

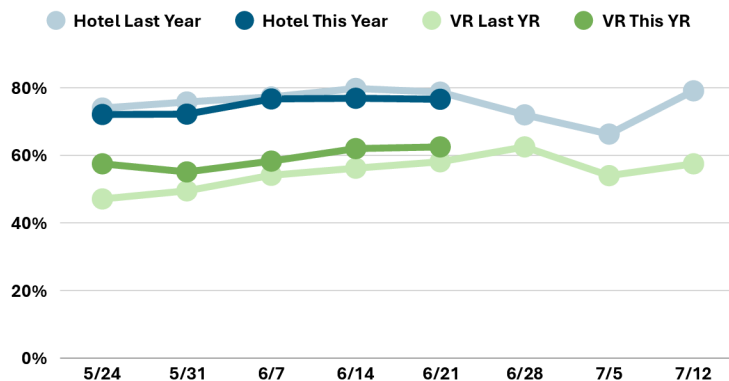
AMELIA ISLAND WEEKLY PERFORMANCE RECAP

Last week, year-over-year demand trends were mixed across lodging segments. Hotel leisure demand declined 24% compared to the same period last year, while hotel group demand increased by 46%. Vacation rentals continued to show positive momentum, with demand growing 5.5% for the week. Average Daily Rates (ADR) also remained higher than last year, increasing 2.8% for hotels and 1.4% for vacation rentals. As a result, RevPAR decreased slightly hotels and increased by 8.5% for vacation rentals.

Hotels	Last Week	YOY % Change
Occupancy	76.6%	-3.4%
Avg Daily Rate	\$361	+2.8%
RevPAR	\$276	-0.7%

Vacation Rentals	Last Week	YOY % Change
Occupancy	62.4%	+7.0%
Avg Daily Rate	\$370	+1.4%
RevPAR	\$231	+8.5%

WEEKLY OCCUPANCY



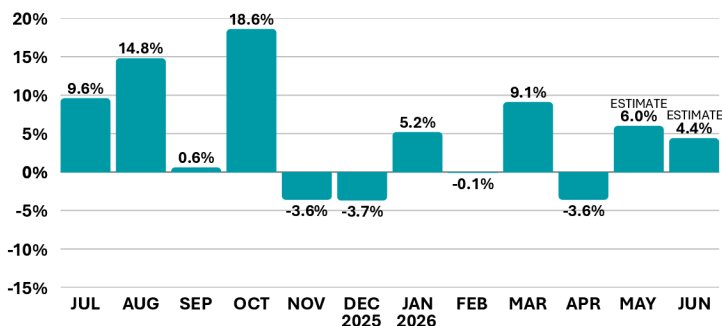
LOOKING FORWARD

Group business and higher average daily rates have been the primary drivers of hotel performance over the past five months, helping offset persistent weakness in leisure demand. July is no exception, group is outperforming while leisure is showing a slight deficit. As we indicated in the last update, August is beginning to raise concerns, as group bookings are currently pacing well below expectations. Since the last update the pace has improved slightly, however, if this slower booking trend persists, it would mark the first time since January that both the group and leisure segments have simultaneously underperformed for hotels.

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 momentum 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

