



# LODGING INDUSTRY OVERVIEW

## Georgia Lodging Forecast

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STR

June 4, 2009



a new name in global hotel benchmarking



# Agenda

- Total US overview
- A look at Southeast states
- Performance in Georgia
- Focus on Atlanta
- US projections

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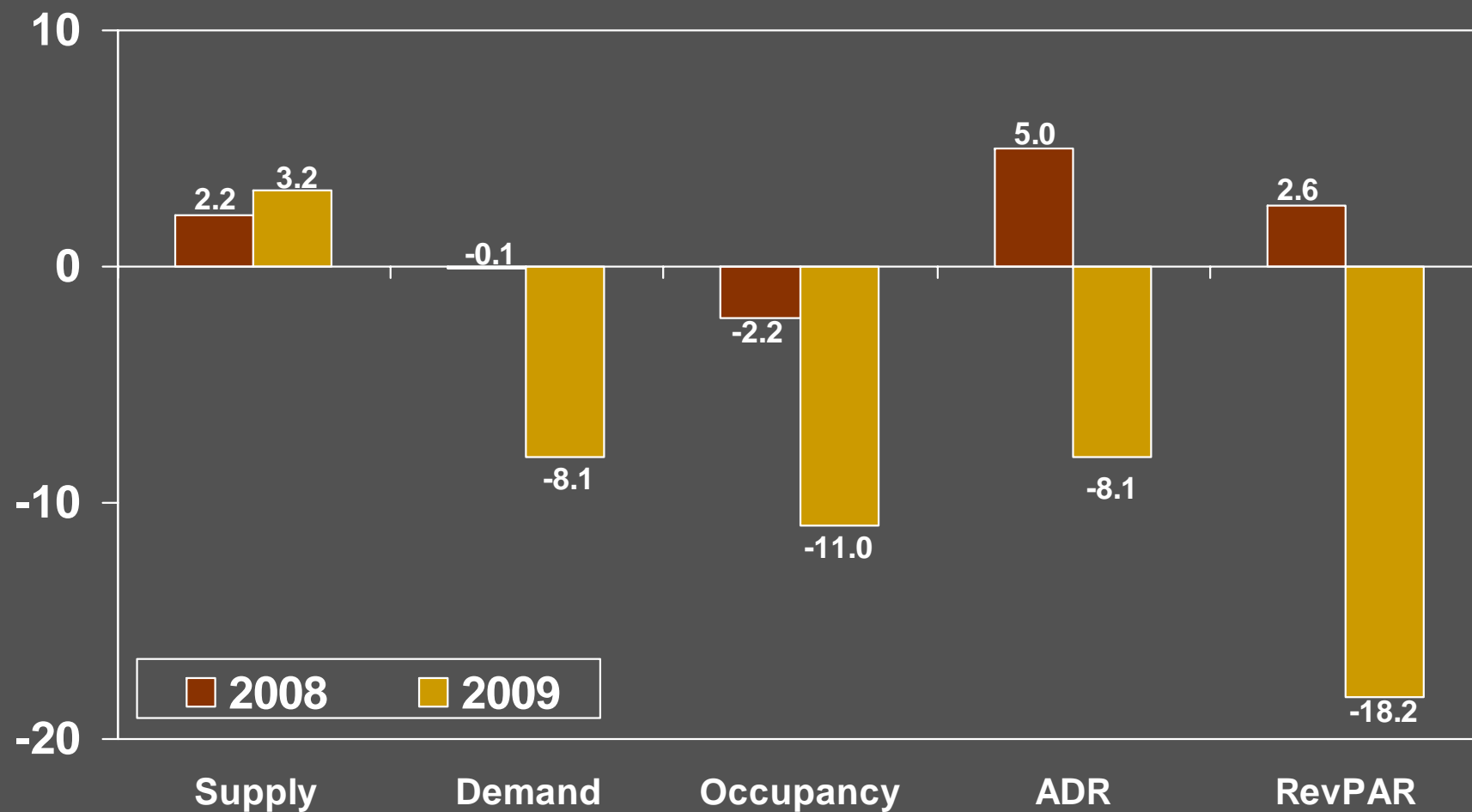
# Total US Overview

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# Total United States

Key Performance Indicators Percent Change  
Year-to-Date April 2009



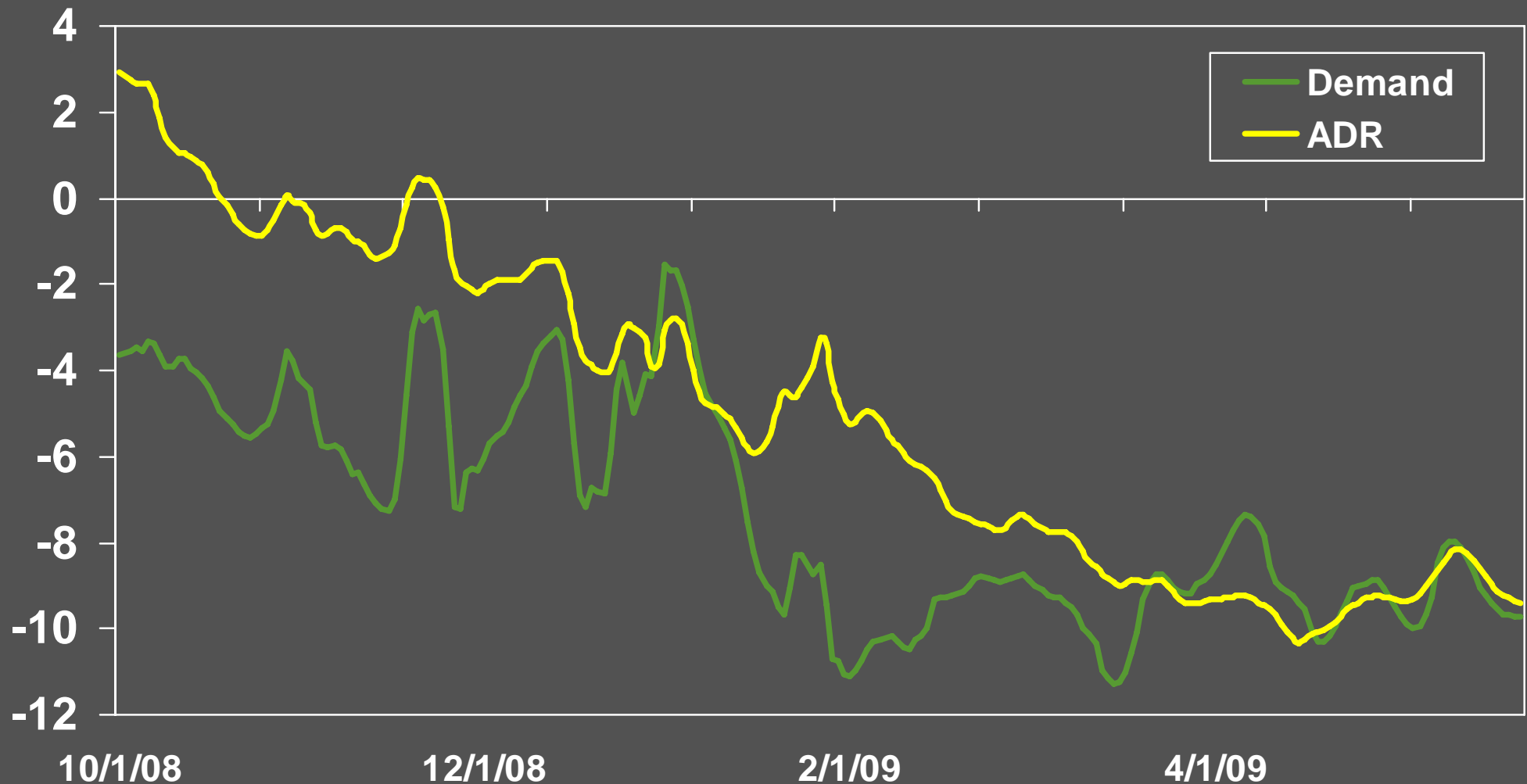
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# Total United States

