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Amelia Island Tourist Development Council

For the Month of February 2010

Date Created: Mar 18, 2010

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Amelia Island Tourist Development Council

For the month of: February 2010

	Current Month - February 2010 vs February 2009												Year to Date - February 2010 vs February 2009												Participation			
	Occ %		ADR		RevPAR		Percent Change from February 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	58.7	57.6	78.66	88.65	46.20	51.07	1.9	-11.3	-9.5	-6.9	2.9	4.9	52.7	52.9	77.72	86.99	40.98	46.00	-0.3	-10.7	-10.9	-8.3	2.9	2.6	268	185	27039	22279
Jacksonville Beaches	54.4	58.9	108.47	118.79	58.99	69.93	-7.6	-8.7	-15.7	-10.3	6.3	-1.8	47.9	51.4	106.48	115.38	50.98	59.27	-6.8	-7.7	-14.0	-8.6	6.3	-0.9	101	59	8062	6360
Savannah, GA	58.1	53.9	81.84	85.54	47.55	46.08	7.8	-4.3	3.2	6.9	3.6	11.7	51.3	51.2	79.70	82.72	40.85	42.35	0.1	-3.7	-3.5	0.3	4.0	4.1	162	121	14745	12075
Brunswick/Kingsland, GA	45.1	61.1	71.71	78.02	32.33	47.64	-26.2	-8.1	-32.1	-28.5	5.3	-22.3	41.0	54.9	70.56	76.07	28.92	41.76	-25.3	-7.2	-30.7	-26.7	5.8	-21.0	90	54	7546	4518
Daytona Beach, FL	58.1	59.7	133.24	143.74	77.39	85.84	-2.7	-7.3	-9.8	-10.5	-0.7	-3.4	49.9	50.4	110.87	119.19	55.36	60.07	-0.9	-7.0	-7.8	-8.5	-0.8	-1.7	184	57	14030	6627
Charleston, SC	57.4	57.4	94.11	98.56	54.02	56.60	-0.1	-4.5	-4.6	-1.9	2.7	2.7	51.1	51.9	90.57	94.97	46.29	49.34	-1.6	-4.6	-6.2	-3.5	2.8	1.2	164	113	17533	13584
Nassau County, FL	42.9	49.2	133.95	143.40	57.50	70.57	-12.8	-6.6	-18.5	-13.3	6.4	-7.2	37.4	42.0	127.82	139.21	47.78	58.48	-11.0	-8.2	-18.3	-13.1	6.4	-5.4	24	14	2225	1984
St Johns County, FL	55.9	60.0	94.98	106.03	53.14	63.57	-6.7	-10.4	-16.4	-13.7	3.2	-3.7	49.1	52.9	93.57	102.04	45.94	53.93	-7.1	-8.3	-14.8	-12.1	3.2	-4.1	80	41	5823	3971
Hilton Head/Beaufort	39.5	39.8	85.27	93.45	33.72	37.22	-0.7	-8.8	-9.4	-11.0	-1.8	-2.5	33.6	35.9	83.14	90.11	27.97	32.33	-6.3	-7.7	-13.5	-15.0	-1.8	-7.9	47	30	6465	4149
Fort Walton Beach, FL	39.9	37.6	76.88	81.94	30.71	30.84	6.1	-6.2	-0.4	0.1	0.6	6.7	34.9	32.5	74.44	80.23	25.95	26.04	7.4	-7.2	-0.3	0.2	0.6	8.0	76	48	9373	6811

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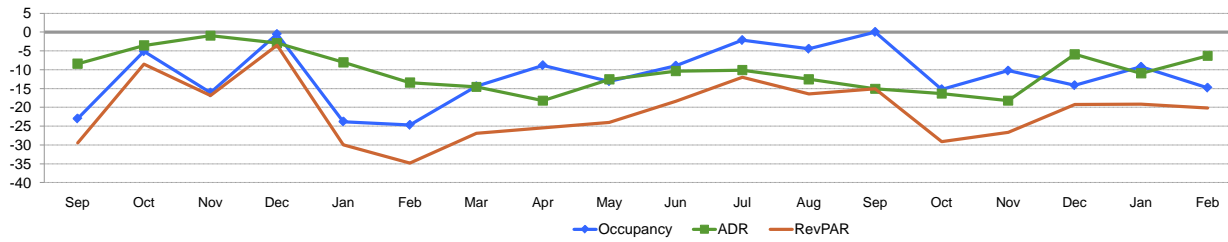
Source 2010 SMITH TRAVEL RESEARCH, Inc.

