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Amelia Island Tourist Development Council

For the Month of September 2010

Date Created: Oct 19, 2010

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Amelia Island Tourist Development Council

For the month of: September 2010

	Current Month - September 2010 vs September 2009												Year to Date - September 2010 vs September 2009												Participation			
	Occ %		ADR		RevPAR		Percent Change from September 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	48.0	43.6	86.76	85.73	41.65	37.40	10.1	1.2	11.4	13.4	1.9	12.1	60.2	57.1	105.35	108.03	63.42	61.65	5.5	-2.5	2.9	5.5	2.6	8.2	3577	1931	411406	293705
Jacksonville, FL	51.3	44.3	76.53	77.23	39.26	34.20	15.9	-0.9	14.8	14.8	-0.0	15.8	57.4	53.2	81.12	86.36	46.58	45.96	7.9	-6.1	1.4	3.8	2.4	10.5	268	185	26859	21865
Jacksonville Beaches	52.8	42.5	105.73	105.77	55.86	44.92	24.4	-0.0	24.3	25.4	0.8	25.4	59.9	56.9	116.94	121.72	70.02	69.28	5.2	-3.9	1.1	6.0	4.9	10.3	102	60	8025	6091
Savannah, GA	57.4	55.2	86.13	87.91	49.41	48.53	3.9	-2.0	1.8	4.0	2.2	6.2	61.1	59.4	86.27	87.59	52.72	52.01	2.9	-1.5	1.4	4.9	3.5	6.5	164	121	14894	12136
Brunswick/Kingsland, GA	39.3	37.5	77.86	92.31	30.57	34.64	4.6	-15.7	-11.8	-10.0	2.0	6.8	45.6	52.7	80.30	93.10	36.60	49.09	-13.6	-13.8	-25.4	-23.1	3.1	-10.9	91	53	7543	4401
Daytona Beach, FL	37.6	34.7	77.60	75.84	29.17	26.33	8.3	2.3	10.8	8.9	-1.7	6.4	51.8	50.1	98.03	98.22	50.78	49.25	3.3	-0.2	3.1	0.9	-2.1	1.1	179	63	13785	7678
Charleston, SC	63.9	57.4	104.47	101.48	66.73	58.24	11.3	2.9	14.6	16.3	1.5	13.0	66.5	62.6	107.25	105.84	71.27	66.28	6.1	1.3	7.5	10.3	2.5	8.8	165	115	17612	13877
Nassau County, FL	51.3	36.9	125.88	124.38	64.63	45.89	39.1	1.2	40.8	40.2	-0.4	38.6	53.8	49.9	151.22	156.04	81.29	77.93	7.6	-3.1	4.3	9.5	5.0	13.0	24	14	2112	1659
St Johns County, FL	46.7	39.1	90.18	90.94	42.16	35.59	19.4	-0.8	18.4	20.0	1.3	21.0	56.9	54.7	97.74	103.52	55.61	56.59	4.1	-5.6	-1.7	1.0	2.8	6.9	80	42	5765	4027
Hilton Head/Beaufort	55.4	54.4	119.11	118.20	66.05	64.35	1.8	0.8	2.6	2.8	0.1	2.0	57.6	56.6	125.89	127.60	72.48	72.20	1.8	-1.3	0.4	-0.5	-0.9	0.8	48	32	6589	4324
Fort Walton Beach, FL	42.0	40.3	101.99	104.93	42.82	42.33	4.1	-2.8	1.2	0.7	-0.4	3.7	50.1	50.8	119.45	129.81	59.89	65.97	-1.3	-8.0	-9.2	-9.4	-0.2	-1.5	79	47	9520	6731

