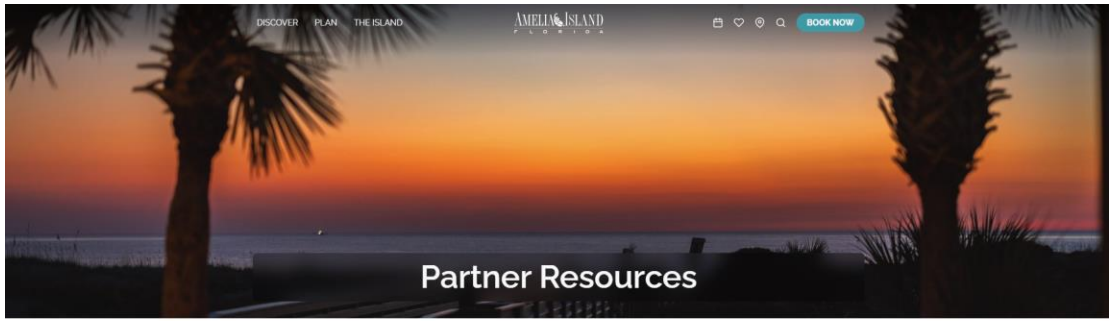
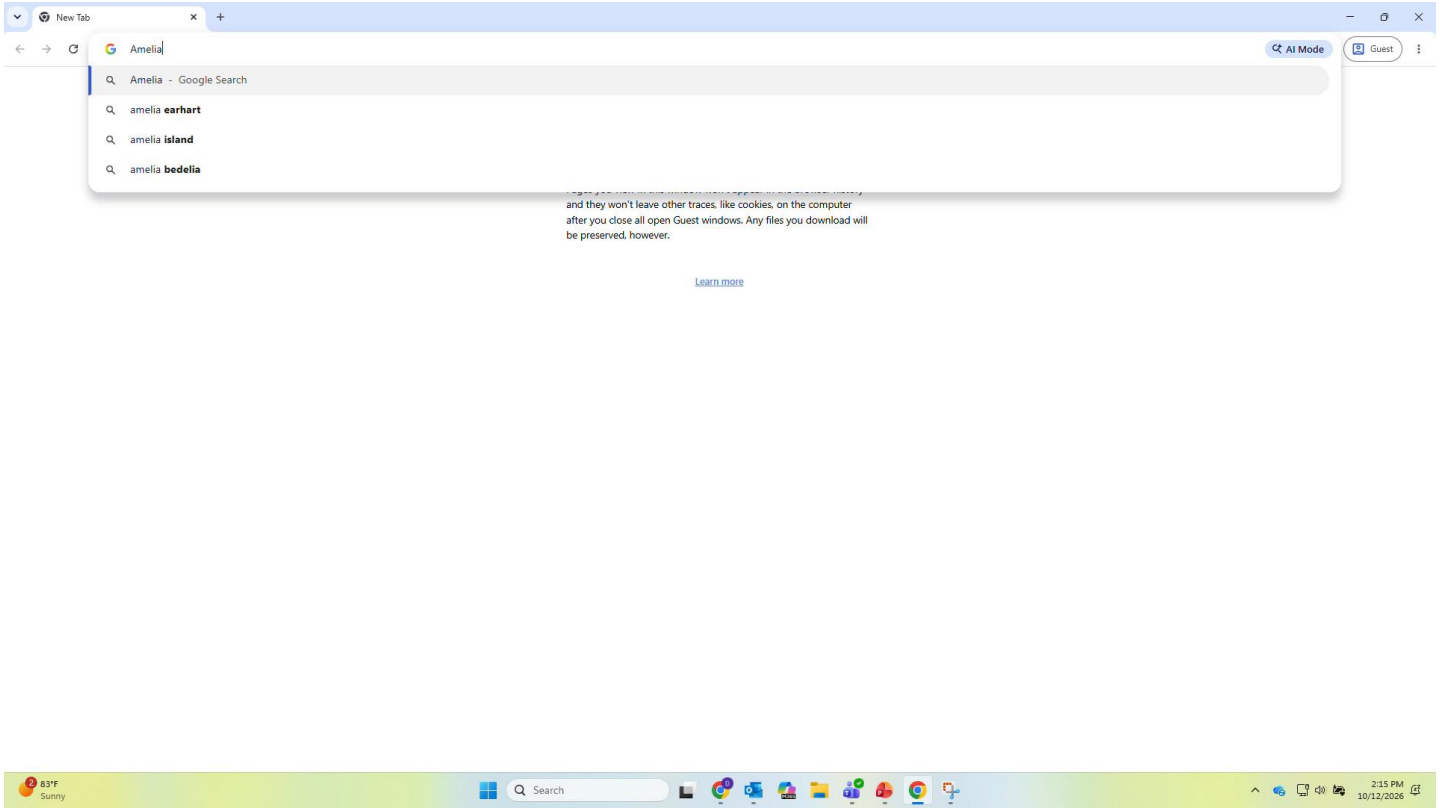
Make the Most of Your AICVB Partnership



