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# Billings Area COC

For the Month of January 2018



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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

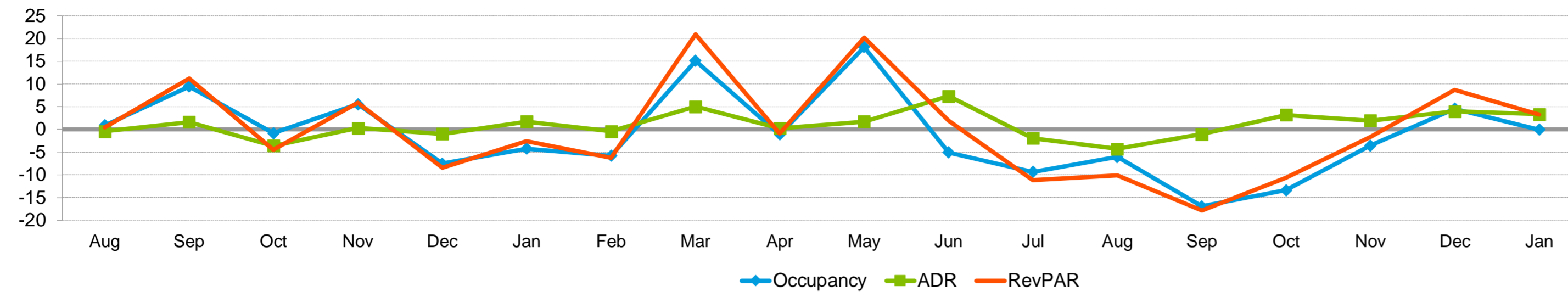
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Tab 2 - Trend Billings Area+

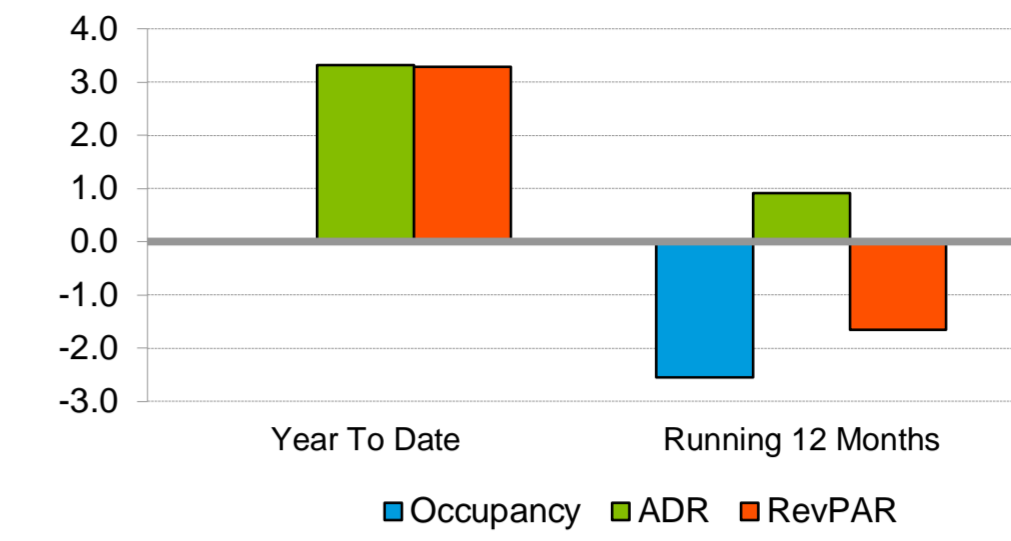
Currency: USD - US Dollar

Billings Area COC  
For the Month of January 2018

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	76.1	70.6	58.4	45.3	37.9	37.2	47.9	57.6	60.9	73.4	72.2	68.2	71.5	58.6	50.6	43.7	39.6	37.2
Last Year	75.4	64.5	58.9	42.9	41.0	38.9	50.8	50.1	61.6	62.2	76.0	75.3	76.1	70.6	58.4	45.3	37.9	37.2
Percent Change	0.9	9.5	-0.8	5.6	-7.5	-4.3	-5.8	15.1	-1.1	18.1	-5.1	-9.4	-6.1	-16.9	-13.4	-3.5	4.5	0.0

