

AMELIA ISLAND

F L O R I D A

Come Make Memories



**TDC Board Packet
February 23, 2011**

FINANCIALS

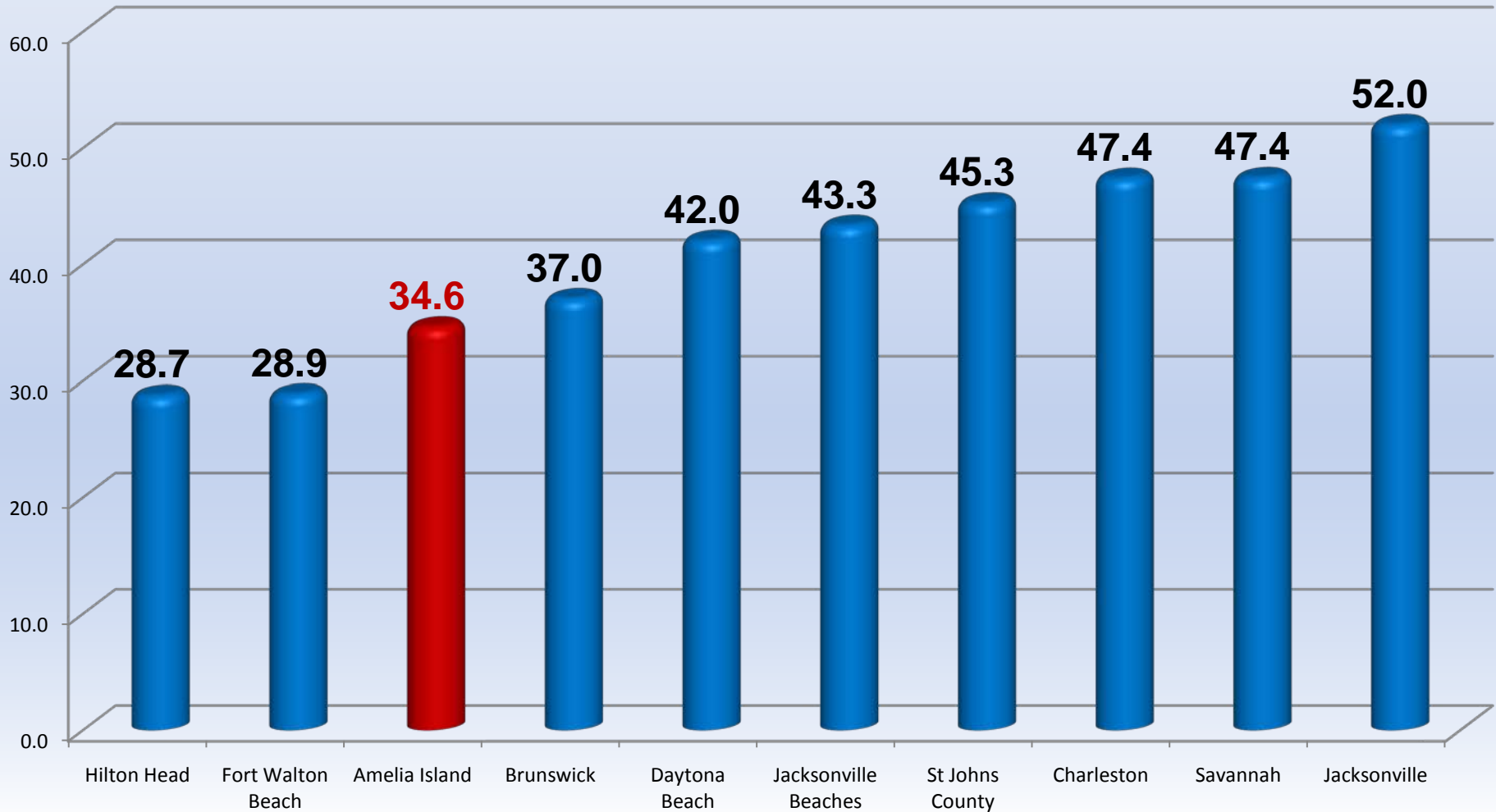
RESEARCH

SMITH TRAVEL HIGHLIGHTS

- ⊗ **January Occupancy Down 11.1%**
- ⊗ **January ADR Up 26.5%**
- ⊗ **January RevPar Up 12.4%**
- ⊗ **January Revenue Up 11.6%**

