



# ROCKY MOUNTAIN LODGING REPORT

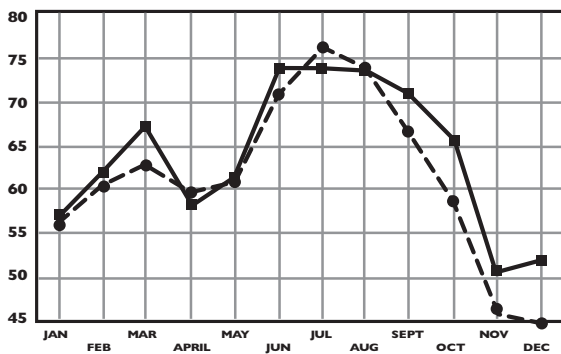
Colorado Edition

December 2008

	Dec 2008			2008			2007			2006		
	OCCUPANCY PERCENTAGE	AVG ROOM RATE	RevPAR	OCCUPANCY PERCENTAGE	AVG ROOM RATE	RevPAR	OCCUPANCY PERCENTAGE	AVG ROOM RATE	RevPAR	OCCUPANCY PERCENTAGE	AVG ROOM RATE	RevPAR
<b>DENVER</b>	42.9%	\$98.91	\$42.40	65.0%	\$118.27	\$76.88	67.0%	\$111.21	\$74.51	66.4%	\$101.54	\$67.46
<b>COLORADO SPRINGS</b>												
<b>LEVEL I</b>	37.6%	\$87.28	\$32.85	60.5%	\$98.24	\$59.46	64.2%	\$98.06	\$62.93	63.6%	\$90.91	\$57.79
<b>LEVEL II</b>	28.5%	\$64.04	\$18.22	52.2%	\$73.82	\$38.56	53.7%	\$72.20	\$38.79	52.8%	\$67.04	\$35.38
<b>TOTAL</b>	33.8%	\$79.08	\$26.72	57.1%	\$88.99	\$50.81	59.5%	\$87.51	\$52.04	58.7%	\$81.17	\$47.62
<b>RESORTS</b>												
<b>VAIL</b>	59.2%	\$378.60	\$223.98	53.4%	\$289.32	\$154.44	56.6%	\$275.80	\$156.14	55.0%	\$244.68	\$134.55
<b>ASPEN</b>	55.8%	\$565.55	\$315.36	60.8%	\$377.49	\$229.44	65.8%	\$366.10	\$240.91	64.4%	\$330.32	\$212.79
<b>STEAMBOAT SPRINGS</b>	53.4%	\$192.40	\$102.66	58.9%	\$154.62	\$91.08	60.0%	\$151.71	\$91.00	58.1%	\$137.60	\$79.89
<b>WINTER PARK</b>	46.9%	\$189.09	\$88.71	32.9%	\$135.53	\$44.61	45.0%	\$134.84	\$60.74	42.4%	\$122.36	\$51.86
<b>BRECKENRIDGE</b>	59.6%	\$226.58	\$135.13	47.9%	\$182.47	\$87.37	51.2%	\$171.40	\$87.81	(1)	(1)	(1)
<b>OTHER RESORTS</b>	43.1%	\$290.55	\$125.14	50.2%	\$236.57	\$118.87	52.9%	\$229.54	\$121.36	51.6%	\$201.52	\$104.05
<b>TOTAL RESORTS</b>	50.9%	\$304.10	\$154.92	50.6%	\$237.47	\$120.06	54.5%	\$228.01	\$124.32	53.2%	\$210.83	\$112.14
<b>DURANGO</b>	40.1%	\$134.42	\$53.91	64.4%	\$112.50	\$72.45	66.1%	\$103.00	\$68.11	61.3%	\$97.49	\$59.75
<b>MONTROSE</b>	(2)	(2)	(2)	(2)	(2)	(2)	(2)	(2)	(2)	59.1%	\$71.95	\$42.53
<b>GRAND JUNCTION</b>	51.6%	\$75.87	\$39.14	72.7%	\$84.56	\$61.47	73.9%	\$75.96	\$56.16	70.6%	\$66.38	\$46.85
<b>GLENWOOD SPRINGS</b>	44.6%	\$110.85	\$49.41	67.0%	\$112.60	\$75.47	69.7%	\$106.08	\$73.90	68.8%	\$101.32	\$69.75
<b>ESTES PARK</b>	21.9%	\$121.10	\$26.52	53.2%	\$146.76	\$78.03	53.0%	\$144.52	\$76.54	51.8%	\$137.14	\$71.01
<b>FORT COLLINS</b>	34.7%	\$83.59	\$29.04	53.4%	\$91.42	\$48.80	59.1%	\$90.79	\$53.70	55.8%	\$86.11	\$48.03
<b>OTHER COLORADO</b>	43.4%	\$88.82	\$38.58	61.2%	\$91.22	\$55.87	63.5%	\$85.81	\$54.46	58.9%	\$77.94	\$45.91
<b>COMBINED TOTALS</b>	43.3%	\$140.95	\$61.05	61.2%	\$129.83	\$79.51	63.7%	\$123.47	\$78.67	62.4%	\$113.84	\$71.00

