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# CHPA Annual Conference

## February 17 San Diego

Corporate Housing Industry Report  
2010

Preliminary Results

# The Annual Report

- 52 US Markets
- 2 Canadian Markets
- Multiple sub-markets in Atlanta, Boston, Chicago, LA, DC, NY, Philadelphia, San Francisco, Seattle
- Roundly 30,000 Sample units

# The Annual Report

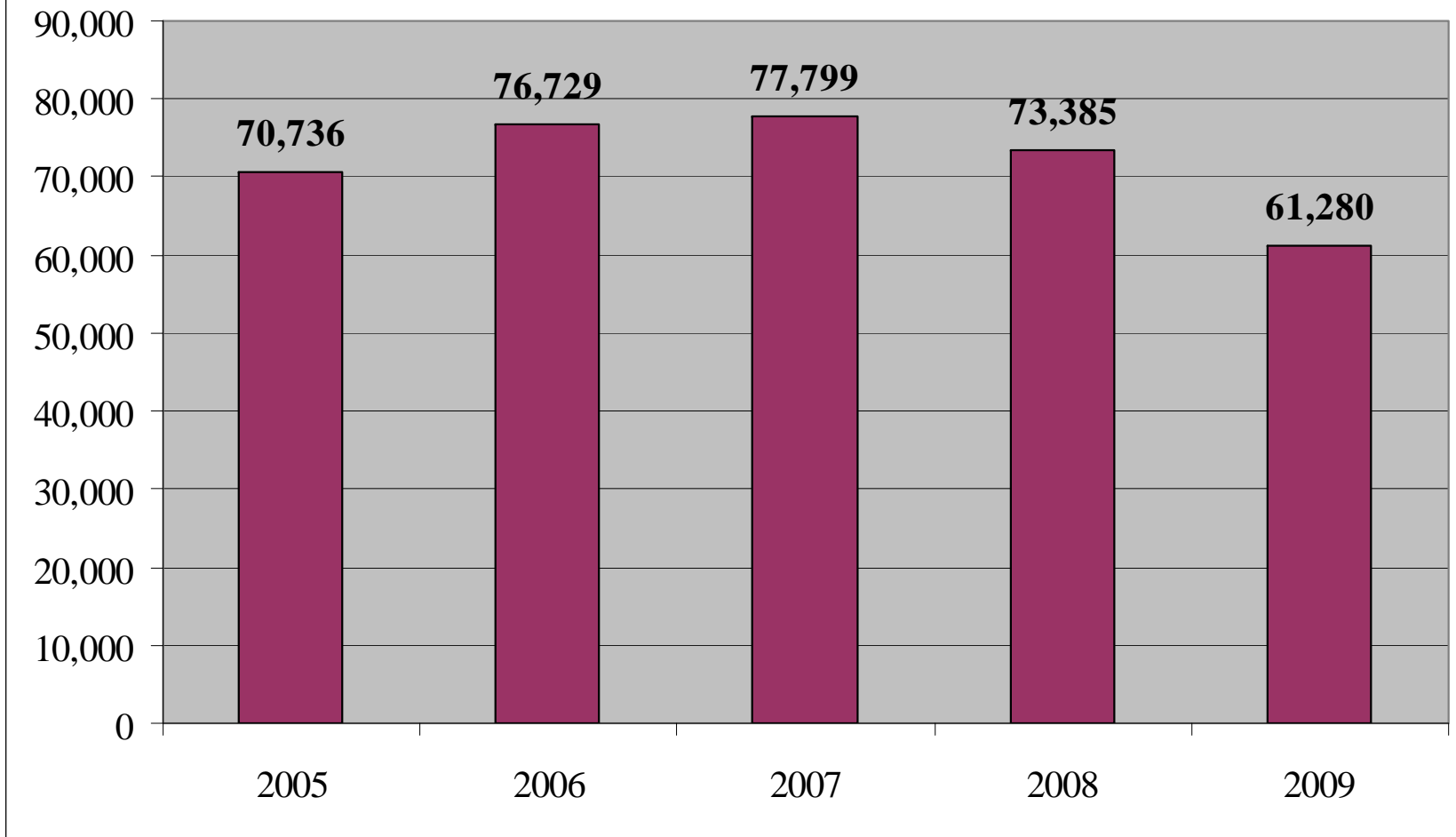
- Roundly 115 Companies participating including franchisees
- Over 100 surveys incomplete or unusable
- 268 MSA surveys completed and usable
- Reporting a week earlier than ever before

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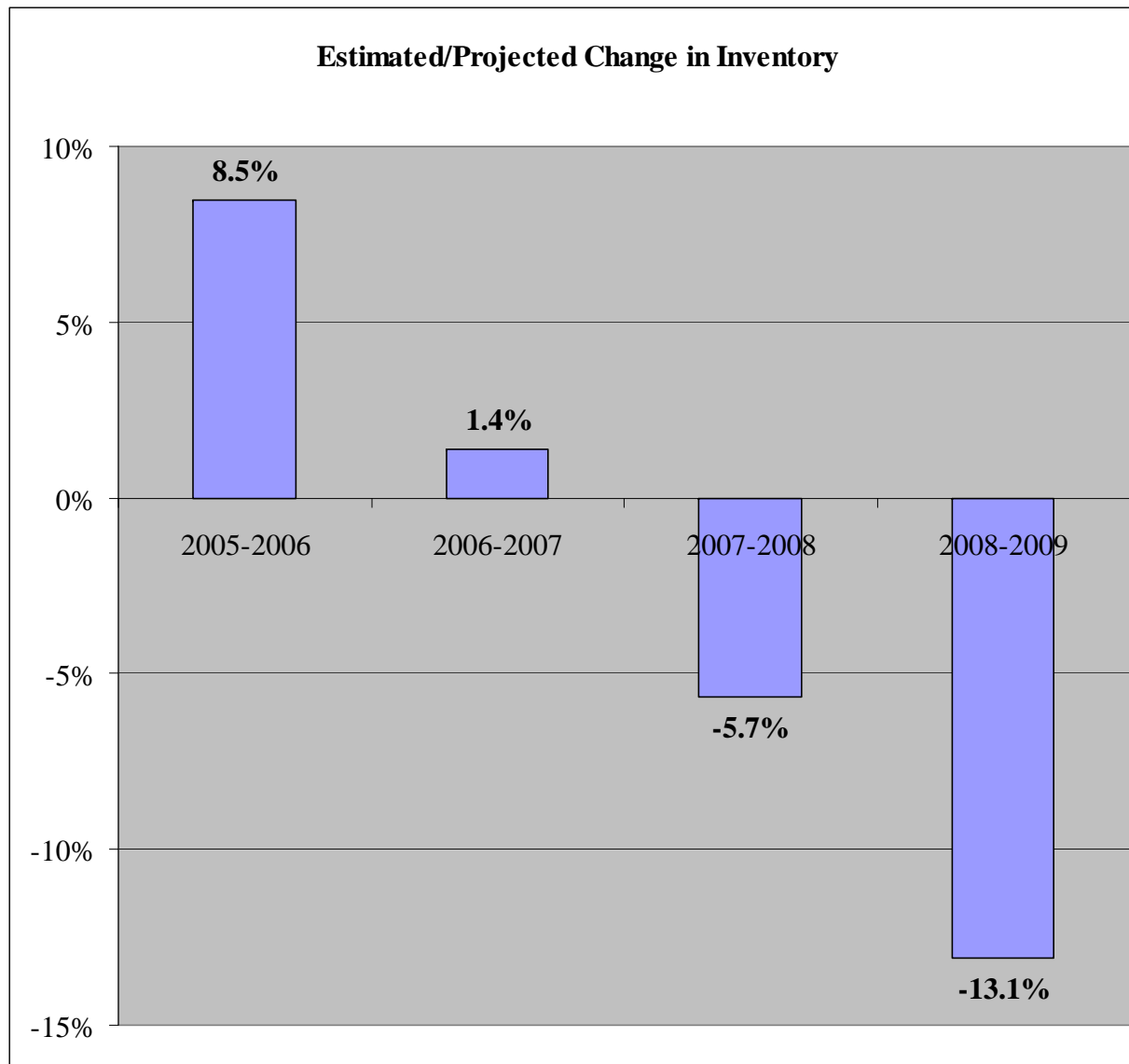


**Estimated US Historic and Projected Inventory Trend**



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# Fitting into the Lodging Marketplace

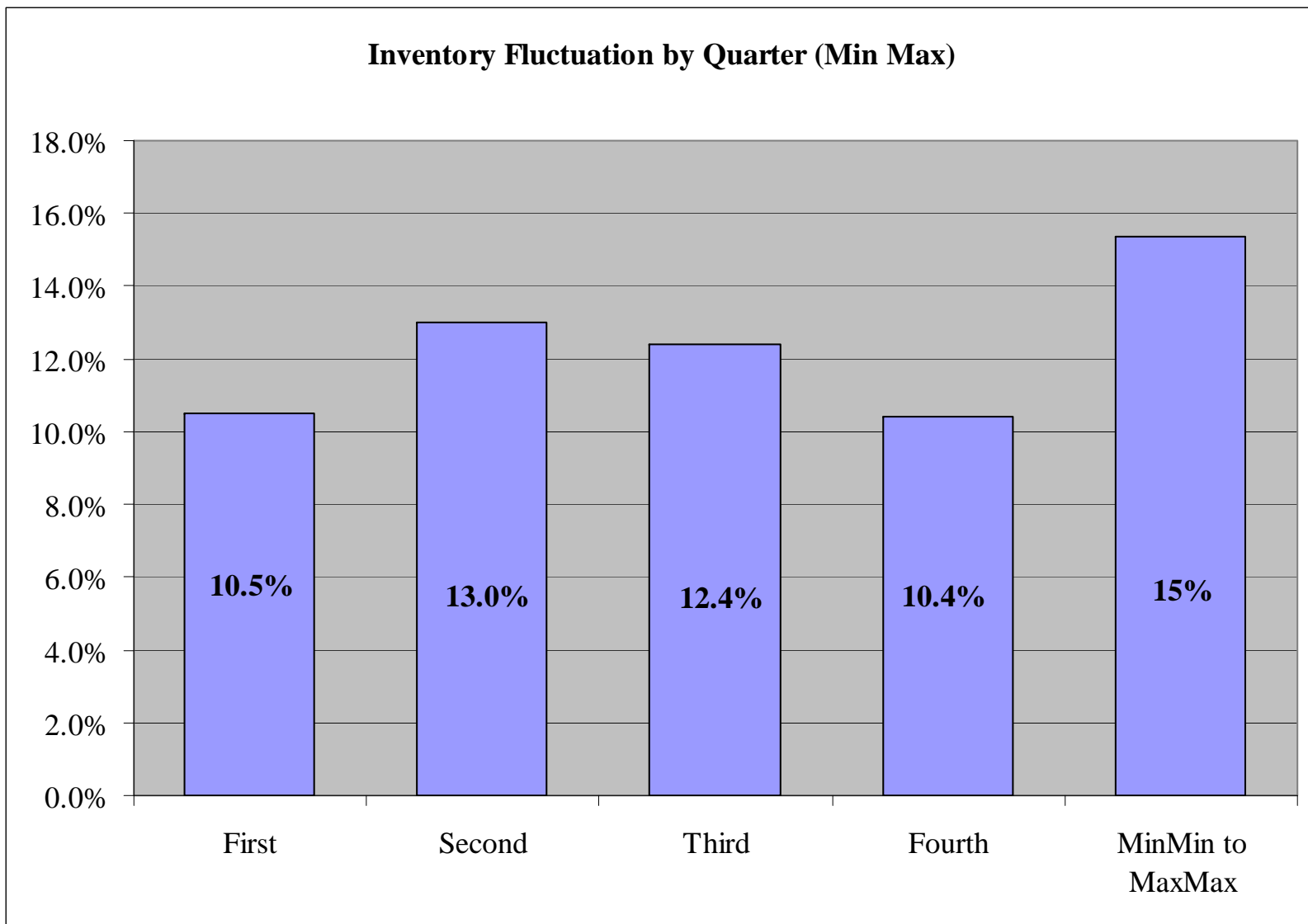
	2009	2008
US Hotel Rooms	4.64 million	4.5 million
US Corporate Housing Units	61,280	73,385
US Extended Stay Units	315,357	295,707
Upscale ES Units	131,862	120,183
ES Growth 08-09	6.6%	6.70%
ES Units Under Construction YE	11,456	26,160
Upscale Units	7,468	16,853
Projected Annual Growth Rooms	1.60%	3.4%

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Inventory Fluctuation by Quarter (Min Max)



## Fluctuation by Quarter 2009

- 30%+ Norfolk/Virginia Beach, Cleveland, Seattle, Kansas City, Minneapolis
- < 5% Orange County, LA, Chicago Suburbs, Philadelphia City Center, Pittsburgh, Miami, Manhattan, DC, Baltimore