Tab 3 - Trend Amelia Island Sel Zip

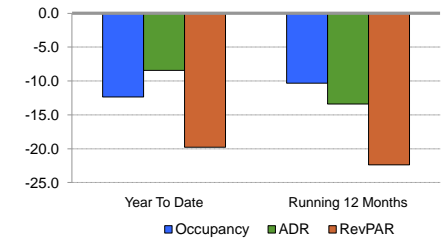
Currency: USD - US Dollar

Amelia Island Tourist Development Council
For the Month of February 2010

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2008				2009												2010	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	39.8	56.0	44.8	35.9	36.6	51.7	58.1	64.3	56.8	66.7	68.3	51.0	39.8	47.4	40.2	30.8	33.2	44.0
Last Year	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	51.7
Percent Change	-23.0	-5.2	-16.1	-0.6	-23.8	-24.7	-14.4	-8.8	-13.1	-8.9	-2.2	-4.5	0.0	-15.2	-10.3	-14.2	-9.2	-14.8

ADR	2008				2009												2010	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	164.31	181.55	176.49	146.61	150.13	159.46	188.22	183.60	193.88	189.10	180.45	156.39	139.53	151.87	144.30	137.93	133.67	149.38
Last Year	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	159.46
Percent Change	-8.4	-3.6	-0.9	-2.9	-8.0	-13.4	-14.6	-18.2	-12.6	-10.4	-10.1	-12.6	-15.1	-16.3	-18.2	-5.9	-11.0	-6.3

RevPAR	2008				2009												2010	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	65.38	101.59	79.11	52.62	54.97	82.42	109.32	118.01	110.19	126.22	123.31	79.74	55.53	72.05	58.04	42.49	44.42	65.77
Last Year	92.73	111.08	95.19	54.52	78.45	126.44	149.56	158.29	145.03	154.64	140.20	95.45	65.38	101.59	79.11	52.62	54.97	82.42
Percent Change	-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	-19.2	-20.2

Supply	2008				2009												2010	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	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	50,316
Last Year	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	46,592
Percent Change	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	8.0

Demand	2008				2009												2010	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	19,865	28,865	22,377	18,513	18,888	24,081	29,961	32,085	29,317	33,320	35,248	28,404	21,455	26,427	21,684	17,161	18,511	22,155
Last Year	25,072	29,576	25,917	18,093	24,088	31,074	34,027	35,199	33,737	36,595	36,027	27,531	19,865	28,865	22,377	18,513	18,888	24,081
Percent Change	-20.8	-2.4	-13.7	2.3	-21.6	-22.5	-11.9	-8.8	-13.1	-8.9	-2.2	3.2	8.0	-8.4	-3.1	-7.3	-2.0	-8.0

Revenue	2008				2009												2010	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	3,263,978	5,240,578	3,949,259	2,714,184	2,835,676	3,840,027	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	2,474,342	3,309,423
Last Year	4,498,544	5,568,332	4,617,439	2,732,910	3,932,595	5,724,883	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	3,840,027
Percent Change	-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	-12.7	-13.8

Census %	2008				2009												2010	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Census Props	13	13	13	13	13	13	13	13	13	13	13	14	14	14	14	14	14	14
Census Rooms	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1797	1797	1797	1797	1797	1797	1797
% Rooms Participants	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	94.4	94.4

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Source 2010 SMITH TRAVEL RESEARCH, INC.

