Report on Palm Beach County Tourism Second Quarter 2008
(April, May and June)

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Introduction: 2nd Quarter 2008

Background

- The following report contains information collected during the 2nd Quarter of 2008 (April, May and June), third quarter of Fiscal Year 2007/2008.

- Results are shown for individual months within the quarter, as well as combined quarterly information for the current quarter and the previous four quarters.

Property Manager Survey: 2nd Quarter 2008

Occupancy Rates

- **In the second quarter of 2008, the average occupancy rate for responding Palm Beach County hotels was 65.5%. This is 13.4 percentage points lower than last quarter (78.9%) and 3.0 percentage points lower than the same quarter last year (68.5%).**

  - The average occupancy rate among larger properties (101+ rooms) was 67.8%, and was 52.7% among smaller properties (50-100 rooms).

- **Property mangers in all three geographic regions of Palm Beach County reported similar occupancy rates in 2Q2008 (66.4% Central, 65.9% North and 64.3% South).**

  - Hotels from all three regions experienced decreases in occupancy rates relative to last quarter (Central – 83.4%, a 17.0 percentage point decrease, North – 78.5%, a 12.6 percentage point decrease and South – 74.7%, a 10.4 percentage point decrease).

  - Compared to 2Q2007, the average occupancy rate decreased among properties in all three regions (North – 70.3%, a 4.4 percentage point decrease, Central – 70.0%, a 3.6 percentage point decrease, South - 66.2%, a 1.9 percentage point decrease).

- **During 2Q2008 the estimated number of hotel room nights occupied* was 876,238 – a decrease of 174,367 room nights compared to 1Q2008 (1,050,605) and a decrease of 59,286 room nights compared to 2Q2007 (935,524).**

- **Among responding hotel managers in 2Q2008, 4.8% of hotel guests were from countries other than the United States. This is comparable to 1Q2008 and 2Q2007 (5.5% and 3.4%, respectively).**

  - Property managers from smaller hotels (50-100 rooms) reported that, on average, 7.0% of their guests were traveling internationally, while those managers from larger properties (101+ rooms) claimed that, on average, 4.4% of their guests were international travelers.

  - As in previous quarters, hotels in the Southern region of Palm Beach County continued to experience the highest percentage of guests traveling internationally (5.9%). Property managers in the Central and Northern regions reported that 4.9% and 2.5% of their guests, respectively, were international travelers in 2Q2008.

- **During 2Q2008, leisure travelers occupied more hotel rooms (35.7%) than business (32.8%) or convention/group travelers (31.5%).**

- **Hotel managers from convention hotels claimed 35.6% of their reservations were made by convention/group travelers; an increase of 3.9 percentage points compared to 1Q2008 (31.7%) and at parity with 2Q2007 (34.9%).**

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* Properties well below 50 rooms are only included in room count and total inventory.

Property Manager Survey: 2nd Quarter 2008

Average Daily Room Rate (ADR)

▪ **As reported by participating Palm Beach County property managers, the ADR for all properties in 2Q2008 was $154.58 – this represents a 33.4% ($77.56) decrease compared to last quarter ($232.14) and a 5.7% ($8.39) increase compared to the same quarter last year ($146.19).**

  ▪ Smaller properties (50-100 rooms) experienced a 16.5% increase in ADR compared to 2Q2007 (from $120.28 to $140.17) and a 45.2% decrease compared to 1Q2008 ($255.89). Larger properties (101+ rooms) experienced a 5.2% increase compared to 2Q2007 (from $149.60 to $157.39) and a 31.4% decrease compared to last quarter ($229.51).

  ▪ Among larger properties in 2Q2008, hotel managers with 101-219 rooms reported an ADR of $114.20 (a 13.5% increase from 2Q2007, $100.58) and hotel managers with 220-500 rooms reported an ADR of $164.54 (at parity with 2Q2007, $167.44). Hotels with 101-219 rooms and hotels with 220-500 rooms experienced decreases in ADR relative to 1Q2008 (by 28.7% among hotels with 101-219 rooms and by 34.0% among hotels with 220-500 rooms).

Future Business Outlook

▪ **Regarding the business outlook for the next two months as compared to the same months last year, the majority of surveyed hotel managers predict a decrease in total room revenue (67.2; 59.9% Group/Individual Business, 72.8% Individual Vacation). Twenty-two point seven percent of surveyed hotel managers expect an increase (20.4% Group/Individual Business, 3.9% Individual Vacation) and 10.1% anticipate no change (19.7% Group/Individual Business, 23.3% Individual Vacation) in future business outlook compared to the same months last year.***

  ▪ Among hotel managers who predict an increase in room revenue compared to the previous year, the average increase projected is 6.1% (12.9% - Group/Individual Business, 8.2% Individual Vacation).*

  ▪ Among hotel managers expecting a decrease in room revenue relative to the previous year, the average decrease expected is 10.1% (10.2% - Group/Individual Business, 11.3% Individual Vacation).*

▪ **When predicting changes in room revenue for the following third and fourth months relative to the same months last year, 61.9% of responding hotel managers foresee a decrease (55.8% Group/Individual Business, 67.2% Individual Vacation), 18.9% of surveyed managers expect an increase in total room revenue (19.6% Group/Individual Business, 4.3% Individual Vacation), and 19.2% predict no change (24.7% Group/Individual Business, 28.5% Individual Vacation).***

  ▪ Among hotel managers anticipating an increase in room revenue relative to the previous year, the average increase forecasted is 7.9% (10.9% - Group/Individual Business, 8.8% Individual Vacation).*

  ▪ Among hotel managers who foresee a decrease in room revenue compared to the previous year, the average decrease predicted is 9.6% (10.6% - Group/Individual Business, 11.1% Individual Vacation).*

Property Manager Survey: 2nd Quarter 2008

Bookings Via Third Party Websites

- **On average, 13.4% of Palm Beach County hotel bookings were made via third party websites (such as Orbitz, Travelocity, Expedia, hotels.com, etc.) during 2Q2008. This is comparable to 1Q2008 and 2Q2007 (14.5% and 14.0%, respectively).**

  - As seen in previous quarters, smaller properties (50-100 rooms) continued to experience a greater percentage of reservations sold through third party websites (16.8%) than larger properties (101+ rooms, 11.3%) in 2Q2008.

Market Focus

- **As in 1Q2008, most surveyed hotel managers reported that in the second quarter of 2008 their primary focus, in terms of marketing, advertising and promotion, was on the Florida Drive Market, both leisure (88.9%) and business (71.3%).**

- **When asked about the greatest challenges for the remainder of 2008, responding hotel managers most often mentioned the economy in general and the effects of gasoline prices on traveling. A full, detailed list can be found on page 22**.

Hotel Visitor Survey: 2nd Quarter 2008

Characteristics of Stay

▪ In the second quarter of 2008 the average party size of hotel guests surveyed was 2.0*. The median party size for 2Q2008 was 2.0, as was the case for all months within the quarter, as well as last quarter and last year.

▪ On average, surveyed hotel visitors spent 3.3 nights in a hotel and occupied an average of 1.3 rooms per night*.

Planning the Trip to Palm Beach County

▪ Approximately six-in-ten surveyed hotel guests (57.9%) were in Palm Beach County on a business trip (conference/convention/business meeting); one-half were in town for a business meeting (49.7%). Vacationers represented slightly more than one-third of guests surveyed during 2Q2008 (36.5%).

  ▪ The proportion of business to leisure travelers was consistent with 2Q2007.

  ▪ Compared to last quarter, the percentage of Palm Beach County business travelers decreased while the percentage of vacationers increased in 2Q2008 (business travelers – down 4.6 percentage points, leisure travelers – up 3.8 percentage points).

▪ More than one-half of surveyed hotel guests cited a 'Work Related Trip' as the reason for traveling to Palm Beach County rather than another destination (56.5%). Other responses frequently mentioned by visitors as to why they traveled to Palm Beach County include 'Visit Friends/Relatives' (22.5%), 'Previous Visit' (11.7%) and/or 'Special Events' (11.6%).

  ▪ Reflecting the pattern of decreased business travel to Palm Beach County, citing of 'Work Related Trip' as a reason for selecting PBC decreased relative to last quarter (59.6%, down 3.1 percentage points) and increased compared to 2Q2007 (51.6%, up 4.9 percentage points).

▪ In 2Q2008, more than one-half of surveyed hotel guests stated their 'Employer' as the decision maker regarding their trip to Palm Beach County (54.2%). This is 3.5 percentage points lower than 1Q2008 (57.7%) and 4.6 percentage points higher than 2Q2007 (49.6%).

  ▪ More than one-third of surveyed hotel guests stated the decision to travel to Palm Beach County was made by the 'Head of Household/Other adult' (35.6%).

▪ More than one-half of Palm Beach County surveyed hotel guests planned their trip one month or less in advance in 2Q2008 (52.3%). This is at parity with last quarter (53.0%) and represents a 2.0 percentage point decline compared to the same quarter last year (54.3%).

* Starting in January 2002, if 'party size' is greater than 8 or if 'number of rooms occupied' is greater than 3, then data within 'party size' and 'number of rooms occupied' is excluded from analysis, reflective of meetings/conferences rather than individual travel parties.