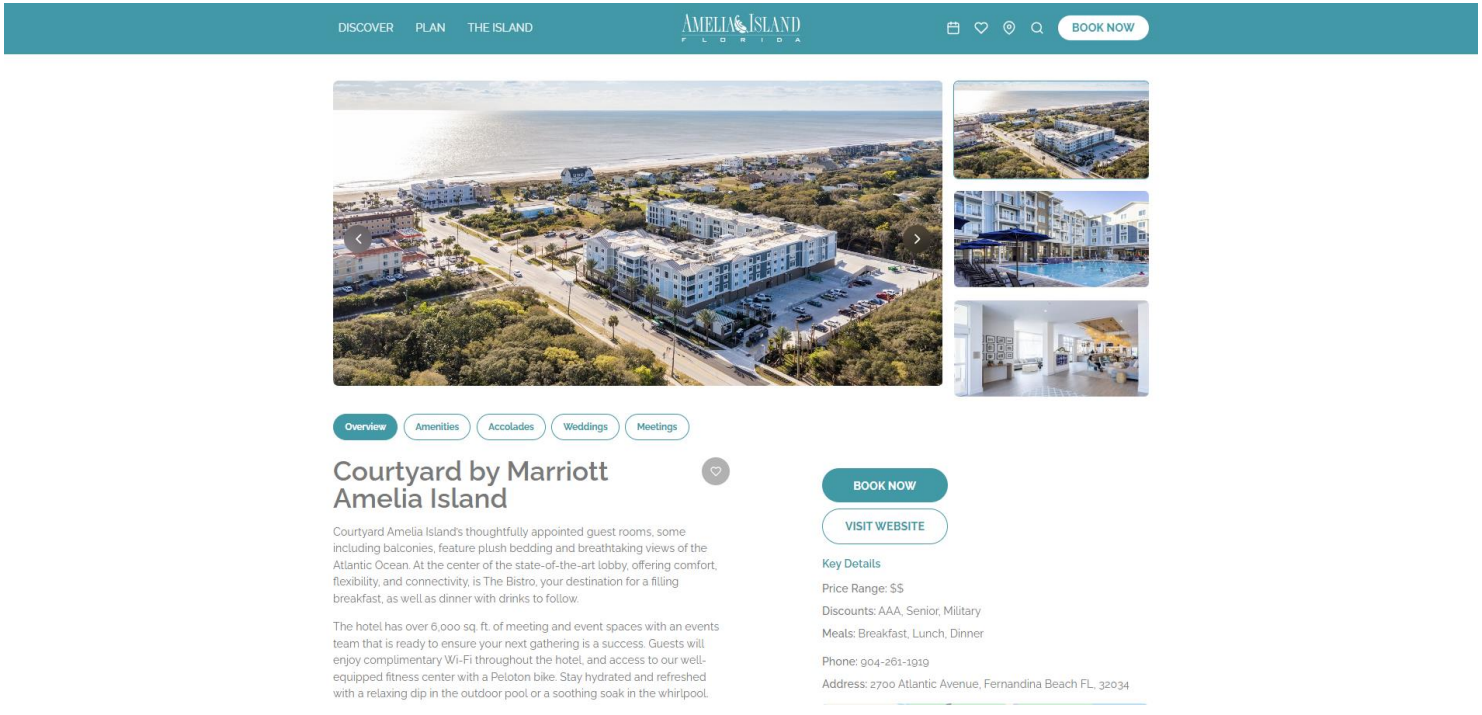
Access partner resources

- https://www.ameliaisland.com/partner-resource-page/

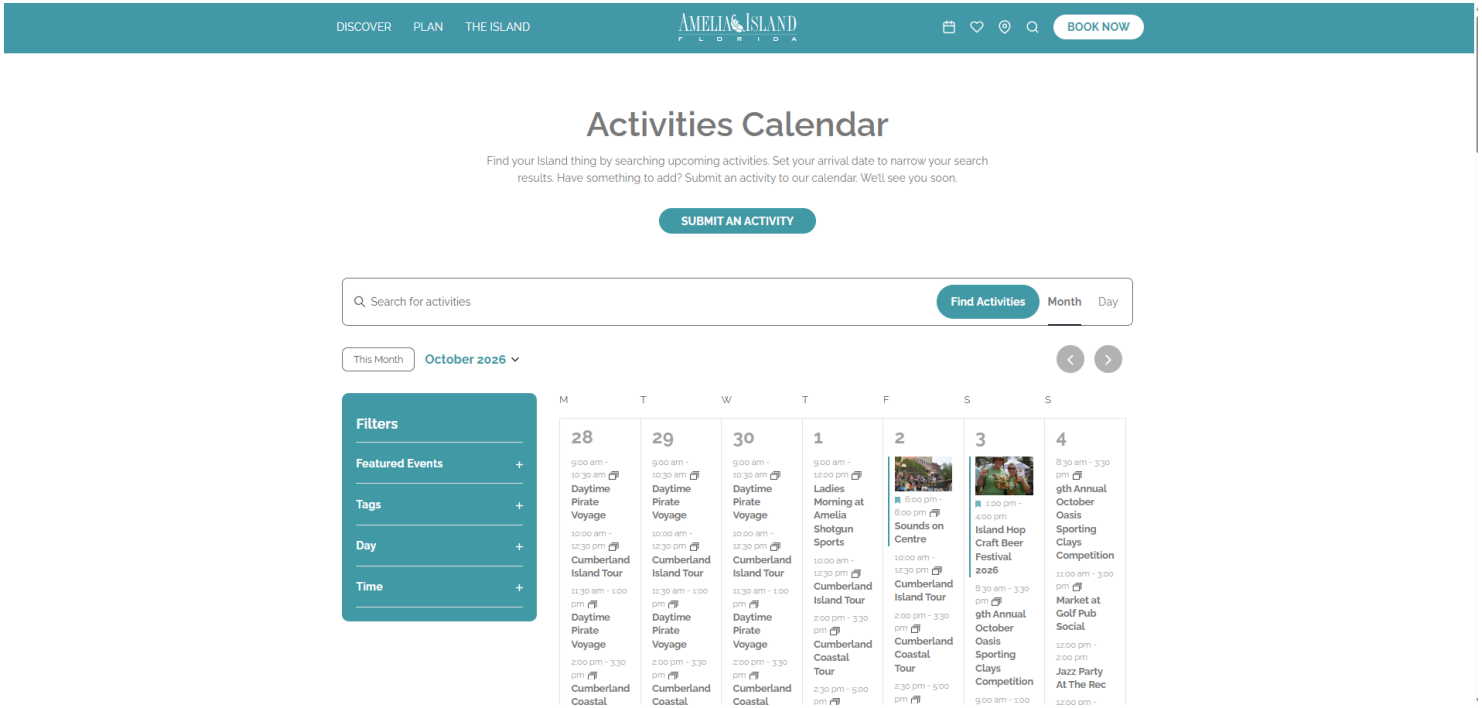



New Tab
Amelia
AI Mode
Guest
Amelia - Google Search
amelia earhart
amelia island
amelia bedelia
and they won't leave other traces, like cookies, on the computer
after you close all open Guest windows. Any files you download will
be preserved, however.
Learn more
83°F
Sunny
Search
2:15 PM
10/12/2026

