

Tab 2 - Multi-Segment

Currency: USD - US Dollar

Alachua County CVB

For the month of: January 2010

	Current Month - January 2010 vs January 2009												Year to Date - January 2010 vs January 2009						Participation									
	Occ %		ADR		RevPAR		Percent Change from January 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	57.5	55.6	112.40	122.89	64.61	68.36	3.3	-8.5	-5.5	-2.0	3.7	7.2	57.5	55.6	112.40	122.89	64.61	68.36	3.3	-8.5	-5.5	-2.0	3.7	7.2	3576	1917	410781	290937
Alachua County, FL	47.2	52.6	74.91	75.61	35.39	39.76	-10.2	-0.9	-11.0	-5.0	6.7	-4.1	47.2	52.6	74.91	75.61	35.39	39.76	-10.2	-0.9	-11.0	-5.0	6.7	-4.1	56	37	4678	3702
Columbia County, FL	42.9	46.1	61.64	64.47	26.46	29.69	-6.8	-4.4	-10.9	-10.9	0.0	-6.8	42.9	46.1	61.64	64.47	26.46	29.69	-6.8	-4.4	-10.9	-10.9	0.0	-6.8	31	20	1922	1516
Leon County, FL	41.4	43.8	71.34	74.77	29.57	32.77	-5.4	-4.6	-9.8	-5.5	4.7	-1.0	41.4	43.8	71.34	74.77	29.57	32.77	-5.4	-4.6	-9.8	-5.5	4.7	-1.0	64	47	6211	4977
Polk County, FL	33.8	38.2	71.18	78.74	24.03	30.09	-11.7	-9.6	-20.2	-18.1	2.6	-9.4	33.8	38.2	71.18	78.74	24.03	30.09	-11.7	-9.6	-20.2	-18.1	2.6	-9.4	88	37	7001	3786
Marion County, FL	48.5	51.6	65.84	66.87	31.94	34.49	-6.0	-1.5	-7.4	-7.4	0.0	-6.0	48.5	51.6	65.84	66.87	31.94	34.49	-6.0	-1.5	-7.4	-7.4	0.0	-6.0	55	26	4147	2826

A blank row indicates insufficient data.

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