28 Day Moving Average

Room Demand % Change

Oct 1, 2008 – May 23, 2009



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# Southeast US overview

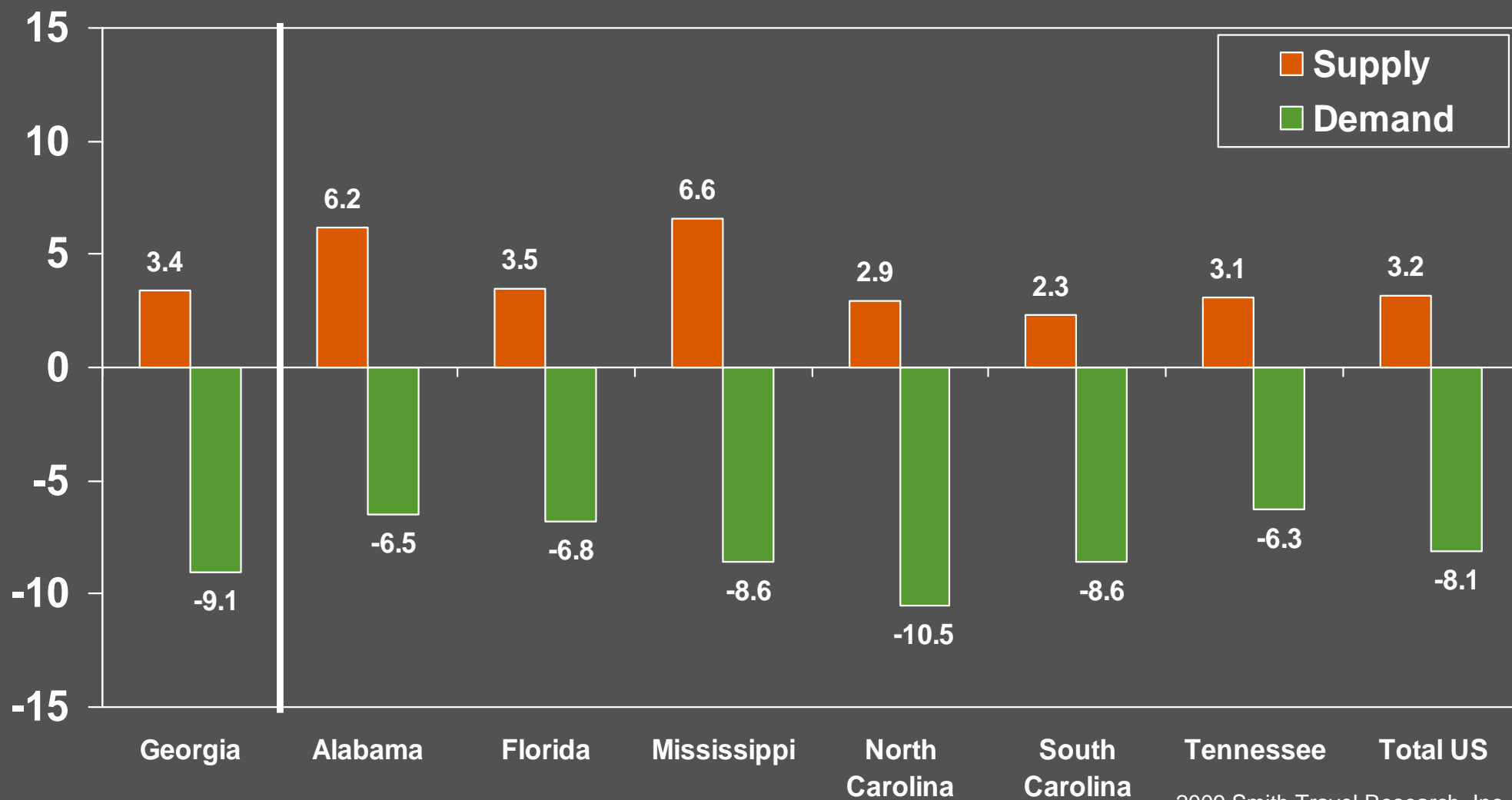
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# Southeast US States

Supply/Demand Percent Change

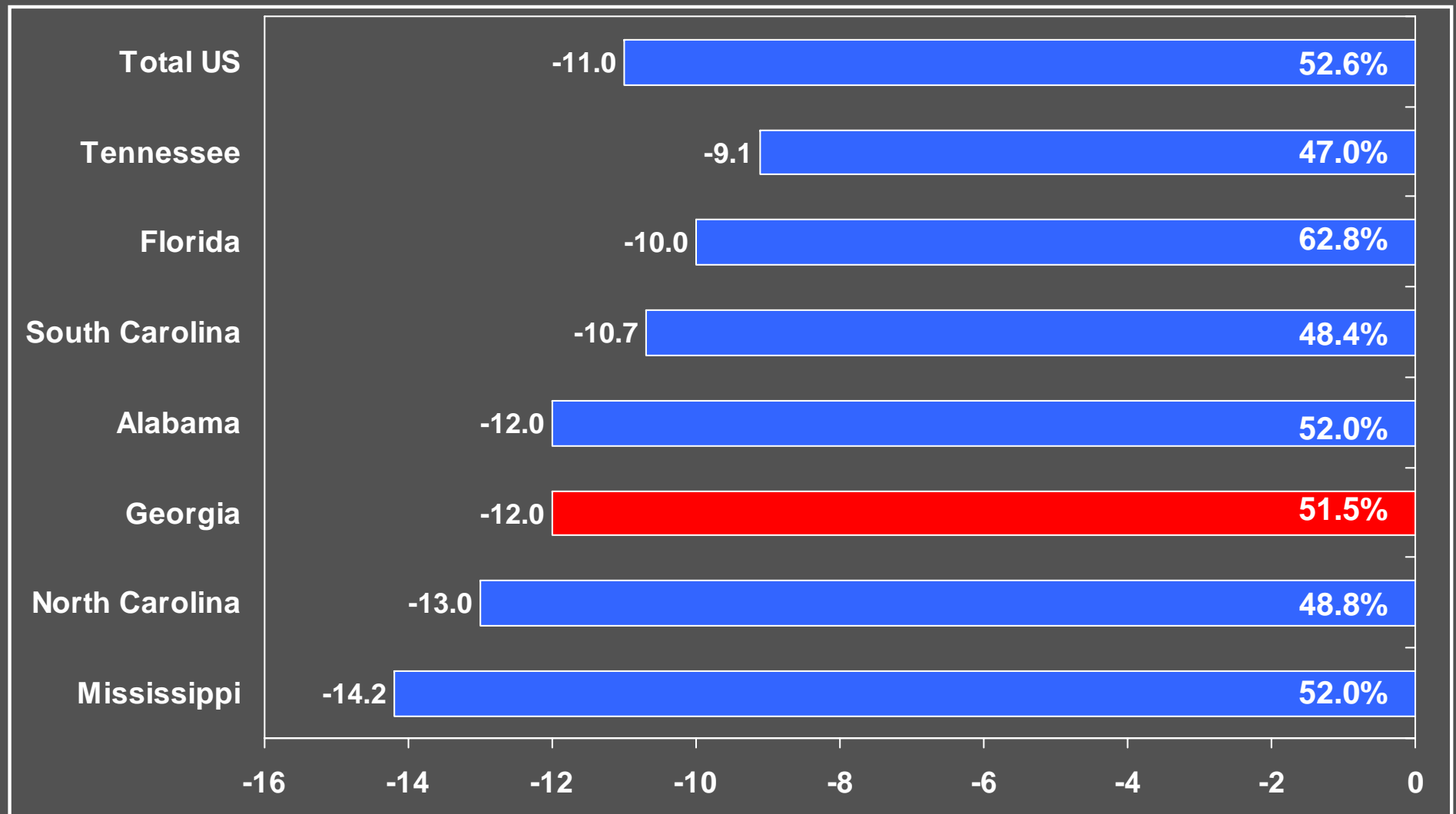
Year-to-Date April 2009



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# Southeast US States

Occupancy Percent Change (w/ actual)  
Year-to-Date April 2009

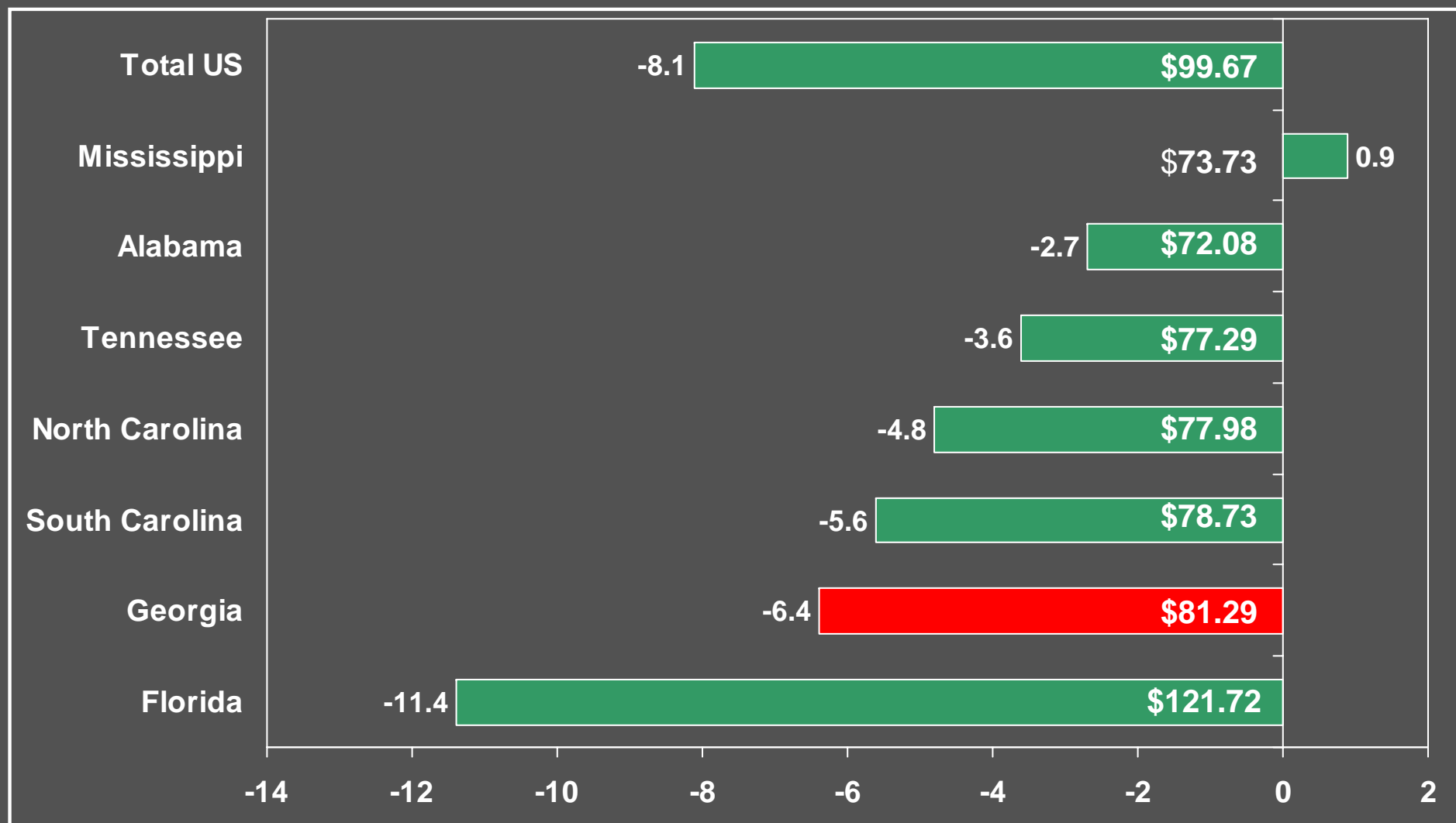


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# Southeast US States

ADR Percent Change (w/ actual)

