



Report on Palm Beach County Tourism Fiscal Year 2004/2005 (October 2004 – September 2005)

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Tourist Development Council of Palm Beach County

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Table of Contents

Table 1: Summary of Research Statistics.....	3
Introduction: Fiscal Year 2005.....	4
SUMMARY PAGES	
Summary – Fiscal Year in Review.....	6
Property Manager Survey Summary.....	8
Hotel Visitor Survey Summary.....	11
REPORT TABLES	
<u>Summary Tables.....</u>	15
Table 2-3: Occupancy Rate Trends by Fiscal Year.....	16
Table 4: Room Nights Occupied.....	18
Table 5: Occupancy Rates by Hotel Size and Geographic Region.....	19
Table 6-7: Average Daily Room Rate Trends by Fiscal Year.....	20
Table 8: Gross Lodging Revenues.....	22
Table 9: Gross Bed Tax Collections.....	23
Table 10: Average Daily Room Rate Trends by Month.....	24
Table 11: Occupancy Rate Trends by Month.....	25
Table 12-13: Room Nights Occupied by Groups.....	26
Table 14: Percent of Monthly Group Bookings in Convention Hotels.....	28
Table 15: Characteristics of Hotel Guests.....	29
Table 16: Annual Trends in Estimated Number of Hotel Guests.....	30
Table 17: Annual Trends in Estimated Total Expenditures.....	31
<u>Property Manager Survey Tables.....</u>	32
Table 18: Occupancy Rate Trends by Hotel Size and Geographic Region.....	33
Table 19: Occupancy Rate Trends by Month.....	34
Table 20: Average Daily Room Rate Trends by Hotel Size.....	35
Table 21: Average Daily Room Rate Trends by Month.....	36
Table 22: Group Bookings in Palm Beach County.....	37
Table 23: Room Nights Occupied by Groups.....	38
Table 24: Response Rates by Hotel Size.....	39
<u>Hotel Visitor Survey Tables.....</u>	40
Table 25: Characteristics of Stay.....	41
Table 26: Visitor Expenditures.....	42
Table 27: Visitor Expenditures by Purpose of Visit.....	43
Table 28: Average Number of Hotel Nights by Purpose of Visit.....	44
Table 29: Per Person Expenditures by Purpose of Visit.....	45
Table 30-32: Planning the Trip to Palm Beach County.....	46
Table 33: Characteristics of the Visit.....	49
Table 34: Participation in Specific Activities in Palm Beach County.....	50
Table 35-36: Attitudes About the Trip to Palm Beach County (Likes/Dislikes).....	51
Table 37-39: Demographic Characteristics of Visitors.....	53
Table 40: Place of Origin.....	56
Table 41: Estimated Number of Hotel Guests by Place of Origin.....	57
Table 42: Pleasure vs. Business by Selected Place of Origin.....	58
Table 43: Estimated Number of Hotel Guests by Month.....	59



**Table 1
SUMMARY OF RESEARCH STATISTICS
FISCAL YEAR 1997/98 THROUGH FISCAL YEAR 2004/05**

	1997/98	1998/99	1999/00	2000/01	2001/02	2002/03	2003/04	2004/05	FY 03/04 CHANGE
Estimated Hotel Guests	2,428,219	2,265,429	2,152,682	2,112,423	1,976,498*	2,220,390*	2,198,838*	2,159,418*	- 39,420
Visitor/Guest Multiplier ¹	2	2	2	2	2	2	2	2	
Estimated Number of Visitors	4,856,438	4,530,858	4,305,364	4,224,846	3,952,996*	4,440,780*	4,397,676*	4,318,836*	- 78,840
Estimated Hotel Guest Expenditures (In Millions)	\$1,336	\$1,504	\$1,541	\$1,436	\$1,352+	\$1,628+	\$1,405	\$1,686	281
Money Spent Per Hotel Guest	\$550	\$664	\$716	\$680	\$684+	\$733+	\$639	\$781	142
Bed Tax Collections (Gross)	\$15,294,915	\$16,406,273	\$18,090,738	\$18,583,931	\$16,621,855	\$17,330,095	\$19,847,081	\$22,511,343	2,664,262
Occupancy Rate	68.2%	66.7%	68.8%	67.3%	64.1%	65.7%	70.9%	76.0%	5.1
Average Daily Room Rate ²	\$102.43	\$108.42	\$118.08	\$120.13	\$119.97	\$125.45	\$130.09	\$148.86	18.77
Available Room Night Inventory	5,516,661	5,645,734	5,581,973	5,585,178	5,313,330*	5,703,912*	5,641,246*	5,352,902***	- 288,344
Occupied Room Nights(FYTD) ³	3,761,332	3,763,083	3,835,655	3,753,127	3,405,845*	3,742,427*	4,003,012*	4,057,276***	54,264
Average Party Size	3.1	2.8	2.7	2.8	2.3**	2.2**	2.1**	2.1**	0.0
Nights in Hotel/Motel	4.6	4.7	4.7	5.0	3.9	3.8	3.8	4.0	0.2

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

1. The TDC estimates that the total number of visitors to Palm Beach County is two times the number of hotel guests. This estimation ratio has been in use since 1995/96.

**Starting in fiscal year 2001/02, if 'party size' is greater than 8 or 'number of rooms occupied' is greater than 3, then data within 'party size' and 'number of rooms occupied' is deleted. Prior to fiscal year 2001/02, if party size or number of rooms occupied was greater than 10, both were recoded to 1; if party size was greater than 25, party size and number of rooms occupied were both recoded as missing data; if party size was greater than 1 and number of rooms occupied was blank (or vice versa), both were recoded as missing data.

+ Difference in hotel guest spending for FY2001/02 – FY2002/03 as compared to FY1997/98 - FY2000/01 reflects revision to the manner in which side trip expenditures are computed

++ During FY 2004-05 room nights unavailable due to hurricane/renovation closures were excluded.

2. ADR = Average rate per occupied room.

3. Room nights occupied = ((# total rooms*occupancy) * annual room nights)



Introduction: Fiscal Year 2005

Introduction

- Profile Marketing Research was awarded the Palm Beach County Tourist Development Council's Tourism Study for Fiscal Year 2004/2005.
- The following report summarizes information collected monthly from participating hotel property managers (**Property Manager Survey**) and from hotel guests of selected properties throughout Palm Beach County (**Hotel Visitor Survey**) between October 2004 and September 2005.
- The Fiscal Year 2004/2005 Report on Tourism summarizes and charts key trends in hotel property statistics and visitor information over the last six fiscal years, and is based on data collected from two studies.
 - The **Property Manager Survey** is a survey of Palm Beach County Hotel Managers, where they are asked each month to provide the following information about their property; the occupancy rate, average daily room rate, revenue per available room, and the percentage of room nights from group, individual business and individual vacation travel. In addition, they are asked to provide a forecast (percent increase or decrease) of the expected room revenue for the following month. This survey is provided each month to participating property managers representing hotels throughout Palm Beach County. Approximately 50 property managers respond every month.
 - The **Hotel Visitor Survey** is administered to hotel guests staying overnight in Palm Beach County hotels as they are checking out. This survey collects self-administered information including party size, number of hotel nights staying in the county, number of hotel rooms per night, purpose of the visit, expenditures, participation in area activities, place of origin, and demographics. In addition, hotel guests are asked what they liked most and least about their visit to Palm Beach County. The Hotel Visitor Survey is conducted from 250 hotel guests monthly, staying in select and varied hotels representing the three Palm Beach County regions for an annual sample of 3000. This provides an error interval of no greater than + or - 1.79% at the 95% level of confidence.
- Results are shown for Fiscal Year 2004/2005, and comparisons are made to data as reported in prior years.
- The following report is divided into three sections. The first section is a **SUMMARY** based on analysis of data gathered over the last six fiscal years. The second and third presents detailed statistical information gathered from the **Property Manager Survey** and the **Hotel Visitor Survey**.
- Note, estimated number of hotel guests is based on a calculation using available room night inventory, occupancy rate, hotel nights, and party size.



Summary Fiscal Year in Review



Fiscal Year 2005 Summary

Occupancy Rates

- In FY 2004/05, the average Occupancy Rate of Palm Beach County hotels was 76.0%, this represents a 5.1 percentage point increase compared to FY 2003/04 (70.9%). (table 1, pg. 3)
 - During FY 2004/05 the average occupancy rate varied across the months from a low of 62.0% in August 2005 to a high of 91.1% in February 2005. This result differs from recent years when the lowest rates were reported in September. (table 11, pg. 25)
- The Central Region of Palm Beach County continued to report the highest occupancy rates of all three regions (74.8% North, 78.6% Central and 74.0% South). This trend has been observed since FY 2002/03. (table 5, pg. 19)
 - Properties in all three Regions reported increased occupancy compared to last fiscal year (Central – from 72.9% to 78.6%; South – from 70.7% to 74.0%; North - from 68.4% to 74.8%). (table 5, pg. 19)
- The average occupancy rate among smaller properties (50-100 rooms) was 74.2%, while the average occupancy rate among larger properties (101+ rooms) was 76.3% - a difference of 2.1 percentage points. (table 5, pg. 19)
- The number of hotel rooms occupied by conference/convention groups in Palm Beach County hotels (1,133,287) and in hotels designated as convention hotels (670,000) has been increasing since FY 2002/03 (974,137 in all hotels and 631,493 in convention hotels). (table 12, pg. 26)
- The estimated number of hotel guests in FY 2004/05 was 2,159,418*, a decrease of 1.8 percentage points compared to FY 2003/04 (2,198,838). (table 1, pg. 3)
 - Visitors' estimated total expenditures increased 20.0% in FY 2004/05 (\$1,686 million) compared to FY 2003/04 (\$1,405 million) becoming the highest in the past eight years. (table 17, pg.31)
 - The estimated number of Palm Beach County visitors in FY 2004/05 (4,318,836) is somewhat lower than in FY 2003/04 (4,397,676). (table 1, pg. 3)
- During the course of FY 2004/05, an estimated 4,057,276 hotel room nights were occupied. Compared to the last fiscal year (4,003,012*), there was an increase of 54,264 room nights occupied. (table 1, pg. 3)

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



Fiscal Year 2005 Summary

Average Daily Room Rate (ADR)

- The Average Daily Room Rate in FY 2004/05 was \$148.86, the highest rate in the past eight years. (table 1, pg. 3)
- The Average Daily Room Rate in FY 2004/05 peaked in March (\$218.58) and dropped to its lowest level in August (\$103.20). (table 10, pg. 24)

Characteristics of Stay

- The Average Party Size* for FY 2004/05 was 2.1 – the same as the party size reported in the last fiscal year. (table 15, pg. 29)
- The average number of nights spent in Palm Beach County hotels in FY 2004/05 was 4.0, which is slightly higher than in the prior three fiscal years (3.9 in FY 2001/02 and 3.8 in both FY 2002/03 and 2003/04). (table 15, pg. 29)
- As seen in all prior years, there were more business travelers (56%) visiting Palm Beach County than leisure travelers (35%) during FY 2004/05. (table 15, pg. 29)
 - A business meeting was the reason most business travelers gave for visiting Palm Beach County during FY 2004/05 (49%). (table 15, pg. 29)

* Starting in January 2001, 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.



