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Amelia Island Tourist Development Council

For the Month of June 2010

Date Created: Jul 17, 2010

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Amelia Island Tourist Development Council

For the month of: June 2010

	Current Month - June 2010 vs June 2009												Year to Date - June 2010 vs June 2009										Participation					
	Occ %		ADR		RevPAR		Percent Change from June 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
Florida	60.4	57.2	97.15	97.38	58.63	55.75	5.4	-0.2	5.2	8.1	2.7	8.3	62.6	59.8	112.10	115.81	70.22	69.23	4.8	-3.2	1.4	4.4	2.9	7.9	3593	1925	411709	292703
Jacksonville, FL	61.5	56.1	83.64	88.41	51.46	49.58	9.7	-5.4	3.8	7.5	3.5	13.6	58.1	55.3	82.50	89.35	47.90	49.45	4.9	-7.7	-3.1	0.0	3.3	8.3	269	185	27118	22080
Jacksonville Beaches	66.8	62.0	123.38	127.77	82.40	79.25	7.7	-3.4	4.0	9.3	5.1	13.2	59.3	58.9	119.43	126.40	70.80	74.43	0.7	-5.5	-4.9	1.0	6.1	6.9	102	60	8146	6369
Savannah, GA	64.9	65.4	88.56	86.28	57.47	56.42	-0.8	2.7	1.9	6.0	4.1	3.3	61.3	59.9	87.58	88.72	53.72	53.14	2.4	-1.3	1.1	5.2	4.1	6.6	165	122	14947	12220
Brunswick/Kingsland, GA	48.8	54.8	86.97	102.62	42.44	56.23	-11.0	-15.2	-24.5	-23.0	2.0	-9.1	46.5	55.8	79.01	90.18	36.71	50.35	-16.8	-12.4	-27.1	-24.4	3.7	-13.7	91	53	7543	4412
Daytona Beach, FL	53.9	53.7	95.83	88.37	51.68	47.43	0.5	8.4	9.0	7.1	-1.7	-1.3	53.5	53.2	101.84	102.39	54.51	54.42	0.7	-0.5	0.2	-2.0	-2.2	-1.5	181	58	13797	6669
Charleston, SC	72.7	69.1	112.61	108.57	81.85	75.01	5.2	3.7	9.1	11.5	2.1	7.5	65.0	62.6	107.59	107.33	69.95	67.18	3.9	0.2	4.1	7.1	2.9	6.9	165	116	17621	13941
Nassau County, FL	64.6	59.1	171.48	176.35	110.72	104.27	9.2	-2.8	6.2	12.9	6.4	16.1	50.9	50.6	158.28	165.27	80.52	83.61	0.6	-4.2	-3.7	2.4	6.4	7.0	24	15	2225	2031
St Johns County, FL	61.3	57.3	96.54	103.53	59.22	59.35	7.0	-6.7	-0.2	2.7	2.9	10.1	58.1	57.7	98.95	106.50	57.51	61.45	0.7	-7.1	-6.4	-3.2	3.4	4.2	81	41	5907	3933
Hilton Head/Beaufort	72.6	69.2	141.55	143.78	102.78	99.45	5.0	-1.5	3.3	3.5	0.1	5.1	53.2	52.6	117.16	122.58	62.37	64.51	1.2	-4.4	-3.3	-4.7	-1.5	-0.3	48	32	6589	4324
Fort Walton Beach, FL	64.8	69.6	156.81	160.73	101.66	111.84	-6.8	-2.4	-9.1	-9.6	-0.5	-7.3	49.6	48.1	117.07	124.37	58.09	59.79	3.2	-5.9	-2.8	-2.9	-0.1	3.2	79	48	9539	6809

