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Billings Area COC

For the Month of December 2013

Date Created: Jan 16, 2014

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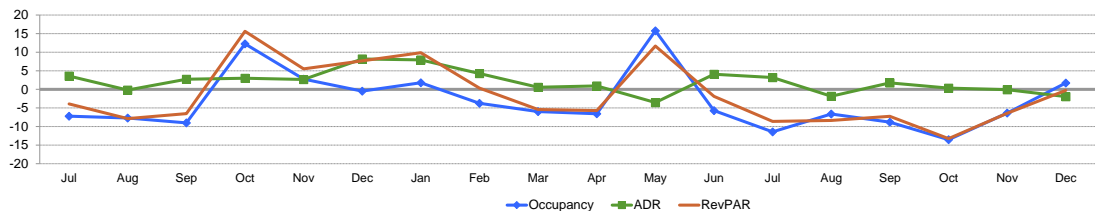


Tab 2 - Trend Billings Area+

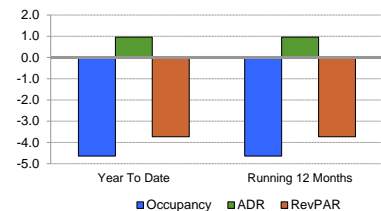
Currency: USD - US Dollar

Billings Area COC
For the Month of December 2013

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2012						2013											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	84.4	87.6	77.6	71.5	55.2	47.3	44.4	57.6	60.4	73.7	77.8	74.7	74.7	81.8	70.7	61.9	51.7	48.1
Last Year	91.0	94.9	85.3	63.7	53.7	47.6	43.7	59.9	64.2	78.9	67.2	79.2	84.4	87.6	77.6	71.5	55.2	47.3
Percent Change	-7.2	-7.7	-9.0	12.3	2.8	-0.5	1.8	-3.8	-6.0	-6.6	15.8	-5.7	-11.4	-6.6	-8.8	-13.5	-6.4	1.7

ADR	2012						2013											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	89.04	94.65	84.65	82.06	79.75	80.26	80.04	82.54	79.61	79.78	82.32	91.28	91.86	92.90	86.11	82.34	79.69	78.70
Last Year	85.97	94.81	82.39	79.67	77.68	74.20	74.16	79.16	79.15	79.05	85.34	87.70	89.04	94.65	84.65	82.06	79.75	80.26
Percent Change	3.6	-0.2	2.7	3.0	2.7	8.2	7.9	4.3	0.6	0.9	-3.5	4.1	3.2	-1.8	1.7	0.3	-0.1	-1.9

RevPAR	2012						2013											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	75.14	82.89	65.66	58.71	44.05	37.99	35.57	47.56	48.06	58.79	64.06	68.16	68.66	75.96	60.90	50.93	41.22	37.88
Last Year	78.20	89.98	70.24	50.78	41.75	35.29	32.38	47.40	50.82	62.34	57.37	69.47	75.14	82.89	65.66	58.71	44.05	37.99
Percent Change	-3.9	-7.9	-6.5	15.6	5.5	7.7	9.9	0.4	-5.4	-5.7	11.7	-1.9	-8.6	-8.4	-7.3	-13.3	-6.4	-0.3

Supply	2012						2013											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	123,690	123,628	119,640	123,597	119,610	123,597	123,597	111,636	128,557	124,410	128,557	124,410	128,557	128,557	124,410	128,557	124,410	128,557
Last Year	123,721	123,721	119,730	123,721	119,730	123,721	123,721	111,748	123,690	119,700	123,690	119,700	123,690	123,628	119,640	123,597	119,610	123,597
Percent Change	0.0	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	3.9	3.9	3.9	3.9	3.9	4.0	4.0	4.0	4.0	4.0

Demand	2012						2013											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	104,389	108,270	92,802	88,422	66,066	58,501	54,928	64,334	77,611	91,682	100,049	92,906	96,091	105,109	87,982	79,519	64,346	61,882
Last Year	112,528	117,414	102,070	78,850	64,348	58,837	54,027	66,915	79,417	94,401	83,158	94,808	104,389	108,270	92,802	88,422	66,066	58,501
Percent Change	-7.2	-7.8	-9.1	12.1	2.7	-0.6	1.7	-3.9	-2.3	-2.9	20.3	-2.0	-7.9	-2.9	-5.2	-10.1	-2.6	5.8

Revenue	2012						2013											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	9,294,668	10,247,247	7,855,624	7,256,164	5,269,068	4,695,513	4,396,653	5,309,881	6,178,748	7,313,982	8,235,680	8,480,061	8,827,206	9,764,692	7,576,527	6,547,324	5,127,600	4,870,302
Last Year	9,674,415	11,131,992	8,409,847	6,282,236	4,998,841	4,365,560	4,006,383	5,296,658	6,285,776	7,462,367	7,096,621	8,315,041	9,294,668	10,247,247	7,855,624	7,256,164	5,269,068	4,695,513
Percent Change	-3.9	-7.9	-6.6	15.5	5.4	7.6	9.7	0.2	-1.7	-2.0	16.1	2.0	-5.0	-4.7	-3.6	-9.8	-2.7	3.7

Census %	2012						2013											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Census Props	45	45	45	45	45	45	45	45	46	46	46	46	46	46	46	46	46	46
Census Rooms	3990	3988	3988	3987	3987	3987	3987	3987	4147	4147	4147	4147	4147	4147	4147	4147	4147	4147
% Rooms Participants	74.5	74.5	74.5	77.2	77.2	77.2	77.2	77.2	74.2	74.2	74.2	74.2	74.2	74.2	74.2	74.2	74.2	74.2

A blank row indicates insufficient data.

Source 2014 SMITH TRAVEL RESEARCH, Inc.

