

TOP 10 GROUP EVENTS – DECEMBER 2006

Total, St. Louis, Memphis

Square Footage Meeting Space Occupied, Square Footage Catered, Estimated Number of Attendees

Data derived from reader board reports covering 877 hotels in 55 metropolitan areas across 39 states and provinces*

Total number of events surveyed for time period: 26,784

Square Footage Meeting Space Occupied – North America

	Event	Market	Sq Ft - Meeting Space Occupied
1.	2006 Sales Meeting and Product Show	Kansas City	350096
2.	ARISE IMPACT MOVEMENT 2006 CONFERENCE	Atlanta	218419
3.	Conservative Baptist Northwest Youth	Portland	203275
4.	AoA National Summit Dec 06	Washington	198311
5.	Air National Guard Senior Leadership Conference 2006	Baltimore	188684
6.	URBANA 06	St. Louis	168137
7.	2006 CONSUMER HEALTH WORLD	Washington	145105
8.	CHRISTIAN WITNESS CENTER - WINTER CONFERENCE	Kansas City	139712
9.	CAPELLA UNIVERSITY	Orlando	132496
10.	COMCAST NORTH AREA END OF THE YEAR MEETING 2006	Chicago	128520

Square Footage Catered – North America

	Event	Market	Sq Ft – Meeting Space Catered Events
1.	Fremont Investment & Loan Holiday Luncheon	Los Angeles	95,408
2.	2006 Sales Meeting and Product Show	Kansas City	87,958
3.	IBM - HOLIDAY GALA	Durham	80,640
4.	PULTE HOMES 2006 HOLIDAY PARTY	Orlando	65,663
5.	PROSPECTORS CLUB	Reno	62,673
6.	MASTERCARD EMPLOYEE HOLIDAY PARTY	St. Louis	62,594
7.	MOLINA FINE JEWELERS	Phoenix	59,616
8.	PCI - DECEMBER 2006	Orlando	58,704
9.	RSIS 14TH ANNUAL HOLIDAY GALA & EMPLOYEE REC & AWARDS GALA	Washington	52,470
10.	IL ROAD AND TRANSPORTATION BUI - 69 TH DINNER & AWARDS	Chicago	51,185

Estimated Number of Attendees – North America

	Event	Market	Est Num of Attendees
1.	2006 MIDWINTER HOLIDAY REGIONAL BRIDGE TOURNAMENT	Reno	6393
2.	Air National Guard Senior Leadership Conference 2006	Baltimore	2755
3.	MOLINA FINE JEWELERS	Phoenix	2532
4.	Fremont Investment & Loan Holiday Luncheon	Los Angeles	2382
5.	NAST 2006 MANAGEMENT TRAINING CONFERENCE	New Orleans	1908
6.	IL ROAD AND TRANSPORTATION BUI - 69 TH DINNER & AWARDS	Chicago	1825
7.	PULTE HOMES 2006 HOLIDAY PARTY	Orlando	1779
8.	2006 Sales Meeting and Product Show	Kansas City	1767
9.	DELOTTES 2006 OIL AND GAS CONFERENCE	Houston	1729
10.	BCD TRAVEL AMERICAS MANAGEMENT SUMMIT	Atlanta	1677

SELECTED MARKET: St. Louis**Square Footage Meeting Space Occupied: St. Louis**

	Event	City	Sq Ft - Meeting Space Occupied
1.	URBANA 06	St. Louis	168,137
2.	MASTERCARD EMPLOYEE HOLIDAY PARTY	St. Louis	125,188
3.	Region 3 SWR Management Meeting	St. Louis	61,059
4.	FFCMH 18TH ANNUAL CONFERENCE	St. Louis	51,185
5.	FARM FUTURES - EDUCATION MEETING	St. Louis	44,596
6.	DOBBS TIRE & AUTO CENTERS 2006 HOLIDAY PARTY	St. Louis	41,498
7.	GRAZING LANDS CONSERVATION INITIATIVE 2006	St. Louis	40,406
8.	ALLSUP INC. HOLIDAY PARTY	St. Louis	37,178
9.	KPMG ANNUAL TOWN HALL MEETING & RECEPTION	St. Louis	34,571
10.	NIXON FOR GOVERNOR DINNER	St. Louis	34,536

**SELECTED MARKET – St. Louis
(Continued)**

Square Footage Catered: St. Louis

	Event	City	Sq Ft – Meeting Space Catered Events
1.	URBANA 06	St. Louis	168137
2.	MASTERCARD EMPLOYEE HOLIDAY PARTY	St. Louis	125188
3.	FFCMH 18TH ANNUAL CONFERENCE	St. Louis	51185
4.	FARM FUTURES - EDUCATION MEETING	St. Louis	44596
5.	DOBBS TIRE & AUTO CENTERS 2006 HOLIDAY PARTY	St. Louis	41498
6.	GRAZING LANDS CONSERVATION INITIATIVE 2006	St. Louis	40406
7.	ALLSUP INC. HOLIDAY PARTY	St. Louis	37178
8.	NATIONAL HIGH SCHOOL BASEBALL COCHES ASSOCIATION	St. Louis	36425
9.	KPMG ANNUAL TOWN HALL MEETING & RECEPTION	St. Louis	34571
10.	NIXON FOR GOVERNOR DINNER	St. Louis	34536

