

ST. AUGUSTINE, PONTE VEDRA & THE BEACHES  
VISITORS & CONVENTION BUREAU

...a newsletter for the Tourism Community



## Tourism Barometer

[Tourist Spent \\$49 million dollars in November!](#)

**In November, Tourist-Related Expenditures in St. Johns County exceeded \$49 million dollars (\$49,204,346).** This is a **3.7% decrease** from Tourist-Related Expenditures in November 2007. Source: Fla. Dept. Revenue

[More Details, A closer look at November 2008 Expenditure data](#)

[Tourist-Development Tax exceeded \\$270K in December](#)

**In December, Tourist-Development Tax Receipts in St. Johns County exceeded \$270 thousand dollars (\$270,001).** This is a **14.1% decrease** from Tourist-Development Tax Receipts in December 2007. A comparison of receipts by sector showed **Hotel / Motel lodging receipts decreased more than \$33K (\$33,537), and Bed and Breakfast lodging receipts decreased nearly \$5K (\$4,852).** These sectors saw decreases of 15% and 20% from the same time period last year, respectively. Source: SJC Tax Collector

[More Details, Four-year look at TDT data](#)

Research Document Links

- [FINAL St. Augustine Historic Area Strategic Plan](#)
- [Executive Summary—Historic Area Strategic Plan](#)

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40% of travelers to SJC stay in a Hotel/Motel/Resort!

### MORE THAN HALF OF ALL VISITORS STAY OVERNIGHT!

Where are you staying while in SJC?

Hotel/Motel/Resort	40%
Bed and Breakfast Inn	9%
With Friends/Relatives	8%
Rental Condominium	3%
Campground/RV Park	2%

EXCURSIONIST 37%

Is this your first visit to SJC?

Yes, first visit	24%
No, been here before	76%

Source: CY2008 Visitor Profile Data

### QUESTION: How full are the rooms? AND How much do the rooms cost?

#### DECEMBER 2008

	OCCUPANCY	Average Daily Rate
St. Johns County, FL	44.8%	\$94.02
Jacksonville, FL	46.5%	\$81.60
Orlando, FL	61.3%	\$97.27
Ft. Lauderdale, FL	64.0%	\$114.80
Miami-Hialeah, FL	65.7%	\$169.98
Hillsborough, FL	48.5%	\$91.84
Leon County, FL	41.1%	\$72.96
Sarasota-Bradenton, FL	45.3%	\$106.41
Daytona Beach, FL	33.1%	\$71.42
Austin, TX	47.3%	\$96.07
Savannah, GA	44.3%	\$76.30
Charleston, SC	46.9%	\$91.88

Source: Smith Travel Research

**The December Travel Price Index (TPI) decreased 5.5 percent compared to December 2007 and decreased 3.7% against November 2008.**

Source: US Travel Association

Source: Smith Travel Research

Economic Outlook: Research staff will be traveling to the Southeastern Travel Research Symposium in Montgomery, AL to attend this Southern Tourism Society/SETTRA sponsored event March 23-25.

<u>BASE INDICATORS—ST. JOHNS COUNTY</u>	<u>Most Recent</u>	<u>Value</u>
Percent of In-State Visitors	Jan-Dec 08	53%
Percent of 1st Time Visitors	Jan—Dec 08	24%
Tourism-Related Expenditures (\$ thousands)	November 08	\$49.2
YTD Tourist-Related Expenditures (\$ millions)	Jan-Nov 08	\$654.2
Bed-Tax Collections (\$ thousands)	December 08	\$270
YTD Bed-Tax Collections (\$ millions)	Jan—Dec 08	\$5.21

[Tourism Industry Grows by nearly 500 Employees!](#)

St. Johns County Tourism-Related Employment and Wages (Leisure/Hospitality NAICS 1026)				
Calendar Year	Total Number Establishment/Units	Total Paid Wages	Average Number of Employees	Average Quarterly Wage
2007 Quarter One	523	\$54,742,118	11,051	\$4,953
2007 Quarter Two	531	\$54,523,223	11,740	\$4,644
2007 Quarter Three	533	\$55,919,989	11,550	\$4,841
2007 Quarter Four	536	\$55,978,506	11,406	\$4,908
2008 Quarter One	559	\$58,303,518	11,608	\$5,023
2008 Quarter Two	565	\$56,878,405	12,188	\$4,667

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