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FOR IMMEDIATE RELEASE

The Colorado Hotel & Lodging Association Releases
Quarterly Trends Report: Q4 2006

Lodging Properties Anticipate Minimal Effect from Amendment 42

January 23, 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 effects of Amendment 42, employment trends, capital investment/new construction trends, business trends - booking pace and booking lead time.

A large majority of the state's lodging properties do not anticipate making any significant changes in order to absorb increased costs resulting from Amendment 42. Additionally, a majority of properties estimated the total cost of Amendment 42 on their property for 2007 at under \$10,000.

The fourth quarter 2006 survey results are as follows:

CH&LA Member Survey
Results gathered by Surveymonkey.com
Response Total: 78 members

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

1. **CURRENT AFFAIRS: Now that Amendment 42 has passed, increasing the state minimum wages and adding an annual CPI for regular and tipped employees; how do you plan to absorb the added cost?**
 - a. No changes anticipated: 74.4%
 - b. Raise prices: 16.6%
 - c. No new hires: 3.8%
 - d. Reduced employee benefits: 2.6%
 - e. Lay off employees: 1.3%

2. **CURRENT AFFAIRS:** Can you estimate the total cost of Amendment 42 to your property (include regular and tipped employees)?
- a. Less than \$10,000 annually: 65.4%
 - b. Between \$10,000 and \$50,000 annually: 16.6%
 - c. Between \$201,000 and \$500,000 annually: 2.6%
 - d. Between \$51,000 and \$100,000 annually: 1.3%
 - e. Between \$101,000 and \$200,000 annually: 1.3%
3. **Employment Trends:** What is your employment demand for this quarter (Q4 2006) versus the same quarter last year (Q4 2005)? Are you hiring:
- a. About the Same: 60.3%
 - b. More: 33.3%
 - c. Less: 6.4%
4. **Capital Investment/New Construction Trends:** Are you spending MORE, LESS or ABOUT THE SAME this quarter (Q4 2006) as this same quarter last year (Q4 2005) on Renovations versus Upgrades/New Construction:
- a. Renovations:
 - i. More: 90%
 - b. Upgrades/New Construction:
 - i. Less: 66.6%
5. **Business Trends - Booking Pace:** What are you experiencing regarding booking pace for this quarter (Q4 2006) compared to the same quarter last year (Q4 2005)?
- a. An increase: 60.3%
 - b. A decrease: 10.3%
 - c. About the same as Q4 2005: 29.5%
6. **Business Trends - Lead Time:** Are you experiencing any differences in booking lead-time from this quarter (Q4 2006) versus the same quarter last year (Q4 2005)?
- a. Lead time about the same as last year: 48.7%
 - b. Booking closer to time of arrival: 23.1%
 - c. Booking farther out: 28.2%
7. **Respondents by Colorado Region:**
- a. Northwest: 33.3%
 - b. Southwest: 21.8%
 - c. North Central: 21.8%
 - d. South Central: 10.3%
 - e. Denver: 12.8%
 - f. Northeast: 0%

g. Southeast: 0%

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 six 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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