

Room Inventory Study

Presented by:

CVB Taskforce

October 15, 2004

Project Scope

On May 24th, the Baton Rouge Area Convention and Visitor's Bureau introduced a draft plan to review the possibility of a tax increase in order to generate needed tax dollars to supplement its operating budget for the year 2005. In order to further investigate the validity of such a proposal, a task force was created to investigate room inventories. The project consisted of two parts: a) hotel room and employment profile and b) room contribution mix by segment.

Hotel Room Profile Scope

The purpose of the hotel room profile was to determine the exact number of hotels, hotel rooms and number of employees in East and West Baton Rouge, Ascension, Livingston, and West Feliciana.

Methodology

Using the phone book as the master guide, hotel managers and/or other front desk personnel were called and queried for the information. Information was reported as given. It is not certain that all self-reported information is 100% accurate. Data was collected and reported as of October 12, 2004. Data has taken into consideration the changes of ownership and flag on several properties.

Parish	# Hotels	# Rooms for Sale	# Employees
EBR	57	6,441	2,498
WBR	11	955	154
Livingston	5	235	47
Ascension	6	354	134
W. Feliciana	3	147	46
GRAND TOTAL	82	8,131	2,864

(Data does not include the proposed 300-room Marriott -Bass Pro Shop in Denham Springs- nor the 296-room Capital House Hilton)

Room and Employment Profile by City and Parish

City & Parish	Hotel Name	General Manager	# of rooms	# of employees
Baton Rouge/ East B.R. Parish	Alamo Plaza Motel	Dash Patel	92	4
Includes Baker and Zachary	All Around Suites	Kelvin Ross	140	10
	AmeriSuites	Bill Stoinoff	128	24
	Baymont Inn & Suites	Zoltan Csete	97	20
	Bellmont Hotel	Verna Jackson	43	9
*	Best Western Chateau	Margrett Fels	50	20
*	Best Western Richmond Suites	Garrett Kruithof	145	60
	Best Western Zachary Inn	Kevin Patel	58	17
	Brown's Motel	Joseph Brown	12	3
	Budget Inn	Charles Patel	30	2
	Callaway Inn & Suites	Glenda Callaway	150	15
*	Chase Suite Hotel	Deborah Sanders	80	24
	Comfort Suites - Airport	Ms. Kent	80	12
	Comfort Suites - O'Neal	Bob Patel	64	13
*	Comfort Suites - Valley Creek	Levonne Hyde	109	20

	Comfort Inn - University	Roario D'Amico	150	20
	Cook Conference Center	Cliff Vannoy	128	56
*	Courtyard by Marriott - Acadian	Toni Hayes	149	34
	Courtyard by Marriott - Siegen	Richard Duhon	121	35
	Crestwood Suites	Michelle DuBroc	137	12
	Crossland Economy Studios	Susan Eastwood	129	11
	Days Inn & Suites	Glenda Calaway	194	38
	Deluxe Inn	Mary Edwards	144	14
*	Embassy Suites	Ralph Ney	224	65
	Extended Stay America	Jackie Flattery	101	11
	Fairfield Inn	Jayne McGee	79	18
	Fountain Motel	Pete Patel	22	5
*	Hampton Inn - College	Monee Bailey	140	30
*	Hilton Garden Inn	Rick Engel	131	60
	Holiday Inn Express - Baker	DeAngela Williams	60	25
	Holiday Inn - South	Mark Kane	333	125
	Holiday Inn - East	Scott Michelet	136	50
	Holiday Inn Express - Constitution	Jane Walker	60	22
	Holiday Inn Select	Dennis Quinn	294	240
*	Homewood Suites	Cherri Kieschnick	115	33
	La Quinta Inn	Brant Parish	142	27
	LSU Faculty Club	Dorothy White	16	4
*	Marriott	Janet Schwartz	300	110
	Microtel - Airline	Rednard Harris	82	10
	Microtel - Siegen	Jeff Clark	80	15
	Motel 6 - Airline/I-12	Dawn Hunt	115	31
	Motel 6 - Siegen/I-10	Gilbert Lujan	110	17
	N. Foster Drive - In Motel	Joe Collier	11	3
	Pines Motel	Don Deshotel	25	1
	Plantation Inn	Judy Wong	200	10
	Quality Suites	Laine Garner	120	25
*	Ramada - former Hampton Inn	Roger Desari	119	20
	Red Roof Inn	Ione Hughes	109	20
	Residence Inn	Hillary Cohen	108	35
	Shades Motel	Roger Desari	40	4
	Shedran Motel	Naresh Patel	25	1
	Sheraton	Charles O'Hala	300	950
	Sleep Inn	Mike Patel	101	12
	Staring Motel	Owner GM	27	3
*	Springhill Suites	Jayne McGee	78	20
	Super 8 I-12/Sherwood	Jigar Patel	59	10
	Ten Flags Inn Motel	Maise Ashley	151	7
	Town Place Suites	Jayne McGee	90	20
	VelRose Motel	Nilesh Brajdbadi	60	4
Parish totals		59 hotels	6566	2513

