

Tab 2 - Multi-Segment

Currency: USD - US Dollar

Alachua County CVB

For the month of: March 2010

	Current Month - March 2010 vs March 2009													Year to Date - March 2010 vs March 2009													Participation			
	Occ %		ADR		RevPAR		Percent Change from March 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	71.5	65.9	123.03	124.66	87.91	82.12	8.5	-1.3	7.0	10.5	3.3	12.0	64.8	61.8	120.24	125.03	77.94	77.30	4.8	-3.8	0.8	4.3	3.5	8.5	3619	1927	413158	293427		
Alachua County, FL	59.8	61.4	86.94	86.54	51.99	53.16	-2.6	0.5	-2.2	2.1	4.4	1.7	54.5	59.0	80.33	80.64	43.80	47.61	-7.6	-0.4	-8.0	-2.6	5.9	-2.2	56	36	4616	3507		
Columbia County, FL	49.3	46.3	65.51	67.74	32.27	31.36	6.4	-3.3	2.9	2.9	0.0	6.4	46.9	47.3	63.49	65.68	29.78	31.04	-0.8	-3.3	-4.1	-4.1	0.0	-0.8	31	19	1922	1454		
Leon County, FL	60.0	61.6	82.06	83.82	49.26	51.62	-2.5	-2.1	-4.6	1.7	6.6	3.9	52.5	53.7	76.26	78.66	40.03	42.25	-2.3	-3.1	-5.3	-0.2	5.4	3.0	66	46	6340	4777		
Polk County, FL	53.4	53.3	77.79	80.49	41.51	42.88	0.2	-3.4	-3.2	-1.0	2.2	2.4	45.0	47.7	75.81	79.32	34.13	37.82	-5.6	-4.4	-9.8	-7.6	2.4	-3.4	90	38	7100	3860		
Marion County, FL	59.3	60.2	73.08	73.41	43.34	44.22	-1.6	-0.4	-2.0	-2.0	0.0	-1.6	56.3	58.4	70.66	71.29	39.77	41.62	-3.6	-0.9	-4.4	-4.4	0.0	-3.6	56	26	4164	2826		

A blank row indicates insufficient data.

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