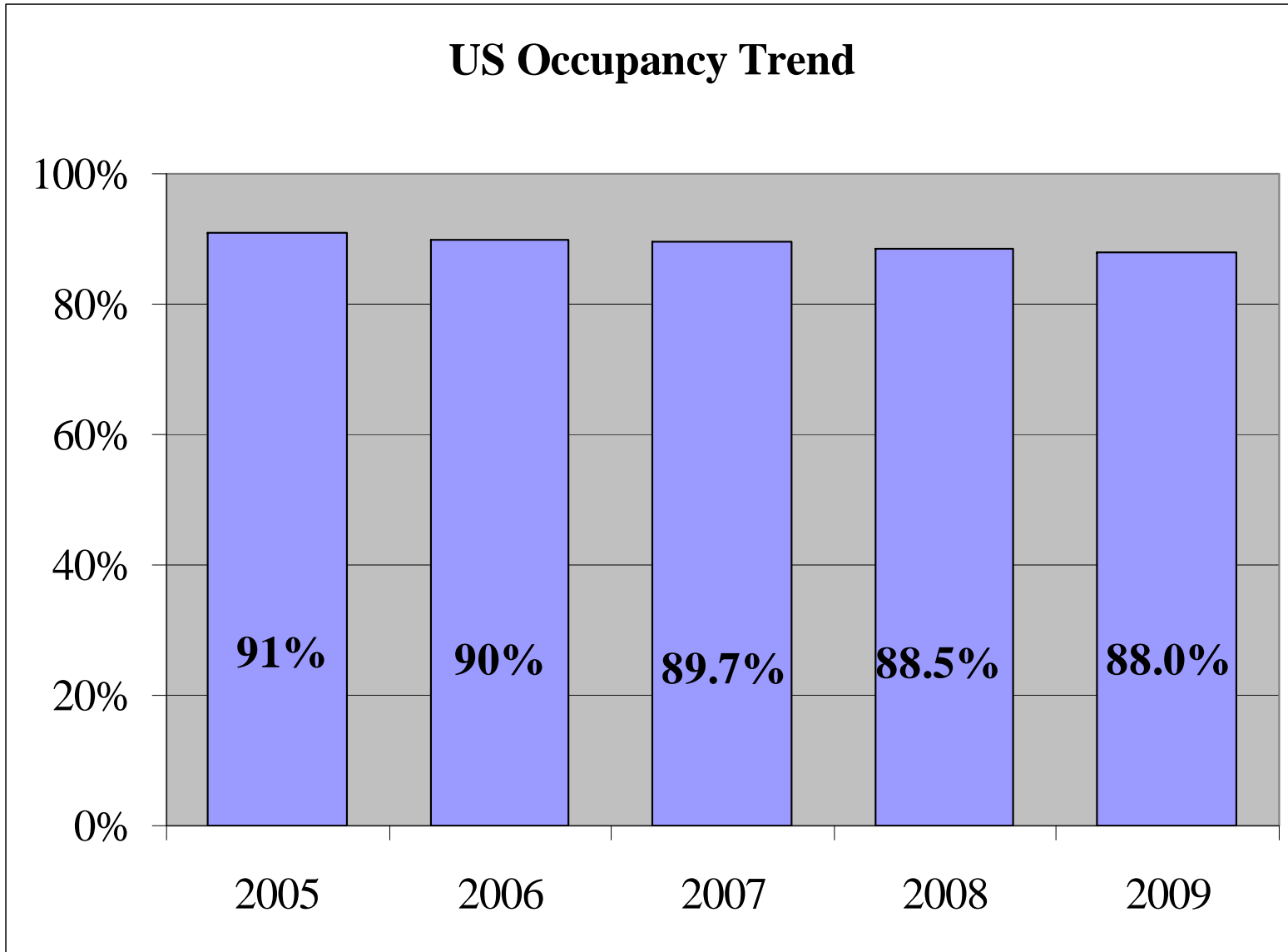
## Occupancy 2009

- 88% US Average in 2009
  - Equal to 2008
- 95%+ Austin
- <85% Philadelphia City Center, Boston Suburbs, Seattle Suburbs, Seattle City Center, Manhattan, Philadelphia Suburbs, Orlando, San Francisco City Center, Northern NJ, Columbus, Chicago Inside the Loop (Only the last 3 were 75-80%)

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**US Occupancy Trend**



# Fitting into the Lodging Marketplace

	Occupancy 2009	Change from 2008
Corporate Housing	88.0%	0.0%
Extended Stay	66.0%	-5.9%
US Lodging Industry	55.1%	-8.8%

Note: ES Room nights sold up 0.4%

## Wholesale Units

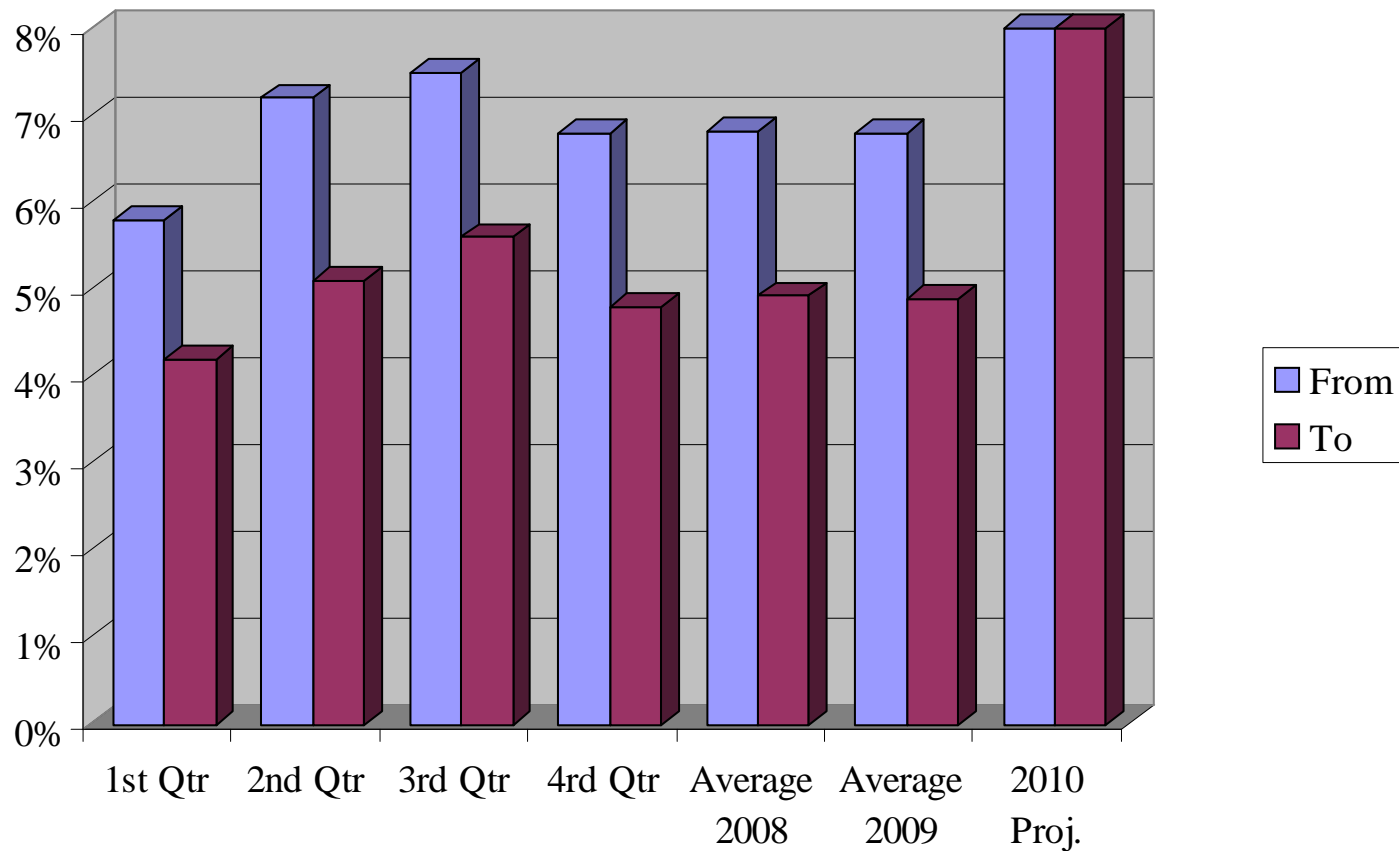
- Wholesale To: Counted in the inventory by the company which owns or holds the primary lease on the unit
- Wholesale From: Reported by the company which sub-leases the unit from another corporate housing provider

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US Wholesale as a % of Total Units in 2008 & 2009 vs Projected 2009

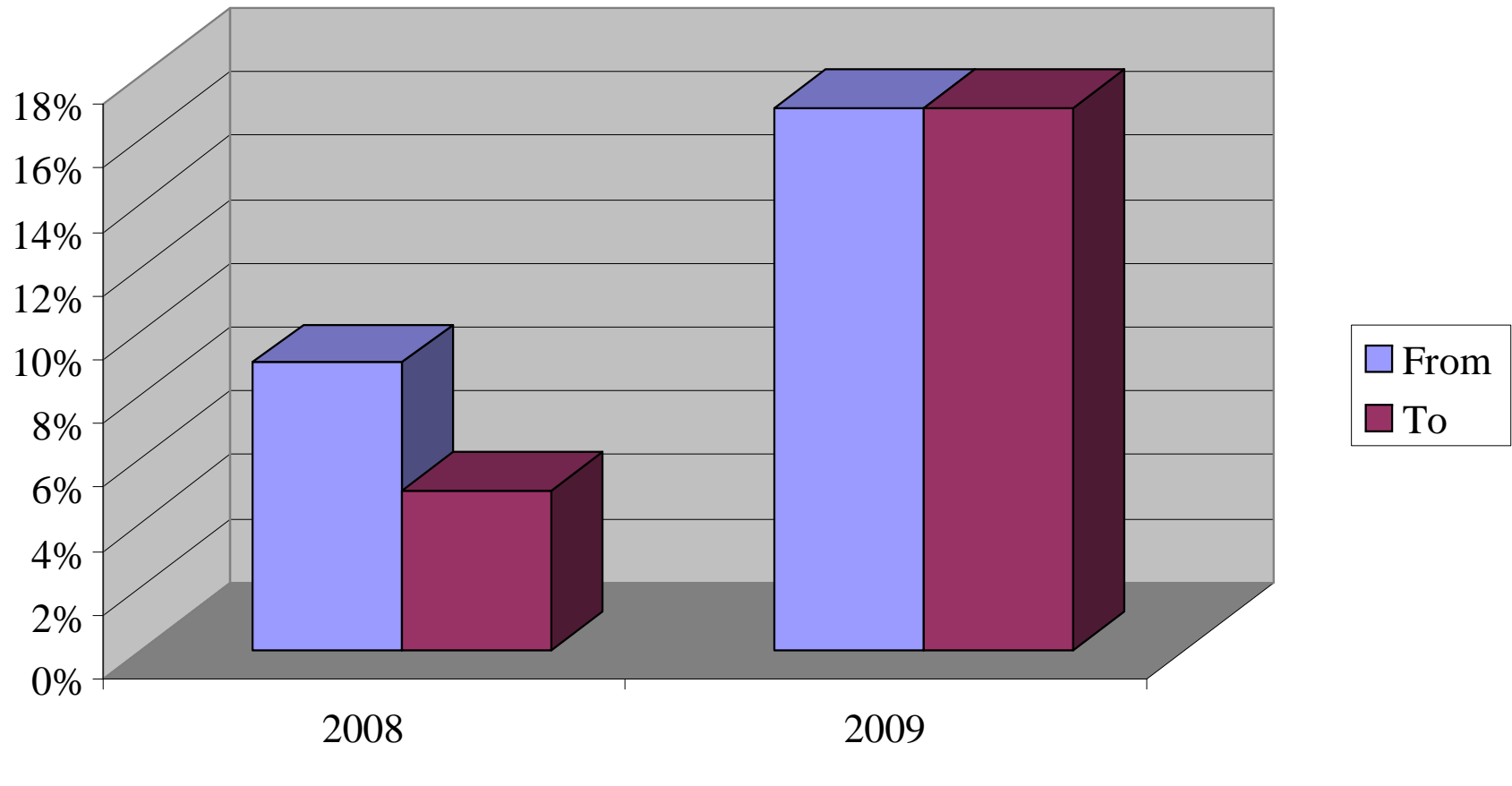


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### Canada Wholesale as a Percent of Total Units

