

City of Avalon Visitor Driven Revenues January 2007 through September 2017

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

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	% Change from Prior Year Same Month
January	\$ 164,897	\$ 110,793	\$ 80,761	\$ 72,020	\$ 176,856	\$ 148,046	\$ 99,510	\$ 149,329	\$ 130,635	\$ 172,274	\$ 165,517	-3.9%
February	95,665	98,064	85,043	89,519	89,210	100,725	117,050	159,767	177,561	227,387	189,887	-16.5%
March	114,173	120,444	115,576	106,114	126,077	148,680	255,704	230,217	345,499	291,625	306,132	5.0%
April	175,916	220,018	137,101	141,501	140,516	186,789	280,258	286,952	378,400	389,355	425,112	9.2%
May	304,730	194,860	138,228	113,823	235,048	195,265	261,730	355,531	447,576	465,616	419,513	-9.9%
June	241,970	286,827	253,081	322,394	320,388	232,488	542,335	550,389	627,036	557,484	610,349	9.5%
July	393,277	390,749	345,733	319,722	341,042	703,643	736,930	778,057	780,533	872,767	913,015	4.6%
August	585,590	399,415	486,312	621,809	714,135	627,608	715,940	814,321	792,361	797,472	811,992	1.8%
September	682,250	947,900	632,306	621,036	702,556	501,577	469,346	460,132	452,087	539,426	553,479	2.6%
October	368,792	358,989	282,747	309,530	394,913	295,448	304,178	420,248	484,659	463,093	-	0.0%
November	316,505	129,068	242,020	279,267	309,540	220,490	245,286	254,150	280,311	288,408	-	0.0%
December	173,677	309,105	127,671	175,093	148,254	136,866	124,521	148,918	113,565	134,102	-	0.0%
Totals	\$ 3,617,444	\$ 3,566,230	\$ 2,926,581	\$ 3,171,828	\$ 3,698,535	\$ 3,497,625	\$ 4,152,788	\$ 4,608,011	\$ 5,010,223	\$ 5,199,009	\$ 4,394,995	
% Change	2.3%	-1.4%	-17.9%	8.4%	16.6%	-5.4%	18.7%	11.0%	8.7%	3.8%		
\$ Change	\$ 81,937	\$ (51,213)	\$ (639,649)	\$ 245,248	\$ 526,707	\$ (200,910)	\$ 655,163	\$ 455,223	\$ 402,212	\$ 188,786		

12 Months ending Sep	\$ 3,647,934	\$ 3,628,043	\$ 3,071,305	\$ 3,060,377	\$ 3,609,718	\$ 3,697,528	\$ 4,131,607	\$ 4,458,680	\$ 4,955,004	\$ 5,191,941	\$ 5,280,599
% Change from prior period	6.3%	-0.5%	-15.3%	-0.4%	18.0%	2.4%	11.7%	7.9%	11.1%	4.8%	1.7%

Occupancy Rates (Hotels only)

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	% Pt Change from Prior Year Same Month
January	22.9%	20.3%	22.1%	17.8%	18.2%	18.5%	27.8%	33.2%	35.0%	33.2%	31.7%	(1.5)
February	34.7%	34.3%	27.1%	28.9%	29.1%	30.1%	36.8%	41.2%	47.4%	46.2%	38.3%	(7.9)
March	47.0%	51.2%	38.2%	37.8%	38.5%	43.3%	52.8%	59.0%	60.1%	64.4%	58.3%	(6.1)
April	57.0%	58.2%	47.3%	43.9%	44.1%	46.4%	54.0%	64.7%	67.7%	62.7%	70.9%	8.2
May	52.0%	53.9%	45.0%	49.8%	49.9%	50.8%	57.4%	65.8%	64.4%	63.6%	66.7%	3.1
June	63.3%	63.1%	45.5%	57.5%	59.6%	61.1%	67.0%	74.3%	70.1%	76.8%	79.6%	2.8
July	75.7%	75.8%	61.0%	79.1%	82.3%	84.3%	80.6%	83.1%	80.2%	84.9%	87.2%	2.3
August	80.2%	81.3%	70.8%	76.4%	77.0%	84.0%	76.9%	82.3%	82.5%	83.1%	83.1%	-
September	69.8%	65.0%	49.7%	53.6%	55.2%	63.0%	64.4%	71.0%	66.1%	73.6%	73.0%	(0.6)
October	50.6%	45.9%	42.9%	48.0%	48.5%	52.74%	53.0%	67.0%	64.5%	65.0%	-	-
November	38.9%	34.9%	30.2%	34.7%	33.3%	41.57%	45.1%	47.4%	50.6%	51.8%	-	-
December	25.1%	23.4%	22.7%	27.3%	27.8%	31.66%	32.3%	32.6%	38.0%	39.6%	-	-
Annual Average	51.4%	50.6%	41.9%	46.2%	47.0%	50.6%	54.0%	60.1%	60.5%	62.1%		
Percentage Points Change	(1.2)	(0.8)	(8.7)	4.3	0.7	3.7	3.4	9.5	0.4			

