

# Tab 2 - Multi-Segment

Currency: USD - US Dollar

Alachua County CVB

For the month of: February 2010

Current Month - February 2010 vs February 2009												
Occ %		ADR		RevPAR		Percent Change from February 2009						
2010	2009	2010	2009	2010	2009	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	
Florida	65.8	64.3	124.45	127.56	81.95	81.97	2.5	-2.4	-0.0	3.5	3.5	6.1

Year to Date - February 2010 vs February 2009												
Occ %		ADR		RevPAR		Percent Change from YTD 2009						
2010	2009	2010	2009	2010	2009	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	
Florida	61.4	59.7	118.54	125.28	72.73	74.83	2.7	-5.4	-2.8	0.8	3.7	6.5

Participation			
Properties		Rooms	
Census	Sample	Census	Sample
3581	1921	411672	293347

Alachua County, FL	57.1	63.5	76.98	78.57	43.93	49.89	-10.1	-2.0	-11.9	-6.1	6.7	-4.1
Columbia County, FL	48.7	49.7	62.93	64.81	30.67	32.18	-1.9	-2.9	-4.7	-4.7	0.0	-1.9
Leon County, FL	56.0	55.9	73.80	75.93	41.32	42.46	0.1	-2.8	-2.7	1.9	4.7	4.8
Polk County, FL	48.4	51.8	77.22	78.65	37.38	40.78	-6.6	-1.8	-8.3	-6.3	2.3	-4.5
Marion County, FL	61.7	63.9	72.22	73.15	44.56	46.72	-3.4	-1.3	-4.6	-4.6	0.0	-3.4

Alachua County, FL	51.9	57.8	75.99	77.15	39.45	44.57	-10.1	-1.5	-11.5	-5.6	6.7	-4.1
Columbia County, FL	45.7	47.8	62.34	64.64	28.46	30.88	-4.4	-3.5	-7.8	-7.8	0.0	-4.4
Leon County, FL	48.5	49.6	72.47	75.39	35.14	37.37	-2.2	-3.9	-6.0	-1.6	4.7	2.4
Polk County, FL	40.7	44.7	74.61	78.69	30.40	35.20	-8.9	-5.2	-13.6	-11.5	2.4	-6.7
Marion County, FL	54.7	57.4	69.32	70.18	37.95	40.30	-4.7	-1.2	-5.8	-5.8	0.0	-4.7

Alachua County, FL	56	36	4678	3550
Columbia County, FL	31	20	1922	1516
Leon County, FL	64	47	6211	4977
Polk County, FL	89	37	7075	3703
Marion County, FL	55	26	4147	2826

A blank row indicates insufficient data.

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