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## Amelia Island Tourist Development Council

For the Month of July 2010

Date Created: Aug 17, 2010

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# Tab 2 - Multi-Segment

Currency: USD - US Dollar

Amelia Island Tourist Development Council

For the month of: July 2010

	Current Month - July 2010 vs July 2009												Year to Date - July 2010 vs July 2009										Participation					
	Occ %		ADR		RevPAR		Percent Change from July 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	63.4	59.8	95.49	96.22	60.50	57.57	5.9	-0.8	5.1	7.7	2.5	8.5	62.7	59.8	109.65	112.94	68.76	67.52	4.9	-2.9	1.8	4.7	2.8	7.9	3585	1928	411216	292079
Jacksonville, FL	62.5	55.6	86.75	86.32	54.24	48.00	12.4	0.5	13.0	15.2	1.9	14.6	58.7	55.4	83.17	88.90	48.83	49.23	6.0	-6.4	-0.8	2.2	3.1	9.3	268	185	26973	22128
Jacksonville Beaches	71.2	64.5	134.14	125.04	95.57	80.60	10.5	7.3	18.6	23.1	3.9	14.8	61.0	59.7	121.97	126.18	74.45	75.36	2.2	-3.3	-1.2	4.5	5.8	8.1	102	61	8135	6460
Savannah, GA	69.9	65.5	86.53	86.28	60.44	56.49	6.7	0.3	7.0	10.9	3.7	10.6	62.6	60.7	87.28	88.33	54.63	53.63	3.1	-1.2	1.9	6.0	4.0	7.3	165	123	14947	12312
Brunswick/Kingsland, GA	51.5	54.2	89.08	103.34	45.84	56.02	-5.1	-13.8	-18.2	-16.5	2.0	-3.1	47.2	55.6	80.62	92.08	38.05	51.19	-15.1	-12.4	-25.7	-23.1	3.4	-12.2	91	53	7543	4412
Daytona Beach, FL	64.3	57.1	111.62	108.64	71.72	62.06	12.5	2.7	15.6	13.5	-1.7	10.5	55.1	53.7	103.49	103.36	57.02	55.54	2.5	0.1	2.7	0.5	-2.1	0.3	181	57	13797	6644
Charleston, SC	76.8	69.5	110.33	106.06	84.71	73.73	10.5	4.0	14.9	17.4	2.1	12.8	66.7	63.6	108.05	107.12	72.10	68.15	4.9	0.9	5.8	8.7	2.8	7.8	165	117	17621	14015
Nassau County, FL	66.6	61.0	172.73	167.85	115.04	102.46	9.1	2.9	12.3	18.9	5.9	15.6	53.2	52.1	160.91	165.71	85.55	86.36	2.0	-2.9	-0.9	5.3	6.3	8.4	24	15	2216	2022
St Johns County, FL	66.2	60.1	112.06	101.61	74.15	61.09	10.1	10.3	21.4	23.1	1.4	11.6	59.3	58.1	101.44	106.07	60.15	61.62	2.1	-4.4	-2.4	0.7	3.2	5.3	80	42	5771	4033
Hilton Head/Beaufort	81.0	77.3	153.38	150.79	124.21	116.51	4.8	1.7	6.6	6.7	0.1	4.9	57.3	56.2	124.74	128.24	71.54	72.11	2.0	-2.7	-0.8	-2.0	-1.2	0.7	48	32	6589	4324
Fort Walton Beach, FL	64.3	76.0	146.15	164.26	93.96	124.82	-15.4	-11.0	-24.7	-25.3	-0.7	-16.0	51.8	52.2	122.34	132.90	63.33	69.34	-0.8	-7.9	-8.7	-8.8	-0.1	-0.9	79	48	9520	6790

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Source 2010 SMITH TRAVEL RESEARCH, Inc.

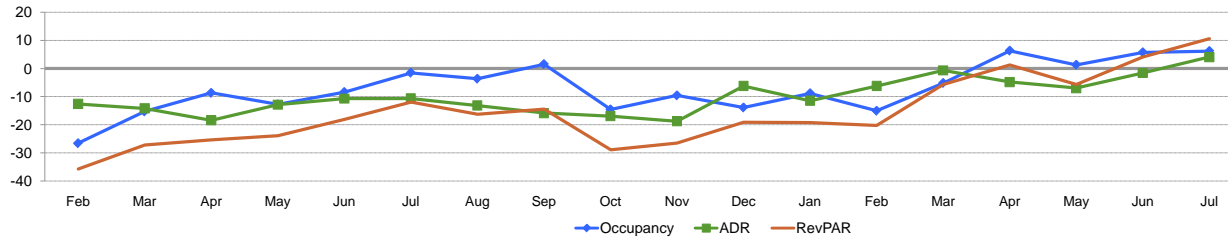
# Tab 3 - Trend Amelia Island Sel Zip

Currency: USD - US Dollar

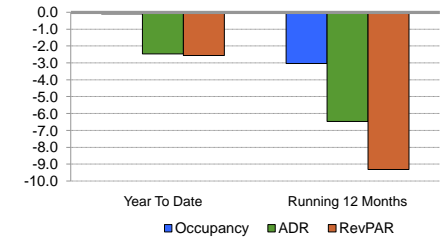
Amelia Island Tourist Development Council