Property Manager Survey Summary



Property Manager Survey: Fiscal Year 2005

Occupancy Rates

- The average occupancy rate for Palm Beach County hotel properties surveyed in FY 2004/05 was 76.0% - higher than in all prior years. The increase in occupancy rate may be partially due to the hurricanes in 2004 that forced major hotels to close for storm related renovations which increased occupancy among those open. (table 18, pg. 33)
- Smaller properties (50-100 rooms) reported occupancy rates (74.2%) slightly lower than larger properties (101+ rooms) (76.3%). (table 18, pg. 33)
 - Compared to FY 2003/04, occupancy rates across all hotel categories increased in FY 2004/05. Occupancy in smaller hotels (50-100 rooms) increased by 5.2 percentage points (from 69.0% to 74.2%) while occupancy in larger hotels (101+ rooms) increased by 4.8 percentage points (from 71.5% to 76.3%). (table 18, pg. 33)
- Properties in the Central Region of Palm Beach County continued to report the highest average occupancy rate in FY 2004/05 (78.6%), while properties in the Northern and Southern Regions reported comparable occupancy rates (74.8% for the Northern Region and 74.0% for the Southern Region). (table 18, pg. 33)
 - There were increases in occupancy rates across all geographic regions in FY 2004/05 compared to last year (Central – from 72.9% to 78.6%; Southern – from 70.7% to 74.0%; Northern – from 68.4% to 74.8%). (table 18, pg. 33)
- As seen in the prior fiscal year, the number of room nights occupied increased once again this fiscal year going from 4,003,012* in FY 2003/04 to 4,057,276*. (table 18, pg. 33)
- During FY 2004/05, 670,000 room nights were occupied by group bookings in Palm Beach County convention hotels. Although this number represents an increase compared to last fiscal year (647,721), it is still lower than the numbers reached in the years prior to 2000/01. (674,308 in FY 1999/00, 677,459 in FY 1998/99 and 695,550 in FY 1997,98). (table 22, pg. 37)
- The percentage of group bookings increased among all Palm Beach County hotels (from 26.0% to 28.0%) as well as among hotels specifically designated as convention hotels (from 31.7% to 34.7%). (table 22, pg. 37)

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



Property Manager Survey: Fiscal Year 2005

Average Daily Room Rate (ADR)

- The Average Daily Room Rate for Palm Beach County participating hotels increased 14.4% in FY 2004/05 (\$148.86) compared to FY 2003/04 (\$130.09). This was the highest rate in the past eight years. (table 20, pg. 35)
 - Both smaller (50-100 rooms) and larger properties (100+ rooms) reported considerable increases in ADR this year (\$133.84 smaller properties, \$151.39 larger properties) compared to prior years. (table 20, pg. 35)



Hotel Visitor Survey Summary



Hotel Visitor Survey: Fiscal Year 2005

Characteristics of Stay

- The average party size of Palm Beach County hotel guests during the 2004/05 fiscal year was 2.1. Surveyed visitors stayed in PBC hotels an average of 4.0 nights, and occupied an average of 1.3 rooms per night. (table 25, pg. 41)
- Business travel (conference/convention/business meeting) was the main reason for visiting PBC for 56.3% of surveyed visitors. Vacationers made up 35.3% of surveyed guests who visited Palm Beach County during fiscal year 2004/05. (table 25, pg. 41)
 - The percentage of business travelers decreased by 1.6 percentage points compared to last year (57.9%) while the percentage of vacationers increased by 2.1 percentage points. (table 25, pg. 41)

Planning a Trip to Palm Beach County

- One-half (50.3%) of surveyed visitors affirmed that the reason for selecting PBC over other destinations in FY 2004/05 was a work related trip (no choice in destination). This is similar to FY 2003/04 (48.7%). (table 32, pg. 48)
 - 'Visiting friends/family' (21.2%) and 'Came back after previous trip' (10.6%) were also frequently mentioned reasons for selecting Palm Beach County over other destinations. (table 32, pg. 48)
 - Compared to FY 2003/04, FY 2004/05 surveyed guests were less likely to mention weather (from 11.3% to 5.9%) and beaches (from 9.4% to 5.0%) as a reason for selecting PBC over other destinations. (table 32, pg. 48)
- Over one-quarter (26.6%) of surveyed hotel guests were visiting Palm Beach County for the first time. This is comparable with FY 2003/04 (28.5%). (table 34, pg. 50)
- During FY 2004/05, hotel guests usually planned their trip one month or less in advance (52.7%). (table 31, pg. 47)
- Similar to FY 2003/04 (41.1%), general business travel was mentioned most often (42.6%) as the source of information influencing the trip to Palm Beach County in FY 2004/05. (table 30, pg. 46)
 - Surveyed hotel guests also frequently mentioned friends/relatives recommendation (15.7%) and special event (13.4%) as sources of information influencing the trip to Palm Beach County. (table 30, pg. 46)

* Starting in January 2001, 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: Fiscal Year 2005

Booking a Trip to Palm Beach County

- **Twenty-four point four percent of surveyed PBC visitors reported usage of a travel agency to book any part of their trip to PBC, 4.9 percentage points lower than in FY 2003/04 (29.3%).** (table 33, pg. 49)
 - **During FY 2004/05, only 10.1% of Palm Beach County visitors reported that the trip to PBC was part of a package (that may have included airfare, lodging, meals, rental car, etc). This is comparable to last fiscal year (9.9%).** (table 33, pg. 49)
- **Use of the Internet as a trip planning tool is at parity with last fiscal year (42.0% in FY 2003/04 and 43.8% in FY 2004/05).** (table 33, pg. 49)
 - **Among those who did use the Internet (43.8%), most used it to book airline reservations (76.5% a 2.4 percentage point increase compared to FY 2003/04, 74.1%), hotel reservations (60.4%, at parity with last fiscal year, 59.9%) and/or car rentals (44.3%, a 2.6 percentage point increase compared to FY 2003/04, 41.7%).** (table 33, pg. 49)

Visitor Expenditures

- **The average per party* expenditure during FY 2004/05 was \$1,640 - a \$298 (22.2%) increase compared to the prior year (\$1,342).** (table 26, pg. 42)
 - **Compared to fiscal year 2003/04, increases occurred in all expending categories except for Entertainment/Recreation, which did not change (\$84 in FY 03/04 and FY 04/05).** (table 26, pg. 42)
- **The average per person expenditure was \$781 - 22.2% higher than in FY 2003/04 (\$639). There were also increases in the average per person/day expenditures, from \$168 to \$195 (16.1% increase).** (table 26, pg. 42)
- **Surveyed guests visiting Palm Beach County for vacation/pleasure claimed to have spent an average of \$2,354 per party in FY 2004/05, \$415 (21.4%) more than in FY 2003/04 (\$1,939).** (table 27, pg. 43)
 - **Leisure visitors spent an average of 4.9 nights in PBC hotels/motels while business travelers spent in average 3.3 nights in a hotel/motel.** (table 27, pg. 43)
 - **While leisure visitors spent more per party than business travelers (\$1,156 for business travelers and \$2,354 for leisure visitors) business travelers spent more per person/per day (\$206 business visitors, \$185 vacationers).** (table 27, pg. 43)

Characteristics of Visit

- **According to surveyed guests, the most popular activities enjoyed by visitors to Palm Beach County in FY 2004/05 were eating at area restaurants (94.5%), shopping (40.5%) and going to the beach (35.0%). Other popular activities were 'going to Bars/Nightclubs (14.4%), visiting Downtown West Palm Beach/CityPlace (11.4%) and playing golf/tennis (12.5%).** (table 34, pg. 50)
 - **Although mentioned frequently, the percentage of guests mentioning 'Visiting Downtown West Palm Beach/City Place has decreased steadily over the last four fiscal years (28.5% in FY 2001/02, 24.2% in FY 2002/03, 14.5% in FY 2003/04 and 11.4% in FY 2004/05).** (table 34, pg. 50)
 - **Compared to last year, the largest increase was seen in visitors mentioning 'going to the beach' (from 30.8% to 35.0%, a 4.2 percentage point increase).** (table 34, pg. 50)

* Starting in January 2001, 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: Fiscal Year 2005

Likelihood to Return

- When asked if they plan to return to Palm Beach County, **81.7% of hotel guests surveyed during FY 2004/05 reported being likely to return to PBC in the future. This is at parity with last year (82.6%).** (table 33, pg. 49)
 - Among those who plan to visit PBC again, **68.2% declared that they will probably do so within the next year (29.7% returning within the next three months).** (table 33, pg. 49)

Attitudes toward Palm Beach County – Likes/Dislikes About Trip

- During FY 2004/05, surveyed visitors to Palm Beach County continued to report that **the climate/weather is their favorite aspect of Palm Beach County (40.4%).** (table 35, pg. 51)
 - Visitors also frequently mentioned 'Beaches/Ocean' (12.0%) and 'Beautiful Area' (9.4%). (table 35, pg. 51)
 - Favorite aspects of PBC were comparable with FY 2003/04. (table 35, pg. 51)
- The **'traffic/bad drivers' is still the most disliked aspect of Palm Beach County according to FY 2004/05 surveyed visitors. 'Humidity/poor weather' follows with 16.3% of visitors citing this aspect.** (table 36, pg. 52)
 - Visitors were less likely to mention 'road construction' as what they liked least in FY 2004/05 (3.7%) than in FY 2003/04 (7.9%) - a 4.2 percentage point decrease. (table 36, pg. 52)

Characteristics of Visitors

- Most PBC hotel guests in FY 2004/05 were **35-54 years old (56.8%), white/non-Hispanic (88.8%), in professional/managerial occupations (53.1%), with household incomes of \$100,000 or more (62.6%).** (table 37, pg. 53; table 38, pg. 54; table 39, pg. 55)
 - Compared to last fiscal year, there was an increase of 8.8 percentage points in the percentage of surveyed guests with household incomes of \$200,000 or more (from 15.2% to 24.0%). (table 39, pg. 55)
- **Traveling parties were usually composed of adult family members or friends (44.1%).** (table 37, pg. 53)
- **Nine-in-ten surveyed PBC visitors traveled domestically to get to Palm Beach County (90.7%).** (table 40, pg. 56)
- **Similar to last fiscal year, three-quarters of surveyed hotel guests traveled to Palm Beach County by air (74.7%), and one-quarter (24.9%) traveled to the area by car.** (table 33, pg. 49)



Summary Tables



**Table 2
HOTEL OCCUPANCY IN PALM BEACH COUNTY
FISCAL YEAR 1997/98 THROUGH FISCAL YEAR 2003/04**

FISCAL YEAR	HOTEL OCCUPANCY RATE	% POINT CHANGE FY TO FY	ROOM NIGHTS OCCUPIED	% CHANGE FY TO FY	AVAILABLE INVENTORY*	% CHANGE FY TO FY
1997/98	68.2%	0.6%	3,761,332	3.2%	5,516,661	2.3%
1998/99	66.7%	-1.5%	3,763,083	0.0%	5,645,734	2.3%
1999/00	68.8%	2.1%	3,835,655	1.9%	5,581,973	-1.1%
2000/01	67.3%	-1.5%	3,753,127	-2.2%	5,585,178	0.1%
2001/02	64.1%	- 3.2%	3,405,845*	- 9.3%	5,313,330*	- 4.9%
2002/03	65.7%	1.6%	3,742,427*	9.9%	5,703,912*	7.4%
2003/04	70.9%	5.2%	4,003,012*	7.0%	5,641,246*	- 1.1%
2004/05	76.0%	5.1%	4,057,276**	1.4%	5,352,902**	- 5.1%

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

+ During FY 2004-05 room nights unavailable due to hurricane/renovation closures were excluded.



Table 3
Annual Hotel Occupancy Rate Trends

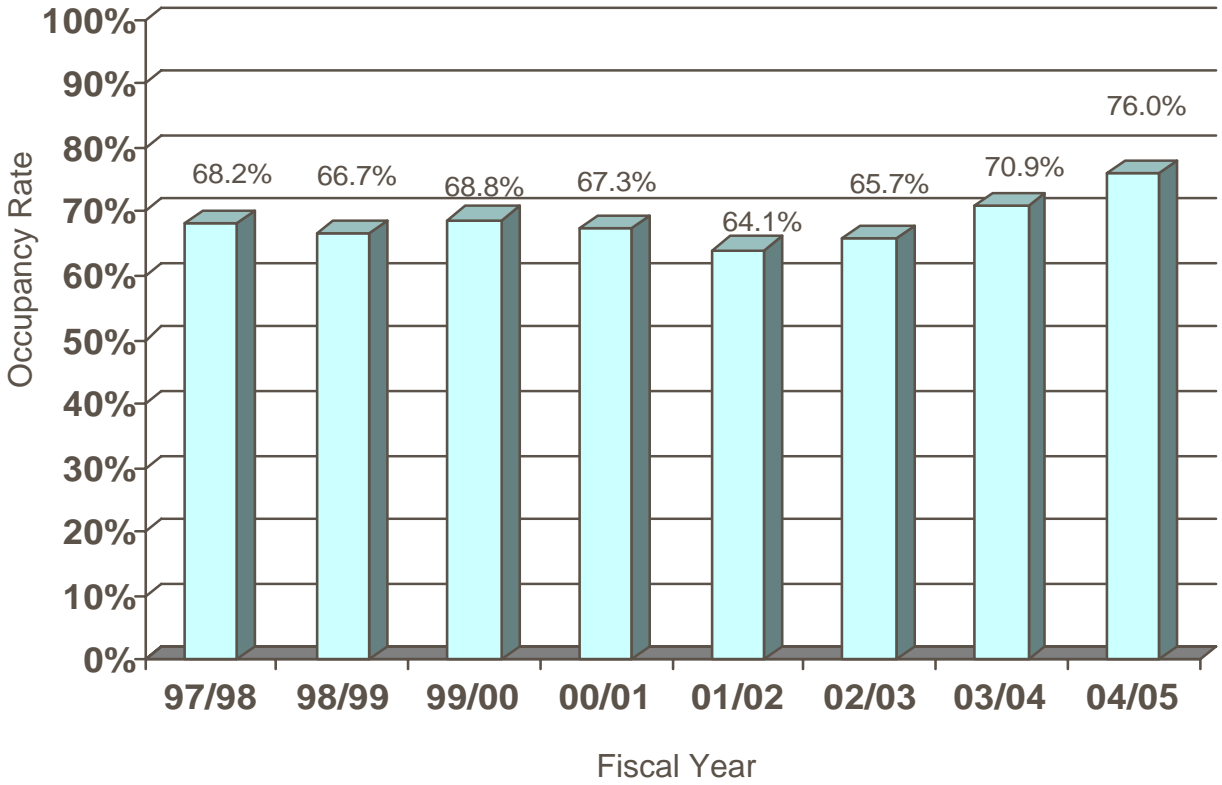
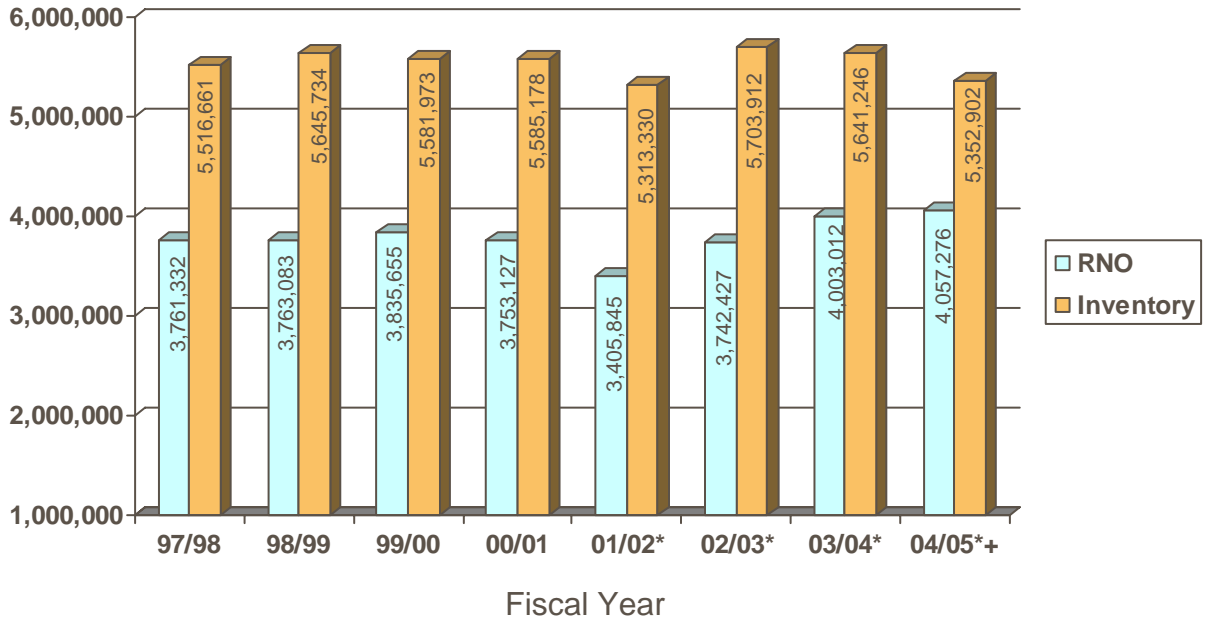




