

# Maine's Vacation & Hospitality Forecast

Sean Riley  
Chief Operating Officer  
Maine Course Hospitality Group



# 2006 - 2008 Industry Performance

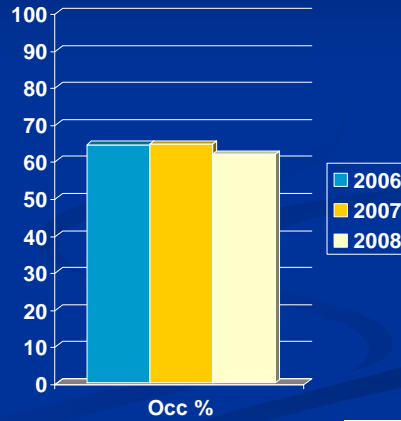
National Results

\*Data provided by Smith Travel Research



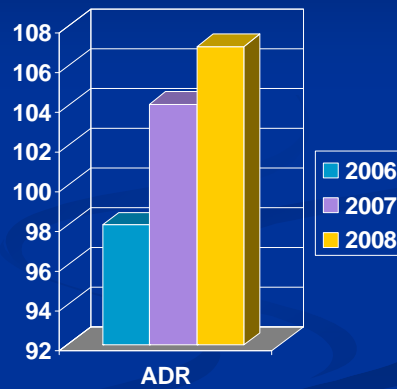
## 2006 - 2008 YTD November Occupancy

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



## 2006 - 2008 YTD November ADR

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



## 2006 - 2008 YTD November RevPar

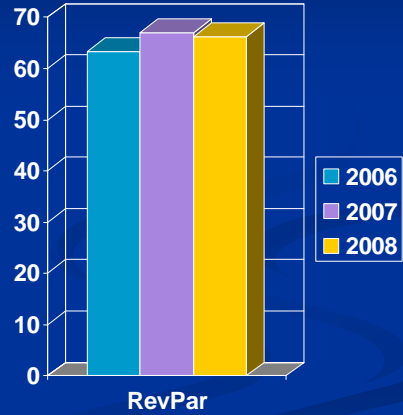
### ■ RevPar

■ Sales / rooms available

■ 2006 \$63.28

■ 2007 \$67.07

■ 2008 \$66.18



## Percent change YOY

### ■ Occ %

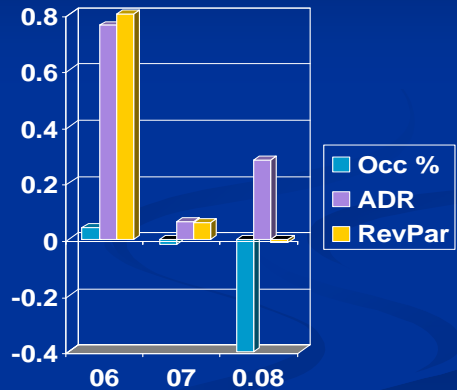
■ 2006 .04 %  
 ■ 2007 -.04 %  
 ■ 2008 -4.0 %

### ■ ADR

■ 2006 7.6 %  
 ■ 2007 6.2 %  
 ■ 2008 2.8 %

### ■ RevPar

■ 2006 8.0 %  
 ■ 2007 6.0 %  
 ■ 2008 -1.3 %



# 2007 & 2008 Industry Performance

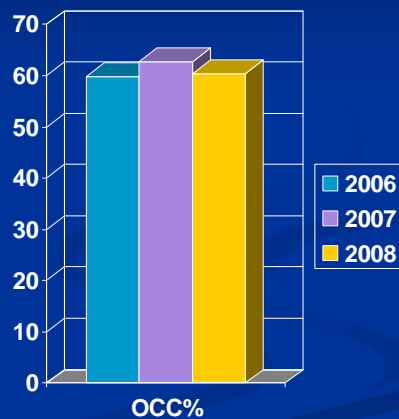
## Maine



## 2006 - 2008 YTD November Occupancy (Maine)

### ■ Occupancy

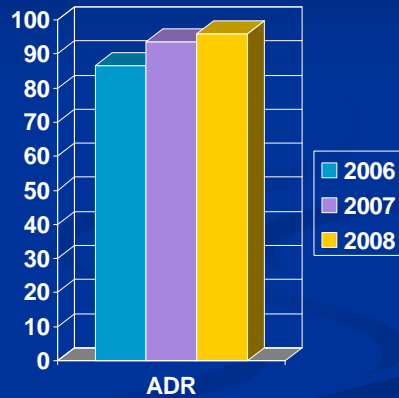
- 2006 59.8 %
- 2007 62.7 %
- 2008 60.4 %



