

GREATER MIAMI CONVENTION AND VISITORS BUREAU

TOP 25 HOTEL MARKETS

OCCUPANCY

2010 Rank	City	Jan - Dec. 2010	Jan - Dec. 2009	Jan - Dec. 2008	% Change 10 vs 09	% Change 10 vs 08
1	New York	80.9%	77.0%	81.9%	5.0%	-1.2%
2	Oahu Island	78.2%	72.3%	75.0%	8.1%	4.3%
3	San Fransisco	75.2%	71.2%	75.3%	5.7%	-0.1%
4	Miami	70.2%	65.1%	71.4%	7.9%	-1.7%
5	Boston	68.7%	62.2%	66.5%	10.4%	3.3%
6	Anaheim	68.1%	63.6%	68.7%	7.1%	-0.9%
7	Los Angeles	68.0%	64.0%	71.1%	6.4%	-4.3%
8	Washington	67.0%	64.6%	67.0%	3.8%	0.0%
9	San Diego	66.7%	62.9%	69.5%	6.1%	-4.0%
10	Seattle	65.7%	61.4%	67.9%	7.0%	-3.2%
11	New Orleans	64.7%	57.4%	62.9%	12.7%	2.9%
12	Philadelphia	64.2%	61.2%	65.3%	5.0%	-1.7%
13	Orlando	63.2%	59.5%	65.8%	6.3%	-4.0%
14	Denver	62.9%	57.5%	63.1%	9.3%	-0.3%
15	Chicago	61.8%	56.3%	63.3%	9.8%	-2.4%
16	Minneapolis	61.0%	55.7%	61.9%	9.4%	-1.5%
17	Nashville	58.2%	54.4%	60.4%	6.9%	-3.6%
	United States	57.6%	54.5%	60.3%	5.7%	-4.5%
18	Atlanta	57.5%	52.5%	58.8%	9.7%	-2.1%
19	St Louis	57.0%	54.4%	58.6%	4.9%	-2.7%
20	Phoenix	55.8%	52.1%	59.4%	7.2%	-6.1%
21	Tampa	55.3%	52.1%	56.7%	6.1%	-2.5%
22	Houston	55.1%	55.2%	67.3%	-0.3%	-18.1%
23	Dallas	54.6%	51.0%	58.7%	6.9%	-7.1%
24	Detroit	54.3%	47.5%	55.1%	14.2%	-1.5%
25	Norfolk	53.3%	52.8%	55.0%	0.9%	-3.1%

Source: Smith Travel Research

Prepared by:

GREATER MIAMI CONVENTION AND VISITORS BUREAU

TOP 25 HOTEL MARKETS

ROOM RATE

2010 Rank	City	Jan - Dec. 2010	Jan - Dec. 2009	Jan - Dec. 2008	% Change 10 vs 09	% Change 10 vs 08
1	New York	\$232.29	\$216.07	\$275.04	7.5%	-15.5%
2	Oahu Island	\$149.67	\$150.06	\$169.44	-0.3%	-11.7%
3	Miami	\$144.13	\$140.22	\$160.14	2.8%	-10.0%
4	Washington	\$143.39	\$145.22	\$153.26	-1.3%	-6.4%
5	Boston	\$141.48	\$138.12	\$153.70	2.4%	-8.0%
6	San Fransisco	\$135.97	\$133.41	\$156.13	1.9%	-12.9%
7	San Diego	\$121.93	\$124.98	\$142.49	-2.4%	-14.4%
8	Los Angeles	\$116.20	\$114.62	\$128.50	1.4%	-9.6%
9	New Orleans	\$115.87	\$113.80	\$118.23	1.8%	-2.0%
10	Chicago	\$112.67	\$113.39	\$131.88	-0.6%	-14.6%
11	Seattle	\$110.30	\$112.81	\$126.80	-2.2%	-13.0%
12	Anaheim	\$108.46	\$109.11	\$122.50	-0.6%	-11.5%
13	Philadelphia	\$108.12	\$111.17	\$122.75	-2.7%	-11.9%
14	Phoenix	\$100.94	\$106.41	\$124.93	-5.1%	-19.2%
	United States	\$98.08	\$98.17	\$106.96	-0.1%	-8.3%
15	Denver	\$94.23	\$93.20	\$105.77	1.1%	-10.9%
16	Orlando	\$91.95	\$93.34	\$105.83	-1.5%	-13.1%
17	Tampa	\$91.43	\$98.55	\$107.19	-7.2%	-14.7%
18	Minneapolis	\$90.88	\$91.25	\$102.21	-0.4%	-11.1%
19	Houston	\$88.57	\$92.14	\$100.50	-3.9%	-11.9%
20	Nashville	\$86.64	\$90.32	\$95.55	-4.1%	-9.3%
21	Norfolk	\$85.78	\$86.60	\$88.32	-0.9%	-2.9%
22	Dallas	\$83.88	\$86.24	\$93.84	-2.7%	-10.6%
23	Atlanta	\$82.86	\$83.50	\$91.06	-0.8%	-9.0%
24	St Louis	\$81.11	\$81.82	\$86.87	-0.9%	-6.6%
25	Detroit	\$74.49	\$78.59	\$86.64	-5.2%	-14.0%

