

AVERAGE DAILY RATE (ADR)

Manatee County vs. Sarasota County

	Manatee County				Sarasota County			
	2005	2006	2007	2008	2005	2006	2007	2008
January	\$123.99	\$135.59	\$133.32	\$134.88	\$114.75	\$168.96	\$152.55	\$114.05
February	\$142.31	\$151.82	\$152.34	\$155.95	\$166.83	\$206.37	\$196.85	\$180.90
March	\$150.19	\$161.90	\$162.64	\$173.49	\$190.52	\$208.32	\$238.29	\$191.03
April	\$135.07	\$153.62	\$155.93	\$156.24	\$162.74	\$172.08	\$202.87	
May	\$120.10	\$123.02	\$126.82	\$128.59	\$130.67	\$136.31	\$170.41	
June	\$119.65	\$121.15	\$123.18		\$108.34	\$125.10	\$157.50	
July	\$119.21	\$123.68	\$124.89		\$112.02	\$123.31	\$155.20	
August	\$115.50	\$116.00	\$117.35		\$112.02	\$123.31	\$137.05	
September	\$107.99	\$111.33	\$114.06		\$116.88	\$113.63	\$130.83	
October	\$104.66	\$119.35	\$111.90		\$123.82	\$156.93	\$146.83	
November	\$110.10	\$114.74	\$112.74		\$135.59	\$180.12	\$154.42	
December	\$123.10	\$127.37	\$129.68		\$148.90	\$167.89	\$148.27	
TOTAL	\$122.66	\$129.97	\$130.40		\$135.26	\$156.86	\$165.92	

Survey Data for Manatee County Properties:

Rooms surveyed on Mainland: 43%
 Rooms surveyed on Anna Maria Island: 26%
 Rooms surveyed on Longboat Key: 27%
 Rooms surveyed in Manatee County: 36%