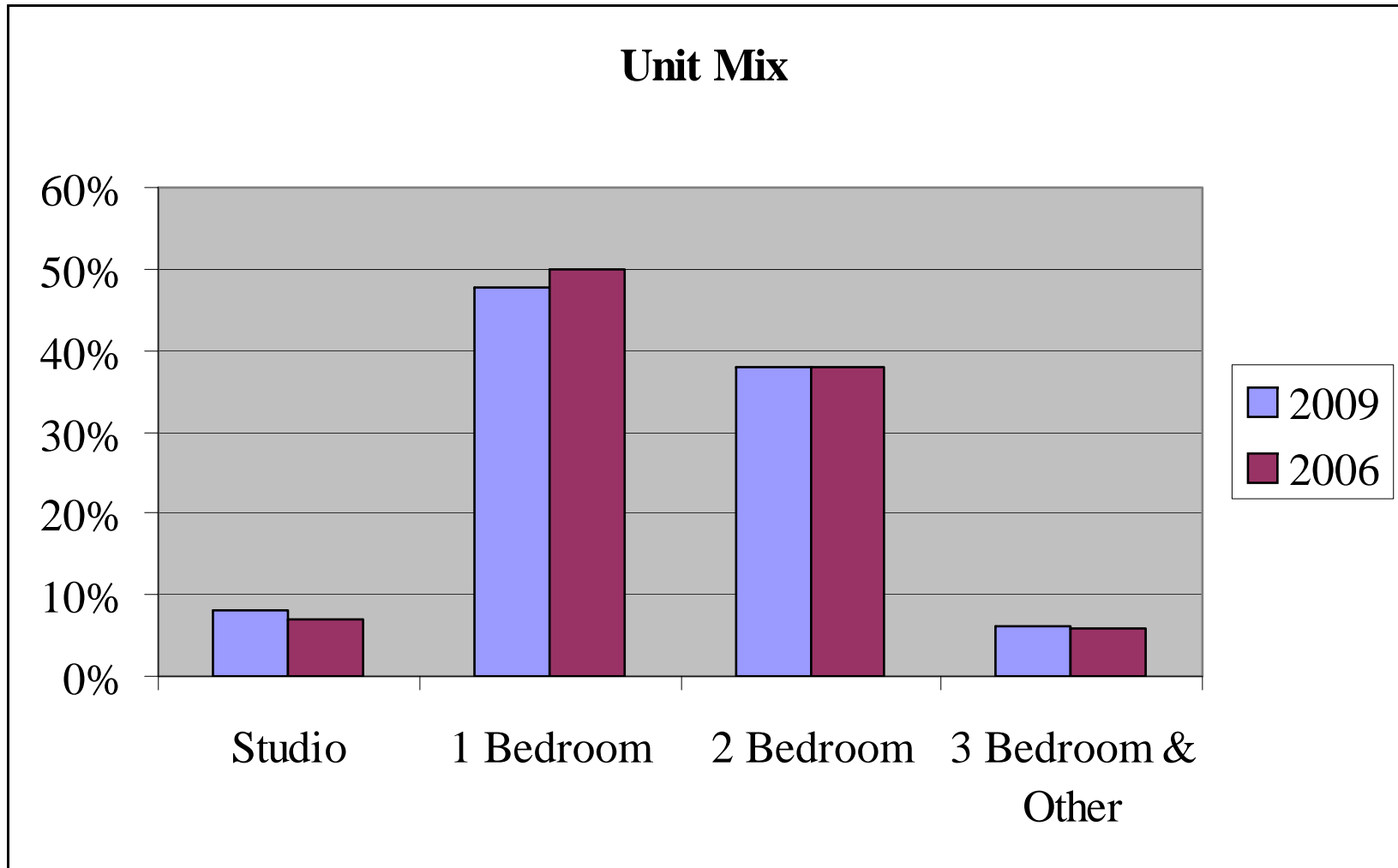


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## Unit Mix

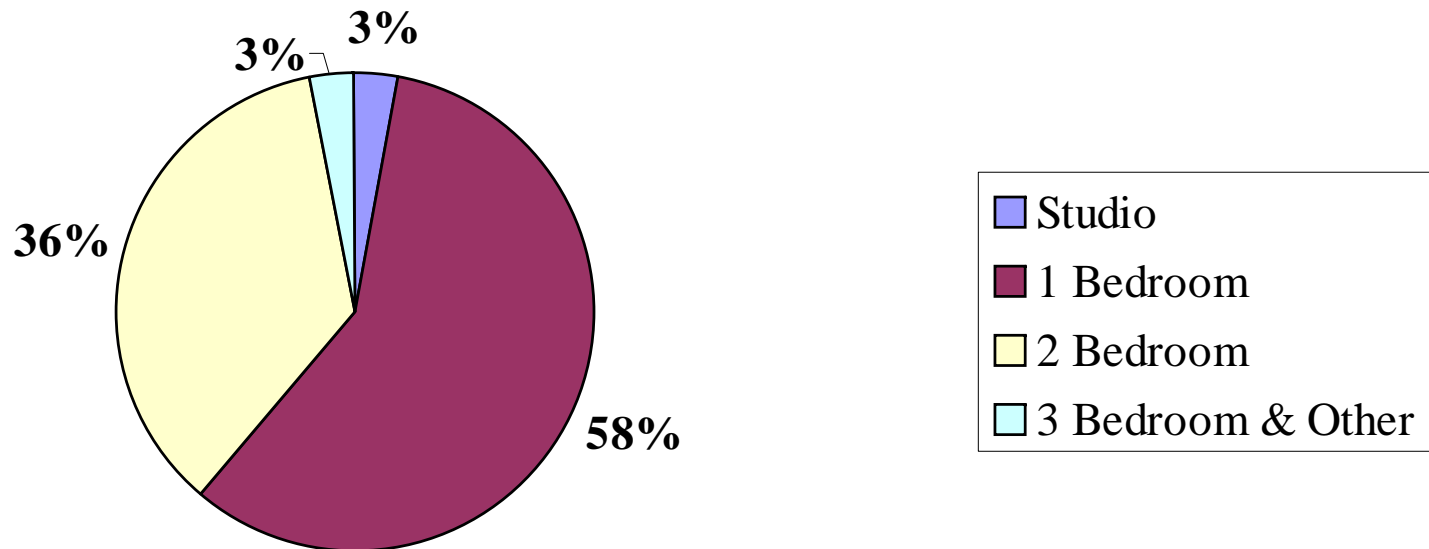


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### Unit Mix - Canada



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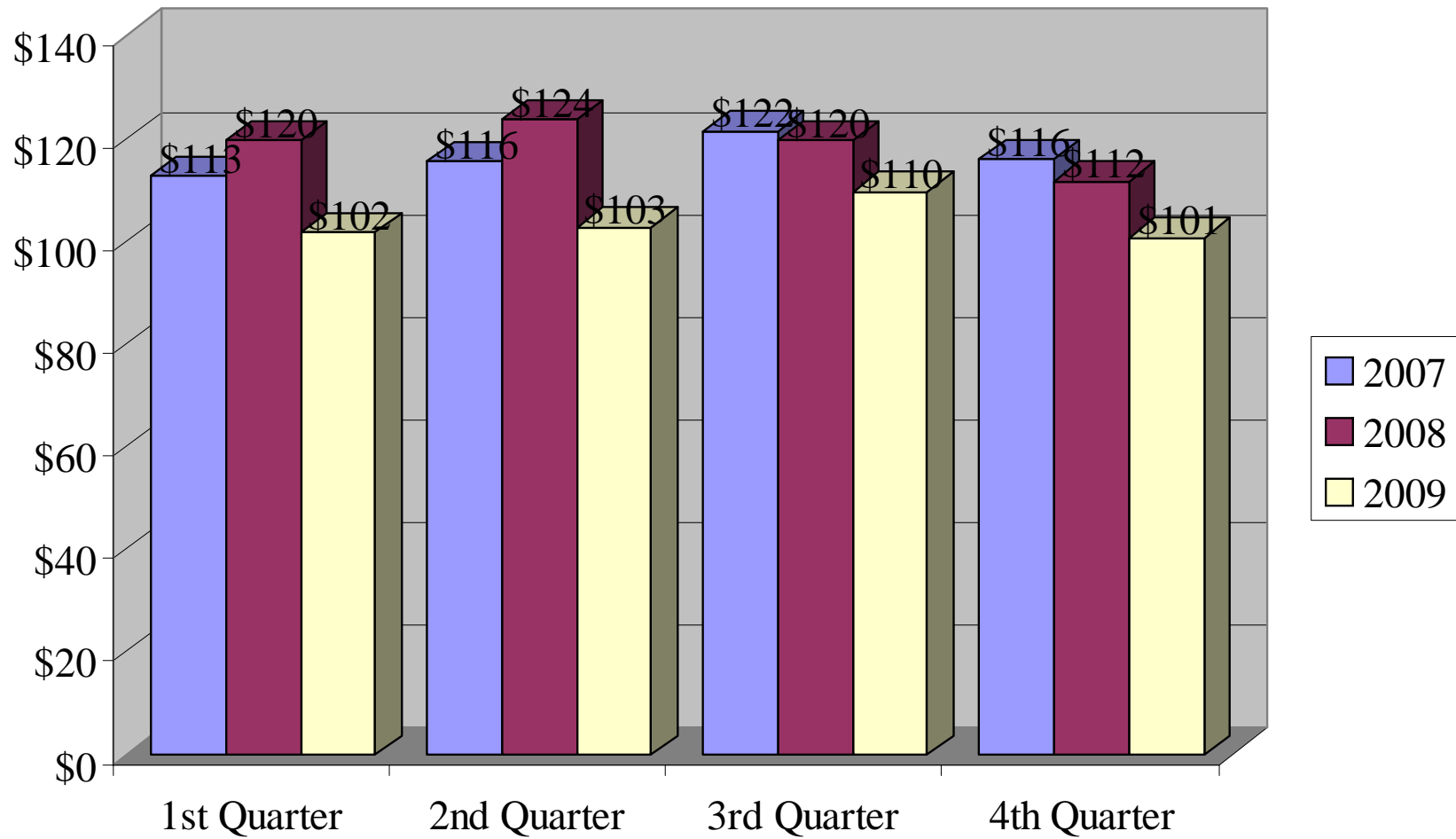
	ADR 2009	Change from 2008
Corporate Housing	\$115.31	-1.4%
Extended Stay Upscale	\$110.46	-9.4%
Extended Stay Mid	\$57.08	-14.5%
Extended Stay Economy	\$32.85	-7.1%
US Lodging Industry	\$97.51	-8.5%

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### US Studio Rate Trend

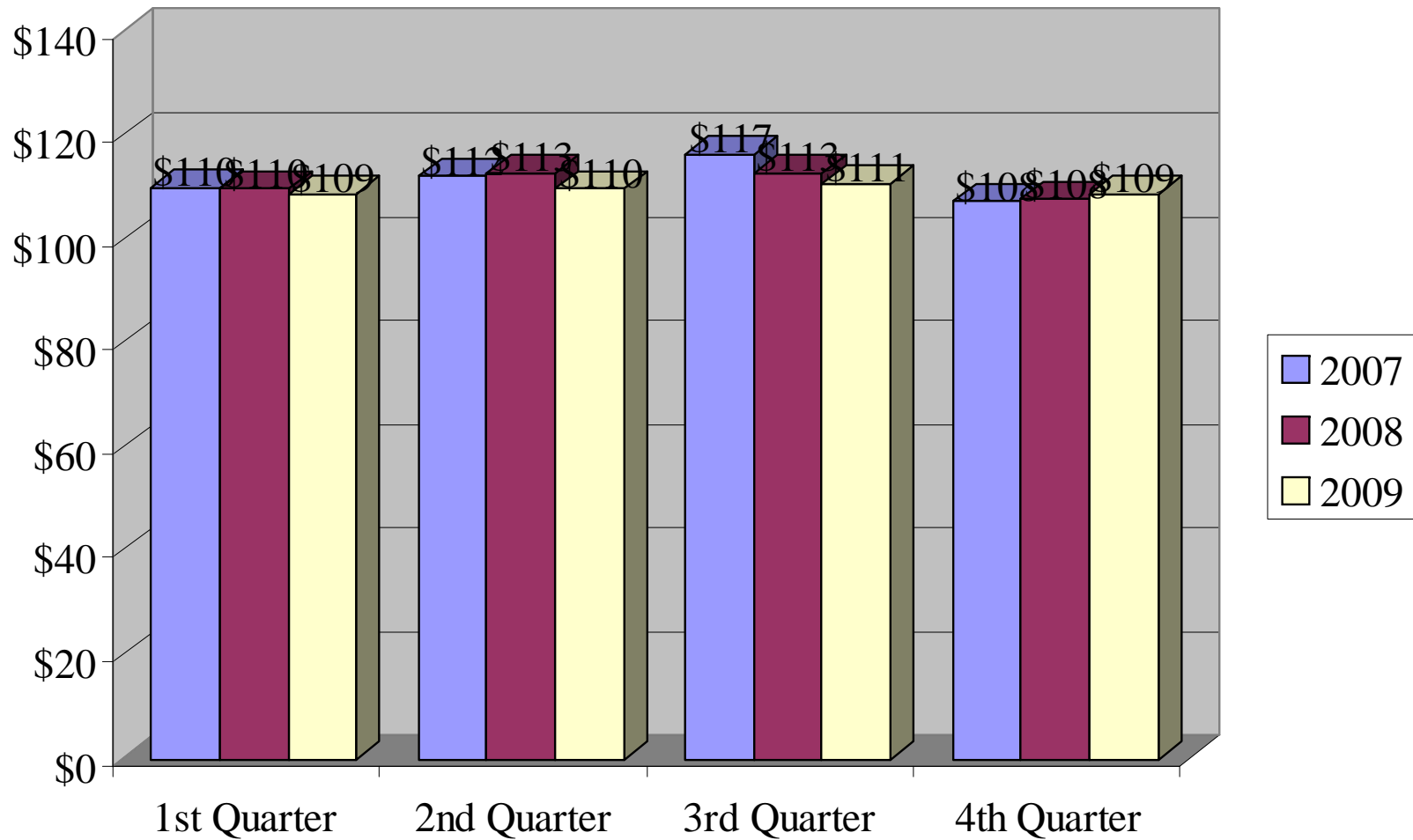


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### US One-Bedroom Rate Trend

