



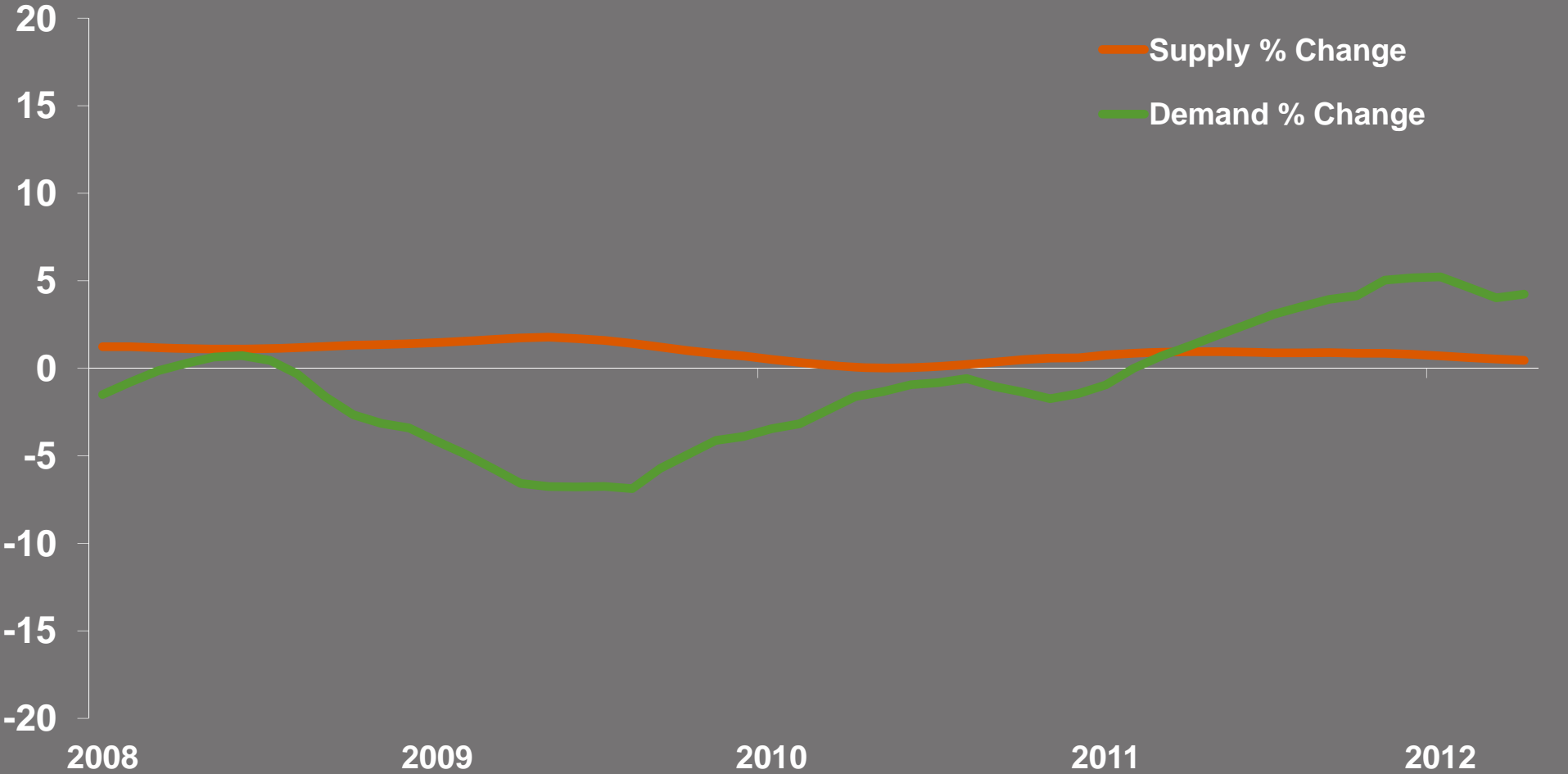
# Caribbean Overview

# Total Caribbean – Key Statistics

## YTD April 2012

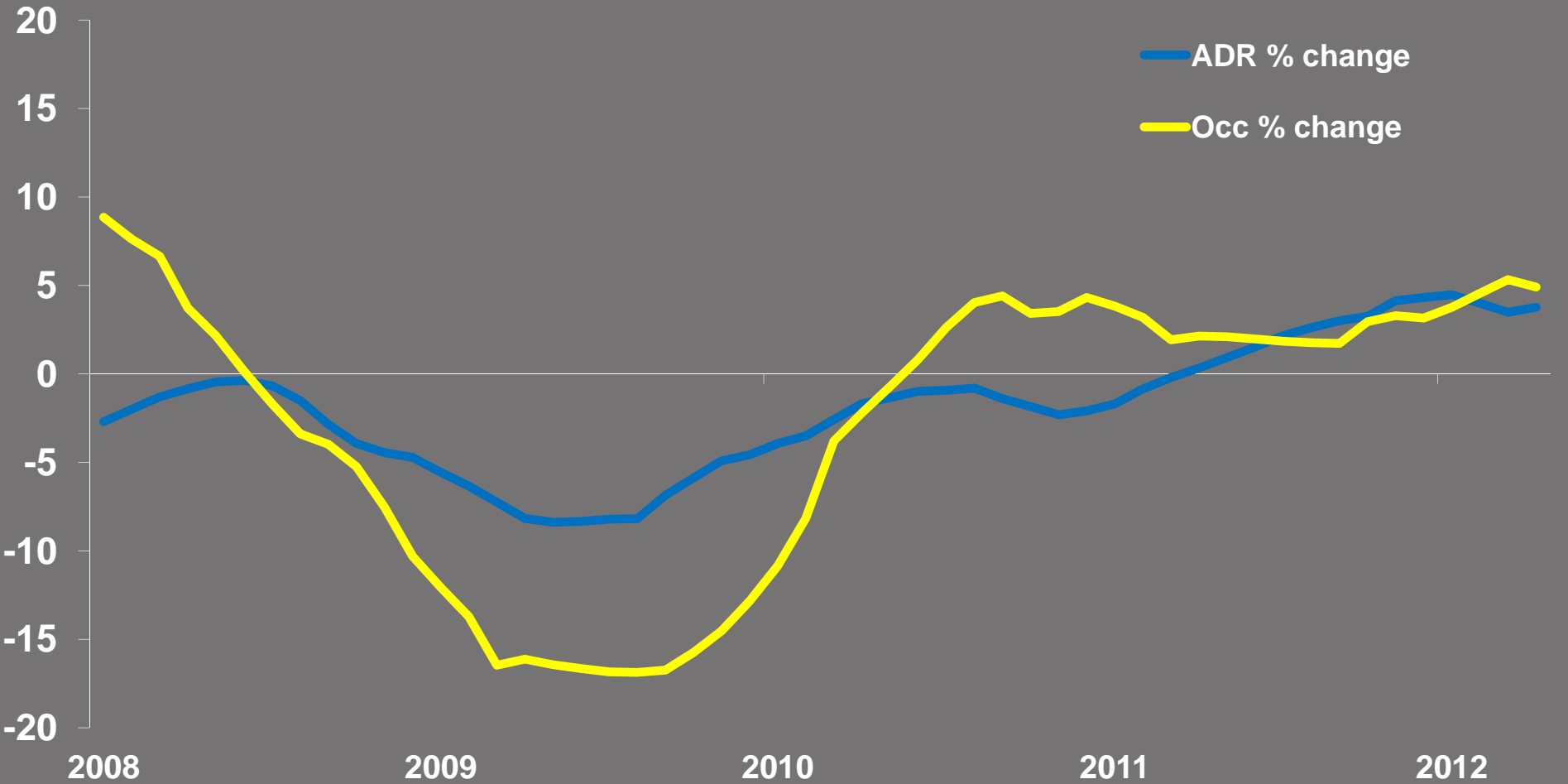
		<u>% Change</u>
• # of Hotels	2,307	
• Hotel Rooms	247,582	
• Occupancy	73.4%	3.8%
• ADR	\$199.68	4.8%
• RevPAR	\$146.53	8.8%
• Room Revenue	\$4.3B	8.6%

