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**Amelia Island
First Quarter 2017 (Jan. – Mar.)
Visitor Profile**



Prepared for:

Amelia Island Tourist Development Council

Prepared by:

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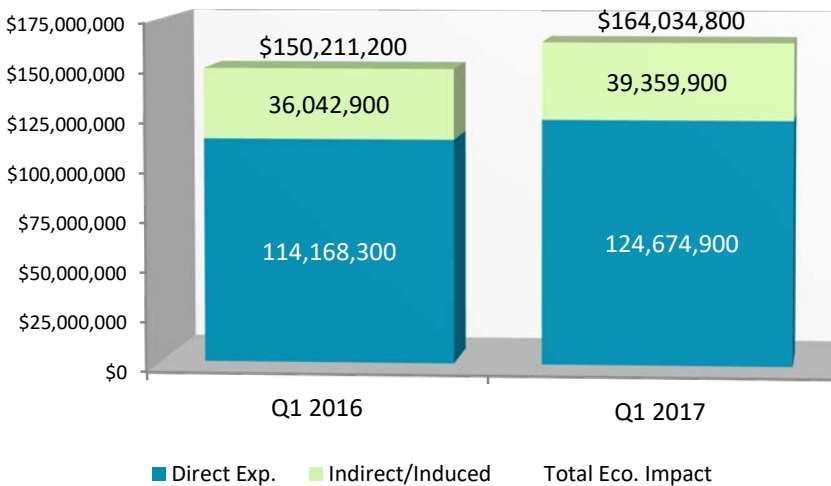
May 26, 2017



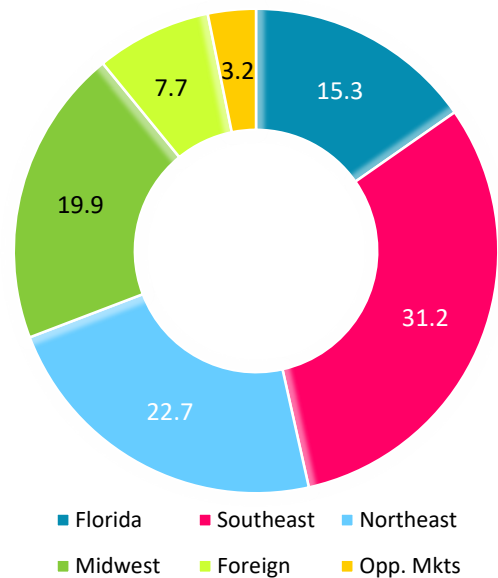
H/M/C/C* Visitor Stats	Calendar Year			First Quarter (Jan. – Mar.)		
	2015	2016	% Δ '15/'16	2016	2017	% Δ '16/'17
Visitors (#)	618,200	633,700	+2.5	157,300	170,400	+8.3
Direct Exp. (\$)	\$433,142,700	\$455,041,300	+5.1	\$114,168,300	\$124,674,900	+9.2
Total Eco. Impact (\$)	\$569,885,800	\$598,697,800	<i>(k: 1.3157)</i>	\$150,211,200	\$164,034,800	<i>(k: 1.3157)</i>

