

## AMELIA ISLAND WEEKLY PERFORMANCE RECAP

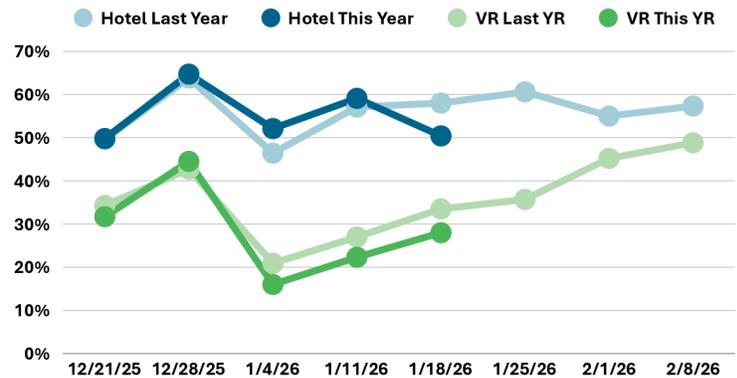
Last week brought a marked decline in occupancy across both hotels and vacation rentals, largely due to the widespread winter storm that disrupted travel nationwide. Unfortunately, local weather on Amelia Island offered no relief from the cold, dampening any last-minute travel from the drive market seeking a warm escape. Even before the storm entered the forecast, the week was projected to be soft due to the absence of large group business, further contributing to the overall slowdown in demand.

| Hotels                | Last Week    | YOY % Change |
|-----------------------|--------------|--------------|
| <b>Occupancy</b>      | <b>50.4%</b> | <b>-13%</b>  |
| <b>Avg Daily Rate</b> | <b>\$242</b> | <b>+6%</b>   |
| <b>RevPAR</b>         | <b>\$122</b> | <b>-8%</b>   |

| Vacation Rentals      | Last Week    | YOY % Change |
|-----------------------|--------------|--------------|
| <b>Occupancy*</b>     | <b>25.4%</b> | <b>-14%</b>  |
| <b>Avg Daily Rate</b> | <b>\$209</b> | <b>+2%</b>   |
| <b>RevPAR</b>         | <b>\$53</b>  | <b>-12%</b>  |

\*Significant increase in vacation rental inventory compared to last year is expected to dilute occupancy performance in the months ahead.

## WEEKLY OCCUPANCY



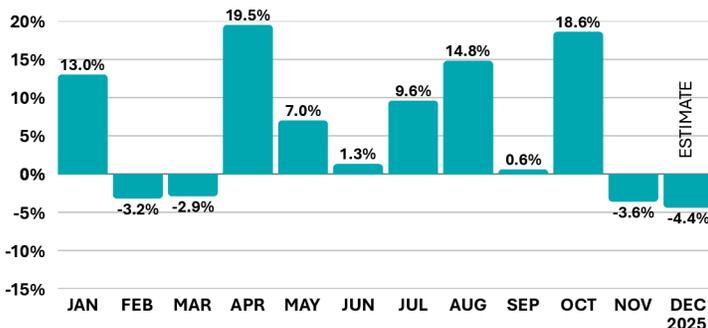
## LOOKING FORWARD

The recent winter storm caused major disruptions nationwide, with over 1 million power outages, 15,000+ flight cancellations, and 1.8 million travelers stranded or delayed. This led to a wave of business and leisure trip cancellations and a noticeable pause in new bookings. While winter weather and freezing temperatures linger around the country, short-term demand is expected to remain soft, but recovery efforts are underway alongside continued destination marketing.

For hotels, the Q1 outlook remains cautiously optimistic. Hotel bookings are currently flat YOY, with ADRs trending 4% higher. While near-term leisure demand is soft, the overall leisure booking pace is up 2.2% year over year, while group demand is projected to pick up significantly in mid-February.

Vacation rentals continue to outperform, with Q1 bookings up 17% YOY and ADRs up 7%. Despite recent weather-related impacts and rising inventory, forward momentum remains strong for the first quarter.

## LODGING TAXABLE SALES year over year comparison



## FUTURE BOOKING PACE vs this time last year

