

Amelia Island CVB

Economic Impact of Dining Month 2024

September 1st – 30th, 2024





Methodology

- The metrics in this report were based on data from the following sources:
 - Intercept interviews conducted by Downs & St. Germain Research with 24 Amelia Island visitors who participated in Dining Month during their stay
 - 61 individuals who completed the online Dining Month survey
 - Typical visitor spending data in Amelia Island from FY2024
- The attendance estimate used for this study (1,579) was the number of prix-fixe meals sold across restaurants during Dining Month as provided by the Amelia Island CVB. These individuals will be referred to as Dining Month participants throughout the report.
- The Economic Impact multiplier used for this study (1.40) was calculated using IMPLAN's econometric modeling software based on Amelia Island visitor spending patterns in FY2024.



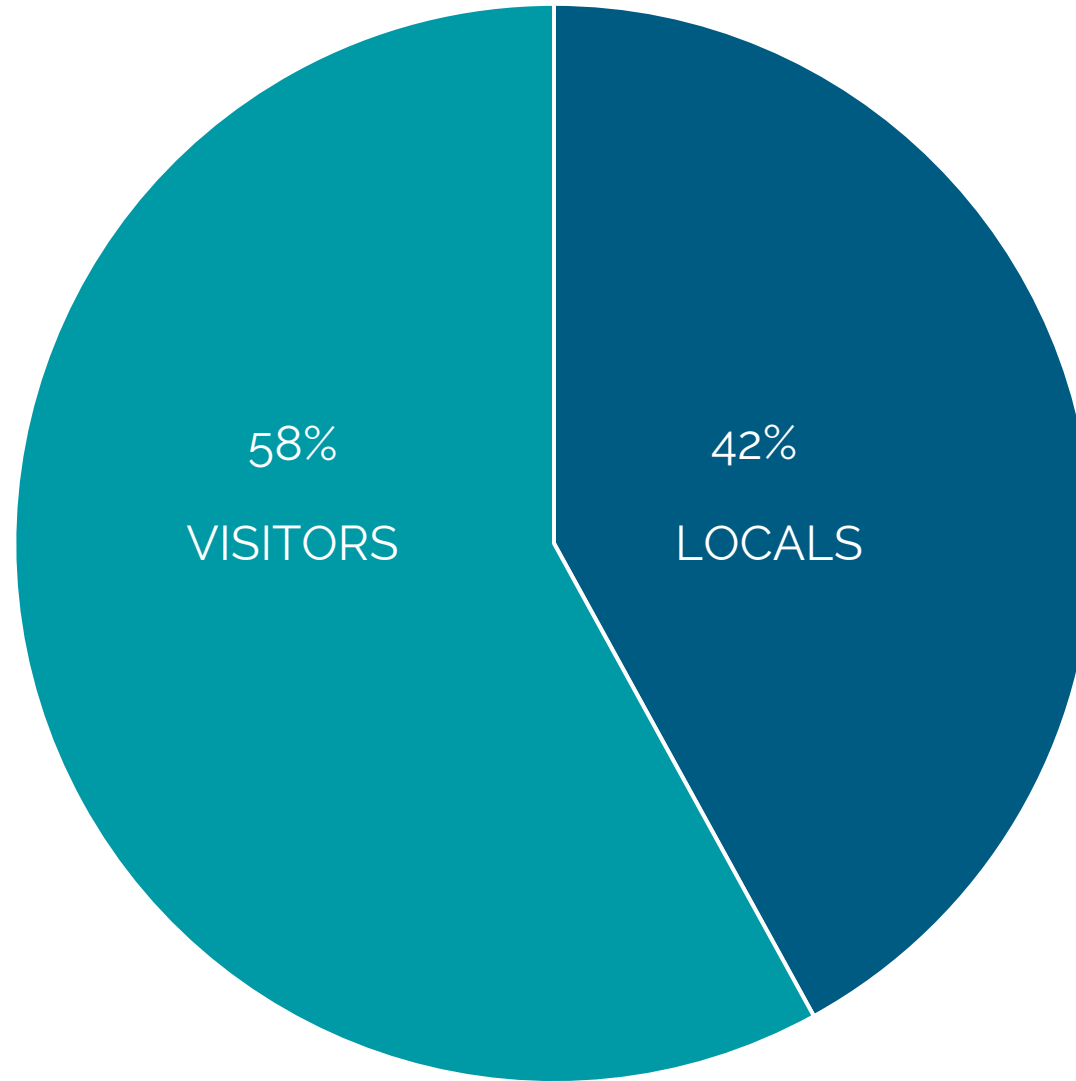
Scope of Report

