

Date Created: Oct 16, 2017

Billings Area COC

For the Month of September 2017



Table Of Contents	1
Trend Billings Area+	2
Response Billings Area+	3
Multi-Segment	4
Help	5

735 East Main Street, Hendersonville, TN 37075 USA
T : +1 615 824 8664
support@str.com www.str.com

Blue Fin Building, 110 Southwark Street, London SE1 0TA
T : +44 (0)20 7922 1930
hotelinfo@str.com www.str.com

The STR Destination Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Destination Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Destination Report, please contact us immediately.
Source: 2017 STR, Inc. / STR Global, Ltd. trading as "STR".

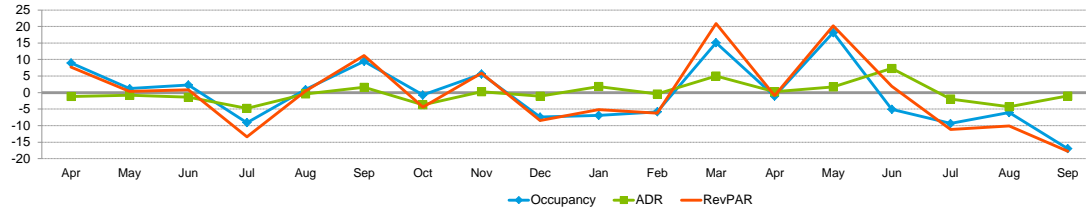
Tab 2 - Trend Billings Area+

Currency: USD - US Dollar

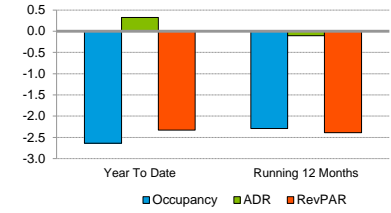
Billings Area COC

For the Month of September 2017

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2016												2017					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	61.6	62.2	76.0	75.3	76.1	70.6	58.4	45.3	37.9	36.2	47.9	57.6	60.9	73.4	72.2	68.2	71.5	58.6
Last Year	56.5	61.4	74.3	82.8	75.4	64.5	58.8	42.9	41.0	38.9	50.8	50.1	61.6	62.2	76.0	75.3	76.1	70.6
Percent Change	9.0	1.2	2.3	-9.1	0.9	9.5	-7.4	5.6	-7.4	-6.9	-5.8	15.1	-1.1	18.1	-5.1	-9.4	-6.1	-16.9

ADR	2016												2017					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	89.02	91.27	98.38	102.63	106.69	98.63	91.48	88.41	85.55	86.32	89.32	91.05	89.23	92.87	105.57	100.62	102.12	97.60
Last Year	90.06	92.03	99.81	107.77	107.12	97.07	94.97	88.18	86.49	84.77	89.72	86.70	89.02	91.27	98.38	102.63	106.69	98.63
Percent Change	-1.2	-0.8	-1.4	-4.8	-0.4	1.6	-3.7	0.3	-1.1	1.8	-0.4	5.0	0.2	1.7	7.3	-2.0	-4.3	-1.0

RevPAR	2016												2017					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	54.81	56.73	74.80	77.28	81.22	69.63	53.43	40.09	32.44	31.23	42.76	52.49	54.34	68.19	76.20	68.67	73.03	57.23
Last Year	50.89	56.52	74.18	89.26	80.82	62.61	55.88	37.86	35.42	32.94	45.59	43.41	54.81	56.73	74.80	77.28	81.22	69.63
Percent Change	7.7	0.4	0.8	-13.4	0.5	11.2	-4.4	5.9	-8.4	-5.2	-6.2	20.9	-0.9	20.2	1.9	-11.1	-10.1	-17.8

Supply	2016												2017					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	139,740	144,398	139,740	144,398	147,095	142,350	147,095	145,200	150,071	150,071	135,548	150,071	145,200	150,040	145,200	150,040	150,040	145,200
Last Year	139,740	144,398	139,740	144,398	144,398	139,740	144,398	139,740	144,398	144,398	130,424	144,398	139,740	144,398	139,740	144,398	147,095	142,350
Percent Change	0.0	0.0	0.0	0.0	1.9	1.9	1.9	3.9	3.9	3.9	3.9	3.9	3.9	3.9	3.9	2.0	2.0	2.0

Demand	2016												2017					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	86,042	89,746	106,241	108,727	111,970	100,494	85,908	65,834	56,901	54,284	64,884	86,507	88,418	110,170	104,805	102,391	107,292	85,143
Last Year	78,970	88,685	103,849	119,603	108,943	90,128	84,963	59,994	59,138	56,110	66,281	72,303	86,042	89,746	106,241	108,727	111,970	100,494
Percent Change	9.0	1.2	2.3	-9.1	2.8	11.5	1.1	9.7	-3.8	-3.3	-2.1	19.6	2.8	22.8	-1.4	-5.8	-4.2	-15.3

Revenue	2016												2017					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	7,659,641	8,191,391	10,452,432	11,158,477	11,946,585	9,911,405	7,858,793	5,820,394	4,868,046	4,686,041	5,795,504	7,876,713	7,889,737	10,231,056	11,063,921	10,302,976	10,956,963	8,309,922
Last Year	7,111,886	8,161,826	10,365,226	12,889,065	11,670,132	8,748,437	8,068,624	5,290,055	5,114,929	4,756,260	5,946,575	6,269,018	7,659,641	8,191,391	10,452,432	11,158,477	11,946,585	9,911,405
Percent Change	7.7	0.4	0.8	-13.4	2.4	13.3	-2.6	10.0	-4.8	-1.5	-2.5	25.6	3.0	24.9	5.9	-7.7	-8.3	-16.2

Census %	2016												2017					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Census Props	52	52	52	52	53	53	53	54	54	54	54	54	54	54	54	54	54	54
Census Rooms	4658	4658	4658	4658	4745	4745	4745	4840	4841	4841	4841	4841	4840	4840	4840	4840	4840	4840
% Rooms Participants	79.1	79.1	79.1	79.1	77.7	79.5	79.5	78.0	79.9	79.9	79.9	79.9	79.9	79.9	79.9	79.9	79.9	79.9

A blank row indicates insufficient data.

