



Report on Palm Beach County Tourism Fourth Quarter 2008 (October, November and December)

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February 11, 2009



Introduction: 4th Quarter 2008

Background

- The following report contains information collected during the 4th Quarter of 2008 (October, November and December), first quarter of Fiscal Year 2008/2009.
- 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: 4th Quarter 2008

Occupancy Rates

- **During the fourth quarter of 2008, the average occupancy rate for responding Palm Beach County hotels was 57.8%. This was 4.2 percentage points higher than last quarter (53.6%), yet 5.0 percentage points lower than 4Q2007 (62.8%).**
 - The average occupancy rate among larger (101+ rooms) and smaller (50-100 rooms) properties was 59.1% and 51.1%*, respectively.
 - The average occupancy rate for smaller hotels (50-100 rooms) is at parity with last quarter (40.9%), but down considerably compared with this time last year (58.7%). Hotels with 101+ rooms have had greater consistency in terms of average occupancy (4Q2007 – 63.5%, 3Q2008 – 56.0%, 4Q2008 – 59.1%).
- **Properties in the Central region of Palm Beach County experienced the highest average occupancy rate (61.2%) among the three regions (Northern – 51.4% and Southern – 57.4%).**
 - Hotels in the Central and Southern regions experienced increases in the average occupancy rate relative to last quarter (Central – up 7.7 percentage points from 53.5%; South – up 3.8 percentage points from 53.6%), while hotels in the Northern region saw a decrease in their occupancy rate compared to 3Q2008 (down 2.5 percentage points from 53.9%).
 - Compared to the same quarter last year, the average occupancy rate decreased among properties in all three regions (North – a 6.3 percentage point decrease from 57.7%, Central – a 2.6 percentage point decrease from 63.8%, South – a 7.2 percentage point decrease from 64.6%).
- **During the fourth quarter of 2008 the approximate number of hotel room nights occupied** was 783,412 – an increase of 55,876 room nights relative to 3Q2008 (727,536), but a decrease of 61,498 room nights compared to 4Q2007 (844,910).**
- **According to participating hotel managers in 4Q2008, 5.4% of hotel guests traveled internationally. This was 2.6 percentage points lower than in 3Q2008 (8.0%), while at parity with 4Q2007 (6.5%).**
 - Property managers from smaller hotels (50-100 rooms) stated that, on average, 5.1% of their guests traveled from outside of the United States, while those managers from larger properties (101+ rooms) claimed that, on average, 5.4% of their guests were international travelers.
 - During the fourth quarter of 2008, hotels in the Central region of Palm Beach County experienced the highest percentage of guests traveling internationally (6.4%). Property managers in the Northern and Southern regions reported that 3.3% and 4.7% of their guests, respectively, were international travelers.
- **During 4Q2008, leisure travelers occupied the greatest percentage of room nights in Palm Beach County (38.3%), followed by business travelers (34.4%). Convention/group travelers occupied 27.4% of 4Q2008 hotel room nights.**
- **Hotel managers from convention hotels stated that 29.1% of their reservations were made by convention/group travelers; at parity with 3Q2008 (30.3%) and a 2.1 percentage point decrease relative to 4Q2007 (31.2%).**

* Please note that the response rate for hotels with 50-100 rooms was low in October (29.7%), November (29.0%) and December (31.5%).

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



Property Manager Survey: 4th Quarter 2008

Average Daily Room Rate (ADR)

- As reported by participating Palm Beach County property managers, the ADR for PBC properties in 4Q2008 was \$150.60 – this represents a 24.1% (\$29.21) increase compared to 3Q2008 (\$121.39), but was at parity compared to 4Q2007 (\$150.18).
 - Hotel managers of smaller properties (50-100 rooms)* reported an increase in their ADR compared to 3Q2008 (up 26.9 percentage points from \$112.09); however, they cited a minimal decrease in ADR relative to 4Q2007 (down 2.3 percentage points from \$145.62). Managers of larger properties (101+ rooms) stated an increase in 4Q2007 (\$152.88) compared to 3Q2008 (up 24.0 percentage points from \$123.30), while remaining at parity with the same quarter last year (\$151.60).
 - During the fourth quarter of 2008, managers at hotels with 101-219 rooms reported an ADR of \$107.49 (a 15.8 percentage point increase from 3Q2008, \$92.83) and hotels with 220-500 rooms saw an ADR of \$156.92 (a 9.5 percentage point increase from 3Q2008, \$143.28). Furthermore, hotels with 101-219 rooms witnessed an 8.8 percentage point increase in their ADR compared to 4Q2007 (\$98.77), while hotels with 220-500 rooms experienced a 7.9 percentage point decrease in their ADR relative to 4Q2007 (\$170.29).

Future Business Outlook

- Regarding the business outlook for the next two months as relative to the same months last year, more than seven-in-ten responding hotel managers expected a decrease in total room revenue (72.1%; 68.6% Group/Individual Business, 72.6% Individual Vacation). Nine percent of surveyed hotel managers anticipated an increase (13.0% Group/Individual Business, 5.4% Individual Vacation) and the remaining 19.0% anticipated no change (18.5% Group/Individual Business, 22.1% Individual Vacation) in future business outlook compared to the same months last year.**
 - Among hotel managers who expected an increase in room revenue compared to the previous year, the average increase projected was 9.8% (9.6% - Group/Individual Business, 8.1% - Individual Vacation).**
 - Among hotel managers who anticipated a decrease in room revenue relative to the past year, the average decrease predicted was 14.6% (15.4% - Group/Individual Business, 14.6% - Individual Vacation).**
- When predicting changes in room revenue for the following third and fourth months compared to the same months last year, 72.3% of responding hotel managers were expecting a decrease (67.7% Group/Individual Business, 70.1% Individual Vacation), only 7.2% of surveyed managers expected an increase in total room revenue (9.7% Group/Individual Business, 5.9% Individual Vacation) and about one-in-five (20.5%) predicted no change (22.7% Group/Individual Business, 24.0% Individual Vacation).**
 - Among hotel managers who anticipated an increase in room revenue relative to the previous year, the average increase forecasted was 11.0% (6.9% - Group/Individual Business, 8.2% - Individual Vacation).**
 - Among hotel managers who expected a decrease in room revenue compared to the prior year, the average decrease predicted was 13.3% (14.9% - Group/Individual Business, 14.4% - Individual Vacation).**

* Please note that the response rate for hotels with 50-100 rooms was low in October (29.7%), November (29.0%) and December (31.5%).

** Based on those responding for each (total, group/individual business, individual vacation)



Property Manager Survey: 4th Quarter 2008

Bookings Via Third Party Websites

- During 4Q2008 an average of 15.9% of Palm Beach County hotel bookings were made through third party websites (such as Orbitz, Travelocity, Expedia, hotels.com, etc.). This was a decrease of 2.5 percentage points compared to 3Q2008 (18.4%), while remaining at parity relative to 4Q2007 (15.1%).
 - As in prior quarters, smaller properties (50-100 rooms) continued to see a greater percentage of reservations sold via third party websites (19.1%) than larger properties (101+ rooms, 13.7%) in 4Q2008.

Market Focus

- As in prior quarters, the major focus for hotel managers, in terms of marketing, advertising and promotion, during the fourth quarter of 2008 was on the Florida Leisure Drive Market (78.8%).
- When asked about the greatest challenges for the remainder of 2008 and the upcoming 2009 calendar year, responding hotel managers most often mentioned the economy in general. A full, detailed list can be found on pages 23 and 24.



Hotel Visitor Survey: 4th Quarter 2008

Characteristics of Stay

- During the final quarter of 2008 the average party size of surveyed hotel visitors was 1.9*, while the median party size was 2.0, as was the case for all months within the quarter, as well as last quarter and last year.
- On average, 4Q2008 surveyed hotel guests spent 3.7 nights in a hotel (an increase compared with last year (3.2) and last quarter (3.5)) and occupied an average of 1.2 rooms per night*.

Planning the Trip to Palm Beach County

- Throughout 4Q2008, six-in-ten surveyed hotel guests (60.2%) were in Palm Beach County on a business trip (conference/convention/business meeting); approximately one-half were in town specifically for a business meeting (50.8%). Guests traveling for vacation made up approximately one-third of surveyed guests (33.6%).
 - The proportion of business to leisure travelers was consistent with 4Q2007 and 3Q2008. Of note, compared to last quarter, the percentage of Palm Beach County business travelers increased while the percentage of vacationers decreased in 4Q2008 (business travelers – up 4.3 percentage points, leisure travelers – down 2.3 percentage points).
- **‘Work Related Trip’ was the reason nearly sixty-percent of surveyed hotel visitors selected Palm Beach County instead of another destination (58.7%). ‘Visit Friends/Relatives’ (20.3%) and/or ‘Previous Visit’ (10.6%) were other responses frequently cited by guests as to why they chose Palm Beach County rather than another destination.**
 - Citing of ‘Work Related Trip’ as a reason for selecting PBC over other destinations remained at parity compared to 4Q2007 (59.8%), but increased by 3.6 percentage points relative to 3Q2008 (55.1%).
- In the last quarter of 2008, nearly six-in-ten participating hotel guests cited ‘Employer’ as the decision maker regarding the trip to Palm Beach County (57.2%), which was at parity with 4Q2007 (57.7%), yet 5.1 percentage points higher than in 3Q2008 (52.1%).
 - Nearly four-in-ten surveyed hotel guests claimed that their decision to come to Palm Beach County was made by the ‘Head of Household/Other adult’ (38.1%).
- More than one-half of 4Q2008 surveyed hotel guests in PBC planned their trip one month or less in advance (56.3%), which was a 10.9 percentage point decline compared to last quarter (67.2%) and 3.2 percentage points lower than in 4Q2007 (59.5%).