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

Q1 Economic Impact



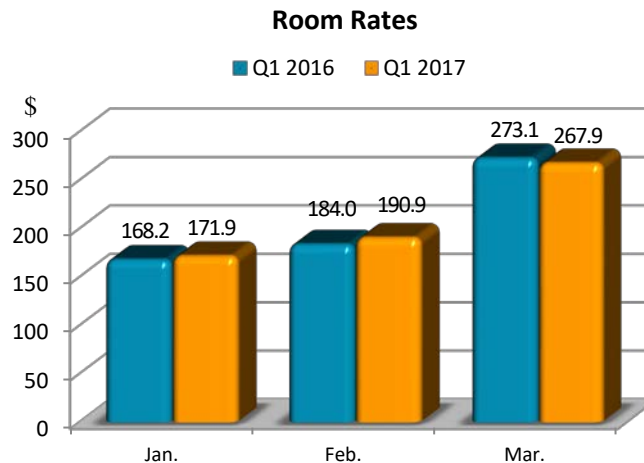
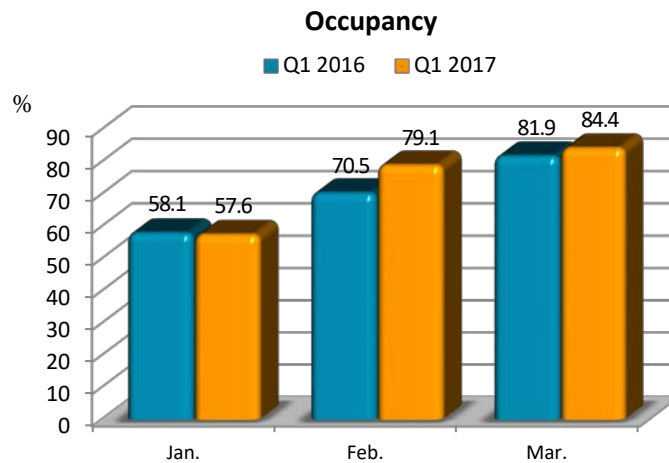
Q1 2017 Visitor Origin Distribution (%)



Visitor Origins	Calendar Year			First Quarter		
	2015	2016	% Δ '15/'16	2016 # of Visitors	2017 # of Visitors	% Δ '16/'17
Florida	131,974	136,489	+3.4	24,696	26,071	+5.6
Southeast	252,174	258,661	+2.6	51,122	53,165	+4.0
Northeast	92,050	97,258	+5.7	34,921	38,681	+10.8
Midwest	85,553	83,718	-2.1	30,044	33,909	+12.9
Foreign	29,602	32,814	+10.9	11,326	13,121	+15.8
Opportunity Mkts	26,847	24,760	-7.8	5,191	5,453	+5.0
Total	618,200	633,700	+2.5	157,300	170,400	+8.3

Occupancy and ADR **	January	February	March
Occupancy 2017	57.6%	79.1%	84.4%
Occupancy 2016 †	58.1	70.5	81.9
Δ % Occ. ('16/'17)	-0.8%	+12.2%	+3.1%
ADR 2017	\$171.92	\$190.90	\$267.92
ADR 2016 †	168.22	184.01	273.05
Δ % ADR ('16/'17)	+2.2%	+3.7%	-1.9%
RevPAR 2017	\$99.11	\$150.96	\$226.05
RevPAR 2016 †	97.78	129.74	223.64
Δ % RevPAR ('16/'17)	+1.4%	+16.4%	+1.1%

** Source: Smith Travel Research; † 2016 Update



Visitor Profile Metrics:

Length of Stay (Days)	2016 <i>n = 684</i>	2017 <i>n = 702</i>	
In Amelia Island	4.0 days	3.9 days	↓

Party Size	2016	2017	
Number of People	2.7 people	2.7 people	—

Travel Party Composition <i>(Multiple Response)</i>	2016	2017	
Couple	62.8%	61.3%	↓
Family	23.7	22.7	↓
Extended Family	11.5	8.9	↓
Group of Friends	7.0	8.1	↑
Single	6.0	6.8	↑

Have Children or Young Adults In Immediate Travel Party	2016	2017	
% Yes	19.5%	17.9%	↓

