

GREATER MIAMI CONVENTION VISITORS BUEARU

FLORIDA CITIES OCCUPANCY

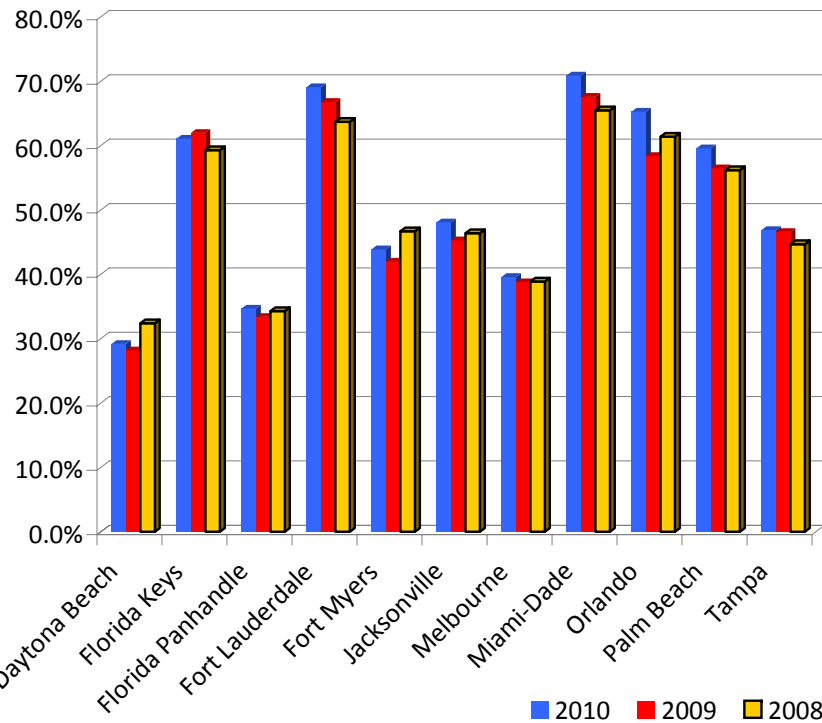
DECEMBER

	<u>2010</u>	<u>2009</u>	<u>2008</u>	<u>% Change</u> <u>10 vs 09</u>	<u>% Change</u> <u>10 vs 08</u>
Daytona Beach	29.2%	28.2%	32.4%	3.5%	-9.9%
Florida Keys	61.1%	62.0%	59.3%	-1.5%	3.0%
Florida Panhandle	34.7%	33.4%	34.3%	3.9%	1.2%
Fort Lauderdale	69.1%	66.8%	63.7%	3.4%	8.5%
Fort Myers	43.9%	42.0%	46.7%	4.5%	-6.0%
Jacksonville	48.1%	45.3%	46.4%	6.2%	3.7%
Melbourne	39.6%	38.8%	38.9%	2.1%	1.8%
Miami-Dade	70.9%	67.6%	65.5%	4.9%	8.2%
Orlando	65.3%	58.4%	61.4%	11.8%	6.4%
Palm Beach	59.6%	56.5%	56.2%	5.5%	6.0%
Tampa	46.9%	46.6%	44.7%	0.6%	4.9%
Florida	55.1%	51.7%	52.5%	6.6%	5.0%
United States	46.0%	43.6%	45.1%	5.5%	2.0%

