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**Amelia Island**  
**Fiscal Year 2015/2016 Visitor Profile**  
*(October '15 – September '16)*

***Prepared for:***

Amelia Island Tourist Development Council

***Prepared by:***

Research Data Services, Inc.

**[www.ResearchDataLLC.com](http://www.ResearchDataLLC.com)**

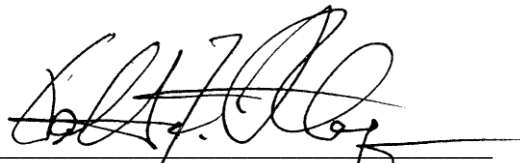
October 27, 2016

# Amelia Island: Fiscal Year 2015/2016 Visitor Profile

## Certification

**RESEARCH DATA SERVICES, INC.** hereby certifies that, except as otherwise noted in this report:

1. We have no present or contemplated future interest in the project that is the subject of this study.
2. We have no personal interest or bias with respect to the subject matter of this report or the parties involved.
3. To the best of our knowledge and belief, the statements of fact contained in this report, upon which analyses, opinions, and conclusions expressed herein are based, are true and correct.
4. This report sets forth all of the limiting conditions (imposed by the terms of our assignment or by the undersigned) affecting the analyses, opinions, and conclusions contained in this report.
5. The underlying assumptions are based on present circumstances and information currently available.
6. Because circumstances may change and unanticipated events may occur subsequent to the date of this report, the reader must evaluate the assumptions and rationale of this report in light of the circumstances then prevailing. The terms of this engagement are such that we have no obligation to revise this report or the included projections to reflect events or conditions which occur subsequent to the completion of our fieldwork.



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Walter J. Klages, Ph.D., President

October 27, 2016

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Date

## Amelia Island Visitor Profile: Fiscal Year 2015/2016

### Estimated Visitor Metrics

<b>Visitor Statistics</b>	<i>FY Quarter 1</i> (Oct. - Dec. '15)	<i>FY Quarter 2</i> (Jan. - Mar. '16)	<i>FY Quarter 3</i> (Apr. - Jun. '16)	<i>FY Quarter 4</i> (Jul. - Sep. '16)	<b>Fiscal Year</b> <b>2014/2015</b>	<b>Fiscal Year</b> <b>2015/2016</b>	<b>% Δ FY 2015-</b> <b>2016</b>
H/M/C/C Visitors (#)	132,500	157,300	165,800	183,800	<b>608,700</b>	<b>639,400</b>	<b>+5.0%</b>
Direct Expenditures (\$)	\$89,628,300	\$114,168,300	\$125,013,200	\$126,638,200	<b>\$425,786,600</b>	<b>\$455,448,000</b>	<b>+7.0%</b>
Total Economic Impact	\$117,924,000	\$150,211,200	\$164,479,900	\$166,617,900	<b>\$560,207,300</b>	<b>\$599,233,000</b>	<b>+7.0%</b>

### Estimated Visitor Origins: Number of Visitors by Region

<b>H/M/C/C Visitor Origins</b>	<i>FY Quarter 1</i> (Oct. - Dec. '15)		<i>FY Quarter 2</i> (Jan. - Mar. '16)		<i>FY Quarter 3</i> (Apr. - Jun. '16)		<i>FY Quarter 4</i> (Jul. - Sep. '16)		<b>Fiscal Year</b> <b>2014/2015</b> <b># of Visitors</b>	<b>Fiscal Year</b> <b>2015/2016</b> <b># of Visitors</b>	<b>% Δ FY 2015-</b> <b>2016</b>
	Rel %	# of Vis.	Rel %	# of Vis.	Rel %	# of Vis.	Rel %	# of Vis.			
Florida		32,860		24,696		38,300		41,539	<b>128,142</b>	<b>137,395</b>	<b>+7.2%</b>
Southeast		50,748		51,122		70,631		90,246	<b>247,920</b>	<b>262,747</b>	<b>+6.0%</b>
Northeast		17,225		34,921		24,538		19,667	<b>91,184</b>	<b>96,351</b>	<b>+5.7%</b>
Midwest		18,020		30,044		18,570		18,747	<b>86,967</b>	<b>85,381</b>	<b>-1.8%</b>
Foreign		6,095		11,326		6,300		8,087	<b>28,427</b>	<b>31,808</b>	<b>+11.9%</b>
Markets of Opp.		7,552		5,191		7,461		5,514	<b>26,060</b>	<b>25,718</b>	<b>-1.3%</b>
<b>Total</b>		<b>132,500</b>		<b>157,300</b>		<b>165,800</b>		<b>183,800</b>	<b>608,700</b>	<b>639,400</b>	<b>+5.0%</b>

