



Smith Travel Research

MARCH 2007 Compared with MARCH 2006

Segment	Operating Performance - MARCH												Operating Performance - MARCH YEAR TO DATE											
	Occupancy Percent			Average Room Rate			RevPAR			Room Revenue	Rooms Avail	Rooms Sold	Occupancy Percent			Average Room Rate			RevPAR			Room Revenue	Rooms Avail	Rooms Sold
	2007	2006	% Chg	2007	2006	% Chg	2007	2006	% Chg	% Chg	% Chg	% Chg	2007	2006	% Chg	2007	2006	% Chg	2007	2006	% Chg	% Chg	% Chg	% Chg
Endless Mountain	62.4	50.7	23.1	71.23	69.78	2.1	44.43	35.37	25.6	24.4	-0.9	21.9	51.9	46.8	10.9	71.22	67.27	5.9	36.99	31.45	17.6	23.2	4.8	16.4
Hershey/Gettysburg/York	54.4	52.8	3.0	83.84	81.14	3.3	45.57	42.84	6.4	9.6	3.0	6.1	48.8	48.0	1.7	80.89	78.13	3.5	39.50	37.50	5.3	9.2	3.6	5.4
Lake Erie Region	64.9	60.6	7.1	77.12	70.83	8.9	50.07	42.91	16.7	15.7	-0.9	6.3	55.9	54.0	3.5	75.93	71.27	6.5	42.44	38.47	10.3	9.4	-0.9	2.7
Laurel Highlands	47.2	44.0	7.3	69.66	66.94	4.1	32.89	29.47	11.6	11.9	0.2	7.5	40.8	41.0	-0.5	68.32	64.15	6.5	27.85	26.31	5.9	6.0	0.1	-0.5
Lehigh Valley	58.6	58.2	0.7	81.12	77.03	5.3	47.52	44.85	6.0	9.2	3.0	3.7	54.7	54.3	0.7	80.55	76.50	5.3	44.10	41.54	6.2	8.9	2.5	3.4
PA Dutch	43.7	49.3	-11.4	81.61	78.73	3.7	35.65	38.84	-8.2	-7.2	1.1	-10.5	38.3	40.0	-4.3	80.33	77.88	3.1	30.79	31.14	-1.1	-0.1	1.1	-3.1
PA Wilds	45.1	46.8	-3.6	71.32	66.90	6.6	32.15	31.33	2.6	7.2	4.5	0.6	43.1	43.4	-0.7	70.82	66.82	6.0	30.51	28.97	5.3	8.6	3.1	2.4
Philadelphia & Countryside	71.7	70.4	1.8	126.73	118.41	7.0	90.86	83.39	9.0	9.8	0.8	2.6	64.4	63.7	1.1	125.02	116.24	7.6	80.57	74.02	8.8	9.4	0.5	1.7
Pittsburgh & Countryside	59.1	57.1	3.5	89.50	83.70	6.9	52.88	47.76	10.7	12.1	1.3	4.9	52.3	51.1	2.3	88.16	81.98	7.5	46.11	41.92	10.0	11.0	0.9	3.2
Pocono Mountain	43.0	39.5	8.9	123.80	121.10	2.2	53.29	47.79	11.5	12.9	1.2	10.4	43.9	44.2	-0.7	135.99	137.81	-1.3	59.66	60.97	-2.1	-1.0	1.2	0.3
Scranton/Wilkes Barre	61.7	56.5	9.2	72.89	68.98	5.7	44.94	38.97	15.3	17.1	1.5	10.8	55.2	52.5	5.1	72.55	70.22	3.3	40.01	36.84	8.6	10.3	1.5	6.7
Southern Allegheny	46.3	49.3	-6.1	63.95	63.93	0.0	29.62	31.49	-5.9	-0.7	5.6	-0.7	41.6	45.9	-9.4	64.03	60.80	5.3	26.65	27.91	-4.5	0.8	5.6	-4.3
State College	57.8	53.2	8.6	76.58	73.01	4.9	44.29	38.88	13.9	13.9	0.0	8.6	49.4	46.9	5.3	74.76	71.68	4.3	36.93	33.63	9.8	9.8	0.0	5.3
Valley of the Susquehanna	46.1	49.4	-6.7	77.69	75.97	2.3	35.79	37.52	-4.6	4.1	9.1	1.8	42.3	40.3	5.0	76.06	73.85	3.0	32.19	29.73	8.3	15.7	6.9	12.4
State of PA	58.1	56.8	2.3	94.54	89.15	6.0	54.97	50.62	8.6	10.3	1.6	4.0	52.2	51.5	1.4	93.74	88.73	5.6	48.94	45.69	7.1	8.7	1.5	2.9

Source: Smith Travel Research

The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is in no way to be construed as a recommendation by

Segment	Participation			
	Properties		Rooms	
	Census	Sample	Census	Sample
Endless Mountain	25	13	1605	1007
Hershey/Gettysburg/York	168	119	15884	13591
Lake Erie Region	62	31	4372	2685
Laurel Highlands	59	38	4252	3254
Lehigh Valley	81	60	7091	6331
PA Dutch	103	46	7355	4854
PA Wilds	54	26	3565	2288
Philadelphia & Countryside	224	155	31416	27576
Pittsburgh & Countryside	238	171	25080	21579
Pocono Mountain	78	27	6169	3054
Scranton/Wilkes Barre	64	43	5320	4307
Southern Allegheny	22	12	1356	964
State College	29	16	2852	1768
Valley of the Susquehanna	39	20	2302	1581
State of PA	1246	777	118619	94839

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