



# PA Dutch CVB Member Briefing

**August 19, 2010**

A special thanks to our sponsors:



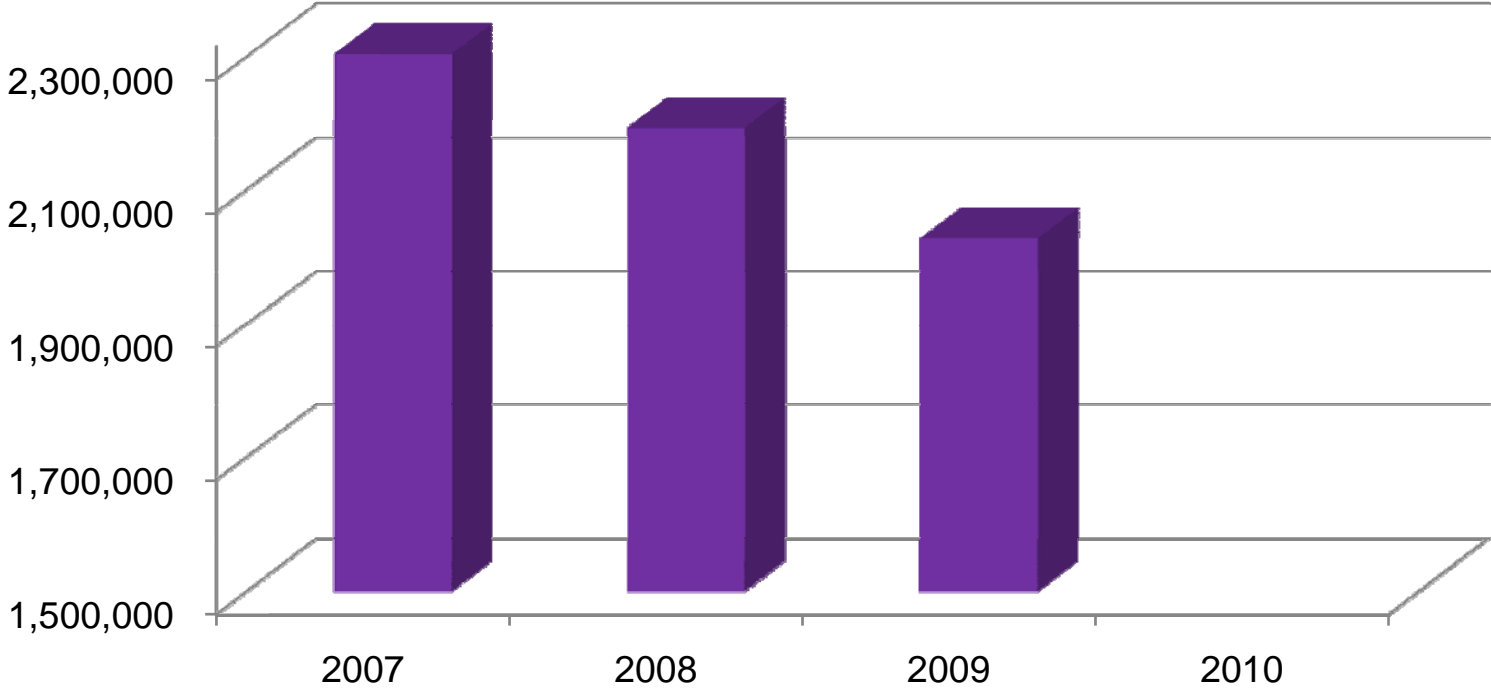
and to ***The Conference Center at Lancaster-Lebanon IU13***  
for hosting this meeting

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- 1. Funding Update**
  - 2. Heads in Beds**
  - 3. Tourism Forecast**
  - 4. Educational Offerings**



