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Amelia Island
Second Quarter 2017 (*Apr. – Jun.*)
Visitor Profile Dashboard



Prepared for:

Amelia Island Tourist Development Council

Prepared by:

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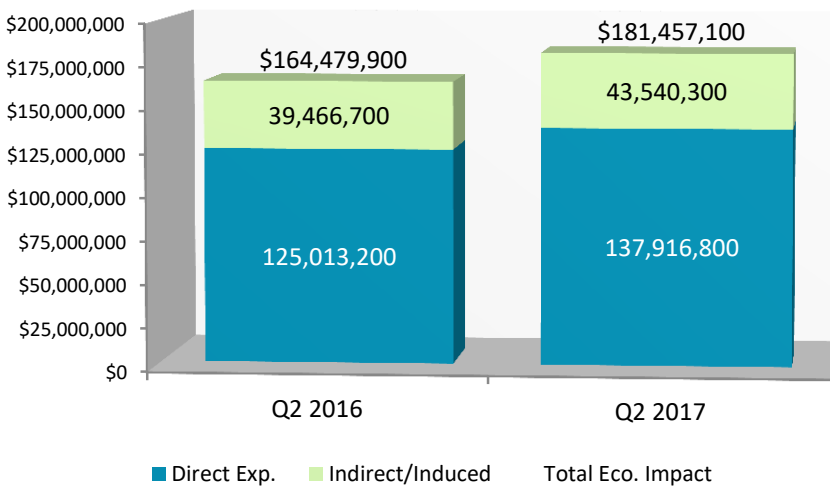
July 24, 2017



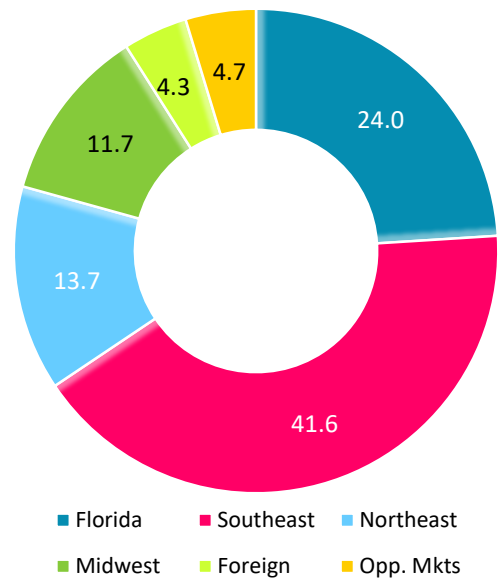
H/M/C/C* Visitor Stats	Fiscal Year-to-Date (Oct. – Jun.)			Second Quarter (Apr. – Jun.)		
	FYTD 2016	FYTD 2017	% Δ '16/'17	2016	2017	% Δ '16/'17
Visitors (#)	455,600	480,600	+5.5	165,800	183,400	+10.6
Direct Exp. (\$)	\$328,809,800	\$351,813,300	+7.0	\$125,013,200	\$137,916,800	+10.3
Total Eco. Impact (\$)	\$432,615,100	\$462,880,700	<i>(k: 1.3157)</i>	\$164,479,900	\$181,457,100	<i>(k: 1.3157)</i>

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

Q2 Economic Impact



Q2 2017 Visitor Origin Distribution (%)



Fiscal Year-to-Date (Oct. – Jun.)

Second Quarter (Apr. – Jun.)

Visitor Origins	Fiscal Year-to-Date (Oct. – Jun.)			Second Quarter (Apr. – Jun.)		
	FYTD 2016	FYTD 2017	% Δ '16/'17	2016 # of Visitors	2017 # of Visitors	% Δ '16/'17
Florida	95,856	102,041	+6.5	38,300	44,016	+14.9
Southeast	172,501	176,121	+2.1	70,631	76,294	+8.0
Northeast	76,684	81,939	+6.9	24,538	25,126	+2.4
Midwest	66,634	71,724	+7.6	18,570	21,458	+15.6
Foreign	23,721	28,108	+18.5	6,300	7,886	+25.2
Opportunity Mkts	20,204	20,667	+2.3	7,461	8,620	+15.5
Total	455,600	480,600	+5.5	165,800	183,400	+10.6

Occupancy and ADR **	April	May	June
Occupancy 2017	86.4%	79.1%	85.7%
Occupancy 2016 †	78.8	74.8	82.0
Δ % Occ. ('16/'17)	+9.7%	+5.7%	+4.6%
ADR 2017	\$263.22	\$245.30	\$247.27
ADR 2016 †	258.44	238.69	244.87
Δ % ADR ('16/'17)	+1.8%	+2.8%	+1.0%
RevPAR 2017	\$227.38	\$194.05	\$212.02
RevPAR 2016 †	203.59	178.58	200.73
Δ % RevPAR ('16/'17)	+11.7%	+8.7%	+5.6%

** Source: Smith Travel Research; † 2016 Update

