

City of Avalon Visitor Driven Revenues August 2009 through August 2019

Transient Occupancy Tax Revenues (12%; includes Hotels, Property Managed & Single Vacation Rentals)

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	% Change from Prior Year Same Month
January	\$ 80,761	\$ 72,020	\$ 176,856	\$ 148,046	\$ 99,510	\$ 149,329	\$ 130,635	\$ 172,274	\$ 165,517	\$ 161,877	\$ 178,100	10.0%
February	85,043	89,519	89,210	100,725	117,050	159,767	177,561	227,387	189,887	211,856	175,556	-17.1%
March	115,576	106,114	126,077	148,680	255,704	230,217	345,499	291,625	306,132	337,116	322,890	-4.2%
April	137,101	141,501	140,516	186,789	280,258	286,952	378,400	389,355	425,112	390,719	393,230	0.6%
May	138,228	113,823	235,048	195,265	261,730	355,531	447,576	465,616	419,513	397,000	425,379	7.1%
June	253,081	322,394	320,388	232,488	542,335	550,389	627,036	557,484	610,349	607,612	598,818	-1.4%
July	345,733	319,722	341,042	703,643	736,930	778,057	780,533	872,767	913,015	896,731	919,478	2.5%
August	486,312	621,809	714,135	627,608	715,940	814,321	792,361	797,472	811,992	811,148	885,914	9.2%
September	632,306	621,036	702,556	501,577	469,346	460,132	452,087	539,426	553,479	591,808		
October	282,747	309,530	394,913	295,448	304,178	420,248	484,659	463,093	470,742	483,149		
November	242,020	279,267	309,540	220,490	245,286	254,150	280,311	288,408	296,401	302,564		
December	127,671	175,093	148,254	136,866	124,521	148,918	113,565	134,102	207,701	220,063		
Totals	\$ 2,926,581	\$ 3,171,828	\$ 3,698,535	\$ 3,497,625	\$ 4,152,788	\$ 4,608,011	\$ 5,010,223	\$ 5,199,009	\$ 5,369,840	\$ 5,411,642	\$ 3,899,366	
% Change	-17.9%	8.4%	16.6%	-5.4%	18.7%	11.0%	8.7%	3.8%	3.3%	0.8%		
\$ Change	\$ (639,649)	\$ 245,248	\$ 526,707	\$ (200,910)	\$ 655,163	\$ 455,223	\$ 402,212	\$ 188,786	\$ 170,831	\$ 41,802		

12 Months ending August	\$ 3,300,001.26	\$ 2,936,149.42	\$ 3,435,872.03	\$ 3,985,034.00	\$ 4,075,506.46	\$ 4,369,512.71	\$ 4,985,008.80	\$ 5,099,490.83	\$ 5,252,026.31	\$ 5,343,224.51	\$ 5,496,949.93
% Change from prior period	-7.0%	-11.0%	17.0%	16.0%	2.3%	7.2%	14.1%	2.3%	3.0%	1.7%	2.9%

Occupancy Rates (Hotels only)

