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**Amelia Island Calendar Year  
Third Quarter 2020 (*Jul. – Sep.*)  
Visitor Profile Dashboard**



***Prepared for:***

Amelia Island Tourist Development Council

***Prepared by:***

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November 9, 2020

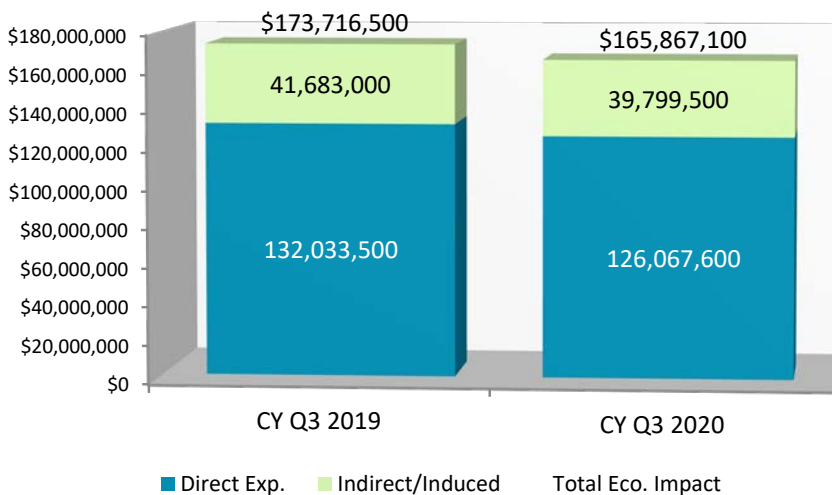


H/M/C/C* Visitor Stats	Fiscal Year (Oct. - Sep.)			CY Third Quarter (Jul. - Sep.)**		
	FY 2019	FY 2020	% Δ '19/'20	2019	2020	% Δ '19/'20
Visitors (#)	692,100	566,300	-18.2	173,500	163,300	-5.9
Direct Exp. (\$)	\$527,517,700	\$421,153,200	-20.2	\$132,033,500	\$126,067,600	-4.5
<b>Total Eco. Impact (\$)</b>	<b>\$694,055,100</b>	<b>\$554,111,300</b>	<i>(k: 1.3157)</i>	<b>\$173,716,500</b>	<b>\$165,867,100</b>	<i>(k: 1.3157)</i>

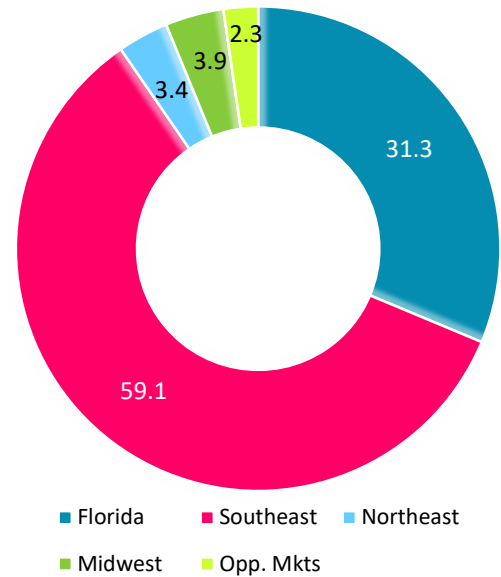
\* Visitors staying in commercial lodging subject to the resort tax (hotel/motel/condo, etc.)

\*\* Third Quarter 2019 tourism was significantly impacted by the threat of Hurricane Dorian somewhat mitigating COVID-19 impacts reported in the Third Quarter of 2020.

### CY Q3 Economic Impact



### CY Q3 2020 Visitor Origin Distribution (%)



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

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

Visitor Origins	Fiscal Year (Oct. - Sep.)			CY Third Quarter (Jul. - Sep.)		
	FY 2019	FY 2020	% Δ '19/'20	2019 # of Visitors	2020 # of Visitors	% Δ '19/'20
Florida	149,088	144,851	-2.8	40,946	51,113	+24.8
Southeast	273,153	258,813	-5.2	81,545	96,510	+18.4
Northeast	105,653	68,482	-35.2	17,524	5,552	-68.3
Midwest	96,045	59,720	-37.8	17,177	6,369	-62.9
Foreign *	37,834	13,547	-64.2	9,889	0	-100.0
Opportunity Mkts	30,327	20,887	-31.1	6,419	3,756	-41.5
<b>Total</b>	<b>692,100</b>	<b>566,300</b>	<b>-18.2</b>	<b>173,500</b>	<b>163,300</b>	<b>-5.9</b>

\* Amelia Island's CY Q3 2020 foreign visitation was too small to measure.

Occupancy and ADR (STR) **	July	August	September
Occupancy 2020	57.3%	47.8%	49.6%
Occupancy 2019 †	83.8	64.2	54.4
Δ % Occ. ('19/'20)	-31.6%	-25.4%	-8.8%
ADR 2020	\$259.41	\$221.17	\$218.08
ADR 2019 †	275.82	221.52	202.09
Δ % ADR ('19/'20)	-6.0%	-0.2%	+7.9%
RevPAR 2020	\$148.75	\$105.83	\$108.26
RevPAR 2019 †	231.11	142.14	110.01
Δ % RevPAR ('19/'20)	-35.6	-25.5%	-1.6%

\*\* Source: Smith Travel Research; † 2019 Update

