

Amelia Island CVB

Economic Impact of Shrimp Fest 2024

May 2nd – 5th, 2024



Total Economic Impact

\$15,234,600

When including indirect and induced effects¹ of direct spending², the total economic impact of people attending Shrimp Fest who **live outside** of Nassau County was \$15,234,600.

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.

\$11,541,400¹

People who **live outside** of Nassau County
spent \$11,541,400¹ during Shrimp Fest.

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

25,830

Including overnight visitors and day trippers, there were 25,830 unique¹ individuals from outside Nassau County who attended Shrimp Fest.²

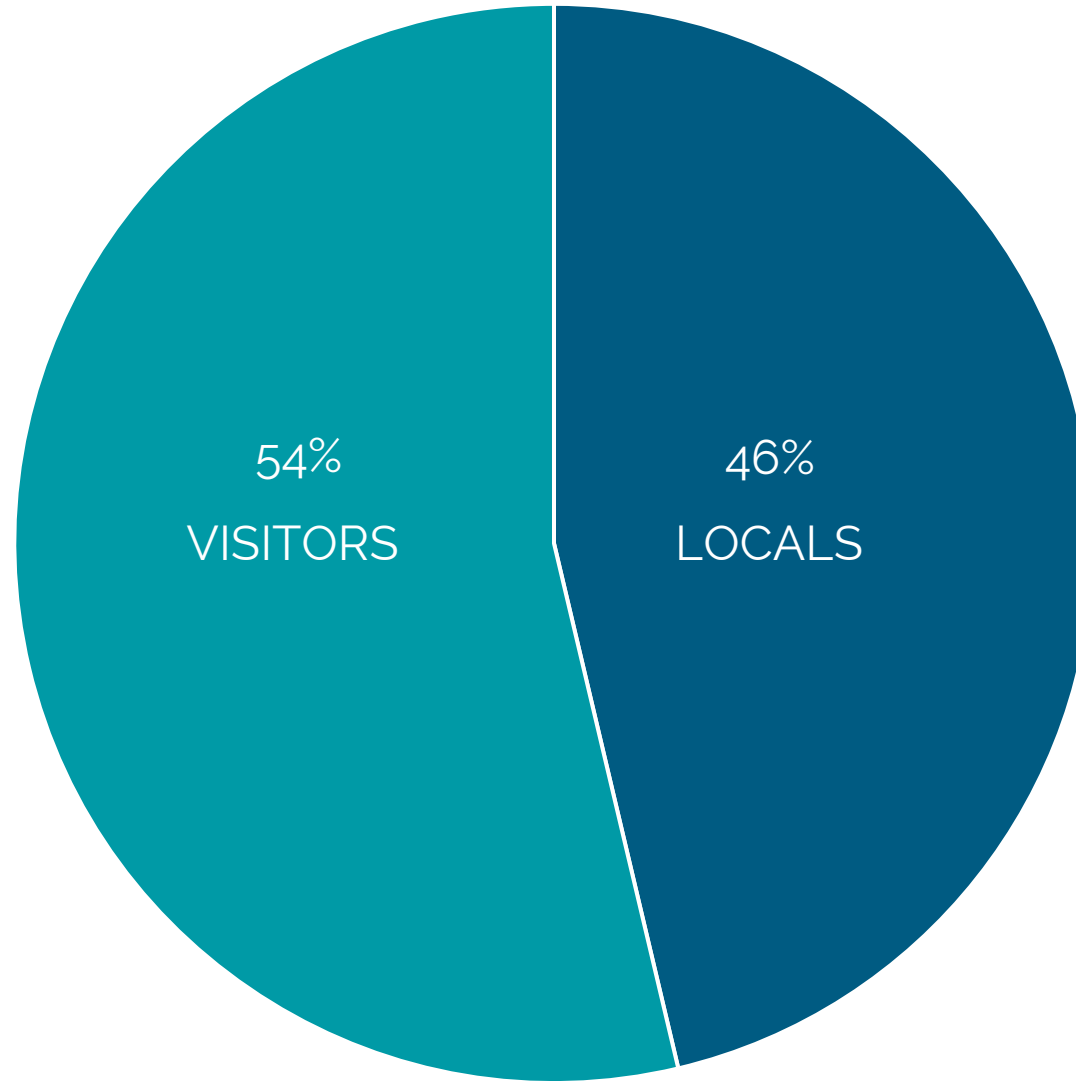
¹An attendance figure, provided by the Shrimp Fest coordinators, of 101,000 attendees was used for this report. However, some people attend multiple days of the event. Unique attendees accounts for this and reflects the actual number of people who attended the event.

²8,940 attendees stayed overnight in paid accommodations.

9,600

Vendors and attendees who **live outside** of Nassau County spent 9,600 nights in hotels, motels, and vacation rentals while attending Shrimp Fest.