Hotel Visitor Survey: 2nd Quarter 2008

Booking a Trip to Palm Beach County

- **In 2Q2008, utilization of travel agents and the Internet to book any part of visitors' trips to PBC remained at parity relative to the prior quarter (travel agent – 21.4% in 1Q2008 and 21.8% in 2Q2008; Internet – 44.5% in 1Q2008 and 44.6% in 2Q2008).**

- **Relative to 2Q2007, use of a travel agent decreased by 2.7 percentage points (from 24.5% in 2Q2007 to 21.8% in 2Q2008).**

- **Compared to one year ago use of the Internet decreased by 4.2 percentage points (from 48.8% in 2Q2007 to 44.6% in 2Q2008).**

  - The majority of surveyed hotel guests who used the Internet to book any part of their trip to PBC used it to book hotel rooms (75.1%) and airfares (68.4%). Forty-percent of surveyed hotel guests utilized the Internet to reserve car rentals (40.4%).

  - In 2Q2008, hotel visitors surveyed were more likely to use the Internet to reserve hotel rooms (75.1%) than those surveyed during the prior quarter (64.7%, a 10.4 percentage point increase), but remained at parity with 2Q2007 (73.8%).

  - Hotel websites were utilized by more than one-third of those surveyed visitors who booked hotel rooms online in 2Q2008 (38.2%). This represents a 5.3 percentage point increase compared to 1Q2008 (32.9%) and is the same as 2Q2007.

  - Only 5.5% of surveyed hotel guests stated that their trip to Palm Beach County was part of a package (that may have included airfare, lodging, meals, rental car, etc). This is 2.5 percentage points lower than 2Q2007 (8.0%), while it is 1.8 percentage points higher than last quarter (3.7%).

Visitor Expenditures

- **This quarter, the average spending per party* in Palm Beach County was $1,287 – $565 (30.5%) less than the average spending per party last quarter ($1,852) and $15 (1.2%) less than the average spending per party in 2Q2007 ($1,302).**

  - Although the actual dollar amount is relatively low, it is important to note that expenditures pertaining to 'Entertainment/Recreation' decreased compared to this same time last year (by 48.9%, from $45 in 2Q2007 to $23 in 2Q2008).

  - In 2Q2008, all expenditures decreased compared to 1Q2008. The largest decreases were pertaining to 'Entertainment/Recreation' (by 45.2%, from $42 in 1Q2008 to $23 in 2Q2008) and 'Lodging' (by 36.7%, from $1,106 in 1Q2008 to $700 in 2Q2008).

  - The average per person expenditure in the current quarter ($644) decreased compared to 1Q2008 ($926, down 30.5%) and increased relative to 2Q2007 ($620, up 3.9%).

- **On average, those vacationing in PBC spent $1,541 per party, while those traveling for business spent $1,098.**

  - Leisure and business travelers' per party expenditures decreased compared to 1Q2008 (leisure - down 37.7%, from $2,475 to $1,541 and business travelers – down 23.5%, from $1,436 to $1,098).

  - Leisure travelers' per party spending decreased slightly from $1,582 in 2Q2007 to $1,541 in 2Q2008, while business travelers' per party spending increased slightly from $1,053 in 2Q2007 to $1,098 in 2Q2008.

* Starting in January 2002, if 'party size' is greater than 8 or if 'number of rooms occupied' is greater than 3, then data within 'party size' and 'number of rooms occupied' is excluded from analysis, reflective of meetings/conferences rather than individual travel parties.

Hotel Visitor Survey: 2nd Quarter 2008

Characteristics of Visitors

- More than nine-in-ten PBC visitors were White/Caucasian (91.2%).

- Over one-half of those visiting PBC were between the ages of 35 and 54 (56.8%).

- More than six-in-ten visitors cited having professional/managerial jobs (61.6%) and an annual household income of $100,000 or greater (65.6%).

- Those vacationing usually visited PBC with 'Adult Family Members and/or Friends' (78.4%), while business travelers typically traveled solo (55.6%) or with 'Business Associates' (33.4%).

Travel Details

- As in prior quarters, in 2Q2008 Palm Beach County was the main destination for more than nine-in-ten surveyed hotel visitors (91.3%).

- Approximately thirty-percent of surveyed hotel guests were first time visitors of Palm Beach County (29.0%).

- Nearly three-quarters of surveyed hotel guests traveled by airplane to Palm Beach County in 2Q2008 (74.4%, an 8.1 percentage point decrease from 1Q2008, 82.5%). However, car travel increased by 7.8 percentage points compared to the same time period (from 22.7% in 1Q2008 to 30.5% in 2Q2008).

Attitudes toward Palm Beach County

- More than one-third of surveyed hotel respondents cited 'Climate/Weather' as the aspect of Palm Beach County they liked best (34.7%). 'Beaches/Ocean' followed as the next frequently mentioned response in 2Q2008 (15.0%).

- 'Traffic/Bad Drivers' (26.4%) and 'Humidity/Poor Weather' (21.7%) were the top mentioned responses provided by visitors regarding what they disliked most about their visit to Palm Beach County.

- The top three responses stated by visitors in terms of what would make their trip to PBC better next time were 'Longer Stay' (23.7%), 'Come During Vacation Time/Time Off Work' (10.4%), and/or 'Better Weather (9.2%).

Activity Participation

- As seen in prior quarters, more than nine-in-ten hotel guests surveyed in 2Q2008 mentioned dining at restaurants in Palm Beach County (93.5%).

- Other popular activities in which visitors participated while in PBC included going to the beach (31.6%), shopping (28.8%) and/or swimming (20.2%).

Return Visits

- **Similar to previous quarters, more than eighty-percent of surveyed guests plan to return to PBC in the future (82.3%). Only 3.3% stated they will not return. The remainder (14.4%) are unsure if they will or will not return to PBC in the future.**

  - Approximately seventy-percent of those who plan to visit Palm Beach County again cited they will do so in the next year (69.6%), more than one-third (34.9%) plan to return within the next three months.

  - Reasons for those claiming they will not be visiting PBC again include: 'No business in the area', 'Not Enough To Do', 'Going to Other Places/I Like Changing Destinations', 'Don't Like Palm Beach', 'Came Only for a Funeral' and/or 'Long Flight'. More than two-thirds of respondents did not provide a reason for not planning to return (67.5%).

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Property Manager Survey

Methodology

Property Manager Survey

Each month, self-administered surveys are completed by hotel Property Managers throughout Palm Beach County.

The occupancy rate is derived by weighting the responding occupied room nights by the available room nights* in Palm Beach County.

The product of the average daily room rate for each hotel size category and the occupied room nights in the county for each corresponding category equals lodging revenues per size category. The addition of all the individual lodging revenue equals total lodging revenue for the county.

The average daily room rate (ADR) is computed by dividing the total lodging revenue by the occupied room nights in the county*.

* Properties well below 50 rooms are only included in room count and total inventory.

Property Manager Survey: 2nd Quarter 2008

	Total 2Q 2008	Apr.	May	Jun.	Total 2Q 2007	Total 3Q 2007	Total 4Q 2007	Total 1Q 2008
Occupancy Rate								
Month/Quarter	65.5%	69.5%	64.6%	62.1%	68.5%	56.0%	62.8%	78.9%
FYTD (Oct. - Set.)	69.0%	70.6%	69.9%	69.0%	71.2%	67.4%	62.8%	70.8%
Room Nights Occupied[1]*								
Month/Quarter	876,238	306,854	295,003	274,381	935,524	763,604	844,910	1,050,605
FYTD (Oct. - Set.)	2,771,753	2,202,369	2,497,372	2,771,753	2,864,560	3,628,164	844,910	1,895,515
Percentage of Room Nights Occupied								
Leisure	35.7%	35.8%	35.1%	36.1%	35.1%	42.8%	41.2%	40.9%
Business	32.8%	33.5%	34.4%	30.5%	32.9%	32.9%	31.4%	29.3%
Convention/Group	31.5%	30.7%	30.6%	33.4%	31.9%	24.3%	27.4%	29.8%
Average Daily Room Rate [2]	$154.58	$182.72	$145.63	$131.21	$146.19	$110.65	$150.18	$232.14

1. Room nights occupied = ((# total rooms*occupancy) * (# of room nights per month/quarter))
2. ADR = Average rate per occupied room.
* Properties well below 50 rooms are only included in room count and total inventory.

Property Manager Survey: 2nd Quarter 2008

Occupancy Rate Trends by Month, Quarter, and Fiscal Year	00/01	01/02	02/03	03/04	04/05	05/06	06/07	07/08
2nd Quarter (April/May/June)	N/A	65.1	67.0	71.8	72.7	71.0	68.5	65.5
April	71.9	71.1	72.0	79.7	79.1	73.6	73.8	69.5
May	65.8	62.9	65.6	67.5	68.5	70.8	65.7	64.6
June	63.2	61.1	63.7	67.7	70.0	68.9	65.6	62.1
3rd Quarter (July/Aug/Sept)	N/A	57.3	57.8	64.2	63.0	56.9	56.0	N/A
4th Quarter (Oct/Nov/Dec)	N/A	57.5	59.8	64.2	79.8	73.1	64.6	62.9
1st Quarter (Jan/Feb/Mar)	N/A	76.2	77.9	83.8	88.3	84.7	80.8	78.9
Fiscal YTD (Oct. – Sept.)	**67.3**	**64.1**	**65.7**	**70.9**	**76.0**	**71.2**	**67.4**	**69.0**
Number of Room Nights Occupied in 2nd Quarter*							935,524	876,238

* Properties well below 50 rooms are only included in room count and total inventory.