In using the number of prix-fixe menus sold across Dining Month as the estimated number of event attendees, this report focuses only on the economic impact of the *known* number of individuals who participated in Dining Month.

As the Dining Month marketing campaign aimed to attract visitors to Amelia Island broadly, not only during Dining Month, a number of visitors may have come to the area after seeing Dining Month advertising but either did not order a prix-fixe menu or visited after the month ended. Therefore, this report is not a measure of the success of the Dining Month marketing campaign as a whole.

Given these factors, the metrics in this report are conservative estimates of the economic impact of Dining Month for the Amelia Island area.

Dining Month Participants - Visitors vs. Locals



Out-of-County Visitors

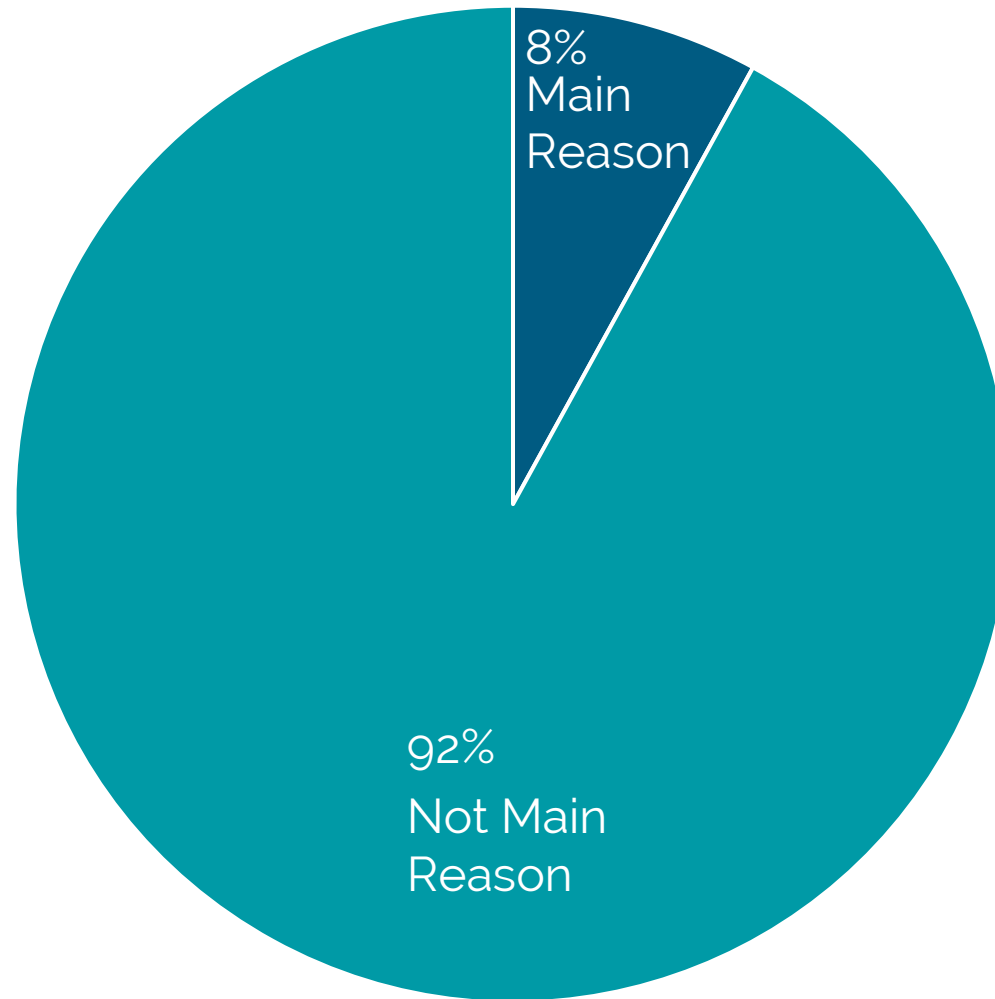
910

Including overnight visitors and day trippers, there were 910 individuals* from outside Nassau County who participated in Dining Month.