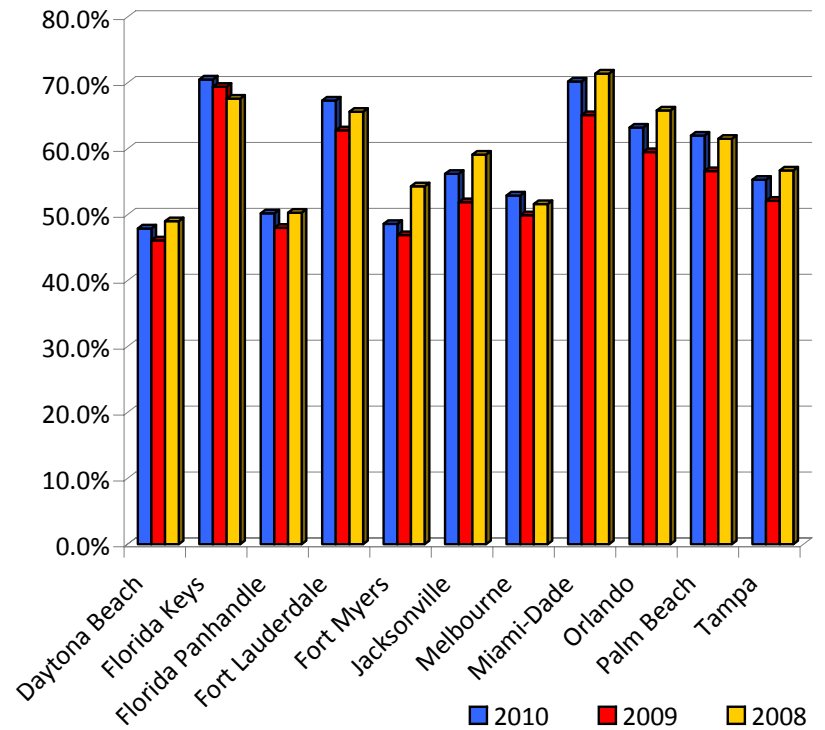
YEAR TO DATE

	<u>2010</u>	<u>2009</u>	<u>2008</u>	<u>% Change</u> <u>10 vs 09</u>	<u>% Change</u> <u>10 vs 08</u>
Daytona Beach	47.9%	46.1%	49.0%	3.9%	-2.2%
Florida Keys	70.5%	69.4%	67.6%	1.6%	4.3%
Florida Panhandle	50.2%	48.0%	50.3%	4.6%	-0.2%
Fort Lauderdale	67.3%	62.8%	65.6%	7.2%	2.6%
Fort Myers	48.6%	46.9%	54.3%	3.6%	-10.5%
Jacksonville	56.2%	51.9%	59.1%	8.3%	-4.9%
Melbourne	52.9%	49.9%	51.6%	6.0%	2.5%
Miami-Dade	70.2%	65.1%	71.4%	7.8%	-1.7%
Orlando	63.2%	59.5%	65.8%	6.2%	-4.0%
Palm Beach	62.0%	56.6%	61.5%	9.5%	0.8%
Tampa	55.3%	52.1%	56.7%	6.1%	-2.5%
Florida	59.1%	55.6%	60.8%	6.3%	-2.8%
United States	57.6%	54.5%	60.3%	5.7%	-4.5%

DECEMBER OCCUPANCY



YEAR TO DATE OCCUPANCY



GREATER MIAMI CONVENTION VISITORS BUEARU

FLORIDA CITIES ROOM RATE

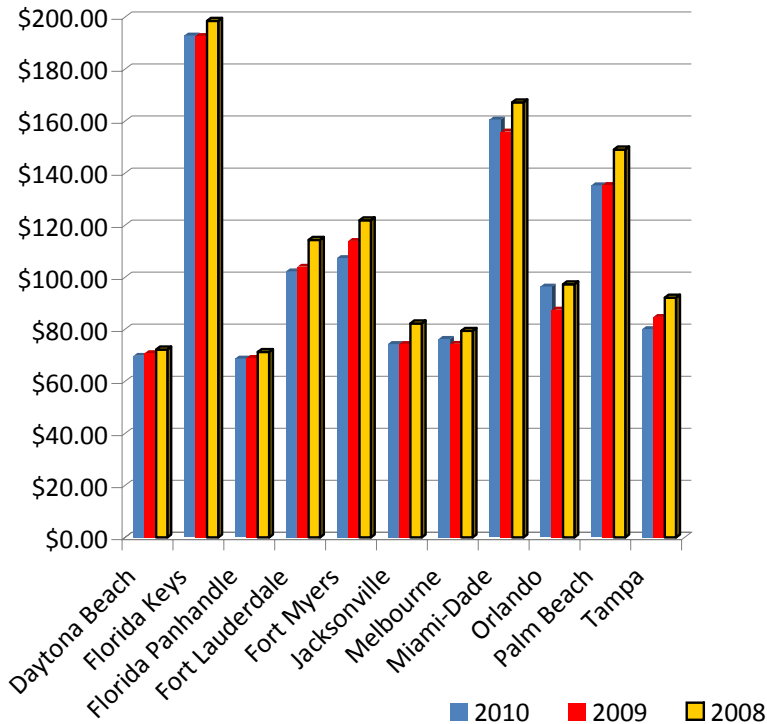
DECEMBER

	<u>2010</u>	<u>2009</u>	<u>2008</u>	<u>% Change</u> <u>10 vs 09</u>	<u>% Change</u> <u>10 vs 08</u>
Daytona Beach	\$69.79	\$70.83	\$72.23	-1.5%	-3.4%
Florida Keys	\$192.94	\$192.72	\$198.54	0.1%	-2.8%
Florida Panhandle	\$68.75	\$68.98	\$71.27	-0.3%	-3.5%
Fort Lauderdale	\$102.28	\$104.08	\$114.35	-1.7%	-10.6%
Fort Myers	\$107.36	\$113.97	\$121.89	-5.8%	-11.9%
Jacksonville	\$74.32	\$74.36	\$82.26	-0.1%	-9.7%
Melbourne	\$76.29	\$74.43	\$79.41	2.5%	-3.9%
Miami-Dade	\$160.64	\$156.00	\$167.20	3.0%	-3.9%
Orlando	\$96.44	\$87.55	\$97.30	10.2%	-0.9%
Palm Beach	\$135.33	\$135.45	\$149.11	-0.1%	-9.2%
Tampa	\$80.09	\$84.74	\$92.15	-5.5%	-13.1%
Florida	\$105.07	\$102.92	\$110.52	2.1%	-4.9%
United States	\$96.22	\$94.45	\$99.74	1.9%	-3.5%

YEAR TO DATE

	<u>2010</u>	<u>2009</u>	<u>2008</u>	<u>% Change</u> <u>10 vs 09</u>	<u>% Change</u> <u>10 vs 08</u>
Daytona Beach	\$94.56	\$94.90	\$101.81	-0.4%	-7.1%
Florida Keys	\$177.64	\$172.10	\$194.68	3.2%	-8.8%
Florida Panhandle	\$88.56	\$92.37	\$96.77	-4.1%	-8.5%
Fort Lauderdale	\$107.70	\$109.80	\$125.76	-1.9%	-14.4%
Fort Myers	\$119.17	\$126.79	\$137.07	-6.0%	-13.1%
Jacksonville	\$80.18	\$84.33	\$93.47	-4.9%	-14.2%
Melbourne	\$83.35	\$85.71	\$89.50	-2.8%	-6.9%
Miami-Dade	\$144.13	\$140.22	\$160.14	2.8%	-10.0%
Orlando	\$91.95	\$93.34	\$105.83	-1.5%	-13.1%
Palm Beach	\$125.03	\$128.14	\$152.26	-2.4%	-17.9%
Tampa	\$91.43	\$98.55	\$107.19	-7.2%	-14.7%
Florida	\$104.06	\$105.74	\$117.90	-1.6%	-11.7%
United States	\$98.08	\$98.17	\$106.96	-0.1%	-8.3%

DECEMBER ROOM RATE



YEAR TO DATE ROOM RATE