# Total Caribbean – Supply & Demand % Change 12 MMA, 2008 – April 2012

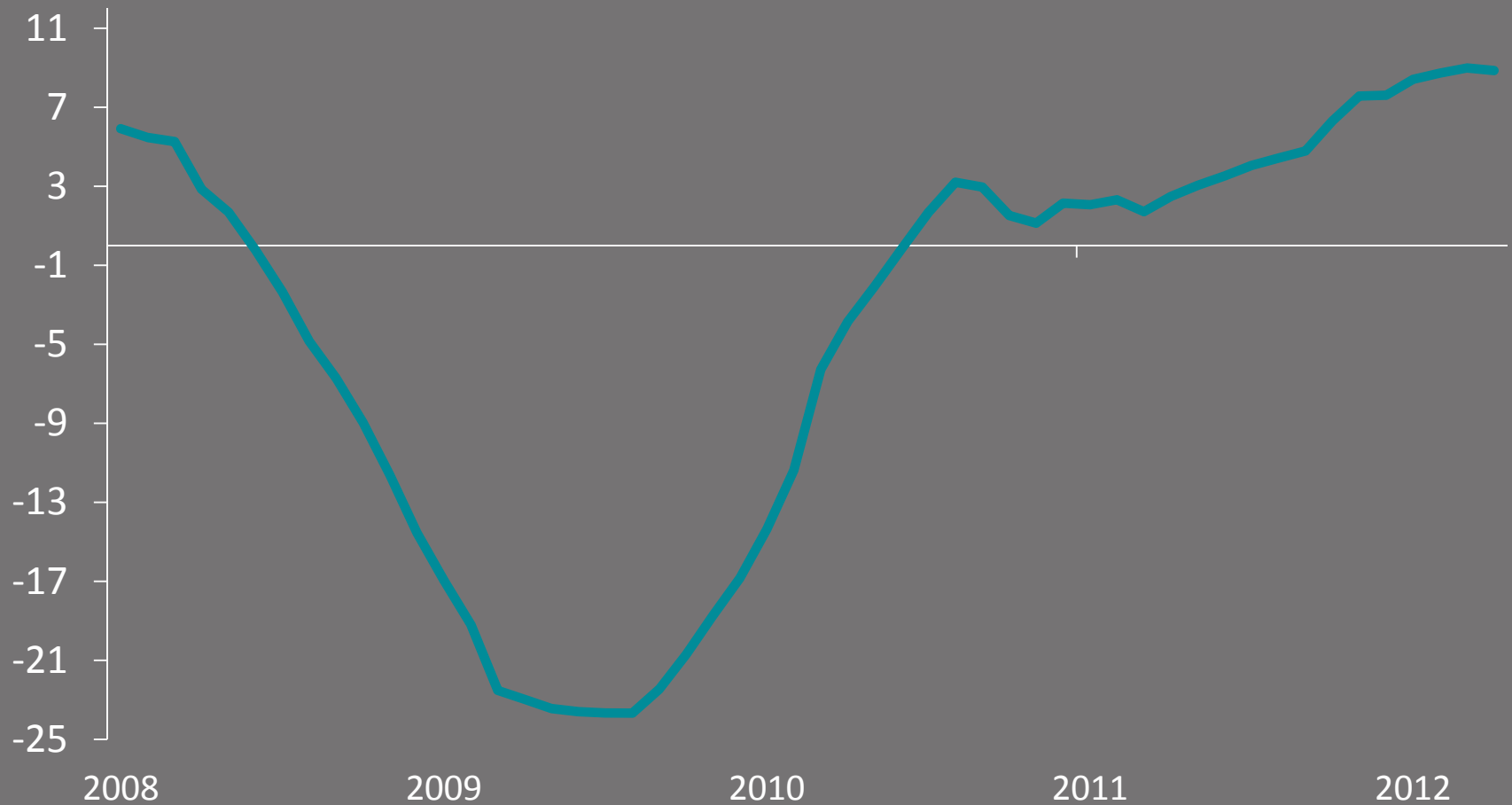


