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Amelia Island Calendar Year First Quarter 2019 (*Jan. – Mar.*) Visitor Profile Dashboard



Prepared for:

Amelia Island Tourist Development Council

Prepared by:

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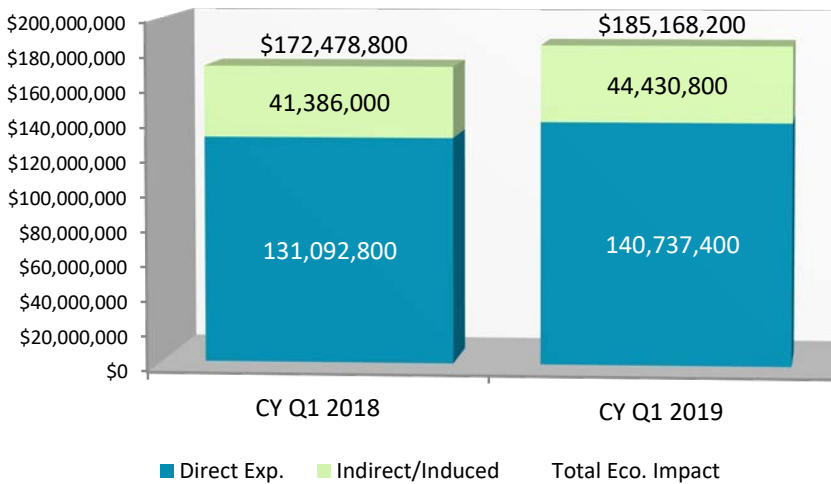
May 8, 2019



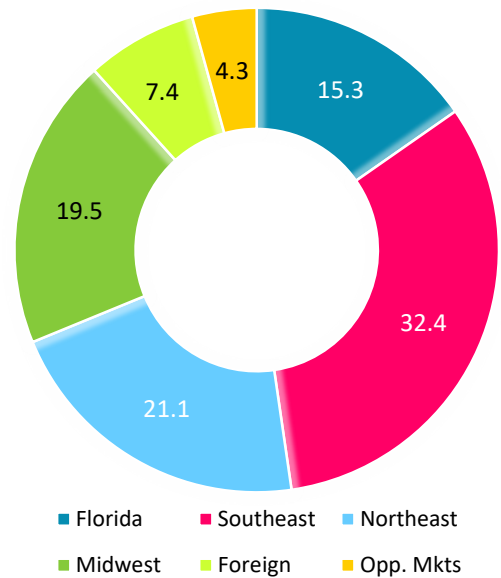
H/M/C/C* Visitor Stats	Calendar Year (Jan. - Dec.)			CY First Quarter (Jan. - Mar.)		
	CY 2017	CY 2018	% Δ '17/'18	2018	2019	% Δ '18/'19
Visitors (#)	666,300	690,100	+3.6	176,200	187,400	+6.4
Direct Exp. (\$)	\$485,030,700	\$515,443,100	+6.3	\$131,092,800	\$140,737,400	+7.4
Total Eco. Impact (\$)	\$638,154,900	\$678,168,500	<i>(k: 1.3157)</i>	\$172,478,800	\$185,168,200	<i>(k: 1.3157)</i>
Taxable Ldg. Collections	\$138,370,672	\$149,522,516	+8.1	\$34,593,849	\$37,931,699	+9.6

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

CY Q1 Economic Impact



CY Q1 2019 Visitor Origin Distribution (%)



Calendar Year (Jan. - Dec.)

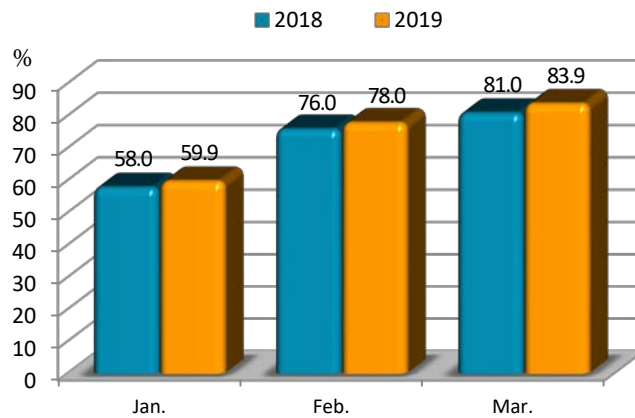
CY First Quarter (Jan. - Mar.)

Visitor Origins	Calendar Year (Jan. - Dec.)			CY First Quarter (Jan. - Mar.)		
	CY 2017	CY 2018	% Δ '17/'18	2018 # of Visitors	2019 # of Visitors	% Δ '18/'19
Florida	148,311	148,672	+0.2	25,549	28,672	+12.2
Southeast	261,941	273,872	+4.6	55,679	60,718	+9.1
Northeast	104,024	106,888	+2.8	41,231	39,541	-4.1
Midwest	88,408	93,457	+5.7	33,830	36,543	+8.0
Foreign	36,834	35,957	-2.4	11,982	13,868	+15.7
Opportunity Mkts	26,782	31,254	+16.7	7,929	8,058	+1.6
Total	666,300	690,100	+3.6	176,200	187,400	+6.4

Occupancy and ADR (STR)**	January	February	March
Occupancy 2019	59.9%	78.0%	83.9%
Occupancy 2018 †	58.0	76.0	81.0
Δ % Occ. ('18/'19)	+3.4%	+2.6%	+3.6%
ADR 2019	\$183.94	\$207.87	\$292.02
ADR 2018 †	184.31	204.60	296.32
Δ % ADR ('18/'19)	-0.2%	+1.6%	-1.5%
RevPAR 2019	\$110.25	\$162.05	\$244.92
RevPAR 2018 †	106.82	155.44	239.95
Δ % RevPAR ('18/'19)	+3.2%	+4.2%	+2.1%

** Source: Smith Travel Research; † 2018 Update

Occupancy (STR)



Room Rates (STR)

