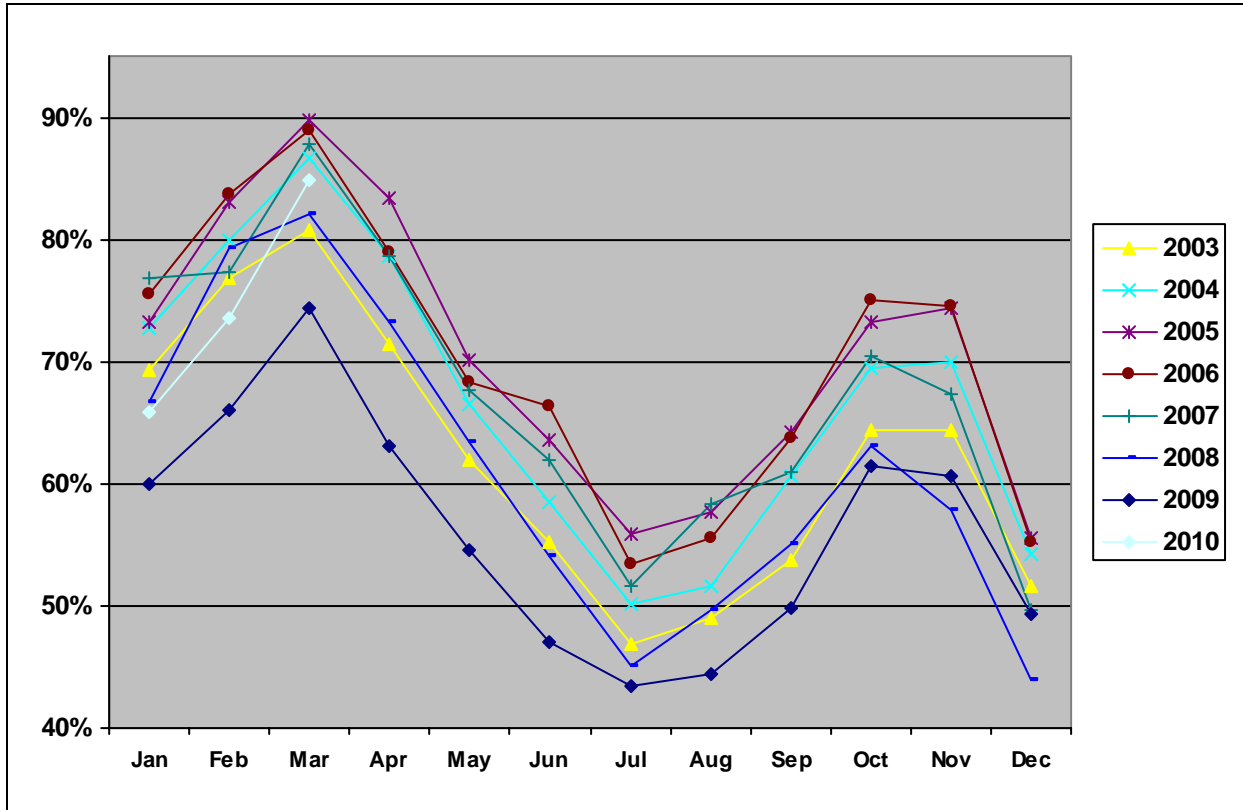


Scottsdale Occupancy 2003-2010 (to date)



