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## Amelia Island Tourist Development Council

**For the Month of December 2008**

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All pages/reports are purchased separately

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# Tab 2 - Multi-Segment

Amelia Island Tourist Development Council

For the month of: December 2008

	Current Month - December 2008 vs December 2007												Year to Date - December 2008 vs December 2007												Participation			
	Occ %		ADR		RevPAR		Percent Change from December 2007						Occ %		ADR		RevPAR		Percent Change from YTD 2007						Properties		Rooms	
	2008	2007	2008	2007	2008	2007	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2008	2007	2008	2007	2008	2007	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Jacksonville, FL	46.5	50.0	81.60	84.15	37.98	42.04	-6.8	-3.0	-9.7	-4.7	5.4	-1.8	59.2	64.0	93.35	93.67	55.29	59.90	-7.4	-0.3	-7.7	-2.9	5.2	-2.6	253	172	25909	21339
Jacksonville Beaches	43.2	45.9	108.53	111.18	46.87	51.09	-6.0	-2.4	-8.3	-5.9	2.6	-3.6	58.7	64.1	133.93	132.24	78.62	84.79	-8.4	1.3	-7.3	-4.2	3.3	-5.5	95	54	7563	5935
Savannah, GA	44.3	48.5	76.30	81.25	33.81	39.39	-8.6	-6.1	-14.2	-10.1	4.8	-4.3	60.2	65.9	93.47	93.91	56.25	61.89	-8.7	-0.5	-9.1	-3.3	6.4	-2.8	153	116	13898	11452
Brunswick/Kingsland, GA	40.6	45.2	80.51	87.09	32.72	39.34	-10.0	-7.6	-16.8	-14.0	3.4	-6.9	52.9	66.5	103.29	97.28	54.59	64.71	-20.5	6.2	-15.6	-13.6	2.4	-18.6	84	54	7056	4767
Daytona Beach, FL	33.1	36.5	71.42	76.81	23.63	28.03	-9.4	-7.0	-15.7	-11.8	4.6	-5.2	49.6	52.6	102.48	102.97	50.82	54.16	-5.7	-0.5	-6.2	-4.9	1.4	-4.4	183	56	14147	6394
Charleston, SC	46.9	50.5	91.88	97.29	43.08	49.13	-7.1	-5.6	-12.3	-10.0	2.7	-4.6	64.6	70.0	113.32	110.15	73.20	77.09	-7.7	2.9	-5.0	-0.9	4.3	-3.7	163	111	17233	13412
Nassau County, FL	35.3	36.0	130.60	134.83	46.12	48.58	-2.0	-3.1	-5.1	0.1	5.4	3.4	55.3	59.4	176.70	179.14	97.71	106.33	-6.8	-1.4	-8.1	-4.2	4.3	-2.8	23	13	2092	1851
St Johns County, FL	44.8	49.9	94.02	99.24	42.11	49.50	-10.2	-5.3	-14.9	-14.0	1.1	-9.2	56.2	62.4	111.43	110.37	62.59	68.84	-9.9	1.0	-9.1	-8.3	0.8	-9.2	77	39	5624	3846
Hilton Head/Beaufort	29.6	30.9	85.49	91.44	25.27	28.27	-4.4	-6.5	-10.6	-7.0	4.0	-0.6	54.2	57.8	130.79	129.73	70.85	74.98	-6.3	0.8	-5.5	-3.3	2.3	-4.1	48	32	6581	4316
Fort Walton Beach, FL	25.3	28.9	79.02	83.32	19.98	24.12	-12.6	-5.2	-17.2	-13.9	3.9	-9.3	49.9	54.4	134.78	134.44	67.24	73.17	-8.3	0.2	-8.1	-6.1	2.2	-6.3	73	41	9457	6225

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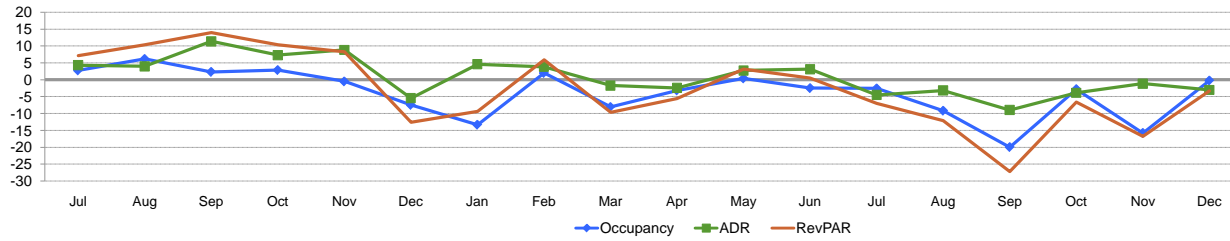
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# Tab 3 - Trend Amelia Island Sel Zip

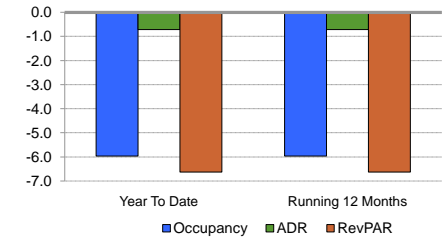
Amelia Island Tourist Development Council