*An attendance figure of 1,579 attendees, based on the 1,579 prix-fixe menus sold across Dining Month as reported by the Amelia Island CVB, was used for this report.

Main Reason for Visiting*

Was Dining Month your main reason for coming to the area?



*Out of all out-of-county Dining Month participants.

280

Dining Month generated 280 room nights¹
in hotels, motels, and vacation rentals
among participants² who **live outside** of
Nassau County.

¹Room nights estimated at 280 despite a visitor number of 910 because only 8% of visitors named Dining Month as their reason for visiting the area, so only some of the total Dining Month participant room nights can be directly attributed to Dining Month.

²Individuals who ordered a prix-fixe menu during Dining Month.

\$178,700

Dining Month participants who **live outside** of Nassau County spent \$178,700¹ in the Amelia Island area during their visits.

¹On accommodations, restaurants, groceries, transportation, entertainment, shopping, and "other" expenses.

Total Economic Impact

\$250,200

When including indirect and induced effects¹ of direct spending², the total economic impact of those participating in Dining Month who **live outside** of Nassau County was \$250,200.

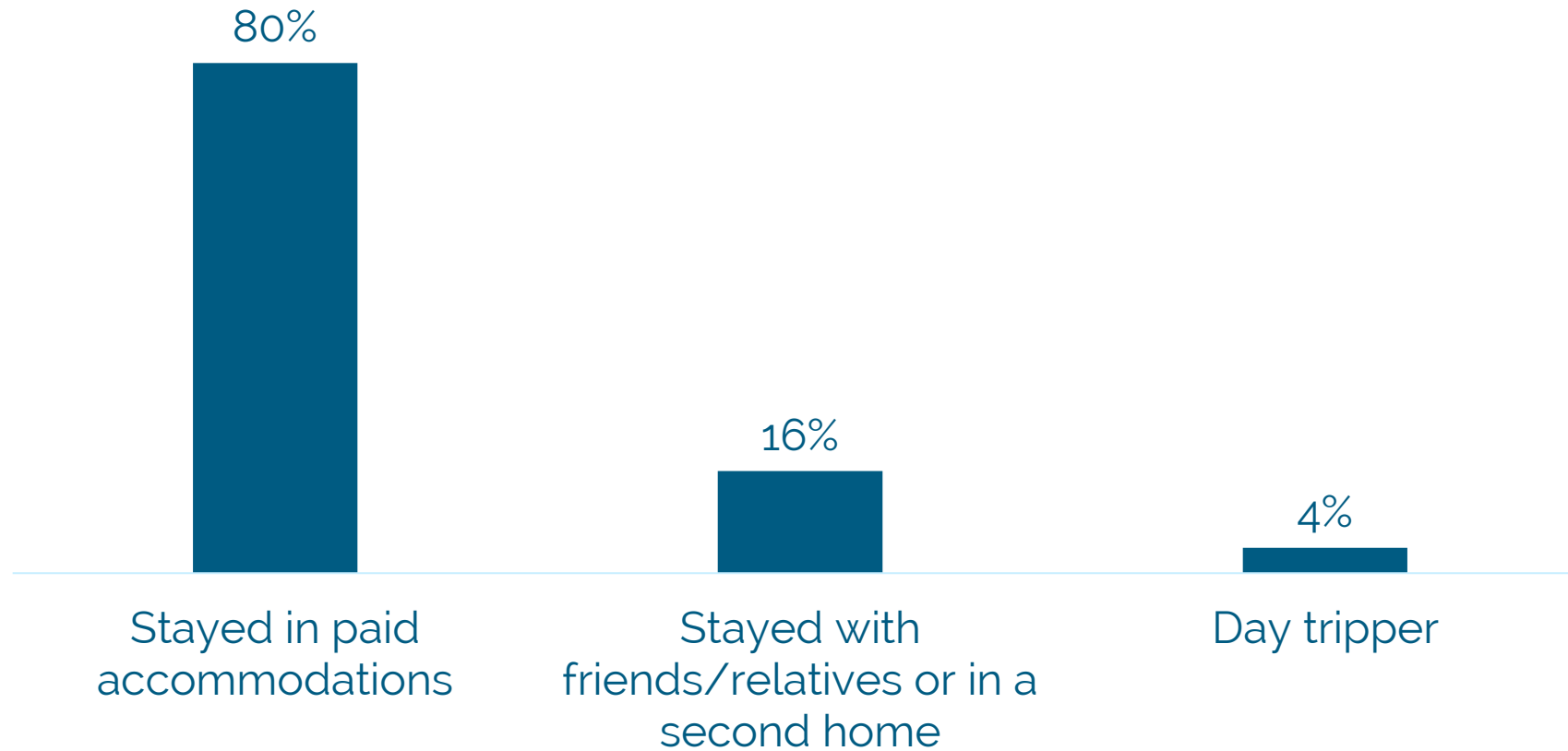
¹Indirect effects are increased business spending resulting from tourism dollars. Induced effects are increased household spending resulting from tourism dollars.