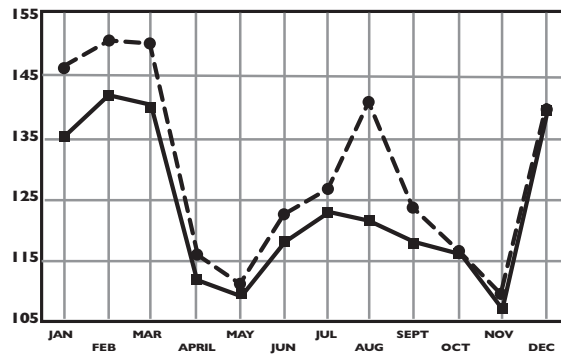
(1) Breckenridge included in Other Resorts in 2006 and 2005 (2) Montrose is included in Other Colorado in 2008 and 2007.

PERCENTAGES OF OCCUPANCY 2008 vs. 2007



● 2008 OCCUPANCY ■ 2007 OCCUPANCY

AVERAGE ROOM RATES 2008 vs. 2007



● 2008 AVERAGE RATE ■ 2007 AVERAGE RATE

The Rocky Mountain Lodging Report is compiled by: Ehrhardt Keefe Steiner & Hottman, PC in cooperation with the Colorado Hotel and Lodging Association, Robert S. Benton & Associates, Inc. and W. R. Hopping & CO. Readers are advised that the above do not represent the data contained herein to be definitive. Neither should the contents of this publication be construed as a recommendation on policies or actions. Quotation and reproduction of this material are permitted with credit to the Rocky Mountain Lodging Report.

For additional information, please contact Robert Benton at (303) 840-1666, Bill Hopping, MAI (303) 798-4045 or Bob Hottman at (303) 740-9400  
The Rocky Mountain Lodging Report P.O. Box 262242 Littleton, Colorado 80163

730 17th Street, Suite 920  
Denver, Colorado 80202  
303/297-8335  
FAX: 297-8104

AFFILIATED WITH AMERICAN HOTEL AND MOTEL ASSOCIATION

**ROCKY MOUNTAIN LODGING REPORT**  
**Summary of Occupancy and Average Daily Room Rates**  
**for Colorado**

	OCCUPANCY PERCENTAGE		AVERAGE DAILY RATE		REVENUE PER AVAILABLE ROOM	
	2008	2007	2008	2007	2008	2007
<b>JANUARY</b>	55.3%	56.8%	\$145.75	\$135.14	\$80.60	\$76.72
<b>FEBRUARY</b>	60.9%	61.9%	\$150.29	\$142.39	\$91.51	\$88.10
<b>MARCH</b>	62.9%	66.7%	\$150.32	\$140.18	\$94.55	\$93.45
<b>APRIL</b>	59.9%	57.9%	\$115.68	\$111.02	\$69.31	\$64.26
<b>MAY</b>	60.3%	61.4%	\$112.92	\$109.77	\$68.08	\$67.35
<b>JUNE</b>	71.0%	74.4%	\$123.82	\$118.76	\$87.96	\$88.36
<b>JULY</b>	76.2%	74.4%	\$125.72	\$123.87	\$95.85	\$92.21
<b>AUGUST</b>	74.0%	74.3%	\$141.54	\$121.92	\$104.79	\$90.60
<b>SEPTEMBER</b>	66.5%	70.5%	\$124.16	\$118.06	\$82.58	\$83.20
<b>OCTOBER</b>	58.6%	65.2%	\$115.93	\$115.93	\$67.89	\$75.58
<b>NOVEMBER</b>	45.2%	51.1%	\$107.96	\$105.44	\$48.80	\$53.92
<b>DECEMBER</b>	<u>43.3%</u>	<u>47.9%</u>	<u>\$140.95</u>	<u>\$140.90</u>	<u>\$61.05</u>	<u>\$67.52</u>
<b>YEAR TO DATE</b>	61.2%	63.7%	\$129.83	\$123.47	\$79.51	\$78.67