

# Maine's Vacation & Hospitality Forecast

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# 2006 - 2009 Industry Performance

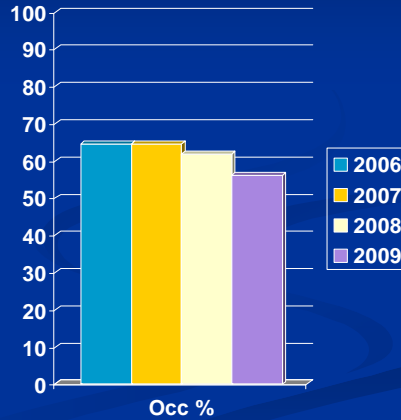
National Results

\*Data provided by Smith Travel Research



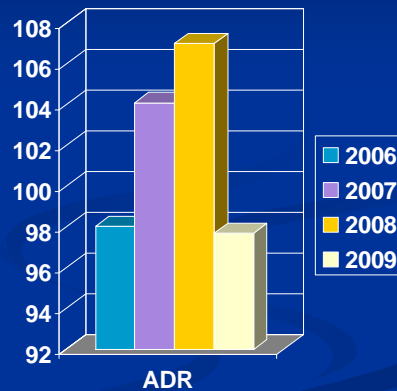
## 2006 - 2009 YTD November Occupancy

- **Occupancy**
  - Rooms Sold/Rooms Available
  - 2006 64.5%
  - 2007 64.6 %
  - 2008 61.8 %
  - 2009 56.1%



## 2006 - 2009 YTD November ADR

- **ADR**
  - Room Sales / Rooms Sold
  - 2006 \$98.06
  - 2007 \$104.12
  - 2008 \$107.02
  - 2009 \$97.77

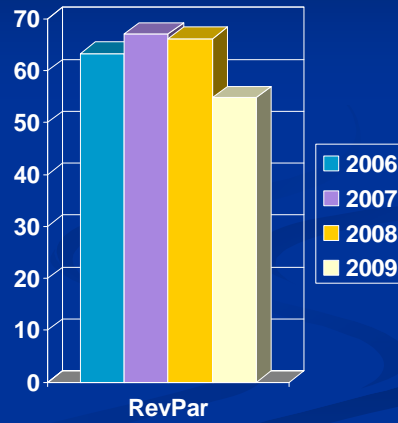


## 2006 - 2009 YTD November RevPAR

### ■ RevPAR

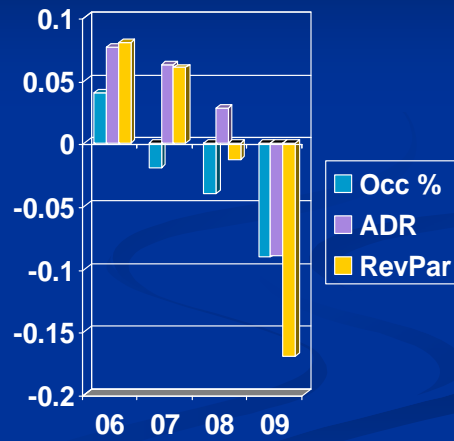
■ Sales / rooms available

- 2006 \$63.28
- 2007 \$67.07
- 2008 \$66.18
- 2009 \$54.85



## Percent change YOY

- Occ %
  - 2006 .04 %
  - 2007 -.04 %
  - 2008 -4.0 %
  - 2009 -9.1
- ADR
  - 2006 7.6 %
  - 2007 6.2 %
  - 2008 2.8 %
  - 2009 -9.0%
- RevPar
  - 2006 8.0 %
  - 2007 6.0 %
  - 2008 -1.3 %
  - 2009 -17.1



# 2006 - 2009 Industry Performance

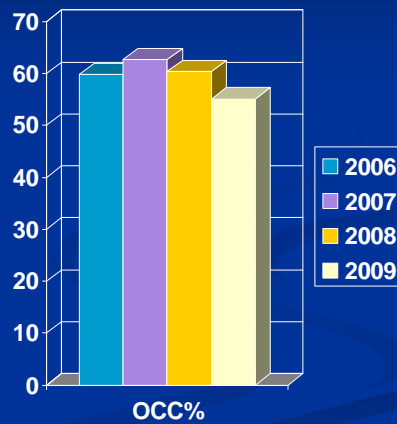
## Maine



# 2006 - 2009 YTD November Occupancy (Maine)

## ■ Occupancy

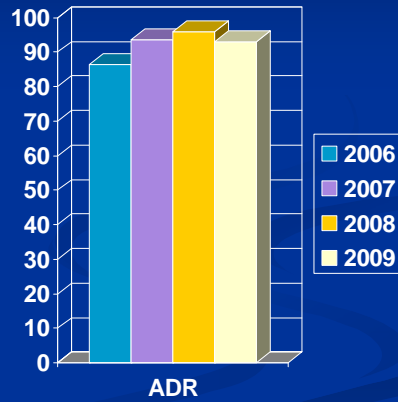
- 2006 59.8 %
- 2007 62.7 %
- 2008 60.4 %
- 2009 55.1%