Table 4
Annual Number of Hotel Room Nights
Occupied (RNO) and Available Inventory



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

+ During FY 2004-05 room nights unavailable due to hurricane/renovation closures are excluded.



Table 5
HOTEL OCCUPANCY RATE BY HOTEL SIZE AND GEOGRAPHIC REGION
FISCAL YEAR 1997/98 THROUGH FISCAL YEAR 2004/05

	1997/98	1998/99	1999/00	2000/01	2001/02	2002/03	2003/04	2004/05
Total Occupancy Rate	68.2%	66.7%	68.8%	67.3%	64.1%	65.7%	70.9%	76.0%
Hotel Size								
50 - 100 Rooms	63.0%	60.6%	62.3%	61.1%	59.6%	61.7%	69.0%	74.2%
101 + Rooms	70.4%	69.1%	71.3%	69.4%	65.3%	66.5%	71.5%	76.3%
101-219 Rooms	69.4%	67.5%	69.0%	68.8%	64.5%	64.7%	72.2%	78.2%
220-500 Rooms	71.0%	70.2%	73.1%	69.3%	65.5%	66.7%	70.4%	74.0%
Region								
North	68.9%	67.1%	66.8%	65.8%	64.2%	60.6%	68.4%	74.8%
Central	66.0%	64.1%	67.8%	68.7%	63.9%	69.1%	72.9%	78.6%
South	71.4%	69.9%	71.3%	66.9%	64.2%	65.2%	70.7%	74.0%
Available Inventory	5,516,661	5,645,734	5,581,973	5,585,178	5,313,330*	5,703,912*	5,641,246*	5,352,902*+

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

+ During FY 2004-05 room nights unavailable due to hurricane/renovation closures were excluded.

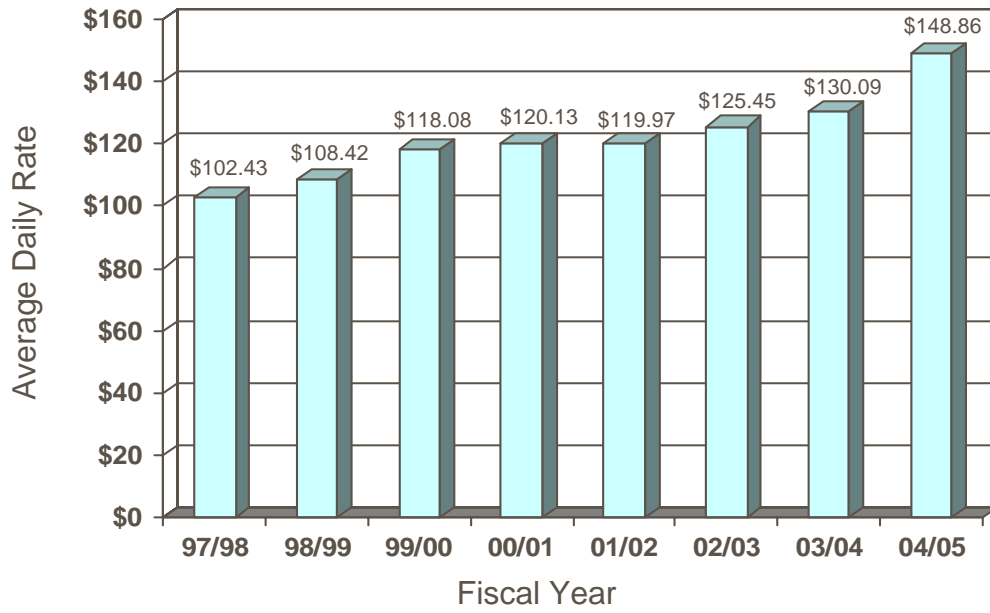


Table 6
AVERAGE DAILY ROOM RATE (ADR) IN PALM BEACH COUNTY
FISCAL YEAR 1997/98 THROUGH FISCAL YEAR 2004/05

FISCAL YEAR	AVERAGE DAILY ROOM RATE	% CHANGE FY TO FY
1997/98	\$102.43	7.3%
1998/99	\$108.42	5.8%
1999/00	\$118.08	8.9%
2000/01	\$120.13	1.7%
2001/02	\$119.97	- 0.1%
2002/03	\$125.45	4.6%
2003/04	\$130.09	3.7%
2004/05	\$148.86	14.4%



Table 7
Annual Average Daily Room Rate (ADR) Trends





**Table 8
Gross Lodging Revenues**

Month	FY 2002 Gross Rentals	FY 2002 Gross Collections	FY 2003 Gross Rentals	FY 2003 Gross Collections	FY 2004 Gross Rentals	FY 2004 Gross Collections	FY 2005 Gross Rentals	FY 2005 Gross Collections
October	\$19,705,196.54	\$670,124.09	\$21,874,377.72	\$776,223.66	\$22,239,239.39	\$805,137.66	\$23,366,743.74	\$864,187.90
November	\$23,577,703.77	\$862,890.04	\$28,426,442.35	\$1,045,485.54	\$29,710,498.36	\$1,150,135.00	\$47,411,619.28	\$1,629,501.98
December	\$28,633,603.74	\$1,060,416.00	\$30,517,934.45	\$1,170,770.00	\$35,082,985.36	\$1,355,438.11	\$43,398,721.40	\$1,673,537.99
January	\$42,547,771.38	\$1,553,365.00	\$45,950,437.17	\$1,742,219.25	\$46,266,184.23	\$1,735,076.67	\$57,075,935.66	\$2,208,263.86
February	\$53,693,329.88	\$2,084,731.62	\$53,526,436.84	\$2,076,029.91	\$60,678,696.88	\$2,402,847.90	\$67,987,891.16	\$2,615,053.95
March	\$60,242,563.60	\$2,332,269.00	\$61,104,346.70	\$2,374,437.88	\$71,822,497.66	\$2,858,433.28	\$77,922,671.28	\$3,103,119.60
April	\$66,014,208.99	\$2,546,538.00	\$61,020,309.85	\$2,346,458.96	\$72,018,657.77	\$2,809,648.11	\$82,444,090.70	\$3,181,774.76
May	\$42,111,248.22	\$1,606,126.60	\$47,694,037.02	\$1,824,847.58	\$53,806,168.05	\$2,097,578.95	\$56,076,936.66	\$2,182,436.22
June	\$30,003,963.03	\$1,140,961.00	\$29,831,185.24	\$1,149,752.15	\$54,749,151.76	\$1,323,965.31	\$42,310,189.91	\$1,497,308.97
July	\$26,767,741.69	\$957,355.09	\$26,650,807.23	\$985,141.17	\$30,463,902.22	\$1,190,828.37	\$35,019,857.38	\$1,345,748.67
August	\$22,928,957.16	\$951,946.33	\$24,413,955.03	\$928,351.04	\$28,219,538.55	\$1,156,451.75	\$29,282,792.57	\$1,105,729.33
September	\$23,819,361.72	\$885,132.00	\$23,776,780.15	\$910,377.90	\$25,019,225.41	\$961,539.68	\$32,082,312.49	\$1,104,679.55
Total Fiscal	\$440,045,649.72	\$16,621,854.77	\$454,787,049.75	\$17,330,095.04	\$530,076,745.64	\$19,847,080.79	\$594,379,762.23*	\$22,511,342.78
Season vs. Non-Season								
Season (November – April)	\$274,709,181.36	\$10,440,209.66	\$280,545,907.36	\$10,755,401.54	\$315,579,520.26	\$12,311,579.07	\$376,240,929.48	\$14,411,252.14
Non – Season	\$165,336,468.36	\$6,181,645.11	\$174,241,142.39	\$6,574,564.72	\$214,497,225.38	\$7,535,501.72	\$218,138,832.75	\$8,100,090.64
Total Fiscal	\$440,045,649.72	\$16,621,854.77	\$454,787,049.75	\$17,329,966.26	\$530,076,745.64	\$19,847,080.79	\$594,379,762.23	\$22,511,342.78
Percentage of Season vs. Non-Season								
Season (November – April)	62.4%	62.8%	61.7%	62.1%	59.5%	62.0%	63.3%	64.0%
Non - Season	37.6%	37.2%	38.3%	37.9%	40.5%	38.0%	36.7%	36.0%

* Does not account for tax exempt rentals, which would add \$29,000,000.00 to the total, making it \$623,379,762.23 in gross rentals.



