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Amelia Island Tourist Development Council

For the Month of June 2009

Date Created: Jul 21, 2009

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Amelia Island Tourist Development Council

For the month of: June 2009

	Current Month - June 2009 vs June 2008												Year to Date - June 2009 vs June 2008												Participation			
	Occ %		ADR		RevPAR		Percent Change from June 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	57.0	61.7	87.62	97.12	49.98	59.96	-7.6	-9.8	-16.6	-13.7	3.5	-4.4	56.3	64.3	88.61	97.99	49.85	63.03	-12.5	-9.6	-20.9	-17.3	4.6	-8.5	259	177	26178	21557
Jacksonville Beaches	62.6	66.5	126.78	143.55	79.39	95.45	-5.8	-11.7	-16.8	-15.0	2.2	-3.7	59.6	64.9	125.54	141.85	74.80	92.08	-8.2	-11.5	-18.8	-17.0	2.2	-6.2	98	56	7751	6065
Savannah, GA	66.1	64.2	85.75	95.25	56.68	61.11	3.0	-10.0	-7.2	-3.5	4.0	7.2	60.7	65.1	88.09	97.91	53.44	63.69	-6.7	-10.0	-16.1	-11.9	5.0	-2.0	158	123	14310	12179
Brunswick/Kingsland, GA	57.1	58.7	100.40	122.33	57.28	71.82	-2.8	-17.9	-20.2	-15.0	6.6	3.6	57.4	58.3	88.66	104.49	50.87	60.92	-1.6	-15.1	-16.5	-11.0	6.5	4.8	87	58	7309	5127
Daytona Beach, FL	55.5	54.7	88.63	94.78	49.21	51.82	1.6	-6.5	-5.0	-2.0	3.2	4.8	55.0	55.9	102.36	111.08	56.35	62.07	-1.5	-7.8	-9.2	-6.9	2.6	1.0	186	58	14289	6500
Charleston, SC	69.8	73.6	108.54	119.53	75.73	87.96	-5.2	-9.2	-13.9	-13.5	0.5	-4.7	63.4	69.5	107.34	117.76	68.05	81.79	-8.7	-8.8	-16.8	-15.7	1.3	-7.5	161	112	17267	13514
Nassau County, FL	60.1	67.5	173.97	194.55	104.48	131.38	-11.1	-10.6	-20.5	-18.1	3.0	-8.4	51.8	61.4	162.95	188.21	84.34	115.65	-15.8	-13.4	-27.1	-24.0	4.2	-12.2	23	12	2092	1765
St Johns County, FL	58.4	60.4	102.65	115.36	59.91	69.65	-3.3	-11.0	-14.0	-12.5	1.7	-1.7	58.5	62.8	105.73	118.84	61.84	74.63	-6.9	-11.0	-17.1	-16.4	0.8	-6.1	79	41	5741	3991
Hilton Head/Beaufort	69.6	69.3	140.98	157.33	98.06	109.05	0.4	-10.4	-10.1	-10.1	0.0	0.4	53.1	57.1	120.42	133.44	63.94	76.20	-7.0	-9.8	-16.1	-13.9	2.6	-4.6	48	31	6581	4265
Fort Walton Beach, FL	70.4	72.0	158.92	176.41	111.83	127.07	-2.3	-9.9	-12.0	-8.4	4.1	1.7	49.6	53.6	122.57	135.69	60.77	72.75	-7.5	-9.7	-16.5	-13.1	4.1	-3.8	76	49	9420	6913

