

Tab 2 - Multi-Segment

Currency: USD - US Dollar

Alachua County CVB

For the month of: May 2010

	Current Month - May 2010 vs May 2009												Year to Date - May 2010 vs May 2009												Participation			
	Occ %		ADR		RevPAR		Percent Change from May 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	57.0	54.3	100.76	105.78	57.38	57.43	4.9	-4.8	-0.1	2.7	2.8	7.8	63.2	60.3	115.16	119.42	72.73	72.03	4.7	-3.6	1.0	4.0	3.0	7.9	3610	1932	412125	293496
Alachua County, FL	49.5	53.6	82.79	85.33	40.97	45.74	-7.7	-3.0	-10.4	-7.5	3.2	-4.7	54.7	57.8	82.68	81.54	45.25	47.09	-5.3	1.4	-3.9	0.9	5.0	-0.5	56	36	4616	3507
Columbia County, FL	39.7	37.5	62.35	63.90	24.74	23.93	6.0	-2.4	3.4	3.4	0.1	6.0	45.0	44.4	63.76	65.24	28.71	28.95	1.5	-2.3	-0.8	-0.8	0.0	1.5	31	20	1925	1516
Leon County, FL	50.8	53.1	73.75	80.92	37.48	42.99	-4.3	-8.9	-12.8	-10.0	3.2	-1.2	53.3	54.0	77.06	79.25	41.04	42.79	-1.4	-2.8	-4.1	-0.4	3.8	2.4	65	47	6140	4891
Polk County, FL	30.9	31.4	72.74	74.77	22.48	23.47	-1.6	-2.7	-4.2	-2.1	2.2	0.7	42.0	43.7	76.95	79.72	32.35	34.82	-3.8	-3.5	-7.1	-5.0	2.3	-1.5	90	38	7100	3860
Marion County, FL	39.4	39.1	65.93	65.84	26.01	25.73	0.9	0.1	1.1	1.1	0.0	0.9	51.5	52.4	69.59	69.67	35.84	36.53	-1.8	-0.1	-1.9	-1.9	0.0	-1.8	56	26	4164	2826

A blank row indicates insufficient data.

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