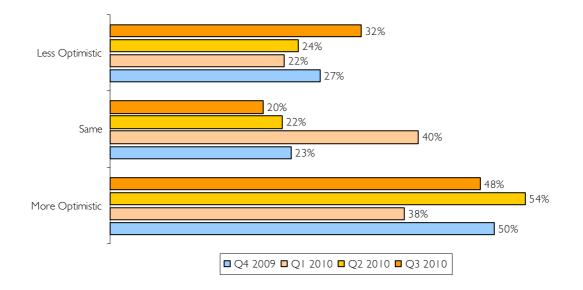
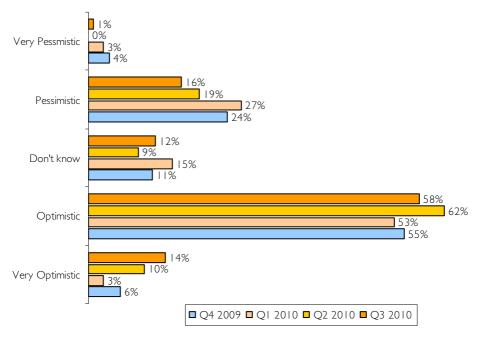
HotStats" The intelligent route to higher hotel profits

The HotStats Hotel Confidence Monitor Results Summary – Q3 2010



Would you say you are more or less optimistic than you were three months ago?

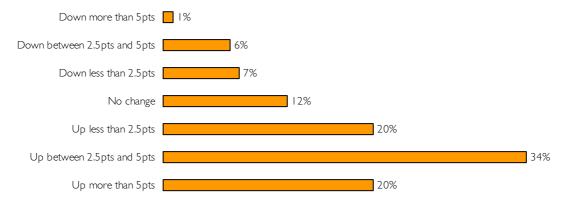
Looking at the next three months, how would you rate your confidence?



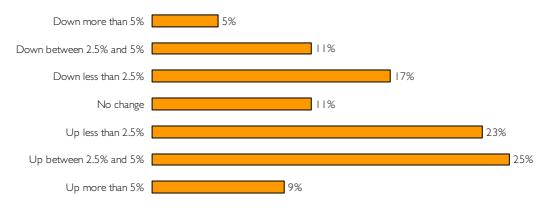
HotStats.com



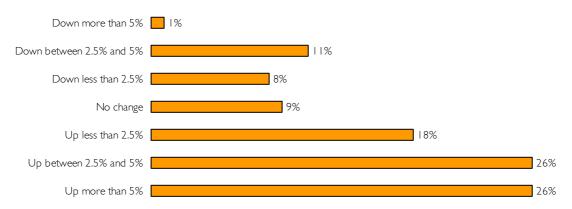
I expect my occupancy in Q3 2010 as compared to Q3 2009 to be:



I expect my average room rate in Q3 2010 as compared to Q3 2009 to be:



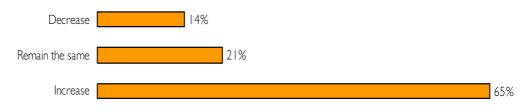
I expect my total rooms revenue in Q3 2010 as compared to Q3 2009 to be:



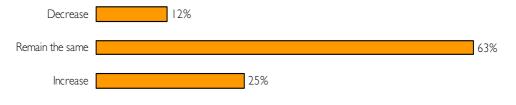




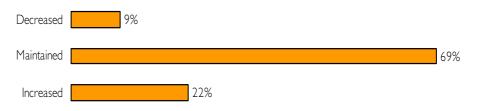
I expect my gross operating profit (IBFC) in Q3 2010 as compared to Q3 2009 to:



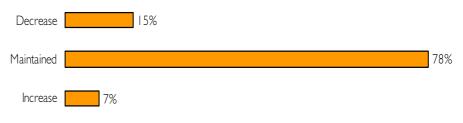
I expect my sales and marketing expenditure in Q3 2010 as compared to Q3 2009



How have staffing levels changed in the last three months (Q2 2010)?

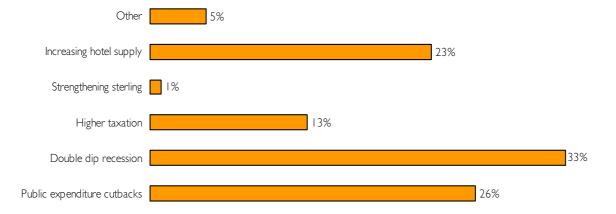


I expect my staffing levels in Q3 2010 as compared to Q3 2009 to:



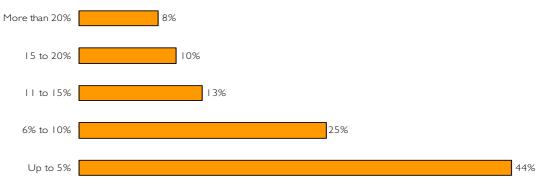






Looking ahead, I expect the single most significant threat to trading to be:

Approximately how much of your revenue is generated by the public sector and therefore at risk of expenditure cuts?



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ⁱ Note: Some numbers may not to add up due to rounding