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Amelia Island Tourist Development Council

For the Month of December 2011

Date Created: Jan 17, 2012

	Tab
Table of Contents	1
Multi-Segment	2
Trend Amelia Island Sel Zip	3
Response Amelia Island Sel Zip	4
Help	5



Tab 2 - Multi-Segment

Currency: USD - US Dollar

Amelia Island Tourist Development Council

For the month of: December 2011

	Current Month - December 2011 vs December 2010												Year to Date - December 2011 vs December 2010										Participation					
	Occ %		ADR		RevPAR		Percent Change from December 2010						Occ %		ADR		RevPAR		Percent Change from YTD 2010						Properties		Rooms	
	2011	2010	2011	2010	2011	2010	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2011	2010	2011	2010	2011	2010	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
	2011	2010	2011	2010	2011	2010	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2011	2010	2011	2010	2011	2010	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2011	2010	2011	2010
Florida	57.0	55.2	109.15	105.10	62.18	58.03	3.2	3.9	7.2	7.4	0.2	3.4	62.9	59.2	108.25	103.80	68.13	61.48	6.3	4.3	10.8	10.9	0.1	6.3	3553	1947	409176	291276
Jacksonville, FL	48.6	48.3	74.55	74.72	36.22	36.07	0.6	-0.2	0.4	0.5	0.1	0.8	58.0	56.2	81.49	80.33	47.28	45.11	3.3	1.4	4.8	5.2	0.4	3.7	262	187	26656	21968
Jacksonville Beaches	47.4	44.6	107.23	104.63	50.87	46.65	6.4	2.5	9.0	9.0	0.0	6.4	59.0	57.0	120.65	115.72	71.13	65.95	3.5	4.3	7.9	7.2	-0.6	2.8	95	57	7432	5808
Savannah, GA	48.8	47.3	77.17	75.73	37.63	35.81	3.1	1.9	5.1	5.1	-0.0	3.1	61.1	59.2	88.15	85.42	53.88	50.55	3.3	3.2	6.6	6.7	0.1	3.4	166	124	15026	12509
Brunswick/Kingsland, GA	39.5	36.2	80.83	77.09	31.94	27.94	9.0	4.9	14.3	5.8	-7.4	0.9	46.3	44.1	94.65	92.16	43.84	40.67	5.0	2.7	7.8	2.9	-4.6	0.1	88	56	6889	4451
Daytona Beach, FL	31.9	28.7	69.48	70.08	22.15	20.11	11.1	-0.9	10.2	12.3	1.9	13.2	47.5	46.1	92.96	93.35	44.13	43.01	3.0	-0.4	2.6	2.5	-0.2	2.9	178	68	13743	8044
Charleston, SC	47.4	46.3	98.19	91.73	46.58	42.50	2.4	7.0	9.6	9.0	-0.5	1.9	66.6	64.1	110.05	106.29	73.25	68.15	3.8	3.5	7.5	7.6	0.1	4.0	165	115	17601	13899
Nassau County, FL	39.0	34.3	124.89	124.75	48.74	42.75	13.9	0.1	14.0	8.9	-4.5	8.8	53.6	50.0	151.28	148.32	81.04	74.12	7.2	2.0	9.3	8.7	-0.6	6.5	22	14	1999	1823
St Johns County, FL	51.2	47.1	93.79	91.79	48.06	43.26	8.7	2.2	11.1	11.1	0.0	8.7	57.0	55.5	100.78	97.07	57.46	53.90	2.7	3.8	6.6	5.8	-0.7	1.9	77	42	5597	3910
Hilton Head/Beaufort	32.2	28.4	88.72	84.44	28.59	23.98	13.5	5.1	19.2	17.5	-1.5	11.8	52.5	52.9	120.21	117.78	63.16	62.33	-0.7	2.1	1.3	1.6	0.3	-0.5	46	33	6034	4374
Fort Walton Beach, FL	27.6	27.9	78.59	73.12	21.70	20.38	-1.0	7.5	6.5	6.3	-0.1	-1.1	52.3	47.0	122.99	113.65	64.32	53.42	11.2	8.2	20.4	19.7	-0.6	10.6	85	45	9852	6140

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Source 2012 SMITH TRAVEL RESEARCH, Inc.

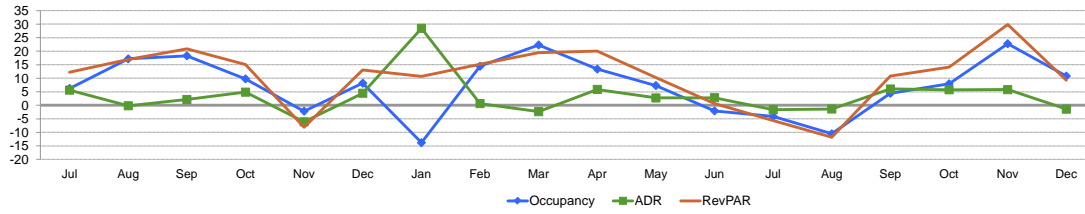
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Tab 3 - Trend Amelia Island Sel Zip

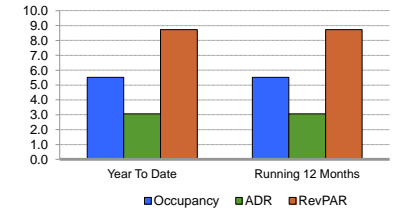
Currency: USD - US Dollar

Amelia Island Tourist Development Council
For the Month of December 2011

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2010						2011						Year To Date			Running 12 Months								
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2009	2010	2011	2009	2010	2011
This Year	72.7	55.1	49.7	52.6	39.9	34.2	33.5	50.9	69.4	76.7	62.4	68.9	69.7	49.3	51.9	56.7	49.0	37.9	50.9	53.4	56.4	50.9	53.4	56.4
Last Year	68.4	47.0	42.0	47.9	40.8	31.6	38.9	44.5	56.7	67.7	58.2	70.3	72.7	55.1	49.7	52.6	39.9	34.2	57.7	50.9	53.4	57.7	50.9	53.4
Percent Change	6.2	17.2	18.3	9.8	-2.2	8.2	-13.8	14.4	22.3	13.4	7.3	-2.1	-4.1	-10.5	4.5	8.0	22.8	10.8	-11.9	5.0	5.5	-11.9	5.0	5.5

