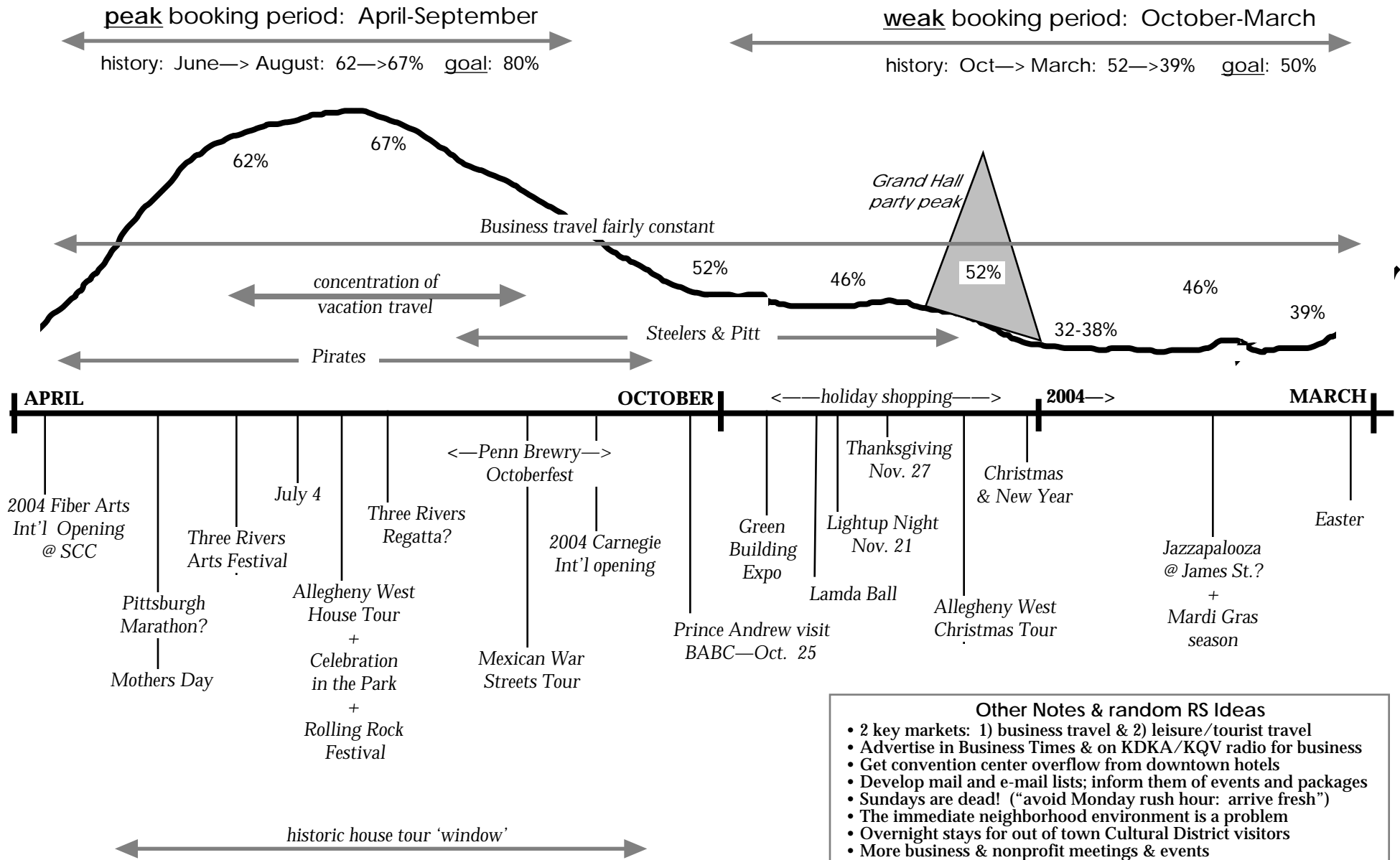


Full capacity: 75-80%

Priory—A City Inn annual averages & annual events calendar



- Other Notes & random RS Ideas**
- 2 key markets: 1) business travel & 2) leisure/tourist travel
 - Advertise in Business Times & on KDKA/KQV radio for business
 - Get convention center overflow from downtown hotels
 - Develop mail and e-mail lists; inform them of events and packages
 - Sundays are dead! ("avoid Monday rush hour: arrive fresh")
 - The immediate neighborhood environment is a problem
 - Overnight stays for out of town Cultural District visitors
 - More business & nonprofit meetings & events
 - Connect with Just Ducky in warm months
 - Opportunity to create packages with other businesses & attractions
 - Capture cultural & historic tourists; create weekend packages
 - Neighborhood workout membership in exercise room