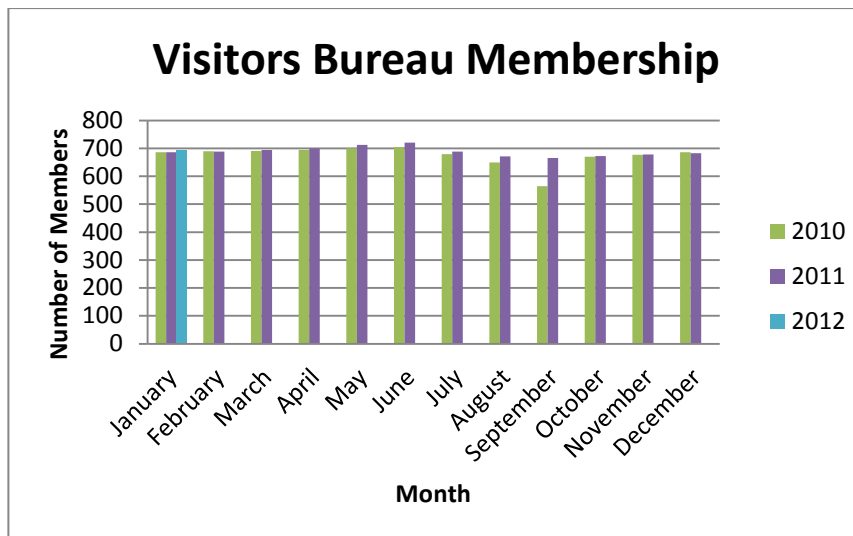


PA Dutch CVB & Industry Dashboard

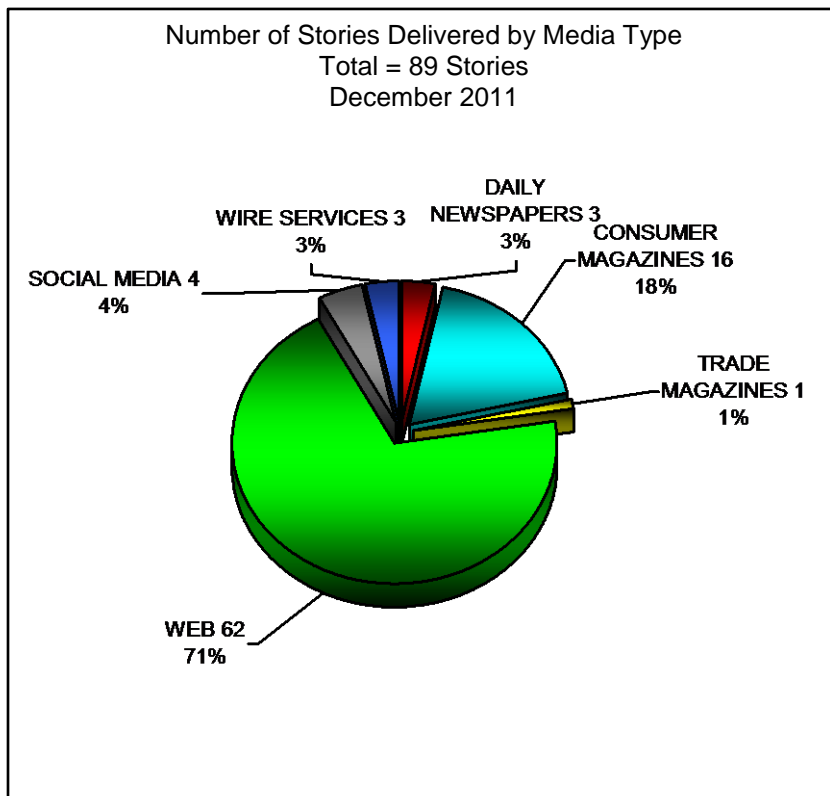
Last updated February 1, 2012

The information included within this CVB & Industry Dashboard provides a snapshot of our destination's travel & tourism sector, and is divided into two reporting categories: 1) the CVB and 2) the industry. The Dashboard is continuously updated.

PA Dutch CVB Outcomes and Measurements



PA Dutch CVB membership ranks now include **692** businesses as compared with **686** in January 2011.



◆ ◆ ◆
The CVB has realized \$14,088,453* in domestic ad equivalency** through December 2011 as compared with \$12,669,566 during the same time period in 2010.

◆ ◆ ◆
The number of stories delivered (to public viewers/readers) since the beginning of 2011 is 1,074*, as compared with 884 in 2010.

The CVB realized more than \$13 million in domestic ad equivalency in 2010.

* It's not uncommon for these numbers to fluctuate from year to year, depending upon which news aggregators and wire services pick up which stories.

