

# Analysis (CY 2018)

- Based on **2,649** surveys with Amelia Island commercial lodgings (H/M/C) visitors.
- Standard Error:  **$\pm 1.9\%$** ; Level of Confidence: **95%**.

# How Important are Beach Visitors to Amelia Island?

- **51.8%** of Amelia Island's overnight visitors are drawn to the destination by its pristine, uncrowded beaches.
- For purposes of this presentation, they are referred to as **“BEACHERS.”**

# Beachers

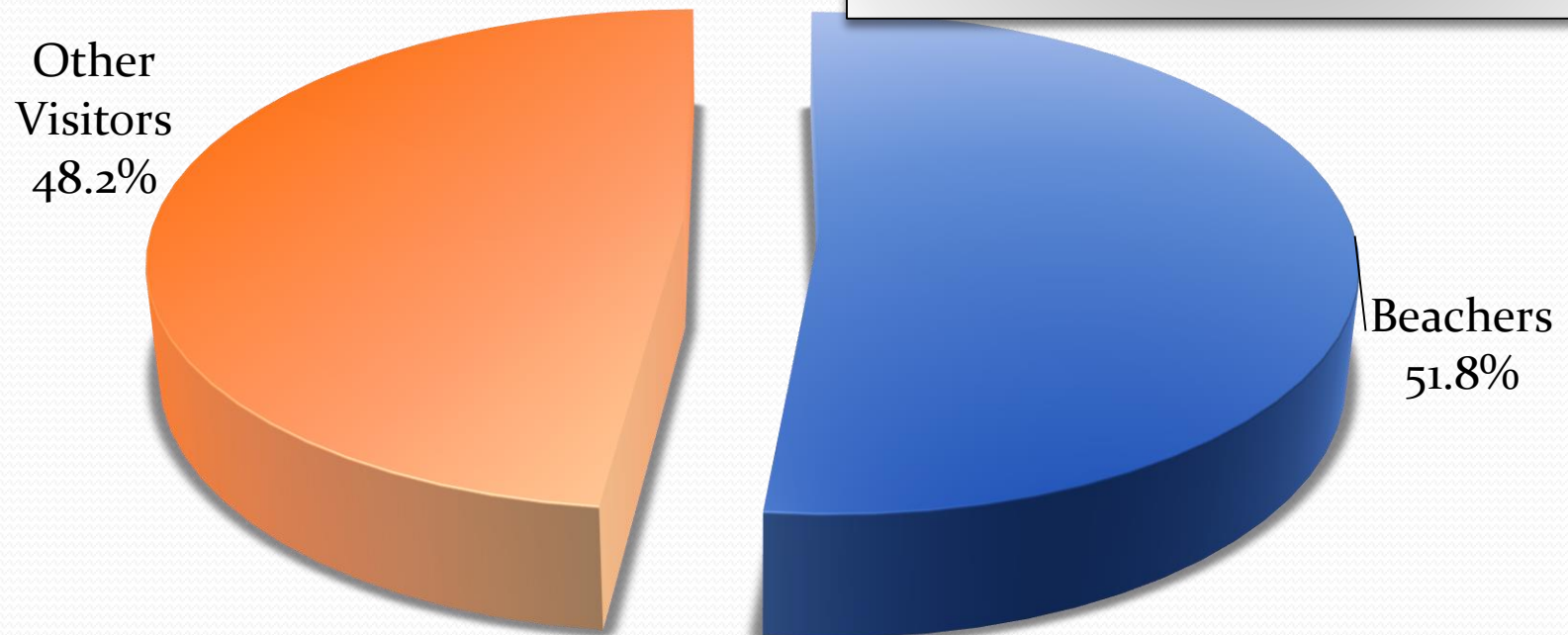
**Total Overnight Amelia  
Commercial Lodging Visitors:**

**CY 2018: 690,100**

**Estimated “Beacher”**

**Commercial Lodging Visitors:**

**CY 2018: 357,500**



# Significance of Beaches on Amelia Island's Economy

Direct Beacher  
Visitor Spending

• \$297,929,800

Total Economic  
Impact

• \$391,986,200

State and Local  
Taxes Paid

• \$18,769,600

# On an Average Day, Beachers' Spending Generates:

## Average Daily Impact

New Dollars Injected  
into the Economy

\$816,200

State and Local  
Sales Taxes

\$51,400

# Impact on Nassau Residents

- Each Nassau household pays **\$609** less in state and local taxes because of Beacher visitor spending in the County.

# Beachers' Visitor Profile

Party Size

- 2.9 people

Length of Stay

- 4.6 days