

GREATER MIAMI CONVENTION AND VISITORS BUREAU

TOP 25 HOTEL MARKETS

OCCUPANCY

2011					% Change	% Change
<u>Rank</u>	<u>City</u>	<u>Jan - Dec. 2011</u>	<u>Jan - Dec. 2010</u>	<u>Jan - Dec. 2008</u>	<u>11 vs 10</u>	<u>11 vs 08</u>
1	New York	81.2%	80.8%	81.9%	0.5%	-0.9%
2	Oahu Island	80.9%	78.2%	75.0%	3.4%	7.9%
3	San Fransisco	79.0%	75.1%	75.3%	5.1%	4.9%
4	Miami	75.6%	70.4%	71.4%	7.4%	5.9%
5	Los Angeles	71.7%	67.7%	71.1%	5.9%	0.8%
6	Boston	71.1%	68.6%	66.5%	3.6%	6.9%
8	Anaheim	70.9%	67.8%	68.7%	4.5%	3.2%
7	San Diego	68.9%	66.4%	69.5%	3.8%	-0.9%
9	Seattle	68.8%	65.5%	67.9%	5.0%	1.3%
10	Orlando	67.6%	63.9%	65.8%	5.8%	2.7%
11	Washington	67.4%	67.0%	67.0%	0.6%	0.6%
12	Philadelphia	66.2%	63.9%	65.3%	3.5%	1.4%
13	Denver	65.3%	62.8%	63.1%	3.9%	3.5%
14	Chicago	64.2%	61.8%	63.3%	4.0%	1.4%
15	New Orleans	64.2%	64.4%	62.9%	-0.4%	2.1%
16	Minneapolis	63.9%	60.6%	61.9%	5.5%	3.2%
17	Nashville	62.1%	58.2%	60.4%	6.9%	2.9%
18	Tampa	60.5%	55.1%	56.7%	9.7%	6.7%
	United States	60.1%	57.5%	60.3%	4.4%	-0.3%
19	Houston	60.0%	55.2%	67.3%	8.8%	-10.8%
20	Detroit	59.8%	54.2%	55.1%	10.2%	8.4%
21	Atlanta	59.2%	57.4%	58.8%	3.1%	0.7%
22	Dallas	59.0%	54.7%	58.7%	7.9%	0.5%
23	St Louis	58.5%	56.9%	58.6%	2.9%	-0.2%
24	Phoenix	58.3%	55.8%	59.4%	4.4%	-1.9%
25	Norfolk	54.7%	52.9%	55.0%	3.3%	-0.5%

Source: Smith Travel Research

Prepared by:

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TOP 25 HOTEL MARKETS

ROOM RATE

2011 <u>Rank</u>	<u>City</u>	<u>Jan - Dec. 2011</u>	<u>Jan - Dec. 2010</u>	<u>Jan - Dec. 2008</u>	<u>% Change 11 vs 10</u>	<u>% Change 11 vs 08</u>
1	New York	\$244.55	\$231.87	\$275.04	5.5%	-11.1%
2	Oahu Island	\$165.05	\$150.09	\$169.44	10.0%	-2.6%
3	San Fransisco	\$155.14	\$136.27	\$156.13	13.8%	-0.6%
4	Miami	\$152.95	\$143.98	\$160.14	6.2%	-4.5%
5	Boston	\$147.80	\$141.57	\$153.70	4.4%	-3.8%
6	Washington	\$144.76	\$143.46	\$153.26	0.9%	-5.5%
7	San Diego	\$125.99	\$122.04	\$142.49	3.2%	-11.6%
8	Los Angeles	\$123.15	\$116.65	\$128.50	5.6%	-4.2%
9	New Orleans	\$122.15	\$115.99	\$118.23	5.3%	3.3%
10	Chicago	\$118.07	\$112.81	\$131.88	4.7%	-10.5%
11	Seattle	\$114.89	\$110.40	\$126.80	4.1%	-9.4%
12	Philadelphia	\$114.40	\$108.19	\$122.75	5.7%	-6.8%
13	Anaheim	\$113.39	\$108.25	\$122.50	4.7%	-7.4%
14	Phoenix	\$103.96	\$100.62	\$124.93	3.3%	-16.8%
	United States	\$101.64	\$98.06	\$106.96	3.7%	-5.0%
15	Denver	\$97.53	\$94.26	\$105.77	3.5%	-7.8%
16	Minneapolis	\$95.40	\$91.02	\$102.21	4.8%	-6.7%
17	Orlando	\$93.94	\$90.76	\$105.83	3.5%	-11.2%
18	Tampa	\$93.82	\$91.49	\$107.19	2.5%	-12.5%
19	Nashville	\$93.33	\$86.87	\$95.55	7.4%	-2.3%
21	Houston	\$90.99	\$88.70	\$100.50	2.6%	-9.5%
20	Dallas	\$85.48	\$82.48	\$93.84	3.6%	-8.9%
22	Norfolk	\$84.24	\$84.46	\$88.32	-0.3%	-4.6%
23	St Louis	\$83.78	\$81.04	\$86.87	3.4%	-3.6%
24	Atlanta	\$82.58	\$82.87	\$91.06	-0.3%	-9.3%
25	Detroit	\$77.11	\$74.92	\$86.64	2.9%	-11.0%