Source: Smith Travel Research

Prepared by:

GREATER MIAMI CONVENTION AND VISITORS BUREAU

TOP 25 HOTEL MARKETS

RevPar

2010 Rank	City	Jan - Dec. 2010	Jan - Dec. 2009	Jan - Dec. 2008	% Change 10 vs 09	% Change 10 vs 08
1	New York	\$187.93	\$166.44	\$225.24	12.9%	-16.6%
2	Oahu Island	\$117.02	\$108.50	\$127.01	7.9%	-7.9%
3	San Fransisco	\$102.31	\$95.02	\$117.54	7.7%	-13.0%
4	Miami	\$101.19	\$91.28	\$114.35	10.9%	-11.5%
5	Boston	\$97.19	\$85.97	\$102.14	13.1%	-4.8%
6	Washington	\$96.12	\$93.76	\$102.73	2.5%	-6.4%
7	San Diego	\$81.36	\$78.59	\$99.01	3.5%	-17.8%
8	Los Angeles	\$79.06	\$73.30	\$91.41	7.9%	-13.5%
9	New Orleans	\$74.92	\$65.32	\$74.32	14.7%	0.8%
10	Anaheim	\$73.84	\$69.35	\$84.21	6.5%	-12.3%
11	Seattle	\$72.47	\$69.30	\$86.07	4.6%	-15.8%
12	Chicago	\$69.66	\$63.82	\$83.47	9.1%	-16.5%
13	Philadelphia	\$69.47	\$68.00	\$80.20	2.1%	-13.4%
14	Denver	\$59.25	\$53.59	\$66.73	10.5%	-11.2%
15	Orlando	\$58.15	\$55.53	\$69.68	4.7%	-16.5%
	United States	\$56.47	\$53.50	\$64.49	5.5%	-12.4%
16	Phoenix	\$56.34	\$55.42	\$74.15	1.7%	-24.0%
17	Minneapolis	\$55.39	\$50.86	\$63.27	8.9%	-12.5%
18	Tampa	\$50.56	\$51.35	\$60.79	-1.5%	-16.8%
19	Nashville	\$50.41	\$49.17	\$57.70	2.5%	-12.6%
20	Houston	\$48.78	\$50.90	\$67.60	-4.2%	-27.8%
21	Atlanta	\$47.66	\$43.80	\$53.53	8.8%	-11.0%
22	St Louis	\$46.26	\$44.48	\$50.86	4.0%	-9.0%
23	Dallas	\$45.77	\$44.02	\$55.13	4.0%	-17.0%
24	Norfolk	\$45.69	\$45.70	\$48.58	0.0%	-5.9%
25	Detroit	\$40.44	\$37.37	\$47.71	8.2%	-15.2%

Source: Smith Travel Research

Prepared by: