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Amelia Island
Calendar Year 2015 Visitor Profile
(January – December)

Prepared for:

Amelia Island Tourist Development Council

Prepared by:

Research Data Services, Inc.

www.ResearchDataLLC.com

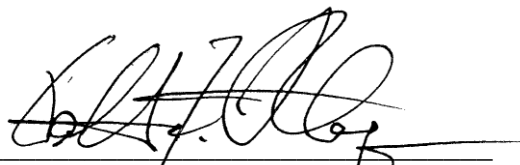
February 2016

Amelia Island: Calendar Year 2015 Visitor Profile

Certification

RESEARCH DATA SERVICES, INC. hereby certifies that, except as otherwise noted in this report:

1. We have no present or contemplated future interest in the project that is the subject of this study.
2. We have no personal interest or bias with respect to the subject matter of this report or the parties involved.
3. To the best of our knowledge and belief, the statements of fact contained in this report, upon which analyses, opinions, and conclusions expressed herein are based, are true and correct.
4. This report sets forth all of the limiting conditions (imposed by the terms of our assignment or by the undersigned) affecting the analyses, opinions, and conclusions contained in this report.
5. The underlying assumptions are based on present circumstances and information currently available.
6. Because circumstances may change and unanticipated events may occur subsequent to the date of this report, the reader must evaluate the assumptions and rationale of this report in light of the circumstances then prevailing. The terms of this engagement are such that we have no obligation to revise this report or the included projections to reflect events or conditions which occur subsequent to the completion of our fieldwork.



Walter J. Klages, Ph.D., President

February 16, 2016

Date

Amelia Island: Calendar Year 2015 Visitor Profile

Estimated Visitor Metrics

Visitor Statistics	<i>Quarter 1 (Jan. - Mar. '15)</i>	<i>Quarter 2 (Apr. - Jun. '15)</i>	<i>Quarter 3 (Jul. - Sep. '15)</i>	<i>Quarter 4 (Oct. - Dec. '15)</i>	Calendar Year 2014	Calendar Year 2015	% Δ 2014-2015
H/M/C/C Visitors (#)	150,100	162,500	173,100	132,500	574,400	618,200	+7.6%
Direct Expenditures (\$)	\$103,977,300	\$119,925,000	\$119,612,100	\$89,628,300	\$391,386,800	\$433,142,700	+10.7%
Total Economic Impact	\$136,802,900	\$157,785,300	\$157,373,600	\$117,924,000	\$514,947,500	\$569,885,800	+10.7%

Estimated Visitor Origins: Number of Visitors by Region

H/M/C/C Visitor Origins	<i>Quarter 1 (Jan. - Mar. '15)</i>	<i>Quarter 2 (Apr. - Jun. '15)</i>	<i>Quarter 3 (Jul. - Sep. '15)</i>	<i>Quarter 4 (Oct. - Dec. '15)</i>	Calendar Year 2014	Calendar Year 2015	% Δ 2014-2015
Florida	22,965	37,375	38,774	32,860	116,031	131,974	+13.7%
Southeast	47,282	70,363	83,781	50,748	241,035	252,174	+4.6%
Northeast	31,971	25,025	17,829	17,225	86,268	92,050	+6.7%
Midwest	30,921	17,225	19,387	18,020	81,405	85,553	+5.1%
Foreign	11,708	4,875	6,924	6,095	25,377	29,602	+16.6%
Markets of Opp.	5,253	7,637	6,405	7,552	24,284	26,847	+10.6%
Total	150,100	162,500	173,100	132,500	574,400	618,200	+7.6%

Amelia Island: Calendar Year 2015 Visitor Profile

Occupancy and ADR Data

	Quarter 1			Quarter 2			Quarter 3			Quarter 4			Calendar Year 2015	% Δ '14-'15
	Jan. '15	Feb. '15	Mar. '15	Apr. '15	May '15	Jun. '15	Jul. '15	Aug. '15	Sep. '15	Oct. '15	Nov. '15	Dec. '15		
Occ. (%)	56.0	76.4	79.1	77.8	75.5	82.9	86.2	72.3	67.2	62.6	62.7	56.4	71.2	+3.9%
ADR	\$167.80	\$168.94	\$252.09	\$258.63	\$237.46	\$239.50	\$242.17	\$203.62	\$197.86	\$213.31	\$182.69	\$165.54	\$214.53	+5.3%
RevPAR	\$93.97	\$129.09	\$199.51	\$201.34	\$179.33	\$198.60	\$208.82	\$147.23	\$132.99	\$133.57	\$114.64	\$93.38	\$152.80	+9.4%

