

## AMELIA ISLAND WEEKLY PERFORMANCE RECAP

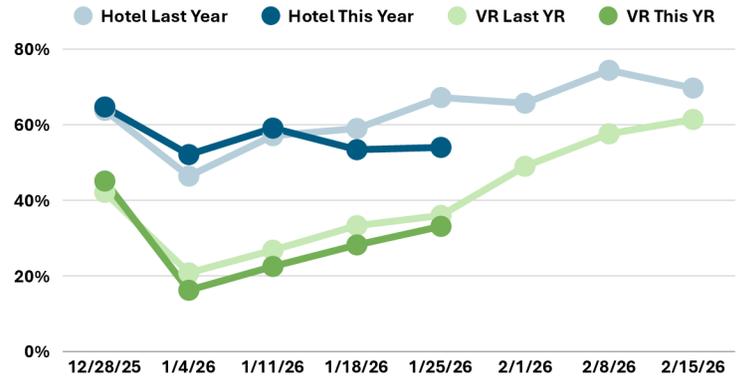
Last week marked the second consecutive week of declining hotel occupancy, driven largely by the widespread winter storm that disrupted travel nationwide. Despite the sharp drop in occupancy, pricing remained notably resilient, as revenue managers correctly recognized that rate reductions would not solve a demand-side disruption. Even prior to the storm entering the forecast, the past two weeks were already expected to be soft due to the absence of large group business, further contributing to the slowdown in demand.

Hotels	Last Week	YOY % Change
<b>Occupancy</b>	<b>54.0%</b>	<b>-17%</b>
<b>Avg Daily Rate</b>	<b>\$241</b>	<b>-1%</b>
<b>RevPAR</b>	<b>\$130</b>	<b>-18%</b>

Vacation Rentals	Last Week	YOY % Change
<b>Occupancy*</b>	<b>33.1%</b>	<b>-8%</b>
<b>Avg Daily Rate</b>	<b>\$202</b>	<b>+3%</b>
<b>RevPAR</b>	<b>\$67</b>	<b>-6%</b>

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

## WEEKLY OCCUPANCY

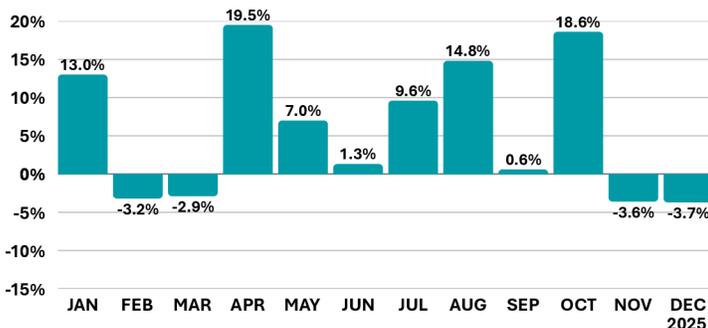


## LOOKING FORWARD

Over the next few weeks, demand is expected to rebound as weather-related disruptions ease and travel confidence stabilizes. Booking activity is beginning to show early signs of improvement, and the destination is positioned to benefit from pent-up leisure demand as well as the gradual return of group business. While the near-term environment remains fragile, this current lull is anticipated to be temporary.

The first quarter outlook remains cautiously optimistic. Hotel bookings are slightly ahead of last year, with ADRs trending \$10.00 higher. While near-term leisure demand is soft, the overall leisure booking pace is up 2.2% year over year. Group & meetings 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