## 2006 - 2009 YTD November ADR (Maine)

### ■ ADR

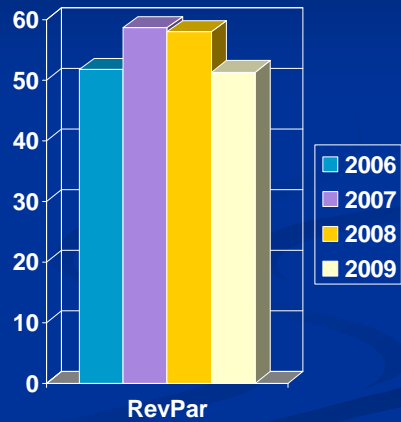
- 2006 \$ 86.53
- 2007 \$ 93.55
- 2008 \$ 96.04
- 2009 \$ 93.12



## 2006 - 2009 YTD November RevPAR (Maine)

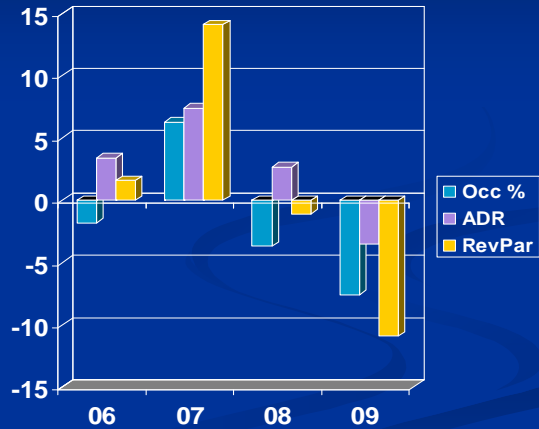
### ■ RevPar

- 2006 \$ 51.76
- 2007 \$ 58.63
- 2008 \$ 57.99
- 2009 \$ 51.33



# Maine Percent Change YOY

- Occ
  - 2006 <1.8%>
  - 2007 4.8 %
  - 2008 <3.7>
  - 2009 <7.6%>
- ADR
  - 2006 3.4 %
  - 2007 7.4 %
  - 2008 2.7 %
  - 2009 <-3.5>
- RevPar
  - 2006 1.6 %
  - 2007 14.1%
  - 2008 <1.1 %>
  - 2009 <-10.9>



# 2009 & 2010 Industry Trends



## Trends

- Rates Dipped, negotiated rates, Shoppers
- Occupancy dipped all year, but less Sept - Nov
- Financing & Capital pressured
  - Local banks relationships tougher due to regulatory pressures
  - Construction costs reduced slightly
  - Brands assisting by lowering fees or extending rehabs
- Technology Importance
  - In room Technologies
  - Multiple reservation methods
  - Multi media options
  - Merging Technologies
- Shorter Booking windows

