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**Amelia Island Calendar Year
Third Quarter 2017 (Jul. – Sept.)
Visitor Profile Dashboard**



Prepared for:

Amelia Island Tourist Development Council

Prepared by:

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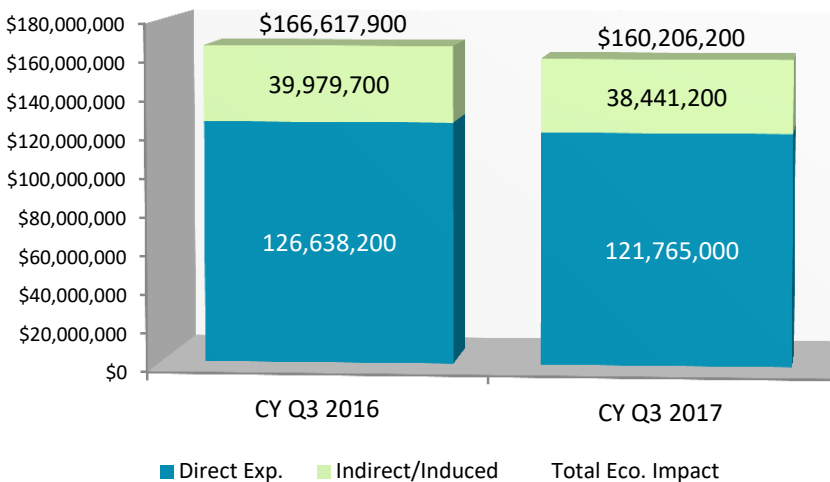
November 7, 2017



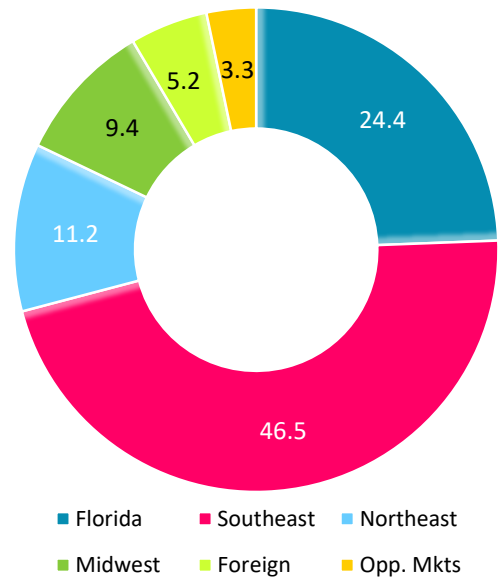
H/M/C/C* Visitor Stats	Fiscal Year (Oct. – Sept.)			CY Third Quarter (Jul. – Sept.)		
	FY 2016	FY 2017	% Δ '16/'17	2016	2017	% Δ '16/'17
Visitors (#)	639,400	652,100	+2.0	183,800	171,500	-6.7
Direct Exp. (\$)	\$455,448,000	\$473,578,300	+4.0	\$126,638,200	\$121,765,000	-3.8
Total Eco. Impact (\$)	\$599,233,000	\$623,086,900	<i>(k: 1.3157)</i>	\$166,617,900	\$160,206,200	<i>(k: 1.3157)</i>
Taxable Ldg. Collections	\$133,440,316	\$135,705,610	+1.7	\$38,247,474	\$36,060,309	-5.7

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

CY Q3 Economic Impact



CY Q3 2017 Visitor Origin Distribution (%)



Fiscal Year (Oct. – Sept.)

CY Third Quarter (Jul. – Sept.)

Visitor Origins	Fiscal Year (Oct. – Sept.)			CY Third Quarter (Jul. – Sept.)		
	FY 2016	FY 2017	% Δ '16/'17	2016 # of Visitors	2017 # of Visitors	% Δ '16/'17
Florida	137,395	143,887	+4.7	41,539	41,846	+0.7
Southeast	262,747	255,869	-2.6	90,246	79,748	-11.6
Northeast	96,351	101,147	+5.0	19,667	19,208	-2.3
Midwest	85,381	87,845	+2.9	18,747	16,121	-14.0
Foreign	31,808	37,026	+16.4	8,087	8,918	+10.3
Opportunity Mkts	25,718	26,326	+2.4	5,514	5,659	+2.6
Total	639,400	652,100	+2.0	183,800	171,500	-6.7

Occupancy and ADR **	July	August	September
Occupancy 2017	86.8%	69.5%	52.0%
Occupancy 2016 †	87.8	73.5	72.9
Δ % Occ. ('16/'17)	-1.2%	-5.4%	-28.7%
ADR 2017	\$254.71	\$203.61	\$199.47
ADR 2016 †	243.70	196.53	204.76
Δ % ADR ('16/'17)	+4.5%	+3.6%	-2.6%
RevPAR 2017	\$221.06	\$141.60	\$103.73
RevPAR 2016 †	214.02	144.45	149.37
Δ % RevPAR ('16/'17)	+3.3%	-2.0%	-30.6%

** Source: Smith Travel Research; † 2016 Update

