

"STR

Chad Church Sr. Director, Operations & Client Services STR March 15, 2013

Any reprint, use or republication of all or a part of this presentation without the prior written approval of Smith Travel Research, Inc. or STR Global, Ltd. (collectively "STR") is strictly prohibited. Any such reproduction shall specifically credit STR as the source. This presentation is based on data collected by STR. No strategic advice or marketing recommendation is intended or implied.

Agenda

1. The big picture

2. Fort Myers market

- Segment performance
- Comparables
- Day of week overview
- Submarket performance

🔍 🔍 🗣 🖤 🖉 🔍 2013 Smith Travel Research

3. Industry outlook



Total US - Key Statistics

12-Months Ending January 2013

% Change

••••••••••• © 2013 Smith Travel Research, Inc. All rights reserved

.......

....

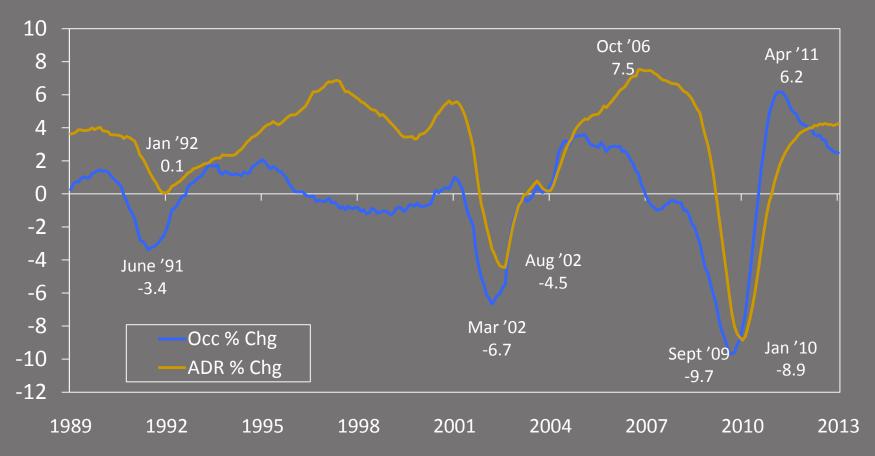
•	Hotels	51.0 k	
•	Room Supply	1.8 bn	0.5%
•	Room Demand	1.1 bn	3.0%
•	Occupancy	61.5%	2.5%
•	ADR	\$106.47	4.3%
•	RevPAR	\$65.53	6.8%
•	Room Revenue	\$116.0 bn	7.4%