²On accommodations, restaurants, groceries, transportation, entertainment, shopping, and "other" expenses.



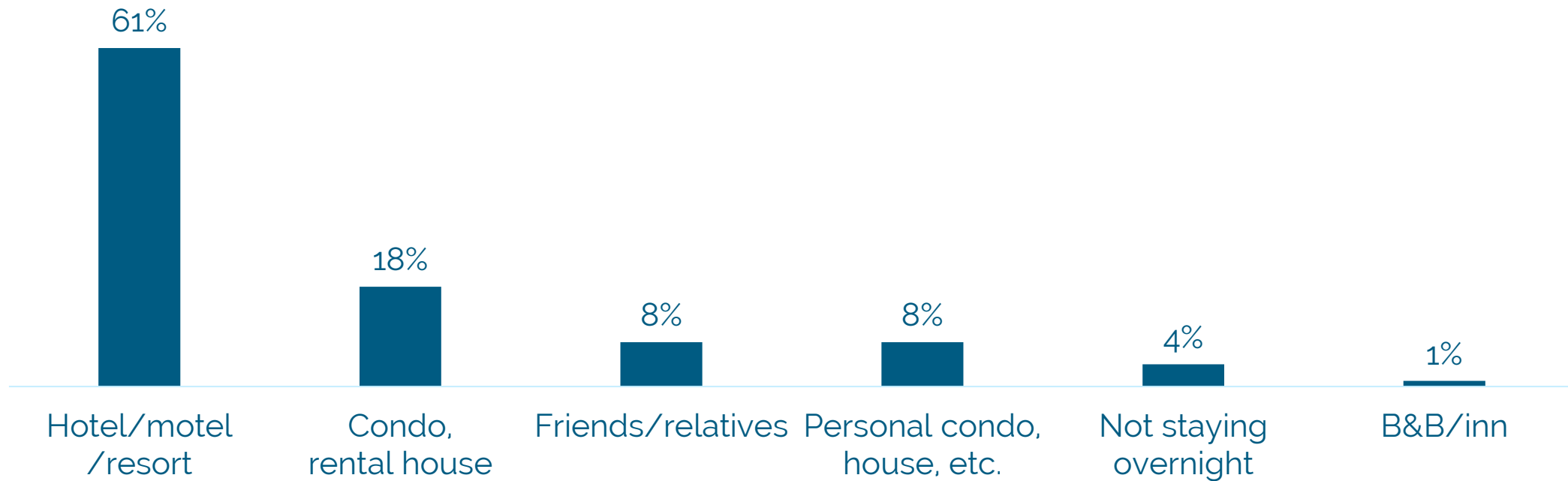
Participant Profile: Out-of-County Visitors

