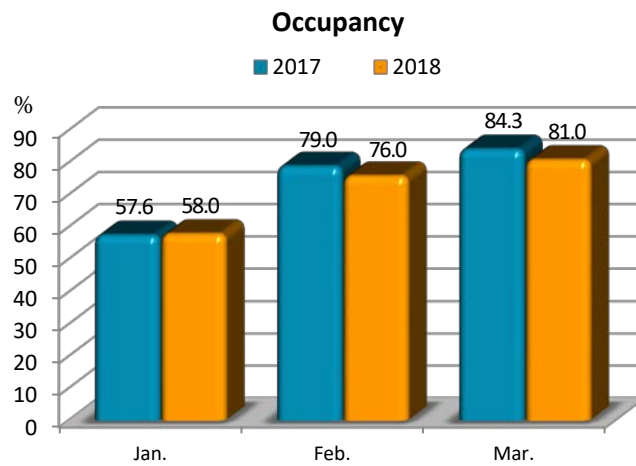
### Calendar Year (Jan. - Dec.)

### CY First Quarter (Jan. - Mar.)

Visitor Origins	Calendar Year (Jan. - Dec.)			CY First Quarter (Jan. - Mar.)		
	2016	2017	% Δ '16/'17	2017 # of Visitors	2018 # of Visitors	% Δ '17/'18
Florida	136,489	148,311	+8.7	26,071	25,549	-2.0
Southeast	258,661	261,941	+1.3	53,165	55,679	+4.7
Northeast	97,258	104,024	+7.0	38,681	41,231	+6.6
Midwest	83,718	88,408	+5.6	33,909	33,830	-0.2
Foreign	32,814	36,834	+12.3	13,121	11,982	-8.7
Opportunity Mkts	24,760	26,782	+8.2	5,453	7,929	+45.4
<b>Total</b>	<b>633,700</b>	<b>666,300</b>	<b>+5.1</b>	<b>170,400</b>	<b>176,200</b>	<b>+3.4</b>

<b>Occupancy and ADR **</b>	<b>January</b>	<b>February</b>	<b>March</b>
Occupancy 2018	58.0%	76.0%	81.0%
Occupancy 2017 †	57.6	79.0	84.3
<b>Δ % Occ. ('17/'18)</b>	<b>+0.7%</b>	<b>-3.9%</b>	<b>-4.0%</b>
ADR 2018	\$184.31	\$203.49	\$295.50
ADR 2017 †	171.92	190.43	267.37
<b>Δ % ADR ('17/'18)</b>	<b>+7.2%</b>	<b>+6.9%</b>	<b>+10.5%</b>
RevPAR 2018	\$106.88	\$154.65	\$239.35
RevPAR 2017 †	99.05	150.52	225.48
<b>Δ % RevPAR ('17/'18)</b>	<b>+7.9%</b>	<b>+2.7%</b>	<b>+6.2%</b>

\*\* Source: Smith Travel Research; † 2017 Update



## First Quarter 2018 Top U.S. Feeder Markets

States of Origin: <i>Primary Markets</i>		2017	2018
1.	Florida	15.3%	14.5%
2.	Georgia	13.4	12.3
3.	New York/New Jersey	8.2	7.9
4.	North Carolina	5.0	5.5
5.	Pennsylvania	4.6	5.0

States of Origin: <i>Secondary Markets</i>		2017	2018
6.	South Carolina	4.7%	4.1%
7.	Ohio	4.5	4.3
8.	Virginia/D.C.	3.8	3.9
9.	Massachusetts	3.0	3.4
10.	Illinois	3.6	3.3
11.	Michigan	3.0	3.3

## First Quarter 2018 Top U.S. Feeder Markets

<b>DMA's: Primary Markets</b>		<b>2017</b>	<b>2018</b>
1.	<b>Atlanta</b>	6.8%	7.7%
2.	<b>Jacksonville</b>	7.9	7.2
3.	<b>New York/New Jersey</b>	6.4	6.1
4.	<b>Greater Orlando Area</b>	5.7	5.0
5.	<b>Boston</b>	4.0	3.7

