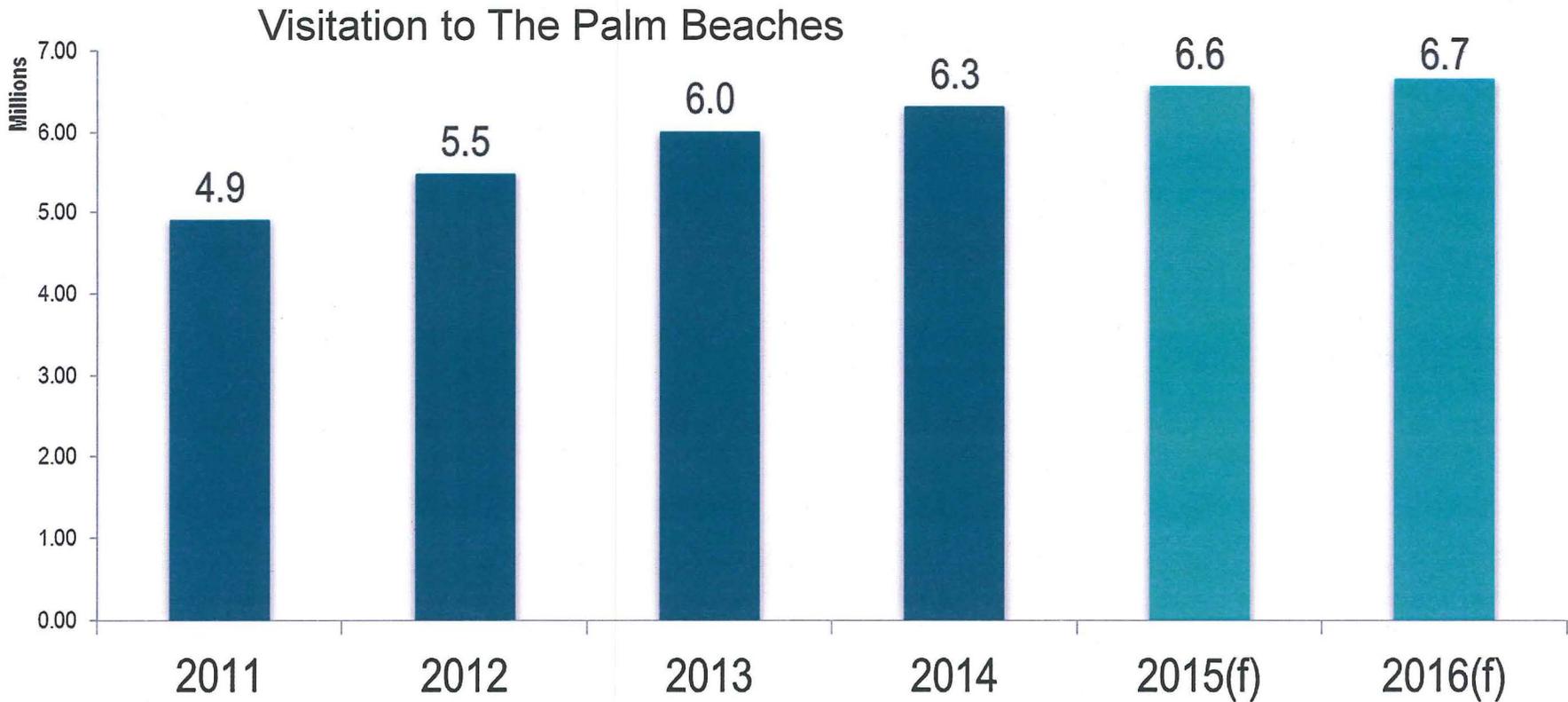


TOURISM STATISTICS

VISITATION



Key Insights

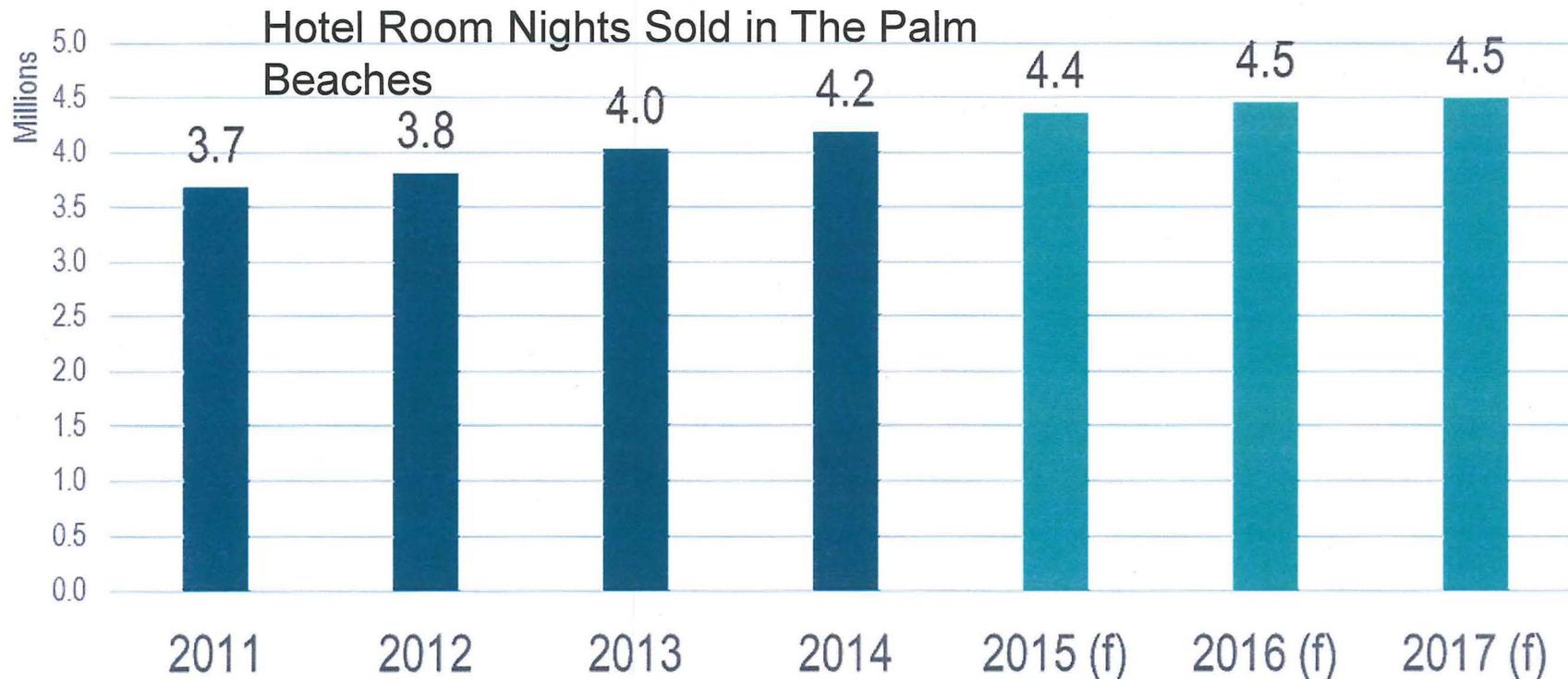
Visitation to The Palm Beaches has steadily increased since 2011.



*Sources: TNS TravelsAmerica, VisaVue



ROOM NIGHTS



Key Insights

Room nights sold in the Palm Beaches has steadily increased since 2011, Hotel will flatten in 2017, continued growth in Non-Hotel Rentals