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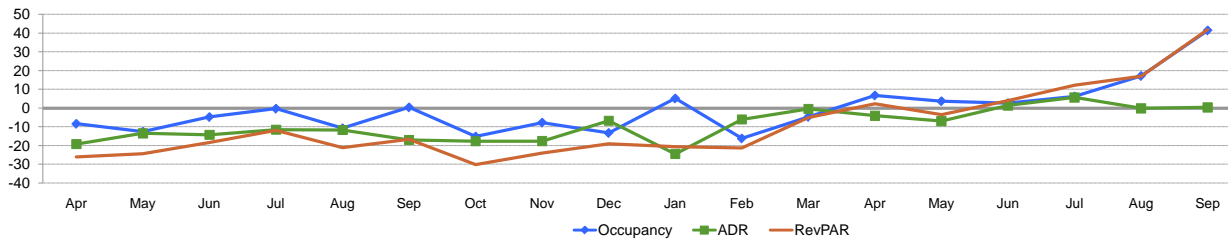
Source 2010 SMITH TRAVEL RESEARCH, Inc.

Tab 3 - Trend Amelia Island Sel Zip

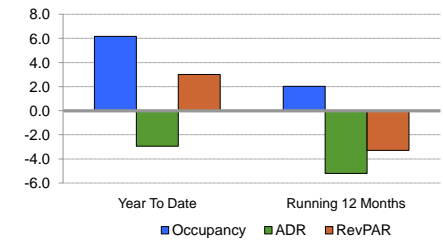
Currency: USD - US Dollar

Amelia Island Tourist Development Council
For the Month of September 2010

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2009												2010								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep			
This Year	63.4	56.1	68.5	68.4	47.0	40.2	47.9	40.9	31.7	38.9	44.5	56.7	67.6	58.2	70.3	72.7	55.1	56.9			
Last Year	69.1	64.2	71.9	68.6	52.7	40.1	56.4	44.3	36.5	37.0	53.1	59.5	63.4	56.1	68.5	68.4	47.0	40.2			
Percent Change	-8.3	-12.6	-4.7	-0.3	-10.7	0.4	-15.2	-7.7	-13.2	5.2	-16.2	-4.7	6.8	3.7	2.7	6.2	17.2	41.4			

Year To Date			Running 12 Months		
2008	2009	2010	2008	2009	2010
60.6	54.6	58.0	58.0	52.4	53.5
65.8	60.6	54.6	61.6	58.0	52.4
-7.9	-9.9	6.2	-5.9	-9.6	2.0

ADR	2009												2010								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep			
This Year	182.16	192.75	180.67	177.06	157.24	135.26	148.87	143.62	135.77	112.63	148.46	185.63	174.66	179.30	183.09	187.11	157.00	135.73			
Last Year	225.54	222.72	210.69	200.13	178.05	162.92	180.79	174.39	145.57	149.11	158.05	186.46	182.16	192.75	180.67	177.06	157.24	135.26			
Percent Change	-19.2	-13.5	-14.3	-11.5	-11.7	-17.0	-17.7	-17.6	-6.7	-24.5	-6.1	-0.4	-4.1	-7.0	1.3	5.7	-0.2	0.3			

Year To Date			Running 12 Months		
2008	2009	2010	2008	2009	2010
199.01	171.48	166.41	193.72	171.01	162.10
196.57	199.01	171.48	190.26	193.72	171.01
1.2	-13.8	-3.0	1.8	-11.7	-5.2

RevPAR	2009												2010								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep			
This Year	115.40	108.19	123.77	121.18	73.98	54.42	71.28	58.72	42.98	43.86	66.07	105.24	118.13	104.34	128.77	136.03	86.54	77.23			
Last Year	155.90	143.04	151.52	137.37	93.85	65.27	102.03	77.26	53.12	55.22	83.91	110.87	115.40	108.19	123.77	121.18	73.98	54.42			
Percent Change	-26.0	-24.4	-18.3	-11.8	-21.2	-16.6	-30.1	-24.0	-19.1	-20.6	-21.3	-5.1	2.4	-3.6	4.0	12.3	17.0	41.9			

