

Orlando Market Indicators

Orlando Hotel Indicators			Occupancy (Source: STR)			Average Daily Rate (Source: STR)			Passengers		
Metro Orlando	Feb 19 83.3% -1.1%	YTD 78.8% -3.1%	Metro Orlando	Feb 19 \$141.87 3.0%	YTD \$136.29 0.3%	Orlando International <i>Source: GOAA</i>	Feb 19 3,928,094 7.1%	YTD 8,045,496 6.2%			
Orlando North	Feb 19 79.1% -1.5%	YTD 74.2% -4.8%	Orlando North	Feb 19 \$107.64 -0.2%	YTD \$104.35 -0.2%	Sanford International <i>Source: Sanford Int. Airport</i>	Feb 19 229,504 0.0%	YTD 427,219 -4.6%			
Orlando Central	Feb 19 82.9% 5.2%	YTD 77.0% 1.3%	Orlando Central	Feb 19 \$133.01 1.2%	YTD \$128.76 -0.8%						
International Dr.	Feb 19 84.3% -2.4%	YTD 80.7% -2.3%	International Dr.	Feb 19 \$152.89 2.8%	YTD \$147.13 0.6%						
Kissimmee East	Feb 19 71.7% -4.5%	YTD 66.8% -8.4%	Kissimmee East	Feb 19 \$104.20 0.7%	YTD \$104.19 1.0%						
Kissimmee West	Feb 19 75.6% -3.3%	YTD 67.6% -10.6%	Kissimmee West	Feb 19 \$81.59 3.5%	YTD \$78.67 0.6%						
Orlando South	Feb 19 84.2% 0.9%	YTD 80.7% -0.2%	Orlando South	Feb 19 \$149.54 0.4%	YTD \$145.20 -0.1%						
Lake Buena Vista	Feb 19 88.3% 0.2%	YTD 83.7% -2.6%	Lake Buena Vista	Feb 19 \$156.63 4.9%	YTD \$147.00 -1.0%						
Metro Orlando Demand <i>Source: Visit Orlando®</i>	Feb 19 2,861,937 0.3%	YTD 5,710,612 -1.7%									

Tourist Development Tax		Economic Indicators - National & Local			Orange County Convention Center			
Orange County	Feb 19 \$25,194,300 5.6%	YTD \$48,475,100 0.0%	Consumer Confidence (National)	Feb 19 131.4	% Change Prior Yr. 1.1%	Attendees	Feb 19 115,582 -5.4%	YTD 268,243 -12.4%
			Unemployment (National)	Feb 19 3.8%	% Change Prior Yr. -7.3%	Conventions & Tradeshow	Feb 19 106,852 6.6%	YTD 241,313 -12.6%
			Orlando MSA Tourism Employment	Dec 18 273,000	% Change Prior Yr. 3.8%	All Other Events	Feb 19 8,730 -60.3%	YTD 26,930 -10.7%

State Sales Tax Collections from Orange County		Currency Exchange: USD per Foreign Currency			Legend			
Tourism Sector: Lodging, Restaurants, & Admissions	Jan 19 \$117,114,736 1.2%	YTD \$117,114,736 1.2%	USD per EUR	Feb 19 1.135	% Change Prior Yr. -8.0%	%change > 3% ↑	%change within +/- 3% ↔	%change < -3% ↓
			USD per GBP	1.302	-6.8%			
			USD per CAD	0.757	-4.7%			
			USD per BRL	0.268	-12.7%			



Source: The Conference Board, BLS, U.S. Travel Assoc., AAA, OANDA