12 Months ending Sep	52.0%	51.9%	43.9%	44.7%	46.9%	48.6%	53.5%	58.2%	60.4%	61.2%	62.1%
Percentage points change from prior period	0.8	(0.1)	(8.0)	0.9	2.1	1.8	4.9	4.7	2.2	0.7	1.0

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

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	% Change from Prior Year Same Month
January	\$ 22,379	\$ 16,394	\$ 20,866	\$ 16,191	\$ 23,455	\$ 39,760	\$ 17,843	\$ 32,240	\$ 34,867	\$ 25,870	\$ 26,290	1.6%
February	13,972	12,264	10,080	13,936	12,954	23,922	26,511	31,070	39,485	43,917	27,539	-37.3%
March	23,276	19,281	12,420	11,910	19,382	11,557	44,310	36,676	51,823	51,422	61,200	19.0%
April	33,151	29,376	22,565	17,290	18,441	51,227	47,625	52,175	62,947	61,973	80,699	30.2%
May	22,548	32,930	28,027	27,880	34,357	46,566	24,138	71,533	68,611	71,333	65,501	-8.2%
June	37,618	22,060	24,328	41,867	46,802	21,118	124,674	136,709	89,173	98,052	94,020	-4.1%
July	61,884	84,808	69,211	21,414	61,288	77,538	26,325	27,383	116,002	117,980	113,687	-3.6%
August	27,348	47,538	53,782	113,212	101,541	99,911	109,566	113,356	110,688	115,494	106,796	-7.5%
September	94,405	79,840	64,228	88,125	101,953	73,356	148,083	103,921	80,601	90,639	74,667	-17.6%
October	45,156	46,363	27,827	12,323	67,629	75,116	50,168	83,448	85,457	92,016	-	0.0%
November	34,296	14,024	69,243	93,309	70,110	34,561	40,935	80,885	48,173	49,496	-	0.0%
December	59,827	62,143	19,615	25,917	19,377	26,833	15,172	44,265	30,940	40,059	-	0.0%
Totals	\$ 475,860	\$ 467,022	\$ 422,192	\$ 483,374	\$ 577,289	\$ 581,465	\$ 675,350	\$ 813,661	\$ 818,767	\$ 858,252	\$ 650,398	
% Change	-10.7%	-1.9%	-9.6%	14.5%	19.4%	0.7%	16.1%	20.5%	0.6%	4.8%		
\$ Change	\$ (56,942)	\$ (8,838)	\$ (44,830)	\$ 61,182	\$ 93,915	\$ 4,176	\$ 93,885	\$ 138,311	\$ 5,106	\$ 39,485		

12 Months ending Sep	\$ 496,529	\$ 483,770	\$ 428,038	\$ 468,510	\$ 551,722	\$ 602,071	\$ 705,585	\$ 711,338	\$ 862,795	\$ 841,250	\$ 831,969
% Change from prior period	-6.8%	-2.6%	-11.5%	9.5%	17.8%	9.1%	17.2%	0.8%	21.3%	-2.5%	-1.1%