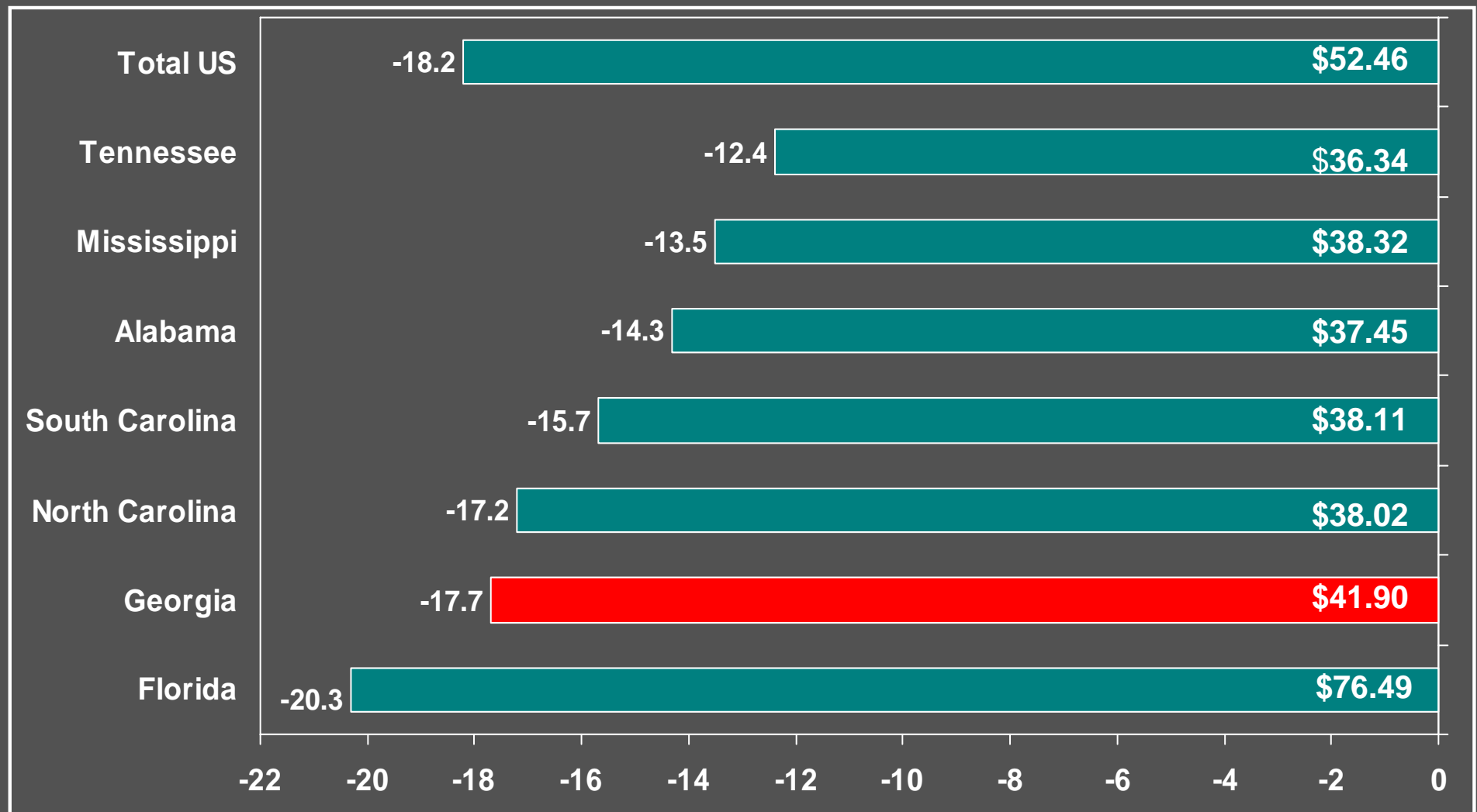
Year-to-Date April 2009



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# Southeast US States

RevPAR Percent Change  
Year-to-Date April 2009



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# Performance in Georgia

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# Georgia

## Active Development Pipeline - Rooms

### Change From Last Year

<u>Phase</u>	<u>April 2009</u>	<u>April 2008</u>	<u>% Change</u>
In Construction	6,962	7,538	-7.6%
Final Planning	2,844	4,020	-29.3%
Planning	14,378	20,637	-30.3%
Active Pipeline	24,184	32,195	-24.9%
Pre-Planning	3,106	5,608	-44.6%
Total	27,290	37,803	-27.8%