Property Manager Survey: 2nd Quarter 2008

	Total 2Q 2008	Apr.	May	Jun.	Total 2Q 2007	Total 3Q 2007	Total 4Q 2007	Total 1Q 2008
Conference/Convention Bookings								
All Hotels								
% Occupied Room Nights in County	31.5%	30.7%	30.6%	33.4%	31.9%	24.3%	27.4%	29.8%
Occupied Room Nights in County	276,256	94,296	90,271	91,689	298,110	185,319	234,597	313,863
Occupied Room Nights in County FYTD (Oct.- Sept.)	824,716	642,756	733,027	824,716	794,455	979,774	234,597	548,460
Convention Hotels								
% Occupied Room Nights	35.6%	34.2%	35.8%	37.0%	34.9%	26.6%	31.2%	31.7%
Occupied Room Nights	186,568	61,664	62,777	62,127	213,173	122,959	156,420	192,168
Occupied Room Nights FYTD (Oct.- Sept.)	535,156	410,252	473,029	535,156	576,287	699,246	156,420	348,588
Available Inventory*								
Rooms in County	44,175	14,713**	14,731**	14,731**	45,110	44,384	43,934	43,946
Room Nights	1,339,981	441,390	456,661	441,930	1,368,423	1,361,116	1,347,398	1,333,012
Room Nights FYTD (Oct.- Sept.)	4,020,391	3,121,800	3,578,461	4,020,391	4,025,597	5,386,713	1,347,398	2,680,410
Response Rate								
Month/Quarter (for all hotels in County)	61.6%	61.8%	62.7%	60.4%	60.3%	60.9%	62.8%	60.2%
FYTD (Oct.- Sept.)	61.6%	61.6%	61.7%	61.6%	61.5%	61.4%	62.8%	61.5%

 * Properties well below 50 rooms are only included in room count and total inventory.
 ** Number of rooms used for research purposes/data projections; actual total number of rooms available in Palm
   Beach County is 18,375.

Property Manager Survey: 2nd Quarter 2008

Occupancy Rate	Total 2Q 2008	Apr.	May	Jun.	Total 2Q 2007	Total 3Q 2007	Total 4Q 2007	Total 1Q 2008
Size of Hotel								
50 - 100 Rooms	52.7%	58.6%	53.5%	43.4%	62.3%	51.6%	58.7%	74.5%
101 + Rooms	67.8%	71.5%	66.5%	65.3%	69.5%	56.8%	63.5%	79.6%
101-219	63.5%	67.6%	61.7%	61.2%	68.5%	56.2%	63.1%	78.8%
220-500	72.7%	75.6%	72.9%	70.0%	71.2%	60.6%	64.7%	80.4%
All Properties	65.5%	69.5%	64.6%	62.1%	68.5%	56.0%	62.9%	78.9%
Geographic Region								
North	65.9%	69.3%	66.0%	62.4%	70.3%	55.9%	57.7%	78.5%
Central	66.4%	71.6%	65.8%	62.2%	70.0%	59.7%	63.8%	83.4%
South	64.3%	67.8%	62.3%	61.6%	66.2%	52.7%	64.6%	74.7%

What percent of your occupancy is international?	Total 2Q 2008	Apr.	May	Jun.	Total 2Q 2007	Total 3Q 2007	Total 4Q 2007	Total 1Q 2008
Size of Hotel								
50-100 Rooms	7.0%	4.8%	13.9%	2.3%	6.2%	17.5%	10.9%	7.1%
101 + Rooms	4.4%	4.0%	5.3%	3.8%	2.8%	5.0%	5.7%	5.0%
101-219	5.2%	4.6%	6.7%	4.1%	2.6%	5.8%	7.8%	5.1%
220-500	4.8%	5.1%	4.7%	4.5%	1.5%	2.7%	4.3%	7.3%
All Properties	4.8%	4.3%	6.3%	3.6%	3.4%	6.6%	6.5%	5.5%
Geographic Region								
North	2.5%	3.2%	2.2%	2.2%	3.8%	1.9%	3.1%	3.0%
Central	4.9%	4.4%	5.0%	5.2%	2.1%	4.4%	5.3%	4.6%
South	5.9%	4.7%	10.9%	1.4%	5.0%	12.2%	8.8%	7.8%

* Caution: Extremely Low base

Property Manager Survey: 2nd Quarter 2008

Average Daily Room Rate	Total 2Q 2008	Apr.	May	Jun.	Total 2Q 2007	Total 3Q 2007	Total 4Q 2007	Total 1Q 2008
Size of Hotel								
50 - 100 Rooms*	$140.17	$168.43	$109.01	$125.27	$120.28	$98.11	$145.62	$255.89
101 + Rooms	$157.39	$186.10	$151.35	$132.47	$149.60	$112.91	$151.60	$229.51
101-219	$114.20	$128.76	$111.32	$100.67	$100.58	$86.64	$98.77	$160.13
220-500	$164.54	$194.41	$158.04	$141.40	$167.44	$127.08	$170.29	$249.30
All Properties	$154.58	$182.72	$145.63	$131.21	$146.19	$110.65	$150.18	$232.14

* Please note that the response rate for hotels with 50-100 rooms was low in April (35.1%), May (28.0%) and June (26.9%); the hotels that replied are more upscale with higher rates (i.e. Chesterfield, Colony and Brazilian Court Hotels in Palm Beach).

Property Manager Survey: 2nd Quarter 2008

Occupied Room Nights *	Occupied Room Nights	% Change
2Q		
2006	964,792	
2007	935,524	- 3.0
2008	876,238	- 6.3
April		
2006	329,102	
2007	336,329	2.2
2008	306,854	- 8.8
May		
2006	1,794,913	
2007	1,715,073	- 4.4
2008	1,652,462	- 3.7
June		
2006	308,314	
2007	291,185	- 5.6
2008	274,381	- 5.8
3Q		
2006	769,629	
2007	763,604	- 0.8
2008		
4Q		
2006	858,302	
2007	844,910	- 1.6
2008		
1Q		
2006	1,138,435	
2007	1,070,734	- 5.9
2008	1,050,605	- 1.9
FYTD (October – June)		
2006	3,060,175	
2007	2,864,560	- 6.4
2008	2,771,753	- 3.2

* Properties well below 50 rooms are only included in room count and total inventory.

Property Manager Survey: 2nd Quarter 2008

Future Business Outlook (for each month as compared to the same month in previous year)	Total Room Revenue	Group/Indiv. Business Room Revenue	Individual Vacation Room Revenue
May 2008 / June 2008 predictions from April			
Foresee Decrease	56.1%	57.4%	64.9%
Average decrease (among those who foresee decrease)	10.3%	12.8%	11.6%
Foresee No Change	13.0%	19.6%	30.2%
Foresee Increase	30.8%	23.0%	4.9%
Average increase (among those who foresee increase)	7.5%	9.5%	4.8%
June 2008 / July 2008 predictions from May			
Foresee Decrease	71.7%	53.6%	81.4%
Average decrease (among those who foresee decrease)	11.4%	10.7%	11.7%
Foresee No Change	10.0%	23.0%	17.1%
Foresee Increase	18.3%	23.4%	1.6%
Average increase (among those who foresee increase)	5.2%	18.3%	N/A
July 2008 / August 2008 predictions from June			
Foresee Decrease	74.7%	68.6%	71.6%
Average decrease (among those who foresee decrease)	8.4%	7.5%	10.8%
Foresee No Change	6.8%	16.0%	22.5%
Foresee Increase	18.5%	15.5%	5.9%
Average increase (among those who foresee increase)	4.0%	8.8%	12.0%
First Quarter predictions from April, May and June			
Foresee Decrease	67.2%	59.9%	72.8%
Average decrease (among those who foresee decrease)	10.1%	10.2%	11.3%
Foresee No Change	10.1%	19.7%	23.3%
Foresee Increase	22.7%	20.4%	3.9%
Average increase (among those who foresee increase)	6.1%	12.9%	8.2%

Property Manager Survey: 2nd Quarter 2008

Future Business Outlook (for each month as compared to the same month in previous year)	Total Room Revenue	Group/Indiv. Business Room Revenue	Individual Vacation Room Revenue
July 2008 / August 2008 predictions from April			
Foresee Decrease	54.9%	56.0%	61.7%
Average decrease (among those who foresee decrease)	10.3%	12.7%	12.1%
Foresee No Change	18.0%	20.6%	30.2%
Foresee Increase	27.2%	23.4%	8.1%
Average increase (among those who foresee increase)	7.6%	12.9%	4.6%
August 2008 / September 2008 predictions from May			
Foresee Decrease	59.7%	50.9%	75.7%
Average decrease (among those who foresee decrease)	10.8%	11.3%	11.8%
Foresee No Change	20.0%	27.2%	24.3%
Foresee Increase	20.3%	21.9%	N/A
Average increase (among those who foresee increase)	10.0%	10.9%	N/A
September 2008 / October 2008 predictions from June			
Foresee Decrease	72.2%	60.8%	63.8%
Average decrease (among those who foresee decrease)	7.9%	7.8%	9.3%
Foresee No Change	20.1%	26.1%	30.3%
Foresee Increase	7.7%	13.1%	5.9%
Average increase (among those who foresee increase)	3.2%	7.7%	15.0%
First Quarter predictions from April, May and June			
Foresee Decrease	61.9%	55.8%	67.2%
Average decrease (among those who foresee decrease)	9.6%	10.6%	11.1%
Foresee No Change	19.2%	24.7%	28.5%
Foresee Increase	18.9%	19.6%	4.3%
Average increase (among those who foresee increase)	7.9%	10.9%	8.8%

