

AMELIA ISLAND WEEKLY PERFORMANCE RECAP

After three consecutive weeks of occupancy growth, last week softened, posting less favorable results. This dip appears to be an isolated post-Easter and spring break “hangover”, rather than a shift in overall demand trends.

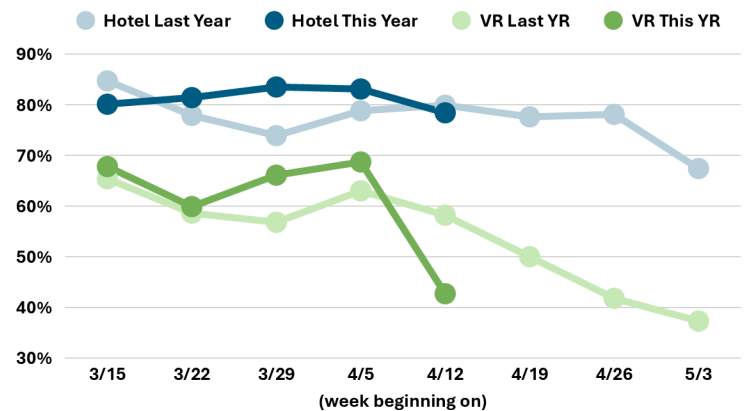
Year-to-date, both hotels and vacation rentals continue to outperform last year, with occupancy holding steady and average daily rates showing solid growth. Year to date: Hotel ADR \$340 (+7.1%), Vacation Rental ADR: \$267 (+2.7%).

Hotels	Last Week	YOY % Change
Occupancy	78.4%	-1.9%
Avg Daily Rate	\$401	-7.7%
RevPAR	\$314	-7.6%

Vacation Rentals	Last Week	YOY % Change
Occupancy*	42.7%	-26.7%
Avg Daily Rate	\$264	-11.2%
RevPAR	\$113	-35.0%

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

WEEKLY OCCUPANCY



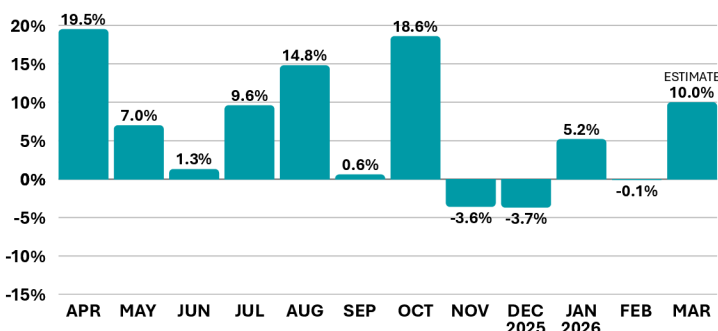
LOOKING FORWARD

Lodging performance for the current week is tracking in line with last year, signaling a return to more typical demand patterns. The month of April is expected to finish relatively flat in occupancy, while higher average daily rates—particularly for hotels—are driving positive RevPAR growth for the month.

Looking further ahead, the next few months are pacing 6.8% ahead of last year. Hotel leisure demand continues to show signs of softness in off-peak times, though group business continues to outperform, helping to offset any shortfalls. Vacation rental demand continues to show signs of growth, however, may be growing at a slower rate than earlier anticipated.

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

LODGING TAXABLE SALES year over year comparison



FUTURE BOOKING PACE vs this time last year

