

Palm Beach County Florida Hotel Demand Information 2003-2007

Includes:

**Five Years of RevPAR
Five Years of Gross Room Revenues
Five Years of Occupancy
Five Years of ADR
Five Years of Airport Traffic
And much more.**

For additional information, contact

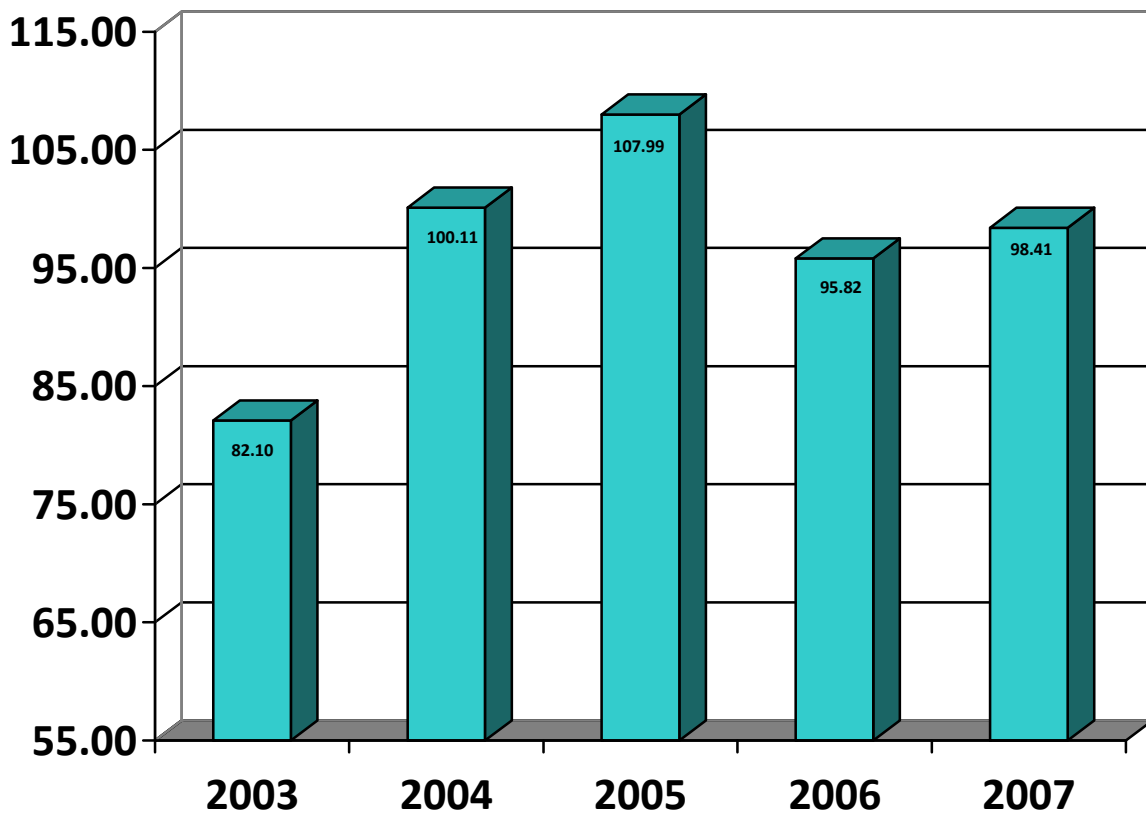
**Ms. Jackie Chesney, Palm Beach County Tourist Development Council,
561-233-3130**