Out-of-County Visitor Type*



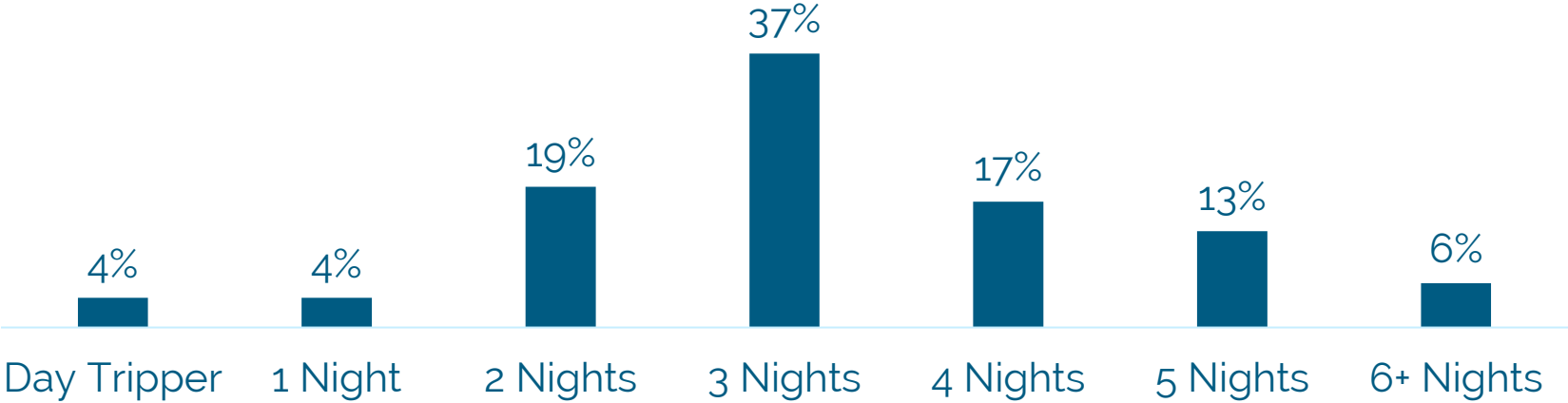
*Out of all out-of-county participants.

Detailed Out-of-County Visitor Type Breakdown*



*Out of all out-of-county participants.

Out-of-County Participants: Length of Stay



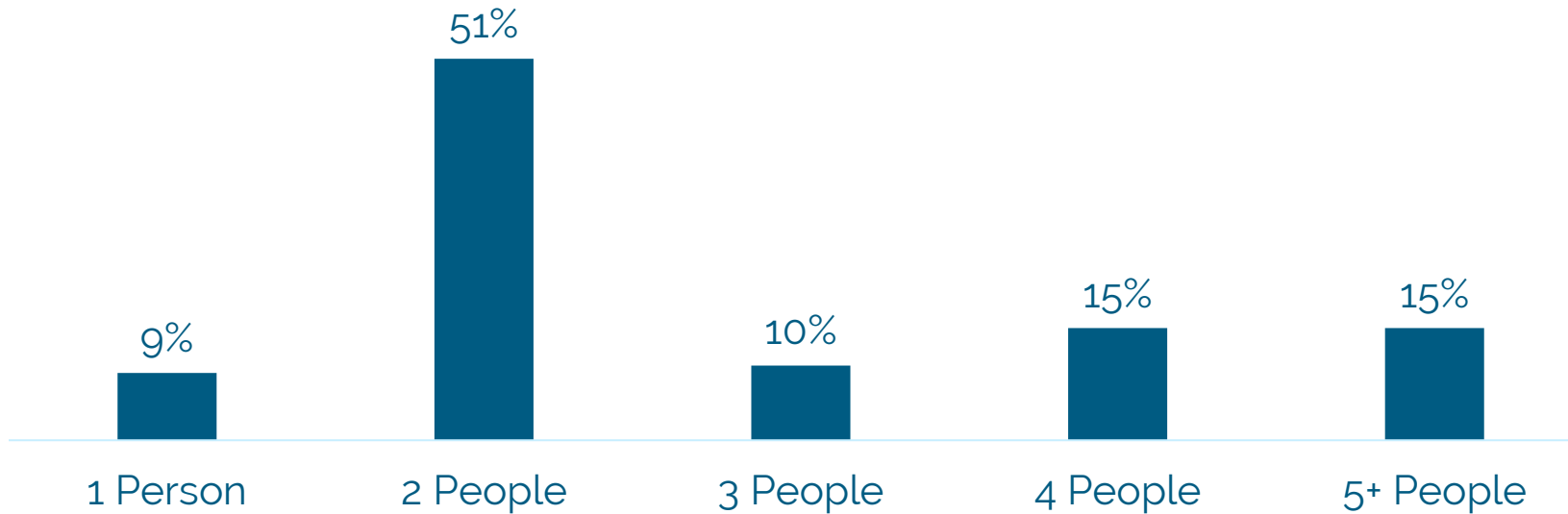
On average, out-of-county attendees spent **3.4 nights¹** in Amelia Island.

