

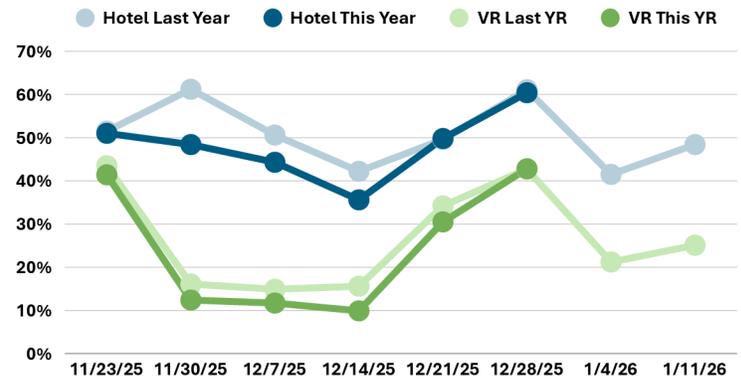
AMELIA ISLAND WEEKLY PERFORMANCE RECAP

Amelia Island experienced a welcome boost in overnight guests during the final week of the year, though performance fell slightly short of the same week last year. The holiday week was bolstered by a variety of special celebrations, ticketed dinners, and most notably, the New Year's Eve Shrimp Drop, recently ranked among the Top 10 New Year's Eve Drops in the country by USA Today. Hotel properties achieved elevated room rates, though the average daily rate (ADR) fell short of last year's by \$8.50. Meanwhile, Vacation Rentals maintained solid occupancy and increased ADR by \$32 compared to the same week last year.

Hotels	Last Week	Percent Change
Occupancy	60.4%	-1.2%
Avg Daily Rate	\$293	-2.8%
RevPAR	\$177	-4.0%

Vacation Rentals	Last Week	Percent Change
Occupancy	42.8%	+0%
Avg Daily Rate	\$292	+12%
RevPAR	\$125	+13%

WEEKLY OCCUPANCY

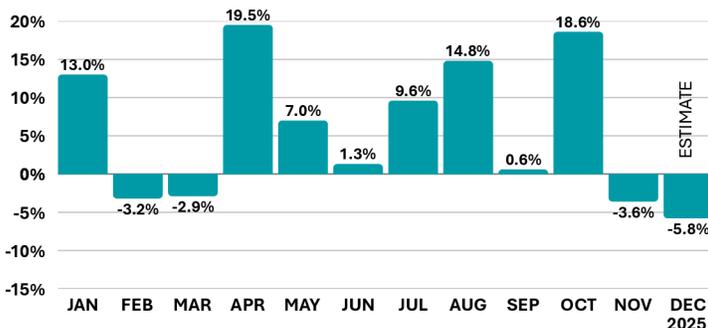


LOOKING FORWARD

As we move into the early weeks of the new year, lodging trends present both opportunities and areas to watch. This period is a pivotal planning window, with travelers shifting their focus to planning 2026 vacations and winter-weary audiences actively seeking warm-weather escapes in the short term. The AICVB is positioned to capture this demand through several key initiatives, including the launch of our new brand creative rolling out in January, a Chicago PR media mission in mid-January, Amelia Island Restaurant Week January 16-25, and timely Valentine's Day and Presidents' Day promotions.

From a booking perspective, the outlook for the next few months is mixed but trending positive overall. The Leisure segment remains soft for the weeks of January 18 and 25 (down 25%), yet overall Leisure booking pace for January–March is up 2% year over year. The Group and Meetings segment continues to show strength, pacing 3.6% ahead of last year for the quarter. While early Q1 trails the large group programs seen last year, demand improves notably by mid-February. The second half of the quarter is currently pacing 34% ahead for groups and meetings, signaling strong demand and momentum as we move deeper into Q1.

LODGING TAXABLE SALES year over year comparison



FUTURE BOOKING PACE vs this time last year