## 2006 - 2008 YTD November ADR (Maine)

### ■ ADR

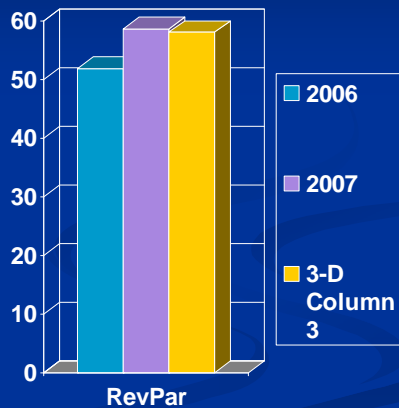
- 2006 \$ 86.53
- 2007 \$ 93.55
- 2008 \$ 96.04



## 2006 - 2008 YTD November RevPar (Maine)

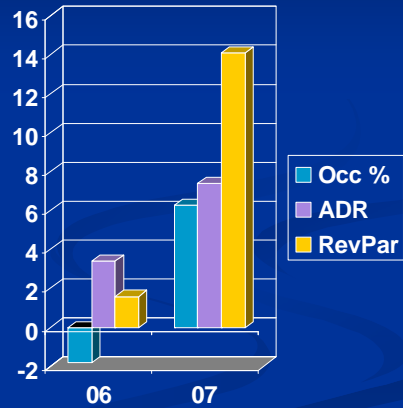
### ■ RevPar

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



## Maine Percent Change YOY

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



## 2006 & 2007 Industry Trends



## Trends

- Pricing was still up a bit
- Occupancy dipped the back half of 08
- Big Capital Markets dried up
  - Local banks and relationships still good
- Construction costs fairly flat
- Amenity Creep
  - Bedding changes complete
  - Large Flat Panel LCD new standard
  - Fitness with TV
- Technology Importance
- Going Green
- Changing Traveler



## National Development Pipeline

Provided by  
Lodging Econometrics





## PIPELINE ROOMS AS %AGE OF CENSUS

	Hotels	Guest Rooms	%age Census		Hotels	Guest Rooms	%age Census
New York	167	27,332	33	Denver	49	7,496	19
Phoenix	122	19,378	33	Dallas	116	12,892	18
San Antonio	73	10,764	30	San Diego	52	10,447	17
Houston	165	17,801	29	Atlanta	129	16,516	17
Washington	151	24,483	24	Nashville	42	5,640	17
Philadelphia	72	9,455	21	Chicago	94	16,896	16
Miami	45	9,492	20	Seattle	34	5,472	14

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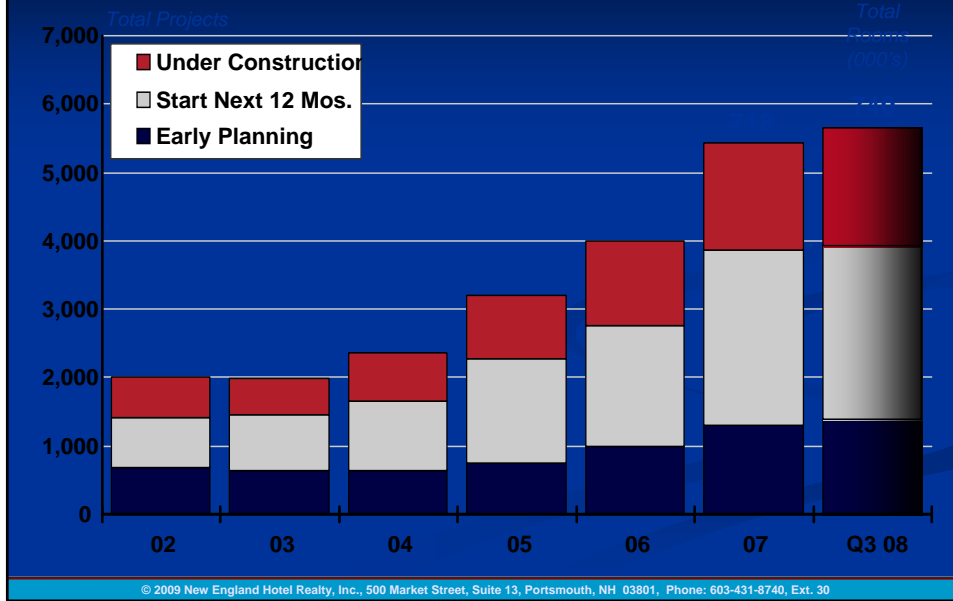