**Or
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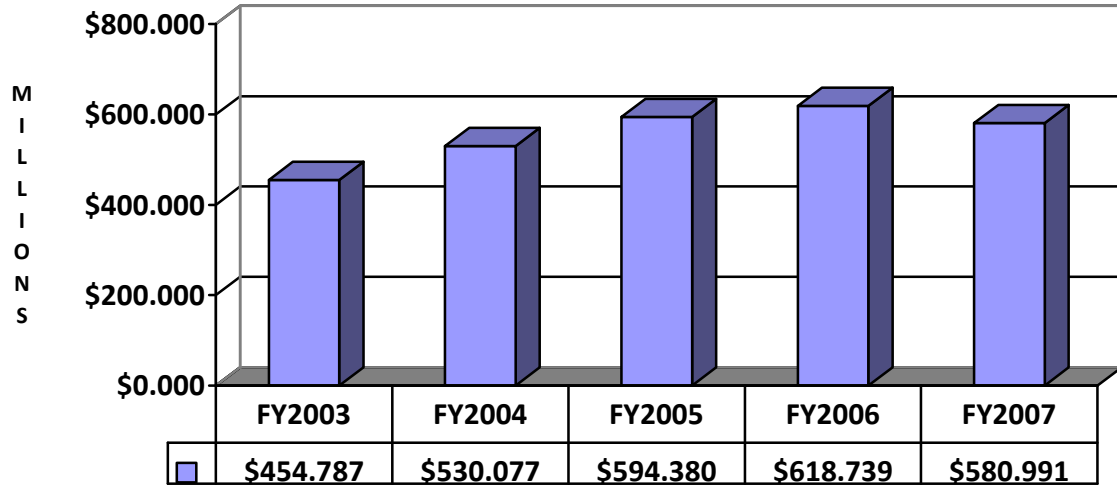
Palm Beach County Hospitality Industry Highlights

Thirty-four (34) 100-200 Room Properties
Fifteen (15) 200+ Room Properties
16,000 Rooms Total