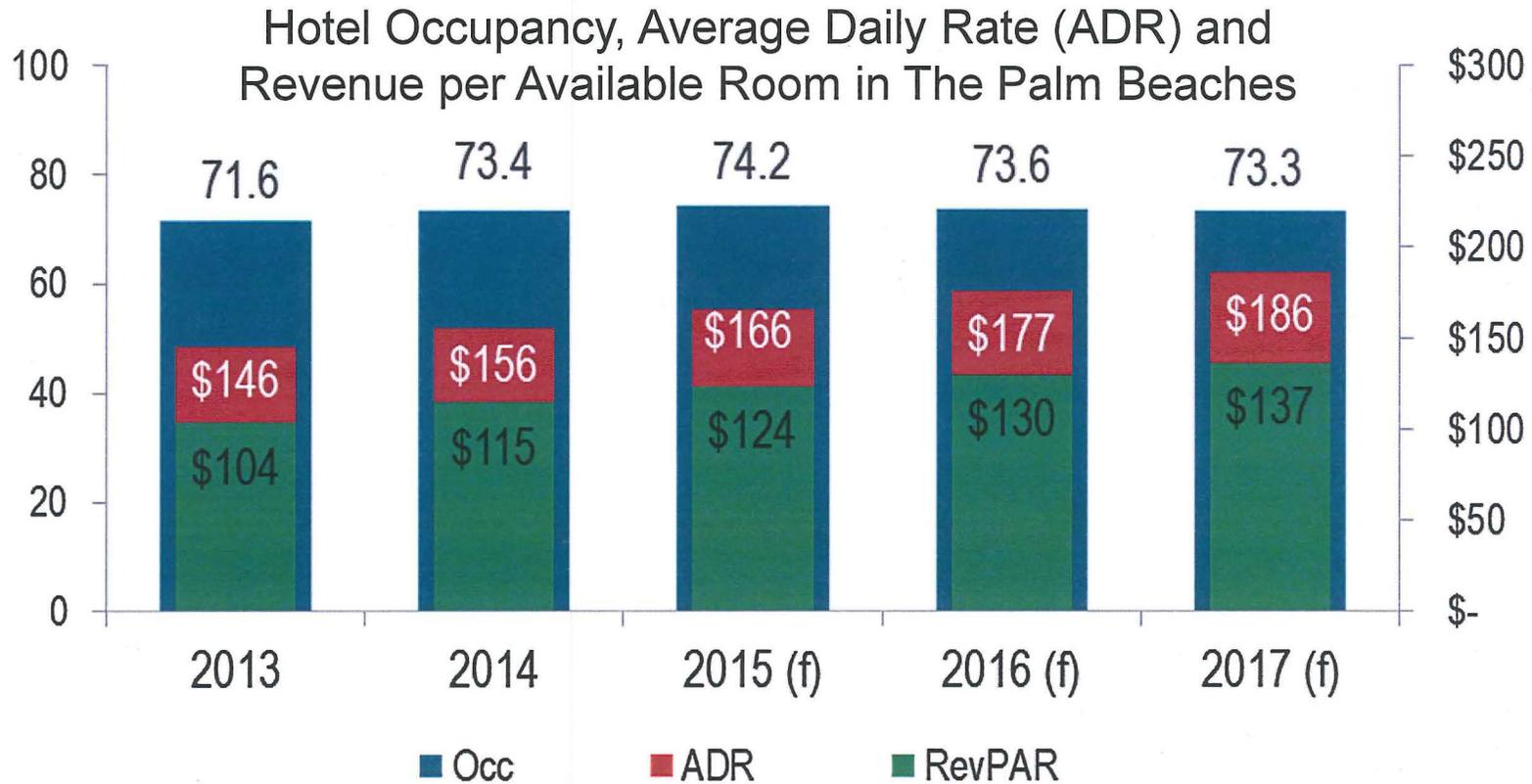
The Palm Beaches

2015 September YTD

- Hotel Rooms Available 3.4% Higher
- Hotel Rooms Sold 3.8% Higher
- 16,106 Hotel Room Inventory

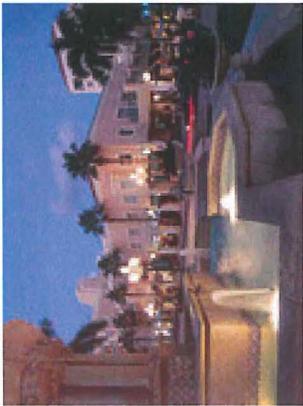
- **Occupancy** 73.7% vs. 73.5%-
.4% Increase to Last Year
- **Average Daily Room Rate** \$169.86 –
7.8% Higher than Last Year
- **Revenue per Available Room** \$125.25 -
8.2% Higher Than Last Year

HOTEL PERFORMANCE



Key Insights

Growth in room inventory is expected to outpace room night demand in 2016 and 2017.

