

**DAYTONA AT A GLANCE 2003 3RD QUARTER**

	Jul-03	Aug-03	Sep-03
<b>FIRST TIME VISITORS COMBINED (%)</b>	20	23	26
From Florida	10	13	15
Out - of State	25	29	37
<b>MORE THAN ONE VISIT-LAST 5 YEARS COMBINED (%)</b>	99	97	98
From Florida	100	100	100
Out - of State	98	94	95
<b>MAIN REASON FOR TRIP COMBINED (REASON)</b>	<b>BEACH</b>	<b>BEACH</b>	<b>BEACH</b>
From Florida	<b>FAMILY/FRIENDS IN AREA</b>	<b>FAMILY/FRIENDS IN AREA</b>	<b>BEACH</b>
Out - of State	<b>BEACH</b>	<b>BEACH</b>	<b>BEACH</b>
<b>USED INTERNET TO PLAN TRIP COMBINED (%)</b>	15	14	10
From Florida	8	3	4
Out - of State	19	20	15
<b>USED INTERNET TO CHOOSE A PLACE TO STAY COMBINED (%)</b>	13	12	6
From Florida	5	3	2
Out - of State	17	18	10
<b>USED INTERNET TO MAKE RESERVATIONS COMBINED (%)</b>	8	9	9
From Florida	3	0	4
Out - of State	11	13	13
<b>AVERAGE TRAVEL PARTY SIZE COMBINED (PEOPLE)</b>	2.65	2.60	2.16
From Florida	2.50	2.35	2.18
Out - of State	2.73	2.73	2.13
<b>TRAVELED WITH CHILDREN UNDER 13 YEARS OF AGE COMBINED (%)</b>	25	23	7
From Florida	28	8	9
Out - of State	24	31	5
<b>TRAVELED WITH TEENAGERS 13-17 YEARS OF AGE COMBINED (%)</b>	17	19	3
From Florida	5	15	2
Out - of State	23	21	3
<b>TRAVELED WITH NO ONE UNDER 18 YEARS OF AGE COMBINED (%)</b>	58	58	90
From Florida	67	77	89
Out - of State	53	48	92
<b>TRAVELED BY AIR COMBINED (%)</b>	18	18	18
From Florida	0	0	0
Out - of State	28	28	35
<b>TRAVELED BY AUTO COMBINED (%)</b>	82	82	82
From Florida	100	100	100
Out - of State	72	72	65
<b>AVERAGE LENGTH OF STAY COMBINED (DAYS)</b>	3.52	3.17	3.34
From Florida	2.45	2.28	2.18
Out - of State	4.09	3.65	4.40
<b>AVERAGE DAILY EXPENDITURE COMBINED (\$)</b>	\$ 124.60	\$ 95.68	\$ 90.54
From Florida	\$ 119.80	\$ 80.00	\$ 81.05
Out - of State	\$ 126.70	\$ 104.60	\$ 98.70
<b>PAID THE FEE TO PARK IN THE PARKING GARAGE COMBINED (%)</b>	3	7	4
From Florida	3	5	5
Out - of State	4	8	3
<b># 1 ACTIVITY COMBINED (ACTIVITY)</b>	<b>WALKING BEACH</b>	<b>WALKING BEACH</b>	<b>WALKING BEACH</b>
From Florida	<b>WALKING BEACH</b>	<b>WALKING BEACH</b>	<b>WALKING BEACH</b>
Out - of State	<b>WALKING BEACH</b>	<b>WALKING BEACH</b>	<b>WALKING BEACH</b>
<b># 2 ACTIVITY COMBINED (ACTIVITY)</b>	<b>VISITING FAMILY/FRIENDS</b>	<b>VISITING FAMILY/FRIENDS</b>	<b>VISITING FAMILY/FRIENDS</b>
From Florida	<b>VISITING FAMILY/FRIENDS</b>	<b>VISITING FAMILY/FRIENDS</b>	<b>VISITING FAMILY/FRIENDS</b>
Out - of State	<b>VISITING FAMILY/FRIENDS</b>	<b>VISITING FAMILY/FRIENDS</b>	<b>VISITING FAMILY/FRIENDS</b>
<b># 1 POINT OF ORIGIN COMBINED (STATE)</b>	FL	FL	FL
<b># 2 POINT OF ORIGIN COMBINED (STATE)</b>	GA	GA	GA
<b>OCCUPANCY (%)</b>	75	56	38
<b>ADR (\$)</b>	\$ 107.89	\$ 80.60	\$ 68.58