

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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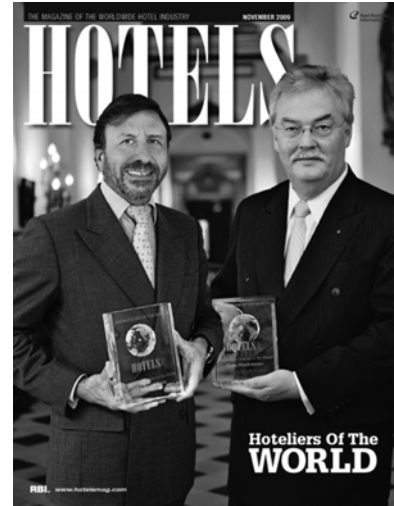
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Reed Business Information
2000 Clearwater Dr
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Official Publication of: None
Established: 1966
Issues Per Year: 12



FIELD SERVED

HOTELS serves the worldwide hospitality industry including hotels, resorts, spas, holiday clubs, cruise ships; hotel headquarters or regional offices; franchise, chain, referral or management organizations, cruise lines; hotel investors, developers; consulting, architecture, engineering, design firms; import/export specialists; dealer/distributors including hotel supply; manufacturer or manufacturer's representatives as described in Paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are individuals who have titles of corporate management, operations management/purchasing, food and beverage management, sales and marketing management and other management.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	483
Advertiser and Agency _____	351
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	362
Digital _____	-
All Other _____	1,043
TOTAL	2,239

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	60,000	100.0	60,000	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	60,000	100.0	60,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD															
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
August ____	3,014	3,013	47,197	12,801			59,998	November ___	6,904	6,904	47,206	12,794			60,000
September__	264	266	47,191	12,809			60,000	December ___	347	346	47,291	12,708			59,999
								TOTAL	18,489	18,489					

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009									
This issue is -% or 1 copy above the average of the other 5 issues reported in Paragraph two.									
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	CLASSIFICATION BY TITLE				
					CORPORATE MANAGEMENT (A)	OPERATIONS MANAGEMENT/PURCHASING (B)	FOOD & BEVERAGE MANAGEMENT (C)	OTHER MANAGEMENT (D)	SALES & MARKETING MANAGEMENT (E)
U.S./ CANADA									
I. Hotel Headquarters or Regional Office, Cruise Line _____	6,616	11.0	5,811	805	3,653	2,016	252	173	522
Sub-Total of I	6,616	11.0	5,811	805	3,653	2,016	252	173	522
II. HOTEL, RESORT, OR CASINO									
A. 300 or more Guestrooms _____	10,313	17.2	8,879	1,434	1,711	3,963	2,156	531	1,952
B. 100-299 Guestrooms _____	15,398	25.7	13,930	1,468	2,225	9,862	1,587	310	1,414
C. 50-99 Guestrooms _____	-	-	-	-	-	-	-	-	-
D. Under 50 Guestrooms _____	-	-	-	-	-	-	-	-	-
Sub-Total of II	25,711	42.9	22,809	2,902	3,936	13,825	3,743	841	3,366
Sub-Total U.S./CANADA	32,327	53.9	28,620	3,707	7,589	15,841	3,995	1,014	3,888
INTERNATIONAL									
III. Hotel Headquarters or Regional Office, Cruise Line _____	3,155	5.3	1,969	1,186	1,291	732	281	214	637
Sub-Total of III	3,155	5.3	1,969	1,186	1,291	732	281	214	637
IV. HOTEL, RESORT, OR CASINO									
A. 300 or more Guestrooms _____	9,694	16.2	6,582	3,112	1,275	4,327	1,979	689	1,424
B. 100-299 Guestrooms _____	8,701	14.5	6,053	2,648	1,197	4,441	1,664	483	916
C. 50-99 Guestrooms _____	1,203	2.0	786	417	253	519	230	67	134
D. Under 50 Guestrooms _____	-	-	-	-	-	-	-	-	-
Sub-Total of IV	19,598	32.7	13,421	6,177	2,725	9,287	3,873	1,239	2,474
Sub-Total INTERNATIONAL	22,753	37.9	15,390	7,363	4,016	10,019	4,154	1,453	3,111
Sub-Total U.S./CANADA & INTERNATIONAL	55,080	91.8	44,010	11,070	11,605	25,860	8,149	2,467	6,999
V. Consulting, Architecture, Engineering, and Design Firms _____	2,017	3.4	1,049	968					
VI. Hotel Owner, Investor or Developer _____	2,790	4.7	2,131	659					
VII. Import/Export Specialists, Dealer/Distributors including Hotel Supply, Manufacturer or Manufacturer's Representatives _____	113	0.2	16	97					
VIII. Others Allied to the Field _____	-	-	-	-					
TOTAL QUALIFIED CIRCULATION	60,000	100.0	47,206	12,794					
PERCENT	100.0		78.7	21.3					

