



**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](http://www.strglobal.com)

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

## Amelia Island Tourist Development Council

For the Month of July 2009

Date Created: Aug 20, 2009

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# Tab 2 - Multi-Segment

Currency: USD - US Dollar

Amelia Island Tourist Development Council

For the month of: July 2009

|                         | Current Month - July 2009 vs July 2008 |      |        |        |        |        |                               |       |        |          |            |           | Year to Date - July 2009 vs July 2008 |      |        |        |        |        |                              |       |        |          |            |           | Participation |        |        |        |
|-------------------------|--|------|--------|--------|--------|--------|-------------------------------|-------|--------|----------|------------|-----------|---------------------------------------|------|--------|--------|--------|--------|------------------------------|-------|--------|----------|------------|-----------|---------------|--------|--------|--------|
|                         | Occ %                                  |      | ADR    |        | RevPAR |        | Percent Change from July 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        | 56.7                                   | 60.9 | 85.49  | 92.67  | 48.48  | 56.42  | -6.9                          | -7.7  | -14.1  | -10.3    | 4.4        | -2.8      | 56.3                                  | 63.8 | 88.15  | 97.24  | 49.64  | 62.05  | -11.7                        | -9.3  | -20.0  | -16.4    | 4.5        | -7.7      | 263           | 182    | 26578  | 22043  |
| Jacksonville Beaches    | 65.0                                   | 65.5 | 124.24 | 137.52 | 80.77  | 90.05  | -0.7                          | -9.7  | -10.3  | -7.4     | 3.3        | 2.5       | 60.4                                  | 65.0 | 125.34 | 141.21 | 75.68  | 91.78  | -7.1                         | -11.2 | -17.5  | -15.6    | 2.3        | -4.9      | 99            | 58     | 7833   | 6233   |
| Savannah, GA            | 66.1                                   | 63.2 | 85.82  | 91.42  | 56.76  | 57.80  | 4.6                           | -6.1  | -1.8   | 2.3      | 4.1        | 8.9       | 61.5                                  | 64.8 | 87.73  | 96.97  | 53.93  | 62.82  | -5.1                         | -9.5  | -14.2  | -9.9     | 4.9        | -0.5      | 159           | 121    | 14384  | 12026  |
| Brunswick/Kingsland, GA | 57.0                                   | 59.7 | 101.53 | 114.86 | 57.90  | 68.60  | -4.5                          | -11.6 | -15.6  | -10.8    | 5.7        | 0.9       | 57.3                                  | 58.5 | 90.56  | 106.07 | 51.91  | 62.07  | -2.0                         | -14.6 | -16.4  | -11.0    | 6.4        | 4.2       | 87            | 56     | 7309   | 4884   |
| Daytona Beach, FL       | 60.6                                   | 59.6 | 106.90 | 119.38 | 64.77  | 71.19  | 1.6                           | -10.4 | -9.0   | -6.1     | 3.2        | 4.8       | 55.9                                  | 56.4 | 103.11 | 112.38 | 57.62  | 63.42  | -1.0                         | -8.2  | -9.2   | -6.7     | 2.7        | 1.6       | 186           | 59     | 14280  | 6586   |
| Charleston, SC          | 70.9                                   | 70.7 | 105.88 | 115.65 | 75.05  | 81.77  | 0.3                           | -8.5  | -8.2   | -8.6     | -0.4       | -0.2      | 64.5                                  | 69.6 | 107.13 | 117.48 | 69.14  | 81.79  | -7.3                         | -8.8  | -15.5  | -14.7    | 0.9        | -6.4      | 161           | 113    | 17243  | 13620  |
| Nassau County, FL       | 61.7                                   | 65.1 | 166.11 | 183.84 | 102.42 | 119.69 | -5.3                          | -9.6  | -14.4  | -11.9    | 3.0        | -2.5      | 53.2                                  | 62.0 | 163.52 | 187.53 | 86.97  | 116.25 | -14.2                        | -12.8 | -25.2  | -22.2    | 4.0        | -10.7     | 23            | 13     | 2092   | 1851   |
| St Johns County, FL     | 61.0                                   | 60.1 | 100.64 | 109.73 | 61.37  | 65.93  | 1.5                           | -8.3  | -6.9   | -4.0     | 3.2        | 4.7       | 58.9                                  | 62.4 | 104.95 | 117.55 | 61.76  | 73.35  | -5.7                         | -10.7 | -15.8  | -14.8    | 1.2        | -4.6      | 80            | 42     | 5823   | 4073   |
| Hilton Head/Beaufort    | 77.6                                   | 72.2 | 154.60 | 162.32 | 119.97 | 117.21 | 7.5                           | -4.8  | 2.4    | 2.4      | 0.0        | 7.5       | 56.7                                  | 59.4 | 127.36 | 138.68 | 72.19  | 82.32  | -4.5                         | -8.2  | -12.3  | -10.3    | 2.2        | -2.4      | 48            | 31     | 6581   | 4265   |
| Fort Walton Beach, FL   | 76.5                                   | 77.9 | 162.87 | 180.66 | 124.66 | 140.67 | -1.7                          | -9.8  | -11.4  | -7.7     | 4.1        | 2.4       | 53.5                                  | 57.2 | 131.10 | 144.68 | 70.15  | 82.71  | -6.4                         | -9.4  | -15.2  | -11.7    | 4.1        | -2.6      | 76            | 49     | 9420   | 6913   |

