

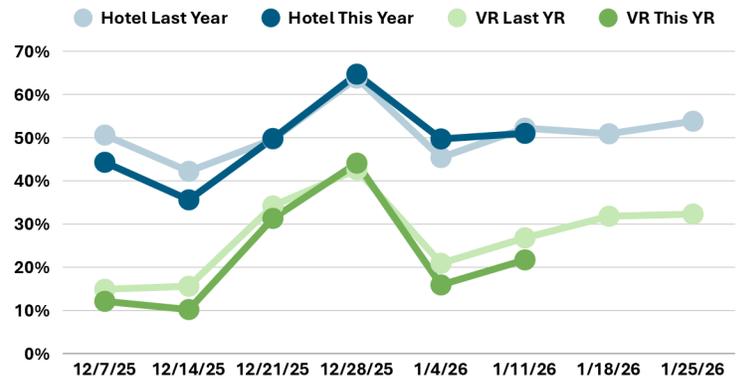
AMELIA ISLAND WEEKLY PERFORMANCE RECAP

Amelia Island hotels fared well last week, especially considering the post-holiday “dead week”, historically one of the slowest periods for hospitality and retail businesses nationwide. Vacation rentals reported a 12% increase demand (total guest nights). However, adjusted paid occupancy declined by 24%, a result of the continued expansion in available vacation rental inventory. It is estimated that the number of vacation rental units has grown by 20% over the past year, contributing to the dilution in occupancy despite stronger demand.

Hotels	Last Week	YOY % Change
Occupancy	49.7%	+9%
Avg Daily Rate	\$252	+4%
RevPAR	\$125	+14%

Vacation Rentals	Last Week	YOY % Change
Occupancy	15.9%	-24%
Avg Daily Rate	\$192	+1%
RevPAR	\$31	-23%

WEEKLY OCCUPANCY



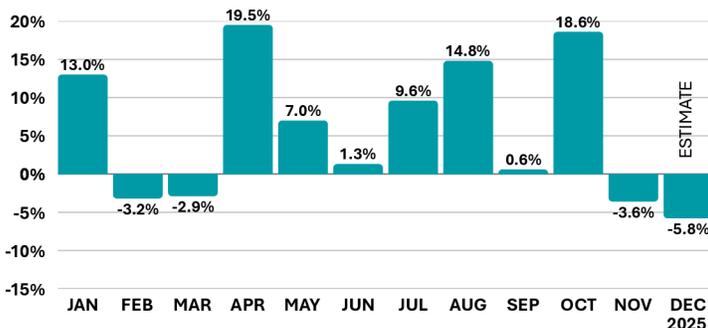
LOOKING FORWARD

As we move into the early weeks of the new year, lodging trends present both opportunities and areas to watch. This period is a pivotal planning window, with travelers shifting their focus to planning 2026 vacations and winter-weary audiences actively seeking warm-weather escapes in the short term. The AICVB is positioned to capture this demand through several key initiatives, including:

- Chicago PR media mission currently underway (great timing amidst a winter snow storm)
- New brand creative launching this month
- Amelia Island Restaurant Week January 16-25
- Valentine’s Day and Presidents’ Day promotions

From a booking perspective, the outlook for the next few months is mixed but trending positive overall. The Leisure segment remains soft for the next three weeks, yet overall Leisure booking pace for the first quarter trending 2.2% up year over year. The Group and Meetings segment is off to a slow start to the year with demand improving notably after mid-February into March.

LODGING TAXABLE SALES year over year comparison



FUTURE BOOKING PACE vs this time last year