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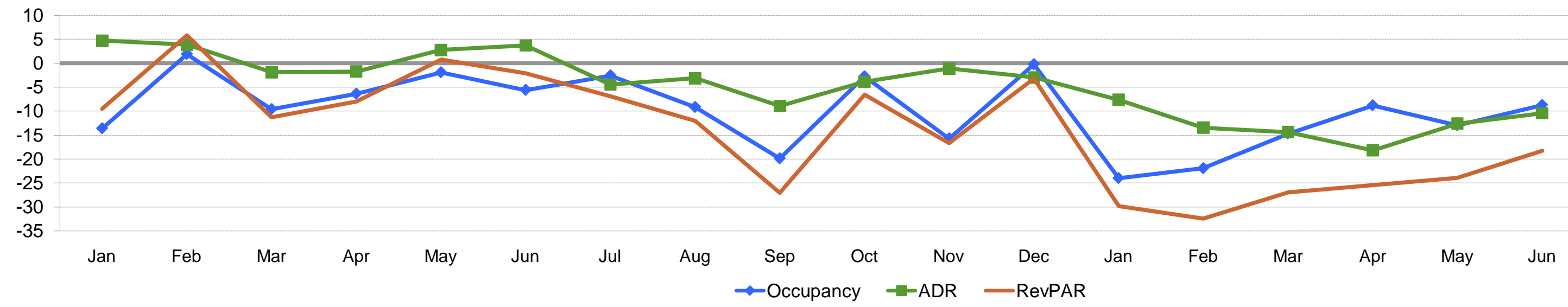
Source 2009 Smith Travel Research, Inc

Tab 3 - Trend Amellia Island Sel Zip

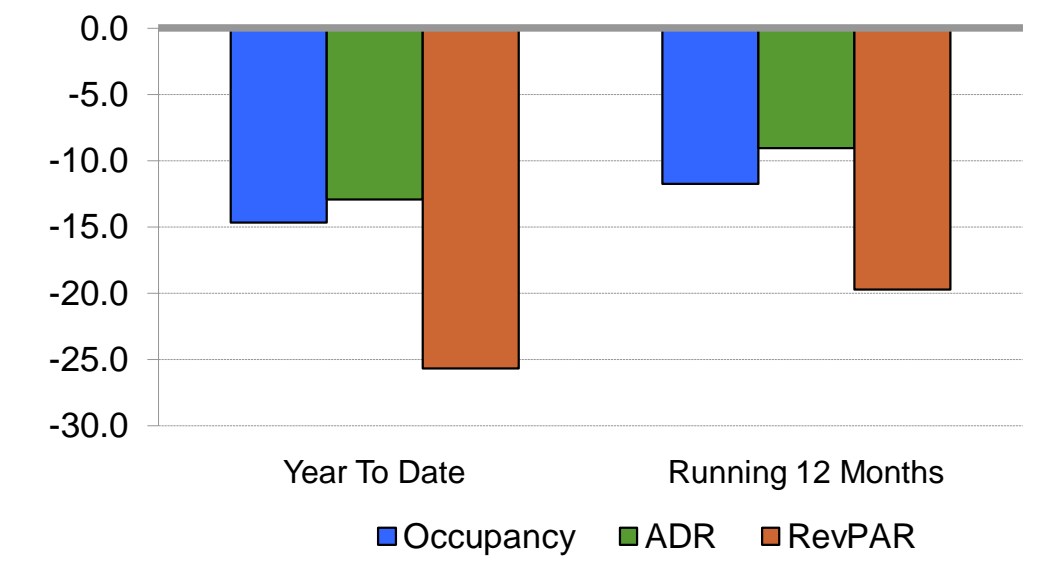
Amellia Island Tourist Development Council
For the Month of June 2009

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2008												2009					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	48.4	66.4	68.2	70.6	65.6	73.4	72.2	55.3	41.4	56.8	45.1	36.0	36.8	51.8	58.2	64.3	57.1	66.9
Last Year	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	68.2	70.6	65.6	73.4
Percent Change	-13.6	1.9	-9.6	-6.4	-1.9	-5.6	-2.6	-9.2	-19.9	-2.8	-15.7	-0.2	-24.0	-21.9	-14.7	-8.8	-13.0	-8.8