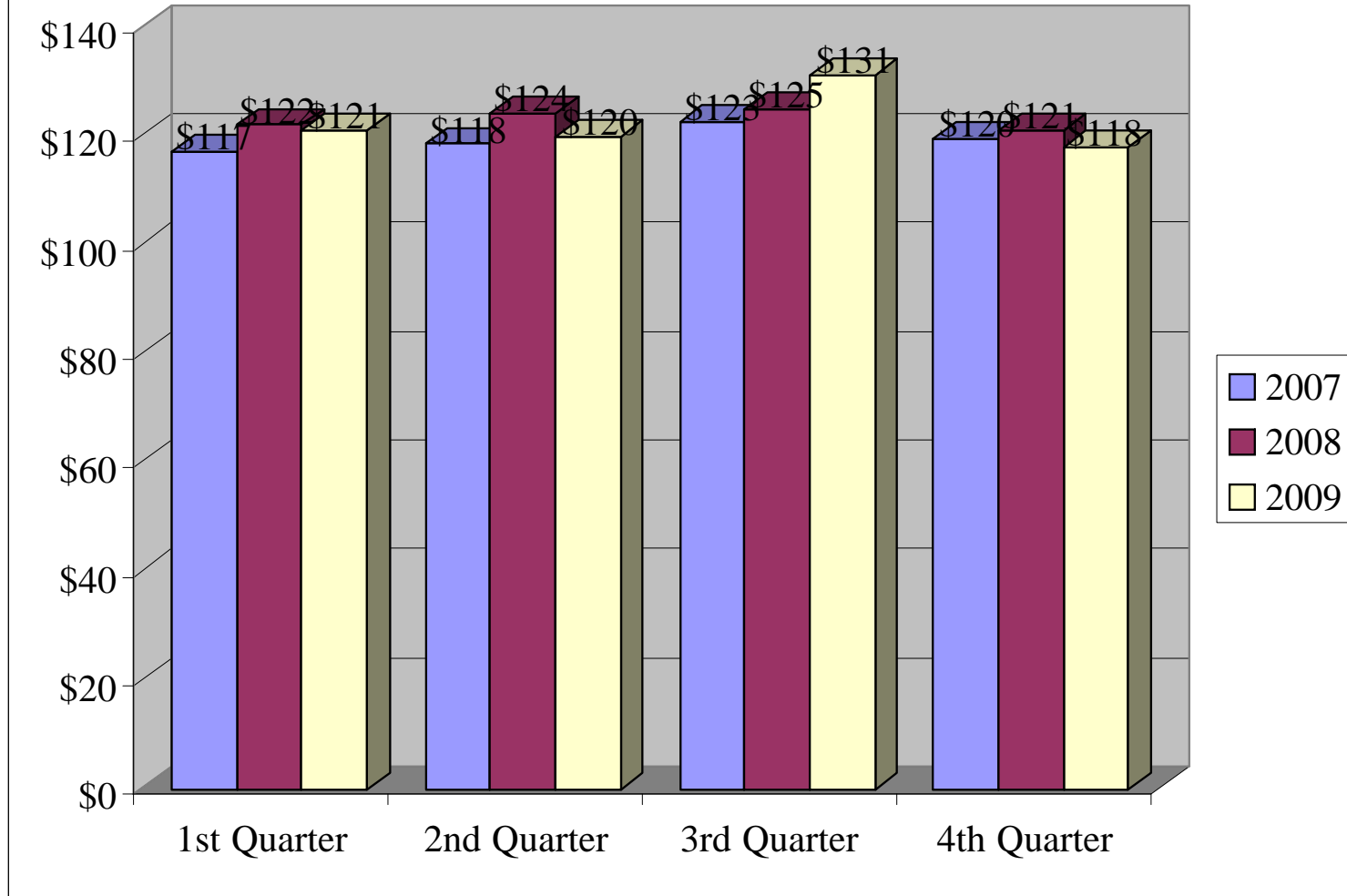


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### US Two-Bedroom Rate Trend

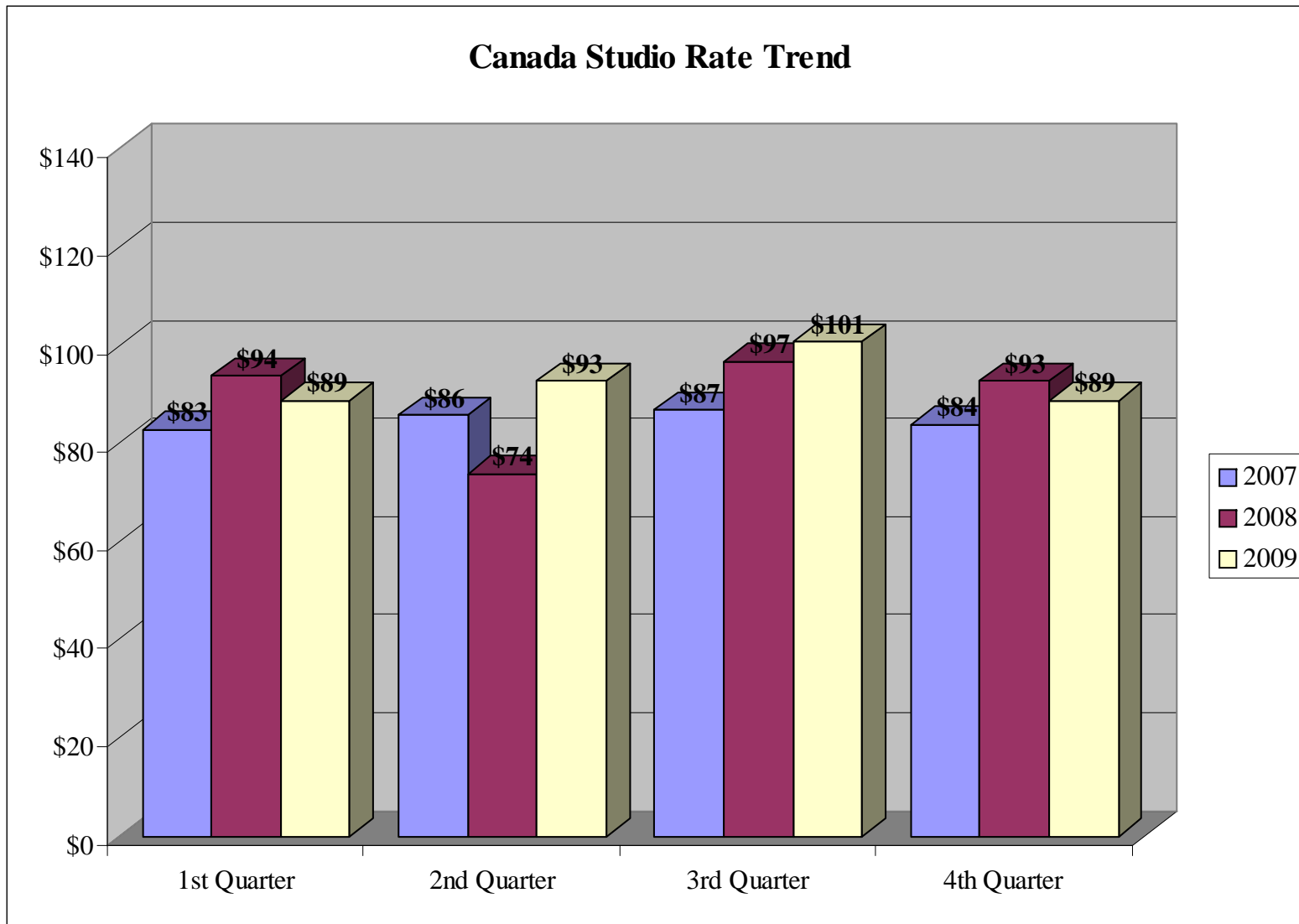


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### Canada Studio Rate Trend

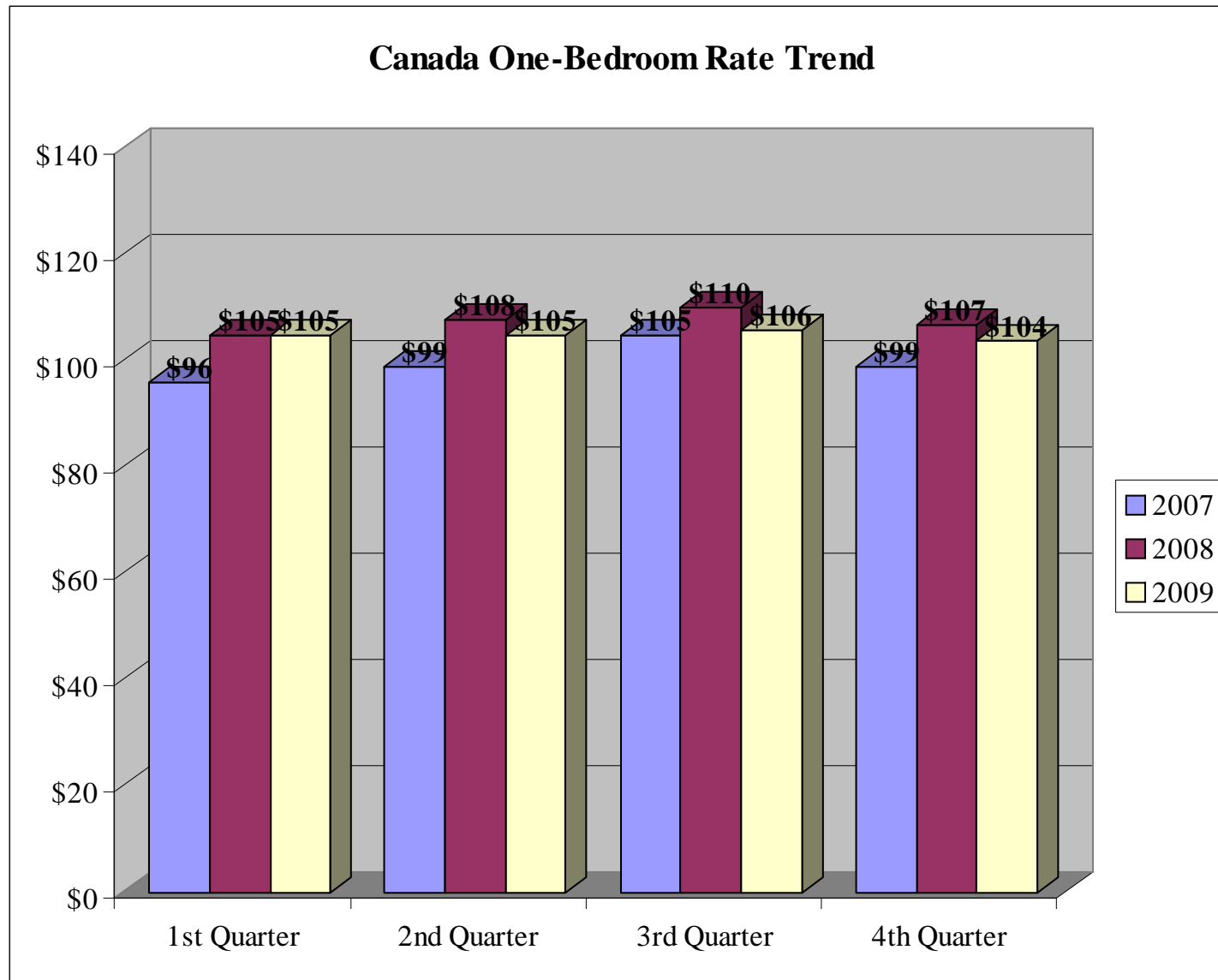


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### Canada One-Bedroom Rate Trend