Denham Springs/Livingston Parish	Best Western Denham Springs	Bob Patel	56	7
	Days Inn	Nick Patel	62	12
	Highland Inn	B. Joshi	43	10
	Holiday Inn Express	Anil Patel	49	12
	Village Inn	Jay Patel	25	6
Parish totals		5 hotels	235	47

Port Allen/W. Baton Rouge Parish	Audubon Inn	Sara Parks	110	20
	Best Western Magnolia Manor	Mike Patel	102	12
	Budget 7	unknown	50	4
	Comfort Suites	Ash Patel	65	16
	Days Inn & Suites	Cammy Crochet	48	10
	Days Inn - West	Mr. Yang	152	15
	Ed's Motel	JoAnn Gibson	11	2
	* Holiday Inn Express	Kristy Massey	141	40
	Motel 6	Marla Eigher	125	21
	Super 8	Dallas Deshotels	146	14
	Westerner Motel	Steve Chen	30	2
Parish totals		11 hotels	980	156

Gonzales/Ascension Parish	Best Inn & Suites	Edwin Patel	37	2
	Best Western Inn	Ted Armond	47	15
	Budget Inn	D'Juan	60	12
	Highland Inn	Ravi Joshi	53	12
	Holiday Inn	Harry Robert	171	105
	Supreme Suites	Sharon Reed	70	5
Parish totals		6 hotels	438	151

St. Francisville/W. Feliciana Parish	Best Western St. Francis on the Lake	Candace Daigle	100	24
	The Bluffs	Melanie Beachum	38	20
	3V Tourist Court	Lynn Wood	9	2
Parish totals		3 hotels	147	46

Total Room and Employee Profile

Area totals		84 hotels	8368	2910
	<i>* indicates current members of BRHMA.</i>			

Note: Out of 59 hotels in East Baton Rouge Parish, 11 of them (representing 508 rooms) would not meet any hotel franchise standard specifications for quality assurance, design or service, do not have phone numbers, and in all reality, guests

coming to the city would probably not consider spending their lodging dollar in these establishments. At this time, there are only five Full-Service hotels which can host city wide conventions as a headquarter hotel.

Room Contribution Mix Scope

The purpose of the hotel room contribution mix was to determine the number of rooms generated by market segment (either individual or group) and to determine the percentage of contribution attributed to the Baton Rouge Area Convention and Visitor’s Bureau leads.

Research Methodology

The research methodology included a population sample of all hotels in the Baton Rouge market. The research instrument was an electronic spreadsheet to track room inventory for the years 2002, 2003, and YTD 2004. Inventory requests were divided into individual and group segments and further segmented by market, including the following markets:

Individual	Group
Corporate	Corporate
Leisure	Government
Government	SMERF
Negotiated Corporate	Association
Total Individual	Tour
	Other
	Total Group

Sampling

In order to validate responses, all responses were kept strictly confidential. 34 properties were sampled. 17 responses were recorded (50% rr). The market segment mix included all full service property. Responses were either e-mailed, faxed, or personally collected via phone poll.

