

## AMELIA ISLAND WEEKLY PERFORMANCE RECAP

Last Friday, downtown Fernandina Beach hosted two events simultaneously (Sounds on Centre and Gumball 3000) creating a vibrant atmosphere and drawing strong visitor interest to the historic district. The prestigious Gumball 3000 Supercar Rally provided exceptional exposure for Amelia Island, bringing an exclusive collection of exotic vehicles, influencers, content creators, and automotive enthusiasts to the destination. The event generated significant social media engagement and media coverage, showcasing Amelia Island to a global audience and further strengthening the destination's position as a premier travel destination.

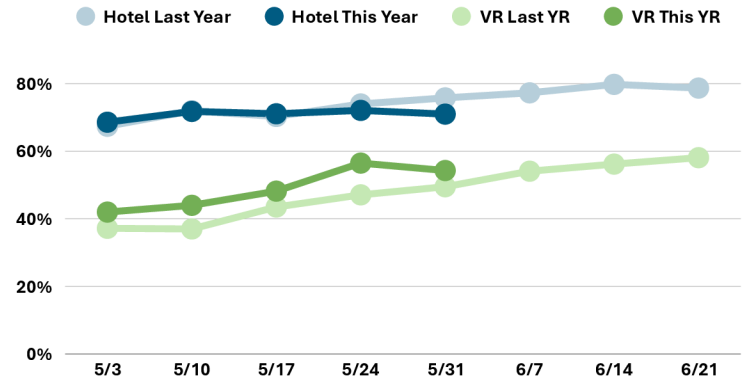
Year over year demand performance by segment last week:  
 Hotel Leisure: -15% | Hotel Group: +1% | Vacation Rentals: +10%

Hotels	Last Week	YOY % Change
<b>Occupancy</b>	<b>71.0%</b>	<b>-7.1%</b>
<b>Avg Daily Rate</b>	<b>\$381</b>	<b>+9.0%</b>
<b>RevPAR</b>	<b>\$271</b>	<b>1.3%</b>

Vacation Rentals	Last Week	YOY % Change
<b>Occupancy</b>	<b>54.3%</b>	<b>+11.6%</b>
<b>Avg Daily Rate</b>	<b>\$344</b>	<b>-4.2%</b>
<b>RevPAR</b>	<b>\$187</b>	<b>+6.9%</b>

## WEEKLY OCCUPANCY



## LOOKING FORWARD

The summer remains optimistic, however, August is starting to show signs softening demand.

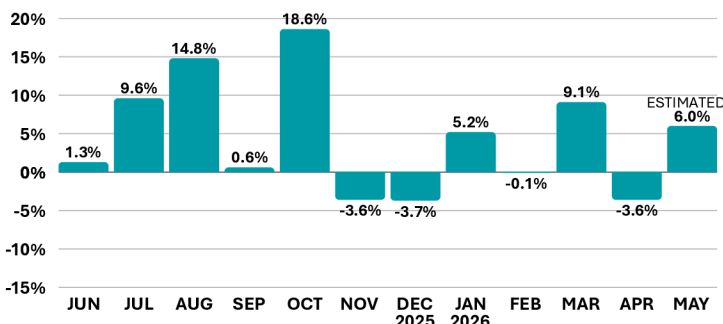
Group business remains the primary driver of hotel performance, providing stability through stronger occupancy and demand. However, hotel leisure demand continues to underperform, having recorded negative year-over-year growth each month since last August. To date, hotels have largely offset this weakness through a combination of strong group production and higher average daily rates.

August is to be watched closely, particularly by the hotel sector. Both leisure and group booking pace are trending well below expectations, raising concerns as group business has been a critical source of demand throughout the past year. With fewer group bookings currently on the books, hotels may face a more challenging environment as the summer season winds down.

Meanwhile, vacation rentals continue to outperform, posting 15 consecutive months of year-over-year demand growth and maintaining a favorable booking pace for the foreseeable future. This sustained growth reflects both evolving traveler preferences and the segment's ability to capture value-conscious 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

