



**Report on Palm Beach County Tourism
Fiscal Year 2005/2006
(October 2005 – September 2006)**

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**Table 1
SUMMARY OF RESEARCH STATISTICS
FISCAL YEAR 2001/02 THROUGH FISCAL YEAR 2005/06**

| | 2001/02 | 2002/03 | 2003/04 | 2004/05 | 2005/06 | FY 05/06 CHANGE |
|--|--------------|--------------|--------------|--------------|--------------|-----------------|
| Estimated Hotel Guests | 2,027,895* | 2,261,391* | 2,236,415* | 2,150,112* | 2,238,230* | 88,118 |
| Visitor/Guest Multiplier ¹ | 2 | 2 | 2 | 2 | 2 | N/A |
| Estimated Number of Visitors | 4,055,790* | 4,522,782* | 4,472,830* | 4,300,224* | 4,476,460* | 176,236 |
| Estimated Hotel Guest Expenditures (In Millions) | \$1,355 | \$1,626 | \$1,400 | \$1,647 | \$1,659 | 12 |
| Money Spent Per Hotel Guest | \$668 | \$719 | \$626 | \$766 | \$741 | - 25 |
| Bed Tax Collections (Gross) | \$16,621,855 | \$17,330,095 | \$19,847,081 | \$22,511,343 | \$23,515,547 | 1,004,204 |
| Occupancy Rate | 64.1% | 65.7% | 70.9% | 76.0% | 71.2% | - 4.8 |
| Average Daily Room Rate ² | \$119.97 | \$125.45 | \$130.09 | \$148.86 | \$147.16 | - 1.7 |
| Available Room Night Inventory | 5,313,330* | 5,703,912* | 5,641,246* | 5,352,902*+ | 5,378,710* | 25,808 |
| Occupied Room Nights(FYTD) ³ | 3,405,845* | 3,742,427* | 4,003,012* | 4,057,276*+ | 3,829,804* | - 227,472 |
| Average Party Size | 2.3** | 2.2** | 2.1** | 2.1** | 2.1** | 0.0 |
| Nights in Hotel/Motel | 3.9 | 3.8 | 3.8 | 4.0 | 3.6 | - 0.4 |

* 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.

+ 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 2006

Introduction

- Profile Marketing Research was awarded the Palm Beach County Tourist Development Council's Tourism Study for Fiscal Year 2005/2006.
- 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 2005 and September 2006.
- The Fiscal Year 2005/2006 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 2005/2006, 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 2006 Summary

Occupancy Rates

- **The average occupancy rate among participating Palm Beach County hotels declined by 4.8 percentage points compared to the prior year (from 76.0% in FY 2004/05 to 71.2% in FY 2005/06).** (table 1, pg. 4)
 - **During FY 2005/06, the average occupancy rate fluctuated throughout the year with a low of 51.2% in September and a high of 87.1% in March.** (table 11, pg. 26)
- **Hotels in all three regions of Palm Beach County reported relatively comparable occupancy rates in FY 2005/06. (Central region – 72.4%, Northern region – 71.4% and Southern region – 70.1%).** (table 5, pg. 20)
 - **All three regions of Palm Beach County reported lower average occupancy rates compared to the prior fiscal year (Central – from 78.6% to 72.4%, a decline of 6.2 percentage points; Southern – from 74.0% to 70.1%, a decline of 3.9 percentage points; Northern – from 74.8% to 71.4%, a decline of 3.4 percentage points).** (table 5, pg. 20)
- **In FY 2005/06 smaller properties (50-100 rooms) reported an average occupancy rate (71.6%) at parity with larger properties (101+ rooms) (71.1%).** (table 5 pg. 20)
 - **Among both smaller (50-100 rooms) and larger properties (100 + rooms) occupancy rates declined compared to the prior fiscal year (Smaller properties – from 74.2% to 71.6%, a decrease of 2.6 percentage points; Larger properties – from 76.3% to 71.1%, a decrease of 5.2 percentage points).** (table 5, pg. 20)
- **The number of hotel room nights occupied by conference/convention groups in all participating Palm Beach County hotels decreased by 4.3% compared to the prior year (from 1,133,287 in FY 2004/05 to 1,084,738 in FY 2005/06), while the number of rooms nights occupied by conference/convention groups increased by 7.9% (from 670,000 to 723,190) at hotels designated as convention hotels.** (table 12, pg. 27)
- **An estimated 2,238,230* guests stayed at Palm Beach County hotels during FY 2005/06. This represents an increase of 4.1% compared to FY 2004/05 (2,150,112).** (table 17, pg. 32)
 - **Hotel visitors' estimated total expenditures during FY 2005/06 (~\$1.66 million) were comparable with the prior fiscal year (~\$1,65 million).** (table 17, pg.32)
 - **The estimated number of Palm Beach County visitors increased in FY 2005/06 (4,476,460) compared to FY 2004/05 (4,300,224).** (table 1, pg. 4)
- **Although the number of hotel guests increased, visitors stayed in area hotels/motels for fewer nights, on average, during FY 2005/06 (3.6 nights) compared to the prior fiscal year (4.0 nights), impacting the number of occupied rooms nights in FY 2005/06 (3,829,804 - a decline of 227,472 room nights compared to FY 2004/05, 4,057,276).** (table 1, pg. 4)

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



Fiscal Year 2006 Summary

Average Daily Room Rate (ADR)

- After steadily increasing in recent years, the Average Daily Room Rate leveled off in FY 2005/06 at \$147.16, comparable with the prior fiscal year (\$148.86) . (table 1, pg. 4)
- During FY 2005/06, the Average Daily Room Rate peaked in February (\$222.86) and plunged to its lowest level in August (\$100.37). (table 10, pg. 25)

Characteristics of Stay

- In FY 2005/06, the average party size* of surveyed PBC hotel guests was 2.1, as in the prior two fiscal years. (table 15, pg. 30)
- Surveyed hotels guests spent, on average, 3.6 nights in Palm Beach County hotels during FY 2005/06, slightly fewer than in the prior four fiscal years (3.9 in FY 2001/02, 3.8 in both FY 2002/03 and 2003/04 and 4.0 in FY 2004/05). (table 15, pg. 30)
- During FY 2005/06, business travelers comprised 60% of surveyed hotel guests, while leisure travelers comprised 32% of surveyed hotel guests. (table 15, pg. 30)

* 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 2006

Occupancy Rates

- **The average occupancy rate among Palm Beach County hotels for Fiscal Year 2005/2006 (FY 2005/06) was 71.2%. This represents a 4.8 percentage point decrease compared to FY 2004/05 (76.0%).** (table 18, pg. 34)
 - **Hotel occupancy rates across hotels of all sizes decreased in FY 2005/06 compared to the prior year. Occupancy rates among smaller hotels (50-100 rooms) decreased by 2.6 percentage points (from 74.2% to 71.6%) and occupancy rates among larger hotels (101+ rooms) decreased by 5.2 percentage points (from 76.3% to 71.1%).** (table 18 pg. 34)
 - **Smaller (50-100 rooms) and larger (101+ rooms) properties reported comparable occupancy rates in FY 2005/06 (71.6% smaller hotels, 71.1% larger hotels).** (table 18 pg. 34)
 - **During FY 2005/06 the occupancy rate was highest in March (87.1%) and lowest in September (51.2%).** (table 19 pg. 35)
- **In FY 2005/06, the average occupancy rates were relatively comparable across hotels in all three Palm Beach County geographic regions (72.4% in the Central region, 71.4% in the Northern region and 70.1% in the Southern region).** (table 18, pg. 34)
 - **Hotel occupancy rates declined in all three geographic regions compared to the last fiscal year (Central – from 78.6% to 72.4%, a decline of 6.2 percentage points; Southern – from 74.0% to 70.1%, a decline of 3.9 percentage points; Northern – from 74.8% to 71.4%, a decline of 3.4 percentage points).** (table 18 pg. 34)
- **The total number of room nights occupied in FY 2005/06 was 3,829,804* – 227,472 fewer than in the last fiscal year (4,057,276*).** (table 18, pg. 34)
- **Compared to one year ago, the percentage of group bookings remained at parity among all surveyed PBC hotels (28.0% in FY 2004/05 and 28.2% in FY 2005/06), and among hotels specifically designated as convention hotels (34.7% in FY 2004/05 and 33.8% in FY 2005/06).** (table 22 pg. 38)
- **The number of room nights occupied by group bookings in designated Palm Beach County convention hotels has been steadily increasing in recent years (631,017 in FY 2001/02, 631,493 in FY 2002/03, 647,721 in FY 2003/04, and 670,000 in FY 2004/05) and continued to increase in FY 2005/06 (723,190).** (table 22, pg. 38)
- **In FY 2005/06 hotel managers were asked to report the percentage of international guests staying at their properties. According to the hotel managers who responded, on average, 3.5% of hotel guests were from countries other than the US.** (table 25, pg. 41)
 - **Smaller properties (50-100 rooms) reported a higher percentage of international guests (5.6%) than larger properties (100 + rooms) (3.1%).** (table 25, pg. 41)
 - **Geographically, properties in the Southern region reported the highest percentage of international guests (4.6%), compared to 3.4% in the Central region and 1.4% in the Northern region.** (table 25, pg. 41)

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



Property Manager Survey: Fiscal Year 2006

Average Daily Room Rate (ADR)

- **Following steady increases seen in recent years, the Average Daily Room Rate (ADR) appears to have leveled off, remaining at parity in FY 2005/06 (\$147.16) with FY 2004/05 (\$148.86)** (table 20, pg. 36)
 - Larger properties (101 + rooms) reported an ADR of \$150.93. This is comparable to last fiscal year (\$151.39). (table 20, pg. 36)
 - Breaking the increasing trend observed in recent years, the ADR among smaller hotels (50-100 rooms) decreased by 6.6% (\$8.89) in FY 2005/06 compared to FY 2004/05 (from \$133.84 to \$124.95), (table 20, pg. 36)
 - In FY 2005/06, the ADR peaked in February (\$222.86) and dropped to its lowest in August (\$100.37). (table 21 pg. 37)



Hotel Visitor Survey Summary



Hotel Visitor Survey: Fiscal Year 2006

Characteristics of Stay

- During fiscal year 2005/06, the average party size among Palm Beach County hotel guests was 2.1, the average number of nights stayed in PBC hotels was 3.6, and the average number of rooms occupied per night was 1.3. (table 26, pg. 43)
- Three-in-five surveyed hotel guests were business travelers (60.1%), usually in Palm Beach County for a business meeting (52.1%). Vacationers represented approximately one-third (32.4%) of surveyed guests who visited Palm Beach County during fiscal year 2005/06. (table 26, pg. 43)
 - Compared with FY 2004/05, the percentage of business travelers increased from 56.3% to 60.1% (a 3.8 percentage point increase), while the percentage of leisure travelers decreased from 35.3% to 32.4% (a 2.9 percentage point decrease). (table 26, pg. 43)

Planning a Trip to Palm Beach County

- As seen in previous years, most surveyed hotel guests cited a 'work related trip' (58.5%) as the reason why they selected PBC over other destinations. (table 31, pg. 48)
 - Other frequently cited reasons for selecting Palm Beach County over other destinations were 'Visiting friends/relatives' (20.6%) and 'a previous trip' (9.8%). (table 31, pg. 48)
- First time visitors to Palm Beach County comprised 25.8% of surveyed hotel guests in FY 2005/06, at parity with FY 2004/05 (26.6%). (table 35, pg. 52)
- Most surveyed visitors continued to be short term planners, planning their trip to Palm Beach County one month or less in advance (56.9%), an increase of 4.2 percentage points compared to FY 2004/05 (52.7%). (table 32, pg. 49)
- The vast majority of surveyed visitors continued to report that Palm Beach County was the main destination of their trip in FY 2005/06 (91.1%), at parity with FY 2004/05 (91.4%). (table 35, pg. 52)

Booking a Trip to Palm Beach County

- The percentage of PBC visitors who used a Travel Agency to book any part of their trip to Palm Beach County remained unchanged compared to the previous fiscal year (24.4%). (table 34, pg. 51)
- Use of the Internet as a trip planning tool has been steadily increasing over recent years, reaching 47.8% in FY 2005/06. (table 34, pg. 51)
 - Surveyed guests who used the Internet to book part of the trip to PBC most often used it to book airfare (73.8%, a 2.7 percentage point decrease compared to FY 2004/05, 76.5%), hotel accommodations (60.4%, same as prior fiscal year) and/or rental cars (41.1%, a 3.2 percentage point decrease compared to FY 2004/05, 44.3%). (table 34, pg. 51)

* 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 2006

Visitor Expenditures

- During fiscal year 2005/06, surveyed visitors reported spending, on average, \$1,555 per party* during their trip to Palm Beach County - a 3.3% (\$53) decrease compared to the previous year (\$1,608). (table 27, pg. 44)
 - While average lodging expenditures increased compared to the prior year (from \$716 in FY 2004/05 to \$886 in FY 2005/06, a 23.7% increase), expenditures in all other categories declined. (table 27, pg. 44)
- Average per person expenditures also declined in FY 2005/06 (\$741) compared to FY 2004/05 (\$766) - a 3.3% (\$25) decrease, in proportion with average per party expenditures. (table 27 pg. 44)
- Although leisure parties continued to spend considerably more, on average, than business parties in FY 2005/06 (\$2,038, leisure, \$1,209 business), vacationers' per party expenditures decreased by 11.1% from FY 2004/05 (from \$2,293 to \$2,038), while business travelers' per party expenditures increased by 5.6% compared to FY 2004/05 (from \$1,145 to \$1,209). (table 28, pg. 45)
 - On average, vacationers continued to stay in Palm Beach County hotels longer than business travelers (4.3 nights, vacationers and 3.0 nights, business travelers) and also continued to come in larger parties (2.6 people, vacationers and 1.7 people, business travelers). (table 28, pg. 45)

