

Amelia Island CVB

Economic Impact of The Amelia 2025

March 8th, 2025





Year-over-Year Differences

Year-over-year differences in the impact of this event are largely due to the following factors:

- Forecasted inclement weather the day of the event (Sunday) caused The Amelia to be moved to Saturday, and Saturday's Cars & Community event to be cancelled
- This resulted in a shorter event and lower attendee spending

Total Economic Impact

\$7,239,900

When including indirect and induced effects¹ of direct spending², the total economic impact of people attending The Amelia who **live outside** of Nassau County was \$7,239,900.

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.

\$5,171,400¹

People who **live outside** of Nassau County spent \$5,171,400¹ during The Amelia.

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

11,560

Including overnight visitors and day trippers, there were 11,560 individuals from outside Nassau County who attended The Amelia.¹

¹7,620 attendees stayed overnight in paid accommodations.

6,960

Vendors and attendees who **live outside** of Nassau County spent 6,960 nights in hotels, motels, and vacation rentals while attending The Amelia.

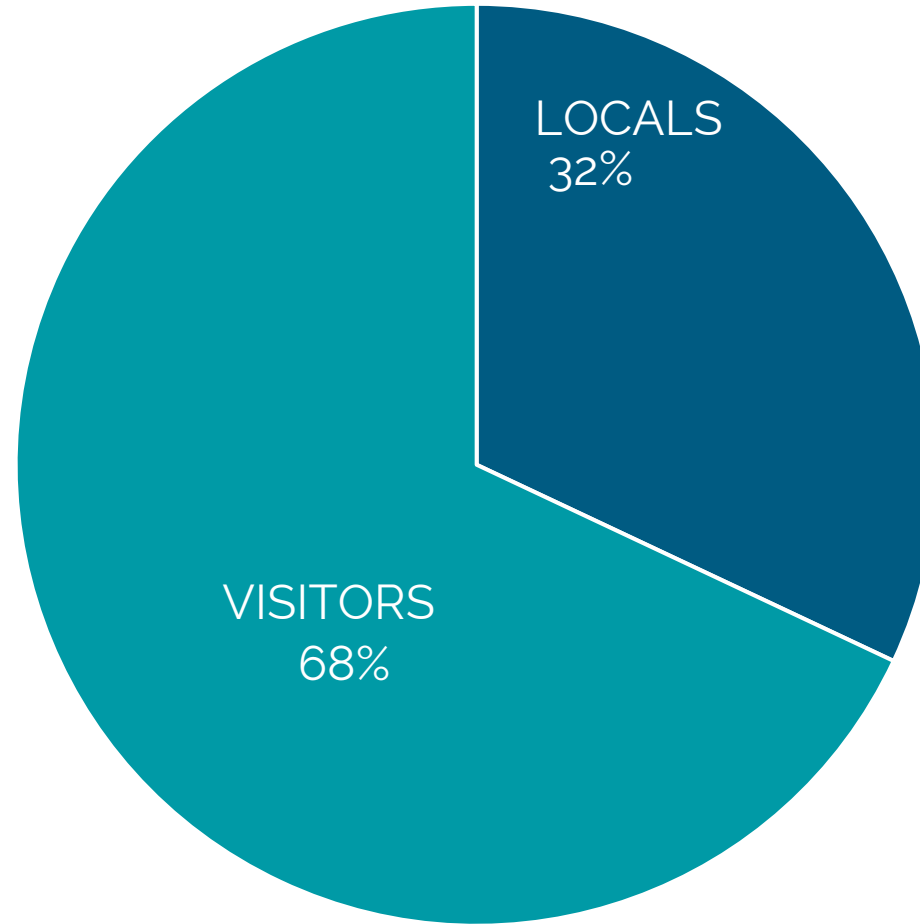
Year-over-Year Comparisons

Metric	2024	2025	% Change
Economic Impact ¹	\$8,687,400	\$7,239,900	- 16.7%
Direct Spending ²	\$6,581,400	\$5,171,400	- 21.4%
Out-of-County Visitors ³	11,500	11,560	+ 0.8%
Room Nights ²	8,570	6,960	- 18.8%

¹The economic impact multiplier for Nassau County increased from 1.32 in FY2024 to 1.40 in FY2025.