<b>DMA's: Secondary Markets</b>		<b>2017</b>	<b>2018</b>
6.	<b>Philadelphia</b>	2.9%	3.0%
7.	<b>Chicago</b>	3.3	2.9
8.	<b>Charlotte</b>	--	2.8
9.	<b>Tampa/St. Petersburg</b>	3.0	2.7
10.	<b>Washington D.C.</b>	2.4	2.6
11.	<b>Detroit</b>	2.4	2.6

**Visitor Profile Metrics:**

<b>Length of Stay (Days)</b>	<b>2017</b> <i>n = 702</i>	<b>2018</b> <i>n = 672</i>	
In Amelia Island	3.9 days	3.8 days	↓

<b>Party Size</b>	<b>2017</b>	<b>2018</b>	
Number of People	2.7 people	2.8 people	↑

<b>Travel Party Composition</b> <i>(Multiple Response)</i>	<b>2017</b>	<b>2018</b>	
Couple	61.3%	59.8%	↓
Family	22.7	23.7	↑
Extended Family	8.9	6.9	↓
Group of Friends	8.1	6.3	↓
Single	6.8	5.2	↓

<b>Have Children or Young Adults In Immediate Travel Party</b>	<b>2017</b>	<b>2018</b>	
% Yes	17.9%	19.5%	↑

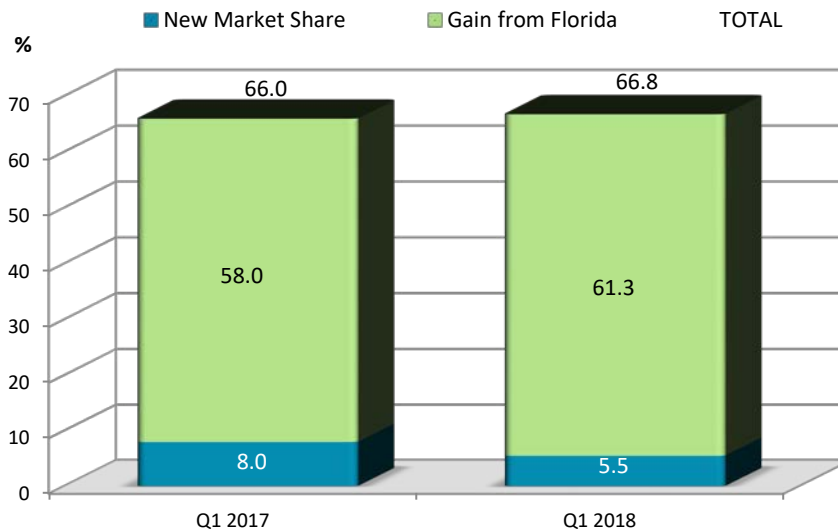
<b>Transportation Mode</b> <i>(Multiple Response)</i> <i>(Percentaged to the Base of All Respondents)</i>	<b>2017</b>	<b>2018</b>	
Personal Car/RV	73.3%	70.3%	↓
Plane	24.8	28.7	↑
Rental Car	19.1	23.6	↑

<b>Airport Deplaned</b> <i>(Base: Flew)</i>	<b>2017</b>	<b>2018</b>	
Jacksonville International	84.7%	86.9%	↑
Orlando International/Sanford	5.9	6.7	↑

Purpose of Trip (Multiple Response)	2017	2018	
Vacation	61.0%	59.7%	↓
A Getaway	24.2	26.1	↑
Visit with Friends/Relatives	12.9	13.5	↑
Business/Conference/Meeting	11.0	10.2	↓
Special Event/Festival	6.2	7.3	↑
Wedding/Honeymoon	5.6	3.5	↓

