

**RESEARCH DATA SERVICES, INC.**

777 SOUTH HARBOUR ISLAND BOULEVARD • SUITE 260  
TAMPA, FLORIDA 33602  
TEL (813) 254-2975 • FAX (813) 223-2986

**Amelia Island Calendar Year  
Third Quarter 2018 (*Jul. – Sep.*)  
Visitor Profile Dashboard**



***Prepared for:***

Amelia Island Tourist Development Council

***Prepared by:***

Research Data Services, Inc.

**[Research@ResearchDataLLC.com](mailto:Research@ResearchDataLLC.com)**

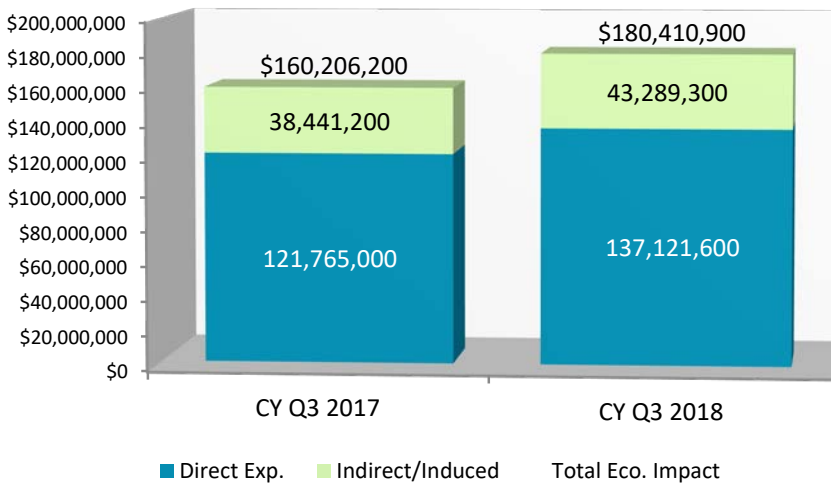
October 22, 2018



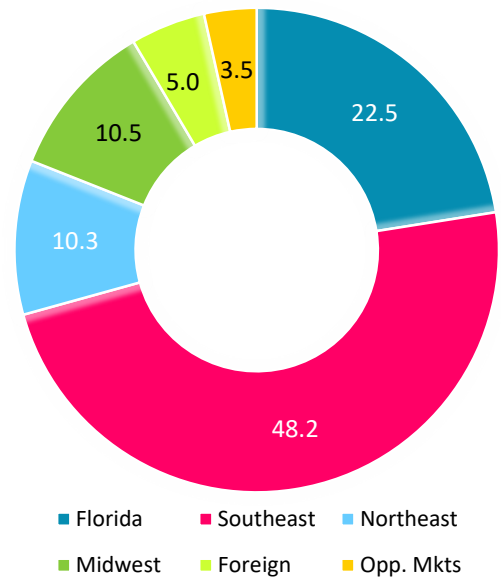
| H/M/C/C*<br>Visitor Stats     | Fiscal Year (Oct. - Sep.) |                      |                    | CY Third Quarter (Jul. - Sep.) |                      |                    |
|-------------------------------|---------------------------|----------------------|--------------------|--------------------------------|----------------------|--------------------|
|                               | FY 2017                   | FY 2018              | % Δ '17/'18        | 2017                           | 2018                 | % Δ '17/'18        |
| Visitors (#)                  | 652,100                   | 684,900              | +5.0               | 171,500                        | 184,800              | +7.8               |
| Direct Exp. (\$)              | \$473,578,300             | \$508,075,300        | +7.3               | \$121,765,000                  | \$137,121,600        | +12.6              |
| <b>Total Eco. Impact (\$)</b> | <b>\$623,086,900</b>      | <b>\$668,474,700</b> | <i>(k: 1.3157)</i> | <b>\$160,206,200</b>           | <b>\$180,410,900</b> | <i>(k: 1.3157)</i> |
| Taxable Ldg. Collections      | \$135,959,952             | n/a                  |                    | \$36,314,651                   | n/a                  |                    |

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

### CY Q3 Economic Impact



### CY Q3 2018 Visitor Origin Distribution (%)



### Fiscal Year (Oct. - Sep.)

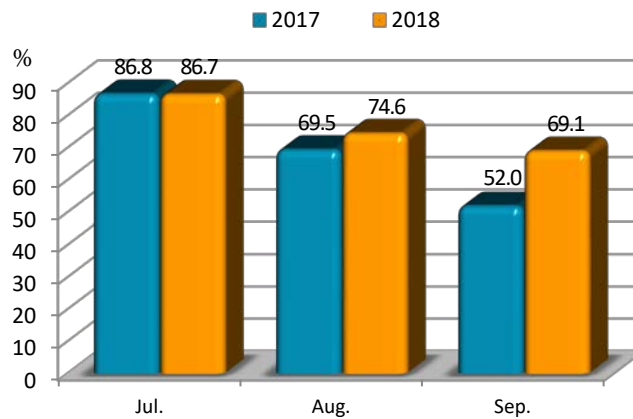
### CY Third Quarter (Jul. - Sep.)

| Visitor Origins  | Fiscal Year (Oct. - Sep.) |                |             | CY Third Quarter (Jul. - Sep.) |                    |             |
|------------------|---------------------------|----------------|-------------|--------------------------------|--------------------|-------------|
|                  | FY 2017                   | FY 2018        | % Δ '17/'18 | 2017 # of Visitors             | 2018 # of Visitors | % Δ '17/'18 |
| Florida          | 143,887                   | 148,500        | +3.2        | 41,846                         | 41,580             | -0.6        |
| Southeast        | 255,869                   | 271,196        | +6.0        | 79,748                         | 89,074             | +11.7       |
| Northeast        | 101,147                   | 107,429        | +6.2        | 19,208                         | 19,034             | -0.9        |
| Midwest          | 87,845                    | 92,102         | +4.8        | 16,121                         | 19,404             | +20.4       |
| Foreign          | 37,026                    | 35,264         | -4.8        | 8,918                          | 9,240              | +3.6        |
| Opportunity Mkts | 26,326                    | 30,409         | +15.5       | 5,659                          | 6,468              | +14.3       |
| <b>Total</b>     | <b>652,100</b>            | <b>684,900</b> | <b>+5.0</b> | <b>171,500</b>                 | <b>184,800</b>     | <b>+7.8</b> |

| <b>Occupancy and ADR (STR)**</b> | <b>July</b>  | <b>August</b> | <b>September</b> |
|----------------------------------|--------------|---------------|------------------|
| Occupancy 2018                   | 86.7%        | 74.6%         | 69.1%            |
| Occupancy 2017 †                 | 86.8         | 69.5          | 52.0             |
| <b>Δ % Occ. ('17/'18)</b>        | <b>-0.1%</b> | <b>+7.3%</b>  | <b>+32.8%</b>    |
| ADR 2018                         | \$265.07     | \$217.12      | \$217.41         |
| ADR 2017 †                       | 253.52       | 202.80        | 199.41           |
| <b>Δ % ADR ('17/'18)</b>         | <b>+4.6%</b> | <b>+7.1%</b>  | <b>+9.0%</b>     |
| RevPAR 2018                      | \$229.74     | \$162.01      | \$150.13         |
| RevPAR 2017 †                    | 220.01       | 141.04        | 103.68           |
| <b>Δ % RevPAR ('17/'18)</b>      | <b>+4.4%</b> | <b>+14.9%</b> | <b>+44.8%</b>    |

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

### Occupancy (STR)



### Room Rates (STR)