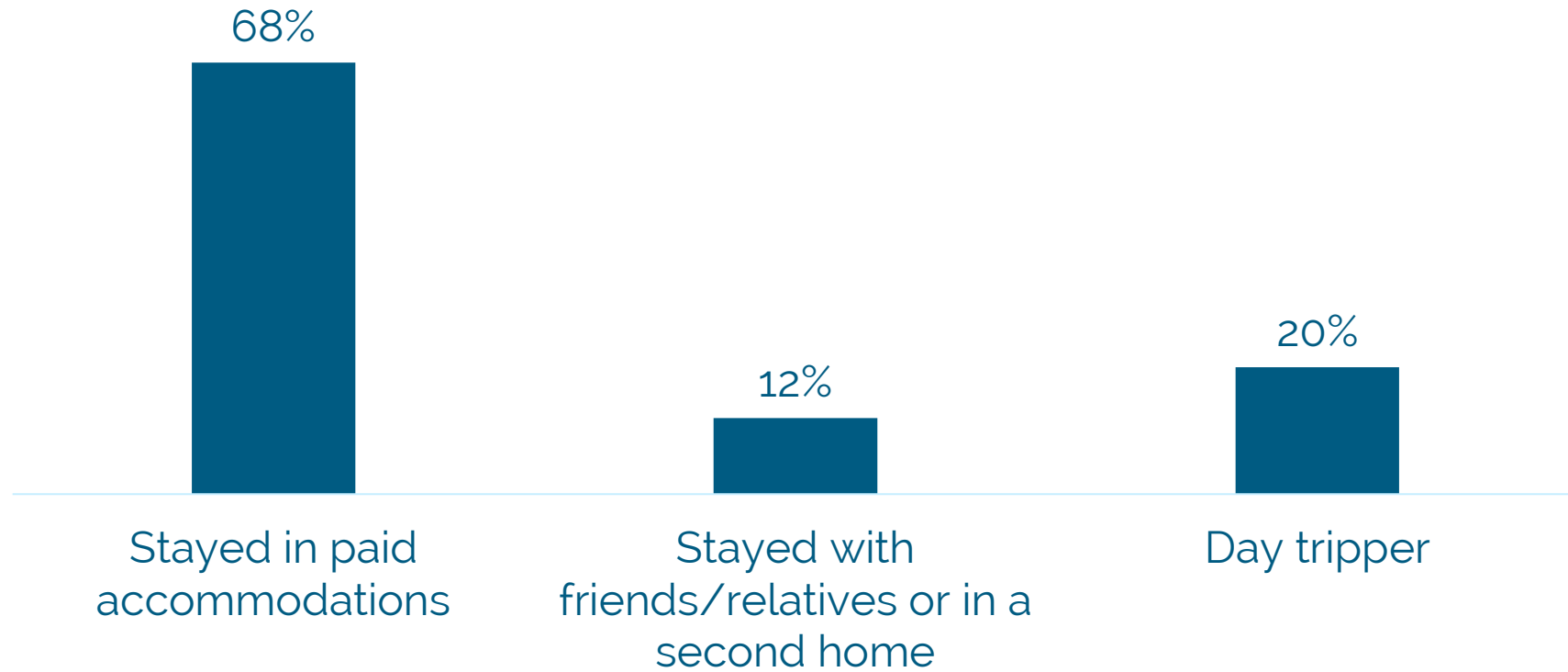
²A shorter event in 2025 contributed to lower total visitor spending and room nights.

Event Attendees - Visitors vs. Locals¹



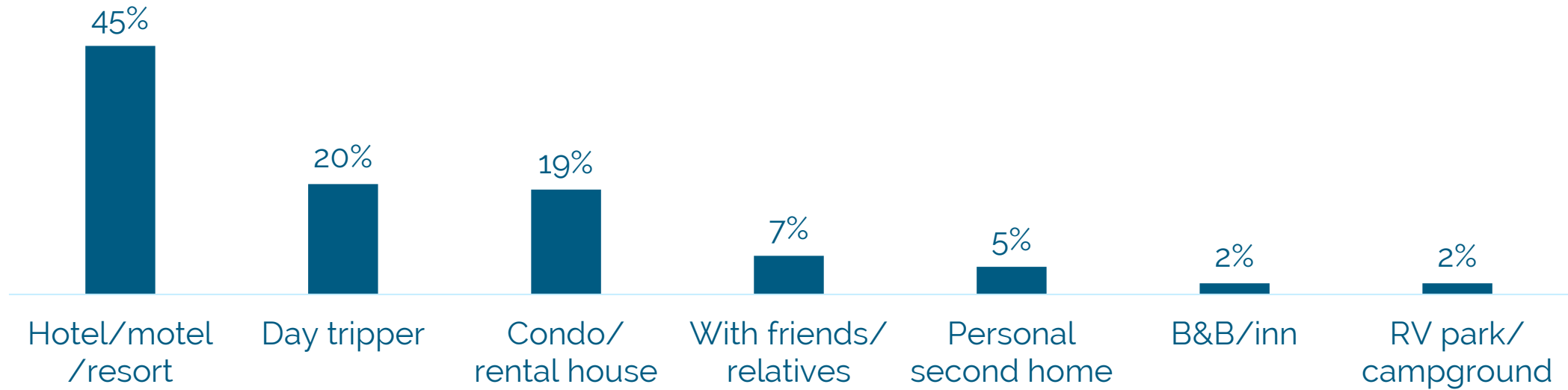
¹Based on Downs & St. Germain intercept surveys.

Visitor Type*



*Out of all out-of-county attendees.

