

AMELIA ISLAND WEEKLY PERFORMANCE RECAP

Last week hotel demand was dominated by groups, with leisure hotel demand taking a back seat. Large group presence was especially notable mid-week, with rates reaching for a \$400 average. Overall hotel occupancy dipped slightly from same week last year, however, rates soared! In contrast, the vacation rental segment gained traction on occupancy while holding rates relatively steady.

Demand last week collectively was +6.3% the same week last year, with segment performance as follows:

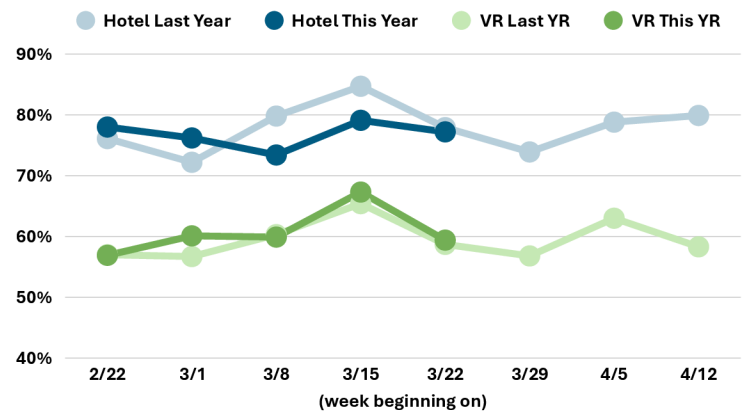
Hotel Leisure -3.6% / Hotel Group +11.1% / Vacation Rentals +17.9% (guest nights compared to same week last year).

Hotels	Last Week	YOY % Change
Occupancy	77.2%	-0.8%
Avg Daily Rate	\$395	+17.4%
RevPAR	\$305	+16.4%

Vacation Rentals	Last Week	YOY % Change
Occupancy*	59.4%	+1.2%
Avg Daily Rate	\$284	-1.6%
RevPAR	\$169	-0.4%

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

WEEKLY OCCUPANCY



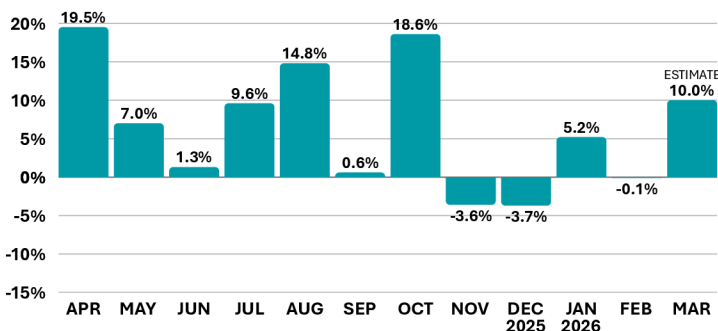
LOOKING FORWARD

With spring break in full swing and the Easter holiday falling earlier this year, the next two weeks (March 29 – April 11) are expected to bring a strong influx of leisure travelers. Vacation rental guest nights are already pacing 20% ahead of last year’s final numbers for this period, while hotel bookings are up 18%, driven predominantly by leisure demand.

Looking further ahead, the next few months are pacing a healthy 5.6% ahead of last year. Hotel leisure demand continues to show signs of softness in off-peak times, though group business remains strong and is helping offset any shortfalls. Vacation rental demand continues to grow substantially, however, the expanding inventory makes occupancy look flat or behind at times despite the growth.

While the near-term outlook is strong, the CVB continues to monitor traveler sentiment surrounding fuel prices and geopolitical concerns. These factors present potential headwinds that could influence spring and summer travel planning in the months ahead.

LODGING TAXABLE SALES year over year comparison



FUTURE BOOKING PACE vs this time last year