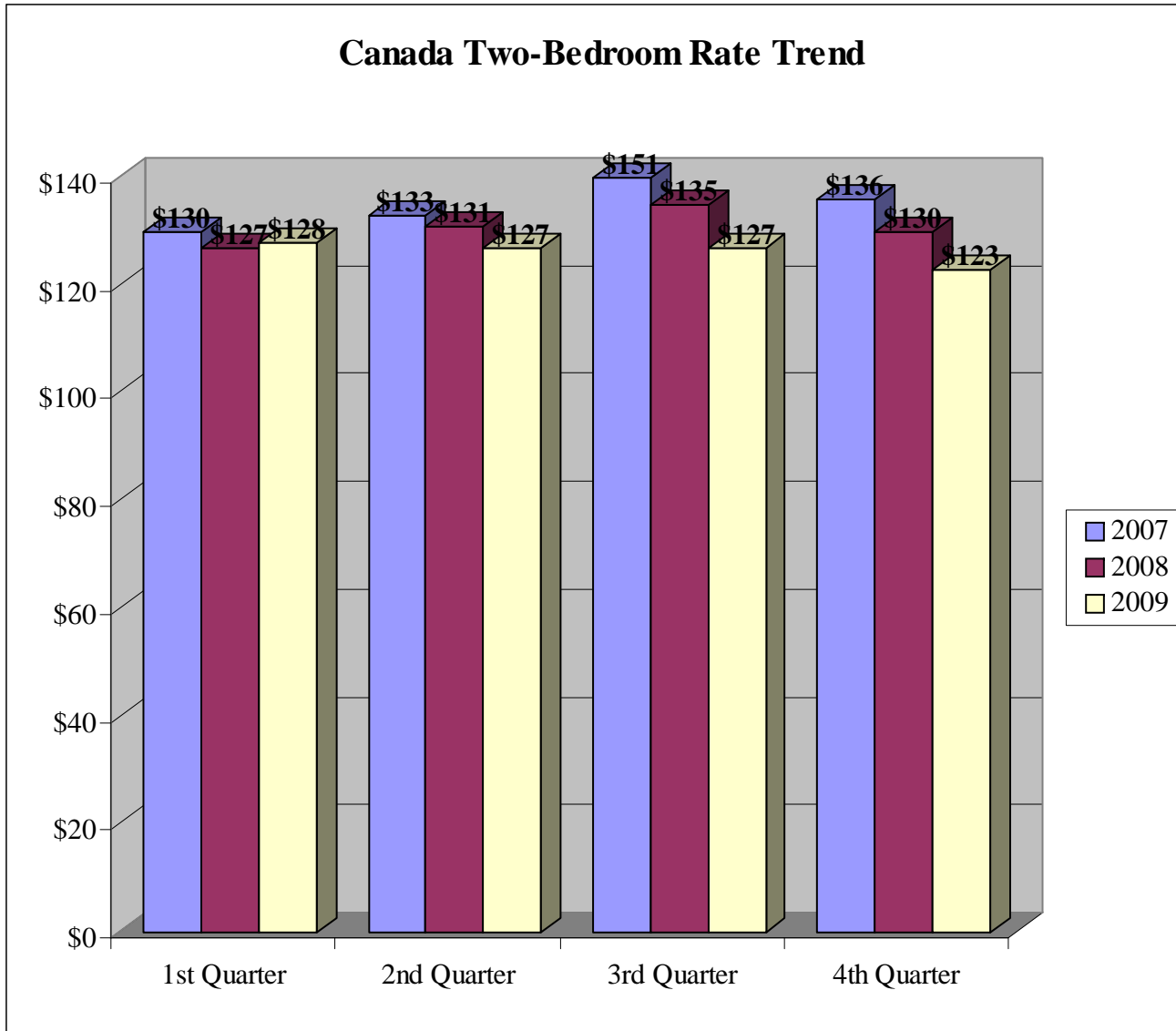


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### Canada Two-Bedroom Rate Trend

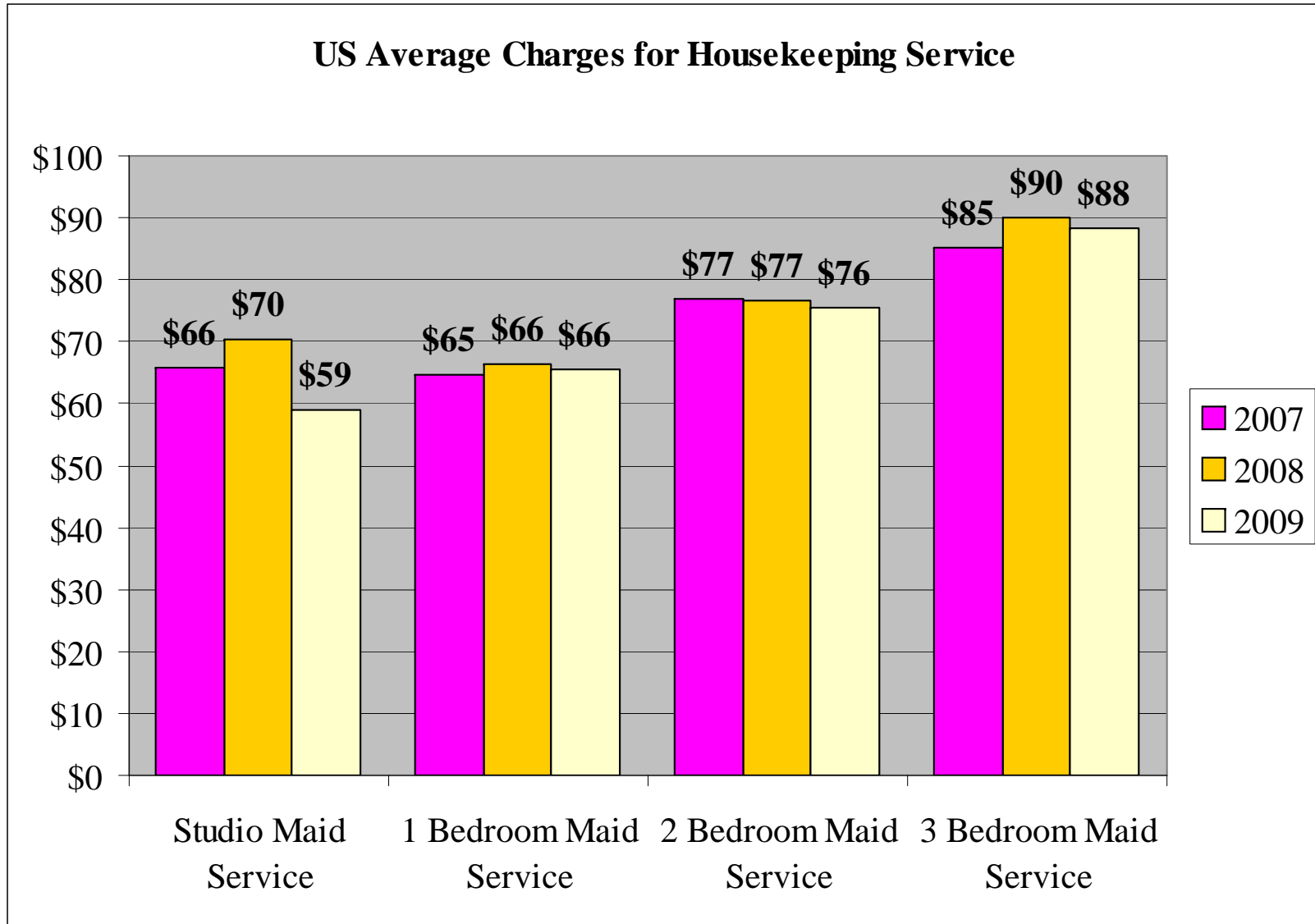


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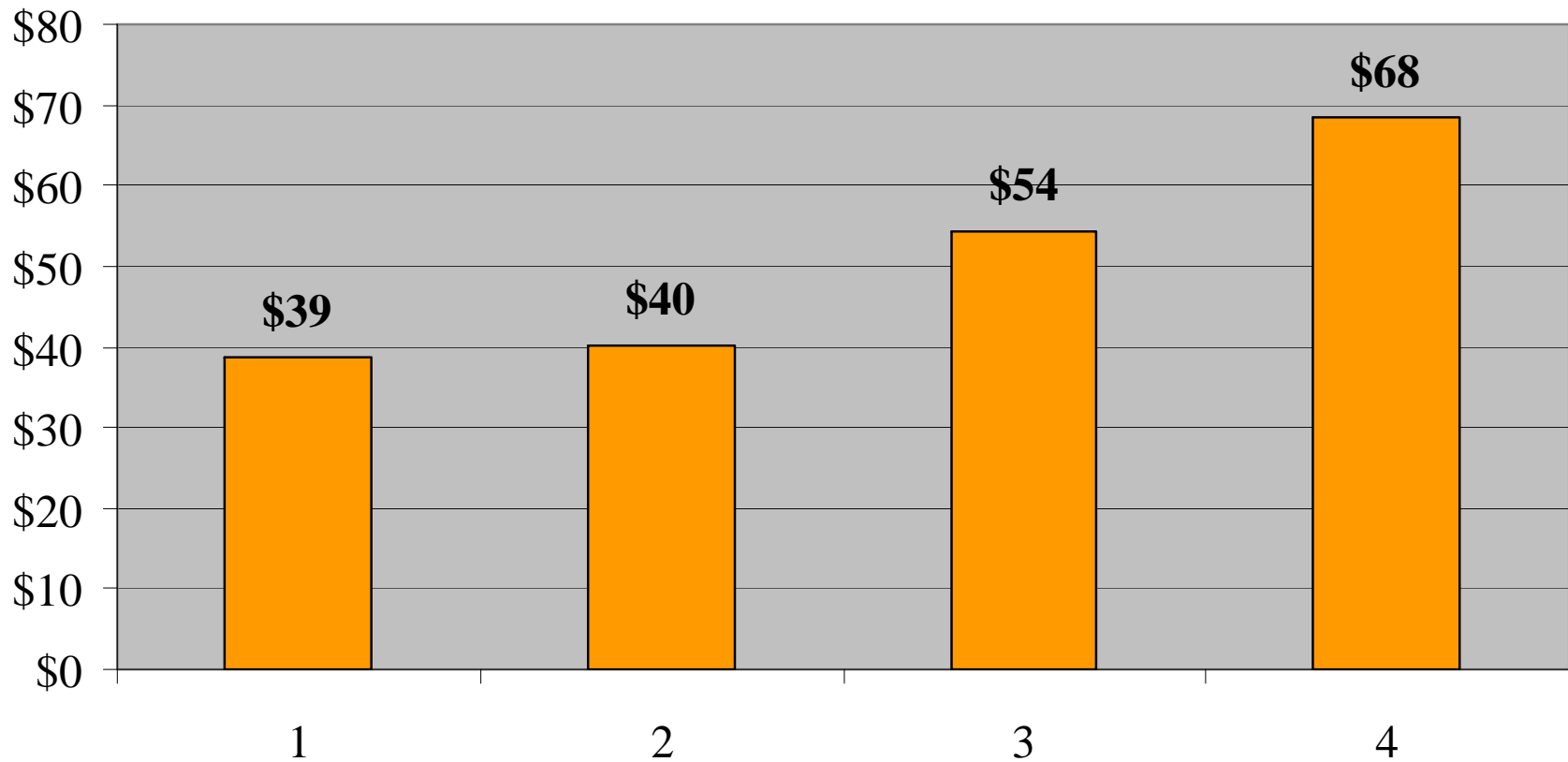
### US Average Charges for Housekeeping Service



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### 2009 Canada Average Charges for Housekeeping

