# Rubicon's 2010 Outlook

## 22nd Annual Hunter Hotel Investment Conference

## March 18, 2010

Steve Swope – Chairman & CEO

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# Rubicon's Primary Data…

- 42 million future competitive rates are collected each day
- Daily load of reservation and block information for the coming 12 months provided for all brands operated by Gaylord, Hilton, Hyatt, InterContinental, Loews, Marriott and Starwood
- Daily load of all GDS transactions that pass through the Pegasus switch

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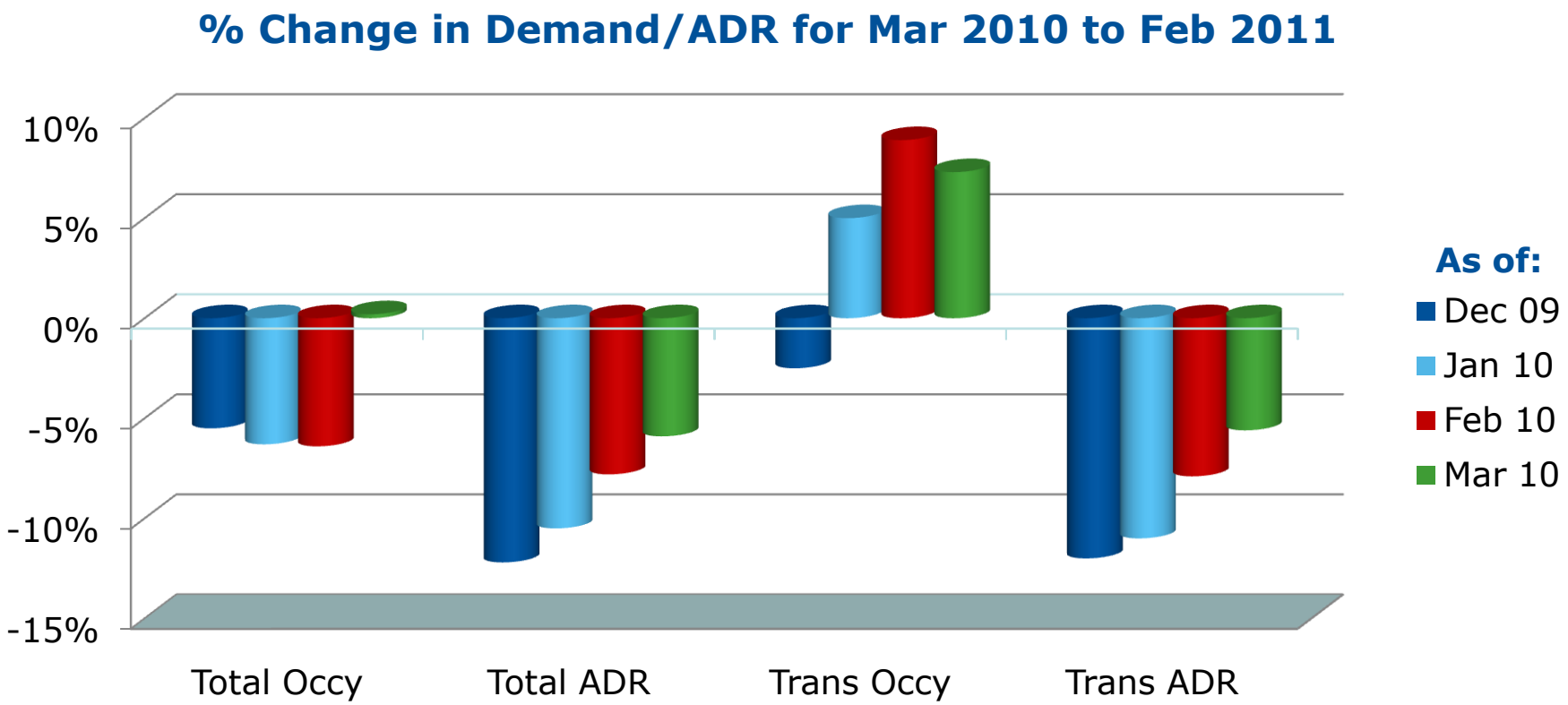
# Upscale, Midscale & Midscale w/o F&B