Year To Date			Running 12 Months		
2008	2009	2010	2008	2009	2010
120.62	93.62	96.44	112.26	89.60	86.65
129.30	120.62	93.62	117.22	112.26	89.60
-6.7	-22.4	3.0	-4.2	-20.2	-3.3

Supply	2009												2010								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep			
This Year	46,800	48,360	46,800	48,360	52,483	50,790	52,483	50,790	52,483	52,483	47,404	52,483	50,790	52,483	50,790	52,204	52,204	50,520			
Last Year	46,800	48,360	46,800	48,360	48,360	46,800	48,360	46,800	48,360	48,360	43,680	48,360	46,800	48,360	46,800	48,360	52,483	50,790			
Percent Change	0.0	0.0	0.0	0.0	8.5	8.5	8.5	8.5	8.5	8.5	8.5	8.5	8.5	8.5	8.5	7.9	-0.5	-0.5			

Year To Date			Running 12 Months		
2008	2009	2010	2008	2009	2010
421,650	433,993	461,361	560,846	577,513	617,117
413,049	421,650	433,993	561,813	560,846	577,513
2.1	2.9	6.3	-0.2	3.0	6.9

Demand	2009												2010								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep			
This Year	29,649	27,144	32,061	33,096	24,692	20,433	25,129	20,765	16,615	20,437	21,097	29,755	34,351	30,542	35,722	37,953	28,774	28,745			
Last Year	32,349	31,058	33,657	33,196	25,490	18,750	27,291	20,734	17,646	17,908	23,191	28,756	29,649	27,144	32,061	33,096	24,692	20,433			
Percent Change	-8.3	-12.6	-4.7	-0.3	-3.1	9.0	-7.9	0.1	-5.8	14.1	-9.0	3.5	15.9	12.5	11.4	14.7	16.5	40.7			

Year To Date			Running 12 Months		
2008	2009	2010	2008	2009	2010
255,559	236,930	267,376	325,018	302,601	329,885
271,707	255,559	236,930	346,129	325,018	302,601
-5.9	-7.3	12.9	-6.1	-6.9	9.0

Revenue	2009												2010								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep			
This Year	5,400,848	5,232,003	5,792,375	5,860,049	3,882,590	2,763,850	3,740,848	2,982,268	2,255,752	2,301,883	3,132,123	5,523,289	5,999,854	5,476,122	6,540,204	7,101,419	4,517,492	3,901,634			
Last Year	7,295,888	6,917,367	7,091,237	6,643,360	4,538,471	3,054,677	4,933,965	3,615,765	2,568,732	2,670,263	3,665,324	5,361,838	5,400,848	5,232,003	5,792,375	5,860,049	3,882,590	2,763,850			
Percent Change	-26.0	-24.4	-18.3	-11.8	-14.5	-9.5	-24.2	-17.5	-12.2	-13.8	-14.5	3.0	11.1	4.7	12.9	16.4	41.2				

Year To Date			Running 12 Months		
2008	2009	2010	2008	2009	2010
50,858,193	40,629,140	44,494,020	62,961,708	51,747,602	53,472,888
53,408,585	50,858,193	40,629,140	65,855,207	62,961,708	51,747,602
-4.8	-20.1	9.5	-4.4	-17.8	3.3

Census %	2009												2010								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep			
Census Props	13	13	13	13	14	14	14	14	14	14	14	14	14	14	14	14	14	14			
Census Rooms	1560	1560	1560	1560	1693	1693	1693	1693	1693	1693	1693	1693	1693	1693	1693	1684	1684	1684			
% Rooms Participants	96.6	96.6	96.6	96.6	96.9	96.9	96.9	96.9	96.9	96.9	96.9	96.9	96.9	96.9	96.9	96.9	96.9	81.5			

A blank row indicates insufficient data.

Source 2010 SMITH TRAVEL RESEARCH, Inc.