* 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: 4th Quarter 2008

Booking a Trip to Palm Beach County

- **One-quarter of participating hotel guests in 4Q2008, utilized a travel agent (25.7%), which was at parity with the same quarter last year (25.0%).**
- **Nearly one-half of surveyed hotel visitors booked at least part of their trip to PBC on the Internet (46.0%), which was a decrease of 5.1 percentage points relative to 4Q2007 (51.1%), yet at parity with 3Q2008 (47.4%).**
 - More than eighty percent of surveyed hotel guests who utilized the Internet to book any part of their trip to PBC did so to book hotel rooms (81.0%), two-thirds reserved airfares (66.0%), and approximately one-in-three used it to book a rental car (31.3%).
 - During the fourth quarter of 2008, more than eighty percent of hotel visitors surveyed (81.0%) utilized the Internet to reserve hotel rooms, which was a 3.3 percentage point increase compared to those surveyed during the same quarter last year (77.7%), yet remained at parity with last quarter (82.7%).
 - Hotel websites were utilized by more than four-in-ten surveyed visitors who reserved hotel rooms online in 4Q2008 (41.2%), which was 6.1 percentage points higher than 4Q2007 (35.1%) and 3.2 percentage points higher than in 3Q2008 (38.0%).
 - Only 5.1% of surveyed hotel guests during the fourth quarter of 2008 stated that their trip to Palm Beach County was part of a package (that may have included airfare, lodging, meals, rental car, etc), which was at parity with the same quarter last year (4.1%) and last quarter (6.2%).

Visitor Expenditures

- **During 4Q2008, in Palm Beach County, the average spending per party* was \$1,406, which was \$125 (9.8%) more than the average spending per party last quarter (\$1,281), but at parity with the average spending per party in the same quarter last year (\$1,382).**
 - Compared to the fourth quarter of 2007, 'Lodging' and 'Entertainment/Recreation' increased in 4Q2008 ('Lodging' - from \$688 to \$725, a 5.4 percentage point increase, 'Entertainment/Recreation' – from \$26 to \$44, a 69.2 percentage point increase), while all other spending categories remained at relative parity although slight declines in spending in these categories was evident.
 - The largest decrease pertained to 'Gifts/Shopping' which was down 6.7 percentage points (from \$163 in 4Q2007 to \$152 in 4Q2008).
 - The average per person expenditure in the current quarter (\$740) increased compared to 3Q2008 (\$610, up 21.3 percentage points), but remained at parity relative to 4Q2007 (\$728). *Please note that the number of nights in PBC increased, accounting for an increase in overall spending despite a decrease in per day expenditures.*
- **On average, surveyed guests vacationing in PBC spent \$1,644 per party, while those traveling for business spent an average of \$1,274.**
 - Leisure and business travelers' per party expenditures increased relative to 3Q2008 (leisure - up 3.3%, from \$1,591 to \$1,644 and business – up 14.9%, from \$1,109 to \$1,274).
 - Relative to 4Q2007, leisure travelers' per party spending decreased by 7.0 percentage points (from \$1,768 in 4Q2007 to \$1,644 in 4Q2008), while business travelers' per party spending increased by 7.2 percentage points (from \$1,188 in 4Q2007 to \$1,274 in 4Q2008).

* 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: 4th Quarter 2008

Characteristics of Visitors

- In 4Q2008, more than nine-in-ten PBC visitors were White/Caucasian (93.4%).
- As in prior quarters, those visiting PBC during the fourth quarter of 2008 between the ages of 35 and 54 comprised more than one-half of surveyed guests (54.5%).
- More than six-in-ten responding hotel guests in 4Q2008 cited having professional/managerial jobs (64.3%).
- Nearly seventy-percent of surveyed hotel guests in 4Q2008 claimed an annual household income of \$100,000 or more (68.2%).
- During the fourth quarter of 2008, hotel guests traveling for pleasure typically traveled to PBC with 'Adult Family Members and/or Friends' (74.6%), while business hotel guests traveled solo (60.1%).

Travel Details

- Similar to prior quarters, Palm Beach County was the main destination for nine-in-ten surveyed hotel visitors in 4Q2008 (90.2%).
- Three-in-ten surveyed hotel guests claimed this was their first time visiting Palm Beach County (29.9%).
- More than three-quarters of surveyed hotel guests traveled by airplane to Palm Beach County in 4Q2008 (77.2%), which was an 8.1 percentage point increase from 3Q2008 (69.1%), yet at parity with 4Q2007 (75.9%).
- At 28.6%, automotive travel decreased by 7.0 percentage points compared to 3Q2008 (35.6%), but remained at parity relative to 4Q2007 (29.7%).
- While more than eighty-percent of 4Q2008 surveyed visitors traveled from within the United States (84.2%), this was a 3.9 percentage point decrease relative to 4Q2007 (88.1%) and a 3.3 percentage point decrease compared to 3Q2008 (87.5%).

Attitudes toward Palm Beach County

- At 42.4%, 'Climate/Weather' continued to have been cited by surveyed hotel visitors during 4Q2008 as the aspect they liked the best about PBC.
- 'Traffic/Bad Drivers' (31.6%) was the top mentioned feature that 4Q2008 surveyed guests claimed to not like about Palm Beach County. 'Humidity/Poor Weather' followed as the next most frequently mentioned response (16.8%).

Activity Participation

- As was the case for all months within the quarter, as well as last quarter and last year, more than nine-in-ten surveyed visitors dined at local restaurants while staying in Palm Beach County (95.6%). Shopping (32.5%), Going to the beach (26.3%), Swimming (14.0%), Visiting downtown West Palm Beach Attractions/City Place (10.5%) and/or Golf/Tennis (10.4%) were among other specific activities guests enjoyed during their stay in PBC.
- The top cited activities in which hotel visitors stated they participated during a recent trip, yet wished they could have done in Palm Beach County were going to the beach (23.6%) and golfing (11.2%) (both of which are currently available in PBC).



Hotel Visitor Survey: 4th Quarter 2008

Hotel Visitor Study

Return Visits

- **Comparable to previous quarters, more than eighty-percent of surveyed hotel guests plan to return to PBC in the future (82.1%). Only 3.2% claimed they will not return. The remainder (14.7%) were not sure if they will come back to PBC in the future or not.**
 - More than two-thirds of those who plan to visit Palm Beach County again cited they will do so in the next year (67.6%), more than one-third (34.3%) plan to return to PBC within the next three months.
 - Reasons for those claiming they will not be visiting PBC again include: 'No business in the area/Relocation of meeting', 'Too hot/Don't like hot climate/weather', 'Prefer other destinations', 'Too expensive', 'Don't Like Palm Beach/U.S.', 'Going to other places/I like changing destinations', 'Usually go to west coast of Florida', and 'No direct flights'. Nearly forty-percent of surveyed visitors who do not plan to return did not provide a reason for such (37.2%).

Vacation/Leisure Visitors

- During 4Q2008, approximately sixty percent of surveyed leisure visitors cited traveling within the United States for their last vacation (59.7%). Locations in Florida (19.9%) and the Far West (19.7%) were the top domestic destinations mentioned.
- Four-in-ten participating leisure hotel guests vacationed in a country abroad on their last trip (40.3%); countries in Latin America/Caribbean (19.2%) or Europe (13.2%) were visited most often.
- More than one-half of responding leisure visitors considered other domestic destinations when planning their vacation (52.3%), all of which cited a location in Florida.
- Throughout 4Q2008, PBC was seen as comparable to other vacation destinations. More than one-half of responding leisure visitors claimed that PBC was about the same as their most recent vacation destination in terms of the following:
 - Being appreciated as a tourist or visitor (64.7%)
 - Being able to always find a new place to see or a new thing to do (61.0%)
 - Being a great place to go again and again (59.8%)
 - Being great for discovering nature-based activities/ecotourism (58.1%)
 - Being a good value (56.0%)
 - Being great for historical sights and places (55.3%)
 - Being great for museums and other cultural activities (53.1%)



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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: 4th Quarter 2008

	<u>Total 4Q 2008</u>	<u>Oct.</u>	<u>Nov.</u>	<u>Dec.</u>	<u>Total 4Q 2007</u>	<u>Total 1Q 2008</u>	<u>Total 2Q 2008</u>	<u>Total 3Q 2008</u>
Occupancy Rate								
Month/Quarter	57.8%	54.9%	57.9%	60.8%	62.8%	78.9%	65.5%	53.6%
FYTD (Oct. - Sept.)	57.8%	54.9%	56.4%	57.8%	62.8%	70.8%	69.0%	65.2%
Room Nights Occupied^{1*}								
Month/Quarter	783,412	250,402	255,599	277,411	844,910	1,050,605	876,238	727,536
FYTD (Oct. - Sept.)	783,412	250,402	506,001	783,412	844,910	1,895,515	2,771,753	3,499,289
Percentage of Room Nights Occupied								
Leisure	38.3%	28.9%	38.7%	46.2%	41.2%	40.9%	35.7%	36.6%
Business	34.4%	36.8%	35.8%	31.0%	31.4%	29.3%	32.8%	36.9%
Convention/Group	27.4%	34.4%	25.5%	22.8%	27.4%	29.8%	31.5%	26.5%
Average Daily Room Rate²	\$150.60	\$132.08	\$148.18	\$168.85	\$150.18	\$232.14	\$154.58	\$121.39

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: 4th Quarter 2008

Occupancy Rate Trends by Month, Quarter, and Fiscal Year	<u>01/02</u>	<u>02/03</u>	<u>03/04</u>	<u>04/05</u>	<u>05/06</u>	<u>06/07</u>	<u>07/08</u>	<u>08/09</u>
4th Quarter (Oct/Nov/Dec)	57.5	59.8	64.2	79.8	73.1	64.6	62.9	57.8
Oct	54.3	59.2	61.7	84.5	61.2	62.0	59.6	54.9
Nov	59.6	60.8	67.0	80.8	82.3	69.0	65.6	57.9
Dec	58.4	59.4	64.0	74.0	73.8	62.7	63.1	60.8
1st Quarter (Jan/Feb/Mar)	76.2	77.9	83.8	88.3	84.7	80.8	78.9	N/A
2nd Quarter (April/May/June)	65.1	67.0	71.8	72.7	71.0	68.5	65.5	N/A
3rd Quarter (July/Aug/Sept)	57.3	57.8	64.2	63.0	56.9	56.0	53.6	N/A
Fiscal YTD (Oct. – Sept.)	64.1	65.7	70.9	76.0	71.2	67.4	65.2	57.8
Number of Room Nights Occupied in 4th Quarter*							844,910	783,412