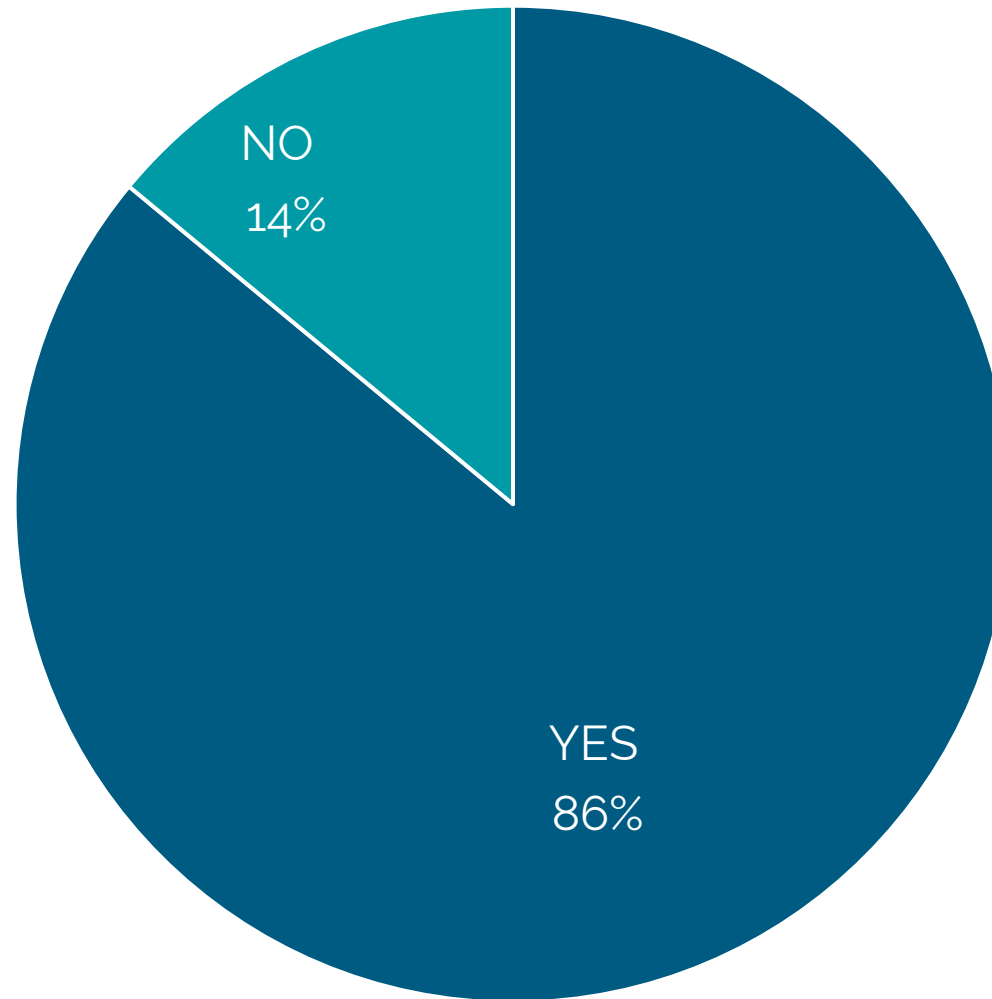
Detailed Visitor Type Breakdown*



*Out of all out-of-county attendees.

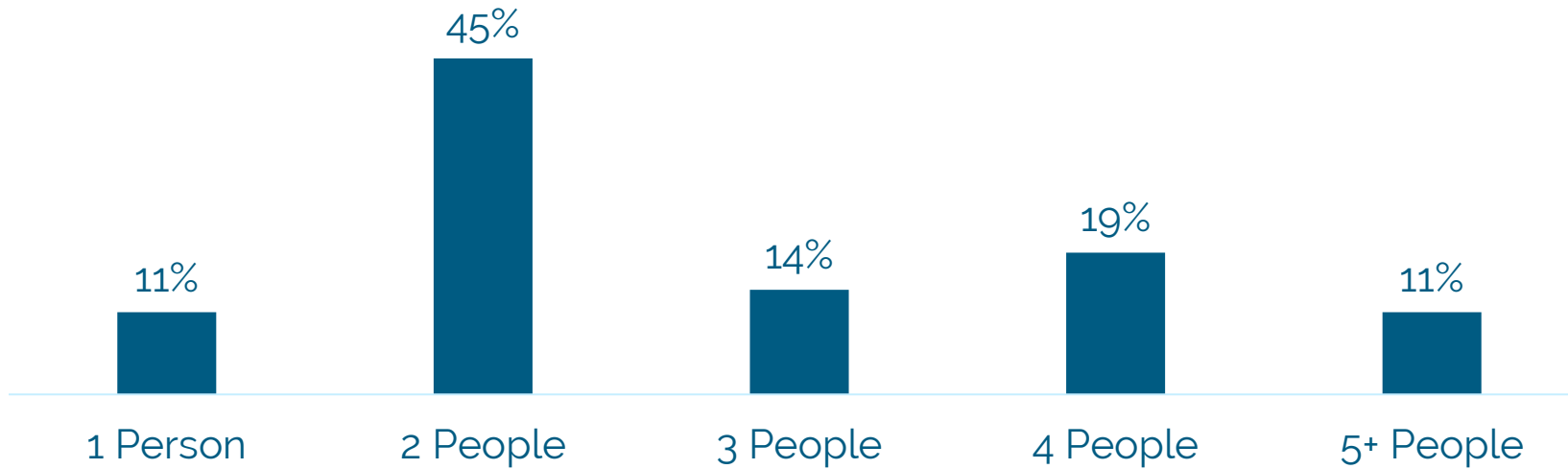
Main Reason for Visiting*

Was The Amelia your main reason for coming to the area?



