

City of Avalon Visitor Driven Revenues October 2008 through October 2018

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

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	% Change from Prior Year Same Month
January	\$ 110,793	\$ 80,761	\$ 72,020	\$ 176,856	\$ 148,046	\$ 99,510	\$ 149,329	\$ 130,635	\$ 172,274	\$ 165,517	\$ 161,877	-2.2%
February	98,064	85,043	89,519	89,210	100,725	117,050	159,767	177,561	227,387	189,887	211,856	11.6%
March	120,444	115,576	106,114	126,077	148,680	255,704	230,217	345,499	291,625	306,132	337,116	10.1%
April	220,018	137,101	141,501	140,516	186,789	280,258	286,952	378,400	389,355	425,112	390,719	-8.1%
May	194,860	138,228	113,823	235,048	195,265	261,730	355,531	447,576	465,616	419,513	397,000	-5.4%
June	286,827	253,081	322,394	320,388	232,488	542,335	550,389	627,036	557,484	610,349	607,612	-0.4%
July	390,749	345,733	319,722	341,042	703,643	736,930	778,057	780,533	872,767	913,015	896,731	-1.8%
August	399,415	486,312	621,809	714,135	627,608	715,940	814,321	792,361	797,472	811,992	811,148	-0.1%
September	947,900	632,306	621,036	702,556	501,577	469,346	460,132	452,087	539,426	553,479	591,808	6.9%
October	358,989	282,747	394,913	394,913	295,448	304,178	420,248	484,659	463,093	470,742	481,949	2.4%
November	129,068	242,020	279,267	309,540	220,490	245,286	254,150	280,311	288,408	296,401		
December	309,105	127,671	175,093	148,254	136,866	124,521	148,918	113,565	134,102	207,701		
Totals	\$ 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	\$ 5,369,840	\$ 4,887,814	
% Change	-1.4%	-17.9%	8.4%	16.6%	-5.4%	18.7%	11.0%	8.7%	3.8%	3.3%		
\$ Change	\$ (51,213)	\$ (639,649)	\$ 245,248	\$ 526,707	\$ (200,910)	\$ 655,163	\$ 455,223	\$ 402,212	\$ 188,786	\$ 170,831		

12 Months ending October	\$ 3,618,239.63	\$ 2,995,062.41	\$ 3,087,159.45	\$ 3,695,101.00	\$ 3,598,063.00	\$ 4,140,337.17	\$ 4,574,750.00	\$ 5,019,414.80	\$ 5,170,375.14	\$ 5,288,248.00	\$ 5,391,916.01
% Change from prior period	1.4%	-17.2%	3.1%	19.7%	-2.6%	15.1%	10.5%	9.7%	3.0%	2.3%	2.0%

Occupancy Rates (Hotels only)

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	% Pt Change from Prior Year Same Month
January	20.3%	22.1%	17.8%	18.2%	18.5%	27.8%	33.2%	35.0%	33.2%	31.7%	42.1%	10.4
February	34.3%	27.1%	28.9%	29.1%	30.1%	36.8%	41.2%	47.4%	46.2%	38.3%	53.0%	14.7
March	51.2%	38.2%	37.8%	38.5%	43.3%	52.8%	59.0%	60.1%	64.4%	58.3%	65.2%	6.9
April	58.2%	47.3%	43.9%	44.1%	46.4%	54.0%	64.7%	67.7%	62.7%	70.9%	65.5%	(5.4)
May	53.9%	45.0%	49.8%	49.9%	50.8%	57.4%	65.8%	64.4%	63.6%	66.7%	64.0%	(2.7)
June	63.1%	45.5%	57.5%	59.6%	61.1%	67.0%	74.3%	70.1%	76.8%	79.6%	80.6%	1.0
July	75.8%	61.0%	79.1%	82.3%	84.3%	80.6%	83.1%	80.2%	84.9%	87.2%	89.5%	2.3
August	81.3%	70.8%	76.4%	77.0%	84.0%	76.9%	82.3%	82.5%	83.1%	83.1%	86.9%	3.8
September	65.0%	49.7%	53.6%	55.2%	63.0%	64.4%	71.0%	66.1%	73.6%	73.0%	71.6%	(1.4)
October	45.9%	42.9%	48.0%	48.5%	52.74%	53.0%	67.0%	64.5%	65.0%	62.4%	63.8%	1.4
November	34.9%	30.2%	34.7%	33.3%	41.57%	45.1%	47.4%	50.6%	51.8%	48.9%		
December	23.4%	22.7%	27.3%	27.8%	31.66%	32.3%	32.6%	38.0%	39.6%	45.0%		
Annual Average	50.6%	41.9%	46.2%	47.0%	50.6%	54.0%	60.1%	60.5%	62.1%	62.1%	68.2%	
Percentage Points Change	(0.8)	(8.7)	4.3	0.7	3.7	3.4	9.5	0.4	1.5	0.0		