Source: STR / TWR / Dodge Construction Pipeline

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# Georgia Tracts

## Room Supply Change

YTD - April '09 vs. April '08

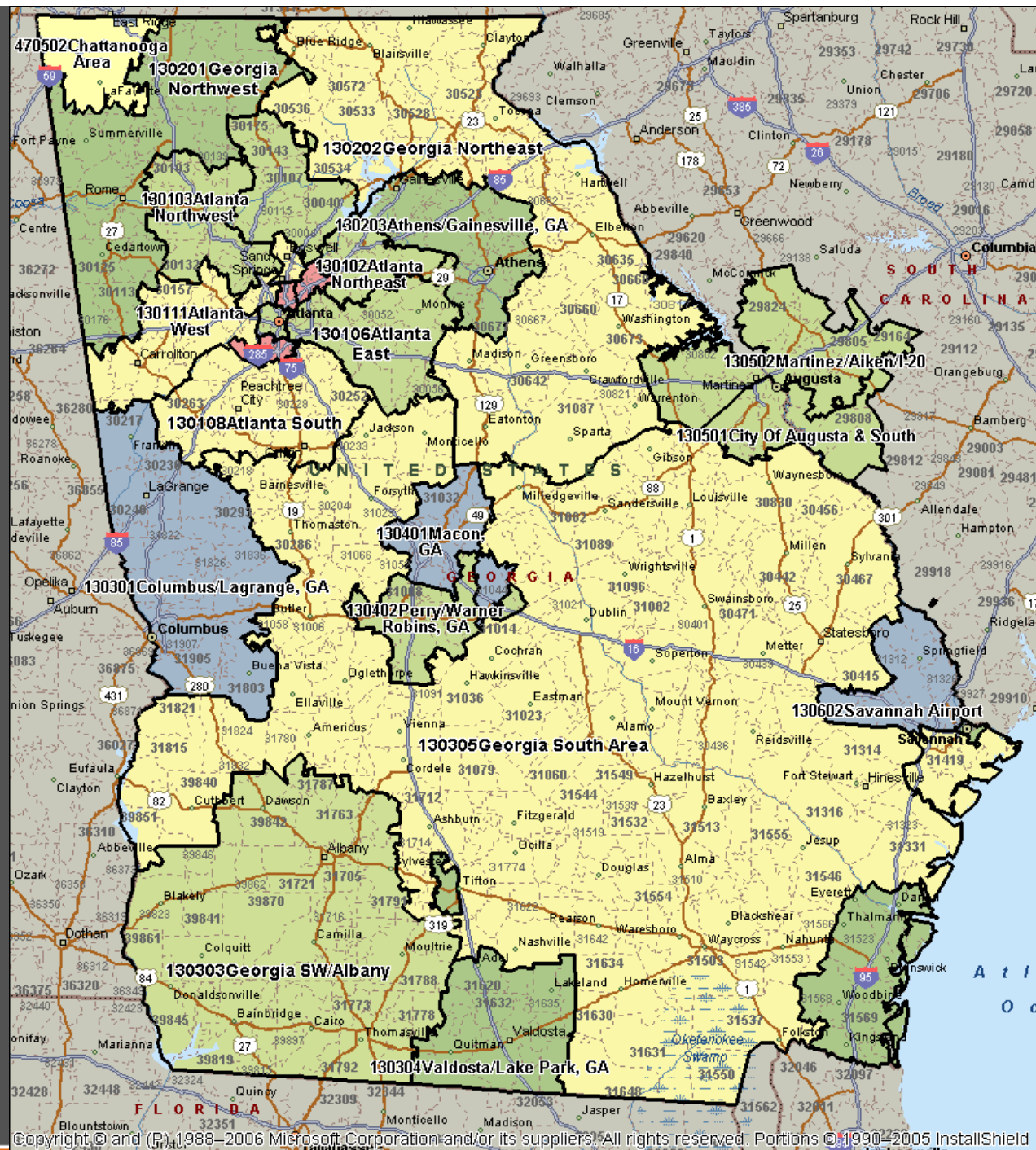
-5.0 to -0.1 %

0.0 to 2.9 %

3.0 to 5.9 %

6.0 to 8.9 %

9.0 + %



# Georgia Tracts

## Room Demand Change

YTD - April '09 vs. April '08

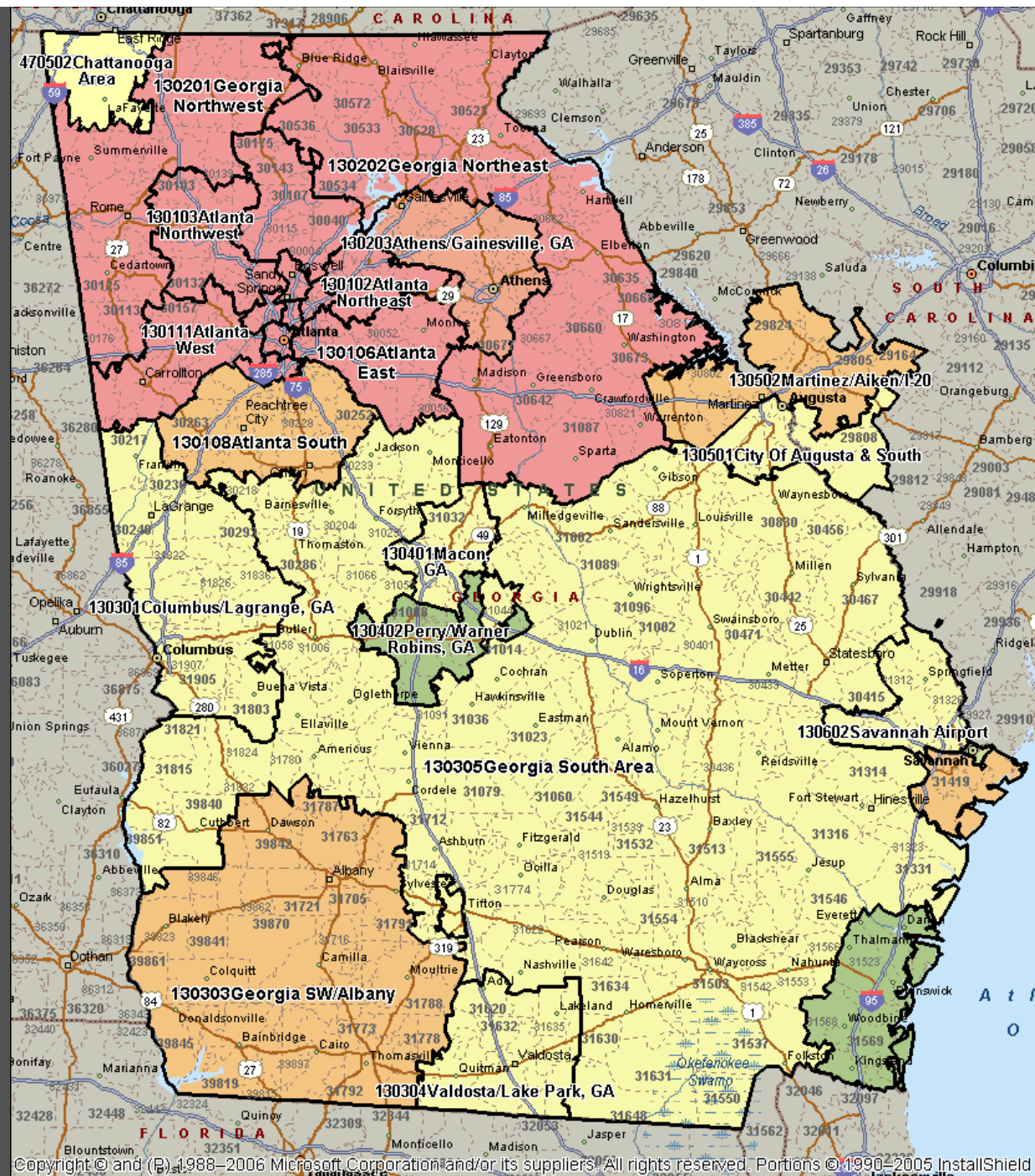
0.1 + %

-4.5 to 0.0 %

-7.5 to -4.6 %

-9.9 to -7.6 %

-20.0 to -10.0 %



# Georgia Tracts

## Occupancy Percent Change

YTD - April '09 vs. April '08

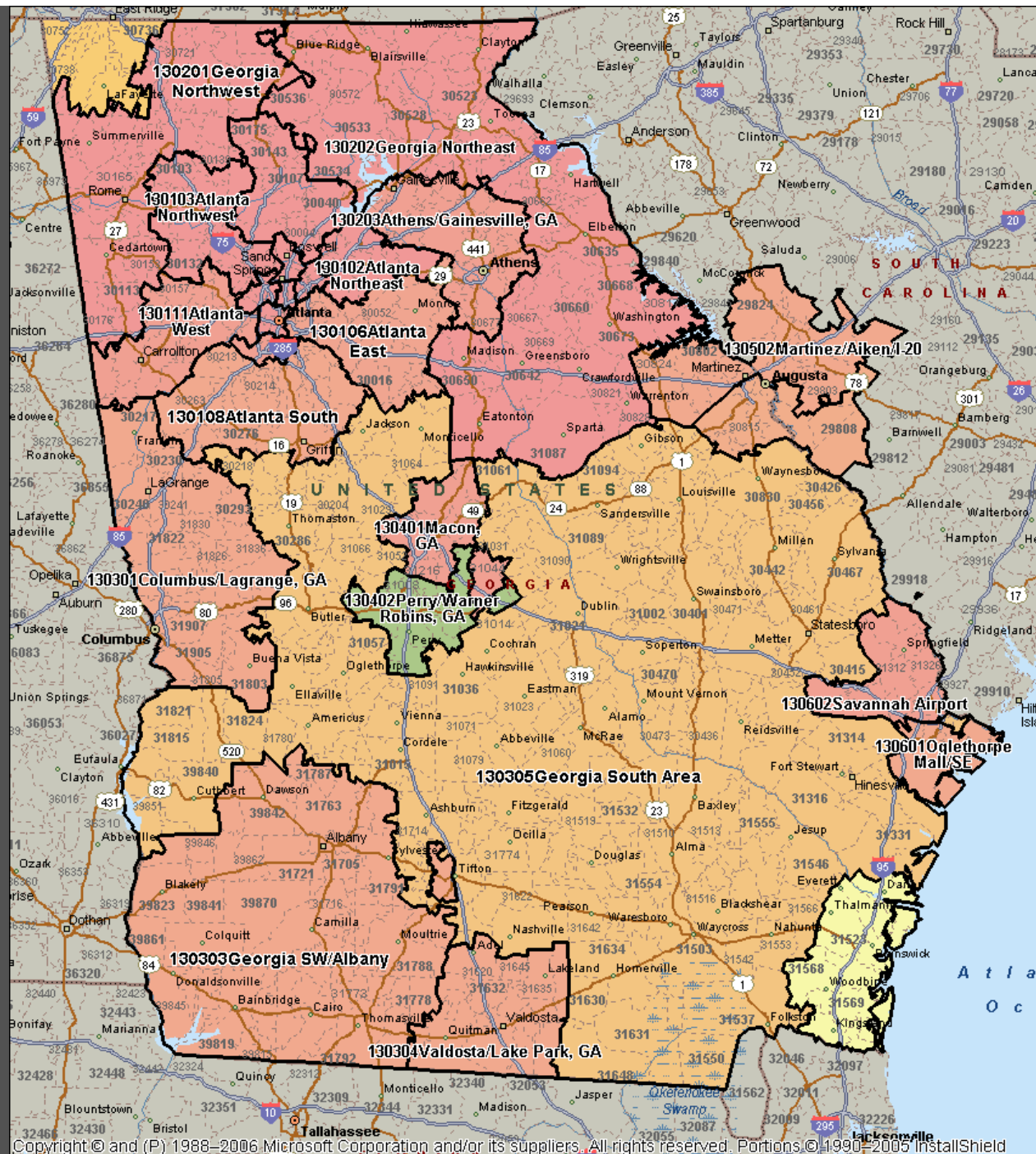
0.1 + %

-4.5 to 0.0 %

