

Georgia Hospitality Demand Outlook

Q2, 2009 - Q1, 2010

GHLA Conference June 4, 2009





Rubicon Data

- Data for this presentation is based on forward-looking reservation and committed group sales (block) data provided by hotel companies participating in Rubicon's MarketVision® Demand Position product
- Participants: Hilton, Hyatt, Starwood, Marriott
- The scope of the reporting:
 - Atlanta + 13 other major US markets
 - 94.5 million annual room nights
 - \$15.5 billion in annual room revenue
 - Q2, 2009 Q1, 2010 (one year horizon)
 - As of April 30, 2009



Breakdown

Market	# of Properties	# of Rooms
Atlanta	92	25,774
Boston	102	24,863
Chicago	116	37,391
Dallas	79	22,478
Honolulu	16	12,895
Los Angeles	113	31,980
Miami	100	26,385
New York	138	43,969
Orlando	62	21,047
Phoenix	62	16,609
San Diego	45	14,407
San Francisco	112	33,071
Seattle	36	10,951
Washington DC	175	46,985
All Markets	1,248	368,805

Hotel	Brands
Hyatt	Hyatt, Park Hyatt
Hilton	Conrad, Hilton, Doubletree, Embassy Suites, Hilton Garden Inn
Marriott	Marriott, Renaissance, Ritz Carlton, Courtyard, Residence Inn
Starwood	St. Regis, Westin, W, Sheraton, Four Points, Aloft, Luxury Collection



Definitions:

- Occupancy = OTB reservations
- Committed occupancy = OTB transient reservations + group block
- Pace = number of reservations added over the previous 30 days

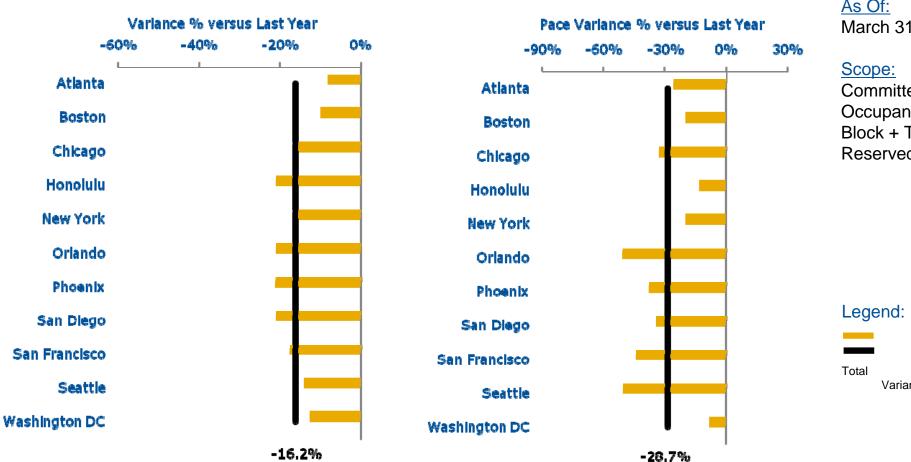


Current Observations

- The pace of decline is slowing.
- While still trending down, the trend has slowed.



Committed Occupancy



Q2, 2009 -Q1, 2010

As Of:

March 31, 2009

Committed Occupancy (Group Block + Transient Reserved)

Variance across markets

SUMMARY



Committed Occupancy

-60%

-9.5%

-10.6%

-18.0%

-17.3%

Atlanta

Boston

Chicago

Honolulu

Orlando

Phoenix

San Diego

Dallas

Q2, 2009 -Q1, 2010

As Of:



Occupancy (Group **Boston** -22.2% -9.6% Block + Transient **Chicago** -25.3% -18.0% Reserved) Dallas -16.0% -27.0% Honolulu +9.8% -15.2%

Los Angeles Los Angeles -16.2% -22.0% Mlami -8.9% **Mlam** -16.5% New York -15.5% **New York** -18.2%

-13.7%

Orlando +8.1% Legend: Phoenix -15.0% San Diego -10.7% Total

-16.6%

San Francisco -16.0% San Francisco -18.0% Variance across markets Seattle -13.0% Seattle -20.1% Washington DC -10.5% Washington DC -10.3%