Event Attendees - Visitors vs. Locals

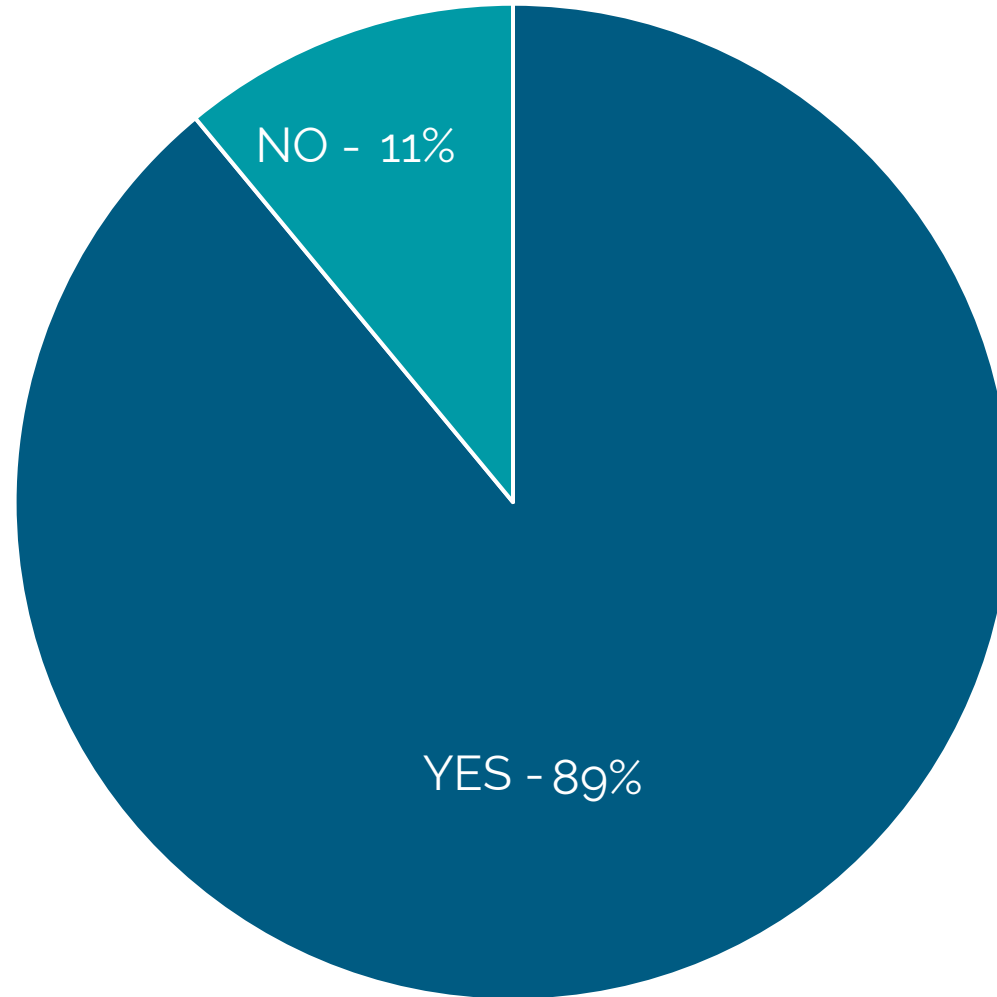




Out-of-County Attendee Profile

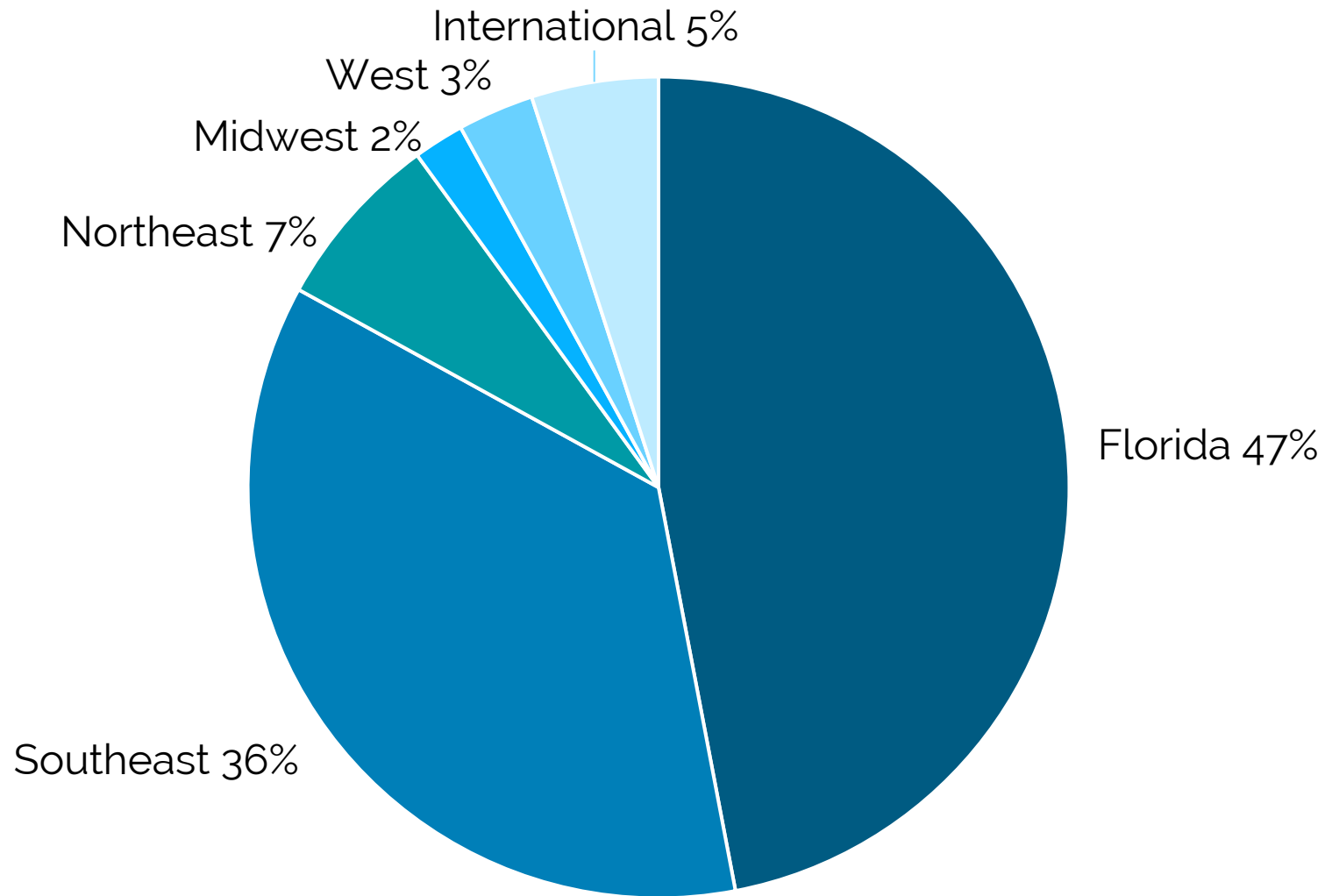
Out-of-County Attendees: Main Reason for Visiting*

Was Shrimp Fest your main reason for coming to the area?



