



Report on Palm Beach County Tourism Fourth Quarter 2007 (October, November and December)

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Introduction: 4th Quarter 2007

Background

- The following report contains information collected during the 4th Quarter of 2007 (October, November and December), first quarter of Fiscal Year 2007/2008.
- Results are shown for individual months within the quarter, as well as combined quarterly information for the current quarter and the previous four quarters.



Property Manager Survey: 4th Quarter 2007

Occupancy Rates

- **The average occupancy rate in the fourth quarter of 2007 for surveyed hotels in Palm Beach County was 62.8%. This represents a 6.8 percentage point increase compared to last quarter (56.0%), but is 1.8 percentage points less than the same quarter last year (64.6%).**
 - Similar to last quarter, in 4Q2007 the average occupancy rate among properties with 101+ rooms (63.5%) continued to be higher than the average occupancy rate among properties with 50-100 rooms (58.7%).
- **During 4Q2007, the highest average occupancy rate was reported by hotels in the Southern region of Palm Beach County (64.6%), while hotels in the Northern region reported the lowest average occupancy rate (57.7%). The average occupancy rate for hotels in the Central region was 63.8%.**
 - Throughout all regions, occupancy rates in 4Q2007 decreased compared to those reported in 4Q2006 (Northern – 59.8%, a 2.1 percentage point decrease, Central – 65.5%, a 1.7 percentage point decrease and Southern – 65.9%, a 1.3 percentage point decrease).
 - Increases in occupancy rates were reported by all regions in 4Q2007 compared to last quarter (Northern – 55.9%, a 1.8 percentage point increase, Central – 59.7%, a 4.1 percentage point increase and Southern – 52.7%, an 11.9 percentage point increase).
- **844,910 Palm Beach County hotel room nights were occupied* during the fourth quarter of 2007 – an increase of 81,306 room nights compared to last quarter (763,604) and a decrease of 13,392 compared to the fourth quarter of last year (858,302).**
- **During 4Q2007, 6.5% of hotel guests were traveling internationally according to hotel managers who reported the percentage of guests from other countries. This is comparable to last quarter (6.6%) and represents an increase of 3.7 percentage points compared to 4Q2006 (2.8%).**
 - In 4Q2007, smaller hotels (50-100 rooms) reported a greater percentage of international guests (10.9%) than larger hotels (101+ rooms, 5.7%).
 - Among larger properties, those with 101-219 rooms cited that 7.8% of their guests were international travelers, while hotels with 220-500 rooms reported that 4.3% were traveling internationally.
 - Southern Palm Beach County hotels reported the highest percentage of guests traveling internationally (8.8%). Property managers in the Northern and Central regions reported that 3.1% and 5.3% of their guests, respectively, were international travelers.
- **As seen last quarter, in 4Q2007 more hotel rooms were occupied by leisure travelers (41.2%) than business (31.4%) or convention/group (27.4%) travelers.**
- **Conference/convention bookings comprised 31.2% of occupied room nights at designated convention hotels; an increase of 4.6 percentage points compared to 3Q2007 (26.6%) and was at parity with 4Q2006 (31.7%).**

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



Property Manager Survey: 4th Quarter 2007

Average Daily Room Rate (ADR)

- In 4Q2007, responding Palm Beach County hotels reported an average daily room rate (ADR) of \$150.18; 35.7% (\$39.53) more than last quarter (\$110.65) and 12.0% (\$16.15) more than the fourth quarter of 2006 (\$134.03).
 - Smaller properties (50-100 rooms) cited a 21.2% increase in ADR compared to 4Q2006 (from \$120.10 to \$145.62) and a 48.4% increase compared to last quarter (\$98.11). Larger properties (101+ rooms) reported an 11.4% increase compared to 4Q2006 (from \$136.06 to \$151.60) and a 34.3% increase compared to last quarter (\$112.91).
 - Among larger properties, hotels with 101-219 rooms reported an ADR of \$98.77 (a 6.7% increase from 4Q2006, \$92.56) and hotels with 220-500 rooms reported an ADR of \$170.29 (a 26.2% increase from 4Q2006, \$134.95). Hotels with 101-219 rooms and hotels with 220-500 rooms reported increases in ADR compared to 3Q2007 (by 14.0%, hotels with 101-219 rooms and by 34.0%, hotels with 220-500 rooms).

Future Business Outlook

- In 4Q2007, for the following two months, 52.2% of surveyed hotel managers expect an increase in total room revenue (40.3% Group/Individual Business, 30.2% Individual Vacation). A decrease in total room revenue is expected by 35.1% of surveyed managers (40.2% Group/Individual Business, 44.9% Individual Vacation). Only 12.7% of surveyed managers predict no change (19.6% Group/Individual Business, 24.9% Individual Vacation).*
 - Among hotel managers predicting an increase in room revenue compared to the previous year, the average increase expected is 5.8% (8.8% - Group/Individual Business, 5.2% Individual Vacation).*
 - Among hotel managers expecting a decrease in room revenue compared to the previous year, the average decrease anticipated is 10.5% (8.5% - Group/Individual Business, 8.8% Individual Vacation).*
- For the following third and fourth months compared to the same months last year, 45.5% of surveyed managers expect an increase in total room revenue (43.3% - Group/Individual Business, 32.7% Individual Vacation), 34.2% predict a decrease (32.5% - Group/Individual Business, 40.0% Individual Vacation) and 20.3% expect no change (24.2% - Group/Individual Business, 27.2% Individual Vacation).*
 - Among hotel managers who foresee an increase in room revenue compared to the previous year, the average increase predicted is 7.5% (6.9% - Group/Individual Business, 6.2% Individual Vacation).*
 - Among hotel managers anticipating a decrease in room revenue compared to the previous year, the average decrease expected is 8.5% (7.7% - Group/Individual Business, 7.8% Individual Vacation).*

Bookings Via Third Party Websites

- Fifteen point one percent of hotel reservations were sold through third party websites (such as Orbitz, Travelocity, Expedia, hotels.com, etc) in 4Q2007 which was 1.8 percentage points more than last quarter (13.3%) and at parity with 4Q2006 (14.5%).
 - Smaller properties (50-100 rooms) reported a larger percentage of bookings sold via third party websites (24.8%) than larger properties (101+ rooms, 11.2%).

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



Property Manager Survey: 4th Quarter 2007

Market Focus

- As in 3Q2007, most surveyed hotel managers reported that in the fourth quarter of 2007 their primary focus, in terms of marketing, advertising and promotion, was on the Florida Drive Market, both leisure (67.1%) and business (59.7%).
- In 4Q2007, a variety of responses were cited by property managers regarding market areas needing assistance from the CVB and Sports Commission (see full lists on pages 22 and 23).
 - 'College sports/Sports/Golf', 'Summer group/association business', 'Northeast', 'Education' and 'Film/Film in the southern county' were the top requests directed to the CVB.
 - 'Promotion of new city wide events', 'Swim teams', 'Need sports teams to book' and 'Collegiate sports/College level sporting events that will require overnight visits to stay in our hotels' were the most frequently cited requests directed to the Sports Commission.



Hotel Visitor Survey: 4th Quarter 2007

Characteristics of Stay

- In the fourth quarter of 2007 the average party size of surveyed hotel guests was 1.9*; fewer than last quarter (2.1) and 4Q2006 (2.0). The median party size for 4Q2007 was 2.0, as was all months within the quarter, and as was the case last quarter and last year.
- On average, surveyed visitors stayed 3.2 nights in a hotel and occupied an average of 1.3 rooms per night*.

Planning the Trip to Palm Beach County

- A business trip (conference/convention/business meeting) was cited by more than six-in-ten surveyed visitors (62.2%) as the main reason for their visit to Palm Beach County in 4Q2007. One-third (33.3%) of the visitors surveyed were leisure travelers.
 - Fewer business travelers and more leisure travelers visited Palm Beach County in 4Q2007 compared to the same quarter last year, (business travelers - decreased from 72.2% in 4Q2006 to 62.2% in 4Q2007, leisure travelers - increased from 21.5% to 33.3%).
 - Compared to 3Q2007, the percentage of business travelers increased by 11.1 percentage points (from 51.1% in 3Q2007 to 62.2% in 4Q2007), while the percentage of vacationers decreased by 4.2 percentage points (from 37.5% in 3Q2007 to 33.3% in 4Q2007).
- **'Work related trip' (59.8%), followed by 'Visit friends/relatives' (22.1%) and 'Previous visit' (11.7%) were the most frequent mentions provided by hotel guests in 4Q2007 when asked why PBC was selected over other destinations.**
 - As business travel decreased compared to the fourth quarter of 2006, 'work related trip' as a reason for selecting PBC also decreased (from 68.6% in 4Q2006 to 59.8% in 4Q2007, an 8.8 percentage point decrease).
 - Conversely, 'work related trip' increased by 9.1 percentage points compared to last quarter (from 50.7% in 3Q2007 to 59.8% in 4Q2007).
- **Employers made the decision about the trip to Palm Beach County according to more than half of surveyed guests (57.7%); 34.5% claimed the decision was made by the head of the household/other adult.**
 - As would be expected due to the decreased percentage of business travelers, surveyed visitors were less likely to mention employers as the decision maker when it came to the trip to PBC in 4Q2007 (57.7%) than in 4Q2006 (67.0%, a 9.3 percentage point decline).
- **Almost six-in-ten surveyed guests (59.5%) could be considered short term planners since they planned the trip to Palm Beach County one month or less in advance. This is at parity with 4Q2006 (59.9%) and 3Q2007 (60.0%).**