Your Business Listing

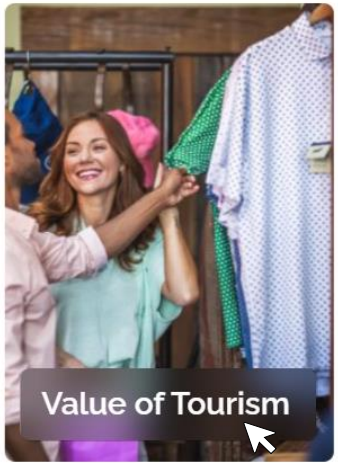


Event Calendar



Market Research







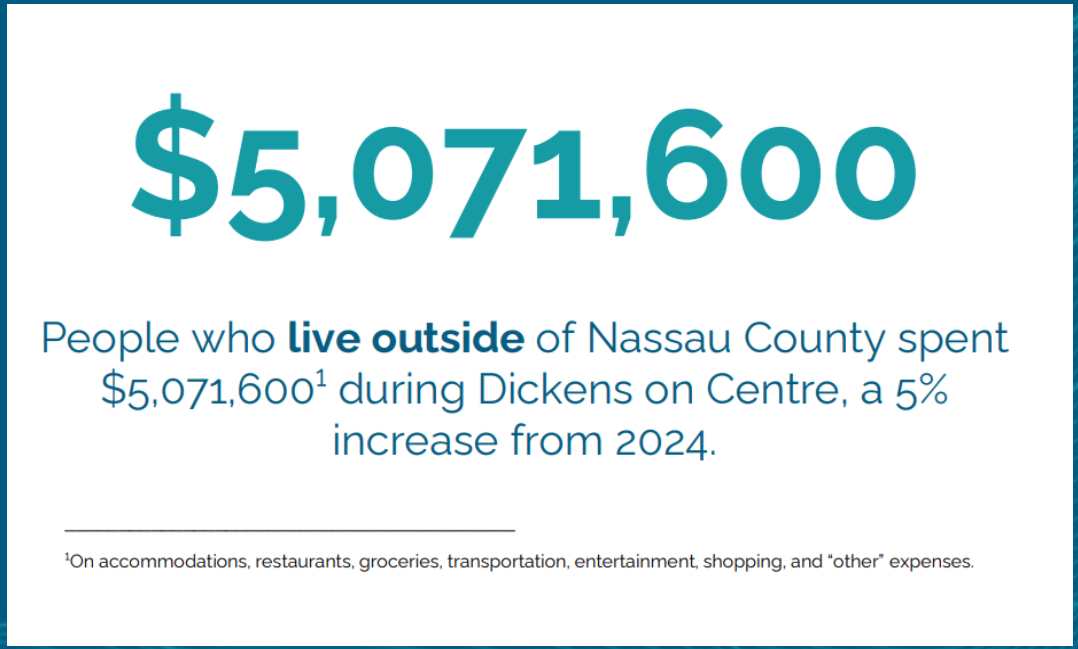
Visitor Profiles

- Destination KPIs
- Origin Markets
- Planning Behaviors
- Reasons for Visits
- Spending Behaviors
- Trip Experience

Top Origin Markets – Overnight Visitors		
Market	2025	2026
Jacksonville[1]	8.0%	10.8%
Atlanta	11.1%	9.3%
Orlando-Daytona Beach-Melbourne	4.2%	4.7%
New York City[2]	4.8%	4.4%
Savannah	3.2%	4.2%
Tampa-St. Petersburg	2.7%	3.0%
Charlotte	4.0%	2.8%
Washington, DC-Hagerstown[3]	2.4%	2.4%
Greenville-Spartanburg-Asheville	2.2%	2.0%
Tallahassee-Thomasville	1.9%	2.0%

