AMELIA ISLAND
CONVENTION & VISITORS BUREAU

WEEKLY LODGING INSIGHTS
OCTOBER 25-31, 2026

WEEKLY PERFORMANCE RECAP

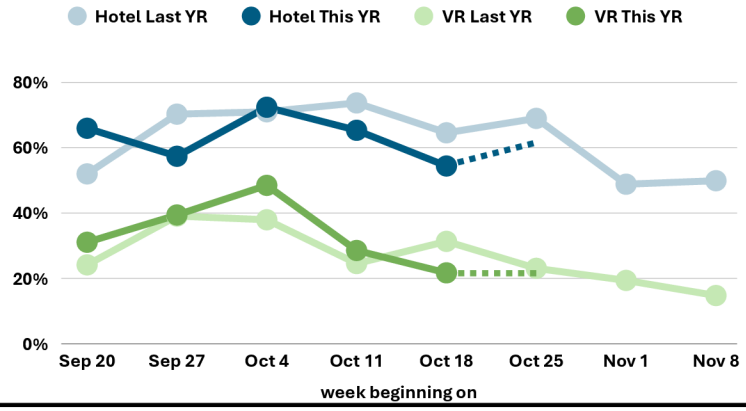
Last week's Amelia Island lodging performance softened as anticipated, largely reflecting the absence of visitors typically drawn to the area for the Georgia–Florida football game, which was played in Atlanta this year. Island-wide occupancy declined 10 percentage points compared to the same week last year, with demand down across all segments: Hotel Leisure (-28%), Hotel Group/Corporate (-4%), and Vacation Rentals (-33%).

Looking ahead to the current week and this weekend's Right Whale Festival, hotel leisure demand is showing signs of improvement, while group/corporate business remains light. Vacation rentals, meanwhile, are entering their traditionally slower season, with bookings struggling to gain traction.

Hotels	Last Week	YOY % Change
Occupancy	54.4%	-14.6%
Avg Daily Rate	$298	+2.1%
RevPAR	$162	-12.9%

Vacation Rentals	Last Week	YOY % Change
Occupancy	21.7%	-30.7%
Avg Daily Rate	$218	-24.6%
RevPAR	$47	-47.8%

WEEKLY OCCUPANCY



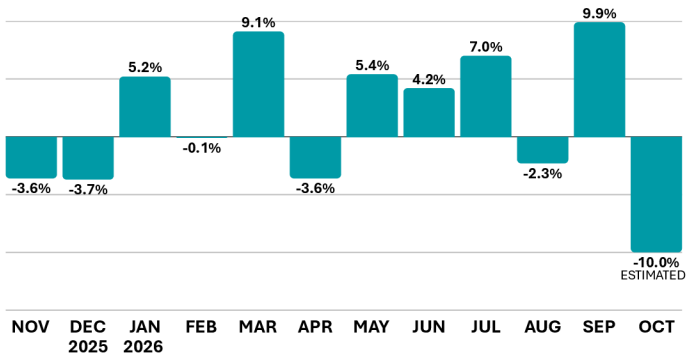
LOOKING FORWARD

The November–January outlook remains encouraging, with overnight bookings currently pacing 12% ahead of the same time last year. With Halloween behind us, holiday marketing campaigns are in full swing, reaching travelers as they plan their seasonal getaways.

November bookings are now pacing 16% ahead of last year, a six-percentage-point improvement from just one week ago. The month offers several reasons to visit, including the Pétanque Amelia Island Open (Nov. 13–15), Thanksgiving celebrations, the Black Friday Pajama Party, and holiday tree lightings.

December's calendar is equally inviting, featuring 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). December bookings are off to a healthy start (also 16% ahead of last year) providing encouraging momentum heading into the holiday season.

LODGING TAXABLE SALES year over year comparison



FUTURE BOOKING PACE vs this time last year