Included in the population sample were the following properties:

1. AmeriSuites
2. Baton Rouge Marriott
3. Baymont Inn & Suites
4. Best Western Chateau Louisianne
5. Best Western Richmond Suites Hotel
6. Courtyard by Marriott -Siegen
7. Embassy Suites Hotel
8. Hilton Garden Inn
9. Holiday Inn South
10. Homewood Suites Hotel
11. Quality Suites
12. Sheraton Baton Rouge Convention Center Hotel
13. Best Western Magnolia Manor
14. Chase Suites Hotel by Woodfin
15. Comfort Inn University Center
16. Comfort Suites - College Drive
17. Comfort Suites - Port Allen
18. Courtyard by Marriott-Acadian
19. Days Inn

20. Fairfield Inn by Marriott
21. Hampton Inn Airline
22. Hampton Inn College
23. Holiday Inn East
24. Holiday Inn Express-Baker
25. Holiday Inn Select Executive Center
26. La Quinta Inn
27. Lod and Carole Cook Conference Center& Hotel
28. Microtel Inn - Airline
29. Microtel Inn & Suites
30. Red Roof Inn
31. Residence Inn by Marriott
32. Springhill Suites by Marriott
33. Super 8 Motel
34. TownePlace Suites By Marriott

Data Collection and Results

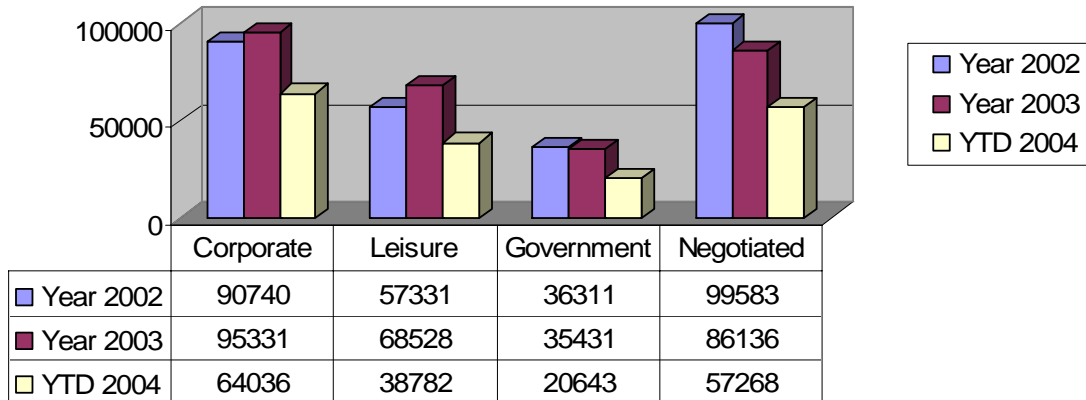
Data collection was performed by Innovatis IMC Worldwide and analyzed as follows. The following table outlines all data collected.

Individual	Year 2002	% Segment	Year 2003	% Segment	YTD 2004	% Segment
Corporate	90740	21%	95331	22%	64036	23%
Leisure	57331	13%	68528	16%	38782	14%
Government	36311	8%	35431	8%	20643	7%
Negotiated Corporate	99583	23%	86136	19%	57268	20%
Total Individual	283965		285426		180729	
Group	Year 2002	% Segment	Year 2003	% Segment	YTD 2004	% Segment
Corporate	26807	6%	25614	6%	12574	4%
Government	24257	6%	41574	9%	19406	7%
SMERF	40948	10%	36228	8%	28168	10%
Association	26179	6%	29298	7%	19638	7%
Tour	2023	0%	1886	0%	2039	1%
Other	24740	6%	21833	5%	17640	6%
Total Group	144954		156433		99465	
Total Individual and Group	Year 2002	% Segment	Year 2003	% Segment	YTD 2004	% Segment
Total Individual and Group	428919		441859		280194	
CVB Generated	9893		9604		5016	
Percentage CVB	1.98%		1.83%		1.37%	

BRHMA Membership:

Membership in East Baton Rouge Parish consists of 11 member hotels. WBR Parish has 1 member hotel.

Individual Transient Rooms FTY 2002, 2003, & YTD 2004



Data Legend

In order to quantify data sets, the following legends were utilized.

Transient:

Individual:

Traveler not part of a group block.

Corporate Transient:

Individual business traveler.

Leisure Transient:

Individual pleasure traveler.

