



**MONTHLY RESERVATION ACTIVITY OUTLOOK REPORT**  
**Destination Level**  
**Sample Destination View**

Destination: SAMPLE

Period: Bookings a



**Index and Summary**

**1. Year to Date Comparison Series – As of: Dec. 31, 2008**

**a. Last Month Performance: Current YTD vs Previous YTD**

1	Occupancy for last month (December) changed by:	8.5%
2	ADR for last month (December) changed by:	-7.5%
3	RevPAR for last month (December) changed by:	5.3%

**b. Next Month On The Books Performance: Current YTD vs Previous YTD**

1	Occupancy On The Books for next month (January) changed by:	-11.9%
2	ADR On The Books for next month (January) changed by:	10.7%
3	RevPAR On The Books for next month (January) changed by:	-6.5%

**c. 6 Month On The Books Performance: Current YTD vs Previous YTD**

1	Occupancy On The Books for the forward looking 6 months has changed by:	-4.1%
2	ADR On The Books for the forward looking 6 months has changed by:	0.3%
3	RevPAR On The Books for the forward looking 6 months has changed by:	-19.0%

**d. Compilation - Percent Change in Occupancy Rate & ADR: 2008/09 YTD Compared to 2007/08 YTD**

1 The Compilation Chart shows the graphic relationship between occupancy and rate, for purposes of yield management.

**e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Dec. 31, 2008 vs. Previous Year**

1	Rooms Booked during last month (December, 2008) compared to Rooms Booked during the same period last year (December, 2007) has changed by:	-0.8%
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**2. Supporting Data Tables**

Supporting Data Tables are provided in the last section of this Report, and provide a full set of supporting information. While neither as easy or convenient as the Summary or Charts, the Tables offer the most complete presentation of data that is available to MTRiP Subscribers.

**3. Participating Properties:**

**RESPONDENTS TO Dec. 31, 2008 SURVEY:**

Property 1, Property 2, Property 3, Property 4, Property 5, Property 6, Property 7, Property 8, Property 9, Property 10, Property 11, Property 12, Property 13, Property 14, Property 15

Report represents (XXXX) rooms out of a total (est) Community Census of (XXXXX) rooms (XX%)

**4. About the Reservation Activity Outlook**

**DESCRIPTION:** The Reservation Activity Outlook Report tracks occupancy, average daily rate (ADR), and revenue per available room (RevPAR); the key metrics most of interest to lodging properties. The report combines the data sets of participating properties into a destination wide view that features three data sets (providing that sufficient information is available) including: i) current YTD occupancy, ii) last YTD occupancy, iii) last season's ending occupancy.

The Reservation Activity Outlook Report is generated on a monthly basis, usually for a 12 month subscription period, and is created from data provided by a group of properties participating in a cooperative manner, and representing a valid set of data as a result.

Report results are provided only to those properties who participate by submitting their data. Additionally, participating properties can order (on an a-la-carte basis) an individual report which shows the reservation activity of their property, measured against an aggregated set of competitive properties that they choose from amongst MTRiP's other participants.

As is the case in all MTRiP data, all information provided by individual properties is strictly confidential, except when aggregated with other data and indistinguishable as a result.

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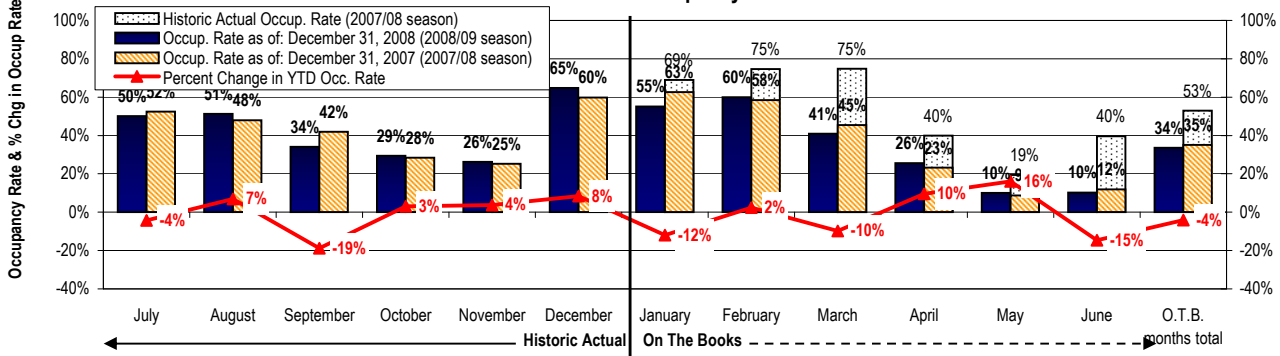
# RESERVATIONS ACTIVITY REPORT SECTION 1 - SUMMARY GRAPHS

2008/09 YTD (as of Dec. 31, 2008) vs. 2007/08 YTD (as of Dec. 31, 2007) vs. 2007/08 Actual

