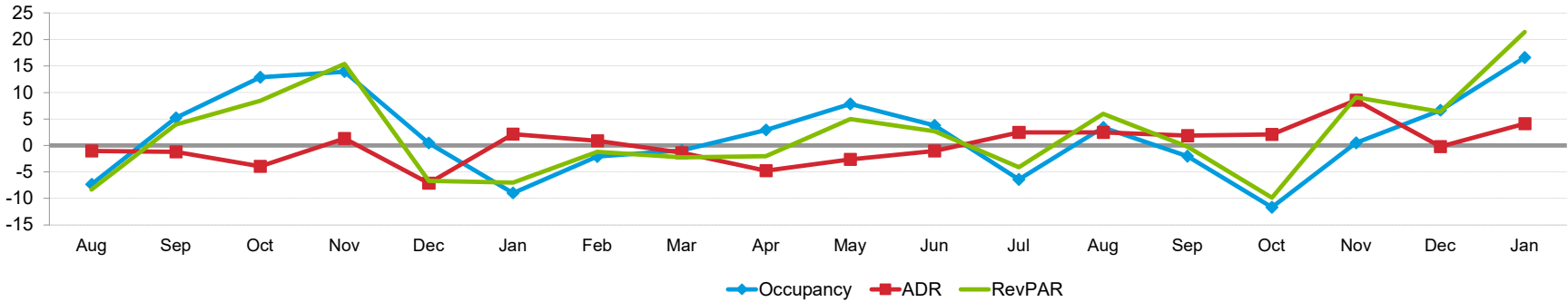
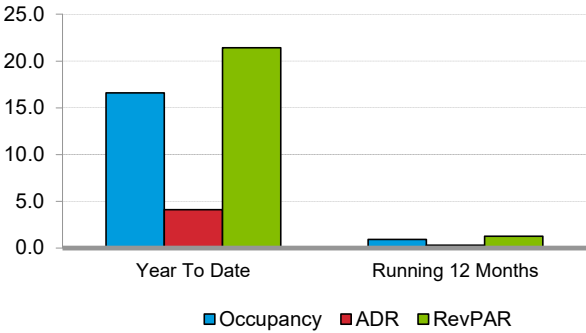


Amelia Island Tourist Development Council  
For the Month of January 2025

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2023					2024												2025
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	52.9	58.8	65.4	57.3	48.4	46.5	68.9	73.6	74.3	68.6	74.1	70.4	54.7	57.6	57.8	57.6	51.6	54.2
Last Year	57.1	55.9	58.0	50.3	48.1	51.1	70.4	74.3	72.2	63.6	71.5	75.2	52.9	58.8	65.4	57.3	48.4	46.5
Percent Change	-7.3	5.2	12.8	13.9	0.4	-9.0	-2.1	-0.9	2.9	7.8	3.8	-6.4	3.4	-2.0	-11.7	0.5	6.6	16.6

Year To Date		
2023	2024	2025
51.1	46.5	54.2
41.5	51.1	46.5
23.0	-9.0	16.6

Running 12 Months		
2023	2024	2025
63.0	63.0	63.5
60.1	63.0	63.0
4.9	-0.1	0.9

ADR	2023					2024												2025
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	270.01	262.71	266.23	253.06	252.88	230.42	266.85	361.26	345.18	329.39	324.42	332.38	276.69	267.55	271.76	274.66	252.26	239.91
Last Year	272.88	265.85	277.10	249.78	272.19	225.60	264.46	366.30	362.48	338.26	327.83	324.37	270.01	262.71	266.23	253.06	252.88	230.42
Percent Change	-1.1	-1.2	-3.9	1.3	-7.1	2.1	0.9	-1.4	-4.8	-2.6	-1.0	2.5	2.5	1.8	2.1	8.5	-0.2	4.1

Year To Date		
2023	2024	2025
225.60	230.42	239.91
209.96	225.60	230.42
7.5	2.1	4.1

Running 12 Months		
2023	2024	2025
300.13	298.90	299.85
278.21	300.13	298.90
7.9	-0.4	0.3