City of Avalon Visitor Driven Revenues January 2007 through September 2017

Harbor Use Fees (7%)

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	% Change from Prior Year Same Month
January					\$ 6,305	\$ 6,416	\$ 4,782	\$ 8,968	\$ 12,985	\$ 11,448	\$ 7,823	-31.7%
February					11,004	11,233	10,927	11,844	11,440	10,850	9,844	-9.3%
March					10,812	16,860	15,858	11,537	27,701	19,406	20,081	3.5%
April					16,371	16,767	16,241	28,966	21,907	22,049	30,255	37.2%
May					16,634	16,843	18,460	29,595	22,566	26,523	32,812	23.7%
June					43,496	57,307	50,320	55,675	55,617	51,269	51,164	-0.2%
July				\$ 43,431	50,587	47,402	56,066	61,113	65,622	63,497	66,062	4.0%
August				47,753	38,119	45,122	54,080	49,142	65,282	64,371	57,275	-11.0%
September				14,925	42,768	42,084	27,873	25,268	36,955	36,344	37,782	4.0%
October				18,776	27,247	25,121	21,925	19,693	22,989	23,736	-	0.0%
November				8,046	11,802	11,355	6,931	15,420	10,864	13,387	-	0.0%
December				5,426	10,179	8,416	8,194	10,287	7,218	8,125	-	0.0%
Totals	n/a	n/a	n/a	\$ 138,357	\$ 285,324	\$ 304,926	\$ 291,657	\$ 327,509	\$ 361,145	\$ 351,005	\$ 313,098	
% Change	n/a	n/a	n/a	n/a	106.2%	6.9%	-4.4%	12.3%	10.3%	-2.8%		
\$ Change	n/a	n/a	n/a	n/a	\$ 146,967	\$ 19,602	\$ (13,269)	\$ 35,852	\$ 33,636	\$ (10,139)		
12 Months ending Sep	n/a	n/a	n/a	n/a	\$ 268,344	\$ 309,262	\$ 299,499	\$ 319,159	\$ 365,474	\$ 346,828	\$ 358,346	
% Change from prior period	n/a	n/a	n/a	n/a	n/a	15.2%	-3.2%	6.6%	14.5%	-5.1%	3.3%	

Local Sales Tax

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	% Change from Prior Year Same Month
January	\$ 33,900	\$ 30,400	\$ 28,300	\$ 24,500	\$ 25,500	\$ 28,000	\$ 28,100	\$ 33,900	\$ 33,600	\$ 38,300	\$ 68,769	79.6%
February	45,100	40,500	31,000	31,600	34,000	37,300	37,400	45,200	44,800	51,200	42,400	-17.2%
March	13,970	26,036	31,396	26,328	29,809	25,838	43,235	30,510	52,433	56,353	56,500	0.3%
April	19,400	22,900	24,000	17,600	18,100	20,700	23,400	25,600	29,900	41,500	77,460	86.6%
May	25,800	30,500	25,700	25,600	26,600	27,600	31,200	34,100	40,281	55,400	68,600	23.8%
June	61,000	50,784	24,609	44,222	46,005	52,737	56,250	67,023	64,603	88,640	91,300	3.0%
July	21,200	19,050	15,550	38,200	36,200	38,400	43,700	44,700	55,572	115,308	157,497	36.6%
August	56,500	50,800	36,800	51,000	48,200	51,200	58,200	59,600	74,132	92,300	94,900	2.8%
September	52,218	72,127	50,200	42,940	62,770	89,331	46,099	93,214	99,638	123,000	126,400	2.8%
October	55,400	59,400	50,200	45,800	49,200	63,500	70,100	63,300	75,900	89,805	-	0.0%
November	73,900	79,200	66,900	61,000	65,600	84,600	93,500	97,500	101,089	52,100	-	0.0%
December	56,822	41,092	24,842	54,985	80,178	57,758	22,508	69,944	62,782	69,400	-	0.0%
Totals	\$ 515,210	\$ 522,789	\$ 409,496	\$ 463,775	\$ 522,162	\$ 576,964	\$ 553,692	\$ 664,591	\$ 734,730	\$ 873,305	\$ 783,826	
% Change	-3.6%	1.5%	-21.7%	13.3%	12.6%	10.5%	-4.0%	20.0%	10.6%	18.9%		
\$ Change	\$ (19,488)	\$ 7,579	\$ (113,293)	\$ 54,279	\$ 58,387	\$ 54,802	\$ (23,272)	\$ 110,899	\$ 70,139	\$ 138,575		
12 Months ending Sep	\$ 507,091	\$ 529,219	\$ 447,247	\$ 443,932	\$ 488,969	\$ 566,084	\$ 573,443	\$ 619,954	\$ 725,703	\$ 901,772	\$ 995,131	
% Change from prior period	-13.4%	4.4%	-15.5%	-0.7%	10.1%	15.8%	1.3%	8.1%	17.1%	24.3%	10.4%	