* 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 2007

Booking a Trip to Palm Beach County

- Fewer visitors used a travel agent to book any part of their trip to PBC in 4Q2007 (25.0%) than did so in the same quarter last year (28.3%, down 3.3 percentage points). Conversely, more visitors used a travel agent this quarter (25.0%) than in 3Q2007 (21.2%, up 3.8 percentage points).
- The use of the Internet to book any part of visitors' trip to PBC (51.1%) increased compared to the fourth quarter of last year (42.3%, up 8.8 percentage points) and was at parity with 3Q2007 (51.2%).
 - More than one-quarter of surveyed guests who used the Internet to book part of their trip to PBC used it to reserve hotel rooms (77.7%). Almost one-in-seven used the Internet to book airfare (69.9%) and four-in-ten used it to book car rentals (40.0%).
 - In 4Q2007, use of the Internet to reserve hotels (77.7%) increased compared to 4Q2006 (65.4%, up 12.3 percentage points) and last quarter (75.6%, up 2.1 percentage points).
 - Surveyed visitors most often used hotel websites when reserving hotel rooms online in 4Q2007 (35.1%). This signifies a 4.1 percentage point decrease compared to 3Q2007 (39.2%) and it is comparable to this same quarter last year (34.8%).
 - Only 4.1% of surveyed guests reported that the trip to Palm Beach County was part of a package. This is 3.6 percentage points lower than 4Q2006 (7.7%) and is at parity with last quarter (3.8%).

Visitor Expenditures

- The average per party* expenditure in Palm Beach County for 4Q2007 was \$1,382 – \$168 (13.8%) more than the average per party expenditure last quarter (\$1,214) and \$32 (2.4%) more than the average per party expenditure in 4Q2006 (\$1,350).
 - With the exception of 'Lodging' and 'Entertainment/recreation', which both decreased in 4Q2007, (lodging – from \$714 to \$688, a 3.6% decrease, entertainment/recreation – from \$65 to \$26, a 60.0% decrease), all other spending categories saw increases relative to the fourth quarter of 2006.
 - Compared to 3Q2007, there have been increases in all spending categories except 'Entertainment/Recreation' which decreased 29.7% (from \$37 to \$26) in 4Q2007.
 - In 4Q2007, the average per person expenditure was \$728, representing increases relative to both 4Q2006 (\$675) and 3Q2007 (\$578) (7.9% and 26.0%, respectively).
- Among those vacationing, in 4Q2007 the average per party expenditure was \$1,768 while the average per party expenditure among business travelers was \$1,188.
 - In 4Q2007, per party expenditures for those vacationing decreased by 8.6% compared to 4Q2006 (\$1,935); however, expenditures increased by 39.5% compared to 3Q2007 (\$1,267).
 - Business travelers' per party expenditures increased by 4.1% in 4Q2007 compared to 4Q2006 (\$1,141) and by 4.5% compared to last quarter (\$1,137).

* 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 2007

Characteristics of Visitors

- More than half of the visitors in Palm Beach County continued to describe themselves as White/Caucasian (92.4%), between the ages of 35 and 54 (53.7%).
- Professional/managerial positions continued to be the most frequently held jobs by Palm Beach County visitors (58.8%). More than six-in-ten visitors had an annual household income of \$100,000 or greater (64.4%).
- When visiting PBC in 4Q2007, more than three-fourths of surveyed vacationers traveled with 'Adult family members and/or friends' (79.1%), while most business travelers were traveling alone (56.6%).

Travel Details

- Palm Beach County continued to be the main destination for more than ninety percent of surveyed visitors (91.8%). More than one-quarter cited this as their first visit to PBC (26.2%).
- There was a 10.8 percentage point increase in the use of airplanes for travel to Palm Beach County in 4Q2007 (75.9%) compared to last quarter (65.1%). Car travel to PBC (29.7%) decreased by 9.2 percentage points compared to 3Q2007 (38.9%).

Attitudes toward Palm Beach County

- 'Climate/weather' (42.5%), 'Beaches/ocean' (12.2%), 'Beautiful area/Nice place' (5.5%) and 'Visiting friends/friends' (5.4%) were the most frequently mentioned aspects of PBC that visitors liked best in the fourth quarter of 2007.
- In 4Q2007, 'Traffic/bad drivers' (34.2%) and 'Humidity/poor weather' (14.2%) were the least liked aspects cited by visitors in regard to their trip to Palm Beach County.
- 'Longer stay' (21.2%), 'Less business and more partying/more free time' (9.7%), 'Better weather' (9.4%) and 'Improve traffic/finish construction on I-95' (9.2%) are suggestions given by 4Q2007 surveyed visitors that would improve their next trip to PBC.

Activity Participation

- While visiting Palm Beach County, more than nine-in-ten visitors reported eating at area restaurants (93.7%).
- Shopping (31.2%), going to the beach (23.2%), swimming (12.5%) and bars/nightclubs (12.3%) were other activities frequently mentioned by hotel visitors.

Return Visits

- **Eight-in-ten surveyed guests plan to return to visit Palm Beach County in the future (84.3%). Only 3.0% reported that they will not return; the remainder are uncertain (12.6%).**
 - The majority of those who plan to visit Palm Beach County in the future plan to do so in the next year (64.6%); more than one-third of whom say they plan to do so within the next three months (36.3%).
 - In 4Q2007, those who do not plan to return to PBC cited reasons for not returning such as: 'No business in the area', 'Too far', 'No fun', 'Too expensive', 'Don't like it here' and 'I'm not a traveler'. More than one-third (38.3%) did not provide a reason for not returning.



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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 2007

	<u>Total 4Q 2007</u>	<u>Oct.</u>	<u>Nov.</u>	<u>Dec.</u>	<u>Total 4Q 2006</u>	<u>Total 1Q 2007</u>	<u>Total 2Q 2007</u>	<u>Total 3Q 2007</u>
Occupancy Rate								
Month/Quarter	62.8%	59.6%	65.6%	63.1%	64.6%	80.8%	68.5%	56.0%
FYTD (Oct. - Set.)	62.8%	59.6%	62.6%	62.8%	64.6%	72.7%	71.2%	67.4%
Room Nights Occupied^{1*}								
Month/Quarter	844,910	273,342	286,244	285,324	858,302	1,070,734	935,524	763,604
FYTD (Oct. - Set.)	844,910	273,342	559,586	844,910	858,302	1,929,036	2,864,560	3,628,164
Percentage of Room Nights Occupied								
Leisure	41.2%	34.8%	40.9%	47.5%	38.6%	41.5%	35.1%	42.8%
Business	31.4%	32.7%	29.6%	31.0%	36.7%	31.9%	32.9%	32.9%
Convention/Group	27.4%	32.5%	29.5%	21.5%	24.7%	26.6%	31.9%	24.3%
Average Daily Room Rate²	\$150.18	\$132.74	\$146.15	\$172.23	\$134.03	\$204.33	\$146.19	\$110.65

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 2007

Occupancy Rate Trends by Month, Quarter, and Fiscal Year	<u>00/01</u>	<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>
4th Quarter (Oct/Nov/Dec)	N/A	57.5	59.8	64.2	79.8	73.1	64.6	62.9
October	63.0	54.3	59.2	61.7	84.5	61.2	62.0	59.6
November	69.7	59.6	60.8	67.0	80.8	82.3	69.0	65.6
December	63.5	58.4	59.4	64.0	74.0	73.8	62.7	63.1
1st Quarter (Jan/Feb/Mar)	N/A	76.2	77.9	83.8	88.3	84.7	80.8	N/A
2nd Quarter (April/May/June)	N/A	65.1	67.0	71.8	72.7	71.0	68.5	N/A
3rd Quarter (July/Aug/Sept)	N/A	57.3	57.8	64.2	63.0	56.9	56.0	N/A
Fiscal YTD (Oct. – Sept.)	67.3	64.1	65.7	70.9	76.0	71.2	67.4	62.8
Number of Room Nights Occupied in 4th Quarter*							858,302	844,910

