

**NORTH STAR BRANDPRINT CLIENTS vs. NATIONAL AVERAGE
TOTAL EMPLOYMENT GROWTH - BUREAU OF LABOR STATISTICS**

SEGMENT	% Change (2001-2004)
National Average	1.70%
BrandPrint Community Average	3.22%
AUGUSTA, GA-SC	2.19%
BAY CITY, MI	-9.10%
BEACHES OF SOUTH WALTON, FL	28.31%
CALHOUN COUNTY, AL	-2.70%
CAPE GIRARDEAU, MO	-1.40%
COLUMBUS/ LAGRANGE GA	-0.32%
CONYERS, GA	1.30%
DOTHAN, AL	0.78%
DOUGLASVILLE, GA	3.43%
GEORGETOWN, KY	1.88%
GLASGOW, KY	-0.21%
GLENDALE, AZ	10.05%
GRAND RIVERS, KY	-1.96%
GRAPEVINE, TX	2.42%
GWINNETT COUNTY, GA	6.01%
HATTIESBURG, MS	4.62%
HENRY COUNTY, GA	11.59%
JACKSON, MS	3.28%
LANSING, MI	-1.62%
LAWRENCE COUNTY, TN	0.58%
MCKINNEY, TX	8.08%
MOBILE, AL	-2.36%
PIGEON FORGE, TN	7.28%
ROME, GA	5.28%
SANTA ROSA COUNTY, FL	8.11%
SPARTANBURG, SC	-0.40%
SUMNER COUNTY, TN	1.61%
WILLIAMSON COUNTY, TN	4.57%

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SMITH TRAVEL RESEARCH
NORTH STAR BRANDPRINT CLIENTS - PROCESSED ON JUNE 10, 2005

SEGMENT	OCCUPANCY	OCCUPANCY	% Change	ADR	ADR	% Change	REVPAR	REVPAR	% Change
	2001	2004		2001	2004		2001	2004	
NATIONAL AVG. % CHANGE	59.70%	61.30%	2.6%	\$84.07	\$86.22	2.5%	50.22	49.08	-2.3%
AVG. BRANDPRINT CLIENT % CHANGE	55.67%	59.32%	7.0%	\$57.32	\$62.46	8.8%	\$ 32.24	\$37.50	16.7%
Augusta, GA	53.7%	55.8%	3.9%	\$ 53.14	\$57.83	8.8%	\$ 28.54	\$32.30	13.2%
Bay City, MI	48.2%	42.2%	-12.4%	\$ 52.91	\$62.54	18.2%	\$ 25.51	\$26.41	3.5%
Calhoun County, AL	53.6%	57.3%	6.9%	\$ 50.00	\$56.02	12.0%	\$ 26.79	\$32.07	19.7%
Cape Girardeau, MO	58.4%	62.8%	7.5%	\$ 56.50	\$60.89	7.8%	\$ 32.97	\$38.26	16.0%
Chandler, AZ	56.3%	64.5%	14.6%	\$ 70.48	\$78.66	11.6%	\$ 39.68	\$50.72	27.8%
Columbus, GA	58.7%	63.4%	8.0%	\$ 62.37	\$66.29	6.3%	\$ 36.62	\$42.05	14.8%
Conyers, GA	67.5%	64.4%	-4.6%	\$ 52.19	\$50.42	-3.4%	\$ 35.25	\$32.46	-7.9%
Dothan, AL	55.3%	66.4%	20.1%	\$ 41.69	\$46.03	10.4%	\$ 23.04	\$30.54	32.6%
Douglasville, GA	61.0%	61.5%	0.8%	\$ 51.13	\$54.60	6.8%	\$ 31.17	\$33.60	7.8%
Georgetown, KY	53.5%	57.7%	7.9%	\$ 44.69	\$51.27	14.7%	\$ 23.93	\$29.58	23.6%
Glasgow, KY	44.9%	48.7%	8.5%	\$ 47.94	\$49.83	3.9%	\$ 21.54	\$24.25	12.6%
Grapevine, TX	63.3%	64.7%	2.2%	\$ 83.81	\$103.41	23.4%	\$ 53.08	\$66.95	26.1%
Gwinnett County, GA	61.3%	57.5%	-6.2%	\$ 56.80	\$55.56	-2.2%	\$ 34.81	\$31.95	-8.2%
Hattiesburg, MS	52.7%	72.4%	37.4%	\$ 47.23	\$54.10	14.5%	\$ 24.87	\$39.14	57.4%
Henry County, GA	62.0%	58.7%	-5.3%	\$ 47.38	\$51.32	8.3%	\$ 29.37	\$30.11	2.5%
Jackson, MS	55.4%	59.6%	7.6%	\$ 55.64	\$57.94	4.1%	\$ 30.85	\$34.53	11.9%
Lansing, MI	60.8%	54.4%	-10.5%	\$ 68.71	\$70.45	2.5%	\$ 41.80	\$38.34	-8.3%
Lawrence County, TN	42.4%	49.6%	17.0%	\$ 46.70	\$51.11	9.4%	\$ 19.82	\$25.35	27.9%
Mobile, AL	57.1%	71.9%	25.9%	\$ 63.30	\$71.66	13.2%	\$ 36.12	\$51.49	42.6%
Pioneer Valley, MA	62.0%	56.3%	-9.2%	\$ 76.86	\$81.17	5.6%	\$ 47.62	\$45.70	-4.0%
Plano, TX	58.1%	59.3%	2.1%	\$ 67.74	\$66.79	-1.4%	\$ 39.33	\$39.62	0.7%
Rome, GA	44.9%	45.2%	0.7%	\$ 49.97	\$53.59	7.2%	\$ 22.42	\$24.23	8.1%
Santa Rosa County, FL	55.9%	76.9%	37.6%	\$ 80.61	\$93.17	15.6%	\$ 45.02	\$71.69	59.2%
Spartanburg, SC	49.1%	52.4%	6.7%	\$ 48.00	\$54.50	13.5%	\$ 23.55	\$28.58	21.4%