

MORRO BAY MOTELS AVERAGE DAILY ROOM RATE ANALYSIS

| | Jan-Mar | | Apr-June | | Jul - Aug | | Sep - Dec | | Avg Daily Rate | Eff. Daily Rate |
|---------------------|---------|--------|----------|--------|-----------|--------|-----------|--------|----------------|-----------------|
| | Low | High | Low | High | Low | High | Low | High | | |
| Twin Dolphin | \$ 59 | \$ 129 | \$ 69 | \$ 259 | \$ 89 | \$ 259 | \$ 59 | \$ 149 | \$ 128 | \$ 94 |
| Bayview Lodge | \$ 59 | \$ 129 | \$ 69 | \$ 189 | \$ 89 | \$ 239 | \$ 59 | \$ 149 | \$ 118 | \$ 86 |
| The Breakers | \$ 99 | \$ 139 | \$ 139 | \$ 159 | \$ 139 | \$ 179 | \$ 107 | \$ 145 | \$ 136 | \$ 99 |
| Pacific Shores | \$ 59 | \$ 129 | \$ 89 | \$ 189 | \$ 89 | \$ 229 | \$ 59 | \$ 159 | \$ 121 | \$ 88 |
| El Morro Materpiece | \$ 99 | \$ 229 | \$ 119 | \$ 296 | \$ 129 | \$ 309 | \$ 99 | \$ 249 | \$ 187 | \$ 137 |
| Blue Sail Inn | \$ 89 | \$ 175 | \$ 115 | \$ 205 | \$ 120 | \$ 210 | \$ 89 | \$ 185 | \$ 146 | \$ 107 |
| La Serena | \$ 79 | \$ 179 | \$ 89 | \$ 239 | \$ 119 | \$ 259 | \$ 79 | \$ 219 | \$ 154 | \$ 113 |
| Embarcadero Inn | \$ 120 | \$ 255 | \$ 120 | \$ 255 | \$ 120 | \$ 255 | \$ 120 | \$ 255 | \$ 188 | \$ 137 |

**CITY OF MORRO BAY
TRANSIENT OCCUPANCY SUMMARY
FISCAL YEAR 10/11**

| | (A) | (B) | (C) | | (D) | (E) | (F) | (G) | (H) | 2% July-Oct 3%-Nov |
|-----------|-------------------|---------------------------|-------------|---------------|-----------------------------|-------------------------------------|--------------------------------|--|------------------------|------------------------------|
| | MOTEL RECEIPTS | MOTEL TAX COLLECTED | OCC RATE | MOTEL #RMS | TRAILER PARK RECEIPTS | TRAILER PARK TAX COLLECTED | VACATION RENTAL RECEIPTS | VACATION RENTAL TAX COLLECTED | TOTAL TAX COLLECTED | MBTBID MONEY COLLECTED |
| JULY | \$2,342,761.58 | \$234,275.76 | 72% | 919 | \$245,249.67 | \$24,524.97 | \$248,662.05 | \$24,866.26 | \$283,666.98 | \$46,849.32 |
| AUGUST | \$2,111,236.31 | \$211,127.85 | 68% | 919 | \$198,362.11 | \$19,836.21 | \$220,974.71 | \$22,097.47 | \$253,061.53 | \$42,223.47 |
| SEPTEMBER | \$1,599,855.03 | \$159,985.18 | 59% | 920 | \$165,547.71 | \$16,554.77 | \$89,285.66 | \$8,714.07 | \$185,254.02 | \$32,000.93 |
| OCTOBER | \$1,355,204.63 | \$135,833.21 | 51% | 919 | \$117,453.89 | \$11,745.39 | \$89,902.01 | \$8,990.22 | \$156,568.82 | \$27,103.62 |
| NOVEMBER | \$920,550.50 | \$92,055.45 | 40% | 919 | \$111,961.23 | \$11,196.12 | \$103,009.96 | \$10,301.60 | \$113,553.17 | \$27,616.24 |
| DECEMBER | \$735,891.24 | \$73,588.72 | 33% | 919 | \$76,669.05 | \$7,666.91 | \$87,662.82 | \$8,766.28 | \$90,021.91 | \$22,076.61 |
| JANUARY | \$681,677.65 | \$68,167.17 | 33% | 918 | \$76,070.78 | \$7,607.08 | \$42,064.54 | \$4,206.45 | \$79,980.70 | \$20,450.33 |
| FEBRUARY | \$786,377.32 | \$78,622.12 | 39% | 919 | \$79,005.89 | \$7,900.59 | \$45,487.00 | \$4,548.73 | \$91,071.44 | \$23,583.82 |
| MARCH | \$825,609.54 | \$82,560.95 | 38% | 919 | \$74,920.48 | \$7,492.05 | \$61,516.81 | \$6,151.68 | \$96,204.68 | \$24,768.24 |
| APRIL | \$1,292,750.33 | \$129,443.92 | 56% | 919 | \$133,655.91 | \$13,365.59 | \$95,803.73 | \$9,580.37 | \$152,389.88 | \$38,781.73 |
| MAY | \$1,418,240.88 | \$141,883.13 | 51% | 921 | \$128,443.00 | \$12,844.30 | \$97,076.86 | \$9,675.69 | \$164,403.12 | \$42,547.23 |
| JUNE | \$1,643,337.19 | \$164,333.52 | 58% | 919 | \$171,013.01 | \$17,101.30 | \$207,163.13 | \$20,716.31 | \$202,151.13 | \$49,299.65 |
| | \$15,713,492.20 | \$1,571,876.98 | | | \$1,578,352.73 | \$157,835.28 | \$1,388,609.28 | \$138,615.13 | \$1,868,327.38 | \$397,301.19 |