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



Property Manager Survey: 4th Quarter 2007

	<u>Total 4Q 2007</u>	<u>Oct.</u>	<u>Nov.</u>	<u>Dec.</u>	<u>Total 4Q 2006</u>	<u>Total 1Q 2007</u>	<u>Total 2Q 2007</u>	<u>Total 3Q 2007</u>
Conference/Convention Bookings								
<u>All Hotels</u>								
% Occupied Room Nights in County	27.4%	32.5%	29.5%	21.5%	24.7%	26.6%	31.9%	24.3%
Occupied Room Nights in County	234,597	88,781	84,471	61,345	212,303	284,042	298,110	185,319
Occupied Room Nights in County FYTD (Oct.- Sept.)	234,597	88,781	173,252	234,597	212,303	496,345	794,455	979,774
<u>Convention Hotels</u>								
% Occupied Room Nights	31.2%	37.9%	35.0%	22.8%	31.7%	29.4%	34.9%	26.6%
Occupied Room Nights	156,420	58,847	58,528	39,045	163,663	199,451	213,173	122,959
Occupied Room Nights FYTD (Oct.- Sept.)	156,420	58,847	117,375	156,420	163,663	363,114	576,287	699,246
Available Inventory*								
Rooms in County	43,934	14,787**	14,556**	14,591**	43,380	44,219	45,110	44,384
Room Nights	1,347,398	458,397	436,680	452,321	1,330,320	1,326,854	1,368,423	1,361,116
Room Nights FYTD (Oct.- Sept.)	1,347,398	458,397	895,077	1,347,398	1,330,320	2,657,174	4,025,597	5,386,713
Response Rate								
Month/Quarter (for all hotels in County)	62.8%	62.0%	61.7%	64.8%	61.8%	62.3%	60.3%	60.9%
FYTD (Oct.- Sept.)	62.8%	62.0%	61.9%	62.8%	61.8%	62.1%	61.5%	61.4%

* 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 2007

Occupancy Rate	Total 4Q 2007	Oct.	Nov.	Dec.	Total 4Q 2006	Total 1Q 2007	Total 2Q 2007	Total 3Q 2007
Size of Hotel								
50 - 100 Rooms	58.7%	49.7%	60.9%	60.9%	60.9%	80.5%	62.3%	51.6%
101 + Rooms	63.5%	61.3%	66.2%	63.4%	65.2%	80.8%	69.5%	56.8%
101-219	63.1%	60.8%	65.7%	63.0%	65.5%	81.0%	68.5%	56.2%
220-500	64.7%	63.7%	67.9%	62.9%	65.8%	81.0%	71.2%	60.6%
All Properties	62.9%	59.6%	65.6%	63.1%	64.6%	80.8%	68.5%	56.0%
Geographic Region								
North	57.7%	52.2%	64.4%	54.6%	59.8%	78.1%	70.3%	55.9%
Central	63.8%	63.1%	65.2%	63.1%	65.5%	82.8%	70.0%	59.7%
South	64.6%	60.8%	66.4%	67.2%	65.9%	80.5%	66.2%	52.7%

What percent of your occupancy is international?	Total 4Q 2007	Oct.	Nov.	Dec.	Total 4Q 2006	Total 1Q 2007	Total 2Q 2007	Total 3Q 2007
Size of Hotel								
50-100 Rooms	10.9%	3.8%	16.1%	10.0%	4.5%	5.9%	6.2%	17.5%
101 + Rooms	5.7%	5.2%	5.8%	6.1%	2.6%	2.6%	2.8%	5.0%
101-219	7.8%	7.5%	7.9%	7.9%	2.6%	2.3%	2.6%	5.8%
220-500	4.3%	2.7%*	5.6%*	5.2%*	1.3%	2.4%	1.5%	2.7%
All Properties	6.5%	5.2%	7.2%	6.8%	2.8%	3.0%	3.4%	6.6%
Geographic Region								
North	3.1%	4.0%	2.4%	3.2%	3.2%	1.8%	3.8%	1.9%
Central	5.3%	4.4%	4.7%	6.7%	2.8%	2.4%	2.1%	4.4%
South	8.8%	6.1%	13.9%	7.5%	2.7%	4.9%	5.0%	12.2%

* Caution: Extremely Low base



Property Manager Survey: 4th Quarter 2007

Average Daily Room Rate	Total 4Q 2007	Oct.	Nov.	Dec.	Total 4Q 2006	Total 1Q 2007	Total 2Q 2007	Total 3Q 2007
Size of Hotel								
<u>50 - 100 Rooms</u>	\$145.62	\$118.24	\$133.36	\$167.13	\$120.10	\$192.28	\$120.28	\$98.11
<u>101 + Rooms</u>	\$151.60	\$135.52	\$148.28	\$174.26	\$136.06	\$206.22	\$149.60	\$112.91
101-219	\$98.77	\$91.65	\$95.85	\$108.52	\$92.56	\$144.39	\$100.58	\$86.64
220-500	\$170.29	\$155.01	\$168.43	\$187.58	\$134.95	\$208.85	\$167.44	\$127.08
<u>All Properties</u>	\$150.18	\$132.74	\$146.15	\$172.23	\$134.03	\$204.33	\$146.19	\$110.65



Property Manager Survey: 4th Quarter 2007

Occupied Room Nights *	<u>Occupied Room Nights</u>	<u>% Change</u>
4Q		
2005	956,948+	
2006	858,302	-10.3
2007	844,910	- 1.6
October		
2005	265,830+	
2006	277,921	4.5
2007	273,342	- 1.6
November		
2005	354,697+	
2006	299,322	- 15.6
2007	286,244	- 4.4
December		
2005	336,421+	
2006	281,059	-16.5
2007	285,324	1.5
1Q		
2005	1,173,859+	
2006	1,138,435	- 3.0
2007	1,070,734	- 5.9
2Q		
2005	969,020+	
2006	964,792	- 0.4
2007	935,524	- 3.0
3Q		
2005	862,035+	
2006	769,629	- 10.7
2007	763,604	- 0.8
FYTD (October – December)		
2005	956,948+	
2006	858,302	- 10.3
2007	844,910	- 1.6

+ Room nights unavailable due to hurricane/renovation closures are excluded.

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



Property Manager Survey: 4th Quarter 2007

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 2007 / December 2007 predictions from October			
Foresee Decrease	39.6%	51.8%	47.0%
Average decrease (among those who foresee decrease)	9.4%	8.1%	7.7%
Foresee No Change	10.3%	23.2%	28.3%
Foresee Increase	50.1%	25.0%	24.7%
Average increase (among those who foresee increase)	6.0%	7.5%	8.0%
December 2007 / January 2008 predictions from November			
Foresee Decrease	30.3%	45.4%	45.6%
Average decrease (among those who foresee decrease)	8.9%	8.7%	10.4%
Foresee No Change	13.7%	12.0%	22.0%
Foresee Increase	56.0%	42.6%	32.4%
Average increase (among those who foresee increase)	4.8%	12.2%	5.3%
January 2008 / February 2008 predictions from December			
Foresee Decrease	32.9%	25.7%	42.9%
Average decrease (among those who foresee decrease)	13.1%	10.1%	8.6%
Foresee No Change	14.2%	21.6%	24.2%
Foresee Increase	52.9%	52.8%	32.8%
Average increase (among those who foresee increase)	6.8%	8.3%	3.8%
Fourth Quarter predictions from October, November and December			
Foresee Decrease	35.1%	40.2%	44.9%
Average decrease (among those who foresee decrease)	10.5%	8.5%	8.8%
Foresee No Change	12.7%	19.6%	24.9%
Foresee Increase	52.2%	40.3%	30.2%
Average increase (among those who foresee increase)	5.8%	8.8%	5.2%



Property Manager Survey: 4th Quarter 2007

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 2008 / February 2008 predictions from October			
Foresee Decrease	36.7%	41.3%	39.8%
Average decrease (among those who foresee decrease)	7.9%	6.7%	6.8%
Foresee No Change	22.9%	21.3%	30.4%
Foresee Increase	40.4%	37.4%	29.8%
Average increase (among those who foresee increase)	8.8%	8.0%	8.3%
February 2008 / March 2008 predictions from November			
Foresee Decrease	34.8%	33.5%	39.4%
Average decrease (among those who foresee decrease)	9.7%	9.9%	10.0%
Foresee No Change	17.0%	20.2%	23.1%
Foresee Increase	48.3%	46.3%	37.5%
Average increase (among those who foresee increase)	6.4%	6.4%	5.5%
March 2008 / April 2008 predictions from December			
Foresee Decrease	33.7%	25.1%	41.9%
Average decrease (among those who foresee decrease)	8.1%	7.6%	7.2%
Foresee No Change	22.0%	29.8%	28.1%
Foresee Increase	44.3%	45.0%	30.0%
Average increase (among those who foresee increase)	7.1%	6.4%	5.1%
Fourth Quarter predictions from October, November, December			
Foresee Decrease	34.2%	32.5%	40.0%
Average decrease (among those who foresee decrease)	8.5%	7.7%	7.8%
Foresee No Change	20.3%	24.2%	27.2%
Foresee Increase	45.5%	43.3%	32.7%
Average increase (among those who foresee increase)	7.5%	6.9%	6.2%



Property Manager Survey: 4th Quarter 2007

Bookings via third party website	Total 4Q 2007	Oct.	Nov.	Dec.	Total 4Q 2006	Total 1Q 2007	Total 2Q 2007	Total 3Q 2007
Size of Hotel								
<u>50 - 100 Rooms</u>	24.8%	24.3%	12.7%**	31.2%	26.4%	22.0%	29.7%	25.8%
<u>101 + Rooms</u>	11.2%	9.8%	11.0%	12.7%	10.7%	8.4%	10.0%	9.3%
101-219	11.1%	10.9%	8.9%	12.7%	11.5%	9.5%	11.1%	9.8%
220-500	12.8%	5.2%	27.5%**	14.6%	7.5%	4.5%	6.5%	7.7%
<u>All Properties</u>	15.1%	14.4%	11.8%	17.9%	14.5%	11.3%	14.0%	13.3%