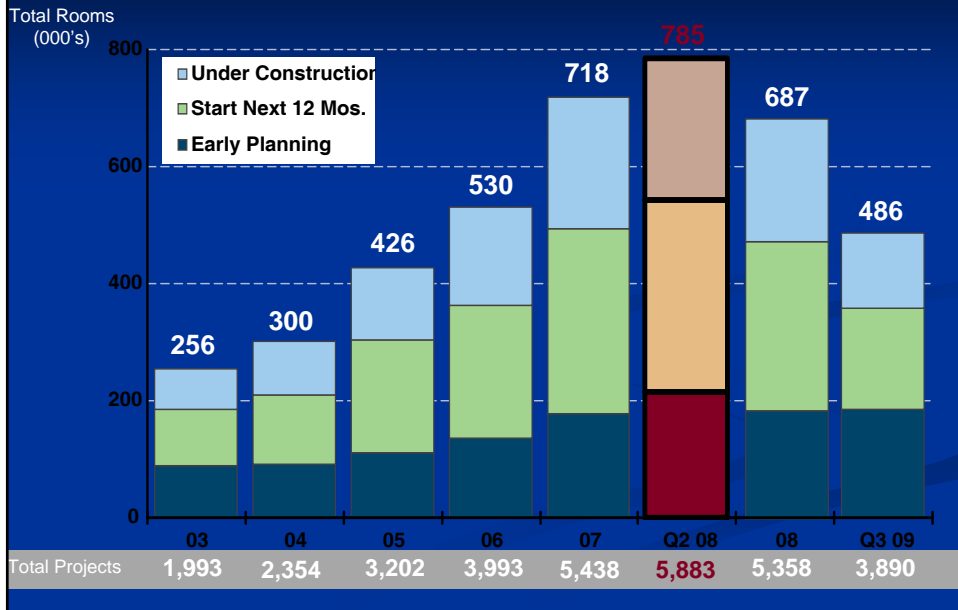


## National Development Pipeline

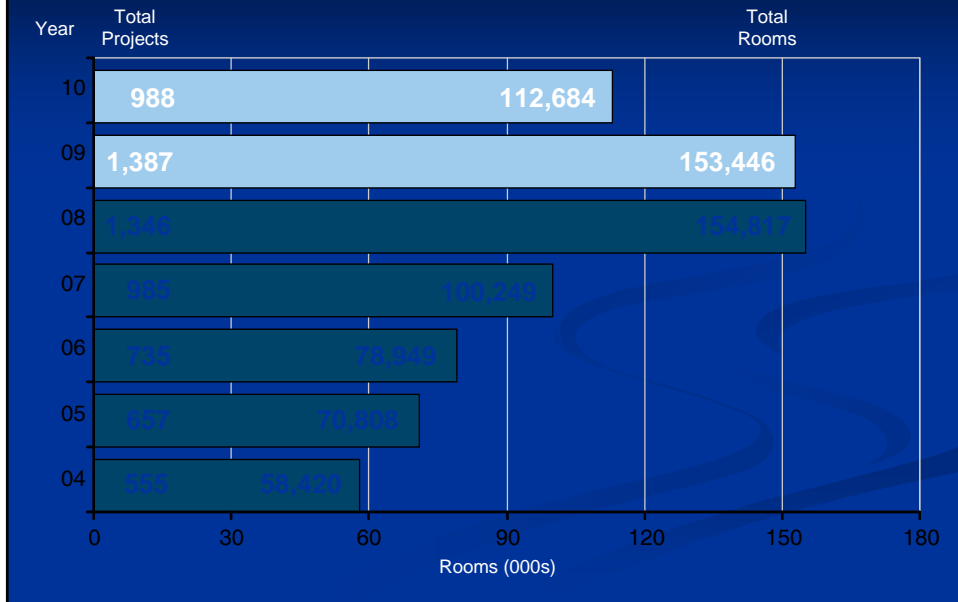
Provided by  
Lodging Econometrics



## Construction Pipeline: Rooms & Projects



## New Hotel Openings 2004 - 2010





Pipeline as a % of Current Census:  
Selected Markets

	Q3 2009 Pipeline		% of Census
	Projects	Rooms	
Houston	163	16,954	26.1
New York	124	18,046	21.0
San Antonio	59	7,666	19.6
Philadelphia	69	8,782	19.3
Phoenix	70	10,833	18.2
Washington DC	105	18,118	17.5
Dallas	85	10,331	13.7