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Tab 4 - Multi-Segment

Currency: USD - US Dollar

Billings Area COC

For the month of: December 2013

	Current Month - December 2013 vs December 2012												Year to Date - December 2013 vs December 2012												Participation			
	Occ %		ADR		RevPAR		Percent Change from December 2012						Occ %		ADR		RevPAR		Percent Change from YTD 2012						Properties		Rooms	
	2013	2012	2013	2012	2013	2012	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2013	2012	2013	2012	2013	2012	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
United States	50.2	48.9	108.77	104.70	54.65	51.22	2.7	3.9	6.7	7.6	0.8	3.6	62.3	61.3	110.35	106.25	68.69	65.15	1.5	3.9	5.4	6.2	0.7	2.2	51613	30263	4871287	3513882
Montana	37.3	37.8	77.68	78.30	28.97	29.62	-1.4	-0.8	-2.2	0.7	3.0	1.6	58.1	59.2	91.01	88.32	52.90	52.25	-1.8	3.0	1.2	3.7	2.4	0.6	425	198	27358	17002
Billings Area, MT+	48.1	47.3	78.70	80.26	37.88	37.99	1.7	-1.9	-0.3	3.7	4.0	5.8	64.9	68.1	84.62	83.82	54.93	57.06	-4.6	1.0	-3.7	-0.5	3.3	-1.5	46	28	4147	3078
Bismarck, ND+	51.9	54.2	89.94	88.10	46.71	47.78	-4.2	2.1	-2.2	6.9	9.3	4.7	73.0	75.3	94.40	93.42	68.89	70.30	-3.0	1.0	-2.0	9.9	12.2	8.8	30	27	2862	2706
Boise, ID+	47.9	47.8	82.70	79.35	39.60	37.95	0.1	4.2	4.3	7.6	3.2	3.3	66.2	63.7	84.41	80.84	55.92	51.45	4.1	4.4	8.7	8.5	-0.2	3.9	50	38	5102	4389
Bozeman, MT+	41.5	42.3	76.39	77.05	31.69	32.60	-1.9	-0.9	-2.8	4.1	7.1	5.0	64.3	62.5	95.07	90.08	61.17	56.32	2.9	5.5	8.6	13.6	4.6	7.7	28	16	2151	1495
Great Falls, MT+	38.4	45.5	78.15	77.84	29.99	35.44	-15.7	0.4	-15.4	-15.6	-0.3	-15.9	57.8	61.2	82.85	80.36	47.86	49.19	-5.6	3.1	-2.7	-3.0	-0.3	-5.9	29	19	2244	1865
Helena, MT+	34.2	35.8	81.52	80.50	27.90	28.78	-4.3	1.3	-3.0	-3.4	-0.3	-4.6	56.2	56.7	85.33	83.60	47.92	47.38	-0.9	2.1	1.1	0.9	-0.2	-1.1	19	17	1552	1395
Madison, WI+	43.1	42.1	85.83	78.92	36.97	33.21	2.3	8.8	11.3	14.5	2.8	5.2	65.1	63.0	97.70	93.48	63.62	58.91	3.3	4.5	8.0	8.7	0.7	4.0	61	49	6855	6229
Missoula, MT+	35.6	33.5	71.86	71.69	25.56	24.01	6.2	0.2	6.5	6.5	0.0	6.2	57.4	55.5	85.32	83.26	48.98	46.21	3.4	2.5	6.0	6.0	-0.0	3.4	41	24	3107	2194
Rapid City, SD+	38.0	36.4	69.02	68.30	26.24	24.83	4.5	1.1	5.7	10.2	4.3	9.1	57.3	58.2	89.22	86.68	51.16	50.49	-1.6	2.9	1.3	4.6	3.2	1.6	53	31	4538	3476
Sioux Falls, SD+	47.6	46.7	74.88	73.96	35.68	34.54	2.0	1.2	3.3	8.2	4.8	6.9	64.7	62.5	79.18	78.27	51.22	48.95	3.4	1.2	4.6	7.7	2.9	6.5	53	39	4708	3738

A blank row indicates insufficient data.

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Tab 5 - Help

All data is processed by STR using both the current and historical sampling of hotels.
For further questions about the methodology used to produce our reports, please email destin@str.com.

Average Daily Rate (ADR)

Room revenue divided by rooms sold, displayed as the average rental rate for a single room.

Census (properties and rooms)

The number of properties and rooms that exist in our database for the area(s) or segment(s) shown on the report.

Country

A geographic area that has internationally recognized boundaries, an organized economy, and a sovereign government. It is typically recognized by the International Organization for Standardization (ISO).

Demand (Rooms Sold)

The number of rooms sold or rented (excludes complimentary rooms).

Exchange Rate

The factor used to convert revenue from U.S. Dollars to the local currency. The exchange rate data is obtained from a third party. Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of the reporting period.

Market

A geographic area within a country. Markets are defined by STR and STR Global.

Occupancy (Occ)

Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of available rooms.

Percent Change

Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date). Calculated as $\frac{\text{Current} - \text{Previous}}{\text{Previous}} \times 100$.

Revenue (Room Revenue)

Total room revenue generated from the sale or rental of rooms.

RevPAR (Revenue Per Available Room)

Room revenue divided by rooms available.

Sample or % Room Participants

The percent of rooms from which STR receives data. Calculated as $\frac{\text{Sample Rooms}}{\text{Census Rooms}} \times 100$.

Sub-Market

A geographic sub-area within a Market. Sub-markets are defined by STR and STR Global.

Supply (Rooms Available)

The number of rooms times the number of days in the period.

Twelve Month Moving Average

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values of the given metric over the last 12 months.

WD (Weekday)

Average of Sunday through Thursday

WE (Weekend)

Average of Friday and Saturday

Year-to-date

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from January 1st to the current date.