* One Motel has not turned in receipts

OCCUPANCY RATE 10%

MORRO BAY TOURISM BID ACCESSMENT 3% as of Nov 2010- For Motels, Hotels and Bed & Breakfasts

**CITY OF MORRO BAY
TRANSIENT OCCUPANCY SUMMARY
FISCAL YEAR 11/12**

| | (A) | (B) | (C) | | (D) | (E) | (F) | (G) | (H) | |
|-----------|-------------------|---------------------------|-------------|---------------|-----------------------------|-------------------------------------|--------------------------------|--|-------------------------------|--|
| | MOTEL RECEIPTS | MOTEL TAX COLLECTED | OCC RATE | MOTEL #RMS | TRAILER PARK RECEIPTS | TRAILER PARK TAX COLLECTED | VACATION RENTAL RECEIPTS | VACATION RENTAL TAX COLLECTED | 10% TOTAL TAX COLLECTED | 3%-Nov MBTBID MONEY COLLECTED |
| JULY | \$2,539,743.90 | \$254,187.76 | 76% | 919 | \$259,903.89 | \$25,990.39 | \$297,872.77 | \$29,787.28 | \$309,965.43 | \$76,191.08 |
| AUGUST | \$2,215,392.95 | \$221,572.62 | 70% | 919 | \$196,885.84 | \$19,688.58 | \$201,127.75 | \$20,112.78 | \$261,373.98 | \$66,461.34 |
| SEPTEMBER | \$1,616,903.81 | \$161,692.46 | 58% | 919 | \$156,956.10 | \$15,695.61 | \$105,296.69 | \$10,530.07 | \$187,918.14 | \$48,492.62 |
| OCTOBER | \$1,407,977.64 | \$140,796.96 | 52% | 919 | \$125,632.03 | \$12,563.20 | \$79,250.92 | \$7,925.09 | \$161,285.25 | \$42,238.23 |
| NOVEMBER | \$941,134.30 | \$94,113.43 | 39% | 919 | \$101,562.90 | \$10,156.29 | \$105,988.91 | \$10,599.39 | \$114,869.11 | \$28,234.03 |
| DECEMBER | | | | | | | | | \$0.00 | |
| JANUARY | | | | | | | | | \$0.00 | |
| FEBRUARY | | | | | | | | | \$0.00 | |
| MARCH | | | | | | | | | \$0.00 | |
| APRIL | | | | | | | | | \$0.00 | |
| MAY | | | | | | | | | \$0.00 | |
| JUNE | | | | | | | | | \$0.00 | |
| | \$8,721,152.60 | \$872,363.23 | | | \$840,940.76 | \$84,094.07 | \$789,537.04 | \$78,954.61 | \$1,035,411.91 | \$261,617.30 |

* One Motel has not turned in receipts

OCCUPANCY RATE 10%

MORRO BAY TOURISM BID ACCESSMENT 3% as of Nov 2010- For Motels, Hotels and Bed & Breakfasts