Characteristics of Visit

- The most popular activity for Palm Beach County hotel guests surveyed in FY 2005/06 continued to be frequenting area restaurants (92.4%). Other popular activities included shopping (35.1%), going to the beach (26.5%), swimming (15.3%), going to Bars/Nightclubs (12.0%), playing golf/tennis (11.1%) and visiting Downtown West Palm Beach/City Place (10.3%). (table 36, pg. 53)
 - Popular activities that have declined in participation compared to last year include: going to the beach (from 35.0% in FY 2004/05 to 26.5% in FY 2005/06, an 8.5 percentage point decrease) and shopping (from 40.5% in FY 2004/05 to 35.1% in FY 2005/06, a 5.4 percentage point decrease). (table 36, pg. 53)

Likelihood to Return

- More than four-in-five hotel guests surveyed during FY 2005/06 stated that they have plans to return to PBC for another visit (81.2%). This is comparable to the prior fiscal year (81.7%). (table 33, pg. 50)
 - Most surveyed visitors who plan to visit PBC again plan to do so within the next year (65.2%). (table 33, pg. 50)
 - Only 3% of surveyed guests reported that they have no plans to visit PBC again in the future; most often due to 'no business in the area' (24.3%). (table 33, pg. 50).
 - In FY 2005/2006, surveyed visitors were asked about the influence of rising transportation costs on the decision to travel to Palm Beach County. According to 57.6% of respondents, rising costs of transportation due to rising fuel costs, would have little to no impact on the decision whether or not to visit Palm Beach County (rated 1 or 2 on a 5-point scale where 5 indicated a strong consideration and 1 indicated no consideration at all). Only 11.3% of surveyed guests reported that this would have a strong impact on their plans (rated 4 or 5). (table 35, pg.52)

* 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 2006

Likelihood to Return (Continued)

- When asked about the impact of generally increasing travel costs, just over one-half of surveyed hotel guests reported that this would have little to no impact on the decision to travel to Palm Beach County in the future (51.4% rated 1 or 2 on a 5-point scale where 5 indicated a strong consideration and 1 indicated no consideration at all). Approximately one-in-ten reported that generally increasing travel costs would have a strong impact on their future travel to PBC (11.4% rated 4 or 5). (table 35, pg.52)

Attitudes toward Palm Beach County – Likes/Dislikes About Trip

- **As seen in prior years, surveyed hotel guests continued to mention ‘climate/weather’ most frequently as what they liked best about their trip to Palm Beach County during the 2005/06 fiscal year (38.1%).** (table 37, pg. 54)
 - Other frequently mentioned factors contributing to visitor enjoyment in FY 2005/06 included ‘Beaches/Ocean’ (12.2%) and ‘Beautiful Area’ (6.4%). (table 37, pg. 54)
- **In FY 2005/06, surveyed visitors continued to mention ‘traffic/bad drivers’ as the aspect of Palm Beach County that they liked least (35.0%).** (table 38, pg. 55)
 - ‘Humidity/poor weather’ also continued to be cited frequently as a negative aspect of Palm Beach County in FY 2005/06 (18.9%). (table 38, pg. 55)
- **When asked what would make their next trip to Palm Beach County better, surveyed visitors most often mentioned a ‘longer stay’ (21.2%), ‘better weather’ (13.7%) and ‘Improve traffic/finish construction on I-95’ (9.3%).** (table 39, pg. 56)

Characteristics of Visitors

- **In terms of demographics, most surveyed hotel guests were White/Caucasian (92.4%), between the ages of 35 and 54 (54.7%), in professional/managerial occupations (62.3%), and with household incomes of \$100,000 or more (64.2%).** (table 40, pg. 57; table 41, pg. 58; table 42, pg. 59)
 - The percentage of surveyed hotel guests who reported occupations in the professional/managerial field has increased by 9.2 percentage points compared to the prior fiscal year (from 53.1% to 62.3%). (table 41, pg. 58)
- **Typically, most surveyed visitors were traveling with adult family members/friends (40.7%) or alone (32.7%).** (table 40, pg. 57)
- **The vast majority of surveyed hotel guests were domestic travelers in FY 2005/06 (91.0%), at parity with the prior year (90.7%).** (table 43, pg. 60)
- **Air travel continues to be the most popular method of transportation to Palm Beach County. During FY 2005/06, 79.1% of surveyed visitors traveled to Palm Beach County by air – a 4.4 percentage point increase compared to FY 2004/05 (74.7%).** (table 34, pg. 51)



Summary Tables



**Table 2
HOTEL OCCUPANCY IN PALM BEACH COUNTY
FISCAL YEAR 2001/02 THROUGH FISCAL YEAR 2005/06**

| FISCAL YEAR | HOTEL OCCUPANCY RATE | % POINT CHANGE FY TO FY | ROOM NIGHTS OCCUPIED | % CHANGE FY TO FY | AVAILABLE INVENTORY* | % CHANGE FY TO FY |
|-------------|----------------------|-------------------------|----------------------|-------------------|----------------------|-------------------|
| 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% |
| 2005/06 | 71.2% | - 4.8% | 3,829,804* | - 5.6% | 5,378,710* | 0.5% |

* 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

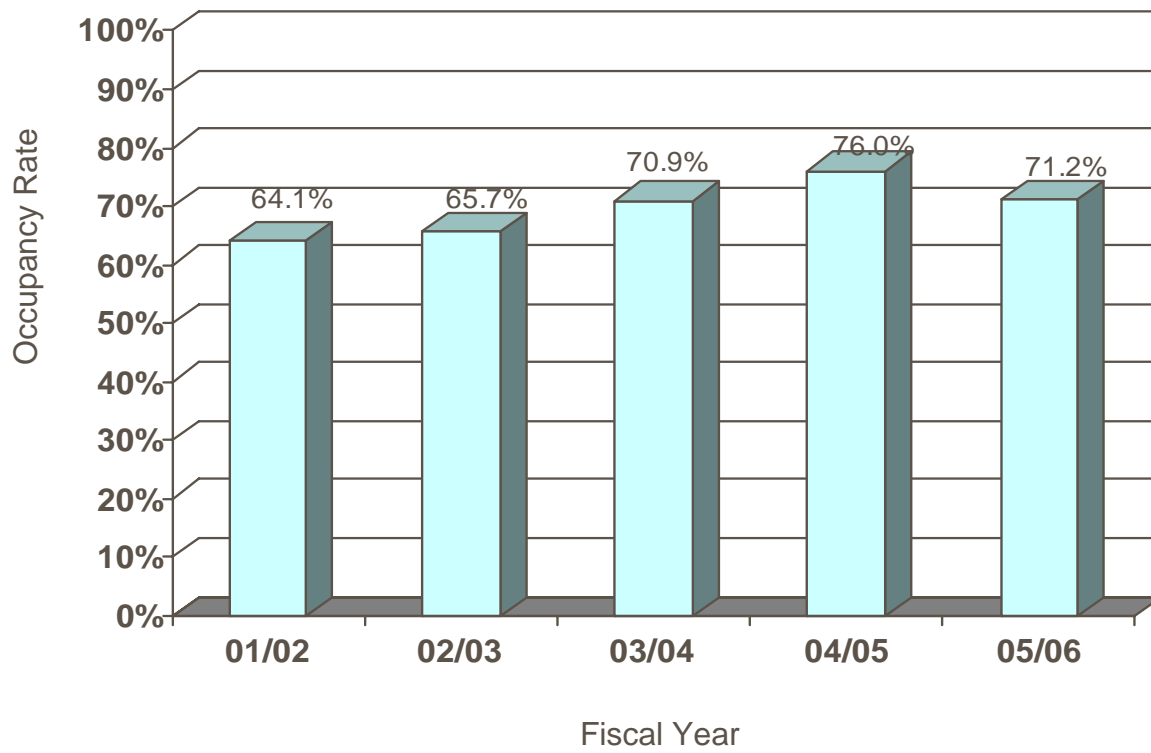
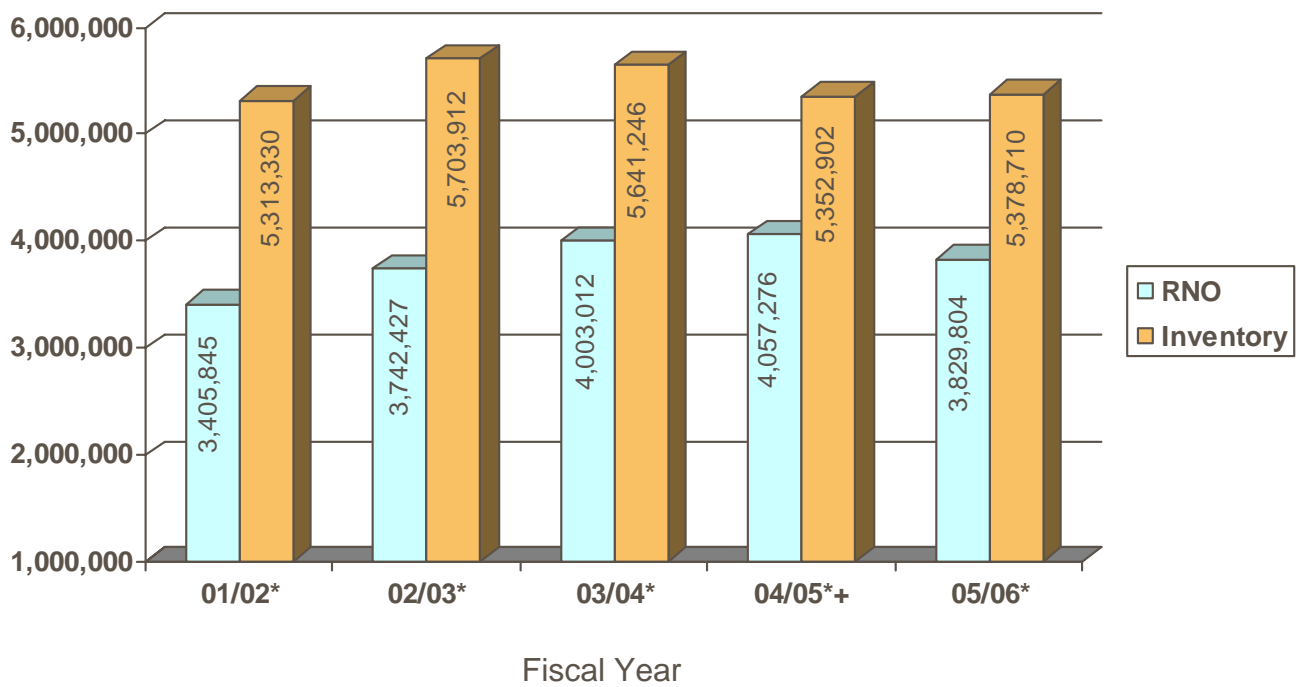




Table 4
Annual Number of Hotel Room Nights
Occupied (RNO) and Available Inventory



*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 2001/02 THROUGH FISCAL YEAR 2005/06 | | | | | |
|---|------------|------------|------------|-------------|------------|
| | 2001/02 | 2002/03 | 2003/04 | 2004/05 | 2005/06 |
| Total Occupancy Rate | 64.1% | 65.7% | 70.9% | 76.0% | 71.2% |
| Hotel Size | | | | | |
| 50 - 100 Rooms | 59.6% | 61.7% | 69.0% | 74.2% | 71.6% |
| 101 + Rooms | 65.3% | 66.5% | 71.5% | 76.3% | 71.1% |
| 101-219 Rooms | 64.5% | 64.7% | 72.2% | 78.2% | 71.2% |
| 220-500 Rooms | 65.5% | 66.7% | 70.4% | 74.0% | 71.8% |
| Region | | | | | |
| North | 64.2% | 60.6% | 68.4% | 74.8% | 71.4% |
| Central | 63.9% | 69.1% | 72.9% | 78.6% | 72.4% |
| South | 64.2% | 65.2% | 70.7% | 74.0% | 70.1% |
| Available Inventory | 5,313,330* | 5,703,912* | 5,641,246* | 5,352,902** | 5,378,710* |

*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.