First Visit to (% yes)	2017	2018	
Amelia Island	66.0%	66.8%	↑
Florida	8.0	5.5	↓

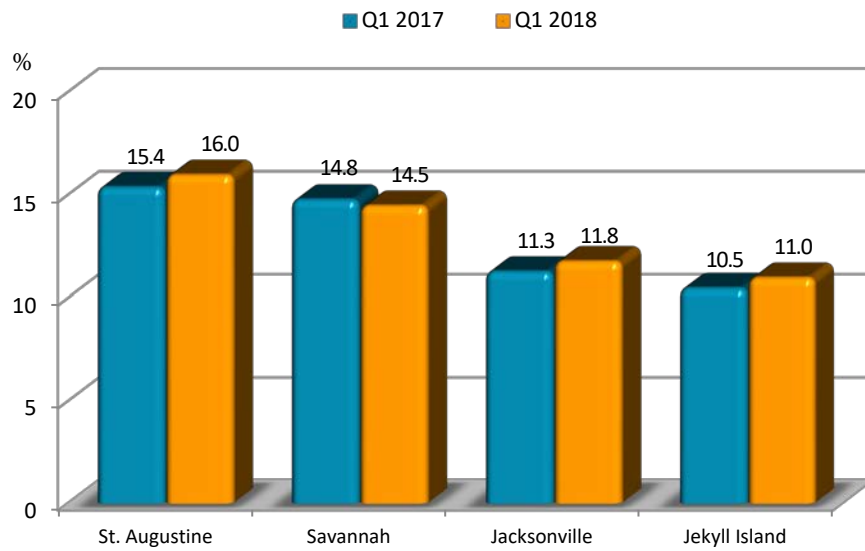
First Visit to Amelia Island (% Yes)



**Other Southeast Areas Considered for this Trip** (Open Ended Multiple Response)

	2017	2018	
Considered Only Amelia Island	43.9%	45.6%	↑
St. Augustine/Ponte Vedra	15.4	16.0	↑
Savannah	14.8	14.5	↓
Jacksonville Area	11.3	11.8	↑
Jekyll Island	10.5	11.0	↑
Orlando	10.7	10.0	↓
Hilton Head	9.0	8.8	↓
Florida Keys	9.2	7.9	↓

**Other Areas Considered (Top Four)**

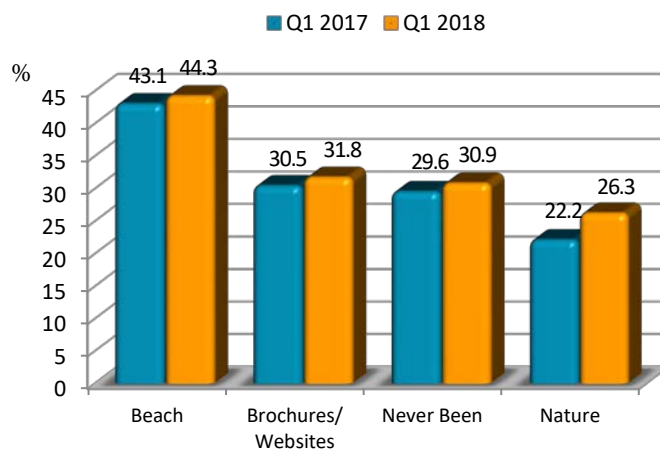




**Why Chose Amelia Island**  
(Multiple Response)

	2017	2018	
Beach	43.1%	44.3%	↑
Appealing Brochures/Websites	30.5	31.8	↑
Never Been/Try Something New	29.6	30.9	↑
Nature/Environment	22.2	26.3	↑
Recommendation	24.5	22.7	↓
Weather	21.4	22.0	↑
History	18.3	21.0	↑
Convenient Location	19.4	20.8	↑
Love/Like the Area	19.8	20.7	↑
Hotel/Accommodations	18.7	19.5	↑
Attractions	16.0	16.2	↑
Family Oriented Area	10.7	12.7	↑
On the Way/Enroute	14.0	12.4	↓
Previous Experience	9.2	11.5	↑
Visiting with Friends/Family	10.4	11.3	↑
Business/Meeting	12.7	11.1	↓
Event	6.1	9.3	↑
Fishing	7.8	8.7	↑
Golfing	7.3	6.6	↓

**Why Choose Amelia Island (Top Four)**



<b>Travel Planning Window</b>	<b>2017</b>	<b>2018</b>	
How Far in Advance Start Planning Trip	44.8 days	41.9 days	↓
How Far in Advance Book Reservations	29.3 days	27.0 days	↓

<b>Information Most Helpful to Visit</b> (Multiple Response)	<b>2017</b>	<b>2018</b>	
Internet	81.9%	81.6%	↓
Recommendation	29.2	30.5	↑
Print Media	21.6	23.9	↑
Hotel/Accommodations	24.2	21.7	↓
Previous Visit	22.1	21.5	↓
Maps	11.7	14.9	↑
Business/Conference/Meeting	12.4	9.9	↓
Family	10.9	9.2	↓
Special Event	6.2	7.0	↑

