

STAY AND PLAY POLICY STATISTICS AND RESULTS

RATES:

BOYS JO'S

Some notable comparisons can be made between rates in Salt Lake City in 2008 vs rates in Atlanta in 2009, as well as the rates bid in Atlanta prior to Stay-and-Play being announced, and what transpired after the policy was announced. Salt Lake City and Atlanta have comparable rates. The proposed 5% year-over-year increase would have been typical.

Here is a Year-over-Year comparison of the two cities prior to the Stay-and-Play announcement to the hotel community:

	<u>Average Rate</u>	<u># of Hotels under \$100</u>	<u>% Change</u>
2008 Actual	\$116.03	6	-
2009 Bids (Before Policy)	\$122.06	1	5.0% +

After the Stay-to-Play policy was announced in Atlanta, the following transpired:

- 1) All of the hotels that bid dropped their rates, giving us an additional 21 hotels from the original bid with rates under \$100.00.
- 2) 10 hotels who previously chose to book the USAV business direct came forward with contracts for a total of 5,700 room nights.
- 3) In total, 20 hotels bid to participate in this tournament prior to the Stay-and-Play being announced. After it was announced, a total of 63 hotels bid.
- 4) The 2009 rates dropped from their original bid of a city-wide average of \$121.06 down to \$102.21. The final contracted rates in Atlanta swung from a 5% increase from the previous year to over a 10% decrease, accounting for a 15% downward swing year-over-year after Stay-and-Play was announced.

	<u>Average Rate</u>	<u># of Hotels under \$100</u>	<u>% Change</u>
2009 Bids (Before Policy)	\$122.06	1	-
2009 Actual (After Policy)	\$102.21	22	-
Rate Decrease (After Policy)	(\$ 19.85)		(16.3%)
2008 to 2009	(\$ 11.82)		(15.4%)