

Tourist Spending in St. Johns County

In March, Tourist-Related Expenditures in St. Johns County exceeded \$64 million dollars (\$64,068,604). This is a **13% decrease** from Tourist-Related Expenditures in March 2007.

From January 2009 through March 2009, Tourist-Related Expenditures in St. Johns County totaled at least \$156,681,392 – a **\$24.2 M decrease**, or **13%** less than the same time period last year.

Source: Fla. Dept. Revenue 1/2009—3/2008 Form 10 data

Bed-Tax Collections in St. Johns County

In April, Tourist-Development Tax Receipts in St. Johns County exceeded \$449 thousand dollars (\$449,794). This is a **13% decrease** from Tourist-Development Tax Receipts in April 2008. A comparison of receipts by sector showed

Hotel / Motel lodging receipts decreased more than \$66K (\$66,189), and Bed and Breakfast lodging receipts decreased nearly \$4K (\$3,619). These sectors saw decreases of 18% and 14% from the same time period last year, respectively.

Source: SJC Tax Collector 4/2009

Research Document Links

- [Competitive Hotel Pricing Strategy](#)
- [Menu Price Formats on Restaurant Checks](#)
- [St. Johns County Bed-Tax Collections](#)

May Occupancy and Room Rate Data—Comparative

	<u>Occupancy</u>	<u>Average Daily Rate</u>
Charleston, SC	67%	\$123
Miami-Hialeah, FL	64%	\$135
Savannah, GA	62%	\$90
Austin, TX	60%	\$101
Ft. Lauderdale, FL	59%	\$105
Orlando, FL	58%	\$99
St. Johns County, FL	56%	\$118
Jacksonville, FL	55%	\$92
Sarasota-Bradenton, FL	54%	\$103
Leon County, FL	53%	\$81
Daytona Beach, FL	48%	\$87
Hillsborough, FL	45%	\$86

Source: Smith Travel Research 5/2009

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Visitor Profile—Top Line Data

Where are you staying while in SJC?

Hotel/Motel/Resort	45%
With Friends/Relatives	7%
Bed and Breakfast Inn	5%
Campground/RV Park	2%

EXCURSIONIST 38%

Is this your first visit to SJC?

Yes, first visit	18%
No, been here before	82%

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

Yes, with kids	28%
No, not with kids	72%

Source: 5/2009 Visitor Profile Data

US Travel Index Data

The May Travel Price Index (TPI) decreased 9.4 percent compared to May 2008.

Lodging prices were down 7.5 percent compared to last year and up 1.6 percent from last month.

Airfares decreased 13.3 percent against twelve months earlier and 0.5 percent from the previous month.

Source: US Travel Association 5/2009

Research Staff Will Attend: A Golf Digest presentation on “The Process of Buying Travel 2009” at the Ponte Vedra Inn & Club on Tuesday, July 7th at 8:30 a.m. This coincides with Florida's First Coast of Golf Market Research and Marketing Strategic Planning Meeting to take place on Thursday, July 9th.

St. Johns County Base Industry Indicators

	<u>Most Recent</u>	<u>Value</u>
Percent of In-State Visitors	May 09	60%
Percent of 1st Time Visitors	May 09	18%
Tourism-Related Expenditures (\$ thousands)	March 09	\$64.0
YTD Tourist-Related Expenditures (\$ millions)	Jan-March 09	\$156.7
Bed-Tax Collections (\$ thousands)	April 09	\$449.8
YTD Bed-Tax Collections (\$ millions)	Jan—April 09	\$1.66

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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