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## Amelia Island Tourist Development Council

For the Month of September 2009

Date Created: Oct 20, 2009

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# Tab 2 - Multi-Segment

Currency: USD - US Dollar

Amelia Island Tourist Development Council

For the month of: September 2009

	Current Month - September 2009 vs September 2008												Year to Date - September 2009 vs September 2008												Participation			
	Occ %		ADR		RevPAR		Percent Change from September 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	45.3	49.8	76.95	85.46	34.86	42.55	-9.0	-10.0	-18.1	-13.4	5.7	-3.8	54.2	61.5	86.14	94.93	46.66	58.34	-11.9	-9.3	-20.0	-16.2	4.8	-7.7	268	186	27085	22495
Jacksonville Beaches	42.7	43.6	106.60	119.16	45.52	51.91	-2.0	-10.5	-12.3	-6.8	6.3	4.2	57.4	61.4	122.33	137.81	70.17	84.65	-6.6	-11.2	-17.1	-14.5	3.1	-3.7	101	60	8062	6462
Savannah, GA	55.3	53.6	87.69	93.25	48.53	49.95	3.3	-6.0	-2.8	2.3	5.3	8.8	60.0	62.7	87.05	95.71	52.25	60.02	-4.3	-9.1	-13.0	-8.7	4.9	0.4	160	123	14543	12160
Brunswick/Kingsland, GA	38.9	40.1	90.71	100.95	35.32	40.51	-3.0	-10.1	-12.8	-9.7	3.6	0.5	54.0	55.6	91.32	106.03	49.34	58.90	-2.7	-13.9	-16.2	-11.3	5.9	3.0	87	55	7309	4784
Daytona Beach, FL	37.1	34.1	78.20	75.95	29.00	25.90	8.8	3.0	12.0	15.6	3.2	12.2	52.7	52.8	99.10	107.41	52.24	56.72	-0.2	-7.7	-7.9	-5.3	2.8	2.6	186	61	14281	6779
Charleston, SC	58.5	56.3	100.65	108.06	58.87	60.81	4.0	-6.9	-3.2	-3.0	0.2	4.1	63.6	67.6	105.68	115.98	67.24	78.37	-5.8	-8.9	-14.2	-13.6	0.7	-5.2	162	115	17339	13838
Nassau County, FL	37.2	38.2	127.72	148.78	47.55	56.76	-2.4	-14.2	-16.2	-8.2	9.6	6.9	50.6	58.1	158.34	182.19	80.13	105.80	-12.9	-13.1	-24.3	-20.3	5.3	-8.3	24	14	2225	1984
St Johns County, FL	40.7	39.4	89.85	101.64	36.61	40.01	3.5	-11.6	-8.5	-5.6	3.2	6.8	55.6	58.6	102.41	114.87	56.90	67.29	-5.1	-10.8	-15.4	-14.1	1.6	-3.6	80	42	5823	4073
Hilton Head/Beaufort	54.8	46.4	117.74	121.65	64.50	56.39	18.2	-3.2	14.4	14.4	0.0	18.2	57.0	58.4	126.80	137.67	72.30	80.41	-2.4	-7.9	-10.1	-8.5	1.7	-0.7	48	31	6581	4200
Fort Walton Beach, FL	40.8	40.0	104.20	115.45	42.48	46.22	1.8	-9.7	-8.1	-4.6	3.8	5.7	52.0	54.8	128.25	141.97	66.65	77.76	-5.1	-9.7	-14.3	-10.8	4.0	-1.3	76	49	9392	6885

