



United Kingdom
Blue Fin Building
110 Southwark Street
London SE1 0TA
Phone: +44 (0)20 7922 1930
Fax: +44 (0)20 7922 1931
www.strglobal.com

United States
735 East Main Street
Hendersonville
TN 37075
Phone: +1 (615) 824 8664
Fax: +1 (615) 824 3848
www.str.com

Amelia Island Tourist Development Council

For the Month of October 2010

Date Created: Nov 18, 2010

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Amelia Island Tourist Development Council

For the month of: October 2010

	Current Month - October 2010 vs October 2009												Year to Date - October 2010 vs October 2009												Participation			
	Occ %		ADR		RevPAR		Percent Change from October 2009						Occ %		ADR		RevPAR		Percent Change from YTD 2009						Properties		Rooms	
	2010	2009	2010	2009	2010	2009	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2010	2009	2010	2009	2010	2009	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Florida	56.7	51.9	97.77	95.47	55.40	49.52	9.2	2.4	11.9	13.4	1.3	10.7	59.8	56.5	104.62	106.82	62.60	60.39	5.8	-2.1	3.7	6.2	2.4	8.4	3576	1921	411481	291823
Jacksonville, FL	56.4	51.0	80.79	82.27	45.54	41.99	10.4	-1.8	8.5	7.5	-0.9	9.5	57.3	53.0	81.07	85.97	46.47	45.57	8.2	-5.7	2.0	4.1	2.1	10.4	266	182	26637	21704
Jacksonville Beaches	56.2	51.5	110.42	109.75	62.09	56.53	9.2	0.6	9.8	10.7	0.8	10.1	59.5	56.4	116.31	120.61	69.21	68.00	5.5	-3.6	1.8	6.3	4.4	10.2	102	59	8024	6151
Savannah, GA	63.8	59.7	88.90	88.32	56.69	52.70	6.9	0.7	7.6	9.2	1.6	8.5	61.3	59.4	86.58	87.67	53.12	52.08	3.3	-1.2	2.0	5.3	3.3	6.6	164	122	14894	12221
Brunswick/Kingsland, GA	45.3	43.4	76.84	97.86	34.78	42.44	4.4	-21.5	-18.1	-15.8	2.7	7.2	45.5	51.8	79.92	93.51	36.37	48.41	-12.1	-14.5	-24.9	-22.6	3.1	-9.4	91	54	7543	4515
Daytona Beach, FL	40.3	37.6	85.63	86.41	34.48	32.50	7.1	-0.9	6.1	4.2	-1.7	5.2	50.6	48.9	97.03	97.29	49.12	47.55	3.6	-0.3	3.3	1.1	-2.1	1.4	179	62	13776	7601
Charleston, SC	69.5	62.6	110.90	108.00	77.04	67.57	11.0	2.7	14.0	14.5	0.5	11.5	66.8	62.6	107.68	106.06	71.88	66.42	6.6	1.5	8.2	10.7	2.3	9.0	164	115	17524	13877
Nassau County, FL	49.0	43.4	141.17	137.47	69.16	59.65	12.9	2.7	15.9	15.4	-0.5	12.4	53.3	49.4	150.29	154.40	80.06	76.26	7.9	-2.7	5.0	9.6	4.4	12.6	24	14	2111	1870
St Johns County, FL	55.6	50.4	93.49	94.73	52.03	47.74	10.4	-1.3	9.0	10.4	1.3	11.9	56.8	54.2	97.31	102.67	55.24	55.67	4.7	-5.2	-0.8	1.8	2.6	7.4	80	41	5765	3876
Hilton Head/Beaufort	53.2	53.1	111.36	108.75	59.29	57.74	0.3	2.4	2.7	4.6	1.9	2.2	57.1	56.2	124.51	125.82	71.13	70.75	1.6	-1.0	0.5	-0.1	-0.6	0.9	48	31	6589	4273
Fort Walton Beach, FL	40.9	40.5	92.03	93.25	37.67	37.79	1.0	-1.3	-0.3	-0.8	-0.4	0.6	49.4	49.8	116.88	126.76	57.74	63.09	-0.7	-7.8	-8.5	-8.7	-0.2	-1.0	79	46	9518	6471

A blank row indicates insufficient data.