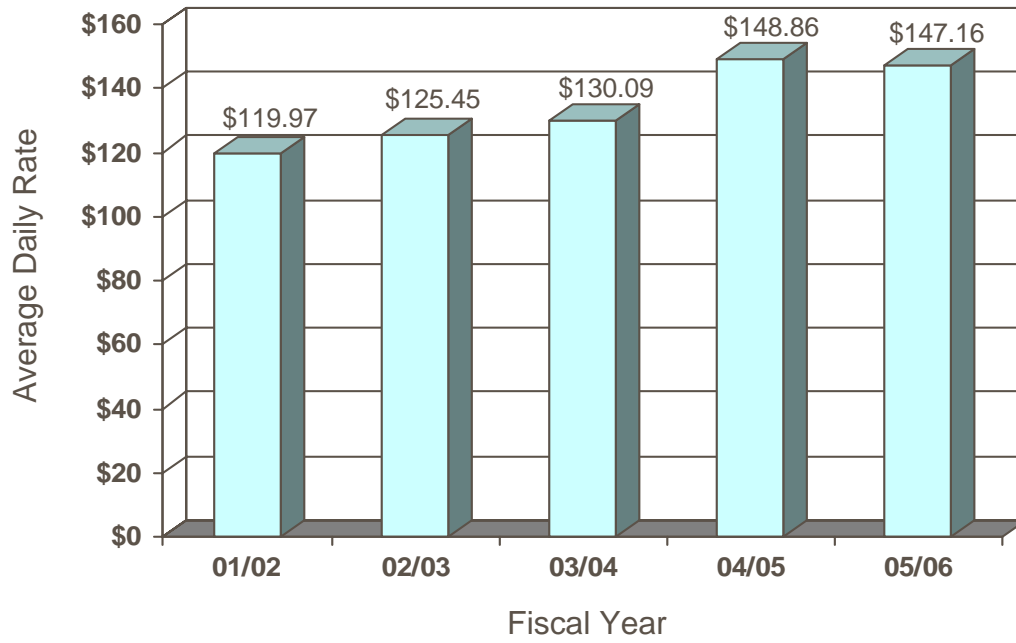


Table 6
AVERAGE DAILY ROOM RATE (ADR) IN PALM BEACH COUNTY
FISCAL YEAR 2001/02 THROUGH FISCAL YEAR 2005/06

| FISCAL YEAR | AVERAGE DAILY ROOM RATE | % CHANGE FY TO FY |
|--------------------|--------------------------------|--------------------------|
| 2001/02 | \$119.97 | - 0.1% |
| 2002/03 | \$125.45 | 4.6% |
| 2003/04 | \$130.09 | 3.7% |
| 2004/05 | \$148.86 | 14.4% |
| 2005/06 | \$147.16 | - 1.1% |



Table 7
Annual Average Daily Room Rate (ADR) Trends





**Table 8
Gross Lodging Revenues**

| Month | FY 2003 Gross Rentals | FY 2003 Gross Collections | FY 2004 Gross Rentals | FY 2004 Gross Collections | FY 2005 Gross Rentals | FY 2005 Gross Collections | FY 2006 Gross Rentals | FY 2006 Gross Collections |
|--|-----------------------------|---------------------------------|-----------------------------|---------------------------------|-----------------------------|---------------------------------|-----------------------------|---------------------------------|
| October | \$21,874,377.72 | \$776,223.66 | \$22,239,239.39 | \$805,137.66 | \$23,366,743.74 | \$864,187.90 | \$32,749,480.11 | \$1,039,385.87 |
| November | \$28,426,442.35 | \$1,045,485.54 | \$29,710,498.36 | \$1,150,135.00 | \$47,411,619.28 | \$1,629,501.98 | \$29,546,352.45 | \$1,071,431.96 |
| December | \$30,517,934.45 | \$1,170,770.00 | \$35,082,985.36 | \$1,355,438.11 | \$43,398,721.40 | \$1,673,537.99 | \$49,598,509.33 | \$1,878,267.79 |
| January | \$45,950,437.17 | \$1,742,219.25 | \$46,266,184.23 | \$1,735,076.67 | \$57,075,935.66 | \$2,208,263.86 | \$60,057,706.49 | \$2,307,616.18 |
| February | \$53,526,436.84 | \$2,076,029.91 | \$60,678,696.88 | \$2,402,847.90 | \$67,987,891.16 | \$2,615,053.95 | \$71,802,017.67 | \$2,773,092.62 |
| March | \$61,104,346.70 | \$2,374,437.88 | \$71,822,497.66 | \$2,858,433.28 | \$77,922,671.28 | \$3,103,119.60 | \$89,313,319.12 | \$3,490,044.53 |
| April | \$61,020,309.85 | \$2,346,458.96 | \$72,018,657.77 | \$2,809,648.11 | \$82,444,090.70 | \$3,181,774.76 | \$85,582,586.01 | \$3,291,238.57 |
| May | \$47,694,037.02 | \$1,824,847.58 | \$53,806,168.05 | \$2,097,578.95 | \$56,076,936.66 | \$2,182,436.22 | \$59,889,914.76 | \$2,352,605.80 |
| June | \$29,831,185.24 | \$1,149,752.15 | \$54,749,151.76 | \$1,323,965.31 | \$42,310,189.91 | \$1,497,308.97 | \$43,316,634.57 | \$1,666,578.72 |
| July | \$26,650,807.23 | \$985,141.17 | \$30,463,902.22 | \$1,190,828.37 | \$35,019,857.38 | \$1,345,748.67 | \$38,183,648.36 | \$1,466,735.27 |
| August | \$24,413,955.03 | \$928,351.04 | \$28,219,538.55 | \$1,156,451.75 | \$29,282,792.57 | \$1,105,729.33 | \$31,460,455.98 | \$1,138,400.64 |
| September | \$23,776,780.15 | \$910,377.90 | \$25,019,225.41 | \$961,539.68 | \$32,082,312.49 | \$1,104,679.55 | \$27,238,211.11 | \$1,040,149.07 |
| Total Fiscal | \$454,787,049.75 | \$17,330,095.04 | \$530,076,745.64 | \$19,847,080.79 | \$594,379,762.23 | \$22,511,342.78 | \$618,738,835.96 | \$23,515,547.02 |
| Season vs. Non-Season | | | | | | | | |
| Season (November – April) | \$280,545,907.36 | \$10,755,401.54 | \$315,579,520.26 | \$12,311,579.07 | \$376,240,929.48 | \$14,411,252.14 | \$385,900,491.07 | \$14,811,691.65 |
| Non – Season | \$174,241,142.39 | \$6,574,564.72 | \$214,497,225.38 | \$7,535,501.72 | \$218,138,832.75 | \$8,100,090.64 | \$232,838,344.89 | \$8,703,855.37 |
| Total Fiscal | \$454,787,049.75 | \$17,329,966.26 | \$530,076,745.64 | \$19,847,080.79 | \$594,379,762.23 | \$22,511,342.78 | \$618,738,835.96 | \$23,515,547.02 |
| Percentage of Season vs. Non-Season | | | | | | | | |
| Season (November – April) | 61.7% | 62.1% | 59.5% | 62.0% | 63.3% | 64.0% | 62.4% | 63.0% |
| Non - Season | 38.3% | 37.9% | 40.5% | 38.0% | 36.7% | 36.0% | 37.6% | 37.0% |



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

| Month: Industry (Collection) | 2001/02 | 2002/03 | 2003/04 | 2004/05 | 2005/06 |
|---|---------------------|---------------------|---------------------|---------------------|---------------------|
| September (October) | \$670,124 | \$776,224 | \$805,138 | \$864,188 | \$1,039,386 |
| October (November) | \$862,890 | \$1,045,486 | \$1,150,135 | \$1,629,502 | \$1,071,432 |
| November (December) | \$1,060,416 | \$1,170,770 | \$1,355,438 | \$1,673,538 | \$1,878,268 |
| December (January) | \$1,553,365 | \$1,742,219 | \$1,735,077 | \$2,208,264 | \$2,307,616 |
| January (February) | \$2,084,732 | \$2,076,030 | \$2,402,848 | \$2,615,054 | \$2,773,093 |
| February (March) | \$2,332,269 | \$2,374,438 | \$2,858,433 | \$3,103,120 | \$3,490,045 |
| March (April) | \$2,546,538 | \$2,346,459 | \$2,809,648 | \$3,181,775 | \$3,291,239 |
| April (May) | \$1,606,127 | \$1,824,848 | \$2,097,579 | \$2,182,436 | \$2,352,606 |
| May (June) | \$1,140,961 | \$1,149,752 | \$1,323,965 | \$1,497,309 | \$1,666,579 |
| June (July) | \$957,355 | \$985,141 | \$1,190,828 | \$1,345,749 | \$1,466,735 |
| July (August) | \$921,946 | \$928,351 | \$1,156,452 | \$1,105,729 | \$1,138,401 |
| August (September) | \$885,132 | \$910,378 | \$961,540 | \$1,104,680 | \$1,040,149 |
| Total Fiscal | \$16,621,855 | \$17,330,095 | \$19,847,081 | \$22,511,343 | \$23,515,547 |



| Table 10 | | | | | |
|---|----------------|----------------|----------------|----------------|----------------|
| MONTHLY AVERAGE DAILY ROOM RATE (ADR) TRENDS | | | | | |
| | 2001/02 | 2002/03 | 2003/04 | 2004/05 | 2005/06 |
| October | \$95.25 | \$106.99 | \$109.17 | \$121.60 | \$124.19 |
| November | \$103.47 | \$115.53 | \$127.25 | \$136.95 | \$145.99 |
| December | \$129.49 | \$136.57 | \$139.33 | \$143.42 | \$148.11 |
| January | \$156.04 | \$159.32 | \$168.69 | \$185.14 | \$185.46 |
| February | \$176.14 | \$175.88 | \$179.88 | \$216.02 | \$222.86 |
| March | \$172.77 | \$169.16 | \$181.38 | \$218.58 | \$199.94 |
| April | \$137.43 | \$144.46 | \$153.58 | \$180.44 | \$175.00 |
| May | \$110.04 | \$116.16 | \$112.80 | \$133.26 | \$135.32 |
| June | \$91.19 | \$101.05 | \$103.28 | \$111.03 | \$115.79 |
| July | \$88.15 | \$91.57 | \$96.55 | \$105.31 | \$107.91 |
| August | \$88.46 | \$92.41 | \$98.10 | \$103.20 | \$100.37 |
| September | \$91.26 | \$96.25 | \$91.10 | \$131.34 | \$104.98 |



Table 11
MONTHLY HOTEL OCCUPANCY RATE TRENDS

| | 2001/02 | 2002/03 | 2003/04 | 2004/05 | 2005/06 |
|-----------|---------|---------|---------|---------|---------|
| October | 54.3% | 59.2% | 61.7% | 84.5% | 61.2% |
| November | 59.6% | 60.8% | 67.0% | 80.8% | 82.3% |
| December | 58.4% | 59.4% | 64.0% | 74.0% | 73.8% |
| January | 69.0% | 71.3% | 74.2% | 84.0% | 79.7% |
| February | 81.4% | 81.7% | 88.8% | 91.1% | 86.3% |
| March | 79.7% | 81.4% | 88.4% | 89.9% | 87.1% |
| April | 71.1% | 72.0% | 79.7% | 79.1% | 73.6% |
| May | 62.9% | 65.6% | 67.5% | 68.5% | 70.8% |
| June | 61.1% | 63.7% | 67.7% | 70.0% | 68.9% |
| July | 60.0% | 60.8% | 66.9% | 64.6% | 62.1% |
| August | 59.7% | 60.5% | 63.7% | 62.0% | 57.0% |
| September | 52.0% | 51.9% | 61.5% | 62.9% | 51.2% |



**Table 12
HOTEL ROOM NIGHTS OCCUPIED BY GROUPS IN PALM BEACH COUNTY
FISCAL YEAR 2001/02 THROUGH FISCAL YEAR 2005/06**

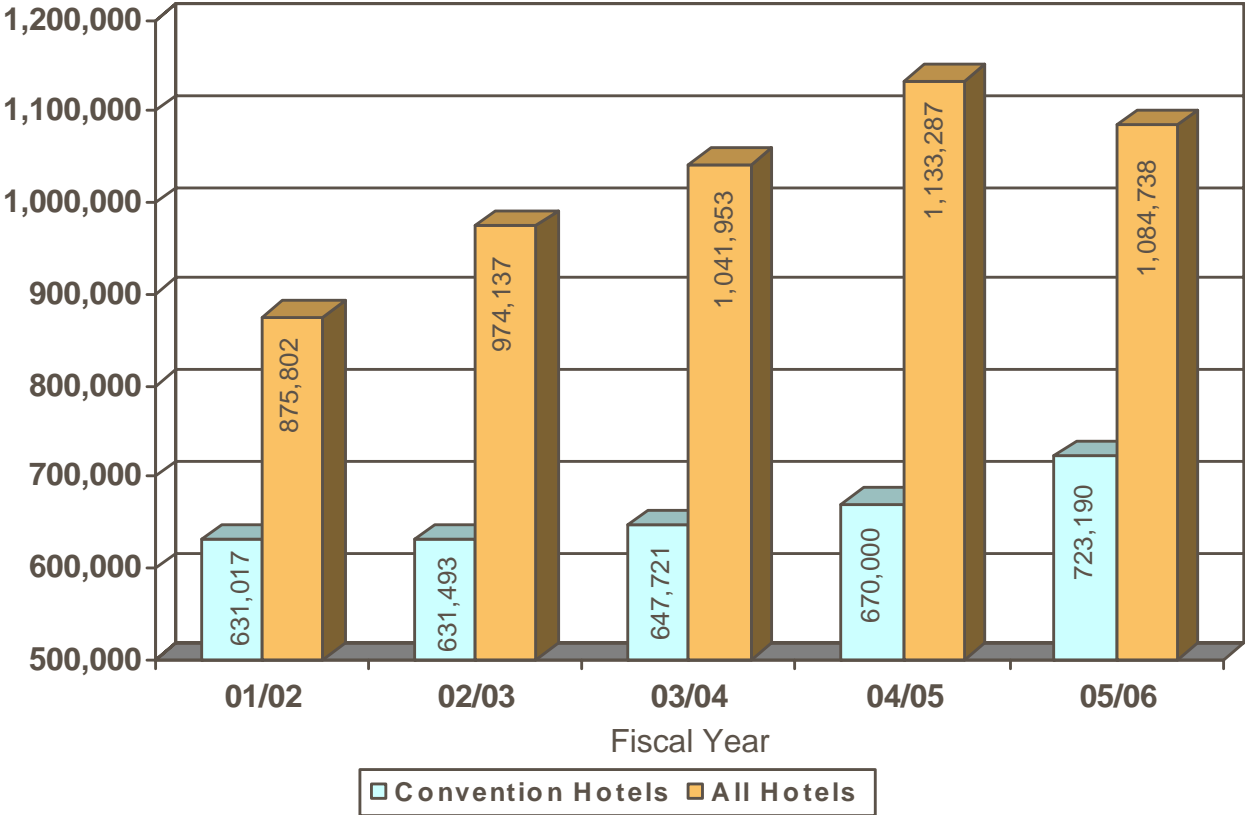
| FISCAL YEAR | TOTAL ROOM NIGHTS OCCUPIED | GROUP ROOM NIGHTS | % CHANGE FY TO FY | GROUP ROOM NIGHTS IN CONVEN. HOTELS | % CHANGE FY TO FY |
|--------------------|-----------------------------------|--------------------------|--------------------------|--|--------------------------|
| 2001/02 | 3,405,845* | 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% |
| 2005/06 | 3,829,804* | 1,084,738 | - 4.3% | 723,190 | 7.9% |