Total United States

Occupancy/ADR Percent Change

Twelve Month Moving Average – 1989 to January 2013

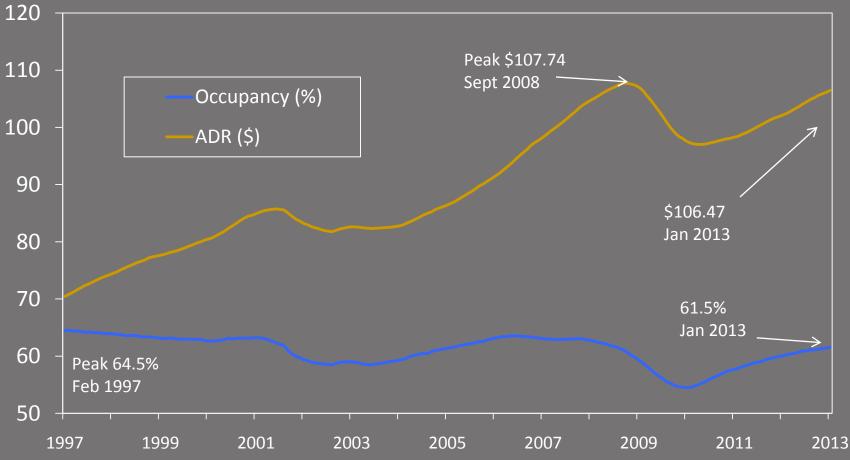




Total United States

Occupancy and ADR

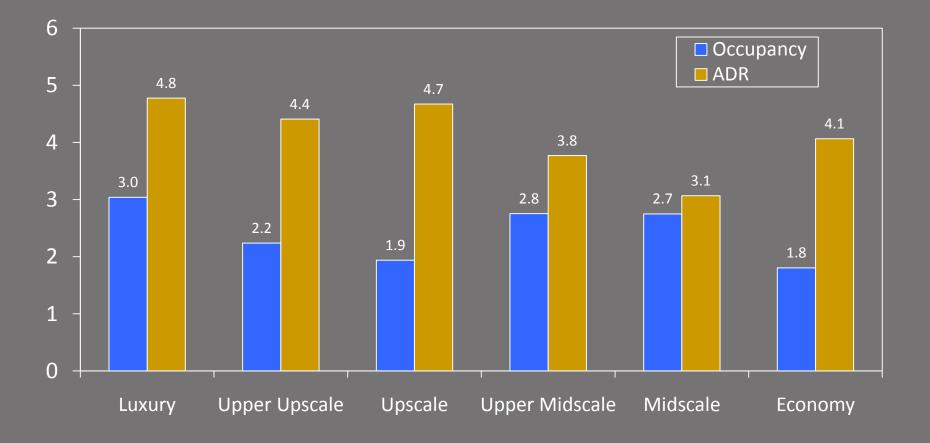
Twelve Month Moving Average – January 2013



© 2013 Smith Travel Research. Inc. All rights reserved



Chain Scales Occupancy / ADR Percent Change Twelve Months Ended January 2013

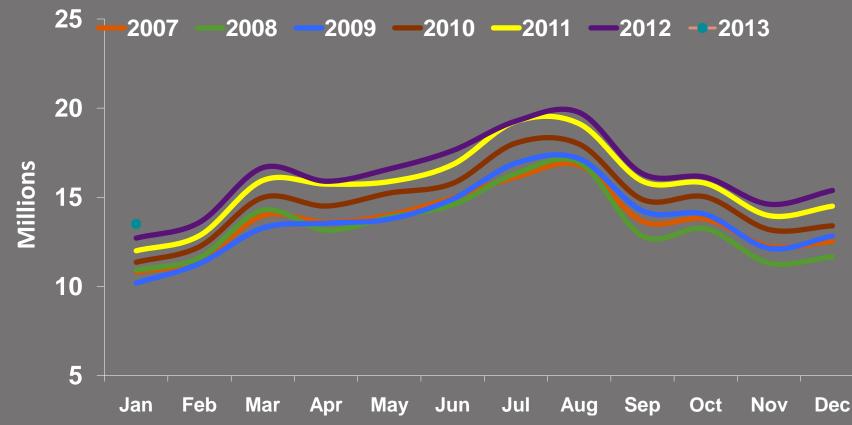




100

Total United States

Monthly Transient Demand 2007 Through January 2013

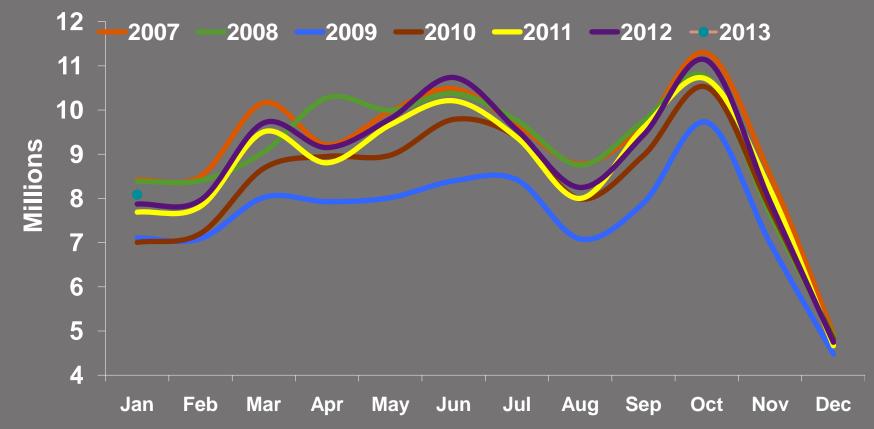


NOTE: Data is for upper tier hotels only (luxury chains, upper upscale chains, and upper tier independent hotels).



