

AMELIA ISLAND WEEKLY PERFORMANCE RECAP

The Amelia Island Concours Week drove strong demand to the destination last week, generating notable increase in overnight visitation at higher rates for both hotels and vacation rentals. The move of the main event, The Amelia Concours, to Saturday appears to have encouraged more overnight stays rather than Sunday day trips. Overall demand for the week increased 9.7%, with the following breakdown: Hotel Leisure -1.9% / Hotel Group +13.5% / Vacation Rentals +24.2%.

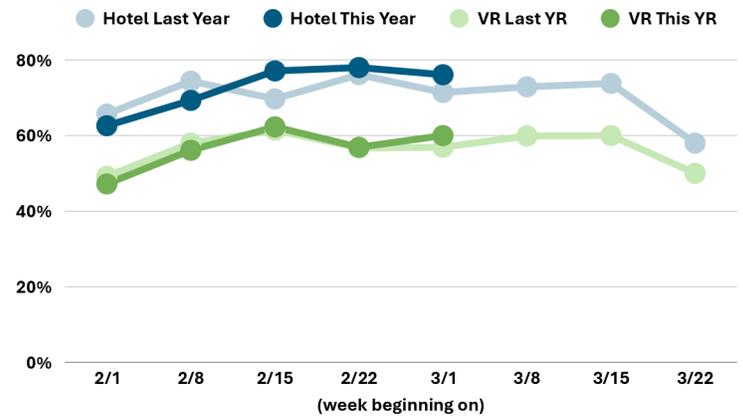
A full economic impact study of the Hagerty events is currently underway. Detailed results and insights will be shared soon at www.AmeliaIsland.com/Partners.

Hotels	Last Week	YOY % Change
Occupancy	76.1%	+6.6%
Avg Daily Rate	\$452	+4.0%
RevPAR	\$344	+10.9%

Vacation Rentals	Last Week	YOY % Change
Occupancy*	60.0%	+5.5%
Avg Daily Rate	\$341	+2.6%
RevPAR	\$205	+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

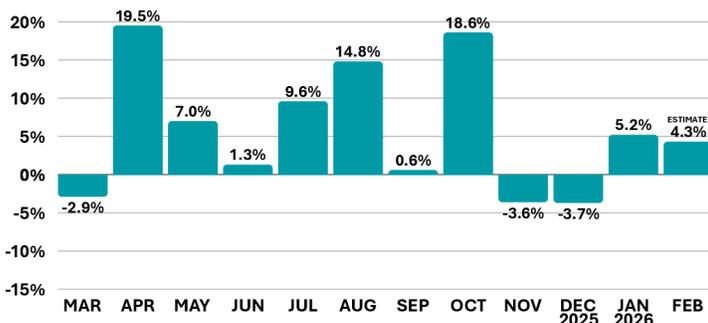


LOOKING FORWARD

Although demand is pacing ahead of schedule, the lead over last year is shortening. Most notable, March Hotel Leisure pace dropped by 4 Bpts over the last week. On the otherhand, March demand for Vacation Rentals in March increased by 2.5 Bpts.

Despite forward-looking indicators for the destination remaining positive, concern exists over the uncertainty surrounding escalating fuel prices and extended TSA wait times, and how these factors may influence spring and summer travel planning. Booking pace for the next three months (March–May) on Amelia Island is currently 7.7% ahead of last year at this time. Growth is being driven across all lodging segments (Hotel Group +11.0% / Hotel Leisure +1.3% / Vacation Rentals +13.7%). 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