City of Avalon Wharfrage Fees - Cross-Channel Carriers

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	% Change from Prior Year Same Month
January	\$ 20,562	\$ 4,232	\$ 13,130	\$ 94,322	\$ 141,624	\$ 166,161	\$ 97,577	\$ 129,180	\$ 124,058	\$ 109,323	\$ 108,390	-0.9%
February	89,738	90,406	72,992	135,116	11	209,313	128,095	143,775	152,398	181,955	130,813	-28.1%
March	82,840	70,006	156,811	82,080	62,605	19,463	209,185	217,208	254,548	245,010	242,010	-1.2%
April	112,178	107,300	13,486	115,020	65,378	148,951	205,793	249,548	277,173	242,818	316,923	30.5%
May	167,524	168,834	126,318	17,510	208,259	185,610	254,042	288,850	288,108	294,713	290,798	-1.3%
June	177,090	158,586	315,214	140,730	22,123	228,152	323,160	335,643	354,313	367,608	379,219	3.2%
July	372,184	409,284	190,688	187,812	202,742	430,202	429,020	444,435	462,040	496,138	529,650	6.8%
August	329,712	35,182	278,438	186,248	257,178	428,686	426,472	442,625	469,195	456,450	463,828	1.6%
September	47,270	332,896	307,926	620,196	372,804	290,575	289,845	282,865	313,698	314,598	333,408	6.0%
October	341,172	344,458	29,302	20,628	216,474	210,447	215,777	248,003	268,695	271,738	-	0.0%
November	211,304	173,906	300,010	241,856	96,356	172,638	184,258	205,013	211,695	215,819	-	0.0%
December	256,728	226,806	10,424	8,077	219,120	115,830	138,160	130,373	129,150	129,890	-	0.0%
Totals	\$ 2,208,302	\$ 2,121,896	\$ 1,814,738	\$ 1,849,595	\$ 1,864,674	\$ 2,606,028	\$ 2,901,384	\$ 3,117,516	\$ 3,305,068	\$ 3,326,057	\$ 2,795,038	
% Change	-1.3%	-3.9%	-14.5%	1.9%	0.8%	39.8%	11.3%	7.4%	6.0%	0.6%		
\$ Change	\$ (28,784)	\$ (86,406)	\$ (307,158)	\$ 34,857	\$ 15,079	\$ 741,355	\$ 295,356	\$ 216,132	\$ 187,552	\$ 20,990		
12 Months ending Sep	\$ 2,257,274	\$ 2,185,930	\$ 2,220,172	\$ 1,918,770	\$ 1,603,285	\$ 2,639,063	\$ 2,862,104	\$ 3,072,324	\$ 3,278,915	\$ 3,318,151	\$ 3,412,484	
% Change from prior period	32.3%	-3.2%	1.6%	-13.6%	-16.4%	64.6%	8.5%	7.3%	6.7%	1.2%	2.8%	