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



Property Manager Survey: 4th Quarter 2008

	<u>Total 4Q 2008</u>	<u>Oct.</u>	<u>Nov.</u>	<u>Dec.</u>	<u>Total 4Q 2007</u>	<u>Total 1Q 2008</u>	<u>Total 2Q 2008</u>	<u>Total 3Q 2008</u>
Conference/Convention Bookings								
<u>All Hotels</u>								
% Occupied Room Nights in County	27.4%	34.4%	25.5%	22.8%	27.4%	29.8%	31.5%	26.5%
Occupied Room Nights in County	214,588	86,067	65,255	63,266	234,597	313,863	276,256	192,286
Occupied Room Nights in County FYTD (Oct. - Sept.)	214,588	86,067	151,322	214,588	234,597	548,460	824,716	1,017,002
<u>Convention Hotels</u>								
% Occupied Room Nights	29.1%	35.8%	29.0%	23.7%	31.2%	31.7%	35.6%	30.3%
Occupied Room Nights	137,795	53,908	44,413	39,474	156,420	192,168	186,568	131,933
Occupied Room Nights FYTD (Oct. - Sept.)	137,795	53,908	98,321	137,795	156,420	348,588	535,156	667,089
Available Inventory*								
Rooms in County	44,145	14,715**	14,715**	14,715**	43,934	43,946	44,175	44,130
Room Nights	1,353,780	456,165	441,450	456,165	1,347,398	1,333,012	1,339,981	1,353,315
Room Nights FYTD (Oct. - Sept.)	1,353,780	456,165	897,615	1,353,780	1,347,398	2,680,410	4,020,391	5,373,706
Response Rate								
Month/Quarter (for all hotels in County)	61.2%	63.5%	60.1%	60.0%	62.8%	60.2%	61.6%	63.6%
FYTD (Oct. - Sept.)	61.2%	63.5%	61.8%	61.2%	62.8%	61.5%	61.6%	62.1%

* 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: 4th Quarter 2008

Occupancy Rate	Total 4Q 2008	Oct.	Nov.	Dec.	Total 4Q 2007	Total 1Q 2008	Total 2Q 2008	Total 3Q 2008
Size of Hotel								
50 - 100 Rooms	51.1%	49.6%	49.4%	54.1%	58.7%	74.5%	52.7%	40.9%
101 + Rooms	59.1%	56.0%	59.6%	62.0%	63.5%	79.6%	67.8%	56.0%
101-219	57.6%	54.3%	58.9%	59.6%	63.1%	78.8%	63.5%	53.3%
220-500	62.0%	57.7%	62.8%	66.3%	64.7%	80.4%	72.7%	60.3%
All Properties	57.8%	54.9%	57.9%	60.8%	62.9%	78.9%	65.5%	53.6%
Geographic Region								
North	51.4%	47.5%	53.0%	54.5%	57.7%	78.5%	65.9%	53.9%
Central	61.2%	59.3%	62.1%	62.2%	63.8%	83.4%	66.4%	53.5%
South	57.4%	54.0%	55.7%	62.2%	64.6%	74.7%	64.3%	53.6%

What percent of your occupancy is international?	Total 4Q 2008	Oct.	Nov.	Dec.	Total 4Q 2007	Total 1Q 2008	Total 2Q 2008	Total 3Q 2008
Size of Hotel								
50-100 Rooms	5.1%	9.7%	3.1%	1.7%	10.9%	7.1%	7.0%	19.4%
101 + Rooms	5.4%	6.7%	5.2%	4.3%	5.7%	5.0%	4.4%	6.2%
101-219	5.0%	6.6%	4.5%	4.3%	7.8%	5.1%	5.2%	7.4%
220-500	5.7%	6.3%*	6.3%*	3.9%*	4.3%	7.3%	4.8%	5.4%
All Properties	5.4%	7.3%	5.0%	3.9%	6.5%	5.5%	4.8%	8.0%
Geographic Region								
North	3.3%	2.6%	4.9%	1.5%	3.1%	3.0%	2.5%	4.6%
Central	6.4%	8.5%	6.1%	5.0%	5.3%	4.6%	4.9%	6.5%
South	4.7%	7.6%	3.3%	3.0%	8.8%	7.8%	5.9%	12.0%

* Caution: Extremely Low base



Property Manager Survey: 4th Quarter 2008

Average Daily Room Rate	Total 4Q 2008	Oct.	Nov.	Dec.	Total 4Q 2007	Total 1Q 2008	Total 2Q 2008	Total 3Q 2008
Size of Hotel								
<u>50 - 100 Rooms*</u>	\$142.22	\$110.08	\$139.11	\$172.56	\$145.62	\$255.89	\$140.17	\$112.09
<u>101 + Rooms</u>	\$152.88	\$136.37	\$150.52	\$169.49	\$151.60	\$229.51	\$157.39	\$123.30
101-219	\$107.49	\$94.44	\$102.85	\$123.14	\$98.77	\$160.13	\$114.20	\$92.83
220-500	\$156.92	\$150.69	\$173.30	\$146.87	\$170.29	\$249.30	\$164.54	\$143.28
<u>All Properties</u>	\$150.60	\$132.08	\$148.18	\$168.85	\$150.18	\$232.14	\$154.58	\$121.39

* Please note that the response rate for hotels with 50-100 rooms was low in October (29.7%), November (29.0%) and December (31.5%); the hotels that replied are more upscale with higher rates (i.e. Chesterfield, Colony and Brazilian Court Hotels in Palm Beach). "All properties" includes those with fewer than 50 rooms.



Property Manager Survey: 4th Quarter 2008

Occupied Room Nights *	Occupied Room Nights	% Change
4Q		
2006	858,302	
2007	844,910	- 1.6
2008	783,412	- 7.3
October		
2006	277,921	
2007	273,342	- 1.6
2008	250,402	- 8.4
November		
2006	299,322	
2007	286,244	- 4.4
2008	255,599	- 10.7
December		
2006	281,059	
2007	285,324	1.5
2008	277,411	- 2.8
1Q		
2006	1,138,435	
2007	1,070,734	- 5.9
2008	1,050,605	- 1.9
2Q		
2006	964,792	
2007	935,524	- 3.0
2008	876,238	- 6.3
3Q		
2006	769,629	
2007	763,604	- 0.8
2008	727,536	- 4.7
FYTD (October – December)		
2006	858,302	
2007	844,910	- 1.6
2008	783,412	- 7.3

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



Property Manager Survey: 4th Quarter 2008

Future Business Outlook (for each month as compared to the same month in previous year)	<u>Total Room Revenue</u>	<u>Group/Indiv. Business Room Revenue</u>	<u>Individual Vacation Room Revenue</u>
November 2008 / December 2008 predictions from October			
Foresee Decrease	71.4%	71.8%	69.2%
Average decrease (among those who foresee decrease)	13.1%	12.4%	15.5%
Foresee No Change	17.0%	12.3%	23.7%
Foresee Increase	11.6%	16.0%	7.0%
Average increase (among those who foresee increase)	15.0%	15.4%	9.2%
December 2008 / January 2009 predictions from November			
Foresee Decrease	75.9%	60.9%	64.7%
Average decrease (among those who foresee decrease)	13.8%	14.3%	13.7%
Foresee No Change	15.5%	22.6%	28.3%
Foresee Increase	8.6%	16.6%	7.0%
Average increase (among those who foresee increase)	7.4%	5.6%	6.4%
January 2009 / February 2009 predictions from December			
Foresee Decrease	69.5%	73.6%	84.6%
Average decrease (among those who foresee decrease)	16.9%	19.7%	14.7%
Foresee No Change	23.7%	20.7%	13.6%
Foresee Increase	6.8%	5.0%	1.8%
Average increase (among those who foresee increase)	4.3%	5.7%	N/A
Fourth Quarter predictions from October, November and December			
Foresee Decrease	72.1%	68.6%	72.6%
Average decrease (among those who foresee decrease)	14.6%	15.4%	14.6%
Foresee No Change	19.0%	18.5%	22.1%
Foresee Increase	9.0%	13.0%	5.4%
Average increase (among those who foresee increase)	9.8%	9.6%	8.1%



Property Manager Survey: 4th Quarter 2008

Future Business Outlook (for each month as compared to the same month in previous year)	<u>Total Room Revenue</u>	<u>Group/Indiv. Business Room Revenue</u>	<u>Individual Vacation Room Revenue</u>
January 2009 / February 2009 predictions from October			
Foresee Decrease	71.4%	71.1%	69.2%
Average decrease (among those who foresee decrease)	14.4%	15.1%	16.1%
Foresee No Change	17.0%	17.2%	23.7%
Foresee Increase	11.6%	11.7%	7.0%
Average increase (among those who foresee increase)	13.5%	7.6%	9.2%
February 2009 / March 2009 predictions from November			
Foresee Decrease	75.2%	60.9%	61.9%
Average decrease (among those who foresee decrease)	11.9%	12.0%	13.1%
Foresee No Change	18.0%	25.3%	31.2%
Foresee Increase	6.8%	13.8%	7.0%
Average increase (among those who foresee increase)	8.6%	6.8%	6.4%
March 2009 / April 2009 predictions from December			
Foresee Decrease	70.6%	71.4%	79.9%
Average decrease (among those who foresee decrease)	13.5%	17.2%	14.1%
Foresee No Change	25.7%	25.7%	16.5%
Foresee Increase	3.8%	2.9%	3.5%
Average increase (among those who foresee increase)	8.3%	5.0%	9.9%
Fourth Quarter predictions from October, November and December			
Foresee Decrease	72.3%	67.7%	70.1%
Average decrease (among those who foresee decrease)	13.3%	14.9%	14.4%
Foresee No Change	20.5%	22.7%	24.0%
Foresee Increase	7.2%	9.7%	5.9%
Average increase (among those who foresee increase)	11.0%	6.9%	8.2%



Property Manager Survey: 4th Quarter 2008

Bookings via third party website	Total 4Q 2008	Oct.	Nov.	Dec.	Total 4Q 2007	Total 1Q 2008	Total 2Q 2008	Total 3Q 2008
Size of Hotel								
<u>50 - 100 Rooms</u>	19.1%	27.7%	13.8%	13.0%	24.8%	21.8%	16.8%	29.0%
<u>101 + Rooms</u>	13.7%	13.3%	14.4%	13.2%	11.2%	9.4%	11.3%	13.6%
101-219	13.7%	13.8%	14.3%	12.9%	11.1%	9.9%	12.1%	14.0%
220-500	16.2%	13.7%	18.7%	17.9%	12.8%	8.1%	8.1%	13.6%
<u>All Properties*</u>	15.9%	19.3%	14.5%	13.9%	15.1%	14.5%	13.4%	18.4%

* "All properties" includes those with fewer than 50 rooms.



