

## AMELIA ISLAND WEEKLY PERFORMANCE RECAP

Last week, the destination experienced a 12% increase in total lodging demand compared to the same period last year, indicating continued strength in overall visitation. The majority of this growth was primarily fueled by organized events, meetings, and group travel rather than transient leisure visitors. Last week's demand breakdown: Hotel Group +25.8% / Vacation Rentals +18% / Hotel Leisure -3.6%.

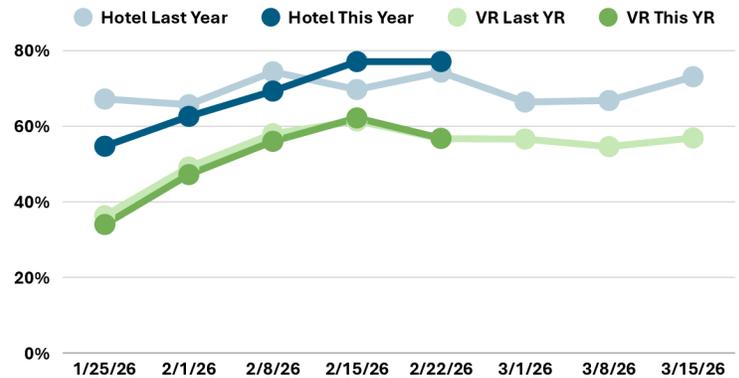
For the current week (March 1-7), the destination is experiencing strong demand (pacing +9% YOY) contributed to the Amelia Island Concours Week, one of the destination's premier annual events. Many lodging establishments on Amelia Island are already sold out or nearing full occupancy, with event-driven compression pushing average daily rates above levels seen in previous years. The impact of this compression is extending beyond the island itself. Demand is spilling into surrounding markets along the I-95 corridor, including Yulee, Kingsland and Jacksonville, where availability is already limited due to overlap with the Gate River Run in Jacksonville.

Hotels	Last Week	YOY % Change
Occupancy	77.1%	+3.7%
Avg Daily Rate	\$277	+4.3%
RevPAR	\$214	-0.7%

Vacation Rentals	Last Week	YOY % Change
Occupancy*	56.8%	+0.1%
Avg Daily Rate	\$237	+8.7%
RevPAR	\$134	+8.8%

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

## WEEKLY OCCUPANCY

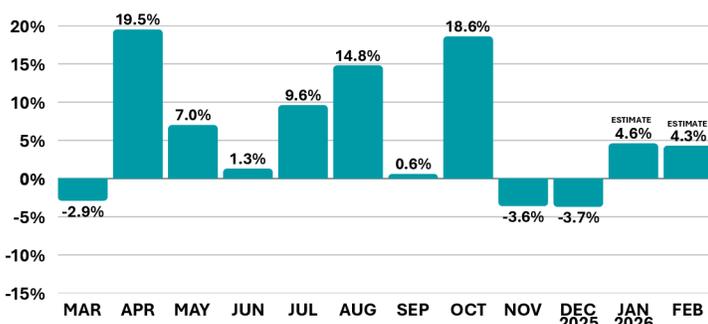


## LOOKING FORWARD

Looking ahead, leisure bookings are beginning to accelerate as the destination moves into the Spring Break travel season. This year's earlier Easter holiday (April 5) is beginning to show stronger spring travel patterns, as many families are aligning vacations with school spring break schedules.

Despite ongoing headwinds and uncertainty, forward-looking indicators for the destination remain positive. Booking pace for the next three months (March-May) on Amelia Island is currently 9.1% ahead of the same time last year. Growth is being driven across all lodging segments (Hotel Group +11.7% / Hotel Leisure +4.4% / Vacation Rentals +12.5%). Given the current booking pace, Amelia Island is well positioned for a strong spring season with lodging demand trending well ahead of last year.

## LODGING TAXABLE SALES year over year comparison



## FUTURE BOOKING PACE vs this time last year

