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Amelia Island Tourist Development Council

For the Month of August 2009

Date Created: Sep 23, 2009

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Amelia Island Tourist Development Council

For the month of: August 2009

	Current Month - August 2009 vs August 2008												Year to Date - August 2009 vs August 2008												Participation			
	Occ %		ADR		RevPAR		Percent Change from August 2008						Occ %		ADR		RevPAR		Percent Change from YTD 2008						Properties		Rooms	
	2009	2008	2009	2008	2009	2008	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2009	2008	2009	2008	2009	2008	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Jacksonville, FL	48.6	56.6	79.67	86.08	38.74	48.68	-14.0	-7.4	-20.4	-16.1	5.5	-9.3	55.3	62.9	87.16	95.87	48.22	60.33	-12.1	-9.1	-20.1	-16.3	4.7	-8.0	266	183	26936	22203
Jacksonville Beaches	52.5	54.6	113.26	124.95	59.44	68.24	-3.9	-9.4	-12.9	-8.5	5.1	0.9	59.3	63.7	123.94	139.40	73.54	88.74	-6.8	-11.1	-17.1	-14.9	2.7	-4.3	100	58	7966	6233
Savannah, GA	55.0	57.6	81.09	88.40	44.59	50.89	-4.5	-8.3	-12.4	-8.8	4.1	-0.6	60.6	63.9	86.96	95.97	52.72	61.28	-5.1	-9.4	-14.0	-9.8	4.8	-0.5	159	123	14383	12192
Brunswick/Kingsland, GA	48.4	51.0	98.91	109.62	47.89	55.85	-5.0	-9.8	-14.3	-10.1	4.8	-0.4	55.8	57.5	91.34	106.48	51.00	61.25	-2.9	-14.2	-16.7	-11.6	6.2	3.1	87	55	7309	4784
Daytona Beach, FL	46.4	46.1	81.88	88.36	37.99	40.76	0.6	-7.3	-6.8	-3.8	3.2	3.8	54.6	55.1	100.83	109.82	55.10	60.53	-0.9	-8.2	-9.0	-6.5	2.7	1.8	186	58	14281	6492
Charleston, SC	62.3	64.7	100.09	111.66	62.31	72.21	-3.7	-10.4	-13.7	-14.1	-0.4	-4.2	64.3	69.0	106.25	116.79	68.28	80.58	-6.9	-9.0	-15.3	-14.6	0.7	-6.2	161	114	17239	13738
Nassau County, FL	49.0	50.8	147.89	162.36	72.51	82.52	-3.5	-8.9	-12.1	-3.7	9.6	5.7	52.6	60.6	161.56	184.81	85.02	111.91	-13.1	-12.6	-24.0	-20.4	4.7	-9.0	24	13	2225	1851
St Johns County, FL	48.0	51.2	91.82	102.49	44.06	52.43	-6.2	-10.4	-16.0	-13.3	3.2	-3.2	57.4	61.0	103.53	115.93	59.46	70.67	-5.8	-10.7	-15.9	-14.6	1.4	-4.4	80	42	5823	4073
Hilton Head/Beaufort	61.5	63.7	131.04	142.67	80.57	90.87	-3.5	-8.2	-11.3	-11.3	0.0	-3.5	57.3	59.9	127.86	139.23	73.26	83.43	-4.4	-8.2	-12.2	-10.5	1.9	-2.5	48	30	6581	4149
Fort Walton Beach, FL	52.5	52.7	126.09	141.43	66.25	74.53	-0.3	-10.8	-11.1	-7.7	3.8	3.5	53.4	56.6	130.49	144.29	69.65	81.67	-5.7	-9.6	-14.7	-11.3	4.0	-1.9	76	49	9392	6885

A blank row indicates insufficient data.

