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Amelia Island Tourist Development Council

For the Month of February 2009

All pages/reports are purchased separately

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Amelia Island Tourist Development Council

For the month of: February 2009

	Current Month - February 2009 vs February 2008												Year to Date - February 2009 vs February 2008												Participation			
	Occ %		ADR		RevPAR		Percent Change from February 2008						Occ %		ADR		RevPAR		Percent Change from YTD 2008						Properties		Rooms	
	2009	2008	2009	2008	2009	2008	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2009	2008	2009	2008	2009	2008	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Jacksonville, FL	59.2	70.0	87.69	98.53	51.94	68.92	-15.3	-11.0	-24.6	-20.2	5.9	-10.3	54.1	63.6	86.20	95.07	46.64	60.49	-15.0	-9.3	-22.9	-18.4	5.9	-10.0	257	176	26255	21712
Jacksonville Beaches	59.3	68.7	118.24	134.96	70.15	92.74	-13.7	-12.4	-24.4	-22.4	2.6	-11.4	51.7	60.8	115.02	128.59	59.49	78.15	-14.9	-10.6	-23.9	-21.9	2.6	-12.7	96	54	7584	5897
Savannah, GA	54.9	64.4	84.81	93.15	46.58	59.97	-14.7	-9.0	-22.3	-17.7	6.0	-9.6	52.1	58.5	82.02	90.57	42.69	52.95	-11.0	-9.4	-19.4	-14.4	6.2	-5.4	157	119	14246	11862
Brunswick/Kingsland, GA	62.1	59.9	75.85	88.03	47.11	52.70	3.7	-13.8	-10.6	-5.3	6.0	9.9	55.9	54.5	74.38	83.57	41.59	45.53	2.6	-11.0	-8.7	-3.7	5.4	8.1	85	55	7128	4847
Daytona Beach, FL	61.2	59.7	143.29	157.21	87.73	93.86	2.5	-8.9	-6.5	-4.6	2.0	4.6	53.4	55.6	117.14	126.37	62.57	70.25	-3.9	-7.3	-10.9	-8.7	2.5	-1.5	183	57	14123	6481
Charleston, SC	58.2	63.6	96.93	104.18	56.41	66.28	-8.5	-7.0	-14.9	-13.2	2.0	-6.7	52.7	58.7	93.43	99.40	49.21	58.35	-10.3	-6.0	-15.7	-13.7	2.4	-8.1	163	111	17132	13283
Nassau County, FL	50.0	63.6	141.92	167.09	71.03	106.25	-21.3	-15.1	-33.2	-29.5	5.4	-17.0	42.6	54.5	138.07	158.32	58.87	86.27	-21.8	-12.8	-31.8	-28.0	5.4	-17.5	23	12	2092	1765
St Johns County, FL	60.5	69.0	105.51	120.70	63.87	83.34	-12.3	-12.6	-23.4	-22.5	1.1	-11.4	53.4	61.8	101.64	114.19	54.28	70.59	-13.6	-11.0	-23.1	-22.3	1.1	-12.7	78	40	5644	3893
Hilton Head/Beaufort	41.2	47.4	90.53	97.16	37.27	46.05	-13.1	-6.8	-19.1	-14.4	5.8	-8.1	36.6	39.0	88.40	94.38	32.37	36.78	-6.0	-6.3	-12.0	-8.0	4.5	-1.8	48	31	6581	4265
Fort Walton Beach, FL	43.8	46.8	83.51	89.63	36.57	41.97	-6.5	-6.8	-12.9	-9.3	4.1	-2.7	36.2	39.5	81.59	85.65	29.50	33.84	-8.5	-4.7	-12.8	-9.3	4.1	-4.8	74	43	9464	4849

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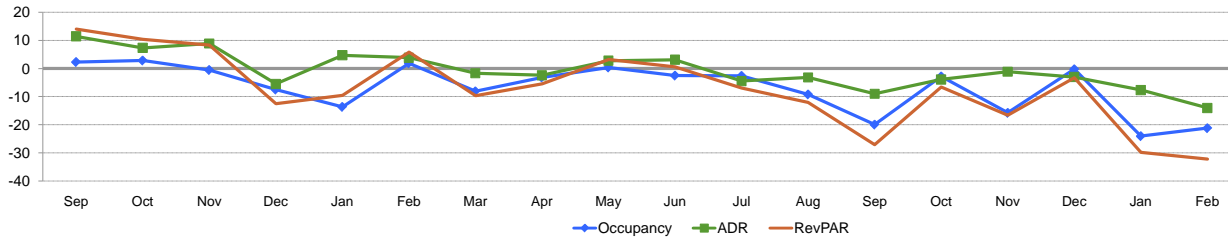
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Tab 3 - Trend Amelia Island Sel Zip

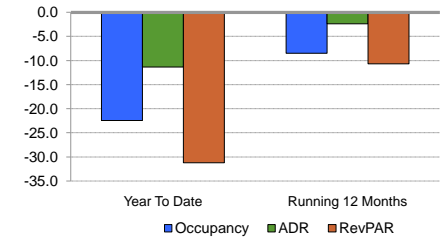
Currency: USD - US Dollar

Amelia Island Tourist Development Council
For the Month of February 2009

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2007				2008								2009					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	51.7	58.4	53.6	36.1	48.4	66.4	69.3	73.0	67.2	75.8	72.2	55.3	41.4	56.8	45.1	36.0	36.8	52.4
Last Year	50.5	56.8	53.8	39.0	56.0	65.2	75.5	75.4	66.9	77.7	74.1	60.9	51.7	58.4	53.6	36.1	48.4	66.4
Percent Change	2.3	2.9	-0.5	-7.5	-13.6	1.9	-8.1	-3.2	0.4	-2.5	-2.6	-9.2	-19.9	-2.8	-15.7	-0.2	-24.0	-21.2