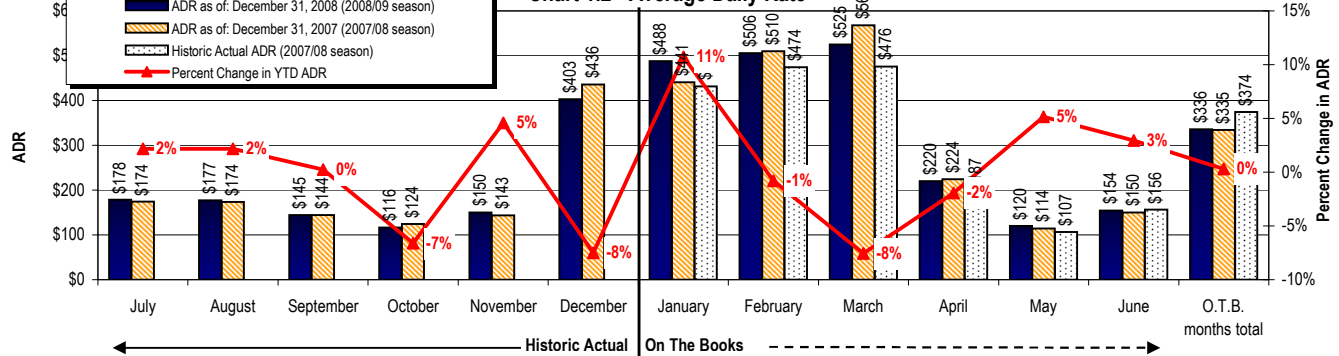


**NOTE:** This is not a forecast of bookings. Data presented in these charts represents future reservations on the basis of current reservations as of the date reported above.