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	% Pt Change from Prior Year Same Month
January	22.1%	17.8%	18.2%	18.5%	27.8%	33.2%	35.0%	33.2%	31.7%	42.1%	37.6%	-4.5%
February	27.1%	28.9%	29.1%	30.1%	36.8%	41.2%	47.4%	46.2%	38.3%	53.0%	40.7%	-12.3%
March	38.2%	37.8%	38.5%	43.3%	52.8%	59.0%	60.1%	64.4%	58.3%	65.2%	60.9%	-4.3%
April	47.3%	43.9%	44.1%	46.4%	54.0%	64.7%	67.7%	62.7%	70.9%	65.5%	66.2%	0.7%
May	45.0%	49.8%	49.9%	50.8%	57.4%	65.8%	64.4%	63.6%	66.7%	64.0%	64.5%	0.5%
June	45.5%	57.5%	59.6%	61.1%	67.0%	74.3%	70.1%	76.8%	79.6%	80.6%	69.4%	-11.2%
July	61.0%	79.1%	82.3%	84.3%	80.6%	83.1%	80.2%	84.9%	87.2%	89.5%	86.9%	-2.6%
August	70.8%	76.4%	77.0%	84.0%	76.9%	82.3%	82.5%	83.1%	83.1%	86.9%	79.9%	-7.0%
September	49.7%	53.6%	55.2%	63.0%	64.4%	71.0%	66.1%	73.6%	73.0%	71.6%		
October	42.9%	48.0%	48.5%	52.74%	53.0%	67.0%	64.5%	65.0%	62.4%	63.8%		
November	30.2%	34.7%	33.3%	41.57%	45.1%	47.4%	50.6%	51.8%	48.9%	54.3%		
December	22.7%	27.3%	27.8%	31.66%	32.3%	32.6%	38.0%	39.6%	45.0%	38.9%		
Annual Average	41.9%	46.2%	47.0%	50.6%	54.0%	60.1%	60.5%	62.1%	62.1%	64.6%		
Percentage Points Change	(8.7)	4.3	0.7	3.7	3.4	9.5	0.4	1.5	0.0	2.5		

12 Months ending August	44.7%	44.3%	46.8%	48.0%	54.1%	57.7%	60.4%	61.1%	62.1%	64.4%	61.2%
Percentage points change from prior period	(7.0)	(0.5)	2.5	1.2	6.1	3.6	2.7	0.7	1.0	2.2	(3.1)

City of Avalon Visitor Driven Revenues August 2009 through August 2019

Admissions Tax Revenues (4%; includes Harbor Admissions Taxes)

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	% Change from Prior Year Same Month
January	\$ 20,866	\$ 16,191	\$ 23,455	\$ 39,760	\$ 17,843	\$ 32,240	\$ 34,867	\$ 25,870	\$ 26,290	\$ 42,946	\$ 29,357	-31.6%
February	10,080	13,936	12,954	23,922	26,511	31,070	39,485	43,917	27,539	40,063	21,072	-47.4%
March	12,420	11,910	19,382	11,557	44,310	36,676	51,823	51,422	61,200	54,959	53,929	-1.9%
April	22,565	17,290	18,441	51,227	47,625	52,175	62,947	61,973	80,699	67,000	73,252	9.3%
May	28,027	27,880	34,357	46,566	24,138	71,533	68,611	71,333	65,501	65,047	58,273	-10.4%
June	24,328	41,867	46,802	21,118	124,674	136,709	89,173	98,052	94,020	93,501	82,375	-11.9%
July	69,211	21,414	61,288	77,538	26,325	27,383	116,002	117,980	118,766	128,513	122,109	-5.0%
August	53,782	113,212	101,541	99,911	109,566	113,356	110,688	115,494	111,567	106,630	117,042	9.8%
September	64,228	88,125	101,953	73,356	148,083	103,921	80,601	90,639	78,003	70,091		
October	27,827	12,323	67,629	75,116	50,168	83,448	85,457	92,016	91,347	82,279		
November	69,243	93,309	70,110	34,561	40,935	80,885	48,173	49,496	50,394	47,591		
December	19,615	25,917	19,377	26,833	15,172	44,265	30,940	40,059	46,553	37,922		
Totals	\$ 422,192	\$ 483,374	\$ 577,289	\$ 581,465	\$ 675,350	\$ 813,661	\$ 818,767	\$ 858,252	\$ 851,879	\$ 836,541	\$ 557,408	
% Change	-9.6%	14.5%	19.4%	0.7%	16.1%	20.5%	0.6%	4.8%	-0.7%	-1.8%		
\$ Change	\$ (44,830)	\$ 61,182	\$ 93,915	\$ 4,176	\$ 93,885	\$ 138,311	\$ 5,106	\$ 39,485	\$ (6,373)	\$ (15,338)		

