

TRENDS[®]

in the

Conference Center Industry

North America ~ 2010 Edition

A Statistical and Financial Profile

- Facilities
- Operations
- Performance



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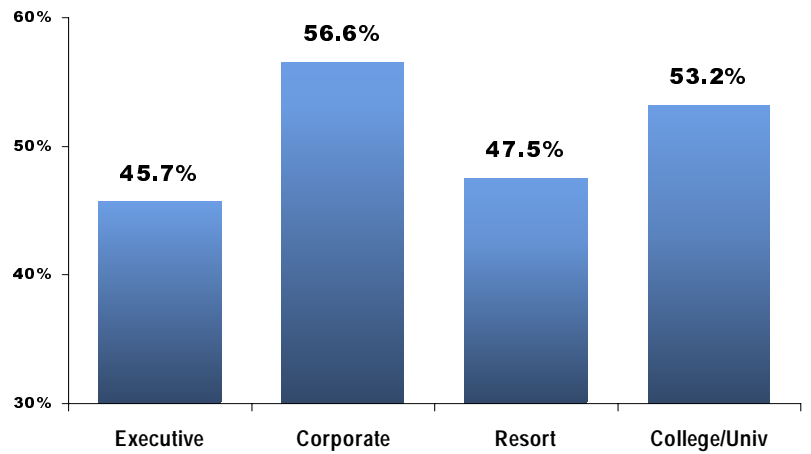
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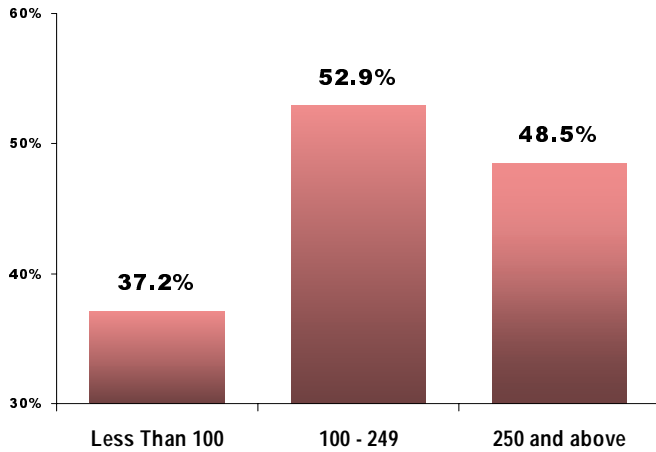
Annual Occupancy

Mid-sized, Corporate, and City centers, as well as centers with contract services, achieved the highest occupancy rates in 2003.