** Caution: Low base



Property Manager Survey: 4th Quarter 2007

	<u>Total 4Q 2007</u>	<u>Oct.</u>	<u>Nov.</u>	<u>Dec.</u>	<u>Total 4Q 2006</u>	<u>Total 1Q 2007</u>	<u>Total 2Q 2007</u>	<u>Total 3Q 2007</u>
MARKET FOCUS (in terms of marketing, advertising and promotion)								
Florida Leisure Drive Market	67.1%	57.7%	77.5%	67.8%	N/A	N/A	N/A	81.8%
Florida Business Drive Market	59.7%	65.5%	63.7%	57.0%	N/A	N/A	N/A	63.9%
Florida Association Market	43.8%	45.3%	52.0%	41.6%	N/A	N/A	N/A	35.4%
Weddings	53.0%	59.8%	57.4%	47.7%	N/A	N/A	N/A	51.5%
Amateur Sports Events	50.9%	45.4%	49.7%	52.4%	N/A	N/A	N/A	57.5%
Convention - Northeast	23.7%	21.4%	30.7%	23.7%	N/A	N/A	N/A	18.0%
Convention - Mid-Atlantic	12.6%	10.3%	10.6%	15.0%	N/A	N/A	N/A	13.4%
Convention - South	15.2%	13.5%	19.1%	13.6%	N/A	N/A	N/A	15.5%
Convention - Midwest	10.9%	8.5%	12.8%	12.4%	N/A	N/A	N/A	10.1%



Property Manager Survey: 4th Quarter 2007

Market Areas In Need of Assistance from CVB	Total 4Q2007
College Sports/Sports/Golf	5
Summer group/association business	2
Northeast	2
Education	2
Film/Film in the southern county	2
Small groups	1
SMERF market – weekend business	1
Sales Blitzes	1
City wide pharmaceutical companies	1
We need the Florida Drive Market business promoted	1
Midwest & European countries	1
Welcome, FAMS, Saves Calls	1
Association – Weekend business	1
Atlanta - Tallahassee	1
I have not received any leads from the CVB.	1
Mid-Atlantic, Florida	1
More city wide bookings	1
We would always like their help in booking rooms	1
SMERFE Summer business	1
Luxury	1



Property Manager Survey: 4th Quarter 2007

Market Areas In Need of Assistance from Sports Commission	Total 4Q2007
Promotion of new city wide events	4
Swim teams	3
Need sports teams to book	3
Collegiate sports/College level sporting events that will require overnight visits to stay in our hotels	3
Youth sports/Youth sporting events during July-Nov	2
Summer sports groups/We need more sports groups to book in the off season	2
Adult Teams	1
Summer group business	1
Any business for South Palm Beach County will help	1
Northeast, Mid-Atlantic, Florida	1
Focus on visiting team to play FAU, LYNN	1
Sports on weekends all year	1



Hotel Visitor Survey



Methodology

Hotel Visitor Survey

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

Survey Changes

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

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

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

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

- 'Work related trip – did not have a choice in destination' and 'Work related trip – I had a choice in selecting destination' became 'Work related trip'.
- 'Convenient/inexpensive flights' changed to 'Convenient Flights'
- 'Travel Agency recommendation' changed to 'Travel Agency'



Methodology

Hotel Visitor Survey

Survey changes (continued):

- 'Cultural Activities' (Question 3) was merged with 'Arts and Cultural Event' (Question 5).
 - 'PBC CVB literature' now reads 'Palm Beach County Convention and Visitors Bureau information/website'.
 - 'Hotel brochure' was changed to 'Hotel brochure/website'.
 - 'Attractions brochure' changed to 'Attractions brochure/website'.
 - 'Saw an advertisement/promotion/article' (Question 3), 'Newspaper or magazine article' (Question 5), 'Newspaper or magazine advertisement' (Question 5) were combined into 'Media Coverage'.
 - 'Sporting event (other than Spring Training)' (question 5) was replaced with 'Attend a sporting event'.
 - The answer 'Internet information' was replaced with 'other Internet sources'.
 - The answers 'Bus Tour' and 'Spanish language media' were added.
- Multiple responses are now accepted for the question "How did you get here?". Also, responses of Bus and Train were added to the list.
- Side trips have been excluded from computation of visitors expenditures (no longer asked on survey).
- In order to obtain a more accurate estimate of lodging expenditures, visitors are now asked directly how much they are paying for their hotel room instead of how much their party spent with lodging per day and in total. The amount spent with lodging per day is then calculated by multiplying room rate x number of rooms rented x 10.5% sales taxes.
- Two new questions were added: "What would make your next visit better?" and "To what extent if at all, might the rising cost of transportation, due to rising fuel costs, influence your decision whether or not to visit Palm Beach County?"



Methodology

Hotel Visitor Survey

Survey changes (continued):

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

- The closed-end responses swimming, snorkeling, surfing, kite surfing, and ‘visit Downtown at the Gardens’ were added.
- ‘Boating/fishing/diving’ are now presented individually and the answer ‘Other water activities’ was removed from the survey. Data from these two answers collected during October 2004 through September 2005 will be shown in all new related answers for comparison (i.e. prior responses of ‘boating/fishing/diving’ will now count toward the individual responses ‘boating’, ‘fishing’ and ‘diving’).
- The response ‘cruise’ was changed to ‘Gambling cruise’ and ‘Pari-mutuels (racing, jai-alai)’ changed to ‘Pari-mutuels (dog track)’.

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

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

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

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

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



Hotel Survey: 4th Quarter 2007

Characteristics of Stay	Total 4Q 2007	Oct.	Nov.	Dec.	Total 4Q 2006	Total 1Q 2007	Total 2Q 2007	Total 3Q 2007
Average Party Size *	1.9	1.7	1.8	2.0	2.0	2.1	2.1	2.1
Median Party Size	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
Nights in County	3.3	3.0	3.1	3.8	3.5	3.5	3.1	3.5
Nights in Hotel	3.2	2.8	3.1	3.8	3.4	3.3	3.0	3.4
Rooms per Night *	1.3	1.2	1.4	1.3	1.4	1.3	1.3	1.2

* 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 2007

Visitor Expenditures	Total 4Q 2007	Oct.	Nov.	Dec.	Total 4Q 2006	Total 1Q 2007	Total 2Q 2007	Total 3Q 2007
Average Expenditure Per Visit								
Lodging	\$688	\$521	\$691	\$912	\$714	\$1,053	\$681	\$626
Restaurant/Bar	\$365	\$269	\$341	\$521	\$320	\$353	\$360	\$323
Gifts/Shopping	\$163	\$50	\$140	\$361	\$122	\$96	\$93	\$102
Entertainment/Recreation	\$26	\$17	\$28	\$34	\$65	\$63	\$45	\$37
Local Travel	\$141	\$120	\$109	\$213	\$129	\$142	\$123	\$126
Total Per Party	\$1,382	\$977	\$1,308	\$2,041	\$1,350	\$1,706	\$1,302	\$1,214
Average Expenditure Per Person Per Day (based on average # of persons per party)								
Total Per Person	\$728	\$575	\$727	\$1,020	\$675	\$812	\$620	\$578
Total Per Person/ Per Day	\$227	\$205	\$234	\$269	\$199	\$246	\$207	\$170
Lodging	\$113	\$109	\$124	\$120	\$105	\$152	\$108	\$88
Restaurant/Bar	\$60	\$56	\$61	\$69	\$47	\$51	\$57	\$45
Gifts/Shopping	\$27	\$11	\$25	\$48	\$18	\$14	\$15	\$14
Entertainment/Recreation	\$4	\$4	\$5	\$5	\$10	\$9	\$7	\$5
Local Travel	\$23	\$25	\$19	\$28	\$19	\$20	\$20	\$18

- 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 2007

Visitor Expenditures	Pleasure							
	Total 4Q 2007	Oct.	Nov.	Dec.	Total 4Q 2006	Total 1Q 2007	Total 2Q 2007	Total 3Q 2007
Average Expenditure Per Visit								
Lodging	\$799	\$510	\$936	\$992	\$882	\$1,333	\$816	\$647
Restaurant/Bar	\$490	\$342	\$500	\$631	\$463	\$484	\$403	\$330
Gifts/Shopping	\$288	\$96	\$181	\$619	\$320	\$197	\$158	\$119
Entertainment/Recreation	\$40	\$29	\$59	\$29	\$107	\$82	\$81	\$46
Local Travel	\$151	\$136	\$118	\$197	\$164	\$189	\$126	\$125
Total Per Party	\$1,768	\$1,114	\$1,795	\$2,468	\$1,935	\$2,284	\$1,582	\$1,267
Average Expenditure Per Person Per Day (based on average # of persons per party)								
Total Per Person	\$769	\$530	\$780	\$987	\$744	\$913	\$586	\$469
Total Per Person/Per Day	\$213	\$183	\$211	\$241	\$182	\$223	\$167	\$142
Lodging	\$97	\$84	\$110	\$97	\$83	\$130	\$86	\$73
Restaurant/Bar	\$59	\$56	\$59	\$62	\$43	\$47	\$43	\$37
Gifts/Shopping	\$35	\$16	\$21	\$60	\$30	\$19	\$17	\$13
Entertainment/Recreation	\$5	\$5	\$7	\$3	\$10	\$8	\$9	\$5
Local Travel	\$18	\$22	\$14	\$19	\$15	\$18	\$13	\$14

