AMELIA ISLAND
CONVENTION & VISITORS BUREAU

WEEKLY LODGING INSIGHTS
NOVEMBER 1-7, 2026

WEEKLY PERFORMANCE RECAP

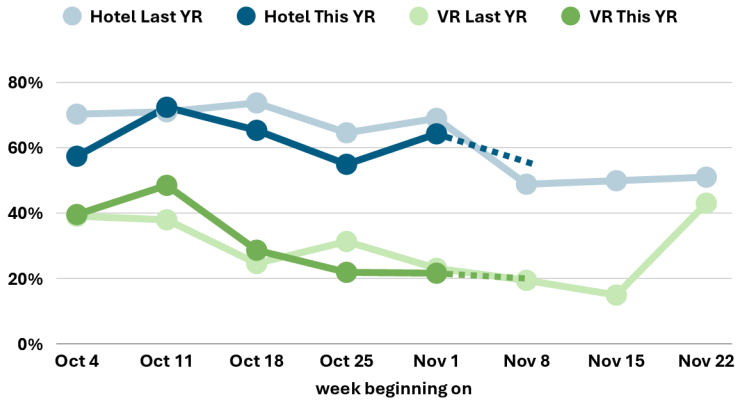
ast week's Amelia Island lodging performance remained soft, with island-wide occupancy trailing last year despite healthy midweek group business. Hotel occupancy declined 6% year-over-year, while vacation rentals experienced a 9% decrease.

Looking at the current week, a strong group and corporate presence is expected to support hotel performance. Meanwhile, vacation rental demand continues to struggle for traction, pacing in line with last year's already subdued seasonal levels.

Hotels	Last Week	YOY % Change
Occupancy	64.2%	-5.9%
Avg Daily Rate	$295	-1.0%
RevPAR	$190	-6.9%

Vacation Rentals	Last Week	YOY % Change
Occupancy	21.6%	-6.5%
Avg Daily Rate	$220	-9.1%
RevPAR	$48	-14.3%

WEEKLY OCCUPANCY



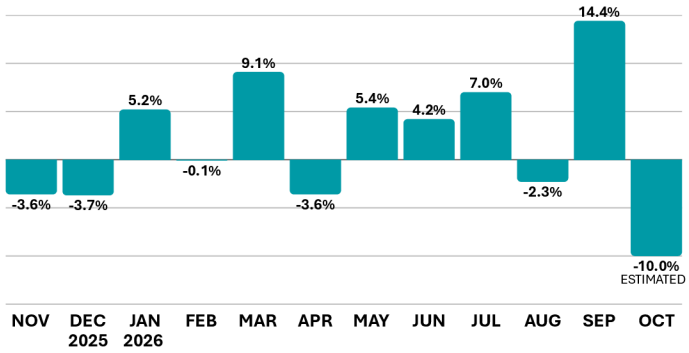
LOOKING FORWARD

The November–January outlook remains encouraging, with overnight bookings currently pacing 13% ahead of last year for the period. Holiday marketing campaigns are in full swing, reaching travelers in the planning phase of their seasonal getaways.

November bookings are now pacing 14% ahead of last year, a slight step down in pace form last week's report. The month offers several upcoming 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 (bookings are pacing 10% 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