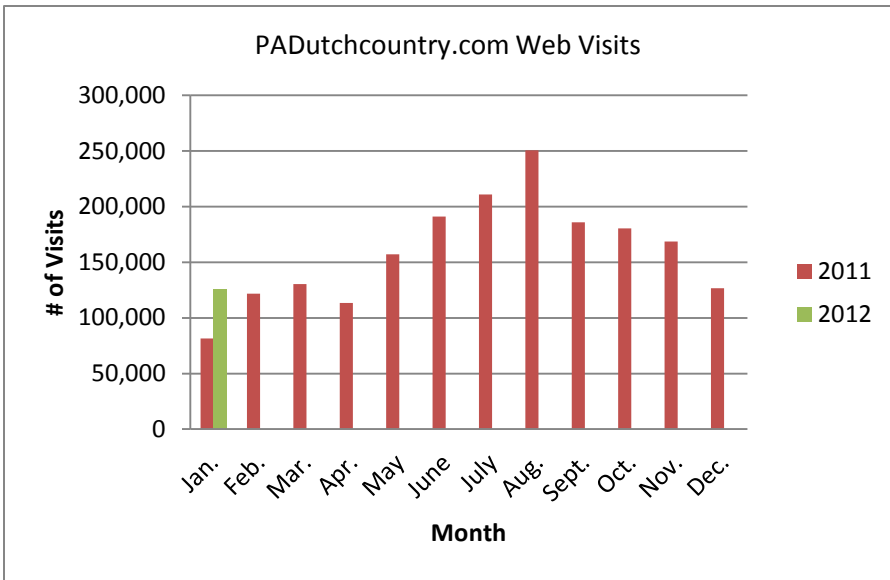
** **Ad Equivalency** is calculated by measuring the column inches (print), or seconds (broadcast media) and multiplying these figures by the respective medium's advertising rates. The resulting number is what it would have cost to place an advertisement of that size in that medium.

January 2012 Web Statistics

Visits: 125,190
Page Views: 589,683
Unique visitors: 97,255
Avg. # pages viewed per visit: 4.71
Avg. time spent on site: 4:36

Year to Date Web Statistics

Visits: 125,190
Page Views: 589,683
Unique visitors: 97,255
Avg. # pages viewed per visit: 4.71
Avg. time spent on site: 4:36



Social Media Report January 2012

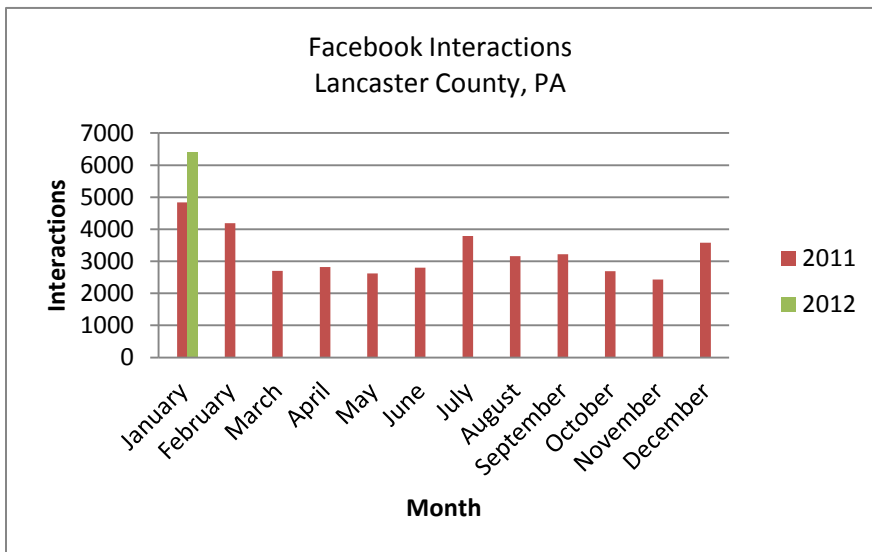
Facebook:

Total Number of unique Interactions:
Lancaster County: 6,419
This is the number of people engaged with our page.

Stream Impressions*:

Average: 11,209/day

* Stream Impressions are the number of times users see posts in their feed from the Lancaster County Page.



YouTube:

January Video Views: 4,147

Twitter:

January Interactions: 61

Flickr:

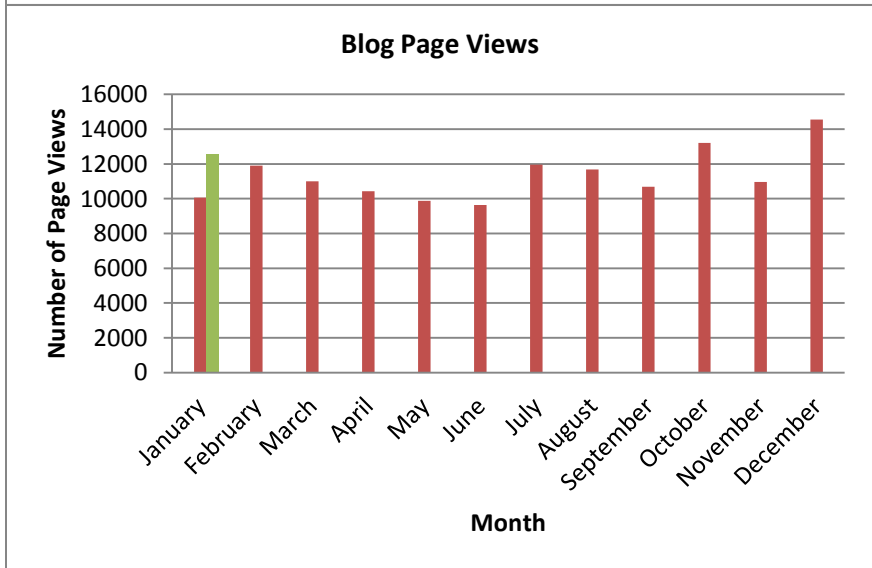
All time Photo Views: 154,161

January Views: 8,153

Blog:

Pageviews: 12,588

Pages/Visit: 2.87



Sales Department Activity

Sales Department Lead Generation – YTD December 2011

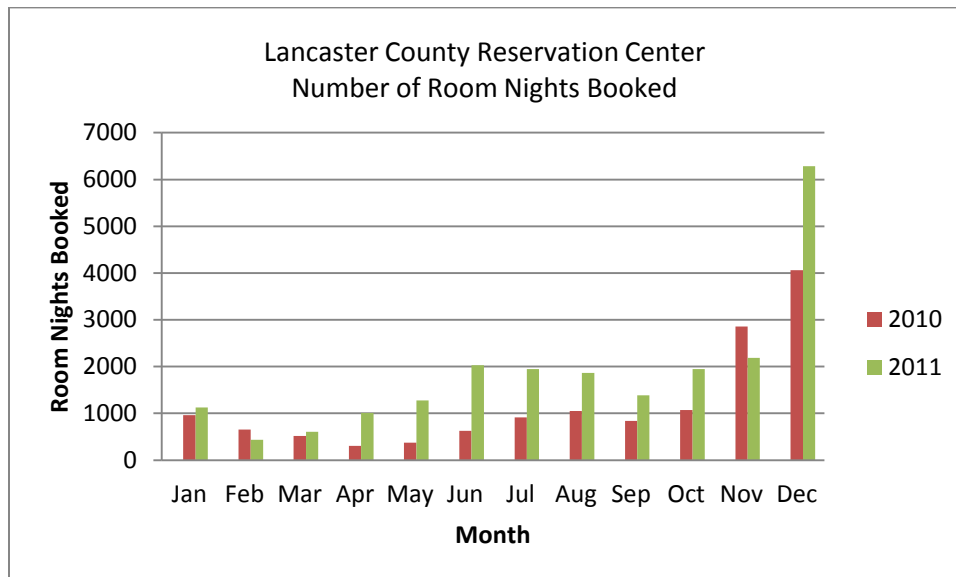
Through December 2011, the sales department generated 841 leads representing 124,000 room nights. This is up 1.5% compared to the same period last year.

Leads are generated through trade shows, sales missions, FAM tours, site visits, solicitation calls, third party planners, and other sales efforts.

Visitor Center Statistics

Location	2011	2010	Variance
Downtown	35,782	42,143	(6,361)
Greenfield	104,341	113,676	(9,335)
Total	140,123	155,819	(15,696)

Industry outcomes and measurements



*These figures represent future and actual bookings for the month.