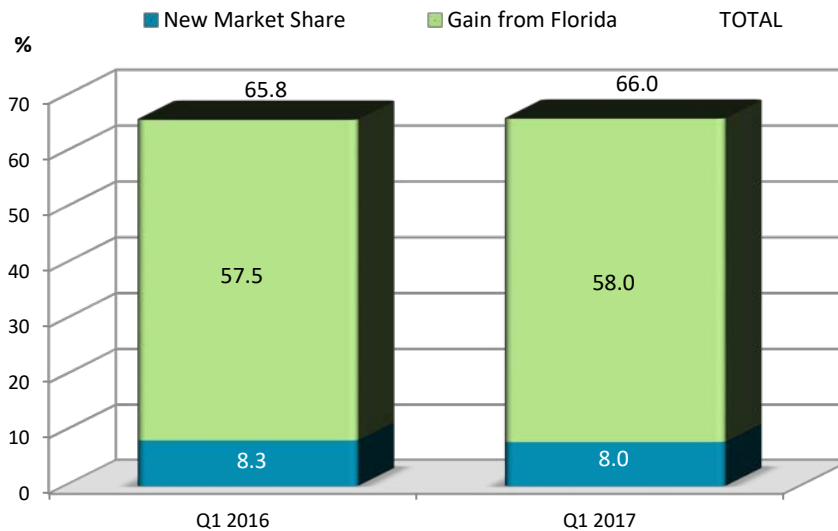
Transportation Mode <i>(Multiple Response)</i> <i>(Percentaged to the Base of All Respondents)</i>	2016	2017	
Personal Car/RV	77.0%	73.3%	↓
Plane	21.8	24.8	↑
Rental Car	17.9	19.1	↑

Airport Deplaned <i>(Base: Flew)</i>	2016	2017	
Jacksonville International	83.8%	84.7%	↑
Orlando International/Sanford	7.1	5.9	↓

Purpose of Trip (Multiple Response)	2016	2017	
Vacation	58.8%	61.0%	↑
A Getaway	28.0	24.2	↓
Visit with Friends/Relatives	11.5	12.9	↑
Business/Conference/Meeting	10.0	11.0	↑
Special Event/Festival	5.7	6.2	↑
Wedding/Honeymoon	6.4	5.6	↓

First Visit to (% yes)	2016	2017	
Amelia Island	65.8%	66.0%	↑
Florida	8.3	8.0	↓

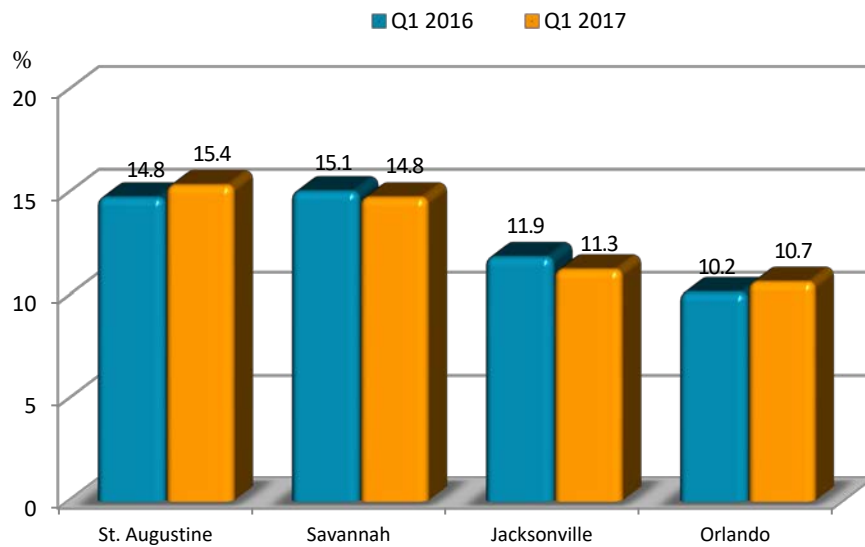
First Visit to Amelia Island (% Yes)



Other Southeast Areas Considered for this Trip (Open Ended Multiple Response)

	2016	2017	
Considered Only Amelia Island	44.1%	43.9%	↓
St. Augustine/Ponte Vedra	14.8	15.4	↑
Savannah	15.1	14.8	↓
Jacksonville Area	11.9	11.3	↓
Orlando	10.2	10.7	↑
Jekyll Island	10.3	10.5	↑
Florida Keys	9.6	9.2	↓
Hilton Head	8.0	9.0	↑