Total United States

Monthly Group Demand 2007 Through January 2013



NOTE: Data is for upper tier hotels only (luxury chains, upper upscale chains, and upper tier independent hotels).



Fort Myers Market Overview

Current Fort Myers Hotel Stock Jan. 2012



Rooms (76.1% Participate with STR)

© 2013 Smith Travel Research

TTTT T

All rights reserved



Current Fort Myers Pipeline Jan. 2012

In Construction: 0

Final Planning stages: 0

Planning stages: 3 hotels



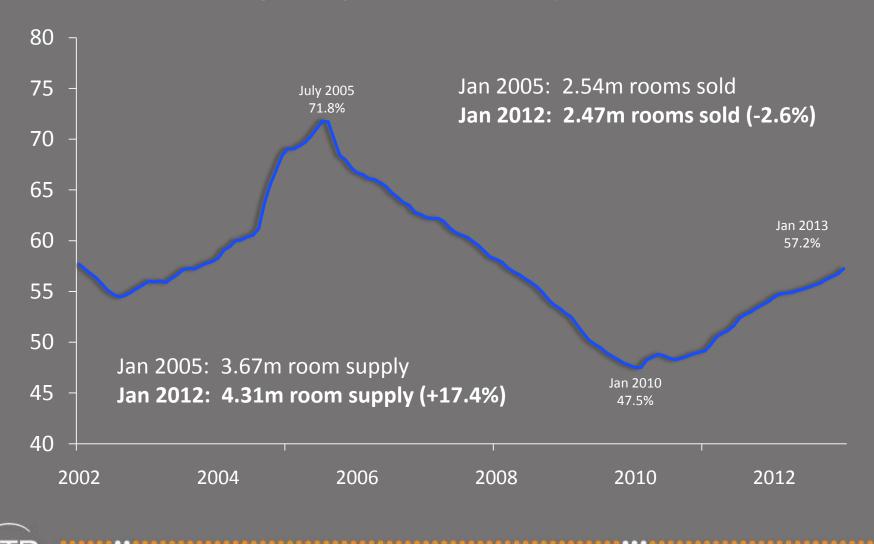
Fort Myers, FL Market Supply/Demand Percent Change Twelve Month Moving Average – 2002 to January 2013



STR.

Fort Myers, FL Market

Occupancy Percent Twelve Month Moving Average – 2002 to January 2013



Fort Myers, FL Market

ADR (\$)

100

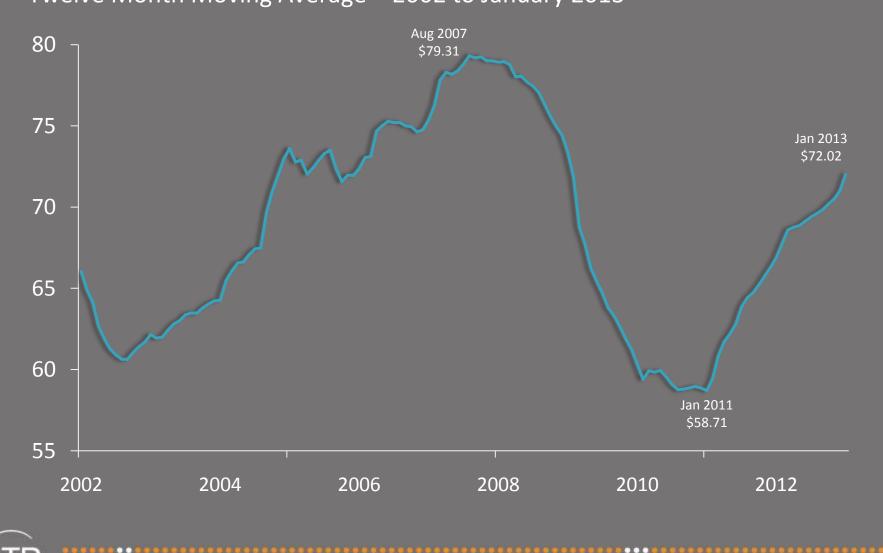
Twelve Month Moving Average – 2002 to January 2013