*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 | | | | | |
| | 2001/02 | 2002/03 | 2003/04 | 2004/05 | 2005/06 |
| October | 33.7% | 39.1% | 35.1% | 42.3% | 44.3% |
| November | 31.4% | 34.5% | 35.2% | 40.2% | 39.5% |
| December | 20.3% | 20.1% | 23.4% | 23.3% | 29.4% |
| January | 34.7% | 36.0% | 34.6% | 35.6% | 34.8% |
| February | 27.8% | 25.3% | 27.5% | 30.6% | 27.5% |
| March | 26.2% | 28.1% | 32.0% | 29.0% | 30.5% |
| April | 37.1% | 31.5% | 31.5% | 36.9% | 34.0% |
| May | 35.0% | 36.5% | 32.1% | 37.8% | 36.5% |
| June | 37.8% | 36.3% | 35.9% | 39.7% | 38.1% |
| July | 36.4% | 34.9% | 31.9% | 29.0% | 31.5% |
| August | 34.8% | 25.0% | 28.6% | 29.2% | 28.6% |
| September | 32.1% | 34.9% | 32.4% | 42.6% | 31.0% |



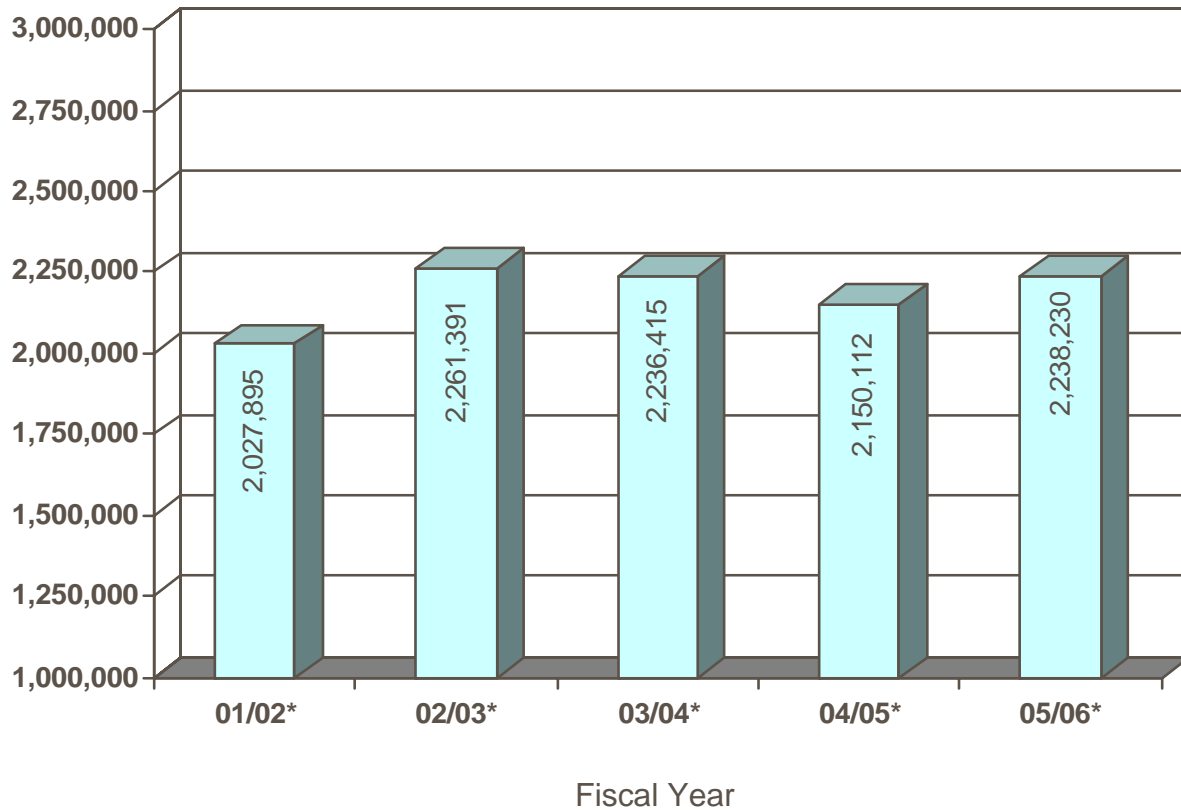
| Table 15 PRIMARY CHARACTERISTICS OF HOTEL GUESTS STAYING IN PALM BEACH COUNTY FISCAL YEAR 2001/02 THROUGH FISCAL YEAR 2005/06 | | | | | |
|---|-------------------|-------------------|-------------------|-------------------|-------------------|
| | 2001/02 | 2002/03 | 2003/04 | 2004/05 | 2005/06 |
| Estimated Number of Hotel Guests | 2,027,895+ | 2,261,391+ | 2,236,415+ | 2,150,112+ | 2,238,230+ |
| Average Party Size** | 2.3 | 2.2 | 2.1 | 2.1 | 2.1 |
| Nights in Hotel | 3.9 | 3.8 | 3.8 | 4.0 | 3.6 |
| Purpose of Visit | | | | | |
| Conference/Convention/ Business Meeting | 53% | 57% | 58% | 56% | 60% |
| - Business Meeting | 44% | 46% | 49% | 49% | 52% |
| - Conference/Convention | 7% | 10% | 7% | 7% | 6% |
| - Other Business | 1% | 1% | 1% | 1% | 2% |
| Vacation/Pleasure | 35% | 34% | 33% | 35% | 32% |
| Sports Event | 3% | 2% | 2% | 3% | 3% |
| Cultural Attraction | 1% | 1% | 1% | 1% | 0.4% |
| Other | 8% | 7% | 6% | 5% | 4.0% |

**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.

+ 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 2001/02 THROUGH FISCAL YEAR 2005/06

| FISCAL YEAR | HOTEL GUESTS | % CHANGE FY TO FY | EXPENDITURES | % CHANGE FY TO FY |
|-------------|--------------|-------------------|-----------------|-------------------|
| 2001/02 | 2,027,895* | - 6.8% | \$1,354,633,860 | - 8.5% |
| 2002/03 | 2,261,391 * | 11.5% | \$1,625,940,129 | 20.0% |
| 2003/04 | 2,236,415 * | - 1.1% | \$1,399,995,790 | - 13.9% |
| 2004/05 | 2,150,112 * | - 3.9% | \$1,646,985,792 | 17.6% |
| 2005/06 | 2,238,230* | 4.1% | \$1,658,528,430 | 0.7% |

* 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 2001/02 THROUGH 2005/06**

| | 2001/02 | 2002/03 | 2003/04 | 2004/05 | 2005/06 |
|--|------------|------------|------------|-------------|------------|
| Occupancy Rate | 64.1% | 65.7% | 70.9% | 76.0% | 71.2% |
| Occupancy Rate by Hotel Size | | | | | |
| 50 -100 Rooms | 59.6% | 61.7% | 69.0% | 74.2% | 71.6% |
| 101+ Rooms | 65.3% | 66.5% | 71.5% | 76.3% | 71.1% |
| 101-219 Rooms | 64.5% | 64.7% | 72.2% | 78.2% | 71.2% |
| 220-500 Rooms | 65.5% | 66.7% | 70.4% | 74.0% | 71.8% |
| Occupancy Rate by Geographic Region | | | | | |
| North | 64.2% | 60.6% | 68.4% | 74.8% | 71.4% |
| Central | 63.9% | 69.1% | 72.9% | 78.6% | 72.4% |
| South | 64.2% | 65.2% | 70.7% | 74.0% | 70.1% |
| Room Nights Occupied (FYTD) | 3,405,845* | 3,742,427* | 4,003,012* | 4,057,276** | 3,829,804* |
| Average Daily Room Rate (ADR) | \$119.97 | \$125.45 | \$130.09 | \$148.86 | \$147.16 |
| Percentage of Occupied Room Nights | | | | | |
| Leisure | 36.9% | 37.0% | 37.6% | 37.1% | 38.2% |
| Business | 35.9% | 35.7% | 36.4% | 34.8% | 33.5% |
| Conference/Convention | 27.2% | 27.4% | 26.0% | 28.0% | 28.2% |

* 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 2001/02 THROUGH 2005/06**

| | 2001/02 | 2002/03 | 2003/04 | 2004/05 | 2005/06 |
|------------------------|------------|------------|------------|-------------|------------|
| Room Inventory | 5,313,330* | 5,703,912* | 5,703,912* | 5,352,902** | 5,378,710* |
| Overall Occupancy Rate | 64.1% | 65.7% | 70.9% | 76.0% | 71.2% |
| October | 54.3% | 59.2% | 61.7% | 84.5% | 61.2% |
| November | 59.6% | 60.8% | 67.0% | 80.8% | 82.3% |
| December | 58.4% | 59.4% | 64.0% | 74.0% | 73.8% |
| January | 69.0% | 71.3% | 74.2% | 84.0% | 79.7% |
| February | 81.4% | 81.7% | 88.8% | 91.1% | 86.3% |
| March | 79.7% | 81.4% | 88.4% | 89.9% | 87.1% |
| April | 71.1% | 72.0% | 79.7% | 79.1% | 73.6% |
| May | 62.9% | 65.6% | 67.5% | 68.5% | 70.8% |
| June | 61.1% | 63.7% | 67.7% | 70.0% | 68.9% |
| July | 60.0% | 60.8% | 66.9% | 64.6% | 62.1% |
| August | 59.7% | 60.5% | 63.7% | 62.0% | 57.0% |
| September | 52.0% | 51.9% | 61.5% | 62.9% | 51.2% |
| Room Nights Occupied | 3,405,845* | 3,742,427* | 4,003,012* | 4,057,276** | 3,829,804* |

* 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 2001/02 THROUGH 2005/06

| | 2001/02 | 2002/03 | 2003/04 | 2004/05 | 2005/06 |
|-------------------------------|----------|----------|----------|----------|----------|
| Average Daily Room Rate (ADR) | \$119.97 | \$125.45 | \$130.09 | \$148.86 | \$147.16 |
| ADR by Hotel Size | | | | | |
| 50 -100 Rooms | \$85.82 | \$101.81 | \$113.55 | \$133.84 | \$124.95 |
| 101 + Rooms | \$128.20 | \$129.31 | \$133.63 | \$151.39 | \$150.93 |
| 101-219 Rooms | \$96.54 | \$93.57 | \$100.96 | \$116.52 | \$110.78 |
| 220-500 Rooms | \$123.74 | \$117.00 | \$131.40 | \$150.31 | \$158.11 |