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■ **Under Construction**

- Portland MSA 3
- Maine North 3
- Maine South 1
- *Maine Totals* 7

■ **Starts next 12 months**

- Portland MSA 3
- Maine North 3
- Maine South 4
- *Maine Totals* 10

■ Early Planning	
■ Portland MSA	1
■ Maine North	3
■ <u>Maine South</u>	<u>3</u>
■ <i>Maine Totals</i>	7

Maine Forecasted Hotel Openings

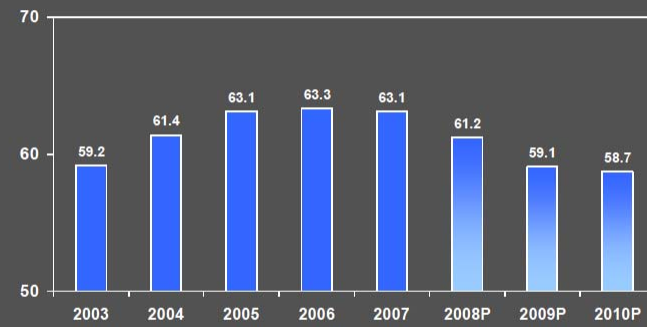
2008	9
2009	4
2010	4

# Glass Half Full?

2009

## Total United States

Occupancy Percent  
2003 – 2010P



2008 Smith Travel Research, Inc.



**Total United States**  
Occupancy Percent Change  
2003 – 2010P



2008 Smith Travel Research, Inc.



**Total United States**  
Average Daily Rate (In Dollars)  
2003 – 2010P

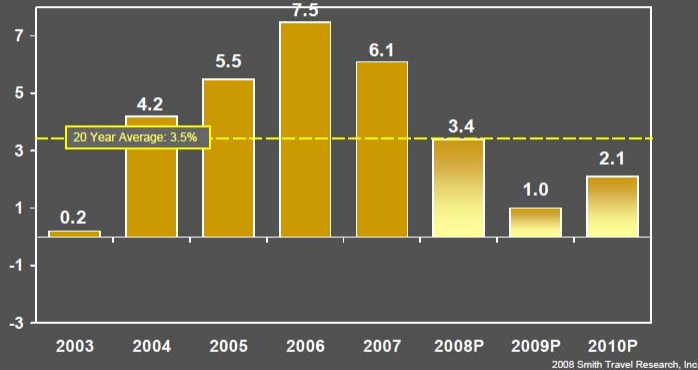


2008 Smith Travel Research, Inc.



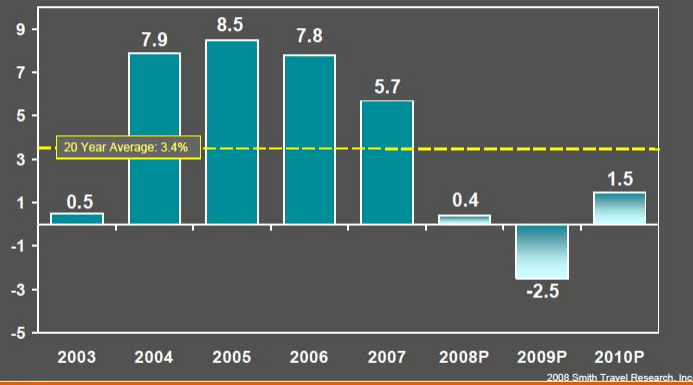
### Total United States

ADR Percent Change  
2003 – 2010P



### Total United States

RevPAR Percent Change  
2003 – 2010P



## What's in Store?

- Lower occupancy?
- Rates flat or slightly lower?
- Won't see discounting like 2001?
- Mid scale 7 M– 10 M will find financing
- Local lending relationships more important?
- Construction prices begin slight downward trend
- Operational Efficiencies found
- Economy impact?
- High Tech keeps moving



## Contact Info

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