12 Months ending August	\$ 443,649.86	\$ 444,612.72	\$ 537,894.00	\$ 630,668.00	\$ 630,858.00	\$ 755,499.80	\$ 886,115.30	\$ 831,211.67	\$ 857,792.53	\$ 864,955.30	\$ 795,290.27
% Change from prior period	-5.6%	0.2%	21.0%	17.2%	0.0%	19.8%	17.3%	-6.2%	3.2%	0.8%	-8.1%

Harbor Use Fees (7%)

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	% Change from Prior Year Same Month
January			\$ 6,305	\$ 6,416	\$ 4,782	\$ 8,968	\$ 12,985	\$ 11,448	\$ 7,823	\$ 9,900	\$ 9,820	-0.8%
February			11,004	11,233	10,927	11,844	11,440	10,850	9,844	12,785	8,626	-32.5%
March			10,812	16,860	15,858	11,537	27,701	19,406	20,081	18,247	16,179	-11.3%
April			16,371	16,767	16,241	28,966	21,907	22,049	30,255	22,956	27,079	18.0%
May			16,634	16,843	18,460	29,595	22,566	26,523	32,812	29,411	30,052	2.2%
June			43,496	57,307	50,320	55,675	55,617	51,269	51,164	49,062	57,744	17.7%
July		\$ 43,431	50,587	47,402	56,066	61,113	65,622	63,497	69,013	73,500	70,704	-3.8%
August		47,753	38,119	45,122	54,080	49,142	65,282	64,371	59,834	70,053	66,876	-4.5%
September		14,925	42,768	42,084	27,873	25,268	36,955	36,344	39,470	47,717		
October		18,776	27,247	25,121	21,925	19,693	22,989	23,736	24,542	22,748		
November		8,046	11,802	11,355	6,931	15,420	10,864	13,387	16,156	14,233		
December		5,426	10,179	8,416	8,194	10,287	7,218	8,125	7,073	12,361		
Totals	n/a	\$ 138,357	\$ 285,324	\$ 304,926	\$ 291,657	\$ 327,509	\$ 361,145	\$ 351,005	\$ 368,067	\$ 382,975	\$ 287,079	
% Change	n/a	n/a	106.2%	6.9%	-4.4%	12.3%	10.3%	-2.8%	4.9%	4.1%		
\$ Change	n/a	n/a	\$ 146,967	\$ 19,602	\$ (13,269)	\$ 35,852	\$ 33,636	\$ (10,139)	\$ 17,062	\$ 14,908		

12 Months ending August	n/a	n/a	\$ 240,501.00	\$ 309,946.00	\$ 313,710.00	\$ 321,764.09	\$ 353,786.72	\$ 347,439.30	\$ 362,418.00	\$ 373,155.69	\$ 384,139.54
% Change from prior period	n/a	n/a	n/a	28.9%	1.2%	2.6%	10.0%	-1.8%	4.3%	3.0%	2.9%

Local Sales Tax

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	% Change from Prior Year Same Quarter
January	\$ 28,300	\$ 24,500	\$ 25,500	\$ 28,000	\$ 28,100	\$ 33,900	\$ 33,600	\$ 38,300	\$ 45,353	\$ 40,400	\$ 46,479	
February	31,000	31,600	34,000	37,300	37,400	45,200	44,800	51,200	45,353	40,400	55,547	2.9%
March	31,396	26,328	29,809	25,838	43,235	30,510	52,433	56,353	59,453	60,844	43,700	
April	24,000	17,600	18,100	20,700	23,400	25,600	29,900	41,500	89,466	86,711	74,473	
May	25,700	25,600	26,600	27,600	31,200	34,100	40,281	55,400	89,466	90,005	96,982	-12.4%
June	24,609	44,222	46,005	52,737	56,250	67,023	64,603	88,640	112,166	92,157	64,035	
July	15,550	38,200	36,200	38,400	43,700	44,700	55,572	115,308	109,709	114,017	100,337	
August	36,800	51,000	48,200	51,200	58,200	59,600	74,132	92,300	109,709	165,721		
September	50,200	42,940	62,770	89,331	46,099	93,214	99,638	123,000	141,209	54,458		
October	50,200	45,800	49,200	63,500	70,100	63,300	75,900	98,594	66,815	64,442		
November	66,900	61,000	65,600	84,600	93,500	97,500	101,089	60,890	66,815	74,127		
December	24,842	54,985	80,178	57,758	22,508	69,944	62,782	78,190	85,515	57,984		
Totals	\$ 409,496	\$ 463,775	\$ 522,162	\$ 576,964	\$ 553,692	\$ 664,591	\$ 734,730	\$ 899,675	\$ 1,021,029	\$ 941,266	\$ 481,554	
% Change	-21.7%	13.3%	12.6%	10.5%	-4.0%	20.0%	10.6%	22.4%	13.5%	-7.8%		
\$ Change	\$ (113,293)	\$ 54,279	\$ 58,387	\$ 54,802	\$ (23,272)	\$ 110,899	\$ 70,139	\$ 164,945	\$ 121,354	\$ (79,763)		