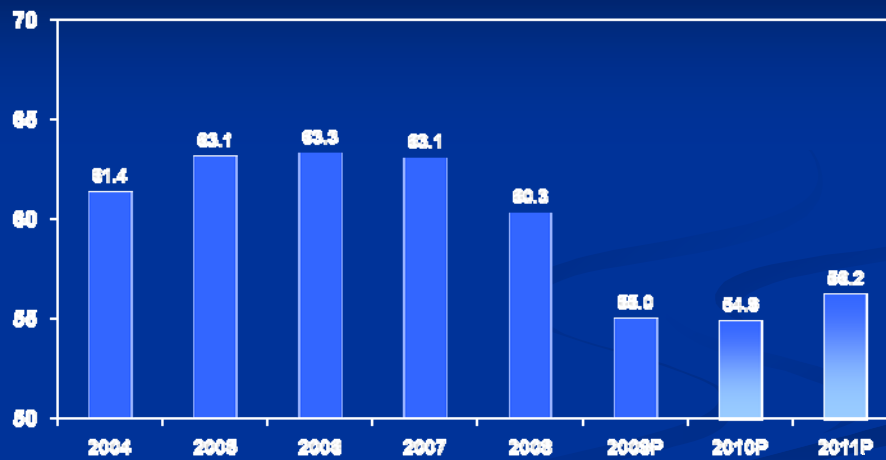
Maine Projects as of Q3 2009

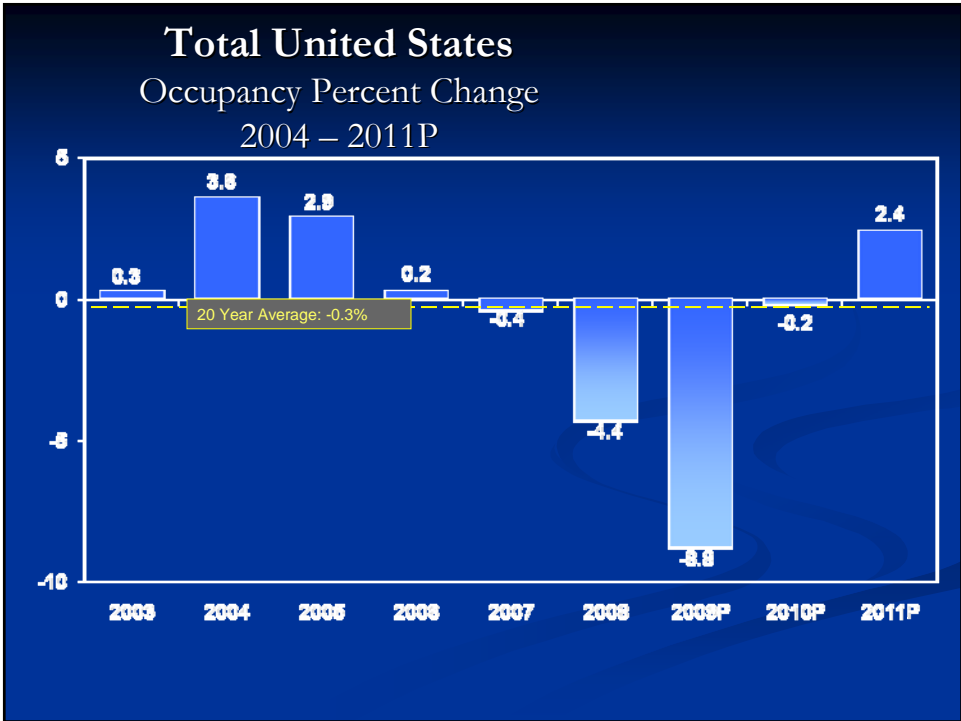
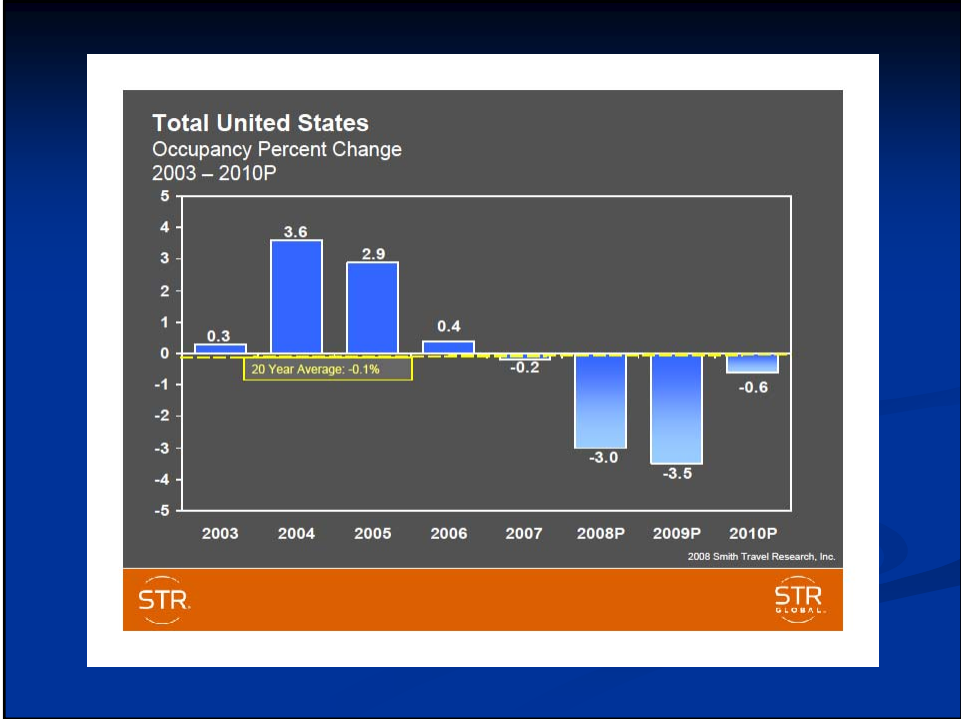
	Under Construction	Starts in Next 12 Months	Early Planning
Portland MSA	1	2	1
Maine North/Bangor	1	3	-
Maine South/Augusta	1	1	-
<b>Maine Totals</b>	<b>3</b>	<b>6</b>	<b>1</b>

