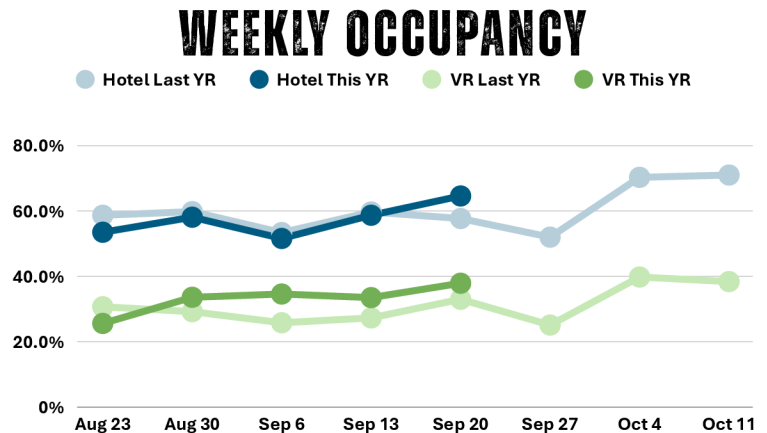


AMELIA ISLAND WEEKLY PERFORMANCE RECAP

Last week delivered strong lodging performance across both hotels and vacation rentals. Hotel leisure demand increased 3%, while group/corporate demand jumped 28% year over year. Hotel demand was split nearly evenly between leisure and group/corporate business, while average daily rates increased \$22 compared to the same week last year. Vacation rentals also outperformed, with guest nights increasing 13% year over year, continuing the segment's continued momentum.

Hotels	Last Week	YOY % Change
Occupancy	64.6%	+14.3%
Avg Daily Rate	\$303	+7.8%
RevPAR	\$196	+23.3%

Vacation Rentals	Last Week	YOY % Change
Occupancy	37.9%	+14.8%
Avg Daily Rate	\$232	-4.1%
RevPAR	\$88	+10.0%



LOOKING FORWARD

September lodging revenues are estimated to finish 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 5% ahead of last year, providing encouraging momentum heading into the final quarter. Hotel leisure is pacing 10% ahead, vacation rentals are up 13%, and hotel group/corporate business is just 0.7% 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.