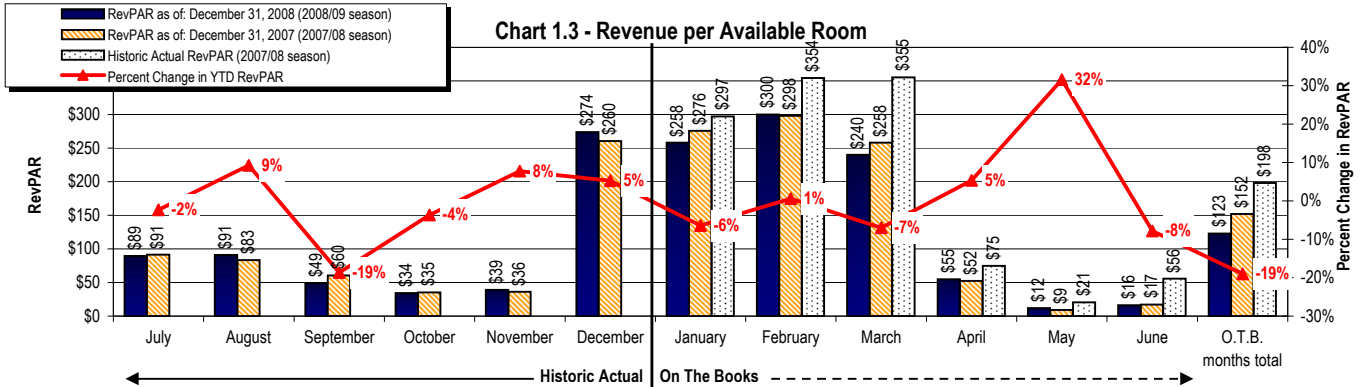
### Chart 1.1 - Occupancy Rate



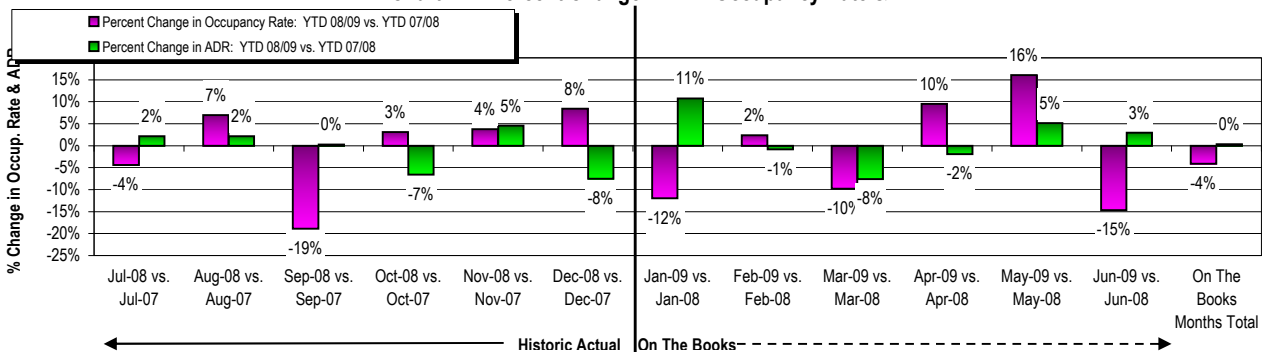
### Chart 1.2 - Average Daily Rate



### Chart 1.3 - Revenue per Available Room



### Chart 1.4 - Percent Change in YTD Occupancy Rate & ADR



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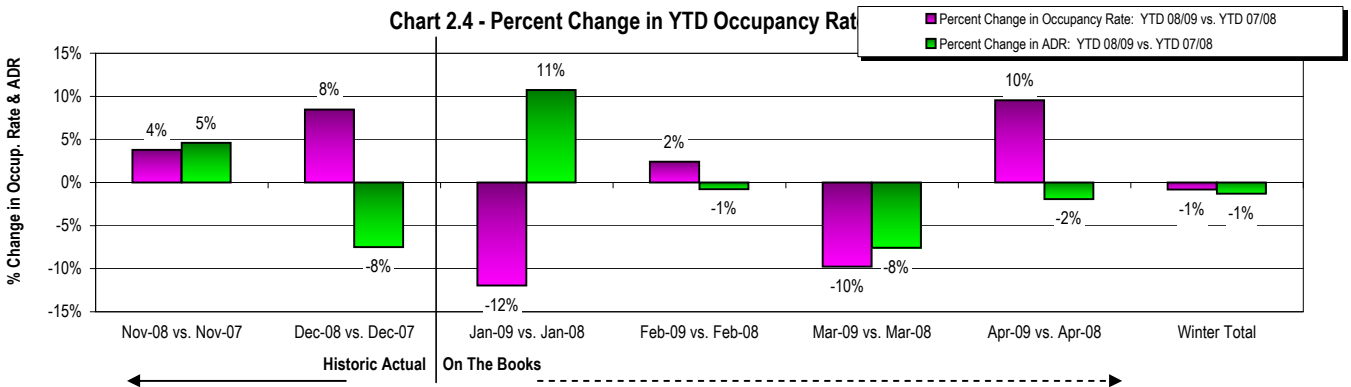
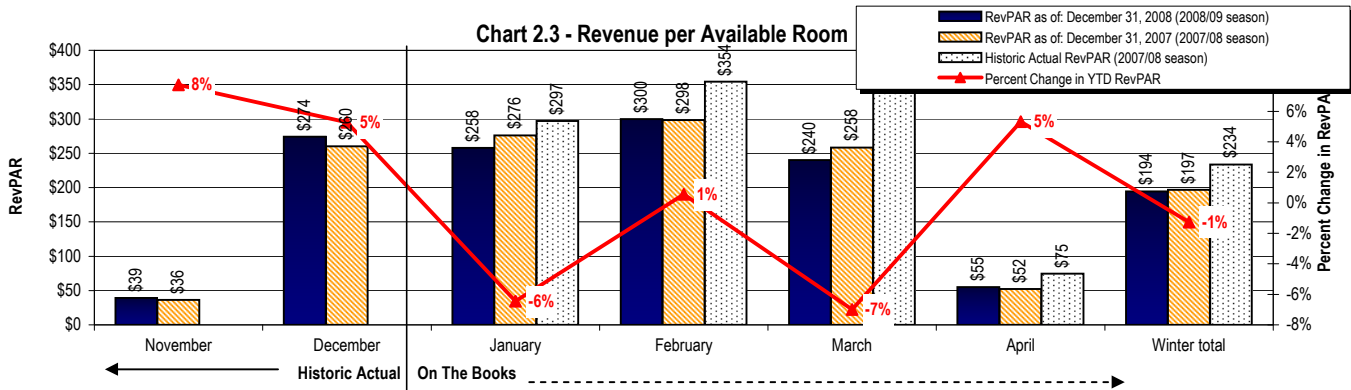
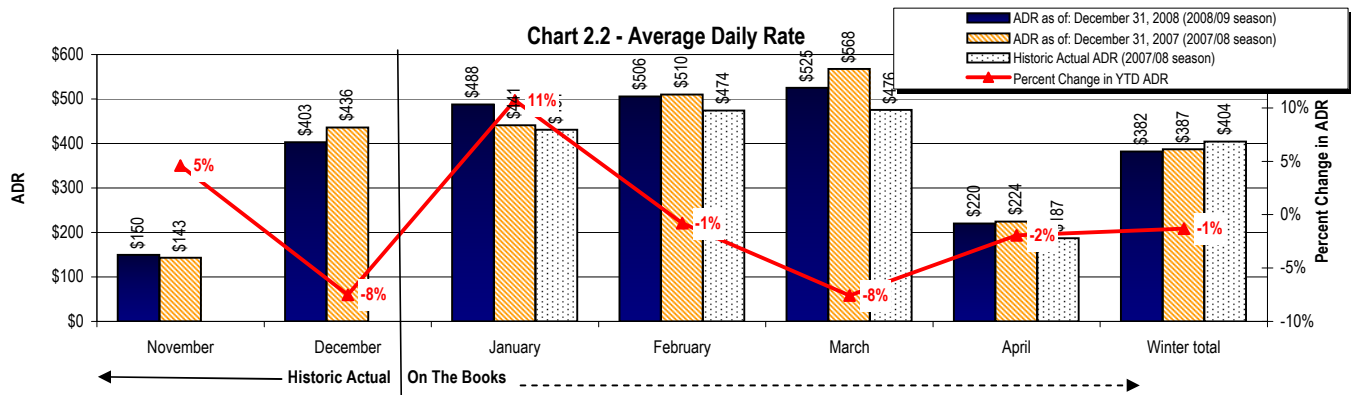
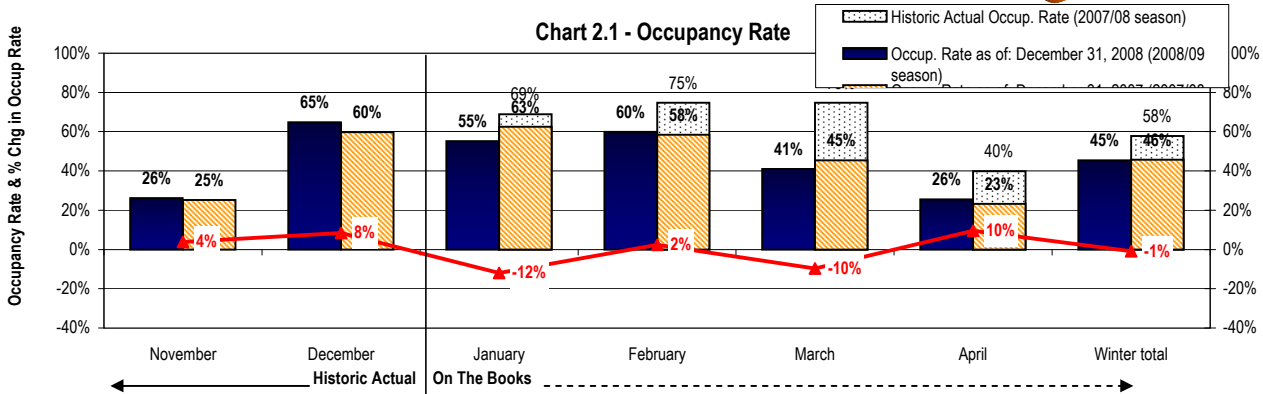
# RESERVATIONS ACTIVITY REPORT