ADR	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	106.69	98.63	91.52	88.44	85.61	86.21	89.32	91.05	89.23	92.87	105.57	100.62	102.12	97.60	94.43	90.17	89.02	89.07
Last Year	107.12	97.07	94.96	88.18	86.49	84.77	89.72	86.70	89.02	91.27	98.38	102.63	106.69	98.63	91.52	88.44	85.61	86.21
Percent Change	-0.4	1.6	-3.6	0.3	-1.0	1.7	-0.4	5.0	0.2	1.7	7.3	-2.0	-4.3	-1.0	3.2	2.0	4.0	3.3

RevPAR	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	81.22	69.63	53.43	40.08	32.42	32.07	42.76	52.49	54.34	68.19	76.20	68.67	73.03	57.23	47.74	39.41	35.25	33.13
Last Year	80.82	62.61	55.90	37.86	35.42	32.94	45.59	43.41	54.81	56.73	74.80	77.28	81.22	69.63	53.43	40.08	32.42	32.07
Percent Change	0.5	11.2	-4.4	5.9	-8.5	-2.6	-6.2	20.9	-0.9	20.2	1.9	-11.1	-10.1	-17.8	-10.6	-1.7	8.7	3.3

Supply	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	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	150,040	145,200	150,040	150,040
Last Year	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	147,095	145,200	150,071	150,071
Percent Change	1.9	1.9	1.9	3.9	3.9	3.9	3.9	3.9	3.9	3.9	3.9	3.9	2.0	2.0	2.0	0.0	0.0	0.0

Demand	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	111,970	100,494	85,871	65,800	56,840	55,833	64,884	86,507	88,418	110,170	104,805	102,391	107,292	85,143	75,859	63,467	59,408	55,804
Last Year	108,943	90,128	84,997	59,994	59,138	56,110	66,281	72,303	86,042	89,746	106,241	108,727	111,970	100,494	85,871	65,800	56,840	55,833
Percent Change	2.8	11.5	1.0	9.7	-3.9	-0.5	-2.1	19.6	2.8	22.8	-1.4	-5.8	-4.2	-15.3	-11.7	-3.5	4.5	-0.1

Revenue	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	11,946,585	9,911,405	7,858,747	5,819,644	4,865,993	4,813,310	5,795,504	7,876,713	7,889,737	10,231,056	11,063,921	10,302,976	10,956,963	8,309,922	7,163,586	5,722,788	5,288,332	4,970,471
Last Year	11,670,132	8,748,437	8,071,469	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	7,858,747	5,819,644	4,865,993	4,813,310
Percent Change	2.4	13.3	-2.6	10.0	-4.9	1.2	-2.5	25.6	3.0	24.9	5.9	-7.7	-8.3	-16.2	-8.8	-1.7	8.7	3.3

Census %	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Census Props	53	53	53	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54
Census Rooms	4745	4745	4745	4840	4841	4841	4841	4841	4840	4840	4840	4840	4840	4840	4840	4840	4840	4840
% Rooms Participants	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	79.9	79.9	79.9	78.8

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# Tab 3 - Response Billings Area+

Billings Area COC

For the Month of January 2018

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2016												2017												2018											
								J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D

