

SUMMARY REPORT

DECEMBER, AND 2010 NASSAU-PI MAJOR HOTEL PERFORMANCE

BAHAMAS MINISTRY OF TOURISM AND AVIATION & BAHAMAS HOTEL ASSOCIATION

According to preliminary statistics released by the Bahamas Hotel Association and The Bahamas Ministry of Tourism, 14-major New Providence hotels recorded a 62.6% occupancy rate for 2010 compared to 60.9% in 2009. The 2010 Average Daily Rate (ADR), \$231.96, increased by \$4.33 or by 1.9% over its \$227.63 level in 2009. The return of RIU rooms to the destinations inventory in the Fall months of 2010 played a significant role in this performance. Room revenue increased by 6.2% built on a 4.2% increase in room nights sold and the ADR improvement. There was a 1.3% increase in room stock reflecting the return of RIU rooms to inventory after being out due to refurbishment in 2009.

Nine properties ended 2010 with room revenues above 2009. Of those, seven saw their improved revenue picture generated from similar or higher ADRs and boosts in room nights sold. Three properties tried to generate higher revenue levels through increased ADRs but only saw their room nights sold fall along with their room revenue. The remaining three properties experienced declining room revenues in 2010 driven by lower ADRs and room nights sold.

Comparative figures for 2008 show a 63.4% occupancy and \$246.70 ADR. Room nights sold along with room revenue in 2010 were 6% and 11.7% below 2008.

There was a definite slowing of the pace in the last quarter, reflecting mostly the timeout and blackout periods for the Companion Fly Free Programme and also when we were performing against a backdrop of the last quarter in 2009 when the first indications of a stabilization from the recession started. The fourth quarter saw a 1.2 % increase in room revenue, compared to 6.7%, 5.2% and 11.8% increases for the first, second and third quarters. However, the fourth quarter was the only quarter in 2010 where a decline in ADR occurred. On a percentage basis, the fourth quarter ADR declined by 1.2% compared to 2.2%, 1.9% and 4.9% increases for first, second and third quarters.

The December ADR in 2010 was below 2009. December's occupancy stood at 55.0%, ADR at \$267.10 and room nights sold and room revenue 2% and 1.2% above 2009 levels. This compared to 54% and \$269.20 in 2009. The December 2008, occupancy rate stood at 50.4% with a \$236.55 ADR and 2010 room nights sold and room revenue 7.2% and 21% above 2008 levels.

Air arrivals to Nassau to the end of November were up 4%.

NASSAU AND PARADISE ISLAND SELECT LARGE HOTELS PERFORMANCE									
PRELIMINARY STATISTICS 2009 - 2010									
	Occupancy		ADR		RevPAR		Room Revenue	Nassau/PI Air Arrivals	Room Nights Sold
Month	2010	2009	2010	2009	2010	2009	% Chg 10/09	% Chg 10/09	% Chg 10/09
Jan	60.6%	60.0%	\$238.12	\$239.60	\$144.30	\$143.85	0.4%	2.5%	1.1%
Feb	62.7%	61.9%	\$249.94	\$253.13	\$156.69	\$156.60	0.2%	0.0%	1.5%
Mar	77.6%	69.7%	\$285.64	\$269.14	\$221.68	\$187.51	16.0%	11.8%	9.3%
Apr	72.8%	72.8%	\$272.10	\$276.06	\$198.10	\$201.01	-1.0%	-5.4%	0.5%
May	60.9%	60.6%	\$208.63	\$205.17	\$127.12	\$124.33	2.7%	-1.6%	1.0%
Jun	71.5%	65.9%	\$225.55	\$210.38	\$161.21	\$138.64	16.3%	8.6%	8.5%
Jul	78.2%	72.5%	\$229.47	\$211.14	\$179.48	\$153.17	17.4%	5.6%	8.0%
Aug	69.2%	66.0%	\$210.56	\$207.20	\$145.72	\$136.70	8.6%	7.5%	6.9%
Sep	37.7%	38.9%	\$165.57	\$164.44	\$62.37	\$64.01	3.5%	11.7%	2.8%
Oct	47.7%	49.6%	\$170.69	\$167.25	\$81.37	\$82.96	0.9%	2.5%	-1.1%
Nov	55.0%	54.4%	\$197.54	\$208.32	\$108.59	\$113.39	1.4%	3.6%	7.0%
Dec	55.0%	54.0%	\$267.10	\$269.20	\$146.91	\$145.43	1.2%		2.0%
YTD	62.6%	60.9%	\$231.96	\$227.63	\$145.27	\$138.54	6.2%	4.0%	4.2%
Includes RIU									

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Month	2009	2008	2009	2008	2009	2008	% Chg 09/08	% Chg 09/08	% Chg 09/08
Jan	60.0%	68.8%	\$239.60	\$246.48	\$143.85	\$169.52	-16.8%	-15.9%	-14.4%
Feb	61.9%	70.8%	\$253.13	\$276.86	\$156.60	\$195.98	-24.8%	-12.5%	-17.7%
Mar	69.7%	81.2%	\$269.14	\$315.41	\$187.51	\$256.10	-27.9%	-13.5%	-15.5%
Apr	72.8%	75.1%	\$276.06	\$286.56	\$201.01	\$215.19	-10.6%	-0.4%	-7.2%
May	60.6%	66.4%	\$205.17	\$236.61	\$124.33	\$157.11	-24.1%	-6.9%	-12.5%
Jun	65.9%	71.9%	\$210.38	\$235.77	\$138.64	\$169.53	-21.7%	-8.2%	-12.2%
Jul	72.5%	78.7%	\$211.14	\$241.06	\$153.17	\$189.74	-21.9%	-4.5%	-10.8%
Aug	66.0%	75.3%	\$207.20	\$229.61	\$136.70	\$172.97	-27.3%	-13.0%	-19.4%
Sep	38.9%	31.0%	\$164.44	\$159.75	\$64.01	\$49.54	7.9%	17.3%	4.8%
Oct	50.2%	43.2%	\$167.25	\$185.59	\$83.89	\$80.11	-7.4%	7.5%	2.7%
Nov	54.4%	47.7%	\$208.32	\$214.44	\$113.39	\$102.39	-2.2%	0.0%	0.7%
Dec	54.0%	50.4%	\$269.20	\$236.55	\$145.43	\$119.31	19.6%	1.6%	5.1%
YTD	60.9%	63.4%	\$227.63	\$246.70	\$138.66	\$156.29	-16.8%	-6.0%	-9.8%
Includes RIU									