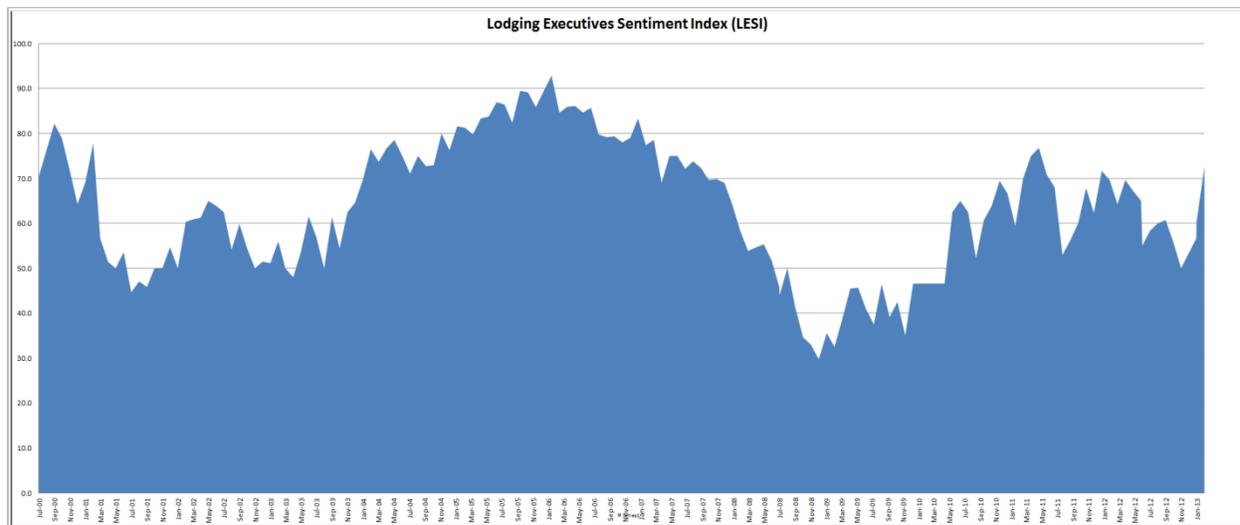


## LODGING EXECUTIVE SENTIMENT INDEX SHOWS STRONG INCREASE IN FEBRUARY

The Lodging Executives Sentiment Index for the current period ending February 2013 showed a strong upward trend to 72.6 from 61.7 in January 2013. This increase (10.9) results from lodging executives' positive opinions of the present general business conditions for their properties and an increase in their sentiment for how they view general business conditions twelve months in the future. Expectations about room reservations over the same twelve month period were down.



Fifty-two percent of lodging executives indicated current business conditions were good, an improvement from 27 percent last period, while 43 percent indicated conditions were normal, down from 66 percent during the same period. Five percent of the executives indicated such conditions were bad, an improvement from last period's reading of 7 percent.

Looking forward, forty-eight percent of the executives thought conditions will be better in the next 12 months, while 48 percent indicated they will be the same. This period, 5 percent thought they would be worse, up from last period. These future results were an improvement compared to the previous period where 27 percent thought the future would be better, 73 percent thought the future would be the same, and no one thought the future would be worse.

Looking forward twelve months, lodging executives expect to add more non-managerial employees, representing an increase in expectations for lodging executives reporting from January 2013. This period's change is not in-line with the ISM Employment Index, which decreased by 1.4 percentage points, registering 52.6 percent; however is in-line with the national unemployment rate which decreased to 7.7% in February 2013 from 7.9% in January 2013 as reported by BLS (Bureau of Labor Statistics).

The LESI indices follow the Institute of Supply Management's Index (ISM) method of tracking leading indicators. A LESI survey reading of greater than 50 indicates expansion whereas a reading below 50 indicates decline and the distance from 50 in either direction is indicating the

strength of the expansion or decline. During this same period of time, the ISM Index increased to 54.2 from 53.1.

<b>Lodging Executive Sentiment at a Glance</b>				
<b>Sentiment Indicator</b>	<b>Current Period</b>	<b>Last Period</b>	<b>Direction of Business Activity</b>	<b>Speed of Change in Business Activity</b>
ISM Index	54.2	53.1	Expanding	Slightly Faster
LESI Index	72.6	61.7	Expanding	Faster
Present Business Sentiment	73.8	60.0	Expanding	Faster
Future Business Sentiment	71.4	63.3	Expanding	Faster
Future Rooms Reservation Sentiment	71.7	76.7	Expanding	Faster
Future Employment Sentiment	59.5	50.0	Expanding	Faster
Source: Department of Hospitality Management, Peter T Paul College of Business and Economics				

Managed by the Department of Hospitality Management at the UNH Peter T. Paul College of Business and Economics (formerly the Whittemore School of Business and Economics), the Lodging Executive Sentiment Index (LESI) is based on a monthly survey of lodging executives representing companies with more than 2.5 million hotel rooms across lodging segments and geographic regions of the United States --representing more than 55 percent of all U.S. rooms.