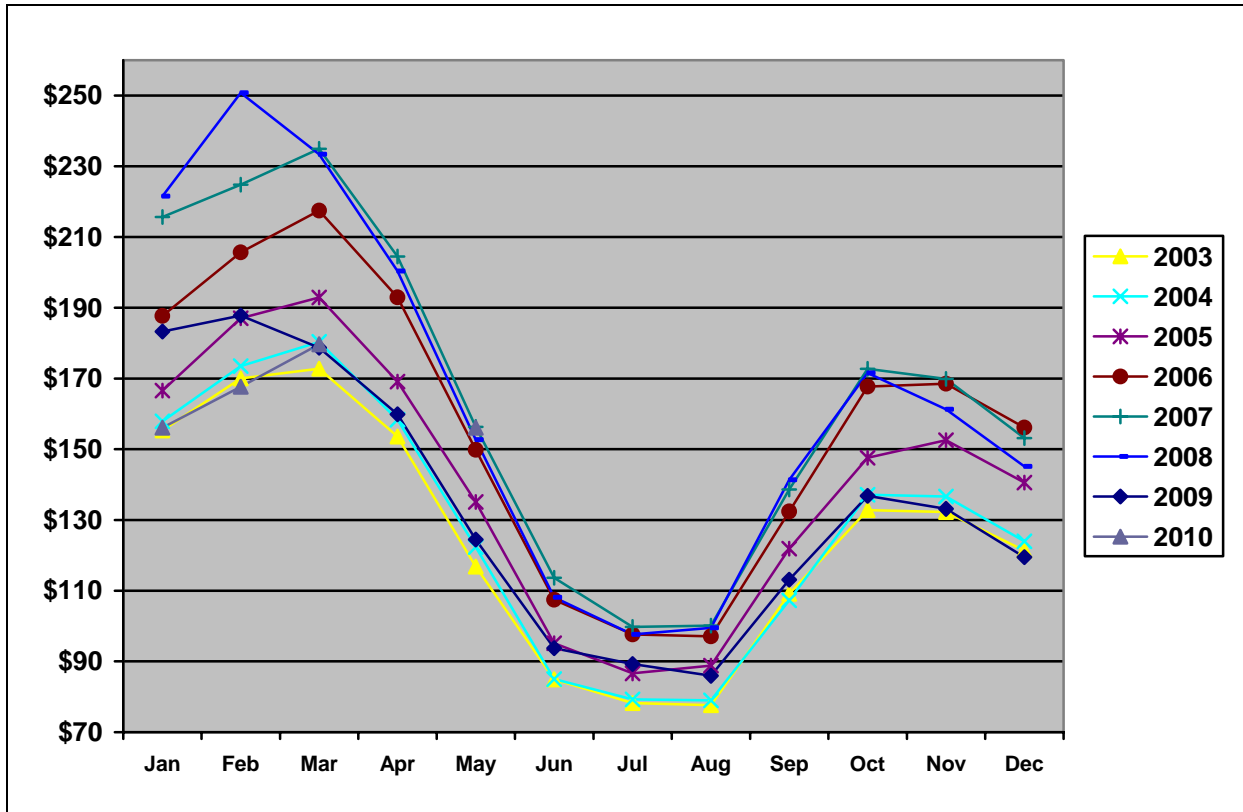
Scottsdale Occupancy

	2003	2004	2005	2006	2007	2008	2009	2010
Jan	69.3%	72.8%	73.3%	75.5%	76.9%	66.6%	59.9%	65.8%
Feb	76.8%	80.0%	83.0%	83.7%	77.4%	79.3%	66.1%	73.6%
Mar	80.7%	86.6%	89.8%	89.0%	87.8%	82.1%	74.3%	84.8%
Apr	71.5%	78.7%	83.4%	79.0%	78.6%	73.3%	63.0%	
May	62.0%	66.5%	70.2%	68.4%	67.7%	63.4%	54.6%	
Jun	55.3%	58.5%	63.5%	66.3%	62.0%	54.1%	47.1%	
Jul	46.8%	50.2%	55.8%	53.4%	51.7%	45.1%	43.5%	
Aug	49.0%	51.7%	57.6%	55.6%	58.4%	49.7%	44.5%	
Sep	53.8%	60.6%	64.2%	63.7%	60.9%	55.1%	49.9%	
Oct	64.4%	69.5%	73.3%	75.1%	70.4%	63.0%	61.4%	
Nov	64.4%	70.0%	74.4%	74.6%	67.4%	57.8%	60.6%	
Dec	51.6%	54.3%	55.5%	55.2%	49.6%	44.0%	49.3%	
Annual Avg.*	62.2%	66.6%	70.4%	69.9%	66.6%	61.0%	56.0%	