-7.5 to -4.6 %

-9.9 to -7.6 %

-20.0 to -10.0 %

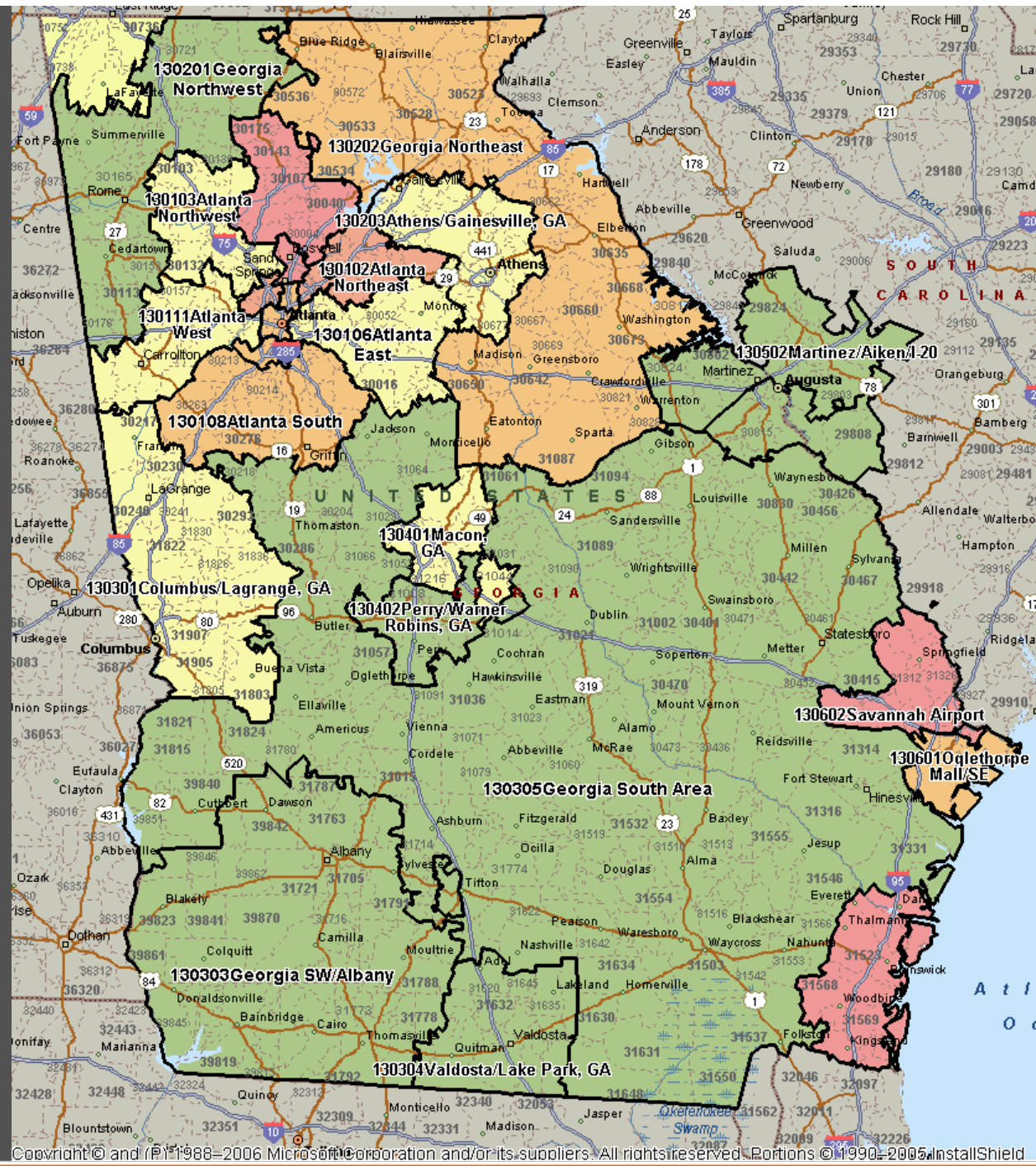


# Georgia Tracts

## ADR Percent Change

YTD - April '09 vs. April '08

- 0.1 to 4.0 %
- 4.5 to 0.0 %
- 7.5 to -4.6 %
- 9.9 to -7.6 %
- 15.0 to -10.0 %



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# Focus on Atlanta

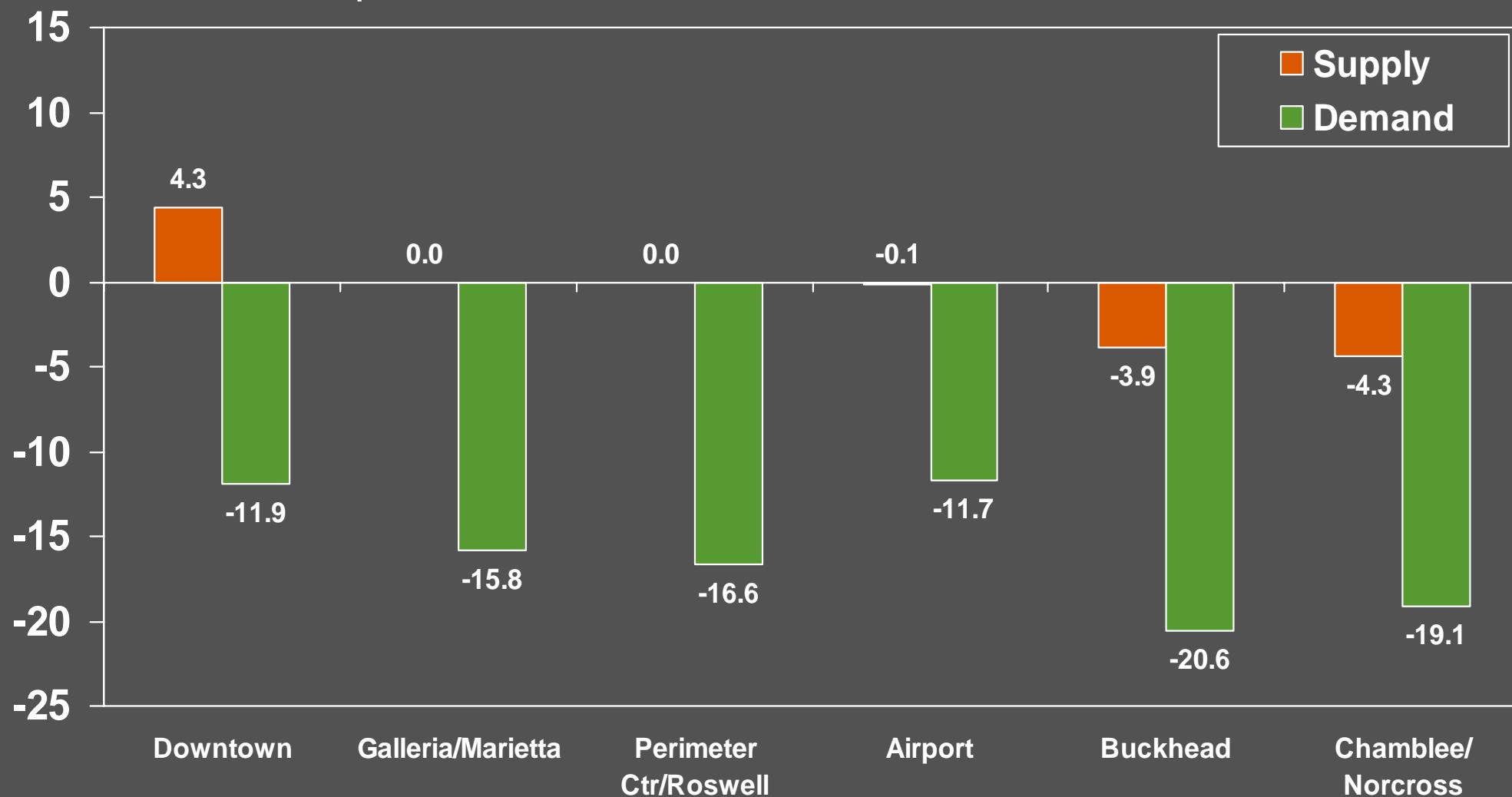
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# Atlanta Interior Tracts

Supply/Demand Percent Change

Year-to-Date April 2009

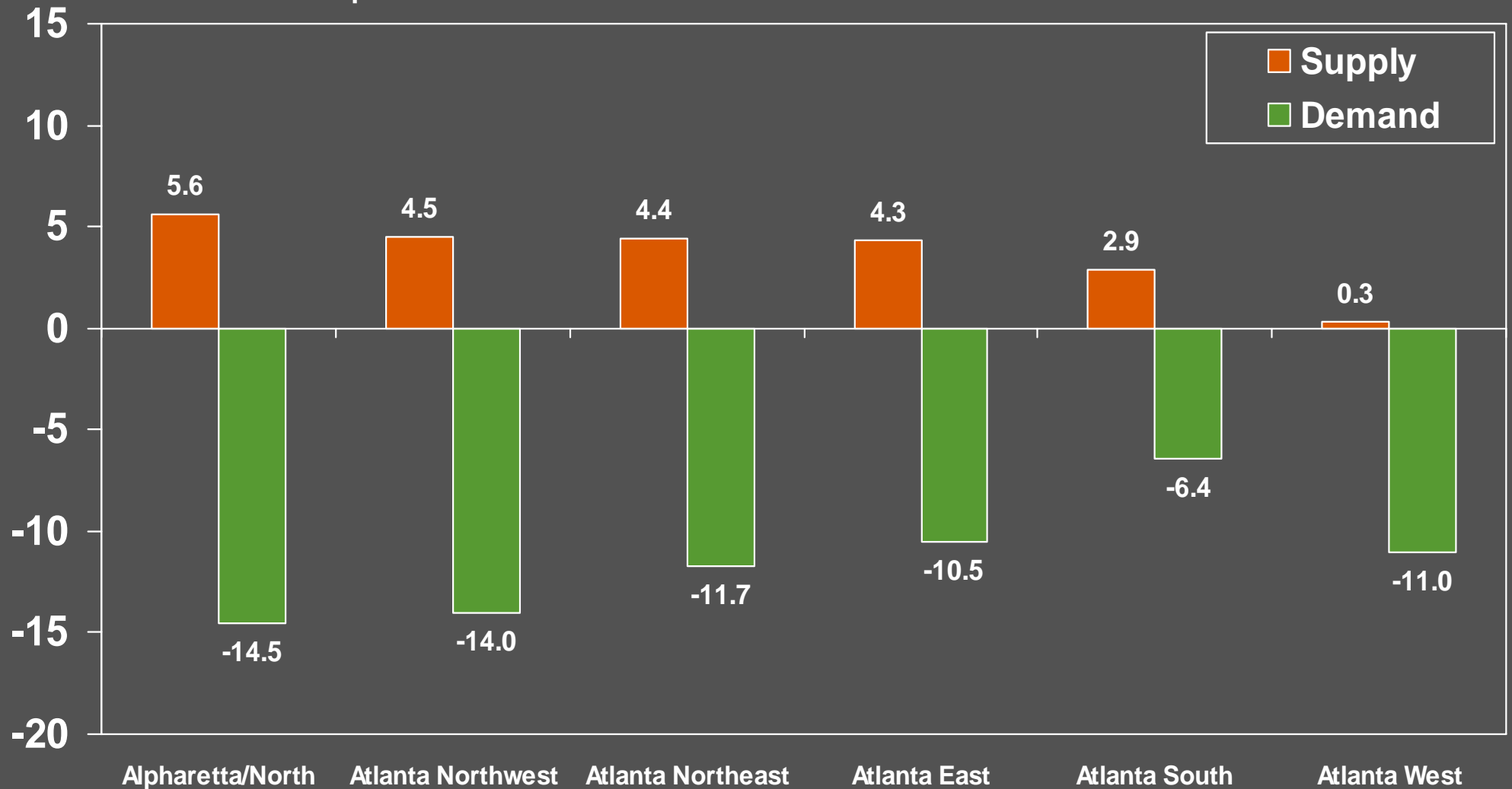


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# Atlanta Surrounding Tracts