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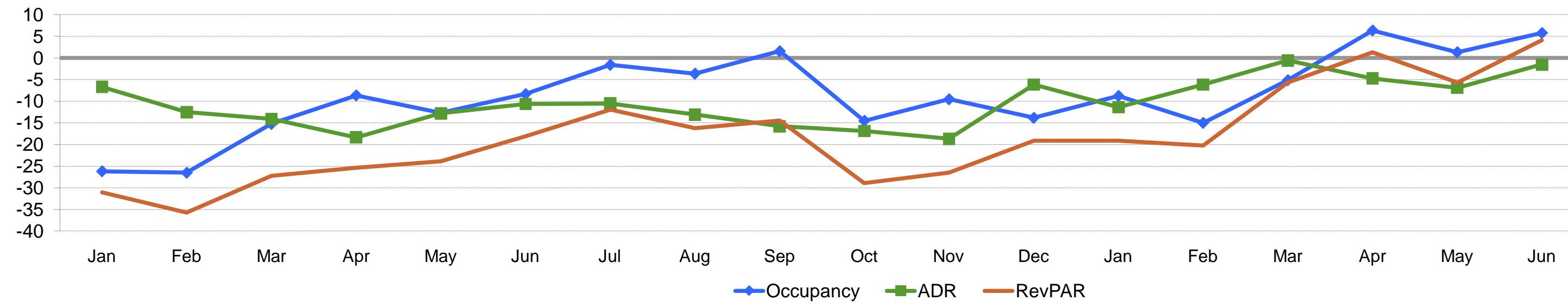
Source 2010 SMITH TRAVEL RESEARCH, Inc.

Tab 3 - Trend Amellia Island Sel Zip

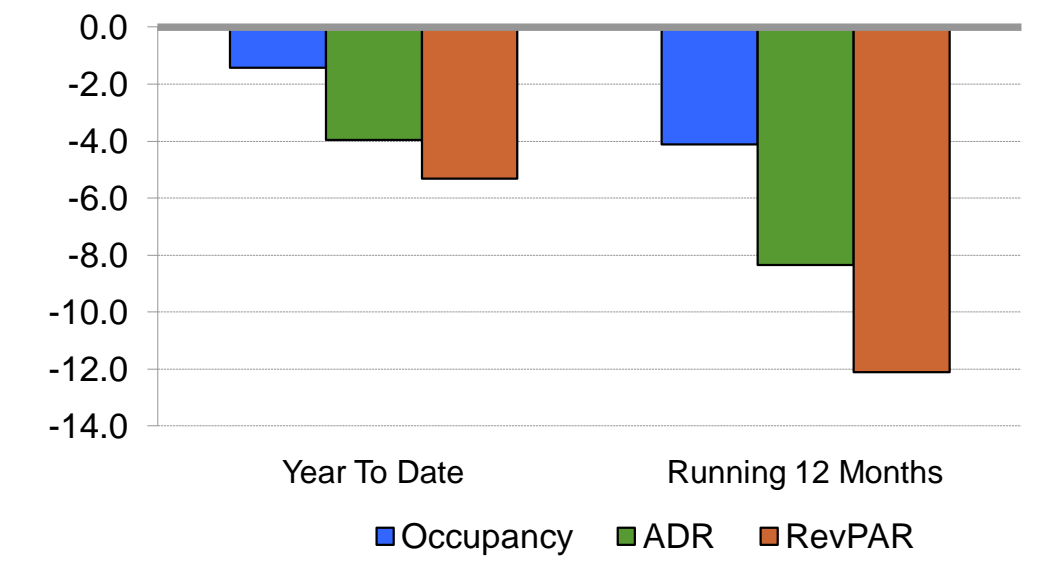
Amellia Island Tourist Development Council
For the Month of June 2010

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2009												2010					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	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	70.0
Last Year	48.1	68.6	67.7	69.0	64.2	72.2	69.1	52.3	38.8	54.7	43.7	34.7	35.5	50.4	57.4	63.1	56.0	66.1
Percent Change	-26.2	-26.5	-15.2	-8.6	-12.7	-8.3	-1.6	-3.6	1.6	-14.5	-9.5	-13.8	-8.8	-15.0	-5.1	6.4	1.3	5.8