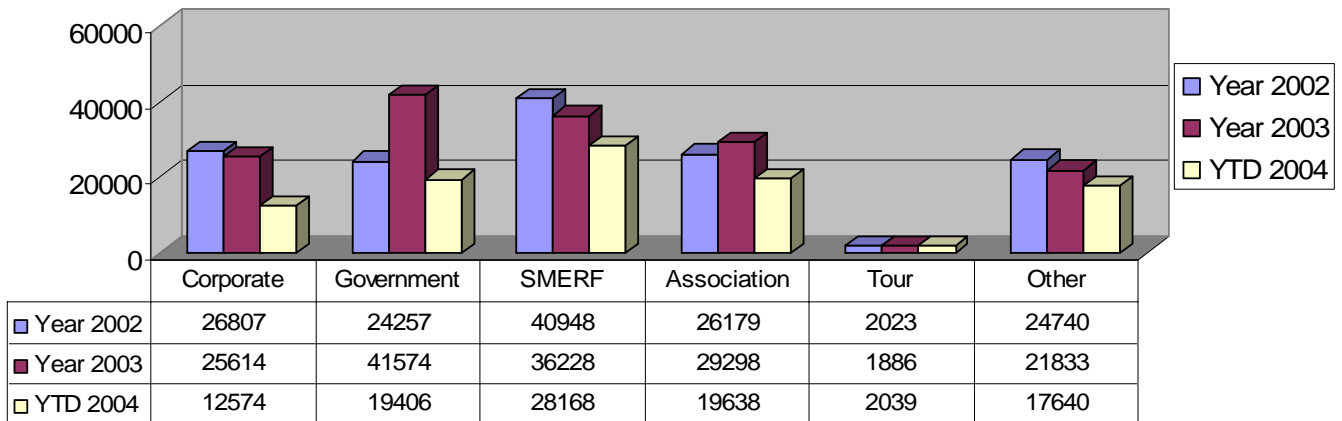
Government Transient:

Individual government traveler can include federal and state.

Negotiated Corporate:

Individual corporate travelers who receive a discounted corporate rate based on volume room nights produced by their company or

Group Room Inventory for the Inventory 2002, 2003, & YTD 2004



affiliation.

Group:

Group is defined as 10 or more rooms per night under written contract.

Corporate:

Group of 10 or more room nights under a written contract.

Government:

Group of 10 or more room nights under a written contract.

SMERF:

Social, military, educational, religious, fraternal group of 10 or more room nights under contract. Can include sports.

Association:

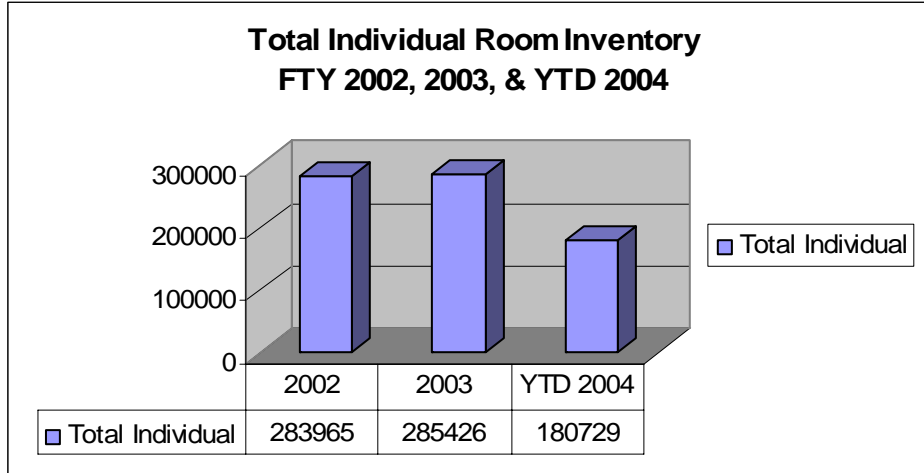
Group of 10 or more room nights under contract. State, regional, national, trade or professional organization.

Tour:

Group tour rooms usually a bus tour under written contract.