A blank row indicates insufficient data.

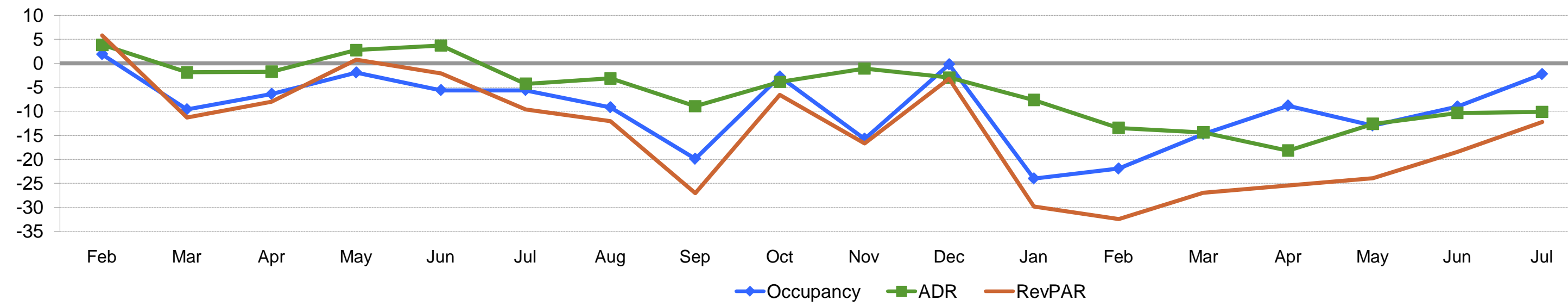
Source 2009 Smith Travel Research, Inc

# Tab 3 - Trend Amellia Island Sel Zip

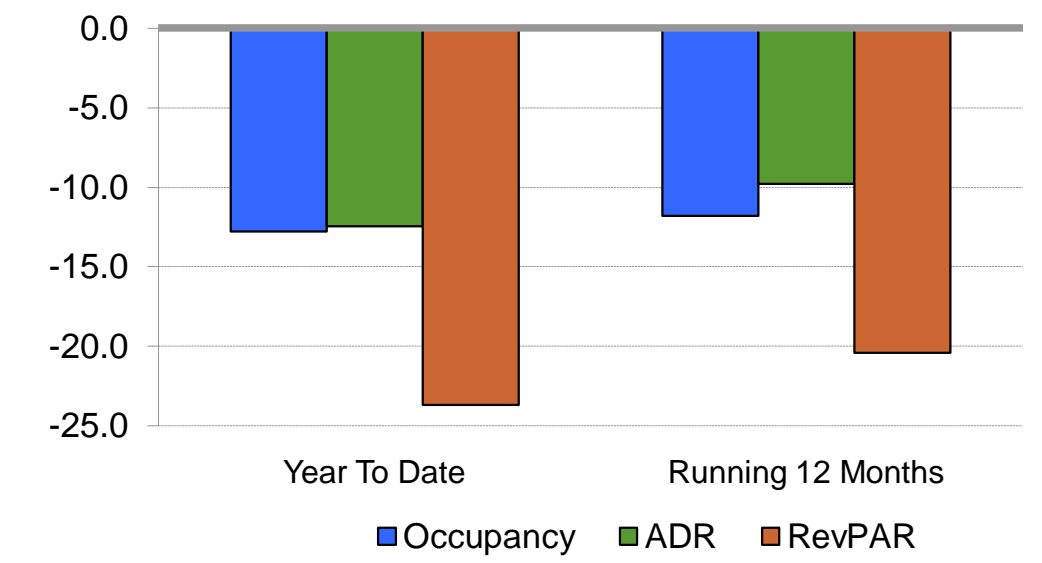
Currency: USD - US Dollar

Amelia Island Tourist Development Council  
For the Month of July 2009

## Monthly Percent Change



## Overall Percent Change



| Occupancy (%)  | 2008 |      |      |      |      |      |      |       |      |       |      |       | 2009  |       |      |       |      |      |
|----------------|------|------|------|------|------|------|------|-------|------|-------|------|-------|-------|-------|------|-------|------|------|
|                | Feb  | Mar  | Apr  | May  | Jun  | Jul  | Aug  | Sep   | Oct  | Nov   | Dec  | Jan   | Feb   | Mar   | Apr  | May   | Jun  | Jul  |
| This Year      | 66.4 | 68.2 | 70.6 | 65.6 | 73.4 | 69.9 | 55.3 | 41.4  | 56.8 | 45.1  | 36.0 | 36.8  | 51.8  | 58.2  | 64.3 | 57.1  | 66.7 | 68.3 |
| Last Year      | 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 | 69.9 |
| Percent Change | 1.9  | -9.6 | -6.4 | -1.9 | -5.6 | -5.6 | -9.2 | -19.9 | -2.8 | -15.7 | -0.2 | -24.0 | -21.9 | -14.7 | -8.8 | -13.0 | -9.0 | -2.3 |

| Year To Date |      |       |
|--------------|------|-------|
| 2007         | 2008 | 2009  |
| 70.1         | 66.1 | 57.6  |
| 70.0         | 70.1 | 66.1  |
| 0.1          | -5.8 | -12.8 |

| Running 12 Months |      |       |
|-------------------|------|-------|
| 2007              | 2008 | 2009  |
| 62.3              | 60.3 | 53.2  |
| 66.4              | 62.3 | 60.3  |
| -6.2              | -3.3 | -11.8 |

| ADR            | 2008   |        |        |        |        |        |        |        |        |        |        |        | 2009   |        |        |        |        |        |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|                | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug    | Sep    | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | Jun    | Jul    |
