

# Tab 2 - Multi-Segment

Currency: USD - US Dollar

Alachua County CVB

For the month of: December 2009

	Current Month - December 2009 vs December 2008												Year to Date - December 2009 vs December 2008												Participation			
	Occ %		ADR		RevPAR		Percent Change from December 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
Florida	53.0	52.5	102.68	110.52	54.39	58.04	0.9	-7.1	-6.3	-3.0	3.5	4.4	56.5	60.8	105.37	117.90	59.55	71.67	-7.0	-10.6	-16.9	-14.1	3.4	-3.9	3562	1914	408476	290150
Alachua County, FL	42.8	46.5	73.40	73.82	31.39	34.36	-8.1	-0.6	-8.7	-2.5	6.7	-2.0	53.1	58.0	81.81	83.64	43.41	48.50	-8.5	-2.2	-10.5	-7.3	3.5	-5.3	56	38	4678	3757
Columbia County, FL	40.8	42.3	60.22	62.59	24.59	26.47	-3.4	-3.8	-7.1	-2.3	5.1	1.5	41.5	45.6	62.87	65.93	26.09	30.05	-8.9	-4.7	-13.2	-9.1	4.7	-4.7	31	20	1922	1516
Leon County, FL	40.8	41.2	70.94	74.17	28.93	30.57	-1.1	-4.4	-5.4	-0.9	4.7	3.6	51.2	53.4	78.04	81.01	39.92	43.26	-4.2	-3.7	-7.7	-5.7	2.2	-2.1	64	47	6211	4977
Polk County, FL	30.1	33.1	65.65	70.91	19.75	23.48	-9.1	-7.4	-15.9	-12.6	3.9	-5.6	36.2	48.0	74.61	80.54	27.03	38.64	-24.5	-7.4	-30.0	-26.9	4.5	-21.1	88	38	7001	3812
Marion County, FL	42.8	42.0	60.88	63.15	26.07	26.54	1.9	-3.6	-1.8	-1.8	0.0	1.9	46.1	50.4	66.26	70.45	30.52	35.50	-8.6	-5.9	-14.0	-13.9	0.1	-8.5	55	26	4148	2827

A blank row indicates insufficient data.

Source 2010 Smith Travel Research, Inc