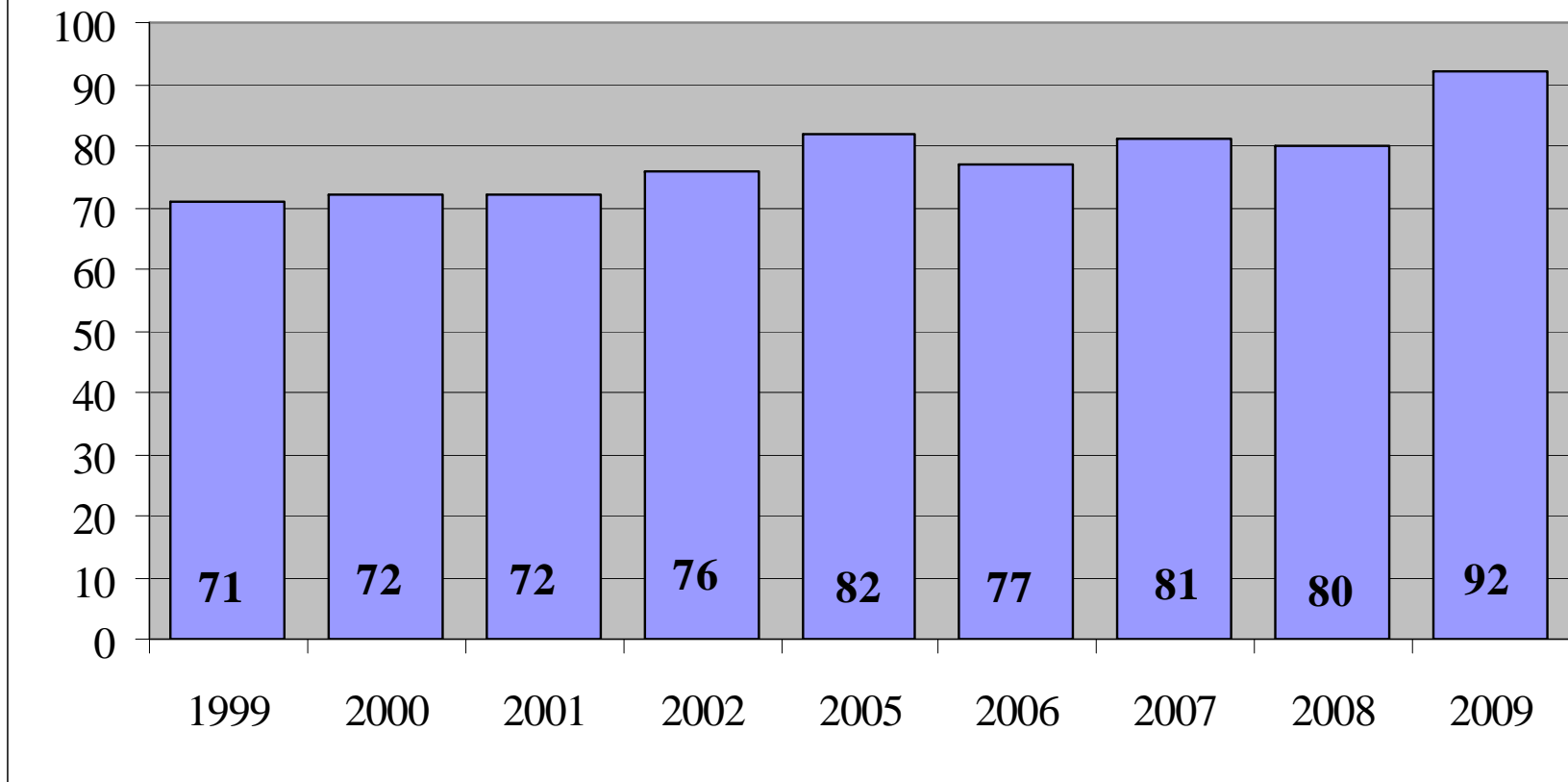


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### Trend in Average Days Stay



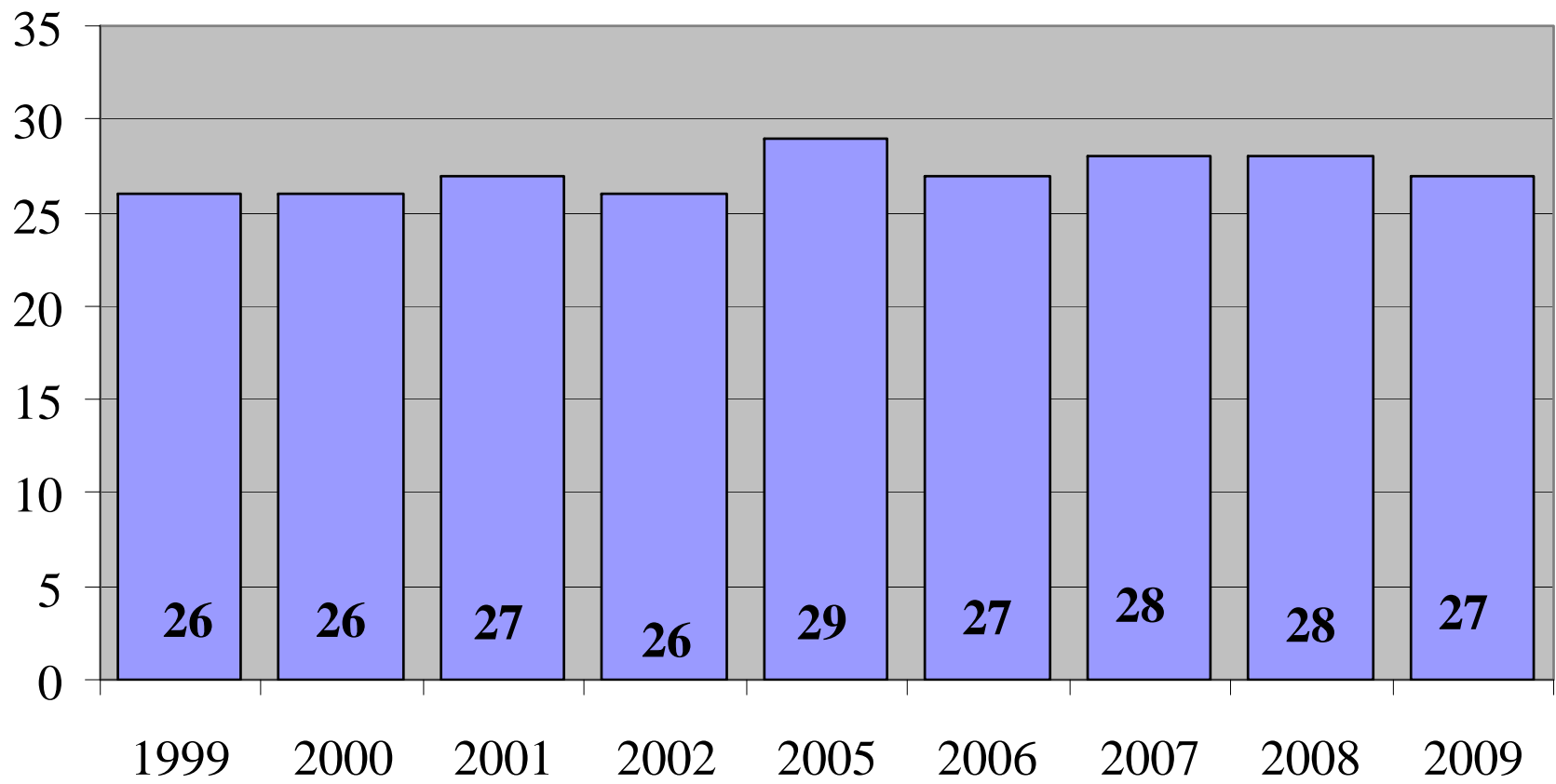
# Fitting into the Lodging Marketplace

	Average Days Stay
Corporate Housing	92
Extended Stay Upscale	3
Extended Stay Mid	14
Extended Stay Economy	35

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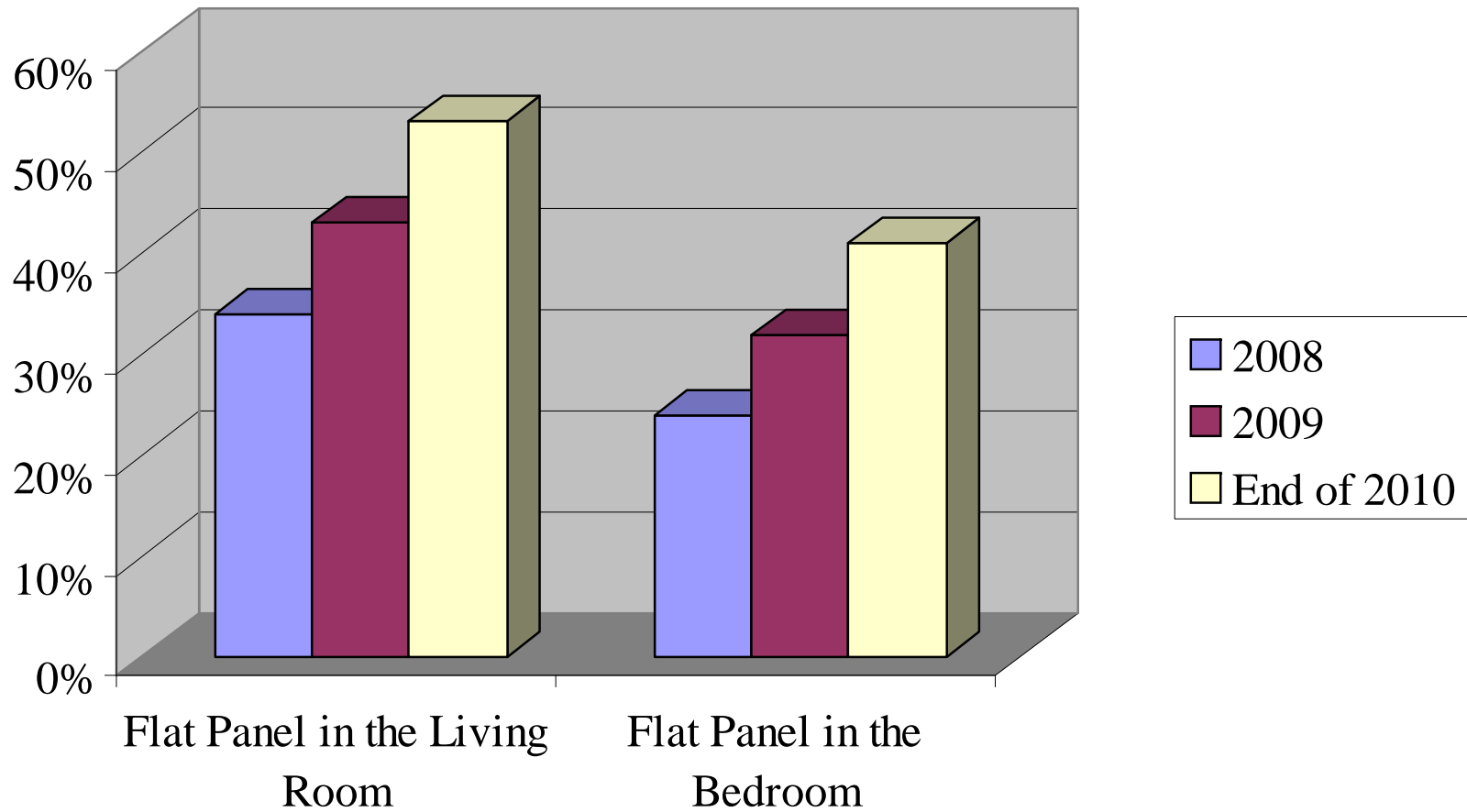
**Trend in Days Notice**



## Flat Panel TV

- US 43% Living Room, exactly where you said you would be, going to 53%
- Canada 63% Living Room going to 87%
- Hotel chain standards have pushed flat panels from the end of 2010 to 2012 (some)

### US Flat Panel Televisions

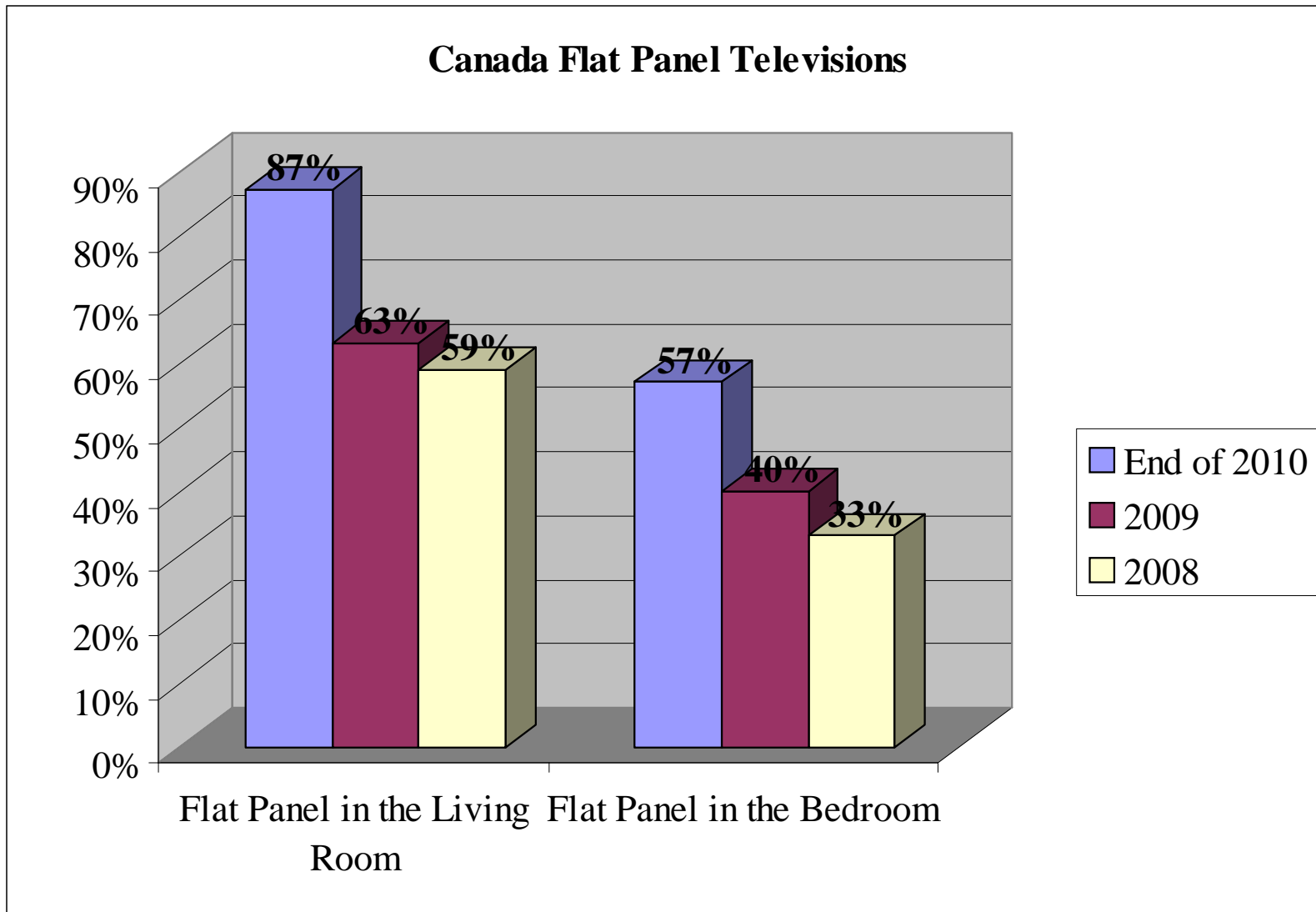


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### Canada Flat Panel Televisions

