

GREATER MIAMI CONVENTION AND VISITORS BUEARU

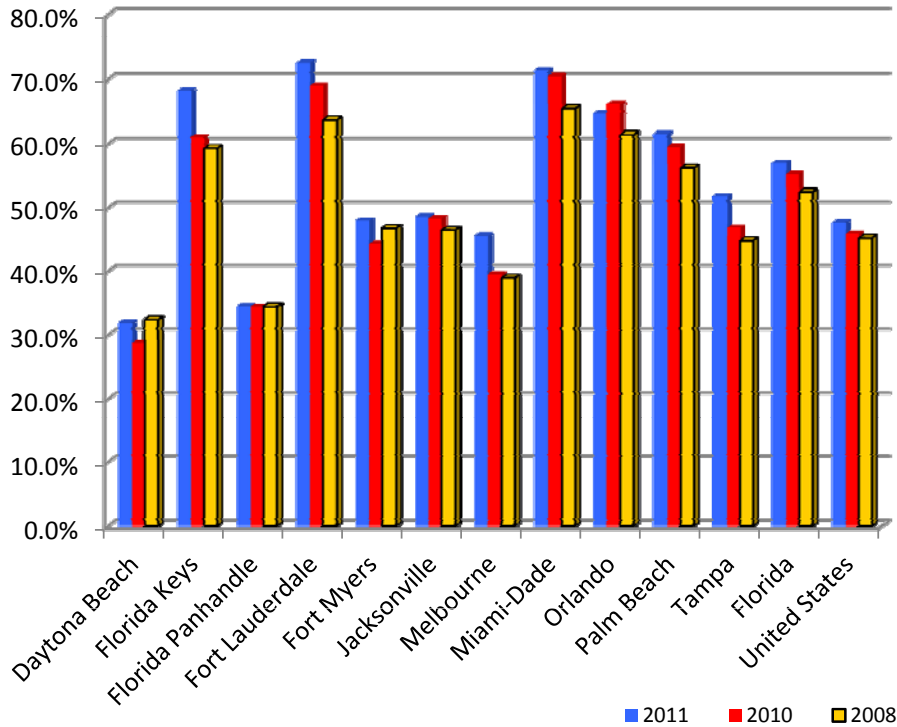
FLORIDA CITIES OCCUPANCY

DECEMBER

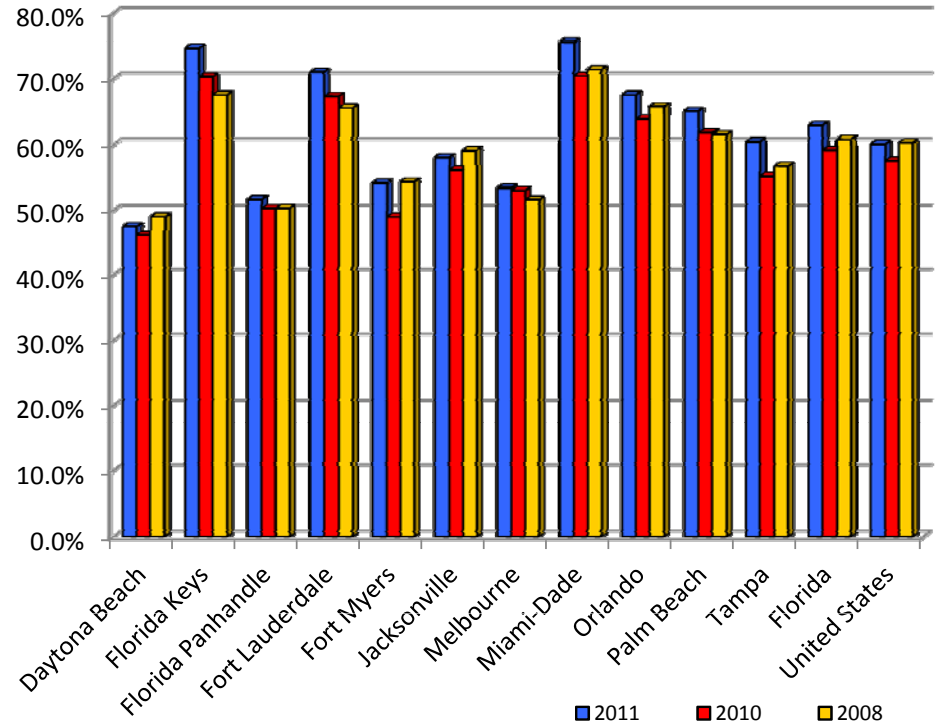
YEAR TO DATE

	<u>2011</u>	<u>2010</u>	<u>2008</u>	<u>% Change</u> <u>11 vs 10</u>	<u>% Change</u> <u>11 vs 08</u>	<u>2011</u>	<u>2010</u>	<u>2008</u>	<u>% Change</u> <u>11 vs 10</u>	<u>% Change</u> <u>11 vs 08</u>
Daytona Beach	31.9%	28.7%	32.4%	11.1%	-1.5%	47.5%	46.1%	49.0%	3.0%	-3.1%
Florida Keys	68.3%	61.1%	59.3%	11.9%	15.2%	74.7%	70.3%	67.6%	6.3%	10.5%
Florida Panhandle	34.4%	34.3%	34.3%	0.3%	0.3%	51.7%	50.2%	50.3%	2.9%	2.8%
Fort Lauderdale	72.6%	69.1%	63.7%	5.1%	14.0%	71.0%	67.4%	65.6%	5.3%	8.2%
Fort Myers	48.0%	44.2%	46.7%	8.7%	2.8%	54.1%	49.0%	54.3%	10.5%	-0.4%
Jacksonville	48.6%	48.3%	46.4%	0.6%	4.7%	58.0%	56.2%	59.1%	3.3%	-1.9%
Melbourne	45.5%	39.4%	38.9%	15.4%	17.0%	53.4%	53.0%	51.6%	0.8%	3.5%
Miami-Dade	71.4%	70.5%	65.5%	1.3%	9.0%	75.6%	70.4%	71.4%	7.4%	5.9%
Orlando	64.7%	66.2%	61.4%	-2.3%	5.4%	67.6%	63.9%	65.8%	5.8%	2.7%
Palm Beach	61.5%	59.5%	56.2%	3.3%	9.4%	65.1%	61.8%	61.5%	5.3%	5.9%
Tampa	51.8%	46.8%	44.7%	10.7%	15.9%	60.5%	55.1%	56.7%	9.7%	6.7%
Florida	57.0%	55.2%	52.5%	3.2%	8.6%	62.9%	59.2%	60.8%	6.3%	3.5%
United States	47.6%	45.8%	45.1%	4.1%	5.6%	60.1%	57.5%	60.3%	4.4%	-0.3%

