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## Amelia Island Tourist Development Council

For the Month of May 2010

Date Created: Jun 18, 2010

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# Tab 2 - Multi-Segment

Currency: USD - US Dollar

Amelia Island Tourist Development Council

For the month of: May 2010

	Current Month - May 2010 vs May 2009												Year to Date - May 2010 vs May 2009												Participation			
	Occ %		ADR		RevPAR		Percent Change from May 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	57.4	53.6	85.39	92.76	48.99	49.75	7.0	-7.9	-1.5	2.1	3.6	10.9	57.4	55.2	82.24	89.54	47.19	49.43	3.9	-8.1	-4.5	-1.5	3.2	7.3	269	183	27123	21977
Jacksonville Beaches	59.2	58.4	131.52	141.12	77.88	82.36	1.5	-6.8	-5.4	0.7	6.4	8.0	57.8	58.2	118.50	126.11	68.47	73.46	-0.8	-6.0	-6.8	-0.9	6.4	5.5	102	60	8146	6369
Savannah, GA	63.9	61.6	90.11	90.22	57.57	55.59	3.7	-0.1	3.6	7.8	4.1	7.9	60.7	58.8	87.33	89.26	52.98	52.48	3.2	-2.2	1.0	5.1	4.1	7.4	165	122	14947	12220
Brunswick/Kingsland, GA	47.2	51.6	83.90	100.40	39.63	51.83	-8.5	-16.4	-23.5	-21.8	2.3	-6.4	46.0	56.0	77.32	87.72	35.57	49.16	-17.9	-11.9	-27.6	-24.7	4.0	-14.6	91	55	7543	4617
Daytona Beach, FL	51.6	47.1	89.55	86.40	46.25	40.70	9.6	3.6	13.6	11.5	-1.9	7.5	53.5	53.0	102.76	105.19	54.99	55.80	0.9	-2.3	-1.5	-2.8	-1.4	-0.6	183	59	13922	6764
Charleston, SC	70.8	65.9	114.09	113.72	80.81	74.95	7.5	0.3	7.8	11.0	3.0	10.7	63.6	61.3	106.36	107.05	67.63	65.61	3.7	-0.6	3.1	6.2	3.1	6.9	165	115	17676	13861
Nassau County, FL	52.6	51.2	166.18	178.66	87.44	91.39	2.9	-7.0	-4.3	1.8	6.4	9.4	48.2	48.9	154.73	162.61	74.51	79.50	-1.5	-4.8	-6.3	-0.3	6.4	4.8	24	15	2225	2031
St Johns County, FL	55.5	55.0	109.09	119.53	60.57	65.74	0.9	-8.7	-7.9	-3.6	4.7	5.7	57.5	57.8	99.46	107.10	57.15	61.88	-0.6	-7.1	-7.6	-4.4	3.5	2.9	81	41	5907	3933
Hilton Head/Beaufort	59.1	58.7	127.83	135.60	75.60	79.59	0.8	-5.7	-5.0	-6.7	-1.8	-1.0	49.3	49.3	109.89	116.67	54.19	57.56	-0.0	-5.8	-5.9	-7.5	-1.8	-1.8	47	31	6465	4200
Fort Walton Beach, FL	53.3	52.1	127.16	132.96	67.74	69.29	2.2	-4.4	-2.2	-2.7	-0.5	1.7	46.7	43.8	106.00	112.83	49.46	49.39	6.6	-6.0	0.1	0.2	0.0	6.6	79	48	9539	6809

A blank row indicates insufficient data.

Source 2010 SMITH TRAVEL RESEARCH, Inc.