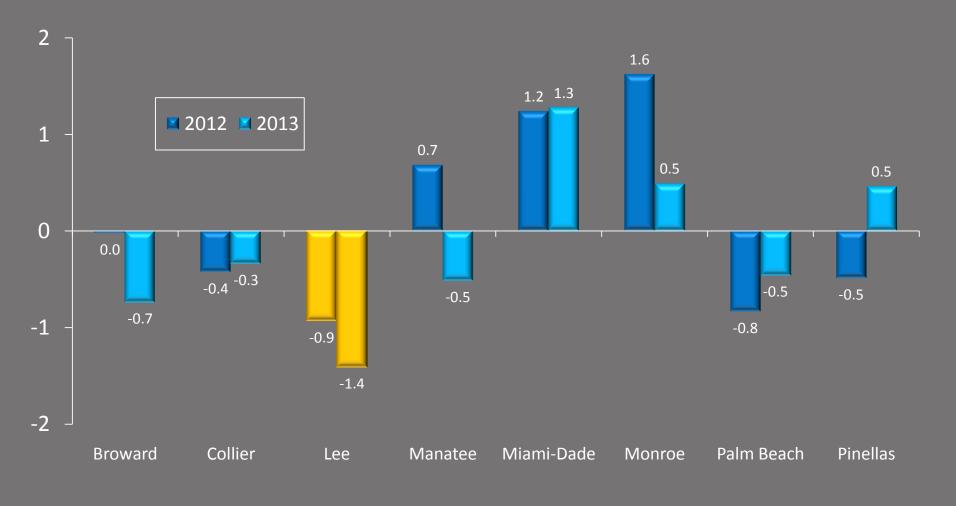
© 2013 Smith Travel Research. Inc. All rights reserved

....

Fort Myers, FL Market RevPAR (\$) Twelve Month Moving Average – 2002 to January 2013