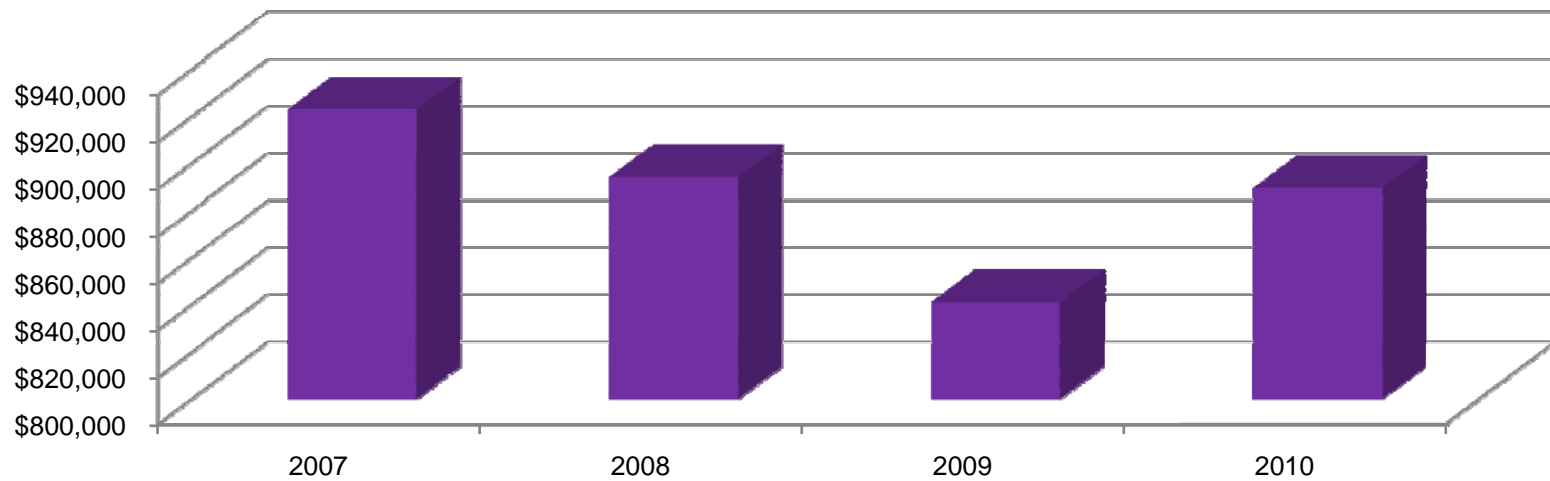
# Funding Update

# CVB Portion of Hotel Tax



2007	2008	2009	2010 Projected
\$2,303,640	\$2,193,126	\$2,027,335	\$2,275,000

## PA Dutch CVB's portion of Hotel Tax *January - June 2010*



2007	2008	2009	2010
\$922,969	\$ 894,211	\$841,181	\$889,456

# Lancaster County STR Report Summary

## Year-to-date

(through August 7, 2010)

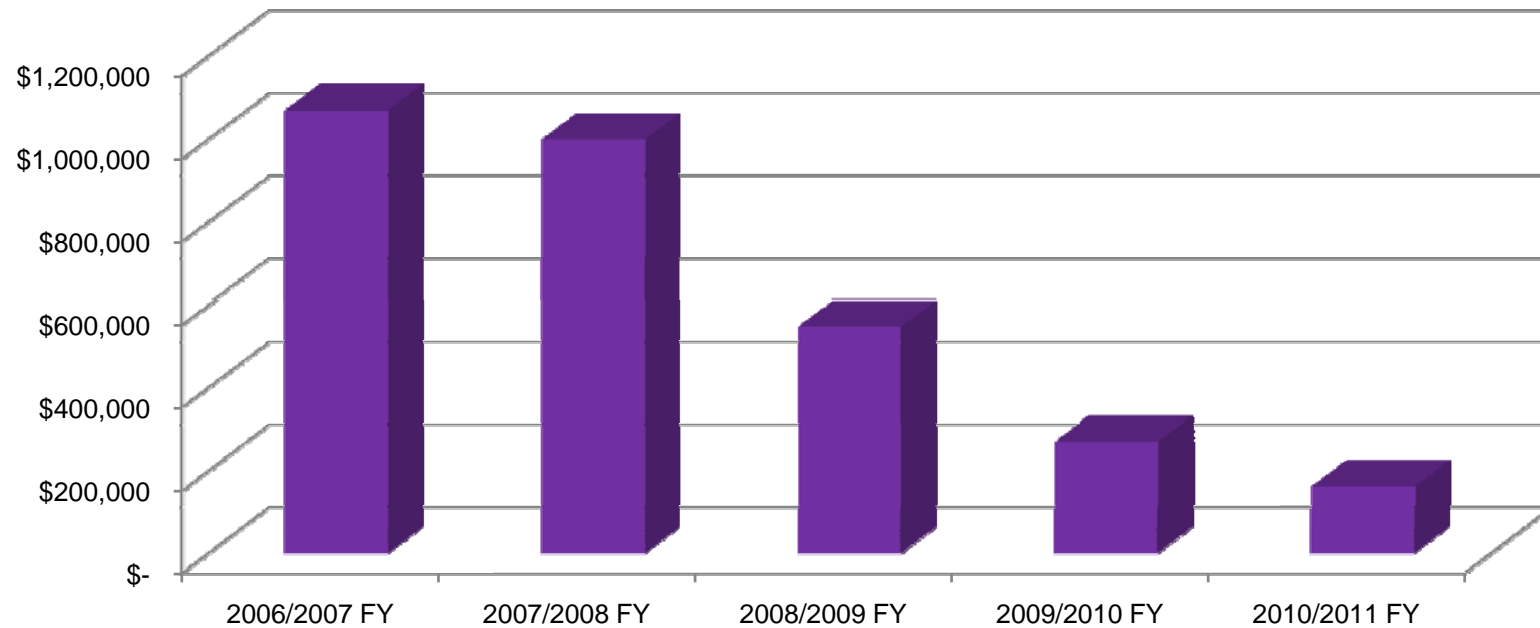
YTD	2010	2009	Variance
Occupancy	49.0%	45.7%	7.2%
ADR	\$90.40	\$90.61	-0.2%
RevPar	\$44.33	\$41.11	7.0%
Supply	1,619,893	1,553,146	4.3%
Demand	794,311	710,239	11.8%
Revenue	\$71,802,349	\$64,357,956	11.6%

