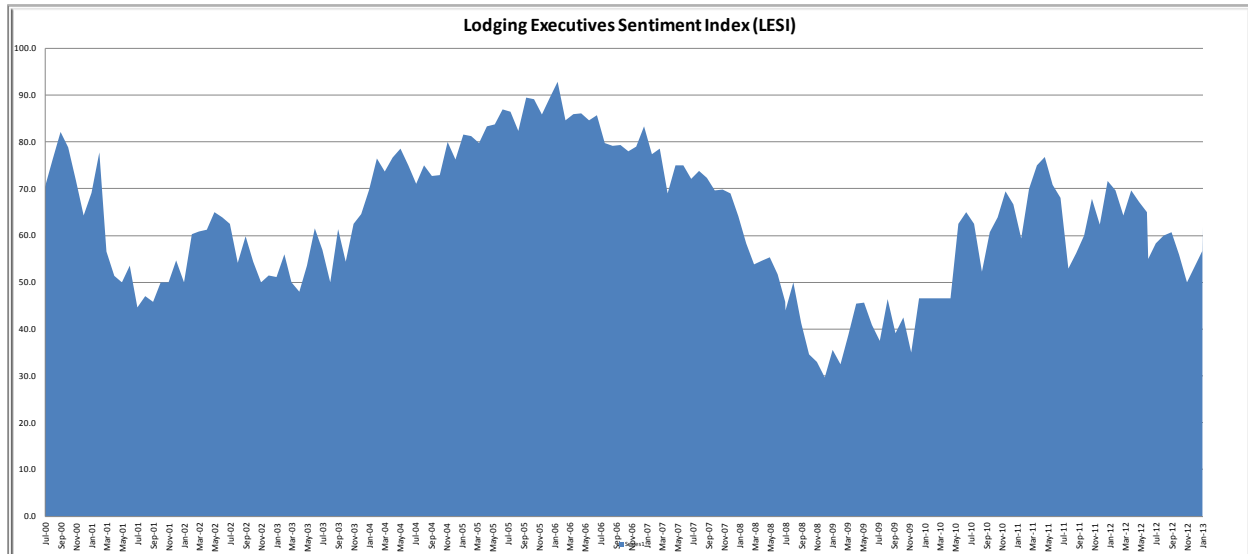


LODGING EXECUTIVE SENTIMENT INDEX CONTINUES ITS UPWARD TREND IN JANUARY

The Lodging Executives Sentiment Index for the current period ending January 2013 continued its upward trend to 61.7 from 53.8 in December 2012. This increase (7.9) 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 also increased.



Twenty-seven percent of lodging executives indicated current business conditions were good, an improvement from 15 percent last period, while 66 percent indicated conditions were normal, down from 69 percent during the same period. Seven percent of the executives indicated such conditions were bad, an improvement from last period's reading of 16 percent.

Looking forward, twenty-seven percent of the executives thought conditions will be better in the next 12 months, while 73 percent indicated they will be the same. This period, no one thought they would be worse, unchanged from last period. These future results were an improvement compared to the previous period where 15 percent thought the future would be better, 85 percent thought the future would be the same, and no one thought the future would be worse.

Looking forward twelve months, lodging executives do not expect to add more non-managerial employees, representing no change in expectations for lodging executives reporting from December 2012. This period's no change is not in-line with the ISM Employment Index, which increased by 2.1 percentage points, registering 54.0 percent; however is in-line with the national unemployment rate which increased to 7.9% in January 2013 from 7.8% in December 2012 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 53.1 from 50.7.

Lodging Executive Sentiment at a Glance				
Sentiment Indicator	Current Period	Last Period	Direction of Business Activity	Speed of Change in Business Activity
ISM Index	53.1	50.7	Expanding	Slightly Faster
LESI Index	61.7	53.8	Expanding	Slightly Faster
Present Business Sentiment	60.0	50.0	Expanding	Faster
Future Business Sentiment	63.3	57.7	Expanding	Slightly Faster
Future Rooms Reservation Sentiment	76.7	65.4	Expanding	Faster
Future Employment Sentiment	50.0	50.0	Neither Expanding or Contracting	No Change
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.