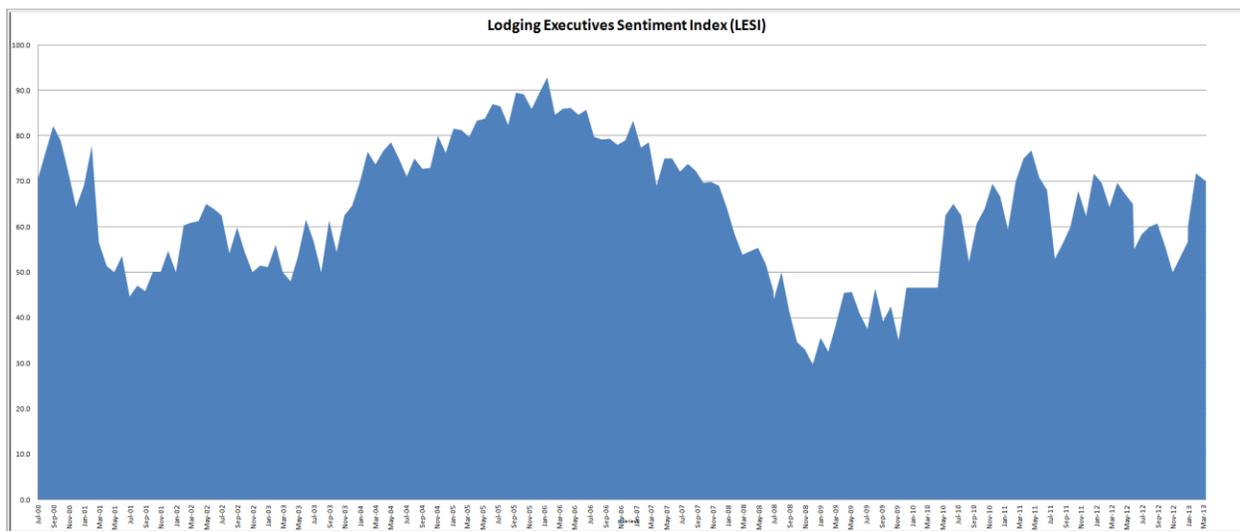


LODGING EXECUTIVE SENTIMENT INDEX SHOWS DRAMATIC SHIFT DOWNWARD IN MARCH

The Lodging Executives Sentiment Index for the current period ending March 2013 showed a downward trend to 68.8 from 72.6 in February 2013. This decrease (3.8) results from lodging executives' less than positive opinions of the present general business conditions for their properties and in their sentiment for how they view general business conditions twelve months in the future. The business conditions' downward slip were offset in part by slightly higher expectations about room reservations over the same twelve month period. A sentiment expressed by some of the executives indicated that the economy was not as strong as general economic reports would suggest, and they expect the economy to remain the same or worsen during the foreseeable future.



Forty-four percent of lodging executives indicated current business conditions were good, a decline from fifty-two percent last period, while fifty-six percent indicated conditions were normal, up from forty-three percent during the same period. None of the executives indicated such conditions were bad, an improvement from last period's reading of five percent.

Looking forward, thirty-one percent of the executives thought conditions will be better in the next 12 months versus forty-eight percent last month, while sixty-nine percent indicated they will be the same versus forty eight percent last month. Sentiment for this period revealed that no executive thought they would be worse, an improvement over last periods five percent.

Looking forward twelve months, lodging executives expect to add more non-managerial employees, representing an increase in expectations for lodging executives reporting from February 2013. This period's change is in-line with the ISM Employment Index, which increased by 1.6 percentage points, registering 54.2 percent and is in-line with the national unemployment rate which decreased to 7.6% in March 2013 from 7.7% in February 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 decreased to 51.3 from 54.2.

Lodging Executive Sentiment at a Glance				
Sentiment Indicator	Current Period	Last Period	Direction of Business Activity	Speed of Change in Business Activity
ISM Index	51.3	54.2	Expanding	Slightly Slower
LESI Index	68.8	72.6	Expanding	Slower
Present Business Sentiment	71.9	73.8	Expanding	Very Slightly Slower
Future Business Sentiment	65.6	71.4	Expanding	Slightly Slower
Future Rooms Reservation Sentiment	71.9	71.7	Expanding	Very Slightly Faster
Future Employment Sentiment	62.5	59.5	Expanding	Slightly 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.