Estimated Number of Attendees: St. Louis

	Event	City	Est Num of Attendees
1.	COLDWELL BANKER GUNAKER HOLIDAY PARTY	St. Louis	1378
2.	GRAZING LANDS CONSERVATION INITIATIVE 2006	St. Louis	1212
3.	MASTERCARD EMPLOYEE HOLIDAY PARTY	St. Louis	1212
4.	KPMG ANNUAL TOWN HALL MEETING & RECEPTION	St. Louis	1212
5.	DOBBS TIRE & AUTO CENTERS 2006 HOLIDAY PARTY	St. Louis	1212
6.	ST.LOUIS COLLEGE OF PHARMACY HOLIDAY CELEBRATION	St. Louis	1212
7.	Liquidation Expo (Blue Star Prod)	St. Charles	688
8.	LOGAN COLLEGE OF CHIROPRACTICE GRADUATION RECEPTION	St. Louis	665
9.	GUARANTEE ELECTRIC COMPANY HOLIDAY PARTY	St. Louis	599
10.	FFCMH 18TH ANNUAL CONFERENCE	St. Louis	564

SELECTED MARKET SEGMENTS: Memphis**Square Footage Meeting Space Occupied: Memphis**

	Event	City	Sq Ft - Meeting Space Occupied
1.	AUTOZONE LIBERTY BOWL-UNIVERSITY OF HOUSTON	Memphis	48455
2.	Buckman Laboratories International Inc.	Memphis	47550
3.	PANDEMIC INFLUENZA: MAINTAINING UTILITY OPERATIONS	Memphis	35915
4.	SERVICEMASTER BREAKTHROUGH LEADERSHIP WORKSHOP	Memphis	32443
5.	Apartment Assoc of Greater Memphis	Memphis	23400
6.	Past Matrons Associations - OES	Memphis	23400
7.	MONSANTO	Memphis	22977
8.	TENNESSEE DEPARTMENT OF HUMAN SERVICES	Memphis	17640
9.	Helen of Troy	Memphis	16896
10.	FedEx-HRCOE Forum	Memphis	16128

Square Footage Catered: Memphis

	Event	City	Sq Ft – Meeting Space Catered Events
1.	Buckman Laboratories International Inc.	Memphis	23400
2.	PANDEMIC INFLUENZA: MAINTAINING UTILITY OPERATIONS	Memphis	16264
3.	SSR Ellers, Inc	Memphis	13760
4.	Kellogg	Memphis	13760
5.	Apartment Assoc of Greater Memphis	Memphis	11700
6.	AUTOZONE LIBERTY BOWL-UNIVERSITY OF HOUSTON	Memphis	11700
7.	Past Matrons Associations - OES	Memphis	11700
8.	KTG	Memphis	11700
9.	BPI Holiday Dinner Party	Memphis	9030
10.	Helen of Troy	Memphis	8448

SELECTED MARKETS: Memphis (Continued)

Estimated Number of Attendees: Memphis

	Event	City	Est Num of Attendees
1.	PANDEMIC INFLUENZA: MAINTAINING UTILITY OPERATIONS	Memphis	812
2.	KTG	Memphis	702
3.	Buckman Laboratories International Inc.	Memphis	702
4.	AUTOZONE LIBERTY BOWL-UNIVERSITY OF HOUSTON	Memphis	574
5.	SSR Ellers, Inc	Memphis	412
6.	Kellogg	Memphis	412
7.	MONSANTO	Memphis	406
8.	Evangelical Christian School Football Banquet	Memphis	293
9.	ServiceMaster	Memphis	292
10.	Past Matrons Associations - OES	Memphis	292

The Knowland Group provides detailed reports on events within a client's competitive set of hotels to over 230 hotels across the United States and Canada. Details include: meeting planner contact information, previous event and size details on all groups surveyed, detailed overview of group's experiences including any complaints or issues, actual size of event (number of room nights actualized), date of group's next event, property selection decision date(s) and/or process(s) (including RFP details if relevant), size of next event, existence of any relationships (contractual and/or personal) with incumbent and/or other hotel(s) and any additional information requested by client.

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*Data are derived from the Knowland Group's national reader board service. Hotels surveyed are determined by request from Knowland Group clients. Data do not represent a scientific study. Estimated number of attendees is based on size of meeting rooms occupied and, where possible to determine, configuration of rooms and does not necessarily correspond to room nights actualized. Data on catered events are determined by function descriptions. Single instance events, such as weddings, although included in client reports, or omitted here. Certain oversized properties, including conference and convention centers, although included in client reports if requested, are omitted here.