Property Manager Survey: 2nd Quarter 2008

Bookings via third party website	Total 2Q 2008	Apr.	May	Jun.	Total 2Q 2007	Total 3Q 2007	Total 4Q 2007	Total 1Q 2008
Size of Hotel								
50 - 100 Rooms	16.8%	12.5%	18.2%	21.5%	29.7%	25.8%	24.8%	21.8%
101 + Rooms	11.3%	11.0%	11.0%	12.1%	10.0%	9.3%	11.2%	9.4%
101-219	12.1%	11.6%	11.7%	13.1%	11.1%	9.8%	11.1%	9.9%
220-500	8.1%	8.5%	9.0%	6.8%	6.5%	7.7%	12.8%	8.1%
All Properties	13.4%	12.2%	13.7%	14.7%	14.0%	13.3%	15.1%	14.5%

Property Manager Survey: 2nd Quarter 2008

	Total 2Q 2008	Apr.	May	Jun.	Total 2Q 2007	Total 3Q 2007	Total 4Q 2007	Total 1Q 2008
MARKET FOCUS (in terms of marketing, advertising and promotion)								
Florida Leisure Drive Market	88.9%	77.1%	97.2%	93.6%	N/A	81.8%	67.1%	88.2%
Florida Business Drive Market	71.3%	58.7%	79.2%	78.2%	N/A	63.9%	59.7%	72.7%
Florida Association Market	57.6%	46.9%	69.6%	57.0%	N/A	35.4%	43.8%	45.5%
Weddings	64.0%	55.2%	66.1%	70.1%	N/A	51.5%	53.0%	62.2%
Amateur Sports Events	58.4%	52.4%	65.2%	56.7%	N/A	57.5%	50.9%	61.5%
Convention - Northeast	17.9%	16.7%	19.4%	18.1%	N/A	18.0%	23.7%	22.8%
Convention - Mid-Atlantic	10.0%	9.7%	6.6%	14.9%	N/A	13.4%	12.6%	11.4%
Convention - South	19.9%	18.3%	17.9%	24.5%	N/A	15.5%	15.2%	21.5%
Convention - Midwest	14.0%	17.7%	9.4%	14.9%	N/A	10.1%	10.9%	11.2%
Other**	12.3%	N/A	12.9%	11.5%	N/A	N/A	N/A	N/A

** Reunions (two mentions), Corporate, Sports, Any and all, Unknown (one mention each)

Property Manager Survey: 2nd Quarter 2008

Greatest challenges for the remainder of 2008*	Total (May & June only)
Economy/Economy is so slow people don't want to travel anywhere	13
Gasoline prices specifically/Due to high gas prices most people are not traveling as much/Fuel prices	9
Competition – hotels lowering rates/We are getting so little group business. Everybody is fighting for the same business. Rates are dropping so we can obtain some more occupied rooms/Supply going up with demand trending down	3
Keeping up occupancy and not damaging our ADR	2
Leisure travel/Leisure guests are booking very short term and being able to count on that business is getting harder	2
Converting to a new brand/People realizing we are a Doubletree, not a Radisson	2
Weekend business	2
Summer/Attracting more summer business	2
Increase Revenue	1
Clients are cutting back financially as well	1
Sales department is understaffed, yet we are expected to compete	1
Value added	1
Keeping costs down and heads in beds	1
Oil prices	1
Short term booking window	1
Social	1
Non-profit	1
Association	1
Sports teams	1
Cost of living	1
Credit Issues	1
Maintaining Revenue Par	1
Trying to make last year's numbers at least	1
Getting the Florida residents who are not going to afford a vacation out of the state	1

* Multiple responses accepted.

Hotel Visitor Survey

Methodology

Hotel Visitor Survey

Each month, approximately 250 self-administered surveys are completed among visitors staying at hotels throughout Palm Beach County. The hotels were selected according to size and geographic location to represent all hotels in the county.

Survey Changes

In October 2005, the visitors' survey was revised and updated to better address the Tourist Development Council needs in terms of tourist information.

The changes that were made and impact this report are as follows:

Multiple responses are now accepted for the question "Who made the decision to come to PBC?". Also, the responses 'Female head of household', 'Male head of household' and 'Other traveling companion' were merged into 'Head of household/Other Adult', and the response 'Family living in PBC' was added as an option.

- The question "Which of the following influenced your trip to PBC?" (Question 3) was combined with the question "Why did you choose to visit PBC over other destinations?" (Question 5). Due to this change some of the closed-end answers were revised, added or excluded as follows:

- 'Work related trip – did not have a choice in destination' and 'Work related trip – I had a choice in selecting destination' became 'Work related trip'.

- 'Convenient/inexpensive flights' changed to 'Convenient Flights'

- 'Travel Agency recommendation' changed to 'Travel Agency'

Methodology

Hotel Visitor Survey

Survey changes (continued):

- 'Cultural Activities' (Question 3) was merged with 'Arts and Cultural Event' (Question 5).

- 'PBC CVB literature' now reads 'Palm Beach County Convention and Visitors Bureau information/website'.

- 'Hotel brochure' was changed to 'Hotel brochure/website'.

- 'Attractions brochure' changed to 'Attractions brochure/website'.

- 'Saw an advertisement/promotion/article' (Question 3), 'Newspaper or magazine article' (Question 5), 'Newspaper or magazine advertisement' (Question 5) were combined into 'Media Coverage'.

- 'Sporting event (other than Spring Training)' (question 5) was replaced with 'Attend a sporting event'.

- The answer 'Internet information' was replaced with 'other Internet sources'.

- The answers 'Bus Tour' and 'Spanish language media' were added.

- Multiple responses are now accepted for the question "How did you get here?". Also, responses of Bus and Train were added to the list.

- Side trips have been excluded from computation of visitors expenditures (no longer asked on survey).

- In order to obtain a more accurate estimate of lodging expenditures, visitors are now asked directly how much they are paying for their hotel room instead of how much their party spent with lodging per day and in total. The amount spent with lodging per day is then calculated by multiplying room rate x number of rooms rented x 10.5% sales taxes.

- Two new questions were added: "What would make your next visit better?" and "To what extent if at all, might the rising cost of transportation, due to rising fuel costs, influence your decision whether or not to visit Palm Beach County?."

Methodology

Hotel Visitor Survey

Survey changes (continued):

- Changes to the question "Which of the following activities did you enjoy while staying in PBC?" were as follows:

  ▪ The closed-end responses swimming, snorkeling, surfing, kite surfing, and 'visit Downtown at the Gardens' were added.

  ▪ 'Boating/fishing/diving' are now presented individually and the answer 'Other water activities' was removed from the survey. Data from these two answers collected during October 2004 through September 2005 will be shown in all new related answers for comparison (i.e. prior responses of 'boating/fishing/diving' will now count toward the individual responses 'boating', 'fishing' and 'diving') .

  ▪ The response 'cruise' was changed to 'Gambling cruise' and 'Pari-mutuels (racing, jai-alai) changed to 'Pari-mutuels (dog track)'.

- The answer 'Palm Beach County Convention and Visitors Bureau' was added to the list of websites visitors might use to book hotel rooms.

-Visitors are now asked if they are of Hispanic origin or descent and the answer 'Hispanic' was removed from the ethnic group question.

- Age categories "18 to 24" and "25 to 34" were merged into "Under 35" and categories "35 to 44" and "45 to 54" were combined into "35 to 54".

- Household income ranges "Under $25,000" and "$25,000 to $44,999" were merged into "Under $45,000".

- The household size question is no longer on the survey.

Hotel Survey: 2nd Quarter 2008

Characteristics of Stay	Total 2Q 2008	Apr.	May	Jun.	Total 2Q 2007	Total 3Q 2007	Total 4Q 2007	Total 1Q 2008
Average Party Size *	2.0	2.2	1.9	1.9	2.1	2.1	1.9	2.0
Median Party Size	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
Nights in County	3.4	3.3	3.6	3.3	3.1	3.5	3.3	3.6
Nights in Hotel	3.3	3.1	3.6	3.1	3.0	3.4	3.2	3.5
Rooms per Night *	1.3	1.3	1.3	1.3	1.3	1.2	1.3	1.3

* Starting in January 2002, if 'party size' is greater than 8 or if 'number of rooms occupied' is greater than 3, then data within 'party size' and 'number of rooms occupied' is excluded from analysis, reflective of meetings/conferences rather than individual travel parties.

