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Amelia Island Tourist Development Council

For the Month of January 2010

Date Created: Feb 18, 2010

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Amelia Island Tourist Development Council

For the month of: January 2010

	Current Month - January 2010 vs January 2009												Year to Date - January 2010 vs January 2009												Participation			
	Occ %		ADR		RevPAR		Percent Change from January 2009						Occ %		ADR		RevPAR		Percent Change from YTD 2009						Properties		Rooms	
	2010	2009	2010	2009	2010	2009	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2010	2009	2010	2009	2010	2009	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Jacksonville, FL	47.2	48.6	76.63	85.22	36.20	41.40	-2.8	-10.1	-12.6	-10.0	2.9	0.1	47.2	48.6	76.63	85.22	36.20	41.40	-2.8	-10.1	-12.6	-10.0	2.9	0.1	268	183	27054	22226
Jacksonville Beaches	42.1	44.6	103.89	111.32	43.69	49.64	-5.7	-6.7	-12.0	-6.4	6.3	0.3	42.1	44.6	103.89	111.32	43.69	49.64	-5.7	-6.7	-12.0	-6.4	6.3	0.3	101	58	8062	6335
Savannah, GA	45.1	48.8	77.17	79.89	34.81	38.96	-7.5	-3.4	-10.6	-6.8	4.4	-3.5	45.1	48.8	77.17	79.89	34.81	38.96	-7.5	-3.4	-10.6	-6.8	4.4	-3.5	162	120	14745	12016
Brunswick/Kingsland, GA	37.3	49.2	69.34	73.94	25.86	36.41	-24.3	-6.2	-29.0	-24.4	6.4	-19.4	37.3	49.2	69.34	73.94	25.86	36.41	-24.3	-6.2	-29.0	-24.4	6.4	-19.4	89	54	7506	4598
Daytona Beach, FL	42.6	42.0	83.27	87.67	35.45	36.80	1.4	-5.0	-3.7	-4.4	-0.8	0.6	42.6	42.0	83.27	87.67	35.45	36.80	1.4	-5.0	-3.7	-4.4	-0.8	0.6	184	60	14026	6855
Charleston, SC	45.5	47.0	86.44	91.02	39.33	42.77	-3.2	-5.0	-8.1	-5.4	2.9	-0.4	45.5	47.0	86.44	91.02	39.33	42.77	-3.2	-5.0	-8.1	-5.4	2.9	-0.4	164	115	17561	13911
Nassau County, FL	32.5	35.5	119.36	133.96	38.83	47.55	-8.4	-10.9	-18.3	-13.2	6.4	-2.5	32.5	35.5	119.36	133.96	38.83	47.55	-8.4	-10.9	-18.3	-13.2	6.4	-2.5	24	13	2225	1959
St Johns County, FL	42.9	46.4	91.81	97.39	39.39	45.23	-7.6	-5.7	-12.9	-10.1	3.2	-4.7	42.9	46.4	91.81	97.39	39.39	45.23	-7.6	-5.7	-12.9	-10.1	3.2	-4.7	80	41	5823	3971
Hilton Head/Beaufort	28.3	32.3	80.87	86.02	22.89	27.80	-12.4	-6.0	-17.7	-19.1	-1.8	-14.0	28.3	32.3	80.87	86.02	22.89	27.80	-12.4	-6.0	-17.7	-19.1	-1.8	-14.0	47	30	6465	4149
Fort Walton Beach, FL	30.2	27.8	71.49	78.14	21.62	21.70	8.9	-8.5	-0.4	0.4	0.8	9.7	30.2	27.8	71.49	78.14	21.62	21.70	8.9	-8.5	-0.4	0.4	0.8	9.7	76	48	9392	6830

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Source 2010 SMITH TRAVEL RESEARCH, Inc.

