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**Amelia Island**  
**Fourth Quarter 2016 (Oct. – Dec.)**  
**Visitor Profile Dashboard**



***Prepared for:***

Amelia Island Tourist Development Council

***Prepared by:***

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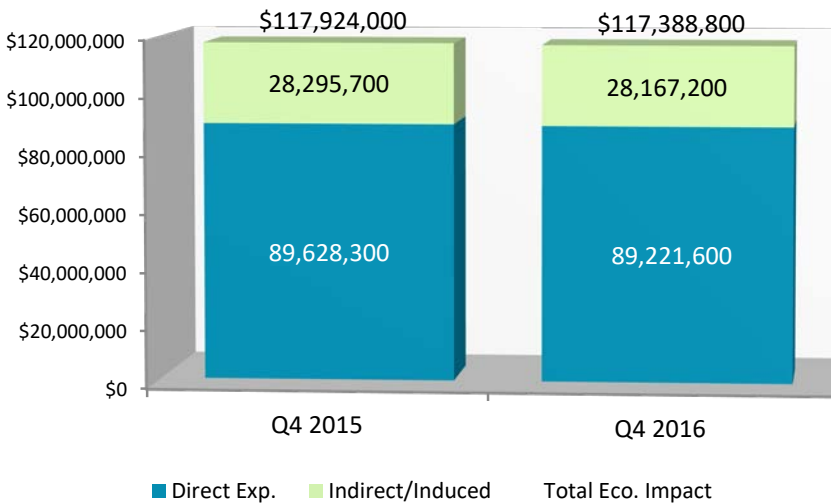
February 15, 2017



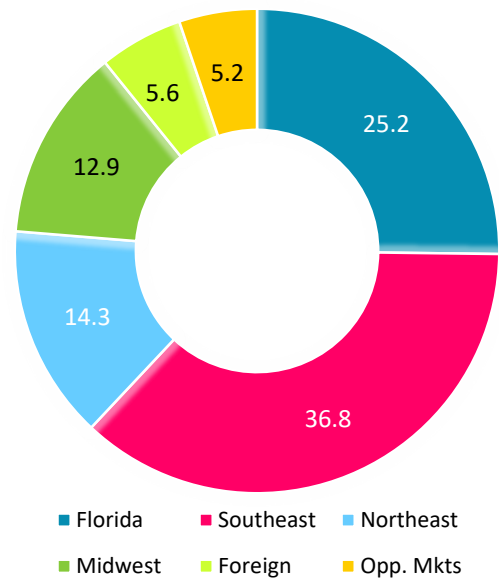
H/M/C/C* Visitor Stats	Calendar Year			Fourth Quarter (Oct. – Dec.)		
	2015	2016	% Δ '15/'16	2015	2016	% Δ '15/'16
Visitors (#)	618,200	633,700	+2.5	132,500	126,800	-4.3
Direct Exp. (\$)	\$433,142,700	\$455,041,300	+5.1	\$89,628,300	\$89,221,600	-0.5
<b>Total Eco. Impact (\$)</b>	<b>\$569,885,800</b>	<b>\$598,697,800</b>	<i>(k: 1.3157)</i>	<b>\$117,924,000</b>	<b>\$117,388,800</b>	<i>(k: 1.3157)</i>

\* Visitors staying in commercial lodging subject to the resort tax (hotel/motel/condo, etc.)

### Q4 Economic Impact



### Q4 2016 Visitor Origin Distribution (%)



Visitor Origins	Calendar Year			Fourth Quarter		
	2015	2016	% Δ '14/'15	2015 # of Visitors	2016 # of Visitors	% Δ '15/'16
Florida	131,974	136,489	+3.4	32,860	31,954	-2.8
Southeast	252,174	258,661	+2.6	50,748	46,662	-8.1
Northeast	92,050	97,258	+5.7	17,225	18,132	+5.3
Midwest	85,553	83,718	-2.1	18,020	16,357	-9.2
Foreign	29,602	32,814	+10.9	6,095	7,101	+16.5
Opportunity Mkts	26,847	24,760	-7.8	7,552	6,594	-12.7
<b>Total</b>	<b>618,200</b>	<b>633,700</b>	<b>+2.5</b>	<b>132,500</b>	<b>126,800</b>	<b>-4.3</b>

<b>Occupancy and ADR **</b>	<b>October</b>	<b>November</b>	<b>December</b>
Occupancy 2016	55.9%	64.2%	51.5%
Occupancy 2015 †	62.6	62.6	56.3
<b>Δ % Occ. ('15/'16)</b>	<b>-10.6%</b>	<b>+2.5%</b>	<b>-8.5%</b>
ADR 2016	\$203.37	\$188.30	\$183.91
ADR 2015 †	212.69	180.26	167.07
<b>Δ % ADR ('15/'16)</b>	<b>-4.4%</b>	<b>+4.5%</b>	<b>+10.1%</b>
RevPAR 2016	\$113.71	\$120.85	\$94.66
RevPAR 2015 †	133.05	112.82	94.02
<b>Δ % RevPAR ('15/'16)</b>	<b>-14.5</b>	<b>+7.1%</b>	<b>+0.7%</b>

\* Amelia Island was evacuated for three days due to Hurricane Matthew (October 6-8, 2016)

\*\* Source: Smith Travel Research; † 2015 Update