DECEMBER OCCUPANCY



YEAR TO DATE OCCUPANCY



GREATER MIAMI CONVENTION AND VISITORS BUEARU

FLORIDA CITIES ROOM RATE

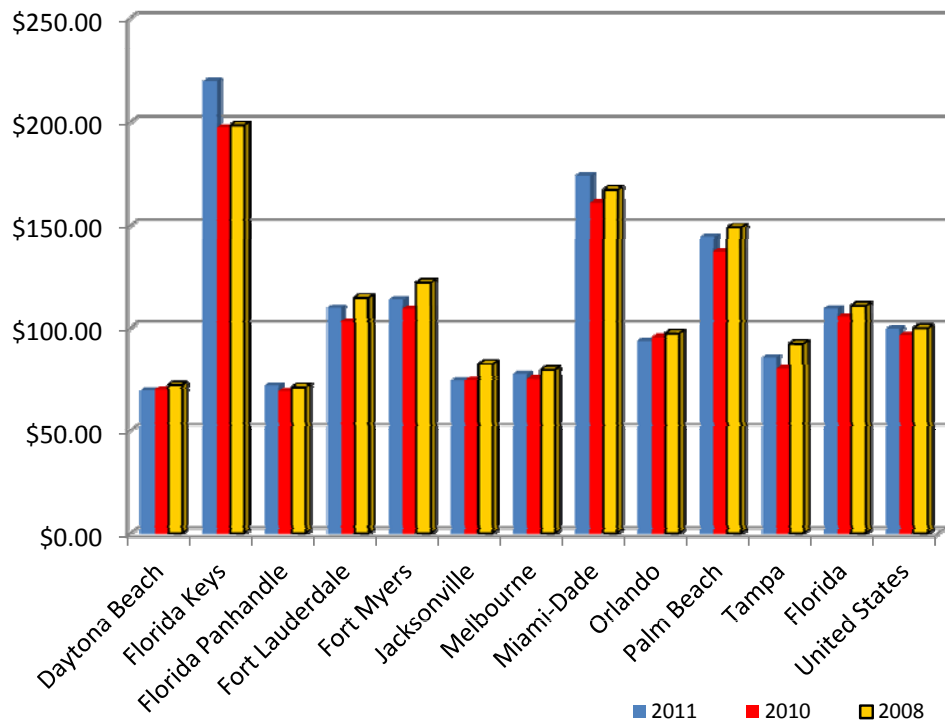
DECEMBER

	<u>2011</u>	<u>2010</u>	<u>2008</u>	<u>% Change</u> <u>11 vs 10</u>	<u>% Change</u> <u>11 vs 08</u>
Daytona Beach	\$69.48	\$70.08	\$72.23	-0.9%	-3.8%
Florida Keys	\$219.75	\$197.32	\$198.54	11.4%	10.7%
Florida Panhandle	\$72.14	\$69.29	\$71.27	4.1%	1.2%
Fort Lauderdale	\$109.42	\$102.83	\$114.35	6.4%	-4.3%
Fort Myers	\$113.60	\$108.99	\$121.89	4.2%	-6.8%
Jacksonville	\$74.55	\$74.72	\$82.26	-0.2%	-9.4%
Melbourne	\$77.27	\$75.25	\$79.41	2.7%	-2.7%
Miami-Dade	\$174.14	\$161.06	\$167.20	8.1%	4.2%
Orlando	\$93.56	\$95.46	\$97.30	-2.0%	-3.8%
Palm Beach	\$144.40	\$136.78	\$149.11	5.6%	-3.2%
Tampa	\$85.47	\$80.03	\$92.15	6.8%	-7.2%
Florida	\$109.15	\$105.10	\$110.52	3.9%	-1.2%
United States	\$99.67	\$96.41	\$99.74	3.4%	-0.1%

YEAR TO DATE

	<u>2011</u>	<u>2010</u>	<u>2008</u>	<u>% Change</u> <u>11 vs 10</u>	<u>% Change</u> <u>11 vs 08</u>
Daytona Beach	\$92.96	\$93.35	\$101.81	-0.4%	-8.7%
Florida Keys	\$196.59	\$179.71	\$194.68	9.4%	1.0%
Florida Panhandle	\$95.82	\$89.32	\$96.77	7.3%	-1.0%
Fort Lauderdale	\$110.14	\$107.97	\$125.76	2.0%	-12.4%
Fort Myers	\$122.31	\$120.07	\$137.07	1.9%	-10.8%
Jacksonville	\$81.49	\$80.33	\$93.47	1.4%	-12.8%
Melbourne	\$85.35	\$83.05	\$89.50	2.8%	-4.6%
Miami-Dade	\$152.95	\$143.98	\$160.14	6.2%	-4.5%
Orlando	\$93.94	\$90.76	\$105.83	3.5%	-11.2%
Palm Beach	\$133.86	\$125.89	\$152.26	6.3%	-12.1%
Tampa	\$93.82	\$91.49	\$107.19	2.5%	-12.5%
Florida	\$108.25	\$103.80	\$117.90	4.3%	-8.2%
United States	\$101.64	\$98.06	\$106.96	3.7%	-5.0%

DECEMBER ROOM RATE



YEAR TO DATE ROOM RATE