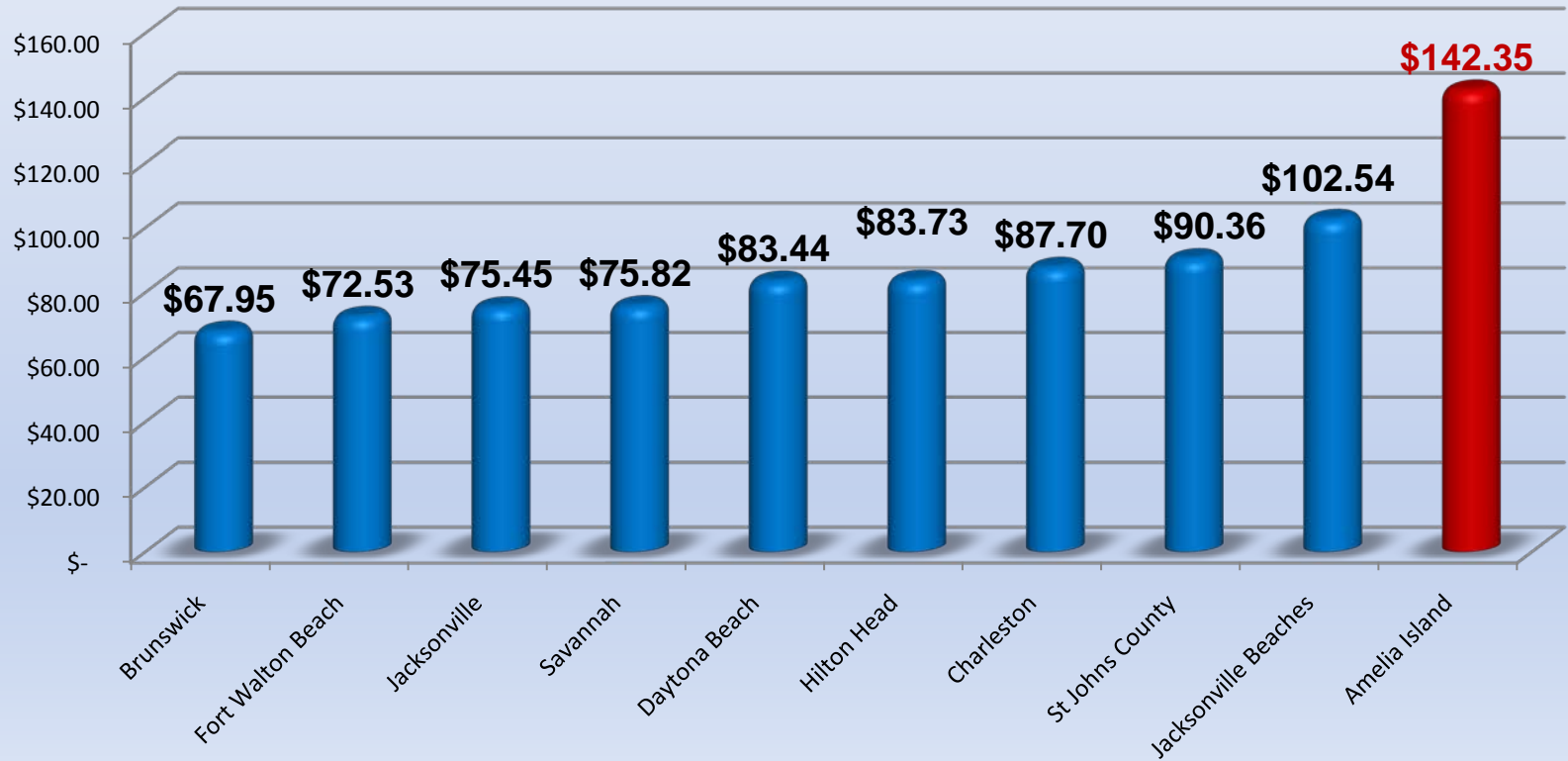
*Figures Represent Amelia
Island, not Nassau County*