Amelia Island: Calendar Year 2015 Visitor Profile

Visitor Profile

	Quarter 1 <i>Jan. - Mar. '15</i>	Quarter 2 <i>Apr. - Jun. '15</i>	Quarter 3 <i>Jul. - Sep. '15</i>	Quarter 4 <i>Oct. - Dec. '15</i>	Calendar Year 2015
Length of Stay (Days)					
In Amelia Island	4.0	4.7	4.3	3.9	4.2
Party Size					
Number of People	2.6	3.0	2.9	2.4	2.7
Party Composition (Multiple Response)					
Family	24.7	34.6	38.3	21.9	29.9
Couple	60.1	49.4	45.9	62.2	54.4
Single	7.3	4.3	5.8	8.9	6.6
Extended Family	8.6	11.9	6.1	6.9	8.4
Group of Friends	4.0	7.0	5.3	6.4	5.7
Have Children or Young Adults in Immediate Travel Party					
% Yes	19.1	30.1	32.8	17.1	24.8
Transportation <i>(Percentaged to the Base of All Resp.)</i>					
Personal Car/RV	74.2	67.9	79.3	69.3	72.7
Plane	25.5	28.6	19.4	29.2	25.7
Rental Car	20.5	22.4	17.2	27.0	21.8
Airport Deplaned (Base: Flew)					
Jacksonville Int'l	81.7	84.5	82.6	86.9	83.9
Orlando Int'l/Sanford	9.1	8.7	8.7	7.1	8.4
Purpose of Trip (Multiple Response)					
Vacation	57.1	68.7	63.0	48.3	59.3
A Getaway	29.9	17.3	22.3	29.9	24.9
Business/Meeting/Conference	12.5	8.8	15.4	16.0	13.2
Friends/Relatives	10.6	12.7	7.5	11.3	10.5
Wedding/Honeymoon	4.7	5.7	5.6	6.8	5.7
Special Event/Festival	7.5	8.4	7.3	9.4	8.2

Amelia Island: Calendar Year 2015 Visitor Profile

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First Visit to (% yes)					
Amelia Island	62.9	54.3	48.5	55.1	55.2
Florida	5.0	6.1	6.7	5.8	5.9
Other Areas in FL Considered for Trip <i>(Open Ended Multiple Response)</i>					
None, Only Amelia Island	51.3	48.6	46.9	56.4	50.8
St. Augustine/Ponte Vedra	15.0	19.6	23.0	21.6	19.8
Savannah	11.3	13.4	13.7	12.9	12.8
Orlando	11.9	7.8	12.9	7.0	9.9
Hilton Head	10.2	7.6	12.4	8.8	9.8
Jacksonville	12.0	9.4	11.8	10.0	10.8
Jekyll Island	7.6	9.9	12.8	9.4	9.9
Why Chose Amelia Island <i>(Multiple Response)</i>					
Beach	37.9	53.9	54.1	48.8	48.7
Previous Experience	14.4	12.3	18.1	16.1	15.2
Love/Like the Area	23.6	20.6	20.9	15.5	20.2
Never Been/Try Something New	29.6	32.5	27.0	30.9	30.0
Hotel/Accommodations	15.4	27.1	26.5	25.1	23.5
Recommendation	21.7	28.5	17.6	21.1	22.2
Convenient Location	22.0	18.6	13.8	15.2	17.4
Appealing Brochures/Websites	30.3	21.4	25.3	28.0	26.3
Nature/Environment	17.4	24.2	20.3	20.4	20.6
Family Oriented Area	11.4	17.1	24.9	11.5	16.2
Business/Meeting	14.9	9.2	9.7	15.8	12.4
Visiting with Friends/Family	8.8	13.4	8.5	14.6	11.3
History	19.7	19.9	15.3	10.9	16.5
Weather	21.2	22.1	14.6	21.0	19.7
Event	N/A	10.0	8.7	9.9	9.5
Attractions	15.9	16.4	10.7	9.5	13.1
Travel Planning Window (Days)					
How Far in Advance Start Planning Trip	48.5	56.0	50.7	47.0	50.6
How Far in Advance Book Reservations	34.4	38.0	34.4	29.8	34.2

