

City of Avalon
Visitor-Driven Revenues
Calendar Years 2001 - 2015

Transient Occupancy Tax Revenues (Hotels, Property Managed & Singles; TOT currently 12%)

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	% Change from Prior Year Same Month
January	\$ 51,406	\$ 78,639	\$ 91,235	\$ 59,549	\$ 103,907	\$ 134,804	\$ 164,897	\$ 110,793	\$ 80,761	\$ 72,020	\$ 176,856	\$ 148,046	\$ 99,510	\$ 149,329	\$ 130,635	-12.5%
February	62,620	56,738	52,011	68,386	99,858	89,700	95,665	98,064	85,043	89,519	89,210	100,725	117,050	159,767	177,561	11.1%
March	79,563	77,652	73,393	107,075	104,399	151,092	114,173	120,444	115,576	106,114	126,077	148,680	255,704	230,217	345,499	50.1%
April	125,091	147,337	129,144	109,755	185,209	147,255	175,916	220,018	137,101	141,501	140,516	186,789	280,258	286,952	378,400	31.9%
May	173,714	152,680	125,466	187,957	204,335	214,382	304,730	194,860	138,228	113,823	235,048	195,265	261,730	355,531	447,576	25.9%
June	195,779	164,337	224,714	197,489	310,101	251,029	241,970	286,827	253,081	322,394	320,388	232,488	542,335	550,389	635,219	15.4%
July	294,763	320,668	269,226	238,168	327,228	345,370	393,277	390,749	345,733	319,722	341,042	703,643	736,930	778,057	828,892	6.5%
August	387,676	400,489	352,368	494,452	555,027	625,383	585,590	399,415	486,312	621,809	714,135	627,608	715,940	814,321	992,949	21.9%
September	433,740	434,983	494,218	529,424	641,183	687,028	682,250	947,900	632,306	621,036	702,556	501,577	469,346	460,132	504,856	9.7%
October	206,334	247,482	252,809	277,866	317,977	447,090	368,792	358,989	282,747	309,530	394,913	295,448	304,178	420,248	433,909	3.3%
November	213,688	153,161	195,602	416,515	316,754	313,806	316,505	129,068	242,020	279,267	309,540	220,490	245,286	254,150	253,601	-0.2%
December	116,076	168,829	167,036	143,590	149,858	128,568	173,677	309,105	127,671	175,093	148,254	136,866	124,521	148,918	169,258	13.7%
Totals	\$2,340,450	\$2,402,995	\$2,427,222	\$2,830,224	\$3,315,836	\$3,535,507	\$3,617,444	\$3,566,230	\$2,926,581	\$3,171,828	\$3,698,535	\$3,497,625	\$4,152,788	\$4,608,011	\$5,298,355	
% Change	-1.8%	2.7%	1.0%	16.6%	17.2%	6.6%	2.3%	-1.4%	-17.9%	8.4%	16.6%	-5.4%	18.7%	11.0%	15.0%	
\$ Change	\$ (42,663)	\$ 62,545	\$ 24,227	\$ 403,002	\$ 485,612	\$ 219,671	\$ 81,937	\$ (51,213)	\$ (639,649)	\$ 245,248	\$ 526,707	\$ (200,910)	\$ 655,163	\$ 455,223	\$ 690,344	

Occupancy Rates (Hotels only)

