

AMELIA ISLAND WEEKLY PERFORMANCE RECAP

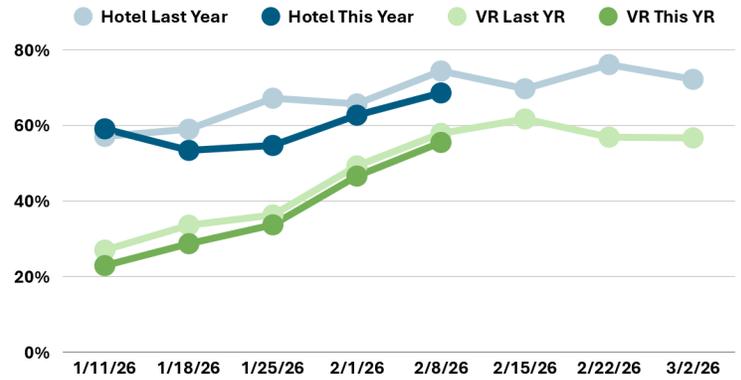
Last week, group and corporate travelers accounted for 65% of total overnight stays. While representing the majority of demand, group volume was slightly behind the same week last year. In contrast, leisure room nights increased 16% year over year, providing meaningful support to overall performance. Vacation rental demand also rose nearly 16% compared to last year, however, the continued expansion of available inventory is making it challenging to sustain prior-year occupancy levels despite healthy demand growth.

Hotels	Last Week	YOY % Change
Occupancy	68.6%	-5.0%
Avg Daily Rate	\$274	-7.0%
RevPAR	\$188	-11.6%

Vacation Rentals	Last Week	YOY % Change
Occupancy*	55.5%	-4.6%
Avg Daily Rate	\$220	+3.4%
RevPAR	\$122	-1.3%

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

WEEKLY OCCUPANCY

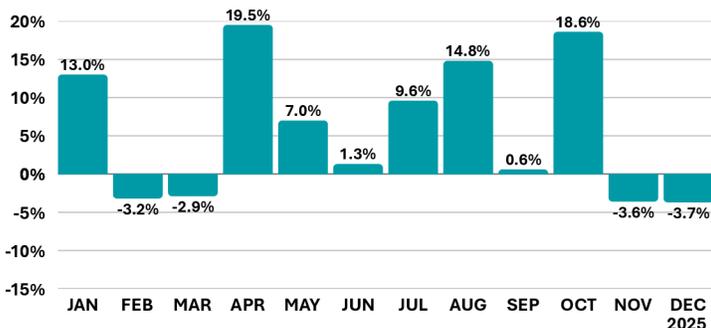


LOOKING FORWARD

The current week is seeing a lift likely tied to Atlanta Public School's winter break (Feb. 16–20), with guest nights pacing about 10% ahead of last year. Over the next few weeks, group business is expected to continue supporting hotel occupancy, while vacation rentals are seeing sustained growth in demand. In just two weeks, Amelia Island Concours Week will welcome automotive enthusiasts from across the country, providing a meaningful lift in both occupancy and rates. Preliminary Average Daily Rates for the event are reaching the high \$500s, with hotel bookings pacing nearly 20% ahead of last year, signaling strong interest and solid compression for this year's event.

The overall Q1 outlook remains optimistic. Hotel leisure booking pace is currently up 2.2% for the quarter, and Group & Meetings demand is strengthening in the second half, adding valuable depth to the calendar. Vacation rentals continue to outperform, with Q1 bookings up 15.5% year over year. Despite rising inventory and recent weather-related challenges, forward momentum across both lodging segments remains strong. In addition to favorable demand trends, ADR growth remains healthy, with hotel rates up \$10 and vacation rental rates up \$14 compared to the same period last year.

LODGING TAXABLE SALES year over year comparison



FUTURE BOOKING PACE vs this time last year

