

Tab 2 - Multi-Segment

Currency: USD - US Dollar

Amelia Island Tourist Development Council

For the month of: April 2010

	Current Month - April 2010 vs April 2009												Year to Date - April 2010 vs April 2009												Participation			
	Occ %		ADR		RevPAR		Percent Change from April 2009						Occ %		ADR		RevPAR		Percent Change from YTD 2009						Properties		Rooms	
	2010	2009	2010	2009	2010	2009	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2010	2009	2010	2009	2010	2009	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Jacksonville, FL	61.1	58.1	84.87	89.73	51.90	52.10	5.3	-5.4	-0.4	3.2	3.6	9.1	57.4	55.6	81.41	88.74	46.71	49.34	3.2	-8.3	-5.3	-2.4	3.1	6.4	268	183	27041	22055
Jacksonville Beaches	69.4	67.1	121.16	126.99	84.11	85.18	3.5	-4.6	-1.3	5.0	6.3	10.1	57.4	58.2	114.95	122.18	65.95	71.14	-1.5	-5.9	-7.3	-1.4	6.3	4.8	101	58	8064	6201
Savannah, GA	69.0	67.3	91.98	93.64	63.46	63.06	2.4	-1.8	0.6	4.9	4.2	6.8	59.7	58.1	86.56	88.99	51.70	51.67	2.9	-2.7	0.1	4.3	4.2	7.2	165	121	14964	12157
Brunswick/Kingsland, GA	51.0	60.3	82.43	95.86	42.04	57.82	-15.5	-14.0	-27.3	-24.5	3.8	-12.2	45.4	57.2	75.56	84.70	34.31	48.46	-20.6	-10.8	-29.2	-25.6	5.1	-16.6	91	56	7590	4818
Daytona Beach, FL	55.3	55.4	94.70	91.92	52.33	50.93	-0.3	3.0	2.8	1.3	-1.5	-1.7	54.0	54.6	106.06	109.40	57.26	59.72	-1.1	-3.1	-4.1	-5.4	-1.3	-2.4	183	58	13922	6669
Charleston, SC	74.8	71.3	118.06	116.74	88.26	83.29	4.8	1.1	6.0	9.1	3.0	7.9	61.7	60.1	104.06	105.15	64.20	63.19	2.7	-1.0	1.6	4.7	3.1	5.8	165	116	17676	13940
Nassau County, FL	61.7	57.2	162.11	170.56	99.97	97.51	7.9	-5.0	2.5	9.0	6.4	14.7	46.9	48.3	151.35	158.21	70.95	76.43	-3.0	-4.3	-7.2	-1.3	6.4	3.2	24	14	2225	1945
St Johns County, FL	67.6	64.7	98.79	104.37	66.82	67.53	4.5	-5.3	-1.1	2.1	3.2	7.9	58.0	58.5	97.04	104.08	56.25	60.88	-0.9	-6.8	-7.6	-4.6	3.2	2.3	80	40	5825	3851
Hilton Head/Beaufort	67.5	65.3	126.22	137.69	85.21	89.95	3.3	-8.3	-5.3	-6.9	-1.8	1.5	46.8	46.9	104.03	110.55	48.66	51.88	-0.3	-5.9	-6.2	-7.8	-1.8	-2.1	47	30	6465	4149
Fort Walton Beach, FL	56.8	51.7	120.13	129.46	68.28	66.92	10.0	-7.2	2.0	1.9	-0.2	9.8	45.0	41.6	99.52	106.27	44.74	44.22	8.0	-6.4	1.2	1.4	0.2	8.2	79	47	9541	6717

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Source 2010 SMITH TRAVEL RESEARCH, Inc.

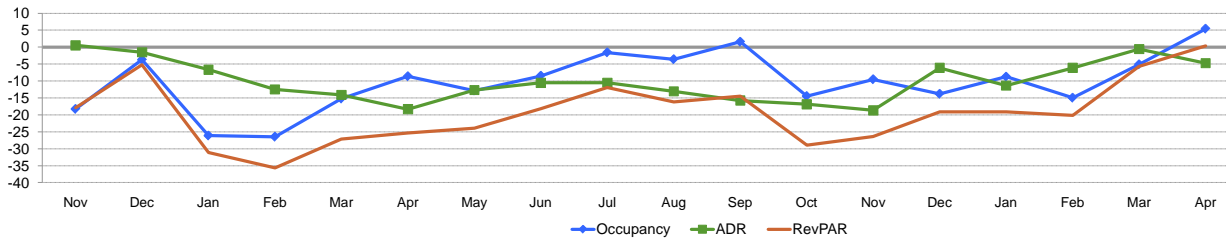
Tab 3 - Trend Amelia Island Sel Zip

Currency: USD - US Dollar

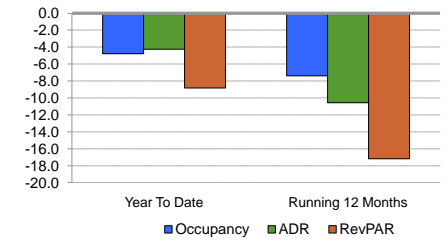
Amelia Island Tourist Development Council

For the Month of April 2010

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2008			2009												2010			
	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	43.7	34.7		35.5	50.4	57.4	63.1	56.0	66.1	68.0	50.4	39.4	46.8	39.5	29.9	32.4	42.9	54.5	66.5
Last Year	53.4	36.1		48.1	68.6	67.7	69.0	64.3	72.3	69.1	52.3	38.8	54.7	43.7	34.7	35.5	50.4	57.4	63.1
Percent Change	-18.3	-3.7		-26.2	-26.5	-15.2	-8.6	-12.8	-8.5	-1.6	-3.6	1.6	-14.5	-9.5	-13.8	-8.8	-15.0	-5.1	5.4