| This Year      | 184.02 | 219.86 | 224.43 | 221.49 | 210.89 | 200.73 | 179.02 | 163.56 | 182.23 | 175.98 | 146.67 | 150.06 | 159.22 | 188.17 | 183.55 | 193.54 | 189.06 | 180.37 |
| Last Year      | 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 | 200.73 |
| Percent Change | 3.9    | -1.9   | -1.8   | 2.8    | 3.7    | -4.3   | -3.2   | -8.9   | -3.9   | -1.1   | -3.0   | -7.7   | -13.5  | -14.4  | -18.2  | -12.6  | -10.4  | -10.1  |

| Year To Date |        |        |
|--------------|--------|--------|
| 2007         | 2008   | 2009   |
| 204.28       | 205.65 | 180.01 |
| 191.85       | 204.28 | 205.65 |
| 6.5          | 0.7    | -12.5  |

| Running 12 Months |        |        |
|-------------------|--------|--------|
| 2007              | 2008   | 2009   |
| 191.93            | 196.01 | 176.87 |
| 177.86            | 191.93 | 196.01 |
| 7.9               | 2.1    | -9.8   |

| RevPAR         | 2008   |        |        |        |        |        |        |       |        |       |       |       | 2009   |        |        |        |        |        |
|----------------|--------|--------|--------|--------|--------|--------|--------|-------|--------|-------|-------|-------|--------|--------|--------|--------|--------|--------|
|                | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug    | Sep   | Oct    | Nov   | Dec   | Jan   | Feb    | Mar    | Apr    | May    | Jun    | Jul    |
| This Year      | 122.24 | 149.92 | 158.34 | 145.31 | 154.71 | 140.36 | 98.97  | 67.66 | 103.51 | 79.42 | 52.87 | 55.19 | 82.55  | 109.43 | 118.05 | 110.50 | 126.17 | 123.24 |
| Last Year      | 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 | 140.36 |
| Percent Change | 5.8    | -11.3  | -8.0   | 0.8    | -2.1   | -9.6   | -12.1  | -27.1 | -6.6   | -16.7 | -3.2  | -29.8 | -32.5  | -27.0  | -25.4  | -24.0  | -18.4  | -12.2  |