Five Year RevPAR Trend (2003-2007)
Smith Travel Research

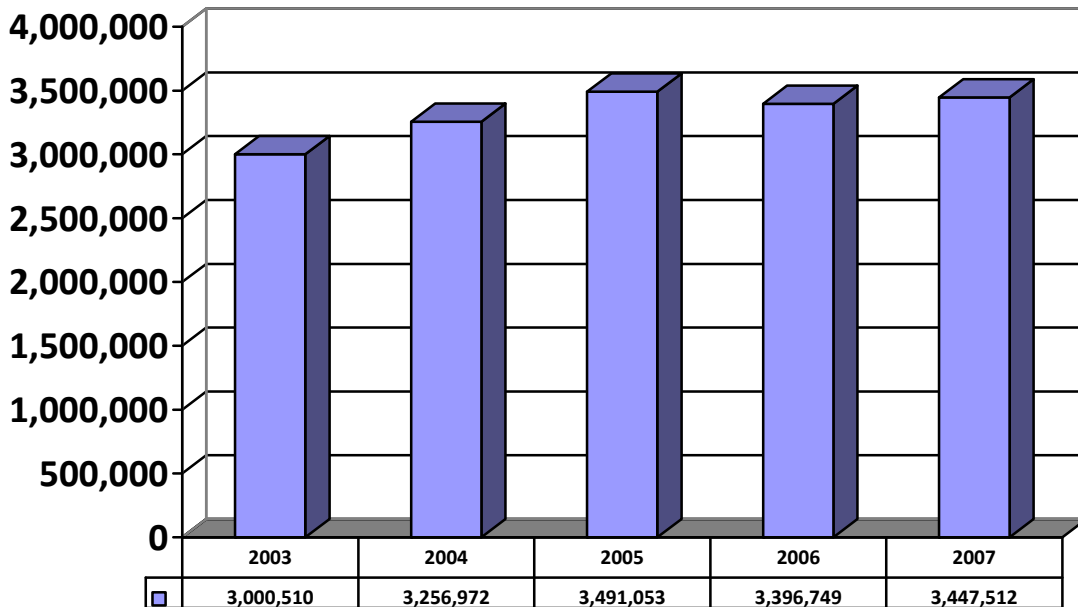


Gross Lodging Revenues in Palm Beach County FY2003-2007



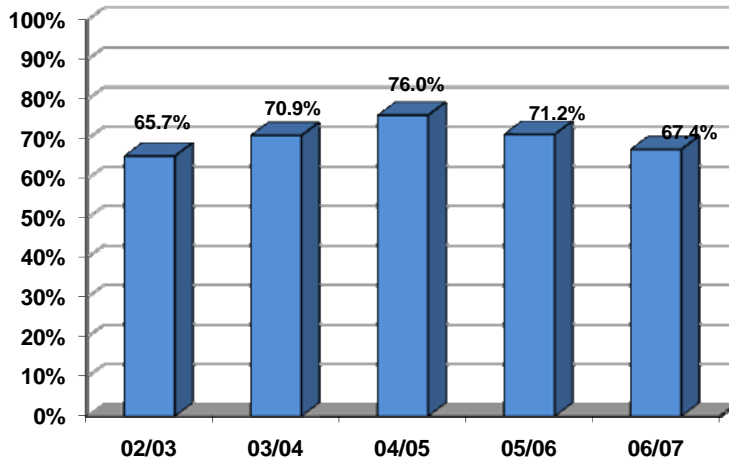
Profile Marketing Research

Palm Beach International Inbound Passengers (2003-2007)



Palm Beach International Airport

Annual Occupancy Rate Trends



Hotel Occupancy and Room Nights Occupied Fiscal Year 2002/03 through 2006/07

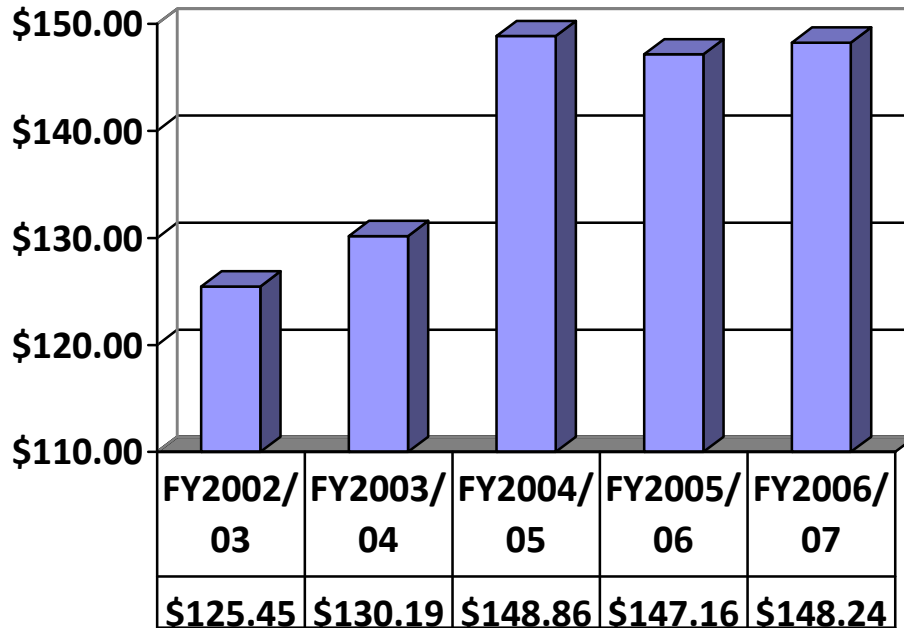
	2002/03	2003/04	2004/05	2005/06	2006/07	5 Yr Average
Occupancy Rate	65.7%	70.9%	76.0%	71.2%	67.4%	70.2%
Occupancy Rate by Hotel Size						
50-100 Rooms	61.7%	69.0%	74.2%	71.6%	63.9%	68.1%
101+ Rooms	66.5%	71.5%	76.3%	71.1%	68.0%	70.7%
101-219 Rooms	64.7%	72.2%	78.2%	71.2%	67.7%	70.8%
220-500 Rooms	66.7%	70.4%	74.0%	71.8%	69.6%	70.5%
Occupancy Rate by Geographic Region						
North – Jupiter, Palm Beach Gardens	60.6%	68.4%	78.2%	71.4%	65.8%	68.2%
Central – West Palm Beach, Lake Worth	69.1%	72.9%	78.6%	72.4%	69.5%	72.5%
South – Boynton Beach, Delray Beach, Boca Raton	65.2%	70.7%	74.0%	70.1%	66.3%	69.3%
Room Nights Occupied	3,742,427*	4,003,012*	4,057,276*	3,829,804*	3,628,164*	3,852,137
Average Daily Room Rate	\$125.45	\$130.09	\$148.86	\$147.16	\$148.24	\$139.96
Percentage of Occupied Room Nights						
Leisure	37.0%	37.6%	37.1%	38.2%	39.5%	37.9%
Business	35.7%	36.4%	34.8%	33.5%	33.7%	34.8%
Conference / Convention	27.4%	26.0%	28.0%	28.2%	26.8%	27.3%