- 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 2007

Visitor Expenditures	Business							
	Total 4Q 2007	Oct.	Nov.	Dec.	Total 4Q 2006	Total 1Q 2006	Total 2Q 2007	Total 3Q 2007
Average Expenditure Per Visit								
Lodging	\$630	\$535	\$591	\$840	\$648	\$888	\$558	\$602
Restaurant/Bar	\$300	\$235	\$274	\$434	\$270	\$280	\$313	\$311
Gifts/Shopping	\$105	\$31	\$120	\$189	\$62	\$42	\$48	\$73
Entertainment/Recreation	\$18	\$11	\$14	\$39	\$47	\$50	\$20	\$29
Local Travel	\$135	\$115	\$101	\$221	\$115	\$115	\$115	\$121
Total Per Party	\$1,188	\$927	\$1,100	\$1,722	\$1,141	\$1,375	\$1,053	\$1,137
Average Expenditure Per Person Per Day (based on average # of persons per party)								
Total Per Person	\$743	\$618	\$688	\$1,076	\$634	\$764	\$619	\$693
Total Per Person/Per Day	\$248	\$221	\$246	\$308	\$204	\$273	\$248	\$199
Lodging	\$131	\$127	\$132	\$150	\$116	\$176	\$131	\$105
Restaurant/Bar	\$63	\$56	\$61	\$78	\$48	\$56	\$74	\$55
Gifts/Shopping	\$22	\$7	\$27	\$34	\$11	\$8	\$11	\$13
Entertainment/Recreation	\$4	\$3	\$3	\$7	\$8	\$10	\$5	\$5
Local Travel	\$28	\$27	\$23	\$39	\$21	\$23	\$27	\$21

- 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 2007

Planning the Trip to Palm Beach County	Total 4Q 2007	Oct.	Nov.	Dec.	Total 4Q 2006	Total 1Q 2007	Total 2Q 2007	Total 3Q 2007
Reason for Trip								
Conference/Convention/ Business Meeting	62.2%	62.9%	68.5%	55.3%	72.2%	55.1%	54.2%	51.1%
- Business Meeting	56.1%	59.0%	58.3%	50.9%	60.7%	49.1%	47.5%	44.4%
- Conference/Convention	5.7%	3.6%	9.9%	3.7%	10.2%	5.7%	6.2%	5.9%
- Other Business	0.4%	0.3%	0.4%	0.7%	1.3%	0.3%	0.5%	0.8%
Vacation/Pleasure	33.3%	30.8%	26.8%	42.4%	21.5%	34.9%	38.6%	37.5%
Sporting Event	1.0%	0.7%	1.3%	1.1%	3.0%	4.4%	1.8%	5.1%
Cultural Event/Attraction	0.3%	0.3%	0.4%	0.0%	0.4%	0.8%	1.3%	0.5%
Film/TV location scouting/production	0.1%	0.3%	0.0%	0.0%	0.0%	1.4%	0.0%	0.5%
Other	3.1%	4.8%	2.9%	1.3%	3.0%	3.4%	4.0%	5.4%
Who Made the Decision*								
Employer	57.7%	59.8%	61.7%	51.9%	67.0%	54.1%	49.6%	46.7%
Head of Household/ Other adult	34.5%	34.2%	33.0%	36.2%	26.3%	40.5%	41.3%	39.6%
Family Living in PBC	8.2%	5.8%	6.9%	11.9%	6.4%	6.8%	10.1%	11.0%
Children Influenced Decision	1.1%	1.9%	0.5%	0.7%	0.5%	0.8%	1.5%	4.7%
Advanced Planning								
One Month or Less	59.5%	62.0%	58.3%	58.0%	59.9%	52.1%	54.3%	60.0%
2 to 3 Months	21.1%	23.2%	23.5%	16.7%	22.1%	23.2%	21.8%	21.1%
More than 3 Months	19.4%	14.8%	18.3%	25.3%	18.0%	24.7%	23.9%	18.9%

* Multiple responses accepted.



Hotel Survey: 4th Quarter 2007

Planning the Trip to Palm Beach County (Continued)	Total 4Q 2007	Oct.	Nov.	Dec.	Total 4Q 2006	Total 1Q 2007	Total 2Q 2007	Total 3Q 2007
Reasons for Selecting Palm Beach County Over Other Destinations*								
Work Related Trip	59.8%	60.8%	68.6%	50.2%	68.6%	54.9%	51.6%	50.7%
Visit Friends/Relatives	22.1%	21.7%	18.6%	25.9%	14.2%	19.5%	22.8%	21.1%
Previous Visit	11.7%	10.0%	7.4%	17.6%	9.3%	14.2%	11.9%	9.8%
Convenient Flights	7.3%	6.9%	6.5%	8.3%	3.2%	8.9%	5.6%	5.4%
Special Event	6.8%	5.5%	7.5%	7.5%	5.4%	7.4%	7.5%	7.6%
Weather	5.4%	3.4%	5.5%	7.2%	2.2%	9.3%	6.0%	5.9%
Beaches	3.6%	2.1%	4.4%	4.3%	2.1%	7.5%	5.4%	8.1%
Friends/Relatives recommendation	2.3%	2.4%	1.9%	2.8%	1.4%	3.2%	2.3%	3.5%
Golf/Tennis/Recreation	1.8%	1.3%	2.2%	1.8%	2.9%	3.3%	2.8%	1.8%
Hotel Brochure/Website	1.2%	1.0%	1.7%	0.9%	1.4%	2.2%	1.3%	2.1%
Attraction Brochure/Website	1.0%	0.8%	0.4%	1.9%	0.5%	0.7%	1.1%	2.2%
Compete in Sporting Event	0.7%	0.8%	0.0%	1.1%	0.2%	1.4%	1.4%	1.2%
Other Internet Sources	0.4%	0.3%	0.0%	1.0%	0.2%	0.5%	0.3%	0.7%
Attend Sporting Event	0.3%	0.7%	0.0%	0.0%	1.3%	2.0%	0.7%	2.5%
Art/Cultural Event	0.3%	0.5%	0.5%	0.0%	0.6%	0.9%	1.1%	0.5%
PBC-CVB Information/Website	0.1%	0.4%	0.0%	0.0%	0.0%	0.1%	1.1%	0.1%
Media Coverage	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.2%
Bus Tour	0.0%	0.0%	0.0%	0.0%	0.3%	0.2%	0.0%	0.1%
County/State Tourist Agency	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.1%
Travel Agency	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.1%	0.0%
Spanish Language Media	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%
Spring Training	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%
Other	4.3%	5.0%	4.5%	2.7%	4.7%	3.0%	6.6%	6.3%

* Multiple responses accepted.



Hotel Survey: 4th Quarter 2007

Booking Tools	Total 4Q 2007	Oct.	Nov.	Dec.	Total 4Q 2006	Total 1Q 2007	Total 2Q 2007	Total 3Q 2007
Booked Trip with Travel Agency								
Yes	25.0%	24.2%	32.7%	18.6%	28.3%	23.7%	24.5%	21.2%
No	75.0%	75.8%	67.3%	81.4%	71.7%	76.3%	75.5%	78.8%
Booked Any Part of Trip Using Internet								
Yes	51.1%	49.9%	48.6%	54.8%	42.3%	44.9%	48.8%	51.2%
No	48.9%	50.1%	51.4%	45.2%	57.7%	55.1%	51.2%	48.8%
Booked Any Part of Trip Using Internet* (among those who used the Internet)								
Hotel	77.7%	75.7%	77.4%	79.8%	65.4%	64.8%	73.8%	75.6%
Hotel website	35.1%	30.1%	42.5%	33.7%	34.8%	28.4%	38.2%	39.2%
Expedia	6.3%	7.0%	6.2%	5.8%	1.6%	2.5%	3.1%	4.5%
Travelocity	6.0%	8.7%	3.2%	5.9%	2.8%	2.2%	4.1%	3.4%
Orbitz	2.0%	2.5%	3.1%	0.7%	1.1%	1.2%	0.9%	1.7%
hotels.com	1.3%	1.4%	0.0%	2.3%	2.2%	1.8%	3.1%	2.5%
Hotwire	1.3%	1.4%	0.0%	2.1%	0.4%	1.3%	1.1%	1.2%
PBC CVB Website	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%
Other Website	10.7%	12.9%	6.3%	12.2%	4.4%	6.9%	5.5%	7.0%
Priceline	5.3%	7.4%	4.6%	4.0%	0.4%	1.5%	2.1%	2.5%
Don't Remember	17.7%	14.6%	18.1%	20.2%	17.7%	20.4%	17.9%	16.3%
Air	69.9%	64.0%	70.1%	75.1%	71.6%	76.1%	62.4%	66.3%
Car Rental	40.0%	40.4%	38.6%	40.6%	40.8%	41.7%	40.1%	33.6%
Tickets to Event	0.8%	0.9%	0.0%	1.3%	0.8%	0.5%	2.3%	1.5%
Other	0.6%	1.0%	1.8%	0.0%	2.9%	4.4%	1.8%	0.9%
Visit was Part of Package (that may have included airfare, lodging, meals, rental car, etc.)								
Yes	4.1%	4.7%	3.4%	4.2%	7.7%	7.2%	8.0%	3.8%
No	95.9%	95.3%	96.6%	95.8%	92.3%	92.8%	92.0%	96.2%

* Multiple responses accepted.