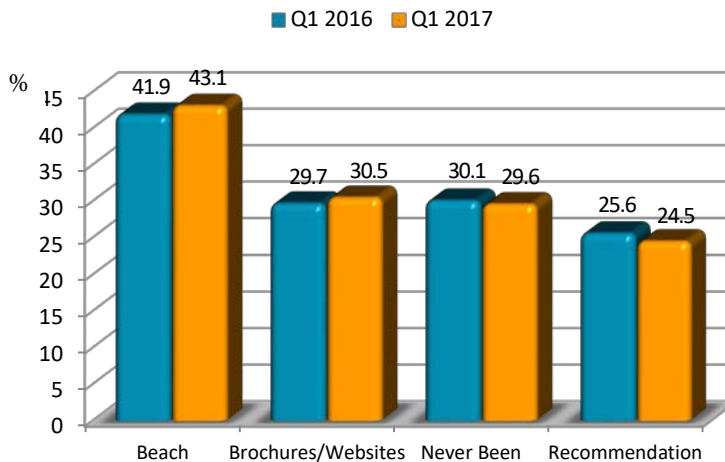
Other Areas Considered (Top Four)



Why Chose Amelia Island
(Multiple Response)

	2016	2017	
Beach	41.9%	43.1%	↑
Appealing Brochures/Websites	29.7	30.5	↑
Never Been/Try Something New	30.1	29.6	↓
Recommendation	25.6	24.5	↓
Nature/Environment	19.4	22.2	↑
Weather	17.1	21.4	↑
Love/Like the Area	19.9	19.8	↓
Convenient Location	21.0	19.4	↓
Hotel/Accommodations	16.4	18.7	↑
History	18.7	18.3	↓
Attractions	16.2	16.0	↓
On the Way/Enroute	12.3	14.0	↑
Business/Meeting	11.9	12.7	↑
Family Oriented Area	9.0	10.7	↑
Visiting with Friends/Family	9.6	10.4	↑
Previous Experience	10.6	9.2	↓
Fishing	7.0	7.8	↑
Golfing	8.1	7.3	↓

Why Choose Amelia Island (Top Four)



Travel Planning Window	2016	2017	
How Far in Advance Start Planning Trip	45.3 days	44.8 days	↓
How Far in Advance Book Reservations	32.3 days	29.3 days	↓

Information Most Helpful to Visit <i>(Multiple Response)</i>	2016	2017	
Internet	79.8%	81.9%	↑
Recommendation	27.3	29.2	↑
Hotel/Accommodations	23.6	24.2	↑
Previous Visit	24.6	22.1	↓
Print Media	19.7	21.6	↑
Business/Conference/Meeting	11.4	12.4	↑
Maps	9.8	11.7	↑
Family	10.3	10.9	↑
Special Event	6.1	6.2	↑

Satisfaction with Amelia Island	2016	2017	
Very Satisfied	80.9%	81.4%	↑
Satisfied	14.5	14.7	↑
Satisfaction Level <i>(Combined)</i>	95.4%	96.1%	↑

Recommend Amelia Island to Friends/Relatives	2016	2017	
% Yes	96.3%	96.9%	↑

Plan to Return (% Yes)	2016	2017	
To Local Area	87.8%	87.9%	↑

Demographics	2016	2017	
Average Age Head of Household (years)	51.1	50.3	↓
Median Annual Household Income	\$127,224	\$133,043	↑
% Household Income of \$100,000+	66.4%	70.9%	↑

Seen/Read/Heard Amelia Island Information	2016	2017	
% Yes	42.2%	43.5%	↑

Influenced by Amelia Island Information	2016	2017	
<i>(Base: Respondents Reporting Seen/Heard/Read)</i>	50.9%	54.2%	↑

Avg. Party Budget Breakdown	2016	2017	
Accommodations	\$768	\$753	↓
Restaurant Food/Beverage	458	463	↑
Grocery Store	70	64	↓
Admissions to Attractions	85	90	↑
Other Entertainment	87	96	↑
Retail Purchases	203	209	↑
Miscellaneous	289	300	↑

Amelia Island Base Budget	2016	2017	
Total	\$1,960	\$1,975	↑
Per Person/Stay	726	731	↑
Per Person/Day	181	188	↑