ADR	2010						2011						Year To Date			Running 12 Months								
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2009	2010	2011	2009	2010	2011
This Year	186.98	156.96	140.41	156.09	134.97	141.82	144.61	149.45	181.29	184.91	184.23	188.22	183.91	154.82	148.87	165.07	142.78	139.81	165.77	162.97	167.95	165.77	162.97	167.95
Last Year	177.03	157.23	137.46	148.84	143.72	135.75	112.57	148.50	185.62	174.65	179.34	183.07	186.98	156.96	140.41	156.09	134.97	141.82	192.85	165.77	162.97	192.85	165.77	162.97
Percent Change	5.6	-0.2	2.1	4.9	-6.1	4.5	28.5	0.6	-2.3	5.9	2.7	2.8	-1.6	-1.4	6.0	5.8	5.8	-1.4	-14.0	-1.7	3.1	-14.0	-1.7	3.1

RevPAR	2010						2011						Year To Date			Running 12 Months								
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2009	2010	2011	2009	2010	2011
This Year	135.96	86.51	69.73	82.03	53.88	48.53	48.46	76.04	125.72	141.90	114.99	129.65	128.23	76.35	77.23	93.65	69.98	53.02	84.35	87.04	94.64	84.35	87.04	94.64
Last Year	121.17	73.95	57.71	71.24	58.65	42.93	43.77	66.02	105.23	118.18	104.31	128.76	135.96	86.51	69.73	82.03	53.88	48.53	111.34	84.35	87.04	111.34	84.35	87.04
Percent Change	12.2	17.0	20.8	15.1	-8.1	13.0	10.7	15.2	19.5	20.1	10.2	0.7	-5.7	-11.7	10.8	14.2	29.9	9.3	-24.2	3.2	8.7	-24.2	3.2	8.7

Supply	2010						2011						Year To Date			Running 12 Months								
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2009	2010	2011	2009	2010	2011
This Year	52,204	52,204	50,520	52,173	50,490	52,173	52,173	47,124	52,173	50,490	52,173	50,490	52,173	52,173	50,490	52,173	50,490	52,173	589,749	616,197	614,295	589,749	616,197	614,295
Last Year	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	50,490	52,173	565,170	589,749	616,197	565,170	589,749	616,197
Percent Change	7.9	-0.5	-0.5	-0.6	-0.6	-0.6	-0.6	-0.6	-0.6	-0.6	-0.6	-0.6	-0.1	-0.1	-0.1	0.0	0.0	0.0	4.3	4.5	-0.3	4.3	4.5	-0.3

Demand	2010						2011						Year To Date			Running 12 Months								
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2009	2010	2011	2009	2010	2011
This Year	37,960	28,772	25,089	27,417	20,156	17,852	17,485	23,975	36,182	38,745	32,565	34,780	36,376	25,728	26,193	29,601	24,745	19,784	300,091	329,105	346,159	300,091	329,105	346,159
Last Year	33,101	24,683	21,322	25,121	20,725	16,599	20,409	21,076	29,754	34,370	30,527	35,723	37,960	28,772	25,089	27,417	20,156	17,852	326,294	300,091	329,105	326,294	300,091	329,105
Percent Change	14.7	16.6	17.7	9.1	-2.7	7.5	-14.3	13.8	21.6	12.7	6.7	-2.6	-4.2	-10.6	4.4	8.0	22.8	10.8	-8.0	9.7	5.2	-8.0	9.7	5.2

Revenue	2010						2011						Year To Date			Running 12 Months								
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2009	2010	2011	2009	2010	2011
This Year	7,097,759	4,516,102	3,522,651	4,279,559	2,720,448	2,531,753	2,528,536	3,583,085	6,559,257	7,164,402	5,999,379	6,546,133	6,689,948	3,983,334	3,899,357	4,886,221	3,533,137	2,766,075	49,745,606	53,635,326	58,138,864	49,745,606	53,635,326	58,138,864
Last Year	5,859,960	3,890,872	2,930,841	3,739,097	2,978,616	2,253,292	2,297,378	3,129,767	5,522,845	6,002,613	5,474,734	6,539,717	7,097,759	4,516,102	3,522,651	4,279,559	2,720,448	2,531,753	62,925,026	49,745,606	53,635,326	62,925,026	49,745,606	53,635,326
Percent Change	21.1	16.4	20.2	14.5	-8.7	12.4	10.1	14.5	18.8	19.4	9.6	0.1	-5.7	-11.8	10.7	14.2	29.9	9.3	-20.9	7.8	8.4	-20.9	7.8	8.4

Census %	2010						2011						Year To Date			Running 12 Months								
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2009	2010	2011	2009	2010	2011
Census Props	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14
Census Rooms	1684	1684	1684	1683	1683	1683	1683	1683	1683	1683	1683	1683	1683	1683	1683	1683	1683	1683	1683	1683	1683	1683	1683	1683
% Rooms Participants	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	96.9	96.9	96.9	96.9	96.9	96.9	96.9	96.9	96.9	96.9	96.9

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Source 2012 SMITH TRAVEL RESEARCH, Inc.

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