

AMELIA ISLAND WEEKLY PERFORMANCE RECAP

The trend persists: group business continues to drive demand, while leisure remains volatile and less predictable.

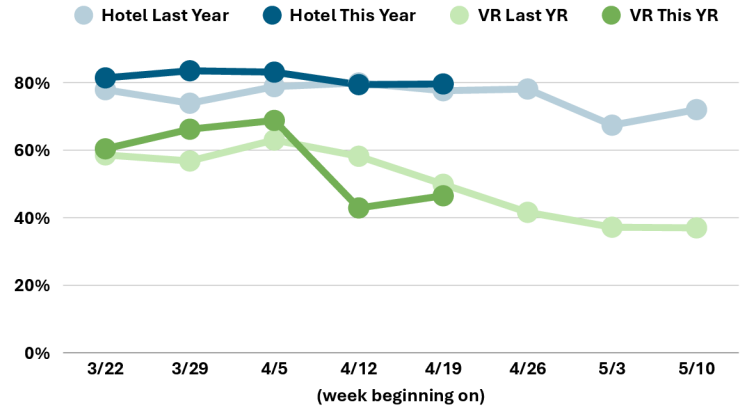
Last week's demand by segment reflects this divergence: Hotel Leisure -28% / Hotel Group +37% / Vacation Rentals -1.7% (compared to same week last year).

Hotels	Last Week	YOY % Change
Occupancy	79.6%	+2.6%
Avg Daily Rate	\$357	-5.6%
RevPAR	\$284	-3.1%

Vacation Rentals	Last Week	YOY % Change
Occupancy*	46.5%	-6.7%
Avg Daily Rate	\$274	-2.4%
RevPAR	\$127	-9.0%

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

WEEKLY OCCUPANCY



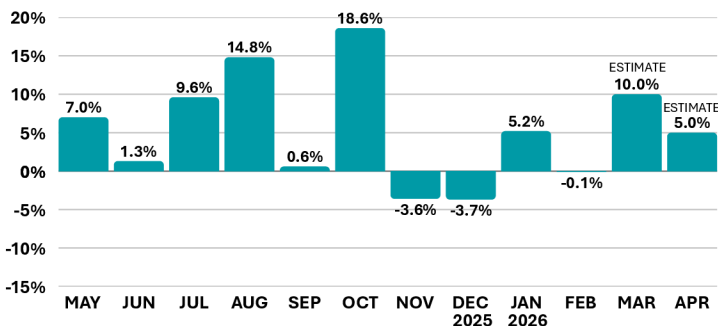
LOOKING FORWARD

Lodging performance for the current week (including Shrimpfest weekend) is tracking nearly 10% behind in bookings, while average daily rates are up approximately \$15. A less than favorable weather forecast appears to be influencing last-minute booking behavior, with many travelers taking a wait-and-see approach.

Early indicators point to softness in May leisure demand, while group business continues to outperform, helping to offset some of the shortfall. As a result, May bookings are still pacing ahead of last year (up 4% for hotels and 8.6% for vacation rentals). Higher ADRs, particularly on the hotel side, are also contributing to overall revenue growth outlook.

While the near-term outlook remains optimistic, the CVB continues to monitor traveler sentiment related to fuel prices and geopolitical concerns. Air service reductions and consolidations at major hub airports have been announced across North America, fortunately service into JAX remains unchanged at this time. That said, increasing cost sensitivity among travelers is an emerging factor to watch and may pose a potential headwind for demand in the months ahead.

LODGING TAXABLE SALES year over year comparison



FUTURE BOOKING PACE vs this time last year