For the Month of December 2008

## Monthly Percent Change



## Overall Percent Change



Occupancy (%)	2007						2008											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	74.1	60.9	51.7	58.4	53.6	36.1	48.6	66.5	69.3	73.0	67.2	75.8	72.2	55.3	41.3	56.8	45.1	36.0
Last Year	72.1	57.3	50.5	56.8	53.8	39.0	56.0	65.2	75.5	75.4	66.9	77.7	74.1	60.9	51.7	58.4	53.6	36.1
Percent Change	2.7	6.2	2.3	2.9	-0.5	-7.5	-13.3	2.0	-8.1	-3.2	0.4	-2.5	-2.6	-9.2	-20.0	-2.8	-15.8	-0.2

Year To Date		
2006	2007	2008
62.1	62.6	59.8
68.9	62.1	62.6
-9.9	0.7	-6.0

Running 12 Months		
2006	2007	2008
62.1	62.6	59.8
68.9	62.1	62.6
-9.9	0.7	-6.0

ADR	2007						2008											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	209.70	184.87	179.64	189.59	177.97	151.21	162.40	184.00	220.32	222.98	221.53	209.74	200.31	179.02	163.51	182.23	175.96	146.67
Last Year	200.93	177.76	161.20	176.64	163.44	159.92	155.20	177.18	224.12	228.43	215.57	203.34	209.70	184.87	179.64	189.59	177.97	151.21
Percent Change	4.4	4.0	11.4	7.3	8.9	-5.4	4.6	3.8	-1.7	-2.4	2.8	3.1	-4.5	-3.2	-9.0	-3.9	-1.1	-3.0

Year To Date		
2006	2007	2008
183.64	195.38	193.99
174.09	183.64	195.38
5.5	6.4	-0.7

Running 12 Months		
2006	2007	2008
183.64	195.38	193.99
174.09	183.64	195.38
5.5	6.4	-0.7

RevPAR	2007						2008											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	155.32	112.55	92.78	110.78	95.31	54.64	78.86	122.39	152.78	162.74	148.78	158.96	144.54	98.97	67.58	103.51	79.36	52.87
Last Year	144.85	101.93	81.38	100.34	87.98	62.45	86.97	115.54	169.10	172.18	144.23	158.05	155.32	112.55	92.78	110.78	95.31	54.64
Percent Change	7.2	10.4	14.0	10.4	8.3	-12.5	-9.3	5.9	-9.6	-5.5	3.2	0.6	-6.9	-12.1	-27.2	-6.6	-16.7	-3.2

Year To Date		
2006	2007	2008
114.08	122.26	114.15
120.02	114.08	122.26
-4.9	7.2	-6.6

Running 12 Months		
2006	2007	2008
114.08	122.26	114.15
120.02	114.08	122.26
-4.9	7.2	-6.6

Supply	2007						2008											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This 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
Last Year	48,577	50,127	48,510	50,127	48,510	50,127	50,127	45,276	50,127	48,510	50,127	48,510	50,127	50,127	48,510	50,127	48,510	50,127
Percent Change	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.9

Year To Date		
2006	2007	2008
579,605	590,205	603,130
571,955	579,605	590,205
1.3	1.8	2.2

Running 12 Months		
2006	2007	2008
579,605	590,205	603,130
571,955	579,605	590,205
1.3	1.8	2.2

Demand	2007						2008											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	37,129	30,517	25,056	29,291	25,979	18,112	24,341	30,115	34,761	36,434	34,643	37,834	37,222	28,518	20,632	29,301	22,515	18,593
Last Year	35,018	28,744	24,489	28,476	26,112	19,574	28,090	29,524	37,821	36,565	33,538	37,706	37,129	30,517	25,056	29,291	25,979	18,112
Percent Change	6.0	6.2	2.3	2.9	-0.5	-7.5	-13.3	2.0	-8.1	-0.4	3.3	0.3	0.3	-6.6	-17.7	0.0	-13.3	2.7

Year To Date		
2006	2007	2008
360,055	369,328	354,909
394,304	360,055	369,328
-8.7	2.6	-3.9

Running 12 Months		
2006	2007	2008
360,055	369,328	354,909
394,304	360,055	369,328
-8.7	2.6	-3.9

Revenue	2007						2008											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	7,785,913	5,641,816	4,500,954	5,553,165	4,623,425	2,738,725	3,952,915	5,541,220	7,658,588	8,124,083	7,674,604	7,935,267	7,455,881	5,105,345	3,373,609	5,339,583	3,961,833	2,727,048
Last Year	7,036,291	5,109,578	3,947,505	5,029,956	4,267,867	3,130,351	4,359,567	5,231,120	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
Percent Change	10.7	10.4	14.0	10.4	8.3	-12.5	-9.3	5.9	-9.6	-2.7	6.2	3.5	-4.2	-9.5	-25.0	-3.8	-14.3	-0.4

Year To Date		
2006	2007	2008
66,120,570	72,160,309	68,849,976
68,645,065	66,120,570	72,160,309
-3.7	9.1	-4.6

Running 12 Months		
2006	2007	2008
66,120,570	72,160,309	68,849,976
68,645,065	66,120,570	72,160,309
-3.7	9.1	-4.6

Census %	2007						2008											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Census Props	12	12	12	12	12	12	12	12	12	13	13	13	13	13	13	13	13	13
Census Rooms	1617	1617	1617	1617	1617	1617	1617	1617	1617	1664	1664	1664	1664	1664	1664	1664	1664	1664
% Rooms Participants	96.7	96.7	96.7	96.7	96.7	96.7	96.7	88.4	88.4	85.9	85.9	85.9	85.9	85.9	85.9	85.9	94.0	94.0

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