Hotel Survey: 4th Quarter 2007

Activity Participation	Total 4Q 2007	Oct.	Nov.	Dec.	Total 4Q 2006	Total 1Q 2007	Total 2Q 2007	Total 3Q 2007
Participation in Specific Activities*								
Restaurants	93.7%	93.4%	94.3%	93.4%	94.1%	93.4%	93.7%	92.6%
Shopping	31.2%	27.3%	27.4%	39.1%	25.9%	33.1%	32.1%	32.8%
Went to Beach	23.2%	24.3%	20.5%	24.7%	17.3%	26.7%	31.8%	29.9%
Swimming	12.5%	12.8%	10.1%	14.6%	9.9%	13.2%	18.0%	19.4%
Bars/Nightclubs	12.3%	12.4%	12.2%	12.2%	10.1%	14.0%	10.9%	12.4%
Visited downtown West Palm Beach Attractions/City Place	9.2%	4.8%	13.4%	9.8%	10.9%	11.5%	11.5%	8.8%
Visited Downtown Delray Beach Attractions	5.8%	6.7%	6.4%	4.1%	5.8%	7.7%	3.3%	4.5%
Visited Mizner Park/Boca Raton	5.4%	5.2%	6.6%	4.4%	4.3%	4.5%	5.1%	4.0%
Golf, Tennis	3.8%	3.8%	2.7%	5.1%	9.1%	11.8%	9.1%	7.1%
Visited Palm Beach/Worth Avenue**	2.8%	1.6%	5.1%	1.7%	N/A	N/A	N/A	1.0%
Visited Wildlife Refuge	2.4%	2.3%	1.0%	3.9%	2.1%	2.9%	2.5%	2.6%
Visited Downtown at the Gardens	1.7%	1.9%	0.9%	2.2%	1.8%	1.6%	2.1%	1.8%
Attended a Sporting Event	1.5%	1.9%	1.6%	1.0%	1.0%	4.4%	1.3%	1.3%
Museums, Art Galleries	1.3%	1.5%	1.0%	1.3%	0.7%	4.3%	2.0%	1.4%
Performing Arts (plays, concerts, dance)	1.3%	1.4%	1.8%	0.7%	2.2%	0.9%	1.5%	1.4%
Boating	1.2%	1.3%	0.5%	1.8%	0.9%	1.9%	2.6%	2.0%
Attractions	1.2%	0.9%	1.0%	1.8%	0.6%	2.3%	2.1%	1.6%
Fishing	1.1%	0.7%	1.7%	0.8%	1.6%	1.5%	1.3%	1.7%
Visited downtown Lake Worth	1.0%	0.7%	0.9%	1.3%	1.2%	1.6%	0.6%	0.7%
Snorkeling	0.9%	1.5%	0.0%	1.3%	0.3%	0.3%	1.3%	1.9%
Diving	0.7%	0.4%	0.0%	1.5%	0.2%	0.3%	0.6%	0.6%
Gambling Cruise	0.6%	0.7%	0.7%	0.4%	0.4%	0.3%	1.1%	1.3%
Pari-mutuels (dog-track)	0.5%	0.0%	0.3%	1.1%	0.1%	0.3%	0.2%	0.2%
Competed in Sports Event	0.4%	0.5%	0.3%	0.3%	0.3%	0.6%	0.8%	0.6%
Visited Riviera Beach/Singer Island	0.3%	0.5%	0.5%	0.0%	1.0%	1.0%	0.7%	0.9%
Palm Beach County Convention Center	0.3%	0.3%	0.5%	0.0%	0.1%	0.3%	0.9%	0.1%
Kite Surfing	0.2%	0.0%	0.0%	0.6%	0.2%	0.0%	0.0%	0.1%
Surfing	0.1%	0.0%	0.0%	0.4%	0.1%	0.4%	0.1%	0.1%
Other	10.1%	8.0%	9.3%	13.0%	7.6%	5.5%	5.7%	6.3%

*Multiple responses accepted.

** Added in August 2007



Hotel Survey: 4th Quarter 2007

Return Visits	<u>Total</u> <u>4Q 2007</u>	<u>Oct.</u>	<u>Nov.</u>	<u>Dec.</u>	<u>Total</u> <u>4Q 2006</u>	<u>Total</u> <u>1Q 2007</u>	<u>Total</u> <u>2Q 2007</u>	<u>Total</u> <u>3Q 2007</u>
<u>Plan to Return to PBC</u>								
Yes	84.3%	82.7%	82.5%	87.9%	82.7%	84.5%	83.8%	87.2%
No	3.0%	2.9%	3.3%	3.0%	3.7%	2.5%	2.6%	1.4%
Don't know	12.6%	14.5%	14.2%	9.2%	13.6%	13.0%	13.6%	11.4%
<u>If no, why not?*</u> (Top mentions – 4% or higher)								
	n = 22	n = 7**	n = 8**	n = 8**	n = 27	n = 19	n = 19	n = 10
No business in the area	30.8%	4	1	2	11.1%	20.0%	16.3%	28.9%
Too far	14.0%	0	2	1	15.3%	6.1%	0.0%	0.0%
No fun	4.5%	0	0	1	0.0%	0.0%	0.0%	0.0%
Too expensive	4.4%	0	1	0	8.3%	0.0%	14.9%	0.0%
Don't like it here	4.0%	1	0	0	0.0%	4.5%	5.2%	10.0%
I'm not a traveler	4.0%	1	0	0	0.0%	0.0%	0.0%	0.0%
Not enough to do	0.0%	0	0	0	0.0%	0.0%	0.0%	13.9%
I am going to other places/I like changing destinations	0.0%	0	0	0	0.0%	0.0%	15.9%	9.0%
Moving away/To another country	0.0%	0	0	0	0.0%	9.3%	5.3%	0.0%
No interest	0.0%	0	0	0	0.0%	0.0%	5.2%	0.0%
Too crowded	0.0%	0	0	0	0.0%	0.0%	5.2%	0.0%
Not ideal location	0.0%	0	0	0	0.0%	6.1%	0.0%	0.0%
Time Restraints	0.0%	0	0	0	0.0%	6.1%	0.0%	0.0%
Family moving away	0.0%	0	0	0	7.1%	0.0%	0.0%	0.0%
Job hunting	0.0%	0	0	0	4.1%	0.0%	0.0%	0.0%
No reason/No answer	38.3%	1	4	4	30.2%	38.5%	32.0%	38.2%
<u>When do you plan on returning to PBC?</u>								
Within the next 3 months	36.3%	43.8%	30.1%	34.7%	39.7%	29.7%	34.4%	36.0%
Within the next 6 months	8.7%	8.6%	11.2%	6.5%	12.1%	10.3%	12.3%	11.2%
Within the next year	19.6%	19.4%	16.8%	22.4%	19.0%	29.7%	26.1%	21.2%
Within the next few years	7.4%	3.0%	10.4%	8.9%	4.3%	6.1%	5.0%	4.6%
Don't Know	28.0%	25.2%	31.6%	27.4%	24.9%	24.2%	22.1%	27.1%



Hotel Survey: 4th Quarter 2007

Travel Details	Total 4Q 2007	Oct.	Nov.	Dec.	Total 4Q 2006	Total 1Q 2007	Total 2Q 2007	Total 3Q 2007
<u>Main Destination</u>								
Palm Beach County	91.8%	91.9%	91.8%	91.6%	92.2%	89.0%	87.4%	91.0%
<u>First Trip to PBC</u>	26.2%	27.7%	27.6%	23.5%	25.4%	19.8%	24.3%	25.3%
<u>Type of Transportation*</u>								
Airplane	75.9%	69.9%	80.8%	77.4%	74.1%	80.2%	72.2%	65.1%
Car	29.7%	34.6%	25.8%	28.4%	30.6%	24.5%	33.4%	38.9%
Other	0.2%	0.4%	0.3%	0.0%	0.7%	1.3%	0.7%	0.4%

*Multiple responses accepted.