## SECTION 2 - STATIC WINTER SEASON SUMMARY GRAPHS

2008/09 YTD (as of Dec. 31, 2008) vs. 2007/08 YTD (as of Dec. 31, 2007) vs. 2007/08 season



**NOTE:** This is not a forecast of bookings. Data presented in these charts represents future reservations on the date noted above

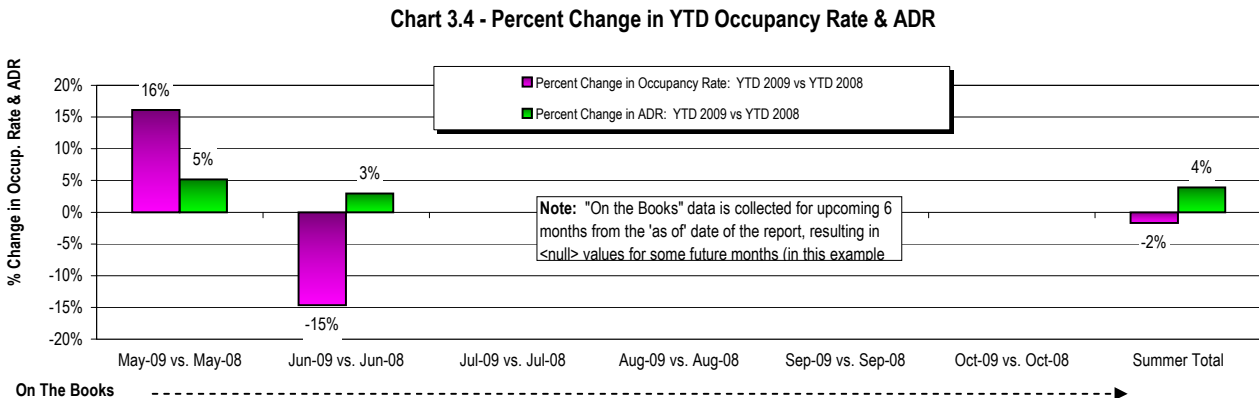
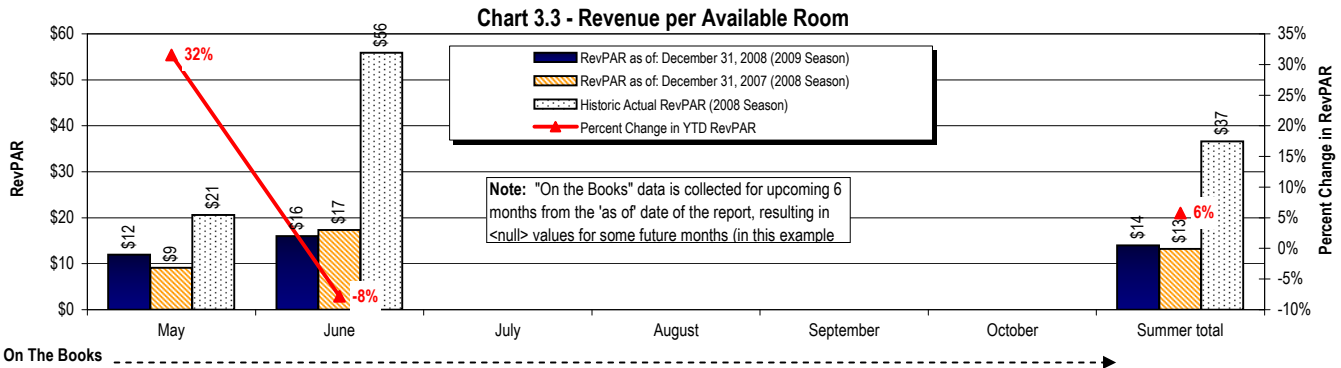
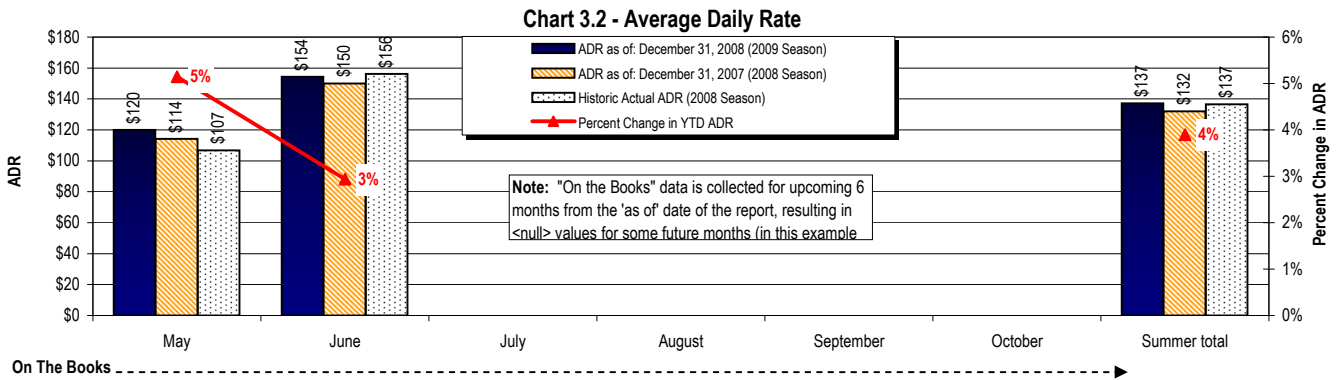
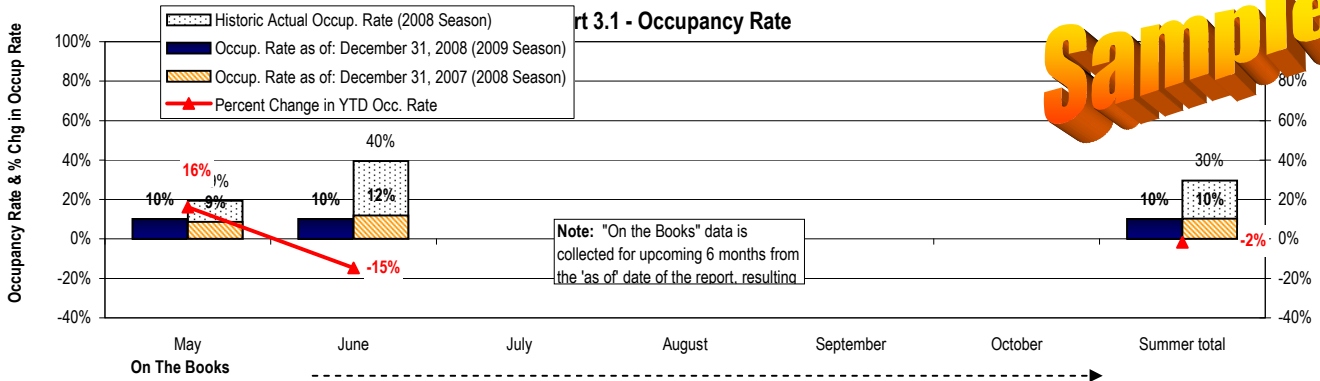
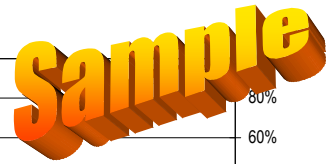


# RESERVATIONS ACTIVITY REPORT

## SECTION 3 - STATIC SUMMER SEASON SUMMARY GRAPHS

2009 YTD (as of Dec. 31, 2008) vs. 2008 YTD (as of Dec. 31, 2007) vs. 2008 Historical

**NOTE:** This is not a forecast of bookings. Data presented in these charts represents future reservations on the books as of the date noted above  
 Forward looking data is limited to 6 months advance view, ending at June 30, 2009 in this report



