

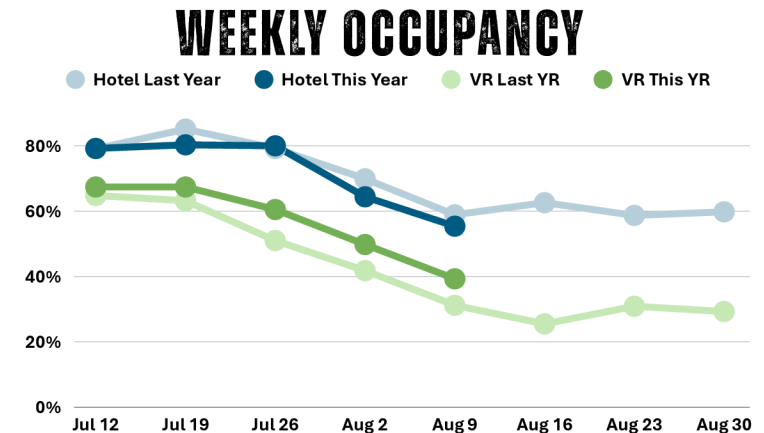
AMELIA ISLAND WEEKLY PERFORMANCE RECAP

Last week brought a notable shift in hotel demand. Leisure guest nights jumped 8.8% above last year's levels, while group demand declined 23.1%. Higher average daily rates helped offset much of the overall softness in demand and sustain hotel revenue performance.

Vacation rentals also delivered a strong week, with guest nights increasing 18.0% year over year. Available inventory declined slight compared to same week last year, continuing a subtle contraction in supply that has emerged since May following nearly two years of consistent inventory growth.

Hotels	Last Week	YOY % Change
Occupancy	59.9%	-6.1%
Avg Daily Rate	\$307	+5.1%
RevPAR	\$184	-1.1%

Vacation Rentals	Last Week	YOY % Change
Occupancy	44.5%	+22.3%
Avg Daily Rate	\$268	-7.6%
RevPAR	\$119	+12.3%



LOOKING FORWARD

The August through October outlook presents a mixed picture. On the positive side, leisure demand is performing well, with hotel leisure bookings pacing 5% ahead of last year and average daily rates approximately \$20 higher. Vacation rentals are also showing strength, with bookings currently 7.5% ahead of last year's pace.

The challenge is group business, which is currently pacing 20% behind last year's strong performance, particularly against significant group volume in August and October 2025. With fewer group rooms currently on the books, Amelia Island's overall lodging pace for August through October is currently 6.9% behind last year, despite positive leisure performance.

With most schools now back in session, the travel industry begins its seasonal shift away from family summer vacations toward couples, adult getaways, and experience-driven travel. For Amelia Island, the opportunity is to give these travelers compelling reasons to visit beyond the traditional beach vacation. The CVB's off-peak strategy focuses on seasonal demand drivers and niche audiences, including couples, golfers, culinary travelers, and visitors motivated by events, heritage, arts and culture, and the holiday season.

