

October 13, 2014

To Whom It May Concern:

I would like to commend Michael Hool with Hospitality Marketers to you as a quality provider for hotel industry market studies. We utilized Mr. Hool to help us fill a need for additional lodging in our community recently and found his work to be very solid. He was a pleasure to work with, met the constituents well and was cooperative in making adjustments to fit the particular dynamics of our community and circumstances.

I have found that the developers I have worked with respect his work which ultimately has helped us in our effort to secure commitments. The report was well written and we felt that it accurately reflected our market.

In short, Michael Hool is a very experienced and professional choice for this type of market intelligence.

Respectfully,



Rex Nelson

Executive Director