# Lancaster County STR Data

## Midweek vs. Weekend Comparison

YTD	Midweek			Weekend		
	<u>2010</u>	<u>2009</u>	<u>Variance</u>	<u>2010</u>	<u>2009</u>	<u>Variance</u>
Occupancy	43.5%	40.0%	8.8%	62.4%	59.5%	4.8%
ADR	\$88.10	\$87.71	0.4%	\$94.29	\$95.34	-1.1%
RevPar	\$38.36	\$35.11	9.2%	\$58.80	\$56.75	3.6%
Supply	1,147,190	1,099,196	4.4%	472,703	453,950	4.1%
Demand	499,512	440,042	13.5%	294,799	270,197	9.1%
Revenue	\$44.0M	\$38.6M	14.0%	\$27.8M	\$25.7M	7.9%

# State grant monies are diminishing at an alarming rate





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PO Box 12025

Harrisburg PA 17108-2025



# Heads in Beds



# Sales Activity

- Through July 617 new bookings representing over 79,000 room nights.
- MLK Volleyball signed for the next three years.
- Kick-it Soccer Tournament generated over 900 trackable room nights weekend of August 6-8.
- Upcoming trade shows – Affordable Meetings September 8-9, Student Youth Travel Association August 27-30.



# Reservation Center Update

Reservation Center Statistics vs. 2009 (YTD July)

- Call Volume up 5.5%
- Room Nights Booked up 9.6%
- Revenue Booked up 12.1%
- Average Daily Rate up 2.3%




# 2010 Package Update

Summary of Summer Packages:

Package	Room Nights	Avg. Length
Dutch Wonderland	88 Room Nights	2.1 Nights
Hersheypark	45 Room Nights	2.5 Nights
Sight & Sound	66 Room Nights	2.7 Nights



# Tourism Forecast

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- According to Smith Travel Research the U.S. hotel industry is projected to end 2010 with a 4.4% increase in occupancy with relatively flat average daily rate. Overall room demand is expected to increase 6.6%.
  - 2011 is forecasted to see increases in all three key metrics: Occupancy +1.1%, ADR +3.9%, and Revenue per available room +5.3%.
  - 2011 Room Demand is projected to increase 2.5%.



# Educational Offerings



# Member Educational Offerings

- Sales Training
- AAA Speaker
- Passkey Webinar
- Customer Service Training
- PACVB/PTLA-coordinated - Regulations and Application Pertaining to Meals in Private Homes



# Questions & Answers



***Thank you for your  
participation in today's  
meeting and for  
your continuing support  
and partnership as a  
PA Dutch CVB member!***