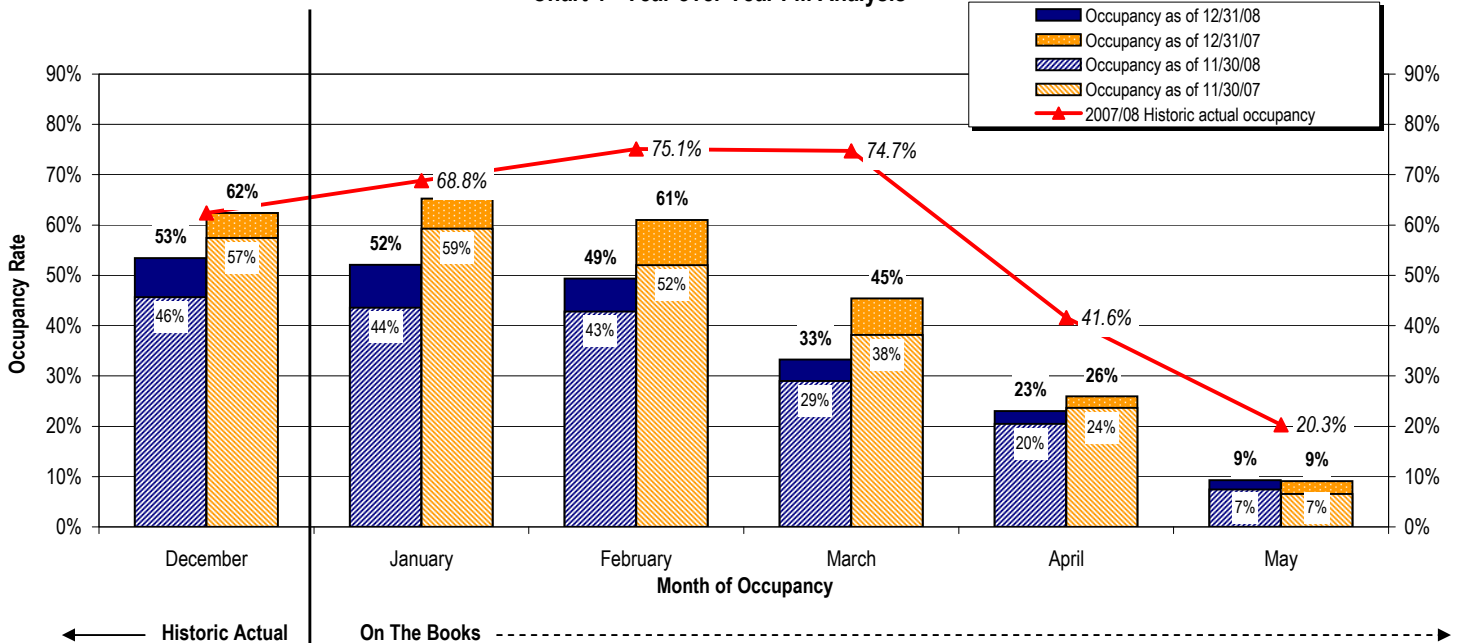
## RESERVATIONS ACTIVITY REPORT SECTION 4 - FILL ANALYSIS

Occupancy Pace as of Dec. 31, 2008 and Nov. 30, 2008 versus same period 2007



**NOTE:** This is not a forecast of bookings. Data presented in these charts represents future reservations on the books as of the date above

**Chart 4 - Year over Year Fill Analysis**



**Supporting Table for Chart 4\* & Change in Incremental Fill**

1 Month of Occupancy:	OCCUPANCY AS OF DEC 31			OCCUPANCY AS OF NOV 30			INCREMENTAL OCCUP. BOOKED (i.e. FILL DURING MONTH JUST ENDED)		CHG IN INCREMENTAL OCCUP. BOOKED (i.e. CHANGE IN FILL)		2007/08 Historic actual occupancy
	Occupancy	Occupancy	Absolute	Occupancy	Occupancy	Absolute	Incremental	Incremental	Absolute	Percent	
	as of 12/31/08	as of 12/31/07	Change	as of 11/30/08	as of 11/30/07	Change	occupancy booked during Dec. 2008	occupancy booked during Dec. 2007	Change in Incremental Fill	Change in Incremental Fill**	
December	53.4%	62.4%	-8.9%	45.7%	57.5%	-11.8%	7.8%	4.9%	2.9%	58.4%	62.4%
January	52.1%	65.2%	-13.2%	43.6%	59.3%	-15.7%	8.5%	5.9%	2.6%	43.5%	68.8%
February	49.4%	61.0%	-11.6%	42.8%	52.0%	-9.2%	6.5%	9.0%	-2.4%	-27.1%	75.1%
March	33.2%	45.4%	-12.2%	29.0%	38.2%	-9.1%	4.2%	7.3%	-3.0%	-41.9%	74.7%
April	23.0%	25.9%	-2.9%	20.5%	23.7%	-3.2%	2.5%	2.2%	0.3%	12.8%	41.6%
May	9.3%	9.1%	0.2%	7.4%	6.5%	0.9%	1.8%	2.5%	-0.7%	-27.6%	20.3%
<b>Total</b>	<b>37.4%</b>	<b>45.7%</b>	<b>-8.3%</b>	<b>32.0%</b>	<b>40.2%</b>	<b>-8.3%</b>	<b>5.4%</b>	<b>5.4%</b>	<b>0.0%</b>	<b>-0.8%</b>	<b>58.0%</b>

