

Tab 2 - Multi-Segment

Currency: USD - US Dollar

Alachua County CVB

For the month of: April 2010

	Current Month - April 2010 vs April 2009													Year to Date - April 2010 vs April 2009						Participation								
	Occ %		ADR		RevPAR		Percent Change from April 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
Florida	64.6	62.0	112.82	115.07	72.86	71.37	4.1	-2.0	2.1	5.0	2.9	7.1	64.8	61.9	118.41	122.51	76.69	75.82	4.6	-3.3	1.1	4.3	3.1	7.9	3608	1929	411989	293399
Alachua County, FL	60.8	58.1	88.83	80.66	54.00	46.89	4.6	10.1	15.1	20.2	4.4	9.2	56.1	58.8	82.64	80.64	46.33	47.44	-4.7	2.5	-2.4	3.0	5.5	0.5	56	36	4616	3507
Columbia County, FL	45.3	42.9	65.55	65.02	29.69	27.88	5.7	0.8	6.5	6.6	0.1	5.7	46.5	46.2	63.99	65.53	29.75	30.25	0.7	-2.3	-1.6	-1.6	0.0	0.8	31	20	1923	1516
Leon County, FL	57.4	55.8	82.45	79.25	47.32	44.22	2.9	4.0	7.0	10.5	3.2	6.2	53.9	54.2	77.86	78.83	41.96	42.74	-0.6	-1.2	-1.8	2.0	4.0	3.3	65	47	6140	4891
Polk County, FL	44.6	44.4	83.37	84.64	37.21	37.58	0.5	-1.5	-1.0	1.2	2.2	2.8	44.9	46.9	77.70	80.58	34.90	37.76	-4.1	-3.6	-7.6	-5.4	2.3	-1.9	90	37	7100	3740
Marion County, FL	49.6	48.4	68.93	67.01	34.21	32.41	2.6	2.9	5.6	5.6	0.0	2.6	54.6	55.9	70.27	70.37	38.38	39.31	-2.2	-0.1	-2.4	-2.4	0.0	-2.2	56	26	4164	2826

A blank row indicates insufficient data.

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