

# AMELIA ISLAND

CONVENTION & VISITORS BUREAU

## Memo

**To:** Amy Bell  
**From:** Gil Langley  
**Date:** 8/20/21  
**Re:** AITDC 3<sup>rd</sup> Quarter Report to the BOCC

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Attached you will find the AITDC 3<sup>rd</sup> Quarter Report to the BOCC (April-June 2021), which is due electronically today for our presentation on Wednesday, September 15<sup>th</sup>. I have summarized below what is included in the reports:

- **Economic Impact:** \$233 million, up 154% YOY
- **Visitation:** Number of Visitors up 98% YOY as the island was pretty much closed in April 2020
- **Visitor Origins:** Showing growth coming back from Northeast and Midwest markets
- **STR Performance:** Occupancy for the quarter averaged 70.6% with strong pricing power showing average daily rate (ADR) of \$314 and Revenue per Available Room (RevPAR) of \$221.22
  - It's great to see strong occupancy and rate this quarter as we increased the supply of rooms in May with the opening of the Courtyard and Springhill Suites
- **Bed Tax Collections:** Quarterly taxable sales totaled \$63,906,970, up 102% over projections based on a quicker return of the industry than expected. The resultant bed tax collection for the quarter was \$3,224,421
- **Arrivalist:** FYTD, the estimated sample arrivals indicate that day trippers make up 64% of outside visitation to Amelia Island. Thirty percent of overnight visitors stayed 4+ nights. This past quarter made up 38% of the total arrivals to the island this fiscal year to date.
- **Marketing Performance:** marketing efforts this quarter included, but were not limited to:
  - **Paid Advertising** (April -June): approximately \$280,000 spend resulting in over 21 million impressions and a click through rate (CTR) of .63%. Media was weighted for digital (programmatic, online video, rich media) but also included some audio, email, search, social and video. Campaigns include targeting for leisure and meeting audiences.

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- **AmeliaIsland.com:** 359K sessions with over 743K pageviews from 285K users
- **Emails:** Distributed 9 emails for an average open rate of 19.6% and CTR of 1.7%
- **Social:**
  - Facebook: 94,65K fans, up 2%, 17.44K engagements, down 34%, 15.06M impressions from 66 organic posts + 108 paid posts
  - Instagram: 22.4K fans, up 5%, 640.66K impressions, down 32%, 309 profile website taps, up 11% from 87 organic posts + 41 paid posts
  - LinkedIn: 7.74K impressions, up 99%, 287 engagements, up 104% for 32 organic posts.

As you can see, tourism on Amelia Island set new records with the pent-up demand from travelers during COVID-19. It appears that July was also a great month, but it is yet to be seen how the COVID-19 Delta variant will impact tourism this fall and winter.