*Out of all out-of-county attendees.

Out-of-County Attendees: Regions of Origin*



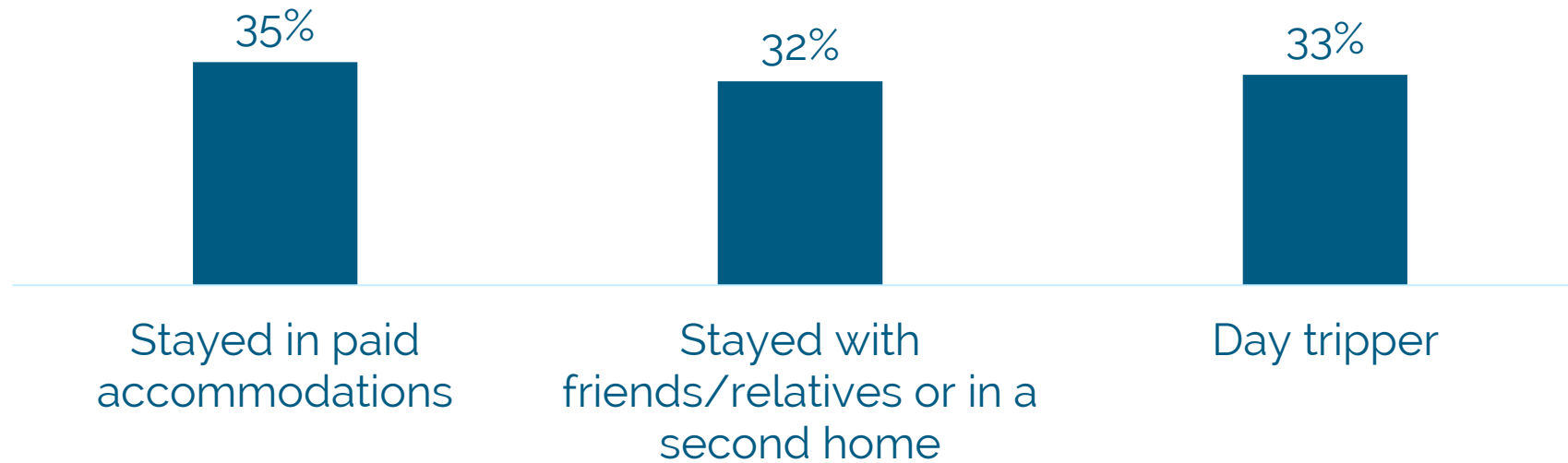
*Out of all out-of-county attendees.

Out-of-County Attendees: Top Markets of Origin*

Market	Percent of Attendees
Jacksonville	38%
Atlanta	8%
Orlando Area	7%
Savannah	4%
Gainesville	3%
West Palm Beach – Ft. Pierce	3%

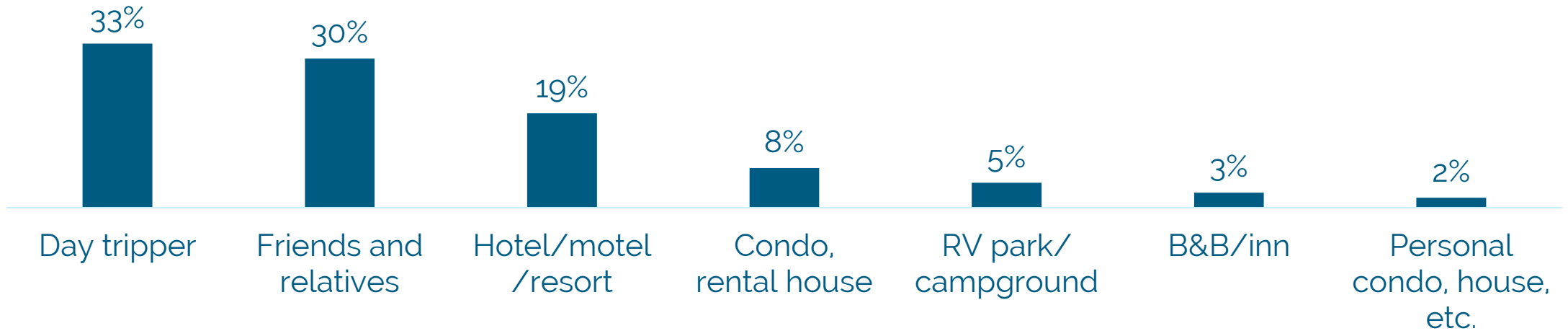
*Out of all out-of-county attendees.

Out-of-County Visitor Type*



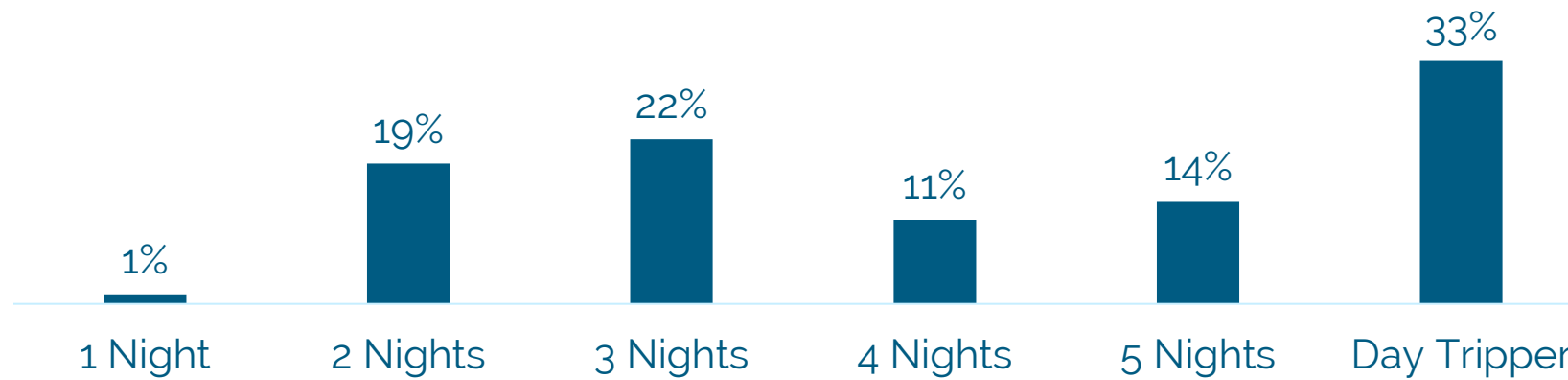
*Out of all out-of-county attendees.