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	Change from Prior Year Same Month
January	32.3%	21.9%	24.9%	25.9%	20.0%	24.5%	22.9%	20.3%	22.1%	17.8%	18.2%	18.5%	27.8%	33.2%	35.0%	1.8
February	35.4%	37.0%	34.8%	36.7%	30.6%	38.2%	34.7%	34.3%	27.1%	28.9%	29.1%	30.1%	36.8%	41.2%	47.4%	6.2
March	44.4%	50.0%	46.2%	42.1%	42.0%	38.9%	47.0%	51.2%	38.2%	37.8%	38.5%	43.3%	52.8%	59.0%	60.1%	1.1
April	55.6%	50.8%	51.1%	54.5%	51.4%	52.6%	57.0%	58.2%	47.3%	43.9%	44.1%	46.4%	54.0%	64.7%	67.7%	3.0
May	59.0%	55.8%	54.6%	55.9%	50.9%	54.2%	52.0%	53.9%	45.0%	49.8%	49.9%	50.8%	57.4%	65.8%	64.4%	(1.4)
June	73.9%	74.3%	66.5%	63.5%	61.1%	62.0%	63.3%	63.1%	45.5%	57.5%	59.6%	61.1%	67.0%	74.3%	70.1%	(4.2)
July	83.5%	81.8%	79.9%	75.2%	76.7%	83.5%	75.7%	75.8%	61.0%	79.1%	82.3%	84.3%	80.6%	83.1%	80.2%	(2.9)
August	91.6%	92.5%	92.3%	85.2%	85.5%	86.6%	80.2%	81.3%	70.8%	76.4%	77.0%	84.0%	76.9%	82.3%	82.5%	0.2
September	65.8%	65.6%	60.4%	63.3%	60.2%	64.3%	69.8%	65.0%	49.7%	53.6%	55.2%	63.0%	64.4%	71.0%	66.1%	(4.9)
October	54.4%	55.1%	55.0%	49.8%	55.6%	57.2%	50.6%	45.9%	42.9%	48.0%	48.5%	52.74%	53.0%	67.0%	64.5%	(2.5)
November	38.9%	39.3%	25.4%	36.1%	32.1%	41.0%	38.9%	34.9%	30.2%	34.7%	33.3%	41.57%	45.1%	47.4%	50.6%	3.3
December	27.6%	25.4%	24.9%	25.7%	25.8%	28.3%	25.1%	23.4%	22.7%	27.3%	27.8%	31.66%	32.3%	32.6%	38.0%	5.4
Annual Average	55.2%	54.1%	51.3%	51.2%	49.3%	52.6%	51.4%	50.6%	41.9%	46.2%	47.0%	50.6%	54.0%	60.1%	60.5%	
Percentage Points Change	(3.1)	(1.1)	(2.8)	(0.2)	(1.8)	3.3	(1.2)	(0.8)	(8.7)	4.3	0.7	3.7	3.4	6.1	0.4	

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

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	% Change from Prior Year Same Month
January	\$ 14,597	\$ 10,832	\$ 12,448	\$ 11,128	\$ 17,812	\$ 27,495	\$ 22,379	\$ 16,394	\$ 20,866	\$ 16,191	\$ 23,455	\$ 39,760	\$ 17,843	\$ 32,240	\$ 34,867	8.1%
February	20,240	14,391	15,221	13,089	14,245	17,798	13,972	12,264	10,080	13,936	12,954	23,922	26,511	31,070	39,485	27.1%
March	14,042	15,544	10,871	23,712	19,144	24,273	23,276	19,281	12,420	11,910	19,382	11,557	44,310	36,676	51,823	41.3%
April	18,508	23,770	18,684	29,576	25,961	24,672	33,151	29,376	22,565	17,290	18,441	51,227	47,625	52,175	62,947	20.6%
May	24,339	22,741	21,959	29,073	29,939	36,375	22,548	32,930	28,027	27,880	34,357	46,566	24,138	71,533	68,611	-4.1%
June	36,666	38,402	43,908	42,970	35,039	43,603	37,618	22,060	24,328	41,867	46,802	21,118	124,674	136,709	89,173	-34.8%
July	69,002	46,419	50,954	59,289	73,862	51,200	61,884	84,808	69,211	21,414	61,288	77,538	26,325	22,617	116,002	412.9%
August	44,661	70,031	61,485	66,128	57,528	78,951	27,348	47,538	53,782	113,212	101,541	99,911	109,566	113,356	110,688	-2.4%
September	69,053	61,831	78,080	93,189	76,471	68,488	94,405	79,840	64,228	88,125	101,953	73,356	148,083	103,921	80,601	-22.4%
October	41,703	35,899	43,823	43,732	70,846	53,519	45,156	46,363	27,827	12,323	67,629	75,116	50,168	83,448	85,457	2.4%
November	32,866	47,443	60,363	70,027	39,426	47,285	34,296	14,024	69,243	93,309	70,110	34,561	40,935	80,885	48,173	-40.4%
December	23,293	29,486	26,558	19,758	49,358	59,143	59,827	62,143	19,615	25,917	19,377	26,833	15,172	44,265	30,940	-30.1%
Totals	\$ 408,970	\$ 416,789	\$ 444,354	\$ 501,671	\$ 509,631	\$ 532,802	\$ 475,860	\$ 467,022	\$ 422,192	\$ 483,374	\$ 577,289	\$ 581,465	\$ 675,350	\$ 808,895	\$ 818,767	
% Change	4.1%	1.9%	6.6%	12.9%	1.6%	4.5%	-10.7%	-1.9%	-9.6%	14.5%	19.4%	0.7%	16.1%	19.8%	1.2%	
\$ Change	\$ 16,277	\$ 7,819	\$ 27,565	\$ 57,317	\$ 7,960	\$ 23,171	\$ (56,942)	\$ (8,838)	\$ (44,830)	\$ 61,182	\$ 93,915	\$ 4,176	\$ 93,885	\$ 133,545	\$ 9,872	