(A) CORPORATE MANAGEMENT titles include: Owners, Partners, Presidents, CEO's, CFO's, COO's, Executive Vice Presidents, Secretaries, Treasurers, Directors, Managing Directors, Controllers, Comptrollers.

(B) OPERATIONS MANAGEMENT/PURCHASING titles include: Vice Presidents Operations, General Managers, Managers, Innkeepers, Administrators, Operators, Assistant Managers, Vice Presidents Purchasing, Purchasing Directors, Purchasing Agents, Buyers, Resident Managers.

(C) FOOD & BEVERAGE MANAGEMENT titles include: Food & Beverage Managers, Banquet/Catering Managers, Lounge Managers, Food & Beverage Vice Presidents, Executive Chefs.

(D) OTHER MANAGEMENT titles include: Executive Housekeepers, Maintenance Engineers/Managers, Interior Designers, Architects, Chief Engineers, Design Engineers, Development Managers.

(E) SALES & MARKETING MANAGEMENT titles include: Vice Presidents Sales/Marketing, Sales Managers, Marketing Managers.

ADDITIONAL DATA FOR ISSUE OF NOVEMBER 2009				
ADDITIONAL DATA	TOTAL QUALIFIED	PERCENT OF TOTAL	Geographic Region	
			U.S./Canada	International
300 or More Guestrooms _____	20,007	33.3	10,313	9,694
100-299 Guestrooms _____	24,099	40.2	15,398	8,701
50-99 Guestrooms _____	1,203	2.0	-	1,203
Under 50 Guestrooms _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	45,309	75.5	25,711	19,598