Detailed Out-of-County Visitor Type Breakdown*



*Out of all out-of-county attendees.

Out-of-County Attendees: Length of Stay¹



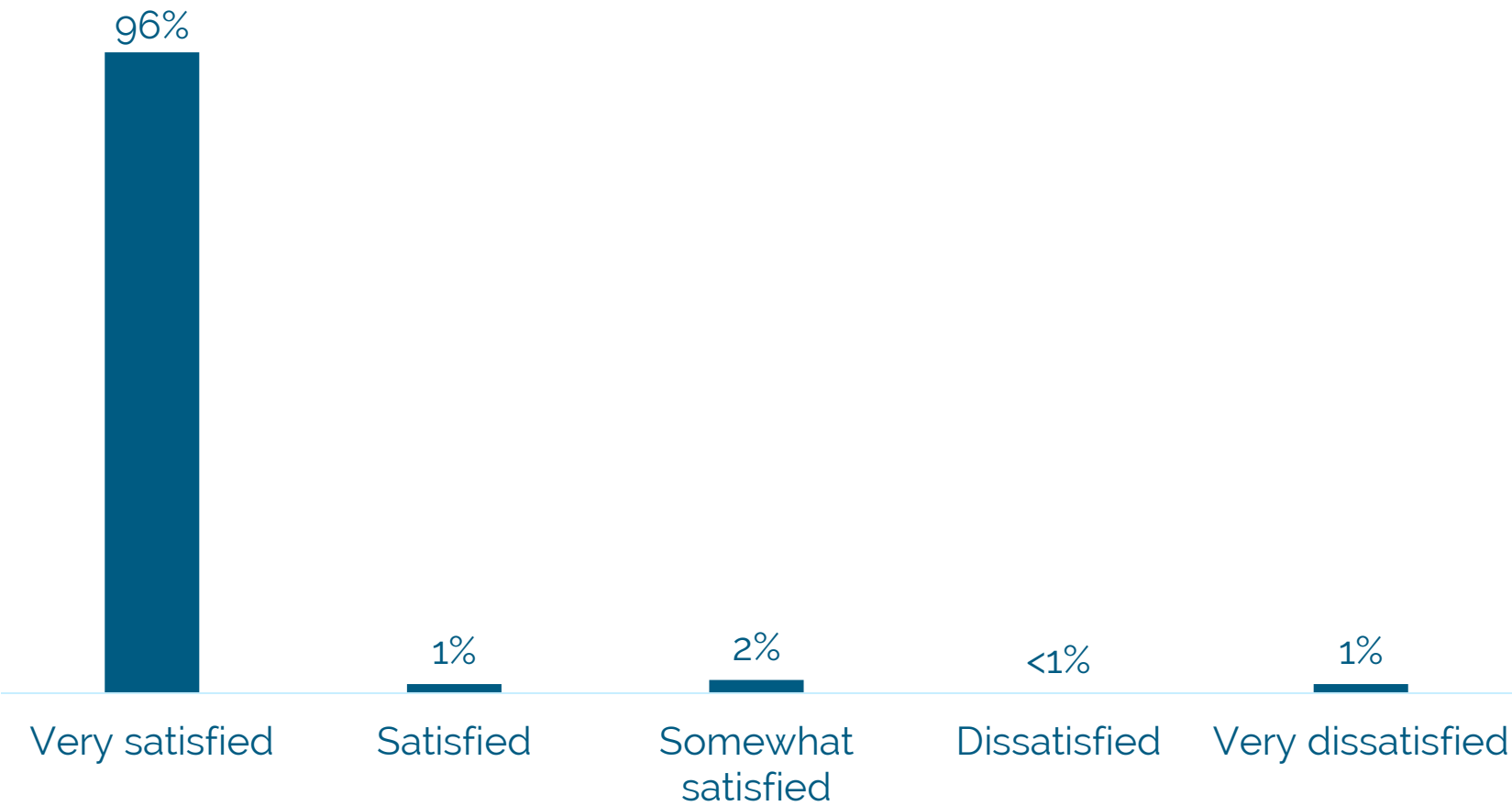
On average, out-of-county attendees spent **3.2 nights²** in Amelia Island.

¹Out of all out-of-county attendees.

²Related to the event.

Out-of-County Attendees: Satisfaction*

How satisfied are you with your stay in the Amelia Island area?



