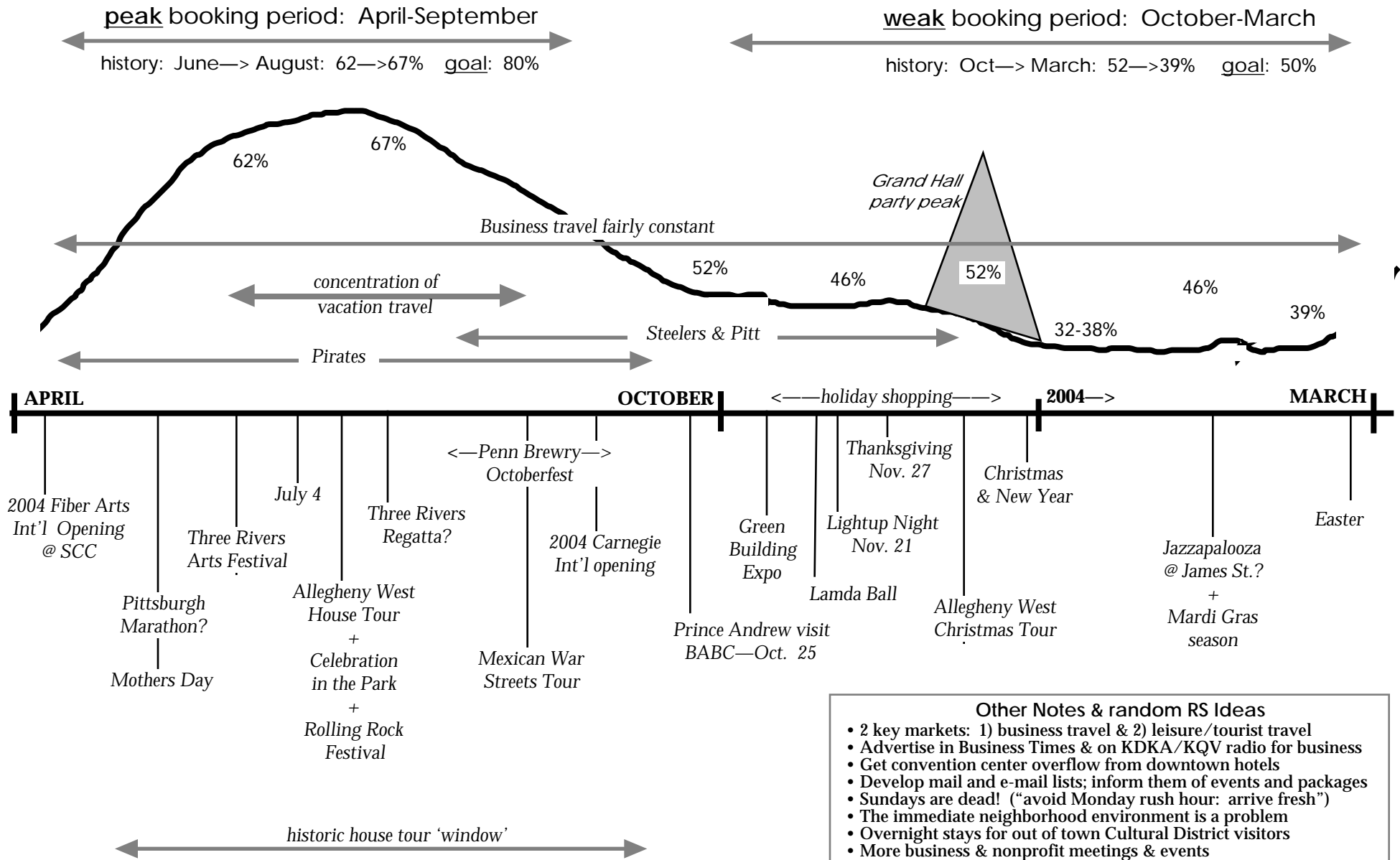


Full capacity: 75-80%

# 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