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 year	3 year						
I. TOTAL - Direct Request:	33,842	11,992	-	33,040	12,794			45,834	76.4
a. Written _____	3,884	1,705	-	5,366	223			5,589	9.3
b. Telecommunication _____	3,150	3,053	-	5,392	811			6,203	10.3
c. Electronic _____	26,808	7,234	-	22,282	11,760			34,042	56.7
II. TOTAL - Request from recipient's company:	1,612	470	-	2,082	-			2,082	3.5
a. Written _____	166	39	-	205	-			205	0.4
b. Telecommunication _____	83	60	-	143	-			143	0.2
c. Electronic _____	1,363	371	-	1,734	-			1,734	2.9
III. TOTAL - Membership Benefit:	-	-	-	-	-			-	-
a. Individual _____	-	-	-	-	-			-	-
b. Organizational _____	-	-	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	-	-	-	-	-			-	-
a. Written _____	-	-	-	-	-			-	-
b. Telecommunication _____	-	-	-	-	-			-	-
c. Electronic _____	-	-	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically):	12,084	-	-	12,084	-			12,084	20.1
*Association rosters and directories _____	2,715	-	-	2,715	-			2,715	4.5
Business directories _____	-	-	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-			-	-
*Other sources _____	9,369	-	-	9,369	-			9,369	15.6
VI. TOTAL - Single Copy Sales:	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	47,538	12,462	-	47,206	12,794			60,000	100.0
*See Paragraph 9	PERCENT	79.2	20.8	78.7	21.3			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	47,206	12,794			60,000	100.0
Individuals by name only _____	-	-			-	-
Titles or functions only _____	-	-			-	-
Company names only _____	-	-			-	-
Multi-Copy Same Addressee copies _____	-	-			-	-
Single Copy Sales _____	-	-			-	-
TOTAL QUALIFIED CIRCULATION	47,206	12,794			60,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine _____	95	10	105	
030-038 New Hampshire _____	117	18	135	
050-059 Vermont _____	76	13	89	
010-027 Massachusetts _____	657	99	756	
028-029 Rhode Island _____	103	7	110	
060-069 Connecticut _____	301	33	334	
NEW ENGLAND	1,349	180	1,529	2.5
100-149 New York _____	1,813	317	2,130	
070-089 New Jersey _____	859	125	984	
150-196 Pennsylvania _____	990	110	1,100	
MIDDLE ATLANTIC	3,662	552	4,214	7.0
430-459 Ohio _____	670	63	733	
460-479 Indiana _____	397	31	428	
600-629 Illinois _____	1,254	228	1,482	
480-499 Michigan _____	552	73	625	
530-549 Wisconsin _____	478	51	529	
EAST NO. CENTRAL	3,351	446	3,797	6.3
550-567 Minnesota _____	494	75	569	
500-528 Iowa _____	166	18	184	
630-658 Missouri _____	557	65	622	
580-588 North Dakota _____	89	7	96	
570-577 South Dakota _____	96	7	103	
680-693 Nebraska _____	124	17	141	
660-679 Kansas _____	190	32	222	
WEST NO. CENTRAL	1,716	221	1,937	3.2
197-199 Delaware _____	50	11	61	
206-219 Maryland _____	688	109	797	
200-205 Washington, DC _____	388	89	477	
220-246 Virginia _____	986	101	1,087	
247-268 West Virginia _____	121	9	130	
270-289 North Carolina _____	750	86	836	
290-299 South Carolina _____	522	37	559	
300-319 Georgia _____	1,062	182	1,244	
320-349 Florida _____	3,216	553	3,769	
SOUTH ATLANTIC	7,783	1,177	8,960	14.9
400-427 Kentucky _____	240	32	272	
370-385 Tennessee _____	647	66	713	
350-369 Alabama _____	259	23	282	
386-397 Mississippi _____	202	17	219	
EAST SO. CENTRAL	1,348	138	1,486	2.5
716-729 Arkansas _____	142	13	155	
700-714 Louisiana _____	379	34	413	
730-749 Oklahoma _____	185	17	202	
750-799 Texas _____	1,946	282	2,228	
WEST SO. CENTRAL	2,652	346	2,998	5.0
590-599 Montana _____	97	9	106	
832-838 Idaho _____	99	10	109	
820-831 Wyoming _____	97	9	106	
800-816 Colorado _____	627	102	729	
870-884 New Mexico _____	209	25	234	
850-865 Arizona _____	801	133	934	
840-847 Utah _____	231	31	262	
889-898 Nevada _____	868	141	1,009	
MOUNTAIN	3,029	460	3,489	5.8
995-999 Alaska _____	87	9	96	
980-994 Washington _____	519	68	587	
970-979 Oregon _____	237	39	276	
900-961 California _____	3,432	591	4,023	
967-968 Hawaii _____	395	75	470	
PACIFIC	4,670	782	5,452	9.1
UNITED STATES	29,560	4,302	33,862	56.4
969 & 004-009 U.S. Territories _____	215	64	279	
Canada _____	1,834	458	2,292	
Mexico _____	106	122	228	
Other International _____	15,483	7,847	23,330	
APO/FPO _____	8	1	9	
TOTAL QUALIFIED CIRCULATION	47,206	12,794	60,000	100.0

