

**MONTGOMERY COUNTY AND AREA MEMBER HOTEL PERFORMANCE
CY 2013 SUMMARY REPORT
APRIL 2013**

| | <u>AVAILABLE ROOM NIGHTS</u> | <u>ROOM NIGHTS OCCUPIED</u> | <u>OCCUPANCY PER CENT</u> | <u>AVERAGE DAILY RATE</u> | <u>REVPAR</u> |
|---|----------------------------------|---------------------------------|-------------------------------|-------------------------------|---------------|
| <u>MONTGOMERY COUNTY HOTELS:</u> | | | | | |
| April-13 | 172,080 | 117,338 | 68.2% | \$121.55 | \$82.88 |
| April-12 | 173,460 | 104,820 | 60.4% | \$120.19 | \$72.63 |
| APR 13 VS. APR 12 | -0.8% | 11.9% | 12.8% | 1.1% | 14.1% |
| 2013 Year to Date | 688,937 | 405,961 | 58.9% | \$117.67 | \$69.34 |
| 2012 Year to Date | 661,383 | 391,193 | 59.1% | \$117.21 | \$69.34 |
| 2013 VS 2012 Year to Date | 4.2% | 3.8% | -0.4% | 0.4% | 0.0% |
| <u>AREA MEMBER HOTELS:</u> | | | | | |
| April-13 | 43,860 | 27,969 | 63.8% | \$129.90 | \$82.83 |
| April-12 | 43,860 | 25,723 | 58.6% | \$129.22 | \$75.78 |
| APR 13 VS. APR 12 | 0.0% | 8.7% | 8.7% | 0.5% | 9.3% |
| 2013 Year to Date | 175,440 | 95,190 | 54.3% | \$127.22 | \$69.03 |
| 2012 Year to Date | 184,586 | 110,158 | 59.7% | \$120.63 | \$71.99 |
| 2013 VS 2012 Year to Date | -5.0% | -13.6% | -9.1% | 5.5% | -4.1% |
| <u>COMBINED TOTALS:</u> | | | | | |
| April-13 | 215,940 | 145,307 | 67.3% | \$123.16 | \$82.87 |
| April-12 | 217,320 | 130,543 | 60.1% | \$121.97 | \$73.27 |
| APR 13 VS. APR 12 | -0.6% | 11.3% | 12.0% | 1.0% | 13.1% |
| 2013 Year to Date | 864,377 | 501,151 | 58.0% | \$119.48 | \$69.27 |
| 2012 Year to Date | 845,969 | 501,351 | 59.3% | \$117.98 | \$69.92 |
| 2013 VS 2012 Year to Date | 2.2% | 0.0% | -2.2% | 1.3% | -0.9% |