# Total Caribbean – ADR & Occupancy % Change

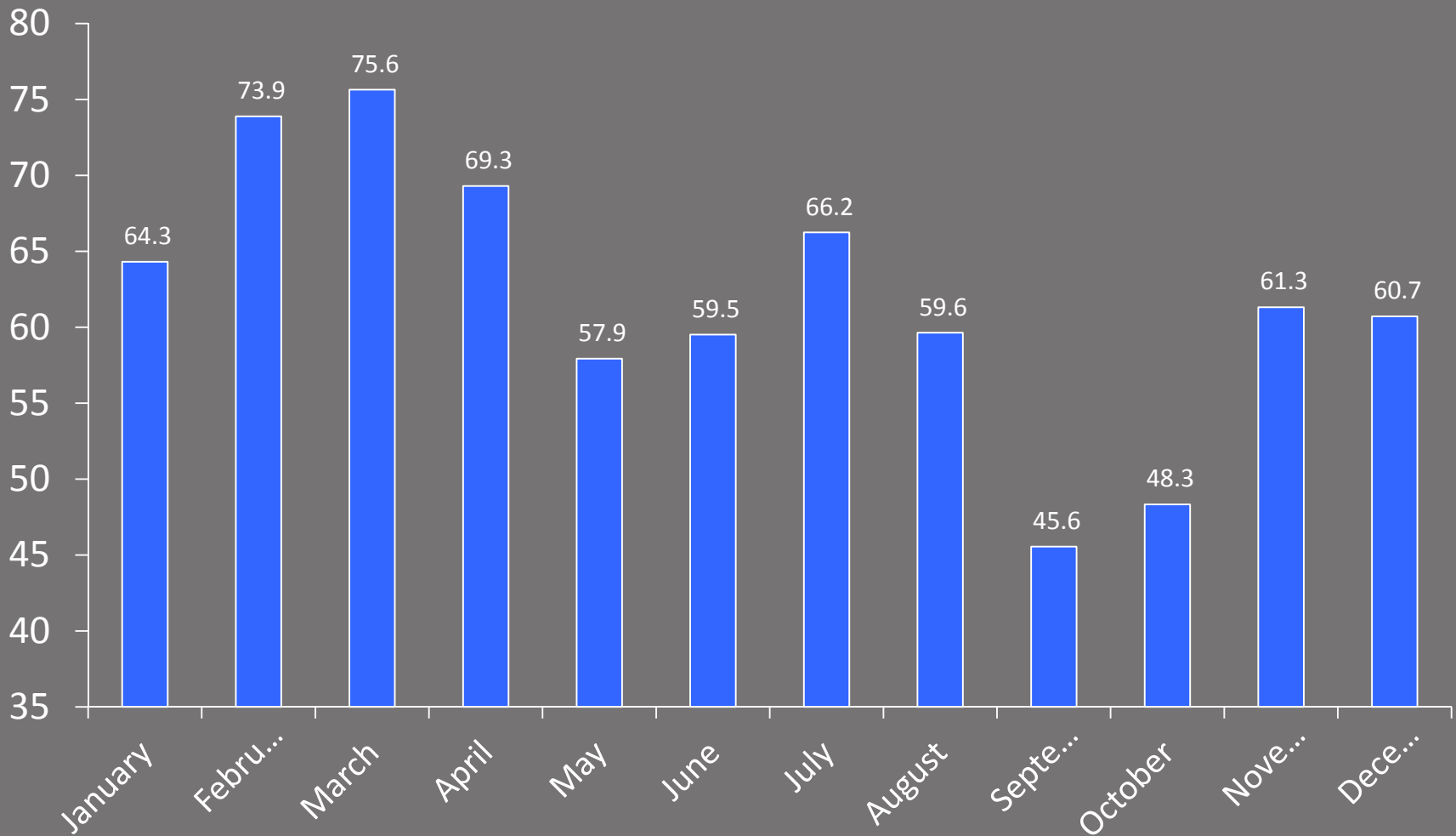
## 12 MMA, 2008 – April 