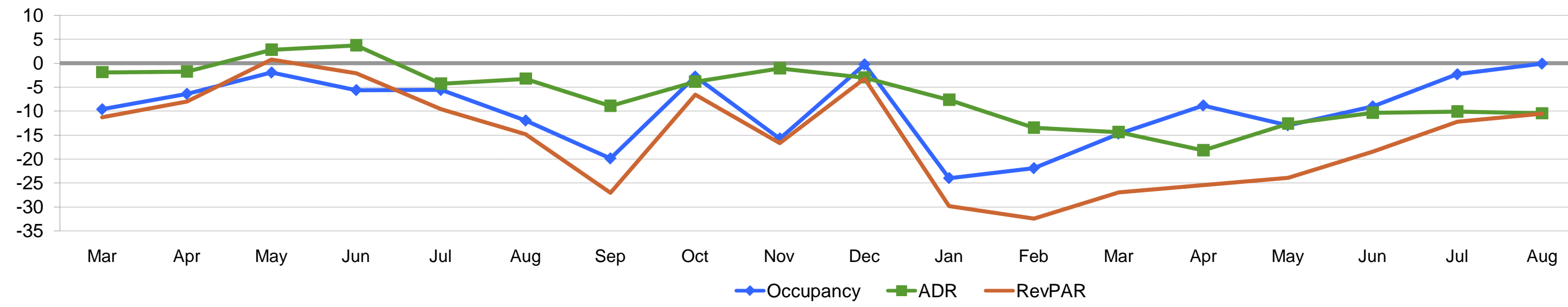
Source 2009 Smith Travel Research, Inc

Tab 3 - Trend Amellia Island Sel Zip

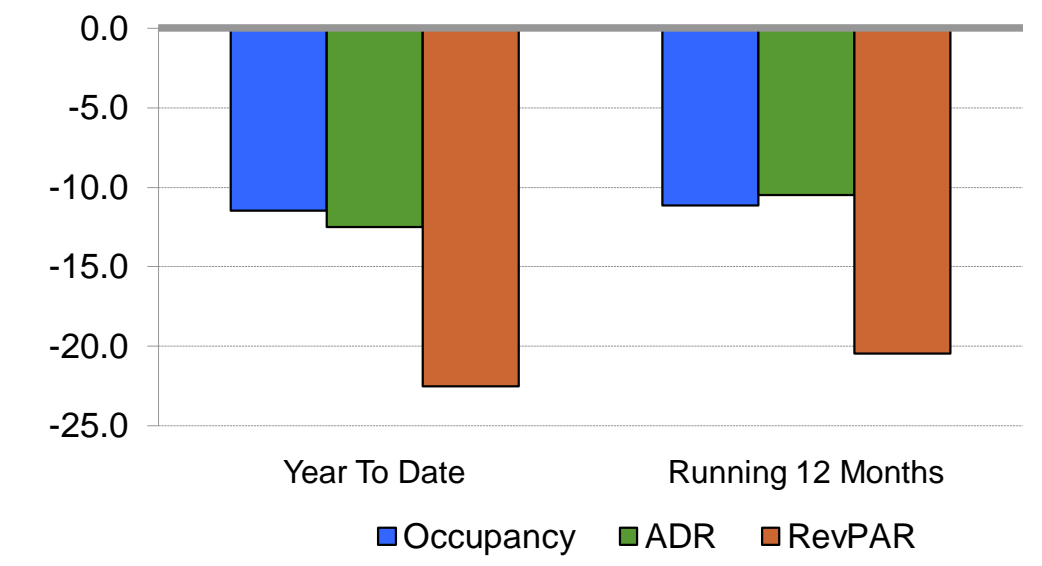
Amellia Island Tourist Development Council
For the Month of August 2009

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2008											2009							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
This Year	68.2	70.6	65.6	73.4	69.9	53.6	41.4	56.8	45.1	36.0	36.8	51.8	58.2	64.3	57.1	66.7	68.3	53.5	
Last Year	75.5	75.4	66.9	77.7	74.1	60.9	51.7	58.4	53.6	36.1	48.4	66.4	68.2	70.6	65.6	73.4	69.9	53.6	
Percent Change	-9.6	-6.4	-1.9	-5.6	-5.6	-12.0	-19.9	-2.8	-15.7	-0.2	-24.0	-21.9	-14.7	-8.8	-13.0	-9.0	-2.3	-0.1	

Year To Date		
2007	2008	2009
68.9	64.5	57.1
68.4	68.9	64.5
0.8	-6.5	-11.5

Running 12 Months		
2007	2008	2009
62.6	59.7	53.0
66.0	62.6	59.7
-5.1	-4.7	-11.1

ADR	2008											2009							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
This Year	219.86	224.43	221.49	210.89	200.73	178.87	163.56	182.23	175.98	146.67	150.06	159.22	188.17	183.55	193.54	189.06	180.42	160.11	
Last Year	224.12	228.43	215.57	203.34	209.70	184.87	179.64	189.59	177.97	151.21	162.51	184.02	219.86	224.43	221.49	210.89	200.73	178.87	
Percent Change	-1.9	-1.8	2.8	3.7	-4.3	-3.3	-8.9	-3.9	-1.1	-3.0	-7.7	-13.5	-14.4	-18.2	-12.6	-10.4	-10.1	-10.5	

