

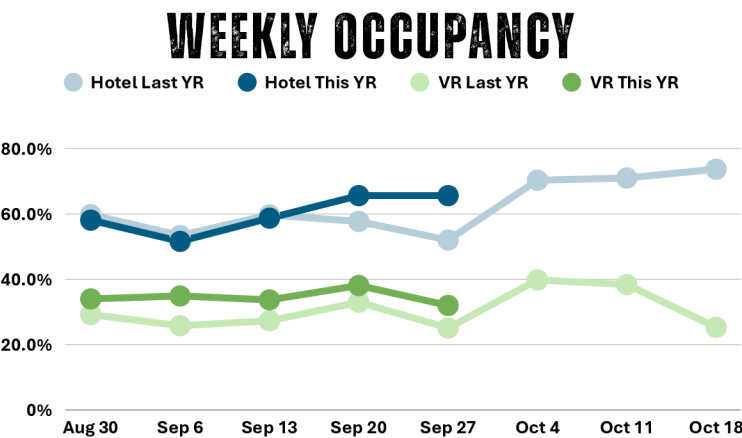
AMELIA ISLAND WEEKLY PERFORMANCE RECAP

Last week delivered strong lodging performance across all segments. Hotel leisure demand increased 22%, while group/corporate demand jumped 33% compared to the same week last year. Vacation rentals also outperformed, with guest nights increasing 24% year over year, continuing the segment’s strong momentum.

Looking ahead, bookings for this week and next are currently running about even with last year. Unsettled weather, ongoing coastal nor’easter pattern and tropical moisture associated with Hurricane Isaias, could limit last-minute leisure bookings, particularly as fall travelers tend to make their plans closer to arrival.

Hotels	Last Week	YOY % Change
Occupancy	65.6%	+28.4
Avg Daily Rate	\$298	-1.7%
RevPAR	\$196	+26.5%

Vacation Rentals	Last Week	YOY % Change
Occupancy	32.0%	+27.5%
Avg Daily Rate	\$228	-9.9%
RevPAR	\$73	+14.1%



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 8% ahead, vacation rentals are up 10%, and hotel group/corporate business is now 2% ahead of 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.

