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Amelia Island Tourist Development Council

For the Month of November 2009

Date Created: Dec 19, 2009

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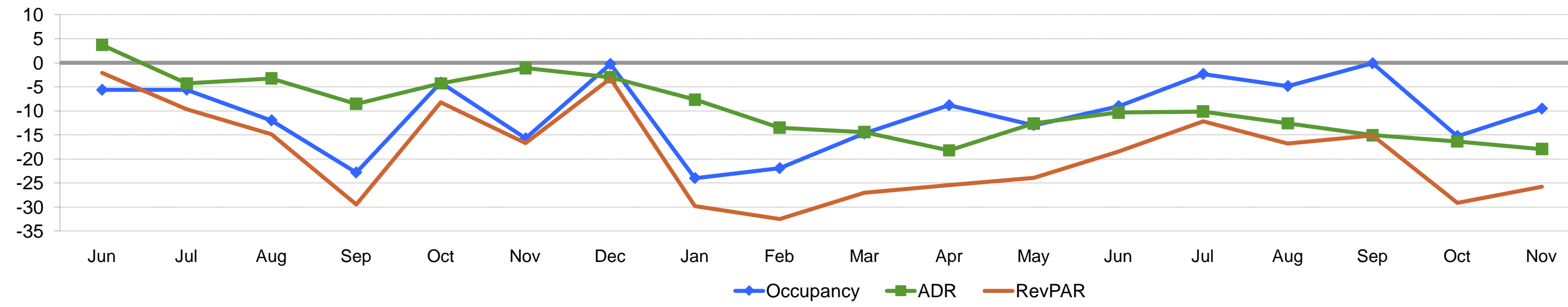


Tab 3 - Trend Amellia Island Sel Zip

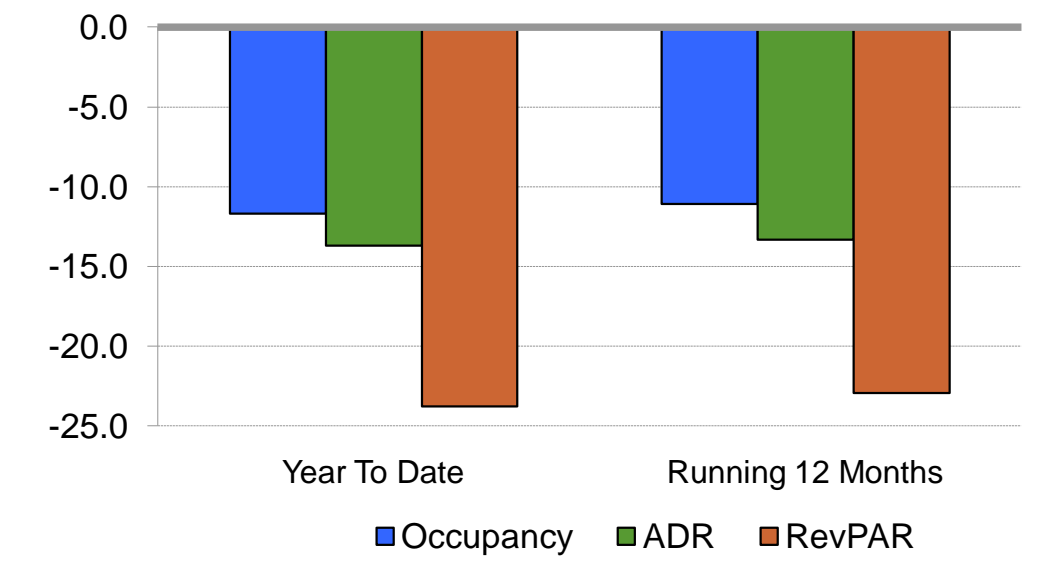
Amellia Island Tourist Development Council
For the Month of November 2009

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2008							2009										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	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	40.8
Last Year	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	45.1
Percent Change	-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	-9.5

Year To Date		
2007	2008	2009
65.0	59.7	52.7
64.3	65.0	59.7
1.1	-8.2	-11.7

Running 12 Months		
2007	2008	2009
62.8	57.7	51.3
63.1	62.8	57.7
-0.4	-8.1	-11.1

ADR	2008							2009										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	210.89	200.73	178.87	164.29	181.47	175.99	146.67	150.06	159.22	188.17	183.55	193.54	189.06	180.42	156.35	139.54	151.75	144.43
Last Year	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	175.99
Percent Change	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	-17.9

Year To Date		
2007	2008	2009
197.66	196.75	169.83
185.00	197.66	196.75
6.8	-0.5	-13.7

Running 12 Months		
2007	2008	2009
195.67	194.38	168.49
182.14	195.67	194.38
7.4	-0.7	-13.3

RevPAR	2008							2009										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	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	58.96
Last Year	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	79.42
Percent Change	-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	-25.8

Year To Date		
2007	2008	2009
128.54	117.45	89.54
118.97	128.54	117.45
8.0	-8.6	-23.8

Running 12 Months		
2007	2008	2009
122.93	112.21	86.50
114.90	122.93	112.21
7.0	-8.7	-22.9

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

Year To Date		
2007	2008	2009
540,078	551,546	572,002
529,478	540,078	551,546
2.0	2.1	3.7