Year To Date			
2008	2009	2010	
63.2	51.5	49.1	
65.0	63.2	51.5	
-2.8	-18.5	-4.8	

Running 12 Months			
2008	2009	2010	
61.1	53.0	49.1	
60.8	61.1	53.0	
0.4	-13.2	-7.4	

ADR	2008			2009												2010			
	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	179.08	148.74		152.38	161.18	189.57	185.95	195.99	190.81	181.64	157.85	140.42	152.98	145.62	139.61	135.04	151.28	188.45	177.12
Last Year	178.16	151.05		163.26	184.23	220.71	227.72	224.48	213.33	202.97	181.58	166.73	184.03	179.08	148.74	152.38	161.18	189.57	185.95
Percent Change	0.5	-1.5		-6.7	-12.5	-14.1	-18.3	-12.7	-10.6	-10.5	-13.1	-15.8	-16.9	-18.7	-6.1	-11.4	-6.1	-0.6	-4.8

Year To Date			
2008	2009	2010	
202.29	175.36	167.92	
199.80	202.29	175.36	
1.2	-13.3	-4.2	

Running 12 Months			
2008	2009	2010	
195.50	187.26	167.43	
190.67	195.50	187.26	
2.5	-4.2	-10.6	

RevPAR	2008			2009												2010			
	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	78.17	51.68		54.07	81.31	108.79	117.30	109.78	126.18	123.47	79.52	55.28	71.53	57.51	41.80	43.72	64.88	102.61	117.78
Last Year	95.19	54.52		78.45	126.44	149.43	157.24	144.26	154.15	140.19	94.90	64.63	100.65	78.17	51.68	54.07	81.31	108.79	117.30
Percent Change	-17.9	-5.2		-31.1	-35.7	-27.2	-25.4	-23.9	-18.1	-11.9	-16.2	-14.5	-28.9	-26.4	-19.1	-19.1	-20.2	-5.7	0.4

Year To Date			
2008	2009	2010	
127.89	90.37	82.39	
129.91	127.89	90.37	
-1.6	-29.3	-8.8	

Running 12 Months			
2008	2009	2010	
119.39	99.27	82.22	
115.94	119.39	99.27	
3.0	-16.9	-17.2	

Supply	2008			2009												2010			
	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	49,920	51,584		51,584	46,592	51,584	49,920	51,584	49,920	51,584	55,707	53,910	55,707	53,910	55,707	55,707	50,316	55,707	53,910
Last Year	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	51,584	49,920
Percent Change	2.9	2.9		2.9	2.9	2.9	0.0	0.0	0.0	0.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0

Year To Date			
2008	2009	2010	
195,450	199,680	215,640	
194,040	195,450	199,680	
0.7	2.2	8.0	

Running 12 Months			
2008	2009	2010	
591,615	607,360	643,669	
585,605	591,615	607,360	
1.0	2.7	6.0	

Demand	2008			2009												2010			
	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	21,792	17,922		18,304	23,503	29,603	31,491	28,893	33,012	35,063	28,064	21,223	26,049	21,291	16,679	18,035	21,581	30,333	35,849
Last Year	25,917	18,093		24,088	31,074	33,938	34,469	33,150	36,071	35,628	26,960	19,350	28,211	21,792	17,922	18,304	23,503	29,603	31,491
Percent Change	-15.9	-0.9		-24.0	-24.4	-12.8	-8.6	-12.8	-8.5	-1.6	4.1	9.7	-7.7	-2.3	-6.9	-1.5	-8.2	2.5	13.8

Year To Date			
2008	2009	2010	
123,569	102,901	105,798	
126,166	123,569	102,901	
-2.1	-16.7	2.8	

Running 12 Months			
2008	2009	2010	
361,292	321,985	316,072	
356,095	361,292	321,985	
1.5	-10.9	-1.8	

Revenue	2008			2009												2010			
	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	3,902,440	2,665,713		2,789,135	3,788,221	5,611,966	5,855,862	5,662,844	6,299,061	6,368,899	4,429,912	2,980,067	3,984,966	3,100,307	2,328,597	2,435,532	3,264,693	5,716,281	6,349,592
Last Year	4,617,439	2,732,910		3,932,595	5,724,883	7,490,291	7,849,187	7,441,613	7,694,966	7,231,323	4,895,344	3,226,165	5,191,683	3,902,440	2,665,713	2,789,135	3,788,221	5,611,966	5,855,862
Percent Change	-15.5	-2.5		-29.1	-33.8	-25.1	-25.4	-23.9	-18.1	-11.9	-9.5	-7.6	-23.2	-20.6	-12.6	-12.7	-13.8	1.9	8.4

Year To Date			
2008	2009	2010	
24,996,956	18,045,184	17,766,098	
25,208,352	24,996,956	18,045,184	
-0.8	-27.8	-1.5	

Running 12 Months			
2008	2009	2010	
70,634,239	60,294,431	52,920,751	
67,896,076	70,634,239	60,294,431	
4.0	-14.6	-12.2	

Census %	2008			2009												2010			
	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Census Props	13	13		13	13	13	13	13	13	13	13	14	14	14	14	14	14	14	14
Census Rooms	1664	1664		1664	1664	1664	1664	1664	1664	1664	1797	1797	1797	1797	1797	1797	1797	1797	1797
% Rooms Participants	96.8	96.8		96.8	96.8	96.8	96.8	96.8	96.8	96.8	89.6	97.1	97.1	97.1	97.1	97.1	97.1	97.1	92.3

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Source 2010 SMITH TRAVEL RESEARCH, Inc.