Year To Date		
2007	2008	2009
202.09	202.78	177.47
190.30	202.09	202.78
6.2	0.3	-12.5

Running 12 Months		
2007	2008	2009
192.45	195.64	175.15
179.87	192.45	195.64
7.0	1.7	-10.5

RevPAR	2008											2009							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
This Year	149.92	158.34	145.31	154.71	140.36	95.84	67.66	103.51	79.42	52.87	55.19	82.55	109.43	118.05	110.50	126.17	123.24	85.71	
Last Year	169.10	172.18	144.23	158.05	155.32	112.55	92.78	110.78	95.31	54.64	78.66	122.24	149.92	158.34	145.31	154.71	140.36	95.84	
Percent Change	-11.3	-8.0	0.8	-2.1	-9.6	-14.8	-27.1	-6.6	-16.7	-3.2	-29.8	-32.5	-27.0	-25.4	-24.0	-18.4	-12.2	-10.6	

Year To Date		
2007	2008	2009
139.32	130.71	101.26
130.11	139.32	130.71
7.1	-6.2	-22.5

Running 12 Months		
2007	2008	2009
120.50	116.70	92.84
118.68	120.50	116.70
1.5	-3.2	-20.4

Supply	2008											2009							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
This Year	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	55,707	
Last Year	50,127	48,510	50,127	48,510	50,127	50,127	48,510	50,127	48,510	50,127	50,127	45,276	50,127	49,920	51,584	49,920	51,584	51,584	
Percent Change	0.0	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.9	0.0	0.0	0.0	0.0	8.0	

Year To Date		
2007	2008	2009
392,931	400,122	408,475
382,331	392,931	400,122
2.8	1.8	2.1

Running 12 Months		
2007	2008	2009
590,205	597,396	611,483
573,505	590,205	597,396
2.9	1.2	2.4

Demand	2008											2009							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
This Year	34,181	35,219	33,841	36,621	36,070	27,641	20,651	29,301	22,528	18,593	18,973	24,157	29,998	32,108	29,451	33,315	35,235	29,823	
Last Year	37,821	36,565	33,538	37,706	37,129	30,517	25,056	29,291	25,979	18,112	24,265	30,076	34,181	35,219	33,841	36,621	36,070	27,641	
Percent Change	-9.6	-3.7	0.9	-2.9	-2.9	-9.4	-17.6	0.0	-13.3	2.7	-21.8	-19.7	-12.2	-8.8	-13.0	-9.0	-2.3	7.9	

Year To Date		
2007	2008	2009
270,890	257,914	233,060
261,404	270,890	257,914
3.6	-4.8	-9.6

Running 12 Months		
2007	2008	2009
369,541	356,352	324,133
378,405	369,541	356,352
-2.3	-3.6	-9.0

Revenue	2008											2009							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
This Year	7,514,939	7,904,291	7,495,581	7,723,020	7,240,418	4,944,023	3,377,686	5,339,583	3,964,586	2,727,048	2,846,994	3,846,365	5,644,645	5,893,285	5,699,911	6,298,606	6,357,142	4,774,872	
Last Year	8,476,358	8,352,634	7,229,631	7,667,001	7,785,913	5,641,816	4,500,954	5,553,165	4,623,425	2,738,725	3,943,208	5,534,496	7,514,939	7,904,291	7,495,581	7,723,020	7,240,418	4,944,023	
Percent Change	-11.3	-5.4	3.7	0.7	-7.0	-12.4	-25.0	-3.8	-14.3	-0.4	-27.8	-30.5	-24.9	-25.4	-24.0	-18.4	-12.2	-3.4	

Year To Date		
2007	2008	2009
54,744,040	52,299,976	41,361,820
49,744,891	54,744,040	52,299,976
10.0	-4.5	-20.9

Running 12 Months		
2007	2008	2009
71,119,719	69,716,245	56,770,723
68,064,378	71,119,719	69,716,245
4.5	-2.0	-18.6

Census %	2008											2009							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Census Props	12	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	14	
Census Rooms	1617	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1797	
% Rooms Participants	88.4	85.9	85.9	85.9	85.9	85.9	85.9	85.9	94.0	94.0	94.0	94.0	94.0	94.0	94.0	94.0	94.0	87.0	

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Source 2009 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@smithtravelresearch.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

The value of any given month is computed by taking the value of that month and the values of the eleven preceding months, adding them together and dividing by

WD (Weekday)

Average of Sunday through Thursday