

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

...a newsletter for the Tourism Community



## Tourism Barometer

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

**In September, Tourist-Related Expenditures in St. Johns County exceeded \$49 million dollars (\$49,012,086).** This is a **4.2% decrease** from Tourist-Related Expenditures in September 2007. Source: Fla. Dept. Revenue

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

[Tourist-Development Tax exceeded \\$325K in October](#)

**In October, Tourist-Development Tax Receipts in St. Johns County exceeded \$325 thousand dollars (\$326,165).** This is a **14.6% decrease** from Tourist-Development Tax Receipts in October 2007. A comparison of receipts by sector showed **Hotel / Motel lodging receipts decreased more than \$48K (\$48,155), and Bed and Breakfast lodging receipts decreased nearly \$3K (\$3,113).** These sectors saw decreases of 16% and 15% from the same time period last year, respectively. Source: SJC Tax Collector

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

Research Document Links

- [Strategic Plan for the St. Augustine Historic District](#)

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42% of travelers to SJC stay in a Hotel/Motel/Resort!

### HALF OF ALL VISITORS STAY IN HOTELS!

Where are you staying while in SJC?

Hotel/Motel/Resort	42%
With Friends/Relatives	11%
Bed and Breakfast Inn	11%
Rental Condominium	1%
Campground/RV Park	3%

EXCURSIONIST 34%

Is this your first visit to SJC?

Yes, first visit	31%
No, been here before	69%

Source: 9/2008 Visitor Profile.

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

**OCTOBER 2008**

	OCCUPANCY	Average Daily Rate
St. Johns County, FL	53.5%	\$106.75
Jacksonville, FL	58.2%	\$93.01
Orlando, FL	61.9%	\$107.31
Ft. Lauderdale, FL	61.5%	\$114.30
Miami-Hialeah, FL	66.0%	\$137.38
Hillsborough, FL	55.2%	\$101.77
Leon County, FL	49.1%	\$88.27
Sarasota-Bradenton, FL	51.6%	\$100.46
Daytona Beach, FL	45.1%	\$89.38
Austin, TX	70.4%	\$115.80
Savannah, GA	63.7%	\$96.25
Charleston, SC	64.7%	\$116.92

Source: Smith Travel Research

**The October Travel Price Index (TPI)** increased 4.2 percent compared to October 2007 and decreased 3.4% against September 2008.

**The Consumer Price Index, All Urban Consumers or CPI-U,** was up just 3.7 percent from October 2007, indicating the extent to which the cost of travel is increasing faster than the U.S. city average prices for all consumer prod-

64.7%      \$116.92

the cost of travel is increasing faster than the U.S. city average prices for all consumer products. It decreased 1.0 percent from September 2008. Source: TIA

Source: Smith Travel Research

Economic Outlook: Research staff will be traveling to the St. Johns County Convention Center at World Golf Village to attend this Chamber/EDC sponsored event January 29th.

<u>BASE INDICATORS—ST. JOHNS COUNTY</u>	<u>Most Recent</u>	<u>Value</u>
Percent of In-State Visitors	September 08	37.2%
Percent of 1st Time Visitors	September 08	31.1%
Tourism-Related Expenditures (\$ thousands)	September 08	\$49.0
YTD Tourist-Related Expenditures (\$ millions)	Jan-Sept 08	\$563.3
Bed-Tax Collections (\$ thousands)	October 08	\$326.1
YTD Bed-Tax Collections (\$millions)	Jan—Oct 08	\$4.64

[Tourism Industry Employment Grows by nearly 600 Workers!](#)

St. Johns County Tourism-Related Employment and Wages (Leisure/Hospitality NAICS 1026)				
Calendar Year	Total Number Establishment/Units	Total Paid Wages	Average Monthly Employment	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

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