Year To Date		
2007	2008	2009
69.4	65.4	55.8
69.7	69.4	65.4
-0.3	-5.8	-14.7

Running 12 Months		
2007	2008	2009
62.1	60.6	53.5
67.1	62.1	60.6
-7.4	-2.4	-11.7

ADR	2008												2009					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	162.51	184.02	219.86	224.43	221.49	210.89	200.31	179.02	163.56	182.23	175.98	146.67	150.06	159.22	188.17	183.55	193.54	188.80
Last Year	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	219.86	224.43	221.49	210.89
Percent Change	4.7	3.9	-1.9	-1.8	2.8	3.7	-4.5	-3.2	-8.9	-3.9	-1.1	-3.0	-7.7	-13.5	-14.4	-18.2	-12.6	-10.5

Year To Date		
2007	2008	2009
203.28	206.56	179.89
190.24	203.28	206.56
6.9	1.6	-12.9

Running 12 Months		
2007	2008	2009
190.99	196.95	179.15
175.84	190.99	196.95
8.6	3.1	-9.0

RevPAR	2008												2009					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	78.66	122.24	149.92	158.34	145.31	154.71	144.54	98.97	67.66	103.51	79.42	52.87	55.19	82.55	109.43	118.05	110.50	126.35
Last Year	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	149.92	158.34	145.31	154.71
Percent Change	-9.6	5.8	-11.3	-8.0	0.8	-2.1	-6.9	-12.1	-27.1	-6.6	-16.7	-3.2	-29.8	-32.5	-27.0	-25.4	-24.0	-18.3

Year To Date		
2007	2008	2009
141.17	135.09	100.40
132.57	141.17	135.09
6.5	-4.3	-25.7

Running 12 Months		
2007	2008	2009
118.64	119.36	95.84
117.98	118.64	119.36
0.6	0.6	-19.7

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

Year To Date		
2007	2008	2009
292,677	296,954	301,184
283,627	292,677	296,954
3.2	1.5	1.4

Running 12 Months		
2007	2008	2009
588,655	594,482	607,360
571,955	588,655	594,482
2.9	1.0	2.2

Demand	2008												2009					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	24,265	30,076	34,181	35,219	33,841	36,621	37,222	28,518	20,651	29,301	22,528	18,593	18,973	24,157	29,998	32,108	29,451	33,408
Last Year	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	34,181	35,219	33,841	36,621
Percent Change	-13.6	1.9	-9.6	-3.7	0.9	-2.9	0.3	-6.6	-17.6	0.0	-13.3	2.7	-21.8	-19.7	-12.2	-8.8	-13.0	-8.8

Year To Date		
2007	2008	2009
203,244	194,203	168,095
197,642	203,244	194,203
2.8	-4.4	-13.4

Running 12 Months		
2007	2008	2009
365,657	360,287	324,908
383,759	365,657	360,287
-4.7	-1.5	-9.8

Revenue	2008												2009					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	3,943,208	5,534,496	7,514,939	7,904,291	7,495,581	7,723,020	7,455,881	5,105,345	3,377,686	5,339,583	3,964,586	2,727,048	2,846,994	3,846,365	5,644,645	5,893,285	5,699,911	6,307,344
Last Year	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	7,514,939	7,904,291	7,495,581	7,723,020
Percent Change	-9.6	5.8	-11.3	-5.4	3.7	0.7	-4.2	-9.5	-25.0	-3.8	-14.3	-0.4	-27.8	-30.5	-24.9	-25.4	-24.0	-18.3

Year To Date		
2007	2008	2009
41,316,311	40,115,535	30,238,544
37,599,022	41,316,311	40,115,535
9.9	-2.9	-24.6

Running 12 Months		
2007	2008	2009
69,837,859	70,959,533	58,208,673
67,478,288	69,837,859	70,959,533
3.5	1.6	-18.0

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

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Source 2009 Smith Travel Research, Inc.