| Year To Date |        |        |
|--------------|--------|--------|
| 2007         | 2008   | 2009   |
| 143.24       | 135.87 | 103.71 |
| 134.36       | 143.24 | 135.87 |
| 6.6          | -5.1   | -23.7  |

| Running 12 Months |        |        |
|-------------------|--------|--------|
| 2007              | 2008   | 2009   |
| 119.60            | 118.16 | 94.02  |
| 118.16            | 119.60 | 118.16 |
| 1.2               | -1.2   | -20.4  |

| Supply         | 2008   |        |        |        |        |        |        |        |        |        |        |        | 2009   |        |        |        |        |        |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|                | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug    | Sep    | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | Jun    | Jul    |
| This Year      | 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 | 51,584 |
| Last Year      | 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 | 51,584 |
| Percent Change | 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    | 0.0    |

| Year To Date |         |         |
|--------------|---------|---------|
| 2007         | 2008    | 2009    |
| 342,804      | 348,538 | 352,768 |
| 332,204      | 342,804 | 348,538 |
| 3.2          | 1.7     | 1.2     |

| Running 12 Months |         |         |
|-------------------|---------|---------|
| 2007              | 2008    | 2009    |
| 590,205           | 595,939 | 607,360 |
| 571,955           | 590,205 | 595,939 |
| 3.2               | 1.0     | 1.9     |

| Demand         | 2008   |        |        |        |        |        |        |        |        |        |        |        | 2009   |        |        |        |        |        |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|                | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug    | Sep    | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | Jun    | Jul    |
| This Year      | 30,076 | 34,181 | 35,219 | 33,841 | 36,621 | 36,070 | 28,518 | 20,651 | 29,301 | 22,528 | 18,593 | 18,973 | 24,157 | 29,998 | 32,108 | 29,451 | 33,315 | 35,246 |
| Last Year      | 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 | 36,070 |
| Percent Change | 1.9    | -9.6   | -3.7   | 0.9    | -2.9   | -2.9   | -6.6   | -17.6  | 0.0    | -13.3  | 2.7    | -21.8  | -19.7  | -12.2  | -8.8   | -13.0  | -9.0   | -2.3   |

| Year To Date |         |         |
|--------------|---------|---------|
| 2007         | 2008    | 2009    |
| 240,373      | 230,273 | 203,248 |
| 232,660      | 240,373 | 230,273 |
| 3.3          | -4.2    | -11.7   |

| Running 12 Months |         |         |
|-------------------|---------|---------|
| 2007              | 2008    | 2009    |
| 367,768           | 359,228 | 322,839 |
| 379,984           | 367,768 | 359,228 |
| -3.2              | -2.3    | -10.1   |

| Revenue        | 2008      |           |           |           |           |           |           |           |           |           |           |           | 2009      |           |           |           |           |           |
|----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|                | Feb       | Mar       | Apr       | May       | Jun       | Jul       | Aug       | Sep       | Oct       | Nov       | Dec       | Jan       | Feb       | Mar       | Apr       | May       | Jun       | Jul       |
| This Year      | 5,534,496 | 7,514,939 | 7,904,291 | 7,495,581 | 7,723,020 | 7,240,418 | 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 | 6,298,606 | 6,357,162 |
| Last Year      | 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 | 7,240,418 |
| Percent Change | 5.8       | -11.3     | -5.4      | 3.7       | 0.7       | -7.0      | -9.5      | -25.0     | -3.8      | -14.3     | -0.4      | -27.8     | -30.5     | -24.9     | -25.4     | -24.0     | -18.4     | -12.2     |

| Year To Date |            |            |
|--------------|------------|------------|
| 2007         | 2008       | 2009       |
| 49,102,224   | 47,355,953 | 36,586,968 |
| 44,635,313   | 49,102,224 | 47,355,953 |
| 10.0         | -3.6       | -22.7      |

| Running 12 Months |            |            |
|-------------------|------------|------------|
| 2007              | 2008       | 2009       |
| 70,587,481        | 70,414,038 | 57,101,216 |
| 67,582,663        | 70,587,481 | 70,414,038 |
| 4.4               | -0.2       | -18.9      |

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

A blank row indicates insufficient data.

Source 2009 Smith Travel Research, Inc.

