

AMELIA ISLAND WEEKLY PERFORMANCE RECAP

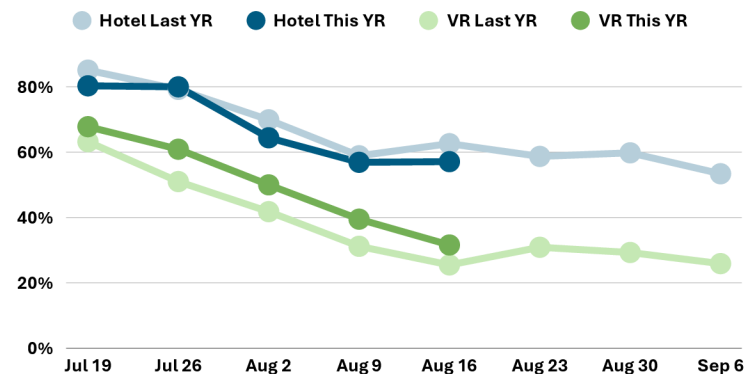
Last week continued the notable shift in hotel demand. Leisure guest nights were nearly even with last year's levels, while group demand declined. Higher average daily rates helped offset much of the overall softness in demand and sustain hotel revenue performance.

Vacation rentals told a different story last week, Occupancy up while guests paying less than last year. Guest nights increased by 17% while supply thinned by 5% compared to same week last year. The last few months we have been noticing vacation rental inventory going through some downsizing, this is following nearly 24 months prior of substantial inventory growth.

Hotels	Last Week	YOY % Change
Occupancy	57.1%	-7.0%
Avg Daily Rate	\$281	+3.3%
RevPAR	\$161	-3.6%

Vacation Rentals	Last Week	YOY % Change
Occupancy	31.6%	+23.9%
Avg Daily Rate	\$225	-11.4%
RevPAR	\$71	+9.2%

WEEKLY OCCUPANCY



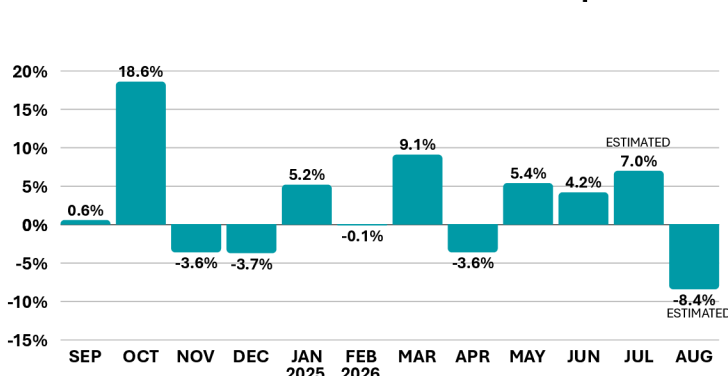
LOOKING FORWARD

The September–November outlook remains mixed, with a noticeable shift in the destination's business mix. Group and corporate demand remains below last year's levels through much of the fall, though bookings strengthen considerably heading into November. On the leisure side, September is showing healthy demand, aided in large part by the timing of Labor Day, which falls entirely within the month this year.

With schools 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 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.

As we move into the fall shoulder season, creating a reason to travel now becomes increasingly important. Events, seasonal experiences, dining, and limited-time programming can help turn general interest in Amelia Island into a specific reason to book a trip.

LODGING TAXABLE SALES year over year comparison



FUTURE BOOKING PACE vs this time last year