## Amelia Island Visitor Profile: Fiscal Year 2015/2016

### Occupancy and ADR Data

	FY Quarter 1			FY Quarter 2			FY Quarter 3			FY Quarter 4			Fiscal Year 2015/2016	% Δ FY 2015- 2016
	Oct. '15	Nov. '15	Dec. '15	Jan '16	Feb. '16	Mar. '16	Apr. '16	May '16	Jun. '16	Jul. '16	Aug. '16	Sep. '16		
Occ. (%)	62.6	62.5	56.3	58.1	70.5	81.9	78.8	74.8	82.0	87.8	73.5	73.0	71.8	+1.7%
ADR	\$212.63	\$180.44	\$167.06	\$168.21	\$184.00	\$273.01	\$258.42	\$238.68	\$244.86	\$243.72	\$196.53	\$204.78	\$218.56	+2.8%
RevPAR	\$133.03	\$112.86	\$94.02	\$97.78	\$129.73	\$223.61	\$203.58	\$178.56	\$200.72	\$214.09	\$144.50	\$149.43	\$156.94	+4.6%

## Amelia Island Visitor Profile: Fiscal Year 2015/2016

### Visitor Profile

	FY Quarter 1 Oct. - Dec. '15	FY Quarter 2 Jan. - Mar. '16	FY Quarter 3 Apr. - Jun. '16	FY Quarter 4 Jul. - Sep. '16	Fiscal Year 2015/2016
<b>Length of Stay (Days)</b>					
In Amelia Island	3.9	4.0	4.5	4.2	4.2
<b>Party Size</b>					
Number of People	2.4	2.7	2.9	3.0	2.8
<b>Party Composition (Multiple Response)</b>					
Family	21.9	23.7	37.5	36.0	29.8
Couple	62.2	62.8	45.9	47.3	54.6
Single	8.9	6.0	4.9	5.3	6.3
Extended Family	6.9	11.5	13.9	8.8	10.3
Group of Friends	6.4	7.0	6.7	6.9	6.8
<b>Have Children or Young Adults in Immediate Travel Party</b>					
% Yes	17.1	19.5	32.1	31.0	24.9
<b>Transportation</b> (Percentaged to the Base of All Resp.)					
Personal Car/RV	69.3	77.0	70.1	75.6	73.0
Plane	29.2	21.8	26.9	22.0	25.0
Rental Car	27.0	17.9	19.7	18.8	20.9
<b>Airport Deplaned (Base: Flew)</b>					
Jacksonville Int'l	86.9	83.8	81.6	82.1	83.6
Orlando Int'l/Sanford	7.1	7.1	11.5	9.8	8.9
<b>Purpose of Trip (Multiple Response)</b>					
Vacation	48.3	58.8	68.0	61.7	59.2
A Getaway	29.9	28.0	21.0	26.0	26.2
Business/Meeting/Conference	16.0	10.0	10.7	14.6	12.8
Friends/Relatives	11.3	11.5	10.3	5.8	9.7
Wedding/Honeymoon	6.8	6.4	6.9	6.0	6.5
Special Event/Festival	9.4	5.7	9.5	7.5	8.0