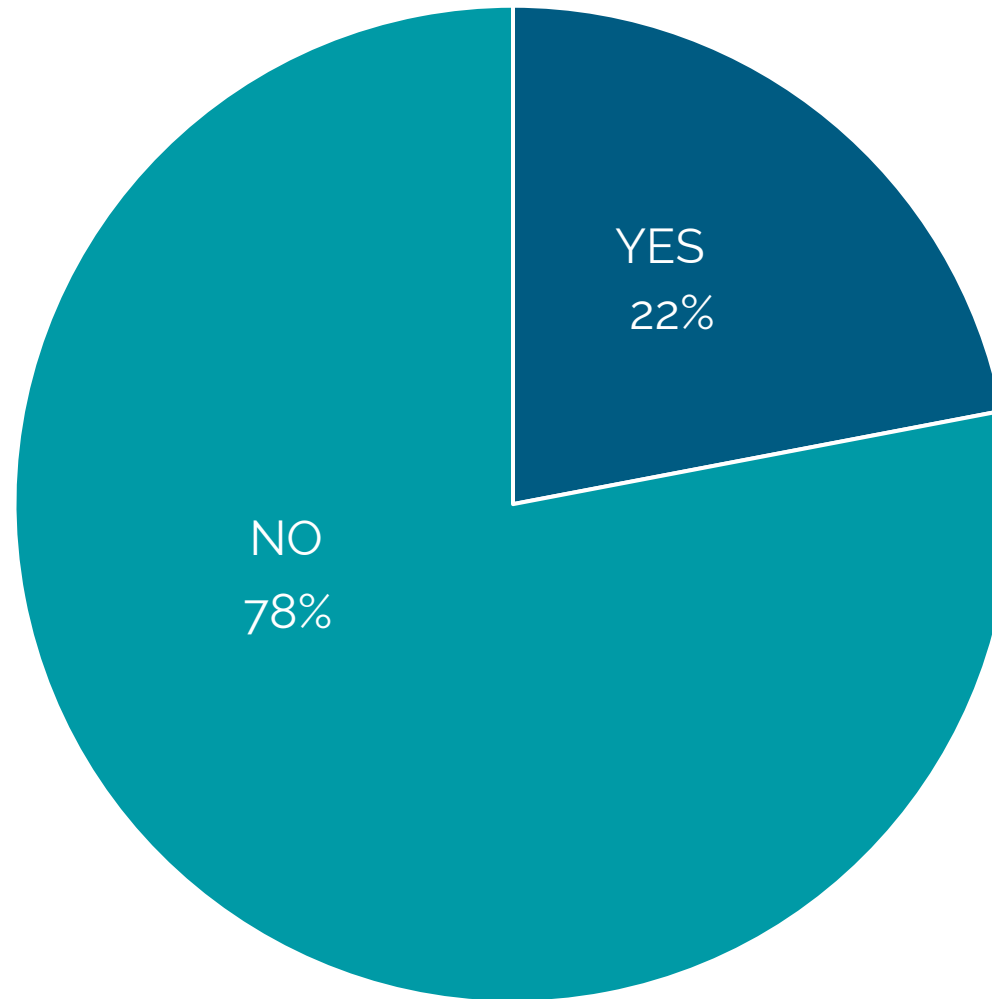
*Out of all out-of-county attendees.



Attendee Profile: Visitors & Locals

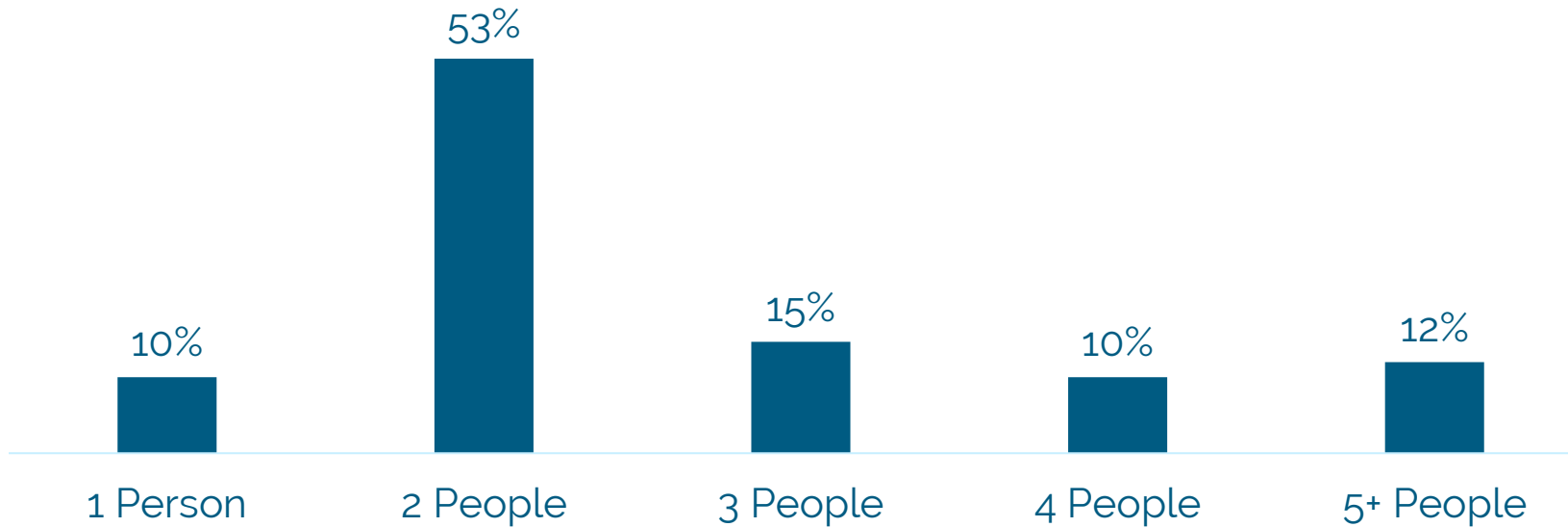
All Attendees: First-Time Attendance*

Was this your first time attending this event?



*Out of all event attendees.