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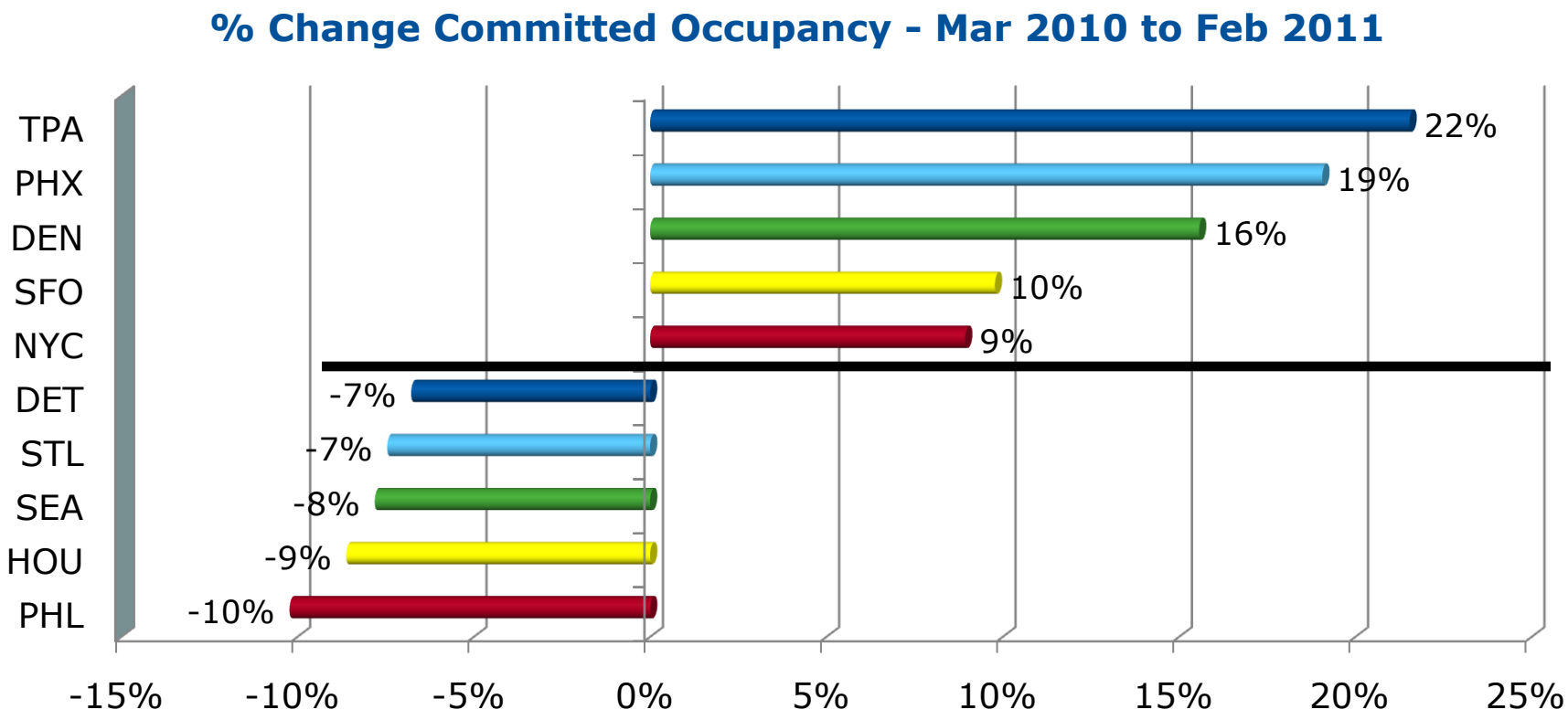
# Five Best/Worst - Upscale, Midscale & Midscale w/o F&B