Lancaster Lodging Report / November 2011

2011 Lancaster County STR Summary

31-Dec

	January			February			March			1st Quarter		
	2011	2010	Variance	2011	2010	Variance	2011	2010	Variance	2011	2010	Variance
Occupancy	32.3%	27.4%	18.1%	37.6%	33.5%	12.0%	45.7%	42.0%	8.6%	38.6%	34.3%	12.3%
ADR	\$79.16	\$80.37	-1.5%	\$78.03	\$77.35	0.9%	\$81.12	\$81.99	-1.1%	\$79.62	\$80.15	-0.7%
RevPar	\$25.58	\$22.00	16.3%	\$29.30	\$25.94	13.0%	\$37.05	\$34.47	7.5%	\$30.70	\$27.52	11.5%
Supply	220,193	223,913	-1.7%	200,004	199,836	0.1%	221,433	223,634	-1.0%	641,630	647,383	-0.9%
Demand	71,156	61,293	16.1%	75,115	67,012	12.1%	101,134	94,021	7.6%	247,405	222,326	11.3%
Revenue	\$5,632,696	\$4,925,979	14.3%	\$5,861,075	\$5,183,565	13.1%	\$8,203,880	\$7,708,886	6.4%	\$19,697,651	\$17,818,430	10.5%
	April			May			June			2nd Quarter		
	2011	2010	Variance	2011	2010	Variance	2011	2010	Variance	2011	2010	Variance
Occupancy	54.7%	52.8%	3.7%	53.6%	52.7%	1.8%	63.5%	60.8%	4.4%	57.3%	55.4%	3.4%
ADR	\$87.31	\$85.79	1.8%	\$90.18	\$90.57	-0.4%	\$96.48	\$96.32	0.2%	\$91.58	\$91.13	0.5%
RevPar	\$47.77	\$45.26	5.5%	\$48.38	\$47.71	1.4%	\$61.30	\$58.61	4.6%	\$52.43	\$50.48	3.9%
Supply	215,040	217,170	-1.0%	221,898	222,115	-0.1%	214,740	215,040	-0.1%	651,678	654,325	-0.4%
Demand	117,660	114,583	2.7%	119,044	117,000	1.7%	136,430	130,846	4.3%	373,134	362,429	3.0%
Revenue	\$10,272,829	\$9,829,588	4.5%	\$10,734,799	\$10,597,020	1.3%	\$13,162,847	\$12,602,622	4.4%	\$34,170,475	\$33,029,230	3.5%
	July			August			September			3rd Quarter		
	2011	2010	Variance	2011	2010	Variance	2011	2010	Variance	2011	2010	Variance
Occupancy	71.2%	66.7%	6.8%	74.5%	68.8%	8.3%	64.8%	62.9%	3.0%	70.2%	66.2%	6.1%
ADR	\$101.76	\$100.69	1.1%	\$102.20	\$103.08	-0.9%	\$90.68	\$92.71	-2.2%	\$98.56	\$99.05	-0.5%
RevPar	\$72.46	\$67.16	7.9%	\$76.17	\$70.95	7.3%	\$58.77	\$58.34	0.7%	\$69.21	\$65.56	5.6%
Supply	221,898	222,208	-0.1%	221,712	222,208	-0.2%	216,810	215,040	0.8%	660,420	659,456	0.1%
Demand	158,004	148,207	6.6%	165,242	152,956	8.0%	140,527	135,324	3.8%	463,773	436,487	6.3%
Revenue	\$16,078,199	\$14,923,384	7.7%	\$16,886,916	\$15,766,025	7.1%	\$12,742,684	\$12,545,850	1.6%	\$45,707,799	\$43,235,259	5.7%
	October			November			December			4th Quarter		
	2011	2010	Variance	2011	2010	Variance	2011	2010	Variance	2011	2010	Variance
Occupancy	66.2%	67.1%	-1.3%	48.5%	46.8%	3.7%	36.3%	35.0%	3.8%	50.4%	49.6%	1.5%
ADR	\$94.15	\$92.62	1.7%	\$91.47	\$87.30	4.8%	\$85.54	\$79.07	8.2%	\$91.22	\$87.77	3.9%
RevPar	\$62.36	\$62.14	0.4%	\$44.37	\$40.83	8.7%	\$31.04	\$27.64	12.3%	\$45.94	\$43.57	5.5%
Supply	224,099	222,208	0.9%	216,870	215,040	0.9%	224,099	222,208	0.9%	665,068	659,456	0.9%
Demand	148,433	149,084	-0.4%	105,207	100,576	4.6%	81,323	77,676	4.7%	334,963	327,336	2.3%
Revenue	\$13,975,157	\$13,808,256	1.2%	\$9,622,853	\$8,780,388	9.6%	\$6,956,464	\$6,141,581	13.3%	\$30,554,474	\$28,730,225	6.3%
	YTD											
	2011	2010	Variance									
Occupancy	54.2%	51.5%	5.3%									
ADR	\$91.69	\$91.07	0.7%									
RevPar	\$49.69	\$46.86	6.0%									
Supply	2,618,796	2,620,620	-0.1%									
Demand	1,419,275	1,348,578	5.2%									
Revenue	\$130,130,399	\$122,813,144	6.0%									
Tax Estimate	\$2,446,452	\$2,308,887	6.0%									

*Source: Smith Travel Research, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

**Note: Monthly statistics reflect *actual* data for responding properties and *estimated* data for non-responding properties. Lancaster County properties are reflected in the monthly STR reports.

Glossary of Terms:

Occupancy	Room Demand / Room Supply
Room Rate	Room Revenue / Room Demand
RevPAR (revenue per available room)	Room Revenue / Room Supply
Room Supply	Census Rooms x Number of Days in Month
Room Demand	Number of Rooms Sold
Room Revenue	Total Revenue Collected
Census Props (properties)	Number of Properties Reflected in Statistics
Census Rooms	Number of Rooms for Census Properties
% Rooms Sample	Number of Census Properties Responding