**Table 21
AVERAGE DAILY ROOM RATE (ADR) BY MONTH AND FISCAL YEAR
FISCAL YEAR 2001/02 THROUGH 2005/06**

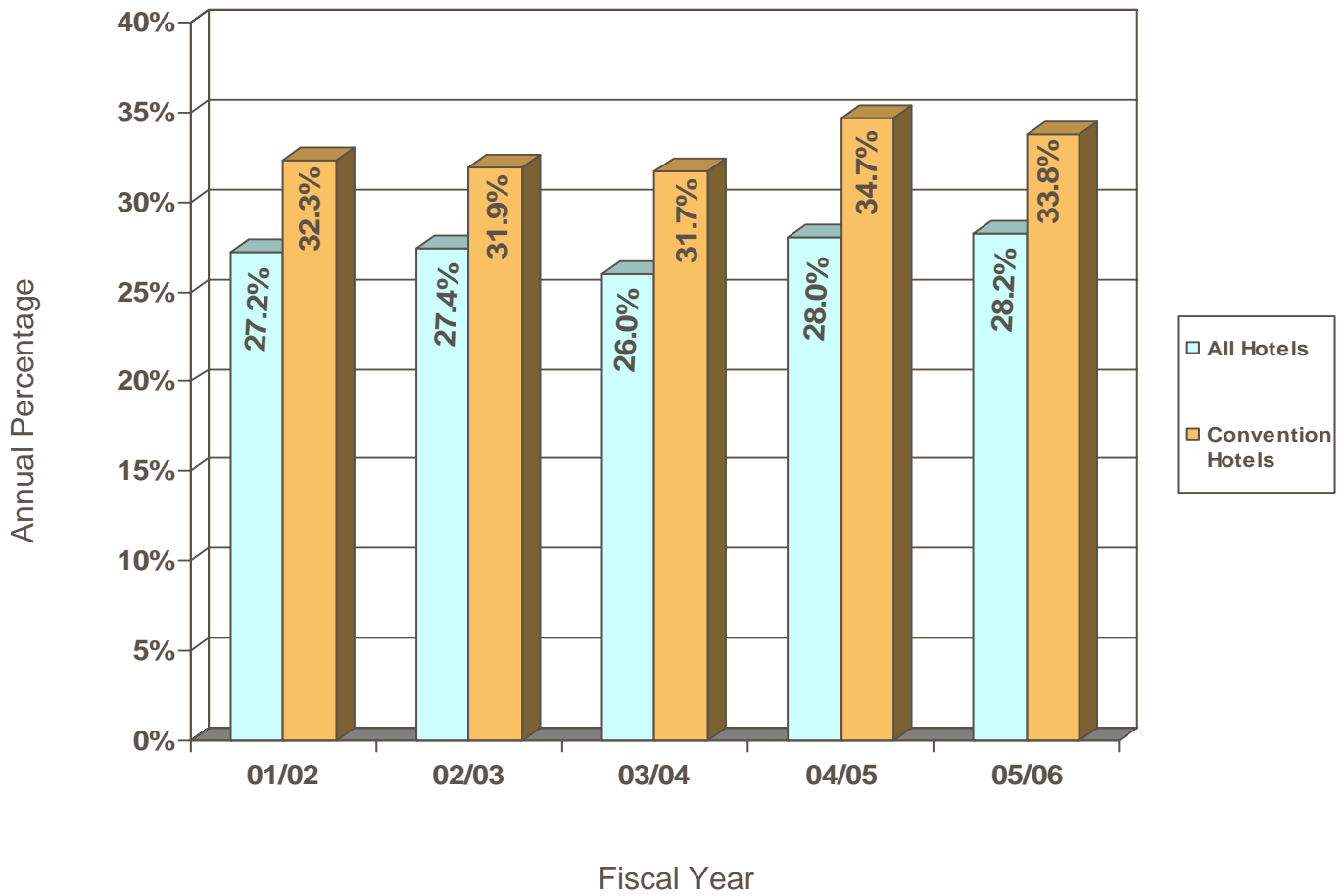
| | 2001/02 | 2002/03 | 2003/04 | 2004/05 | 2005/06 |
|-------------|----------|----------|----------|----------|----------|
| Overall ADR | \$119.97 | \$125.45 | \$130.09 | \$148.86 | \$147.16 |
| October | \$95.25 | \$106.99 | \$109.17 | \$121.60 | \$124.19 |
| November | \$103.47 | \$115.53 | \$127.25 | \$136.95 | \$145.99 |
| December | \$129.49 | \$136.57 | \$139.33 | \$143.42 | \$148.11 |
| January | \$156.04 | \$159.32 | \$168.69 | \$185.14 | \$185.46 |
| February | \$176.14 | \$175.88 | \$179.88 | \$216.02 | \$222.86 |
| March | \$172.77 | \$169.16 | \$181.38 | \$218.58 | \$199.94 |
| April | \$137.43 | \$144.46 | \$153.58 | \$180.44 | \$175.00 |
| May | \$110.04 | \$116.16 | \$112.80 | \$133.26 | \$135.32 |
| June | \$91.19 | \$101.05 | \$103.28 | \$111.03 | \$115.79 |
| July | \$88.15 | \$91.57 | \$96.55 | \$105.31 | \$107.91 |
| August | \$88.46 | \$92.41 | \$98.10 | \$103.20 | \$100.37 |
| September | \$91.26 | \$96.25 | \$91.10 | \$131.34 | \$104.98 |



| Table 22 GROUP BOOKINGS IN PALM BEACH COUNTY FISCAL YEAR 2001/02 THROUGH 2005/06 | | | | | |
|---|---------|---------|-----------|-----------|-----------|
| | 2001/02 | 2002/03 | 2003/04 | 2004/05 | 2005/06 |
| % Occupied by Groups in PBC | 27.2% | 27.4% | 26.0% | 28.0% | 28.2% |
| Room Nights Occupied by Groups in PBC | 875,802 | 974,137 | 1,041,953 | 1,133,287 | 1,084,738 |
| % Occupied by Groups in Convention Hotels | 32.3% | 31.9% | 31.7% | 34.7% | 33.8% |
| Room Nights Occupied by Groups in PBC Convention Hotels | 631,017 | 631,493 | 647,721 | 670,000 | 723,190 |



Table 23
Hotel Room Nights Occupied by Groups





**Table 24
Response Rates
FISCAL YEAR 2001/02 THROUGH 2005/06**

| Response Rates by Hotel Size | 2001/02 | 2002/03 | 2003/04 | 2004/05 | 2005/06 |
|--|----------------|----------------|----------------|----------------|----------------|
| 50 -100 Rooms | 46.4% | 67.3% | 58.6% | 56.6% | 50.6% |
| 101+ Rooms | 79.3% | 73.7% | 69.5% | 66.6% | 60.3% |
| 101-219 Rooms | 70.3% | 64.7% | 56.9% | 48.5% | 40.5% |
| 220-500 Rooms | 87.6% | 81.9% | 79.9% | 85.9% | 80.9% |
| Response Rates by Geographic Region | | | | | |
| North | 72.2% | 62.9% | 64.5% | 61.5% | 57.5% |
| Central | 76.4% | 75.9% | 67.7% | 68.1% | 59.2% |
| South | 78.8% | 74.6% | 69.7% | 64.7% | 59.9% |
| Overall Response Rate | 72.5% | 72.4% | 67.9% | 65.1% | 59.1% |



| Table 25 PERCENTAGE OF INTERNATIONAL GUESTS | |
|--|----------------|
| International Guests by Hotel Size | 2005/06 |
| 50 -100 Rooms | 5.6% |
| 101+ Rooms | 3.1% |
| 101-219 Rooms | 3.9% |
| 220-500 Rooms | 1.2% |
| International Guests by Geographic Region | |
| North | 1.4% |
| Central | 3.4% |
| South | 4.6% |
| Overall Percentage of International Guests | 3.5% |



Hotel Visitor Survey Tables



**Table 26
CHARACTERISTICS OF STAY AMONG HOTEL GUESTS**

| | 2001/02 | 2002/03 | 2003/04 | 2004/05 | 2005/06 | CHANGE |
|--|---------|---------|---------|---------|---------|--------|
| Visitors Staying in Hotels | | | | | | |
| Party Size* | 2.3 | 2.2 | 2.1 | 2.1 | 2.1 | 0.0 |
| Nights in County | 4.0 | 3.8 | 4.0 | 4.2 | 3.8 | - 0.4 |
| Nights in Hotel | 3.9 | 3.8 | 3.8 | 4.0 | 3.6 | - 0.4 |
| Rooms Per Night* | 1.3 | 1.3 | 1.3 | 1.3 | 1.3 | 0.0 |
| Reason for Trip | | | | | | |
| Conference/Convention/Business Meeting | 52.8% | 56.6% | 57.9% | 56.3% | 60.1% | 3.8 |
| - Business Meeting | 44.4% | 45.9% | 49.4% | 48.7% | 52.1% | 3.4 |
| - Conference/Convention | 7.1% | 9.9% | 7.1% | 7.0% | 6.3% | - 0.7 |
| - Other Business | 1.3% | 0.7% | 1.4% | 0.6% | 1.7% | 1.1 |
| Vacation/Pleasure | 35.3% | 33.7% | 33.2% | 35.3% | 32.4% | - 2.9 |
| Sporting Event | 2.8% | 1.5% | 1.7% | 2.8% | 3.1% | 0.3 |
| Cultural Attraction | 0.7% | 0.7% | 0.9% | 0.5% | 0.4% | - 0.1 |
| Film/TV Production | 0.4% | 0.2% | 0.3% | 0.0% | 0.0% | 0.0 |
| Other | 8.1% | 7.2% | 6.1% | 5.1% | 4.0% | - 1.1 |

*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.



**Table 27
VISITOR EXPENDITURES IN PALM BEACH COUNTY**

| | 2001/02 | 2002/03 | 2003/04 | 2004/05 | 2005/06 | CHANGE |
|---|---------|---------|---------|---------|---------|--------|
| Average Expenditures Per Visit* | | | | | | |
| Lodging | \$605 | \$585 | \$600 | \$716 | \$886 | 170 |
| Restaurant/Bar | \$402 | \$395 | \$315 | \$392 | \$335 | - 57 |
| Gifts/Shopping | \$242 | \$293 | \$163 | \$224 | \$133 | - 91 |
| Entertainment/Recreation | \$113 | \$125 | \$84 | \$84 | \$50 | - 34 |
| Local Travel | \$176 | \$182 | \$152 | \$192 | \$151 | - 41 |
| Total Per Party | \$1,537 | \$1,581 | \$1,315 | \$1,608 | \$1,555 | - 53 |
| Average Expenditures Per Person Per Day (based on average number of persons per party) | | | | | | |
| Total Per Person | \$668 | \$719 | \$626 | \$766 | \$741 | - 25 |
| Total Per Person/Per Day | \$171 | \$189 | \$165 | \$191 | \$206 | 15 |
| Lodging | \$67 | \$70 | \$75 | \$85 | \$117 | 32 |
| Restaurant/Bar | \$45 | \$47 | \$40 | \$47 | \$44 | - 3 |
| Gifts/Shopping | \$27 | \$35 | \$20 | \$27 | \$18 | - 9 |
| Entertainment/Recreation | \$13 | \$15 | \$10 | \$10 | \$7 | - 3 |
| Local Travel | \$20 | \$22 | \$19 | \$23 | \$20 | - 3 |

* Starting in October 2005, Side Trips were excluded from computation of visitors expenditures (no longer asked on survey). Prior data shown has been recalculated to reflect this change.