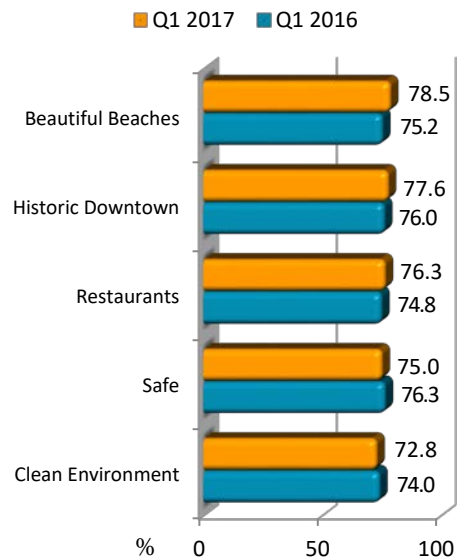
Used Internet to Get Travel Information for this Trip	2016	2017	
Yes	93.7%	94.3%	↑

Booked Travel for this Trip on the Internet	2016	2017	
Yes	70.1%	74.7%	↑

Activities Enjoyed (Multiple Response)	2016	2017	
Dining Out	83.5%	84.3%	↑
Historic Downtown	78.9	82.5	↑
Beach	68.7	69.8	↑
Shopping	59.3	63.9	↑
Walking on the Beach	61.8	63.4	↑
Relaxing	61.4	61.5	↑
State Parks	39.4	39.9	↑
Sight Seeing	37.9	38.8	↑
Shelling	29.7	32.3	↑
Reading	29.9	27.0	↓
Wildlife/Environment	25.2	25.4	↑
Attractions	16.9	21.4	↑
Pool	20.7	21.3	↑
Antiquing	18.1	20.2	↑
Bars/Nightlife	16.0	18.3	↑
Art Galleries	16.6	17.0	↑
Exercising	13.8	14.8	↑
Photography	13.6	14.2	↑
Visiting with Friends/Relatives	14.4	14.1	↓
Water Cruise	12.8	13.7	↑
Swimming	14.6	13.3	↓
Bird Watching	12.2	13.3	↑
Farmers Market	11.0	11.8	↑
Golfing	9.0	8.7	↓
Fishing	6.0	5.5	↓

Attributes that Describe Amelia Island Well	2016	2017	
Beautiful Beaches	75.2%	78.5%	↑
Historic Downtown	76.0	77.6	↑
Good Food and Restaurants	74.8	76.3	↑
Safe Destination	76.3	75.0	↓
Clean Environment	74.0	72.8	↓
Upscale Accommodations	59.8	63.3	↑
Family Friendly	58.1	59.8	↑
Complete Relaxation	53.7	57.5	↑
A Romantic Place	54.7	53.2	↓
Good Value for the Money	41.9	41.8	↓
State Parks	39.3	39.0	↓
Activities for All Ages	19.4	21.5	↑
Good Golfing	11.9	10.6	↓
Good Fishing	10.5	9.1	↓
Good Water Sports	8.3	7.7	↓
Art Galleries	6.0	7.3	↑

Attributes that Describe Amelia Island Well (Top Five)



First Quarter 2017 Top U.S. Feeder Markets

	States of Origin	2016	2017
1.	Florida	15.7%	15.3%
2.	Georgia	14.8	13.4
3.	New York/New Jersey	7.2	8.2
4.	North Carolina	5.4	5.0
5.	South Carolina	4.5	4.7
6.	Pennsylvania	3.8	4.6
7.	Ohio	5.6	4.5
8.	Virginia/D.C.	4.1	3.8
9.	Illinois	3.3	3.6
10.	Massachusetts	2.9	3.0
11.	Michigan	--	3.0

	DMA's	2016	2017
1.	Jacksonville	7.4%	7.9%
2.	Atlanta	6.7	6.8
3.	New York/New Jersey	6.3	6.4
4.	Greater Orlando Area	6.2	5.7
5.	Boston	4.3	4.0
6.	Chicago	3.1	3.3
7.	Tampa/St. Petersburg	3.2	3.0
8.	Philadelphia	--	2.9
9.	Savannah	3.0	2.7
10.	Washington, D.C.	2.9	2.4
11.	Detroit	--	2.4