Property Manager Survey: 4th Quarter 2008

	<u>Total 4Q 2008</u>	<u>Oct.</u>	<u>Nov.</u>	<u>Dec.</u>	<u>Total 4Q 2007</u>	<u>Total 1Q 2008</u>	<u>Total 2Q 2008</u>	<u>Total 3Q 2008</u>
MARKET FOCUS (in terms of marketing, advertising and promotion)								
Florida Leisure Drive Market	78.8%	86.6%	80.3%	70.3%	67.1%	88.2%	88.9%	70.0%
Florida Business Drive Market	63.2%	61.6%	66.9%	60.8%	59.7%	72.7%	71.3%	56.2%
Florida Association Market	52.9%	48.1%	53.7%	55.7%	43.8%	45.5%	57.6%	63.3%
Weddings	60.8%	62.0%	55.6%	64.5%	53.0%	62.2%	64.0%	57.4%
Amateur Sports Events	54.8%	58.1%	54.2%	52.7%	50.9%	61.5%	58.4%	59.9%
Convention - Northeast	27.8%	28.2%	33.5%	22.3%	23.7%	22.8%	17.9%	26.9%
Convention - Mid-Atlantic	25.9%	30.2%	27.8%	20.4%	12.6%	11.4%	10.0%	21.4%
Convention - South	29.4%	32.7%	25.7%	29.9%	15.2%	21.5%	19.9%	28.0%
Convention - Midwest	18.8%	22.2%	16.0%	18.2%	10.9%	11.2%	14.0%	20.8%
Other**	18.9%	15.9%	16.3%	23.2%	N/A	N/A	12.3%	20.3%

** OTA's - Third party Sites, Conventions Consortia, NE, Small meeting groups, training, business, Pharma, Kravis Center (one mention each), Corporate (two mentions), No Answer (seven mentions)



Property Manager Survey: 4th Quarter 2008

Greatest challenges for the remainder of 2008 and the upcoming 2009 calendar year*	Total
Economy/Economic slow down/Economic down turn both in the United States and Abroad/Economy – not as many travelers	37
Transient booking window is shrinking even further to within 7 days. Group commitments are happening in the month for the month.	3
Corporate group cancellations due to public perception of luxury travel	2
Rate loss	2
Competition - too many hotels in this market	2
Short term booking window for both group and transient segments. Transient segment is booking as short as 2 weeks out which is extremely short compared to past years, especially for first quarter business	2
Decrease in flights coming into PBI	2
Increases of every kind	1
Days Inn and InTown Suites offering \$40 rates for groups	1
Maintaining and shifting marketing share	1
To Increase OCC % and REV PAR	1
Growing ADR at the property	1
Terrorist attacks that put the Hospitality sector in a negative light	1
Low Convention Center Convention business	1
Gas prices may increase again	1
Companies decrease their traveling expenses for training	1
First quarter, both transient and group business are pacing 30% down compared to previous years	1
Competition not maintaining rate integrity	1
Maintaining loyalty in a tough market	1
Maintaining ADR while driving occupancy through April	1
Bernard Madoff scandal	1
Airlines	1
Human fear that we are in a recession!	1
Job Loss	1
The economy's effect on Local Corporate Business	1
Rate resistance	1
Public relations	1
Groups	1
Increase our rate. We have dropped our rate so much to obtain higher occupancy. That we would like to see eventually our rates going back to normal.	1

* Multiple responses accepted.



Property Manager Survey: 4th Quarter 2008

Greatest challenges for the remainder of 2008 and the upcoming 2009 calendar year (continued)*	Total
Keeping up with the new supply coming into the market	1
Corporate Group business	1
Holding rate	1
Finding corporate businesses that are going to continue to spend money on travel	1
Not losing room nights to other properties	1
Market demand will be soft 1Q2009	1
Drive occupancy by competitive rate structuring	1
Heads in beds	1
Bookings are coming in one to three weeks prior to arrival so forecasting is a wait and see situation these days	1
To increase our occupancy without losing significant ADR	1
Demand keeps going down while the inventory is growing	1
Weak demand from New York City metro area	1
Attrition	1
No money to travel	1
Business trip cancelled due to cut backs	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's 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?." (removed from survey)



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.



Methodology

Survey Changes (continued)

In July 2008, the visitors' survey was once again revised and updated to better address the Tourist Development Council's needs in terms of tourist information.

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

-The question "What would make your next trip better?" was replaced with "What one activity did you do on a recent trip that you wish you could do in Palm Beach County?"

-The following questions were added for vacation/leisure guests only:

-"Where did you go on your last vacation?"

-"What other destinations, in Florida or elsewhere, did you consider when planning this leisure visit to Palm Beach County?"

-"How does this visit to Palm Beach County compare to your last vacation in terms of..."

- "Being a great place to go again and again"
- "Being able to always find a new place or see a new thing to do"
- "Being appreciated as a tourist or visitor"
- "Being a good value"
- "Being great for historical sights and places"
- "Being great for discovering nature-based activities/ecotourism"
- "Being great for museums and other cultural activities"



Hotel Survey: 4th Quarter 2008

Characteristics of Stay	Total 4Q 2008	Oct.	Nov.	Dec.	Total 4Q 2007	Total 1Q 2008	Total 2Q 2008	Total 3Q 2008
Average Party Size *	1.9	1.8	1.9	2.0	1.9	2.0	2.0	2.1
Median Party Size	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
Nights in County	3.8	3.7	4.1	3.5	3.3	3.6	3.4	3.7
Nights in Hotel	3.7	3.7	3.9	3.4	3.2	3.5	3.3	3.5
Rooms per Night *	1.2	1.2	1.2	1.2	1.3	1.3	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: 4th Quarter 2008

Visitor Expenditures+	Total 4Q 2008	Oct.	Nov.	Dec.	Total 4Q 2007	Total 1Q 2008	Total 2Q 2008	Total 3Q 2008
Average Expenditure Per Visit								
Lodging	\$725	\$718	\$800	\$646	\$688	\$1,106	\$700	\$602
Restaurant/Bar	\$352	\$337	\$347	\$357	\$365	\$438	\$350	\$336
Gifts/Shopping	\$152	\$215	\$129	\$95	\$163	\$109	\$99	\$161
Entertainment/Recreation	\$44	\$19	\$31	\$75	\$26	\$42	\$23	\$39
Local Travel	\$133	\$122	\$156	\$119	\$141	\$158	\$116	\$144
Total Per Party*	\$1,406	\$1,410	\$1,463	\$1,292	\$1,382	\$1,852	\$1,287	\$1,281
Average Expenditure Per Person Per Day (based on average # of persons per party)								
Total Per Person	\$740	\$783	\$770	\$646	\$728	\$926	\$644	\$610
Total Per Person/Per Day	\$200	\$212	\$197	\$190	\$227	\$265	\$195	\$174
Lodging	\$103	\$108	\$108	\$95	\$113	\$158	\$106	\$82
Restaurant/Bar	\$50	\$51	\$47	\$53	\$60	\$63	\$53	\$46
Gifts/Shopping	\$22	\$32	\$17	\$14	\$27	\$16	\$15	\$22
Entertainment/Recreation	\$6	\$3	\$4	\$11	\$4	\$6	\$4	\$5
Local Travel	\$19	\$18	\$21	\$18	\$23	\$23	\$18	\$20

* 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: 4th Quarter 2008

Visitor Expenditures+	<u>Pleasure</u>							
	<u>Total 4Q 2008</u>	<u>Oct.</u>	<u>Nov..</u>	<u>Dec.</u>	<u>Total 4Q 2007</u>	<u>Total 1Q 2008</u>	<u>Total 2Q 2008</u>	<u>Total 3Q 2008</u>
Average Expenditure Per Visit								
Lodging	\$708	\$618	\$736	\$774	\$799	\$1,364	\$781	\$655
Restaurant/Bar	\$396	\$326	\$384	\$477	\$490	\$594	\$418	\$402
Gifts/Shopping	\$280	\$366	\$208	\$228	\$288	\$230	\$162	\$316
Entertainment/Recreation	\$96	\$33	\$52	\$198	\$40	\$90	\$40	\$62
Local Travel	\$164	\$118	\$184	\$181	\$151	\$198	\$140	\$156
Total Per Party*	\$1,644	\$1,462	\$1,564	\$1,858	\$1,768	\$2,475	\$1,541	\$1,591
Average Expenditure Per Person Per Day (based on average # of persons per party)								
Total Per Person	\$685	\$664	\$680	\$688	\$769	\$952	\$593	\$612
Total Per Person/Per Day	\$171	\$180	\$170	\$160	\$213	\$212	\$165	\$157
Lodging	\$74	\$76	\$80	\$67	\$97	\$117	\$83	\$65
Restaurant/Bar	\$41	\$40	\$42	\$41	\$59	\$51	\$45	\$40
Gifts/Shopping	\$29	\$45	\$23	\$20	\$35	\$20	\$17	\$31
Entertainment/Recreation	\$10	\$4	\$6	\$17	\$5	\$8	\$4	\$6
Local Travel	\$17	\$15	\$20	\$16	\$18	\$17	\$15	\$15

