AMELIA ISLAND
CONVENTION & VISITORS BUREAU

WEEKLY LODGING INSIGHTS
OCTOBER 11-17, 2026

AMELIA ISLAND WEEKLY PERFORMANCE RECAP

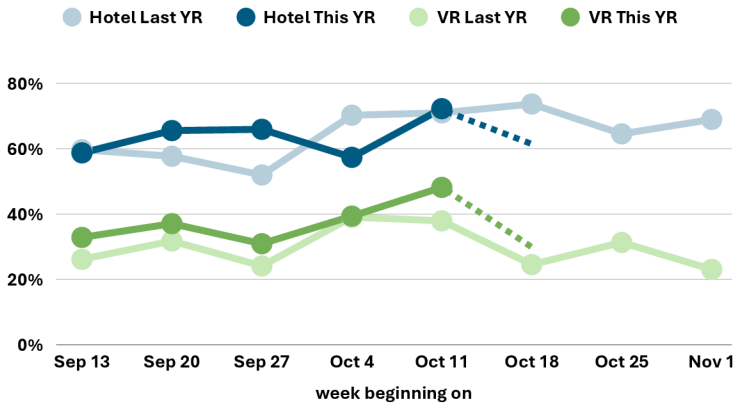
Last week's event-filled calendar delivered strong lodging performance across Amelia Island. Hotels performed particularly well in both occupancy and average daily rate, while vacation rentals saw occupancy increase by more than 10 percentage points over the same week last year, representing a 24.5% increase in demand.

The current week Hotel bookings are pacing 8% behind last year, with both leisure and group segments showing similar declines. Vacation rentals, however, are gaining momentum, with demand currently pacing 13% ahead of same week last year.

Hotels	Last Week	YOY % Change
Occupancy	72.3%	+3.6%
Avg Daily Rate	$330	+3.8%
RevPAR	$239	+7.7%

Vacation Rentals	Last Week	YOY % Change
Occupancy	48.2%	+27.2%
Avg Daily Rate	$247	-5.4%
RevPAR	$119	+20.2%

WEEKLY OCCUPANCY



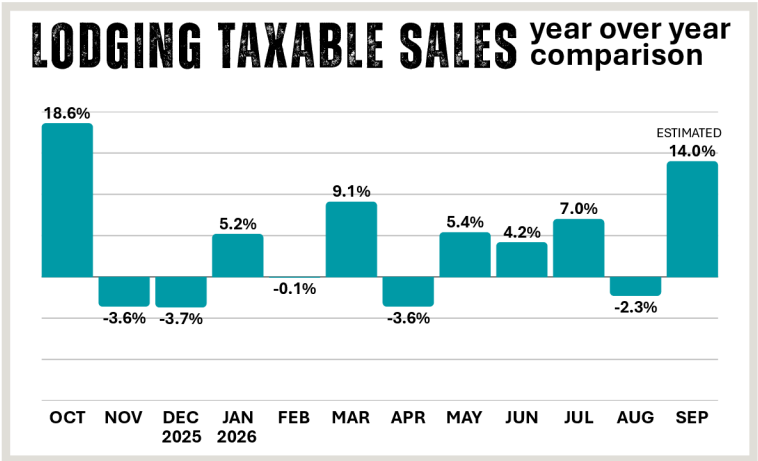
LOOKING FORWARD

The remainder of October is expected to perform similarly to last year, with the exception of Oct. 29–31. With the Georgia–Florida game being played at Mercedes-Benz Stadium in Atlanta this year, Amelia Island is expected to see a significant demand gap during what is traditionally a strong weekend.

November brings the Right Whale Festival (Nov. 7–8), Pétanque Amelia Island Open (Nov. 13–15), followed by Thanksgiving celebrations, the Black Friday Pajama Party, and Christmas tree lightings. November booking pace is currently 3.4% ahead of the same time last year.

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), providing several timely reasons for a holiday visit. December bookings are off to a healthy start compared with last year, though booking activity typically accelerates beginning in early November. The next few weeks should provide a clearer indication of how the month will ultimately perform.

LODGING TAXABLE SALES year over year comparison



FUTURE BOOKING PACE vs this time last year