2012



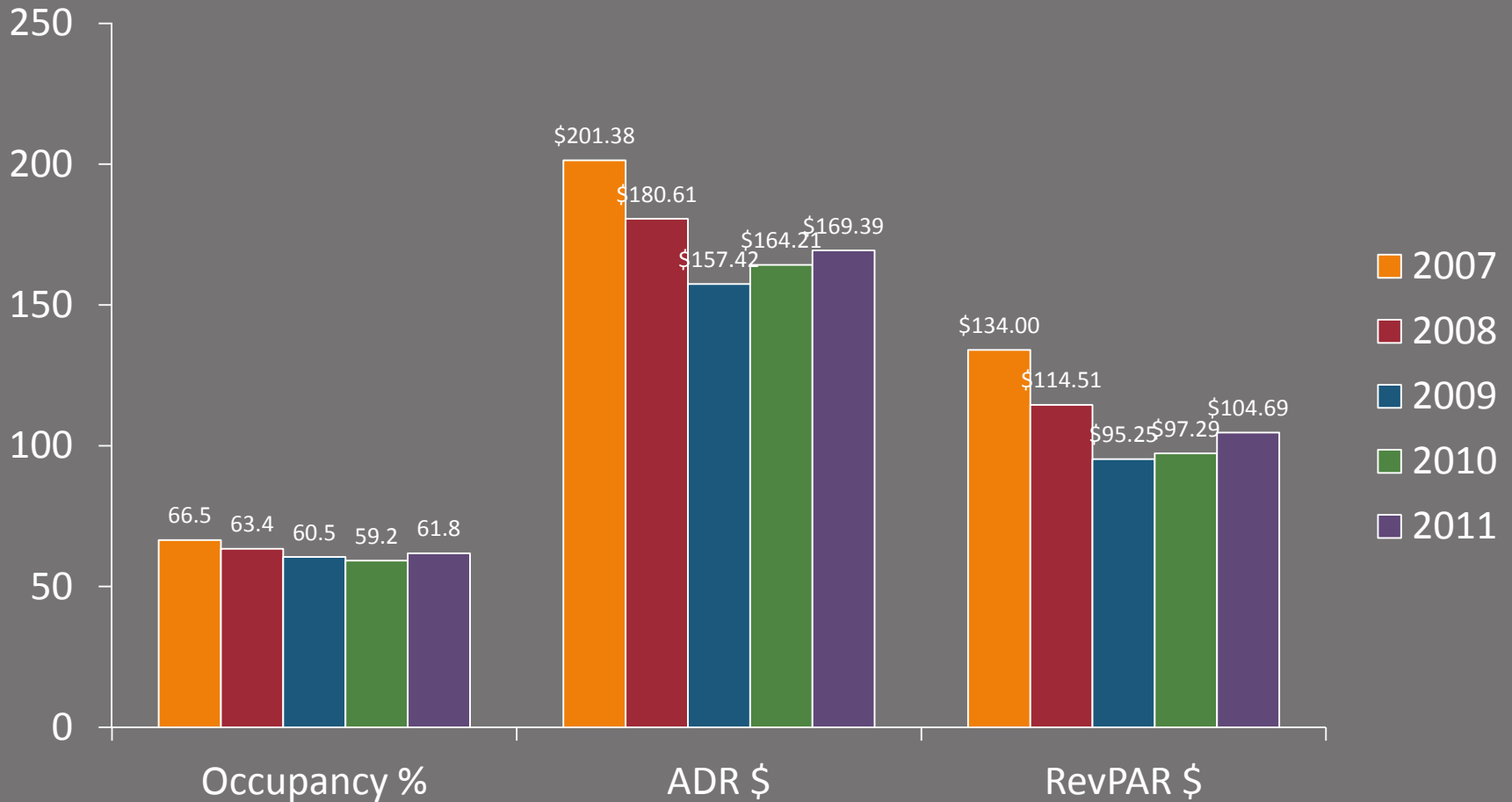
# Total Caribbean – RevPAR % Change 12 MMA, 2008 – April 2012