All Attendees: Travel Party Size

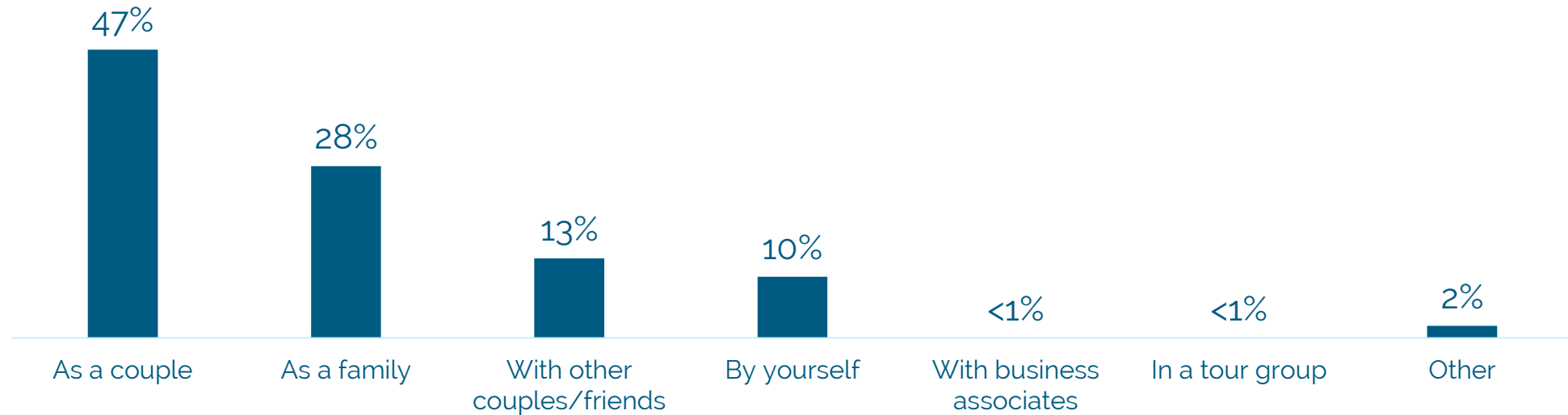


The average travel party size among Shrimp Fest attendees was **2.7 people**.

*Out of all event attendees.

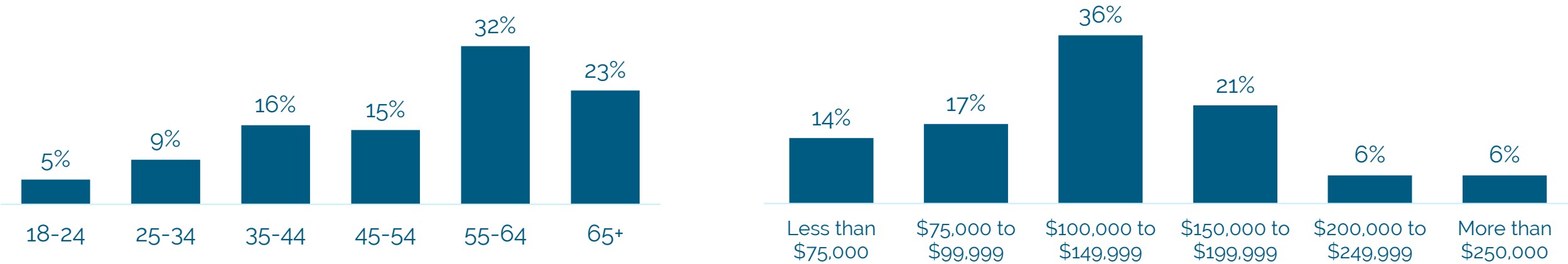
All Attendees: Travel Party Composition*

On this trip, are you traveling:



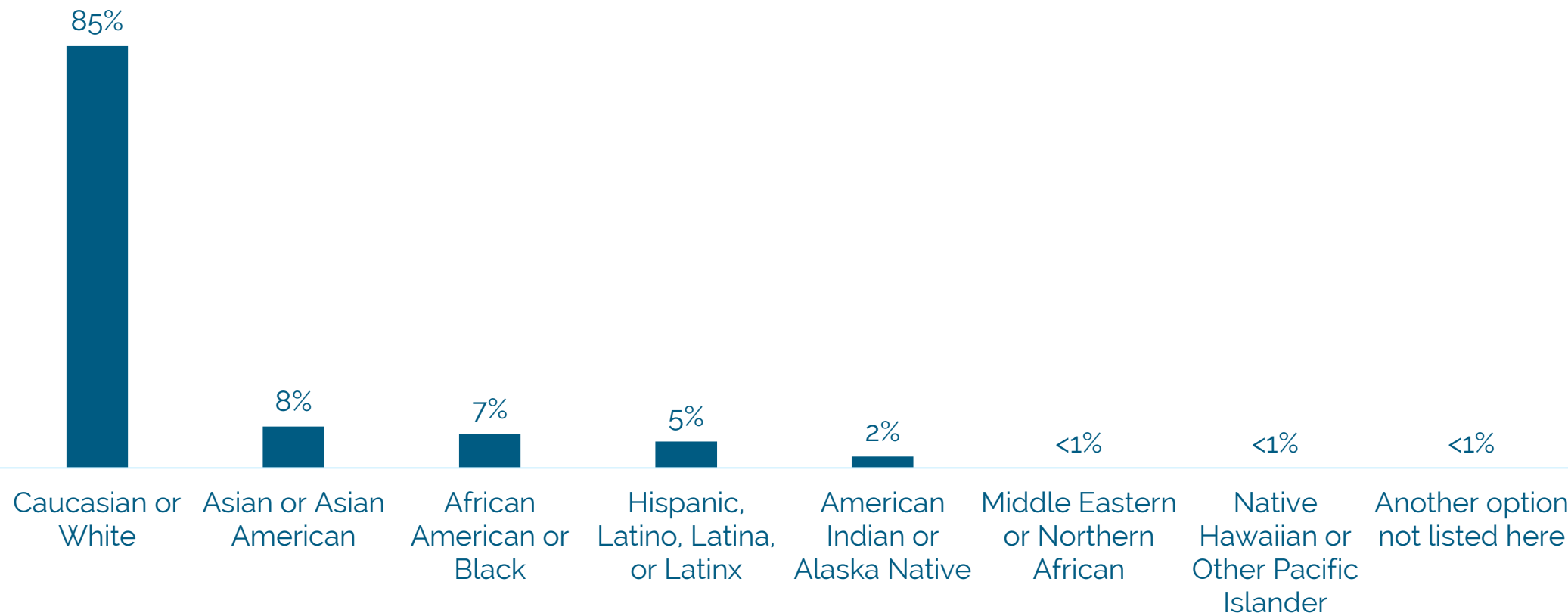
*Out of all event attendees.

