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Amelia Island Tourist Development Council

For the Month of May 2009

Date Created: Jun 22, 2009

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Amelia Island Tourist Development Council

For the month of: May 2009

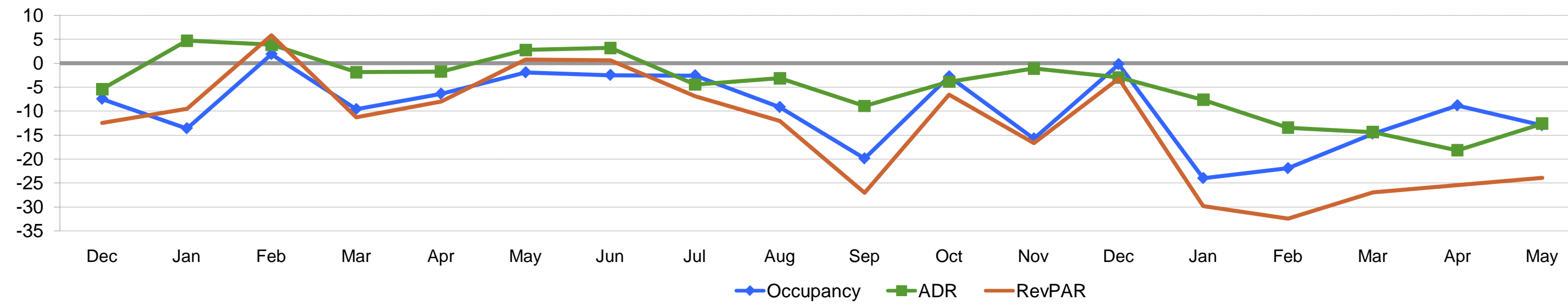
	Current Month - May 2009 vs May 2008												Year to Date - May 2009 vs May 2008												Participation			
	Occ %		ADR		RevPAR		Percent Change from May 2008						Occ %		ADR		RevPAR		Percent Change from YTD 2008						Properties		Rooms	
	2009	2008	2009	2008	2009	2008	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2009	2008	2009	2008	2009	2008	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Jacksonville, FL	54.9	63.2	92.20	101.72	50.63	64.29	-13.1	-9.4	-21.3	-18.3	3.7	-9.9	56.1	64.8	88.86	98.15	49.88	63.64	-13.4	-9.5	-21.6	-17.9	4.8	-9.3	258	176	26153	21548
Jacksonville Beaches	59.2	62.5	139.91	158.29	82.84	98.91	-5.2	-11.6	-16.2	-14.6	2.0	-3.3	59.0	64.6	125.26	141.50	73.87	91.40	-8.7	-11.5	-19.2	-17.4	2.2	-6.7	97	55	7653	5983
Savannah, GA	62.1	66.2	89.93	100.50	55.82	66.51	-6.2	-10.5	-16.1	-13.1	3.6	-2.9	59.6	65.2	88.64	98.47	52.80	64.22	-8.7	-10.0	-17.8	-13.5	5.3	-3.9	158	121	14309	12026
Brunswick/Kingsland, GA	52.8	57.3	99.56	115.57	52.62	66.25	-7.8	-13.9	-20.6	-14.6	7.5	-0.9	57.3	58.2	86.27	100.86	49.40	58.72	-1.7	-14.5	-15.9	-10.4	6.5	4.8	87	55	7293	4800
Daytona Beach, FL	48.4	50.8	87.17	91.84	42.19	46.62	-4.7	-5.1	-9.5	-6.6	3.2	-1.6	55.0	56.1	105.15	114.26	57.79	64.13	-2.1	-8.0	-9.9	-7.7	2.4	0.3	185	59	14281	6591
Charleston, SC	66.7	74.3	123.46	140.36	82.40	104.29	-10.2	-12.0	-21.0	-19.9	1.4	-9.0	62.2	68.6	108.47	119.29	67.45	81.86	-9.4	-9.1	-17.6	-16.4	1.4	-8.1	162	111	17203	13511
Nassau County, FL	52.3	61.1	175.96	202.33	92.08	123.64	-14.4	-13.0	-25.5	-23.3	3.0	-11.8	50.1	60.2	160.33	186.78	80.34	112.48	-16.8	-14.2	-28.6	-25.4	4.4	-13.1	23	13	2092	1851
St Johns County, FL	55.9	57.5	118.40	131.40	66.25	75.50	-2.6	-9.9	-12.3	-12.3	0.0	-2.6	58.5	63.3	106.35	119.50	62.24	75.62	-7.5	-11.0	-17.7	-17.2	0.7	-6.9	78	40	5643	3893
Hilton Head/Beaufort	59.1	66.0	133.77	153.19	79.04	101.15	-10.5	-12.7	-21.9	-20.0	2.3	-8.4	49.8	54.6	114.71	127.23	57.16	69.46	-8.7	-9.8	-17.7	-15.1	3.2	-5.8	48	31	6581	4265
Fort Walton Beach, FL	52.8	60.2	131.73	151.11	69.53	91.00	-12.4	-12.8	-23.6	-20.4	4.1	-8.7	45.6	50.0	111.28	124.02	50.71	62.06	-9.0	-10.3	-18.3	-15.0	4.0	-5.3	76	47	9420	6737