*Annual Average Scottsdale Occupancy in 2002 was 61.0%

Source: [Smith Travel Research](#)

Scottsdale Room Rate 2003-2010 (to date)



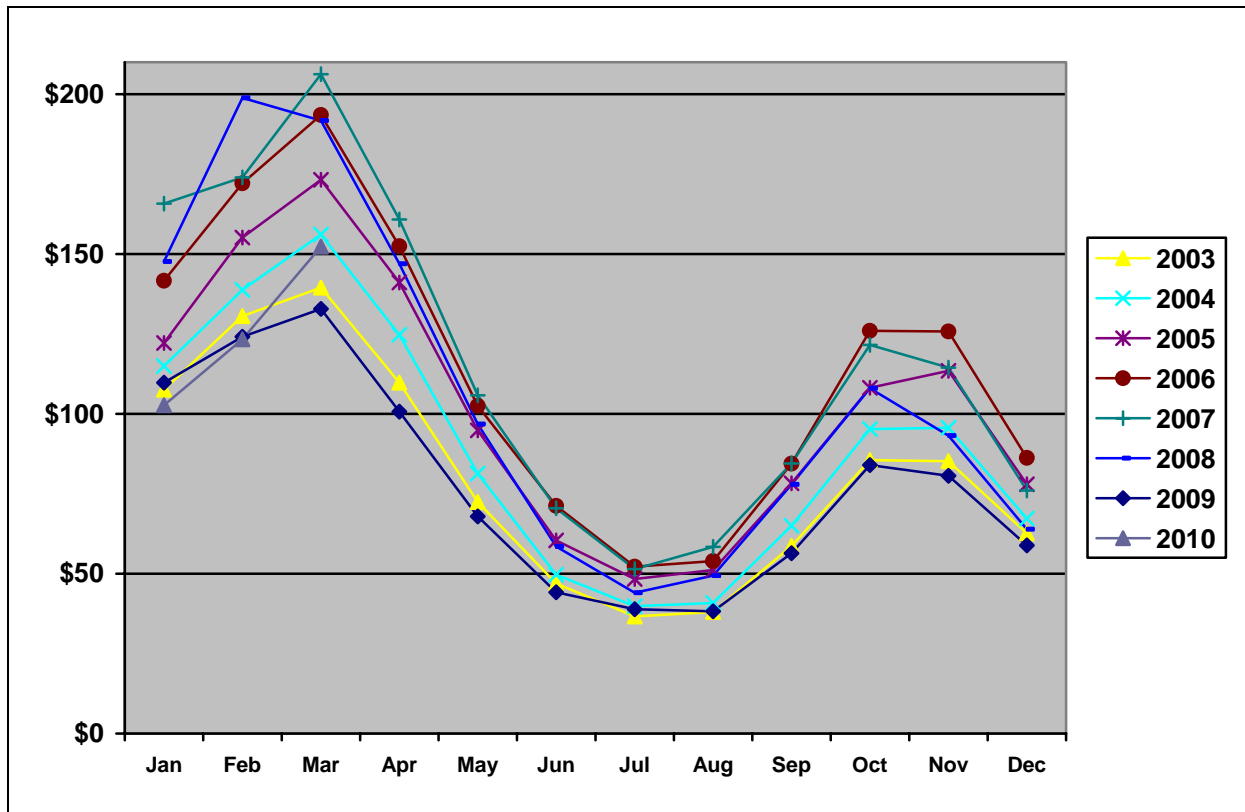
Scottsdale Room Rate

	2003	2004	2005	2006	2007	2008	2009	2010
Jan	\$155.30	\$157.91	\$166.59	\$187.69	\$215.66	\$221.56	\$183.24	\$156.08
Feb	\$170.03	\$173.50	\$187.00	\$205.64	\$224.80	\$250.74	\$187.78	\$167.65
Mar	\$172.77	\$180.37	\$192.91	\$217.46	\$234.93	\$233.38	\$178.73	\$179.65
Apr	\$153.58	\$158.35	\$169.14	\$192.94	\$204.47	\$200.37	\$159.88	
May	\$116.84	\$122.33	\$135.05	\$149.85	\$156.30	\$152.68	\$124.47	
Jun	\$84.95	\$84.97	\$95.14	\$107.44	\$113.65	\$108.13	\$93.71	
Jul	\$78.22	\$79.28	\$86.63	\$97.63	\$99.74	\$97.61	\$89.26	
Aug	\$77.66	\$79.02	\$88.79	\$97.09	\$100.10	\$99.46	\$85.92	
Sep	\$109.11	\$107.25	\$121.87	\$132.42	\$138.60	\$141.34	\$113.11	
Oct	\$132.81	\$137.09	\$147.56	\$167.70	\$172.75	\$171.56	\$136.79	
Nov	\$132.24	\$136.63	\$152.56	\$168.51	\$169.91	\$161.27	\$133.11	
Dec	\$121.36	\$123.99	\$140.56	\$156.12	\$153.12	\$145.13	\$119.49	
Annual Avg.*	\$130.84	\$134.20	\$145.31	\$164.19	\$170.59	\$172.26	\$139.28	

*Annual Average Scottsdale Room Rate in 2002 was \$137.57

Source: [Smith Travel Research](#)

Scottsdale Revenue Per Available Room (RevPAR) 2003-2010 (to date)



