September 22nd 2011

Maryville Market Analysis
Maryville Missouri
Mozingo Lake Park Hotel Feasibility

Dear Sir/Madam,

The City of Maryville and Mozingo Lake Park Council is seeking your assistance in collecting information for a "Hotel Accommodation Survey and Market Analysis". The City has hired IDM Group LLC to complete a study for the feasibility of hotel and meeting facilities at the park. Should you have questions regarding the survey or would like to provide additional information, please do not hesitate to contact us.

We are asking your help by completing the following "7 Minute Survey". In the survey you will be asked to provide detail on the accommodation needs of the market as well as services that may currently not exist in the area. Please complete the survey by October 12th and please contact us if there are specific questions.

The results of the survey will be tabulated and used as part of IDM's study to determine if there is sufficient business and amenities to support building a hotel facility in the Mozingo Lake Park area. The area company's specific needs will remain confidential and not be published as part of the overall study. We are simply looking for trends in business and the needs of the business community.

We thank you in advance for your assistance.

Sincerely,
Sean Skellie
VP of Business Analysis
Inn Development & Management
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<center>**IDM Group market Study Survey**</center>

Please return via email <u>sskellie@inndevmgmt.com</u> or fax 920.568.0265

Company Name: _____

Company Department:_____

Person Completing the Survey (not necessary): _____
Contact Information (not necessary):
_____
_____
_____

1. Does your company/organization use hotel accommodations in the Maryville area?
   - ☐ Yes
   - ☐ No

2. How often does your company/organization require overnight accommodations in Maryville area?
   - ☐ Once a week
   - ☐ 2-3 times weekly
   - ☐ Once a month
   - ☐ 3-4 times a month
   - ☐ Seasonally
   - ☐ Other _____

3. Regarding area accommodations do you know your companies detailed hotel needs?
   - _____ Number of rooms used monthly
   - _____ Estimated annual room nights used
   - _____ Estimated average rate for rooms
   - _____ Estimated length of stay per visit

4. What type of hotel room accommodations do you reserve? (Choose all that apply.)
   - ☐ King bed
   - ☐ Double bedded room
   - ☐ Suites
   - ☐ Full service hotels
   - ☐ Limited service hotels
   - ☐ Resort
   - ☐ Other _____

5. What types of amenities are desired at the hotels you book, even if they do not currently exist in the immediate market? (Choose all that apply.)

- ☐ Swimming Pool
- ☐ Exercise facility
- ☐ Shuttle service
- ☐ Refrigerators in room
- ☐ WIFI
- ☐ Breakfast
- ☐ Meeting Rooms
- ☐ Bar or restaurant service

4. What is important when choosing a hotel for overnight accommodations? (Choose all that apply and circle level of importance 1-5…**1 being most important)**.

- ☐ Brand or Franchise of Hotel   1 2 3 4 5
- ☐ Distance to office or organization   1 2 3 4 5
- ☐ Distance from interstate   1 2 3 4 5
- ☐ Distance to local attractions & amenities   1 2 3 4 5
- ☐ Price   1 2 3 4 5
- ☐ Corporate rates   1 2 3 4 5
- ☐ Hotel Amenities   1 2 3 4 5
- ☐ New(er) Property   1 2 3 4 5
- ☐ Frequent Traveler Program   1 2 3 4 5

5. Does your company or organization require guest room accommodations for Long Term Stay guests of 5 consecutive nights or longer?

- ☐ Yes
- ☐ No
- ☐ Number of times a year   _____

6. Are you responsible for making overnight room reservations or plan meetings and events?

- ☐ Yes
- ☐ No
- ☐ Number of times a year   _____
- ☐ Name or department of other individuals   _____

7. Which hotels, including locations outside the Maryville area, do your company/organization currently use?

      ☐ Holiday Inn Express Maryville
      ☐ Comfort Inn Maryville
      ☐ Super 8 Maryville
      ☐ Other_____
      ☐ St. Joseph Hotel(s) _____

8. Are there any other internal departments within your company that make room reservations or plan meetings and events? If so please list them so we may contact them.

_____

_____

9. Does your company or organization have needs to plan meetings, events in the greater Maryville area?

      ☐ Yes
      ☐ No
      ☐ Number of times a year   _____

10. Does your company or organization have needs to plan meetings, events in the greater St. Joseph area?

      ☐ Yes
      ☐ No
      ☐ Number of times a year   _____

      ☐ Why   _____

          _____

11. If your company or organization hosts meetings or events including (Choose all that apply):

      ☐ Training   Number of times a year   _____
      ☐ Annual meeting   Number of times a year   _____
      ☐ Sales meetings   Number of times a year   _____
      ☐ Conferences   Number of times a year   _____
      ☐ Banquets   Number of times a year   _____
      ☐ Other   _____

12. What are the amenities your company or organization needs for meetings and events? (Choose all that apply.)

☐ Board Rooms   Number of times a year   _____

☐ Meeting Space for 25-50 people   Number of times a year   _____

☐ Meeting Space for 50-100 people   Number of times a year   _____

☐ Meeting Space for 100-150 people   Number of times a year   _____

☐ Meeting Space for 200+ people   Number of times a year   _____

☐ Boardrooms for 10-12 people   Number of times a year   _____

☐ None. All meeting are held at the company facilities

13. Do you use the local Maryville facilities for meetings and events? If so which ones (check all that apply)

☐ Holiday Inn Express Maryville

☐ Comfort Inn Maryville

☐ Community Center

☐ Other_____

14. Please tell us about area events or activities that your company or organization may invite people from out of town to attend?

_____

_____

15. Does your company or organization use hotel rooms in other cities because Maryville lodging does not meet your needs?

☐ Yes

☐ No

☐ Number of times a year   _____

☐ Why   _____

16. Would you consider using a hotel if one were located at Mozingo Lake Park for overnight accommodations?

☐ Yes   (circle one or both)   Business   Pleasure

☐ No   Why   _____

17. If hotel accommodations with meeting space were available at Mozingo, would your company consider using the meeting facilities?

☐ Yes

☐ No

☐ Number of times a year   _____

General Comments:

_____

_____

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