**Table 28
HOTEL VISITOR EXPENDITURES IN PALM BEACH COUNTY BY PURPOSE OF THE VISIT**

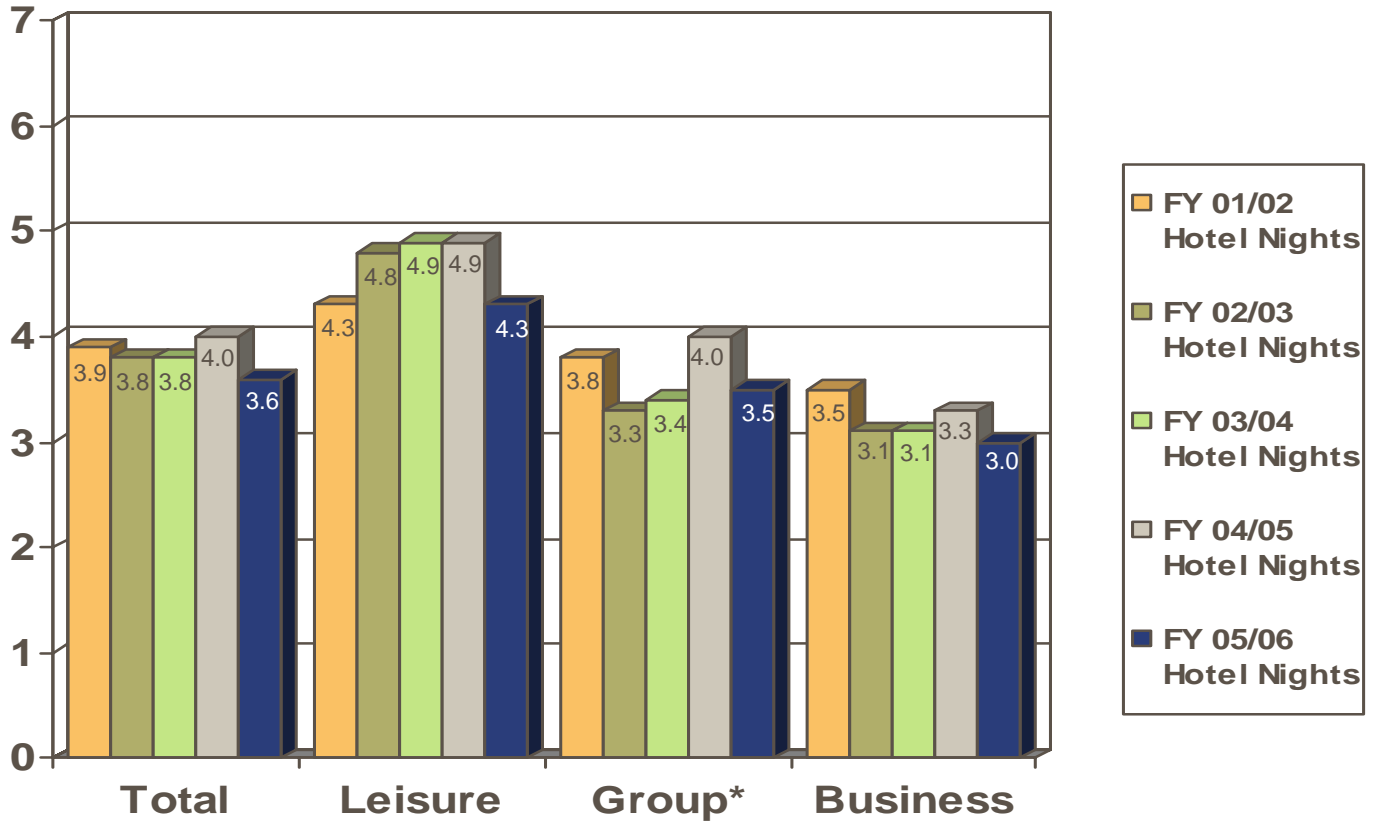
| | 2001/02 | | | | | 2002/2003 | | | | | 2003/2004 | | | | | 2004/2005 | | | | | 2005/2006 | | | | |
|-----------------------|---------|---------|---------|---------|-------|-----------|---------|---------|---------|-------|-----------|---------|-------|---------|-------|-----------|---------|---------|---------|-------|-----------|---------|---------|---------|---------|
| | 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* | 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 | 2.6 | 1.9 | 1.7 | 2.7 | 2.5 |
| Nights in Hotel/Motel | 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 | 4.3 | 3.5 | 3.0 | 4.8 | 3.6 |
| Expenditures | | | | | | | | | | | | | | | | | | | | | | | | | |
| Lodging | \$654 | \$657 | \$543 | \$676 | \$326 | \$773 | \$581 | \$456 | \$599 | \$234 | \$784 | \$564 | \$487 | \$742 | \$290 | \$951 | \$760 | \$551 | \$961 | \$382 | \$1,101 | \$1,008 | \$708 | \$1,147 | \$731 |
| Restaurant/Bar | \$469 | \$304 | \$347 | \$520 | \$120 | \$552 | \$376 | \$295 | \$383 | \$134 | \$461 | \$343 | \$223 | \$480 | \$163 | \$554 | \$328 | \$290 | \$664 | \$166 | \$400 | \$315 | \$279 | \$504 | \$385 |
| Gifts/Shopping | \$370 | \$106 | \$151 | \$316 | \$74 | \$557 | \$155 | \$171 | \$158 | \$98 | \$314 | \$136 | \$87 | \$201 | \$108 | \$421 | \$200 | \$99 | \$432 | \$67 | \$280 | \$130 | \$54 | \$230 | \$112 |
| Entertainment/Rec. | \$155 | \$46 | \$88 | \$128 | \$29 | \$202 | \$152 | \$71 | \$320 | \$18 | \$118 | \$109 | \$62 | \$57 | \$28 | \$127 | \$88 | \$46 | \$308 | \$0 | \$86 | \$39 | \$33 | \$86 | \$101 |
| Local Travel | \$206 | \$125 | \$158 | \$172 | \$46 | \$269 | \$139 | \$136 | \$149 | \$24 | \$211 | \$143 | \$115 | \$189 | \$70 | \$240 | \$132 | \$158 | \$448 | \$84 | \$172 | \$77 | \$135 | \$115 | \$155 |
| Total Per Party | \$1,853 | \$1,239 | \$1,285 | \$1,812 | \$594 | \$2,352 | \$1,403 | \$1,128 | \$1,607 | \$508 | \$1,887 | \$1,295 | \$973 | \$1,669 | \$658 | \$2,293 | \$1,508 | \$1,145 | \$2,813 | \$698 | \$2,038 | \$1,568 | \$1,209 | \$2,083 | \$1,483 |
| Total Per Person | \$713 | \$563 | \$676 | \$671 | \$248 | \$905 | \$610 | \$627 | \$459 | \$231 | \$726 | \$617 | \$573 | \$759 | \$329 | \$882 | \$718 | \$674 | \$1,082 | \$304 | \$784 | \$825 | \$711 | \$772 | \$593 |
| Total Per Person/Day | \$166 | \$148 | \$193 | \$168 | \$118 | \$188 | \$185 | \$202 | \$102 | \$115 | \$148 | \$181 | \$185 | \$185 | \$132 | \$180 | \$180 | \$204 | \$200 | \$127 | \$182 | \$236 | \$237 | \$161 | \$165 |

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

** Starting in October 2005, Side Trips were excluded from computation of visitors expenditures (no longer asked on survey). Prior data shown has been recalculated to reflect this change.



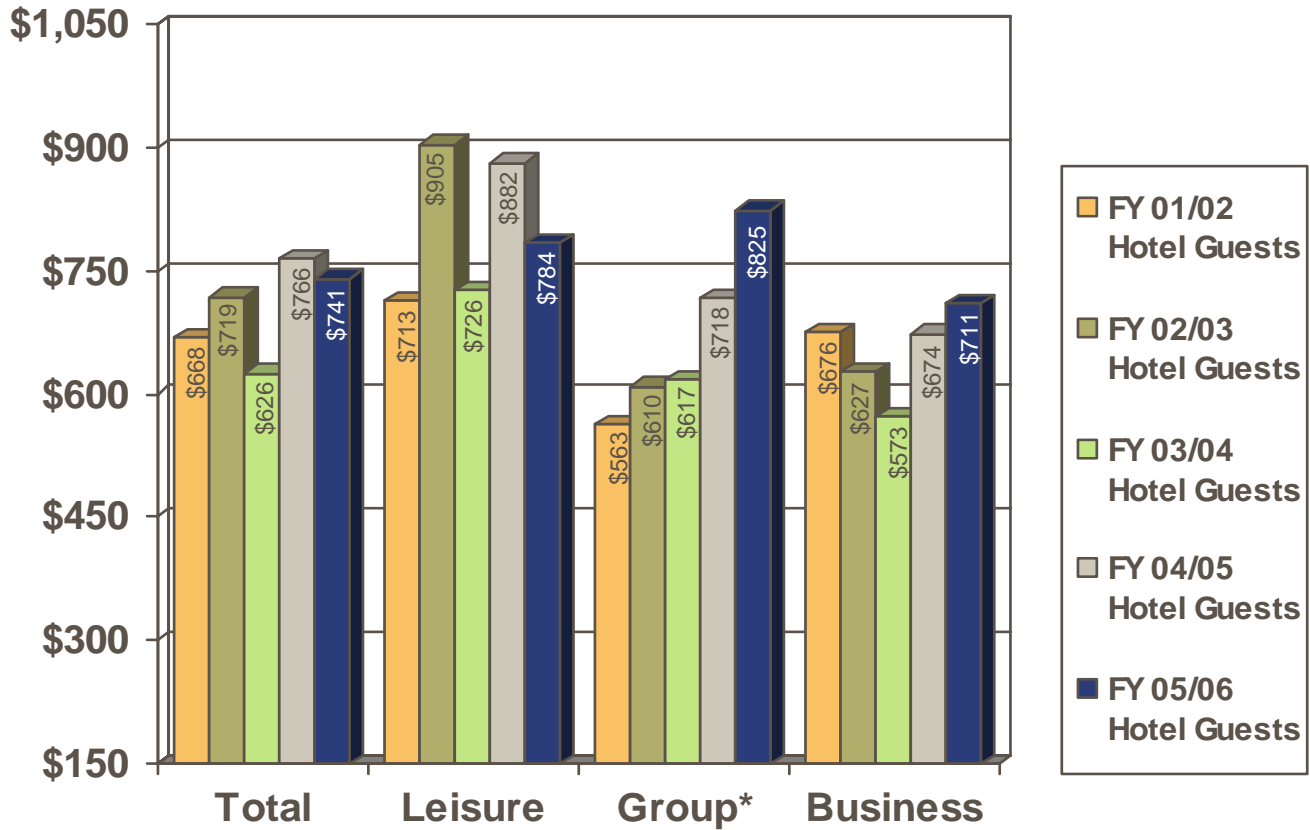
Table 29
Average Number of Hotel Nights by Traveler Group



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



Table 30
Per Person Hotel Guest Expenditures by Traveler Group



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

** Starting in October 2005, Side Trips were excluded from computation of visitors expenditures (no longer asked on survey). Prior data shown has been recalculated to reflect this change.



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

| | 2001/02 | 2002/03 | 2003/04 | 2004/05 | 2005/06 | CHANGE |
|---|---------|---------|---------|---------|---------|--------|
| Reasons for Selecting PBC over other destinations* | | | | | | |
| Work Related Trip | 53.4% | 57.2% | 57.2% | 56.3% | 58.5% | 2.2 |
| Visit Friends/Relatives | 22.6% | 21.8% | 23.2% | 21.4% | 20.6% | - 0.8 |
| Previous visit | 10.6% | 12.1% | 12.2% | 13.3% | 9.8% | - 3.5 |
| Convenient Flights | 5.8% | 4.3% | 6.7% | 5.1% | 7.4% | 2.3 |
| Weather | 8.6% | 8.7% | 11.2% | 6.1% | 7.2% | 1.1 |
| Special Event | 9.8% | 9.5% | 12.0% | 11.8% | 5.6% | - 6.2 |
| Beaches | 8.5% | 6.5% | 9.2% | 5.0% | 4.4% | - 0.6 |
| Golf/Tennis/Recreation | 3.9% | 2.6% | 3.5% | 3.4% | 3.2% | - 0.2 |
| Friends/Relatives recommendation | 14.9% | 14.9% | 15.8% | 14.2% | 3.1% | - 11.1 |
| Attend a Sporting Event | 2.3% | 1.4% | 1.8% | 2.2% | 1.8% | - 0.4 |
| Arts or Cultural Event | 2.2% | 2.4% | 1.7% | 1.5% | 1.0% | - 0.5 |
| Hotel Brochures/Websites | 2.7% | 2.1% | 3.0% | 3.3% | 0.9% | - 2.4 |
| Other Internet sources | 4.3% | 3.1% | 5.4% | 4.1% | 0.7% | - 3.4 |
| Compete in Sports Event/Competition | 2.0% | 0.8% | 1.3% | 1.0% | 0.7% | - 0.3 |
| Attraction Brochures/Website | 1.3% | 1.0% | 1.3% | 1.0% | 0.6% | - 0.4 |
| Spring Training | 0.8% | 0.4% | 0.3% | 0.7% | 0.5% | - 0.2 |
| Travel Agency | 2.1% | 1.7% | 1.9% | 1.3% | 0.2% | - 1.1 |
| Bus Tour | N/A | N/A | N/A | N/A | 0.2% | N/A |
| Spanish Language Media | N/A | N/A | N/A | N/A | 0.1% | N/A |
| Media Coverage | 2.9% | 2.7% | 3.1% | 2.0% | 0.1% | - 1.9 |
| PBC-CVB | 0.9% | 0.7% | 1.5% | 0.7% | 0.1% | - 0.6 |
| County State Tourist Agency | 0.5% | 0.1% | 0.3% | 0.3% | 0.0% | - 0.3 |
| Other | 15.7% | 12.9% | 9.4% | 11.1% | 4.7% | - 6.4 |

*Multiple responses accepted



**Table 32
PLANNING THE TRIP TO PALM BEACH COUNTY**

| | 2001/02 | 2002/03 | 2003/04 | 2004/05 | 2005/06 | CHANGE |
|-------------------------------|---------|---------|---------|---------|---------|--------|
| Who Made the Decision* | | | | | | |
| Employer | 44.3% | 49.1% | 50.0% | 50.4% | 58.2% | 7.8 |
| Head of Household/Other Adult | 53.7% | 48.8% | 48.2% | 47.5% | 36.0% | - 11.5 |
| Family Living in PBC | N/A | N/A | N/A | N/A | 6.2% | N/A |
| Children influenced decision | 2.1% | 2.1% | 1.8% | 2.1% | 1.6% | - 0.5 |
| Advanced Planning | | | | | | |
| One Month or Less | 48.7% | 50.9% | 53.6% | 52.7% | 56.9% | 4.2 |
| Two to Three Months | 26.3% | 20.0% | 21.5% | 22.6% | 22.9% | 0.3 |
| More than Three Months | 25.0% | 29.1% | 24.8% | 24.7% | 20.2% | - 4.5 |

* Starting in October 2005, multiple responses were accepted for the question "Who made the decision to come to PBC?". Also, the options "Female head of household, Male head of household and other traveling companion were merged into "Head of household/Other Adult" and the option "Family living in PBC was added".