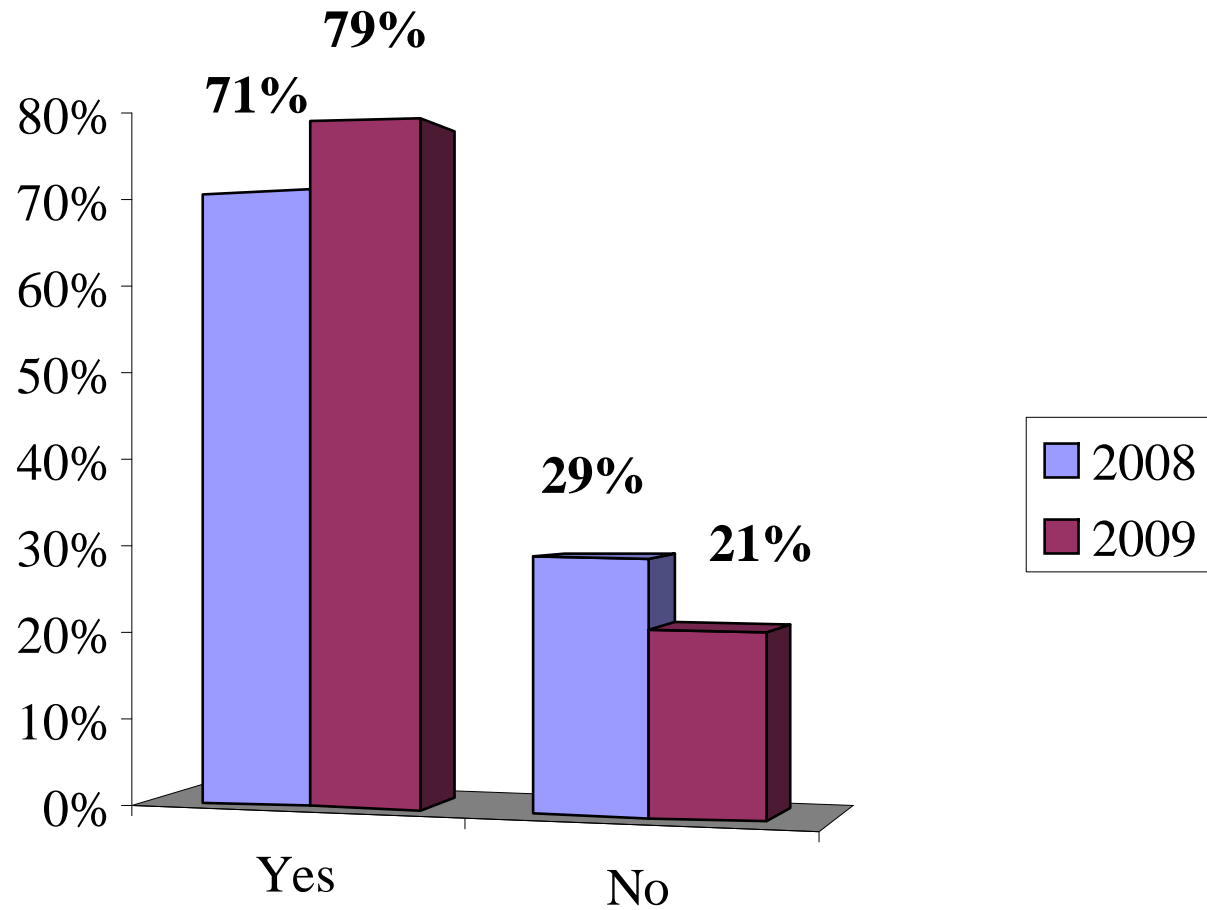


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## US Percent of Operations with Non-Refundable Fees

