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**Fourth Quarter 2015 (Oct - Dec) Visitor Profile Dashboard
Amelia Island Tourist Development Council**



Prepared for:

Amelia Island Tourist Development Council

Prepared by:

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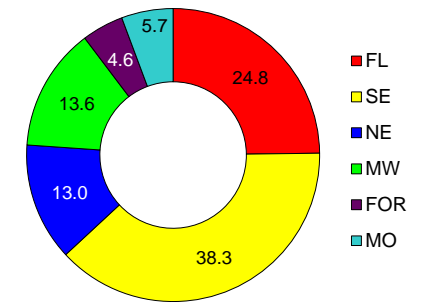
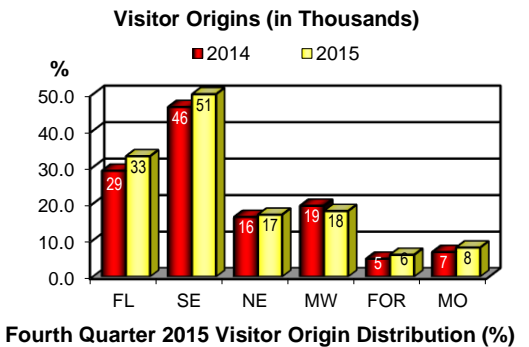
February 2016

Amelia Island Visitor Profile Fourth Quarter 2015 (Oct. – Dec.)

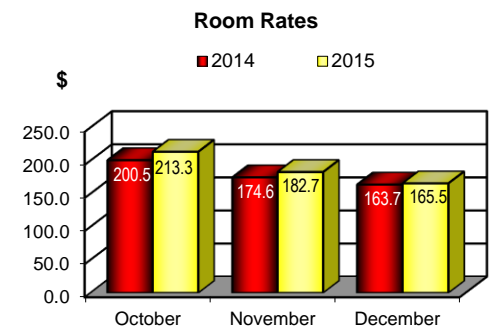
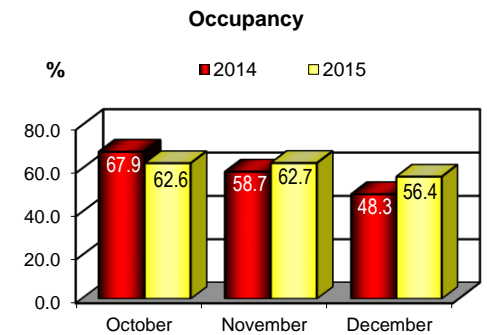
H/M/C/C Visitor Statistics *	CY Annual 2014	CY Annual 2015	% Δ '14/'15	Q4 2014	Q4 2015	% Δ '14/'15
Visitors (#)	574,400	618,200	+7.6	123,000	132,500	+7.7
Direct Expenditures (\$)	\$391,386,800	\$433,142,700	+10.7	\$82,272,200	\$89,628,300	+8.9
Total Economic Impact (\$)	\$514,947,500	\$569,885,800	k: 1.3157	\$108,245,500	\$117,924,000	k: 1.3157

* H/M/C/C: Visitors staying in a commercial lodging (hotel, motel, condo, or campground).

Visitor Origin	CY Annual 2014	CY Annual 2015	% Δ '14/'15	Q4 2014	Q4 2015	% Δ '14/'15
Florida	116,031	131,974	+13.7	29,028	32,860	+13.2
Southeast	241,035	252,174	+4.6	46,494	50,748	+9.1
Northeast	86,268	92,050	+6.7	16,359	17,225	+5.3
Midwest	81,405	85,553	+5.1	19,434	18,020	-7.3
Foreign	25,377	29,602	+16.6	4,920	6,095	+23.9
Markets of Opportunity	24,284	26,847	+10.6	6,765	7,552	+11.6
Total	574,400	618,200	+7.6	123,000	132,500	+7.7



Occupancy and ADR **	October	November	December
Occupancy 2015	62.6%	62.7%	56.4%
Occupancy 2014 †	67.9	58.7	48.3
Δ % Occ. ('14/'15)	-7.8%	+6.8%	+16.9%
ADR 2015	\$213.31	\$182.69	\$165.54
ADR 2014 †	200.50	174.59	163.70
Δ % ADR ('14/'15)	+6.4%	+4.6%	+1.1%
RevPAR 2015	\$133.57	\$114.64	\$93.38
RevPAR 2014 †	136.14	102.53	79.00
Δ % RevPAR ('14/'15)	-1.9%	+11.8%	+18.2%



** Source: Smith Travel Research

† 2013 Update

Amelia Calendar Year Summary

Visitor Statistics	CY Quarter 1 (Jan – Mar '15)	CY Quarter 2 (Apr – Jun '15)	CY Quarter 3 (Jul - Sep '15)	CY Quarter 4 (Oct - Dec '15)	Calendar Year 2014	Calendar Year 2015	% Δ CY 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%

H/M/C/C Visitor Origins	CY Quarter 1 (Jan – Mar '15)		CY Quarter 2 (Apr – Jun '15)		CY Quarter 3 (Jul - Sep '15)		CY Quarter 4 (Oct - Dec '15)		Calendar Year 2014	Calendar Year 2015	% Δ CY 2014-2015
	Rel %	# of Vis.	Rel %	# of Vis.	Rel %	# of Vis.	Rel %	# of Vis.	# of Visitors	# of Visitors	
Florida	15.3	22,965	23.0	37,375	22.4	38,774	24.8	32,860	116,031	131,974	+13.7%
Southeast	31.5	47,282	43.3	70,363	48.4	83,781	38.3	50,748	241,035	252,174	+4.6%
Northeast	21.3	31,971	15.4	25,025	10.3	17,829	13.0	17,225	86,268	92,050	+6.7%
Midwest	20.6	30,921	10.6	17,225	11.2	19,387	13.6	18,020	81,405	85,553	+5.1%
Foreign	7.8	11,708	3.0	4,875	4.0	6,924	4.6	6,095	25,377	29,602	+16.6%
Markets of Opp.	3.5	5,253	4.7	7,637	3.7	6,405	5.7	7,552	24,284	26,847	+10.6%
Total	100.0	150,100	100.0	162,500	100.0	173,100	100.0	132,500	574,400	618,200	+7.6%