All Attendees: Age and Income*



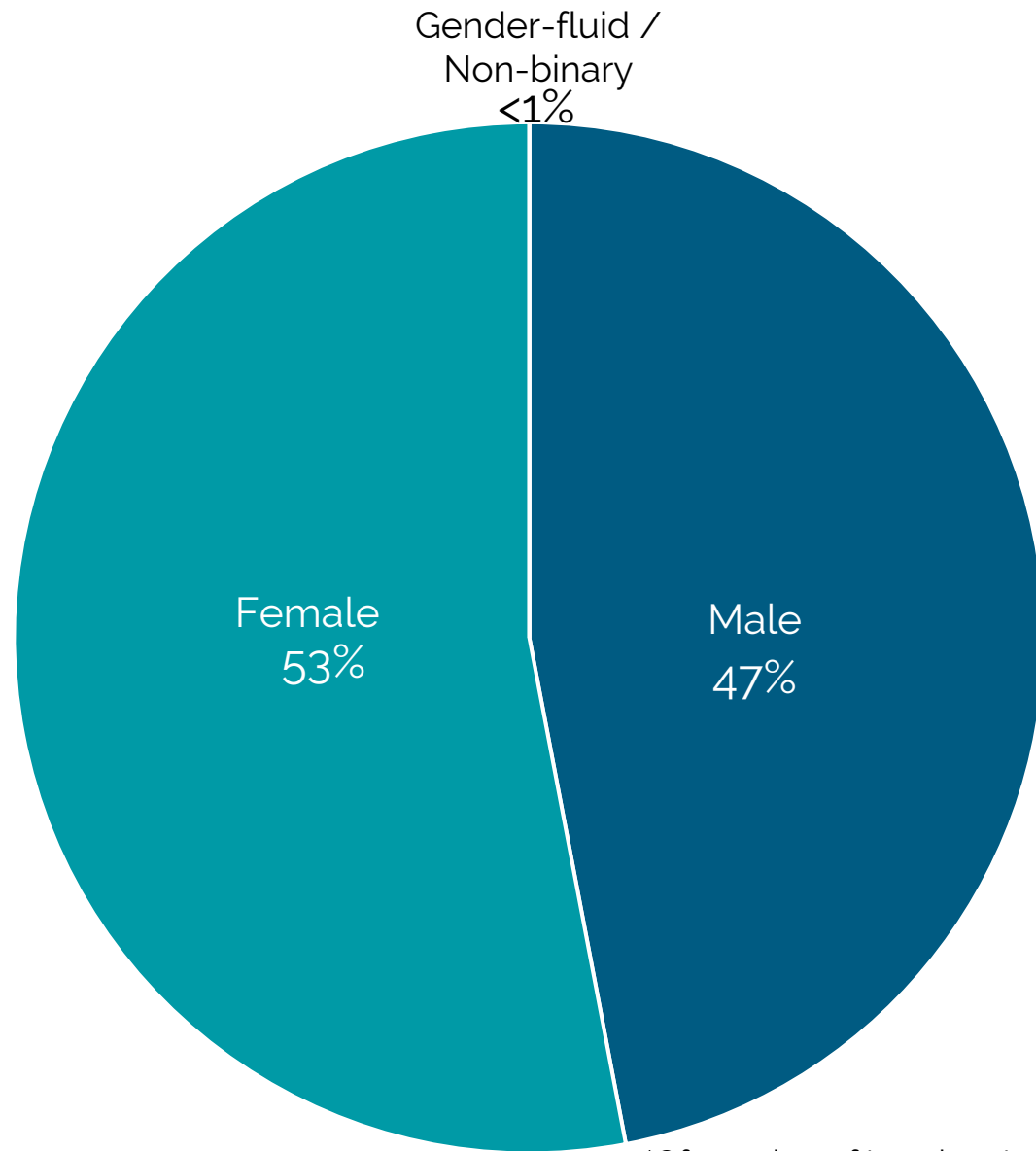
The average attendee was **56 years old** and had an annual household income of **\$126,000**.

All Attendees: Race*



*Out of all event attendees. Multiple responses permitted.