12 Months ending August	\$ 486,673.56	\$ 414,341.71	\$ 473,939.00	\$ 534,323.00	\$ 604,374.84	\$ 570,439.46	\$ 693,874.98	\$ 800,505.53	\$ 1,009,539.07	\$ 990,288.55	\$ 898,285.97
% Change from prior period	-4.9%	-14.9%	14.4%	12.7%	13.1%	-5.6%	21.6%	15.4%	26.1%	-1.9%	-9.3%

City of Avalon Visitor Driven Revenues August 2009 through August 2019

City of Avalon Wharfage Fees - Cross-Channel Carriers												% Change from Prior Year Same Month
	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	
January	\$ 13,130	\$ 94,322	\$ 141,624	\$ 166,161	\$ 97,577	\$ 129,180	\$ 124,058	\$ 109,323	\$ 108,390	\$ 141,015	\$ 128,140	-9.1%
February	72,992	135,116	102,852	209,313	128,095	143,775	152,398	181,955	130,813	159,248	106,603	-33.1%
March	156,811	82,080	62,605	19,463	209,185	217,208	254,548	245,010	242,010	231,473	248,125	7.2%
April	13,486	115,020	65,378	148,951	205,793	249,548	277,173	242,818	316,923	269,030	309,941	15.2%
May	126,318	17,510	208,259	185,610	254,042	288,850	288,108	294,713	290,798	287,215	321,733	12.0%
June	315,214	140,730	22,123	228,152	323,160	335,643	354,313	367,608	379,219	379,580	435,655	14.8%
July	190,688	187,812	202,742	430,202	429,020	444,435	462,040	496,138	529,650	512,615	592,654	15.6%
August	278,438	186,248	257,178	428,686	426,472	442,625	469,195	456,450	463,828	470,925	567,203	20.4%
September	307,926	620,196	372,804	290,575	289,845	282,865	313,698	314,598	333,408	344,028		
October	29,302	20,628	216,474	210,447	215,777	248,003	268,695	271,738	276,703	229,410		
November	300,010	241,856	96,356	172,638	184,258	205,013	211,695	215,819	205,628	190,175		
December	10,424	8,077	219,120	115,830	138,160	130,373	129,150	129,890	171,830	156,143		
Totals	\$ 1,814,738	\$ 1,849,595	\$ 1,967,515	\$ 2,606,028	\$ 2,901,384	\$ 3,117,516	\$ 3,305,068	\$ 3,326,057	\$ 3,449,200	\$ 3,370,855	\$ 2,710,052	
% Change	-14.5%	1.9%	6.4%	32.5%	11.3%	7.4%	6.0%	0.6%	3.7%	-2.3%		
\$ Change	\$ (307,158)	\$ 34,857	\$ 117,920	\$ 638,513	\$ 295,356	\$ 216,132	\$ 187,552	\$ 20,990	\$ 123,143	\$ (78,345)		