Hotel Survey: 2nd Quarter 2008

Visitor Expenditures	Total 2Q 2008	Apr.	May	Jun.	Total 2Q 2007	Total 3Q 2007	Total 4Q 2007	Total 1Q 2008
Average Expenditure Per Visit								
Lodging	$700	$735	$738	$611	$681	$626	$688	$1,106
Restaurant/Bar	$350	$291	$439	$326	$360	$323	$365	$438
Gifts/Shopping	$99	$93	$101	$102	$93	$102	$163	$109
Entertainment/ Recreation	$23	$16	$18	$37	$45	$37	$26	$42
Local Travel	$116	$96	$112	$155	$123	$126	$141	$158
Total Per Party	$1,287	$1,231	$1,408	$1,231	$1,302	$1,214	$1,382	$1,852
Average Expenditure Per Person Per Day (based on average # of persons per party)								
Total Per Person	$644	$559	$741	$648	$620	$578	$728	$926
Total Per Person/ Per Day	$195	$180	$206	$209	$207	$170	$227	$265
Lodging	$106	$108	$108	$104	$108	$88	$113	$158
Restaurant/Bar	$53	$43	$64	$55	$57	$45	$60	$63
Gifts/Shopping	$15	$14	$15	$17	$15	$14	$27	$16
Entertainment/ Recreation	$4	$2	$3	$6	$7	$5	$4	$6
Local Travel	$18	$14	$16	$26	$20	$18	$23	$23

- Starting in January 2002, if 'party size' is greater than 8 or if 'number of rooms occupied' is greater than 3, then data within 'party size' and 'number of rooms occupied' is excluded from analysis, reflective of meetings/conferences rather than individual travel parties.
+ Results may not be directly comparable to prior year due to availability of specific hotels at which interviewing was conducted.

Hotel Survey: 2nd Quarter 2008

Visitor Expenditures	Pleasure							
	Total 2Q 2008	Apr.	May	Jun.	Total 2Q 2007	Total 3Q 2007	Total 4Q 2007	Total 1Q 2008
Average Expenditure Per Visit								
Lodging	$781	$904	$739	$728	$816	$647	$799	$1,364
Restaurant/Bar	$418	$410	$448	$406	$403	$330	$490	$594
Gifts/Shopping	$162	$198	$119	$140	$158	$119	$288	$230
Entertainment/ Recreation	$40	$27	$35	$60	$81	$46	$40	$90
Local Travel	$140	$129	$133	$161	$126	$125	$151	$198
Total Per Party	$1,541	$1,668	$1,474	$1,495	$1,582	$1,267	$1,768	$2,475
Average Expenditure Per Person Per Day (based on average # of persons per party)								
Total Per Person	$593	$618	$589	$598	$586	$469	$769	$952
Total Per Person/ Per Day	$165	$163	$168	$171	$167	$142	$213	$212
Lodging	$83	$88	$84	$83	$86	$73	$97	$117
Restaurant/Bar	$45	$40	$51	$46	$43	$37	$59	$51
Gifts/Shopping	$17	$19	$14	$16	$17	$13	$35	$20
Entertainment/ Recreation	$4	$3	$4	$7	$9	$5	$5	$8
Local Travel	$15	$13	$15	$18	$13	$14	$18	$17

- Starting in January 2002, if 'party size' is greater than 8 or if 'number of rooms occupied' is greater than 3, then data within 'party size' and 'number of rooms occupied' is excluded from analysis, reflective of meetings/conferences rather than individual travel parties.

+ Results may not be directly comparable to prior year due to availability of specific hotels at which interviewing was conducted.

Hotel Survey: 2nd Quarter 2008

Visitor Expenditures	Business							
	Total 2Q 2008	Apr.	May	Jun.	Total 2Q 2007	Total 3Q 2007	Total 4Q 2007	Total 1Q 2008
Average Expenditure Per Visit								
Lodging	$630	$614	$727	$532	$558	$602	$630	$902
Restaurant/Bar	$300	$216	$425	$277	$313	$311	$300	$339
Gifts/Shopping	$60	$31	$94	$76	$48	$73	$105	$50
Entertainment/ Recreation	$12	$5	$7	$25	$20	$29	$18	$17
Local Travel	$96	$70	$101	$143	$115	$121	$135	$129
Total Per Party	$1,098	$936	$1,354	$1,053	$1,053	$1,137	$1,188	$1,436
Average Expenditure Per Person Per Day (based on average # of persons per party)								
Total Per Person	$686	$551	$846	$702	$619	$693	$743	$898
Total Per Person/ Per Day	$229	$212	$235	$251	$248	$199	$248	$321
Lodging	$131	$139	$126	$127	$131	$105	$131	$201
Restaurant/Bar	$63	$49	$74	$66	$74	$55	$63	$76
Gifts/Shopping	$13	$7	$16	$18	$11	$13	$22	$11
Entertainment/ Recreation	$3	$1	$1	$6	$5	$5	$4	$4
Local Travel	$20	$16	$18	$34	$27	$21	$28	$29

- Starting in January 2002, if 'party size' is greater than 8 or if 'number of rooms occupied' is greater than 3, then data within 'party size' and 'number of rooms occupied' is excluded from analysis, reflective of meetings/conferences rather than individual travel parties.
+ Results may not be directly comparable to prior year due to availability of specific hotels at which interviewing was conducted.

Hotel Survey: 2nd Quarter 2008

Planning the Trip to Palm Beach County	Total 2Q 2008	Apr.	May	Jun.	Total 2Q 2007	Total 3Q 2007	Total 4Q 2007	Total 1Q 2008
Reason for Trip								
Conference/Convention/ Business Meeting	57.9%	53.9%	63.5%	57.7%	54.2%	51.1%	62.2%	62.5%
- Business Meeting	49.7%	48.7%	52.9%	49.3%	47.5%	44.4%	56.1%	51.2%
- Conference/Convention	7.9%	4.7%	10.1%	8.5%	6.2%	5.9%	5.7%	11.2%
- Other Business	0.3%	0.4%	0.4%	0.0%	0.5%	0.8%	0.4%	0.1%
Vacation/Pleasure	36.5%	40.9%	32.4%	34.8%	38.6%	37.5%	33.3%	32.7%
Sporting Event	1.2%	1.3%	0.4%	2.0%	1.8%	5.1%	1.0%	2.9%
Cultural Event/Attraction	0.2%	0.4%	0.0%	0.4%	1.3%	0.5%	0.3%	0.3%
Film/TV location scouting/production	0.1%	0.4%	0.0%	0.0%	0.0%	0.5%	0.1%	0.1%
Other	4.1%	3.3%	3.6%	5.1%	4.0%	5.4%	3.1%	1.6%
Who Made the Decision*								
Employer	54.2%	49.0%	58.7%	56.8%	49.6%	46.7%	57.7%	57.7%
Head of Household/ Other adult	35.6%	39.9%	31.7%	33.3%	41.3%	39.6%	34.5%	34.2%
Family Living in PBC	10.6%	12.9%	9.1%	9.5%	10.1%	11.0%	8.2%	7.9%
Children Influenced Decision	1.1%	1.2%	0.8%	1.1%	1.5%	4.7%	1.1%	1.0%
Advanced Planning								
One Month or Less	52.3%	47.9%	53.0%	57.3%	54.3%	60.0%	59.5%	53.0%
2 to 3 Months	24.8%	25.9%	21.8%	26.6%	21.8%	21.1%	21.1%	23.1%
More than 3 Months	22.9%	26.2%	25.1%	16.0%	23.9%	18.9%	19.4%	23.9%

* Multiple responses accepted.

Hotel Survey: 2nd Quarter 2008

Planning the Trip to Palm Beach County (Continued)	Total 2Q 2008	Apr.	May	Jun.	Total 2Q 2007	Total 3Q 2007	Total 4Q 2007	Total 1Q 2008
Reasons for Selecting Palm Beach County Over Other Destinations*								
Work Related Trip	56.5%	52.9%	59.2%	59.3%	51.6%	50.7%	59.8%	59.6%
Visit Friends/Relatives	22.5%	28.7%	19.8%	17.8%	22.8%	21.1%	22.1%	19.6%
Previous Visit	11.7%	12.0%	10.8%	12.1%	11.9%	9.8%	11.7%	15.1%
Special Event	11.6%	12.6%	7.2%	15.0%	7.5%	7.6%	6.8%	5.7%
Weather	7.2%	10.0%	5.6%	5.9%	6.0%	5.9%	5.4%	6.1%
Beaches	6.8%	7.6%	5.2%	7.6%	5.4%	8.1%	3.6%	4.6%
Convenient Flights	3.4%	2.4%	4.0%	4.0%	5.6%	5.4%	7.3%	5.9%
Friends/Relatives recommendation	2.4%	1.5%	2.3%	3.4%	2.3%	3.5%	2.3%	2.8%
Golf/Tennis/Recreation	1.8%	2.3%	1.6%	1.9%	2.8%	1.8%	1.8%	3.8%
Compete in Sporting Event	1.4%	0.8%	2.2%	1.0%	1.4%	1.2%	0.7%	0.7%
Hotel Brochure/Website	0.9%	0.4%	1.8%	0.4%	1.3%	2.1%	1.2%	0.7%
PBC-CVB Information/ Website	0.5%	0.8%	0.0%	0.4%	1.1%	0.1%	0.1%	0.3%
Other Internet Sources	0.3%	0.4%	0.5%	0.0%	0.3%	0.7%	0.4%	0.1%
Art/Cultural Event	0.3%	0.4%	0.0%	0.4%	1.1%	0.5%	0.3%	0.4%
Bus Tour	0.2%	0.4%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Travel Agency	0.1%	0.0%	0.5%	0.0%	0.1%	0.0%	0.0%	0.4%
Attraction Brochure/Website	0.1%	0.0%	0.5%	0.0%	1.1%	2.2%	1.0%	0.3%
Media Coverage	0.1%	0.0%	0.3%	0.0%	0.1%	0.2%	0.0%	0.0%
Spring Training	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
Attend Sporting Event	0.0%	0.0%	0.0%	0.0%	0.7%	2.5%	0.3%	1.0%
County/State Tourist Agency	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.1%
Spanish Language Media	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%
Other	4.1%	4.9%	3.1%	4.2%	6.6%	6.3%	4.3%	3.9%

* Multiple responses accepted.