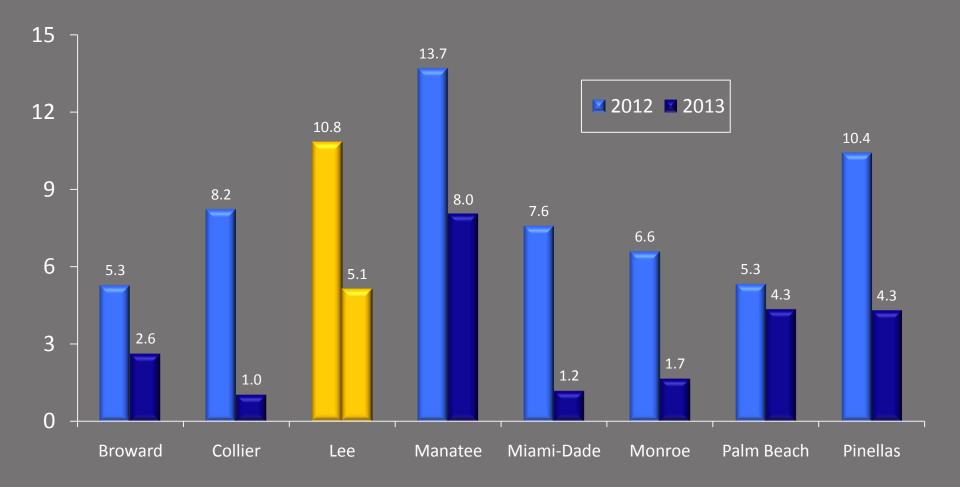


Supply Percent Change Twelve Months Ended January, 2012 vs. 2013



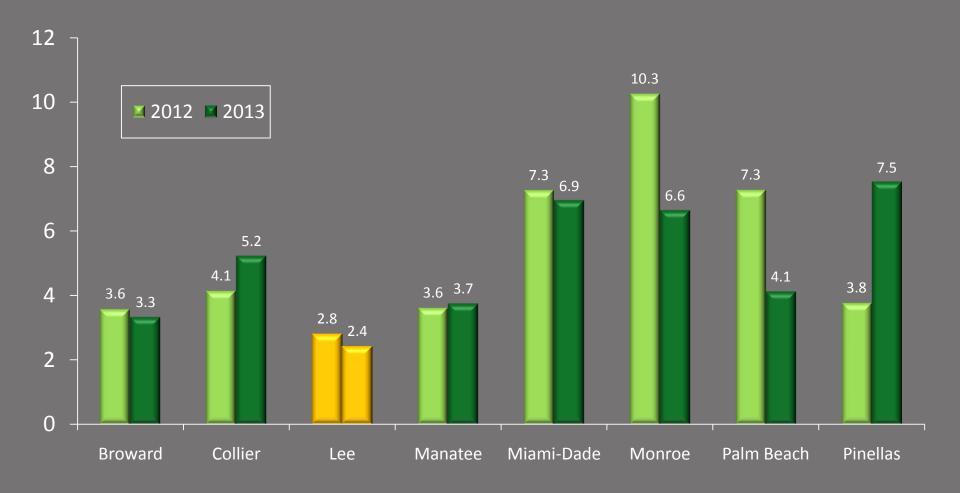


Occupancy Percent Change Twelve Months Ended January, 2012 vs. 2013



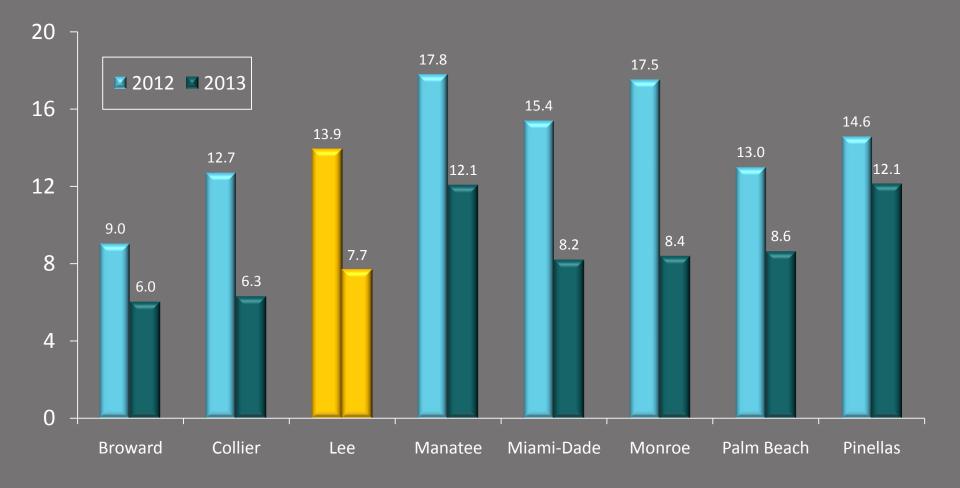


ADR (\$) Percent Change Twelve Months Ended January, 2012 vs. 2013



© 2013 Smith Travel Research. Inc. All rights reserved