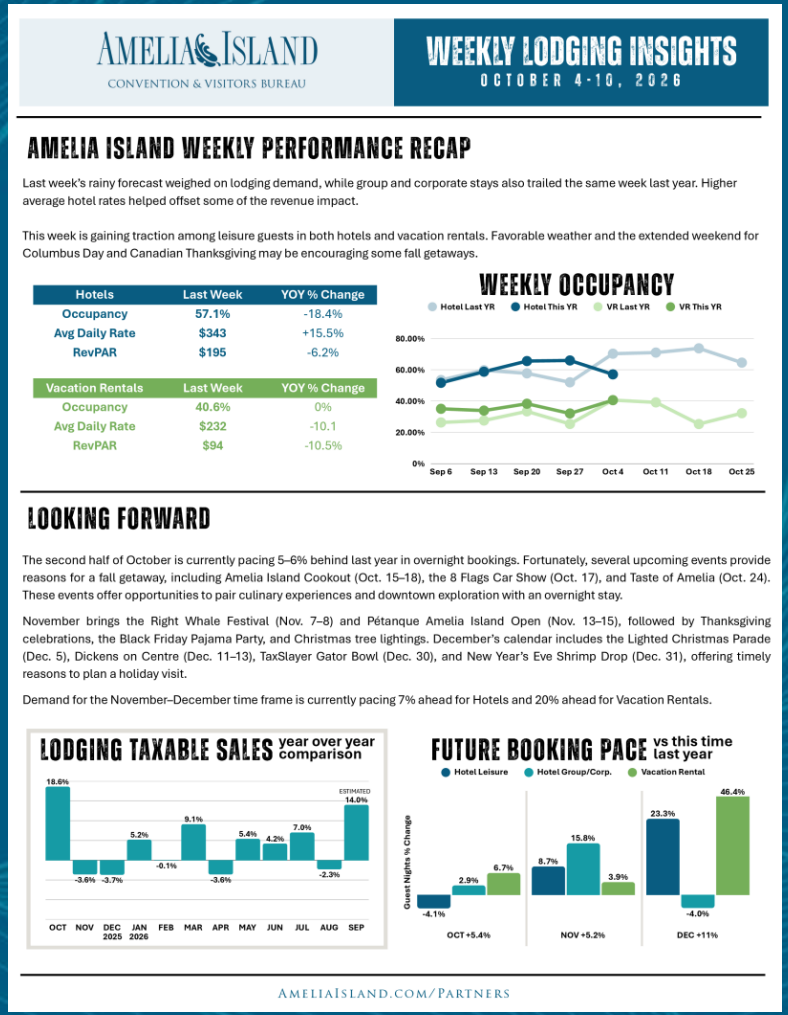
Value of Tourism

- Major Event Impacts
- Bi-Annual Study
  - Visitor Spending
  - Visitor Impacts
  - Industry Jobs
  - % Local Economy



Tourism Industry Insights

- Weekly Destination Updates
  - Previous Week
  - Next 3 Months
- Industry News & Reports
  - CoStar Articles
  - Tourism Economics
  - Longwoods Studies



AMELIA ISLAND
CONVENTION & VISITORS BUREAU

WEEKLY LODGING INSIGHTS
OCTOBER 4-10, 2026

AMELIA ISLAND WEEKLY PERFORMANCE RECAP

Last week's rainy forecast weighed on lodging demand, while group and corporate stays also trailed the same week last year. Higher average hotel rates helped offset some of the revenue impact.

This week is gaining traction among leisure guests in both hotels and vacation rentals. Favorable weather and the extended weekend for Columbus Day and Canadian Thanksgiving may be encouraging some fall getaways.

Hotels	Last Week	YOY % Change
Occupancy	57.1%	-18.4%
Avg Daily Rate	$343	+15.5%
RevPAR	$195	-6.2%

Vacation Rentals	Last Week	YOY % Change
Occupancy	40.6%	0%
Avg Daily Rate	$232	-10.1
RevPAR	$94	-10.5%

WEEKLY OCCUPANCY

LOOKING FORWARD

The second half of October is currently pacing 5–6% behind last year in overnight bookings. Fortunately, several upcoming events provide reasons for a fall getaway, including Amelia Island Cookout (Oct. 15–18), the 8 Flags Car Show (Oct. 17), and Taste of Amelia (Oct. 24). These events offer opportunities to pair culinary experiences and downtown exploration with an overnight stay.