**MONTGOMERY COUNTY HISTORICAL OCCUPANCY
(DATA AS OF APRIL 2013)**

| <u>CAL.</u> <u>YEAR</u> | <u>JAN</u> | <u>FEB</u> | <u>MAR</u> | <u>APR</u> | <u>MAY</u> | <u>JUN</u> | <u>JUL</u> | <u>AUG</u> | <u>SEP</u> | <u>OCT</u> | <u>NOV</u> | <u>DEC</u> | <u>AVERAGE</u> <u>YTD</u> |
|--|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--|
| <u>2001</u> | 51.6% | 64.3% | 64.7% | 63.8% | 71.9% | 78.6% | 73.2% | 67.8% | 64.4% | 75.3% | 63.4% | 51.4% | 65.9% |
| <u>2002</u> | 54.4% | 63.6% | 59.6% | 65.6% | 68.2% | 67.2% | 65.1% | 62.9% | 67.9% | 71.4% | 63.5% | 46.9% | 63.0% |
| <u>2003</u> | 53.7% | 57.0% | 62.0% | 61.7% | 67.7% | 69.1% | 71.3% | 70.0% | 70.1% | 74.5% | 64.4% | 50.3% | 64.3% |
| <u>2004</u> | 54.5% | 60.7% | 64.1% | 65.6% | 71.5% | 75.5% | 70.0% | 71.6% | 73.8% | 74.5% | 66.1% | 49.7% | 66.1% |
| <u>2005</u> | 55.3% | 62.2% | 66.6% | 72.7% | 73.2% | 77.4% | 68.9% | 70.2% | 69.5% | 71.9% | 67.1% | 50.4% | 67.7% |
| <u>2006</u> | 52.4% | 61.4% | 69.1% | 67.9% | 74.9% | 77.7% | 69.0% | 71.6% | 71.6% | 76.5% | 65.5% | 47.6% | 67.4% |
| <u>2007</u> | 54.0% | 58.0% | 63.8% | 67.9% | 71.6% | 74.1% | 67.9% | 68.2% | 68.0% | 75.7% | 66.6% | 48.6% | 65.0% |
| <u>2008</u> | 54.4% | 57.6% | 62.7% | 66.8% | 69.4% | 70.7% | 66.2% | 67.8% | 65.3% | 68.6% | 56.9% | 40.1% | 63.6% |
| <u>2009</u> | 42.9% | 48.9% | 55.0% | 57.8% | 59.3% | 61.5% | 60.3% | 56.8% | 61.2% | 66.8% | 55.9% | 42.9% | 55.7% |
| <u>2010</u> | 47.3% | 53.6% | 60.0% | 64.6% | 63.4% | 71.5% | 66.8% | 64.8% | 63.0% | 68.1% | 61.5% | 47.0% | 61.0% |
| <u>2011</u> | 51.2% | 55.9% | 66.2% | 66.6% | 70.0% | 74.5% | 67.6% | 69.5% | 67.1% | 72.1% | 64.0% | 48.9% | 64.5% |
| <u>*2012</u> | 52.1% | 61.0% | 63.2% | 62.7% | 70.2% | 74.9% | 68.3% | 67.6% | 68.3% | 69.0% | 69.9% | 47.1% | 64.5% |
| <u>*2013</u> | 51.4% | 54.9% | 58.6% | 65.7% | | | | | | | | | 57.7% |

** Numbers reported from STR (Smith Travel Research) Market Forecasts report.*

22-May-13

**25 YEAR HISTORICAL COMBINED MONTGOMERY COUNTY AND AREA MEMBER
HOTEL OCCUPANCY
CALENDAR YEAR PERFORMANCE
(DATA AS OF APRIL 2013)**