Hotel Survey: 4th Quarter 2007

Attitudes about Trip to Palm Beach County	Total 4Q 2007	Oct.	Nov.	Dec.	Total 4Q 2006	Total 1Q 2007	Total 2Q 2007	Total 3Q 2007
Things Liked Best – Top Mentions								
Climate/Weather	42.5%	33.3%	47.9%	46.3%	42.0%	48.9%	36.9%	25.9%
Beaches/Ocean	12.2%	15.6%	12.7%	8.3%	9.5%	10.8%	13.5%	17.7%
Beautiful Area/Nice Place	5.5%	4.8%	8.2%	3.6%	7.5%	6.8%	8.4%	10.1%
Visiting Friends/Friends	5.4%	6.4%	4.7%	5.1%	3.7%	2.9%	5.0%	4.2%
Nice People	4.7%	7.4%	3.5%	3.2%	4.9%	4.0%	4.5%	5.9%
Relaxing Atmosphere	4.3%	2.3%	4.8%	5.8%	2.3%	3.6%	2.6%	3.0%
Location	3.3%	3.9%	3.0%	3.1%	1.9%	0.7%	1.8%	1.8%
Cleanliness	3.1%	2.8%	2.8%	3.7%	4.6%	2.4%	4.5%	3.7%
Restaurant	2.2%	2.7%	0.9%	2.8%	2.2%	2.6%	2.2%	2.8%
Shopping	1.9%	4.3%	0.0%	1.3%	2.8%	1.5%	1.5%	2.5%
Everything	1.8%	2.6%	1.1%	1.7%	1.3%	1.9%	3.0%	1.6%
Hotel	1.6%	0.8%	0.8%	3.1%	2.7%	1.9%	3.6%	3.9%
City Place	1.0%	1.8%	0.5%	0.9%	1.5%	1.1%	1.2%	1.5%
Palm Trees	0.9%	1.3%	0.4%	1.0%	1.9%	0.6%	1.8%	2.7%
Easy driving/Easy to get around	1.0%	1.0%	1.0%	1.0%	1.1%	0.1%	0.9%	1.6%
Golf	0.5%	0.0%	0.0%	1.3%	2.7%	3.3%	1.4%	1.2%
Other	8.2%	9.1%	8.0%	8.0%	7.4%	7.1%	7.3%	10.5%



Hotel Survey: 4th Quarter 2007

Attitudes about Trip to Palm Beach County	Total 4Q 2007	Oct.	Nov.	Dec.	Total 4Q 2006	Total 1Q 2007	Total 2Q 2007	Total 3Q 2007
Things Liked Least – Top Mentions								
Traffic/Bad Drivers	34.2%	26.6%	39.8%	37.9%	36.8%	41.6%	33.4%	26.7%
Humidity/Poor Weather	14.2%	24.8%	8.8%	7.0%	14.9%	9.6%	15.3%	25.1%
Crowded	5.1%	5.5%	5.4%	4.3%	1.5%	3.6%	3.4%	1.0%
Road Construction	3.6%	6.1%	2.3%	1.9%	4.1%	2.8%	3.7%	5.3%
Expensive	3.5%	1.3%	3.2%	6.3%	3.0%	5.8%	6.8%	6.1%
Bad neighborhoods/crime	2.5%	0.7%	1.7%	5.4%	1.7%	0.0%	1.0%	3.2%
Stay Was Too Short	2.5%	2.0%	3.7%	1.9%	2.2%	1.6%	1.6%	2.2%
Parking	1.5%	2.0%	0.0%	2.4%	0.7%	0.9%	0.0%	0.0%
Hotel (general)	1.4%	1.0%	2.0%	1.3%	2.2%	1.6%	2.8%	2.1%
Unfriendly people	1.3%	2.2%	0.7%	1.0%	1.5%	1.6%	1.8%	1.6%
Lack of directional signs	1.2%	0.8%	2.7%	0.0%	0.9%	0.3%	0.0%	2.0%
Water/Water Taste	1.0%	2.0%	0.8%	0.0%	0.0%	0.9%	1.0%	0.0%
Airport	0.8%	0.0%	0.0%	2.7%	0.0%	0.7%	0.0%	0.0%
Bridge Closure	0.6%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.3%
No Room Service in AM	0.6%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cost of Hotel	0.3%	0.7%	0.0%	0.0%	0.7%	2.2%	0.6%	0.3%
Bugs/Lizards	0.0%	0.0%	0.0%	0.0%	0.3%	0.6%	2.1%	1.5%
Other	16.8%	13.9%	19.8%	18.9%	15.3%	14.7%	17.7%	13.8%
<u>Nothing liked least</u>	9.0%	10.7%	4.7%	11.2%	14.1%	11.2%	8.2%	8.6%



Hotel Survey: 4th Quarter 2007

Attitudes about Trip to Palm Beach County	Total 4Q 2007	Oct.	Nov.	Dec.	Total 4Q 2006	Total 1Q 2007	Total 2Q 2007	Total 3Q 2007
Suggestions for Improvement - Top Mentions*								
Longer stay	21.2%	21.4%	17.0%	25.3%	15.6%	22.3%	20.3%	22.2%
Less business and more partying/more free time	9.7%	5.5%	13.5%	10.4%	13.2%	3.0%	10.7%	4.8%
Better weather	9.4%	15.9%	6.9%	5.1%	8.1%	13.7%	11.1%	11.9%
Improve traffic/Finish Construction on I-95	9.2%	8.2%	11.8%	9.7%	9.4%	7.1%	7.8%	6.0%
Come during vacation time/Time off work	5.3%	9.2%	6.6%	0.0%	12.5%	6.9%	2.3%	8.6%
Come with friends/family	4.5%	4.9%	3.1%	5.5%	5.5%	6.2%	3.2%	3.5%
More flights/More direct flights	3.0%	0.9%	0.0%	8.1%	0.4%	0.3%	0.5%	1.0%
Lower prices	2.2%	2.1%	1.4%	3.0%	1.8%	2.9%	2.4%	2.0%
Cheaper hotel room	1.7%	3.0%	0.8%	1.1%	1.2%	2.9%	3.3%	3.1%
Better hotel	1.6%	0.0%	3.4%	1.5%	2.2%	4.1%	3.7%	2.0%
Better transportation/ transportation options	0.6%	1.8%	0.0%	0.0%	1.5%	0.8%	1.4%	2.4%
Nothing	7.1%	9.3%	2.7%	9.2%	8.3%	7.6%	7.9%	4.5%
Other	24.1%	19.0%	32.5%	21.9%	21.1%	23.1%	26.4%	30.6%

*Multiple responses accepted.



Hotel Survey: 4th Quarter 2007

Characteristics of Visitors	Total 4Q 2007	<u>Oct.</u>	<u>Nov.</u>	<u>Dec.</u>	Total 4Q 2006	Total 1Q 2007	Total 2Q 2007	Total 3Q 2007
<u>Age</u>								
Under 35	15.6%	13.1%	13.9%	19.7%	19.4%	15.6%	16.1%	20.5%
35 to 54	53.7%	59.2%	55.8%	46.1%	52.9%	51.6%	55.0%	55.3%
55 to 64	23.9%	22.6%	24.2%	24.8%	22.0%	21.8%	21.1%	18.7%
65 +	6.9%	5.1%	6.1%	9.4%	5.7%	11.0%	7.8%	5.5%
<u>Occupation</u>								
Professional/Managerial	58.8%	50.5%	60.2%	66.3%	63.5%	63.5%	63.7%	63.7%
Sales	15.9%	22.1%	13.5%	11.9%	14.6%	14.7%	16.5%	13.5%
Retired	9.5%	8.4%	9.2%	11.0%	6.3%	10.8%	9.3%	7.7%
Technical	7.8%	9.7%	8.2%	5.4%	10.0%	5.8%	5.3%	7.4%
Student	1.4%	2.1%	0.7%	1.4%	0.8%	1.0%	0.6%	2.0%
Other	6.5%	7.2%	8.3%	4.0%	4.9%	4.1%	4.7%	6.1%
<u>Hispanic Origin</u>	5.6%	8.8%	5.2%	2.4%	5.0%	4.0%	5.7%	6.6%
<u>Ethnicity</u>								
White/Caucasian	92.4%	88.7%	93.6%	95.2%	90.5%	92.9%	91.4%	92.9%
African-American/Black	4.5%	6.1%	3.9%	3.5%	5.3%	5.2%	5.9%	5.3%
Asian	2.8%	5.2%	1.7%	1.3%	3.5%	1.8%	2.8%	1.5%
Other	0.3%	0.0%	0.9%	0.0%	0.7%	0.2%	0.0%	0.3%



Hotel Survey: 4th Quarter 2007

Characteristics of Visitors (Continued)	Total 4Q 2007	Oct.	Nov.	Dec.	Total 4Q 2006	Total 1Q 2007	Total 2Q 2007	Total 3Q 2007
<u>Income</u>								
Under \$45,000	3.1%	3.9%	2.0%	3.4%	4.3%	4.5%	5.5%	5.6%
\$45,000 to \$64,999	9.3%	12.5%	9.9%	5.4%	9.4%	6.2%	9.8%	9.9%
\$65,000 to \$99,999	23.2%	24.9%	23.4%	21.1%	21.2%	21.9%	19.2%	23.8%
\$100,000 to \$200,000	38.9%	38.1%	39.0%	39.7%	42.2%	39.8%	42.3%	41.3%
Over \$200,000	25.5%	20.7%	25.7%	30.3%	23.0%	27.5%	23.2%	19.4%
<u>Description of Travel Party*</u>								
Self Only	42.5%	48.2%	40.3%	39.1%	37.3%	31.6%	30.8%	34.7%
Adult family members or friends	34.7%	30.9%	31.7%	42.0%	29.6%	41.6%	44.9%	46.9%
Business Associates	21.9%	19.7%	27.3%	18.4%	32.5%	26.5%	23.1%	16.7%
Children <12 years of age	3.8%	2.8%	4.1%	4.3%	4.6%	7.7%	8.7%	10.1%
Grandchildren <12 years of age	0.3%	0.0%	0.0%	0.8%	0.1%	0.2%	0.5%	0.4%
<u>Gender</u>								
Male	60.9%	57.9%	58.6%	66.3%	59.7%	56.3%	59.7%	59.2%
Female	39.1%	42.1%	41.4%	33.7%	40.3%	43.7%	40.3%	40.8%

*Multiple responses accepted.



