



Economic Analysis for Leisure Destination Development

23 July 2007
For Immediate Release

Contact: Carl Ribaldo, (530) 541-2462
carl@smgonline.net

**SMG RE PROVIDES ANALYTICAL COUNSEL TO
LEISURE DESTINATION DEVELOPERS WITH INTEREST
Firm Specializes in Fee Simple and Fractional Development**

South Lake Tahoe, CA -- One of the most notable trends in the United States in the last decade is real estate development within leisure destinations. SMG RE, specializes in fee simple and fractional development in the tourism industry, and offers pricing/amenity analysis, supply and demand analysis, and market feasibility analysis to developers and investors with specific interest to tourist destinations.

Pricing/Amenity Analysis

SMG assists developers in refining their development/real estate project pricing with analyses that identifies a project's target pricing range for maximizing development revenue potential. SMG RE comprehensive approach utilizes specific market data to offer developers detailed information on proposed priced.

Supply and Demand Analysis

SMG RE guides clients in understanding the supply and demand economics for existing or proposed lodging/hotel projects by providing a detailed supply and demand analysis that identifies consumer demand and existing lodging supply in order to take advantage of existing and future market trends.

Market Feasibility Analysis

Market feasibility studies are critical for new projects and expansion projects including hotel, condo and fractional ownership opportunities. Market supply and demand, analysis of occupancy, and average rate levels within the existing competitive set are joined with internal financial modeling and analysis to provide counsel on probable alternatives and success of capital investments.

SMG RE Key Consultants

Carl Ribaldo, founder of the Strategic Marketing Group (SMG), has over 20 years of experience in the tourism and travel industry. He is an expert in lodging feasibility within tourism destinations.

Roger King, senior hospitality consultant at SMG, was formally vice president of marketing for VRI with oversight responsibility for over 20 properties in California, Colorado, Arizona, Hawaii, Washington and New Mexico. King has over 20 years of experience in the hospitality industry, including extensive experience in timeshare, condo and hotel products. His area of specialty is data analysis.

SMG RE consultants have worked with a variety of developers and owners in the area of lodging feasibility, including: The Equinox Resort (Vermont); Forest Suites Resort, Sunterra, The Chateau at Heavenly/Project 3 South Shore Redevelopment, Resort at Squaw Creek, Tonopolo II, Harborside, Lake Tahoe Gateway Project, and Heavenly Mountain Resort/Vail Associates (Lake Tahoe, California), and the town of Portola, California.

SMG RE is located in South Lake Tahoe, California. For information on SMG RE's services for fee simple and fractional development in the tourism industry, call (530) 541-2462 or visit www.smgonlinere.net.

- ### -