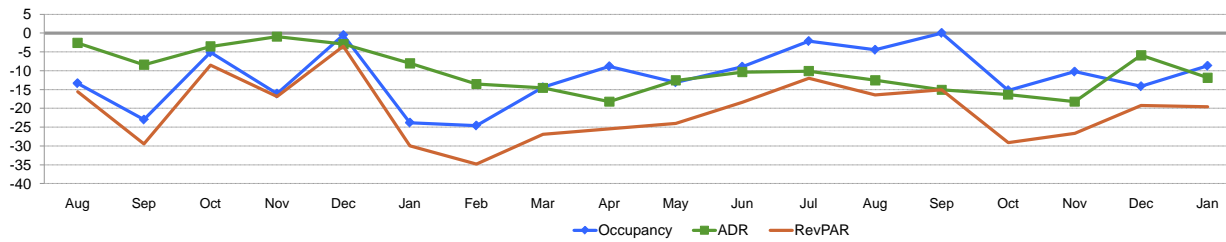
Tab 3 - Trend Amelia Island Sel Zip

Currency: USD - US Dollar

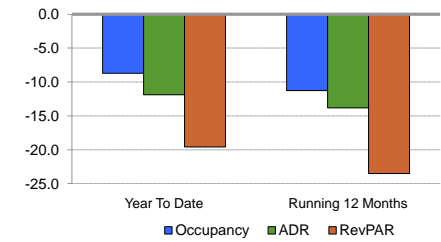
Amelia Island Tourist Development Council

For the Month of January 2010

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2008					2009												2010
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	53.4	39.8	56.0	44.8	35.9	36.6	51.8	58.1	64.3	56.8	66.7	68.3	51.0	39.8	47.4	40.2	30.8	33.4
Last Year	61.6	51.7	59.0	53.4	36.1	48.1	68.6	67.9	70.5	65.4	73.3	69.8	53.4	39.8	56.0	44.8	35.9	36.6
Percent Change	-13.4	-23.0	-5.2	-16.1	-0.6	-23.8	-24.6	-14.4	-8.8	-13.1	-8.9	-2.2	-4.5	0.0	-15.2	-10.3	-14.2	-8.7

ADR	2008					2009												2010
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	178.85	164.31	181.55	176.49	146.61	150.13	159.30	188.22	183.60	193.88	189.10	180.45	156.39	139.53	151.87	144.30	137.93	132.29
Last Year	183.65	179.43	188.27	178.16	151.05	163.26	184.23	220.33	224.49	221.76	210.95	200.74	178.85	164.31	181.55	176.49	146.61	150.13
Percent Change	-2.6	-8.4	-3.6	-0.9	-2.9	-8.0	-13.5	-14.6	-18.2	-12.6	-10.4	-10.1	-12.6	-15.1	-16.3	-18.2	-5.9	-11.9

RevPAR	2008					2009												2010
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	95.45	65.38	101.59	79.11	52.62	54.97	82.46	109.32	118.01	110.19	126.22	123.31	79.74	55.53	72.05	58.04	42.49	44.21
Last Year	113.12	92.73	111.08	95.19	54.52	78.45	126.45	149.56	158.29	145.03	154.64	140.20	95.45	65.38	101.59	79.11	52.62	54.97
Percent Change	-15.6	-29.5	-8.5	-16.9	-3.5	-29.9	-34.8	-26.9	-25.5	-24.0	-18.4	-12.1	-16.5	-15.1	-29.1	-26.6	-19.2	-19.6

Supply	2008					2009												2010
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	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	55,707
Last Year	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	51,584
Percent Change	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	8.0

Demand	2008					2009												2010
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	27,531	19,865	28,865	22,377	18,513	18,888	24,117	29,961	32,085	29,317	33,320	35,248	28,404	21,455	26,427	21,684	17,161	18,619
Last Year	30,876	25,072	29,576	25,917	18,093	24,088	31,076	34,027	35,199	33,737	36,595	36,027	27,531	19,865	28,865	22,377	18,513	18,888
Percent Change	-10.8	-20.8	-2.4	-13.7	2.3	-21.6	-22.4	-11.9	-8.8	-13.1	-8.9	-2.2	3.2	8.0	-8.4	-3.1	-7.3	-1.4

Revenue	2008					2009												2010
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	4,923,891	3,263,978	5,240,578	3,949,259	2,714,184	2,835,676	3,841,793	5,639,332	5,890,884	5,683,985	6,300,807	6,360,599	4,442,002	2,993,652	4,013,563	3,128,898	2,366,973	2,463,051
Last Year	5,670,477	4,498,544	5,568,332	4,617,439	2,732,910	3,832,595	5,725,129	7,497,014	7,901,979	7,481,412	7,719,601	7,232,073	4,923,891	3,263,978	5,240,578	3,949,259	2,714,184	2,835,676
Percent Change	-13.2	-27.4	-5.9	-14.5	-0.7	-27.9	-32.9	-24.8	-25.5	-24.0	-18.4	-12.1	-9.8	-8.3	-23.4	-20.8	-12.8	-13.1

Census %	2008					2009												2010
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Census Props	13	13	13	13	13	13	13	13	13	13	13	13	14	14	14	14	14	14
Census Rooms	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1797	1797	1797	1797	1797	1797
% Rooms Participants	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	93.0

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Source 2010 SMITH TRAVEL RESEARCH, Inc.