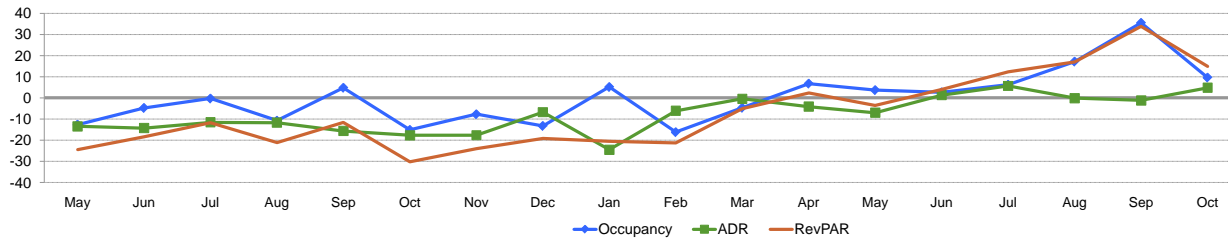
Source 2010 SMITH TRAVEL RESEARCH, Inc.

Tab 3 - Trend Amelia Island Sel Zip

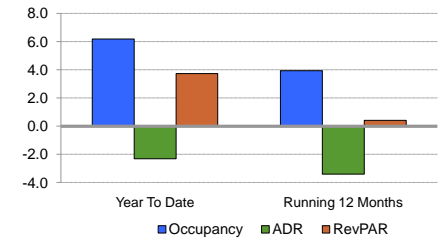
Currency: USD - US Dollar

Amelia Island Tourist Development Council
For the Month of October 2010

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2009								2010									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	56.1	68.5	68.4	47.0	42.0	47.9	40.9	31.7	38.9	44.5	56.7	67.6	58.2	70.3	72.7	55.1	56.9	52.5
Last Year	64.2	71.9	68.6	52.7	40.1	56.4	44.3	36.5	37.0	53.1	59.5	63.4	56.1	68.5	68.4	47.0	42.0	47.9
Percent Change	-12.6	-4.7	-0.3	-10.7	4.8	-15.1	-7.7	-13.2	5.2	-16.2	-4.7	6.8	3.7	2.7	6.2	17.2	35.4	9.6

	Year To Date			Running 12 Months		
	2008	2009	2010	2008	2009	2010
Occupancy	60.2	54.0	57.4	57.7	51.8	53.8
ADR	65.1	60.2	54.0	61.8	57.7	51.8
RevPAR	-7.6	-10.2	6.2	-6.6	-10.2	3.9

ADR	2009								2010									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	192.75	180.67	177.06	157.24	137.49	148.88	143.62	135.77	112.63	148.46	185.63	174.66	179.30	183.09	187.11	157.00	135.87	156.04
Last Year	222.72	210.69	200.13	178.05	162.92	180.89	174.39	145.57	149.11	158.05	186.46	182.16	192.75	180.67	177.06	157.24	137.49	148.88
Percent Change	-13.5	-14.3	-11.5	-11.7	-15.6	-17.7	-17.6	-6.7	-24.5	-6.1	-0.4	-4.1	-7.0	1.3	5.7	-0.2	-1.2	4.8

	Year To Date			Running 12 Months		
	2008	2009	2010	2008	2009	2010
ADR	197.26	169.38	165.46	193.25	168.33	162.61
RevPAR	195.65	197.26	169.38	191.20	193.25	168.33
Occupancy	0.8	-14.1	-2.3	1.1	-12.9	-3.4

RevPAR	2009								2010									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	108.19	123.77	121.18	73.98	57.73	71.26	58.72	42.98	43.86	66.07	105.24	118.13	104.34	128.77	136.03	86.54	77.26	81.85
Last Year	143.04	151.52	137.37	93.85	65.27	101.98	77.26	53.12	55.22	83.91	110.87	115.40	108.19	123.77	121.18	73.98	57.73	71.26
Percent Change	-24.4	-18.3	-11.8	-21.2	-11.6	-30.1	-24.0	-19.1	-20.6	-21.3	-5.1	2.4	-3.6	4.0	12.3	17.0	33.8	14.9

	Year To Date			Running 12 Months		
	2008	2009	2010	2008	2009	2010
RevPAR	118.70	91.55	94.96	111.52	87.20	87.55
Occupancy	127.39	118.70	91.55	118.13	111.52	87.20
ADR	-6.8	-22.9	3.7	-5.6	-21.8	0.4

Supply	2009								2010									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	48,360	46,800	48,360	52,483	50,790	52,483	50,790	52,483	52,483	47,404	52,483	50,790	52,483	50,790	52,204	52,204	50,520	52,173
Last Year	48,360	46,800	48,360	48,360	46,800	48,360	46,800	48,360	48,360	43,680	48,360	46,800	48,360	46,800	48,360	52,483	50,790	52,483
Percent Change	0.0	0.0	0.0	8.5	8.5	8.5	8.5	8.5	8.5	8.5	8.5	8.5	8.5	8.5	7.9	-0.5	-0.5	-0.6