November brings the Right Whale Festival (Nov. 7–8) and Pétanque Amelia Island Open (Nov. 13–15), followed by Thanksgiving celebrations, the Black Friday Pajama Party, and Christmas tree lightings. December's calendar includes the Lighted Christmas Parade (Dec. 5), Dickens on Centre (Dec. 11–13), TaxSlayer Gator Bowl (Dec. 30), and New Year's Eve Shrimp Drop (Dec. 31), offering timely reasons to plan a holiday visit.

Demand for the November–December time frame is currently pacing 7% ahead for Hotels and 20% ahead for Vacation Rentals.

LODGING TAXABLE SALES year over year comparison

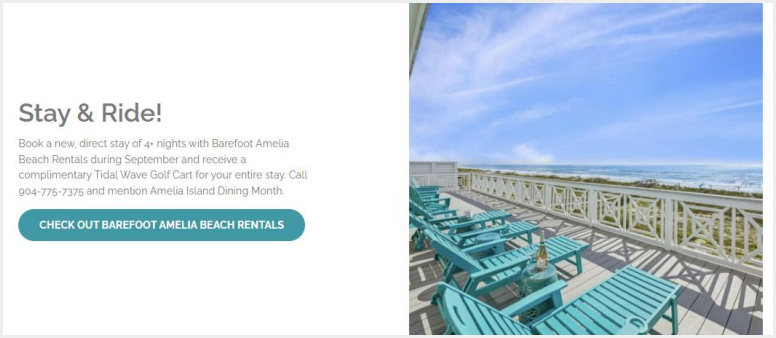
FUTURE BOOKING PACE vs this time last year

