AMELIA ISLAND
CONVENTION & VISITORS BUREAU

WEEKLY LODGING INSIGHTS
JULY 26 - AUGUST 1, 2026

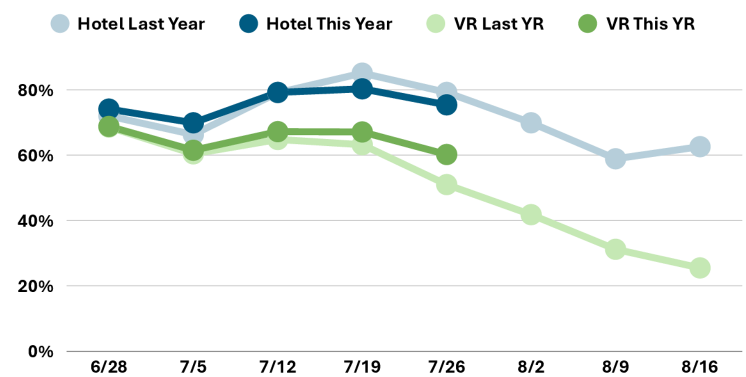
AMELIA ISLAND WEEKLY PERFORMANCE RECAP

Families are taking advantage of the final opportunity for a summer getaway. Last week, hotels held strong pricing power for the third consecutive week Average Daily Rate (ADR) increased by $19 compared to the same week last year. Hotel Leisure demand fell short last week, however, increased group business mostly made up for this. Vacation rental occupancy remained strong, nearly 15% above same week last year. As the summer season winds down, vacation rentals continue to resonate with travelers seeking flexible, value-oriented accommodations for last-minute family vacations.

Hotels	Last Week	YOY % Change
Occupancy	75.4%	-3.1%
Avg Daily Rate	$347	+5.8%
RevPAR	$262	+2.7%

Vacation Rentals	Last Week	YOY % Change
Occupancy	60.2%	+14.7%
Avg Daily Rate	$319	-2.1%
RevPAR	$192	+12.3%

WEEKLY OCCUPANCY



LOOKING FORWARD

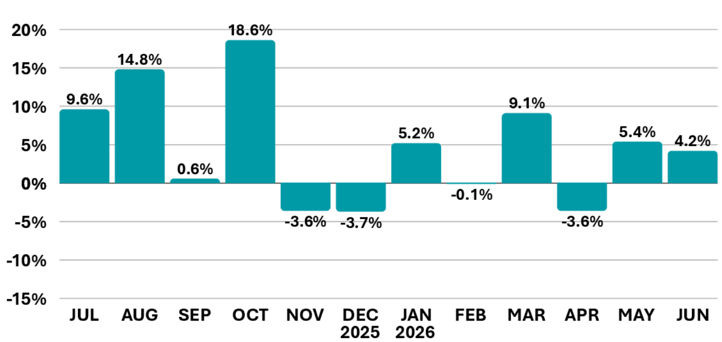
As the destination transitions from the peak summer season into fall, overall booking pace for August through October is currently 12.4% below expectations, nearly a 4 Bpt improvement from last week's outlook.

Leisure demand is currently pacing 2.6% ahead of last year's pace for the next three months. September's outlook particularly benefits from the Labor Day calendar shift, as the holiday falls on September 7 this year rather than September 1 last year, shifting a portion of demand from August into September. When comparing Labor Day weekend directly, hotel leisure bookings are currently pacing nearly 10% ahead of last year's holiday weekend.

The more significant trend for Hotels is the sharp decline in group booking pace. Group demand for the next three months is currently 29% below last year's pace, marking a substantial shift in the market. Over the past six months, groups, meetings, incentive travel, weddings, family reunions, and other organized travel have been the primary drivers of hotel performance, helping offset a softer leisure segment. As forward group bookings seem to have weakened, the near-term outlook has become more challenging.

Vacation rentals have gained much traction since last week's report. After a slow start, demand levels are now 10.8% ahead of expectations. Most noteworthy is increased bookings around Labor Day holiday have put September 22% ahead of last year's pace.

LODGING TAXABLE SALES year over year comparison



FUTURE BOOKING PACE vs this time last year