

Tab 2 - Multi-Segment

Currency: USD - US Dollar

Alachua County CVB

For the month of: June 2010

| | Current Month - June 2010 vs June 2009 | | | | | | | | | | | | Year to Date - June 2010 vs June 2009 | | | | | | | | | | | | Participation | | | |
|---------------------|--|------|-------|-------|--------|-------|-------------------------------|------|--------|----------|------------|-----------|---------------------------------------|------|--------|--------|--------|-------|------------------------------|------|--------|----------|------------|-----------|---------------|--------|--------|--------|
| | Occ % | | ADR | | RevPAR | | Percent Change from June 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 | 60.4 | 57.2 | 97.15 | 97.38 | 58.63 | 55.75 | 5.4 | -0.2 | 5.2 | 8.1 | 2.7 | 8.3 | 62.6 | 59.8 | 112.10 | 115.81 | 70.22 | 69.23 | 4.8 | -3.2 | 1.4 | 4.4 | 2.9 | 7.9 | 3593 | 1925 | 411709 | 292703 |
| Alachua County, FL | 57.8 | 59.9 | 77.18 | 75.84 | 44.59 | 45.44 | -3.6 | 1.8 | -1.9 | 1.3 | 3.2 | -0.5 | 55.2 | 58.1 | 81.75 | 80.56 | 45.14 | 46.82 | -5.0 | 1.5 | -3.6 | 1.0 | 4.7 | -0.5 | 56 | 36 | 4616 | 3507 |
| Columbia County, FL | 49.0 | 43.8 | 61.08 | 64.68 | 29.94 | 28.32 | 12.0 | -5.6 | 5.7 | 6.2 | 0.4 | 12.4 | 45.7 | 44.3 | 63.32 | 65.15 | 28.91 | 28.85 | 3.1 | -2.8 | 0.2 | 0.3 | 0.1 | 3.2 | 31 | 18 | 1932 | 1411 |
| Leon County, FL | 60.5 | 56.1 | 68.06 | 72.13 | 41.20 | 40.50 | 7.8 | -5.6 | 1.7 | 5.0 | 3.2 | 11.3 | 54.5 | 54.4 | 75.41 | 78.03 | 41.07 | 42.41 | 0.2 | -3.4 | -3.2 | 0.4 | 3.7 | 3.9 | 65 | 46 | 6140 | 4731 |
| Polk County, FL | 36.2 | 32.9 | 72.01 | 72.33 | 26.04 | 23.77 | 10.0 | -0.4 | 9.5 | 12.0 | 2.2 | 12.5 | 41.1 | 41.9 | 76.23 | 78.76 | 31.30 | 32.99 | -2.0 | -3.2 | -5.1 | -2.9 | 2.3 | 0.3 | 90 | 37 | 7100 | 3635 |
| Marion County, FL | 43.7 | 43.1 | 65.69 | 63.84 | 28.70 | 27.54 | 1.3 | 2.9 | 4.2 | 4.2 | 0.0 | 1.3 | 50.2 | 50.9 | 69.04 | 68.85 | 34.66 | 35.04 | -1.3 | 0.3 | -1.1 | -1.1 | 0.0 | -1.3 | 56 | 26 | 4164 | 2826 |

A blank row indicates insufficient data.

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