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Amelia Island Tourist Development Council

For the Month of November 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: November 2008

	Current Month - November 2008 vs November 2007												Year to Date - November 2008 vs November 2007												Participation			
	Occ %		ADR		RevPAR		Percent Change from November 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	52.5	57.6	89.18	89.54	46.82	51.57	-8.8	-0.4	-9.2	-4.0	5.7	-3.6	60.4	65.3	94.21	94.36	56.93	61.60	-7.4	-0.2	-7.6	-2.8	5.1	-2.7	252	171	25844	21274
Jacksonville Beaches	49.6	54.5	122.04	123.72	60.56	67.37	-8.9	-1.4	-10.1	-7.8	2.6	-6.5	60.2	65.8	135.65	133.65	81.60	87.99	-8.6	1.5	-7.3	-4.2	3.3	-5.6	95	54	7559	5931
Savannah, GA	51.6	57.7	86.55	90.13	44.67	52.05	-10.6	-4.0	-14.2	-9.6	5.4	-5.8	61.7	67.6	94.64	94.79	58.37	64.05	-8.7	-0.2	-8.9	-3.1	6.4	-2.9	152	114	13765	11232
Brunswick/Kingsland, GA	43.0	57.2	93.42	94.61	40.14	54.16	-25.0	-1.2	-25.9	-22.3	4.8	-21.3	54.0	68.5	104.67	97.67	56.51	66.93	-21.2	7.2	-15.6	-13.6	2.3	-19.4	83	52	7028	4686
Daytona Beach, FL	40.7	48.3	84.02	88.09	34.18	42.51	-15.7	-4.6	-19.6	-18.7	1.1	-14.8	51.2	54.1	104.48	104.70	53.49	56.64	-5.4	-0.2	-5.6	-4.5	1.1	-4.3	179	53	13808	6080
Charleston, SC	55.0	63.7	103.57	108.78	56.98	69.24	-13.6	-4.8	-17.7	-15.2	3.1	-10.9	66.2	71.8	114.74	111.00	76.01	79.73	-7.8	3.4	-4.7	-0.4	4.5	-3.6	163	113	17233	13630
Nassau County, FL	43.4	50.8	159.12	161.58	69.13	82.07	-14.5	-1.5	-15.8	-13.8	2.4	-12.4	57.2	61.6	179.63	181.78	102.75	111.95	-7.1	-1.2	-8.2	-4.4	4.2	-3.2	22	12	2027	1786
St Johns County, FL	49.1	53.8	102.88	104.21	50.50	56.04	-8.7	-1.3	-9.9	-8.9	1.1	-7.7	57.2	63.5	112.67	111.19	64.50	70.64	-9.9	1.3	-8.7	-7.9	0.8	-9.2	77	39	5624	3846
Hilton Head/Beaufort	40.3	41.4	97.91	101.34	39.42	41.93	-2.7	-3.4	-6.0	-2.2	4.0	1.2	56.4	60.3	133.09	131.54	75.08	79.29	-6.4	1.2	-5.3	-3.3	2.2	-4.4	48	32	6582	3988
Fort Walton Beach, FL	31.3	39.1	84.68	89.17	26.53	34.91	-20.0	-5.0	-24.0	-21.7	3.1	-17.5	52.2	56.8	137.35	136.88	71.74	77.77	-8.1	0.3	-7.7	-5.9	2.0	-6.2	72	41	9382	6210

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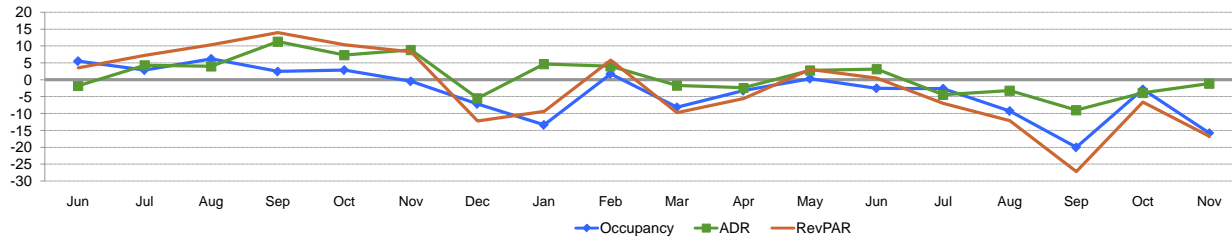
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Tab 3 - Trend Amelia Island Sel Zip

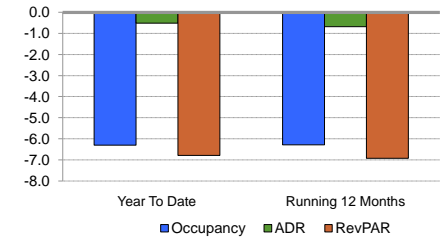
Amelia Island Tourist Development Council

For the Month of November 2008

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2007								2008									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	77.8	74.1	60.9	51.7	58.5	53.6	36.2	48.6	66.4	69.3	73.0	67.2	75.8	72.1	55.3	41.3	56.8	45.1
Last Year	73.7	72.1	57.4	50.4	56.8	53.8	39.0	56.1	65.2	75.5	75.4	66.9	77.8	74.1	60.9	51.7	58.5	53.6
Percent Change	5.5	2.8	6.2	2.4	2.9	-0.5	-7.2	-13.4	1.7	-8.2	-3.2	0.3	-2.5	-2.6	-9.3	-20.0	-2.9	-15.8

