

Tab 2 - Multi-Segment

Currency: USD - US Dollar

Alachua County CVB

For the month of: January 2011

	Current Month - January 2011 vs January 2010												Year to Date - January 2011 vs January 2010												Participation			
	Occ %		ADR		RevPAR		Percent Change from January 2010						Occ %		ADR		RevPAR		Percent Change from YTD 2010						Properties		Rooms	
	2011	2010	2011	2010	2011	2010	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2011	2010	2011	2010	2011	2010	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Florida	59.0	57.4	111.30	111.61	65.65	64.05	2.8	-0.3	2.5	3.0	0.5	3.3	59.0	57.4	111.30	111.61	65.65	64.05	2.8	-0.3	2.5	3.0	0.5	3.3	3585	1921	411790	291175
Alachua County, FL	51.0	47.0	75.41	75.49	38.49	35.51	8.5	-0.1	8.4	9.0	0.5	9.1	51.0	47.0	75.41	75.49	38.49	35.51	8.5	-0.1	8.4	9.0	0.5	9.1	57	35	4739	3451
Columbia County, FL	44.7	43.7	64.53	61.63	28.84	26.92	2.3	4.7	7.1	7.6	0.4	2.7	44.7	43.7	64.53	61.63	28.84	26.92	2.3	4.7	7.1	7.6	0.4	2.7	31	18	1932	1368
Leon County, FL	46.9	41.5	74.20	69.93	34.82	29.02	13.1	6.1	20.0	16.7	-2.7	10.0	46.9	41.5	74.20	69.93	34.82	29.02	13.1	6.1	20.0	16.7	-2.7	10.0	64	47	5896	4811
Polk County, FL	38.6	33.9	70.18	70.66	27.12	23.97	13.9	-0.7	13.1	14.3	1.1	15.1	38.6	33.9	70.18	70.66	27.12	23.97	13.9	-0.7	13.1	14.3	1.1	15.1	90	36	7100	3546
Marion County, FL	47.6	48.9	64.07	66.25	30.49	32.40	-2.7	-3.3	-5.9	-5.9	0.0	-2.7	47.6	48.9	64.07	66.25	30.49	32.40	-2.7	-3.3	-5.9	-5.9	0.0	-2.7	56	25	4165	2777

A blank row indicates insufficient data.

Source 2011 SMITH TRAVEL RESEARCH, Inc.

Tab 2 - Multi-Segment

Currency: USD - US Dollar

Alachua County CVB

For the month of: February 2011

	Current Month - February 2011 vs February 2010												Year to Date - February 2011 vs February 2010												Participation			
	Occ %		ADR		RevPAR		Percent Change from February 2010						Occ %		ADR		RevPAR		Percent Change from YTD 2010						Properties		Rooms	
	2011	2010	2011	2010	2011	2010	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2011	2010	2011	2010	2011	2010	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Florida	71.2	65.9	121.60	123.32	86.59	81.30	8.0	-1.4	6.5	7.0	0.4	8.5	64.8	61.4	116.70	117.52	75.60	72.20	5.5	-0.7	4.7	5.2	0.4	5.9	3596	1928	411727	289706
Alachua County, FL	65.2	56.6	80.33	77.67	52.34	43.97	15.1	3.4	19.0	19.7	0.5	15.7	57.7	51.6	78.08	76.63	45.08	39.52	11.9	1.9	14.1	14.7	0.5	12.5	57	35	4739	3451
Columbia County, FL	52.0	49.7	66.46	62.72	34.57	31.20	4.6	6.0	10.8	11.2	0.4	5.0	48.2	46.6	65.50	62.19	31.56	28.95	3.5	5.3	9.0	9.4	0.4	3.9	31	18	1932	1368
Leon County, FL	57.2	55.8	75.09	72.83	42.92	40.66	2.4	3.1	5.6	2.7	-2.7	-0.4	51.7	48.3	74.67	71.52	38.62	34.54	7.1	4.4	11.8	8.7	-2.7	4.2	64	48	5896	4889
Polk County, FL	56.0	48.6	74.67	76.39	41.85	37.16	15.2	-2.2	12.6	12.6	0.0	15.2	46.8	40.9	72.82	73.87	34.08	30.23	14.4	-1.4	12.7	13.3	0.5	15.0	92	36	7133	3546
Marion County, FL	64.7	62.2	70.32	72.57	45.48	45.12	4.0	-3.1	0.8	0.8	0.0	4.1	55.6	55.2	67.68	69.63	37.61	38.44	0.7	-2.8	-2.2	-2.1	0.0	0.7	56	24	4165	2521

A blank row indicates insufficient data.

Source 2011 SMITH TRAVEL RESEARCH, Inc.