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Information Most Helpful to Visit <i>(Open Ended Multiple Response)</i>					
Internet	77.6	86.0	78.3	72.8	78.7
Previous Visit	29.4	33.9	27.1	28.0	29.6
Recommendation	26.5	37.0	31.4	23.4	29.6
Family	9.5	9.2	16.3	14.5	12.4
Hotel/Accommodations	25.2	24.7	28.2	23.0	25.3
Print Media	21.0	20.2	11.7	18.9	18.0
Business/Conference/Meeting	13.6	7.0	7.9	15.8	11.1
Maps	8.4	8.5	17.0	8.9	10.7
Special Event	6.9	10.8	8.5	7.6	8.5
Satisfaction with Amelia Island					
Very Satisfied	81.1	81.8	84.7	86.1	83.4
Satisfied	17.7	15.3	13.2	11.6	14.5
Satisfaction Level <i>(Very Satisfied + Satisfied)</i>	98.8	97.1	97.9	97.7	97.9
Recommend Amelia Island to Friends/Relatives					
% Yes	95.1	97.6	96.0	96.7	96.4
Plan to Return <i>(% yes)</i>					
To Local Area	85.4	84.4	91.3	88.2	87.3
Demographics					
Average Age Head of HH (yrs)	52.0	49.3	48.0	52.6	50.5
Median Annual HH Income	\$127,543	\$124,128	\$137,819	\$126,438	\$128,982
Seen/Read/Heard Amelia Island Message					
% Yes	42.0	41.3	46.6	46.4	44.1
Influenced by Amelia Island Message <i>(Base: Seen/Read/Heard Area Message)</i>					
% Yes	48.2	54.1	50.2	57.3	52.5

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Avg. Party Budget Breakdown					
Accommodations	\$718	\$998	\$922	\$740	\$845
Restaurant Food/Beverage	\$429	\$476	\$453	\$373	\$433
Grocery Store	\$73	\$72	\$80	\$50	\$69
Admissions to Attractions	\$73	\$67	\$55	\$63	\$65
Other Entertainment	\$74	\$90	\$116	\$102	\$95
Retail Purchases	\$172	\$231	\$211	\$149	\$191
Miscellaneous	\$262	\$281	\$166	\$146	\$214
Average Party Budget Breakdown					
Total	\$1,801	\$2,215	\$2,003	\$1,623	\$1,911
Per Person/Trip	\$693	\$738	\$691	\$676	\$700
Per Person/Day	\$173	\$157	\$161	\$173	\$166
Use Internet to Obtain Travel Information					
% Yes	92.2	92.6	93.3	92.0	92.5
Book Travel Reservations For Trip Online					
<i>(Base: Resp. who Obtain Travel Info. Online)</i>					
% Yes	65.1	65.8	66.4	62.1	64.9

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Activities Enjoyed in Area					
<i>(Open Ended Multiple Response)</i>					
Beach	66.3	83.1	83.7	72.4	76.4
Dining Out	85.5	82.7	78.1	78.4	81.2
Historic Downtown	80.1	88.3	64.3	76.2	77.2
Walking on the Beach	57.6	67.7	67.0	54.2	61.6
Relaxing	57.4	68.7	70.8	59.6	64.1
Shopping	56.0	58.7	63.5	60.5	59.7
Sight-Seeing	39.0	46.9	39.3	36.4	40.4
Pool	19.8	41.7	40.1	23.3	31.2
Shelling	29.1	35.1	37.8	25.7	31.9
Reading	30.8	32.4	31.2	31.1	31.4
Swimming	11.6	37.2	29.0	19.0	24.2
State Parks	40.1	36.8	31.6	22.7	32.8
Wildlife/Environment	28.2	25.6	22.5	18.4	23.7
Visiting with Friends/Relatives	16.2	10.7	12.3	16.1	13.8
Bars/Nightlife	13.0	18.5	19.6	14.8	16.5
Art Galleries	19.1	14.8	13.5	15.2	15.7
Antiquing	19.7	20.5	18.0	15.5	18.4
Exercising	16.0	15.5	13.8	10.0	13.8
Golfing	8.2	8.5	10.7	6.7	8.5
Water Cruise	11.7	13.9	11.1	12.7	12.4
Fishing	6.6	6.6	9.0	7.4	7.4
Farmers Market	13.7	8.9	10.1	10.4	10.8

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<i>Amelia Island Attributes</i>					
Clean Environment	71.8	72.6	85.7	89.2	79.8
Beautiful Beaches	75.8	80.0	84.2	75.0	78.8
Safe Destination	76.5	68.4	82.9	80.8	77.2
Family Friendly	53.6	62.4	81.2	56.9	63.5
Complete Relaxation	52.3	61.4	71.0	65.1	62.5
Good Food & Restaurants	75.7	71.3	75.7	81.4	76.0
Historic Downtown	77.0	75.4	65.7	71.7	72.5
Upscale Accommodations	62.3	51.7	71.8	60.4	61.6
Good Value for the Money	39.4	45.5	57.4	46.8	47.3
A Romantic Place	51.9	50.3	55.2	60.3	54.4
Activities for All Ages	20.1	22.8	52.4	26.4	30.4
State Parks	40.9	36.4	36.7	33.8	37.0
Good Golfing	10.0	9.2	17.7	10.4	11.8
Good Water Sports	6.2	13.3	8.8	7.7	9.0
Good Fishing	8.6	9.5	9.6	10.1	9.5
Art Galleries	6.8	10.7	15.8	16.1	12.4