Supply/Demand Percent Change

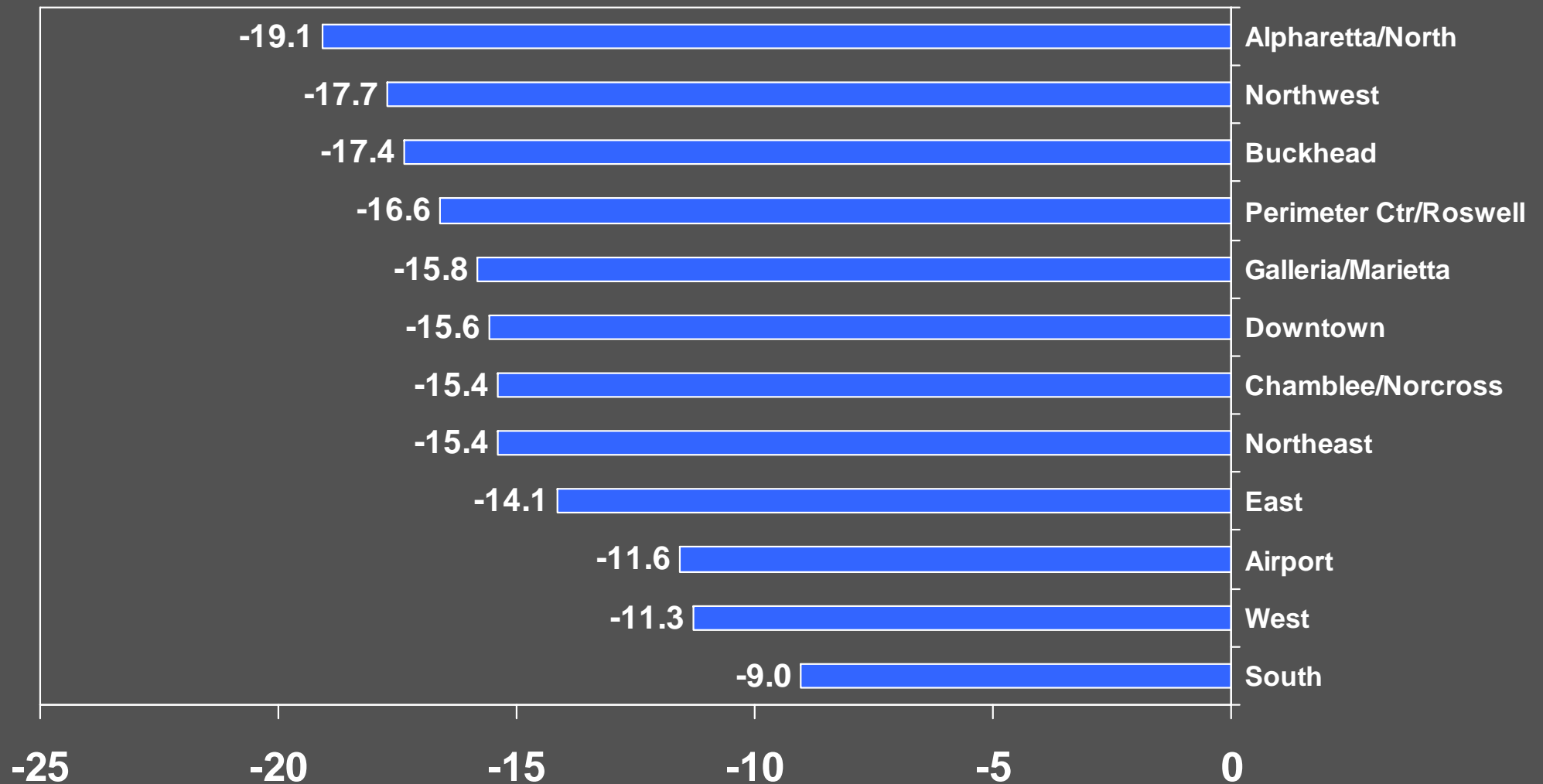
Year-to-Date April 2009



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# Atlanta Tracts

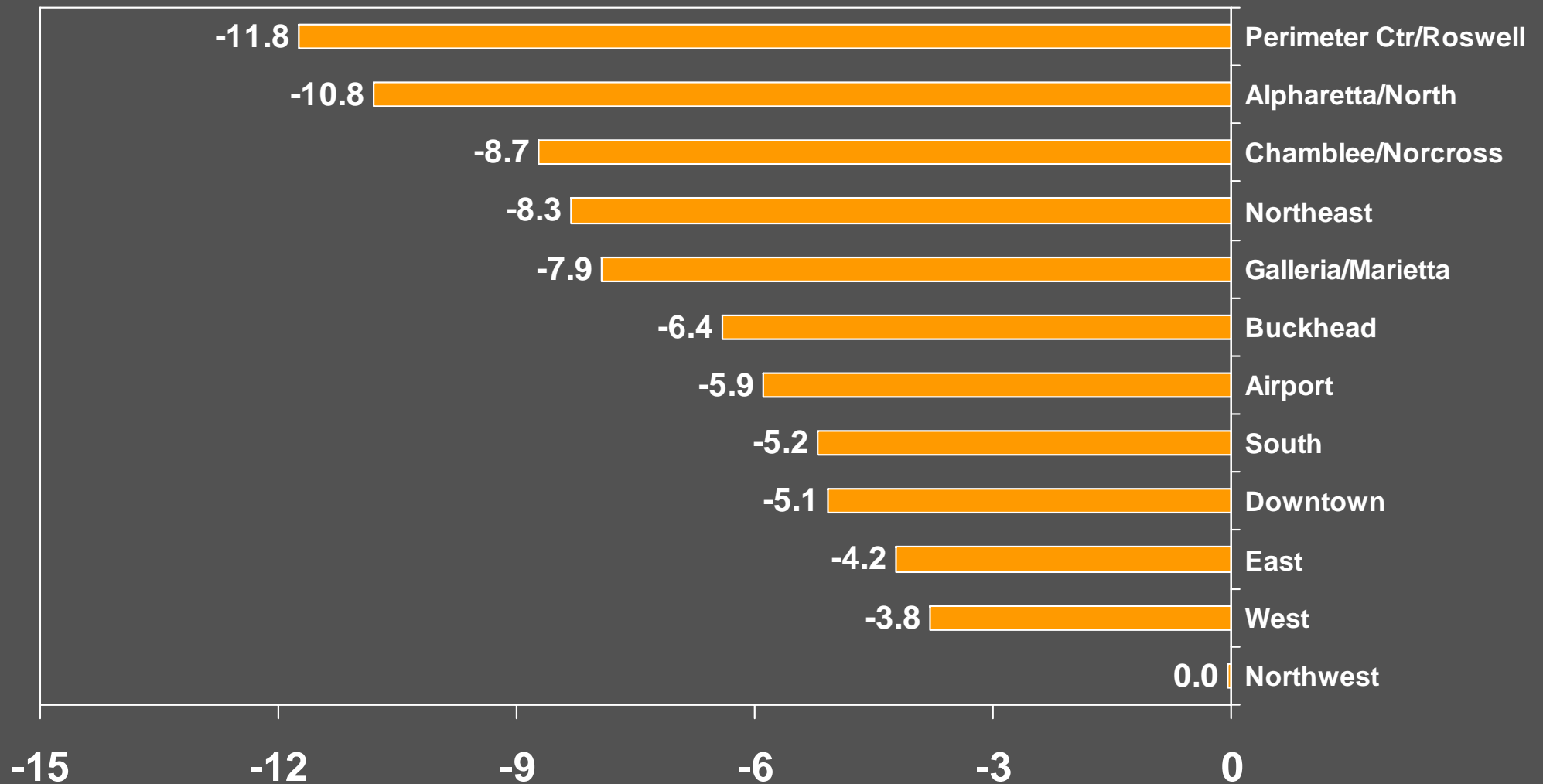
Occupancy Percent Change  
Year-to-Date April 2009