RevPAR (\$) Percent Change Twelve Months Ended January, 2012 vs. 2013

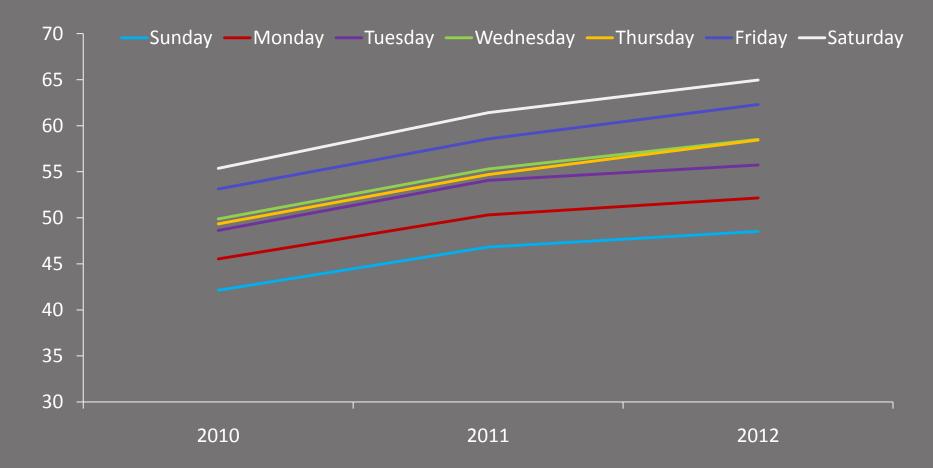


.

© 2013 Smith Travel Research. Inc. All rights reserved

.....

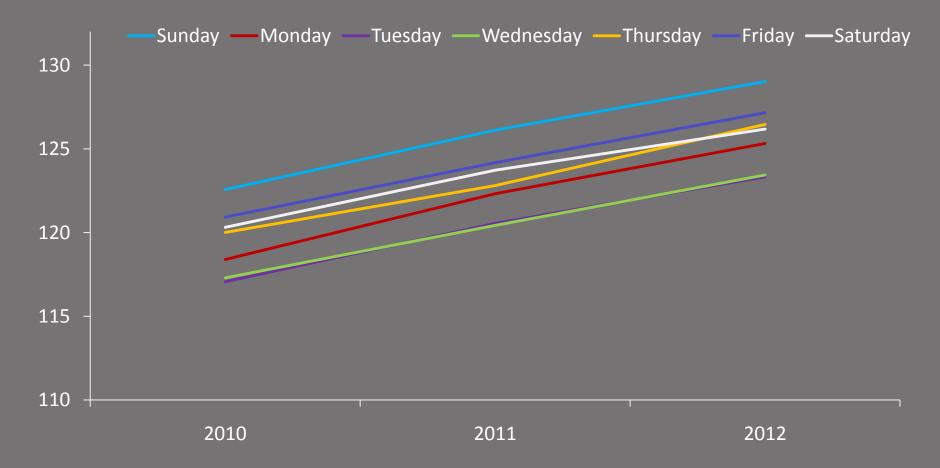
Fort Myers, FL Market Day of Week Occupancy Annual 2010-current





....

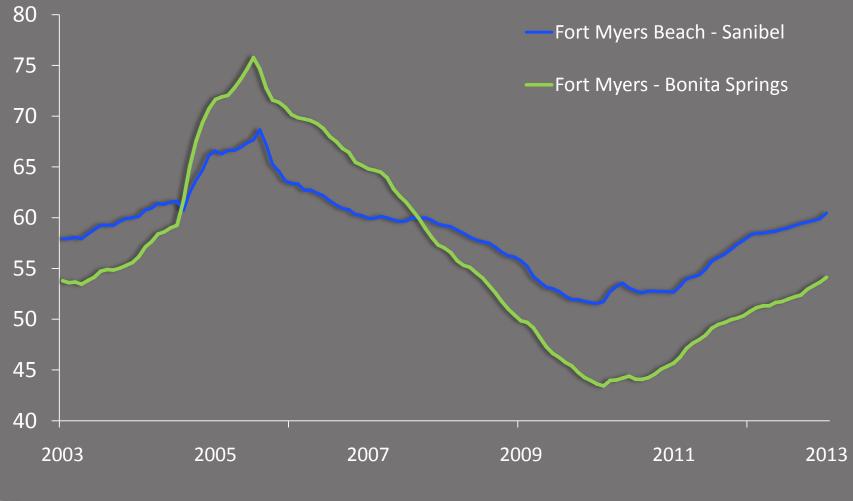
Fort Myers, FL Market Day of Week ADR Annual 2010-current