Year To Date		
2006	2007	2008
64.3	65.1	61.0
70.7	64.3	65.1
-9.1	1.2	-6.3

Running 12 Months		
2006	2007	2008
63.1	62.8	58.9
68.6	63.1	62.8
-8.1	-0.4	-6.3

ADR	2007								2008									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	203.56	209.94	185.08	179.88	189.82	178.19	151.46	162.60	184.58	220.65	223.28	221.79	209.96	200.53	179.22	163.70	182.46	176.24
Last Year	207.33	201.19	177.96	161.57	176.83	163.69	160.19	155.35	177.43	224.40	228.74	215.79	203.56	209.94	185.08	179.88	189.82	178.19
Percent Change	-1.8	4.3	4.0	11.3	7.3	8.9	-5.4	4.7	4.0	-1.7	-2.4	2.8	3.1	-4.5	-3.2	-9.0	-3.9	-1.1

Year To Date		
2006	2007	2008
185.26	197.89	196.89
176.37	185.26	197.89
5.0	6.8	-0.5

Running 12 Months		
2006	2007	2008
182.39	195.91	194.56
174.08	182.39	195.91
4.8	7.4	-0.7

RevPAR	2007								2008									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	158.29	155.57	112.73	92.92	110.97	95.47	54.89	78.99	122.48	152.95	162.91	148.95	159.15	144.67	99.05	67.64	103.62	79.48
Last Year	152.80	144.98	102.09	81.48	100.51	88.12	62.53	87.13	115.73	169.37	172.44	144.46	158.29	155.57	112.73	92.92	110.97	95.47
Percent Change	3.6	7.3	10.4	14.0	10.4	8.3	-12.2	-9.3	5.8	-9.7	-5.5	3.1	0.5	-7.0	-12.1	-27.2	-6.6	-16.8

Year To Date		
2006	2007	2008
119.14	128.75	120.02
124.74	119.14	128.75
-4.5	8.1	-6.8

Running 12 Months		
2006	2007	2008
115.06	123.12	114.59
119.46	115.06	123.12
-3.7	7.0	-6.9

Supply	2007								2008									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	48,390	50,003	50,003	48,390	50,003	48,390	50,003	50,003	45,164	50,003	49,800	51,460	49,800	51,460	51,460	49,800	51,460	49,800
Last Year	46,890	48,453	50,003	48,390	50,003	48,390	50,003	50,003	45,164	50,003	48,390	50,003	48,390	50,003	50,003	48,390	50,003	48,390
Percent Change	3.2	3.2	0.0	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

Year To Date		
2006	2007	2008
528,142	538,742	550,210
522,042	528,142	538,742
1.2	2.0	2.1

Running 12 Months		
2006	2007	2008
576,595	588,745	600,213
570,495	576,595	588,745
1.1	2.1	1.9

Demand	2007								2008									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	37,629	37,053	30,458	24,997	29,234	25,927	18,120	24,291	29,970	34,661	36,336	34,559	37,748	37,126	28,442	20,578	29,225	22,459
Last Year	34,558	34,916	28,686	24,404	28,423	26,050	19,520	28,043	29,460	37,741	36,479	33,474	37,629	37,053	30,458	24,997	29,234	25,927
Percent Change	8.9	6.1	6.2	2.4	2.9	-0.5	-7.2	-13.4	1.7	-8.2	-0.4	3.2	0.3	0.2	-6.6	-17.7	0.0	-13.4

Year To Date		
2006	2007	2008
339,644	350,495	335,395
369,235	339,644	350,495
-8.0	3.2	-4.3

Running 12 Months		
2006	2007	2008
363,738	370,015	353,515
391,481	363,738	370,015
-7.1	1.7	-4.5

Revenue	2007								2008									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	7,659,726	7,778,726	5,637,029	4,496,466	5,549,076	4,619,957	2,744,498	3,949,745	5,531,754	7,648,066	8,113,097	7,664,817	7,925,552	7,444,970	5,097,276	3,368,589	5,332,249	3,958,173
Last Year	7,165,007	7,024,718	5,105,041	3,943,048	5,026,049	4,264,162	3,126,857	4,356,580	5,227,034	8,488,939	8,344,220	7,223,304	7,659,726	7,778,726	5,637,029	4,496,466	5,549,076	4,619,957
Percent Change	6.9	10.7	10.4	14.0	10.4	8.3	-12.2	-9.3	5.8	-9.7	-2.8	6.1	3.5	-4.3	-9.6	-25.1	-3.9	-14.3

Year To Date		
2006	2007	2008
62,922,861	69,361,057	66,034,288
65,121,016	62,922,861	69,361,057
-3.4	10.2	-4.8

Running 12 Months		
2006	2007	2008
66,343,861	72,487,914	68,778,786
68,150,454	66,343,861	72,487,914
-2.7	9.3	-5.1

Census %	2007								2008									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Census Props	12	12	12	12	12	12	12	12	12	12	12	13	13	13	13	13	13	13
Census Rooms	1613	1613	1613	1613	1613	1613	1613	1613	1613	1613	1613	1660	1660	1660	1660	1660	1660	1660
% Rooms Participants	91.4	96.7	96.7	96.7	96.7	96.7	96.7	96.7	96.7	88.7	88.7	86.1	86.1	86.1	86.1	86.1	86.1	94.0

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