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Amelia Island Tourist Development Council

For the Month of December 2009

Date Created: Jan 20, 2010

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Amelia Island Tourist Development Council

For the month of: December 2009

	Current Month - December 2009 vs December 2008												Year to Date - December 2009 vs December 2008												Participation			
	Occ %		ADR		RevPAR		Percent Change from December 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	46.1	46.4	73.87	82.26	34.04	38.17	-0.7	-10.2	-10.8	-7.4	3.9	3.1	52.8	59.1	84.03	93.47	44.35	55.25	-10.7	-10.1	-19.7	-16.0	4.7	-6.6	267	183	26947	22122
Jacksonville Beaches	42.0	43.3	100.78	108.87	42.29	47.11	-3.0	-7.4	-10.2	-4.5	6.3	3.1	54.5	58.4	118.76	134.17	64.75	78.40	-6.7	-11.5	-17.4	-14.2	3.9	-3.0	101	59	8062	6360
Savannah, GA	43.9	44.0	73.82	77.01	32.40	33.91	-0.3	-4.1	-4.5	1.3	6.0	5.7	57.8	60.3	85.74	94.06	49.57	56.70	-4.1	-8.9	-12.6	-8.1	5.1	0.8	162	123	14745	12159
Brunswick/Kingsland, GA	38.2	41.0	75.56	80.35	28.84	32.92	-6.8	-6.0	-12.4	-8.5	4.4	-2.7	50.4	52.7	90.47	103.22	45.63	54.38	-4.3	-12.4	-16.1	-11.5	5.4	1.0	88	55	7369	4682
Daytona Beach, FL	32.1	32.4	71.61	72.23	22.98	23.41	-1.0	-0.9	-1.9	-2.0	-0.1	-1.2	48.9	49.0	95.12	101.81	46.48	49.84	-0.2	-6.6	-6.7	-4.9	2.0	1.8	185	58	14120	6663
Charleston, SC	43.7	46.9	88.76	92.12	38.81	43.19	-6.7	-3.6	-10.1	-7.8	2.5	-4.4	61.0	64.5	103.91	113.65	63.39	73.30	-5.4	-8.6	-13.5	-12.6	1.0	-4.4	164	116	17549	13959
Nassau County, FL	30.8	35.4	122.54	130.43	37.76	46.13	-12.9	-6.0	-18.1	-12.9	6.4	-7.3	47.2	54.4	152.97	176.41	72.14	95.94	-13.3	-13.3	-24.8	-20.2	6.1	-8.0	24	14	2225	1984
St Johns County, FL	45.1	44.9	86.78	94.51	39.17	42.40	0.6	-8.2	-7.6	-4.7	3.2	3.8	53.5	56.2	99.79	112.09	53.35	62.98	-4.9	-11.0	-15.3	-13.6	2.0	-2.9	80	41	5823	3971
Hilton Head/Beaufort	29.2	29.5	84.81	85.49	24.79	25.26	-1.1	-0.8	-1.9	-3.6	-1.8	-2.8	52.9	54.2	121.23	131.06	64.18	70.98	-2.2	-7.5	-9.6	-8.8	0.8	-1.4	47	30	6465	4149
Fort Walton Beach, FL	25.9	24.4	73.67	78.46	19.07	19.13	6.2	-6.1	-0.3	0.6	0.9	7.1	47.1	48.8	120.30	133.66	56.72	65.24	-3.4	-10.0	-13.1	-10.1	3.4	-0.1	76	48	9392	6830

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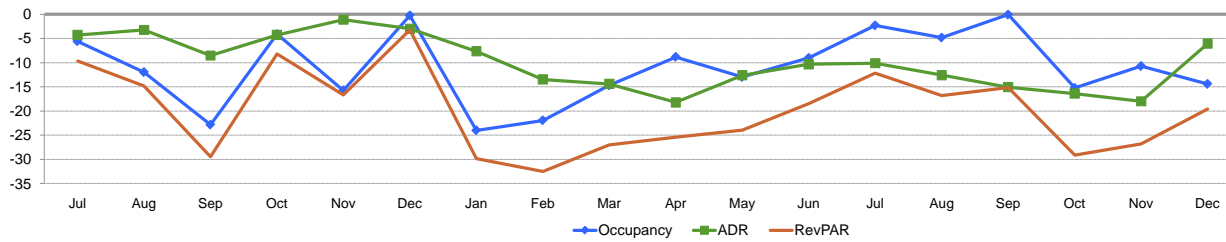
Source 2010 Smith Travel Research, Inc

