

Orlando Market Indicators

| Orlando Hotel Indicators | | | Occupancy (Source: STR) | | | Average Daily Rate (Source: STR) | | | Passengers | | |
|--------------------------------------------------------------|--------------------------------|-----------------------------|-------------------------|-------------------------------|---------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|-----------------------------|------------|--|--|
| Metro Orlando | Oct 18 74.1% ↑ -7.3% | YTD 78.3% ↓ -1.3% | Metro Orlando | Oct 18 \$128.09 ↑ 5.3% | YTD \$127.68 ↑ 5.3% | Orlando International <i>Source: GOAA</i> | Sep 18 3,294,711 ↑ 22.1% | YTD 35,539,403 ↑ 6.7% | | | |
| Orlando North | Oct 18 70.3% ↓ -8.7% | YTD 71.5% ↑ -4.0% | Orlando North | Oct 18 \$90.56 ↓ -1.7% | YTD \$95.15 ↑ 6.9% | Sanford International <i>Source: Sanford Int. Airport</i> | Oct 18 252,026 ↑ 3.6% | YTD 2,614,730 ↑ 7.5% | | | |
| Orlando Central | Oct 18 71.5% ↑ -7.2% | YTD 73.6% ↑ -0.4% | Orlando Central | Oct 18 \$117.95 ↓ -0.9% | YTD \$121.01 ↑ 6.8% | Strong Consumer Spending Good Sign for Tourism U.S. consumer spending rose for a seventh straight month in September, fueled by the highest consumer confidence since 2000 and a near 50-year low in the unemployment rate. Despite modest growth in wages and income, consumer spending is expected to continue growing amid the strong economic climate. The National Retail Federation recently projected U.S. consumers will spend an average of \$1,007.24 on holiday gifts and merchandise this season, up 4.1 percent over last year's \$967.13. | | | | | |
| International Dr. | Oct 18 79.7% ↑ -1.2% | YTD 81.3% ↑ 0.3% | International Dr. | Oct 18 \$139.08 ↑ 4.8% | YTD \$137.71 ↑ 3.3% | | | | | | |
| Kissimmee East | Oct 18 56.9% ↑ -19.8% | YTD 67.9% ↓ -2.4% | Kissimmee East | Oct 18 \$94.51 ↑ 6.4% | YTD \$96.17 ↑ 7.0% | | | | | | |
| Kissimmee West | Oct 18 61.4% ↑ -9.2% | YTD 68.9% ↑ -1.5% | Kissimmee West | Oct 18 \$71.35 ↓ 2.1% | YTD \$74.51 ↑ 3.1% | | | | | | |
| Orlando South | Oct 18 76.6% ↑ -4.8% | YTD 78.7% ↑ -1.0% | Orlando South | Oct 18 \$123.69 ↓ 1.8% | YTD \$127.04 ↑ 6.5% | | | | | | |
| Lake Buena Vista | Oct 18 75.8% ↑ -11.3% | YTD 82.6% ↑ -2.4% | Lake Buena Vista | Oct 18 \$143.19 ↑ 7.7% | YTD \$141.10 ↑ 6.7% | | | | | | |
| Metro Orlando Demand <i>Source: Visit Orlando®</i> | Oct 18 2,837,988 ↓ -4.9% | YTD 29,129,781 ↓ 0.7% | | | | | | | | | |

| Tourist Development Tax | | | Economic Indicators - National & Local | | | Orange County Convention Center | | |
|-------------------------|----------------------------------|-----------------------------------|----------------------------------------|-------------------|----------------------------------|-------------------------------------|------------------------------|-----------------------------|
| Orange County | Aug 18 \$18,842,400 ↑ 7.7% | YTD \$190,199,800 ↑ 9.1% | Consumer Confidence (National) | Oct 18 137.9 | % Change Prior Yr. 9.3% ↑ | Attendees | Oct 18 109,073 ↑ 5.0% | YTD 1,249,987 ↓ -5.7% |
| Osceola County | Aug 18 \$4,196,526 ↑ 11.0% | YTD \$41,376,594 ↑ 14.5% | Unemployment (National) | Oct 18 3.7% | % Change Prior Yr. -9.8% ↓ | Conventions & Tradeshows | Oct 18 89,272 ↑ 42.6% | YTD 1,113,664 ↓ -6.7% |
| | | <i>Source: County Comptroller</i> | Orlando MSA Tourism Employment | Jul 18 270,300 | % Change Prior Yr. 4.8% ↑ | All Other Events | Oct 18 19,801 ↓ -52.0% | YTD 136,323 ↑ 3.2% |

| State Sales Tax Collections from Orange County | | | Currency Exchange: USD per Foreign Currency | | |
|---------------------------------------------------------------|----------------------------------|-----------------------------------|---------------------------------------------|-----------------|----------------------------------|
| Tourism Sector: Lodging, Restaurants, & Admissions | Sep 18 \$96,307,964 ↑ 6.1% | YTD \$991,594,937 ↑ 10.6% | USD per EUR | Oct 18 1.149 | % Change Prior Yr. -2.3% ↓ |
| | | <i>Source: FL Dpt. of Revenue</i> | USD per GBP | 1.301 | -1.4% ↓ |
| | | | USD per CAD | 0.769 | -3.1% ↓ |
| | | | USD per BRL | 0.266 | -15.1% ↓ |

%change > 3% ↑ %change within +/- 3% ↔ %change > - 3% ↓