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# Tab 4 - Multi-Segment

Currency: USD - US Dollar

Billings Area COC

For the month of: January 2018

	Current Month - January 2018 vs January 2017												Year to Date - January 2018 vs January 2017												Participation			
	Occ %		ADR		RevPAR		Percent Change from January 2017						Occ %		ADR		RevPAR		Percent Change from YTD 2017						Properties		Rooms	
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
United States	54.5	54.0	123.33	120.93	67.17	65.29	0.9	2.0	2.9	5.0	2.0	2.9	54.5	54.0	123.33	120.93	67.17	65.29	0.9	2.0	2.9	5.0	2.0	2.9	53794	33340	5133903	3860197
Montana	38.8	39.4	82.40	81.85	31.99	32.24	-1.4	0.7	-0.8	-0.0	0.8	-0.7	38.8	39.4	82.40	81.85	31.99	32.24	-1.4	0.7	-0.8	-0.0	0.8	-0.7	443	220	28990	19017
Billings Area, MT+	37.2	37.2	89.07	86.21	33.13	32.07	-0.0	3.3	3.3	3.3	-0.0	-0.1	37.2	37.2	89.07	86.21	33.13	32.07	-0.0	3.3	3.3	3.3	-0.0	-0.1	54	35	4840	3812
Bismarck, ND+	43.3	63.2	86.73	86.96	37.57	54.99	-31.5	-0.3	-31.7	-31.7	-0.0	-31.5	43.3	63.2	86.73	86.96	37.57	54.99	-31.5	-0.3	-31.7	-31.7	-0.0	-31.5	33	30	3119	2963
Boise, ID+	54.7	56.7	101.07	95.03	55.29	53.93	-3.6	6.4	2.5	9.1	6.4	2.6	54.7	56.7	101.07	95.03	55.29	53.93	-3.6	6.4	2.5	9.1	6.4	2.6	53	41	5510	4703
Bozeman, MT+	55.2	54.8	82.09	82.40	45.32	45.19	0.7	-0.4	0.3	4.2	3.9	4.6	55.2	54.8	82.09	82.40	45.32	45.19	0.7	-0.4	0.3	4.2	3.9	4.6	31	21	2396	1846
Great Falls, MT+	44.4	48.7	82.92	81.67	36.80	39.81	-8.9	1.5	-7.6	-7.6	-0.0	-9.0	44.4	48.7	82.92	81.67	36.80	39.81	-8.9	1.5	-7.6	-7.6	-0.0	-9.0	29	17	2161	1682
Helena, MT+	44.8	49.6	87.98	88.98	39.42	44.12	-9.6	-1.1	-10.6	-10.6	0.0	-9.6	44.8	49.6	87.98	88.98	39.42	44.12	-9.6	-1.1	-10.6	-10.6	0.0	-9.6	19	16	1552	1324
Madison, WI+	46.7	48.1	99.63	100.95	46.49	48.51	-2.9	-1.3	-4.2	-2.0	2.2	-0.7	46.7	48.1	99.63	100.95	46.49	48.51	-2.9	-1.3	-4.2	-2.0	2.2	-0.7	63	54	7310	6913
Missoula, MT+	40.0	37.5	77.35	78.46	30.91	29.43	6.5	-1.4	5.0	2.4	-2.5	3.9	40.0	37.5	77.35	78.46	30.91	29.43	6.5	-1.4	5.0	2.4	-2.5	3.9	42	25	3130	2238
Rapid City, SD+	32.1	33.3	62.82	65.82	20.18	21.90	-3.4	-4.6	-7.8	-5.8	2.2	-1.3	32.1	33.3	62.82	65.82	20.18	21.90	-3.4	-4.6	-7.8	-5.8	2.2	-1.3	53	34	4625	3773
Sioux Falls, SD+	45.6	48.4	82.77	82.81	37.73	40.08	-5.8	-0.0	-5.9	-4.2	1.8	-4.1	45.6	48.4	82.77	82.81	37.73	40.08	-5.8	-0.0	-5.9	-4.2	1.8	-4.1	59	45	5067	4288

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T : +1 615 824 8664

[support@str.com](mailto:support@str.com)

**International:**

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

T : +44 (0) 20 7922 1930

[hotelinfo@str.com](mailto:hotelinfo@str.com)

**Asia Pacific:**

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

T: +64 6800 7850

[apinfo@str.com](mailto:apinfo@str.com)

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