

**MONTGOMERY COUNTY AND AREA MEMBER HOTEL PERFORMANCE
CY 2012 SUMMARY REPORT
APRIL 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>					
April-12	173,460	104,820	60.4%	\$120.19	\$72.63
April-11	173,490	115,527	66.6%	\$114.98	\$76.56
APR 12 VS. APR 11	0.0%	-9.3%	-9.3%	4.5%	-5.1%
2012 Year to Date	661,383	391,193	59.1%	\$117.21	\$69.34
2011 Year to Date	689,948	414,312	60.0%	\$115.01	\$69.06
2012 VS 2011 Year to Date	-4.1%	-5.6%	-1.5%	1.9%	0.4%
<u>AREA MEMBER HOTELS:</u>					
April-12	43,860	25,723	58.6%	\$129.22	\$75.78
April-11	51,090	33,936	66.4%	\$119.49	\$79.37
APR 12 VS. APR 11	-14.2%	-24.2%	-11.7%	8.1%	-4.5%
2012 Year to Date	184,586	110,158	59.7%	\$120.63	\$71.99
2011 Year to Date	204,360	124,987	61.2%	\$115.80	\$70.83
2012 VS 2011 Year to Date	-9.7%	-11.9%	-2.4%	4.2%	1.6%
<u>COMBINED TOTALS:</u>					
April-12	217,320	130,543	60.1%	\$121.97	\$73.27
April-11	224,580	149,463	66.6%	\$116.00	\$77.20
APR 12 VS. APR 11	-3.2%	-12.7%	-9.7%	5.1%	-5.1%
2012 Year to Date	845,969	501,351	59.3%	\$117.98	\$69.92
2011 Year to Date	894,308	539,299	60.3%	\$115.20	\$69.47
2012 VS 2011 Year to Date	-5.4%	-7.0%	-1.7%	2.4%	0.6%

**MONTGOMERY COUNTY HISTORICAL OCCUPANCY
(DATA AS OF APRIL 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>	52.0%	61.0%	63.1%	62.6%									59.7%

18-May-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 APRIL 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%									59.3%

18-May-12