AMELIA ISLAND
CONVENTION & VISITORS BUREAU

WEEKLY LODGING INSIGHTS
OCTOBER 18-24, 2026

AMELIA ISLAND WEEKLY PERFORMANCE RECAP

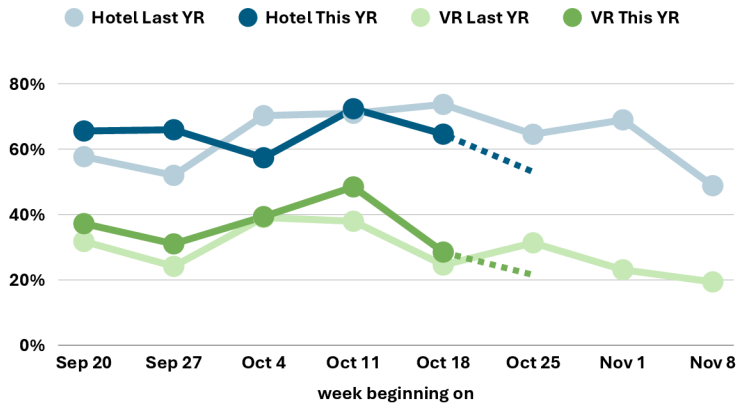
Last week's lodging performance was mixed, with hotel demand falling short of last year while vacation rentals gained ground. Hotel leisure demand declined 15%, while group and corporate demand fell 9.2% year over year. Vacation rentals posted a 14% increase in demand, an encouraging gain, although occupancy remained below 30%.

Looking ahead to Oct. 29–31, Amelia Island will feel the absence of visitors traditionally drawn to the area for the Georgia–Florida football game, which is being played at Mercedes-Benz Stadium in Atlanta this year. The impact is already evident in booking pace, with hotel leisure bookings down 42% and vacation rentals down 51% compared with the same time last year.

Hotels	Last Week	YOY % Change
Occupancy	64.6%	-11.4%
Avg Daily Rate	$332	+12.2%
RevPAR	$215	-0.5%

Vacation Rentals	Last Week	YOY % Change
Occupancy	28.5%	+16.3%
Avg Daily Rate	$223	-9.3%
RevPAR	$64	+6.7%

WEEKLY OCCUPANCY



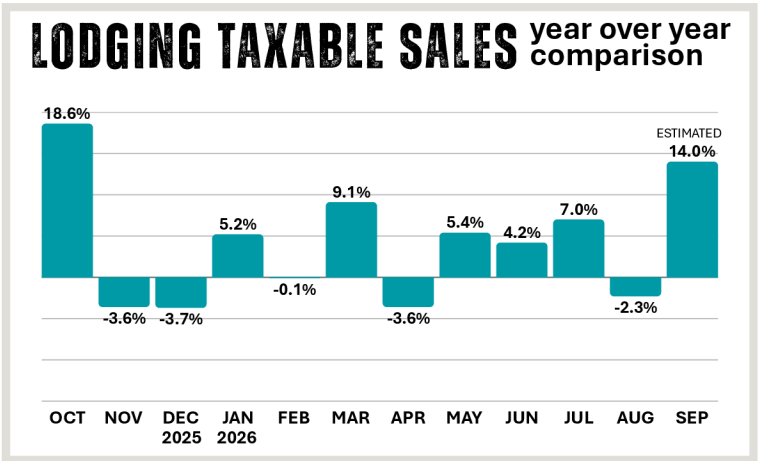
LOOKING FORWARD

October lodging demand is expected to finish nearly 6% below last year. However, stronger average nightly rates are helping offset softer demand, with overall lodging revenue projected to finish roughly flat compared with last October.

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. November booking pace is currently 10% ahead of the same time last year, providing encouraging momentum heading into the holiday season.

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 plenty of reasons for a holiday getaway. December bookings are off to a healthy start compared with last year, with booking activity typically accelerating in early November. The coming weeks should provide a clearer picture of how year-end demand will shape up.

LODGING TAXABLE SALES year over year comparison



FUTURE BOOKING PACE vs this time last year