Tab 3 - Trend Amellia Island Sel Zip

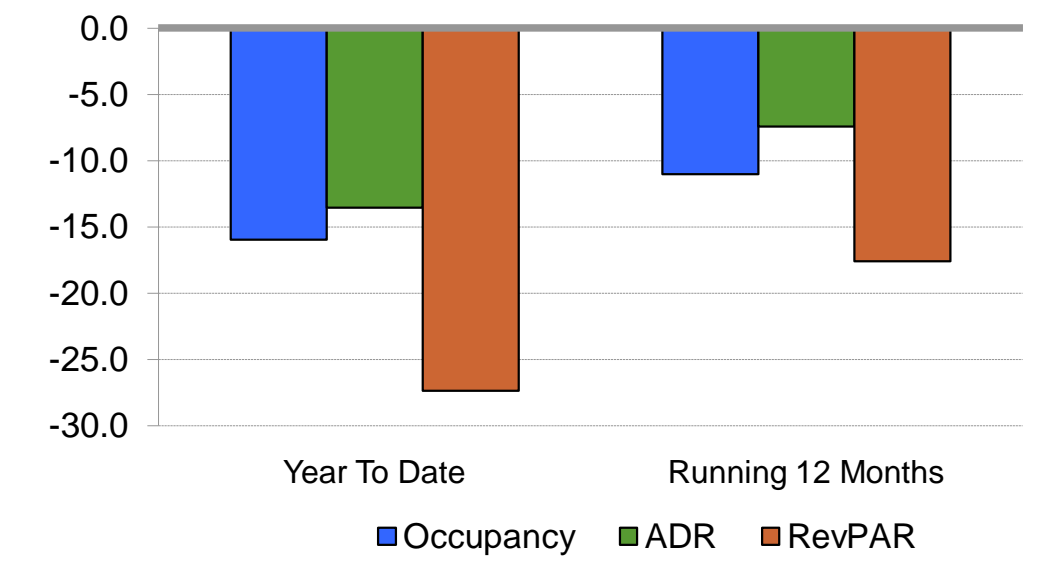
Amellia Island Tourist Development Council
For the Month of May 2009

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2007												2008					2009				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May				
This Year	36.1	48.4	66.4	68.2	70.6	65.6	75.8	72.2	55.3	41.4	56.8	45.1	36.0	36.8	51.8	58.2	64.3	57.1				
Last Year	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	48.4	66.4	68.2	70.6	65.6				
Percent Change	-7.5	-13.6	1.9	-9.6	-6.4	-1.9	-2.5	-2.6	-9.2	-19.9	-2.8	-15.7	-0.2	-24.0	-21.9	-14.7	-8.8	-13.0				