**City of Avalon
Visitor-Driven Revenues
Calendar Years 2001 - 2015**

Harbor Use Fees (7%)

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	% Change from Prior Year Same Month
January											\$ 6,305	\$ 6,416	\$ 4,782	\$ 8,968	\$ 12,985	44.8%
February											11,004	11,233	10,927	11,844	11,440	-3.4%
March											10,812	16,860	15,858	11,537	27,701	140.1%
April											16,371	16,767	16,241	28,966	21,907	-24.4%
May											16,634	16,843	18,460	29,595	22,566	-23.8%
June											43,496	57,307	50,320	55,675	55,617	-0.1%
July										\$ 43,431	50,587	47,402	56,066	61,113	70,758	15.8%
August										47,753	38,119	45,122	54,080	49,142	63,427	29.1%
September										14,925	42,768	42,084	27,873	25,268	36,728	45.4%
October										18,776	27,247	25,121	21,925	19,693	28,111	42.7%
November										8,046	11,802	11,355	6,931	15,420	9,170	-40.5%
December										5,426	10,179	8,416	8,194	10,287	6,627	-35.6%
Totals	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	\$ 138,357	\$ 285,324	\$ 304,926	\$ 291,657	\$ 327,509	\$ 367,037	
% Change	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	106.2%	6.9%	-4.4%	12.3%	12.1%	
\$ Change	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	\$ 146,967	\$ 19,602	\$ (13,269)	\$ 35,852	\$ 39,528	

Local Sales Tax (0.5%)*

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	% Change from Prior Year Same Month
January	\$ 34,700	\$ 32,000	\$ 38,700	\$ 36,500	\$ 31,800	\$ 41,300	\$ 33,900	\$ 30,400	\$ 28,300	\$ 24,500	\$ 25,500	\$ 28,000	\$ 28,100	\$ 33,900	\$ 33,600	-0.9%
February	46,300	38,400	51,600	48,600	42,400	55,000	45,100	40,500	31,000	31,600	34,000	37,300	37,400	45,200	44,800	-0.9%
March	123,314	54,761	22,640	46,893	30,587	5,609	13,970	26,036	31,396	26,328	29,809	25,838	43,235	30,510	52,433	71.9%
April	32,600	23,000	25,200	28,000	23,500	24,800	19,400	22,900	24,000	17,600	18,100	20,700	23,400	25,600	29,900	16.8%
May	43,400	30,600	33,600	35,200	31,300	33,200	25,800	30,500	25,700	25,600	26,600	27,600	31,200	34,100	40,281	18.1%
June	31,437	61,780	72,925	64,194	44,590	23,424	61,000	50,784	24,609	44,222	46,005	52,737	56,250	67,023	64,603	-3.6%
July	53,000	22,750	24,450	47,400	19,250	41,600	21,200	19,050	15,550	38,200	36,200	38,400	43,700	44,700	50,300	12.5%
August	67,400	55,300	65,200	63,200	51,300	55,500	56,500	50,800	36,800	51,000	48,200	51,200	58,200	59,600	67,100	12.6%
September	57,805	83,676	70,904	79,626	22,930	76,262	52,218	72,127	50,200	42,940	62,770	89,331	46,099	93,214	90,186	-3.2%
October	68,300	80,300	69,900	53,000	37,700	54,100	55,400	59,400	50,200	45,800	49,200	63,500	70,100	63,300	68,700	8.5%
November	91,100	101,500	93,200	70,700	50,200	72,200	73,900	79,200	66,900	61,000	65,600	84,600	93,500	84,400	91,500	8.4%
December	72,988	18,800	50,829	36,431	140,660	51,703	56,822	41,092	24,842	54,985	80,178	57,758	22,508	69,944	56,827	-18.8%
Totals	\$ 722,344	\$ 602,867	\$ 619,148	\$ 609,743	\$ 526,217	\$ 534,698	\$ 515,210	\$ 522,789	\$ 409,496	\$ 463,775	\$ 522,162	\$ 576,964	\$ 553,692	\$ 651,491	\$ 690,230	
% Change	7.1%	-16.5%	2.7%	-1.5%	-13.7%	1.6%	-3.6%	1.5%	-21.7%	13.3%	12.6%	10.5%	-4.0%	17.7%	5.9%	
\$ Change	\$ 48,118	\$ (119,477)	\$ 16,281	\$ (9,405)	\$ (83,526)	\$ 8,481	\$ (19,488)	\$ 7,579	\$ (113,293)	\$ 54,279	\$ 58,387	\$ 54,802	\$ (23,272)	\$ 97,799	\$ 38,739	