**Table 9
MONTHLY TRENDS IN GROSS BED TAX COLLECTIONS**

Month: Industry (Collection)	1997/98	1998/99	1999/00	2000/01	2001/02	2002/03	2003/04	2004/05
September (October)	\$640,622	\$673,575	\$735,963	\$866,844	\$670,124	\$776,224	\$805,138	\$864,188
October (November)	\$885,022	\$953,189	\$1,111,853	\$1,116,396	\$862,890	\$1,045,486	\$1,150,135	\$1,629,502
November (December)	\$1,054,528	\$1,154,916	\$1,317,572	\$1,421,994	\$1,060,416	\$1,170,770	\$1,355,438	\$1,673,538
December (January)	\$1,645,761	\$1,615,336	\$1,808,043	\$1,976,554	\$1,553,365	\$1,742,219	\$1,735,077	\$2,208,264
January (February)	\$2,109,223	\$2,107,347	\$2,223,341	\$2,397,507	\$2,084,732	\$2,076,030	\$2,402,848	\$2,615,054
February (March)	\$2,236,147	\$2,455,534	\$2,559,793	\$2,647,830	\$2,332,269	\$2,374,438	\$2,858,433	\$3,103,120
March (April)	\$2,011,003	\$2,320,890	\$2,437,108	\$2,597,872	\$2,546,538	\$2,346,459	\$2,809,648	\$3,181,775
April (May)	\$1,447,881	\$1,509,966	\$1,812,582	\$1,625,753	\$1,606,127	\$1,824,848	\$2,097,579	\$2,182,436
May (June)	\$997,931	\$1,104,904	\$1,301,913	\$1,228,571	\$1,140,961	\$1,149,752	\$1,323,965	\$1,497,309
June (July)	\$795,209	\$872,900	\$947,152	\$947,189	\$957,355	\$985,141	\$1,190,828	\$1,345,749
July (August)	\$765,469	\$827,838	\$987,853	\$893,959	\$921,946	\$928,351	\$1,156,452	\$1,105,729
August (September)	\$706,479	\$809,877	\$847,566	\$863,461	\$885,132	\$910,378	\$961,540	\$1,104,680
Total Fiscal	\$15,295,274	\$16,406,273	\$18,090,738	\$18,583,931	\$16,621,855	\$17,330,095	\$19,847,081	\$22,511,343



Table 10
MONTHLY AVERAGE DAILY ROOM RATE (ADR) TRENDS

	1997/98	1998/99	1999/00	2000/01	2001/02	2002/03	2003/04	2004/05
October	\$84.27	\$95.08	\$101.68	\$103.31	\$95.25	\$106.99	\$109.17	\$121.60
November	\$91.51	\$99.19	\$111.42	\$114.11	\$103.47	\$115.53	\$127.25	\$136.95
December	\$110.23	\$112.82	\$131.51	\$135.96	\$129.49	\$136.57	\$139.33	\$143.42
January	\$132.30	\$144.86	\$152.89	\$155.98	\$156.04	\$159.32	\$168.69	\$185.14
February	\$145.42	\$153.62	\$165.86	\$172.13	\$176.14	\$175.88	\$179.88	\$216.02
March	\$140.23	\$146.95	\$161.04	\$165.46	\$172.77	\$169.16	\$181.38	\$218.58
April	\$121.38	\$120.23	\$138.23	\$137.73	\$137.43	\$144.46	\$153.58	\$180.44
May	\$90.65	\$97.33	\$108.11	\$115.56	\$110.04	\$116.16	\$112.80	\$133.26
June	\$81.69	\$84.26	\$89.89	\$90.25	\$91.19	\$101.05	\$103.28	\$111.03
July	\$75.09	\$79.33	\$82.33	\$84.83	\$88.15	\$91.57	\$96.55	\$105.31
August	\$75.16	\$82.56	\$83.12	\$85.73	\$88.46	\$92.41	\$98.10	\$103.20
September	\$81.25	\$84.75	\$90.92	\$80.56	\$91.26	\$96.25	\$91.10	\$131.34



Table 11
MONTHLY HOTEL OCCUPANCY RATE TRENDS

	1997/98	1998/99	1999/00	2000/01	2001/02	2002/03	2003/04	2004/05
October	64.4%	61.0%	66.3%	63.0%	54.3%	59.2%	61.7%	84.5%
November	66.7%	64.2%	69.7%	69.7%	59.6%	60.8%	67.0%	80.8%
December	66.0%	63.8%	63.3%	63.5%	58.4%	59.4%	64.0%	74.0%
January	77.4%	74.0%	71.9%	74.7%	69.0%	71.3%	74.2%	84.0%
February	85.5%	83.1%	85.7%	85.5%	81.4%	81.7%	88.8%	91.1%
March	78.9%	80.9%	83.5%	84.9%	79.7%	81.4%	88.4%	89.9%
April	71.0%	72.5%	71.9%	71.9%	71.1%	72.0%	79.7%	79.1%
May	66.3%	66.5%	67.9%	65.8%	62.9%	65.6%	67.5%	68.5%
June	64.0%	60.7%	63.0%	63.2%	61.1%	63.7%	67.7%	70.0%
July	64.6%	62.8%	63.5%	61.6%	60.0%	60.8%	66.9%	64.6%
August	60.1%	59.9%	61.2%	60.8%	59.7%	60.5%	63.7%	62.0%
September	53.7%	50.8%	57.2%	43.1%	52.0%	51.9%	61.5%	62.9%



**Table 12
HOTEL ROOM NIGHTS OCCUPIED BY GROUPS IN PALM BEACH COUNTY
FISCAL YEAR 1997/98 THROUGH FISCAL YEAR 2004/05**

FISCAL YEAR	TOTAL ROOM NIGHTS OCCUPIED	GROUP ROOM NIGHTS	% CHANGE FY TO FY	GROUP ROOM NIGHTS IN CONVEN. HOTELS	% CHANGE FY TO FY
1997/98	3,761,332	988,464	12.3%	695,550	5.1%
1998/99	3,763,083	986,359	-0.2%	677,459	-2.6%
1999/00	3,835,655	1,021,376	3.6%	674,308	-0.5%
2000/01	3,753,127	961,139	-5.9%	631,621	-6.3%
2001/02	3,405,845*	875,802	- 8.9%	631,017	- 0.1%
2002/03	3,742,427*	974,137	11.2%	631,493	0.1%
2003/04	4,003,012*	1,041,953	7.0%	647,721	2.6%
2004/05	4,057,276**	1,133,287	8.8%	670,000	3.4%

*Properties well below 50 rooms are only included in room count and total inventory.
+ During FY 2004-05 room nights unavailable due to hurricane/renovation closures are excluded.



Table 13
Annual Room Nights Occupied by Groups

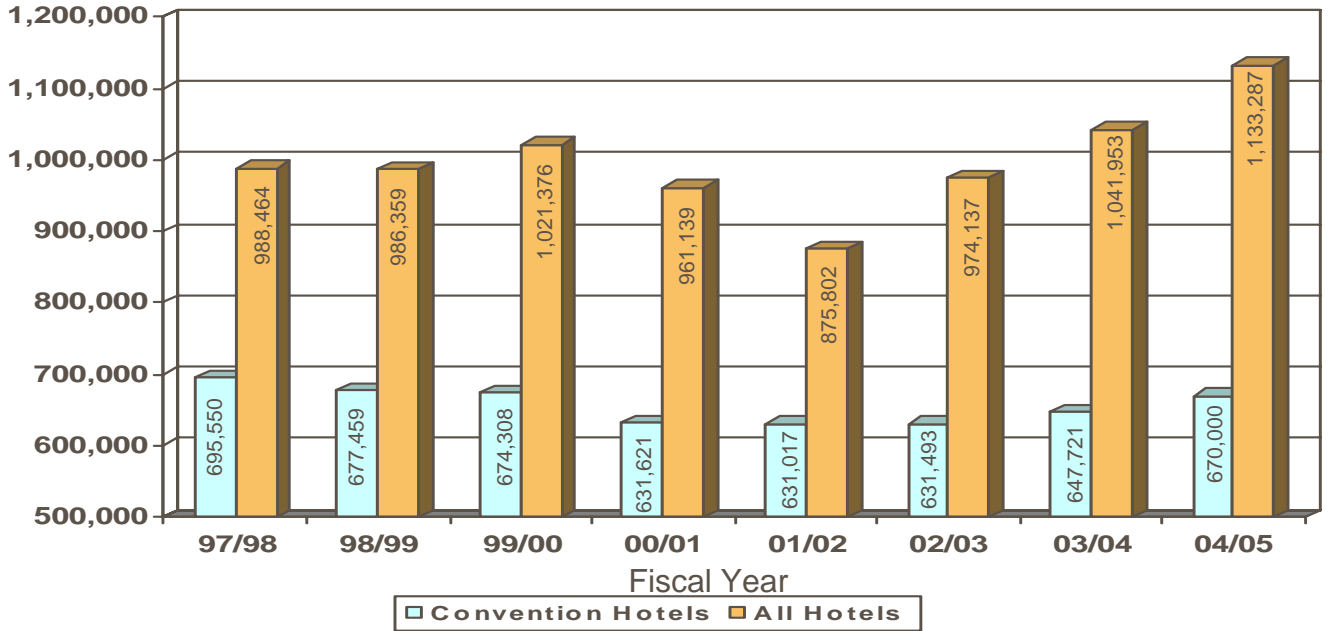




Table 14
PERCENT OF MONTHLY GROUP BOOKINGS IN PBC CONVENTION HOTELS

	1997/98	1998/99	1999/00	2000/01	2001/02	2002/03	2003/04	2004/05
October	36.2%	37.5%	35.9%	35.9%	33.7%	39.1%	35.1%	42.3%
November	31.9%	34.3%	33.5%	32.5%	31.4%	34.5%	35.2%	40.2%
December	22.4%	23.0%	22.8%	21.9%	20.3%	20.1%	23.4%	23.3%
January	33.6%	32.8%	31.4%	32.1%	34.7%	36.0%	34.6%	35.6%
February	27.1%	23.8%	25.2%	25.8%	27.8%	25.3%	27.5%	30.6%
March	31.8%	29.4%	28.3%	27.9%	26.2%	28.1%	32.0%	29.0%
April	33.6%	33.2%	33.9%	30.7%	37.1%	31.5%	31.5%	36.9%
May	37.3%	37.3%	35.3%	36.9%	35.0%	36.5%	32.1%	37.8%
June	40.1%	36.2%	34.5%	32.3%	37.8%	36.3%	35.9%	39.7%
July	35.9%	37.6%	32.4%	30.7%	36.4%	34.9%	31.9%	29.0%
August	31.8%	31.0%	27.9%	29.4%	34.8%	25.0%	28.6%	29.2%
September	31.7%	27.0%	33.9%	21.9%	32.1%	34.9%	32.4%	42.6%



**Table 15
PRIMARY CHARACTERISTICS OF HOTEL GUESTS STAYING IN PALM BEACH COUNTY
FISCAL YEAR 1997/98 THROUGH FISCAL YEAR 2004/05**

	1997/98	1998/99	1999/00	2000/01	2001/02	2002/03	2003/04	2004/05
Estimated Number of Hotel Guests	2,428,219	2,265,429	2,152,682	2,112,423	1,976,498 ⁺	2,220,390 ⁺	2,198,838 ⁺	2,159,418 ⁺
Average Party Size**	3.1	2.8	2.7	2.8	2.3	2.2	2.1	2.1
Nights in Hotel	4.6	4.7	4.7	5.0	3.9	3.8	3.8	4.0
Purpose of Visit								
Conference/Convention/ Business Meeting	52%	49%	49%	55%	53%	57%	58%	56%
- Business Meeting	N/A	N/A	N/A	N/A	44%	46%	49%	49%
- Conference/Convention	N/A	N/A	N/A	N/A	7%	10%	7%	7%
- Other Business	*	*	16%	17%	1%	1%	1%	1%
Vacation/Pleasure	36%	40%	46%	41%	35%	34%	33%	35%
Sports Event	N/A	4%	4%	2%	3%	2%	2%	3%
Cultural Attraction	N/A	N/A	N/A	N/A	1%	1%	1%	1%
Other	12%	8%	2%	2%	8%	7%	6%	5%

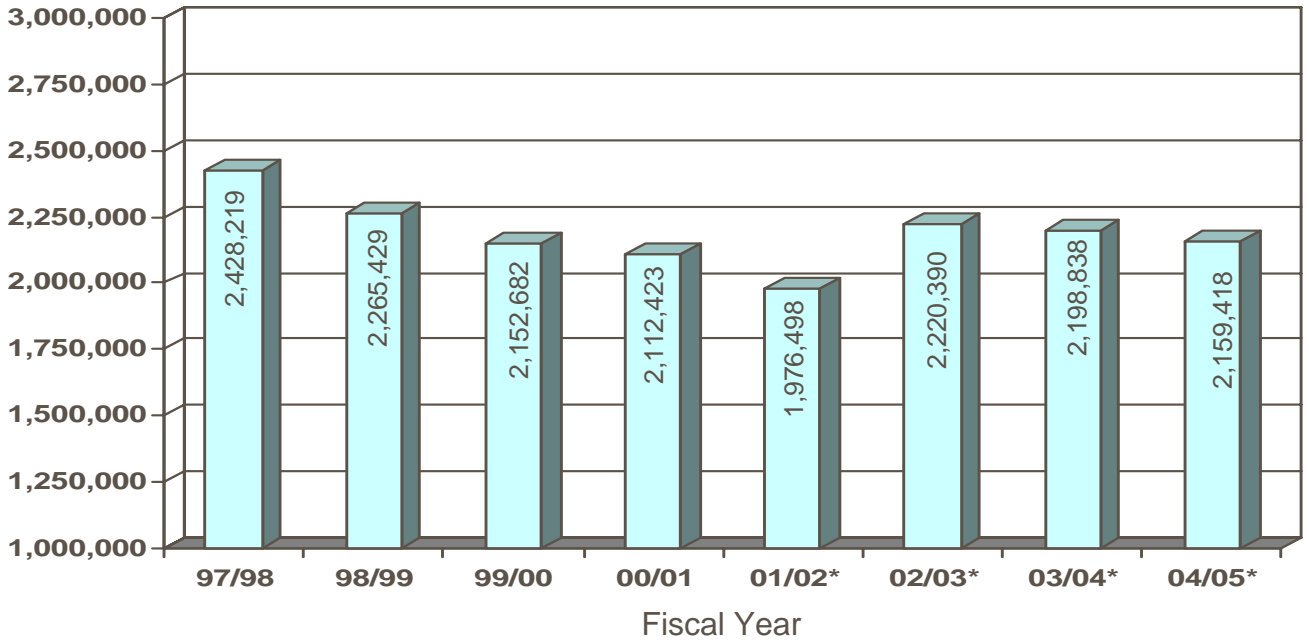
*Prior to year 1999/00 Other Business is included in with the category of Business Meeting/Convention.

