

AMELIA ISLAND WEEKLY PERFORMANCE RECAP

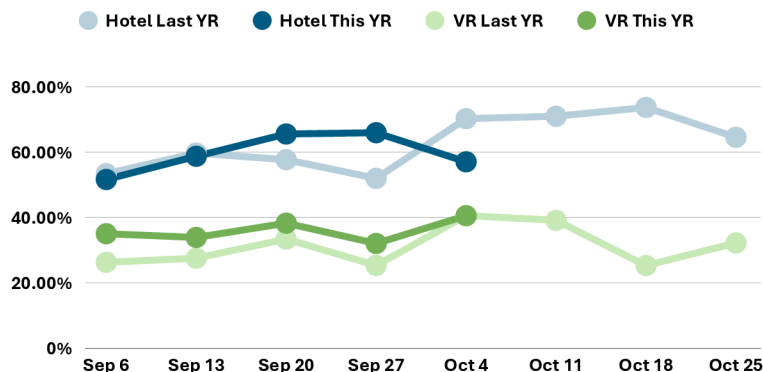
Last week's rainy forecast weighed on lodging demand, while group and corporate stays also trailed the same week last year. Higher average hotel rates helped offset some of the revenue impact.

This week is gaining traction among leisure guests in both hotels and vacation rentals. Favorable weather and the extended weekend for Columbus Day and Canadian Thanksgiving may be encouraging some fall getaways.

Hotels	Last Week	YOY % Change
Occupancy	57.1%	-18.4%
Avg Daily Rate	\$343	+15.5%
RevPAR	\$195	-6.2%

Vacation Rentals	Last Week	YOY % Change
Occupancy	40.6%	0%
Avg Daily Rate	\$232	-10.1
RevPAR	\$94	-10.5%

WEEKLY OCCUPANCY



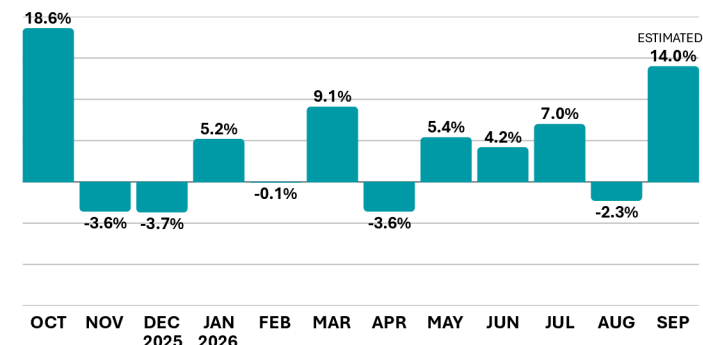
LOOKING FORWARD

The second half of October is currently pacing 5–6% behind last year in overnight bookings. Fortunately, several upcoming events provide reasons for a fall getaway, including Amelia Island Cookout (Oct. 15–18), the 8 Flags Car Show (Oct. 17), and Taste of Amelia (Oct. 24). These events offer opportunities to pair culinary experiences and downtown exploration with an overnight stay.

November brings the Right Whale Festival (Nov. 7–8) and Pétanque Amelia Island Open (Nov. 13–15), followed by Thanksgiving celebrations, the Black Friday Pajama Party, and Christmas tree lightings. December's calendar includes the Lighted Christmas Parade (Dec. 5), Dickens on Centre (Dec. 11–13), TaxSlayer Gator Bowl (Dec. 30), and New Year's Eve Shrimp Drop (Dec. 31), offering timely reasons to plan a holiday visit.

Demand for the November–December time frame is currently pacing 7% ahead for Hotels and 20% ahead for Vacation Rentals.

LODGING TAXABLE SALES year over year comparison



FUTURE BOOKING PACE vs this time last year