Year To Date		
2007	2008	2009
67.8	63.8	53.6
68.9	67.8	63.8
-1.6	-5.9	-16.0

Running 12 Months		
2007	2008	2009
61.8	60.9	54.2
67.6	61.8	60.9
-8.6	-1.3	-11.0

ADR	2007												2008					2009				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May				
This Year	151.21	162.51	184.02	219.86	224.43	221.49	209.74	200.31	179.02	163.56	182.23	175.98	146.67	150.06	159.22	188.17	183.55	193.54				
Last Year	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	162.51	184.02	219.86	224.43	221.49				
Percent Change	-5.4	4.7	3.9	-1.9	-1.8	2.8	3.1	-4.5	-3.2	-8.9	-3.9	-1.1	-3.0	-7.7	-13.5	-14.4	-18.2	-12.6				

Year To Date		
2007	2008	2009
203.27	205.56	177.68
186.66	203.27	205.56
8.9	1.1	-13.6

Running 12 Months		
2007	2008	2009
191.24	196.21	181.69
173.52	191.24	196.21
10.2	2.6	-7.4

RevPAR	2007												2008					2009				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May				
This Year	54.64	78.66	122.24	149.92	158.34	145.31	158.96	144.54	98.97	67.66	103.51	79.42	52.87	55.19	82.55	109.43	118.05	110.50				
Last Year	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	78.66	122.24	149.92	158.34	145.31				
Percent Change	-12.5	-9.6	5.8	-11.3	-8.0	0.8	0.6	-6.9	-12.1	-27.1	-6.6	-16.7	-3.2	-29.8	-32.5	-27.0	-25.4	-24.0				

Year To Date		
2007	2008	2009
137.81	131.13	95.24
128.58	137.81	131.13
7.2	-4.9	-27.4

Running 12 Months		
2007	2008	2009
118.10	119.55	98.52
117.24	118.10	119.55
0.7	1.2	-17.6

Supply	2007												2008					2009				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May				
This Year	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	51,584	46,592	51,584	49,920	51,584				
Last Year	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	50,127	45,276	50,127	49,920	51,584				
Percent Change	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	2.9	2.9	2.9	0.0	0.0				

Year To Date		
2007	2008	2009
244,167	247,034	251,264
236,617	244,167	247,034
3.2	1.2	1.7

Running 12 Months		
2007	2008	2009
587,155	593,072	607,360
571,955	587,155	593,072
2.7	1.0	2.4

Demand	2007												2008					2009				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May				
This Year	18,112	24,265	30,076	34,181	35,219	33,841	37,834	37,222	28,518	20,651	29,301	22,528	18,593	18,973	24,157	29,998	32,108	29,451				
Last Year	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	24,265	30,076	34,181	35,219	33,841				
Percent Change	-7.5	-13.6	1.9	-9.6	-3.7	0.9	0.3	0.3	-6.6	-17.6	0.0	-13.3	2.7	-21.8	-19.7	-12.2	-8.8	-13.0				

Year To Date		
2007	2008	2009
165,538	157,582	134,687
162,997	165,538	157,582
1.6	-4.8	-14.5

Running 12 Months		
2007	2008	2009
362,596	361,372	329,334
386,457	362,596	361,372
-6.2	-0.3	-8.9

Revenue	2007												2008					2009				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May				
This Year	2,738,725	3,943,208	5,534,496	7,514,939	7,904,291	7,495,581	7,935,267	7,455,881	5,105,345	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				
Last Year	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	3,943,208	5,534,496	7,514,939	7,904,291	7,495,581				
Percent Change	-12.5	-9.6	5.8	-11.3	-5.4	3.7	3.5	-4.2	-9.5	-25.0	-3.8	-14.3	-0.4	-27.8	-30.5	-24.9	-25.4	-24.0				

Year To Date		
2007	2008	2009
33,649,310	32,392,515	23,931,200
30,425,345	33,649,310	32,392,515
10.6	-3.7	-26.1

Running 12 Months		
2007	2008	2009
69,344,535	70,903,514	59,836,596
67,057,939	69,344,535	70,903,514
3.4	2.2	-15.6

Census %	2007												2008					2009				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May				
Census Props	12	12	12	12	13	13	13	13	13	13	13	13	13	13	13	13	13	13				
Census Rooms	1617	1617	1617	1617	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664				
% Rooms Participants	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	94.0	94.0	94.0	94.0	94.0				

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SMITH TRAVEL RESEARCH

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

Year-to-date

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from January 1 of the given year.