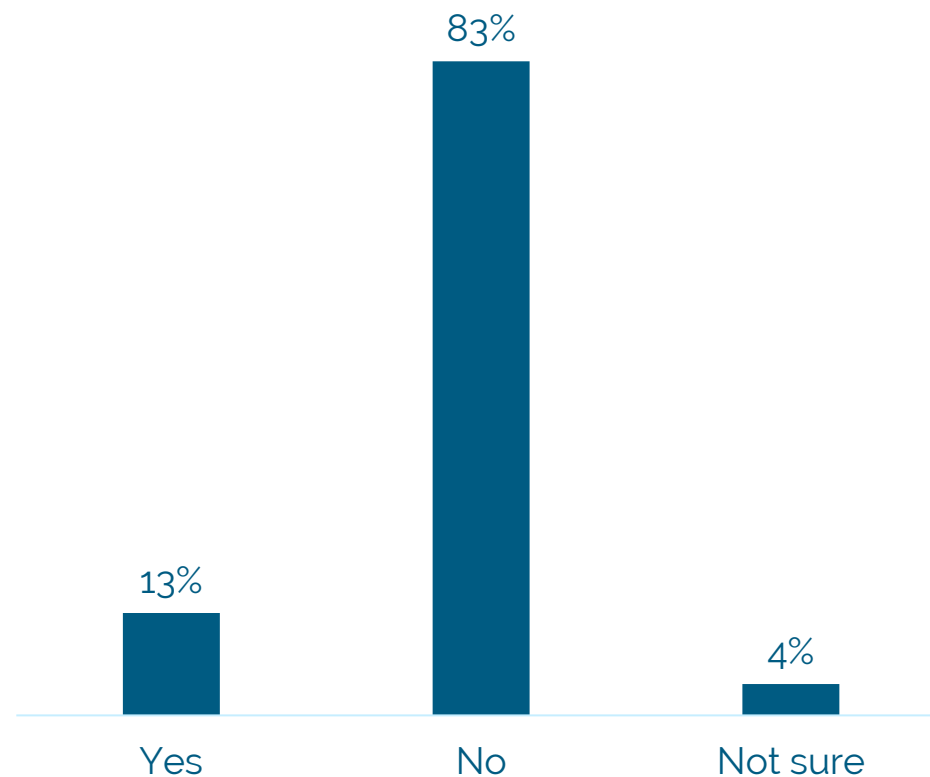
All Attendees: Gender*



*Of member of travel party who completed survey. Out of all event attendees.

All Attendees: Headline Artist*

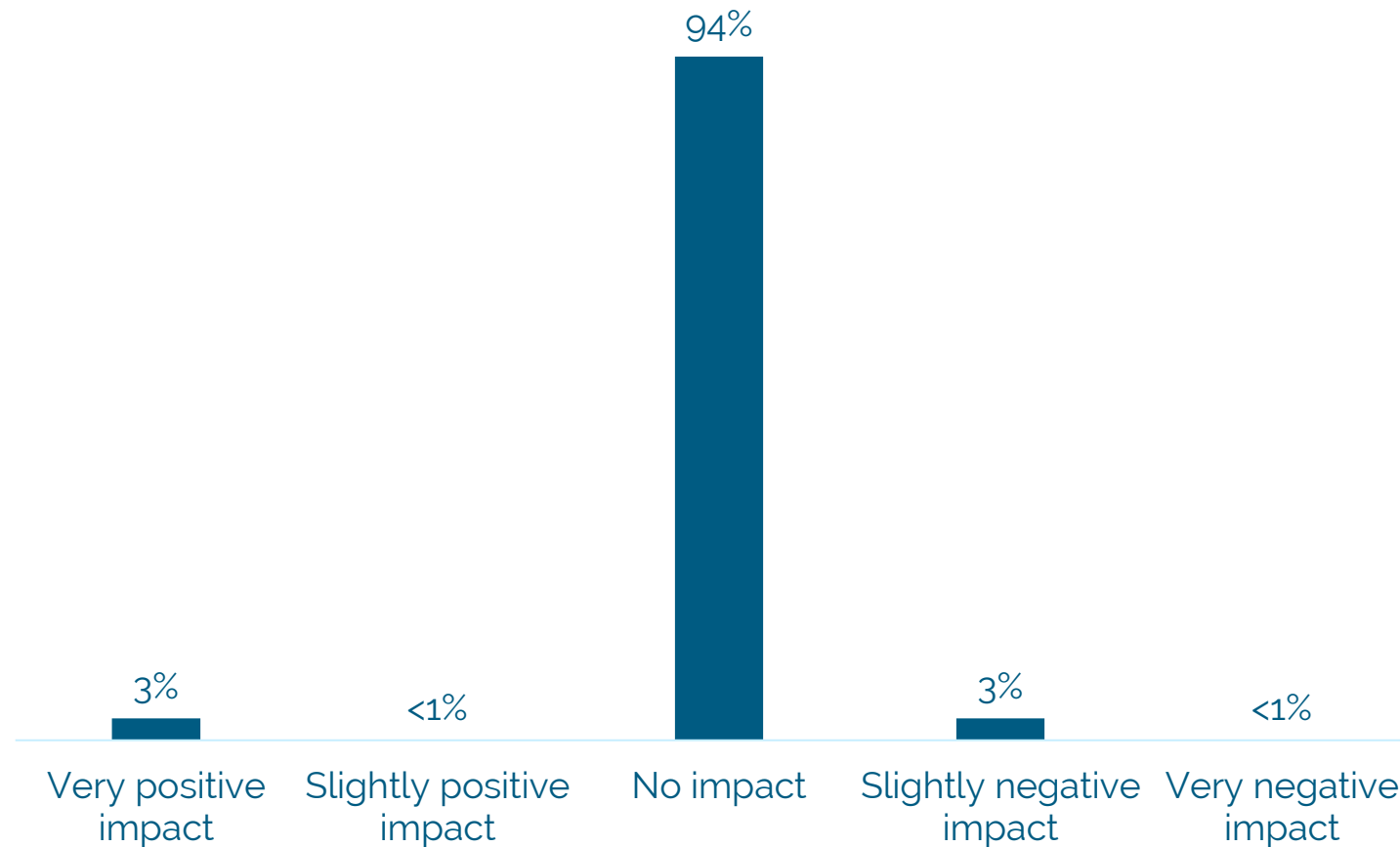
Did you notice that there was not a headline artist on Friday or Saturday night at this year's Shrimp Fest?



*Out of all attendees who had previously attended Shrimp Fest.

All Attendees: Headline Artist*

What impact did the absence of a headline artist have on your overall event experience, if any?



*Out of all attendees who had previously attended Shrimp Fest and said they noticed the absence of a headline artist this year.

Methodology

- The metrics in this report were based on data from the following sources:
 - Intercept interviews conducted by Downs & St. Germain Research with 149 attendees at Shrimp Fest
 - Tourism database at Downs & St. Germain Research
- Attendance figures were estimated from an attendance estimate provided by the Shrimp Fest Coordinators and an independent estimate by Downs & St. Germain Research
- The Economic Impact multiplier used for this study was Research Data Services' 2023 multiplier



Amelia Island CVB

Economic Impact of Shrimp Fest 2024

May 2nd – 5th, 2024

Downs & St. Germain Research
contact@dsg-research.com
850-906-3111 | www.dsg-research.com

