

PA Dutch CVB Member Briefing

February 7, 2011

A special thanks to our sponsors:

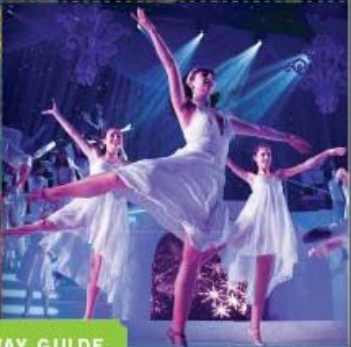
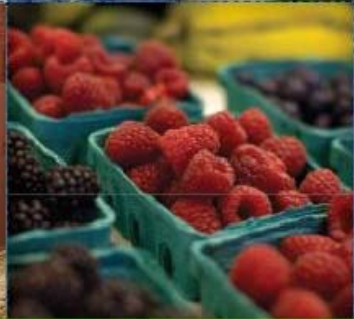
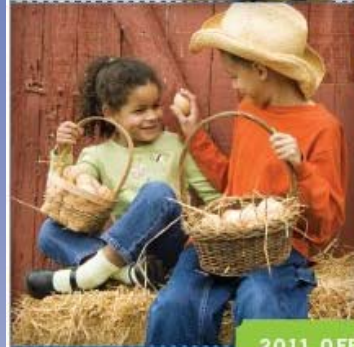


and to *The Cork Factory Hotel* for hosting this meeting



Lancaster County

The Heart of Pennsylvania Dutch Country®



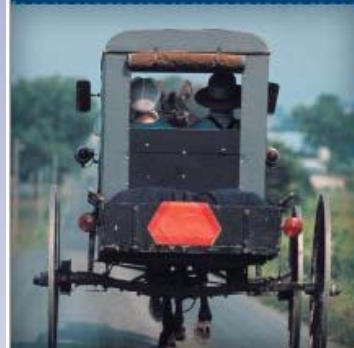
2011 OFFICIAL MAP & OVERNIGHT GETAWAY GUIDE

wake up

IN LANCASTER COUNTY

PaDutchCountry.com

FREE
MAP

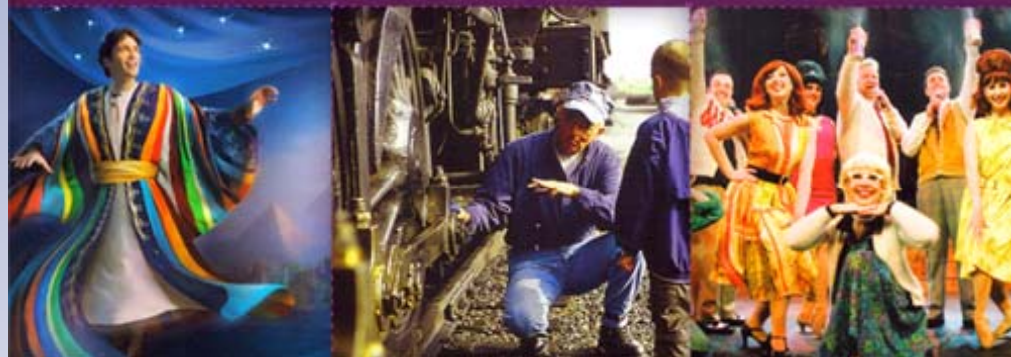




2011 GROUP PLANNING GUIDE

**wake
up**
IN LANCASTER COUNTY

grouptours.PaDutchCountry.com



Gibson C. Armstrong
Director, Government Relations

REDUCING YOUR ENERGY COSTS

Who is BlueStar?

- Founded in 2002
- \$220+M company, strong financial record
- Conservative risk management approach
- One of America's fastest-growing suppliers
- ~200 employees in PA, NJ, DC, IL, MN, TX, CA, Lima Peru
- Recognized by *Inc.* and *Fortune* Magazines
- High customer satisfaction/retention
- Unsurpassed customer service
- Bill our customers directly
- Help customers **use less and spend less**

Ways to Cut Your Energy Costs

- **Spend Less** for What You Use (Supply)
- **Use Less Electricity** (Efficiency)
- **Enroll in Market Programs** (Demand Response)
- **Make Your Own** (Generate Elec./Heat)

Spend Less

- Buy from an Electric Generation Supplier (EGS)
 - Takes title to power
- Buy from an Agent, Broker or Consultant (ABC)
 - Fee for brokering service (ultimately paid by customer)
- Websites
 - papowerswitch.com
 - puc.state.pa.us → Electricity → Suppliers → Licensed Suppliers
- Consider Day Ahead Index
- Consider Budget Billing
- Make sure quote has all Price to Com

Use Less

- Energy audit
- Lighting upgrade
- HVAC optimization
- PTAC optimization
- Variable Frequency Drives

Leverage Market Programs

- Demand Response
- Interruptible Load Response
 - Must be able to curtail 100 kW+
 - Must enroll by 1 Mar 11

Make Your Own

- PV Solar
- Thermal Solar (hot water)
- Emerging technologies (soon?)
 - Battery storage
 - Wind

Thank you for your time

Gibson C. Armstrong
Director of Government Relations

198 Hostetter Lane
Lancaster, PA 17602

(312) 628-8678 (Office)
(717) 371-0124 (Cell)

A look ahead ...

2011 TOURISM FORECAST

How does it look?

- Job outlook will continue to improve slowly
- Inflation will be kept in check
- Fuel prices will continue to rise and level off during the summer
- Demand for value will continue
- Savvy consumers will continue to seek out bargains

How does it look?

- More consumers will use Smartphones for all types of activities. It's just not your kids Smartphone anymore!!
- 4G networks will be more and more of a consideration for service. Consumers will demand more and faster data
- More consumers will use apps and tools such as QR codes, etc. for planning and everyday life
- Guests are using social media tools more and more

What can we expect in 2011?

- Continued growth...albeit at a slower pace than 2010
- Hotel occupancy growth in the 3 to 6% range
- Slow recovery of ADR (average daily rate)
- Guests will still seek out our destination for closeness and value
- Guests are getting smarter and smarter and are using online tools with greater effectiveness

What can we expect in 2011

- Media costs (TV and radio) will continue to increase, but at a much slower pace than in previous recoveries. Good for us!
- Look for an acceleration of the recovery in the 3rd quarter of 2011...which will translate into a lower unemployment rate into the 4th quarter of the year
- A much stronger 2012 leading into the election year

Introducing...

PEER-TO-PEER PRESENTATIONS

NOTE: THE PEER-TO-PEER PRESENTATION, "5 GREAT MARKETING IDEAS OF THE PAST 5 YEARS," CAN BE FOUND ON THE MEETING HIGHLIGHTS PAGE OF THE MEMBERS MICROSITE, WWW.MEMBERS.PADUTCHCOUNTRY.COM