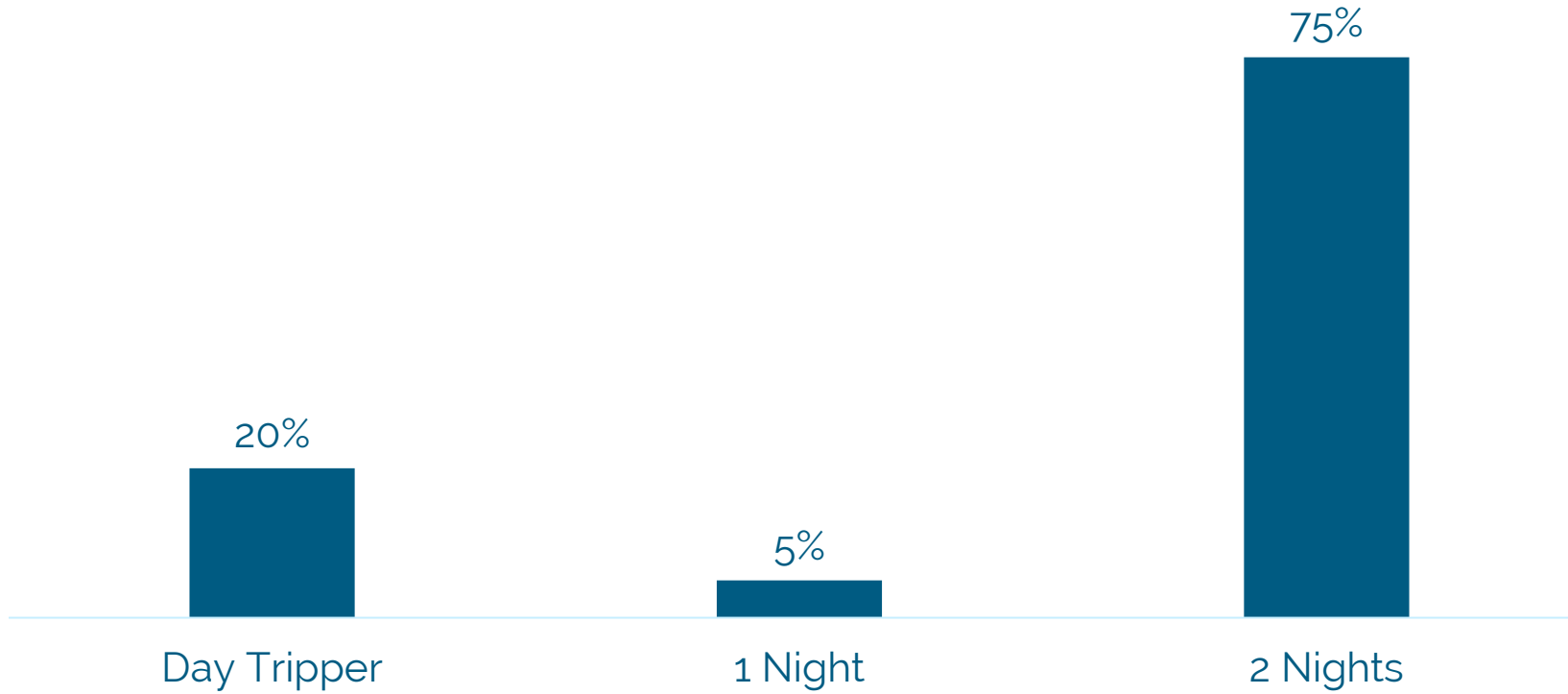
*Out of all out-of-county attendees.

Travel Party Size



The average travel party size for out-of-county attendees was **2.8 people**.

Length of Stay¹



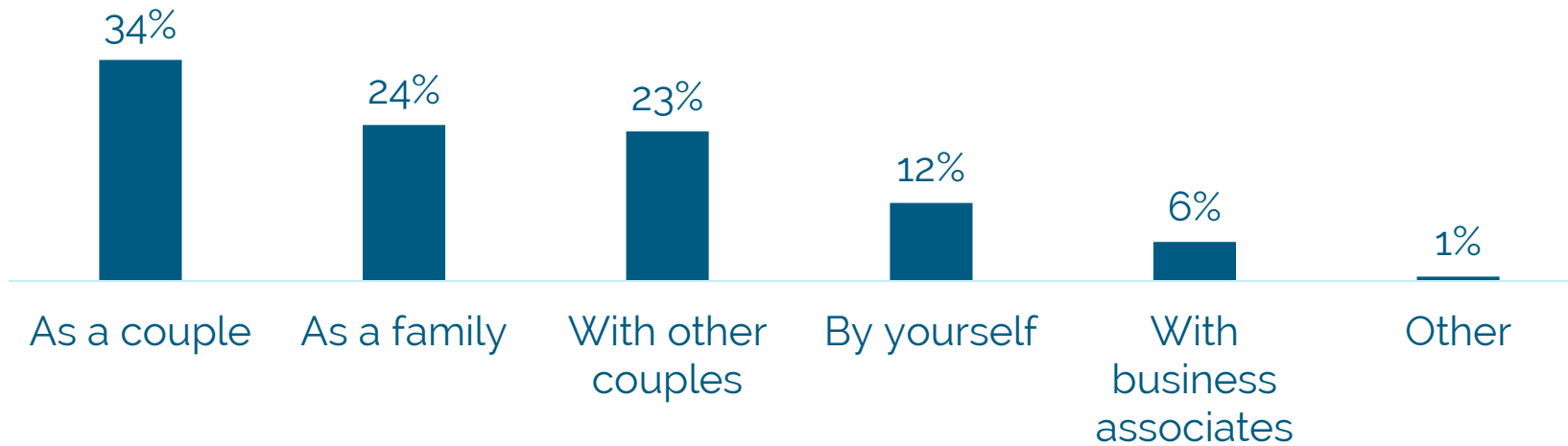
On average, out-of-county attendees spent **1.9 nights²** in Amelia Island.