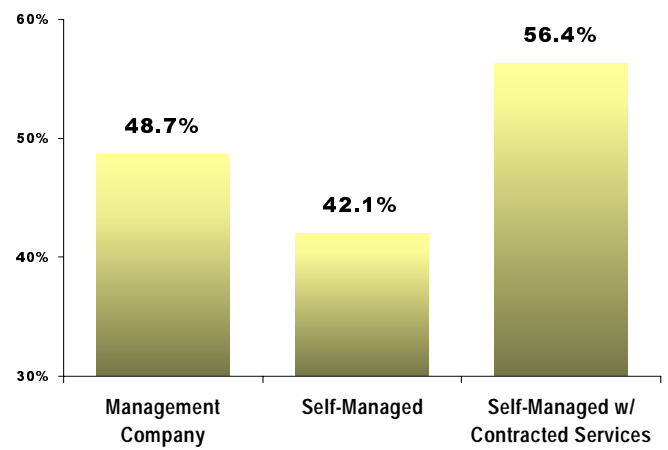
Occupancy By Classification



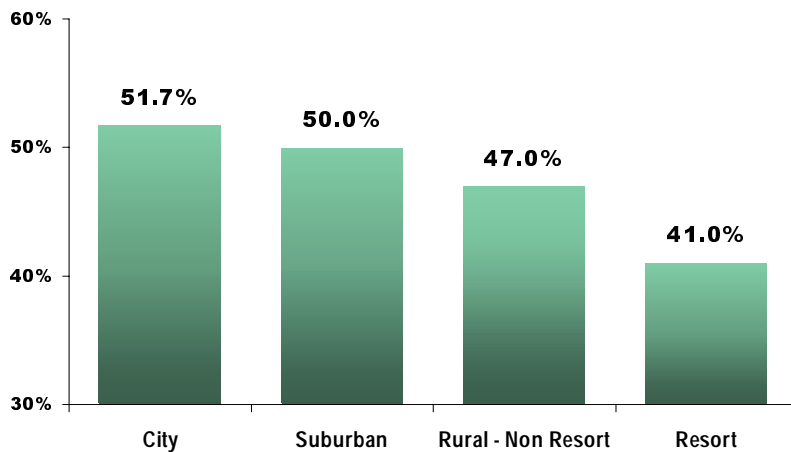
Occupancy By Size



Occupancy By Management Type



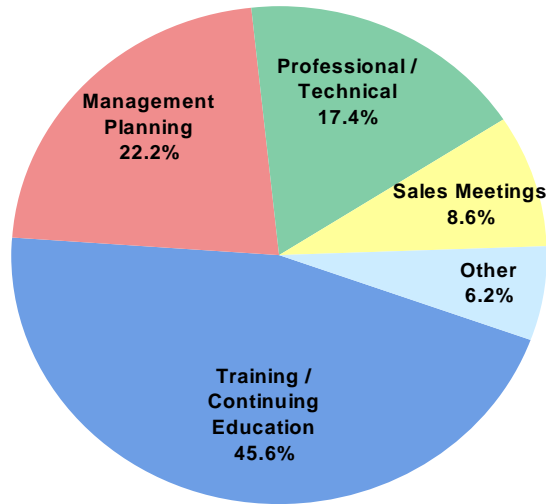
Occupancy By Location



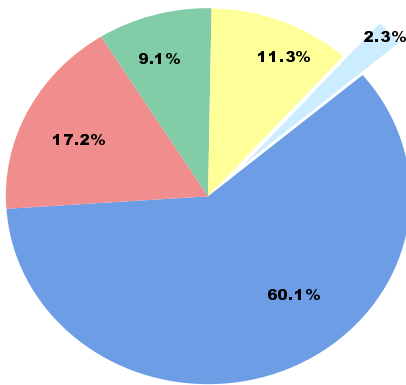
Percentage of Meetings by Type

The greatest percentage of meetings held at Residential Conference Centers were Training/ Continuing Education sessions.

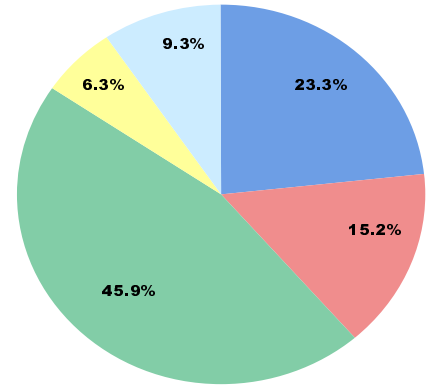
Percentage of Meetings By Type - All Centers



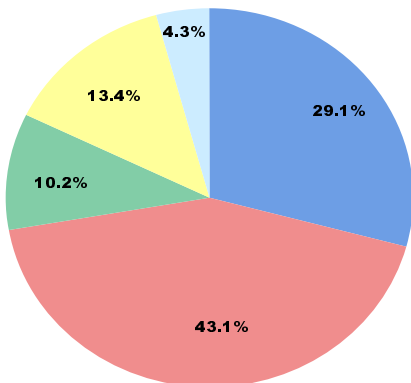
Executive



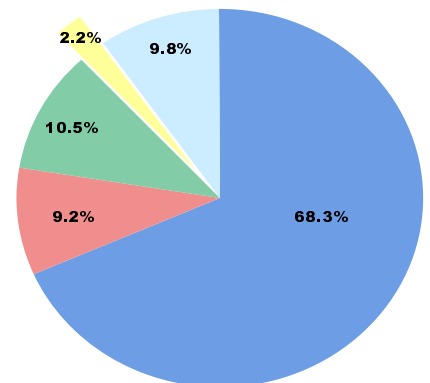
College/University



Resort



Corporate



- Training / Continuing Education
- Management Planning
- Professional / Technical
- Sales Meetings
- Other