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

+ During FY 2004-2005 room nights unavailable due to hurricane/renovation were excluded.

Profile Marketing Research

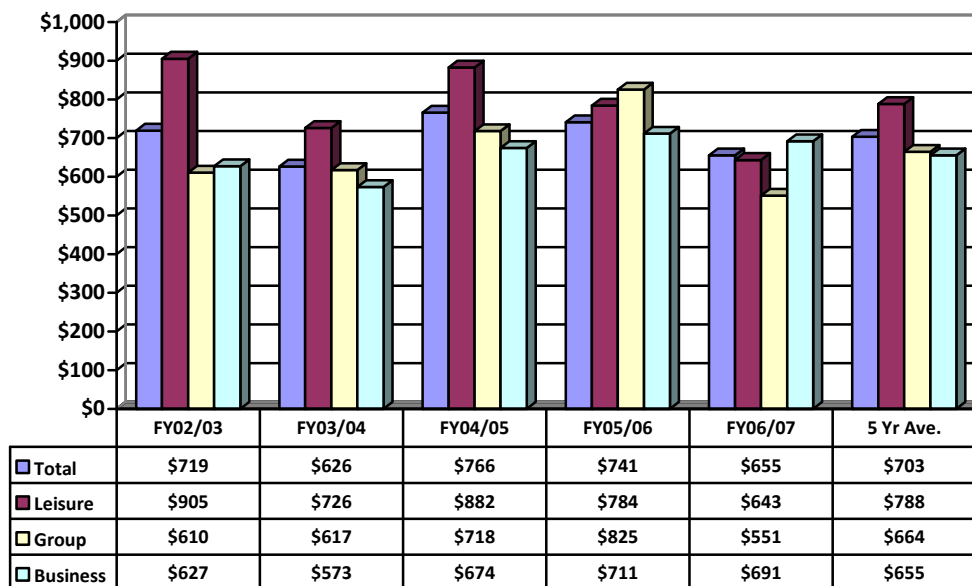
Annual Average Daily Room Rate (ADR) Trends



5 year average increase 4.5%
5 year average ADR \$139.96

Profile Marketing Research

Per Person Hotel Guest Expenditures by Traveler Group



Profile Marketing Research

Palm Beach County Convention Center

350,000 gross square feet

20,329 square feet meeting space

25,000 square feet Ballroom

100,000 square feet Exhibit Hall

High traffic central West Palm Beach location 10 minutes from Palm Beach International Airport

Palm Beach County Population

Year	Population	Percent Change
2003	1,211,448	
2004	1,242,270	+2.5%
2005	1,265,900	+1.9%
2006	1,287,987	+1.7%
2007	1,295,033	+0.5%

Source: PBC Building, Planning and Zoning

More hotel statistics available www.pbcgov.com/tourism

Additional References available

PBC Convention and Visitors Bureau – www.palmbeachfl.com

PBC Business Development Board – www.bdb.org

PBC Sports Commission – www.palmbeachsports.com

PBC Cultural Council – www.palmbeachculture.com

Contact Information:

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