AMELIA ISLAND
CONVENTION & VISITORS BUREAU

WEEKLY LODGING INSIGHTS
SEPTEMBER 13-19, 2026

AMELIA ISLAND WEEKLY PERFORMANCE RECAP

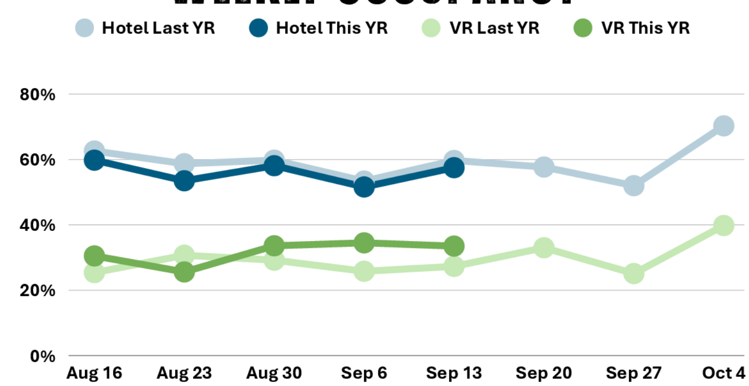
Last week's lodging performance was steady for hotels and particularly strong for vacation rentals. Hotel leisure demand increased 2.0%, while group/corporate demand softened 3.7%. Vacation rentals were the standout, with guest nights jumping 21% year over year.

A preview of the current week shows even stronger performance ahead. Overall lodging demand is tracking approximately 15% above last year, while hotel rates are up $23 per night. All three lodging segments are currently showing growth, with group/corporate business providing a particularly strong boost to hotel demand and rate this week.

Hotels	Last Week	YOY % Change
Occupancy	57.5%	-0.9%
Avg Daily Rate	$305	+6.3%
RevPAR	$175	+5.4%

Vacation Rentals	Last Week	YOY % Change
Occupancy	33.5%	+22.7%
Avg Daily Rate	$229	-10.2%
RevPAR	$77	+10.0%

WEEKLY OCCUPANCY



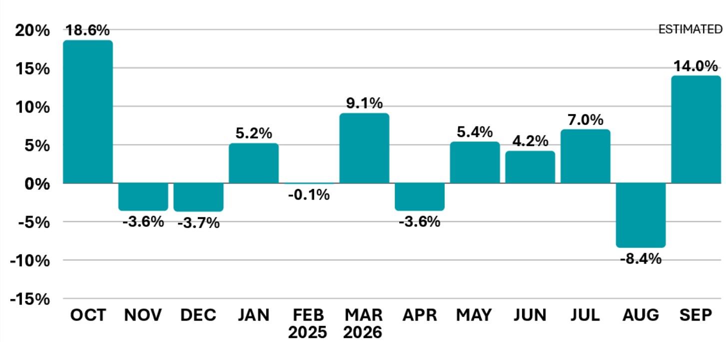
LOOKING FORWARD

September lodging revenues are currently projected to finish approximately 14% above last year. The timing of Labor Day provided a significant boost, shifting holiday demand fully into September this year. Beyond the calendar impact, vacation rentals have continued to post occupancy gains, while hotels are benefiting from favorable leisure demand and a particularly solid second half of the month of group business.

Looking further ahead, October through December booking pace is currently 4.6% ahead of last year, providing encouraging momentum heading into the final quarter. Hotel leisure is pacing 11% ahead, vacation rentals are up 9.6%, and hotel group/corporate business is just 1.2% behind last year's pace.

As we move deeper into the fall shoulder season, creating a reason to travel now becomes increasingly important. Events, seasonal experiences, dining, and limited-time programming can 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