

**MONTGOMERY COUNTY AND AREA MEMBER HOTEL PERFORMANCE
CY 2012 SUMMARY REPORT
SEPTEMBER 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>					
September-12	166,800	116,839	70.0%	\$118.27	\$82.84
September-11	169,590	113,848	67.1%	\$117.63	\$78.96
SEPT 12 VS. SEPT 11	-1.6%	2.6%	4.3%	0.5%	4.9%
2012 Year to Date	1,499,530	975,689	65.1%	\$117.50	\$76.45
2011 Year to Date	1,558,703	1,020,239	65.4%	\$116.00	\$75.90
2012 VS 2011 Year to Date	-3.8%	-4.4%	-0.5%	1.3%	0.7%
<u>AREA MEMBER HOTELS:</u>					
September-12	43,860	30,423	69.4%	\$131.95	\$91.52
September-11	51,210	36,610	71.5%	\$126.22	\$90.23
SEPT 12 VS. SEPT 11	-14.4%	-16.9%	-3.0%	4.5%	1.4%
2012 Year to Date	398,285	251,974	63.3%	\$126.63	\$80.11
2011 Year to Date	465,287	310,685	66.8%	\$121.83	\$81.35
2012 VS 2011 Year to Date	-14.4%	-18.9%	-5.3%	3.9%	-1.5%
<u>COMBINED TOTALS:</u>					
September-12	210,660	147,262	69.9%	\$120.65	\$84.65
September-11	220,800	150,458	68.1%	\$119.72	\$81.58
SEPT 12 VS. SEPT 11	-4.6%	-2.1%	2.6%	0.8%	3.8%
2012 Year to Date	1,897,815	1,227,663	64.7%	\$119.32	\$77.22
2011 Year to Date	2,023,990	1,330,924	65.7%	\$117.36	\$77.16
2012 VS 2011 Year to Date	-6.2%	-7.8%	-1.5%	1.7%	0.1%

**MONTGOMERY COUNTY HISTORICAL OCCUPANCY
(DATA AS OF SEPTEMBER 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%	70.1%	74.8%	68.3%	67.5%	68.3%				65.4%

23-Oct-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 SEPTEMBER 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%				64.7%