	Year To Date			Running 12 Months		
	2008	2009	2010	2008	2009	2010
Supply	470,010	486,476	513,534	562,303	581,636	616,807
RevPAR	459,952	470,010	486,476	558,589	562,303	581,636
Occupancy	2.2	3.5	5.6	0.7	3.4	6.0

Demand	2009								2010									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	27,144	32,061	33,096	24,692	21,325	25,118	20,765	16,615	20,437	21,097	29,755	34,351	30,542	35,722	37,953	28,774	28,728	27,369
Last Year	31,058	33,657	33,196	25,490	18,750	27,265	20,734	17,646	17,908	23,191	28,756	29,649	27,144	32,061	33,096	24,692	21,325	25,118
Percent Change	-12.6	-4.7	-0.3	-3.1	13.7	-7.9	0.1	-5.8	14.1	-9.0	3.5	15.9	12.5	11.4	14.7	16.5	34.7	9.0

	Year To Date			Running 12 Months		
	2008	2009	2010	2008	2009	2010
Demand	282,824	262,940	294,728	324,511	301,320	332,108
RevPAR	299,479	282,824	262,940	345,112	324,511	301,320
Occupancy	-5.6	-7.0	12.1	-6.0	-7.1	10.2

Revenue	2009								2010									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	5,232,003	5,792,375	5,860,049	3,882,590	2,931,947	3,739,684	2,982,268	2,255,752	2,301,883	3,132,123	5,523,289	5,999,854	5,476,122	6,540,204	7,101,419	4,517,492	3,903,395	4,270,523
Last Year	6,917,367	7,091,237	6,643,360	4,538,471	3,054,677	4,831,915	3,615,765	2,568,732	2,670,263	3,665,324	5,361,838	5,400,848	5,232,003	5,792,375	5,860,049	3,882,590	2,931,947	3,739,684
Percent Change	-24.4	-18.3	-11.8	-14.5	-4.0	-24.2	-17.5	-12.2	-13.8	-14.5	3.0	11.1	4.7	12.9	21.2	16.4	33.1	14.2

	Year To Date			Running 12 Months		
	2008	2009	2010	2008	2009	2010
Revenue	55,790,108	44,536,921	48,766,304	62,710,268	50,721,418	54,004,324
RevPAR	58,591,940	55,790,108	44,536,921	65,986,011	62,710,268	50,721,418
Occupancy	-4.8	-20.2	9.5	-5.0	-19.1	6.5

Census %	2009								2010									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Census Props	13	13	13	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14
Census Rooms	1560	1560	1560	1693	1693	1693	1693	1693	1693	1693	1693	1693	1693	1693	1684	1684	1684	1683
% Rooms Participants	96.6	96.6	96.6	96.9	96.9	96.9	96.9	96.9	96.9	96.9	96.9	96.9	96.9	96.9	96.9	96.9	81.5	94.1

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Source 2010 SMITH TRAVEL RESEARCH, Inc.

Tab 5 - Help

All data is processed by STR using both the current and historical sampling of hotels.
For further questions about the methodology used to produce our reports, please email info@str.com.

Average Daily Rate (ADR)

Room revenue divided by rooms sold. The currency used to express ADR is shown on each report.

Census (properties and rooms)

The number of properties and rooms that exist in our database for the area(s) or segment(s) shown on the report.

Country

A geographic area that has internationally recognized boundaries, an organized economy, and a sovereign government with external recognition. It is typically recognized by the International Organization for Standardization (ISO).

Demand (Rooms Sold)

The number of rooms sold or rented (excludes complimentary rooms).

Exchange Rate

The factor used to convert revenue from U.S. Dollars to the local currency. The exchange rate data is obtained from Oanda.com. Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of each relative month when calculating the data.

Market

A geographic area within a country. Markets are defined by STR and STR Global.

Occupancy (Occ)

Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms occupied.

Percent Change

Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date). Calculated as $((TY - LY) / LY) * 100$.

Revenue (Room Revenue)

Total room revenue generated from the sale or rental of rooms.

Revenue Per Available Room (RevPAR)

Room revenue divided by rooms available.

Sample

The number of hotels and rooms from which data is received.

Sub-Market

A geographic sub-area within a Market. Sub-markets are defined by STR and STR Global.

Supply (Rooms Available)

The number of rooms times the number of days in the period.

Twelve Month Moving Average

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values of the given month and of the preceding eleven months.

WD (Weekday)

Average of Sunday through Thursday