* Excludes 0.5% pass-through sales tax to hospital

Wharfage Fees - Cross-Channel Carriers

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	% Change from Prior Year Same Month
January	\$ 3,775	\$ 74,465	\$ 94,107	\$ 2,309	\$ 161,297	\$ 108,639	\$ 20,562	\$ 4,232	\$ 13,130	\$ 94,322	\$ 141,624	\$ 166,161	\$ 97,577	\$ 129,180	\$ 124,058	-4.0%
February	61,572	88,730	82,031	74,200	324	73,760	89,738	90,406	72,992	135,116	11	209,313	128,095	143,775	152,398	6.0%
March	56,851	75,425	84,555	167,714	57,161	69,815	82,840	70,006	156,811	82,080	62,605	19,463	209,185	217,208	254,548	17.2%
April	122,361	107,609	94,575	21,293	77,754	95,798	112,178	107,300	13,486	115,020	65,378	148,951	205,793	249,548	277,173	11.1%
May	108,620	139,502	118,881	141,790	123,098	104,044	167,524	168,834	126,318	17,510	208,259	185,610	254,042	288,850	288,108	-0.3%
June	124,791	150,608	145,874	346,042	150,007	140,880	177,090	158,586	315,214	140,730	22,123	228,152	323,160	335,643	354,313	5.6%
July	163,411	397,940	377,373	209,922	307,109	340,310	372,184	409,284	190,688	187,812	202,742	430,202	429,020	441,210	462,040	4.7%
August	311,697	58,546	308,262	55,505	307,109	390,360	329,712	35,182	278,438	186,248	257,178	428,686	426,472	442,625	469,195	6.0%
September	47,081	325,064	31,454	313,358	313,790	55,306	47,270	332,896	307,926	620,196	372,804	290,575	289,845	282,865	313,698	10.9%
October	306,288	305,688	503,293	298,239	25,644	359,996	341,172	344,458	29,302	20,628	216,474	210,447	215,777	248,003	268,695	8.3%
November	180,684	186,885	17,198	304,863	178,701	377,574	211,304	173,906	300,010	241,856	96,356	172,638	184,258	205,013	211,695	3.3%
December	216,229	131,489	232,109	4,219	123,292	120,607	256,728	226,806	10,424	8,077	219,120	115,830	138,160	130,373	129,150	-0.9%
Totals	\$1,703,360	\$2,041,951	\$2,089,712	\$1,939,451	\$1,825,282	\$2,237,086	\$2,208,302	\$2,121,896	\$1,814,738	\$1,849,595	\$1,864,674	\$2,606,028	\$2,901,384	\$3,114,291	\$ 3,305,068	
% Change	32.2%	19.9%	2.3%	-7.2%	-5.9%	22.6%	-1.3%	-3.9%	-14.5%	1.9%	0.8%	39.8%	11.3%	7.3%	6.1%	
\$ Change	\$ 415,093	\$ 338,591	\$ 47,761	\$ (150,261)	\$ (114,169)	\$ 411,804	\$ (28,784)	\$ (86,406)	\$ (307,158)	\$ 34,857	\$ 15,079	\$ 741,355	\$ 295,356	\$ 212,907	\$ 190,777	

