

Tourist Spending in St. Johns County

In December, Tourist-Related Expenditures in St. Johns County exceeded \$46 million dollars (\$46,576,087). This is a **7.55% decrease** from Tourist-Related Expenditures in December 2007.

From January 2008 through December 2008, Tourist-Related Expenditures in St. Johns County totaled at least \$700,857,896 – a **\$6.0M decrease**, or **less than 1%** over the same time period last year.

Source: Fla. Dept. Revenue 1/2008—12/2008 Form 10 data

[Click here for more information on Tourist Spending in 2008](#)

Bed-Tax Collections in St. Johns County

In February, Tourist-Development Tax Receipts in St. Johns County exceeded \$415 thousand dollars (\$415,349). This is a **19% decrease** from Tourist-Development Tax Receipts in February 2007. A comparison of receipts by sector showed **Hotel / Motel lodging receipts decreased more than \$86K (\$86,316)**, and **Bed and Breakfast lodging receipts decreased nearly \$10K (\$9,640)**. These sectors saw decreases of 25% and 34% from the same time period last year, respectively. [Source: SJC Tax Collector 2/2009](#)

[Click here for more information on Bed-Tax Collections.](#)

Research Document Links

- [Destination Master Plan Phase One Assessment](#)
- [US Travel Forecast—2009 \(Updated April 2009\)](#)

February Occupancy and Room Rate Data—Comparative

| | <u>Occupancy</u> | <u>Average Daily Rate</u> |
|------------------------|------------------|---------------------------|
| Ft. Lauderdale, FL | 79% | \$145 |
| Miami-Hialeah, FL | 73% | \$180 |
| Sarasota-Bradenton, FL | 69% | \$133 |
| Hillsborough, FL | 66% | \$121 |
| Orlando, FL | 66% | \$107 |
| Austin, TX | 65% | \$109 |
| St. Johns County, FL | 61% | \$106 |
| Daytona Beach, FL | 61% | \$143 |
| Jacksonville, FL | 59% | \$88 |
| Charleston, SC | 58% | \$97 |
| Leon County, FL | 56% | \$75 |
| Savannah, GA | 55% | \$85 |

Source: Smith Travel Research 2/2009

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Visitor Profile—Top Line Data

Where are you staying while in SJC?

| | |
|------------------------|-----|
| Hotel/Motel/Resort | 44% |
| Bed and Breakfast Inn | 11% |
| With Friends/Relatives | 6% |
| Campground/RV Park | 2% |

EXCURSIONIST 37%

Is this your first visit to SJC?

| | |
|----------------------|-----|
| Yes, first visit | 21% |
| No, been here before | 89% |

Are you traveling with any kids on this trip to SCJ?

| | |
|-------------------|-----|
| Yes, with kids | 19% |
| No, not with kids | 81% |

Source: 2/2009 Visitor Profile Data

US Travel Index Data

The March Travel Price Index (TPI) decreased 8.1 percent compared to March 2008.

Lodging prices were down 8 percent compared to last year and up 1.5 percent from last month.

Airfares decreased 7.7 percent against twelve months earlier and 0.5 percent from the previous month.

Source: US Travel Association 3/2009

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

St. Johns County Base Industry Indicators

| | <u>Most Recent</u> | <u>Value</u> |
|--|--------------------|--------------|
| Percent of In-State Visitors | Feb 09 | 44% |
| Percent of 1st Time Visitors | Feb 09 | 21% |
| Tourism-Related Expenditures (\$ thousands) | December 08 | \$46.5 |
| YTD Tourist-Related Expenditures (\$ millions) | Jan-Dec 08 | \$700.8 |
| Bed-Tax Collections (\$ thousands) | February 09 | \$415.3 |
| YTD Bed-Tax Collections (\$ thousands) | Jan—Feb 09 | \$724.7 |

St. Johns County Tourism-Related Employment and Wages

| 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 |
| 2008 Quarter Three | 557 | \$56,246,368 | 11,611 | \$4,846 |

Source: ES202 Florida Labor Market Information

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