Hotel Survey: 4th Quarter 2007

<u>Description of Travel Party*</u>	Pleasure Hotel Guests							
	<u>Total 4Q 2007</u>	<u>Oct.</u>	<u>Nov.</u>	<u>Dec.</u>	<u>Total 4Q 2006</u>	<u>Total 1Q 2007</u>	<u>Total 2Q 2007</u>	<u>Total 3Q 2007</u>
Adult family members or friends	79.1%	72.7%	81.3%	83.0%	77.6%	83.7%	83.8%	84.2%
Self Only	17.9%	26.0%	15.3%	12.9%	16.6%	11.4%	9.2%	9.8%
Children under 12 years of age	7.6%	4.9%	7.3%	10.1%	9.8%	15.8%	16.2%	19.7%
Business Associates	1.0%	0.0%	2.2%	1.0%	4.8%	4.0%	3.7%	2.1%
Grandchildren under 12 years of age	0.7%	0.0%	0.0%	2.0%	0.4%	0.6%	1.0%	0.9%

<u>Description of Travel Party*</u>	Business Hotel Guests							
	<u>Total 4Q 2007</u>	<u>Oct.</u>	<u>Nov.</u>	<u>Dec.</u>	<u>Total 4Q 2006</u>	<u>Total 1Q 2007</u>	<u>Total 2Q 2007</u>	<u>Total 3Q 2007</u>
Self Only	56.6%	59.8%	51.5%	59.6%	44.6%	47.2%	47.7%	56.0%
Business Associates	33.9%	30.4%	38.5%	32.0%	42.8%	43.2%	38.9%	30.1%
Adult family members or friends	9.3%	8.6%	9.5%	9.8%	12.1%	9.7%	13.7%	14.2%
Children under 12 years of age	1.6%	1.8%	2.7%	0.0%	2.6%	1.4%	2.8%	1.9%
Grandchildren under 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 2007

Place of Origin	Total 4Q 2007	Oct.	Nov.	Dec.	Total 4Q 2006	Total 1Q 2007	Total 2Q 2007	Total 3Q 2007
<u>Domestic</u>	88.1% (n=648)	91.5%	89.9%	82.7%	92.5% (n=677)	91.2% (n=664)	90.9% (n=667)	91.3% (n=674)
Florida	22.2% (n=163)	27.4%	18.8%	20.1%	24.8% (n=182)	16.4% (n=120)	24.4% (n=179)	30.7% (n=227)
Southeast	15.4% (n=113)	14.6%	17.4%	14.3%	14.9% (n=109)	17.6% (n=128)	16.0% (n=118)	16.2% (n=120)
Mid Atlantic	12.3% (n=91)	10.5%	13.5%	13.0%	12.1% (n=89)	15.2% (n=111)	14.3% (n=105)	13.5% (n=100)
Midwest	11.2% (n=82)	10.3%	13.0%	10.3%	18.0% (n=131)	16.9% (n=123)	12.4% (n=91)	12.4% (n=91)
New York	10.4% (n=77)	11.2%	10.5%	9.5%	8.3% (n=61)	9.4% (n=69)	9.3% (n=69)	7.8% (n=57)
New England	9.4% (n=69)	11.1%	10.2%	6.8%	6.6% (n=49)	9.2% (n=67)	6.9% (n=51)	5.5% (n=41)
Far West	7.2% (n=53)	6.4%	6.5%	8.5%	7.7% (n=56)	6.6% (n=48)	7.6% (n=56)	5.2% (n=38)
<u>International</u>	11.9% (n=87)	8.5%	10.1%	17.3%	7.5% (n=55)	8.8% (n=64)	9.1% (n=67)	8.7% (n=64)
Europe (net)	6.6% (n=48)	3.2%	5.2%	11.6%	3.7% (n=27)	3.7% (n=27)	4.6% (n=34)	3.0% (n=22)
- England/UK	3.7% (n=27)	1.7%	2.9%	6.7%	1.9% (n=14)	1.6% (n=12)	1.8% (n=13)	1.0% (n=7)
- Germany	0.8% (n=6)	0.7%	0.5%	1.1%	0.5% (n=3)	1.0% (n=7)	0.4% (n=3)	0.1% (n=1)
Latin America / Caribbean	2.1% (n=15)	2.0%	1.7%	2.5%	1.8% (n=13)	1.9% (n=14)	2.0% (n=15)	3.5% (n=26)
Canada	2.0% (n=15)	1.3%	2.0%	2.9%	1.0% (n=7)	2.7% (n=20)	1.4% (n=10)	1.0% (n=8)
Australia/Asia	0.8% (n=6)	1.5%	0.9%	0.0%	0.7% (n=5)	0.4% (n=3)	0.6% (n=5)	0.8% (n=6)
Africa	0.0% (n=0)	0.0%	0.0%	0.0%	0.0% (n=0)	0.0% (n=0)	0.4% (n=3)	0.0% (n=0)
Middle East	0.4% (n=3)	0.5%	0.4%	0.4%	0.3% (n=2)	0.0% (n=0)	0.0% (n=0)	0.3% (n=2)



Hotel Survey: 4th Quarter 2007

Pleasure Vs. Business By Selected Place of Origin	<u>Total</u> <u>4Q 2007</u>	<u>Oct.</u>	<u>Nov.</u>	<u>Dec.</u>	<u>Total</u> <u>4Q 2006</u>	<u>Total</u> <u>1Q 2007</u>	<u>Total</u> <u>2Q 2007</u>	<u>Total</u> <u>3Q 2007</u>
<u>Florida</u>	22.2%	27.4%	18.8%	20.1%	24.8%	16.4%	24.4%	30.7%
Business	14.6%	16.6%	13.9%	13.3%	20.0%	10.2%	13.6%	18.8%
Pleasure	7.6%	10.9%	4.9%	7.1%	4.8%	6.0%	10.3%	11.2%
<u>Southeast</u>	15.4%	14.6%	17.4%	14.3%	14.9%	17.6%	16.0%	16.2%
Business	12.9%	12.1%	15.5%	11.2%	12.2%	12.1%	10.8%	10.2%
Pleasure	2.4%	2.0%	2.0%	3.3%	2.6%	5.1%	5.3%	6.1%
<u>Mid Atlantic</u>	12.3%	10.5%	13.5%	13.0%	12.1%	15.2%	14.3%	13.5%
Business	6.7%	7.3%	8.2%	4.6%	8.1%	7.1%	6.1%	5.0%
Pleasure	5.6%	3.2%	4.9%	8.7%	3.7%	7.6%	8.0%	8.4%
<u>Midwest</u>	11.2%	10.3%	13.0%	10.3%	18.0%	16.9%	12.4%	12.4%
Business	7.1%	7.7%	8.2%	5.0%	13.7%	9.6%	7.5%	6.1%
Pleasure	3.8%	2.0%	4.9%	5.0%	4.2%	6.9%	4.8%	6.4%
<u>New York</u>	10.4%	11.2%	10.5%	9.5%	8.3%	9.4%	9.3%	7.8%
Business	4.9%	6.5%	4.1%	3.7%	4.4%	3.6%	3.1%	2.4%
Pleasure	5.6%	4.9%	6.1%	5.8%	3.8%	5.8%	6.1%	5.3%
<u>New England</u>	9.4%	11.1%	10.2%	6.8%	6.6%	9.2%	6.9%	5.5%
Business	4.8%	5.3%	6.5%	2.5%	4.0%	4.7%	3.1%	2.8%
Pleasure	4.6%	5.7%	3.7%	4.1%	2.6%	4.5%	3.7%	2.6%
<u>Far West</u>	7.2%	6.4%	6.5%	8.5%	7.7%	6.6%	7.6%	5.2%
Business	4.2%	2.8%	4.5%	5.4%	5.9%	4.1%	5.0%	1.4%
Pleasure	3.0%	3.6%	2.0%	2.9%	1.6%	2.5%	2.5%	3.8%