

**MONTGOMERY COUNTY AND AREA MEMBER HOTEL PERFORMANCE
CY 2012 SUMMARY REPORT
DECEMBER 2012**

| | <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> | | | | | |
| December-12 | 160,828 | 75,441 | 46.9% | \$112.24 | \$52.65 |
| December-11 | 175,243 | 85,770 | 48.9% | \$108.58 | \$53.14 |
| DEC 12 VS. DEC 11 | -8.2% | -12.0% | -4.2% | 3.4% | -0.9% |
| 2012 Year to Date | 1,990,437 | 1,281,928 | 64.4% | \$117.59 | \$75.74 |
| 2011 Year to Date | 2,078,779 | 1,340,780 | 64.5% | \$115.43 | \$74.44 |
| 2012 VS 2011 Year to Date | -4.2% | -4.4% | -0.1% | 1.9% | 1.7% |
| <u>AREA MEMBER HOTELS:</u> | | | | | |
| December-12 | 45,322 | 21,818 | 48.1% | \$118.72 | \$57.15 |
| December-11 | 52,917 | 25,741 | 48.6% | \$118.42 | \$57.60 |
| DEC 12 VS. DEC 11 | -14.4% | -15.2% | -1.0% | 0.3% | -0.8% |
| 2012 Year to Date | 532,789 | 331,154 | 62.2% | \$126.23 | \$78.46 |
| 2011 Year to Date | 622,331 | 408,277 | 65.6% | \$122.10 | \$80.11 |
| 2012 VS 2011 Year to Date | -14.4% | -18.9% | -5.3% | 3.4% | -2.1% |
| <u>COMBINED TOTALS:</u> | | | | | |
| December-12 | 206,150 | 97,259 | 47.2% | \$113.70 | \$53.64 |
| December-11 | 228,160 | 111,511 | 48.9% | \$110.85 | \$54.18 |
| DEC 12 VS. DEC 11 | -9.6% | -12.8% | -3.5% | 2.6% | -1.0% |
| 2012 Year to Date | 2,523,226 | 1,613,082 | 63.9% | \$119.37 | \$76.31 |
| 2011 Year to Date | 2,701,110 | 1,749,057 | 64.7% | \$116.99 | \$75.74 |
| 2012 VS 2011 Year to Date | -6.6% | -7.8% | -1.2% | 2.0% | 0.8% |

**MONTGOMERY COUNTY HISTORICAL OCCUPANCY
(DATA AS OF DECEMBER 2012)**

| <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% |

23-Jan-12

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

**25 YEAR HISTORICAL COMBINED MONTGOMERY COUNTY AND AREA MEMBER
HOTEL OCCUPANCY
CALENDAR YEAR PERFORMANCE
(DATA AS OF DECEMBER 2012)**

| <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>1987</u> | 61.2% | 70.0% | 68.3% | 70.8% | 78.6% | 80.3% | 72.1% | 70.8% | 76.6% | 82.0% | 72.0% | 48.8% | 71.0% |
| <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% |