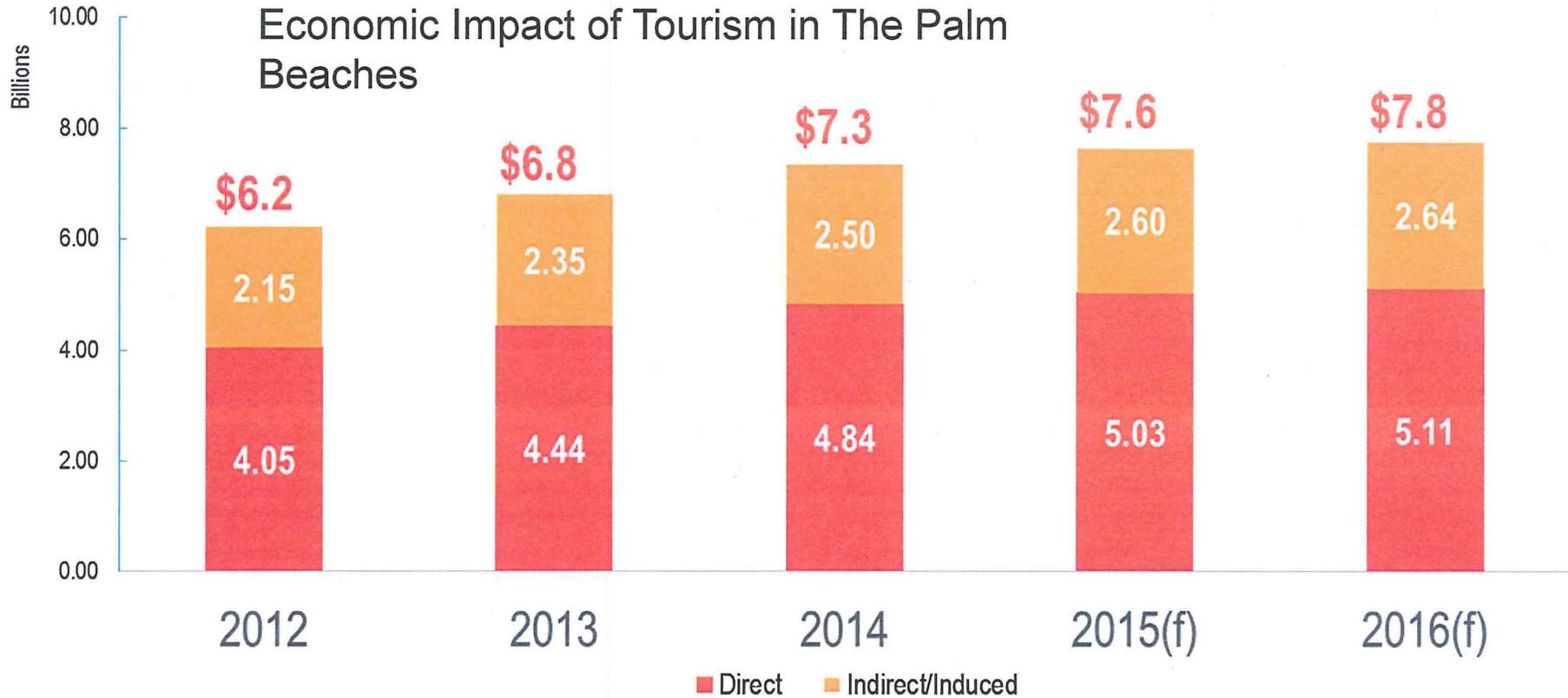


6.6 million*
 visitors generating
\$46 million
 in bed taxes

* Current Estimate for 2015



ECONOMIC IMPACT



Key Insights

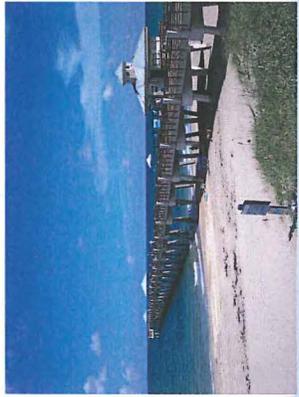
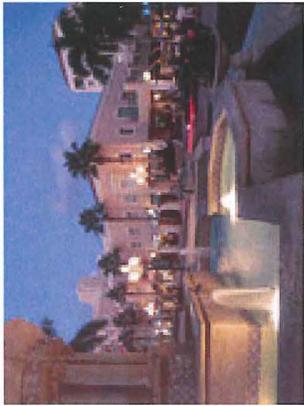
\$7.3 Billion makes up 14% of the PBC economy.



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*Sources: PBC Economic Impact Study, VisaVue, Florida Department of Revenue





\$7.6 billion
 in economic impact
66,000+
 Employed
 Every
 100 Visitors = 1 Job