Year To Date		
2007	2008	2009
60.4	57.0	44.2
66.9	60.4	57.0
-9.7	-5.7	-22.4

Running 12 Months		
2007	2008	2009
61.1	62.0	56.8
69.6	61.1	62.0
-12.3	1.5	-8.5

ADR	2007				2008								2009					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	179.64	189.59	177.97	151.21	162.51	184.02	220.32	222.98	221.53	209.74	200.31	179.02	163.56	182.23	175.98	146.67	150.06	158.23
Last Year	161.20	176.64	163.44	159.92	155.20	177.18	224.12	228.43	215.57	203.34	209.70	184.87	179.64	189.59	177.97	151.21	162.51	184.02
Percent Change	11.4	7.3	8.9	-5.4	4.7	3.9	-1.7	-2.4	2.8	3.1	-4.5	-3.2	-8.9	-3.9	-1.1	-3.0	-7.7	-14.0

Year To Date		
2007	2008	2009
166.46	174.41	154.65
146.72	166.46	174.41
13.5	4.8	-11.3

Running 12 Months		
2007	2008	2009
187.27	196.82	192.15
170.36	187.27	196.82
9.9	5.1	-2.4

RevPAR	2007				2008								2009					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	92.78	110.78	95.31	54.64	78.66	122.24	152.78	162.74	148.78	158.96	144.54	98.97	67.66	103.51	79.42	52.87	55.19	82.85
Last Year	81.38	100.34	87.98	62.45	86.97	115.54	169.10	172.18	144.23	158.05	155.32	112.55	92.78	110.78	95.31	54.64	78.66	122.24
Percent Change	14.0	10.4	8.3	-12.5	-9.6	5.8	-9.6	-5.5	3.2	0.6	-6.9	-12.1	-27.1	-6.6	-16.7	-3.2	-29.8	-32.2

Year To Date		
2007	2008	2009
100.53	99.34	68.32
98.10	100.53	99.34
2.5	-1.2	-31.2

Running 12 Months		
2007	2008	2009
114.40	122.07	109.04
118.66	114.40	122.07
-3.6	6.7	-10.7

Supply	2007				2008								2009					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	48,510	50,127	48,510	50,127	50,127	45,276	50,127	49,920	51,584	49,920	51,584	51,584	49,920	51,584	49,920	51,584	51,584	46,592
Last Year	48,510	50,127	48,510	50,127	50,127	45,276	50,127	48,510	50,127	48,510	50,127	50,127	48,510	50,127	48,510	50,127	50,127	45,276
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.9

Year To Date		
2007	2008	2009
95,403	95,403	98,176
92,453	95,403	95,403
3.2	0.0	2.9

Running 12 Months		
2007	2008	2009
582,555	590,205	605,903
571,955	582,555	590,205
1.9	1.3	2.7

Demand	2007				2008								2009					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	25,056	29,291	25,979	18,112	24,265	30,076	34,761	36,434	34,643	37,834	37,222	28,518	20,651	29,301	22,528	18,593	18,973	24,394
Last Year	24,489	28,476	26,112	19,574	28,090	29,524	37,821	36,565	33,538	37,706	37,129	30,517	25,056	29,291	25,979	18,112	24,265	30,076
Percent Change	2.3	2.9	-0.5	-7.5	-13.6	1.9	-8.1	-0.4	3.3	0.3	0.3	-6.6	-17.6	0.0	-13.3	2.7	-21.8	-18.9

Year To Date		
2007	2008	2009
57,614	54,341	43,367
61,815	57,614	54,341
-6.8	-5.7	-20.2

Running 12 Months		
2007	2008	2009
355,854	366,055	343,852
398,361	355,854	366,055
-10.7	2.9	-6.1

Revenue	2007				2008								2009					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	4,500,954	5,553,165	4,623,425	2,738,725	3,943,208	5,534,496	7,658,588	8,124,083	7,674,604	7,935,267	7,455,881	5,105,345	3,377,686	5,339,583	3,964,586	2,727,048	2,846,994	3,859,926
Last Year	3,947,505	5,029,956	4,267,867	3,130,351	4,359,567	5,231,120	8,476,358	8,352,634	7,229,631	7,667,001	7,785,913	5,641,816	4,500,954	5,553,165	4,623,425	2,738,725	3,943,208	5,534,496
Percent Change	14.0	10.4	8.3	-12.5	-9.6	5.8	-9.6	-2.7	6.2	3.5	-4.2	-9.5	-25.0	-3.8	-14.3	-0.4	-27.8	-30.3

Year To Date		
2007	2008	2009
9,590,687	9,477,704	6,706,920
9,069,771	9,590,687	9,477,704
5.7	-1.2	-29.2

Running 12 Months		
2007	2008	2009
66,641,486	72,047,326	66,069,591
67,865,468	66,641,486	72,047,326
-1.8	8.1	-8.3

Census %	2007				2008								2009					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Census Props	12	12	12	12	12	12	12	13	13	13	13	13	13	13	13	13	13	13
Census Rooms	1617	1617	1617	1617	1617	1617	1617	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664
% Rooms Participants	96.7	96.7	96.7	96.7	96.7	88.4	88.4	85.9	85.9	85.9	85.9	85.9	85.9	85.9	94.0	94.0	94.0	88.8

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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@smithtravelresearch.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

The value of any given month is computed by taking the value of that month and the values of the eleven preceding months, adding them together and dividing by

Year-to-date

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from January 1 of the given year.