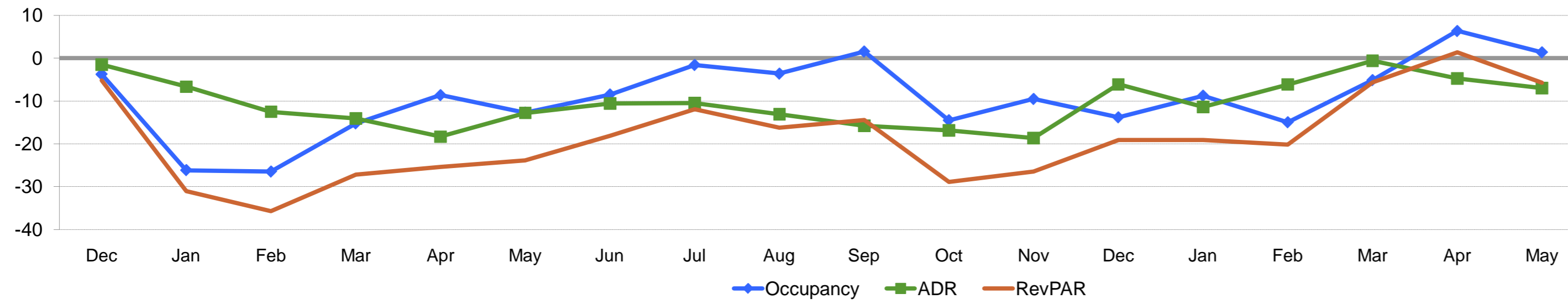
# Tab 3 - Trend Amellia Island Sel Zip

Currency: USD - US Dollar

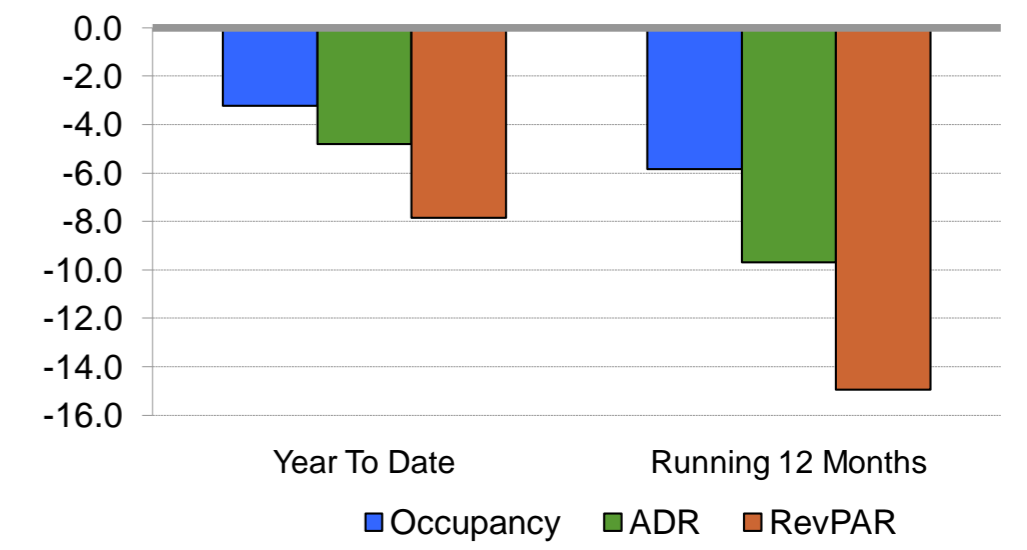
Amelia Island Tourist Development Council

For the Month of May 2010

## Monthly Percent Change



## Overall Percent Change



Occupancy (%)	2008	2009												2010				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	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	67.1	56.8
Last Year	36.1	48.1	68.6	67.7	69.0	64.2	72.3	69.1	52.3	38.8	54.7	43.7	34.7	35.5	50.4	57.4	63.1	56.0
Percent Change	-3.7	-26.2	-26.5	-15.2	-8.6	-12.7	-8.5	-1.6	-3.6	1.6	-14.5	-9.5	-13.8	-8.8	-15.0	-5.1	6.4	1.4

Year To Date			Running 12 Months		
2008	2009	2010	2008	2009	2010
63.4	52.5	50.8	60.9	52.3	49.3
65.2	63.4	52.5	60.8	60.9	52.3
-2.7	-17.3	-3.2	0.3	-14.2	-5.8