¹Represents nights spent in Amelia Island by visitors who participated in Dining Month. However, note that not all room nights are attributable to Dining Month as it was not most visitors' main reason for coming to the area.



Participant Profile: Visitors & Locals

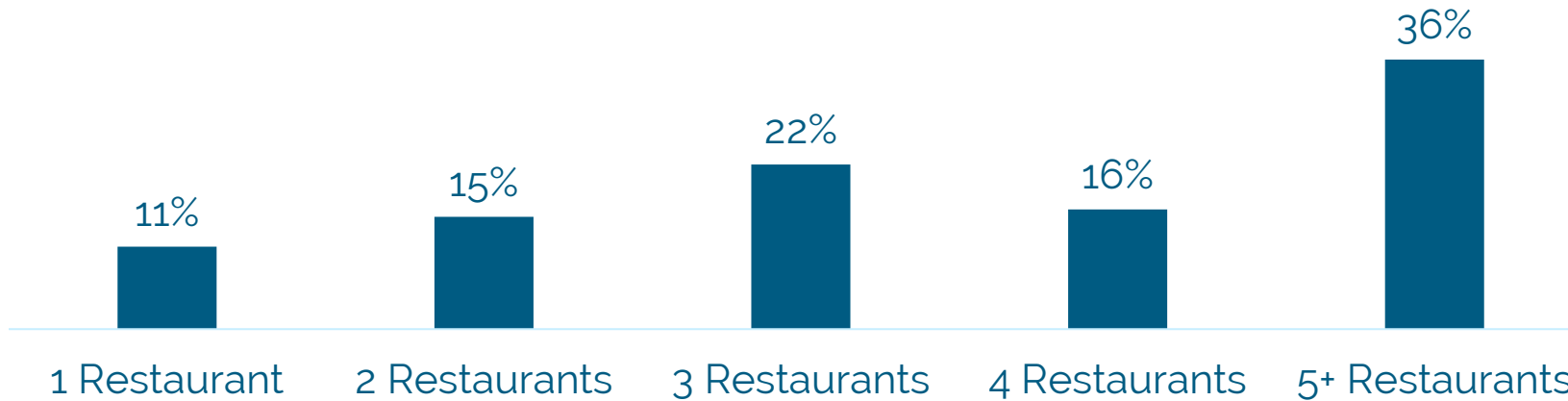
All Participants: Travel Party Size*



The average travel party size among Dining Month participants was **3.0 people**.

*Out of all Dining Month participants, including visitors and locals.

All Participants: Participating Restaurants Visited*



The average travel party visited **4.6 participating restaurants** during Dining Month.

*Out of all Dining Month participants, including visitors and locals.
Assumes participant understanding of participating vs. non-participating restaurants.

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