**Table 33
CHARACTERISTICS OF THE VISIT**

| | 2001/02 | 2002/03 | 2003/04 | 2004/05 | 2005/06 | CHANGE |
|--|---------|---------|---------|---------|---------|--------|
| <u>Plan to Return to PBC</u> | | | | | | |
| Yes | 77.4% | 76.8% | 82.6% | 81.7% | 81.2% | - 0.5 |
| No | 4.5% | 3.5% | 2.6% | 3.5% | 3.0% | - 0.5 |
| Don't Know | 18.1% | 19.7% | 14.8% | 14.8% | 15.8% | 1.0 |
| If no, why not? * | | | | | | |
| No business in the area | N/A | N/A | N/A | N/A | 24.3% | N/A |
| Going to other places/I like changing destinations | N/A | N/A | N/A | N/A | 9.8% | N/A |
| Other | N/A | N/A | N/A | N/A | 27.4% | N/A |
| No reason/No answer | N/A | N/A | N/A | N/A | 38.7% | N/A |
| <u>When do you plan on returning to PBC?</u> | | | | | | |
| Within the next 3 months | 31.2% | 33.0% | 31.9% | 29.7% | 33.4% | 3.7 |
| Within the next 6 months | 13.7% | 14.8% | 14.8% | 13.5% | 10.4% | - 3.1 |
| Within the next year | 29.7% | 27.1% | 22.6% | 25.0% | 21.4% | - 3.6 |
| Within the next few years | 15.9% | 9.9% | 10.7% | 9.8% | 7.0% | - 2.8 |
| Don't Know | 9.5% | 15.1% | 20.0% | 21.9% | 27.8% | 5.9 |

*Multiple responses accepted Question added in May 2006.



**Table 34
CHARACTERISTICS OF THE VISIT**

| | 2001/02 | 2002/03 | 2003/04 | 2004/05 | 2005/06 | CHANGE |
|--|---------|---------|---------|---------|---------|--------|
| <u>Booked with Travel Agency</u> | | | | | | |
| Yes | 29.5% | 28.2% | 29.3% | 24.4% | 24.4% | 0.0 |
| No | 70.5% | 71.8% | 70.7% | 75.6% | 75.6% | 0.0 |
| <u>Visit was part of a package (that may have included airfare, lodging, meals, rental car, etc..)</u> | | | | | | |
| Yes | 10.7% | 7.0% | 9.9% | 10.1% | 10.0% | - 0.1 |
| No | 89.3% | 93.0% | 90.1% | 89.9% | 90.0% | 0.1 |
| <u>Booked any part of this trip using the internet</u> | | | | | | |
| Yes | 34.2% | 35.6% | 42.0% | 43.8% | 47.8% | 4.0 |
| No | 65.8% | 64.4% | 58.0% | 56.2% | 52.2% | - 4.0 |
| <u>Areas Booked Using Internet (among those who used the internet)*</u> | | | | | | |
| Air | 72.0% | 73.7% | 74.1% | 76.5% | 73.8% | - 2.7 |
| Hotel | 56.9% | 63.0% | 59.9% | 60.4% | 60.4% | 0.0 |
| Car Rental | 34.7% | 40.4% | 41.7% | 44.3% | 41.1% | - 3.2 |
| Tickets to Event | 2.0% | 1.5% | 1.8% | 1.1% | 1.4% | 0.3 |
| Other | 6.2% | 2.3% | 2.2% | 2.5% | 5.6% | 3.1 |
| <u>Type of Transportation**</u> | | | | | | |
| Airplane | N/A | 70.8% | 75.3% | 74.7% | 79.1% | 4.4 |
| Car | N/A | 28.7% | 23.9% | 24.9% | 26.2% | 1.3 |
| Other | N/A | 0.5% | 0.9% | 0.4% | 0.9% | 0.5 |

* Multiple responses accepted. ** Multiple responses accepted starting in October 2005.



**Table 35
CHARACTERISTICS OF THE VISIT**

| | 2001/02 | 2002/03 | 2003/04 | 2004/05 | 2005/06 | CHANGE |
|---|---------|---------|---------|---------|---------|--------|
| <u>Influence of increasing fuel costs</u> | | | | | | |
| 5 – Strong consideration | N/A | N/A | N/A | N/A | 5.7% | N/A |
| 4 | N/A | N/A | N/A | N/A | 5.6% | N/A |
| 3 | N/A | N/A | N/A | N/A | 10.7% | N/A |
| 2 | N/A | N/A | N/A | N/A | 6.9% | N/A |
| 1 – No consideration at all | N/A | N/A | N/A | N/A | 50.7% | N/A |
| I don't make the decision | N/A | N/A | N/A | N/A | 20.4% | N/A |
| <u>Influence of generally increasing travel costs *</u> | | | | | | |
| 5 – Strong consideration | N/A | N/A | N/A | N/A | 5.0% | N/A |
| 4 | N/A | N/A | N/A | N/A | 6.4% | N/A |
| 3 | N/A | N/A | N/A | N/A | 12.1% | N/A |
| 2 | N/A | N/A | N/A | N/A | 7.5% | N/A |
| 1 – No consideration at all | N/A | N/A | N/A | N/A | 43.9% | N/A |
| I don't make the decision | N/A | N/A | N/A | N/A | 25.1% | N/A |
| <u>Main Destination</u> | | | | | | |
| Palm Beach County | 82.8% | 86.7% | 90.1% | 91.4% | 91.1% | - 0.3 |
| Ft. Lauderdale | 5.3% | 3.2% | 3.6% | 3.8% | 4.2% | 0.4 |
| <u>First Trip to PBC</u> | 29.4% | 27.8% | 28.5% | 26.6% | 25.8% | - 0.8 |

* Question added in May 2006.



| Table 36 CHARACTERISTICS OF THE VISIT | 2001/02 | 2002/03 | 2003/04 | 2004/05 | 2005/06 | CHANGE |
|--|----------------|----------------|----------------|----------------|----------------|---------------|
| <u>Participation in Specific Activities *</u> | | | | | | |
| Restaurants | 80.5% | 86.2% | 92.7% | 94.5% | 92.4% | - 2.1 |
| Shopping | 43.5% | 41.8% | 39.2% | 40.5% | 35.1% | - 5.4 |
| Went to Beach | 42.1% | 37.4% | 30.8% | 35.0% | 26.5% | - 8.5 |
| Swimming | 17.3%** | 14.7%** | 9.8%** | 10.2%** | 15.3% | 5.1 |
| Bars/Nightclubs | 19.3% | 14.1% | 15.3% | 14.4% | 12.0% | - 2.4 |
| Golf, Tennis | 12.0% | 10.8% | 11.2% | 12.5% | 11.1% | - 1.4 |
| Visited Downtown West Palm Beach/City Place | 28.5% | 24.2% | 14.5% | 11.4% | 10.3% | - 1.1 |
| Visited Downtown Delray Beach Attractions | 11.8% | 11.8% | 9.5% | 9.8% | 7.2% | - 2.6 |
| Visited Mizner Park – Boca Raton | 11.4% | 12.7% | 10.2% | 8.7% | 7.1% | - 1.6 |
| Museums, Art galleries | 4.7% | 4.5% | 3.7% | 3.7% | 3.8% | 0.1 |
| Visited Wildlife Refuge | 3.1% | 2.9% | 2.4% | 3.0% | 3.1% | 0.1 |
| Attractions | 3.8% | 2.9% | 3.3% | 3.8% | 2.7% | - 1.1 |
| Attended a Sporting Event | 2.6% | 2.0% | 1.8% | 1.6% | 2.2% | 0.6 |
| Boating | 17.3%** | 14.7%** | 9.8%** | 10.2%** | 1.9% | - 8.3 |
| Performing Arts | 1.6% | 1.9% | 1.7% | 2.1% | 1.8% | - 0.3 |
| Visited Downtown at the Gardens | N/A | N/A | N/A | N/A | 1.7% | N/A |
| Visited Downtown Lake Worth | 3.9% | 2.5% | 1.8% | 1.5% | 1.4% | - 0.1 |
| Visited Riviera Beach/Singer Island | 5.3% | 5.1% | 2.6% | 1.1% | 1.4% | 0.3 |
| Fishing | 17.3%** | 14.7%** | 9.8%** | 10.2%** | 1.2% | - 9.0 |
| Gambling Cruise | 4.3% | 3.2% | 2.2% | 1.8% | 0.9% | - 0.9 |
| Snorkeling | 17.3%** | 14.7%** | 9.8%** | 10.2%** | 0.9% | - 9.3 |
| Competed in Sports Event | 1.5% | 0.5% | 1.3% | 1.0% | 0.7% | - 0.3 |
| Diving | 17.3%** | 14.7%** | 9.8%** | 10.2%** | 0.4% | - 9.8 |
| Surfing | 17.3%** | 14.7%** | 9.8%** | 10.2%** | 0.4% | - 9.8 |
| Pari-Mutuels (dog-track) | 1.2% | 0.9% | 0.7% | 0.5% | 0.4% | - 0.1 |
| Palm Beach County Convention Center | N/A | N/A | 0.3% | 0.8% | 0.2% | - 0.6 |
| Kite Surfing | 17.3%** | 14.7%** | 9.8%** | 10.2%** | 0.1% | - 10.1 |
| Other Activity | 12.2% | 18.1% | 6.5% | 7.2% | 5.8% | - 1.4 |

*Multiple responses accepted. ** Represents combined data from the old closed-end answers: 'boating/fishing/diving' and 'other water activities'



**Table 37
THINGS LIKED BEST ABOUT THE TRIP TO PALM BEACH COUNTY**

| | 2001/02 | 2002/03 | 2003/04 | 2004/05 | 2005/06 | CHANGE |
|----------------------------|---------|---------|---------|---------|---------|--------|
| Climate/Weather | 38.1% | 38.8% | 41.1% | 40.4% | 38.1% | - 2.3 |
| Beaches/Ocean | 15.1% | 13.7% | 10.5% | 12.0% | 12.2% | 0.2 |
| Beautiful Area | 8.3% | 9.2% | 8.1% | 9.4% | 6.4% | - 3.0 |
| Nice People | 4.3% | 4.3% | 4.4% | 4.4% | 4.3% | - 0.1 |
| Visiting Friends/Relatives | 3.5% | 2.7% | 3.6% | 4.0% | 4.3% | 0.3 |
| Hotel | 4.0% | 2.8% | 4.7% | 3.2% | 4.2% | 1.0 |
| Cleanliness | 3.8% | 4.5% | 3.8% | 3.4% | 4.0% | 0.6 |
| Relaxing Atmosphere | 3.4% | 2.8% | 2.8% | 1.8% | 3.3% | 1.5 |
| Restaurants | 1.7% | 1.6% | 2.1% | 2.3% | 2.7% | 0.4 |
| Everything | 1.9% | 1.8% | 3.1% | 1.9% | 2.4% | 0.5 |
| Golf | 0.9% | 0.6% | 1.1% | 1.3% | 1.9% | 0.6 |
| Shopping | 2.1% | 2.2% | 2.3% | 2.4% | 1.5% | - 0.9 |
| Convenience | 1.2% | 1.1% | 0.4% | 0.7% | 1.4% | 0.7 |
| Diversity of Activities | 1.0% | 0.8% | 0.9% | 0.8% | 0.9% | 0.1 |
| Specific Activity | 0.2% | 0.5% | 0.4% | 1.3% | 0.6% | - 0.7 |
| Other | 10.5% | 10.8% | 10.7% | 10.1% | 10.7% | 0.6 |



Table 38
THINGS LIKED LEAST ABOUT THE TRIP TO PALM BEACH COUNTY

| | 2001/02 | 2002/03 | 2003/04 | 2004/05 | 2005/06 | CHANGE |
|-------------------------|---------|---------|---------|---------|---------|--------|
| Traffic/Bad Drivers | 21.1% | 31.2% | 29.6% | 32.4% | 35.0% | 2.6 |
| Humidity/Poor Weather | 24.3% | 19.8% | 18.4% | 16.3% | 18.9% | 2.6 |
| Expensive | 5.8% | 3.8% | 4.9% | 6.1% | 4.7% | - 1.4 |
| Road Construction | 3.2% | 6.5% | 7.9% | 3.7% | 3.6% | - 0.1 |
| Hotel | 5.3% | 3.7% | 2.7% | 3.3% | 2.9% | - 0.4 |
| Crowded | 1.8% | 3.7% | 2.7% | 4.3% | 2.8% | - 1.5 |
| Stay Was Too Short | 3.7% | 2.4% | 2.3% | 1.4% | 2.3% | 0.9 |
| Unfriendly People | 2.2% | 1.8% | 1.2% | 1.9% | 1.4% | - 0.5 |
| Crime/Bad Neighborhoods | 0.8% | 1.2% | 1.0% | 0.7% | 0.6% | - 0.1 |
| Beaches | 2.6% | 0.8% | 0.1% | 0.5% | 0.2% | - 0.3 |
| Airports | 0.2% | 0.0% | 0.0% | 0.2% | 0.2% | 0.0 |
| Specific Activity | 0.3% | 0.0% | 0.3% | 0.0% | 0.0% | 0.0 |
| Other | 15.5% | 13.8% | 13.7% | 16.9% | 18.3% | 1.4 |
| Nothing Was Bad | 13.7% | 11.7% | 15.6% | 11.4% | 9.8% | - 1.6 |



**Table 39
WHAT COULD MAKE NEXT TRIP BETTER***

| | 2001/02 | 2002/03 | 2003/04 | 2004/05 | 2005/06 | CHANGE |
|--|---------|---------|---------|---------|---------|--------|
| Longer stay | N/A | N/A | N/A | N/A | 21.2% | N/A |
| Better weather | N/A | N/A | N/A | N/A | 13.7% | N/A |
| Improve traffic/Finish Construction on I-95 | N/A | N/A | N/A | N/A | 9.3% | N/A |
| Come during vacation time | N/A | N/A | N/A | N/A | 6.9% | N/A |
| Less business and more partying/more free time | N/A | N/A | N/A | N/A | 5.3% | N/A |
| Better hotel | N/A | N/A | N/A | N/A | 3.8% | N/A |
| Come with friends/family | N/A | N/A | N/A | N/A | 3.0% | N/A |
| Lower prices | N/A | N/A | N/A | N/A | 2.5% | N/A |
| Cheaper hotel | N/A | N/A | N/A | N/A | 2.0% | N/A |
| Nothing | N/A | N/A | N/A | N/A | 9.7% | N/A |
| Other | N/A | N/A | N/A | N/A | 24.4% | N/A |

*Multiple responses accepted.