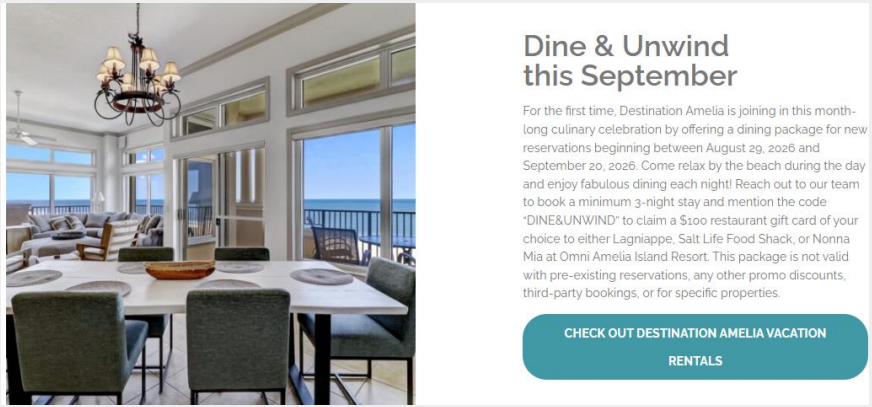
AMELIAISLAND.COM/PARTNERS

Practical ways to participate in destination initiatives

Use the Momentum of Destination Initiatives

- Restaurant Week
- Dining Month
- Dickens on Centre



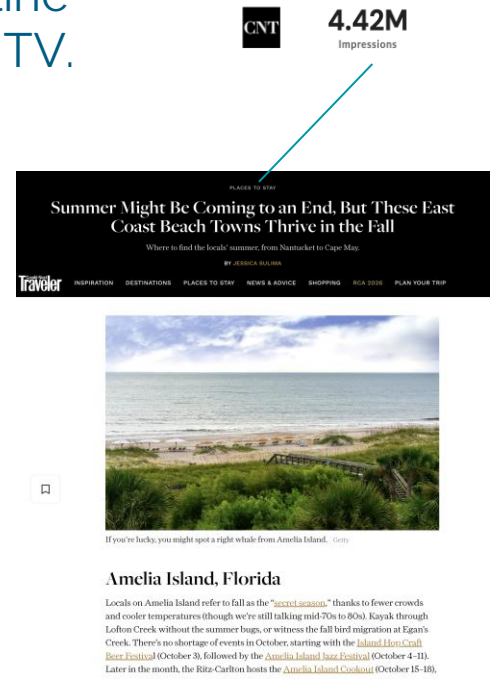


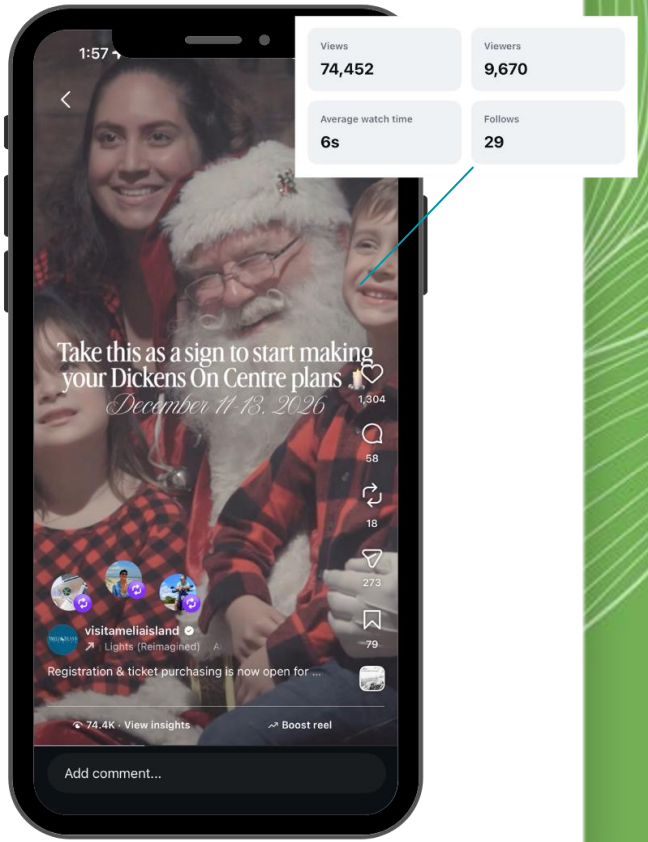
Take advantage of social media marketing and public relations opportunities

Social media continues to serve as a top travel planning resource – in addition to online blogs/articles, digital ads & TV.

Put these consumer trends on your radar!

- Holiday-centric travel
- Trips around an event
- Small-town escapes
- Culinary experiences
- Slow travel/wellness
- Quirky celebrations and traditions





*Each platform serves a **different** purpose!*

Facebook
Trust

- *Use for accurate info*
- *Respond to reviews*
- *Short-form video (highly-rewarded)*
- *Does not prioritize text-heavy graphics*

Instagram
Brand

- *Reels made to be shared*
- *Stories (highly-rewarded)*
- *Collab with local creators/partners*

TikTok
Reach

- *Searchable captions*
- *"the best __ on AI"*
- *Real, unfiltered content*
- *BTS perspective*
- *A hook in the first few seconds*

Our PR forecast includes unique efforts and opportunities each month that appeal to various traveler segments. This consists of tv appearances, creator collaborations, advertorial features and more.

Take advantage of this larger budget opportunities that generate serious results!

iHeartRADIO

10.4 M broadcast impressions
253k organic social impression



Recent partnerships (earned and paid)

FIRST COAST NEWS

WJXT 4 the local station

CHICAGO'S VERY OWN WGN 9

GOOD MORNING WASHINGTON

The Atlantic

Le Marche serving European Vibes on Amelia Island

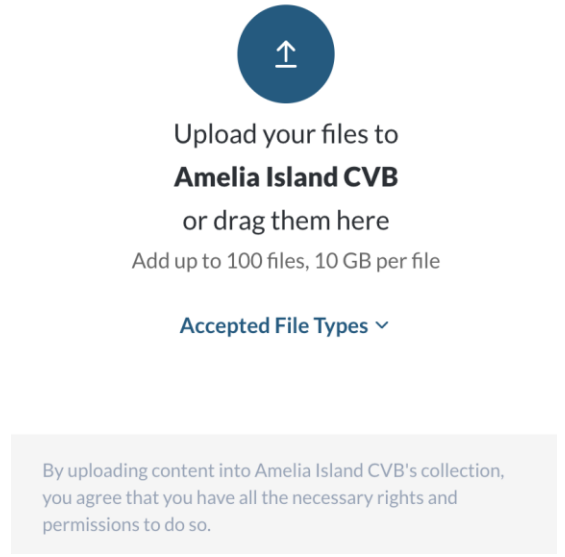


Amelia Island – Le Marche opened on Amelia Island over a year ago with the mission to offer a European style market and sandwich shop to the community.