<b>Satisfaction with Amelia Island</b>	<b>2017</b>	<b>2018</b>	
Very Satisfied	81.4%	84.9%	↑
Satisfied	14.7	10.7	↓
Satisfaction Level (Combined)	<b>96.1%</b>	<b>95.6%</b>	↓

<b>Recommend Amelia Island to Friends/Relatives</b>	<b>2017</b>	<b>2018</b>	
% Yes	96.9%	96.7%	↓

<b>Plan to Return (% Yes)</b>	<b>2017</b>	<b>2018</b>	
To Local Area	87.9%	89.5%	↑

<b>Demographics</b>	<b>2017</b>	<b>2018</b>	
Average Age Head of Household (years)	50.3	49.5	↓
Median Annual Household Income	\$133,043	\$138,035	↑
% Household Income of \$100,000+	70.9%	73.6%	↑

<b>Seen/Read/Heard Amelia Island Information</b>	<b>2017</b>	<b>2018</b>	
% Yes	43.5%	45.7%	↑

<b>Influenced by Amelia Island Information</b>	<b>2017</b>	<b>2018</b>	
<i>(Base: Respondents Reporting Seen/Heard/Read)</i>	54.2%	52.3%	↓

<b>Avg. Party Budget Breakdown</b>	<b>2017</b>	<b>2018</b>	
Accommodations	\$753	\$796	↑
Restaurant Food/Beverage	463	487	↑
Grocery Store	64	62	↓
Admissions to Attractions	90	98	↑
Other Entertainment	96	106	↑
Retail Purchases	209	210	↑
Miscellaneous	300	323	↑

<b>Amelia Island Base Budget</b>	<b>2017</b>	<b>2018</b>	
Total	\$1,975	\$2,082	↑
Per Person/Stay	731	744	↑
Per Person/Day	188	196	↑

<b>Used Internet to Get Travel Information for this Trip</b>	<b>2017</b>	<b>2018</b>	
Yes	94.3%	93.3%	↓

<b>Booked Travel for this Trip on the Internet</b>	<b>2017</b>	<b>2018</b>	
Yes	74.7%	74.4%	↓

Activities Enjoyed (Multiple Response)	2017	2018	
Dining Out	84.3%	87.0%	↑
Historic Downtown	82.5	85.4	↑
Beach	69.8	73.3	↑
Walking on the Beach	63.4	67.8	↑
Relaxing	61.5	64.2	↑
Shopping	63.9	62.1	↓
Sight Seeing	38.8	42.5	↑
State Park	39.9	42.2	↑
Shelling	32.3	33.9	↑
Reading	27.0	27.9	↑
Wildlife/Environment	25.4	27.7	↑
Attractions	21.4	25.5	↑
Pool	21.3	23.9	↑
Bars/Nightlife	18.3	20.2	↑
Antiquing	20.2	19.3	↓
Art Galleries	17.0	17.3	↑
Exercising	14.8	16.6	↑
Visiting with Friends/Relatives	14.1	15.7	↑
Water Cruise	13.7	15.1	↑
Swimming	13.3	14.8	↑
Photography	14.2	14.8	↑
Farmers Market	11.8	13.3	↑
Bird Watching	13.3	13.0	↓
Golfing	8.7	7.0	↓
Fishing	5.5	6.9	↑

Attributes that Describe Amelia Island Well	2017	2018	
Good Food and Restaurants	76.3%	79.7%	↑
Beautiful Beaches	78.5	79.0	↑
Historic Downtown	77.6	78.3	↑
Safe Destination	75.0	73.3	↓
Clean Environment	72.8	70.8	↓
Family Friendly	59.8	63.2	↑
Upscale Accommodations	63.3	62.3	↓
Complete Relaxation	57.5	58.8	↑
A Romantic Place	53.2	52.4	↓
State Parks	39.0	40.5	↑
Good Value for the Money	41.8	38.2	↓
Activities for All Ages	21.5	22.3	↑
Good Fishing	9.1	9.9	↑
Good Golfing	10.6	9.6	↓
Art Galleries	7.3	8.0	↑
Good Water Sports	7.7	8.0	↑

Attributes that Describe Amelia Island Well (Top Five)