¹Out of all out-of-county attendees.

²Related to The Amelia event

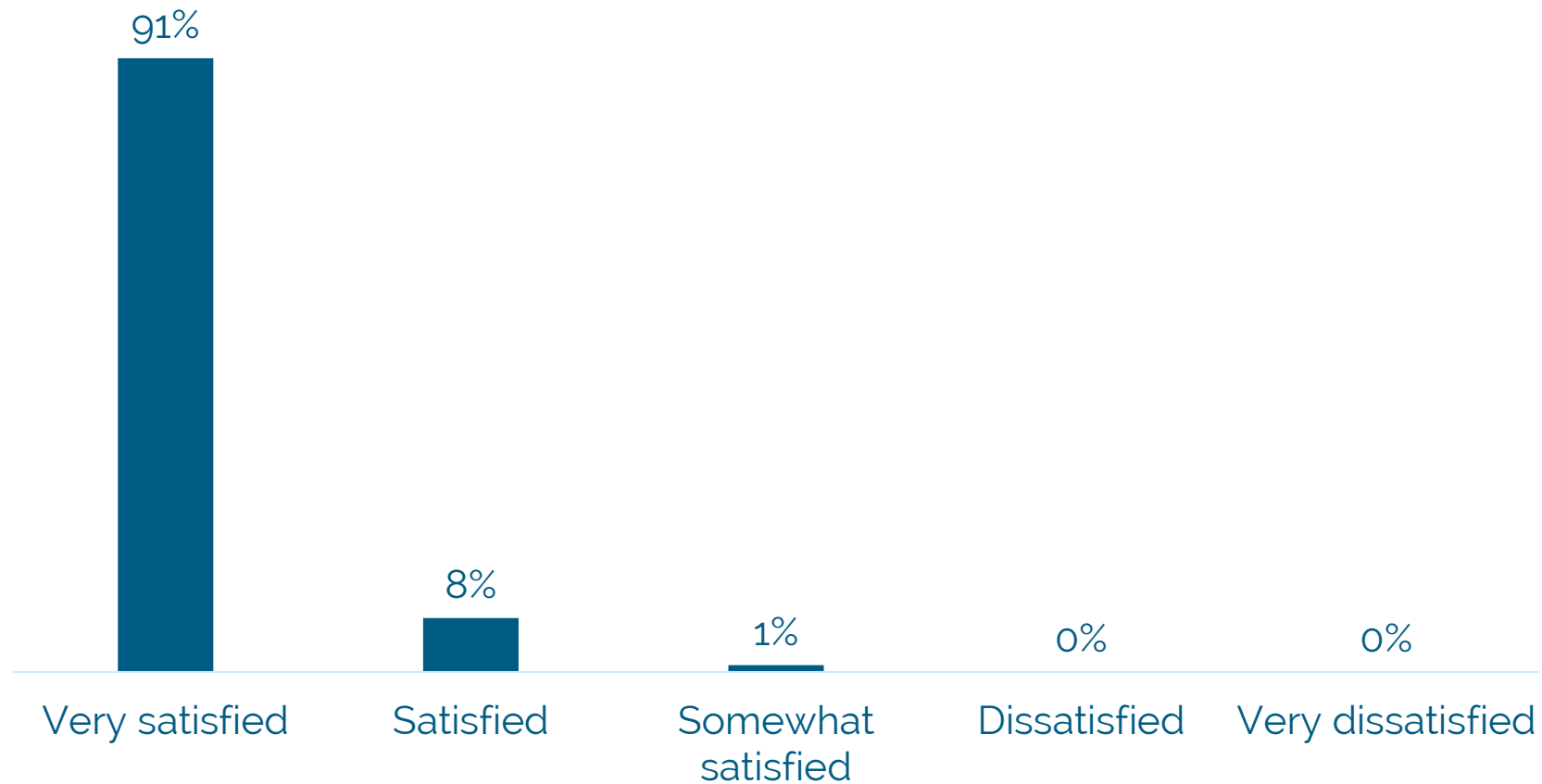
Travel Party Composition

On this trip, are you traveling:



