

STAY AND PLAY POLICY STATISTICS AND RESULTS

GIRLS JO'S

Some notable comparisons can be made between rates in Dallas in 2008 vs rates Miami in 2009, as well as the rates bid in Miami prior to Stay-and-Play being announced, and what transpired after the policy was announced. Miami typically has slightly higher rates than Dallas, but are comparable when considering hotels in every area except the Boutique and the 4-Diamond South Beach hotels. However, the proposed 21% year-over-year increase would have been high.

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	\$106.44	8	-
2009 Bids (Before Policy)	\$129.24	5	21.4% +

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

- 1) All of the hotels that bid dropped their rates, giving us an additional 19 hotels from the original bid with rates under \$100.00.
- 2) 53 hotels who previously chose to book the USAV business direct came forward with contracts for a total of 27,000 roomnights.
- 3) In total, 30 hotels bid to participate in this tournament prior to the Stay-and-Play being announced. After it was announced, a total of 92 hotels bid.
- 4) The 2009 rates dropped from their original bid of a city-wide average of \$129.24 down to \$105.55*. The final contracted rates in Miami swung from a 21% increase from the previous year to a 1% decrease.

	<u>Average Rate</u>	<u># of Hotels under \$100</u>	<u>% Change</u>
2009 Bids (Before Policy)	\$129.24	5	-
2009 Actual (After Policy)	\$105.55*	24	-
Rate Decrease (After Policy)	(\$ 23.69)		(16.2%)
2008 to 2009 Rate Decrease	(\$.89)		(1.0%)

* Excluding the small blocks at the South Beach Boutique hotels