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Washington Lodging Association

For the Month of July 2010

Date Created: Aug 17, 2010

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Washington Lodging Association

For the month of: July 2010

| | Current Month - July 2010 vs July 2009 | | | | | | | | | | | | | Year to Date - July 2010 vs July 2009 | | | | | | | | | | | | Participation | | | |
|--------------------|--|------|--------|--------|--------|-------|-------------------------------|------|--------|----------|------------|-----------|-------|---------------------------------------|--------|--------|--------|-------|------------------------------|------|--------|----------|------------|-----------|------------|---------------|---------|---------|--|
| | Occ % | | ADR | | RevPAR | | Percent Change from July 2009 | | | | | | Occ % | | ADR | | RevPAR | | Percent Change from YTD 2009 | | | | | | Properties | | Rooms | | |
| | 2010 | 2009 | 2010 | 2009 | 2010 | 2009 | Occ | ADR | RevPAR | Room Rev | Room Avail | Room Sold | 2010 | 2009 | 2010 | 2009 | 2010 | 2009 | Occ | ADR | RevPAR | Room Rev | Room Avail | Room Sold | Census | Sample | Census | Sample | |
| United States | 67.9 | 63.5 | 99.14 | 97.83 | 67.35 | 62.10 | 7.0 | 1.3 | 8.5 | 10.5 | 1.9 | 9.0 | 58.1 | 55.4 | 97.53 | 98.94 | 56.65 | 54.82 | 4.8 | -1.4 | 3.3 | 5.8 | 2.4 | 7.3 | 52452 | 28668 | 4858222 | 3379637 | |
| Pacific | 74.5 | 69.3 | 119.39 | 116.82 | 88.95 | 80.99 | 7.5 | 2.2 | 9.8 | 11.4 | 1.4 | 9.0 | 63.1 | 59.5 | 111.56 | 113.85 | 70.36 | 67.77 | 5.9 | -2.0 | 3.8 | 5.5 | 1.6 | 7.6 | 7957 | 3867 | 727031 | 526918 | |
| Washington | 76.2 | 73.2 | 105.82 | 105.02 | 80.60 | 76.90 | 4.0 | 0.8 | 4.8 | 7.8 | 2.8 | 7.0 | 60.3 | 57.9 | 96.76 | 99.57 | 58.31 | 57.65 | 4.1 | -2.8 | 1.1 | 3.3 | 2.2 | 6.4 | 1008 | 517 | 86409 | 63410 | |
| Seattle, WA | 82.8 | 78.0 | 120.17 | 118.03 | 99.53 | 92.04 | 6.2 | 1.8 | 8.1 | 11.9 | 3.5 | 9.9 | 65.7 | 61.2 | 109.29 | 115.44 | 71.79 | 70.68 | 7.3 | -5.3 | 1.6 | 3.5 | 1.9 | 9.4 | 333 | 225 | 40316 | 35064 | |
| Tacoma/Olympia | 78.4 | 77.4 | 82.48 | 86.90 | 64.71 | 67.28 | 1.3 | -5.1 | -3.8 | -2.7 | 1.2 | 2.5 | 62.8 | 60.9 | 79.98 | 85.57 | 50.20 | 52.15 | 3.0 | -6.5 | -3.7 | -3.6 | 0.2 | 3.2 | 90 | 45 | 7179 | 4778 | |
| Bellingham/NW Area | 71.2 | 74.1 | 99.14 | 103.03 | 70.60 | 76.32 | -3.9 | -3.8 | -7.5 | -5.0 | 2.7 | -1.3 | 53.7 | 55.9 | 89.64 | 88.47 | 48.15 | 49.44 | -3.9 | 1.3 | -2.6 | -0.9 | 1.8 | -2.1 | 143 | 45 | 8038 | 3878 | |
| Yakima/Kennewick | 68.6 | 64.5 | 79.28 | 77.42 | 54.36 | 49.96 | 6.3 | 2.4 | 8.8 | 11.9 | 2.8 | 9.3 | 56.9 | 56.1 | 77.22 | 76.14 | 43.97 | 42.72 | 1.5 | 1.4 | 2.9 | 5.9 | 2.9 | 4.4 | 82 | 49 | 6506 | 4767 | |
| Spokane MSA, WA | 74.0 | 72.7 | 88.08 | 88.38 | 65.21 | 64.24 | 1.9 | -0.3 | 1.5 | 6.9 | 5.3 | 7.3 | 59.2 | 57.5 | 87.54 | 86.71 | 51.80 | 49.83 | 3.0 | 1.0 | 4.0 | 9.2 | 5.0 | 8.1 | 70 | 42 | 7140 | 5538 | |

A blank row indicates insufficient data.

Source 2010 SMITH TRAVEL RESEARCH, Inc.

Tab 3 - Help

All data is processed by STR using both the current and historical sampling of hotels.
For further questions about the methodology used to produce our reports, please email info@str.com.

Average Daily Rate (ADR)

Room revenue divided by rooms sold. The currency used to express ADR is shown on each report.

Census (properties and rooms)

The number of properties and rooms that exist in our database for the area(s) or segment(s) shown on the report.

Country

A geographic area that has internationally recognized boundaries, an organized economy, and a sovereign government with external recognition. It is typically recognized by the International Organization for Standardization (ISO).

Demand (Rooms Sold)

The number of rooms sold or rented (excludes complimentary rooms).

Exchange Rate

The factor used to convert revenue from U.S. Dollars to the local currency. The exchange rate data is obtained from Oanda.com. Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of each relative month when calculating the data.

Market

A geographic area within a country. Markets are defined by STR and STR Global.

Occupancy (Occ)

Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms occupied.

Percent Change

Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date). Calculated as $((TY - LY) / LY) * 100$.

Revenue (Room Revenue)

Total room revenue generated from the sale or rental of rooms.

Revenue Per Available Room (RevPAR)

Room revenue divided by rooms available.

Sample

The number of hotels and rooms from which data is received.

Sub-Market

A geographic sub-area within a Market. Sub-markets are defined by STR and STR Global.

Supply (Rooms Available)

The number of rooms times the number of days in the period.

Twelve Month Moving Average

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values of the given month and of the preceding eleven months.

WD (Weekday)

Average of Sunday through Thursday