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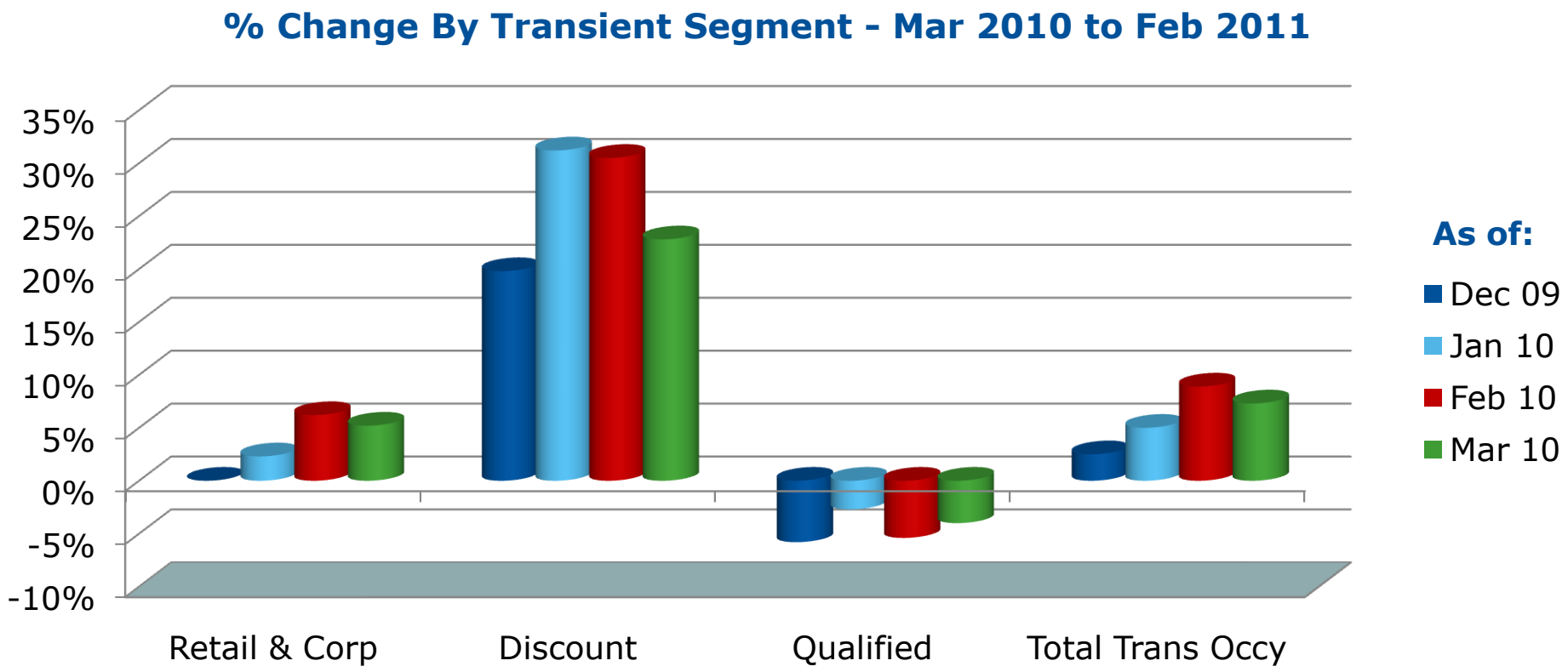
# Upscale, Midscale & Midscale w/o F&B

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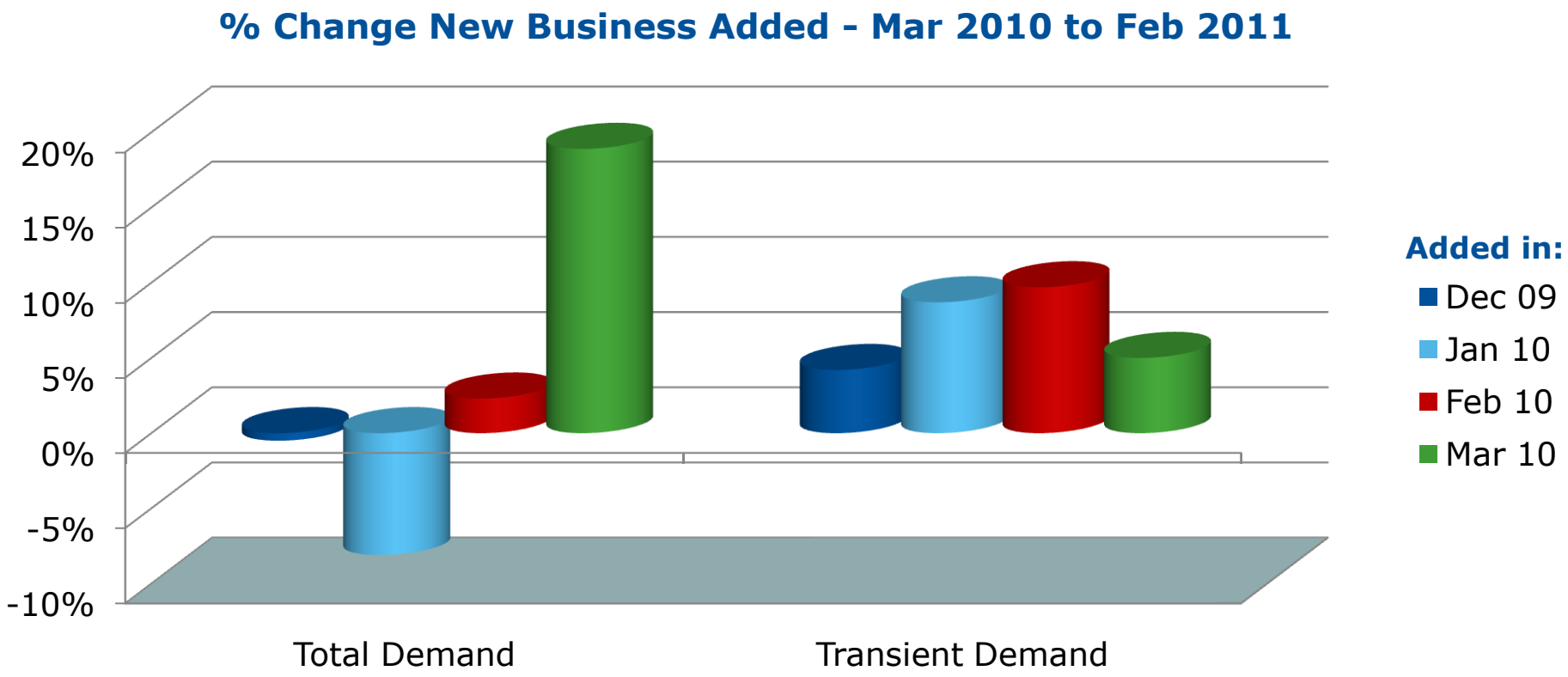


