AMELIA ISLAND
CONVENTION & VISITORS BUREAU

WEEKLY LODGING INSIGHTS
FEBRUARY 1-7, 2026

AMELIA ISLAND WEEKLY PERFORMANCE RECAP

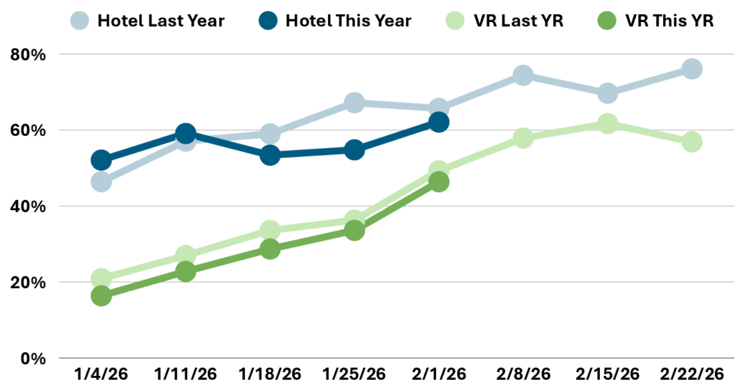
Last week marked a modest "comeback" for the destination, with both hotels and vacation rentals experiencing a notable upswing in occupancy compared to the previous two weeks impacted by winter storms, though still trailing last year's figures. Leisure guest nights remained soft, but strength in group and corporate business helped bolster overall performance of hotels.

Hotels	Last Week	YOY % Change
Occupancy	62.1%	-3.1%
Avg Daily Rate	$258	+0.2%
RevPAR	$161	-2.9%

Vacation Rentals	Last Week	YOY % Change
Occupancy*	46.4%	-5.9%
Avg Daily Rate	$217	+3.6%
RevPAR	$101	-2.5%

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

WEEKLY OCCUPANCY

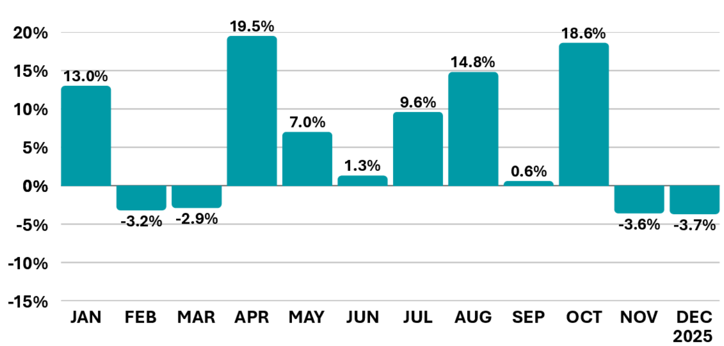


LOOKING FORWARD

Over the next few weeks, booking pace is showing a significant increase from last year at this time, an encouraging sign of recovery following recent weather-related disruptions. Also on the horizon is the countdown to Amelia Island Concours Week, now just under three weeks away. Lodging rates for the event are holding steady with last year, while hotel bookings are pacing nearly 20% ahead island-wide, signaling strong early interest and demand.

The overall Q1 outlook remains optimistic. Hotel leisure booking pace for the quarter is up 2.2%, while hotel group & meetings demand is expected to strengthen significantly by mid-February, contributing valuable support to the calendar. Vacation rentals continue to outperform, with Q1 bookings up 15.7% YOY Despite rising inventory and recent weather-related challenges, forward momentum across both lodging segments remains strong. In addition to the favorable forecast in demand, average daily rates for Q1 are showing healthy growth from last year; hotels up $10 and vacation rentals up $14 over the same period last year.

LODGING TAXABLE SALES year over year comparison



FUTURE BOOKING PACE vs this time last year