Hotel Survey: 2nd Quarter 2008

Booking Tools	Total 2Q 2008	Apr.	May	Jun.	Total 2Q 2007	Total 3Q 2007	Total 4Q 2007	Total 1Q 2008
Booked Trip with Travel Agency								
Yes	21.8%	22.4%	20.5%	22.8%	24.5%	21.2%	25.0%	21.4%
No	78.2%	77.6%	79.5%	77.2%	75.5%	78.8%	75.0%	78.6%
Booked Any Part of Trip Using Internet								
Yes	44.6%	43.4%	45.4%	45.1%	48.8%	51.2%	51.1%	44.5%
No	55.4%	56.6%	54.6%	54.9%	51.2%	48.8%	48.9%	55.5%
Booked Any Part of Trip Using Internet* **(among those who used the Internet)**								
Hotel	75.1%	68.4%	76.9%	79.4%	73.8%	75.6%	77.7%	64.7%
Hotel website	38.2%	37.0%	37.2%	36.9%	38.2%	39.2%	35.1%	32.9%
Orbitz	3.3%	0.9%	5.8%	2.9%	0.9%	1.7%	2.0%	1.0%
Expedia	2.9%	2.0%	5.8%	0.8%	3.1%	4.5%	6.3%	4.1%
Travelocity	2.9%	2.8%	3.1%	3.3%	4.1%	3.4%	6.0%	1.6%
hotels.com	2.7%	3.8%	2.0%	2.0%	3.1%	2.5%	1.3%	1.0%
Hotwire	1.9%	0.9%	0.8%	3.8%	1.1%	1.2%	1.3%	2.0%
Other Website	3.6%	3.0%	4.2%	3.7%	5.5%	7.0%	10.7%	6.6%
Don't Remember	20.6%	15.0%	19.1%	26.7%	17.9%	16.3%	17.7%	16.4%
Air	68.4%	72.3%	67.6%	66.3%	62.4%	66.3%	69.9%	70.7%
Car Rental	40.4%	45.0%	29.3%	45.6%	40.1%	33.6%	40.0%	37.8%
Tickets to Event	0.7%	0.9%	0.0%	1.6%	2.3%	1.5%	0.8%	1.1%
Other	3.8%	0.9%	4.0%	6.5%	1.8%	0.9%	0.6%	5.7%
Visit was Part of Package **(that may have included airfare,lodging,meals,rental car, etc.)**								
Yes	5.5%	2.4%	7.5%	6.7%	8.0%	3.8%	4.1%	3.7%
No	94.5%	97.6%	92.5%	93.3%	92.0%	96.2%	95.9%	96.3%

* Multiple responses accepted.

Hotel Survey: 2nd Quarter 2008

Activity Participation	Total 2Q 2008	Apr.	May	Jun.	Total 2Q 2007	Total 3Q 2007	Total 4Q 2007	Total 1Q 2008
Participation in Specific Activities*								
Restaurants	93.5%	97.2%	91.3%	91.5%	93.7%	92.6%	93.7%	95.5%
Went to Beach	31.6%	35.7%	26.3%	32.9%	31.8%	29.9%	23.2%	25.6%
Shopping	28.8%	29.5%	29.6%	27.0%	32.1%	32.8%	31.2%	31.1%
Swimming	20.2%	25.1%	14.9%	21.2%	18.0%	19.4%	12.5%	11.3%
Bars/Nightclubs	8.7%	7.8%	9.3%	8.7%	10.9%	12.4%	12.3%	8.2%
Visited downtown West Palm Beach Attractions/City Place	8.6%	12.0%	6.0%	7.3%	11.5%	8.8%	9.2%	8.9%
Golf, Tennis	6.1%	8.2%	5.1%	5.5%	9.1%	7.1%	3.8%	12.6%
Visited Downtown Delray Beach Attractions	5.6%	4.6%	3.4%	8.8%	3.3%	4.5%	5.8%	5.3%
Visited Mizner Park/Boca Raton	5.5%	6.5%	5.5%	4.5%	5.1%	4.0%	5.4%	7.3%
Boating	3.3%	3.5%	4.1%	1.6%	2.6%	2.0%	1.2%	1.8%
Museums, Art Galleries	2.7%	3.6%	0.5%	4.1%	2.0%	1.4%	1.3%	4.1%
Visited Downtown at the Gardens	2.3%	3.5%	1.7%	1.6%	2.1%	1.8%	1.7%	2.8%
Attractions, Tours, Zoo	2.0%	2.7%	1.7%	1.5%	2.1%	1.6%	1.2%	2.8%
Visited Wildlife Refuge	1.9%	2.0%	0.9%	3.2%	2.5%	2.6%	2.4%	4.1%
Fishing	1.6%	1.2%	1.6%	2.2%	1.3%	1.7%	1.1%	1.3%
Visited Palm Beach/Worth Avenue**	1.3%	1.6%	1.2%	0.9%	N/A	1.0%	2.8%	3.3%
Gambling Cruise	1.1%	1.2%	0.8%	1.5%	1.1%	1.3%	0.6%	0.7%
Snorkeling	1.0%	0.8%	1.3%	0.8%	1.3%	1.9%	0.9%	0.0%
Visited downtown Lake Worth	0.9%	0.8%	0.9%	1.3%	0.6%	0.7%	1.0%	1.0%
Performing Arts (plays, concerts, dance)	0.8%	1.2%	0.0%	1.2%	1.5%	1.4%	1.3%	1.1%
Visited Riviera Beach/Singer Island	0.7%	0.8%	0.5%	1.0%	0.7%	0.9%	0.3%	1.4%
Horse Related Activities+	0.4%	0.8%	0.0%	0.4%	N/A	N/A	N/A	1.2%
Attended a Sporting Event	0.4%	0.4%	0.5%	0.4%	1.3%	1.3%	1.5%	3.5%
Surfing	0.3%	0.4%	0.0%	0.6%	0.1%	0.1%	0.1%	0.1%
Kite Surfing	0.3%	0.4%	0.5%	0.0%	0.0%	0.1%	0.2%	0.1%
Palm Beach County Convention Center	0.3%	0.0%	0.8%	0.0%	0.9%	0.1%	0.3%	0.0%
Diving	0.1%	0.4%	0.0%	0.0%	0.6%	0.6%	0.7%	0.1%
Competed in Sports Event	0.0%	0.0%	0.0%	0.0%	0.8%	0.6%	0.4%	0.3%
Pari-mutuels (dog-track)	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.5%	0.1%
Other	8.7%	11.0%	7.2%	8.1%	5.7%	6.3%	10.1%	10.3%

*Multiple responses accepted.   ** Added in August 2007   +Added in January 2008

Hotel Survey: 2nd Quarter 2008

Return Visits	Total 2Q 2008	Apr.	May	Jun.	Total 2Q 2007	Total 3Q 2007	Total 4Q 2007	Total 1Q 2008
Plan to Return to PBC								
Yes	82.3%	82.3%	82.4%	81.2%	83.8%	87.2%	84.3%	83.0%
No	3.3%	6.0%	3.1%	1.1%	2.6%	1.4%	3.0%	2.6%
Don't know	14.4%	11.7%	14.5%	17.7%	13.6%	11.4%	12.6%	14.4%
If no, why not?* (Top mentions – 4% or higher)	n = 24	n = 15**	n = 7**	n = 3**	n = 19	n = 10	n = 22	n = 19
No business in the area	12.9%	2	1	0	16.3%	28.9%	30.8%	20.3%
Not enough to do	4.3%	0	1	0	0.0%	13.9%	0.0%	0.0%
Going to other places/I like changing destinations	4.0%	0	0	1	15.9%	9.0%	0.0%	0.0%
Don't like Palm Beach	4.0%	1	0	0	0.0%	0.0%	0.0%	0.0%
Came only for a funeral	4.0%	1	0	0	0.0%	0.0%	0.0%	0.0%
Long flight	3.4%	0	1	0	0.0%	0.0%	0.0%	0.0%
No reason/No answer	67.5%	11	4	2	32.0%	38.2%	38.3%	43.1%
When do you plan on returning to PBC?								
Within the next 3 months	34.9%	32.0%	35.6%	37.4%	34.4%	36.0%	36.3%	30.2%
Within the next 6 months	9.7%	8.9%	10.9%	9.5%	12.3%	11.2%	8.7%	11.4%
Within the next year	25.0%	28.5%	24.0%	22.2%	26.1%	21.2%	19.6%	31.9%
Within the next few years	4.8%	3.4%	5.2%	6.0%	5.0%	4.6%	7.4%	3.0%
Don't Know	25.7%	27.3%	24.3%	24.8%	22.1%	27.1%	28.0%	23.5%

*Multiple responses accepted.   ** Raw numbers shown due to low base size

Hotel Survey: 2nd Quarter 2008

Travel Details	Total 2Q 2008	Apr.	May	Jun.	Total 2Q 2007	Total 3Q 2007	Total 4Q 2007	Total 1Q 2008
Main Destination								
Palm Beach County	91.3%	92.3%	90.2%	90.6%	87.4%	91.0%	91.8%	92.1%
First Trip to PBC	29.0%	32.1%	29.3%	25.9%	24.3%	25.3%	26.2%	26.2%
Type of Transportation*								
Airplane	74.4%	77.4%	70.9%	75.8%	72.2%	65.1%	75.9%	82.5%
Car	30.5%	25.5%	34.1%	31.0%	33.4%	38.9%	29.7%	22.7%
Other	0.8%	1.2%	0.4%	0.6%	0.7%	0.4%	0.2%	0.5%

*Multiple responses accepted.

