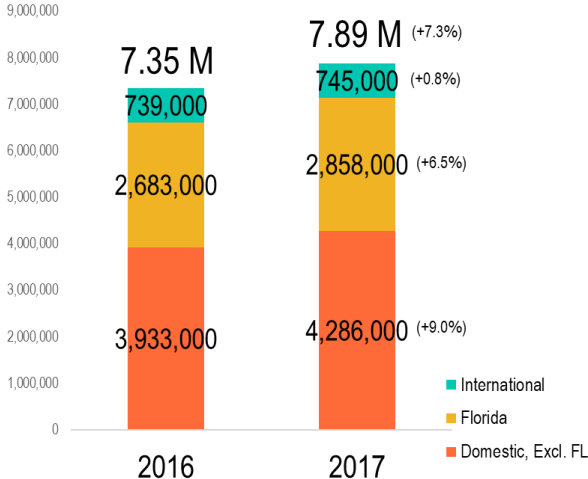


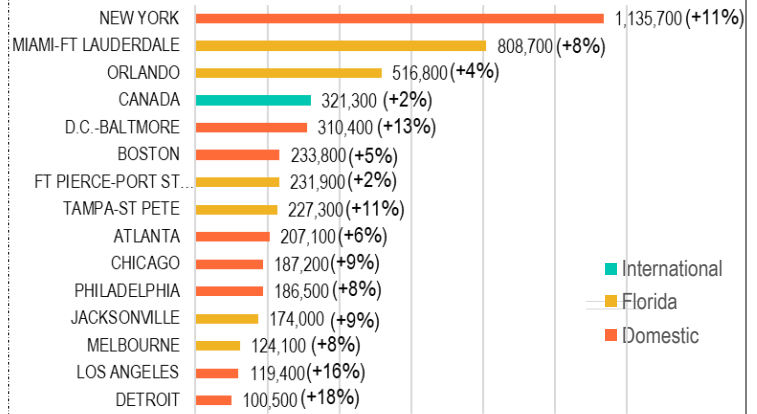
PBC Visitation Dashboard 2017 (Jan.-Dec.)



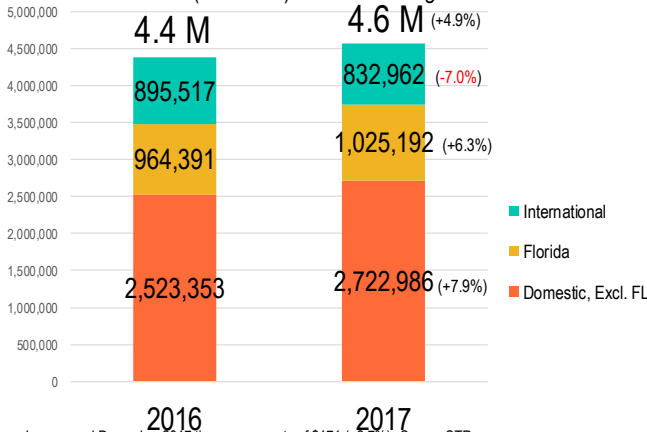
Q1-Q4 (Jan.-Dec.) Visitation to The Palm Beaches



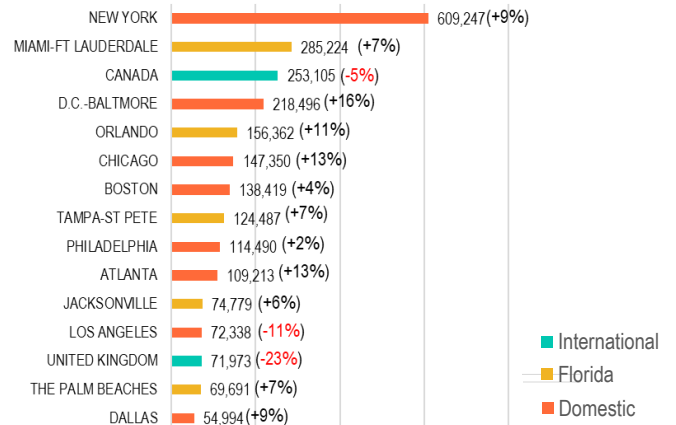
2017 (Jan.-Dec.) Visitation to The Palm Beaches by Top Feeder Markets



