

St. Johns County Lodging Occupancy

| | 2006 | 2007 | 2008 | 2009 |
|-----------|-------------|-------------|-------------|-------------|
| January | 60.70% | 57.50% | 55.30% | 47.00% |
| February | 72.20% | 68.40% | 69.10% | 60.50% |
| March | 79.50% | 77.20% | 70.10% | 63.80% |
| April | 74.10% | 71.90% | 65.10% | 65.90% |
| May | 65.10% | 63.50% | 57.30% | 55.90% |
| June | 69.20% | 68.40% | 60.00% | 58.40% |
| July | 69.70% | 69.90% | 59.80% | |
| August | 54.60% | 58.10% | 50.90% | |
| September | 50.90% | 52.60% | 39.40% | |
| October | 59.40% | 57.90% | 53.30% | |
| November | 57.90% | 53.80% | 49.00% | |
| December | 53.20% | 49.90% | 44.80% | |

| | 2006 | 2007 | 2008 | 2009 |
|--------------|-------------|-------------|-------------|-------------|
| Jan. - March | 70.80% | 67.70% | 64.83% | 57.10% |
| April - June | 69.47% | 67.93% | 60.80% | 60.07% |
| July - Sept. | 58.40% | 60.20% | 50.03% | |
| Oct. - Dec. | 56.83% | 53.87% | 49.03% | |

Source: Smith Travel Research

St. Johns County Lodging Average Daily Rate

| | 2006 | 2007 | 2008 | 2009 |
|-----------|-------------|-------------|-------------|-------------|
| January | \$94.75 | \$102.43 | \$106.85 | \$97.15 |
| February | \$108.43 | \$113.79 | \$120.68 | \$105.52 |
| March | \$120.48 | \$117.98 | \$117.70 | \$106.50 |
| April | \$108.88 | \$115.13 | \$120.46 | \$102.86 |
| May | \$111.56 | \$126.25 | \$130.83 | \$118.40 |
| June | \$106.42 | \$113.00 | \$114.93 | \$102.65 |
| July | \$103.65 | \$110.36 | \$109.20 | |
| August | \$92.95 | \$103.93 | \$102.41 | |
| September | \$96.32 | \$105.11 | \$101.03 | |
| October | \$98.99 | \$108.10 | \$107.21 | |
| November | \$99.08 | \$104.49 | \$103.40 | |
| December | \$99.50 | \$99.43 | \$94.26 | |

| | 2006 | 2007 | 2008 | 2009 |
|--------------|-------------|-------------|-------------|-------------|
| Jan. - March | \$107.89 | \$111.40 | \$115.08 | \$103.06 |
| April - June | \$108.95 | \$118.13 | \$122.07 | \$107.97 |
| July - Sept. | \$97.64 | \$106.47 | \$104.21 | |
| Oct. - Dec. | \$99.19 | \$104.01 | \$101.62 | |

Source: Smith Travel Research