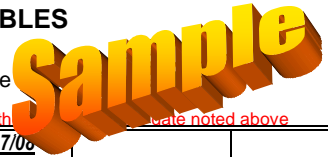
\*Based on providing complete pacing data within a given month of occupancy only.

\*\*Results for "percent change in incremental fill" indicate how room nights booked during the month just ended compare to room nights booked during the same month in the prior year, for occupancy in the month just ended and for the upcoming five months (as well as the six-month period in total). These results provide an indication of the degree to which booking activity occurring during the month just ended was greater or less than booking activity occurring in the same month a year ago -- i.e. a measure of the strength of booking activity occurring during the month just ended.

## RESERVATIONS ACTIVITY REPORT SECTION 5A - 12 MONTH SUPPORTING DATA TABLES

Bookings as of Dec. 31, 2008

NOTE: Number of Properties in Sample Varies for Each Metric and Month (See



NOTE: This is not a forecast of bookings. Data presented in these charts represents future reservations on the same date noted above

OCCUPANCY RATE		OCCUPANCY RATE: YTD 2008/09 VS. YTD 2007/08			Historic Actual Occup. Rate (2007/08 season)	# of Properties in Sample
		Occup. Rate as of: December 31, 2008 (2008/09 season)	Occup. Rate as of: December 31, 2007 (2007/08 season)	Percent Change in YTD Occ. Rate		
Month of Occupancy (2008/09 & 2007/08)						
July	↑ Historic ↓ On the Books	50.1%	52.4%	-4.4%		15
August		51.3%	47.9%	7.0%		15
September		34.0%	41.9%	-18.9%		14
October		29.4%	28.5%	3.1%		15
November		26.2%	25.2%	3.8%		15
December		64.8%	59.7%	8.5%		18
January		55.1%	62.6%	-11.9%	68.9%	16
February		59.9%	58.5%	2.4%	74.7%	16
March		41.0%	45.4%	-9.8%	74.7%	15
April		25.5%	23.3%	9.5%	39.9%	16
May		10.1%	8.7%	16.1%	19.3%	16
June		10.2%	11.9%	-14.6%	39.6%	16
Grand total		38.1%	38.9%	-1.8%	48.3%	18
Historic Act. Months Total		42.6%	42.6%	0.0%	43.5%	18
O.T.B. months total		33.6%	35.1%	-4.1%	52.9%	16

AVERAGE DAILY RATE		ADR: YTD 2008/09 VS. YTD 2007/08			Historic Actual ADR (2007/08 season)	# of Properties in Sample
		ADR as of: December 31, 2008 (2008/09 season)	ADR as of: December 31, 2007 (2007/08 season)	Percent Change in YTD ADR		
Month of Occupancy (2008/09 & 2007/08)						
July	↑ Historic ↓ On The Books	\$178	\$174	2.2%		15
August		\$177	\$174	2.2%		15
September		\$145	\$144	0.2%		14
October		\$116	\$124	-6.6%		15
November		\$150	\$143	4.6%		15
December		\$403	\$436	-7.5%		18
January		\$488	\$441	10.7%	\$431	16
February		\$506	\$510	-0.8%	\$474	16
March		\$525	\$568	-7.6%	\$476	15
April		\$220	\$224	-1.9%	\$187	16
May		\$120	\$114	5.1%	\$107	16
June		\$154	\$150	2.9%	\$156	15
Grand total		\$265	\$267	-0.6%	\$312	18
Historic Act. Months Total		\$195	\$199	-2.2%	\$236	18
O.T.B. months total		\$336	\$335	0.3%	\$374	16

REVENUE PER AVAILABLE ROOM		REVPAR: YTD 2008/09 VS. YTD 2007/08			Historic Actual RevPAR (2007/08 season)	# of Properties in Sample
		RevPAR as of: December 31, 2008 (2008/09 season)	RevPAR as of: December 31, 2007 (2007/08 season)	Percent Change in YTD RevPAR		
Month of Occupancy (2008/09 & 2007/08)						
July	↑ Historic ↓ On The Books	\$89	\$91	-2.3%		15
August		\$91	\$83	9.3%		15
September		\$49	\$60	-18.7%		14
October		\$34	\$35	-3.7%		15
November		\$39	\$36	7.7%		15
December		\$274	\$260	5.3%		18
January		\$258	\$276	-6.5%	\$297	16
February		\$300	\$298	0.6%	\$354	16
March		\$240	\$258	-7.0%	\$355	15
April		\$55	\$52	5.3%	\$75	16
May		\$12	\$9	31.5%	\$21	16
June		\$16	\$17	-7.8%	\$56	15
Grand total		\$121	\$123	-1.4%	\$150	18
Historic Act. Months Total		\$96	\$95	1.7%	\$102	18
O.T.B. months total		\$123	\$152	-19.0%	\$198	16