Hotel Survey: 2nd Quarter 2008

Attitudes about Trip to Palm Beach County	Total 2Q 2008	Apr.	May	Jun.	Total 2Q 2007	Total 3Q 2007	Total 4Q 2007	Total 1Q 2008
Things Liked Best – Top Mentions								
Climate/Weather	34.7%	45.3%	33.7%	24.2%	36.9%	25.9%	42.5%	52.4%
Beaches/Ocean	15.0%	10.0%	14.3%	21.0%	13.5%	17.7%	12.2%	8.6%
Beautiful/Nice Area	9.4%	8.6%	11.4%	8.7%	8.4%	10.1%	5.5%	4.9%
Visiting Family/Friends	4.4%	5.8%	2.6%	3.9%	5.0%	4.2%	5.4%	4.0%
Nice People	4.1%	2.9%	5.6%	4.1%	4.5%	5.9%	4.7%	3.4%
Relaxing Atmosphere	3.3%	1.3%	2.5%	6.2%	2.6%	3.0%	4.3%	3.6%
Restaurant/Food	3.1%	1.9%	3.3%	4.3%	2.2%	2.8%	2.2%	2.4%
Everything	2.9%	2.6%	4.7%	1.6%	3.0%	1.6%	1.8%	0.3%
Cleanliness	2.7%	2.1%	2.7%	3.2%	4.5%	3.7%	3.1%	3.6%
Location	2.6%	1.3%	1.6%	5.0%	1.8%	1.8%	3.3%	1.2%
Palm Trees	2.5%	3.4%	1.5%	2.3%	1.8%	2.7%	0.9%	1.6%
Hotel	2.4%	2.9%	2.1%	2.2%	3.6%	3.9%	1.6%	2.0%
Shopping	1.5%	1.0%	2.6%	0.9%	1.5%	2.5%	1.9%	1.1%
Good business opportunities/customers	0.8%	0.0%	0.6%	2.4%	0.3%	0.5%	0.4%	0.2%
City Place	1.1%	1.4%	1.1%	1.0%	1.2%	1.5%	1.0%	0.2%
Other	10.5%	9.6%	9.8%	8.6%	9.3%	12.8%	9.3%	11.3%

Hotel Survey: 2nd Quarter 2008

Attitudes about Trip to Palm Beach County	Total 2Q 2008	Apr.	May	Jun.	Total 2Q 2007	Total 3Q 2007	Total 4Q 2007	Total 1Q 2008
Things Liked Least – Top Mentions								
Traffic/Bad Drivers	26.4%	28.5%	25.9%	26.8%	33.4%	26.7%	34.2%	35.4%
Humidity/Poor Weather	21.7%	9.8%	25.3%	31.9%	15.3%	25.1%	14.2%	10.2%
Expensive	5.5%	5.7%	3.9%	6.9%	6.8%	6.1%	3.5%	8.0%
Unfriendly people	3.3%	4.5%	3.4%	1.7%	1.8%	1.6%	1.3%	1.4%
Road Construction	2.7%	4.6%	1.6%	2.1%	3.7%	5.3%	3.6%	5.2%
Work	2.5%	2.4%	3.1%	1.8%	1.4%	0.8%	0.6%	0.0%
Crowded	2.5%	4.3%	2.6%	0.0%	3.4%	1.0%	5.1%	3.6%
Bad neighborhoods/crime	2.3%	3.4%	0.9%	3.1%	1.0%	3.2%	2.5%	1.8%
Bugs/Lizards	1.7%	0.8%	1.6%	2.6%	2.1%	1.5%	0.0%	0.5%
Difficult to navigate	1.5%	1.9%	2.7%	2.0%	0.7%	0.0%	0.2%	0.3%
Stay Was Too Short	1.4%	0.7%	0.9%	2.7%	1.6%	2.2%	2.5%	3.8%
Hotel (general)	1.2%	0.8%	0.0%	2.7%	2.8%	2.1%	1.4%	2.6%
Other	21.8%	25.9%	20.3%	14.9%	17.2%	15.6%	22.0%	22.2%
Nothing liked least	5.4%	6.6%	7.2%	0.9%	8.2%	8.6%	9.0%	6.0%

Hotel Survey: 2nd Quarter 2008

Attitudes about Trip to Palm Beach County	Total 2Q 2008	Apr.	May	Jun.	Total 2Q 2007	Total 3Q 2007	Total 4Q 2007	Total 1Q 2008
Suggestions for Improvement - Top Mentions*								
Longer stay	23.7%	23.0%	24.5%	23.8%	20.3%	22.2%	21.2%	21.2%
Come during vacation time/Time off work	10.4%	17.9%	8.7%	8.1%	2.3%	8.6%	5.3%	7.9%
Better weather	9.2%	18.8%	6.9%	5.4%	11.1%	11.9%	9.4%	9.4%
Improve traffic/Finish Construction on I-95	5.8%	5.4%	6.9%	4.8%	7.8%	6.0%	9.2%	8.4%
Less business and more partying/more free time	5.3%	1.8%	8.4%	4.3%	10.7%	4.8%	9.7%	5.2%
Come with friends/family	4.1%	2.3%	8.1%	1.0%	3.2%	3.5%	4.5%	8.2%
Lower prices	3.5%	2.0%	2.9%	5.6%	2.4%	2.0%	2.2%	4.7%
Play golf/More golf	2.8%	3.6%	2.0%	3.3%	1.9%	1.4%	0.0%	0.0%
Better transportation/ transportation options	2.7%	1.9%	1.1%	4.7%	1.4%	2.4%	0.6%	2.4%
Better hotel	2.2%	4.0%	0.0%	3.4%	3.7%	2.0%	1.6%	6.8%
Nothing	3.4%	5.5%	4.7%	0.0%	7.9%	4.5%	7.1%	4.9%
Other	27.1%	16.1%	25.8%	35.7%	27.8%	33.3%	29.8%	25.9%

*Multiple responses accepted.

Hotel Survey: 2nd Quarter 2008

Characteristics of Visitors	Total 2Q 2008	Apr.	May	Jun.	Total 2Q 2007	Total 3Q 2007	Total 4Q 2007	Total 1Q 2008
Age								
Under 35	17.5%	17.8%	16.1%	19.7%	16.1%	20.5%	15.6%	13.0%
35 to 54	56.8%	58.0%	58.0%	53.6%	55.0%	55.3%	53.7%	56.3%
55 to 64	19.0%	18.0%	18.9%	19.7%	21.1%	18.7%	23.9%	19.6%
65 +	6.8%	6.3%	7.0%	7.0%	7.8%	5.5%	6.9%	11.1%
Occupation								
Professional/Managerial	61.6%	65.4%	64.5%	54.0%	63.7%	63.7%	58.8%	63.4%
Sales	15.4%	12.2%	15.9%	19.2%	16.5%	13.5%	15.9%	12.4%
Retired	9.3%	8.2%	9.8%	9.4%	9.3%	7.7%	9.5%	12.3%
Technical	6.4%	5.7%	4.6%	9.2%	5.3%	7.4%	7.8%	7.4%
Student	0.9%	1.3%	0.7%	0.8%	0.6%	2.0%	1.4%	0.5%
Other	6.4%	7.2%	4.5%	7.4%	4.7%	6.1%	6.5%	3.9%
Hispanic Origin	6.1%	5.8%	4.6%	7.5%	5.7%	6.6%	5.6%	4.3%
Ethnicity								
White/Caucasian	91.2%	88.9%	90.5%	94.1%	91.4%	92.9%	92.4%	93.8%
African-American/Black	5.9%	7.7%	5.0%	4.7%	5.9%	5.3%	4.5%	3.3%
Asian	2.7%	3.4%	4.5%	0.4%	2.8%	1.5%	2.8%	2.8%
Other	0.3%	0.0%	0.0%	0.8%	0.0%	0.3%	0.3%	0.1%

Hotel Survey: 2nd Quarter 2008

Characteristics of Visitors (Continued)	Total 2Q 2008	Apr.	May	Jun.	Total 2Q 2007	Total 3Q 2007	Total 4Q 2007	Total 1Q 2008
Income								
Under $45,000	4.0%	3.9%	3.9%	4.0%	5.5%	5.6%	3.1%	1.2%
$45,000 to $64,999	8.2%	9.2%	7.9%	8.4%	9.8%	9.9%	9.3%	4.7%
$65,000 to $99,999	22.2%	19.9%	20.0%	27.5%	19.2%	23.8%	23.2%	18.8%
$100,000 to $200,000	42.6%	38.4%	47.1%	41.9%	42.3%	41.3%	38.9%	44.2%
Over $200,000	23.0%	28.6%	21.1%	18.1%	23.2%	19.4%	25.5%	31.0%
Gender								
Male	59.6%	58.1%	56.7%	63.3%	59.7%	59.2%	60.9%	59.4%
Female	40.4%	41.9%	43.3%	36.7%	40.3%	40.8%	39.1%	40.6%

*Multiple responses accepted.