| <u>CAL. YEAR</u> | <u>JAN</u> | <u>FEB</u> | <u>MAR</u> | <u>APR</u> | <u>MAY</u> | <u>JUN</u> | <u>JUL</u> | <u>AUG</u> | <u>SEP</u> | <u>OCT</u> | <u>NOV</u> | <u>DEC</u> | <u>AVERAGE YR. TO DATE</u> |
|----------------------|--------------|--------------|--------------|--------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------------|
| <u>1988</u> | 57.1% | 67.7% | 63.0% | 72.7% | 81.2% | 72.5% | 67.8% | 75.0% | 79.3% | 81.4% | 63.2% | 47.3% | 69.0% |
| <u>1989</u> | 54.4% | 60.1% | 61.6% | 68.5% | 74.5% | 74.2% | 67.7% | 69.0% | 68.7% | 79.9% | 64.7% | 46.7% | 65.8% |
| <u>1990</u> | 55.8% | 54.8% | 64.1% | 67.4% | 76.1% | 69.8% | 63.2% | 67.0% | 69.9% | 69.5% | 60.4% | 46.1% | 63.7% |
| <u>1991</u> | 52.4% | 56.5% | 55.4% | 64.2% | 66.5% | 63.5% | 60.8% | 66.3% | 58.7% | 66.7% | 54.6% | 41.4% | 58.9% |
| <u>1992</u> | 50.9% | 57.4% | 59.2% | 58.7% | 66.2% | 67.7% | 63.0% | 64.9% | 65.4% | 73.3% | 58.1% | 44.9% | 60.8% |
| <u>1993</u> | 56.1% | 66.3% | 61.2% | 67.0% | 73.8% | 74.9% | 71.2% | 76.4% | 73.1% | 78.6% | 65.2% | 51.2% | 67.9% |
| <u>1994</u> | 59.6% | 65.8% | 66.6% | 70.7% | 75.8% | 76.5% | 69.0% | 75.5% | 74.4% | 79.3% | 69.9% | 53.7% | 69.7% |
| <u>1995</u> | 59.7% | 68.2% | 71.7% | 73.2% | 78.6% | 81.0% | 71.2% | 77.4% | 71.9% | 83.7% | 71.6% | 56.4% | 72.1% |
| <u>1996</u> | 60.8% | 73.3% | 73.0% | 77.4% | 82.1% | 84.1% | 75.3% | 75.8% | 77.9% | 87.0% | 71.9% | 55.6% | 74.5% |
| <u>1997</u> | 66.0% | 72.0% | 71.7% | 81.4% | 84.1% | 85.9% | 79.3% | 79.7% | 80.7% | 84.9% | 72.7% | 57.0% | 76.3% |
| <u>1998</u> | 65.2% | 70.9% | 71.8% | 75.3% | 80.0% | 81.7% | 74.3% | 75.6% | 75.5% | 82.4% | 73.0% | 54.8% | 73.4% |
| <u>1999</u> | 59.5% | 71.0% | 73.5% | 77.5% | 77.2% | 77.4% | 75.0% | 74.6% | 73.6% | 83.9% | 69.2% | 52.4% | 72.1% |
| <u>2000</u> | 58.0% | 69.7% | 68.7% | 72.4% | 79.1% | 76.2% | 72.2% | 76.1% | 75.5% | 78.7% | 67.8% | 50.2% | 70.4% |
| <u>2001</u> | 58.2% | 67.3% | 64.7% | 70.9% | 74.0% | 79.2% | 66.9% | 68.7% | 61.5% | 71.3% | 63.2% | 50.3% | 66.4% |
| <u>2002</u> | 60.6% | 66.2% | 61.0% | 70.1% | 73.4% | 75.0% | 66.4% | 64.6% | 72.1% | 74.5% | 66.7% | 55.2% | 67.2% |
| <u>2003</u> | 53.5% | 57.1% | 61.9% | 61.6% | 70.1% | 70.5% | 71.4% | 69.6% | 71.1% | 75.3% | 64.1% | 50.8% | 64.8% |
| <u>2004</u> | 54.4% | 60.9% | 63.9% | 65.8% | 71.9% | 76.4% | 69.4% | 73.6% | 73.6% | 75.8% | 66.8% | 49.7% | 66.3% |
| <u>2005</u> | 55.9% | 62.6% | 66.3% | 72.9% | 73.6% | 77.9% | 69.5% | 71.3% | 71.3% | 72.6% | 67.9% | 51.3% | 67.8% |
| <u>2006</u> | 53.6% | 62.3% | 69.7% | 68.8% | 75.5% | 78.1% | 70.2% | 72.3% | 72.6% | 77.1% | 66.9% | 49.6% | 68.4% |
| <u>2007</u> | 56.6% | 60.9% | 65.9% | 68.8% | 73.3% | 75.3% | 68.8% | 69.5% | 69.2% | 75.7% | 66.9% | 48.4% | 67.9% |
| <u>2008</u> | 54.2% | 58.1% | 63.2% | 68.6% | 70.0% | 71.8% | 67.1% | 67.7% | 65.7% | 68.4% | 56.9% | 40.9% | 65.9% |
| <u>2009</u> | 43.7% | 50.1% | 55.1% | 57.6% | 60.1% | 62.8% | 60.1% | 57.9% | 62.4% | 67.1% | 56.0% | 44.4% | 56.4% |
| <u>2010</u> | 47.5% | 54.8% | 65.5% | 65.9% | 65.1% | 72.7% | 67.1% | 65.5% | 64.1% | 68.6% | 61.0% | 47.2% | 61.7% |
| <u>2011</u> | 51.5% | 56.8% | 66.2% | 66.6% | 70.6% | 74.5% | 67.9% | 69.2% | 68.1% | 72.3% | 64.2% | 48.9% | 64.7% |
| <u>2012</u> | 52.3% | 60.7% | 64.2% | 60.1% | 69.2% | 71.8% | 67.7% | 66.9% | 69.9% | 70.6% | 66.7% | 47.2% | 63.9% |
| <u>2013</u> | 50.6% | 56.4% | 57.9% | 67.3% | | | | | | | | | 58.0% |

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