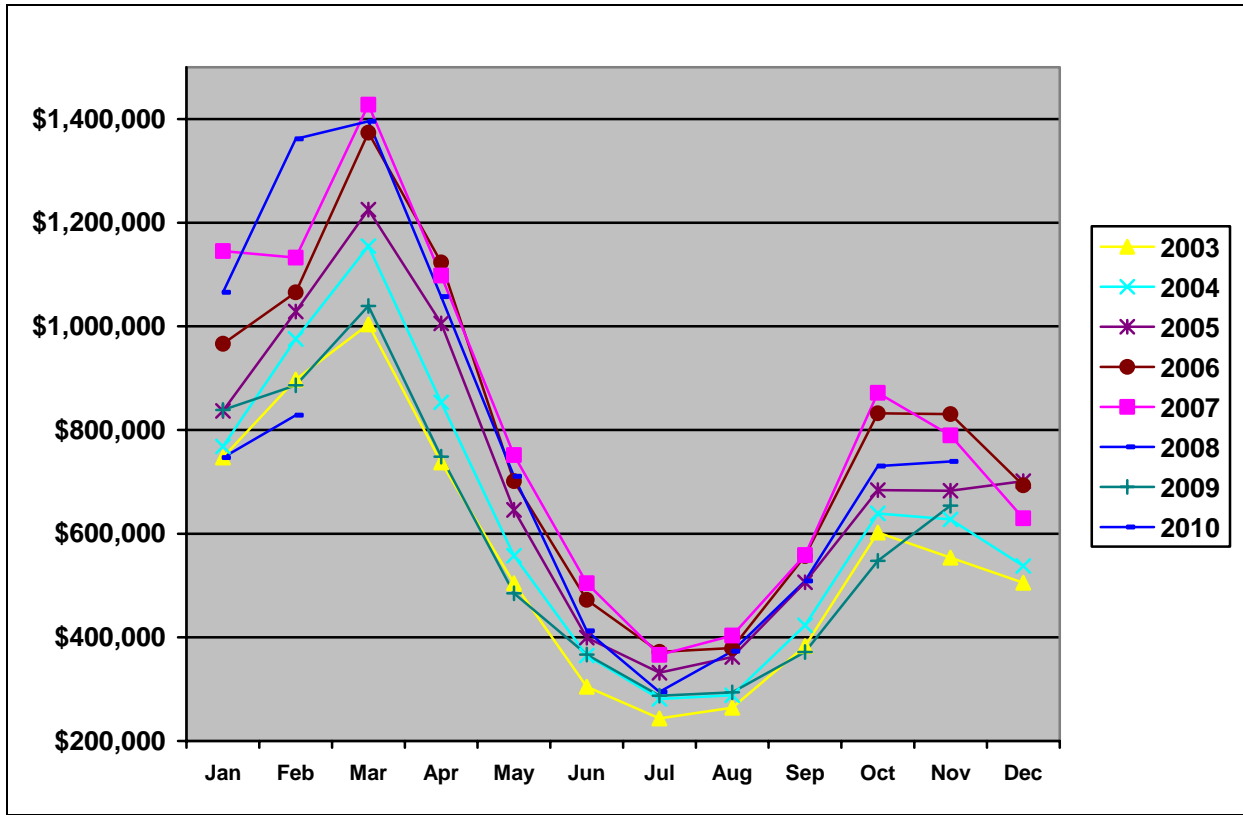
Scottsdale RevPAR

	2003	2004	2005	2006	2007	2008	2009	2010
Jan	\$107.57	\$114.94	\$122.16	\$141.65	\$165.77	\$147.62	\$109.74	\$102.72
Feb	\$130.56	\$138.77	\$155.13	\$172.12	\$173.99	\$198.85	\$124.10	\$123.33
Mar	\$139.46	\$156.12	\$173.22	\$193.46	\$206.26	\$191.72	\$132.85	\$152.30
Apr	\$109.76	\$124.70	\$141.06	\$152.44	\$160.80	\$146.94	\$100.68	
May	\$72.43	\$81.33	\$94.84	\$102.52	\$105.78	\$96.79	\$67.91	
Jun	\$46.94	\$49.70	\$60.41	\$71.22	\$70.45	\$58.53	\$44.17	
Jul	\$36.62	\$39.83	\$48.37	\$52.18	\$51.46	\$44.02	\$38.87	
Aug	\$38.05	\$40.82	\$51.15	\$53.95	\$58.43	\$49.41	\$38.25	
Sep	\$58.66	\$65.00	\$78.29	\$84.41	\$84.47	\$77.92	\$56.41	
Oct	\$85.54	\$95.26	\$108.15	\$125.96	\$121.59	\$108.00	\$83.97	
Nov	\$85.18	\$95.65	\$113.48	\$125.78	\$114.48	\$93.19	\$80.62	
Dec	\$62.63	\$67.28	\$77.98	\$86.23	\$76.00	\$63.89	\$58.86	
Annual Avg.*	\$81.40	\$89.35	\$102.31	\$114.72	\$113.58	\$105.05	\$78.03	

*Annual Average Scottsdale RevPAR in 2002 was \$83.97

Source: [Smith Travel Research](#)