City of Avalon Visitor Driven Revenues January 2007 through September 2017

City of Avalon

Wharfage Fees - Cruise Ships

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	% Change from Prior Year Same Month
January					\$ 15,190	\$ 19,590	\$ 20,639	\$ 24,041	\$ 28,884	\$ 22,375	\$ 38,249	70.9%
February					14,699	15,349	16,204	28,667	34,592	36,504	26,801	-26.6%
March					19,851	16,464	17,470	55,059	35,514	34,362	50,439	46.8%
April					16,979	21,628	46,979	50,505	39,154	32,695	47,913	46.5%
May					15,962	23,459	30,270	33,253	26,928	42,016	53,363	27.0%
June					19,709	17,348	17,942	36,971	42,390	35,584	30,801	-13.4%
July				\$ 9,589	26,444	21,355	22,421	37,709	30,139	21,626	56,117	159.5%
August				24,865	21,093	17,066	17,942	31,773	40,077	42,235	43,845	3.8%
September				23,910	18,542	25,592	29,304	45,645	49,815	21,631	56,232	160.0%
October				17,728	18,488	29,262	28,271	30,133	39,975	46,298	-	0.0%
November				18,658	15,589	16,239	13,644	34,491	51,021	37,915	-	0.0%
December				11,845	8,488	16,788	20,523	28,903	36,849	36,241	-	0.0%
Totals	n/a	n/a	n/a	\$ 106,594	\$ 211,035	\$ 240,140	\$ 281,611	\$ 437,150	\$ 455,338	\$ 409,482	\$ 403,759	
% Change	n/a	n/a	n/a	n/a	98.0%	13.8%	17.3%	55.2%	4.2%	-10.1%		
\$ Change	n/a	n/a	n/a	n/a	\$ 104,440	\$ 29,105	\$ 41,471	\$ 155,539	\$ 18,188	\$ (45,856)		

12 Months ending Sep	n/a	n/a	n/a	n/a	\$ 216,700	\$ 220,416	\$ 281,461	\$ 406,062	\$ 421,020	\$ 416,873	\$ 524,213	
% Change from prior period	n/a	n/a	n/a	n/a	n/a	1.7%	27.7%	44.3%	3.7%	-1.0%	25.7%	

Total Visitor Driven Revenues

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
TOT Taxes	\$ 3,617,444	\$ 3,566,230	\$ 2,926,581	\$ 3,171,828	\$ 3,698,535	\$ 3,497,625	\$ 4,152,788	\$ 4,608,011	\$ 5,010,223	\$ 5,199,009	\$ 4,394,995
Admissions Tax	475,860	467,022	422,192	483,374	577,289	581,465	675,350	813,661	818,767	858,252	650,398
Harbor Use Fees	n/a	n/a	n/a	138,357	285,324	304,926	291,657	327,509	361,145	351,005	313,098
Sales Taxes	515,210	522,789	409,496	463,775	522,162	576,964	553,692	664,591	734,730	873,305	783,826
Wharfage Fees - CC	2,208,302	2,121,896	1,814,738	1,849,595	1,864,674	2,606,028	2,901,384	3,117,516	3,305,068	3,326,057	2,795,038
Wharfage Fees - CS	n/a	n/a	n/a	106,594	211,035	240,140	281,611	437,150	455,338	409,482	403,759
Totals	\$ 6,816,816	\$ 6,677,938	\$ 5,573,007	\$ 6,213,524	\$ 7,159,018	\$ 7,807,148	\$ 8,856,482	\$ 9,968,438	\$ 10,685,270	\$ 11,017,111	\$ 9,341,115
% Change	-0.3%	-2.0%	-16.5%	11.5%	15.2%	9.1%	13.4%	12.6%	7.2%	3.1%	
\$ Change	\$ (23,278)	\$ (138,878)	\$ (1,104,930)	\$ 640,516	\$ 945,494	\$ 648,130	\$ 1,049,334	\$ 1,111,955	\$ 716,832	\$ 331,841	

12 Months ending Sep	\$ 6,908,828	\$ 6,826,962	\$ 6,166,762	\$ 5,891,588	\$ 6,738,738	\$ 8,034,424	\$ 8,853,699	\$ 9,587,516	\$ 10,608,911	\$ 11,016,814	\$ 11,402,742
% Change from prior period	10.5%	-1.2%	-9.7%	-4.5%	14.4%	19.2%	10.2%	8.3%	10.7%	3.8%	3.5%