For the Month of July 2010

## Monthly Percent Change



## Overall Percent Change



Occupancy (%)	2009												2010						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	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	72.2	
Last Year	68.6	67.7	69.0	64.2	72.2	69.0	52.3	38.8	54.7	43.7	34.7	35.5	50.4	57.4	63.1	56.0	66.1	68.0	
Percent Change	-26.5	-15.2	-8.6	-12.7	-8.3	-1.5	-3.6	1.6	-14.5	-9.5	-13.8	-8.8	-15.0	-5.1	6.4	1.3	5.8	6.2	

Year To Date		
2008	2009	2010
65.5	56.7	56.6
68.4	65.5	56.7
-4.2	-13.5	-0.1

Running 12 Months		
2008	2009	2010
60.0	51.7	50.1
61.4	60.0	51.7
-2.2	-13.9	-3.0

ADR	2009												2010						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	161.18	189.57	185.95	196.04	190.86	181.69	157.85	140.42	152.98	145.62	139.61	135.04	151.28	188.45	177.16	182.50	187.95	189.23	
Last Year	184.23	220.71	227.72	224.78	213.57	203.23	181.58	166.73	184.03	179.08	148.74	152.38	161.18	189.57	185.95	196.04	190.86	181.69	
Percent Change	-12.5	-14.1	-18.3	-12.8	-10.6	-10.6	-13.1	-15.8	-16.9	-18.7	-6.1	-11.4	-6.1	-0.6	-4.7	-6.9	-1.5	4.1	

Year To Date		
2008	2009	2010
207.48	182.02	177.55
203.78	207.48	182.02
1.8	-12.3	-2.5

Running 12 Months		
2008	2009	2010
196.89	179.12	167.53
191.20	196.89	179.12
3.0	-9.0	-6.5

RevPAR	2009												2010						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	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	136.59	
Last Year	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	123.47	
Percent Change	-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	10.6	

Year To Date		
2008	2009	2010
135.88	103.13	100.49
139.32	135.88	103.13
-2.5	-24.1	-2.6

Running 12 Months		
2008	2009	2010
118.21	92.63	84.01
117.40	118.21	92.63
0.7	-21.6	-9.3

Supply	2009												2010						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	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	55,428	
Last 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	
Percent Change	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	7.5	

Year To Date		
2008	2009	2010
348,538	352,768	380,685
342,804	348,538	352,768
1.7	1.2	7.9

Running 12 Months		
2008	2009	2010
595,939	607,360	655,626
590,205	595,939	607,360
1.0	1.9	7.9

Demand	2009												2010						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	23,503	29,603	31,491	28,890	33,019	35,054	28,064	21,223	26,049	21,291	16,679	18,035	21,581	30,333	36,169	31,620	37,714	40,010	
Last Year	31,074	33,938	34,469	33,092	36,021	35,582	26,960	19,350	28,211	21,792	17,922	18,304	23,503	29,603	31,491	28,890	33,019	35,054	
Percent Change	-24.4	-12.8	-8.6	-12.7	-8.3	-1.5	4.1	9.7	-7.7	-2.3	-6.9	-1.5	-8.2	2.5	14.9	9.4	14.2	14.1	

Year To Date		
2008	2009	2010
228,264	199,864	215,462
234,355	228,264	199,864
-2.6	-12.4	7.8

Running 12 Months		
2008	2009	2010
357,798	314,099	328,768
362,388	357,798	314,099
-1.3	-12.2	4.7

Revenue	2009												2010						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	3,788,221	5,611,966	5,855,862	5,663,652	6,302,116	6,369,008	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	7,571,147	
Last Year	5,724,883	7,490,291	7,849,187	7,438,400	7,693,168	7,231,333	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	6,369,008	
Percent Change	-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	18.9	

Year To Date		
2008	2009	2010
47,359,857	36,379,960	38,254,469
47,757,933	47,359,857	36,379,960
-0.8	-23.2	5.2

Running 12 Months		
2008	2009	2010
70,447,559	56,261,305	55,078,318
69,290,046	70,447,559	56,261,305
1.7	-20.1	-2.1

Census %	2009												2010						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
Census Props	13	13	13	13	13	13	14	14	14	14	14	14	14	14	14	14	14	14	
Census Rooms	1664	1664	1664	1664	1664	1664	1797	1797	1797	1797	1797	1797	1797	1797	1797	1797	1797	1788	
% Rooms Participants	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	97.0	

A blank row indicates insufficient data.

Source 2010 SMITH TRAVEL RESEARCH, Inc.