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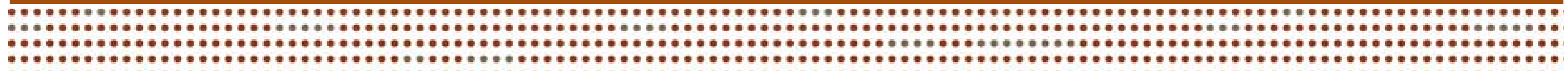
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Amelia Island Tourist Development Council

For the Month of October 2009

Date Created: Nov 19, 2009

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Amelia Island Tourist Development Council

For the month of: October 2009

	Current Month - October 2009 vs October 2008												Year to Date - October 2009 vs October 2008												Participation			
	Occ %		ADR		RevPAR		Percent Change from October 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	51.7	58.3	82.24	92.94	42.50	54.15	-11.3	-11.5	-21.5	-17.6	5.0	-6.9	53.9	61.1	85.76	94.74	46.22	57.91	-11.8	-9.5	-20.2	-16.3	4.8	-7.6	268	186	27085	22485
Jacksonville Beaches	51.9	56.1	110.13	128.70	57.18	72.26	-7.5	-14.4	-20.9	-15.9	6.3	-1.7	56.8	60.9	121.17	136.94	68.80	83.37	-6.7	-11.5	-17.5	-14.7	3.4	-3.5	101	60	8062	6462
Savannah, GA	60.2	63.9	87.84	97.01	52.92	61.95	-5.7	-9.5	-14.6	-9.5	5.9	-0.1	60.1	62.8	87.13	95.86	52.33	60.22	-4.4	-9.1	-13.1	-8.8	5.0	0.3	161	124	14631	12352
Brunswick/Kingsland, GA	44.9	48.6	95.90	103.11	43.09	50.16	-7.6	-7.0	-14.1	-11.0	3.6	-4.3	53.1	54.9	91.72	105.73	48.70	58.00	-3.2	-13.3	-16.0	-11.3	5.7	2.3	87	54	7309	4634
Daytona Beach, FL	42.4	44.3	86.24	88.48	36.53	39.20	-4.4	-2.5	-6.8	-3.9	3.1	-1.4	51.4	51.6	97.50	105.18	50.11	54.29	-0.4	-7.3	-7.7	-5.2	2.8	2.3	186	60	14270	6843
Charleston, SC	63.7	64.5	107.08	116.33	68.17	75.06	-1.3	-7.9	-9.2	-8.2	1.1	-0.3	63.6	67.2	105.83	116.02	67.33	78.01	-5.4	-8.8	-13.7	-13.1	0.7	-4.7	163	113	17432	13688
Nassau County, FL	43.5	52.2	140.01	166.56	60.94	87.00	-16.7	-15.9	-30.0	-23.3	9.6	-8.7	49.9	57.5	156.64	180.73	78.09	103.87	-13.3	-13.3	-24.8	-20.5	5.7	-8.3	24	14	2225	1984
St Johns County, FL	51.2	53.5	93.74	107.43	48.02	57.45	-4.2	-12.7	-16.4	-13.7	3.2	-1.1	55.1	58.1	101.59	114.17	55.98	66.28	-5.1	-11.0	-15.5	-14.0	1.8	-3.4	80	42	5823	4073
Hilton Head/Beaufort	53.5	54.4	108.24	118.33	57.91	64.31	-1.6	-8.5	-10.0	-11.6	-1.8	-3.3	56.7	58.0	125.05	135.80	70.86	78.74	-2.3	-7.9	-10.0	-8.8	1.4	-0.9	47	31	6465	4200
Fort Walton Beach, FL	41.1	39.8	92.49	105.66	37.97	42.05	3.2	-12.5	-9.7	-7.5	2.4	5.7	50.8	53.2	125.31	139.17	63.72	74.07	-4.5	-10.0	-14.0	-10.7	3.9	-0.8	76	48	9392	6830

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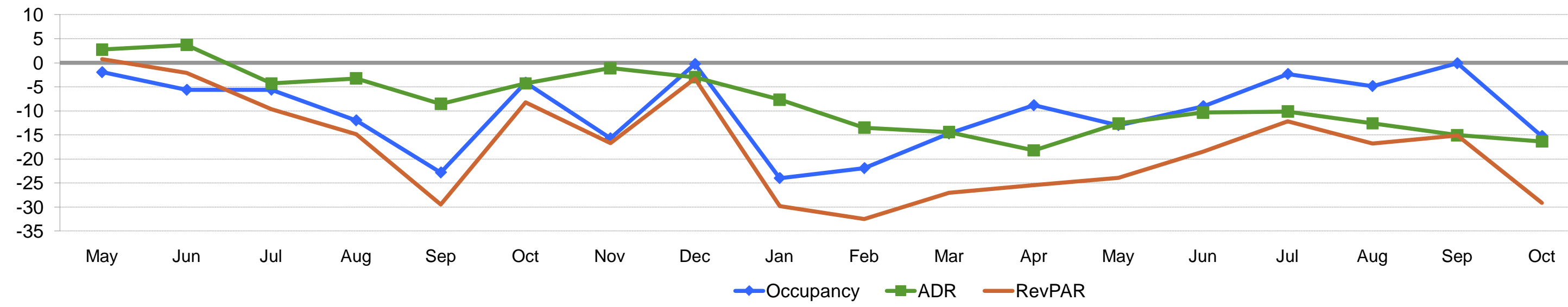
Source 2009 Smith Travel Research, Inc