# Total Caribbean - Occupancy % by Month in 2011



# Total Caribbean – Occupancy / ADR / RevPar YE 2007 – 2011





# Caribbean Pipeline



# Pipeline Definitions:

**In Construction:** Ground broken or bids on general contractor being made

**Final Planning:** project out for bids, or construction to start within 4 months

**Planning:** An architect/engineer selected & plans are underway. (Initial approvals have usually been granted)

**Pre-Planning:** No architect has been selected

# Total Caribbean Active Development Pipeline

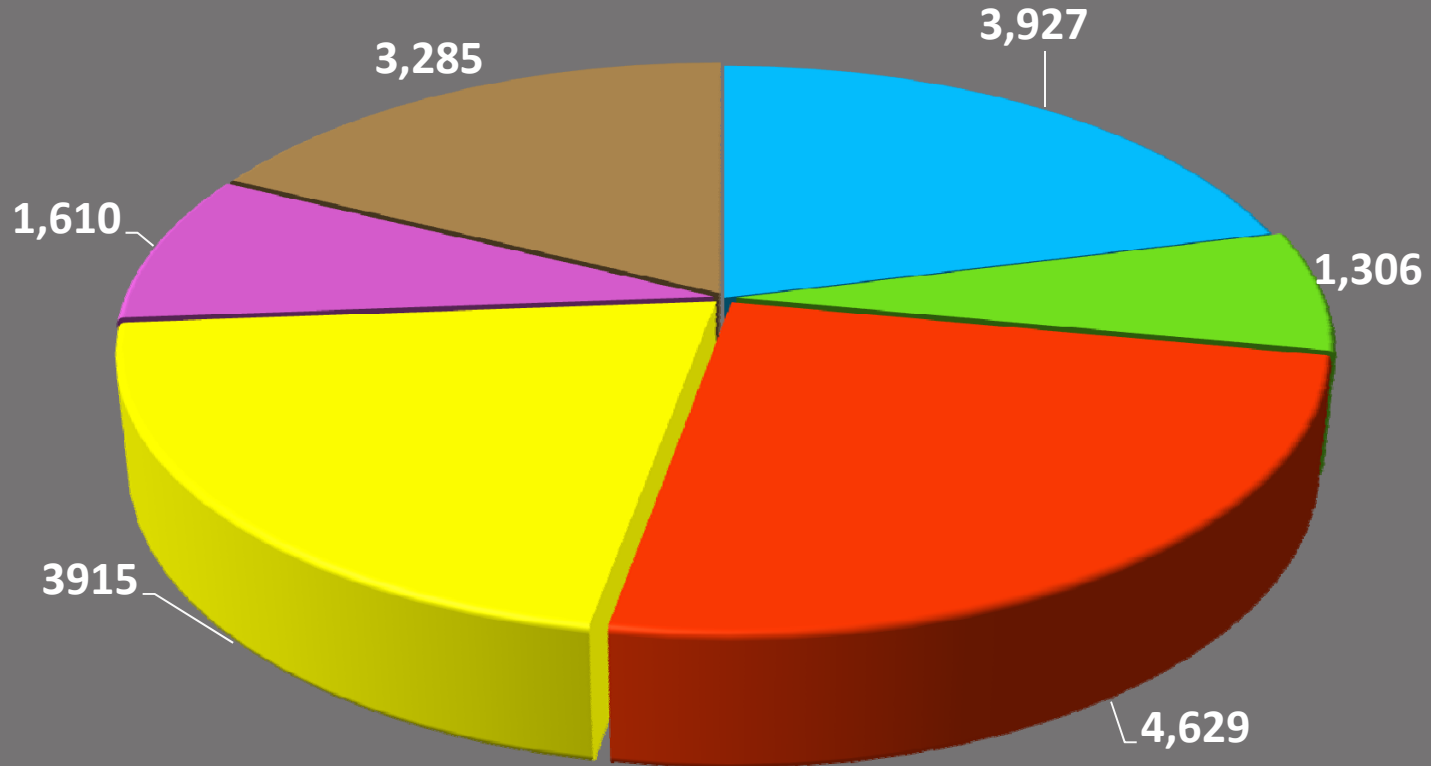
Phase	Projects	Rooms
In Construction	24	4,049
Final Planning	13	2,735
Planning	9	1,014
Active Pipeline	46	7,798
Pre-Planning	6	478
Total	52	8,276