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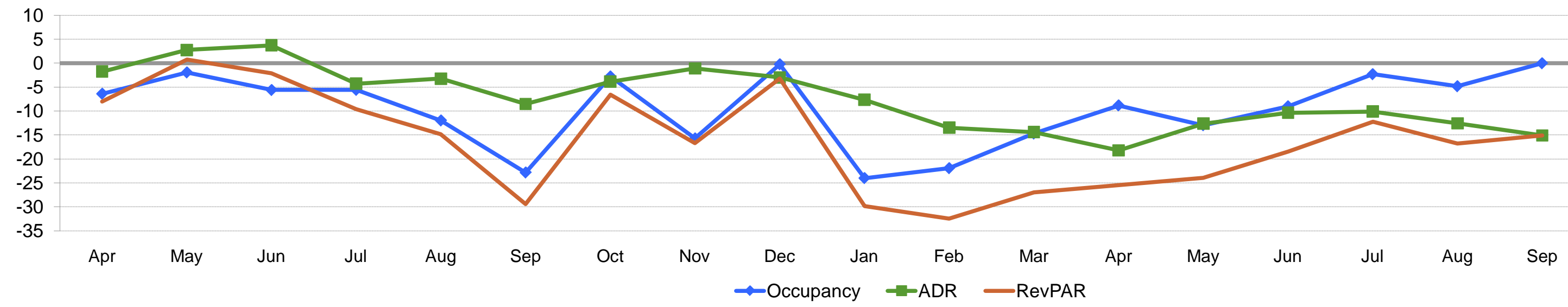
Source 2009 Smith Travel Research, Inc

# Tab 3 - Trend Amellia Island Sel Zip

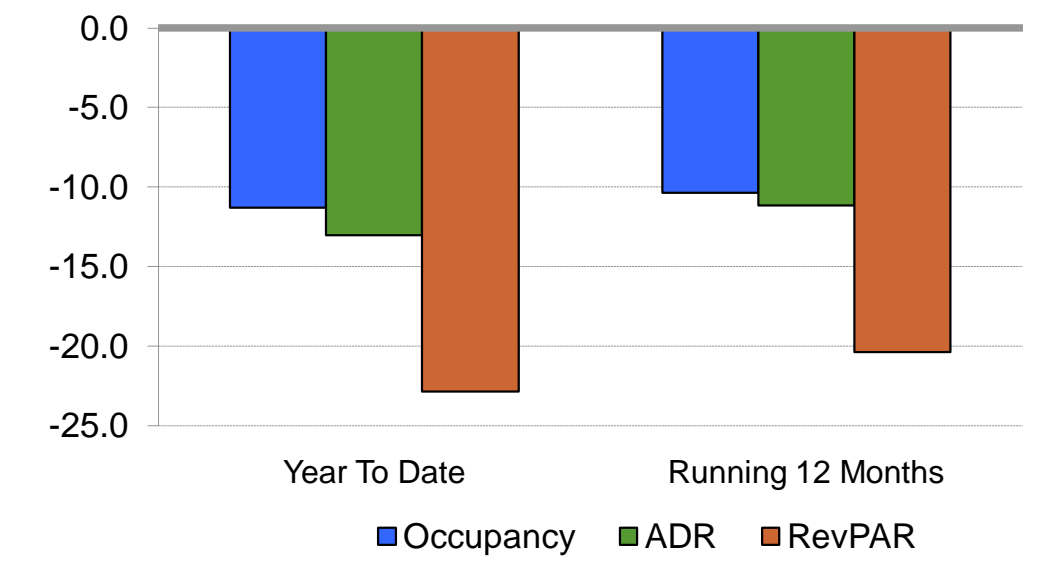
Amelia Island Tourist Development Council  
For the Month of September 2009

Currency: USD - US Dollar

## Monthly Percent Change



## Overall Percent Change



Occupancy (%)	2008									2009								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	70.6	65.6	73.4	69.9	53.6	39.8	56.8	45.1	36.0	36.8	51.8	58.2	64.3	57.1	66.7	68.3	51.0	39.8
Last Year	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	53.6	39.8
Percent Change	-6.4	-1.9	-5.6	-5.6	-12.0	-22.8	-2.8	-15.7	-0.2	-24.0	-21.9	-14.7	-8.8	-13.0	-9.0	-2.3	-4.8	0.0