Hotel Survey: 2nd Quarter 2008

Description of Travel Party*	Total Hotel Guests							
	Total 2Q 2008	Apr.	May	Jun.	Total 2Q 2007	Total 3Q 2007	Total 4Q 2007	Total 1Q 2008
Self Only	39.9%	34.8%	41.0%	44.6%	30.8%	34.7%	42.5%	36.4%
Adult family members or friends	38.1%	41.4%	34.6%	36.5%	44.9%	46.9%	34.7%	39.3%
Business Associates	20.5%	20.0%	24.7%	18.3%	23.1%	16.7%	21.9%	22.8%
Children <12 years of age	8.9%	12.0%	6.1%	7.9%	8.7%	10.1%	3.8%	6.3%
Grandchildren <12 years of age	0.2%	0.4%	0.0%	0.0%	0.5%	0.4%	0.3%	0.0%

Description of Travel Party*	Pleasure Hotel Guests							
	Total 2Q 2008	Apr.	May	Jun.	Total 2Q 2007	Total 3Q 2007	Total 4Q 2007	Total 1Q 2008
Adult family members or friends	78.4%	79.9%	78.7%	73.9%	83.8%	84.2%	79.1%	84.6%
Self Only	16.5%	14.1%	17.7%	20.4%	9.2%	9.8%	17.9%	10.7%
Children under 12 years of age	18.3%	23.1%	14.6%	15.7%	16.2%	19.7%	7.6%	15.9%
Business Associates	1.0%	0.0%	1.0%	2.1%	3.7%	2.1%	1.0%	0.8%
Grandchildren <12 years of age	0.4%	1.0%	0.0%	0.0%	1.0%	0.9%	0.7%	0.0%

Description of Travel Party*	Business Hotel Guests							
	Total 2Q 2008	Apr.	May	Jun.	Total 2Q 2007	Total 3Q 2007	Total 4Q 2007	Total 1Q 2008
Self Only	55.6%	50.9%	53.7%	11.5%	47.7%	56.0%	56.6%	50.9%
Business Associates	33.4%	35.5%	37.4%	61.1%	38.9%	30.1%	33.9%	35.1%
Adult family members or friends	11.1%	11.5%	10.8%	2.0%	13.7%	14.2%	9.3%	13.8%
Children under 12 years of age	2.6%	3.6%	1.8%	28.6%	2.8%	1.9%	1.6%	1.0%
Grandchildren <12 years of age	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

*Multiple responses accepted.

Hotel Survey: 2nd Quarter 2008

Place of Origin	Total 2Q 2008	Apr.	May	Jun.	Total 2Q 2007	Total 3Q 2007	Total 4Q 2007	Total 1Q 2008
Domestic	**89.6% (n=662)**	**94.2%**	**84.1%**	**90.2%**	**90.9% (n=667)**	**91.3% (n=674)**	**88.1% (n=648)**	**91.2% (n=669)**
Florida	23.8% (n=176)	16.3%	29.4%	25.3%	24.4% (n=179)	30.7% (n=227)	22.2% (n=163)	12.3% (n=91)
Southeast	19.8% (n=146)	20.7%	18.3%	21.7%	16.0% (n=118)	16.2% (n=120)	15.4% (n=113)	17.3% (n=127)
Midwest	11.8% (n=88)	15.1%	8.5%	11.3%	12.4% (n=91)	12.4% (n=91)	11.2% (n=82)	18.7% (n=137)
New York	10.4% (n=77)	11.9%	8.8%	10.5%	9.3% (n=69)	7.8% (n=57)	10.4% (n=77)	12.8% (n=94)
Mid Atlantic	9.9% (n=73)	13.1%	7.3%	9.0%	14.3% (n=105)	13.5% (n=100)	12.3% (n=91)	15.3% (n=112)
Far West	7.3% (n=54)	8.6%	6.1%	7.5%	7.6% (n=56)	5.2% (n=38)	7.2% (n=53)	7.6% (n=56)
New England	6.5% (n=48)	8.5%	5.7%	4.9%	6.9% (n=51)	5.5% (n=41)	9.4% (n=69)	7.1% (n=52)
International	**10.4% (n=77)**	**5.8%**	**15.9%**	**9.8%**	**9.1% (n=67)**	**8.7% (n=64)**	**11.9% (n=87)**	**8.8% (n=65)**
Europe (net)	4.2% (n=31)	1.9%	5.0%	6.0%	4.6% (n=34)	3.0% (n=22)	6.6% (n=48)	3.4% (n=25)
- England/UK	1.5% (n=11)	0.9%	1.5%	2.4%	1.8% (n=13)	1.0% (n=7)	3.7% (n=27)	1.4% (n=10)
- Germany	0.9% (n=7)	0.0%	2.2%	0.8%	0.4% (n=3)	0.1% (n=1)	0.8% (n=6)	0.3% (n=2)
Canada	3.0% (n=22)	1.9%	6.3%	0.7%	1.4% (n=10)	1.0% (n=8)	2.0% (n=15)	3.2% (n=24)
Latin America / Caribbean	1.9% (n=14)	0.4%	2.6%	2.7%	2.0% (n=15)	3.5% (n=26)	2.1% (n=15)	1.3% (n=9)
Middle East	0.9% (n=7)	0.7%	1.6%	0.4%	0.0% (n=0)	0.3% (n=2)	0.4% (n=3)	0.1% (n=1)
Australia/Asia	0.4% (n=3)	0.8%	0.4%	0.0%	0.6% (n=5)	0.8% (n=6)	0.8% (n=6)	0.8% (n=6)
Africa	0.0% (n=0)	0.0%	0.0%	0.0%	0.4% (n=3)	0.0% (n=0)	0.0% (n=0)	0.0% (n=0)

Hotel Survey: 2nd Quarter 2008

Pleasure Vs. Business By Selected Place of Origin	Total 2Q 2008	Apr.	May	Jun.	Total 2Q 2007	Total 3Q 2007	Total 4Q 2007	Total 1Q 2008
Florida	**23.8%**	**16.3%**	**29.4%**	**25.3%**	**24.4%**	**30.7%**	**22.2%**	**12.3%**
Business	15.3%	9.8%	18.3%	18.5%	13.6%	18.8%	14.6%	9.5%
Pleasure	8.3%	6.6%	10.8%	6.6%	10.3%	11.2%	7.6%	2.9%
Southeast	**19.8%**	**20.7%**	**18.3%**	**21.7%**	**16.0%**	**16.2%**	**15.4%**	**17.3%**
Business	13.8%	12.9%	13.8%	16.0%	10.8%	10.2%	12.9%	13.4%
Pleasure	5.8%	7.4%	4.2%	5.8%	5.3%	6.1%	2.4%	4.0%
Midwest	**11.8%**	**15.1%**	**8.5%**	**11.3%**	**12.4%**	**12.4%**	**11.2%**	**18.7%**
Business	7.4%	9.4%	5.0%	7.8%	7.5%	6.1%	7.1%	12.0%
Pleasure	4.2%	5.9%	3.3%	2.9%	4.8%	6.4%	3.8%	6.8%
New York	**10.4%**	**11.9%**	**8.8%**	**10.5%**	**9.3%**	**7.8%**	**10.4%**	**12.8%**
Business	3.8%	5.5%	4.2%	1.6%	3.1%	2.4%	4.9%	6.1%
Pleasure	6.5%	6.3%	4.6%	8.6%	6.1%	5.3%	5.6%	6.5%
Mid Atlantic	**9.9%**	**13.1%**	**7.3%**	**9.0%**	**14.3%**	**13.5%**	**12.3%**	**15.3%**
Business	4.1%	5.1%	3.3%	3.7%	6.1%	5.0%	6.7%	7.1%
Pleasure	5.7%	7.8%	4.2%	4.9%	8.0%	8.4%	5.6%	8.0%
Far West	**7.3%**	**8.6%**	**6.1%**	**7.5%**	**7.6%**	**5.2%**	**7.2%**	**7.6%**
Business	5.5%	7.0%	5.0%	4.9%	5.0%	1.4%	4.2%	5.6%
Pleasure	1.6%	1.6%	1.3%	2.1%	2.5%	3.8%	3.0%	2.0%
New England	**6.5%**	**8.5%**	**5.7%**	**4.9%**	**6.9%**	**5.5%**	**9.4%**	**7.1%**
Business	2.2%	1.6%	2.9%	1.6%	3.1%	2.8%	4.8%	4.0%
Pleasure	4.5%	7.0%	2.9%	2.9%	3.7%	2.6%	4.6%	3.0%