April 2012



# Majority Of New Room Supply Coming From Upscale Chains

- ☒ Luxury Chains
- ☒ Upper Upscale Chain
- ☒ Upscale Chains
- ☒ Upper Midscale Chains
- ☒ Midscale Chains
- ☒ Independent



Total Caribbean— April 2012

Active Pipeline: planning/final planning/in-construction by chain scale

© 2012 Smith Travel Research, Inc. All rights reserved

\*Chain scales not mentioned do not have active pipeline projects at this time



# 3 Largest Projects in Caribbean Active Pipeline

Project Name	Phase	Rooms
Palladium Hotel Grand Jamaica Resort & Spa (Jamaica)	Final Planning	900
Grand Hyatt Baha Mar (Bahamas)	In-Construction	733
Secrets Gems @ Cap Cana (D.R.)	In-Construction	350

April 2012



A world map composed of a grid of small grey dots, serving as a background for the title text.

# Distribution Channel Analysis

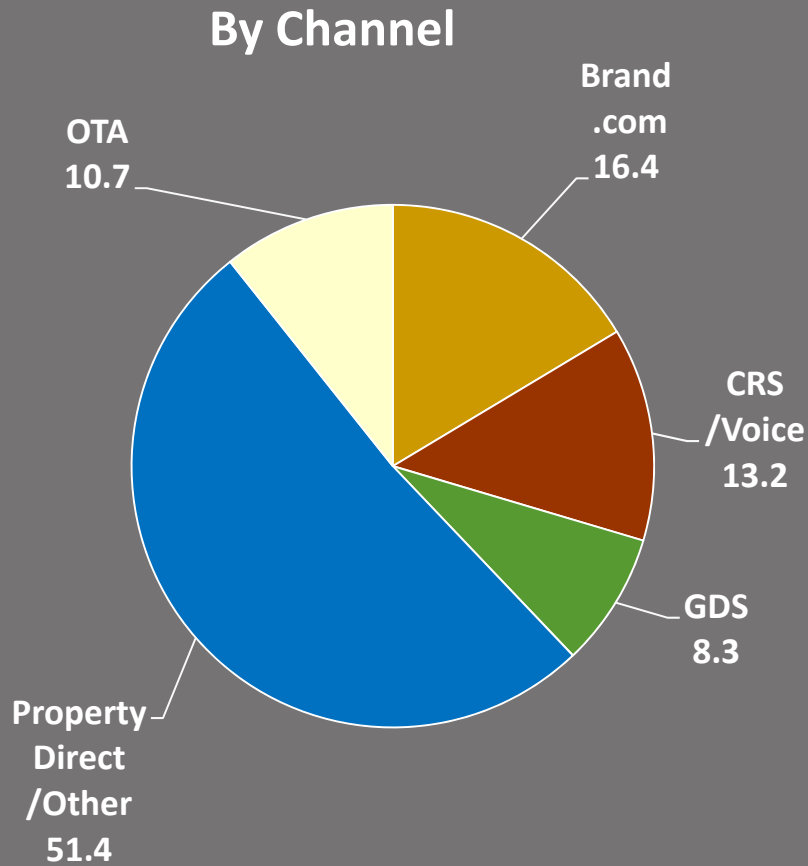
## Channel Mix Results

# Channel Mix Foundations

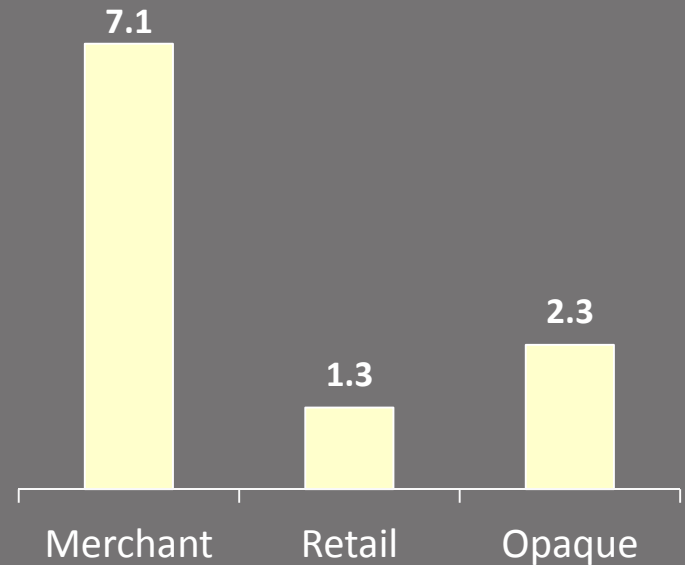
<b>Data</b>	<b>Nights and revenue per property per month from Jan 2009 to YTD 2011</b>
<b>Participation</b>	<b>25,500 US &amp; WW chain &amp; independent hotels, All major players</b>
<b>Channels</b>	<b>Brand.com, CRS/Voice, GDS, OTA, Property Direct/Other</b>
<b>OTAs</b>	<b>Booking.com, Expedia, Hotels.com, Hotwire, Priceline, Travelocity, Travelweb</b>
<b>Business Models</b>	<b>Merchant, Retail, Opaque</b>