Year To Date		
2007	2008	2009
67.0	61.7	54.7
66.4	67.0	61.7
1.0	-7.9	-11.3

Running 12 Months		
2007	2008	2009
62.7	58.6	52.6
65.2	62.7	58.6
-3.8	-6.5	-10.4

ADR	2008									2009								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	224.43	221.49	210.89	200.73	178.87	164.29	182.23	175.98	146.67	150.06	159.22	188.17	183.55	193.54	189.06	180.42	156.35	139.47
Last Year	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	178.87	164.29
Percent Change	-1.8	2.8	3.7	-4.3	-3.3	-8.5	-3.9	-1.1	-3.0	-7.7	-13.5	-14.4	-18.2	-12.6	-10.4	-10.1	-12.6	-15.1

Year To Date		
2007	2008	2009
200.19	200.02	173.92
187.81	200.19	200.02
6.6	-0.1	-13.0

Running 12 Months		
2007	2008	2009
193.65	195.00	173.25
180.43	193.65	195.00
7.3	0.7	-11.2

RevPAR	2008									2009								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	158.34	145.31	154.71	140.36	95.84	65.47	103.51	79.42	52.87	55.19	82.55	109.43	118.05	110.50	126.17	123.24	79.73	55.56
Last Year	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	95.84	65.47
Percent Change	-8.0	0.8	-2.1	-9.6	-14.8	-29.4	-6.6	-16.7	-3.2	-29.8	-32.5	-27.0	-25.4	-24.0	-18.4	-12.2	-16.8	-15.1

Year To Date		
2007	2008	2009
134.21	123.47	95.21
124.62	134.21	123.47
7.7	-8.0	-22.9

Running 12 Months		
2007	2008	2009
121.44	114.37	91.08
117.67	121.44	114.37
3.2	-5.8	-20.4

Supply	2008									2009								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	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	55,707	53,910
Last Year	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	51,584	49,920
Percent Change	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	8.0	8.0

Year To Date		
2007	2008	2009
441,441	450,042	462,385
430,841	441,441	450,042
2.5	1.9	2.7

Running 12 Months		
2007	2008	2009
590,205	598,806	615,473
575,005	590,205	598,806
2.6	1.5	2.8

Demand	2008									2009								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	35,219	33,841	36,621	36,070	27,641	19,893	29,301	22,528	18,593	18,973	24,157	29,998	32,108	29,451	33,315	35,235	28,407	21,475
Last Year	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	27,641	19,893
Percent Change	-3.7	0.9	-2.9	-2.9	-9.4	-20.6	0.0	-13.3	2.7	-21.8	-19.7	-12.2	-8.8	-13.0	-9.0	-2.3	2.8	8.0

Year To Date		
2007	2008	2009
295,946	277,807	253,119
285,893	295,946	277,807
3.5	-6.1	-8.9

Running 12 Months		
2007	2008	2009
370,108	351,189	323,541
374,992	370,108	351,189
-1.3	-5.1	-7.9

Revenue	2008									2009								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	7,904,291	7,495,581	7,723,020	7,240,418	4,944,023	3,268,243	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	6,357,142	4,441,472	2,995,189
Last Year	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	4,944,023	3,268,243
Percent Change	-5.4	3.7	0.7	-7.0	-12.4	-27.4	-3.8	-14.3	-0.4	-27.8	-30.5	-24.9	-25.4	-24.0	-18.4	-12.2	-10.2	-8.4

Year To Date		
2007	2008	2009
59,244,994	55,568,219	44,023,609
53,692,396	59,244,994	55,568,219
10.3	-6.2	-20.8

Running 12 Months		
2007	2008	2009
71,673,168	68,483,534	56,054,826
67,659,638	71,673,168	68,483,534
5.9	-4.5	-18.1

Census %	2008									2009								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Census Props	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	14	14
Census Rooms	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1797	1797
% Rooms Participants	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	87.0	94.4

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Source 2009 Smith Travel Research, Inc.