**Starting in fiscal year 2001/02, if 'party size' is greater than 8 or 'number of rooms occupied' is greater than 3, then data within 'party size' and 'number of rooms occupied' is deleted. Prior to fiscal year 2001/02, if party size or number of rooms occupied was greater than 10, both were recoded to 1; if party size was greater than 25, party size and number of rooms occupied were both recoded as missing data; if party size was greater than 1 and number of rooms occupied was blank (or vice versa), both were recoded as missing data.

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



Table 16
Annual Trends in the Estimated Number of Hotel Guests



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



Table 17
ESTIMATED NUMBER OF HOTEL GUESTS AND ESTIMATED TOTAL EXPENDITURES
FISCAL YEAR 1997/98 THROUGH FISCAL YEAR 2004/05

FISCAL YEAR	HOTEL GUESTS	% CHANGE FY TO FY	EXPENDITURES	% CHANGE FY TO FY
1997/98	2,428,219	9.0%	\$1,336,321,762	2.7%
1998/99	2,265,429	-6.7%	\$1,504,244,856	12.6%
1999/00	2,152,682	-5.0%	\$1,541,320,312	2.5%
2000/01	2,112,423	-1.9%	\$1,436,447,640	-6.8%
2001/02	1,976,498*	- 6.4%	\$1,351,924,632	- 5.9%
2002/03	2,220,390*	12.3%	\$1,627,545,870	20.4%
2003/04	2,198,838*	- 1.0%	\$1,405,057,482	- 14.0%
2004/05	2,159,418*	- 1.8%	\$1,686,505,458	20.0%

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



Property Manager Survey Tables



**Table 18
HOTEL OCCUPANCY RATE AND ROOM NIGHTS OCCUPIED
FISCAL YEAR 1997/98 THROUGH 2004/05**

	1997/98	1998/99	1999/00	2000/01	2001/02	2002/03	2003/04	2004/05
Occupancy Rate	68.2%	66.7%	68.8%	67.3%	64.1%	65.7%	70.9%	76.0%
Occupancy Rate by Hotel Size								
50 -100 Rooms	63.0%	60.6%	62.3%	61.1%	59.6%	61.7%	69.0%	74.2%
101+ Rooms	70.4%	69.1%	71.3%	69.4%	65.3%	66.5%	71.5%	76.3%
101-219 Rooms	69.4%	67.5%	69.0%	68.8%	64.5%	64.7%	72.2%	78.2%
220-500 Rooms	71.0%	70.2%	73.1%	69.3%	65.5%	66.7%	70.4%	74.0%
Occupancy Rate by Geographic Region								
North	68.9%	67.1%	66.8%	65.8%	64.2%	60.6%	68.4%	74.8%
Central	66.0%	64.1%	67.8%	68.7%	63.9%	69.1%	72.9%	78.6%
South	71.4%	69.9%	71.3%	66.9%	64.2%	65.2%	70.7%	74.0%
Room Nights Occupied (FYTD)	3,761,332	3,763,083	3,835,658	3,753,127	3,405,845*	3,742,427*	4,003,012*	4,057,276**
Average Daily Room Rate (ADR)	\$102.43	\$108.42	\$118.08	\$120.13	\$119.97	\$125.45	\$130.09	\$148.86
Percentage of Occupied Room Nights								
Leisure	N/A	N/A	N/A	N/A	36.9%	37.0%	37.6%	37.1%
Business	N/A	N/A	N/A	N/A	35.9%	35.7%	36.4%	34.8%
Conference/Convention	N/A	N/A	N/A	N/A	27.2%	27.4%	26.0%	28.0%

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

+ During FY 2004-05 room nights unavailable due to hurricane/renovation closures were excluded.



**Table 19
OCCUPANCY RATE TRENDS BY MONTH AND FISCAL YEAR
FISCAL YEAR 1997/98 THROUGH 2004/05**

	1997/98	1998/99	1999/00	2000/01	2001/02	2002/03	2003/04	2004/05
Room Inventory	5,516,661	5,645,734	5,581,973	5,585,178	5,313,330*	5,703,912*	5,703,912*	5,352,902**
Overall Occupancy Rate	68.2%	66.7%	68.8%	67.3%	64.1%	65.7%	70.9%	76.0%
October	64.4%	61.0%	66.3%	63.0%	54.3%	59.2%	61.7%	84.5%
November	66.7%	64.2%	69.7%	69.7%	59.6%	60.8%	67.0%	80.8%
December	66.0%	63.8%	63.3%	63.5%	58.4%	59.4%	64.0%	74.0%
January	77.4%	74.0%	71.9%	74.7%	69.0%	71.3%	74.2%	84.0%
February	85.5%	83.1%	85.7%	85.5%	81.4%	81.7%	88.8%	91.1%
March	78.9%	80.9%	83.5%	84.9%	79.7%	81.4%	88.4%	89.9%
April	71.0%	72.5%	71.9%	71.9%	71.1%	72.0%	79.7%	79.1%
May	66.3%	66.5%	67.9%	65.8%	62.9%	65.6%	67.5%	68.5%
June	64.0%	60.7%	63.0%	63.2%	61.1%	63.7%	67.7%	70.0%
July	64.6%	62.8%	63.5%	61.6%	60.0%	60.8%	66.9%	64.6%
August	60.1%	59.9%	61.2%	60.8%	59.7%	60.5%	63.7%	62.0%
September	53.7%	50.8%	57.2%	43.1%	52.0%	51.9%	61.5%	62.9%
Room Nights Occupied	3,761,332	3,763,083	3,835,658	3,753,127	3,405,845*	3,742,427*	4,003,012*	4,057,276**

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

+ During FY 2004-05 room nights unavailable due to hurricane/renovation closures were excluded.



**Table 20
AVERAGE DAILY ROOM RATE (ADR)
FISCAL YEAR 1997/98 THROUGH 2004/05**

	1997/98	1998/99	1999/00	2000/01	2001/02	2002/03	2003/04	2004/05
Average Daily Room Rate (ADR)	\$102.43	\$108.42	\$118.08	\$120.13	\$119.97	\$125.45	\$130.09	\$148.86
ADR by Hotel Size								
50 -100 Rooms	\$72.70	\$76.11	\$78.43	\$83.71	\$85.82	\$101.81	\$113.55	\$133.84
101 + Rooms	\$113.25	\$119.73	\$131.27	\$131.61	\$128.20	\$129.31	\$133.63	\$151.39
101-219 Rooms	\$90.24	\$93.34	\$100.67	\$101.82	\$96.54	\$93.57	\$100.96	\$116.52
220-500 Rooms	\$117.36	\$124.57	\$129.50	\$124.94	\$123.74	\$117.00	\$131.40	\$150.31



**Table 21
AVERAGE DAILY ROOM RATE (ADR) BY MONTH AND FISCAL YEAR
FISCAL YEAR 1997/98 THROUGH 2004/05**

	1997/98	1998/99	1999/00	2000/01	2001/02	2002/03	2003/04	2004/05
Overall ADR	\$102.43	\$108.42	\$118.08	\$120.13	\$119.97	\$125.45	\$130.09	\$148.86
October	\$84.27	\$95.08	\$101.68	\$103.31	\$95.25	\$106.99	\$109.17	\$121.60
November	\$91.51	\$99.19	\$111.42	\$114.11	\$103.47	\$115.53	\$127.25	\$136.95
December	\$110.23	\$112.82	\$131.51	\$135.96	\$129.49	\$136.57	\$139.33	\$143.42
January	\$132.30	\$144.86	\$152.89	\$155.98	\$156.04	\$159.32	\$168.69	\$185.14
February	\$145.42	\$153.62	\$165.86	\$172.13	\$176.14	\$175.88	\$179.88	\$216.02
March	\$140.23	\$146.95	\$161.04	\$165.46	\$172.77	\$169.16	\$181.38	\$218.58
April	\$121.38	\$120.23	\$138.23	\$137.73	\$137.43	\$144.46	\$153.58	\$180.44
May	\$90.65	\$97.33	\$108.11	\$115.56	\$110.04	\$116.16	\$112.80	\$133.26
June	\$81.69	\$84.26	\$89.89	\$90.25	\$91.19	\$101.05	\$103.28	\$111.03
July	\$75.09	\$79.33	\$82.33	\$84.83	\$88.15	\$91.57	\$96.55	\$105.31
August	\$75.16	\$82.56	\$83.12	\$85.73	\$88.46	\$92.41	\$98.10	\$103.20
September	\$81.25	\$84.75	\$90.92	\$80.56	\$91.26	\$96.25	\$91.10	\$131.34



**Table 22
GROUP BOOKINGS IN PALM BEACH COUNTY
FISCAL YEAR 1997/98 THROUGH 2004/05**

	1997/98	1998/99	1999/00	2000/01	2001/02	2002/03	2003/04	2004/05
% Occupied by Groups in PBC	26.1%	26.3%	26.6%	25.5%	27.2%	27.4%	26.0%	28.0%
Room Nights Occupied by Groups in PBC	988,464	986,359	1,021,376	961,139	875,802	974,137	1,041,953	1,133,287
% Occupied by Groups in Convention Hotels	32.8%	31.9%	29.8%	29.8%	32.3%	31.9%	31.7%	34.7%
Room Nights Occupied by Groups in PBC Convention Hotels	695,550	677,459	674,308	631,621	631,017	631,493	647,721	670,000



Table 23
Hotel Room Nights Occupied by Groups

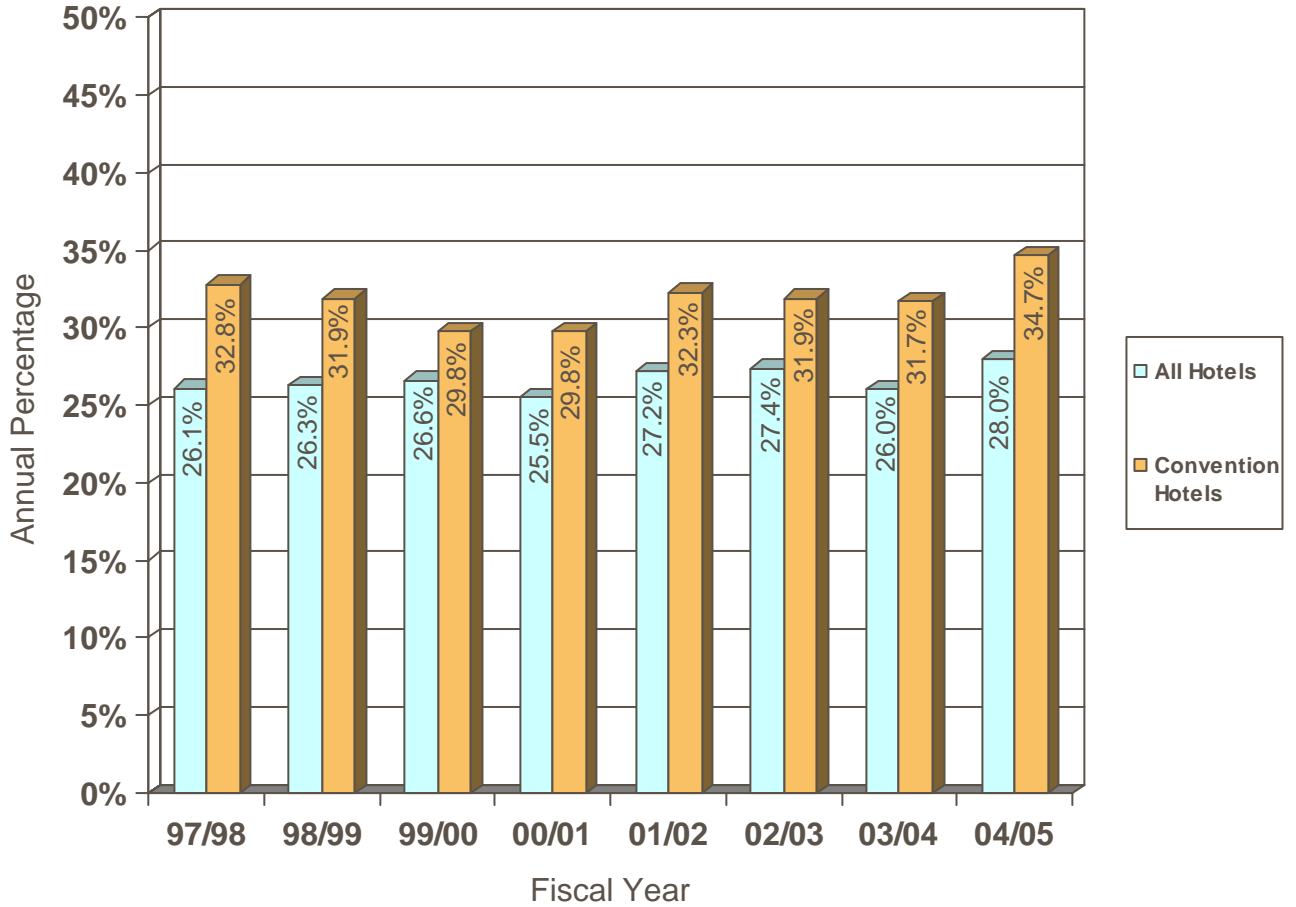




Table 24
Response Rates
FISCAL YEAR 2001/02 THROUGH 2004/05

Response Rates by Hotel Size	2001/02	2002/03	2003/04	2004/05
50 -100 Rooms	46.4%	67.3%	58.6%	56.6%
101+ Rooms	79.3%	73.7%	69.5%	66.6%
101-219 Rooms	70.3%	64.7%	56.9%	48.5%
220-500 Rooms	87.6%	81.9%	79.9%	85.9%
Response Rates by Geographic Region				
North	72.2%	62.9%	64.5%	61.5%
Central	76.4%	75.9%	67.7%	68.1%
South	78.8%	74.6%	69.7%	64.7%
Overall Response Rate	72.5%	72.4%	67.9%	65.1%



