AMELIA ISLAND
CONVENTION & VISITORS BUREAU

WEEKLY LODGING INSIGHTS

JULY 5-11, 2026

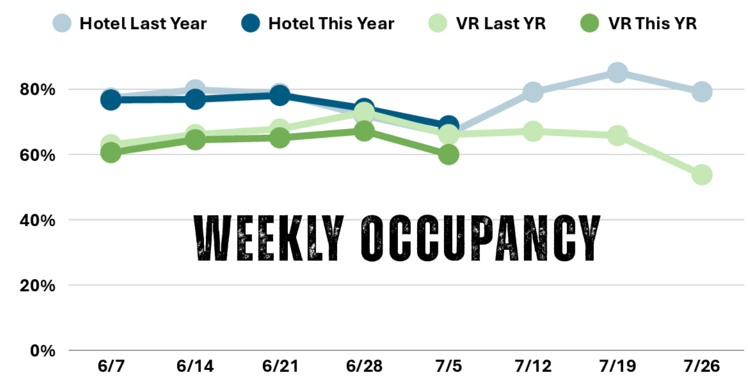
AMELIA ISLAND WEEKLY PERFORMANCE RECAP

As is typical following a major holiday weekend, visitor volumes softened last week. Despite the seasonal slowdown, hotels improved occupancy over the same week last year while achieving an additional $20 in Average Daily Rate (ADR). Vacation rentals experienced a notable dip in demand compared to same week last year, yet were also able to command $25 more per night.

Year-to-date, Amelia Island's lodging performance continues to demonstrate strong pricing power. Hotel demand is steady (-0.2%) while rate increase by $20 average (+6.0%). Vacation rentals demand has grown substantially so far this year (+9.6%) and the rate has only dropped $3.00 or (-1.0%) despite an estimated 17% increase in supply. This reflects the destination's continued ability to maintain its value proposition and support revenue growth despite modest fluctuations in demand.

Hotels	Last Week	YOY % Change
Occupancy	68.8%	+7.2%
Avg Daily Rate	$352	+6.0%
RevPAR	$242	+13.6%

Vacation Rentals	Last Week	YOY % Change
Occupancy	60.0%	-9.2%
Avg Daily Rate	$391	+6.8%
RevPAR	$235	-2.9%



LOOKING FORWARD

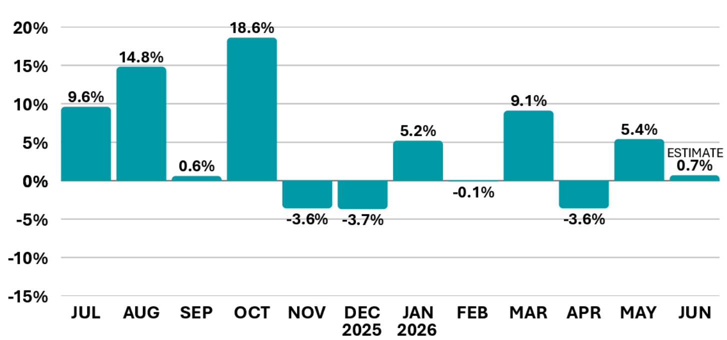
Group business and higher average daily rates continue to be the primary drivers of hotel performance, helping offset persistent softness in leisure demand over the past five months. July appears to be no exception, with group demand outperforming while leisure bookings remain below last year's pace.

As noted in last few updates, August and September booking pace remains below expectations. Fortunately, there is still ample time for these months to improve. Historically, approximately 50% of August bookings and 70% of September bookings have yet to materialize.

Vacation rentals continue to sustain strong momentum, posting 15 consecutive months of year-over-year demand growth. Booking pace for the next three months is currently 6.1% ahead of 2025, reflecting continued strength in the segment.

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