12 Months ending August	\$ 2,245,142.00	\$ 1,606,500.00	\$ 1,953,517.53	\$ 2,721,292.00	\$ 2,862,834.00	\$ 3,079,303.50	\$ 3,248,082.50	\$ 3,317,250.50	\$ 3,393,675.00	\$ 3,438,668.50	\$ 3,629,807.00
% Change from prior period	2.3%	-28.4%	21.6%	39.3%	5.2%	7.6%	5.5%	2.1%	2.3%	1.3%	5.6%

City of Avalon Wharfage Fees - Cruise Ships												% Change from Prior Year Same Month
	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	
January			\$ 15,190	\$ 19,590	\$ 20,639	\$ 24,041	\$ 28,884	\$ 22,375	\$ 38,249	\$ 46,041	\$ 53,825	16.9%
February			14,699	15,349	16,204	28,667	34,592	36,504	26,801	42,555	51,350	20.7%
March			19,851	16,464	17,470	55,059	35,514	34,362	50,439	46,664	58,004	24.3%
April			16,979	21,628	46,979	50,505	39,154	32,695	47,913	51,725	68,878	33.2%
May			15,962	23,459	30,270	33,253	26,928	42,016	53,363	47,630	42,809	-10.1%
June			19,709	17,348	17,942	36,971	42,390	35,584	30,801	48,060	57,888	20.4%
July		\$ 9,589	26,444	21,355	22,421	37,709	30,139	21,626	56,117	70,186	82,888	18.1%
August		24,865	21,093	17,066	17,942	31,773	40,077	42,235	51,069	57,633	64,698	12.3%
September		23,910	18,542	25,592	29,304	45,645	49,815	21,631	49,008	50,990		
October		17,728	18,488	29,262	28,271	30,133	39,975	46,298	73,716	83,683		
November		18,658	15,589	16,239	13,644	34,491	51,021	37,915	69,639	38,603		
December		11,845	8,488	16,788	20,523	28,903	36,849	36,241	55,776	64,775		
Totals	n/a	\$ 106,594	\$ 211,035	\$ 240,140	\$ 281,611	\$ 437,150	\$ 455,338	\$ 409,482	\$ 602,891	\$ 648,543	\$ 480,340	
% Change	n/a	n/a	98.0%	13.8%	17.3%	55.2%	4.2%	-10.1%	47.2%	7.6%		
\$ Change	n/a	n/a	\$ 104,440	\$ 29,105	\$ 41,471	\$ 155,539	\$ 18,188	\$ (45,856)	\$ 193,409	\$ 45,652		

12 Months ending August	n/a	n/a	\$ 222,067.60	\$ 213,366.40	\$ 277,749.18	\$ 389,720.76	\$ 416,850.00	\$ 445,057.00	\$ 496,837.33	\$ 658,630.75	\$ 718,390.50
% Change from prior period	n/a	n/a	n/a	-3.9%	30.2%	40.3%	7.0%	6.8%	11.6%	32.6%	9.1%