12 Months ending October	51.1%	42.3%	45.5%	47.0%	49.6%	53.7%	59.9%	59.8%	61.8%	61.9%	64.7%
Percentage points change from prior period	(0.8)	(8.7)	3.1	1.6	2.6	4.0	6.3	(0.1)	2.0	0.0	2.8

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

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	% Change from Prior Year Same Month
January	\$ 16,394	\$ 20,866	\$ 16,191	\$ 23,455	\$ 39,760	\$ 17,843	\$ 32,240	\$ 34,867	\$ 25,870	\$ 26,290	\$ 42,946	63.4%
February	12,264	10,080	13,936	12,954	23,922	26,511	31,070	39,485	43,917	27,539	40,063	45.5%
March	19,281	12,420	11,910	19,382	11,557	44,310	36,676	51,823	51,422	61,200	54,959	-10.2%
April	29,376	22,565	17,290	18,441	51,227	47,625	52,175	62,947	61,973	80,699	67,000	17.0%
May	32,930	28,027	27,880	34,357	46,566	24,138	71,533	68,611	71,333	65,501	65,047	-0.7%
June	22,060	24,328	41,867	46,802	21,118	124,674	136,709	89,173	98,052	94,020	93,501	-0.6%
July	84,808	69,211	21,414	61,288	77,538	26,325	27,383	116,002	117,980	118,766	121,838	2.6%
August	47,538	53,782	113,212	101,541	99,911	109,566	113,356	110,688	115,494	111,567	106,283	-4.7%
September	79,840	64,228	88,125	101,953	73,356	148,083	103,921	80,601	90,639	78,003	64,732	-17.0%
October	46,363	27,827	12,323	67,629	75,116	50,168	83,448	85,457	92,016	91,347	82,033	-10.2%
November	14,024	69,243	93,309	70,110	34,561	40,935	80,885	48,173	49,496	50,394		
December	62,143	19,615	25,917	19,377	26,833	15,172	44,265	30,940	40,059	46,553		
Totals	\$ 467,022	\$ 422,192	\$ 483,374	\$ 577,289	\$ 581,465	\$ 675,350	\$ 813,661	\$ 818,767	\$ 858,252	\$ 851,879	\$ 738,402	
% Change	-1.9%	-9.6%	14.5%	19.4%	0.7%	16.1%	20.5%	0.6%	4.8%	-0.7%		
\$ Change	\$ (8,838)	\$ (44,830)	\$ 61,182	\$ 93,915	\$ 4,176	\$ 93,885	\$ 138,311	\$ 5,106	\$ 39,485	\$ (6,373)		

12 Months ending October	\$ 484,977.61	\$ 409,501.39	\$ 453,005.87	\$ 607,028.00	\$ 609,558.00	\$ 680,637.00	\$ 744,617.80	\$ 864,803.92	\$ 847,809.58	\$ 844,487.00	\$ 835,348.37
% Change from prior period	-0.7%	-15.6%	10.6%	34.0%	0.4%	11.7%	9.4%	16.1%	-2.0%	-0.4%	-1.1%

City of Avalon Visitor Driven Revenues October 2008 through October 2018

Harbor Use Fees (7%)