The STR Destination Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Destination Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Destination Report, please contact us immediately. Source: 2017 STR, Inc. / STR Global, Ltd. trading as "STR".

Tab 4 - Multi-Segment

Currency: USD - US Dollar

Billings Area COC

For the month of: September 2017

	Current Month - September 2017 vs September 2016												Year to Date - September 2017 vs September 2016												Participation			
	Occ %		ADR		RevPAR		Percent Change from September 2016						Occ %		ADR		RevPAR		Percent Change from YTD 2016						Properties		Rooms	
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
United States	69.7	68.7	128.52	127.26	89.54	87.44	1.4	1.0	2.4	4.4	1.9	3.3	67.4	67.0	127.14	124.65	85.70	83.50	0.6	2.0	2.6	4.5	1.8	2.5	54997	33086	5174331	3824963
Montana	68.7	73.5	113.57	111.12	78.07	81.70	-6.5	2.2	-4.4	-3.4	1.1	-5.5	62.3	62.4	108.12	105.34	67.32	65.73	-0.2	2.6	2.4	3.9	1.4	1.2	480	227	30772	19339
Billings Area, MT+	58.6	70.6	97.60	98.63	57.23	69.63	-16.9	-1.0	-17.8	-16.2	2.0	-15.3	60.8	62.5	95.92	95.61	58.36	59.75	-2.6	0.3	-2.3	1.1	3.5	0.7	54	36	4840	3868
Bismarck, ND+	62.8	82.2	93.20	94.49	58.55	77.64	-23.5	-1.4	-24.6	-24.6	0.0	-23.5	66.2	63.4	90.07	91.68	59.64	58.16	4.4	-1.8	2.5	2.5	0.0	4.4	33	30	3120	2964
Boise, ID+	77.8	83.0	109.30	105.00	85.07	87.14	-6.2	4.1	-2.4	2.8	5.3	-1.2	76.2	78.4	107.42	101.30	81.83	79.45	-2.9	6.0	3.0	9.8	6.6	3.5	52	41	5325	4621
Bozeman, MT+	83.3	88.4	132.37	125.96	110.23	111.38	-5.8	5.1	-1.0	2.8	3.9	-2.1	73.9	74.4	120.14	115.52	88.76	85.96	-0.7	4.0	3.3	5.5	2.2	1.5	31	21	2396	1846
Great Falls, MT+	61.9	66.2	85.79	83.44	53.07	55.25	-6.6	2.8	-3.9	-4.2	-0.2	-6.8	62.1	61.1	87.94	84.99	54.63	51.97	1.6	3.5	5.1	3.2	-1.8	-0.3	29	18	2162	1750
Helena, MT+	70.1	69.2	98.30	94.82	68.96	65.63	1.4	3.7	5.1	5.1	0.0	1.4	65.9	61.4	96.42	92.81	63.56	56.98	7.4	3.9	11.6	11.6	0.0	7.4	19	16	1552	1324
Madison, WI+	72.9	75.0	147.42	139.74	107.47	104.83	-2.8	5.5	2.5	6.4	3.8	0.9	66.5	68.3	119.45	115.44	79.45	78.83	-2.6	3.5	0.8	3.6	2.8	0.2	63	55	7260	6973
Missoula, MT+	81.1	76.0	108.87	103.41	88.29	78.61	6.7	5.3	12.3	9.5	-2.5	4.0	68.6	66.8	103.32	98.57	70.88	65.86	2.7	4.8	7.6	6.1	-1.4	1.2	42	25	3130	2238
Rapid City, SD+	77.8	81.0	103.24	100.82	80.28	81.69	-4.0	2.4	-1.7	0.4	2.2	-1.9	61.4	62.8	104.75	104.77	64.30	65.77	-2.2	-0.0	-2.2	-0.4	1.9	-0.3	54	33	4657	3679
Sioux Falls, SD+	68.2	70.5	94.80	89.11	64.64	62.85	-3.3	6.4	2.8	4.7	1.8	-1.6	63.5	66.2	92.90	90.24	58.97	59.75	-4.1	2.9	-1.3	-0.7	0.6	-3.6	59	45	5067	4288

A blank row indicates insufficient data.

The STR Destination Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Destination Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Destination Report, please contact us immediately. Source: 2017 STR, Inc. / STR Global, Ltd. trading as "STR".



How can we assist you?

Glossary:

For all STR definitions, please visit www.str.com/resources/glossary

Frequently Asked Questions (FAQ):

For all STR FAQs, please click [here](#) or visit www.str.com/resources/faq

Please visit our website at www.str.com, or if you need additional assistance please reach out to our Customer Support team.

North America:

735 East Main Street, Hendersonville, TN 37075 USA

T : +1 615 824 8664

support@str.com

International:

Blue Fin Building, 110 Southwark Street, London SE1 0TA

T : +44 (0) 20 7922 1930

hotelinfo@str.com

Asia Pacific:

Thong Teck Building, 15 Scotts Road #08-12, 228 218 Singapore

T: +64 6800 7850

apinfo@str.com

For the latest in industry news, visit HotelNewsNow.com.

To learn more about the Hotel Data Conference, visit HotelDataConference.com.