AMELIA ISLAND
CONVENTION & VISITORS BUREAU

WEEKLY LODGING INSIGHTS
JULY 12-18, 2026

AMELIA ISLAND WEEKLY PERFORMANCE RECAP

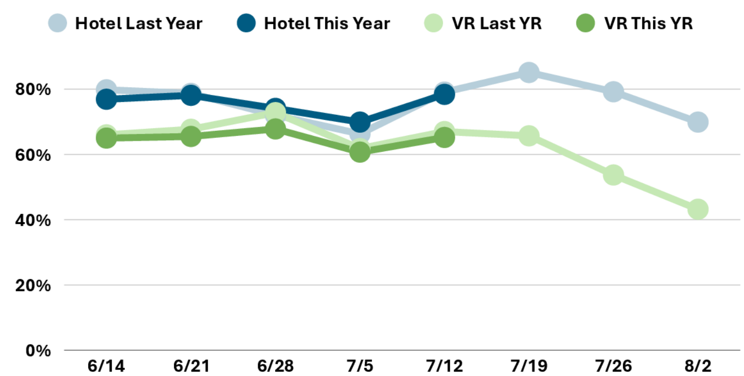
Last week's occupancy rebounded from the previous week, with hotels continuing to demonstrate strong pricing power. Average Daily Rate (ADR) increased by $22 compared to the same week last year, contributing to another solid week for hotel revenues.

Vacation rentals experienced a 4.4% increase in demand; however, available inventory grew 12.3% year over year, continuing to outpace demand growth. As a result, occupancy declined 7.0%, and ADR softened by $5 per night compared to the same period last year.

Hotels	Last Week	YOY % Change
Occupancy	78.4%	+1.0%
Avg Daily Rate	$356	+6.6%
RevPAR	$280	+8.1%

Vacation Rentals	Last Week	YOY % Change
Occupancy	65.1%	-7.0%
Avg Daily Rate	$372	-1.3%
RevPAR	$242	-8.3%

WEEKLY OCCUPANCY



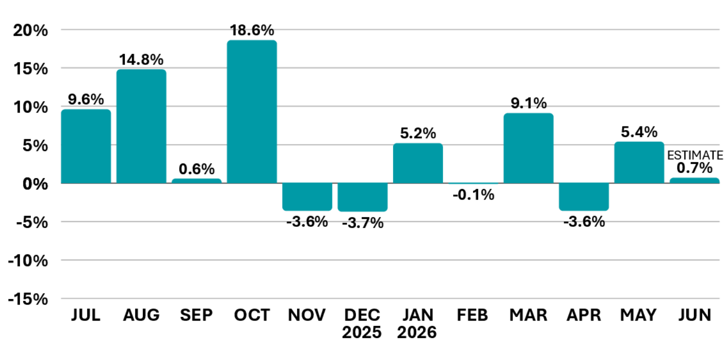
LOOKING FORWARD

The next two weekends represent the final opportunity for many families to take a summer vacation before schools resume. Hotel demand is expected to remain mixed, with group business continuing to provide stability while leisure bookings trail last year's pace. Consistent with the trend for much of 2026, group business and higher average daily rates continue to offset softer leisure demand.

Attention is now shifting toward late August and September. As expected, leisure demand volume is beginning to ease from peak summer levels; however, booking pace for August is currently running below typical seasonal expectations. Part of this reflects the Labor Day calendar shift. Last year, Labor Day fell on September 1, boosting August performance, while this year the holiday falls on September 7, shifting a portion of that demand into September. When comparing the Labor Day weekend directly, booking pace is currently tracking close to last year's levels.

A more notable trend is the recent slowdown in hotel group bookings. Group demand has softened considerably compared to this point last year and is a trend the CVB has been monitoring closely. While there is still time for additional bookings to materialize, the pace of group business will be an important indicator to watch as the destination transitions into the fall season.

LODGING TAXABLE SALES year over year comparison



FUTURE BOOKING PACE vs this time last year