# Demand Share by Channel for Total US

Annual 2010, Demand=Room Nights



### OTA by Business Model



*OTA responsible for little over 10% of all room nights sold in 2010  
OTA "10.7" consists of Merchant, then Opaque, then Retail*

Copyright 2011 Smith Travel Research



# Participation/ Program Overview



# Participation Overview

As of YE 2011	United States	CARIBBEAN
Properties	52,457	2,307
Rooms	4,881,386	247,582
Rm Sample % 2012	71.5 %	24%

- Caribbean sample too low. Need your help!

# Help Spread the word to your hoteliers

STR's Hotel Survey is **FREE!**

It's **Fast** – taking less than 5 minutes a month

It's **Easy** – report is emailed to you

It's **Confidential** – no individual hotel data is isolated

It's **Beneficial** – for the property & YOU, the organizations working to help the industry





For More Information

[fatima@str.com](mailto:fatima@str.com)

615-824-8664 ext 3339



***HotelNewsNow.com***



Any reprint, use or republication of all or a part of this presentation without the prior written approval of Smith Travel Research, Inc. or STR Global, Ltd. (collectively "STR") is strictly prohibited. Any such reproduction shall specifically credit STR as the source. This presentation is based on data collected by STR. No strategic advice or marketing recommendation is intended or implied.