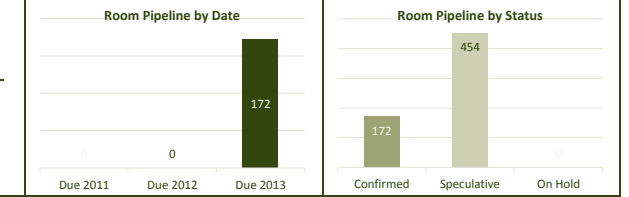
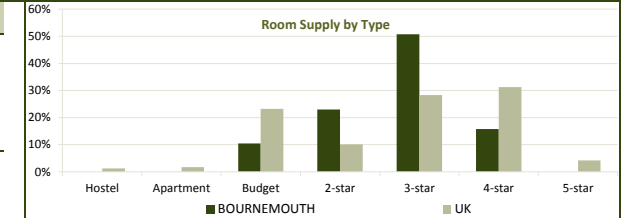


HOTEL SUPPLY													
February 2011													
	Market Size						Branded Penetration - Rooms						
	Hotels	Share %	Rooms	Share %	Ave Rooms	Weight %	Global	%	National	%	Regional	%	Total
Hostel	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0%
Apartment	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0%
Budget	8	8%	631	10%	79	129%	114	18%	517	82%	0	0%	100%
2-star	34	35%	1,384	23%	41	66%	0	0%	64	5%	0	0%	5%
3-star	46	47%	3,050	51%	66	108%	151	5%	942	31%	0	0%	36%
4-star	10	10%	950	16%	95	155%	160	17%	393	41%	176	19%	77%
5-star	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0%
Hotel Supply	98	100%	6,015	100%	61	100%	425	7%	1,916	32%	176	3%	42%
Hostel	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0%
Apartment	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0%
Budget	1	25%	114	18%	114	73%	0	0%	0	0%	0	0%	0%
2-star	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0%
3-star	1	25%	172	27%	172	110%	172	100%	0	0%	0	0%	100%
4-star	2	50%	340	54%	170	109%	0	0%	0	0%	0	0%	0%
5-star	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0%
Hotel Pipeline	4	100%	626	100%	157	100%	172	27%	0	0%	0	0%	27%
Due 2011	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0%
Due 2012	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0%
Due 2013	1	25%	172	27%	172	110%	172	100%	0	0%	0	0%	100%
On Hold	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0%
Speculative / unconfirmed	3	75%	454	73%	151	97%	0	0%	0	0%	0	0%	0%



MARKET DEMAND													
Occupancy (%)													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Full Year
2008	51%	64%	68%	72%	79%	78%	84%	84%	79%	73%	61%	53%	71%
2009	52%	58%	61%	69%	74%	77%	81%	89%	79%	69%	58%	56%	69%
2010	47%	61%	64%	75%	77%	84%	82%	87%	83%	71%	66%	54%	71%
Chg vs. 2009	(5)%	2%	3%	6%	3%	7%	2%	(2)%	4%	2%	8%	(1)%	2%
Average Room Rate (£)													
2008	£69	£70	£74	£75	£88	£88	£85	£86	£83	£74	£68	£72	£78
2009	£65	£64	£66	£74	£80	£80	£79	£88	£85	£71	£65	£70	£76
2010	£61	£63	£64	£72	£75	£81	£80	£91	£77	£69	£66	£67	£75
Chg vs. 2009	(7)%	(1)%	(3)%	(3)%	(6)%	1%	1%	3%	(9)%	(2)%	3%	(3)%	(2)%
RevPAR (£)													
2008	£35	£45	£50	£54	£69	£69	£71	£72	£65	£53	£42	£38	£55
2009	£34	£37	£40	£51	£59	£61	£64	£78	£67	£49	£37	£39	£52
2010	£28	£38	£41	£54	£58	£68	£66	£79	£64	£49	£44	£37	£53
Chg vs. 2009	(16)%	3%	2%	6%	(3)%	11%	3%	1%	(4)%	1%	17%	(6)%	1%

Occupancy (FY 2010)	BOURNEMOUTH	ENGLAND	REGIONAL UK
Lowest	47%	54%	54%
Average	71%	69%	69%
Highest	87%	78%	78%
Range / Spread	41%	24%	24%

ARR (FY 2010)	BOURNEMOUTH	ENGLAND	REGIONAL UK
Lowest	£61	£57	£57
Average	£72	£60	£62
Highest	£91	£64	£66
Range / Spread	49%	11%	14%

RevPAR (FY 2010)	BOURNEMOUTH	ENGLAND	REGIONAL UK
Lowest	£28	£31	£31
Average	£52	£42	£43
Highest	£79	£49	£51
Range / Spread	180%	60%	66%

PROFILE & COMPARISON													
Monthly RevPAR (£)													
Month	2008	2009	2010	Chg vs. 2009									
Jan	£35	£34	£28	(15)%									
Feb	£45	£37	£38	(10)%									
Mar	£50	£40	£41	(18)%									
Apr	£54	£51	£54	(0)%									
May	£69	£59	£58	(15)%									
Jun	£69	£61	£68	(11)%									
Jul	£71	£64	£66	(7)%									
Aug	£72	£78	£79	(9)%									
Sep	£65	£67	£64	(4)%									
Oct	£53	£49	£49	(7)%									
Nov	£42	£37	£44	(15)%									
Dec	£38	£39	£37	(5)%									

FY 2010	BOURNEMOUTH	ENGLAND	UNITED KINGDOM
Hotels	98	6,484	8,609
Rooms	6,015	410,294	494,484
Branded (%)	42%	70%	68%
Pipeline rooms	626	72,380	92,486
Confirmed (%)	27%	42%	36%
Capacity inc < 12mths	0%	4%	4%
Capacity inc < 36mths	3%	7%	7%

FY 2010	BOURNEMOUTH	ENGLAND	REGIONAL UK
Occupancy	71%	69%	69%
- chg vs. FY 2009	2%	2%	2%
Average Room Rate	£75	£61	£62
- chg vs. FY 2009	(2)%	(2)%	(2)%
RevPAR	£53	£42	£43
- chg vs. FY 2009	1%	2%	2%

BOURNEMOUTH	UK Rank (2010)	UK Rank (2009)	UK Rank (2008)
Hotels	4	4	4
Rooms	8	8	7
Occupancy	21	24	14
Average Room Rate	8	9	9
RevPAR	10	11	12

Source: All occupancy, ARR and RevPAR data produced by PKF Hotel Consultancy as published in PKF Monthly UK Trends.