Operating Performance by Size

Percent Total Revenues

	Size of Property (Guest Rooms)			
	All Centers	< 100	100 to 249	> 250
Revenues				
Rooms	40.0%	35.0%	42.7%	39.1%
Food	28.1%	35.1%	29.3%	26.2%
Beverage	5.4%	6.4%	4.6%	5.7%
Conference Services	15.3%	14.9%	17.1%	14.2%
Transportation	0.5%	1.0%	0.2%	0.6%
Telephone	0.9%	0.6%	0.9%	0.9%
Recreation	2.4%	1.9%	1.5%	3.0%
Minor-Operated Departments	4.5%	2.2%	1.0%	7.2%
Other	2.9%	2.8%	2.7%	3.0%
Total Revenues	100.0%	100.0%	100.0%	100.0%
Departmental Expenses (% of Dept Revenue)				
Rooms				
Payroll and Benefits	18.8%	31.0%	18.6%	17.2%
Other	7.7%	6.2%	6.9%	8.6%
Total Room Expenses	26.5%	37.1%	25.4%	25.8%
Food & Beverage				
Food Cost	27.1%	25.8%	27.9%	26.7%
Beverage Cost	22.5%	20.7%	22.5%	22.8%
Total Cost of Sales	26.3%	25.0%	27.2%	26.0%
Payroll and Benefits	42.3%	40.6%	44.2%	41.3%
Other	8.8%	4.6%	6.0%	11.6%
Total Food & Beverage Expenses	77.4%	70.2%	77.4%	78.9%
Conference Services				
Payroll and Benefits	24.8%	28.4%	26.9%	22.6%
Conference Service Equipment	5.4%	4.5%	5.4%	5.5%
Other	6.1%	4.8%	7.5%	5.3%
Total Conference Services Expenses	36.4%	37.8%	39.8%	33.4%
Total Transportation Expenses	98.2%	121.9%	170.8%	77.8%
Total Telephone Expenses	91.7%	168.8%	82.4%	89.4%
Total Recreation Expenses	68.4%	58.0%	92.0%	62.0%
Total Minor Operating Expenses	67.2%	61.8%	64.4%	67.7%
Total Departmental Expenses	48.1%	52.5%	47.0%	48.1%

Operating Performance by Size (cont'd)

Percent Total Revenues

	Size of Property (Guest Rooms)			
	All Centers	< 100	100 to 249	> 250
Undistributed Operating Expenses				
Administrative and General				
Payroll and Benefits	6.8%	9.0%	7.3%	6.2%
General Insurance (not property)	0.3%	1.0%	0.2%	0.3%
Other	3.2%	4.4%	3.2%	3.0%
Total Administrative and General Expenses	10.3%	14.4%	10.7%	9.5%
Marketing Expenses				
Payroll and Benefits	4.3%	6.4%	4.1%	4.2%
Advertising and promotion	2.2%	3.0%	1.5%	2.5%
Franchise fees & other assessments	0.1%	0.0%	0.0%	0.1%
Other	1.5%	1.5%	1.4%	1.5%
Total Marketing Expenses	8.0%	10.9%	7.0%	8.3%
Total Energy Expenses	4.4%	4.0%	4.3%	4.6%
Property and Maintenance				
Payroll and Benefits	3.4%	6.4%	3.3%	2.9%
Other	3.5%	2.9%	3.1%	3.9%
Total Property Maintenance	6.9%	9.3%	6.4%	6.9%
Total Undistributed Operating Expenses	29.7%	38.5%	28.4%	29.2%
Income Before Fixed Charges	22.2%	9.0%	24.6%	22.7%
Management Fees, Property Taxes and Insurance				
Management Fees				
Base	2.3%	1.7%	2.0%	2.5%
Incentive	0.3%	0.0%	0.7%	0.0%
Property Taxes	2.6%	1.6%	2.1%	3.1%
Insurance	1.3%	0.8%	1.1%	1.5%
Total Management Fees, etc.	6.4%	4.1%	6.0%	7.1%
Income Before Other Fixed Charges	15.8%	4.9%	18.7%	15.6%