

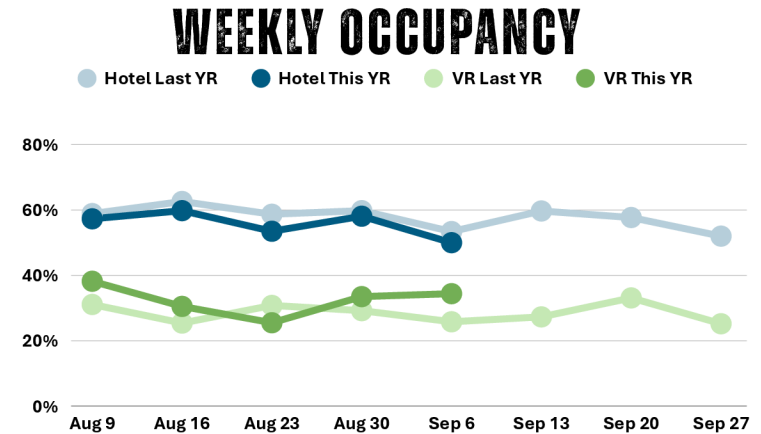
AMELIA ISLAND WEEKLY PERFORMANCE RECAP

Last week's lodging performance was boosted by the Sunday of the Labor Day holiday, while seeing softer group and business demand later in the week.

Comparing Labor Day weekend directly with last year's holiday dates, hotel occupancy reached 82.0% (+6 Bpts), while vacation rental occupancy climbed to 66.5% (+9 Bpts) for the Friday–Sunday holiday period. Digging deeper, Hotel leisure demand finished 4% below last year; however, hotels also benefited from a significant group presence, which may have limited leisure availability during the holiday weekend.

Hotels	Last Week	YOY % Change
Occupancy	50.0%	-4.0%
Avg Daily Rate	\$313	+6.5%
RevPAR	\$157	+2.6%

Vacation Rentals	Last Week	YOY % Change
Occupancy	34.4%	+33.3%
Avg Daily Rate	\$246	-1.2%
RevPAR	\$85	+32.8%



LOOKING FORWARD

The September–November outlook is generally positive, booking pace for the period has been upgraded to +3.5% for hotels and +12.9% 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 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.