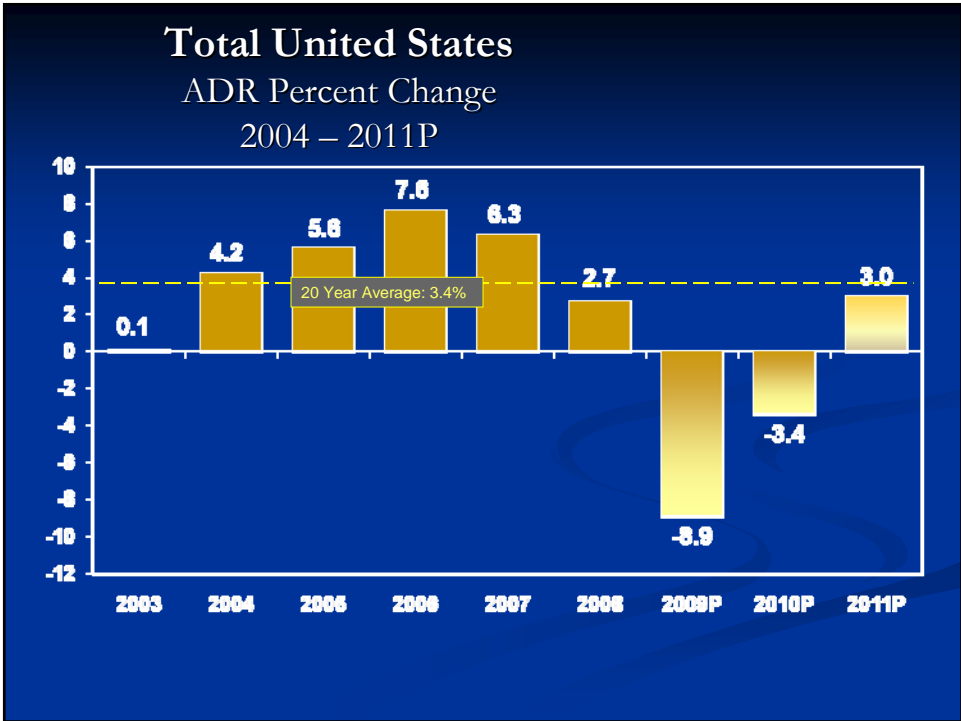
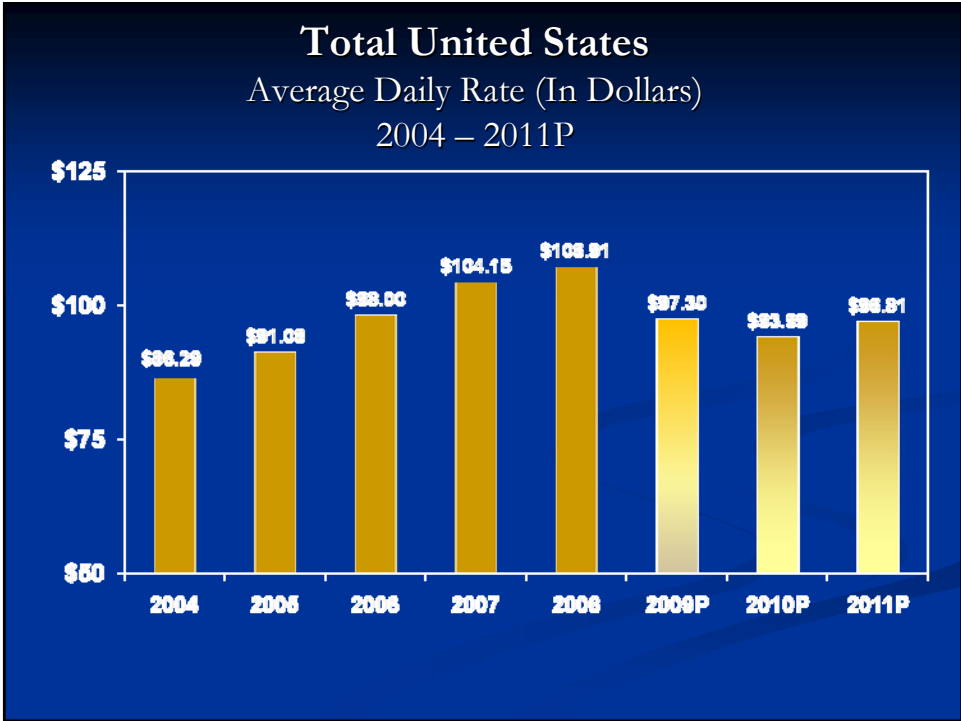
# Who Moved My Cheese

