

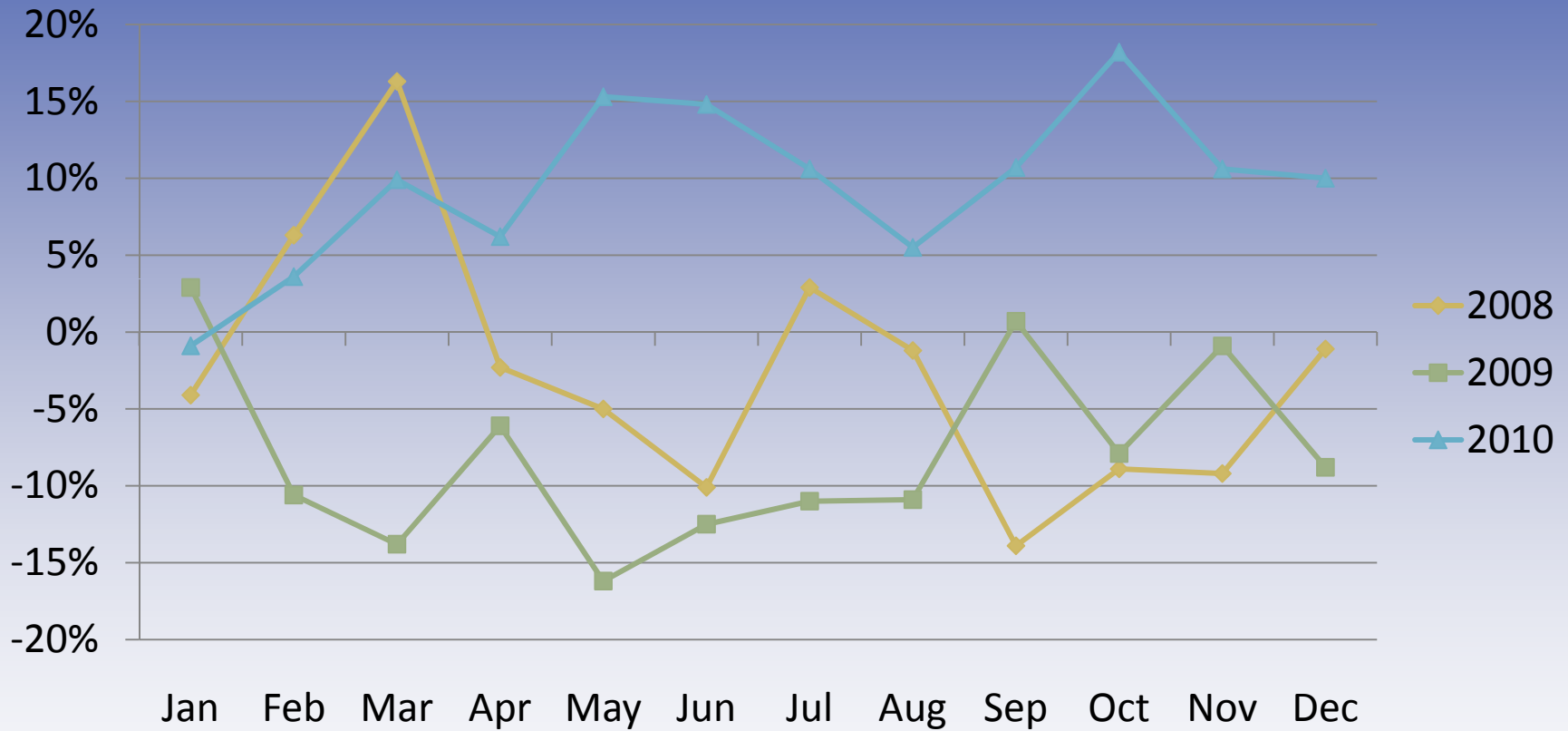
PA Dutch CVB Board Presentation

December 9, 2010

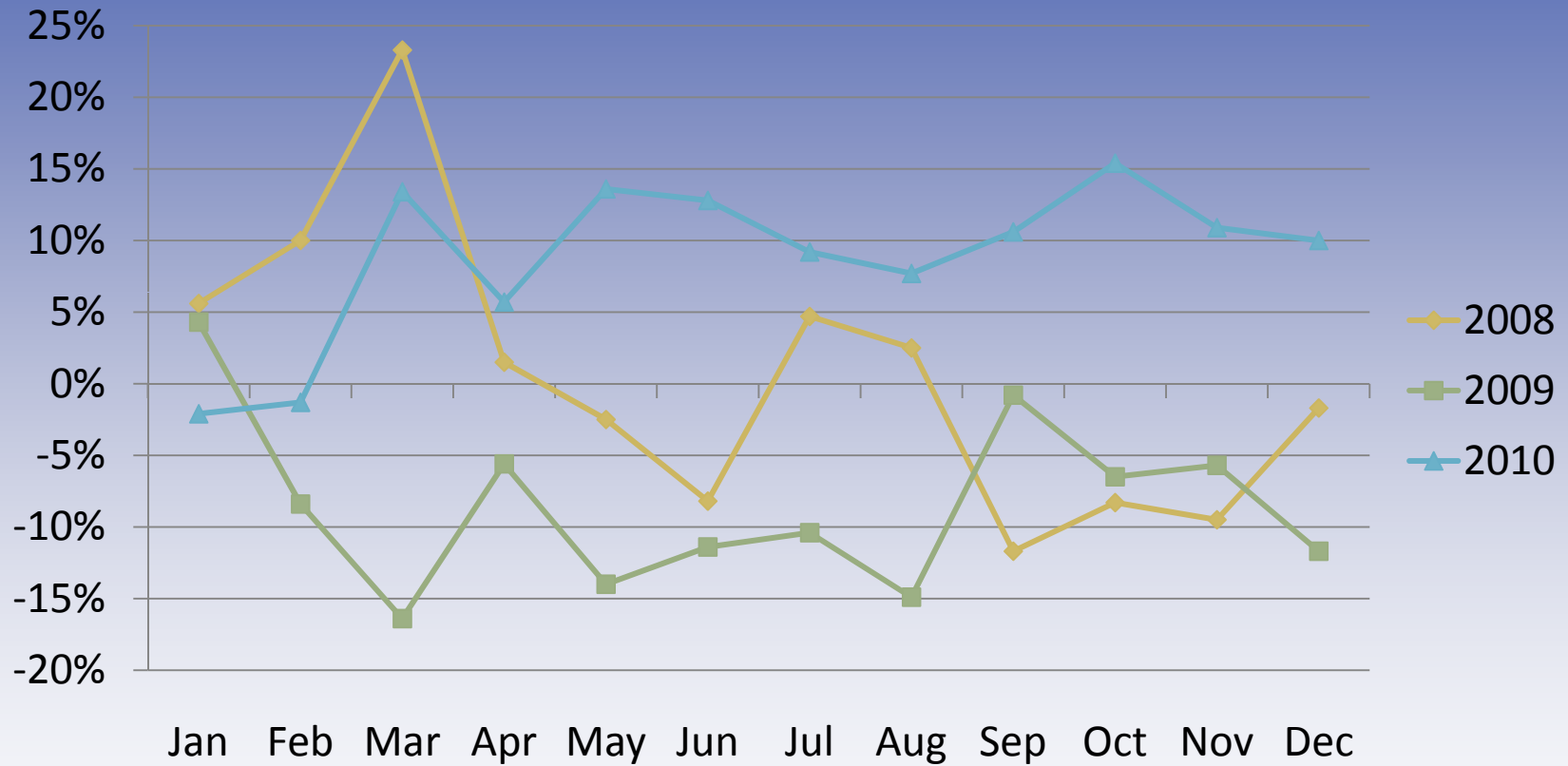
Mike Messina



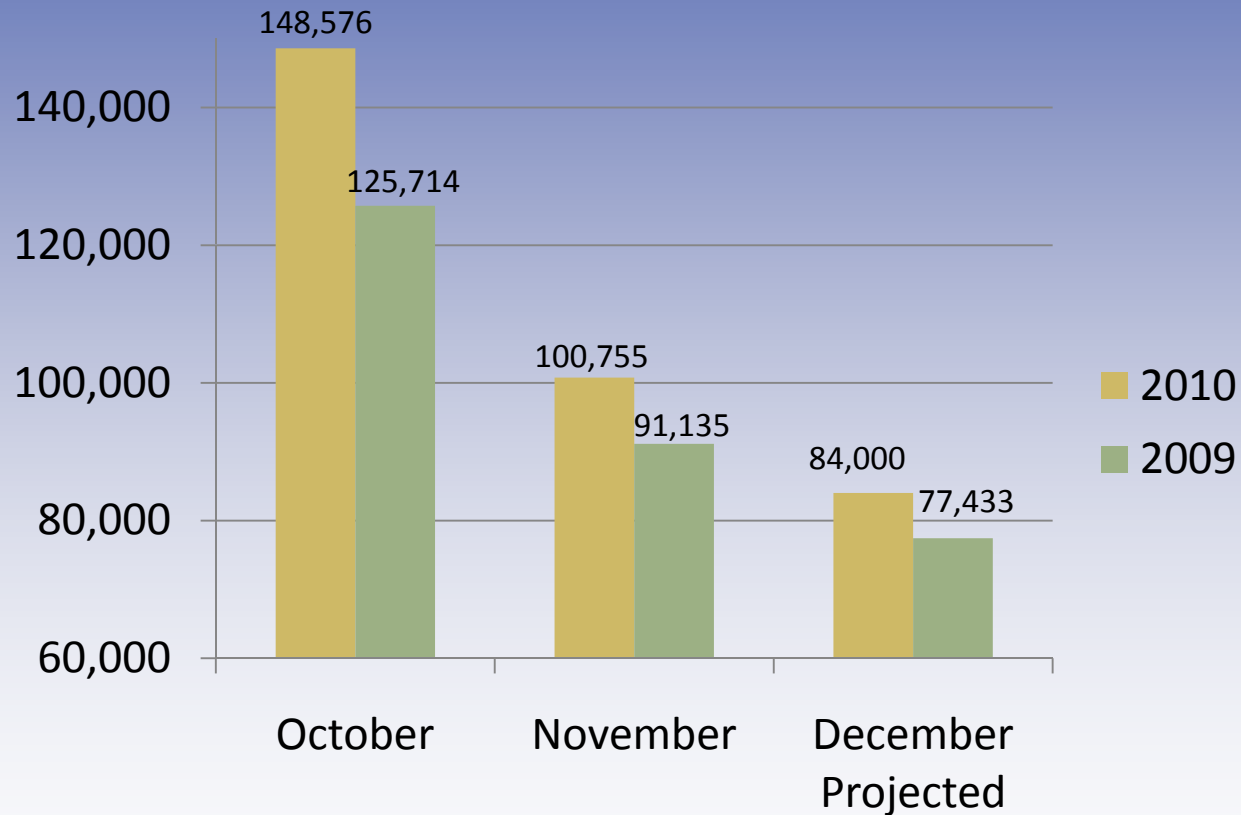
Room Demand Increases by Month



Room Revenue Increases by Month



4th Quarter Room Demand – Lancaster (Source = Smith Travel Research)



Yearly Room Revenue – Lancaster (Source = Smith Travel Research)