* 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: 4th Quarter 2008

Visitor Expenditures+	Business							
	Total 4Q 2008	Oct.	Nov.	Dec.	Total 4Q 2007	Total 1Q 2008	Total 2Q 2008	Total 3Q 2008
Average Expenditure Per Visit								
Lodging	\$728	\$762	\$858	\$552	\$630	\$902	\$630	\$584
Restaurant/Bar	\$329	\$344	\$335	\$288	\$300	\$339	\$300	\$300
Gifts/Shopping	\$84	\$137	\$82	\$34	\$105	\$50	\$60	\$59
Entertainment/Recreation	\$18	\$15	\$16	\$20	\$18	\$17	\$12	\$26
Local Travel	\$116	\$118	\$144	\$87	\$135	\$129	\$96	\$139
Total Per Party*	\$1,274	\$1,376	\$1,435	\$980	\$1,188	\$1,436	\$1,098	\$1,109
Average Expenditure Per Person Per Day (based on average # of persons per party)								
Total Per Person	\$849	\$860	\$897	\$653	\$743	\$898	\$686	\$652
Total Per Person/Per Day	\$243	\$233	\$230	\$233	\$248	\$321	\$229	\$198
Lodging	\$139	\$129	\$138	\$131	\$131	\$201	\$131	\$104
Restaurant/Bar	\$63	\$58	\$54	\$69	\$63	\$76	\$63	\$54
Gifts/Shopping	\$16	\$23	\$13	\$8	\$22	\$11	\$13	\$11
Entertainment/Recreation	\$3	\$3	\$3	\$5	\$4	\$4	\$3	\$5
Local Travel	\$22	\$20	\$23	\$21	\$28	\$29	\$20	\$25

* 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: 4th Quarter 2008

Planning the Trip to Palm Beach County	Total 4Q 2008	Oct.	Nov.	Dec.	Total 4Q 2007	Total 1Q 2008	Total 2Q 2008	Total 3Q 2008
Reason for Trip								
Conference/Convention/ Business Meeting	60.2%	64.2%	58.8%	58.3%	62.2%	62.5%	57.9%	55.9%
- Business Meeting	50.8%	50.3%	53.2%	51.0%	56.1%	51.2%	49.7%	47.6%
- Conference/Convention	9.2%	13.6%	5.6%	7.4%	5.7%	11.2%	7.9%	8.4%
- Other Business	0.1%	0.4%	0.0%	0.0%	0.4%	0.1%	0.3%	0.0%
Vacation/Pleasure	33.6%	28.4%	33.2%	38.6%	33.3%	32.7%	36.5%	35.9%
Sporting Event	3.1%	4.2%	3.6%	1.5%	1.0%	2.9%	1.2%	1.7%
Cultural Event/Attraction	0.4%	0.4%	0.0%	0.4%	0.3%	0.3%	0.2%	0.3%
Film/TV location scouting/production	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.1%	0.1%
Other	2.7%	2.7%	4.0%	1.2%	3.1%	1.6%	4.1%	6.1%
Who Made the Decision*								
Employer	57.2%	60.9%	56.6%	55.1%	57.7%	57.7%	54.2%	52.1%
Head of Household/ Other adult	38.1%	34.5%	39.4%	39.7%	34.5%	34.2%	35.6%	40.5%
Family Living in PBC	5.9%	5.6%	5.3%	6.4%	8.2%	7.9%	10.6%	6.7%
Children Influenced Decision	0.4%	0.7%	0.0%	0.4%	1.1%	1.0%	1.1%	1.4%
Advanced Planning								
One Month or Less	56.3%	55.7%	57.5%	55.8%	59.5%	53.0%	52.3%	67.2%
2 to 3 Months	21.0%	20.6%	20.6%	22.4%	21.1%	23.1%	24.8%	15.2%
More than 3 Months	22.7%	23.7%	21.9%	21.8%	19.4%	23.9%	22.9%	17.6%

* Multiple responses accepted.



Hotel Survey: 4th Quarter 2008

Planning the Trip to Palm Beach County (Continued)	Total 4Q 2008	Oct.	Nov.	Dec.	Total 4Q 2007	Total 1Q 2008	Total 2Q 2008	Total 3Q 2008
Reasons for Selecting Palm Beach County Over Other Destinations*								
Work Related Trip	58.7%	62.0%	55.6%	58.9%	59.8%	59.6%	56.5%	55.1%
Visit Friends/Relatives	20.3%	14.6%	20.7%	24.9%	22.1%	19.6%	22.5%	18.8%
Previous Visit	10.6%	11.5%	10.8%	9.6%	11.7%	15.1%	11.7%	14.0%
Special Event	6.8%	5.5%	10.8%	3.8%	6.8%	5.7%	11.6%	5.1%
Weather	4.8%	2.5%	6.5%	5.6%	5.4%	6.1%	7.2%	4.6%
Convenient Flights	4.5%	3.6%	5.2%	4.7%	7.3%	5.9%	3.4%	4.5%
Beaches	4.3%	2.8%	5.2%	4.7%	3.6%	4.6%	6.8%	6.5%
Golf/Tennis/Recreation	2.8%	3.2%	2.6%	2.7%	1.8%	3.8%	1.8%	1.7%
Friends/Relatives recommendation	2.0%	1.3%	3.4%	1.3%	2.3%	2.8%	2.4%	3.0%
Compete in Sporting Event	1.5%	3.4%	0.4%	0.8%	0.7%	0.7%	1.4%	1.0%
Hotel Brochure/Website	1.3%	1.2%	2.2%	0.5%	1.2%	0.7%	0.9%	1.6%
Attend Sporting Event	1.2%	1.9%	1.3%	0.4%	0.3%	1.0%	0.0%	0.3%
PBC-CVB Information/Website	0.5%	0.0%	0.4%	0.8%	0.1%	0.3%	0.5%	0.4%
Attraction Brochure/Website	0.3%	0.0%	0.4%	0.4%	1.0%	0.3%	0.1%	0.6%
Art/Cultural Event	0.2%	0.0%	0.0%	0.4%	0.3%	0.4%	0.3%	0.4%
Other Internet Sources	0.2%	0.0%	0.4%	0.0%	0.4%	0.1%	0.3%	0.6%
Bus Tour	0.1%	0.0%	0.4%	0.0%	0.0%	0.0%	0.2%	0.0%
Travel Agency	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.1%	0.1%
State Tourist Agency	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Media Coverage	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Spanish Language Media	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Other	4.4%	4.5%	4.7%	3.8%	4.3%	3.9%	4.1%	6.0%

* Multiple responses accepted.



Hotel Survey: 4th Quarter 2008

Booking Tools	Total 4Q 2008	Oct.	Nov.	Dec.	Total 4Q 2007	Total 1Q 2008	Total 2Q 2008	Total 3Q 2008
<u>Booked Trip with Travel Agency</u>								
Yes	25.7%	29.0%	25.6%	23.2%	25.0%	21.4%	21.8%	23.4%
No	74.3%	71.0%	74.4%	76.8%	75.0%	78.6%	78.2%	76.6%
<u>Booked Any Part of Trip Using Internet</u>								
Yes	46.0%	40.3%	53.5%	43.8%	51.1%	44.5%	44.6%	47.4%
No	54.0%	59.7%	46.5%	56.2%	48.9%	55.5%	55.4%	52.6%
<u>Booked Any Part of Trip Using Internet*</u> (among those who used the Internet)								
Hotel	81.0%	78.0%	86.2%	75.6%	77.7%	64.7%	75.1%	82.7%
Hotel website	41.2%	41.0%	42.3%	38.8%	35.1%	32.9%	38.2%	38.0%
Expedia	5.3%	5.6%	4.9%	5.2%	6.3%	4.1%	2.9%	7.7%
Travelocity	4.1%	4.8%	0.8%	7.2%	6.0%	1.6%	2.9%	6.4%
Hotwire	3.4%	3.0%	5.7%	1.0%	1.3%	2.0%	1.9%	3.9%
hotels.com	3.1%	4.2%	4.1%	0.9%	1.3%	1.0%	2.7%	2.7%
Orbitz	3.0%	1.5%	4.1%	3.0%	2.0%	1.0%	3.3%	1.7%
PBC CVB Website	0.3%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Website	6.6%	4.8%	8.9%	4.8%	10.7%	6.6%	3.6%	7.5%
Don't Remember	18.2%	14.0%	22.0%	17.8%	17.7%	16.4%	20.6%	17.7%
Air	66.0%	63.7%	65.9%	69.9%	69.9%	70.7%	68.4%	61.3%
Car Rental	31.3%	28.4%	34.1%	31.4%	40.0%	37.8%	40.4%	37.7%
Tickets to Event	0.3%	1.0%	0.0%	0.0%	0.8%	1.1%	0.7%	0.0%
Other	4.3%	3.1%	0.8%	5.1%	0.6%	5.7%	3.8%	3.9%
<u>Visit was Part of Package</u> (that may have included airfare, lodging, meals, rental car, etc.)								
Yes	5.1%	6.7%	4.3%	4.7%	4.1%	3.7%	5.5%	6.2%
No	94.9%	93.3%	95.7%	95.3%	95.9%	96.3%	94.5%	93.8%

* Multiple responses accepted.