Running 12 Months		
2007	2008	2009
590,205	601,673	623,586
578,055	590,205	601,673
2.1	1.9	3.6

Demand	2008							2009										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	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	22,007
Last Year	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	22,528
Percent Change	-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	-2.3

Year To Date		
2007	2008	2009
351,216	329,233	301,567
340,481	351,216	329,233
3.2	-6.3	-8.4

Running 12 Months		
2007	2008	2009
370,790	347,345	320,160
364,643	370,790	347,345
1.7	-6.3	-7.8

Revenue	2008							2009										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	7,723,020	7,240,418	4,944,023	3,268,243	5,244,223	3,964,627	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	3,178,401
Last Year	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	3,964,627
Percent Change	0.7	-7.0	-12.4	-27.4	-5.6	-14.2	-0.4	-27.8	-30.5	-24.9	-25.4	-24.0	-18.4	-12.2	-10.2	-8.4	-23.5	-19.8

Year To Date		
2007	2008	2009
69,421,584	64,777,069	51,215,920
62,990,219	69,421,584	64,777,069
10.2	-6.7	-20.9

Running 12 Months		
2007	2008	2009
72,551,935	67,515,794	53,942,968
66,417,169	72,551,935	67,515,794
9.2	-6.9	-20.1

Census %	2008							2009										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Census Props	13	13	13	13	13	13	13	13	13	13	13	13	13	13	14	14	14	14
Census Rooms	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1797	1797	1797	1797
% Rooms Participants	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	80.0

A blank row indicates insufficient data.

Source 2009 Smith Travel Research, Inc.

Tab 2 - Multi-Segment

Currency: USD - US Dollar

Amelia Island Tourist Development Council

For the month of: November 2009

	Current Month - November 2009 vs November 2008												Year to Date - November 2009 vs November 2008												Participation			
	Occ %		ADR		RevPAR		Percent Change from November 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	48.5	52.4	75.43	89.58	36.57	46.96	-7.5	-15.8	-22.1	-18.9	4.1	-3.7	53.4	60.3	84.90	94.33	45.34	56.90	-11.5	-10.0	-20.3	-16.5	4.7	-7.3	267	184	26925	22066
Jacksonville Beaches	45.6	49.6	106.63	122.72	48.66	60.84	-7.9	-13.1	-20.0	-15.0	6.3	-2.1	55.7	59.9	120.06	135.88	66.93	81.33	-6.9	-11.6	-17.7	-14.7	3.7	-3.4	101	59	8062	6203
Savannah, GA	50.0	51.5	79.80	87.09	39.89	44.86	-3.0	-8.4	-11.1	-5.8	5.9	2.8	59.1	61.8	86.57	95.20	51.19	58.83	-4.3	-9.1	-13.0	-8.6	5.1	0.5	161	122	14631	12105
Brunswick/Kingsland, GA	36.6	43.4	89.40	94.24	32.74	40.92	-15.7	-5.1	-20.0	-16.4	4.4	-11.9	51.6	53.8	91.56	104.88	47.21	56.42	-4.2	-12.7	-16.3	-11.7	5.5	1.2	88	56	7369	4838
Daytona Beach, FL	41.1	39.4	81.91	82.86	33.67	32.65	4.3	-1.2	3.1	5.2	2.0	6.5	50.4	50.5	96.51	103.62	48.66	52.35	-0.2	-6.9	-7.0	-5.0	2.2	2.0	185	61	14120	6938
Charleston, SC	52.9	55.0	93.92	103.36	49.64	56.84	-3.9	-9.1	-12.7	-10.4	2.5	-1.4	62.6	66.1	104.91	115.07	65.71	76.10	-5.3	-8.8	-13.6	-12.9	0.9	-4.5	164	116	17549	13959
Nassau County, FL	38.3	43.5	131.94	158.78	50.60	69.09	-11.9	-16.9	-26.8	-19.8	9.6	-3.5	48.8	56.2	154.82	179.20	75.52	100.73	-13.2	-13.6	-25.0	-20.5	6.1	-8.0	24	13	2225	1725
St Johns County, FL	45.7	49.1	91.25	103.78	41.71	50.93	-6.9	-12.1	-18.1	-15.5	3.2	-3.9	54.2	57.2	100.80	113.37	54.68	64.90	-5.2	-11.1	-15.7	-14.1	1.9	-3.4	80	42	5823	4073
Hilton Head/Beaufort	39.2	41.4	92.27	98.47	36.14	40.81	-5.5	-6.3	-11.4	-13.0	-1.8	-7.2	55.1	56.5	122.99	133.30	67.79	75.29	-2.4	-7.7	-10.0	-9.0	1.1	-1.4	47	31	6465	4200
Fort Walton Beach, FL	31.8	30.5	78.18	84.08	24.87	25.63	4.3	-7.0	-3.0	-1.3	1.7	6.1	49.1	51.1	122.57	136.17	60.23	69.63	-3.9	-10.0	-13.5	-10.3	3.7	-0.4	76	48	9392	6627

A blank row indicates insufficient data.

Source 2009 Smith Travel Research, Inc

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@str.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

WD (Weekday)

Average of Sunday through Thursday