4. GEOGRAPHICAL BREAKOUT OF INTERNATIONAL QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009														
Region/Country	Print Version Only	Digital Version Only	Total Qualified	Percent	Region/Country	Print Version Only	Digital Version Only	Total Qualified	Percent	Region/Country	Print Version Only	Digital Version Only	Total Qualified	Percent
ASIA					Italy _____	371	161	532		CARIBBEAN				
Afghanistan _____	1	2	3		Latvia _____	11	11	22		Anguilla _____	1	2	3	
Armenia _____	1	3	4		Lithuania _____	19	5	24		Antigua and Barbuda _____	5	5	10	
Azerbaijan _____	6	7	13		Luxembourg _____	11	14	25		Aruba _____	7	7	14	
Bangladesh _____	17	16	33		Macedonia _____	3	-	3		Bahamas _____	13	11	24	
Bhutan _____	-	1	1		Malta _____	66	50	116		Barbados _____	12	6	18	
Brunei Darussalam _____	10	8	18		Moldova _____	2	2	4		Bermuda _____	14	10	24	
Cambodia _____	16	22	38		Monaco _____	14	7	21		Cayman Islands _____	12	7	19	
China _____	1,070	570	1,640		Montenegro _____	10	6	16		Dominica _____	1	-	1	
Hong Kong - SAR _____	359	203	562		Netherlands _____	176	101	277		Dominican Republic _____	17	18	35	
India _____	980	518	1,498		Norway _____	121	22	143		Grenada _____	1	2	3	
Indonesia _____	361	158	519		Poland _____	84	40	124		Guadeloupe _____	1	-	1	
Japan _____	232	67	299		Portugal _____	284	146	430		Haiti _____	-	2	2	
Korea, Republic Of _____	78	32	110		Romania _____	59	59	118		Jamaica _____	17	9	26	
Kyrgyzstan _____	1	-	1		Russian Federation _____	134	98	232		Martinique _____	-	2	2	
Macao _____	29	9	38		San Marino _____	2	1	3		Netherlands Antilles _____	4	3	7	
Malaysia _____	619	226	845		Serbia _____	28	20	48		Saint Kitts and Nevis _____	8	5	13	
Maldives _____	79	83	162		Slovakia _____	15	9	24		Saint Lucia _____	3	3	6	
Mongolia _____	3	3	6		Slovenia _____	33	17	50		Saint Vincent and the Grenadines _____	1	2	3	
Myanmar _____	5	3	8		Spain _____	693	240	933		St. Barthelemy _____	2	-	2	
Nepal _____	36	16	52		Sweden _____	160	51	211		Trinidad and Tobago _____	11	12	23	
Pakistan _____	116	37	153		Switzerland _____	209	88	297		Virgin Islands, British _____	1	1	2	
Philippines _____	357	143	500		Turkey _____	182	124	306						
Singapore _____	494	215	709		Ukraine _____	31	28	59		Subtotal	131	107	238	0.4
Sri Lanka _____	130	45	175		United Kingdom _____	1,429	720	2,149						
Taiwan _____	99	58	157							CENTRAL AMERICA				
Tajikistan _____	3	-	3		Subtotal	6,814	3,137	9,951	16.6	Belize _____	-	1	1	
Thailand _____	376	208	584		AFRICA					Costa Rica _____	12	8	20	
Uzbekistan _____	5	2	7		Algeria _____	2	4	6		El Salvador _____	2	3	5	
Vietnam _____	84	61	145		Benin _____	1	-	1		Guatemala _____	6	4	10	
Subtotal	5,567	2,716	8,283	13.8	Botswana _____	-	2	2		Honduras _____	1	1	2	
MIDDLE EAST					Burkina Faso _____	-	1	1		Nicaragua _____	3	2	5	
Bahrain _____	69	46	115		Cameroon _____	3	2	5		Panama _____	8	10	18	
Israel _____	37	11	48		Comoros _____	-	1	1						
Jordan _____	25	33	58		Congo _____	1	1	2		Subtotal	32	29	61	0.1
Kuwait _____	70	35	105		Djibouti _____	2	1	3		SOUTH AMERICA				
Lebanon _____	22	36	58		Egypt _____	255	255	510		Argentina _____	95	28	123	
Oman _____	63	25	88		Ethiopia _____	22	17	39		Bolivia _____	1	-	1	
Qatar _____	96	64	160		Gabon _____	2	2	4		Brazil _____	107	48	155	
Saudi Arabia _____	188	119	307		Gambia _____	3	1	4		Chile _____	35	13	48	
United Arab Emirates _____	1,038	631	1,669		Ghana _____	5	1	6		Colombia _____	22	11	33	
Yemen _____	5	8	13		Kenya _____	44	26	70		Ecuador _____	11	5	16	
Subtotal	1,613	1,008	2,621	4.4	Malawi _____	4	1	5		Guyana _____	4	1	5	
EUROPE					Mali _____	4	-	4		Paraguay _____	-	1	1	
Albania _____	4	-	4		Mauritius _____	34	21	55		Peru _____	25	11	36	
Andorra _____	3	1	4		Morocco _____	10	15	25		Suriname _____	5	1	6	
Austria _____	77	51	128		Mozambique _____	1	1	2		Uruguay _____	6	5	11	
Belgium _____	200	101	301		Namibia _____	2	1	3		Venezuela _____	13	14	27	
Bosnia and Herzegovina _____	1	2	3		Nigeria _____	-	1	1						
Bulgaria _____	57	58	115		Reunion _____	1	-	1		Subtotal	324	138	462	0.8
Channel Islands _____	9	3	12		Rwanda _____	-	1	1		ASIA PACIFIC				
Croatia _____	85	64	149		Senegal _____	1	1	2		Australia _____	357	191	548	
Cyprus _____	58	32	90		Seychelles _____	5	8	13		Cook Islands _____	-	1	1	
Czech Republic _____	88	49	137		South Africa _____	86	61	147		Fiji _____	14	10	24	
Denmark _____	99	28	127		Tanzania _____	16	7	23		French Polynesia _____	2	3	5	
Estonia _____	18	16	34		Togo _____	1	-	1		New Caledonia _____	1	-	1	
Finland _____	89	32	121		Tunisia _____	13	8	21		New Zealand _____	87	57	144	
France _____	533	213	746		Upper Vota _____	1	-	1		Niue _____	-	1	1	
Germany _____	717	195	912		Zambia _____	5	1	6		Papua New Guinea _____	4	1	5	
Greece _____	312	148	460		Zimbabwe _____	9	5	14		Palau _____	1	-	1	
Greenland _____	1	-	1							Solomon Islands _____	-	1	1	
Hungary _____	113	63	176		Subtotal	533	446	979	1.6	Tonga _____	-	1	1	
Iceland _____	17	5	22		NORTH AMERICA					Vanuatu _____	2	-	2	
Ireland _____	186	56	242		Canada _____	1,834	458	2,292		Western Samoa _____	1	-	1	
					United States _____	29,783	4,367	34,150						
					Mexico _____	106	122	228		Subtotal	469	266	735	1.2
					Subtotal	31,723	4,947	36,670	61.1	TOTAL QUALIFIED CIRCULATION	47,206	12,794	60,000	100.0