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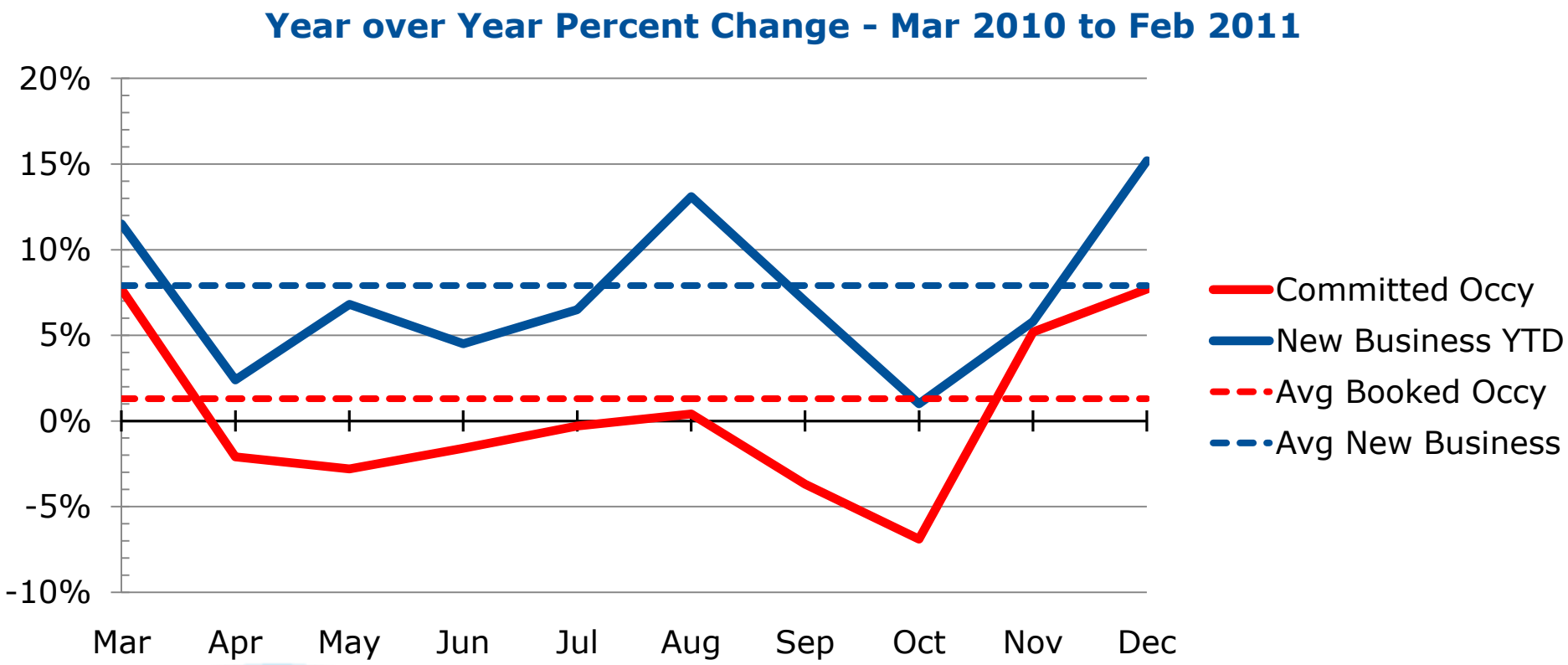


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# Expectations for 2010

- Demand data - March to December 2010 shows:
  1. Committed occupancy is down 4.3%
  2. New business is being added 5.5% faster than in 2009
  3. The pace of new business will close the occupancy gap
  4. The ADR gap has already begun to close

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# Expectations for 2010

- Based on the current data, we can expect:
  1. YTD occupancy will be reach 2009 levels by 3Q10
  2. Year-end occupancy growth of 2% to 3%
  3. ADR recovers slower and will be about -5.3%
- While remaining short of 2008 performance, the industry will show positive growth over 2009

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# This Presentation is Online

www.RubiconGroup.com

Steve Swope
Chairman & CEO
March 18, 2010

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