Q2, 2009 Q1, 2010 **UPCOMING YEAR** Q3, 2009 Q4, 2009 **SUMMARY**



Performance Trends

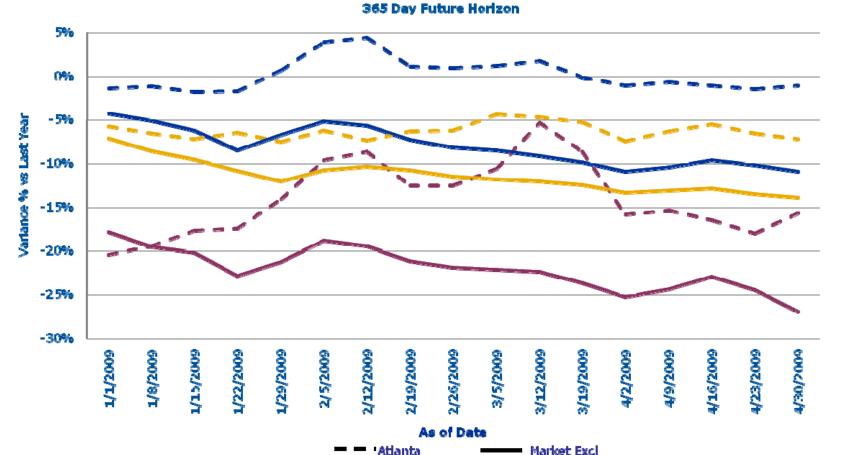
Jan-April 2009

As Of:

January 1 – April 30, 2009

Scope:

Committed Occupancy (Group Block + Transient Reserved), ADR, RevPar



Legend:

Comm. room nights **ADR**

*Trendline based on an 4 week moving average

The above graph shows the variance % versus last year committed occupancy, ADR and RevPAR, across all markets, for a rolling 365 day future horizon, as of the start of each week since January 1, 2009.



Performance Trends

1/8/2009

1/1/2009

1/15/2009

1/22/2009

6007/67/1

2/5/2009

2/12/2009

365 Day Future Horizon -5% -10% -20%

Jan-April 2009

As Of:

January 1 – April 30, 2009

Scope:

Committed
Occupancy (Group
Block + Transient
Reserved), ADR,
RevPar

Legend:

4/30/2009

4/23/2009

4/16/2009

4/9/2009

4/2/2009

3/19/2009

Group block
Transient reserved

*Trendline based on an 4 week moving average

The above graph shows the group and transient segment variance % versus last year committed occupancy, across all markets, for a rolling 365 day future horizon, as of the start of each week since January 1, 2009.

Atlanta Market Excl

2/19/2009

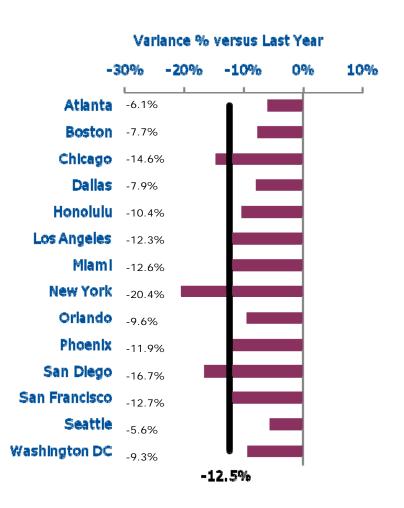
2/26/2009

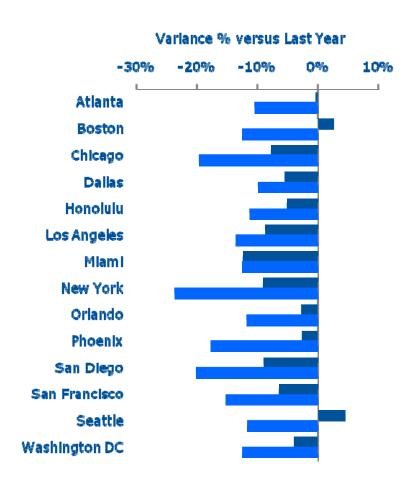
As of Date



Average Daily Rate Outlook

Q2, 2009 -Q1, 2010





As Of: April 30, 2009

Scope: ADR (Group Reserved, Transient Reserved)

Legend: Total Group reserved ient reserved ce across markets

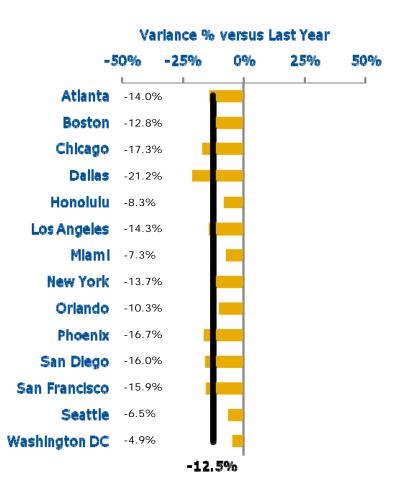


Q1, 2010

Occupancy Outlook

Committed Occupancy

Q2, 2009





As Of: April 30, 2009

Scope: Committed Occupancy (Group Block + Transient Reserved)

Legend:



SUMMARY

Q2, 2009 **UPCOMING YEAR**

Q4, 2009

Q3, 2009



Q1, 2010

Average Daily Rate Outlook

Q2, 2009





As Of: April 30, 2009

Scope: ADR (Group Reserved, **Transient** Reserved)

Legend: Total Group reserved sient reserved ce across markets

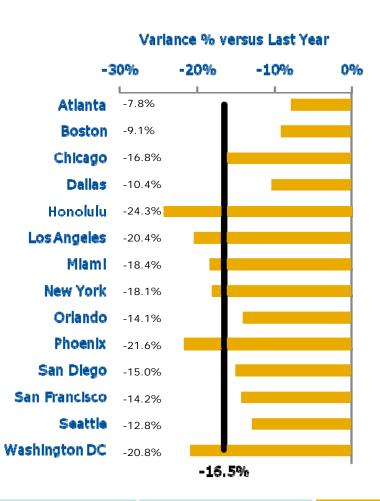
SUMMARY

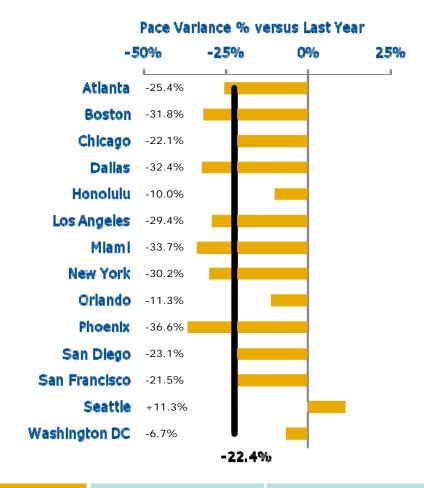
UPCOMING YEAR Q2, 2009 Q3, 2009 Q4, 2009



Committed Occupancy

Q3, 2009





As Of: April 30, 2009

Scope: Committed Occupancy (Group Block + Transient Reserved)

Legend:

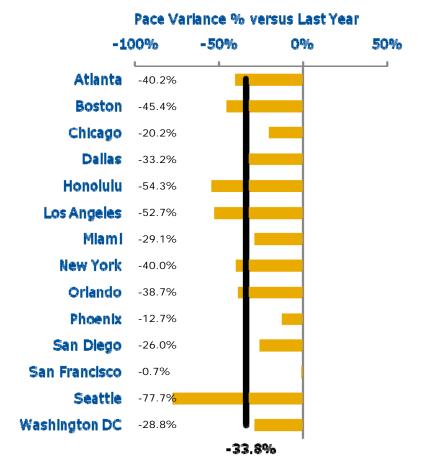




Committed Occupancy

Q4, 2009





As Of: April 30, 2009

Scope:

Committed Occupancy (Group Block + Transient Reserved)

Legend:

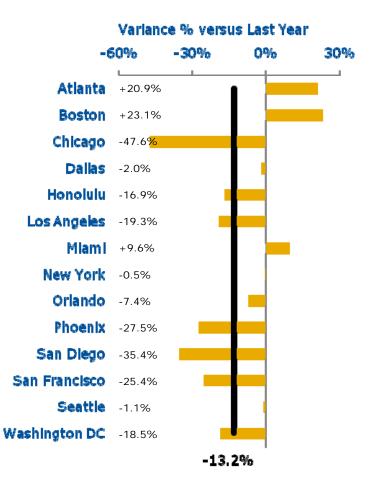


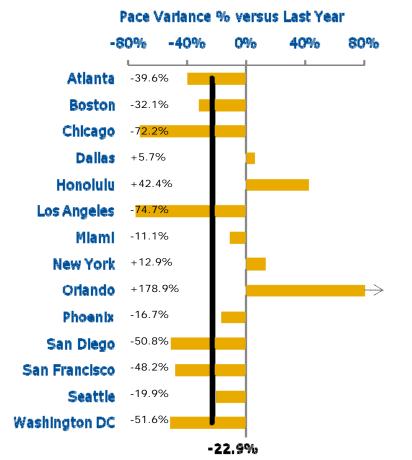
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Committed Occupancy

Q1, 2010





As Of: April 30, 2009

Scope: Committed Occupancy (Group Block + Transient Reserved)

Legend:



UPCOMING YEAR Q2, 2009 Q3, 2009 Q4, 2009 Q1, 2010 SUMMARY



In summary:

- Nationwide, the pace of decline is slowing.
- With regard to occupancy, Atlanta is outperforming several other markets including Chicago, New York, Los Angeles, Miami, Dallas, Orlando, and other major destinations. This is largely due to groups.
- With regard to ADR, Atlanta is doing better than all other markets evaluated, with the exception of Seattle. This is also largely due to groups.
 - Atlanta's group ADR is holding steady YOY.
 - ATL transient ADR is down about 10%.
- Atlanta is slightly behind other cities on pace.



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