Fort Myers Submarkets

Occupancy Percent Twelve Month Moving Average – 2003 to January 2013

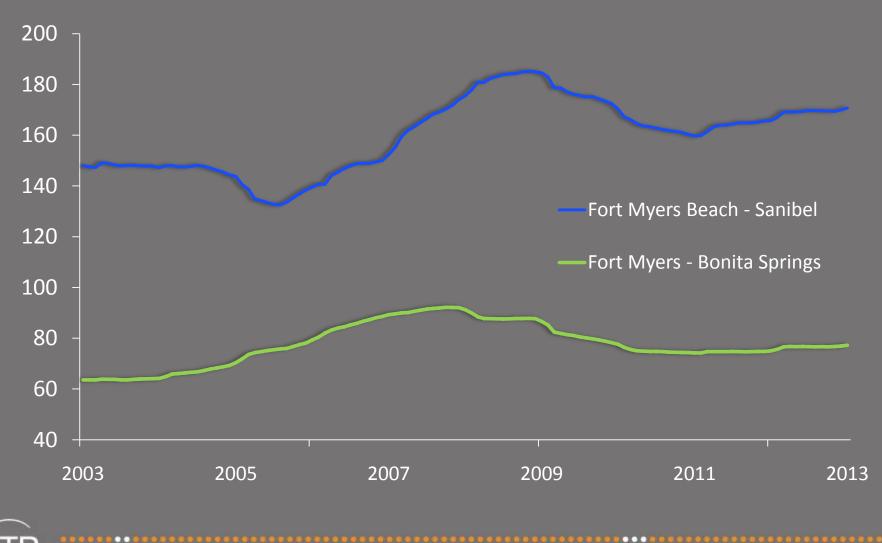


STR.

Fort Myers Submarkets

ADR

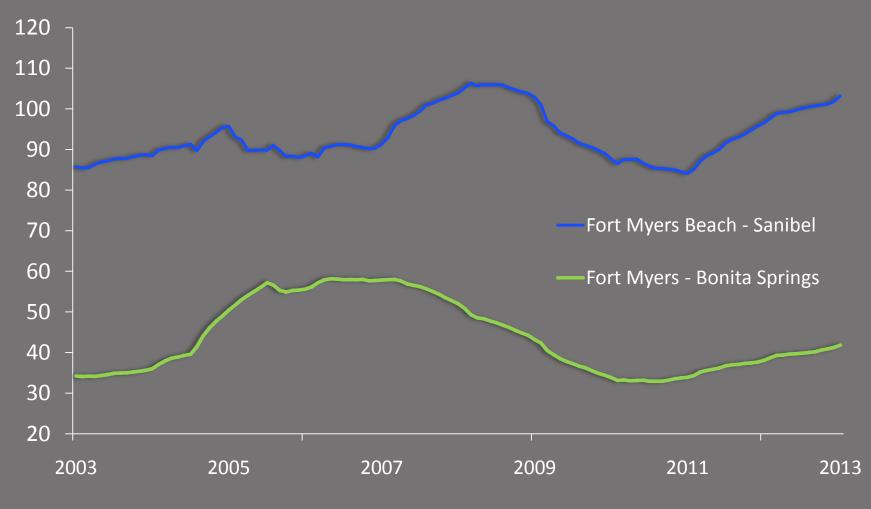
Twelve Month Moving Average – 2003 to January 2013



Fort Myers Submarkets

RevPAR

Twelve Month Moving Average – 2003 to January 2013





Total United States Key Performance Indicator Outlook (% Change vs. Prior Year) 2013 - 2014

Outlook			
	2013 Forecast	2014 Forecast	
Supply	1.0%	1.5%	
Demand	1.8%	2.8%	
Occupancy	0.8%	1.3%	
ADR	4.9%	4.6%	
RevPAR	5.7%	6.0%	











Any reprint, use or republication of all or a part of this presentation without the prior written approval of Smith Travel Research, Inc. or STR Global, Ltd. (collectively "STR") is strictly prohibited. Any such reproduction shall specifically credit STR as the source. This presentation is based on data collected by STR. No strategic advice or marketing recommendation is intended or implied.