

AMELIA ISLAND WEEKLY PERFORMANCE RECAP

Last week was all about leisure, spring break season is in full swing and the blue skies and warm weather encouraged a surge of last minute bookings. Hotel occupancy dipped slightly from same week last year, however, rates soared! In contrast, the vacation rental segment gained share, achieving higher occupancy while holding rates relatively steady.

Demand last week collectively was -1.6% the same week last year, with segment performance as follows:

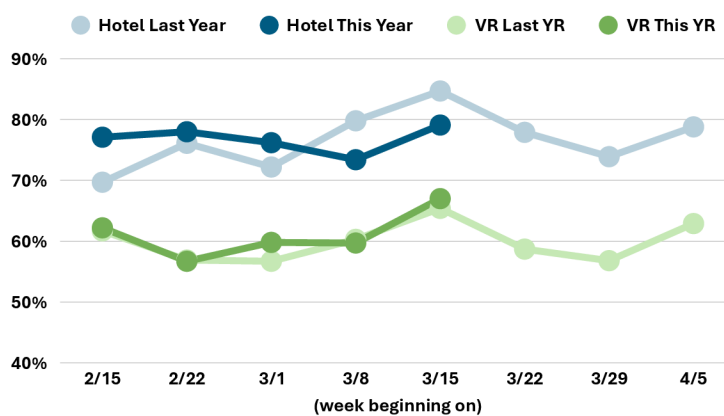
Hotel Leisure +3.5% / Hotel Group -13.4% / Vacation Rentals +12.8% (guest nights compared to same week last year).

Hotels	Last Week	YOY % Change
Occupancy	79.1%	-4.9%
Avg Daily Rate	\$383	+10.3%
RevPAR	\$303	+4.9%

Vacation Rentals	Last Week	YOY % Change
Occupancy*	67.0%	+2.5%
Avg Daily Rate	\$292	-0.4%
RevPAR	\$196	+2.1%

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

WEEKLY OCCUPANCY

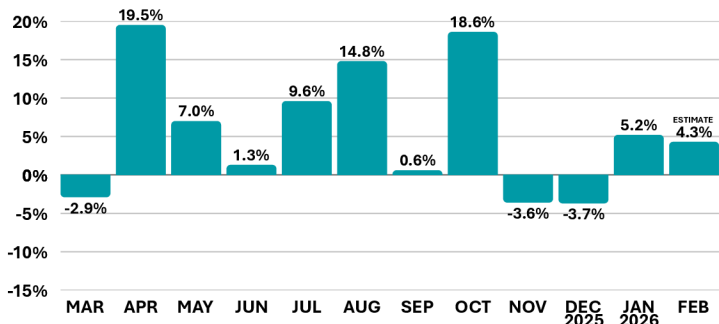


LOOKING FORWARD

Booking pace for March–May is currently 4.9% ahead of last year, with growth driven by Hotel Group +8.1% and Vacation Rentals +11.5%. Hotel Leisure booking pace, on the other hand, has slowed to -1.5% compared to same time last year. While demand on the books remains positive overall, the destination’s early lead over last year continues to shrink for the second week in a row.

The CVB is closely monitoring traveler sentiment surrounding fuel prices, extended TSA wait times, and escalating conflict overseas presenting potential headwinds influencing spring and summer travel planning in the months ahead.

LODGING TAXABLE SALES year over year comparison



FUTURE BOOKING PACE vs this time last year