**City of Avalon
Visitor-Driven Revenues
Calendar Years 2001 - 2015**

Wharfage Fees - Cruise Ships

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014*	2015	% Change from Prior Year Same Month
January											\$ 15,190	\$ 19,590	\$ 20,639	\$ 31,024	\$ 40,046	29.1%
February											14,699	15,349	16,204	13,568	22,234	63.9%
March											19,851	16,464	17,470	65,060	29,382	-54.8%
April											16,979	21,628	46,979	55,685	54,525	-2.1%
May											15,962	23,459	30,270	43,650	31,380	-28.1%
June											19,709	17,348	17,942	47,391	44,678	-5.7%
July										\$ 9,589	26,444	21,355	22,421	35,210	26,874	-23.7%
August										24,865	21,093	17,066	17,942	31,762	36,808	15.9%
September										23,910	18,542	25,592	29,304	36,014	46,546	29.2%
October										17,728	18,488	29,262	36,104	26,318	36,706	39.5%
November										18,658	15,589	16,239	13,644	34,424	47,752	38.7%
December										11,845	8,488	16,788	20,523	32,664	33,580	2.8%
Totals	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	\$ 106,594	\$ 211,035	\$ 240,140	\$ 289,444	\$ 452,769	\$ 450,511	
% Change	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	98.0%	13.8%	20.5%	56.4%	-0.5%	
\$ Change	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	\$ 104,440	\$ 29,105	\$ 49,304	\$ 163,325	\$ (2,258)	

Total Visitor Driven Revenues

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	% Change from Prior Year
TOT Taxes	\$2,340,450	\$2,402,995	\$2,427,222	\$2,830,224	\$3,315,836	\$3,535,507	\$3,617,444	\$3,566,230	\$2,926,581	\$3,171,828	\$3,698,535	\$3,497,625	\$4,152,788	\$4,608,011	\$5,298,355	15.0%
Admissions Tax	408,970	416,789	444,354	501,671	509,631	532,802	475,860	467,022	422,192	483,374	577,289	581,465	675,350	808,895	818,767	1.2%
Harbor Use Fees	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	138,357	285,324	304,926	291,657	327,509	367,037	12.1%
Sales Taxes	722,344	602,867	619,148	609,743	526,217	534,698	515,210	522,789	409,496	463,775	522,162	576,964	553,692	651,491	690,230	5.9%
Wharfage Fees - CC	1,703,360	2,041,951	2,089,712	1,939,451	1,825,282	2,237,086	2,208,302	2,121,896	1,814,738	1,849,595	1,864,674	2,606,028	2,901,384	3,114,291	3,305,068	6.1%
Wharfage Fees - CS	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	106,594	211,035	240,140	289,444	452,769	450,511	-0.5%
Totals	\$5,175,124	\$5,464,602	\$5,580,436	\$5,881,089	\$6,176,967	\$6,840,094	\$6,816,816	\$6,677,938	\$5,573,007	\$6,213,524	\$7,159,018	\$7,807,148	\$8,864,315	\$9,962,966	\$10,929,967	
% Change	9.2%	5.6%	2.1%	5.4%	5.0%	10.7%	-0.3%	-2.0%	-16.5%	11.5%	15.2%	9.1%	13.5%	12.4%	9.7%	
\$ Change	\$ 436,826	\$ 289,478	\$ 115,834	\$ 300,653	\$ 295,878	\$ 663,127	\$ (23,278)	\$ (138,878)	\$ (1,104,930)	\$ 640,516	\$ 945,494	\$ 648,130	\$1,057,167	\$1,098,650	\$ 967,002	