## Amelia Island Visitor Profile: Fiscal Year 2015/2016

	FY Quarter 1 <i>Oct. - Dec. '15</i>	FY Quarter 2 <i>Jan. - Mar. '16</i>	FY Quarter 3 <i>Apr. - Jun. '16</i>	FY Quarter 4 <i>Jul. - Sep. '16</i>	Fiscal Year <b>2015/2016</b>
<b>First Visit to</b> (% yes)					
Amelia Island	55.1	65.8	53.2	49.7	<b>56.0</b>
Florida	5.8	8.3	6.9	6.2	<b>6.8</b>
<b>Other Areas in FL Considered for Trip</b> <i>(Open Ended Multiple Response)</i>					
None, Only Amelia Island	56.4	44.1	45.5	48.6	<b>48.7</b>
St. Augustine/Ponte Vedra	21.6	14.8	17.9	23.7	<b>19.5</b>
Savannah	12.9	15.1	12.9	16.1	<b>14.3</b>
Orlando	7.0	10.2	9.8	11.6	<b>9.7</b>
Hilton Head	8.8	8.0	9.5	12.7	<b>9.8</b>
Jacksonville	10.0	11.9	8.7	12.4	<b>10.8</b>
Jekyll Island	9.4	10.3	12.0	13.3	<b>11.3</b>
<b>Why Chose Amelia Island</b> <i>(Multiple Response)</i>					
Beach	48.8	41.9	56.5	52.3	<b>49.9</b>
Previous Experience	16.1	10.6	14.3	17.5	<b>14.6</b>
Love/Like the Area	15.5	19.9	22.1	17.2	<b>18.7</b>
Never Been/Try Something New	30.9	30.1	30.5	28.3	<b>30.0</b>
Hotel/Accommodations	25.1	16.4	30.0	28.9	<b>25.1</b>
Recommendation	21.1	25.6	31.5	18.2	<b>24.1</b>
Convenient Location	15.2	21.0	19.7	15.2	<b>17.8</b>
Appealing Brochures/Websites	28.0	29.7	23.6	27.1	<b>27.1</b>
Nature/Environment	20.4	19.4	21.5	21.3	<b>20.7</b>
Family Oriented Area	11.5	9.0	20.5	23.4	<b>16.1</b>
Business/Meeting	15.8	11.9	9.6	10.1	<b>11.9</b>
Visiting with Friends/Family	14.6	9.6	10.7	6.6	<b>10.4</b>
History	10.9	18.7	17.5	19.0	<b>16.5</b>
Weather	21.0	17.1	18.5	11.7	<b>17.1</b>
Event	9.9	N/A	10.3	7.2	<b>9.1</b>
Attractions	9.5	16.2	16.6	10.9	<b>13.3</b>
<b>Travel Planning Window</b> <i>(Days)</i>					
How Far in Advance Start Planning Trip	47.0	45.3	54.2	46.5	<b>48.3</b>
How Far in Advance Book Reservations	29.8	32.3	35.2	33.8	<b>32.8</b>

## Amelia Island Visitor Profile: Fiscal Year 2015/2016

	FY Quarter 1 Oct. - Dec. '15	FY Quarter 2 Jan. - Mar. '16	FY Quarter 3 Apr. - Jun. '16	FY Quarter 4 Jul. - Sep. '16	Fiscal Year 2015/2016
<b>Information Most Helpful to Visit</b>					
<i>(Open Ended Multiple Response)</i>					
Internet	72.8	79.8	86.6	76.9	<b>79.0</b>
Previous Visit	28.0	24.6	35.3	25.8	<b>28.4</b>
Recommendation	23.4	27.3	33.3	33.8	<b>29.5</b>
Family	14.5	10.3	7.6	13.5	<b>11.5</b>
Hotel/Accommodations	23.0	23.6	23.0	27.2	<b>24.2</b>
Print Media	18.9	19.7	19.5	10.9	<b>17.3</b>
Business/Conference/Meeting	15.8	11.4	6.0	6.5	<b>9.9</b>
Maps	8.9	9.8	10.3	14.1	<b>10.8</b>
Special Event	7.6	6.1	8.7	8.4	<b>7.7</b>
<b>Satisfaction with Amelia Island</b>					
Very Satisfied	86.1	80.9	85.0	83.1	<b>83.8</b>
Satisfied	11.6	14.5	10.8	15.9	<b>13.2</b>
<b>Satisfaction Level</b> <i>(Very Satisfied + Satisfied)</i>	<b>97.7</b>	<b>95.4</b>	<b>95.8</b>	<b>99.0</b>	<b>97.0</b>
<b>Recommend Amelia Island to Friends/Relatives</b>					
% Yes	96.7	96.3	98.3	97.1	<b>97.1</b>
<b>Plan to Return</b> <i>(% yes)</i>					
To Local Area	88.2	87.8	85.2	90.5	<b>87.9</b>
<b>Demographics</b>					
Average Age Head of HH (yrs)	52.6	51.1	49.0	48.6	<b>50.3</b>
Median Annual HH Income	\$126,438	\$127,224	\$126,304	\$138,024	<b>\$129,498</b>
<b>Seen/Read/Heard Amelia Island Message</b>					
% Yes	46.4	42.2	38.1	44.7	<b>42.9</b>
<b>Influenced by Amelia Island Message</b>					
<i>(Base: Seen/Read/Heard Area Message)</i>					
% Yes	57.3	50.9	58.0	47.9	<b>53.5</b>