Q1 to Q4 (Jan.-Dec.) Hotel Room Nights Sold

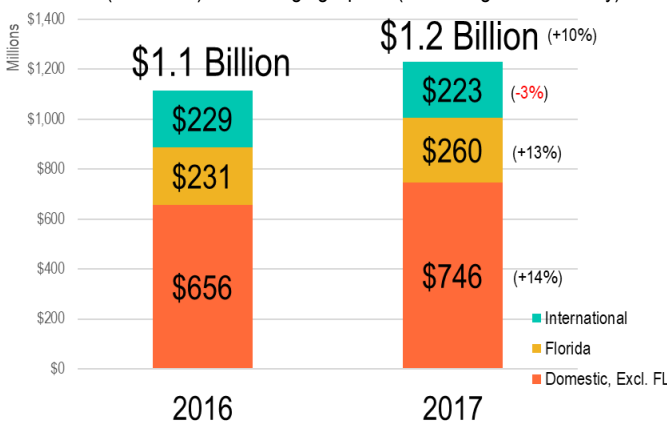


2017 (Jan.-Dec.) Hotel Room Nights Sold by Top Feeder Markets

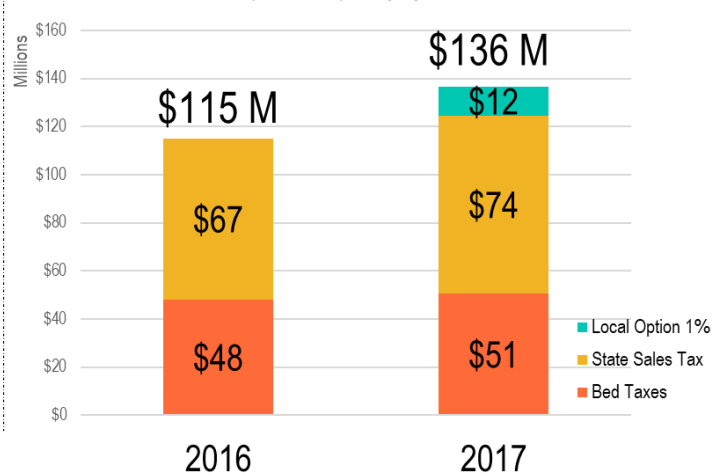


Between January and December 2017 the average rate of \$171 (+2.7%); Source STR

Q1 to Q4 (Jan.-Dec.) Total Lodging Spend (Room Nights + Ancillary)



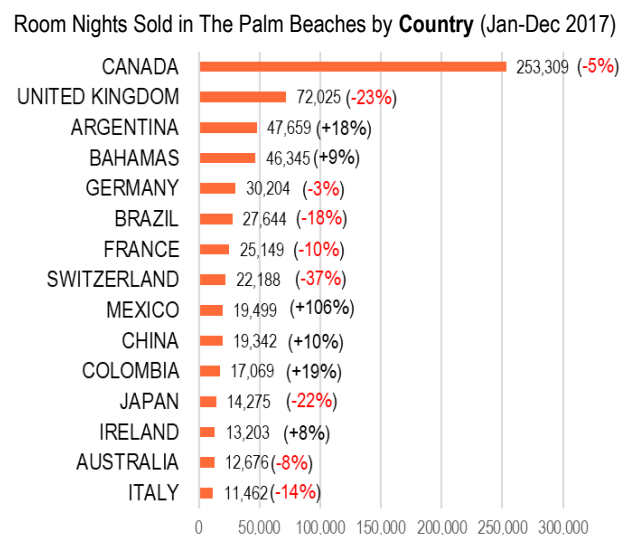
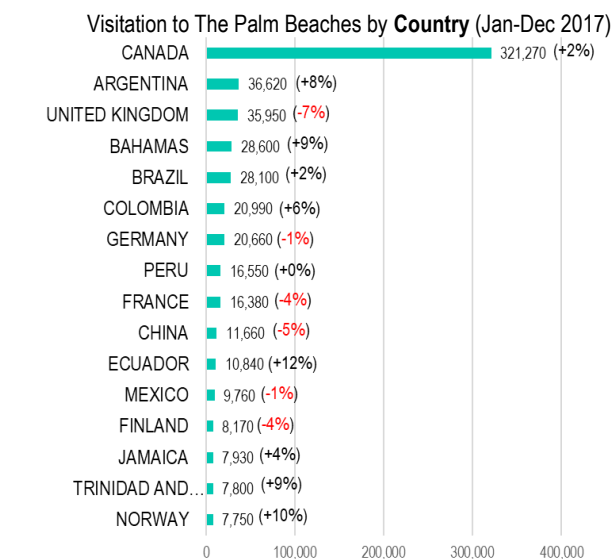
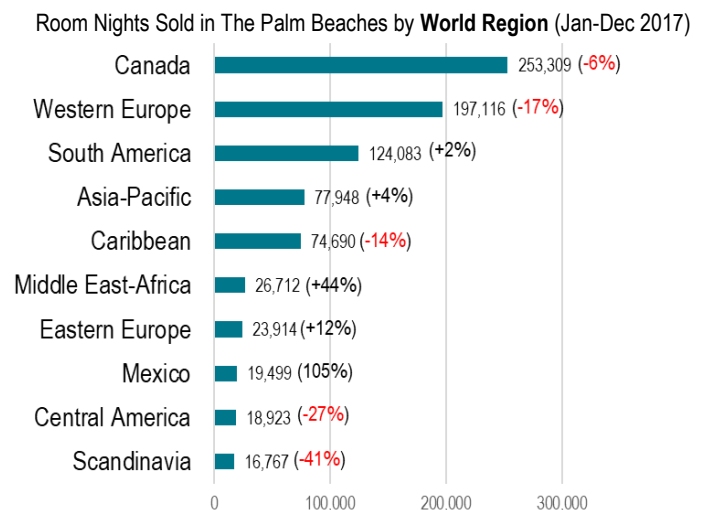
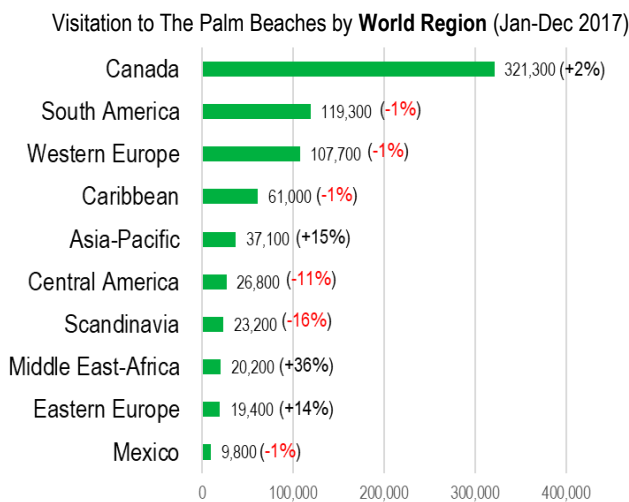
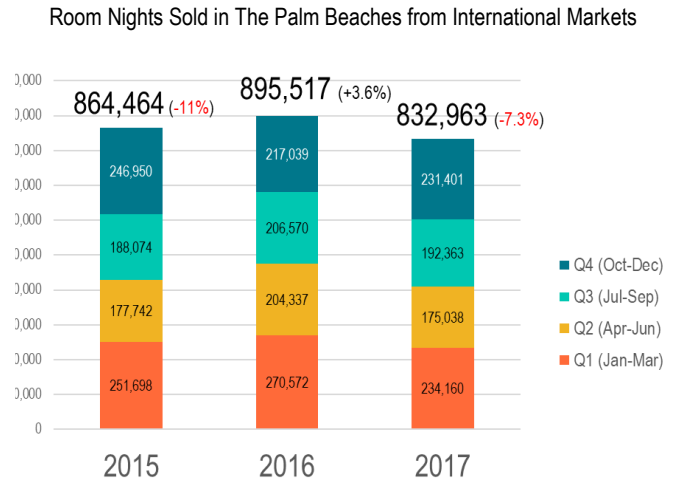
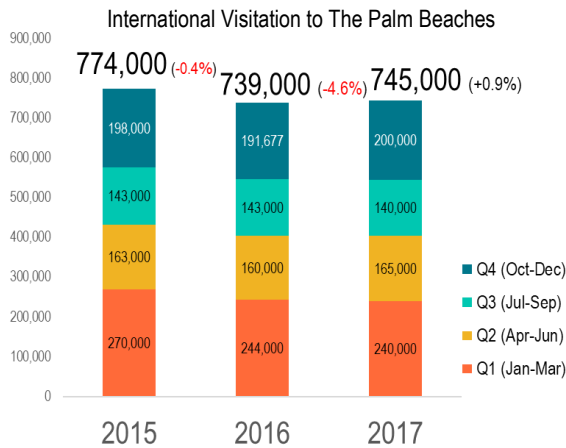
Q1 to Q4 (Jan.-Dec.) Lodging Generated Taxes