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**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5B - STATIC WINTER SEASON SUPPORTING DATA TABLES**  
 Winter Bookings as of Dec. 31, 2008



**NOTE:** This is not a forecast of bookings. Data presented in these charts represents future reservations as of the date noted above

OCCUPANCY RATE		OCCUPANCY RATE: YTD 2008/09 VS. YTD 2007/08			Historic Actual Occup. Rate (2007/08 season)
		Occup. Rate as of: December 31, 2008 (2008/09 season)	Occup. Rate as of: December 31, 2007 (2007/08 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2008/09 & 2007/08)					
November		26.2%	25.2%	3.8%	
December	Historic	64.8%	59.7%	8.5%	
January	On the Books	55.1%	62.6%	-11.9%	68.9%
February	↓	59.9%	58.5%	2.4%	74.7%
March	↓	41.0%	45.4%	-9.8%	74.7%
April	↓	25.5%	23.3%	9.5%	39.9%
Winter total		45.4%	45.8%	-0.8%	57.8%

AVERAGE DAILY RATE		ADR: YTD 2008/09 VS. YTD 2007/08			Historic Actual ADR (2007/08 season)
		ADR as of: December 31, 2008 (2008/09 season)	ADR as of: December 31, 2007 (2007/08 season)	Percent Change in YTD ADR	
Month of Occupancy (2008/09 & 2007/08)					
November		\$150	\$143	4.6%	
December	Historic	\$403	\$436	-7.5%	
January	On the Books	\$488	\$441	10.7%	\$431
February	↓	\$506	\$510	-0.8%	\$474
March	↓	\$525	\$568	-7.6%	\$476
April	↓	\$220	\$224	-1.9%	\$187
Winter total		\$382	\$387	-1.3%	\$404

REVENUE PER AVAILABLE ROOM		REVPAR: YTD 2008/09 VS. YTD 2007/08			Historic Actual RevPAR (2007/08 season)
		RevPAR as of: December 31, 2008 (2008/09 season)	RevPAR as of: December 31, 2007 (2007/08 season)	Percent Change in YTD RevPAR	
Month of Occupancy (2008/09 & 2007/08)					
November		\$39	\$36	7.7%	
December	Historic	\$274	\$260	5.3%	
January	On the Books	\$258	\$276	-6.5%	\$297
February	↓	\$300	\$298	0.6%	\$354
March	↓	\$240	\$258	-7.0%	\$355
April	↓	\$55	\$52	5.3%	\$75
Winter total		\$194	\$197	-1.3%	\$234

**Sample**

**RESERVATIONS ACTIVITY REPORT**  
**STATIC SUMMER SEASON SUPPORTING DATA TABLES**  
 Summer Bookings as of Dec. 31, 2008

**forecast of bookings.** Data presented in these charts represents future reservations on the books as of the date noted above

Forward looking data is limited to 6 months advance view, ending at June 30, 2009 in this report

OCCUPANCY RATE	<u>OCCUPANCY RATE: YTD 2009 VS. YTD 2008</u>			Historic Actual Occup. Rate (2008 Season)
	Occup. Rate as of: December 31, 2008 (2009 Season)	Occup. Rate as of: December 31, 2007 (2008 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2009 & 2008)				
May	10.1%	8.7%	16.1%	19.3%
June	10.2%	11.9%	-14.6%	39.6%
July				
August				
September				
October				
Summer total	10.2%	10.3%	-1.7%	29.6%

AVERAGE DAILY RATE	<u>ADR: YTD 2009 VS. YTD 2008</u>			Historic Actual ADR (2008 Season)
	ADR as of: December 31, 2008 (2009 Season)	ADR as of: December 31, 2007 (2008 Season)	Percent Change in YTD ADR	
Month of Occupancy (2009 & 2008)				
May	\$120	\$114	5.1%	\$107
June	\$154	\$150	2.9%	\$156
July				
August				
September				
October				
Summer total	\$137	\$132	3.9%	\$137

REVENUE PER AVAILABLE ROOM	<u>REVPAR: YTD 2009 VS. YTD 2008</u>			Historic Actual RevPAR (2008 Season)
	RevPAR as of: December 31, 2008 (2009 Season)	RevPAR as of: December 31, 2007 (2008 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2009 & 2008)				
May	\$12	\$9	31.5%	\$21
June	\$16	\$17	-7.8%	\$56
July				
August				
September				
October				
Summer total	\$14	\$13	5.7%	\$37