Source: Smith Travel Research

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TOP 25 HOTEL MARKETS

REVPAR

2011					% Change	% Change
Rank	City	Jan - Dec. 2011	Jan - Dec. 2010	Jan - Dec. 2008	11 vs 10	11 vs 08
1	New York	\$198.52	\$187.28	\$225.24	6.0%	-11.9%
2	Oahu Island	\$133.46	\$117.36	\$127.01	13.7%	5.1%
3	San Fransisco	\$122.54	\$102.40	\$117.54	19.7%	4.3%
4	Miami	\$115.65	\$101.36	\$114.35	14.1%	1.1%
5	Boston	\$105.11	\$97.18	\$102.14	8.2%	2.9%
6	Washington	\$97.60	\$96.16	\$102.73	1.5%	-5.0%
7	Los Angeles	\$88.33	\$79.01	\$91.41	11.8%	-3.4%
8	San Diego	\$86.83	\$81.02	\$99.01	7.2%	-12.3%
9	Anaheim	\$80.40	\$73.44	\$84.21	9.5%	-4.5%
10	Seattle	\$78.99	\$72.31	\$86.07	9.2%	-8.2%
11	New Orleans	\$78.38	\$74.70	\$74.32	4.9%	5.5%
12	Chicago	\$75.81	\$69.67	\$83.47	8.8%	-9.2%
13	Philadelphia	\$75.72	\$69.16	\$80.20	9.5%	-5.6%
14	Denver	\$63.64	\$59.18	\$66.73	7.5%	-4.6%
15	Orlando	\$63.51	\$57.98	\$69.68	9.5%	-8.9%
	United States	\$61.06	\$56.43	\$64.49	8.2%	-5.3%
16	Minneapolis	\$60.98	\$55.14	\$63.27	10.6%	-3.6%
17	Phoenix	\$60.58	\$56.17	\$74.15	7.9%	-18.3%
18	Nashville	\$58.01	\$50.52	\$57.70	14.8%	0.5%
19	Tampa	\$56.72	\$50.44	\$60.79	12.5%	-6.7%
20	Houston	\$54.60	\$48.93	\$67.60	11.6%	-19.2%
21	Dallas	\$50.43	\$45.08	\$55.13	11.9%	-8.5%
22	St Louis	\$49.05	\$46.12	\$50.86	6.4%	-3.6%
23	Atlanta	\$48.91	\$47.59	\$53.53	2.8%	-8.6%
24	Detroit	\$46.09	\$40.64	\$47.71	13.4%	-3.4%
25	Norfolk	\$46.08	\$44.71	\$48.58	3.1%	-5.1%

Source: Smith Travel Research

Prepared by: