

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

	<u>AVAILABLE ROOM NIGHTS</u>	<u>ROOM NIGHTS OCCUPIED</u>	<u>OCCUPANCY PER CENT</u>	<u>AVERAGE DAILY RATE</u>	<u>REVPAR</u>
<b><u>MONTGOMERY COUNTY HOTELS:</u></b>					
July-12	173,972	120,789	69.4%	\$115.06	\$79.89
July-11	175,181	118,347	67.6%	\$113.20	\$76.47
JULY 12 VS. JULY 11	-0.7%	2.1%	2.8%	1.6%	4.5%
2012 Year to Date	1,160,370	741,667	63.9%	\$118.02	\$75.43
2011 Year to Date	1,213,932	784,645	64.6%	\$115.94	\$74.91
2012 VS 2011 Year to Date	-4.4%	-5.5%	-1.1%	1.8%	0.7%
<b><u>AREA MEMBER HOTELS:</u></b>					
July-12	37,975	22,763	59.9%	\$123.67	\$74.13
July-11	52,917	36,431	68.8%	\$119.08	\$81.98
JULY 12 VS. JULY 11	-28.2%	-37.5%	-12.9%	3.9%	-9.6%
2012 Year to Date	309,103	193,157	62.5%	\$125.90	\$78.67
2011 Year to Date	361,160	237,969	65.9%	\$120.71	\$79.53
2012 VS 2011 Year to Date	-14.4%	-18.8%	-5.2%	4.3%	-1.1%
<b><u>COMBINED TOTALS:</u></b>					
July-12	211,947	143,552	67.7%	\$116.43	\$78.86
July-11	228,098	154,778	67.9%	\$114.58	\$77.75
JULY 12 VS. JULY 11	-7.1%	-7.3%	-0.2%	1.6%	1.4%
2012 Year to Date	1,469,473	934,824	63.6%	\$119.65	\$76.11
2011 Year to Date	1,575,092	1,022,614	64.9%	\$117.05	\$75.97
2012 VS 2011 Year to Date	-6.7%	-8.6%	-2.0%	2.2%	0.2%

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

<b><u>CAL.</u></b> <b><u>YEAR</u></b>	<b><u>JAN</u></b>	<b><u>FEB</u></b>	<b><u>MAR</u></b>	<b><u>APR</u></b>	<b><u>MAY</u></b>	<b><u>JUN</u></b>	<b><u>JUL</u></b>	<b><u>AUG</u></b>	<b><u>SEP</u></b>	<b><u>OCT</u></b>	<b><u>NOV</u></b>	<b><u>DEC</u></b>	<b><u>AVERAGE</u></b> <b><u>YTD</u></b>
<b><u>2001</u></b>	51.6%	64.3%	64.7%	63.8%	71.9%	78.6%	73.2%	67.8%	64.4%	75.3%	63.4%	51.4%	<b>65.9%</b>
<b><u>2002</u></b>	54.4%	63.6%	59.6%	65.6%	68.2%	67.2%	65.1%	62.9%	67.9%	71.4%	63.5%	46.9%	<b>63.0%</b>
<b><u>2003</u></b>	53.7%	57.0%	62.0%	61.7%	67.7%	69.1%	71.3%	70.0%	70.1%	74.5%	64.4%	50.3%	<b>64.3%</b>
<b><u>2004</u></b>	54.5%	60.7%	64.1%	65.6%	71.5%	75.5%	70.0%	71.6%	73.8%	74.5%	66.1%	49.7%	<b>66.1%</b>
<b><u>2005</u></b>	55.3%	62.2%	66.6%	72.7%	73.2%	77.4%	68.9%	70.2%	69.5%	71.9%	67.1%	50.4%	<b>67.7%</b>
<b><u>2006</u></b>	52.4%	61.4%	69.1%	67.9%	74.9%	77.7%	69.0%	71.6%	71.6%	76.5%	65.5%	47.6%	<b>67.4%</b>
<b><u>2007</u></b>	54.0%	58.0%	63.8%	67.9%	71.6%	74.1%	67.9%	68.2%	68.0%	75.7%	66.6%	48.6%	<b>65.0%</b>
<b><u>2008</u></b>	54.4%	57.6%	62.7%	66.8%	69.4%	70.7%	66.2%	67.8%	65.3%	68.6%	56.9%	40.1%	<b>63.6%</b>
<b><u>2009</u></b>	42.9%	48.9%	55.0%	57.8%	59.3%	61.5%	60.3%	56.8%	61.2%	66.8%	55.9%	42.9%	<b>55.7%</b>
<b><u>2010</u></b>	47.3%	53.6%	60.0%	64.6%	63.4%	71.5%	66.8%	64.8%	63.0%	68.1%	61.5%	47.0%	<b>61.0%</b>
<b><u>2011</u></b>	51.2%	55.9%	66.2%	66.6%	70.0%	74.5%	67.6%	69.5%	67.1%	72.1%	64.0%	48.9%	<b>64.5%</b>
<b><u>*2012</u></b>	<b>52.0%</b>	<b>61.0%</b>	<b>63.1%</b>	<b>62.6%</b>	<b>70.1%</b>	<b>74.8%</b>	<b>68.3%</b>						<b>64.7%</b>

27-Aug-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 JULY 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%	<b>71.0%</b>
<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%	<b>69.0%</b>
<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%	<b>65.8%</b>
<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%	<b>63.7%</b>
<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%	<b>58.9%</b>
<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%	<b>60.8%</b>
<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%	<b>67.9%</b>
<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%	<b>69.7%</b>
<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%	<b>72.1%</b>
<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%	<b>74.5%</b>
<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%	<b>76.3%</b>
<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%	<b>73.4%</b>
<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%	<b>72.1%</b>
<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%	<b>70.4%</b>
<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%	<b>66.4%</b>
<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%	<b>67.2%</b>
<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%	<b>64.8%</b>
<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%	<b>66.3%</b>
<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%	<b>67.8%</b>
<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%	<b>68.4%</b>
<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%	<b>67.9%</b>
<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%	<b>65.9%</b>
<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%	<b>56.4%</b>
<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%	<b>61.7%</b>
<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%	<b>64.7%</b>
<u>2012</u>	<b>52.3%</b>	<b>60.7%</b>	<b>64.2%</b>	<b>60.1%</b>	<b>69.2%</b>	<b>71.8%</b>	<b>67.7%</b>						<b>63.6%</b>

27-Aug-12