

SUMMARY REPORT

FEBRUARY, 2010 NPI 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, the 14 major New Providence hotels recorded a higher 62.7% occupancy rate in February 2010 than the 61.9% for last year. There was a 1.5% increase in hotel room nights sold and a \$3.19 decrease in average daily room rate¹ (ADR). Hotel room revenue was on par with 2009. Room nights available increased 0.1%. For February 2010, the ADR was \$249.94 compared to \$253.13 last year.

While hoteliers and Ministry officials were hoping for a stronger February, the severe weather in the mid-Atlantic and northeastern United States hampered travel, as airports closed and airlines cancelled flights. The slightly lower ADR also reflects stepped up promotional offers by hotels.

Twenty-nine percent of the 14 properties saw more room nights sold in February 2010 compared to 2009 and at higher ADRs. For another 36%, a lower ADR generated an increase in room nights sold. Fourteen percent of the properties achieved an increase in ADR but failed to generate an increase in room nights sold resulting in lower room revenues in February. The remaining properties saw both lower ADRs and lower room nights sold. Eight of the 14 properties showed room revenue growth in February or 57% of the properties.

In 2007, the February occupancy was 78.8%, ADR was \$219.86 with a higher revenue per available room, \$173.29 compared to \$153.89 in 2010. Hotel room revenue in 2010 was on par with 2007 levels but 24.8% below February 2008.

For the year, occupancy stood at 61.6% compared to 60.9% for the first two months last year. The ADR was \$243.85 compared to \$246.14 in 2009 while room revenue was up slightly (+0.3%) based on a 1.3% increase in room nights sold.

Ministry and industry officials anticipate that the full benefits of recent aggressive promotional campaigns cooperatively undertaken by the Ministry and the private sector Promotion Boards which make it less expensive for visitors to fly to The Bahamas will begin to take effect in March.

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%		1.1%
Feb	62.7%	61.9%	\$249.94	\$253.13	\$156.69	\$156.60	0.2%		1.5%
Mar									
Apr									
May									
Jun									
Jul									
Aug									
Sep									
Oct									
Nov									
Dec									
YTD	61.6%	60.9%	\$243.85	\$246.14	\$150.20	\$149.92	0.3%		1.3%
Includes RIU									

¹ ADR is the average daily room rate is the hotel room revenue divided by the room nights sold.