

AMELIA ISLAND WEEKLY PERFORMANCE RECAP

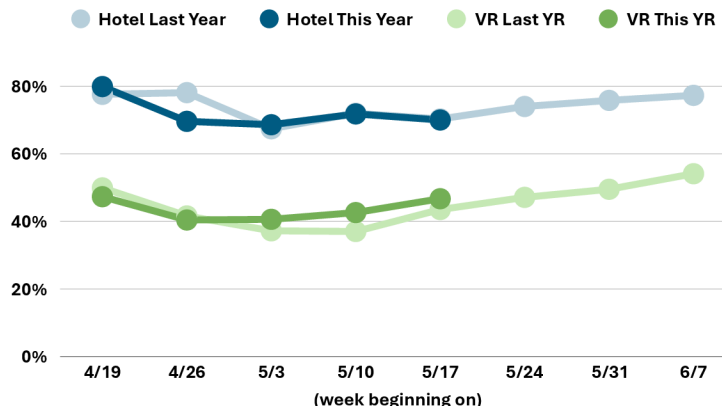
This reporting period covers Sunday through Saturday, capturing the first half of the Memorial Day holiday weekend. Last week continued to show signs of soft leisure demand for hotels with groups buoying demand overall. Vacation rentals guest nights outperformed last year once again by a large margin. The demand by segment is as follows: Hotel Leisure -20% / Hotel Group +15% / Vacation Rentals +19% (last week guest nights vs same week last year).

Hotels	Last Week	YOY % Change
Occupancy	70.0%	-0.4%
Avg Daily Rate	\$358	+2.7%
RevPAR	\$251	+2.3%

Vacation Rentals	Last Week	YOY % Change
Occupancy*	46.7%	+7.2%
Avg Daily Rate	\$321	+4.5%
RevPAR	\$150	+12.0%

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

WEEKLY OCCUPANCY



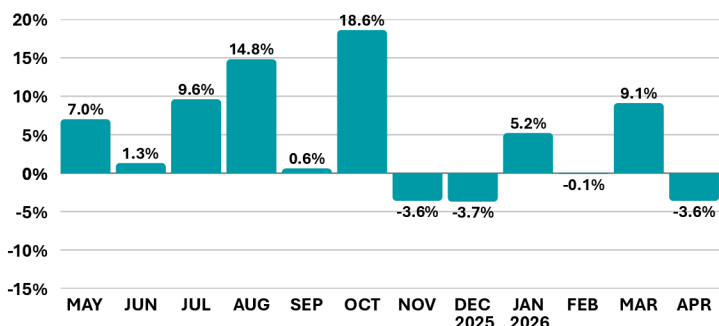
LOOKING FORWARD

Summer travel is expected to remain resilient, however, travelers feeling the greatest pressure on their budgets will likely seek ways to reduce travel costs. We anticipate an increase in travelers staying with family, sharing vacation rentals, driving instead of flying, traveling closer to home, shortening trip lengths, and reducing discretionary spending on dining and activities.

Against this backdrop, Amelia Island's lodging outlook for May through July remains positive, with overall booking pace currently 3.2% ahead of historical levels. Hotel leisure demand, however, is pacing 11% below historical expectations, while strong group and corporate business (+14%) continues to provide meaningful support to overall hotel performance. Meanwhile, vacation rental demand (+7%) is showing healthy growth and appears to be catching up with the expanding inventory base, further contributing to destination-wide demand growth.

While the near-term outlook remains generally optimistic, August and beyond are beginning to show signs of moderating demand. The CVB continues to monitor a variety of macroeconomic and travel-related factors, including consumer confidence, travel costs, and broader economic conditions, that may influence travel planning and spending decisions in the months ahead.

LODGING TAXABLE SALES year over year comparison



FUTURE BOOKING PACE vs this time last year

