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FOR IMMEDIATE RELEASE

The Colorado Hotel & Lodging Association Releases

Quarterly Trends Report: Q1 2007

Lodging Properties Anticipate Minimal Change in Business Patterns Relative to the Democratic National Convention

May 18, 2007, Denver, Colo., ... This edition of the Colorado Hotel & Lodging Association's (CH&LA) Quarterly Trends Report addresses five important subjects pertinent to the hospitality industry: The anticipated effects of Denver hosting the 2008 Democratic National Convention, employment trends, capital investment/new construction trends, business trends - booking pace and booking lead time.

More than 60 percent of the lodging property respondents in the state do not anticipate experiencing any change in business patterns as a result of Denver hosting the 2008 Democratic National Convention. Approximately 18 percent of respondents indicated they do anticipate an increase in business directly related to the Convention.

The Q1 2007 survey results are as follows:

CH&LA Member Survey

Results gathered by SurveyMonkey.com

Response Total: 67 members

Responses are organized in descending order, the highest rated response being first.

1. **CURRENT AFFAIRS: The Democratic National Convention is scheduled to meet in Denver August 24-29, 2008. Much has been said about the residual effect of hosting this convention in Colorado. In the immediate time surrounding the convention, do you anticipate:**
 - a. An increase in business directly related to the DNC: 18.2%
 - b. An increase in business from pre and post travel to the state: 10.6%
 - c. **No change in business pattern:** 63.6%
 - d. A decrease in business: 7.6%

2. **Employment Trends:** What is your employment demand for this quarter (Q1 2007) versus the same quarter last year (Q1 2006)? Are you hiring:
 - a. About the Same: 68.2%
 - b. More: 24.2%
 - c. Less: 7.6%

3. **Capital Investment/New Construction Trends:** Are you spending MORE, LESS or ABOUT THE SAME this quarter (Q1 2007) as this same quarter last year (Q1 2006) on Renovations and Upgrades/New Construction:
 - a. Renovations:
 - i. More: 97%

 - b. Upgrades/New Construction:
 - i. Less: 78%

4. **Business Trends - Booking Pace:** What are you experiencing regarding booking pace for this quarter (Q1 2007) compared to the same quarter last year (Q1 2006)?
 - a. An increase: 61.2%
 - b. A decrease: 19.4%
 - c. About the same as Q1 2006: 19.4%

5. **Business Trends - Lead Time:** Are you experiencing any differences in booking lead-time from this quarter (Q1 2007) versus the same quarter last year (Q1 2006)?
 - a. Lead time about the same as last year: 43.3%
 - b. Booking closer to time of arrival: 32.8%
 - c. Booking farther out: 23.9%

Respondents by Colorado Region:

- a. Northwest: 31.3%
- b. Southwest: 9%
- c. North Central: 17.9%
- d. South Central: 14.9%
- e. Denver: 22.4%
- f. Northeast: 3%
- g. Southeast: 1.5%

In an effort to accurately represent their member properties, the Colorado Hotel & Lodging Association (CH&LA) has launched a Quarterly Trends Report. Each quarter, CH&LA surveys its 470 member properties – from mountain resort to bed and breakfast to city independent and chain hotels – in Colorado. The survey covers pertinent topics, such as job and employment trends, operational changes and booking outlooks. Four of the five questions

posed each quarter are the same; the remaining two are current affair questions that deal with legislation or other issues impacting hospitality and lodging.

The Colorado Hotel & Lodging Association has more than 470 members representing more than 40,000 guestrooms throughout the state of Colorado.

CH&LA's member properties include romantic bed and breakfast inns, luxury hotels, affordable motels, Colorado ski resorts, Rocky Mountain cabins, rustic guest ranches, relaxing spas, weekend getaway timeshares, and condominium and vacation rental services, ranging in size from three to 1,600 rooms.

The Colorado Hotel & Lodging Association offers visitors the leading searchable database of travel accommodations and vacation lodging in Colorado, from the plains to the Front Range and from the Rocky Mountains to the Western Slope.

For more information on CH&LA, visit www.coloradolodging.com. All press releases and media materials, including high-resolution photography in a downloadable format, are available via www.kruzic.com.

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