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# Atlanta Tracts

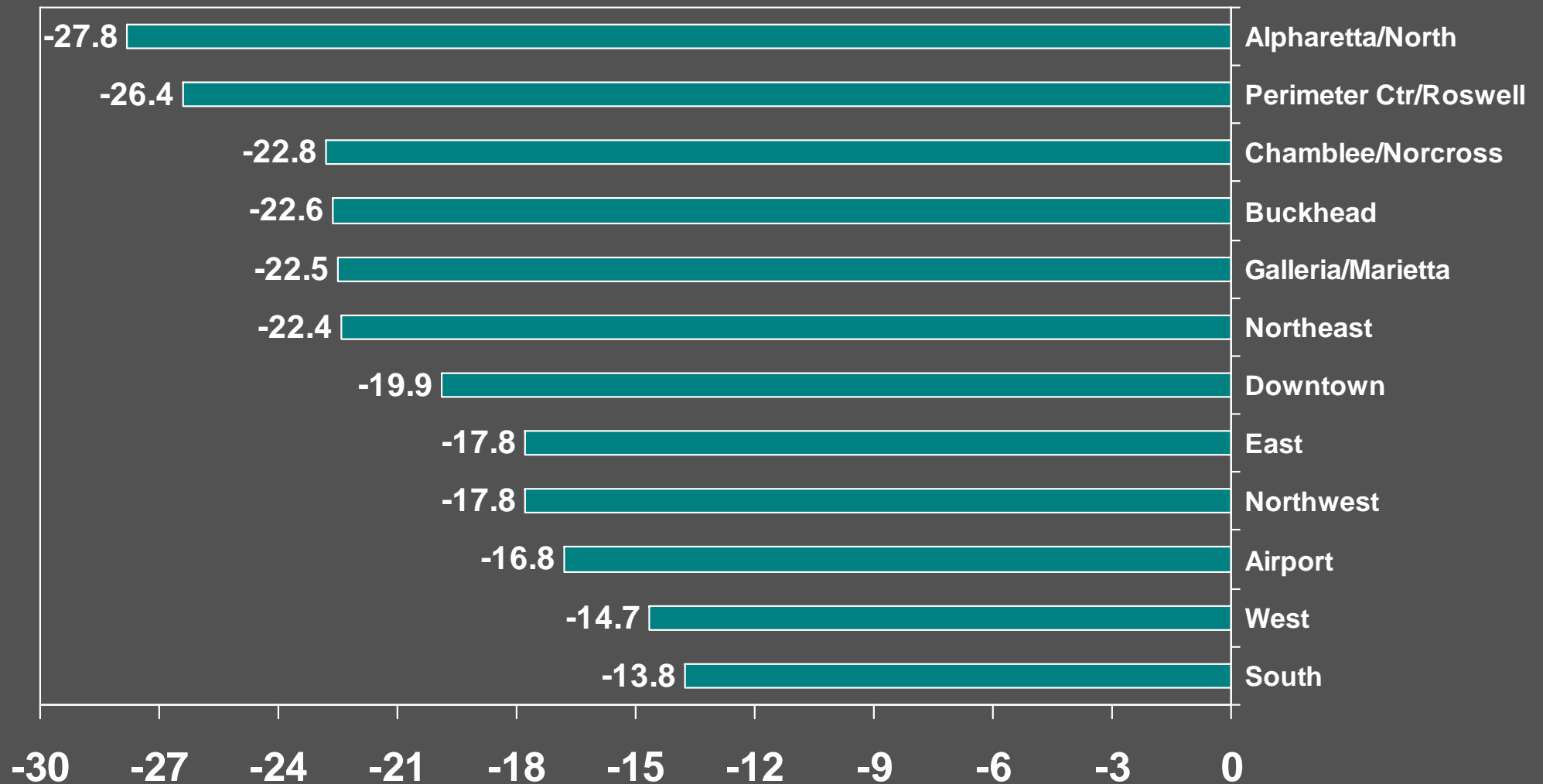
ADR Percent Change  
Year-to-Date April 2009



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# Atlanta Tracts

RevPAR Percent Change  
Year-to-Date April 2009



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# Total US Projections

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# Total US Industry Consecutive Quarterly Declines Key Indicators

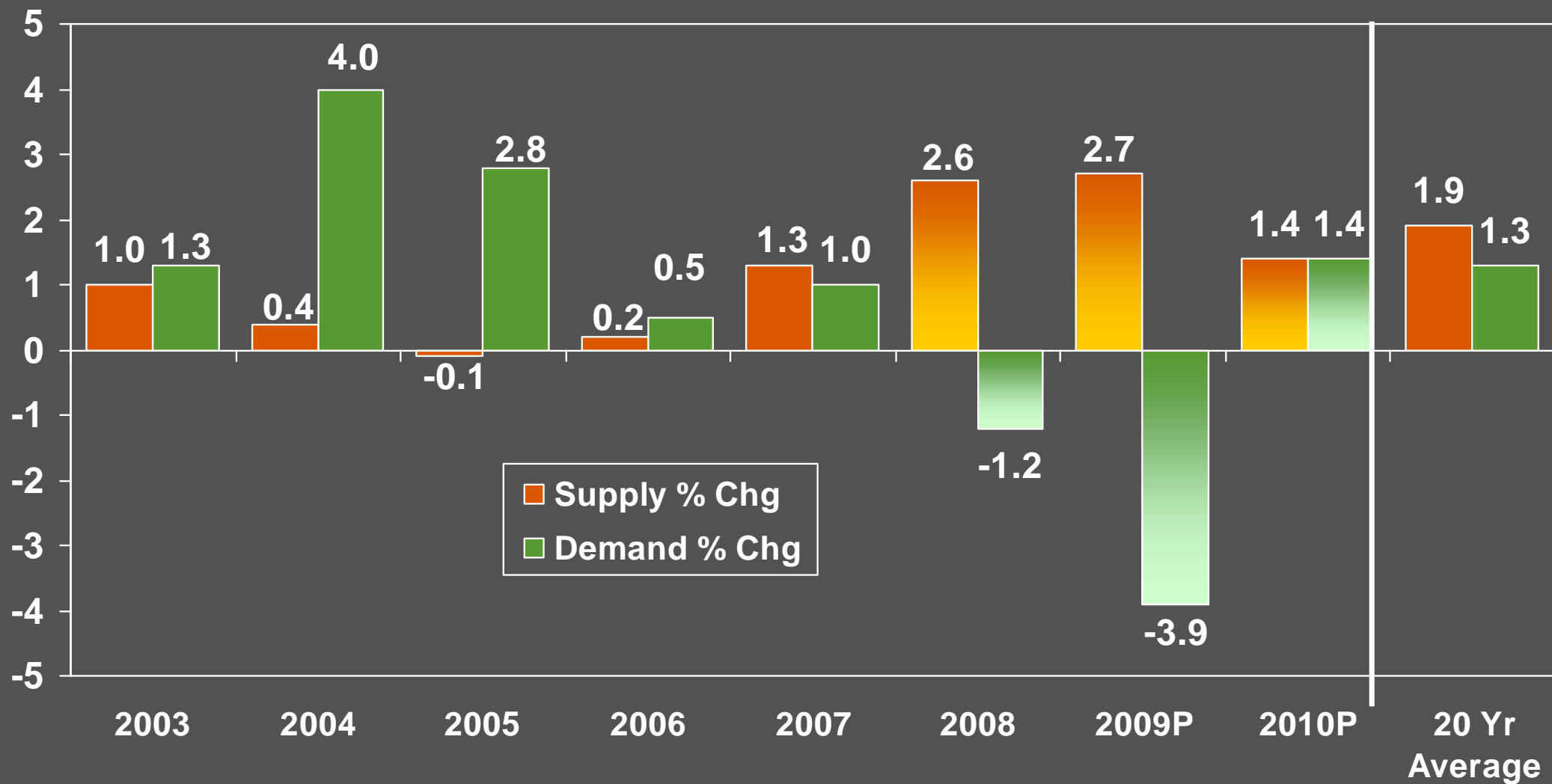
	1990/ 1991	2001/ 2002	Current (Q109)	<i>Estimate 2008/09</i>
Demand	3	5	5	7
Occupancy	7	6	6	9
ADR	0	5	2	4
RevPAR	5	5	3	6
Room Revenue	2	5	2	4