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	% Change from Prior Year Same Month
January				\$ 6,305	\$ 6,416	\$ 4,782	\$ 8,968	\$ 12,985	\$ 11,448	\$ 7,823	\$ 9,900	26.6%
February				11,004	11,233	10,927	11,844	11,440	10,850	9,844	12,785	29.9%
March				10,812	16,860	15,858	11,537	27,701	19,406	20,081	18,247	-9.1%
April				16,371	16,767	16,241	28,966	21,907	22,049	30,255	22,956	-24.1%
May				16,634	16,843	18,460	29,595	22,566	26,523	32,812	29,411	-10.4%
June				43,496	57,307	50,320	55,675	55,617	51,269	51,164	49,062	-4.1%
July			\$ 43,431	50,587	47,402	56,066	61,113	65,622	63,497	69,013	73,115	5.9%
August			47,753	38,119	45,122	54,080	49,142	65,282	64,371	59,834	69,668	16.4%
September			14,925	42,768	42,084	27,873	25,268	36,955	36,344	39,470	44,421	12.5%
October			18,776	27,247	25,121	21,925	19,693	22,989	23,736	24,542	22,363	-8.9%
November			8,046	11,802	11,355	6,931	15,420	10,864	13,387	16,156		
December			5,426	10,179	8,416	8,194	10,287	7,218	8,125	7,073		
Totals	n/a	n/a	\$ 138,357	\$ 285,324	\$ 304,926	\$ 291,657	\$ 327,509	\$ 361,145	\$ 351,005	\$ 368,067	\$ 351,929	
% Change	n/a	n/a	n/a	106.2%	6.9%	-4.4%	12.3%	10.3%	-2.8%	4.9%		
\$ Change	n/a	n/a	n/a	\$ 146,967	\$ 19,602	\$ (13,269)	\$ 35,852	\$ 33,636	\$ (10,139)	\$ 17,062		

12 Months ending October	n/a	n/a	n/a	\$ 276,815.00	\$ 307,136.00	\$ 296,303.00	\$ 316,927.21	\$ 368,769.60	\$ 347,575.30	\$ 366,350.00	\$ 375,157.96	
% Change from prior period	n/a	n/a	n/a	n/a	11.0%	-3.5%	7.0%	16.4%	-5.7%	5.4%	2.4%	

Local Sales Tax

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	% Change from Prior Year Same Month
January	\$ 30,400	\$ 28,300	\$ 24,500	\$ 25,500	\$ 28,000	\$ 28,100	\$ 33,900	\$ 33,600	\$ 38,300	\$ 45,353	\$ 40,400	-10.9%
February	40,500	31,000	31,600	34,000	37,300	37,400	45,200	44,800	51,200	45,353	40,400	-10.9%
March	26,036	31,396	26,328	29,809	25,838	43,235	30,510	52,433	56,353	59,453	60,844	2.3%
April	22,900	24,000	17,600	18,100	20,700	23,400	25,600	29,900	41,500	89,466	86,711	-3.1%
May	30,500	25,700	25,600	26,600	27,600	31,200	34,100	40,281	55,400	89,466	90,005	0.6%
June	50,784	24,609	44,222	46,005	52,737	56,250	67,023	64,603	88,640	112,166	92,157	-17.8%
July	19,050	15,550	38,200	36,200	38,400	43,700	44,700	55,572	115,308	109,709	114,017	3.9%
August	50,800	36,800	51,000	48,200	51,200	58,200	59,600	74,132	92,300	109,709	165,721	51.1%
September	72,127	50,200	42,940	62,770	89,331	46,099	93,214	99,638	123,000	141,209	54,458	-61.4%
October	59,400	50,200	45,800	49,200	63,500	70,100	63,300	75,900	98,594	66,815	64,442	-3.6%
November	79,200	66,900	61,000	65,600	84,600	93,500	97,500	101,089	60,890	66,815		
December	41,092	24,842	54,985	80,178	57,758	22,508	69,944	62,782	78,190	85,515		
Totals	\$ 522,789	\$ 409,496	\$ 463,775	\$ 522,162	\$ 576,964	\$ 553,692	\$ 664,591	\$ 734,730	\$ 899,675	\$ 1,021,029	\$ 809,156	
% Change	1.5%	-21.7%	13.3%	12.6%	10.5%	-4.0%	20.0%	10.6%	22.4%	13.5%		
\$ Change	\$ 7,579	\$ (113,293)	\$ 54,279	\$ 58,387	\$ 54,802	\$ (23,272)	\$ 110,899	\$ 70,139	\$ 164,945	\$ 121,354		