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009*	July - December 2009*
6-Month Period Ended:						
Total Audit Average Qualified	61,999	59,998	60,006	60,001	60,000	60,000
Qualified Non-Paid Total	61,999	59,998	60,006	60,001	60,000	60,000
Print Only	53,536	51,315	51,078	50,969	49,532	47,540
Digital Only	8,463	8,683	8,928	9,032	10,468	12,460
Qualified Paid Total	-	-	-	-	-	-
Print Only	-	-	-	-	-	-
Digital Only	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA**METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital versions are notified via email when the version is available.

PARAGRAPH 3b:

Association rosters & directories include 1 source of circulation for a quantity of 2,715 copies or 4.5% from the American Hotel & Lodging Association's 2009 Member Directory. Other sources include 1 source of circulation for a quantity of 8,269 copies or 13.8% from the Northstar Travel Media LLC Hotels Database and 1 source of circulation for a quantity of 1,100 copies or 1.8% from Travel Weekly.

PARAGRAPHS 5 & 6 ARE NOT REQUIRED.**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Print Only**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	47,540	100.0	47,540	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	47,540	100.0	47,540	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Digital Only

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	12,460	100.0	12,460	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,460	100.0	12,460	100.0	-	-

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Dan Hogan, Group Publisher

Kati Tucker, Director of Audience Marketing

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed December 16, 2009

State Illinois

County DuPage

Received by BPA Worldwide December 16, 2009

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