Hotel Survey: 4th Quarter 2008

Activity Participation	Total 4Q 2008	Oct.	Nov.	Dec.	Total 4Q 2007	Total 1Q 2008	Total 2Q 2008	Total 3Q 2008
Participation in Specific Activities*								
Restaurants	95.6%	95.6%	94.6%	97.0%	93.7%	95.5%	93.5%	94.7%
Shopping	32.5%	33.4%	34.0%	30.0%	31.2%	31.1%	28.8%	32.2%
Went to Beach	26.3%	20.2%	33.6%	24.1%	23.2%	25.6%	31.6%	30.2%
Swimming	14.0%	14.9%	17.0%	10.3%	12.5%	11.3%	20.2%	22.6%
Visited downtown West Palm Beach Attractions/City Place	10.5%	12.2%	9.5%	10.3%	9.2%	8.9%	8.6%	9.0%
Golf, Tennis	10.4%	13.1%	10.4%	8.3%	3.8%	12.6%	6.1%	7.3%
Bars/Nightclubs	8.6%	6.4%	11.2%	8.7%	12.3%	8.2%	8.7%	8.6%
Visited Downtown Delray Beach Attractions	8.0%	6.6%	7.5%	9.7%	5.8%	5.3%	5.6%	5.2%
Visited Mizner Park/Boca Raton	5.9%	4.2%	7.1%	5.6%	5.4%	7.3%	5.5%	4.3%
Museums, Art Galleries	5.0%	2.5%	8.3%	4.3%	1.3%	4.1%	2.7%	2.3%
Visited Wildlife Refuge	3.3%	1.3%	4.6%	3.6%	2.4%	4.1%	1.9%	2.4%
Visited Palm Beach/Worth Avenue	3.1%	2.8%	4.1%	2.1%	2.8%	3.3%	1.3%	1.0%
Attended a Sporting Event	2.3%	2.3%	3.3%	0.8%	1.5%	3.5%	0.4%	1.9%
Visited Downtown at the Gardens	2.1%	1.3%	2.9%	2.0%	1.7%	2.8%	2.3%	1.5%
Attractions, Tours, Zoo	1.9%	0.6%	2.9%	2.2%	1.2%	2.8%	2.0%	2.3%
Fishing	1.7%	1.1%	3.3%	0.9%	1.1%	1.3%	1.6%	1.1%
Performing Arts (plays, concerts, dance)	1.6%	0.4%	2.1%	2.1%	1.3%	1.1%	0.8%	1.3%
Visited Riviera Beach/Singer Island	1.4%	0.8%	2.5%	0.8%	0.3%	1.4%	0.7%	1.0%
Boating	1.3%	1.1%	1.2%	1.7%	1.2%	1.8%	3.3%	2.5%
Snorkeling	0.7%	0.4%	1.2%	0.5%	0.9%	0.0%	1.0%	1.7%
Gambling Cruise	0.7%	0.6%	1.2%	0.4%	0.6%	0.7%	1.1%	0.7%
Visited downtown Lake Worth	0.7%	0.9%	0.8%	0.4%	1.0%	1.0%	0.9%	1.3%
Surfing	0.7%	0.0%	0.8%	1.3%	0.1%	0.1%	0.3%	0.3%
Horse Related Activities+	0.6%	0.0%	0.8%	0.9%	N/A	1.2%	0.4%	0.1%
Pari-mutuels (dog-track)	0.6%	0.4%	0.8%	0.5%	0.5%	0.1%	0.0%	0.0%
Competed in Sports Event	0.5%	1.1%	0.4%	0.0%	0.4%	0.3%	0.0%	0.3%
Diving	0.2%	0.0%	0.4%	0.0%	0.7%	0.1%	0.1%	0.7%
Kite Surfing	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	0.3%	0.0%
Palm Beach County Convention Center	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%	0.0%
Other	8.9%	13.4%	7.1%	6.2%	10.1%	10.3%	8.7%	10.4%

*Multiple responses accepted.

+Added in January 2008



Hotel Survey: 4th Quarter 2008

Return Visits	Total 4Q 2008	Oct.	Nov.	Dec.	Total 4Q 2007	Total 1Q 2008	Total 2Q 2008	Total 3Q 2008
Plan to Return to PBC								
Yes	82.1%	84.5%	74.8%	87.6%	84.3%	83.0%	82.3%	85.4%
No	3.2%	2.3%	4.1%	3.2%	3.0%	2.6%	3.3%	3.1%
Don't know	14.7%	13.2%	21.1%	9.2%	12.6%	14.4%	14.4%	11.5%
If no, why not?* (Top mentions – 4% or higher)								
	n = 24	n = 6**	n = 10**	n = 8**	n = 22	n = 19	n = 24	n = 23
No business in the area/Relocation of meeting	28.6%	2	3	2	30.8%	20.3%	12.9%	17.6%
Too hot/Don't like hot climate/weather	9.1%	0	2	0	0.0%	0.0%	0.0%	0.0%
Prefer other destinations	4.6%	0	0	1	0.0%	10.3%	0.0%	0.0%
Too expensive	4.2%	0	0	1	4.4%	10.5%	0.0%	0.0%
Don't like Palm Beach/U.S.	4.2%	1	0	0	4.0%	0.0%	4.0%	12.8%
Going to other places/I like changing destinations	4.1%	0	1	0	0.0%	0.0%	4.0%	0.0%
Usually go to west coast of Florida	4.1%	0	1	0	0.0%	0.0%	0.0%	0.0%
No direct flights	4.1%	0	0	1	0.0%	0.0%	0.0%	0.0%
No reason/No answer	37.2%	3	3	3	38.3%	43.1%	67.5%	47.6%
When do you plan on returning to PBC?								
Within the next 3 months	34.3%	30.6%	36.5%	36.6%	36.3%	30.2%	34.9%	35.1%
Within the next 6 months	13.0%	14.5%	13.3%	11.3%	8.7%	11.4%	9.7%	13.9%
Within the next year	20.3%	19.1%	19.9%	21.4%	19.6%	31.9%	25.0%	21.0%
Within the next few years	5.0%	4.9%	5.0%	5.3%	7.4%	3.0%	4.8%	3.6%
Don't Know	27.4%	30.9%	25.4%	25.3%	28.0%	23.5%	25.7%	26.4%

*Multiple responses accepted.

** Raw numbers shown due to low base size



Hotel Survey: 4th Quarter 2008

Travel Details	Total 4Q 2008	Oct.	Nov.	Dec.	Total 4Q 2007	Total 1Q 2008	Total 2Q 2008	Total 3Q 2008
<u>Main Destination</u>								
Palm Beach County	90.2%	92.8%	87.9%	90.0%	91.8%	92.1%	91.3%	90.9%
<u>First Trip to PBC</u>	29.9%	33.6%	31.4%	24.4%	26.2%	26.2%	29.0%	24.8%
<u>Type of Transportation*</u>								
Airplane	77.2%	79.2%	77.2%	76.2%	75.9%	82.5%	74.4%	69.1%
Car	28.6%	27.1%	30.5%	27.6%	29.7%	22.7%	30.5%	35.6%
Other	0.2%	0.0%	0.4%	0.4%	0.2%	0.5%	0.8%	0.5%

*Multiple responses accepted.



Hotel Survey: 4th Quarter 2008

Attitudes about Trip to Palm Beach County	Total 4Q 2008	Oct.	Nov.	Dec.	Total 4Q 2007	Total 1Q 2008	Total 2Q 2008	Total 3Q 2008
Things Liked Best – Top Mentions								
Climate/Weather	42.4%	32.1%	47.6%	47.2%	42.5%	52.4%	34.7%	26.6%
Beaches/Ocean	9.8%	9.2%	9.1%	11.1%	12.2%	8.6%	15.0%	17.0%
Beautiful/Nice Area	7.0%	10.3%	6.7%	3.9%	5.5%	4.9%	9.4%	9.3%
Visiting Family/Friends	5.1%	3.1%	3.4%	8.6%	5.4%	4.0%	4.4%	3.3%
Relaxing Atmosphere	4.5%	4.3%	5.8%	3.2%	4.3%	3.6%	3.3%	4.7%
Cleanliness	4.2%	4.2%	2.9%	5.7%	3.1%	3.6%	2.7%	4.1%
Nice People	4.0%	4.5%	4.8%	2.9%	4.7%	3.4%	4.1%	6.6%
Restaurant/Food	2.9%	3.3%	2.9%	2.4%	2.2%	2.4%	3.1%	2.6%
Shopping	2.8%	3.9%	2.4%	1.9%	1.9%	1.1%	1.5%	1.2%
Golf	2.6%	3.2%	1.4%	3.2%	0.5%	1.7%	1.5%	1.7%
Hotel	1.7%	2.4%	2.4%	0.5%	1.6%	2.0%	2.4%	3.5%
Location	1.5%	3.7%	0.0%	1.0%	3.3%	1.2%	2.6%	2.3%
Other	12.3%	15.5%	10.9%	8.5%	12.9%	11.9%	16.3%	17.4%