Between January and December 2017 approximately 64% of lodging spend was on hotel rooms compared to 65% in 2016; Source Florida Department of Revenue & STR

*Source: DTPB estimates extrapolated from aggregate card usage data provided by VisaVue® Travel and data from other independent research sources such as Florida Department of Revenue, STR, Euromonitor, TNS, Tourism Economics.
 *MSA Definitions—BALTIMORE-D.C. - WASHINGTON-BALTIMORE, DC-MD-VA-WV; BOSTON - BOSTON-WORCESTER-LAWRENCE, MA-NH-ME-CT; CHICAGO - CHICAGO-GARY-KENOSHA, IL-IN-WI; DETROIT - DETROIT-ANN ARBOR-FLINT, MI, FT PIERCE - FORT PIERCE-PORT SAINT LUCIE, FL; HARTFORD - HARTFORD, CT; JACKSONVILLE - JACKSONVILLE, FL; LOS ANGELES - LOS ANGELES-RIVERSIDE-ORANGE COUNTY, CA; MELBOURNE - MELBOURNE-TITUSVILLE-PALM BAY, FL; MIAMI-FT LAUDERDALE - MIAMI-FORT LAUDERDALE, FL; NEW YORK - NEW YORK-NORTHERN NEW JERSEY-LONG ISLAND, NY-NJ-CT-PA; ORLANDO - ORLANDO, FL; PHILADELPHIA - PHILADELPHIA-WILMINGTON-ATLANTIC CITY, PA-NJ-DE-MD; ST LOUIS - SAINT LOUIS, MO-IL; TAMPA-ST PETE - TAMPA-SAINT PETERSBURG-CLEARWATER, FL

PBC International Visitation Dashboard—Jan. to Dec. 2017



*Source: DTPB estimates extrapolated from aggregate card usage data provided by VisaVue® Travel and data from other independent research sources such as Florida Department of Revenue, STR, Euromonitor, TNS, Tourism Economics.