Hotel Visitor Survey Tables



**Table 25
CHARACTERISTICS OF STAY AMONG HOTEL GUESTS**

	2000/01	2001/02	2002/03	2003/04	2004/05	CHANGE
Visitors Staying in Hotels						
Party Size*	2.8	2.3	2.2	2.1	2.1	0.0
Nights in County	5.1	4.0	3.8	4.0	4.2	0.2
Nights in Hotel	5.0	3.9	3.8	3.8	4.0	0.2
Rooms Per Night*	1.5	1.3	1.3	1.3	1.3	0.0
Where Visitor Stayed+ (TABLE 11)						
Hotel/Motel	100.0%	100.0%	100.0%	100.0%	100%	0.0
With Friends/Relatives	3.3%	2.7%	1.4%	2.0%	1.6%	- 0.4
Apartment/Condo	0.9%	0.5%	0.4%	0.2%	0.4%	0.2
Timeshare	N/A	0.1%	0.2%	0.1%	0.1%	0.0
Reason for Trip						
Conference/Convention/Business Meeting	55.1%	52.8%	56.6%	57.9%	56.3%	- 1.6
- Business Meeting	N/A	44.4%	45.9%	49.4%	48.7%	- 0.7
- Conference/Convention	N/A	7.1%	9.9%	7.1%	7.0%	- 0.1
- Other Business	17.0%	1.3%	0.7%	1.4%	0.6%	- 0.8
Vacation/Pleasure	40.9%	35.3%	33.7%	33.2%	35.3%	2.1
Sporting Event	2.4%	2.8%	1.5%	1.7%	2.8%	1.1
Cultural Attraction	N/A	0.7%	0.7%	0.9%	0.5%	- 0.4
Film/TV Production	N/A	0.4%	0.2%	0.3%	0.0%	- 0.3
Other	1.6%	8.1%	7.2%	6.1%	5.1%	- 1.0

*Starting in fiscal year 2001/02, if 'party size' is greater than 8 or 'number of rooms occupied' is greater than 3, then data within 'party size' and 'number of rooms occupied' is deleted. Prior to fiscal year 2001/02, if party size or number of rooms occupied was greater than 10, both were recoded to 1; if party size was greater than 25, party size and number of rooms occupied were both recoded as missing data; if party size was greater than 1 and number of rooms occupied was blank (or vice versa), both were recoded as missing data.

+ Multiple Responses Accepted



**Table 26
VISITOR EXPENDITURES IN PALM BEACH COUNTY**

	2000/01	2001/02	2002/03	2003/04	2004/05	CHANGE
Average Expenditures Per Visit						
Lodging	\$755	\$605	\$585	\$600	\$716	116
Restaurant/Bar	\$395	\$402	\$395	\$315	\$392	77
Gifts/Shopping	\$135	\$242	\$293	\$163	\$224	61
Entertainment/Recreation	\$115	\$113	\$125	\$84	\$84	0
Local Travel	\$165	\$176	\$182	\$152	\$192	40
Side Trips	\$339	\$37	\$31	\$27	\$32	5
Total Per Party	\$1,904	\$1,574	\$1,612	\$1,342	\$1,640	298
Average Expenditures Per Person Per Day (based on average number of persons per party)						
Total Per Person	\$680	\$684	\$733	\$639	\$781	142
Total Per Person/Per Day	\$136	\$175	\$193	\$168	\$195	27
Lodging	\$54	\$67	\$70	\$75	\$85	10
Restaurant/Bar	\$28	\$45	\$47	\$40	\$47	7
Gifts/Shopping	\$10	\$27	\$35	\$20	\$27	7
Entertainment/Recreation	\$8	\$13	\$15	\$10	\$10	0
Local Travel	\$12	\$20	\$22	\$19	\$23	4
Side Trips	\$24	\$4	\$4	\$3	\$4	1



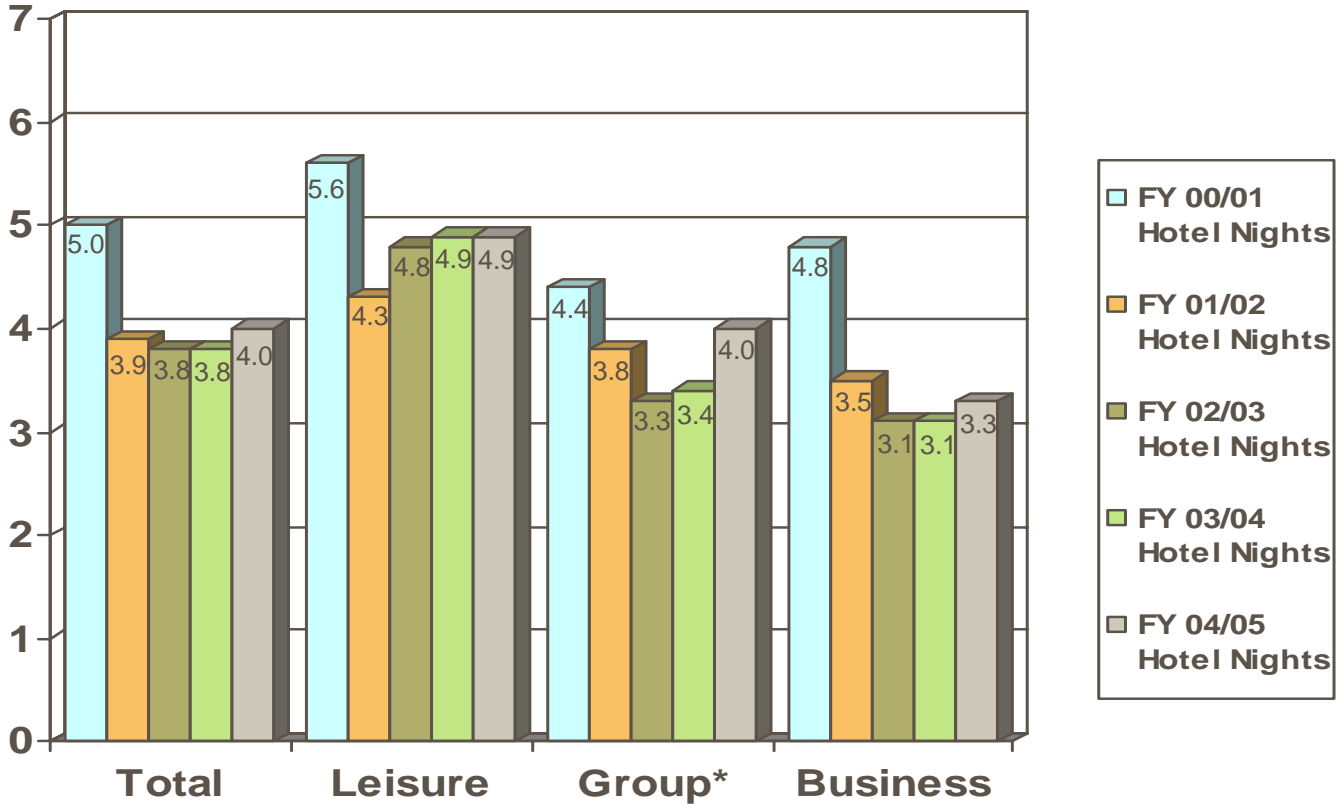
**Table 27
HOTEL VISITOR EXPENDITURES IN PALM BEACH COUNTY BY PURPOSE OF THE VISIT**

	2000/01					2001/02					2002/2003					2003/2004					2004/2005					
	Leisure	Group	Bus.	Sports	Other	Leisure	Group*	Bus.	Sports	Other	Leisure	Group*	Bus.	Sports	Other	Leisure	Group*	Bus.	Sports	Other	Leisure	Group*	Bus.	Sports	Other	
Average Party Size*	3.1	2.5	2.0	5.6	3.4	2.6	2.2	1.9	2.7	2.4	2.6	2.3	1.8	3.5	2.2	2.6	2.1	1.7	2.2	2.0	2.6	2.1	1.7	2.6	2.3	
Nights in Hotel/Motel	5.6	4.4	4.8	4.3	4.3	4.3	3.8	3.5	4.0	2.1	4.8	3.3	3.1	4.5	2.0	4.9	3.4	3.1	4.1	2.5	4.9	4.0	3.3	5.4	2.4	
Expenditures																										
Lodging	\$896	\$651	\$672	\$654	\$658	\$654	\$657	\$543	\$676	\$326	\$773	\$581	\$456	\$599	\$234	\$784	\$564	\$487	\$742	\$290	\$951	\$760	\$551	\$961	\$382	
Restaurant/Bar	\$493	\$321	\$326	\$434	\$404	\$469	\$304	\$347	\$520	\$120	\$552	\$376	\$295	\$383	\$134	\$461	\$343	\$223	\$480	\$163	\$554	\$328	\$290	\$664	\$166	
Gifts/Shopping	\$230	\$75	\$77	\$108	\$245	\$370	\$106	\$151	\$316	\$74	\$557	\$155	\$171	\$158	\$98	\$314	\$136	\$87	\$201	\$108	\$421	\$200	\$99	\$432	\$67	
Entertainment/R ec.	\$190	\$70	\$48	\$172	\$159	\$155	\$46	\$88	\$128	\$29	\$202	\$152	\$71	\$320	\$18	\$118	\$109	\$62	\$57	\$28	\$127	\$88	\$46	\$308	\$0	
Local Travel	\$196	\$136	\$144	\$262	\$95	\$206	\$125	\$158	\$172	\$46	\$269	\$139	\$136	\$149	\$24	\$211	\$143	\$115	\$189	\$70	\$240	\$132	\$158	\$448	\$84	
Side Trips	\$350	\$344	\$234	\$322	\$1,030	\$58	\$14	\$22	\$13	\$89	\$48	\$6	\$23	\$36	\$45	\$52	\$10	\$10	\$102	\$6	\$61	\$17	\$11	\$71	\$6	
Total Per Party	\$2,355	\$1,598	\$1,501	\$1,952	\$2,591	\$1,911	\$1,253	\$1,307	\$1,825	\$683	\$2,400	\$1,409	\$1,151	\$1,643	\$553	\$1,939	\$1,305	\$983	\$1,771	\$664	\$2,354	1,525	\$1,156	\$2,884	\$704	
Total Per Person	\$760	\$639	\$751	\$349	\$762	\$735	\$569	\$688	\$676	\$285	\$923	\$612	\$640	\$469	\$251	\$746	\$622	\$578	\$805	\$332	\$905	\$726	\$680	\$1,109	\$306	
Total Per Person/Day	\$135	\$145	\$156	\$81	\$177	\$171	\$150	\$196	\$169	\$136	\$192	\$186	\$206	\$104	\$126	\$152	\$183	\$187	\$196	\$133	\$185	\$182	\$206	\$205	\$128	

*Starting in FY 2001/02, group includes Conference/Convention as well as Film/TV production.