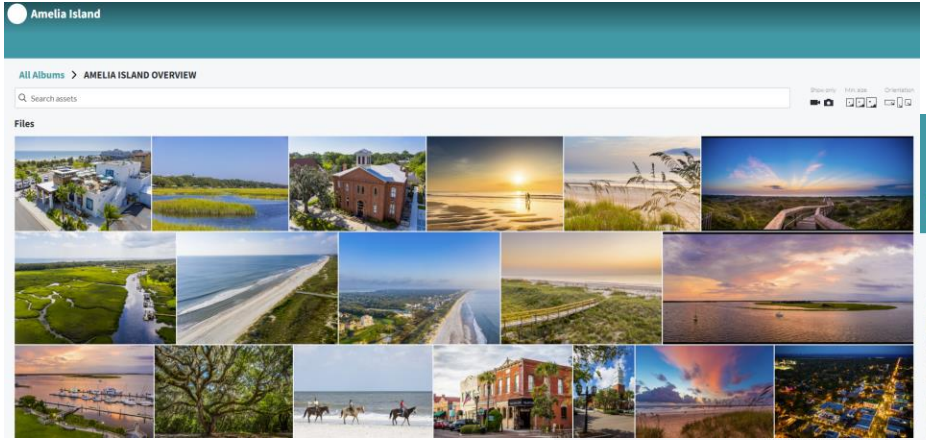
2.38M
Impressions

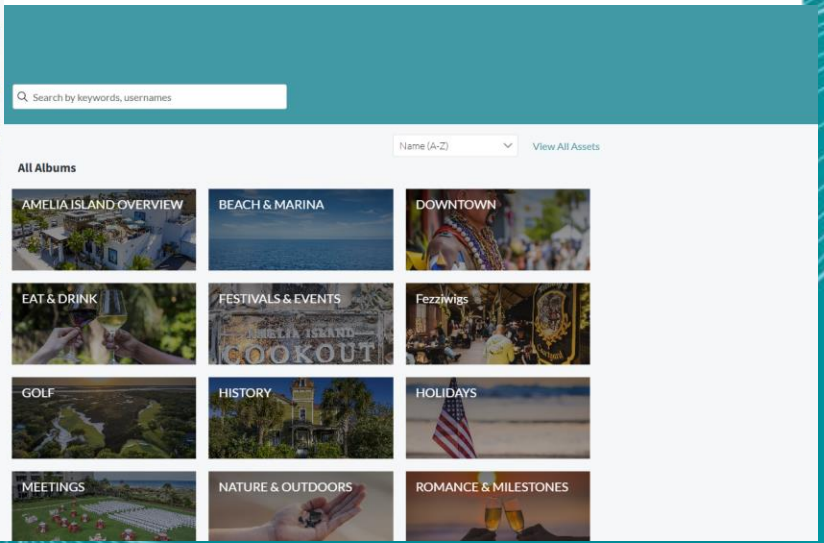
Share updates about your business with us – whether that be renovations, new experiences, or menu offerings!

We are always looking to pitch new ideas and angles to our media contacts. Plus, this helps with social media messaging around your business.



Destination Photos and Videos





Keep the Welcome Center Supplied

- Provide current rack cards, brochures, and appropriate visitor materials
- Replace outdated materials when details change
- Keep Welcome Center staff informed about what your business offers



Sign up for our monthly partner newsletter



Sign up for our monthly partner e-newsletter

Email Address

☐ Restaurants & Bars ☐ Shops ☐ Things to Do ☐ Places to Stay
☐ Industry Partner

Submit

Visit the e-newsletter archive.

Five Ways to Make More of Your AICVB Partnership

1. Keep your AmeliaIsland.com listing current
2. Send us fresh photos and business updates
3. Submit your events and special offers
4. Participate in destination initiatives
5. Read Tourism Tides and stay connected with our team

Time for questions with the AICVB team.

Thank you