Tab 3 - Trend Amellia Island Sel Zip

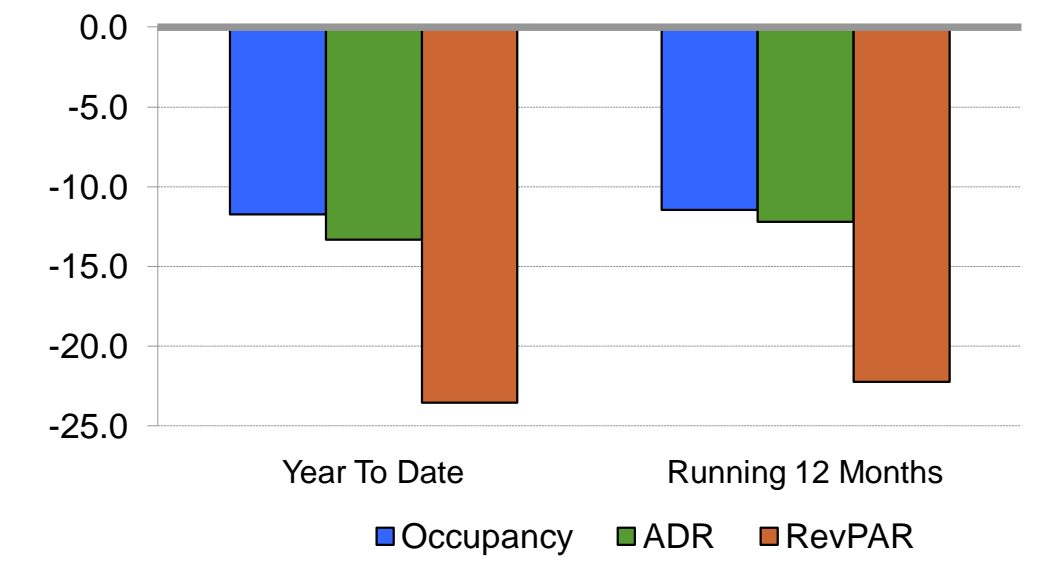
Amellia Island Tourist Development Council
For the Month of October 2009

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2008								2009									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	65.6	73.4	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
Last Year	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	39.8	56.0
Percent Change	-1.9	-5.6	-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

Year To Date		
2007	2008	2009
66.2	61.1	54.0
65.4	66.2	61.1
1.2	-7.6	-11.7

Running 12 Months		
2007	2008	2009
62.8	58.4	51.8
64.0	62.8	58.4
-1.8	-7.0	-11.4

ADR	2008								2009									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	221.49	210.89	200.73	178.87	164.29	181.47	175.98	146.67	150.06	159.22	188.17	183.55	193.54	189.06	180.42	156.35	139.54	151.75
Last Year	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	164.29	181.47
Percent Change	2.8	3.7	-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

Year To Date		
2007	2008	2009
199.23	198.28	171.83
186.79	199.23	198.28
6.7	-0.5	-13.3

Running 12 Months		
2007	2008	2009
194.64	194.34	170.67
181.31	194.64	194.34
7.4	-0.2	-12.2

RevPAR	2008								2009									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	145.31	154.71	140.36	95.84	65.47	101.66	79.42	52.87	55.19	82.55	109.43	118.05	110.50	126.17	123.24	79.73	55.56	72.05
Last Year	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	65.47	101.66
Percent Change	0.8	-2.1	-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

Year To Date		
2007	2008	2009
131.82	121.23	92.72
122.09	131.82	121.23
8.0	-8.0	-23.5

Running 12 Months		
2007	2008	2009
122.32	113.57	88.33
116.09	122.32	113.57
5.4	-7.2	-22.2

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

Year To Date		
2007	2008	2009
491,568	501,626	518,092
480,968	491,568	501,626
2.2	2.0	3.3

Running 12 Months		
2007	2008	2009
590,205	600,263	619,596
576,555	590,205	600,263
2.4	1.7	3.2

Demand	2008								2009									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	33,841	36,621	36,070	27,641	19,893	28,898	22,528	18,593	18,973	24,157	29,998	32,108	29,451	33,315	35,235	28,407	21,465	26,451
Last Year	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	19,893	28,898
Percent Change	0.9	-2.9	-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

Year To Date		
2007	2008	2009
325,237	306,705	279,560
314,369	325,237	306,705
3.5	-5.7	-8.9

Running 12 Months		
2007	2008	2009
370,923	350,796	320,681
369,155	370,923	350,796
0.5	-5.4	-8.6

Revenue	2008								2009									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	7,495,581	7,723,020	7,240,418	4,944,023	3,268,243	5,244,223	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	4,441,472	2,995,180	4,013,919
Last Year	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	3,268,243	5,244,223
Percent Change	3.7	0.7	-7.0	-12.4	-27.4	-5.6	-14.3	-0.4	-27.8	-30.5	-24.9	-25.4	-24.0	-18.4	-12.2	-10.2	-8.4	-23.5

Year To Date		
2007	2008	2009
64,798,159	60,812,442	48,037,519
58,722,352	64,798,159	60,812,442
10.3	-6.2	-21.0

Running 12 Months		
2007	2008	2009
72,196,377	68,174,592	54,729,153
66,931,818	72,196,377	68,174,592
7.9	-5.6	-19.7

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

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Source 2009 Smith Travel Research, Inc.