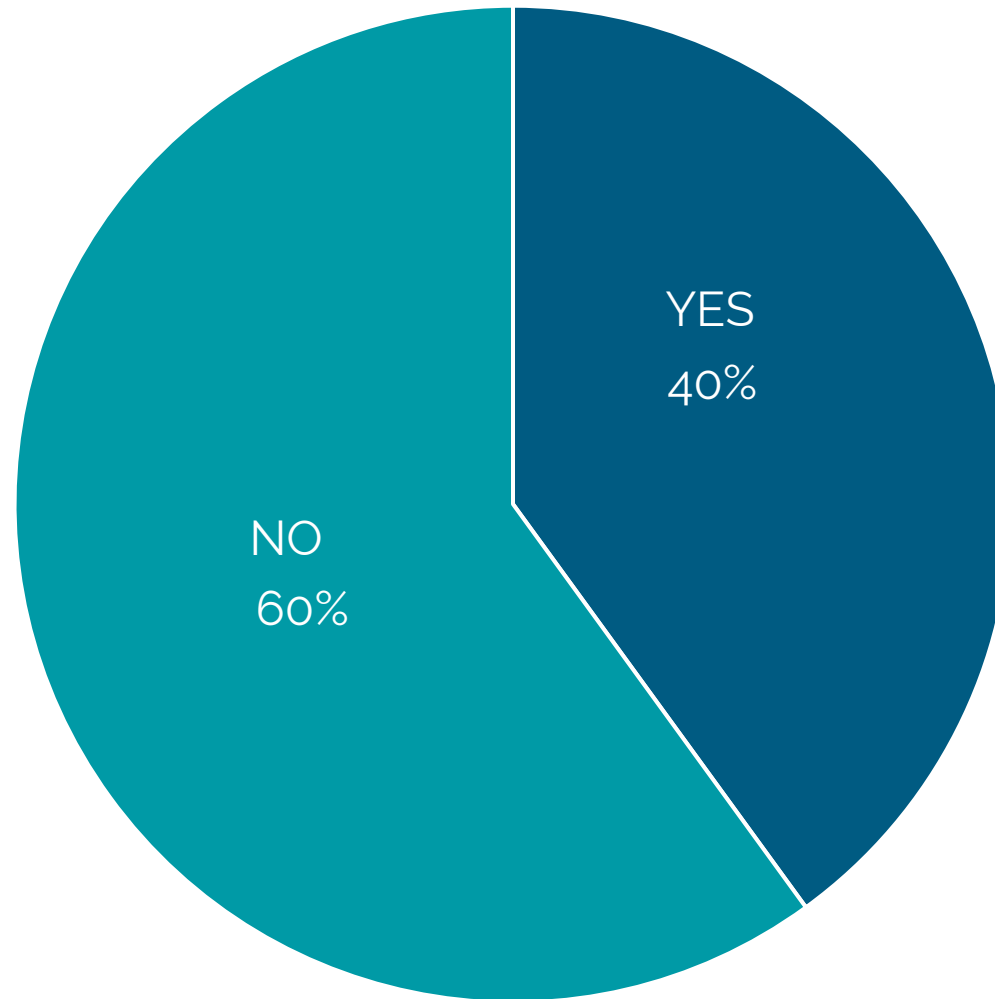
Satisfaction

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



First-Time Attendees

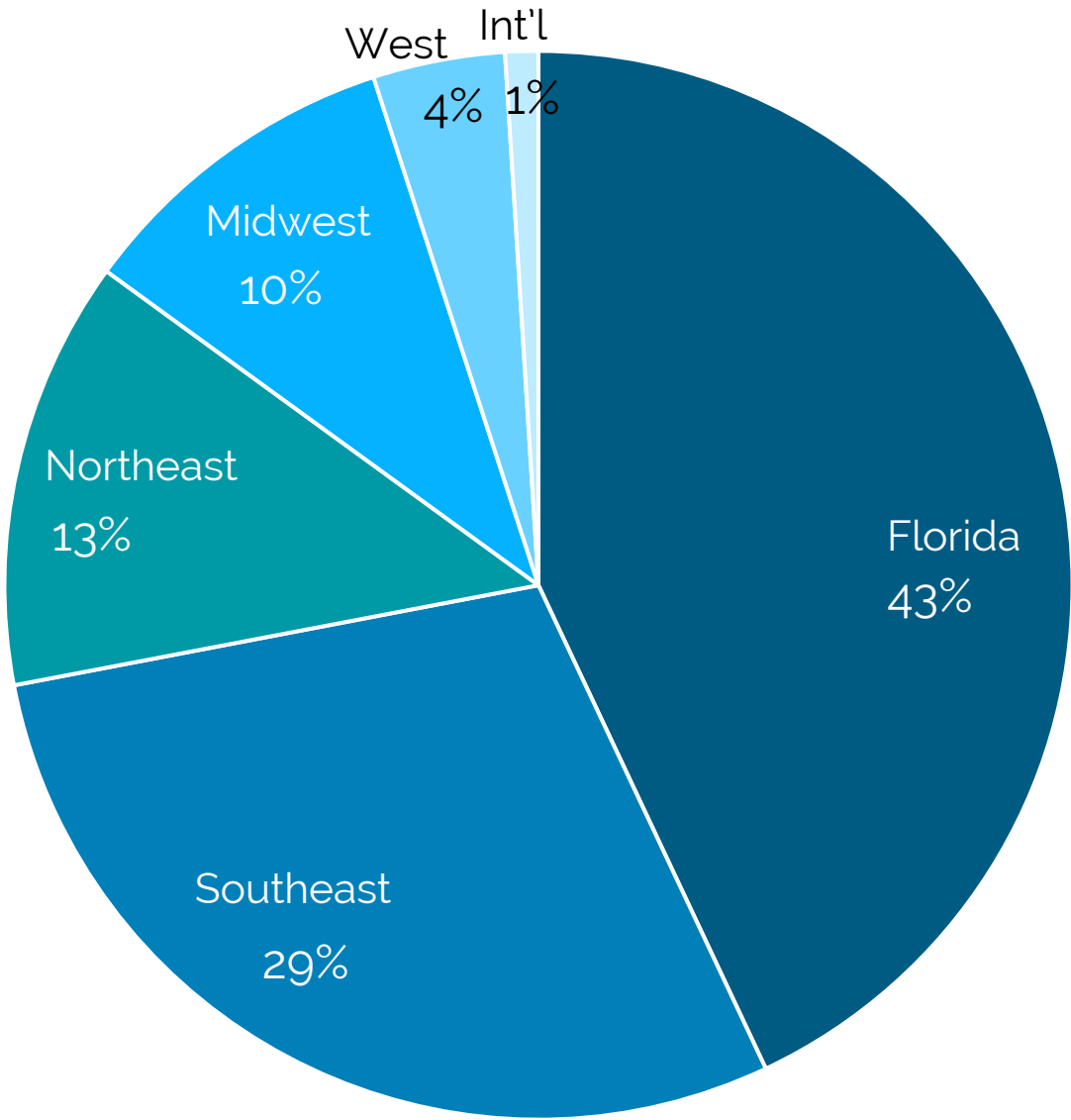
Was this your first time attending this event?