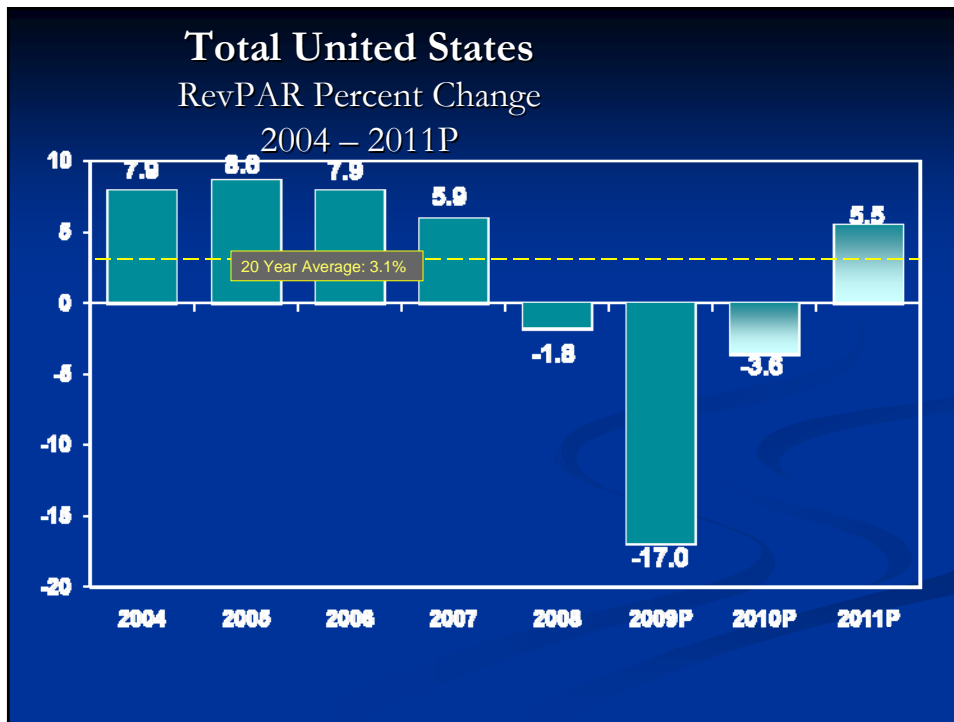
2010

Total United States  
Occupancy Percent  
2004 – 2011P



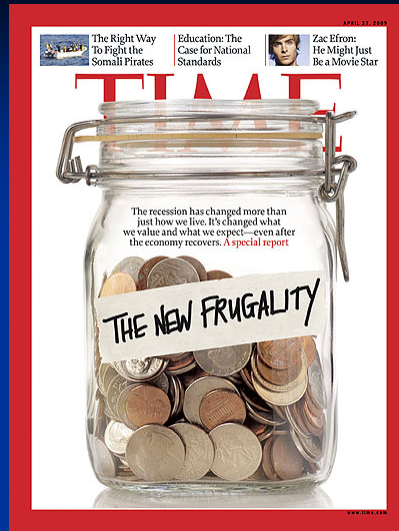






## What's in Store?

- Occ Flat?
- Rates still slight drop?
- Value Proposition: “New Frugality”?
- Community Banks Lending to established strong relationships
- Construction prices lowering even more
- Some money on the sidelines waiting
- Back half of year will feel better?
- High Tech keeps moving



## Contact Info

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