Scottsdale Bed Tax Collections 2004-2010 (to date)



Scottsdale Bed Tax Collections

	2004	2005	2006	2007	2008	2009	2010
Jan	\$768,241	\$836,851	\$966,366	\$1,145,222	\$1,065,634	\$838,870	\$746,527
Feb	\$975,676	\$1,028,404	\$1,065,586	\$1,132,446	\$1,361,716	\$886,188	\$828,485
Mar	\$1,154,875	\$1,225,394	\$1,373,686	\$1,427,745	\$1,395,675	\$1,039,177	
Apr	\$853,472	\$1,005,729	\$1,123,309	\$1,098,091	\$1,057,041	\$748,393	
May	\$557,395	\$645,984	\$701,287	\$751,622	\$710,413	\$484,786	
Jun	\$364,844	\$399,428	\$472,291	\$504,334	\$412,163	\$366,474	
Jul	\$281,213	\$331,683	\$371,782	\$365,852	\$294,899	\$287,445	
Aug	\$288,503	\$361,974	\$379,088	\$403,225	\$373,040	\$293,820	
Sep	\$423,155	\$506,242	\$556,836	\$558,736	\$508,832	\$371,649	
Oct	\$638,982	\$684,021	\$832,095	\$871,790	\$730,114	\$547,610	
Nov	\$627,781	\$682,816	\$830,766	\$789,492	\$739,333	\$653,810	
Dec	\$537,716	\$701,101	\$693,215	\$629,853	\$567,325	\$496,390	
Annual Total	\$7,471,853	\$8,409,627	\$9,366,307	\$9,678,408	\$9,216,185	\$7,014,612	

Source: City of Scottsdale