Visitor Profile

Regions of Origin*

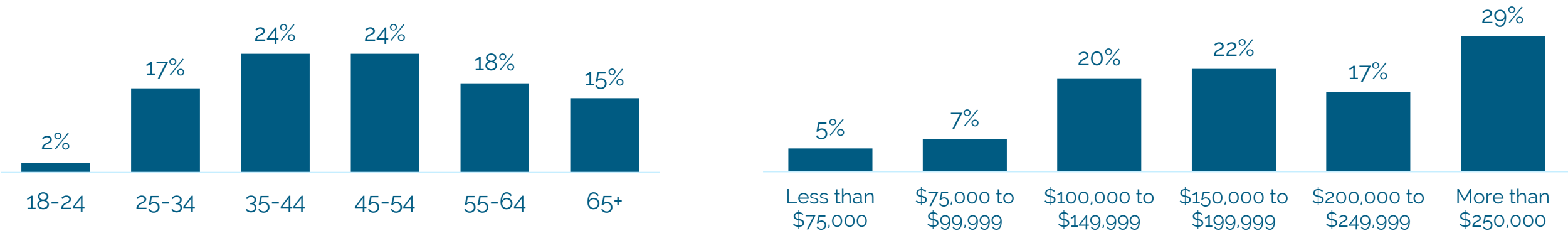


*Out of all out-of-county attendees.

Top Markets of Origin*

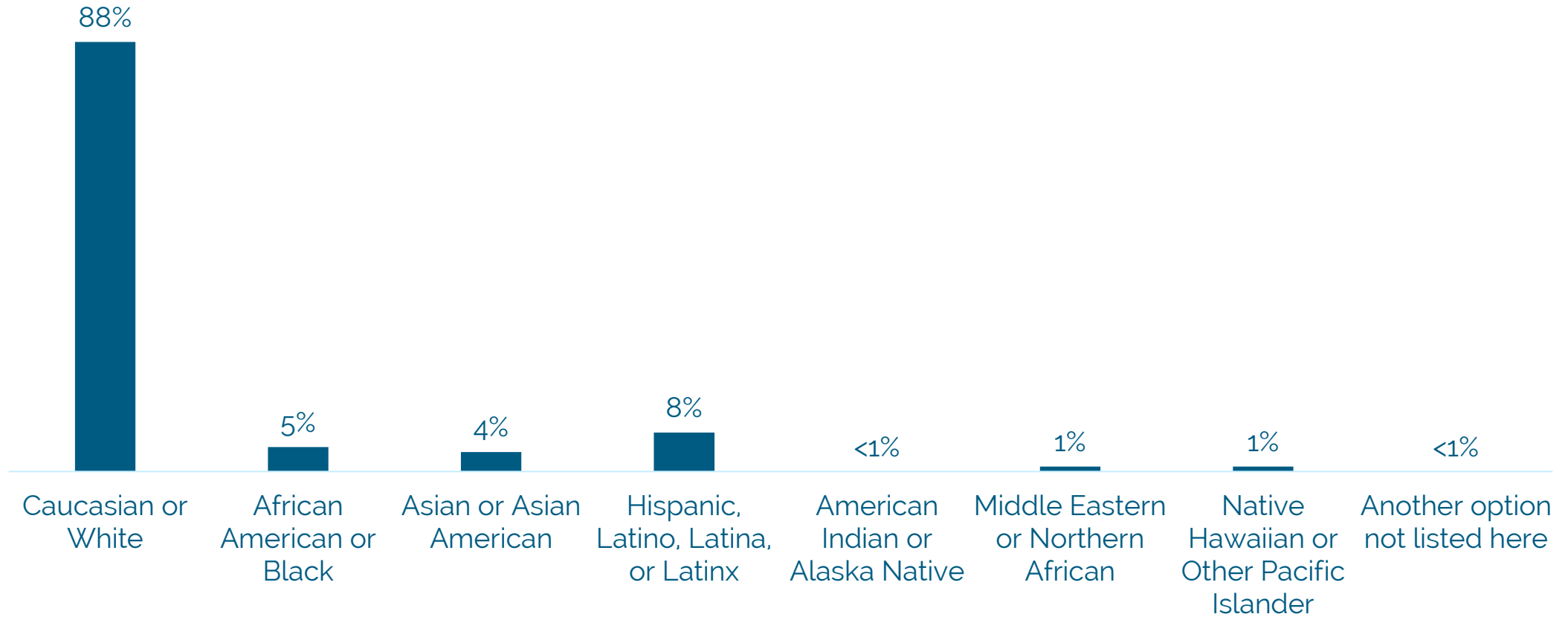
Market	Percent of Attendees
Jacksonville	28%
Atlanta	7%
Orlando – Daytona Beach - Melbourne	6%
Charlotte	3%
New York	3%
Boston	2%
Chicago	2%
Nashville	2%
Philadelphia	2%
Savannah	2%
Tampa – St. Petersburg	2%