Hotel Survey: 4th Quarter 2008

Attitudes about Trip to Palm Beach County	Total 4Q 2008	Oct.	Nov.	Dec.	Total 4Q 2007	Total 1Q 2008	Total 2Q 2008	Total 3Q 2008
Things Liked Least – Top Mentions								
Traffic/Bad Drivers	31.6%	19.6%	37.0%	39.2%	34.2%	35.4%	26.4%	23.1%
Humidity/Poor Weather	16.8%	31.0%	7.6%	9.0%	14.2%	10.2%	21.7%	30.1%
Expensive	4.2%	4.6%	3.3%	4.5%	3.5%	8.0%	5.5%	4.4%
Hotel (general)	2.6%	2.5%	2.2%	3.0%	1.4%	2.6%	1.2%	1.1%
Unfriendly people	2.5%	1.7%	4.3%	2.0%	1.3%	1.4%	3.3%	3.3%
Stay Was Too Short	2.2%	1.8%	5.4%	0.0%	2.5%	3.8%	1.4%	1.9%
Work	1.3%	2.9%	1.1%	0.0%	0.6%	0.0%	2.5%	1.1%
Rental car company/Rental car	1.0%	0.8%	0.0%	2.0%	0.0%	0.0%	0.6%	0.3%
Long wait time at restaurants	1.0%	1.0%	0.0%	2.0%	0.0%	0.5%	0.0%	0.0%
Road Construction	0.9%	2.6%	0.0%	0.0%	3.6%	5.2%	2.7%	1.1%
Lack of transportation	0.7%	2.1%	0.0%	0.0%	0.8%	0.8%	0.6%	0.3%
Riviera Beach	0.6%	0.0%	2.2%	0.0%	0.3%	0.8%	0.3%	0.6%
Hotel renovation	0.6%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	22.2%	21.5%	23.1%	23.2%	28.7%	26.3%	28.3%	21.7%
Nothing liked least	11.6%	8.4%	12.0%	15.4%	9.0%	6.0%	5.4%	11.4%



Hotel Survey: 4th Quarter 2008

What one activity did you do on a recent trip that you wish you could do in Palm Beach County? (Top mentions)	Total <u>4Q2008</u>	Oct. <u>2008</u>	Nov. <u>2008</u>	Dec. <u>2008</u>
<u>Activities Available Currently in PBC</u>				
Going to the beach	23.6%	32.4%	17.6%	19.4%
Golfing	11.2%	12.4%	7.4%	16.1%
Fishing/Deep sea fishing	5.5%	8.3%	2.9%	5.6%
Shopping	4.2%	4.7%	2.9%	5.7%
Boating	4.0%	3.0%	2.9%	8.7%
Sightseeing/Visiting Historical Sights	3.6%	5.0%	2.9%	2.7%
Swimming	3.6%	3.0%	5.9%	0.0%
Relaxing	3.5%	1.4%	4.4%	5.2%
Snorkeling	3.0%	2.9%	4.4%	0.0%
Walking/Running	3.0%	4.3%	2.9%	0.0%
Scuba Diving	1.8%	4.3%	0.0%	0.0%
See wildlife	0.6%	0.0%	0.0%	3.1%
Taking a bus tour	0.6%	0.0%	0.0%	3.1%
Other (including jet skiing, art museums, etc.)	14.2%	5.5%	23.9%	10.5%
<u>Activities Not Available Currently in PBC</u>				
Going to an amusement park/Riding roller coasters	3.0%	5.0%	2.9%	0.0%
Gambling	2.9%	1.4%	5.9%	0.0%
Playing in the snow	0.6%	0.0%	0.0%	3.1%
Other (including, mountain climbing, visiting caves, etc.)	5.8%	5.2%	4.5%	10.7%
<u>Nothing</u>	5.4%	1.4%	8.8%	6.0%



Hotel Visitor Survey: 4th Quarter 2008

Last Vacation Destination+	Total 4Q2008	Oct. 2008	Nov. 2008	Dec. 2008
<u>Domestic</u>	59.7%	70.1%	50.8%	61.5%
Florida	19.9%	19.7%	12.7%	26.0%
Far West	19.7%	21.9%	19.0%	20.0%
Southeast (Excluding Florida)	7.6%	13.1%	7.9%	4.2%
New England	5.4%	3.5%	3.2%	8.4%
Midwest	2.8%	2.0%	4.8%	1.4%
New York	2.2%	6.0%	1.6%	0.0%
Mid Atlantic	2.1%	3.9%	1.6%	1.5%
<u>International</u>	40.3%	29.9%	49.2%	38.5%
Latin America/Caribbean	19.2%	12.4%	23.8%	18.9%
Europe	13.2%	10.0%	17.5%	11.8%
England/UK	1.0%	0.0%	1.6%	1.2%
Germany	0.0%	0.0%	0.0%	0.0%
Canada	3.3%	1.5%	6.3%	1.4%
Australia/Asia	3.1%	4.0%	0.0%	5.2%
Middle East	1.0%	2.0%	1.6%	0.0%
Africa	0.5%	0.0%	0.0%	1.2%
No Answer	0.0%	0.0%	0.0%	0.0%

+ Among vacation/leisure visitors only



Hotel Visitor Survey: 4th Quarter 2008

Other Vacation Destinations Considered*+	Total 4Q2008	Oct. 2008	Nov. 2008	Dec. 2008
<u>Domestic</u>	52.3%	46.8%	60.0%	50.8%
Florida	52.3%	46.8%	60.0%	50.8%
Far West	0.0%	0.0%	0.0%	0.0%
Mid Atlantic	0.0%	0.0%	0.0%	0.0%
Southeast (Excluding Florida)	0.0%	0.0%	0.0%	0.0%
Midwest	0.0%	0.0%	0.0%	0.0%
New York	0.0%	0.0%	0.0%	0.0%
New England	0.0%	0.0%	0.0%	0.0%
<u>International</u>	6.4%	14.6%	0.0%	7.5%
Latin America/Caribbean	5.2%	7.2%	0.0%	7.5%
Australia/Asia	1.2%	7.5%	0.0%	0.0%
Europe	0.0%	0.0%	0.0%	0.0%
Germany	0.0%	0.0%	0.0%	0.0%
England/UK	0.0%	0.0%	0.0%	0.0%
Canada	0.0%	0.0%	0.0%	0.0%
Africa	0.0%	0.0%	0.0%	0.0%
Middle East	0.0%	0.0%	0.0%	0.0%
<u>No other destinations</u>	41.3%	38.5%	40.0%	41.7%

* Multiple responses accepted

+ Among vacation/leisure visitors only



Hotel Visitor Survey: 4th Quarter 2008

Comparison of Palm Beach County to Last Vacation+	Total 4Q2008	Oct. 2008	Nov. 2008	Dec. 2008
<u>Being a great place to go again and again</u>				
Palm Beach County is much better	30.4%	33.7%	33.3%	26.2%
Palm Beach County is about the same	59.8%	63.2%	61.9%	57.3%
Palm Beach County is much worse	9.9%	3.2%	4.8%	16.5%
<u>Being able to always find a new place to see or a new thing to do</u>				
Palm Beach County is much better	27.4%	40.0%	28.6%	21.0%
Palm Beach County is about the same	61.0%	51.6%	59.5%	65.6%
Palm Beach County is much worse	11.6%	8.4%	11.9%	13.4%
<u>Being appreciated as a tourist or visitor</u>				
Palm Beach County is much better	27.8%	34.6%	30.2%	23.1%
Palm Beach County is about the same	64.7%	59.4%	65.1%	66.7%
Palm Beach County is much worse	7.5%	6.0%	4.7%	10.1%
<u>Being a good value</u>				
Palm Beach County is much better	33.9%	46.1%	37.2%	26.0%
Palm Beach County is about the same	56.0%	45.5%	51.2%	63.8%
Palm Beach County is much worse	10.1%	8.4%	11.6%	10.1%
<u>Being great for historical sights and places</u>				
Palm Beach County is much better	23.0%	30.6%	22.9%	18.7%
Palm Beach County is about the same	55.3%	54.8%	60.0%	53.3%
Palm Beach County is much worse	21.7%	14.6%	17.1%	28.0%
<u>Being great for discovering nature-based activities/ecotourism</u>				
Palm Beach County is much better	34.6%	38.5%	40.5%	28.4%
Palm Beach County is about the same	58.1%	58.3%	51.4%	62.5%
Palm Beach County is much worse	7.3%	3.2%	8.1%	9.1%
<u>Being great for museums and other cultural activities</u>				
Palm Beach County is much better	29.0%	37.1%	33.3%	21.7%
Palm Beach County is about the same	53.1%	53.5%	48.5%	56.5%
Palm Beach County is much worse	17.8%	9.4%	18.2%	21.8%

+ Among vacation/leisure visitors only



Hotel Survey: 4th Quarter 2008

Characteristics of Visitors	Total 4Q 2008	Oct.	Nov.	Dec.	Total 4Q 2007	Total 1Q 2008	Total 2Q 2008	Total 3Q 2008
Age								
Under 35	16.4%	17.8%	14.0%	17.4%	15.6%	13.0%	17.5%	19.0%
35 to 54	54.5%	58.1%	54.5%	50.9%	53.7%	56.3%	56.8%	53.0%
55 to 64	20.2%	18.4%	19.8%	21.8%	23.9%	19.6%	19.0%	19.7%
65 +	9.0%	5.7%	11.7%	10.0%	6.9%	11.1%	6.8%	8.3%
Occupation								
Professional/Managerial	64.3%	65.3%	62.7%	64.7%	58.8%	63.4%	61.6%	58.5%
Sales	14.3%	15.2%	14.8%	13.6%	15.9%	12.4%	15.4%	16.3%
Retired	10.3%	6.8%	12.7%	11.5%	9.5%	12.3%	9.3%	9.3%
Technical	6.4%	7.6%	6.6%	4.8%	7.8%	7.4%	6.4%	6.6%
Student	0.4%	0.3%	0.8%	0.0%	1.4%	0.5%	0.9%	1.2%
Other	4.2%	4.8%	2.5%	5.4%	6.5%	3.9%	6.4%	8.0%
Hispanic Origin	4.1%	3.5%	5.7%	3.0%	5.6%	4.3%	6.1%	7.1%
Ethnicity								
White/Caucasian	93.4%	90.8%	94.4%	94.5%	92.4%	93.8%	91.2%	89.0%
African-American/Black	3.6%	4.6%	2.6%	3.8%	4.5%	3.3%	5.9%	8.4%
Asian	2.7%	4.3%	3.0%	1.3%	2.8%	2.8%	2.7%	2.1%
Other	0.3%	0.4%	0.0%	0.5%	0.3%	0.1%	0.3%	0.4%