ADR	2008	2009												2010				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	148.74	152.38	161.18	189.57	185.95	196.04	190.81	181.64	157.85	140.42	152.98	145.62	139.61	135.04	151.28	188.45	177.16	182.37
Last Year	151.05	163.26	184.23	220.71	227.72	224.78	213.33	202.97	181.58	166.73	184.03	179.08	148.74	152.38	161.18	189.57	185.95	196.04
Percent Change	-1.5	-6.7	-12.5	-14.1	-18.3	-12.8	-10.6	-10.5	-13.1	-15.8	-16.9	-18.7	-6.1	-11.4	-6.1	-0.6	-4.7	-7.0

Year To Date			Running 12 Months		
2008	2009	2010	2008	2009	2010
207.04	179.90	171.27	196.46	184.17	166.34
202.83	207.04	179.90	190.62	196.46	184.17
2.1	-13.1	-4.8	3.1	-6.3	-9.7

RevPAR	2008	2009												2010				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	51.68	54.07	81.31	108.79	117.30	109.79	126.18	123.47	79.52	55.28	71.53	57.51	41.80	43.72	64.88	102.61	118.86	103.54
Last Year	54.52	78.45	126.44	149.43	157.24	144.20	154.15	140.19	94.90	64.63	100.65	78.17	51.68	54.07	81.31	108.79	117.30	109.79
Percent Change	-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	1.3	-5.7

Year To Date			Running 12 Months		
2008	2009	2010	2008	2009	2010
131.30	94.36	86.94	119.74	96.35	81.95
132.14	131.30	94.36	115.83	119.74	96.35
-0.6	-28.1	-7.9	3.4	-19.5	-14.9

Supply	2008	2009												2010				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	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	55,707
Last Year	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	51,584
Percent Change	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	8.0

Year To Date			Running 12 Months		
2008	2009	2010	2008	2009	2010
247,034	251,264	271,347	593,072	607,360	647,792
244,167	247,034	251,264	587,155	593,072	607,360
1.2	1.7	8.0	1.0	2.4	6.7

Demand	2008	2009												2010				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	17,922	18,304	23,503	29,603	31,491	28,890	33,012	35,063	28,064	21,223	26,049	21,291	16,679	18,035	21,581	30,333	36,169	31,628
Last Year	18,093	24,088	31,074	33,938	34,469	33,092	36,071	35,628	26,960	19,350	28,211	21,792	17,922	18,304	23,503	29,603	31,491	28,890
Percent Change	-0.9	-24.0	-24.4	-12.8	-8.6	-12.7	-8.5	-1.6	4.1	9.7	-7.7	-2.3	-6.9	-1.5	-8.2	2.5	14.9	9.5

Year To Date			Running 12 Months		
2008	2009	2010	2008	2009	2010
156,661	131,791	137,746	361,475	317,725	319,127
159,075	156,661	131,791	356,778	361,475	317,725
-1.5	-15.9	4.5	1.3	-12.1	0.4

Revenue	2008	2009												2010				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	2,665,713	2,789,135	3,788,221	5,611,966	5,855,862	5,663,652	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	6,407,696	5,768,062
Last Year	2,732,910	3,932,595	5,724,883	7,490,291	7,849,187	7,438,400	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	5,663,652
Percent Change	-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	9.4	1.8

Year To Date			Running 12 Months		
2008	2009	2010	2008	2009	2010
32,435,356	23,708,836	23,592,264	71,015,639	58,516,470	53,084,073
32,265,352	32,435,356	23,708,836	68,008,156	71,015,639	58,516,470
0.5	-26.9	-0.5	4.4	-17.6	-9.3

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

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Source 2010 SMITH TRAVEL RESEARCH, Inc.



## 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@str.com](mailto:info@str.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**

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values of the given month and of the preceding eleven months.

### **WD (Weekday)**

Average of Sunday through Thursday