

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%	60.90%
August	54.60%	58.10%	50.90%	48.00%
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	\$100.71
August	\$92.95	\$103.93	\$102.41	\$91.82
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