Hotel Survey: 4th Quarter 2008

Characteristics of Visitors (Continued)	<u>Total 4Q 2008</u>	<u>Oct.</u>	<u>Nov.</u>	<u>Dec.</u>	<u>Total 4Q 2007</u>	<u>Total 1Q 2008</u>	<u>Total 2Q 2008</u>	<u>Total 3Q 2008</u>
<u>Income</u>								
Under \$45,000	2.2%	2.4%	1.9%	2.5%	3.1%	1.2%	4.0%	2.8%
\$45,000 to \$64,999	8.9%	7.0%	10.3%	9.6%	9.3%	4.7%	8.2%	7.8%
\$65,000 to \$99,999	20.6%	23.7%	20.6%	17.8%	23.2%	18.8%	22.2%	24.1%
\$100,000 to \$200,000	44.6%	45.5%	45.8%	41.1%	38.9%	44.2%	42.6%	45.4%
Over \$200,000	23.6%	21.4%	21.5%	29.0%	25.5%	31.0%	23.0%	20.0%
<u>Gender</u>								
Male	61.0%	62.7%	61.2%	59.8%	60.9%	59.4%	59.6%	61.2%
Female	39.0%	37.3%	38.8%	40.2%	39.1%	40.6%	40.4%	38.8%



Hotel Survey: 4th Quarter 2008

<u>Description of Travel Party*</u>	Total Hotel Guests							
	<u>Total 4Q 2008</u>	<u>Oct.</u>	<u>Nov.</u>	<u>Dec.</u>	<u>Total 4Q 2007</u>	<u>Total 1Q 2008</u>	<u>Total 2Q 2008</u>	<u>Total 3Q 2008</u>
Self Only	45.1%	50.7%	38.1%	46.2%	42.5%	36.4%	39.9%	38.7%
Adult family members or friends	36.2%	30.3%	40.3%	36.8%	34.7%	39.3%	38.1%	40.7%
Business Associates	17.9%	17.3%	22.9%	14.7%	21.9%	22.8%	20.5%	19.7%
Children <12 years of age	6.6%	5.2%	6.5%	8.2%	3.8%	6.3%	8.9%	7.9%
Grandchildren <12 years of age	0.3%	0.0%	0.4%	0.5%	0.3%	0.0%	0.2%	0.0%

<u>Description of Travel Party*</u>	Pleasure Hotel Guests							
	<u>Total 4Q 2008</u>	<u>Oct.</u>	<u>Nov.</u>	<u>Dec.</u>	<u>Total 4Q 2007</u>	<u>Total 1Q 2008</u>	<u>Total 2Q 2008</u>	<u>Total 3Q 2008</u>
Adult family members or friends	74.6%	67.7%	78.6%	76.9%	79.1%	84.6%	78.4%	81.5%
Self Only	20.2%	28.7%	15.5%	17.4%	17.9%	10.7%	16.5%	14.9%
Children under 12 years of age	15.9%	11.4%	16.7%	19.2%	7.6%	15.9%	18.3%	15.8%
Business Associates	1.2%	1.3%	2.4%	0.0%	1.0%	0.8%	1.0%	1.2%
Grandchildren <12 years of age	0.8%	0.0%	1.2%	1.2%	0.7%	0.0%	0.4%	0.0%

<u>Description of Travel Party*</u>	Business Hotel Guests							
	<u>Total 4Q 2008</u>	<u>Oct.</u>	<u>Nov.</u>	<u>Dec.</u>	<u>Total 4Q 2007</u>	<u>Total 1Q 2008</u>	<u>Total 2Q 2008</u>	<u>Total 3Q 2008</u>
Self Only	60.1%	61.8%	51.4%	66.3%	56.6%	50.9%	55.6%	54.7%
Business Associates	27.9%	25.2%	35.4%	24.9%	33.9%	35.1%	33.4%	32.0%
Adult family members or friends	13.0%	11.6%	17.4%	8.8%	9.3%	13.8%	11.1%	13.6%
Children under 12 years of age	1.2%	2.1%	0.7%	0.8%	1.6%	1.0%	2.6%	2.8%
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: 4th Quarter 2008

Place of Origin	Total 4Q 2008	Oct.	Nov.	Dec.	Total 4Q 2007	Total 1Q 2008	Total 2Q 2008	Total 3Q 2008
<u>Domestic</u>	84.2% (n=618)	82.8%	83.1%	86.4%	88.1% (n=648)	91.2% (n=669)	89.6% (n=662)	87.5% (n=645)
Florida	17.6% (n=129)	17.0%	17.3%	17.9%	22.2% (n=163)	12.3% (n=91)	23.8% (n=176)	25.0% (n=184)
Southeast (excluding Florida)	17.3% (n=127)	17.3%	15.6%	19.2%	15.4% (n=113)	17.3% (n=127)	19.8% (n=146)	19.2% (n=142)
Mid Atlantic	12.9% (n=95)	10.8%	12.8%	14.9%	12.3% (n=91)	15.3% (n=112)	9.9% (n=73)	11.9% (n=88)
Midwest	11.8% (n=87)	12.3%	12.8%	10.8%	11.2% (n=82)	18.7% (n=137)	11.8% (n=88)	10.4% (n=77)
New York	9.2% (n=68)	9.5%	9.1%	9.0%	10.4% (n=77)	12.8% (n=94)	10.4% (n=77)	9.2% (n=68)
New England	7.7% (n=56)	7.5%	10.7%	4.9%	9.4% (n=69)	7.1% (n=52)	6.5% (n=48)	5.9% (n=44)
Far West	7.7% (n=56)	8.5%	4.9%	9.7%	7.2% (n=53)	7.6% (n=56)	7.3% (n=54)	5.8% (n=43)
<u>International</u>	15.8% (n=116)	17.2%	16.9%	13.6%	11.9% (n=87)	8.8% (n=65)	10.4% (n=77)	12.5% (n=92)
Europe (net)	6.7% (n=49)	6.4%	7.4%	6.2%	6.6% (n=48)	3.4% (n=25)	4.2% (n=31)	5.8% (n=43)
- Germany	1.7% (n=13)	2.7%	0.4%	2.0%	0.8% (n=6)	0.3% (n=2)	0.9% (n=7)	1.2% (n=9)
- England/UK	1.5% (n=11)	1.1%	2.5%	0.8%	3.7% (n=27)	1.4% (n=10)	1.5% (n=11)	1.0% (n=8)
Canada	4.1% (n=30)	3.9%	4.5%	3.8%	2.0% (n=15)	3.2% (n=24)	3.0% (n=22)	2.4% (n=18)
Latin America / Caribbean	3.1% (n=23)	4.0%	3.3%	2.0%	2.1% (n=15)	1.3% (n=9)	1.9% (n=14)	3.0% (n=22)
Australia/Asia	1.0% (n=7)	2.1%	0.8%	0.4%	0.8% (n=6)	0.8% (n=6)	0.4% (n=3)	0.3% (n=2)
Middle East	0.5% (n=4)	0.8%	0.4%	0.4%	0.4% (n=3)	0.1% (n=1)	0.9% (n=7)	0.6% (n=4)
Africa	0.4% (n=3)	0.0%	0.4%	0.8%	0.0% (n=0)	0.0% (n=0)	0.0% (n=0)	0.4% (n=3)



Hotel Survey: 4th Quarter 2008

Pleasure Vs. Business By Selected Place of Origin	Total 4Q 2008	Oct.	Nov.	Dec.	Total 4Q 2007	Total 1Q 2008	Total 2Q 2008	Total 3Q 2008
<u>Florida</u>	17.6%	17.0%	17.3%	17.9%	22.2%	12.3%	23.8%	25.0%
Business	11.4%	11.0%	11.5%	12.2%	14.6%	9.5%	15.3%	14.1%
Pleasure	6.1%	6.1%	5.8%	5.7%	7.6%	2.9%	8.3%	10.1%
<u>Southeast (excluding Florida)</u>	17.3%	17.3%	15.6%	19.2%	15.4%	17.3%	19.8%	19.2%
Business	13.4%	13.0%	11.1%	15.9%	12.9%	13.4%	13.8%	12.6%
Pleasure	3.7%	4.1%	3.7%	3.3%	2.4%	4.0%	5.8%	6.3%
<u>Mid Atlantic</u>	12.9%	10.8%	12.8%	14.9%	12.3%	15.3%	9.9%	11.9%
Business	7.4%	6.5%	7.8%	8.2%	6.7%	7.1%	4.1%	6.0%
Pleasure	5.4%	4.5%	4.9%	6.9%	5.6%	8.0%	5.7%	6.0%
<u>Midwest</u>	11.8%	12.3%	12.8%	10.8%	11.2%	18.7%	11.8%	10.4%
Business	6.7%	7.3%	7.4%	5.7%	7.1%	12.0%	7.4%	6.7%
Pleasure	5.2%	4.9%	5.3%	5.3%	3.8%	6.8%	4.2%	3.8%
<u>New York</u>	9.2%	9.5%	9.1%	9.0%	10.4%	12.8%	10.4%	9.2%
Business	4.4%	5.7%	4.1%	3.3%	4.9%	6.1%	3.8%	3.8%
Pleasure	4.8%	4.1%	4.5%	5.7%	5.6%	6.5%	6.5%	5.3%
<u>New England</u>	7.7%	7.5%	10.7%	4.9%	9.4%	7.1%	6.5%	5.9%
Business	3.8%	3.3%	6.2%	2.0%	4.8%	4.0%	2.2%	2.6%
Pleasure	3.8%	4.1%	4.5%	2.9%	4.6%	3.0%	4.5%	3.1%
<u>Far West</u>	7.7%	8.5%	4.9%	9.7%	7.2%	7.6%	7.3%	5.8%
Business	5.3%	6.5%	3.7%	5.7%	4.2%	5.6%	5.5%	4.3%
Pleasure	2.2%	1.6%	1.2%	3.7%	3.0%	2.0%	1.6%	13.6%