

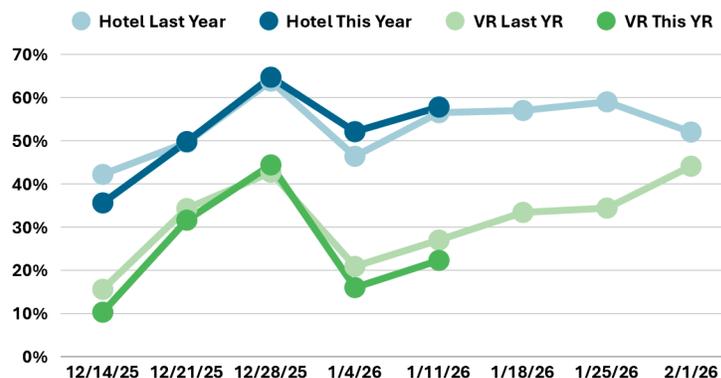
AMELIA ISLAND WEEKLY PERFORMANCE RECAP

Leisure demand for Amelia Island hotels increased 19.2% compared with the same week last year. However, softness in group business limited overall performance, with average hotel occupancy reaching 57.8%, up 2% year over year. Vacation rentals saw a 10% increase in demand (total guest nights), but continued growth in available inventory diluted occupancy, resulting in a 17% year-over-year decline.

Hotels	Last Week	YOY % Change
Occupancy	57.8%	+2%
Avg Daily Rate	\$269	+13%
RevPAR	\$155	+15%

Vacation Rentals	Last Week	YOY % Change
Occupancy	22.3%	-17%
Avg Daily Rate	\$196	-5%
RevPAR	\$44	-21%

WEEKLY OCCUPANCY



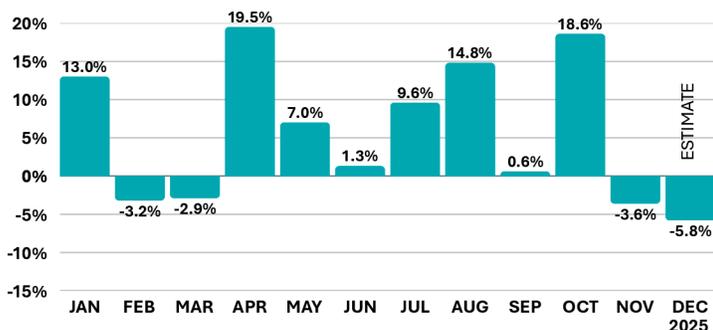
LOOKING FORWARD

The first-quarter outlook for the Amelia Island lodging industry is trending positive overall, though some near-term challenges remain. Leisure demand is expected to stay soft over the next few weeks; however, total booking pace for the quarter is up 2.2% year over year. The Group and Meetings segment has started the year slowly, with demand improving notably from mid-February through March.

Overall booking volumes for the destination are pacing at or ahead of the same time last year. Hotel bookings specifically are tracking flat year over year, while vacation rentals are outperforming last year by 17%. Average daily rates remain strong across both segments, with Q1 rates up 4% for hotels and 7% for vacation rentals.

While headwinds continue to face the travel industry, the AICVB remains focused on positioning Amelia Island as an attractive destination to the right visitors during need periods. We are excited to roll out the new brand creative designed to resonate with current traveler motivations. Check out a sneak peek on our YouTube channel [youtube.com/@AmeliaIslandFlorida/playlists](https://www.youtube.com/@AmeliaIslandFlorida/playlists)

LODGING TAXABLE SALES year over year comparison



FUTURE BOOKING PACE vs this time last year