City of Avalon Mooring Fees - Nightly												% Change from Prior Year Same Month
	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	
January			\$ 33,401	\$ 33,341	\$ 30,295	\$ 47,635	\$ 37,507	\$ 23,576	\$ 32,484	\$ 43,333	\$ 33,109	-23.6%
February			24,344	35,486	31,564	32,480	40,079	43,419	22,491	40,763	34,977	-14.2%
March			35,597	44,753	46,036	45,753	68,657	55,832	61,576	53,240	58,679	10.2%
April			65,372	55,960	59,950	59,631	74,401	55,572	80,093	64,661	74,693	15.5%
May			100,202	105,492	103,117	112,063	87,533	99,330	121,072	113,266	90,974	-19.7%
June			125,833	156,052	137,775	134,244	135,646	156,272	173,544	167,925	171,387	2.1%
July		\$ 228,057	239,880	224,064	238,386	244,978	242,501	300,432	305,823	303,593	317,582	4.6%
August		239,790	239,638	233,049	242,945	245,638	248,621	291,627	276,189	298,711	330,888	10.8%
September		165,797	171,385	174,336	169,915	172,752	179,924	211,582	215,735	213,240		
October		108,338	111,929	100,848	102,968	128,007	131,934	135,857	126,828	141,146		
November		48,801	46,328	45,922	48,673	60,875	48,096	71,077	67,773	86,872		
December		40,345	38,770	26,941	45,878	30,397	21,939	32,467	49,654	36,898		
Totals	n/a	\$ 831,128	\$ 1,232,680	\$ 1,236,243	\$ 1,257,502	\$ 1,314,453	\$ 1,316,838	\$ 1,477,043	\$ 1,533,262	\$ 1,563,648	\$ 1,112,289	
% Change	n/a	n/a	48.3%	0.3%	1.7%	4.5%	0.2%	12.2%	3.8%	2.0%		
\$ Change	n/a	n/a	\$ 401,551	\$ 3,563	\$ 21,259	\$ 56,951	\$ 2,385	\$ 160,205	\$ 56,219	\$ 30,386		

12 Months ending August	n/a	n/a	\$ 1,227,548.22	\$ 1,256,608.88	\$ 1,238,115.00	\$ 1,289,856.00	\$ 1,326,976.00	\$ 1,407,953.00	\$ 1,524,255.00	\$ 1,545,482.00	\$ 1,590,445.00
% Change from prior period	n/a	n/a	n/a	2.4%	-1.5%	4.2%	2.9%	6.1%	8.3%	1.4%	2.9%

Note: Data is unaudited.

Total Visitor Driven Revenues

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
TOT Taxes	\$ 2,926,581	\$ 3,171,828	\$ 3,698,535	\$ 3,497,625	\$ 4,152,788	\$ 4,608,011	\$ 5,010,223	\$ 5,199,009	\$ 5,369,840	\$ 5,411,642	\$ 3,899,366
Admissions Tax	422,192	483,374	577,289	581,465	675,350	813,661	818,767	858,252	851,879	836,541	557,408
Harbor Use Fees	n/a	138,357	285,324	304,926	291,657	327,509	361,145	351,005	368,067	382,975	287,079
Sales Taxes	409,496	463,775	522,162	576,964	553,692	664,591	734,730	899,675	1,021,029	941,266	481,554
Wharfage Fees - CC	1,814,738	1,849,595	1,967,515	2,606,028	2,901,384	3,117,516	3,305,068	3,326,057	3,449,200	3,370,855	2,710,052
Wharfage Fees - CS	n/a	106,594	211,035	240,140	281,611	437,150	455,338	409,482	602,891	648,543	480,340
Mooring Fees - Nightly	n/a	831,128	1,232,680	1,236,243	1,257,502	1,314,453	1,316,838	1,477,043	1,533,262	1,563,648	1,112,289
Totals	\$ 5,573,007	\$ 6,213,524	\$ 8,494,539	\$ 9,043,391	\$ 10,113,984	\$ 11,282,891	\$ 12,002,108	\$ 12,520,523	\$ 13,196,167	\$ 13,155,469	\$ 9,528,087
% Change	-16.5%	11.5%	36.7%	6.5%	11.8%	11.6%	6.4%	4.3%	5.4%	-0.3%	
\$ Change	\$ (1,104,930)	\$ 640,516	\$ 2,281,015	\$ 548,852	\$ 1,070,593	\$ 1,168,906	\$ 719,217	\$ 518,415	\$ 675,644	\$ (40,697)	
12 Months ending August	\$ 6,475,467	\$ 5,401,604	\$ 8,091,339	\$ 9,651,238	\$ 10,003,147	\$ 10,776,096	\$ 11,910,694	\$ 12,248,908	\$ 12,896,543	\$ 13,214,405	\$ 13,513,308
% Change from prior period	-3.7%	-16.6%	49.8%	19.3%	3.6%	7.7%	10.5%	2.8%	5.3%	2.5%	2.3%