12 Months ending October	\$ 533,218.98	\$ 438,047.02	\$ 439,531.71	\$ 492,369.00	\$ 580,384.00	\$ 580,042.84	\$ 613,154.46	\$ 738,302.98	\$ 924,466.13	\$ 1,007,777.58	\$ 961,486.39	
% Change from prior period	4.9%	-17.8%	0.3%	12.0%	17.9%	-0.1%	5.7%	20.4%	25.2%	9.0%	-4.6%	

City of Avalon Wharfage Fees - Cross-Channel Carriers

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	% Change from Prior Year Same Month
January	\$ 4,232	\$ 13,130	\$ 94,322	\$ 141,624	\$ 166,161	\$ 97,577	\$ 129,180	\$ 124,058	\$ 109,323	\$ 108,390	\$ 141,015	30.1%
February	90,406	72,992	135,116	11	209,313	128,095	143,775	152,398	181,955	130,813	159,248	21.7%
March	70,006	156,811	82,080	62,605	19,463	209,185	217,208	254,548	245,010	242,010	231,473	-4.4%
April	107,300	13,486	115,020	65,378	148,951	205,793	249,548	277,173	242,818	316,923	269,030	-15.1%
May	168,834	126,318	17,510	208,259	185,610	254,042	288,850	288,108	294,713	290,798	287,215	-1.2%
June	158,586	315,214	140,730	22,123	228,152	323,160	335,643	354,313	367,608	379,219	379,580	0.1%
July	409,284	190,688	187,812	202,742	430,202	429,020	444,435	462,040	496,138	529,650	512,615	-3.2%
August	35,182	278,438	186,248	257,178	428,686	426,472	442,625	469,195	456,450	463,828	470,925	1.5%
September	332,896	307,926	620,196	372,804	290,575	289,845	282,865	313,698	314,598	333,408	344,028	3.2%
October	344,458	29,302	20,628	216,474	210,447	215,777	248,003	268,695	271,738	276,703	229,410	-17.1%
November	173,906	300,010	241,856	96,356	172,638	184,258	205,013	211,695	215,819	205,628		
December	226,806	10,424	8,077	219,120	115,830	138,160	130,373	129,150	129,890	171,830		
Totals	\$ 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	\$ 3,449,200	\$ 3,024,538	
% Change	-3.9%	-14.5%	1.9%	0.8%	39.8%	11.3%	7.4%	6.0%	0.6%	3.7%		
\$ Change	\$ (86,406)	\$ (307,158)	\$ 34,857	\$ 15,079	\$ 741,355	\$ 295,356	\$ 216,132	\$ 187,552	\$ 20,990	\$ 123,143		

12 Months ending October	\$ 2,189,216.00	\$ 1,905,016.00	\$ 1,910,096.00	\$ 1,799,130.50	\$ 2,633,036.00	\$ 2,867,434.00	\$ 3,104,549.00	\$ 3,299,607.50	\$ 3,321,193.00	\$ 3,417,451.00	\$ 3,401,995.00	
% Change from prior period	-2.2%	-13.0%	0.3%	-5.8%	46.4%	8.9%	8.3%	6.3%	0.7%	2.9%	-0.5%	

