

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

...a newsletter for the Tourism Community



## Tourism Barometer

[Tourist Spent \\$68 million dollars in June!](#)

**In June, Tourist-Related Expenditures in St. Johns County approached \$68 million dollars (\$67,781,667).** This is a **0.32% decrease** from Tourist-Related Expenditures in June 2007. Source: Fla. Dept. Revenue

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

[Tourist-Development Tax approached \\$400K in August](#)

**In August, Tourist-Development Tax Receipts in St. Johns County approached \$400 thousand dollars (\$396,334).** This is a **2.7% decrease** from Tourist-Development Tax Receipts in August 2007. A comparison of receipts by sector showed **Hotel / Motel lodging receipts decreased almost \$20K (\$19,756), and Bed and Breakfast lodging receipts decreased nearly \$1K (\$934).** These sectors saw decreases of 6.9% and 6.7% 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:](#)
- [Fiscal Year 2009 Visitors and Convention Bureau Marketing Plan:](#)

Volume 1, Issue 1, 10.2008

50% 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	49.8%
With Friends/Relatives	4.8%
Bed and Breakfast Inn	11.3%
Rental Condominium	1.0%
Campground/RV Park	1.4%
Vacation Rental	0.3%

EXCURSIONIST 31.4%

Is this your first visit to SJC?

Yes	32.5%
No	67.5%

Source: 8/2008 Visitor Profile.

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

**AUGUST 2008**

	OCCUPANCY	Average Daily Rate
St. Johns County, FL	51.1%	\$102.15
Jacksonville, FL	56.7%	\$86.06
Orlando, FL	63.6%	\$89.18
Ft. Lauderdale, FL	60.2%	\$96.69
Miami-Hialeah, FL	70.3%	\$125.97
Hillsborough, FL	49.2%	\$88.73
Leon County, FL	57.1%	\$72.35
Sarasota-Bradenton, FL	48.9%	\$100.87
Daytona Beach, FL	46.2%	\$87.35
Austin, TX	66.0%	\$104.88
Savannah, GA	57.7%	\$88.01
Charleston, SC	64.2%	\$111.64

Source: Smith Travel Research

**The August Travel Price Index (TPI)** increased 8.7 percent compared to August 2007 and is up 7.9 percent through the first nine months of 2008 compared to January through August 2007.

**The Consumer Price Index, All Urban Consumers or CPI-U,** was up just 5.4 percent from August 2007, indicating the extent to which the cost of travel is increasing faster than the U.S. city average prices for all consumer

64.2%

\$111.64

...to which the cost of travel is increasing faster than the U.S. city average prices for all consumer products. [Source: TIA](#)

Source: Smith Travel Research

[Marketing Outlook Forum](#): Research staff will be traveling to Portland, OR to attend this TIA sponsored conference October 27-30th.

<u>BASE INDICATORS—ST. JOHNS COUNTY</u>	<u>Most Recent</u>	<u>Value</u>
Percent of In-State Visitors	August 08	34.6%
Percent of 1st Time Visitors	August 08	32.5%
Tourism-Related Expenditures (\$ thousands)	June 08	\$67.7
YTD Tourist-Related Expenditures (\$ millions)	Jan-Jun 08	\$382.4
Bed-Tax Collections (\$ thousands)	August 08	\$396.3
YTD Bed-Tax Collections (\$millions)	Jan—Aug 08	\$4.09

[Tourism Industry Employs More than 11,000 workers in St. Johns](#)

St. Johns County				
Tourism-Related Employment and Wages (Leisure/Hospitality NAICS 1026)				
Calendar Year 2007	Total Number Establishment/Units	Total Paid Wages	Average Monthly Employment	Average Quarterly Wage
Quarter One	523	\$54,742,118	11,051	\$4,953
Quarter Two	531	\$54,523,223	11,740	\$4,644
Quarter Three	533	\$55,919,989	11,550	\$4,841
Quarter Four	536	\$55,978,506	11,406	\$4,908

If this issue of Tourism Barometer was forwarded to you, and you would like to be added to the official distribution list: [click here](#)  
 TOURISM BAROMETER is produced by the St. Augustine, Ponte Vedra & The Beaches, Visitors & Convention Bureau. Additional information is available by calling 904.829.1711 ext. 302, visiting [www.getaway4florida.com/members/research](http://www.getaway4florida.com/members/research) or by sending an email to Brian London at [BLondon@Getaway4Florida.com](mailto:BLondon@Getaway4Florida.com)