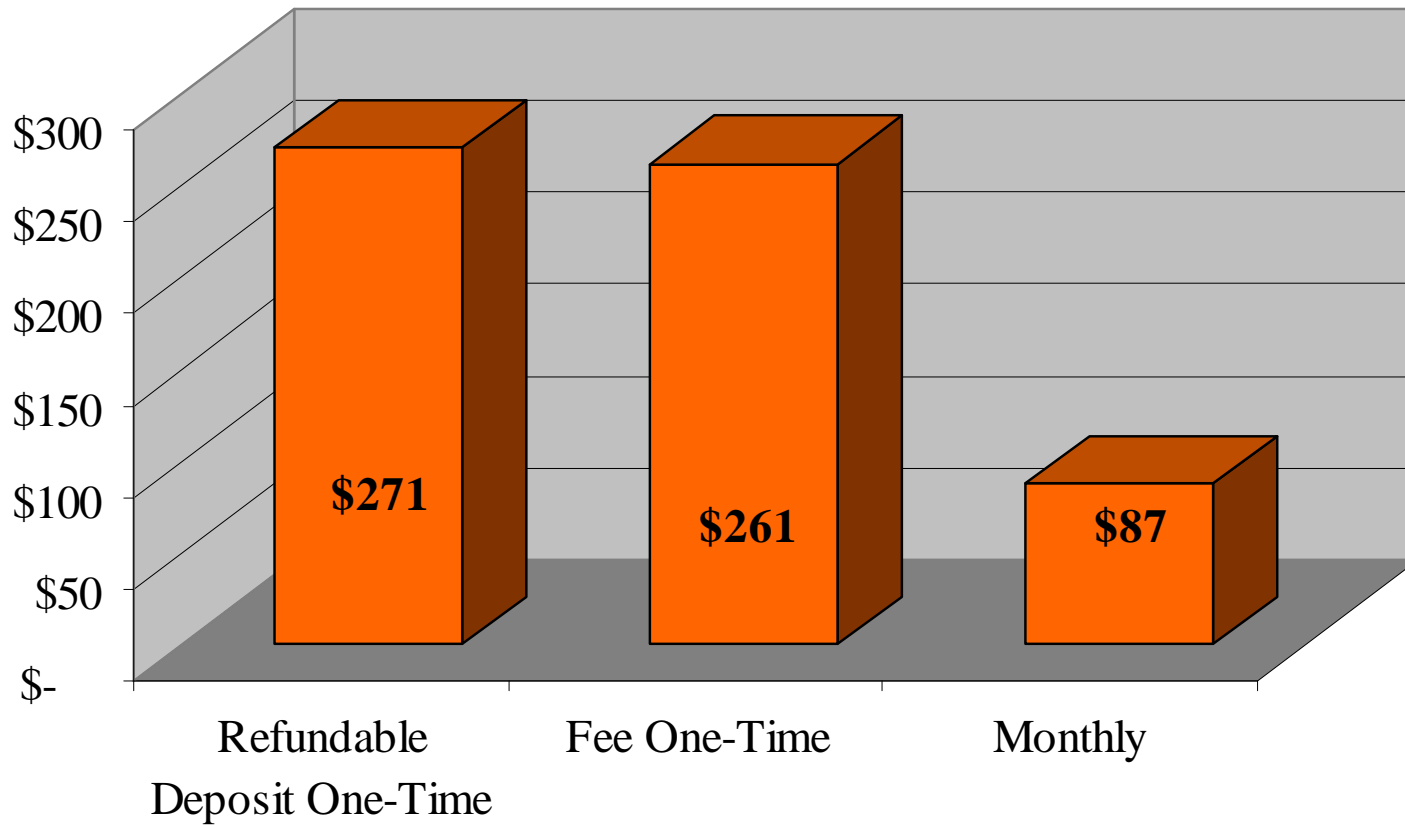


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## Pet Fees

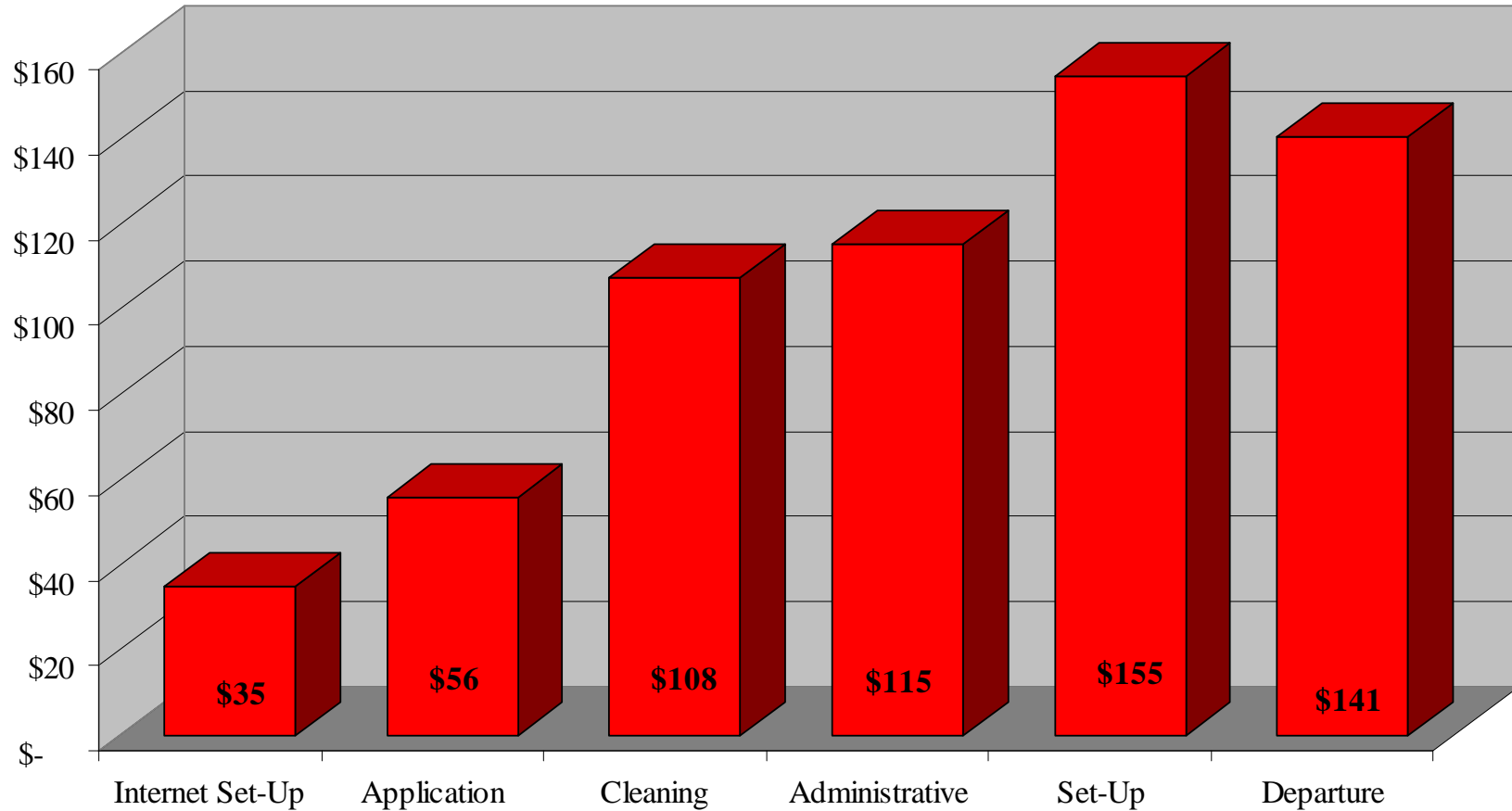


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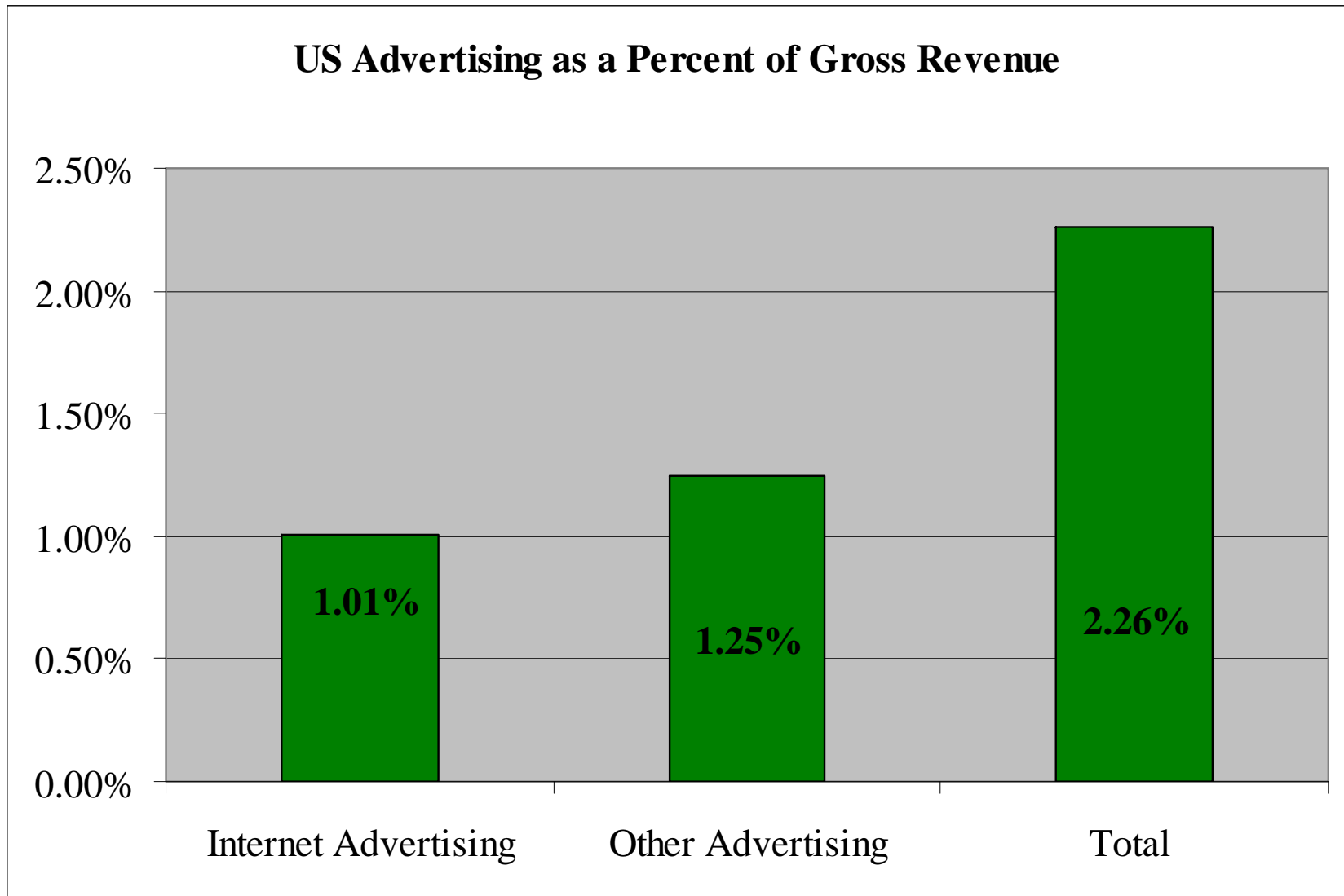
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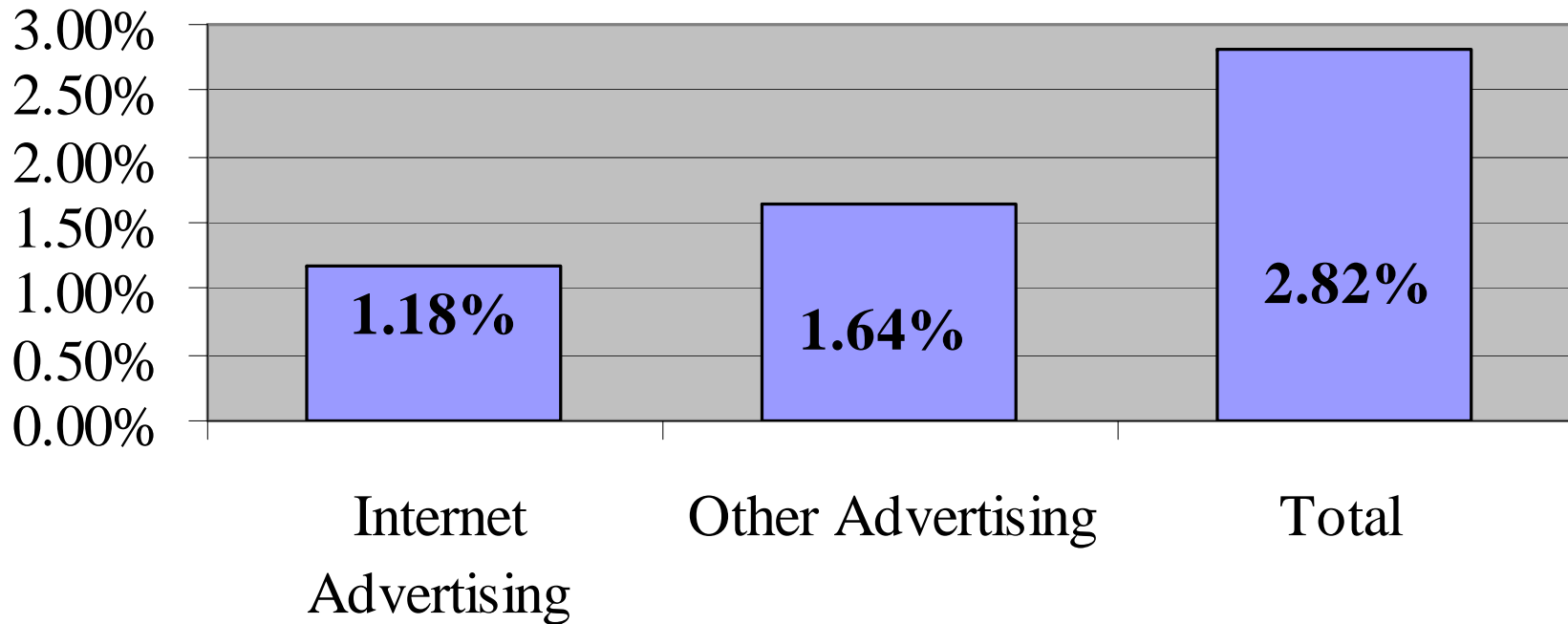
US One-Time Fees



### US Advertising as a Percent of Gross Revenue

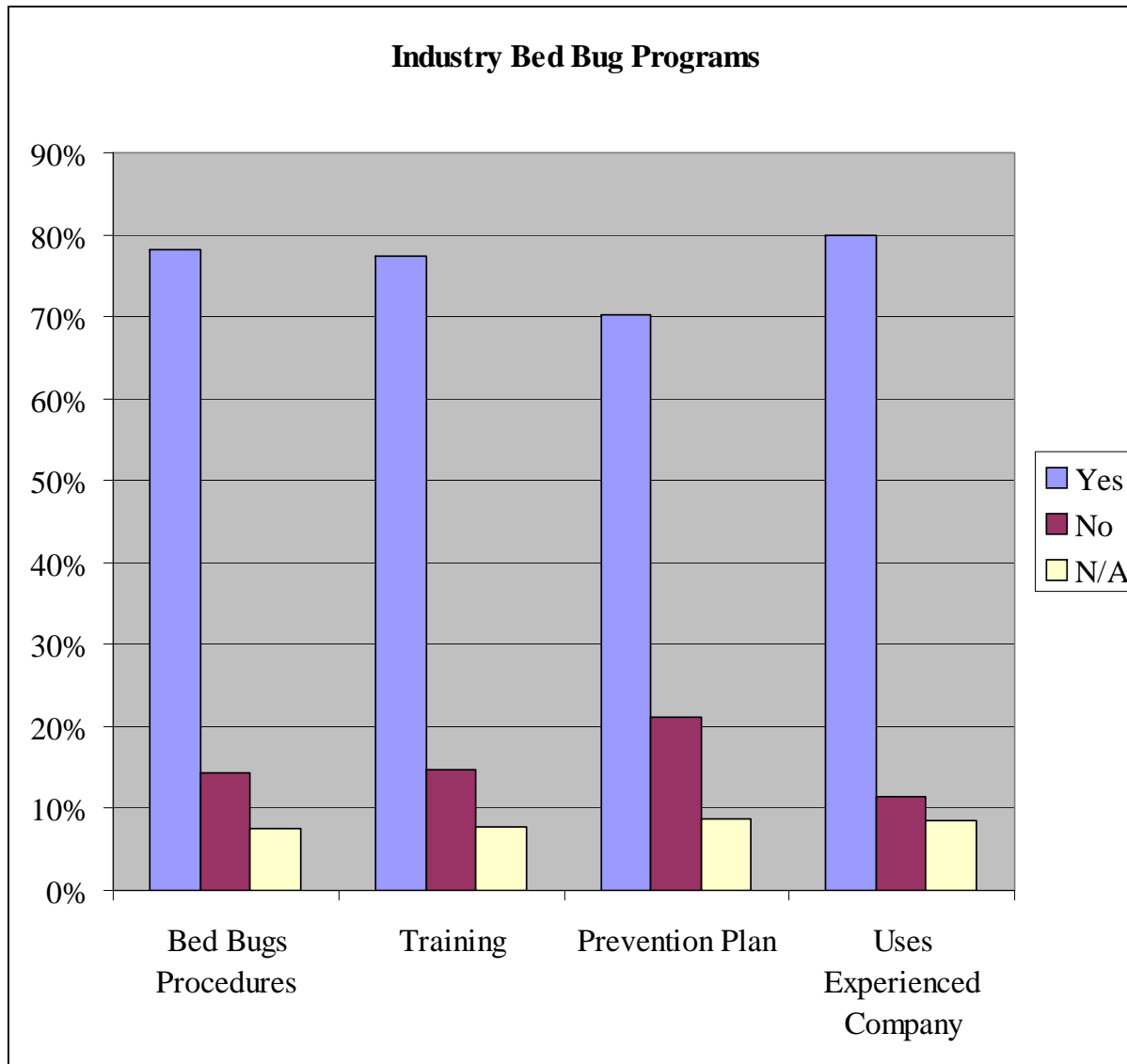


## Canada Advertising as a Percent of Gross Revenue



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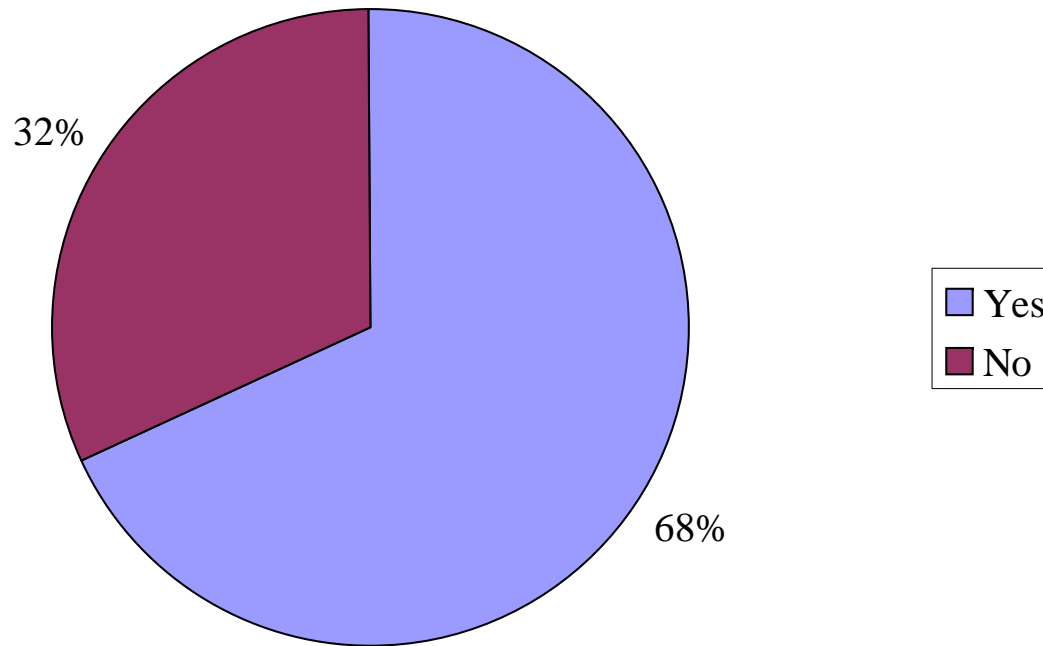


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Interested in a Standard Industry RFP



# Participate

- Data for marketing
- Data to measure performance
- Benchmarks
- Industry credibility with banks and others
- Participants get the report for free

# Reports in your In-Box 3/15/2010

These slides available now.

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# The Highland Group

[www.highland-group.net](http://www.highland-group.net)

404.872.4631

Peggy Berg

Conni Atkinson