RevPAR	2023					2024												2025
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	142.85	154.43	174.14	144.91	122.30	107.20	183.94	265.90	256.34	225.87	240.55	234.04	151.33	154.10	157.03	158.07	130.08	130.14
Last Year	155.80	148.56	160.63	125.56	131.05	115.31	186.21	272.10	261.57	215.14	234.25	244.05	142.85	154.43	174.14	144.91	122.30	107.20
Percent Change	-8.3	3.9	8.4	15.4	-6.7	-7.0	-1.2	-2.3	-2.0	5.0	2.7	-4.1	5.9	-0.2	-9.8	9.1	6.4	21.4

Year To Date		
2023	2024	2025
115.31	107.20	130.14
87.22	115.31	107.20
32.2	-7.0	21.4

Running 12 Months		
2023	2024	2025
189.19	188.17	190.54
167.11	189.19	188.17
13.2	-0.5	1.3

Supply	2023					2024												2025
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	69,905	67,650	69,905	67,650	69,905	69,905	63,140	69,905	67,650	69,905	67,650	69,905	69,905	67,650	69,905	67,650	69,905	69,905
Last Year	69,905	67,650	69,905	67,650	69,905	69,905	63,140	69,905	67,650	69,905	67,650	69,905	69,905	67,650	69,905	67,650	69,905	69,905
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Year To Date		
2023	2024	2025
69,905	69,905	69,905
69,812	69,905	69,905
0.1	0.0	0.0

Running 12 Months		
2023	2024	2025
822,625	823,075	823,075
800,709	822,625	823,075
2.7	0.1	0.0

Demand	2023					2024												2025
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	36,984	39,767	45,726	38,739	33,808	32,522	43,523	51,452	50,239	47,935	50,162	49,224	38,233	38,964	40,392	38,933	36,047	37,921
Last Year	39,912	37,804	40,522	34,006	33,657	35,731	44,458	51,929	48,816	44,462	48,339	52,596	36,984	39,767	45,726	38,739	33,808	32,522
Percent Change	-7.3	5.2	12.8	13.9	0.4	-9.0	-2.1	-0.9	2.9	7.8	3.8	-6.4	3.4	-2.0	-11.7	0.5	6.6	16.6

Year To Date		
2023	2024	2025
35,731	32,522	37,921
29,001	35,731	32,522
23.2	-9.0	16.6

Running 12 Months		
2023	2024	2025
518,537	518,146	523,025
480,943	518,537	518,146
7.8	-0.1	0.9

Revenue	2023					2024												2025
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	9,986,081	10,447,359	12,173,435	9,803,299	8,549,446	7,493,704	11,613,980	18,587,497	17,341,706	15,789,278	16,273,469	16,360,885	10,578,549	10,424,790	10,976,918	10,693,181	9,093,346	9,097,638
Last Year	10,891,165	10,050,380	11,228,695	8,494,109	9,161,020	8,061,055	11,757,277	19,021,374	17,694,897	15,039,502	15,847,014	17,060,657	9,986,081	10,447,359	12,173,435	9,803,299	8,549,446	7,493,704
Percent Change	-8.3	3.9	8.4	15.4	-6.7	-7.0	-1.2	-2.3	-2.0	5.0	2.7	-4.1	5.9	-0.2	-9.8	9.1	6.4	21.4

Year To Date		
2023	2024	2025
8,061,055	7,493,704	9,097,638
6,088,933	8,061,055	7,493,704
32.4	-7.0	21.4

Running 12 Months		
2023	2024	2025
155,629,281	154,874,044	156,831,236
133,804,820	155,629,281	154,874,044
16.3	-0.5	1.3

Census %	2023					2024												2025
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Census Props	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22
Census Rooms	2255	2255	2255	2255	2255	2255	2255	2255	2255	2255	2255	2255	2255	2255	2255	2255	2255	2255
% Rooms Participants	95.6	95.6	95.6	95.6	95.6	95.6	95.6	95.6	95.6	95.6	94.9	94.9	94.9	94.9	94.9	94.9	94.9	94.9

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