

AMELIA ISLAND WEEKLY PERFORMANCE RECAP

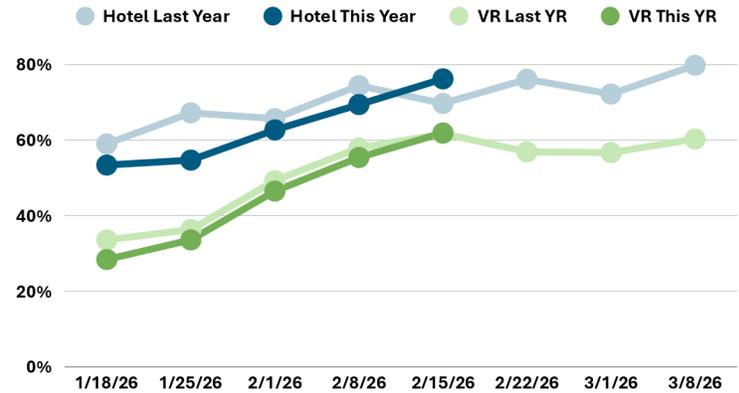
Last week, Amelia Island lodging industry scored a “hat trick” with demand growth in all three sectors: hotel leisure, hotel group, and vacation rentals! Leisure demand most likely was tied to Atlanta Public School’s winter break (Feb. 16–20). Group demand was slightly ahead all week, but most notably held substantial room night volume during the weekend. Vacation rental demand rose 18% for the week 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	76.2%	+11.6%
Avg Daily Rate	\$289	+4.8%
RevPAR	\$220	+16.9%

Vacation Rentals	Last Week	YOY % Change
Occupancy*	61.9%	+0.8%
Avg Daily Rate	\$232	+7.4%
RevPAR	\$144	+8.2%

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

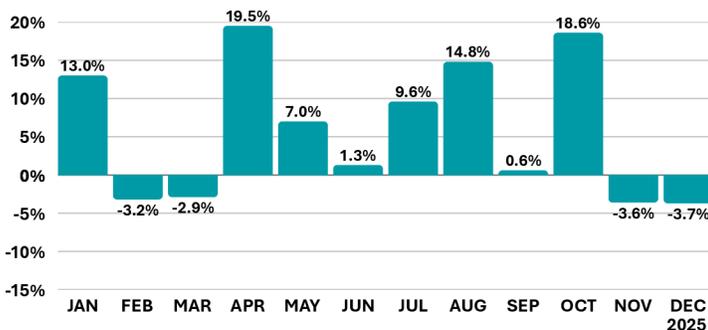
WEEKLY OCCUPANCY



LOOKING FORWARD

Over the next few weeks, group business is expected to continue supporting hotel occupancy, while vacation rentals maintain steady demand growth. Next week, Amelia Island Concours Week will draw automotive enthusiasts from across the country, delivering a meaningful lift in both occupancy and rates. Preliminary ADRs are reaching the high \$500s, with hotel bookings pacing nearly 20% ahead of last year, reflecting strong interest, particularly with the shift of the main event to Saturday, which appears to be driving added compression. Overall, first-quarter performance is trending in a positive direction, with healthy ADR growth and projected hotel demand up approximately 5% over last year.

LODGING TAXABLE SALES year over year comparison



FUTURE BOOKING PACE vs this time last year