Tab 3 - Trend Amelia Island Sel Zip

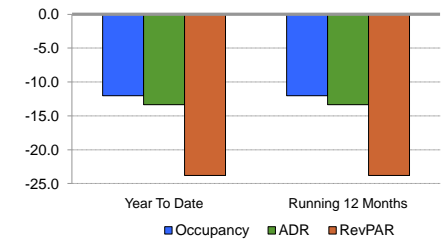
Currency: USD - US Dollar

Amelia Island Tourist Development Council
For the Month of December 2009

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2008						2009											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	69.9	53.6	39.8	56.0	45.1	36.0	36.8	51.8	58.2	64.3	57.1	66.7	68.3	51.0	39.8	47.5	40.3	30.8
Last Year	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	39.8	56.0	45.1	36.0
Percent Change	-5.6	-12.0	-22.8	-4.1	-15.7	-0.2	-24.0	-21.9	-14.7	-8.8	-13.0	-9.0	-2.3	-4.8	-0.1	-15.2	-10.7	-14.4

Year To Date		
2007	2008	2009
62.6	57.7	50.7
62.1	62.6	57.7
0.7	-7.8	-12.0

Running 12 Months		
2007	2008	2009
62.6	57.7	50.7
62.1	62.6	57.7
0.7	-7.8	-12.0

ADR	2008						2009											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	200.73	178.87	164.29	181.47	175.99	146.67	150.06	159.22	188.17	183.55	193.54	189.06	180.42	156.35	139.54	151.75	144.30	137.79
Last Year	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	164.29	181.47	175.99	146.67
Percent Change	-4.3	-3.3	-8.5	-4.3	-1.1	-3.0	-7.7	-13.5	-14.4	-18.2	-12.6	-10.4	-10.1	-12.6	-15.1	-16.4	-18.0	-6.1

Year To Date		
2007	2008	2009
195.38	194.07	168.12
183.64	195.38	194.07
6.4	-0.7	-13.4

Running 12 Months		
2007	2008	2009
195.38	194.07	168.12
183.64	195.38	194.07
6.4	-0.7	-13.4

RevPAR	2008						2009											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	140.36	95.84	65.47	101.66	79.42	52.86	55.19	82.55	109.43	118.05	110.50	126.17	123.24	79.73	55.56	72.05	58.13	42.50
Last Year	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	65.47	101.66	79.42	52.86
Percent Change	-9.6	-14.8	-29.4	-8.2	-16.7	-3.2	-29.8	-32.5	-27.0	-25.4	-24.0	-18.4	-12.2	-16.8	-15.1	-29.1	-26.8	-19.6

Year To Date		
2007	2008	2009
122.26	111.92	85.29
114.08	122.26	111.92
7.2	-8.5	-23.8

Running 12 Months		
2007	2008	2009
122.26	111.92	85.29
114.08	122.26	111.92
7.2	-8.5	-23.8

Supply	2008						2009											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	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	53,910	55,707	53,910	55,707
Last Year	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	49,920	51,584	49,920	51,584
Percent Change	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	8.0	8.0	8.0	8.0

Year To Date		
2007	2008	2009
590,205	603,130	627,709
579,605	590,205	603,130
1.8	2.2	4.1

Running 12 Months		
2007	2008	2009
590,205	603,130	627,709
579,605	590,205	603,130
1.8	2.2	4.1

Demand	2008						2009											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	36,070	27,641	19,893	28,898	22,528	18,592	18,973	24,157	29,998	32,108	29,451	33,315	35,235	28,407	21,465	26,451	21,719	17,183
Last Year	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	19,893	28,898	22,528	18,592
Percent Change	-2.9	-9.4	-20.6	-1.3	-13.3	2.7	-21.8	-19.7	-12.2	-8.8	-13.0	-9.0	-2.3	2.8	7.9	-8.5	-3.6	-7.6

Year To Date		
2007	2008	2009
369,328	347,825	318,462
360,055	369,328	347,825
2.6	-5.8	-8.4

Running 12 Months		
2007	2008	2009
369,328	347,825	318,462
360,055	369,328	347,825
2.6	-5.8	-8.4

Revenue	2008						2009											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	7,240,418	4,944,023	3,268,243	5,244,223	3,964,627	2,726,951	2,846,994	3,846,365	5,644,645	5,893,285	5,699,911	6,298,606	6,357,142	4,441,472	2,995,180	4,013,919	3,133,972	2,367,667
Last Year	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	3,268,243	5,244,223	3,964,627	2,726,951
Percent Change	-7.0	-12.4	-27.4	-5.6	-14.2	-0.4	-27.8	-30.5	-24.9	-25.4	-24.0	-18.4	-12.2	-10.2	-8.4	-23.5	-21.0	-13.2

Year To Date		
2007	2008	2009
72,160,309	67,504,020	53,539,158
66,120,570	72,160,309	67,504,020
9.1	-6.5	-20.7

Running 12 Months		
2007	2008	2009
72,160,309	67,504,020	53,539,158
66,120,570	72,160,309	67,504,020
9.1	-6.5	-20.7

Census %	2008						2009											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Census Props	13	13	13	13	13	13	13	13	13	13	13	13	13	14	14	14	14	14
Census Rooms	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1797	1797	1797	1797	1797
% Rooms Participants	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	94.4	94.4	94.4	94.4

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Source 2010 Smith Travel Research, Inc.