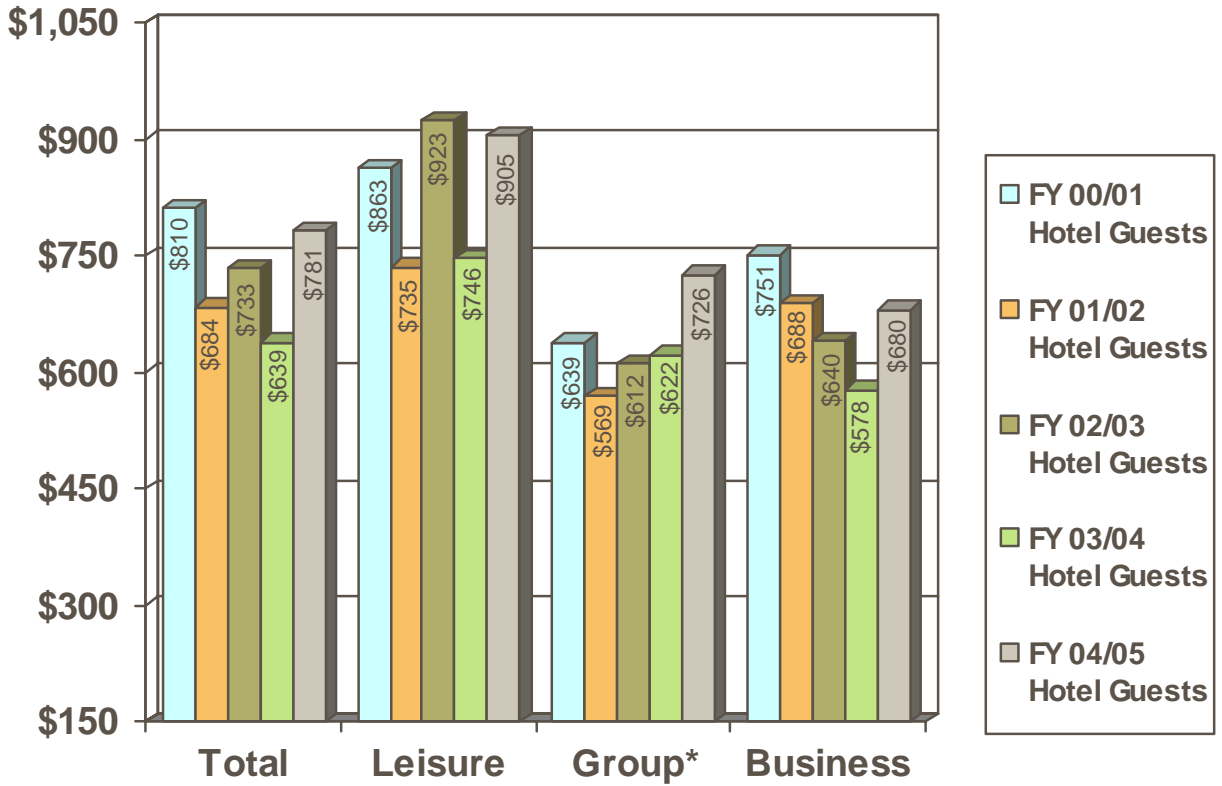
Table 28
Average Number of Hotel Nights by Traveler Group



*Starting in FY 2001/02, group includes Conference/Convention as well as Film/TV production.



Table 29
Per Person Hotel Guest Expenditures by Traveler Group



*In FY 2001/02, group includes Conference/Convention as well as Film/TV production.



**Table 30
PLANNING THE TRIP TO PALM BEACH COUNTY**

	2000/01	2001/02	2002/03	2003/04	2004/05	CHANGE
Sources of Information						
General Business Travel	22.2%	25.8%	43.8%	41.1%	42.6%	1.5
Friends/Relatives recommendation	24.1%	20.1%	18.4%	19.0%	15.7%	- 3.3
Special Event	1.6%	13.3%	11.7%	14.6%	13.4%	- 1.2
Internet Information	3.1%	5.8%	3.8%	6.5%	4.7%	- 1.8
Hotel/Attraction/Culture Key Brochures	4.8%	4.9%	3.5%	4.7%	4.4%	- 0.3
- Hotel Brochures	N/A	3.7%	2.6%	3.7%	3.7%	0.0
- Attraction Brochures	N/A	1.7%	1.3%	1.6%	1.1%	- 0.5
Sports Event in PBC	3.1%	3.2%	1.7%	2.1%	2.4%	0.3
Travel Agency	3.5%	2.7%	2.0%	2.3%	1.5%	- 0.8
PBC-CVB	0.6%	1.3%	0.9%	1.8%	0.8%	- 1.0
Arts or Cultural Event	N/A	1.5%	1.4%	0.9%	0.8%	- 0.1
Newspaper/Magazine Article	1.3%	1.0%	0.4%	1.9%	0.7%	- 1.2
Spring Training	N/A	0.9%	0.4%	0.3%	0.7%	0.4
Newspaper/Magazine Ad	4.9%	1.2%	0.8%	0.5%	0.4%	- 0.1
County State Tourist Agency	0.7%	0.6%	0.2%	0.3%	0.3%	0.0
Other	N/A	23.2%	16.7%	14.7%	19.4%	4.7

*Multiple responses accepted



**Table 31
PLANNING THE TRIP TO PALM BEACH COUNTY**

	2000/01	2001/02	2002/03	2003/04	2004/05	CHANGE
Who Made the Decision						
Employer	40.6%	44.3%	49.1%	50.0%	50.4%	0.4
Both Household Heads	27.3%	20.9%	24.1%	22.9%	23.1%	0.2
Male Head of Household	15.0%	14.4%	11.9%	11.1%	11.5%	0.4
Female Head of Household	12.1%	13.0%	8.7%	9.6%	9.5%	- 0.1
Other Traveling Companion	5.0%	5.4%	4.1%	4.6%	3.4%	- 1.2
Children influenced decision	N/A	2.1%	2.1%	1.8%	2.1%	0.3
Advanced Planning						
One Month or Less	43.8%	48.7%	50.9%	53.6%	52.7%	- 0.9
Two to Three Months	35.4%	26.3%	20.0%	21.5%	22.6%	1.1
More than Three Months	20.9%	25.0%	29.1%	24.8%	24.7%	- 0.1



Table 32
PLANNING THE TRIP TO PALM BEACH COUNTY

	2000/01	2001/02	2002/03	2003/04	2004/05	CHANGE
Reasons for Selecting PBC over other destinations*						
Work Related Trip including Business Meeting/Convention – I did not have a choice in destination	N/A	41.6%	49.9%	48.7%	50.3%	1.6
Visit Friends/Relatives	34.3%	22.5%	21.8%	23.2%	21.2%	- 2.0
Previous Visit	8.3%	9.8%	11.6%	11.3%	10.6%	- 0.7
Weather	13.5%	8.6%	8.8%	11.3%	5.9%	- 5.4
Work Related Trip – I had a choice in destination	N/A	11.2%	6.6%	8.3%	5.6%	- 2.7
Convenient/Inexpensive Flights	7.6%	5.9%	4.4%	6.8%	5.2%	- 1.6
Beaches	12.3%	8.4%	6.6%	9.4%	5.0%	- 4.4
Golf/Tennis/Recreation	4.3%	3.9%	2.6%	3.5%	3.5%	0.0
Saw Advertising Promotion	1.2%	1.7%	2.2%	2.1%	1.3%	- 0.8
Cultural Activities	4.2%	1.6%	1.7%	1.4%	1.1%	- 0.3
Compete in a Sporting Event	1.6%	2.0%	0.8%	1.3%	1.0%	- 0.3
Work-Related	31.4%	N/A	N/A	N/A	N/A	N/A
Attend Business Meeting	21.1%	N/A	N/A	N/A	N/A	N/A
Other Reasons	4.2%	10.0%	9.6%	7.3%	8.1%	0.8

*Multiple responses accepted



**Table 33
CHARACTERISTICS OF THE VISIT**

	2000/01	2001/02	2002/03	2003/04	2004/05	CHANGE
<u>Plan to Return to PBC</u>	80.2%	77.4%	76.8%	82.6%	81.7%	- 0.9
<u>When do you plan on returning to PBC?</u>						
Within the next 3 months	N/A	31.2%	33.0%	31.9%	29.7%	- 2.2
Within the next 6 months	N/A	13.7%	14.8%	14.8%	13.5%	- 1.3
Within the next year	N/A	29.7%	27.1%	22.6%	25.0%	2.4
Within the next few years	N/A	15.9%	9.9%	10.7%	9.8%	- 0.9
Don't Know	N/A	9.5%	15.1%	20.0%	21.9%	1.9
<u>Booked with Travel Agency</u>						
Yes	44.0%	29.5%	28.2%	29.3%	24.4%	- 4.9
No	56.0%	70.5%	71.8%	70.7%	75.6%	4.9
<u>Visit was part of a package (that may have included airfare, lodging, meals, rental car, etc..)</u>						
Yes	20.2%	10.7%	7.0%	9.9%	10.1%	0.2
No	79.8%	89.3%	93.0%	90.1%	89.9%	- 0.2
<u>Booked any part of this trip using the internet</u>						
Yes	N/A	34.2%	35.6%	42.0%	43.8%	1.8
No	N/A	65.8%	64.4%	58.0%	56.2%	- 1.8
<u>Areas Booked Using Internet (among those who used the internet)*</u>						
Air	N/A	72.0%	73.7%	74.1%	76.5%	2.4
Hotel	N/A	56.9%	63.0%	59.9%	60.4%	0.5
Car Rental	N/A	34.7%	40.4%	41.7%	44.3%	2.6
Tickets to Event	N/A	2.0%	1.5%	1.8%	1.1%	- 0.7
Other	N/A	6.2%	2.3%	2.2%	2.5%	0.3
<u>Type of Transportation</u>						
Airplane	N/A	N/A	70.8%	75.3%	74.7%	- 0.6
Car	N/A	N/A	28.7%	23.9%	24.9%	1.0
Other	N/A	N/A	0.5%	0.9%	0.4%	- 0.5

*Multiple responses accepted



**Table 34
CHARACTERISTICS OF THE
VISIT**

	2000/01	2001/02	2002/03	2003/04	2004/05	CHANGE
<u>Main Destination</u>						
Palm Beach County	84.9%	82.8%	86.7%	90.1%	91.4%	1.3%
Ft. Lauderdale	N/A	5.3%	3.2%	3.6%	3.8%	0.2%
<u>First Trip to PBC</u>	23.9%	29.4%	27.8%	28.5%	26.6%	-1.9%
<u>Participation in Specific Activities *</u>						
Restaurants	80.7%	80.5%	86.2%	92.7%	94.5%	1.8
Shopping	49.7%	43.6%	41.8%	39.2%	40.5%	1.3
Went to Beach	40.3%	42.1%	37.4%	30.8%	35.0%	4.2
Bars/Nightclubs	21.5%	19.3%	14.1%	15.3%	14.4%	- 0.9
Golf, Tennis	14.7%	12.0%	10.8%	11.2%	12.5%	1.3
Visited Downtown West Palm Beach/City Place	N/A	28.5%	24.2%	14.5%	11.4%	- 3.1
Visited Downtown Delray Beach Attractions	N/A	11.8%	11.8%	9.5%	9.8%	0.3
Visited Mizner Park – Boca Raton	N/A	11.4%	12.7%	10.2%	8.7%	- 1.5
Other Water Activities	7.8%	12.2%	10.9%	6.6%	6.6%	0.0
Boating/Fishing/Diving	5.1%	7.4%	5.8%	4.0%	4.3%	0.3
Attractions	5.5%	3.8%	2.9%	3.3%	3.8%	0.5
Other Cultural Activities	5.9%	4.7%	4.5%	3.7%	3.7%	0.0
Visited Wildlife Refuge	6.2%	3.1%	2.9%	2.4%	3.0%	0.6
Performing Arts	6.0%	1.6%	1.9%	1.7%	2.1%	0.4
Took a Cruise	3.9%	4.3%	3.2%	2.2%	1.8%	- 0.4
Attended a Sporting Event	5.9%	2.6%	2.0%	1.8%	1.6%	- 0.2
Visited Downtown Lake Worth	N/A	3.9%	2.5%	1.8%	1.5%	- 0.3
Visited Riviera Beach/Singer Island	N/A	5.3%	5.1%	2.6%	1.1%	- 1.5
Competed in Sports Event	1.7%	1.5%	0.5%	1.3%	1.0%	- 0.3
Palm Beach County Convention Center	N/A	N/A	N/A	0.3%	0.8%	0.5
Pari-Mutuels	4.1%	1.2%	0.9%	0.7%	0.5%	- 0.2
Visited Downtown WPB/Delray Beach	22.6%	N/A	N/A	N/A	N/A	N/A
Other Activity	1.2%	12.2%	18.1%	6.5%	7.2%	0.7

*Multiple responses accepted



**Table 35
THINGS LIKED BEST ABOUT THE TRIP TO PALM BEACH COUNTY**

	2000/01	2001/02	2002/03	2003/04	2004/05	CHANGE
Climate/Weather	27.1%	38.1%	38.8%	41.1%	40.4%	- 0.7
Beaches/Ocean	11.8%	15.1%	13.7%	10.5%	12.0%	1.5
Beautiful Area	5.5%	8.3%	9.2%	8.1%	9.4%	1.3
Nice People	4.6%	4.3%	4.3%	4.4%	4.4%	0.0
Visiting Friends/Relatives	8.9%	3.5%	2.7%	3.6%	4.0%	0.4
Cleanliness	4.3%	3.8%	4.5%	3.8%	3.4%	- 0.4
Hotel	7.6%	4.0%	2.8%	4.7%	3.2%	- 1.5
Shopping	2.5%	2.1%	2.2%	2.3%	2.4%	0.1
Restaurants	3.4%	1.7%	1.6%	2.1%	2.3%	0.2
Everything	N/A	1.9%	1.8%	3.1%	1.9%	- 1.2
Relaxing Atmosphere	2.8%	3.4%	2.8%	2.8%	1.8%	- 1.0
Golf	1.6%	0.9%	0.6%	1.1%	1.3%	0.2
Specific Activity	3.6%	0.2%	0.5%	0.4%	1.3%	0.9
Diversity of Activities	2.9%	1.0%	0.8%	0.9%	0.8%	- 0.1
Convenience	1.9%	1.2%	1.1%	0.4%	0.7%	0.3
Other	11.5%	10.5%	10.8%	10.7%	10.1%	- 0.6