City of Avalon Visitor Driven Revenues October 2008 through October 2018

City of Avalon

Wharfage Fees - Cruise Ships

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	% Change from Prior Year Same Month
January				\$ 15,190	\$ 19,590	\$ 20,639	\$ 24,041	\$ 28,884	\$ 22,375	\$ 38,249	\$ 46,041	20.4%
February				14,699	15,349	16,204	28,667	34,592	36,504	26,801	42,555	58.8%
March				19,851	16,464	17,470	55,059	35,514	34,362	50,439	46,664	-7.5%
April				16,979	21,628	46,979	50,505	39,154	32,695	47,913	51,725	8.0%
May				15,962	23,459	30,270	33,253	26,928	42,016	53,363	47,630	-10.7%
June				19,709	17,348	17,942	36,971	42,390	35,584	30,801	48,060	56.0%
July			\$ 9,589	26,444	21,355	22,421	37,709	30,139	21,626	56,117	70,186	25.1%
August			24,865	21,093	17,066	17,942	31,773	40,077	42,235	51,069	57,633	12.9%
September			23,910	18,542	25,592	29,304	45,645	49,815	21,631	49,008	50,990	4.0%
October			17,728	18,488	29,262	28,271	30,133	39,975	46,298	73,716	83,269	13.0%
November			18,658	15,589	16,239	13,644	34,491	51,021	37,915	69,639		
December			11,845	8,488	16,788	20,523	28,903	36,849	36,241	55,776		
Totals	n/a	n/a	\$ 106,594	\$ 211,035	\$ 240,140	\$ 281,611	\$ 437,150	\$ 455,338	\$ 409,482	\$ 602,891	\$ 544,750	
% Change	n/a	n/a	n/a	98.0%	13.8%	17.3%	55.2%	4.2%	-10.1%	47.2%		
\$ Change	n/a	n/a	n/a	\$ 104,440	\$ 29,105	\$ 41,471	\$ 155,539	\$ 18,188	\$ (45,856)	\$ 193,409		
12 Months ending October	n/a	n/a	n/a	\$ 217,460.40	\$ 231,189.90	\$ 280,470.84	\$ 407,923.20	\$ 430,862.00	\$ 423,196.00	\$ 551,632.33	\$ 670,165.25	
% Change from prior period	n/a	n/a	n/a	n/a	6.3%	21.3%	45.4%	5.6%	-1.8%	30.3%	21.5%	

Total Visitor Driven Revenues

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
TOT Taxes	\$ 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	\$ 5,369,840	\$ 4,887,814
Admissions Tax	467,022	422,192	483,374	577,289	581,465	675,350	813,661	818,767	858,252	851,879	738,402
Harbor Use Fees	n/a	n/a	138,357	285,324	304,926	291,657	327,509	361,145	351,005	368,067	351,929
Sales Taxes	522,789	409,496	463,775	522,162	576,964	553,692	664,591	734,730	899,675	1,021,029	809,156
Wharfage Fees - CC	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	3,449,200	3,024,538
Wharfage Fees - CS	n/a	n/a	106,594	211,035	240,140	281,611	437,150	455,338	409,482	602,891	544,750
Totals	\$ 6,677,938	\$ 5,573,007	\$ 6,213,524	\$ 7,159,018	\$ 7,807,148	\$ 8,856,482	\$ 9,968,438	\$ 10,685,270	\$ 11,043,480	\$ 11,662,905	\$ 10,356,588
% Change	-2.0%	-16.5%	11.5%	15.2%	9.1%	13.4%	12.6%	7.2%	3.4%	5.6%	
\$ Change	\$ (138,878)	\$ (1,104,930)	\$ 640,516	\$ 945,494	\$ 648,130	\$ 1,049,334	\$ 1,111,955	\$ 716,832	\$ 358,210	\$ 619,425	
12 Months ending October	\$ 6,825,652	\$ 5,747,627	\$ 5,889,793	\$ 7,087,904	\$ 7,959,367	\$ 8,845,225	\$ 9,761,922	\$ 10,721,761	\$ 11,034,615	\$ 11,475,946	\$ 11,636,069
% Change from prior period	0.3%	-15.8%	2.5%	20.3%	12.3%	11.1%	10.4%	9.8%	2.9%	4.0%	1.4%