Year To Date			
2008	2009	2010	
64.9	54.7	53.9	
67.2	64.9	54.7	
-3.5	-15.7	-1.4	

Running 12 Months			
2008	2009	2010	
60.5	51.8	49.7	
61.1	60.5	51.8	
-1.0	-14.4	-4.1	

ADR	2009												2010					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	152.38	161.18	189.57	185.95	196.04	190.86	181.64	157.85	140.42	152.98	145.62	139.61	135.04	151.28	188.45	177.16	182.50	187.95
Last Year	163.26	184.23	220.71	227.72	224.78	213.57	202.97	181.58	166.73	184.03	179.08	148.74	152.38	161.18	189.57	185.95	196.04	190.86
Percent Change	-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	-6.9	-1.5

Year To Date			
2008	2009	2010	
208.26	182.09	174.88	
202.92	208.26	182.09	
2.6	-12.6	-4.0	

Running 12 Months			
2008	2009	2010	
197.46	181.53	166.38	
190.36	197.46	181.53	
3.7	-8.1	-8.3	

RevPAR	2009												2010					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	54.07	81.31	108.79	117.30	109.79	126.24	123.47	79.52	55.28	71.53	57.51	41.80	43.72	64.88	102.61	118.86	103.59	131.49
Last Year	78.45	126.44	149.43	157.24	144.20	154.11	140.19	94.90	64.63	100.65	78.17	51.68	54.07	81.31	108.79	117.30	109.79	126.24
Percent Change	-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	4.2

Year To Date			
2008	2009	2010	
135.13	99.64	94.34	
136.42	135.13	99.64	
-0.9	-26.3	-5.3	

Running 12 Months			
2008	2009	2010	
119.51	94.05	82.66	
116.36	119.51	94.05	
2.7	-21.3	-12.1	

Supply	2009												2010					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	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	53,910
Last 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
Percent Change	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	8.0

Year To Date			
2008	2009	2010	
296,954	301,184	325,257	
292,677	296,954	301,184	
1.5	1.4	8.0	

Running 12 Months			
2008	2009	2010	
594,482	607,360	651,782	
588,655	594,482	607,360	
1.0	2.2	7.3	

Demand	2009												2010					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	18,304	23,503	29,603	31,491	28,890	33,019	35,063	28,064	21,223	26,049	21,291	16,679	18,035	21,581	30,333	36,169	31,620	37,714
Last Year	24,088	31,074	33,938	34,469	33,092	36,021	35,628	26,960	19,350	28,211	21,792	17,922	18,304	23,503	29,603	31,491	28,890	33,019
Percent Change	-24.0	-24.4	-12.8	-8.6	-12.7	-8.3	-1.6	4.1	9.7	-7.7	-2.3	-6.9	-1.5	-8.2	2.5	14.9	9.4	14.2

Year To Date			
2008	2009	2010	
192,682	164,810	175,452	
196,766	192,682	164,810	
-2.1	-14.5	6.5	

Running 12 Months			
2008	2009	2010	
359,805	314,673	323,821	
359,817	359,805	314,673	
0.0	-12.5	2.9	

Revenue	2009												2010					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	2,789,135	3,788,221	5,611,966	5,855,862	5,663,652	6,302,116	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	5,770,737	7,088,383
Last Year	3,932,595	5,724,883	7,490,291	7,849,187	7,438,400	7,693,168	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	6,302,116
Percent Change	-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	1.9	12.5

Year To Date			
2008	2009	2010	
40,128,524	30,010,952	30,683,322	
39,927,976	40,128,524	30,010,952	
0.5	-25.2	2.2	

Running 12 Months			
2008	2009	2010	
71,046,183	57,123,620	53,876,070	
68,496,380	71,046,183	57,123,620	
3.7	-19.6	-5.7	

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