Age and Income



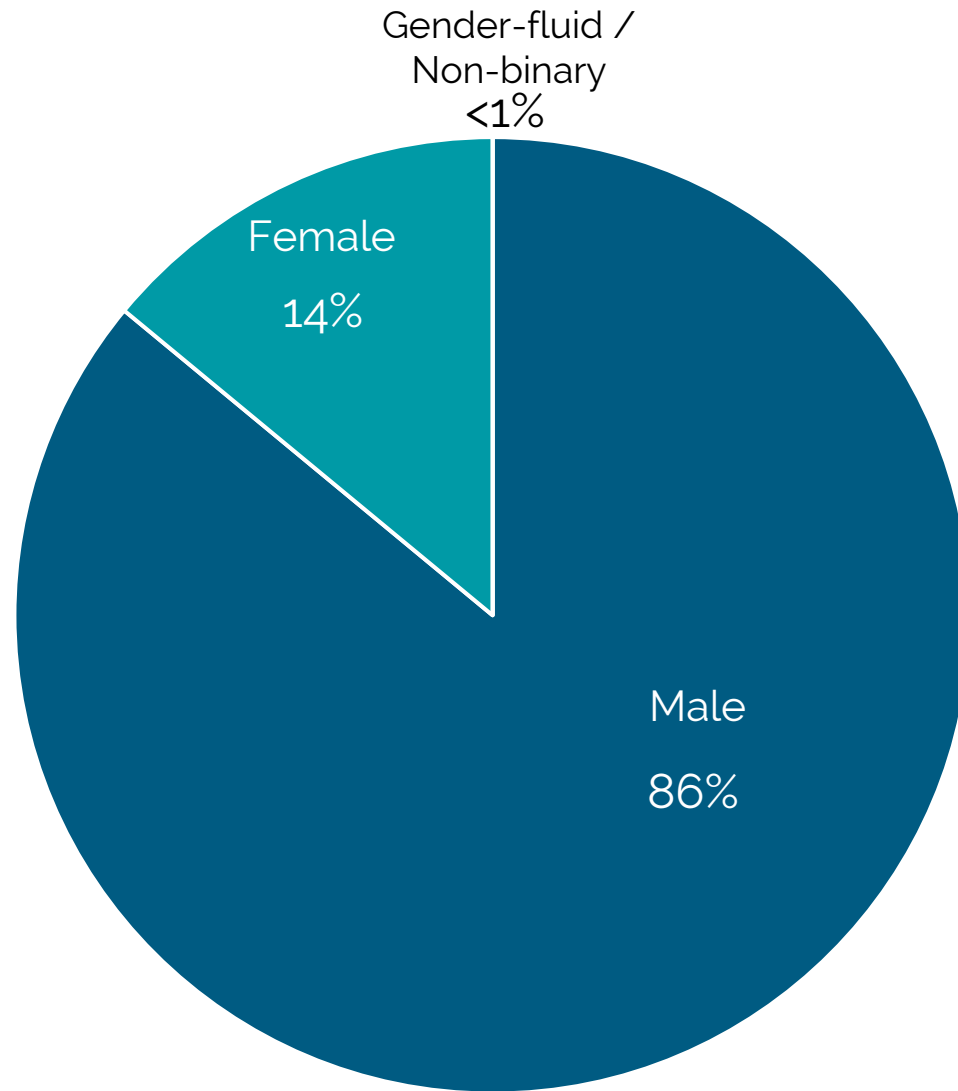
The average attendee was **47 years old** and had an annual household income of **\$191,000**.

Race*



*Multiple responses permitted.

Gender*



*Of member of travel party who completed survey.

Methodology

- The metrics in this report were based on data from the following sources:
 - Intercept interviews conducted by Downs & St. Germain Research with 142 attendees at The Amelia
 - 660 responses to an online survey emailed to event attendees by Hagerty
 - Tourism database at Downs & St. Germain Research
- Attendance figures were estimated from Hagerty and from an independent estimate by Downs & St. Germain Research

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