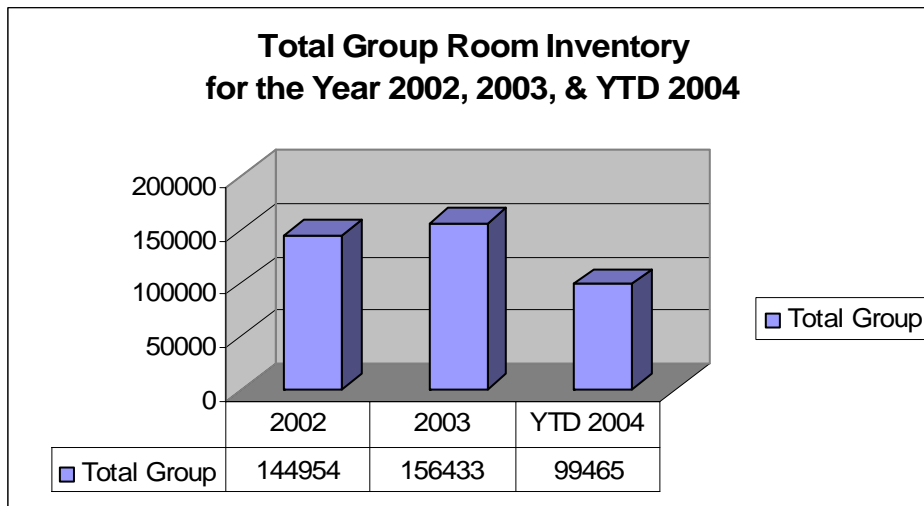
Data Analysis

As is noted in the charts below, individual room nights totaled 283,965 (2002), 285,426 (2003), and 180,729 (YTD 2004) showing a slight increase in 2003 and somewhat of a decline is projected for 2004.



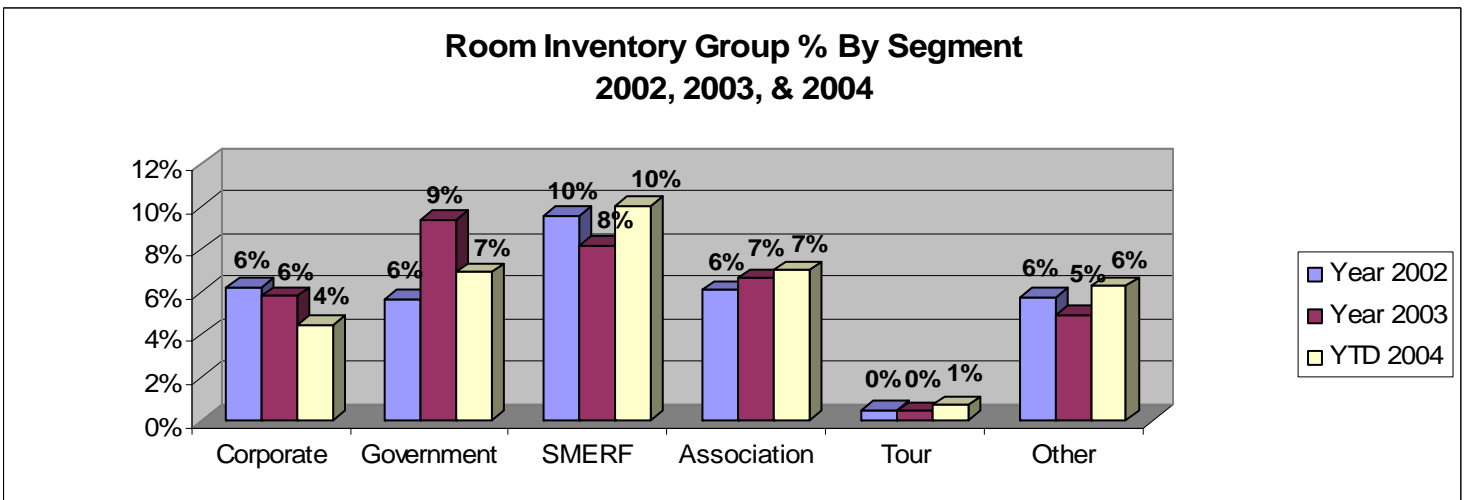
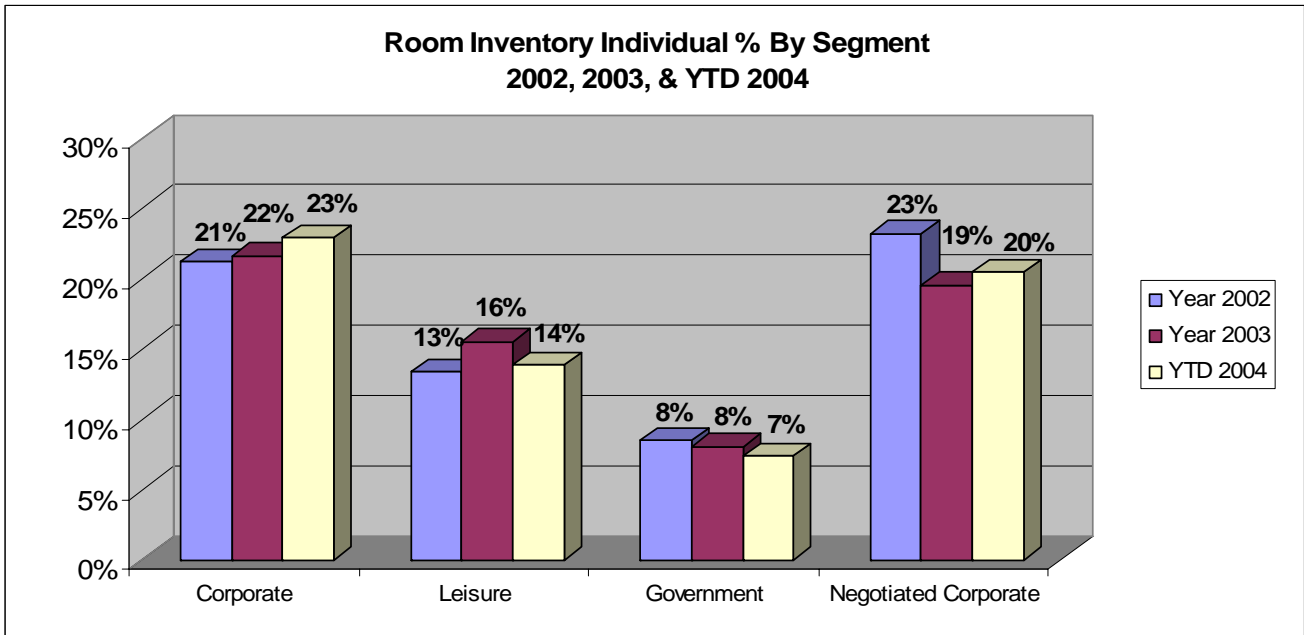
Data Analysis