## Amelia Island Visitor Profile: Fiscal Year 2015/2016

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<b><i>Avg. Party Budget Breakdown</i></b>					
Accommodations	\$740	\$768	\$1,009	\$927	<b>\$861</b>
Restaurant Food/Beverage	\$373	\$458	\$456	\$466	<b>\$438</b>
Grocery Store	\$50	\$70	\$70	\$88	<b>\$69</b>
Admissions to Attractions	\$63	\$85	\$65	\$62	<b>\$69</b>
Other Entertainment	\$102	\$87	\$84	\$125	<b>\$100</b>
Retail Purchases	\$149	\$203	\$243	\$237	<b>\$208</b>
Miscellaneous	\$146	\$289	\$261	\$162	<b>\$214</b>
<b><i>Average Party Budget Breakdown</i></b>					
Total	\$1,623	\$1,960	\$2,188	\$2,067	<b>\$1,960</b>
Per Person/Trip	\$676	\$726	\$754	\$689	<b>\$711</b>
Per Person/Day	\$173	\$181	\$168	\$164	<b>\$172</b>
<b><i>Use Internet to Obtain Travel Information</i></b>					
% Yes	92.0	93.7	93.2	92.7	<b>92.9</b>
<b><i>Book Travel Reservations For Trip Online</i></b>					
<i>(Base: Resp. who Obtain Travel Info. Online)</i>					
% Yes	62.1	70.1	68.7	68.9	<b>67.5</b>



## Amelia Island Visitor Profile: Fiscal Year 2015/2016

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<b>Activities Enjoyed in Area</b>					
<i>(Open Ended Multiple Response)</i>					
Beach	72.4	68.7	86.1	82.1	<b>77.3</b>
Dining Out	78.4	85.3	80.4	79.2	<b>80.8</b>
Historic Downtown	76.2	78.9	85.7	63.0	<b>76.0</b>
Walking on the Beach	54.2	61.8	65.2	66.9	<b>62.0</b>
Relaxing	59.6	61.4	66.5	71.9	<b>64.9</b>
Shopping	60.5	59.3	59.5	63.1	<b>60.6</b>
Sight-Seeing	36.4	37.9	45.6	39.7	<b>39.9</b>
Pool	23.3	20.7	38.8	39.4	<b>30.6</b>
Shelling	25.7	29.7	33.3	36.9	<b>31.4</b>
Reading	31.1	29.9	31.5	31.8	<b>31.1</b>
Swimming	19.0	14.6	38.3	25.5	<b>24.4</b>
State Parks	22.7	39.4	35.8	30.9	<b>32.2</b>
Wildlife/Environment	18.4	25.2	26.1	24.0	<b>23.4</b>
Visiting with Friends/Relatives	16.1	14.4	9.2	11.0	<b>12.7</b>
Bars/Nightlife	14.8	16.0	15.7	19.0	<b>16.4</b>
Art Galleries	15.2	16.6	14.1	14.2	<b>15.0</b>
Antiquing	15.5	18.1	20.9	18.2	<b>18.2</b>
Exercising	10.0	13.8	16.3	15.0	<b>13.8</b>
Golfing	6.7	9.0	8.2	9.9	<b>8.5</b>
Water Cruise	12.7	12.8	15.4	10.4	<b>12.8</b>
Fishing	7.4	6.0	5.8	7.7	<b>6.7</b>
Farmers Market	10.4	11.0	11.1	10.8	<b>10.8</b>

## Amelia Island Visitor Profile: Fiscal Year 2015/2016

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<b><i>Amelia Island Attributes</i></b>					
Clean Environment	89.2	74.0	74.5	85.8	<b>80.9</b>
Beautiful Beaches	75.0	75.2	80.1	83.7	<b>78.5</b>
Safe Destination	80.8	76.3	69.2	84.9	<b>77.8</b>
Family Friendly	56.9	58.1	66.3	78.8	<b>65.0</b>
Complete Relaxation	65.1	53.7	62.2	72.1	<b>63.3</b>
Good Food & Restaurants	81.4	74.8	70.3	75.4	<b>75.5</b>
Historic Downtown	71.7	76.0	71.5	68.7	<b>72.0</b>
Upscale Accommodations	60.4	59.8	49.8	67.8	<b>59.5</b>
Good Value for the Money	46.8	41.9	44.5	55.1	<b>47.1</b>
A Romantic Place	60.3	54.7	47.9	57.1	<b>55.0</b>
Activities for All Ages	26.4	19.4	25.4	49.4	<b>30.2</b>
State Parks	33.8	39.3	31.9	37.5	<b>35.6</b>
Good Golfing	10.4	11.9	10.1	14.8	<b>11.8</b>
Good Water Sports	7.7	8.3	13.7	9.2	<b>9.7</b>
Good Fishing	10.1	10.5	7.2	10.1	<b>9.5</b>
Art Galleries	16.1	6.0	9.7	15.2	<b>12.6</b>