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**Amelia Island Calendar Year
Second Quarter 2020 (Apr. – Jun.)
Visitor Profile Dashboard**



Prepared for:

Amelia Island Tourist Development Council

Prepared by:

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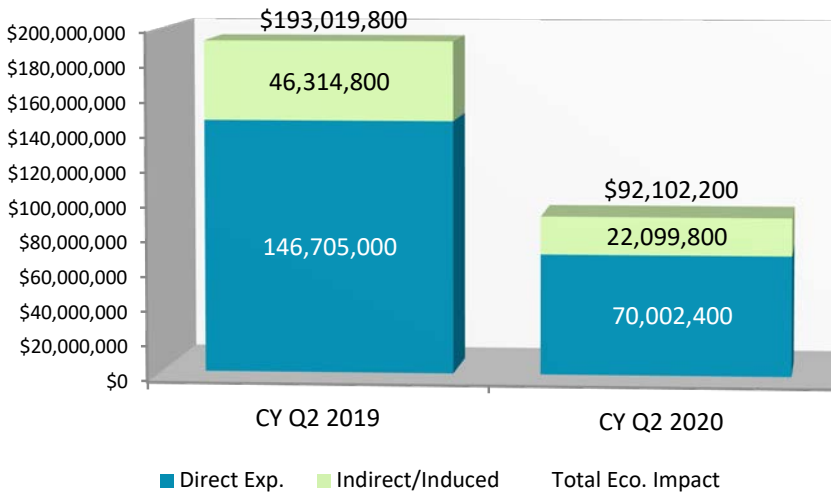
July 22, 2020



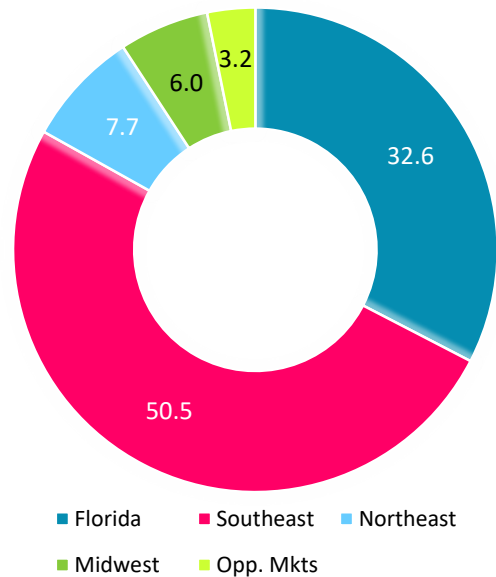
H/M/C/C* Visitor Stats	Fiscal Year-to-Date (Oct. - Jun.)			CY Second Quarter (Apr. - Jun.)		
	FYTD 2019	FYTD 2020	% Δ '19/'20	2019	2020	% Δ '19/'20
Visitors (#)	518,600	403,000	-22.3	185,000	101,600	-45.1
Direct Exp. (\$)	\$395,484,200	\$295,085,600	-25.4	\$146,705,000	\$70,002,400	-52.3
Total Eco. Impact (\$)	\$520,338,600	\$388,244,200	<i>(k: 1.3157)</i>	\$193,019,800	\$92,102,200	<i>(k: 1.3157)</i>

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

CY Q2 Economic Impact



CY Q2 2020 Visitor Origin Distribution (%)



Fiscal Year-to-Date (Oct. - Jun.)

CY Second Quarter (Apr. - Jun.)

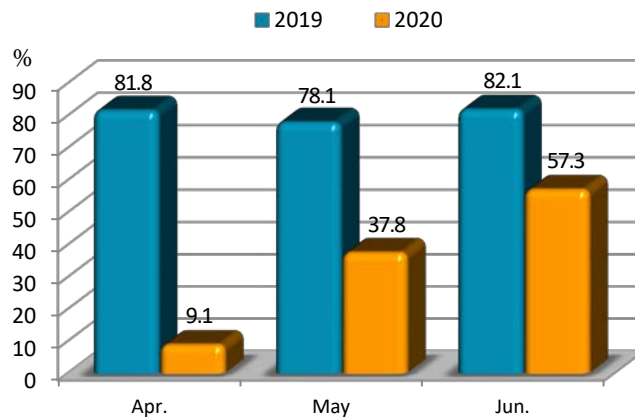
Visitor Origins	Fiscal Year-to-Date (Oct. - Jun.)			CY Second Quarter (Apr. - Jun.)		
	FYTD 2019	FYTD 2020	% Δ '19/'20	2019 # of Visitors	2020 # of Visitors	% Δ '19/'20
Florida	108,142	93,738	-13.3	42,920	33,122	-22.8
Southeast	191,608	162,303	-15.3	75,480	51,308	-32.0
Northeast	88,129	62,930	-28.6	28,120	7,823	-72.2
Midwest	78,868	53,351	-32.4	24,050	6,096	-74.7
Foreign *	27,945	13,547	-51.5	6,475	0	-100.0
Opportunity Mkts	23,908	17,131	-28.3	7,955	3,251	-59.1
Total	518,600	403,000	-22.3	185,000	101,600	-45.1

* Amelia Island's CY Q2 2020 foreign visitation was too small to measure.

Occupancy and ADR (STR)**	April	May	June
Occupancy 2020	9.1%	37.8%	57.3%
Occupancy 2019 †	81.8	78.1	82.1
Δ % Occ. ('19/'20)	-88.9%	-51.6%	-30.2%
ADR 2020	\$134.90	\$213.06	\$254.99
ADR 2019 †	278.83	263.83	268.50
Δ % ADR ('19/'20)	-51.6%	-19.2%	-5.0%
RevPAR 2020	\$12.25	\$80.55	\$146.03
RevPAR 2019 †	228.09	206.04	220.31
Δ % RevPAR ('19/'20)	-94.6	-60.9%	-33.7%

** Source: Smith Travel Research; † 2019 Update

Occupancy (STR)



Room Rates (STR)

