

## AMELIA ISLAND WEEKLY PERFORMANCE RECAP

Overnight demand last week came in 5.2% below the same week last year, with segment performance as follows:

Hotel Leisure -4.4% / Hotel Group -13% / Vacation Rentals +14%.

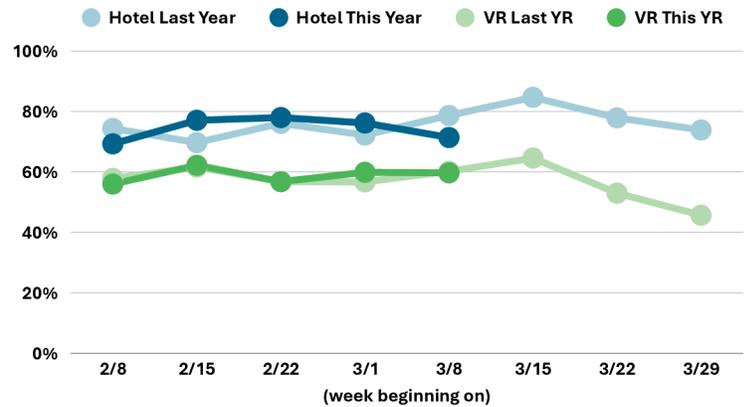
The shift of the Amelia Concours main event to Saturday was well received and drove strong compression; however, it also will make last week's hotel performance appear softer with notable softness in the contracted group rooms on Sunday and Monday last week. Vacation rentals on the other hand continue to have strong demand and a growing supply. Spring break demand may have also spilled over into vacation rentals as many hotels had no vacancies for a Saturday checkin.

Hotels	Last Week	YOY % Change
<b>Occupancy</b>	<b>71.4%</b>	<b>-9.2%</b>
<b>Avg Daily Rate</b>	<b>\$358</b>	<b>+1.5%</b>
<b>RevPAR</b>	<b>\$256</b>	<b>-7.9%</b>

Vacation Rentals	Last Week	YOY % Change
<b>Occupancy*</b>	<b>59.7%</b>	<b>-0.8%</b>
<b>Avg Daily Rate</b>	<b>\$296</b>	<b>+1.8%</b>
<b>RevPAR</b>	<b>\$177</b>	<b>+0.9%</b>

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

## WEEKLY OCCUPANCY



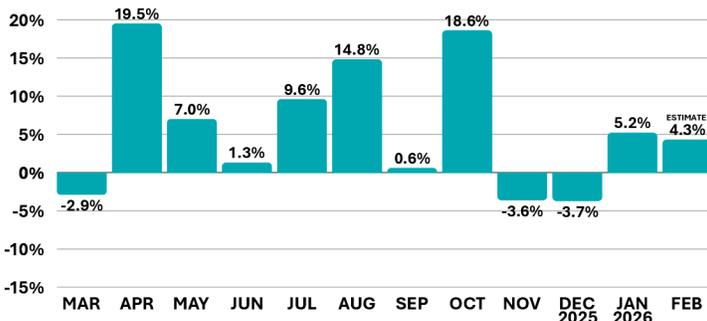
## LOOKING FORWARD

Booking pace for the next three months (March–May) is currently 6.0% ahead of last year, with growth driven across all lodging segments (Hotel Leisure +0.2% / Hotel Group +8.2% / Vacation Rentals +12.9%). While demand on the books remains positive, the destination's early lead over last year continues to narrow.

April has shown some softening, with hotel group bookings slipping slightly into negative territory, while May leisure demand remains soft. However, May's overall performance is expected to be supported by strong group business, helping stabilize the month.

Overall, forward-looking indicators remain positive for the destination. That said, uncertainty surrounding escalating fuel prices and extended TSA wait times presents potential headwinds, influencing spring and summer travel planning/booking in the months ahead.

## LODGING TAXABLE SALES year over year comparison



## FUTURE BOOKING PACE vs this time last year