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# Total United States

Supply/Demand Percent Change

2003 – 2010P

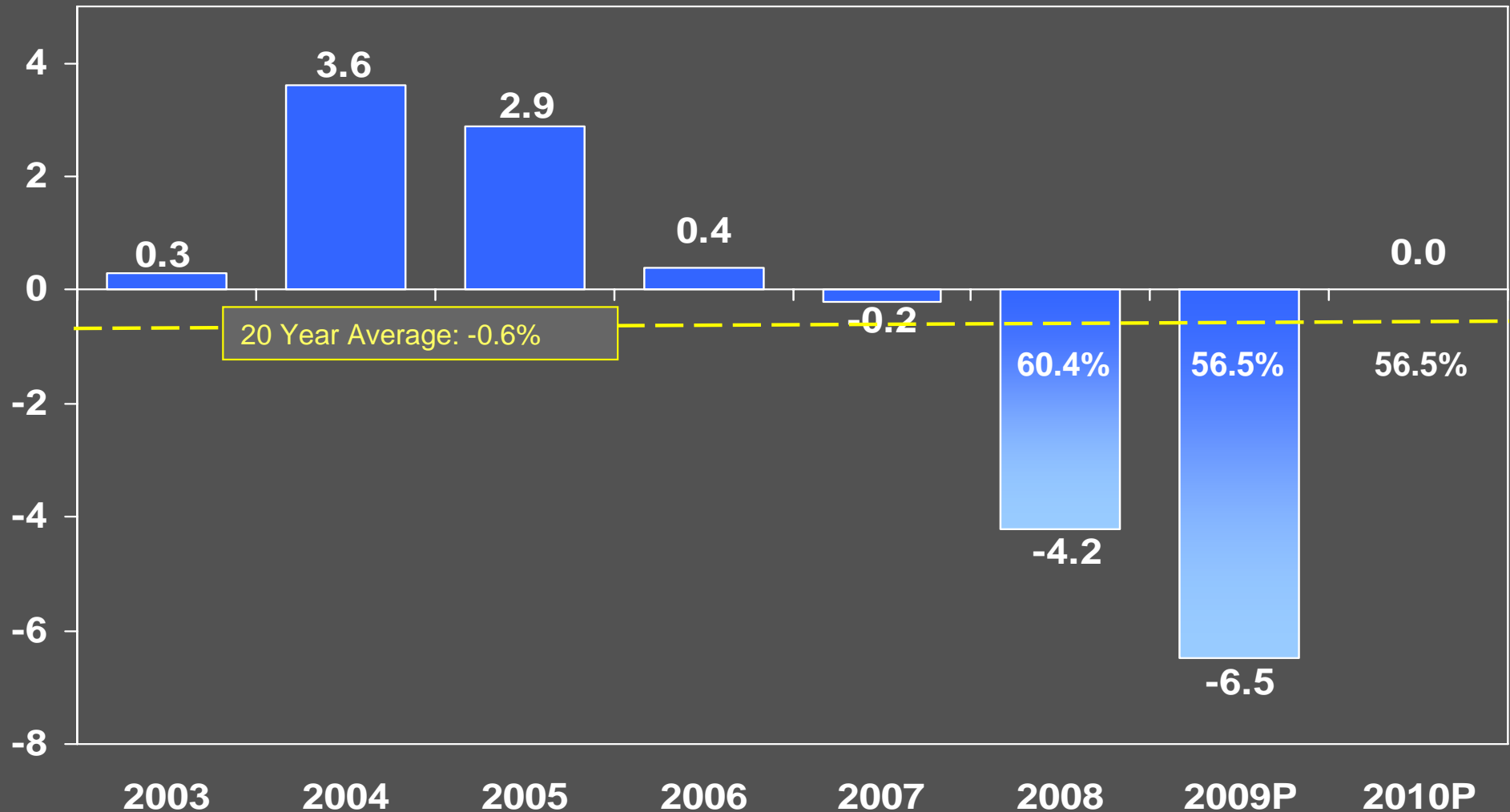


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# Total United States

Occupancy Percent Change

2003 – 2010P

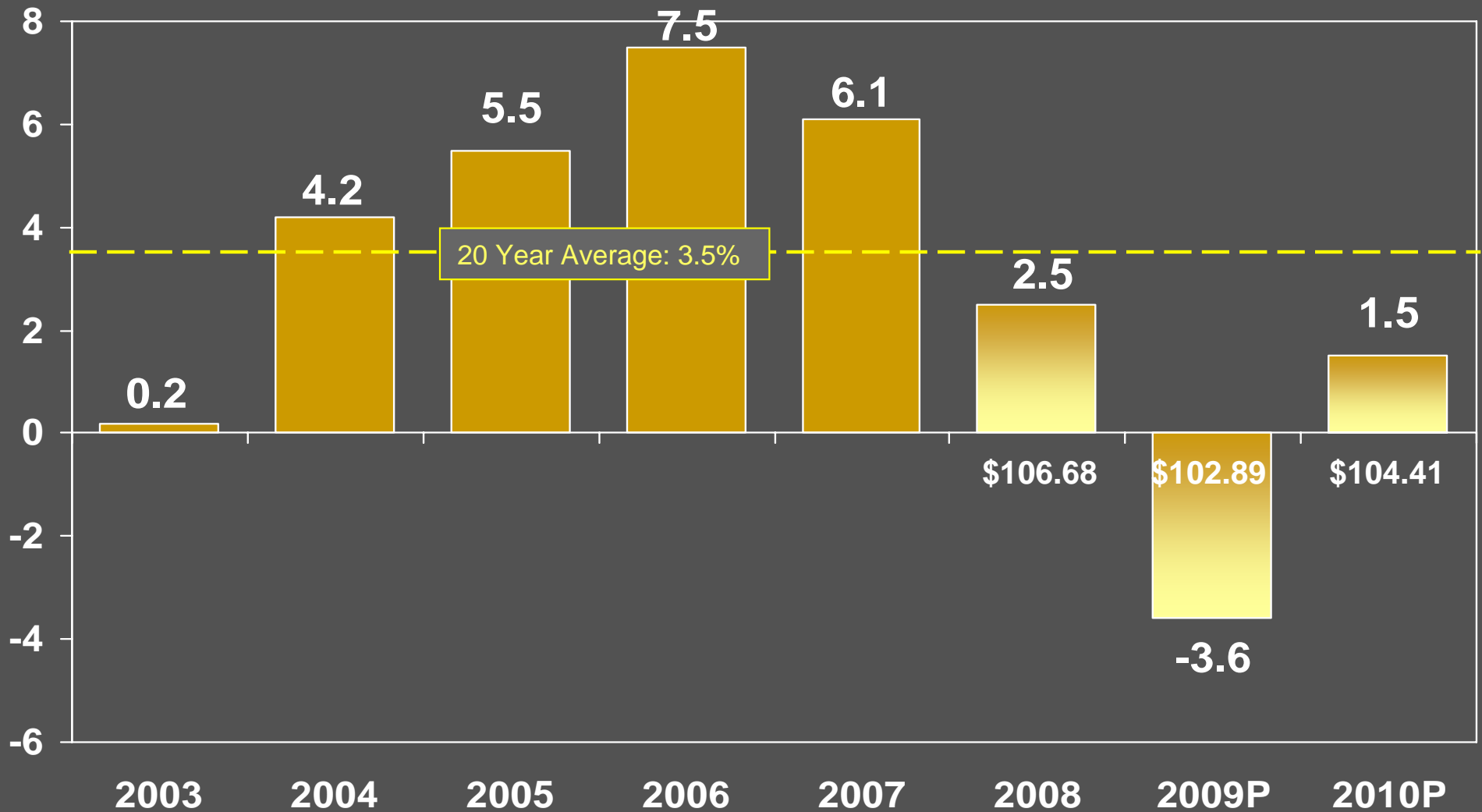


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# Total United States

ADR Percent Change

2003 – 2010P

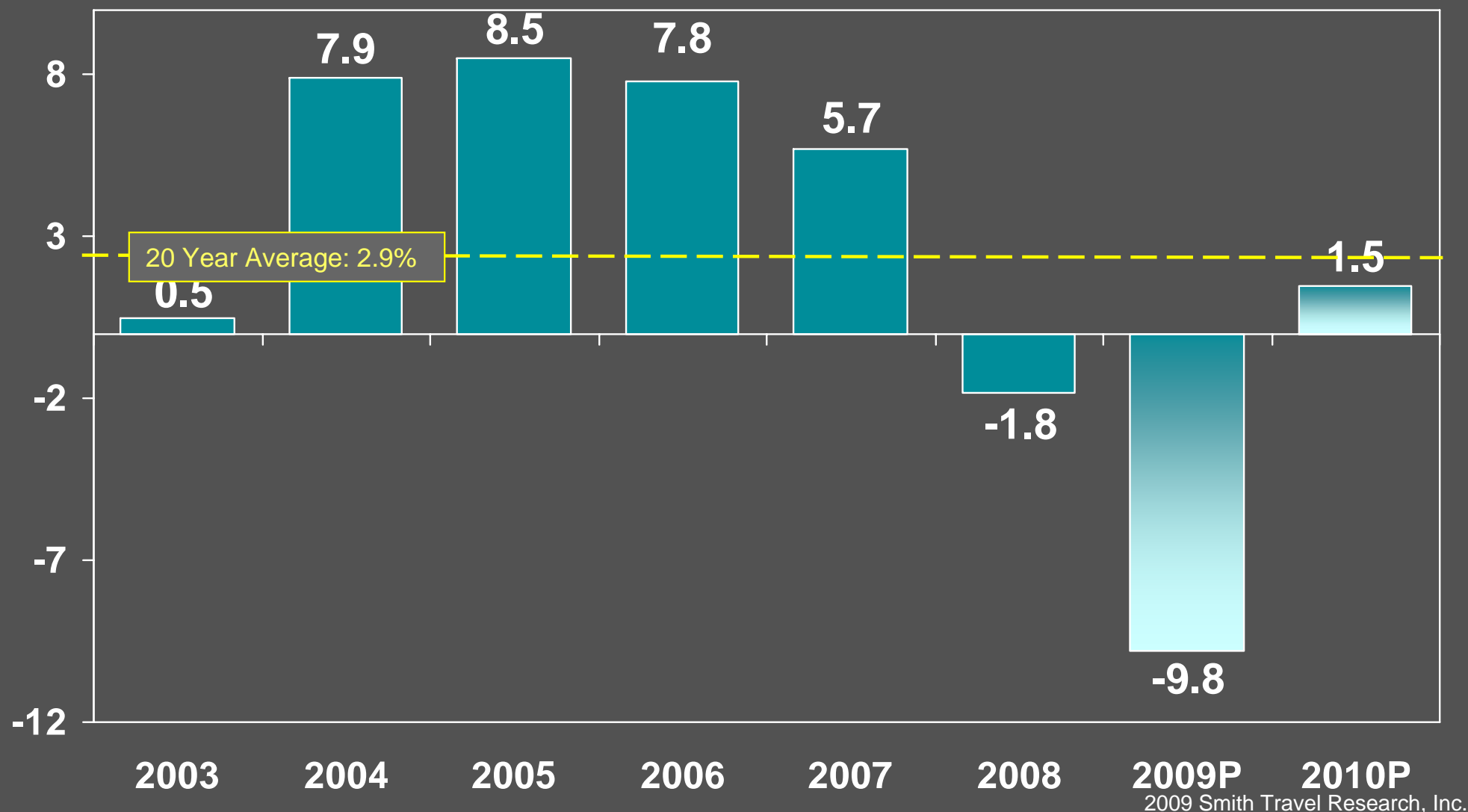


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# Total United States

## RevPAR Percent Change

### 2003 – 2010P



# Lodging Industry Takeaways

- Supply Growth – Pipeline Attrition?...Have we peaked?
  - Increased attrition rate in planning & final planning
- Airline Woes
  - Decreased routes and capacity impacts fly-in destination significantly
  - Routes may be added back once things improve
- Gas Prices
  - Will we see summer prices spike?
- Financial Institutions
  - Impacts much in our industry...development, reinvestment, etc.

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# Questions

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