JANUARY OCCUPANCY



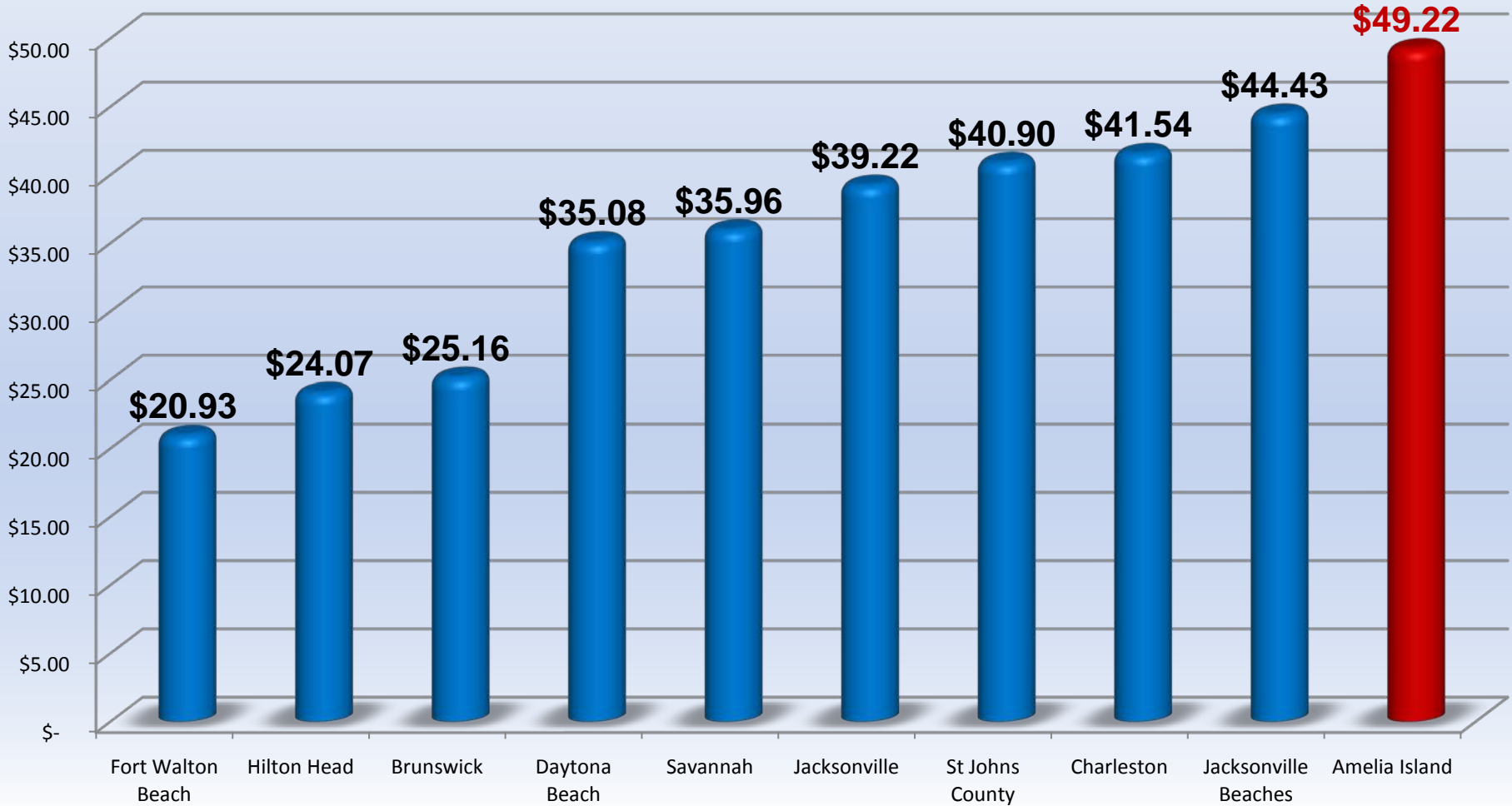
Figures Represent Amelia Island, not Nassau County

JANUARY ADR



Figures Represent Amelia Island, not Nassau County

JANUARY REVPAR



Figures Represent Amelia Island, not Nassau County

JANUARY COMP SET

	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Florida	2.8	-0.3	2.5	3.0	0.5	3.3
Brunswick	-2.5	-1.4	-3.8	-4.3	-0.6	-3.0
Fort Walton Beach	-4.4	0.8	-3.6	-4.0	-0.4	-4.8
Savannah	5.6	-1.9	3.6	4.7	1.1	6.8
St Johns County	6.5	-1.4	4.9	6.3	1.3	7.9
Hilton Head	1.6	3.5	5.1	8.0	2.7	4.3
Charleston	4.3	1.2	5.6	5.7	0.1	4.4
Jacksonville Beaches	3.3	3.0	6.4	7.4	0.9	4.2
Daytona Beach	6.8	1.3	8.2	5.8	-2.2	4.4
Jacksonville	8.5	-0.1	8.4	9.2	0.7	9.3
Amelia Island	-11.1	26.5	12.4	11.8	-0.6	-11.6

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TRACKING JANUARY 2010

Lead Origin	Jan-11	Jan-10	Difference	% change
Phone Calls	66	94	-28	-29.79%
Magazine Labels	6,078	1455	4,623	317.73%
VG Requests	658	75	583	777.33%
Web Visits	54,203	60,950	-6,747	-11.07%
Welcome Center	877	895	-18	-2.01%
TOTAL	61,882	62,574	-692	-1.11%

FISCAL YEAR TO DATE

Lead Origin	FY 2011	FY2010	Difference	% change
Phone Calls	105	266	-161	-60.53%
Magazine Labels	12,277	1,715	10,562	615.86%
VG Requests	1,520	582	938	161.17%
Web Visits	143,782	165,474	-21,692	-13.11%
Welcome Center	4,228	4,170	58	1.39%
TOTAL	161,912	168,037	-6,125	-3.65%

WEBSITE JANUARY 2011

	Visits	Pageviews	Pages/Visit	Bounce Rate	Avg. Time
2010	60,950	236,256	3.88	45.54%	3:10
2011	54,203	279,088	5.15	30.62%	4:37
	(11%)	18%	33%	(33%)	46%

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