As is noted in the charts below, group room nights totaled 144,954 (2002), 156,433 (2003), and 99,465 (YTD 2004), showing a slight increase in 2003 and somewhat of a decline is projected for 2004.



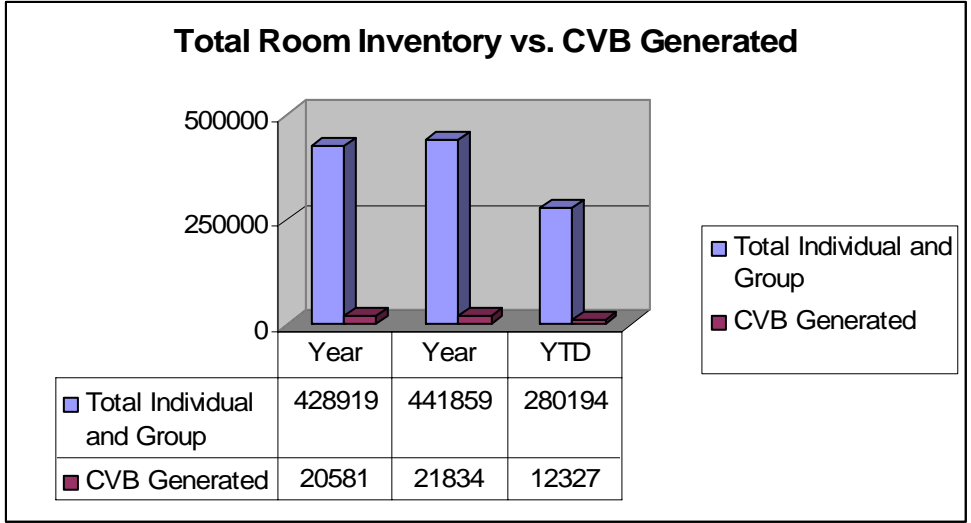
Data Analysis

As is noted in the charts below, room inventories varied slightly from 2002 through YTD 2004 as percentages of each market segment.



Data Analysis

According to the data collected, total rooms generated from all market segments, individual and group were 428,919 (2002), 441,859 (2003), and 280,194 (YTD 2004). According to the sample, total rooms sources as generated by the CVB was 20,581 (2002), 21,834 (2003), and 12,327 (YTD 2004).



Data Analysis

The following percentages reflected rooms generated by the CVB for 2002, 2003, and YTD 2004.

	2002	2003	YTD 2004
Percentage CVB	4.80%	4.94%	4.40%