

AMELIA ISLAND WEEKLY PERFORMANCE RECAP

Last week, hotel demand finished slightly below last year, with group business supporting the first half of the week and leisure strengthening into the Labor Day weekend. Higher average daily rates more than offset the softer demand, resulting in positive RevPar.

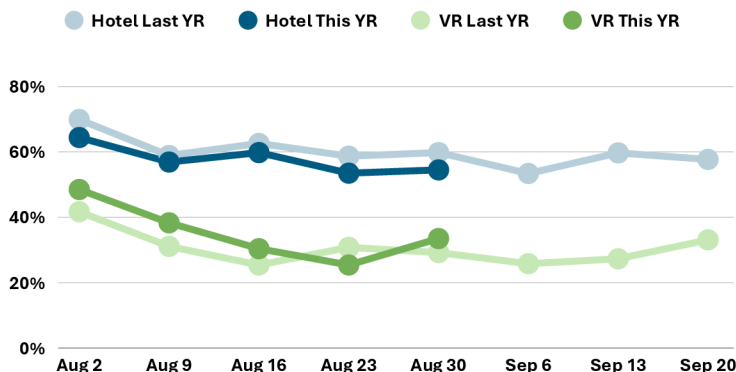
Vacation rentals told the opposite story, with demand increasing over last year while average daily rates softened. The stronger volume helped support occupancy as travelers took advantage of the final holiday weekend of the summer season.

Next week's report will provide a clearer read on Labor Day performance, allowing us to compare this year's holiday weekend directly with last year's despite the calendar shift.

Hotels	Last Week	YOY % Change
Occupancy	54.5%	-2.5%
Avg Daily Rate	\$330	+8.9%
RevPAR	\$180	+6.5%

Vacation Rentals	Last Week	YOY % Change
Occupancy	33.5%	+14.7%
Avg Daily Rate	\$253	-5.9%
RevPAR	\$85	+7.6%

WEEKLY OCCUPANCY



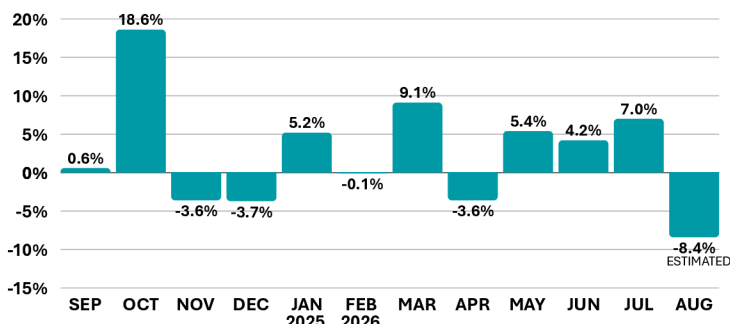
LOOKING FORWARD

The September-November outlook is generally positive, booking pace for the period is +0.1% for hotels and +2.6% for vacation rentals. There is a noticeable shift in the destination's business mix for the period. Group and corporate demand remain 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 leisure demand, aided in large part by the timing of Labor Day, which falls entirely within the month this year.

With the summer season and the Labor Day holiday in the rearview, we now lean into 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