**Table 40
DEMOGRAPHIC CHARACTERISTICS OF VISITORS**

| | 2001/02 | 2002/03 | 2003/04 | 2004/05 | 2005/06 | CHANGE |
|--|---------|---------|---------|---------|---------|--------|
| Age | | | | | | |
| Under 35 | 21.1% | 19.9% | 19.5% | 16.4% | 17.1% | 0.7 |
| 35 to 54 | 57.4% | 53.4% | 54.8% | 56.8% | 54.7% | - 2.1 |
| 55 to 64 | 13.8% | 17.3% | 17.7% | 18.4% | 20.0% | 1.6 |
| 65 + | 7.7% | 9.5% | 8.2% | 8.3% | 8.3% | 0.0 |
| Description of traveling party* | | | | | | |
| Adult family members or friends | 47.1% | 46.4% | 41.8% | 44.1% | 40.7% | - 3.4 |
| Self only | 24.8% | 26.6% | 30.0% | 29.9% | 32.7% | 2.8 |
| Business associates | 27.9% | 26.3% | 26.1% | 23.5% | 25.6% | 2.1 |
| Children under 12 years old | 8.1% | 7.3% | 7.7% | 8.9% | 7.2% | - 1.7 |
| Grandchildren under 12 years old | 1.1% | 0.8% | 0.8% | 0.8% | 0.5% | - 0.3 |

* Multiple responses accepted



**Table 41
DEMOGRAPHIC CHARACTERISTICS OF VISITORS**

| | 2001/02 | 2002/03 | 2003/04 | 2004/05 | 2005/06 | CHANGE |
|-------------------------|---------|---------|---------|---------|---------|--------|
| Occupation | | | | | | |
| Professional/Managerial | 51.9% | 52.9% | 52.7% | 53.1% | 62.3% | 9.2 |
| Sales | 13.1% | 13.1% | 13.1% | 16.3% | 15.5% | - 0.8 |
| Retired | 8.0% | 9.6% | 9.2% | 9.2% | 9.7% | 0.5 |
| Technical | 8.9% | 8.0% | 8.7% | 6.6% | 6.9% | 0.3 |
| Student | 1.7% | 1.5% | 1.6% | 0.8% | 1.2% | 0.4 |
| Other | 16.5% | 15.0% | 14.8% | 13.9% | 4.3% | - 9.6 |
| Hispanic Origin | N/A | N/A | N/A | N/A | 5.3% | N/A |
| Ethnicity | | | | | | |
| White/Caucasian | 91.0% | 89.8% | 90.7% | 92.7% | 92.4% | - 0.3 |
| African-American | 5.8% | 6.1% | 5.8% | 4.7% | 4.2% | - 0.5 |
| Asian | 2.2% | 3.5% | 3.3% | 2.5% | 3.1% | 0.6 |
| Other | 1.1% | 0.5% | 0.3% | 0.1% | 0.3% | 0.2 |



**Table 42
DEMOGRAPHIC CHARACTERISTICS OF VISITORS**

| | 2001/02 | 2002/03 | 2003/04 | 2004/05 | 2005/06 | CHANGE |
|------------------------|---------|---------|---------|---------|---------|--------|
| Income* | | | | | | |
| Under \$45,000 | 10.9% | 7.9% | 6.8% | 4.8% | 3.8% | - 1.0 |
| \$45,000 to \$64,999 | 16.6% | 13.2% | 10.4% | 8.9% | 9.6% | 0.7 |
| \$65,000 to \$99,999 | 28.1% | 26.9% | 27.5% | 23.7% | 22.3% | - 1.4 |
| \$100,000 or more | 44.3% | 52.0% | N/A | N/A | N/A | N/A |
| \$100,000 to \$200,000 | N/A | N/A | 40.1% | 38.6% | 41.0% | 2.4 |
| More than \$200,000 | N/A | N/A | 15.2% | 24.0% | 23.2% | - 0.8 |
| Gender | | | | | | |
| Male | 51.9% | 55.1% | 57.5% | 56.3% | 58.4% | 2.1 |
| Female | 48.1% | 44.9% | 42.5% | 43.7% | 41.6% | - 2.1 |



**Table 43
PLACE OF ORIGIN OF VISITORS**

| | 2001/02 | 2002/03 | 2003/04 | 2004/05 | 2005/06 | CHANGE |
|----------------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Domestic | 90.2% | 90.9% | 91.2% | 90.7% | 91.0% | 0.3 |
| Florida | 19.2% | 19.5% | 17.3% | 17.2% | 17.9% | 0.7 |
| Southeast | 16.0% | 15.2% | 16.9% | 15.7% | 18.6% | 2.9 |
| Midwest | 15.3% | 15.0% | 14.2% | 15.5% | 15.2% | - 0.3 |
| Middle Atlantic | 13.4% | 13.2% | 14.0% | 14.1% | 13.6% | - 0.5 |
| New York | 10.6% | 11.8% | 13.7% | 12.0% | 11.6% | - 0.4 |
| Far West * | 8.0% | 7.9% | 8.0% | 7.8% | 7.8% | 0.0 |
| New England | 7.4% | 8.3% | 7.1% | 8.4% | 6.2% | - 2.2 |
| Region Unknown | 0.2% | 0.0% | 0.0% | 0.1% | 0.0% | - 0.1 |
| International | 9.8% | 9.1% | 8.8% | 9.3% | 9.0% | - 0.3 |
| Europe | 4.7% | 3.9% | 3.4% | 4.8% | 4.7% | - 0.1 |
| - England/UK | 2.4% | 1.7% | 1.6% | 2.7% | 2.2% | - 0.5 |
| - Germany | 0.8% | 1.1% | 0.5% | 0.7% | 0.8% | 0.1 |
| Canada | 2.1% | 2.3% | 2.3% | 2.3% | 2.0% | - 0.3 |
| Latin America | 2.2% | 2.2% | 2.3% | 1.6% | 1.5% | - 0.1 |
| Australia/Asia | 0.5% | 0.5% | 0.5% | 0.4% | 0.5% | 0.1 |
| Middle-East | 0.3% | 0.1% | 0.1% | 0.2% | 0.3% | 0.1 |
| Africa | 0.0% | 0.1% | 0.1% | 0.0% | 0.0% | 0.0 |

* 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 44
ESTIMATED NUMBER OF HOTEL GUESTS BY PLACE OF ORIGIN**

| | FY Q1 Oct – Dec 2005 | FY Q2 Jan – Mar 2006 | FY Q3 Apr – June 2006 | FY Q4 July – Sept 2006 | FYTD 2005 - 2006 |
|---------------------------|----------------------------|----------------------------|-----------------------------|------------------------------|---------------------|
| Domestic | 523,946 | 500,642 | 566,146 | 441,590 | 2,035,517 |
| Florida | 85,707 | 66,998 | 112,892 | 128,140 | 400,092 |
| Mid-Atlantic | 84,090 | 91,294 | 78,351 | 53,885 | 304,832 |
| New York | 74,387 | 80,986 | 74,138 | 33,514 | 260,631 |
| New England | 34,768 | 46,383 | 42,124 | 19,714 | 139,461 |
| Southeast | 108,347 | 94,239 | 114,577 | 96,598 | 415,334 |
| Midwest | 89,750 | 94,239 | 89,303 | 68,341 | 339,888 |
| Far West | 46,896 | 26,505 | 54,761 | 41,399 | 175,278 |
| International | 67,110 | 42,702 | 58,131 | 39,428 | 202,713 |
| Europe | 40,428 | 20,615 | 28,644 | 18,400 | 105,167 |
| - Germany | 7,277 | 6,626 | 2,527 | 1,314 | 17,528 |
| - England/UK | 18,597 | 9,571 | 14,322 | 7,886 | 49,535 |
| Canada | 11,320 | 14,725 | 10,110 | 9,200 | 44,963 |
| Middle East | 2,426 | 2,945 | 1,685 | 657 | 7,621 |
| Australia/Asia | 3,234 | 736 | 5,055 | 2,629 | 11,431 |
| Africa | 0 | 0 | 0 | 0 | 0 |
| Latin America/Caribbean | 9,703 | 3,681 | 12,637 | 8,543 | 33,532 |
| Total Hotel Guests | 591,056 | 543,344 | 624,277 | 481,018 | 2,238,230 |



**Table 45
Pleasure Vs. Business by Selected Place of Origin**

| | <u>FYTD 2001/02</u> | <u>FYTD 2002/03</u> | <u>FYTD 2003/04</u> | <u>FYTD 2004/05</u> | <u>FYTD 2005/06</u> | <u>Change</u> |
|----------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|---------------|
| <u>Southeast</u> | 16.0% | 15.2% | 16.9% | 15.7% | 18.6% | 2.9 |
| Business | 10.5% | 10.0% | 11.1% | 11.0% | 13.9% | 2.9 |
| Pleasure | 5.3% | 4.6% | 5.5% | 4.5% | 4.6% | 0.1 |
| <u>Florida</u> | 19.2% | 19.5% | 17.3% | 17.2% | 17.9% | 0.7 |
| Business | 12.1% | 13.8% | 12.5% | 11.6% | 12.7% | 1.1 |
| Pleasure | 6.8% | 5.3% | 4.4% | 5.3% | 5.0% | - 0.3 |
| <u>Midwest</u> | 15.3% | 15.0% | 14.2% | 15.5% | 15.2% | - 0.3 |
| Business | 8.2% | 9.4% | 9.1% | 9.3% | 9.4% | 0.1 |
| Pleasure | 7.0% | 5.5% | 5.0% | 6.2% | 5.7% | - 0.5 |
| <u>Mid Atlantic</u> | 13.4% | 13.2% | 14.0% | 14.1% | 13.6% | - 0.5 |
| Business | 5.8% | 6.6% | 7.0% | 5.7% | 6.4% | 0.7 |
| Pleasure | 7.5% | 6.3% | 6.9% | 8.2% | 7.1% | - 1.1 |
| <u>New York</u> | 10.6% | 11.8% | 13.7% | 12.0% | 11.6% | - 0.4 |
| Business | 3.7% | 4.6% | 5.4% | 4.3% | 4.0% | - 0.3 |
| Pleasure | 6.6% | 7.0% | 8.1% | 7.6% | 7.5% | - 0.1 |
| <u>Far West</u> | 8.0% | 7.9% | 8.0% | 7.8% | 7.8% | 0.0 |
| Business | 5.2% | 5.2% | 5.2% | 5.8% | 6.2% | 0.4 |
| Pleasure | 2.6% | 2.6% | 2.7% | 2.0% | 1.5% | - 0.5 |
| <u>New England</u> | 7.4% | 8.3% | 7.1% | 8.4% | 6.2% | - 2.2 |
| Business | 3.2% | 3.9% | 3.9% | 4.1% | 2.9% | - 1.2 |
| Pleasure | 4.1% | 4.1% | 3.1% | 4.2% | 3.2% | - 1.0 |



Table 46
ESTIMATED NUMBER OF HOTEL GUESTS BY MONTH AND FISCAL YEAR *
FISCAL YEAR 2001/02 THROUGH 2005/06

| | 2001/02 | 2002/03 | 2003/04 | 2004/05 | 2005/06 |
|-----------|---------|---------|-----------|---------|---------|
| October | 139,249 | 151,626 | 174,604 | 209,111 | 174,451 |
| November | 159,031 | 166,027 | 154,986 | 171,572 | 236,465 |
| December | 166,879 | 140,045 | 191,324 | 191,254 | 185,917 |
| January | 128,610 | 180,810 | 204,251 | 183,476 | 204,363 |
| February | 176,588 | 161,888 | 160,081** | 176,446 | 186,071 |
| March | 223,676 | 273,981 | 196,038 | 186,489 | 158,268 |
| April | 187,560 | 238,632 | 230,061 | 191,411 | 185,647 |
| May | 187,009 | 211,589 | 182,501 | 150,999 | 196,426 |
| June | 126,724 | 204,863 | 205,551 | 202,342 | 223,262 |
| July | 209,105 | 177,885 | 183,381 | 155,596 | 170,737 |
| August | 191,415 | 192,179 | 190,688 | 172,554 | 161,592 |
| September | 132,049 | 161,866 | 162,949 | 158,862 | 155,031 |

* 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.