Table 36
THINGS LIKED LEAST ABOUT THE TRIP TO PALM BEACH COUNTY

	2000/01	2001/02	2002/03	2003/04	2004/05	CHANGE
Traffic/Bad Drivers	39.0%	21.1%	31.2%	29.6%	32.4%	2.8
Humidity/Poor Weather	18.4%	24.3%	19.8%	18.4%	16.3%	- 2.1
Expensive	4.2%	5.8%	3.8%	4.9%	6.1%	1.2
Crowded	4.9%	1.8%	3.7%	2.7%	4.3%	1.6
Road Construction	N/A	3.2%	6.5%	7.9%	3.7%	- 4.2
Hotel/Restaurants	4.1%	5.3%	3.7%	2.7%	3.3%	0.6
Unfriendly People	2.1%	2.2%	1.8%	1.2%	1.9%	0.7
Stay Was Too Short	1.5%	3.7%	2.4%	2.3%	1.4%	- 0.9
Crime/Bad Neighborhoods	0.4%	0.8%	1.2%	1.0%	0.7%	- 0.3
Beaches	2.2%	2.6%	0.8%	0.1%	0.5%	0.4
Airports	0.7%	0.2%	0.0%	0.0%	0.2%	0.2
Specific Activity	5.6%	0.3%	0.0%	0.3%	0.0%	- 0.3
Other	10.8%	15.5%	13.8%	13.7%	16.9%	3.2
Nothing Was Bad	6.2%	13.7%	11.7%	15.6%	11.4%	- 4.2



**Table 37
DEMOGRAPHIC
CHARACTERISTICS OF
VISITORS**

	2000/01	2001/02	2002/03	2003/04	2004/05	CHANGE
Age*						
18 to 24	2.5%	3.6%	2.9%	3.0%	2.0%	- 1.0
25 to 34	13.8%	17.5%	17.0%	16.5%	14.4%	- 2.1
35 to 44	63.0%	30.0%	26.5%	26.8%	28.7%	1.9
45 to 54		27.4%	26.9%	28.0%	28.1%	0.1
55 to 64	20.6%	13.8%	17.3%	17.7%	18.4%	0.7
65 +		7.7%	9.5%	8.2%	8.3%	0.1
Household Size						
One	13.3%	15.8%	13.1%	12.1%	13.4%	1.3
Two	44.7%	38.3%	42.1%	41.7%	40.0%	- 1.7
Three	17.8%	18.6%	16.1%	17.3%	15.9%	- 1.4
Four or More	24.2%	27.4%	28.7%	28.9%	30.7%	1.8
Description of traveling party**						
Adult family members or friends	N/A	47.1%	46.4%	41.8%	44.1%	2.3
Self only	N/A	24.8%	26.6%	30.0%	29.9%	- 0.1
Business associates	N/A	27.9%	26.3%	26.1%	23.5%	- 2.6
Children under 12 years old	N/A	8.1%	7.3%	7.7%	8.9%	1.2
Grandchildren under 12 years old	N/A	1.1%	0.8%	0.8%	0.8%	0.0

*Age calculations expanded for 2002

** Multiple responses accepted



**Table 38
DEMOGRAPHIC CHARACTERISTICS OF VISITORS**

	2000/01	2001/02	2002/03	2003/04	2004/05	CHANGE
Occupation						
Professional/Managerial	43.5%	51.9%	52.9%	52.7%	53.1%	0.4
Sales	13.4%	13.1%	13.1%	13.1%	16.3%	3.2
Retired	9.5%	8.0%	9.6%	9.2%	9.2%	0.0
Technical	16.0%	8.9%	8.0%	8.7%	6.6%	- 2.1
Homemaker	2.3%	4.3%	3.4%	3.6%	5.0%	1.4
Service	7.3%	4.5%	4.2%	4.4%	3.9%	- 0.5
Clerical	3.4%	1.4%	1.4%	2.2%	1.4%	- 0.8
Student	1.1%	1.7%	1.5%	1.6%	0.8%	- 0.8
Other	3.4%	6.3%	6.0%	4.6%	3.6%	- 1.0
Ethnicity						
White Non-Hispanic	77.8%	87.4%	86.0%	86.7%	88.8%	2.1
African-American	10.0%	5.5%	5.8%	5.5%	4.5%	- 1.0
Hispanic	5.3%	3.9%	4.3%	4.4%	4.2%	- 0.2
Asian	4.1%	2.1%	3.4%	3.1%	2.4%	- 0.7
Other	2.8%	1.0%	0.5%	0.2%	0.1%	- 0.1



**Table 39
DEMOGRAPHIC CHARACTERISTICS OF VISITORS**

	2000/01	2001/02	2002/03	2003/04	2004/05	CHANGE
Income*						
Under \$25,000	10.3%	2.3%	1.8%	1.1%	0.9%	- 0.2
\$25,999 to 44,999		8.6%	6.1%	5.7%	3.9%	- 1.8
\$45,000 to \$64,999	24.3%	16.6%	13.2%	10.4%	8.9%	- 1.5
\$65,000 to \$99,999	29.2%	28.1%	26.9%	27.5%	23.7%	- 3.8
\$100,000 or more	36.1%	44.3%	52.0%	N/A	N/A	N/A
\$100,000 to \$200,000	N/A	N/A	N/A	40.1%	38.6%	- 1.5
More than \$200,000	N/A	N/A	N/A	15.2%	24.0%	8.8
Gender						
Male	61.8%	51.9%	55.1%	57.5%	56.3%	- 1.2
Female	38.2%	48.1%	44.9%	42.5%	43.7%	1.2

*Income calculations expanded for 2002/2004.



Table 40 PLACE OF ORIGIN OF VISITORS	2000/01	2001/02	2002/03	2003/04	2004/05	CHANGE
Domestic	90.9%	90.2%	90.9%	91.2%	90.7%	-0.5%
Florida	14.6%	19.2%	19.5%	17.3%	17.2%	- 0.1
Southeast	16.2%	16.0%	15.2%	16.9%	15.7%	- 1.2
Midwest	15.8%	15.3%	15.0%	14.2%	15.5%	1.3
Middle Atlantic	14.4%	13.4%	13.2%	14.0%	14.1%	0.1
New York	13.2%	10.6%	11.8%	13.7%	12.0%	- 1.7
New England	7.1%	7.4%	8.3%	7.1%	8.4%	1.3
Far West *	9.6%	8.0%	7.9%	8.0%	7.8%	- 0.2
Region Unknown	N/A	0.2%	0.0%	0.0%	0.1%	0.1
International	9.1%	9.8%	9.1%	8.8%	9.3%	0.5
Europe	4.3%	4.7%	3.9%	3.4%	4.8%	1.4
- England/UK	1.2%	2.4%	1.7%	1.6%	2.7%	1.1
- Germany	1.0%	0.8%	1.1%	0.5%	0.7%	0.2
Canada	2.1%	2.1%	2.3%	2.3%	2.3%	0.0
Latin America	1.8%	2.2%	2.2%	2.3%	1.6%	- 0.7
Australia/Asia	0.5%	0.5%	0.5%	0.5%	0.4%	- 0.1
Middle-East	0.2%	0.3%	0.1%	0.1%	0.2%	0.1
Africa	0.2%	0.0%	0.1%	0.1%	0.0%	- 0.1

* Please note: The Far West region includes the following states: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming.



**Table 41
ESTIMATED NUMBER OF HOTEL GUESTS BY PLACE OF ORIGIN**

	FY Q1 Oct – Dec 2004	FY Q2 Jan – Mar 2005	FY Q3 Apr – June 2005	FY Q4 July – Sept 2005	FYTD 2004 - 2005
Domestic	519,601	499,071	503,205	438,110	1,959,216
Florida	94,933	46,460	112,067	113,486	371,409
Mid-Atlantic	79,111	95,918	66,655	63,341	303,754
New York	67,719	86,925	57,132	48,166	258,191
New England	45,568	56,951	43,948	34,970	180,872
Southeast	90,503	78,682	88,629	80,496	339,653
Midwest	97,465	91,421	87,164	61,362	335,511
Far West	44,302	42,713	46,145	35,629	168,446
International	56,327	52,455	42,483	48,166	200,202
Canada	15,189	14,238	13,184	7,918	49,705
- Germany	6,962	4,496	2,930	1,979	15,878
- England/UK	15,822	14,987	12,452	15,176	58,680
Middle East	0	749	1,465	1,979	4,142
Australia/Asia	4,430	4,496	0	660	8,975
Africa	0	0	0	660	690
Latin America/Caribbean	5,696	5,995	5,860	15,176	33,827
Europe	31,644	26,977	21,974	21,774	102,862
Total Hotel Guests	575,928	551,526	545,688	486,276	2,159,418



Table 42
Pleasure Vs. Business by Selected Place of Origin

	<u>FYTD</u> <u>2001/02</u>	<u>FYTD</u> <u>2002/03</u>	<u>FYTD</u> <u>2003/04</u>	<u>FYTD</u> <u>2004/05</u>	<u>Change</u>
<u>Florida</u>	19.2%	19.5%	17.3%	17.2%	- 0.1
Business	12.1%	13.8%	12.5%	11.6%	- 0.9
Pleasure	6.8%	5.3%	4.4%	5.3%	0.9
<u>Southeast</u>	16.0%	15.2%	16.9%	15.7%	- 1.2
Business	10.5%	10.0%	11.1%	11.0%	- 0.1
Pleasure	5.3%	4.6%	5.5%	4.5%	- 1.0
<u>Midwest</u>	15.3%	15.0%	14.2%	15.5%	1.3
Business	8.2%	9.4%	9.1%	9.3%	0.2
Pleasure	7.0%	5.5%	5.0%	6.2%	1.2
<u>Mid Atlantic</u>	13.4%	13.2%	14.0%	14.1%	0.1
Business	5.8%	6.6%	7.0%	5.7%	- 1.3
Pleasure	7.5%	6.3%	6.9%	8.2%	1.3
<u>New York</u>	10.6%	11.8%	13.7%	12.0%	- 1.7
Business	3.7%	4.6%	5.4%	4.3%	- 1.1
Pleasure	6.6%	7.0%	8.1%	7.6%	- 0.5
<u>New England</u>	7.4%	8.3%	7.1%	8.4%	1.3
Business	3.2%	3.9%	3.9%	4.1%	0.2
Pleasure	4.1%	4.1%	3.1%	4.2%	1.1
<u>Far West</u>	8.0%	7.9%	8.0%	7.8%	- 0.2
Business	5.2%	5.2%	5.2%	5.8%	0.6
Pleasure	2.6%	2.6%	2.7%	2.0%	- 0.7



Table 43
ESTIMATED NUMBER OF HOTEL GUESTS BY MONTH AND FISCAL YEAR *
FISCAL YEAR 1997/98 THROUGH 2004/05

	1997/98	1998/99	1999/00	2000/01	2001/02	2002/03	2003/04	2004/05
October	241,549	173,876	178,599	163,989	139,249	151,626	174,604	209,111
November	193,312	213,751	177,255	192,900	159,031	166,027	154,986	171,572
December	200,685	157,899	178,879	144,481	166,879	140,045	191,324	191,254
January	192,349	154,941	178,879	114,155	128,610	180,810	204,251	183,476
February	176,493	153,113	170,303 **	147,423	176,588	161,888	160,081**	176,639
March	202,316	195,591	187,610	257,390	223,676	273,981	196,038	186,489
April	202,961	218,948	200,446	229,984	187,560	238,632	230,061	191,411
May	235,006	220,857	181,814	216,597	187,009	211,589	182,501	150,999
June	179,284	177,413	206,415	213,608	126,724	204,863	205,551	202,342
July	242,226	244,524	185,470	210,297	209,105	177,885	183,381	155,596
August	210,983	190,530	167,164	214,978	191,415	192,179	190,688	172,554
September	194,411	163,171	135,890	71,212	132,049	161,866	162,949	158,862

* The monthly figures presented in this table are based on monthly data and are thus subject to greater variability. The quarterly figures presented in other tables in this report are based on a quarterly aggregate of the data, and the total count is based on a summation of the quarterly data. As such, the total of the monthly figures will vary from the total count based on the quarterly data.

** Adjusted for leap year.